



## Embarcadero Transportation & Parking Study

### Preliminary Analysis

September 8, 2004

### Agenda

- ❖ Review process
- ❖ Analysis tools
- ❖ Preliminary parking analysis – Environmental Compliance Guidelines
- ❖ Mitigations
  - Parking pricing
  - Shared parking
  - Transit improvements
  - Transportation Demand Management
- ❖ Conclusions

### Goals

- ❖ Support revitalization projects that attract people to enjoy the waterfront
- ❖ Maximize access to the waterfront for residents, visitors, employees and freight
- ❖ Manage traveler demands to achieve efficient and effective use of the Embarcadero transportation network

### Summary of Parking Principles

- ❖ Set clear parking priorities
- ❖ Manage parking supply
- ❖ Ensure that parking is always available, and that people know where to find it
- ❖ Ensure new parking facilities can be shared
- ❖ Manage the entire supply as part of a coherent system
- ❖ Do not subsidize parking
- ❖ Parking pricing and management can be a tool to manage roadway congestion
- ❖ Parking should not come at the expense of good urban design or compromised transit service
- ❖ Address spillover concerns

### Parking Analysis: Existing Conditions

**Existing Parking Utilization  
By Subarea**

Northeast Waterfront	72%	→
Ferry Building Area	86%	
South Beach	86%	→
<b>Total</b>	<b>83%</b>	

### Potential Future Scenarios

All scenarios use Environmental Analysis Guidelines

- ❖ **Scenario 1** – Continue existing trend; assume Superdistrict 1 travel and mode choice patterns.
- ❖ **Scenario 2** – Severely curtail long-term parking availability; apply short-duration parking rates.
- ❖ **Scenario 3** – Decrease share of trips by auto; higher transit-oriented travel and mode choice patterns, similar to S.F. financial district.

