



Fisherman's Wharf Forward

Community Meeting 1
April 30, 2026



COWI
SURFACEDESIGN INC

RJSD



LAND ACKNOWLEDGEMENT

The Port of San Francisco acknowledges that we are on the **unceded ancestral homeland of the Ramaytush Ohlone** who are the original inhabitants of the San Francisco Peninsula.

As the indigenous stewards of this land and in accordance with their traditions, the Ramaytush Ohlone have never ceded, lost nor forgotten their responsibilities as the **caretakers of this place**, as well as for all peoples who reside in their traditional territory.

As guests, we recognize that we benefit from living and working on their traditional homeland.

We wish to **pay our respects** by acknowledging the Ancestors, Elders and Relatives of the Ramaytush Community and by **affirming their sovereign rights as First Peoples**.

Agenda

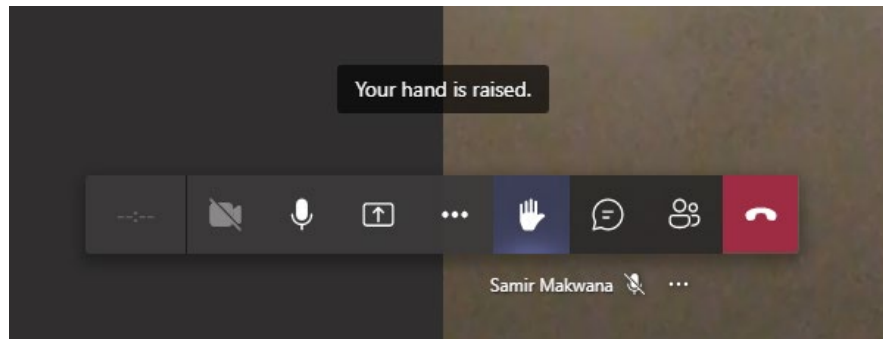
Length of meeting including Questions and Comments: 90 minutes

1. Land Acknowledgement, Agenda & Meeting Ground Rules – (2 min.)
2. Port of SF Executive Director Introduction – (5 min.)
3. Project Introduction – (15 min.)
 - Planning and Project Goals
 - Outreach & Engagement
4. Questions and Comments #1 – (20 min.)
5. Existing Conditions and Opportunities – (20 min.)
6. Questions and Comments #2 – (20 min.)
7. Next Steps – (5 min.)

Meeting Ground Rules

Participating Virtually and In-Person

- Please come up to the microphones to make in-person comments
- Keep microphones or phones muted until you are ready to speak
- Be mindful of noise near in-person microphones
- Leave questions in the chat, or click on "Raise" hand icon
- Staff will call on individuals who have raised hands in order of hands raised
- Comments in the room will be taken first





Executive Director Remarks



Project & Team Introduction

Waterfront Resilience Program Draft Plan

Waterfront-wide
stormwater management
adaptations related to
coastal flood defenses

Floodproof
piers and select
buildings

Raise and rebuild
wharves and Ferry
Plaza and BART
protection

Raise the shoreline
with seismically
resilient structures

Incorporate nature
based features,
such as creek
enhancements

Port buildings to be
moved or elevated

FISHERMAN'S WHARF
(REACH 1)

EMBARCADERO
(REACH 2)

SOUTH BEACH/MISSION BAY
(REACH 3)

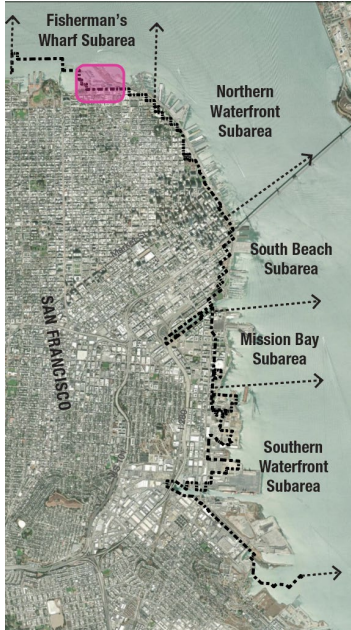
ISLAIS CREEK/BAYVIEW
(REACH 4)



US Army Corps
of Engineers



Site Location and Setting



Fisherman's Wharf Forward

Current and Next Project Phases



Current Phase

- Plaza opening Summer 2026
- New public spaces, food and beverage tenant, and operational improvements to harbor



Next Phase

- 2026-2030+
- Infrastructure and resilience improvements providing new public spaces and economic opportunities

Project Consultant Team

Lead Consultant

COWI / RJSD* Joint Venture

Architecture and Urban Design

Surfacedesign*

Page and Turnbull

Robin Chiang*

Engineering

COWI

RJSD*

MHC*

ACG*

Telamon*

Woolpert

Dabri*

Environmental team

ESA

AEW*

LCW Consulting

Prevision Design*

Advant Consulting*

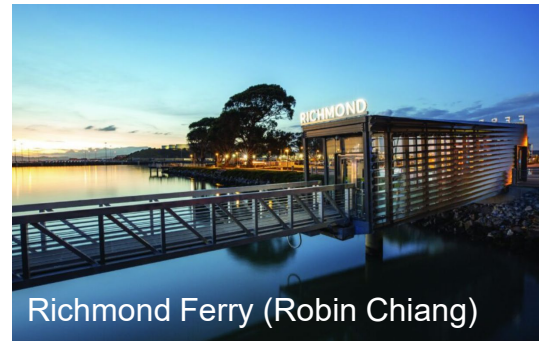
Natalie Macris*

Forget Me Not History*

Local team

All key staff based in Bay Area

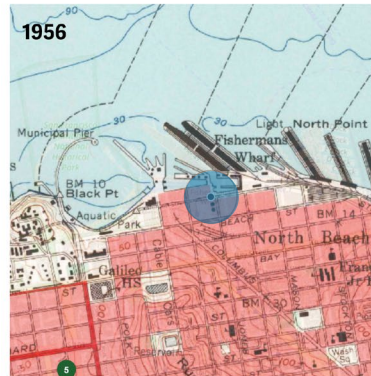
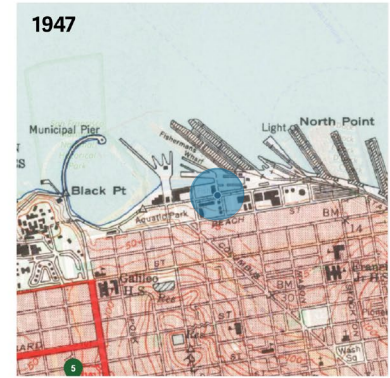
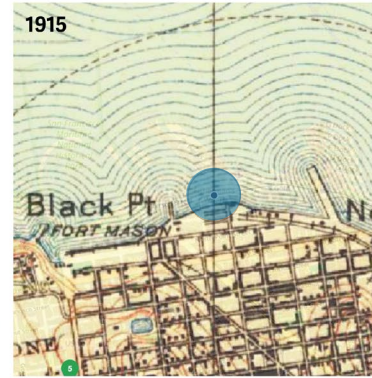
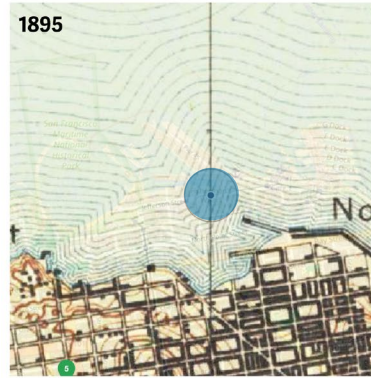
* Certified San Francisco Local Business Enterprise



Fisherman's Wharf History

An Evolution of the Shoreline

- Historic Evolution of the shoreline
- Both the shape and the function of the coastline has evolved over the last 150 years.
- The current site of Fisherman's Wharf was underwater in 1900.



