



Fisherman's Wharf Forward

Update to FWAC

July 8, 2026

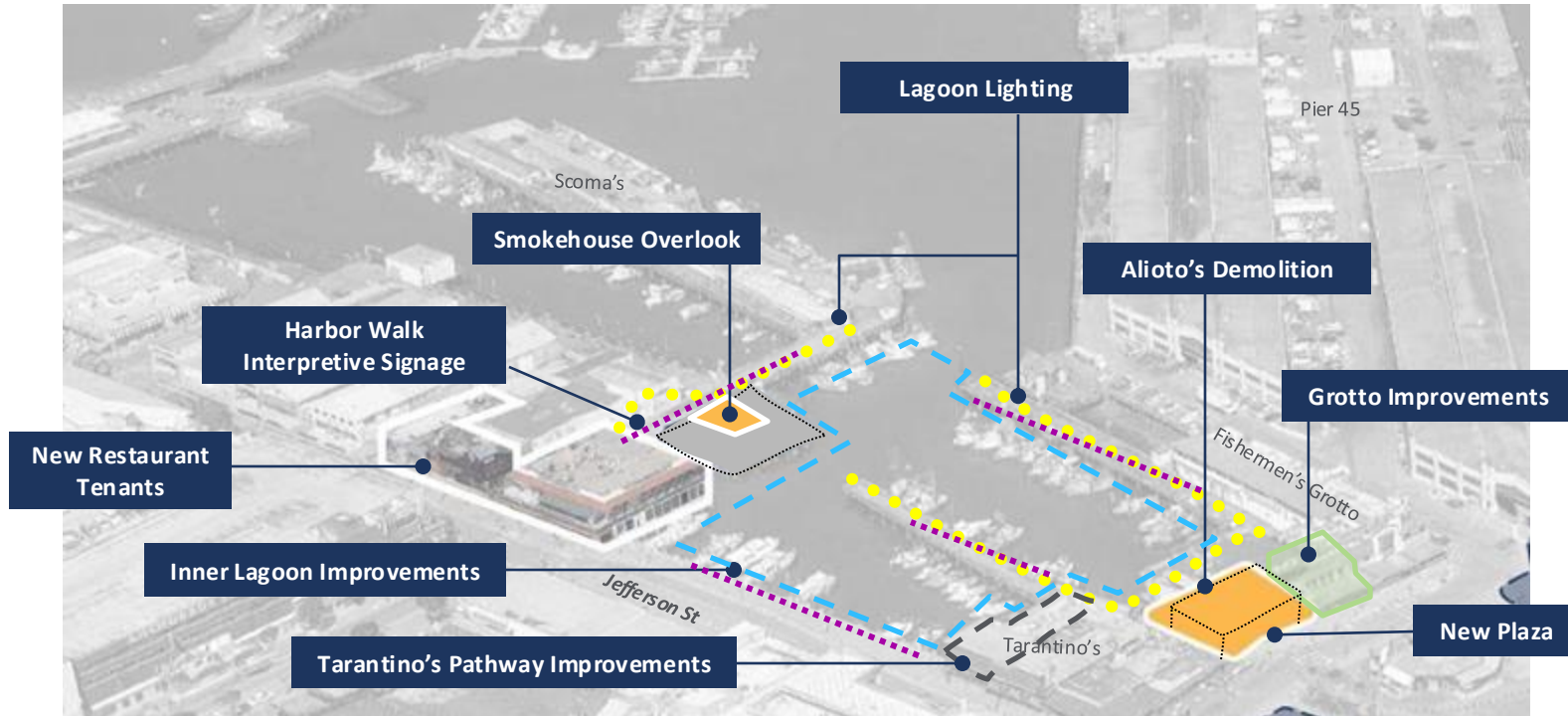


SITELAB urban studio

ARCADIS

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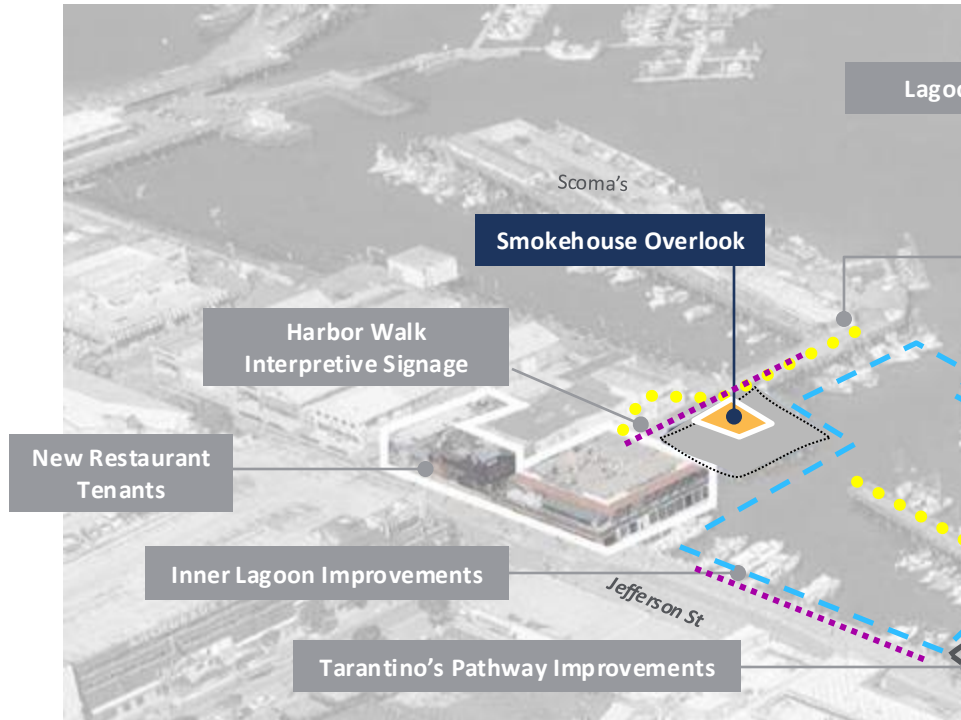
Near-Term Construction Efforts



Fisherman's Wharf Forward

Near-Term Construction Efforts

**Target dates, subject to change*



Smokehouse Overlook

Item	Date
Overlook open for Fish Market	5/23/2026
Adjacent construction on Al Scoma Way (striping, No Parking signage, paving north of overlook)	Now – End July*

Note: Al Scoma Way vehicle access will be maintained; overlook to remain open on weekends during construction

