

# Update

Fisherman's Wharf Advisory Committee Meeting, May 1, 2024

## Fisherman's Wharf Revitalized

Lou Giraudo  
Chris McGarry  
Seth Hamalian

ehdd





The Cannery



Boudin at the Wharf



ehdd.

The Exploratorium



Presidio Field Station

# Pre-ENA Project Vision Presentations



**Proposed Events Center**

**Proposed Experiential Park**

- fish processing
- wholesale and retail market
- food hall and exhibits
- indoor / outdoor
- park-like setting

**Proposed New Public Square / Plaza**

**Proposed Beverage Garden**  
with short-term vacation rentals above

**Proposed New Pedestrian-Only Promenade**

**Jefferson Street Activation & Connectivity:**

◀ Aquatic Park	Pier 39
Maritime Museum	Ferries
Ghirardelli Square, etc	Cruise Ships

Former Shed C

Shed D

"The Valley" - Commercial Loading / Parking

Shed B

Shed A

Pier 45

Lagoon

Jefferson St

Taylor St

Jones St

Leavenworth St

Hyde St

Beach St

Triangle West  
SWL 300/301  
Phase II

Triangle East  
SWL 300/301  
Phase I

Mason St

Powell St

Jefferson St

Beach St

Pier 41

Pier 39

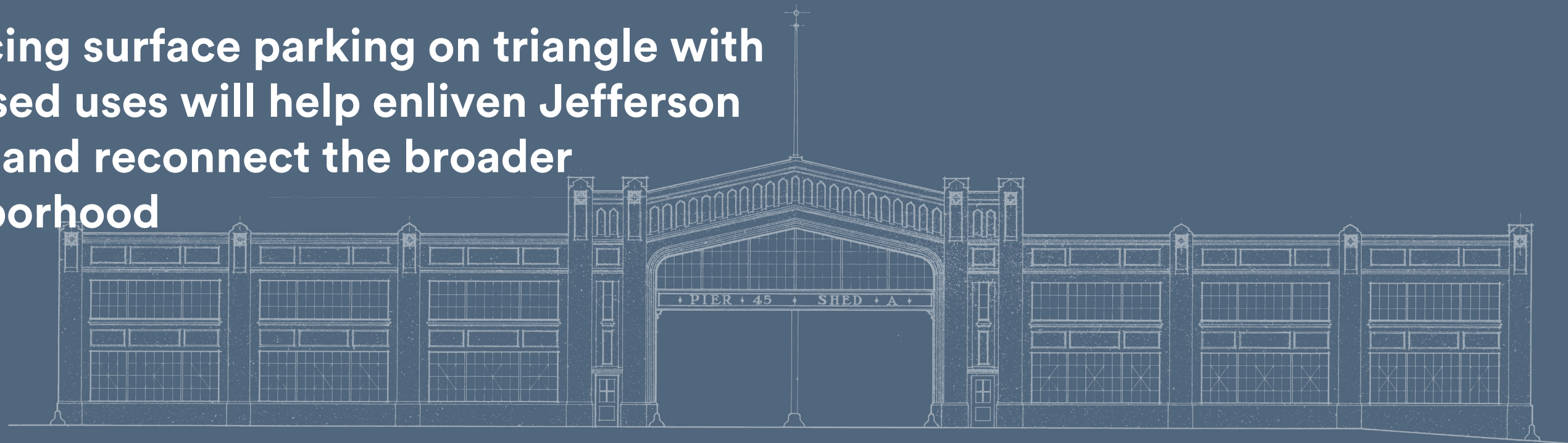
The Embarcadero

North Point St

Historic Park  
Museum  
Square  
Cable Car

# Feedback: General Agreement

- Fisherman's Wharf is in need of revitalization
- There is urgency to the revitalization effort
- Highlighting and celebrating the fishing industry is good for the neighborhood/ authentically Fisherman's Wharf
- Replacing surface parking on triangle with proposed uses will help enliven Jefferson Street and reconnect the broader neighborhood



