

# Little Embarcadero



Little Embarcadero Gateway Activation Project | May 1, 2024 FWAC





The SF Port, the Fisherman's Wharf Community Benefit District, and Street Plans are collaborating on a **near-term public space project** that will **offer new draws for visitors and locals** and **build on Fisherman's Wharf's unique features and history.**



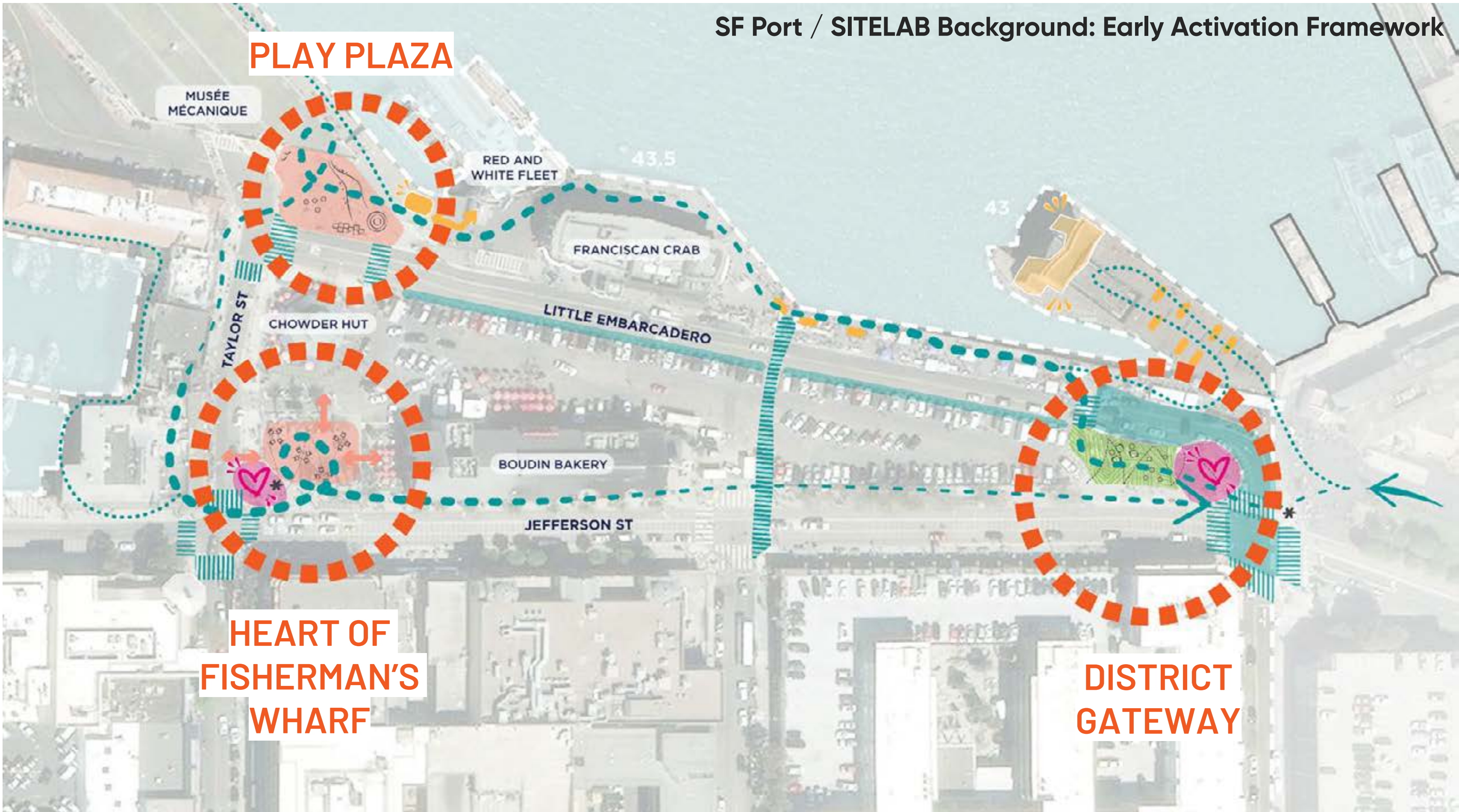
The project is designed to **complement** other efforts to **advance economic recovery** and **address challenges** like **unpermitted vending** and **vacancies**.

