



EMBARCADERO PLAZA & SUE BIERMAN PARK RENOVATION PROJECT

COMMUNITY MEETING #1
THURSDAY, MARCH 6, 2025



AGENDA

5:00pm

WELCOME

5:15pm

PRESENTATION:

SITE HISTORY

EXISTING CONDITIONS

SITE ANALYSIS

5:40pm

COMMUNITY INPUT

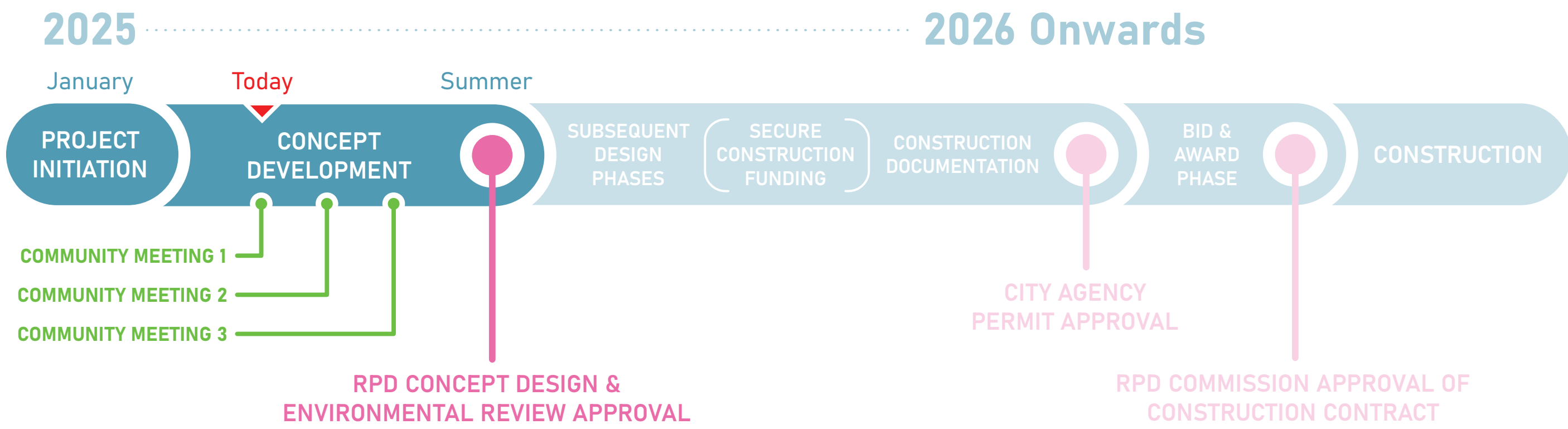
6:50pm

NEXT STEPS

PROJECT TEAM



PROJECT SCHEDULE



SITE HISTORY





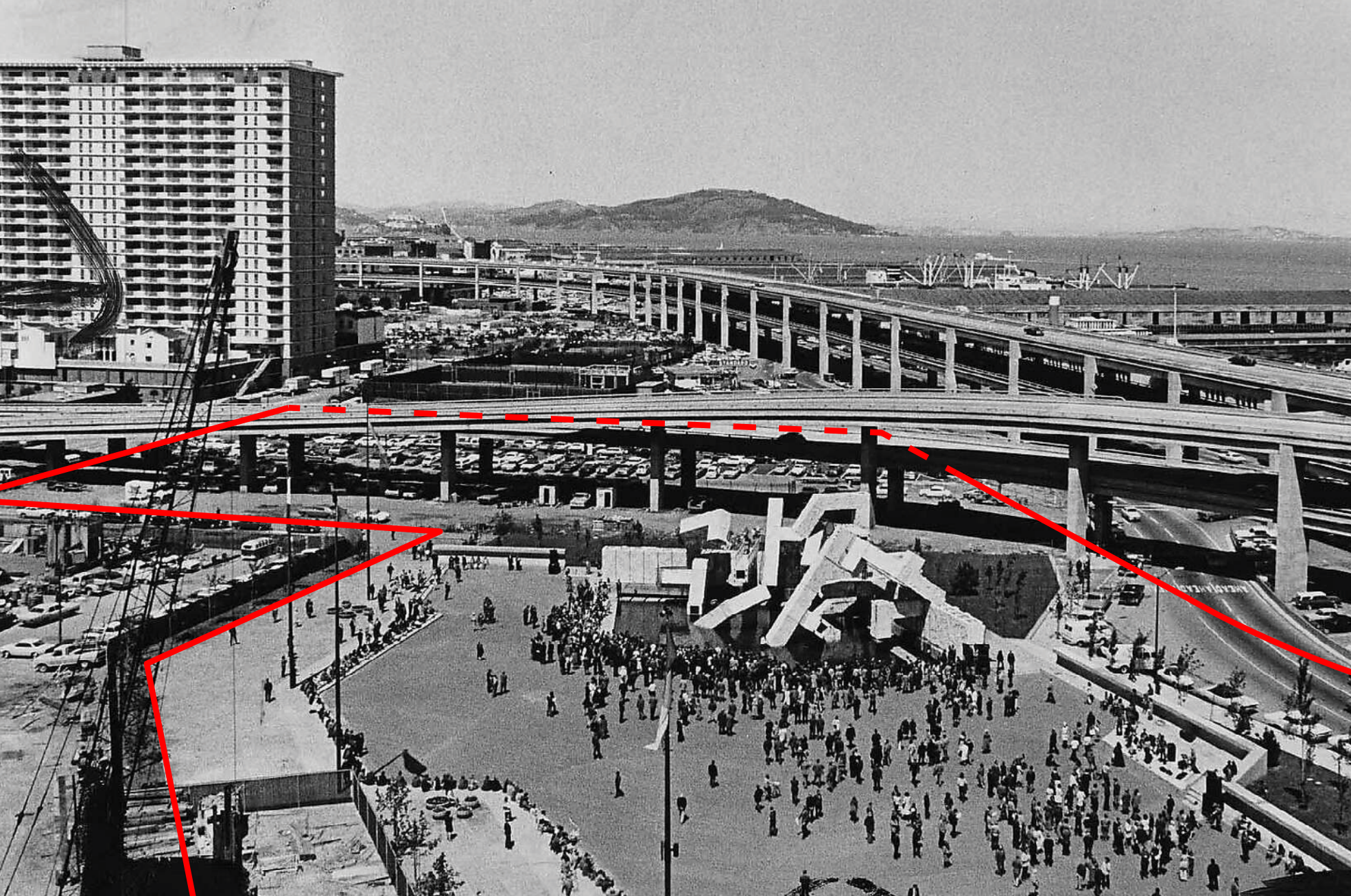
1898: Ferry Building originally completed as a terminal for ferries and a key transit hub. The San Francisco waterfront was primarily used for industrial and maritime purposes.



1959: Embarcadero freeway constructed.

EMBARCADERO PLAZA AND SUE BIERMAN PARK RENOVATION PROJECT





1971: Vaillancourt fountain is installed.

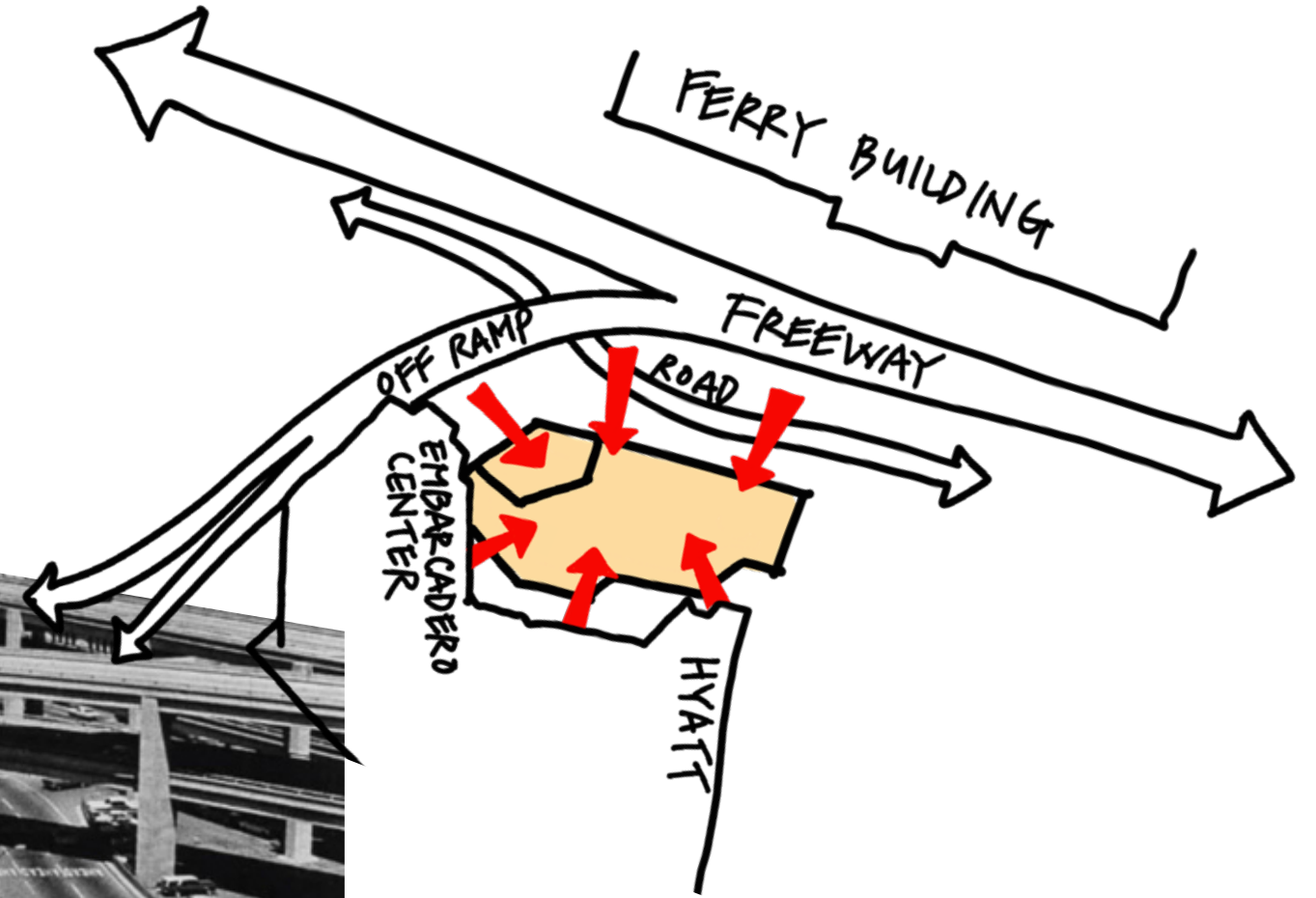
1972: Justin Herman Plaza opened, named after M. Justin Herman, director of the SF Redevelopment Agency.



