The priority for Fisherman’s Wharf is to re-invigorate the fishing industry which is the heart of Fisherman’s Wharf. Already, fishing companies are moving into 108,000 square feet of state-of-the-art fish handling facilities recently completed at Pier 45, and the design for a new fishing harbor at the Hyde Street Pier is well underway. The Plan recognizes and reinforces the synergy between historic fishing operations and visitor-serving activities which has made the Wharf one of the top visitor attractions in the United States, generating substantial revenues to the Port and the City. The Plan will further improve this area by promoting new public access, retail, visiting ships and other activities to attract more San Franciscans.
Objectives for the Fisherman’s Wharf Waterfront

Fishing industry operations currently take place at the Fish Alley Area (consisting of Seawall lots 302 and 303), Piers 47, 49 and 45 (west side) and the Inner and Outer Lagoons. In recent years, environmental conditions have greatly reduced available fisheries resources, which in turn has reduced the economic health of the fishing industry. At the same time, more stringent sanitation and safety regulations for fish handling have required costly infrastructure and utility improvements to outdated facilities.

In response, the Port is striving to bolster the fishing industry. Port projects will provide an impetus for economic revitalization and investment by fishing companies at the Wharf. In 1988, the Seafood Center Project was proposed by the Port Commission to improve commercial fishing facilities by providing a new 88 berth marina along the east side of the Hyde Street Pier (the Hyde Street Harbor) and renovating existing fish handling facilities at Pier 45.

Following the 1989 Loma Prieta earthquake, which displaced most of the fish handling businesses from Pier 45, the Port began a $14 million earthquake repair project at Pier 45 which was recently completed. The Pier now has 108,000 square feet of modern fish off-loading, handling and distribution space, most of which is already leased.

The Port also is seeking funds for the Hyde Street Harbor which, if funded, will be constructed following environmental and regulatory reviews which already are under way. Efforts should be made to complete all the proposed Seafood Center Project improvements as soon as possible.
The continued presence of a healthy fishing industry is essential to maintaining the colorful ambiance and the economic well-being of Fisherman’s Wharf. When complete, the Seafood Center Project improvements will address most but not all of the difficulties the industry faces in the congested Wharf surroundings. For example, the industry has an unmet need for storage space. Although it is desirable to locate this type of storage near the waterfront, Bay frontage is not required as long as equipment can be transported from storage areas to boats by truck or forklift. As space becomes available on Port and non-Port property in the Northern Waterfront, efforts should be made to provide additional storage areas and services for the industry.

Existing commercial business at Fisherman’s Wharf generate significant lease revenues for the Port and taxes for the City. Historically, however, there has been very little reinvestment in Wharf infrastructure. The primary challenge in Fisherman’s Wharf is how to finance the improvements needed to ensure the continued presence and improved health of the fishing industry. In this regard, the Port recently received a grant to study the feasibility of locating a Fisheries Center in Sheds A or C on Pier 45, to serve the fishing industry and the public. Center uses under study include offices and research facilities, fish handling and

Attract revenue-generating new uses to help support and subsidize fishing industry and public activities.
marketing activities, a test kitchen and retail area for the sale of fish and related products, a visitor/interpretive center to educate the public about the fishing industry and the environment on which it depends, and conference facilities. Other uses compatible with fishing industry activities in Sheds B and D may be located in Sheds A or C to serve and attract the public, help finance the Fisheries Center or provide much needed revenue for Wharf-area and Port improvements.

In addition to Pier 45, a significant amount of fish handling occurs at Fish Alley, the historic center of Fisherman’s Wharf. As was the case at Pier 45, these buildings require substantial modernization to meet current operational requirements. Although Fish Alley tenants have long-term leases (most extend through the year 2036), theoretically providing them with a greater financial incentive to make leasehold improvements, such improvements have rarely been made because of the constricted physical layout of Fish Alley, limited vehicle access and parking, poor structural condition of the buildings, and poor economic health of the industry.

Provide space for the existing and expansion needs of other maritime activities at the Wharf.

