





RECOMMENDATIONS

THE FUTURE OF FISHERMAN'S WHARF

CHANGES OVER TIME

Fisherman's Wharf has a very high number of visitors and many of them come back again and again. It is internationally recognized as a waterfront destination, but even a successful destination must renew its attractiveness over time. Cities and societies change and competition from new types of attractions may emerge. It is like a private home, where the carpet gets worn down, the couch is getting a little too old and uncomfortable, the lamp is not good enough for reading etc., so when the children leave home it is time for a make over, so the home fits the smaller household and its new needs. Homes go through changes over time and so do city spaces.

Fisherman's Wharf needs an update to keep its attractiveness. Jefferson Street and the section around it are not the most attractive waterfront places any more. Over time most shopping and entertainment destinations in the world tend to get the same mix of commercial attractions. While tourists tend to look for unique, genuine places that are different from the rest.

The Wharf as a whole needs an upgrade, but how? The main goal should be to strengthen its identity, and expand the brand of the wharf so it covers the district as a whole. Fisherman's Wharf should take advantage of its special location in the city. The closeness to water, not just any water but San Francisco Bay and its ecosystem, the fishing industry, the special topography with the fine views.

To do so the district needs to make it easier to explore the water and the water activities. To make it a pleasure to walk around and to find great spaces, where the visitors can enjoy the activities, the views and be invited to explore more and more. There must be invitations for all sorts of people of all age groups, invitations to go to the Wharf all year, day and night. The feeling of a unique place with the special complexity, which is the base of the Wharf's attractiveness, should be maintained.

Compared with Sydney's highly touristy waterfront, which lacks the feeling of being specific to the place and with difficult connections to the city, Fisherman's Wharf has its historic base in the fishing industry and fish restaurants along Taylor Street, while the street grid connects the site to the city.

Compared with the highly successful Aker Brygge waterfront in Oslo, Norway, the Wharf is lacking on direct access to the water and has too few people living in the area of the "dead zone" to create local life. Further more there are far less outdoor dining options as well as public seating.

Compared with Granville Island in Vancouver and Toronto's waterfront, the Wharf is short of cultural institutions and places where one can see arts and craft being produced. The sourdough bread production is one of the few exceptions and people flock around the window where the bakers can be seen working. Also, a local market is missing. Granville Island's famous Farmer's Market could in the case of Fisherman's Wharf be a great fish market.

The eating of freshly boiled Dungeness Crabs is a genuine part of the Wharf, but where Sydney's wholesale fish-market offers tables and benches right on the waterfront where you can sit and enjoy the view to the fishing ships, the Wharf is offering the view to a dirty parking lot with very few places to sit.

Fisherman's Wharf has a great potential for alfresco dining and outdoor cafe life, where seagulls and the fresh air from the Bay as well as watching the ships and the promenades are part of the attraction.

Compared with the recreational waterfronts along the Hudson River in N.Y. or the Islands Brygge waterfront park in Copenhagen, the Wharf is missing a truly inviting promenade that can invite visitors to do more than just walk and sit.

Great waterfronts have fine continuous promenades from where the different attractions can be experienced and activities engaged in.

Fisherman's Wharf is the second most important tourist destination in California - after Disneyland. Disneyland has a series of qualities that is liked by Americans as well as foreign tourists. It is composed of environments in human scale, it is diverse, safe, and clean, but most of all it is a car free environment designed around transit and it is walkable. Fisherman's Wharf has a lot more to offer than Disneyland as it is a working waterfront with a great history and it has a fantastic setting on the edge of a fine city, but some of the other characteristics of a fine place are missing.

The public domain, which has deteriorated over time as traffic has evolved, is not up to date and generally of low quality. It is time to catch up. The different attractions of the Wharf are within walking distances from each other and the water is near by. The Wharf just needs to develop and expand its public realm to become World class.



Waterfront promenade.
Oporto, Lisboa



Hudson River Promenade.
New York



Out door cafe on a pier.
Aker Brygge, Oslo, Norway



Freshly boild lobsters are consumed right outside the wholesale fish market in Sydney, where the visitors can watch the fishing fleet.
Sydney



The Power House Theatre.
Toronto waterfront



Hudson River Waterfront.
New York

RECONQUER THE CITIES

HOW HAVE OTHER CITIES SUCCEEDED

Opposite directions in city planning can presently be identified. In some cities, walking and public life is disappearing, emphasizing that life is becoming more and more individualized. In other cities public life is carefully supported by the introduction of good pedestrian environments in order to supplement the private life spheres with a well functioning public domain that offers a wide range of attractive public activities.

The fact that people in all parts of the world respond eagerly and enthusiastically to these new opportunities for walking and participating in public life in public spaces, indicates that walking environments and other types of public spaces where people can meet are important assets in present day society (possibly even more so than 20, 30 or 50 years ago). In a world where lifestyles are being increasingly privatized, public spaces are gaining in importance.

City centres as well as urban waterfronts are increasingly becoming places where people meet and enjoy different types of urban recreation. Taking a walk or taking a break at an outdoor café, or just sitting watching other people is a growing urban activity, but only when cities have invited people to spend time in their city. The key to a successful invitation to stop, spend time and to enjoy public space is high quality design. Not always the most expensive materials, but spaces that are attractive to, and meet the needs of pedestrians.

LONDON, ENGLAND

REDUCING TRAFFIC AND GENERATING REVENUE FOR THE 100 PUBLIC SPACE PROGRAM

When London introduced Congestion Pricing in 2003 in the city centre, it was one of the first steps towards a more sustainable and peoplefriendly city. The successful achievement of reducing vehicular traffic in the city centre by 15-20% also generated money for a series of improvements for the public transportation system and the public realm.

The plan for London sets out a vision of creating the world's most civilised and pedestrianfriendly city. A key component of the plan is improving 100 public spaces around London boroughs. Other initiatives include planting 1 million new trees, a new streetscape design manual and several small scale interventions to improve the quality of street environment and pedestrian experience. London has recognized that by better meeting the needs of pedestrians, it will become a more economically and culturally vibrant city in the future that also minimizes its impact on the environment.



Molton Street, London

MELBOURNE, AUSTRALIA

UNIFIED POLICY FOR QUALITY AND VITALITY IN CITY STREETS.

With 3.3 million inhabitants, Melbourne is Australia's second largest city. Its history, street pattern and mix of high and low buildings in the city centre are reminiscent of many other large cities in the New World. However, where other cities have surrendered their streets to the automobile and developed indoor shopping malls, Melbourne decided to invite people to spend time in the public realm and celebrate streets as the city's most important public spaces. The city undertook extensive renovation of pavements and street furniture, reinforced its status as a green city and developed a policy for active facades along the footpaths.

From 1995 to 2005 Melbourne has experienced a 40% increase in pedestrian traffic and 200- 300% increase in the number of people spending time in it's public spaces.



Federation Square, Melbourne

BARCELONA, SPAIN

VISIONARY THINKING AND PIONEERING PUBLIC SPACE POLICY

For the past three decades, Barcelona has been the most important source of inspiration for architects, landscape architects, urban planners and politicians who work with public spaces. Nowhere in the world can the viewer see in one city so many examples of new parks and squares and so much exuberance and experimentation in their design.

Barcelona has been both radical and imaginative in implementing its public space policy. In only a decade, several hundred new parks, squares and promenades were created by tearing down dilapidated apartment buildings, warehouses and factories, as well as by renovating existing squares and regulating traffic to benefit pedestrians.



Placa del Sol, Barcelona

LYON, FRANCE

POETIC, COORDINATED AND SOCIAL PUBLIC SPACE POLICY

The city of Lyon has renovated many of its public spaces on the basis of a cohesive policy formulated in 1989. The political will to make comprehensive changes existed along with the conviction that the entire city was involved, both socially and architecturally. The objective has been a better city for all or “a city for people”, as it has been formulated.

Several hundred urban improvement projects have been carried out to renovate outdoor areas in the suburbs, extending to the renovation of the city’s main streets and squares. Characteristic of the public space policy in Lyon is work with traffic, creating a large number of parking spaces under the many newly renovated squares, and the use of a fixed set of furnishings and materials. The result has been a rejuvenated system of public spaces well-loved and used by residents and visitors, and also a reinvigorated economy as more people have found Lyon an attractive city to visit and live in.



Place des Terreaux, Lyon

COPENHAGEN, DENMARK

A BETTER CITY STEP BY STEP

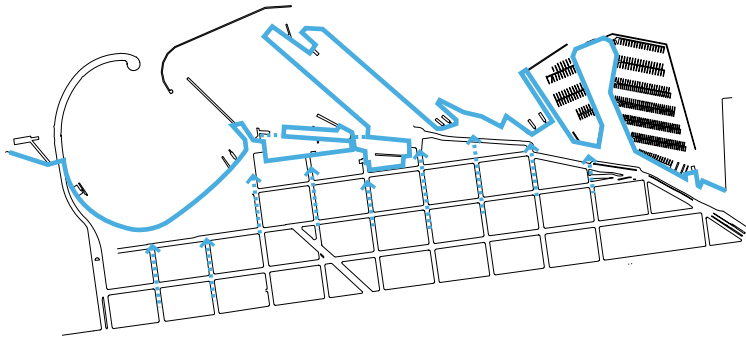
Copenhagen’s old main street was pedestrianized in 1962, marking the start of what was to become extensive renovation. Over a period of four decades, many of the streets and squares in the inner city were gradually transformed into wholly or partially car-free space. This created good conditions for walking and urban recreation activities in the city centre. Systematic studies of the development of city life show a marked increase in activity in step with improvements. Cutting down on the traffic in the city centre along with gradually reducing parking options has helped limit car traffic in the inner city substantially. At the same time, a targeted policy to create better conditions for bicycle traffic has strengthened Copenhagen’s position as a cycling city.



Strødet, pedestrian priority street, Copenhagen

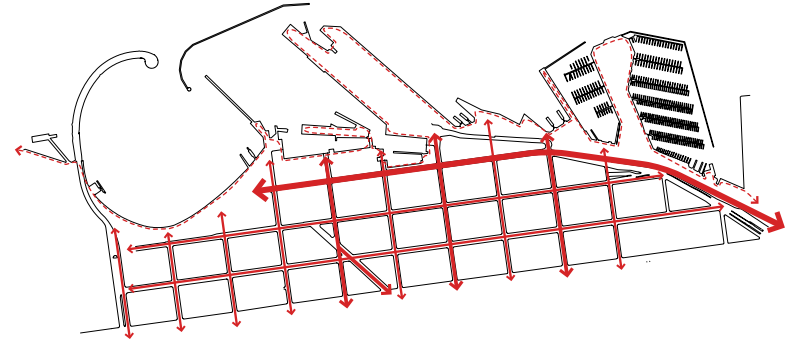
MAJOR VISIONS

A WATERFRONT DISTRICT



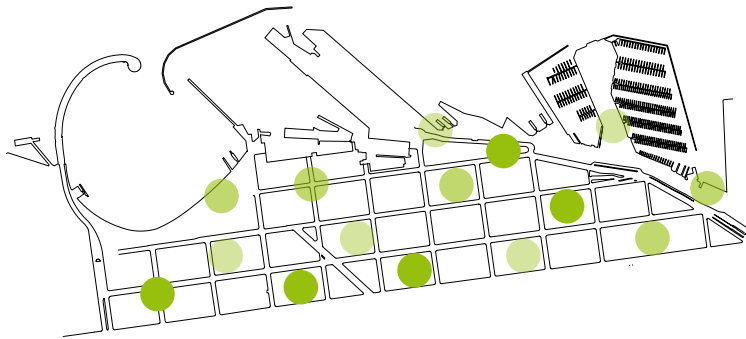
- Improve connections to the waterfront - views and routes
- Create an uninterrupted waterfront path
- Encourage Bay-related attractions, activities and functions

