



Golden Gate Bridge

PIER 39

San Francisco's Premier Bay Attraction™



Alcatraz

San Francisco Bay

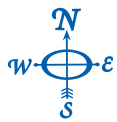
PIER 39

Level 1

Level 2

PIER 39 LEGEND

- ATM
- Elevator
- Escalator
- Information
- Pedestrian Walkway
- PIER 39 Parking Garage
- Restrooms
- Telephone
- TTY



Forbes Island



World-Famous Sea Lions K-Dock



Crystal Geyser ALPINE SPRING WATER Stage

San Francisco Carousel

West Marina

Pier Market Seafood Restaurant

East Marina

Cafe Dante

West Park

Blue & Gold Fleet



Bay Cruise

Gray Line/ San Francisco Sightseeing

Wipeout Bar & Grill

Frequent Flyers

Hard Rock Cafe

Aquarium of the Bay

Crab House at PIER 39

Fog Harbor Fish House

Eagle Cafe

Theatre 39 Home of Menopause The Musical®

Neptune's Palace Seafood Restaurant

Bubba Gump Shrimp Co. Restaurant

Sea Lion Cafe

North Beach Pizza

Dante's Seafood Grill

Swiss Louis Italian & Seafood Restaurant

California Welcome Center

Security

Entrance Plaza

Amtrak, Taxi, Tour Buses

City Kayak

pedestrian walkway to PIER 39 Parking Garage

POWELL STREET

P
PIER 39 Parking Garage
pedestrian walkway from 3rd floor

Wyland Wall #60

THE EMBARCADERO
BEACH STREET

East Park

ATTRACTIONS

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| AQUARIUM OF THE BAY Thousands of Marine Animals, Including Sharks, Rays & More | 415.623.5300 |
| BLUE & GOLD FLEET Scenic Bay Cruises & Charters; Ferry Services to Alameda/Oakland, Vallejo, Sausalito, Tiburon & Angel Island | PIER 39 West Marina 415.773.1188 |
| CITY KAYAK Explore San Francisco Bay on a Kayak | A-Dock 415.357.1010 |
| CRYSTAL GEYSER ALPINE SPRING WATER STAGE San Francisco's Premier Street Performers | |
| GRAY LINE/ SAN FRANCISCO SIGHTSEEING Motorized Cable Car City Tours & Guided Tours of S.F. & Northern California | A-1 415.434.8687 |
| FREQUENT FLYERS Bungee Jump | Q-1 415.981.6300 |
| RIPTIDE ARCADE Family Entertainment Center, Video Games, Prizes, Party Room | M-1 415.981.6300 |
| SAN FRANCISCO CAROUSEL Bay End of PIER 39 | |
| SEA LIONS Docent Tours on Weekends, Noon to 5pm, Weather Permitting | K-Dock |
| THEATRE 39 Home of Menopause The Musical® The Hilarious Celebration of Women and "The Change!" | Q-2 415.433.3939 |
| TURBO RIDE Motion-Simulated Ultimate Thrill Adventures, 3D-4D Rides, Shows Every 15 Minutes | M-1 415.392.8313 |
| WYLAND WALL #60 "Spyhopping Gray Whale" | Garage |

