

Forty-nine Or So Ideas to Save San Francisco (short version)

49orsoideas.com

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PREFACE: SEVEN BY SEVEN

This pdf provides an abbreviated version of what is proposed on the website [49 Or So Ideas for Saving San Francisco](#) and its accompanying [Google Map](#).

The 49 Or So Ideas are the product of **Seven Goals** and **Seven Guiding Principles**:

MIRACLE: Seven Goals

1. **Mobilizing**: Improving mobility, especially mobility via mass transit and bicycle/scooter.
2. **Increasing**: Increasing economic activity to support businesses and the public treasury.
3. **Restoring**: Restoring the city's civic and natural environment.
4. **Accommodating**: Dramatically increasing housing supply.
5. **Charming**: Making the city a more attractive place to live, visit, and explore.
6. **Learning**: Enhancing opportunities for learning and personal growth.
7. **Exercising**: Improving residents' access to physical exercise and recreation.

The goals' sequence does not reflect their relative weight—only the desire to spell “MIRACLE”. Acronyms aside, the core aim was to think of ways to **fortify the public treasury** by increasing population, tourism, economic activity, property valuations, and public transit revenue.

BAYSIDE: Seven Guiding Principles

1. **Basics**: Until basic needs are met, higher aspirations cannot flower.
2. **Abundance**: Solve problems through growth.
3. **Yimbyism**: Yes, In My Backyard.
4. **Specialization**: Protect and augment what distinguishes San Francisco from other cities.
5. **Integration**: Every project should make sense within an integrated long-term vision.
6. **Depth**: The city must make fuller use of the vertical dimension.
7. **Enterprise**: Leverage open markets, free enterprise, and private philanthropy.

I. TRANSIT CORRIDORS

#1 Rationalized Railways: Re-route Caltrain/HSR to Market & Van Ness, adding a stop at Mission Bay

Map layers: “Railways, Streetcars, & Ferries”, “High-Speed Rail highlighting”

I struggle to grasp the logic behind plowing through ten blocks of built-up neighborhoods to extend HSR and Caltrain to the Transbay Terminal, whose location is inconvenient for *both* sides of the Bay. For one thing, the terminal is anything but “Transbay”, since (a) its location virtually rules out future onward service under the Bay (due to several deep building foundations blocking the way), and (b) it fails to reach BART. The terminal is also inconvenient for residents of San Francisco itself, since it lies in the city’s far northeast and is hundreds of yards away from Market St’s four BART lines and six Muni rail lines (F, J, K, L, M, N).

San Francisco should learn from the wisdom of so many European and Asian cities that have opted to locate their HSR stations where they best permit onward transit and future growth—regardless of whether that happens to be the present center of business activity. In San Francisco’s case, I believe this wisdom would call for two main HSR/Caltrain stations: a **San Francisco Central Station** at Market & Van Ness for maximum convenience and connectivity (including a new BART station), and a **Mission Bay Station** on 7th St (linked with Muni’s N and T lines) to facilitate future cross-bay service.

#2 Reticulated Rides: Create a continuous network of protected bikeways

Map layer: “Parks, Greenways, & Bikeways”

The map suggests twenty or so new greenways, bikeways, foot/bike bridges, parks, and park expansions. Combined with the city’s existing parks, bikeways, and waterfront trails, these form a continuous city-wide network of routes for rapid and safe bicycling. The suggested additions are easier to see if you de-select all layers except “Parks, Greenways, & Bikeways”.

#3 Vehicular Verticality: Add tunnels and flyovers to reduce street traffic and make way for parks

Map layer: “Freeway Tunnels & Connectors”

Using thick black lines, the map suggests several **expressway tunnels intended to smooth traffic flow, cut energy use, take cars off the street, and add park space:**

- A tolled, three-ended tunnel complex connecting Park Presidio, 19th Avenue, and the Central Freeway.
- A Richardson Avenue Tunnel connecting Lombard Street and Presidio Parkway.
- A Potrero Hill Tunnel to eliminate the accident-plagued Hospital Curve and create space for a large park.
- A pair of flyovers to connect 80 and 280.
- A pair of bus ramps connecting Mission Bay Station with I-80.