In addition to the fishing industry, Port property at Fisherman’s Wharf is used for many other water-dependent activities. Recreational boating occurs at the Pier 39 marinas, and swimming and recreational activities are managed by the City’s Recreation and Parks Department at Aquatic Park. The South End Rowing Club dock and the northern end of the Dolphin Club dock at Aquatic Park are on Port property. Ferry and excursion boat operations are based at Pier 39, Pier 41½ and Pier 43½. Historic ship berthing occurs at the Hyde Street Pier, home of the San Francisco Maritime National Historical Park, which has the largest concentration of historic ships in the Nation, and at Pier 45 where the USS Pampanito is berthed. Ceremonial berthing occurs on the east side of Pier 45.

These and other maritime businesses should be provided with expansion space so that their operations can continue to be viable at the Wharf. For example, more berthing areas for ferries and excursion boats, and possible sites for water taxi docking are needed.
In the 1950s, Fisherman’s Wharf was primarily an industrial area comprised of commercial fishing, manufacturing, warehousing and maritime uses, surrounded by small-scale residential uses. Visitor-serving facilities were limited to restaurants adjacent to the Inner Lagoon fishing harbor. Over the years, this pattern has changed dramatically. Except for fishing industry facilities, industrial activities have virtually disappeared. Today, Fisherman’s Wharf is comprised of an eclectic mix of fishing industry and other maritime and visitor-serving uses. The area is one of the most visited tourist attractions in the United States, offering entertainment, restaurants, art galleries, museums, historic ships, parks, beaches and swimming areas, shops, hotels, offices and housing.

Clearly, the fishing industry should remain a top priority at the Wharf. Indeed, the reason that the Wharf became a visitor attraction in the first place is that the public enjoyed observing fishing industry activities. A more visible fishing industry will improve the character and charm of Fisherman’s Wharf. But it is clear that visitor-serving facilities and services also are key to the continued success of the Wharf, and need periodic updating and improvement. Any conflicts between fishing industry and visitor-serving activities should be minimized, so that new uses do not pose a barrier to the long-term enhancement of the fishing industry.

The Fisherman’s Wharf area is bordered by offices, housing, open space, neighborhood commercial and maritime uses. Yet, because the area is viewed by San Franciscans as a tourist area, many local residents believe that it has little to offer them. New Wharf activities such as arts, education, historical and recreational facilities, and places of public assembly (such as festival halls, meeting halls or conference centers) should be encouraged to increase the appeal of Fisherman’s Wharf to local residents. Festival-type assembly and entertainment uses and events such as the annual Festa Italiana, should be encouraged because they draw thousands of residents to the area and cause only temporary or minor disruption to the fish handling activities at the Wharf. Also, the Fisheries Center, if feasible, would provide public access and educational exhibits of interest to locals and visitors alike. Additional office uses, particularly above ground level, would provide activities at the Wharf oriented to local residents, and increase off-season patronage of Wharf shops and restaurants. These types of new uses should be encouraged in order to attract more San Franciscans to the heart of Fisherman’s Wharf.
Pier 39, a major mixed-use development, provides most of the improved public access and open spaces at the Wharf, including dedicated public access around the Pier 39 perimeter, public access and fishing at Pier 41 atop the west marina breakwater, and the 4.6 acre Waterfront Park extending from Pier 41 to Pier 35 between The Embarcadero and the water’s edge. Additional public access and open space improvements have been developed as part of a new aquarium at Pier 39 include viewing plazas with exhibits focusing on the Bay environment, “Story of the Bay” plaques ringing the 2nd floor of the Pier, and a comprehensive sign program emphasizing public access to the Bay at Piers 39, 41, and 43. In addition, 18,000 square feet of new public access will be created at Pier 43 next to the historic railroad arch where ferries used to dock and unload rail cars.

Other public access areas at the Wharf include access through the Inner and Outer Lagoons, along the east side of Pier 45, and along Pier 43½. In general, however, these areas are hard to find and not well connected, making it difficult for pedestrians to flow through the area and enjoy the Bay. These problems are most evident at Pier 43½ and the adjacent Triangle Site located in the heart of Fisherman’s Wharf.

