



Meeting of the Port Fisherman's Wharf Advisory Committee (FWAC)

May 1, 2024 (9:00 to 11:00 AM)

Virtual Public Meeting via Teams

Meeting Notes

FWAC Attendees

Jenn Brokaw (Swimmers)
Joe Burgard (Excursion Operations)
Mariann Costello (Restaurants)
Taryn Hoppe (Retail)
Darlene Plumtree (Museums), Co-Chair
Dante Serafini (Restaurants)
Sina von Reitzenstein (Pier 39)
Sarah Bates (Fishers), Co-Chair
John Barnett (Crab Boat Owners)
Mike Rescino (Charter Fishing)

FWAC Members Absent

Mike LaRocca (Fish Processing)

Port Staff

Amy Cohen, Business Generation Manager
Scott Landsittel, Deputy Director of Real Estate and Development
Eric Young, Director of Communications
David Beaupre, Deputy Director, Planning and Environment
Meghan Wallace, Economic Recovery Manager
Kimberley Beal, Assistant Deputy Director, Real Estate
Ming Yeung, Assistant Deputy Director, Planning and Environment
Dominic Moreno, Assistant Deputy Director, Maritime
Wyatt Donnelly-Landolt, Port Development
Kyle Thomas, Security and Emergency Preparedness Manager
Uday Prasad, Acting Chief Harbor Engineer
Messiah Foster, Public Relations Manager
Robert Davis, Port Real Estate
Luis Barata, Port Waterfront Resilience
Don Kavanagh, Senior Property Manager
Harold George, Property Manager

Wendy McArthur, Maritime
Chris Horiuchi, Project Manager
Michael Martin, Port Assistant Director
Zachary Adami, Maritime Wharfinger
David Beaupre, Deputy Director
Ryan Wassum, Planner
Richard Berman, Assistant Deputy Director, Planning and Environment
Gabe Mikulich, Maritime Wharfinger

Announcements and Introductions

- 1. FWAC Ground Rules for Meetings**
- 2. Approval of Draft March 6, 2024 Meeting Notes**
- 3. Quick Project Updates**
 - A. **Fishing Season Changes and Salmon Fishing Closure**, Dominic Moreno, Assistant Deputy Director, Maritime
 - B. **Restaurant Re-leasing**, Don Kavanagh, Port Real Estate
 - C. **SkyStar**, Michael Martin, Port Assistant Director
- 4. Wharf J9 and Maintenance Dredging:** Update on the Wharf J-9 project, schedule, and maintenance dredging at Fisherman’s Wharf – Chris Horiuchi, Port Engineering and Shannon Alford, Port Planning & Environment
- 5. Fisherman’s Wharf Little Embarcadero Activation:** Presentation on activation efforts at Little Embarcadero and other Fisherman’s Wharf locations – Amy Cohen, Port Real Estate, Julie Flynn from Street Plans, and Representatives from Fisherman’s Wharf CBD
- 6. Fisherman’s Wharf Revitalized:** Presentation and request for early design feedback on the Fisherman’s Wharf Revitalized project proposal – Wyatt Donnelly-Landolt, Port Development and Representatives of Fisherman’s Wharf Revitalized
- 7. Agenda Setting for Future Meetings**

Item #1 - FWAC Ground Rules for Meetings

Ming Yeung of the Port provided ground rules and other information to start the meeting.

Item #2 - Approval of Draft Meeting Notes

March 6, 2024, Meeting Notes were accepted by the FWAC Co-Chair without comment.

Item #3 - Quick Project Updates:

a. Fishing Season Changes and Salmon Fishing Closure

The California Department of Fish and Wildlife closed the Dungeness crab season early in April and announced a second consecutive closure of the commercial salmon season, marking only the fourth such closure in history. Additionally, there are significant limitations on Rockfish. These measures have heavily impacted the Fisherman's Wharf fishing community, leading some to pivot fishing for black cod and potentially tuna.

b. Restaurant Re-leasing

Don Kavanagh reported ongoing efforts to lease commercial properties at 490 Jefferson, Lou's, Pompeii's, and Alioto's, in collaboration with Maven Commercial. Significant interest has been shown in Lou's and Pompeii's, with four prospects for Lou's and a couple for Pompeii's, and the selection process for the winning bidder is expected to conclude in the next 30-45 days. Leasing 490 Jefferson and Alioto's is more challenging.

Question: Why are the fences around Tarantino's?

