



# FISHERMAN'S WHARF WORK PLAN

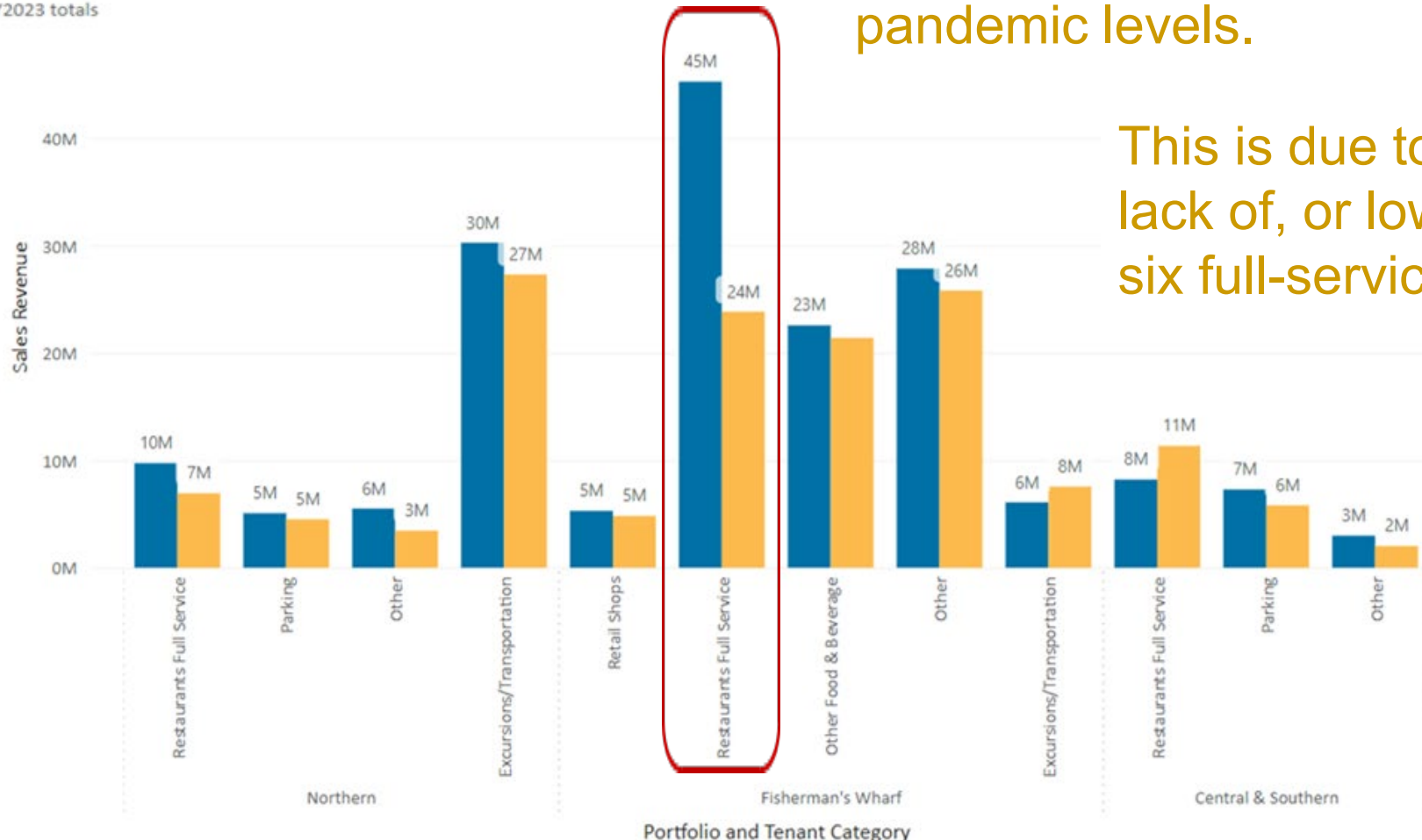


Presented To: Fisherman's Wharf Advisory Committee  
Presented By: Meghan Wallace, Port Economic Recovery Manager  
Date: November 1, 2023

# Economic Recovery

Sales Revenue by Category and Portfolio

FY2019 totals FY2023 totals



Unlike other areas of the Port's waterfront, revenues in Fisherman's Wharf have not recovered to pre-pandemic levels.

This is due to the closure, lack of, or lower operation of six full-service restaurants.


\*FY2019 total spans the months of July - February for comparison purposes.