Fisherman's Wharf History



Fishing Industry Relocated



Transition to Crab Stands



Full-Service Restaurants



Pier 39 Opens



F-Line, Jefferson St and Pier 43 Projects



Little Embarcadero Improvements

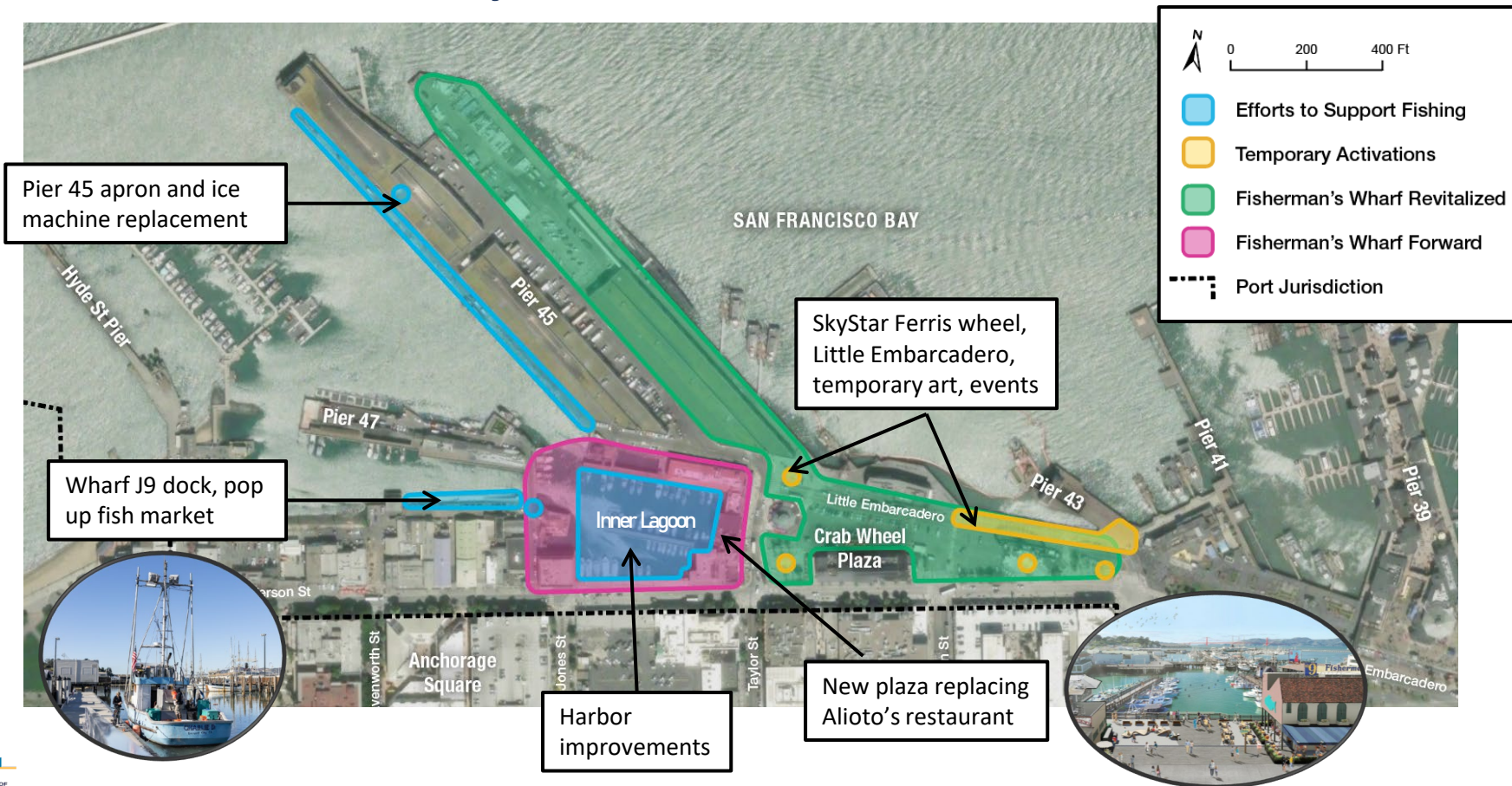
Inner Lagoon and Taylor Street

Contemporary Issues

- Limited private investment since the 1970s
- Substructure conditions need major investment to support vertical uses
- New dining trends are inconsistent with existing, vacant buildings
- Inner lagoon berths could support the fishing industry better

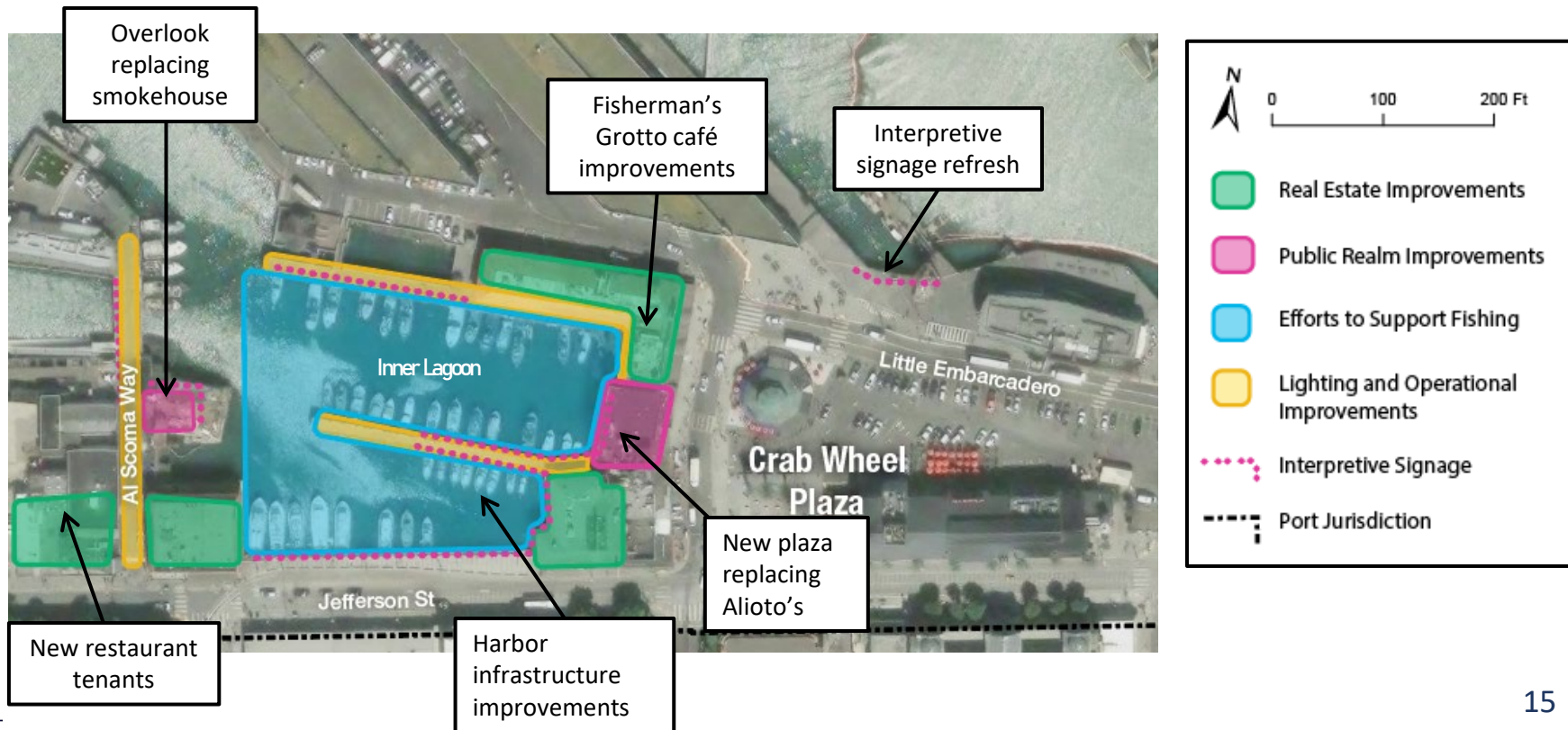


Fisherman's Wharf Project Context



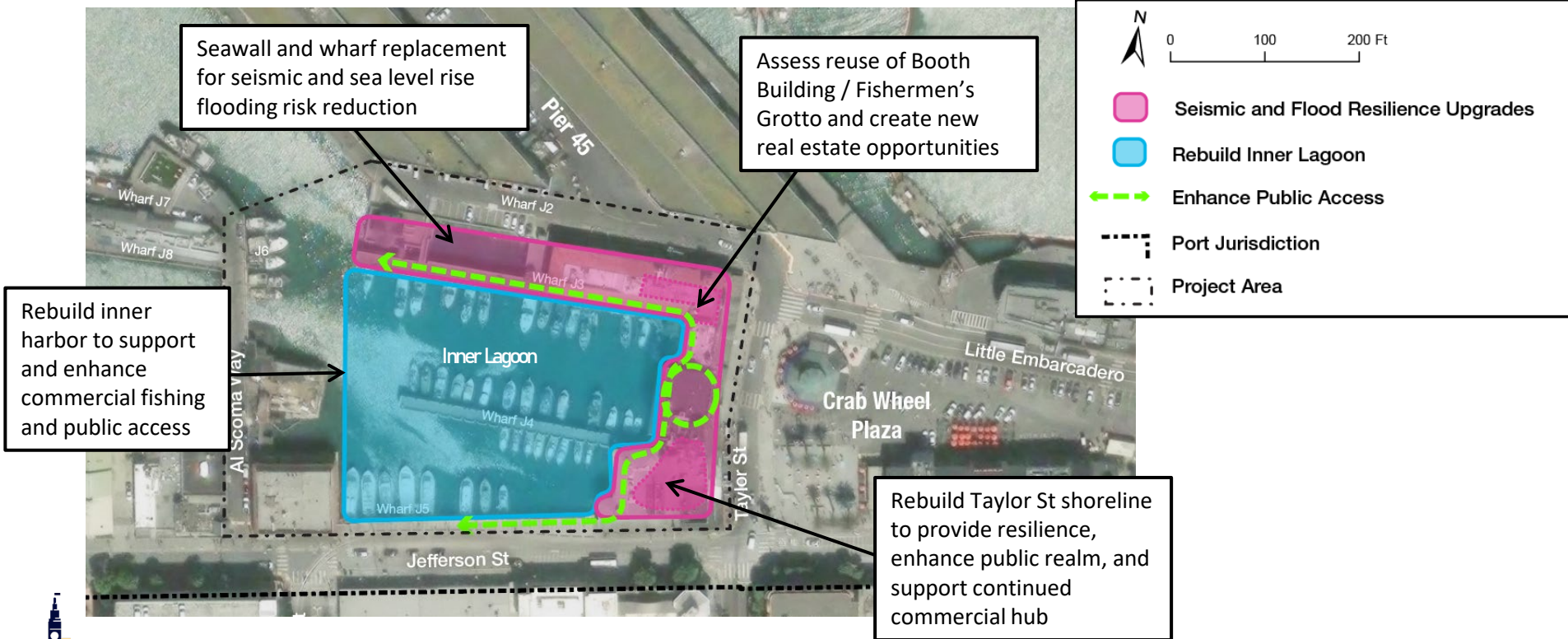
Fisherman's Wharf Forward

Current and Ongoing Improvements (2026)



Fisherman's Wharf Forward

Next Improvements (2026 – 2030+)





Existing Policies, Planning and Project Goals

Project Alignment with Existing Port Policy



- Maritime Port
- Diversity of Activities and People
- Public Access and Open Space
- Urban Design and Historic Preservation
- Financially Strong Port
- Transportation and Mobility
- Environmentally Sustainable Port
- Resilient Port
- Partnering for Success



- Exceptional Service
- Economic Growth
- Evolve
- Resilience
- Sustainability
- Equity
- Public Collaboration



- Seismic resilience
- Disaster response and recovery
- Sea level rise adaptation
- Economic stability
- Utilities and transportation

Waterfront Plan

Fisherman's 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

Project Goals

Fisherman's Wharf Forward will transform Taylor Street and the Inner Lagoon into a thriving and resilient waterfront that:

