



ocean beach

preliminary public feedback summary



SAN FRANCISCO
PLANNING + URBAN RESEARCH
ASSOCIATION

contents

open house results : initial findings

participation summary

input trends / initial findings

scenarios (alternatives) development

process overview / use of analysis + public input

defining/confirming parameters

confirming project vision statement

defining exploration parameters

participation summary

1-day event (jan 15, 2011)

150+ signed-in

109 “invested” in priorities

59 filled questionnaires

additional input expected from
SPUR exhibit + other outreach



site analysis summary

1

Step 1: site analysis summary

input received



site analysis summary

station

1.1 ocean beach image + character

station 1.1 | ocean beach image + character



linear zones

map legend

- PROJECT BOUNDARY
- GREAT HIGHWAY
- PROMENADE
- LOWER GREAT HIGHWAY PARK (pedestrian corridor)
- VIEWS

feature icons + character zones



workshop 1 - open house | jan 15, 2011

ocean beach master plan

1 ocean beach (OB) has a rich and unique history

integrally linked to San Francisco and the Pacific Ocean
remnants of this history are still visible today

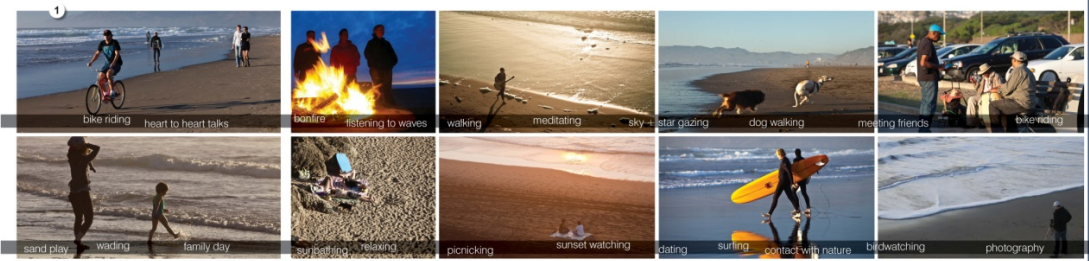
2 OB is a place of multiple, distinct characters

from the ocean to the bluff trails, from the northern open beach to the southern beach dunes, OB provides opportunities for outdoor recreation and to enjoy the Pacific Ocean view and dramatic landscape

station

1.2 uses + activities + program

station 1.2 | uses + activities + program



map legend

- restroom
- cafe/restaurant
- bench
- stairwell
- firebox
- visitor attraction

existing elements + facilities



workshop 1 - open house | jan 15, 2011

ocean beach master plan

1 multiple activities currently take place at ocean beach

several user groups enjoy ocean beach every day

2 visitation pattern tends to be in 'spikes'

high visitation during sunny days and special events, low visitation during typical foggy days

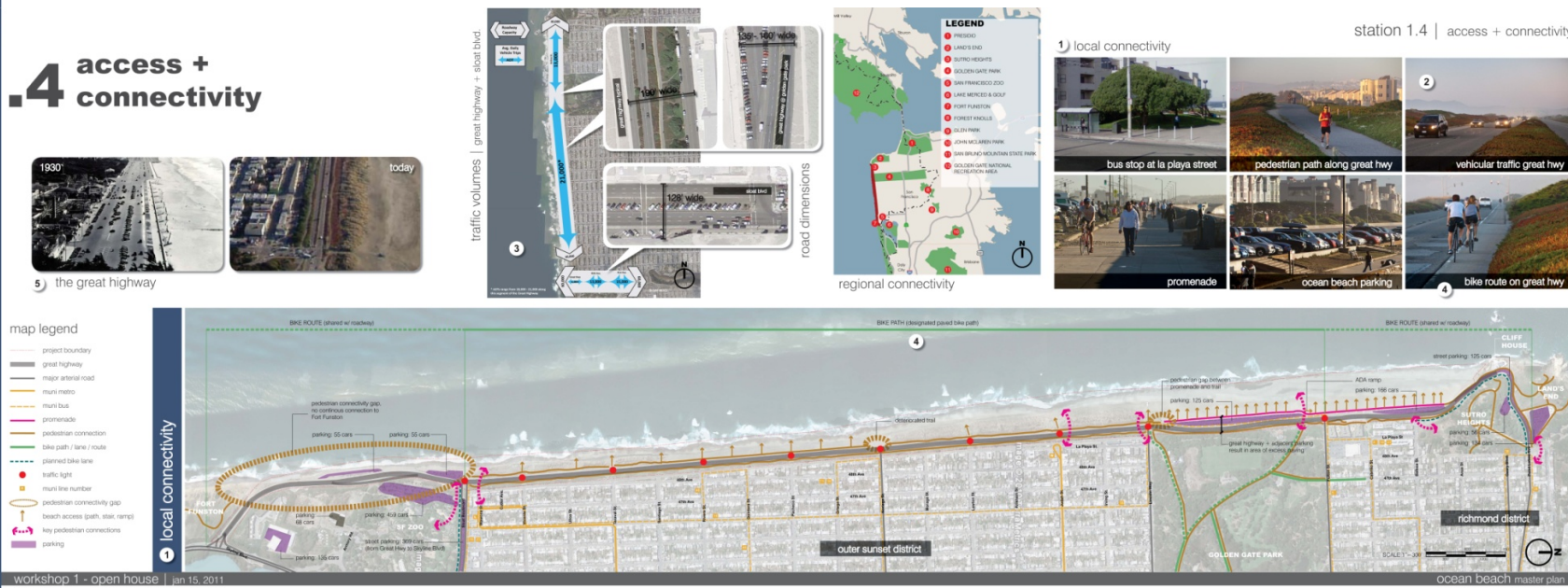
3 there is lack of public amenities + facilities at ocean beach

site analysis summary

station 1.3 ecology



station 1.4 access + connectivity

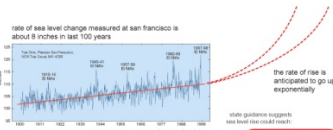


site analysis summary

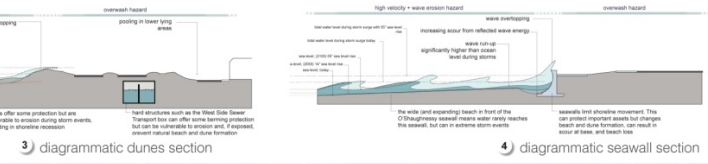
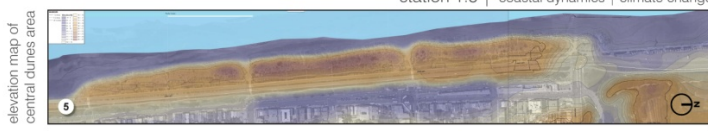
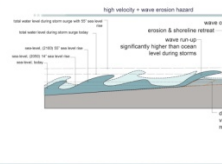
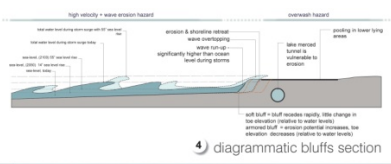
station 1.5 coastal dynamics climate change



