

San Francisco Unveils Vibrant New Fisherman's Wharf Promenade

Pergolas, Playful Seating, and Pop-ups Refresh Historic Waterfront

SAN FRANCISCO, NOVEMBER 12, 2024 – The Fisherman's Wharf Community Benefit District (FWCBD) and the Port of San Francisco today unveiled the Fisherman's Wharf Promenade, a unique project designed to revitalize and reimagine the historic Little Embarcadero. Stretching from the corner of Powell and Jefferson streets at Pier 43 to the Franciscan Crab Restaurant at Pier 45, this vibrant, family-friendly corridor offers breathtaking views of Alcatraz and the Bay. The improved walkway features seven pergolas, various playful seating options, and new planters, creating inviting spaces for visitors to relax and enjoy. Anchored by the towering SkyStar Wheel, this transformation is reinvigorating the scenic area, fostering a renewed sense of community and enhancing the appeal of this cherished San Francisco neighborhood.

Key features of the Promenade include a Fisherman's Wharf Welcome Center at the corner of Powell and Jefferson streets, where a teal blue container kiosk will offer visitor support and ticket sales to local attractions, along with a photo booth. On the Promenade, two additional kiosk structures are designed to house pop-up shops featuring local food, drink and retail businesses. One of these pop-up spaces is now occupied by San Franpsycho, a local apparel brand known for its San Francisco-inspired clothing and accessories.

The FWCBD led the project, with crucial support from the Port of San Francisco, which provided a \$1.43 million grant to cover installation, programming staff, and safety/cleanliness ambassadors. This funding is part of a larger \$3.2 million Port grant to FWCBD over two years, aimed at economic recovery and beautification efforts in Fisherman's Wharf.

"The project is directly connected to the Port's ongoing efforts to catalyze economic recovery and improve cleanliness and safety in Fisherman's Wharf," said Rena Leddy, interim Executive Director for the FWCBD. "Critically, this project reimagines the use of public spaces to enhance the visitor experience and re-engage locals, creating a more dynamic and inclusive urban environment that encourages community interaction and helps revitalize the area economically."

"From its origins as a bustling commercial fishing hub to its evolution as a major tourist attraction, the Wharf continues to offer new delights and experiences," said Port of San Francisco Executive Director Elaine Forbes. "These enhancements in Fisherman's Wharf ensure that the area remains an inclusive and welcoming gathering space for everyone."

Dante Serafini, owner of the Franciscan Crab Restaurant, praised the project's impact: "Revitalizing the Fisherman's Wharf Promenade has brought the people back to the Wharf and the waterfront. It's a great place to stroll and hang out in the middle of the hustle and

bustle, and our customers love it. This represents the first phase in revitalizing Fisherman's Wharf, bringing much-needed development to the neighborhood.”

The Fisherman's Wharf Promenade is the result of a partnership between several organizations. Urban design firm Street Plans developed the site plan for the Promenade. Savills, an international architecture, engineering, and planning firm, provided pro bono services for the installation of the pop-up shop containers.

The FWCBD's vision came to life through the partnership with the Port, these firms, and area businesses and performers. From selecting the eye-catching teal color for the containers to coordinating the installation of popular blue spun chairs and orange loungers, every detail was a collaborative effort. The promenade's ongoing maintenance and management remains a collaborative effort, involving coordination among the CBD, the Port, and other city departments.

According to data analytics, Fisherman's Wharf welcomed 10.5 million domestic visitors in 2023. Early figures for 2024 suggest a continuation of this trend, highlighting the ongoing recovery of this vital tourist destination. The Fisherman's Wharf Promenade project aims to accelerate this recovery by enhancing the area's appeal and improving the visitor experience.

For more information about the Fisherman's Wharf Promenade, please visit: <https://www.fishermanswharf.org/about-us/promenade/>

About Fisherman's Wharf Community Benefit District:

The Fisherman's Wharf Community Benefit District is a non-profit organization founded in 2005 that works to promote, maintain, and advance Fisherman's Wharf as a world-class destination.

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