

# Fisherman's Wharf Public Realm Plan

SPUR Presentation



July 11, 2008

3 February 2010



# WHY A PUBLIC REALM PLAN?

FISHERMANS  
WHARF  
PUBLIC REALM PLAN

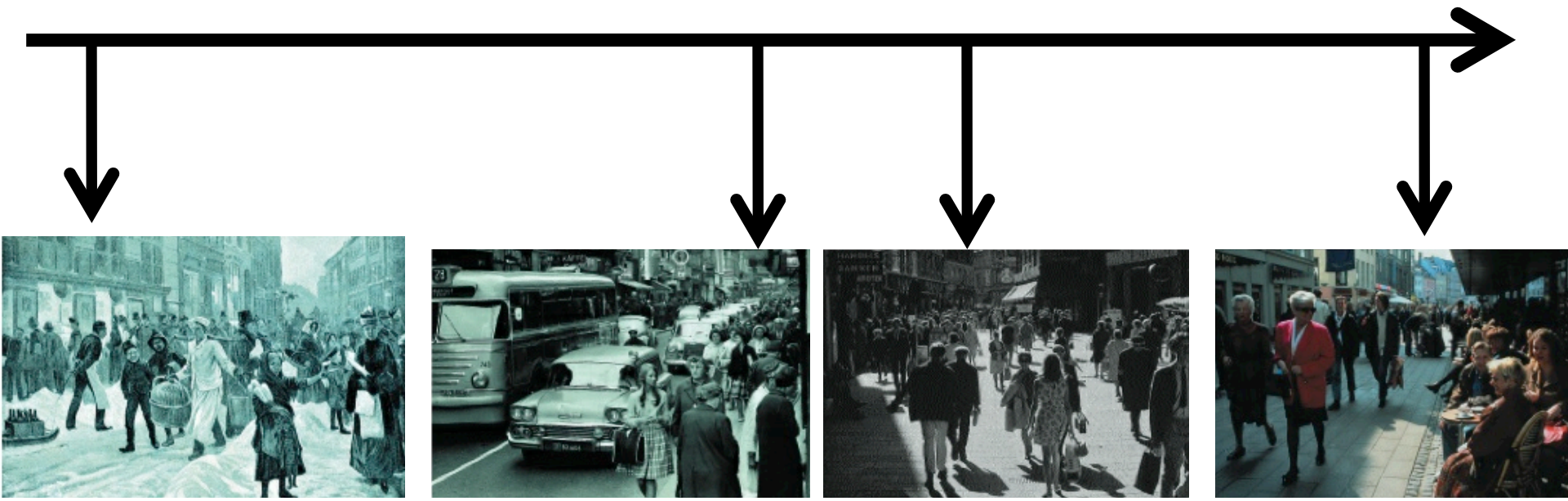
SAN FRANCISCO  
PLANNING DEPARTMENT

1900

1950

1965

2000



**Mainstreet Copenhagen in 100 years  
From necessary to optional activities**

# 1900 to 2000: From necessary to optional activities in public spaces



Will occur regardless of the quality provided



- There have been 20 plans and studies conducted in Fisherman's Wharf over the past 45 years
- The good news is that they are amazingly consistent in their recommendations

Fisherman's Wharf Visitor Survey, CBD, 2006

Fisherman's Wharf Planning Committee Recs., BCDC/Port, 2004

Muni E-Line Extension Feasibility Study, NPS/Muni/Presidio Trust, Dec. 2004

Fisherman's Wharf Area Plan: Trans. Issues and Opps, Port/BCDC, 2003

Existing Transportation Conditions for Fisherman's Wharf, Port/DPT, 2003

Fish Alley Study Area Historic Resources Eval. & Design Recs., 2001

San Francisco Waterfront Special Area Plan, BCDC, July 2000

SF North of Market Parking Study Update, DPT, August 2000

Pier 45/Fisherman's Wharf Access and Circulation Study Findings and Recommendations Summary Report  
December 1996

- There have been 20 plans and studies conducted in Fisherman's Wharf over the past 45 years
- The good news is that they are amazingly consistent in their recommendations

The Port of San Francisco Waterfront Land Use Plan, 1997

General Management Plan, SF Maritime Nat'l Historical Park, Oct. 1997

Waterfront Land Use Plan - Design & Access Element, 1997

Fisherman's Wharf Area Plan, Draft, July 1993

Fisherman's Wharf Action Plan, August 1981

General Management Plan, Golden Gate-Point Reyes, September 1980

Report of Mayor's Citizens Committee for the Preservation and Beautification of the Fisherman's Wharf Area, May 1974

