



SAN FRANCISCO NEIGHBORHOOD PROFILES



September 2011

Primary Sources:

<http://www.ubayp.com/neighborhoods/index.aspx>

<http://www.sanfrancisco.travel/>

Downtown: Union Square Area



San Francisco's Downtown neighborhood of the central Union Square and the surrounding blocks is best known as a major tourist and shopping district. Countless stores, including the biggest retailers, such as Macy's, Old Navy, The Apple Store, Nike, and Levi's, and smaller businesses, surround the park. The Westfield Mall and Market Street are also nearby and many renowned restaurants are located downtown. Downtown also has its own theater district, including the American Conservatory Theatre and the Curran Theater.

- In 2010, the Curran Theater put on 3 different productions, each of which involved multiple showings for a full month.
- The American Conservatory Theater puts on an average of 8 productions per year.



Financial District



The Financial District is known as the "Wall Street of the West," since it is the business hub of the city and home of the Federal Reserve District. The "FiDi," as it is called by many, also contains its fair share of retail and shopping destinations. Chinatown is considered by many to be within the Financial District and is the oldest in the United States. The neighborhood stretches from the Eastern side of Union Square to the waterfront at the Embarcadero. The Embarcadero Center has a wide array of dining and shopping options, and is also the location of a number of businesses and offices. The Ferry Building is a centerpiece of the waterside street, attracting tourists and locals alike for its vibrant marketplace and dining options.



Civic Center



The Civic Center neighborhood is anchored by City Hall and Van Ness Avenue, along with many venues for theater and the arts. Among them are the War Memorial Opera House, the San Francisco Ballet, the Louise M. Davies Symphony Hall, Bill Graham Civic Auditorium, and the Asian Art Museum.

- The San Francisco Opera plans to put on 10 productions in the 2011-2012 season. The San Francisco Ballet typically has 8 productions per year in addition to a yearly production of The Nutcracker. Both groups perform in the War Memorial Opera House.
- The San Francisco Symphony will hold about 90 concerts during the upcoming 2011-2012 season at the Louise M. Davies Symphony Hall.
- The Bill Graham Civic Auditorium holds a few concerts per month, generally hosting popular rock and pop acts.
- The Asian Art Museum owns approximately 17,000 objects from various Asian cultures as well as a constant rotation of exhibitions usually lasting a few months at a time.

The Civic Center is the hub of the San Francisco government and is the political center of the city. The current 2011 mayoral election race has a total of sixteen candidates running for the position, including current incumbent mayor Ed Lee.



Sources: <http://sfopera.com/Home.aspx>
<http://www.sfsymphony.org/>
http://www.apeconcerts.com/venue_bgc.cfm
<http://www.asianart.org/>



Chinatown



San Francisco Chinatown is the largest outside of Asia and the oldest in North America. Chinatown is one of the most important and visited tourist attractions in the city. Located mostly on Grant St., the neighborhood contains an entire culture in an expanse of 24 blocks, with plenty to do and see. The area is full of restaurants, shops, museums, and temples and just about any item unavailable outside the boundaries can be found here.

In addition to the central Chinatown, a second Chinatown formed in the Presidio during the 1970's. It is located along Clement St. and is a less-crowded version of the more well-known traditional Chinatown near Downtown.



Presidio/Golden Gate Bridge Area



The Presidio is home to an urban National Park including Crissy Field, one of the world's most widely recognized landmarks, the Golden Gate Bridge, and a collection of famous museums. Crissy Field is the largest urban National Park in the National Park system. The Legion of Honor, the Palace of Fine Arts theatre and the Exploratorium science museum all reside within the area. It is considered a nationwide leader for the Digital Media industry, with the Letterman Digital Arts Center and the LucasArts headquarters here. The Presidio has 250 office buildings and over 3.5 million square feet of non-residential space

- The Presidio benefits from having an organization like the Presidio Trust working to ensure that the area is properly maintained so that the historic structures and the designed landscapes that make the park a National Historic Landmark District continue to display the beauty and natural wonder to its visitors. The Presidio Trust manages the interior 80% of the land while the National Park Service manages the coastal areas.



Golden Gate Park



The world famous Golden Gate Park is a large urban park consisting of 1,017 acres (4.12 km²). It is home to many attractions, including a large collection of gardens such as the Conservatory of Flowers and the Botanical Gardens, among others, the California Academy of Science, a science museum with an aquarium and planetarium, and the De Young art museum.

Golden Gate Park is known for hosting a number of events throughout the year, including:

- San Francisco Outside Lands Festival - a 3-day music and arts festival held in August of each year, it draws a crowd of 180,000 people
- Opera in the Park is a free opera show held in September by the San Francisco Opera at Sharon Meadow in Golden Gate Park.
- All marathons and large running events pass through Golden Gate Park, including the San Francisco Marathon and the Bay to Breakers run.