A WALKABLE DISTRICT



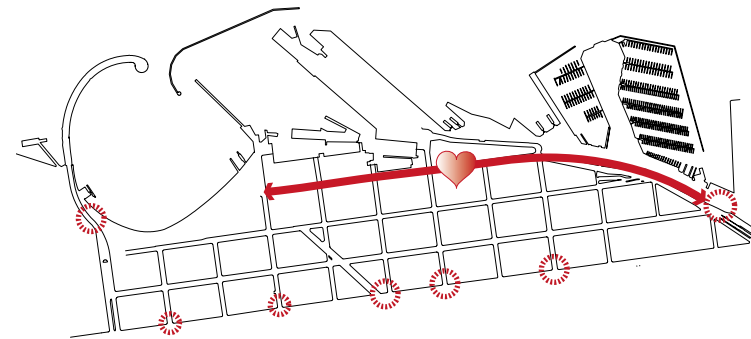
- Improve the pedestrian environment in the Wharf
- Improve the North-South connections to SF - the city centre
- Improve cycling conditions
- Make parking more efficient, and remove surface parking

A DIVERSE DISTRICT



- Create a public space hierarchy
- Encourage activities for people of all ages
- Encourage a mix of functions throughout the area

A STRONG DISTRICT IDENTITY



- Improve the 'Heart' of the Wharf, and make Jefferson Street and The Embarcadero the element that ties the area together
- Improve the 'Gates' to the Wharf
- Celebrate local destinations and character
- Improve ground floor frontage quality



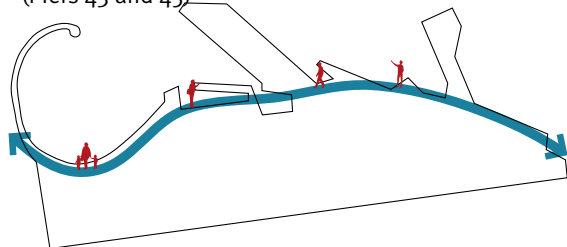
A WATERFRONT DISTRICT

CREATE A DISTINCT WATERFRONT DISTRICT

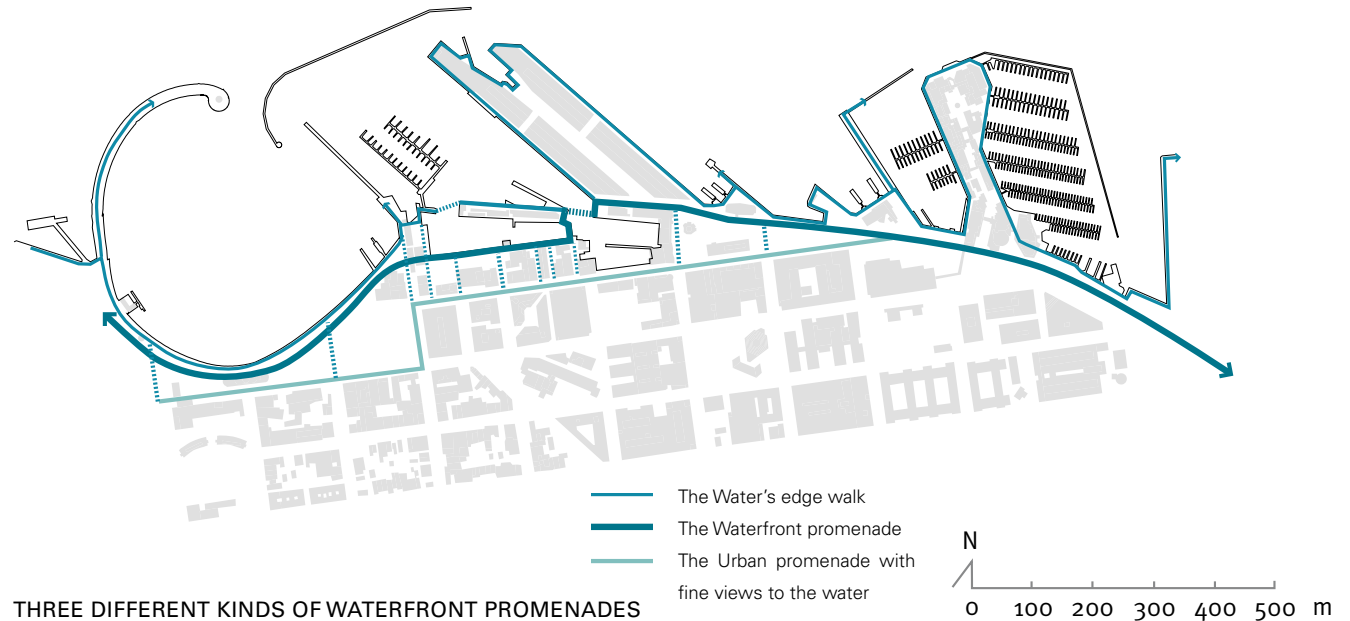
CELEBRATE THE WHARF AS AN UNIQUE PLACE

Fisherman’s Wharf’s fantastic location at The Bay should be celebrated and more people should be invited to enjoy the water in all its many aspects:

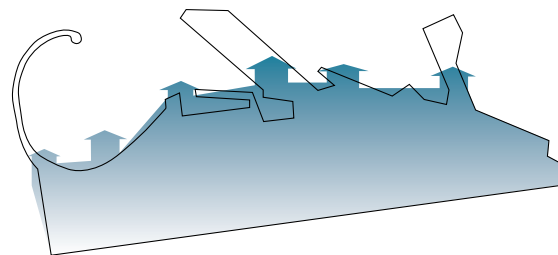
- Create waterfront promenades and introduce walkways where pedestrians can view fishing industry activities
- Connect missing links with new bridges
- Buildings along the waterfront should all have open and active frontages towards the water
- Increase public seating along the waterfront
- Improve links and increase access to the waterfront
- Celebrate and enhance views to the bay and the water when developing the waterfront
- Develop possibilities to get close to the water by stairs, lower level decking and floating elements
- Introduce artistic features referring to the water and Fisherman’s Wharf as a ‘Habor district in the public realm
- Upgrade current and create new public spaces along the waterfront
- Create new experiences and attractions along the waterfront, like cafés with outdoor seating, recreational facilities, and artwork
- Introduce new activities related to the water and the fishing industry
- Develop exeptional and poetic lighting along the waterfront
- Recognize and feature waterfront history e.g. Fish Alley Area and The National Register Waterfront Historic District (Piers 43 and 45)



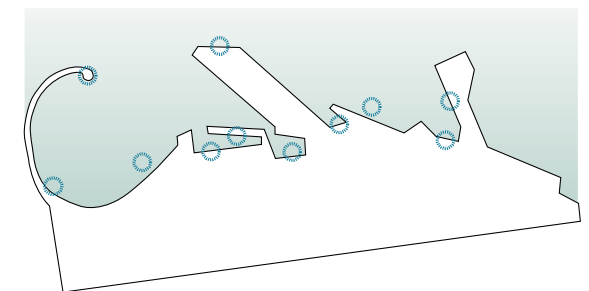
CREATE WATERFRONT PROMENADES



THREE DIFFERENT KINDS OF WATERFRONT PROMENADES



CONNECT THE CITY TO THE BAY



CREATE NEW ACTIVITIES IN, ON, AND BY THE WATER

GET CLOSE TO THE WATER

WALKING AND STAYING ALONG THE WATER

The waterfront should be easily accessible through inviting links from the city, and especially from Jefferson Street, as the most important street in the Wharf. New access points could be created within the existing structure to exploit the special atmosphere in the different lagoons with sailing and fishing boats.

A continuous waterfront promenade should be created to link the amenities along the Wharf. The promenade should be created with a strong identity and the character should vary along the route to reflect the different functions and activities in The Wharf. The promenade should offer a wide range of recreational activities from enjoying views of the Bay, to sitting on a outdoor café or various physical activities. Visitors walking along the waterfront should have easy access to the water and be able to feel and touch it.

Stairs and steps along the route can give close contact to the water and provide attractive sitting opportunities. The promenade should be well provided with comfortable public benches to invite and consider all user groups. Benches should be well located with views and opportunities to enjoy public life. The climatic conditions of the Bay should be taken into consideration when designing places for staying.

The views to the Bay from the hinterland should be enhanced and protected. It's important to open the views to the water and fine if they were framed by new buildings, which would add new functions and attractions at ground floor.



A playful 'water' square in connection to the promenade.
Thisted, Denmark



Fresh seafood market.
Pike Place Market, Seattle



New footbridges connecting the piers form a complete water-walk. Bridges should be easy to open for the boats.
Melbourne, Australia



Steps and low level decking form an attractive access to the water.
Malmö, Sweden



Public benches along a continuous boardwalk provide passers-by with a rest.
Waterfront, Toronto



The waterfront promenade should allow a variety of types of promenading.
Toronto, Canada

AN ACTIVE WATER EDGE

MORE WATER RELATED ATTRACTIONS

The waterfront should be active and inviting day and night, summer and winter for both tourists and local residents. The Fisherman's Wharf has a great opportunity to become the seafood 'dinning room' and seafood marketplace of San Francisco where you can dine by the water or buy directly from the fishermen. A wider range of water related activities should be brought to the waterfront and out into the water to highlight what a fantastic location Fisherman's Wharf has. Introduce e.g:

- A Fish Market with fresh fish and bay specialities
- The possibility to eat freshly boiled crabs and fish by the waterfront
- The possibility to witness the fish auction
- A waterfront square for gathering and performances. It can be used for iceskating in the winter
- An outdoor swim bath
- Temporary events and cultural activities could take place on floating elements

To invite and ease wayfinding, signs and symbols could tell the story of the Wharf, and be integrated in the paving, placed on posts or buildings along the waterfront, and in important connections linking to the waterfront.

Bo01, Malmoe, Sweden



EATING BY THE WATER

AN UNDERUTILIZED POTENTIAL IN THE WHARF

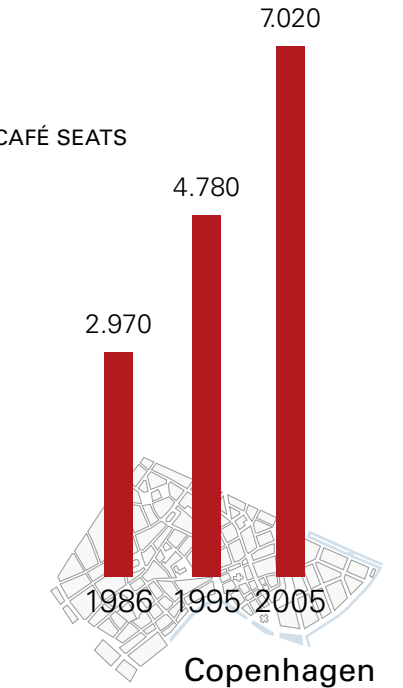
Fisherman's Wharf has a great underutilized potential for outdoor dining and café life. People in cities spend a lot of their time indoors in controlled environments, both at work, at home and in restaurants. In cities where the possibilities of outdoor café life has been explored, people come in great numbers from Greenland in the North to Melbourne in the south, also in North America, Philadelphia for example, has had an increase in outdoor café seats of 180% in just eight years.

Fisherman's Wharf has not yet utilized it's great potential for urban outdoor recreation. There are possibilities to expand and utilize the spaces, which have a fine sun-orientation and nice views to the water.

Aker Brygge, a great waterfront location in Oslo, Norway, has seen a constant increase in outdoor dining. It has also increased the number of people who stay in the area by adding twice as many public seats to the relatively high number they already had, with the result that twice as many people were sitting and staying at the waterfront. The main attraction of the public promenade and the outdoor cafes is the view to the water and to the other people passing by.

