

EMBARCADERO ENHANCEMENT PROJECT

PHASE 1 - CENTRAL SEGMENT

January 2021

[SFMTA.com/Embarcadero](https://www.sfmta.com/Embarcadero)

Project Overview

The **Embarcadero Enhancement Project (EEP)** seeks to improve safety, mobility, connectivity, and accessibility for all users of The Embarcadero, which serves as a major transit corridor, tourist destination, marine-oriented commercial district and public recreation area. The Embarcadero is also a key route into San Francisco's major business and cultural areas such as the Financial District, Fisherman's Wharf and Chinatown.

In partnership with the Port, the San Francisco Municipal Transportation Agency (SFMTA) has spent years engaging with stakeholder groups and the broader public to envision a better, safer Embarcadero. To expedite safety and mobility improvements, the city began construction on three Embarcadero Quick-Build Projects in summer 2020 as part of Vision Zero.

Looking to connect and extend these improvements, the EEP prioritizes the next two phases of capital investment along the Central (Mission to Broadway) and Southern (Folsom to Townsend) corridor segments. Given considerable design and funding challenges along The Embarcadero north of Broadway, this segment will undergo additional public outreach and analysis together with the Fisherman's Wharf/Pier 39 circulation study.

Embarcadero Quick-Build Projects

The Embarcadero Quick-Build Projects were a critical first step toward achieving the project goals. For more information about the Quick-Build Projects, visit: [SFMTA.com/EmbarcaderoQB](https://www.sfmta.com/EmbarcaderoQB)



The **Pier 35 Quick Build** between Bay and North Point streets establishes a new protected bikeway and improved loading to reduce conflicts between bikes and passenger loading activities at the Cruise Terminal



Ferry Terminal Quick Build: A new two-way protected bikeway between Mission to Folsom streets improves safety for all users and enhances 'last mile' connections to the Ferry Terminal from the South of Market neighborhood. In addition, crossings with separated waiting areas, right turn on red restrictions for vehicles, and improved signal timing will be installed.



Rincon Restaurant Zone Quick Build: This project established a protected bikeway for northbound bicyclists and expanded capacity for commercial and passenger loading.

The Embarcadero and Vision Zero

The Embarcadero corridor (between Lombard and Townsend streets) is on the city's Vision Zero High Injury Network (HIN), representing the **13% of city streets where 75% of the severe and fatal injuries occur.**

In the last five years, there were **189 reported severe injury collisions and two fatalities** on the corridor (along with daily 'near misses' on the street and along the promenade).

Project Goals

As the Embarcadero continues to evolve to fit the needs of the surrounding areas, so do the City's values regarding transportation and safety. Busy sidewalks and streets with multiple uses create conflicts, discomfort, and challenges to implementing the city's Vision Zero Strategy. With those values in mind, the Embarcadero Enhancement Project aims to:

1. Build a safer Embarcadero for all users
2. Improve connections between the Embarcadero, nearby neighborhoods, and the region
3. Elevate the Embarcadero's role as a valued destination and workplace for locals, visitors, businesses, maritime and Industrial uses
4. Invest in critical infrastructure to support the renewal and recovery of our City while protecting public health

