

Fisherman's Wharf Forward Online Survey 1 Results and Key Takeaways

April 30-May 22



Key Findings

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- Respondents showed nearly universal support for promoting a **vibrant and authentic Fisherman's Wharf** by preserving/strengthening the **fishing industry** and improving the **public realm and access**.
 - **Authenticity:** Respondents consistently identified the fishing industry, working waterfront, maritime activity, and historic piers as the defining elements of Fisherman's Wharf's identity.
 - **Public Realm:** Respondents widely supported the notion of improving the public realm, shoreline access, seating, comfort, and pedestrian experience.
- Almost two thirds of all respondents (**63%**) showed strong interest in a **public market concept** centered on seafood, local food vendors, artisans, and direct connections to the fishing industry.
- There was strong sentiment that the **area should feel more like part of San Francisco**, rather than its own separate tourist destination. Many respondents expressed concern that the Wharf **currently feels too touristy and is not inviting to locals**.
- Many respondents asked for **more locally-oriented retail, dining, and programming**. Comments called for fewer chain stores and programming that attracts both locals and tourists, especially free public space.
- Respondents expressed interest in additional **green space, landscaping, habitat**, and opportunities to experience **nature and wildlife** along the waterfront. Environmental quality and stronger **connections to the Bay** emerged as a recurring themes.
- Most concerns shared were related to **project implementation**, including cost, delays, construction impacts, and governance.
- Survey feedback focused primarily on visitor experience, public access, and neighborhood identity. Infrastructure topics such as seismic resilience and sea level rise were discussed less frequently, although several respondents specifically raised concerns related to **climate adaptation and long-term waterfront resilience**.

Survey Results - All

Online Survey - Outreach

151 Responses

Ran for three weeks, April 30-May 22, 2026

Publicized via:

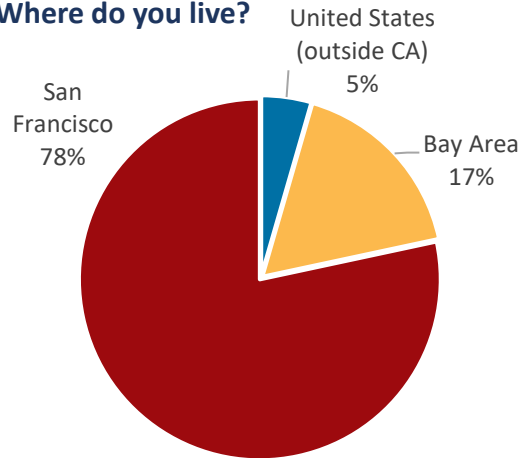
- Community meeting at Pier 1/hybrid
- FWAC/MCAC/NAC/WRP newsletters
- FWCBD newsletter
- Port LinkedIn
- Posters in neighborhood
- Weekly pop up canvassing in neighborhood



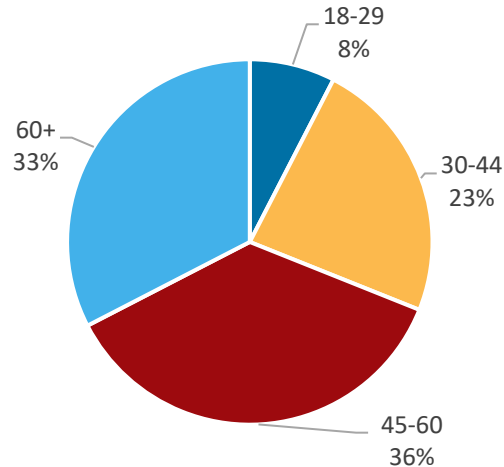
Survey Results - Demographics

- Respondents were mostly older, San Francisco residents
- No international visitor responses
- Respondents travel to the site predominantly by walking (57%) and transit (55%)

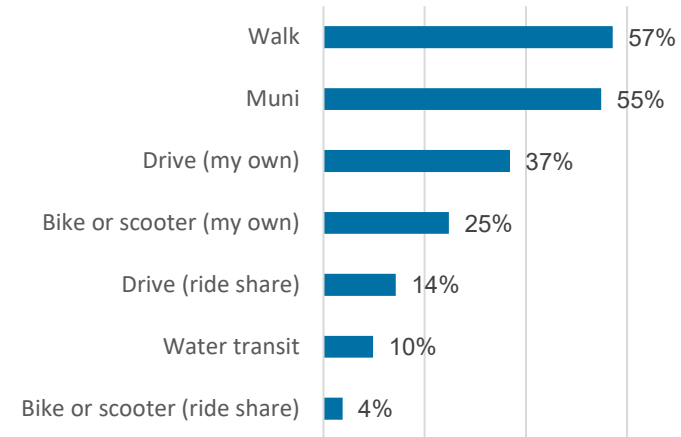
Where do you live?



