

EMBARCADERO PARK

Embarcadero Plaza & Sue Bierman Park Renovation Project

CIVIC DESIGN REVIEW | CONCEPTUAL + PHASE I | OCTOBER 19, 2026

SAN FRANCISCO RECREATION & PARKS

SAN FRANCISCO OFFICE OF ECONOMIC & WORKFORCE DEVELOPMENT

SFDDC

bxp

DOWNTOWN SF PARTNERSHIP

OH+K

SAN FRANCISCO PUBLIC WORKS



CHAPTER 1
PROJECT INTRODUCTION

EMBARCADERO PARK LOCATION







EMBARCADERO PARK JURISDICTIONS



Port Jurisdiction/Port Property

Rec Park Property

EMBARCADERO PARK LOCATION



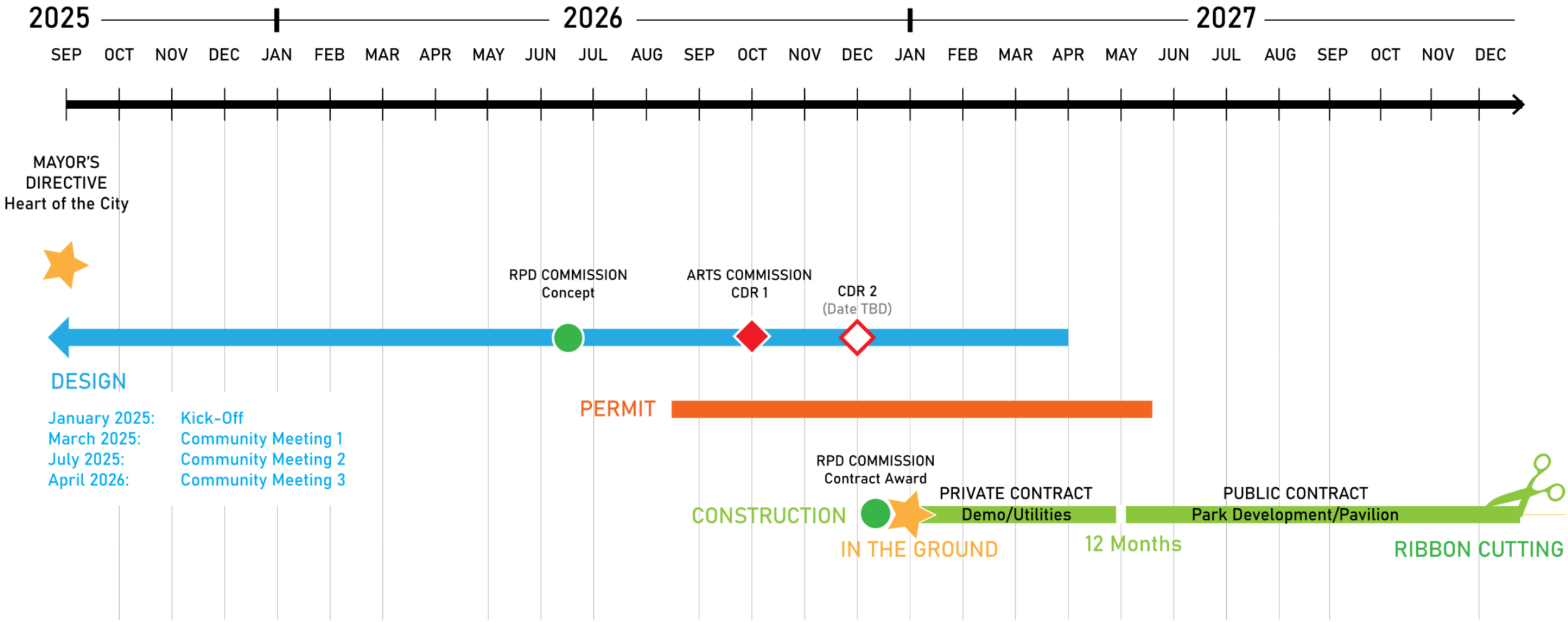
EXISTING ART LOCATION (Port Property)
Abraham Lincoln Brigade Monument
by Ann Chamberlain and Walter J. Hood



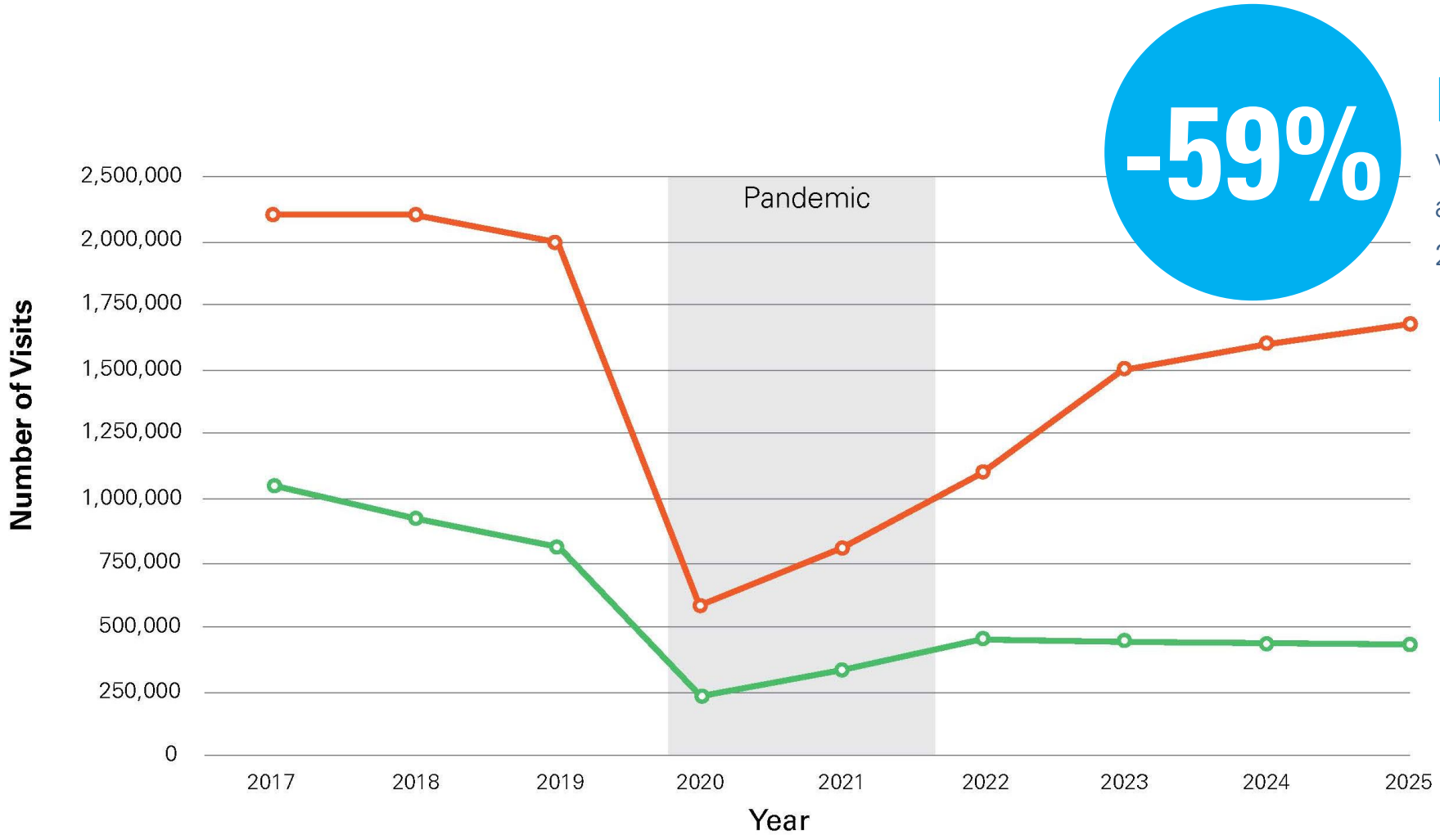
Port Jurisdiction/Port Property

Rec Park Property

PROJECT SCHEDULE & MILESTONES



VISITATION TRENDS BY YEAR



-59%

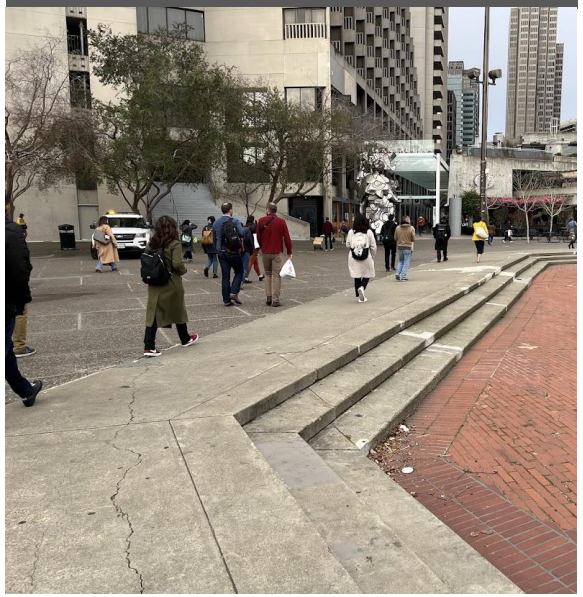
Decline in number of visits at Embarcadero Plaza and Sue Bierman Park from 2017 to 2025

FERRY BUILDING

EMBARCADERO PLAZA & SUE BIERMAN PARK

THE CHALLENGES

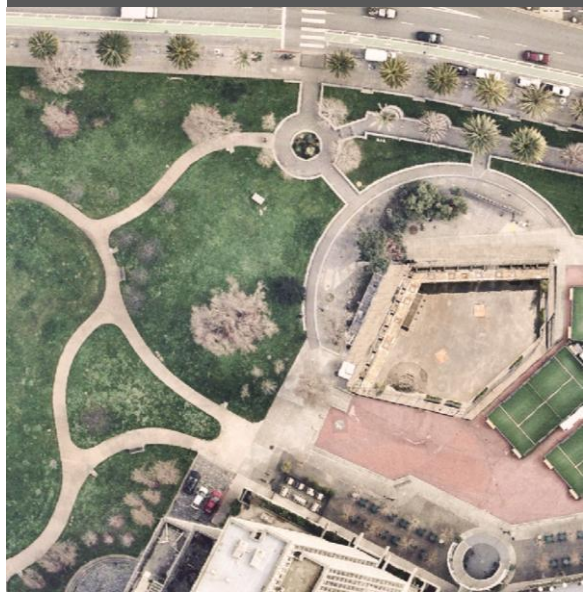
SUNKEN PLAZA



ACCESS ISSUES



DISCONNECTED SITES



BARRIERS

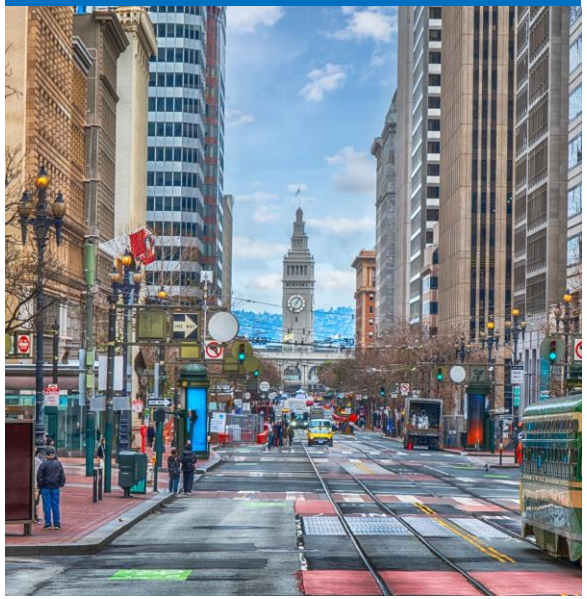


THE OPPORTUNITIES

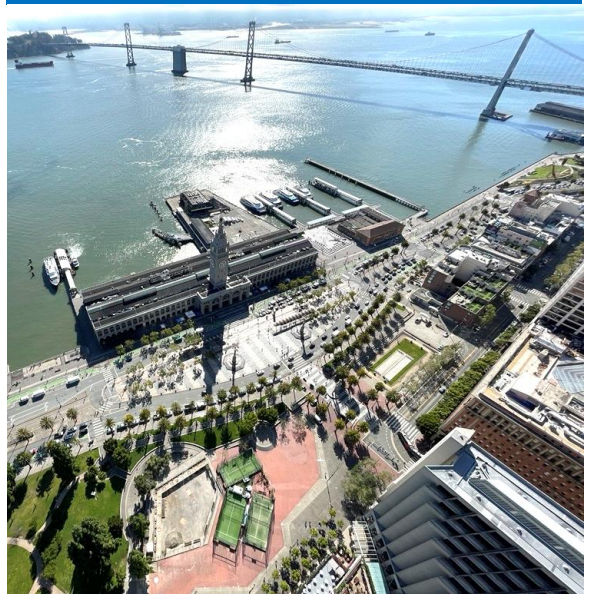
MASS TRANSIT HUB



GATEWAY TO THE CITY



CONNECTION TO THE WATER



BUILDING UPON FERRY BUILDING SUCCESS



PUBLIC ART PLAN

PROPOSED ART RELOCATION
Movement: The First 100 Years
(Korean Monument) by Man Lin Choi



NEW ART LOCATION

PROJECT PRINCIPLES & GOALS

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

2 Create a welcoming public space with access for all.

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

4 Honor the rich history of the San Francisco waterfront.

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

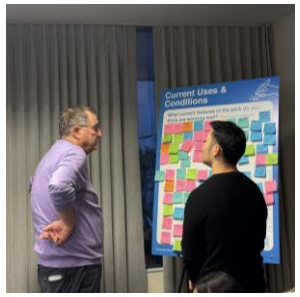
COMMUNITY OUTREACH

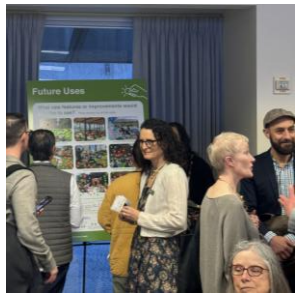
MARCH 2025

Community Meeting #1

1,054 Survey Responses





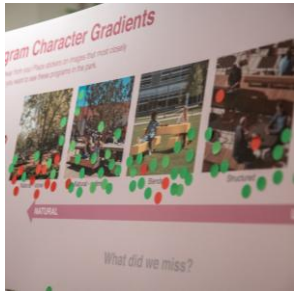


JULY 2025

Community Meeting #2

738 Survey Responses







JUNE 2026

Community Meeting #3

728 Survey Responses








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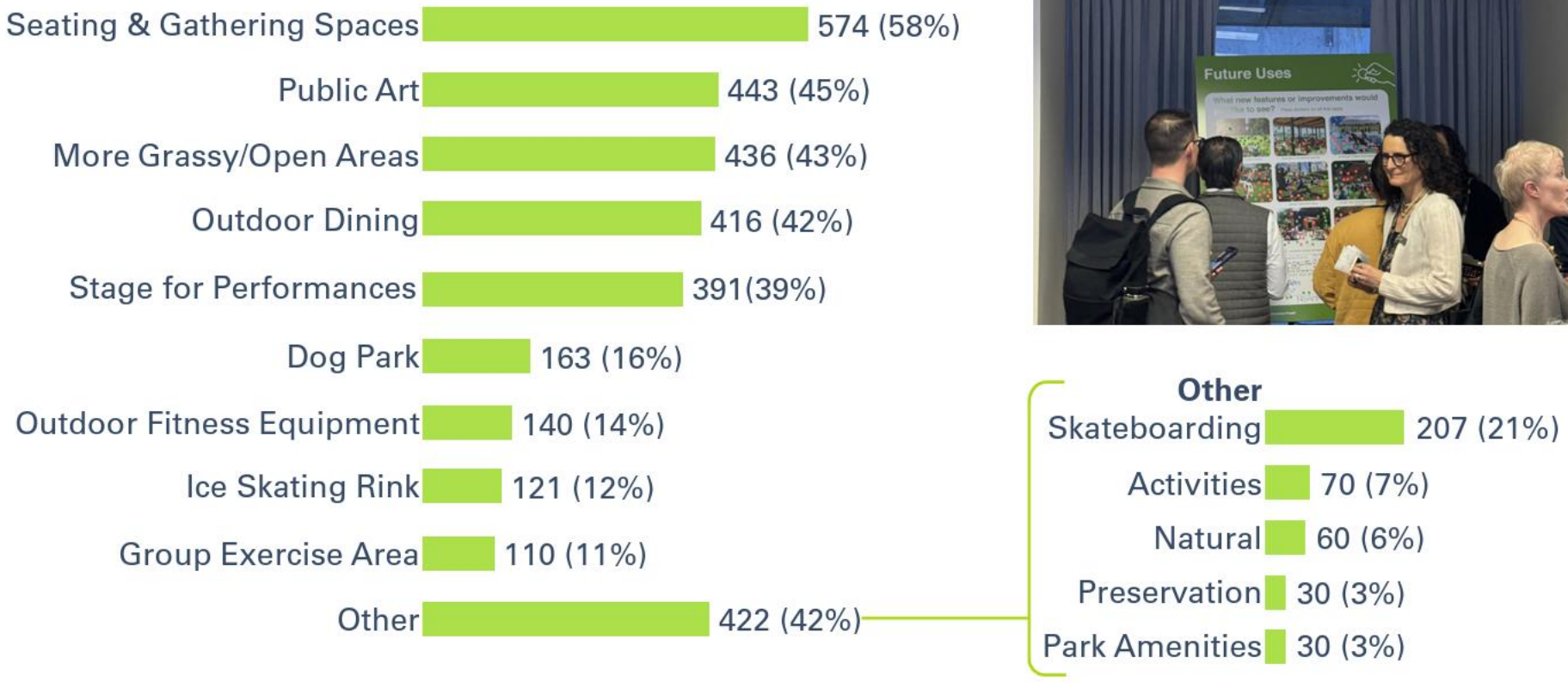
DOWNTOWN SF PARTNERSHIP

OH+K

SAN FRANCISCO PUBLIC WORKS

SURVEY FINDINGS

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



WHAT WE HEARD









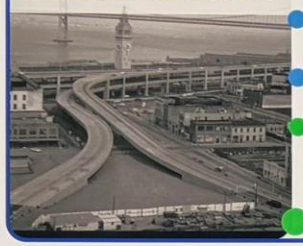


Site Specific Stories

Which stories do you feel are most important to highlight?
What is your story of this place?