Vaillancourt fountain in the plaza was designed and installed in the context of its surroundings: to integrate the freeway and ramp into the context of the city and to counter the freeway noise.

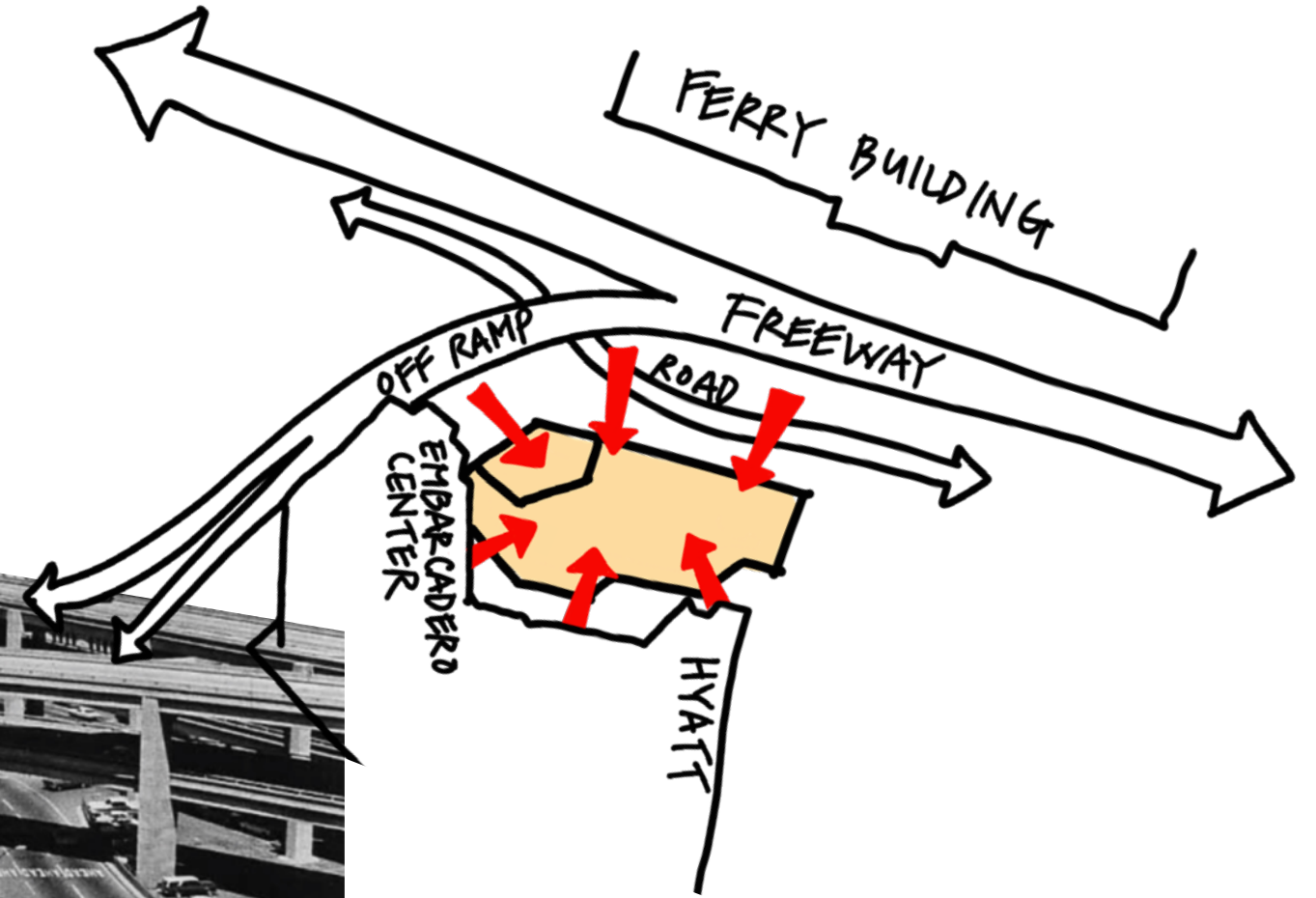
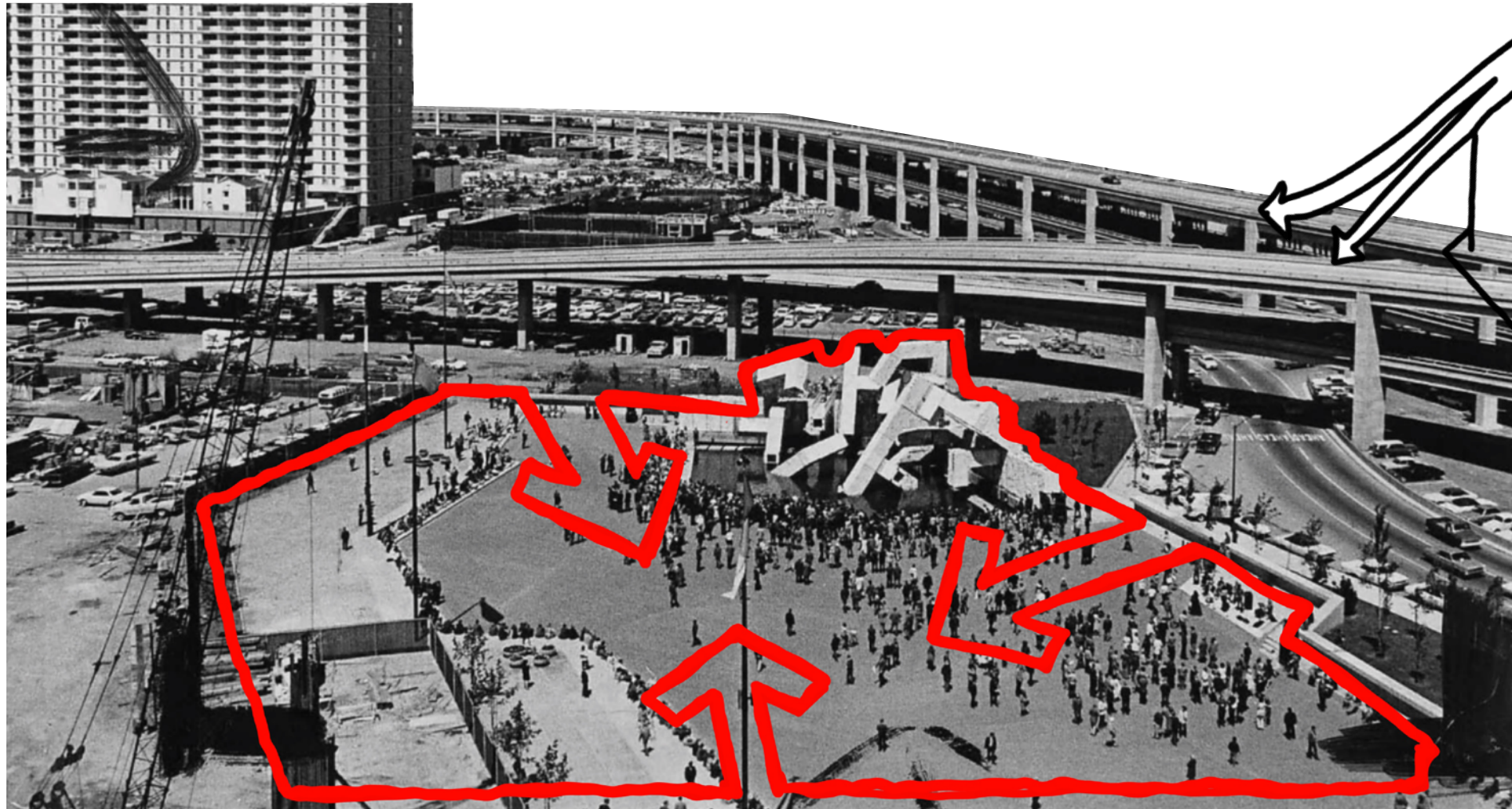
EMBARCADERO PLAZA AND SUE BIERMAN PARK RENOVATION PROJECT





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EMBARCADERO PLAZA AND SUE BIERMAN PARK RENOVATION PROJECT





After the 1989 Loma Prieta earthquake, the Embarcadero Freeway sustains damage and becomes demolished.

