

# Embarcadero Enhancement Update

1. Embarcadero Program & Project Phasing
2. Central Embarcadero Safety Project
  1. Final Quick-Build Proposal
  2. Funding
  3. Stakeholders & Outreach
  4. Evaluation & Public Education
3. Schedule of Next Steps

June 1, 2021  
SFMTA Board of Directors



**SFMTA**





# 2020 Quick-Build Projects

## Ferry Terminal



## Rincon Restaurant Zone



## Pier 35

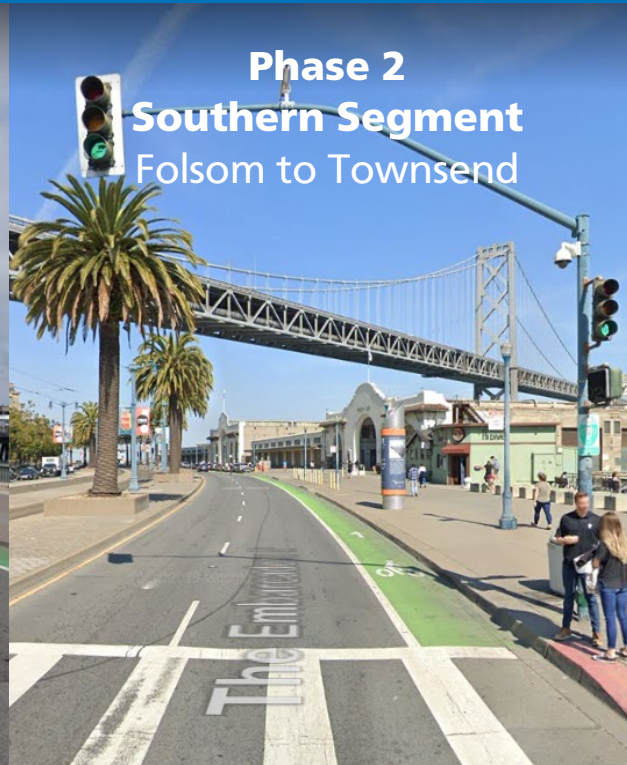




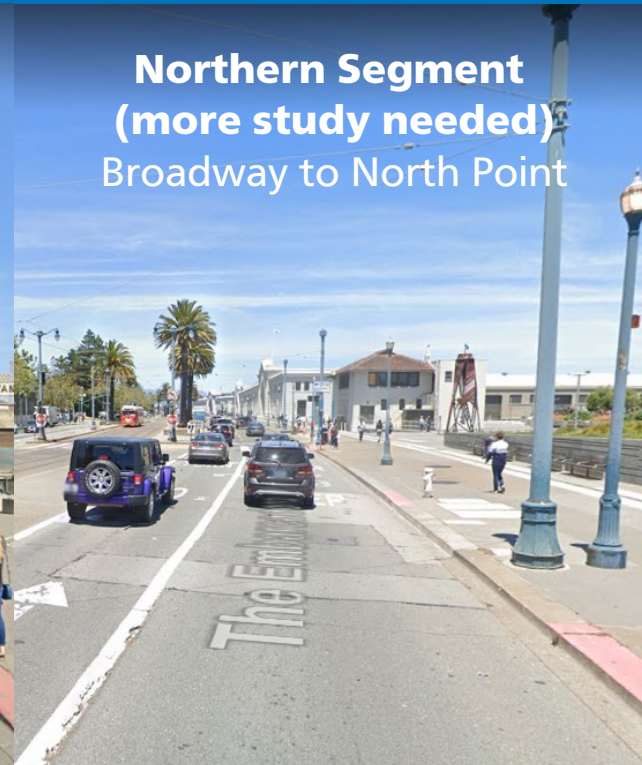
**Phase 1**  
**Central Segment**  
Mission to Broadway



