

An aerial photograph of a coastal landscape during sunset. The foreground is dominated by a dense field of low-lying, reddish-brown and green coastal vegetation. To the left, a dark sandy beach curves along the edge of the ocean. Several small figures of people are visible on the beach. The ocean extends to the horizon under a hazy, orange-tinted sky. In the far distance, a range of mountains is visible. The text "subheading" is overlaid in white on the left side of the image.

subheading

“quote”

evaluations + cost / benefit analysis

WIN

evaluation criteria

Evaluation criteria were developed in consultation with OBMP Planning Advisory Committee to evaluate outcomes of Test Scenarios and Plan Recommendations.

focus areas

aspiration

evaluation criteria

focus areas: setting the foundation

ecology



Restore and establish conditions that support thriving biological communities.

1. Biodiversity & ecological functions on land, water, and intertidal zones



2. Habitat for key species (plovers, bank swallows)



3. Ecological connectivity



coastal dynamics



Identify a proactive approach to coastal management, in the service of desired outcomes.

1. Adaptable and effective response to erosion, storm surges and sea-level rise



2. Requirement for on-going interventions



3. Impact to other focus areas



utility infrastructure



Evaluate utility plans and needs in light of coastal hazards and uncertainties, and pursue a smart, sustainable approach.

1. Water quality management (stormwater, wastewater, combined-sewer overflows)



2. Flooding prevention (stormwater run-off)



3. Management of the investment in core utility facilities (treatment plant, transport box, Lake Merced tunnel...)



focus areas : place-making

access +
connectivity

Provide seamless and fluid connections to adjacent open spaces, the city, and the region.

1. Pedestrian and bicycle circulation along north/south corridors

-2 -1 0 1 2
(degrades) (improves)

2. Pedestrian & bike connections to adjacent open spaces, streets & transit network

-2 -1 0 1 2
(degrades) (improves)

3. Traffic flow and parking system

-2 -1 0 1 2
(degrades) (improves)

image + character



Preserve and celebrate the beach's raw and open beauty, while welcoming a broader public.

1. Image of Ocean Beach

-2 -1 0 1 2
(degrades) (improves)

2. Natural feel and experience of the beach (dunes, wildlife, surf...)

-2 -1 0 1 2
(degrades) (improves)

3. Experience and character of the urban edge along Ocean Beach

-2 -1 0 1 2
(degrades) (improves)

uses + activities +
program

Accommodate the diverse activities people enjoy at the beach, managed for positive coexistence.

1. Activities and amenities

-2 -1 0 1 2
(degrades) (improves)

2. Surf conditions

-2 -1 0 1 2
(degrades) (improves)

3. Compatibility of uses

-2 -1 0 1 2
(degrades) (improves)

focus area*

management +
stewardship

Provide an approach to long-term stewardship across agencies, properties, and jurisdictions.