# Project Objectives

- Create alternatives to un-permitted vending
- Provide more free activities for kids and families
- Move visitors west from Pier 39
- Build on assets: waterfront views, historic structures, existing business offerings, and new amenities like the SkyStar Wheel
- Maintain permitted street performer relationships
- **BE ACTION-ORIENTED! Focus on "near-term" interventions - start this summer and iterate**

# Iterative Project Development Process

- Refining concept based on Port, City and stakeholder feedback
- Still defining materials/design approach for materials, Promenade design and playful elements
- Design forthcoming for signage (wayfinding) and Asphalt Art ground treatments
- Phased install and temporary materials will allow for ongoing iteration
- Management plan assumes we'll be making adjustments based on project performance to continue fine-tuning and adding



**PLAY PLAZA**

**HEART OF  
FISHERMAN'S  
WHARF**

**DISTRICT  
GATEWAY**

# Create more nodes of activity, and connect them



# Project Components

Phased implementation beginning mid-June

Movable Tables/Chairs



Playful Seating



Pergolas



Ground Mural



Kiosks



Planters



Playable Sculpture



Programming





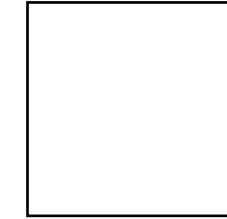
# Management Approach

FWCBD to lead daily operations/management

- Nimble/flexible approach
- Daily ambassador and manager coverage
- Management of container pop-ups: FWCBD issues sub-agreements with kiosk vendors and manages call for interest; Port reviews and approves
- Anticipated pop-ups include: coffee; limited pre-prepared food and drink; family activities (ex: bike rental); unique retail with Fisherman's Wharf branding



