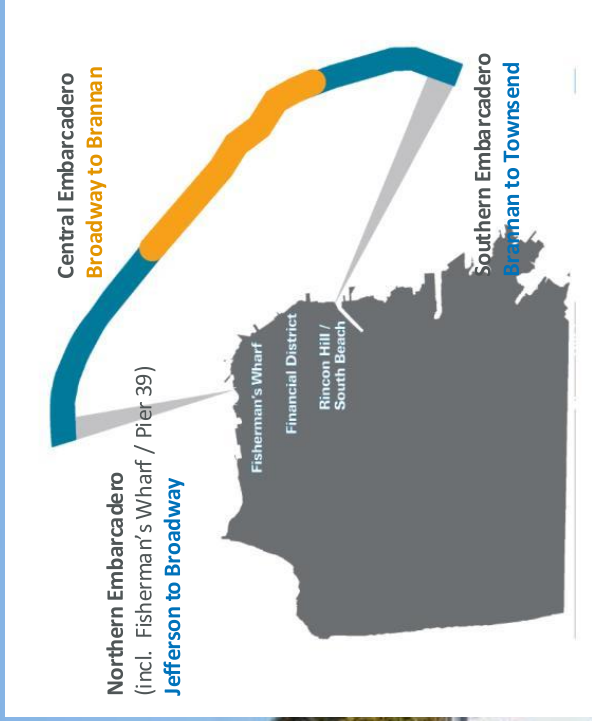


Central Embarcadero Safety Project



SFMTA Citizens' Advisory Council
Aug 7, 2025



Embarcadero Enhancement Program



VISION FOR A BETTER EMBARCADERO



Comprehensive & coordinated wayfinding

Simplified intersections with fewer conflicts, smarter signals

Safer, more efficient loading & curb access

Enhanced promenade & urban design

Faster, more reliable transit

Shorter pedestrian crossings

ADA accessibility upgrades

Two-way, 'water-side' protected bikeway

- **Ongoing Port/SFMTA partnership** since 2013 with long history of planning and alternatives analysis, robust community engagement
- **Prioritizes Complete Streets:** promenade comfort & safety, roadway safety & wayfinding, a new waterside protected bikeway
- Established and evaluated Broadway to Mission **quick-build changes** (2020-2022)
- Coordinated and continuing improvement strategy focused on **Central Embarcadero**; quick-build improvements (only) planned for Northern Embarcadero/Jefferson Street, while other capital improvements under study via waterfront resilience planning/projects

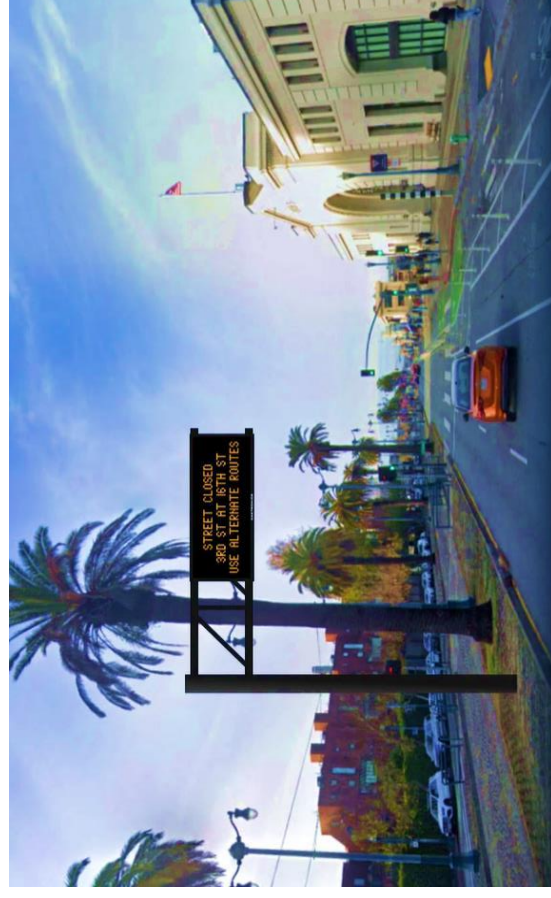
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Project Summary

