



Ballot Simplification Committee

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Subject: Request for Reconsideration - Sunset Dunes ballot measure

Dear Ballot Simplification Council,

I am writing to request reconsideration of the proposed digest for “Allowing Private Vehicles on The Upper Great Highway in Sunset Dunes Park” (“**Sunset Dunes Measure**”) because we believe critical clarifications are needed to ensure voters adequately understand the measure, and to accurately reflect the legal and factual status quo of the space.

The former roadway was legally renamed to Sunset Dunes park.

On April 9, 2025, the Recreation and Park Commission [approved](#) the following motion: “RESOLVED, This Commission rename [sic] the Upper Great Highway, located between Lincoln Way and Sloat Boulevard, adjacent to Ocean Beach as “Sunset Dunes”.” This followed voter approval of Proposition K in November of 2024, an “[Ordinance](#) amending the Park Code to establish new recreation and open space by restricting private vehicles at all times on the Upper Great Highway between Lincoln Way and Sloat Boulevard...”. It is worth emphasizing that the Recreation and Park Commission renamed *the Upper Great Highway as Sunset Dunes park*; the roadway itself became the park, not part of a larger park.

This reflects the current legal status of the public land affected by the Sunset Dunes Measure: under current law, the City is directed to use the land that formerly constituted the relevant portion of the Upper Great Highway as a public open recreation space known as Sunset Dunes park, including by restricting private vehicle traffic.

The “way it is now” reality mirrors the legal existence of a park rather than a roadway.

That legal reality is mirrored by a reality on the ground; the city has managed the space as a public park, adding park amenities on the former roadway such as a fitness area, skate park, bike park, seating, and public art. There is no functioning roadway on the space formerly known as the Upper Great Highway; that roadway has been replaced by a park formally named Sunset Dunes Park, with accompanying changes to the physical landscape of the park. Voters not personally familiar with the space deserve to be adequately informed that the space is a park with standard park features, rather than a roadway.

The current digest draft does not articulate to voters their land use decision as to whether the land currently used as Sunset Dunes park should be used instead as a roadway.

We are concerned that this legal and factual reality is not reflected in the digest, which switches between references to Sunset Dunes Park and the Upper Great Highway as if they are separate



spaces. As drafted, we believe the digest would risk significant voter confusion. This need not be the case, as the proposed measure is a straightforward land use decision: do voters want to cease using Sunset Dunes Park as an open recreation space in order to reopen the space as a roadway? Framing the measure this way mirrors both the digest written in 2024 for Prop K and the legislative text of the current measure. The legal text states that it intends to “restore” the state prior to Prop K, and so it makes sense for the digest to explain that it will reverse the voters’ decision to establish the open recreation space described in the 2024 digest.

Unfortunately, we are concerned this choice is not clear to voters, and in particular may not be clear to voters who are not personally familiar with the space. We respectfully submit the following changes to ensure the digest enables voters to adequately understand the choice before them with this measure:

- **The Way It Is Now.** In order to make an educated choice on this measure, it is critical that voters are informed that while Sunset Dunes Park replaced the Upper Great Highway, it is a park - with park amenities - rather than a roadway. We submit the following changes to ensure voters are properly informed of this reality:

The Way It Is Now: Sunset Dunes Park is an open recreational space that replaced the Great Highway between Lincoln Way and Sloat Boulevard (Upper Great Highway) and is closed to private vehicles at all times. [Sunset Dunes Park includes a two mile promenade and various park features such as skate and bike parks, which have been installed on the former roadway.](#)

[Sunset Dunes Park](#)~~The Upper Great Highway~~ is open to emergency vehicles, official government vehicles, intra-park transit shuttle buses, and similar authorized vehicles.

- **The Proposal.** Because the legal and factual status quo of Sunset Dunes Park is its use as an open recreational space, the core choice this measure offers voters is whether to cease the existing use in order to reopen the roadway. We submit the following edits to appropriately capture that choice:

Proposition __ would [cease the use of Sunset Dunes Park as an open recreational space in order to](#) reopen the [former roadway](#)~~Upper Great Highway~~ to private vehicles on weekdays from Monday at 4:00 a.m. through Friday at 6:00 p.m., unless the weekday falls on a holiday.

The Upper Great Highway will remain open to emergency vehicles, official government vehicles, intra-park transit shuttle buses, and similar authorized vehicles.

Proposition __ would require the City to obtain all necessary approvals, including any



permits required by the California Coastal Act or from other government agencies, to ~~cease use of Sunset Dunes Park as an open recreation space in order to~~ reopen the former roadway ~~Upper Great Highway~~ to private motor vehicles. This would include removal of ~~all some of the~~ Sunset Dunes Park recreational features.

- **"YES" Vote Means.** Similar to the above, the choice before voters is this: do they want to cease use of Sunset Dunes Park in order to reopen the former roadway? We suggest the below edits to reflect this choice for voters.

A "YES" Vote Means: If you vote "yes," you want the City to ~~cease using Sunset Dunes Park as an open recreation space in order to~~ reopen the former roadway ~~Upper Great Highway~~ to private vehicles on weekdays from Monday at 4:00 a.m. through Friday at 6:00 p.m., unless the weekday falls on a holiday.

A "NO" Vote Means: If you vote "no," you do not want the City to make these changes.

Thank you for your consideration,

Robin Pam
San Francisco Director
Streets For All