



# Fisherman's Wharf Forward

Community Outreach Meeting

Presented By David Beaupre and Ming Yeung

July 16, 2025

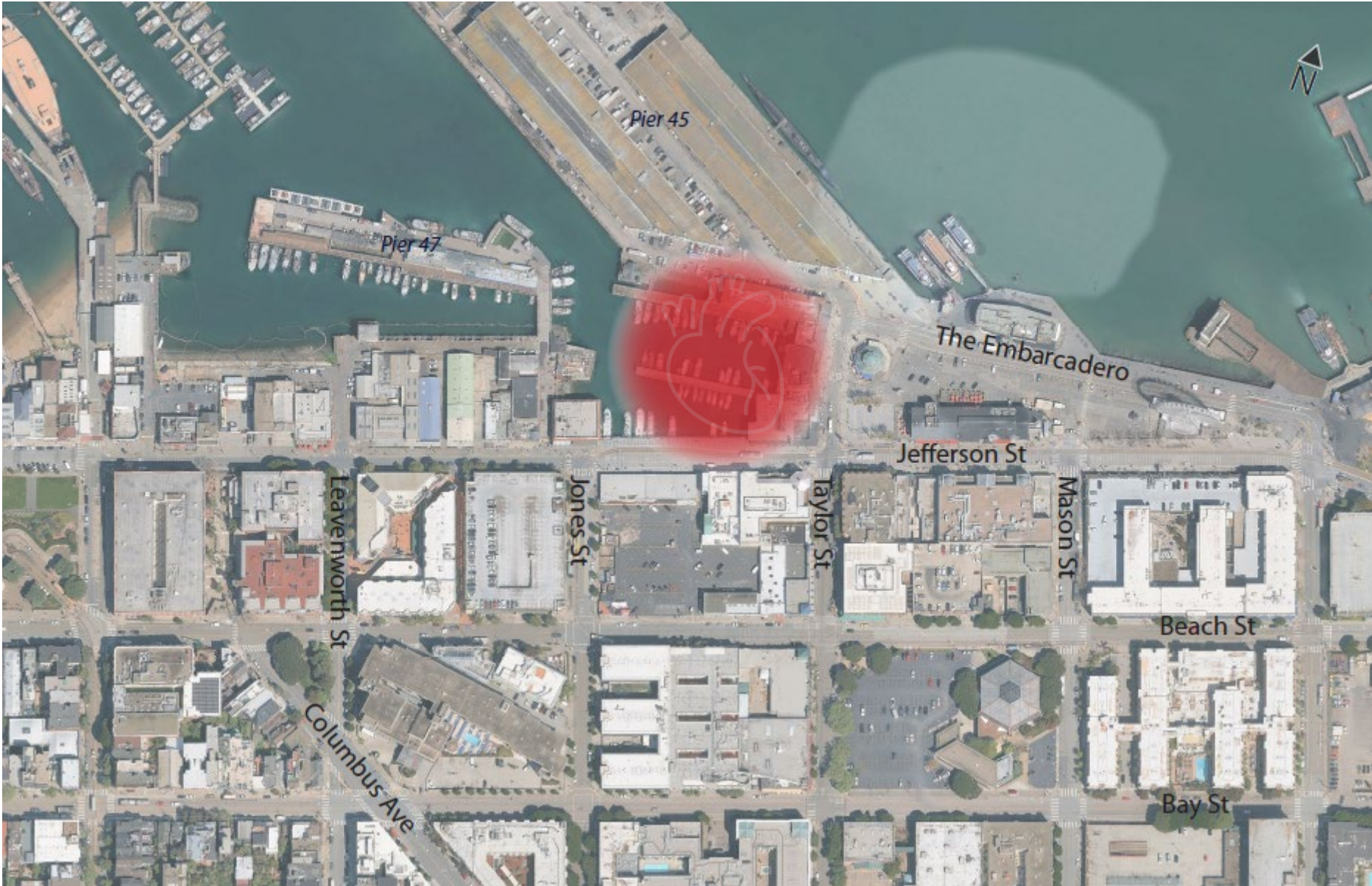


# Agenda

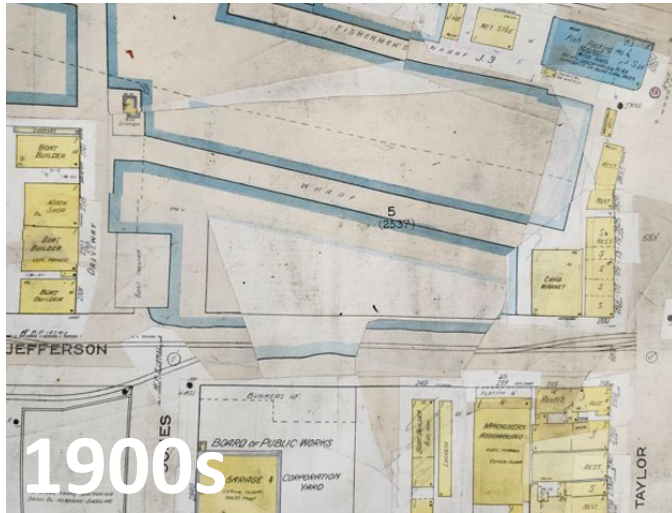
- Site Location
- History of Fisherman's Wharf
- History of the Site
- Fisherman's Wharf Forward
- Community Engagement
- Focus: Near Term Actions
- What We've Heard
- Schedule
- Request for Feedback



