

Fisherman's Wharf

Subarea 1-2



Subarea Description



Subarea 1-2: Fisherman's Wharf

Fisherman's Wharf (Subarea 1-2) includes Fisherman's Wharf, an active fishing industry and popular tourist area that features such destinations as Hyde Street Harbor and Piers 39 to 49. Piers 39 to 49 are the sites for historic buildings and assets, restaurants, hotels, fishing, water recreation, and terminals for San Francisco Bay Ferry, Blue & Gold Fleet, and Red & White Fleet. Some piers provide additional shoreline access and there are several small landscaped open space areas throughout Fisherman's Wharf. Located inland of the Wharf are several hotels, including the Sheraton, Argonaut, Hyatt Pier 2620, Holiday Inn, Holiday Inn Express, Tuscan Hotel, North Beach Hope Six, and the Marriot. Ongoing commercial fishing at Fisherman's Wharf provides an important link to San Francisco's maritime past, and its sustainable future, as the San Francisco fishing fleet is a source of local food. The maritime industry, the mix of local and small businesses and restaurants, the large number of jobs and the visitor serving nature of the Wharf have been identified by the community as priority assets.

Among the tourist destinations, Pier 39 is known for its viewing area for the sea lions and the Aquarium of the Bay. Pier 39 also hosts the excursion terminal for San Francisco Bay Cruises and the Blue & Gold Fleet, which provides sightseeing boat tours, and the Pier 39 marina with 350 recreational boating slips and a water taxi dock. Many restaurants, stores, and additional attractions are located at Pier 39, which is one of the State of California's top visitor serving destinations. Additional facilities in the subarea include the restaurants Boudin's and Castagnola's, Pier 39 garage (Seawall Lot 311), the Port harbor office at Hyde Street Pier, offices (Seawall Lot 313) as well as a variety of commercial stores, fish processing, and industrial facilities (Seawall Lots 301, 302, and 303).

Pier 45 docks historic vessels, including the Jeremiah O'Brien WWII Liberty Ship and USS Pampanito WWII Submarine. It remains a key maritime asset with modern fish processing operations and distribution center for approximately 20 operators with active berths along Sheds B and D. Shed C and the corporate office for Red and White Fleet recently suffered damages in a 4-alarm fire on May 23, 2020. Pier 45 is also home to the Musée Mécanique and includes parking facilities.

Pier 49, located near the base of Pier 45, includes the Fisherman's Wharf Chapel and a series of crab and seafood restaurants, including The Grotto, Alioto's, and Tarantino's, along Taylor Street. Pier 47, a small protected pier between Hyde Street Pier and Pier 45, is home to Scoma's restaurant, and a fish preparation building. Further attractions include the Red & White Fleet terminal and Franciscan Crab Restaurant at Pier 43.5 and the historic Pier 43 Headhouse arch. Pier 41 and 41.5 include a ferry terminal for the San Francisco Bay Ferry, which provide public transit throughout the San Francisco Bay.

Many of the tourist destinations, shoreline access areas, and small open spaces of Fisherman's Wharf are connected by the San Francisco Bay Trail, a regional trail system that is designed to connect the entire shoreline of the San Francisco Bay estuary through all nine counties. There is also a Bay Area Water Trail boat launch located at Pier 39. It consists of a low-float EZ Launch Accessible Transfer System that connects to wooden high-freeboard docks and provides guiderails for easy access in and out of the water. The system also includes launch rollers, a transfer bench, and transfer side boards that allow users to sit, slide over, or drop down into a kayak or canoe, as well as an ADA gangway to a mechanical lift. Adjacent to the Bay Area Water Trail boat launch are storage racks with room to store 12 kayaks or non-motorized small boats for paddlers' short-term use to explore Pier 39.

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Inner and outer lagoons with approximately 170 berths make up the Fisherman's Wharf Harbor, a commercial fishing harbor located between Pier 45 and Hyde Street Pier. It is protected by a breakwater structure and houses San Francisco's commercial fishing fleet and fuel dock.

Several Muni and regional bus lines, including Golden Gate Transit, provide service in this subarea. Fisherman's Wharf is the end of the line for the historic F-Line streetcar, which turns at Jefferson Street onto Jones Street and then onto Beach Street to return to the Embarcadero heading south.