San Francisco Bay Plan, BCDC, 1969

A Plan for Fisherman's Wharf, 1961



Background

# Challenges





Background

# Challenges



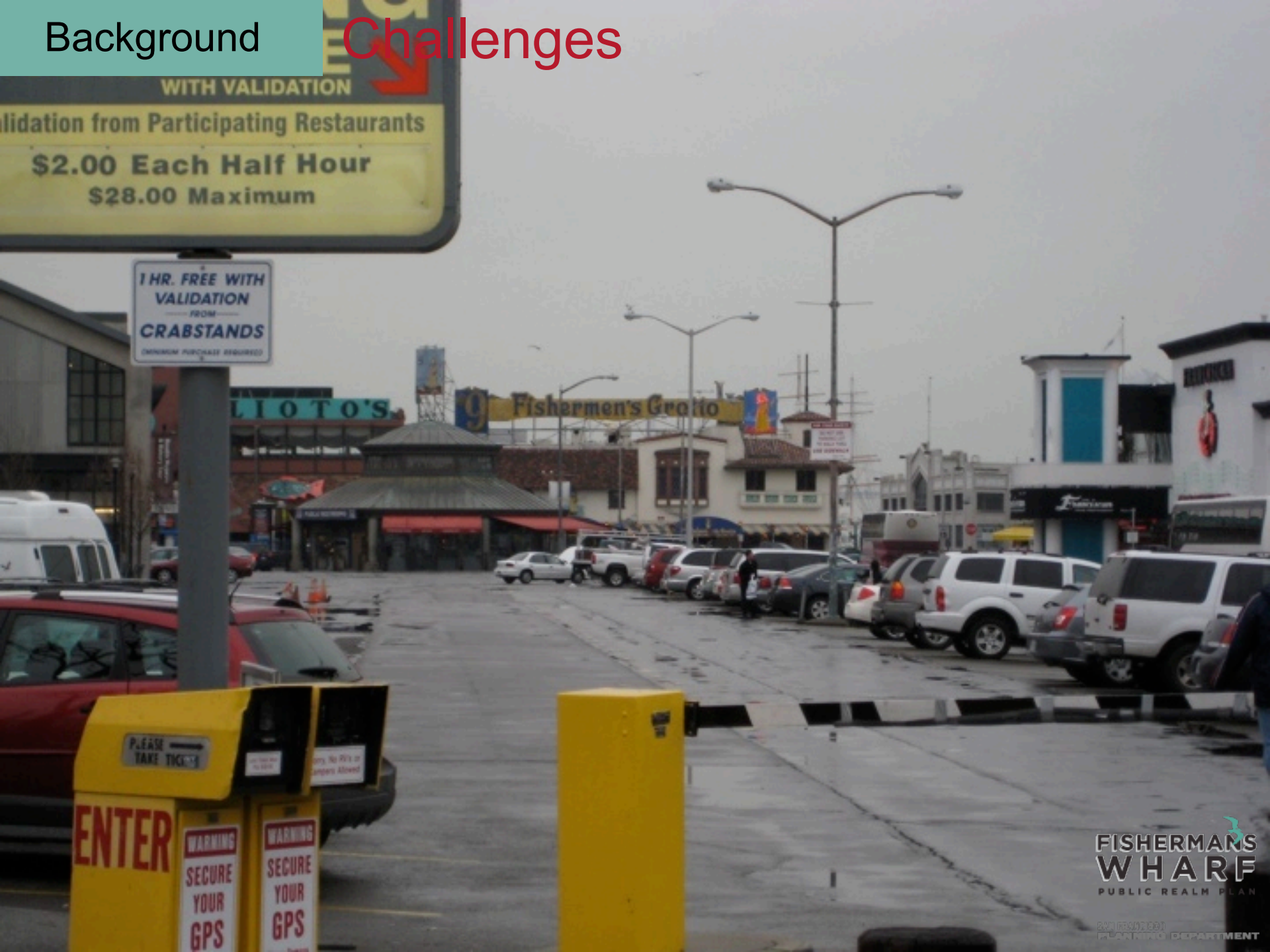
Background

# Challenges



# Background

# Challenges



Background

# Opportunities



FISHERMANS  
WHARF  
PUBLIC BEACH PLAN

SAN FRANCISCO  
PLANNING DEPARTMENT



Background

# Opportunities



**FISHERMANS  
WHARF**  
PUBLIC REALM PLAN

SAN FRANCISCO  
PLANNING DEPARTMENT

Background

Opportunities



Background

# Opportunities



**FISHERMANS  
WHARF**  
PUBLIC REACH





# PLAN OVERVIEW



*The Fisherman's Wharf Public Realm Plan will improve the pedestrian and cyclist conditions along Jefferson Street, and improve the overall aesthetic quality of streets, open spaces and new development in the area.*

## **PROJECT DESCRIPTION**

# Plan Outline

- Redesign Jefferson Street
- Create a streetscape plan for entire area
- Build and refurbish public open spaces
- Develop a parking and circulation plan
- Develop design guidelines for new development





# GEHL ARCHITECTS ANALYSIS

**FISHERMANS  
WHARF**  
PUBLIC REALM PLAN

SAN FRANCISCO  
PLANNING DEPARTMENT

# Comparable in Scale to Many Other Walkable Districts

## SCALE



FISHERMAN'S WHARF  
0.75 KM<sup>2</sup>



FINANCIAL DISTRICT, SAN FRANCISCO  
0.5 KM<sup>2</sup>



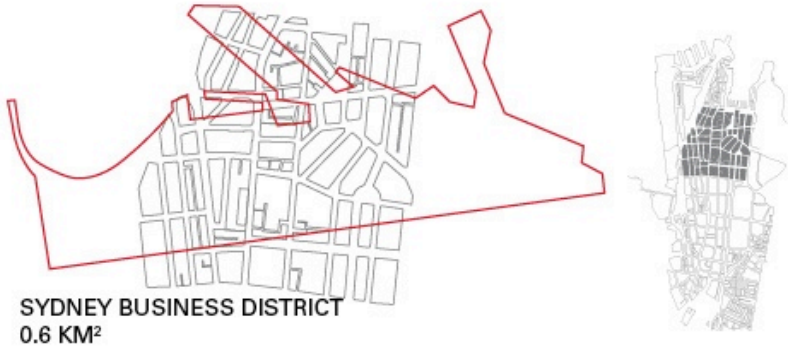
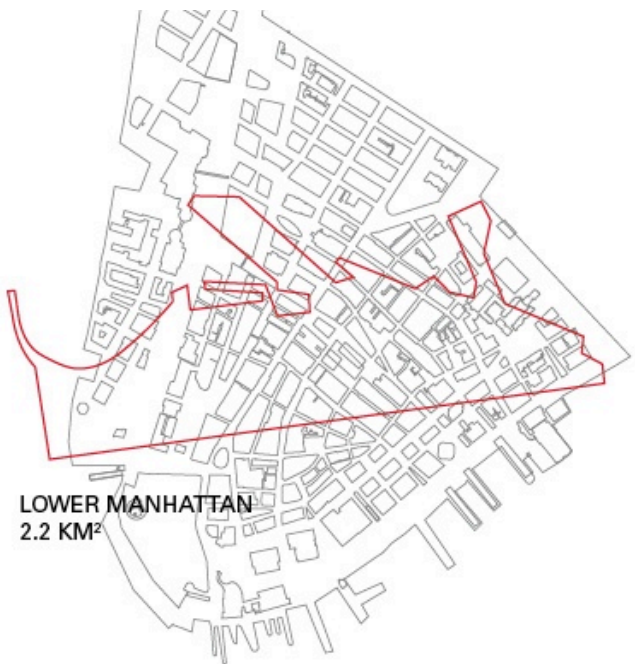
SEATTLE BUSINESS DISTRICT  
0.8 KM<sup>2</sup>



AMSTERDAM CITY CENTER  
1.2 KM<sup>2</sup>

# Comparable in Scale to Many Other Walkable Districts

## SCALE

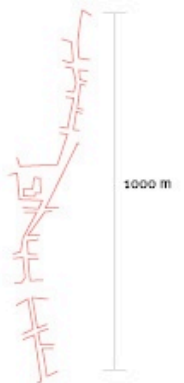


# Jefferson Street can be a single pedestrian experience

## SCALE REFERENCES COMPARISON OF KEY CITY STREETS

### copenhagen

**STRØGET**  
Total length: **1000 m**  
Street width: **8 m**  
Sidewalk width: **8 m**  
Status: Main shopping street, pedestrian only



### san francisco

**JEFFERSON STREET**  
Total length: **830 m**  
Street width: **20-22 m**  
Sidewalk width: **2-5 m**  
Status: Tourist destination, trams, cars, bicycles, tour buses



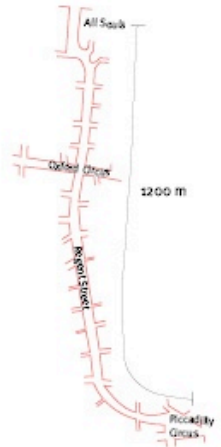
### melbourne

**SWANSTON STREET**  
Total length: **1270 m**  
Street width: **30 m**  
Sidewalk width: **8 m**  
Status: Main street dominated by shopping. Trams, taxis and bicycles.