# Economic Recovery

Vacant, Non-Operating, or Under Capacity



Fisherman's Wharf should leverage its unique features and history and **offer new draws to be a destination for both visitors and locals.**



**Actions** are needed *now and incrementally* over time to enliven the district and to set the stage for **longer term transformations.**

# Fisherman's Wharf



Taylor Street crab stands



Sardine fishing boat fleet, 1949

...where there is authentic San Francisco **history** and **steeped traditions**



Jefferson near Inner Lagoon, 1962



Fishermen mending nets, 1910s



1940s

# Fisherman's Wharf

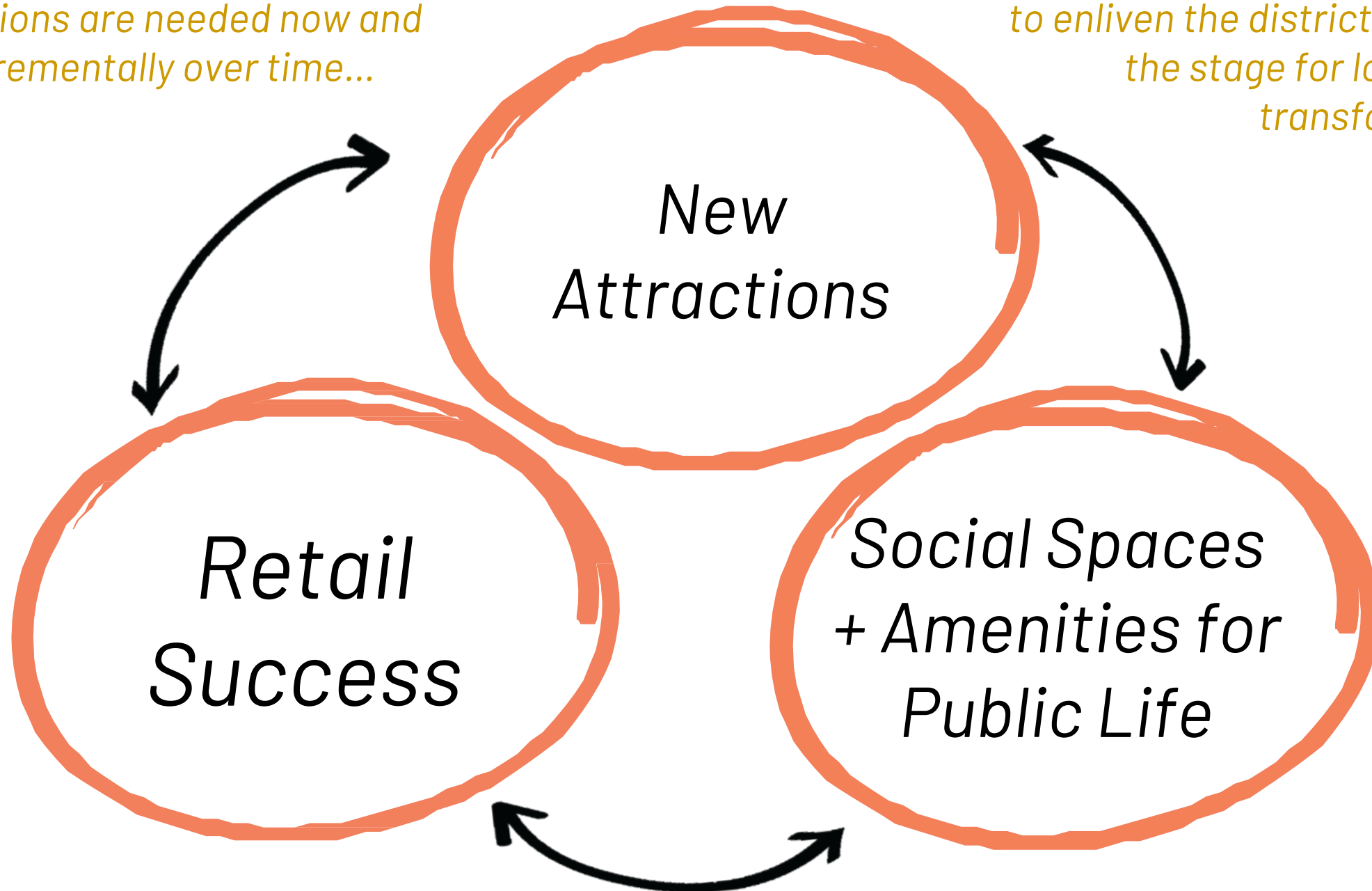


...where you can enjoy **panoramic views, boats, and historic gems along the water**