2 seawall overtopping



Year	Average of Models	Range of Models
2050	14 in (36 cm)	5 in (13-24 cm)
2075	23 in (59 cm)	11-37 in (28-74 cm)
2100	55 in (140 cm)	35-79 in (89-200 cm)
High	27 in (69 cm)	20-33 in (51-83 cm)
Low	45 in (115 cm)	33-60 in (84-152 cm)
High	47 in (119 cm)	37-60 in (94-152 cm)
Low	53 in (135 cm)	43-68 in (109-173 cm)



station 1.5 | coastal dynamics | climate change

sea level rise will cause the shore to recede inland

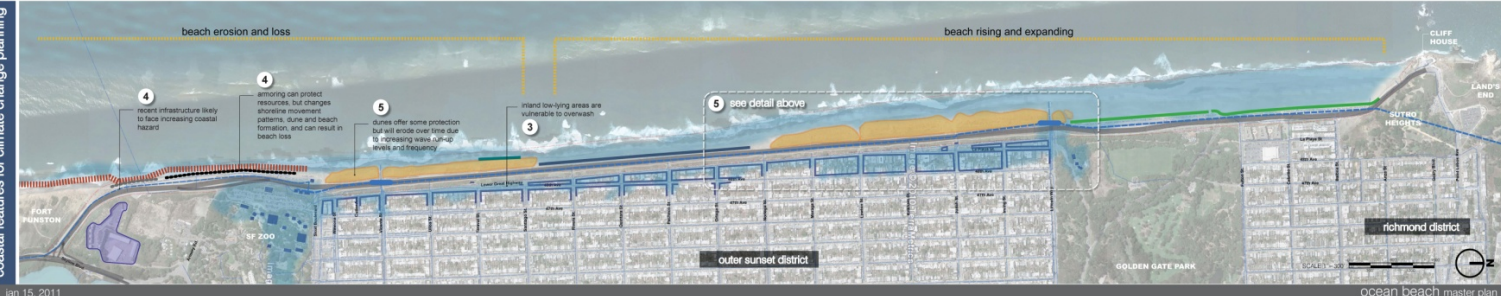
"how much?" - it depends

- 1 sea level rise is likely to reach 55 inches by 2100, with significant ramifications for Ocean Beach
- 2 during storm events, wave action can far exceed sea level
- 3 rising seas and storm surges change the shape and elevation of beaches, bluffs and dunes
- 4 the presence of seawalls + other hard structure limits shoreline dynamics: this can protect important assets, but change beach and dune formation and cause loss in beach loss
- 5 existing dunes, if left intact, offer some protection - for a time, but coastal hazards will increase

- 1 inspects to the dunes, bluffs, rockery, & infrastructure - and needed to create property - will become more frequent and severe
- 2 the ocean is changing, and we have some understanding of how - but how much and how fast is uncertain - several studies are underway to address these questions

map legend

- PROJECT BOUNDARY
- ROADS + PATHS
- SEAWALLS
- 1860-1900
- 1900-1950
- 1950-2000
- 2000-2010
- 2010-2011
- TOPOGRAPHICAL FEATURES
- dunes
- bluffs
- low-lying areas
- STRUCTURES
- major sewer infrastructure
- wastewater treatment facility
- buildings



station 1.5 coastal dynamics

erosion + emergency revetments



2 seawalls



beach enlargement - north end

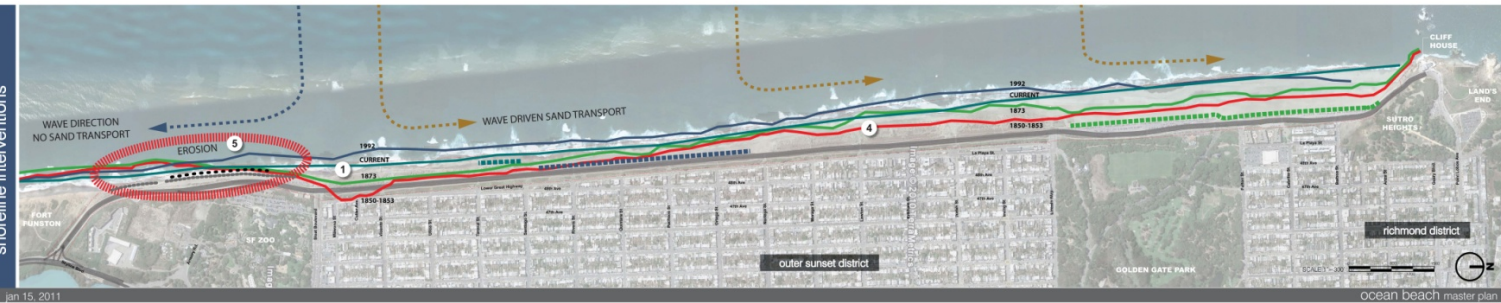


station 1.5 | coastal dynamics



map legend

- PROJECT BOUNDARY
- HISTORIC SHORELINES
- CURRENT SHORELINE
- SHORELINE (1982)
- HISTORIC SHORELINE (1873)
- HISTORIC SHORELINE (1850-1853)
- THE GREAT HIGHWAY
- SEAWALLS
- 1860-1900
- 1900-1950
- 1950-2000
- 2000-2010
- 2010-2011
- REVETMENTS
- RUBBLE
- EMERGENCY REPAIR AREA



shoreline interventions

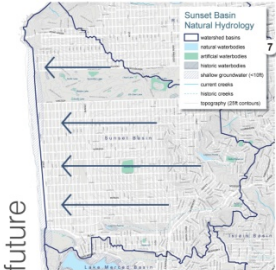
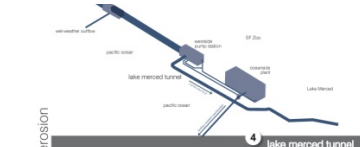
- 1 fill shore has been filled 200ft seaward from 1800 to 1930 to construct the Great Highway & SF Zoo
- 2 armoring 13,000 ft of shore (seawalls + revetments) and 20,000 ft of total shore after severe erosion episodes in 2010, new emergency armoring was installed
- 3 dredging sand dredged for shipping channels is deposited for currents to transport onshore
- 4 beach nourishment 5 million cubic yards of sand added since 1970's future beach nourishment may pump dredged sand directly onto the beach, helping address erosion
- 5 retreat city has tried to maintain barrier sand dune to buffer waves and erosion since 1980's the Great Highway south of Sloat was recently rebuilt farther east, in a median designed for retreat

site analysis summary

station 1.6 infrastructure

past
1 former water quality issues at ocean beach greatly influence the development of current infrastructure
60-70 CSO's/yr (before)

present
water quality
westside transport box under great hwy
<8 CSO's/yr (after Clean Water Program)



map legend
project boundary
SEWER SYSTEM
westside transport box
sewer pipe less than 50 years old
sewer pipe more than 50 years old
sewer pipe more than 80 years old
sewer pipe (unknown age)
water infrastructure building
well-weather outfall (combined sewer)
REVISIONS
RUBER
emergency repair area
* CSO's = combined sewer overflow



workshop 1 - open house | jan 15, 2011

ocean beach master plan

past
water quality
1 pre-1988 ; problematic combined, untreated, system overflows directly into ocean almost every time it rains
60-70 CSO's/yr

present
water quality
2 westside transport box (1986) is built ; treatment & storage of 49.3 million gallons
3 result : better water quality & fewer combined sewer overflows onto beach
8 overflows per year, mix

erosion
4 late merced tunnel at risk due to erosion, 40' of buff recession, 2010

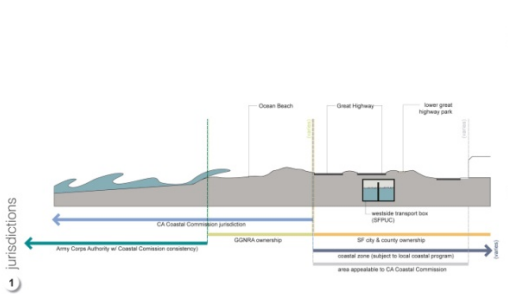
infrastructure
5 Infrastructure at OE handles the whole west side of SF's sewage watershed
6 Ocean Side Wastewater Treatment Plant (1986) is old & needs treatment facility, treats SF's west side

future
low-impact design (LID)
7 LID & watershed management greatly lessens the load