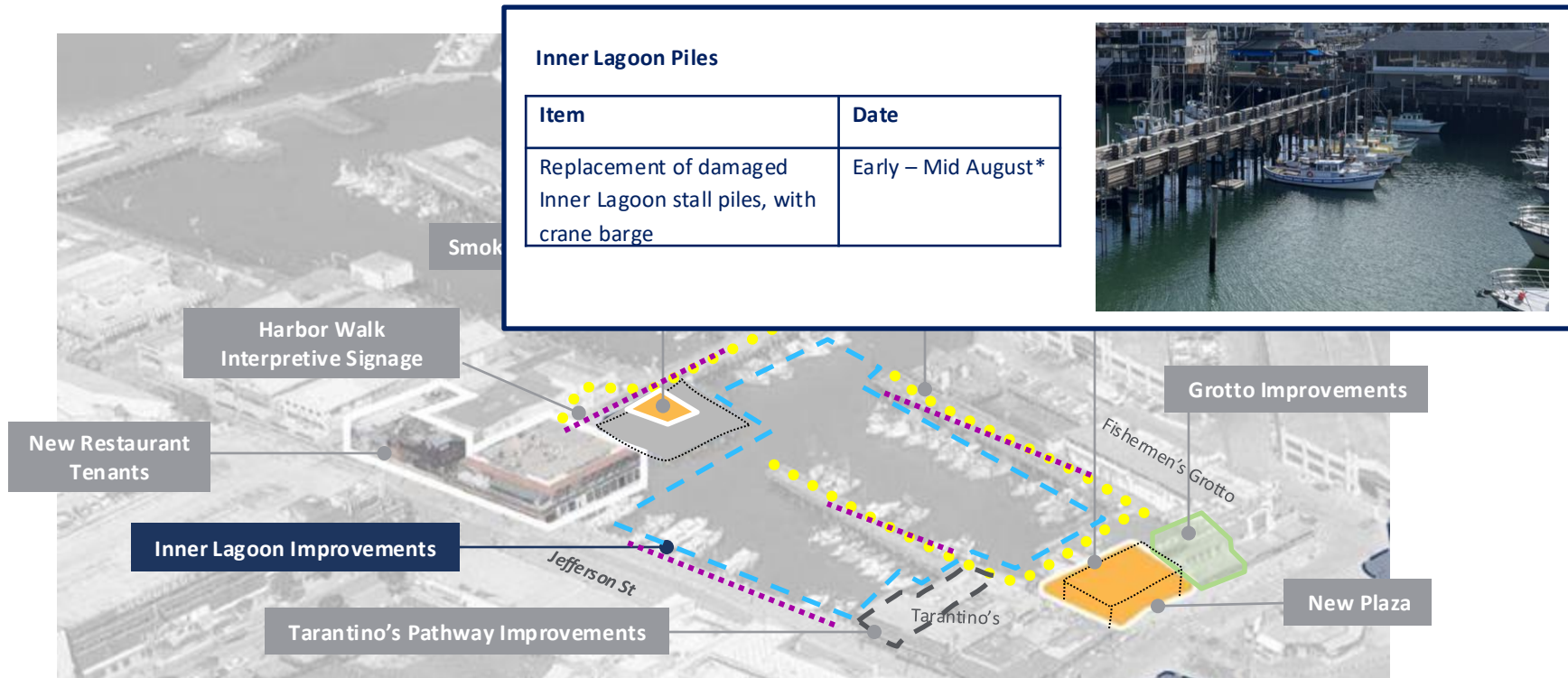


Photo courtesy of Greenling Fish Market

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Near-Term Construction Efforts

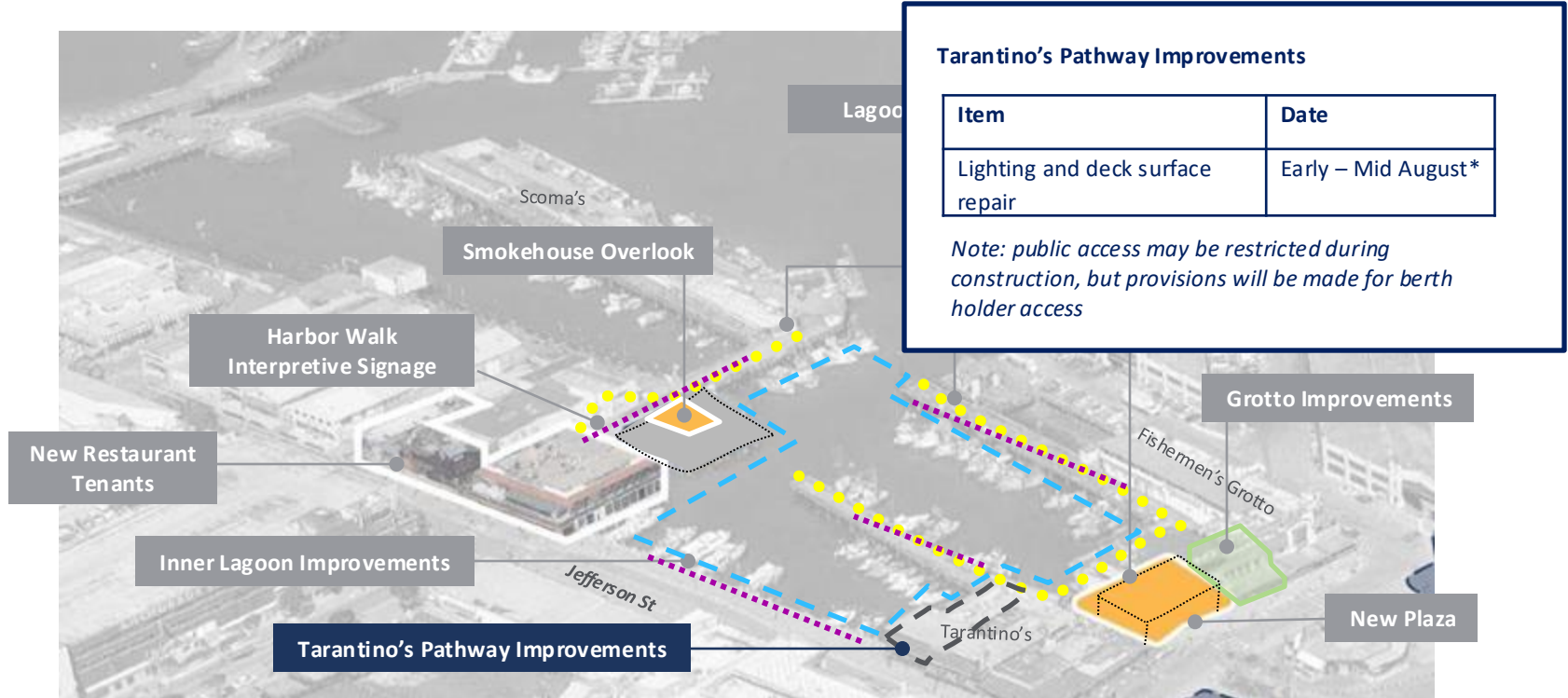