- **Targeted enhancements to quick-build (Broadway to Mission)** including crosswalk and curb ramp upgrades, bikeway adjustments, and new real-time messaging/wayfinding signage
- **Extends Complete Street investments, including the two-way protected bikeway** south toward ballpark and Caltrain (where no quick-build options exist)
- Maintains two northbound vehicle lanes, generally **maintains promenade width**
- **\$8.3m in grant funding** secured with local bond funding to complete the estimated \$8m to \$12 million construction budget
- **Public Outreach:** Port NAC advisory committee (x3); Port tenants including Hudson Properties, SF Giants, Waterbar/Epic restaurants, Hi-Dive Bar, Red's Java House; South Beach/Rincon neighborhood; East Cut CBD; Market Street Railway; Gap, Hills Plaza



Shorter Embarcadero crossings and a straighter bikeway alignment are proposed at both ends of the Ferry Building



Rendering of proposed Variable Message Sign between Washington and Broadway

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**Estimated timeline, subject to revision*

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Project Summary Map



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Bryant Street looking north – existing conditions

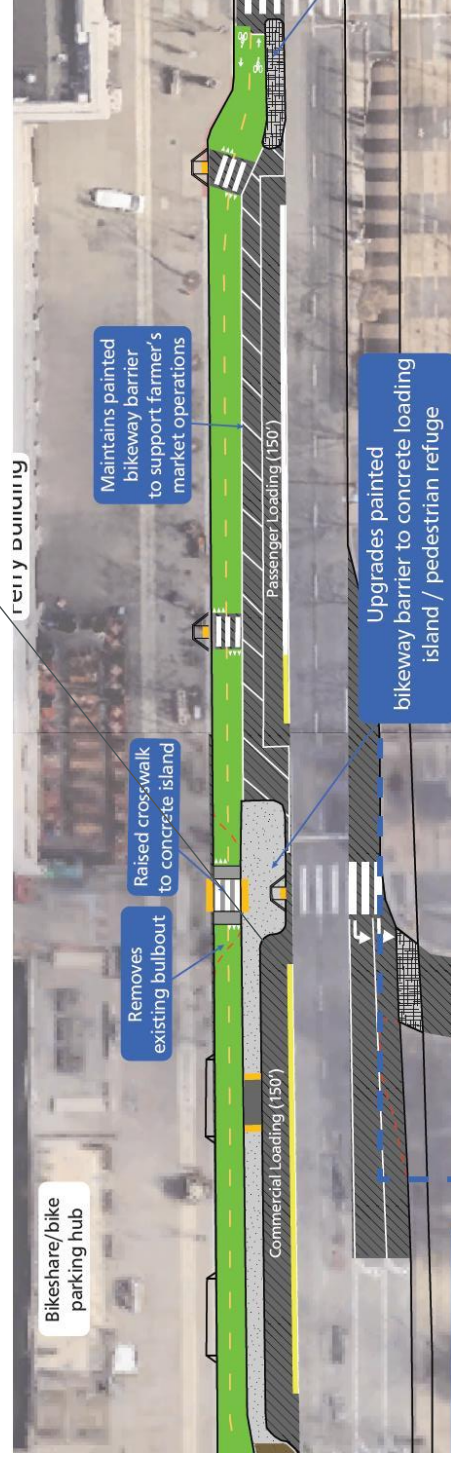
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Bryant Street looking north – proposed

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Ferry Building crossings



At both Clay Street and Don Chee/Ferry Building crossings, the project proposes to shorten the NB roadway crossing, straighten the bikeway and remove/replace traffic signal control with raised bikeway crossings and yield control. Triggers ADA upgrades across roadway, only marginal changes to existing curb uses.