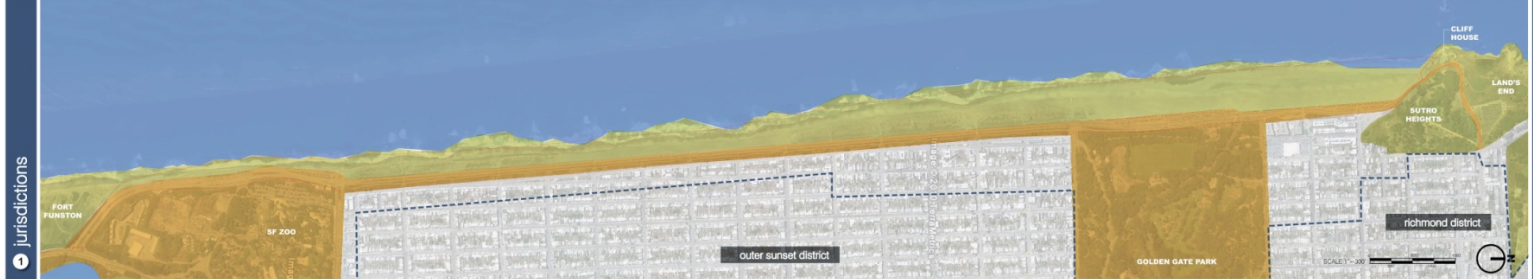
station 1.7 management + stewardship

AGENCY PARTNERS

- National Park Service
- California State Coastal Conservancy
- SF Public Utilities Commission
- SF Dept of Recreation & Parks
- Department of Public Works
- SF Municipal Transportation Agency
- SF Planning Department



map legend
PROJECT BOUNDARY
Golden Gate National Recreation Area (GGNRA) ownership
SF city & county ownership (includes private property)
CA Coastal Commission jurisdiction & Army Corps Permitting Authority
coastal zone subject to local coastal program



workshop 1 - open house | jan 15, 2011

ocean beach master plan

governance / administration
1 the project site is owned + managed by a myriad of agencies including:
GGNRA / National Park Service
CA Coastal Commission
SF Public Utilities Commission
SF Department of Recreation & Parks
Army Corps of Engineers
SF Department of Public Works
State Lands Commission
... and others

maintenance
2 sand management
road, trail, dunes
waste management
restrooms
use pattern challenge
baseline and spikes

management approaches + policies
3 NPS
preservation & resource values, natural processes
City side
historic, infrastructure, historic resources, O&M value

project priorities

2

static invest in project aspirations

preliminary results



.1 overall project goal statement



“To knit the unique assets and experiences of **ocean beach** into a seamless and welcoming **public landscape**, planning for environmental **conservation**, **sustainable** infrastructure, and long-term **stewardship**.”

overall goal statement

public input summary
(NOT master plan recommendations)

Do you agree this project goal statement is appropriate to be the driver for the Ocean Beach Master Plan process?



project priorities

public input summary
(NOT master plan recommendations)

timeframe %

 today 68%

 future 32%

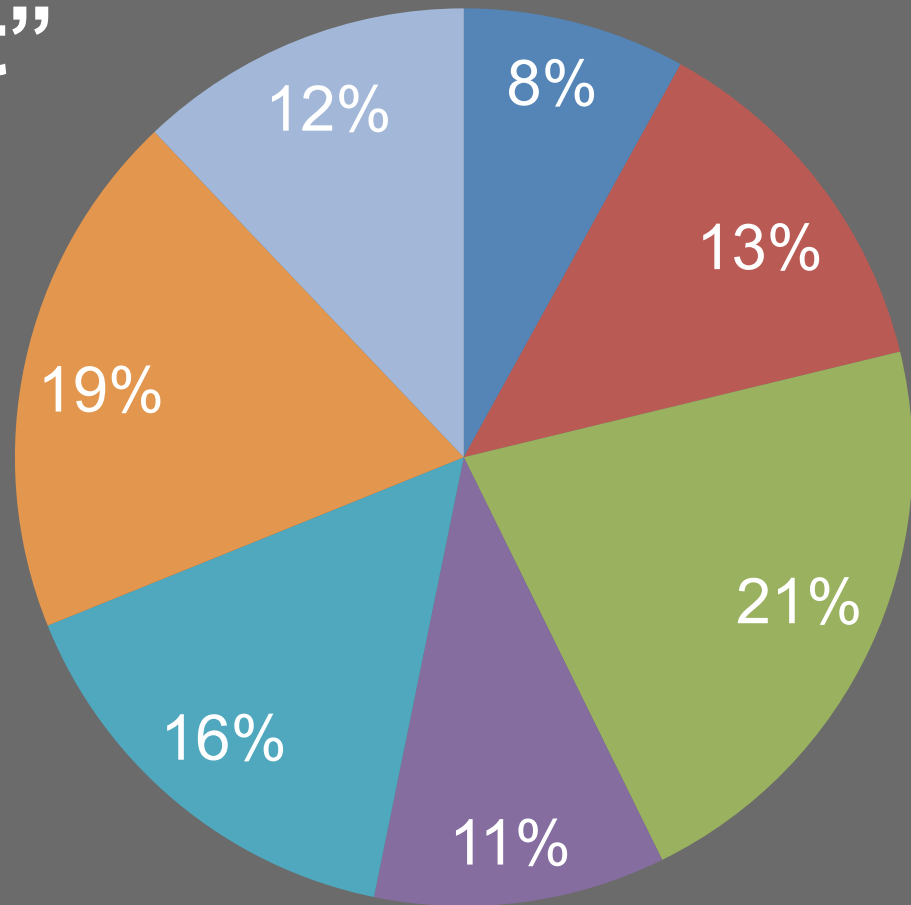


project priorities

public input summary
(NOT master plan recommendations)

total “investment”