FRONT ELEVATION FOR EAST & WEST SHEDS  
Scale 1/8" = 1'-0"

# Feedback: Individual Concerns Expressed

- Consider locations other than Pier 45 / fill existing neighborhood vacancies
- Use as little of Pier 45 for non-industry purposes as possible
- Don't take energy and foot traffic away from Jefferson Street businesses / push activity to the broader neighborhood / further west
- Project could take too long to address current neighborhood concerns / urgency of near-term solutions



FRONT ELEVATION FOR EAST & WEST SHEDS  
Scale 1/8" = 1'-0"

# Guiding Values

## 1. Industry First

*Support, boost, and protect fishing and processing operations*

## 2. Authenticity

*Celebrate the authentic working aspects of the waterfront*

## 3. Access

*To the Bay, and for families, food entrepreneurs, the arts and disadvantaged communities.*

## 4. Local and Unique

*Unique within the Wharf, uniquely San Franciscan, with strong appeal for locals*

## 5. Sustainability and Resilience

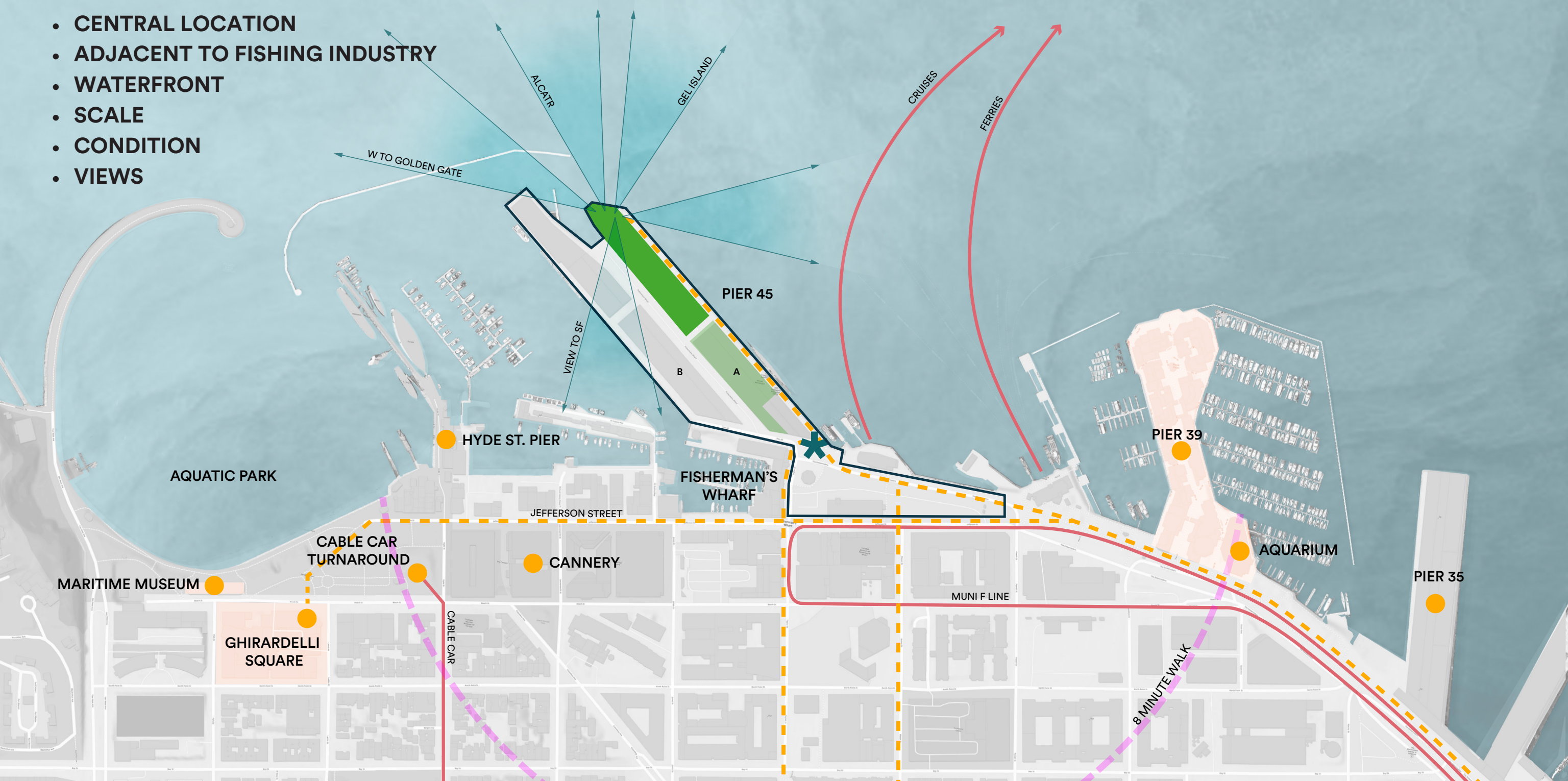
*Financial and environmental, for both the project and the fishing industry in FW*