**Phase 2**  
**Southern Segment**  
Folsom to Townsend



**Northern Segment**  
**(more study needed)**  
Broadway to North Point



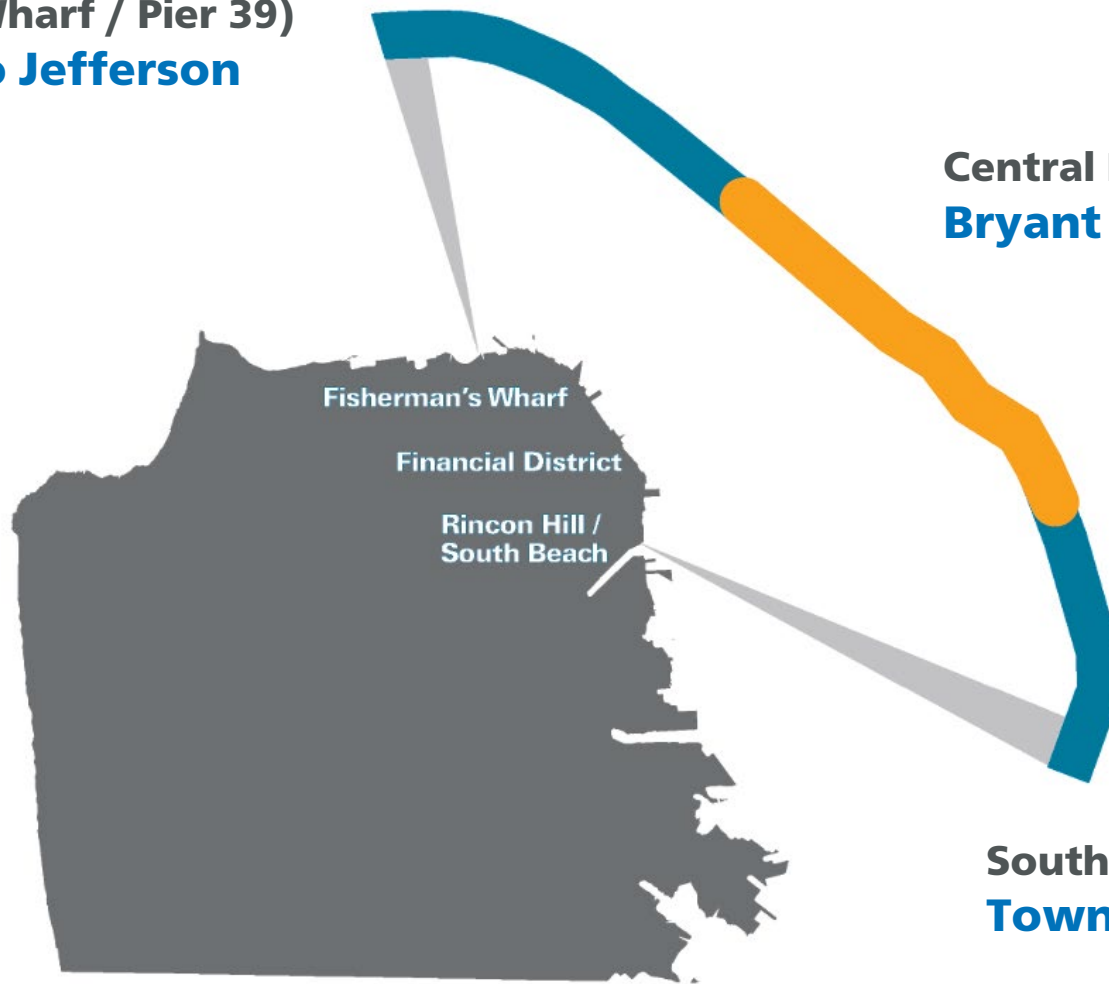
- ✓ 3<sup>rd</sup> travel lane provides room for quick, cost-effective improvements
- ✓ addresses top collision locations

- ✓ no 3<sup>rd</sup> lane but promenade generally wider
- ✓ few loading conflicts
- higher infrastructure costs, other uncertainties

- no 3<sup>rd</sup> lane, narrower promenade
- loading zone challenges
- higher infrastructure costs, other uncertainties