1992: Demolition of the Embarcadero Freeway opened the waterfront and led to extensive rethinking of the area's urban design.

From 1990-2003, Ferry Building undergoes a major seismic retrofit and restoration. The building was transformed into a public marketplace while preserving its historic architecture.

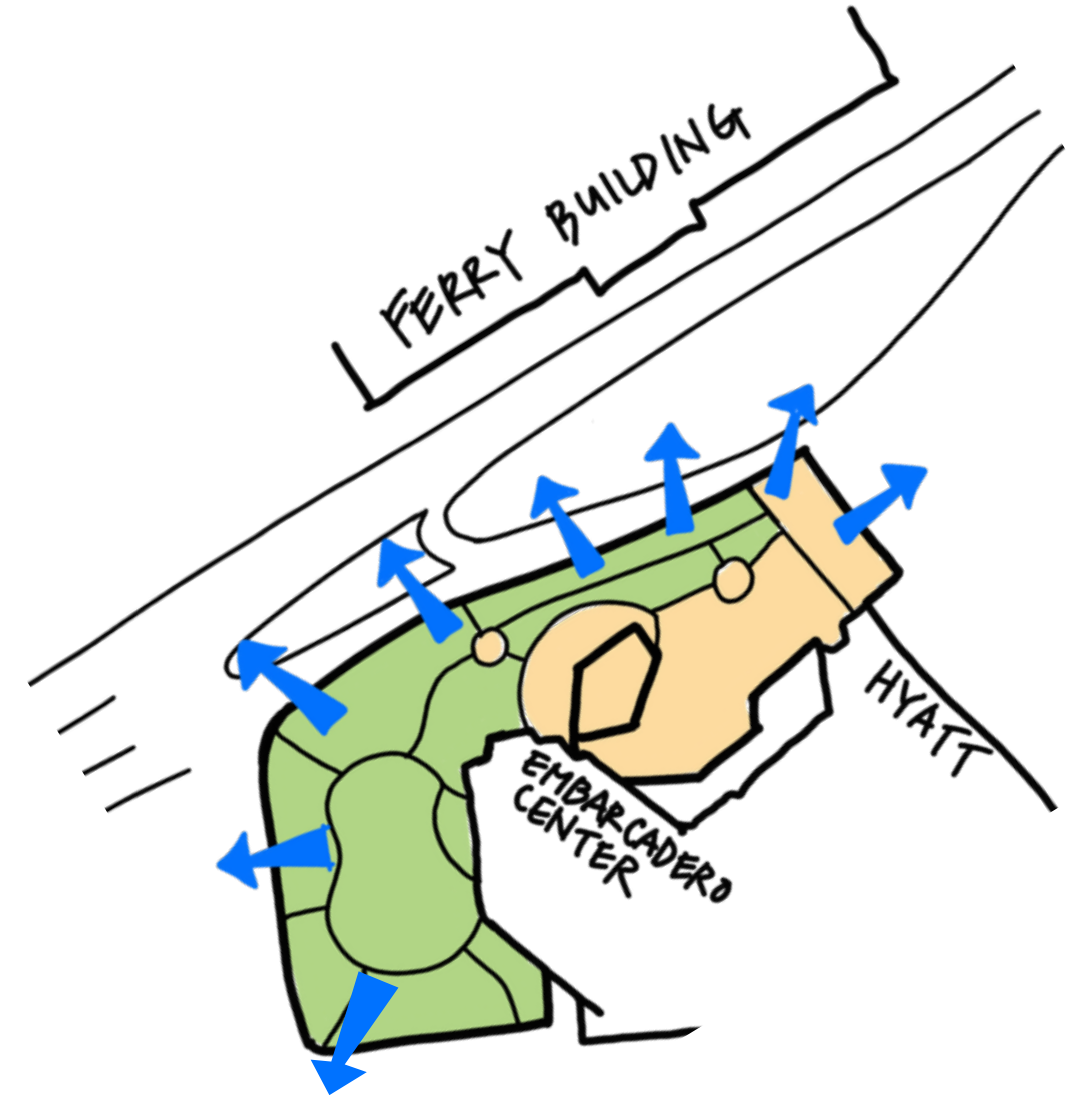


Before



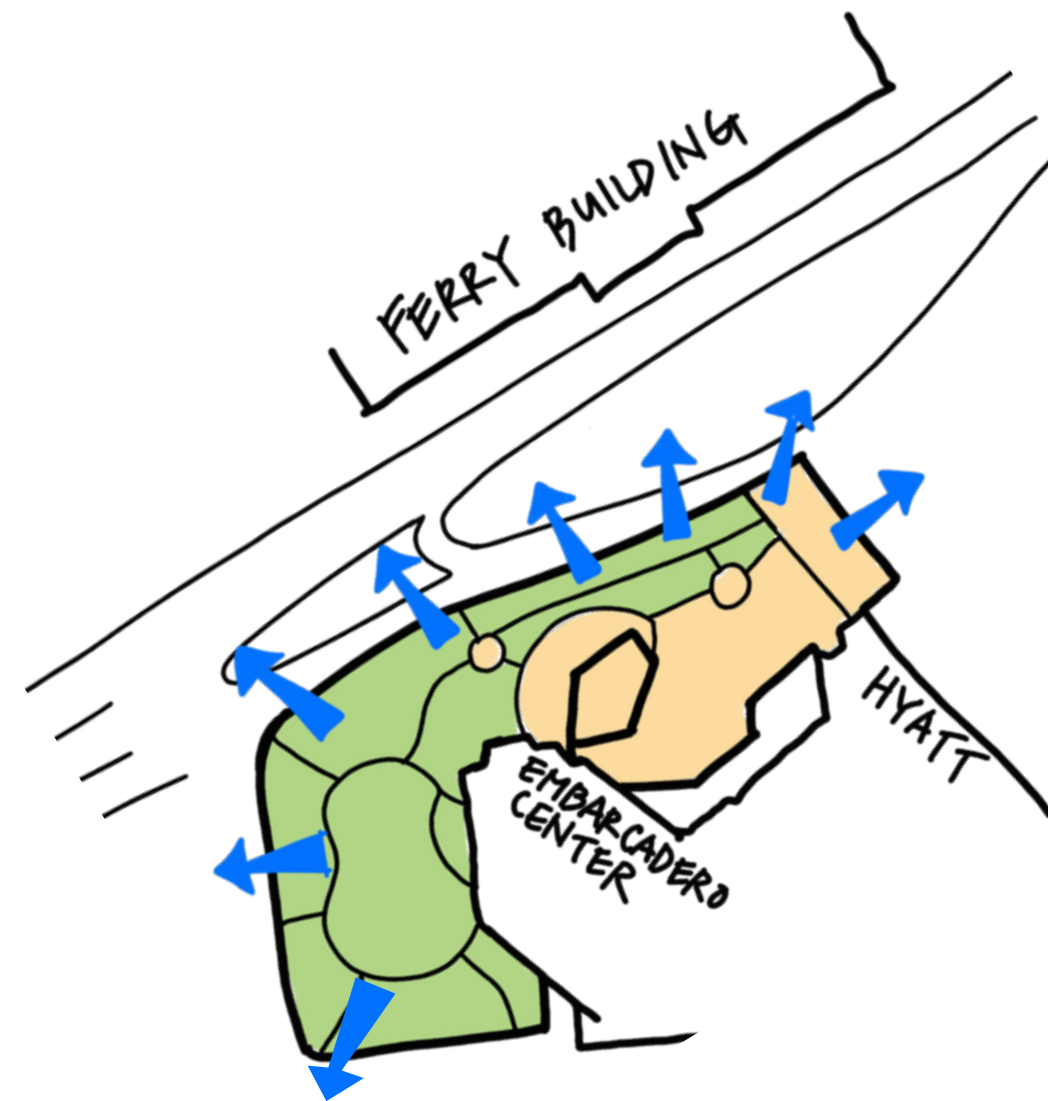
After

