

EMBARCADERO PLAZA & SUE BIERMAN PARK RENOVATION PROJECT

COMMUNITY MEETING #2
TUESDAY, JULY 8, 2025



DOWNTOWN SF
PARTNERSHIP



AGENDA

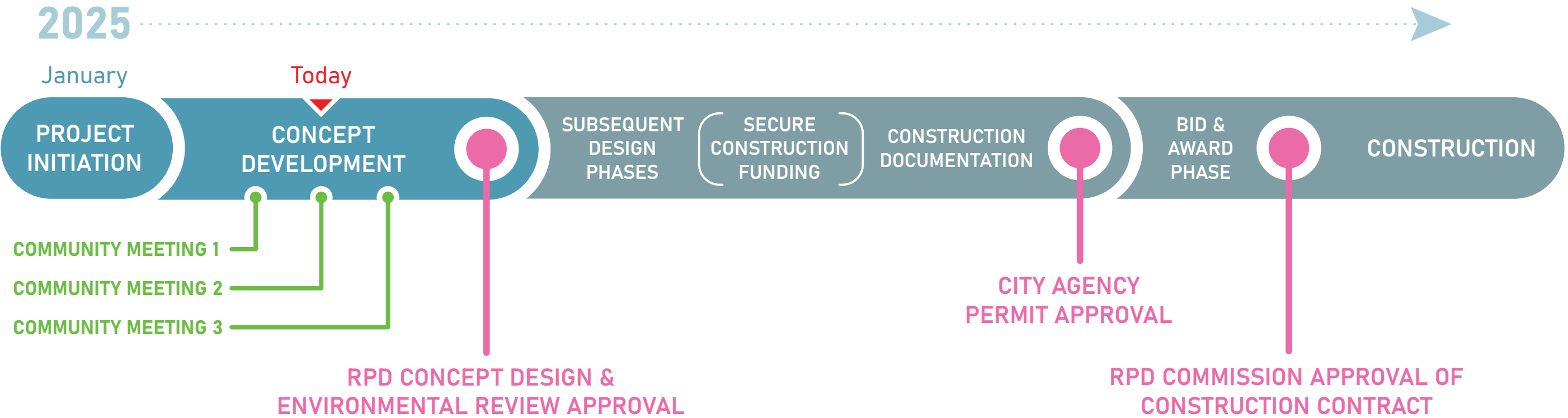
5:30pm **WELCOME**

5:40pm **PRESENTATION:**
Survey Findings & Community Meeting 1 Recap
Site Assessment
Park Program

6:15pm **COMMUNITY ENGAGEMENT ACTIVITY**

6:45pm **Q & A**

PROJECT SCHEDULE



SURVEY FINDINGS & COMMUNITY MEETING 1 RECAP

SURVEY FINDINGS

1054 TOTAL RESPONSES
9% IN PERSON
91% ONLINE RESPONSES

Survey results reflect input from digital responses and community meeting participants.
They're not a representative sample, but one piece of a broader engagement process.

SURVEY FINDINGS

What are your top priorities for this renovation?
(Select up to three)

Create a **world-class, iconic park** representing San Francisco's vibrant culture for both local and international visitors.

570

Create a **welcoming public space** with access for all.

526

Ignite the **downtown recovery** and **revitalize** the heart of the San Francisco waterfront.

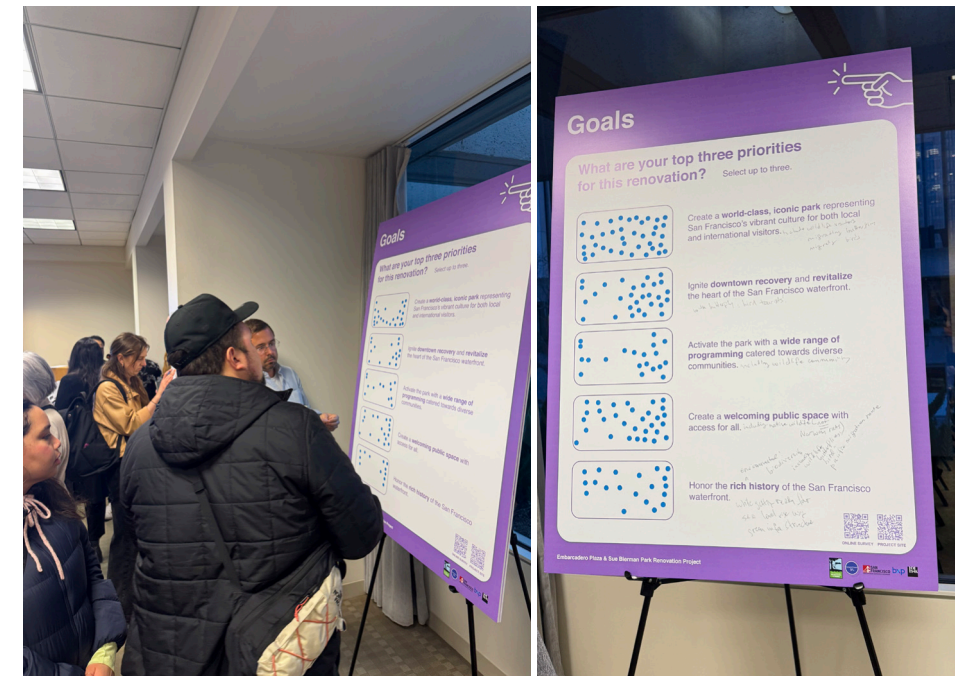
465

Honor the **rich history** of the San Francisco waterfront.

465

Activate the park with a **wide range of programming** catered towards diverse communities.

311



SURVEY FINDINGS

What new features or improvements would you like to see? (Select all that apply)

Seating & Gathering Spaces 574 (58%)

Public Art 443 (45%)

More Grassy/Open Areas 436 (43%)

Outdoor Dining 416 (42%)

Stage for Performances 391 (39%)

Dog Park 163 (16%)

Outdoor Fitness Equipment 140 (14%)

Ice Skating Rink 121 (12%)

Group Exercise Area 110 (11%)

Other 422 (42%)

Other

Skateboarding 207 (21%)

Activities 70 (7%)

Natural 60 (6%)

