



Fisherman's Wharf Vision Plan

Phase I

December 2006

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IMPORTANT DOCUMENT INFORMATION

- The content and drawings included in this document are the preliminary conceptual results of a two-day community planning effort held on November 2nd & 3rd at the Best Western Tuscan Inn.
 - This presentation will be updated to include a timeline for planning, processes and proposed implementation of recommendations by December 10th.
 - No actions will be explored or implemented until further community processes have taken place.
 - Information, photographs and renderings presented are not to be presented or used for any representation of changes to take place in the Fisherman's Wharf District.
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Summary





SUMMARY

Fisherman's Wharf is the most visited tourist destination in San Francisco, a city that, in turn, plays host to the greatest number of tourists in the US. The Wharf's enviable position presents it with undeniable opportunities, yet also with numerous challenges. Historically, the Wharf has served local San Franciscans by providing them access to the Bay and with economic opportunities for maritime trade, recreation and entertainment.

However, today the proportion of locals visiting the Wharf to utilize its valuable assets has declined dramatically. It is no longer a place of choice for many San Franciscans. The Fisherman's Wharf Community Benefits District (CBD), comprising both residents and businesses, as well as the Port of San Francisco, is today crafting a community vision of the district's future that will enhance its economic viability for local businesses - one that would once again make it San Francisco's destination of choice for both tourists and locals.

The CBD's work toward establishing this vision has begun, with an interactive two-day community visioning workshop with business owners, adjoining residents and public agencies including the Port of San Francisco, the MTA/DPT National Parks Service, the SF Planning Department, the Mayor Office of Economic Development, and BCDC. Assembled together as a group the stakeholders shared common issues and discussed challenges facing the Wharf. Spread over four sessions focusing on parking, traffic and transit, open space, tourism, and development, the workshop prioritized projects for early improvements that can be achieved within a nine month time frame and also strategized implementation plans of longer-term improvements.

VISION

Fisherman's Wharf will provide a 365-day destination for visitors and locals alike, providing each with a first-class, unsurpassed experience. The Wharf will once again reveal and acknowledge its relationship with the Bay and allow its working waterfront to take center stage. The Wharf's myriad other offerings will be strung together in a series of carefully crafted districts, threaded together with a unifying theme, while offering a complementary mix of services and experiences.



As this community-based planning effort drafts a holistic vision – one which will be confirmed in the coming months – it will address the following issues along with others:

- Preserve and enhance the original purpose and cultural heritage of the Fisherman's Wharf community
- Preserve and encourage the commercial fishing industry
- Review zoning and address weak zoning restrictions
- Address the need for residents of San Francisco to “return to the area”
- Resolve congestion on Jefferson Street: transit, bikes, pedestrians, cars, trucks
- Provide adequate parking and way finding to parking and attractions.
- Establish clearly defined smaller districts as destinations within Fisherman's Wharf
- Connect upland and define gateways, especially at Taylor Street
- Develop a comprehensive retail plan
- Look for ways to encourage further residential development
- Identify opportunities for corporate sponsorship of events
- Creatively stretch the “shoulder” season
- Improve interpretation of Fisherman's Wharf and its rich history
- Develop a plan that is economically beneficial to the CBD

This is intended to be a results-oriented community-based planning effort, and to that end early opportunities to improve the district will be identified as a list of the top priorities to re-establish fisherman's Wharf as a World Class Waterfront.

BACKGROUND

The Community Benefit District for Fisherman's Wharf is the “brain child” of the Fisherman's Wharf Merchants Association (FWMA). The FWMA, a 60 year old organization, needed an arm with funding to create change and market the Wharf, so it created the idea of founding a Community Benefit District at the Wharf. With much work and determination from the FWMA's Board of Governors and members the Fisherman's Wharf Community Benefit District (FWCBD) was overwhelmingly approved by property owners in the area and its formation was ratified by the San Francisco Board of Supervisors in April 2005. The funding raised through the assessments are being used to enhance, beautify, clean, market and urban planning the 106 parcels within the Fisherman's Wharf district borders.



In May of this year, the FWCBD received notification of acceptance of their request for 501(c)3 status from the IRS, which allows the organization to apply for federal, state and locally funded grants, as well as to seek out sponsorships from companies with a philanthropic division.

The FWCBD is now in the process of forming the port-side business based Community Benefit District, which will come into fruition by the end of this calendar year. With the strength of both the land and port-side CBD's, the Wharf community will have well over \$800,000 annually to use in the development of marketing, security, urban planning, way finding signage and emergency preparedness.

THE WORKSHOP

The 2-day workshop was held on November 2 and 3, 2006 and facilitated by EDAW Inc. on behalf of the Fisherman's Wharf (FW) Community Benefit District (CBD) at the Tuscan Inn hotel in Fisherman's Wharf. The purpose of the workshops and the outcomes documented in this Report are intended to create a vision for Fisherman's Wharf through a community-based planning process. The workshop forum provides a venue for the community to come together as a group in order to:

- Share individual and common issues,
- Understanding the existing context,
- Get a broader view of how these issues fit into a larger context,
- Develop a shared set of goals,
- Craft a Vision based on shared goal
- Create an action plan as outcomes of the Vision with:
 - Prioritize early implementation successes
 - Strategize long-term improvement implementation

SUMMARY OF WORKSHOP FINDINGS

This Report is a summary of Key Issues, Findings and Priorities developed as part of the workshop. The individual sessions were facilitated by Jacinta McCann, Vaughan Davies and Steve Hanson of EDAW Inc and Jeremy Nelson of Nelson Nygaard. The goal for the 2 workshop was to develop a holistic vision for Fisherman's Wharf through a community-based process. The vision will address transportation and parking issues, open space and streetscapes, retail and entertainment, and development while maintaining the authenticity, cultural heritage, fishing industry, and the current and future success of Fisherman's Wharf. The vision is also tasked



with making Fisherman's Wharf a 365-days-a-year destination for tourists, the Bay Area and all San Franciscans as well as creating a sense of community as another of the many important San Francisco neighborhoods. The workshop identified important next steps for implementation with the understanding that this is a long-term plan that will also have near-term tangible success. The goal is to provide tangible results every nine months to create a spirit of positive change and maintain momentum with few key priority actions:

- Develop a comprehensive retail merchandising plan
- Establish a Parking Management plan
- Development and launch urban design guidelines
- Support Key projects—Bay Delta Center and Fish Co-op
- Identify early Public Open Space Improvements
- Develop comprehensive Open Space Plan
- Develop a Funding Plan

Session 1

Access and Circulation





PURPOSE

The intent of this session was to take a broad overview at how vehicular, pedestrian, bicycle, public transit, water-side commercial and recreational, and parking can find common ground within the challenges and unique opportunities that are at hand. The work shop helped define the current opportunities and constraints, areas of difficulties as well as any new (or old) ideas that might improve access and circulation to the area. This included increased transit or dedicated trolley line, formalization of the Bay Trail and promenade as well as parking programs that support local businesses and customers.

KEY ISSUES

The **Key Issues** are outlined as follows and organized by overall goals and modes of transportation including Auto, Parking, Pedestrian, Transit and Bicycle:

Goals

- Review existing transportation strengths and challenges
- Discuss the critical role of parking management
- Reducing auto congestion from cruising for parking
- Increase reliability of transit
- Increase safety for pedestrians and bikes
- Maximize access to Fisherman's Wharf for residents, visitors, employees, and freight
- Prioritize transportation issues that could be addressed first

Existing Challenges: AUTO TRAFFIC

- Congestion on Jefferson Street while North Point and Beach have little traffic
- Tour Buses: loading and queuing
- Queues outside parking garages/lots
- Double parking, especially loading
- Bicycle, Auto, and Transit route coordination
- No through streets in Fisherman's Wharf
- Auto, bicycle, and transit route coordination - can all streets be all things to all people?