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Benefits

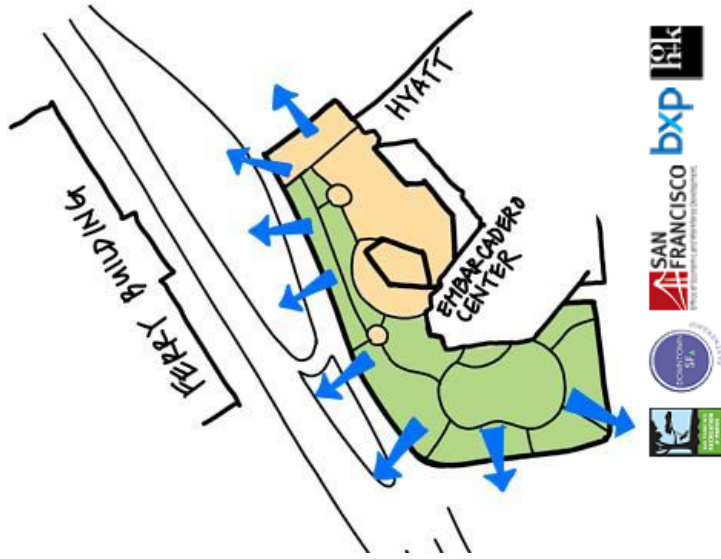
- Prioritizes the pedestrian promenade experience, makes it easier to cross The Embarcadero
- Nearly doubles the length of the two-way protected bikeway; makes the existing bikeway more functional and attractive
- Better wayfinding, pavement conditions and on-street loading for roadway users
- Smart investment that complements, helps set up future Port projects and development

Trade-offs

- Narrows median and removes 15 palm trees (a similar # of new palms will be planted in new bikeway buffer pending final design)
- Approximately 30 metered car parking spaces affected (converted to loading or removed); underutilized moto parking also to be removed
- Restricts northbound left-turns at Folsom and Brannan streets; additional northbound U-turn restriction at Clay Street considered but not recommended

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Rec & Park request for additional changes to Clay Street crossing



RPD's Embarcadero Plaza/Sue Bierman Park Renovation Project plans to improve the Market Street/Embarcadero connection, and has recently asked the SFMTA to consider straightening out or otherwise simplifying the Clay Street multi-leg crossing

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Project Update

- **Seeking Port Commission review** prior to completing 65% design (expected early August) and returning for approval
- **Project team will use 65% design to explore construction approach** and expected duration / transit and traffic routing impacts
- **Other approvals still needed:** NEPA environmental review (Caltrans), potential tree removal public hearing, BCDC permitting, San Francisco Fire Department



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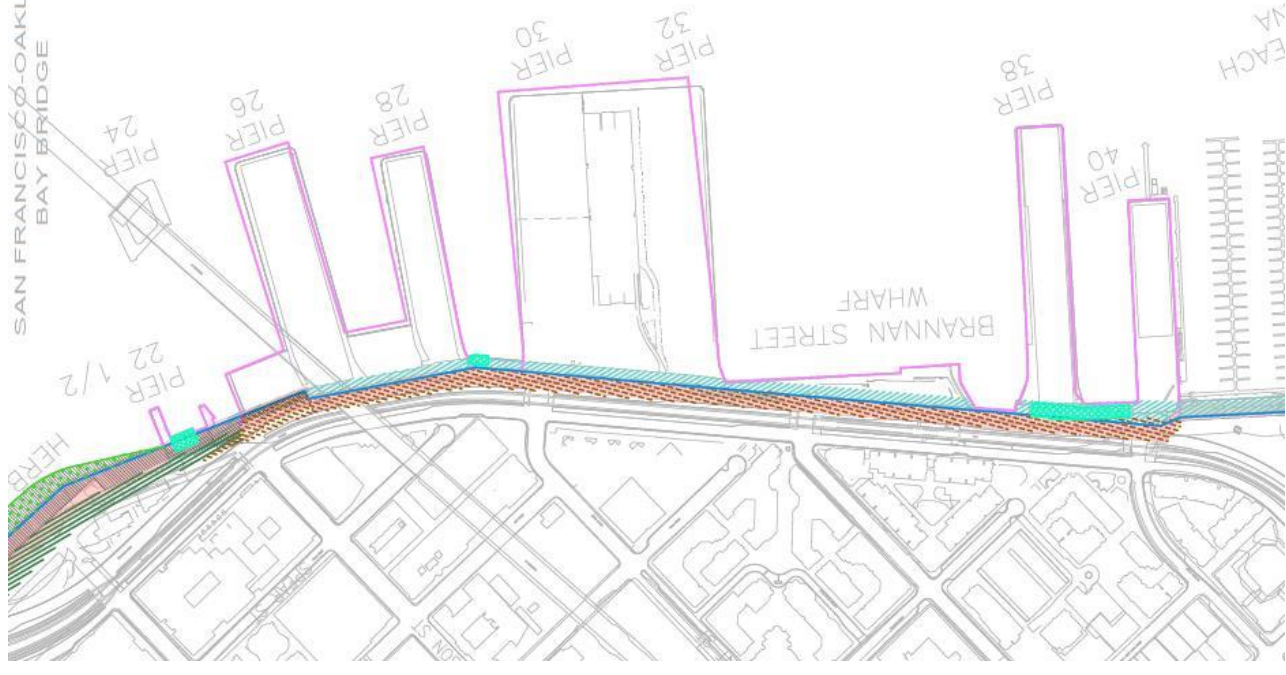
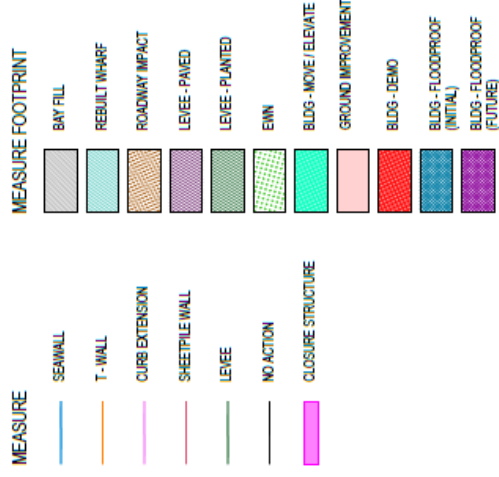
Thank You

