



Fisherman's Wharf Advisory Committee Community Meeting | March 06, 2024

Our Updates

- **Little Embarcadero Gateway Activation Project**
- **Proposed Crab Wheel Plaza Activation Plan**
- **Additional FWCBD new activity updates**





The SF Port, the Fisherman's Wharf Community Benefit District, and Street Plans are collaborating on a **public space project** that will **leverage Fisherman's Wharf's unique features and history** and offer new draws for visitors and locals.



The project is designed to **complement** other efforts to **advance economic recovery** and **address challenges** like **illegal vending** and **vacancies**.

Project Objectives

- Create alternatives to illegal vending
- Provide more free activities for families
- Move visitors west from Pier 39
- Focus on “near-term” actions – things we can start this summer while we are leasing up restaurants
- Build on the area’s assets, such as waterfront views, historic structures, existing business offerings, and new amenities like the SkyStar Wheel
- Maintain permitted street performer relationships

What we've heard from area stakeholders

Illegal vending is a huge problem.

Fisherman's Wharf public spaces feel chaotic.

Vacancies have a deadening effect - more positive activity is needed.

Right now, we're not collaborating enough to create a cohesive, inviting experience between our sites/businesses.

We should experiment with new public space designs and stewardship models.

What we've heard from area stakeholders

I'm interested in doing more outside my location (ex: leasing a kiosk, creating a new seating area or amenity).

Anything we do should be unique and reflect both SF and our waterfront.

Better pedestrian experiences are a priority.

SkyStar Ferris Wheel presents a huge opportunity to re-think our streets, sidewalks and public spaces.

I'm open to roadway changes, but we must preserve bus and other operational access/uses.

Views and existing assets should be preserved.