#4 F is for Fort: Extend the F Streetcar to the Fort Mason docks

[Map](#) layer: “Railways, Streetcars, & Ferries”

The idea has occasionally arisen to resurrect the tracks extending from Fisherman’s Wharf to the Marina, which pass by the Maritime Museum and through the old tunnel under Fort Mason. The map shows this section of track in pink, with the tunnel overlaid in black. What distinguishes the present proposal is that it also puts forth ideas for drawing more visitors to the area.

II. TRANSIT-ORIENTED DEVELOPMENTS (TOD)

[Map](#) layers: All layers, plus Google Maps’ “Transit” layer (in “Map” mode)

#5 Careful Concentrations: Up-zone some areas in order to preserve or re-nature other areas

By building tall along key transit lines, the city can create a future with adequate housing and sustainable transport without having to remove beneficial zoning restrictions in other areas.

The city should channel growth where it makes most sense, turning strategic areas into tower-lined [Gold Coasts](#) hemmed with new parks and greenways to absorb their shadows, provide attractive vistas, and provide for the recreational needs of a dense population. This combination of residential towers and adjacent green space would enable the city to procure not only far higher population density, but also more park space, higher quality park space, more greenways for safe and rapid bicycling, higher property valuations, and better concentration of people along transit corridors—all while minimizing shadow impacts.

Higher population density, in turn, would reduce per-capita carbon consumption, protect suburban greenbelts, support world-class urban amenities, and strengthen the public treasury.

To address these issues, the map suggests forty or so TOD zones along key transit corridors (including two proposed gondola-lift skyways). It suggests building apartment complexes that are either mid-rise (light orange), tall (medium orange), or towering (dark orange), depending on how high each zone could be built without causing unreasonable shadow impacts. All together, these orange zones could accommodate upwards of 160 high-rise residential towers and hundreds of other tall and mid-rise apartment buildings. Most of the towers are located in the south of the city, interwoven with greenways and abundant park space, including over 200 acres of new public gardens and greens.

#6 Nodes of Knowledge-making: Attract universities and research centers to Downtown and the Presidio

Bilal Mahmood and others have suggested using the city’s empty office space to induce universities to set up shop downtown. The map suggests a few possible locations, and adds the idea of inviting applications for a donor-named Institute of Technology at the Presidio.

III. MOVING ATTRACTIONS

Map layers: “Moving Attractions”, “Skyway Stops”

#7 San Francisco Skyways: Scenic gondola lifts for tourism & transit

Gondola lifts are much cheaper to build than other forms of transit, and can become major tourist attractions in themselves—especially with scenery like San Francisco’s. The four lines proposed here are intended to (a) serve major existing tourist attractions, (b) drive the development of new attractions, and (c) drive transit-oriented housing development:

- **Golden Gate Skyway** (dark purple)
- **Ocean Beach Skyway** (maroon)
- **Six Hills Skyway** (grape)
- **Bay Bridge Skyway** (orange)

#8 Continuous Cable Car: Extending the California St Cable Car

- **Pacific Heights Cable Car:** Extend the California Street Cable Car westward along its original route, then up into Pac Heights and down to the Palace of Fine Arts (where locate a new Museum of San Francisco). The current 1.4-mile route is too short for commuting and lacks destinations for visitors. The extended route would add that cable car magic currently missing west of Van Ness.
- **Union Street Cable Car:** If the Pac Heights extension of the California Street Cable Car is successful and there is demand for another line, consider adding one through North Beach and Union St, with through service on the pre-existing Pac Heights Cable Car line to Embarcadero and the Palace of Fine Arts.

#9 Enchanting Elevation: Telegraph Hill Funicular

The map proposes a scenic funicular railway climbing the northeast side of Telegraph Hill from a spot near the cruise ship terminal. Visitors would board at Lombard west of Montgomery and alight at the observation platform. This ride would become an additional must-do for visitors, who could approach from Pier 39, the cruise ship terminal, or the Embarcadero streetcar.