# Project Goals

- **Raise the visibility and viability of fishing industry**
- **Create an attraction that brings new visitors to the neighborhood, and keeps visitors staying longer**
- **Create an authentic, family-friendly experience that appeals to tourists and locals alike**
- **Activate the triangle lot in a way that unifies the heart of the Wharf**
- **Create exciting connections and new ways to experience the bay**

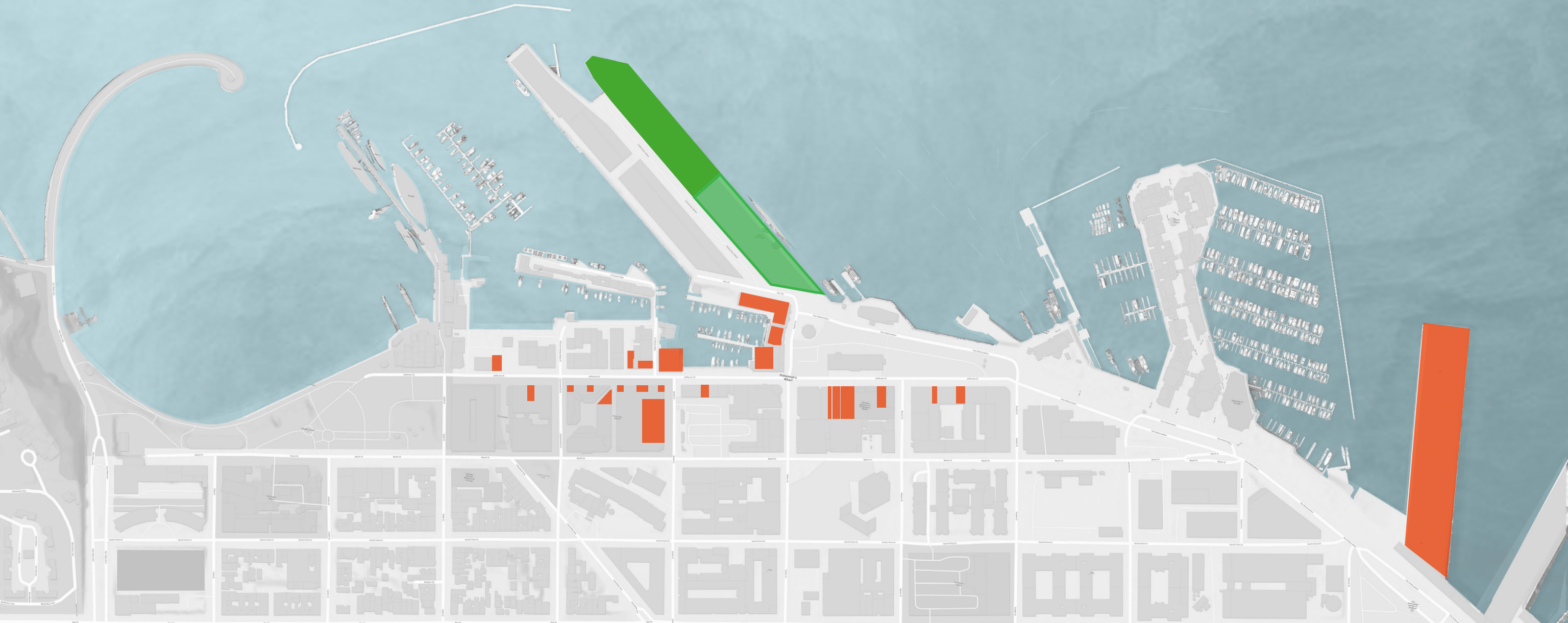
# Why Pier 45?

