



## **PUBLIC ACCESS PLAN**

### **Public Access to Embarcadero Marina Park North and Perimeter Public Pedestrian Promenade Segments**

Embarcadero Marina Park North (“EMP”) is a ticketed venue for Wonderfront Festival (the festival), therefore the festival will ensure that either the western or eastern perimeter pedestrian promenade segment of EMP is accessible to the general public, except up to two hours prior to and during ticketed venue performances. As mentioned above, within two hours prior to and during performances, the ticketed venues would be accessible to ticketed festival patrons only. The festival will install signage that clearly indicates when such public access to the perimeter pedestrian promenade segment would be available to the general public. Please see the Signage Plan for more detailed information on the signage as it pertains to Public Access directions.

### **Public Access to Seaport Village Shops and Restaurants**

The Seaport Village shops and restaurants will remain open to the general public during the festival. Public access routes to the entrances of Seaport Village from Pacific Highway and the Promenade will remain open, and signage will be erected to direct the general public how to access the Seaport Village shopping areas. Please see the Signage Plan for more detailed information on the signage as it pertains to Public Access directions.

Free shuttle access will be provided during festival hours, and will transport Seaport Village shoppers to/from the convention center parking garage. Please see the Traffic Management Plan for more specific information on the parking and shuttle plans.

The Public Access Plan (PAP) will ensure that the general public is aware and informed of the public amenities and public access routes that will be available during the Project, as follows:

- No later than 30 days prior to Festival setup, Wonderfront will post on the festival website and social media, and include in all applicable promotional materials (i.e.

press releases and information brochures) all amenities available to the general public during the Festival.

- The portions of District public parks and other public spaces, public parking areas, District tenant leaseholds, and street segments that would be temporarily closed to the public, and the portions of these areas that would be open to the general public. This includes the times when ticketed venue areas would be open to the general public when ticketed venue performances are not occurring.
- Signage will clearly provide information on alternative parking locations.
- Wonderfront will install signage clearly informing motorists of the temporary modification to Kettner Boulevard at least 14 days prior to Festival setup. Furthermore, the festival will install signage clearly indicating the times when this street segment would be temporarily closed to motorists, as well as when it would be open to motorists and/or accessible to the general public. Signage should be visible and legible to motorists.
- During setup and breakdown, and at ticket venues during Festival days(except up to two hours prior to and during ticketed venue performances), either the western or eastern perimeter pedestrian promenade segment of EMPN will be accessible to the general public. The festival will install signage that clearly indicates when such public access to the perimeter pedestrian promenade segment would be available to the general public.
- Approximately 220 free limited duration (three hours) parking spaces shall be available to the general public at the Convention Center parking garage to help offset the temporary loss of parking spaces resulting from Festival activities. The festival will install signage clearly indicating that this parking lot is available to the general public for free (up to three hours) during Festival activities. The sign will be legible to motorists and general public. A free fixed-route shuttle for the general public between Seaport Village and the Convention Center parking garage will be provided during the Festival. The festival will install signage that clearly indicates that this fixed- route shuttle would be free and available to the general public. Please refer to the Traffic Management Plan for more specific information related to traffic planning, shuttle information and map routes, parking, and temporary street modifications.

### **Promotional Plan**

The festival website, smartphone app, social media pages, email newsletters, and press releases to media outlets will all be utilized to distribute the information on the public access plans. The website will have a dedicated page under INFO to get all information out to the general public.

### **Staff Awareness**

The Festival Director coordinates directly with Security and Guest Services staff personnel. The Director will provide advance information to these group's lead supervisors informing them of important details that will need to be communicated to the general public during the event. Public access details will be gone over each day with

event staff during the pre-event security meetings outlining the public access plan details to those working in the affected areas. Maps will be presented in the meetings showing visual representations of how to direct the general public for public access, and what areas the general public are allowed to visit, and what areas are restricted to festival attendees only, and the hours of such.

## **Community Free Stage Venue**

As part of the public access planning, the festival is providing a free community stage open to the general public. Please refer to the Free Community Stage Plan for more specific information.

## **Public Access Parking Modifications Table**

**Wonderfront Proposed Public Access and Parking**

<b>Public Access</b>			
	<b>Broadway Pier</b>	<b>Ruocco Park</b>	<b>EMP</b>
Sunday November 13			
Monday November 14			
Tuesday November 15			
Wednesday November 16			
Thursday November 17			
<b>Friday November 18 (Showday)</b>			
<b>Saturday November 19 (Showday)</b>			
<b>Sunday November 20 (Showday)</b>			
Monday November 21			
Tuesday November 22			
Wednesday November 23			

Open	Partially Open	Closed
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<b>Public Parking</b>			
	<b>Ruocco Park</b>	<b>EMP</b>	<b>FAL</b>
Sunday November 13	All parking open	All parking open	Parking lot close
Monday November 14	All parking open	Portion of parking lot closed	Parking lot close
Tuesday November 15	All parking open	Portion of parking lot closed	Parking lot close
Wednesday November 16	Parking lot and PCH parking closed	Portion of parking lot closed	Parking lot close
Thursday November 17	Parking lot and PCH parking closed	Portion of parking lot closed	Parking lot close
<b>Friday November 18 (Showday)</b>	Parking lot and PCH parking closed	Parking lot close	Parking lot close
<b>Saturday November 19 (Showday)</b>	Parking lot and PCH parking closed	Parking lot close	Parking lot close
<b>Sunday November 20 (Showday)</b>	Parking lot and PCH parking closed	Parking lot close	Parking lot close
Monday November 21	Parking lot and PCH parking closed	Portion of parking lot closed	Parking lot close
Tuesday November 22	Parking lot and PCH parking closed	Portion of parking lot closed	All parking open
Wednesday November 23	Parking lot and PCH parking closed	Portion of parking lot closed	All parking open