1. Day to day management and maintenance

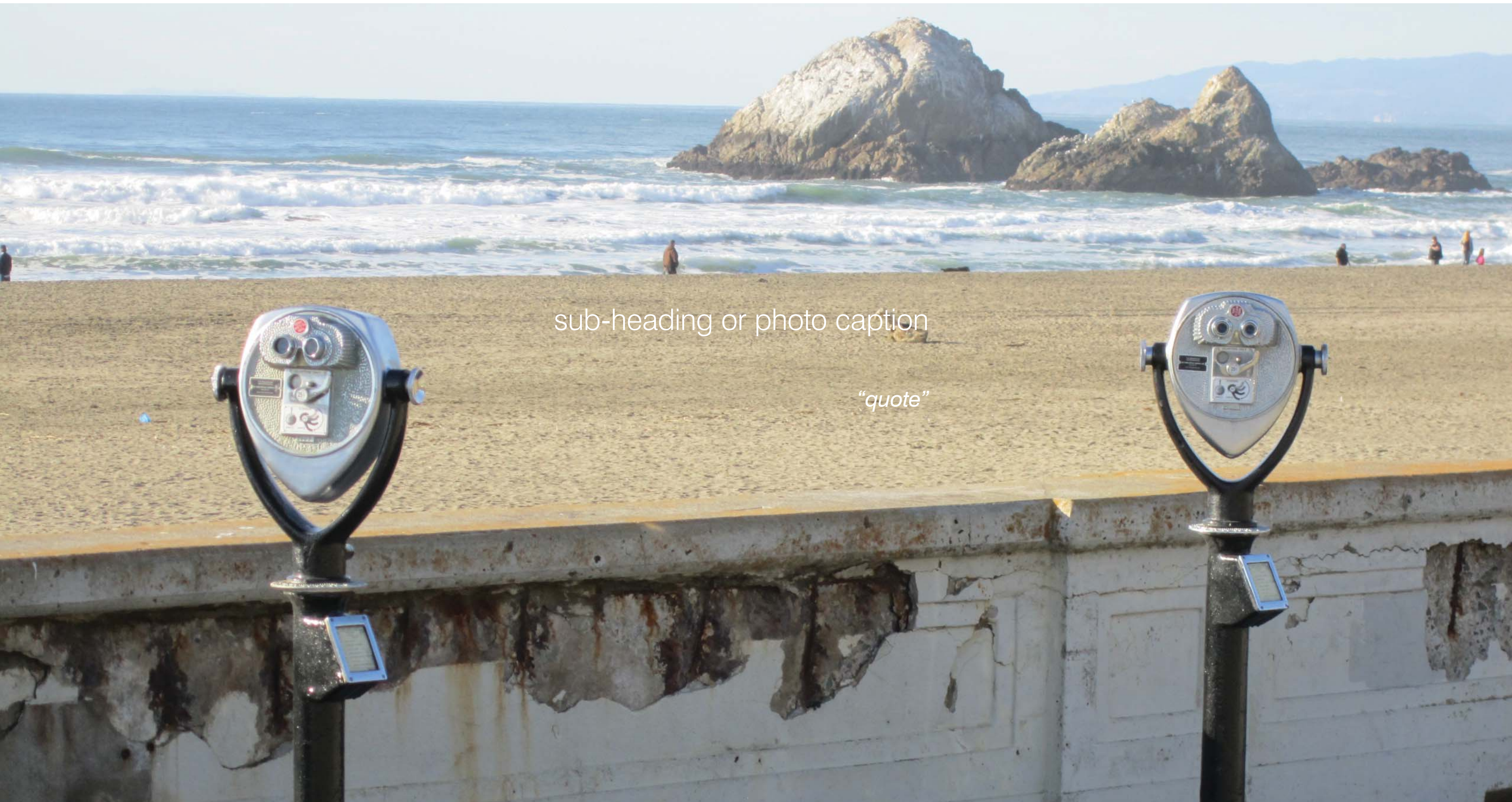
2. Ability for agencies to work cooperatively

3. Funding in support of the vision

cost/benefit analysis

Refer to Appendix (Cost/Benefit Analysis Technical Memorandum) for assumptions and additional information.

KEY MOVES	COST (current dollars)	TIME FRAME	PRESENT VALUE
1 Reroute Great Highway	\$ 12,807,381		\$ 5,068,315
Replace South of Sloat	\$ 5,898,200	MID	\$ 2,334,118
Reconfigure Sloat	\$ 6,510,431	MID	\$ 2,576,398
Consolidate Parking	\$ 79,750	MID	\$ 31,560
Reconfigure Zoo Parking	\$ 319,000	MID	\$ 126,239
2 Introduce Multipurpose Access System	\$ 76,949,875		\$ 27,925,725
Dismantle Great Hwy/Coastal Trail	\$ 402,000	MID	\$ 159,085
Protect Lake Merced Tunnel	\$ 60,000,000	MID/LONG	\$ 22,613,369
Allow Storm Surges/Wetland	\$ 5,500,000	LONG	\$ 781,251
Revegetate	\$ 11,047,875	MID	\$ 4,372,019
3 Reduce Great Highway	\$ 17,182,840		\$ 6,799,833
Narrow Hwy from 4 to 2 lanes	\$ 15,855,840	MID	\$ 6,274,694
Use Southbound Lanes for Parking, etc.	\$ 319,000	MID	\$ 126,239
Promenade	\$ 1,008,000	MID	\$ 398,900
Allow Dunes to Migrate		MID	
4 Middle Reach Dune Restoration	\$ 65,000,000		\$ 37,059,427
Beach Nourishment	\$ 60,000,000	NEAR/MID	\$ 35,080,757
Native Dune Restoration	\$ 5,000,000	MID	\$ 1,978,670
Sand ladders/Boardwalks		MID	
5 Connect GG Park with Beach	\$ 12,561,880		\$ 14,316,317
Reconfigure Parking Lot	\$ 319,000	NEAR/MID	\$ 7,158,158
Amenities	\$ 12,242,880	NEAR/MID	\$ 7,158,158
Event Capacity		NEAR/MID	
6 Bicycle/Pedestrian Improvements	\$ 8,128,960		\$ 4,562,378
Narrow Great Highway	\$ 7,120,960	NEAR/MID	\$ 4,163,478
Physically Seperated Bikeway	\$ 1,008,000	MID	\$ 398,900
Additional: Low Impact Development (LID)	\$150,000,000	MID	\$ 59,360,094
TOTAL	\$342,630,936		\$ 155,092,088