# 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

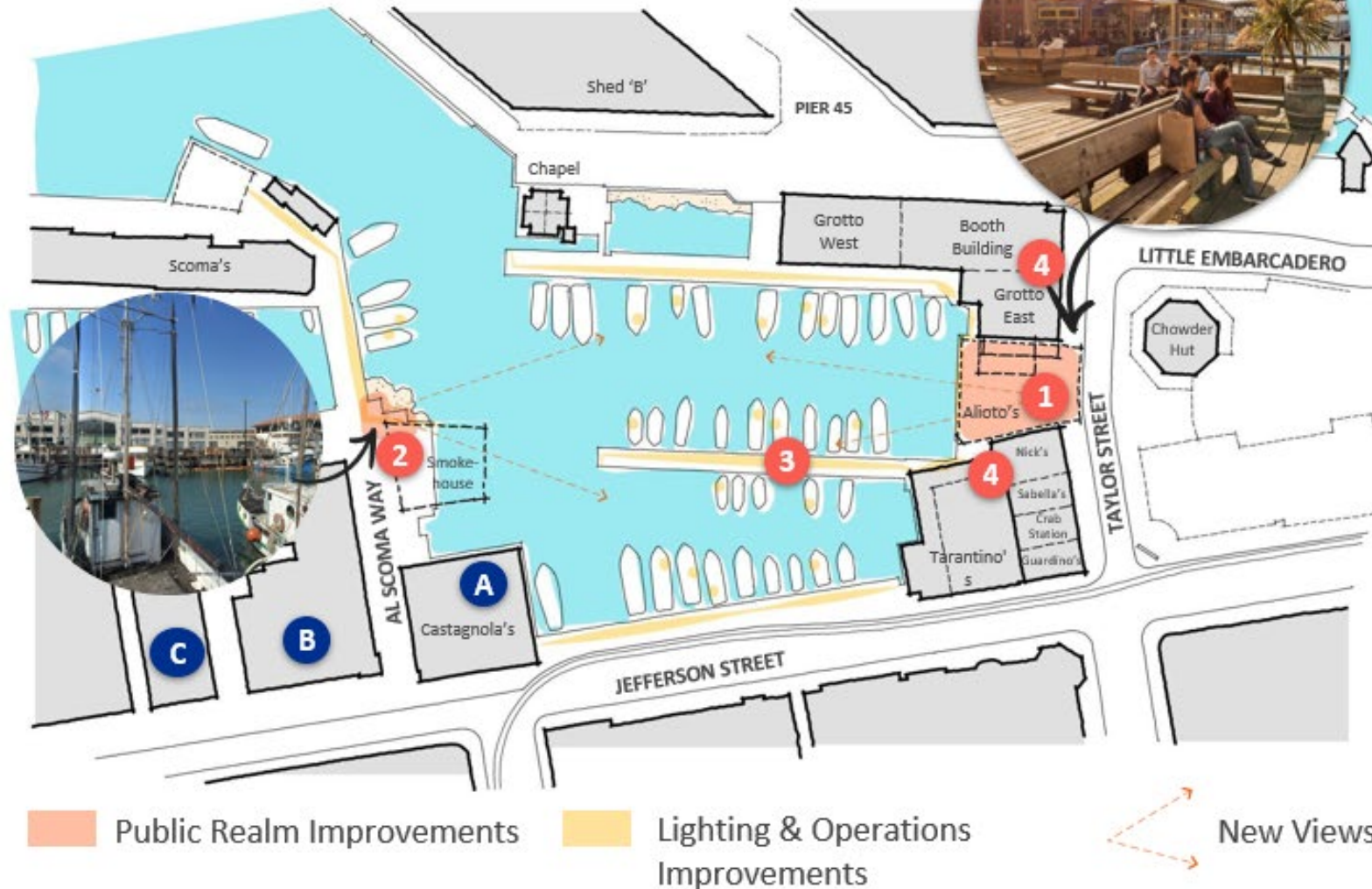
Connection  
& Access

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