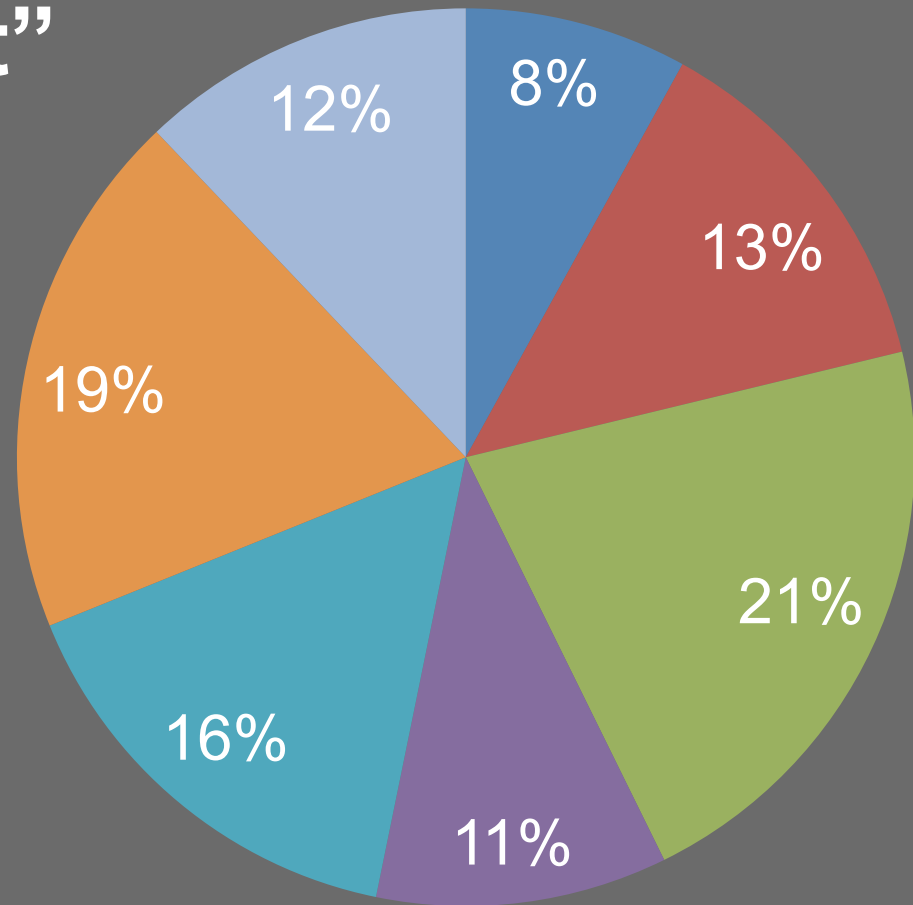
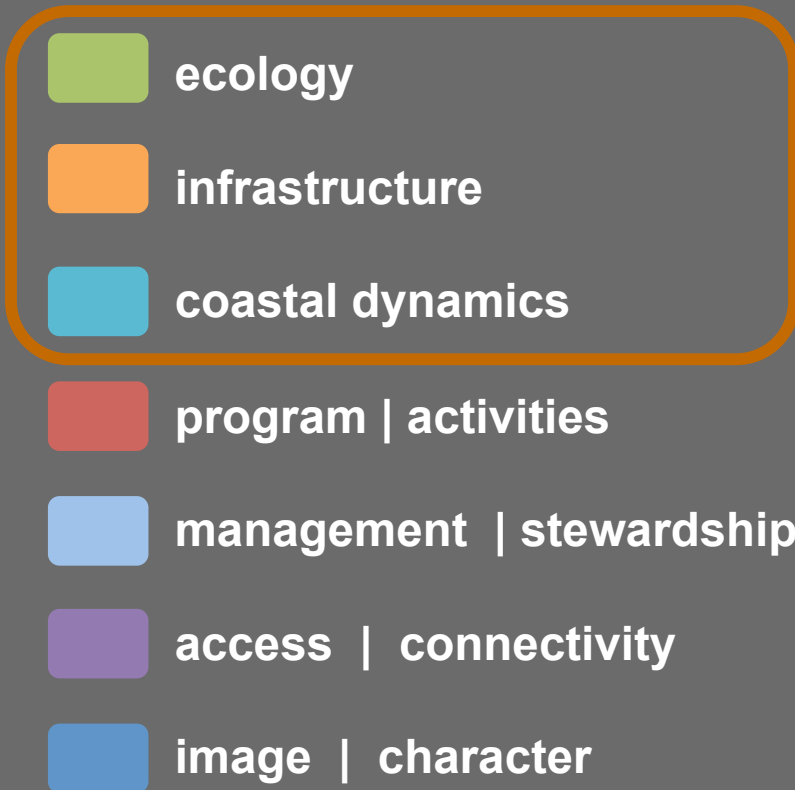
- image | character
- program | activities
- ecology
- access | connectivity
- coastal dynamics
- infrastructure
- management | stewardship



project priorities

public input summary
(NOT master plan recommendations)

total “investment”



input / recommendations trends

3

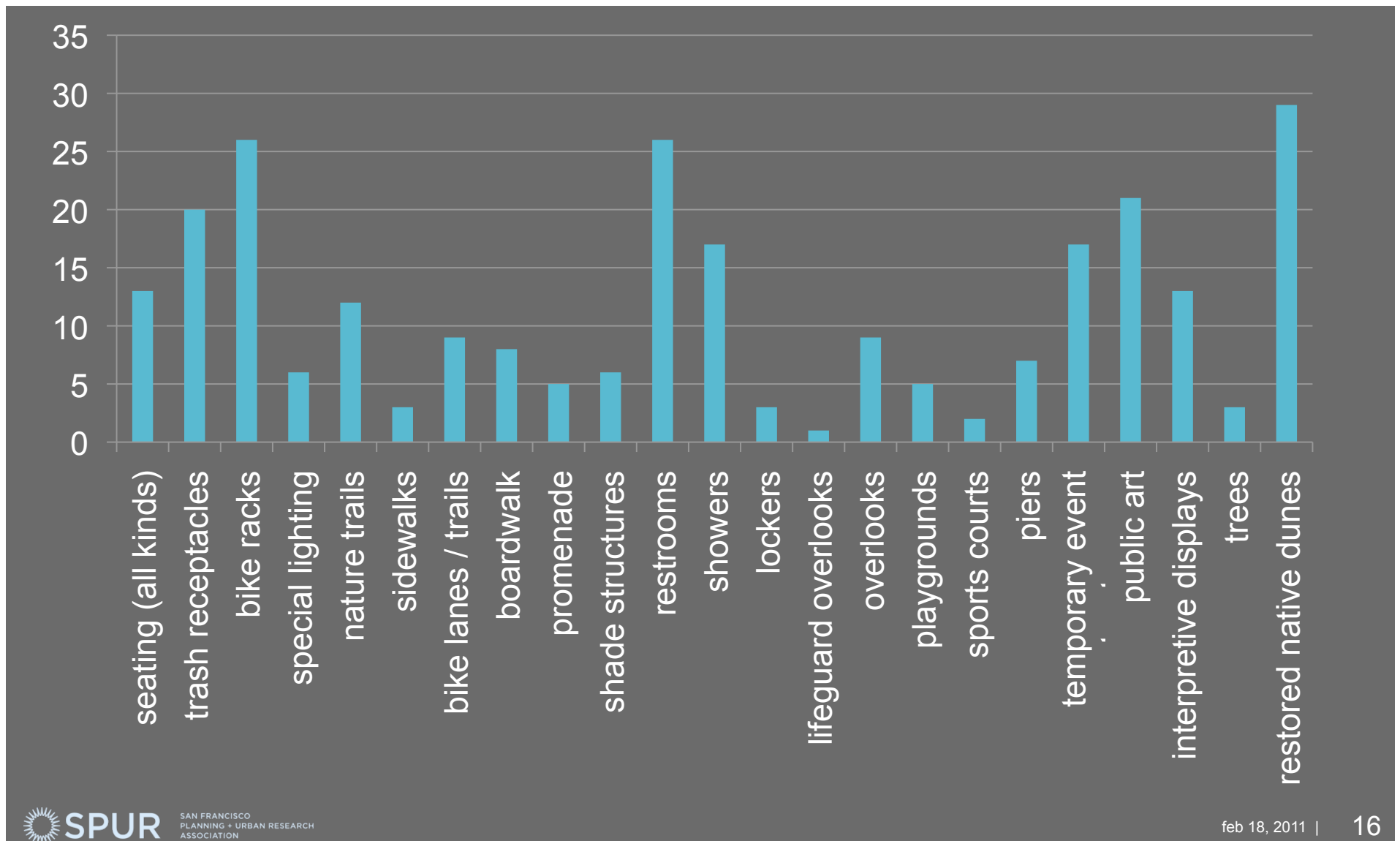
Session 3: user preferences

preliminary results



programs + amenities

public input summary
(NOT master plan recommendations)



