

# LITTLE EMBARCADERO ACTIVATION PROJECT



FWAC UPDATE  
June 26, 2024



# LITTLE EMBARCADERO ACTIVATION PROJECT

## Final Designs



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## Project Element Highlights



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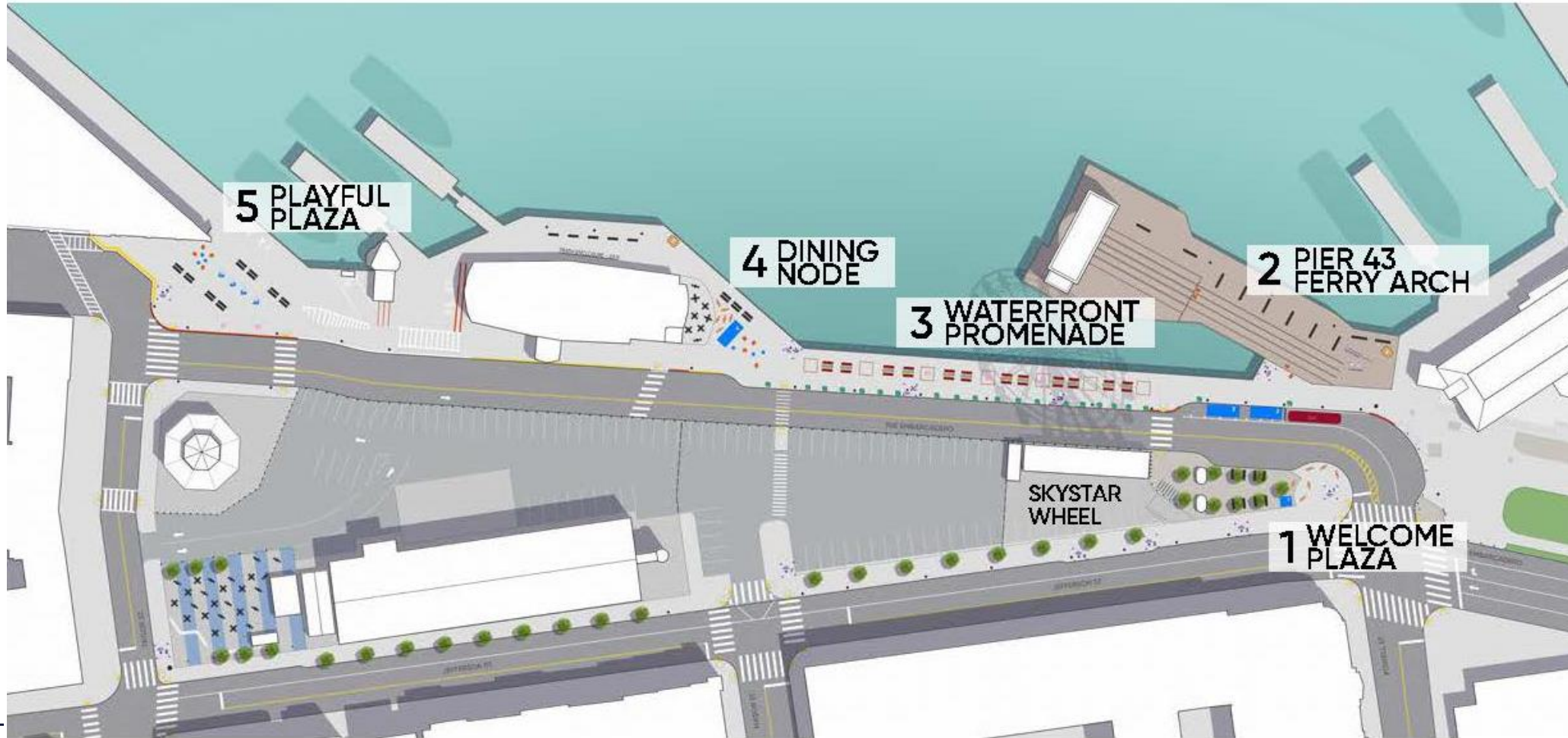
## Container Pop-Ups

- Up to four local businesses will be chosen by FWCBD to operate for a short-term activation
- Special consideration will be given to the Port's Fisherman's Wharf tenants
- FWCBD sent call for operators to over 250 nearby businesses and stakeholders
- 8 proposals received: retail, food/drink/ experiences
- Containers will also serve as storage for movable furniture and will be muralized in conjunction with ground murals coming later this summer



# LITTLE EMBARCADERO ACTIVATION PROJECT

## Concept Overview



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## Welcome Plaza



MOVABLE TABLES/CHAIRS



1 WELCOME KIOSK



LEGEND

-  Existing Street Performer Site, via official Port program
-  Fermob Bistro Table/Chair Set
-  Existing Bench (on site)
-  Shipping Container Kiosk

# LITTLE EMBARCADERO ACTIVATION PROJECT

## New Waterfront Promenade



### PROMENADE ELEMENTS



Decorative Container Kiosk, 8x20ft (2)



Concrete Planter (to be replanted)



Wooden Planter, 4x4' and 24" high



Existing Benches (rearranged)



