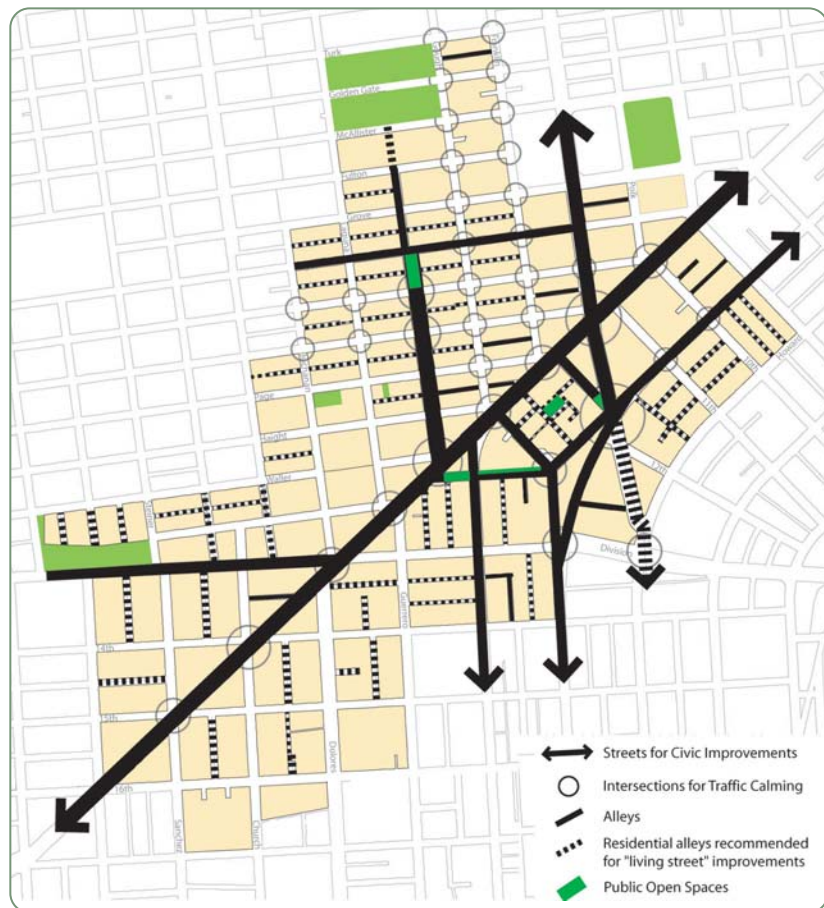


8 Market and Church Street enhancements



9 The System of Civic Streets and Open Spaces

8

The Eight Elements of a Good Neighborhood:

Part of the dialogue with the community was about the elements that contribute to a good urban neighborhood. The following were thought to comprise the eight elements of a good neighborhood.



Walk to Shops

A great neighborhood has stores and shops that satisfy everyday needs within an easy walk from home.



Safe Streets

In a great neighborhood people can walk without fear of crime, being threatened by traffic, or being disturbed by excessive noise.



Getting Around Easily

Great neighborhoods find it easy to move about on foot, by bicycle, transit, and auto.



Housing Choices

A mix of houses, flats, and apartments of various sizes meet different needs and preferences.



Gathering Places

A great neighborhood has places for people to meet, talk, and be neighborly. Public gathering places include parks, plazas, sidewalks, and shops.



City Services

A great neighborhood has a full range of public services including parks, schools, police and fire stations, libraries, and other amenities.



Special Character

All neighborhoods are shaped by their physical setting, streets, buildings, open spaces, history, culture and the people who live in them. In great neighborhoods these attributes combine in unique and memorable ways.



Part of the Whole

Great neighborhoods stand out on their own, yet are connected to the city.

Market & Octavia

NEIGHBORHOOD PLAN

BETTER NEIGHBORHOODS PROGRAM

The Plan Vision

Since 2000, a continuing dialogue among residents, businesses and other community members has refined what makes a decisively urban neighborhood great. The vision is for a place that people of many different lifestyles, ages and ethnicities could call home. A place that allows for choice of transportation and enjoyment of great public spaces. A place that revives and repairs itself by building on the strengths of its long-standing character.

