



Alcatraz



# PIER 39

San Francisco's Premier Bay Attraction



Forbes Island

World-Famous Sea Lions

Crystal Geyser  
ALPINE SPRING WATER  
Center Stage

San Francisco Carousel

West Marina

Pier Market  
Seafood  
Restaurant

Studio 39  
Magic Carpet Rides

Wipeout  
Bar & Grill

Blue & Gold Fleet

Bay Cruise  
PIER 39

West Park

San Francisco  
Sightseeing

Security

PIER 39  
Parking Garage

pedestrian walkway  
from 3rd floor

Wyland Wall #60

THE EMBARCADERO  
BEACH STREET

Amtrak, Taxi  
Tour Buses

East Park

Riptide  
Arcade

Level 1

Turbo Ride  
Simulation  
Theater

Dante's  
Seafood Grill

East  
Marina

San Francisco  
Seaplane Tours

Frequent Flyers

Hard Rock Cafe

Aquarium  
of the  
Bay

City Kayak

Neptune's  
Palace  
Seafood  
Restaurant

Sea Lion  
Cafe

Bubba Gump  
Shrimp Co.  
Restaurant

Level 2

North Beach  
Pizza

Dante's  
Seafood Grill

Swiss Louis  
Italian &  
Seafood  
Restaurant

Crab House  
at PIER39

Chic's  
Seafood  
Restaurant

Eagle  
Cafe

California  
Welcome  
Center

Theatre 39  
Home of  
Menopause  
The Musical™

## PIER 39 LEGEND

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

## ATTRACTIONS

- AQUARIUM OF THE BAY** (415) 623-5300  
Thousands of Marine Animals, Including Sharks, Rays & More
- BLUE & GOLD FLEET MARINA** PIER 39 West  
Scenic Bay Cruises & Charters (415) 773-1188  
Services to Alcatraz & Angel Island Ferry Services to Alameda/Oakland, Vallejo, Sausalito & Tiburon Pier 41
- CALIFORNIA SEA LIONS** K-Dock
- CITY KAYAK** A-Dock  
Explore San Francisco Bay on a Kayak (415) 357-1010
- CRYSTAL GEYSER ALPINE SPRING WATER CENTER STAGE**  
San Francisco's Premier Street Performers
- FREQUENT FLYERS** Q-1  
Bungee Jump (415) 981-6300
- KODAK PICTURE SPOTS**  
Excellent Photo Opportunities Located Throughout PIER 39
- RIPTIDE ARCADE** M-1  
Family Entertainment Center, Video Games, Prizes, Party Room (415) 981-6300
- SAN FRANCISCO CAROUSEL**  
Bay End of PIER 39
- SAN FRANCISCO SEAPLANE TOURS** P-1  
30-Minute Aerial Tours by Seaplane, Departing from A-Dock (415) 332-4843
- SAN FRANCISCO SIGHTSEEING/GRAY LINE** A-1  
Motorized Cable Car City Tours & Guided Tours of S.F. & Northern California (415) 434-8687
- STUDIO 39 MAGIC CARPET RIDES** E-1  
Star in your own S.F. Movie (415) 397-3939
- THEATRE 39** Q-2  
Home of Menopause The Musical™ (415) 433-3939  
The Hilarious Celebration of Women and The Change!
- TURBO RIDE** M-1  
Motion-Simulated Ultimate Thrill Adventures, 3D-4D Rides, Shows Every 15 Minutes (415) 392-8872
- WYLAND WALL #60** Garage  
"Spyhopping Gray Whale"

## RESTAURANTS

- BUBBA GUMP SHRIMP CO. RESTAURANT & MARKET** M-2  
Seafood Restaurant Based on the Movie "Forrest Gump" (415) 781-4867
- CHIC'S SEAFOOD RESTAURANT & BAR** A-2  
Seafood, Steaks & Pasta (415) 421-2442
- CRAB HOUSE AT PIER 39** C-2  
Home of the World-Famous Killer Crab (415) 434-2722
- DANTE'S SEAFOOD GRILL** N-1 & 2  
Fresh Seafood & California Wines (415) 421-5778
- EAGLE CAFE** A-2  
Casual Dining, Bar (415) 433-3689
- FORBES ISLAND** H-Dock  
Unique Dining on a Man-Made Island Call for Reservations, Open Wednesday-Sunday (415) 951-4900
- HARD ROCK CAFE** Q-1  
Classic American Fare — Food That Rocks Music Videos, Memorabilia (415) 956-2013