- CENTRAL LOCATION
- ADJACENT TO FISHING INDUSTRY
- WATERFRONT
- SCALE
- CONDITION
- VIEWS



# Why Pier 45?

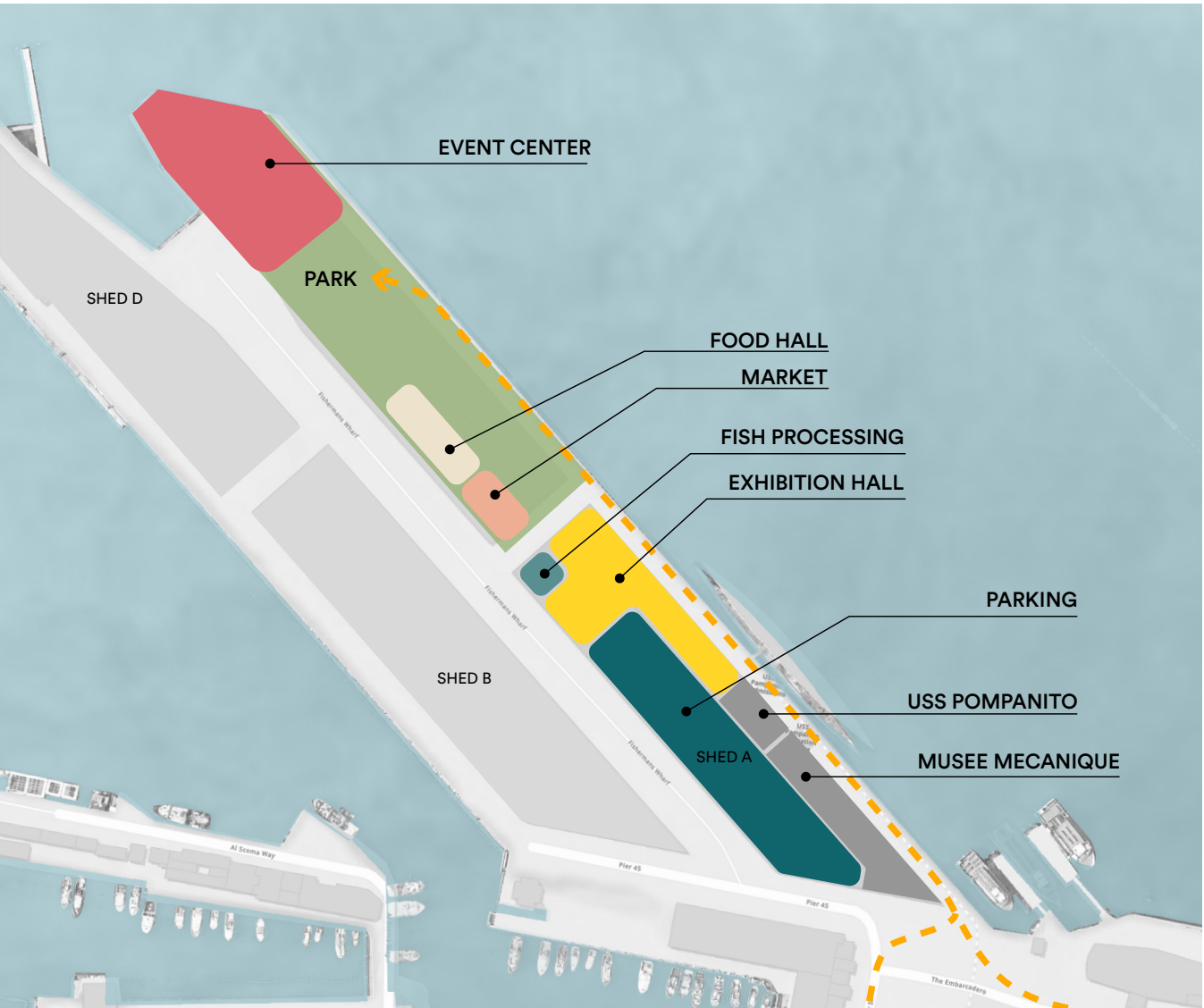
Nowhere else has the right combination of location, condition, and scale