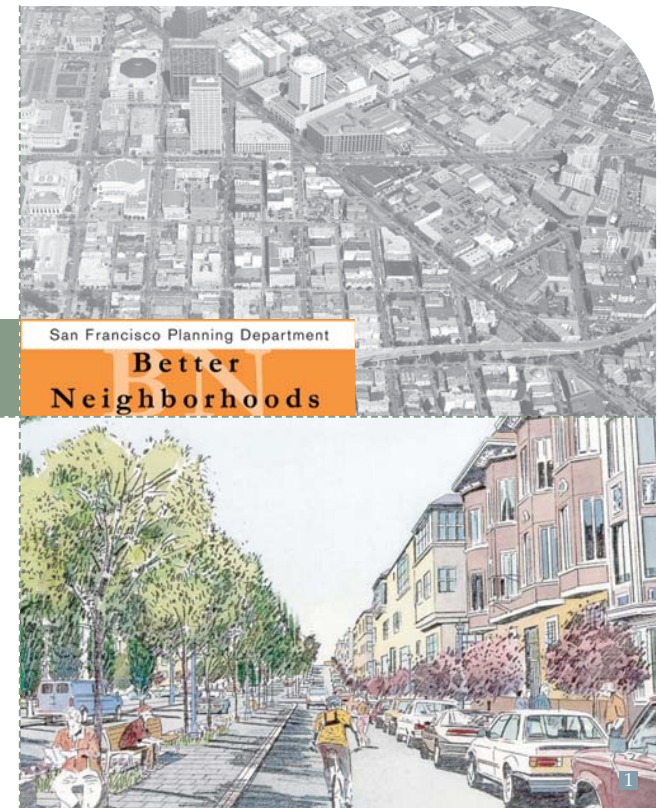
The Proposal

The vision serves as the guide for the Plan. To respond to the need for housing, repair the fabric of the neighborhood, and to support transit-oriented development, the Plan proposes new zoning for appropriate residential and commercial uses, prescribes streetscape and open space improvements, and places high-density land uses close to transit. Already, some of the Plan's ideas, most prominently Octavia Boulevard, have been implemented.

As the Market and Octavia planning process comes to a close, the focus moves from planning to implementation. For the vision of the Plan to materialize, a careful coordination of resources and agencies must be sustained throughout the life of the Plan. To do this, the Planning Department, working with other city agencies, has developed a comprehensive program of improvements complete with a variety of necessary funding sources. In addition, to gauge the progress of the Plan, a yearly program will be established to monitor housing production, parking, and transportation.

Recognizing our Historic Heritage

A great neighborhood remains great by respecting its built environment. The Plan contains many principles of design to make sure that new development is contextual. It also includes a comprehensive historic survey to establish a more complete inventory of existing historic resources. To ensure the integrity of possible historic resources until the survey is completed, the Planning Department will consider properties in sensitive areas to be historic. The plan will bring a comprehensive recognition of historic resources which exist only in a scattered form today.



For more information or to obtain a copy of the plan:

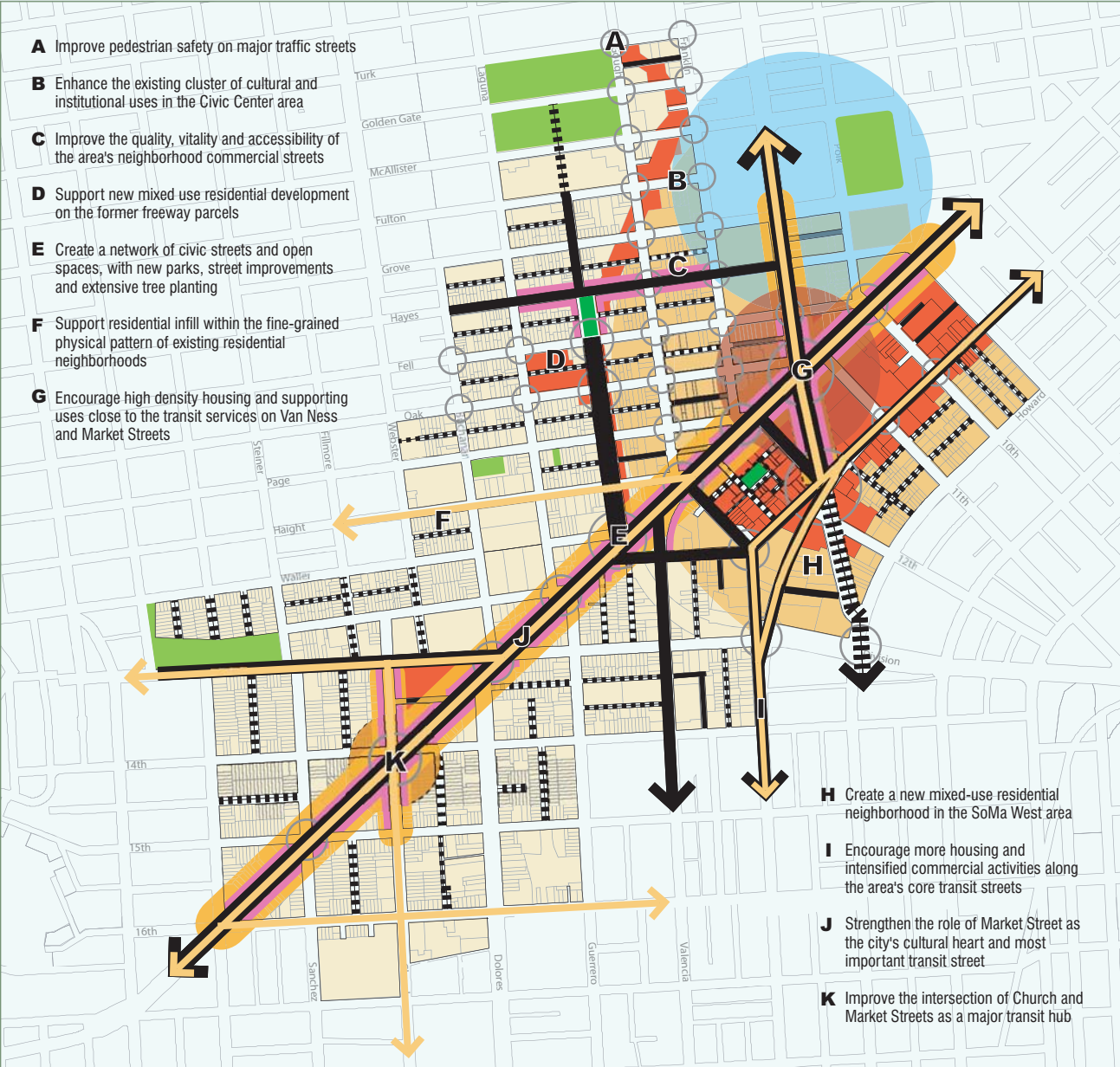


Contact AnMarie Rodgers, Market and Octavia Plan Manager by email at anmarie.rodgers@sfgov.org

or see our web site:
www.betterneighborhoods.org

An electronic copy of the draft plan is available on the web site.

Plan Framework



Housing People:

Market and Octavia's diverse local population creates the vitality of the place. Different housing types, available at different levels of affordability, provide a safe and attractive setting for this community.

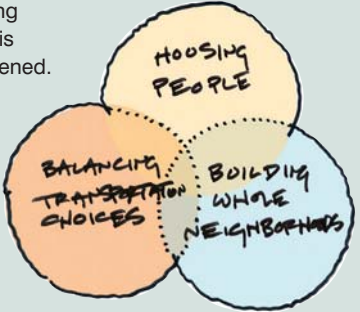
Balancing Transportation Choices:

The Market and Octavia area has a physical fabric that enables people to access much of what they need on foot. Over time, this fabric has been successful because it supports a range of travel modes and enables people to choose among them as their needs dictate. It shows in people's behavior; compared to the city overall, the average household in Market and Octavia is about 50 percent less likely to be owning a vehicle.¹ Automobiles have an important role here, but should not dominate to the point of undermining this long-standing fabric.

¹ Based on the 2000 Census, 42 percent of households in the Market and Octavia Plan Area do not have access to a vehicle compared to 29 percent for the city as a whole.