### london

**REGENT STREET**  
Total length: **1200 m**  
Street width: **25-28 m**  
Sidewalk width: **4-7 m**  
Status: Shopping street dominated by classic architecture and a curved course. Heavy traffic.



### sydney

**GEORGE STREET**  
Total length: **2500 m**  
Street width: **22-30 m**  
Sidewalk width: **4-6 m**  
Status: Main street with shopping and heavy traffic.





# What Should the Character of Fisherman's Wharf Be?



TOURIST HARBOR

MULTIFUNCTIONAL CITY DISTRICT

CULTURAL WATERFRONT

RECREATIONAL WATERFRONT

WORKING HARBOR



PIER 39, SAN FRANCISCO  
INNER HARBOR, BALTIMORE  
DARLING HARBOUR, SYDNEY  
SOUTH STREET SEAPORT, NY

AKER BRYGGE, OSLO

TORONTO WATERFRONT  
GRANVILLE ISLAND, VANCOUVER

BATTERY PARK WATERFRONT, NY  
HUDSON RIVER PARK, NY

PIER 45, SAN FRANCISCO  
THORSHAVN, FAROE ISLANDS

WHAT SHOULD FISHERMAN'S WHARF BE LIKE IN THE FUTURE?

A WATERFRONT THEME PARK?  
DARLING HARBOUR, SYDNEY



WHAT SHOULD FISHERMAN'S  
WHARF BE LIKE IN THE FUTURE?

A CITY DISTRICT?  
AKER BRYGGE, OSLO



WHAT SHOULD FISHERMAN'S WHARF BE LIKE IN THE FUTURE?

A DESTINATION WITH A STRONG LOCAL CHARACTER?  
GRANVILLE ISLAND, VANCOUVER



WHAT SHOULD FISHERMAN'S  
WHARF BE LIKE IN THE FUTURE?

AN URBAN PARK?  
BATTERY PARK, NEW YORK



# STREETCARS AND PEDESTRIANS: HOW SHOULD JEFFERSON WORK IN THE FUTURE?



BOURKE STREET MALL, MELBOURNE



STRASBOURG



SEVILLA, TRAM B



SWANSTON STREET, MELBOURNE

# HOW MANY WALK ON WEEKDAYS?

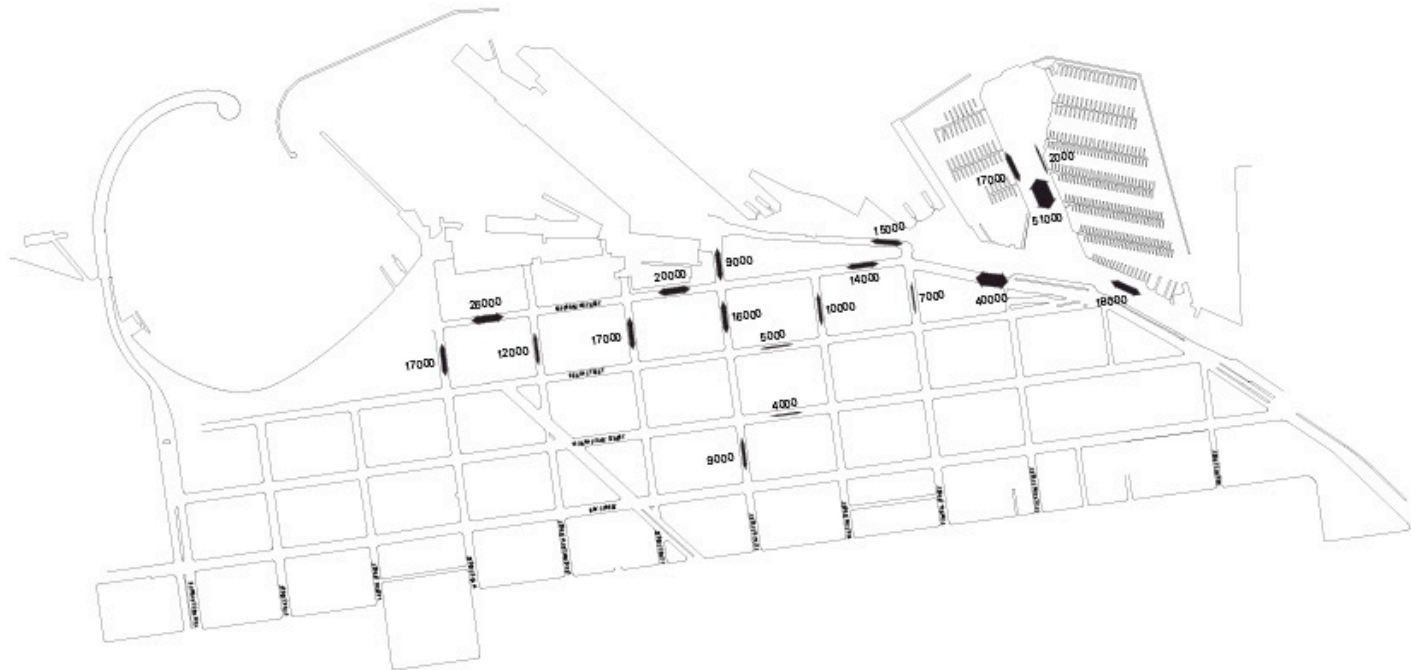
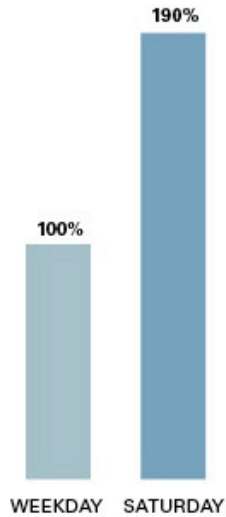
Date of survey  
Wednesday July 30 2008

Weather  
Sunny/fair, later fog. 60-65 °F

Method  
Counting during a 10 min period every hour (5 min at four occasions). Pedestrians counted on both sides of the street.