This subarea includes MTA's Kirkland Yard, which provides bus storage, operations, and limited maintenance for 135 40-foot hybrid buses. The 2.6-acre Kirkland Yard is located between North Point, Beach, Stockton, and Powell streets. It includes mostly flat, paved surfaces with small operations and maintenance structures and underground storage tanks.

Fuel docks, as well as storage tanks, are located at other piers to support ferry terminal service and operations. Underground piping connects a 20,000-gallon diesel tank to a fueling dock at Hyde Street Pier. Piers 41, 43.5, and 45 house aboveground storage tanks that fuel the Red & White and Blue & Gold fleets.

Disaster response assets in this subarea include oil spill response equipment at Hyde Street Harbor, fuel docks, Emergency Firefighting Water System fireboat manifolds, suction connections that provide seawater from the Bay, and assembly and staging areas at Pier 39 (Seawall Lot 301). The Police Department / Port Joint Operations and Security Center, Police Department Marine Unit Headquarters, and Fire Station 28 are in this subarea. The Embarcadero Roadway is a primary emergency access route.

The North Shore wastewater pump station is located at 2001 Kearney Street, at the intersection of Kearny and Bay streets, and has a capacity of 30 million gallons per day. It serves the North Shore drainage basin and conveys wastewater during dry weather to the Channel pump station, which conveys the wastewater flows to the Southeast Treatment Plant, the City's largest treatment facility, treating 80 percent of San Francisco's wastewater. During wet weather, wastewater from the North Shore drainage basin is treated at the North Point Wet Weather Facility. The North Point Wet Weather Facility is in this subarea and can treat up to 150 million gallons per day of combined stormwater and wastewater flows during wet weather conditions when the Southeast Treatment Plan exceeds capacity. The North Point Wet Weather Facility will be exposed to flooding along its northern edge. However, the potential for flooding is limited, and the treatment plant is likely to retain most of its operational capacity should a flooding event occur.

Since 2017, the Port has connected with tens of thousands of community members through the Waterfront Resilience Program. Public feedback collected about Fisherman's Wharf underscores the importance of the subarea as a hub for jobs and business, from commercial fishing and the maritime industry to tourism. The harbor is also considered a community cornerstone.

Further feedback highlights additional community priorities, including opportunities to protect important utilities as well as evacuation and disaster recovery areas, keep businesses running, provide a continuous and safe pedestrian and bicycle pathway that connects the entire waterfront and preserve and enhance ecological sites. Community feedback related to this subarea is included in the Community-Identified section as part of the Review of Landmarks, Assets, and Services listed below and incorporated in the overall POCC analysis.

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Landmarks, Assets, and Services

Land Use

Most of this subarea is zoned as a Commercial District - Community Business, reflecting the many hotels, restaurants, and shops catering largely to tourists, with some Residential-Commercial and Residential Districts in the North Beach Neighborhood. There are also some blocks zoned Neighborhood Commercial Districts along Columbus Avenue and Chestnut Street with small restaurants and shops.

Community-Identified



- Fisherman's Wharf
- Maritime industry
- Muni F Line
- PIER 39
- Aquarium of the Bay
- Ferry
- Wetland restoration
- Improvement of evacuation measures for PIER 39 and tourist hubs
- Marine life viewing
- Jobs and small businesses
- Commercial fishing industry
- Improved public open spaces

Historic and Cultural



- Hyde Street Pier
- Pier 43 and the Pier 43 Headhouse Arch
- Pier 45 and the historic vessels (Jeremiah O'Brien WWII Liberty ship and USS Pampanito WWII Submarine) docked along Pier 45
- Pier 45 Sheds A, B, C, and D (Shed C was destroyed in the May 2020 fire)
- Embarcadero Historic District (Portions of Pier 39 and the Franciscan Restaurant near Pier 43 ½ are non-contributing)
- Seawall and Bulkhead Wharf
- Otis Elevator Company

Maritime



- Hyde Street Pier
- Hyde Street Fuel Dock
- Hyde Street Harbor
- Water Taxi (Hyde Street Pier)
- Pier 49 (Fisherman's Wharf Chapel and restaurants)
- Pier 47 (Scoma's restaurant, fish preparation building)
- Pier 45 (NHR) (fish processing operations, parking, the Musée Mécanique)
- Belt Railroad Headhouse and Historic arch (NHR, Pier 43)
- Ferry Terminal (Pier 43.5, Red & White)
- Ferry Terminal (Pier 41, Blue and Gold)
- Ferry Terminal (Pier 39, Blue and Gold)
- Kingspoke and Franks Fisherman Maritime Stores (Fisherman's Wharf)