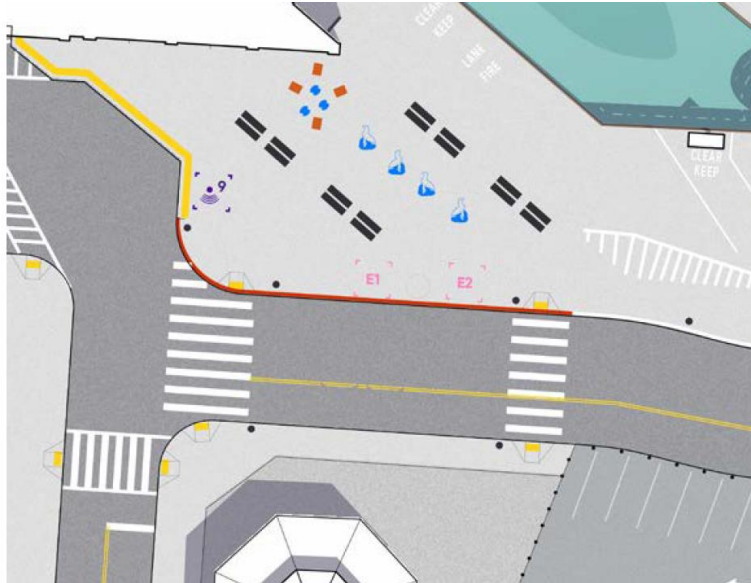
Wooden Pergolas: 10x10ft and 12ft high. To be filled with permitted vendors; movable or playful seating; and loft-net style hammocks deployed daily and stored overnight (concept shown above)

### LEGEND

- Existing Street Performer Site, via official Port program
- Shipping Container Kiosk - see detailed design
- Existing Bench (moved)
- Existing concrete planter (moved, replanted)
- 10x10 wooden pergola - see detailed design
- Permitted vendor spot (location shifted to within pergola; can be subbed for movable seating when vendor is not present)
- 48x48" and 24" tall wooden planter
- Playful Furniture (Loop Chair)

# LITTLE EMBARCADERO ACTIVATION PROJECT

## Playful Plaza / Dining Node



### PLAYFUL SEATING NODE



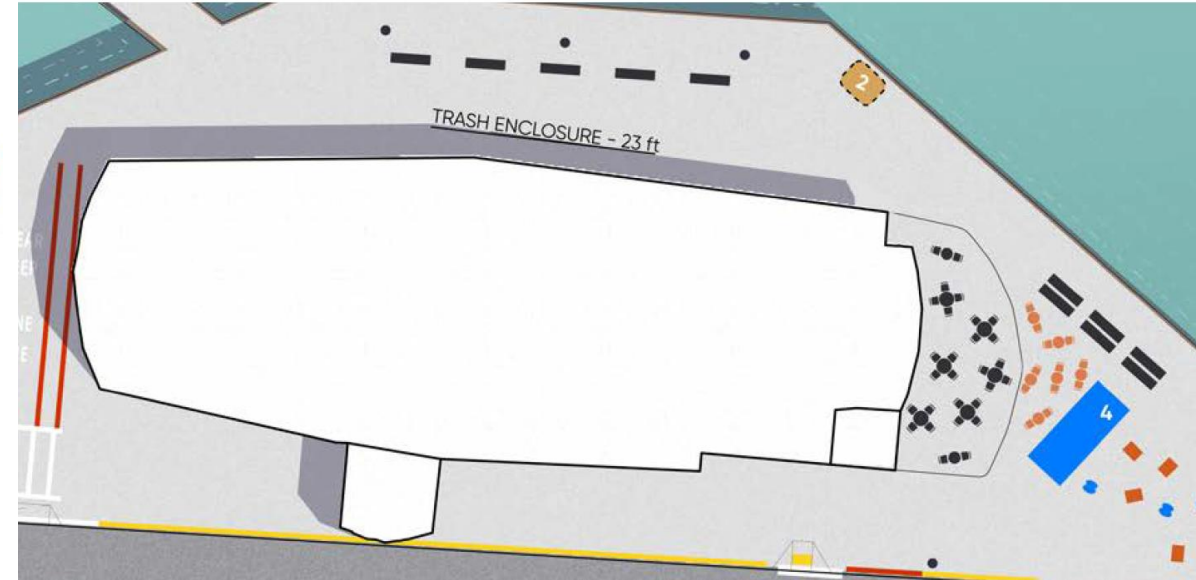
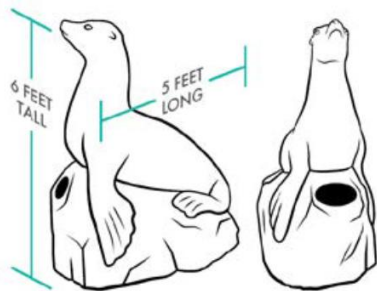
Furniture : Play  
Maais I Spun Chair (3); Loop Loungae Chair (4)

### MOVABLE TABLES/CHAIRS



Movable Fermob Folding Bistro Set (6)  
Placed daily with min 4' clearance around.

