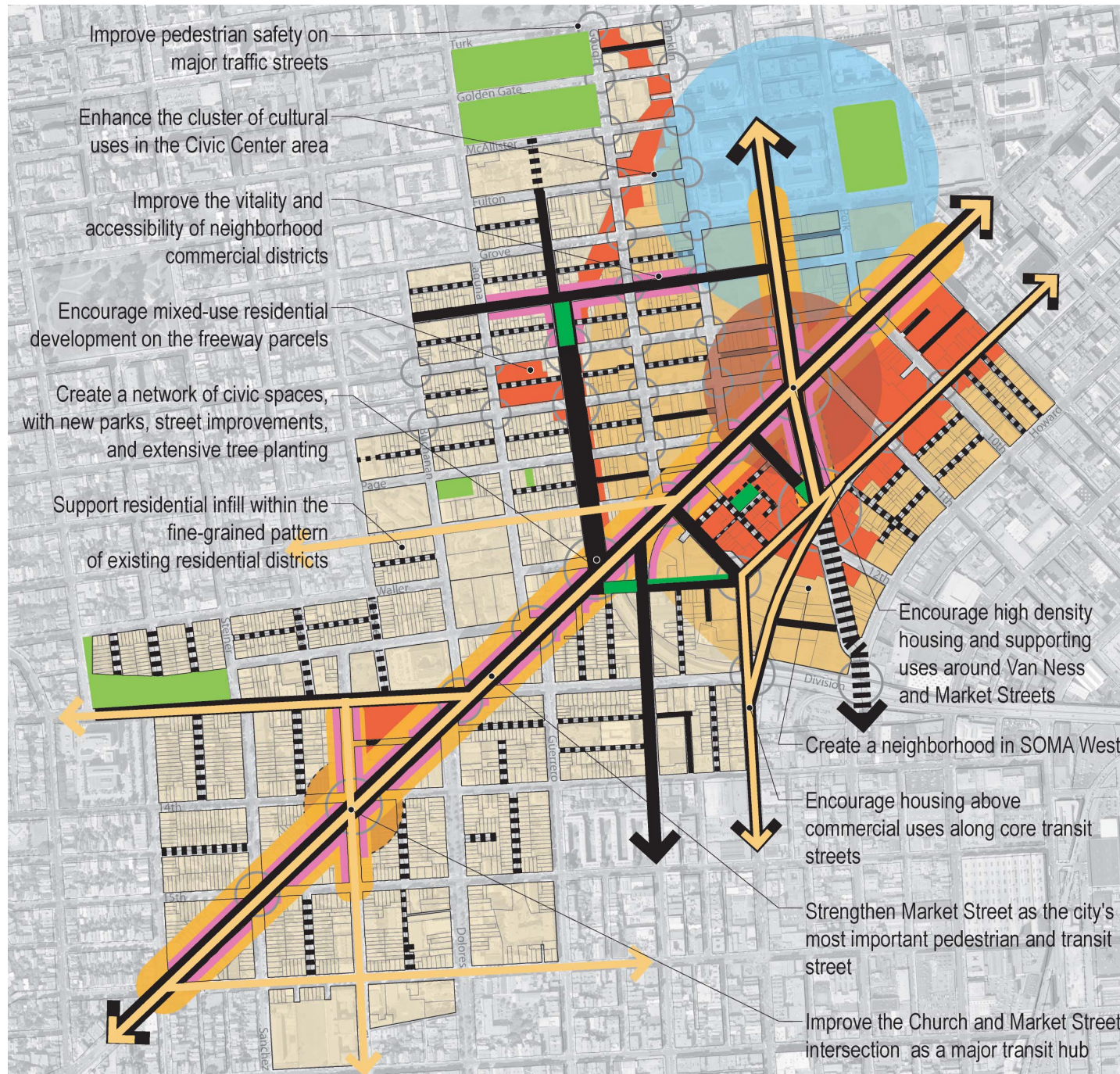


**The Market and Octavia neighborhood is at a critical juncture.** Over the last 40 years, an imbalance in how we plan for the interrelated issues of housing, transportation, and land use has undermined our ability to provide housing and services efficiently, to provide streets that are the setting for public life, and to build on transit, bicycling, and walking as safe and convenient means of getting around our city. Nowhere is this imbalance clearer than here, where an elevated freeway, land assembly projects, and other well-meaning interventions have degraded the overall quality of the place.

As we look forward, there is much that can be done. The Market and Octavia Neighborhood Plan aims, above all, to restore San Francisco's long-standing practice of building good urban places—providing housing that responds to human needs, offering people choice in how they get around, and building “whole” neighborhoods that provide a full range of services and amenities close to where people live and work. To succeed, the plan need only learn from the established urban structure that has enabled the Market and Octavia neighborhood, like other urban places, to work so well for people over time.

If the Market and Octavia neighborhood's tradition of public activism on these issues is any indication, this plan will succeed by building on these strengths: enriching its critical mass of people and activities, enhancing the area's close-knit physical pattern, and investing in a transportation program that restores balance between travel modes. The plan addresses these issues holistically, as success with any one aspect depends on addressing the overall dynamic between them. To diminish any one aspect of the plan is to diminish the opportunity presented by the whole.





