

## OUR VISION FOR THE FUTURE CENTRAL MARKET DISTRICT

Central Market has an historic role as the focus of the City's civic and public life. It is served by regional and local transit, home to both mainstream arts establishments and smaller community-based venues and anchored by two vibrant public plazas. It serves as the entry to the adjacent Tenderloin and South of Market neighborhoods. These existing amenities are the foundation for the renewal of Central Market as a vital part of 21st Century San Francisco.

Revitalization efforts will include:

- \* Outstanding historic buildings, restored and repurposed, as befits an essential part of our City's heritage.
- \* An enhanced and expanded Central Market cultural district that embodies and supports our City's vital creative spirit. The cultural district will feature new performing, visual arts, and entertainment venues as well as expansions and renewals of existing venues.
- \* An updated commercial district, featuring contemporary City-scale retail centers, visitor accommodations, and new-economy offices, all important components of the City's future economic life. Community-serving businesses will generate employment and entrepreneurship opportunities and provide quality, affordable resources for low-income residents.
- \* A major new and very urban residential community which welcomes low-income residents and attracts new residents of all income levels. The Central Market residential community will reflect the full range of our City's many diverse populations.
- \* Updated civic spaces and public amenities along Market Street to realize its full potential as our City's "main street." These spaces, along with a prosperous and engaging mixture of sidewalk shops and storefronts, will provide for a safe and positive, pedestrian-friendly atmosphere day and night.
- \* A process which directs the many community benefits of this renewal to its Central City neighbors in order to address our City's human needs.

## IMPLEMENTING OUR VISION FOR THE CENTRAL MARKET REDEVELOPMENT EFFORT

Central Market's sophisticated private sector and nonprofit community will implement this overall Vision, but renewal through regional/national/global market forces and routine public investment alone is slow, inconsistent, and incomplete. The Central Market Redevelopment Project will accelerate and fill in the gaps of this process by targeting special Redevelopment support to specific projects and programs that provide the essential up-front impetus to make the rest of the Vision possible, including:

- \* Establishing a Central Market Cultural and Heritage District, with capital/financing assistance for existing and new arts and entertainment activities and restoration of key historic properties.
- \* Accelerating major civic improvements to Market Street's public spaces and amenities.
- \* Greatly expanding current economic development programs that assist small scale retail and property improvements.
- \* Continuing focused civic investment in affordable housing for residents of the Mid-Market/Central City communities.
- \* Ensuring delivery of community benefits in the most impactful ways.