

# Fisherman's Wharf Retail Strategy Released!

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The Fisherman's Wharf Community Benefit District (FWCBD) unveiled a new [district Retail Strategy for the 30-block historic San Francisco waterfront neighborhood](#). The Strategy is a renewed effort to strengthen the district's commercial mix, celebrate the area's fishing industry, and create new interest in the area from both local residents and visitors. The comprehensive document focuses on business, entertainment, appearance, safety, marketing, and the public realm. A year-long collaboration between FWCBD staff, Seifel Consulting, lowercase productions and the Retail Strategy Task Force, the Strategy comes packed with statistics and input from visitors and local stakeholders---including businesspeople and approximately 6,000 neighborhood residents. The Strategy examines opportunities and challenges facing the District, and concludes with recommended action steps, with a particular focus on priority actions for the next two years.

**Uniquely Fisherman's Wharf**

Fisherman's Wharf is an iconic destination that continues to attract generations of visitors and businesses to participate in its vibrant economy. While the Wharf is bordered by residential neighborhoods to the south, less than 5% of its 30-square block area is residential, making it a unique neighborhood in San Francisco. Its walkability and transit accessibility encourages patronage from San Francisco and beyond.

The Wharf is a true working waterfront with 185 active commercial fishing vessels, 22 seafood distributor companies, and millions of pounds of seafood processed annually. Local fishermen are now permitted to sell fresh fish directly from their boats, generating a truly authentic seaside experience that draws local patrons and crowds of onlookers.

World famous for its scenic bay views, historic crab stands, seafood restaurants, lively street life, waterfront attractions, and, of course, the barking sea lions, the Wharf is a vibrant commercial and entertainment destination in San Francisco. The district also has four shopping centers, over 3,200 hotel rooms, 400 distinctive retail businesses, and over 100 restaurants and eateries.

As the tagline proclaims, there truly is "something for everyone" at the Wharf.

**75%** of visitors walk, take transit, shore rides, or bike to the Wharf

**Walk Score** 96 (Excellent) 88 (Very Good) 78 (Good)

With a strong neighborhood infrastructure for both locals and tourists reflected in its nearly perfect Walk Score, Fisherman's Wharf is a walker's paradise.

**Food Attraction** Views, Boats, Sealions, Alcatraz, Seafood, Sealions

A visual representation of the images and impressions that come to mind when people think of Fisherman's Wharf. FW Visitor Survey 2014

Founded by businesses and property owners in the Fisherman's Wharf neighborhood in the mid-2000s, [FWCBD](#) has worked tirelessly to foster relations between City agencies and the District neighborhood and community groups. A 501(c)(3) non-profit organization, FWCBD is funded through an annual property

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assessment on the land side and a gross sales assessment on the Port side.



The Historic Fisherman's Wharf District is home to Pier 39, Ghirardelli Square, Anchorage Square, the National Maritime Museum, Historic Hyde Street Pier, breathtaking views of the Bay, Alcatraz, and so much more. The Retail Strategy report is available at [fwretailstrategy.com](http://fwretailstrategy.com) (also [here](#)). (See more buzz on the Retail Strategy at [SF Biz Journal](#), [ABC News](#), [Hoodline](#), and [PRWeb](#).)