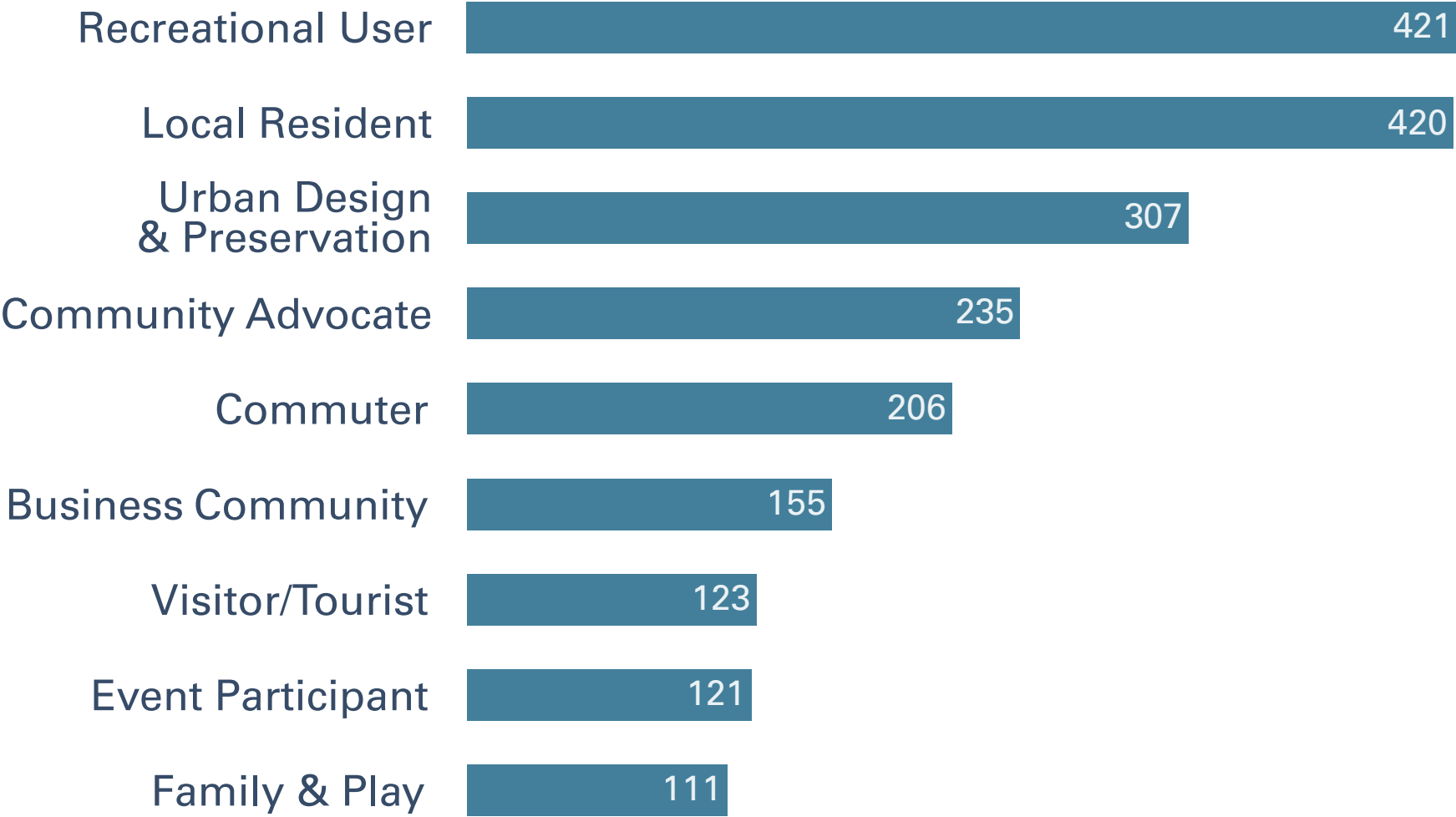
Preservation 30 (3%)

Park Amenities 30 (3%)



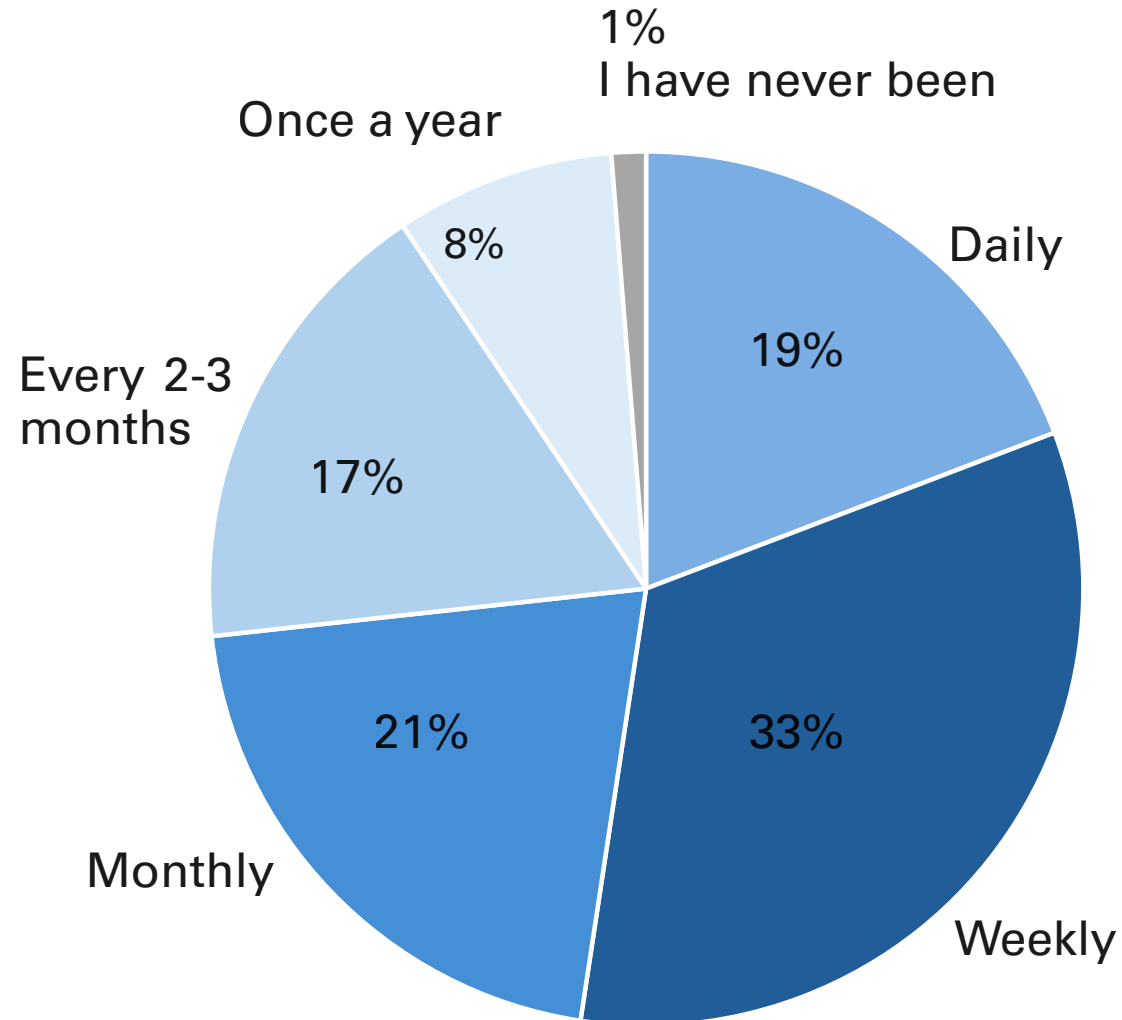
SURVEY FINDINGS

What best describes on your connection to Embarcadero Plaza?
(Select all that apply)



SURVEY FINDINGS

How often do you visit Embarcadero Plaza or Sue Bierman Park?



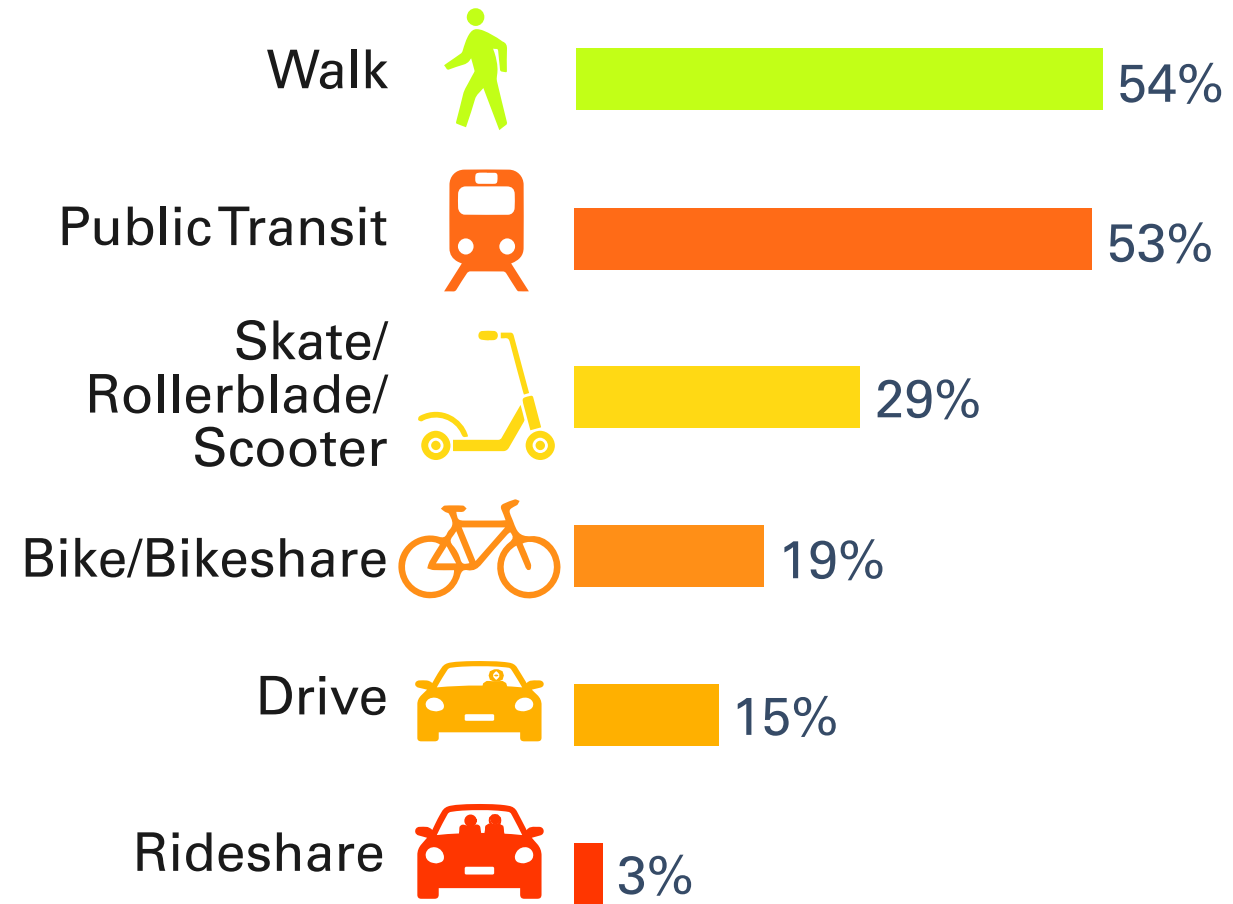
When do you usually visit?
(Select all that apply)

