



Fisherman's Wharf Forward

Presentation to Port Commission

Presented By Michael Martin

June 10, 2025

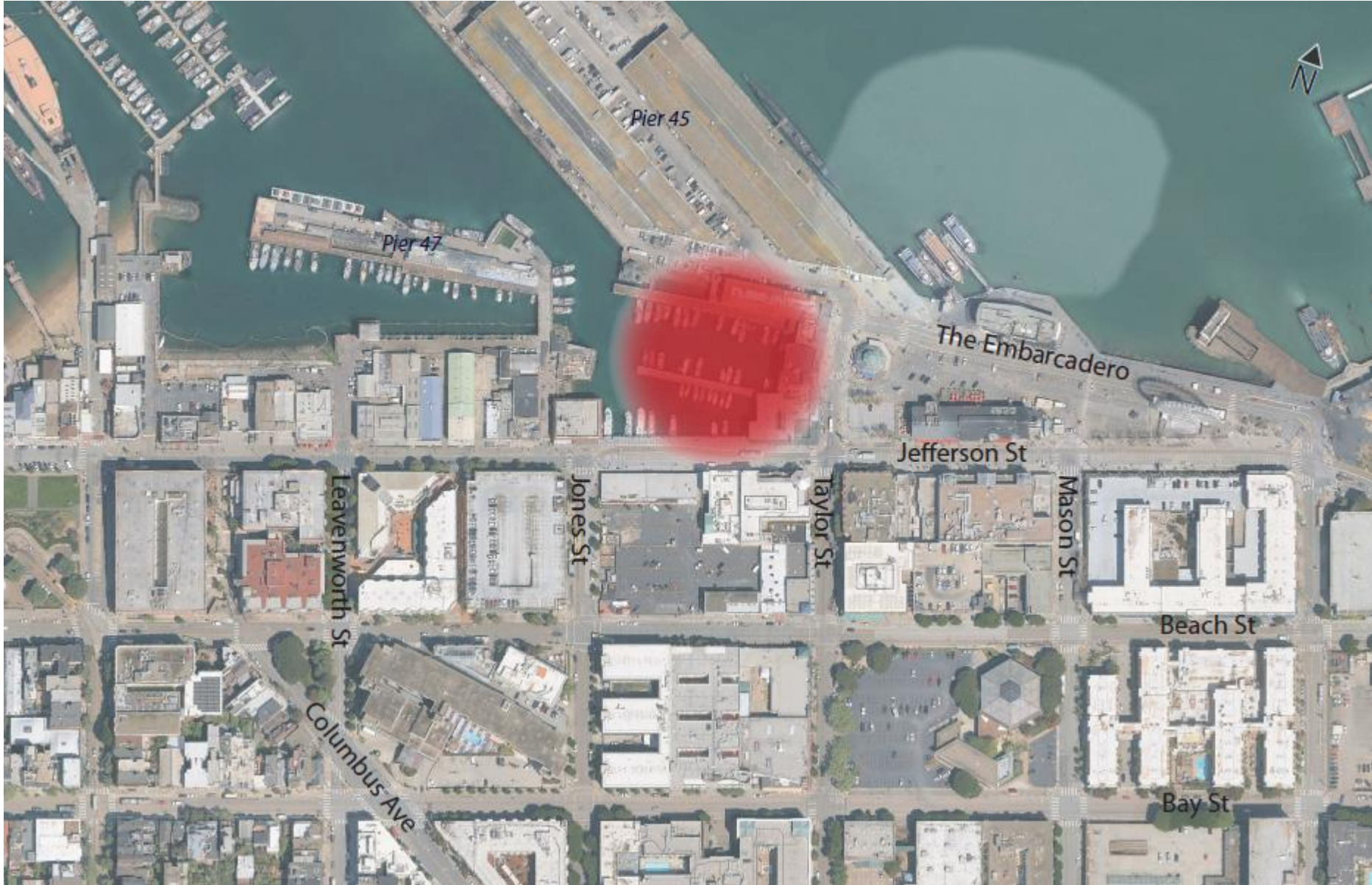


Agenda

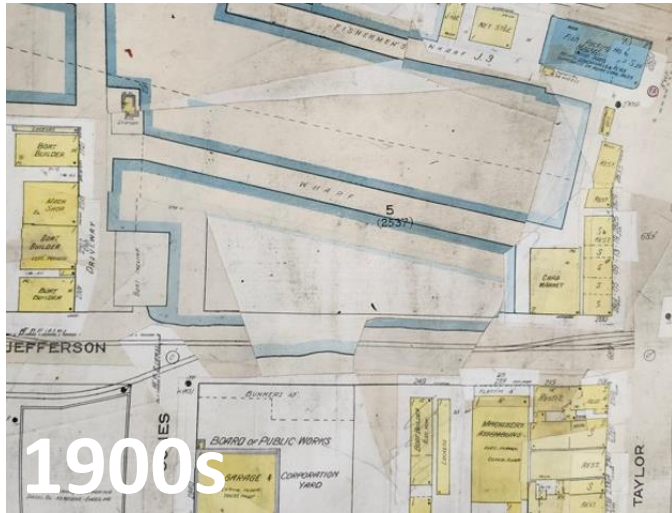
- Site Location
- History of Fisherman's Wharf
- History of the Site
- Fisherman's Wharf Forward
- Community Engagement



Site Location & Setting



Fisherman's Wharf History



Fishing Industry Relocated



Transition to Crab Stands



Full-Service Restaurants



Pier 39 Opens



Jefferson St. and Pier 43 Improvements

Recent Recovery Investments

Over 10 Million Visitors Attracted in 2024



Inner Lagoon and Taylor Street Site

- Limited private investment since the 1970s
- Substructure conditions need major investment to support vertical uses
- New dining trends are inconsistent with existing, vacant buildings
- Extensive market outreach for Alioto's has yielded no feasible tenancy
- Inner lagoon berths could support the fishing industry better
- High earthquake risk



Fisherman's Wharf Forward

Further Waterfront Plan

Wharf Sub-Area Objectives

Enhance &
Protect Fishing

Vibrancy & Uses
for Locals and
Tourists

Activation of the
Public Realm

Connection
& Access

Infrastructure &
Resilience



Fisherman's Wharf Forward

Near-Term Action



PORT

- 1 New Plaza replacing Alioto's
- 2 New Overlook replacing Smokehouse
- 3 Public Realm Lighting of Harbor
- 4 Pop-up Activations