What is your age group?



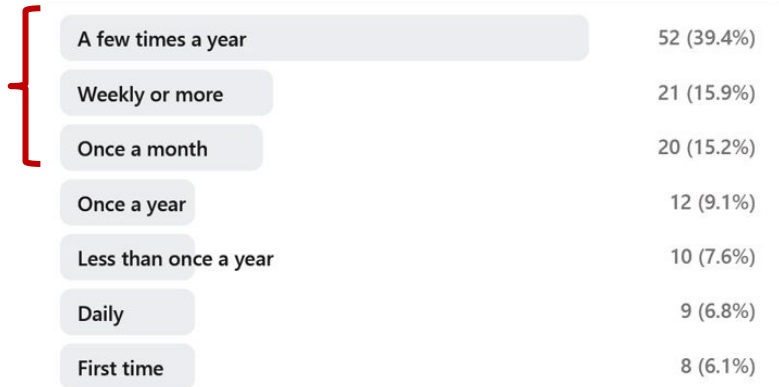
How do you typically travel to the project area?



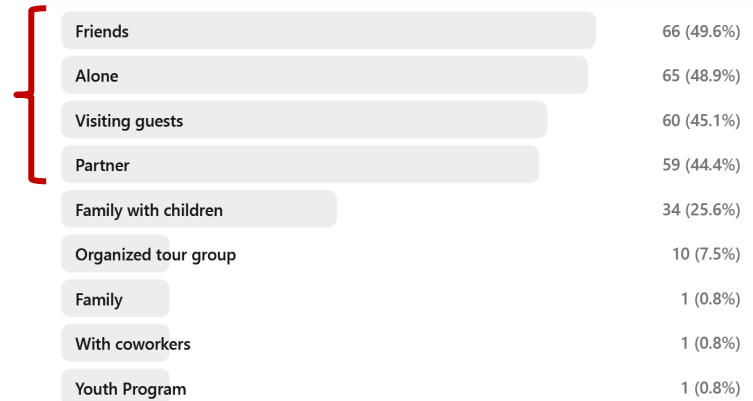
Survey Results - Visits to the Wharf

- Most survey respondents are repeat visitors who visit Fisherman's Wharf regularly.
- Respondents most often visit with friends, family, or visiting guests which raises questions about how future improvements could better serve underrepresented user groups such as families with young children and youth.

How often do you visit Fisherman's Wharf?



Who do you typically visit with?



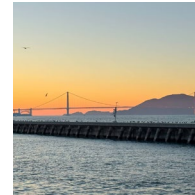
Survey Results – What Works Well

- Respondents consistently valued authentic experiences connected to **being outdoors** and the **working waterfront** (views of the bay, maritime activities, historic character). Shopping and amusement-oriented attractions ranked considerably lower.
- The project area’s greatest draw is not an individual attraction, but the combination of waterfront access, maritime activity, local seafood, history, and public life occurring in the same space.

What are your favorite things to do in FW?

Walk	104 (72.7%)
Enjoy the scenery outside	91 (63.6%)
Watch boats and maritime activities	81 (56.6%)
Go out to eat	81 (56.6%)
Visit historic ships	60 (42%)
Learn about local history	59 (41.3%)
Buy fresh seafood	56 (39.2%)

What makes FW feel authentic to you?



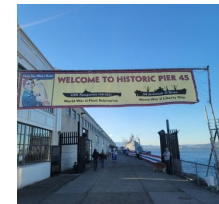
Views of the bay – 84%



Boats – 76%



Fishing and maritime activities – 69%



Historic piers – 62%

Survey Results – What Could be Improved

- Improvements to visitor comfort emerged as the highest priority for improving the area's public realm.
- Nearly 60% of respondents value maritime identity and believe it should become more visible and accessible in the future.
- Respondents consistently support a public market destination centered on seafood, local food vendors, artisans, and direct connections to the fishing industry. This finding was reinforced in open ended feedback.

What could be improved?

Visitor comfort (e.g., shade, places to sit, public restrooms)	85 (60.7%)
Connection to maritime identity and history	83 (59.3%)
Public access to the shoreline	74 (52.9%)
Pedestrian experience	72 (51.4%)
Neighborhood cleanliness	66 (47.1%)
Retail and dining experience	61 (43.6%)
Types of activities and events	48 (34.3%)

Is there anything missing that would make you stay longer?