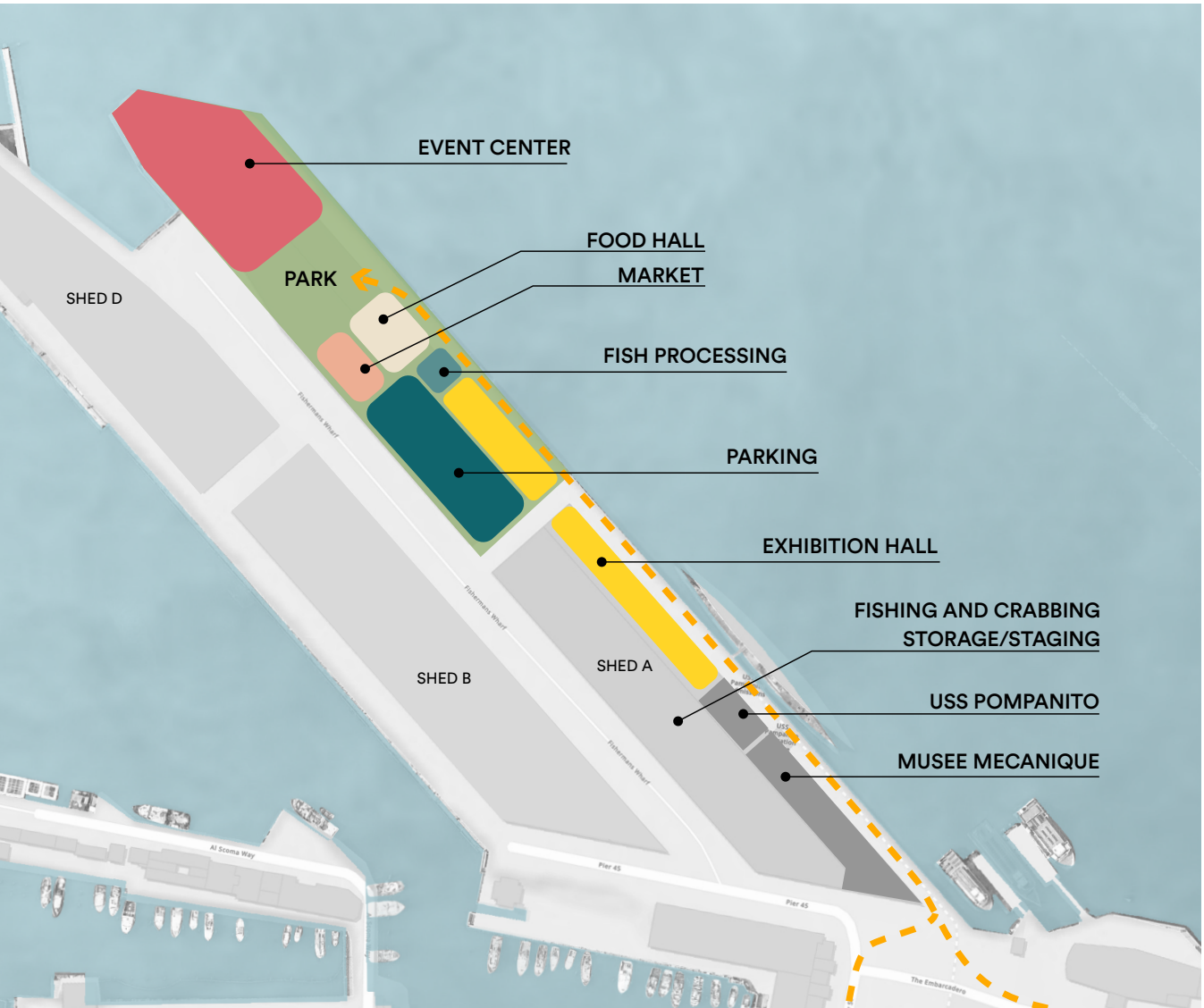


# How Much of Pier 45?

## Initial Concept