**Northern Embarcadero (including  
Fisherman's Wharf / Pier 39)  
Broadway to Jefferson**

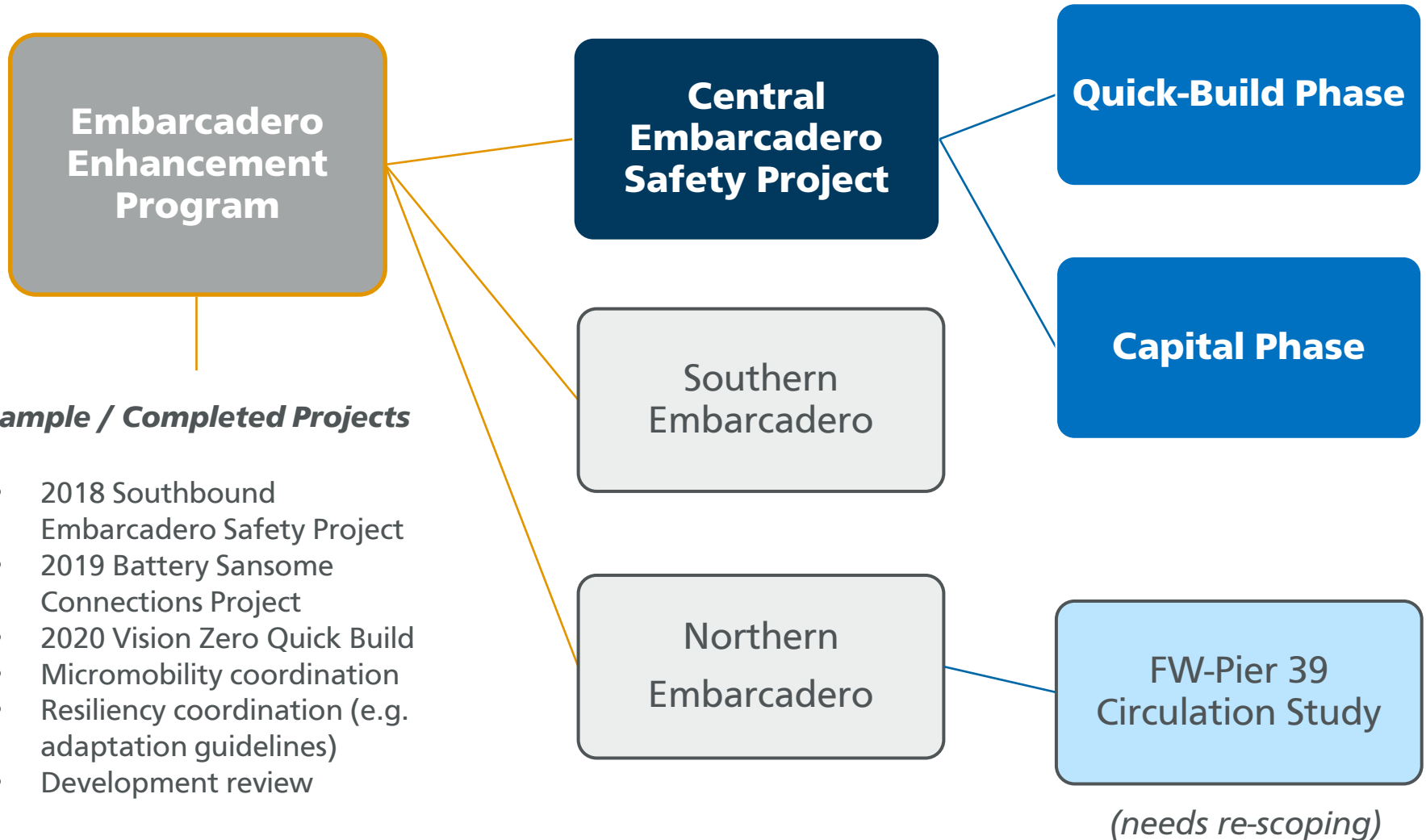
**Central Embarcadero  
Bryant to Broadway**



**Southern Embarcadero  
Townsend to Bryant**



# Embarcadero Enhancement Program



## Example / Completed Projects

- 2018 Southbound Embarcadero Safety Project
- 2019 Battery Sansome Connections Project
- 2020 Vision Zero Quick Build
- Micromobility coordination
- Resiliency coordination (e.g. adaptation guidelines)
- Development review









