



Meeting of the Port Fisherman's Wharf Advisory Committee (FWAC)

November 5, 2025 (9:00 to 11:00 AM)

Virtual Public Meeting via Teams

Meeting Notes

FWAC Attendees

Sarah Bates (Fishers), Co-Chair
Joe Burgard (Excursion Operations)
Taryn Hoppe (Retail)
Darlene Plumtree (Museums), Co-Chair
Sina von Reitzenstein (Pier 39)
Frank Rescino (Charter Fishing)
Mike Rescino (Charter Fishing)
Dante Serafini (Restaurants)

FWAC Members Absent

John Barnett (Crab Boat Owners)
Jenn Brokaw (Swimmers)
Scott Gettner (Pier 39)
Mike LaRocca (Fish Processing)

Announcements and Introductions

1. **FWAC Ground Rules for Meetings**
2. **Approval of Draft Sep 3, 2025, Meeting Notes**
3. **Announcements and Project Updates**
 - a. Fisherman's Wharf Forward (FWF) - Construction schedule and project updates Ming Yeung and Chris Horiuchi, FWF Port Project Team
 - b. Fisherman's Wharf CBD (FWCBD) updates – FWCBD representatives; Amy Cohen, Port Real Estate
 - c. Maritime updates – Dominic Moreno, Port Maritime

4. **Wharf J10 Remediation Update:** Update on the remediation efforts at Wharf J10 and anticipated construction
 5. **Fisherman's Wharf Revitalized:** Update on the project's proposed community outreach process and Phase Zero
 6. **Agenda Setting for Future Meetings**
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Item #1 - FWAC Ground Rules for Meetings

A Port representative provided ground rules and other information to start the meeting. This included the introduction of a rule that limits speakers to two minutes for comments or to ask questions. This is consistent with Port Commission policy for public comment.

Item #2 - Approval of Draft Meeting Notes

July 9, 2025, Meeting Notes were accepted by the FWAC without comment.

Item #3 – Quick Project Updates

A. Fisherman's Wharf Forward (FWF)

Progress continues on the Fisherman's Wharf Forward project, including the Smokehouse demo and the Alioto's demolition and new plaza construction. The Smokehouse overlook is targeted for completion by the end of February 2026, while the Alioto's demo and subsequent plaza construction are expected to be completed by January and June 2026, respectively

The contractor for the Smokehouse area began work in October, completing hazmat abatement and demolition, and nearing completion on pile removal, with the goal of finishing in-water work by the November window close. The public overlook construction is set to begin in January and be completed by the end of February 2026. For the Alioto's site, hazmat abatement and interior work is expected to start next week (mid-October) and last about a month, followed by heavy demolition targeted for completion by the end of January 2026. A separate contract for the new plaza construction is out for advertisement and anticipated to start after demolition, with a target completion of June 2026. During demolition, the walkway along the lagoon by Alioto's and the northern half of Taylor Street will be closed, while the subsequent plaza construction will primarily stage from the former Alioto's sidewalk, keeping Taylor Street mostly open.

An update was provided on the public plaza concept replacing the former Alioto building. The design incorporates a cafe space, outdoor seating, benches overlooking the lagoon, sculptural art, and lighting. A specific proposal for the ground treatment involves sandblasting or using thermoplastic to incorporate a 2:1 scale historic Monterey fishing boat blueprint, flanked by sculptural benches and complemented by interpretive signage to subtly connect the plaza to the area's fishing history.

Next steps for the overall project include:

- **End of 2025:** Ongoing inner lagoon repairs and awarding the plaza construction contract in December.
- **Early 2026:** Completion of Alioto demolition, start of plaza construction, completion of the Smokehouse demolition, and initial outreach for the longer-term Taylor Street project.
- **Summer 2026:** Completion of plaza construction.

Questions/Comments:

- Question: There was a question as to whether there was a plan for the historic items. For example, the sign for Alioto's.
- Answer: All the exterior signs will be taken off and salvaged. There are minimal items remaining left inside. However, the Port is working with the Alioto family with anything they may want to keep.