DESIGN + INFRASTRUCTURE

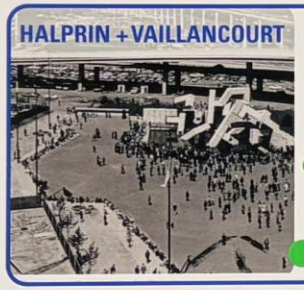
EMBARCADERO FREEWAY



remember the freeway

Statue of Karl Malden + Michael Douglas

HALPRIN + VAILLANCOURT



show what was

install plaque for fountain

wall projection w/ fountain running water

virtual model of FTR

Need a photo-interpretive exhibit explaining both.

BOND

SALVAGE PORTION OF FOUNTAIN AS ARTIFACT IN NEW

TURNBULL



Multi-functional Plaza → Flexible

CULTURE

SKATEBOARDING



great culture — accommodate the activity!

Skateboarding videos projected

STREET ARTISTS



PLACE FOR TENTS UMBRELLAS, KIOSKS

Place I Sell my Artwork Unique / Hand Handmade

MEGAS & SFG mills

PERFORMANCE



Fun concerts

Dance / Music

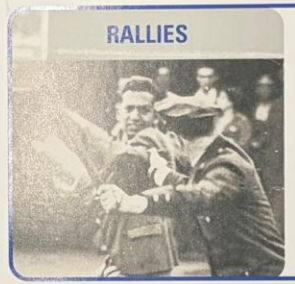
Activated spaces

CIVIC LIFE

PERSONAL MEMORIES



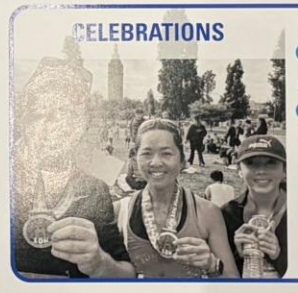
RALLIES



No kings

spaces for people to exchange ideas

CELEBRATIONS



Festivals

bring people together

COMMUNITY FEEDBACK SUMMARY



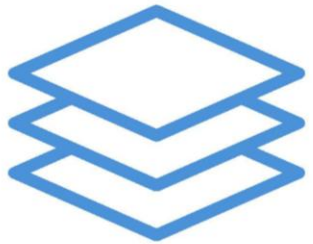
LOCATION

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.**



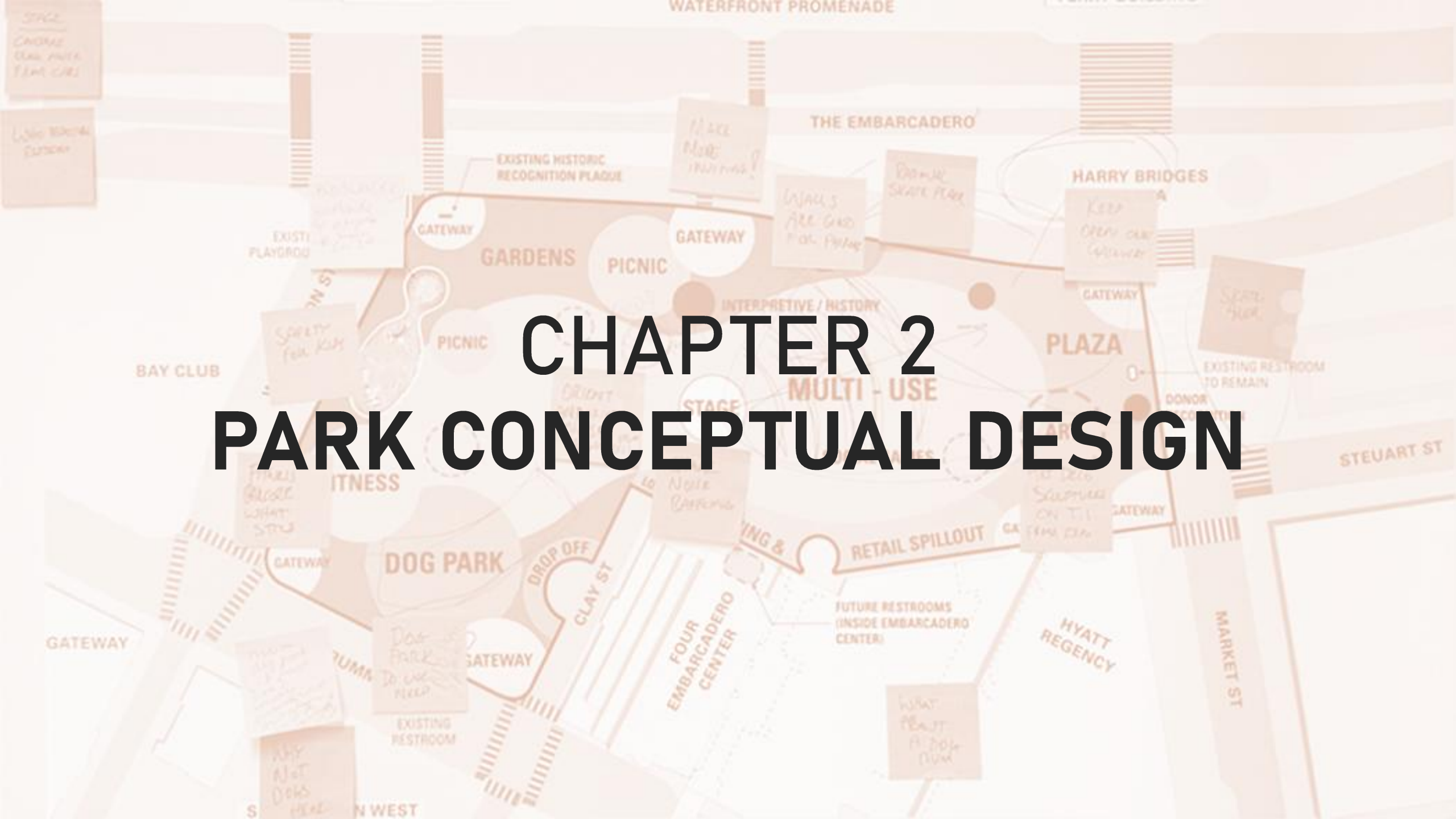
LEDGES

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



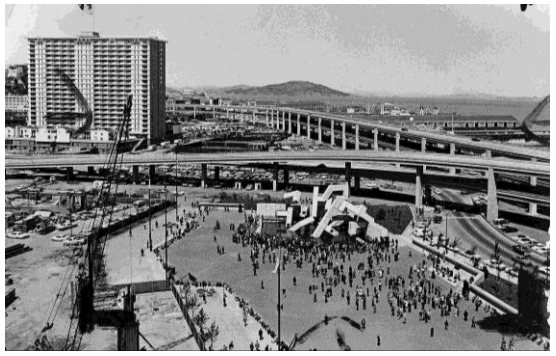
LIGHTING

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



CHAPTER 2
PARK CONCEPTUAL DESIGN

SITE HISTORY






1898
Ferry Building Completed

1959
Embarcadero Freeway Built

1962
A Vision for Pedestrian Space Proposed

1971
Embarcadero Fountain Completed

1972
Embarcadero Plaza Completed

1972
SF Street Artist Program

1983
Plaza Renovations by William Turnbull Jr

Mid-1980s – Early 90's
Rise of Modern Street Skateboarding

1989
Loma Prieta Earthquake

1991–1992
Freeway Demolished

1998–2001
Major Plaza Renovations by Roma Design Group

2008
Abraham Lincoln Brigade Monument Installed

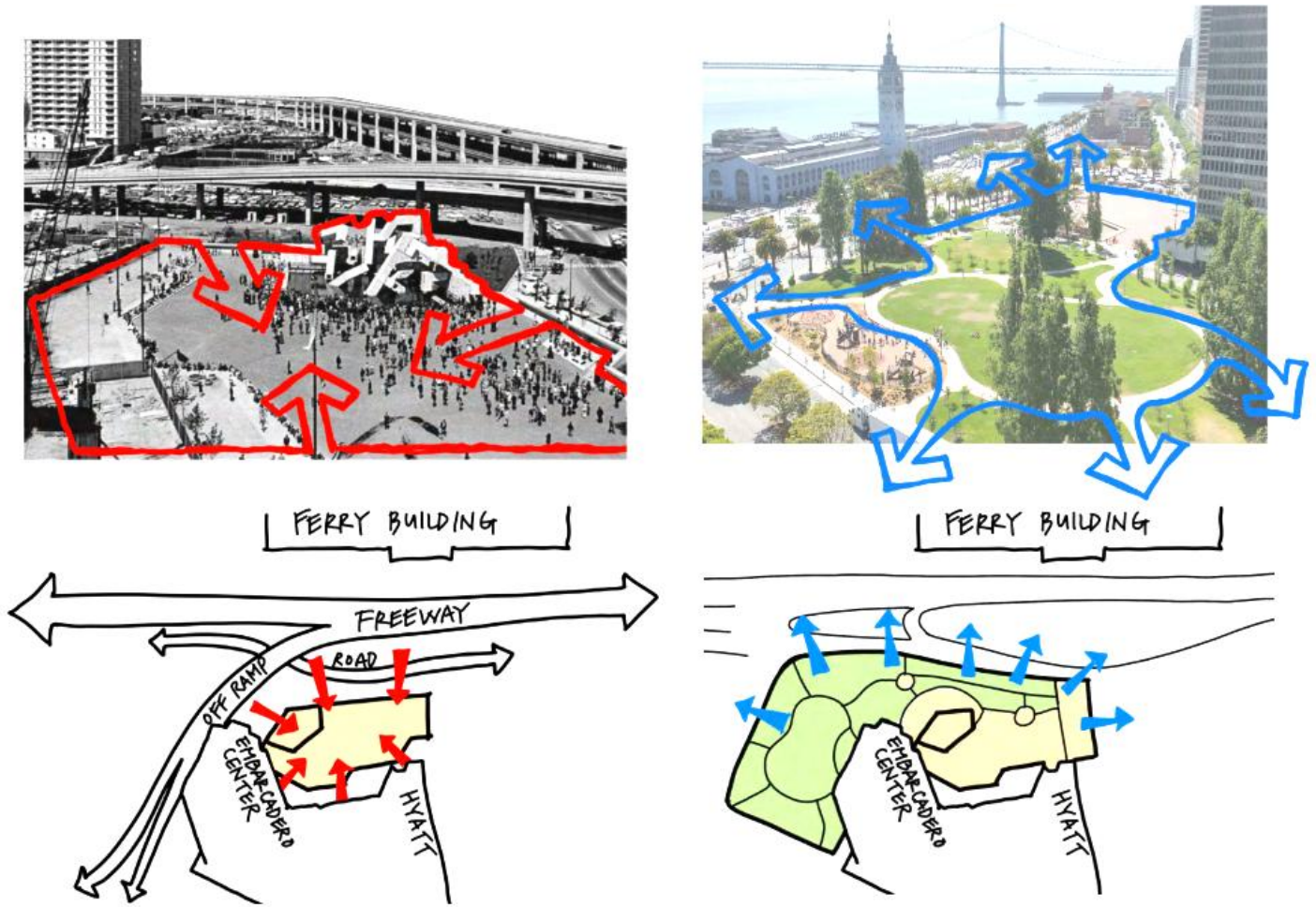
2011
Sue Bierman Park Redesign

2024
Fountain Operation Ends

2026
Fountain Disassembly

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PARK TRANSFORMATION



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.