Conceptual



## Quick-Build Phase 1



### Summary of changes

-  Two-way, separated bikeway (waterside)
-  Separated bikeway (two one-way lanes)
-  Enhanced bicycle network connections
-  Enhanced pedestrian crossings
-  Vehicle lane removal
-  New curbside loading/parking
-  Parking removal / new loading zone(s)
-  Narrowed center median
-  Changeable message sign (CMS)

# Central Embarcadero Safety Project

Quick  
Build



Capital  
Safety  
Project

## Mission to Broadway

Core safety improvements made possible by northbound road diet, including waterside bikeway; Ferry Building curb management upgrades; emphasis on public education and project evaluation

**Target  
Construction**

**Budget (est.)**

2021/22

\$1m

## Bryant to Broadway

Improve existing design with more permanent measures and extend bikeway south to Bryant Street; emphasis on pedestrian crossings and median narrowing/parking removal to minimize promenade changes

2023/24  
(contingent on funding)

\$5-7m\*

*\*Fund request in process with SFCTA for quick build construction and capital phase detailed design*



## Port Northern Advisory Committee (NAC)

- Comprehensive briefing to key Embarcadero stakeholders

## Ferry Building (Hudson Properties & farmer's market)

- Multiple staff meetings, farmer's market observations
- Proposal maintains 92% of existing loading; design supports market load-out operations
- Loading will be a focus of the evaluation; design adjustments/tweaks as needed

## Barbary Coast Neighborhood

- Met with Safety Committee, conducted walking tour

## Chinatown TRIP (Transportation Research & Improvement Project)

- Concerns: vehicle access into Chinatown (via Washington Street and Broadway)
- Proposal maintains two left-turn lanes onto Washington Street



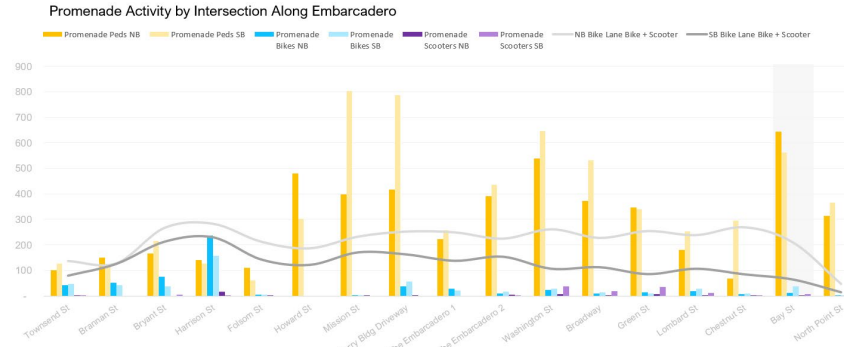
*\*partial list*



- Over **1,400 responses** from folks with a variety of connections to the waterfront
- **Two-thirds strongly agree** that people walking on the promenade benefit from an on-street protected bikeway
- About half are **uncomfortable needing to cross the bikeway** to access the 'floating' loading lane
- Opinions are mixed on the design proposal at the **Broadway intersection**, with many concerned about traffic congestion.
- Many mention the need for more loading near the Ferry Building and **supporting the farmers' market**



- Robust data collection and monitoring to hold project accountable to goals & preliminary analysis
- Informs potential design and signal timing 'tweaks,' priorities for capital safety phase



## Central Embarcadero

## Public Education

- Promote use of bikeway for wheeled device users, compliance with bike signals
- Encourage slower travel, pedestrian priority on shared use promenade
- Expand Vision Zero messaging & understanding





# Central Embarcadero Timeline



**May 25**

**Today**

**June 8**

**June 22**

**Late 2021**

SF Port  
Commission  
public  
hearing

SFMTA  
Board  
(briefing)

Port  
Commission  
(seek approval)

SFCTA Board  
(seek approval)

