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# master plan implementation strategy

The Ocean Beach Master Plan is a non-regulatory guidance document, and its implementation will therefore depend on sustained engagement. A significant advantage of SPUR's participation is our capacity to remain involved, keeping plan recommendations in the spotlight over the long term.

The Ocean Beach Master Plan has, in less than 18 months, achieved an unprecedented level of cooperation and consensus among responsible agencies and key stakeholders at Ocean Beach. It represents a balanced compromise in highly constrained circumstances, and presents a unique opportunity to make significant improvements at Ocean Beach. Aspects of the recommendations will remain controversial, but as a whole it had received a remarkably enthusiastic reception.

This Plan presents solutions at a conceptual, visionary stage, but they are informed by in-depth research and discussion with responsible agencies, and thus represent real opportunities

with considerable vetting and support.

Implementation must therefore begin with deeper studies of the feasibility, engineering, financing, interagency capacities and environmental impacts of these recommendations. Although many conditions at Ocean Beach are pressing and cry out for quick action, this is at its core a long-term, strategic plan, and these ambitious recommendations have a considerable distance to travel before they result in changes on the ground. In the meantime, the presence of a long-term vision will inform (as it has already) the near-term actions by responsible agencies.



# master plan implementation strategy

## four implementation tracks

The projects identified below represent four implementation tracks for Ocean Beach Master Plan recommendations. The many different types of actions recommended, many responsible agencies, and several different types of regulatory review (including CEQA, NEPA, and Coastal Commission) make a single process unwieldy. However, many different aspects of the recommendations can move forward independently, through the specific pathways of the lead agencies identified under each.

## implementation leadership + coordination

SPUR will serve as the coordinator and manager, providing continuity of leadership and maintaining the key relationships developed to date, with partner agencies taking the lead on project elements as appropriate from a legal and regulatory standpoint. SPUR will coordinate closely with partner agencies to pursue and secure additional funding, build political momentum, and maintain the focused

engagement of all partners. SPUR will lead public communications and steward the core principles of the Ocean Beach Master Plan through the full range of implementation efforts.

Project Lead: SPUR

## interagency circulation and access study

The recommended approach to coastal management at Ocean Beach will require significant reconfiguration of roadways, in particular the closure of the Great Highway South of Sloat Boulevard, and the re-routing of traffic via Sloat and Skyline. This will require the reconfiguration of several intersections and the redesign of Sloat Boulevard into a multi-modal coastal gateway. SPUR will assemble, scope, and manage consultant teams in close coordination with city agencies, through the Mayor's Office of Economic and Workforce Development, as well as identifying any additional funds necessary to

complete the scope of work.

- CEQA-ready Traffic Analysis of Great Highway re-routing and associated roadway and intersection reconfigurations
- Coordination with ongoing city transportation plans and studies, including the 19th Avenue Corridor Study
- Area-wide joint parking management plan
- L-Taraval Extension Planning
- Development of roadway configuration and design
- Zoo access reconfiguration
- Circulation and Access EIR

Project Lead: SPUR

EIR Lead: SFMTA

Partners:

