

The Corridor and the Neighborhood: Re-Balancing Big Streets Case Studies from Vancouver and the San Francisco Bay Area

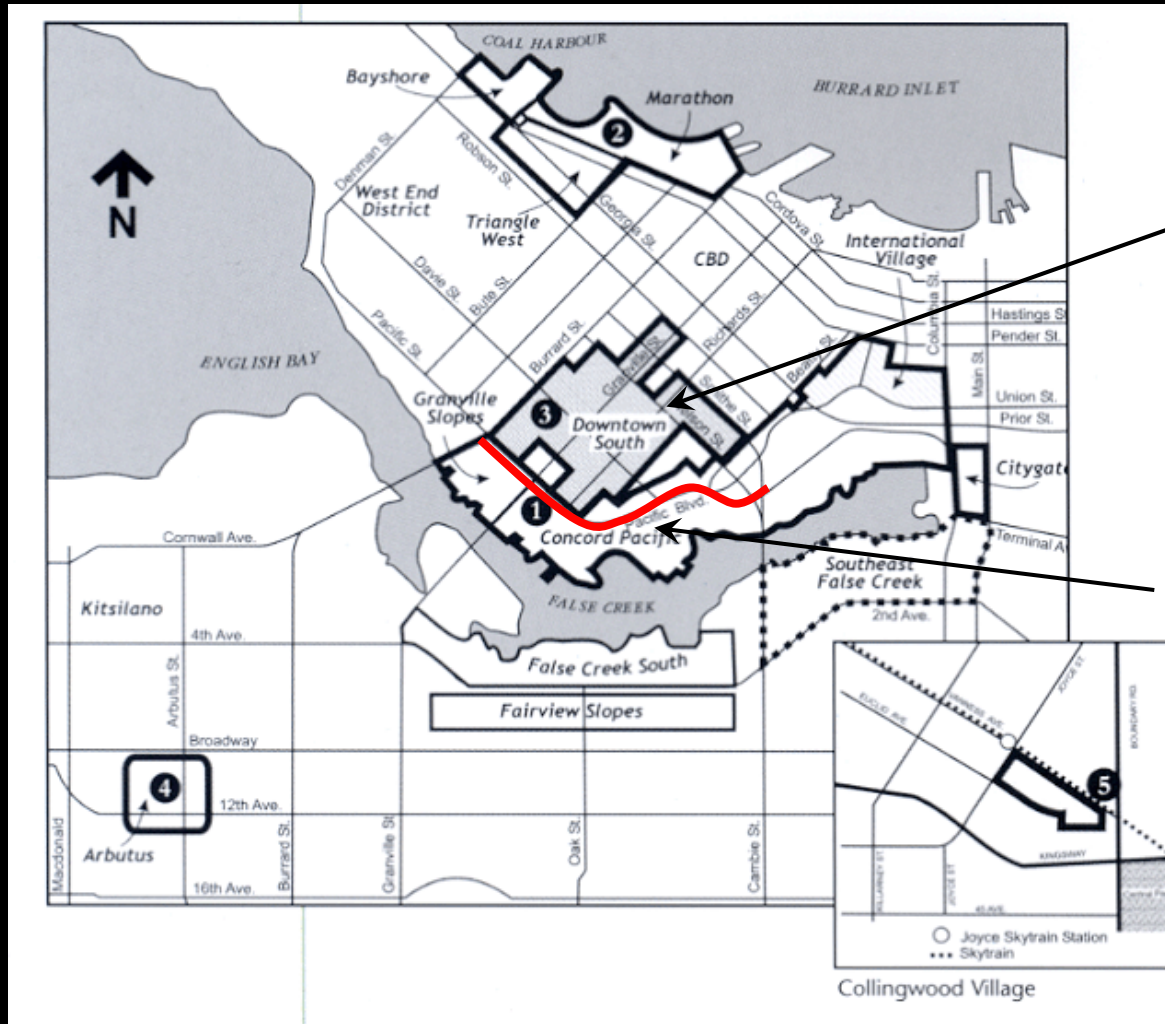


Dr. Elizabeth Macdonald
University of California, Berkeley

Principal, Jacobs Macdonald: Cityworks

Pacific Boulevard, Vancouver, British Columbia





New Neighborhoods

Downtown South Neighborhood

10,000 people
 135 dwelling units/acre
 Housing units: 12,000
 Parks/Open Space: 4 acres

Concord Pacific

False Creek North Neighborhood

13,000 people
 47 dwelling units/acre
 Housing units: 7,800
 Parks/Open Space: 42 acres



1997 Transportation Plan

- Limit roadway capacity to 1997 levels
- Provide comfortable walking and biking environments
- Increase transit provision and use
- Calm traffic in neighborhoods
- Maintain efficient system for goods movement.

Ten year results:

Vehicle trips: -10%
 Transit trips: +20%
 Walking trips: +44%
 Bicycle trips: +180%



Pacific Boulevard's Designations

2002 Downtown Transportation Plan

- Major circulation route
- Truck route
- Green street
- Bicycle route
- Possible streetcar route

Neighborhood Plan Designation

Commercial High Street





Pacific Boulevard

3.5 meter lanes (11.5')

Streets in the rest of the city
have 2.8 to 2.9 meter lanes
(9.2' to 9.5')

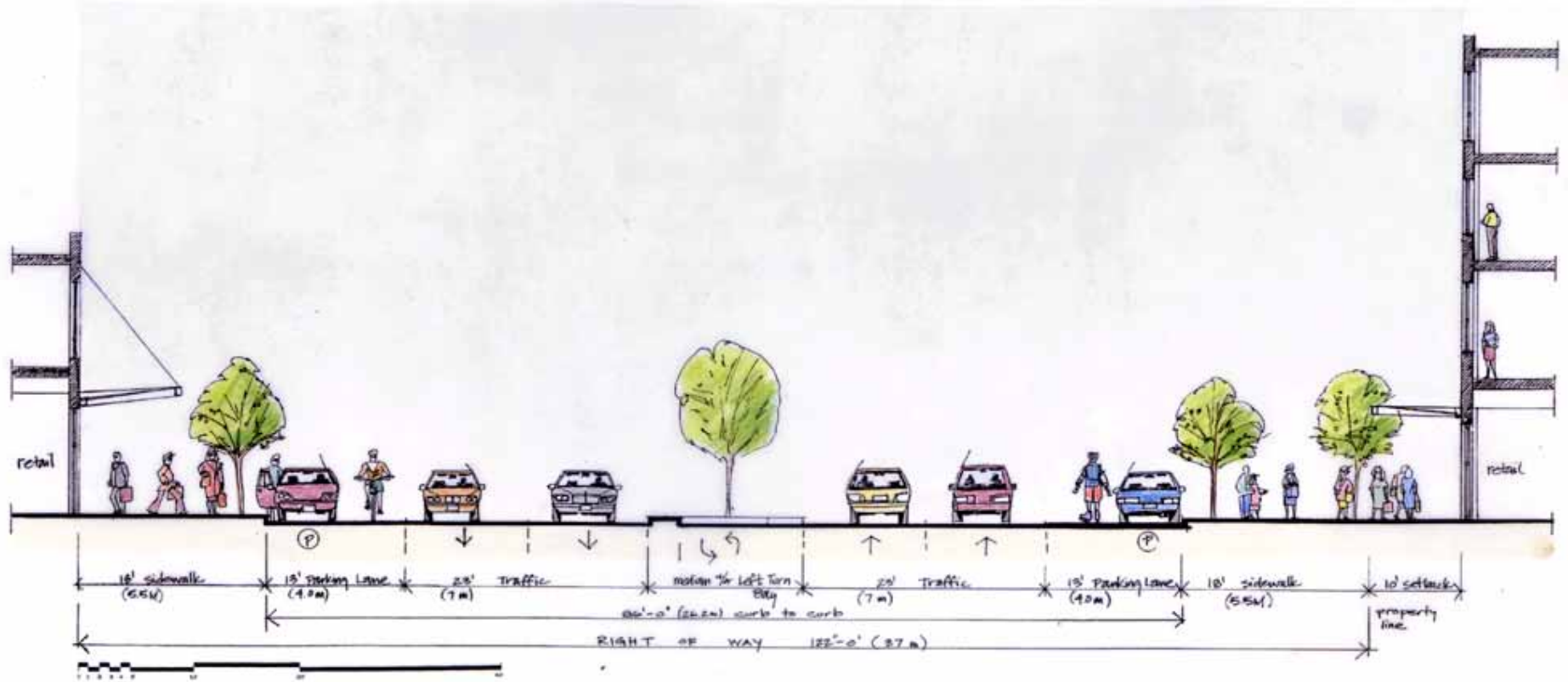
Peak hour traffic:
800 to 1,000 vehicles

Excess capacity



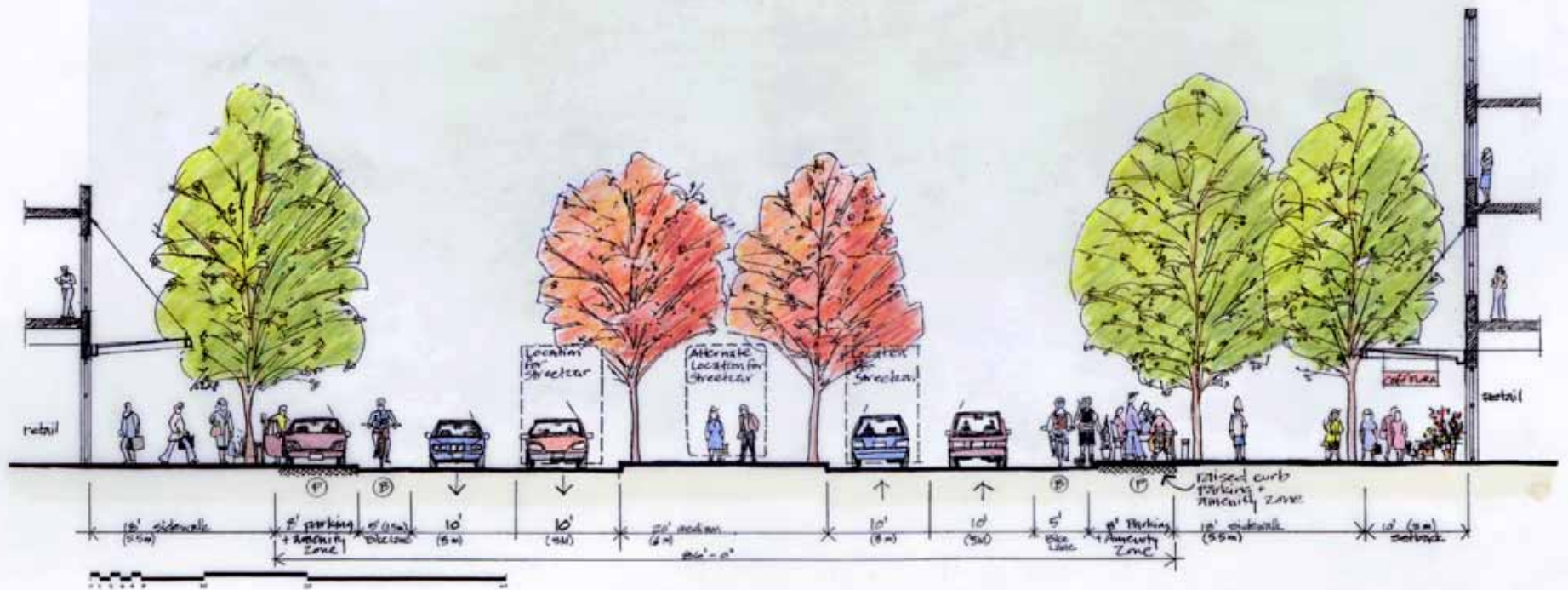


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Professor Elizabeth Macdonald, University of California, Berkeley