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- Fisherman's Wharf (Pier 39)
- Aquarium of the Bay (Pier 39)
- Water Taxi (Pier 39)
- Fisherman's Wharf Harbor, fishing berths at the inner and outer lagoons
- Fish Alley (Seawall Lot 302, 303) including a variety of commercial stores, fish processing and industrial facilities, and restaurants including Castagnola's, Cioppinos, and Capurro's
- Seawall Lot 301 (Bistro Boudin, Chowder Hut)
- Seawall Lot 311 (Pier 39 garage)
- Seawall Lot 313 (offices)
- Aboveground storage tank (Hyde Street Pier 20,000-gallon diesel tank connected to fueling dock through underground piping)
- Aboveground storage tanks (Pier 41, Pier 45, and Pier 43.5)

Disaster Response



- Hyde Street Fuel Dock
- Hyde Street Fuel Tank Farm
- Hyde Street Harbor oil spill response equipment
- Pier 41 Fuel Dock
- Hyde Street small boat harbor
- Police Department / Port Joint Operations and Security Center
- Police Department Marine Unit Headquarters
- Police Department Marine Berths
- EFWS Fireboat Manifold
- EFWS suction connections (5)
- Fire Station 28
- Assembly Area (Pier 39 Promenade)
- Assembly Area (Seawall Lot 301)
- Ferry Terminal (Pier 41, Blue and Gold)
- Ferry Terminal (Pier 43.5, Red and White)
- Ferry Terminal (Pier 39, Blue and Gold)
- The Embarcadero
- Water Taxi (Pier 39)

Utilities



Water

- Buried wastewater and stormwater sewer pipes
- Buried water supply pipes

Wastewater

- North Point Wet Weather Facility
- North Shore Pump Station
- North Beach Tunnel
- Combined sewer discharge outfall (1)

Power

- Overhead and buried electric power infrastructure

Communications

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- Several telecommunication cell sites (e.g. cells on top of buildings or small cell towers on streetlights) are likely distributed throughout the subarea, but specific locations are unknown

Natural Gas

- Buried natural gas supply line infrastructure

Transportation



- Muni E-Line (Historic streetcar)
- Muni F-Line (Historic streetcar)
- Muni bus stops (49)
- Regional bus stops (Golden Gate Transit)
- MTA Kirkland Yard (diesel bus maintenance and storage)
- San Francisco Bay Trail

Open Space and Ecology

Open Space



- Bay Water Trail Launch (Pier 39)
- San Francisco Bay Trail
- Fay Park
- Joe DiMaggio Playground
- Joseph Conrad Mini Park
- Pier 43 Promenade (shoreline access, public pier)
- Jefferson Street Plaza (paved plaza)
- Sea Lion Viewing Area (PIER 39)

Ecology

- San Francisco Bay
- Bay habitat

Problems, Opportunities, Objectives, Constraints, and Considerations

Problems

- The shoreline is constructed on a series of aging seawalls referred to as the Embarcadero Seawall. Rising sea levels, wave hazards, and the likelihood of an earthquake put the integrity of the shoreline and the Embarcadero Seawall at risk.
- The dense population of visitors could lead to impacts to public safety in the event of a strong earthquake or other natural disaster.
- This subarea provides important maritime and disaster response services that are vulnerable to flood hazards, yet vital to responding efficiently after a hazard event occurs.
- A major seismic or flood event, or increased frequency flood events, could impact local jobs and both local and regional economies supported by the commercial fishing, restaurant, hospitality, and tourism industries of this subarea.
- Flooding of the roadway could cause major disruption and impede emergency response on the Embarcadero, a priority route for emergency response. Unplanned and prolonged construction activities could impact the Embarcadero, Jefferson Street, and Beach Street, which are important roadways for transit use, resident, tourist, and commuter traffic, pedestrian, and bicycle use.
- Flooding, storm damage, and/or earthquake damage could lead to significant disruption to this area, leading to loss of jobs, tourism, and tax revenues, causing significant economic disruption to San Francisco.
- Most of this subarea's assets are located on Bay fill making them vulnerable to strong seismic activity.
- The subarea includes multiple transportation assets, including maritime berths; impacts to these assets would cause significant economic disruptions.

