Character of the Area:
The Fisherman’s Wharf area extends from the swimming and rowing club docks at the east end of Aquatic Park to East Wharf Park, east of Pier 39. The area is characterized by a lively mix of maritime, recreational and commercial uses. But Fisherman’s Wharf is best known for its historic and current fishing industry activities. Pier 45, the largest pier in the area, has recently been renovated as a state-of-the-art fish handling facility and is the center of the fishing industry. The Inner and Outer Lagoons contain San Francisco’s commercial fishing fleet, sport fishing boats and most of the vessels that provide Bay sight-seeing tours. Plans are underway to develop a new fishing boat harbor with modernized berthing and support facilities east of the Hyde Street Pier. Other sites bordering the Inner Lagoon and at the Hyde Street Pier offer opportunities to create or enhance entrances to existing and planned harbor activities. Other piers to the east are used for ferry and excursion boat operations, recreational boating and commercial recreation uses. The seawall lots in the area house a variety of uses, including fish handling, maritime support activities, visitor oriented

Urban Design Features:
- Jefferson Street is the commercial “main street” of the area.
- ‘Fishing Industry’, and ‘Commercial Visitor’ districts have different character.
- Opportunity for major open space within the area bounded by Jefferson, Taylor, and Powell Streets extending to the water’s edge.
- Small scale, incremental development defines architectural character for most of the area.
- The Embarcadero roadway ends at Pier 45.
- Historic character is established by the Pier 45 sheds and bulkheads, the Pier 43 Ferry Arch, buildings associated with the early fishing industry, and the historic ships.
commercial recreation uses, public access and open space, offices and parking. Historic buildings are located at Piers 43 (The Ferry Arch) and at Pier 45. In addition, certain one and two-story wooden fish handling sheds (one of which forms the northern edge of Fish Alley on Seawall Lot 303), dating from the early 1900's, contribute to the historic maritime character of Fisherman’s Wharf.

The unique character of Fisherman’s Wharf comes not only from this mix of uses, but also from its eclectic mix of architectural styles and materials. The scale and size of buildings on the seawall lots and in the adjacent upland neighborhood is generally small. With the exception of the Pier 39 garage and the Blue Shield office building, most buildings do not exceed two stories and, because most buildings are 25-50 feet wide, there are frequent changes in building form and street facades. Along Jefferson Street, architectural changes to building fronts occur as frequently as every ten feet. Some small-scale buildings are interspersed with mid-block alleys that provide pedestrian passages to the water’s edge. Arcades and awnings extend out over the sidewalks on the north side of Jefferson Street and west side of Taylor Street to protect crab pots serving up lunch to visitors and workers in the area.

There are also a variety of public access and open spaces in Fisherman’s Wharf. Most of the waterfront edge already is publicly accessible from Pier 39 to Pier 45. From the waterfront edge, visitors enjoy spectacular views of the Bay, Alcatraz, cavorting sea lions, historic ships and fishing operations. At the west end of the Wharf, swimming and rowing clubs provide water recreation opportunities in Aquatic Park and additional public access to the Bay. The F-line historic streetcar provides public transit along The Embarcadero to serve these exciting activities as well as new public access, retail, visiting ships and other activities called for in the Waterfront Plan.

Waterfront Land Use Plan Objectives:

The Waterfront Plan’s priority for Fisherman’s Wharf is to support and enhance the fishing industry by, for example, developing the new Hyde Street Fishing Harbor. The Plan also recognizes and reinforces the synergy between historic fishing operations and visitor-serving activities which has made the Wharf one of the top visitor attractions in the United States. The Plan further encourages other maritime activities including ferry and excursion boats, historic ships and
water recreation activities at Aquatic Park. The Port will work with its Fisherman's Wharf Environmental Quality Advisory Committee and ensure that any improvements within or adjacent to the Bay include water quality protective measures as needed to comply with all applicable environmental and water quality laws and regulations. In addition, new construction or facility improvement projects will comply with any storm water drainage policies adopted by the Port Commission.