Implement  
Quick-Build

**2022**

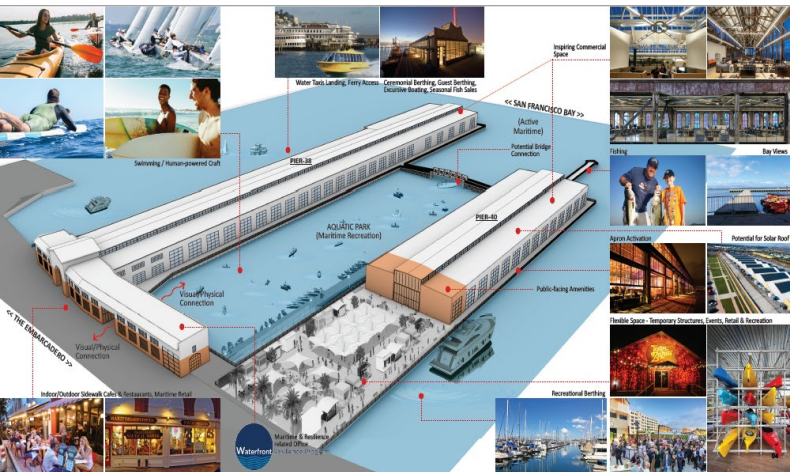


- Coordination with PUC project (est. completion late '21, early '22)
- Public education campaign concurrent with implementation
- Evaluation/adjustments within months of implementation
- Staff coordination and design for capital safety phase

# Embarcadero Enhancement Program Southern Embarcadero



Concept rendering: Piers 30-32, Seawall Lot 330 development



Concept rendering: Piers 38-40 development

- Finalize SFMTA preliminary engineering
- Port adaptation design guidelines



- Pier & seawall lot project development review & coordination
- Potential SFMTA 'gap closure' project

**Target Completion**

2021/22

TBD

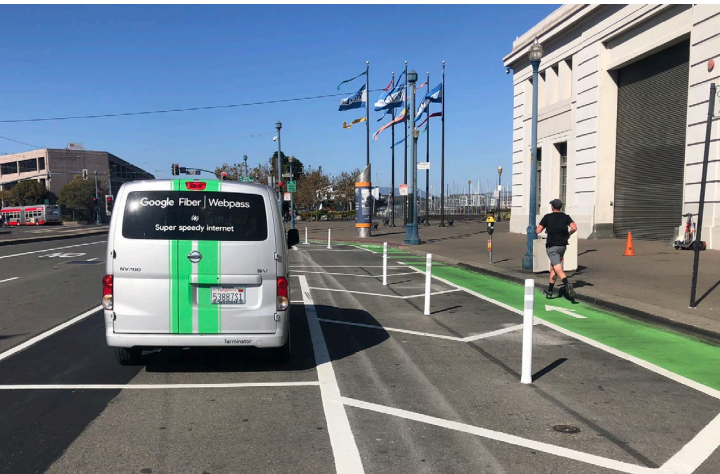


# Embarcadero Enhancement Program

## Northern Embarcadero



*Embarcadero at Beach/Stockton streets*

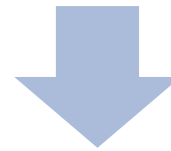


*Embarcadero quick-build at Pier 35*

- Re-scope Fisherman's Wharf – Pier 39 study, supplemental data collection
- Port adaptation design guidelines

**Target  
Completion**

**2022**



- Conduct planning-level outreach
- Potential targeted investments in transit, intersection safety

**TBD**



# Thank You!

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[Embarcadero@sfmta.com](mailto:Embarcadero@sfmta.com)





**LEGEND**

- Passenger loading
- Commercial loading
- Metered parking
- Short-term parking
- ADA parking
- Bus only zone
- Taxi only zone
- Motorcycle parking
- P Off-street public parking (nearby The Embarcadero)