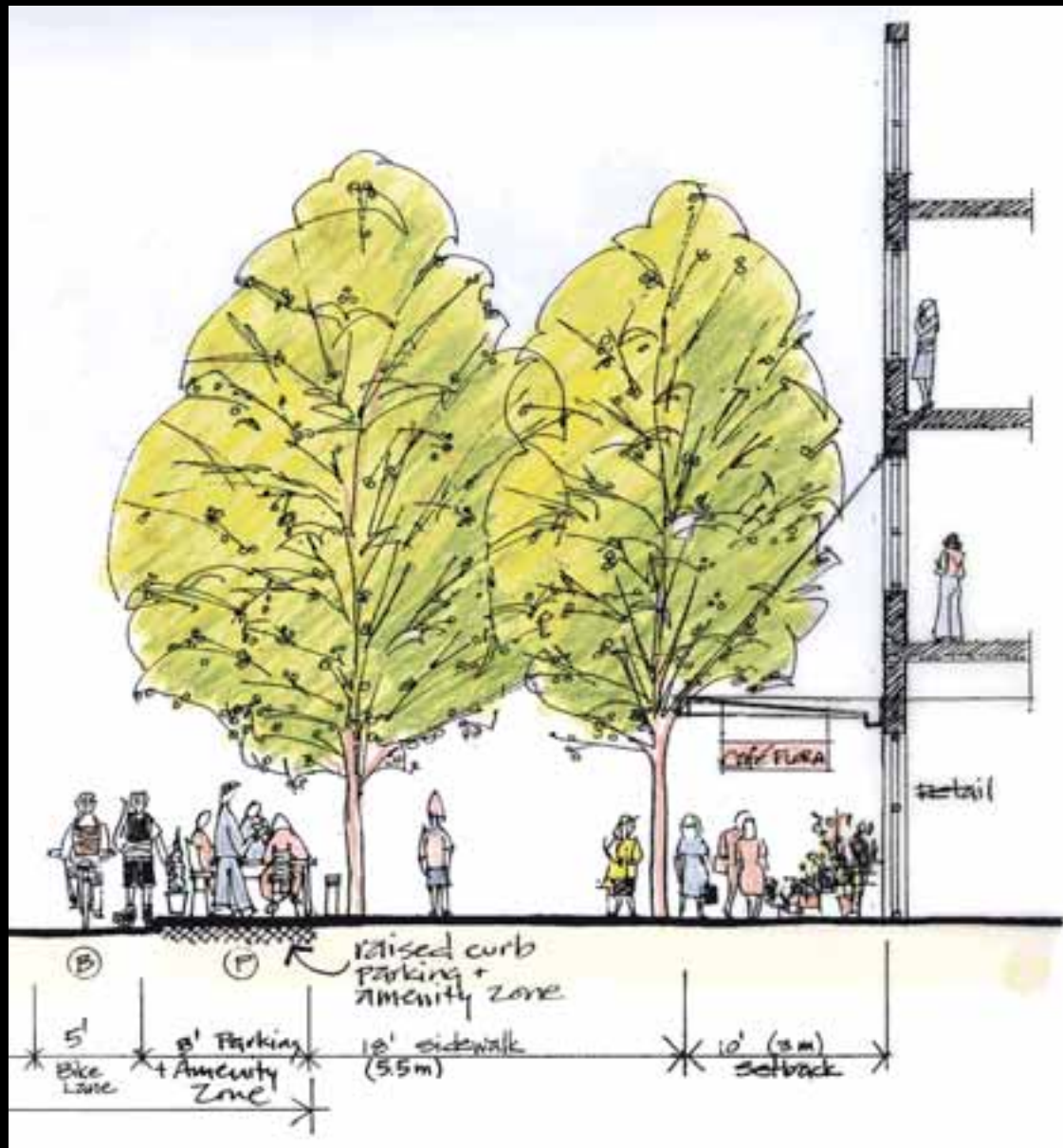


Section: Existing Conditions at High Street Area
Pacific Boulevard

122' Right-of-way, 86' Traveled Way



Section: High Street, Cambie to Homer
Pacific Boulevard





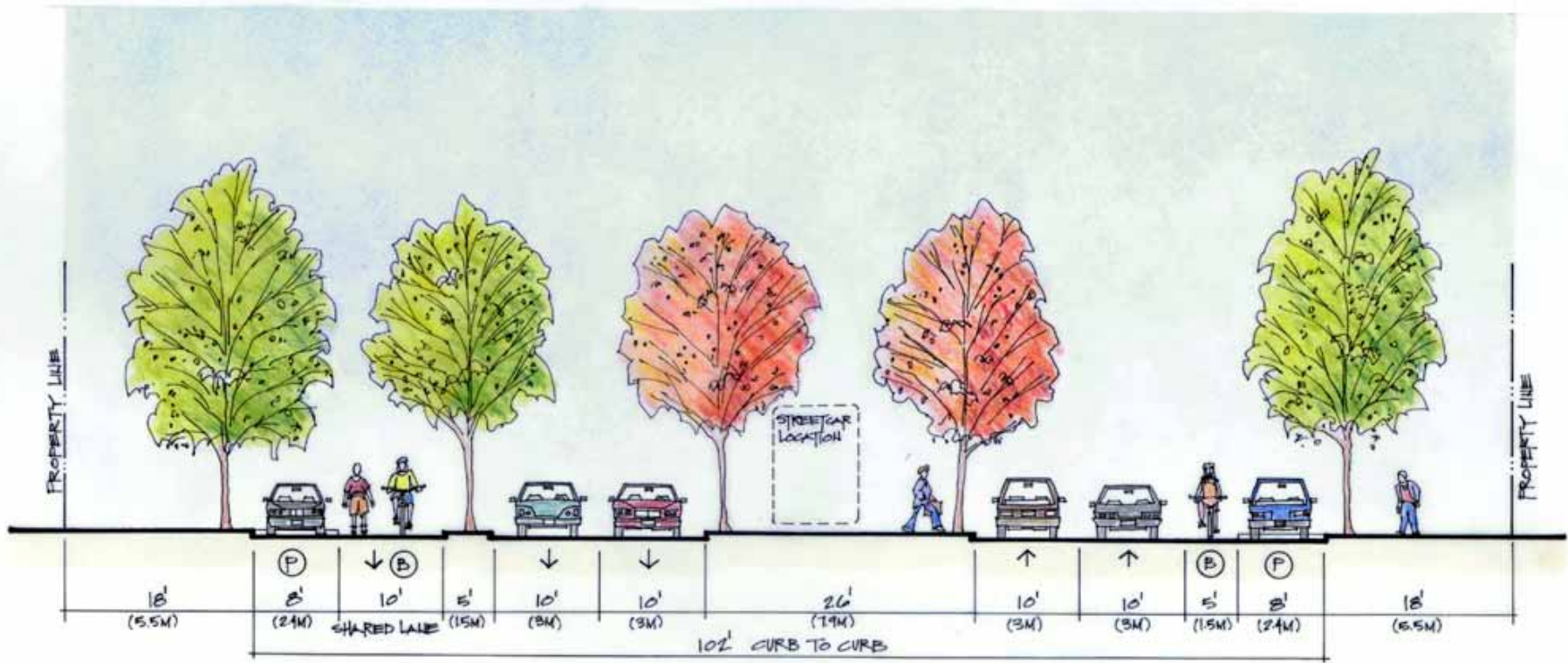
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Section: East of Cambie
Pacific Boulevard



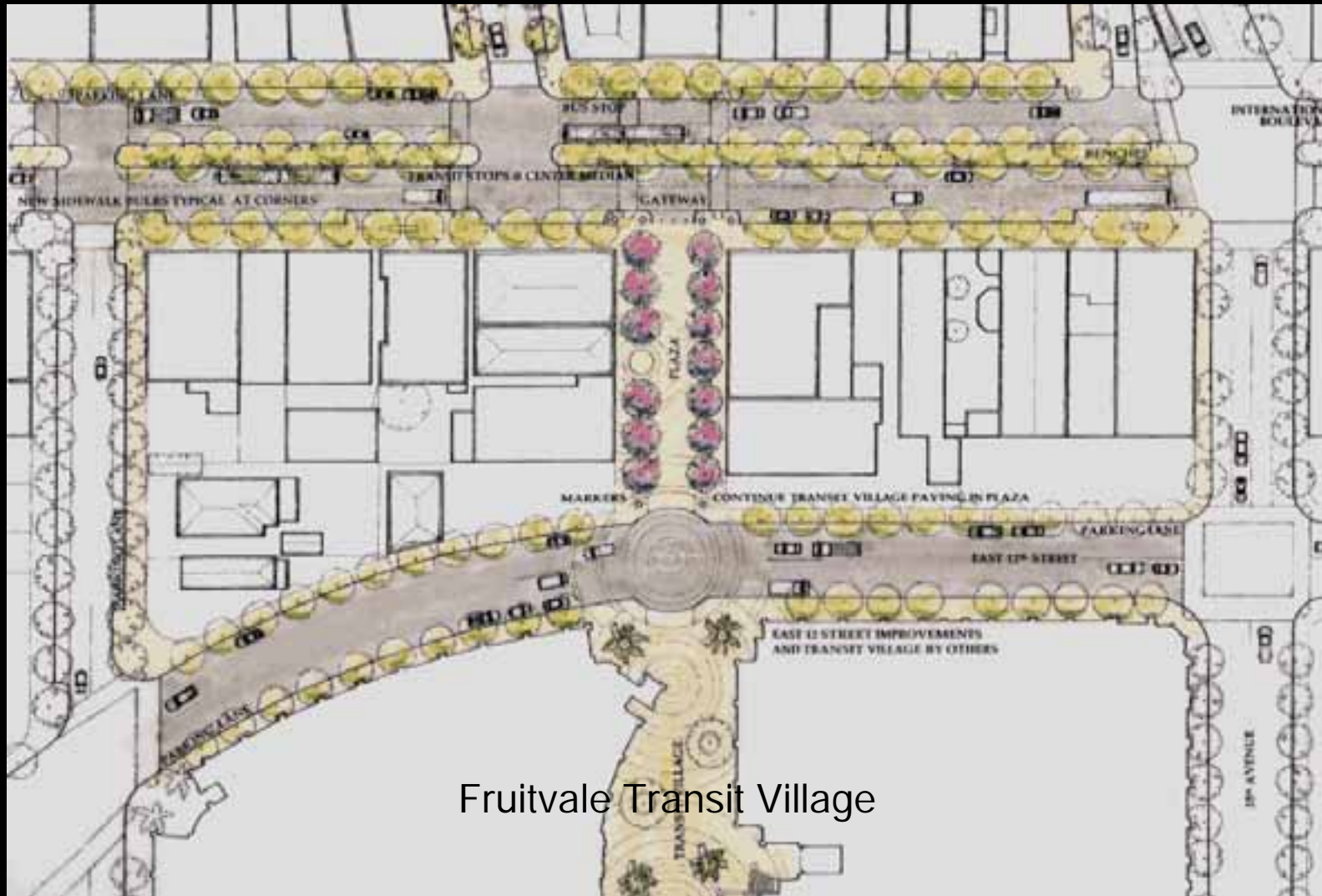
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Plan: Cambie Intersection
Pacific Boulevard



International Boulevard, Oakland, California



Fruitvale Transit Village

Fruitvale Community Plaza and Street Redesign Oakland

The segment of International Boulevard that runs through Oakland's Fruitvale neighborhood is served by two of AC Transit's most heavily used bus lines and carries significant volumes of local traffic traveling at high speeds. To calm traffic, improve pedestrian safety and transit use, and provide linkages between the Fruitvale



neighborhood and the Fruitvale BART station, the Unity Council, a community-based organization, collaborated with the city of Oakland and key neighborhood stakeholders to create the Fruitvale Streets Design Plan. The plan calls for improving the streetscape within the project area, retrofitting two blocks of International Boulevard with a center median, and constructing a community plaza at 34th Avenue. The city later was awarded a TLC capital grant to help pay for these improvements. Most significantly, these improvements also serve the Fruitvale Village, a new high-density, mixed-use transit-oriented development at the Fruitvale BART station.

