

# The Embarcadero Enhancement Project

November 2016 Update

PROJECT UPDATE BOOKLET

[SFMTA.COM/EMBARCADERO](http://SFMTA.COM/EMBARCADERO)



SAN FRANCISCO  
**PLANNING**  
DEPARTMENT



**SFMTA**  
Municipal  
Transportation  
Agency

# Introduction

## The Embarcadero at a Glance

The Embarcadero is one of San Francisco's most iconic destinations and landmarks. It is a popular recreation route, a key transportation artery, a thriving business corridor and worldwide attraction.

The wide variety of uses and visitors to The Embarcadero makes planning for changes to the roadway exceptionally unique and challenging.

Because of its growing popularity, The Embarcadero is oversubscribed. So many people use The Embarcadero that it can feel unsafe and uncomfortable for people on the corridor, no matter how they choose to get around.

Worse, The Embarcadero suffers from a disproportionate number of collisions. Much of The Embarcadero appears on San Francisco's High Injury Network, where just 12 percent of city streets account for more than 70 percent of San Francisco's severe and fatal traffic crashes. Between 2011 and 2016, 102 people were injured on The Embarcadero while walking or riding a bike; including one pedestrian that was killed, six pedestrians that were severely injured and 10 bicyclists that were severely injured.

The Embarcadero is a great destination, and the millions of people who visit, live, work and travel within the corridor deserve a safer and more welcoming experience.

### *Embarcadero Travel Facts:*

- At peak times, The Embarcadero at Pier 39 has higher pedestrian volumes than some of the busiest pedestrian corridors in the world, including Broadway in New York City
- The corridor is one of the most traveled routes in San Francisco for bikes: The Embarcadero at the Ferry building has the second highest bike volumes in the city
- At the intersection of The Embarcadero & Broadway, over 40 percent of travelers were on foot or bike, and nearly 25 percent were on the F-line streetcar
- Between 2006 and 2015, the number of people biking recorded biking on The Embarcadero grew by 73 percent at Broadway and 235 percent at Townsend



# Complete Streets

## **Making The Embarcadero a Better, Safer, More Complete Street**

“Complete Streets” are streets for everyone. They are designed to enable safe access for all users, no matter how they choose to get around. They are comfortable to travel along and add predictability for travel on the roadway.

Examples of some Complete Streets measures include dedicated spaces for pedestrians, bicyclists and transit to reduce conflicts, and medians to increase motorist safety and provide waiting areas for people crossing the street.

Today, The Embarcadero has some of the components that create a Complete Street, including the wide shared use Promenade, F-Market light rail line in a dedicated right-of-way and high quality urban design. But many people feel that the roadway can be uncomfortable at best and unsafe at worst. Additional public feedback has indicated that many transportation needs, such as passenger loading and unloading, are not being met, which can lead to additional safety and comfort issues.

The Embarcadero Enhancement Project is a planning effort meant to address these concerns. The project will integrate Complete Streets concepts to produce a 30 percent conceptual design.

This preliminary design will bridge the gap between a design concept and the detailed design phase when the project can be designed fully for construction. The conceptual design will focus on eliminating conflicts between people biking, walking and driving, enhancing safety and improving the efficiency in how The Embarcadero operates. Subsequent unfunded phases for the project include environmental review, detailed design and construction.

## **Completing the Embarcadero**

The design will include a separated bikeway from 3rd Street to Powell and Jefferson streets. This 3.2 mile bikeway would not only benefit people biking, but all users of The Embarcadero. Completion of a bikeway would:

- Create dedicated and physically separated spaces for all modes of transportation, including Muni, vehicles, bicycles and pedestrians.
- Lessen the chaotic feeling of traveling along The Embarcadero by reducing the number of bicyclists mixing with pedestrians on the Promenade and vehicles in the roadway.
- Facilitate more efficient and predictable use of curb space along the roadway. This can help facilitate the safe loading and unloading of goods and passengers.

### ***Compete Streets...***

- Accommodate all users, including bicyclists, pedestrians, transit users, motorists, and commercial vehicles
- Take into account the local context, community preferences, and space constraints
- Prioritize safety and comfort

75 percent of the project corridor is part of the Vision Zero High Injury Network.

This network makes up just 12 percent of San Francisco Streets, yet represents more than 70 percent of severe and fatal traffic injuries.

