



# FISHERMAN'S WHARF REIMAGINED

A CONCEPTUAL MASTER PLAN  
JANUARY 2026

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planning | design

## UNLOCKING THE FULL POTENTIAL OF FISHERMAN'S WHARF

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Fisherman's Wharf has long stood as one of the world's most recognizable waterfront destinations — a place where San Francisco's working fishing fleet, maritime history, renowned cuisine, and vibrant street life come together along the edge of the bay. Today, we have a once-in-a-generation opportunity to renew and elevate this remarkable place by restoring sweeping view corridors to the water and fishing fleet, creating a dynamic new waterfront public park and pavilion, and focusing our collective energy on strengthening the Wharf and the fishing industry that gives this historic district its name and character.

By removing visual and physical barriers and introducing a world-class public fish market and maritime museum, the plan reconnects visitors and locals alike with the living waterfront. Expansive green space and a flexible pavilion will create an inviting civic commons — a place for year-round gatherings, cultural celebrations, performances, and community events that bring the waterfront to life.

The vision is simple yet powerful: to reaffirm Fisherman's Wharf as one of the world's great waterfront destinations by transforming this beloved district into a more open, accessible, and vibrant public realm—one that reconnects San Franciscans to their historic waterfront and creates a more welcoming and memorable experience for visitors from around the world — all while honoring the Wharf's deep maritime and fishing heritage and embracing the future of San Francisco's iconic waterfront.

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# FISHERMAN'S WHARF EXISTING SITE PLAN

## PHASE I & II AREA OF FOCUS



### PROPOSED PHASES I & II - PUBLIC COMMONS/FISH MARKET/SHED C - EXISTING

- |                                       |                                |                                       |
|---------------------------------------|--------------------------------|---------------------------------------|
| <b>A</b> Boudin Bakery & Restaurant   | <b>E</b> Red and White Fleet   | <b>I</b> PIER 43 Archway              |
| <b>B</b> Chowder Hut                  | <b>F</b> Franciscan Restaurant | <b>J</b> PIER 41                      |
| <b>C</b> Alioto's Restaurant (Closed) | <b>G</b> Triangle Parking Lot  | <b>K</b> PIER 39                      |
| <b>D</b> Fisherman's Grotto (Closed)  | <b>H</b> SkyStar Wheel         | <b>L</b> PIER 45 Shed C (Burned Down) |



PROPOSED PHASE I  
SEAWALL LOT 301



PROPOSED PHASE II  
TAYLOR ST. & SHED C

## PHASE I: A VISIONARY PATH FORWARD

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Phase I centers on a visionary redevelopment of the Triangle parking lot as a sweeping public lawn and civic commons — a flexible, welcoming open space designed to become the Wharf’s new gathering ground. By transforming this underutilized asphalt lot into a vibrant expansive green, we create a signature public destination that enhances pedestrian connectivity, invites daily community use, and preserves the spectacular, unobstructed views of the San Francisco Bay that define this waterfront.

This new commons is envisioned as a dynamic, programmable space capable of hosting seasonal activations, concerts, cultural celebrations, and civic events, while also remaining open and accessible for everyday enjoyment. Designed to prioritize flexibility, public access, and the protection of view corridors to the Bay and beyond, the lawn will serve as a unifying anchor for the Wharf — a place where residents, visitors, and the fishing community alike can gather in a setting that reflects San Francisco’s character and maritime heritage.

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FISHERMAN'S WHARF  
TRIANGLE PARKING LOT  
EXISTING SITE PLAN



TAYLOR ST.

LITTLE EMBARCADERO

JEFFERSON ST.

MASON ST.

JEFFERSON ST.

PHASE I - EXISTING - TRANGLE PARKING LOT

- |                                       |                                |
|---------------------------------------|--------------------------------|
| <b>A</b> Boudin Bakery & Restaurant   | <b>E</b> Red and White Fleet   |
| <b>B</b> Chowder Hut                  | <b>F</b> Franciscan Restaurant |
| <b>C</b> Alioto's Restaurant (Closed) | <b>G</b> Triangle Parking Lot  |
| <b>D</b> Fisherman's Grotto (Closed)  | <b>H</b> SkyStar Wheel         |