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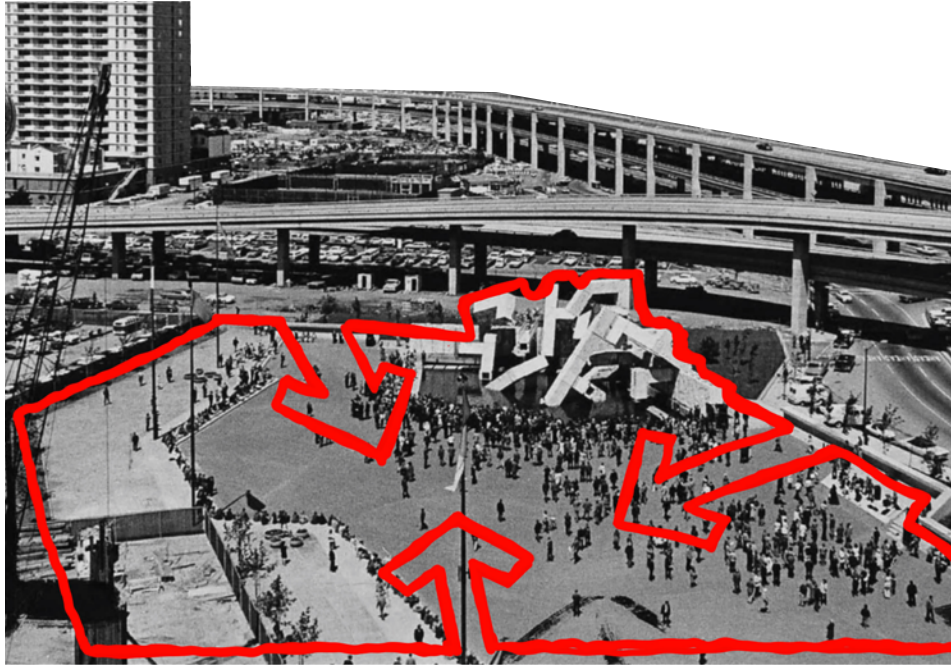
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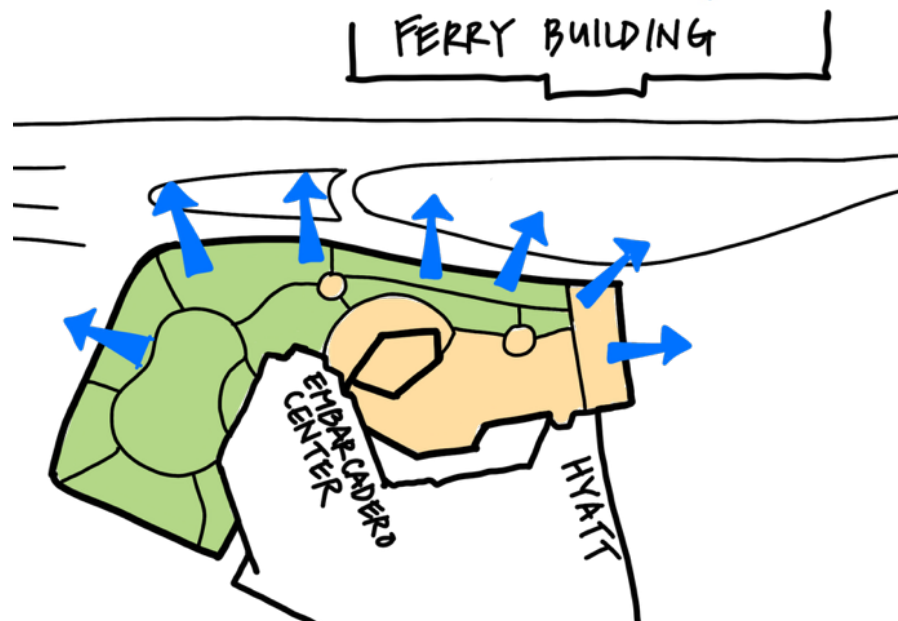
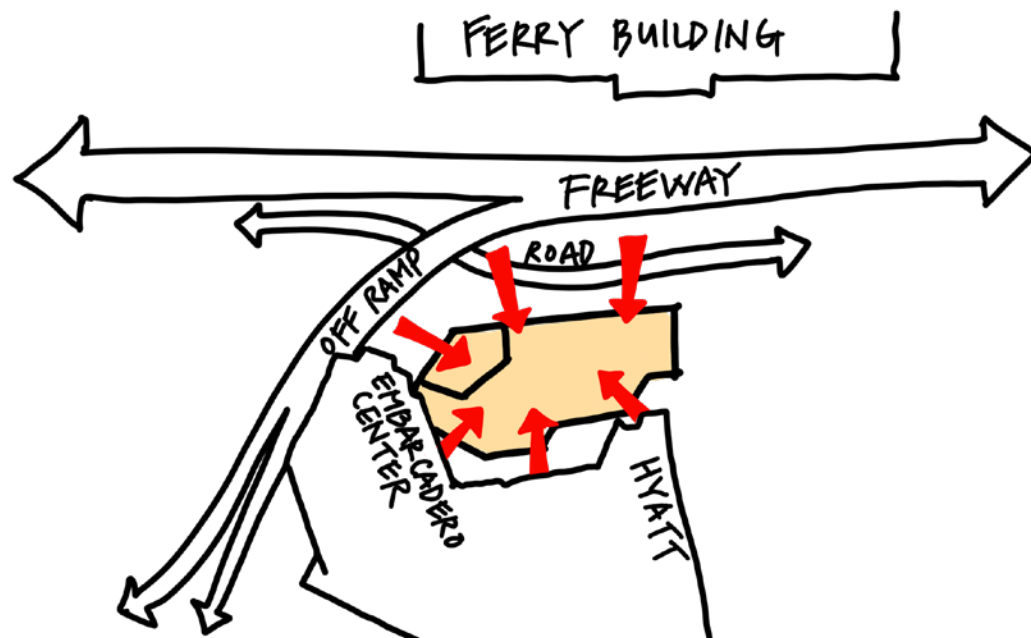




Significant change in context altered the way the park and plaza interacts with its surroundings

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.

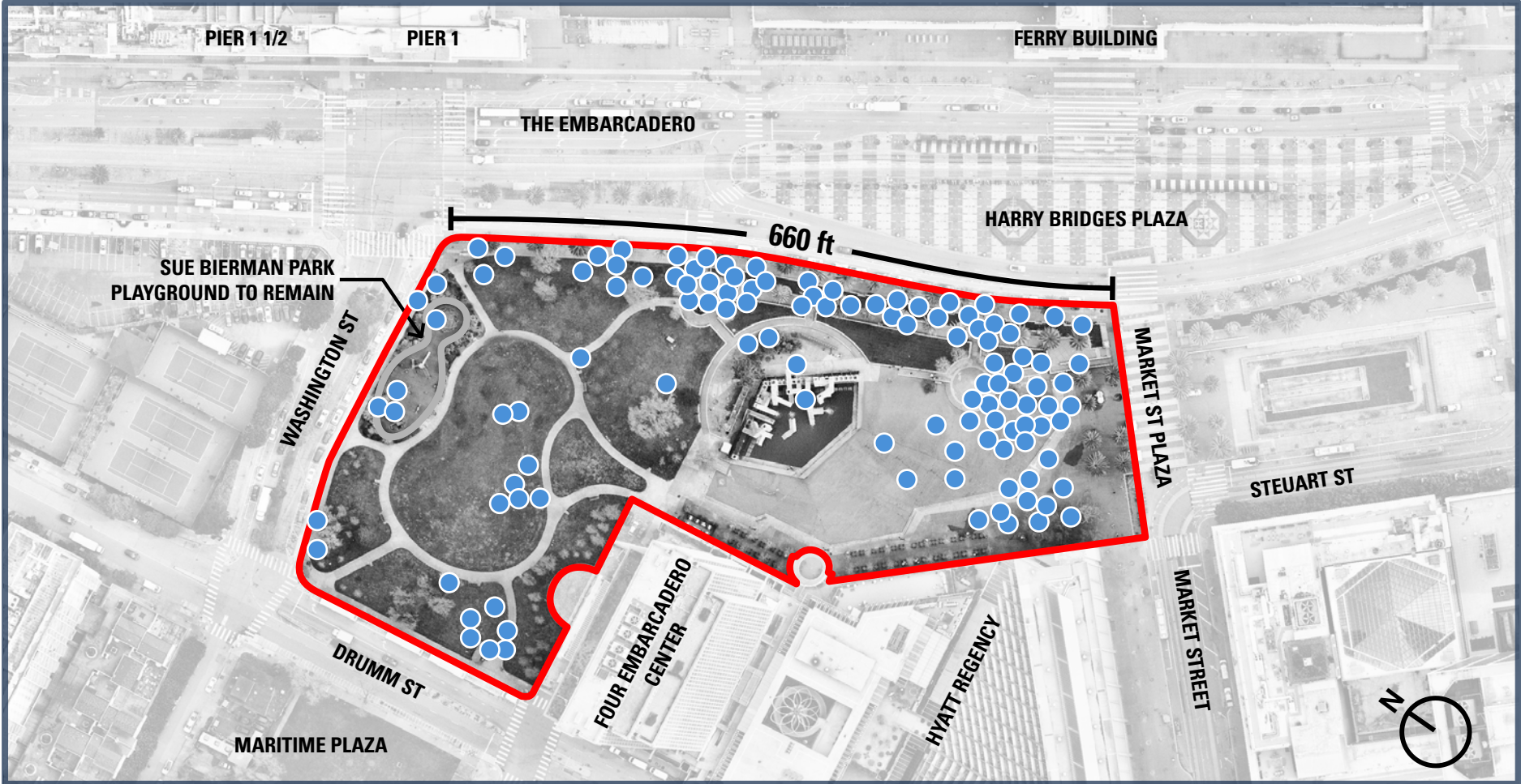
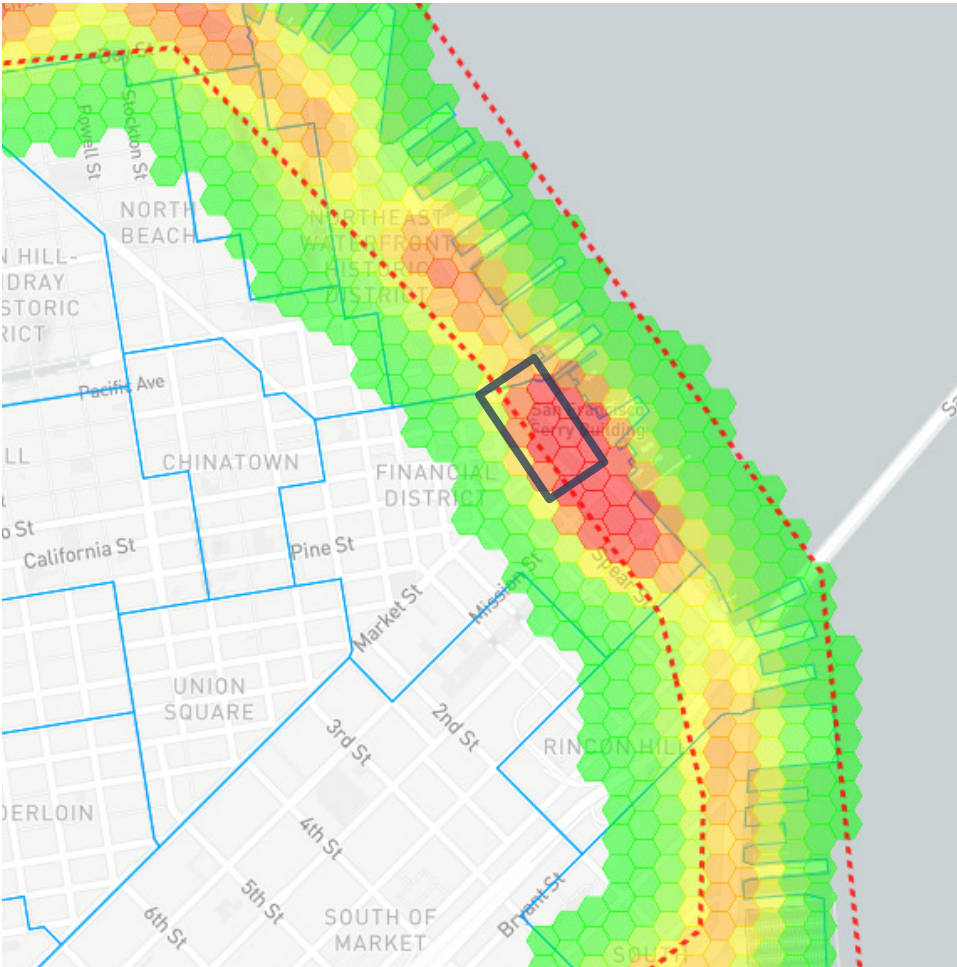
EXISTING CONDITIONS