### SEA LION SCULPTURES



### 4 DECORATIVE CONTAINER KIOSK



Decorative container (1, at 8x20ft) provides space for vending and storage of programming materials.

### 2 POP-UP OPPORTUNITY



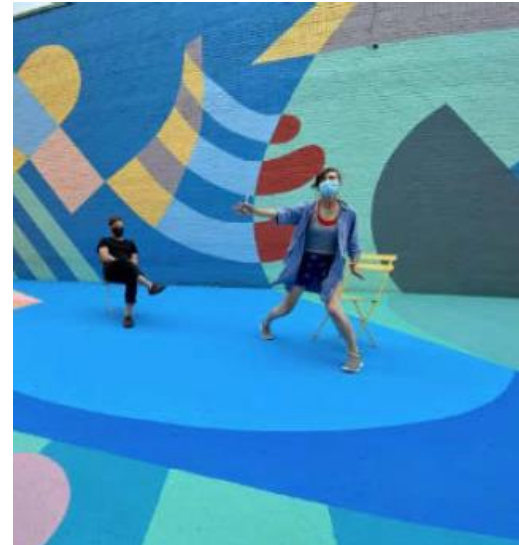
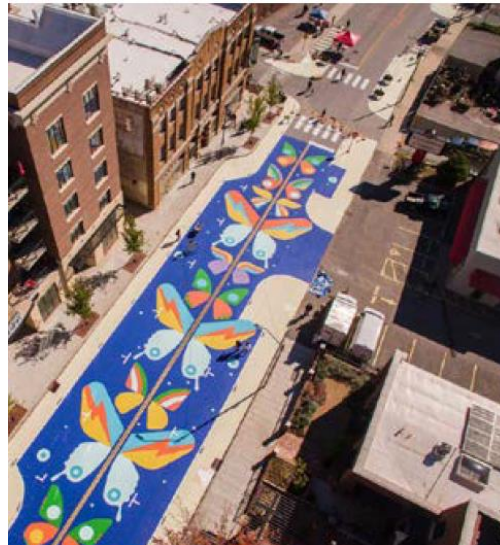
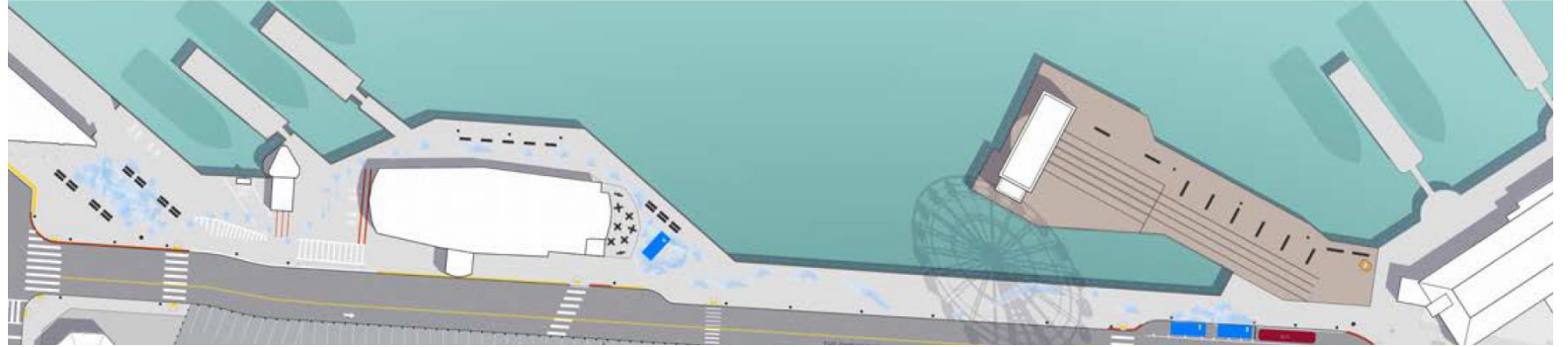
Site for pop-up of small-scale pushcart for use in FWCBBD-led programming activity or Popsicle-style vending, permitted separately



# LITTLE EMBARCADERO ACTIVATION PROJECT

## Surface Level: Asphalt Art Mural

- Eco-friendly, non-slip paints used to create ground murals in key areas
- Larger murals anticipated near kiosk/container structures, with opportunities for a snaking "trail" mural breadcrumbs between nodes
- Exact design and materials to be developed in future phase
- Container sides serve as canvas



# JUNE 11 PORT COMMISSION UPDATE

- 6 letters of support and 5 speakers in support
- Positive feedback from Port Commissioners
- Received approval to amend the FWCBD Grant
  - Reallocate \$400,000 from existing grant budget
  - Increase the not-to-exceed amount by \$1,032,200
- Staff will return to the Port Commission to discuss steps for securing Year 2 of the activation project



# INSTALLATION TIMELINE

- Aim to begin installation week of July 8
- Phasing:
  - Move/remove benches, canoes, bike racks
  - Install pergolas, containers, planters
  - Start daily management, movable tables and chairs and games
  - Hammocks, lighting, murals to follow
- Approach:
  - Early morning work
  - Minimal temp street closure with notification