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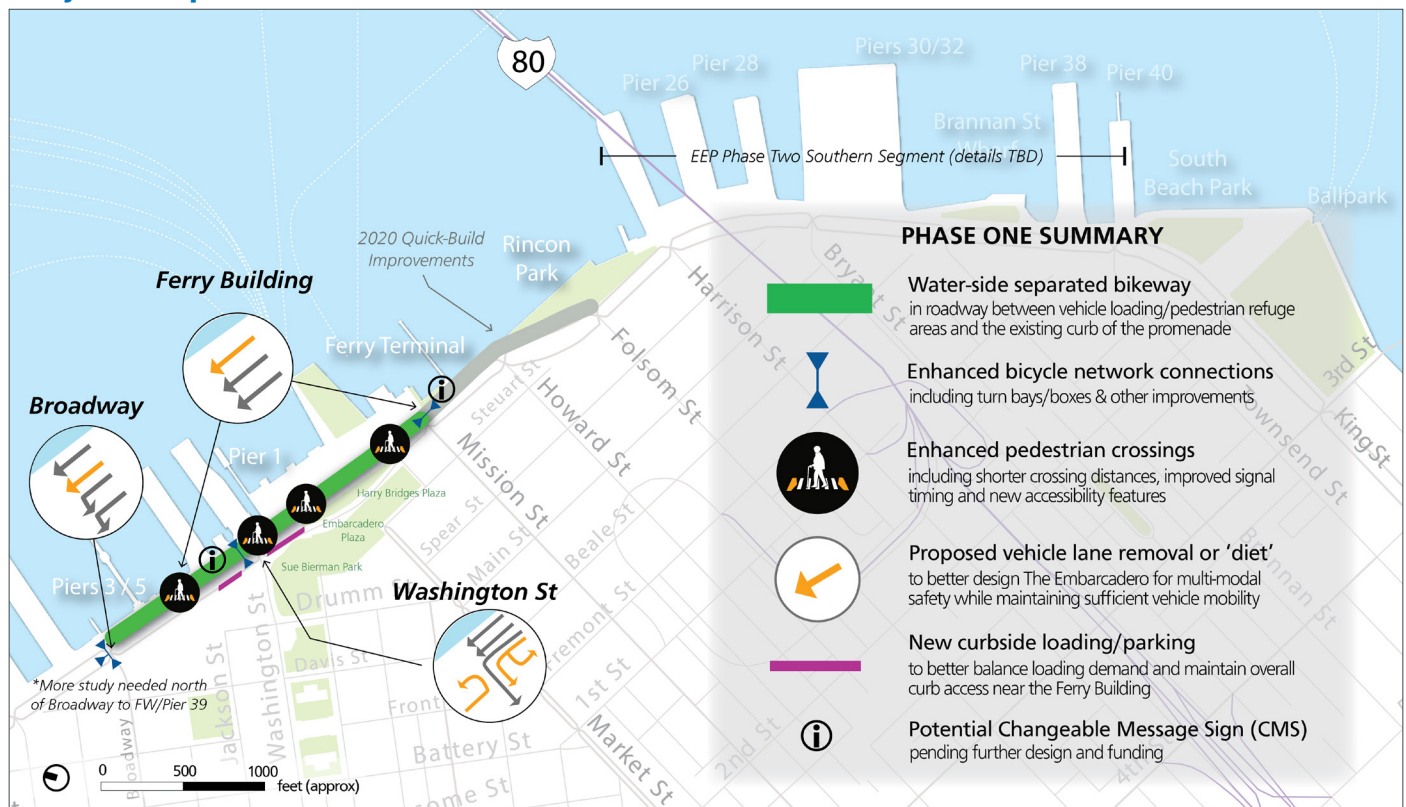
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Project Details

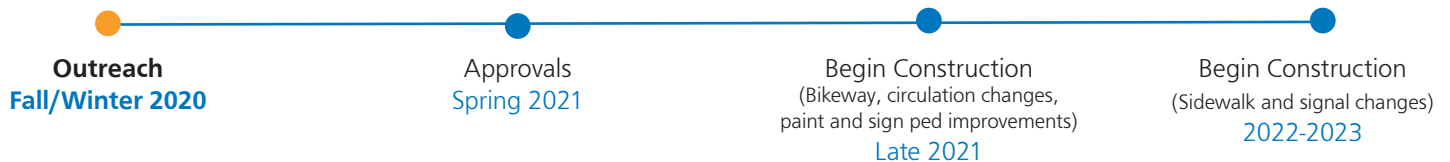
The first phase of EEP implementation will begin with the **Phase 1 - Central Segment from Mission Street to Broadway**, where converting the third travel lane provides space for a two-way protected bikeway and substantially shorter pedestrian crossings at Pacific and Clay streets, as well as the Ferry Building driveway.