Both Pier 43½ and the Triangle currently are used for surface parking and visitor-serving retail uses. During recent planning efforts at the Wharf, the possibility of creating a grand open space which would be the civic focus of the Wharf was studied. This would require removing surface parking and replacing it in an underground garage. Because funds for the garage and open space improvements are not currently available, more modest pedestrian and open space improvements, leading to and including the Triangle, Piers 41, 43½ and 45 were proposed and the first phase of these improvements are under construction. Further consideration should be given to other ways to reconfigure at least some of the parking that is necessary for Wharf businesses, thereby freeing up more space for pedestrian and open space improvements, provided that the impact on existing parking that is necessary for ongoing tenant operations is addressed. Alternatively, more
opportunities for valet parking should be explored elsewhere. Pursuant to Agreements between the Port, BCDC and Save San Francisco Bay Association (discussed further in Chapter 5), the Port will work with the Fisherman’s Wharf community to develop a major public plaza extending to the Bay in the area generally bounded by Jefferson, Powell, and Taylor Streets. This would involve establishing a planning process with participation by Port tenants, the San Francisco Planning Department, BCDC, Save San Francisco Bay Association, and other interested parties to address the major issues associated with such a plaza and to establish a plan and implementation program for creating the plaza, as part of an overall review of BCDC Special Area Plan policies in the Fisherman’s Wharf Waterfront.

Wherever feasible, public access and open space areas should be expanded and linked to existing open spaces via a “PortWalk” in the Wharf, to allow the public to fully experience the “working waterfront”. As an example, the Port is renovating Pier 47A, providing berthing and pedestrian improvements so the public can better view fish handling and off-loading operations. The Wharf also is a prime area for guided walks or interpretive signage to teach the public about different types of fishing boats and fish caught and to describe the Wharf’s colorful history. New developments should help implement the PortWalk by improving pedestrian circulation and clarifying pedestrian connections to the Bay, to the ferries and between Wharf attractions, including Aquatic Park.

The lack of both long and short-term parking is one of the most frequent complaints of members of the fishing industry. At the same time, existing restaurants and visitor-oriented businesses and swim clubs also depend on parking for their patrons. From mid-morning through evening, all these drivers suffer intense competition for limited parking spaces. Affordable parking for commercial and sport fishermen heading out to sea is especially scarce, and public transit is not readily available during the early morning hours when the industry is the busiest. In addition, parking is needed in close proximity to fishing boats for off-loading gear.

Long-term parking spaces for fish handlers are provided on Pier 45 to serve the fish handling businesses now thriving in Sheds B and D. The Hyde Street Harbor Project will provide spaces adjacent to the new fishing boat berths. However, there is concern that the amount of parking may be insufficient to accommodate other Wharf business and visitor needs, particularly if there is additional development in the area. Also, although improved fish handling facilities at the Wharf will permit storage of a greater volume of fish products, the need for semi-truck access to both receive and deliver cargo will persist.

Without parking, existing Port tenants and the Port will suffer significant decreases in revenues from Wharf operations. A creative solution to this challenging problem must be found, such as measures to improve utilization of existing non-Port parking garages which rarely fill, shuttle buses or motorized cable cars and pedicabs to accommodate people who take public transit or park outside the Wharf, shared parking facilities for uses with different time needs, and parking vouchers for swim clubs and sport fishing patrons.

