



Vision Update

Fisherman's Wharf Revitalized

Fisherman's Wharf Advisory Committee Meeting

Jun 26, 2024

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Potrero Power Station



East Wharf Park



Mission Bay

Guiding Values

1. Industry First

Support, boost, and protect fishing and processing operations

2. Authenticity

Celebrate the authentic working aspects of the waterfront

3. Access

To the Bay, and for families, food entrepreneurs, the arts and disadvantaged communities.

4. Local & Unique

Unique within the Wharf, uniquely San Franciscan & with strong appeal for locals

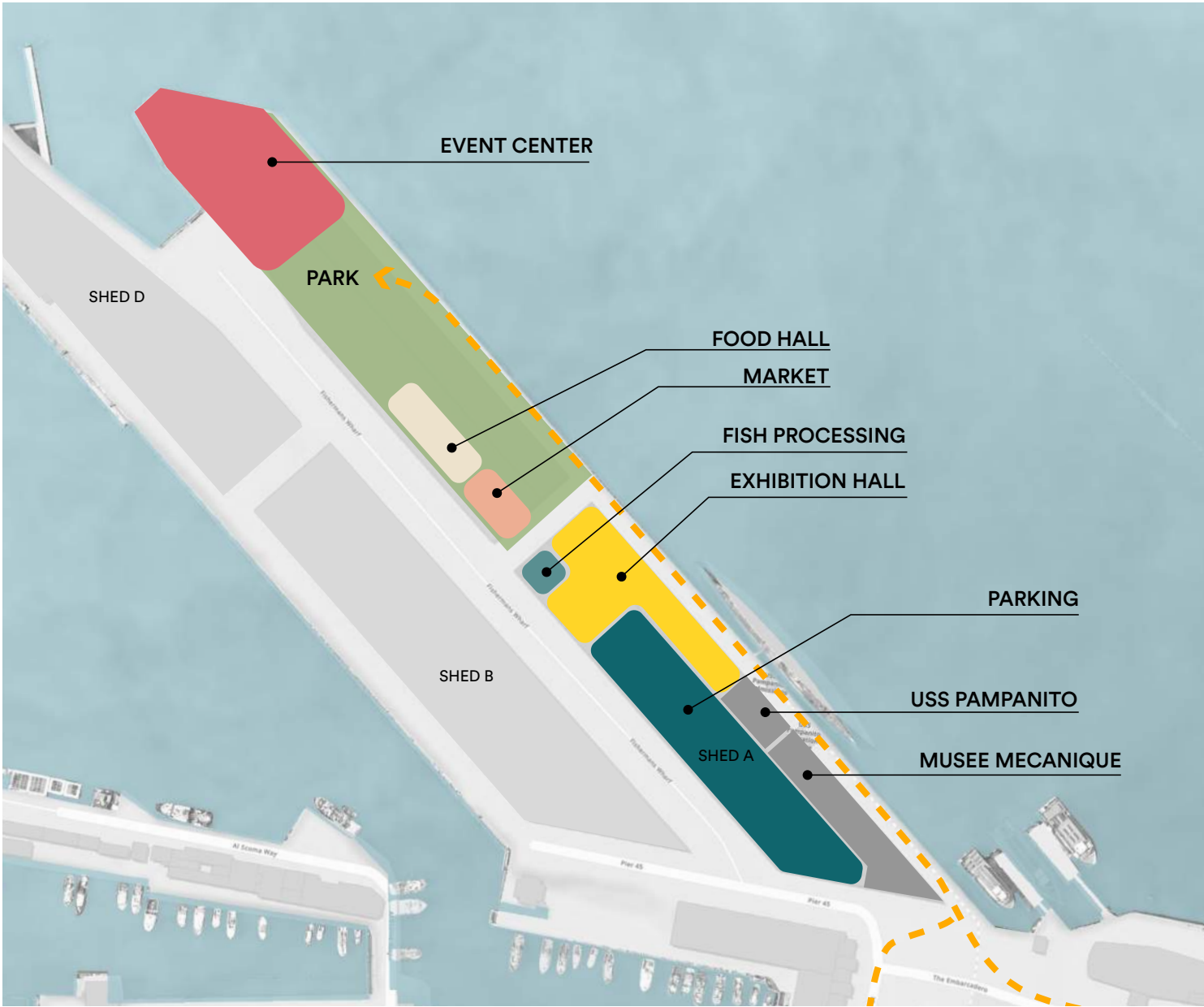
5. Sustainability & Resilience

Financial and environmental, for both the project and the fishing industry in FW

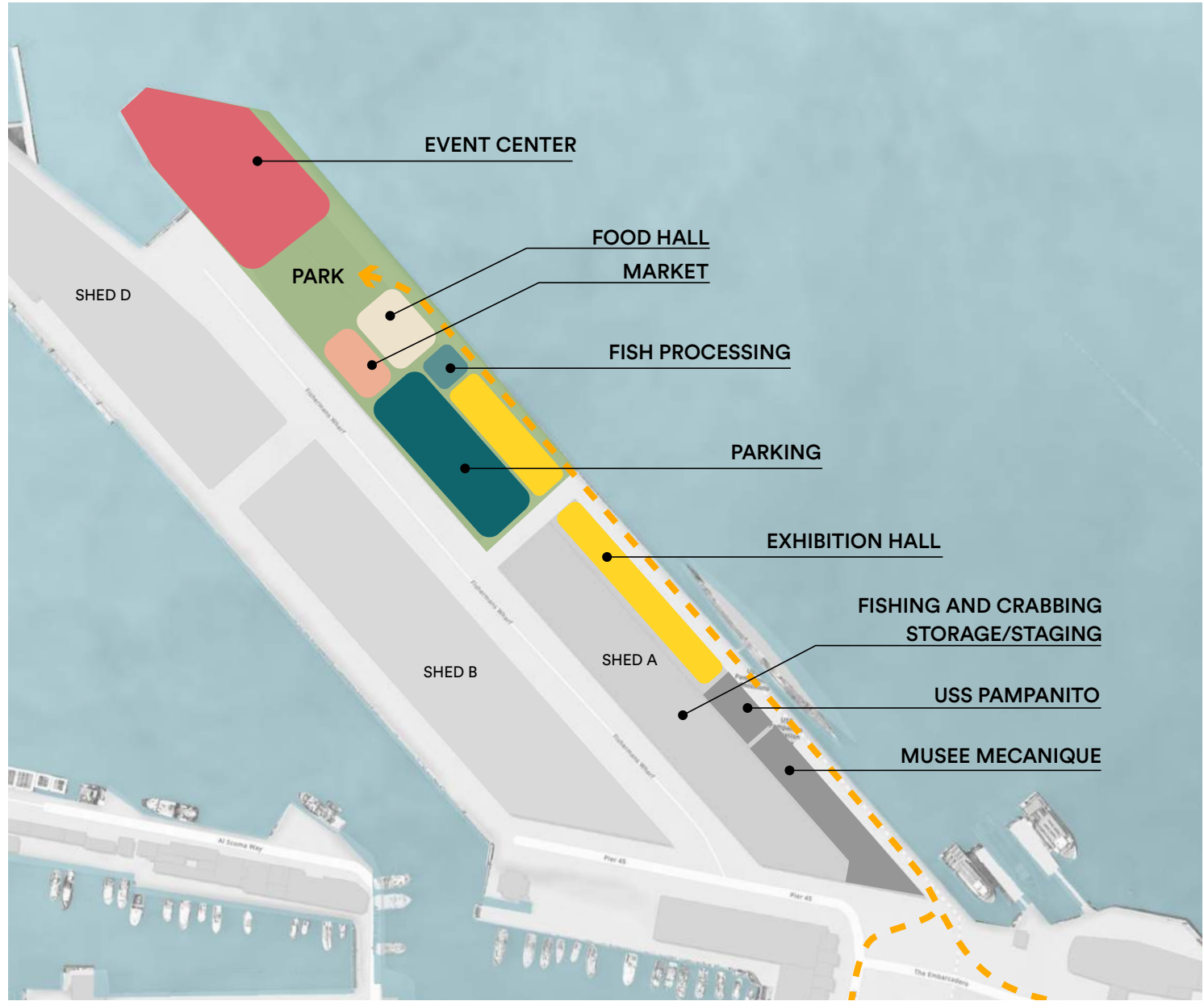
Project Goals

- **Visibility** - *Raise the visibility and viability of fishing industry*
- **Visitors** - *Create an attraction that brings new visitors to the neighborhood, and keeps visitors staying longer*
- **Experience** - *Create an authentic, family-friendly experience that appeals to tourists and locals alike*
- **Activation** - *Activate the triangle lots in a way that unifies the heart of the Wharf*
- **Connections** - *Create exciting connections and new ways to experience the bay*

