



DOWNTOWN SF  
PARTNERSHIP



SAN FRANCISCO  
OFFICE OF ECONOMIC &  
WORKFORCE DEVELOPMENT

December x , 2025

San Francisco Downtown Development Corporation  
1390 Market St, San Francisco, CA 94102

RE: Request for \$20,000,000 to Support the Embarcadero Plaza & Sue Bierman Park  
Renovation Project

To the San Francisco Downtown Development Corporation Board,

I am writing to respectfully request a \$20,000,000 investment from the San Francisco Downtown Development Corporation to help advance the Embarcadero Plaza & Sue Bierman Park Renovation Project, a transformative, five-acre waterfront revitalization.

This project represents one of Downtown San Francisco's most significant public-realm upgrades. It also aligns directly with Mayor Lurie's vision for a reimagined, activated, and people-centered downtown, as outlined in the City's strategic priorities for economic recovery and long-term competitiveness.

The team leading the project includes four essential partners: BXP, San Francisco Recreation & Parks Department, the Office of Economic & Workforce Development and our non profit, Downtown SF Partnership which serves as the fiscal sponsor. To date, the project team has secured more than \$16,500,000 in committed funding, including:

- \$14,000,000 in Proposition B funds,
- \$2,500,000 BXP's investment in design, project management, and pre-development expertise.

This strong foundation ensures that the project is not only viable, but positioned for immediate advancement pending the final funding necessary to begin construction.

The Embarcadero waterfront remains one of the city's most visible opportunities to demonstrate progress, restore public confidence, and accelerate downtown revitalization. A timely commitment from the SF DDC will:

- Close the funding gap to move this project into construction,
- Catalyze additional private and philanthropic support

- Signal to the public, the business community, and potential investors that revitalization is advancing, not in theory, but in concrete, visible form,
- Reinforce the City's commitment to world-class public spaces that attract workers, residents, and visitors back to the waterfront.

Once complete, the transformed five-acre park will become a defining anchor for the waterfront, offering upgraded landscaping, expanded activation areas, safer pedestrian connections, updated amenities, and flexible spaces for cultural programming, community events, and daily neighborhood use.

In short, this project embodies the future we all want for San Francisco: vibrant, welcoming, economically resilient, and unmistakably alive.

We respectfully ask the Downtown Development Corporation to approve this \$20,000,000 investment and help us break ground as soon as possible. Your partnership at this critical moment will ensure that San Francisco delivers the type of bold, visible improvements that residents and visitors can see and feel as soon as possible.

Thank you for your consideration and for your commitment to the future of Downtown San Francisco. We welcome the opportunity to present the project in more detail, answer any questions, and work with your team to advance this once-in-a-generation improvement to our waterfront.

Sincerely,

Robbie Silver  
President & CEO  
Downtown SF Partnership