Sources: <http://www.sfoutsidelands.com/>
<http://sfopera.com/Season-Tickets/Opera-in-the-Park.aspx>
<http://www.thesfmarathon.com/>

South of Market



The South of Market (SOMA) district is well known as a hub of art museums, shopping, and entertainment. It contains the San Francisco Museum of Modern Art, the Moscone Convention Center, the Yerba Buena Gardens, and hundreds of dining and entertainment options. SOMA is the future home of the Transbay Terminal, a redevelopment project expected to culminate with the completion of a large, influential train station. SOMA is also home to the largest concentration of digital media start-ups and established companies in San Francisco. Many new high-rise residential projects have also been recently completed in the area.

- The SF Museum of Modern Art owns more than 27,000 works and their collection is constantly growing. They also rotate through new exhibitions that last a few months at a time and hold events to give people a more in-depth experience as well.
- The Moscone Convention Center generally hosts about 50 events per



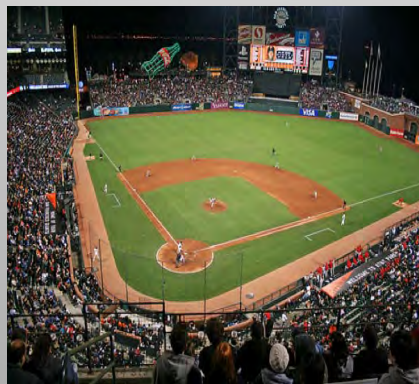
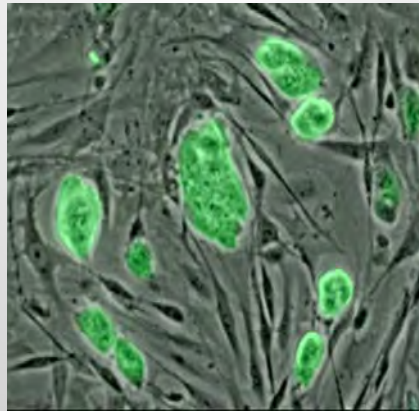
Sources: <http://www.sfmoma.org/>
<http://www.moscone.com/site/do/index>

Mission Bay

Mission Bay is a newly developing neighborhood that has experienced significant growth in the last few years, thanks to significant arrivals and contributions from the city as a redevelopment area, focused primarily on the Life Sciences industry. Its 303 acres (1.23 km²) are inhabited by the California Institute for Regenerative Medicine (CIRM), Gladstone Institutes, the new 30 acre UCSF Mission Bay Campus, and the Institute for Quantitative Biomedical Research (QB3). AT&T Park, home of the San Francisco Giants baseball team is also in the area.

As part of the development, the City's Redevelopment Agency has established:

- 4.4 million square feet of office space
- 6,000 residential units
- 2.6 million square feet UCSF campus
- 500,000 square feet of retail, and a 500-room hotel
- 41 acres open space public
- \$700 million new infrastructure
- 14,000 jobs, in addition to 9,100 expected at the UCSF campus



Pier 70

Pier 70 is considered to be a Waterfront Economic Development Opportunity, with 65 waterfront acres available for use. This includes:

- 700,000 sq ft of Adaptive Reuse of Buildings
- 15 Acres of Ship Repair
- 11 Acres of Waterfront Parks
- 12 Acres of Building Sites
- 3 million sq ft of Office Space

Pier 70 will also be a major point of interest during the 2013 America's Cup to be held in San Francisco. It's 20 acres of waterfront open space have become a major draw for developers before the event and the redevelopment of the area is projected to rapidly grow to accommodate the influx of people.



Bayview – Hunter's Point

This area consists of 3,533 acres (14.3 km²) and is a target for redevelopment. Currently home to the San Francisco 49ers football team and the Cow Palace, there is room for expansion. The plans are:

Phase I (underway)

- 63 total acres
- Up to 1,400 new homes (30% affordable to low-income families)
- 25 acres of new parks, trails and open space
- 9,000 square feet of retail and commercial space

Phase II

- Approximately 10,500 homes for working families
- More than 300 acres of parks, open space, and active recreation areas
- 2 million square feet of commercial space oriented around a “green” science and technology campus

This also includes plans for an 80,000 square foot Clean technology innovation campus and a 260,000 square foot United Nations Global compact headquarters.



Treasure Island



The recently approved redevelopment of 530 acre (2.15 km²) Treasure Island has not yet begun but the plans reach high. It aims to be the most ecologically sustainable community in the world.

The Development Plans

- 8,000 new homes
- 30% of which will be offered at below-market rates
- Up to 500 hotel rooms
- 400-restaurants, retail and entertainment venues
- Brand new, world-class 300-acre park system