#10 Lovable Lift: Telegraph Hill Panoramic Elevator

The map proposes adding to the city’s charming list of Victorian conveyances with a classic tower-and-walkway elevator surmounting the southeast side of Telegraph Hill. Examples to emulate include the [Elevador de Santa Justa](#) in Lisbon; the [Ascensor Polanco](#) in Valparaíso, Chile, or the [Bad Schandau Elevator](#) in Bad Schandau, Germany. This new old attraction would delight visitors approaching the city via ferry, cruise ship, or bridge.

IV. FIXED ATTRACTIONS

Map layer: “Fixed Attractions”

(#11-13) Throng-attracting Theme parks: Fiscal gold on Treasure Island

The city could invite bids to build three large theme parks on Treasure Island and the Clipper Cove section of Yerba Buena Island, aiming to attract a bid from Disney.

Treasure Island is perfect for theme parks. It has great views. It has tourist-pleasing transit options (the proposed gondola, plus ferries and water taxis). It has vast expanses of empty or underdeveloped space. It even has an alluring name. Best of all, its mid-bay location allows the city to reap tax revenues from big-ticket theme parks *while keeping them at an arm’s length*.

#11 Forty-niner Fever: Gold Rush theme park

North side of T.I. Combine a set of 49er-themed amusements with an outdoor museum for immersing oneself in the period and interacting with period characters played by actors.

#12 Terra Tecnica: Tech/innovation theme park

East side of T.I., facing UC Berkeley. Besides providing amusement, education, and inspiration, this park could host a permanent expo where technology companies could showcase their innovations.

#13 Clipper Cove: Nautical/sea trade theme park

South side of T.I., facing Yerba Buena Island and incorporating its northern shore plus Clipper Cove. Focused on trade and exploration—not piracy. An immersive historical experience with 19th-century ships and characters played by actors.

#14 Beach Boardwalk: Taxes for the city, fares for the Skyway

An old-fashioned beach boardwalk amusement park could draw visitors to the city, generate tax revenues, boost ridership on the proposed Ocean Beach Skyway, entertain city residents, and link the city with its history. Besides a wooden roller coaster and other old-timey entertainments, the park could incorporate things like a movie theater, arcade, roller skating rink, carousel, themed play areas, aquaria for disabled and orphaned seals, and a hotel.

The map proposes a 9-acre site at the western edge of Golden Gate Park, over the Great Highway. In this location, the park would not create significant noise impacts or alter the character of any neighborhood. Not counting parking, the proposed area is slightly larger than the Santa Cruz Beach Boardwalk. The map envisions building it over the full width of the Great Highway, plus 50 feet of beach for the actual strip of wooden boardwalk (unlike the old Playland-at-the-Beach, the park would front the beach, not the road).

(#15-17) Creatures' Corner: Wildlife parks in the city's far southwest

The city could establish and invest in a corporation to build wildlife parks in the city's southwest corner. Together with the SF Zoo, these parks would form a 4-park "Creatures' Corner" district at the western end of the proposed Six Hills Skyway. Visitors could stay at one of the Corner's four resorts (marked in pink on the map) to explore all four parks over several days.

#15 Starlight Safari: Night zoo

Zoo for nocturnal creatures, illuminated by artificial moonlight.

#16 Winged Wonders: Aquatic aviary

To make way for Winged Wonders and an expansion of Lake Merced Park, the map suggests straightening and shortening Lake Merced Blvd so that it flows straight into Sunset Blvd near Sloat, adding a greenway alongside to connect with the Sloat Greenway and Ocean Beach.

#17 Tropical Treewalk: Indoor tropical garden featuring canopy walkways

Tropical gardens inside a large, ultra-modern greenhouse, along the lines of Singapore's [Cloud Forest](#) attraction. Feature a winding, one-way aerial walkway through the tree canopy.

#18 Parkway Petting: Lindley Meadow Petting Farm

The map suggests a petting farm on Kennedy Drive in Golden Gate Park. The goal is to boost ridership on the proposed Ocean Beach Skyway by rounding out the Stables stop as a fur-themed family destination with animal petting, horseback riding, and bison viewing.

(#19-24) Must-see Museums: Making the most of some under-exploited sites

Goals for museums:

- Contribute to the cultural and educational offerings of the city, both to draw tourists and to make SF a more appealing place to live.
- Showcase that which makes the city unique.
- Establish museums that can thrive financially due to high public demand or strong philanthropic support. Municipal museums (e.g., Museum of SF, Earthquake Museum) should follow an entrepreneurial model.