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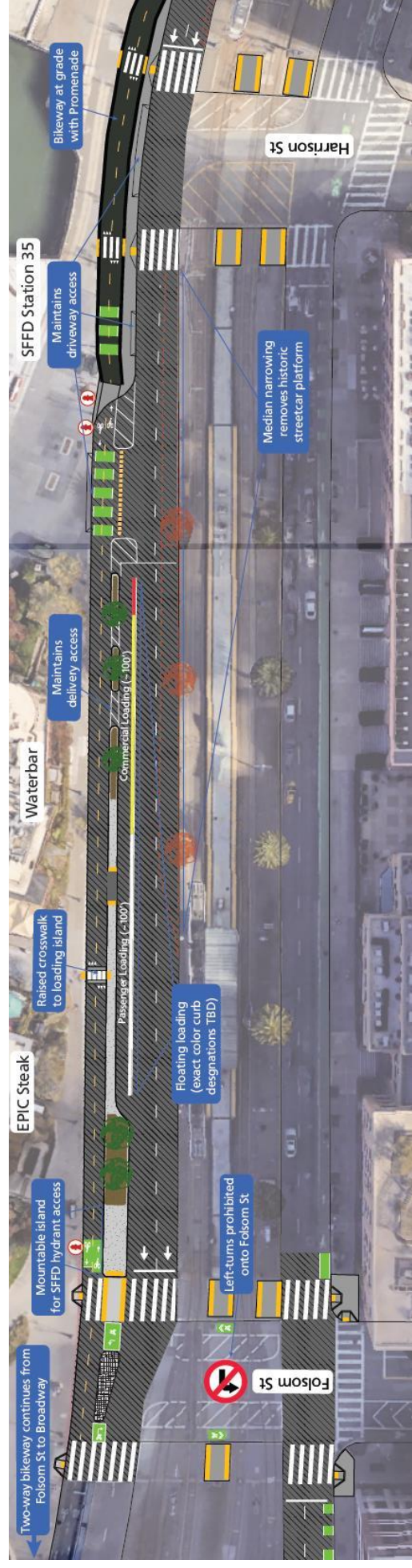
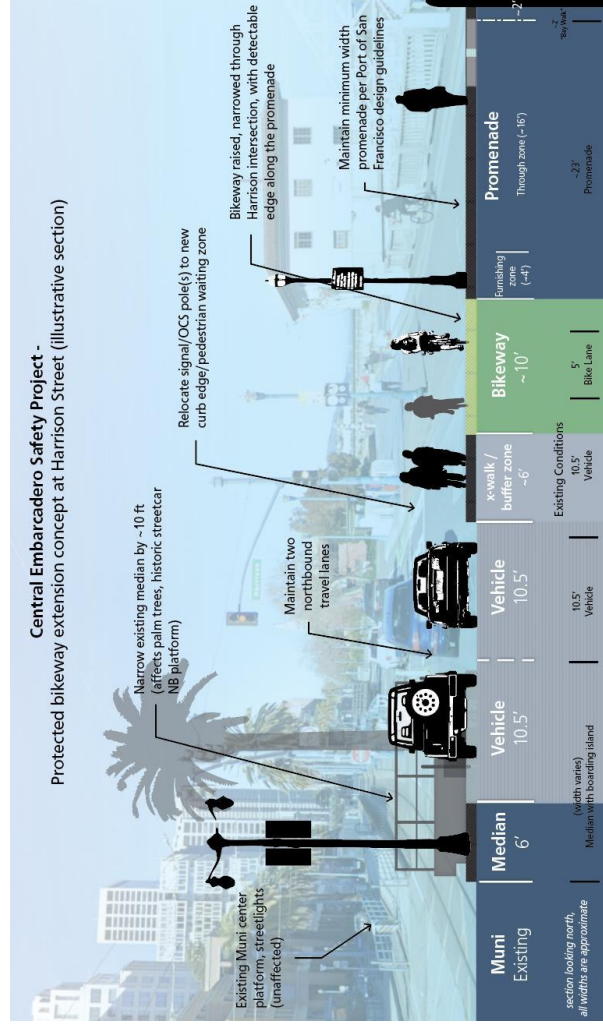
Port / Resiliency Coordination