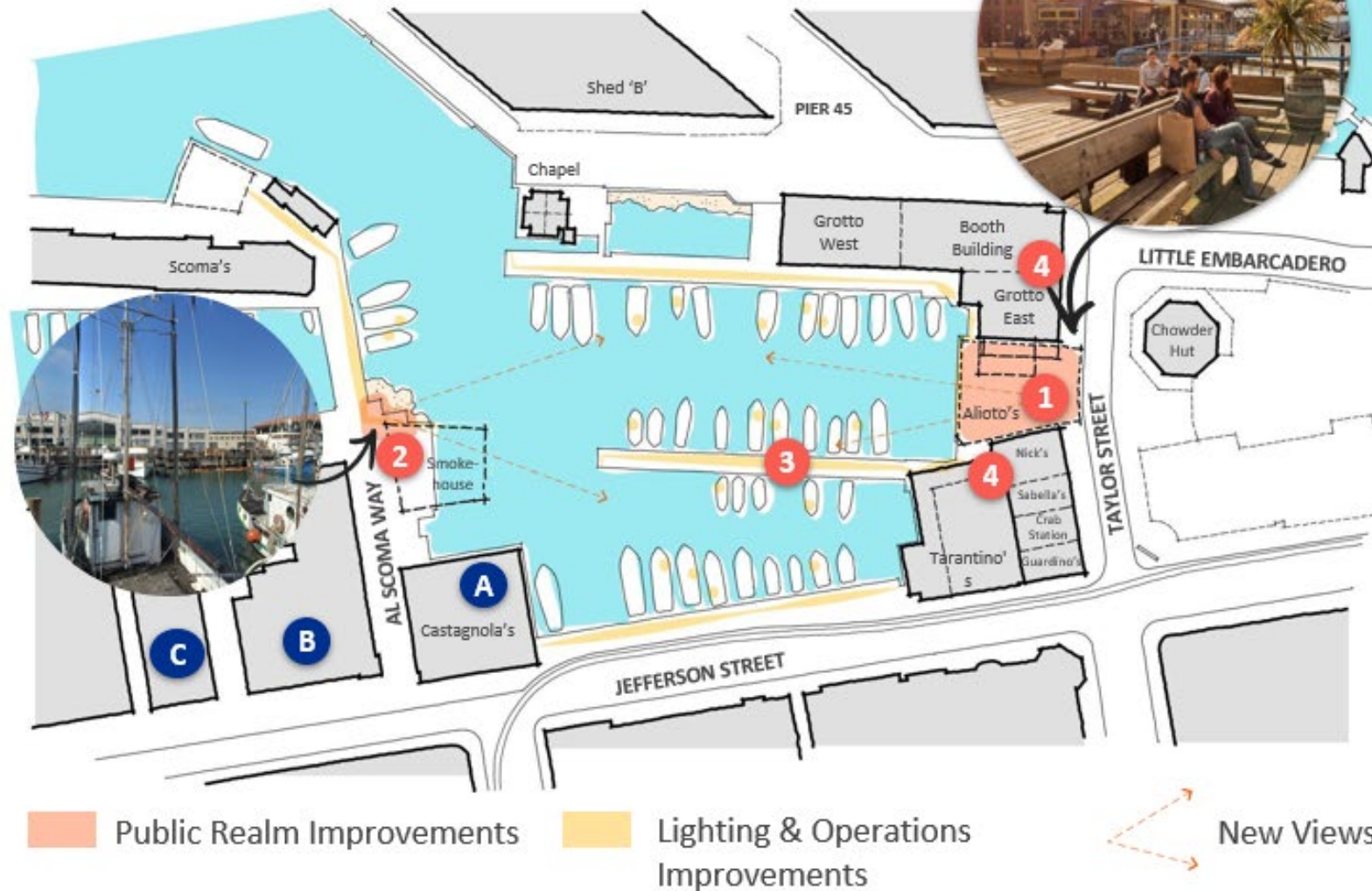
# Community Engagement

1. Community engagement on Near-Term 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)