PLAY PLAZA

MUSÉE MÉCANIQUE

RED AND WHITE FLEET

43.5

FRANCISCAN CRAB

43

CHOWDER HUT

LITTLE EMBARCADERO

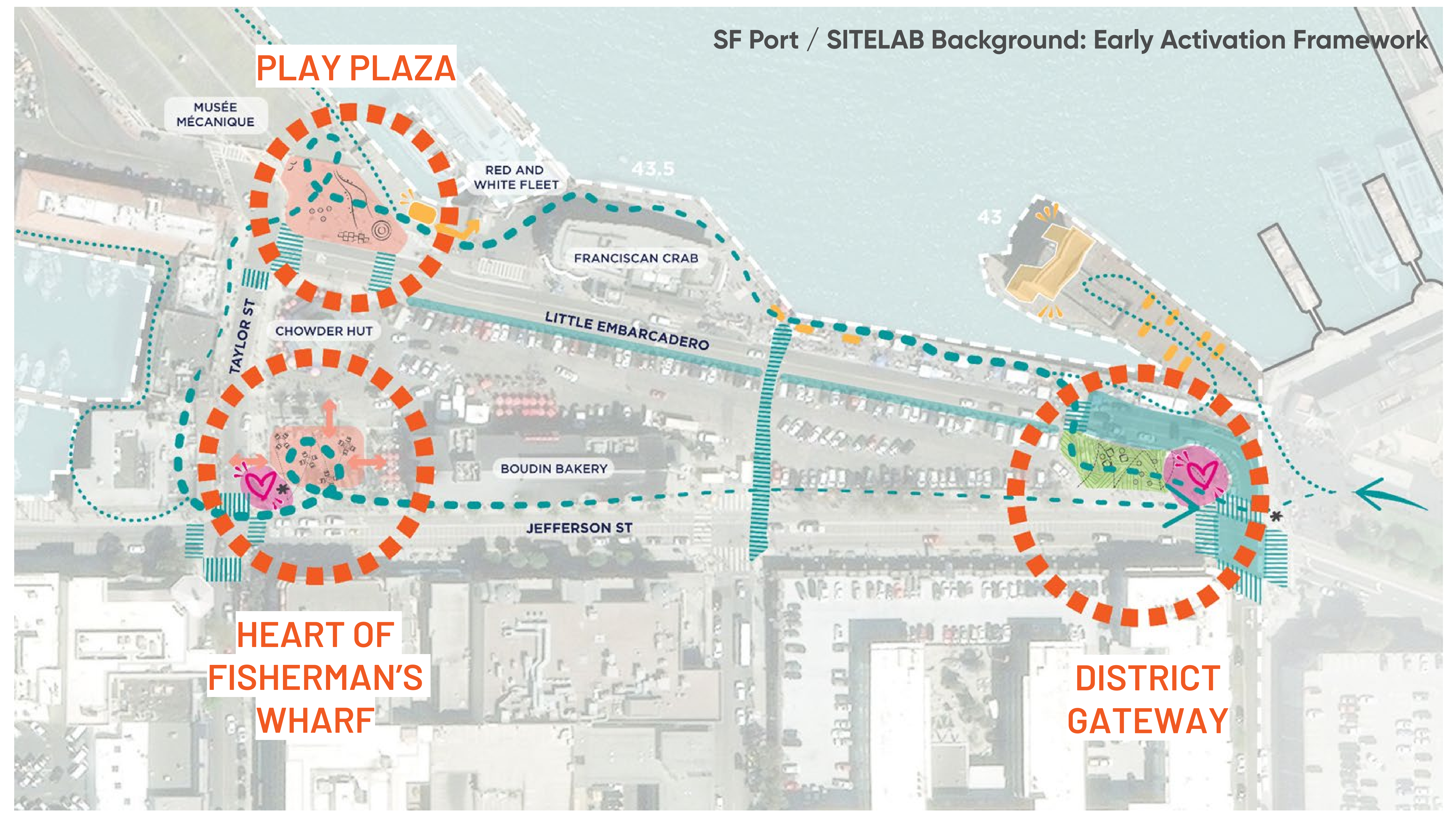
TAYLOR ST

BOUDIN BAKERY

JEFFERSON ST

HEART OF FISHERMAN'S WHARF

DISTRICT GATEWAY