Existing Challenges: PARKING

- Drivers gravitate to well-known structures
- Perception of parking shortage
 - Some facilities occasionally full at some peak times or in areas of high demand
 - Drivers do not know other parking options are available

- Signage lacking, both within Fisherman's Wharf and City-wide (and no pre-trip user interface)
- Closed parking facilities on weekends
- Unregulated on-street parking

Existing Challenges: PEDESTRIANS

- Lack of comprehensive signage
- Sidewalk capacity
 - Narrow sidewalks
 - High volumes
 - Vendor displays
 - Street furniture
- Need for traffic calming and pedestrian safety, but...
 - Some mid-block crossings may be unnecessary
 - "Scramble" crosswalks confuse pedestrians

Existing Challenges: TRANSIT

- Transit frequency limited
- Unreliable (partially due to transit vehicles stuck in traffic congestion)
- No information on next available bus/trolley
- Overcrowding
- Queuing

Existing Challenges: BICYCLES

- Lack of bike route connectivity through Fisherman's Wharf
 - Connect heavily-traveled paths to east and west: Embarcadero bicycle lanes and Fort Mason bicycle paths
 - Continuous bike lanes/paths from Santa Rosa to San Jose have a 6 block gap in Fisherman's Wharf
- All Fisherman's Wharf streets present challenges and safety issues:
 - F-Line tracks on Beach and Jefferson
 - North Point and Beach are vehicle arterials
 - Left-side bicycle lane options crossing back to right-side of street
 - F-Line tracks on Beach and Jefferson
 - North Point and Beach are vehicle arterials
 - Left-side bicycle lane options crossing back to right-side of street



FINDINGS

The **Findings** are as follows and are organized as a direct response to **Key Issues** above and are organized by modes of transportation including Auto, Parking, Pedestrian, Transit and Bicycle:

Proposed Solutions: AUTO TRAFFIC

- Reconfigure Jefferson, Beach, North Point
- Redirect traffic to relieve congestion
- Improve Signage
 - Better signage outside Fisherman's Wharf to guide drivers to alternative streets to Jefferson
- Pedestrian/Transit/Taxi Only streets at certain times

Proposed Solutions: PARKING

- Improve Signage
 - Signage indicating occupancy and location of all parking facilities
 - Better signage on the facilities to ensure drivers know where they are
 - Better signage outside Fisherman's Wharf to guide drivers to vacant parking facilities
- Manage on-street parking
 - Meters: Charge for Parking
 - Enforce double parking fines

Proposed Solutions: PEDESTRIAN

- Test standard cross-walk operation
- Move Taylor Street mid-block crossings
- Better signage to direct pedestrians to major destinations
- Centrally-located Fisherman's Wharf informational facility
- Traffic Officers at intersections at busiest times

Proposed Solutions: TRANSIT

- Increased frequency on transit routes serving Fisherman's Wharf transit routes
- E/F Line alternatives

Proposed Solutions: BICYCLES

- Options to create well-signed, 2-way bicycle route to connect Embarcadero bicycle lanes to Fort Mason bicycle paths:
 - 2-way Jefferson Street- bikes share
 - Add 2-way bicycle route on Jefferson
 - Westbound bike lane on Jefferson, eastbound bike lane on Beach

PRIORITY IMPROVEMENTS

Priority Improvements were determined through a process that allowed all participants in the workshop to vote on their "Top 2" priorities with the tabulation of the top vote in each category organized as a direct response to **Key Issues/Findings** above and are organized by modes of transportation including Auto, Parking, Pedestrian, Transit and Bicycle:

Priority Improvements: AUTO TRAFFIC

1. Control congestion on Jefferson—Direct people on to Beach and off Jefferson
2. Fund additional traffic control officers

Priority Improvements: PARKING

1. Comprehensive Parking Wayfinding signage/availability
2. Parking management District

Priority Improvements: PEDESTRIAN

1. Manage Jefferson for controlled access
2. Plan around the pedestrian as key to success

Priority Improvements: TRANSIT

1. Shuttle city-wide and Fisherman's Wharf
2. Transit frequent and reliable

Priority Improvements: BICYCLE

1. Separate bike/cars/pedestrians—physical barrier
2. Close 6 block gap in the overall bike way



The exercise of setting priorities went further to identify the top overall priorities and for the sake of the summary, similar votes have been merged under common headings.

1. **Manage auto access on Jefferson** (consider options for occasional closures, less auto traffic, widened sidewalks, formalized bicycle access, etc.) while still allowing access for loading, deliveries, and emergency/life safety vehicles.
2. **Create safe, 2-way bicycle route** through Fisherman's Wharf, perhaps on Jefferson.
3. **Comprehensive parking management plan and wayfinding signage** (in particular parking wayfinding signage perhaps integrated with a system to allow for real-time occupancy information for motorists).
4. **Implementation of a city-wide Visitor Shuttle** with a route stopping at most common/popular tourist destinations and that includes Fisherman's Wharf as a stop.
5. **Increase transit frequency and improve transit rider's perception of reliability.**

Additional discussions on these priorities are as follows:

[Manage Auto Access on Jefferson Street](#)

One issue stood out above all others in the category of Auto Traffic and Circulation, as illustrated in Figure 3 below: **managing access to Jefferson Street**. Currently Jefferson Street attempts to be a primary access route for four modes: auto, pedestrian, transit, and bicycle. As a result, it is often quite congested while simultaneously North Point and Beach have little traffic. Some ideas that were suggested were: moving car traffic off Jefferson, which would free up right of way for bike and pedestrian access. Several options for occasional closures, less auto traffic, widened sidewalks, formalized bicycle access, etc. were considered, while recognizing the need to allow access for loading, deliveries, and emergency/life safety vehicles (perhaps by using mechanical bollards common on university campuses).

Create Safe, 2-Way Bicycle Route through Fisherman's Wharf

One issue dominated all others in terms of bicycle access, **the absence of any bike route through Fisherman's Wharf**. Biking through the area currently is difficult and dangerous; the F-line tracks in particular are an obstacle and danger. Participants anecdotally mentioned many accidents that they had witnessed on Jefferson where the F-line tracks turn. Separating bicycles from auto traffic is particularly important for tourists and other inexperienced cyclists. Separating bikes from pedestrians with a physical divider was also mentioned as important.

This issue is particularly relevant because Fisherman's Wharf represents a missing link between popular, heavily-traveled paths to east and west: the Embarcadero bicycle lanes and the Marina Green/Fort Mason bicycle paths. In fact, there is a continuous bike lane or path from Santa Rosa all the way to San Jose, except for the 6-block gap in Fisherman's Wharf. This lack of bike route connectivity and the dangers of the current bike route through Fisherman's Wharf were clearly a high priority for all participants in the workshop.

As the CBD moves forward with **creation of a high quality, 2-way bicycle path through Fisherman's Wharf**, the following may be challenges (as mentioned by workshop participants): F-Line tracks on Beach and Jefferson; North Point and Beach are vehicle arterials.

Comprehensive Parking Management Plan and Wayfinding Signage

Comprehensive Parking Wayfinding System in order to help visitors find less obvious garages, especially as they approach the Wharf from the Embarcadero. Drivers gravitate to well-known structures on Jefferson which are often full. Simultaneously, some parking facilities are closed on the weekends when there is plenty of demand to keep them open because people cannot find them. This causes congestion due to queuing and lack of street capacity. It also leads to the false perception of a parking shortage.

A comprehensive parking wayfinding system would include signage both in Fisherman's Wharf and City-wide so drivers are aware of all their options before they enter the Wharf area. Ideally, electronic signage would indicate location and availability. This will reduce congestion and improve the visitor experience.

Create a formal, funded Parking Management District to manage Wharf-wide parking supply and management policies, including, parking pricing to encourage efficient utilization and equity, monitoring supply and demand, and promoting shared parking. This would provide a forum to coordinate area-wide parking policies to eliminate spot shortages that occur at certain times and places, parking facilities closed when other facilities are over-subscribed, and help maximize the experience of visiting the Wharf.

One tool that could be quite useful to the Fisherman's Wharf CBD is creation of a Transportation and Parking Management Program under the auspices of the CBD. Such a program is often used as a mechanism by which merchants in an area come together to manage the parking supply as a whole, administer transportation programs that encourage people to take transit, bike, and walk.