Other safety measures and circulation changes are planned at the Washington Street and Broadway intersections, which are top collision locations for people walking and bicycling. New curbside vehicle load zones along the city side (southbound) will also be provided to better balance loading activities near the Ferry Building.

Project Map



Timeline



Questions and comments? Please email Embarcadero@SFMTA.com

For more information and to sign up for project updates, visit [SFMTA.com/Embarcadero](https://www.sfmta.com/Embarcadero)



Embarcadero Enhancement Project (EEP)

January 12, 2021

Port Commission



SFMTA



Update Topics

1. Embarcadero Transportation Goals & Context
2. EEP Phasing Plan
3. Phase 1 Overview
4. Schedule & Next Steps

A Waterfront for All



Embarcadero Transportation Goals



- Safety
- Access
- Mobility
- Connectivity
- Economic Recovery

VISION FOR A BETTER EMBARCADERO



Comprehensive & coordinated wayfinding

Simplified intersections with fewer conflicts, smarter signals

Enhanced promenade & urban design

Safer, more efficient loading & curb access

Faster, more reliable transit

Two-way, 'water-side' protected bikeway

Shorter pedestrian crossings

ADA accessibility upgrades

2020 Quick-Builds

Ferry Terminal



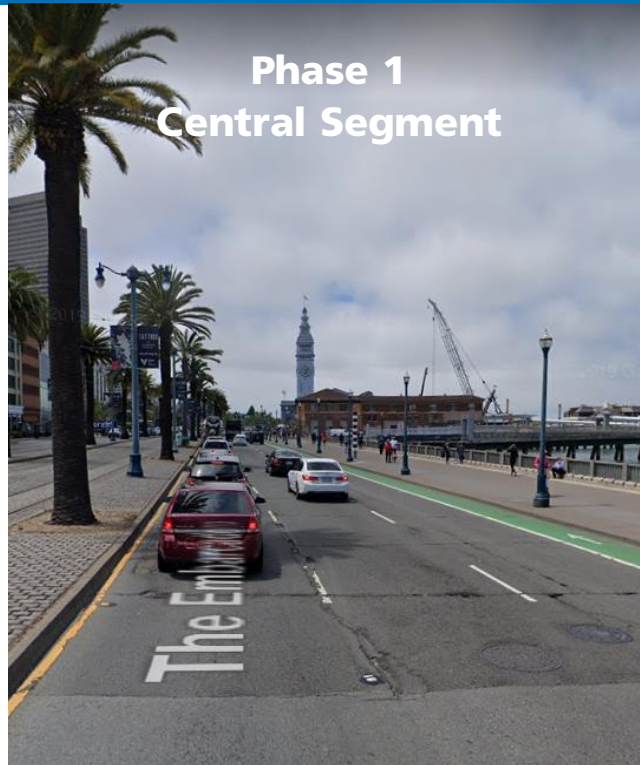
Rincon Restaurant Zone



Pier 35



**Phase 1
Central Segment**



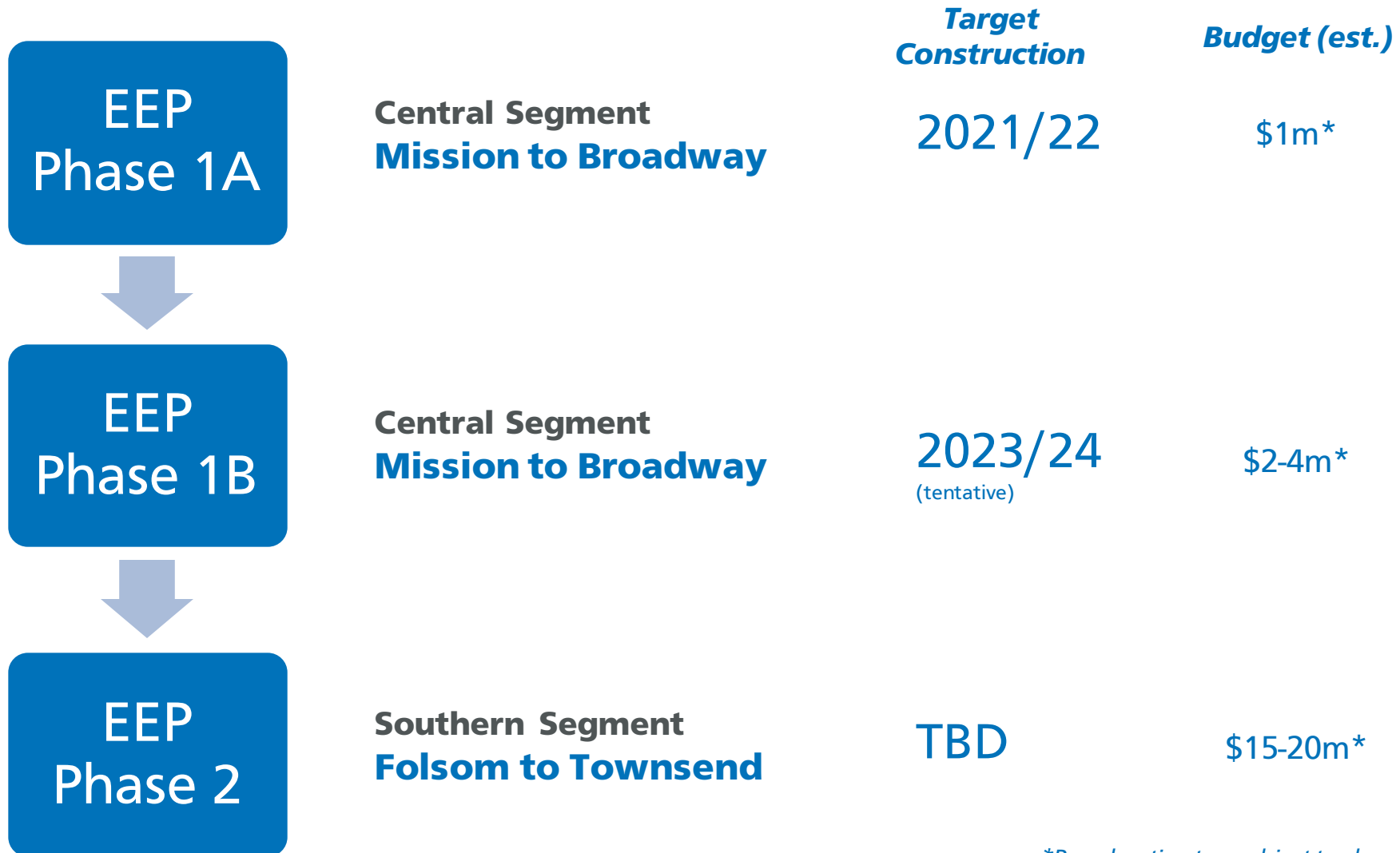
**Phase 2
Southern Segment**



**Northern Segment
(more study needed)**



- ✓ 3rd travel lane provides room for relatively quick, cost-effective improvements
- ✓ No 3rd lane but promenade generally wider, fewer loading conflicts, median narrowing opps
- \$? No 3rd lane, loading challenges, higher infrastructure costs, other uncertainties