## Jefferson Street – 26,000

## Pier 39 – 70,000



# HOW MANY WALK ON SATURDAYS?

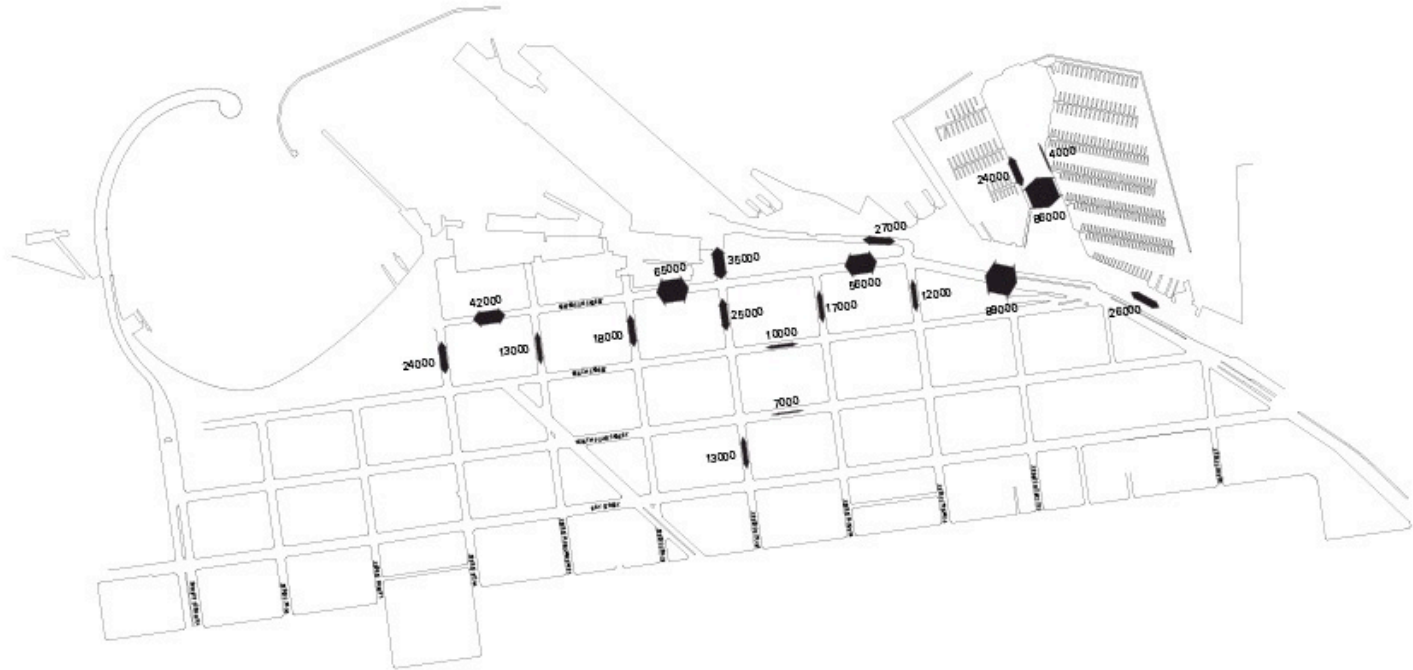
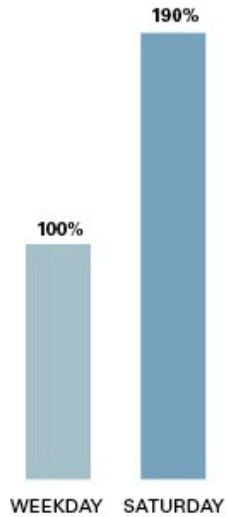
Date of survey  
Saturday August 2 2008

Weather  
Sunny/clear, ~75 °F

Method  
Counting during a 10 min period  
every hour (5 min at four occasions).  
Pedestrians counted on both sides of  
the street.