Weekdays 782

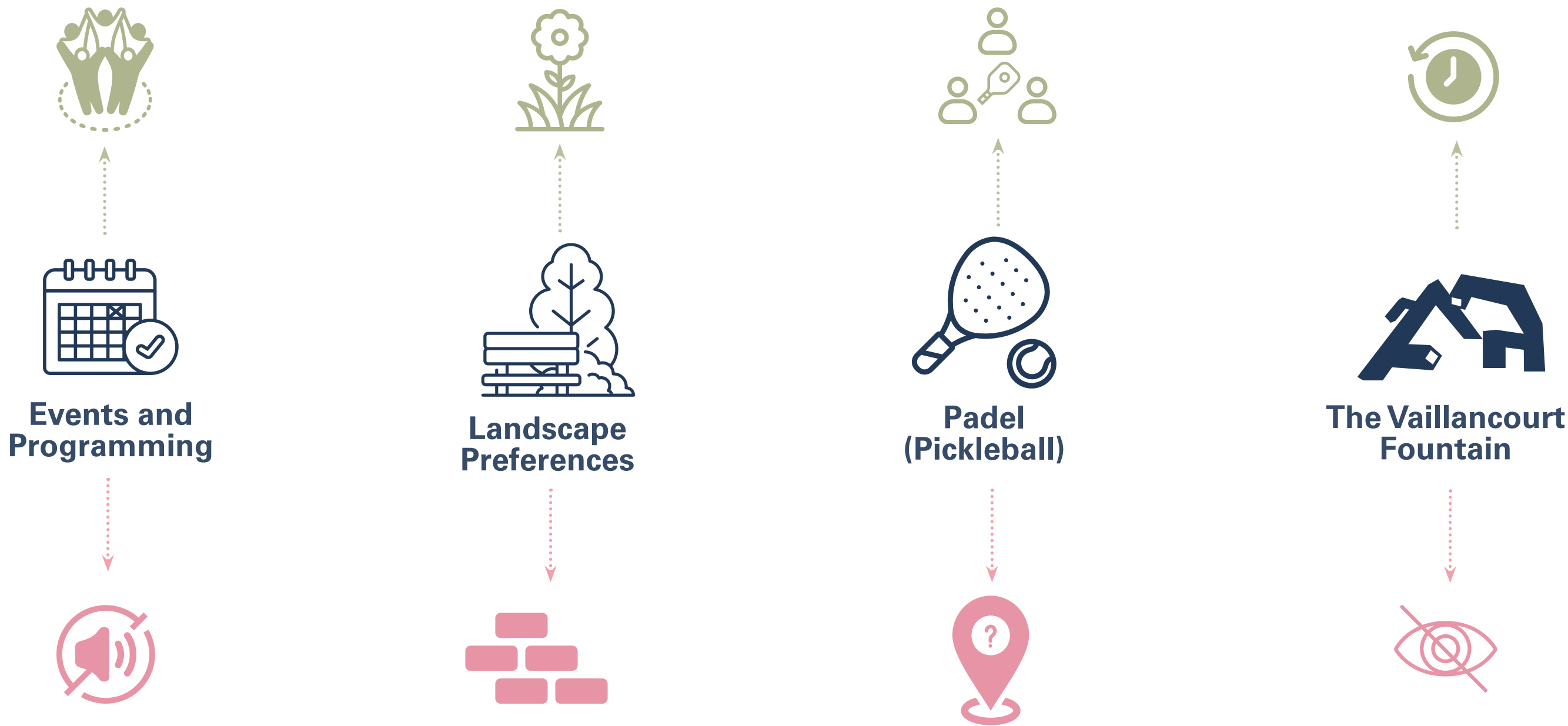
Weekends 702

SURVEY FINDINGS

How do you typically travel to the site? (Select all that apply)



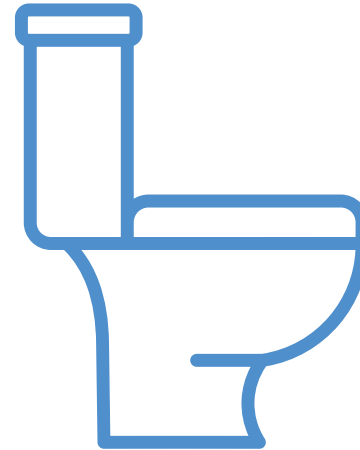
DIVERSE PERSPECTIVES



SHARED PRIORITIES



**SAFETY AND
ACCESS**



RESTROOMS



MAINTENANCE

FIVE L'S FOR DESIGNING EMBARCADERO PLAZA



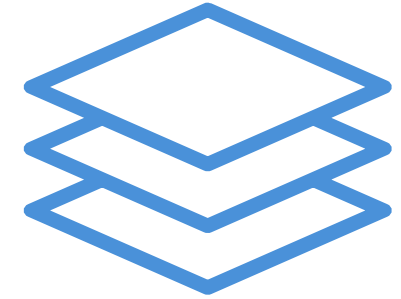
LOCATION

Placement of programs and features that **respond to site context, accessibility, and user flow.**



LEVEL

A smooth, continuous ground plane that supports **inclusive, multi-modal access.** Meandering pathways **encourage exploration and leisure.**



LAYERS

Celebrate the site's **layered history** by **acknowledging its unique character and spirit.**



