



National Park Service
U.S. Department of Interior

NPS Cosco Busan Recreational Use Program

Ocean Beach Master Plan Design Elements Project

Final Programmatic Report

June, 2019

Recipient Park Unit: Golden Gate National Recreation Area
Project Location: Ocean Beach, San Francisco
Date Approved: January 8, 2013
Project Period: July 2013 – February 2017
Award Amount: \$150,000
Total Expended: \$150,000
Matching Contribution: \$175,000 (for North and South Ocean Beach)
Matching Fund Source: California State Coastal Conservancy
San Francisco Public Utilities Commission
Project Number: PXXGOGA0821

1. Summary of Accomplishments

This project provided funding for development of schematic designs that would implement the improvements described in the [Ocean Beach Master Plan \(2012\)](#) for the northern portion of Ocean Beach between Lincoln Avenue and Balboa Street. The schematic designs are summarized in the [Ocean Beach Open Space Landscape Design Summary](#) completed in February, 2017, by San Francisco Planning and Urban Research Associates (SPUR) and AECOM.

The Design Summary document presents schematic design improvements for two portions of Ocean Beach, which present very different conditions and opportunities. The North Ocean Beach focus area comprises the parking lots and promenade between Lincoln Avenue and Balboa Streets. The South Ocean Beach focus area comprises the roadway, parking lots, and beach access points south of Sloat Boulevard. This Cosco Busan project funded the design elements for the North Ocean Beach focus area.

2. Project Activities & Outcomes

Golden Gate National Recreation Area (GGNRA) entered into a cooperative agreement and task order with SPUR in 2013 to develop the design concepts for North Ocean Beach that were recommended in the [Ocean Beach Master Plan](#) (2012), which was developed through a robust interagency and public process. At the same time, GGNRA entered into a separate task order to develop design concepts for South Ocean Beach, where coastal erosion has impacted the Great Highway and visitor access to the beach. The results of these efforts are combined in the [Ocean Beach Open Space Landscape Design Summary](#). These design concepts are intended to be integrated into the Master Plan implementation efforts being pursued by multiple agencies.

North Ocean Beach, between Lincoln Avenue and Balboa Street, represents San Francisco's western waterfront and lies directly west and adjacent to Golden Gate Park. The iconic Cliff House sits atop the cliffs to the north. It is the busiest section of Ocean Beach, with extensive parking along the historic O'Shaughnessey seawall and promenade. Several major events are held here each year. However, in its current state, it is not a welcoming space for visitors and it lacks strategic connections for pedestrians and cyclists to Golden Gate Park on the opposite side of the Great Highway. This section of the beach also lacks basic amenities such as restrooms, seating and bicycle parking. Likewise, the multi-use path which extends south of Lincoln Avenue between the Upper and Lower Great Highway is not well-connected to the promenade to the north. These poor connections compromise the safety of the thousands of pedestrians and cyclists that visit the area.

The North Ocean Beach design concepts presented in the [Ocean Beach Open Space Landscape Design Summary](#) are intended to implement Key Move 5: Better Connection Between Golden Gate Park and the Beach of the 2012 Master Plan. The design concepts add improvements to the parking lots, expand and clarify pedestrian spaces, and provide a welcoming sense of arrival.

Examples of specific improvements to create a better connection between Golden Gate Park and Ocean Beach include:

- Renovating parking lots, adding permeable paving, preserving flexible use and event capacity
- Modifying parking entrances and improving pedestrian crossings at John F Kennedy Drive and the Beach Chalet
- Adding a two-way, physically-separated bikeway on the east side of the Great Highway north of Fulton Avenue, and integrated with the existing multi-use trail
- Adding basic visitor amenities including restrooms, food, adequate seating, and bike parking
- Developing a joint city-federal parking management plan, including consideration of fee parking on peak days
- Adding landscape elements appropriate to the rugged conditions, and introducing climate-appropriate native landscape plantings

3. Benefits

Development of these design concepts for North Ocean Beach bring the National Park Service and the City and County of San Francisco one step closer to implementation of the Ocean Beach Master Plan “Key Move 5: Better Connection Between Golden Gate Park and the Beach.” The primary objectives of this key move are to: improve safety for pedestrians, cyclists and motorists; add visitor amenities that are currently lacking; and create a more welcoming sense of place on the City’s western waterfront.

4. Lessons Learned

Completion of these design concepts took longer than anticipated, in part due to the more pressing need to address ongoing coastal erosion at South Ocean Beach where the Great Highway is in imminent danger of failure. These conditions escalated the timeline for development of design concepts for the vehicular abandonment of the Great Highway south of Sloat Boulevard. The two projects were combined, delaying completion of the Ocean Beach Open Space Landscape Design Summary until early 2017. However, this did result in additional funding being available to support the North Ocean Beach design concepts, and having a final document that more thoroughly addressed the issues identified in the Ocean Beach Master Plan.

5. Project Documents

[Ocean Beach Open Space Landscape Design Summary](#)

February, 2017

Benjamin Grant, SPUR, Project Director

Patricia Fonseca, AECOM, Principle in Charge

Hogan Edelberg, AECOM, Lead Designer

Radhya Adityavarman, AECOM, Designer

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Funding for the [Ocean Beach Open Space Landscape Design Summary](#) was provided by:

Golden Gate National Recreation Area

California State Coastal Conservancy

National Parks Service Cosco Busan Settlement Fund

San Francisco Public Utilities Commission

The document is available for download at the following link:

[Ocean Beach Open Space Landscape Design Summary](#)

The design concepts funded by the Cosco Busan Trustee Council for North Ocean Beach begin on page 58 of the document.

6. Funding acknowledgement

Funding for this recreational use restoration project was provided by the Cosco Busan Trustee Council comprised of the California Department of Fish and Wildlife, the California State Lands Commission, the National Oceanic and Atmospheric Administration, and the Department of the Interior through the U.S. Fish and Wildlife Service and the National Park Service.

7. Literature Citations

[Ocean Beach Master Plan](#), May 2012. SPUR with AECOM, ESA PWA, Nelson\Nygaard, Sherwood Design Engineers, and Phil D King, PhD. The document is available for download at the following link:

[Ocean Beach Master Plan](#)

8. Figures



Figure 1. Google Earth oblique image of North Ocean Beach in San Francisco, from Balboa Street looking south toward Lincoln Avenue