HISTORIC INTERPRETATION LAYERS & THEMES



URBAN TRANFORMATION

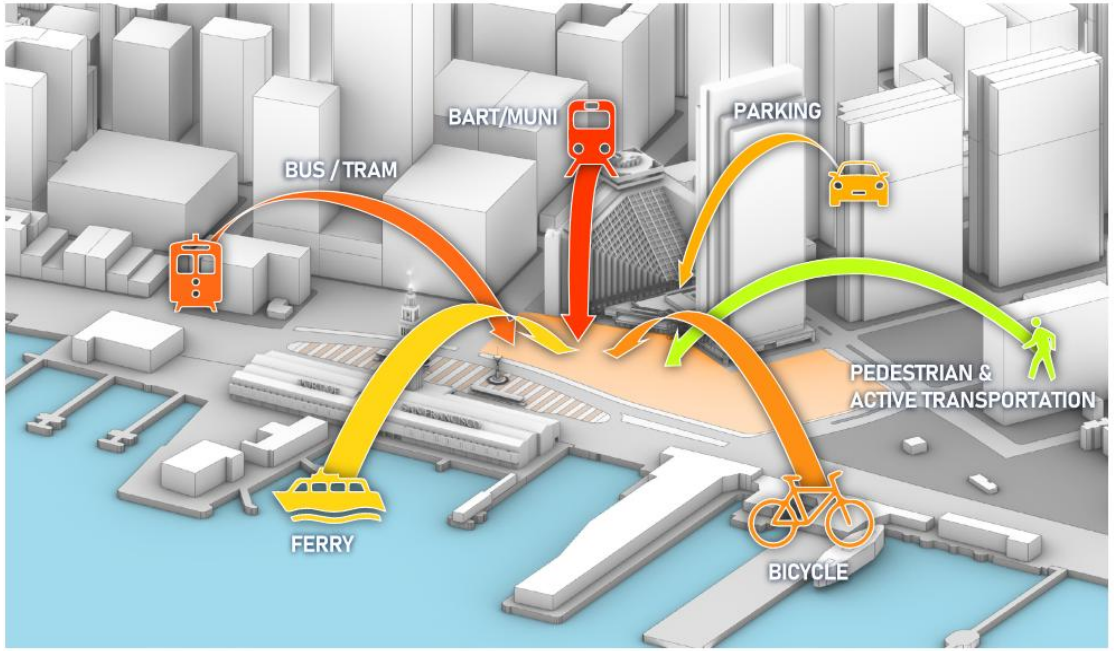


MONUMENTALITY

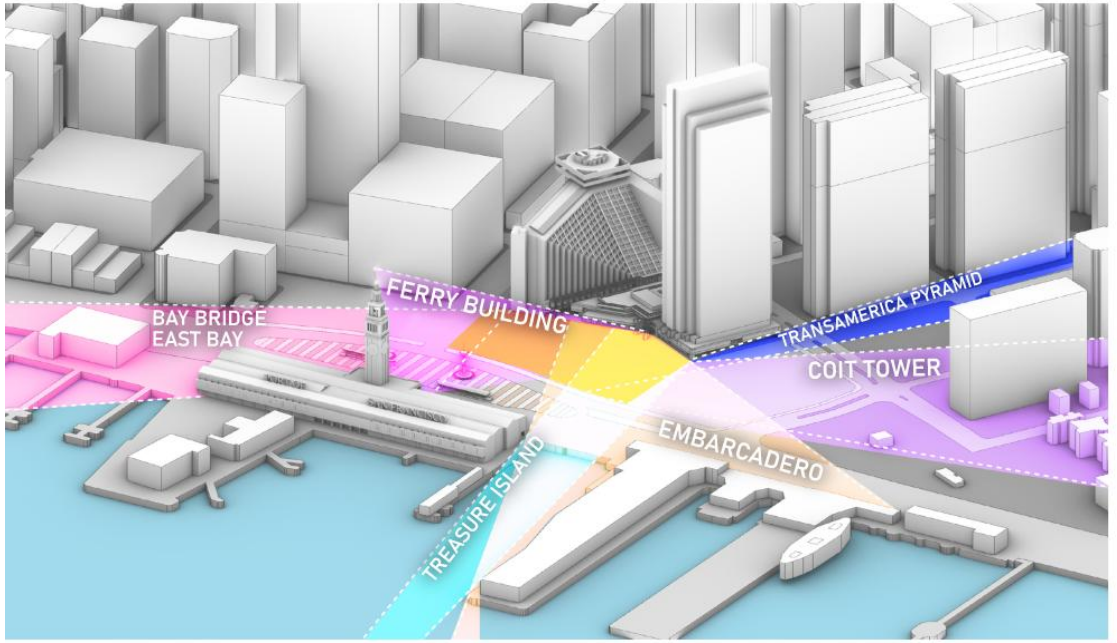


IMPROVISATION

HIGHLY CONNECTED

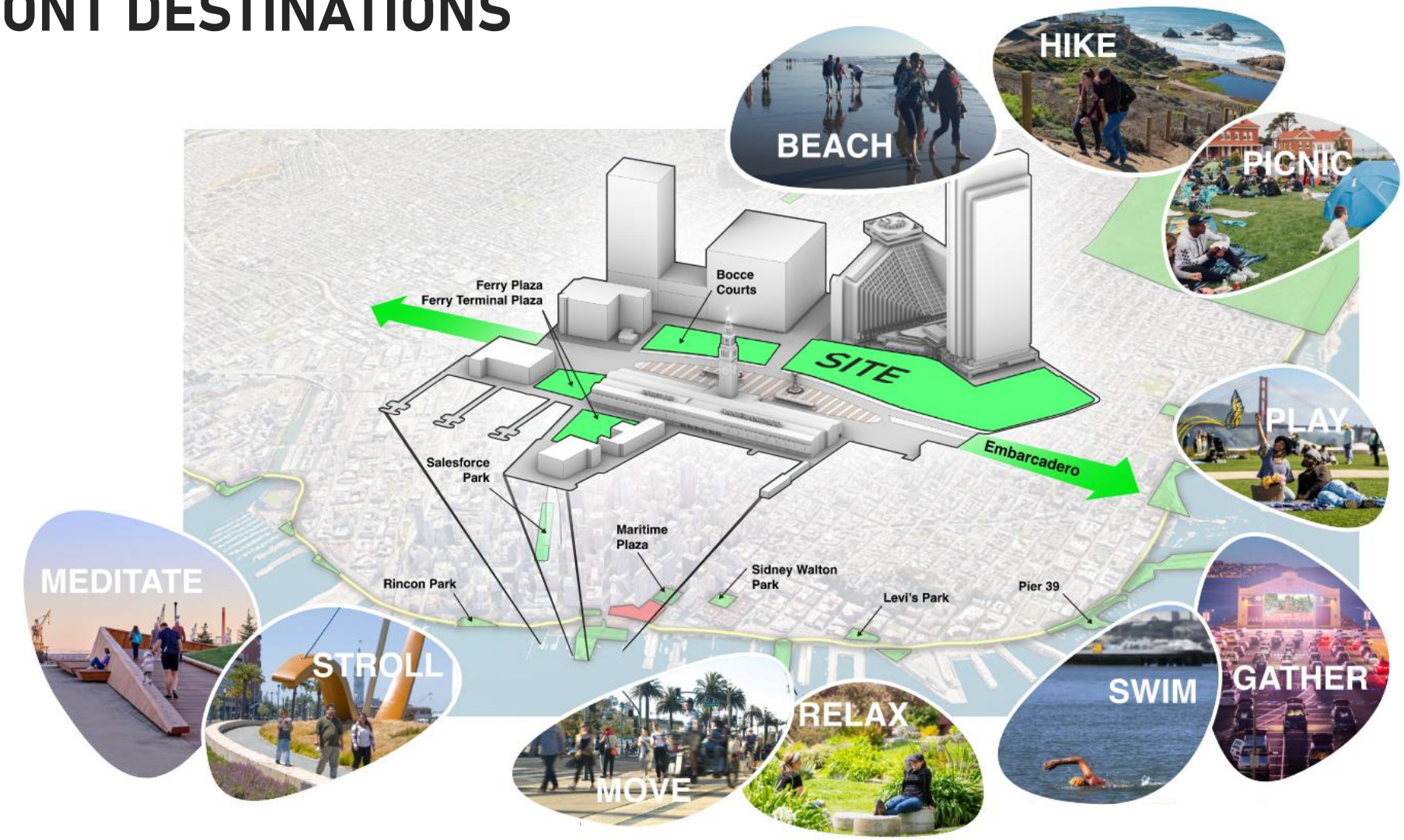


PORTS OF ARRIVAL



SIGHTLINES & LANDMARKS

SF WATERFRONT DESTINATIONS



PRECEDENTS



FLEXIBLE, MULTI-USE EVENT & FESTIVAL LAWNS
BRYANT PARK, NEW YORK CITY, NY



ICONIC PLAZAS & PUBLIC ART
MILLENNIUM PARK, CHICAGO, IL



URBAN ECOLOGY / NATIVE PLANTING RESTORATION
TUNNEL TOPS PARK, SAN FRANCISCO, CA

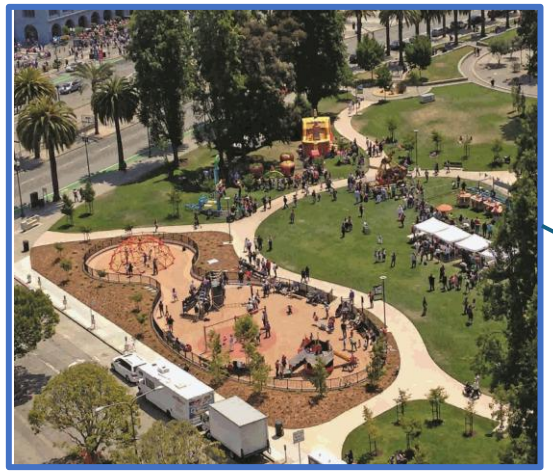




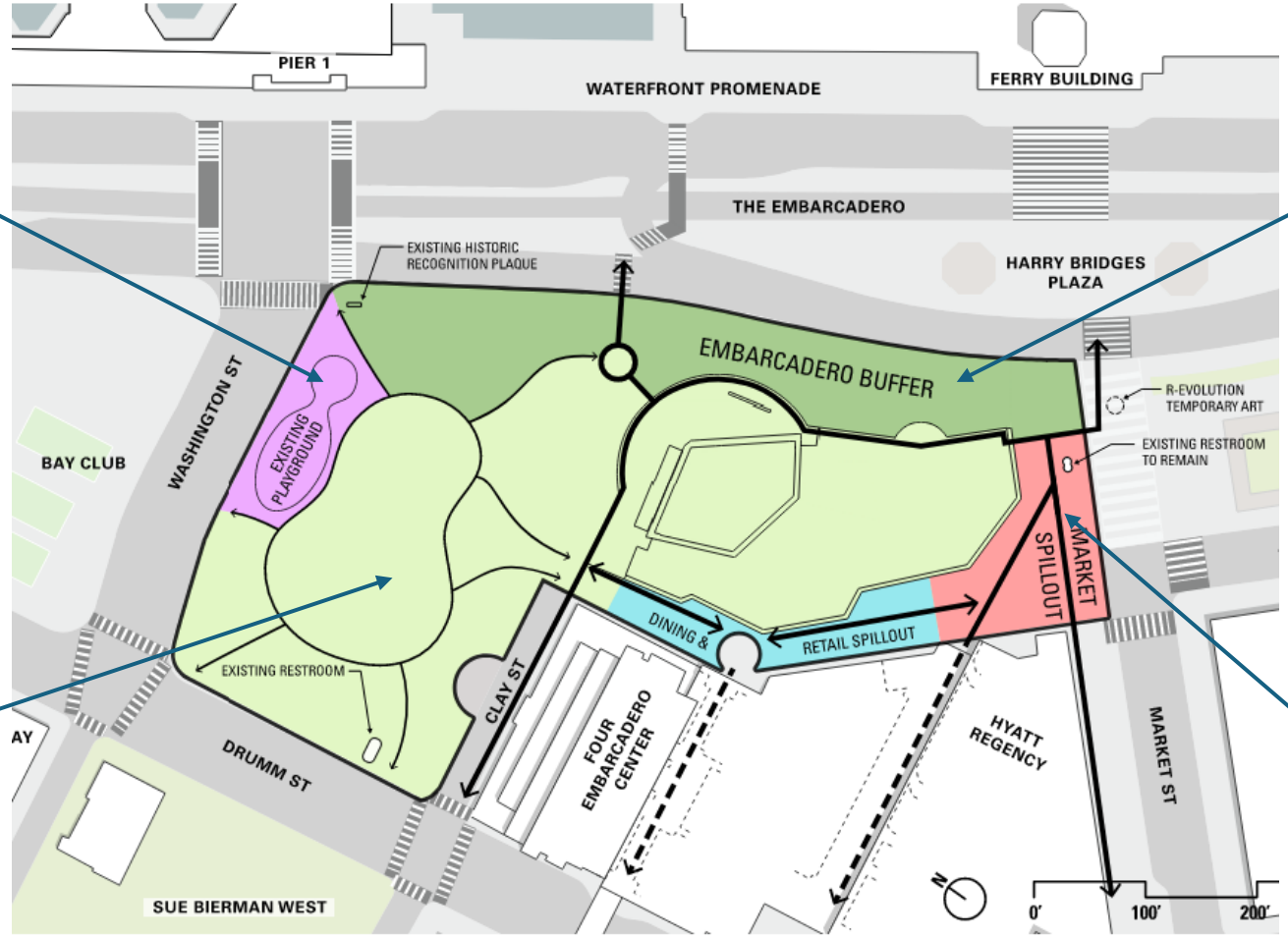


PERFORMANCE DESTINATIONS
DISCOVERY GREEN, HOUSTON, TX

SITE UNDERSTANDING



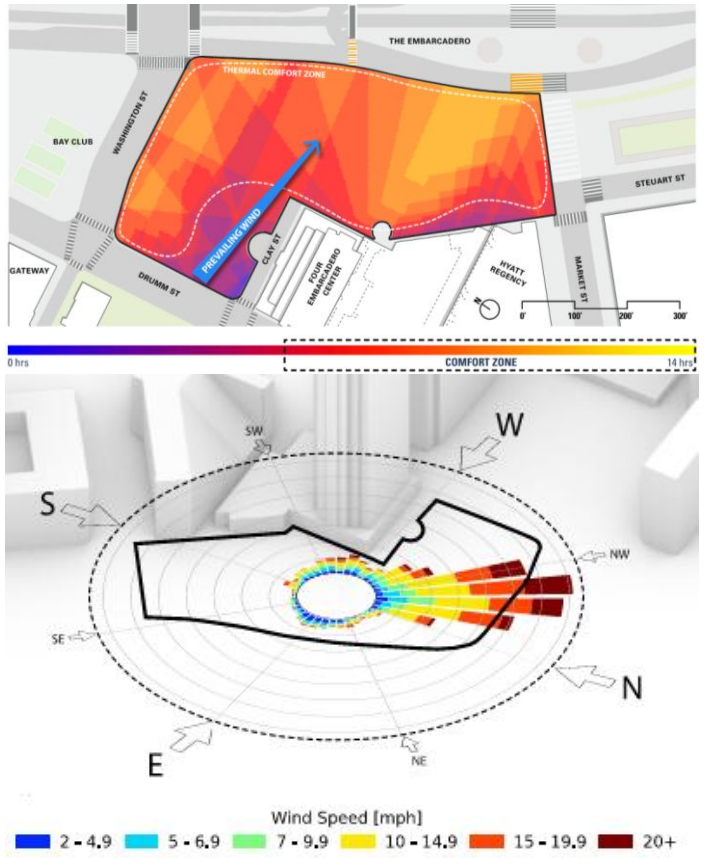




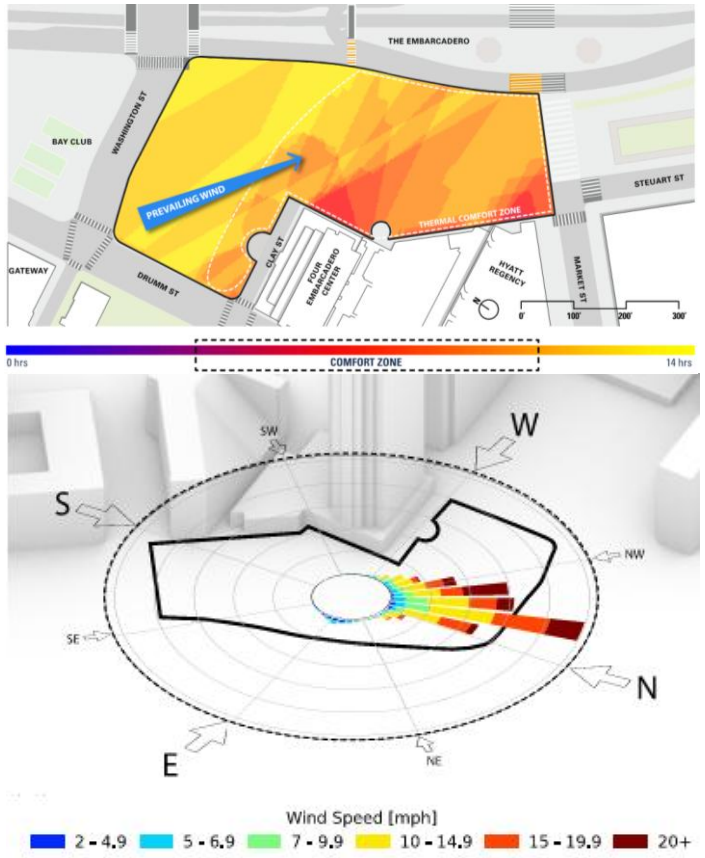




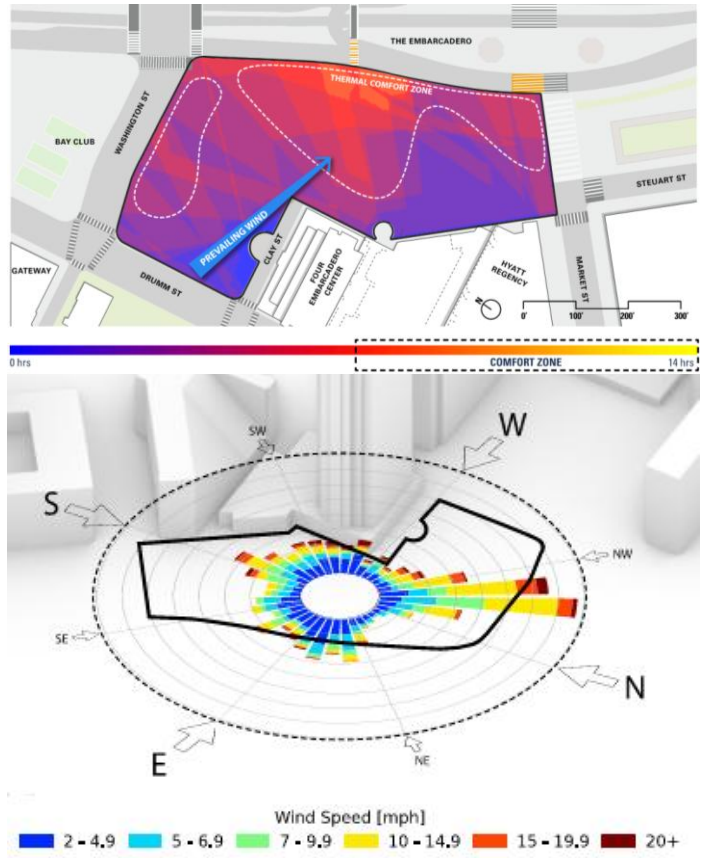
ENVIRONMENTAL SOLAR / COMFORT ANALYSIS



SUMMER



SPRING/FALL



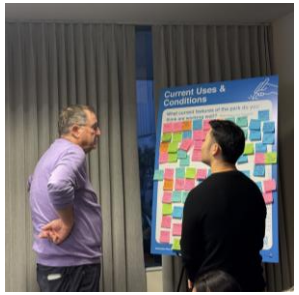
WINTER

PARK PROGRAMMING

MARCH 2025

Community Meeting #1

1,054 Survey Responses



JULY 2025

Community Meeting #2

738 Survey Responses

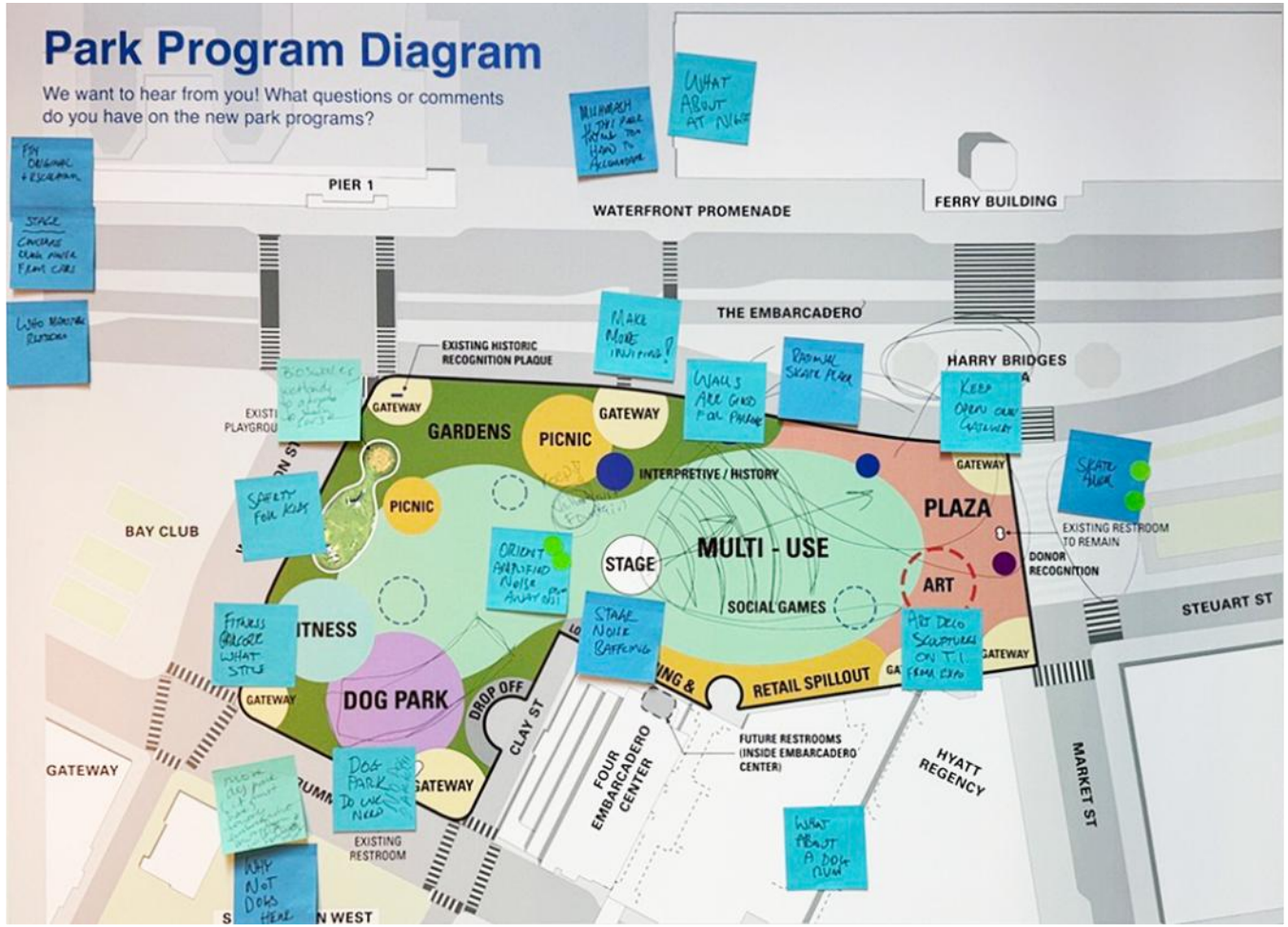


JUNE 2026

Community Meeting #3

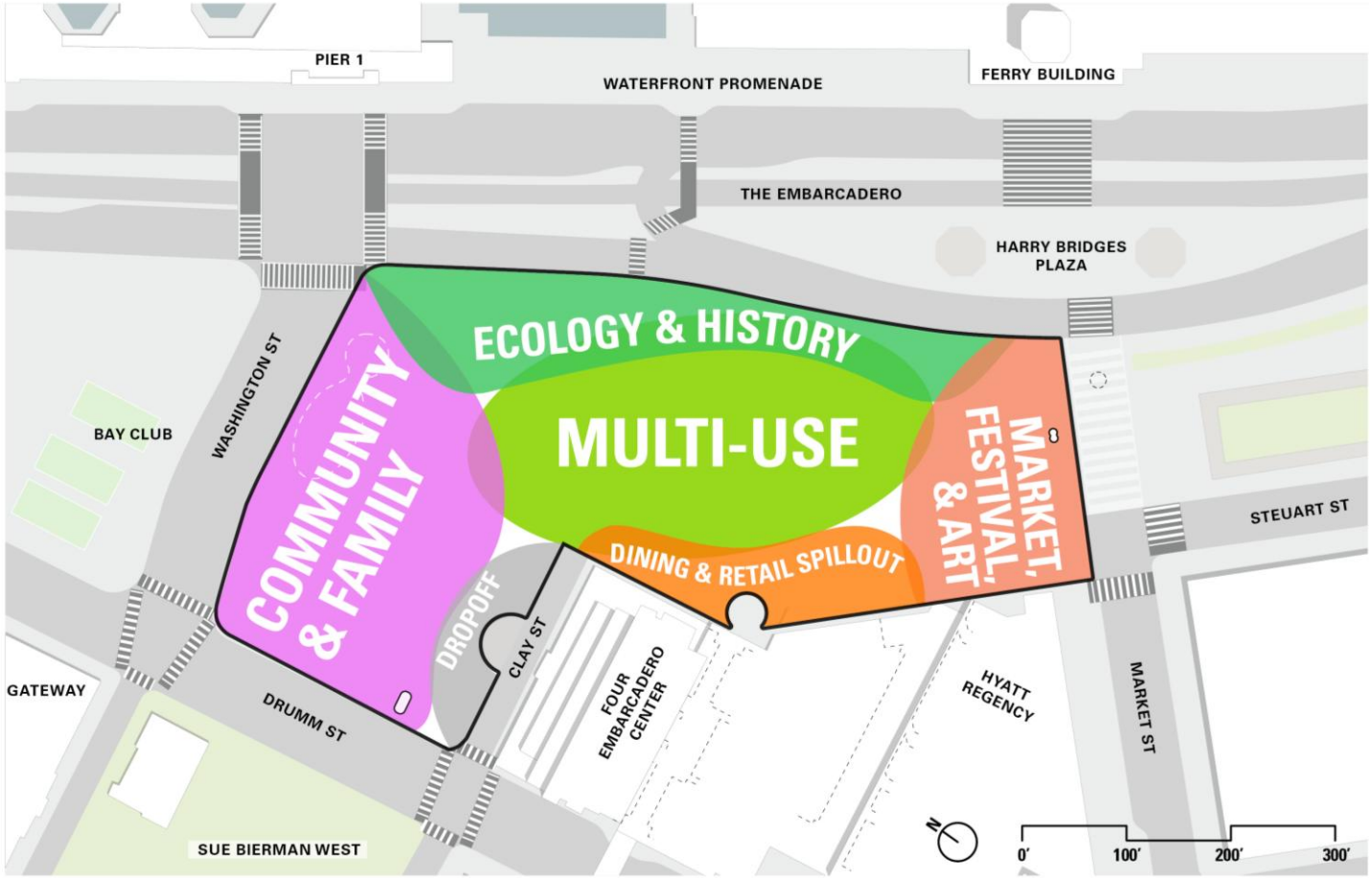
728 Survey Responses





COMMUNITY PARTICIPATION BOARD

PROGRAM ZONES



Community & Family