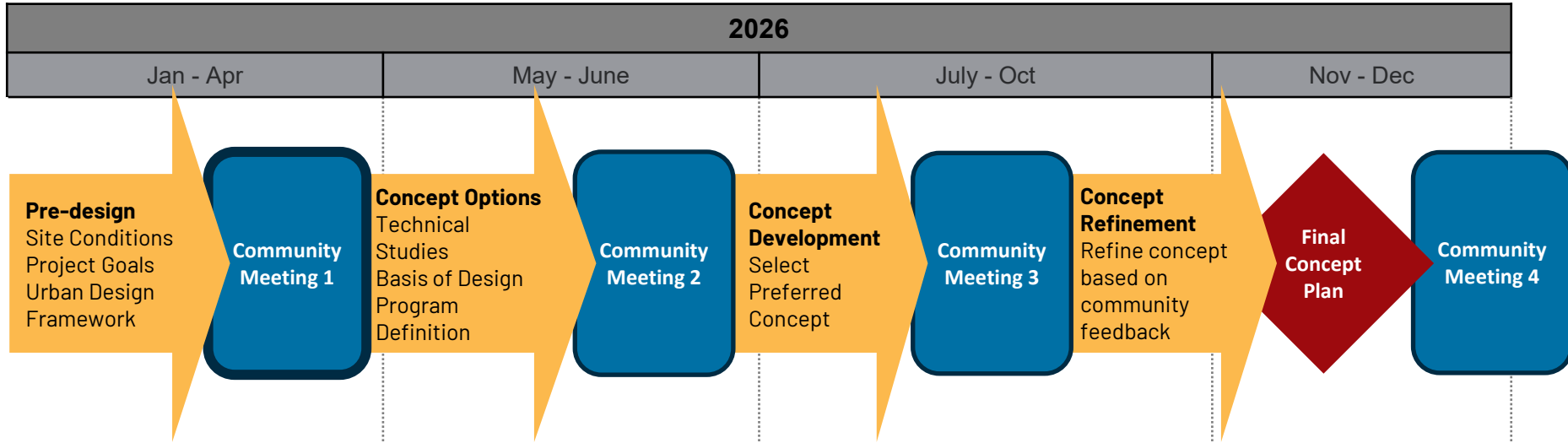
- maintains an authentic and vibrant place
- supports the working waterfront
- restores economic vitality
- improves public realm and access
- creates earthquake-safe and flood-resilient infrastructure



Outreach & Engagement

Concept Design Process

Community Engagement and Timeline



Outreach & Engagement

Community Process to Date

Ongoing

- Fisherman's Wharf Advisory Committee (bimonthly)

Near-Term Project

- Port Commission presentation
- Community meeting at Pier 1
- Waterside tenant meeting at Crab Hall
- Maritime Commerce Advisory Committee
- Surveys (Port and FWCBD visitor surveys)
- Stakeholder Interviews

Next Project

- Stakeholder Interviews
- Project launch / Community Meeting at Pier 1
- Online Survey



Outreach & Engagement

What we've heard so far

Authenticity and identity
of the historic and current
fishing and maritime uses

Safety and security
through cleanliness and
maintenance

The time has come to
adapt and move
forward quickly

Everyday uses for
locals and visitors
food, seating areas, and
places for relaxation

Programming and entertainment
particularly food, music, interactive,
and family-friendly activities

Improve transportation access
public transit, pedestrian
wayfinding, parking

Evolution and revitalization
of old buildings
for modern economics and
taste

Improve views and access
to the waterfront

More **green spaces**
and **environmentally**
friendly approaches

Public spaces
for viewing, seating, and
outdoor dining

Q&A

Does our foundation seem right? Did we miss anything?

Waterfront Plan

- Enhance & Protect Fishing
- Vibrancy & Uses for Locals and Tourists
- Activation of the Public Realm
- Connection & Access
- Infrastructure & Resilience

Strategic Plan

- Exceptional Service
- Economic Growth
- Evolve
- Sustainability
- Equity
- Public Collaboration

Waterfront Resilience Program

- Seismic resilience
- Disaster response and recovery
- Sea level rise adaptation

What we have heard

- Authenticity and identity
- Safety and security
- Adapt and move forward quickly
- Everyday uses for locals and visitors
- Improve transportation access
- Evolution and revitalization of old buildings
- Public spaces
- Environmentally friendly
- Improve views and access

Please take the survey here:

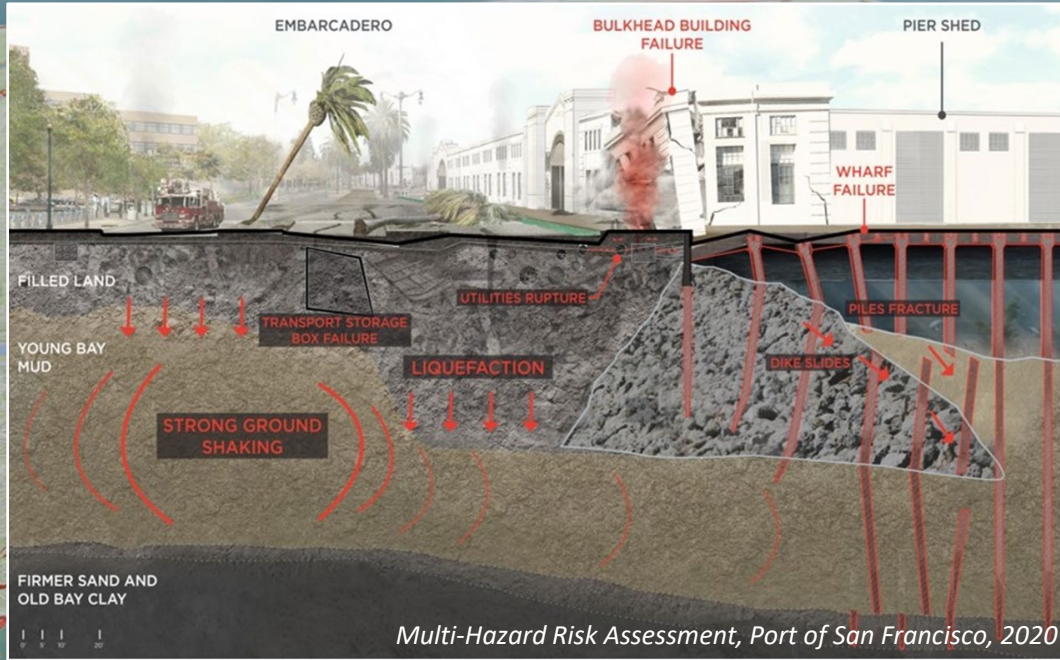




Existing Conditions

The Dual Risks of Earthquake and Sea Level Rise Cannot Be Ignored

The 100-year-old historic seawall must be replaced

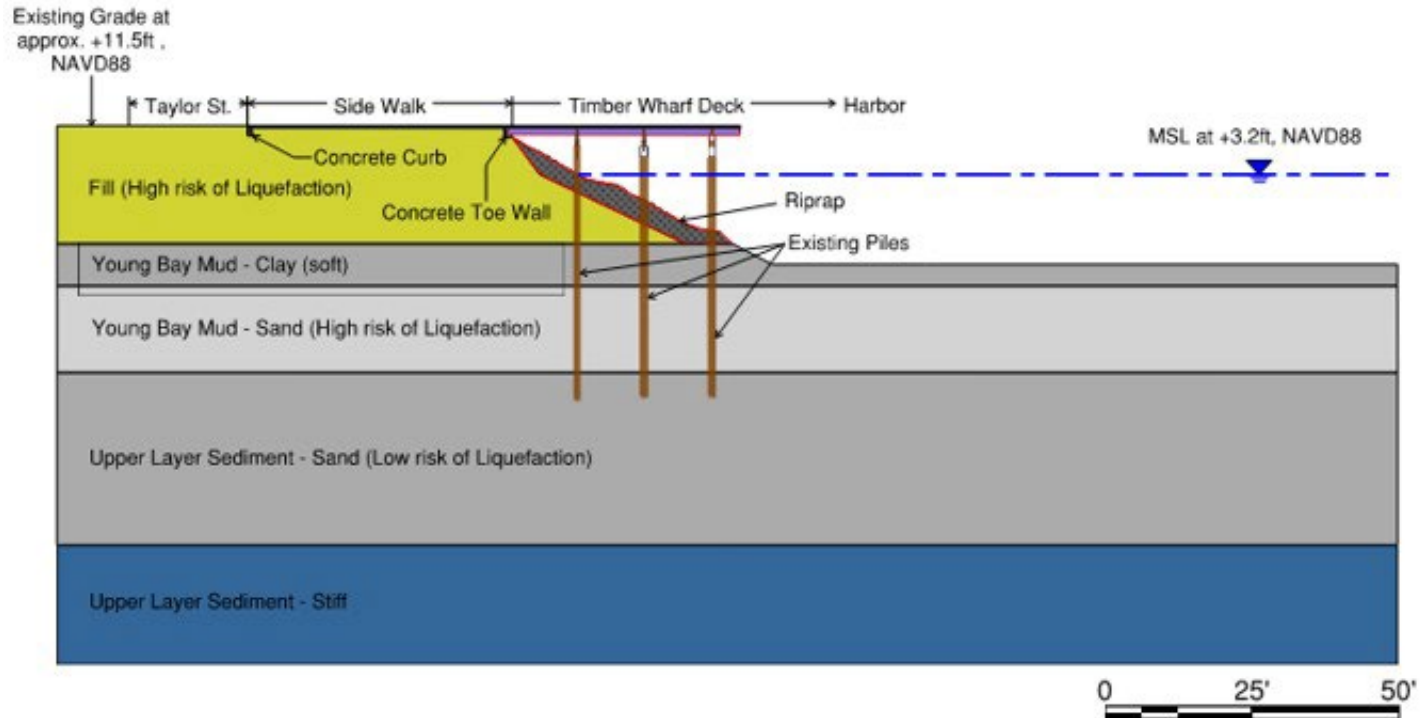


Up to **40,000** people could be at risk on Port property if an earthquake occurs during the day