sub-heading or photo caption

“quote”



photo caption

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quote

outreach process

A robust public and stakeholder outreach process was fundamental to the development of this plan. Much of the team's effort was devoted to synthesizing a dizzying array of complex site conditions and tradeoffs into accessible and compelling materials to facilitate informed public participation.

Two earlier community task forces, The Ocean Beach Task Force under Mayor Brown, and the Ocean Beach Vision Council under Mayor Newsom, raised awareness and made proposals for the future of Ocean Beach, but neither had a pathway to implementation. The result was increased awareness on the part of decisionmakers, but frustration at the limited impact on the policies and actions of public agencies.

The Ocean Beach Master Plan process was intended to build on the efforts of these task forces by moving quickly and prioritizing results, while broadening the base of both community and agency stakeholders.



outreach process

stakeholder interviews

In scoping the project and identifying key issues and voices, the OBMP conducted one-on-one interviews with dozens of public agency and community stakeholders in the Summer and Fall of 2010.

technical advisors

An on-call group of technical advisors was identified and enlisted to weigh in as needed on the scientific and engineering aspects of the project. These included coastal engineers, climate scientists, traffic specialists, and wildlife biologists.

planning advisory committee

The Planning Advisory Committee (PAC) consists of more than 30 members representing many points of view. It includes agency staff, issue advocates, and community leaders. The PAC met approximately every 8-10 weeks throughout the process to review work in progress

and provide feedback.

steering committee

The Steering Committee is a small, non-delegable body consisting exclusively of agency directors, elected officials, and the PAC chair. The considerable interagency challenges at Ocean Beach made this high-level body indispensable in considering big-picture challenges at Ocean Beach. The Steering Committee met at key project milestones.

public workshops

The process included three major public workshops, which included interactive exercises and numerous channels for obtaining and recording public feedback.

- Workshop 1: Public Open House: Understanding Ocean Beach, San Francisco Zoo, January 2010
Attendance: >150

- Workshop 2: Test Scenarios
Golden Gate Park Senior Center, June 2010
Attendance: ~60
- Workshop 3: Draft Recommendations
Golden Gate Park Senior Center, October 2010
Attendance: ~60
- Online and Physical Survey
Participants: 100

online, social media, and other channels

Throughout the process, the OBMP team sought to use every available channel for public engagement, from posting multilingual fliers to Twitter. The project website includes the entire public record of the project, including all workshop presentations, public feedback, press clippings, and other resources. Two digital animations were developed by project consultants to explain complex technical processes in a clear, accessible manner. An online feedback tool allowed the public to respond to Draft Recommendations in a

systematic and transparent fashion, and was heavily used.

- Respondents to Draft recommendations Survey: 100 (15 paper, 85 online)
- Twitter followers: 75
- Facebook followers: 210

Finally, SPUR used its extensive schedule of public programming to host several panels and an exhibition at the Urban Center Gallery, further extending the projects public engagement.

project phases

1. Startup (Jun-Aug, 2010)
2. Problem Definition (Sep-Dec, 2010)
3. Alternatives/Scenarios Development (Jan-May, 2011)
4. Draft Recommendations (May-October 2011)
5. Draft Master Plan Document (October 2011- February 2012)



sub-heading or photo caption

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