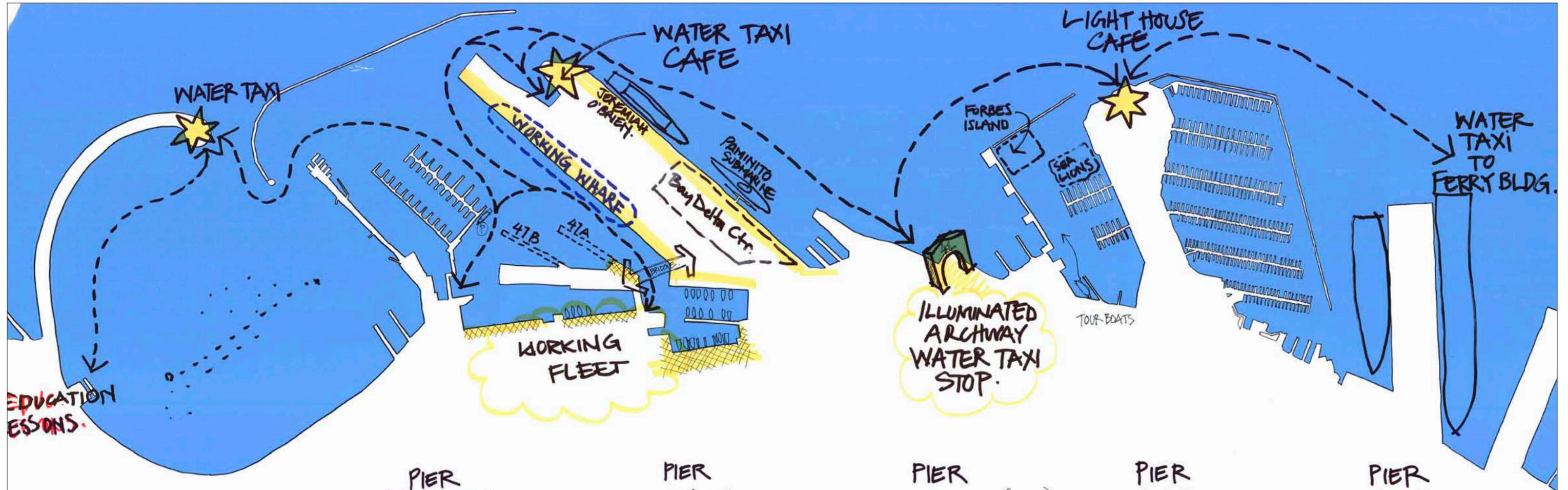
Oftentimes, a Transportation and Parking Management Program or District utilizes parking revenues from the district to fund the parking and transportation programs as well as other improvements in the area where the parking revenue was generated. Many California cities, including Pasadena, San Diego and Redwood City this type of mechanism to manage their parking supply.

A Fisherman's Wharf CBD could be housed under the auspices of the CBD, with a part- or full-time Transportation and Parking Coordinator. It could be partially funded by CBD revenues, employer membership dues, direct subsidy from the city, and/or through some increment of increased parking revenue money (this could come from higher utilization in the off-peak "shoulder" times of day and seasons of year, and from expanded hours of meter operation, higher meter rates.

Increase transit frequency and improve transit rider's perception of reliability, and the creation of a city-wide Visitor Shuttle

The top priorities that stood out above all the others for Transit were (while indicated separately above, these are linked as transit issues): **increase transit frequency and improve reliability** and the **creation of a city-wide visitor shuttle** linking key tourist locations such as: Legion of Honor, Presidio, Fisherman's Wharf, City Hall, and Coit Tower.

Fisherman's Wharf actually has a relatively rich supply of transit options including the F-line, two street car lines and various bus lines. However, the service is often unreliable which causes overcrowding, queuing at stops, and degrades the overall visitor experience. One particular issue that was cited was the lack of NextBus information system on transit routes serving the Wharf area.



MUNI PIER

- MARITIME MUSEUM
- VISITORS ANCHORAGES.
- KAYAKING?

PIER HYDE ST

HISTORIC SHIPS

• EUREKA, HERCULES, ALMA, BALCLUTHA, CATHAYER, EPPLETON HAW.

- SWIMMING CLUB
- ROWING CLUB
- HYDE ST. HARBOR

• COMMERCIAL BOATS
• PRIVATE BOATS
• POLICE BOATS.

± 700,000 VISITORS/YR.

PIER #45

- FISHING BOATS
- SPORT FISHING
- BAY TOURS
- SCATTERINGS @ SEA
- PARTY BOATS

PIER #41 (43½)

EXCURSIONS

- ALCATRAZ?
- HARBOR/BAY TOURS
- ANGEL, TIBURON, etc.
- RED & WHITE } TOURS.
- BLUE & GOLD }

PIER #39

- MARINA
- SEA LIONS

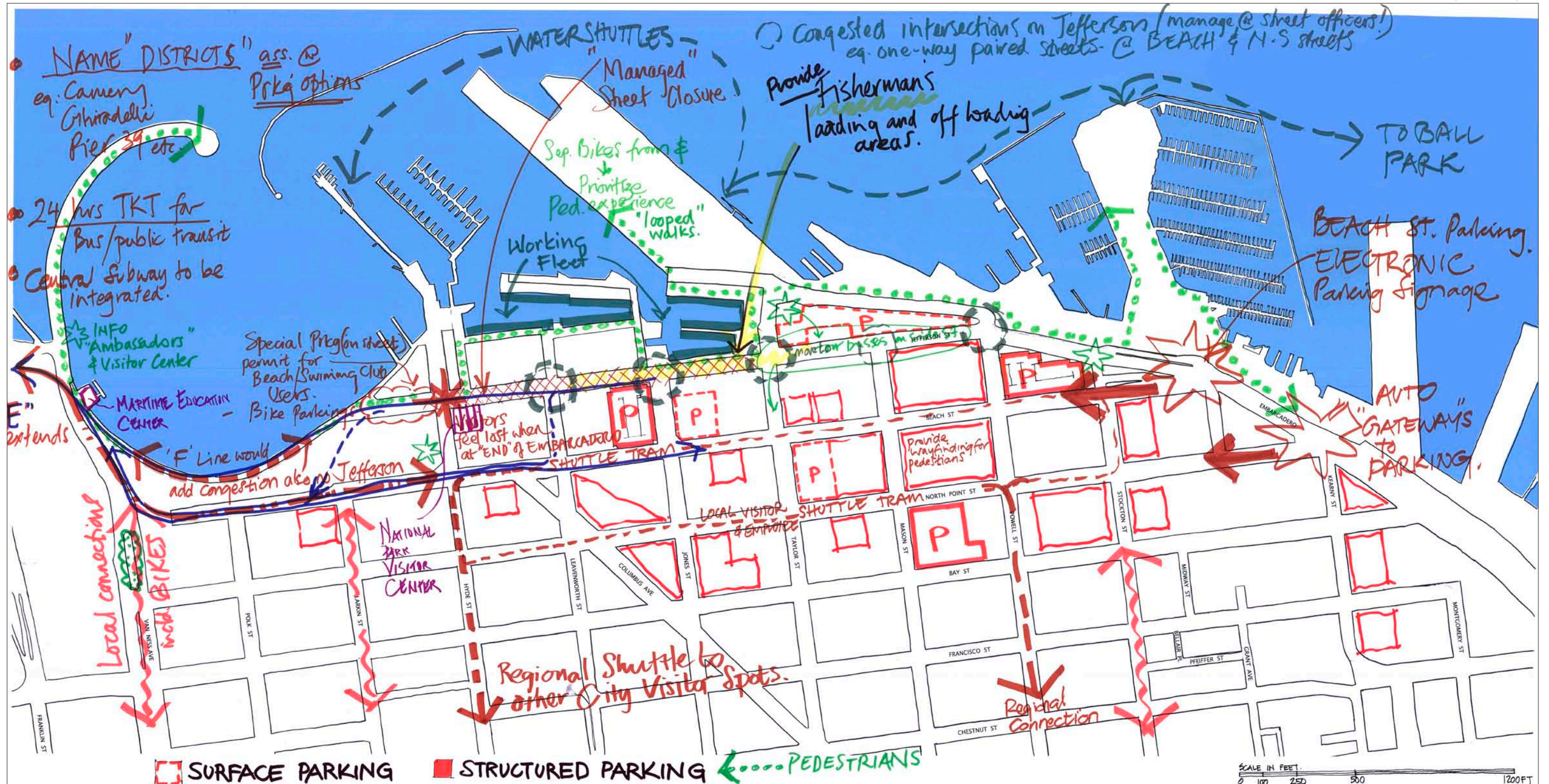
PIER #35

- CRUISE SHIPS (x 3 POSSIBLE)

WHAT HAPPENS IN THE WATER = "WATER PLAN"

SCALE IN FEET.
0 100 250 500 1200 FT

Access and Circulation
Draft Workshop Concepts



Session 2

Open Space / Streetscapes/ Urban Design / Public Uses





PURPOSE

This session focused on how urban design can reinforce the quality of public space and enhance/create identity and visitor experience. Existing and proposed open spaces of varying scale, gateways, streetscapes, view corridors, public right of way (ROW) can be developed as a system that suggest guidelines for further development. This can directly translate into definitions of districts and gateways, allowable elements in the ROW, open space systems, and a formalized promenade to tie into the Embarcadero/ Fort Mason/Marina Green and provide access and views to the bay.