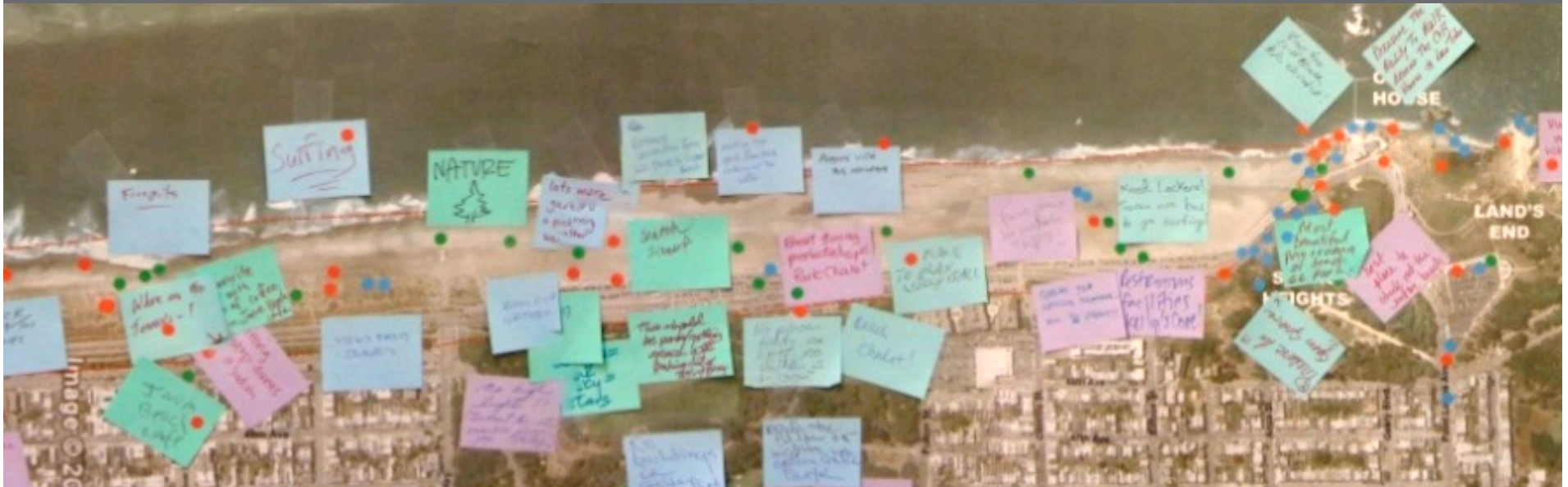
user preferences

public input summary
(NOT master plan recommendations)

what is your favorite place at ocean beach?

where is the best gathering place?

what is the best viewing spot?



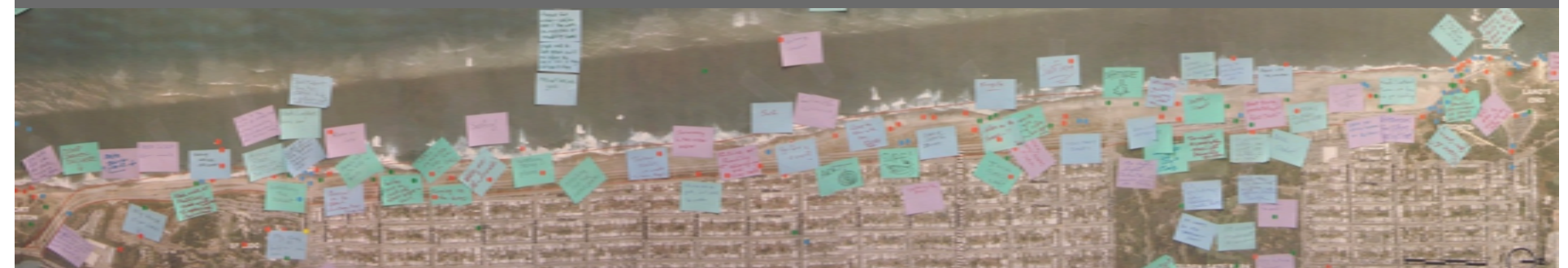
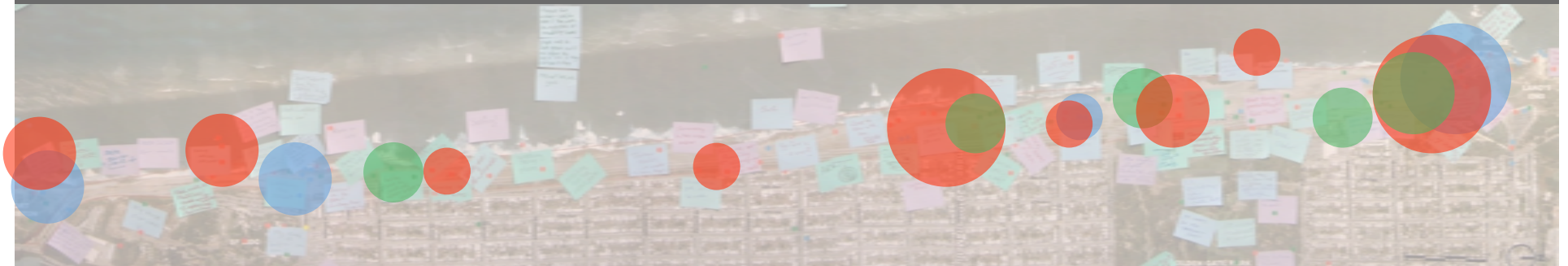
user preferences

public input summary
(NOT master plan recommendations)

● what is your favorite place at ocean beach?

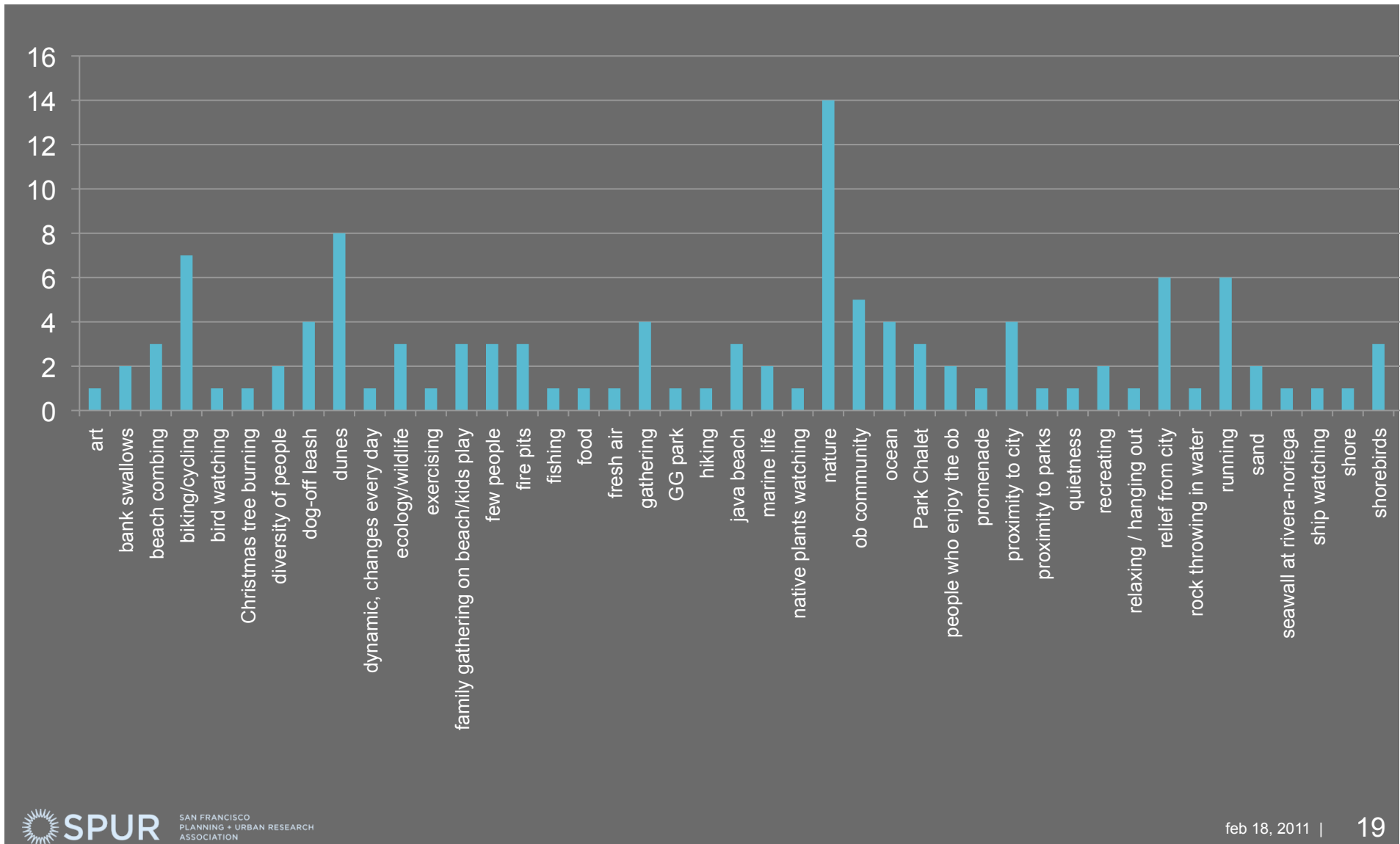
● where is the best gathering place?