SFMTA, SFCTA, MOEWD, SFZoo



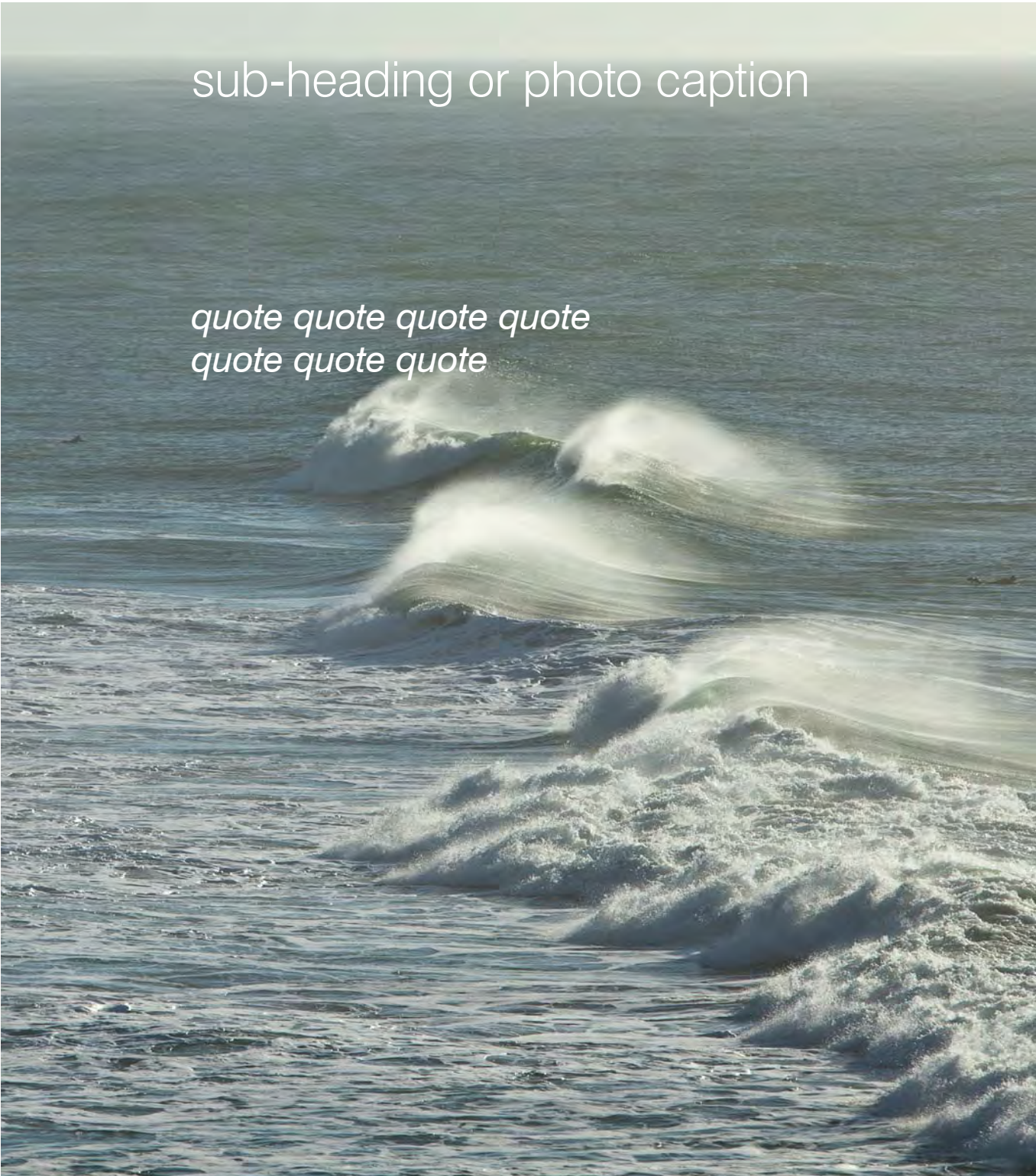


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# master plan implementation strategy



## joint coastal management framework and technical studies

The Coastal Management recommendations in the OBMP will require considerable study and analysis, and their implementation will depend on agreement among several affected agencies, including the National Park Service, SFPUC, and Army Corps of Engineers. A joint coastal management framework will define an agreed-upon set of triggers and actions for adaptation to rising sea-levels and associated coastal hazards at Ocean Beach.

SPUR will facilitate the development of a Joint Coastal Management Framework, in line with the principles of the OB Master Plan, to provide the basis of a formal agreement among the agencies responsible for coastal management and affected by coastal outcomes. Elements will include:

- Coastal Engineering Feasibility Studies

- Definition of Phasing, with Climate and Erosion triggers
- Economic and Cost-Benefit Analysis
- Coordination with Access and Surface Restoration Design and Implementation
- Capital Project Planning and Coordination

Project Lead: SPUR

EIR/EIS Lead: SFPUC

Project Partners: GGNRA, SFPUC, SFDPW, ACOE



## joint open space management agreement

Ocean Beach is experienced as a single place, but to date, management of Ocean Beach as an open space resource has been divided among several entities, resulting in significant public frustration over the most basic needs, such as waste management and restrooms. SPUR will facilitate the creation of a joint a management agreement or similar structure, whereby responsible agencies collaborate both to improve day-to-day operations and management, and to make significant improvements to public access and amenities in the future. Access improvements will include key segments of the Coastal Trail. This effort will include:

- Open Space Planning and Programming study
- Cost and Revenue Sharing Framework

- Dune Restoration Pilot
- Schematic Design: Public Access Improvements
- Management Agreement