Focus community / family serving program along Washington and Drumm, in proximity to the residential buildings. Encompasses existing playground to remain. Programs include outdoor dining, dog play area, and social games.

Ecology

Embarcadero buffer gardens softens the park edge at the Embarcadero and treat the majority of stormwater runoff from the park.

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.

Dining & Retail Spill out

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

Market, Festival, & Art

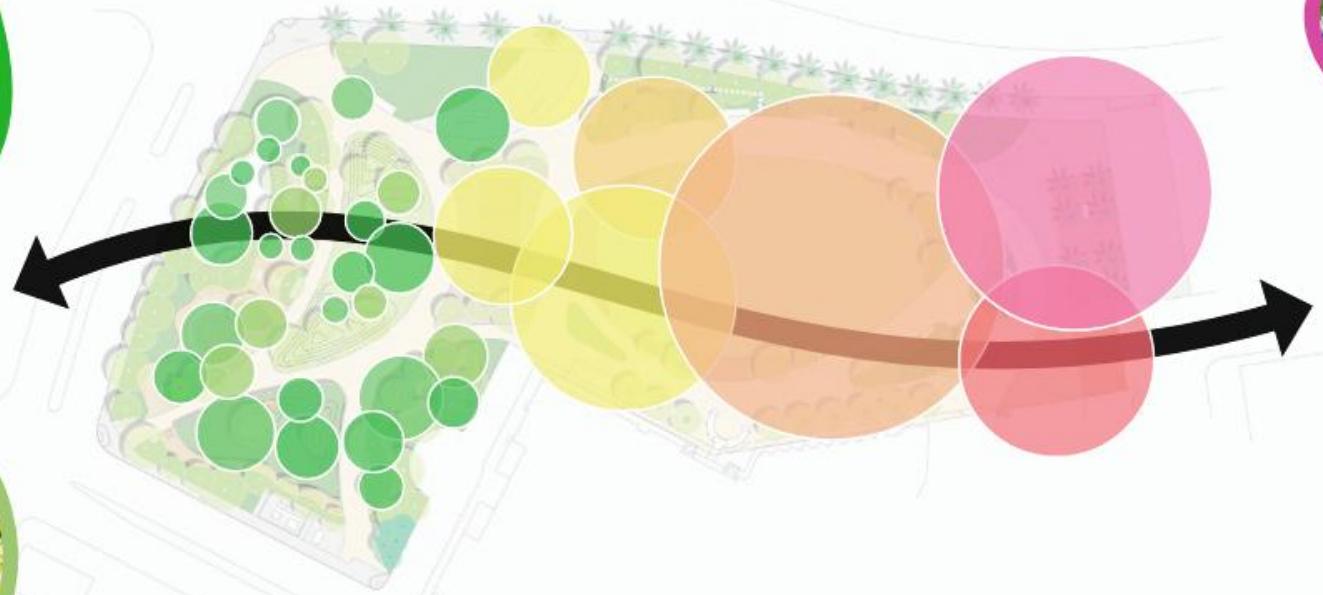
Activate Market street gateway plaza with art, festival use, and street artists.

PROGRESSION OF DIVERSE SPACES & DESTINATIONS



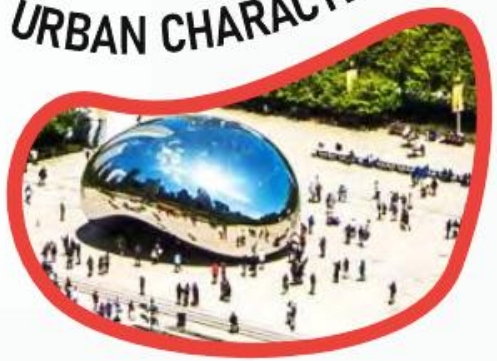
SMALLER, INTIMATE
NATURALISTIC



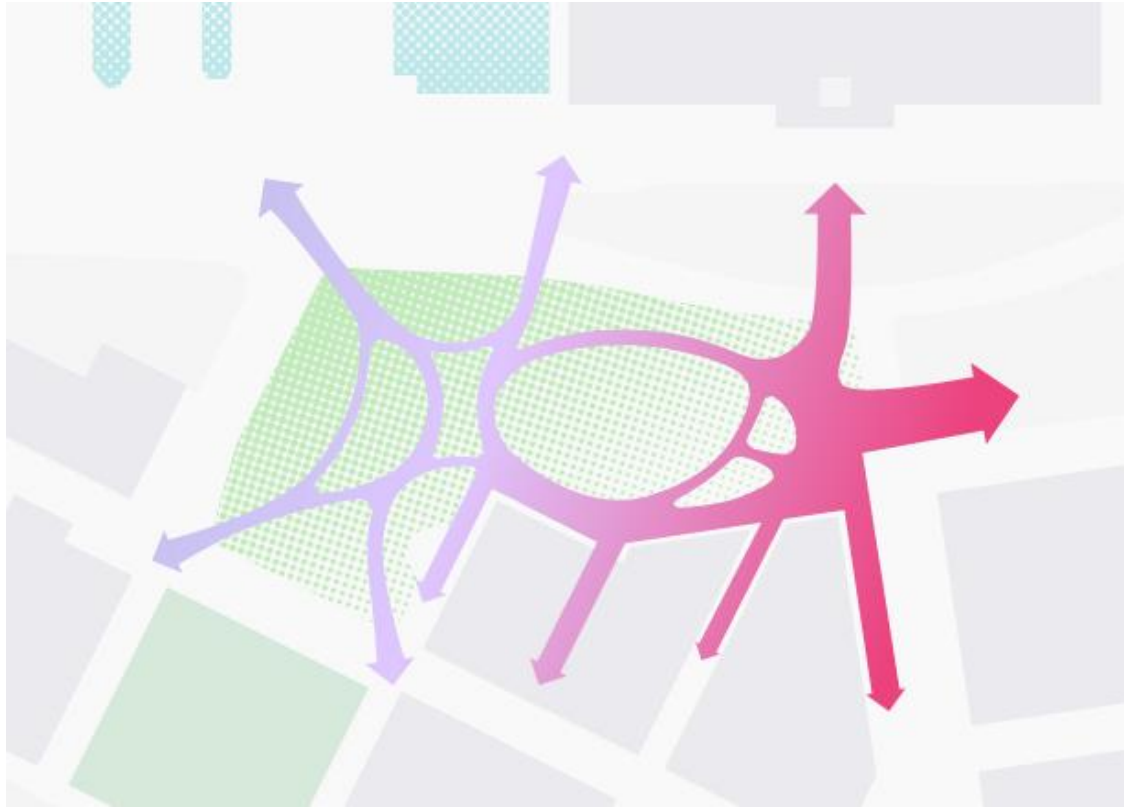




LARGE GATHERINGS
URBAN CHARACTER



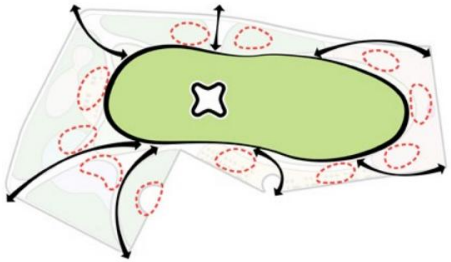
A HIGHLY CONNECTED PARK

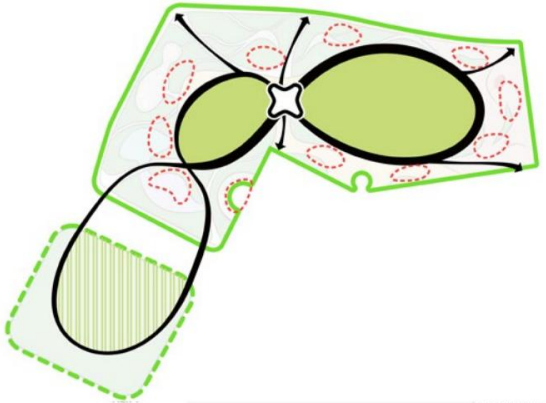


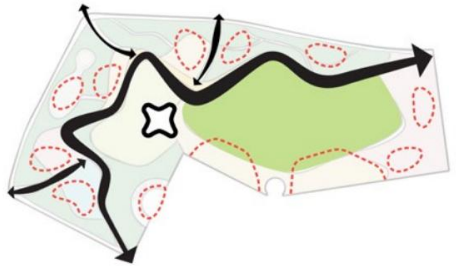
A gradient of large-scale, open, social, high energy, hardscape space to the south, graduating to smaller group-and individual-oriented places and uses to the north.

Circulation flows throughout the park result from desire lines and the overarching idea of the park serving as both a destination and critical link between the SF Waterfront and Downtown neighborhoods inland.

