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RECREATION AND PARK DEPARTMENT

*GOLDEN GATE PARK MASTER PLAN*  
[NEWSLETTER]

Number 1, November 1992  
through  
Number 10, May 1999

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# GOLDEN GATE PARK

MASTER PLAN

Number 1

Planning for the Park's Second Century

November 1992

## Work begins on an update of the Golden Gate Park Master Plan

DOCUMENTS DEPT.

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### Public Participation is a Critical Component of the Master Plan

Golden Gate Park is the centerpiece of our park system and beloved by all San Franciscans. In a difficult budget period, the voters of San Francisco recently demonstrated their love and support for the well-being of Golden Gate Park by approving the \$76 million Golden Gate Park Infrastructure Bond.

At the same time that planning will start for the Golden Gate Park infrastructure improvements, the Park Planning staff, with assistance of the landscape architecture firm of Royston Hanamoto Alley & Abey, is preparing an update of the Golden Gate Park Master Plan. Specific areas related to the planning effort include transportation, architecture, geology, economics, civil engineering, forestry, history and environmental review.

Golden Gate Park is under the jurisdiction of the San Francisco Recreation and Park Commission which is concerned with the future well-being of the Park. Considerable effort has been expended over the past twelve years researching and developing elements of a Master Plan for the Park. These elements will be reassessed, revised where appropriate, and supplemented with other components to complete a comprehensive Master Plan document for the Park.

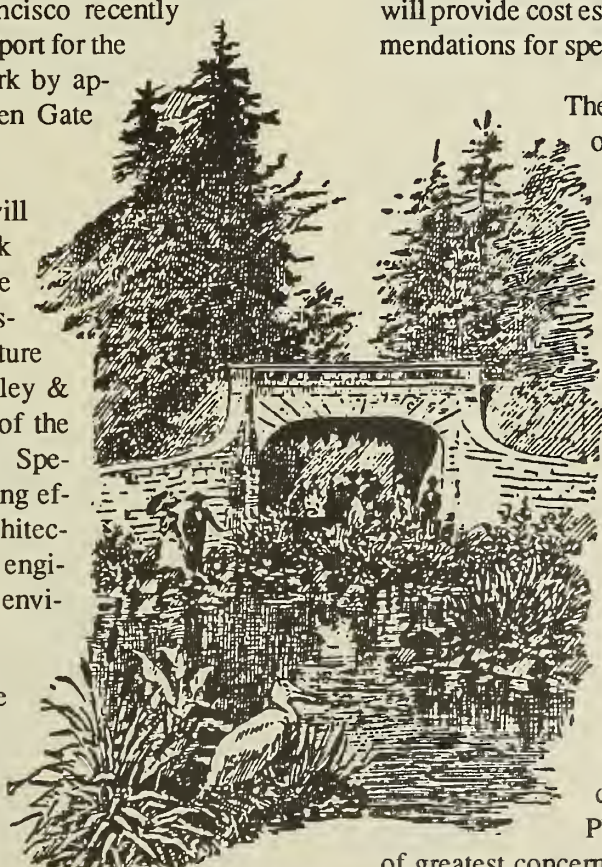
The Master Plan will primarily be a policy document providing background information, updated objectives and policies, and management recommendations for such areas as traffic, forestry, building rehabilitation, security, park maintenance, and land use. An action plan will provide cost estimates, phasing and funding recommendations for specific areas or projects.

The plan will retain the integrity of the original park design, yet have sufficient flexibility to accommodate the evolving needs of park users. The goals of the Master Plan process are to:

- Develop a park master plan to guide park preservation and improvements into the 21st century.
- Prepare an action plan abiding with adopted objectives and policies.
- Design the document as a fund raising guide for public and private efforts.

Active public participation is a critical component of this planning effort. Please respond to the enclosed questionnaire and assist the Planning Team in defining the issues

of greatest concern in preserving, maintaining and enhancing this great park.



*Mary E. Burns*

Mary E. Burns  
General Manager, Recreation and Park Department



## The Master Plan Process

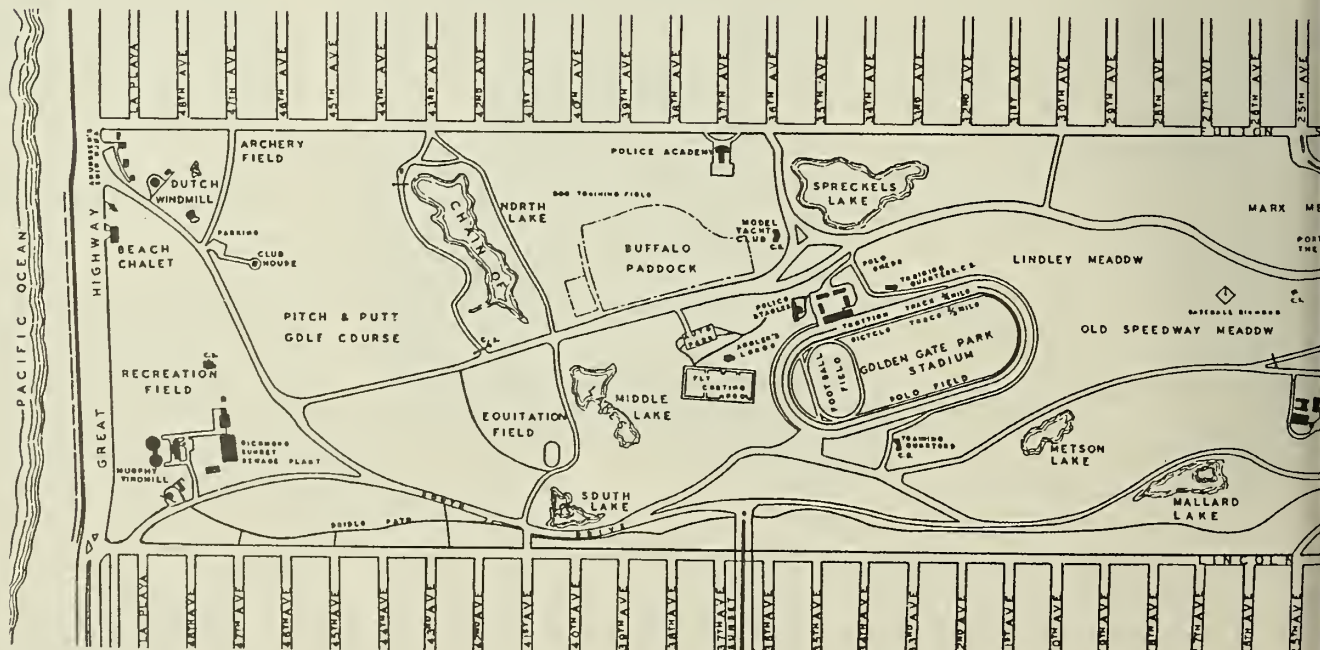
The project is proceeding with two phases. In the first phase, the Planning Team is reviewing available data, performing field investigations and meeting with City staff and project task force groups to discuss issues related to the park. A community meeting will be scheduled early in 1993 to present the initial findings of the Planning Team and get further input from the community regarding issues and alternatives to be addressed in the Master Plan. In the second phase, the Planning Team will draft amendments to the Master Plan Objectives and Policies and propose recommendations for key park areas.

A series of community meetings in Phase II will encourage participants to evaluate alternatives and comment on the Draft Master Plan. Public hearings will also be scheduled when the draft plan is submitted to the Recreation and Park Commission for their review. Hearings before the Recreation and Park Commission for final approval will be scheduled once the draft plan has received an environmental evaluation.

In addition to the scheduled community meetings, the planning process includes periodic meetings with the Master Plan task force groups, and interviews and meetings with park user and neighborhood groups.

At present, we need your assistance in identifying issues and concerns related to the future of Golden Gate Park. Preliminary discussions have identified some issues to include:

- Traffic, transportation and parking
- Appropriate land uses
- Landscape preservation and reforestation
- Revenues/concessions/fees
- Park amenities/visitor services
- Recreation activities and impacts
- Security/homelessness
- Wildlife enhancement/animal control
- Structures/building expansion
- Community process



## Adopted Objectives and Policies (1985)

The Adopted Objectives and Policies (1985) will be the foundation for the Master Plan. These objectives and policies are intended to establish guidelines for preservation, use and development of the Park by a process that involves planning staff, expert advisors and community involvement.

**OBJECTIVE I.** Acknowledge Golden Gate Park's contribution to the diversity of cultural and recreational activities available to residents of San Francisco and the Bay Region; recognize the Park's importance as an American cultural resource.

**OBJECTIVE II.** Provide for the protection and renewal of the Park landscape.

**OBJECTIVE III.** Preserve the open space of Golden Gate Park.

**OBJECTIVE IV.** Create and maintain a parkwide system of recreational roadways, pathways and trails.

**OBJECTIVE V.** Foster appropriate use of Park recreation resources.

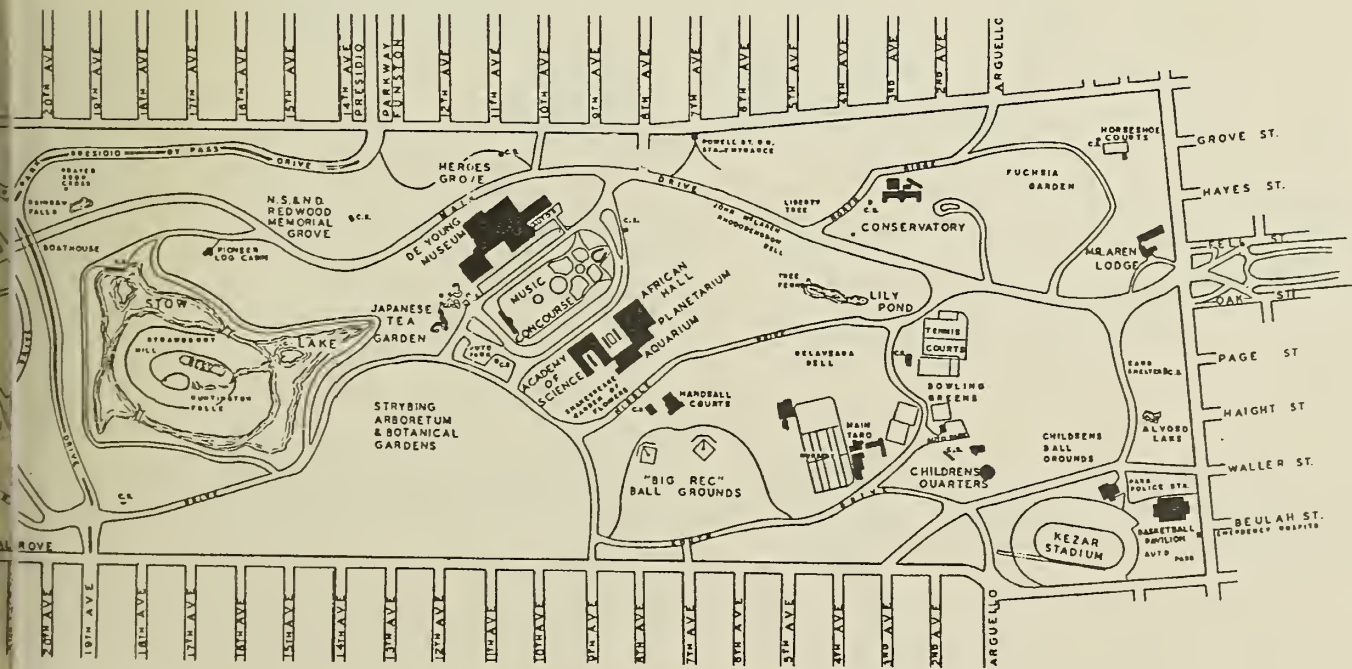
## You Gotta Have Park - The Friends Support the Golden Gate Park Master Plan

Friends of Recreation and Parks has an active role in the new Golden Gate Park Master Plan. In addition to donating \$90,000 toward its completion, the Board of Directors of the Friends is committed to fundraising to implement the adopted Master Plan.

Friends of Recreation and Parks, a non-profit organization, has supported the San Francisco Recreation and Park Department by providing private financial support for unbudgeted improvements and programs.

The Friends sponsor the annual "You Gotta Have Park" Day, held in October, when all are invited into the Park to do volunteer clean-up, tree planting, and other park beautification projects. Other Friends' activities include: renovating the Shakespeare Garden; installing an automated irrigation system for the Rose Garden; re-landscaping Sixth Avenue, a closed roadway; and managing and administering the Memorial Bench Program.

The Friends encourage everyone to support Golden Gate Park and become involved in the planning process. Please call if you would like more information about the Friends, would like to become a member, or would like to participate in the next "You Gotta Have Park" Day. The Friends of Recreation and Parks can be reached at (415) 750-5105.







# GOLDEN GATE PARK

MASTER PLAN

Number 2

Planning for the Park's Second Century

February 1993

## Public Workshop is Scheduled to discuss Park Issues

What does the future hold for Golden Gate Park? What is the condition of the park, and what elements need restoration? Which park policies should be revised to best manage the park? How can the park be maintained in the face of shrinking city budgets? These are a few of the questions that the Golden Gate Park Master Plan will attempt to answer. The park is one of the most loved places in San Francisco. But the park is over 120 years old, and some elements of the park are in need of rebuilding. Some of the policies guiding the management of the park need to be updated to address current issues.

The Park Planning staff is preparing this Master Plan update with assistance of the landscape architecture firm of Royston Hanamoto Alley & Abey. The Master Plan will address many aspects of Golden Gate Park, including transportation, land use, landscape preservation and reforestation, wildlife, historic structures, recreation, security, revenues, and operations and management. Phase I of the Master Plan is examining the existing conditions, identifying issues, and assessing park needs. Phase II will include recommendations and an action plan.


Public participation is an important part of the Master Plan process. The community will help identify issues and set priorities. A Task Force composed of representatives from interested groups, park users, citizens, and park staff will guide the planning process. There will be several public workshops at key points in the planning process. A questionnaire is included in this newsletter for your written comments. When a draft plan is completed, public hearings will be held by the Recreation and Park Commission.

From meetings with park staff, management, and the Task Force, and from comments received from the questionnaire in the first newsletter, a preliminary draft report of park issues has been compiled. This report will be completed following the upcoming public workshop. A summary of park issues identified to date is on page 2. The issues identified in Phase I will help to focus the Phase II work.

From the findings so far, the issues most often mentioned are transportation (including traffic and parking congestion) and landscape preservation and restoration. People want to preserve the park experience and the historic role of the park as a "sylvan retreat" and escape from urban pressures. Another issue identified is the shrinking public funds available to maintain Golden Gate Park. Sufficient funds to adequately maintain the park are not assured by any legislative mandate.

Golden Gate Park is your park, and we encourage you to become involved in the planning process. The first public workshop is scheduled for Thursday, February 25, at 7:00 p.m. at the County Fair Building (9th Ave. and Lincoln Way). What the park will offer for future generations is being discussed today. I hope you will participate in these meetings.

Sincerely,

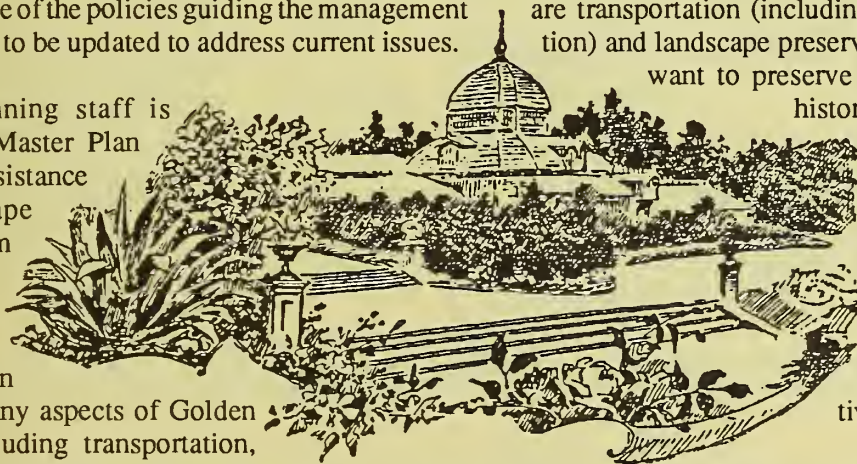


Mary E. Burns  
General Manager, Recreation and Park Department

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## Park Issues

The ideas that shape issues concerning the use and future of Golden Gate Park are formed on the basis of each person's viewpoint and how they experience the park. These ideas and issues are as diverse as the people visiting the park. As the park is owned in common, everyone sees the park as their own and emotions regarding the park are strong. Everyone has their own personal vision of Golden Gate Park. The purpose of the first phase of the Master Plan process is to assess the range of ideas, opinions, and visions that people have for the park. From these ideas, the master plan will identify where there are common themes, where there is community consensus, and where there are differing opinions that will require a decision-making process.

Below is a summary list of the park issues to date. Additional comments regarding park issues will be sought at the upcoming public workshop on February 25.