Answer: The fences are a temporary safety measure while they remove the glass from the upper panels to prevent further incidents of glass falling onto the sidewalk from high winds. The project management group is working to resolve the issue as quickly as possible.

c. SkyStar

Michael Martin provided an update on the Skystar project. The Board of Supervisors has unanimously approved a waiver of competitive bidding, allowing an 18-month lease extension. Mr. Martin expressed gratitude to the stakeholders for their support, emphasizing that this extension aligns well with local market activations and long-term Fisherman's Wharf revitalization plans. Skystar will undergo a refresh and upgrade, transitioning from a temporary permit to a longer-term lease. This upgrade, expected to take 7-10 days, will ensure operations continue smoothly until November 2025. Temporary materials may be visible during this short-term project.

Question: What is the city's income from passenger volume?

Answer: Since the wheel opened in early November, there have been approximately 140,000 passengers through March, resulting in about \$190,000 in rent for the Port.

Comment: San Francisco residents get a 15% discount, and discounts are also available on Groupon.

Comment: I think SkyStar is great and looks beautiful every time I pass by, often full of people. The other day, coming back from a baseball game, it was crowded, and I would have loved to go on it. It's a great addition to the city, especially post-COVID, when seeing Fisherman's Wharf

with closed restaurants makes me sad. I appreciate the efforts to keep the area profitable.

Item #4 - Wharf J9 and Maintenance Dredging: Update on the Wharf J-9 project, schedule, and maintenance dredging at Fisherman's Wharf.

Shannon Alford provided an update on the dredging project. Currently, the Hyde Street fuel dock is out of commission, but samples are being collected using a vessel equipped with a coring device. The samples are taken down to 12 feet, which is the depth intended for dredging.

Unlike large-scale dredging operations, the current project involves smaller, more precise equipment. This summer, a barge with an excavator and a smaller bucket will be used to surgically dredge areas around the berths and Fisherman's Wharf. The Dutra Dredge project in the North Bay serves as an example of the scale and precision expected.

The dredging schedule is planned for 2024, with a work window from June to November to protect herring and salmon spawning seasons. The priority is to dredge the yellow highlighted area at Wharf J 9 starting in July, which is crucial for the Replacement and Resilient Shoreline Project. This initial phase is expected to take about 10 days, with the remainder of the Wharf to be dredged by November, totaling approximately 40 days of work.

Coordination efforts involve the Port real estate team working with tenants to schedule the dredging and the Hyde St Harbor Office coordinating with berth holders. Temporary vessel relocations will be necessary, with at least two weeks' notice given to berth holders, although more notice will be provided if possible. This coordination is likened to a puzzle but is essential to ensure the project's success.

Chris Horiuchi discussed phase one of the Wharf J9 project, part of the Waterfront Resilience Program. This phase includes installing a floating dock and gangway, enhancing earthquake and flood resilience, supporting off-the-boat fish sales, improving fireboat hydrant access, and enhancing public spaces. The main component of phase one is a 270-foot concrete float north of Wharf J9A, with an aluminum gangway connecting it to the Al Scoma Way Bridge.

The project, starting with material procurement from April to September, aims to begin dredging in July. The contractor, Yerba Buena Engineering and Construction, will mobilize on-site in late August 2024, with significant site work occurring in September and October. Substantial completion is targeted for November 1st to coincide with the crab season and within environmental regulations.

Question: What is the dock configuration, accessibility and capacity?

Answer: Chris Horiuchi answered with the following points:

Dock Configuration: Initially, the dock will be single-ended, allowing boats to turn around and come back. In phase two, a second gangway will be added on the western edge to create a double-ended dock.

Accessibility: Phase one involves a one-way turnaround system. The addition of the second gangway in phase two will provide better access and is expected to improve quality of life and benefit local businesses.

Capacity: The area has space for 5 or 6 boats.

Street Level Condition: The street level (J9) will largely remain in its current state with minor clean-up efforts. This includes removing ladders and old utilities to enhance the appearance without significant structural improvements.

In summary, the initial phase involves a single-ended dock with future plans for a double-ended dock, improving accessibility and local business prospects, while minor clean-up efforts will enhance the street level's appearance without major structural changes.

Question: What is the impact on water quality, especially when it comes to the adjacent sailing and swimming clubs?

Answer: Shannon Alford, answered with the following main points:

1. **Impact on Recreational Activities:** The dredging and nearby activities at J9 are not expected to impact recreational activities at the adjacent sailing and swimming clubs.
2. **Dredging Equipment:** The operation will use a small bucket and small excavator, different from the larger equipment used at cruise terminals. It will be a small barge-mounted operation.
3. **Water Quality:** There should not be significant turbidity or water muddiness. If such issues arose, it would indicate a larger problem. The operation will proceed one scoop at a time to minimize disturbances and is monitored by the Water Board.