LEDGES

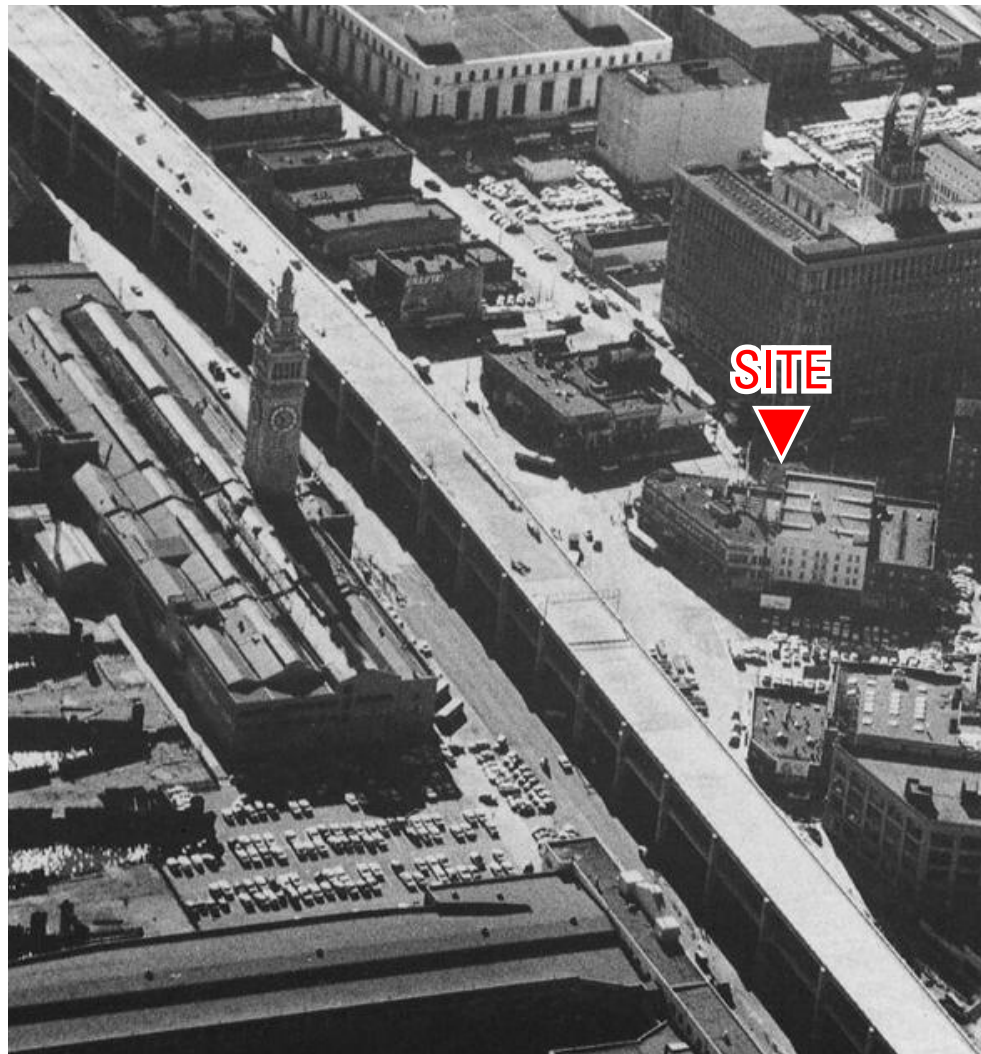
A **variety of seating options** constructed with high-quality, durable materials. Invites both **relaxation** and **informal activities**, such as **skateboarding.**



LIGHTING

Well-integrated lighting system that **enhances safety, visibility, and ambiance** for nighttime use—**extending the plaza's vibrancy** into the evening hours.

SITE HISTORY RECAP



1898: Ferry Building originally completed as a terminal for ferries and a key transit hub. The San Francisco waterfront was primarily used for industrial and maritime purposes.



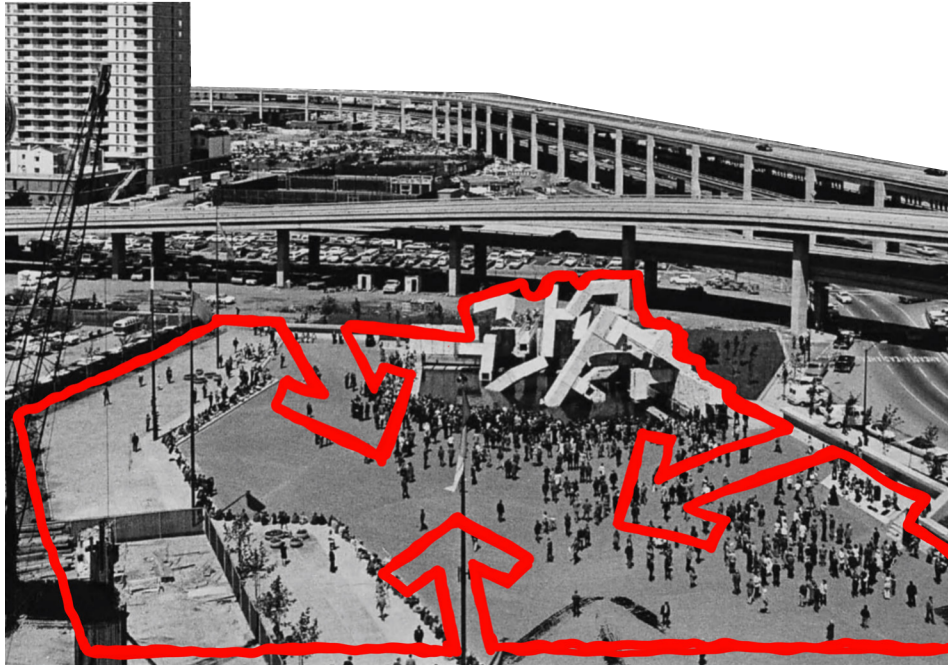
1959: Embarcadero freeway constructed.



1971-1972: Vaillancourt fountain is installed and Justin Herman Plaza opened to integrate the freeway and ramp into the context of the city and to counter the freeway noise.

1980's-1990's: William Turnbull Jr. intervention and the rise of skateboarding.

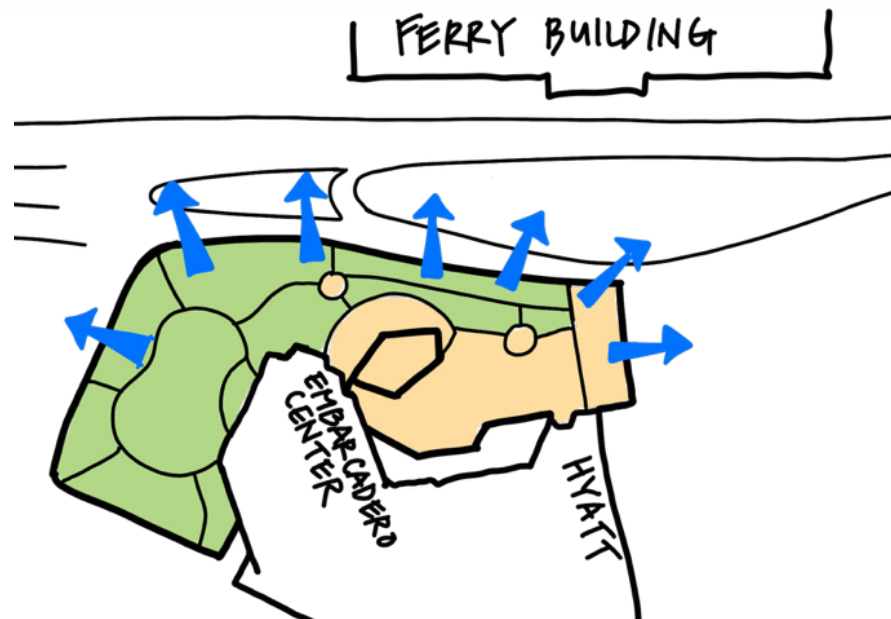
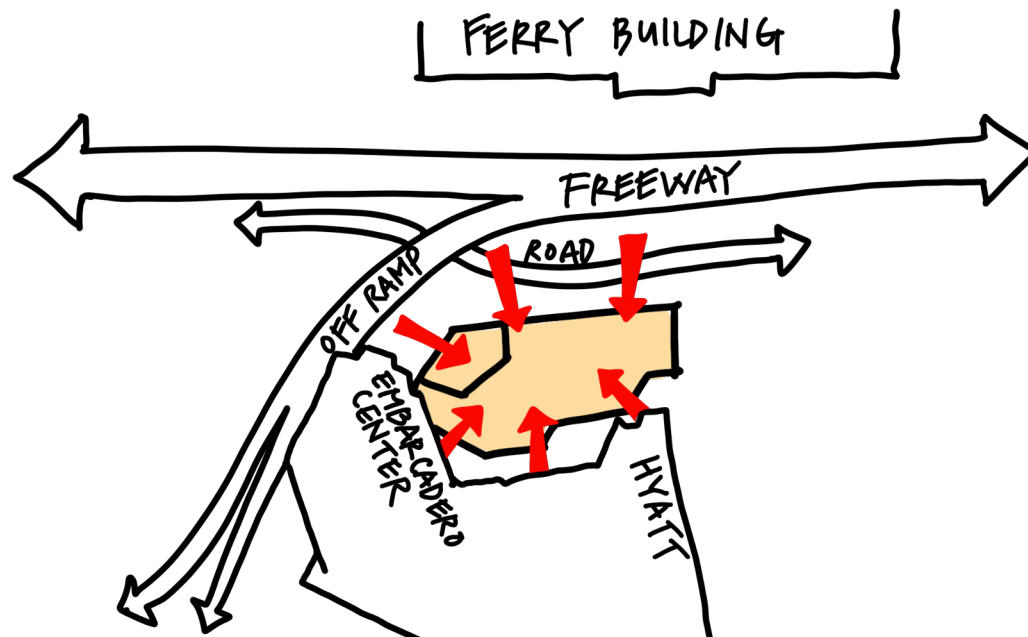
SITE HISTORY RECAP



