

## Workshop Introduction

The first workshop for the Ocean Avenue Corridor Design Project was held on Wednesday, March 12, 2014 from 6-8pm at Lick-Wilmerding High School. The City co-hosted the event with the Ocean Avenue Association Street Life Committee. Approximately 50 people were in attendance. This project has two distinct projects; a near-term streetscape project from Manor to Phelan, led by the Department of Public Works, and a longer term design project from Phelan to San Jose, led by the Planning Department.

The goals of the first public workshop were to: understand likes and dislike about Ocean Avenue today, share ideas about ways to improve and beautify the Commercial Corridor, and get input on the route and experience walking along Ocean Avenue from Phelan to San Jose. The meeting began with a presentation which included an introduction to the project, an overview of existing conditions and an update on projects and studies past and planned. Following the presentation, participants completed three exercises in smaller groups.

## Summary

### Exercise #1 – Manor to San Jose

The purpose of the first exercise was to understand broadly what people like and dislike about the corridor. Participants were invited to place a green dot on things they like, a red dot on things they dislike, and to provide further notes and comments directly on the map. See Activity 1 for images of the feedback received for this exercise.

### Exercise #2 – Manor Drive to Phelan

The purpose of the second exercise was to begin to understand ways to improve and beautify Ocean Avenue Commercial Corridor. The feedback received from this exercise is summarized below.

#### 1. What businesses do you regularly visit between Manor and Phelan?

- Fruit Barn
- Walgreens
- Ocean Cyclery
- Whole Foods
- Fog Lifter
- Yogurtland
- Java on Ocean
- Various ATMS/Banks
- Ingelside Library
- Dri-Clean Express
- The Ave Bar
- Vikings Giant Submarines
- 24 Hour Fitness

**2. Below is a list of potential improvements for Ocean Ave. Place a dot on the plan next to the 3 amenities that you would most like to see occur:**

- Greening/Landscaping (16)
- Intersection Improvements (15)
- Gathering Spaces/Sidewalk Seating (13)
- Bicycle Improvements (8)
- Sidewalk Widening (8)
- Consolidated Newsracks (6)
- Public Art (3)
- Neighborhood Identity Banners (1)
- Other:
  - Restore Beep's Sign (1)
  - New Bakery (1)
  - Farmer's Market (1)
  - More Restaurants and bookstore
  - Lighting (1)

**3. There are many parklets throughout San Francisco. Which are your most favorite parklets, and why?**

- Devil's Tooth Bakery - 3876 Noriega St
- Mojo Bicycle Cafe' - 639 Divisadero St
- Four Barrel Coffee - 375 Valencia St
- David's Tea/Martha and Brothers Coffee - 3868 24th Street
- Mama Art Café - 4754 Mission

**4. Typically, parklets incorporate seating and planting elements. What elements would you like to see in the parklet design?**

- Native Plants
- Light for Nighttime Safety
- Safe Edge Condition
- Play feature for Kids
- Attractive Planting

**5. The Mobile Parklet will be the first parklet on Ocean Avenue and could become an emblem of the neighborhood. Do you have any ideas for the parklet design team that could make the Mobile Parklet especially expressive of your neighborhood identity?**

- Parklet should have contemporary feel and design, especially if adjacent to Whole Foods and new housing developments
- Historic Use of urbano racetrack, could these be used for teeming parklet?
- Use a screen/barrier that is interesting and provides a safety between traffic and pedestrians
- Ocean Theme that reflects context of SF and Ocean Ave
- Tree plantings if possible in parklet? Provide some shade and screening from wind
- Incorporate a sense safety and neighborhood identity
- Don't like parklets on Haight near Ashbury with bricks, use interesting materials that are warm and inviting
- What about incorporating planters along streetscape that match the look and feel of parklet?
- Parklet should be low maintenance

**6. Other General Comments:**

- DPW open space area, what can we do with this space to make it more usable
- CBD signage and gateway for Ocean Ave
- How to provide visual connection between Phelan to San Jose and manor to Phelan currently disconnected.
- Multiple comments about diversity of businesses along Ocean, No more Chinese restaurants, multiple people mentioned possibility of a new bakery or bookstore.
- Lighting near ATMS and banks is poor
- Barriers at key transit stops to prevent individuals from crossing
- Space for Community garden at Miramar?
- More family friendly elements
- Difficult left turn at Whole Foods creates traffic anxiety
- Business void between Miramar and Ingleside

**Exercise #3 – Phelan to San Jose**

The purpose of this exercise was to understand the route people take and their walking experience. Participants were invited to draw their route on a map, using a color to indicate their mode of travel. Participants were then invited to give feedback on the Ocean/Geneva/Phelan intersection and place a dot on an area that needs improvements. See Activity 3 for images of the feedback received for this exercise meeting. Lastly, participants were asked to complete a short survey. Twenty eight surveys were completed and the results are summarized below.

**1. Generally what brings you to this stretch of Ocean Avenue (Phelan Ave to San Jose Ave)?** *Check all that apply* )

- Live (16)
- Work (11)
- School (10)
- Shopping (9)
- Transit stop (13)

**2. How do you typically get here?** *(Check your primary mode of transportation)*

- Drive (20)
- Walk (18)
- Muni (10)
- Bart (8)
- Bike (3)

**3. When you walk from the Balboa Park Station to the Ocean Avenue Commercial Corridor or to City College, which street do you generally chose?**

- Ocean Avenue (24)
- Geneva Avenue (2)

**4. Why do you choose this street?**

- Convenient route (19)
- Feels safe from traffic speeds (5)
- Clean (4)
- Feels safe from traffic (4)
- Feels safe from crime (3)
- Enough time to cross the street (2)
- Lighting (1)
- Greenery/Landscaping (1)

**5. Generally how satisfied are you with the pedestrian bridge?**

- Very satisfied (0)
- Somewhat satisfied (5)
- Somewhat unsatisfied (8)
- Very unsatisfied (12)

**6. Please list up to three ways your experience using the pedestrian bridge could be improved.**

A majority of the survey participants said a design change or upgrade (e.g. new paint, beautification, gateway element or signage) could improve the pedestrian bridge. Other suggestions included:

- Lighting
- Removal of the pedestrian bridge
- Safety improvements

**7. Generally how satisfied are you with your experience crossing the Phelan/Geneva/Ocean intersection?**

- Very satisfied (0)
- Somewhat satisfied (3)
- Somewhat unsatisfied (8)
- Very unsatisfied (15)

**8. Please list up to three ways your experience crossing this intersection could be improved.** Many survey participants said pedestrian safety should be improved at the Phelan/Geneva/Ocean intersection. Other suggestions included:

- Traffic calming features (e.g. bulb outs, crosswalk improvements, etc)
- Roadway changes to support pedestrian safety
- Better landscape/greenery
- Reduce traffic congestion and wait time

**9. Which of the following amenities would improve your experience along Ocean Avenue between Phelan Ave and San Jose Ave? ( Check all that apply and circle your top priority)**

The top amenities noted by participants that would improve their walking experience along Ocean between Phelan and Jose were **Greening and landscaping, Lighting and Safer Intersections**

- Bicycle Improvements/Bike Racks (6)
- Greening/Landscaping (17)
- Safer intersection improvements (13)
- Better lighting for pedestrians (14)
- Places to sit along the way (5)
- Wider sidewalks (8)