PREFERRED CONCEPTUAL DIRECTIONS













THE COMMONS

PARKLANDS

RIBBON

CONCEPT SITE PLAN



EXISTING PLAYGROUND



FITNESS



DOG PLAY





ENTRY AT MARKET



PERFORMANCE SPACE & MULTI-USE LAWN



DINING SPILL-OUT & MULTI-USE LAWN

PARK PROGRAM CHARACTER

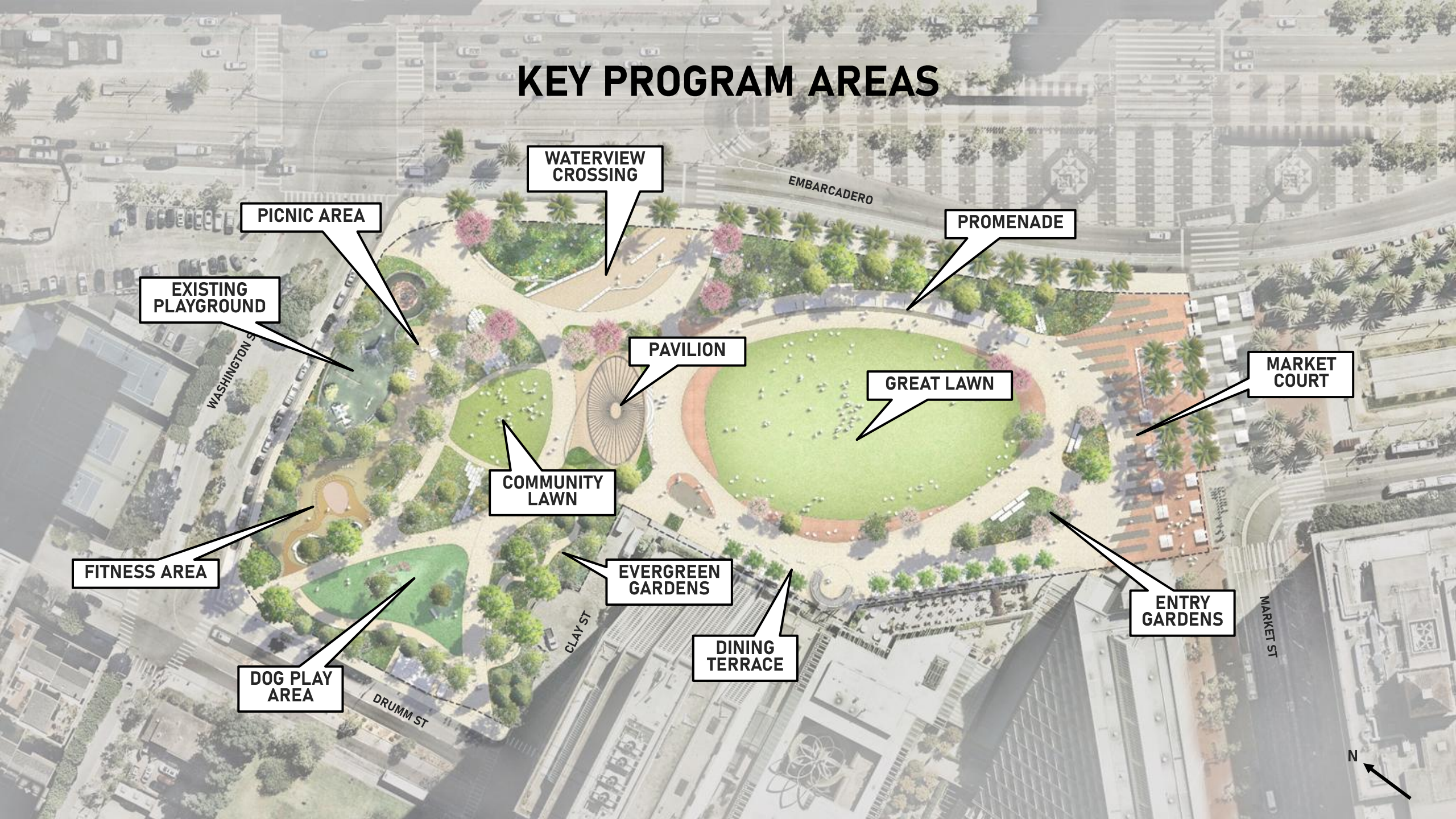


CHAPTER 3
PARK SCHEMATIC DESIGN

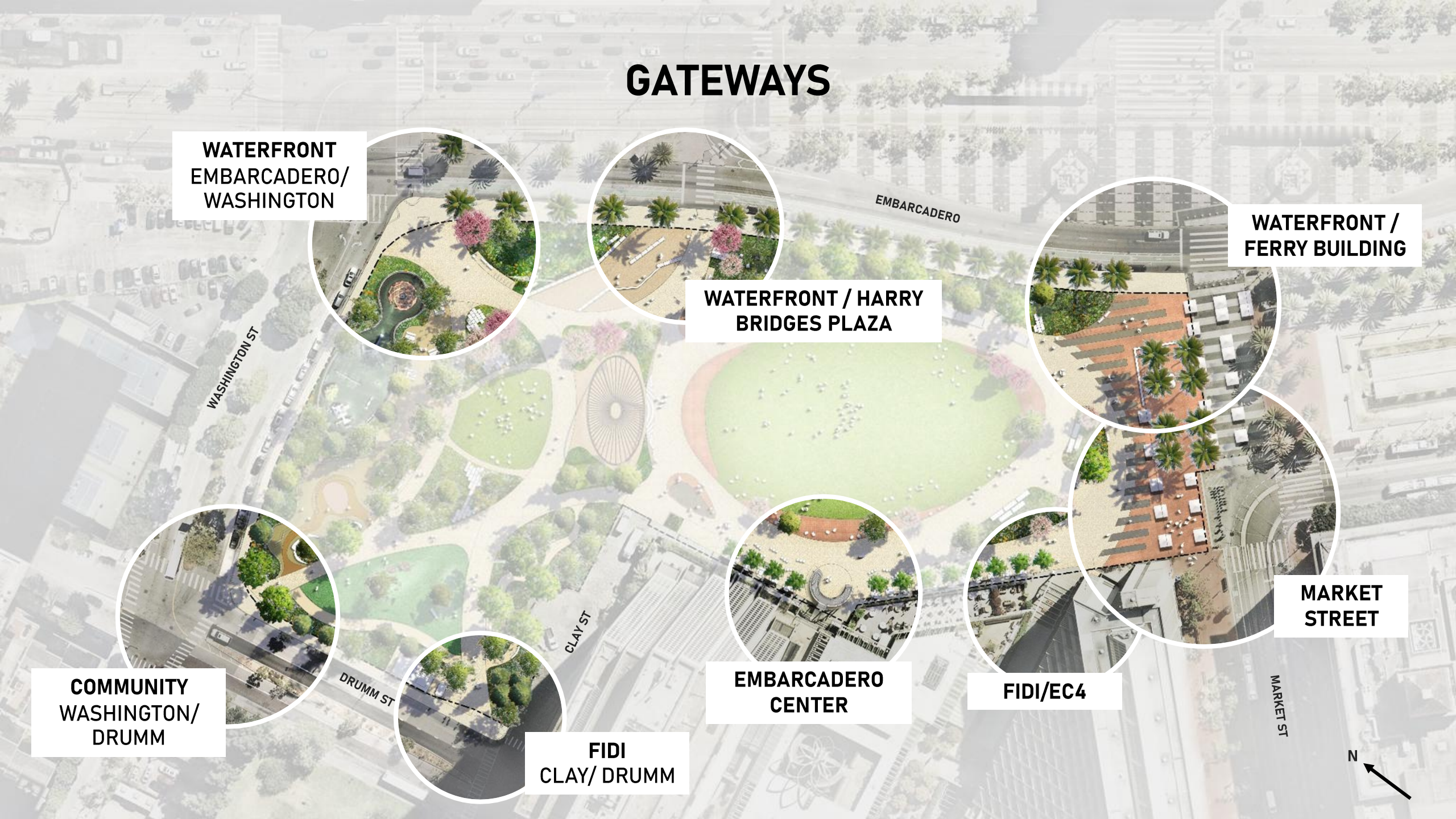
SITE PLAN



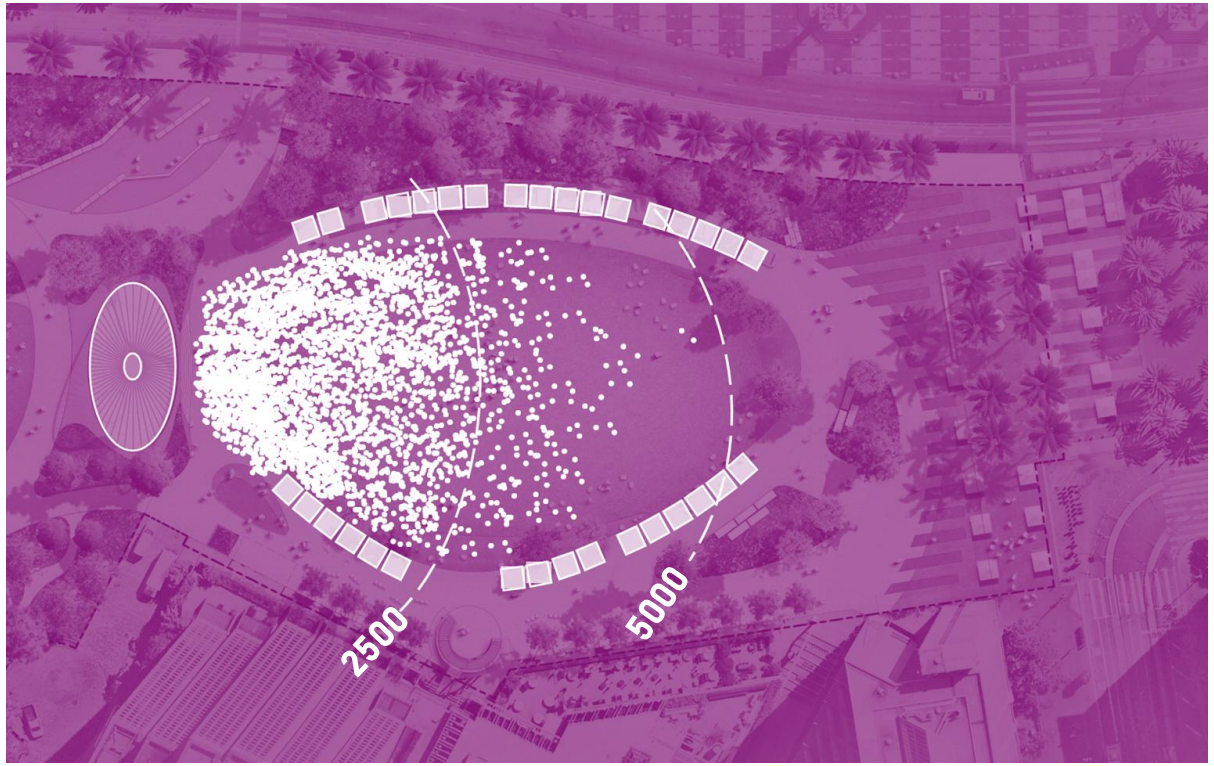
KEY PROGRAM AREAS



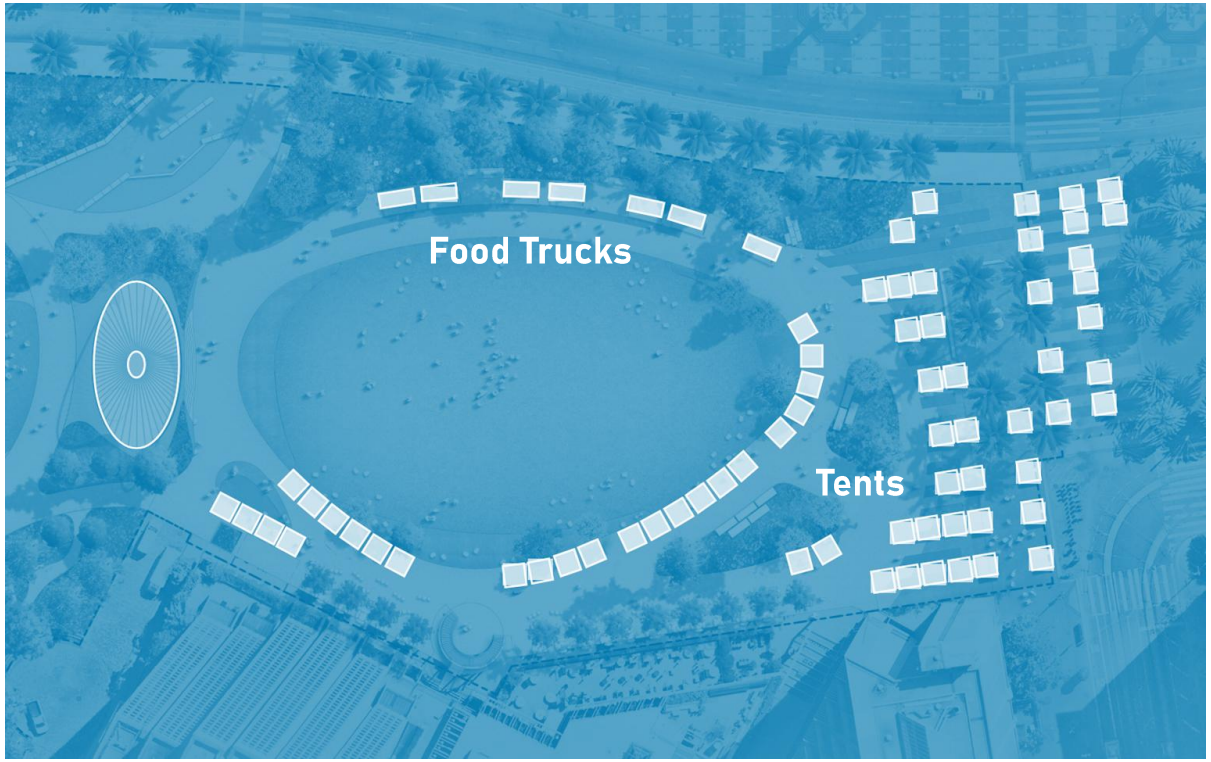
GATEWAYS


WATERFRONT
EMBARCADERO/
WASHINGTON
WATERFRONT / HARRY
BRIDGES PLAZA
WATERFRONT /
FERRY BUILDING
MARKET
STREET
EMBARCADERO
CENTER
FIDI/EC4
COMMUNITY
WASHINGTON/
DRUMM
FIDI
CLAY/ DRUMM
WASHINGTON ST
DRUMM ST
CLAY ST
MARKET ST
EMBARCADERO
N

PARK ACTIVATION



PERFORMANCES / EVENTS
2500-5000 PEOPLE



FESTIVALS
7 FOOD TRUCKS
50-65 TENTS

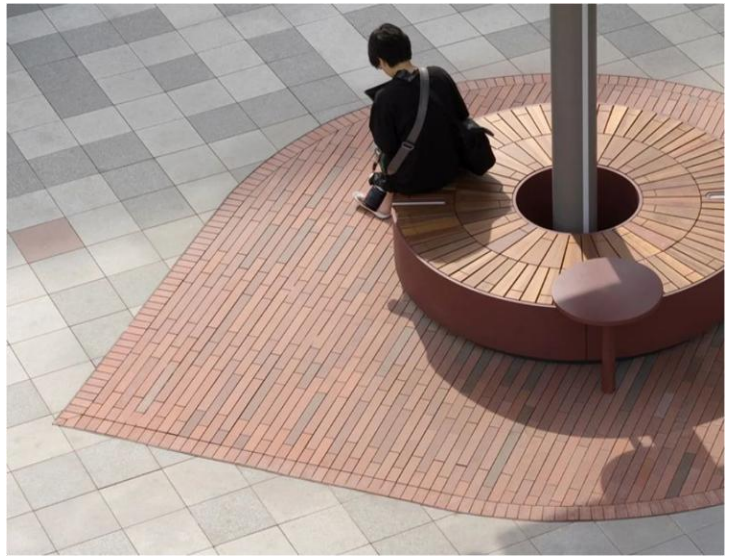


A WALK AROUND EMBARCADERO PARK

GATEWAY FROM EMBARCADERO

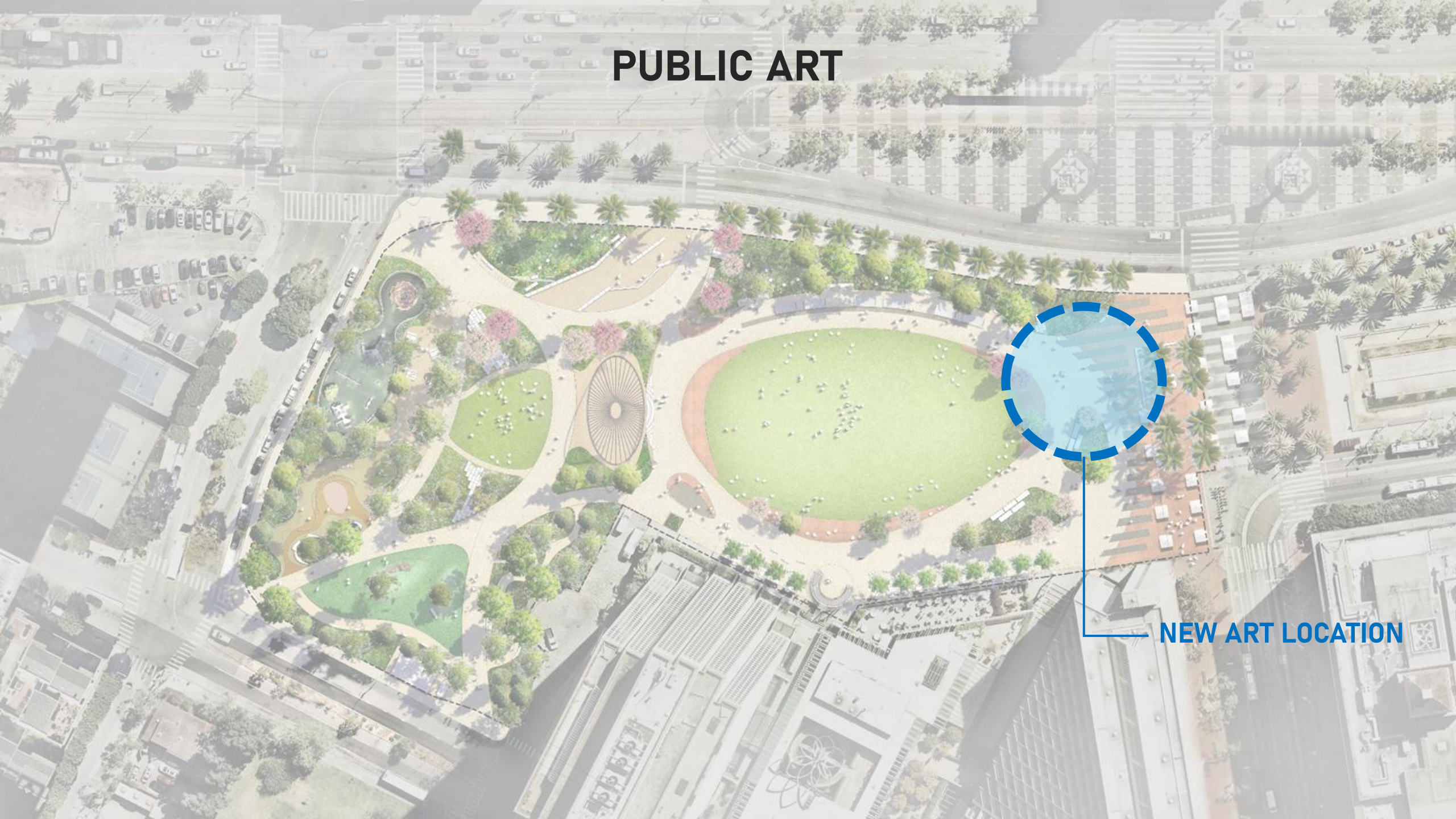




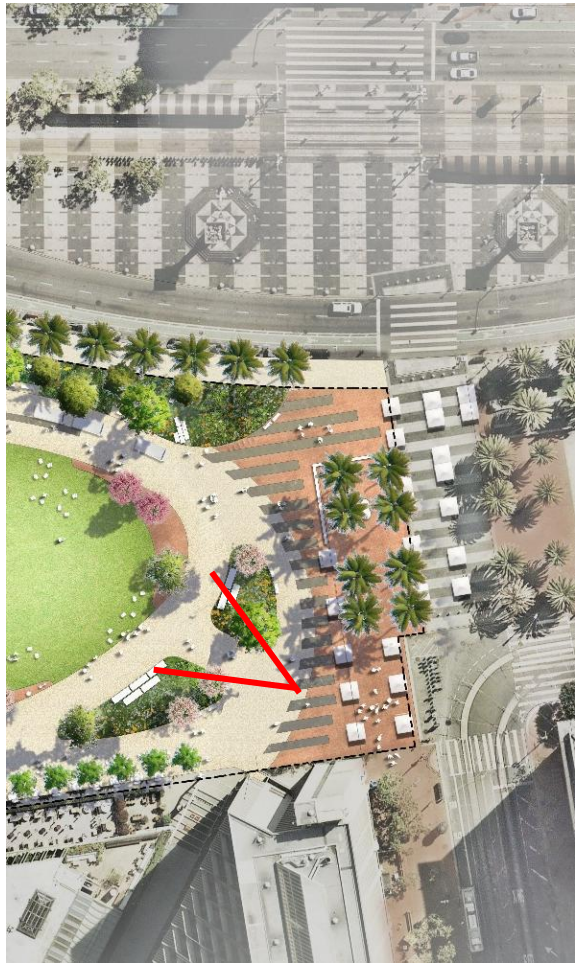




PUBLIC ART



GATEWAY FROM MARKET STREET





GREAT LAWN



EMBARCADERO GARDENS









COMMUNITY LAWN





INTERPRETIVE PLATFORM MATERIALS



VAILLANCOURT FOUNTAIN



SIERRA WHITE GRANITE



FLAMED TOP + QUARRY DRILL FINISH

INTERPRETIVE PLATFORMS AT COMMUNITY LAWN













PUBLIC ART

PROPOSED ART RELOCATION

Movement: The First 100 Years
(Korean Monument) by Man Lin Choi





UPCOMING DESIGN DEVELOPMENT STUDIES

MATERIALITY



CONCRETE PAVING + CUSTOM COLOR AND FINISH



BRICK PAVING



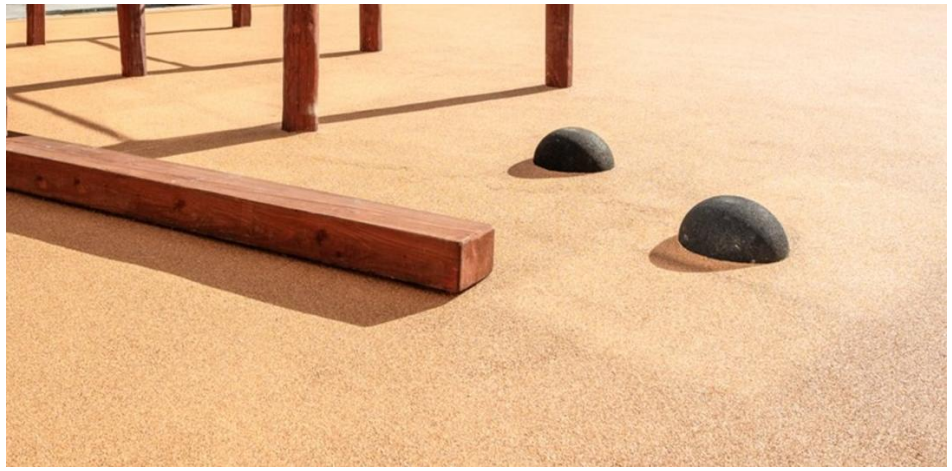
ARTIFICIAL TURF



PERMEABLE CONCRETE



GRANITE BLOCKS



SOFT AGGREGATE SURFACING

GROUND PLANTING PALETTE


ACHILLEA MILLEFOLIUM


AGAPANTHUS AFRICANUS


ARCTOSTAPHYLOS 'EMERALD CARPET'