● what is the best viewing spot?



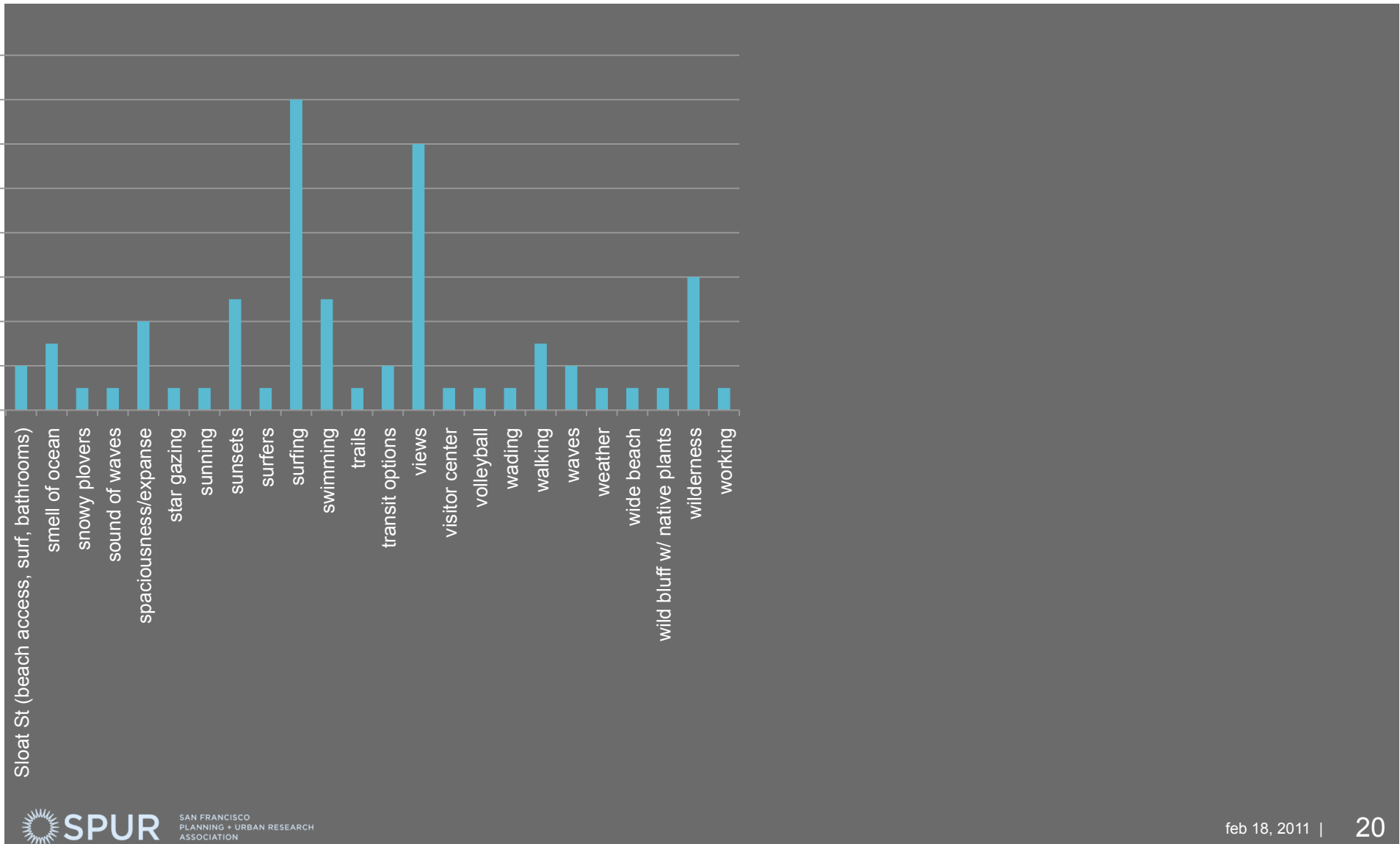
user preferences

public input summary (NOT master plan recommendations)



user preferences

public input summary
(NOT master plan recommendations)

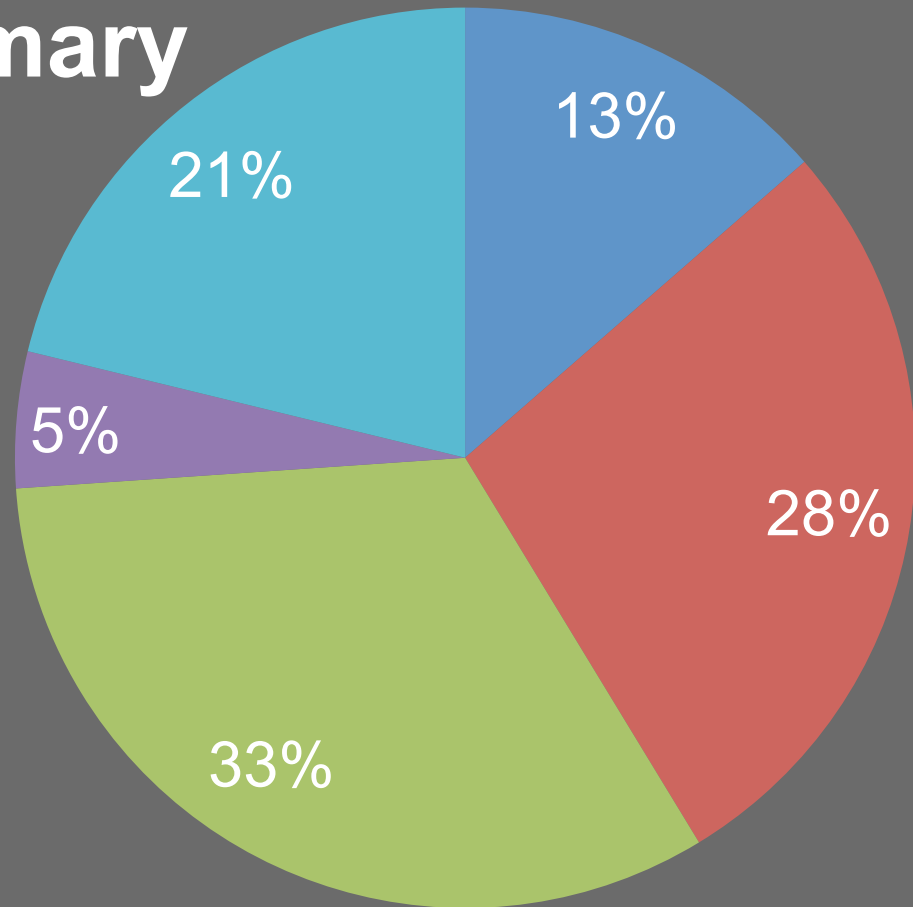


user preferences

public input summary
(NOT master plan recommendations)