# Contextual Palette



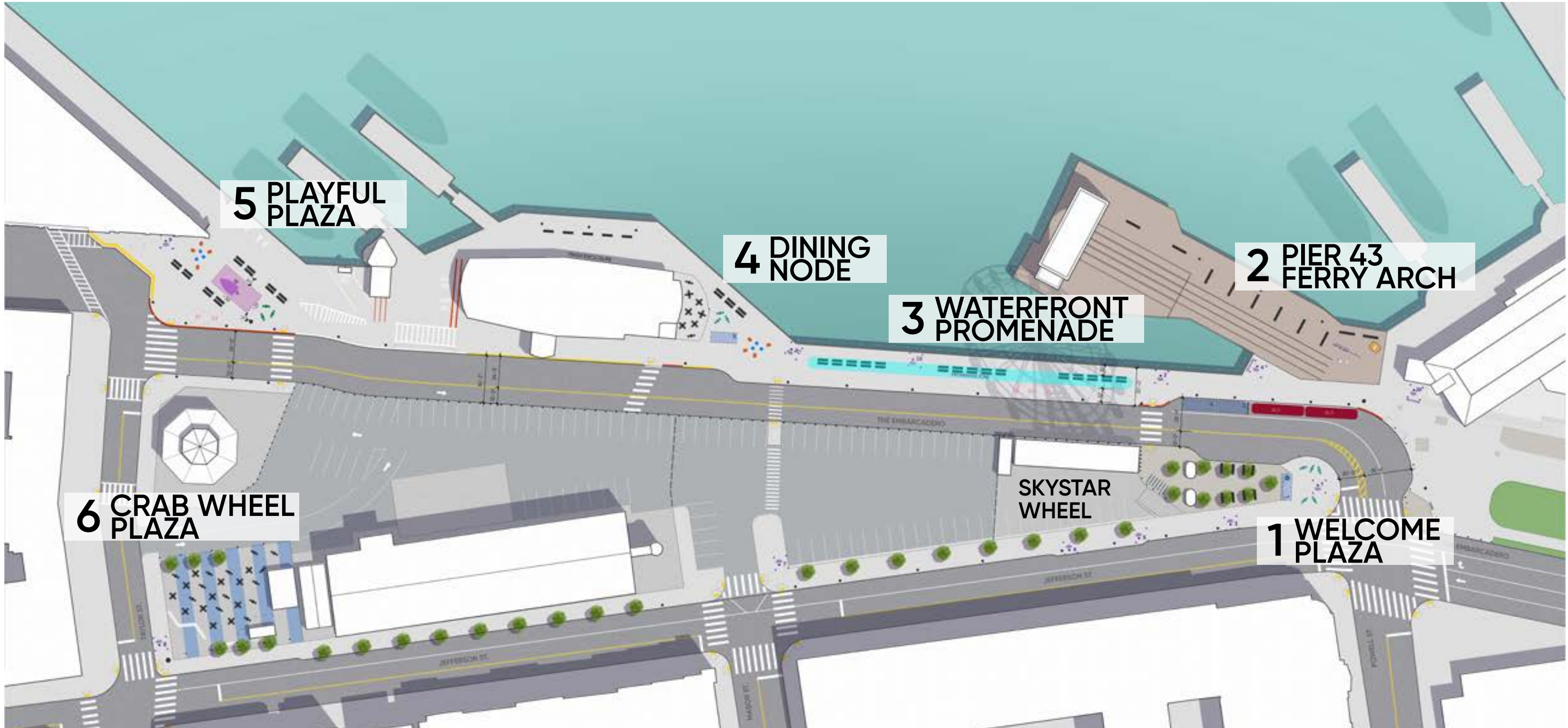
## Playful Nautical

Reviving cherished historic and vintage elements with a vibrant, contemporary and family friendly twist