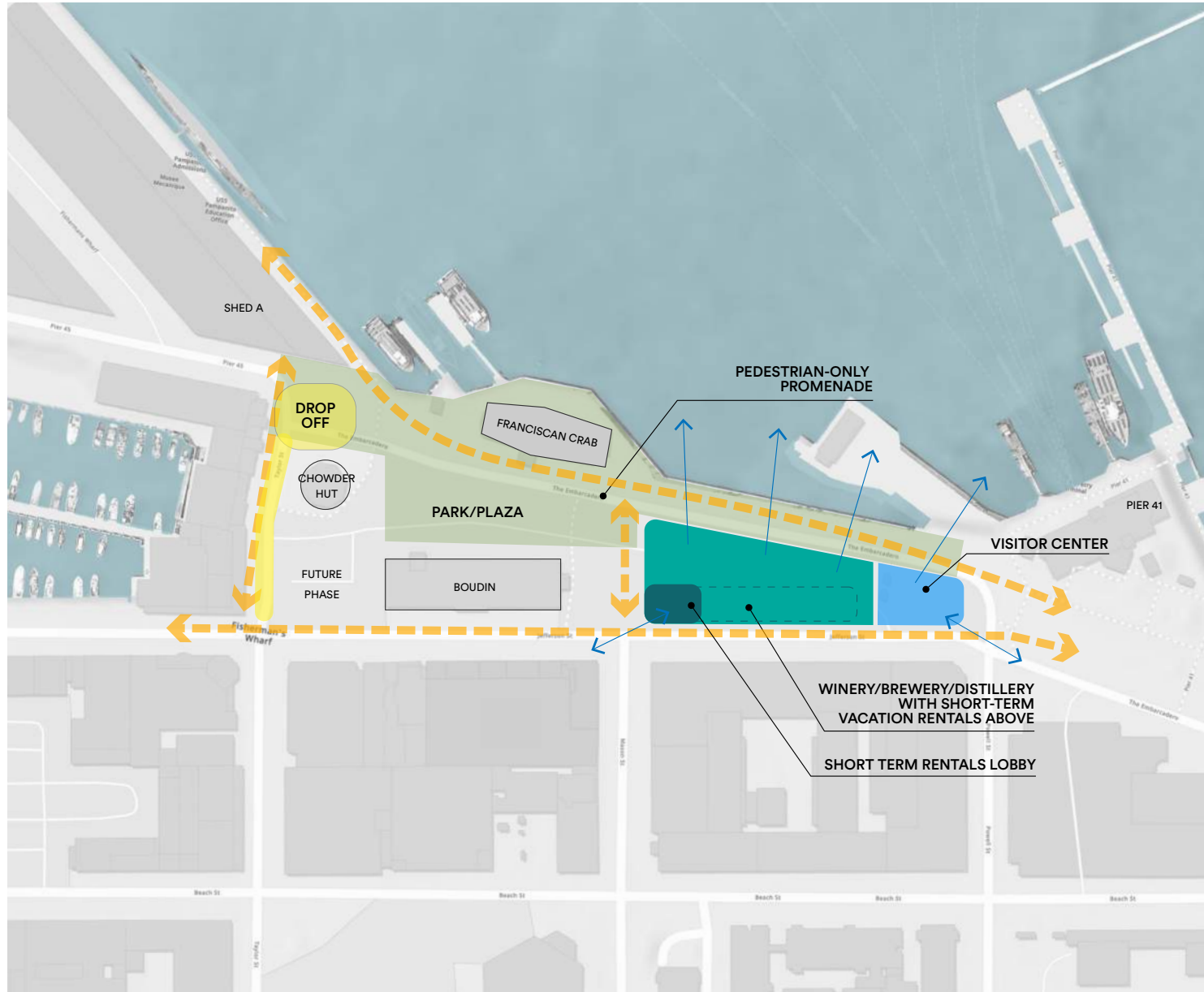
Initial Concept



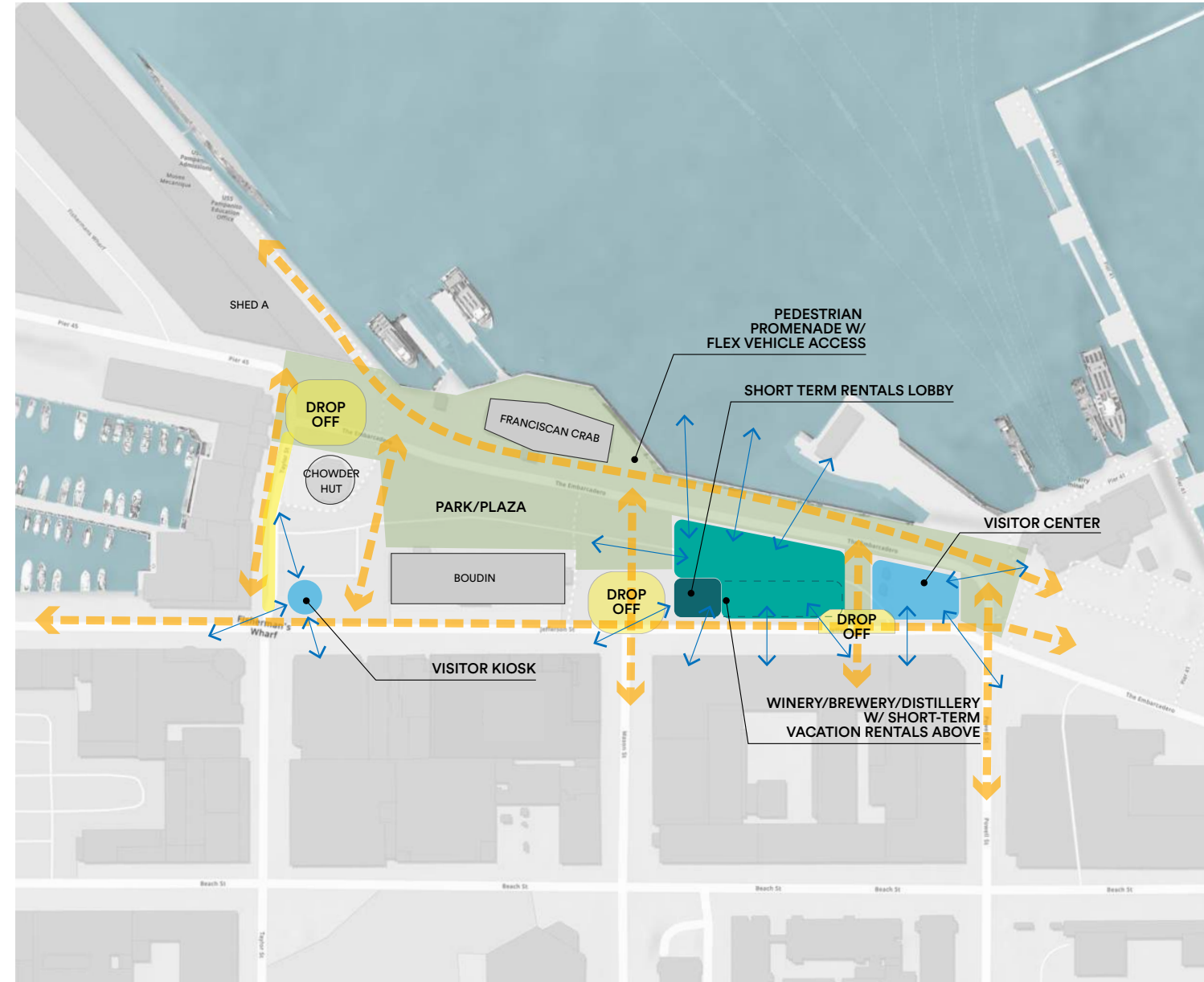
May 1 Concept



Initial Concept



May 1 Concept



Pier 45 (Shed C Site)

Triangle Lot

Positive Feedback

- Celebrating the fishing industry
- Creating new exciting attractions in Fisherman’s Wharf
- Significantly reduced new use of Shed A
- Programs increase foot traffic @ Jefferson

- New public open space & wider pedestrian promenade
- Visitors Center & beverage garden good additions to Jefferson
- Higher & better use of surface parking
- Energizing both Jefferson & waterfront