preference summary

- passive / observation
- active
- nature / urban escape
- wildlife
- social



input / recommendations trends

4

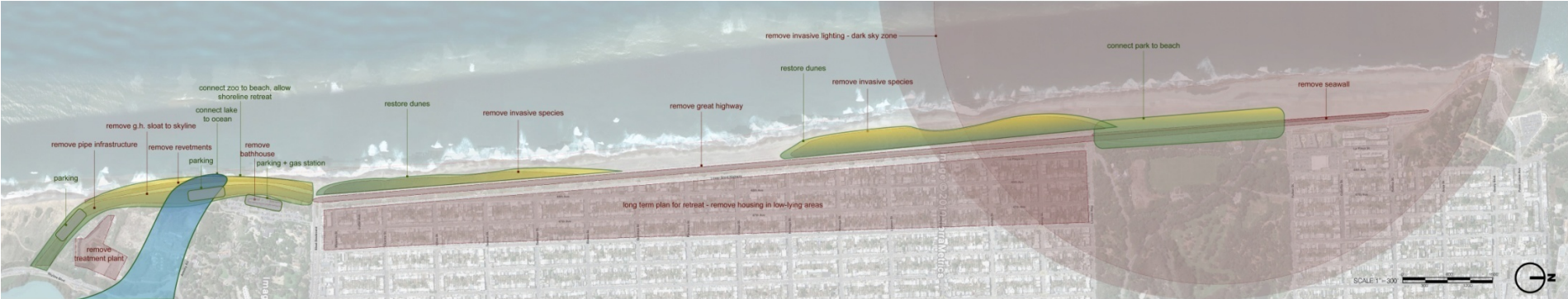
ion 4: 'out there' ideas

preliminary results

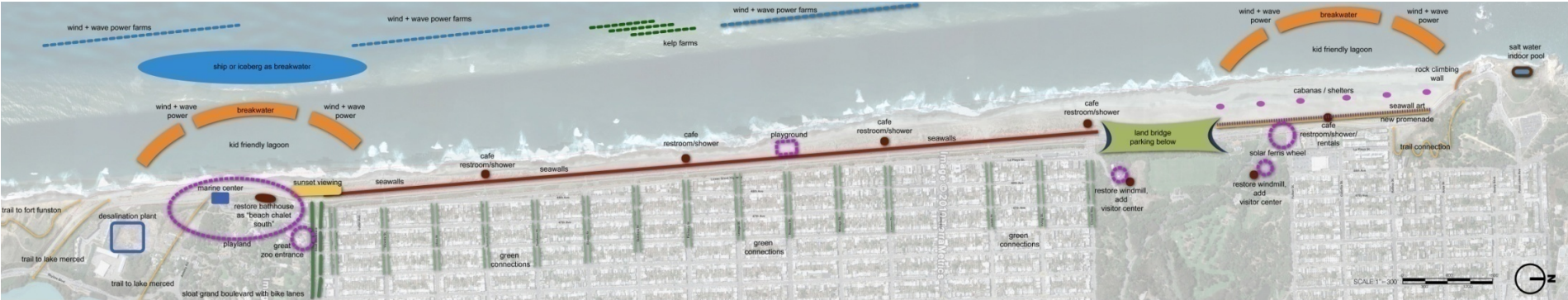


input / recommendations trends

un-edited public input summary
(NOT master plan recommendations)



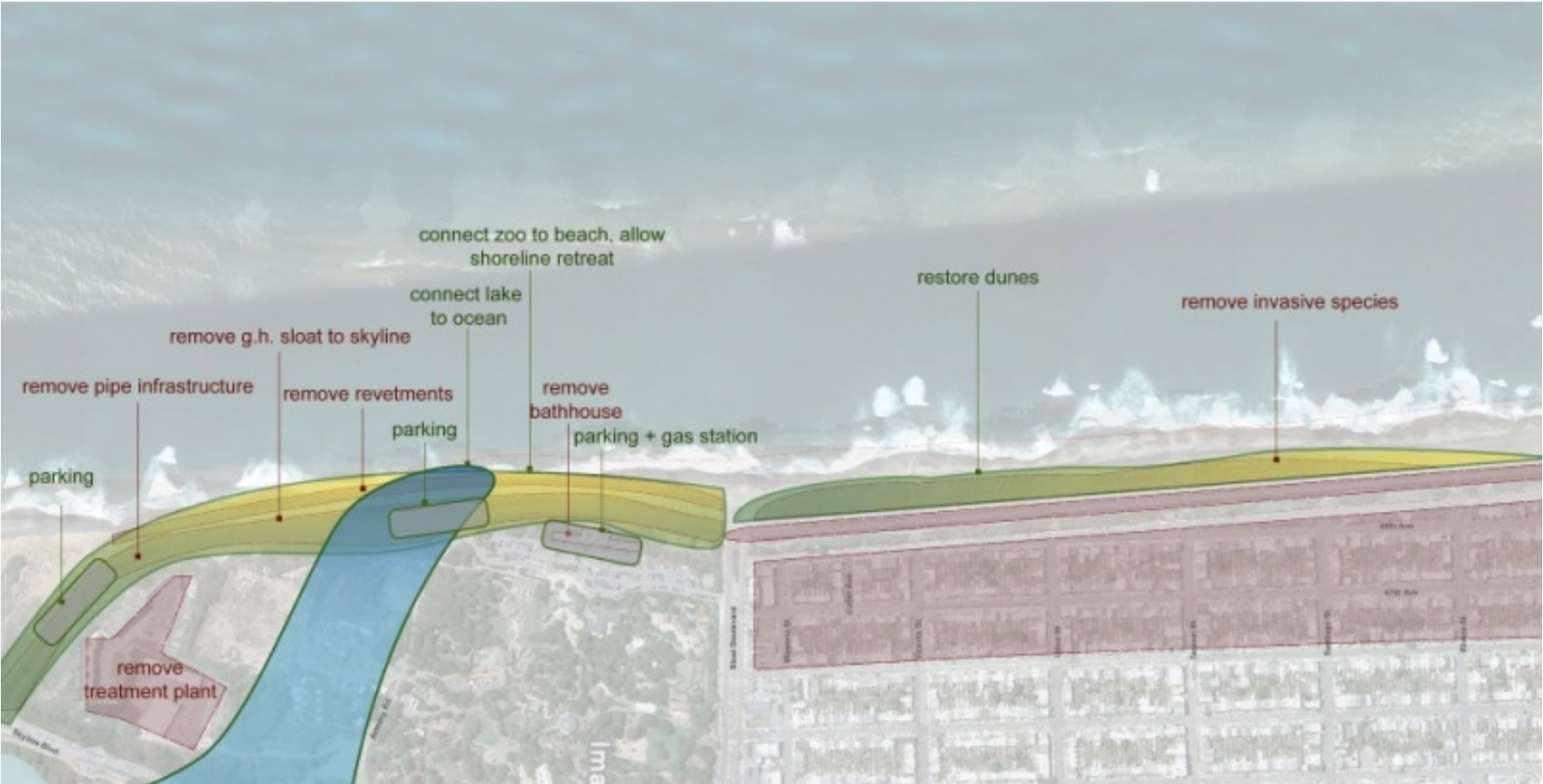
subtractions + replacements



additions

input / recommendations trends

un-edited public input summary
(NOT master plan recommendations)



subtractions + replacements

input / recommendations trends

un-edited public input summary
(NOT master plan recommendations)



additions

input / recommendations trends

all stations + questionnaire
preliminary results

all

input / recommendations trends

word cloud



input / recommendations trends

un-edited public input samples
(NOT master plan recommendations)

ADDITIONAL INFORMATION

- / fishing or angling (activities)
- / site's natural (and pre-contact) history
- / adjacent neighborhoods
- / other wildlife at Ocean Beach (fox)

CONTRASTS

“stop the graffiti!!!” | “MORE graffiti!!!”