Summary of Design & Access Objectives:
Objectives for this area emphasize the importance of enhancing fishing operations, while also improving the public’s enjoyment of Fisherman’s Wharf. Towards this end, Pier 45 will continue to be the dominant pier in the area, preserved according to the Secretary of the Interior’s Standards for Rehabilitation. Jefferson Street will be enhanced as the commercial main street of the Wharf. Design features will emphasize entries from Jefferson Street into the core of the future Fisherman’s Wharf/ Triangle Lot open space. Views of the Bay from the Powell and Mason Street corridors will be protected and new signage will depict the area’s historic and current use as a commercial fishing center. The Pier 43 Ferry Arch, a visually prominent focal point in the Wharf, will be retained. Fish Alley facilities associated with the early fishing industry will be further studied and efforts made to retain them for fishing industry uses. In addition, the design of new development will continue the area’s incremental scale of development and mix of historic architectural elements, and pedestrian-scaled buildings, alleys and waterfront edge.

Perhaps the most dramatic improvements will be increased public access and open space. The Port will work with the Fisherman’s Wharf community, San Francisco Planning Department, BCDC, Save the Bay, and other interested parties on an overall review of BCDC’s San Francisco Waterfront Special Area Plan policies in the Fisherman’s Wharf area. This is expected to include the opportunity for a major public plaza within the area bounded by Jefferson, Taylor, and Powell Streets extending to the water’s edge. It would address the many issues associated with creating such a plaza and establish a plan and implementation program. There will also be improved access on waterfront edges throughout the Wharf, where such access will not interfere with fishing and other maritime operations. Views of the Bay, historic buildings or new waterfront architecture will be preserved or created along Hyde, Leavenworth, Jones, Taylor, Mason, Powell and Kearny Streets.
**Design Criteria**

**HYDE STREET PIER & FISHING HARBOR**

This is the site of the proposed Hyde Street Harbor for the fishing industry and the existing San Francisco Maritime National Historic Park on the Hyde Street Pier, both of which contribute to the continued maritime character of the area.

**Site**

**MASSING:** The massing and design of new structures should allow views of the Bay or harbor activities through or between buildings at central entrances and at intervals throughout the Harbor or Pier.

**PIER SHAPE:** The shape and design of the proposed Hyde Street Harbor and land-based improvements should reflect fishing industry berthing and servicing needs, and include protective measures to comply with all applicable water quality environmental laws and regulations.

**Site (Continued)**

**VIEWS:** Maintain and create views from Hyde Street of the Bay, historic ships and future fishing boat berthing.

**Orientation**

**ENTRANCE:** When there is substantial bulkhead site coverage, the main pier entrance should be through large central openings.

**Architectural Details**

**CHARACTER -- Industrial:** Materials, style, and detailing should reflect, but not mimic, the industrial character typical of fishing industry or other maritime structures (e.g. painted wood, metal, or concrete siding, simple detailing, authentic materials.)

**COLOR:** Color of structures should primarily be light tone.

**PUBLIC EDGE:** Edge improvements for the proposed Hyde Street Harbor should consist of features and materials that serve the needs of the commercial fishing industry. Benches, signage and other public access improvements should blend with fishing industry features. These improvements, and any trash collection and service areas will include appropriate water quality protective features.
**Design Criteria**

**PIER 47 - 47A**

Pier 47 and 47A are used for fishing, maritime support uses and public access. In addition, a restaurant is located on Pier 47. Pier 47A is being repaired as a support facility for the fishing industry, and a public access area with views of the Bay, the City and fishing operations on Pier 45.

**Site**

**SITE COVERAGE:** Location of pier improvements should first meet fishing industry berthing and servicing needs and include protective measures to comply with all applicable water quality environmental laws and regulations.

**MASSING:** Any new building massings should include breaks for frequent visual and pedestrian access to the waterfront.

**Architectural Details**

**ARTICULATION:** Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.

**CHARACTER -- Industrial:** Materials, style, and detailing should reflect, but not mimic, the industrial character typical of fishing industry or other maritime structures (e.g. painted wood, metal, or concrete siding, simple detailing, authentic materials.)

**PUBLIC EDGE:** New railings or other edge treatments should reflect the industrial character of fishing industry or other maritime uses, should be as transparent as possible, and should include appropriate water quality protective measures.