Community Involvement — The city of Oakland and the Unity Council implemented an extensive community outreach process for the street design plan, engaging a wide variety of stakeholders, including residents, merchants, transit riders, seniors and local youth. In addition, the partners conducted more than 400 surveys in English and Spanish to get the local on-site design preferences of community stakeholders.

Land-Use Connections — The Fruitvale Development Corporation recently celebrated the grand opening of the \$100 million Fruitvale Village. The development includes high-density, market-rate and affordable housing, stores and restaurants, and community services such as a health clinic, childcare and a branch of the Oakland Public Library. Streetscape improvements funded by TLC are helping to transform the area into a truly transit-oriented neighborhood, linking the existing transportation infrastructure to the area's new and existing land uses.



FUNDING

TLC Planning Grant: \$35,000

TLC Capital Grant: \$2,000,000

Local Match: \$700,000

PARTNERS

City of Oakland

Unity Council

AC Transit

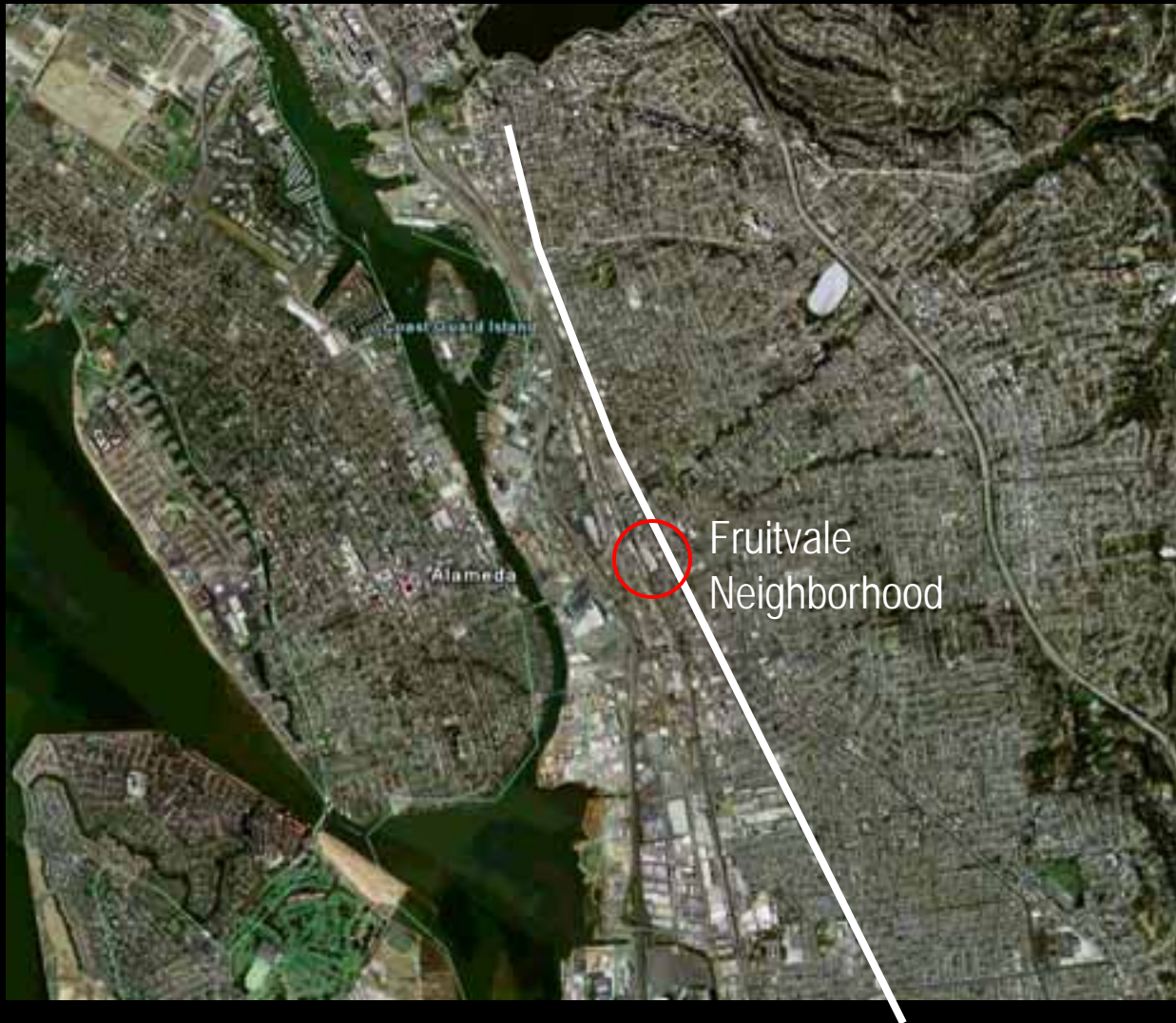
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Transportation for Livable Communities

Metropolitan Transportation Commission: Transportation for Livable Communities (TLC) Program

\$35,000 planning grant

\$2,000,000 capital grant



International Boulevard

Over 6.5 miles long within Oakland

An arterial street

Parallels I-580 Freeway and BART

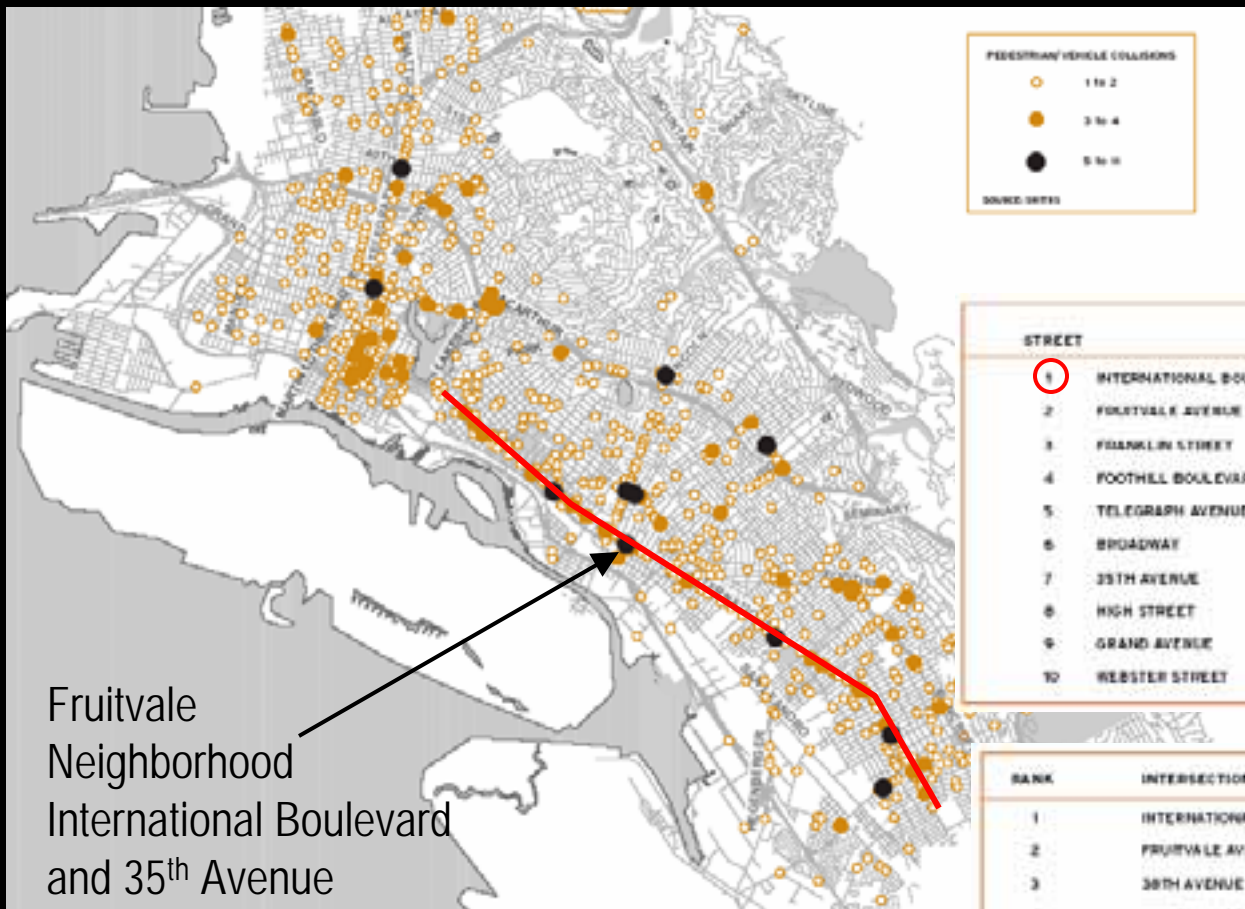
Within Fruitvale Neighborhood

100' right-of-way

72' vehicle roadway

Peak hour traffic:
1,000 to 1,100 vehicles in each direction

Neighborhood shopping street



STREET	NUMBER OF PEDESTRIAN/VEHICLE COLLISIONS PER ROAD MILE (1996-2000)
1 INTERNATIONAL BOULEVARD	26.2
2 FRUITVALE AVENUE	20.1
3 FRANKLIN STREET	19.8
4 FOOTHILL BOULEVARD	18.0
5 TELEGRAPH AVENUE	17.5
6 BROADWAY	15.5
7 35TH AVENUE	12.4
8 HIGH STREET	13.3
9 GRAND AVENUE	13.2
10 WEBSTER STREET	12.8