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- There are some hazards (i.e., subsurface contamination) present in the subarea that could be re-mobilized in response to seismic activity and flooding.
- If the Kirkland Yard is flooded, water may enter the underground storage tank through openings such as fill pipes, vent pipes, gaskets, loose fittings, covers, and sumps.

Opportunities

- Strengthening the Seawall to reduce the potential for damage after an earthquake and increase flood protection.
- Rehabilitation and preservation of historic and iconic assets for continued commercial, educational, and recreational uses and public amenities.
- Protection and enhancement of public access and connections to the Bay shoreline.
- Increased ecological connections to the bay and new habitat through integrating nature-based features.
- Preservation of maritime uses along the shoreline.
- Partnerships with multiple transit agencies to secure and improve local and regional transportation networks and connections.
- Enhanced open spaces and areas for passive and active recreation.
- A continuous and safe pedestrian and bicycle pathway along the entire length of the waterfront.
- Opportunity to create visitor attractions and gathering places that enliven and enhance the vitality of the shoreline and generate revenue for continued repair and maintenance of assets.

Objectives

- Assess and protect area and assets from flooding and seismic risks.
- Strengthen the Seawall for public safety.
- Immediately implement the highest priority disaster response and life safety projects along the Embarcadero Seawall. (2018-2026).
- Reduce the risks posed to disaster response capacity, public safety and public health from Bay storms and rising water levels; retain staging areas and primary emergency access routes.
- Improve recreation spaces and tourism along the San Francisco waterfront when developing storm risk management project features and separate recreational project features.
- Reduce the risk to critical public infrastructure and private property damage from strong seismic activity and rising bay water levels.
- Reduce environmental risks and improve the natural environment (water quality/soil) and ecological value.
- Retain and improve public access when developing project features.
- Support a sustainable economy that benefits residents, workers, small businesses and diverse industries.
- Protect and improve trust assets, that will maintain the historic character of Fisherman's Wharf, provide opportunities for Bay access, prevent loss of maritime functions that are not replicated elsewhere in the region, maintain Port revenue used to repair and maintain public assets for open spaces, public access, historic preservation, maritime use and public enjoyment of the shoreline.
- Preserve and enhance where possible industrial, commercial, and cultural uses (including visitor attractions) to maintain Port revenue used to repair and maintain public assets and public enjoyment of the shoreline.

Constraints

- Avoid and minimize impacts to local and regional transit stations, routes, and connections.
- Must protect maritime and disaster response function.
- Must not adversely impact the Bay ecosystem.
- Must ensure no increased risk from contaminated lands.

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- Must not increase the unmitigated risk of flooding from any source (bay, creek, or surface waters) outside of the subarea.

Considerations:

- **Land use and economic role:** unique industrialized and economic and public use of waterfront (fishing industry, supporting infrastructure and tourism) and populated urban area with numerous businesses; a high demand area for economic activity, tourism, and public use.
- **Flooding or seismic events:** These events could potentially impact maritime and industrial uses that generate Port revenues used for capital repair and maintenance of Port assets and services, including piers, historic buildings and districts, shoreline flood and seismic risk reduction, open space, public assets, parks, maritime berths and other maritime infrastructure, the Embarcadero Promenade and other utilities and infrastructure.
- **Tenants:** The Port leases land to tenants including private companies, City agencies, and the U.S. military. Coordination with all tenants will be important. While the Port owns these lands, many are operated by tenants that invest private capital for infrastructure improvements to the facilities. Management decisions related to addressing the consequences of flooding and planning for future sea level rise adaptation could complicate lease terms and will require additional coordination with tenants.
- **Stakeholder engagement:** Ongoing public outreach by the Port and additional efforts have generated many location specific comments from the community. Feedback highlights community priorities as including opportunities to: support public safety, protect and enhance tourism and cultural resources, restore wetlands, protect wastewater and other utilities, provide a safe and continuous bicycle and pedestrian pathway and preserve disaster recovery assets.
- **Public interest:** There is high local, regional, and even international interest in this area, including maintaining the existing character and qualities that are iconic to the City and preserving and restoring historic piers, maintaining and enhancing the commercial fisheries, the public use and enjoyment, public open spaces and public access and improving ecological benefits.