KEY ISSUES

Open Space:

- Significant open space gathering areas anchor both ends of the Fisherman's Wharf District (Aquatic Park and the broad waterfront promenade near Pier 39 of approximately 18 acres) however few gathering or stopping places occur in between. Large areas of the district have no public space for resting or gathering.
- Existing open spaces are underutilized (Aquatic Park, Conrad Square) and don't provide comfort or enough amenities.
- San Francisco Beautiful is currently looking at improvements to Conrad Square.
- Conrad Square is a natural gateway opportunity and linkage between Fisherman's Wharf and North Beach
- Rehabilitation is underway on Maritime Park, the museum and bathhouse, and these efforts should be considered and incorporated into district planning efforts.
- Existing open spaces are not well integrated with or energized by adjacent commercial or institutional uses.
- The public spaces are not currently a system of linked open spaces and do not contribute positively toward demarking the district.
- Open spaces do not currently maximize access to views of the Bay.
- Insufficient public restrooms are currently available.
- An area for outdoor performances is needed.



Streets:

- Streets do not currently create an inviting entry into the Wharf area, either visually or through providing amenities
- Streets do not currently contribute to a positive district identity
- The Embarcadero pedestrian promenade seems to dead end at Fisherman's Wharf.

- Streets do not currently provide places to stop and rest.
- Sidewalks are narrow and crowded, particularly Jefferson.
- Street Vendors, while providing energy and excitement can create congestion and encroach into open spaces.
- Street furnishings (trash receptacles, benches, lights etc.) are inconsistent and do not contribute to a district character.
- The district is inadequately lighted and feels unsafe, which is especially an issue in winter.

FINDINGS

The highest ranking suggested improvements to the public open spaces that emerged from the workshop can be categorized under three primary headings:

- Create anchor open spaces for gathering, large and small.
- Create streets that function as living rooms
- Create gateways and way finding that demark the district and establish district character.

Underpinning these suggested areas for improvement as well as all other findings was the general desire for cleanliness and safety, and retaining the authenticity of the area. Additional findings are as follows:

- Open spaces should be developed and enhanced to maximize access and views to the Bay.
- Open space and streets should enhance the notion of creating sub districts within Fisherman's Wharf.
- Authenticity of the working historic waterfront must be protected and enhanced.
- Open spaces and streets should reflect the highest quality possible and provide a welcoming environment and experience.
- Encourage greater use of existing open spaces through programming and adjacent commercial uses. Examples were movies and concerts in Aquatic Park unitized bleachers and possible a floating stage.
- Increased use of sidewalks for outdoor dining should be encouraged especially in the areas dominated by hotels and lacking in ground floor retail.
- The Fisherman's Wharf area needs to be kept clean and maintained without losing its working gritty character/avoid "Disney-fication."
- Explore creating a central gathering area (or piazza) midway between Pier 39 and Aquatic Park.



Working Waterfront

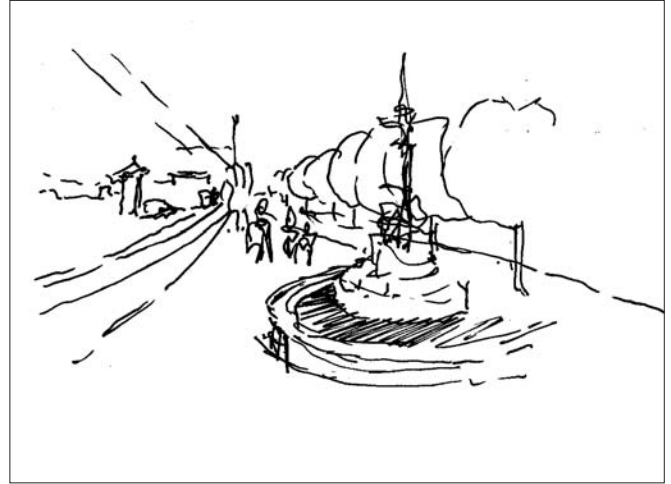
- Explore use of streets or partial streets for additional open space or events even on temporary or intermittent basis.
- Explore ways to create smaller Pocket Parks or stopping places associated with attractions and dining.
- Coordinate efforts on plans to improve Conrad Square.
- Look for ways to graciously continue the Embarcadero Promenade into and through Fisherman's Wharf.
- Create gateway markers and gateway open spaces to denote the district and create small resting/meeting areas.
- Create a way finding system to better lead people to attractions at Pier 45, to the Fishing Fleet harbor and historic areas (incorporate maps).
- Increase programming in open spaces like Aquatic Park to create a safe active environment.
- Create guidelines for streetscape that will contribute to a sense of unified character for the district through furniture, lighting, signage and street trees.
- Some areas within the parking lanes of key streets could be considered for the creation of small pocket parks, landscape bulb-outs or even pedestrian islands within wider streets.
- Streetscape improvements should focus on enhanced pedestrian connectivity and views from the city to the Bay.
- Fountains can become focal points, gathering landmarks and gateway features.

PRIORITY IMPROVEMENTS

- Take advantage of existing open spaces and programs such as Barbary Coast Walk and Aquatic Park events through media/visitor center etc.
- Highlight hidden waterfront areas that are currently accessible to the public through signage and graphics as well as print material.
- Improve Conrad Square to become a significant district gateway and gathering space.
- Begin a program for providing planters and hanging baskets to create a district streetscape character quickly.
- Enhance lighting at the waterfront especially around the commercial fleet harbor.
- Provide consistent trash receptacles and other street furniture-consider commercial sponsorship for these elements.
- Enhance and maintain a consistent street tree program. Use trees to create a consistent character and provide directional way finding cues.



Before



After (gateway marker)