### *Traffic, Circulation, and Parking*

- Access and Park Experience
- Through Traffic
- Traffic and Parking Congestion
- Commuter Parking
- Road Closures
- Traffic Safety
- Bicycle Circulation and Access
- Pedestrian Circulation
- Transit Service

### *Appropriate Land Uses*

- Richmond Sunset Water Pollution Control Plant
- Recycling Center
- Large Events
- Fee Events
- Maintenance Compounds

### *Landscape Preservation and Reforestation*

- Landscape Design
- Reforestation
- Landscape Maintenance and Care
- Sustainable Landscape
- Irrigation System
- Use of Reclaimed Water

- Management, Revenues, and Concessions*
- User Fees
- Developing Other Revenue Sources
- Management Structure and Procedures

### *Security and Homelessness*

- Homelessness
- Drug Abuse
- Enforcement

### *Park Amenities and Visitor Services*

- Signs
- Visitor Services
- Restrooms and Drinking Fountains
- Food Services
- Accessibility

### *Recreation Activities and Impacts*

- Demand for Trails
- Mountain Bikes
- In-line Skating
- Regulations and Enforcement
- Night Lighting

### *Wildlife Enhancement and Animal Control*

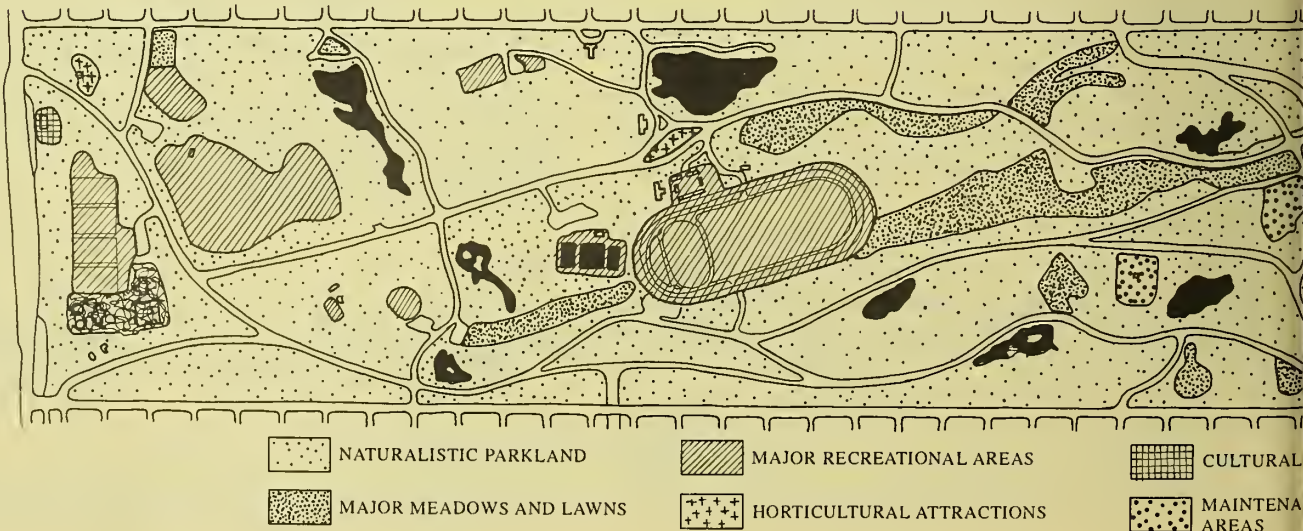
- Feral Cats
- Landscape as Wildlife Habitat
- Tree Snags
- Maintenance of Lakes
- Dogs

### *Structures and Building Expansion*

- Building Alterations
- Maintenance and Storage Sheds
- Concession Buildings

### *Community Involvement and Process*

- Neighborhood Impacts
- Community Involvement
- Fund Raising
- Communication
- Volunteerism





# Upcoming Events

## Master Plan Public Workshop: Identifying Issues

This will be the first of several public workshops and meetings for the Golden Gate Park Master Plan. There will be a brief introduction to the Master Plan process and a slide show illustrating some of the issues which reflect the concerns for the use and future of the park. The rest of the meeting will be devoted to audience discussion of park issues.

**Thursday, February 25, 1993**

**7:00 p.m.**

**County Fair Building  
9th Ave. & Lincoln Way**

The closest accessible MUNI stop for the County Fair Building is 9th Ave. & Lincoln Way (44 O'Shaughnessy, 71 Haight-Noriega). Large print agendas are available by calling Park Planner Deborah Learner at (415) 666-7087. Sign language interpreters are available upon request by contacting Deborah Learner at (415) 666-7087 at least two working days prior to a meeting. In order to allow those with environmental illness to attend meetings, individuals are requested to refrain from wearing perfume or other scented products. The TDD phone number for the Recreation and Park Department is (415) 666-7043.

## Special Presentation:

## Parks for People and Cities

Dr. Galen Cranz, noted architectural sociologist and author of *The Politics of Park Design*, will present a lecture illuminating the history of ideas of what parks should accomplish for people and cities.

This informative lecture/slide presentation will be held on **Wednesday, March 3, 7:00 p.m.** in the Trustee's Auditorium at the M.H. deYoung Memorial Museum in Golden Gate Park. The event is sponsored by the **Friends of Recreation and Parks** to encourage public awareness and participation in the update of the Golden Gate Park Master Plan. Admission to the presentation is \$5.00. Entrance to the museum is free.

Dr. Cranz will examine historical models of park development, including the pleasure ground, the reform park, the recreation facility, and the open space system. The implications of a sustainable ecological model for the future will highlight the presentation.

Dr. Cranz has taught for the past eighteen years in the Architecture Department of the University of California, Berkeley. Early experience in the design of public playgrounds sparked her interest in the history and sociology of urban parks. For more information please call (415) 666-7087.



EXISTING LAND USE

### Golden Gate Park Master Plan Questionnaire

The following questionnaire provides you an opportunity to voice your own concerns. The form also gives you an opportunity to volunteer for a park visitor or transportation survey. Please indicate if you would like to volunteer. **Please return questionnaires by March 1.**

You will have the opportunity to discuss your issues and to listen to other concerns at the first community workshop to be held on February 25, 1993. Subsequent workshops will be held in Phase II to evaluate alternatives and to review a preliminary Master Plan.

For information contact:

Deborah Learner  
Park Planner/Project Manager  
San Francisco Recreation and Park Department  
(415) 666-7087

✂ -----  
**Questionnaire:** Newsletter #2, January 1993

1. Please describe important issues the Master Plan update should include:

2. Please include me in the Golden Gate Park Master Plan mailing list:

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Affiliation: \_\_\_\_\_

3. The master plan process may include park visitor or transportation surveys. Volunteers will help the master plan team in these activities. Please indicate if you would like to be informed of such volunteer opportunities.

Yes, I would like to be informed of volunteer opportunities.

Please return your response to: Deborah Learner, Park Planner, McLaren Lodge, S.F. 94117;  
FAX: (415) 668-3330, Phone (415) 666-7087.



# GOLDEN GATE PARK

MASTER PLAN

Newsletter

Number 3

Planning for the Park's Second Century

May 1993

## Objectives and Policies for the Park are Being Revised

The realities of San Francisco's budget shortfall are coming to light. The City is facing hard choices. There will be budget cuts across the board, but because of the many "mandated" services and programs in other departments, there is serious concern that the ongoing maintenance budget for the Recreation and Park Department will suffer further reductions.

Because of these potential cuts in the Department's operation and maintenance funds, the work of the Master Plan becomes even more essential. The Master Plan will examine ways to preserve and maintain the park with a decreasing reliance on the City's general fund money.

Now more than ever it is important to build a constituency for Golden Gate Park and to foster community ownership.

The public participation element of the Master Plan process is one way for us to involve the community in the future of Golden Gate Park. We are looking to the community for solutions and ideas. Those ideas may include a much greater reliance on private fund raising, generating greater fees within the park, or increasing the role of volunteers in the park.

The Master Plan process is providing a timely forum for the discussion of these issues. It is the level of community involvement that will determine the level of success.

How the park is managed and how priorities are determined is guided by the Objectives and Policies for Golden Gate Park. The Objectives and Policies provide a framework for decision making. The Department is now in the process of revising the Objectives and Policies, which were first adopted in 1979. Revisions are needed to respond to new conditions and issues. The objectives provide concise statements on the philosophy of the management of Golden

Gate Park. The policies provide guidelines for application of the Objectives. When the Objectives and Policies are revised, recommendation and action plans to implement them will be developed to complete the Master Plan.

Meetings with the Golden Gate Park Master Plan Task Force, the Golden Gate Park Transportation Task Force, and the public are providing forums for discussion about the Objectives and Policies. Following these meetings, the Draft

Policies and Objectives will be presented to the Recreation and Park Commission for discussion before recommendations are developed.

A public meeting to discuss the Draft Revised Objectives and Policies is scheduled for Monday, June 14, at 7:00 p.m. at the County Fair Building (9th Ave. and Lincoln Way). An informational presentation on the Objectives and Policies is scheduled before the Golden Gate Park Committee of the Recreation and Park Commission on Monday, July 12, at 4:00 p.m. in McLaren Lodge.

The current budgetary outlook for the next several years puts the future of Golden Gate Park at stake. The more people that care about the park, and the greater the sense of community ownership, the more secure the future of the park will be. We need your help and your neighbors' help. I invite you to help us determine the future of the park by taking part in the Master Plan process.

Sincerely,



Mary E. Burns  
General Manager, Recreation and Park Department



## DRAFT REVISED OBJECTIVES FOR GOLDEN GATE PARK

The following are the draft revised objectives that have been developed to date. Each objective has a set of policies that are also being revised. The **bold** type identifies new language. The normal type identifies language that was taken from the existing Objectives and Policies approved in 1979. Complete copies of the Draft Revised Objectives and Policies are available at McLaren Lodge.

- OBJECTIVE I            **THE SIGNIFICANCE OF GOLDEN GATE PARK**
- Preserve Golden Gate Park's contribution to the diversity of cultural, **natural**, and recreational resources available to **park visitors from San Francisco, the Bay Region, and elsewhere**. Recognize the park's importance as an American cultural resource.
- OBJECTIVE II           **LAND USE AND ACTIVITIES**
- Ensure that **land uses and activities in Golden Gate Park contribute to the mission and purpose of the park**. The activities within a designated land use area should be appropriate to the land use purpose.
- OBJECTIVE III           **LANDSCAPE PRESERVATION AND RENEWAL**
- Provide for the protection and renewal of the park landscape.
- OBJECTIVE IV           **PARK CIRCULATION**
- Create and maintain a parkwide system of recreational roadways, pathways, and trails. Minimize motor vehicular traffic.
- OBJECTIVE V           **BUILDINGS, STRUCTURES, AND MONUMENTS**
- Minimize the impacts of buildings and structures, and preserve the open space of Golden Gate Park. **Maintain and preserve historic buildings and structures**.
- OBJECTIVE VI           **RECREATIONAL USES AND FACILITIES**
- Ensure that recreational uses of Golden Gate Park are appropriate to the park environment and experience.
- OBJECTIVE VII           **PARK MANAGEMENT AND SECURITY**
- Park management should implement adopted policy, preserve the park resources, and operate and maintain the park efficiently.
- OBJECTIVE VIII           **COMMUNITY INVOLVEMENT AND PROCESS**
- Foster community participation in determining the future of Golden Gate Park.



# Upcoming Events

## Master Plan Public Workshop: Objectives and Policies

This will be the second of several public workshops and meetings for the Golden Gate Park Master Plan. There will be a brief update of the Master Plan process followed by a discussion of the draft revised Objectives and Policies.

**Monday, June 14, 1993**

**7:00 p.m.**

**County Fair Building  
9th Ave. & Lincoln Way**

Copies of the draft revised Objectives and Policies are available at McLaren Lodge at the information desk.

## A Presentation to the Golden Gate Park Committee of the Recreation and Park Commission

This will be an informational presentation to the committee on the draft revised Objectives and Policies. This meeting will be for informational purposes only, no action will be taken. There will be an opportunity for public comment.

**Monday, July 12, 1993**

**4:00 p.m.**

**McLaren Lodge  
Commission Room  
Fell and Stanyan Streets**



### **Disability Access:**

The closest accessible MUNI stop for the County Fair Building is 9th Ave. & Lincoln Way (#44 O'Shaughnessy, #71 Haight-Noriega). There is accessible parking on King Drive in front of the County Fair Building.



For the following services contact Deborah Learner at (415) 666-7087, at least 72 hours prior to the meeting:

- Large print agendas
- Sign language interpreters

In order to allow those with environmental illness to attend meetings, individuals are requested to refrain from wearing perfume or other scented products. The TDD phone number for the Recreation and Park Department is (415) 666-7043.



### **Disability Access:**

The closest accessible MUNI stop for McLaren Lodge is at Stanyan and Haight (#71 Haight-Noriega). The Commission Room is accessible by wheelchair via the McLaren Lodge Annex. There is accessible parking in the adjacent parking lot.



For the following services contact Deborah Learner at (415) 666-7087, at least 72 hours prior to the meeting:

- Large print agendas
- Sign language interpreters

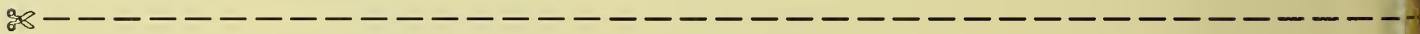
In order to allow those with environmental illness to attend meetings, individuals are requested to refrain from wearing perfume or other scented products. The TDD phone number for the Recreation and Park Department is (415) 666-7043.

*For information on the Golden Gate Park Master Plan contact:*

Deborah Learner  
Park Planner/Project Manager  
San Francisco Recreation and Park Department  
McLaren Lodge  
San Francisco 94117  
(415) 666-7087

Copies of the  
***Draft Revised Objectives and Policies***  
for Golden Gate Park  
are available at the  
McLaren Lodge information desk.

*To be added to the Master Plan mailing list:*



Please include me in the **Golden Gate Park Master Plan** mailing list:

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Please return to: Deborah Learner, Park Planner, McLaren Lodge, S.F. 94117;  
FAX: (415) 668-3330, Phone (415) 666-7087.



OCT 04 1993

# GOLDEN GATE PARK

## MASTER PLAN

(Newsletter)

Number 4

Planning for the Park's Second Century

October 1993

## The Origins of the Park and its Design

Construction of Golden Gate Park began in 1871 based on a plan by William Hammond Hall. The site was a part of the newly annexed "Outside Lands" and consisted primarily of sand hills. The design was based on park theory espoused by Frederick Law Olmsted. Hall designed rural and pastoral scenes to provide relief from the pressures of urban life, and wrote that:

*"A park . . . should be an agglomeration of hill and dale, meadow, lawn, wood and coppice presenting a series of sylvan and pastoral views, calculated to banish all thought of urban objects, and lead the imagination to picture space beyond as a continued succession of rural scenes and incidents."*

Hall envisioned a park for all classes of people, a truly democratic and progressive idea for its time. He described this in his report to the Commissioners in 1873:

*"With drives and rides for the rich, and pleasant rambles for the poor; quiet retreats for those who would be to themselves, and thronged promenades for the gayly disposed; sheltered nooks for invalids, and open grounds for lovers of boisterous sports; tracts adapted to the special wants of children, and arranged to insure their comfort and welfare—the modern urban park is, indeed, the municipality's open-air assembly room, acceptable alike to all, and pleasing to each of her citizens."*

Much of Hall's original plan sur-



William Hammond Hall

vives, providing the framework of today's park. The design intent endures, as does the way the park is used, the activities it supports, and people's love for the park. The park is a highly successful landscape design that has matured, but not changed significantly in its 120 years. It is the city around it that has grown, and changed dramatically.

Next year will mark the centennial of the Midwinter Fair that resulted in development of what is now the Music Concourse. As we look back at the previous century of the park's history, the Master Plan is looking forward to the next hundred years.

## Master Plan Update

After several months of work, a draft of the revised Objectives and Policies for Golden Gate Park was completed in July and presented to the Golden Gate Park Committee of the Recreation and Park Commission (no action was taken, this was an informational presentation only). The draft was the result of several meetings with the public and the Master Plan Task Force. The draft Objectives and Policies are open for comment (copies are available at McLaren Lodge) and will be further revised as the Master Plan develops.

Options and alternatives are now being developed to implement the Objectives and Policies. These will consist of specific recommendations and actions to preserve and enhance Golden Gate Park. The options and alternatives will provide a range of

solutions from which the draft master plan will be formulated.

There are three **public meetings** scheduled this fall to discuss the options and alternatives. Each meeting will cover different issues in Golden Gate Park. See the calendar inside for dates and topics of the public meetings and **mark your calendars and plan to attend!** The development of the master plan has included public participation from the beginning, and your continued participation will ensure a Master Plan that incorporates the diverse views of all park users.

Mary E. Burns, General Manager  
Recreation and Park Department



Support Golden Gate Park by joining the



Since 1971, Friends of Recreation and Parks has sought to stimulate broader interest in the programs and activities of the San Francisco Recreation and Park Department, and to generate private financial support for improvement of San Francisco's parks and recreation facilities.

In Golden Gate Park, funds generated by membership and by private donations have helped renovate the Shakespeare Garden, restore the carousel, provide an irrigation system for the rose garden, improve the pedestrian entrance at 6th Avenue and Fulton Street, and contribute to a host of other projects in the park. The Friends of Recreation and Parks is also supporting the Golden Gate Park Master Plan, financially and otherwise, to ensure the preservation and enhancement of the park for future generations.

