

# FISHERMAN'S WHARF



Fisherman's Wharf | Northeast Waterfront | South Beach | Mission Bay | Southern Waterfront

# Fisherman's Wharf

Aquatic Park to PIER 39

## Urban Design Features

- » Fishing industry character defines the Wharf
- » Pier 43 Promenade offers prime Alcatraz views
- » Pedestrian public realm throughout the Wharf is strengthened by the rebuilt Jefferson Street
- » Ferries, excursions, and visitor attractions maintain the Wharf's vibrancy
- » Fish Alley and wharves in the quiet backwaters are unique public access features
- » PIER 39 and sea lions are well-known San Francisco attractions



*For over 100 years, Fisherman's Wharf (Wharf) has been a working commercial fishing hub. Today, San Francisco maintains the largest fishing center along the California coast, and the commercial fishing industry is centered at Pier 45, the northernmost historic pier in the Embarcadero Historic District. The industry has evolved over time as Fisherman's Wharf has grown into one of the top visitor attractions in the country. World famous for its scenic Bay views, historic crab stands, and family-owned seafood restaurants, the Wharf is a vibrant commercial and entertainment destination in San Francisco, generating substantial revenues for the Port and City. The synergy of industry and tourism at the Wharf creates a strong business environment for ferry and excursion boats, sport and recreational fishing, and other commercial maritime businesses.*

*The Port works hard to preserve a careful balance of land uses and improvements at the Wharf to meet fishing industry needs. The Port maintains strong working relationships with its maritime and commercial tenants, including the Fisherman's Wharf Community Benefit District and Merchants Association and the Fisherman's Wharf Advisory Group, to improve streets, walkways, plazas, and open spaces. These changes have improved the appearance and visitor experience throughout the area. Fisherman's Wharf's rich history and the charm of its wharves and alleyways also offer opportunities to attract more local residents. Bringing more locals to the Wharf is a shared interest of the Port and its community partners.*



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## 1. Protect and maintain Fisherman’s Wharf as a working fishing port.

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Fisherman’s Wharf is home to San Francisco’s fishing industry, which is based at Pier 45. Three of the four sheds on this pier are dedicated to fishing boat operations and fish handling businesses that receive, prepare, and distribute seafood throughout San Francisco, the Bay Area, and beyond. Other facilities include the 62-berth Hyde Street Fishing Harbor, fishing businesses in the Fish Alley area (Seawall lots 302 and 303), and berthing in the Inner and Outer Lagoons. Together, these facilities make San Francisco the largest fishing industry center along the California coast.

The Port remains firmly committed to “keeping the fish in Fisherman’s Wharf.” The continued presence of a healthy fishing industry is essential to meeting a huge local demand for seafood as well as maintaining the colorful ambiance and the economic well-being of Fisherman’s Wharf. Fishing is a volatile business, and the environmental challenges of drought and climate change are very disruptive to the industry and can wreak havoc on lucrative fisheries. Maintaining industrial truck access within a tourist area with narrow streets and along the Embarcadero is another ongoing concern. The Port will continue to work closely with its fishing industry tenants to respond to these types of economic and operational challenges and maintain harbor services including the fuel dock, utilities, refrigerated storage, ice production, and maritime parking facilities to support key industry needs.



*Fishers aboard a vessel at Fisherman’s Wharf*



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## 2. Maintain a colorful mix of maritime and water-dependent activities at Fisherman's Wharf, in addition to fishing.

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*San Francisco Bay Excursions*

Fisherman's Wharf hosts many other maritime activities in addition to fishing. Ferries and excursion operations at Pier 41 and 43½, along with the Pier 39 recreational boating marinas and the Aquatic Park swim club docks managed by San Francisco Recreation and Parks, provide a variety of ways for the public to enjoy the Bay waters. The Fishermen's and Seamen's Memorial Chapel, a treasured cultural resource, pays tribute to the generations of San Franciscans who have dedicated their lives to the sea.



*SS Jeremiah O'Brien at Pier 45*

The San Francisco Maritime National Historical Park at Hyde Street Pier houses an extraordinary collection of historic ships and artifacts, including the USS Pampanito submarine berthed at Pier 45. The SS Jeremiah O'Brien, a World War II Liberty ship managed by the National Liberty Ship Memorial organization, also is berthed at Pier 45. These water-dependent vessel operations are part of San Francisco's maritime heritage and enrich the Wharf's authentic character.



### 3. Enhance the public access experience and open space programming in Fisherman's Wharf

Through collaboration and strong partnerships with the City, BCDC, and the Fisherman's Wharf Community Benefit District, improvements to the public realm have transformed the pedestrian and visitor experience through the heart of Fisherman's Wharf, from Pier 39 to Aquatic Park.



*People walking on promenade near Fisherman's Wharf*

With the support of San Francisco voters in 2008, the Port received general obligation bond funding from the City to demolish a parking lot at the north edge of the Wharf and construct the Pier 43 Bay Trail Promenade, which stretches west from the Pier 43 Historic Arch to a new plaza next to Pier 45. The Promenade provides a new Open Water location, spectacular postcard views of Alcatraz Island, and



*Pier 43 Historic Arch*

connects to the rest of the Wharf via widened sidewalks along Taylor Street and the redesigned Jefferson Street. The streetscape improvements completed in 2013 began Jefferson Street's transformation into an inviting public space that welcomes the millions of visitors who walk and bicycle through the Wharf each year. A second phase, to be completed in 2021, will include additional improvements along Jefferson Street through the Port waterfront. The Port will continue partnering with the Fisherman's Wharf Community Business District on ways to further enhance the Wharf's open space network, including programming and events, improved nighttime lighting, and plaza improvements at the Pier 43 Historic Arch.