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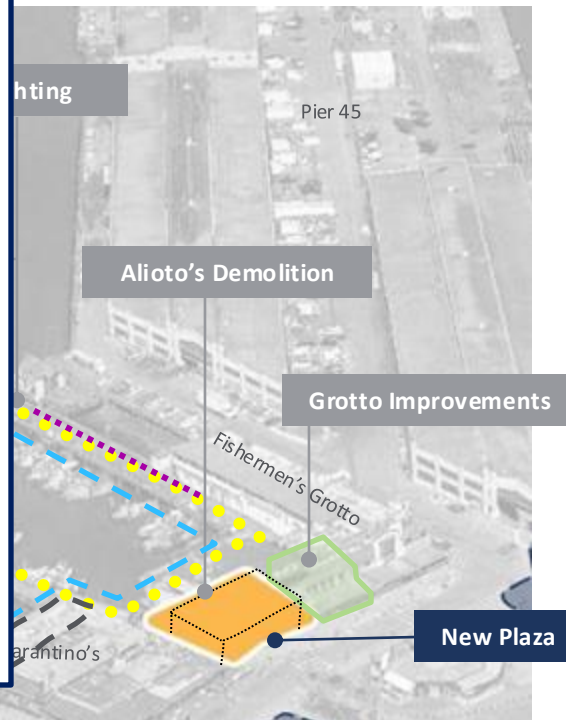
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Near-Term Construction Efforts