RESTAURANTS

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| BUBBA GUMP SHRIMP CO. RESTAURANT & MARKET Seafood Restaurant Based on the Movie "Forrest Gump" | M-2 415.781.4867 |
| CAFE DANTE A Friendly Place to Eat | N-1 415.421.5778 |
| CRAB HOUSE AT PIER 39 Home of the World-Famous Killer Crab | C-2 415.434.2722 |
| DANTE'S SEAFOOD GRILL Fresh Seafood & California Wines | N-2 415.421.5778 |
| EAGLE CAFE Casual Dining, Bar | A-2 415.433.3689 |
| FOG HARBOR FISH HOUSE Waterfront Dining with Fresh Seafood & Sourdough Bread Baked in House | A-2 415.421.2442 |
| FORBES ISLAND Unique Dining on a Man-made Island Call for Reservations, Open Wednesday-Sunday | H-Dock 415.951.4900 |
| HARD ROCK CAFE Classic American Fare — Food that Rocks, Music Videos, Memorabilia | Q-1 415.956.2013 |
| NEPTUNE'S PALACE SEAFOOD RESTAURANT Fine Seafood with a View | K-2 415.434.2260 |
| NORTH BEACH PIZZA Pizza, Pasta, Salads & All You Can Eat Buffet | M-2 415.433.0400 |
| PIER MARKET SEAFOOD RESTAURANT Mesquite-Grilled Seafood & Award-Winning Chowder | F-1 415.989.7437 |
| SEA LION CAFE Casual Dining, Seafood Overlooking the Sea Lions at K-Dock | K-2 415.434.2260 |
| SWISS LOUIS ITALIAN & SEAFOOD RESTAURANT A San Francisco Tradition | G-2 415.421.2913 |
| WIPEOUT BAR & GRILL A California Surf-Themed Restaurant | A-1 415.986.5966 |

EATERIES & SWEETS

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| AUNT FANNY'S HOT PRETZELS Hot Pretzels, Hot Dogs, Nachos | L-1 415.986.0706 |
| BOUDIN BAKERY CAFE Sourdough Bread, Sandwiches, Pizza & Salads | Q-1 415.421.0185 |
| CANDY BARON Old-Fashioned Candy by the Pound | M-1 415.773.0325 |
| CHOCOLATE HEAVEN Chocolates from Around the World | D-1 415.421.1789 |
| CHOWDERS Chowder, Seafood, Sandwiches | A-1 415.391.4737 |
| CRABCAKES AND SWEETS Crabcakes, Shrimpcakes, Churros | K-1 415.397.8881 |
| CREPE CAFE A Variety of Crepes & Frites | D-1 415.318.1494 |
| DREYER'S GRAND ICE CREAM SHOP Ice Cream, Frozen Yogurt | Q-1 415.398.3152 |
| THE FUDGE HOUSE Fudge, Caramel Apples, Taffy | K-1 415.986.4240 |
| HOOK & COOK Chicken, Ribs, Fish & Chips | B-1 415.981.4318 |
| LA SALSALA Fresh Mexican Food | P-2 415.291.0717 |
| MRS. FIELD'S COOKIES Cookies, Brownies, Muffins | B-1 415.989.1588 |
| SAN FRANCISCO COFFEE ROASTING CO. Coffee, Pastries, Smoothies | Q-1 415.393.9554 |
| TRISH'S MINI DONUTS Fresh, Hot Miniature Donuts | B-1 415.981.4318 |
| VLAHOS' FRUIT ORCHARD Fresh Fruit (May-September) | Q-1 |
| WAFFLE CONE SHOP Ice Cream, Frozen Yogurt | B-1 415.956.9312 |
| WETZEL'S PRETZELS Fresh Hand-Rolled Pretzels | H-1 415.773.1480 |

APPAREL & ACCESSORIES

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| ALPACA FASHION Handmade Wool & Cotton Sweaters | B-2 & J-2 415.837.0740 |
| B. ANDRETTI Fine Leather Apparel & Accessories for Men & Women | B-2 415.921.2010 |
| THE COLLEGE SHOP Campus Items | Q-1 & Q-2 415.397.2027 |
| FASHION TRENDS Trendy Women's Apparel | B-2 415.248.0008 |
| KRAZY KAPS Hats/Novelty Headwear | N-1 415.296.8930 |
| KRAZY STORE Humorous Apparel & Merchandise | H-2 415.392.3638 |
| NFL SHOP Licensed Football, Basketball & Baseball Sports Merchandise for Adults & Children | Q-1 & Q-2 415.397.2027 |
| THE PERFECT PURSE Fashionable Handbags, Scarves and Belts | F-2 415.765.7504 |
| PERY KIDS Children's Apparel & Handmade Sweaters | P-2 415.362.0992 |
| S.F. CITY WEAR Casual Clothing | P-1 415.982.4340 |
| THE SAN FRANCISCO SOCK MARKET Hundreds of Socks | G-1 415.392.7625 |
| SAN FRANCISCO U.S.A. Women's & Men's Contemporary Apparel | F-1 415.982.5358 |
| SHIRTTQUE Casual Apparel for Men, Women & Children | N-1 415.433.0869 |
| SUNGLASS HUT Premium Fashion Sunglasses | F-1 415.956.0505 |
| WALKAMERICA Athletic & Casual Footwear | F-2 415.982.7071 |