Seismic Risk

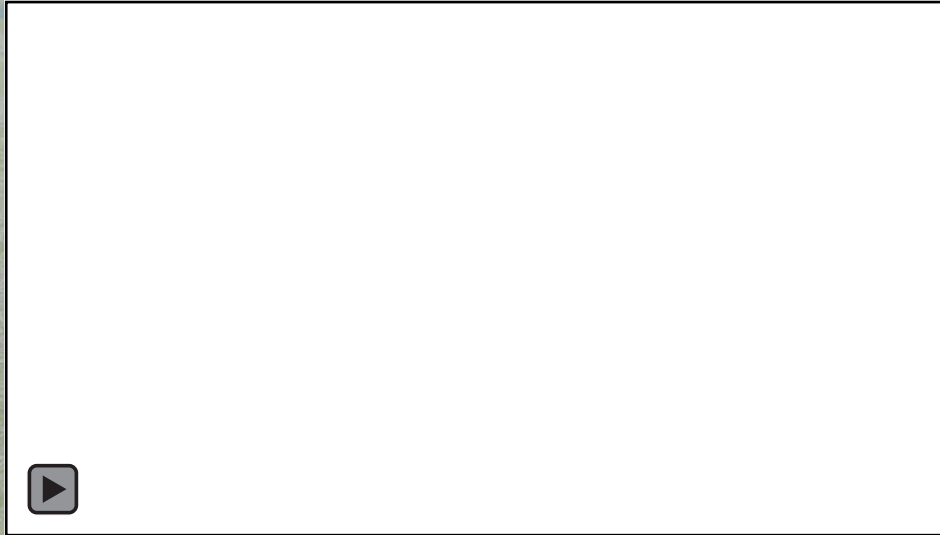
Existing Taylor Street Seawall Construction

Idealized Site Condition (J1)



The Dual Risks of Earthquake and Sea Level Rise Cannot Be Ignored

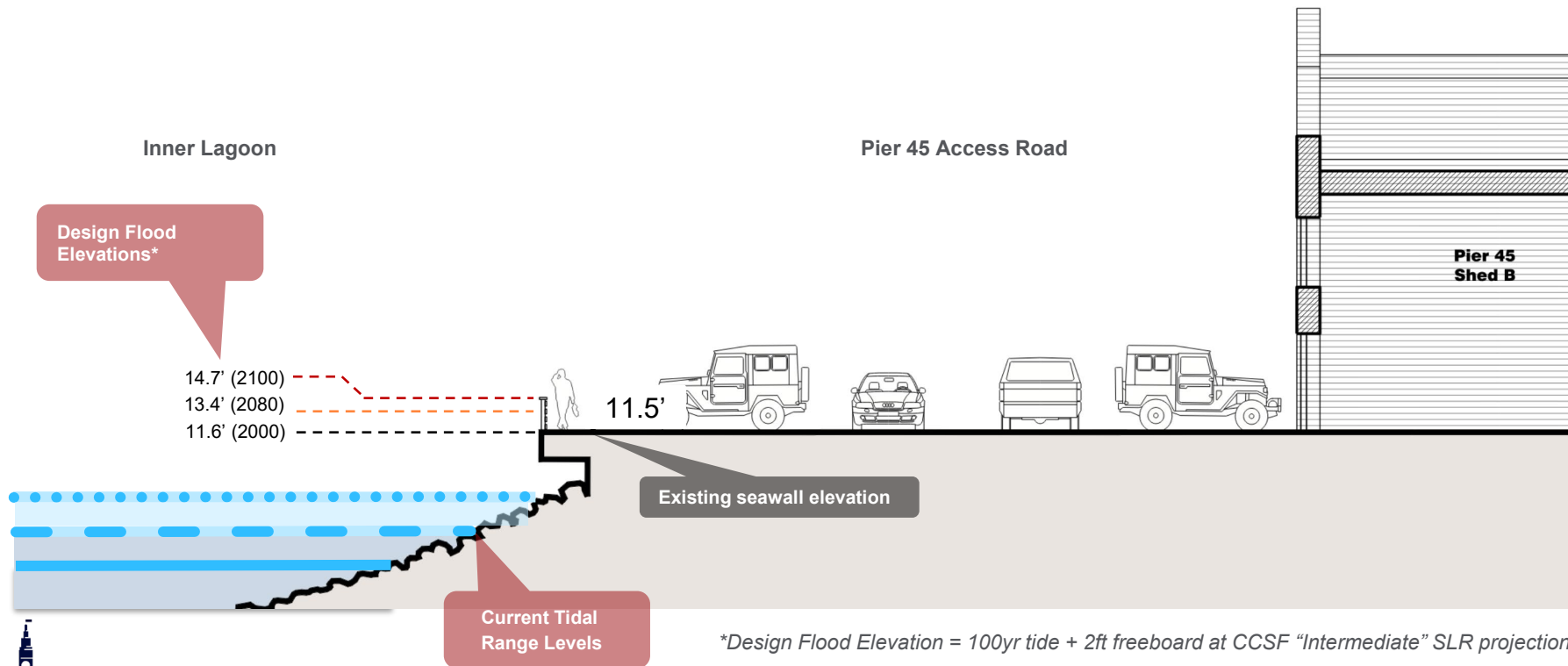
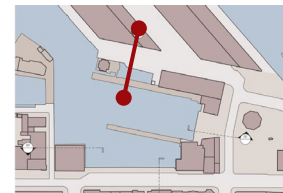
Sea Level Rise Must be Addressed



San Francisco's waterfront faces urgent flood risks *today*

Flood Risk and Sea Level Rise

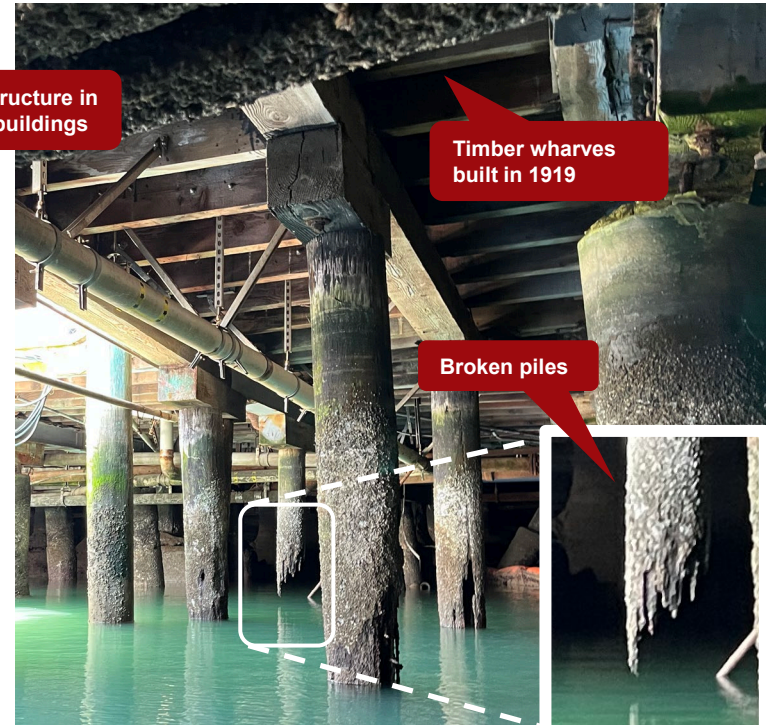
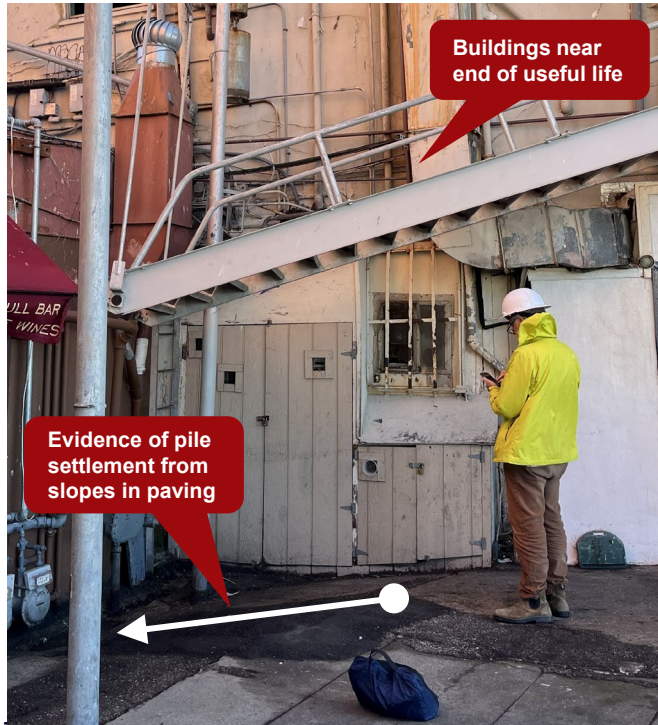
Existing seawall elevations and tidal, storm surge, and sea level rise



*Design Flood Elevation = 100yr tide + 2ft freeboard at CCSF "Intermediate" SLR projection