Significant change in context altered the way the park and plaza interacts with its surroundings

Pre-freeway removal:

Plaza designed to be INWARD facing, bound by freeways, off ramps, and buildings.



Post-freeway removal:

Park and Plaza want to look OUTWARD and connect to the waterfront and surroundings.

EXISTING CONDITIONS



VAILLANCOURT FOUNTAIN CONDITIONS ASSESSMENT

VAILLANCOURT FOUNTAIN ASSESSMENT - KEY FINDINGS

END OF LIFE
INFRASTRUCTURE
SYSTEMS



HAZARDOUS MATERIALS



MAINTENANCE COSTS
ARE ~\$100K A YEAR



NOT
ACCESSIBLE



UNSUITABLE SOIL
CONDITIONS



FAILED WATERPROOFING
MEMBRANE



CRACKS AND SPALLED
CONCRETE



CORROSION OF
STRUCTURAL ELEMENTS



DOES NOT MEET CURRENT
SEISMIC AND SAFETY
STANDARDS



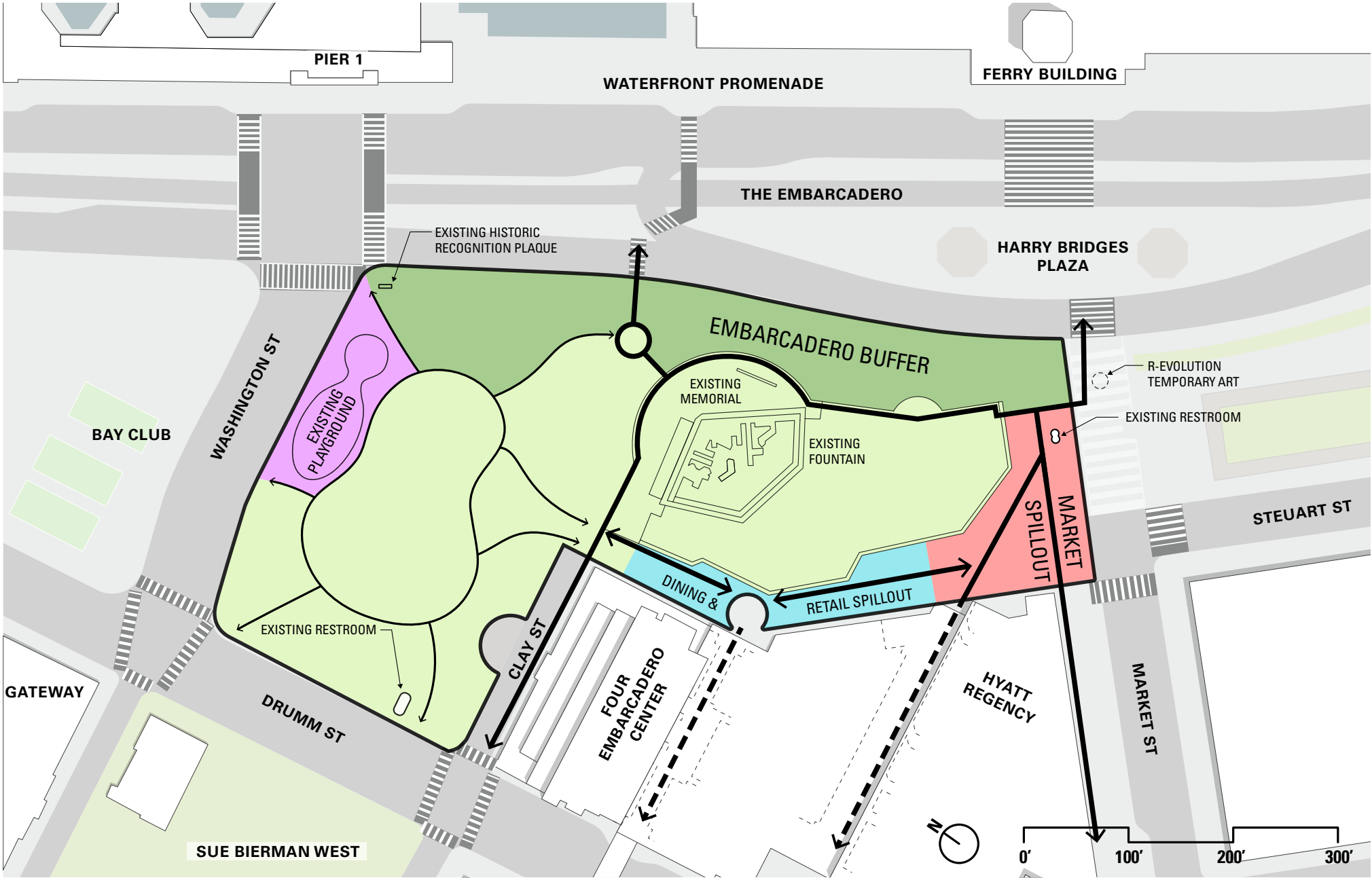
FOUNTAIN RESTORATION
COST EXCEEDS
PROJECT BUDGET