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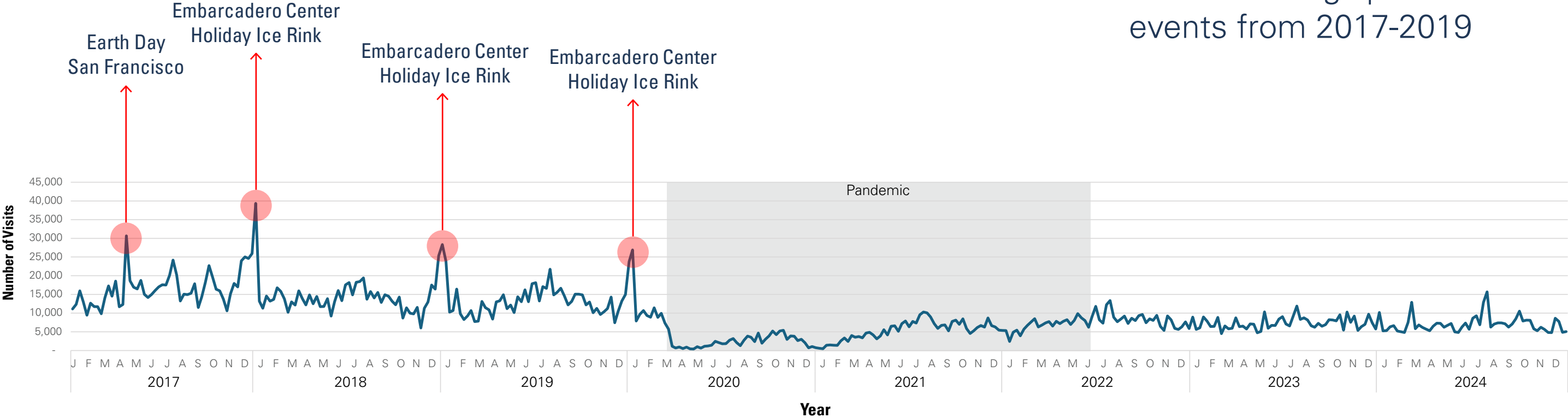


2024 HEATMAP OF 311 CALLS



VISITATION TRENDS BY WEEK

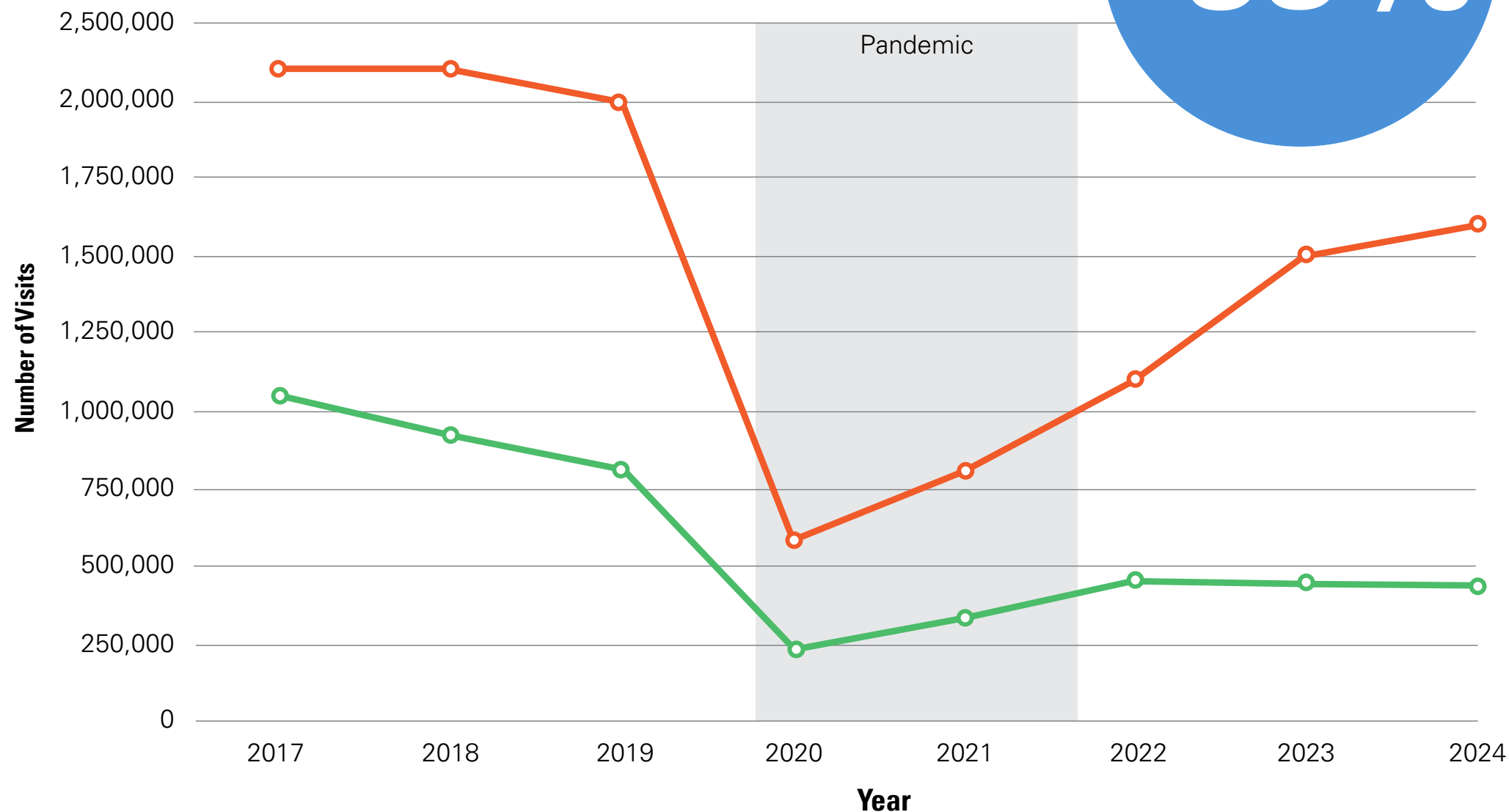
Spikes in number of visits during special events from 2017-2019



VISITATION TRENDS BY YEAR

-58%

Decline in number of visits at Embarcadero Plaza and Sue Bierman Park from 2017 to 2024



FERRY BUILDING

EMBARCADERO PLAZA & SUE BIERMAN PARK

SITE ANALYSIS



SITE ANALYSIS OPEN SPACE NETWORK



EMBARCADERO PLAZA AND SUE BIERMAN PARK RENOVATION PROJECT

SITE ANALYSIS OPEN SPACE NETWORK

Potential to become a key destination in the extensive chain of existing and emerging open spaces along and in proximity to the waterfront.