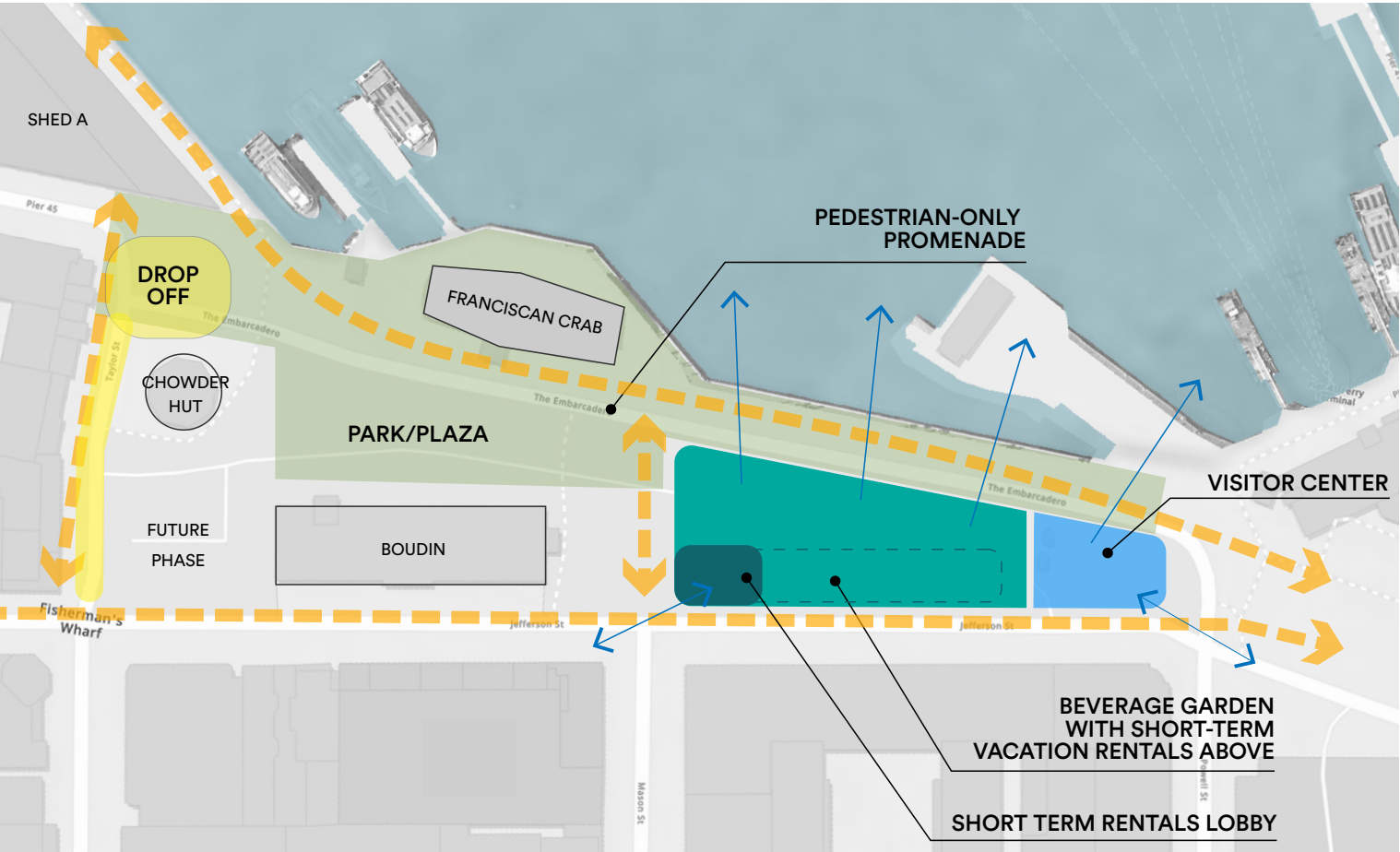
## Current Concept