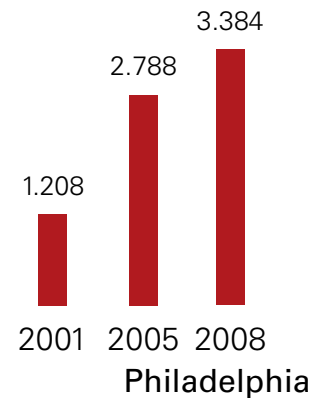
In the case of Copenhagen, there were almost no outdoor serving in the 1970's. It was considered too cold and rainy to be eat outdoors in Denmark, but now it is expanding every year and it has changed from a daytime only, to a day and evening activity. It has also expanded from a summer activity to an all year activity as guests are supplied with blankets and heaters to keep them warm.

OUTDOOR CAFÉ SEATS



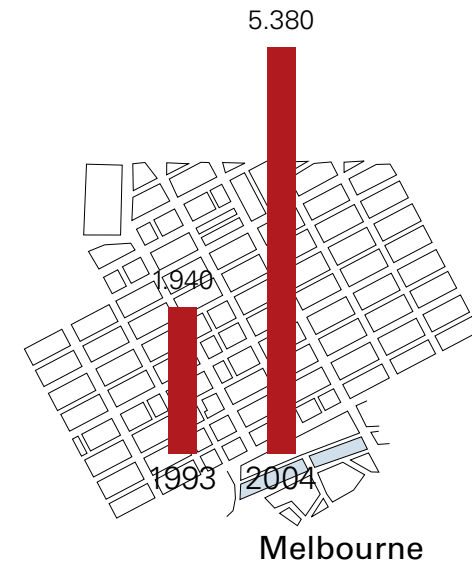
1.5 million inhabitants (metropolitan area)

+ 136% increase 1986-2008



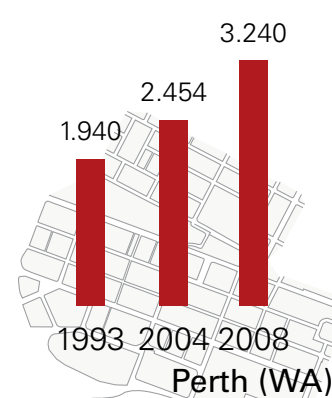
5.8 million inhabitants (region)

+ 180% increase 2001-2008



3.3 million inhabitants (metropolitan area)

+ 177% increase 1993-2004



1.5 million inhabitants

+ 67% increase 1993-2008



Out door cafes along a traffic calmed street.
Fremantle, Australia



Out door cafes along the waterfront.
Fremantle, Australia



Out door cafes along Aker Brygge.
Oslo, Norway



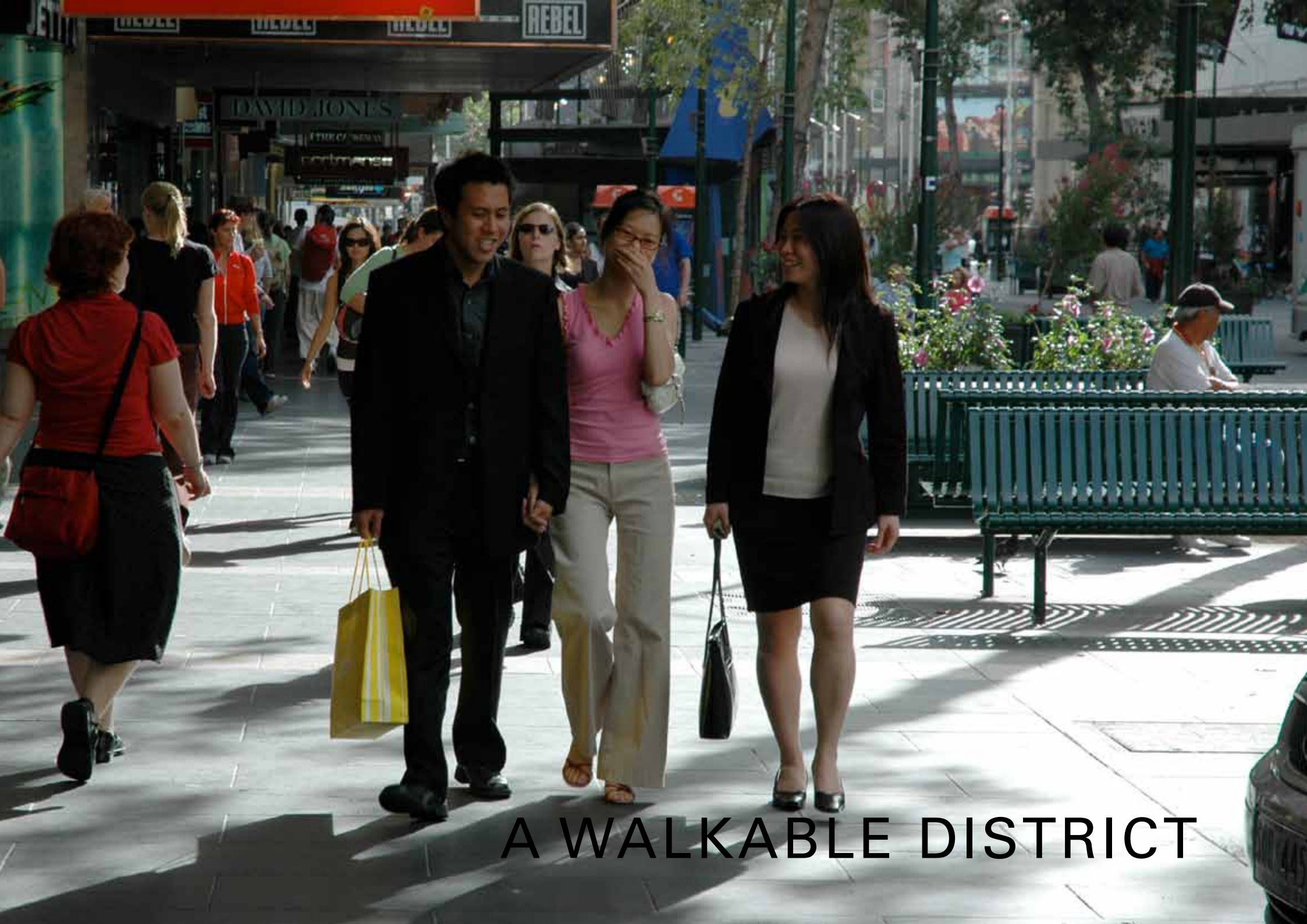
Sitting on public benches at the waters edge.
Aker Brygge, Oslo, Norway



Public seating with tables and benches.
Battery Park, New York



Public seating at the waters edge.
Oporto, Lisboa



A WALKABLE DISTRICT

CREATE A LEGIBLE DISTRICT

A ROUTE HIERARCHY AND A COHERENT PEDESTRIAN NETWORK

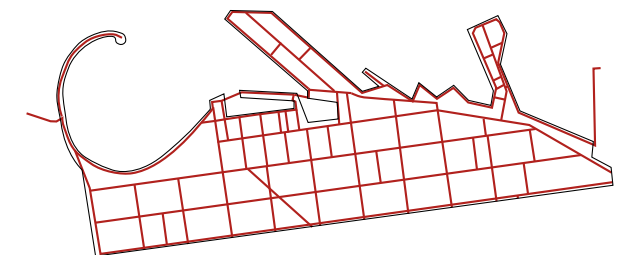
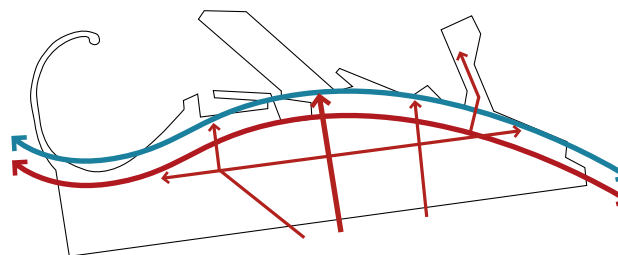
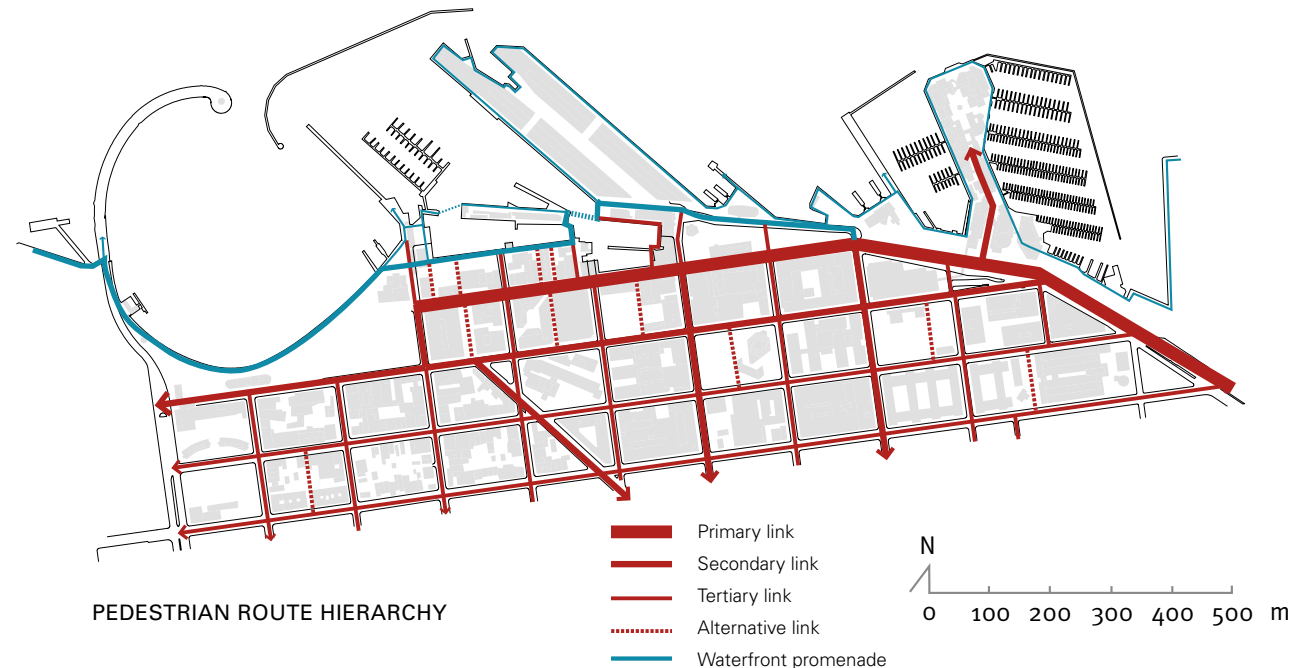
High quality for all visitors in the Wharf begins with addressing high quality for people moving around on foot. Regardless to the form of transportation used to arrive at the Wharf, all people turn into pedestrians when they have arrived at the destination.

To make it more attractive to walk in Fisherman's Wharf, an integrated pedestrian network of urban and recreational routes is needed. Not just a single street, but a network that binds the many destinations together. A network with a hierarchy that creates diversity and freedom of choice.

A hierarchy of attractive walking routes is suggested with Jefferson Street and The Embarcadero as the primary pedestrian routes binding the Wharf together. A number of secondary routes connect the Wharf to the city. The possibility of creating a series of alternative pedestrian links as 'alleyways' cutting through the urban blocks should be investigated further.

A continuous scenic waterfront walk should be developed to make the best of the unique location. The pedestrian network should connect to important destinations, public open spaces and public transport nodes and hubs. The network should take advantage of the visual links and corridors to emphasize city legibility.

