

From: [Jon Hunt](#)
To: [ChanStaff \(BOS\)](#); [DorseyStaff \(BOS\)](#); [EngardioStaff \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#)
Subject: Support for Embarcadero Plaza Renovation
Date: Tuesday, February 25, 2025 9:50:19 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

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Dear Chair Chan and Supervisors Dorsey and Engardio,

I am writing to support the Embarcadero Plaza & Sue Bierman Park Renovation Project. This project is a public-private partnership that will renovate a public park, which will revive the area and bring forth new opportunities for the city, residents, and businesses. The Accept and Expend item before the Board of Supervisor's Budget Committee on February 26, will bring the project closer to reality.

I work for Paramount Group overseeing office leasing for One Market Plaza and I have seen firsthand the challenges facing the downtown area. My office is located across the street from the proposed project, and I believe the revitalized Embarcadero Plaza and Sue Bierman Park will greatly enhance the neighborhood's appeal. This project will drive tourism, aid in the return to office and boost office leasing in our building which will greatly benefit the neighborhood and surrounding retailers.

This initiative presents a crucial opportunity to restore the vibrancy of our neighborhood, which has seen a noticeable decline in recent years. A revitalized park has the potential to not only breathe new life into the area but also to spur economic growth, attract new businesses, and improve the quality of life for residents and visitors alike.

The importance of moving forward with this project is evident. As time goes on, revitalizing the area becomes more challenging. Businesses are struggling, and vacant spaces are becoming harder to fill. A flourishing, well-maintained park catalyzes economic renewal and attracts both locals and tourists. Moreover, I am optimistic that a busy, well-designed park will encourage healthier, positive engagement.

What makes this project even more compelling is the robust private funding commitments enabling the City to build a \$32 million park with only \$20 million in public funding. This combination of public and private resources ensures we can move forward swiftly and efficiently, maximizing the impact of every dollar spent.

Thanks for your support with this project. I hope you will vote in favor of this transformative project that will make a lasting and positive impact in our neighborhood and City.

Sincerely,
Jonathon Hunt

Jon Hunt

Assistant Vice President – Leasing

Paramount Group
One Market Plaza, Steuart Tower, Suite 1470
San Francisco, CA 94105
Direct: +1 415.814.6473
jhunt@pgre.com
www.pgre.com

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From: [John Dunlap](#)
To: [ChanStaff \(BOS\)](#); [DorseyStaff \(BOS\)](#); [EngardioStaff \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [RSilver](#); [John Dunlap](#)
Subject: SUPPORT FOR EMBARCADERO PLAZA AND SUE BIERMAN PARK RENOVATION PROJECT
Date: Tuesday, February 25, 2025 2:18:22 PM

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Dear Chair Chan and Supervisors Dorsey and Engardio,

I am writing to let you know of my strong support for the Embarcadero Plaza & Sue Bierman Park Renovation Project. This project is a public-private partnership that will renovate an important public park, which will serve to help revive the area and bring forth new opportunities for the city, residents, and businesses. The Accept and Expend item before the Board of Supervisor's Budget Committee on February 26, will bring the project closer to reality.

I am an 8-year resident of the FIDI area of San Francisco and serve as the HOA President of a 76-unit historic building on Market Street and a weekly shopper and diner at the Ferry Building and Embarcadero District.

This initiative presents an important opportunity to restore the vibrancy of our neighborhood, which has seen a noticeable decline in recent years. A revitalized park has the potential to not only breathe new life into the area but also to spur economic growth, attract new businesses, and improve the quality of life for residents and visitors alike. This is something our city needs.

The importance of moving forward with this project is evident. As time goes on, revitalizing the area becomes more challenging. Businesses are struggling, and vacant spaces are becoming harder to fill. A flourishing, well-maintained park catalyzes economic renewal and attracts both locals and tourists. Moreover, I am optimistic that a busy, well-designed park will encourage healthier, positive engagement and will serve as an invitation to visitors.

What makes this project even more compelling is the robust private funding commitments enabling the City to build a \$32 million park with only \$20 million in public funding. This combination of public and private resources ensures we can move forward swiftly and efficiently, maximizing the impact of every dollar spent.

Thanks for your support and leadership it is noted and appreciated. I hope you will vote in support of this transformative project that will make an important and lasting impact on our neighborhood and City.