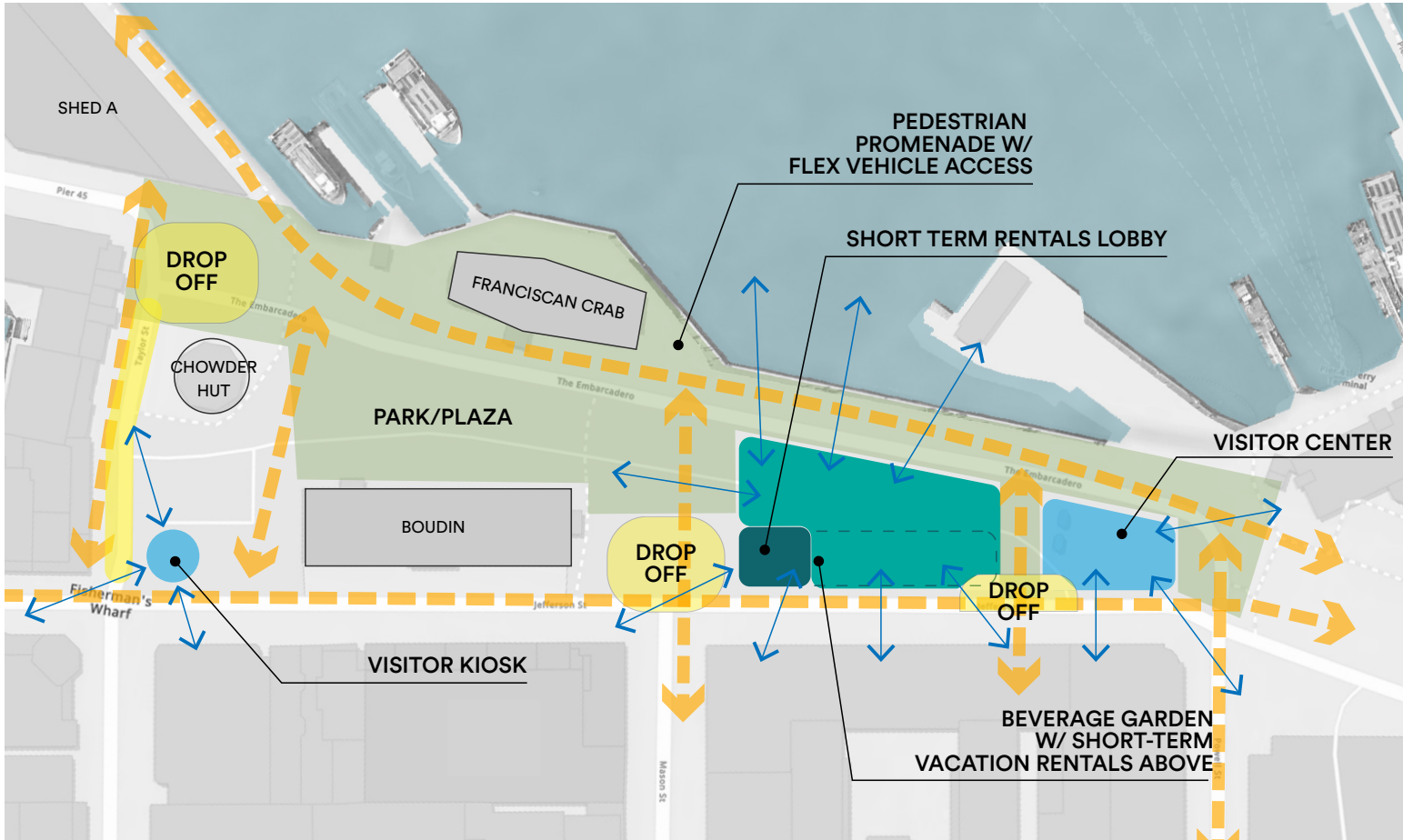
Preserving a substantial portion of Shed A for fishing industry