- Create a continuous pedestrian network with attractive links connecting the key destinations and surroundings
- Introduce different street types that identify the hierarchy of pedestrian and vehicular priorities underlining the different identities and characters
- Ensure access to the waterfront and create a coherent scenic pedestrian route along the waterfront
- Develop alleyways as a small scale alternative pedestrian network
- Ensure viewing corridors in and out of the Wharf

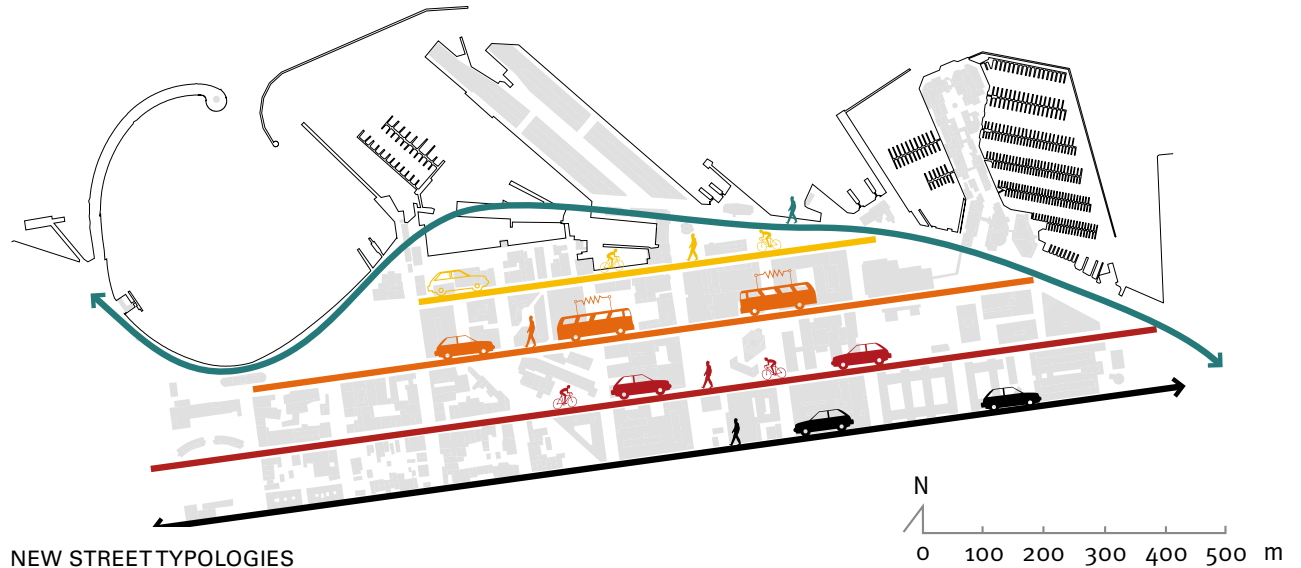


CREATE A BALANCED TRAFFIC HIERARCHY

NEW STREET TYPOLOGIES

The focus on road capacity, travel speed and efficiency of the road network has left a clear mark on the streetscape of Fisherman's Wharf. To give a higher priority to the pedestrian a new set of street typologies and a street hierarchy is suggested.

Pedestrian priority is introduced in various ways: the waterfront will be a pedestrian zone, and only necessary deliveries will be allowed in the mornings. The Embarcadero is suggested to be closed for traffic at The East Plaza. Only limited vehicular access and delivery will be allowed after this point at Jefferson Street and The Embarcadero and Port streets north of Jefferson Street. The fishing industry vehicless use of these streets should be considered. Beach Street becomes a public transport street with streetcars and limited vehicular access. North Point Street will have dedicated bicycle lanes and traffic in both directions. Bay Street keeps its function as the main through route in the area. All the streets with traffic have generous sidewalks, especially on the sunny side.



**THE WATERFRONT
A PEDESTRIAN STREET**



Pedestrian streets are often part of a larger network of more or less pedestrianized streets and squares. Together they form a network of various experiences and possibilities for stay play in a calm and safe environment. The most successful have a multitude of activities extending into the evening.

**JEFFERSON STREET AND OTHERS*
A PEDESTRIAN PRIORITY STREET**



Pedestrian priority streets prioritize walking. No kerbs are installed and it is more a negotiation process than a right of way. These types of streets hold strong restrictions on vehicular traffic in terms of turning options and driving directions. Thus the level of vehicular traffic is low and space is gained for other people activities.

**BEACH STREET
A PUBLIC TRANSPORT STREET**



High quality walking link with an occasional light rail or bus passing through. A low level of noise and a busy atmosphere of many people visiting and promenading are distinct trademarks. Cycling can be a natural part of these streets.

**NORTH POINT STREET
A BOULEVARD**



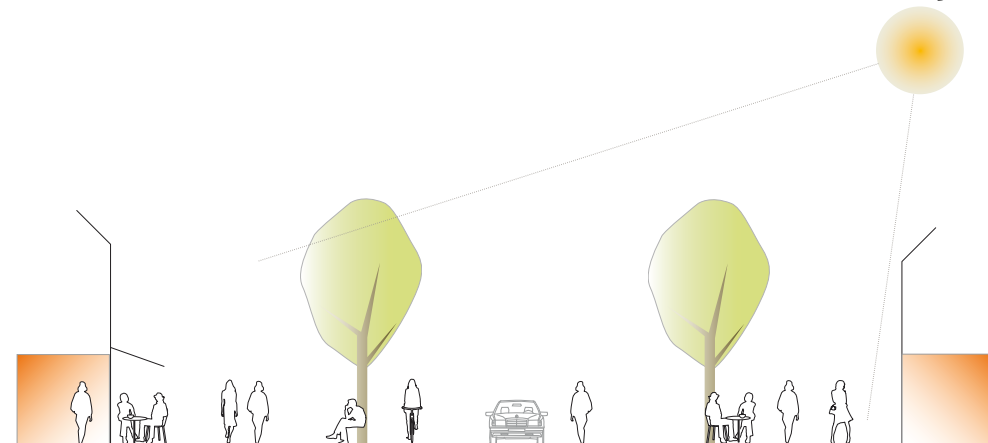
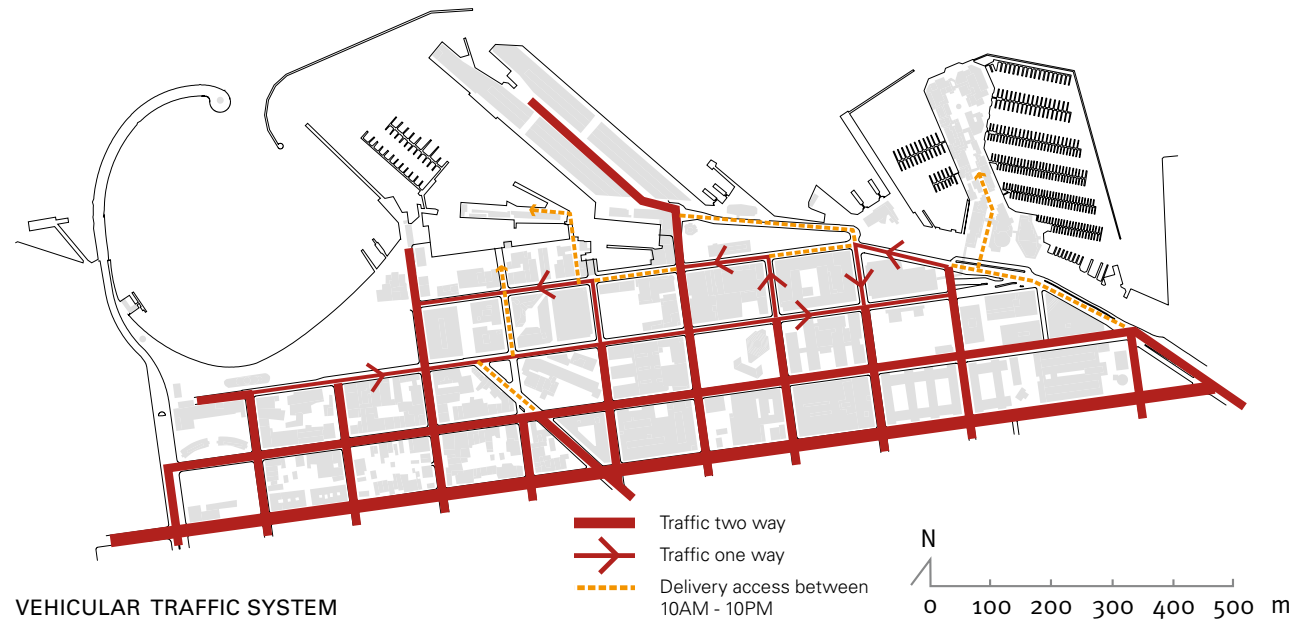
Boulevards are grand city streets carrying heavy volumes of traffic, while still providing an attractive environment for walking and for cycling. Street trees and wide footpaths are essential parts.

CREATE A NEW TRAFFIC SYSTEM

VEHICULAR ACCESSIBILITY

The suggested new street typologies and hierarchy are limiting the vehicular access to the areas where the main pedestrian flows are. The number of pedestrians in Fisherman's Wharf exceed the amount in the main pedestrian streets of many major metropolitan cities around the world. Pedestrians can be offered an attractive and safe environment on these street, and the pedestrians in Fisherman's Wharf should be offered that as well. These streets are able to handle the deliveries and vehicular accessibility on all these streets internationally, so it is also possible to handle it in Fisherman's Wharf. A rough sketch of how it might work is suggested here. A bus 'drop-off' is located by The East Plaza, which becomes the new entrance Plaza to Fisherman's Wharf. From here to The Aquatic Park, pedestrians can move on a single-surfaced street. The noiseless and non-fuming vehicular modes like horse carriages and bicycles have free access.

One way vehicular traffic could be allowed on selected stretches to give access to parking structures, hotels, etc. Deliveries in general are allowed from 10 PM to 10 AM. Bicycles will move along the street in both directions. Zones or areas for the different traffic modes can be marked by various elements e.g. marks in the paving. Trees or other vertical elements can give an indication of the different zones. Beach Street will carry one way traffic going east on selected stretches. The area around Joseph Conrad Square will be pedestrian priority with public transport and bicycles crossing. North Point and Bay Street and most of the north-south going streets form the basic transit system could have traffic in both directions. The two way traffic streets will give access to parking structures, hotels etc.



Jefferson Street with a shared surface in the centre part for one way car traffic, deliveries and cycles are allowed in both directions. There are generous dedicated sidewalks lined with a tree and furniture zone. The northern sidewalk is wider to give more spaces to enjoy the sunny side.

CREATE GOOD WALKABILITY

INCREASE PEDESTRIAN PRIORITY

High quality walking experiences are characterized by good accessibility in general. The pedestrian landscape in Fisherman's Wharf suffers in many streets from the high priority given to the vehicular traffic.

To improve the pedestrian accessibility a zoning of the sidewalks could be introduced with a dedicated zone for street furniture and a free space for walking.

Crossings should be wide, clearly marked and with logical signals to ensure safety and security. All pedestrian connections should be at the same level, e.g. the existing skywalk from parking to Pier 39 should be removed.

Places to sit, rest and socialize are essential in order to create quality experience for the pedestrians. Therefore a variety of sitting opportunities where people can interact and enjoy city views should be created along the routes.

The traffic noise and emissions should be minimised to create a more attractive sidewalk environment.