ARCTOSTAPHYLOS UVA-URSI 'POINT REYES'


ARMERIA MARITIMA


ARTEMISIA CALIFORNICA 'CANYON GRAY'


BACCHARIS PILULARIS 'PIGEON POINT'


BACCHARIS PILULARIS 'TWIN PEAKS'


CALYSTEGIA SOLDANELLA


CAREX TUMULICOLA


CEANOTHUS GRISEUS HORIZONTALIS 'YANKEE POINT'


CEANOTHUS MARITIMUS 'VALLEY VIOLET'


CISTUS X HYBRIDUS


CISTUS X PURPUREUS


ERIGERON GLAUCUS


ERIOGONUM LATIFOLIUM


FRAGARIA CHILOENSIS


FRANGULA CALIFORNICA


GRINDELIA STRICTA


HETEROMELES ARBUTIFOLIA


RHAPHIOLEPIS INDICA 'CLARA'


LIMONIUM CALIFORNICUM


LUPINUS ALBIFRONS


MAHONIA AQUIFOLIUM


MIMULUS AURANTIACUS


RHAMNUS CALIFORNICA 'EVE CASE'


RIBES SANGUINEUM VAR. GLUTINOSUM


SALVIA CLEVELANDII


SALVIA LEUCANTHA


SALVIA LEUCOPHYLLA 'POINT SAL'

SAN FRANCISCO RECREATION & PARKS

SAN FRANCISCO OFFICE OF ECONOMIC & WORKFORCE DEVELOPMENT

SFDDC

bxp

DOWNTOWN SF PARTNERSHIP

OH+K

SAN FRANCISCO PUBLIC WORKS

TREE PLANTING PALETTE


QUERCUS AGRIFOLIA


CERIS OCCIDENTALIS


LYONOTHAMNUS FLORIBUNDUS


PINUS RADIATA


MELALEUCA LINARIFOLIA


QUERCUS SUBER


HESPEROCYPARIS MACROCARPA


PLATANUS RACEMOSA


QUERCUS LOBATA


ACER CIRCINATUM


AESCULUS CALIFORNICA


PRUNUS CERASIFERA


METROSIDEROS EXCELSA


PISTACIA CHINENSIS


GINKGO BILOBA 'AUTUMN GOLD'


OLEA EUROPEA 'SWAN HILL'


LOPHOSTEMON CONFERTUS


LAGERSTROEMIA INDICA X FAURIEI 'NATCHEZ'

SAN FRANCISCO RECREATION & PARKS

SAN FRANCISCO OFFICE OF ECONOMIC & WORKFORCE DEVELOPMENT

SFDDC

bxp

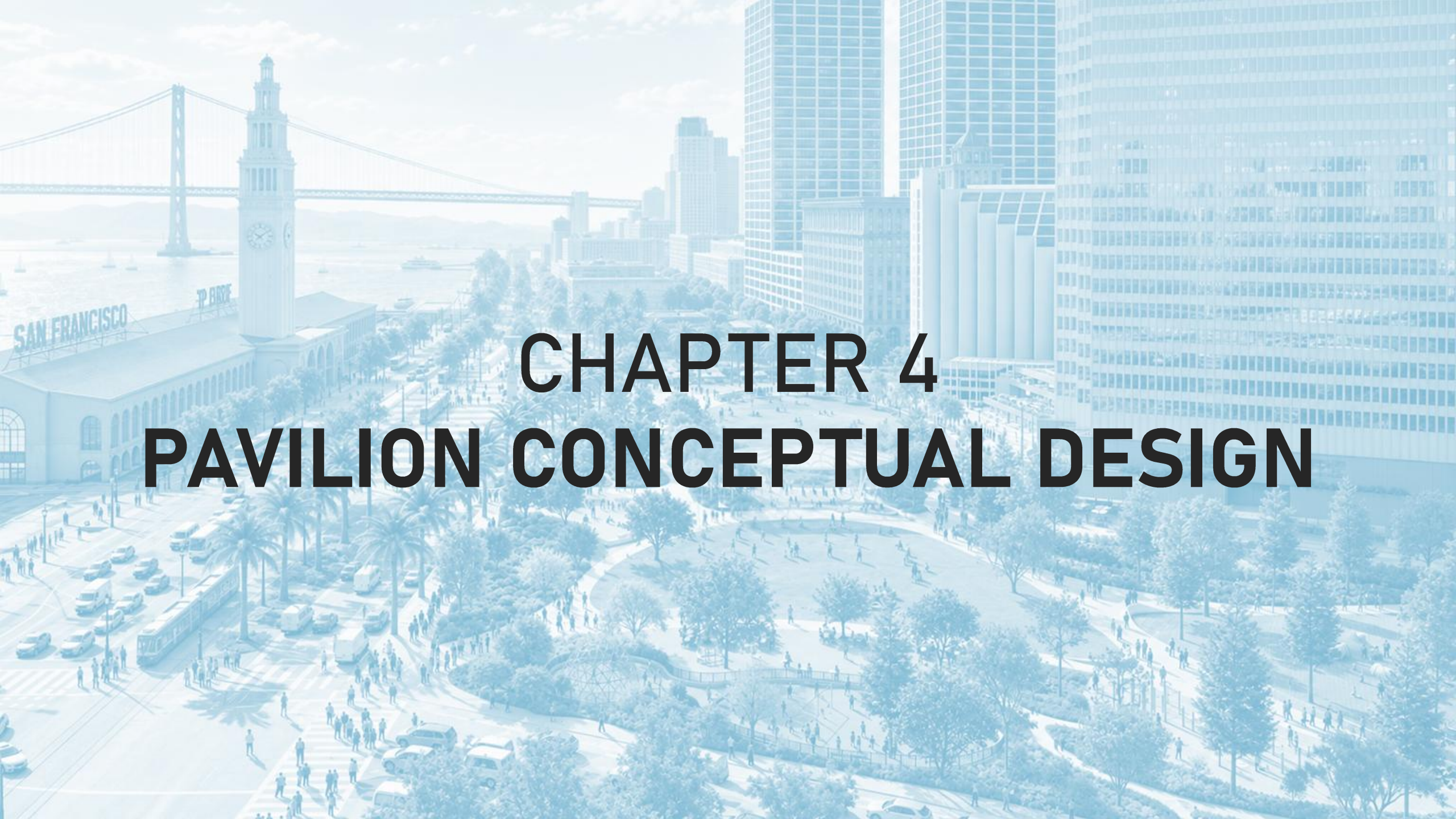
DOWNTOWN SF PARTNERSHIP

OH+K

SAN FRANCISCO PUBLIC WORKS

SCHEMATIC DESIGN SITE PLAN





CHAPTER 4
PAVILION CONCEPTUAL DESIGN

PROJECT PRINCIPLES AND GOALS

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

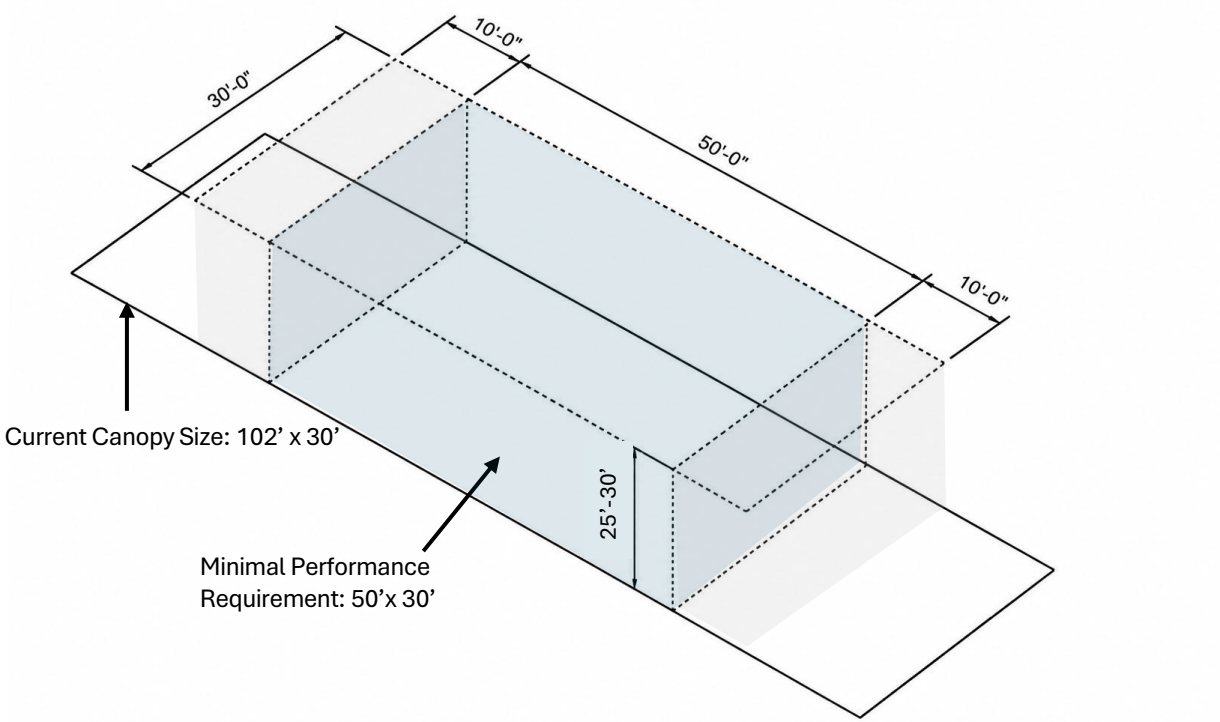
2. Create a welcoming public space with access for all.

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

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

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

DUAL ROLE OF PAVILION AND STAGE



Current Canopy Size: 102’ x 30’

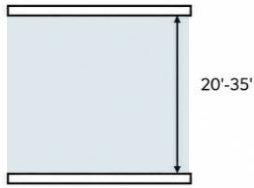
Minimal Performance Requirement: 50’x 30’

Stage Criteria:

- For stage performance clearance 30’x50’, 20’ height min
- Current Canopy Size: 102’ x 30’

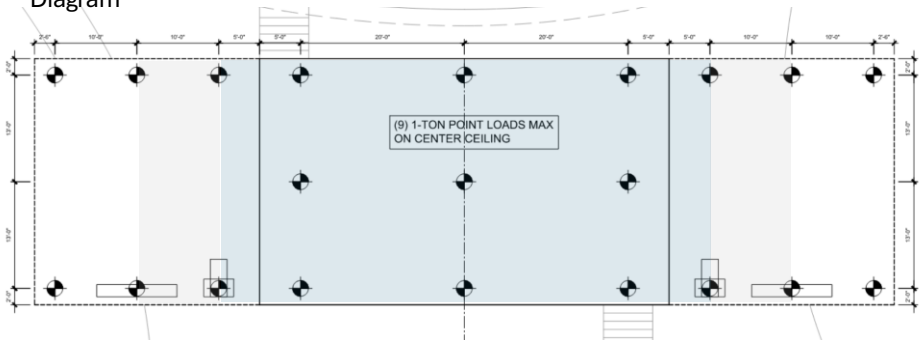


Plan Diagram

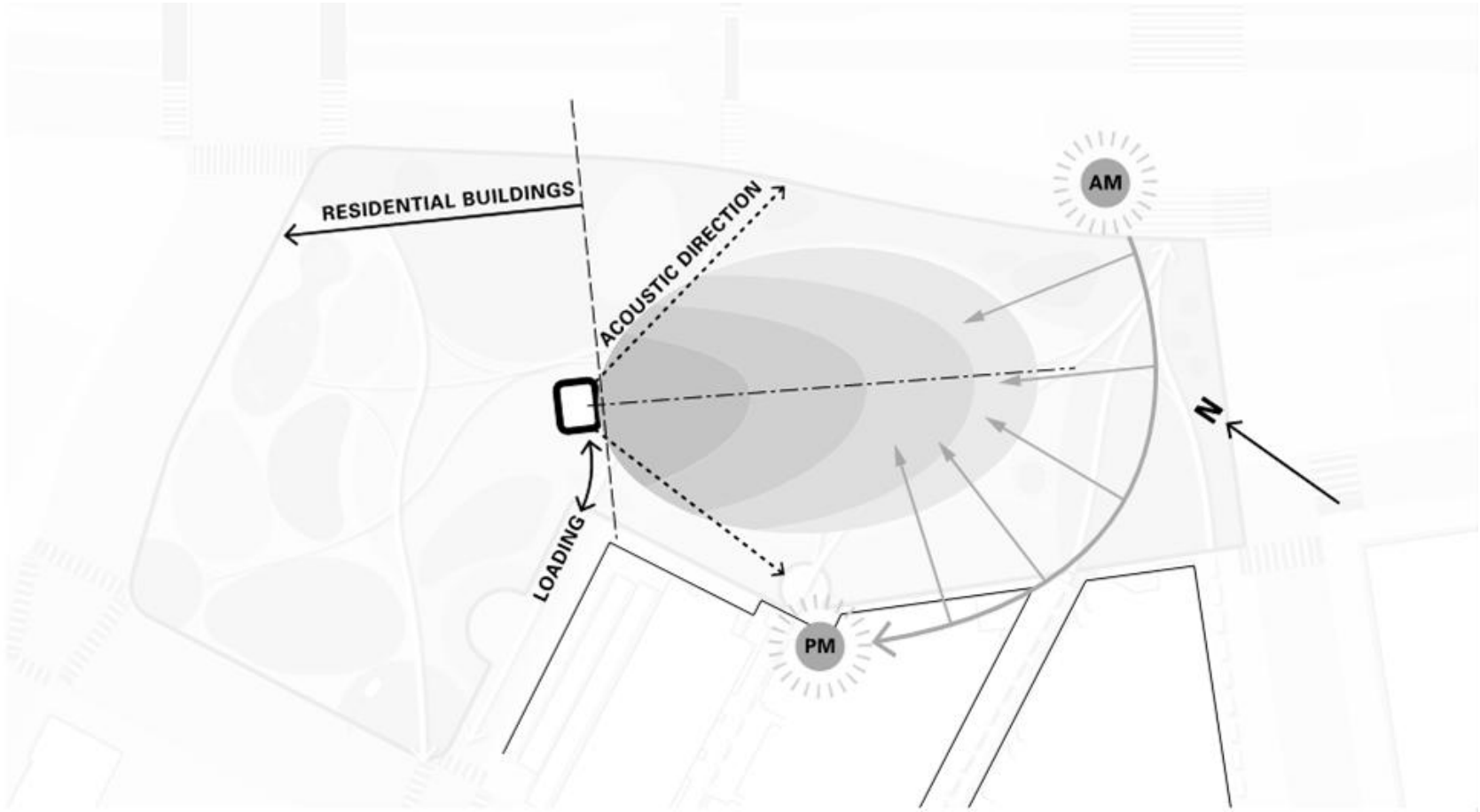


Section Diagram

SD Phase 1-Ton Point Load Diagram

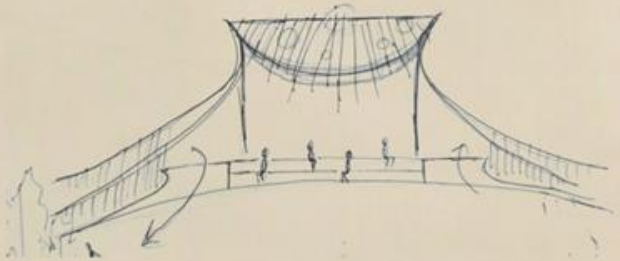


STAGE LOCATION AND ORIENTATION



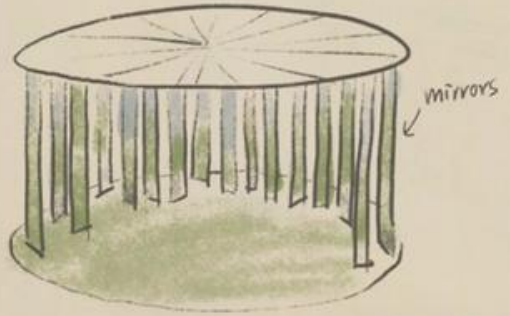


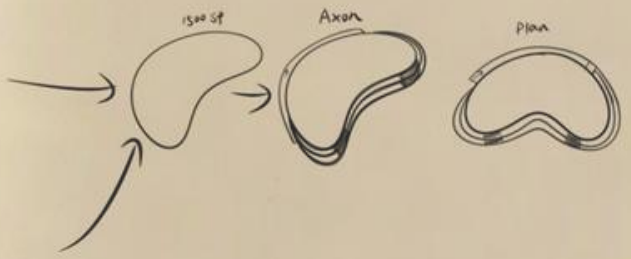






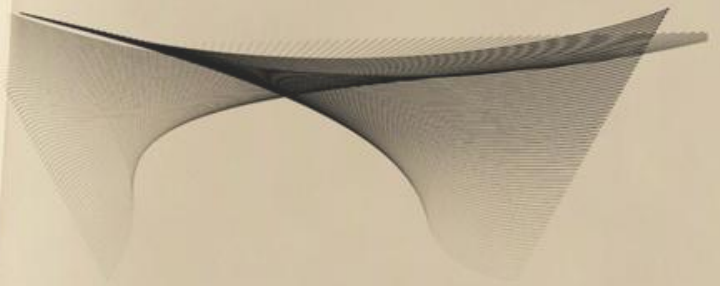
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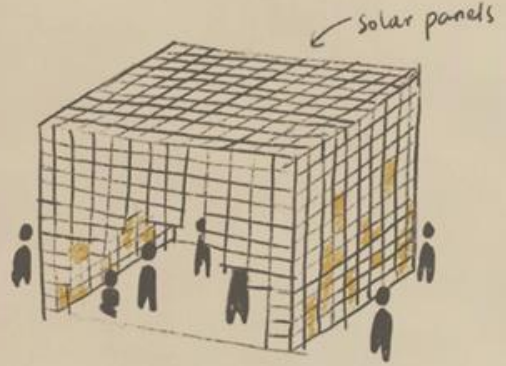