Sincerely,

John D. Dunlap, III

President, 690 Market Street HOA

690 Market Street, Unit 202 San Francisco, CA 94104

Phone: (916) 290-3842

Email: john@dunlapgrp.com

From: [Madeleine Trembley](#)
To: [ChanStaff \(BOS\)](#); [DorseyStaff \(BOS\)](#); [EngardioStaff \(BOS\)](#); [Jalipa, Brent \(BOS\)](#)
Subject: Embarcadero Plaza Project
Date: Tuesday, February 25, 2025 5:06:34 PM
Importance: High

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Chair Chan, Supervisors Dorsey and Engardio,

I am writing to support the Embarcadero Plaza & Sue Bierman Park Renovation Project. This public-private partnership aims to renovate a public park, revitalize the surrounding area, and create new opportunities for the city, its residents, and businesses. The Accept and Expend item before the Board of Supervisors Budget Committee on February 26 will bring this project closer to fruition.

I have resided in the Gateway for 14 years and have served as President of the Gateway Tenants Association for the past four years. The COVID-19 pandemic brought our area to a standstill, and we are now eager to support efforts to revive our community. While we acknowledge concerns, we believe investing in the Embarcadero and Sue Bierman areas would be a welcome development in this prime land in San Francisco.

This initiative presents a pivotal opportunity to restore the vibrancy of our neighborhood, which has experienced a discernible decline in recent years. A revitalized park possesses the potential to not only breathe new life into the area but also to catalyze economic growth, attract new businesses, and enhance the quality of life for residents and visitors alike.

I think the urgency of expediting this project is evident. As time passes, revitalizing the area becomes increasingly challenging. Businesses are struggling, and vacant spaces are becoming more difficult to fill. A flourishing, well-maintained park can catalyze economic renewal and attract both local and tourist patrons. Furthermore, I am optimistic that a bustling, well-designed park will encourage healthier, positive engagement.

Substantial private funding commitments further enhance the appeal of this project. These commitments enable the City to construct a \$32 million park with only \$20 million in public funding. This combination of public and private resources ensures that we can proceed swiftly and efficiently, maximizing the impact of every dollar invested.

I would be grateful for your support of this transformative project that will have a lasting and positive impact on our neighborhood and the City.

Sincerely,

Madeleine
Madeleine Trembley
President
415-309-2441



GATEWAY TENANTS ASSOCIATION

From: [Phyllis Goodman](#)
To: [ChanStaff \(BOS\)](#); [DorseyStaff \(BOS\)](#); [EngardioStaff \(BOS\)](#); [Jalipa, Brent \(BOS\)](#)
Date: Tuesday, February 25, 2025 5:57:52 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Chair Chan and Supervisors Dorsey and Engardio,

I am writing to support the Embarcadero Plaza & Sue Bierman Park Renovation Project. This project is a public-private partnership that will renovate a public park, which will revive the area and bring forth new opportunities for the city, residents, and businesses. The Accept and Expend item before the Board of Supervisors's Budget Committee on February 26, will bring the project closer to reality.

I've lived in The Gateway, the apartment complex that sits next to Sue Bierman Park, for a total of 11 years, and am invested in this neighborhood and all it has to offer. I walk in Sue Bierman Park often, and love seeing the children playing there. I shop in the Ferry Building Farmer's Market every Saturday. And I marvel at the parrot serenade that often takes place in the Park, courtesy of the Telegraph Hill parrot choir.

I am discouraged at the decline I've seen in the neighborhood over the past few years, and urge you to take on this project for the benefit of all San Franciscan's, not just those who live nearby.

This initiative presents a crucial opportunity to restore the vibrancy of our neighborhood, which has seen a noticeable decline in recent years. A revitalized park has the potential to not only breathe new life into the area but also

to spur economic growth, attract new businesses, and improve the quality of life for residents and visitors alike.

The importance of moving forward with this project is evident. As time goes on, revitalizing the area becomes more challenging.

Businesses are struggling, and vacant spaces are becoming harder to fill. A flourishing, well-maintained park catalyzes economic renewal and attracts both locals and tourists.

Moreover, I am optimistic that a busy, well-designed park will encourage healthier, positive engagement.

What makes this project even more compelling is the robust private funding commitments enabling the City to build a \$32 million park with only \$20 million in public funding. This combination of public and private resources ensures we can move forward swiftly and efficiently, maximizing the impact of every dollar spent.

Thanks for your support with this project. I hope you will vote in favor of this transformative project that will make a lasting and positive impact in our neighborhood and City.]