- Ensure good accessibility for everybody
- Put people first and widen sidewalks where needed
- Improve crossing possibilities
- Widen crossings for pedestrians and introduce new types of pedestrian signals to increase safety
- Create crossings at street level
- Minimize waiting time at intersections
- Let sidewalks go uninterrupted over side streets
- Develop small public 'pocket' spaces along pedestrian links
- Introduce more public seating along pedestrian links and provide places to rest, interact, people watch or just enjoy views
- Introduce zoning of sidewalks to ensure good walkability

CROSSINGS AND SAFETY



Wide and clearly marked pedestrian crossings.
Copenhagen, Denmark



Timed pedestrian signals informing pedestrians about waiting /crossing time.
Copenhagen, Denmark



Pedestrians have right of way - sidewalk taken over minor side streets with low traffic.
Lyon, France

SMALL PUBLIC OASIS AND RESTING PLACES ALONG THE ROUTE



A peaceful oasis with trees and water.
Paley Park, New York



Clear zones for art, trees and street furniture and for walking.
Portland, Oregon



Comfortable benches offering passers-by a rest.
Bilbao, Spain

CREATE A CYCLE NETWORK

LINKING THE BAY TRAIL THROUGH THE WHARF

The Bay cycle Trail is missing through the Wharf. In order to make an easier and safer access for cyclists through Fisherman's Wharf, a complete cycle network is suggested. The scenic recreational Bay Trail should continue along Jefferson Street and be connected to The Embarcadero. Entering Jefferson Street the cyclists will move on a single surface street along with a limited amount of vehicular traffic. A new lay-out of Jefferson Street is suggested to create a better traffic balance and give higher priority to the pedestrians and cyclists.

Along North Point, Columbus Avenue and selected north-south streets, dedicated cycle lanes are suggested to create more efficient cycle transit corridors on a daily 'go-to work' basis. The design and layout of a new cycle system in The Wharf should correspond to cycle network on the city level.

- Introduce a simple, clear and easy-to-read cycle system
 - ensure coherence and connections to existing cycling routes and pedestrian network since it is easy to switch between the two travel modes
- Ensure a high level of comfort and safety to invite all user and age groups
- Ensure that cycle lanes are not under 1.5 m wide
- Introduce consistent and safely placed cycle lanes closest to sidewalks, beside parking and vehicular traffic
- Highlight cycle lanes in intersections to raise awareness of cyclists to the car drivers
- Provide safe crossings with dedicated cycle lights
- Ensure easy wayfinding for tourists and new cyclists with signs estimating distances and proposing possible routes
- Develop easily accessible and safe cycle parking facilities
- Introduce public cycles for rent



Cycles should always drive closest to the sidewalk between parking and the road way.
Copenhagen, Denmark



Cycle paths marked at major and difficult crossings raise awareness of the cyclist.
Copenhagen, Denmark



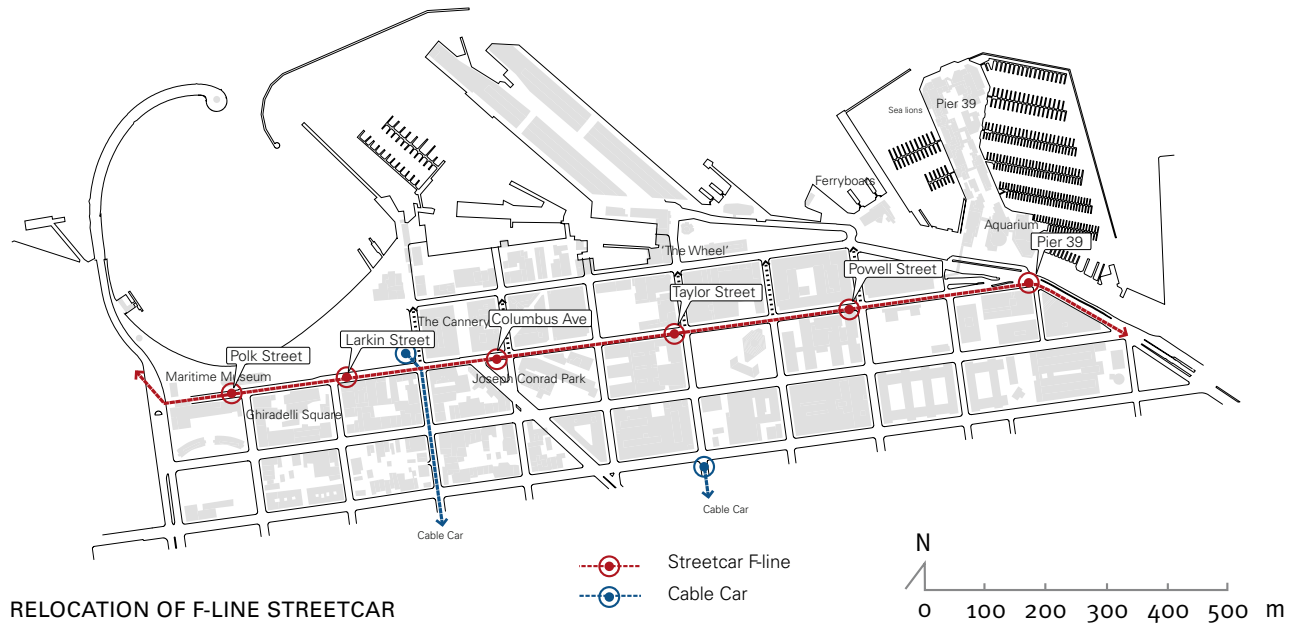
Invite people to bike from one places to another by introducing a 'city bikes'.
Lyon, France

IMPROVE CONDITIONS FOR PUBLIC TRANSPORT

EXTENSION OF F-LINE STREET CAR

When the extension of the F-line is being planned, a new alignment on Beach Street is suggested to simplify the roadway hierarchy, improve wayfinding and legibility, and improve the speed and reliability of transit service. The location of tram stops along Beach Street should relate closely to important destinations in the area. Streets linking from Beach Street to Jefferson Street should act as visual corridors revealing views to the Bay and communicate the pedestrian flow towards Jefferson Street to ease wayfinding. Tram stops should be treated as meeting places and provide sufficient space for people waiting, sitting possibilities and weather protection. To support a sense of safety, tram stops should be well lit at night and efforts should be made to have people living by the stops to create a passive surveillance of the people waiting for their ride.

- Create a simple public transport network
- Ensure strong links to the pedestrian network, visually as well as physically
- Stops should be located close to key destinations and with view to the Bay
- Create dedicated public transport corridors to improve efficiency
- Ensure friendly and inviting facilities at stops and interchanges
- Develop an information system to inform about waiting times, routes etc.
- Ensure access for all usergroups



RELOCATION OF F-LINE STREETCAR



An attractive green public transport corridor with grass is suggested for Beach street.
Paris, France



Waiting facilities provide passengers with shelter and sitting opportunities.
Phoenix, Arizona



Ensure easy access for all passengers by entering directly from street level.
Vienna, Austria

REDUCE NEGATIVE IMPACT OF PARKING

NO SURFACE PARKING

Too many cars are driving through Jefferson Street to look for empty spaces to park without finding any. This unnecessary traffic could be reduced by better traffic management and a parking information system that gives the visitors clear information about where to find available parking. Information stands should be located at the important 'gates' to The Wharf.

The existing parking situation has a huge negative visual impact on the streetscape and gives it a monofunctional character. A strategy for transforming the existing parking structures into more diverse and attractive urban blocks must be developed. Surface parking should be removed and more efficient parking structures should be integrated with other functions with active groundfloors. It is crucial that the 'Waterfront' is kept free of parking.

- Introduce parking information at strategic locations
- Create new possibilities for parking in structures that are integrated with other functions
- Make parking more efficient and remove surface parking
- Introduce active functions at groundfloor level in existing parking structures as kiosks, flowerstands etc.



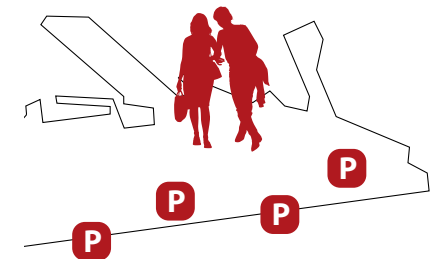
Information concerning vacant parking capacity to limit unnecessarily driving.
Copenhagen, Denmark



A new 'wall' with housing added to an existing parking structure.
Stockholm, Sweden



Existing parking structure could be dressed in green.
Housing in Lyon, France



The parking vision should be that you leave your car when you enter Fisherman's Wharf and explore it by foot.



A DIVERSE DISTRICT

CREATE A GREATER DIVERSITY

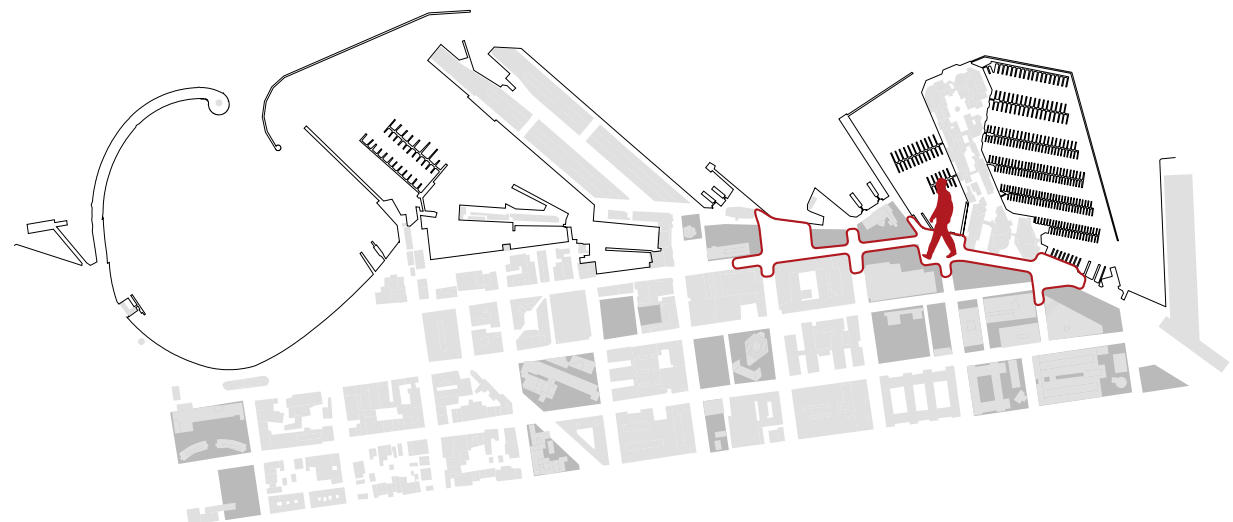
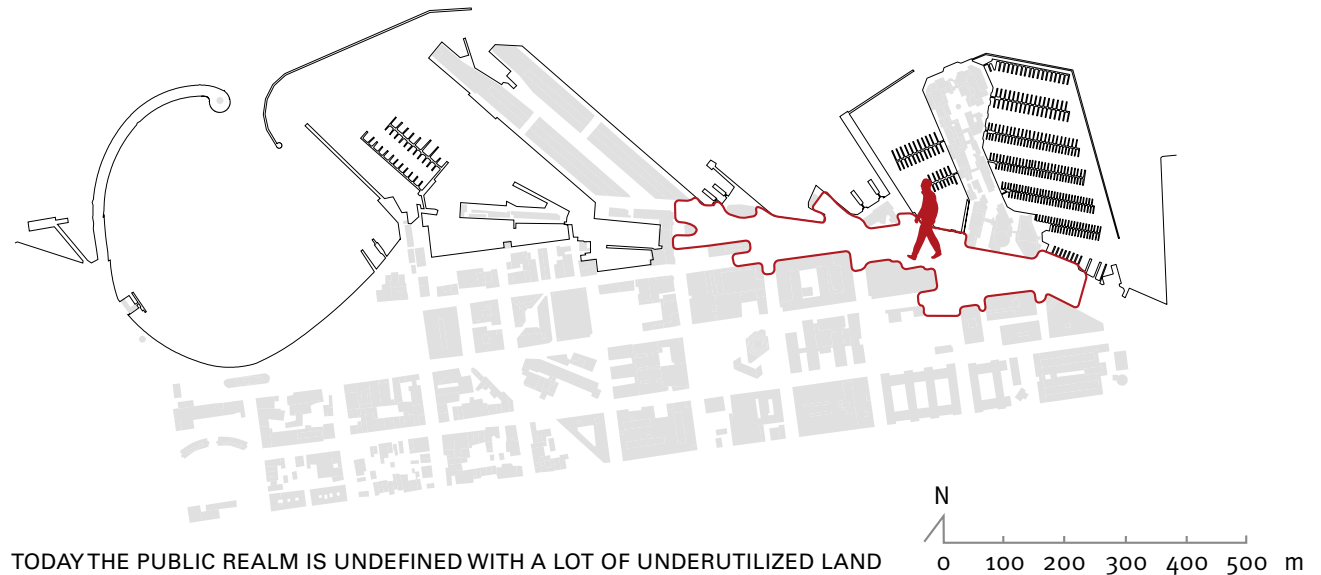
HIGH DENSITY AND MORE DEFINED PUBLIC REALM