## Jefferson Street – 65,000

## Pier 39 – 104,000

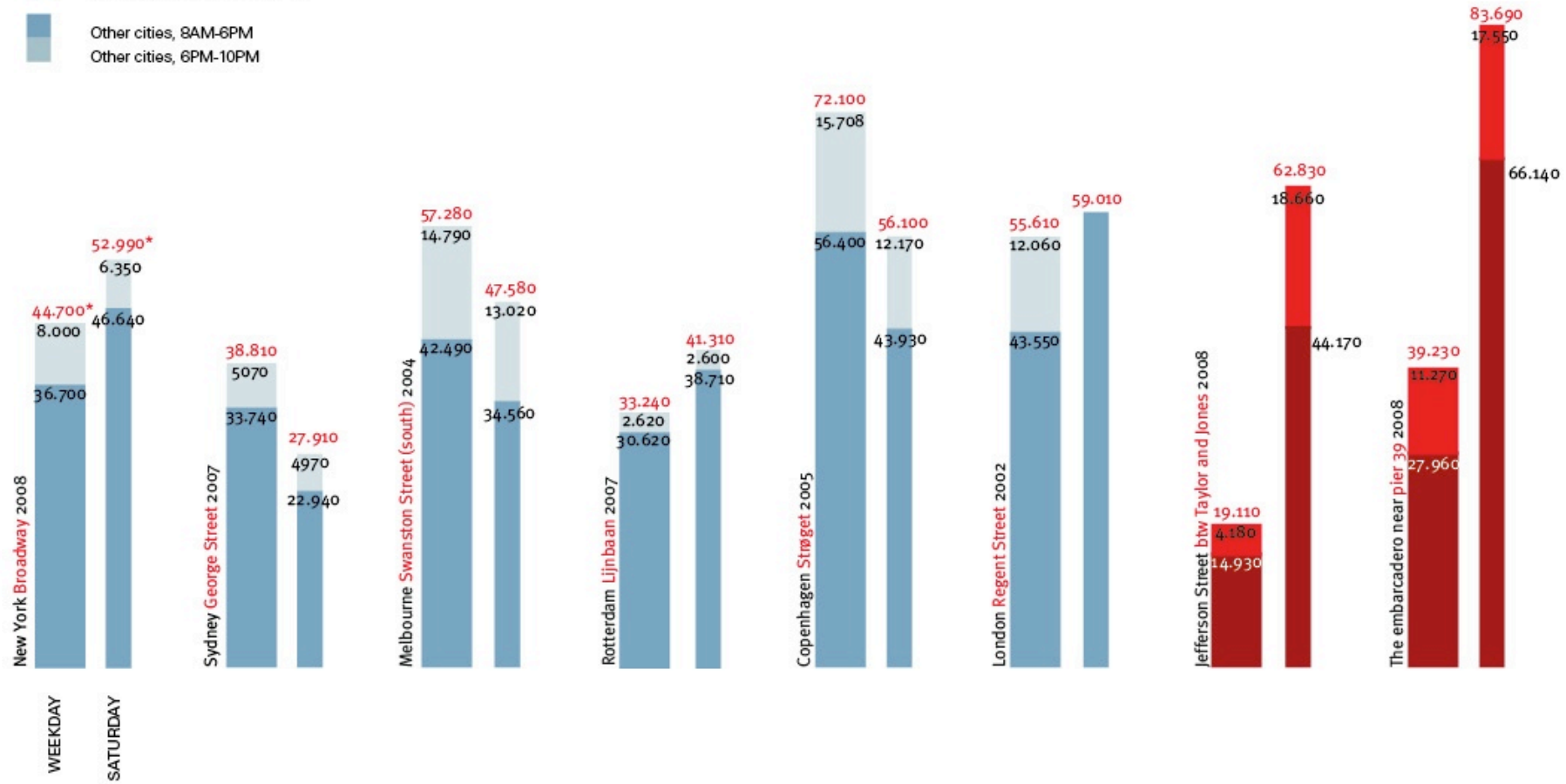




# Fisherman's Wharf Mostly a Weekend Destination

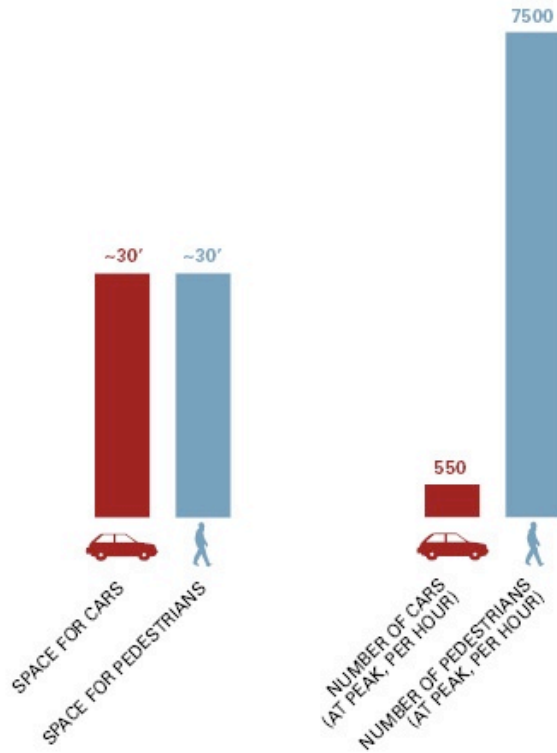
## COMPARING WITH OTHER WELLKNOWN STREETS

- Fisherman's Wharf, 8AM-6PM
- Fisherman's Wharf, 6PM-10PM
- Other cities, 8AM-6PM
- Other cities, 6PM-10PM

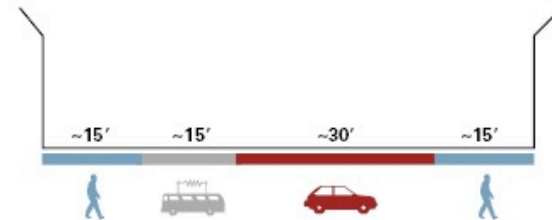


# The Design Does Not Reflect Who Uses the Street

## TRAFFIC ON JEFFERSON STREET



There are **15 times as many pedestrians\*** as cars on Jefferson, but they get the same amount of space!  
\*at peak time



# No Place To Stop and Take In The Scene

## PUBLIC SEATING

Public seating is concentrated to a few areas of the Wharf. There are almost no public seating along Jefferson Street, the main pedestrian route through the area.

Many of the seats are seldom used, mostly because of low quality or odd locations.

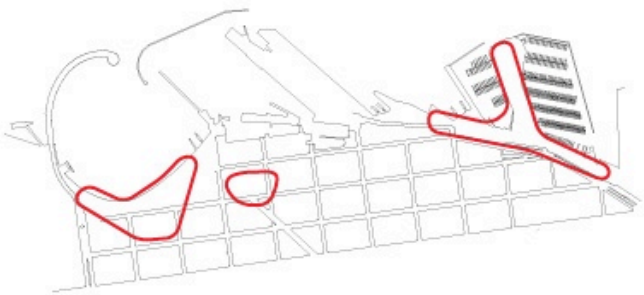


Strange placement of benches

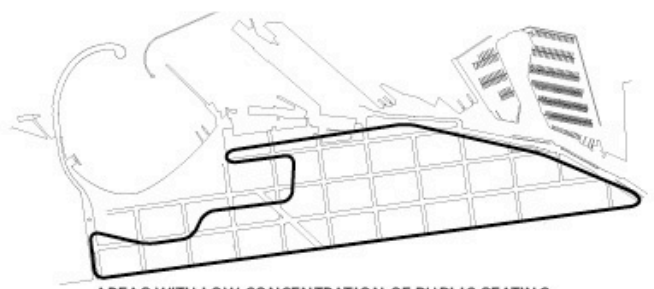


SEATS ON PUBLIC BENCHES  
1330 seats on public benches in the area

- 1-4 seats
- 5-14 seats
- 15-29 seats
- 30-49 seats
- 50+ seats



AREAS WITH HIGH CONCENTRATION OF PUBLIC SEATING



AREAS WITH LOW CONCENTRATION OF PUBLIC SEATING

# Uneven Distribution of Café Seating

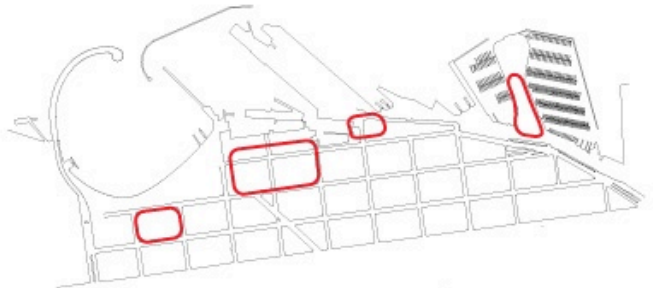
## CAFÉ SEATING

Outdoor café seats are clearly concentrated to a few small areas: Ghirardelli Square, The Cannery, The Anchorage, Northern end of Taylor Street and Southern part of Pier 39.