- NEPTUNE'S PALACE SEAFOOD RESTAURANT** K-2  
Fine Seafood (415) 434-2260
- NORTH BEACH PIZZA** M-2  
Pizza, Pasta, Salads & All You Can Eat Buffet (415) 433-0400
- PIER MARKET SEAFOOD RESTAURANT** F-1  
Mesquite-Grilled Seafood & Award-Winning Chowder (415) 989-7437
- SEA LION CAFE** K-2  
Casual Dining, Seafood Overlooking the Sea Lions at K-Dock (415) 434-2260
- SWISS LOUIS ITALIAN & SEAFOOD RESTAURANT** G-2  
A San Francisco Tradition (415) 421-2913
- WIPEOUT BAR & GRILL** A-1  
A California Surf-Themed Restaurant (415) 986-5966

## EDIBLES

- AUNT FANNY'S HOT PRETZELS** L-1  
Hot Pretzels, Hot Dogs, Nachos (415) 986-0706
- BLUE CHIP COOKIES** B-1  
Cookies, Brownies, Muffins (415) 989-9411
- BOUDIN BAKERY & CAFE** Q-1  
Sourdough Bread, Sandwiches, Pizza, Salads (415) 421-0185
- CANDY BARON** M-1  
Old-Fashioned Candy by the Pound (415) 773-0325
- CHOCOLATE HEAVEN** D-1  
Chocolates from Around the World (415) 421-1789
- CHOWDERS** A-1  
Chowder, Seafood, Sandwiches (415) 391-4737
- THE COPIA WINE TASTING ROOM** G-2  
Opening Soon
- CRABCAKES AND SWEETS** K-1  
Crabcakes, Shrimpcakes, Churros (415) 397-8881
- CREPE CAFE** D-1  
A Variety of Crepes (415) 318-1494
- DREYER'S GRAND ICE CREAM SHOP** Q-1  
Ice Cream, Frozen Yogurt (415) 398-3152
- THE FUDGE HOUSE** K-1  
Fudge, Caramel Apples, Taffy (415) 986-4240
- HOOK & COOK** B-1  
Chicken, Ribs, Fish & Chips (415) 981-4318
- LA SALSA** P-2  
Fresh Mexican Food (415) 291-0717
- SAN FRANCISCO COFFEE ROASTING CO.** Q-1  
Coffee, Pastries, Smoothies (415) 393-9554
- SAN FRANCISCO TEA & COFFEE CO.** D-2  
Coffee, Tea, Cappuccino, Espresso & Accessories (415) 421-5119
- TRISH'S MINI DONUTS** B-1  
Warm Miniature Donuts (415) 981-4318
- VLAHOS' FRUIT ORCHARD** Q-1  
Fresh Fruit (May-September)
- WAFFLE CONE SHOP** B-1  
Ice Cream, Frozen Yogurt (415) 956-9312
- WETZEL'S PRETZELS** H-1  
Fresh Hand-Rolled Pretzels (415) 773-1480

## ARTS

- POSTER SOURCE** N-1 & 2  
Posters, Art, City Prints & More (415) 433-1995
- RAINBOW ART** J-1  
Name Painting (415) 279-6683
- RODNEY LOUGH JR. — WILDERNESS COLLECTIONS GALLERY** K-1  
Wilderness Landscape Photography by Master Photographer Rodney Lough Jr. (415) 399-9959
- VICTORIAN SHOPPE** P-1  
Victorian Home Prints & Gifts (415) 781-4470
- WYLAND GALLERIES** M-2  
Wyland's Art & Works of Select Artists (415) 393-2623