**Site (Continued)**

OPEN SPACE: Provide public access along all pier edges where it does not conflict with fishing industry operations.
PIER 45 is the longest and largest pier in the Fisherman’s Wharf area and home to the commercial fishing industry. Sheds on the west side of the pier were recently rehabilitated by the Port for fish handling operations. The west pier apron and central “valley” between the piersheds are also used by fishing industry businesses. Sheds on the east side are used for parking and special events, and are the subject of a community based planning study to determine long term uses.

**Design Criteria**

**PIER 45**

**Site**

PIER 45: Preserve Pier 45’s historic bulkhead facades and sheds, consistent with The Secretary of the Interior’s Standards for Rehabilitation. Pier 45 should continue to be the dominant pier form in the Fisherman’s Wharf area.

**View:** Preserve view of the Pier 45 Shed A bulkhead from Taylor Street.

**OPEN SPACE--East Apron:** Provide public access along the east apron of Pier 45 where it does not conflict with fishing industry operations. Include protective measures to comply with all applicable water quality environmental laws and regulations.

**Orientation**

**Entrance:** Make every effort to locate main entrances to any new public uses through the existing central openings of the sheds A & B facades.

**Architectural Details**

**Character -- Industrial:** Materials, style, and detailing should reflect the industrial character typical of fishing industry and nearby maritime buildings.

**Service**

**Service:** Provide service access from the central valley, if compatible with access needs of individual fish handling operators on Pier 45. Secure trash collection facilities, and incorporate appropriate measures to comply with all applicable water quality environmental laws and regulations.
Design Criteria

TRIANGLE LOT & PIERS 43 & 43 1/2
(Seawall Lots 300 & 301 are the Triangle Lot)

There is the opportunity to create a major new open space at Fisherman's Wharf, as part of an overall planning process for the Fisherman's Wharf area. The Port must work closely with the community to address short-term construction impacts and provide long-term management of this public space to ensure it becomes an asset for Fisherman's Wharf. Cable car service will be relocated to this site or nearby. Until these goals can be realized, the Port will continue with incremental pedestrian circulation & access improvements in this area.

Site

HISTORIC PRESERVATION -- Ferry Arch:
Retain the Pier 43 Ferry Arch and develop more specific guidelines for its preservation and reuse.

SITE COVERAGE -- Open Space:
Increase open space and provide a Bay edge on Pier 43 1/2 by reducing or relocating parking off-site, if additional funding sources become available and long-term tenant lease issues are resolved. Include storm water drainage measures in open space improvement projects in accordance with any storm water drainage policies adopted by the Port Commission.

Site (Continued)

MASSING -- Jefferson Street: Reinforce the "main street" character of Jefferson Street by locating new buildings at or near the street. Maintain views and entrances from Powell, Mason, and Taylor Streets.

MASSING -- Taylor Street: New building massing should allow views between buildings from Taylor Street to the Pier 43 1/2 waterfront.

MASSING -- Scale: Recognize the established neighborhood scale by limiting apparent building mass to 1/2 block size to create an image of multiple buildings per block.

MASSING -- Views Through: New development on Jefferson Street or on the interior of the site should include exterior pedestrian or service ways that are oriented toward the Bay and views of the Pier 43 Ferry Arch between larger building massings.

VIEWS: Preserve views of the Bay through or adjacent to the Triangle Lot and Pier 43 1/2 from Mason and Powell Streets.
TRIANGLE LOT & PIERS 43 & 43 1/2 (Seawall Lots 300 & 301 are the Triangle Lot) -- Continued from previous page --

**Architecture Details**

**ARTICULATION:** Along Jefferson Street, use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.

**TRANSPARENCY:** Avoid blank ground floor walls by providing views into and through the ground floor of buildings.

**CHARACTER -- Industrial:** Materials, style, and detailing should reflect, but not mimic, the industrial character typical of fishing industry or other maritime structures (e.g. painted wood, metal, or concrete siding, simple detailing, authentic materials.)