Remaining Concerns

- Preserve space for fishing industry @ Shed A & former Shed C
- Avoid logistical & programmatic conflicts w/ fishing industry
- Taking energy away from Jefferson?

- Questions regarding vacation rental units
- Ensuring that open space & promenade do not become nuisance
- Ensuring Jefferson is not neglected

Current “visioning” phase is ***NOT*** producing a final proposed design. “Visioning” stage is meant to:

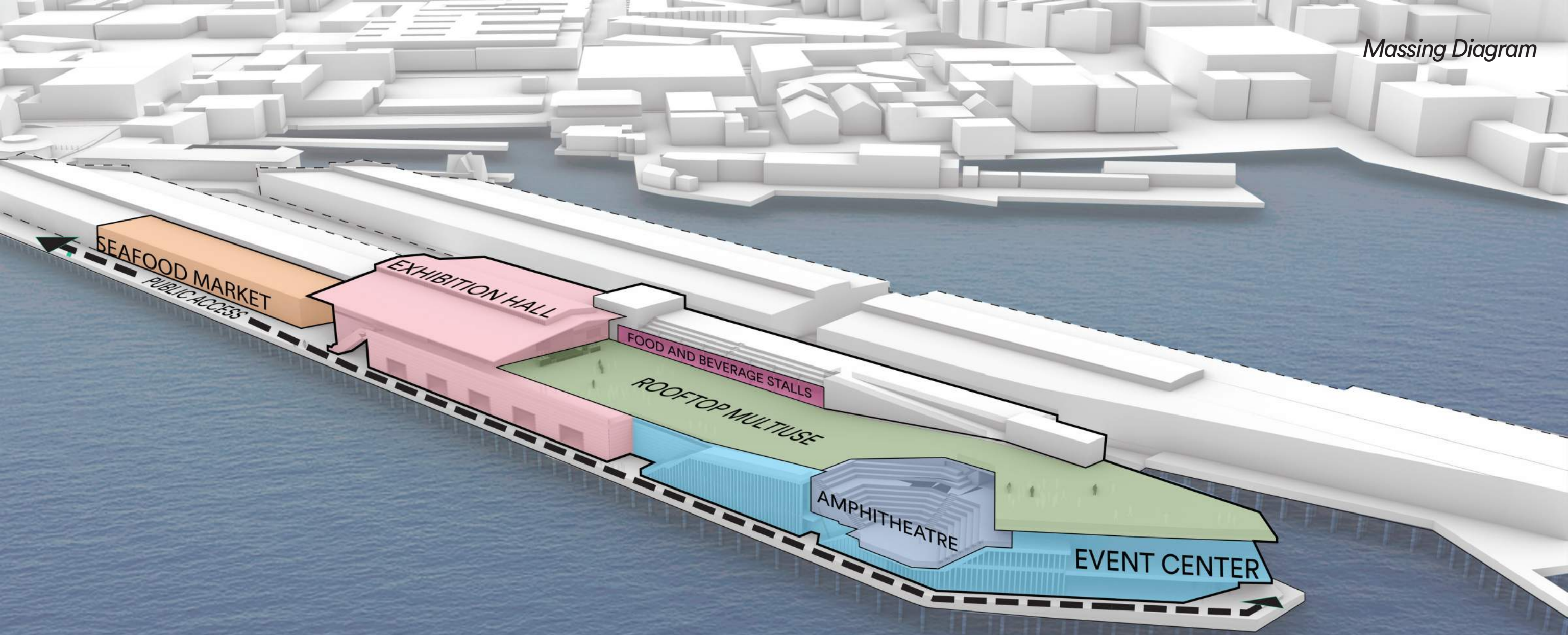
- Spur discussion
- Elicit feedback
- Explore variety of design approaches
- Iterate on process & concepts