- Project is coordinating with and complementary to South Beach Resiliency Early Project, which assumes narrowed medians and no rail impacts
- Future potential Southern Embarcadero Project to coordinate with Pier 38/40 relocation/development
- Larger coordination questions to be explored with Embarcadero Connectivity Plan

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Folsom to Harrison

- Folsom northbound left-turn (NBLT) restricted to allow space for bikeway, reduce transit delay at subway portal; historic streetcar platform and palm trees also impacted
- Restaurant commercial loading added to existing passenger zone (unused moto parking to be removed)
- Short stretch of promenade-level bikeway at Harrison (major pinch point)
- Full repaving of northbound roadway



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Harrison to Bryant



- Median narrowing and parking removal generally allows for existing promenade curblines to remain
- Bikeway ‘bends in’ and raises to promenade level across pier driveways
- Approximately 100’ long passenger and commercial loading zones with 5’ concrete aisle and raised bikeway crossing
 - Coordinated with proposed tree plantings and island details
- Full repaving of northbound roadway



A one-foot wide detection strip will separate the promenade and bikeway wherever they are at the same grade

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Bryant to Brannan



- Median narrowing with NBLT restriction at Brannan, parking removal, and narrower bikeway details (10' bikeway, 2.5' buffer island) allows for existing promenade curbline to remain
- Bikeway 'bends in' and raises to promenade level across main driveway for Piers 30/32; detached from traffic signal
- Bikeway terminus allows for Brannan Street bike route / Caltrain access, promenade bike ramp south of intersection for continued access to Mission Rock via Giants Stadium pathway/3rd Street bikeway
- Bikeway design to be superseded with eventual Pier 30/32 development/South Beach Coastal Resiliency Project, which will add back on-street loading lane for this block



The Port is prioritizing a major development at Piers 30/32 and related coastal resiliency upgrades that will eventually revise and potentially extend the bikeway further south, but these changes are likely still many years away