Comment: One commenter expressed concerns of the J9 project and the use of the FWCBD storage unit at 360A Jefferson. Materials for port activation are stored in the green building next to the lay-down area, which is also designated as a staging area for the J9 property. There was emphasis on the need to coordinate with contractors for access, especially since they have a 27-foot trailer that requires in-and-out access, primarily on weekends.

Answer: Chris Horiuchi acknowledged the need for coordination and expressed his willingness to assist in organizing access to ensure efficient project progress and coordination.

Item #5 - Fisherman's Wharf Little Embarcadero Activation: Presentation on activation efforts at Little Embarcadero and other Fisherman's Wharf locations.

Amy Cohen discussed the Little Embarcadero Activation project, aiming to temporarily activate public space to attract people to Fisherman's Wharf. The project's primary goals include managing unpermitted vending, advancing economic recovery, creating affordable activities for families, and drawing people into the heart of the Wharf. The initiative will begin in mid-June and involves refining concepts based on stakeholder and City feedback.

The project focuses on utilizing underused public spaces, creating a circuit of experiences linked by signage and vibrant elements like seating and interactive installations. Initial implementation will begin in late June, with ongoing adjustments based on feedback.

Management will be provided by the Fisherman's Wharf Community Benefit District (CBD), ensuring daily staffing for cleanliness, safety, and setup of amenities. The CBD will also manage pop-up containers for testing demand for various services, issuing a call for interest for temporary container use. Amy Cohen and Caitlin Thresher will coordinate communication and approvals related to the project.

Julie Flynn presented a high-level overview of design plans aimed at enhancing the Fisherman's Wharf area. The main theme focuses on creating a playful, nautical atmosphere that appeals to families and individuals of all ages. Key highlights include:

1. **Welcome Plaza:** A bright, welcoming kiosk with movable tables and chairs near the Skystar wheel to help visitors navigate the area.
2. **Ferry Arch Area:** Featuring movable games and pop-up carts for light refreshments and activities, maintaining a clear view of the arch for photo opportunities.
3. **Promenade:** Enhancements include elevating existing benches with planters and pergolas, whimsical seating options like net loungers, and a playful promenade experience.
4. **Food and Drink Kiosks:** Decorative kiosks in the bus white zone for grab-and-go food and drinks, providing amenities without obstructing bus operations.
5. **Playful Seating and Sculptures:** Introducing playful seating like spinning top chairs and potentially a climbable sculpture or boat structure near the Franciscan restaurant and other key areas.
6. **Lock Program:** A managed program for visitors to hang locks in designated areas, with plans for easy removal and artistic reuse of the locks.

The designs incorporate color through artist-led ground murals and aim to be movable and iterative, allowing for adjustments based on community feedback. The first elements of these plans are expected to begin rolling out in mid-June, following further refinement and presentation to the Port Commission on May 14th.

Comment: What will happen to the street performer spots such as Pier 45, the Little Embarcadero and near the crab sign? Do we need new construction in the area, or can we just have simpler alternatives like carts for distributing flyers?

Answer: Amy Cohen reassured that almost all street performer spots are being maintained in the new plans. Although not detailed in the presentation, the plans do label these spots, and any proposed changes are minimal. Cohen offered to discuss specific changes offline if necessary.

Comment: Where will the current and future placement of wayfinding signs go? Suggest adding more based on the new plan.

Answer: Detailed plans for wayfinding signs have not yet been fully developed. There is a need to avoid visual clutter, so we are using ground murals to guide people, alongside adding necessary signage.

Comment: Six new wayfinding signs were pending permit approval and highlighted the role of a staffed welcome container for visitor guidance.

Comment: Suggest placing wayfinding signs near the Ferris wheel on Jefferson Street. Concern over the lack of additions to Jefferson Street in the current plans.

Answer: There will be movable amenities for Jefferson Street, aiming to place seating and other amenities along several blocks, coordinated with local businesses and within budget constraints.

Comment: One commenter inquired about the inclusion of Pier 45's Storage Sheds A and D in the plan.

Answer: The current plan is temporary, focusing on the area between Pier 39 and Pier 45, and does not include the sheds. The current development is planned for the next two years and aligns with the timeframe of the Skystar Wheel.

Item #6 - Fisherman's Wharf Revitalized: Presentation and request for early design feedback on the Fisherman's Wharf Revitalized project proposal.

Wyatt Donnelly-Landolt, a project manager with the Port's development team introduced representatives from Fisherman's Wharf Revitalized and discussed the project's initial concept, emphasizing that it's in the early stages and not fully fleshed out intentionally. He highlighted the importance of gathering and incorporating feedback from various stakeholders before finalizing design. This process will involve multiple rounds of feedback and presentations over the coming years before any construction begins.