Existing Conditions

Deterioration



Existing Conditions

Uses and Activities



Harbor and Fishing
Operations



Restaurant Dining



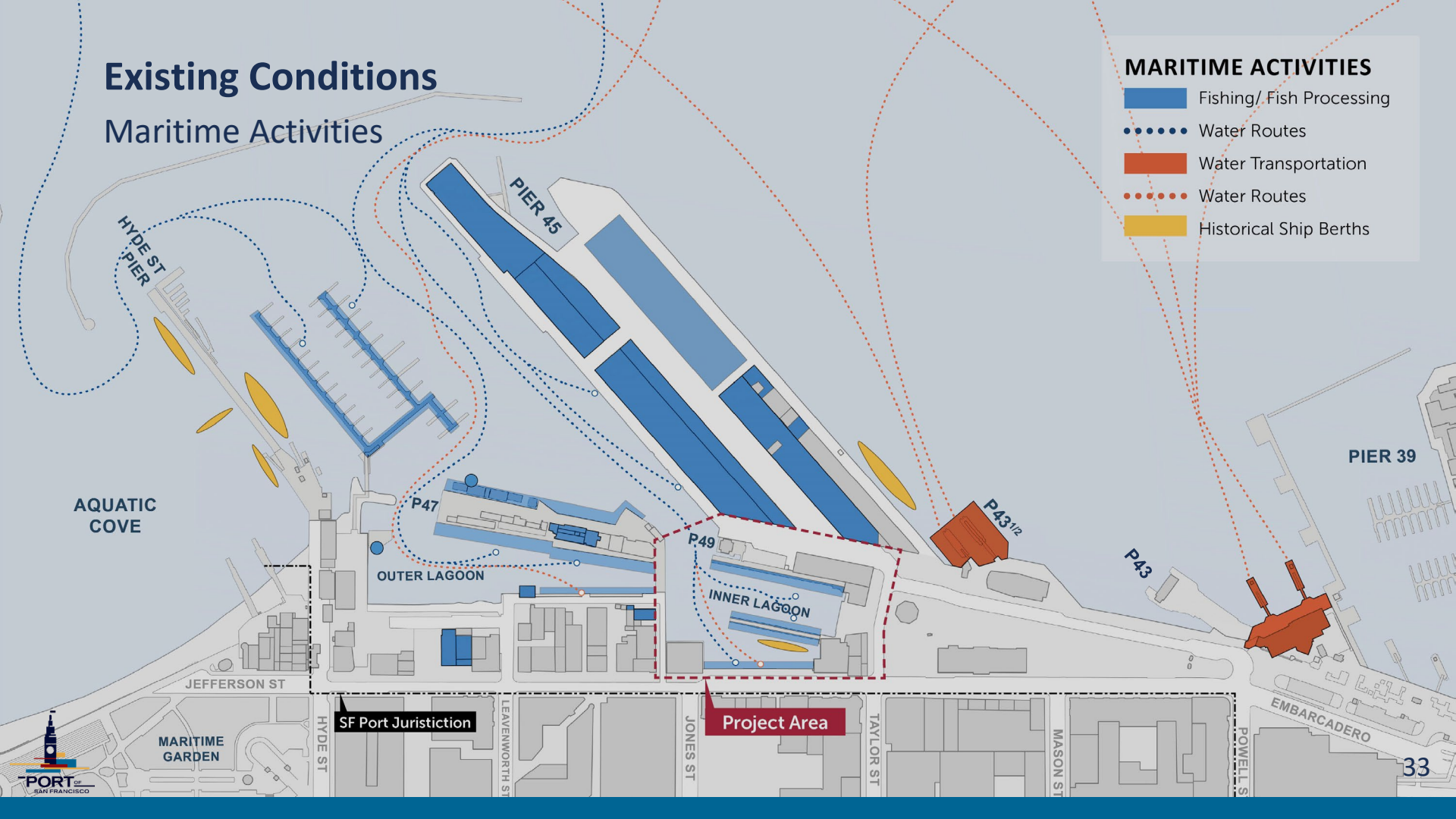
Public Realm

Existing Conditions

Maritime Activities

MARITIME ACTIVITIES








-  Fishing/ Fish Processing
-  Water Routes
-  Water Transportation
-  Water Routes
-  Historical Ship Berths

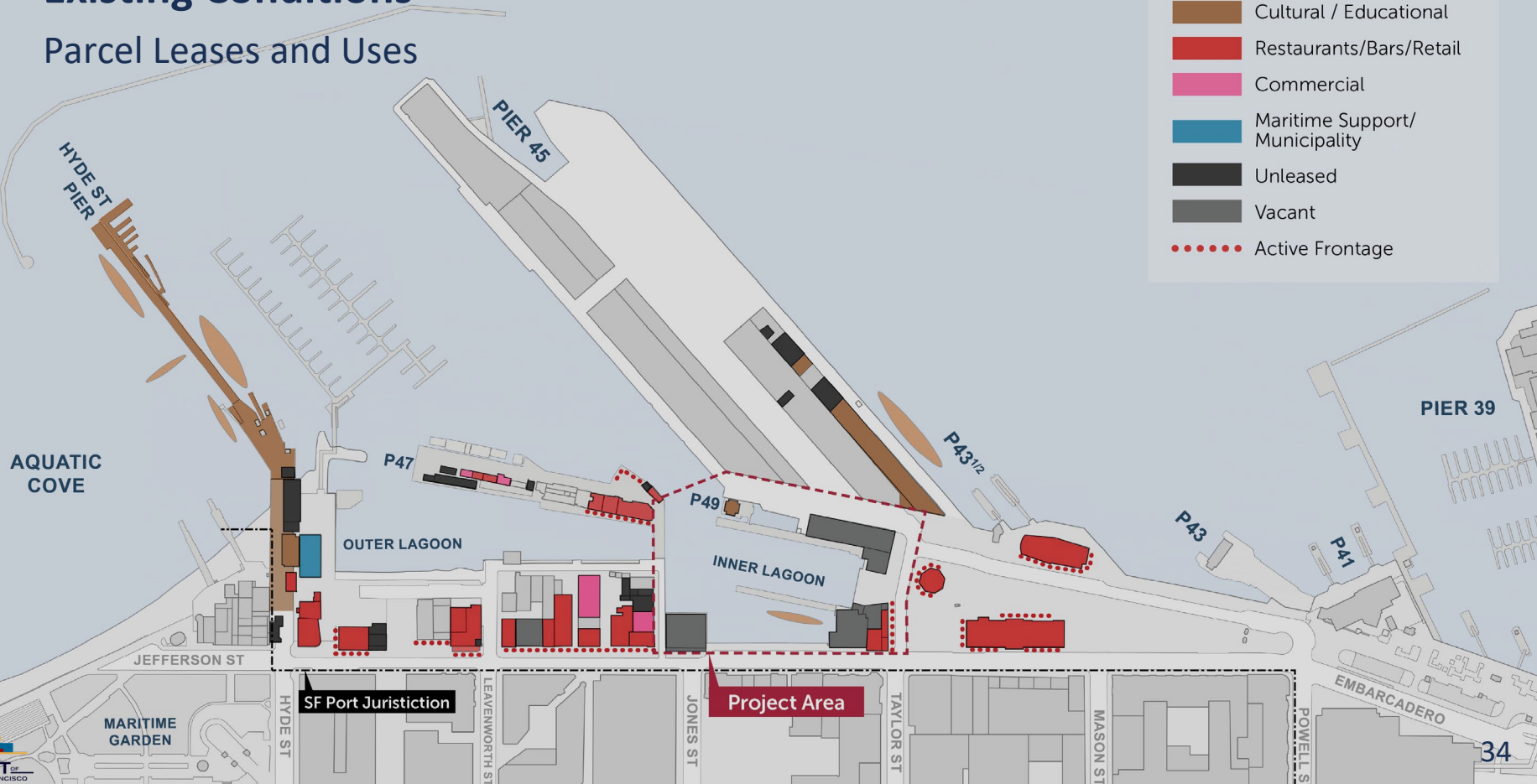


Existing Conditions

Parcel Leases and Uses

NON-MARITIME LEASES






-  Cultural / Educational
-  Restaurants/Bars/Retail
-  Commercial
-  Maritime Support/ Municipality
-  Unleased
-  Vacant
-  Active Frontage

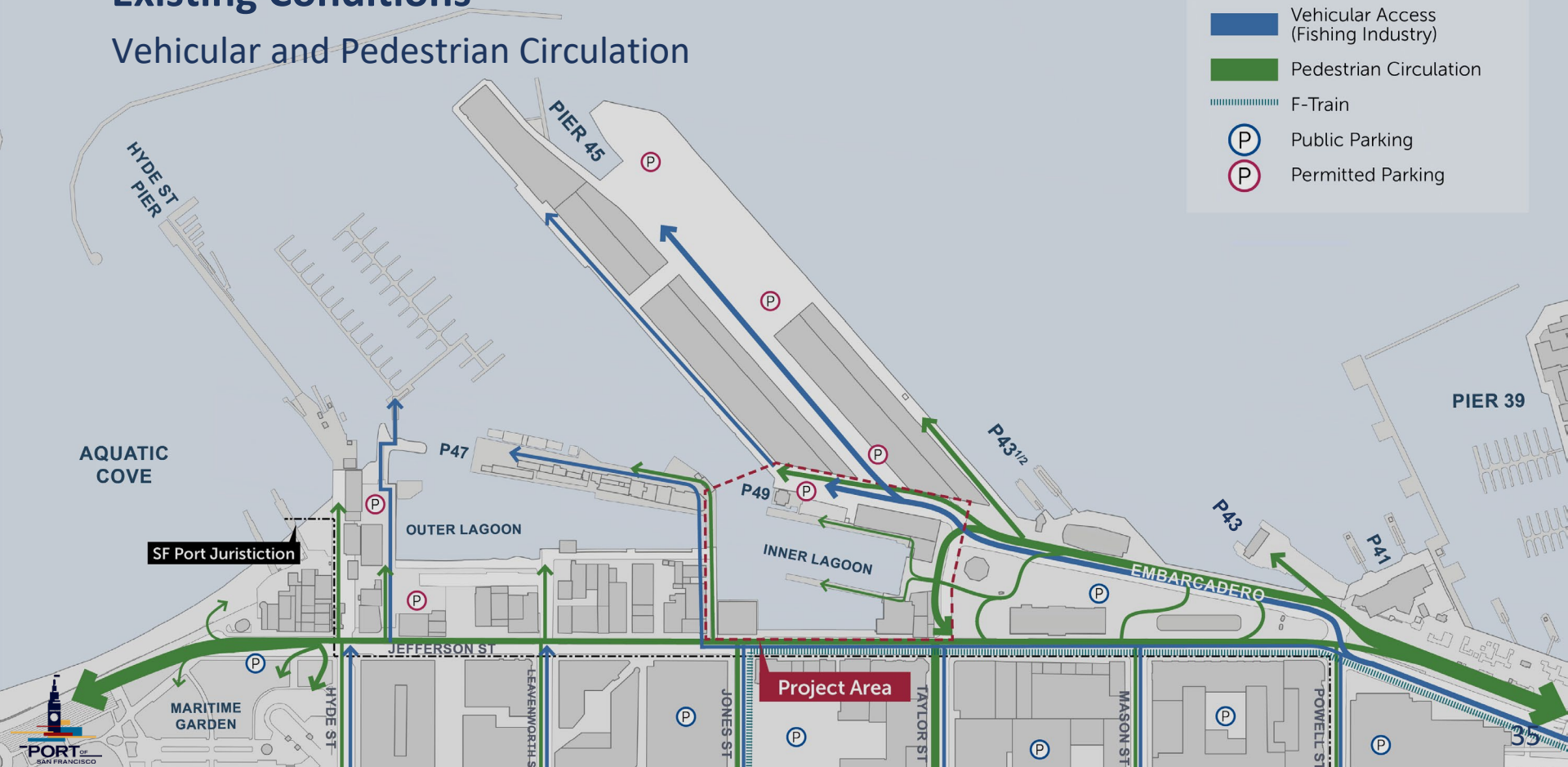


Existing Conditions

Vehicular and Pedestrian Circulation

CIRCULATION TYPE

-  Vehicular Access (Fishing Industry)
-  Pedestrian Circulation
-  F-Train
-  Public Parking
-  Permitted Parking