#19 Fabled Photography: Ansel Adams Museum of Nature Photography (in Lincoln Park)

The terrace opposite the Palace of the Legion of Honor commands one of the most majestic panoramas in the entire city, yet is currently a parking lot with a view blocked by trees. Moreover, the adjacent PoLoH lacks windows from which to enjoy this view. Solve this situation in a profitable way by using this site for an Ansel Adams Museum of Nature Photography. Between this museum and the PoLoH, build a subterranean carpark serving both.

#20 Hometown History: Museum of San Francisco (in the PoFA Pavilion)

The city needs a way to sell tickets to out-of-town visitors to the PoFA. A "Museum of San Francisco" (in the Pavilion) would draw many, and support ridership on the hypothetical Pac Heights Cable Car. Rent spaces for private events.

#21 Seismic Sightseeing: Great Earthquake Museum (in the Old Mint)

This museum would have the potential to be not only educational (geology, engineering, architecture, history, civic education, fire prevention, emergency preparedness, etc.) but also incredibly fascinating for a mass audience. Locate it in the Old Mint -- lonely survivor in its neighborhood of the Great Earthquake of 1906.

#22 Ancient Art: Getty Villa-style antiquities museum (over Sutro Heights Avenue)

The map envisions a large "Seal Green" (Idea 35) linking Golden Gate Park and Land's End into a continuous greenbelt. The city could sponsor a donor competition for the right to build a legacy museum/educational center on the area's upper heights. With its historic location, breathtaking scenery, and direct access to downtown via a hypothetical Ocean Beach Skyway, this site should be able to attract bids from deep-pocketed donors seeking a prime location for a legacy museum to exhibit their collected art treasures in perpetuity. To paint a clearer picture of what could be done with this unique site, I've labeled the museum "Getty Villa", after the [free-entry antiquities museum and educational center](#) in Pacific Palisades.

#23 Prime Property: Donor legacy museum (at the tip of the Panhandle)

Like Seal Green, the block adjoining the tip of the Golden Gate Park Panhandle offers a prime location for a [donor legacy museum](#). The site is centrally located, book-ends Golden Gate Park, has fine views in all directions, and would be near a stop on the proposed Ocean Beach Skyway (currently, this precious site is used for a DMV).

#24 Freedom's Fort: Pacific Defense Museum (at the Fort Mason docks)

This site should be used for what it is uniquely suited to do -- help people develop a vivid and lasting understanding of the military history of the United States in the Pacific (both the good and the bad). Have the Defense Department pay for and build a "Pacific Defense Museum". They could use the docks to feature naval vessels from each of the various wars fought during Fort Mason's long history as the Pacific logistical headquarters for the War Department. I believe that building historical awareness would be a better use of this historic site than the current ragbag of NGOs, which has little potential to draw people to visit SF.

#25 Relaxing Resorts: Tax-gushing hotel complexes at key tourism clusters

This is a single idea applied to four zones:

1. **Creatures' Corner Resorts:** Draw out-of-town visitors by leasing land shown in pink for four resorts adjacent to the proposed Six Hills Skyway and animal parks.

2. **Lake Merced Golf Resorts:** Draw golfers from around the world by leasing land shown in pink for three golf-oriented resorts adjacent to Lake Merced's private golf courses.
3. **Sutro Tower Hotel Complex:** The covered reservoir in front of Sutro Tower has one of the best views in the city. Easy access to the proposed Sutro Tower skyway stop.
4. **Treasure Island Resorts:** Elevate the middle part of Treasure Island, and beneath it build a vast subterranean (but above-sea-level) carpark serving all three theme parks from a central spot. Above the carpark, lease land for resort hotels from which visitors could explore all three parks over several days.

Resort areas appear in pink on the map.