## APPAREL & ACCESSORIES

- ALPACA FASHION** J-2  
Handmade Wool & Cotton Sweaters (415) 837-0740
- THE COLLEGE SHOP** N-1  
Campus Items (415) 397-5470
- DESTINATION CLOTHING** B-2  
S.F. Logo Apparel for the Entire Family (415) 982-9030
- FASHION TRENDS** B-2  
Trendy Women's Apparel (415) 248-0008
- KRAZY KAPS** N-1  
Hats/Novelty Headwear (415) 296-8930
- KRAZY STORE** H-2  
Humorous Apparel & Merchandise (415) 392-3638
- NFL SHOP** Q-1 & 2  
Licensed Football, Basketball & Baseball Sports Merchandise for Adults & Children (415) 397-2027
- THE PERFECT PURSE** A-2  
Fashionable Handbags, Scarves and Belts (415) 402-4057
- S.F. CITY WEAR** P-1  
Casual Clothing (415) 982-4340
- THE SAN FRANCISCO SOCK MARKET** G-1  
Hundreds of Socks (415) 392-7625
- SAN FRANCISCO USA.** F-1  
Women's & Men's Contemporary Apparel (415) 982-5358
- SHIRTIQUE** N-1  
Resort Apparel (415) 433-0869
- SUNGLASS NATION** A-2  
A Wide Assortment of Sunglasses (415) 515-3060
- WALKAMERICA** F-2  
Athletic & Casual Footwear (415) 982-7071

## BOOKS & TOYS

- ALCATRAZ BOOK STORE** PIER 41  
Alcatraz Books & Souvenirs (415) 421-0103
- NATIONAL PARK STORE** J-2  
Maps, Books, Gifts & Information (415) 433-7221
- PUPPETS ON THE PIER** H-1  
Hand Puppets & Marionettes (415) 781-4435

## COSMETICS & FRAGRANCES

- BARE ESSENTUALS** J-1  
Mineral Based Cosmetics & Fragrances (415) 781-0631
- NANTUCKET NATURAL OILS** D-1  
San Francisco Fragrance Bar (415) 986-3350
- TO HERB WITH LOVE** Q-1  
Aromatherapy Bath Salts (October—April) (415) 771-4372

## GIFTS & COLLECTIBLES

- ANIMAL COUNTRY** E-2  
An Animal Lover's Paradise (415) 989-2104
- AQUARIUM OF THE BAY GIFT SHOP** Aquarium  
Bay-Related Gifts (415) 623-5300
- BARBARY COAST BOXES** H-1  
Decorative Boxes & Containers (415) 421-5788
- BUBBA GUMP SHRIMP CO. GIFT SHOP** M-2  
Bubba Gump Merchandise (415) 781-4867
- THE CABLE CAR STORE** P-1  
Cable Car Collectibles (415) 989-2040
- CRYSTAL LASER CONCEPTS** CENTER STAGE WEST & F-2  
Lasered 3-D Images in Crystal Blocks (415) 837-0504
- THE CRYSTAL SHOP** Q-1  
Swarovski, Stained Glass, Prisms & Jewelry (415) 433-1272
- DEPARTMENT 56** G-1  
Holidays. Special Days. Every Day.™ (415) 391-1660
- FAIRYLAND** E-2  
Mystic Myths & Magic (415) 291-8463
- FIELD OF DREAMS** I-1  
The Ultimate Sports & Celebrity Gift Store (415) 433-3500
- FLAGS AMERICA** N-1  
Flags of the World & Flag-Related Merchandise (415) 982-3524
- FREE SPEECH** M-1  
Merchandise with a Message (415) 989-8021
- GAIA** P-2  
Russian Dolls & Artifacts
- HAND & MIND GALLERY** J-1  
Hand-Crafted Gifts by Local Artists (415) 951-0700
- HAPPY HOUR CLOCKS & WATCHES** CENTER STAGE EAST  
Unique Clocks & Watches for all Occasions
- HARD ROCK CAFE GIFT SHOP** Q-1  
Hard Rock Cafe Clothing & Collectibles (415) 956-2013
- HOLLYWOOD USA** L-1  
Home of the Stars — Movie Memorabilia (415) 982-3538
- HOUDINI'S MAGIC SHOP** E-1  
America's Premier Magic & Novelty Shop (415) 433-1421
- MAGNETRON** K-1  
Decorative Magnets (415) 989-2361
- MAKING HISTORY** H-1  
Gifts & Packaged Food Items Relating to San Francisco's Past (415) 391-3563
- THE MARINE MAMMAL CENTER STORE** J-2  
Apparel, Books & Gifts (415) 289-7373
- MUD, WIND & FIRE CRAFT GALLERY** F-2  
Hand-Crafted Gifts & Accessories (415) 397-7066
- ONLY IN SAN FRANCISCO** A-1 & D-2  
San Francisco Mementos (415) 397-0143
- RUSSKA BABUSHKA DOLLS** K-2  
Babushka Dolls & Russian Collectibles (415) 788-7043
- SHELL CELLAR** P-1  
Sea Shells, Jewelry & Gifts (415) 433-3285
- TREASURE IRELAND** A-2  
Irish Gifts & Souvenirs (415) 274-9968
- UNDER THE GOLDEN GATE** B-1  
Golden Gate Bridge Themed Merchandise (415) 397-1080