Fruitvale Neighborhood
International Boulevard
and 35th Avenue

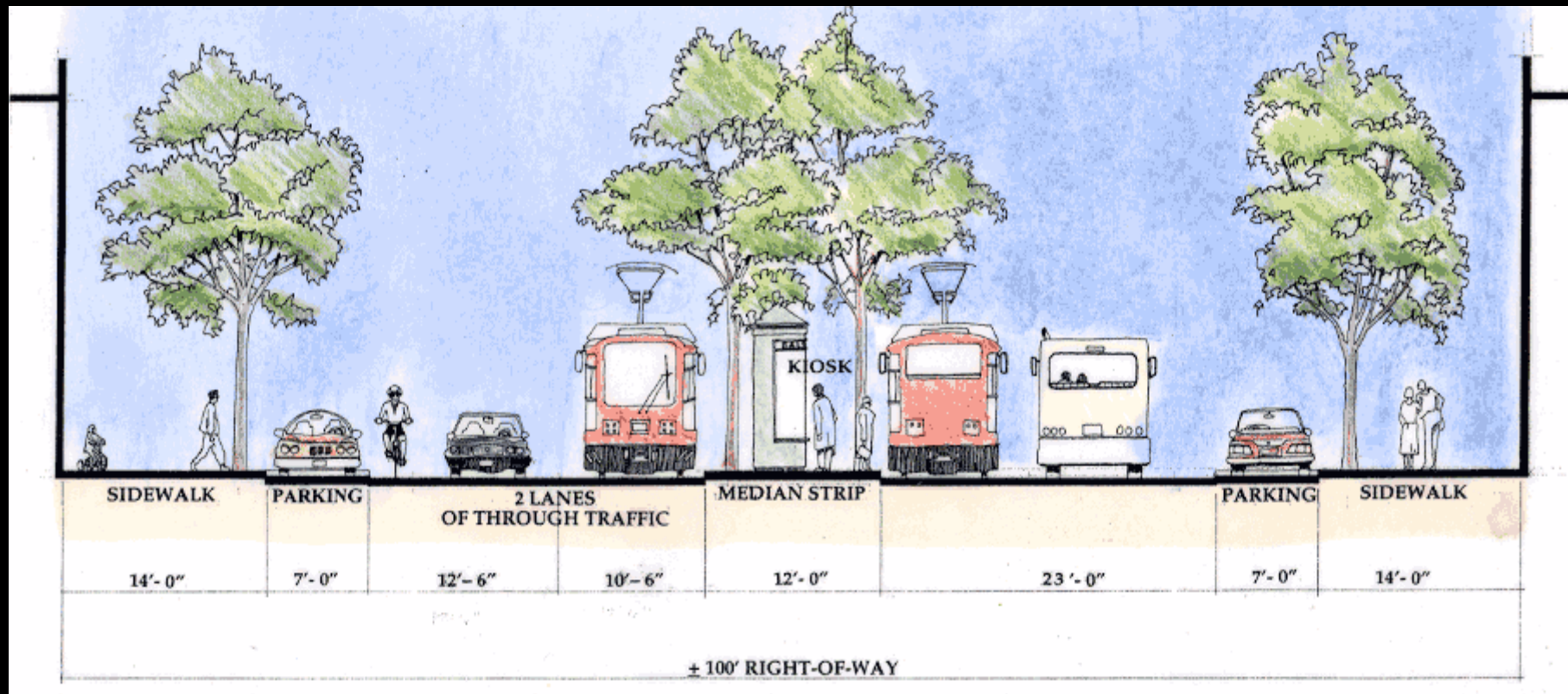
Pedestrian/Vehicle Collisions 1996-2000

RANK	INTERSECTION	COLLISIONS	TRAFFIC SIGNAL
1	INTERNATIONAL BOULEVARD / 64TH AVENUE	11	NO
2	FRUITVALE AVENUE / FOOTHILL BOULEVARD	11	YES
3	38TH AVENUE / MACARTHUR BOULEVARD	9	YES
4	7TH STREET / FRANKLIN STREET	9	NO
5	INTERNATIONAL BOULEVARD / 30TH AVENUE	8	YES
6	14TH STREET / MADISON STREET	8	YES
7	FRUITVALE AVENUE / MACARTHUR BOULEVARD	7	YES
8	INTERNATIONAL BOULEVARD / 35TH AVENUE	7	YES
9	40TH STREET / TELEGRAPH AVENUE	7	YES
10	77TH AVENUE / BANCROFT AVENUE	7	NO
10	D STREET / 98TH AVENUE	7	NO





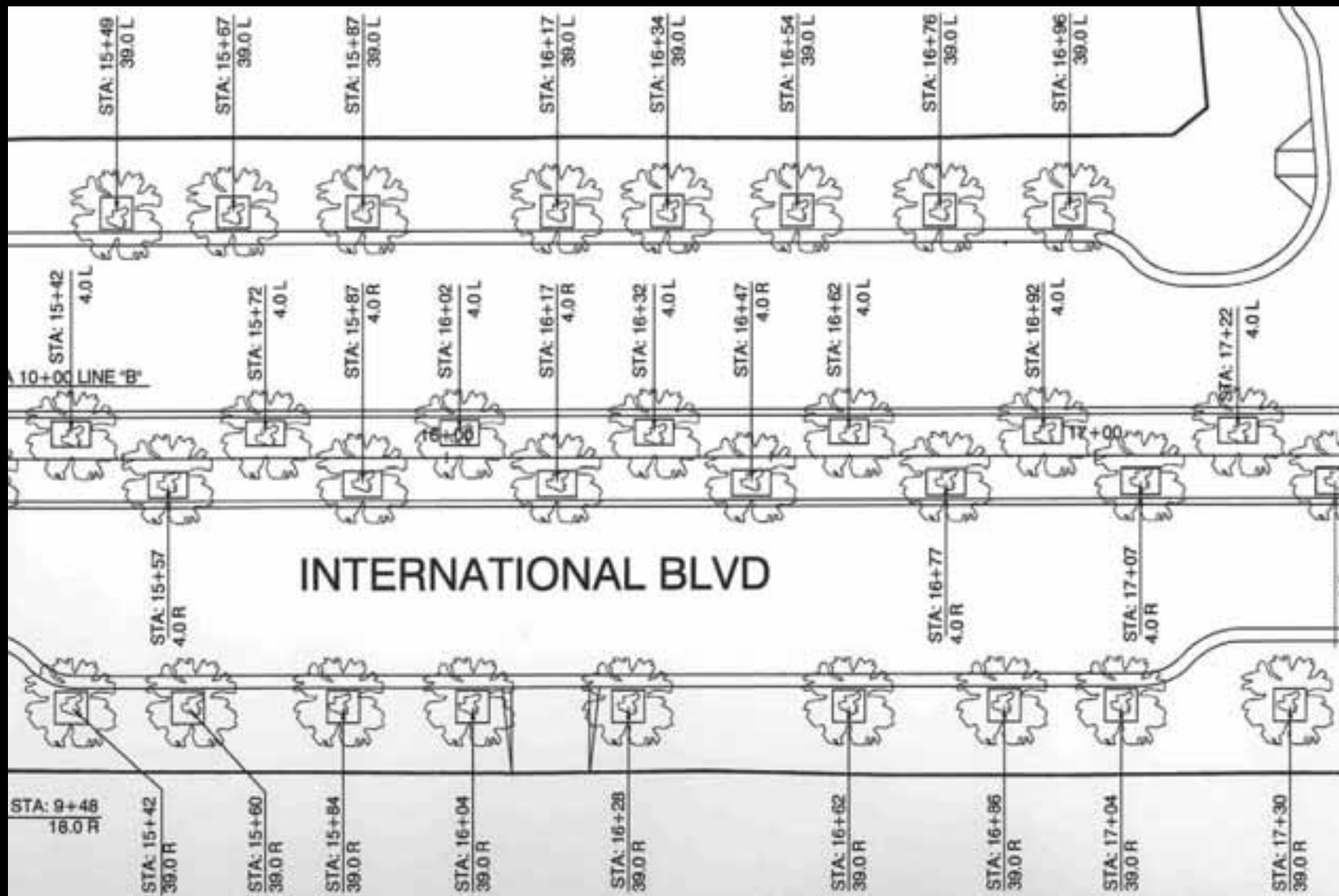






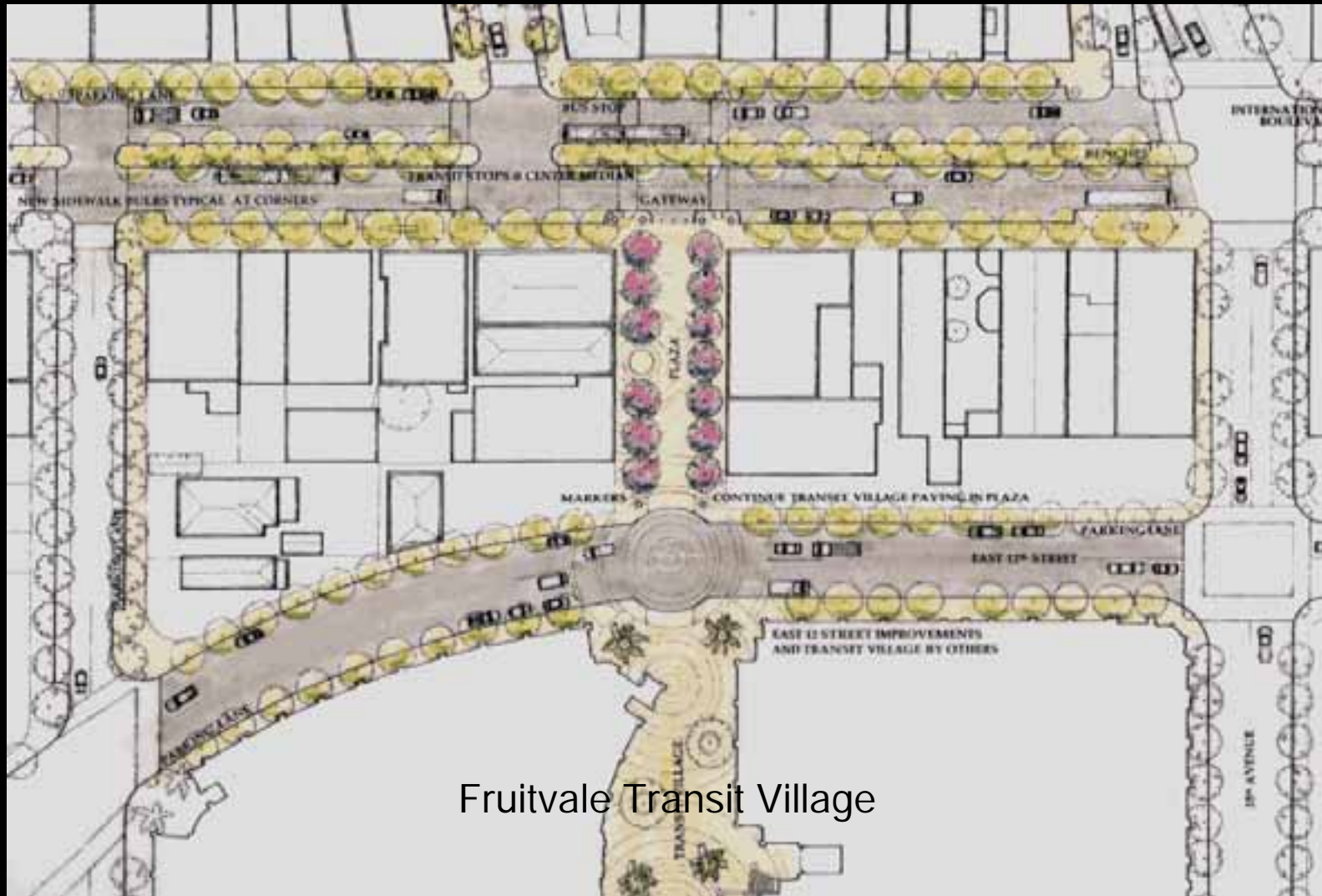
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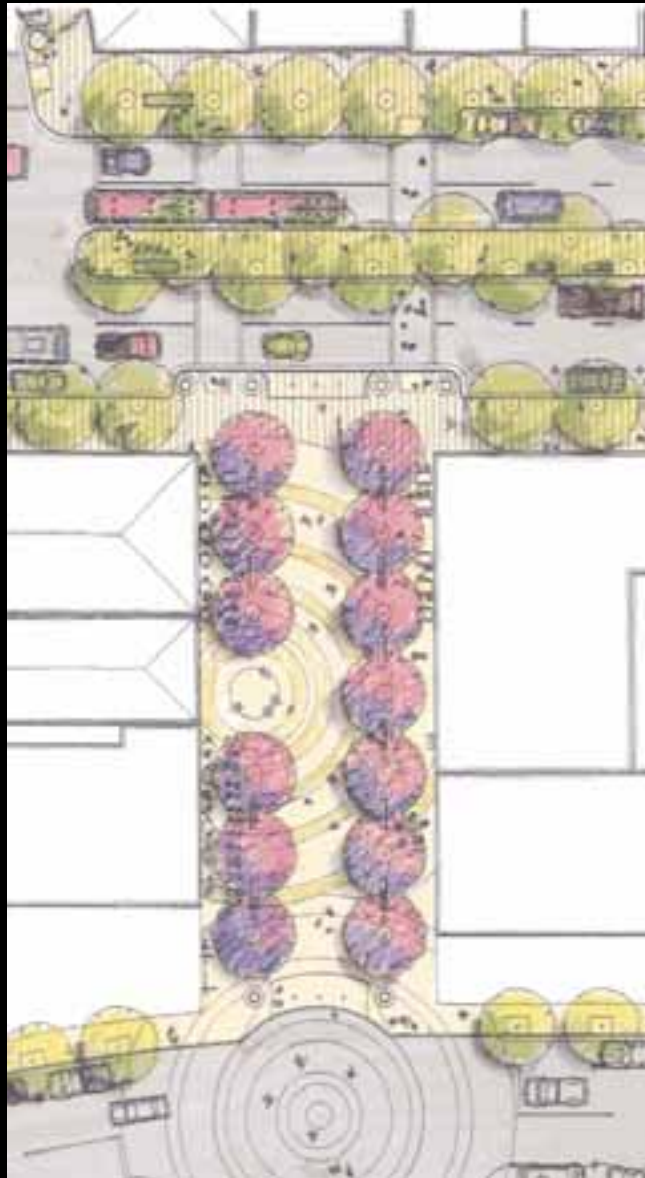
International Boulevard, Oakland, California