- Question: Is there a potential name for the Plaza.
- Answer: The Port of San Francisco is currently working on this internally and hasn't landed on a name yet.

- Question: What about the lighting in and around the lagoon
- Answer: A lighting designer is being brought onto the project to ensure the various lighting elements are balanced and cohesive. The execution of the lighting plan is tentatively targeted for completion by next summer, aligning with the plaza construction timeline, but this is subject to slight change as the designer has not yet to be brought onboard.

- Question: There was a question about was the area near the chapel being considered for the lighting project
- Answer: The lighting design consultant for the project will coordinate all lighting aspects, including stall lights, lagoon lights, decorative lights, and walkway lighting. The project team is open to coordinating with the Fisherman's Wharf Community Benefit District (FWCBD) and the Chapel Board members to incorporate their ideas and ensure alignment with the overall lighting plan.

- Comment: There was a comment that the plaza should be named Alioto Plaza

- Question: Does this work cover the Plaza east of Pier 39
- Answer: That area is not within the scope of this project.

B. Fisherman's Wharf Community Business District (FWCBD) Update

The Building 180 team has begun installing a shark sculpture as part of the Big Art Loop project, with completion expected by Friday. To celebrate the launch of the Port side of the Big Art

Loop—stretching from Fisherman’s Wharf to Heron’s Head Park—the public is invited to an event taking place tomorrow. In addition, a weekly pop-up fish market is scheduled to begin in late November or early December, likely at the Crab Wheel Plaza, which now has confirmed power access for a crab cooker. The market will highlight fresh local catches such as black cod, halibut, rockfish, albacore, and smoked trout.

To support local businesses during the winter season, the Wharf is planning several holiday activations. Two holiday markets—focused on local makers and gift items—are tentatively slated for November 29th and December 13th. Seasonal decorations are underway, including next week’s annual crab wheel lighting and the replacement of flower baskets along Jefferson Street with artificial ones adorned with red bows. The FWCBD will also host a rotating series of indoor winter events every other week, such as trivia nights, poetry readings, and art workshops in local restaurants.

The City’s Office of Economic & Workforce Development (OEWD) and the FWCBD are working together to establish Entertainment Zones at Fisherman’s Wharf. These designated areas will allow licensed businesses to sell alcoholic beverages to-go for consumption in outdoor common spaces during events. The aim is to boost revenue for hospitality and retail businesses, increase neighborhood vibrancy, and attract more visitors—building on the success of existing zones elsewhere in the city, which have drawn large crowds and significantly increased sales. Creating an Entertainment Zone involves coordination with city agencies and stakeholders, legislation passed by the Board of Supervisors, detailed management and security planning, business participation requirements, and event logistics.

The FWCBD is proposing three activation areas for its Entertainment Zones: Jefferson Street between Powell and Hyde, the Beach Street/Ghirardelli Square area, and Crab Wheel Plaza with the Wharf Promenade. Planned programming includes the revival of Wharf Fest, a Pier Party, concerts, Cars & Coffee gatherings, bar crawls, wine walks, cultural events, and retail showcases, with plans for two to three events per month rotating among the zones. Work completed so far includes mapping, planning, stakeholder meetings, and draft legislation and management plans. Next steps include finalizing the management and security plans, continuing community engagement, and hosting an Entertainment Zone forum, with a target launch of spring 2026.

Questions/Comments:

- Question: Could you still do events where multiple zones pair together and do the boundaries line up so that it could be one continuous experience?
- Answer: OEWD, SFPD, and Supervisor Sauter’s office encouraged the Fisherman’s Wharf team to “go big,” be inclusive, and then scale up gradually. As a result, the CBD is planning small pilot events across different areas to learn what works and expand over time.

Pier 39 already operates a successful entertainment zone, and Fisherman’s Wharf’s proposed zone would be the first in the city to border an existing zone. This creates an

opportunity to eventually pilot larger, connected events that could flow between the two zones.

To do this, Fisherman's Wharf and Pier 39 would need to coordinate closely so that operations, responsibilities, and event management align across both zones.