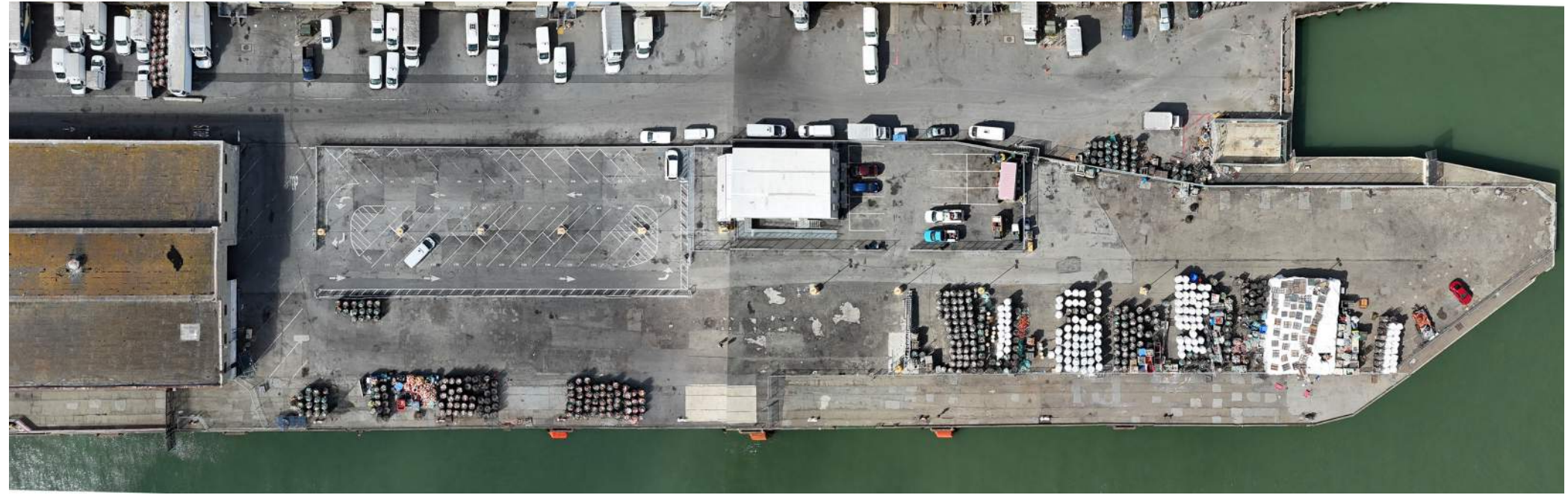
Early visioning is conceptual only and **VERY FAR** from final designs. Before beginning detailed design process, we have to:

- Agree to term sheet with Port (**Late Summer / Fall 2024**)
- Complete CEQA evaluation (**Winter 2025**)
- Complete internal due diligence (**Ongoing**)
- Detailed design work will be informed by these processes + intensive community engagement (**2025-2026**)