Fruitvale Transit Village









Octavia Boulevard, San Francisco



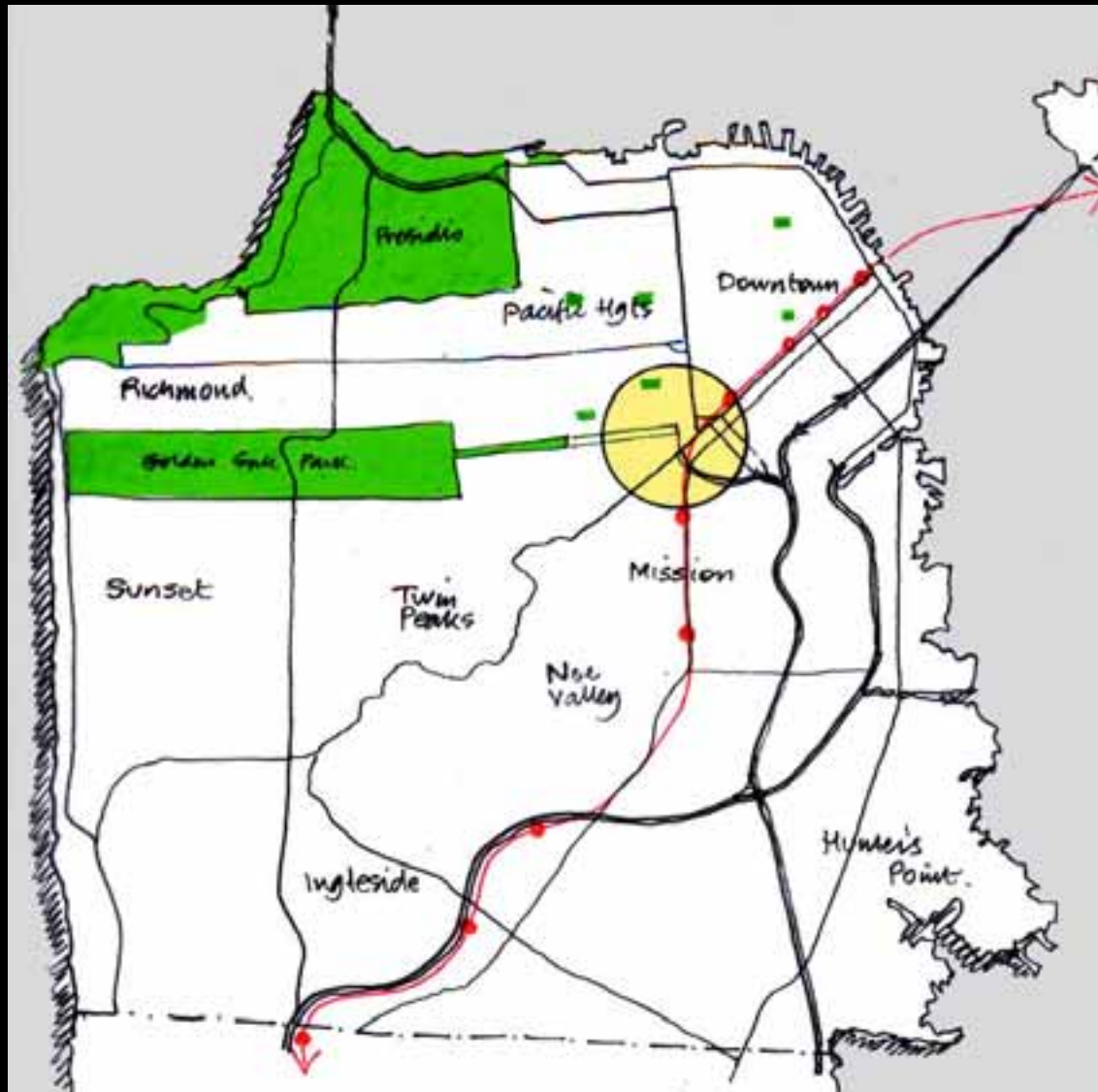


Image Source: SF Better Neighborhoods Market-Octavia Neighborhood Plan



San Francisco's 1950's Trafficways Plan



Image Source: San Francisco Chronicle

Hayes Valley was sliced in half by the double-decked Central Freeway

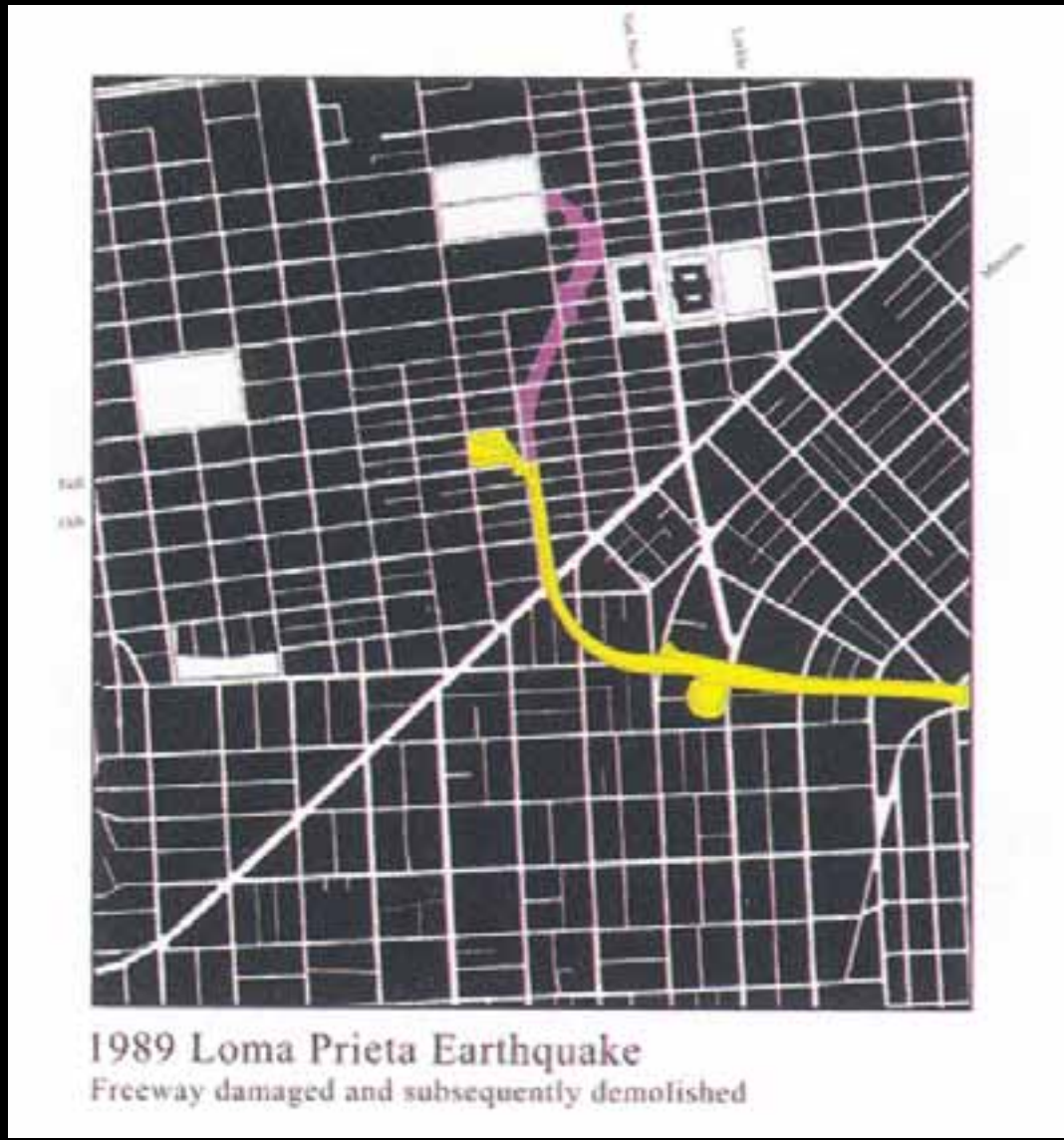
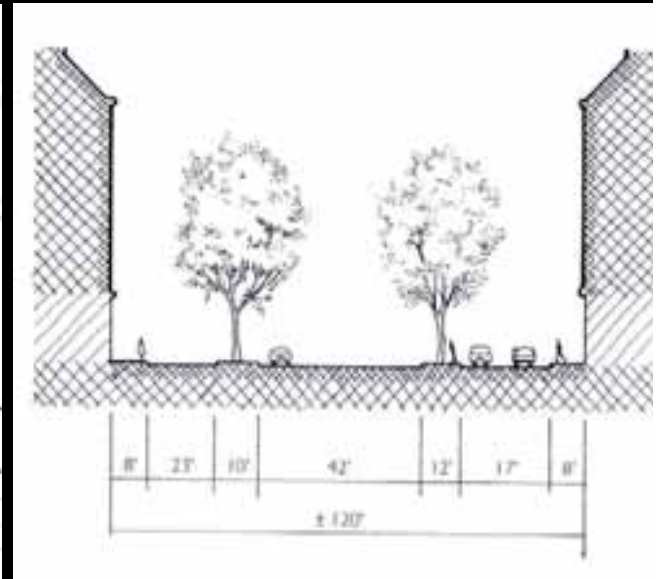
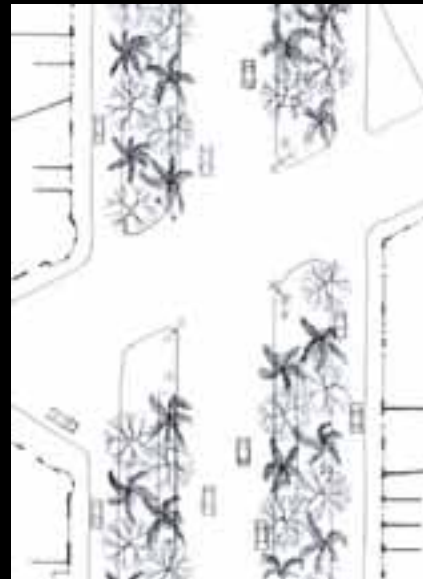
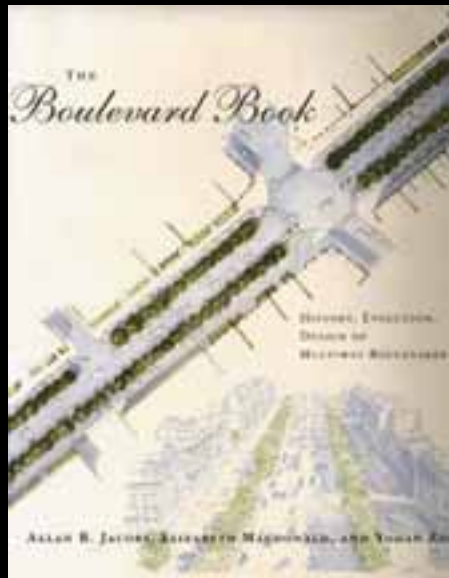
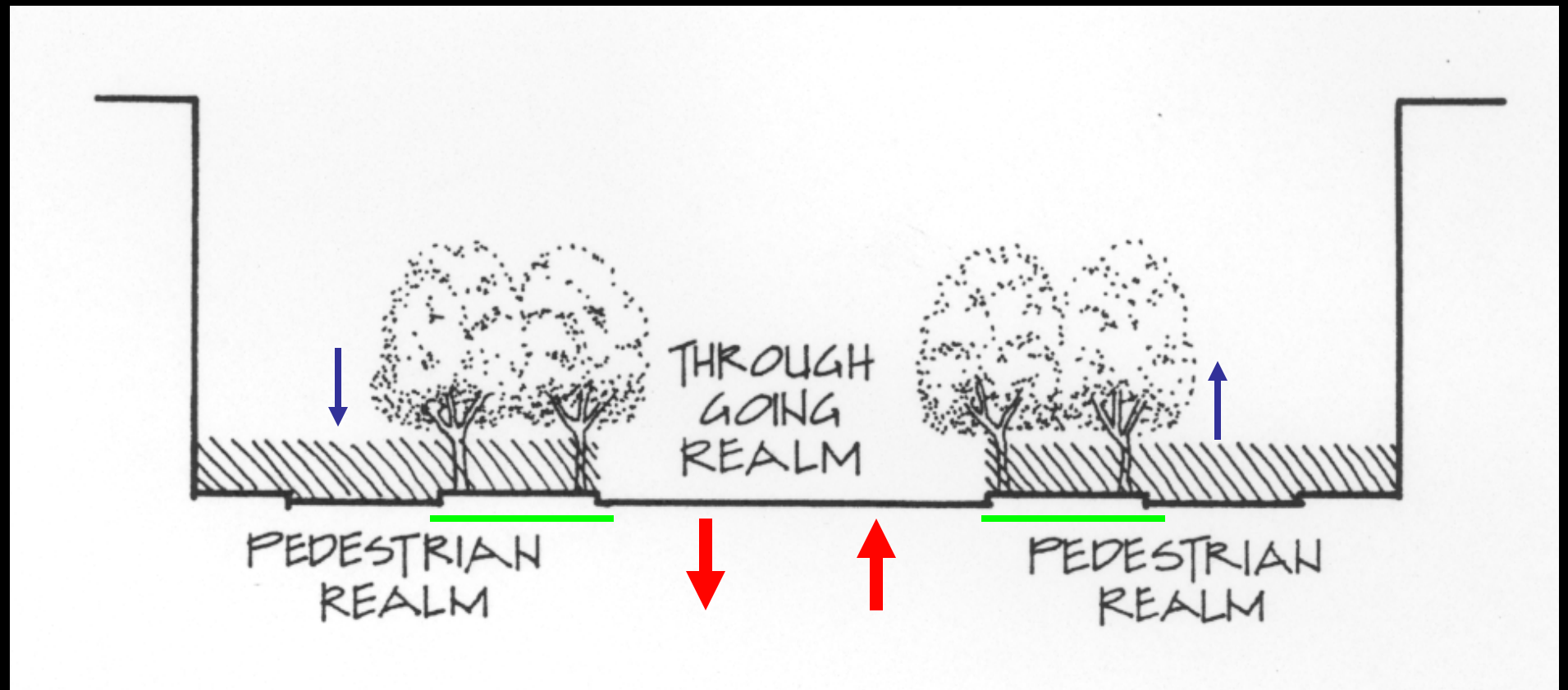