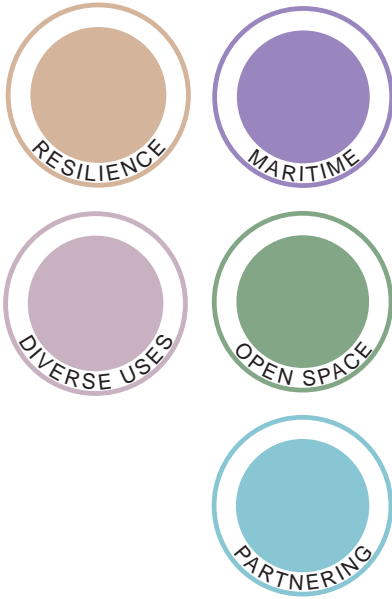
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4. Maintain the Wharf’s diverse mix of public, commercial, and maritime activities, and include activities that attract local residents and dispel the Wharf’s image as a tourist-only attraction.
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*Fisherman's Wharf and the iconic "crab wheel" sign*

Fisherman's Wharf is world famous for its scenic Bay views and waterfront attractions, including Pier 39 with its barking sea lions, and the iconic seafood restaurants on Port property that have historic roots in the fishing industry. People are also attracted to interpretive signage that provides information about San Francisco's fishing heritage and to public views of fishing operations. These authentic qualities of the Wharf have the potential to attract local residents. The Port and its tenants are members of the Fisherman's Wharf Community Benefit District, which has developed retail strategies to increase business vitality and establish businesses, activities, and public space improvements that attract local residents as well as out-of-town visitors during both daytime and nighttime.

One site that offers a unique opportunity to achieve this objective is Pier 45, Shed A. Another opportunity area is Fish Alley, where many of the simple wood structures that housed the Wharf's early fishing businesses are now included in the Fish Alley Architectural Character District. Together with the narrow alleyways that serve fishing industry and loading areas, Fish Alley fascinates visitors as well as locals who wander into this backwater area. Future investments here that include enhanced public access can add to the overall experience and economic success of Fisherman's Wharf.



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## 5. Work closely with longstanding Fisherman’s Wharf restaurants and businesses to coordinate investments in infrastructure improvements that maintain public safety and economic vitality and adapt to sea level rise.

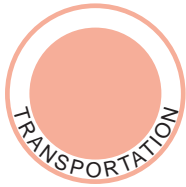
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Pioneering investments by many family-owned, long-term restaurant and commercial tenants at the Port created not only thriving businesses but also the culture and soul of the Wharf, making it the popular destination it is today. These businesses generate significant lease revenues for the Port and taxes for the City. To maintain and enhance these properties, the Port is motivated to work creatively to support tenant investments, including for capital repairs to pile-supported decks that support the buildings.

Major tenant investments will require close coordination with the Port as it manages the Embarcadero Seawall Program and works with the U.S. Army Corps of Engineers on the San Francisco Flood Study, which will address sea level rise and adaptation associated with climate change. The Embarcadero Seawall structure underpins the wharves and alleyways that support and connect restaurants and businesses along Taylor Street and in Fish Alley, adjacent to Fisherman Wharf’s Inner and Outer Lagoons. These areas are unique properties that also support critical Port assets including the City emergency response functions in the Fisherman’s Wharf Joint Operations Center, and the access to the Hyde Street Fishing Harbor and fuel dock. The wharves around the Inner Lagoon, the Fishermen’s and Seamen’s Memorial Chapel, and through Fish Alley also provide public access experiences that are unique to the Wharf and capture the curiosity and fascination of San Franciscans as well as tourists. The Port will continue to collaborate with the City, tenants, and Fisherman’s Wharf community and business organizations to coordinate and leverage investments and capital improvements that provide the broadest package of benefits for the Wharf.



*Fisherman’s Wharf restaurants Capurro’s (top) and Boudin (bottom).*



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6. Manage transportation flow to and through Fisherman’s Wharf to maintain viable industrial and loading access for the fishing industry and commercial businesses, reduce single-occupant vehicle use, increase public transit service levels, provide continuing enhancements of the pedestrian and bicycle experience, and support efficient parking operations for waterfront visitors to the Wharf.

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The Port-wide transportation policies in Chapter 2F describe the many transportation access needs and priorities along the waterfront. Recognizing these needs and priorities has led to major transportation changes at Fisherman’s Wharf. The significant public realm and open space investments along Jefferson Street, Taylor Street, and the Pier 43 Bay Trail Promenade have moved people out of cars in favor of walking and bicycling, enhanced pedestrian safety by reducing traffic speeds, and created a more welcoming visitor experience that is good for business—all while still accommodating visitors to the Wharf who drive, including families, elderly or disabled persons, or others who may not have access to public transportation. While these improvements are targeted to visitor transportation access, the Port will also continue to work with the San Francisco Municipal Transportation Agency (SFMTA) and San Francisco Public Works to protect industrial and commercial loading access necessary to support fishing industry needs.



*People bicycling and running in Fisherman’s Wharf.*







# Fisherman's Wharf Subarea

Aquatic Park to Pier 39