The Friends of Recreation and Parks provides free guided walking tours of Golden Gate Park every weekend, May through October. *You Gotta Have Park!* Day is an annual all-out cleanup and fund raising day in Golden Gate Park coordinated by the Friends of Recreation and Parks. Volunteers pick up litter, clear pathways, plant trees, and staff donation booths around the park.

This kind of public-private partnership will play a more important role in the future, as public funds for parks and recreation becomes more scarce. Your membership and donations will support this effort.

**BE A FRIEND...**to the millions of people whose lives are enriched by our parks. Join now.

Mail to: Friends of Recreation and Parks  
McLaren Lodge, Golden Gate Park  
San Francisco, CA 94117

- Friend - \$25
- Good Friend - \$50
- Best Friend - \$150
- Other

Name \_\_\_\_\_

Address \_\_\_\_\_

City/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Thank you for your tax deductible donation.

## Volunteer Opportunities

The need for community involvement in Golden Gate Park is growing. There are many opportunities for you to get involved and make a difference. The Friends of Recreation and Parks will be organizing volunteer work projects on a monthly basis. Please contact Joseph Turner, the Friends' volunteer organizer, at 750-5105, or Elaine Molinari at 666-7024. We will be clearing brush, removing ivy and other invasive plants, cleaning up trash, raking leaves, and other projects as determined by the Golden Gate Park gardeners.

The Friends of Recreation and Parks also sponsor *You Gotta Have Park!* Day (October 3), an annual all-out cleanup and fund raising day in Golden Gate Park. Volunteers pick up litter, clear pathways, plant trees, and staff donation booths around the park. Flyers for *You Gotta Have Park!* Day were mailed to people on the park's volunteer list. If you did not receive a notice, and would like to receive notices of future volunteer events, send in the form on the back of this newsletter.

### Upcoming Volunteer Events:

**Saturday, October 16, 1993**

**Saturday, November 20, 1993**

**Saturday, December 11, 1993**

The **AIDS Memorial Grove** is living memorial that is being created through volunteer labor and private fund raising. Volunteer workdays are scheduled monthly to clear debris, pull weeds, and plant trees and shrubs. The grove is located in the historic deLaveaga Dell opposite the tennis courts at the corner of Middle Drive East and Bowling Green Drive. For more information call 415/ 621-3260.

**Sunday, December 5, 1993**

The **Richmond Sunset Green Party** sponsors work parties in San Francisco's parks and open spaces. On December 5, 10 a.m., they will have a work party in Golden Gate Park at the oak woodland area near 6th Avenue and Fulton. Bring work gloves if you have them. For more information contact: Susan Arnesen, 566-1876.

### Ongoing Activities:

The **Golden Gate Park Collectors** pick up trash each Saturday and Monday. Meet at the Stow Lake Boat-house at 10 a.m.

**Strybing Arboretum Society** volunteers work in the gardens, nursery, and bookstore. For information contact Diana Colby at 661-0822



# Master Plan Public Meetings:

## Options and Alternatives

There will be three public meetings this fall to look at a range of ideas to address issues and to implement policies. Each meeting will cover different topics. The options and alternatives will be presented and there will be time for questions and comments. Comments received from the public will assist in selecting which alternatives are carried forward into a draft Master Plan.

The first meeting will discuss circulation and include measures to:

- reduce non-park traffic and traffic speed by altering some park entrances and narrowing portions of roadways
- address commuter parking with parking restrictions
- improve bicycle and pedestrian accessibility.

The second public meeting will address several issues including:

- preservation of the park's historic landscape design
- measures to improve the park's role as wildlife habitat
- proposed use changes and priorities for buildings and structures
- an update of utilities and infrastructure planning (for improvements funded by the Golden Gate Park infrastructure bond).

The third and final public meeting of this phase will cover the following issues:

- potential funding sources to supplement the park budget including private and public sources and partnerships
- management of the park land uses through a land use plan and a standard of appropriateness
- improvements to park amenities including lighting, accessibility, signs, and proposals for park visitor centers
- improving park security and addressing abuses of park land.

### Public Meeting Dates:

All meetings will be at 7:00 p.m., at the County Fair Building, 9th Ave. & Lincoln Way:

1. **Wednesday, October 27, 1993:**
  - Circulation
2. **Wednesday, November 3, 1993:**
  - Landscape
  - Wildlife
  - Recreation
  - Buildings and Structures
  - Utilities and Infrastructure
3. **Thursday, November 18, 1993:**
  - Funding sources
  - Land Use
  - Park Amenities
  - Security



### Disability Access:

The County Fair Building is accessible by wheelchair. Both the 44 O'Shaughnessy and the 71 Haight-Noriega MUNI buses stop at the corner of 9th Avenue and Lincoln Way and are wheelchair accessible.



Large print agendas are available by calling the General Manager's Office at (415) 666-7080. Sign language interpreters are available upon request by contacting Tim Lillyquist at (415) 666-7080, at least two working days prior to a meeting. The TDD phone number for the Recreation and Park Department is (415) 666-7043.

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**To be added to the Master Plan mailing list:**

Please include me in the **Golden Gate Park Master Plan** mailing list:

I would like to be notified of volunteer activities.

I would like to be notified of meetings to review and discuss disability access.

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Affiliation: \_\_\_\_\_

**Master Plan Documents**

Copies of the Golden Gate Park Master Plan Phase I Report and background reports are available from the Recreation and Park Department. Documents are available for review at McLaren Lodge, or to receive a copy of the documents listed below, please send this form with your name and address and a check, payable to Recreation and Park Department, for the correct amount to cover printing and mailing of documents.

Please **mail me** the documents indicated (check should include amount for printing and mailing).

Please prepare a packet of the documents indicated which **I will pick up** at McLaren Lodge (check should include amount for printing only)

**Draft Objectives & Policies**  
 Printing: no charge  
 Mailing: \$1.00

**Phase I Report: Park Issues and Needs Assessment**  
 Printing: \$3.00  
 Mailing: \$1.40

**Background Reports:**

**1. Economic Issues**  
 Printing: \$1.70  
 Mailing: \$1.00

**4. Geology, Groundwater, and Recycled Water**  
 Printing: \$2.00  
 Mailing: \$1.20

**2. Transportation**  
 Printing: \$3.00  
 Mailing: \$1.40

**5. Forests and Wildlife**  
 Printing: \$2.50  
 Mailing: \$1.40

**3. Evaluation of Buildings, Monuments, and Statues**  
 Printing: \$7.00  
 Mailing: \$2.50

**6. Historical Element**  
 Printing: \$1.40  
 Mailing: \$1.00

**Please return to:**

Deborah Learner, Park Planner, McLaren Lodge, S.F. 94117; Phone (415) 666-7087, Fax: (415) 668-3330.



# GOLDEN GATE PARK

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MASTER PLAN



Number 5

Planning for the Park's Second Century

April 1994

## Master Plan Update

Over 120 years ago, a dramatic visionary plan proposed a great park in what was then primarily an expanse of drifting sand. Now in its second century, Golden Gate Park is facing new and growing challenges. The vision that was required to create the park from barren sand dune is also needed today to preserve and enhance the park to ensure that it will continue to serve future generations. The Golden Gate Park Master Plan attempts to provide that vision and lay the groundwork for its preservation and enhancement into the next century.

The Master Plan is the first comprehensive plan for the park since the initial plan by William Hammond Hall. The plan addresses issues and provides recommendations for park circulation, landscape preservation, recreation, visitor facilities, buildings and monuments, utilities and infrastructure, park management, and funding. An important finding of the Master Plan is the belief that Golden Gate Park can be supported through new sources of public and private funding. It is that belief that permits this plan to be a bold one: to propose new park improvements and additional staff to maintain it at a time that the Recreation and Park Department is receiving less funds from the City's General Fund. A summary of the Draft Master Plan is included with this newsletter.

### A Draft Plan is Available for Review

A preliminary draft of the Golden Gate Park Master Plan has been completed and is available for public review. The draft plan is the result of an 18-month

planning process that included Recreation and Park Department staff, consultants, a citizens' task force, and the general public. The draft plan is an in-progress plan. Development of the plan will continue through the spring.

### Public Meetings

There will be two public meetings in April that will provide an opportunity for review and comment by the general public. The first meeting, on **April 18**, will cover circulation issues, and the second meeting, on

**April 26**, will involve the balance of the plan. Both meetings will be held at the County Fair Building, and begin at 7:00 p.m. Copies of the plan will be available to facilitate review of the plan prior to the meetings (see the response form in this newsletter). Your participation at the meetings is welcomed.

Deborah Learner,  
Park Planner/Project Manager

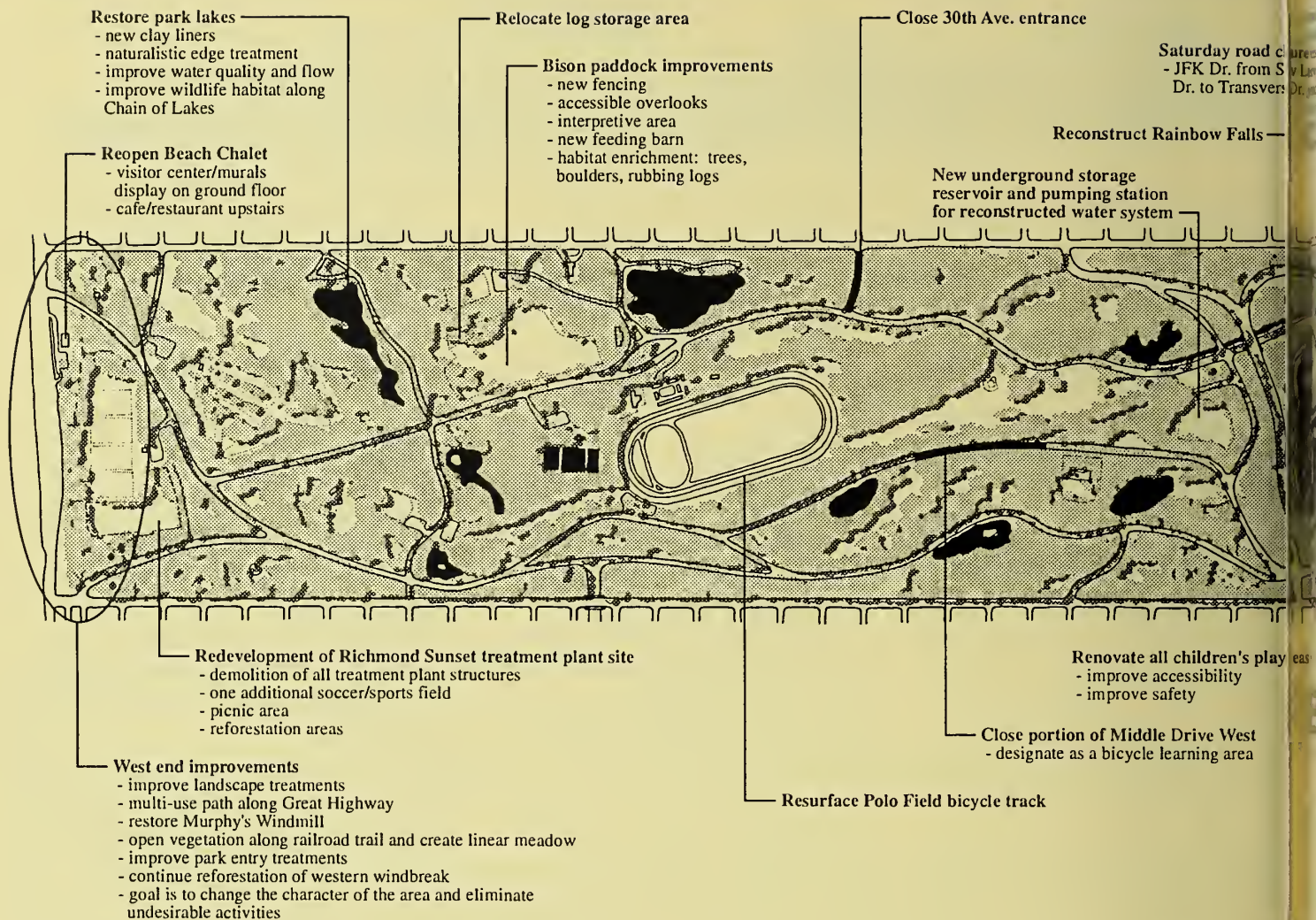
### *A Master Plan for Strybing Arboretum and Botanical Gardens*

A special area plan is being undertaken by the Strybing Arboretum Society, in cooperation with the Recreation and Park Dept., to develop a master plan for the botanical gardens within Golden Gate Park. A focus of the study will be a redesign of the County Fair Building, the main entrance, and the demonstration gardens. The planning will explore the creation of an orientation center for the gardens and for Golden Gate Park within the County Fair Building, as well as retail, rental, classroom, and office space. The study will also examine the North Gate, the new nursery, pedestrian and vehicular circulation, design guidelines, and visitor amenities. The master plan for the gardens will be incorporated into the Golden Gate Park Master Plan. For more information on this planning process, see the response form in this newsletter.

### *Mountain Bikes in Golden Gate Park?*

As the popularity of mountain bikes has grown, so has their use in Golden Gate Park. Although officially not permitted, mountain bike use, along with trail conflicts and erosion problems, has proliferated due to a lack of effective policy, regulation, and enforcement. A planning process is beginning to look at the issue of mountain bikes and other trail and pathway issues. The process will include bicyclists, equestrians, hikers, runners, and other trail users. The study will look at ways to reduce trail conflicts and erosion problems. Can these problems be addressed by permitting and controlling mountain bike use in certain areas, or must they be banned altogether? What role can volunteer groups play in maintaining trails and curbing misuse by a few individuals? If you are interested in this issue, please see the response form in this newsletter.





## Other Master Plan Recommendations

### Park Landscape

- Continue reforestation program and increase reforestation effort in eastern park.
- Implement a shrub layer restoration program.
- Implement an erosion control program to address spot erosion problems.
- Install automatic irrigation systems for turf areas.
- Emphasize historic landscape preservation and restoration.
- Improve wildlife habitat values around the park, and designate areas with high wildlife values as special management areas.
- Designate significant oak woodland areas as oak woodland preserves.

### Circulation

- Improve accessibility of park features and facilities.
- Improve bicycle paths, widen for multiple use and improve signs.
- Continue to study ways to reduce impacts of vehicle traffic on the park, particularly from non-park through traffic.
- Seek funding for a park shuttle.
- Continue to explore transit service improvements with MUNI.
- Study feasibility of undergrounding of Crossover Drive and grade separation for the Crossover Drive/MLK Drive intersection.

### Visitor Facilities

- At all park entries, install comprehensive signs with park information, regulations, and a map for pedestrians, bicyclists, and vehicles.
- Produce visitor brochures with maps and information for walking, bicycling, and other park activities.
- Restore and maintain all park restrooms.

### Buildings and Monuments

- Improve accessibility of all park buildings.
- Continue seismic improvement program.
- Implement a program to restore and maintain statues and monuments.

### Utilities and Infrastructure

- Reconstruct water supply and distribution system.
- Maintain the use of park wells, and facilitate the use of reclaimed water in the future as a supplement to well water.
- Rebuild electrical supply system and provide new lighting to improve safety.
- Improve sewer and drainage systems.



Concourse restoration  
 - fountains  
 - trees  
 - roadway behind bandstand &  
 - landscaped plaza for cafe  
 - benches for bandstand events  
 - information kiosk

Landscape extensions along eastern JFK Drive  
 - defines parking lanes and single travel lanes  
 - prevents passing on right  
 - slows speeds

7th Ave. transit portal  
 - new pedestrian and bicycle entry to JFK Drive  
 - restore Powell Street Railway station

Improve traffic flow at Stanyan/Fulton intersection

New design for JFK/Kezar entry  
 - create "T" intersection  
 - narrow to one lane into park  
 - increase landscape area  
 - slows speed of vehicles entering the park

Improve design and landscape treatment of Haight Street entry area

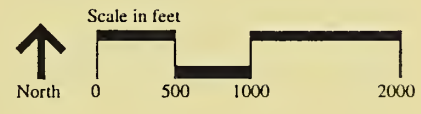
Close Waller Street

Close portion of Arguello

3-4 hour parking limits in eastern park to reduce commuter parking

New entry treatment at 9th & Lincoln  
 - improve pedestrian circulation  
 - improve views and visibility of arboretum  
 - announce entry  
 - plaza treatment  
 - entry signs

Develop portion of County Administration Building for park and arboretum visitor center



**Management**

to 35 additional staff are recommended to improve park maintenance.  
 an expanded role and additional staff are recommended for the Park  
 control to improve park security.  
 increase volunteer opportunities.

**Economic Issues**

reduce reliance on City General Fund.  
 seek new public funding sources that can be used for ongoing park  
 maintenance such as a dedicated new tax.  
 seek additional private funding sources by establishing a conservancy  
 organization for Golden Gate Park to significantly increase private sector  
 support.