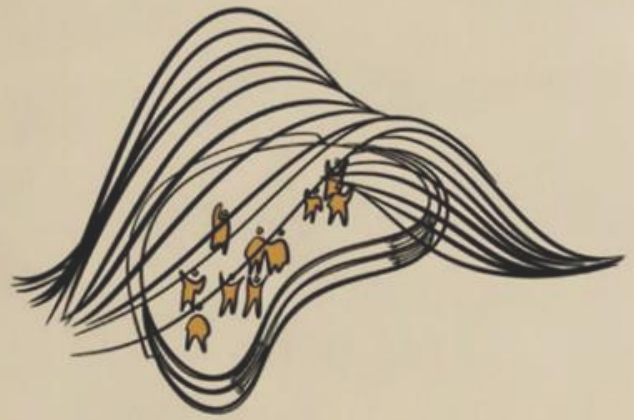




IDEATION









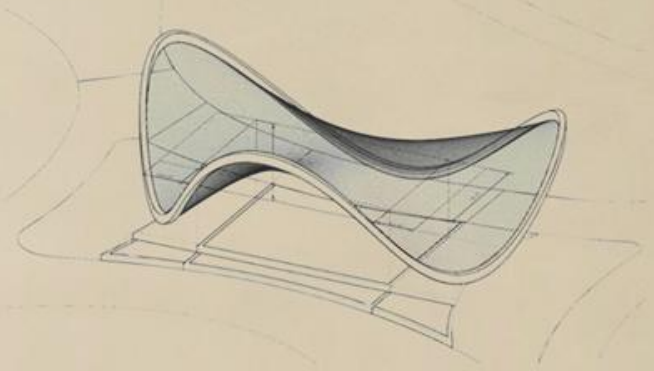


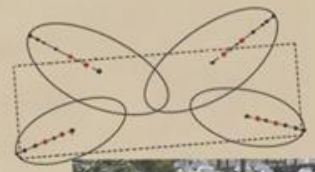






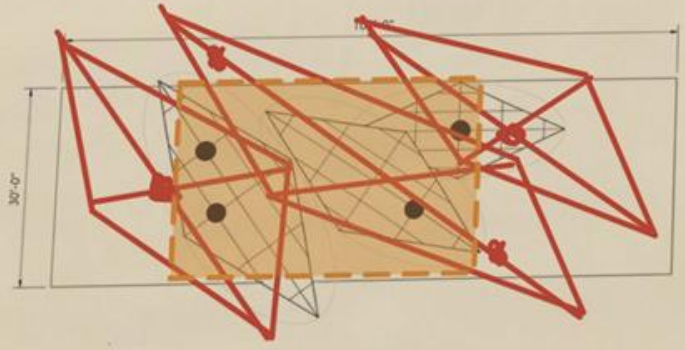






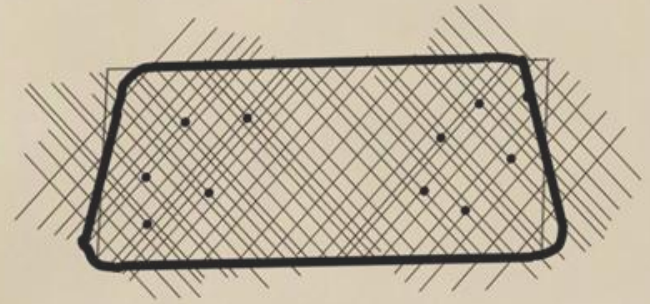


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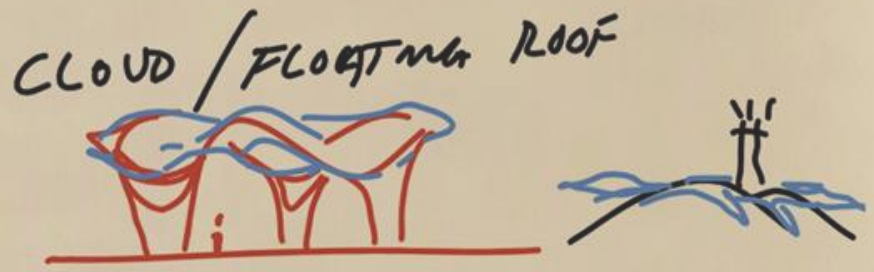












IDEATION



IDEATION



IDEATION



OPTION 1

IDEATION

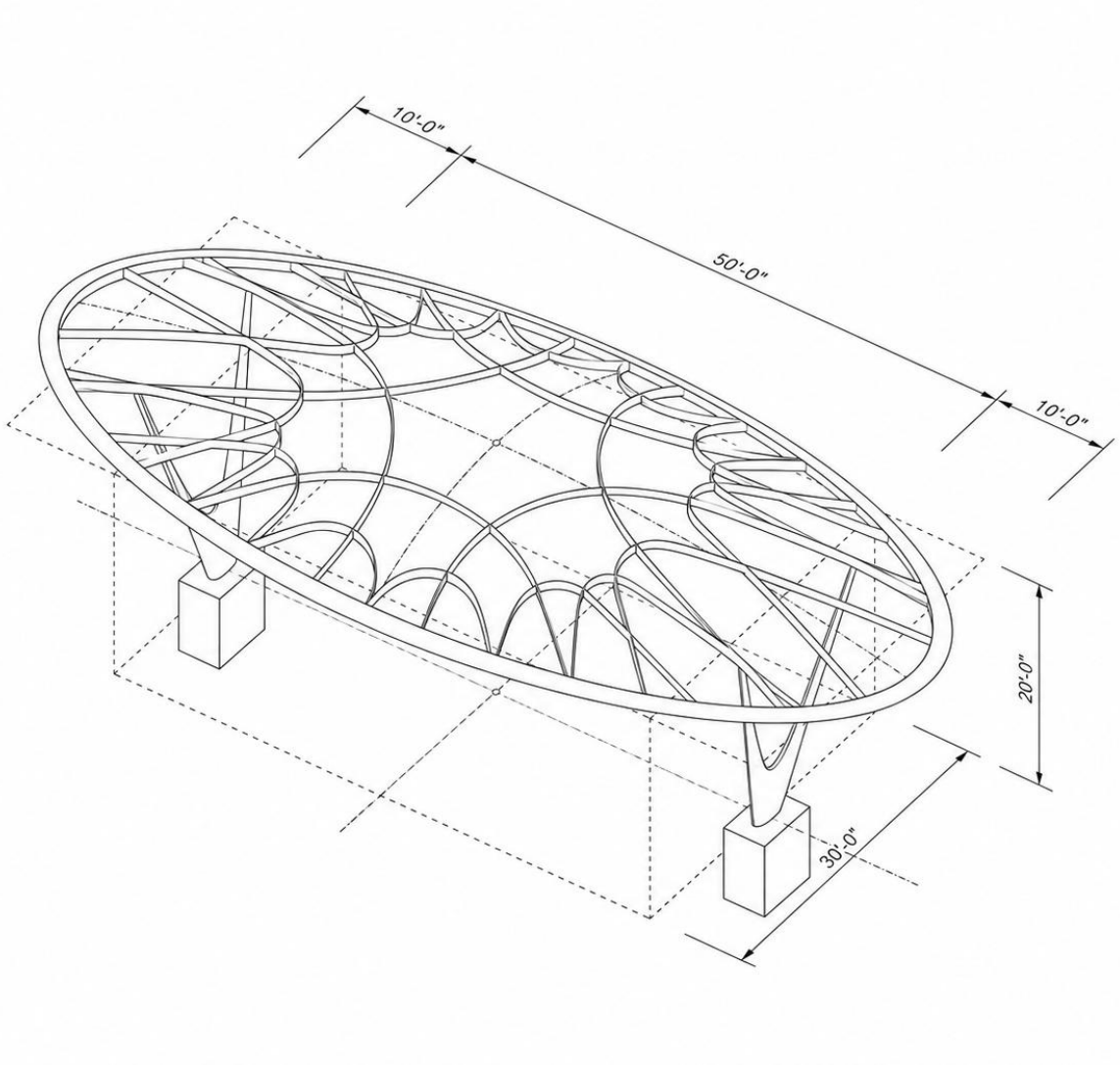




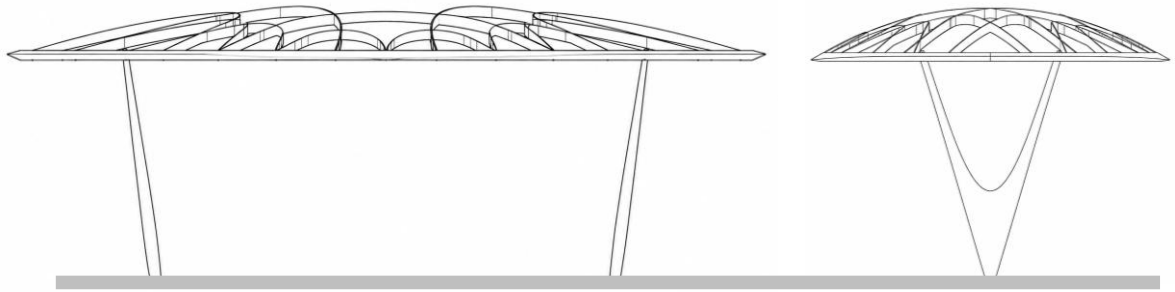


RUTH ASAWA, UNTITLED (TIED-WIRE)

OPTION 1 FORM EXPLORATION & STRUCTURAL OPTIMIZATION

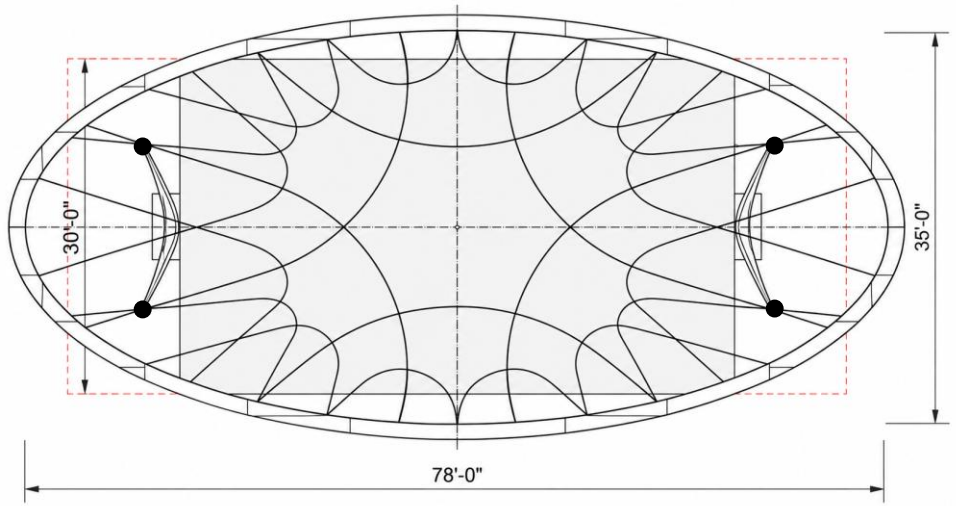


AXON DIAGRAM



ELEVATION - EAST

ELEVATION - NORTH



ROOF PLAN

OPTION 1 SITE PLAN



OPTION 1 AERIAL VIEW









OPTION 2

IDEATION



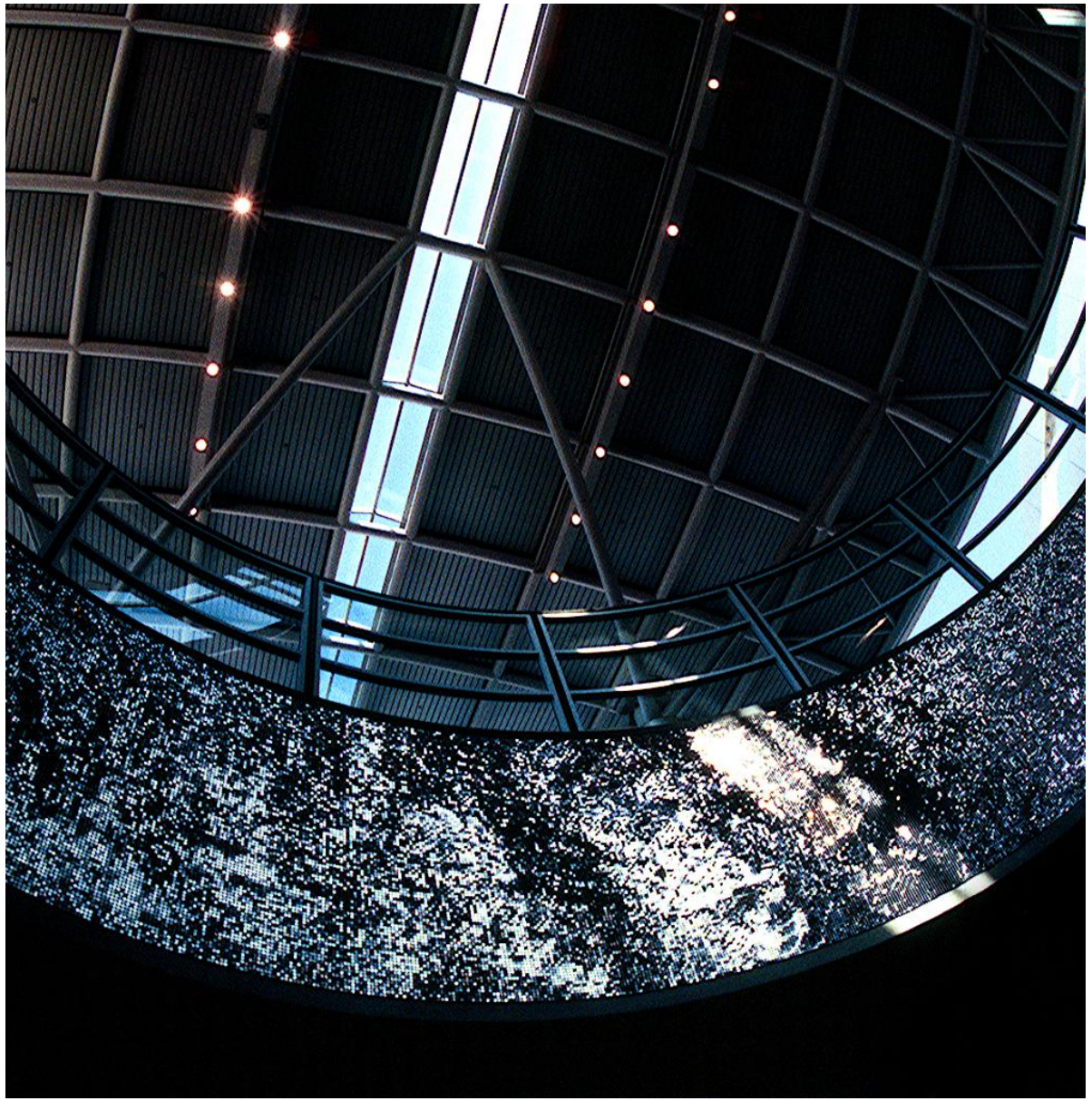
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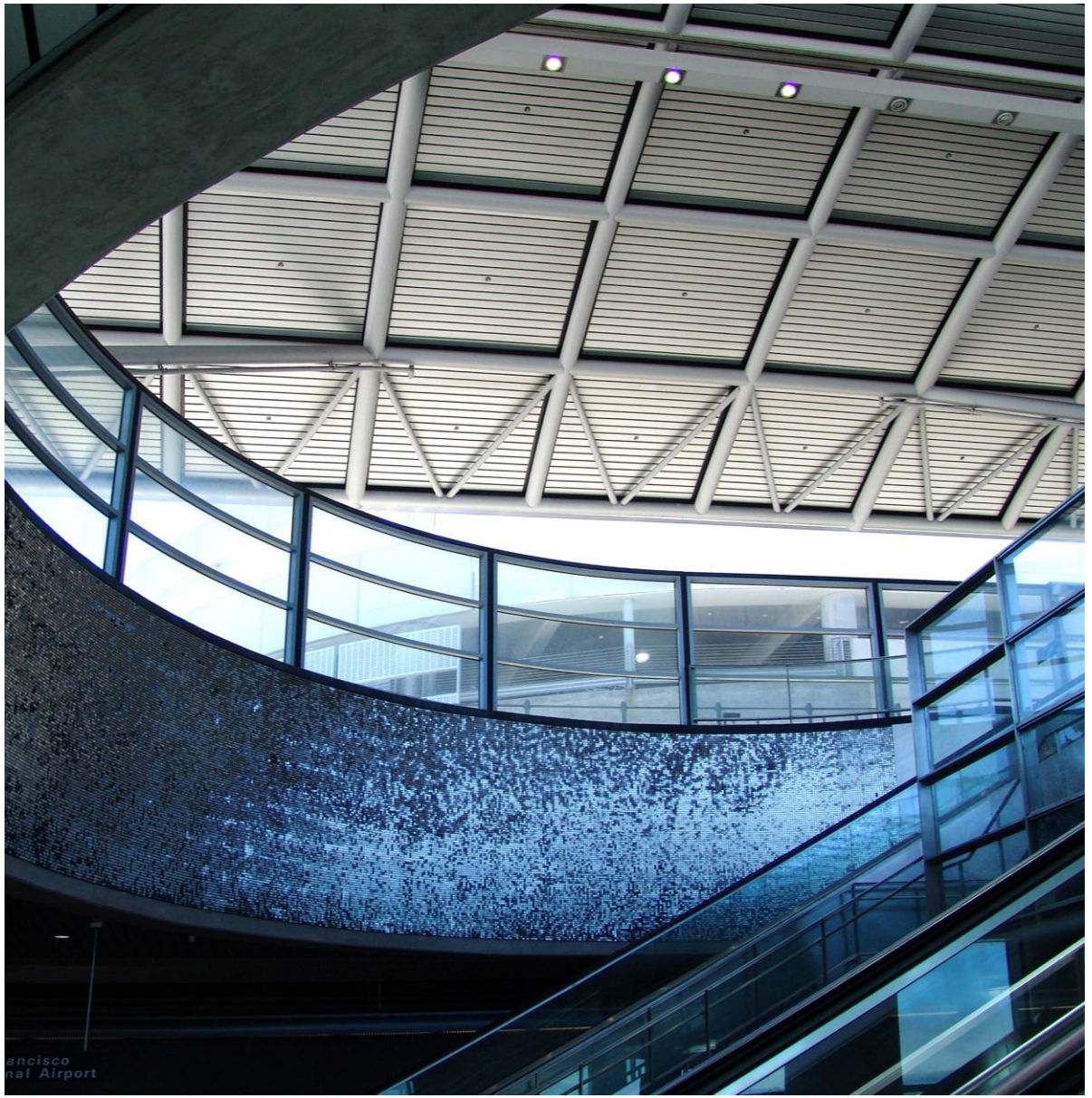