Provide efficiently planned parking and loading facilities to serve Wharf activities.
The Fisherman’s Wharf Waterfront Acceptable Land Use Table (1,2,3,4)

<table>
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<tr>
<th>Maritime Uses ($)</th>
<th>Open Spaces/Public Access</th>
<th>Residential Uses</th>
<th>Commercial Uses</th>
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Table Notes
1. This table focuses primarily on acceptable long-term uses for the sites described. The Plan also allows other interim uses on Port property, which uses are not identified in this table. See Chapter 3 for a description of interim use policies.
2. Refer to Chapter 3 and Chapter 4 for General Land Use Policies and specific Development Standards which apply to the acceptable uses and sites identified in this table.
3. Definitions of land uses are included in Appendix C, Glossary of Terms.
4. Uses are subject to further review for compliance with the Public Trust, BCDC, and Planning Commission policies, which will vary depending on factors specific to the use proposal such as pier condition, extent of proposed repairs, and/or whether the use is proposed within a National Register historic resource. (See Chapters 3 and 5 for further discussion of waterfront regulations.)
5. The table identifies acceptable maritime and maritime support activities best suited for the sites in this area. However, the Port Commission retains the authority to use Port sites for any maritime uses.
6. Unless otherwise indicated, “E/I” indicates existing general office uses in structures on the pier deck, which are allowed as interim uses pursuant to the interim use policies in Chapter 3.
Link to: Fisherman’s Wharf Waterfront Subarea Map (pg 93)
Development Standards for Mixed Use Opportunity Areas

**Fisherman’s Wharf Mixed Use Opportunity Area**

The Fisherman’s Wharf Mixed Use Opportunity Area includes Pier 49, Pier 47, Pier 45 - east side, Pier 43½, and the Triangle (Seawall Lot 301).

Because most of the Port’s property at Fisherman’s Wharf is already developed, only incremental changes can be expected at the Wharf. Nevertheless, because of the density of the area, the sometimes conflicting needs of the fishing industry and visitors, and the desire to attract local residents to the area, any changes must be carefully managed to ensure that the needs of all the area’s users are met. The challenge is to establish the proper mix of priority fishing and other maritime activities, and compatible visitor-serving and revenue-generating uses that may subsidize Wharf area maritime and public improvements which appeal more to local residents.

This Opportunity Area has been established to ensure that these sometimes competing needs are given special attention and that guidelines to help maintain the balance and quality of uses at the Wharf are in effect.
Fisherman’s Wharf
Mixed Use Opportunity Area

Development Standards

- Provide new meeting spaces, restaurants, retail and equipment storage areas oriented towards the needs of the fishing industry.
- Allow new retail uses that contribute to a better balance between, and quality of, local and visitor-serving goods and services.
- Encourage new Wharf activities such as arts, entertainment, educational, historical and recreational facilities, and places of public assembly (such as festival halls, meeting halls or conference centers) to increase the appeal of Fisherman’s Wharf to local residents.
- Operate and manage activities in the area to ensure compliance with all applicable environmental and water quality laws and regulations. Coordinate compliance efforts to improve water quality with the Fisherman’s Wharf Environmental Quality Advisory Committee.
- Review the design of any development for compatibility with the maritime industrial context of the area and to ensure proper orientation towards the Bay.
- Encourage maritime offices on either a long-term or interim basis, to help support the Wharf’s maritime industries, and to provide an increased flow of patrons for shops and restaurants during the off-season.
- Provide a retail fish market where it would not conflict with the safe and efficient functioning of fish handling operations.
- Provide berths for frequently changing historic, military and other ceremonial vessels to attract local residents as well as visitors, enliven public access and provide revenue to the Port.
- Coordinate new development with improvements to vehicular access and circulation in order to minimize traffic impacts.
- Encourage maximum coordination between merchants, fishing industry and existing garage and parking lot operators, and install better signage to fully utilize existing parking.
- Provide for off-street truck loading space in new commercial developments.
- Provide safe and adequate truck access routes and truck loading space in this congested tourist area to meet the needs of fishing, retail, and other businesses.
- Encourage a museum of fishing industry, maritime and/or Wharf history.
- Preserve Pier 45 according to The Secretary of the Interior’s Standards for Rehabilitation.
Development Standards (cont.)