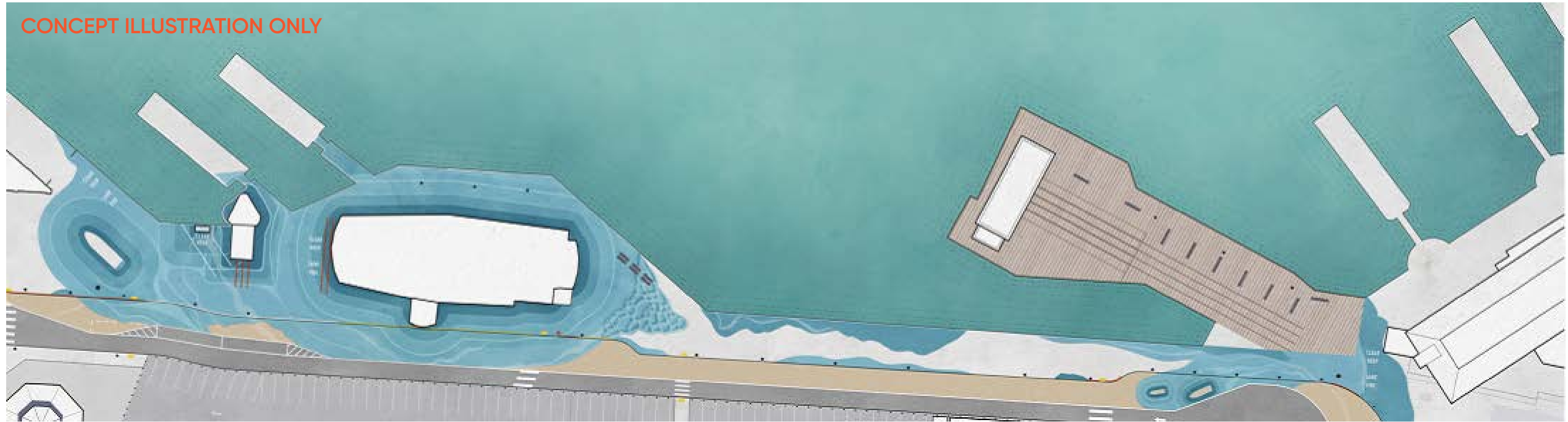


# CONCEPT OVERVIEW [SITE PLAN]

## Phase 1: Initial Elements Beginning Mid-June



# SURFACE LEVEL: GROUND MURAL [CONCEPT DIAGRAM]



## ASPHALT ART

- Artist-led designs
- Opportunities for participatory painting days
- Design process to begin in June/July to define artwork and key areas



# 1 WELCOME PLAZA [SITE PLAN]



## STREET FURNITURE



**Furniture : Flexible**  
Fermob Folding Bistro Set



**Furniture : Fixed**  
existing benches

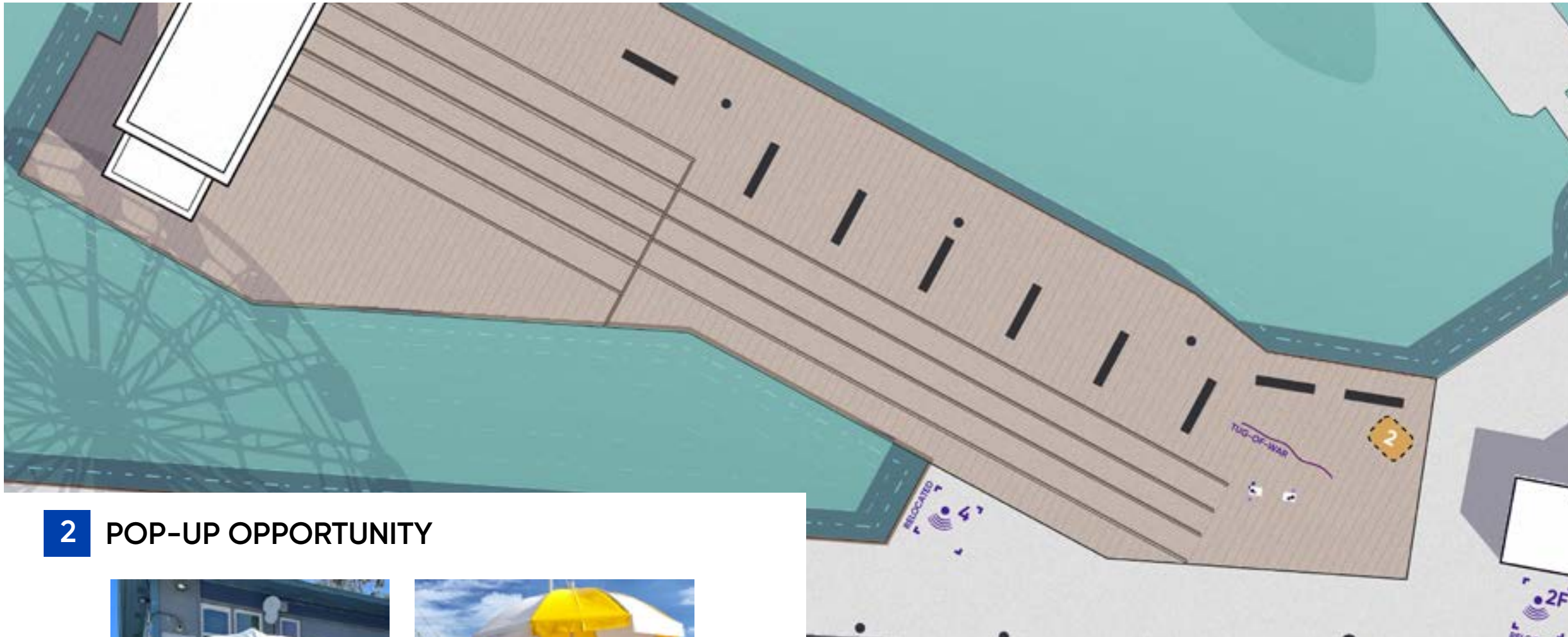
## 1 WELCOME KIOSK



**Decorated Shipping Container Kiosk**  
Modified shipping container, up to 8x20ft



## 2 PIER 43 FERRY ARCH [SITE PLAN]



### PLAY ELEMENTS



**Play Elements**  
Tug of War



**Play Elements**  
Corn Hole

### 2 POP-UP OPPORTUNITY



Small-scale opportunity for pushcart scale pop-up (ex: programming activity or popsicle-style vending)