The public realm in Fisherman's Wharf is not very attractive and lacks diversity and variation. Big areas, especially in south-east, are totally mono-functional with closed frontages. The public realm is undefined, making it illegible and spatially hard to navigate through. Many of the public spaces, especially along the waterfront, are lacking edges that stabilize and activate the space. This is partly due to the great amount of surface parking and traffic-dominated design. By reorganizing the traffic in a more pedestrian friendly way and making the parking less space demanding as previously recommended, valuable land is opened for new buildings and new functions.

More edges and more defined spaces are very important tools to activate and program the spaces so they become more attractive to a greater range of people, tourists as well as locals, and all year around. The recommendation is to create a more well-defined public realm with new buildings or building additions that also can contribute with a variety of functions and attractive and open frontages. Pavilions and/or green structures could be used as temporary solutions. It is important that new buildings and additions shall have good, active frontages, especially along the main pedestrian routes and the waterfront.



A majority part of the activities in public spaces take place along the edges of buildings or around objects that create secondary anchor points.
Gråbrødretorv, Copenhagen, Denmark



NEW BUILDINGS OR BUILDING ADDITIONS DEFINE STREETS AND SPACES AND CAN ADD A GREATER DIVERSITY OF FUNCTIONS

CREATE A PUBLIC SPACE HIERARCHY

INVITE ALL USER GROUPS TO THE PUBLIC REALM

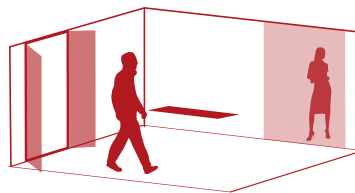
The public realm in Fisherman's Wharf offers few activities and the current kind of activities are much the same. The character of the public spaces are quite similar from one to the other and there is no real hierarchy between the different spaces. Many of the public spaces totally lack any kind of programming and activities that invite people to come and enjoy the space. The spaces are huge and undefined and lack edges that can activate them.

A public space network needs to be developed with spaces and routes that are of such a quality and with activities that make people come just to enjoy spending time there. The different public spaces in Fisherman's Wharf need to be more distinctly programmed and offer activities for 'everybody', both for democratic reasons but also to create a safe and attractive public realm. Tourist and locals, families, children, young people, adults and elderly have all different needs and wishes for what kind of outdoor activity they would like to have and how the public realm shall be designed. Some people want passive recreation or just somewhere to sit and rest for a while. Others are looking for more active recreation, for interaction, for exercise or just to have fun.

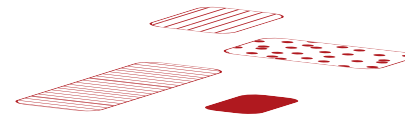
- Connect public spaces into a network with an internal hierarchy
- Create a variation of scale, including more small scale 'living room' spaces
- Locate new public spaces along the main streets and connectors
- Define the public spaces with lively and active edges
- Invite all user groups with different characters and activities
- 'Learn' from the internalized private spaces in Fisherman's Wharf how to get a human scale and inviting environments
- Aggregate the waterfront edge public space requirements into larger, more significant spaces that extend The Embarcadero Promenade into the heart of Fisherman's Wharf



PUBLIC SPACE NETWORK WITH URBAN AND GREEN SPACES AND ROUTES



Active edges.



Different characters.



Connected in a network.

CREATE A VIBRANT PUBLIC REALM

ACTIVITIES 24/7/365

Fisherman's Wharf has a extreme public life profile with a huge amount of visitors on weekends during the summer period. This means that it has a great underutilized capacity and potential to invite more people during the rest of the year that is not exploited at the moment and the place is simply deserted during long periods. By inviting the people of San Francisco and creating activities that invite people the whole week and all year around, Fisherman's Wharf has the potential to become a greater success and a place in the hearts of the people living in San Francisco. By having people coming in the evenings and during low season it will be perceived as much more attractive and safe.

The activity season is expanding in cities all over the year by offering the citizens activities and enjoyments during the late autumn, winter and early spring months, activities such as Christmas markets and ice-skating. Cafés and restaurants provide blankets, weather protection and heaters on the outdoor serving areas, making it enjoyable to sit outdoors all year around.



MELBOURNE HAS GONE FROM DEAD ZONE TO VIBRANT CITY

Melbourne has implemented a successful policy which has changed the city centre from a dead zone to a vibrant city district.

In the 1980s the city centre in Melbourne, Australia, was described by the local newspaper, 'The Age', as useless and empty. A successful policy to upgrade the public spaces and to add more people living downtown has changed the downtown dramatically. It has been nominated one of the most livable cities in the World many times since.

The key element has been to upgrade the public realm by first of all making wide, very well furnished sidewalks for walking and staying. A massive tree planting program has been added to reduce the large scale of the streets and to improve the climate for the pedestrians in the warm summers. Trees also adds the pleasure of having natural elements, which changes with the seasons in the streets. Some streets were changed to pedestrian precincts. New meeting places, like Federation Square, were built in the city centre, that basically is composed of streets only. New promenades along the river with pedestrian bridges have made the waterfront more attractive and accessible on foot from the city centre. This, combined with the many new residents in the centre, has fundamentally changed the character of Melbourne.



Christmas Market.
Nyhavn, Copenhagen, Denmark



Temporary ice-skating.
Seoul, Korea



People enjoying a outdoor café at winter time.
Copenhagen, Denmark

CREATE A DIVERSE DISTRICT

INVITE MORE LOCALS

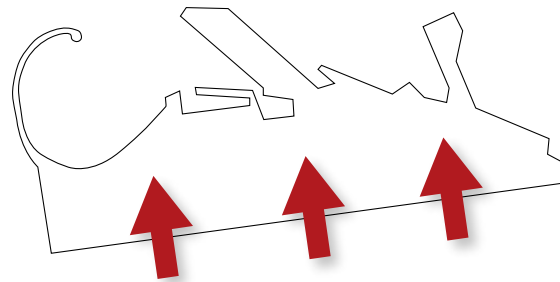
Fisherman’s Wharf has lost its attraction for people living in San Francisco. Over the years it has become more and more a place that is only visited by tourists. It’s only attracting people living in San Francisco if they have errands there and few things in Fisherman’s Wharf today give them a reason to come.

Fisherman’s Wharf is not a destination for a Sunday picnic. It’s not a particularly nice environment to stroll around and enjoy life in. There are few special stores, few workplaces and few institutions.

The lack of residents in the area is one of the reasons that Fisherman’s Wharf is lacking destinations and a sense of place that could attract local visitors. Residents inhabit the public realm and make it cosy by putting flowers on the balconies and taking a cup of coffee on the front stairs. They also create a foundation for local business that rely on people coming on a regular basis and community institutions, which are also needed in Fisherman’s Wharf to attract people from the city. Education institutions result in students coming on regular basis.

Working places, just like residents and students, also create a foundation for local lunch restaurants, cafés and shopping, businesses that have to offer value for money, otherwise the costumers won’t come back. By having more local people visit on a regular basis, the general quality of what is offered will be improved and a positive process can begin.

- Develop a policy for gradual mixed-use, residential development, and encourage diverse small bars and venues
- Develop a policy for minimum requirements regarding mixed use. E.g. retail at ground floor, residence above (e.g. 30% of the total floor space in the building), offices at the top
- Along Jefferson Street and the main connecting strets, is it especially important to have multifunctionality



WORKPLACES

DWELLINGS

INSTITUTIONS



Locals make the public realm attractive and friendly, and support a general experience of safety



WORKERS - PRESENCE

Going to and from work, Lunchtime guests
8am - 10am + 12 noon - 2pm + 5pm - 7pm



RESIDENTS - PRESENCE

Going to and from the dwelling, passive surveillance
7am - 10am + 5pm - 9pm



SHOPPERS - PRESENCE

Drifting during opening hours
10am - 6pm (10pm)

INTRODUCE MORE HOUSING AND RESIDENTS

ENCOURAGE RESIDENTIAL DEVELOPMENT

More residents is crucial in the upgrade of Fisherman's Wharf especially in the south east and on Jefferson Street more upper floor residential uses could enliven and ensure a more deeply rooted character to the street.

Residents are, as described on the opposite page, a vital generator for creating an attractive mixed area. By having residents in the area a liveliness, and sense of safety at night is significantly improved. Residents provide 'eyes on' the street by coming and going during the afternoons and evenings and by passive overlooking the streets from their windows. Thereby it is especially important to have residents along the key connecting routes and close to stops for public transport so it feels more safe to come and go during the evenings.

New dwellings for young people, families, seniors and students could be created on the existing surface parking lots (together with parking if it's necessary), on spaces that have been freed thanks to the new traffic system, and on top or attached to existing buildings.

In Melbourne, a very determined policy for encouraging more residence in the city centre has increased the residential population by 830% between 1992-2002. By e.g. converting large amount of available empty space in older, unoccupied buildings and adding new structures on top of existing building new models of dwellings are developed.

In Stockholm residential buildings are built on the outside of parking structures, improving two things at one go, both more residents and fewer closed facades.

More residents should be invited to live in the district by:

- Promoting more family housing
- Promoting more student housing
- Promoting more senior housing
- Promoting more single and couple housing



Residential addition on existing building
Melbourne, Australia



Residential infill building
Melbourne, Australia



Residential infill building
Dublin, Ireland

IMPROVE SAFETY AT NIGHT

- Ensure more active and transparent street frontages
- Ensure active shops along key streets
- Expand the running hours of public transport to support a 24 hour city



DWELLINGS

The varying building uses ensure passive surveillance. Eyes on the street provide a natural sense of safety vital for city activity at night.

Residents on upper floors in The City Centre of Copenhagen, Denmark



AMBIENT LIGHTING

Ambient lighting spilling out from entrances gives a sense of activity while reducing dark corners and niches, and it increases the feeling of safety and security at night.

Lyon, France



ACTIVITIES

During the evenings, it is important to plan and invite for activities. The most important thing is to create a natural flow of people so that there are always many people present in the public spaces.

