



Fisherman's Wharf Forward

Public Outreach Summary 1:
Project Introduction and Goals

June 2026



COWI
SURFACEDSIGN INC

RJSD

Project Overview

Project Location and Goals

Project Location

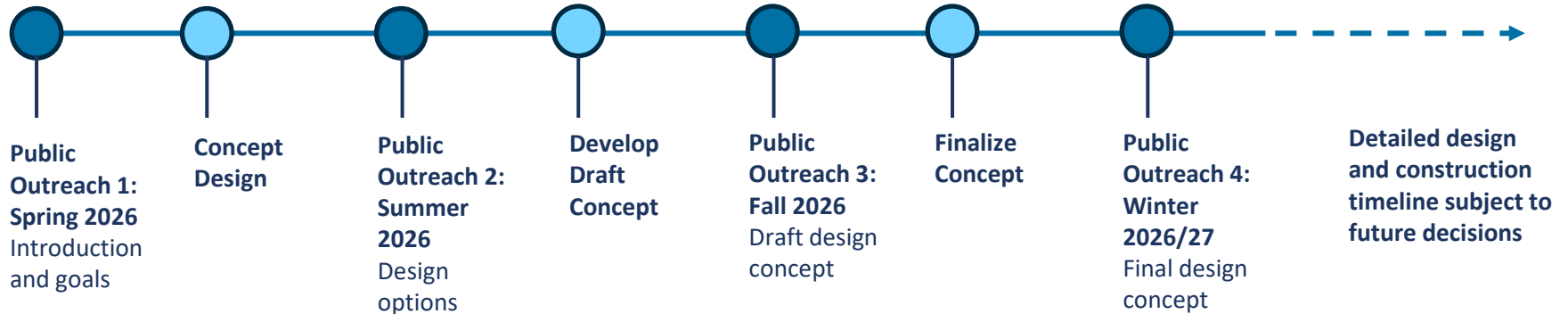


Fisherman's Wharf Forward is a Port project to transform Taylor Street and the Inner Lagoon into a thriving and resilient waterfront that:

- 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

Project Timeline

Ongoing Public Engagement



** Environmental review to occur in parallel*

Engagement Overview

Public Outreach 1: Introduction and Goals



This stage of outreach focused on introducing the project to the public. Feedback we heard will be used to refine the project goals and shape concept design options.

Engagement included:

- **Briefings** to community advisory committees
- **Interviews** with local businesses and members of the fishing industry
- **Community meeting** at Pier 1 (hybrid)
- **Online survey**
- **Digital outreach** - project website, email newsletters, and social media updates
- **Neighborhood canvassing** at Fisherman's Wharf
- **300+** members of the public participated in these events, combined

Outreach & Engagement

What we've heard so far overall

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

Support and protect the
fishing industry
with modern infrastructure

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

The time has come to
**adapt and move
forward quickly**

**Preserve and improve
views and access
to the waterfront**

More **green spaces and
environmentally friendly
approaches**

Public spaces
for viewing, seating,
and outdoor dining

**Evolution and revitalization
of old buildings**
for modern economics and
taste

Safety and security
through cleanliness and
maintenance

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

Improve transportation access
public transit, pedestrian
wayfinding, parking

Online Survey

Overview



Snapshot

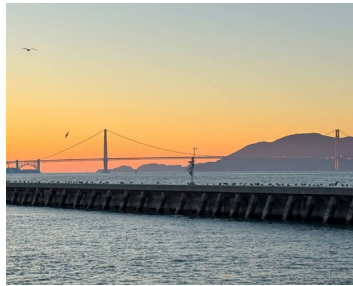
- 151 responses
- Ran from April 30-May 22, 2026
- Publicized through virtual and in-person methods

Who participated?

- Majority San Francisco residents (78%) and Bay Area visitors (17%)
- Majority repeat visitors who come to Fisherman's Wharf regularly (a few times a year or more)
- Largest age groups 45-60 (32%) and 60+ (36%)
- Travel to the area by walking (57%), Muni (54%), driving alone (36%), or biking (24%)

Online Survey

What We Heard



- **Authenticity & Maritime Identity** – Respondents consistently identified fishing, maritime activity, historic piers, and the Bay as the defining characteristics of the project area.
- **A Place for Locals** – Respondents want the project area to feel connected to surrounding neighborhoods and valued by residents as well as visitors.
- **Local Businesses & Markets** – Respondents showed strong interest in a public market concept centered on seafood, local food vendors, artisans, and direct connections to the fishing industry.
- **Access, Mobility & Public Realm** – People want the project area to feel comfortable, walkable, and accessible.
- **Bay, Wildlife & Environment** – Respondents repeatedly connected the project area’s future to the Bay, marine life, and waterfront ecology.

Next Steps

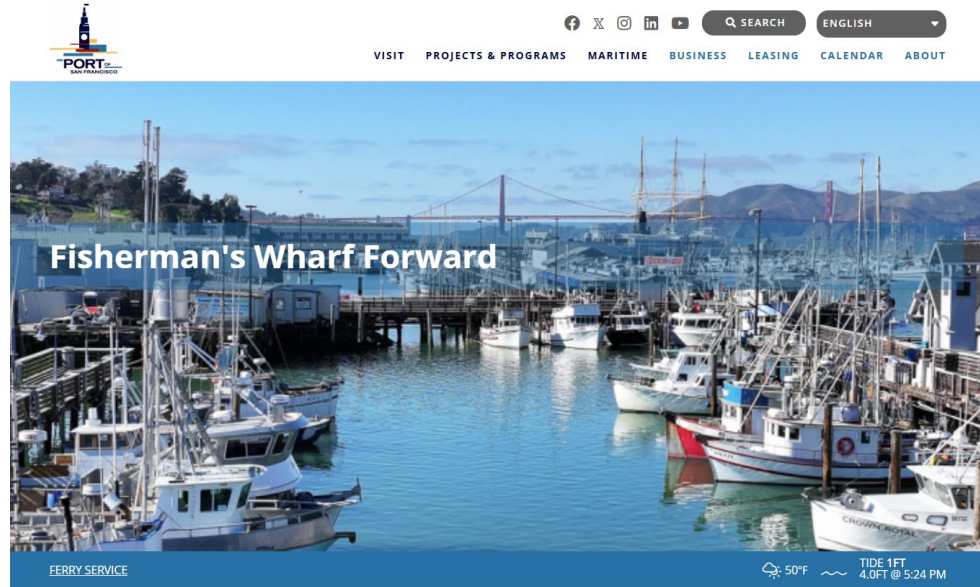
Communication and Feedback

Website

- <https://www.sfport.com/fwforward>
 - Information about near-term enhancements and long-term resilience improvements
 - Upcoming meetings and engagement opportunities
 - Project documents

Email

- fwf@sfport.com
 - Share thoughts and questions anytime!



Home

Fisherman's Wharf Forward

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



Thank you