### STREET FURNITURE

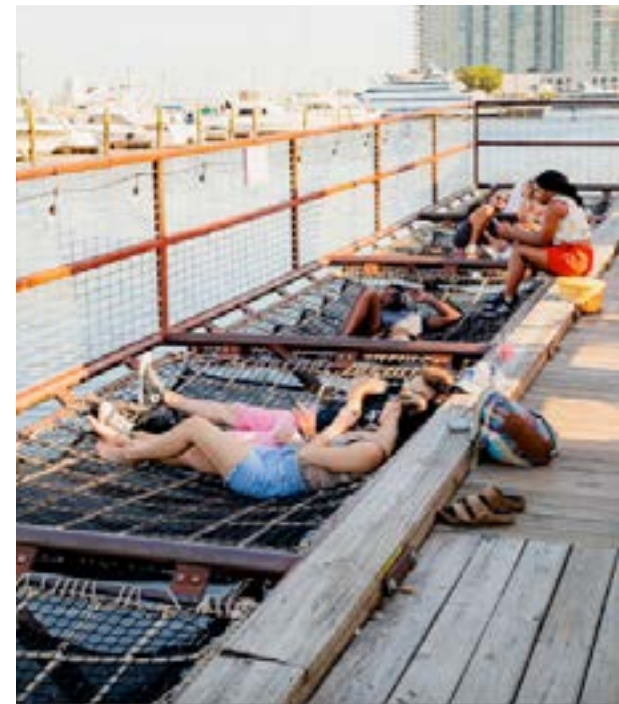


**Furniture : Fixed**  
existing (to remain)

# 3 NEW WATERFRONT PROMENADE [SITE PLAN]



## PROMENADE ELEMENTS



Promenade row created using clusters of existing benches with new planters and pergolas. Pergolas could be filled with whimsical seating, such as loft-net style hammocks (pictured at Philly's waterfront).

## 3/4 DECORATIVE CONTAINER KIOSKS



Decorative containers provide spaces for vending and storage of programming materials.