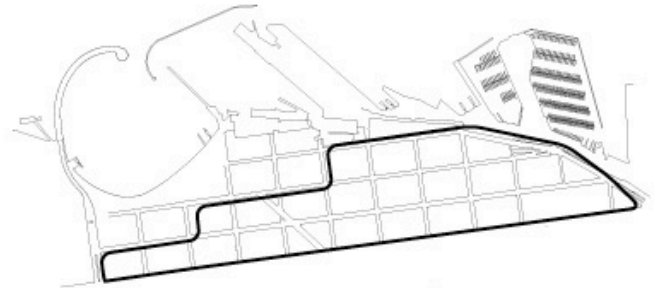


OUTDOOR CAFÉ SEATS  
1360 outdoor café seats in the area

- 1-14 seats
- 15-29 seats
- 30-49 seats
- 50-99 seats
- 100+ seats



AREAS WITH HIGH CONCENTRATION OF CAFÉ SEATING



AREAS WITH LOW CONCENTRATION OF CAFÉ SEATING

# Thousands of People, But No Place to Stop

## STAYING ACTIVITIES COMPARISON

126



Melbourne, Swanston Street (South)  
189 activities in 150 yd  
126 activities in 100 yd

91



Copenhagen, Strøget  
200 activities in 220 yd  
91 activities in 100 yd

38



Stockholm, Drottninggatan  
120 activities in 317 yd  
38 activities in 100 yd

39



London, Regent Street  
254 activities in 650 yd  
39 activities in 100 yd

37



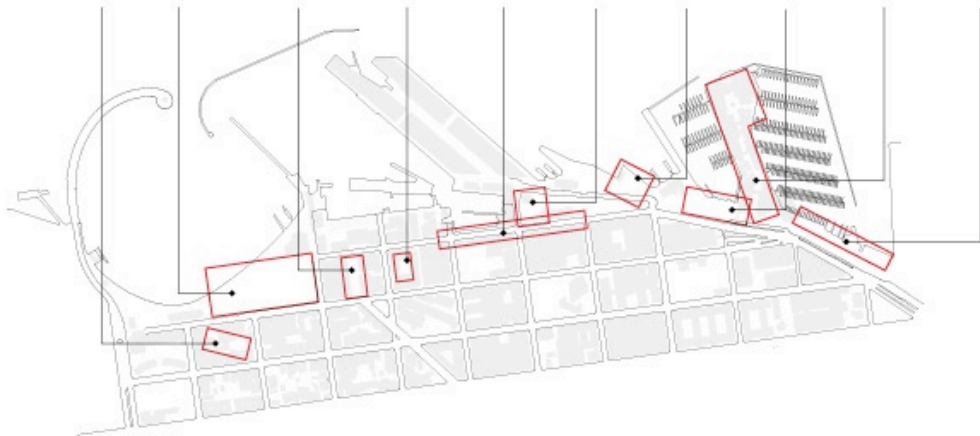
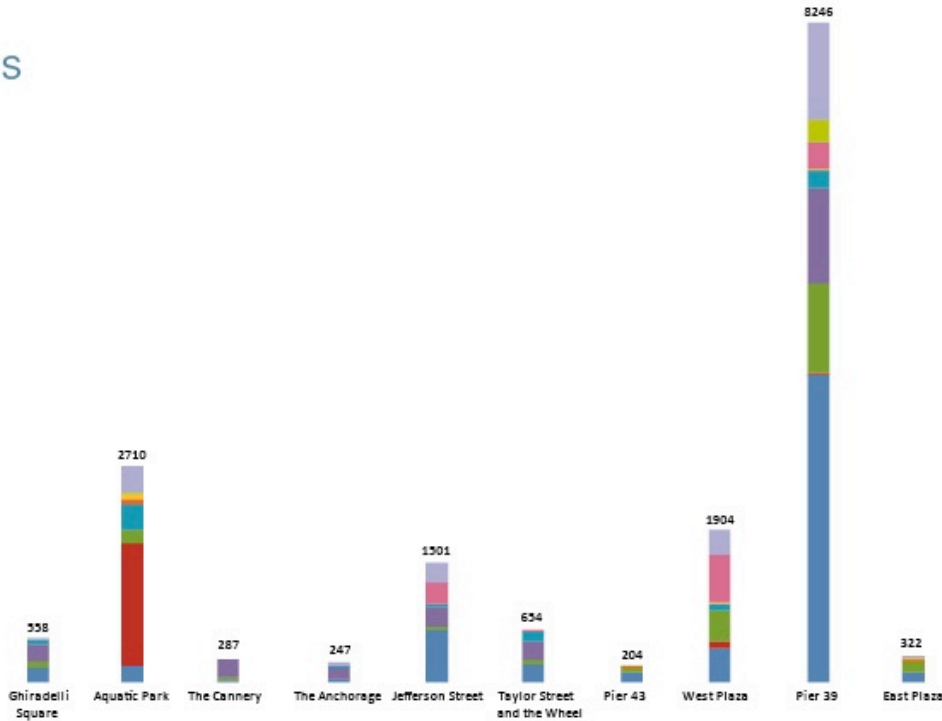
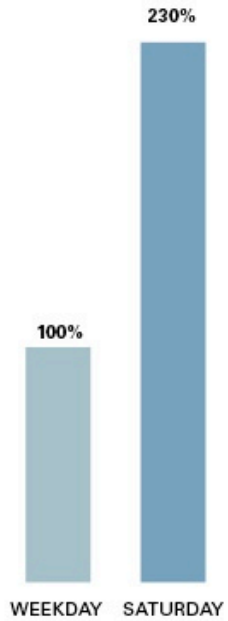
Jefferson Street  
119 activities in 320 yd  
37 activities in 100 yd

- Commercially active permanent
- Physical activities
- Cultural activities
- Children playing
- Lying down
- Sitting on secondary sitting-possibilities
- Sitting on caféchairs
- Sitting on benches
- Waiting for transport
- Standing