Through Vision Zero SF, the SFMTA has used years of police-reported data to identify the streets and intersections where investments in engineering, education and enforcement will have the biggest impact in reducing fatalities and severe injuries for people walking, bicycling and driving.

The city is prioritizing improvements on the 125 miles of roadway identified as the Vision Zero High-Injury Network. The Embarcadero Enhancement Project is part of that effort.



“Zero traffic deaths is an ambitious goal, but it’s a new standard San Francisco needs. No longer can we turn a blind eye to the people getting killed and seriously injured on our streets. Vision Zero is about saving lives and protecting the most vulnerable people in our communities, such as the elderly and people with disabilities.”

- Yvette Fang

*San Francisco resident and  
disability community advocate*

# Public Process

## Design Workshops

In November 2014, the SFMTA hosted three design workshops for The Embarcadero Enhancement Project. Participants included merchants, residents, pedicab drivers, tour bus drivers, bicycle commuters, Embarcadero employees, and representatives from the Port of San Francisco, among others.

The charrette-style workshops provided opportunities to discuss and explore potential solutions to the spatial challenges associated with adding a separated bikeway along the corridor. The primary goal was to provide the project team with the public values as they relate to The Embarcadero – i.e., what elements of travel along the corridor are most valued, and what elements might be more expendable in order to create a safer and more welcoming street.

Attendees were encouraged to collaboratively create a streetscape configuration that they collectively believed would best meet the safety, comfort and access needs of The Embarcadero's many users. They were also encouraged to suggest, without funding or feasibility constraints, "big ideas" for accommodating a separated bikeway. This discussion was meant to catalyze creative conversations about the design direction for The Embarcadero.

## What Did We Hear?

Several key themes emerged from the workshop participants:

**Design a wide, welcoming bikeway that supports all types of cycling and physically separates pedestrians and cyclists.** In order to meet a variety of user needs, and to help keep bicycles off the sidewalks and Promenade, the bikeway must accommodate bicyclists of all abilities, including the commercial pedicabs that traverse the length of The Embarcadero.

**Details matter when separating bicycles from vehicles and pedestrians.** Barriers, planters, landscaping, differentiated grades and street trees between bicycles and other users were frequently emphasized. Comments also underscored the desire to assure that pedestrians feel safe and separated from fast-moving bicyclists and skaters.

**Accommodate cargo and passenger loading and unloading zones/lanes.** While there was variation from location to location, participants stressed the importance of access for business-related loading and unloading activities.

**On-street parking on The Embarcadero is a lower priority.** Given the high demand of uses for The Embarcadero's limited street space, many participants questioned the value of on-street parking. Many consider there to be more than enough parking provided nearby lots and garages within a short walk of The Embarcadero, and that on-street parking should not be a priority on a constrained corridor like The Embarcadero.

# Next Steps and Timeline (November 2016)

## Where Are We Going?

The SFMTA has used public feedback to develop concept designs for a separated bikeway along The Embarcadero. Determining the bikeway alignment is the first step in moving forward with the larger Complete Streets project.

The design for the bikeways has been narrowed down to two options:

1. A two-way bikeway on the waterfront side of The Embarcadero
2. A one-way curbside bikeway on either side of the roadway.

These alignments will be presented to the public at a November 2016 open house and hosted online. The public will be asked to evaluate each alignment based on a benefits and drawbacks matrix.



**One-Way Curbside Bikeway**



**Two-Way Waterside Bikeway**

Feedback from the open house and online survey will be used to determine a recommended bikeway alignment. After the alignment is chosen, the SFMTA will begin design work on the other Complete Streets aspects of the project, such as sidewalk and loading zone improvements.

The public will then have the opportunity to provide detailed feedback on refined designs at additional workshops.

With this additional public input in hand, the project will ultimately produce a conceptual design.

Throughout this process, the public's "big ideas" will be further refined to produce a plan for larger-scale improvements to the public realm along The Embarcadero.

## Timeline

- November 17, 2016: **Open House**  
Gather public feedback on alignment options, both in-person and online
- Winter 2016: **Select Preferred Design**  
Based on public input from the Open House, the SFMTA will recommend an alignment
- Spring 2017: **Design Workshops**  
Gather additional public feedback on specific design details
- Summer-Fall 2017: **Conceptual Design**  
The SFMTA will produce a conceptual design for environmental review
- TBD: **Environmental Review, Detailed Design, Construction** (Not Funded)