Fish and food market	87 (63%)
Places to buy from local makers	63 (45.7%)
Places to sit	58 (42%)
Seasonal events and festivals	54 (39.1%)
Green space	51 (37%)
Outdoor concerts and performances	49 (35.5%)
Dining options	48 (34.8%)

Survey Results – Open Ended Feedback

Key themes from hundreds of written comments include:

- Preserve **authenticity** - working waterfront identity, fishing industry, and maritime history
- **Design for locals**, and integrate the area with surrounding neighborhoods
- Deep concern that future improvements could create a **theme-park-like environment** that prioritizes entertainment and tourism over the working waterfront and **local character**.
- Vibrant, inviting **pedestrian experience** and public realm
- Stronger physical **connections to the bay** through shoreline access, waterfront recreation, public piers, and opportunities to experience **nature and wildlife** more directly
- Support for **local businesses**, and concern about displacement of local businesses, fishermen, and maritime industries.

Many detailed suggestions for interpretive maritime activities, precedent food halls, streetscape design, native landscaping, and intentionally curated small-business storefronts

Survey Results – Open Ended Feedback

"Fishing industry is essential to everything on the Wharf"

"A waterfront in a great city should be a place locals walk to on a Saturday morning."

"A community and not just a tourist destination."

"Connected to the waterfront, providing green space for wildlife and people."

"Locating the transit stops is not easy if you do not know the area."

"Clean sidewalks, lighting, signage, access to the water and views must be rethought and prioritized."

"It should look like a place where maritime history and natural history converge."

"Do not turn Fisherman's Wharf into something manufactured"

"Position Monterey Clippers as the 'Painted Ladies' of Fisherman's Wharf."

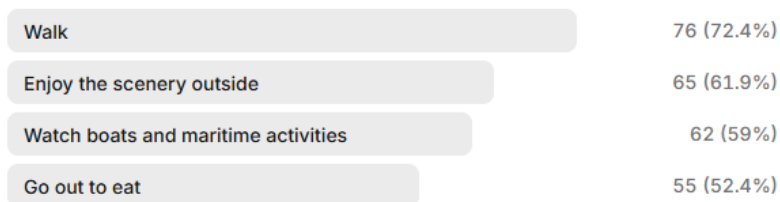
"Affordable food, flea markets, crafts, and local flavor."

Survey Results – Demographic Analysis

Survey Results – Locals (all ages)

105 responses (Q: Where do you live? A: San Francisco)

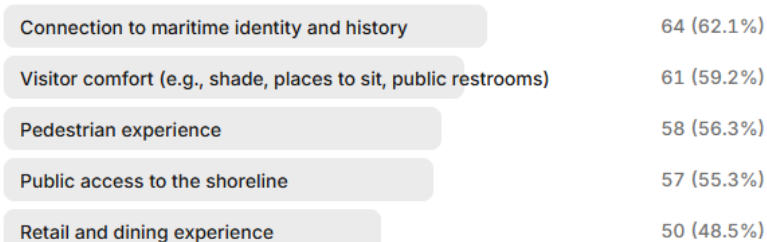
What are your favorite things to do in FW?



What makes FW feel authentic to you?

Views of the bay (86%), boats (77%), fishing and maritime activities (73%), historic piers (64%), crab stands (55%)

What could be improved?



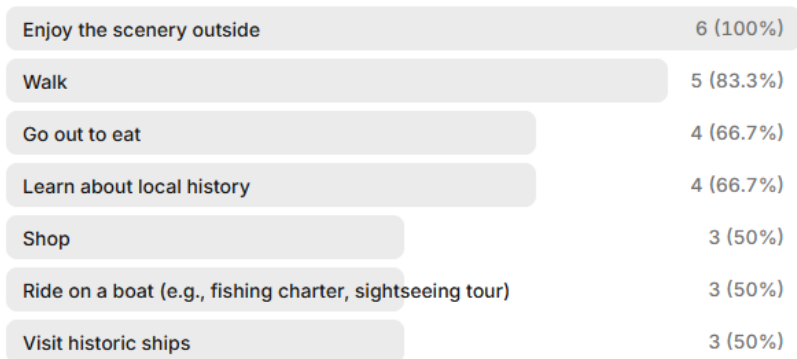
Is there anything missing that would make you stay longer?



Survey Results – Visitors (all ages)

6 responses (Q: Where do you live? A: Outside CA), 3 visiting for the first time. Note – low response rate.

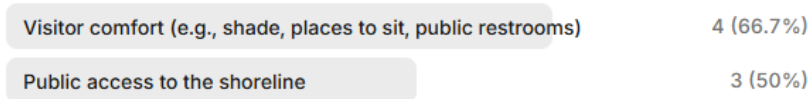
What are your favorite things to do in FW?