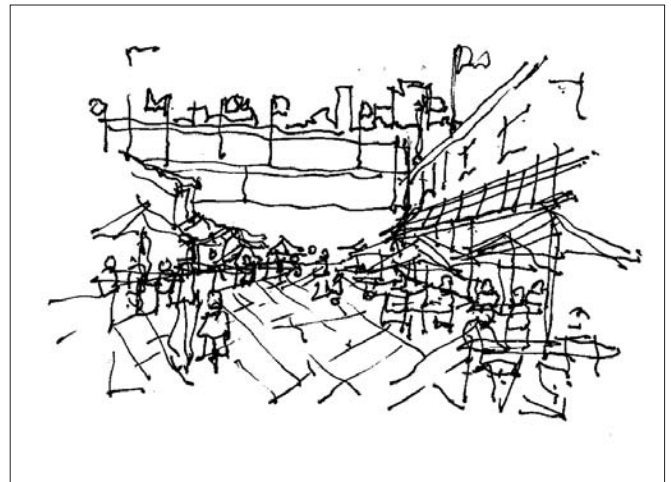
Before



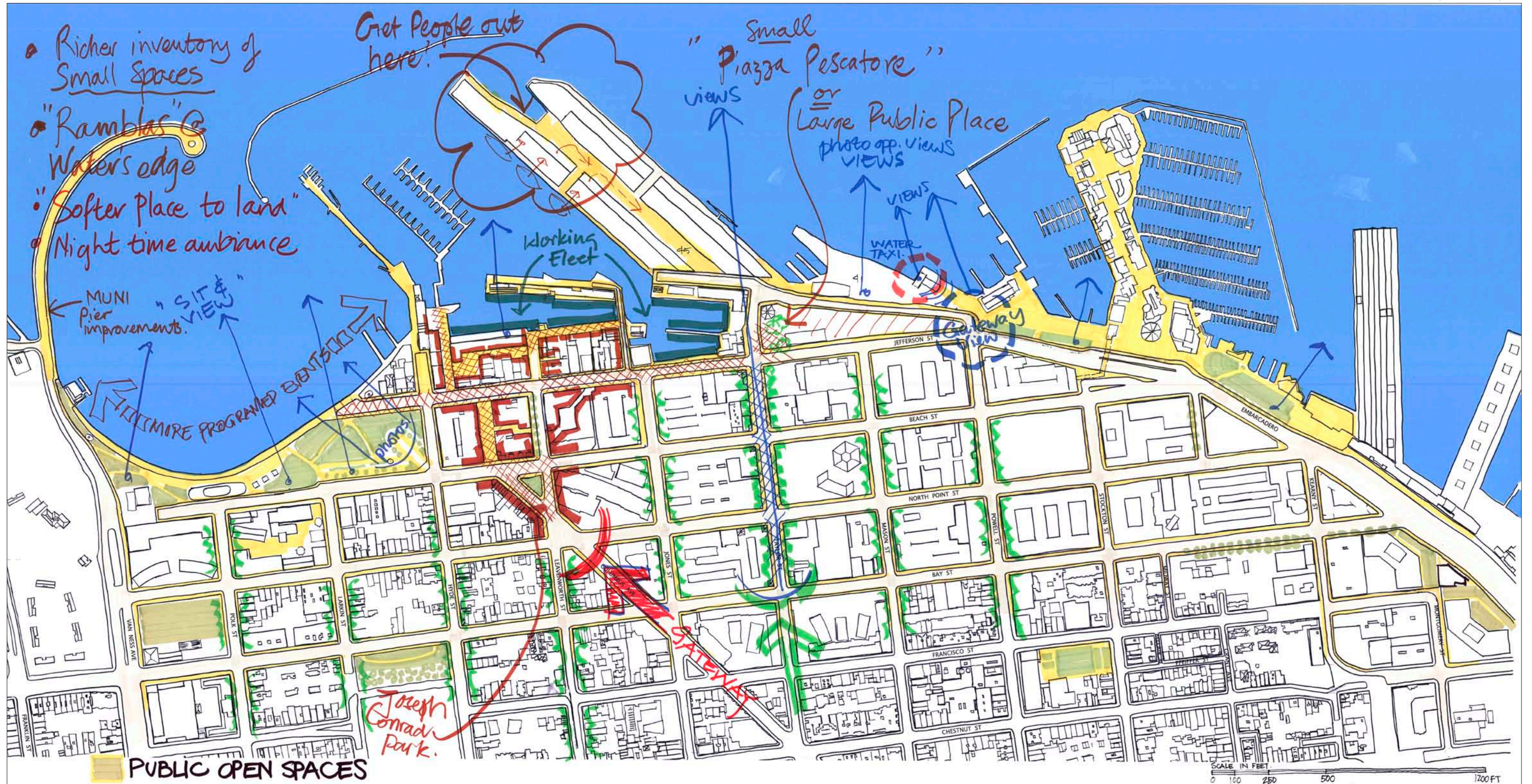
After (pedestrian paving)



Before



After (water's edge could be used for special dining event)



Session 3

Retail, Entertainment and Tourism





PURPOSE

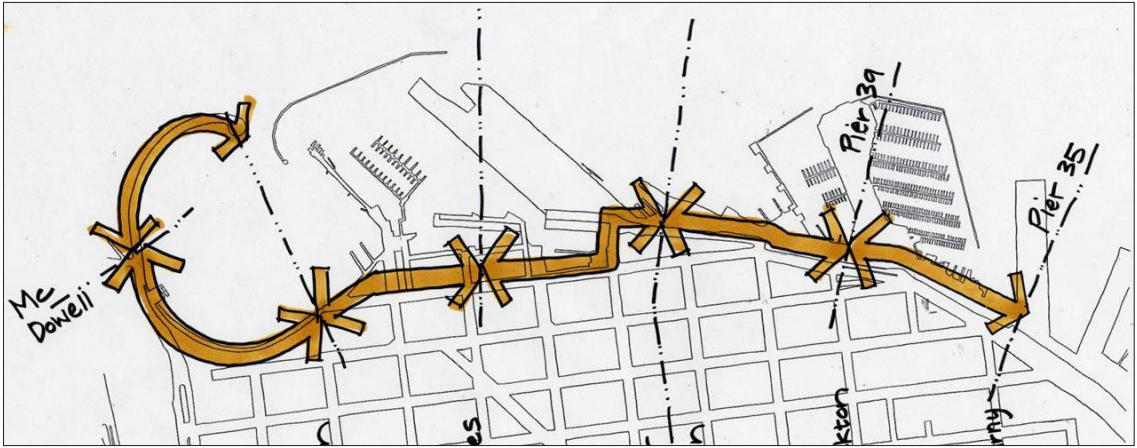
The third session focused on the services that the Wharf provides its visitors, eliciting the concerns of businesses that operate retail stores, entertainment venues, restaurants and hotels. The work shop helped identify current opportunities and constraints and generated ideas to reinforce existing commercial activities as well as the brand identity of Fisherman's Wharf. Ideas such as gateways, distinct districts, and special destinations such as a coop fish market and the Bay Center were presented and discussed.

KEY ISSUES

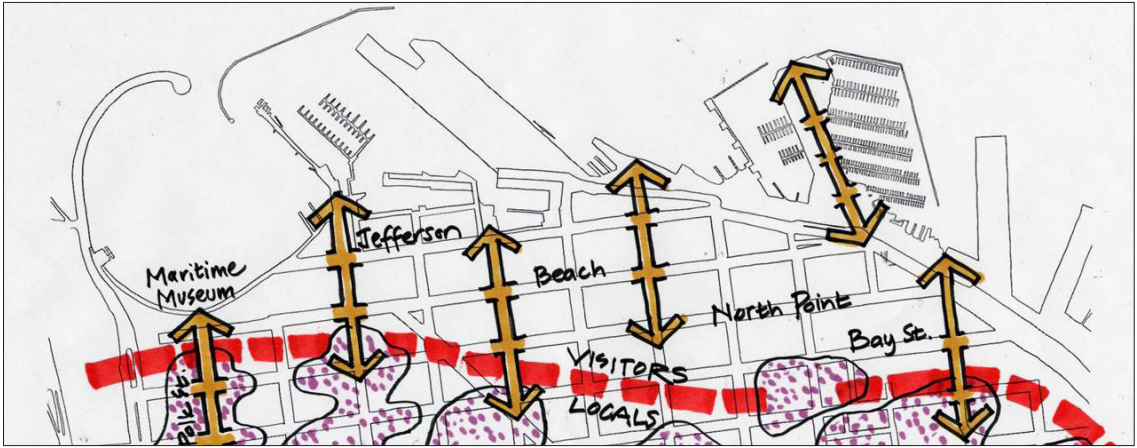
- Growing public perception that Fisherman's Wharf is a destination for 'tourists-only', with local San Franciscans increasingly turning their backs to it.
- Increasing marginalization of the fishing industry and water activities with the result that the 'Wharf' is one in name only.
- The preponderance of generic tourist-serving stores and businesses.
- The Wharf is too big to be considered a single district with a single identity (successful, walkable districts are rarely longer than 1,200 ft. - 5 min. walk one-way). The Wharf's districts as a result are amorphous and isolated, interspersed with zones of no-mans land.
- The Wharf does not provide enough community-focused retail and service to attract adjacent residents.
- The Wharf's hotel district has a stodgy urban fabric that is unable to activate streets and sidewalks.
- The absence of outdoor event spaces.
- Although there are historic, successful restaurants that create islands of nighttime activity, by and large the Wharf is inactive at night.