**PUBLIC EDGE:** New railings should reflect the industrial character of fishing industry or other maritime uses and be as transparent as possible. These improvements and any trash collection facilities will include appropriate protective measures to comply with all applicable water quality environmental laws and regulations.

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**Orientation**

**ORIENTATION -- Embarcadero:** Maintain access to Pier 45 from The Embarcadero. Recognize the terminus of The Embarcadero at Pier 45 with a sculpture or other public access feature.

**ORIENTATION -- Intersection Corners:** Provide entry and identity features for the Fisherman's Wharf area at intersection corners.
**Design Criteria**

**INNER LAGOON**

Bulkhead Sites Bordering the Inner Lagoon

Sites bordering the Inner Lagoon with access to both the lagoon and adjacent streets or alleys.

**ARTICULATION:**
Use a variety of architectural treatments (e.g., pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.

**ORIENTATION -- Street and Lagoon:** Commercial visitor-serving uses should be oriented to both the street and the Lagoon. As opportunities arise, create or enhance exterior service or pedestrian access between buildings to the lagoon.

**O R I E N T A T I O N**

**SITE COVERAGE:** Include exterior service or pedestrian ways in new development to provide views and pedestrian access to the water.

**MASSING:** Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/4 block intervals (minimum) by varying building form (e.g., changes in height, setbacks).

**CHARACTER -- Industrial:** Materials, style, and detailing should reflect, but not mimic, the industrial character typical of fishing industry structures. (e.g., painted wood or metal siding, simple detailing, authentic materials.)

**CHARACTER -- Structures Over Sidewalk:** Allow awnings or arcades to extend commercial activities onto and over the sidewalk areas.

**CHARACTER -- Accent the Chapel:** Use colors that are different than surrounding building to emphasize the chapel at the foot of Pier 45.

**TRANSPARENCY:** Avoid blank ground floor walls by providing views into and through the ground floor of buildings.

**S E R V I C E**

**TRASH ENCLOSURES:** Use fences or other lockable enclosures to screen trash facilities from public view. Incorporate appropriate measures to comply with all applicable water quality environmental laws and regulations.
Design Criteria

EAST WHARF PARK AND PIERS 41 & 39
and Adjoining Area From the Seawall to the Embarcadero

ORIENTATION

ORIENTATION -- Bay Views: To maximize views of the Bay, orient the long edge of any new piers or buildings parallel to view.

Architectural Details

CHARACTER -- Industrial: Materials, style, and detailing should reflect, but not mimic, the industrial character typical of fishing industry or other maritime structures (e.g. painted wood, metal, or concrete siding, simple detailing, authentic materials.)

PUBLIC EDGE: New railings or other edge treatments should reflect the industrial character of fishing industry or other maritime uses, should be as transparent as possible, and incorporate appropriate protective measures to comply with all applicable water quality and environmental laws and regulations.

Site

OPEN SPACE: Maintain the existing open spaces at East Wharf Park and Pier 41, and the continuously accessible waterfront edges throughout the area.

SITE COVERAGE -- Street Views: To protect views of the Bay, new ancillary structures should be located outside the Powell and Kearny Street corridors.

MASSING: Any new building massings should include breaks for frequent visual and pedestrian access to the waterfront.

Service

SERVICE: Avoid new service access along the waterside of piers that conflicts with public access.

TRASH ENCLOSURES: Use fences or other lockable enclosures to screen trash facilities from public view. Incorporate appropriate water quality protective measures to comply with all applicable water quality and environmental laws and regulations.
Design Criteria

SEAWALL LOTS 302 & 303 (Fish Alley Area)

The Fish Alley area is an eclectic mix of small-scale structures built to serve the fishing industry. Some of the buildings remain in use by the industry while others along Jefferson Street have converted to retail or restaurant uses. The following design criteria were developed in recognition of the area’s unique character, and incorporate the Secretary of the Interior’s Standards for Rehabilitation. The Standards state that original building fabric be retained whenever possible, and that new changes be designed to be compatible with, but not replicate historic building features. Before commencing improvements within this area please also consult the Fish Alley Area Historic Resources Evaluation and Design Recommendations, available at the Port’s website.