#26 Historic Houses: Move orphaned vintage homes to strategic spots

With modern methods, it can pay to move a house when it will be worth more in a new location. It seems to me the city has many opportunities to profit from moving architecturally significant structures to places where they would be worth more, especially when the structures have been “orphaned” on their block or stand in the way of worthy new development. Besides increasing the worth of vintage structures and enabling valuable new development, such relocation would benefit recipient neighborhoods that are just a few Victorians shy of magical (for example, the famous row of Victorians on Alamo Square actually has three empty lots).

#27 Victorian Village: Architectural park at Potrero Hill

When an orphaned Victorian does not fit neatly into an existing gap, the city could move it to a main “orphanage”. Here, the city would not have to fit homes into existing lots, but could tailor the lots to fit the structures that come. Tunneling 101 under Potrero Hill (part of Idea #3) would create an ideal space for such an orphanage – a huge open terrace along Hospital Curve, hugging the western slope of Potrero Hill and commanding terrific views over the Mission District to Sutro Tower. This space would be well used as an informal open-air museum of Victorian architecture, doubling as a living neighborhood. Many Victorian homes already grace the adjacent streets.

- **Potrero Hill Victorian Tower:** Potrero Hill needs an icon. The map suggests the corner of 20th & Kansas, high on the hill, for building a 5-6 story Victorian tower (in the style of North Beach's [Columbus Tower](#)). This tower could serve both as a terminus for the Bay Bridge Skyway and as a landmark for the Victorian Village.
- **“Vermont Slope” real crookedest street:** To draw more visitors to the Bay Bridge Skyway and Victorian Village, the city could name Vermont Street's curvy block “Vermont Slope”. With 101 tunneled, the city could extend this street due south to the freeway gully, adding 4-5 hairpin turns in the process (thereby surpassing Lombard Street in curves).

#28 Franciscan Fraternity: Palazzo d'Assisi (on new “Italian Hill”)

In line with rebranding the northern half of Russian Hill as “Italian Hill” (Idea #46), the city could work with its sister city Assisi and the Consulate of Italy to design a medieval-inspired stone **Palazzo d'Assisi** combining decorative elements from famous Assisi landmarks.

Incorporate an Italian Cultural Center, reproductions of famous Assisi artworks, an exhibit on the life work of St. Francis, an Eataly pavilion, hotel, restaurants & cafes, and shops selling high-quality craft products from Umbria and other Italian regions. Rebrand the meadow "**Campo d'Assisi**" and the garden "**Giardino di San Francesco**". Under the garden, build a subterranean carpark accessible from Bay Street. This development would boost tourism revenue, raise property values in surrounding neighborhoods, and generally add to the city's charm.

#29 Perfect Panoramas: Observation towers on key hills

The map suggests adding some lovely observation towers on **Lafayette Park**, **Strawberry Hill**, and **Buena Vista Park** -- key hills that currently have obstructed views.

It also suggests sponsoring a design competition for a **New Sutro Tower** (or for adding an observation deck to the current tower, if that's possible). The view from atop Sutro Tower is far too spectacular not to be selling tickets (especially if there were a Six Hills Skyway stopping right near the base). This seems like an easy cash cow for the city.

#30 Sutro Scenery: Big Rec Amphitheater

The baseball grandstand at the NW corner of Big Rec has a terrific view of Mt. Sutro and Sutro Tower. Turn it into an amphitheater, and move the baseball fields to the west end of the Polo Field where they would fit more compactly and not overlap each other.

#31 Scenic Slide: Fort Point Panoramic Chute

Literally overshadowed by the Golden Gate Bridge, Fort Point is perhaps San Francisco's most under-appreciated site—a rare gem of 19th Century military architecture and brick masonry. Few Golden Gate visitors enter it, yet many walk right over it when they venture out to the bridge's sidewalk. A scenic chute from that sidewalk to the fort's top level would earn income from the tourist traffic and support revenue-generating concessions within the fort. It's possible to make such a structure nearly invisible in most views of the bridge.

#32 Grand Gateway: Golden Gate Park Gateway Arch

At Fell & Stanyan, Golden Gate Park is endowed with a natural "front door" suitable for a grand park entrance. The map suggests a broad arch spanning the drive that splits into JFK and Kezar -- something unique and contemporary, along the lines of Sevilla's [Metropol Parasol](#).