- Question: There was a question if the Taylor street restaurants were going to be included in the crab and fish sale pop up?
- Answer: Taylor Street will gain patrons from being pointed in the direction of beverage sales.
- Comment: For the crab to have a place to be cooked, it will bring a good amount business to the Charter boat fleet, and it will increase outdoor activities in the area while people are waiting for their crab to be cooked.

C. Maritime Update

There was an announcement that fleet is starting to work on their gear in preparation for the upcoming Commercial Crab season. Sport crab fishing opened in November. The Historic Monument Dixie Sunk due to a PG&E power outage. The Coast Guard and Port are actively working to salvage the vessel yet have run into difficulties due to the weather conditions. There is going to be a change in the Harbor Master (Gabriel Mikulich). The current Harbor Master will assist with the incoming transition. The other current wharfinger (Wendy McArthur) will remain at the Hyde Street Harbor office.

Questions/Comments:

- Comment: Several representatives from the Fisherman's Wharf fishing community gave thanks, and thoughts of appreciation for the outgoing Harbor Master, Gabriel Mikulich.

Item #4 - Wharf J10 Remediation Update:

A renewable diesel leak was discovered in 2020 at the Hyde Street fuel dock, where a damaged underground pipeline behind Capurro's restaurant caused fuel to seep into the Bay. Since then, the Port, working with the Water Board and BCDC, has conducted extensive investigation and containment, including deploying booms, sampling soil and groundwater, shutting down the fuel dock, pressure testing the pipeline, and removing more than 6,000 gallons of oily water from the groundwater surface. Studies confirmed widespread contamination in soil and groundwater, particularly near the broken pipeline, and a Water Board-approved Remedial Action Plan now calls for excavating roughly 1,500 cubic yards of contaminated soil to a depth of about 12 feet, disposing of it at a landfill, and backfilling the area with clean cement slurry. Work will begin this month and is expected to take about two months, during which the parking lot behind Capurro's will be closed. Construction will occur on weekdays with air and noise monitoring, dust control, safe truck coordination, and pedestrian safety measures. After excavation, new shoreline monitoring wells will be installed, and long-term groundwater monitoring and booming will continue as needed. The project, a joint effort between the Port and the fuel dock tenant,

aims to eliminate the remaining diesel source, protect the Bay, and ultimately allow restoration of the fuel dock’s operations.

Questions/Comments:

- Question: Who is paying for the work to be done?
- Answer: Pilot Thomas, the Fuel Dock tenant

- Question: Is there a projected time when the fuel dock will return?
- Answer: The current goal is to have the fuel dock in 2026, however items such as permitting and new lease agreements may delay this process.

Item #5 - Fisherman’s Wharf Revitalized

The development team will soon send out email invitations for two upcoming meetings, one virtual and one hybrid in-person—to present updated plans for the Triangle Lot. These presentations will revisit materials first shared at the recent Port Commission meeting and will include both the long-term vision for the site and a proposed “Phase Zero” beverage garden located west of the SkyStar wheel, within the adjacent portion of the surface parking lot. The purpose of the meetings is to share information, gather additional feedback, and continue shaping the project based on community input.

The team emphasized that these sessions will not cover the Pier 45 component of the project. Engagement with fishers, crabbers, processors, wholesalers, and other Pier 45 tenants is still underway, and the developer wants to complete that detailed outreach before presenting any updated plans. A separate round of communications and meetings will follow once that work is complete. Attendees were encouraged to watch their email for meetings, likely the week of November 17 or December 1, but not during Thanksgiving week—and to reach out if they would like a dedicated presentation for their organization or a one-on-one meeting. The developer noted that community feedback has already significantly shaped the Triangle Lot plans and encouraged continued participation.

Questions/Comments:

- Question: It was asked that a community meeting be arranged
- Answer: An in-person/virtual option meeting can be arranged

Item #6 - Agenda Setting for Future Meetings

The next FWAC meeting will be held on January 7, 2026.

The meeting was adjourned at 10:07 AM