Fisherman's Wharf
CBDetails
THE COMMUNITY BENEFIT DISTRICT NEWSLETTER | DECEMBER 2007 | ISSUE: #4

LETTER FROM THE PRESIDENT

Dear Community Benefit District Member,

It is again with great pleasure that I report that this quarter the Fisherman's Wharf Community Benefit Districts have accomplished great things. As you'll note in the articles in this newsletter, the CBD hosted its first ever community wide Emergency Response Practice Drill. Rita Hernandez from Ghirardelli Square and Executive Director Karen Bell deserve accolades as the Drill brought out over 65 members of the Community as well as City leaders and the media.

Flowers and Lights....? Yes, this month we completed the seemingly daunting task of installing over 30 Hanging Flower Baskets on Jefferson Street. This was a longtime vision of Alessandro Barcari's that finally became a reality. To complement the new Hanging Flower Baskets, this Holiday Season, the boats in the Inner Lagoon at Fisherman's Wharf will be lit for visitors and diners to enjoy.

The CBD's Urban Planning Committee will be working closely with our newly assigned Urban Planner from the San Francisco Planning Department. Mr. Neil Hrushowy will be spending at least one day a week at Fisherman's Wharf as he begins to shape the new public realm plan for Fisherman's Wharf. Again, the SF Planning Department has made a commitment to reviewing and making improvements to zoning and traffic and pedestrian flow along Jefferson Street. In addition, the City has earmarked approximately $1 million dollars per block along Jefferson Street. Funding will including planning, construction and implementation of traffic and pedestrian improvements. The Urban Planning Committee's goal is to work with Mr. Hrushowy and to insure that any improvements considered still maintain the charm and history of Fisherman's Wharf as top priority.

You'll find these are only a few of the improvements and changes that the Fisherman's Wharf Community Benefit District has made over the past few months. As we enter the new year of 2008, we look forward to more improvements and programs to keep Fisherman's Wharf the #1 Destination in the #1 City.

Please feel to personally call me with any questions or suggestions for the Fisherman's Wharf Community Benefit Districts.

Regards,
Rodney A. Fong
President

Fisherman's Wharf Inaugurates New Safety Plan

PIERsafe Emergency Response Practice Drill Held October 17, 2007

The Fisherman's Wharf Community Benefit District's PIERsafe Committee hosted their first annual community-wide emergency response practice drill on Wednesday, October 17, 2007 at THE CANNERY with over 65 community and business representatives participating in the event. The emergency response drill is part of the committee's effort to ensure that the Fisherman's Wharf community is prepared in case of an emergency or natural disaster.

This event was attended by Supervisor Aaron Peskin, Board President; SFFD Chief Joanne Hayes-White; SFPD Captain James Dudley, Central Division; Captain Peter J. Schembri, Port Fire Marshall; SFFD Lt. Erica Arteseros, NERT Coordinator; Dave Sullivan, EMT-P/Crisis Planner; Susan Reynolds, Deputy Director of Port of SF Real Estate; Tom Carter, Deputy Director of Port Maintenance; and many more city officials and staff members.

The emergency drill was coordinated by Jim Aldrich, retired OEM Planner. Volunteer representatives from NERT (Neighborhood Emergency Response Team) and the Red Cross were on hand to help with practice demonstrations. Participants were able to talk with over 10 knowledgeable volunteer representatives on topics ranging from triage to "Fishnet", the Fisherman's Wharf community-wide radio system for emergencies.

Following the emergency practice drill, participants were hosted by the Fisherman's Wharf Community Benefit District to a breakfast at the Hilton Fisherman's Wharf.

Local news coverage of included television news reports on KTVU (Fox) and KNTV (NBC) plus newspaper articles in the San Francisco Examiner and City Star.



The CBD is on the Move!

As of Monday, December 3rd, you'll be able to find Executive Director Karen Bell ensconced in her new offices at THE CANNERY, in 2nd floor, Suite B-16.

Same phone: 415.673.3530, Same fax: 415.673.2527.

Come over and see the new digs!