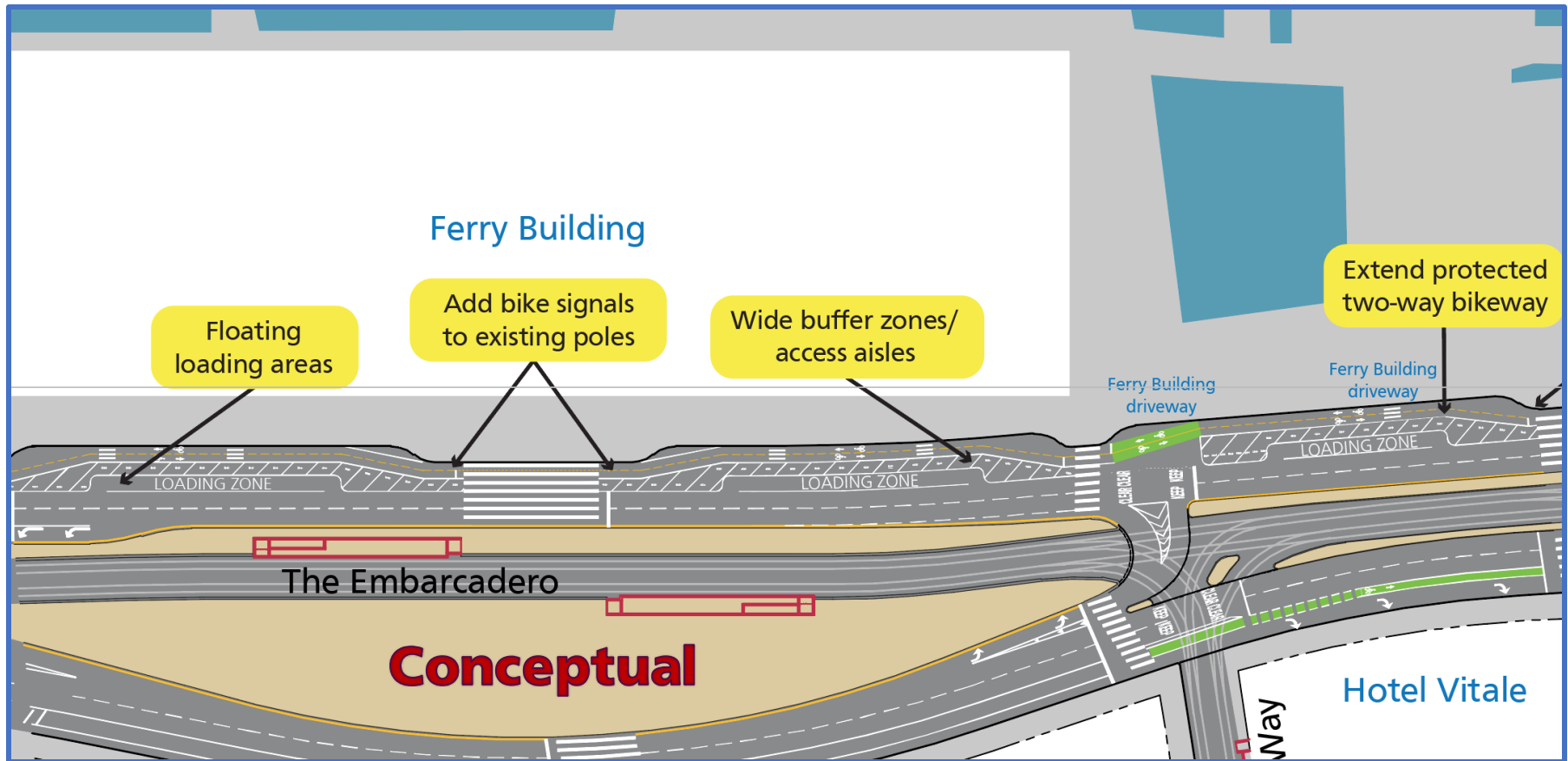
**Rough estimates, subject to change*







Conceptual