# FISHERMAN'S WHARF PUBLIC COMMONS

## PROPOSED SITE PLAN PHASE I



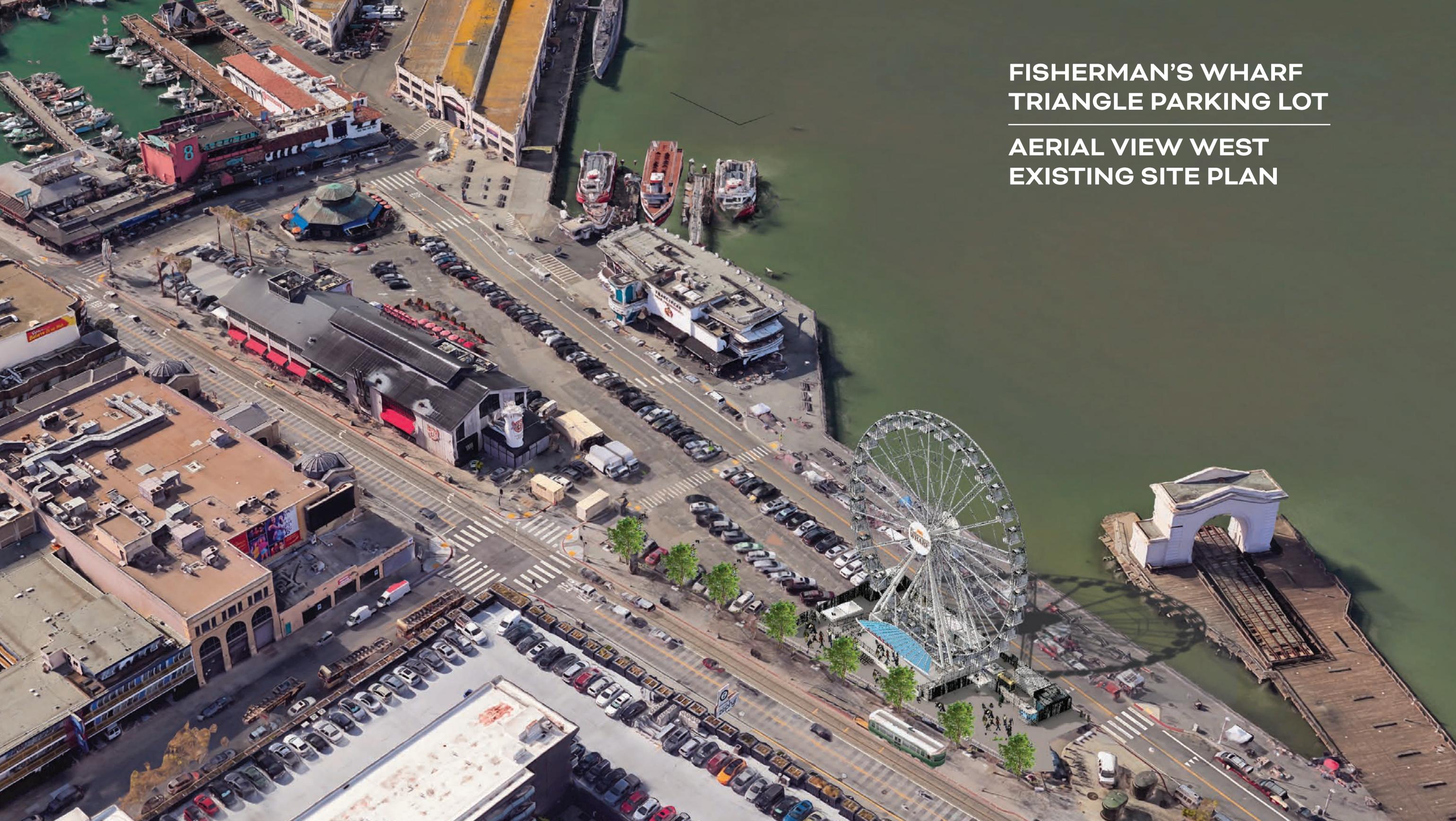
### PHASE I - PUBLIC COMMONS - PROPOSED

- A** Boudin Bakery & Restaurant
- B** Chowder Hut
- C** Historic Fishing Boat
- D** Franciscan Restaurant
- E** Public Commons
- F** West Stage
- G** East Stage
- H** SkyStar Wheel

**FISHERMAN'S WHARF  
TRIANGLE PARKING LOT**

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**AERIAL VIEW WEST  
EXISTING SITE PLAN**



FISHERMAN'S WHARF  
PUBLIC COMMONS

AERIAL VIEW WEST  
PROPOSED - PHASE I





**FISHERMAN'S WHARF  
TRIANGLE PARKING LOT**

**AERIAL VIEW SOUTHEAST  
EXISTING - PHASE I**



# FISHERMAN'S WHARF PUBLIC COMMONS

## AERIAL VIEW SOUTHEAST PROPOSED - PHASE I

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## PHASE II: RESTORING THE HEART OF FISHERMAN'S WHARF

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We strongly support the Port of San Francisco's Fisherman's Wharf Forward initiative and view the removal of the former Alioto's Restaurant building as an important first step in shaping the next chapter of Fisherman's Wharf. Opening the inner harbor and advancing plans for new public-facing amenities signals meaningful progress toward a more vibrant, accessible, and forward-looking waterfront.