Holidays are Brighter This Year at Fisherman's Wharf

The Fisherman's Wharf Community Benefit District and the St. Francis Yacht Club will join forces this year to present the largest holiday lighted boat parade in San Francisco for many years. More than 100 boats with lights & holiday decorations will parade along the waterfront Friday night, December 14, 2007 starting at 6:00 p.m.

A holiday tradition, the parade will include members of St. Francis Yacht Club, Fisherman's Wharf Sportfishing and Commercial Fishing Fleet, Golden Gate Yacht Club, PIER 39 Marina vessels, and the Sea Scouts.

The parade route will begin at 6:00 p.m. at the Fort Mason Buoy, off the end of the Fort Mason Piers. It will proceed west to a turning buoy off Crissy Fields, then back along the waterfront to PIER 39. The boats will then return to the starting point.

Spectators can get a great view from the walkway along the Marina Green, Crissy Field Beach, Aquatic Park breakwater, and PIER 39.

The Fisherman's Wharf Fishing Fleet boats will stay lit until January 6, 2008. After the parade, viewing of these spectacular lights can be seen most prominently on Jefferson Street between Jones and Taylor Streets at the Sportfishing Harbor, PIER 39's Marina, Red and White Fleet's harbor and at the Blue and Gold Fleet piers.

The event is free and open to the public.

Streets Glow with Lights & Flowers

As part of the beautification of Fisherman's Wharf, 30 new flowering baskets have been hung along Jefferson Street. These baskets will be lit with holiday lights for the season. In addition, many of the tree trunks on Jefferson Street between Powell and Hyde Streets will be lit with lights to create a festive, holiday look for the Wharf. And Hoogasian Flowers has replanted the cable car turnaround area at Bay & Taylor Streets with festive seasonal flowers and plants.

Phase II of this project will include flowering baskets for Taylor Street from Jefferson to Bay (at the entrance of the cable car turnaround).

New City Planner For Fisherman's Wharf

As part of the City of San Francisco's master plan, Neil Hrushowy has been appointed as Project Manager head up the new design for Jefferson Street to create a more fluid flow of traffic for pedestrians, vehicles, cyclists and public transit in the Fisherman's Wharf area. Neil is also responsible for managing and providing oversight for the Planning Department's Pedestrian Program. Neil completed his PhD in urban design at the University of California, Berkeley in the Department of City and Regional Planning. Neil has taught a number of graduate courses in urban design, both at UC Berkeley and at Copenhagen's School of Architecture, and continues to lecture at UC Berkeley, and San Jose State and San Francisco State Universities.

The CBD has been given priority with the City to work on a revised master plan that will take into consideration the comments and suggestions of the community meetings held under the auspices of EDAW. The city planner will work a minimum of one day a week in Fisherman's Wharf on these projects and he will have space in the CBD's new offices located in THE CANNERY.

For questions, you can contact Karen Bell at 415.673.3530.

Brown Bag Lunches with Captain Dudley

To encourage more community involvement and communications, SFPD Captain Dudley is now holding monthly "brown bag" lunch meetings the first Tuesday of each month at 12noon at THE CANNERY, 3rd floor. The first meeting was held in November with over 40 CBD area members attending. Topics of discussion included the homeless, burglaries, street con artists, juvenile gangs, graffiti and traffic congestion.

Sponsorship Dollars Grow

The CBD Marketing Committee has been active in soliciting and securing sponsorships for marketing and promotional programs. The list of sponsors to date includes See's Candies, the Port of San Francisco, General Motors "Volt" concept car, and Amtrak. Over $60,000 has been raised. If you have any potential sponsor suggestions and connections, please call Karen Bell at 415.673.0350.

SAVE OUR BAY CAMPAIGN

Wiithin 48 hours, the CBD had placed a new link and page up on your website with up-to-date information on the oil spill caused on November 7, 2007 by the Cosco Buson running into the Bay Bridge. We also used our IRIS system to twice to alert members of breaking news. Check www.visitfishermanswharf.com for frequent updates.

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