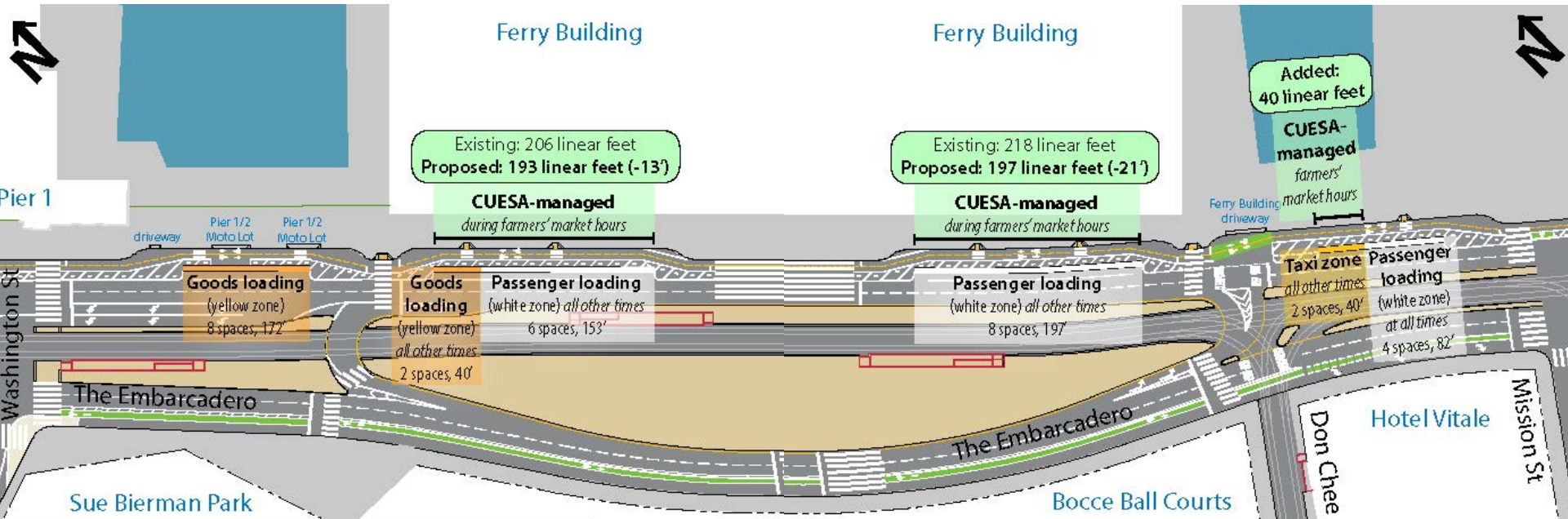
Existing Conditions

## PROPOSED CONDITIONS





## Ferry Building and CUESA farmer's market loading



**Proposed Curb Management