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Upper Market Street Flyer, [circa 1977]

Bert Schwarzschild

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Don’t Let the Chamber of Commerce Ruin the Upper Market Community!

Support the Community-Developed Upper Market Beautification Plan!

After countless meetings and public hearings since 1970, involving hundreds of residents, the Upper Market Community initiated, planned and overwhelmingly supported a pedestrian-oriented beautification plan for the Upper Market Street section torn up because of MUNI Metro construction. It won the overwhelming vote (10-1) of the Board of Supervisors in 1972, and its vote of reaffirmation (10-1) in 1974. The plan has also been endorsed* by 18 citizens’ organizations; and by the Mayor’s Advisory Committee on Upper Market Street, which was formed to provide residents’ and merchants’ input into the design process.

NOW, FOUR YEARS LATER, WITH THE DESIGNS DRAWN, THE CHAMBER OF COMMERCE IS ASKING THE BOARD OF SUPERVISORS TO RESCIND ITS TWO NEAR-UNANIMOUS VOTES—AND TO DESTROY FIVE YEARS OF COMMUNITY EFFORT BY VOTING AGAINST THE CITIZEN-DEVELOPED PLAN.

STOP THE CHAMBER OF COMMERCE’S “CHAMBER OF HORRORS!”

We DON’T want the waste of taxpayer money which the Chamber permitted in its lower Market Street development: $900 TRASH CANS, GRANITE CURBSTONES, COLD AND DIRTY MARBLE BENCHES, MOUNDS OF TRASH, A LACK OF PARKING FOR SHOPPERS, ETC. We DO NOT need this kind of Chamber of Commerce “expertise.” Lower Market Street lost its resident “community” years ago to the high rises; Upper Market Street still has an active, viable community of residents who want their street to become more liveable.

WE NEED A TREE-LINED, BIKE-LANED, PEDESTRIAN-RESIDENT-BUSINESS ORIENTED “STREET FOR PEOPLE,” NOT THE FREEWAY-LIKE, SIX-LANE AUTO CORRIDOR THE CHAMBER OF COMMERCE WANTS TO IMPOSE ON OUR COMMUNITY.

WE NEED YOUR HELP NOW!
- COME to the Upper Market Street Hearing, Thursday, February 24, at 2 p.m., Room 282 City Hall
  (Before the Board of Supervisors Transportation Committee)
- Send a Letter or Telegram Supporting the Community-Developed Beautification Plan
  (Send it to: Board of Supervisors, Attn: Clerk of the Board, City Hall, San Francisco 94102; mark it: “Distribute to All Supervisors.”)
- Contact Personally Any Supervisors You Know, Especially Transportation Committee Members
  (Feinstein, Francois and Gonzales)

FOR FURTHER INFORMATION, CONTACT: Committee for Upper Market Beautification
c/o Bert Schwarzschild, Coordinator, 363 Douglass Street, San Francisco 94114; phone: 863-5755

* Organizations endorsing and/or reaffirming the Community-developed Upper Market Plan (partial listing):
  Buena Vista Neighborhood Association • California Association of Bicycling Organizations • Castro Village Association • Coalition for San Francisco Neighborhoods • Duboce Environmental Village Association • Duboce Triangle Association • Eureka Valley Promotion Association • Friends of Noe Valley • Friends of the Earth • Grandview Neighbors • Greater Mission Democratic Club • Haight Ashbury Neighborhood Council • Inner Sunset Action Committee • San Francisco Bicycle Coalition • San Francisco Planning and Urban Renewal Association (SPUR) • San Francisco Tomorrow • Sunset-Parkside Education and Action Committee (SPEAK) • Mission Planning Council