#33 Exhilarating Entrance: "THE CITY" sign at Candlestick Point

Bayview Hill, a steep rise that stands sentinel over the city's southern entrance, is tailor-made for a giant welcome sign. Exhilarate visitors approaching via 101 or HSR/Caltrain with a Hollywood-style hilltop sign proclaiming their arrival to THE CITY, each letter painted in one of the seven colors of the rainbow.

#34 Redolent Reliquiae: Treasures of the Jewel City (1915 Panama-Pacific International Exposition)

For over 100 years, Bernard Maybeck's Palace of Fine Arts has been one of the city's most magical places. Originally constructed for the 1915 Panama-Pacific International Exposition, the Palace was rebuilt from the ground up in the 1960s. This proved to be a wise investment. Today the Palace draws visitors from around the Bay Area and beyond, enhances life for neighborhood residents, and connects the city with the most glorious moment in its history.

The map proposes rebuilding a judicious sampling of other "Jewel City" structures in a few strategic spots around the Marina District that are currently underused (click on the icons for links to images). These would give architectural cohesion to the neighborhood, provide evocative reminders of the city's illustrious past, and complete the Marina as a draw for visiting San Francisco.

V. PARKS AND RECREATION

[Map](#) layers: "Parks, Greenways, & Bikeways", "Recreational Facilities"

#35 Lawn at Land's End: Seal Green

The area between Sutro Heights Park and Golden Gate Park—currently filled mostly by humdrum apartments, parking lots, and a Safeway—is among the city's most underexploited assets. Uniquely in the city, this area (south of Anza Street and west of 47th Avenue) offers an amphitheater-like 180° slope overlooking the coast from various angles, surveying Seal Rocks, Ocean Beach, the windmills of Golden Gate Park, and the Pedro Point Headlands beyond. The map suggests converting the area to a large, oceanside green linking Golden Gate Park and Lincoln Park in a continuous greenbelt.

#36 Post-industrial Promenade: Yelamu Yard (over current Caltrain Depot)

Cover the 4th & King railyard with a grassy, elevated park, following the model of Chicago's Millennium Park (built atop of the Illinois Central rail yards).

#37 Bridge-viewing Bliss: Midway Mall

The map suggests requiring the developer(s) of the three Treasure Island theme parks to develop the southwestern sides of Treasure and Yerba Buena Islands as a grand city park, turning most of the T.I. portion into a huge grassy slope that can be used flexibly for various purposes.

#38 Recreational Riches: New rec facilities at Pier 30, Golden Gate Park, and Ocean Beach

The map proposes numerous new recreational facilities rooted in a single idea: drawing people to visit, move to, or remain in San Francisco with a rich variety of rec facilities in picturesque

locations. The proposed facilities are located along the proposed Bay Bridge Skyway at Pier 30, and along the proposed Ocean Beach Skyway at Golden Gate Park and Seal Rocks.

VI. GAMIFIED TOURING COURSES

To encourage in-depth, multi-day exploration across many different neighborhoods, the city could create gamified touring courses that, like scavenger hunts, motivate participants to explore widely. Impelled by their natural drive to collect and complete, many visitors would see more, go farther, and perhaps even stay longer.

#39 Pilgrim's Progress: Trip Tracker App

The city could make a “Trip Tracker” app that visitors use to navigate each touring course with GPS, hear recorded guides, log selfies from designated photo checkpoints, and share their progress on social media. When visitors finish a course, they could receive an auto-generated virtual trip log with a two-page spread displaying each leg of their completed pilgrimage. Each spread could show the relevant checkpoint selfie next to a timed validation stamp (drawing the time from the photo’s metadata), plus a map image for that leg and relevant historical information. Visitors could use the app to order a printed, passport-style trip log.

#40 Cabled Conveyances: The 49-K Tug

[Map \(shows overlapping segments in one color only\)](#)

The “49-K Tug” consists of all the existing and proposed cable-drawn rides in the city, including the Hyde and Mason cable cars, the proposed Pac Heights and Union Street cable cars (extensions of the existing California Street cable car), the proposed Telegraph Hill Funicular, and all four proposed skyways. Counting overlapping segments only once, the total length of these routes would be 49 kilometers. But if the total length of cabled lines actually built does not end up near 49 kilometers, this tour could just be called the “25-Mile Tug”, the “3-Hour Tug”, or whatever.