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# Scale Comparisons

## Pier 45/ Musée Mécanique

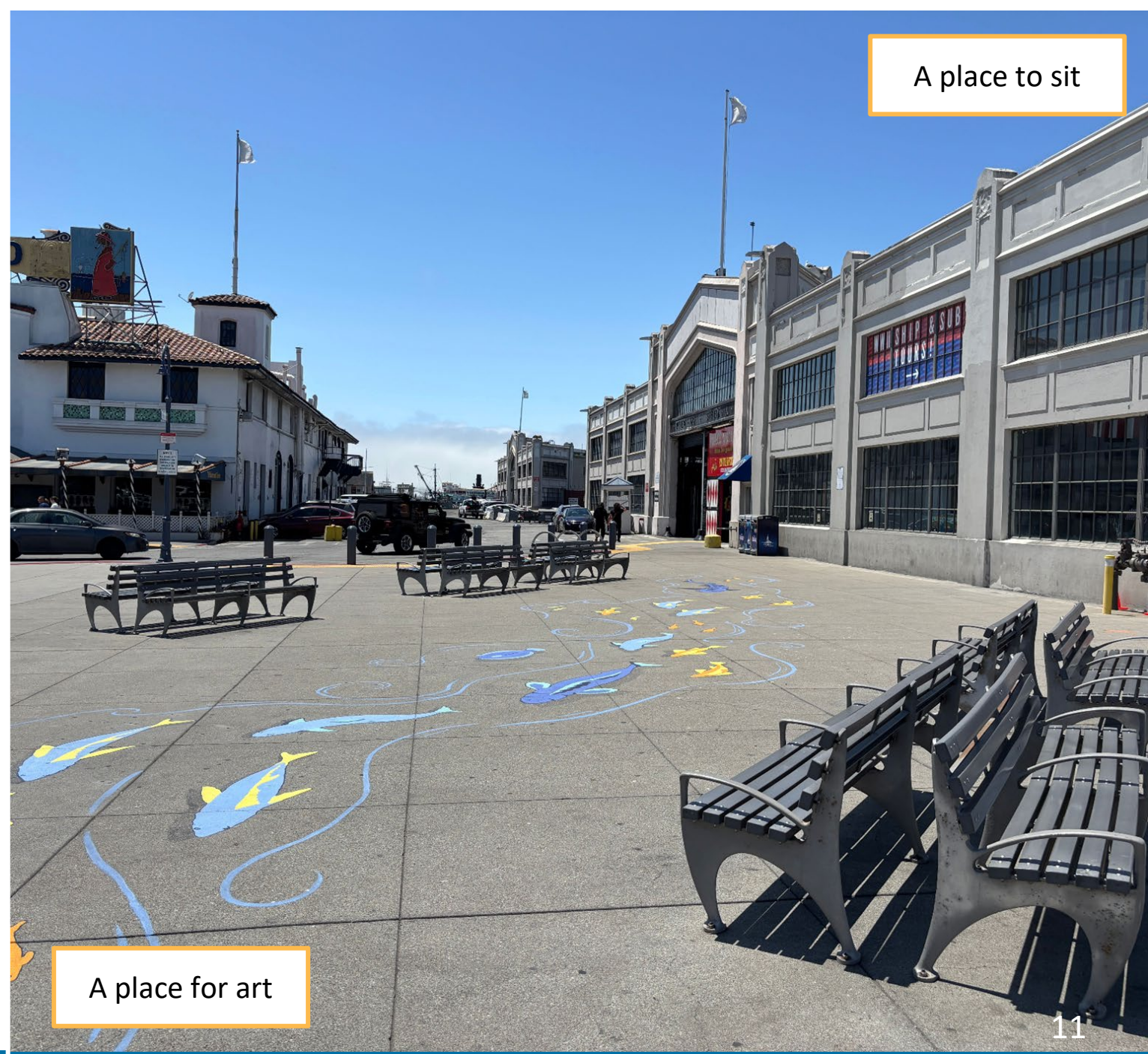


Taylor Street Plaza:

~5,000 sq ft

Pier 45/Musée Mécanique:

~5,000 sq ft

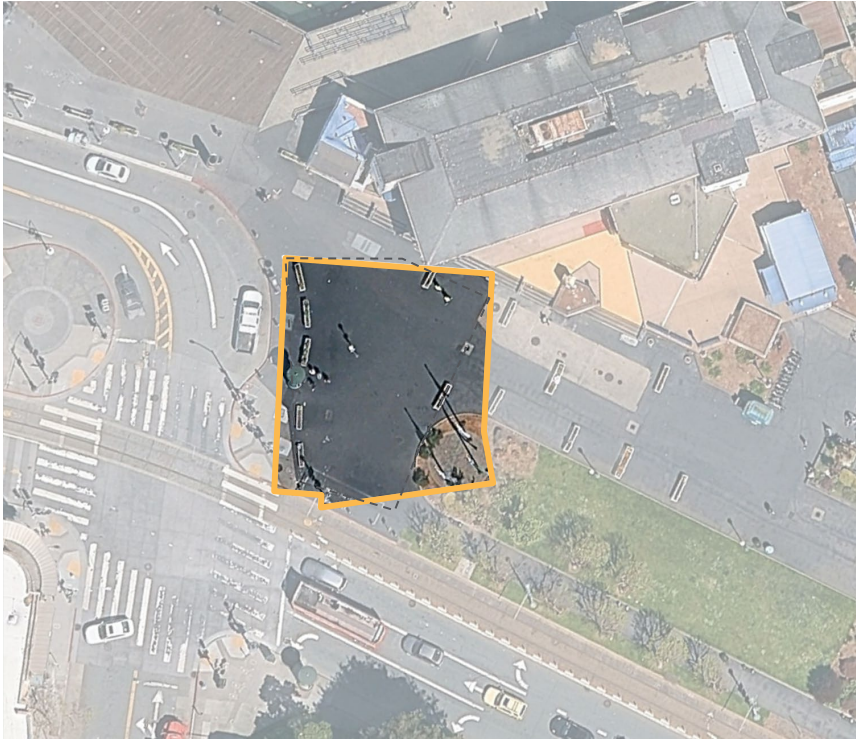


A place to sit

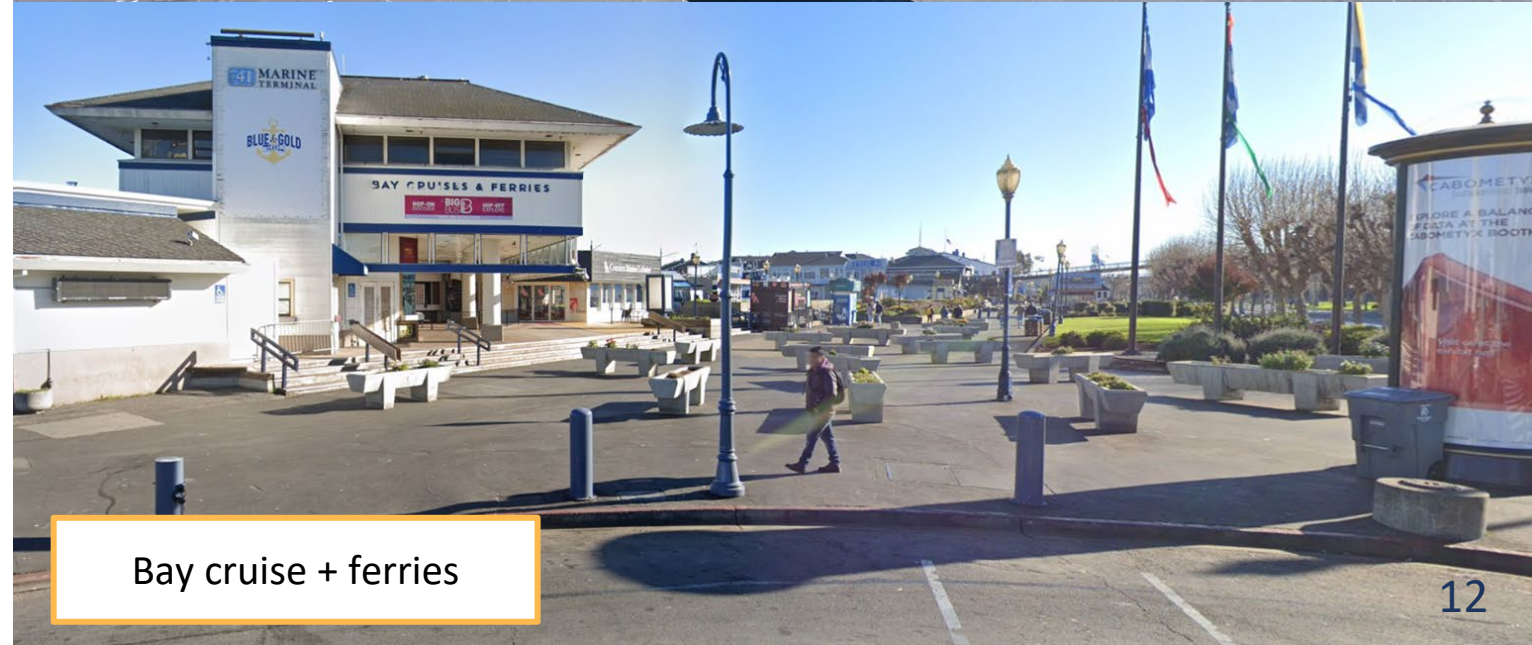
A place for art

# Scale Comparisons

## Pier 41



Planters



Bay cruise + ferries

Taylor Street Plaza:

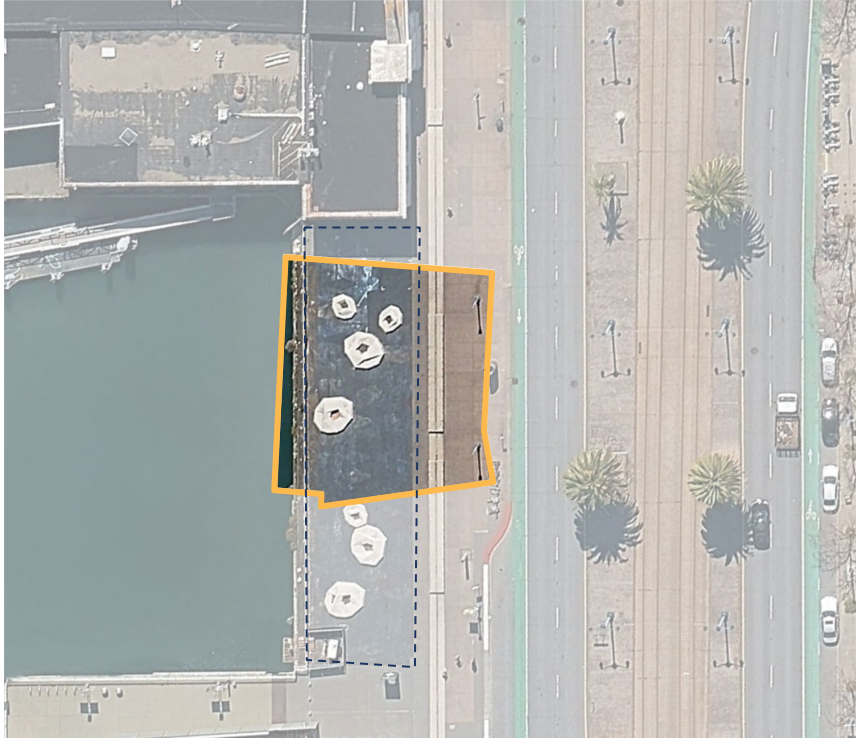
~5,000 sq ft

Pier 41:

~5,000 sq ft

# Scale Comparisons

## Pier 9 Marginal Wharf



Taylor Street Plaza:

~5,000 sq ft

Barnacles Plaza:

~5,820 sq ft



For seating and play

While learning about the Wharf

# Scale Comparisons

## Hayes Valley: Proxy



Taylor Street Plaza:

~5,000 sq ft

Proxy:

~6,400 sq ft



A space that hosts a variety of activities

# What We've Heard – Taylor Street Plaza and Inner Lagoon

## Honor History



Save and incorporate  
historic signage, as  
possible

Include interpretive  
material

Preserve, support and  
showcase historic  
Monterey fishing boats

# What We've Heard – Taylor Street Plaza and Inner Lagoon

## New Public Plaza



Capitalize on views and connections



Consider wind and micro-climate



Consider art, mural or other graphics

# What We've Heard – Taylor Street Plaza and Inner Lagoon

## Space for People and Events



Outdoor dining and seating



Offer cultural events considering local heritage



Connection between fishers and landside commercial operations

# What We've Heard

## Inner Lagoon Operational and Enhancement Considerations



- Keep Monterey fishing boats
- Parking, security and cleanliness are key issues
- Improve access to maintenance facilities serving fishing boats (workshop)
- New ladders for end ties
- New security and ornamental lighting
- Manage lagoon pollution

# Target Schedule - Near-Term Taylor Street and Inner Lagoon Project\*

**July 9:** FWAC presentation and launch of online survey

**Today:** Community outreach meeting, request for feedback

**Through July 31:** Submit comment through online survey

**Sept 3:** FWAC presentation of conceptual design

**Fall:** Port Commission meeting

**Summer/Fall 2025:** Secure regulatory permits

**Fall/Winter 2025:** Start of construction

**Summer 2026:** Opening of new plaza and completion of inner lagoon improvements



\*Timeframes are estimates

# Feedback and Other Ideas?

- Honor History
- New Public Plaza
- Space for People and Events
- Inner Lagoon Operational and Enhancement Considerations

**Fisherman's Wharf Forward Website**  
**Near-Term Actions Survey, through July 31:**

[www.sfport.com/fwforward](http://www.sfport.com/fwforward)



Thank you