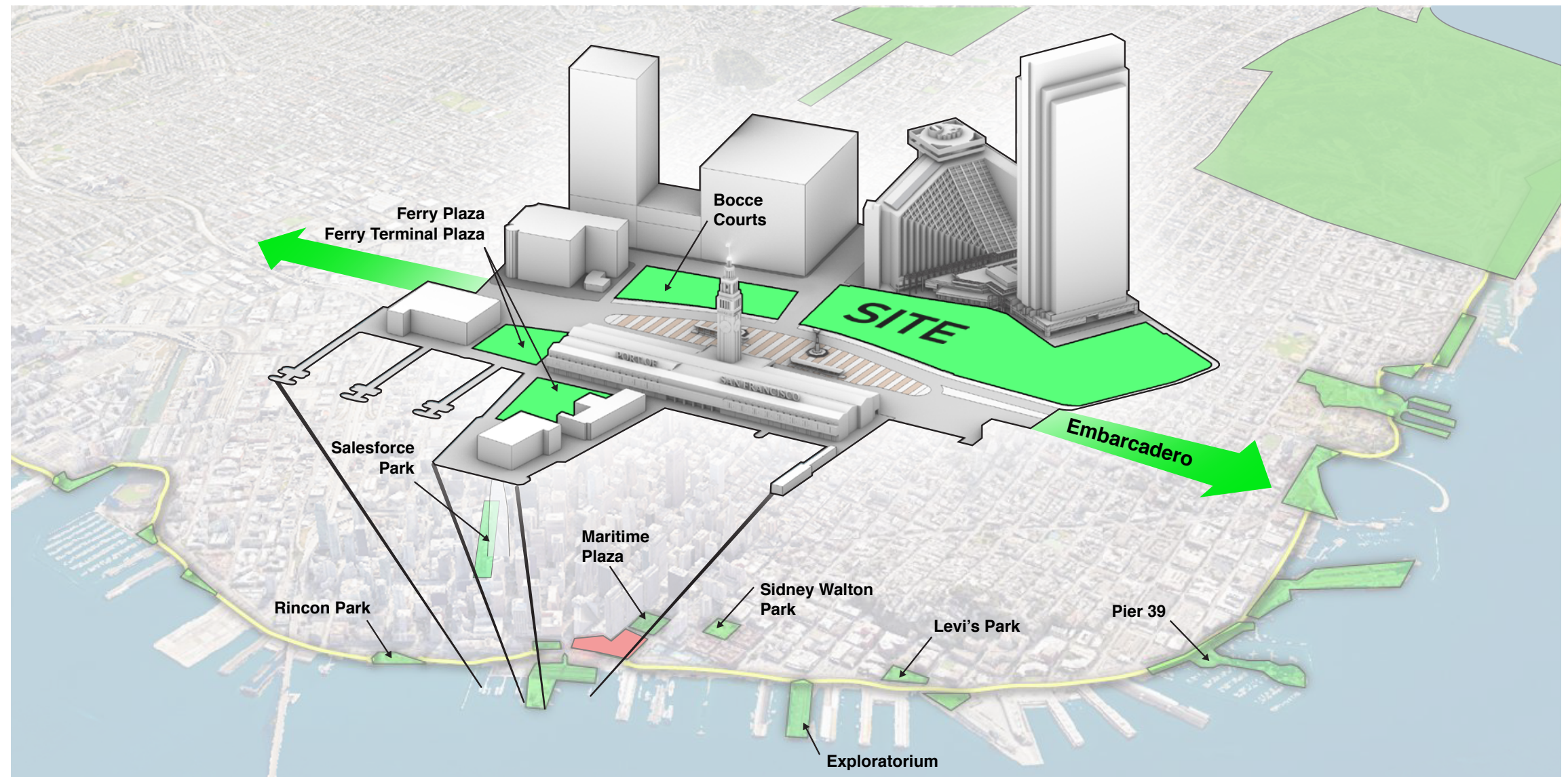


Photo credits clockwise from top:

Christina Dikas, Alison Taggart-Barone,
Gillian Ewing, Presidio.gov, Charles
Villeyard, Carlos Avila Gonzales, Levis
Plaza, WalkSF, Olin Studio, Surface Design

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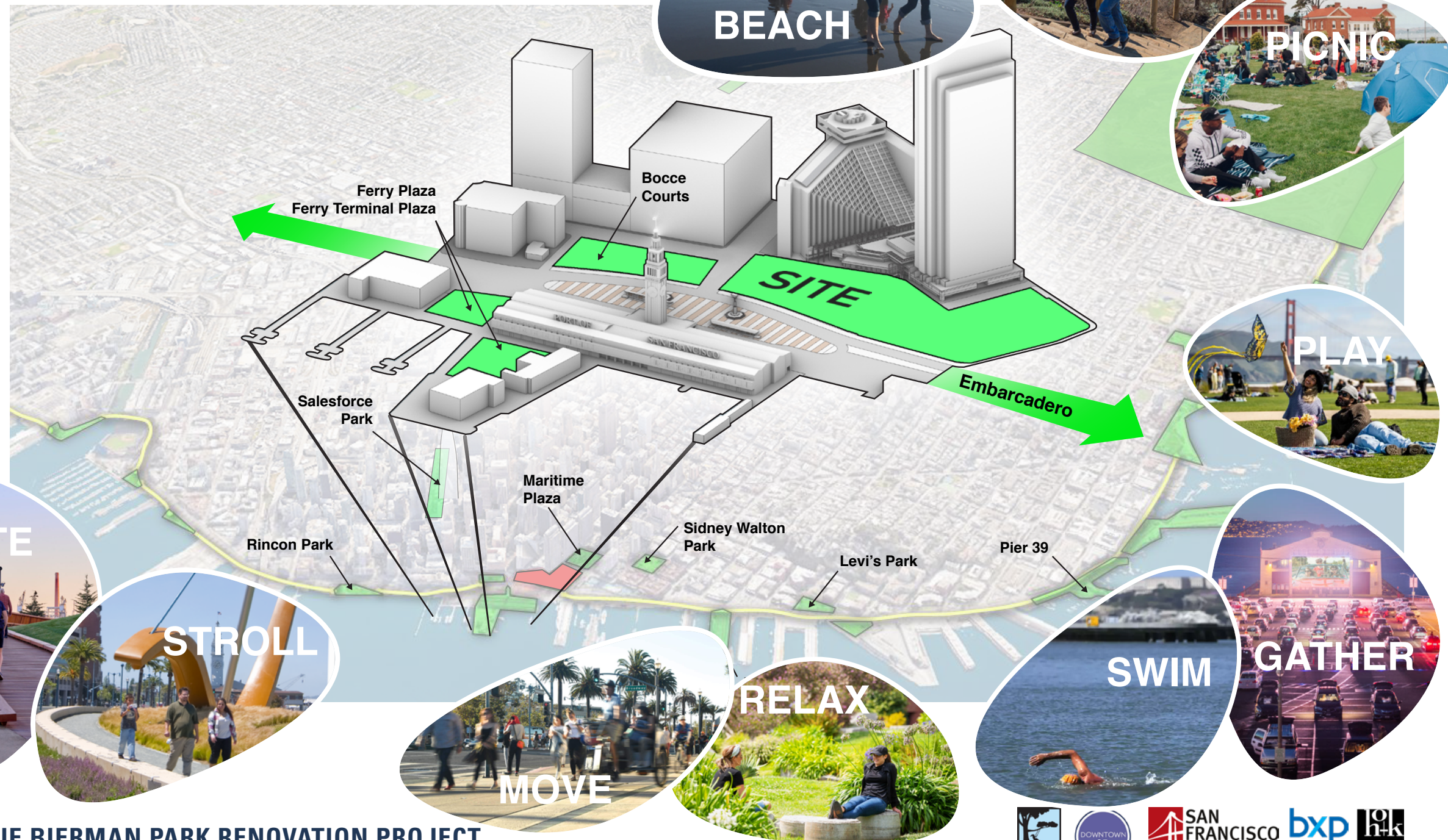


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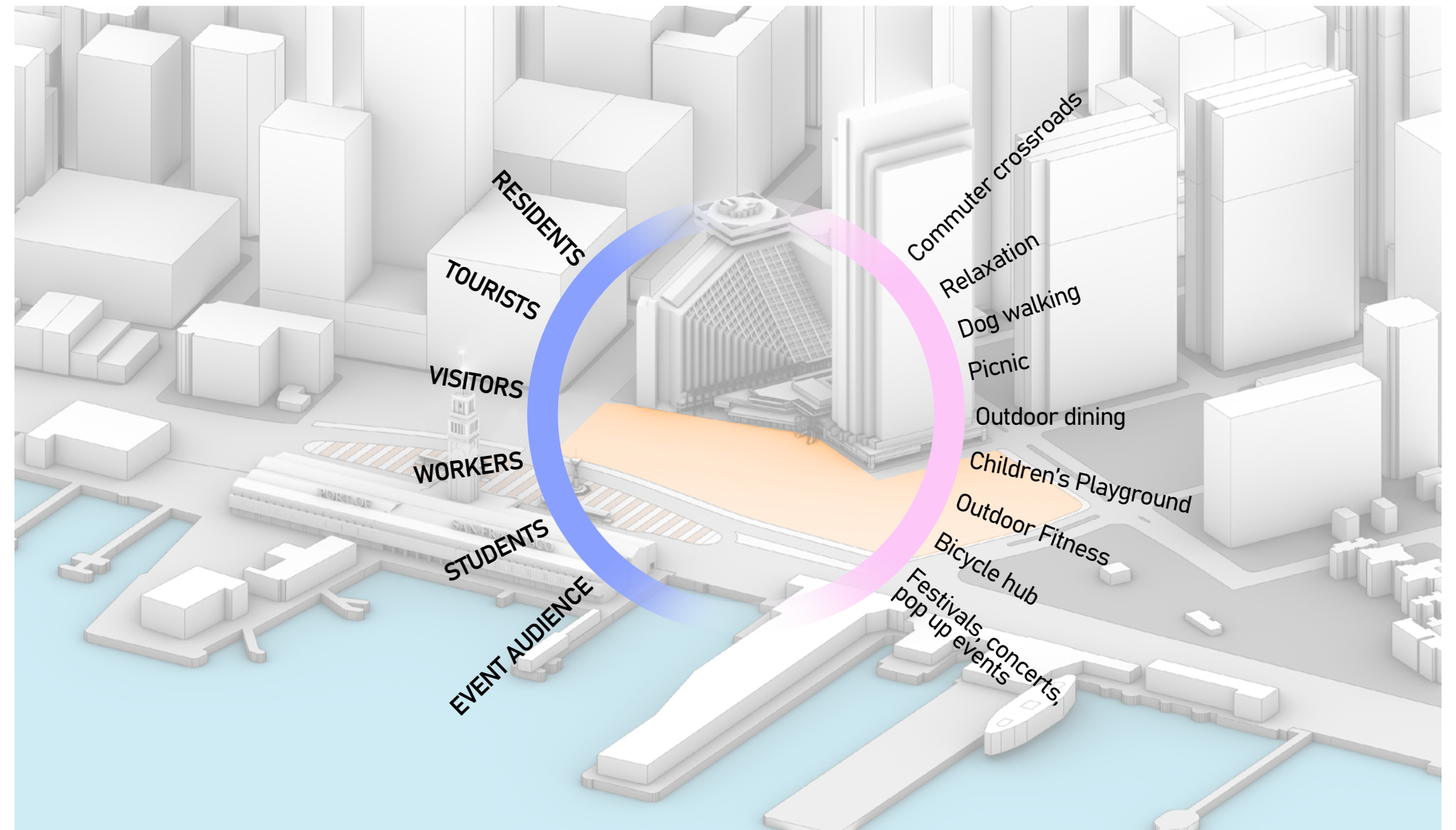