ARTS

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| OH MY GODARD Michael Godard's Original Art & Select Artists from Around the World | M-2 415.398.8011 |
| IMAGE ARTS SAN FRANCISCO Posters, Art, S.F. City Prints & Framing | N-1 415.433.1995 |
| RAINBOW ART Personalized Name Painting | J-1 415.279.6683 |
| RODNEY LOUGH JR. — WILDERNESS COLLECTIONS GALLERY Wilderness Landscape Photography by Master Photographer Rodney Lough Jr. | K-1 415.399.9959 |
| TARASCO Latin Arts & Gifts | B-2 415.765.5581 |
| WYLAND GALLERIES World's Foremost Marine Life Artist & Select Artists | K-1 415.398.3263 |

COSMETICS & FRAGRANCES

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| BARE ESSENTUALS Mineral Based Cosmetics & Fragrances | J-1 415.781.0631 |
| TO HERB WITH LOVE Aromatherapy Bath Salts (October — April) | Q-1 510.485.2507 |

GIFTS & COLLECTIBLES

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| ALCATRAZ BOOK STORE Alcatraz Books & Souvenirs | Pier 41 415.421.0103 |
| ANIMAL COUNTRY An Animal Lover's Paradise | E-2 415.989.2104 |
| ANTIQUITIES Collectible Film & Rock & Roll Memorabilia | N-1 415.421.8400 |
| AQUARIUM OF THE BAY GIFT SHOP Bay-Related Gifts | Aquarium 415.623.5300 |
| BUBBA GUMP SHRIMP CO. GIFT SHOP Bubba Gump Merchandise | M-2 415.781.4867 |
| THE CABLE CAR STORE Cable Car Collectibles | P-1 415.989.2040 |
| CAPTAIN'S WHARF Nautical Items & Brass Gifts | P-2 415.921.0889 |
| CRYSTAL LASER CONCEPTS Lasered 3-D Images in Crystal Blocks | M-1 415.837.0504 |
| THE CRYSTAL SHOP Swarovski, Stained Glass, Prisms & Jewelry | D-1 & H-2 415.433.1272 |
| DEPARTMENT 56 Holidays. Special Days. Every Day.™ | G-1 415.391.1660 |
| FAIRYLAND Mystic Myths, Magical Fairies & Gifts | E-2 415.291.8463 |
| FIELD OF DREAMS The Ultimate Sports & Celebrity Gift Store | I-1 415.433.3500 |
| FLAGS AMERICA Flags of the World & Flag-Related Merchandise | N-1 415.982.3524 |
| HAND & MIND GALLERY Hand-Crafted Gifts by Local Artists | J-1 415.951.0700 |
| HARD ROCK CAFE GIFT SHOP Hard Rock Cafe Clothing & Collectibles | Q-1 415.956.2013 |
| HOLLYWOOD USA Home of the Stars — Movie Memorabilia | L-1 415.982.3538 |
| HOUDINI'S MAGIC SHOP America's Premier Magic & Novelty Shop | E-1 415.433.1422 |
| LE BEASTRO Pet Boutique & Gifts | H-1 415.391.3411 |
| LEFT HAND STORE (Coming 2008) | O-1 |
| MAGNETRON Decorative Magnets | K-1 415.989.2361 |
| MAKING HISTORY Gifts & Packaged Food Relating to San Francisco's Past | H-1 415.391.3563 |
| THE MARINE MAMMAL CENTER STORE Apparel, Books & Gifts | J-2 415.289.7373 |

