



**Meeting of the Port Northern Advisory Committee (NAC)
May 18, 2022 (5:30 to 7:30 pm)
Virtual Public Meeting via Zoom**

Meeting Notes

NAC Attendees

Jane Connors (Co-Chair), Ferry Building, Hudson Pacific Partners
Katy Liddell, (Co-Chair), South Beach/Rincon/Mission Bay Neighborhood Association
Ted Choi, City Kayak, Pier 40
Shani Krevsky, Exploratorium
Marc Dragun, President, Brannan Homeowners Association
Bruno Kanter, North Beach Neighbors
Carol Parlette, Golden Gateway Commons Resident
Flicka McGurrin, Pier 23 Café
Bob Iwersen, Gateway Apartments
Robert Harrer, Barbary Coast Neighborhood Association, Government Affairs
Ritika Puri, Watermark Homeowners Association
Mahesh Katwani, Alternate for Ritika Puri

NAC Members Absent

Alec Bash, Alternate for Bob Iwersen
Stewart Morton, San Francisco Heritage
Diana Taylor, Alternate for Bob Harrer

Port Staff

Patrick Foster, Planning and Environment, NAC Coordinator
David Beaupre, Real Estate and Development, NAC Coordinator
Don Kavanagh, Real Estate and Development, NAC Coordinator
Kim Beal, Real Estate and Development
Josh Keene, Real Estate and Development
Ming Yeung, Planning and Environment
Ricky Tijani, Real Estate and Development

Presenters and Audience

April Fame, Pacific Waterfront Partners
Simon Snellgrove, Pacific Waterfront Partners
Mark Dreger, SFMTA
Alice Rogers, SB|R|MB NA
David Noyola, Noyola Piccini Group

Liz from Pier 40, North Beach Marine Canvas
Diane Amato
Mark Hornberger, HWI Architects
Jehana Jalil
Joe Arellano, Joe Arellano Communications
Paul Liao, BCNA
Drew Harper, Spinnaker Sailing - San Francisco, Inc.
Florence Schwartz
Sunni Peterson
Tom Weber
Wayne Perry, Cornerstone
Yuri Jewett, BCDC
Sunni Peterson

1. Announcements and Introductions

- The next NAC meeting was tentatively scheduled for July 20, 2022 (this meeting was later cancelled).
- Dan Hodapp from the Port started off today's meeting by introducing an upcoming art exhibit at Pier 14. This is a large Blue Whale skull made from plastic recovered from the ocean. The art will include interpretive elements. Slated installation is in October 2022 and will stay in place for approximately six-months.
 - There were no questions after the presentation.
- David Beaupre provided a quick status update on the Piers 30/32 development as we know there is ongoing interest from the committee on this project.
 - Marc Dragun – has city attorney rendered decision on density bonus?
 - David – Not yet but we are “getting closer”. More information forthcoming.
 - Bob Iwersen – will they take our comments?
 - David – yes, they are considering all comments up to this point to develop the 2.0 version of the project

2. **Approval of Draft Meeting Notes:** The NAC March 16, 2022 meeting were approved.

3. **Embarcadero Enhancement:** Update on the Central Embarcadero Quick-Build, focusing on implementation, forthcoming adjustments/additions, and the project's evaluation plan – SFMTA (Mark Dreger)

Q&A

- Marc Dragun – This is coming together very well, electric scooters are the biggest issue but at least we are getting the fast bikers into the bike lane. Overall a good safety improvement, hopefully the signs will help even more.
- Bob Iwersen – Loves the new bike lane. Two questions:

1. It is illegal for bike to be on the Promenade? Late at night with nobody around, would someone be subject to a ticket?
 2. The streetlights were going to be optimized, but don't seem to be getting faster.
 - Dan Hodapp – Port Commission is currently only considering enforcement when there is two-way protected bike lane, could be subject to a ticket. We are also considering families, the promenade is where children are brought to learn to ride, City allows kids under 12 to ride on sidewalks, may not want to enforce against parents accompanying them.
 - Mark Dreger – Concrete dividers, raised crosswalks, could come with future capital phase but are not intended to be part of this quick-build project.
- Jane Connors – appreciates MTA and Port's partnership and likes that entire bike lane will be painted green to avoid confusion. Enforcement is key, signage may not help that much, A-frame signs often end up flat and not propped up. Big traffic issues with backups along Embarcadero, Ferry Building tenants concerned about people's ability to get close to the building.
 - Bob Harrer – Two questions:
 1. Can scooters be slowed down on the sidewalk using technology?
 2. Any consideration that there may be locations where human enforcement might be helpful? (i.e., ambassadors with signage). Appreciates MTA and the continued dialogue.
 - Mark Dreger – Scooter share companies use cameras to detect difference between bikeway and sidewalk, and speed limits are triggered in certain areas. GPS is used to regulate parking areas. For enforcement, we are looking into all tools. Possibly bring in PCOs to at least to provide education-based enforcement, with a focus on e-bikes and scooters. Evaluation will inform which locations may need this the most. Data from the next couple months will help.
 - Dan Hodapp – Will use PCOs for a one-week period when the signs are introduced. Likely will not be able to do this on a permanent basis due to expense. MTA is leading with physical improvements.
 - Bruno Kanter – For families riding on Embarcadero, suggest finding a way to allow parents/guardians to accompany children like playgrounds. For Broadway field test, when will the evaluation results be available?
 - Mark Dreger – We will look at data to see how current lanes work, to see if two turn lanes might be better. Models show that this will help traffic move most efficiently. Yes, this is counter-intuitive, but we will review data and communicate the results to the Port Commission.

- Ted Choi – Loves the bike lanes but it can be easy to forget they are there. Will take time for people to get used to the lanes. Main concern will be fast riders on the sidewalk. An uneven/cobblestone surface on the sidewalk could help.
- Paul Liao – Compliments efforts to use technology to regulate scooters. BCNA safety committee has attended Central District police department meetings. Several folks brought up the issue of motorized scooters, SFPD response was that some officers are assigned to Port and could be alerted specifically to do more rigorous enforcement. Signs can be effective but are lost among the many signs on the roadway. Painting something on the promenade itself may be helpful to say clearly motorized scooters are not allowed.
- Katy – thanks to MTA for the presentation and answering questions, great job.

Chat

- Alice Rogers (SB|R|MB NA)
 - I happily had a Saturday walk from the Farmers' Market to South Beach with NO bikes on the Promenade, all on the bike path. A first!
- Suni Petersen
 - What is being done to encourage the Uber drivers to pull into their spots rather than being half in the road.
 - Mark Dreger – nothing about the design would make it difficult to get into floating loading zones, may need more enforcement.
- Marc Dragun, NAC Member
 - I recommend that PCO's be used for more than one week to inform the users of the new "rules of the road", even with the added expense. It will take repeated enforcement for some electric scooter users to get the message.

4. **Piers 38/40 Redevelopment:** Project Update: Program, Preservation, Resilience, Schedule – Pacific Waterfront Partners (April Fame, Simon Snellgrove)

David asked, and co-chairs agreed to change order of the agenda and present Pier 38/40 next.

Q&A

- Diane Amato – Consider quality of life issues: noise, light, traffic, deliveries, music, entertainment. Noise bounces off the water, Pier 40 is the closest pier to the other side of the street. Please consider residents nearby and protect the people that live here. Likes to hear that there will be a delivery lane to avoid double parking.
 - David Beaupre – April talked about moving the bulkhead building for resilience benefits, will also take your concerns into account.

- April Fame – we are working on the noise and lighting concerns. This is part of the CEQA process that we go through to evaluate impacts to the surroundings. We will be transparent about these issues and will keep you apprised as we get further through design and development. Your comments are heard and will be addressed.
- Liz from Pier 40 – this is a large expensive plan and the businesses on Pier 40 have been talking with the Port about the cost of doing business here. Marine tenants now pay more to do business here than anywhere else in the Bay Area. Maritime business needs to be recognized because the Port made maritime use a priority at this location. There is opportunity to work together to sustain maritime business on the piers and in San Francisco.