#41 Trains & Trolleys: The 49-Mile Roll

[Map \(shows overlapping segments in one color only\)](#)

The “49-Mile Roll” consists of all the train and trolley rides in the city, including **BART** (from Embarcadero to Balboa Park), **Caltrain/HSR** (from the proposed SF Central Station to Bayshore), the **F Streetcar** (including the extension proposed in Idea #4), and all the **Muni light-rail lines** (J, K, L, M, N, and T, including the extensions of the N and T called for in Idea #1). Counting overlapping segments only once, the total length of these routes would be 49 miles. If Idea #4 did not come to pass, one could get the total between 48.5 and 49 miles by simply counting the F line’s inbound Beach St track separately from the parallel outbound track on Jefferson St/Embarcadero. If neither Idea #1 nor Idea #4 came to pass, the 49-mile total could

be reached by simply extending HSR/Caltrain to the Transbay Terminal (as currently planned) and adding the Balboa Park-Daly City BART segment to the tour.

#42 Scenic Cycling: The Tour de François (49-mile bicycling course)

[Map](#)

The *Tour de François* map shows a 49-mile cycling course with 49 selfie checkpoints for the Trip Tracker app. The route mostly follows existing bike routes, but presupposes the creation of a few greenways and bikeways that are proposed in the 49 Or So Ideas map. The route aims to be as scenic as possible, but prioritizes rider safety and limiting ups and downs.

#43 Pedestrian's Pilgrimage: Trail of the Old 49

This 49-km tourist pilgrimage pays a photographic tribute to each of the city's "Old 49 Neighborhoods" (proposed in [Idea 47](#)). The figure-8 route allows visitors to complete the pilgrimage in two hikes that each conveniently starts and ends at Union Square, or in four hikes with convenient transit to and from the designated turnaround points.

I have mapped two possible trails through 49 old neighborhoods:

- The [reclassified neighborhoods version](#) counts the Presidio plus all the neighborhoods east of the city's old western boundary (Divisadero/Castro) and north of the city's the old southern boundary (Precita Creek), including the new neighborhoods proposed in Idea 47.
- The [existing classification version](#) uses only existing city-designated neighborhoods, filling out the 49 by adding 7 of the oldest neighborhoods west of Divisadero/Castro.

#44 Climber's Collection: The 49-Peak Experience (mainly for locals)

[Map](#)

San Francisco's hills are among its greatest attractions. The city could get more tourism value from them if it made an official list and map of "*The 49 Hills of San Francisco*". A gamified hiking challenge comprising these 49 hills would be a fun and healthy activity encouraging locals and frequent visitors to discover more of what the city has to offer. It might even cause some hiking enthusiasts to make an extra visit or two to complete their collection.

The [website](#) explains why a 49-hill count is accurate, if one counts only hills that:

1. are located on the mainland;
2. are located primarily within the city limits;
3. reach at least 100 ft/30 m above sea level, and meet this height requirement in their current form;
4. require a person to travel uphill from any direction to reach the top;
5. cannot be reached by walking *predominantly* downhill from another hill.

The last factor introduced a degree of subjectivity into the process, as it involved weighing the vertical distance one must descend from the higher summit, the amount of subsequent climbing required to reach the lower summit (which is influenced by the layout of streets and the presence or absence of man-made structures), and the horizontal distance separating the two summits.

#45 Topical Tours: Gamified touring courses for specific interests

The Trip Tracker app could also offer gamified courses for quirky niches like hillside staircases or famous car-chase scenes, as well as for popular interests like architecture, visual arts, civic activism, LGBTQ, film, history, literature, etc.

For example, for military buffs, it could offer a “*Pacific Defense Passport*” consisting of sites related to military history: Ft. Mason, Presidio Main Post, Presidio National Cemetery, coastal batteries, Ft. Point, the Military Intelligence Service Historic Learning Center, etc.

VII. REBRANDING

By changing certain place names, San Francisco could enhance its romantic charm, spark visitors’ desire to explore, and honor local heroes and communities. Doing this would partly involve subdividing districts that conflate distinct sub-neighborhoods. Fortunately, the city’s rich history, culture, and topography allow it to split neighborhoods finely without seeming artificial.