# 3 NEW WATERFRONT PROMENADE [MATERIAL ELEMENTS]

## POTENTIAL PLANTINGS

Cypress



"Bottlebrush" - NZ Christmas Tree



Tristania Conferta

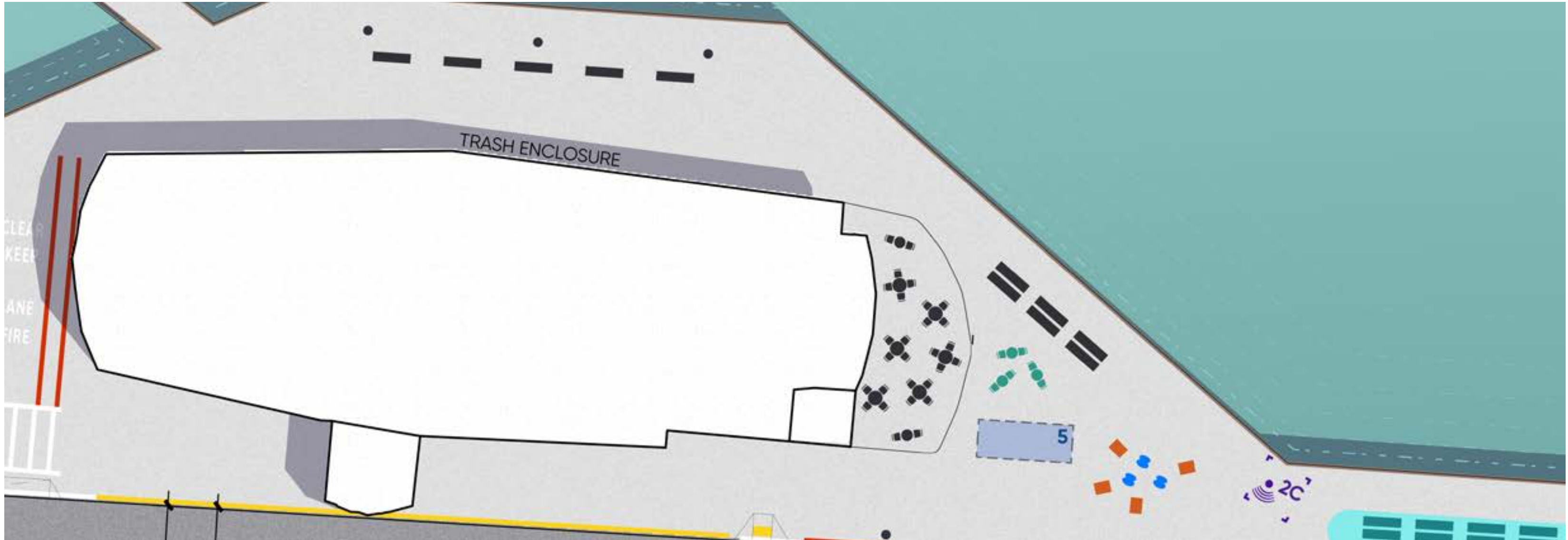


Asparagus Fern





# 4 DINING NODE [SITE PLAN]



PLAYFUL SEATING NODE

MOVABLE SEATING