SITE ANALYSIS

USER GROUPS

Wide range of users utilize the space:

- **Residents / Families:** Neighborhood inhabitants
- **Tourists:** Travelers to the Bay Area
- **Visitors (Regional):** Residents of the greater Bay Area visiting the City
- **Workers:** Employees living in /commuting to the Financial District and Waterfront
- **Students:** Members of nearby academic institutions
- **Event Audience:** Attendees of occasional events held in the plaza

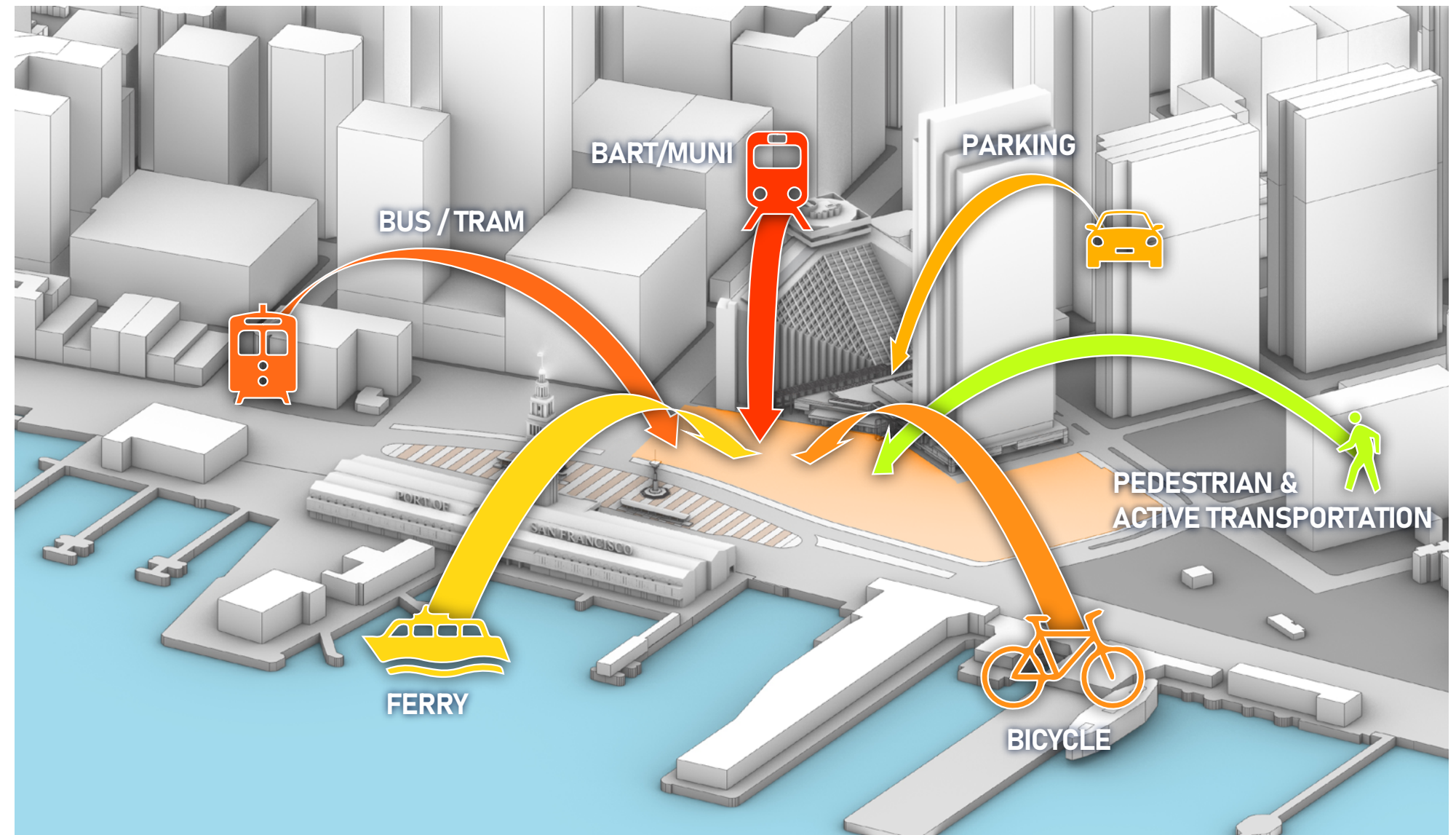


SITE ANALYSIS

PORTS OF ARRIVAL

All available existing modes of transportation bring people directly to the park:

- **Ferry:** Ferry building
- **Water Taxi:** Pier 1.5
- **Bart / Muni / Bus / Tram:** Embarcadero Station
- **Bicycle:** Bikeshare and bike lane network
- **Vehicle:** Rideshare; Surface parking and underground parking at Embarcadero Center
- **Active Transportation:** Scooters, rollerbladers/skaters, skateboarders



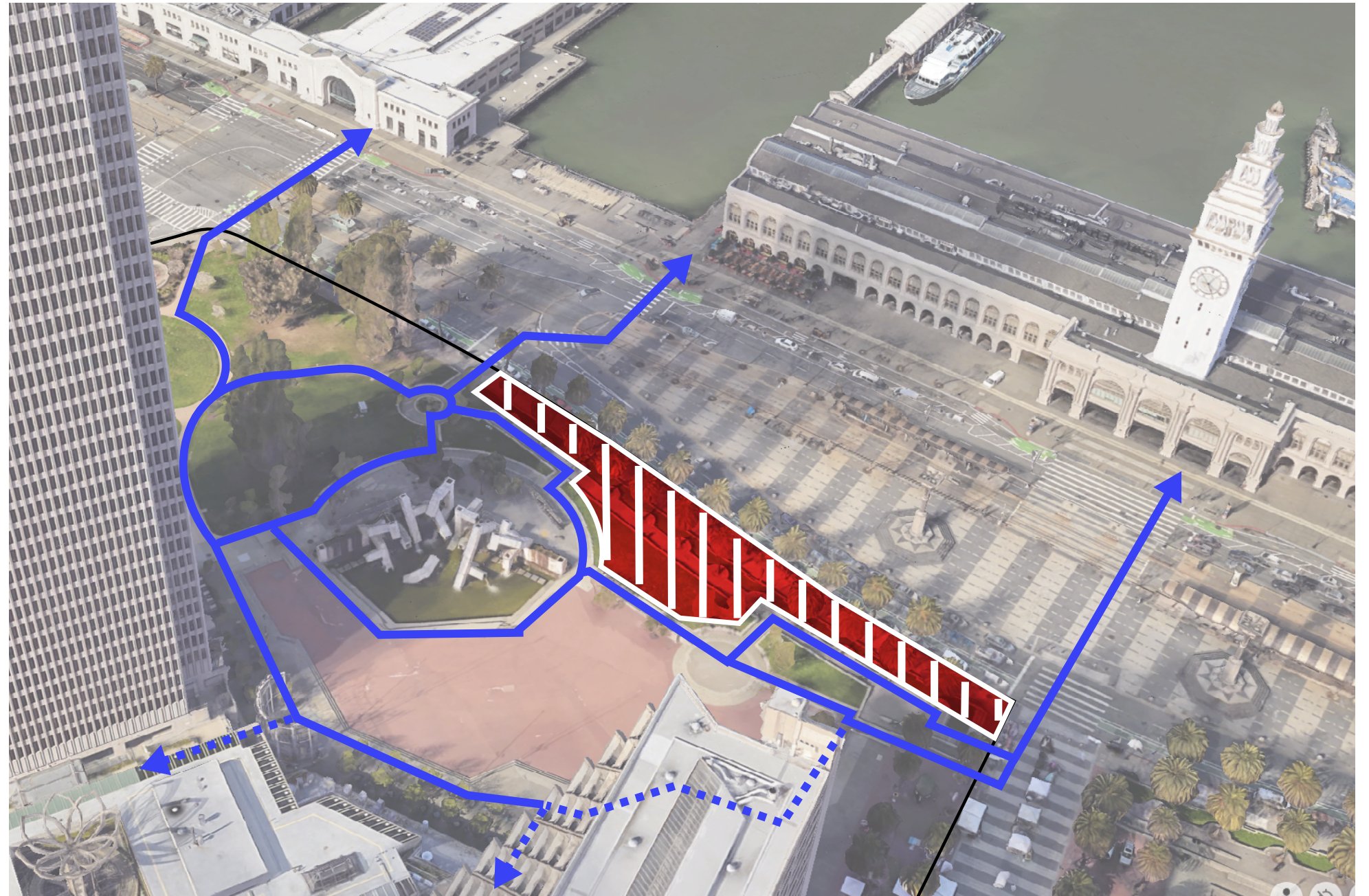
SITE ANALYSIS

PORTS OF ARRIVAL

Pedestrian circulation:

Walls and level changes sever connectivity to Ferry Building and the waterfront.