# Draft Master Plan Summary

To be added to the Master Plan mailing list:

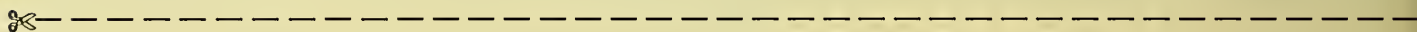
- Please include me in the **Golden Gate Park Master Plan** mailing list.
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- I would like to be notified of meetings to review and discuss **disability access**.
- I would like to be notified of meetings to review and discuss the **Master Plan for Strybing Arboretum and Botanical Gardens**.
- I would like to be notified of **volunteer activities**.
- Other issues (please specify): \_\_\_\_\_.

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Affiliation: \_\_\_\_\_



Master Plan Documents

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- Please **mail me** the **Golden Gate Park Draft Master Plan** (include a check for **\$4.60**: \$3.00 for printing and \$1.60 for mailing).
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Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Please return to:

Deborah Learner, Park Planner, McLaren Lodge, S.F. 94117; Phone (415) 666-7087, Fax: (415) 668-3330.





# GOLDEN GATE PARK

MASTER PLAN

(Newsletter)

Number 6

Planning for the Park's Second Century

June 1994

## Public Hearing with the Recreation and Park Commission

The Recreation and Park Commission will hold a special meeting to take comments on the Golden Gate Park Draft Master Plan. The action under consideration by the Commission will be a recommendation to initiate the environmental review process for the Master Plan. The Commission will not be adopting the Master Plan at this time. Adoption will occur after completion of environmental review.

Wednesday, July 13, 1994  
7:00 - 9:00 PM

County Fair Building  
Golden Gate Park  
9th Avenue & Lincoln Way

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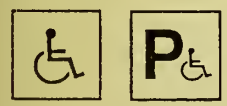
The Agenda Item is as follows:

- GOLDEN GATE PARK
- GOLDEN GATE PARK MASTER PLAN
- ENVIRONMENTAL REVIEW

Approval of resolution recommending initiation of environmental review for the Golden Gate Park Master Plan.

For further information regarding this item, contact Deborah Learner at 666-7087. Copies of the Draft Master Plan are available from the Recreation and Park Department (see newsletter response form).

### Disability Access:

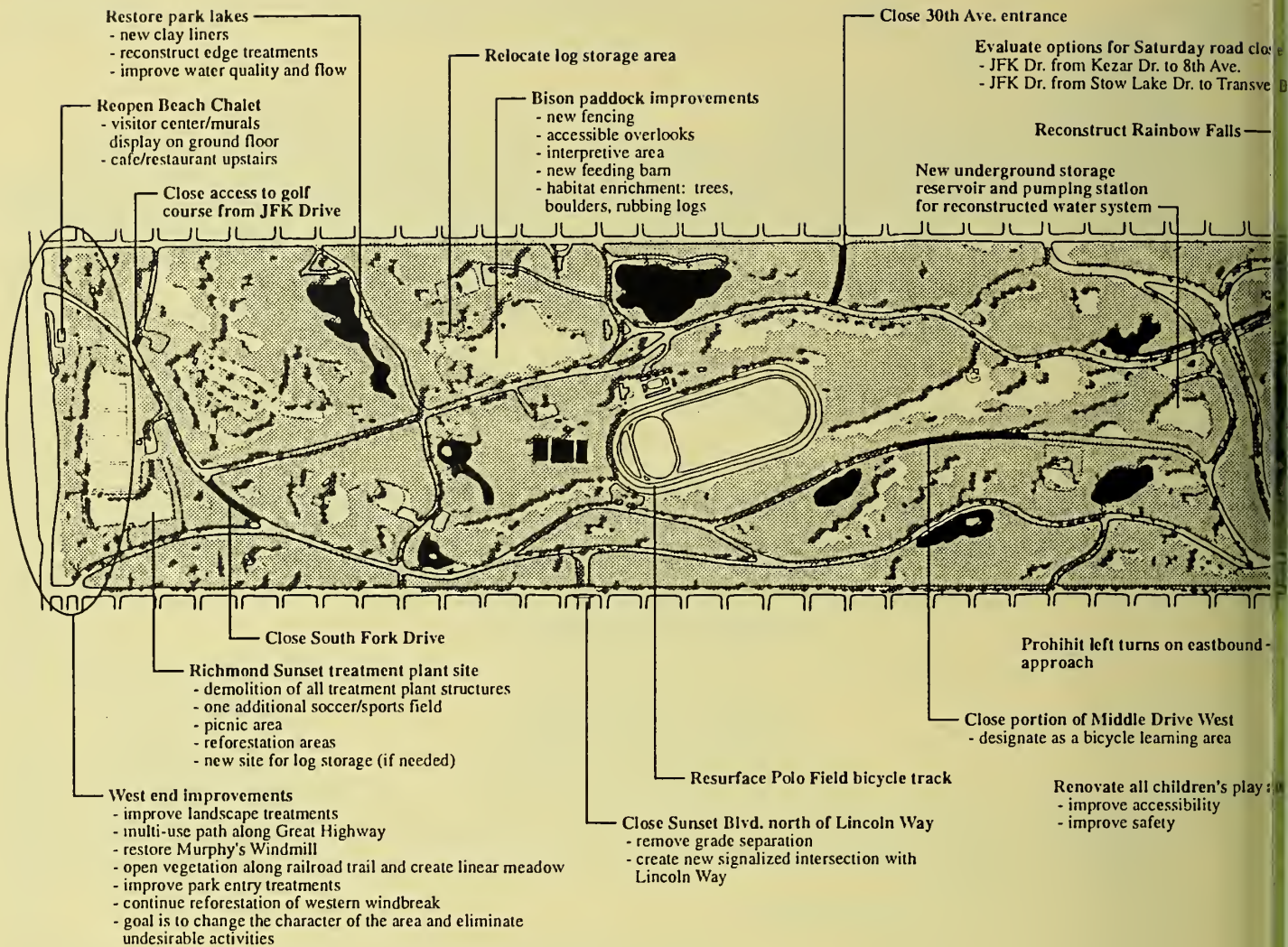


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## Other Master Plan Recommendations

### Park Landscape

- Continue reforestation program and increase reforestation effort in eastern park.
- Implement a shrub layer restoration program.
- Implement an erosion control program to address spot erosion problems.
- Install automatic irrigation systems for turf areas.
- Emphasize historic landscape preservation and restoration.
- Improve wildlife habitat values around the park, and designate areas with high wildlife values as special management areas.
- Designate significant oak woodland areas as oak woodland preserves.

### Circulation

- Improve accessibility of park features and facilities.
- Improve bicycle paths, widen for multiple use and improve signs.
- Continue to study ways to reduce impacts of vehicle traffic on the park, particularly from non-park through traffic.
- Seek funding for a park shuttle.
- Continue to explore transit service improvements with MUNI.
- Study feasibility of undergrounding of Crossover Drive and grade separation for the Crossover Drive/MLK Drive intersection.

### Visitor Facilities

- At all park entries, install comprehensive signs with park information regulations, and a map for pedestrians, bicyclists, and vehicles.
- Produce visitor brochures with maps and information for walking, bicycling, and other park activities.
- Restore and maintain all park restrooms.

### Buildings and Monuments

- Improve accessibility of all park buildings.
- Continue seismic improvement program.
- Implement a program to restore and maintain statues and monuments

### Utilities and Infrastructure

- Reconstruct water supply and distribution system.
- Maintain the use of park wells, and facilitate the use of reclaimed water in the future as a supplement to well water.
- Rebuild electrical supply system and provide new lighting to improve safety.
- Improve sewer and drainage systems.



## Executive Summary

The following is a summary of Master Plan elements and recommendations:

### Objective and Policies

- The Golden Gate Park Objectives and Policies have been revised and reorganized.

### Park Landscape

- A Landscape Design Framework has been developed to define the characteristics that make the park landscape unique. Defining and understanding the park landscape is an important step to ensure its preservation.
- Emphasize historic landscape preservation and restoration.
- Continue reforestation program and increase reforestation effort in eastern park.
- Implement a shrub layer restoration program.
- Install automatic irrigation systems for turf areas.
- Restore the park lakes with improved clay liners and edge treatments, and improve water quality and flow.
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- Designate significant oak woodland areas as oak woodland preserves.

### Circulation

- Improve accessibility of park features and facilities.
- A hierarchy of park paths and trails has been developed to ensure that the design of paths and trails is appropriate for permitted uses and to reduce conflicts.
- Improve bicycle paths, widen for multiple use and improve signs.
- Continue to study ways to reduce impacts of vehicle traffic on the park, particularly from non-park through traffic.
- Seek funding for a park shuttle.
- Continue to explore transit service improvements with MUNI.
- Close park roadways that are not essential for access or circulation including: Conservatory Drive East, 7th Ave./Lincoln Way entrance, Waller Street, a portion of Arguello (south), a portion of Middle Drive West, 30th Avenue entrance, South Fork Drive, and access to 47th Ave. from JFK Drive.
- Redesign the JFK Drive/Kezar Drive entry, creating a "T" intersection, slowing the speed of vehicles entering the park. The redesign will also greatly reduce the amount of paving in the entry area and provide an opportunity for a landscape park entry treatment.
- Close Sunset Blvd. north of Lincoln Way, remove grade separation and create a new signalized intersection at Lincoln Way.
- Prohibit left turns from eastbound MLK Drive at the

Crossover Drive/Transverse Drive intersections and mitigate neighborhood impacts.

- Install landscape extensions at strategic points along eastern JFK Drive as a traffic calming measure, and to define a single travel lane in each direction, preventing passing on the right.
- Narrow Tea Garden Drive and improve safety for pedestrians.
- Implement 3 and 4 hour parking limits in the eastern park to reduce commuter parking.
- Improve traffic flow at the Stanyan/Fulton intersection to improve the connection between Fell Street and Fulton Street.
- Study feasibility of extending the F-Line historic streetcars to Golden Gate Park, connecting Fisherman's Wharf area, Market Street, and Golden Gate Park.
- Study feasibility of undergrounding of Crossover Drive and grade separation for the Crossover Drive/MLK Drive intersection.
- Close a portion of JFK Drive on Saturdays.

### Recreation

- One additional soccer field is proposed at the Richmond Sunset treatment plant site.
- Renovate children's play areas to improve safety and accessibility, and to meet all codes and regulations.
- A planning process is underway to explore the feasibility of permitting of mountain bikes on some park trails, and to reduce damage to the park landscape by indiscriminate mountain bike use.
- Upgrade the equestrian center facilities with improvements to include night lighting, a covered central arena, and secure fencing.

### Visitor Facilities

- At all park entries, install comprehensive signs with park information, regulations, and a map for pedestrians, bicyclists, and vehicles.
- Provide a centrally located visitor center within an existing building, at the County Fair Building or in the Music Concourse.
- Provide a western park visitor center at the Beach Chalet.
- Produce visitor brochures with maps and information for walking, bicycling, and other park activities.
- Restore and maintain all park restrooms.

### Buildings and Monuments

- Improve accessibility of all park buildings.
- Continue seismic improvement program.
- Implement a program to restore and maintain statues and monuments.
- Reopen the Beach Chalet with a cafe/restaurant upstairs and a visitor center on the ground floor, providing viewing of the murals.
- Redevelopment of the County Fair Building is under consideration, and is being studied within a master

plan for Strybing Arboretum and Botanical Gardens.

- The Sharon Building is under consideration for redevelopment as a restaurant (similar to its original purpose). A new facility to house the art center activities would have to be found.
- An Adopt-A-Monument program has been established to raise funds for the conservation and maintenance of the park's monuments and statues.

#### Utilities and Infrastructure

- The water supply and distribution system will be reconstructed as part of the 1992 Golden Gate Park Infrastructure Bond.
- Maintain the use of park wells, and facilitate the use of reclaimed water in the future as a supplement to well water.
- Rebuild electrical supply system and provide new lighting to improve safety.
- Improve sewer and drainage systems.

#### Maintenance and Operations Areas

- Relocate the log storage area to portion of Richmond Sunset treatment plant site (or if certain equipment can be acquired, eliminate the need for log storage and consolidate log chipping operations at compost area).
- Consolidate Section 6 headquarters building and storage sheds, reforest and relandscape surrounding area.
- Continue to seek opportunities to consolidate other maintenance and operations areas, and minimize impacts with visual screening.

#### Park Management

- 25 to 35 additional staff are recommended to improve park maintenance.
- An expanded role and additional staff are recommended for the Park Patrol to improve park security.
- Appropriate volunteer opportunities should be increased.

#### Park Funding

- Work with the Mayor's office to ensure continued support for Golden Gate Park from the City's General Fund.
- Seek new public funding sources that can be used for ongoing park maintenance such as a dedicated new tax.
- Seek additional funding from private sector sources by establishing a non-profit conservancy organization for Golden Gate Park to significantly increase private sector support.

#### Special Area Plans

- Restore elements in and around the Music Concourse to reestablish its role as a civic space within Golden Gate Park, providing a proper setting for the cultural institutions fronting on it.
- Raise the prominence of the west end of the park to

unify this area as the park's western entrance. Establish activity zones that and bring more park users to this neglected area with landscape improvements, path improvements, activities, and entry treatments.

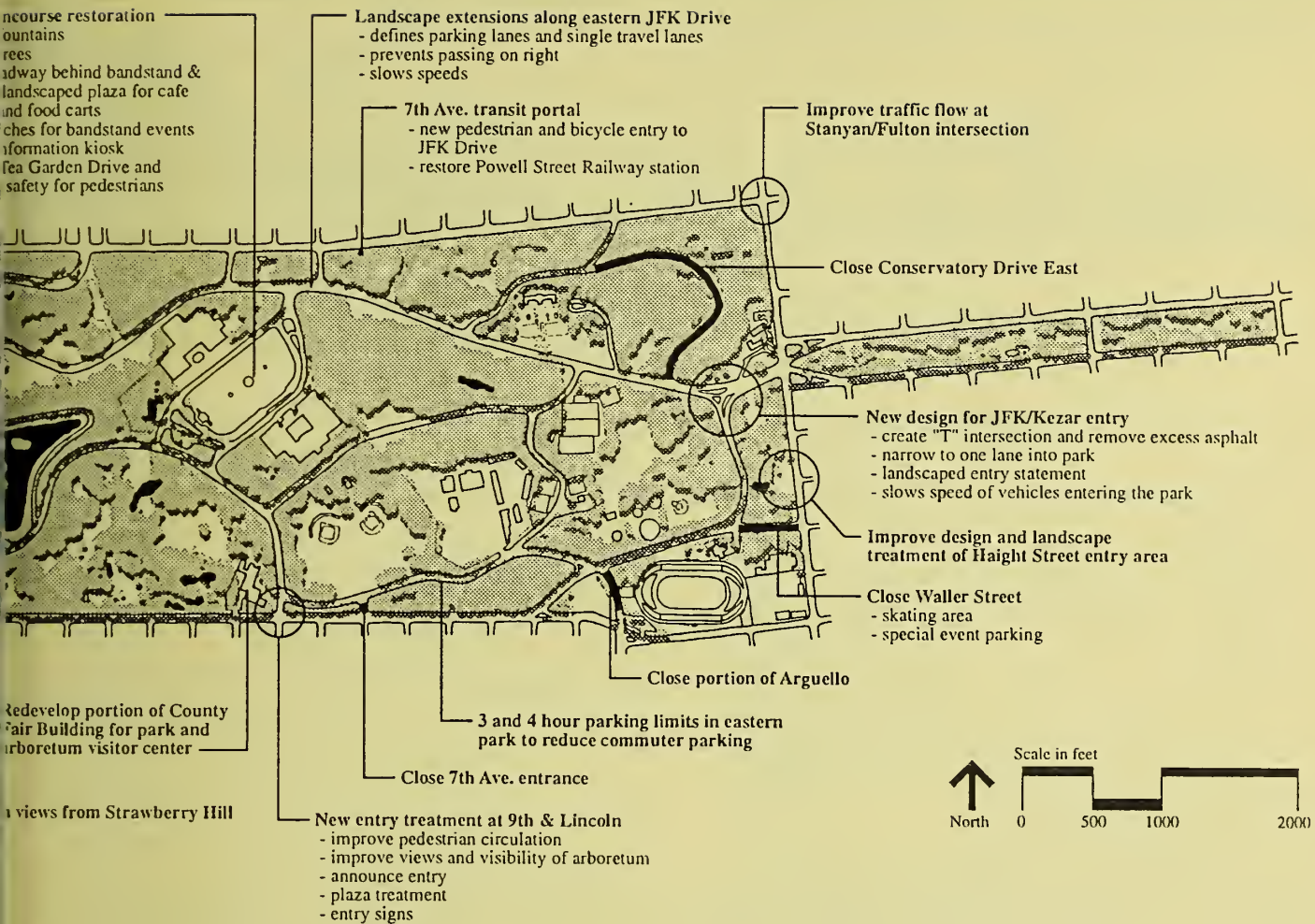
Restore Murphy's Mill. Open vegetation along railroad trail and create linear meadows, connecting the Dutch Windmill, Beach Chalet, soccer fields, and Murphy's Mill.