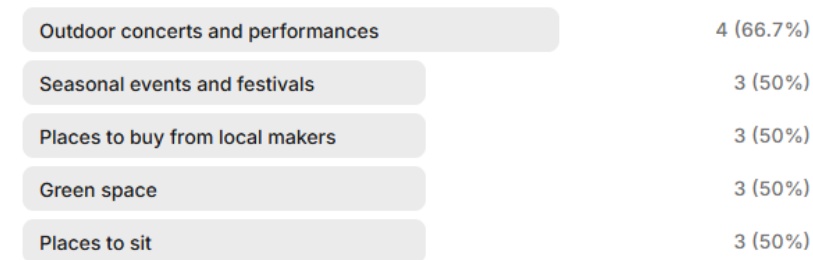
What makes FW feel authentic to you?

Public art (75%), restaurants (75%), views of the bay (75%), signage (50%), historic piers (50%), boats (50%)

What could be improved?



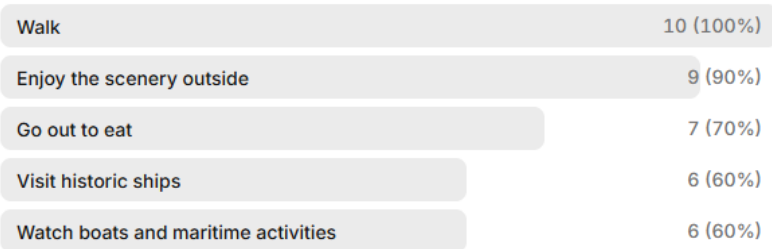
Is there anything missing that would make you stay longer?



Survey Results – Age group (18-29)

10 responses (Q: What age group do you belong to? A: 18-29). Note – low response rate.

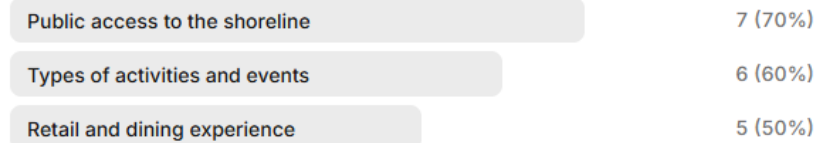
What are your favorite things to do in FW?



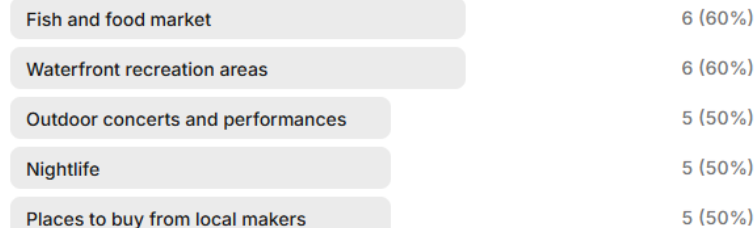
Open ended themes

Desire for fun, social spaces and activities; distaste for overly touristy commercial development/want to maintain “mom and pop feel” of Musee Mecanique and Scoma’s; environmental concerns

What could be improved?



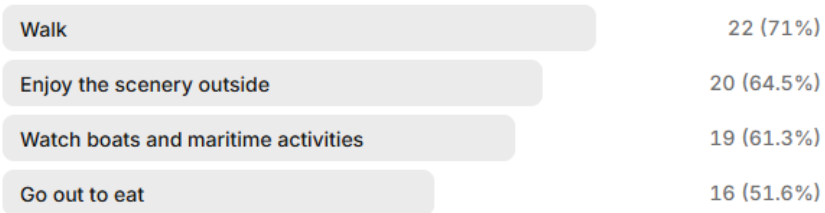
Is there anything missing that would make you stay longer?



Survey Results – Age group (30-44)

31 responses (Q: What age group do you belong to? A: 30-44)

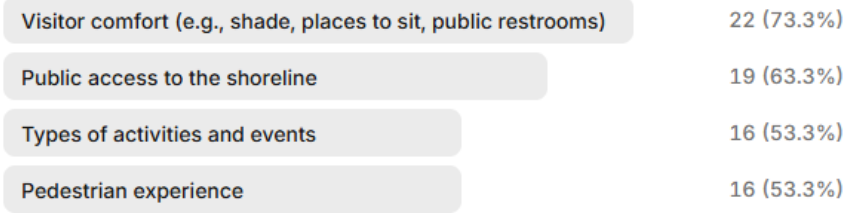
What are your favorite things to do in FW?