Create more nodes of activity, and connect them



Add color with Asphalt Art



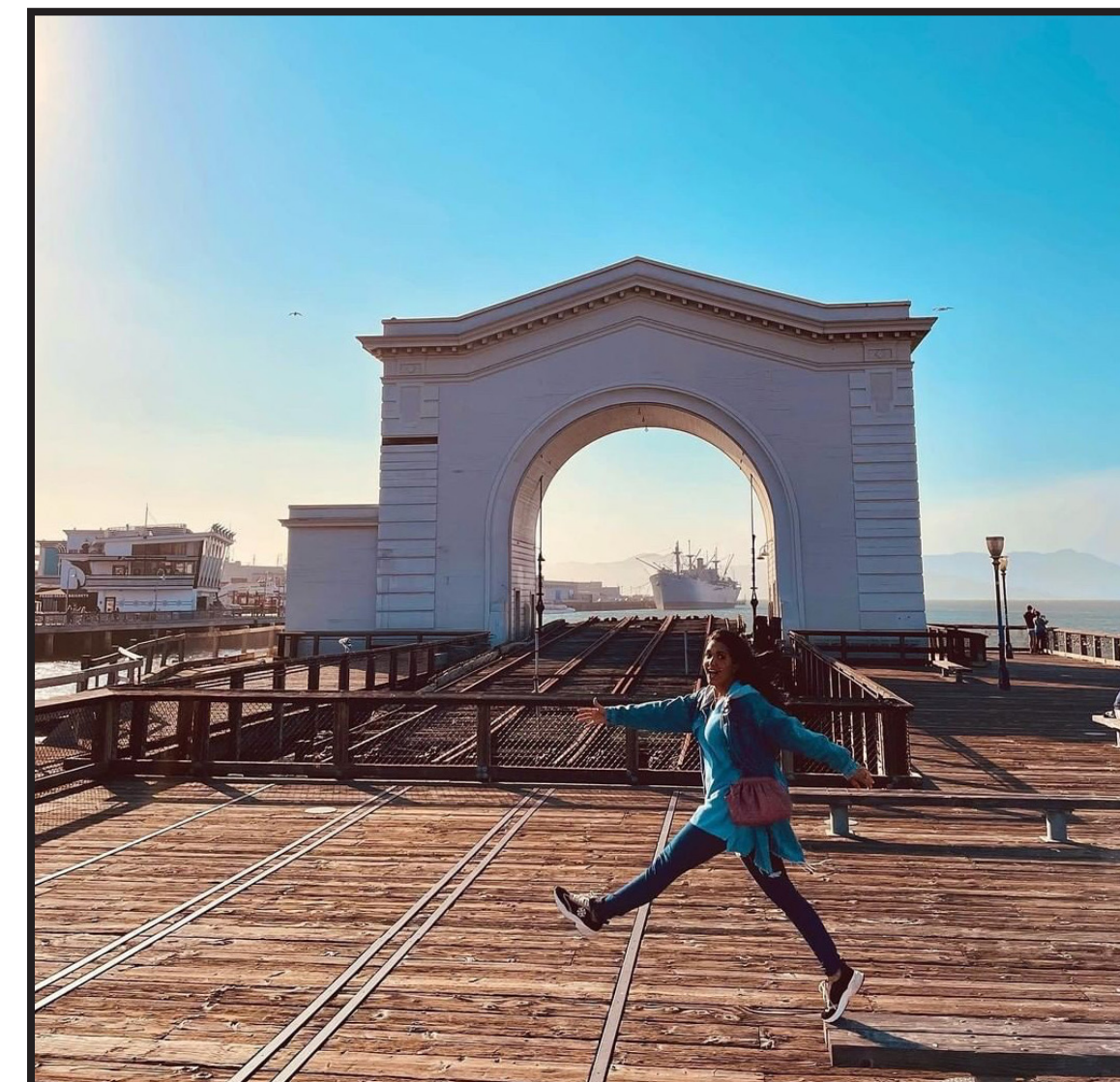
Pier 43 Ferry Arch



Add Playful and Play-able seating



Add Mobile vending options



Enhance the Ferry Arch photo op



Offer visitor amenities (ex: bike rental)