New Plaza

Item	Date
Concrete pours	Starting week of 7/6
Target completion	August 2026*



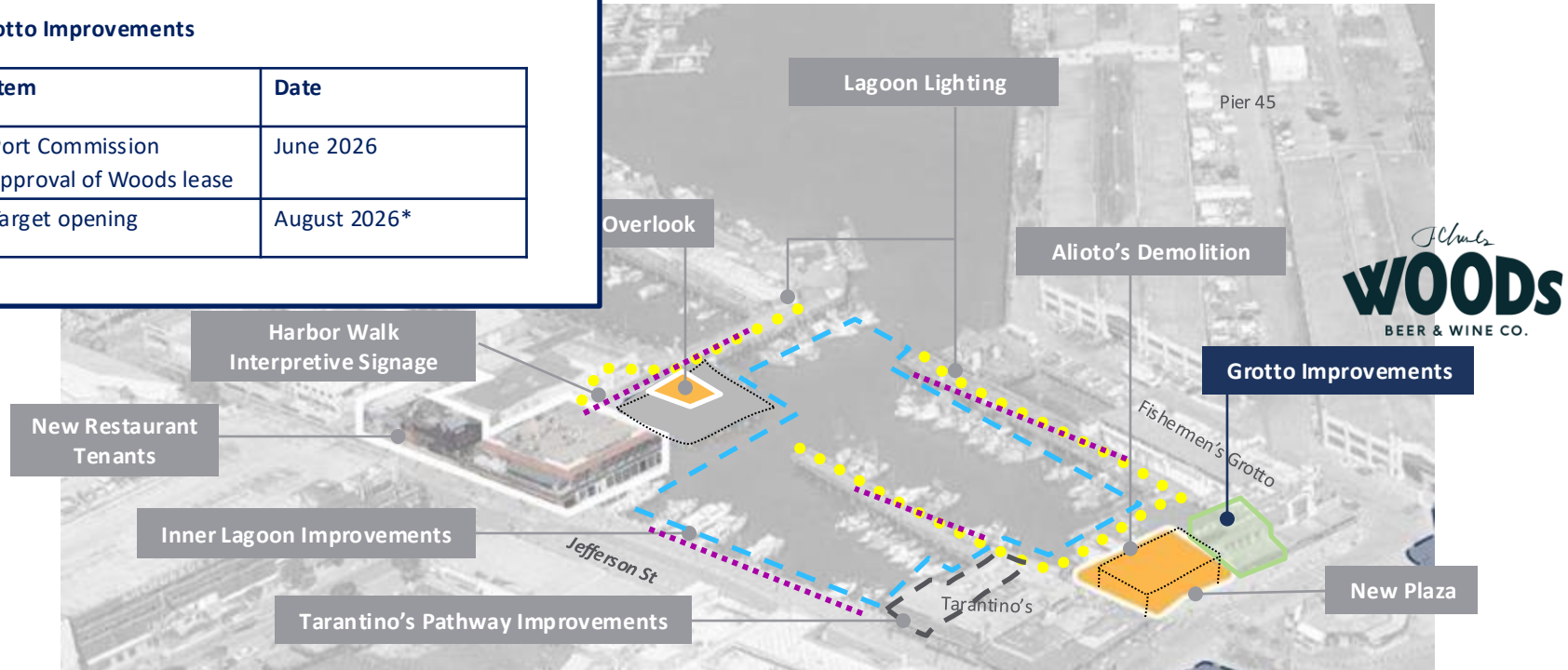
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Near-Term Construction Efforts