GIFTS & COLLECTIBLES (CONTINUED)

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| MUD, WIND & FIRE CRAFT GALLERY Hand-Crafted Gifts & Accessories | F-2 415.397.7066 |
| NATIONAL PARK STORE Maps, Books, Gifts & Information | J-2 415.433.7221 |
| ONLY IN SAN FRANCISCO San Francisco Mementos | A-1 & D-2 415.397.0143 |
| PAPER PALACE Handmade S.F. Paper Gifts | B-2 415.217.8840 |
| PUPPETS ON THE PIER Hand Puppets & Marionettes | H-1 415.781.4435 |
| RUSSKA BABUSHKA DOLLS Babushka Dolls & Russian Collectibles | K-2 415.788.7043 |
| SAN FRANCISCO TEA & COFFEE CO. Teapots, Mugs & Related Collectibles with Specialty Coffees, Tea & Smoothies | D-2 415.421.5119 |
| SAN FRANCISCO MUSIC BOX CO. Music Boxes & Musical Carousels | E-1 415.398.2379 |
| SHELL CELLAR Sea Shells, Jewelry & Gifts | P-1 415.433.3285 |
| TREASURE IRELAND Irish Gifts & Souvenirs | O-1 415.274.9968 |
| UNDER THE GOLDEN GATE Golden Gate Bridge Themed Merchandise | B-1 415.397.1080 |
| WE BE KNIVES Collectible Knives | O-1 415.982.9323 |
| WINES OF CALIFORNIA Fine California Wines & Wine Accessories | J-1 415.989.0353 |

JEWELRY

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| CHARMS BY THE BAY Silver & Gold Charms | O-1 415.399.0988 |
| HARRY MASON DESIGNER JEWELRY Hand-Crafted Jewelry & Accessories | P-2 415.296.7009 |
| NA HOKU Hawaii's Finest Jewelers Since 1924 Hawaiian & Island Lifestyle Jewelry | P-1 415.433.1990 |
| THE PEARL FACTORY Pearls from the Oyster | H-1 & P-1 415.421.0920 |
| SILVER TREASURES Silver Jewelry, Gifts & Accessories | P-1 415.781.1509 |
| SF GOLD Fine & Unique Designer Jewelry | P-1 415.421.2410 |

SERVICES

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| ATM Bilingual, Linked to Star & Cirrus ATM Networks Phone Cards Available at A-1, Q-1 and Garage | A-1 & O-1 |
| CALIFORNIA WELCOME CENTER Official State Information for the Traveler, Internet Access, Luggage Storage | P-2 415.981.1280 |
| THE CHANGE GROUP Foreign Currency Exchange | Q-1 415.627.9150 |
| THE MARINE MAMMAL INTERPRETIVE CENTER Information & Exhibits | J-2 415.289.7373 |

Directory Note:

Building locations are color-coded and noted with a letter code. The number following the building letter indicates Level 1 or Level 2.

PIER 39TM
San Francisco's Premier Bay Attraction



Information:

PIER 39 is located at Beach Street & The Embarcadero. Shops are open from 10:00 am until 8:30 pm. Hours of operation are extended in the summer. Full-service restaurants open at 11:30 am, but some eateries are open earlier for breakfast. Call 415.981.PIER for further information or visit pier39.com.

Public Transportation:

• In San Francisco

The following MUNI lines come to PIER 39:
The historic F-line street car, 15, 39 and 42.
The Powell-Mason Cable Car stops near PIER 39.
For additional MUNI information call 415.673.MUNI.