FINDINGS & RECOMMENDATIONS

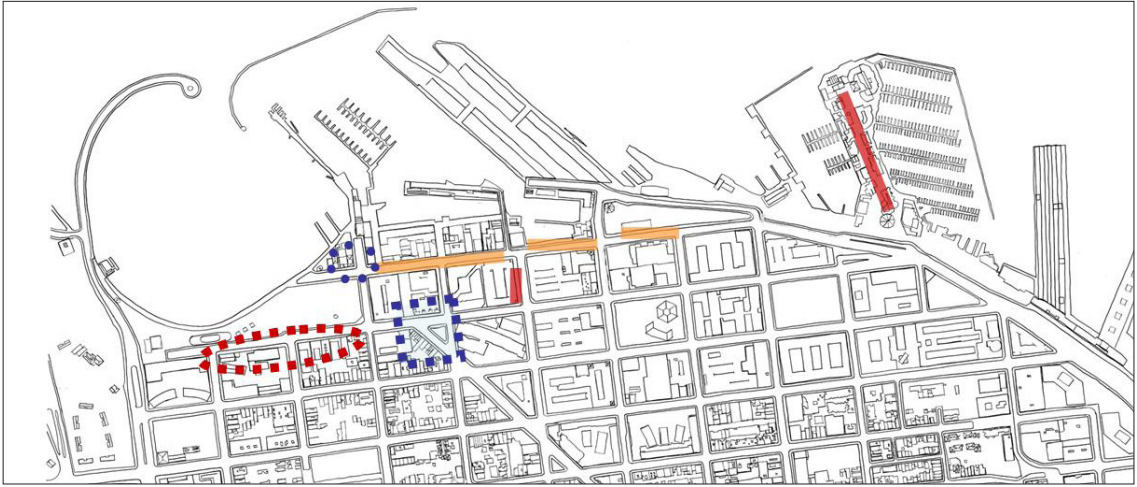
- Establish Fisherman's Wharf as the "Bay kitchen/dining room" and market it as an integral and unique part of San Francisco's food experience
- Tell a compelling story about freshness and seasonality of food and its preparation.
- Bring in food events with national celebrities to upgrade the image and bring down locals.
- Establish a permanent fish market as well as regular open farmers markets.
- Offer a diverse mix of merchandise for visitors and locals.
- Fisherman's Wharf should be more value oriented - eating in the kitchen as opposed to the (fine) dining room.



The Embarcadero Walking Districts (typically 1500 feet distance)



N-S Neighborhood Walking Distances



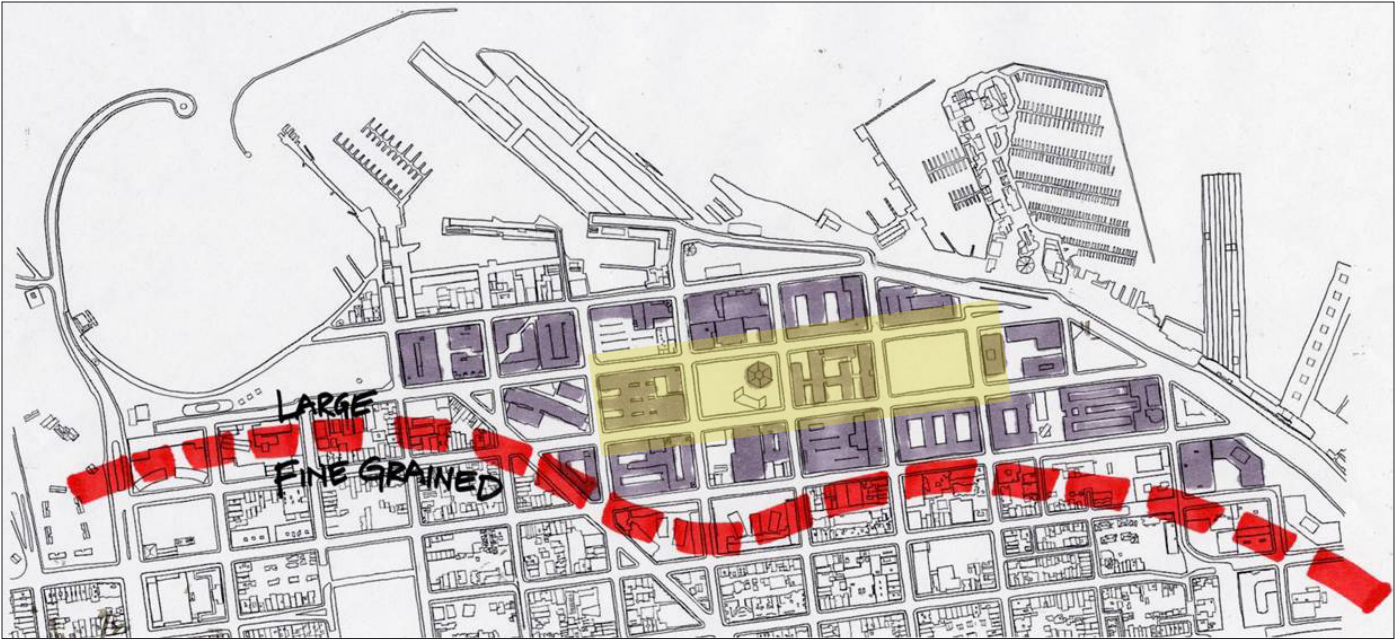
Special Districts



- Develop public venues for events during the day as well as in the evening – both small or large
- Find opportunities for the hotels to improve public realm / street level, with lobby cafes/bars and create a cohesive 'hotel district'.
- Preserve and enhance the Inner basin as part of undiscovered SF the 'fish alley district'
- Find creative ways to encourage pedestrian movement out onto the piers – e.g., a new swing/pivot bridge connecting the piers

PRIORITIES

- The CBD will initiate a comprehensive retail and merchandising plan, inviting all businesses and stakeholders to participate in the process. The CBD will also retain a professional retail consultant to develop a branding strategy for the Wharf – this will not be a piecemeal agglomeration of individual business identities.
- The CBD will proactively support the proposed coop fish market and help identify a location.



Hotels



Enhance public access around working harbor

Session 4

Development





PURPOSE

The focus of the fourth session was on development and how new opportunities for retail, housing, and entertainment could reinforce the goals of the Fisherman's Wharf CBD. Several ideas were discussed, including increasing residential uses, reusing of existing building stock and development of lifestyle facilities that can service local and tourists alike.

KEY ISSUES

- The water's edge is the Wharf's greatest asset and is a unique and historic treasure. Its preservation and continued use are essential to the success of Fisherman's Wharf.
- Some parcels are clearly underutilized and can serve as key soft development opportunities – e.g., parking should not be the primary use of key properties (it is not necessary that they be replaced with just buildings, but also with public open space).
- Some existing buildings with large footprints do not encourage street activity. In particular, the full-block hotel developments lack the fine-grained texture that is found a few blocks south in the residential district. They create a psychological and intimidating barrier for pedestrians walking north to the Wharf.
- The Wharf lacks a preservation plan that creatively protects and reuses historic structures
- Existing zoning code (C2 designation) allows almost anything – which is both good and bad. The code does not prevent the Wharf from having a mix of uses, but also doesn't prevent undesirable uses
- There are almost no residents living in the study area – key to bringing locals back.
- Building heights are presently restricted to 40 feet – building any higher will be politically impossible and unwise
- Lack of urban design guidelines for the Wharf – signage, storefronts, lighting, and street furniture.

FINDINGS & RECOMMENDATIONS

- Key to understanding the unique attributes of Fisherman's Wharf is development of a plan for the water – a 'Water Plan'.
- Visitors should be able to get out on the water see the City from that side.
- Preserve the 'picture postcard' vistas down Hyde street to the piers, while also creating the next generation of postcards.
- Understand the goals and future plans of Pier 39 and incorporate into the retail master plan.