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Grotto Improvements

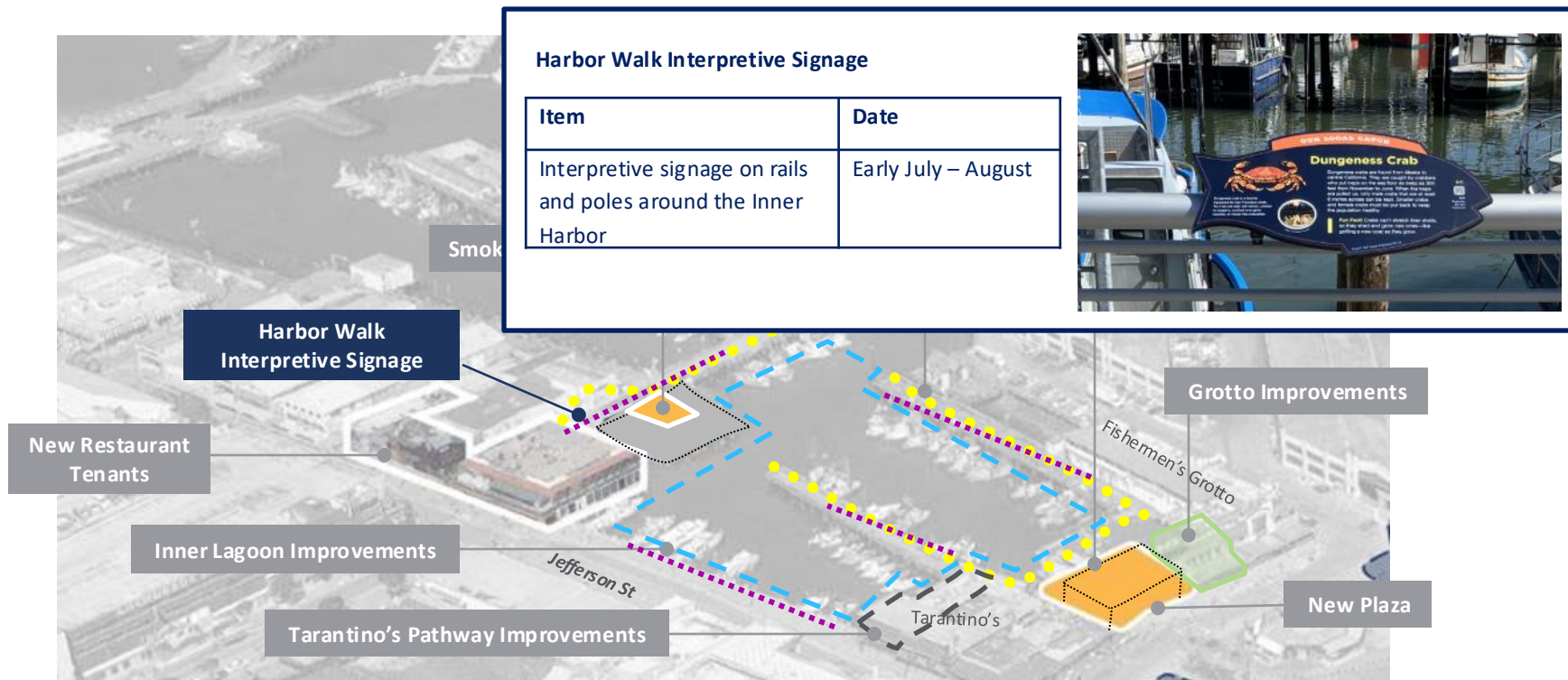
Item	Date
Port Commission approval of Woods lease	June 2026
Target opening	August 2026*