*Actions are needed now and incrementally over time...*

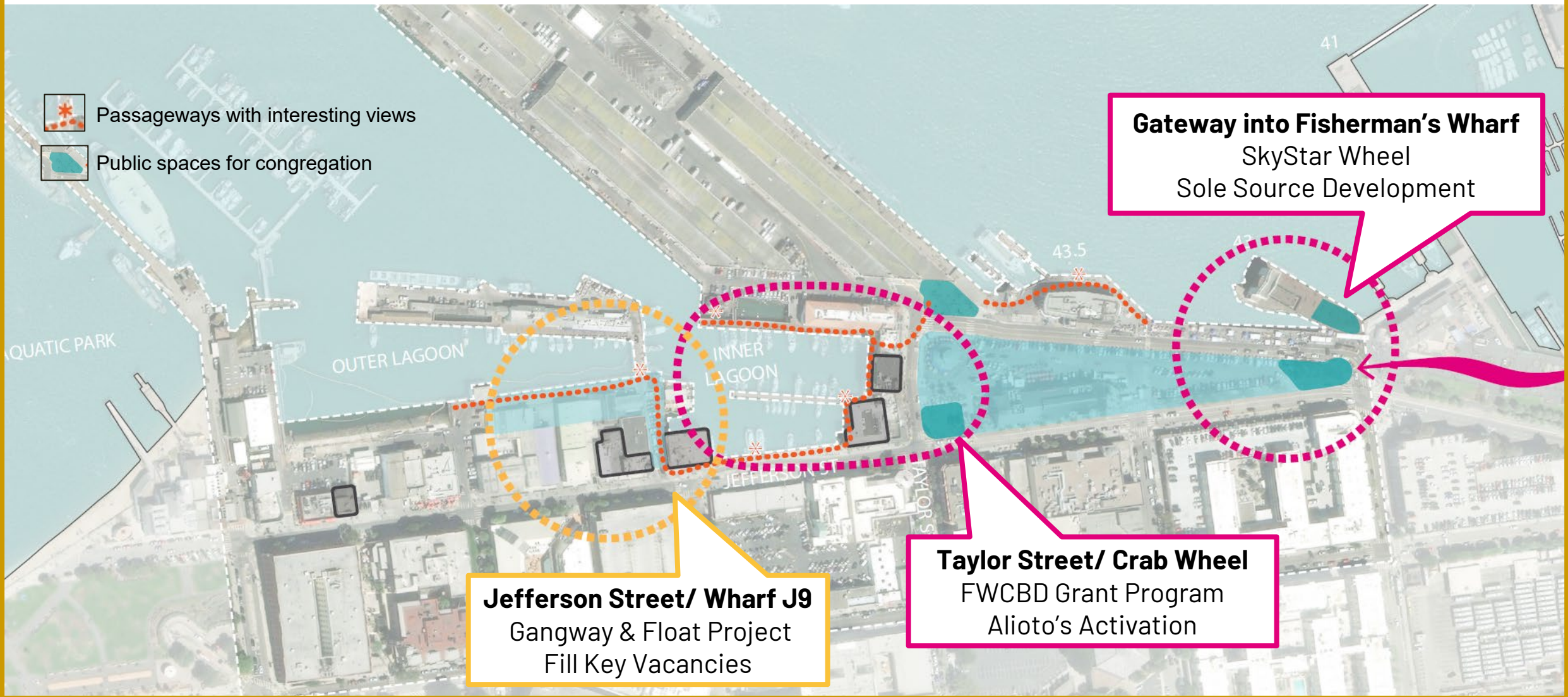
*to enliven the district and to set the stage for longer term transformations.*



# Fisherman's Wharf Work Plan

## Priority Areas for Near-Term Actions

-  Passageways with interesting views
-  Public spaces for congregation



**Gateway into Fisherman's Wharf**  
SkyStar Wheel  
Sole Source Development

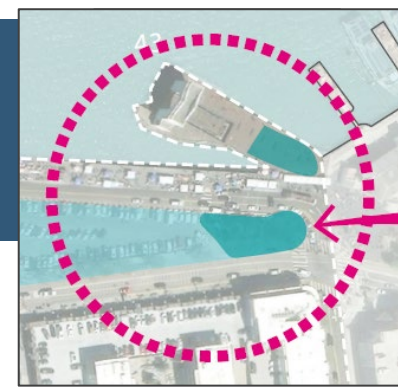
**Taylor Street/ Crab Wheel**  
FWCBD Grant Program  
Alioto's Activation