NED KAHN, WIND PORTAL

OPTION 2 SITE PLAN



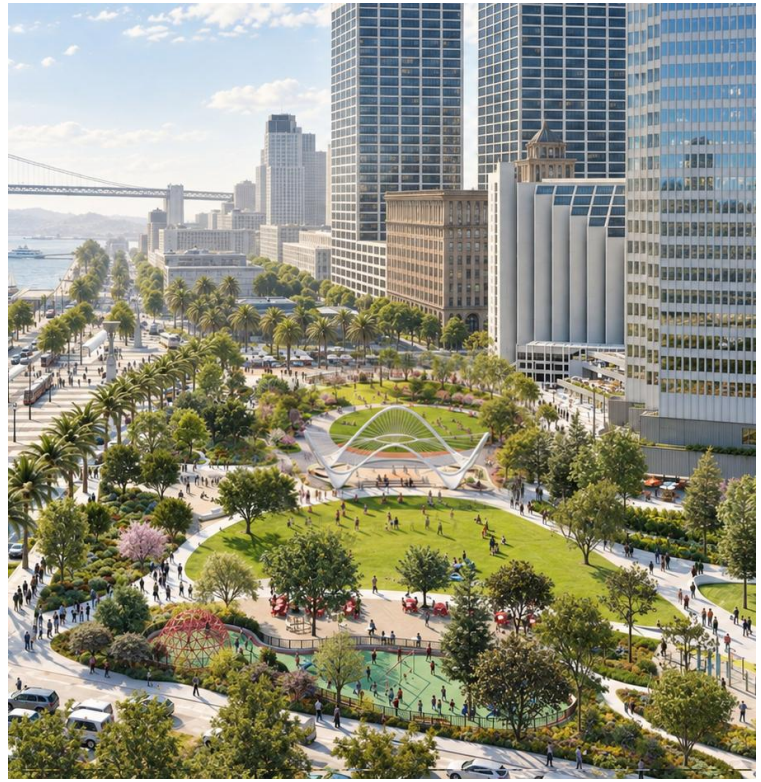
OPTION 2 PAVILION VARIANTS



OPTION 2A



OPTION 2B



OPTION 2C

OPTION 2A AERIAL VIEW




OPTION 2A BACK VIEW

OPTION 2A NIGHT VIEW

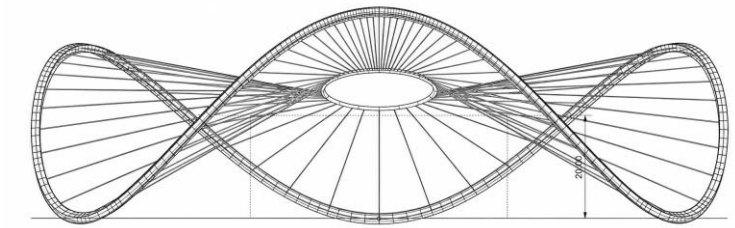


OPTION 2A FRONT VIEW

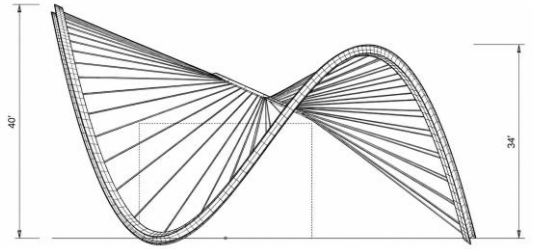


OPTION 2B FORM & CONCEPT EVOLUTION

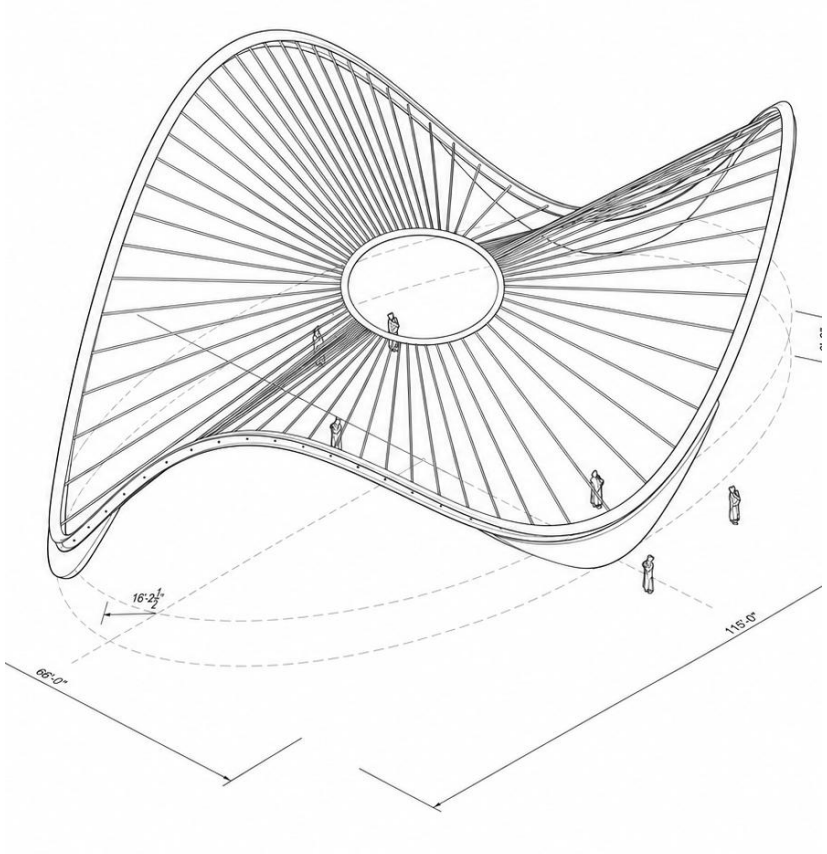
*diagram to be updated with 10’ lift base

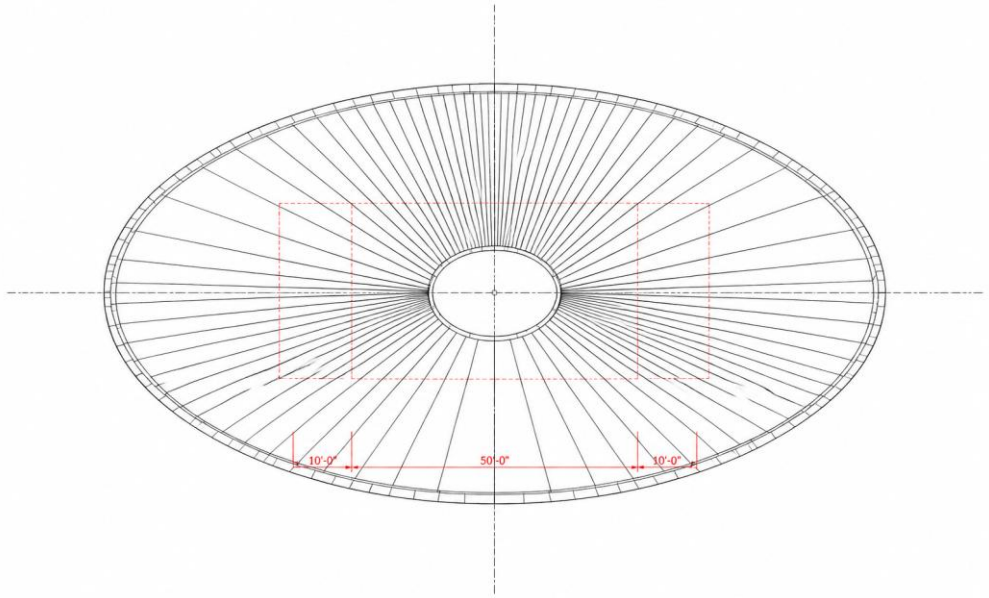


ELEVATION - EAST



ELEVATION - NORTH





ROOF PLAN

OPTION 2B AERIAL VIEW



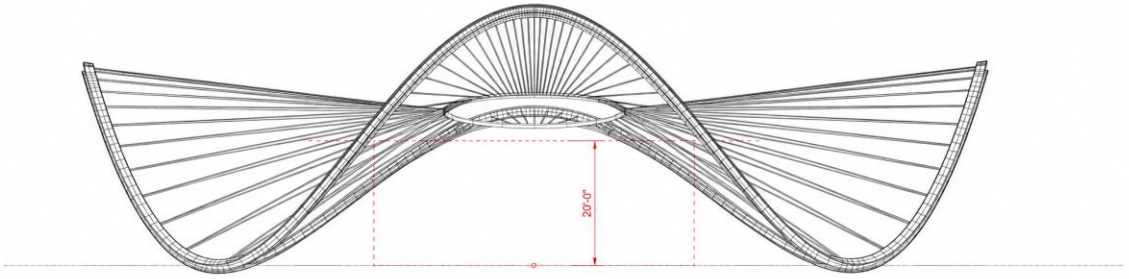

OPTION 2B BACK VIEW


OPTION 2B NIGHT VIEW

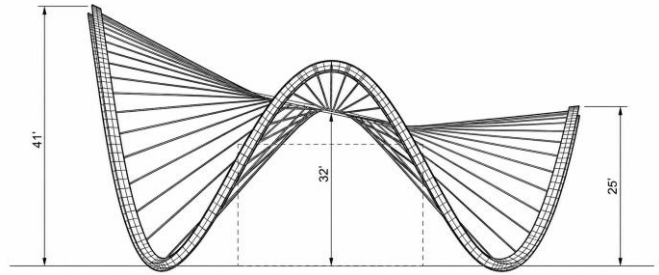

OPTION 2B: FRONT VIEW

OPTION 2C FORM & CONCEPT EVOLUTION

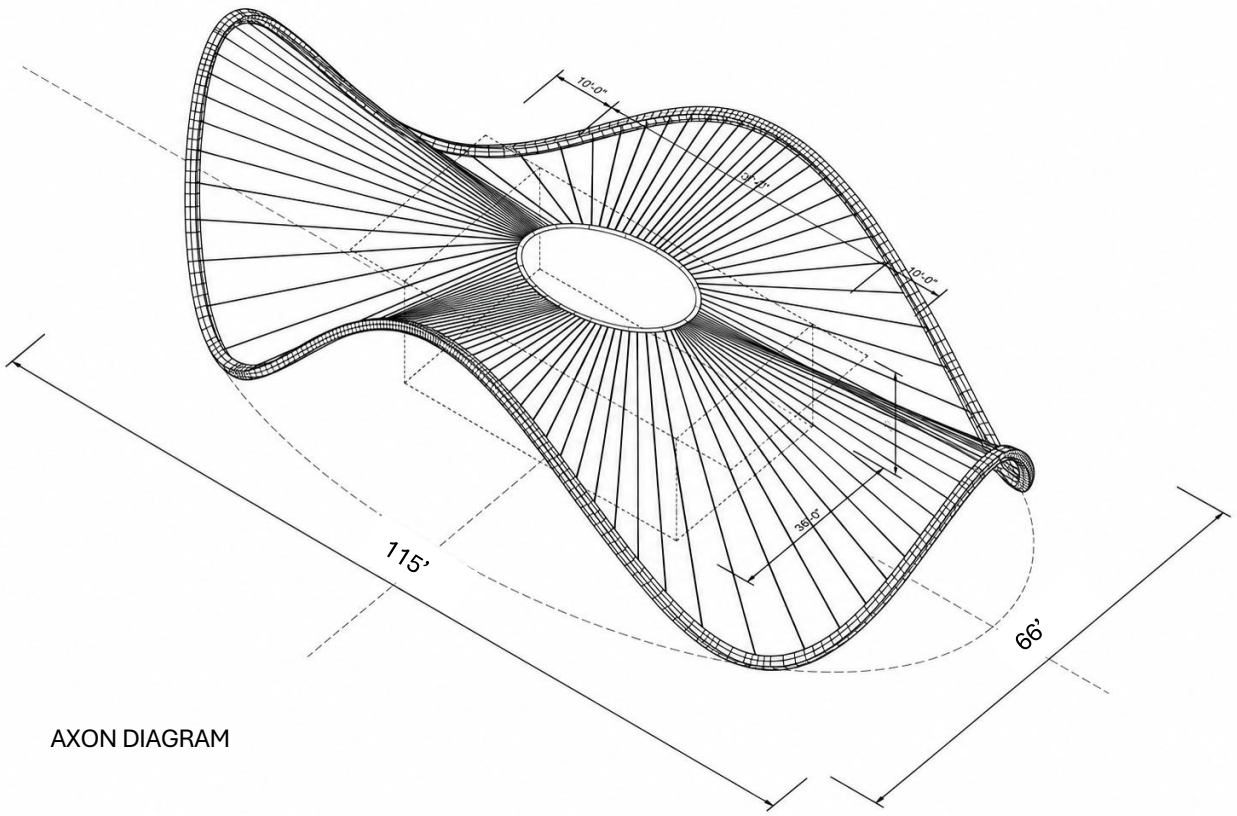
*diagram to be updated with 10’ lift base



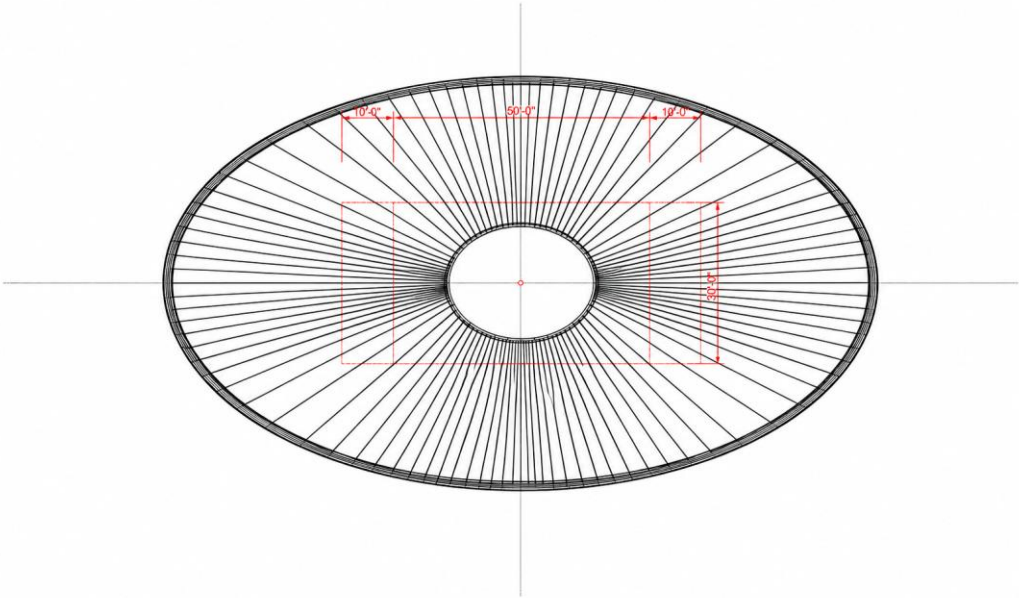
ELEVATION - EAST



ELEVATION - NORTH



AXON DIAGRAM



ROOF PLAN

OPTION 2C AERIAL VIEW



OPTION 2C BACK VIEW



OPTION 2C NIGHT VIEW




OPTION 2C: FRONT VIEW

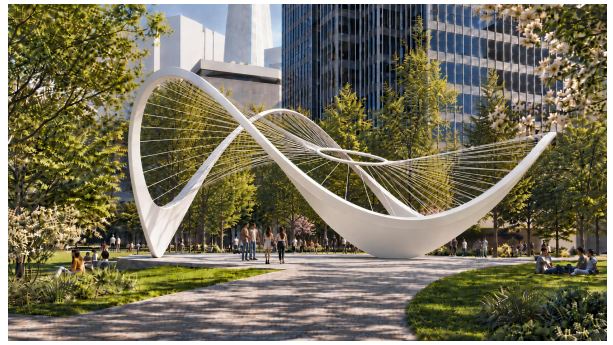
Pavilion Options Recap

Pavilion Options Recap










1

2A

2B

2C



THANK YOU

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SAN FRANCISCO OFFICE OF ECONOMIC & WORKFORCE DEVELOPMENT

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