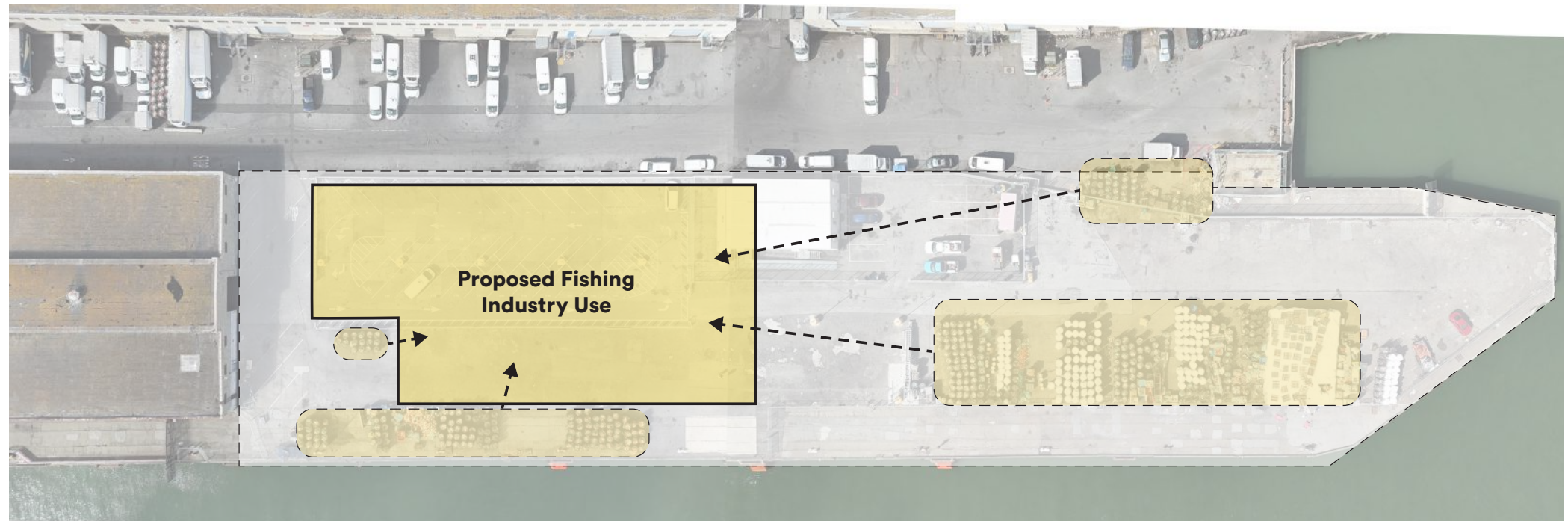




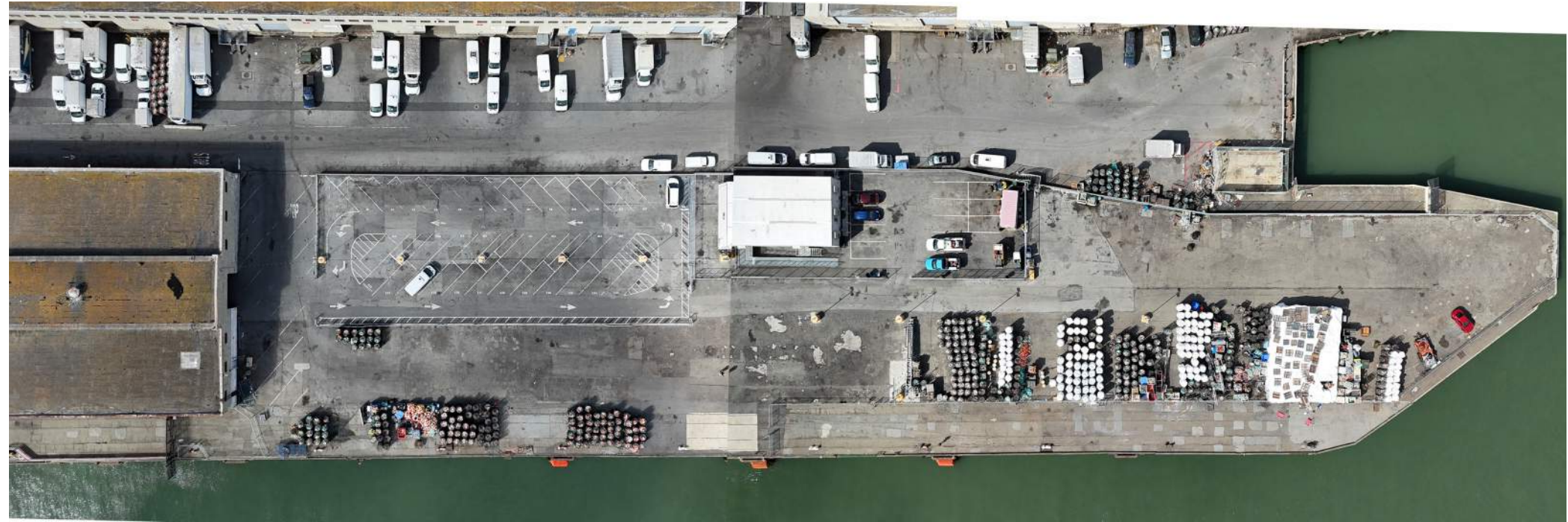
Existing fishing industry use
@ former Shed C



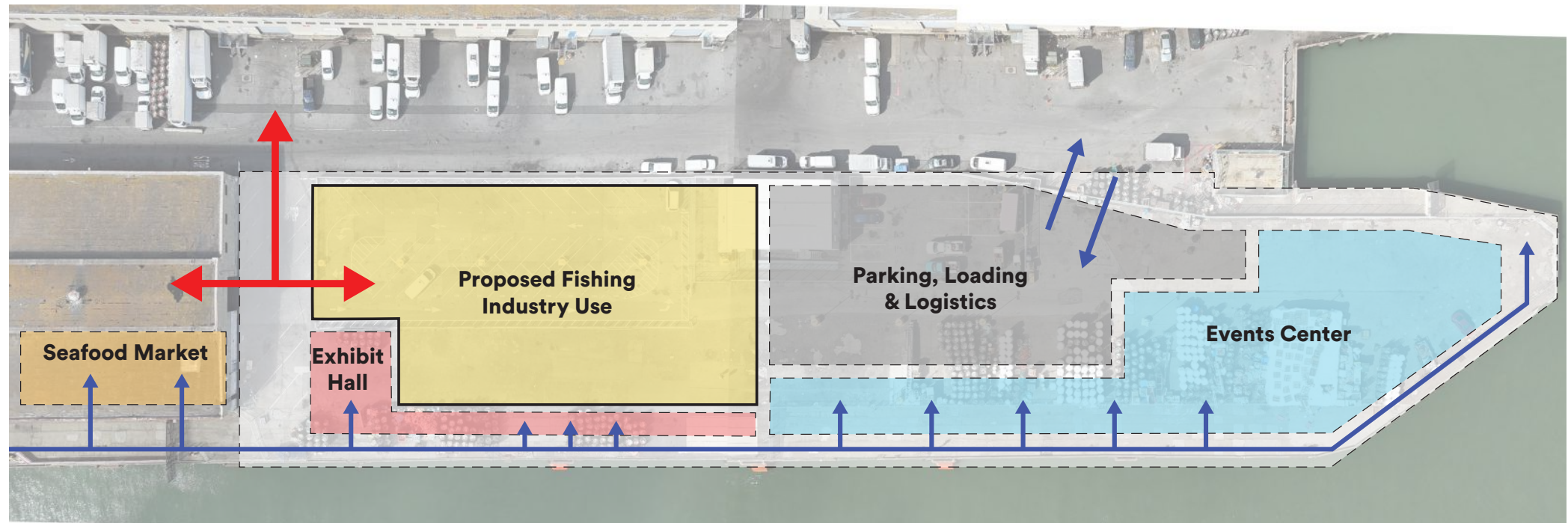
Proposed fishing industry use
@ New Development

