Pier 43 Promenade
Design Summary

December, 2010

Prepared By:
Port of San Francisco
The Pier 43 Promenade

The Pier 43 Promenade is a project to extend the City’s most popular walkway – The Embarcadero Promenade – two blocks in to the heart of Fisherman’s Wharf. The Pier 43 Promenade will be a passive Bay edge public space between Pier 39 and the historic center of Fisherman’s Wharf at Taylor Street. The new Promenade with its ample public seating will feature some of the most stunning views of the Bay, the historic Pier 43 Ferry Arch, and Alcatraz.

In November 2002, the Bay Conservation and Development Commission and the San Francisco Port Commission formed a joint Fisherman’s Wharf Planning Committee to develop recommendations for the Fisherman’s Wharf area of the waterfront. The Planning Committee through a public process made recommendations that address open space and public access, traffic circulation, and parking. The Committee’s recommendations included options to reconfigure Pier 43½ and construct a pedestrian promenade between Powell and Taylor Streets.

The Pier 43 Promenade project will remove most of the existing Pier 43½ (which was most recently used for parking), repair a portion of the Pier for public access, repair or reconstruct approximately 400 linear feet of shoreline along The Embarcadero at the location of a 110-year old seawall, and construct a pedestrian promenade over the water. The Promenade project also adjusts the alignment of The Embarcadero Roadway at Taylor Street to create a pedestrian plaza in front of the historic Pier 45 Shed A.

Project funding is largely from the City’s Neighborhood Parks Bond, which was passed by voters on February 5, 2008. Additional funding is from the Port and from the Association of Bay Area Governments Bay Trail Project with State Prop 84 funds.
Fishing Industry
USS Pampanito Submarine
New bollards and domes defining roadway
Realigned intersection defining crosswalks
New plaza with seating
New curb defining roadway
Pier 43½ portion to be removed
Addition to base bid (B) Promenade - Franciscan North
Outdoor dining area - 800 sq. ft.
Future crosswalk
Promenade base bid
Addition to base bid (C) south Embarcadero Lighting
New pile-supported Promenade with seating
New 360' curb bulb-out
Vendor carts - typ.
Primary pedestrian circulation
Promenade seating
Bay Edge circulation

New Embarcadero Roadway lighting to match existing fixtures
Litter receptacles at street furnishing zone

Embarcadero Roadway (Exist.)
New bulb-out into existing roadway - 360' length
Existing subsurface seawall

New 20' width pile-supported platform
New shoreline protection

MLLW Current
Fisherman’s Wharf Adopted Light Standards to be Located Along Embarcadero Roadway

Stainless Steel Litter Receptacle with Recycling Container - Bird, Rain and Graffiti Resistant

Steel railing with wood top rail and fabric panels to match adjacent railings.

Metal and wood bench with armrests.
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Existing Conditions, West Side

1. Railing at Pier 43½ Public Access Area
2. Red & White Fleet Ticket Booth
3. Pier 45 East Apron
4. Intersection of Taylor & Street and The Embarcadero
Retail at the Franciscan Restaurant Building
Temporary Shoreline Stabilization at Seawall
Railing at Pier 43
Public Plaza at Jefferson and Powell Streets
Project Participants

San Francisco Port Commission
Hon. Kimberly Brandon, President
Hon. Ann Lazarus, Vice President
Hon. Francis X. (FX) Crowley
Hon. Leslie Katz
Hon. Doreen Woo Ho
Hon. Rodney Fong (Former)
Hon. Stephanie Shakofsky (Former)
Hon. Michael Hardeman (Former)
Hon. Gavin Newsom, Mayor
Hon. Nancy Pelosi, Speaker, United States House of Representatives

Executive Directors
Bay Conservation and Development Commission: Will Travis
Port of San Francisco: Monique Moyer

Agency Staff
Bay Conservation and Development Commission
Max Delaney
Joe LaClair
Brad McCrae

Port of San Francisco
Dan Hodapp, Senior Waterfront Planner (project landscape architect)
Byron Rhett, Deputy Director, Planning & Development
Diane Oshima, Assistant Deputy Director
Steven Reel, Project Manager
Erik Hillstrom, Student Design Trainee

Joint BCDC/Port of San Francisco Fisherman's Wharf Planning Committee Members
San Francisco Bay Conservation and Development Commission
Anne Halsted, Committee Chair and BCDC Commission Vice Chair
Betsey Cutler
Richard Gordon
Barbara Kaufman, BCDC Commission Chair
Susan Leal
Aaron Peskin
San Francisco Port Commission
Sue Bierman
Kimberly Brandon
Denise McCarthy

Groups and Businesses that Participated
Assoc. of Bay Area Governments' Bay Trail Project
Blue & Gold Fleet
California State Coastal Conservancy
Dolphin Swimming and Boating Club
Fisherman's Wharf Merchants Association
Fisherman's Wharf Restaurant Association
Fisherman's Wharf Waterfront Advisory Group
Pier 39
San Francisco Bicycle Coalition
San Francisco Maritime National Historical Park
San Francisco Tomorrow
Save the Bay
Sierra Club, San Francisco Group
Telegraph Hill Dwellers Association
The Bay Institute
Walk San Francisco

Countless more individuals