- Remove all buildings and structures at the Richmond Sunset treatment plant site. Restore to park recreational uses including an additional soccer field, picnic area, and reforestation areas.
- Enhance the bison paddock to facilitate improved care and management of the bison herd, and to provide improved viewing opportunities for visitors. Improvements will include new fencing, accessible overlooks, interpretive area, new feeding barn, landscape improvements and habitat enrichment. Relocate adjacent log storage area to a portion of the Richmond Sunset plant site.
- Improve landscape treatments at park entries. Specific improvements are recommended for the following entries: JFK Drive/Kezar Drive, 9th Avenue/Lincoln Way, Haight Street/Stanyan Street, 7th Avenue/Fulton Street (railway shelter), and the western park entries (Great Highway, Lincoln Way at MLK Drive).

#### Implementation

- Many Master Plan projects will be funded by the 1992 Golden Gate Park Infrastructure Bond, including projects related to the following: accessibility improvements, pathways, park entries, water distribution and supply system, lighting, other utilities, lakes and water features, reforestation, erosion control, and restrooms.
- Generate support for Master Plan projects with citizen involvement through continuing task forces, working groups, and volunteer opportunities.
- Additional funding sources must be developed for the long term survival of the park. Building a constituency for Golden Gate Park will be critical to winning political support for increased funding.





**Management**

to 35 additional staff are recommended to improve park maintenance.  
 expanded role and additional staff are recommended for the Park Patrol to improve park security.  
 increase volunteer opportunities.

**Funding**

work with the Mayor's office to ensure continued support for Golden Gate Park in the City's General Fund.  
 seek new public funding sources that can be used for ongoing park maintenance such as a dedicated new tax.  
 seek additional funding from private sector sources by establishing a conservancy organization for Golden Gate Park to significantly increase private sector support.

**Implementation**

any Master Plan projects will be funded by the 1992 Golden Gate Park Infrastructure Bond, including projects related to the following:  
 accessibility improvements, pathways, park entries, water distribution and supply system, lighting, other utilities, lakes and water features, reforestation, erosion control, and restrooms.  
 generate support for Master Plan projects with citizen involvement through continuing task forces, working groups, and volunteer opportunities.

*To be added to the Master Plan mailing list:*

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- I would like to be notified of meetings to review and discuss **disability access**.
- I would like to be notified of meetings to review and discuss the **Master Plan for Strybing Arboretum and Botanical Gardens**.
- I would like to be notified of **volunteer activities**.
- Other issues (please specify): \_\_\_\_\_.

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Affiliation: \_\_\_\_\_



*Master Plan Documents*

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Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Affiliation: \_\_\_\_\_

**Please return to:**

Deborah Learner, Park Planner, McLaren Lodge, S.F. 94117; Phone (415) 666-7087, Fax: (415) 668-3330.



# GOLDEN GATE PARK

MASTER PLAN

Number 7

Planning for the Park's Second Century

August 1994

## Golden Gate Park Draft Master Plan Summary

### Objectives and Policies

- The Golden Gate Park Objectives and Policies have been revised and reorganized.

### Park Landscape

- A Landscape Design Framework has been developed to define the characteristics that make the park landscape unique. Defining and understanding the park landscape is an important step to ensure its preservation.
- Emphasize historic landscape preservation and restoration.
- Continue reforestation program and increase reforestation effort in eastern park.
- Implement a shrub layer restoration program.
- Install automatic irrigation systems for turf areas.
- Restore the park lakes with improved clay liners and edge treatments, and improve water quality and flow.
- Implement an erosion control program to address spot erosion problems.
- Improve wildlife habitat values around the park and designate areas with high wildlife values as special management areas.
- Designate significant oak woodland areas as oak woodland preserves.

### Circulation

- A hierarchy of park paths and trails has been developed to ensure that their design is appropriate for permitted uses and to reduce conflicts.
- Improve accessibility of park features and facilities.
- Improve bicycle paths, widen for multiple use, and improve signs.
- Continue to study ways to reduce impacts of vehicle traffic on the park, particularly from nonpark through traffic.
- Seek funding for a park shuttle.
- Continue to explore transit service improvements with MUNI.
- Close park roadways that are not essential for access or circulation, including: Conservatory Drive East, 7th Ave./Lincoln Way entrance, Waller Street, a portion of Arguello (south), a portion of Middle Drive West, 30th Avenue entrance, South Fork Drive, and access to 47th Ave. from JFK Drive.
- Redesign the JFK Drive/Kezar Drive entry, creating a "T" intersection, slowing the speed of vehicles entering the park. The redesign will also greatly reduce the amount of paving in the entry area and provide an opportunity for a landscape park entry treatment.
- Close Sunset Blvd. north of Lincoln Way, remove grade

separation and create a new signalized intersection at Lincoln Way.

- Prohibit left turns from eastbound MLK Drive to Crossover Drive intersections and mitigate neighborhood impacts.
- Install landscape extensions at strategic points along eastern JFK Drive as a traffic calming measure, and to define a single travel lane in each direction, preventing passing on the right.
- Narrow Tea Garden Drive and improve safety for pedestrians.
- Implement three- and four-hour parking limits in the eastern park to reduce commuter parking.
- Improve traffic flow at the Stanyan/Fulton intersection to improve the connection between Fell Street and Fulton Street.
- Study feasibility of extending the F-Line historic streetcars to Golden Gate Park, connecting Fisherman's Wharf area, Market Street, and Golden Gate Park.
- Study feasibility of undergrounding of Crossover Drive and grade separation for the Crossover Drive/MLK Drive intersection.

### Recreation

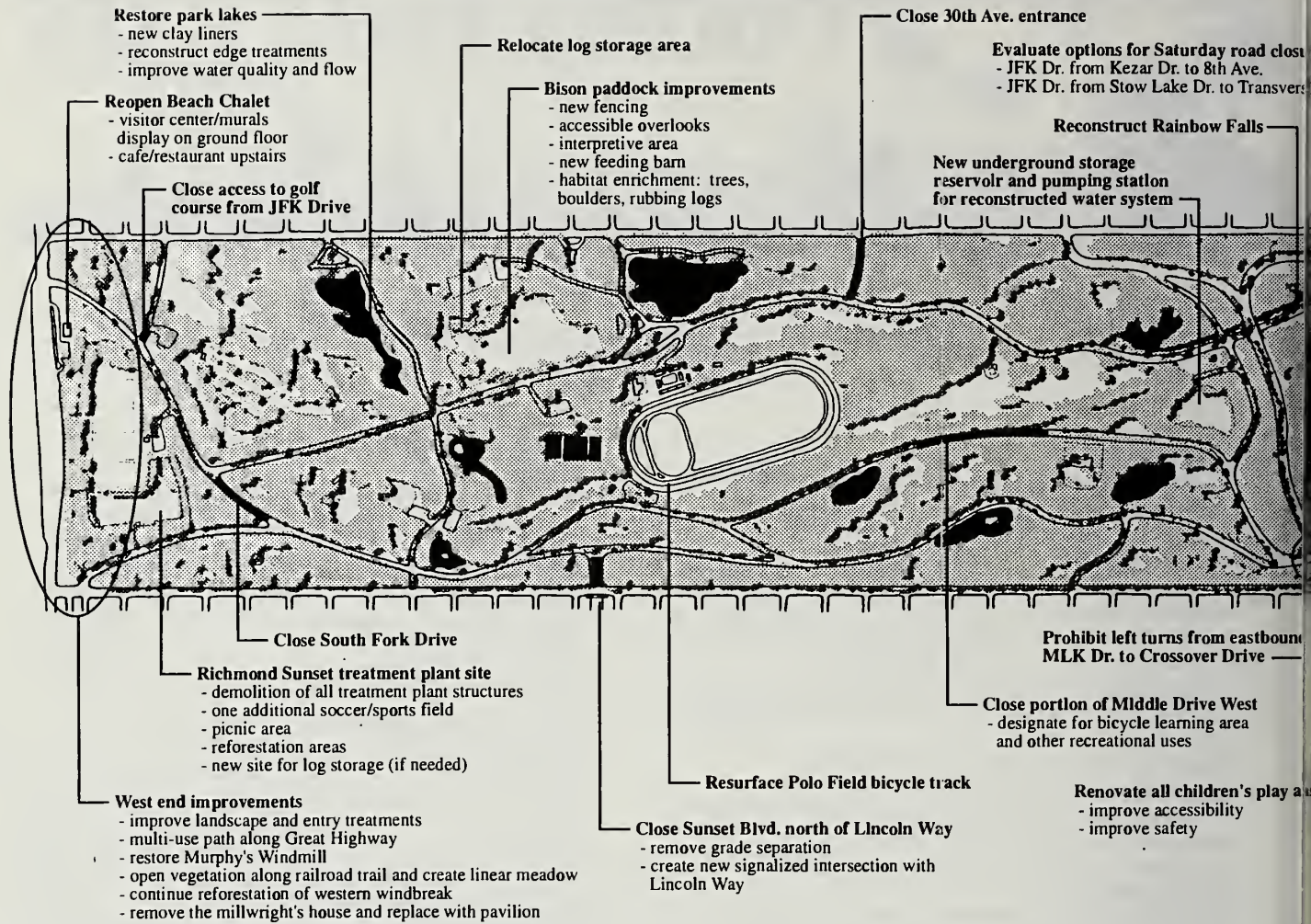
- One additional soccer field is proposed at the Richmond Sunset treatment plant site.
- Renovate children's play areas to improve safety and accessibility, and to meet all codes and regulations.
- A planning process is underway to explore the feasibility of permitting of mountain bikes on some park trails, and to reduce damage to the park landscape by indiscriminate mountain bike use.
- Upgrade the equestrian center facilities with improvements to include night lighting, a covered central arena, and secure fencing.
- A caretaker's unit for the equestrian center will be incorporated into an existing or replacement structure.
- Assess impacts and costs of special events. Continue regular reviews of the permit policy for special events. Determine carrying capacity for permit areas.

### Visitor Facilities

- Provide a centrally located visitor center within an existing building, at the County Fair Building or in the Music Concourse.
- At all park entries, install comprehensive signs with park

*Continued on next page*





information, regulations, and a map for pedestrians, bicyclists, and vehicles.

- Provide a western park visitor center at the Beach Chalet.
- Produce visitor brochures with maps and information for walking, bicycling, and other park activities.
- Restore and maintain all park restrooms.

**Buildings and Monuments**

- Improve accessibility of all park buildings.
- Continue seismic improvement program.
- Implement a program to restore and maintain statues and monuments.
- The Conservatory, the oldest and most significant building in the park, is in need of structural upgrading and general rehabilitation.
- Reopen the Beach Chalet with a cafe/restaurant upstairs and a visitor center on the ground floor, providing viewing of the murals.
- Redevelopment of the County Fair Building is under consideration, and is being studied within a special area master plan for Strybing Arboretum and Botanical Gardens.
- The Sharon Building currently houses the Sharon Arts Program which has outgrown the space and is looking for

a larger facility. Redevelopment as a restaurant (similar to its original purpose) or other visitor services is under consideration, but would require acquisition of a new facility for the arts program.

- An Adopt-A-Monument program has been established to raise funds for the conservation and maintenance of the park's monuments and statues.

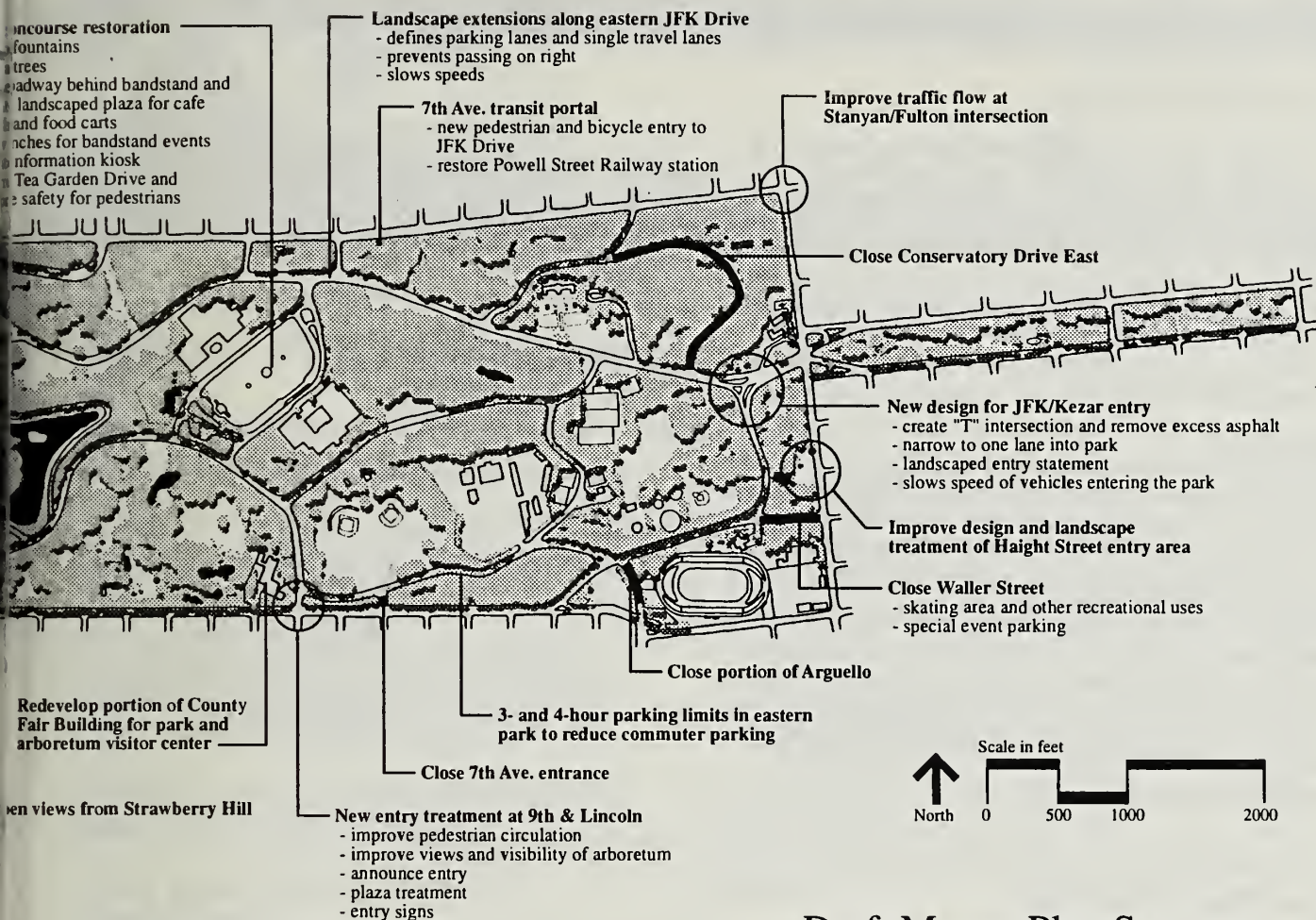
**Utilities and Infrastructure**

- The water supply and distribution system will be reconstructed as part of the 1992 Golden Gate Park Infrastructure Bond.
- Maintain the use of park wells, and facilitate the use of reclaimed water in the future as a supplement to well water.
- Rebuild electrical supply system and provide new lighting to improve safety.
- Improve sewer and drainage systems.

**Maintenance and Operations Areas**

- Relocate the log storage area to portion of Richmond Sunset treatment plant site (or if certain equipment can be acquired, eliminate the need for log storage and consolidate log chipping operations at compost area).





## Draft Master Plan Summary

- Consolidate the western maintenance headquarters building and storage sheds, reforest and relandscape surrounding area.
- Continue to seek opportunities to consolidate other maintenance and operations areas, and minimize impacts with visual screening.

### Park Management

- 25 to 35 additional staff are recommended to improve park maintenance.
- An expanded role and additional staff are recommended for the Park Patrol to improve park security.
- Appropriate volunteer opportunities should be increased.

### Park Funding

- Work with the Mayor's office and the Board of Supervisors to ensure continued support for Golden Gate Park from the City's General Fund.
- Seek new public funding sources that can be used for ongoing park maintenance such as a dedicated new tax.
- Seek additional funding from private sector sources by establishing a nonprofit conservancy organization for Golden Gate Park to significantly increase private sector support.

### Special Area Plans

- Restore elements in and around the Music Concourse to reestablish its role as a civic space within Golden Gate Park, providing a proper setting for the cultural institutions fronting on it.
- Raise the prominence of the west end of the park to unify this area as the park's western entrance. Establish activity zones that will bring more park users to this area with landscape improvements, path improvements, activities, and entry treatments. Restore Murphy's Mill. Open vegetation along railroad trail and create linear meadows, connecting the Dutch Windmill, Beach Chalet, soccer fields, and Murphy's Mill. Remove the millwright's house and replace with a pavilion.
- Remove all buildings and structures at the Richmond Sunset treatment plant site. Restore to park recreational uses including an additional soccer field, picnic area, pavilion, and reforestation areas.
- Enhance the bison paddock to facilitate improved care and management of the bison herd, and to provide improved viewing opportunities for visitors. Improvements will include new fencing, accessible overlooks,

Continued on back page

Master Plan summary continued from page 3

interpretive area, new feeding barn, landscape improvements and habitat enrichment. Relocate adjacent log storage area to a portion of the Richmond Sunset treatment plant site.