Image Source: SF Better Neighborhoods Market-Octavia Neighborhood Plan





Typical Multiway Boulevard Cross Section



2 x THIS...

YOU DESERVE A CHOICE

CHEAPER	TO CONSTRUCT
FASTER	COMPLETION
SAFER	SEISMICALLY
BETTER	TRAFFIC FLOW

...OR THIS

San Franciscans for a Better Freeway

INITIATIVE DRIVE





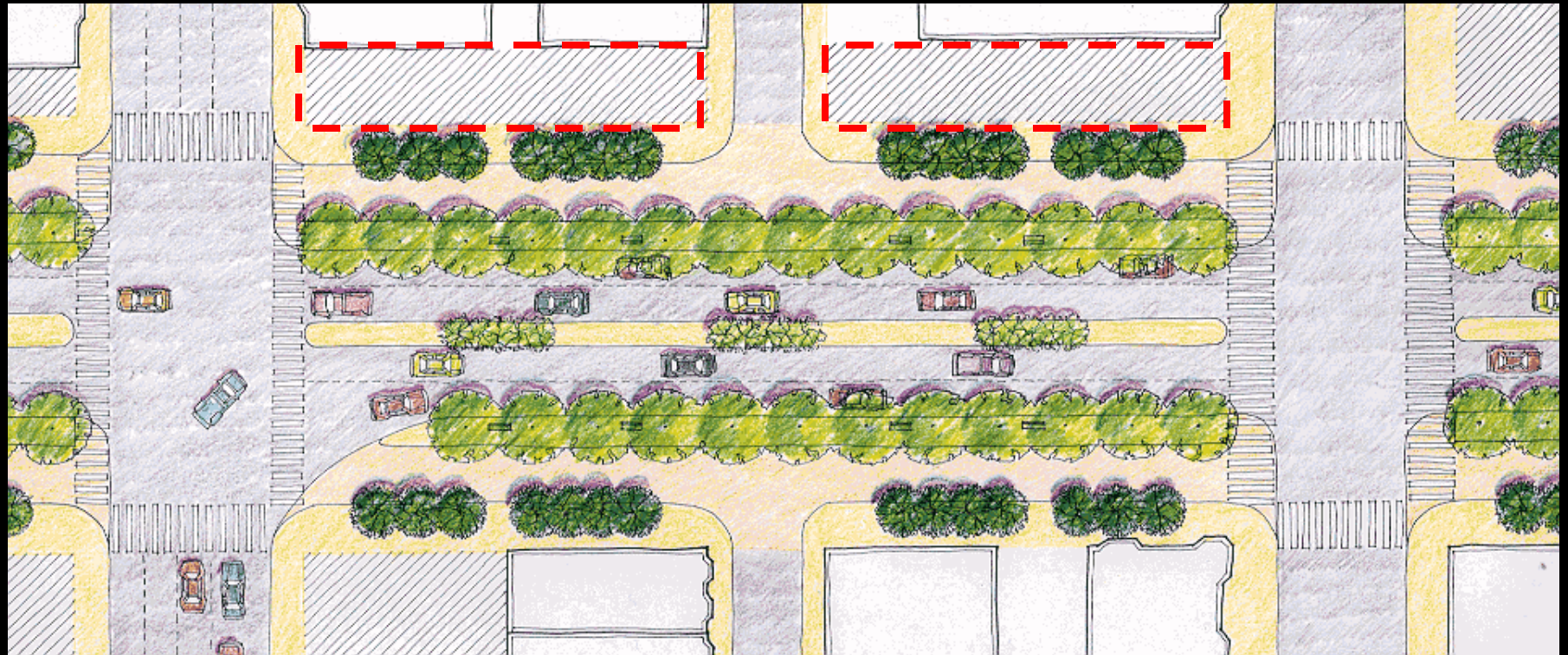
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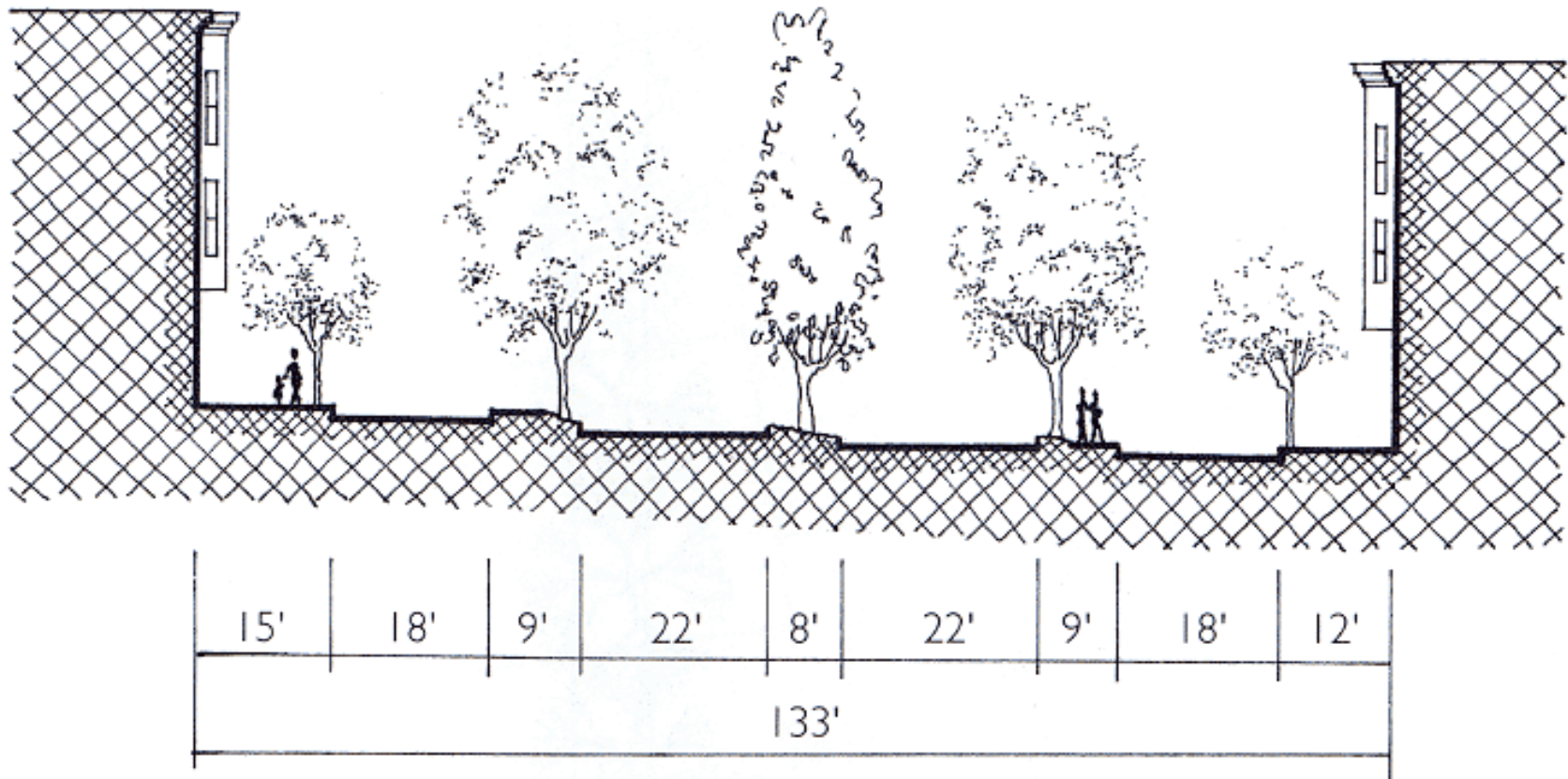