Seth Hamalian, a member of the Fisherman's Wharf Revitalization team, presented the goals and plans. Mr. Hamalian noted that the team, including himself, Chris McGary, and Lou Giraud, previously sought and secured an exclusive negotiating agreement with the Port. They are now in the process of refining their plans based on ongoing feedback. Hamalian introduced EHDD, a San Francisco-based architectural firm with significant local experience, as a new addition to their team. He explained that the revitalization effort focuses on specific areas, with detailed designs expected to evolve through continuous stakeholder engagement before moving forward with formal agreements and environmental reviews.

Seth Hamalian provided an overview of the Fisherman's Wharf Revitalization project, detailing plans for various areas of development. He described the triangular lot, which includes a visitor center and a beverage garden to replace existing surface parking, aiming to attract visitors and connect with nearby attractions. Mr. Hamalian emphasized the historical significance of San Francisco's wineries and proposed incorporating this heritage into the project to enhance tourism.

He discussed plans for a pedestrian promenade along the Little Embarcadero, adapting to feedback by allowing for occasional vehicle traffic. Moving westward, Mr. Hamalian outlined plans for a public square and plaza area between the Franciscan and Wharf Inn, designed to create a family-friendly environment and offer a break for visitors. At Pier 45, there are plans for an experiential park celebrating the fishing industry, including an Event Center for gatherings and events. Mr. Hamalian highlighted the importance of community input and the urgency of revitalizing Fisherman's Wharf, focusing on authentic experiences and reconnecting the neighborhood.

Mr. Hamalian discussed concerns about the declining energy and activity in Fisherman's Wharf, particularly as visitors move further west. He highlighted feedback from individuals, including those in the fishing industry, regarding the use of Pier 45 and the impact on surrounding areas. Responding to these concerns, Mr. Hamalian emphasized the project's guiding values, including prioritizing the fishing industry, authenticity, accessibility, local uniqueness, and sustainability. He explained the rationale for choosing Pier 45 as a central location for revitalization, citing its proximity to key attractions and the fishing industry. Mr. Hamalian emphasized the need for a significant scale of operations to drive excitement and investment, as well as the importance of Pier 45's condition for the project's success.

Seth Hamalian discussed the advantages of Pier 45 for the project, including its unique opportunity for new construction following a fire that destroyed Shed C. He emphasized the incredible views from Pier 45 and addressed concerns about filling existing vacancies in Fisherman's Wharf, presenting data on known vacancies and explaining why other locations like Pier 35 were not suitable due to lack of centralization and potential energy diversion. Mr. Hamalian then delved into concept drawings, detailing how programmatic elements would fit on Pier 45 while preserving space for the fishing industry. He noted changes in their approach, focusing on using only the eastern part of Shed C to direct foot traffic away from active industrial areas.

Seth Hamalian addressed the concern of activating Jefferson St and the broader neighborhood, emphasizing the need to keep energy moving back and forth along Jefferson rather than solely pointing towards Pier 45. Initially, their concept was water-facing, but they adjusted to give more energy and moments along Jefferson St. They proposed a 360-degree visitor center with porosity between Jefferson St and the Little Embarcadero Promenade. Additionally, they discussed programmatic solutions for neighborhood activation, including bundling experiences, walking tours, and strategic partnerships with parking lots to spread energy throughout the area. Mr. Hamalian concluded by mentioning future presentations to gather feedback and iterate ideas before presenting the final plan to the Port and the Board of Supervisors in late summer or early fall.

Comment: There is concern about the fishing industry's need for space to operate, and the importance of balancing recreation and tourism with the fishing community's needs. Losing this space might force many to relocate, which no one wants. The commenter appreciates the opportunity to work on a solution together.

Comment: I have been with the fishing industry since 1984. There have been positive developments such as dam removals and river revitalizations that could lead to a resurgence in salmon populations. There are also efforts to restore traditional crab seasons in collaboration with government bodies. There are concerns about the small footprint of the commercial fishing industry at Fisherman's Wharf and the potential impact of losing half of it due to proposed changes. Consider rebuilding the burned Shed C for essential storage and operational needs. Further reduction of space could drive the fishing fleet away from San Francisco.

Comment: Appreciate some design ideas but cautioned against removing essential commercial fishing storage, arguing that the fishing industry has already faced significant challenges. It is important to maintain the flow of people along Jefferson Street and suggest promoting restaurants to keep visitors engaged. There is concern that expanding attractions to the pier's end could bottleneck traffic and negatively impact commercial operations.

Overall, the discussion highlighted a need for careful planning to balance development with the preservation of the commercial fishing industry's operational space.

Item #7 - Agenda Setting for Future Meetings

The next FWAC meeting will be held on June 26, 2024. Please provide agenda items to the committee coordinators.

The meeting was adjourned at 10:56 AM.