- Improve landscape treatments at park entries. Specific improvements are recommended for the following entries: JFK Drive/Kezar Drive, 9th Avenue/Lincoln Way, Haight Street/Stanyan Street, 7th Avenue/Fulton Street (railway shelter), and the western park entries (Great Highway, Lincoln Way at MLK Dr.).

**Implementation**

- Many Master Plan projects will be funded by the 1992 Golden Gate Park Infrastructure Bond, including projects related to: accessibility improvements, pathways, park entries, water distribution and supply system, lighting, other utilities, lakes and water features, reforestation, erosion control, and restrooms.
- Generate support for Master Plan projects with citizen involvement through continuing task forces, working groups, and volunteer opportunities.
- Additional funding sources must be developed for the long-term survival of the park. Building a constituency for Golden Gate Park will be critical to winning political support for increased funding.

**For more information, contact:**

Deborah Learner, Park Planner  
 Recreation and Park Department  
 McLaren Lodge, San Francisco 94117  
 Phone (415) 666-7087  
 Fax: (415) 668-3330.

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**Master Plan Documents**

Copies of the Golden Gate Park Draft Master Plan are available from the Recreation and Park Department. Documents can be reviewed at McLaren Lodge, or to receive a copy, please send this form with your name, address, and a check, payable to Recreation and Park Department for the correct amount to cover printing and mailing of documents.

Please mail me the Golden Gate Park Draft Master Plan (include a check for \$4.60: \$3.00 for printing and \$1.60 for mailing).

Please prepare a copy of the plan which I will pick up at McLaren Lodge (include a check for \$3.00 for printing only)

**To be added to the Master Plan mailing list:**

\_\_\_ Please include me in the Golden Gate Park Master Plan mailing list.

\_\_\_ I would like to be notified of meetings to discuss mountain bikes and other trail and pathway issues (all types of users invited).

\_\_\_ I would like to be notified of volunteer activities.

\_\_\_ Other issues (please specify): \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Affiliation: \_\_\_\_\_



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# GOLDEN GATE PARK

## MASTER PLAN



Number 8

Planning for the Park's Second Century

February 1995

### Master Plan Update:

- ENVIRONMENTAL REVIEW OF THE MASTER PLAN HAS BEGUN
- STRYBING ARBORETUM MASTER PLAN IS INCORPORATED INTO THE GOLDEN GATE PARK MASTER PLAN
- A SPECIAL AREA PLAN HAS BEEN COMPLETED FOR THE DELAVEAGA DELL/AIDS MEMORIAL GROVE
- INFRASTRUCTURE BOND PROJECTS WILL SOON BE UNDERWAY
- PARK TRAIL USE PLANNING CONTINUES

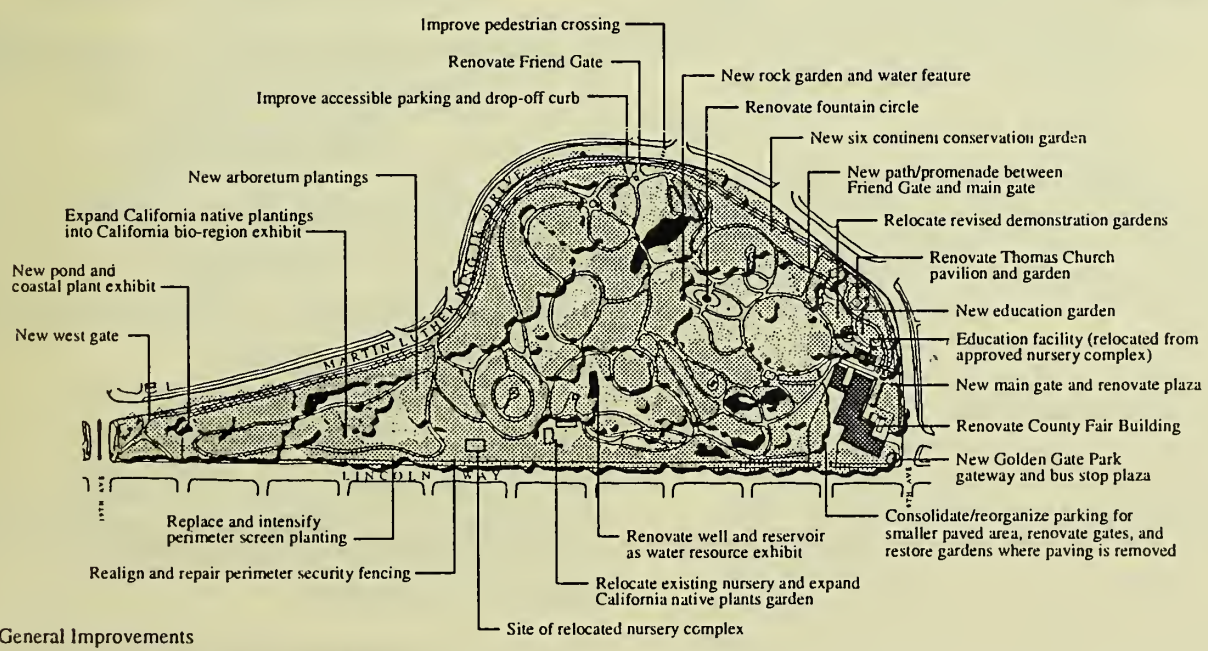
### Strybing Arboretum Master Plan

In 1994, the Strybing Arboretum Society, with the approval of the San Francisco Recreation and Park Commission, commissioned a new master plan for the gardens. The objective of this planning effort was to increase public access to the richness of this scientific and cultural institution. The Arboretum master plan has been incorporated in the Golden Gate Park Master Plan as a special area plan. The Arboretum master plan detailed report will comprise an appendix of the park master plan. The Recreation and Park Commission will review the arboretum master plan in April. Environmental review of the arboretum master plan will be included as part of the Golden Gate Park Master Plan environmental review process.

A public meeting to review the draft arboretum master plan is scheduled for 7:00 PM, March 8, at the County Fair Building. Major components of the plan are as follows:

**Orientation/Exhibition Center and Renovation of County Fair Building.** The County Fair Building at 9th Avenue and Lincoln Way will be renovated to provide an

*Continued on next page*



- General Improvements
- Continue reforestation of canopy and windbreak trees
  - Renovate pathways for accessibility
  - Improve collection identification

### Strybing Arboretum Master Plan

## Strybing Arboretum Master Plan

Continued from Page 1

orientation center to introduce visitors to the gardens' collections and educational programs, and to provide general park information. It will also house a horticultural bookstore, a cafe, and an enhanced public rental facility. The redesigned facility will be visually harmonious with its garden setting and will be accomplished within the existing building footprint.

**Redesign of Garden Entrances and Creation of New Western Entrance.** The main entrance plaza and gate will be redesigned to provide a more vibrant and attractive entrance to the gardens. The Friend Entrance will be renovated to provide a garden overlook and improve accessibility. A new entrance will be created near the 19th Avenue end of the gardens to permit easy access from the west.

**Creation of Conservation Garden Promenade and Redesign of Demonstration Gardens.** An arc of gardens, each representing one of the world's continents and illustrating plant conservation issues, will curve between the main and Friend gates. This promenade is intended to serve as a visitor's "table of contents" to Strybing's extensive collections. The outmoded Demonstration Gardens will be completely redesigned.

**Relocation of Strybing Nursery Complex.** The current nursery facility is dilapidated and in the coldest spot in the park. It will be relocated and its area will become part of the California native plant collection. The new nursery will be located in a more favorable growing area to the west. This project received environmental review (9.437R, Sept. 10, 1990) and included an education center.

**Relocation of Public Education Facility/New Children's Garden.** The education classroom approved for the proposed nursery complex will be relocated to the main entrance esplanade and will provide a dedicated space for all public education programs. The education building will open onto gardens which will provide hands-on gardening experience for children and adults. The building will be approximately 2,500 square feet and include public restrooms and support areas.

**Increase Stack Space at the Helen Crocker Russel Library.** An underground expansion of the library for stack space (approx. 1,500 sq. ft.) is proposed underneath the existing courtyard. An elevator within the existing library is included in the plan for access to the proposed lower level and to the library's existing mezzanine.

## Infrastructure Bond Projects

Work on projects funded by the 1992 Golden Gate Park Infrastructure Bond will begin later this year. The first projects will involve repair, replacement or rehabilitation of existing facilities and utilities, and as such are exempt from environmental review. These projects will include the following:

- Disabled access improvements:
  - rehabilitation of 16 restrooms
  - disabled access parking
  - replacement of drinking fountains
  - path of travel improvements to various facilities
- Utility replacement:
  - domestic water service to various facilities
  - replacement of substandard sewer lines
  - replacement of substandard electrical distribution systems
  - replacement of existing street lights
  - drilling of test wells to improve water supply
- Replacement of substandard irrigation with automatic systems to improve efficiency
- Repair of Alvord Tunnel

### Public Meeting Announcement

## Strybing Arboretum & Botanical Gardens Master Plan Public Meeting

Wednesday, March 8, 1995

7:00 p.m.

Auditorium of the San Francisco County Fair  
Building  
9th Avenue and Lincoln Way  
Golden Gate Park

The public is invited to attend a meeting at which progress on the Master Plan for Strybing Arboretum and Botanical Gardens will be presented for review and comment.

For more information and disability access, please call (415) 661-1316.



## De Laveaga Dell and the AIDS Memorial Grove

The de Laveaga Dell is the site of the former Deer Glen where deer and elk were kept in this fenced ravine. In 1898 a gift was received from the estate of Jose Vicente de Laveaga to fund improvement of the area. A fern dell with a cascading stream and rockery was created and planted with ferns, rhododendrons, camellias, irises and other plants.

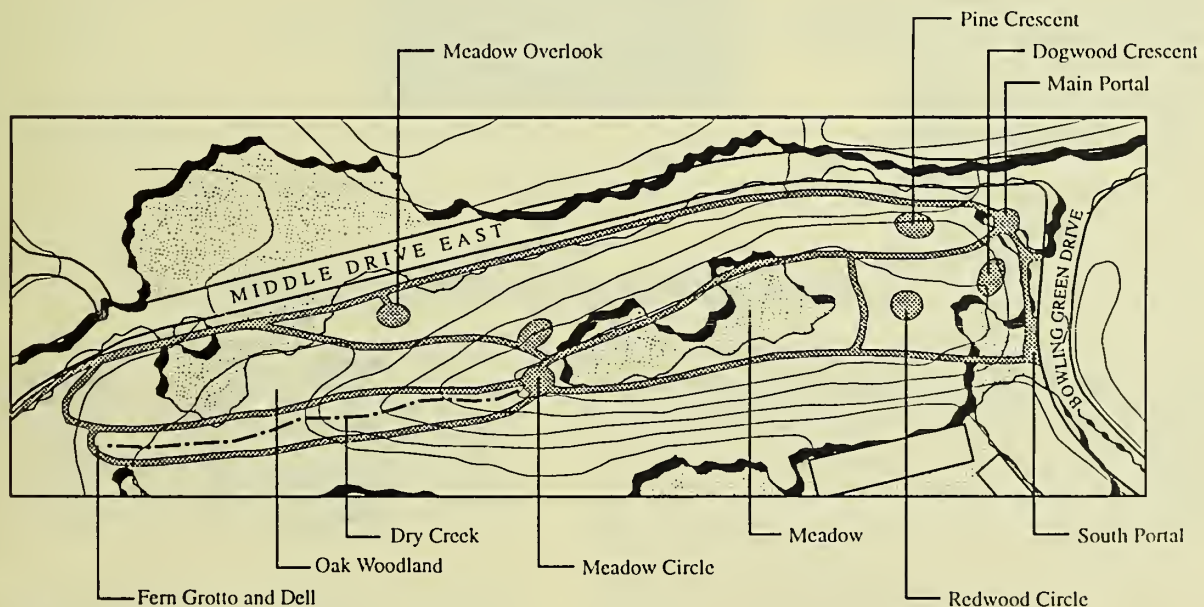
In recent decades the dell suffered from a lack of maintenance and became overgrown and neglected. In 1992 a plan was approved for restoration of the historic features of the de Laveaga Dell and the creation of an AIDS memorial grove at the dell. The project strives to "provide a positive focus for grief and promote peace of heart; to provide a means for the community to recognize the enormity of the AIDS crisis; to create a place for remembrance, hope and renewal; and to restore, through community participation and public-private partnership, an historic site of outstanding beauty in Golden Gate Park."

A nonprofit group was established to raise funds and

organize volunteer workdays. An agreement was reached with the Recreation and Park Commission for acceptance of the gift to construct and maintain the project. The agreement will provide funds for construction and maintenance with a full-time gardener.

The goal of the plan is to retain the peaceful, pastoral nature of the de Laveaga Dell while creating a powerful memorial. Entrances will be emphasized with planting and markers. Existing landscape features such as the redwood grove, the oak woodland, the fern grotto, the dry streambed, and the meadow will be renovated. Four gathering areas—the Dogwood Crescent, the Redwood Circle, the Meadow Overlook, and the Fern Grotto—will provide opportunities for individual and group remembrance.

This project is an important model for restoration of other parts of Golden Gate Park. This is a public-private partnership that will restore and maintain a part of the park that could not be accomplished with City funds.



DeLaveaga Dell and the AIDS Memorial Grove

Continued on back page

**Important Notice:**

*The mailing list is being updated. Please mail or fax this form if you would like to remain on the Golden Gate Park Master Plan mailing list. If we do not receive this form, you may not receive future mailings:*

- Please continue to include me in the **Golden Gate Park Master Plan** mailing list.
- I would like to receive notification regarding the **environmental review** process.
- I would like to be notified of meetings to discuss **mountain bikes and other trail and pathway issues** (all types of users invited).
- I would like to be notified of **volunteer activities**.
- Other issues (please specify): \_\_\_\_\_.

Name: \_\_\_\_\_

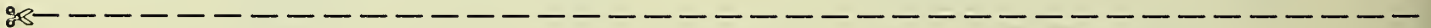
Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Affiliation: \_\_\_\_\_

*Please mail or fax this form to:*

Deborah Learner, Park Planner  
 Recreation and Park Department, McLaren Lodge, San Francisco 94117  
 Phone (415) 666-7087  
 Fax: (415) 666-7130



San Francisco Recreation and Park Department  
 McLaren Lodge  
 Golden Gate Park  
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# GOLDEN GATE PARK

## MASTER PLAN



Number 9

Planning for the Park's Second Century

July 1998

## Golden Gate Park Master Plan Recommendations for Adoption

Interested Citizens:

The Golden Gate Park Master Plan process is now close to completion. The Department of City Planning has certified the Master Plan Environmental Impact Report (EIR) and approved the General Plan Referral (July 9, 1998). It is now appropriate for the Recreation and Park Department to provide Recommendations for Adoption of the Golden Gate Park Master Plan.

The following summary highlights the Master Plan actions that are recommended for adoption, and also identifies all actions which are recommended to be deferred for possible future study.

The actions recommended to be deferred for possible future study include those associated with the Music Concourse, those which would present a significant level of impact as analyzed in the EIR, or other actions that may be reconsidered on a case by case basis.

The Master Plan Objectives and Policies, which are the revision and expansion of Objectives and Policies approved in 1979 and amended in 1985, are recommended for adoption in their entirety. In addition, the mitigations suggested in the Master Plan Environmental Impact Report associated with actions recommended for adoption are also recommended for approval. All actions, those recom-

mended for adoption as well as those recommended for possible future study, are fully described in the Draft Master Plan and further analyzed in the EIR. The Draft Master Plan, as modified by the Recommendations for Adoption and incorporating appropriate mitigations, will be calendared for a Recreation and Park Commission adoption hearing.



The public is encouraged to review all the Master Plan documents referenced above which are available for a nominal fee. Public comment on the Master Plan and the Recommendations for Adoption are welcome. We are looking forward to adopting the revised Objectives and Policies and the many proposed

actions that have been generally supported through a long and intensive planning process. Adoption of the Master Plan, including the Objectives and Policies, recommended actions and associated mitigations will provide an action plan that assures preservation of the Park as well as providing long term management guidelines to address the timeless yet dynamic nature of Golden Gate Park, our City's most treasured open space.

Sincerely:

Joel Robinson, Acting General Manager

# Highlights of Master Plan Recommendations

## Golden Gate Park Objectives and Policies:

The Golden Gate Park Objectives and Policies have been expanded, revised and reorganized. They are recommended for approval. See Master Plan document for complete listing of policies.

### *Objective I - Land Use and Activities*

Ensure that land uses and activities in Golden Gate Park contribute to the mission and purpose of the park. The activities within a designated land use zone should be appropriate to the land use purpose.

### *Objective II - Landscape Preservation and Renewal*

Provide for the protection and renewal of the park landscape.

### *Objective III - Park Circulation*

Create and maintain a parkwide system of recreational roadways, pathways, and trails. Minimize motor vehicular traffic.

### *Objective IV - Buildings, Structures, and Monuments*

Minimize the impacts that buildings and monuments have on the park landscape, and preserve the open space of Golden Gate Park. Maintain and preserve historic buildings and structures.

### *Objective V - Recreation Uses and Facilities*

Ensure that recreational uses of Golden Gate Park are appropriate to the park environment and purpose.