At the same time, we see this as just the beginning of a much broader vision — one that thoughtfully transforms the Jefferson and Taylor Street corridors, advances the redevelopment of the former Tarantino's Restaurant site at Taylor and Jefferson as a world-class fish market and retail destination, and restores Pier 45 Shed C to its rightful place as the heart of San Francisco's historic fishing industry. By strengthening infrastructure, celebrating maritime heritage, and fully supporting the working waterfront, we can ensure the Wharf's future remains rooted in the industry that built it.

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# FISHERMAN'S WHARF PHASE I PUBLIC COMMONS COMPLETED

## PHASE II - EXISTING SITE PLAN

**F**  
PLEASE SEE FOLLOWING  
PAGE FOR SHED C (BURNED DOWN)



### PHASE I - FISHERMAN'S WHARF PUBLIC COMMONS - COMPLETED

- |   |                               |                                |
|---|-------------------------------|--------------------------------|
| <b>A</b> Boudin Bakery & Restaurant       | <b>E</b> PIER 45 Shed A       | <b>I</b> Franciscan Restaurant |
| <b>B</b> Tarantiono's Restaurant (Closed) | <b>F</b> Shed C (Burned Down) | <b>J</b> Triangle Parking Lot  |
| <b>C</b> Alioto's Restaurant (Closed)     | <b>G</b> Chowder Hut          | <b>K</b> SkyStar Wheel         |
| <b>D</b> Fisherman's Grotto (Closed)      | <b>H</b> Red and White Fleet  |                                |

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Untitled Placemark

Data SIO, NOAA, U.S. Navy, NGA, GEBCO  
Image Landsat / Copernicus  
Data LDEO-Columbia, NSF, NOAA

Google Earth

# FISHERMAN'S WHARF PHASE I PUBLIC COMMONS COMPLETED

## PHASE II - PROPOSED SITE PLAN

**F**  
PLEASE SEE FOLLOWING  
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### PHASE II - FISHERMAN'S WHARF PUBLIC COMMONS/FISH MARKET - COMPLETED

- |                                      |                               |                                |
|--------------------------------------|-------------------------------|--------------------------------|
| <b>A</b> Boudin Bakery & Restaurant  | <b>E</b> PIER 45 Shed A       | <b>I</b> Franciscan Restaurant |
| <b>B</b> Barbary Coast Fish Market   | <b>F</b> Shed C (Burned Down) | <b>J</b> Triangle Parking Lot  |
| <b>C</b> Fisherman's Grotto Pavilion | <b>G</b> Chowder Hut          | <b>K</b> SkyStar Wheel         |
| <b>D</b> Fishing Fleet Museum Center | <b>H</b> Red and White Fleet  |                                |

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Untitled Placemark

Data SIO, NOAA, U.S. Navy, NGA, GEBCO  
Image Landsat / Copernicus  
Data LDEO-Columbia, NSF, NOAA

Google Earth

**FISHERMAN'S WHARF  
TRIANGLE LOT/TAYLOR STREET/PIER 45 SHED C  
EXISTING AERIAL VIEW WEST**



**PHASE II - FISH MARKET/MUSEUM/FISHING FLEET SHED C - EXISTING**

- A** Boudin Bakery & Restaurant
- B** Tarantino's Restaurant (Closed)
- C** Alitoto's Restaurant (Closed/Demolished)
- D** Fisherman's Grotto Restaurant (Closed)
- E** Chowder Hut
- F** PIER 45 Shed A
- G** Shed C (Burned Down)
- H** Red and White Fleet

# FISHERMAN'S WHARF TRIANGLE LOT/FISH MARKET/PIER 45 SHED C PHASE I & II COMPLETED - AERIAL VIEW



## PHASE II - FISH MARKET/MUSEUM/FISHING FLEET SHED C - PROPOSED

- A** Boudin Bakery & Restaurant
- B** Fish Market & Restaurant
- C** Fisherman's Grotto Pavilion
- D** Fishing Fleet Museum

- E** Chowder Hut
- F** PIER 45 Shed A
- G** Shed C (Rebuilt)
- H** Red and White Fleet