Pedestrians tend to circulate around the plaza than through.

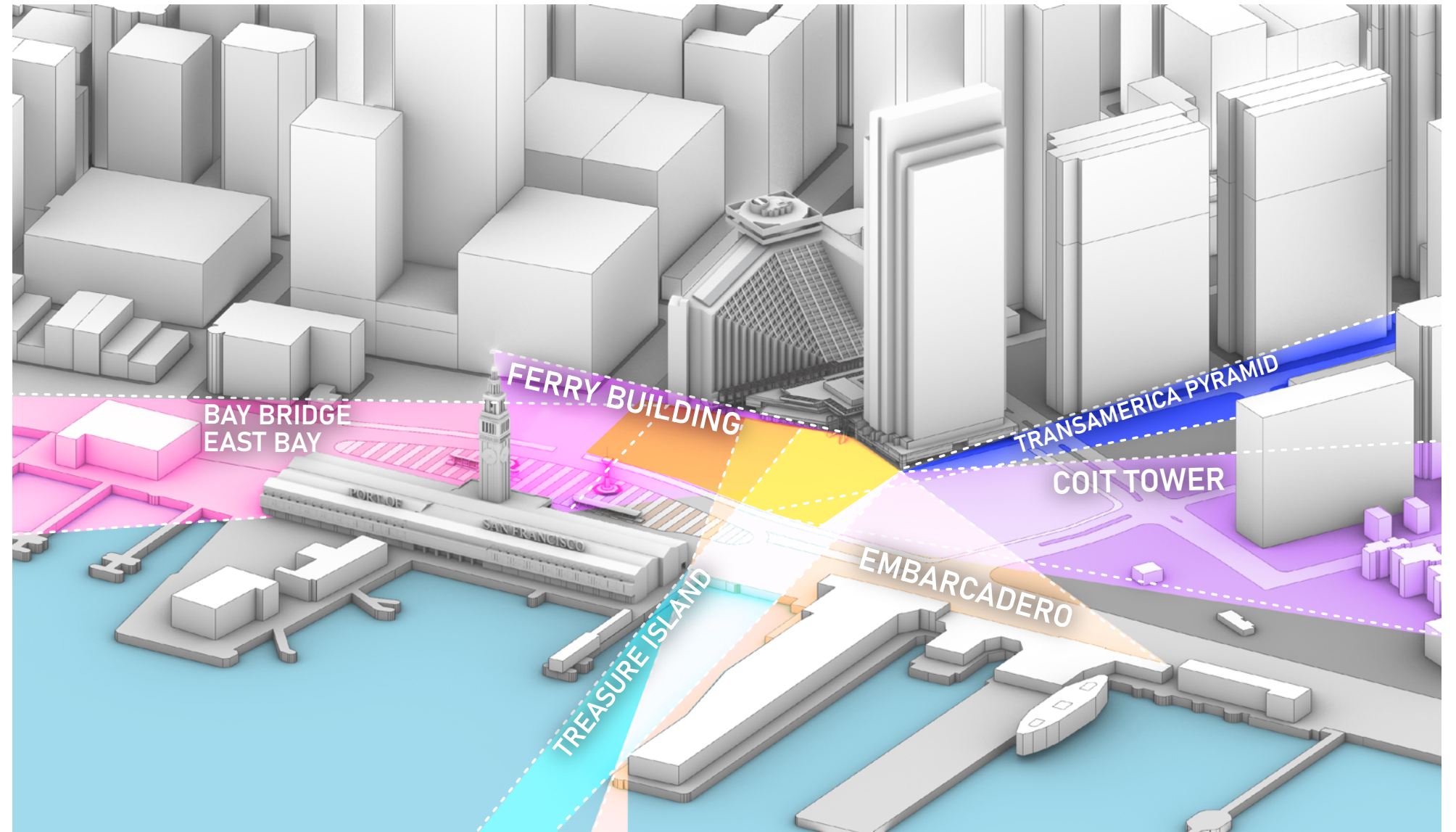


SITE ANALYSIS

SIGHTLINES & LANDMARKS

Positioned to have prime views towards significant landmarks in the vicinity:

- Ferry Building
- Bay Bridge
- East Bay
- Treasure Island
- Coit Tower
- Transamerica Pyramid



GOALS

- 1 Create a **world-class, iconic park** representing San Francisco's vibrant culture for both local and international visitors.
- 2 Ignite the **downtown recovery** and **revitalize** the heart of the San Francisco waterfront.
- 3 Activate the park with a **wide range of programming** catered towards diverse communities.
- 4 Create **welcoming public space** with access for all.
- 5 Honor the **rich history** of the San Francisco waterfront.

WE WANT TO HEAR FROM YOU!

STATION 1

Goals



What are your top three 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.

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

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

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

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



ONLINE SURVEYPROJECT SITE

Embarcadero Plaza & Sue Bierman Park Renovation Project



STATION 2

Current Uses & Conditions



What current features of the park do you think are working well? Write down your thoughts!



ONLINE SURVEYPROJECT SITE

Embarcadero Plaza & Sue Bierman Park Renovation Project



STATION 3

Future Uses



What new features or improvements would you like to see? Place stickers on all that apply.



MORE GRASSY / OPEN AREAS



SEATING & GATHERING SPACES



OUTDOOR FITNESS EQUIPMENT



DOG PARK



GROUP EXERCISE AREA



STAGE FOR PERFORMANCES AND EVENTS



PUBLIC ART



OUTDOOR DINING OPTIONS



ICE SKATING RINK

WHAT DID WE MISS?



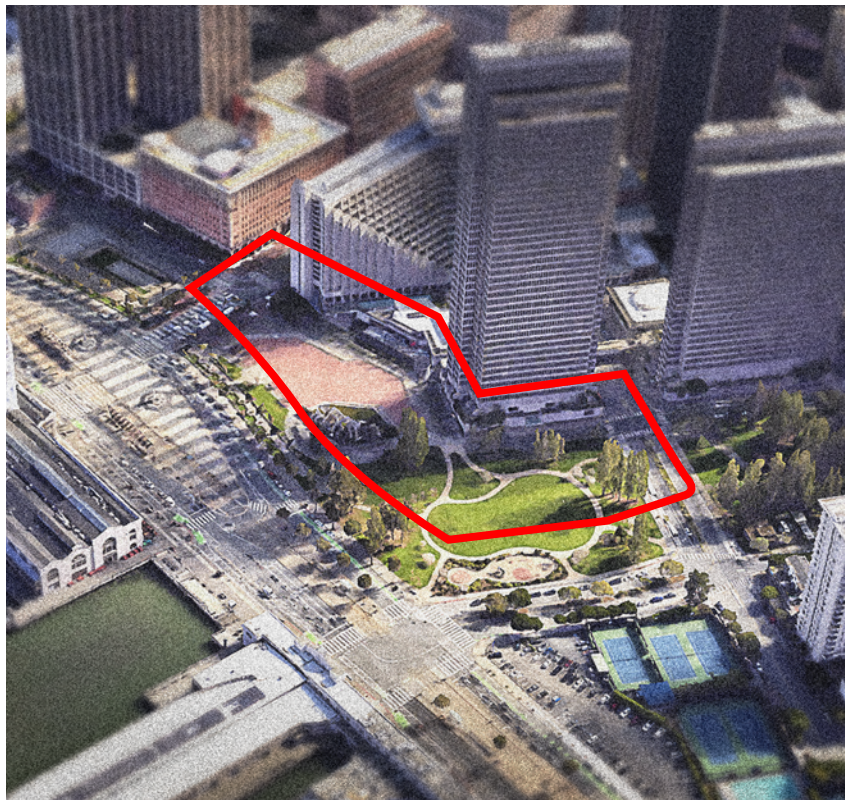
ONLINE SURVEYPROJECT SITE

Embarcadero Plaza & Sue Bierman Park Renovation Project



Thank you!

Next community meeting will be in approximately 4 weeks.



LINK TO SURVEY

<https://tinyurl.com/embarcaderoplazasurvey1>



ANY QUESTIONS? CONTACT:

Eoanna Goodwin, Project Manager

eoanna.goodwin@sfgov.org

<https://tinyurl.com/embarcaderoplazaproject>

SUBSCRIBE TO PROJECT UPDATES

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