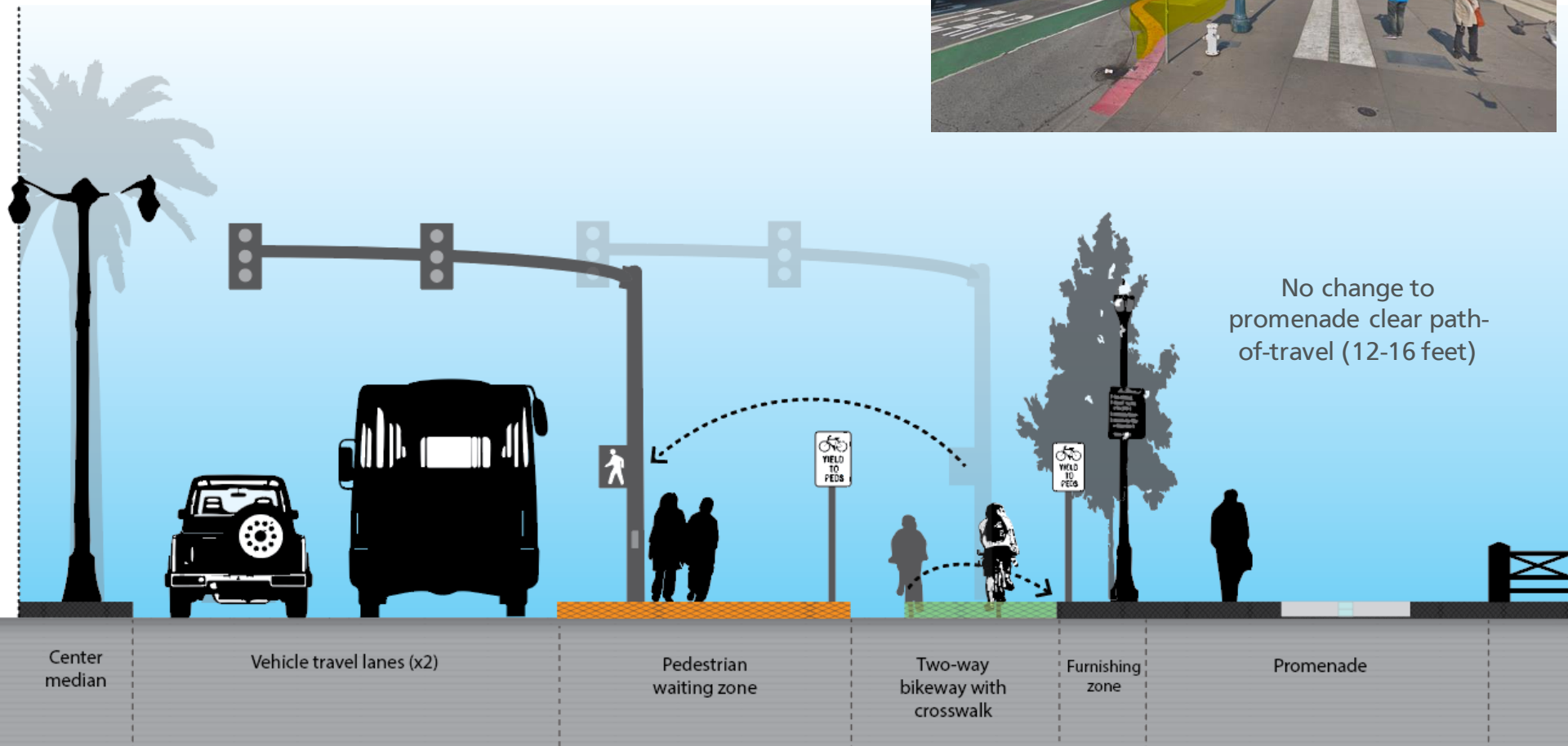


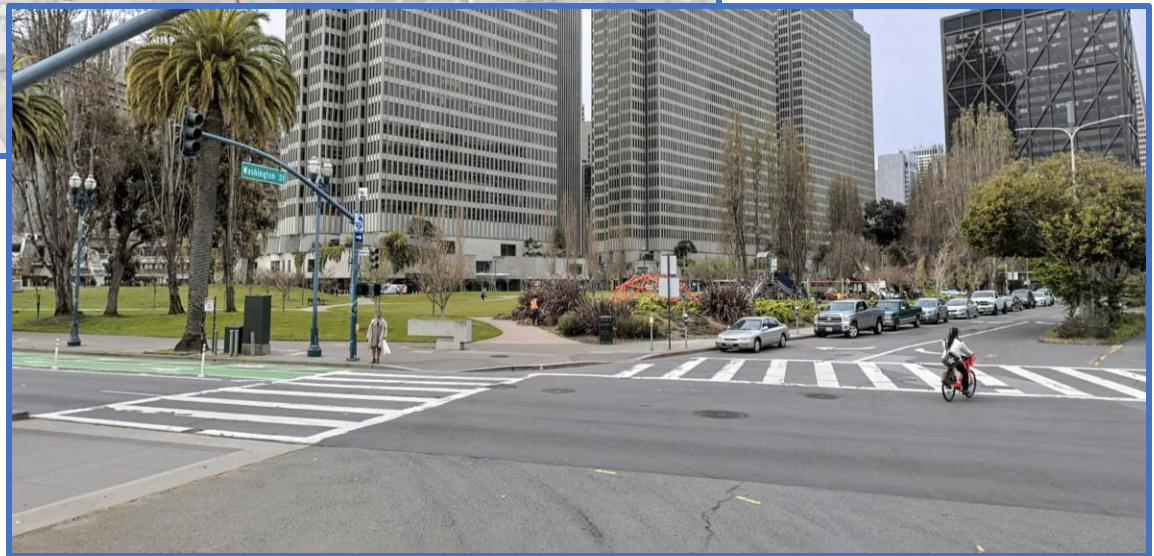


Pedestrian crossing distance with islands:

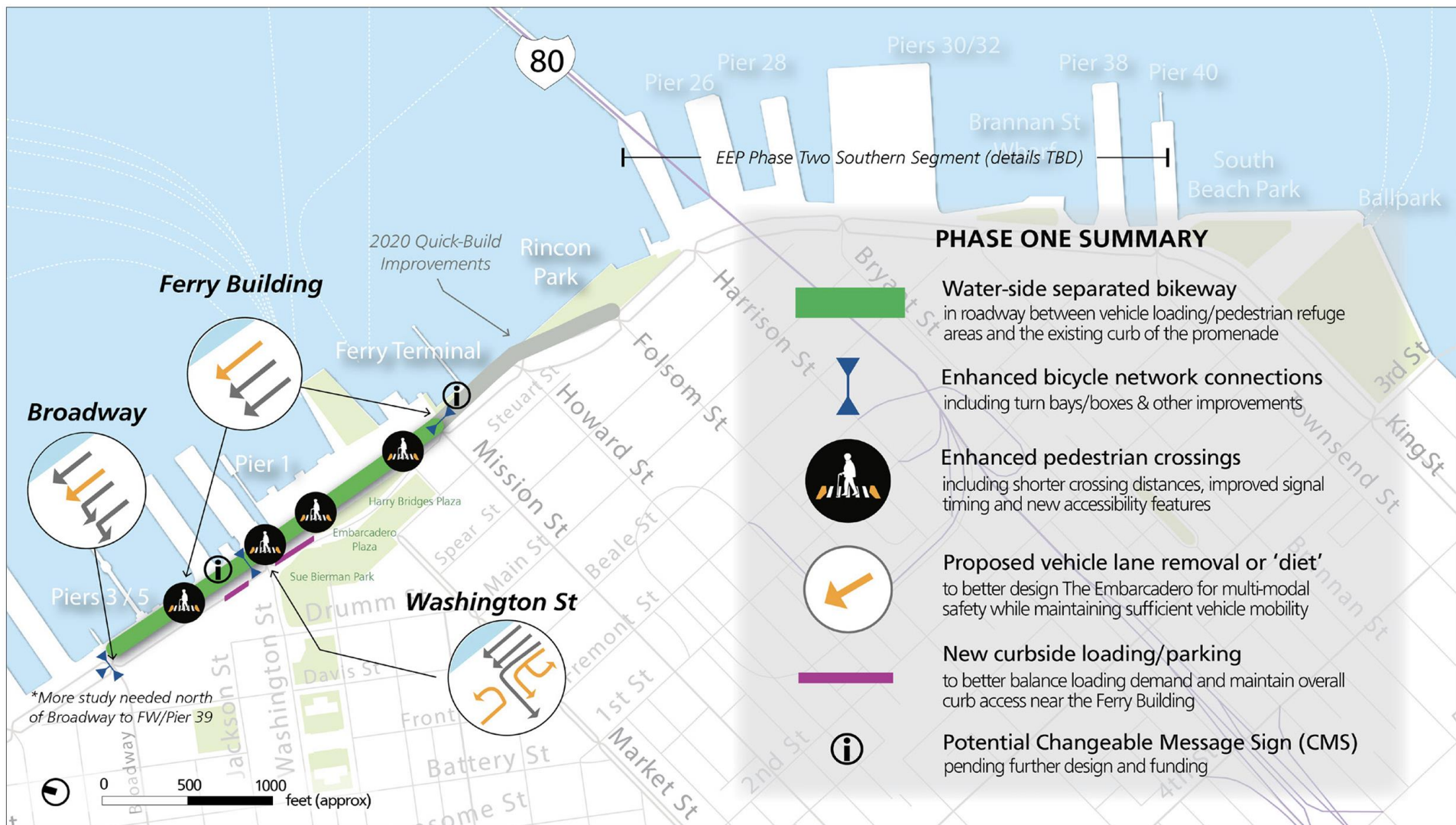
Existing: 38 feet

Potential: 22 feet

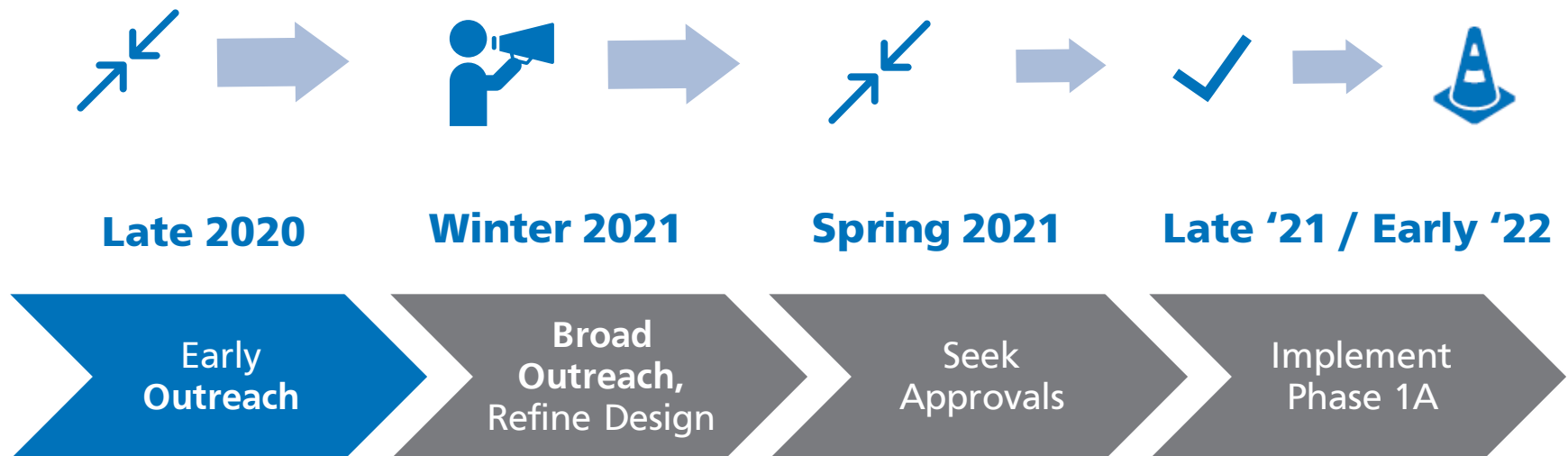




Mission Street to Broadway



Project Timeline



Folsom to Townsend

Significant capital investment (in relatively stable seismic area) to close gap in Bay Trail protected bikeway, support Port pier re-development, and improve Caltrain/ferrytransit & ballpark/Mission Rock access



EPP Phase 1

EPP Phase 2

Thank You!

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SFMTA