5 DECORATIVE CONTAINER KIOSK



**Furniture : Play**  
Magis | Spun Chair; Loop Lounge Chair

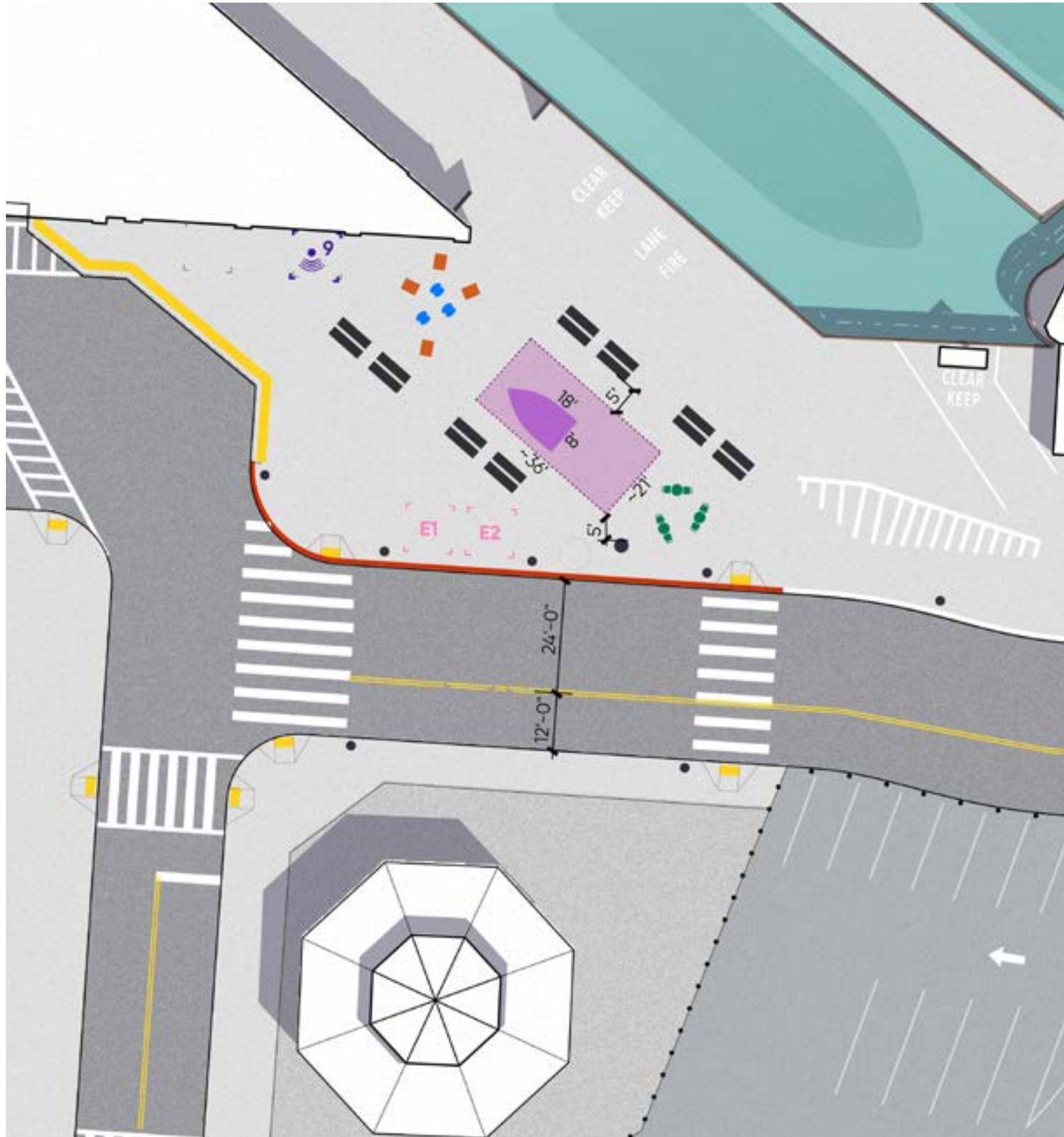


**Furniture : Flexible**  
Fermob Folding Bistro Set



Decorative container provides space for vending and storage of programming materials.