Existing Conditions

Microclimate



- + Expansive Southern Solar Aspect
- Greater Exposure to Wind

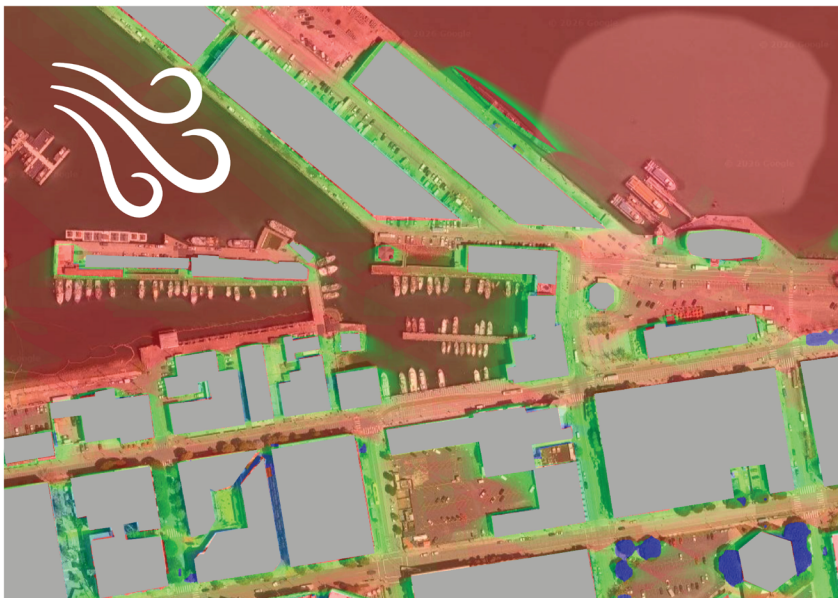


- + Buildings Buffer Wind
- Shaded and Colder Spaces

Existing Conditions

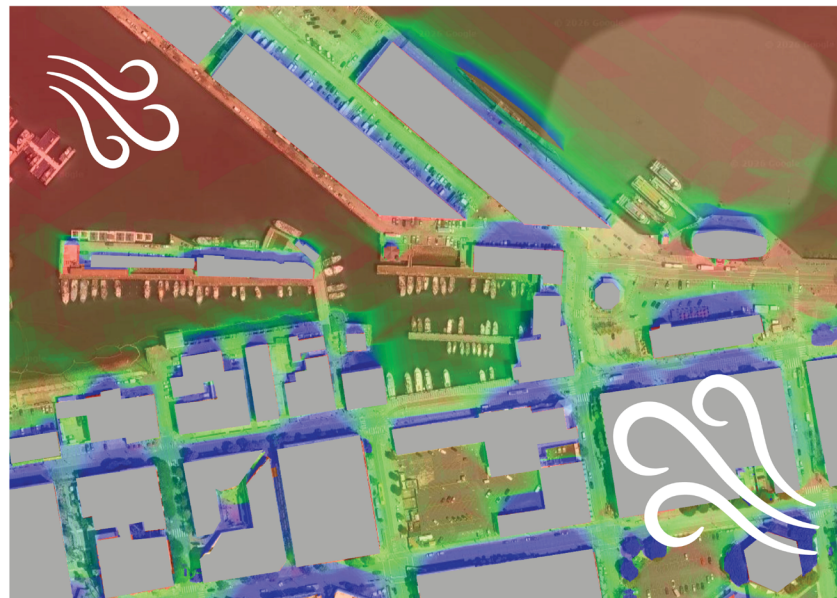
Climate and Comfort

SUMMER June 21



LOW 0 Hours in the sun 9.5 HIGH

WINTER December 21



LOW 0 Hours in the sun 9.5 HIGH



Prevailing Wind Direction
Summer (May - August): West to Northwest



Prevailing Wind Direction
Winter (November - March): South-Southeast / West-Northwest
after storms

Existing Conditions

Observations and Challenges

- Lack of Cohesion and Wayfinding
- Diluted Identity of Place
- Opportunity to Enhance Visitor Experience
- Safety Concerns
- Pedestrian and Vehicular Conflicts
- Aging Marine Infrastructure