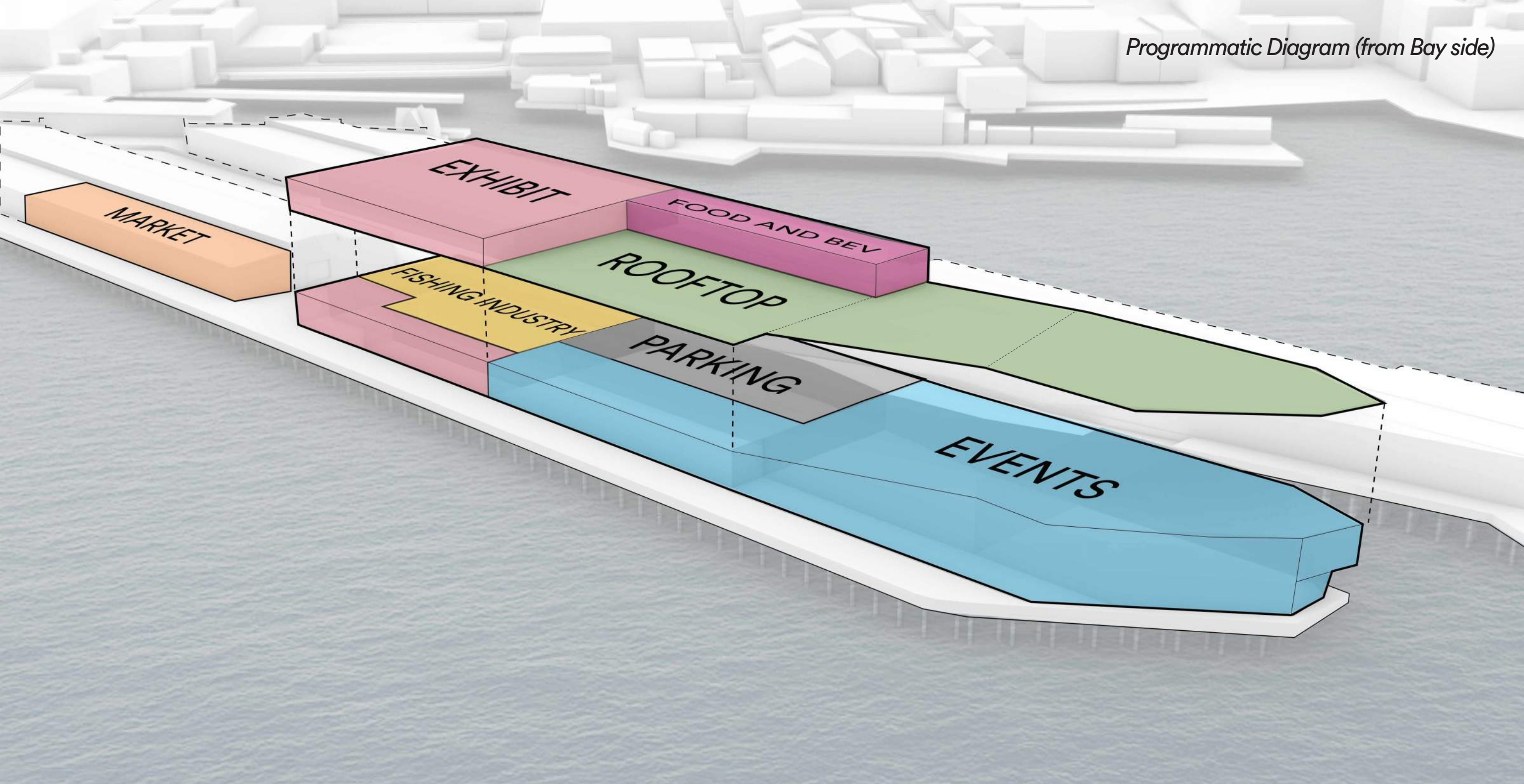


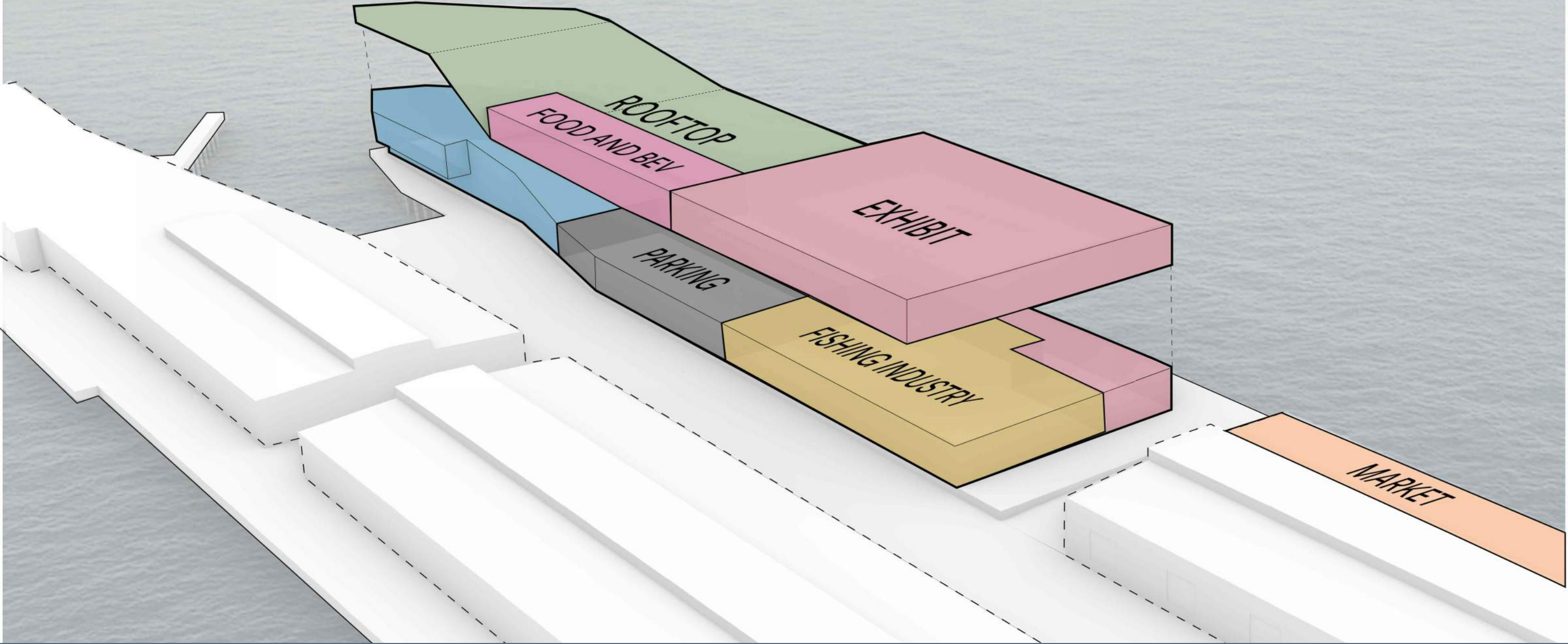