The Port has historically protected these businesses which need to be looked at differently than typical downtown SF tenants. Want to work together to ensure these businesses can stay to continue to serve City and Bay Area maritime customers. We need to be continually identified or we will be lost through the high expense of this project. Maritime businesses cannot sustain higher rents. Over 50% of maritime businesses in the Bay Area have been forced to close. Would like developer to subsidize maritime businesses.

- April Fame – We want to fully support your business and others currently at the Pier. We believe in the diversity of enterprise at this site and will continue to work with Pier 40 tenants to make it viable for you to stay and sustain a lucrative business.
- Simon Snellgrove – The maritime and public benefits are essential to the soul of this project, wants to keep it “salty” and will continue to coordinate. We will not charge certain tenants. The junior sailing will not have a charge and economically challenged restaurants will have minimal rent. We accept the challenge.
- Marc Dragun – Please be aware that in the late afternoon it gets very windy and cold in this area. Consider this when designing the site, east side of the buildings will provide the most protection. Outdoor dining will need wind protection.
- Carol Parlette – What is the plan for the pool?
 - David Beaupre – The last few water-oriented amenities are still to-be-determined. Given the pool proposed for Piers 30/32 we will look for other options at this location.

Chat

- Tom Weber
 - What are the Pier 40 water amenities? Another pool like proposed at Pier 30/32?
 - David Beaupre – We are still working on that, but we would not duplicate the same amenity such as a pool at both facilities.

5. Multi-site RFP: Proposed Upcoming Leasing Opportunities, Pier 33 ½ (Eastern End) and Ferry Plaza East Building (behind the Ferry Building) – Port Real Estate and Development (Josh Keene, Ricky Tijani)

Q&A

- Bob Iwersen – interested in feedback from Jane, how to encourage foot traffic to the rear of the ferry building and coordinate with Hudson
 - Josh Keene – Caution Jane against getting too specific with feedback so as not to prejudice the RFP process.
 - Jane Connors – excited to hear ideas and feedback at this stage, recommends coordination with the Alcatraz Cruises project at Pier 31.5.
- Carol Parlette – With all the crowds on Saturday, consider incorporating into the ideas for the Ferry Building East Plaza. Also, what do you mean by authentic and unique character at 33.5?
 - David – Use/design that takes advantage of the unique setting adjacent to the water.
- Jane Connors – Curation of retail along the waterfront is good for the entire area, proximity to Alcatraz Cruises at Pier 31.5 is great opportunity.
- Shani Krevski – Great string of retail opportunities to bring more people to the waterfront.
- Bruno Kanter – likely to be a restaurant at Pier 33.5, but still being considered for other uses, correct? Other uses may be better for the community.
 - David – Correct, we are considering a variety of other uses based on the waterfront plan, but our sense now is that this will likely be an opportunity for a restaurant.
 - Josh Keene – We are open to all allowable uses. The size and existing infrastructure is set up well for a restaurant. Changing existing configuration may be cost prohibitive for other uses, but we are open.
 - Ricky Tijani – It is a balancing act, we are looking for a long-term stable tenant as a priority.
- Ted Choi – We want to keep these places filled. To attract tenants, make this a stated priority in the RFP.
 - Josh Keene – looking to expedite process, implied value through broker process.

Chat

- Shani Krevsky, NAC member - Exploratorium

- Can you provide some context; for example, what is happening with the Golden Gate Ferry terminal adjacent to the Ferry Plaza East Building? Is that part of the RFP?
 - David – That is not part of the RFP, but we have been having conversations with Golden Gate Ferry about how to improve that area. We will coordinate between parties if we end up selecting a partner for the Ferry Plaza East Building
 - Josh Keene – we will coordinate with BART and Golden Gate Ferry. We are looking to lease the building and immediate envelope but will coordinate with surrounding stakeholders.
- Josh Keene
 - Another aspect of the uniqueness goal is to not overlap with other offerings and experiences, but to provide a complement to the existing waterfront.

Meeting Adjourned 7:30 PM