- Cruise ship at Pier 35 is a unique opportunity for bringing new people in.
- Cape town is a good model of locals/tourists as it “does not tidy up” and keeps the waterfront authentic.
- Pier J10 is planned for demolition and replacement with rip-wrap, potentially losing a fish cleaning station. However, there rights to build above will remain, but it may be many years before anything will be done. Pier J10 is a great off-loading point and has easy public accessibility, but is now mostly a dead zone.
- Several adaptive reuse plans are in the pipeline – the CBD will have to ensure that they enhance and complement the quality of experience in the Wharf
- Create a Grand Promenade along the Piers.
- Water taxis are important as they could bring many new visitors and local commuters. WTA and/or private operators could be interested if there are enough berthing stations from Aquatic Park to the Ball Park. Pier 39 has transient docks and there is a market for this and should be marketed
- Soft opportunity sites: Tower Records; surface parking lots; and some parking garages are also an opportunity as they are nearing the end of their useful life;
- Residential is a key to bringing in locals—250 units are being considered at the Muni bus stabling yard (11% are affordable). Other proposals in the pipeline or recently complete are new condos on Bay St., at Powell/Stockton, Leavenworth at North Point, and North Point Center

PRIORITIES

- Development of a comprehensive set of urban design guidelines that will set the framework for new developments as well as improvements made to existing ones. The goals of the guidelines will be to encourage better behavior by buildings at the street level, set a minimum standard for the quality of the public realm, safeguard the character of historic buildings, and encourage a more active water-land interface. Specifically, the guidelines will set standards for storefronts, hotel entries, parking garage edges, pier edges, signage, lighting, and street furniture.
- The CBD will support key projects that have been independently proposed — like the Fairmount time share project, the Bay Center and the Fish Co-op market. The Bay Center is well under way in the design process and the CBD can play a partnering role. The Coop fish market on the other hand is a nascent proposal and the CBD can take an active and critical role in identifying a suitable site.



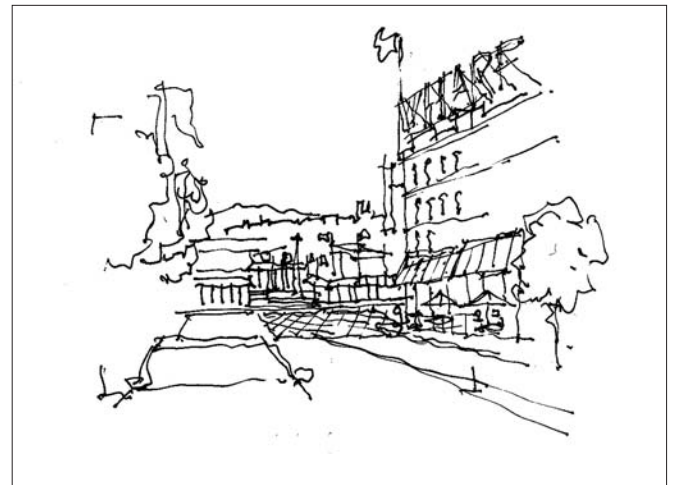
Before



After (development opportunities)



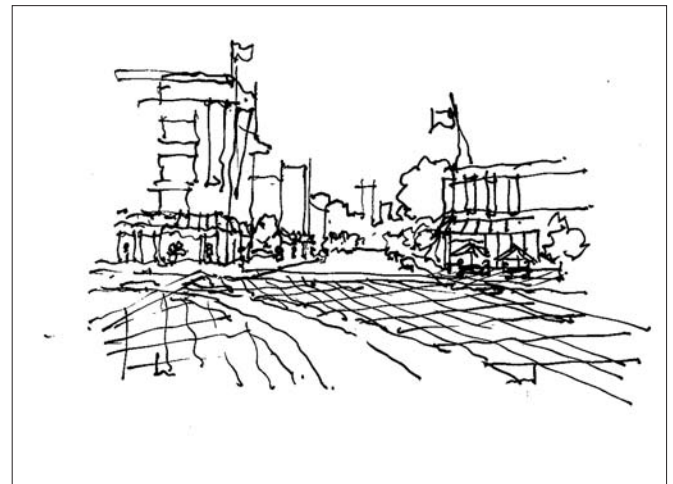
Before



After (streetscape enhancement)



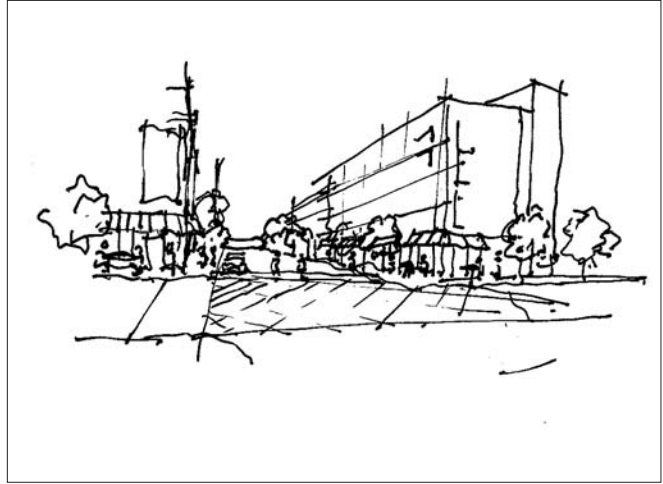
Before



After (crosswalk paving/outdoor dining)

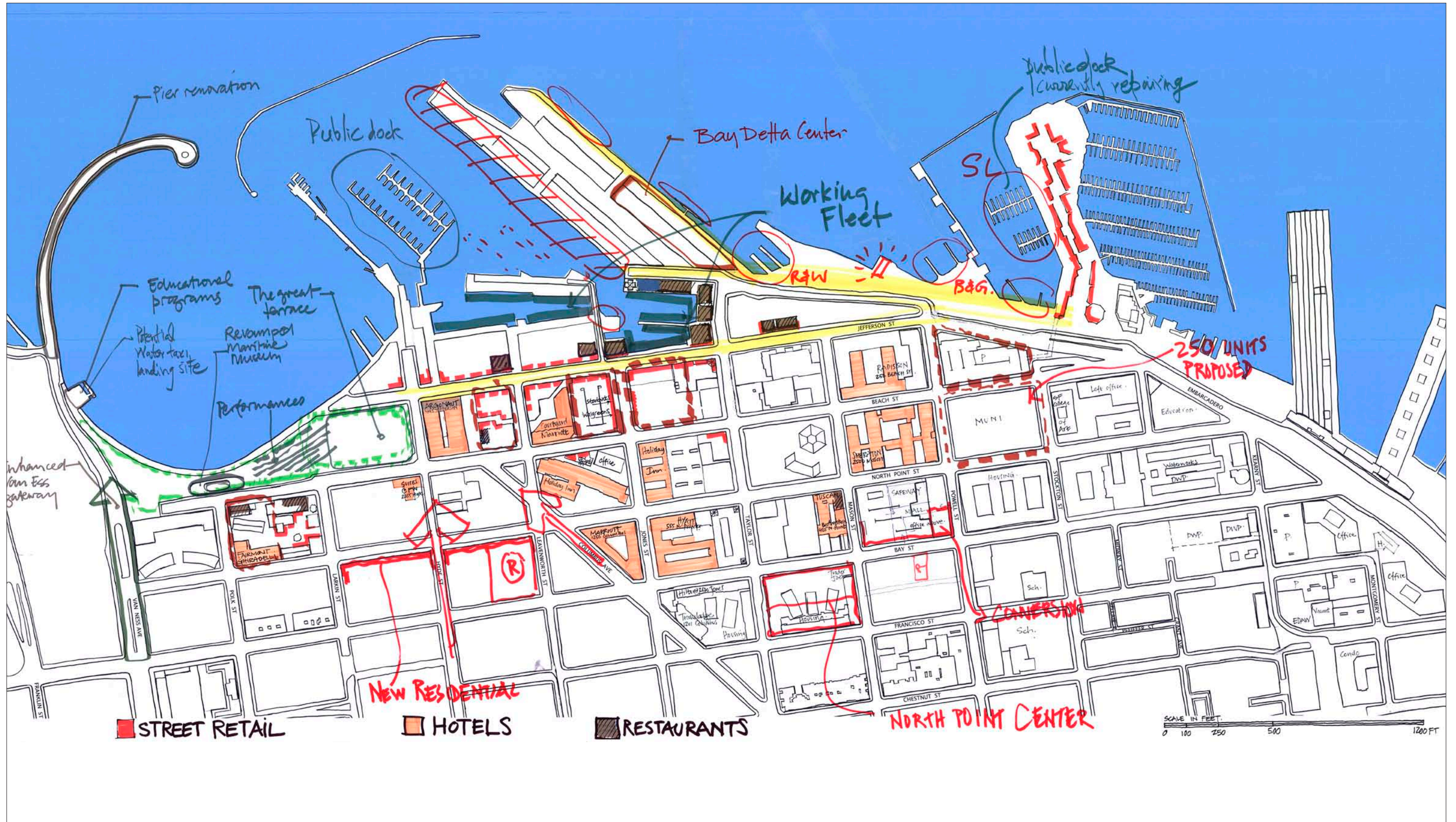


Before



After

- Under the Wharf's C2 zoning designation, neighboring property owners are not automatically notified of proposed new development. But this can be requested to be the case if applied for. The CBD should establish the automatic notification process immediately.



