

STREETSCAPE IMPROVEMENT PROJECT

JEFFERSON STREETSCAPE

JEFFERSON STREETSCAPE IMPROVEMENT PROJECT

The streetscape improvement project is set to improve the vibrancy and travel within Fisherman's Wharf, one of the city's international destinations. The Jefferson Streetscape project will be creating safer streets that add to the aesthetic qualities and history of this city landmark, and will provide various street furnishing. The completed project will turn the wharf into a destination for both tourists and San Franciscans, and solidify Fisherman's Wharf as one of the world's most beautiful ports.

A COORDINATED EFFORT

The Jefferson Streetscape Improvement Project brings together the San Francisco Department of Public Works and Municipal Transportation Agency, along with the public and local businesses to best strategize ways to improve the visiting experience and meet the objectives of the Public Realm Plan. The Jefferson Streetscape Improvement Project is one step in the reimagining of Fisherman's Wharf.



PROJECT HIGHLIGHTS

- Installation of new decorative paving along the two-block esplanade.
- Conversion of Jefferson Street from a one-way to a two-way route, increasing pedestrian and bike-friendliness.
- Installation of widened sidewalks.
- Installation of new street lights and bike parking.
- New landscaping and public seating installed.

Estimate Project Cost:

\$5.5 million

Project Team:

Project Manager:

Project Lead:

John Thomas

Arlen Ung

Schedule:

Construction Began: January 2013

Construction Completed: July 2013



Widened sidewalks accommodate more visitors



Decorative paving and two-way traffic



New U-shaped bike parking