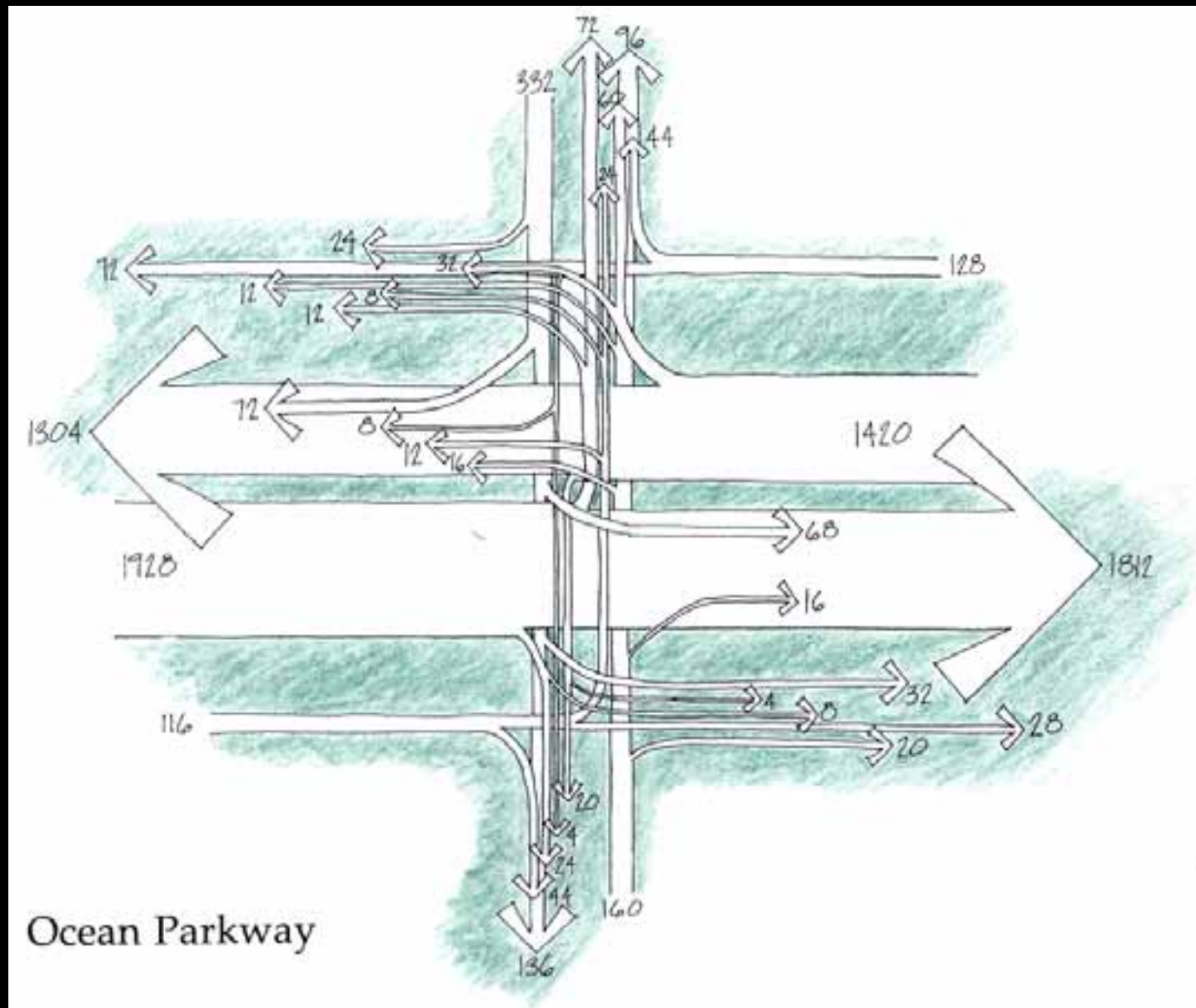
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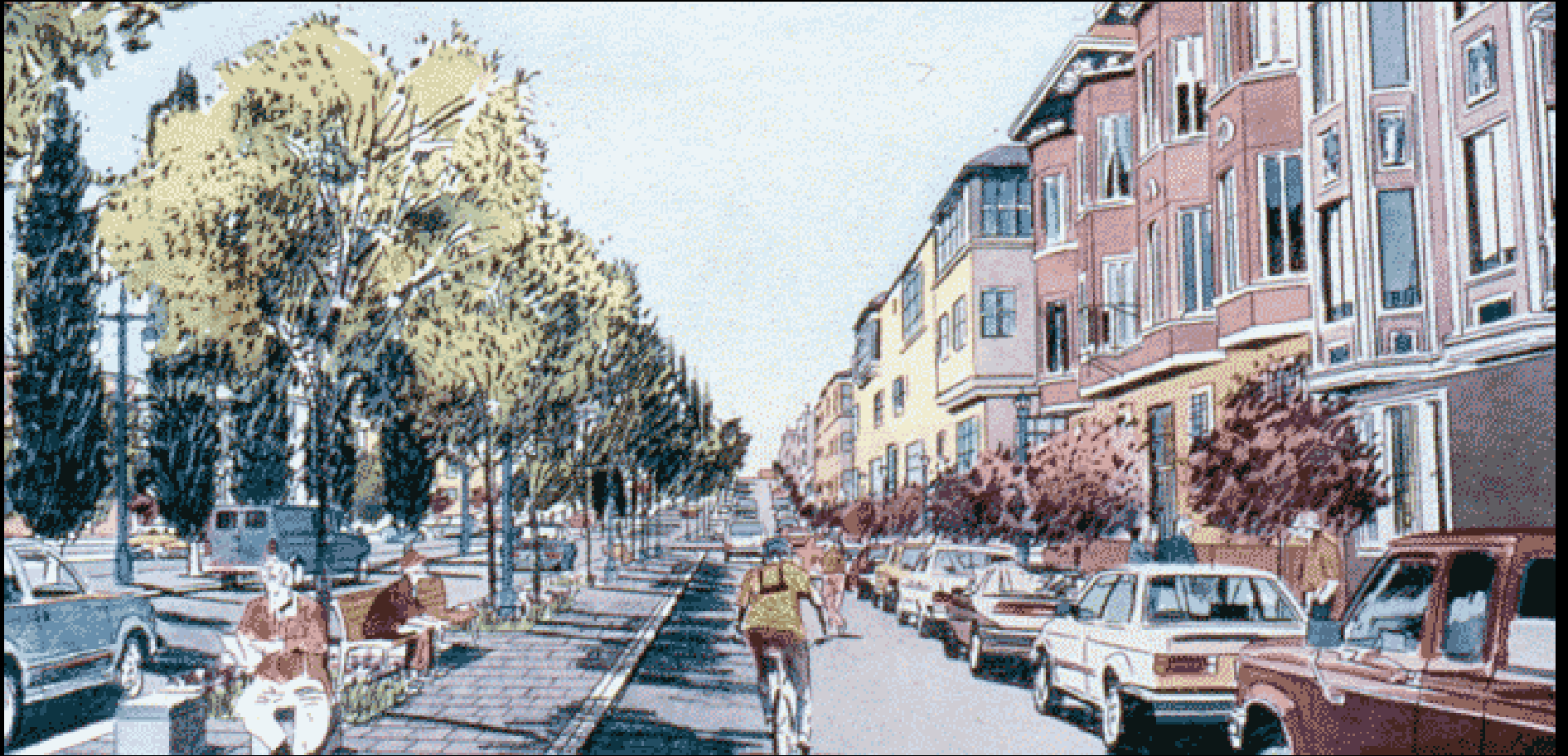




Octavia Boulevard: section

Approximate scale: 1" = 50' or 1:600







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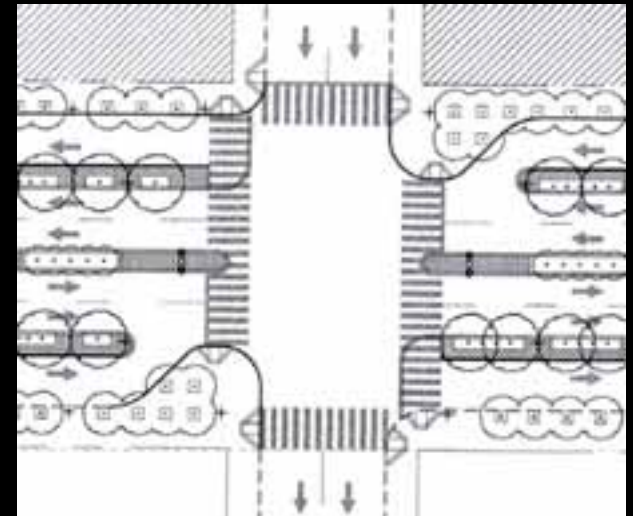
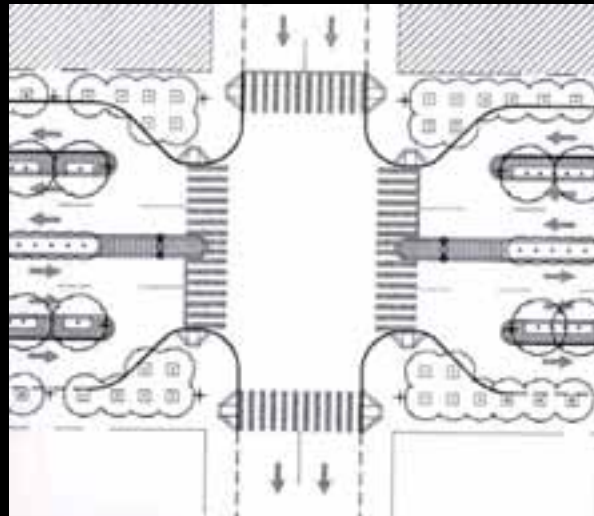
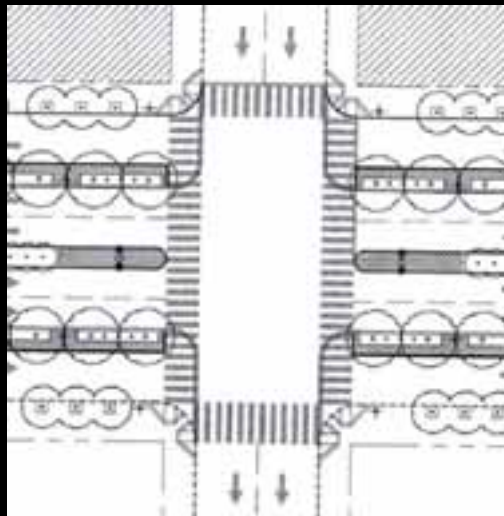