• From the East Bay

Blue & Gold Fleet ferry service from Alameda/Oakland or Vallejo 415.773.1188;
BART 510.464.7134;
AC Transit 510.817.1717;
AMTRAK 800.USA.RAIL

• From the South Bay

Caltrain or SamTrans
800.660.4287;
BART 510.464.7134

• From the North Bay

Blue & Gold Fleet ferry service from Sausalito or Tiburon
415.773.1188;
Golden Gate Transit
415.455.2000



pier39.com

Welcome • Bienvenida • 歡迎 • Willkommen • 歡迎 • Bienvenue

PIER 39 features two levels of dining, shopping and entertainment on San Francisco Bay.

Directions & Parking:

PIER 39 is easily accessible from all major freeways. For driving directions call 415.981.PIER or visit pier39.com. The PIER 39 Garage is located directly across the street from PIER 39. Restaurant patrons who dine at one of PIER 39's full-service restaurants receive one hour free validated parking at lunch, and two hours free validated parking after 6:00 pm for dinner.

From the South Bay

- Take Highway 101 North to Highway 80 East
- Exit at 4th Street
- Stay left onto Bryant Street (get in right lane)
- Stay on Bryant Street to The Embarcadero
- Turn left onto The Embarcadero (get into right lane)
- Straight to PIER 39 (2 1/2 miles)

From the North Bay

- Take Highway 101 South across the Golden Gate Bridge
- Pass through the Toll Plaza and stay to your left
- Take Lombard Street Exit (on right side)
- Follow Lombard Street to Van Ness Avenue
- Take a left onto Van Ness Avenue (stay right)
- Follow Van Ness Avenue to Bay Street (about three blocks)
- Stay on Bay Street until it runs into The Embarcadero
- Turn left onto The Embarcadero
- You will see PIER 39 on right side of the street

From the East Bay

- Take Interstate 80 West across the Bay Bridge
- Take Fremont Exit (on right side)
- Stay in far right lane
- Turn left on Folsom Street
- Follow Folsom to The Embarcadero
- Turn left onto The Embarcadero
- Straight to PIER 39 (aprox. 2 miles)

Security:

PIER 39 is patrolled 24-hours by experienced security professionals to insure the public's safety. Trained as first responders and abiding by the Good Samaritan Law, the PIER 39 security team is certified in First Aid, CPR, the Automated External Defibrillator, and Fire and Life Safety. Working with Federal and City of San Francisco law enforcement and emergency services agencies, they are well-versed in law enforcement techniques and a wide array of emergency response scenarios.

Beach Street & The Embarcadero, San Francisco, CA 94133 • 415.981.PIER

California Welcome Center:

The California Welcome Center is located on Level 2 of PIER 39. As the official state of California Visitor Information Center for the San Francisco Bay Area, it is open seven days a week from 10:00 am until 5:00 pm. Internet access and luggage storage is available. Call 415.981.1280 or visit www.visitcwc.com for further information.

Motorcoach Parking

Motorcoaches may only pick-up and drop-off in the PIER 39 passenger and taxi-loading zone, on a space available basis.

Short Term Motorcoach Parking in the Fisherman's Wharf Area

Two-hour parking is permitted on:

- the west side of Mason Street between Beach St. & North Point Streets
- the north side of North Point Street between Mason & Taylor Streets
- the east side of Hyde Street between Jefferson and Beach Streets
- the east side of Jones Street just north of Beach Street

Overnight Motorcoach Parking

- Overnight parking is available for a fee at Pier 30 located on The Embarcadero between Brannan St. and Bryant St. This private lot is managed by Imperial Parking, 415.227.0114 ext. 21. Contact lot management to make parking arrangements as the lot is sometimes closed for special events. Bus operators may also park on most non-residential streets, but should read all posted parking regulations carefully.
- Union Square/South of Market: Mint Street between Mission & Jessie Streets. Three spaces available for overnight parking at no charge.

For updated information, please call the Department of Parking and Traffic (DPT) at 415.554.2300.

Accessibility:

PIER 39 is an accessible facility. Sign language for live performances can be provided upon request with two weeks notice. Call 415.705.5500 for further information.