Plan**  
Washington St to Ferry Building x-walk (1/2)

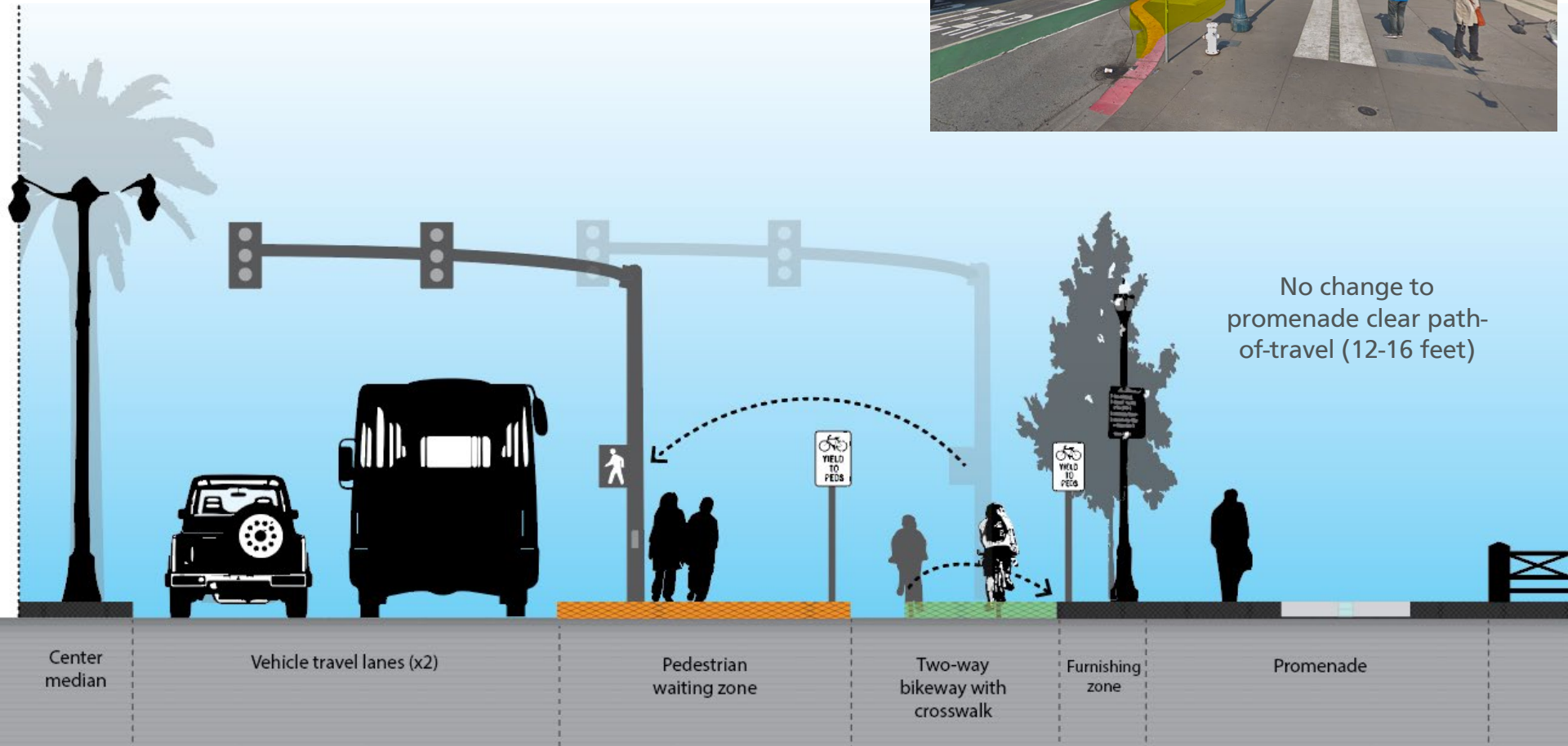
**Proposed Curb Management Plan**  
Ferry Building x-walk to Mission St (2/2)