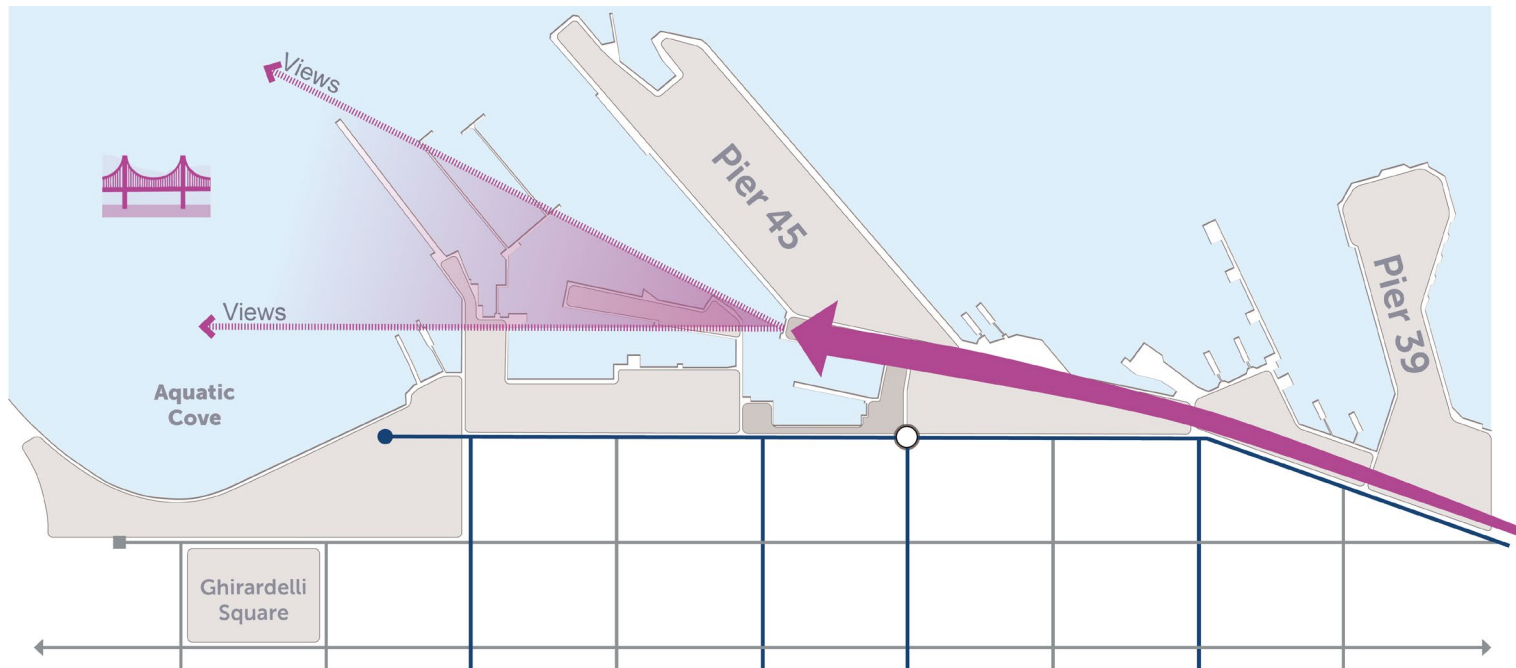




Opportunities

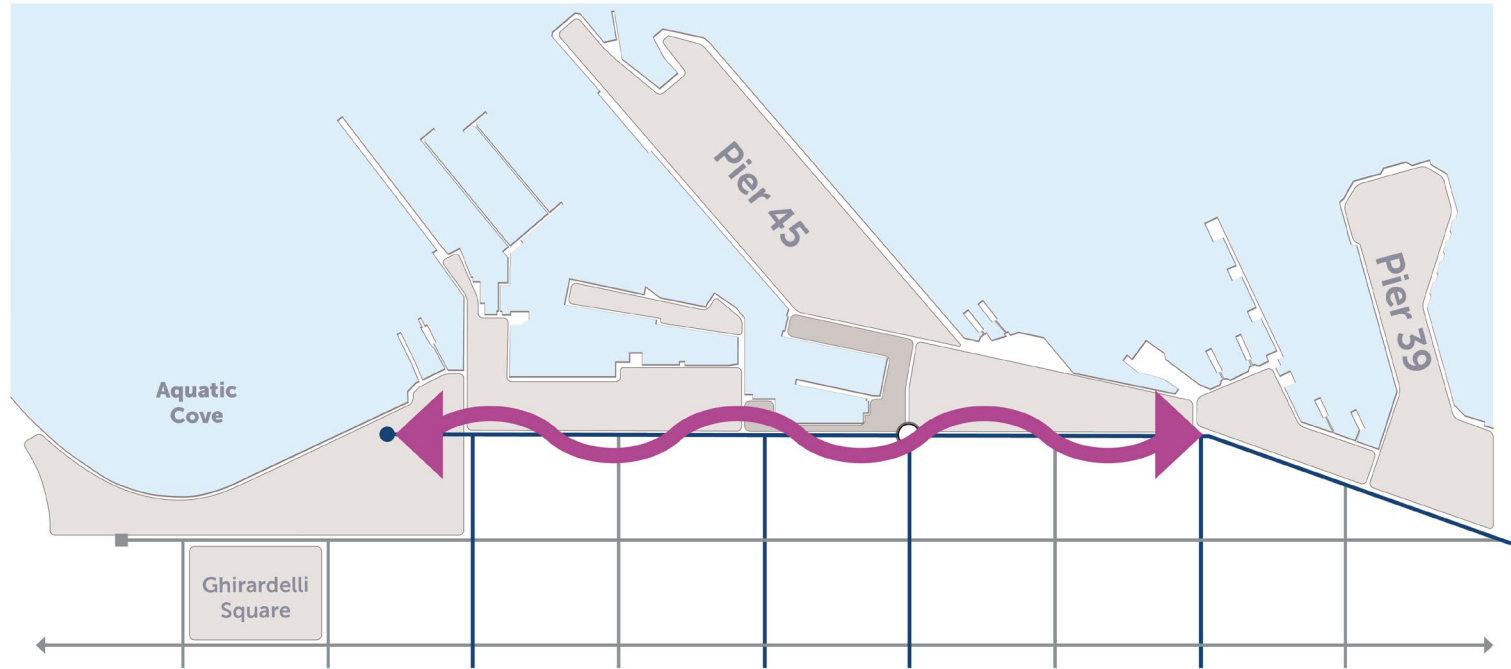
Urban Framework

The Embarcadero is a Cohesive & Defined Experience
To Fisherman's Wharf



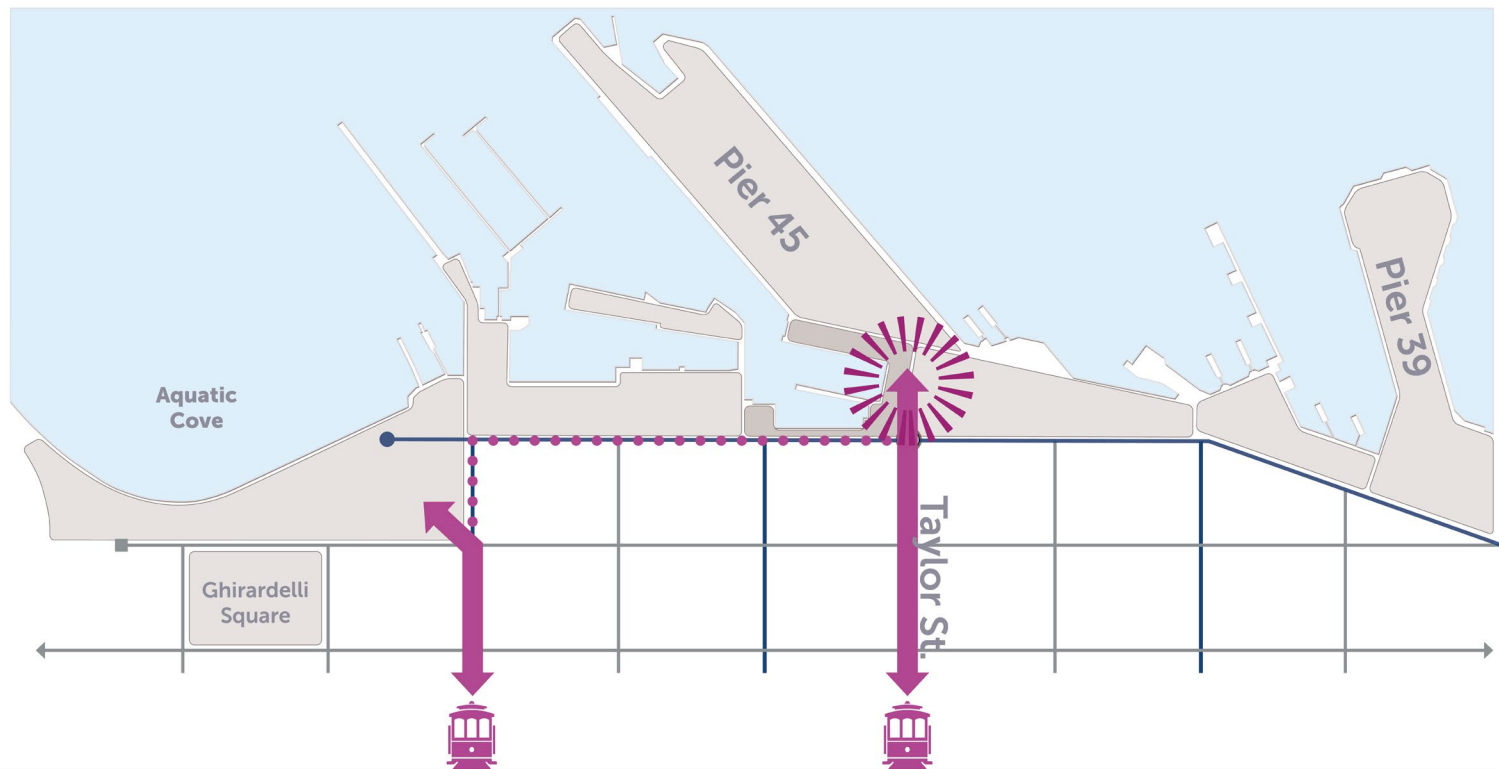
Urban Framework

Jefferson Street is a Thriving Social & Commercial Corridor



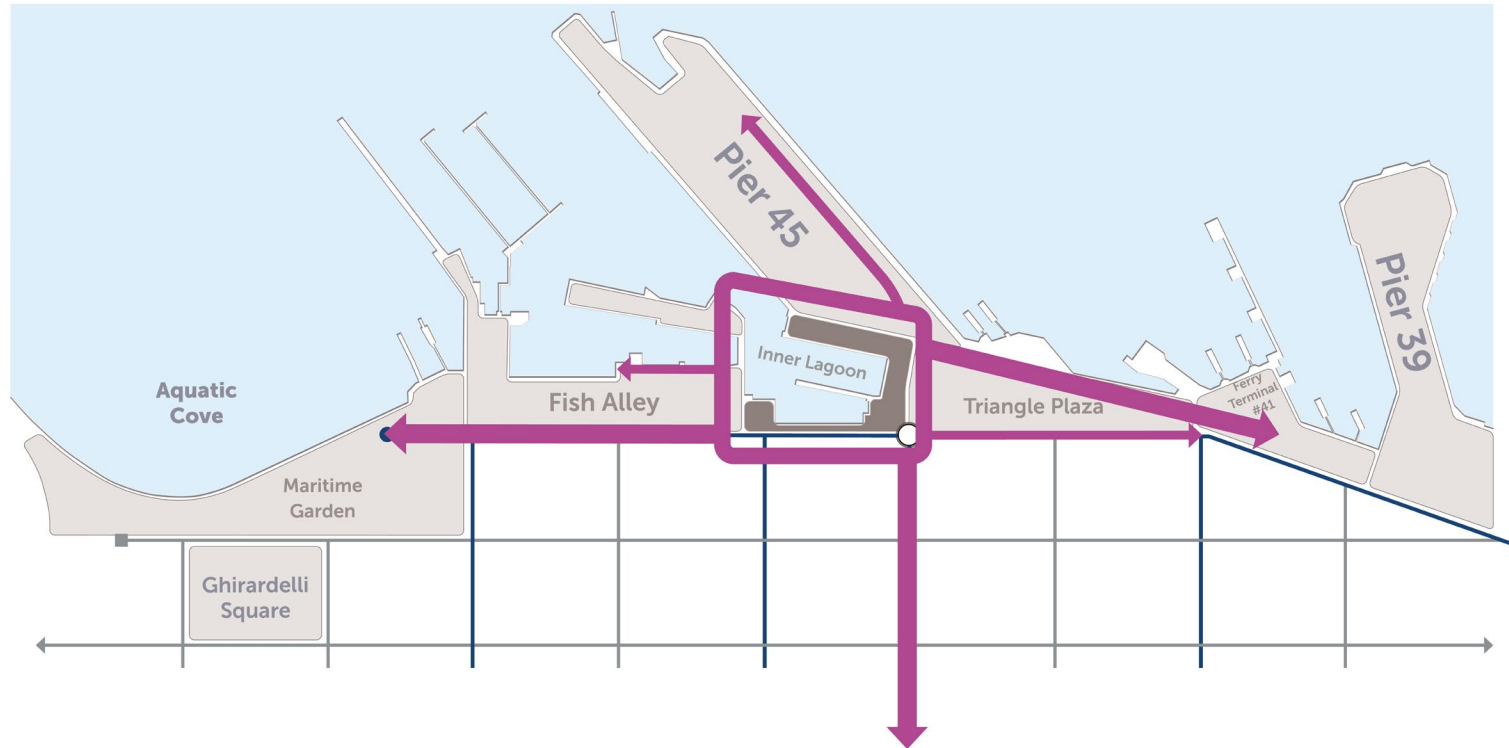
Urban Framework

Taylor Street is a Memorable Urban Link between the Cable Cars & Fisherman's Wharf



Urban Framework

The Site is The Anchor uplifting the district



Opportunities

Ecosystem of Relationships

CITY

Interrelation + Integration of Public Space



FISHING PORT

Commercial Industry + Maritime Activities

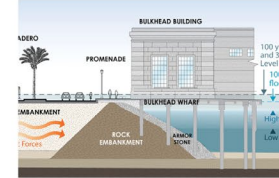
GASTRONOMY

Crab + Seafood



MULTIMODAL CONNECTIVITY

Ferry, Boat, Truck, Train, Car, Bike, Pedestrian, etc...