\* The cultural activities include guided tours

# STAYING ACTIVITIES SATURDAY

Relative comparison

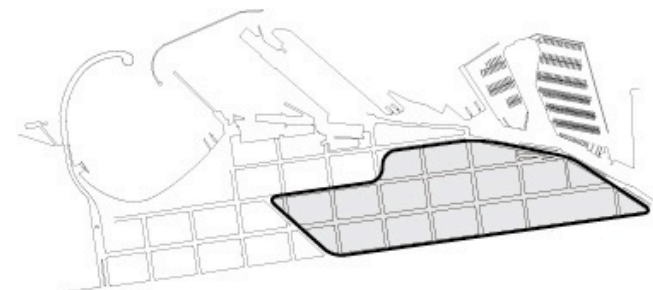
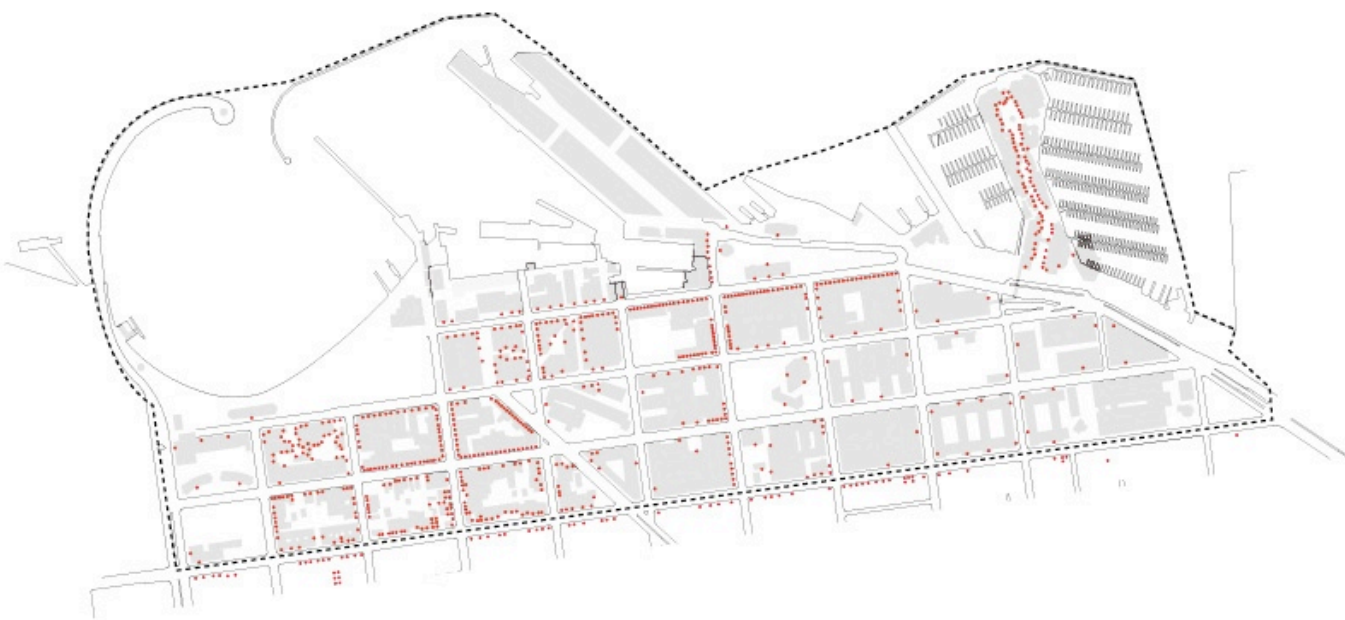


- Commercially active permanent
- Physical activities
- Cultural activities
- Children playing
- Lying down
- Sitting on secondary sitting-possibilities
- Sitting on caféchairs
- Sitting on benches
- Waiting for transport
- Standing

Comparison of weekend staying activities all day 10-9pm 6 counting times

# Boring Street Frontages Along Most Blocks

## ENTRANCES TO THE STREET



AREA WITH VERY FEW ENTRANCES TO THE STREET

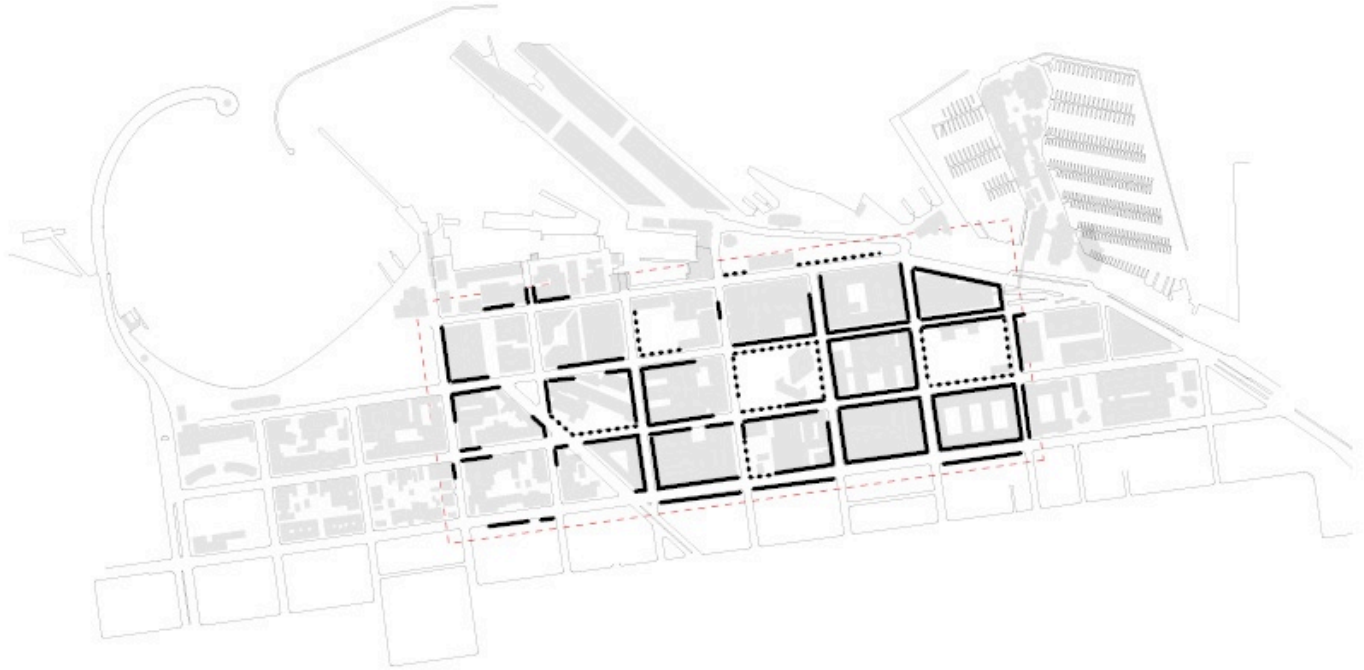
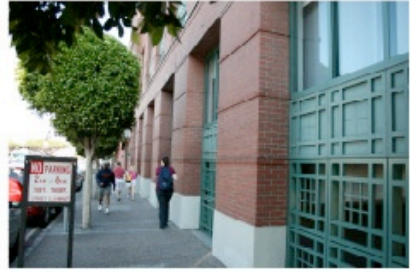
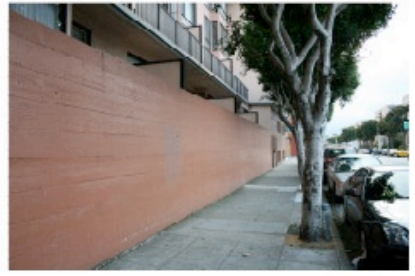
The most problematic block has a total of two entrances. That is equivalent to **8 entrances per mile** of façade.