SPECTRUM

“maintain the wild quality of OB” “keep it natural” “bring restaurants + shops”

“remove the Great Highway” “close the GH on Sundays” “repave the GH”

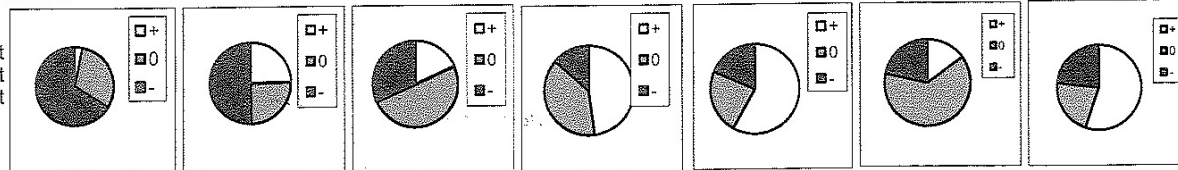
input / recommendations trends

reference
(OBTF survey)

Table 3 Results of survey

LONG TERM ALTERNATIVE MATRIX Decision Criteria	No Action			Hard Structure current place			Hard Structure inland			Soft Structure current place			Soft Structure inland			Artificial Reef			Managed Retreat					
	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-			
Public Support	0	3	10	2	2	8	1	6	4	8	3	2	9	2	2	3	5	3	7	3	3			
Safety	0	5	10	5	3	6	6	5	2	5	7	3	9	4	2	0	9	3	8	5	2			
Transportation needs	0	5	8	7	5	0	4	5	2	4	5	4	3	5	5	1	9	1	6	2	5			
Sewage Facilities	0	5	8	4	7	1	0.5	7.5	2.5	3.5	6.5	2	2.5	6	3	2.5	6.5	2	4.5	5	4.5			
Planning Consistency	1	2	5	2	2	5	1.0	4.3	3.8	4.3	4.3	0.5	6	1	2	1	4	2	5.0	1.8	2.0			
Access	0.0	2.7	8.8	2.8	3.2	5.8	1.5	5.3	3.7	3.0	5.8	3.0	3.0	4.7	3.8	0.3	7.3	2.3	5.5	2.3	4.5			
Recreational Issues	0.8	3.8	8.8	1.8	1.2	9.2	2.2	3.8	4.2	8.3	4.5	0.3	10.5	1.3	1.3	2.0	3.2	2.5	9.0	3.2	1.0			
Environmental and Nat Res Issues	1.6	4.7	4.0	0.1	1.9	7.6	0.1	5.6	2.9	6.9	3.6	0.1	8.7	1.7	0.1	1.1	4.9	1.0	8.3	2.1	0.1			
Aesthetics	0	3	10	1	1	10	1	5	5	10	3	0	12	0	1	2.0	7.0	2.0	9	0	4			
Raw Totals	3	34	73	26	26	53	17	47	30	53	43	15	64	26	20	13	56	19	62	24	26			
total responses	110			105			95			111			110			88			113					
% of total responses	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-	+	0	-
	3	31	66	25	25	50	18	50	32	48	39	14	58	23	19	15	64	21	55	22	23			

+ indicates positive impact
0 indicates neutral impact
- indicates negative impact



RANKING BASED ON POSITIVE IMPACT: 7 4 5 3 1 6 2

1= most positive, 7= least positive

RANKING BASED ON NEGATIVE IMPACT: 1 2 3 7 6 5 4

1= most negative, 7=least negative

results analysis

un-edited public input summary (NOT master plan recommendations)

DRAFT

public comment per project aspirations

Summary of public comments received during Ocean Beach Open House event: Jan 15, 2011 [summary includes questionnaires, comments on boards and record of on-on-one discussion]

image + character

comment	disagree	somewhat	agree	agree	additional comments
raw/open beauty					
More Graffiti			1	4	
Great view opportunity north to Pt. Reyes			1		
Blend the beach environment with neighborhoods, zoo, etc. - no harsh edges			1		
Maintain natural coastline without changing the layout of the environment			1		
Keep Ocean Beach natural	1	1		4	Keep in mind that Ocean Beach is an urban space as well as a natural beach - unlike remote beaches it will never be a pristine environment.
Cultural and natural history of the site			1		
OB Can be a World Class Beach in a World Class City			1		
Need analysis on how the neighborhood and people connect emotionally, physically and ecologically to their backyard!			1		
Nice to have such a remote wild-feeling place near the city			4		
Keep GGP natural			1		
too many scary vagrants in the morning	2		1		Need more amenities [unreadable] + homeless, homeless people have always been part of the neighborhood and were tolerated/accepted.
No dramatic change, improvements & restoration only			3		
Concern about wilderness/ culture of the place being lost			1		
existing seawalls					
Fix walls along promenade along beach!				1	
It might also be useful to paint beach locations on the beach side of the sea wall.				1	
encourage more decoration of the seawall: murals / incorporate arts in the project	2			6	
signage					
Connect w/ signage Ft. Funston - OB				1	
Street signs visible from the Great Highway bike path and the Great Hwy itself are notably absent now, and would be a helpful addition, indicate the alphabetical avenue (Kirkham, Lawton, Moraga, Noriega, etc.)				1	
Beach signage and a more "welcoming" turn around stop, at end of N-Juddah				2	
Change lower GHWY name to La Plays				1	
other					
Pleasure driving is an outdated ideal				1	
acknowledge american indian history who first inhabited the place eg. Chrissy Field.				1	
at 48th Ave, an innovative & inviting approach leading to the work already done (to be done) - Lands End Lookout, the "new" Jills Restaurant, Parking etc. ... would really define entering an "Ocean Beach district".				1	
Suggest Perhaps classic lampposts on entrance				2	

raw/open beauty

More Graffiti	1		1	4
Great view opportunity north to Pt. Reyes				1
Blend the beach environment with neighborhoods, zoo, etc. - no harsh edges				1
Maintain natural coastline without changing the layout of the environment				1
Keep Ocean Beach natural	1		1	4
Cultural and natural history of the site				1
OB Can be a World Class Beach in a World Class City				1
Need analysis on how the neighborhood and people connect emotionally, physically and ecologically to their backyard!				1
Nice to have such a remote wild-feeling place near the city				4
Keep GGP natural				1
too many scary vagrants in the morning	2			1
No dramatic change, improvements & restoration only				3
Concern about wilderness/ culture of the place being lost				1

results analysis



next public workshop : may, 2011

questions / comments / suggestions?

email oceanbeach@spur.org