### *Objective VI - Park Management and Security*

Ensure that park management implements adopted policies, preserves the park

### *Objective VII - Community Involvement and Process*

Foster community participation in guiding the future of Golden Gate Park.

## Master Plan Actions Recommended for Adoption:

### **Park Landscape**

All items in this Master Plan section are recommended for approval including the following highlights. See Master Plan document for complete recommendations.

- Restore the park lakes with reconstructed clay liners and edge treatments, and improve water quality and flow.
- Reconstruct Rainbow Falls.
- Improve wildlife habitat values around the park.
- Restore the Rhododendron Dell.
- Continue implementation of the Reforestation Program.
- Establish Best Management Practices for the Reforestation Program.

- Continue implementation of the Erosion Control Program.
- Coordinate athletic field use with maintenance schedules.
- Recognize the significance of the Park's historic landscape.
- Designate significant oak woodland areas as oak preserves.

### **Circulation**

Highlights of items in this Master Plan section that are recommended for approval are listed below. See Master Plan document for further detail. Items not recommended for approval are listed under Items Recommended to be Deferred for Possible Future Study.

- Implement accessibility/ADA improvements park-wide.
- Implement pedestrian and bicycle circulation improvements.
- Redesign the JFK/Stanyan/Kezar entry, creating a 'T' intersection, slowing the speed of vehicles entering the park and reducing the amount of paving (the diagonal bicycle crossing and the bicycle-only traffic signal phase at Stanyan/Fell has been deferred).
- Define parking lanes on eastern JFK Dr. with landscape extensions.
- Pursue a park shuttle bus demonstration program.
- Create a transit portal and new pedestrian/bicycle entry at the Powell Street Railway shelter at 7th Ave./Fulton.
- Create a visitor drop-off at the County Fair Building.
- Continue the existing Sunday/holiday closures on JFK Drive, and the Saturday closure of Middle Drive West.
- Work with MUNI to improve transit access to the park including extension of the F-Line historic streetcars into the park connecting Fisherman's Wharf, Market Street, and Golden Gate Park.
- Close the following roads within the park: Waller Street, a portion of Middle Drive West, and Arguello South.
- Convert 30th Ave. to one-way into the park, and 36th Ave. to one-way out of the park.
- Implement three and four-hour parking limits in the eastern park to reduce commuter parking.
- Continue to study ways to reduce impacts of vehicle traffic on the park, particularly from non-park through traffic.
- Conduct feasibility studies of undergrounding Crossover Drive and a grade separation at MLK/Crossover intersection.

### **Recreation**

All items in this Master Plan section are recommended for approval including the following highlights. See Master Plan document for complete recommendations.

- Renovate children's play areas to improve safety and accessibility, and to meet new codes and regulations.
- Construct new soccer field at the former site of the Richmond Sunset Treatment Plant.
- Install night lighting at the tennis courts.
- Continue planning for mountain bike use on designated trails and prohibition on other trails.
- Continue to review and regulate special events with regard to their costs and impacts to park facilities.
- Renovate the Horseshoe Courts or relocate near the petanque court.



Continued from page 4

approval including the following highlights. See Master Plan document for complete recommendations.

- Work with the Mayor's Office and the Board of Supervisors to ensure continued support for Golden Gate Park from the City's General Fund.
- Seek new public funding sources that can be used for park maintenance such as a dedicated new tax.
- Seek additional funding from private sector sources by establishing a nonprofit conservancy organization for Golden Gate Park to significantly increase private sector support.
- Explore possibility of generating revenue through parking fees.

### Special Area Plans

All items in this Master Plan section (except the Music Concourse Special Area Plan) are recommended for approval including the following highlights. See Master Plan document for complete recommendations. A Special Area Plan for the Conservatory is currently being developed. Additional Special Area Plans for the Panhandle and park entries will be developed.

- West End:
  - Raise the prominence of the west end of the park to unify this area as the park's western entrance.
  - Establish activity zones that will bring more park users to this area with landscape improvements, path improvements, activities, and entry treatments.
  - Restore Murphy's Mill and pursue preservation and reuse of the Millwright's House.
  - Open vegetation along the railroad trail and create linear meadows, connecting the Dutch Windmill, Beach Chalet, soccer fields, and Murphy's Mill.
- Richmond Sunset Treatment Plant site:
  - All buildings and structures at the Richmond Sunset Treatment Plant site have now been removed.
  - Restore site to park recreational uses including and additional soccer field, picnic area, pavilion, reforestation areas, and a new site for log storage.
- Music Concourse:
  - A Special Area Plan for the Music Concourse has been deferred pending development of a new Concourse Special Area Plan which will incorporate an underground parking facility as approved in the June 1998 Proposition J.
- Strybing Arboretum:
  - Recommendations from a separate master plan for the arboretum conducted by the Strybing Arboretum Society are incorporated into the park Master Plan.
- DeLaveaga Dell/Aids Memorial Grove:
  - The master plan for creation of the AIDS Memorial Grove has been incorporated into the park Master Plan.
- Bison Paddock:
  - Enhance the Bison Paddock to facilitate care and management of the bison herd, including new fencing, accessible overlooks, interpretive area, an a new feeding barn.
  - Relocate the adjacent log storage area to a portion of the Richmond Sunset Treatment Plant site.

### Items Recommended to be Deferred for Possible Future Study

Some items identified in the Master Plan are recommended to be deferred for possible future study. These include some actions that the Environmental Impact Report identified as having significant impacts. Some circulation proposals recommended to be deferred may later be reviewed and approved for implementation on a case by case basis. Other items have been deferred pending the development of a new Music Concourse Special Area Plan which will incorporate and underground parking facility as approved in the June 1998 Proposition J. The items recommended to be deferred for future possible study include the following:

- Closure of Sunset Blvd. north of Lincoln Way, removal of grade separation, and creation of a new signalized intersection at Lincoln Way.
- Prohibition of left turns from eastbound MLK Dr. to Crossover.
- Closure of the following roads: South Fork Dr. (Bernice Rodgers Way), a portion of 47th Ave., Conservatory Drive East, and the 7th Ave./Lincoln Way entrance.
- Music Concourse Special Area Plan.
- Tea Garden Drive narrowing and traffic calming measures.
- Stanyan/Fulton intersection traffic improvements between Fell Street and Fulton Street.
- The diagonal bicycle crossing and bicycle-only traffic signal phase at the Stanyan/Fell intersection.

#### ***For more information, contact:***

Deborah Learner, Park Planner  
Recreation and Park Department  
McLaren Lodge, Golden Gate Park  
San Francisco, CA 94117

Phone (415) 831-2740 Fax: (415) 666-7130  
Email: [deborah\\_learner@ci.sf.ca.us](mailto:deborah_learner@ci.sf.ca.us)

- Determine new use and renovation plan for the Park Aid Station.
- Renovate tennis clubhouse including accessibility improvements and an addition of up to 1,500 sf to enhance revenue potential.
- Renovate the Powell Street Railway Station for park entry and possible concession use.
- Renovate the golf clubhouse including an addition of 750 sf.
- Restore and maintain statues and monuments through the Adopt-A-Monument program.

**Utilities and Infrastructure**

All items in this Master Plan section are recommended for approval including the following highlights. See Master Plan document for complete recommendations.

- Reconstruct the park water system including replacement of wells and pumps, a new underground reservoir and central pumping station (incl. a 600 sf entry structure), and new mainline distribution, control, and automatic irrigation systems.
- Reconstruct other utility systems including electrical, lighting, sewer and drainage, and domestic water.

**Maintenance and Operations Areas**

All items in this Master Plan section are recommended for approval including the following highlights. See Master Plan document for complete recommendations.

- Consolidate the western maintenance headquarters building and storage sheds, reforest and re-landscape surrounding area.
- Rehabilitate the Urban Forestry Center.
- Relocate the log storage area to portion of the former Richmond Sunset Treatment Plant site.

**Park Management**

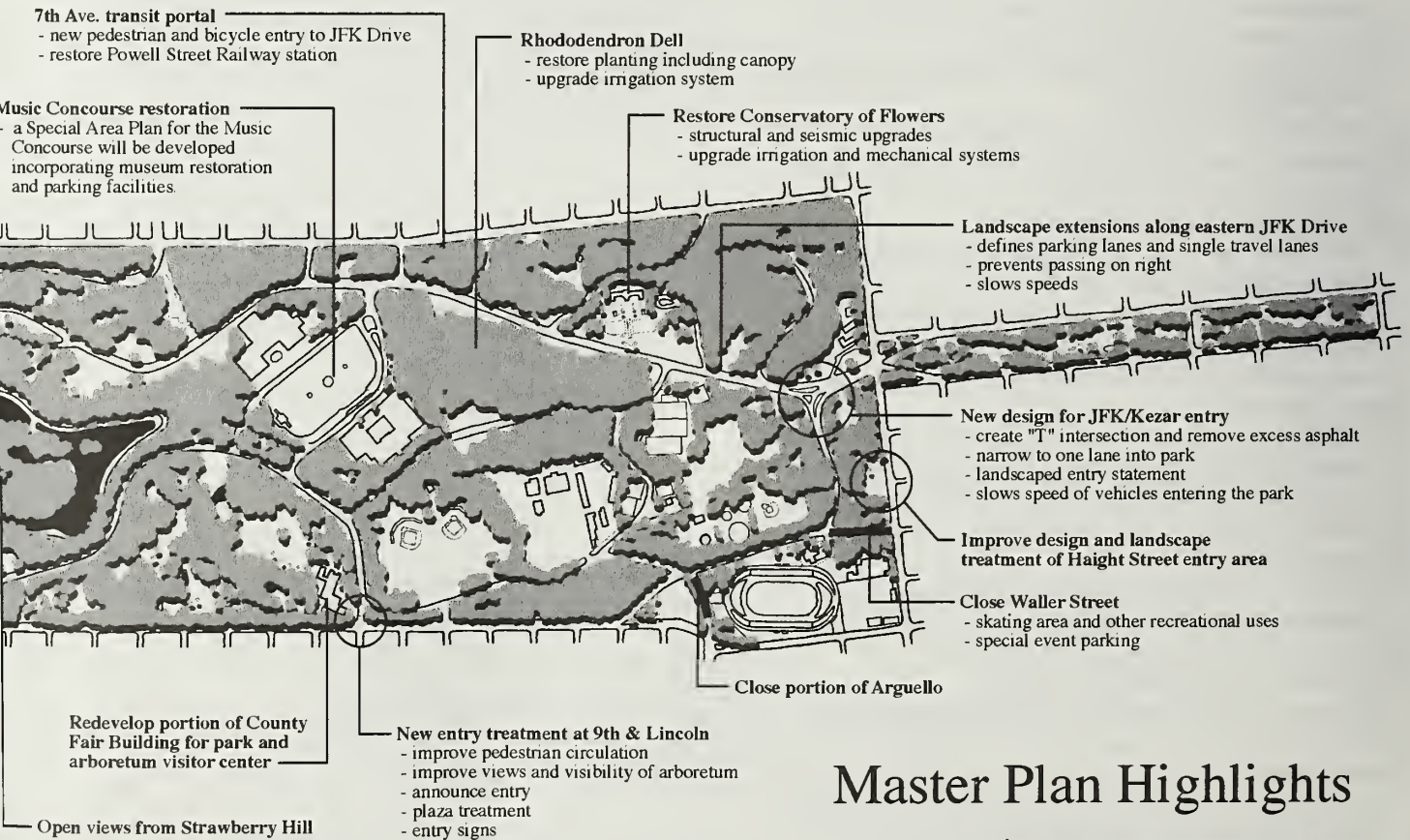
All items in this Master Plan section are recommended for approval including the following highlights. See Master Plan document for complete recommendations.

- 25 to 35 additional staff are recommended to improve park maintenance.
- An expanded role and additional staff are recommended for the Park Patrol to improve park security.

**Park Funding**

All items in this Master Plan section are recommended for

*Continued on back page*



**Master Plan Highlights**







# Master Plan Documents

Copies of the Golden Gate Park Draft Master Plan are available from the Recreation and Park Department. Documents can be reviewed at McLaren Lodge, or to receive a copy, please send this form with your name, address, and a check, payable to Recreation and Park Department, for the correct amount to cover printing and mailing of documents.

- Please mail me the Golden Gate Park Draft Master Plan including the Objectives and Policies and all proposed actions. (include a check for \$4.60: \$3.00 for printing and \$1.60 postage)
- I will pick up a copy of the Golden Gate Park Master Plan at McLaren Lodge (include a check for \$3.00 for printing only)
- Please mail me the GGMP Environmental Impact Report's proposed mitigations for recommended actions (include a check for \$1.00 for printing and mailing)

*Please let us know by mail, phone, fax, or e-mail to Deborah Learner if you would like to remain on the Golden Gate Park Master Plan mailing list..* If we do not hear from you, your name will be removed from the mailing list. Names included on specific issue lists will be retained.

\_\_\_ Please keep me on the GGP Master Plan mailing list.

I would like to be on the mailing list for the following issues:

\_\_\_ mountain bikes and other trail and pathway issues.

Name: \_\_\_\_\_

\_\_\_ I would like to be notified of volunteer activities.

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

\_\_\_ Conservatory of Flowers Restoration

Phone: \_\_\_\_\_

\_\_\_ Special Area Plans

\_\_\_ Other issues (please specify): \_\_\_\_\_

Affiliation: \_\_\_\_\_



Recreation and Park Department  
McLaren Lodge, Golden Gate Park  
San Francisco, CA 94117

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# GOLDEN GATE PARK

MASTER PLAN

Number 10

Planning for the Park's Second Century

May 1999

## Golden Gate Park Master Plan Adopted

Interested Citizens:

The Golden Gate Park Master Plan was adopted by the Recreation and Park Commission in October of 1998. The road to adoption of the park's first comprehensive plan was a long one, but this important document provides a framework for the preservation and enhancement

of Golden Gate Park into the next century. The Master Plan includes Objective and Policies to guide planning decisions, as well as recommended actions for all aspects of the park.

The Master Plan is the product of an extensive planning process that was guided by citizen involvement, park users, neighborhood groups, civic organizations, and park institutions. The planning process included 20 task force meetings (10 Transportation Task Force and 10 Master Plan Task Force meetings), 10 public meetings, and almost 100 meetings with interest groups and City staff.

The goal of the process was to be as inclusive as possible to result in a plan with strong community and political support. There were participants with a wide variety of view points. It was not possible to meet the expectations and desires of all participants, but the Master Plan process provided a forum for the expression of all viewpoints. The policies and recommended actions comprise a balanced Master Plan that has responded to the broadest spectrum of viewpoints.

Adoption of the Master Plan is not the end of planning for Golden Gate Park's future. Rather, the Master Plan

provides a framework for decision making. Completion of the Master Plan and its Environmental Impact Report clear the path for implementation of many projects, including many to be funded by the 1992 Golden Gate Park Infrastructure Bond.

In its adoption of the Master Plan, the Recreation and Park Commission made several changes from the Draft Master Plan including deletion of some actions, and deferral of other actions for possible future study. The actions recommended to be deferred for possible future study include those associated with the Music Concourse, those which would present a significant level of impact as analyzed in the EIR, or other actions that may be reconsidered on a case by case basis.

The following summary highlights the adopted Master Plan actions and recommendations. Copies of the Master Plan will be available for a nominal charge.

To all of those who participated in the many meetings or provided comments during the planning process, we give a sincere thank you. Your efforts have contributed to the perpetuation Golden Gate Park's role as our City's most treasured open space.

Sincerely:



Joel Robinson, Acting General Manager

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# Highlights of the Golden Gate Park Master Plan

## Golden Gate Park Objectives and Policies:

The Golden Gate Park Objectives and Policies have been expanded, revised and reorganized. See Master Plan document for complete listing of policies.

### *Objective I - Land Use and Activities*

Ensure that land uses and activities in Golden Gate Park contribute to the mission and purpose of the park. The activities within a designated land use zone should be appropriate to the land use purpose.

### *Objective II - Landscape Preservation and Renewal*

Provide for the protection and renewal of the park landscape.

### *Objective III - Park Circulation*

Create and maintain a parkwide system of recreational roadways, pathways, and trails. Minimize motor vehicular traffic.

### *Objective IV - Buildings, Structures, and Monuments*

Minimize the impacts that buildings and monuments have on the park landscape, and preserve the open space of Golden Gate Park. Maintain and preserve historic buildings and structures.

### *Objective V - Recreation Uses and Facilities*

Ensure that recreational uses of Golden Gate Park are appropriate to the park environment and purpose.

### *Objective VI - Park Management and Security*

Ensure that park management implements adopted policies, preserves the park

### *Objective VII - Community Involvement and Process*

Foster community participation in guiding the future of Golden Gate Park.

## Golden Gate Park Master Plan Actions and Recommendations:

### **Park Landscape**

All items in this Master Plan section were adopted including the following highlights. See Master Plan document for complete recommendations.

- Restore the park lakes with reconstructed clay liners and edge treatments, and improve water quality and flow.
- Reconstruct Rainbow Falls.
- Improve wildlife habitat values around the park.
- Restore the Rhododendron Dell.
- Continue implementation of the Reforestation Program.
- Establish Best Management Practices for the Reforestation Program.
- Continue implementation of the Erosion Control Program.