Fish Alley

- Preserve the existing balance between fishing and commercial uses.
- Preserve the small scale maritime-industrial character of Fish Alley by retaining the older buildings to the extent possible consistent with continuing fishing industry operations, and adapting them to the needs of and use by modern fishing-related businesses. In the event a building cannot be retained, then any replacement buildings must be consistent with the Waterfront Design and Access Element and maritime industrial character of the area.
- In the Fish Alley Area, continue to give priority to fish handling, processing and distribution; restaurants and bars oriented towards the fishing industry, businesses and citizens in the area; chandleries; other businesses serving the fishing industry; and support services for the proposed Hyde Street Harbor.
- Create a direct connection between the Hyde Street Harbor and Fish Alley.
- Operate and manage activities to ensure compliance with all applicable environmental and water quality laws and regulations. Coordinate compliance efforts to improve water quality with the Fisherman's Wharf Environmental Quality Advisory Committee.
Development Standards (cont.)

Pier 45 East Side

- Develop the Fisheries Center if there is a demonstrated demand for it and it is financially feasible.
- Consider water-taxi, shuttle bus service and other means of reducing traffic congestion if the Fisheries Center is developed.
- Allow parking inside the sheds to support the fishing industry, Fisheries Center, or new uses on Pier 45, or to replace parking that could be relocated from other Wharf sites that are more appropriate for open space. Any shed parking should be oriented towards the interior of the Pier, leaving the eastern sides of the sheds for uses that encourage and enhance public access on the east side of the Pier.

Pier 43½ and the Triangle/Seawall Lot 300 and 301

- Work with the Fisherman’s Wharf community, the San Francisco Planning Department, BCDC, Save San Francisco Bay Association, and other interested parties to develop a new public plaza extending to the Bay in the area generally bounded by Jefferson, Powell, and Taylor Streets. This planning process to define the design parameters and implementation of the park should be carried out in the context of updating and resolving BCDC and other planning issues in the Fisherman’s Wharf subarea. These issues include pier repair and maintenance, allowable uses, permanent and interim parking, vehicular circulation and other operational needs of affected businesses, including during the plaza construction period, identification of funding sources for the plaza, and development of a long-term management program (e.g., maintenance, security, event planning) for the plaza.
- With the existing long term lessee, explore the feasibility of allowing some commercial use in exchange for removing or replacing self parking Pier 43½ with a smaller valet parking area to extend open space to the water’s edge.
- Consistent with the Waterfront Design and Access Element, design the plaza and any new retail buildings with “transparent” design to provide views through the building to the Bay.
- Any expansion of building space at Pier 43½ should not block Bay views from the Mason Street view corridor.
- Provide public access on the eastside of Pier 45 and activate the access with retail, museum, Fisheries Center, assembly and entertainment and other uses in Sheds A and C on Pier 45 to attract the public.
- If feasible, incorporate an appropriately sized open space at the southern end of Pier 45, with an accessory retail use oriented to users of the open space.
- Continue historic ship and ceremonial berthing.
## Development Standards for Other Existing Maritime or Maritime Expansion Areas

### Aquatic Park Docks
*(Portion of South End Rowing Club & Dolphin Club)*

- Continue recreational boating and water activities, including aquatic activities, swimming, rowing, running, and other sports.
- Require compliance with all public access requirements imposed either by the City’s Department of Parks and Recreation (which has primary jurisdiction over Aquatic Park) or by BCDC.
- Protect access to the water around the docks for non-members without charge and without time restrictions.
- Encourage additional public access in the area.

### Hyde Street Pier

- Operate the existing pier primarily for a maritime historical park and support functions, including concessions, excursions, related special events and maritime educational programs.
- Use and placement of historic ships should not interfere with the development of the proposed Hyde Street Harbor or other operations of the fishing industry.
- Minimize impacts of exhibits and ships on views of the Golden Gate Bridge.
- Encourage additional free public access in the area.
- Operate and manage the Harbor to ensure compliance with all applicable environmental and water quality laws and regulations.
- Coordinate compliance efforts to improve water quality with the Fisherman’s Wharf Environmental Quality Advisory Committee.