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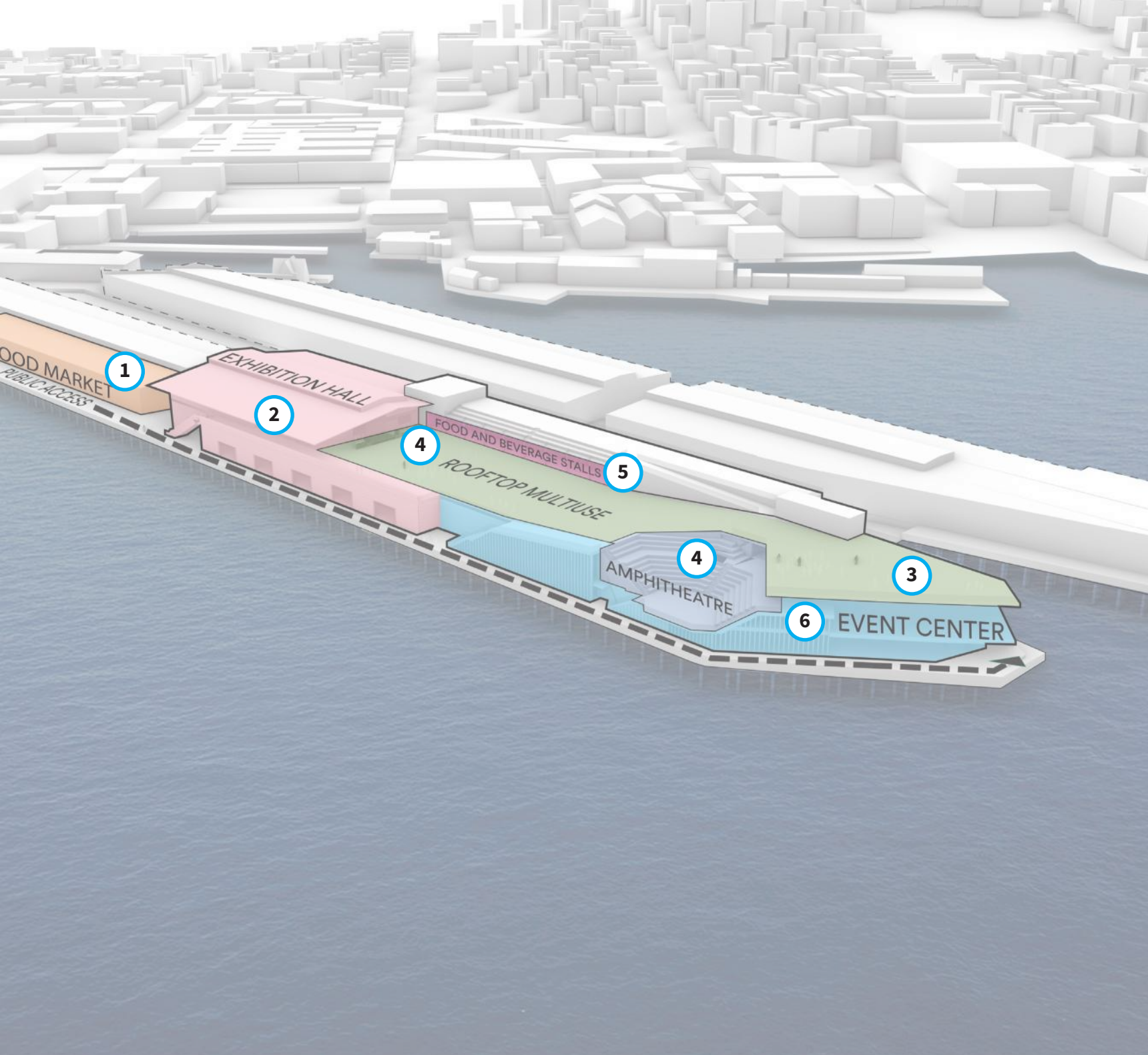