- Coordinate athletic field use with maintenance schedules.
- Recognize the significance of the Park's historic landscape.
- Designate significant oak woodland areas as oak preserves.

### **Circulation**

Highlights of items in this Master Plan section that were adopted are listed below. See Master Plan document for further detail. Items not recommended for approval are listed under Items Recommended to be Deferred for Possible Future Study.

- Implement accessibility/ADA improvements park-wide.
- Implement pedestrian and bicycle circulation improvements.
- Redesign the JFK/Stanyan/Kezar entry, creating a "T" intersection, slowing the speed of vehicles entering the park and reducing the amount of paving (the diagonal bicycle crossing and the bicycle-only traffic signal phase at Stanyan/Fell has been deferred).
- Define parking lanes on eastern JFK Dr. with landscape extensions.
- Pursue a park shuttle bus demonstration program.
- Create a transit portal and new pedestrian/bicycle entry at the Powell Street Railway shelter at 7th Ave./Fulton.
- Create a visitor drop-off at the County Fair Building.
- Continue the existing Sunday/holiday closures on JFK Drive and the Saturday closure of Middle Drive West.
- Work with MUNI to improve transit access to the park including extension of the F-Line historic streetcars into the park connecting Fisherman's Wharf, Market Street, and Golden Gate Park.
- Close the following roads within the park: Waller Street, a portion of Middle Drive West, Bernice Rodgers Way (South Fork Dr.), a portion of 47th Ave, a portion of Arguello South, and the 7th Ave./Lincoln Way entrance.
- Convert 30th Ave. to one-way into the park, and 36th Ave. to one-way out of the park.
- Implement three and four-hour parking limits in the eastern park to reduce commuter parking.
- Continue to study ways to reduce impacts of vehicle traffic on the park, particularly from non-park through traffic.
- Conduct feasibility studies of undergrounding Crossover Drive and a grade separation at MLK/Crossover intersection.

### **Recreation**

All items in this Master Plan section were adopted including the following highlights. See Master Plan document for complete recommendations.

- Renovate children's play areas to improve safety and accessibility, and to meet new codes and regulations.
- Construct new soccer field at the former site of the Richmond Sunset Treatment Plant.
- Install night lighting at the tennis courts.
- Continue planning for mountain bike use on designated trails and prohibition on other trails.
- Continue to review and regulate special events with regard to their costs and impacts to park facilities.
- Renovate the Horseshoe Courts or relocate near the petanque court.



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lowing highlights. See Master Plan document for complete recommendations.

- Work with the Mayor's Office and the Board of Supervisors to ensure continued support for Golden Gate Park from the City's General Fund.
- Seek new public funding sources that can be used for park maintenance such as a dedicated new tax.
- Seek additional funding from private sector sources by establishing a nonprofit conservancy organization for Golden Gate Park to significantly increase private sector support.
- Explore possibility of generating revenue through parking fees.

### Special Area Plans

All items in this Master Plan section (except the Music Concourse Special Area Plan) were adopted including the following highlights. See Master Plan document for complete recommendations. A Special Area Plan for the Conservatory is currently being developed. Additional Special Area Plans for the Panhandle and park entries will be developed.

- West End:
  - Raise the prominence of the west end of the park to unify this area as the park's western entrance.
  - Establish activity zones that will bring more park users to this area with landscape improvements, path improvements, activities, and entry treatments.
  - Restore Murphy's Mill and pursue a preservation alternative for the Millwright's House.
  - Open vegetation along the railroad trail and create linear meadows, connecting the Dutch Windmill, Beach Chalet, soccer fields, and Murphy's Mill.
- Richmond Sunset Treatment Plant site:
  - All buildings and structures at the Richmond Sunset Treatment Plant site have now been removed.
  - Restore site to park recreational uses including and additional soccer field, picnic area, pavilion, a small parking area, reforestation areas, and a new site for log storage.
- Music Concourse:
  - A Special Area Plan for the Music Concourse has been deferred pending actions to be taken by the Golden Gate Park Concourse Authority as approved by voters in June 1998.
- Strybing Arboretum:
  - Recommendations from a separate master plan for the arboretum conducted by the Strybing Arboretum Society are incorporated into the park Master Plan.
- DeLaveaga Dell/Aids Memorial Grove:
  - The master plan for creation of the AIDS Memorial Grove has been incorporated into the park Master Plan.
- Bison Paddock:
  - Enhance the Bison Paddock to facilitate care and management of the bison herd, including new fencing,

accessible overlooks, interpretive area, and a new feeding barn.

- Relocate the adjacent log storage area to a portion of the Richmond Sunset Treatment Plant site.

### Items Recommended to be Deferred for Possible Future Study

Some items identified in the Master Plan were deferred for possible future study. Circulation proposals recommended to be deferred may later be reviewed and approved for implementation on a case by case basis. The items deferred for future possible study include the following:

- Closure of Conservatory Drive East.
- Music Concourse Special Area Plan.
- Tea Garden Drive narrowing and traffic calming measures.
- Stanyan/Fulton intersection traffic improvements between Fell Street and Fulton Street.

#### ***For more information, contact:***

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## Visitor Facilities

All items in this Master Plan section were adopted including the following highlights. See Master Plan document for complete recommendations.

- Create a park visitor center in the eastern end of the park within an existing building.
- Install comprehensive signs at all entries providing park information, regulations, and a park map.
- Continue restoration and accessibility work at all park restrooms.
- Establish suitable designs for park furnishings including benches, picnic tables, and trash receptacles.
- Improve appropriate park concession services including food and merchandise.
- Make the Pioneer Log Cabin available for public use - permit center.

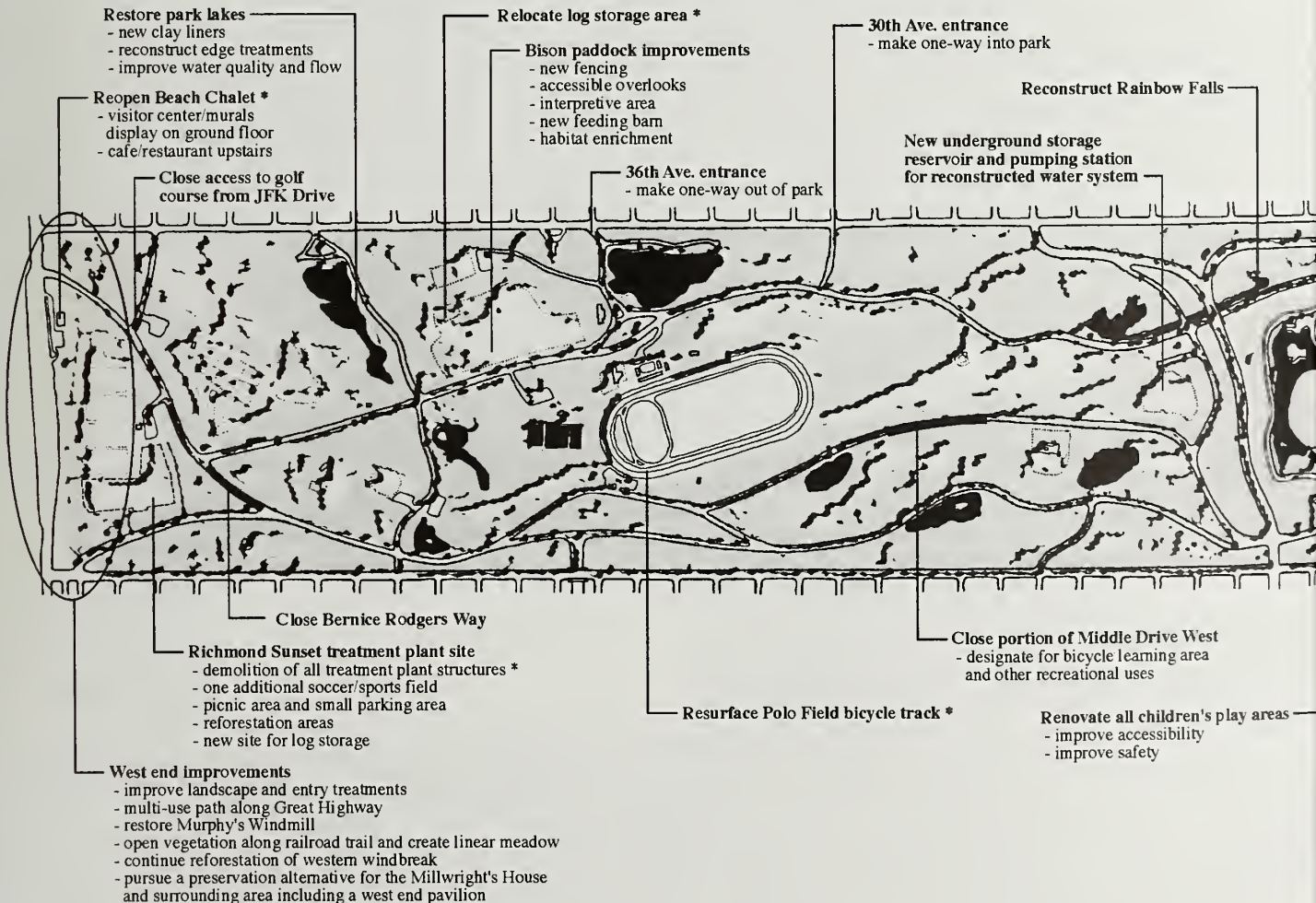
## Buildings and Monuments

All items in this Master Plan section (except the change noted below regarding the Millwright's House) were adopted including the following highlights. See Master Plan document for complete recommendations.

- Make needed seismic and structural improvements to the

carousel, Kezar Pavilion, and McLaren Lodge.

- Renovate the Conservatory of Flowers with necessary structural repairs, general renovation, new irrigation system and new heating and ventilation systems. Reconstruct the Rose House and add 3,000 sf of additional greenhouse space.
- Redevelop the County Fair Building to better serve the park and arboretum.
- Relocate the Arboretum nursery further west of existing location.
- Locate the approved Arboretum Education Center (2,500 sf) near the main entrance to the Arboretum.
- Continue the current use of the Sharon Building for community arts purposes.
- Renovate the Equestrian Center buildings. Other improvements to the Equestrian Center include night lighting, a covered central arena, and the addition of a 1,000 sf caretakers unit to be incorporated into an existing or replacement structure.
- Provide improved visitor information services in McLaren Lodge.
- Renovate the Murphy's Mill.
- Pursue a preservation alternative for the Millwright's House.



- Determine new use and renovation plan for the Park Aid Station.
- Renovate tennis clubhouse including accessibility improvements and an addition of up to 1,500 sf to enhance revenue potential.
- Renovate the Powell Street Railway Station for park entry and possible concession use.
- Renovate the golf clubhouse including an addition of 750 sf.
- Restore and maintain statues and monuments through the Adopt-A-Monument program.

### Utilities and Infrastructure

All items in this Master Plan section were adopted including the following highlights. See Master Plan document for complete recommendations.

- Reconstruct the park water system including replacement of wells and pumps, a new underground reservoir and central pumping station (incl. a 600 sf entry structure), and new mainline distribution, control, and automatic irrigation systems.
- Reconstruct other utility systems including electrical, lighting, sewer and drainage, and domestic water.

### Maintenance and Operations Areas

All items in this Master Plan section were adopted including the following highlights. See Master Plan document for complete recommendations.

- Consolidate the western maintenance headquarters building and storage sheds, reforest and re-landscape surrounding area.
- Rehabilitate the Urban Forestry Center.
- Relocate the log storage area to portion of the former Richmond Sunset Treatment Plant site.

### Park Management

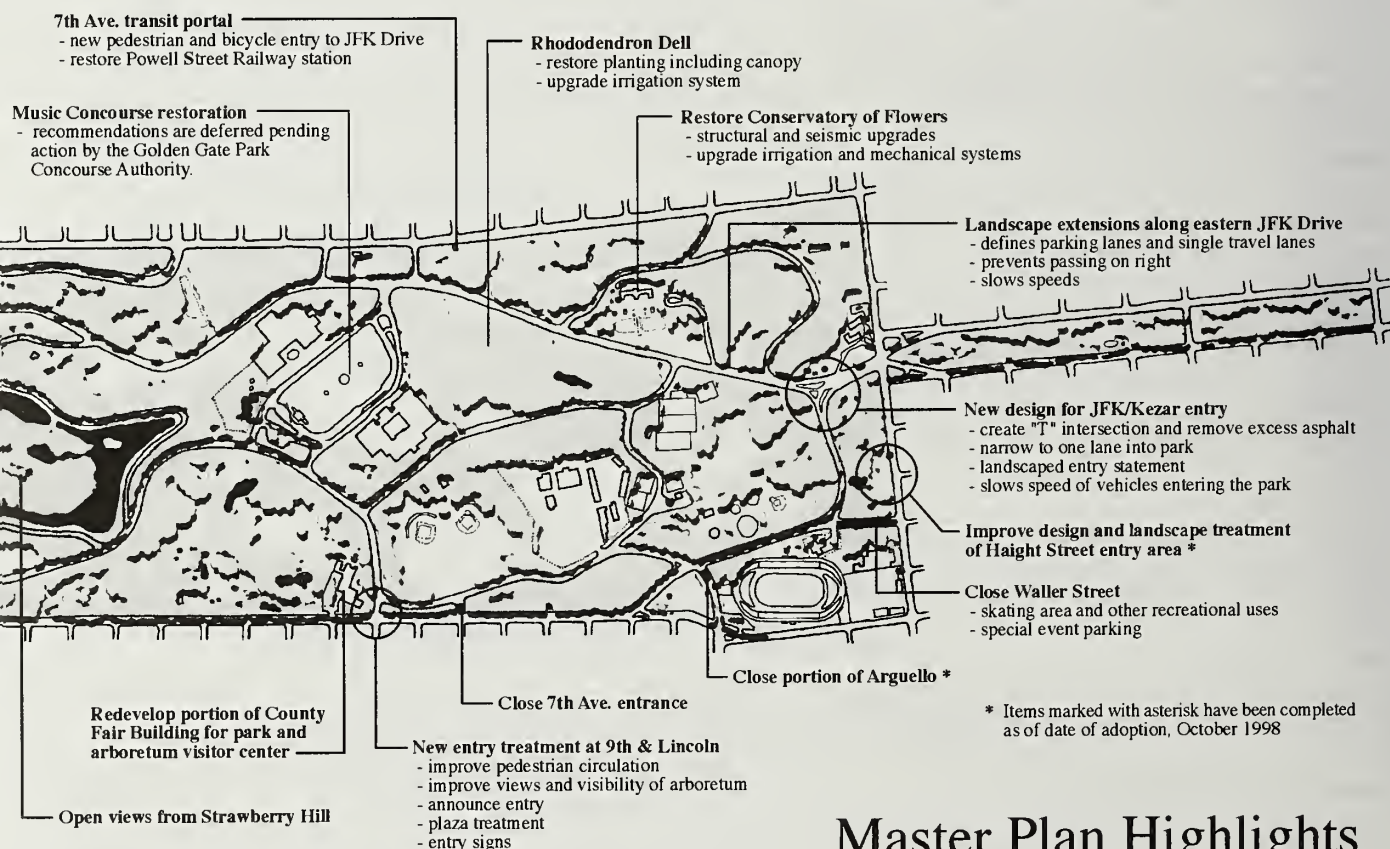
All items in this Master Plan section were adopted including the following highlights. See Master Plan document for complete recommendations.

- 25 to 35 additional staff are recommended to improve park maintenance.
- An expanded role and additional staff are recommended for the Park Patrol to improve park security.

### Park Funding

All items in this Master Plan section were adopted including the

*Continued on back page*



## Master Plan Highlights







# Master Plan Documents

Copies of the Golden Gate Park Master Plan are available from the Recreation and Park Department. Documents can be reviewed at McLaren Lodge, or to receive a copy, please send this form with your name, address, and a check, payable to Recreation and Park Department, for the correct amount to cover printing and mailing of documents.

Please mail me the Golden Gate Park Master Plan including the Objectives and Policies and all proposed actions. (include a check for \$4.60: \$3.00 for printing and \$1.60 postage)

I will pick up a copy of the Golden Gate Park Master Plan at McLaren Lodge (include a check for \$3.00 for printing only)

*Please let us know by mail, phone, fax, or e-mail to Deborah Learner if you would like to remain on the Golden Gate Park Master Plan mailing list..* If we do not hear from you, your name will be removed from the mailing list. Names included on specific issue lists will be retained.

\_\_\_ Please keep me on the GGP Master Plan mailing list.

I would like to be on the mailing list for the following issues:

\_\_\_ mountain bikes and other trail and pathway issues.

\_\_\_ I would like to be notified of volunteer activities.

\_\_\_ Conservatory of Flowers Restoration

\_\_\_ Special Area Plans

\_\_\_ Concourse Authority meetings

\_\_\_ Other issues (please specify): \_\_\_\_\_.

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Affiliation: \_\_\_\_\_



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McLaren Lodge, Golden Gate Park  
San Francisco, CA 94117

SF Public Library  
Attn: Gov't. Information Center  
Civic Center, 100 Larkin St., 5th Flr.  
San Francisco, CA 94102