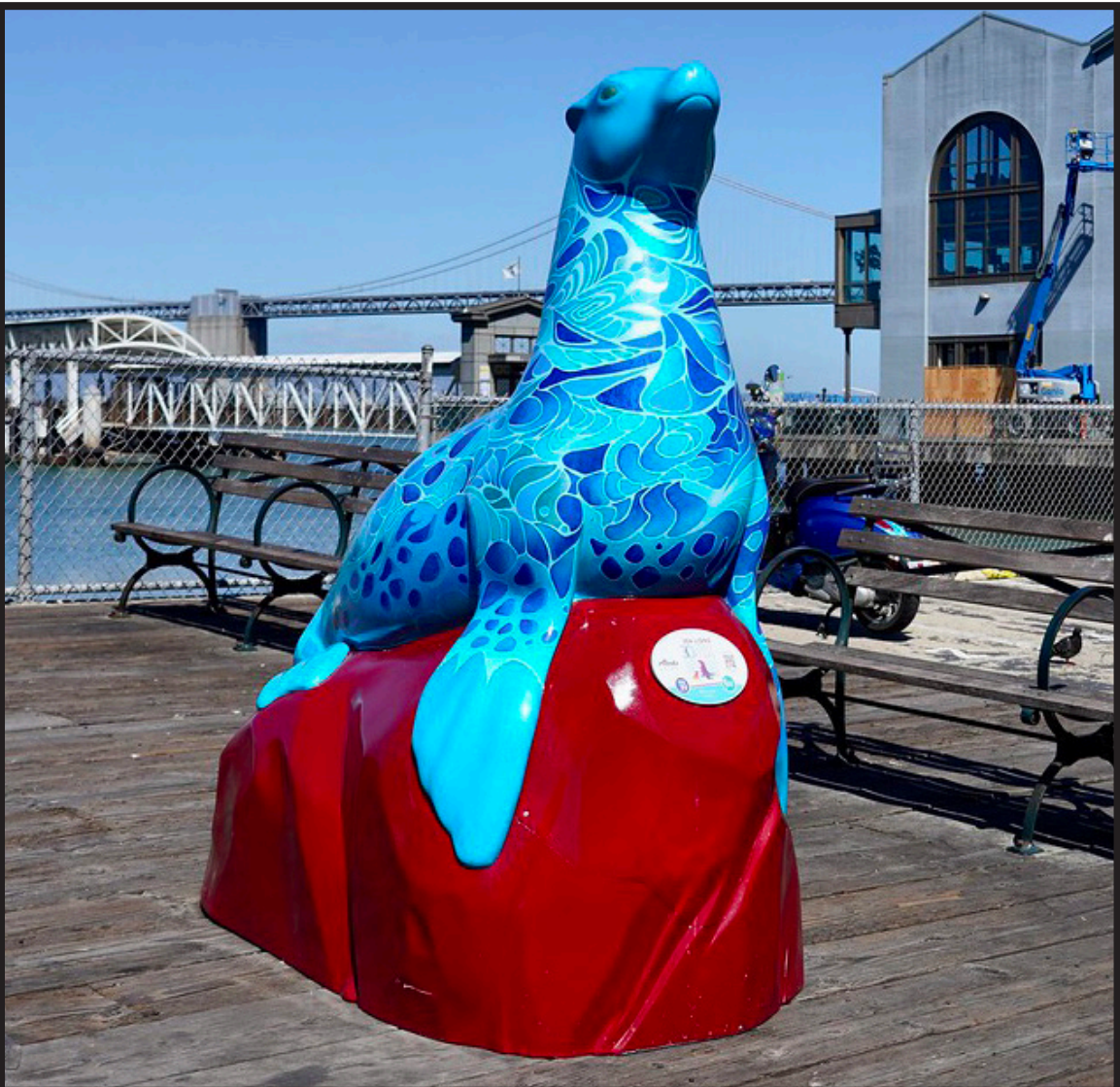
Welcome Plaza



Offer colorful movable seating



Create an information kiosk/booth



Add waterfront-themed public art



Provide visitor-serving staff

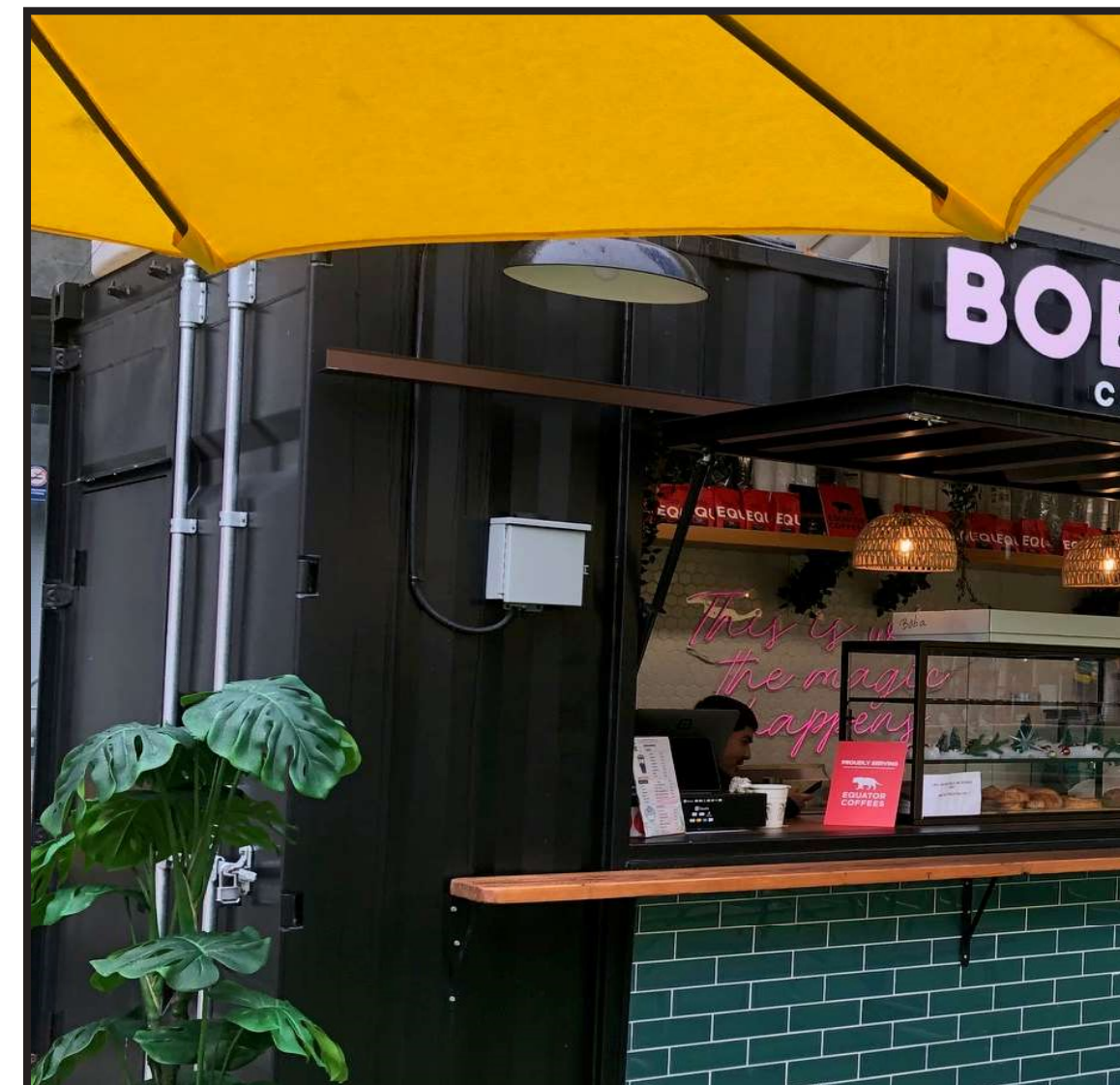
An inviting promenade



Create rows of colorful planters



Planters add greenery, with benches



Use kiosks to create vending opportunities



Offer games and playful elements

A playful plaza



Add colorful, movable seating



Add seating to watch performances



Test play-able sculpture



Enhance place-based photo opportunities

Next Steps

- Develop draft site plan and draft operations plan
- Vet draft plans with Port and City team
- Gather additional feedback from area stakeholders
- Develop plan for phased implementation
- Present updated plan at May 1 FWAC meeting
- Begin rolling out project (early Summer)

Crab Wheel Plaza

TENTATIVE ACTIVATION SCHEDULE

April

Street Performer Activation – Fri & Sat – 3-7PM

Tables & Chairs – Thurs & Sun – 11-7PM

May

Pier Party – Sat, 2-7PM

Street Performer Activation – Fri, 3-7PM

Tables & Chairs – Thurs & Sun, 11-7PM

Peak Season (June, July, August)