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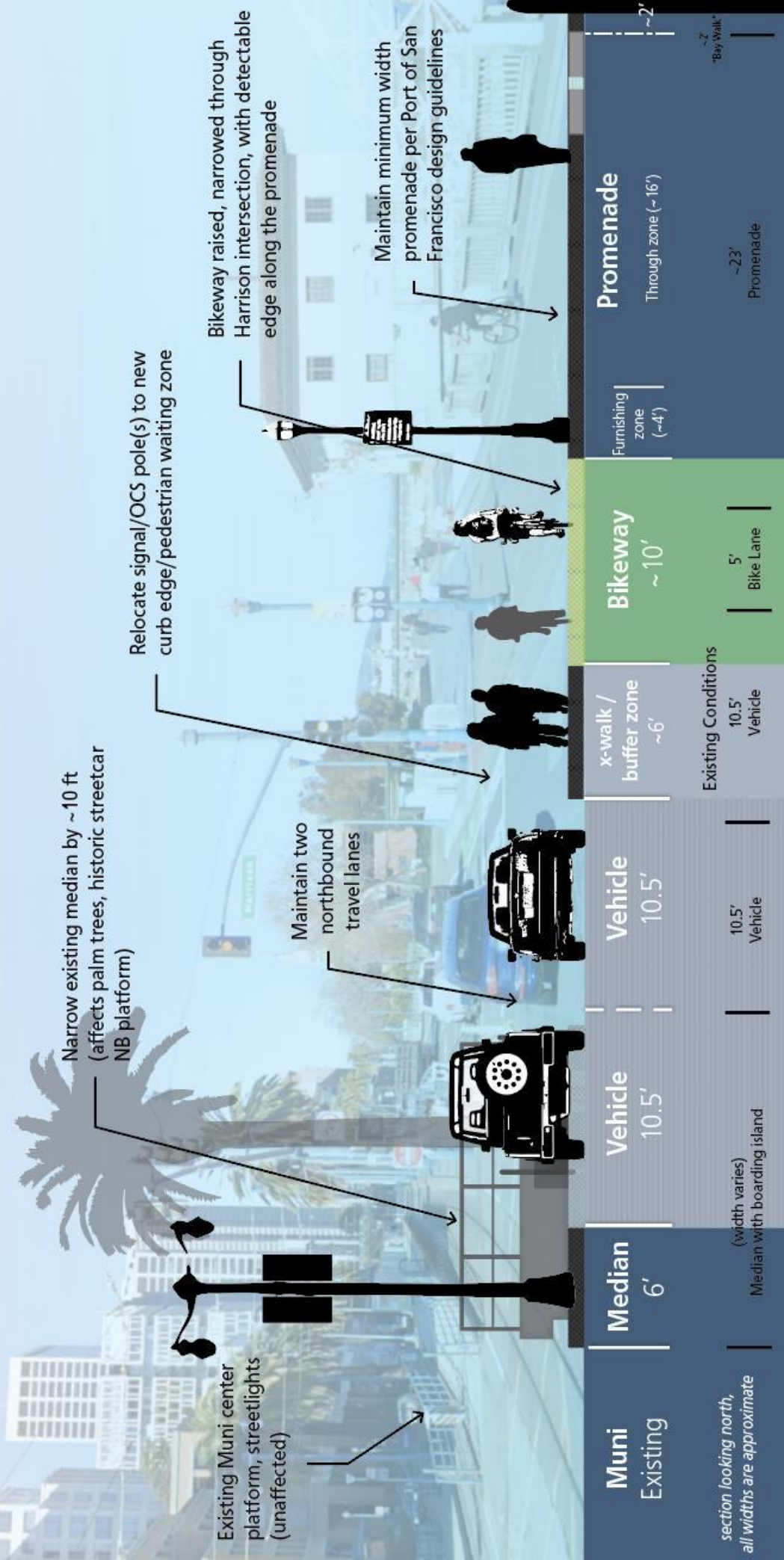
Broadway to Washington Street

- Add raised concrete islands to bikeway buffer (essentially quick-build enhancements via Public Works shops)
- Larger contract scope to include Variable Message Sign north of Washington to communicate real-time parking and traffic info, safety messages, destination wayfinding
- Additional roadway investments to be explored with other resiliency planning/projects (or with separate paving effort)



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Central Embarcadero Safety Project - Protected bikeway extension concept at Harrison Street (illustrative section)



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Conceptual Planning Phase