# 5 PLAYFUL PLAZA [SITE PLAN]



## PLAYFUL SEATING NODE



**Furniture : Play**  
Magis | Spun Chair; Loop Lounge Chair

## MOVABLE SEATING



**Furniture : Flexible**  
Fermob Folding Bistro Set

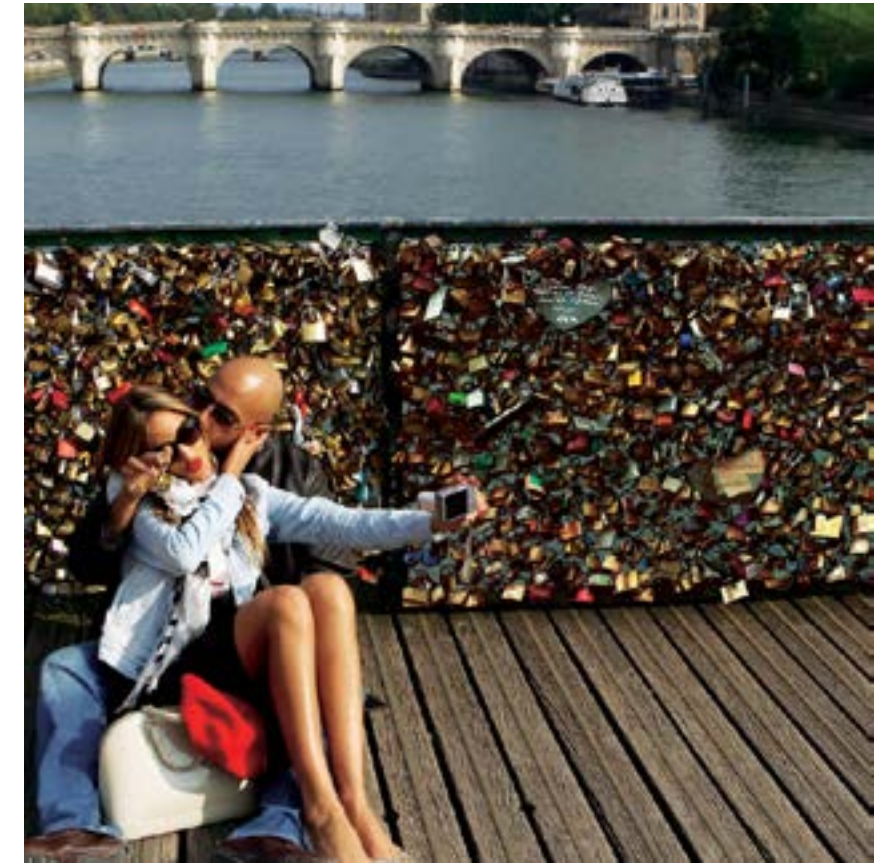
## PLAY-ABLE SCULPTURE



# Love Lock Program

- Harness the “love lock” momentum - create a program
- Develop designated sites where locks are invited
- Develop a signature lock that can be sold from a mobile cart and at participating local shops, as desired
- Establish a plan for removal of locks at designated intervals to protect infrastructure - integrate the locks into a larger collective art piece at the waterfront in the future
- Promote lock program for Valentines Day, engagement shoots, etc.

# Love Locks around the world

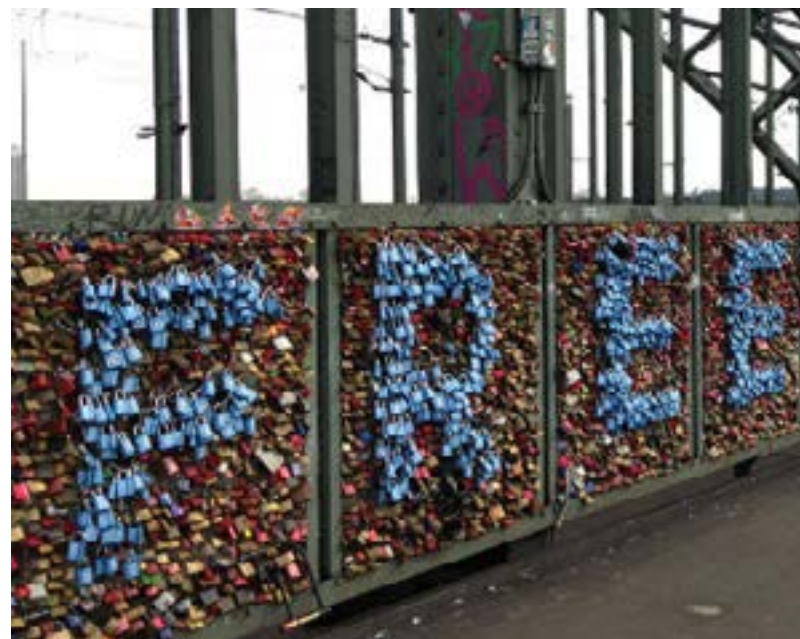


# Love Locks Program Elements

Special lock sold from mobile cart and at local business sites



Approach 1: Use panels to spell a word, panels can be removed



Approach 2: Robust blue wires attached in the shape of waves with blue locks.



Collect locks, melt them down, and make an art piece!

Melbourne's love locks cut down from Southbank footbridge re-imagined into work of art

By Alexander Russell  
Posted Sun 7 Aug 2016 at 10:48pm



## CASE STUDY

- Melbourne commissioned 6 local artists to make pieces out of melted down love locks
- Lottery created to let people bid on works of art - all proceeds donated to local charities

# Next Steps

- Refine concept design based on Port, City and stakeholder feedback
- Refine phased implementation process
- Develop draft operations plan
- May 14 - Present to Port Commission
- Complete permitting and procurement
- Begin rolling out initial elements (mid June)



# Little Embarcadero

**THANK YOU!**