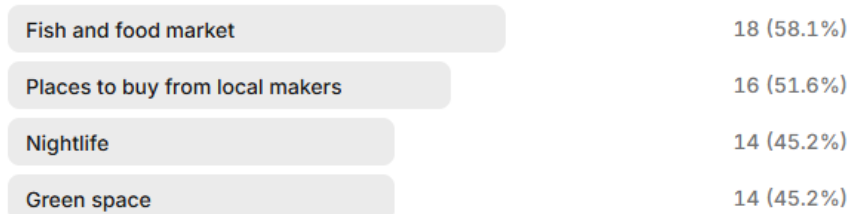
Open ended themes

Vibrant local dining destination; emphasis on family friendly environment and amenities (transit access, restrooms, play spaces); interest in history; strong concern about feeling overly touristy

What could be improved?



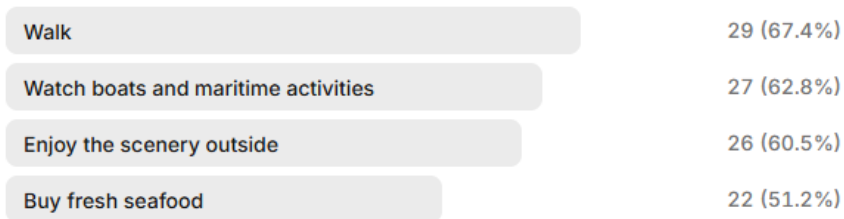
Is there anything missing that would make you stay longer?



Survey Results – Age group (45-60)

43 responses (Q: What age group do you belong to? A: 45-60)

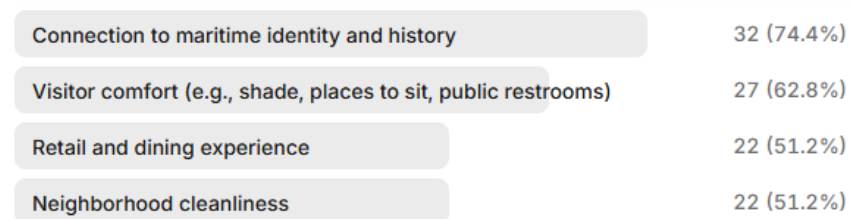
What are your favorite things to do in FW?



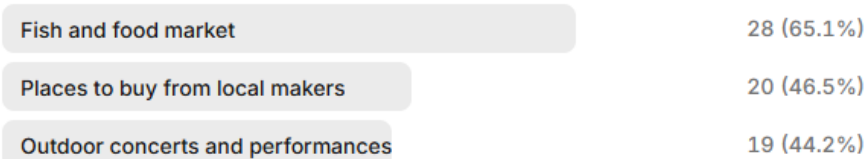
Open ended themes

Strong interest in history, design suggestions for streetscapes and development that promotes authenticity (Seattle, Yokohama, Ferry Building, Sausalito), concern about generic placemaking and displacement of fleet and small business

What could be improved?



Is there anything missing that would make you stay longer?



Survey Results – Age group (60+)

48 responses (Q: What age group do you belong to? A: 60+)

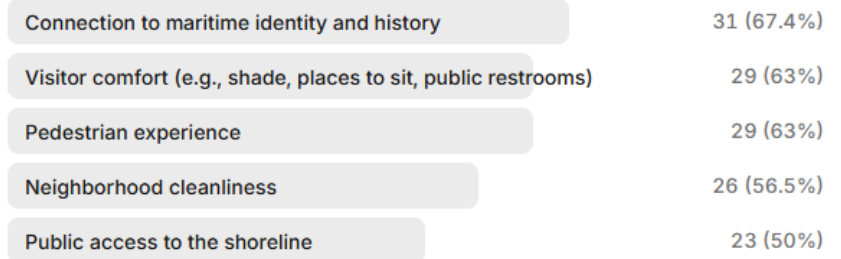
What are your favorite things to do in FW?



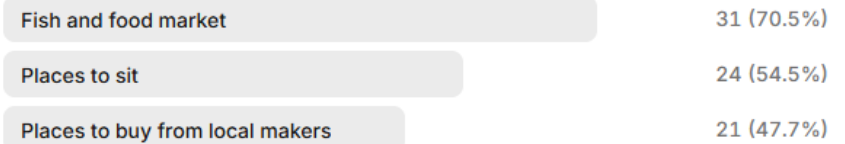
Open ended themes

Preservation/restoration of historic identity; beautiful public spaces with seating; transit/pedestrian access (pedestrianize Jefferson, ADA concerns); concern about over-commercialization / corporate character; environmental emphasis; cultural and physical connection to North Beach

What could be improved?



Is there anything missing that would make you stay longer?



Thank you



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Co-Pilot v. 3.3.6
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