

# LITTLE EMBARCADERO ACTIVATION

## Project Update

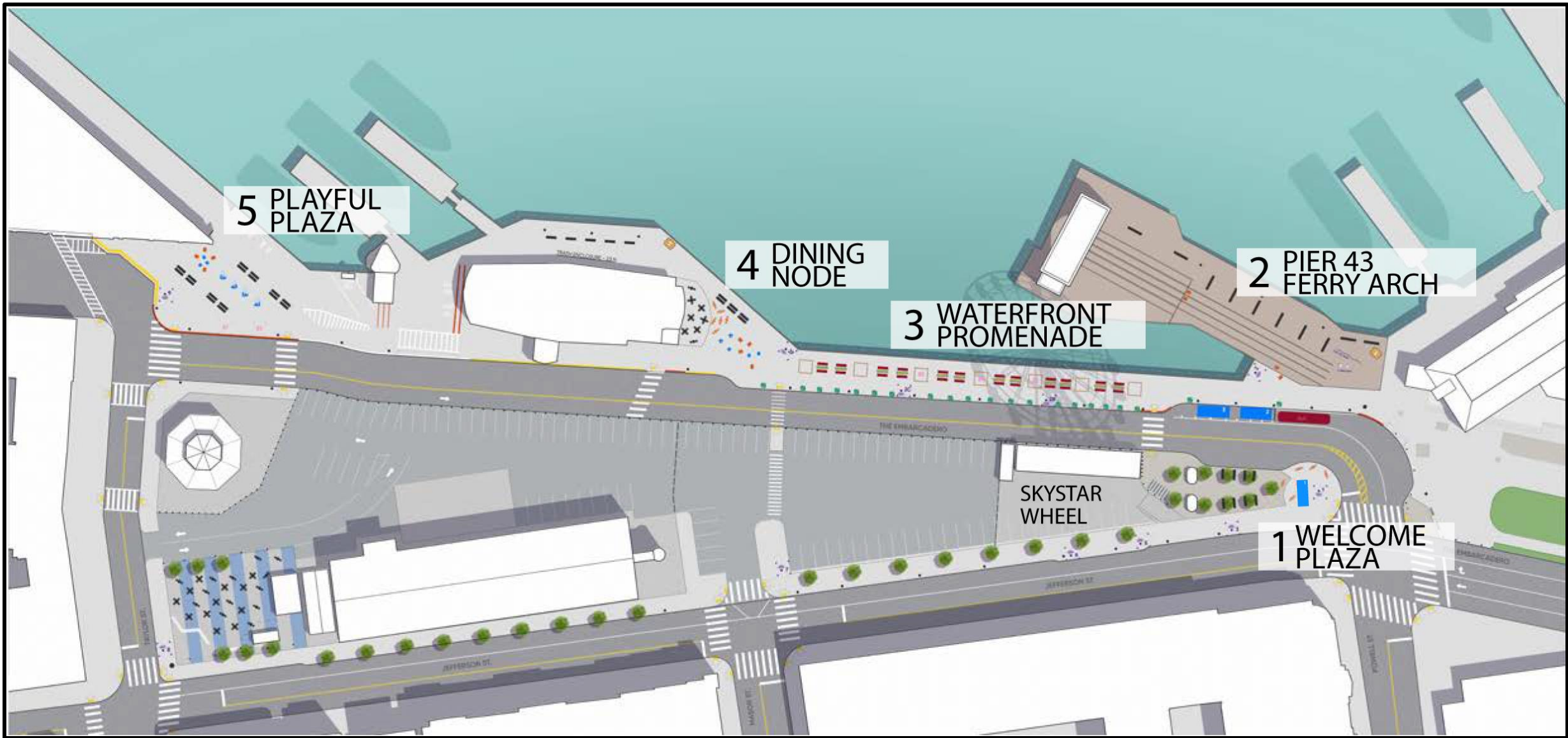
FWAC September 4, 2024



# “FISHERMAN’S WHARF PROMENADE”



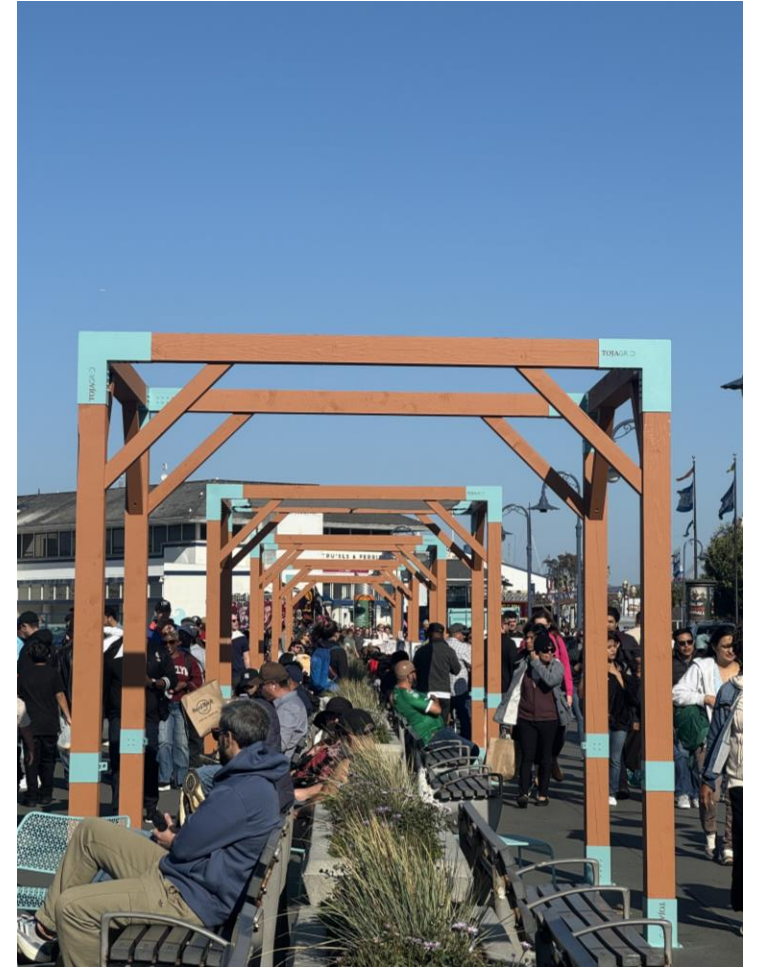


















# THANK YOU PIER 50 LABORERS!



# DAILY MANAGEMENT

## Led by FWCBD with Port Coordination

- The FWCBD is leading daily operations and management of the Promenade
- Nimble/flexible approach focused on movable amenities, kiosks, cleanliness, safety and coexistence among uses
- Site manager + 2 ambassadors
- New interim director
- Port team meets regularly
- Contact: FWCBD | 415-673-3530
- <https://www.fishermanswharf.org/promenade/>





# STILL TO COME

## Container Pop-Ups

- Call for operators / selection process
  - Application was sent to over 400 small business owners
  - In three weeks, the FWCBD received 6 applications
  - A committee chose 3 applicants for a six-month trial period that will complement existing nearby businesses



# STILL TO COME

## Murals and Signage

- Eco-friendly, non-slip paints used to create ground and container murals in key areas
- Playful directional signage
- Exact design and materials to be developed this fall