Sincerely,
[INSERT YOUR NAME HERE]

--

Phyllis L. Goodman

925-708-9595

plgoodman7@gmail.com

From: [Alec Bash](#)
To: [ChanStaff \(BOS\)](#); [DorseyStaff \(BOS\)](#); [EngardioStaff \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Madeleine Trembley](#)
Subject: Support for Budget & Finance Committee Item 12 - Park & Plaza Renovation
Date: Tuesday, February 25, 2025 9:16:28 PM

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Dear Supervisors Chan, Dorsey & Engardio,

I am writing to urge your Committee's support for accepting and expending funds for the renovation of the Embarcadero Plaza and Sue Bierman Park. This is a tremendous opportunity for the City to create a major waterfront amenity on its land across from the beautifully renovated Ferry Building, an attraction and resource for the people of San Francisco and all its visitors.

I'm a 5-year resident of the 1254-unit [Gateway Apartments and Townhomes](#), and the [Gateway Tenants Association](#) VP for External Affairs. I've also served on the Port's advisory groups for this waterfront ever since retiring from the Port of San Francisco in 2001 as Waterfront Planner--Special Projects, following 25 years at the San Francisco Planning Department which I left as Deputy Assistant Director in 1997.

The Embarcadero Plaza is an embarrassment as it now exists. The sunken bricks will never be attractive, the fountain dividing that from Sue Bierman Park following the Embarcadero Freeway demolition is at best the ghost of the freeway that was, an enormous relic splitting what should be a grand public place.

The Port has been able to accomplish so much on the waterfront since the freeway came down due to its creativity in seeking public-private partnerships at the Ferry Building and the historically renovated Piers nearby. This opportunity now for the City we must not let go by.

As a final point, strengthening this link between the Ferry Building Waterfront and our Downtown through the Embarcadero Center, One Maritime Plaza and the Gateway--all part of the 1959 [Embarcadero - Lower Market \(Golden Gateway\) Redevelopment Plan](#)--supports the Downtown revitalization we so need, while also helping bring tenants into the many vacant storefronts in our vicinity. We at The Gateway, by far your largest concentration of Downtown residents, believe this park renovation an essential part of the meeting City's goals.

Thank you,
Alec Bash, AICP
155 Jackson Street
San Francisco CA 94111
415.999.6273

From: [Phyllis Goodman](#)
To: [ChanStaff \(BOS\)](#); [DorseyStaff \(BOS\)](#); [EngardioStaff \(BOS\)](#); [Jalipa, Brent \(BOS\)](#)
Subject: Sue Birman Park and Embarcadero Plaza Renovation Project
Date: Tuesday, February 25, 2025 7:04:33 PM

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**THIS LETTER REPLACES THE ONE SENT FROM ME AT 5:56 PM,
FEBRUARY 25, 2025**

Dear Chair Chan and Supervisors Dorsey and Engardio,

I am writing to support the Embarcadero Plaza and Sue Bierman Park Renovation Project. This project is a public-private partnership that will renovate a public park, which will revive the area and bring new opportunities for the city and its residents and businesses. The Accept and Expend item before the Board of Supervisors Budget Committee on February 26 will bring the project closer to reality.

I've lived in The Gateway, the apartment complex that borders Sue Bierman Park, for a total of 11 years, and am invested in seeing this neighborhood thrive. I walk in the Park often, and love seeing the children playing there. I shop in the Ferry Building Farmer's Market every Saturday. And I marvel at the parrot serenade that often takes place in the Park, courtesy of the Telegraph Hill parrot choir.

This initiative presents a crucial opportunity to restore the vibrancy of our neighborhood, which has seen a noticeable decline in recent years. A revitalized park has the potential to not only breathe new life into the area but also to spur economic growth, attract new businesses, and improve the quality of life for residents and visitors alike.

As time goes on, revitalizing the area becomes more challenging. Businesses are struggling, and vacant spaces are becoming harder to fill. A flourishing, well-maintained park catalyzes economic renewal and attracts both locals and tourists. Moreover, I believe that a busy, well-designed park will encourage healthier, positive engagement.

What makes this project even more compelling is the robust private funding commitments which will enabled the City to build a \$32 million park with only \$20 million in public funding. This combination of public and private resources ensures we can move forward swiftly and efficiently, maximizing the impact of every dollar spent.

I hope you will vote in favor of this transformative project that will make a lasting and positive impact on our neighborhood and our City.

Sincerely,
Phyllis L. Goodman
405 Davis Court
San Francisco, CA 94111

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Phyllis L. Goodman
925-708-9595
plgoodman7@gmail.com