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March 1, 2012

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**RE: Jefferson Street Project -Fisherman’s Wharf Public Realm Plan**

Dear Members of the Board of Supervisors,

SPUR would like to offer its support to the Board of Supervisors to approve funding for the Jefferson Street Project Phase 1 as a part of the Fisherman’s Wharf Public Realm Plan. SPUR has long advocated for lively, well-maintained open spaces and improvements to the public realm as a vital ingredient of a great city. SPUR has also hosted a public forum in May 2011 on the Fisherman’s Wharf Public Realm Plan.

The Jefferson Street Project Phase 1 will include completion of the two block area from Hyde to Jones Street creating lively and memorable streets, strengthening the identity of Fisherman’s Wharf and providing a safe and pleasant space for everyone including bicycles and pedestrians. The project includes: connection of the Bay Trail, widened sidewalks, enhanced lighting and streetscape, and two-way traffic, resulting in reduced traffic congestion and a promenade experience.

SPUR believes that prioritizing multipurpose and varied types of activity is a vital component to improving the public realm at Fisherman’s Wharf. The Jefferson Street Project represents an opportunity to activate non- traditional spaces, increase walkability and bicycling accessibility. Improving the pedestrian links at Fisherman’s Wharf will also help enhance the City’s goal to activate the Waterfront and make it more accessible to all San Franciscans.

SPUR believes that the Jefferson Street Project Phase 1 represents sound planning and is consistent with the City’s efforts to increase the usability of the public realm for walking, bicycling and other recreational activities. SPUR urges the Board to support funding for the first phase of the Fisherman’s Wharf Public Realm Plan.

Thank you for your consideration. Should you have any questions please do not hesitate to contact me at (415) 644-4280.

Sincerely,

Tomiquia Moss  
Community Planning Policy Director