## Pedestrian crossing distance with islands:

Existing: 38 feet

Potential: 22 feet



## Big-Data Approach to Evaluate Traffic Conditions Under the Proposed Phase One Improvements (Mission Street to Broadway)

Key components of the analysis:

- Origin-Destination (OD) data from the StreetLight platform
- Top Routes for OD pairs from the StreetLight platform
- Travel time data for the Top Routes from the Inrix platform
- Traffic operations and travel times based on calibrated Synchro models

Travel Time Summary (minutes)

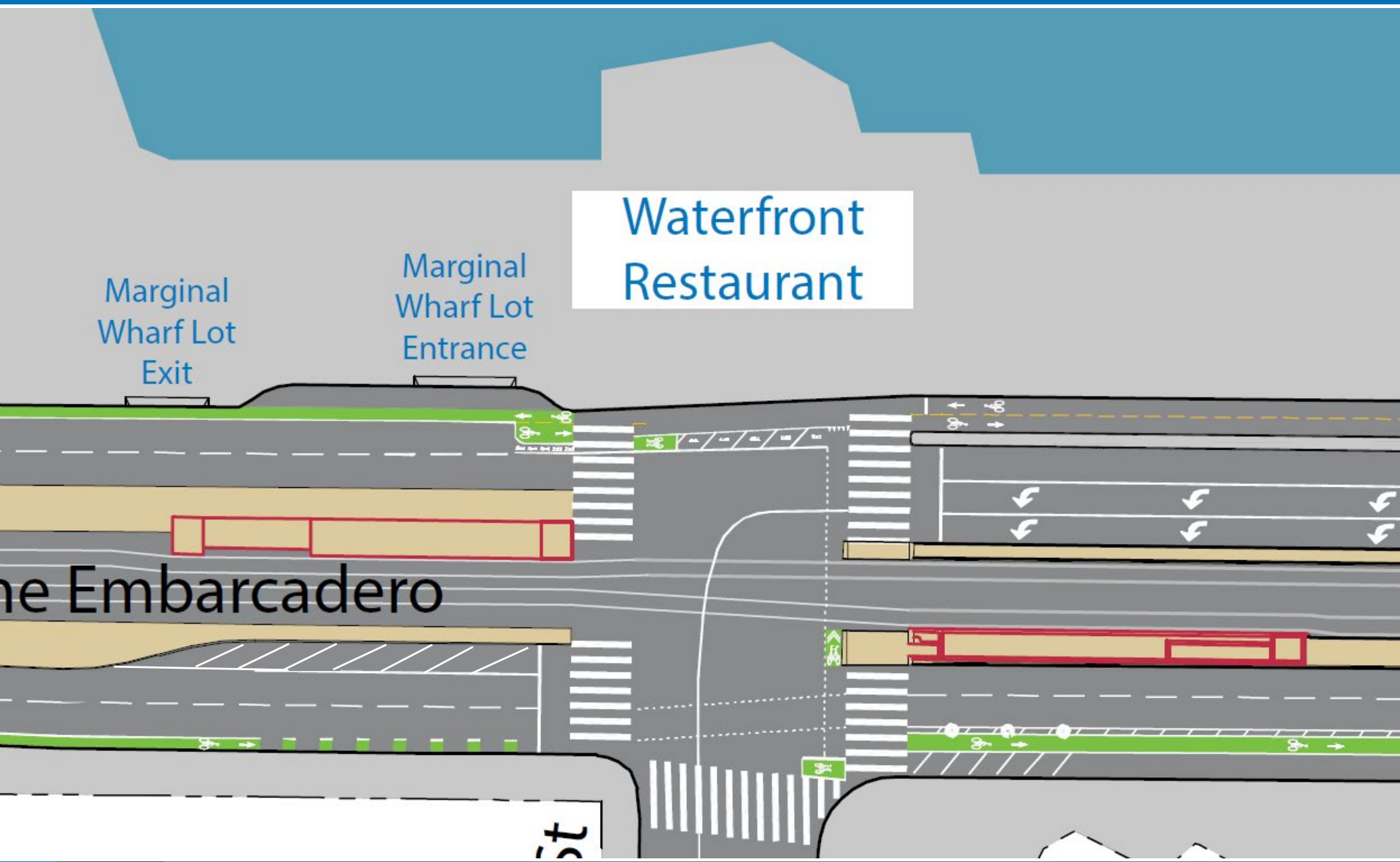
	Weekday AM Peak Hour		Weekday PM Peak Hour	
	Shifted Vehicles	Travel Time	Shifted Vehicles	Travel Time
Existing Conditions	0	6.9	0	6.7
Proposed Phase One - No Volume Shift	0	12.4*	0	12.9*
Proposed Phase One - 50% Volume Shift	250	9.0*	200	8.7
Proposed Phase One - 100% Volume Shift <sup>A</sup>	500	6.8	400	6.8

\*Travel times may be worse due to over capacity conditions and queue spillback (bottleneck at Washington Street)

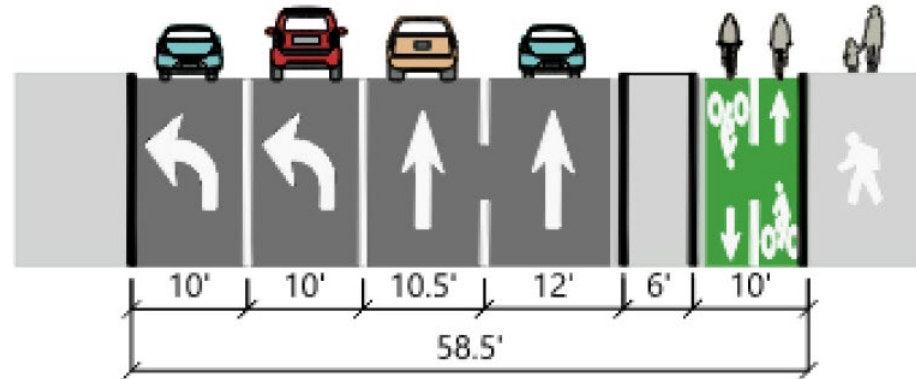
<sup>A</sup> Desired volume shift to maintain existing travel times and current levels of congestion with the reduction of one NB lane (and no signal timing changes)







## Embarcadero at Washington



## Washington, Embarcadero to Drumm Street