The original plan framework and structure of basic initiatives is still fundamentally sound and valid today.

Together, these programs guide activity in the plan area toward realizing its potential.

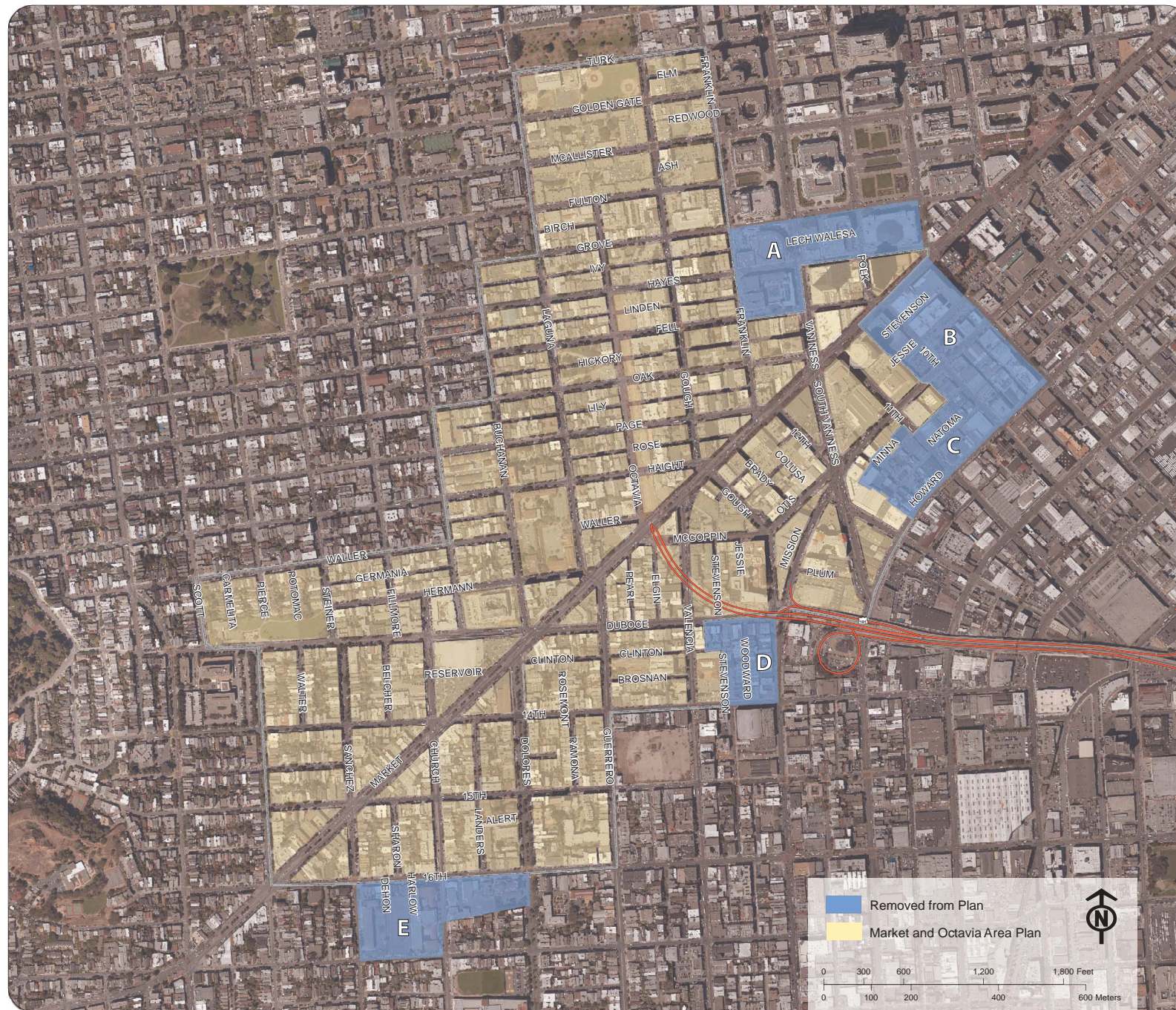
## I. The Illustrative Plan Framework



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## Proceeding with the Plan while avoiding duplication of efforts

- The original plan area was centered around what was a comfortable walking distance (1/4 mile) from the transit hubs at Market & Van Ness and Market & Church streets and the area around where the Central Freeway had been. It was a clean and conceptual boundary. The new boundary is more punctuated but it cleans up some overlaps with other Area Plans (such as Civic Center) and other community planning efforts (such as those in the Mission & SoMa). The new boundary further removed two dangly blocks south of 16th Street which are largely schools and the Mission Dolores as the plan would not propose significant changes there.

## What has been removed?

- ◀ A • The Civic Center area, as well as a few blocks around Mission Dolores was taken out as a technicality since we would propose no changes in height and zoning for these historic areas. What remains is the bulk of the original plan area, but with incisions in the eastern parts.
- ◀ E • A section of Market Street which is in a Redevelopment Agency survey area
- ◀ C • A part of western SoMa the planning of which is being overseen by a task force
- ◀ D • A portion of a block which is in the Mission area, currently being rezoned along with the rest of the Eastern Neighborhoods.

## I. Plan Boundary Changes



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