Pier Party – Sat, 3-7PM

Street Performer Activation – Fri, 3-7PM

Tables & Chairs – Daily, 11-7PM

Fall

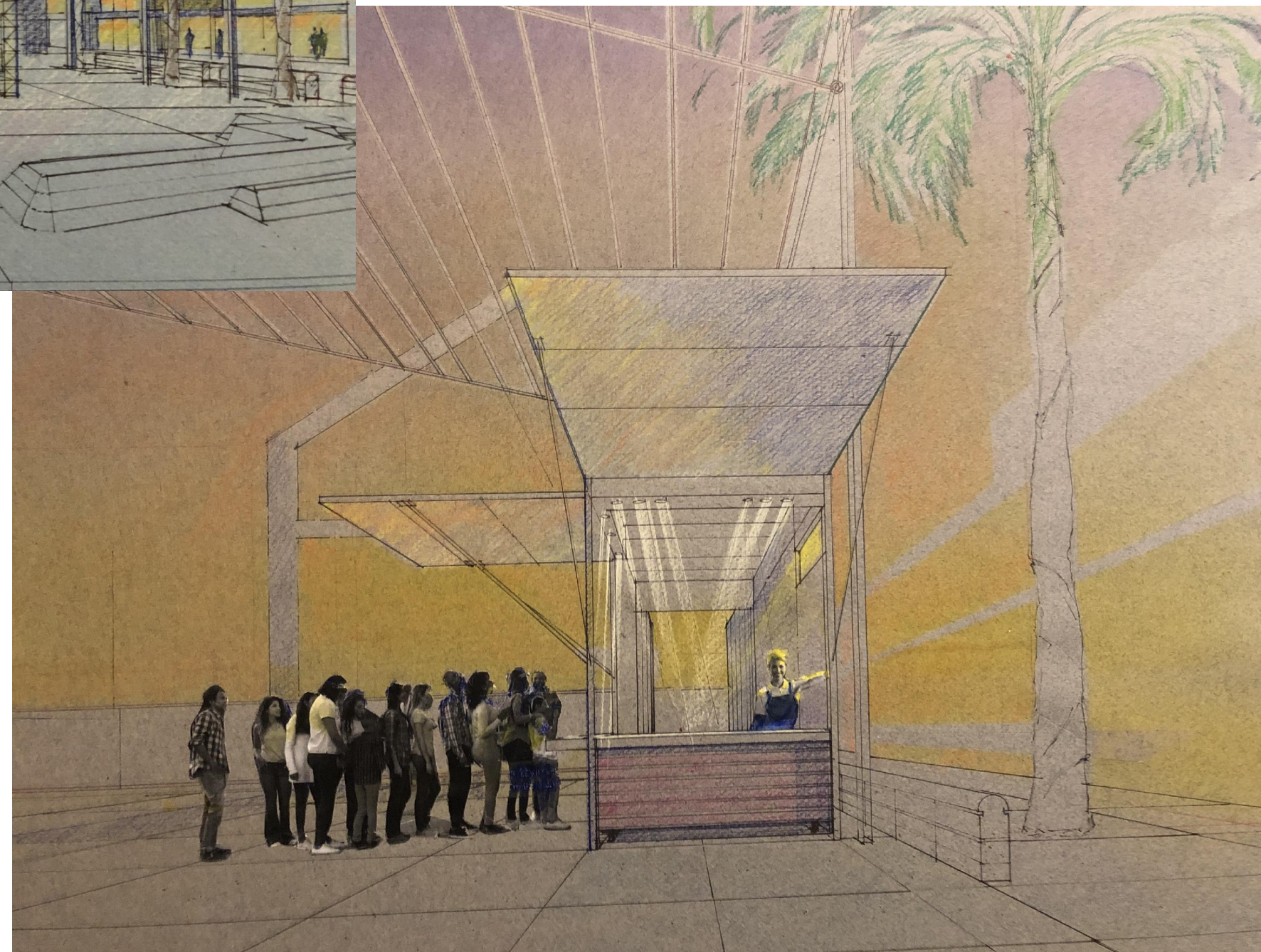
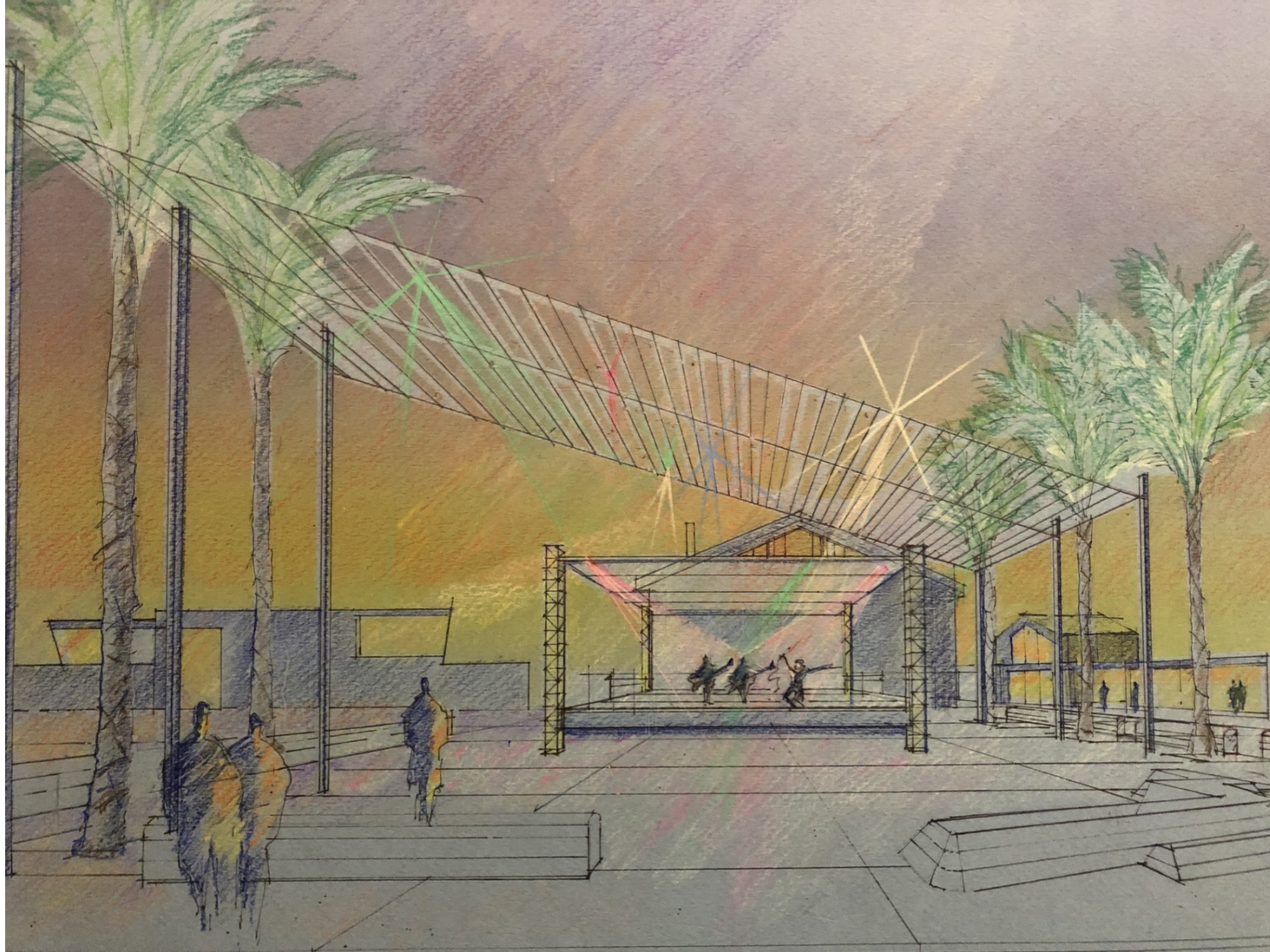
Pier Party – Sat, 2-7PM

Street Performer Activation – Fri, 3-7PM

Tables & Chairs – Thurs & Sun, 11-7PM



LIGHTING + STAGE PROPOSAL



- Proposed lighting installation over the Crab Wheel Plaza
- Compliments the stage that we're looking at purchasing
- Adding a 20x8ft container for storage and a bar/pop-up setup for activations
- Will create a venue for activations in the Wharf
- Working alongside a Savills architect/project manager who is working pro bono

PROJECT UPDATES

Mural #2

Marine Unit Parking Lot on Jefferson

Panels are completed – Port is now fixing lead issues in wall prior to install

Pays homage to the fishing industry that's so important to the history of Fisherman's Wharf



Flower Baskets:

Expansion onto Jefferson Street

Next batch of baskets are done being manufactured and are being shipped out ASAP



Thank You!