### Hyde Street Harbor

- Complete the Hyde Street Harbor as soon as possible.
- Give priority to support services for the Hyde Street Harbor (when completed) and, as space becomes available, in Fish Alley. Provide gear storage, loading and unloading areas, and short and long-term parking as close to the new berths as possible.
- Operate and manage the Harbor to ensure compliance with all applicable environmental and water quality laws and regulations. Coordinate compliance efforts to improve water quality with the Fisherman’s Wharf Environmental Quality Advisory Committee.
- Allow recreational boats to use the Harbor only during times when the Harbor is not fully utilized by the fishing industry.
- Provide public access where it would not conflict with fishing operations.
- Create a direct connection between the Hyde Street Harbor and Fish Alley.
Development Standards (cont.)

**Inner and Outer Lagoons**
- Without detracting from the historic character of the lagoons, retain and improve berthing for a mix of active fishing, historic Monterey, and other boats to ensure that a variety of boats are available throughout the day so that the public has an opportunity to see the working waterfront close at hand.
- Provide a floating dock for loading and unloading gear and people, particularly for the charter sport fishing businesses.
- Allow an informational kiosk to inform the public about the availability of sport fishing and charter tours at this location, provided that it does not interfere with the flow of pedestrians.
- Operate and manage the Harbor to ensure compliance with all applicable environmental and water quality laws and regulations. Coordinate compliance efforts to improve water quality with the Fisherman’s Wharf Environmental Quality Advisory Committee.

**Pier 45 - West Side**
- Give priority to fish handling businesses.
- Allow a retail fish market or similar business at the south end of Shed B.
- Allow fishing and maritime support facilities, maritime offices, or activities related to the fishing industry at the north end of Shed D which is not accessible to the large trucks required for fish handling operations.
- Pursue the feasibility of a cantilevered truck turnaround at the north end of the Pier to facilitate semi-truck turnarounds.
- Control public access in the active fish unloading area on the westside of the Pier so that it doesn’t interfere with fish handling.
- Operate and manage activities to ensure compliance with all applicable environmental and water quality laws and regulations. Coordinate compliance efforts to improve water quality with the Fisherman’s Wharf Environmental Quality Advisory Committee.

**Piers 41½ through 43½ (waterside)**
- Continue existing, and promote new and expanded, ferry, excursion boat and water-taxi operations, including new berths and landing facilities, if necessary.
- Provide queuing areas for ferry and excursion boat patrons which protect patrons from inclement weather and have the least possible impact on pedestrian circulation.
- Operate and manage activities to ensure compliance with all applicable environmental and water quality laws and regulations. Coordinate compliance efforts to improve water quality with the Fisherman’s Wharf Environmental Quality Advisory Committee.
Development Standards (cont.)

Pier 39 (waterside)
- Continue to use the area primarily for recreational boating and water use, and ferry and excursion boat operations.
- Allow for possible future water-taxi stops to serve waterborne visitors to Pier 39.
- Allow for possible future berths for an ever-changing display of historic or ceremonial ships to draw local residents to the waterfront.
- Operate and manage activities to ensure compliance with all applicable environmental and water quality laws and regulations. Coordinate compliance efforts to improve water quality with the Fisherman’s Wharf Environmental Quality Advisory Committee.

Development Standards for Other Existing or New Open Spaces and Public Access

Pier 43 (Ferry Arch)
- Consistent with the Waterfront Design and Access Element, retain and reuse the historic Pier 43 Ferry Arch.
- Remove the deteriorated portion of Pier 43 that extends into the Bay, north of the Ferry Arch.
- Provide pedestrian connections to neighboring public access areas, while making the Ferry Arch the focal point of the area.
- Allow an accessory retail, amusement and/or visitor-information use to serve the users of the new open space.
- Consider feasibility of accommodating a landing facility for ferries, excursion boats and water-taxis.

Pier 41
- Continue use as a public access pier atop the Pier 39 West Marina breakwater.
- Maintain the fishing platform at the Bay end of Pier 41.

Pier 39 Open Space
(extending from Pier 41 to Pier 35, along The Embarcadero)
- Continue to provide high quality, well-landscaped open space.
- Improve views of the marina and the Bay, where feasible.