RESILIENCE

S.L.R. + Sea Wall + Adaptation Strategies

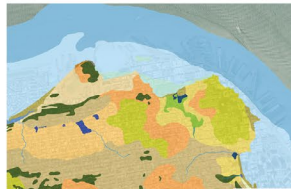


TOURISM AND LOCAL

Visitors and Program Diversity

HISTORIC ECOLOGY

Landscape Transformation + Landfill Development



WATERFRONT

Shoreline Park Continuity + Water Connection

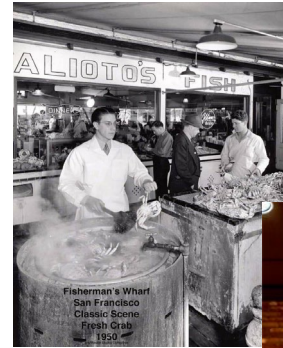
Opportunities

Strengthen Fishing Industry



FISHING

TRADITION



Fisherman's Wharf
San Francisco
Classic Scene
Fresh Crab
1950



RESTAURANTS



PROCESSING

Opportunities

Economic Vitality

FISHERMAN'S WHARF



FISHING

- Local Fishing
- Imported Fish
- Processing & Cleaning
- Sport Fishing and Tour
- Fishing Facilities & Support

COMMERCIAL

- Restaurants
- Retail
- Cultural
- Educational

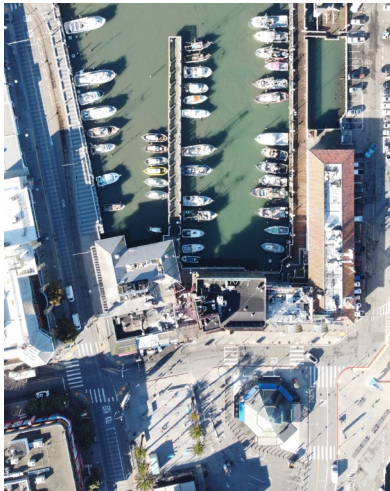
ECONOMIC VITALITY

PUBLIC SPACE

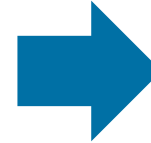
- Waterfront Access
- Open Space & Recreation
- Connection and Circulation
- Amenities & Programming
- Seasonal Events

Opportunities

Environmental Responsibility



- **STORMWATER MANAGEMENT**
- **LAGOON WATER QUALITY**
- **ECOLOGY AND BIODIVERSITY**



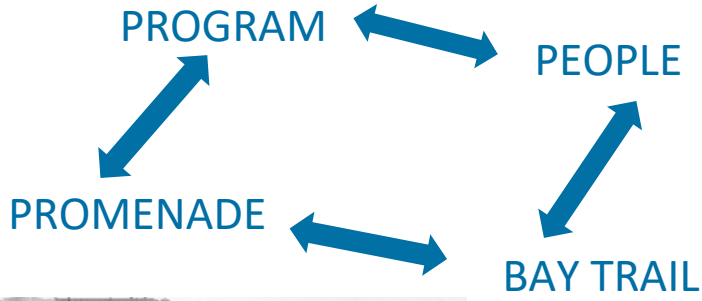
CURRENT

OPPORTUNITIES

BENEFITS

Opportunities

Urban Activation



Opportunities

Destination in a Destination



Opportunities

1

Inner Lagoon

Promote maritime uses

2

Fishing Industry

Improve facilities and access

3

Public Realm

Expand access to Inner Lagoon

4

Movement

Clarify circulation of people and vehicles

5

Economic Opportunity

New structures for commercial and community use



Questions and Answers

Community Q&A

Let's Talk!

Please take the survey here:

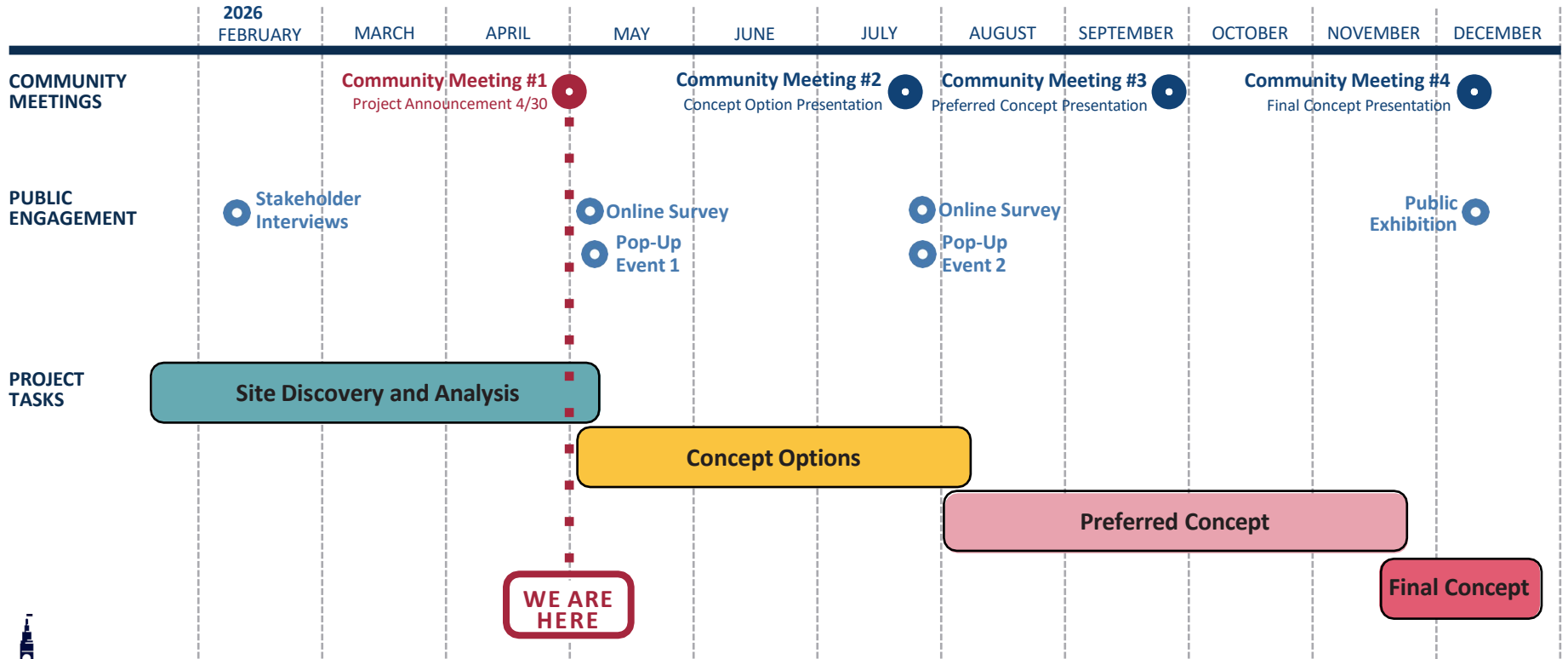




Next Steps

Next Steps

Long-term Timeline



Next Steps

Next Meeting

Based on public feedback, the team will share a range of conceptual options.

Strategies that will be considered:

- Improvements to support the fishing industry through harbor and processing enhancements
- Ideas for enhanced the public realm and opportunities for placemaking
- Form and construction of the new seawall and wharf
- Analyze Grotto for potential restoration (some, all or none)
- Programming of new spaces and economic opportunities

Next Steps

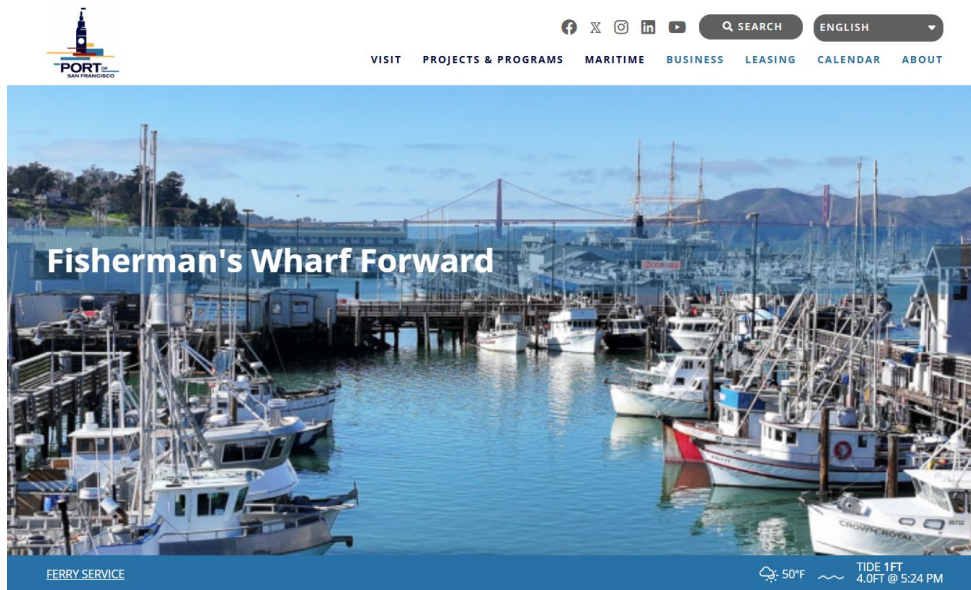
Communication and Feedback

Website

- <https://www.sfport.com/fwforward>
 - Near-Term Enhancements
 - Long-Term Resilience Improvements

Email

- fwf@sfport.com
 - Send us your thoughts and questions!



Home

Fisherman's Wharf Forward

Project type: [Infrastructure](#) [Open Space](#)

Next Steps

Online Survey

WHAT IF THERE WAS....?

I ALWAYS WANTED TO SEE....!

THE KEY THING MISSING IS....!

IT WOULD BE SO COOL IF....?

TAKE THE ONLINE SURVEY HERE!

The graphic consists of a central square containing a QR code. Below the QR code is the text "TAKE THE ONLINE SURVEY HERE!". Surrounding the QR code are four speech bubbles, each containing a survey question. To the left of the QR code, there are silhouettes of a person with a cane, a person in a wheelchair, and a person walking. To the right, there are silhouettes of a person walking, a couple, and a person holding a child's hand.



Thank you