# Boring Street Frontages Along Most Blocks

## MANY INACTIVE BUILDING FRONTAGES

Much of the Fisherman's Wharf area is dominated by closed inactive frontages, mainly because of the many parking garages, parking lots and large hotels.

- Inactive facade
- ..... Surface parking, gas station







# INSPIRATION

**FISHERMANS  
WHARF**  
PUBLIC REALM PLAN

SAN FRANCISCO  
PLANNING DEPARTMENT

Other Cities

New York City



FISHERMAN'S  
WHARF  
PUBLIC HEALTH PLAN

SAN FRANCISCO  
HEALTH DEPARTMENT

Other Cities

# New York City



Other Cities

# New York City



Other Cities

Santa Cruz, CA



Other Cities

Santa Cruz, CA



Other Cities

San José, CA



**FISHERMANS  
WHARF**  
PUBLIC REALM PLAN

SAN FRANCISCO  
PLANNING DEPARTMENT

Other Cities

San José, CA





GRANVILLE  
ISLAND

Canada

Carroll Theatre Presents  
*The Odyssey* April 13 - May 5 The Waterfront Theatre  
Tix: (604) 685-6217 or [www.fishermaster.ca](http://www.fishermaster.ca) [www.carrolltheatre.ca](http://www.carrolltheatre.ca)

Other Cities

# Granville Island, Vancouver



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WHARF**  
PUBLIC REAL ESTATE

SAN FRANCISCO  
PLANNING DEPARTMENT



# JEFFERSON STREET REDESIGN

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WHARF**  
PUBLIC REALM PLAN

SAN FRANCISCO  
PLANNING DEPARTMENT

# Jefferson Street



# Jefferson Street

# Jefferson Street



# Jefferson Street

Jefferson Street

Between Leavenworth and Hyde

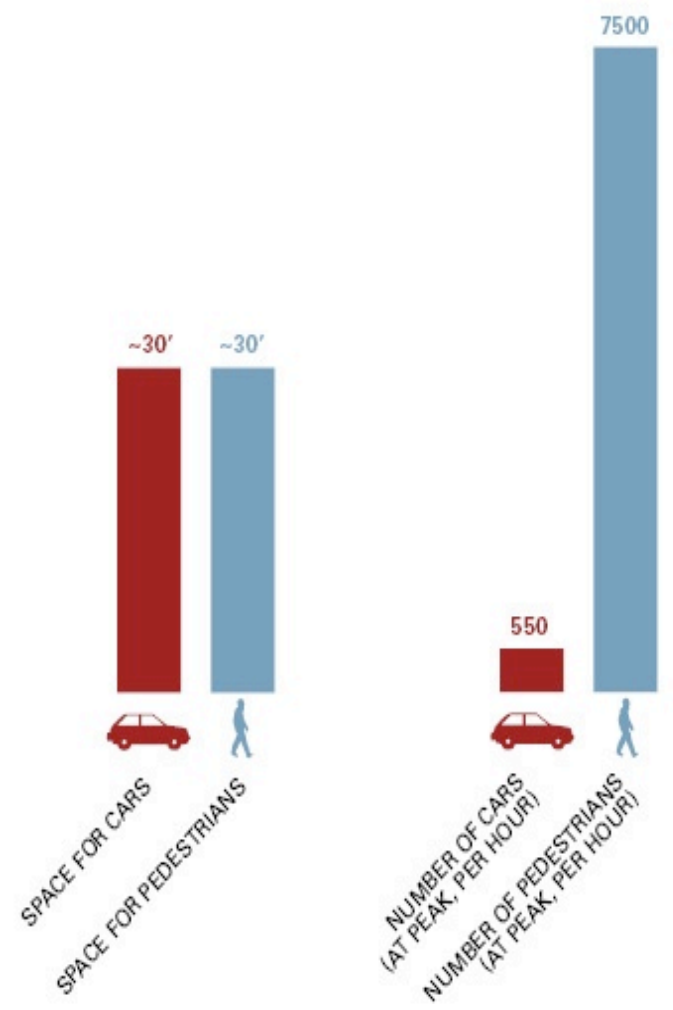




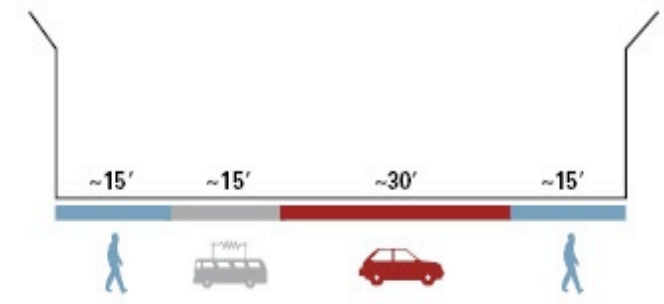
Jefferson Street

Between Leavenworth and Hyde

# Pedestrians and Vehicles



There are **15 times** as many **pedestrians** as cars on Jefferson, but they get the same amount of space!



# Jefferson Street



**FISHERMANS  
WHARF**  
PUBLIC REALITY PLAN

SAN FRANCISCO  
PLANNING DEPARTMENT

# Jefferson Street



**FISHERMANS  
WHARF**  
PUBLIC REALM PLAN

BY [unreadable]  
FOR [unreadable]



# STREETSCAPE PLAN

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WHARF**  
PUBLIC REALM PLAN

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# URBAN DESIGN GUIDELINES

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WHARF**  
PUBLIC REALM PLAN

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# PARKING and TRAFFIC PLAN

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# OPEN SPACE PLAN

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**THANK YOU!**

  
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