ESTIMATED \$29 MILLION IN CONSTRUCTION COST

PROGRAM ORGANIZATION

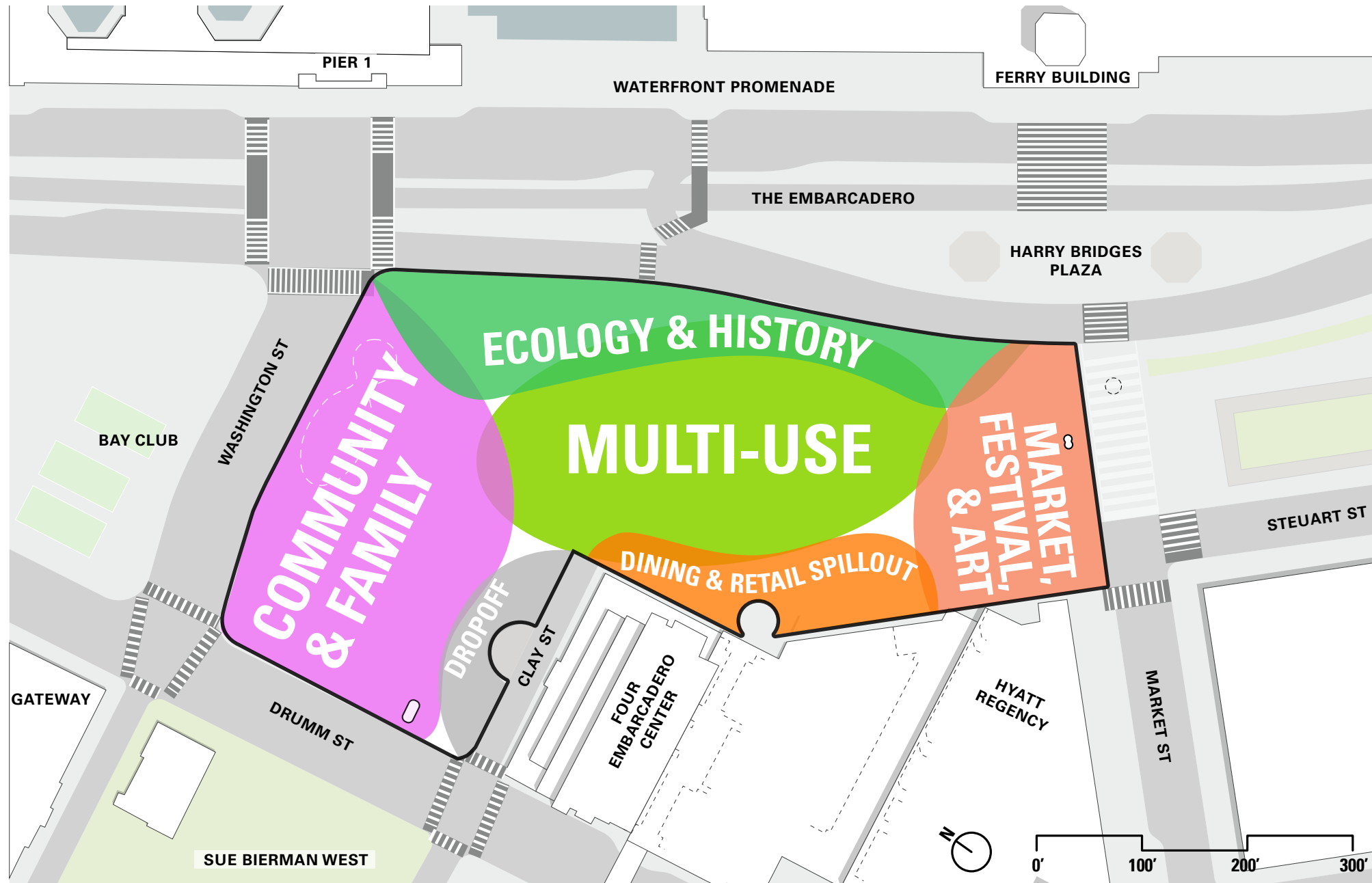
SITE UNDERSTANDING



Understanding the Site Envelope

- Site perimeter zones
- Pedestrian circulation routes
- Proposed Embarcadero crossing improvements

PROGRAM ZONES



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Community & Family

Focus community / family serving program along Washington and Drumm, in proximity to the residential buildings. Encompasses existing Children's Playground to remain. Programs include: outdoor dining, dog park, and social games.

Ecology & History

Create an interpretive history and culture walk along the Embarcadero buffer gardens. Locate historic recognition elements along walkways in this zone that celebrate the rich history of the park and plaza.

Multi-Use

Designate the heart of the park as a spacious multi-use lawn. Serves as flexible open space for daily use for picnics, respite, and social games. Can host the occasional large scale events with a stage set up and seasonal activities such as an ice rink.

Dining & Retail Spillover

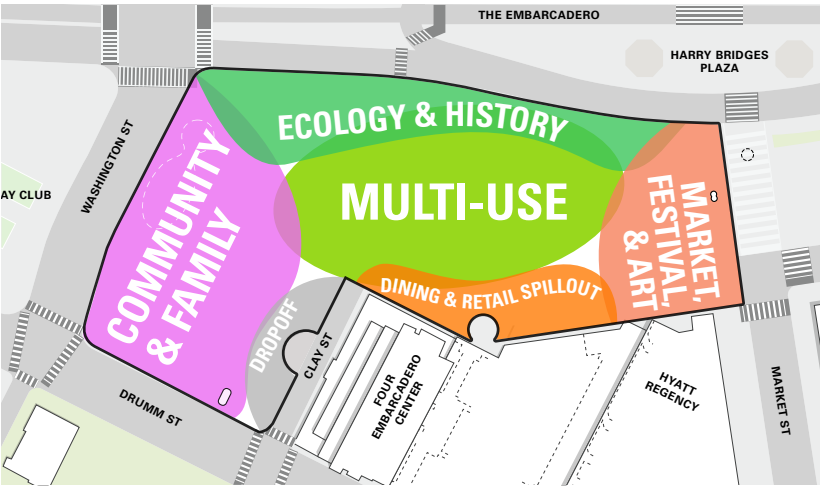
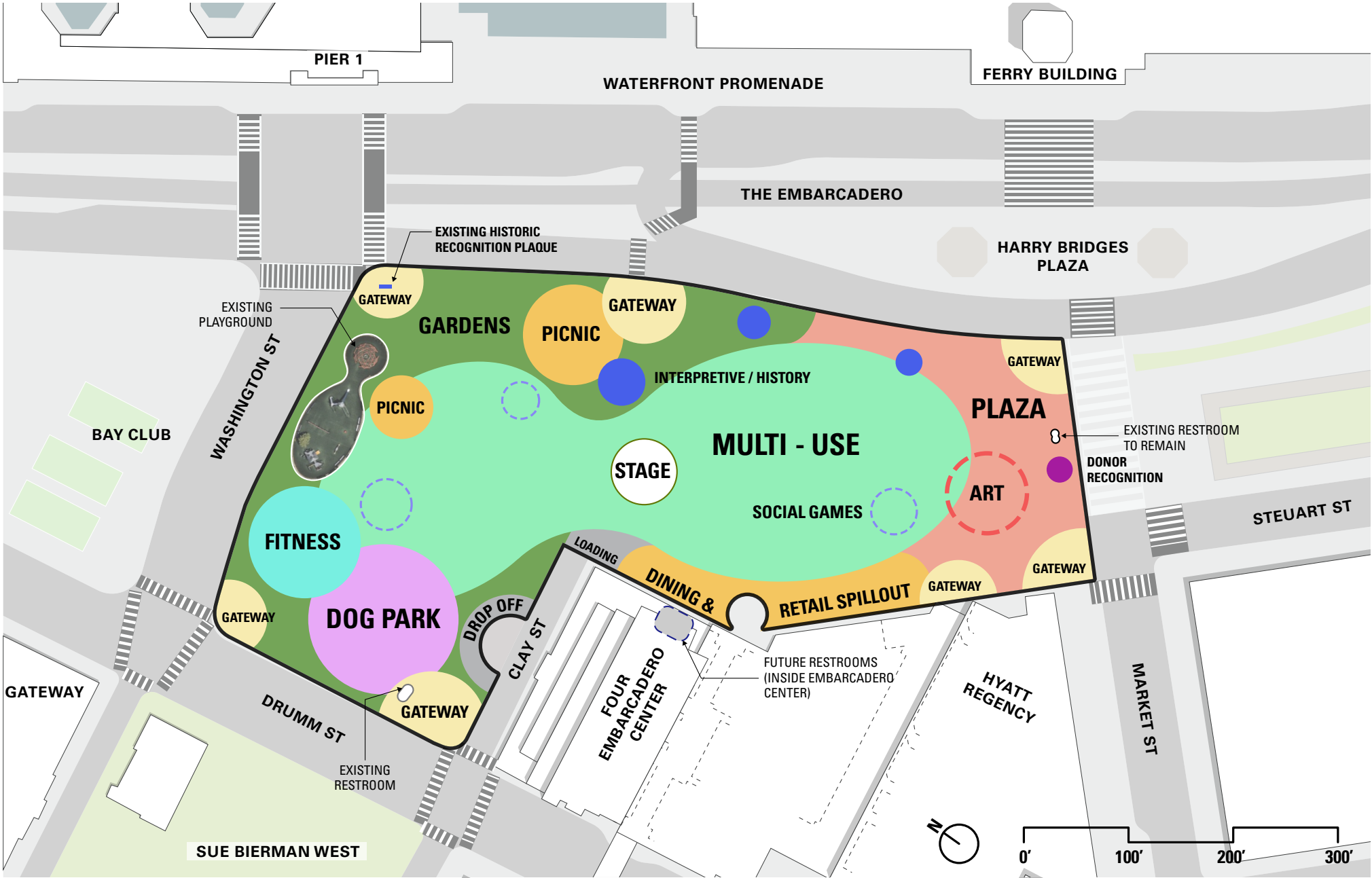
Cater to the vibrant dining and retail spill out activity from Embarcadero Center with a variety of flexible seating options.