Building 'Whole' Neighborhoods:

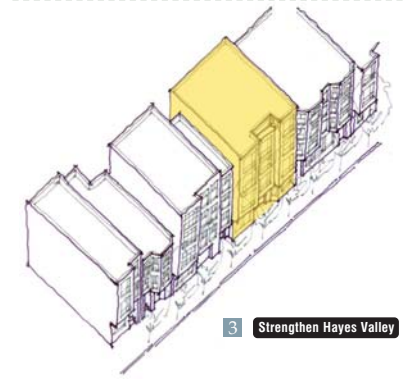
Urban places like Market and Octavia work well because they support a critical mass of people and activities, which in turn make it possible for a full range of services and amenities to thrive in close proximity. As these neighborhoods grow, more people bring the opportunity for these services to thrive -- everyday retail needs and community services, as well as public spaces, parks and streets provide a setting where community life is nurtured and strengthened.



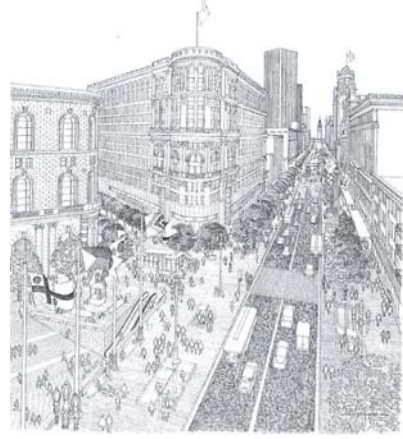
Market & Octavia
NEIGHBORHOOD PLAN



2 Central Freeway Parcels



3 Strengthen Hayes Valley



4 Market Street's on-going role as the cultural and ceremonial spine of the city should be strengthened.

What the plan would do:

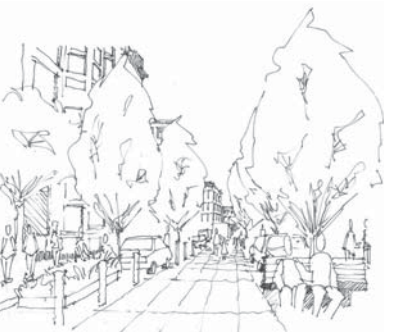
- Allow flexible types of new housing to meet a broad range of needs.
- Reduce parking requirements to encourage housing and services without adding cars.
- Balance transportation by considering people movement over auto movement.
- Build walkable "whole" neighborhoods meeting everyday needs.

< see plan framework

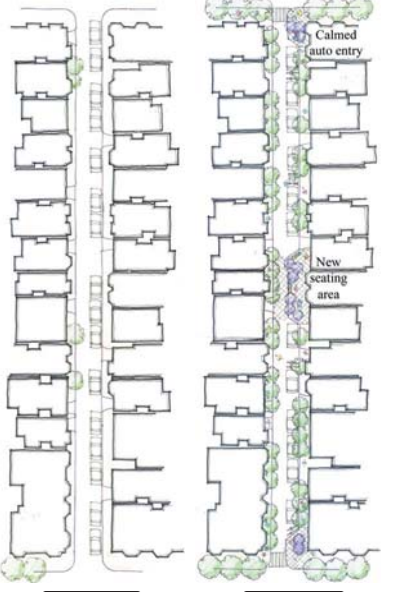
Develop some key plan components to help realize the vision

- 1 Freeway touchdown recommendations at Market and new Octavia Boulevard.
- 2 Infill guidelines for housing on the vacant Central Freeway parcels.
- 3 Strengthening the heart of Hayes Valley.
- 4 Guidelines for Market Street as a residential and retail spine.
- 5 A new residential center in SOMA West / South Van Ness area.
- 6 Changes to street circulation - restoring urban structure.
- 7 Area-wide streetscape and traffic calming improvements.
- 8 Enhancements to the Church/Market/Duboce area.
- 9 Opportunities for public open spaces.

see page 4 >



7 The Living Street Concept



7 Linden Alley as it exists today. Linden Alley as a "living street."



6 The "Transit-First" Policy envisions streets serving a variety of users safely and effectively.



5 The SoMa West Area



5 Street improvements proposed for SoMa West