- WE BE KNIVES** O-1  
Collectible Knives (415) 982-9323
- WINES OF CALIFORNIA** J-1  
Fine California Wines & Italian Pottery (415) 989-0353

## JEWELRY

- CHARMS BY THE BAY** O-1  
Silver & Gold Charms (415) 399-0988
- HARRY MASON DESIGNER JEWELRY** P-2  
Hand-Crafted Jewelry & Accessories (415) 296-7009
- MODA JEWELRY** B-2  
Jewelry, Accessories & Gifts (415) 433-2972
- NA HOKU** P-1  
Hawaii's Finest Jewelers Since 1924 Hawaiian & Island Lifestyle Jewelry (415) 433-1990
- THE PEARL FACTORY** H-1 & P-1  
Pearls from the Oyster (415) 391-4511
- SILVER TREASURES** O-1  
Silver Jewelry & Italian Charm Bracelets (415) 781-1509
- SF GOLD** P-1  
Fine & Unique Designer Jewelry (415) 421-2410

## SERVICES

- ATM** A-1 & N-1  
Bilingual, Linked to STAR & Cirrus ATM Networks Phone Cards Available at A-1
- CALIFORNIA WELCOME CENTER** P-2  
Official State Information for the Traveler (415) 981-1280
- THE CHANGE GROUP** Q-1  
Foreign Currency Exchange (415) 627-9150
- THE MARINE MAMMAL INTERPRETIVE CENTER** J-2  
Information & Exhibits (415) 289-7373
- ONLY IN SAN FRANCISCO'S KODAK DIGITAL IMAGING CENTER** A-1  
Kodak Picture Maker G3 Station & Kodak Products (415) 397-0143
- ZEN ZONE MINUTE SPA** A-2  
Aquamassage & Relaxation Products (415) 773-0775

Building locations are alphabetized and color-coded. The number indicates Level 1 or Level 2.

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## Information:

PIER 39 is located at Beach Street & The Embarcadero. Shops are open from 10:30 am until 8:30 pm. Hours of operation are extended in the summer. Most full-service restaurants open at 11:30 am, but some restaurants are open earlier for breakfast. Call 415.981.PIER for further information or visit [www.pier39.com](http://www.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 Oakland/Alameda 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



## Directions:

PIER 39 is easily accessible from all major freeways. For driving directions call (415) 981-PIER or visit [www.pier39.com](http://www.pier39.com). The PIER 39 Garage is located directly across the street from PIER 39. Validation is available at any full-service restaurant when dining.

### 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 St.
- 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.

## Parking Services

The entrance to PIER 39 features a passenger and taxi loading zone. PIER 39 has convenient visitor parking in the PIER 39 Garage, located directly across the street from the Entrance Plaza.

The garage is open 24-hours a day, seven days a week. 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 pm for dinner. The PIER 39 parking garage clearance is 6 ft. 8 inches high.

### Motorcoach Parking

Motorcoaches may only pick-up and drop-off in the PIER 39 passenger and taxi-loading zone, on a space available basis. Motorcoaches are restricted from idling for more than five minutes in the City of San Francisco.

### Short Term Motorcoach Parking in the Fisherman's Wharf Area

Two-hour parking is permitted on:

- The west side of Mason Street between Beach and North Point Streets
  - The north side of North Point Street between Mason and Taylor Streets
  - The east side of Hyde Street between Jefferson and Beach Streets
  - The east side of Jones Street just north of Beach Street
- Please obey signs that indicate hours of parking restrictions for street cleaning.

### Overnight Motorcoach Parking

Pier 30: located on The Embarcadero at Bryant Street south of the Bay Bridge. \$30 per night. Reservations required. Call 415.558.9147.

SBC Park Parking Lot Area: Terry Francois Blvd. (formerly China Basin Street) on the east side of SBC Park Parking Lot A, opposite Pier 48. Access is difficult during events. Call 415.227.0114 for fee and event schedule.

Union Square/South of Market: Mint Street between Mission and Jessie Streets. Three spaces available for overnight parking. No charge.

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