Proposed fishing industry
use @ New Development









1. Seafood Market



4. Performance/Events Spaces



2. Exhibition Center



5. Food & Beverage Stalls

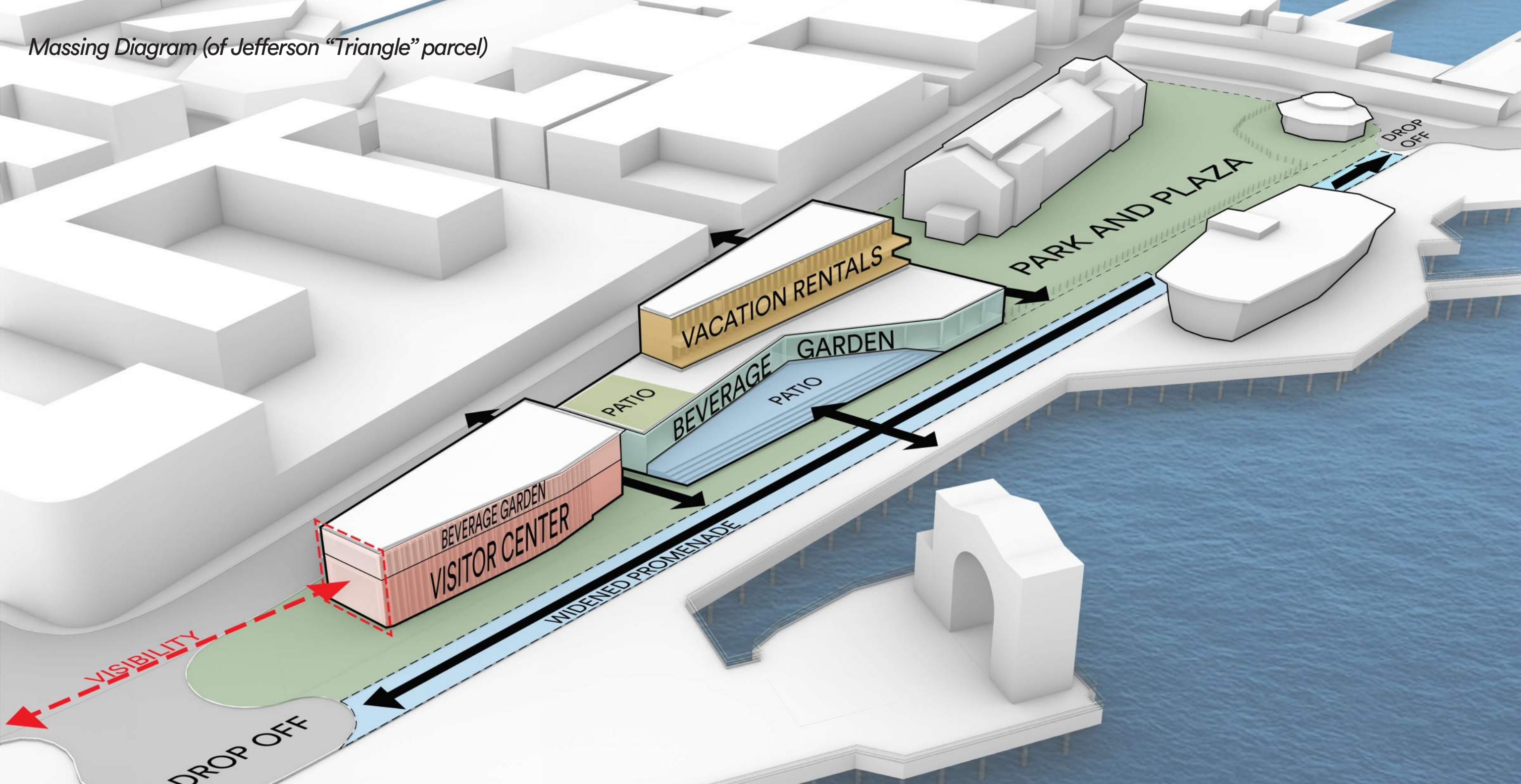


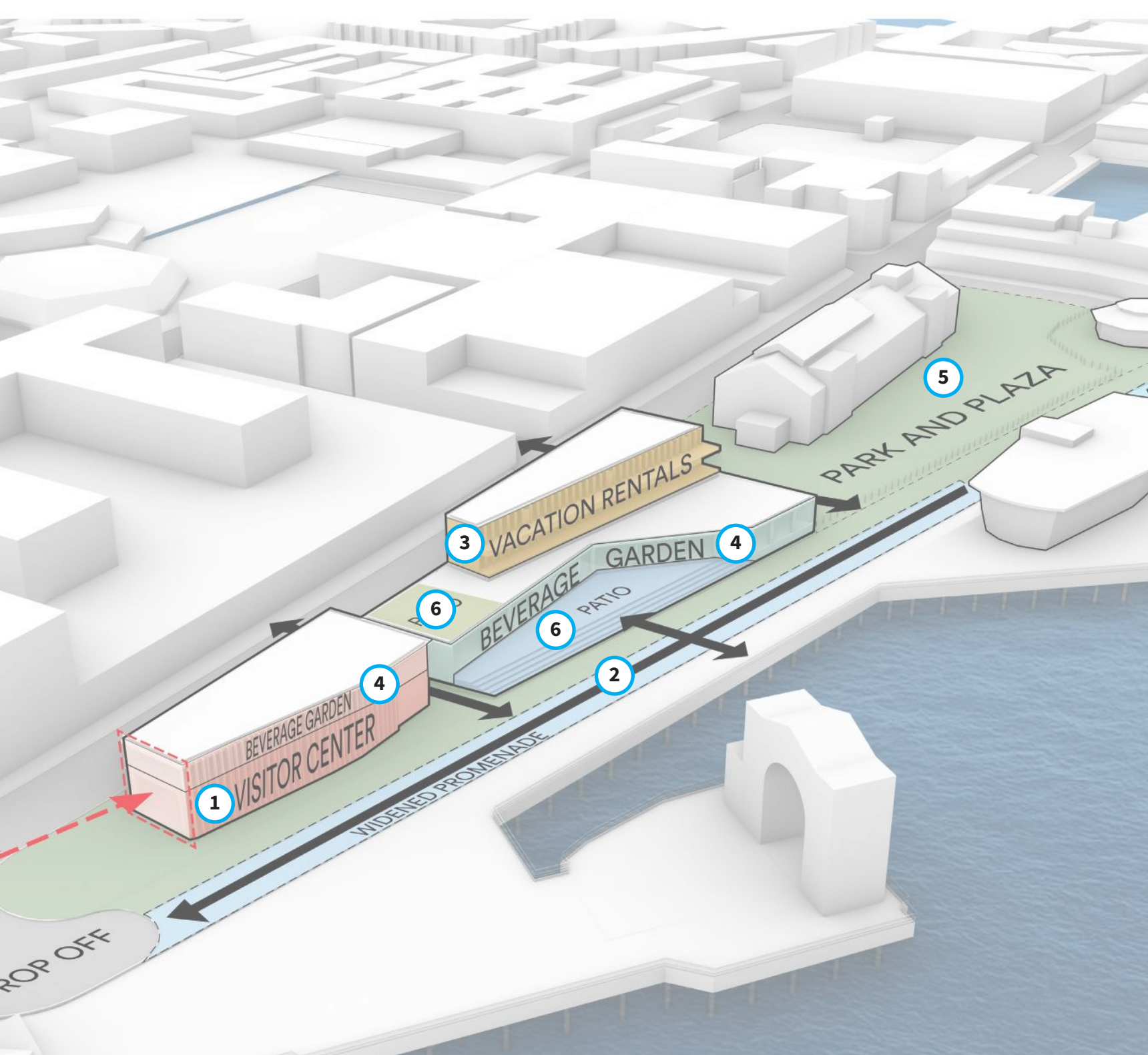
3. Bayfront Vistas



6. Waterfront Events Center

Massing Diagram (of Jefferson "Triangle" parcel)





1. Visitor's Center



4. Beverage Garden



2. Waterfront Promenade



5. Public Plaza



3. Vacation Rentals



6. Waterfront Patio

Benefits to Fishing Industry

1. Visibility & celebration of SF fishing industry, increased industry appreciation
2. Increased sales via new seafood market & food hall (+*greater visibility for industry*)
3. Project will bring new economic & operational resources not currently available to the industry
4. Replacement of outdoor storage with covered/protected staging & storage
5. New partner in protecting Pier 45 long-term (*investment in Pier 45 resiliency, etc.*)



Benefits to Local Business

1. New anchor attraction drawing more & diverse FW visitors
2. Arts & entertainment bringing new, unique visitors & extended hours of activity
3. Replacement of surface parking with active uses unifies neighborhood
4. Increased foot traffic along Jefferson
5. Cross-selling, bundling & promotions via new Visitor's Center



Public Benefits

1. New open space along waterfront
2. Improved access to Pier 45 apron and vistas
3. Private investment in sea level rise resiliency
4. Seismic upgrades @ Pier 45 & sea wall
5. DEI/Economic opportunities for small/local businesses (construction, food stalls)
6. Support for arts via events & performance spaces
7. Add'l DEI opportunities (*reduced/free admissions to Exhibit Hall, arts & performance programming, etc.*)



Project Process & Next Steps

1. **June/July:** *Multiple Stakeholder Meetings (w/ this content)*
2. **Late July/early August:** *Next General Mtg(FWAC to receive meeting info via email)*
3. **September:** *Next FWAC Mtg (team will provide check-in & update)*
4. **Late Summer/Early Fall:** *Take Term Sheet to Port & Board of Supervisors*

Questions & Comments?

