



LANDMARK HISTORY

The Ferry Building Marketplace is a people's marketplace serving residents and travelers alike. Located within the historic Ferry Building at the foot of Market Street, shops large and small celebrate food in all its forms, offering everything from artisan cheeses to the freshest of local fish. Restaurants and cafés serve cuisine representing the quality and cultural diversity of San Francisco's best chefs.

Opening in 1898 on the site of the 1875 wooden Ferry House, the Ferry Building became the transportation focal point for anyone arriving by train from the East, as well as from all the East Bay and Marin residents who worked in the city. From the Gold Rush until the 1930s, arrival by ferryboat became the only way travelers and commuters—except those coming from the Peninsula—could reach the city.

WHY IT'S INTERESTING

It is the center of a transit hub that connects all of San Francisco's neighborhoods and the surrounding bay communities. It's a magnificent structure on the Embarcadero, at the foot of Market Street, but the real reason to come here is the food. The Ferry Building Marketplace is a people's marketplace serving residents and travelers alike. Shops large and small celebrate food in all its forms, offering everything from artisan cheeses to the freshest of local fish. Restaurants and cafés serve cuisine representing the quality and cultural diversity of San Francisco's best chefs.

DESIGN OBJECTIVES & STRATEGY

- Make the site user friendly for the core audience.
- Improve the visual design and content structuring – Reduce clutter.
- Ensure brand is leveraged to establish positive recall with the visitor.
- Make it easy for the users to navigate to every section of the site.
- Make core information available with reduced number of clicks.
- Improve the site content and giving contextual reference to the businesses.
- Overall make the site look sleeker and modern to give an edge over competitors.

WHY WOULD PEOPLE VISIT THE SITE

- To learn about the Ferry Building Marketplace
- To get information about the shops and businesses
- To get directions to the ferry building
- To get news about events taking place at the Ferry Building Marketplace
- To get tips about getting the most out of your visit to the Ferry Building Marketplace

COLOR/TEXTURE IDEAS

- Earth tones and cool grays
- Organic textures

R	G	B	HEX
73	56	41	#493829
129	108	91	#816C5B
169	161	140	#A9A18C
97	51	24	#613318
133	87	35	#8555723
185	156	107	#B99C6B
143	59	27	#8F3B1B
213	117	0	#D57500
219	202	105	#DBCA69
64	79	36	#404F24
102	141	60	#668D3C
189	208	156	#BDD09F
78	97	114	#4E6172
131	146	159	#83929F
163	173	184	#A3ADB8



SCREENSHOTS OF COMPETITORS' SITES

pier39.com

PIER 39 Home Press Tourism/Groups Partnerships Leasing Sea Lions Selected Language
CELEBRATING 35 YEARS
ATTRACTIONS DINING SHOPPING EVENTS PIER INFO OFFERS
Play TULIPMANIA AT THE PIER EAT
Kids Eat & Play Free Share PIER 39 SUNDAY STREETS 14 Full Service Restaurants
LOCAL ADVANTAGE #pier39_on_Instagram
The website features a blue header with the Pier 39 logo and a "CELEBRATING 35 YEARS" banner. Below the header are sections for Attractions, Dining, Shopping, Events, Pier Info, and Offers. The main content area includes images of seals, tulips, and a fork, along with text about local advantages and social media.

fishermanswharf.org

HOME PLAN A VISIT EVENTS HISTORY COMMUNITY OUTREACH
HYDE ST. PIER
SINCE 1946
SAN FRANCISCO FISHERMEN'S WHARF MERCHANTS ASSOCIATION
Welcome to Fisherman's Wharf
Whether you are planning a visit or seeking historical information, you'll find a wealth of detail on how a bygone era influenced the culture, events, sights, sounds and food of San Francisco's waterfront community. Explore our past in today's ham, and catch a glimpse of our future!
Year Round Fun Great food, entertainment, cruises and fun at San Francisco's #1 visitor destination. More >>
The Fisherman's and Seaman's Memorial Chapel Help restore & memorial to the seafarers of San Francisco. Test More >>

The website has a yellow header with navigation links. The main content area features a large circular logo for "FISHERMEN'S WHARF SAN FRANCISCO" with a crab in the center. It also includes images of boats, seals, and a small inset of the Fisherman's and Seaman's Memorial Chapel.

heartofthecity-farmersmar.squarespace.com

HEART OF THE CITY FARMERS' MARKET
SAN FRANCISCO'S ONLY INDEPENDENT, FARMER-OPERATED NON-PROFIT FARMERS MARKET SINCE 1981.
ABOUT OUR MARKET MARKET MAP OUR FARMERS WHAT'S NEW QUESTIONS
SUNDAYS 7:00AM - 5:00PM & WEDNESDAYS 7:00AM - 5:30PM (YEAR ROUND)
FRIDAYS 7:00AM - 2:30PM (MAY THROUGH NOVEMBER)
WE ARE LOCATED AT SAN FRANCISCO'S UNITED NATIONS PLAZA, ALONG MARKET STREET BETWEEN 7TH AND 8TH STREETS ABOVE CIVIC

The website features a logo for "HEART OF THE CITY FARMERS' MARKET". Below the logo is text about being the only independent, farmer-operated non-profit farmers market since 1981. It includes links for About Our Market, Market Map, Our Farmers, What's New, and Questions. It lists operating hours for Sundays, Wednesdays, and Fridays. At the bottom, it provides the location address.

cafarmersmks.com

FARMERS' MARKETS SELL AT A FARMERS' MARKET ABOUT CFMA GET UPDATES FARMERS' MARKET LOCATIONS
California Farmers' Markets Association
Get Updates Sign up for our Email List today! Join Now
Market Details Location: Fort Mason Center, Marina & Buchanan, San Francisco 94123 Time: Sundays, 9:30am - 1:30pm, Year-Round Map: View Location
About the Market The Fort Mason Center Farmers' Market is now Year-Round (rain or shine), and features over 40 growers in peak season. Signup for Fort Mason Center Farmers' Market Crop Updates here!
Find us on Facebook
Fort Mason Center Farmers' Market F Link 992
Fort Mason Center
The website has a green header with links for Farmers' Markets, Sell at a Farmers' Market, About CFMA, Get Updates, and Farmers' Market Locations. It features a logo for "California Farmers' Markets Association". It includes sections for Market Details (location, time, map) and About the Market (growers, season). It also has a "Get Updates" section with a sign-up form and a "Crop Watch" section with images of produce.

10 KEYWORDS TO DESCRIBE YOUR SITE

- Informative
- Engaging
- Casual
- Contemporary
- Elegant
- Energetic
- Fresh
- Friendly
- Inviting
- Trustworthy

TYPES OF CONTENT FOR THE SITE

- Photo Gallery
- Historical Information about the landmark
- Information about shops
- Product and price listings for select shops
- Reviews and comments from users
- Interactive map for directions
- Forum for community interactions
- Forms for inquiries