Market, Festival, & Art

Activate Market street gateway plaza with art, festival use, artist vendors, and donor recognition.



PARK PROGRAM DIAGRAM



EMBARCADERO PLAZA AND SUE BIERMAN PARK RENOVATION PROJECT



A TRULY MULTI-USE PARK

What We Heard

Need More programming

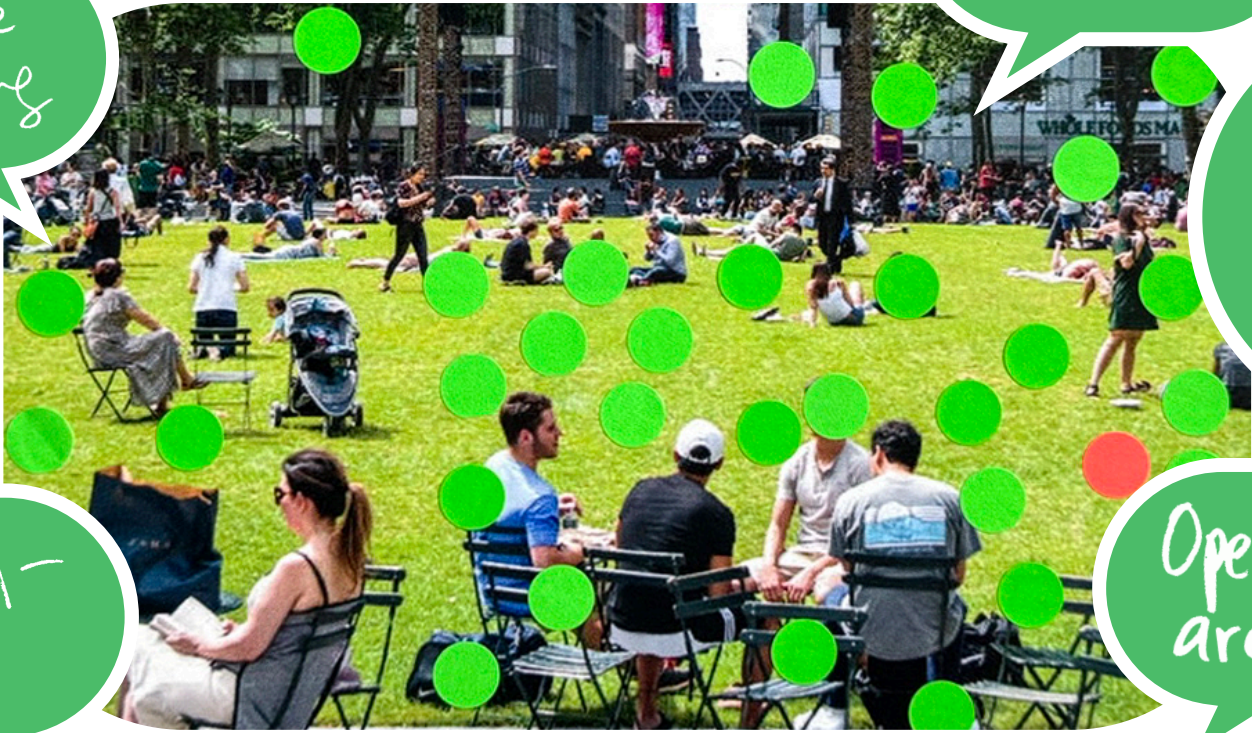
Need green spaces
Benches

MULTI-USE

Green Space

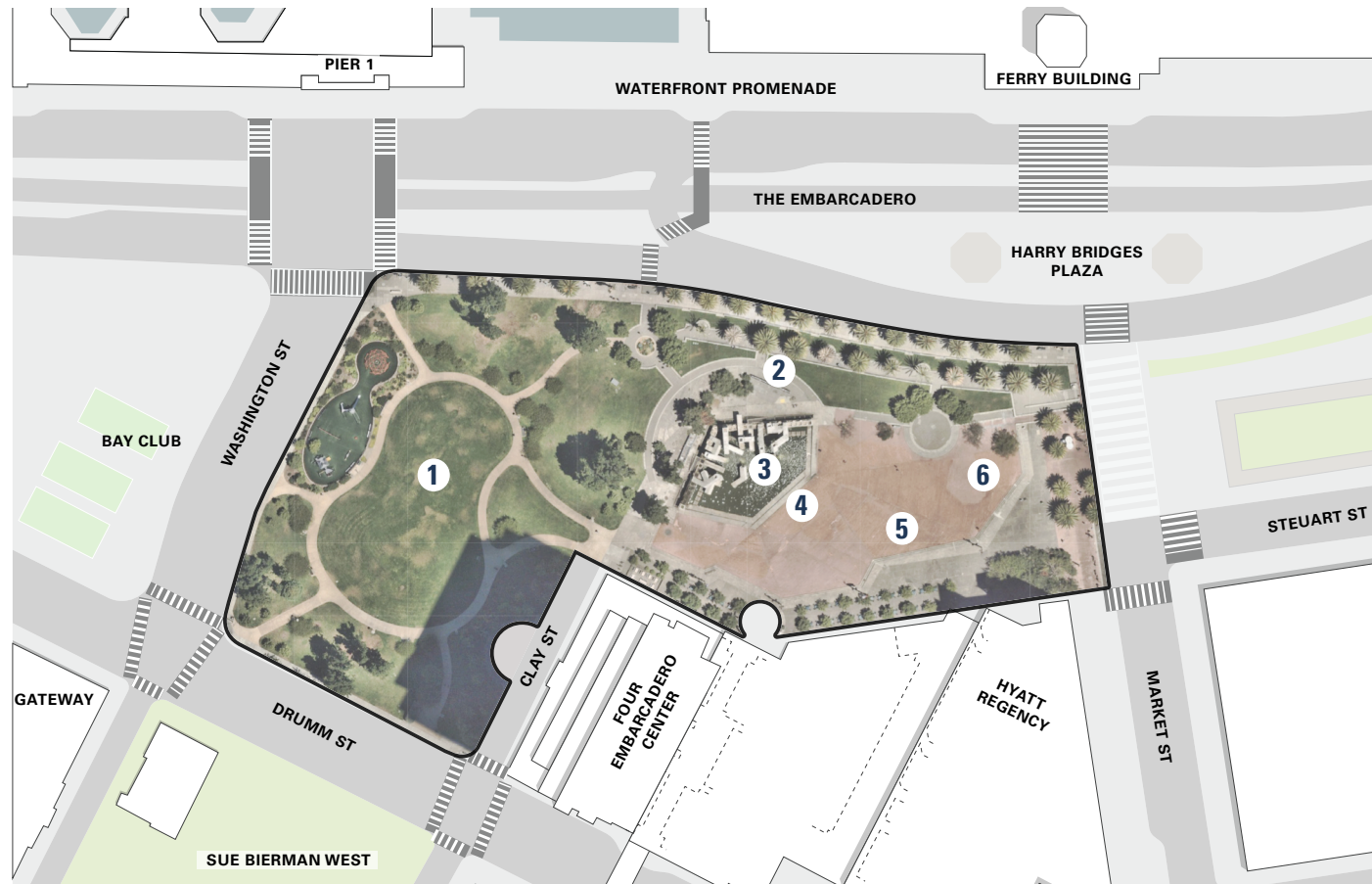
Move trees and places to walk, amble

Open seating areas



HONORING HISTORIC LEGACY

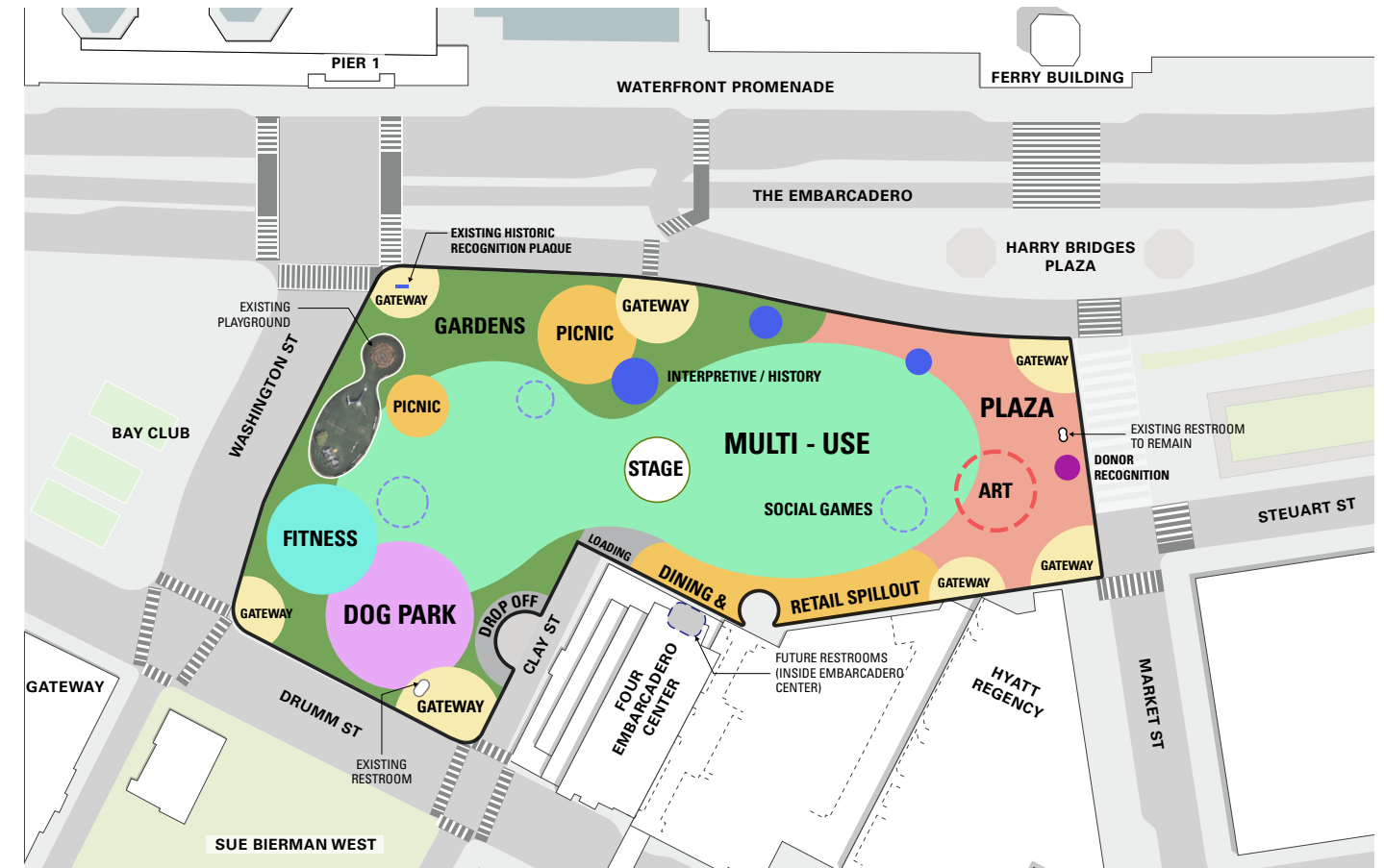
NOTABLE CULTURAL ELEMENTS



- 1 FORMER FREEWAY LOCATION
- 2 ABRAHAM LINCOLN BRIGADE MEMORIAL
- 3 VAILLANCOURT FOUNTAIN
- 4 CONCRETE LEDGES
- 5 BRICK PAVING WITH DIVOT MARKINGS
- 6 REMNANTS OF TIERED CONCRETE SEATING ISLAND

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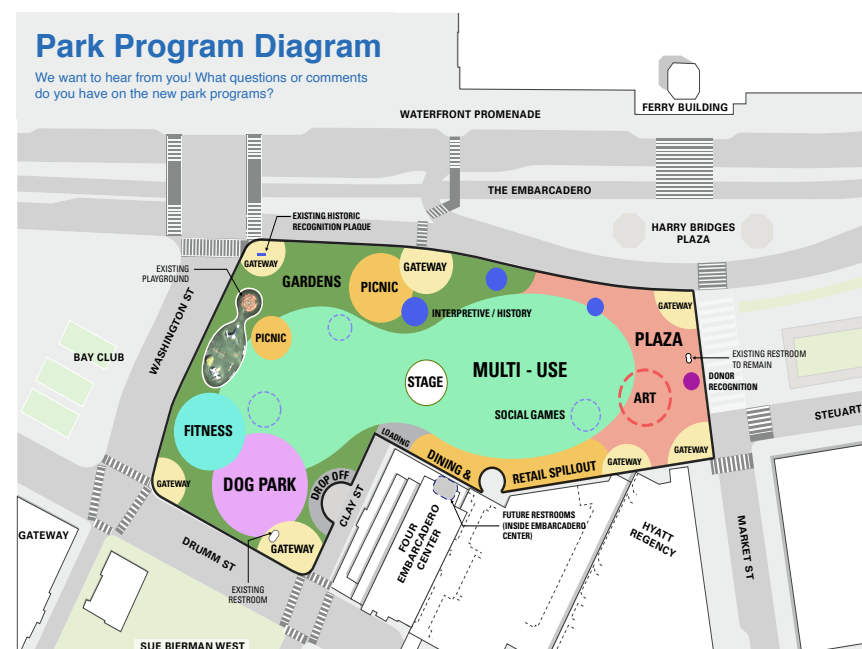
PARK RENOVATION



COMMUNITY ENGAGEMENT ACTIVITY

WE WANT TO HEAR FROM YOU!

STATION 1



STATION 3

Program Character Gradients

We want to hear from you! Place stickers on images that most closely matches how you want to see these programs in the park.

DINING & PICNIC

NATURAL - loose, Natural - ordered, Blended, Structured, Civic

← NATURAL → URBAN →

What did we miss?

GARDEN

Natural, "wild", Naturalistic, Layered, Ordered, Highly structured

← INFORMAL → FORMAL →