LIST OF ATTENDEES

Name	First	Last	Company
Amiee George	AIMEE	George	Intercontinental Hotels & Resorts
Angela Cincotta	ANGELA	Cincotta	Frank Alioto Fish Co
Amit Ghosh	AMIT	Gosh	City Planning
Byron Rhett	BYRON	Rhett	Port of SF, Pier 1
Chris Martin	CHRIS	Martin	The Cannery Properties,INC.
Claudia Davison	CLAUDIA	Davison	Port of SF, Pier 1
Dan Hodapp	DAN	Hodapp	SFPort
David Noyola	DAVID	Noyola	Office of Aaron Peskin
David von Winckler	DAVID	von Winckler	The Argonaut
Vaughan Davies	VAUGHAN	Davies	EDAW
Dean Macris	DEAN	Macris	City Planning
Frank Rescino	FRANK	Rescino	Lovely Martha
Steve Hanson	STEVE	Hanson	EDAW
Jennifer Bevington	JENNIFER	Bevington	Bay-Delta Center
Jerry Robbins	JERRY	Robbins	SFMTA
Jessie Blout	JESSIE	Blout	Mayor's Office
Joe R. Wyman	JOE	Wyman	Hornblower
Karin from the cannery	KARIN		The Cannery
Kathy Paver	KATHY	Paver	Pier 39
Lan Phan	LAN	Phan	The Cannery
Laura Thompson	LAURA	Thompson	Bay Trail Project Manager
Leah Shahum	LEAH	Shahum	Bicycle Coalition
Lynn Cullivan	LYNN	Cullivan	SF Maritime National Historical Park
Jacinta McCann	JACINTA	McCann	EDAW
Meg Reilly	MEG	Reilly	Dolphin Club
Mike Cunningham	MIKE	Cunningham	Holiday Inn Express
Rita Hernandez	RITA	Hernandez	Ghirardelli Square
Roseanne Alioto	ROSEANNE	Alioto	Alioto's
Sarah Dennis	SARAH	Dennis	City Planning
Scott Preston	SCOTT	Preston	EDAW
Michael Villeggiante	MICHAEL	Villeggiante	Bay Area Longshoremens Memorial Assn.
Sally Steele	SALLY	Steele	Maritime National Park Association
Steve Wiezbowski	STEVE	Wiezbowski	Pier 39
Taylor Safford	TAYLOR	Safford	The Blue and Gold Fleet
Tina Olson	TINA	Olson	Port of SF, Pier 1
Sally Murrell	SALLY	Murrell	Neighbor- 870 North Point St. SF
Victor Zeidan	VICTOR	Zeidan	Ace Parking Management, Inc.

Name	First	Last	Company
Warren Mead	WARREN	Mead	The Cannery (Asset Management)
Barbara Baer	BARBARA	Baer	Property Owner
Bill Rabin	BILL	Rabin	Resident
Cathleen Sullivan	CATHLEEN	Sullivan	Nelson Nygaard
Claudia Cohan	CLAUDIA	Cohan	Bay-Delta Center
David Harrison	DAVID	Harrison	The Cannery (Asset Management)
Ferry and Charter Boat Operators			
Gaurav Srivastava	GAURAV	Srivastava	EDAW
Guest- Dan Hodap	GUEST	Dan Hodap	Port of SF, Pier 1
Guest- Dan Hodap	GUEST	Dan Hodap	Port of SF, Pier 1
Jennifer Cleary	JENNIFER	Cleary	San Francisco Tomorrow
Jeremy Nelson	JEREMY	Nelson	Nelson Nygaard
Larry Collins	LARRY	Collins	Crab Boat Owners Assoc.
Monroe Baer	MONROE	Baer	Property Owner
Rich Hillis	RICH	Hillis	Mayor's Office
Rich Rovetti	RICH	Rovetti	Port of SF, Pier 1
Steve Langmaid	STEVE	Langmaid	Maritime National Park Association
Betty Foote	BETTY	Foote	Resident
Rodney Fong	RODNEY	Fong	Wax Museum
David Berbey	DAVID	Berbey	Portco
Tom Carter	TOM	Carter	Port of SF, Pier 1
Aline Estournes	ALINE	Estournes	North Point Shopping Centre
Jan Misch	JAN	Misch	BW Tuscan Inn
Keith Butz	KEITH	Butz	Hyatt Fisherman's Wharf
Tom Creedon	TOM	Creedon	Scoma's Restaurant
Rick Lenat	RICK	Lenat	Lenat & Partners
David Wilkinson	DAVID	Wilkinson	The Wilkinson Group
Brian Foote	BRIAN	Foote	The Wilkinson Group
Indra Murdoch	INDRA	Murdoch	Anchorage Square
Ron Niewiarowski	RON	Niewiarowsk	SFMTA
John Izzo	JOHN	Izzo	Randall Development
Dave Bratton	DAVID	Bratton	Destination Analysts
Leslie Lukacs	LESLIE	Lukacs	SCS Engineers
James Dudley	JAMES	Dudley	Central Police Station
Anna Shimko	ANNA	Shimko	CSDK
Pansy Tom	PANSY	Tom	FWMA

Name	First	Last	Company
Matthew Goudeau	MATTHEW	Goudeau	Mayor's Office
Sal Guardino	SAL	Guardino	Guardino Seafoods
Kazuko Morgan	KAZUKO	Morgan	Cushman and Wakefield
Monique Moyer	MONIQUE	Moyer	Port of San Francisco
Supervisor Aaron Peskin	AARON	Peskin	City and County of San Francisco
Karen Bell	KAREN	Bell	FW Community Benefit District
Brigette Lowe	BRIGETTE	Lowe	FW Community Benefit District
Michela Alioto-Pier	MICHELA	Pier	City and County of San Francisco
Erin Eisele	ERIN	Eisele	Lahaina Galleries, Inc.
Kanya Dorland	KANYA	Dorland	Port of San Francisco
Phil Williamson	PHIL	Williamson	Port of San Francisco
Elizabeth Schneider	ELIZABETH	Schneider	Lahaina Galleries, Inc.
Brigitte Moran	BRIGITTE	Moran	Marin Farmers Market
Lisa Pagan	LISA	Pagan	Mayors Office of Economic and Workforce Development
Kelly Myers	KELLY	Myers	Cushman and Wakefield
April Hesik	APRIL	Hesik	Planning Dept
Mike La Rocca	MIKE	La Rocca	La Rocca Sea foods
Teresa Moore	TERESA	Moore	Oakville Grocery
Brian Aviles	BRIAN	Aviles	Golden Gate NRA
Rick Foster	RICK	Foster	Golden Gate NRA
Brad Benson	BRAD	Benson	Port of San Francisco
Diane Oshima	DIANE	Oshima	Port of San Francisco
Bob Macintosh	BOB	Macintosh	Pier 39
Rod Freebairn-Smith	ROD	Freebairn-Smith	Freebairn-Smith and Crane
Wells Whitney	WELLS	Whitney	Renu SF
Marvin Kasoff	MARVIN	Kasoff	Renu SF
Maureen Abagg	MAUREEN	Abagg	Bay Trail
Haif Eldar	HAIF	Eldar	Radisson Hotel
Joe Laclair	JOE	Laclair	BCDC
Jossette Cline	JOSSETTE	Cline	Portco, Inc.
Wilson Johnson	WILSON	Johnson	SFMTA
Joe Smith	JOE	Smith	Pier 39
Brian Huber	BRIAN	Huber	Map West
Beth Schnitzer	BETH	Schnitzer	Pier 39
Phill Bentivegma	PHILL	Bentivegma	Butchy-B Sport Fishing Tours