**Scale**

**VIEWS:** View corridors down Jones and Leavenworth Streets should be maintained by discouraging new development along these two streets within Fish Alley.

**VIEWS:** Existing views can be maintained by limiting the height of new development within Fish Alley to two stories.

**MASSING:** Articulate the massing of new development and additions so that they respect the building widths, heights, and simple massing and detailing of Fish Alley’s existing buildings.

**MASSING:** The footprint of new development and additions to existing buildings along Jefferson Street should extend the width of the lot with no side setbacks so that the continuity of the street facade wall is maintained.

**SCALE:** Appreciate the scale that the typical building heights of neighboring buildings contribute to the character of the streetscape by holding new development to two stories or less.

**SITE COVERAGE:** The front setbacks of new development along Jefferson Street should vary slightly in keeping with the existing architectural street pattern.

**SITE COVERAGE:** The placement of infill development on the interior of the Fish Alley Area should not encroach on the boundaries of the narrow alleyways, and should serve to enhance the delineation of the edges.

This grouping of buildings on Jones Street contain many of the architectural details that define the industrial, maritime character of Fish Alley.
Design Criteria
SEAWALL LOTS 302 & 303
-- Continued from previous page --

Architectural Details

ARTICULATION: Opening patterns should be designed to communicate a human scale to pedestrians by articulating floor levels, or through glazing divisions.

ARTICULATION: New development or additions should respect existing patterns and proportions of alternating openings and solidity of walls.

CHARACTER -- Jefferson Street: Along Jefferson Street, avoid blank ground floor walls by providing views into the ground floor of buildings. Allow awnings or arcades to extend commercial building activities onto and over the sidewalk areas.

CHARACTER: Maintain the horizontal orientation of existing patterns throughout Fish Alley by aligning the horizontal elements of new development and additions with those of existing buildings.

Architectural Details

MATERIALS: Varying building materials between existing buildings and additions is encouraged to visually distinguish new from old.

MATERIALS: New development and additions should be constructed with simple, industrial materials that typify those found throughout Fish Alley.

SIGNAGE: New signage within the Fish Alley Study area should be kept simple and small scaled. The design of new signage should be in keeping with the historic signs of Fish Alley. Painted wood signs hung off the buildings or painted directly on the buildings are encouraged. Neon signs are not appropriate for the Fish Alley Area.

SITE FURNISHINGS: Site furnishings and landscaping should be kept minimal and simple, and should reflect the industrial and maritime character of the Fish Alley Area.

LANDSCAPING: New landscaping within the Fish Alley Study area should be limited to small scaled plantings in planter boxes, and should not include street trees.

Service

SERVICE: Provide service access from interior alleys or north/south streets if feasible.

TRASH ENCLOSURES: Use fences or other lockable enclosures to screen trash facilities from public view, and incorporate appropriate water quality protective measures to comply with all water quality environmental laws and regulations.
Design Criteria

SEAWALL LOTS 313, 312, & 311

Seawall lot 311 and 312 are occupied by the Pier 39 parking garage and queuing lanes for the garage. Seawall lot 313 is occupied by an office building.

Site

MASSING: Complement the established scale of the adjacent neighborhood by providing breaks or changes in building massings at 1/2 block intervals (minimum) by varying building form (e.g. changes in height, setbacks).

Service

SERVICE: Avoid service, parking, and auto-court entries from The Embarcadero.

Orientation

ORIENTATION - To Embarcadero: Orient primary uses and pedestrian entrances toward The Embarcadero.

ENTRY: Use recessed bays, awnings or other architectural treatments to provide a clear expression of pedestrian entrances.

Architectural Details

ARTICULATION: Use a variety of architectural treatments (e.g. pattern and spacing of windows, doors, color or other materials and detailing) to provide visually interesting street facades and complement the established neighborhood character.

TRANSPARENCY: Avoid blank ground floor walls by providing views into the ground floor of buildings.
Public access at the end of Pier 43 1/2 displaying a historic pier bell and its sounding board.

The design of the supporting poles for the Port-Walk interpretive sign program in Fisherman’s Wharf are based on the equipment used in the fishing industry.