

San Francisco Market & Octavia EIR



Nelson\Nygaard was hired as part of a team to evaluate the impact of selected alternatives for the replacement of the Central Freeway in downtown San Francisco. This critical elevated connection between the Bay Bridge and the Golden Gate Bridge in downtown San Francisco had suffered significant damage during the 1989 Loma Preita earthquake, necessitating a complete replacement. The City of San Francisco elected to remove the highway and consider alternatives. The recommended replacement was a multi-way surface boulevard.

What began as a simple assessment of neighborhood impacts of the new facility evolved into one of the most instructive case studies of highway removal in the United States. Nelson\Nygaard determined that the boulevard solution could result in a large increase in developable land area as well as a significant increase in property values due to the removal of the blighted viaduct. Coupled with efficient parking management strategies to replace parking that was under the viaduct, the land sales revenue alone would equal the cost of the entire demolition and reconstruction, while resulting in increased tax revenues for the City.

As part of the separate Better Neighborhood Plans contract, Nelson\Nygaard conducted dozens of community outreach meetings to help planners, residents, commuters and businesses understand the benefits of the multi-way



boulevard and its positive impact on economic development, while clarifying that the new facility could carry as many cars as the viaduct it replaced. Today the new facility, Octavia Boulevard, is an operational success and a draw for new development and recreation.

Project Duration: 2003 - 2005

Total Budget: \$320,000

Nelson\Nygaard Budget: \$18,195

For more information:

City of San Francisco Planning Department
1650 Mission St., Suite 400
San Francisco, CA 94103

Contact:

David Alumbaugh
Manager
415-558-6601
david_alumbaugh@ci.sf.ca.us