Venice, Italy



A STRONG DISTRICT IDENTITY

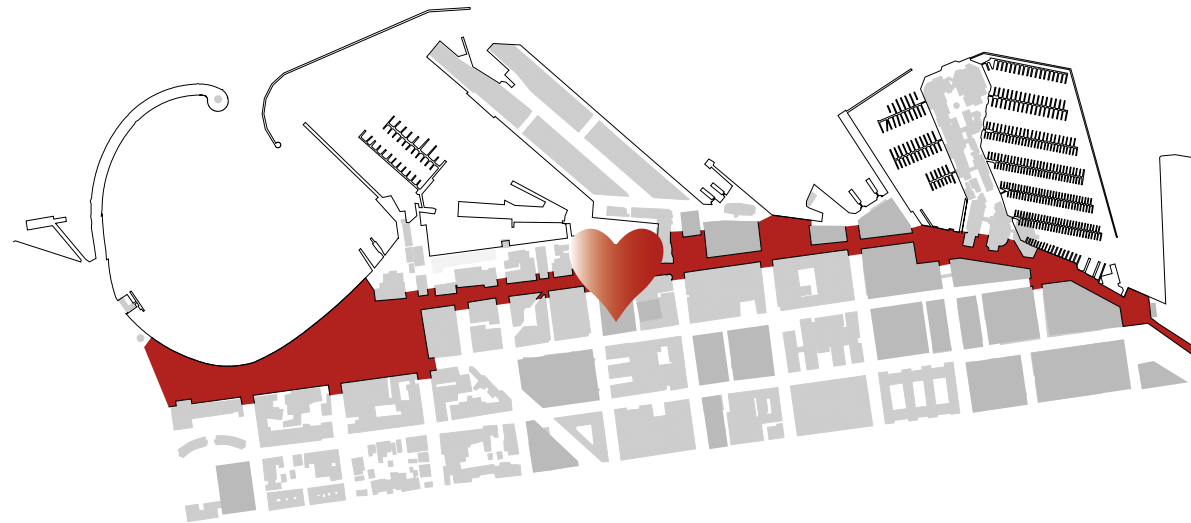
CREATE A STRONG DISTRICT IDENTITY

JEFFERSON STREET AS THE HEART

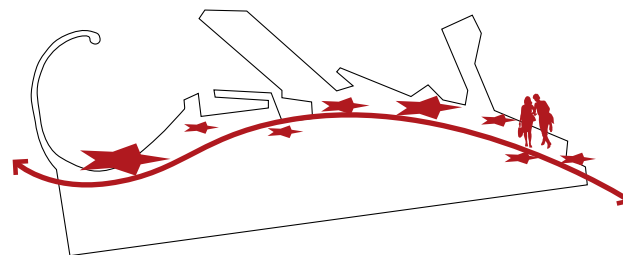
Fisherman's Wharf is lacking a strong identity, and it is commonly perceived as different destinations with weak internal relations. By strengthening The Embarcadero and Jefferson Street and creating a well-defined, pedestrian friendly spine, the 'heart' of Fisherman's Wharf could be created. Along this route, the main functions and most desirable shopping should be located. The pedestrian accessibility and attractiveness should be especially encouraged here and a multitude of places to stay and interact should be offered. The wayfinding in the area would be dramatically improved by a clearly defined spatial sequence and the stronger hierarchy between the different streets and places.

Fisherman's Wharf's location and history as a waterfront area should be strengthened. Jefferson Street should be well connected to the water with spaces, as well as with views. It should connect to work as well as recreational activities that take place along the waterfront. Water features and water related functions can strengthen the sense of a waterfront district. The exiting fishing industry and related functions should be carefully maintained as well as the small scale activities and bohemian roughness along the edge.

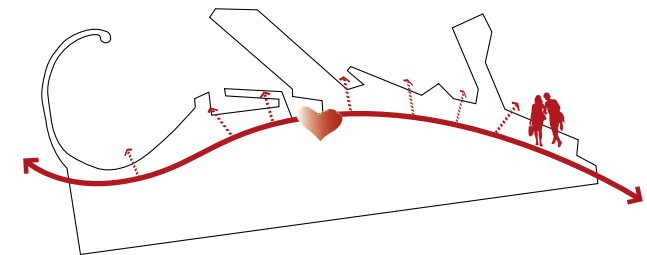
- Create a strong heart of Fisherman's wharf
- Create a strong relationship to the water
- Maintain the existing functions
- Improve wayfinding
- Create a design strategy that builds upon a strong Fisherman's Wharf experience



CREATE A HEART BY ESTABLISHING A STRONG SPINE ALONG JEFFERSON STREET



Jefferson Street as a spatial sequences of well defined public spaces



Jefferson Street relating to the water with public spaces and views

EXPLOIT THE WATER IDENTITY

EXPLOIT THE EXISTING AND CREATE MORE

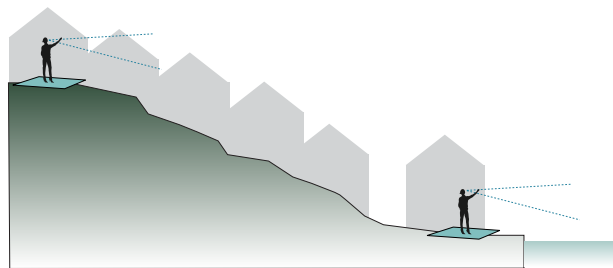
The fact that Fisherman’s Wharf is a waterfront district should be felt in the whole area, both through celebrating views to and from the water, and by installing water elements and historical functions reminding visitors and residents of the larger context.

The features and water experiences that help to celebrate Fisherman’s Wharf as a water district and give the whole area a common expression could be created in the paving, on the buildings, or as framed views.

Water elements have a positive effect on the general quality and attractiveness of the public realm. Water attracts children of all ages and adds a subtle beauty to the hard surfaces in an urban environment.

The historical information could be extended and used to create a visual and auditorily route through the Wharf.

- Improve the contemporary and historic awareness
- Tell stories e.g. about the old coastline with markers in the paving, and introduce ‘crabs’ as sybols for the Wharf
- Introduce water features and elements
- Exploit the architectural and historical heritage



Create small places to stay where you can enjoy the panorama view up on the hill and the close view down on the waterfront.



Fun that strengthens the sense of a water area.
Place de la Republique, Lyon

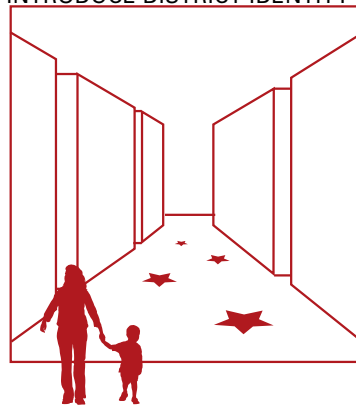


Paving stones with light; a memory of water.
Copenhagen, Denmark

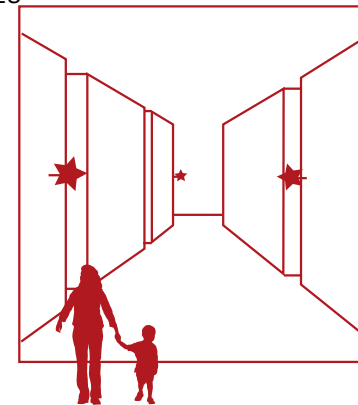


In Toronto you find fishes in the paving: crabs in FW?.
Toronto waterfront, Canada

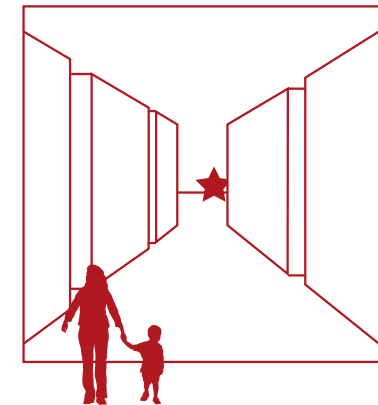
INTRODUCE DISTRICT IDENTITY FEATURES



In the paving.



On the buildings.



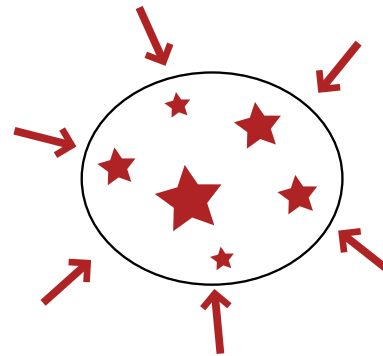
As framed views.

CREATE STRONG AND LEGIBLE ACCESS

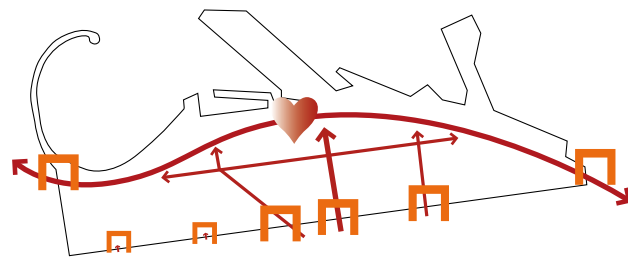
STRENGTHEN ENTRANCES AND CONNECTING ROUTES

The first and highest priority for strengthening the identity of Fisherman's Wharf is to upgrade and define The Embarcadero and Jefferson Street as the heart of the Wharf. Subsequently, the main connecting streets and the entrances to the area need to become more pedestrian orientated, offering an attractive and pedestrian-friendly public realm. The most important 'gate' and pedestrian link to the Wharf is The Embarcadero. Taylor Street and Hyde Street - because of the cable car route - Columbus Avenue, Beach Street and Powell Street are also very important connections to the heart. It is important that the effort to establish a greater diversity, more attractive public spaces, and a more attractive walking environment is concentrated along this routes. Attractive environments include nice sidewalks, good pedestrian accessibility, attractive frontages with many entrances and so on. The street corners are especially important both visually and as places where streets meet and their design should reflect this.

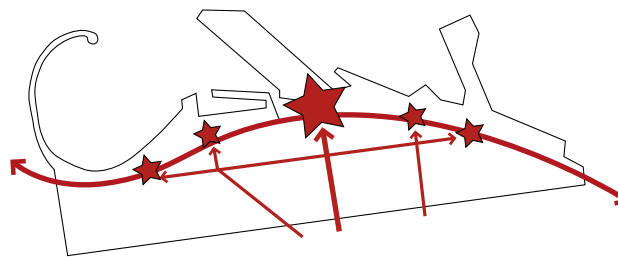
- Define and strengthen the 'heart' of the Wharf
- Create attractive gates to the Wharf
Improve the gateway to Fisherman's Wharf from The Embarcadero by reorganizing truck loading, circulation and public open space at Pier 39, which would improve the pedestrian experience
- Create attractive connecting routes
- Celebrate the places where the connecting streets meet Jefferson Street and the waterfront



Strengthen the internal and external identity.



Highest priority is to upgrade the heart, improve the 'gates', and main pedestrian routes.



Celebrate the crossings of important streets and routes.

EXTERNAL VERSUS INTERNAL ACCESSIBILITY

There is an interesting difference in the perception of access to a place. In most cases, the focus is on external accessibility. How did the visitors get there and how close to your destination can you get, with public transit, in private cars etc. But little attention is made to the internal accessibility, which is the walk that the visitors have to do to get into the destination, over the threshold. The quality of that walk is of great importance to how long and how far people walk. With high quality spaces, people simply walk much further than with low quality.

If the arrival is by private car (or by public transit), and you then have to walk by all the other parked cars to get to your destination, or walk along dead and boring facades, you will feel that it is a long and dreadful walk before you are at the restaurant.

If you arrive in a way where you are met with a high quality pedestrian landscape with interesting views, good walkability and nice facades with interesting things to see, then the walk is a totally different experience.