**Jefferson Street/ Wharf J9**  
Gangway & Float Project  
Fill Key Vacancies



# Gateway

Create a "gateway" destination that welcomes and moves visitors towards Fisherman's Wharf



- **SkyStar Wheel:** Anchor attraction at east end of parking lot.
- **Little Embarcadero & Pier 43:** Temporary attraction and beautification that mitigates unpermitted activity.
- **Other Beautification & Activation:** Lighting and décor on trees, wayfinding signage, playful ground treatment and art, signature crosswalks.
- **Fisherman's Wharf Revitalize:** Longer-term development proposal that may build off near-term actions.
- **Waterfront Resilience Program:** Flood and seismic risk evaluation and potential mitigation efforts.



## Attractions and Beautification

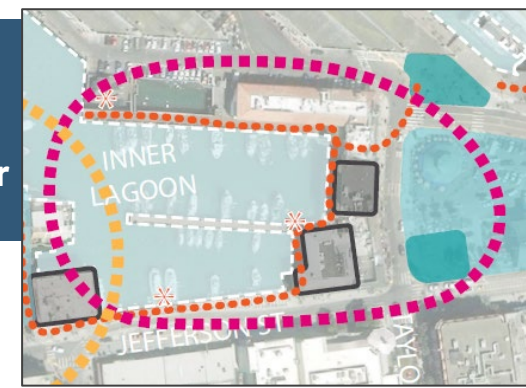


## Fisherman's Wharf Revitalize ENA for Pier 45 + Triangle Lot



# Taylor Street & Inner Lagoon

Fill the heart of the Wharf with activity, especially opportunities to experience the water



- **Alioto's:** Work with a broker to lease or conduct interim activations.
- **Pier 45 Facility improvements:** Replace the ice machine and repair the Pier 45 west apron and Sheds B and D.
- **Crab Wheel Plaza beautification and activations:** Hanging flower baskets, murals, and Pier Party at the Wharf and other outdoor events.
- **Taylor Street sidewalk beautification:** Painted light poles and hanging flower baskets.
- **Inner Lagoon docks:** Possible lighting installation, other amenities.
- **Waterfront Resilience Program:** Flood and seismic risk evaluation and potential mitigation efforts.



# Jefferson Street/Outer Lagoon

Strengthen the Wharf's "Main Street" while opening new adjacent waterfront opportunities



- **Lou's, Pompei's, and 490 Jefferson:**

Hire broker with the goal of leasing quickly to activate the area and generate revenue.

- **Beautification & Activation:** Banners, string lights by parking lot tip, hanging flower baskets.

- **Outer Lagoon Gangway and Float/Waterfront Resilience Program:**

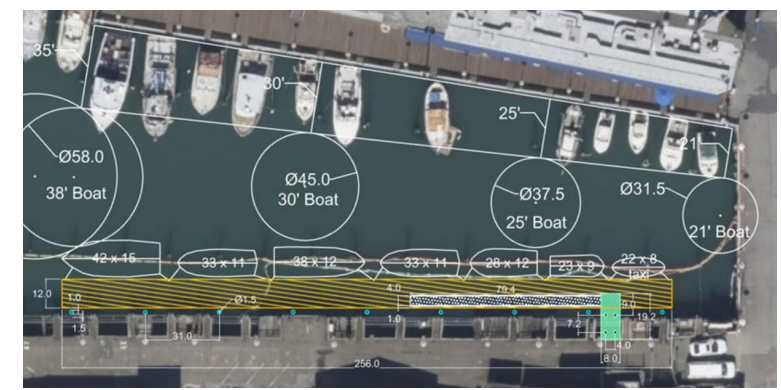
Attract the public to the water with improved access to off-the-boat fish sales, while initiating a larger resilience project for an extensive seismic improvement of the seawall.

- **Wharf J-9 pedestrian walk and facility reconfiguration:**

Consider a property reconfiguration, both near-term and potential longer-range scenarios for development.