What did we miss?

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STATION 2

Program Character Gradients

We want to hear from you! Place stickers on images that most closely matches how you want to see these programs in the park.

SEATING & GATHERING

Interactive, Movable, Multi-seater, Sculptural, Continuous ledge

← DISCRETE → CONTINUOUS →

What did we miss?

FITNESS

Environmental, Naturalistic, Blended / interpretive, Dynamic, Standardized

← IMAGINATIVE → PRESCRIPTIVE →

What did we miss?

Embarcadero Plaza & Sue Bierman Park Renovation Project

STATION 4

Program Character Gradients

We want to hear from you! Place stickers on images that most closely matches how you want to see these programs in the park.

HISTORIC RECOGNITION

Integrated features, Gateway / monument, Re-use, Site-specific, History

← INTUITIVE → INFORMATIVE →

What did we miss?

PLAZA

Expansive, Structured, Integrated, Layered, Immersive

← URBAN → LANDSCAPED →

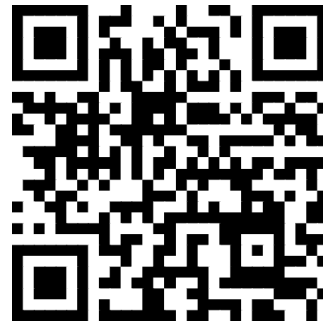
What did we miss?

Embarcadero Plaza & Sue Bierman Park Renovation Project

Q & A

Thank you!

Be a part of the conversation — scan code to complete survey.



ANY QUESTIONS? CONTACT:

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<https://tinyurl.com/embarcaderoplazaproject>

SUBSCRIBE TO PROJECT UPDATES

<https://sfrecpark.org/List.aspx>