'The behaviour and attitudes of city centre visitors justify the model of large and attractive pedestrian precincts, offering a good internal accessibility to the many different sites to be seen in one visit. Many more people prefer a further reduction of car traffic than those wishing an improved car accessibility, including car owners. Even in cities with 5-9 km pedestrian streets, many more respondents are in favour of their expansion, than opposing it; the plurality amounts to 67% in Bremen, 59% in Munich, and 39% in Nuremberg, which has the most complete pedestrian model among the three.'
Rolf Monheim, 'The role of pedestrian precincts in the shift of German city centres from shopping to urban entertainment centres'. Bayreuth, Germany.

CREATE A GREEN IDENTITY

A NETWORK OF PARKS AND GREEN ROUTES

Create a strong green network by connecting the parks and the green spaces to each other with green streets and routes. Upgrade the present green spaces to become more interactive and to create a much more lush and stimulating greenery. Ensure that the green structures are linked to the water, and use water in the green spaces to give the greenery an extra dimension. Temporary green installations could be used as an establisher of a stronger green structure.

Greenery has a softening effect on the streetscape and effectively muffles the noise of traffic as well as cleans the air. Use the street trees to enhance unique identity and improve the pedestrian environment.

The street car corridor on Beach Street has grass and trees to create a new linear green structure that connects The Aquatic Park with The Embacadero.

- Create a green network
- Create a hierarchy of green spaces, enhance diversity and different characters
- Upgrade the existing parks and create new green spaces along important links
- Introduce more activities in the green spaces
- Make the 'green' more 'green'



A NETWORK OF GREEN ROUTES AND PARKS



An intense greenery to stimulate your senses.
Fredriksberg, Denmark



Inviting activities for 'everyone' in the parks.
Malmö, Sweden



Lights in trees add a special 'feel' to the area at nights..
Copenhagen, Denmark

CREATE AN INVITING AREA

LIGHTING, PAVING, FURNITURE AND ART

To make a more attractive and pedestrian friendly public realm in Fisherman's Wharf, special programs for lighting, paving, furniture and art could be helpful. Programs that are used throughout the district can help to bind the district together, but special attention should be given the waterfront, the spine and the important connectors. Contemporary and high quality design should be used to strengthen the identity and the waterfront character.

High quality lighting:

- Develop a lighting strategy for:
 - Main streets - local streets
 - Main squares - local squares
- Ensure light from ground floor frontages at night
- Ensure a high level of lighting to improve security and a general feeling of safety
- Create special lighting along the waterfront

Good quality paving

- Develop a paving strategy for:
 - Main streets - local streets
 - Main squares - local squares
- Ensure good quality materials
- Ensure a high level of maintenance
- Develop a strategy to accommodate people with special needs e.g. blind people
- Ensure a unity in colours and types

High quality street furniture

- Ensure a high standard and maintenance of street furniture
- Ensure sitting options with high comfort, create 'talkscapes' with fine views, and locate seating where the most people are walking and staying

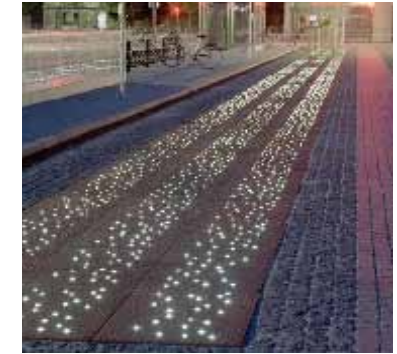
Develop a high quality public art culture, with art works created distinctly for specific public spaces.



High quality paving with 'lines' to orientation for blind people.
Copenhagen, Denmark



Light from the open ground floor frontages.
Copenhagen, Denmark



Lighting in the pavement create a special identity.
Frederiksberg, Denmark



Art installations to establish identity.
Melbourne, Australia



Bench seat of wood for more comfortable seating.
Rottedam, Nederlands



Uniform edges for outdoor seating.
Oslo, Norway

CREATE ATTRACTIVE FRONTAGES

OPEN, ACTIVE WITH MANY ENTRANCES

It is important that the ground floor frontages along the spaces where people walk are active, transparent and have small units with many entrances.

The analysis has shown that there are many closed facades with very few entrances on the very long blocks in Fisherman's Wharf. It is boring to walk along that sort of facade and the trip seems long and uninteresting.

Studies show that there is a striking difference between the level of human activity on the sidewalk next to buildings with long, closed facades and active, open facades. (Close Encounters with Buildings, Centre for Public Space Research, Jan Gehl et al 2004).

Ground floor frontages should be rich in detail and exciting to walk by, interesting to look at, to touch and to stand beside. Activities inside the buildings and those occurring on the street enrich each other. In the evenings friendly light shines out through the windows of shops and other ground floor activities and contributes to both a feeling of security as well as genuine safety.

The ground floors, where people can touch and rub shoulders with the facades, are the most important part of the buildings seen in relation to the public realm. The urban blocks along the most important pedestrian routes should open the facades at the ground floors. It is not always necessary to change the whole facade. In many cases it is just important to change the ground floors. Along water front routes, new kiosks or pavilions could be added to supply the pedestrians with refreshments as well as opportunities to stop and enjoy the view.



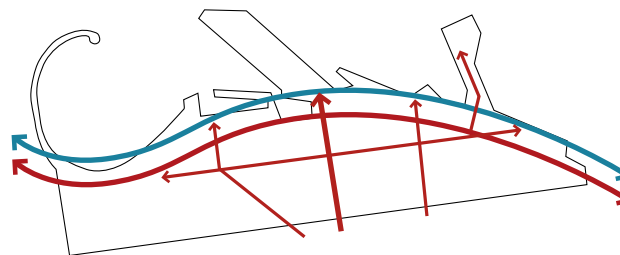
Attractive retail frontages - many units, many doors, high level of transparency etc..
Melbourne, Australia



Tasteful and inviting frontages with the possibility of opening up part of the glazing on hot days.
Degraves Lane, Melbourne, Australia



Open and inviting frontages also at nighttime.
Copenhagen, Denmark



Active frontages with entrances is essential along the waterfront and main pedestrian routes to make attractive to walk along.



Buildings with 'soft edges' invite people to stand, to sit and to enjoy public life from a comfortable distance.

CREATE ACTIVE POLICIES

A NEW FRONTAGE AND SIGNAGE CULTURE

There are many ways to improve the frontage and signage culture in the Wharf. Most signage policies are restrictive as they normally give guidance about what good signage is, by defining the limitations for what an owner can do, or otherwise you will be punished for not following the rules. But a strategy could also be to illustrate what a good frontages and signages could be by showing fine examples, and reward the good examples. Give e.g. a prize with a plaque or diploma to the 3 best improved facades every year in the street. This will make the owners proud and it will show the way for the remaining shopkeepers and building owners. It can also be efficient to proactively give advice on facade and signage questions, by simply having a person to counsel shopkeepers before any changes are being made.

- Create an 'active edge' policy
- Create guidelines for signage and frontages with good examples to support attractive, open, transparent facades
- The facade policy should address how long facades can be divided into smaller sections to ensure active frontages
- Introduce annual prizes to the best new and renovated shopfronts and frontages
- Introduce a proactive 'facade counsellor' to give advice on quality facade design
- Establish dedicated zones on sidewalks for location of shop displays to keep walking space clear



Develop a program for upgrading the quality of frontages and signage.



Limit the number and size of obstacles on the sidewalks. Create ample walkable space.



Wayfinding guidance with clear maps.
Vancouver, Canada

FRONTAGE GUIDELINES

Tomás Gil López has studied the influence of the edge zone along buildings in a Ph.D. study in Madrid 2001. Based on the study he has given the following advice on facade design. Introduce:

- Doors every 7-9 metres
- Glass surfaces on about 63% of facade length
- Niches and openings that extend facade length by 30%
- Edge zone (for stopping and activities) between 0.7 and 2.0 metres wide to prevent stationary people from impeding other pedestrian traffic

Melbourne has developed an active edge policy, where groundfloor facades must be open and transparent along the streets. From 1993 to 2004 a significant number of facades have been changed from low to high quality. Individual shops as well as downtown shopping centres have opened their facades towards the streets and the quality of walking by has been improved dramatically.



Closed frontages have been converted into active and transparent ones.
Melbourne, Australia

Before upgrade



After upgrade

A WORLDCLASS WATERFRONT

PUBLIC AND ACTIVE

THE 'LAGOON'

Invite people to enjoy the special origin atmosphere and to walk and sit close to the water on new foot bridges and lower level decks.

THE 'INDUSTRIAL' HARBOUR

Exploit the working fishing harbour - create a Fish Market and places to eat outside close to the water.



THE 'WATER PARK'

More invitations and facilities to support recreational and physical activities such as a public bath, spaces for beach volley, basket ball, 'on-land' surfing, fitness & workout trail, childrens playground and out door café at the Museum. Here can larger events like concerts, open air movie festivals etc. take place.

Sensous and poetic lighting along the water's edge.



THE 'POCKETS'

Pocket spaces with cafés create quiet retreats.

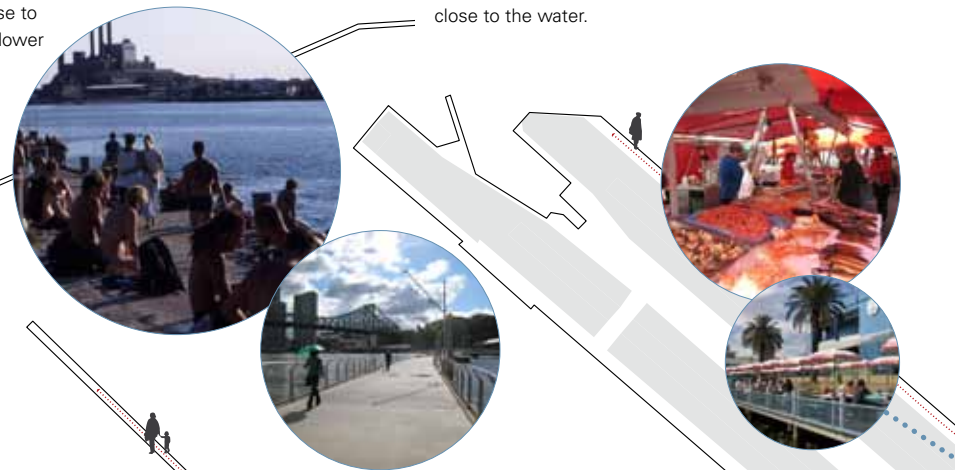


THE 'PASSAGES'

New passages along Jefferson Street invite people to investigate the 'hidden' waterfront.



Public benches along the street invite passers by to take a pause and enjoy the view.



THE 'WATERSQUARE'

Stairs allow close contact to the water. Waterfeatures activate the square. In the winter it can turn in to a temporary iceskate rink.

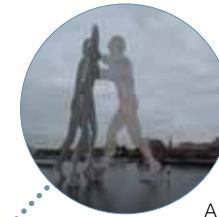


Enjoy the skyline of San Francisco from the piers.



PIER 39

Open active frontages facing the Bay on the outside of Pier 39 invite people to linger and take a stroll.



A new landmark - use the Bay as an exhibition space for public art.



THE 'GREEN WELCOME'

A green gate marks the entrance to Fisherman's Wharf. An open green area connects to the Bay and invite to more soft recreational activities.

THE 'MARKET'

A Farmers Market square with restaurants and outdoor serving.



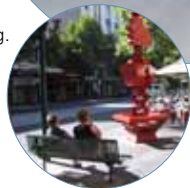
THE 'CITY BEACH'

Sand and deck chairs.



THE 'PROMENADE'

Jefferson Street as a single surface street with wide zones for walking, public benches and outdoor cafés. Slow driving and non-noisy or non-fuming vehicles and bicyclists move along in the middle.



THE 'URBAN PARK'

An urban park with hard surfaces, ramps for skaters invite to physical activities.