NEW OR REOPENED

PORT TENANT RESTAURANTS

- A Reopen Restaurant
- B Everett & Jones BBQ
- C Chasca Rio






Fisherman's Wharf Forward

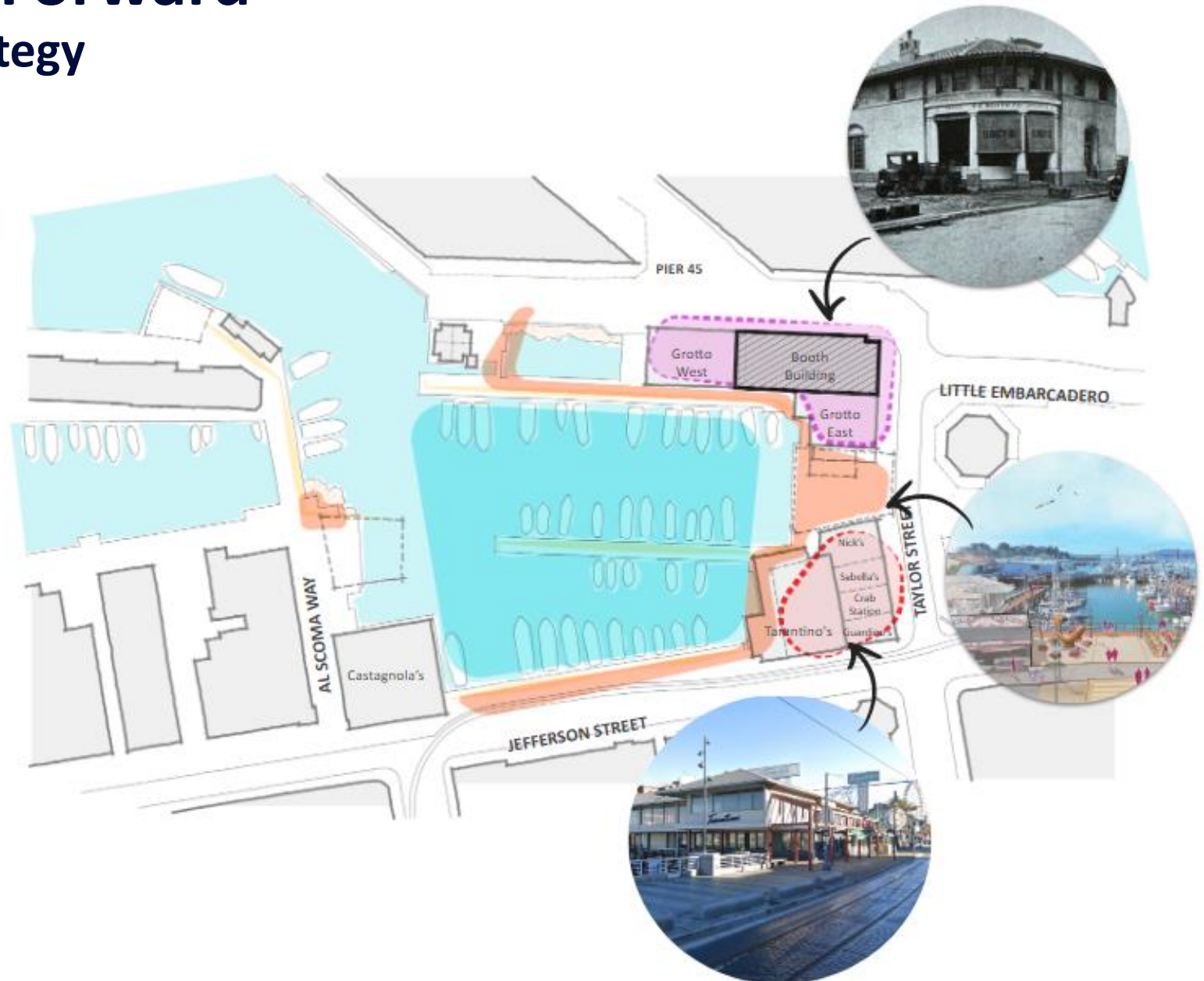
Taylor Street Inner Lagoon Connection



Fisherman's Wharf Forward

Long-Term Conceptual Strategy

-  Assess Feasibility for Adaptive Reuse of Historic Booth Building & Grotto Facilities
-  Historic Booth Building
-  Seismic and Flood Resilient Improvements, Enhanced Plaza + Public Realm including interpretation of history of the Wharf
-  Seismic and Flood Resilient Improvements to support continued Taylor Street Commercial Hub
-  New Reconfigured Harbor to Support and Enhance Fishers



Community Engagement

1. Community engagement on Taylor Street & Inner Lagoon enhancements (Summer 2025)
2. Exploration of historic preservation strategy and resilience improvements for Fisherman's Grotto #9 (Fall 2025 - Summer 2026)
3. Program and Design of shoreline resilience improvements for Taylor and corner of Taylor/Jefferson that would result in enhanced public access areas connected to the Inner Lagoon (Fall 2025 - Summer 2026)
4. Design of enhanced Inner Lagoon float/berthing reconfiguration and improvements (Fall 2025 - Summer 2026)





Thank you

Michael Martin, Assistant Port Director