# Activating Jefferson Street and the Neighborhood

## Initial Concept



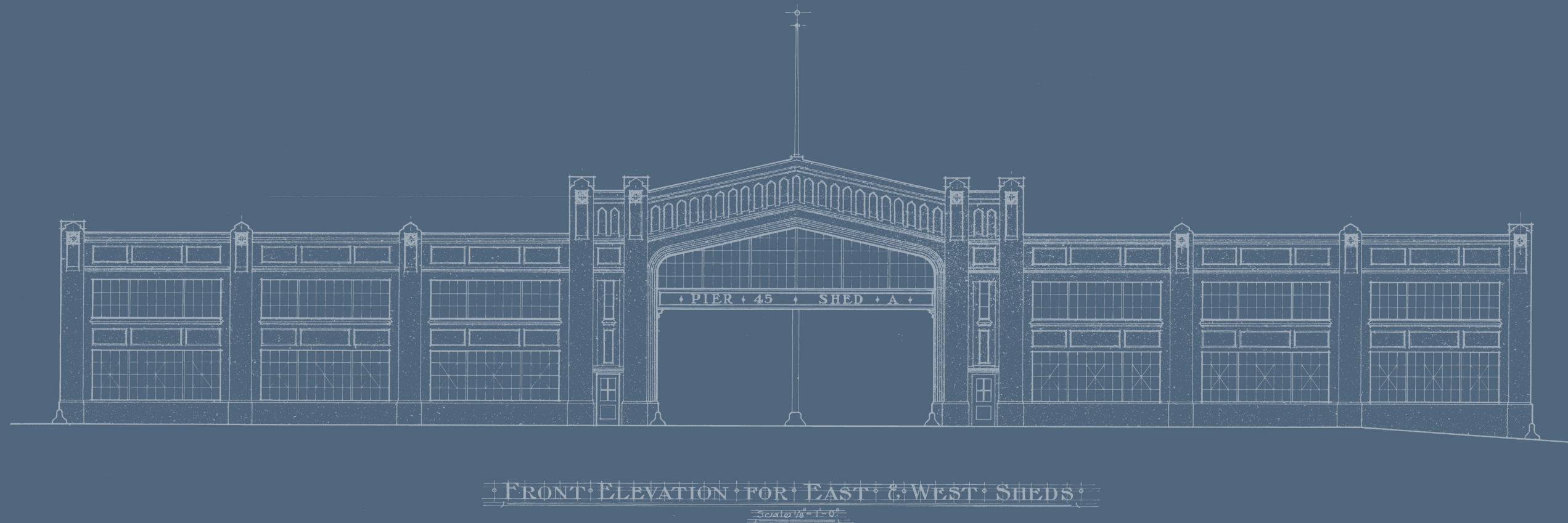
## Current Concept



Creating multiple connections to Jefferson Street and the broader neighborhood

# Programmatic Solutions to Neighborhood Activation

- Progressive Wharf Experiences
- Walking Tour
- Visitor's Center / Bundled Attractions
- Strategic Partnerships



# Next Steps and Questions

- **Multiple meetings with same content as today with other stakeholders**
- **Return in July and August with more project design, discussion, iteration**
- **Take term sheet to Port and Board of Supervisors in the late summer / early fall**
- **Questions?**