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Near-Term Construction Efforts

**Target dates, subject to change*



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Conceptual Design

Completed

Community Meeting #1 at
Pier 1 – April 30, 2026

Online Survey (Summary
on next slides)

Working on Now

Design team developing high
level options based on
community feedback

Historical Resource Evaluation
of site, with SF Planning

Next Engagement

Community Meeting #2
planned for September 2026,
in-person near Fisherman's
Wharf (date and location TBD)

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** – Respondents want the project area to feel comfortable, walkable, and accessible.
- **Bay, Wildlife & Environment** – Respondents connected the project area's future to the Bay, marine life, and waterfront ecology.

Next Steps

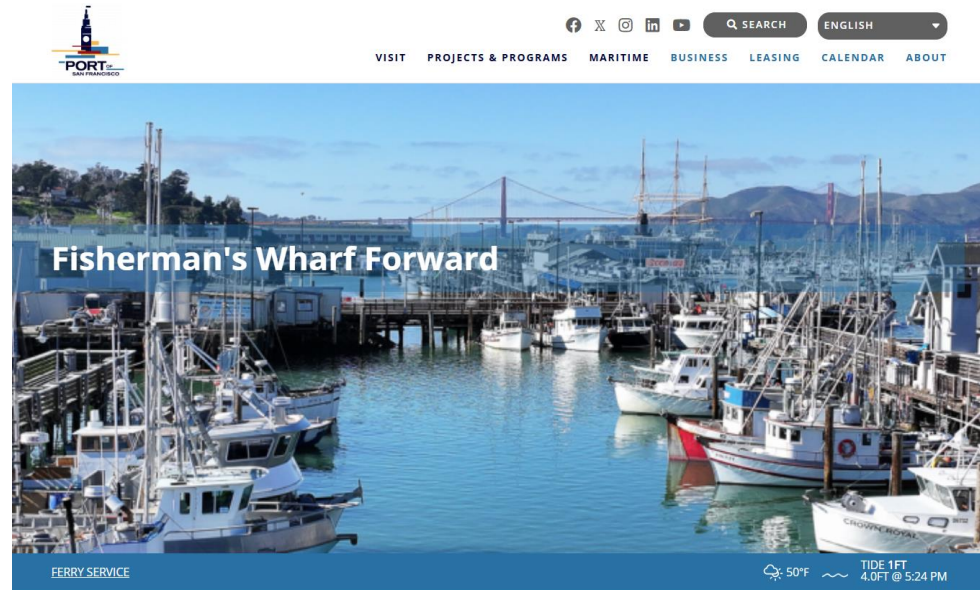
Communication and Feedback

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

An aerial photograph of the Fishermen's Wharf area in San Francisco. The image shows the Alioto's restaurant building with its large '8' and '9' signs, and the 'Fishermen's' sign. A large blue rectangular overlay is positioned on the left side of the image, partially obscuring the view of the wharf and the water. The text 'Thank you' is written in white on this blue overlay.

Thank you