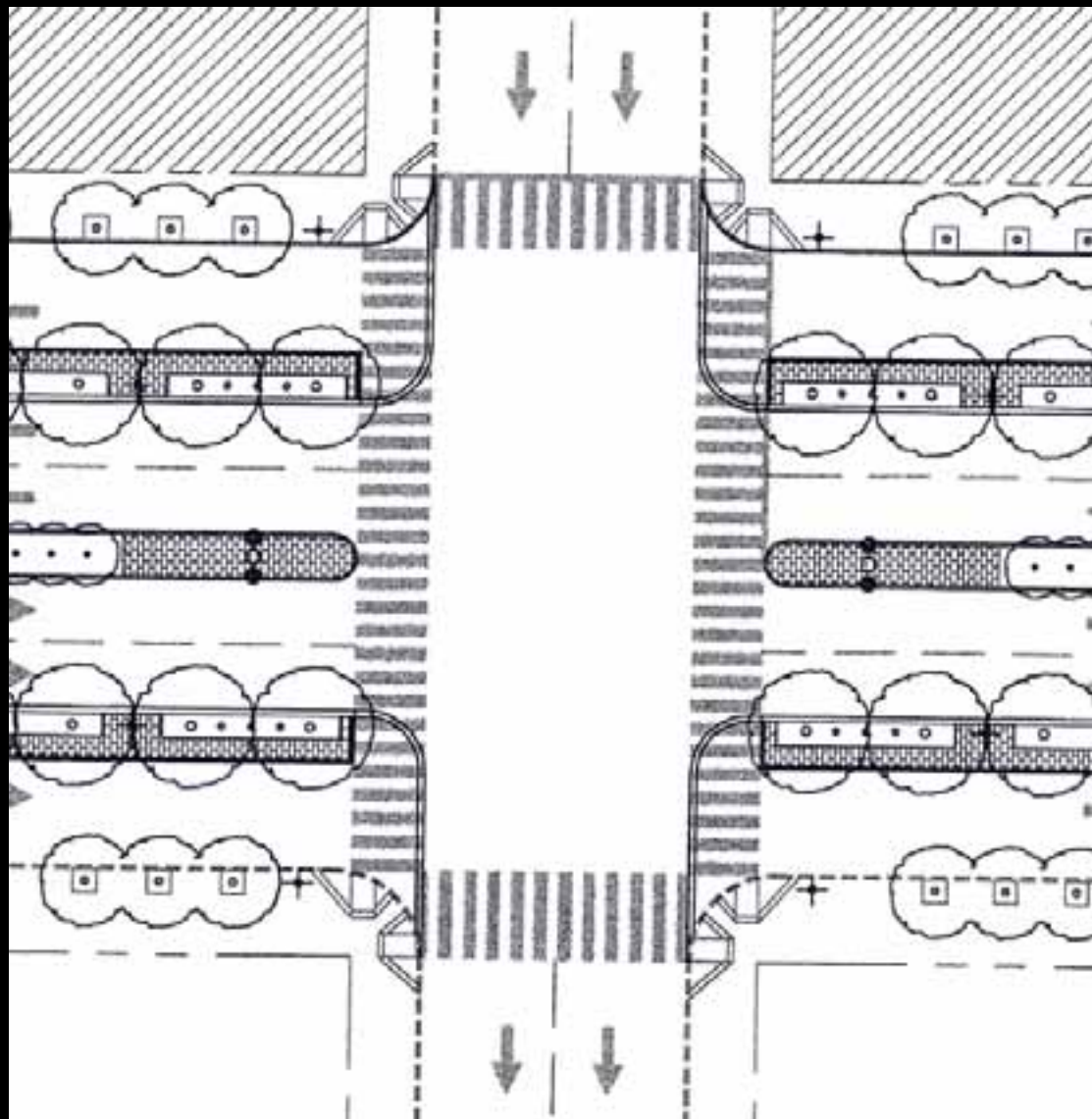
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November 2005

CENTRAL FREEWAY REPLACEMENT PROJECT
OCTAVIA BOULEVARD IMPROVEMENTS PROJECT

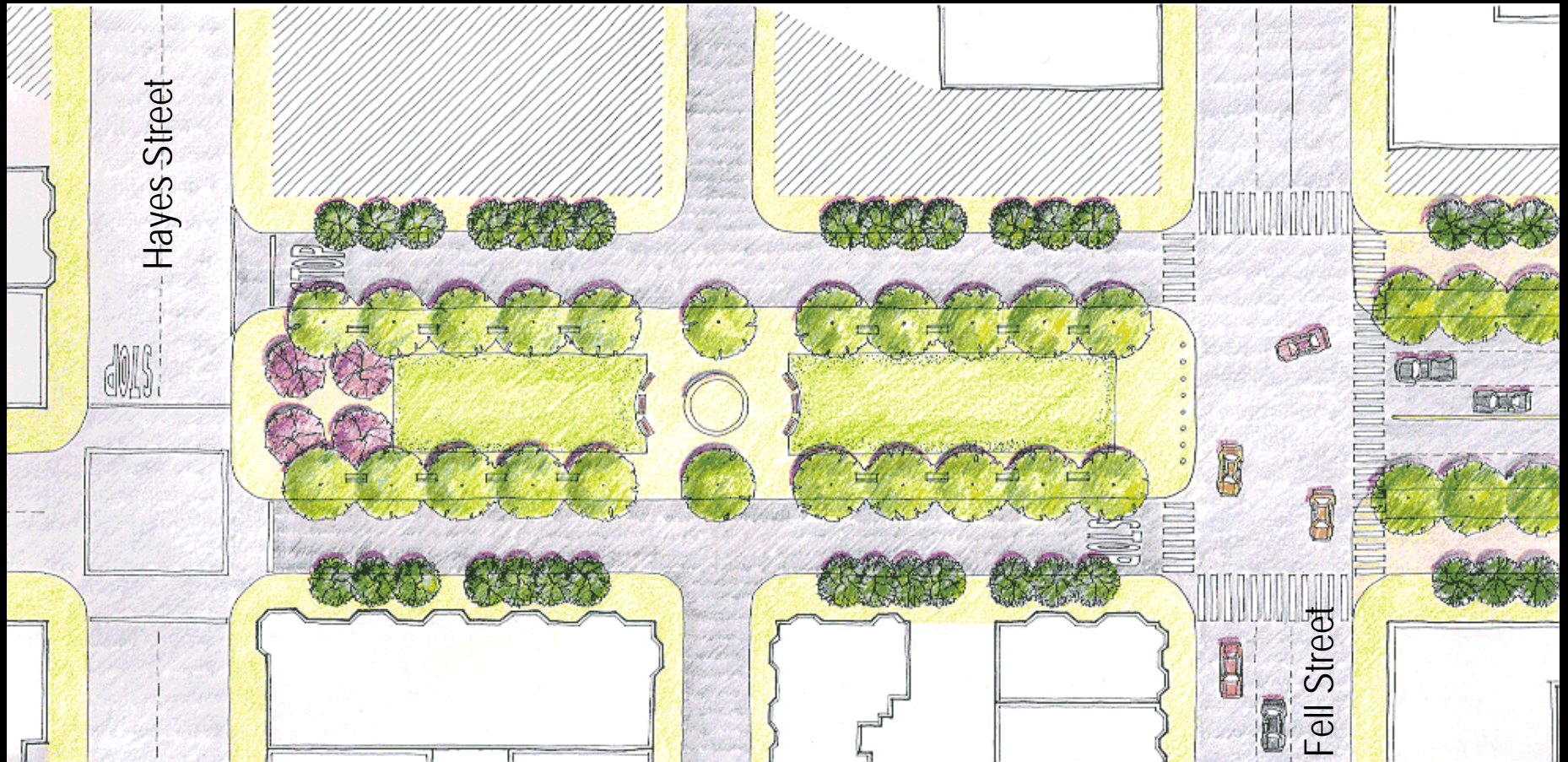
SCALE: 1"=20'





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Octavia Boulevard compared to Central Freeway

	1995 Central Freeway	2006 Octavia Boulevard	Percent Change
Northbound ADT	45,000	24,162	-46%
Southbound ADT	48,100	20,697	-56%
Daily Total ADT	93,100	44,859	-52%

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City & State, or ZIP SEARCH Advanced

Hayes Valley, San Francisco real estate guide—neighborhood snapshot and price trends

Hayes Valley Snapshot

Map data ©2006 TeleAtlas

TRULIA POPULARITY High

ACTIVE LISTINGS 22

AVG. LIST PRICE \$999,204

HOT NEIGHBORHOOD
Lots of activity and consumer interest compared to other San Francisco neighborhoods.

Over the last 5 years, Hayes Valley residential properties have experienced a much higher increase in Average Sales Price and Median Sales Price than San Francisco as a whole.

Average Sales Price

Neighborhood Add/Delete	Jul-Sep '06	Apr-Jun '06	Jul-Sep '05	Jul-Sep '01	Compare to Jul-Sep '01
Hayes Valley	\$1,028,417	\$1,122,462	\$1,159,543	\$594,630	+73.0%
All of San Francisco	\$900,723	\$932,781	\$908,779	\$627,789	+43.5%
Alamo Square	\$640,920	\$599,662	\$1,071,333	\$788,167	-18.7%
Duboce Triangle (Deco Ghetto)	\$889,000	\$697,329	\$1,182,000	\$755,786	+17.6%
Western Addition	\$829,333	\$698,631	\$561,657	\$328,875	+152.2%
Mission Dolores (Hub, Mid-Market)	\$878,031	\$768,844	\$1,058,850	\$808,375	+8.6%

Median Sales Price

Neighborhood Add/Delete	Jul-Sep '06	Apr-Jun '06	Jul-Sep '05	Jul-Sep '01	Compare to Jul-Sep '01
Hayes Valley	\$849,500	\$1,060,000	\$1,170,000	\$460,000	+84.7%
All of San Francisco	\$785,000	\$795,000	\$770,000	\$530,000	+48.1%
Alamo Square	\$563,000	\$560,000	\$1,169,000	\$700,000	-19.6%
Duboce Triangle (Deco Ghetto)	\$710,000	\$795,000	\$1,018,500	\$740,000	-4.1%
Western Addition	\$685,000	\$625,000	\$600,000	\$333,750	+105.2%
Mission Dolores (Hub, Mid-Market)	\$784,500	\$830,000	\$1,117,500	\$657,500	+19.3%

Price Per Sq. Ft.

Neighborhood Add/Delete	Jul-Sep '06	Apr-Jun '06	Jul-Sep '05	Jul-Sep '01	Compare to Jul-Sep '01
Hayes Valley	\$554	\$536	\$476	\$343	+61.5%
All of San Francisco	\$610	\$634	\$639	\$421	+44.9%
Alamo Square	\$370	\$165	\$402	\$377	-1.9%
Duboce Triangle (Deco Ghetto)	\$502	\$579	\$770	\$376	+33.5%
Western Addition	\$541	\$518	\$592	\$399	+35.6%
Mission Dolores (Hub, Mid-Market)	\$477	\$610	\$508	\$328	+45.4%

Hayes Valley, San Francisco

For decades, Hayes Valley was a down-and-out neighborhood that lay below a freeway onramp. After the Loma Prieta earthquake of 1989, the onramp was removed, encouraging new businesses and residents to move in. Now, it is home to some of San Francisco's most interesting boutiques, bars and restaurants, all of which are centered around the new Octavia Boulevard and Hayes Green. And Hayes Valley real estate, with its unique mix of lofts, condominiums and distinctive homes, have subsequently jumped in value.

One end of Hayes Valley features the city's civic center, surrounded by the Opera, Ballet, Symphony, Asian Art Museum, the San Francisco Main Library and City Hall. Many restaurants are located here, including Absinthe, Citizen Cake, Suppenkuche, Saison, Indigo and the award-winning Jardiniers and Zuni Cafe. For quick sips and snacks, stop by Fritz Fries and Blue Bottle Coffee. You'll also find a wide array of bars and lounges like the Jade Bar, Sugar Lounge, Place Pigalle, Crimson Lounge, Orbit Room and Hotel Biron.



Above: The new Octavia Green is a popular gathering spot in the revitalized post-freeway Hayes Valley.

Excellent shopping abounds. Stroll down Hayes and you'll find Flight 001, Alabaster, Friend, True Sake, Zoni, Propeller, Manifesta, Lavish, Hayes Valley Market and BAG. And don't miss the fashion-forward shoe designs at Bulo, Paolo and Gemme Shoes.

HAYES VALLEY

On this site you can...

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[Parking Info](#)

[What's New](#)

[On Sale on Hayes Street](#)

About the Hayes Valley District

Hayes Valley in San Francisco is a unique shopping district featuring: art and artifacts, bordeaux and beer, vintage wear and fresh dressings, resale and collectibles, cozy cafes and hip bars, souffles and sauerbraten, antique divans and modern chairs, fancy confections and cool housewares, handcrafted jewels and handmade frames. Located near the SF Symphony and Ballet, you can enjoy some culture while meeting friends for shopping or dining.



Featured this Month in Hayes Valley

Absinthe



A South of France-style brasserie serves up French cuisine with a bit of an American/Italian influence.

Alabaster



An eclectic collection of home furnishings, art, antiques, vintage collectibles and exquisite curiosities.

Find



In a 4,500 square foot space, you'll find furniture, accessories and clothing, some things from local designers.

Dish



Dish carries name designers from New York and L.A. You will also find pocketbooks, jewelry and other accessories at Dish.

Find a store by category



Image Source: SF Better Neighborhoods Market-Octavia Neighborhood Plan

Former Zoning



Revised Zoning



Image Source: SF Better Neighborhoods Market-Octavia Neighborhood Plan