#46 Italian Independence: Split “Russian Hill” into Russian Hill and Italian Hill

I would suggest that “Russian Hill” be split into two distinctly named hills, since it has distinct crests of virtually equal height that are 2000 feet apart (yes, the two hills do connect, but hardly more than Russian Hill connects with Nob Hill). Distinguishing them would enrich the city’s geographic character and honor an old local community.

I would reserve the name “Russian” for the southern hill, where the namesake Russian cemetery was located, and rename the northern hill “Italian Hill” to honor the historic Italian-American community that lived and worked on its northern and eastern slopes. The northern hill also merits the name “Italian” for the various Italian-named streets and sites gracing its slopes and surroundings: Lombard Street, Columbus Avenue, Galileo Academy, Ghirardelli Chocolate, Michelangelo Playground, Scoma Way, and Francisco Street (for Francis of Assisi).

#47 Distinguished Districts: The Old 49 Neighborhoods

This “[reclassified-neighborhoods map](#)” proposes some new neighborhood names intended to enrich the city’s romantic character and intrigue visitors (Barbary Coast, Craft District, Design District, Theater District, etc.) while remaining true to its geography and history. For the purpose of the “*Trail of the Old 49*” (Idea #43), this reclassification results in the city’s having 49 distinct neighborhoods in its **old quadrant** (i.e., the Presidio [1776] plus all the neighborhoods east of the city’s old western boundary [Divisadero/Castro], and north of the city’s the old southern boundary [Precita Creek, now channeled under Precita Avenue and Cesar Chávez Street]). This alternate “[existing-classification map](#)” creates the “Old 49” using only existing [official](#) neighborhoods, by adding 7 of the oldest neighborhoods west of Divisadero/Castro.

#48 Apt Appellations: Replace prosaic names with evocative, historic, and/or alliterative names

The website provides [rationale](#) for a number of other place-name changes that could enhance the city's romantic charm and honor local heroes and communities:

- Financial District > *Banker's District*
- South of Market > *Central Crossing, Sitlintac, Yerba Buena, China Basin*
- Dogpatch > *Craft District*
- Duboce Triangle > *Trolley Triangle*
- Polk Gulch > *The Gulch*
- Western Addition > *Fillmore District*
- Central St > *Love St*
- Masonic Ave > *Gentle People Blvd*
- Jackson St > *Wander-No-More St*
- Green St / Union St > *Above-the-Blue St*
- Jefferson St > *Tidewatching St*; Aquatic Park Bleachers > *Tidewatching Theater*
- Buchanan St > *Korematsu St*
- Pierce St > *Milk St*
- Gough St > *Starr King St*; Starr King St (one block) > *Universalist Way*
- Curvy block of Vermont St > *Vermont Slope*
- Bayview Hill > *Rainbow Ridge*
- Tank Hill > *Belgrave Bump*
- Clarendon Heights > *Radio Ridge*
- Cannon Hill > *Maybeck Hill*
- Fort Point > *Castillo de San Joaquín* (fort), *Strauss Point* (point)
- Spreckels Lake > *Spreckels Model Yacht Lake*
- Upper Great Hwy > *Great Hwy*; Great Hwy > *La Playa*
- La Playa > *49th Ave*
- Richmond District > *Park Cliffs* (beach to 25th), *Park Presidio* (25th to Arguello)

VIII. NEW REVENUE SOURCES

#49 Dollars for Drives: Tolls for private cars to enter specific areas

The city ought to charge private cars \$1-2 for entering specific zones that city residents don't typically enter by car for their daily needs, e.g.:

1. Golden Gate Park (excluding Kezar Drive transit)
 - (This would earn lots of revenue from drivers going between Marin County and the Peninsula, since the park is too long to drive around easily)
2. The Presidio
3. Lincoln Park
4. Downtown (but only when entering directly from I-80 or I-280)
 - (This should wait until the area has recovered economically)
5. Lombard Street and "Vermont Slope" crooked blocks
6. Twin Peaks Blvd
7. Yerba Buena Island (excluding tunnel transit).