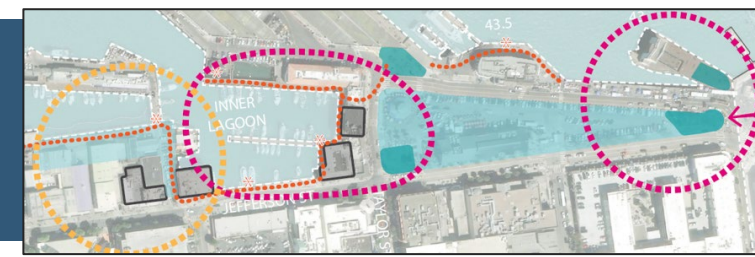


Leasing & Activation



# Neighborhood-Wide

Pursue multiple clean/safe/vibrant objectives at a neighborhood-wide scale



- **Minimize Illegal Vending:** Work with SFPD and City agencies to address illegal vending, particularly alcohol, food, and gaming.
- **Wayfinding, Art, and Waterfront Walk:** Develop port-wide plan, implement, update and streamline signage and destination mapping projects with a consistent brand for the district while also connecting to rest of waterfront.
- **Street Performer and Vendor Program:** As needed, redefine program objectives to support the Work Plan. Aim to intentionally place participants along Port property, but not detract from visitor experience in public realm.
- **Community Engagement:** Regularly engage business owners, area residents and others in all projects, including with the new advisory committee meetings.



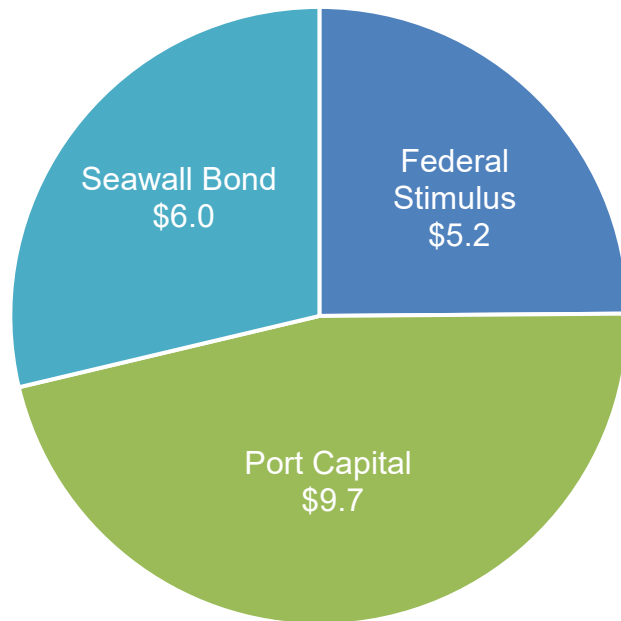
**Attractions and Beautification**



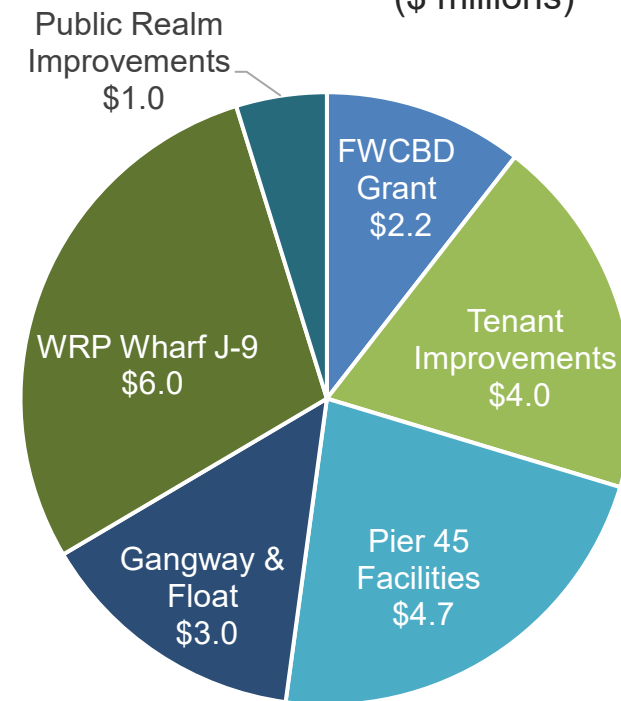
# Fisherman's Wharf Work Plan

Using a variety of funding sources, the Port is making or preparing to make near-term investments in Fisherman's Wharf that are intended to draw visitors, increase economic activity, and attract potential investors.

Funding Sources  
(\$ millions)



Major Projects  
(\$ millions)



# Conclusion

- **Actions are needed now and incrementally over time.**
- **The Port is making near-term investments in Fisherman's Wharf** that are intended to draw visitors, increase economic activity, and attract potential investors.
- **Not all actions in the Fisherman's Wharf Work Plan are funded**, but the Port can start by identifying and prioritizing activities and then identifying and prioritizing funding over time.
- **We welcome your input and feedback!**