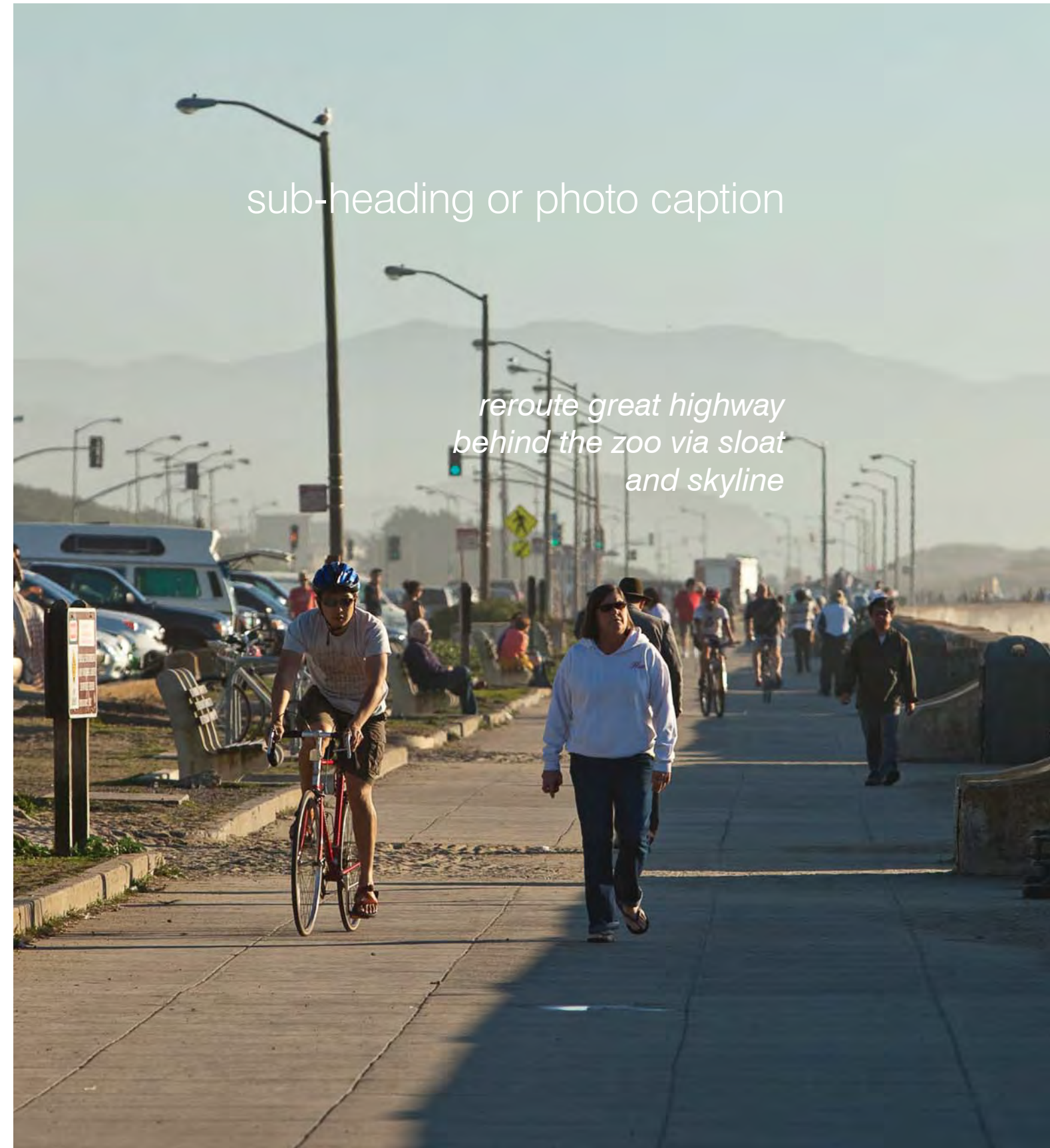
Project Lead: SPUR

EIS/EIR Lead: GGNRA

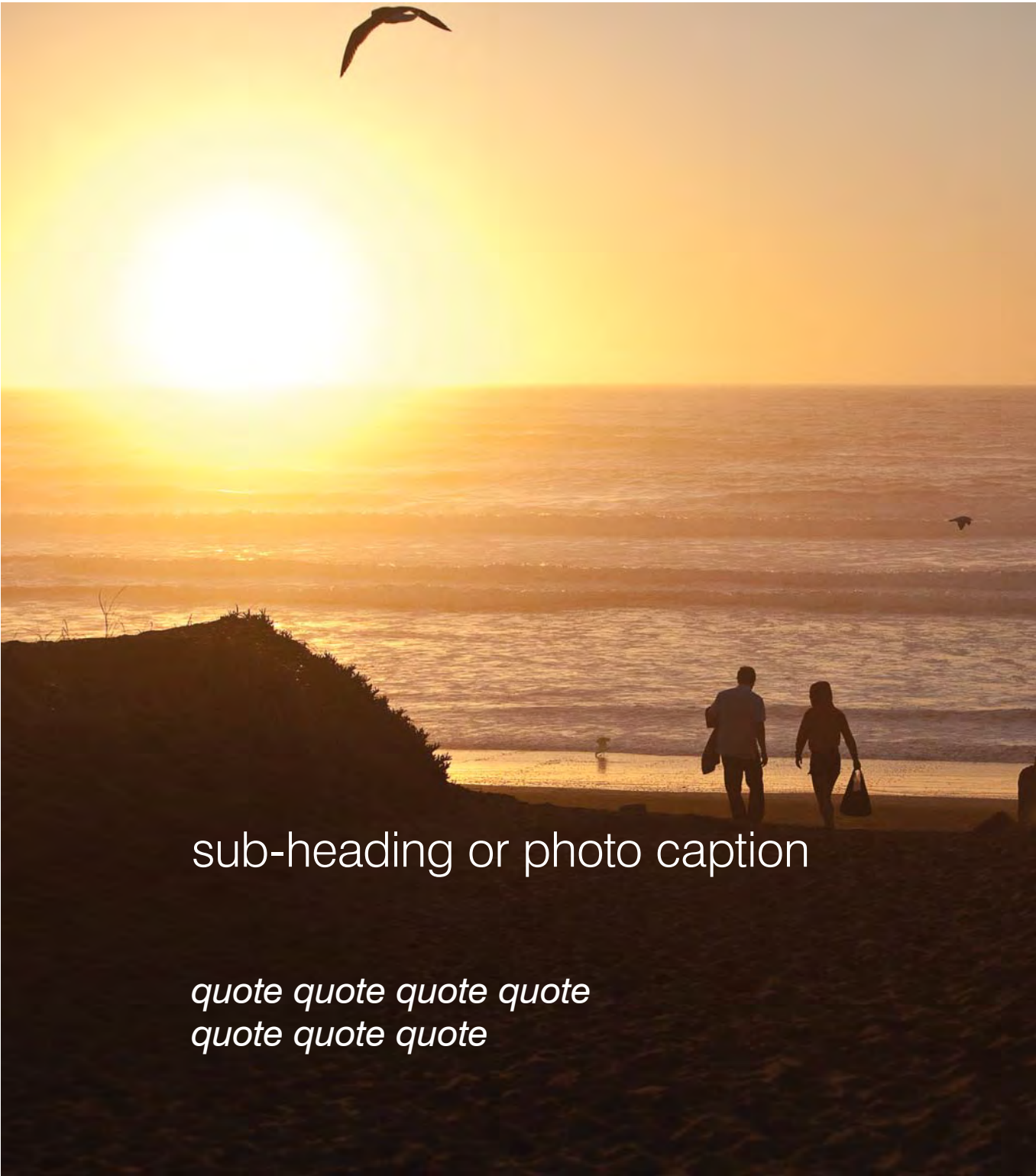
Project Partners: GGNRA, SFDRP, GGNPC, SFPUC, SFZoo

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*reroute great highway  
behind the zoo via sloat  
and skyline*



# master plan implementation strategy



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## funding opportunities

Ongoing engagement and additional funding can also leverage significant additional public and philanthropic moneys to support the implementation of Master Plan recommendations. Working with the Mayor’s office of Economic and Workforce Development, SPUR has already identified over 16 million dollars in existing funds from numerous sources that could be used directly or in support of plan recommendations.

funding opportunities

|                     | agency  | source                  | purpose                           | amount      |
|---------------------|---|-------------------------|-----------------------------------|-------------|
| direct / priority   | SCC   | grant request           | core impl/mgt funds               | \$400,000   |
|                     | SFPUC   | grant match             | core impl/mgt funds               | \$300,000   |
|                     | NPS   | grant match             | core impl/mgt funds               | \$125,000   |
|                     | CTA   | Prop K                  | Great Hwy                         | \$800,000   |
|                     | CCSF  | Cosco Busan settlement  | recreational amenities            | \$1,125,000 |
|                     | NPS   | Cosco Busan settlement  | recreational amenities            | \$7,000,000 |
|                     | NPS   | FLHP/TRIP               | GH corridor trail access          | \$250,000   |
| indirect / leverage | ACOE/CCSF                                       | section 2037 cost-share | beach nourishment                 | \$3.7M-6.8M |
|                     | CTA/MOEWD                                       |                         | 19th Ave transportation study     | \$480,000   |
|                     | NPS   | GMP projects list       | Oshaughnessy seawall rehab        | \$1,500,000 |
|                     | MTC/CTA   | T-E funds               | Cons. Corps partnerships          | tbd         |
|                     | MTC/CTA strategic growth council planning grant | OneBay Area Grant       | street/roads, bike/ped categories |             |
|                     | council planning grant                          | prop 84                 |                                   |             |
|                     | GGNPC   | philanthropic           | public access improvements        | tbd         |