

WHAT'S **NEW** ON NORTH EMBARCADERO

The Port of San Diego's North Embarcadero has emerged as a visible and popular public waterfront destination in San Diego. Often referred to as San Diego's front porch, the North Embarcadero hosts multiple museums and visitor attractions, including fantastic public spaces and scenic viewpoints, cruise ship terminals and a vast array of visitor dining and recreation options. This dynamic waterfront is some of the most precious publicly owned land anywhere in California and provides a key connection between our region and San Diego Bay.

Recent Improvements made by the Port of San Diego and its partners the City of San Diego and Civic San Diego:

- 105-foot wide public esplanade to facilitate walking and enjoyment of sweeping bay views
- Visitor information center, bay tour and sundry shop kiosks
- Casual dining options along Broadway Landing
- Iconic public art incorporated into the design of public pavilions and restrooms
- Colorful Jacaranda trees in celebration of the official tree of San Diego
- Dramatic, signature streetlights framing West Broadway
- Environmental preservation enhancements

Learn more at portofsandiego.org/NorthEmbarcadero



WHAT'S **NEXT** FOR **NORTH EMBARCADERO**



Building upon the success of the recent improvements, the Port of San Diego is currently in the process of defining the future of the North Embarcadero. Early pre-design efforts will focus on the overall alignment of Harbor Drive with the goal of enhancing the user experience, with an emphasis on:

- Strengthening connections to the waterfront
- Prioritizing pedestrian and bicyclist movement
- Increasing park and plaza space along the waterfront
- Balancing the need for parking with the optimization of valuable land

The Port of San Diego has been entrusted with seeking a balance of uses for San Diego Bay, including maritime trade, commercial and recreational activity, public access and environmental preservation. In alignment with our mission to be an inclusive and collaborative partner, we invite our community to be part of our planning and development efforts and provide input on key public infrastructure considerations.

Learn how to participate at portofsandiego.org/NorthEmbarcadero

PORT *of* SAN DIEGO