



TO: Nick Foster
San Francisco Planning Department
1650 Mission Street
San Francisco, CA 94103

FROM: Don Bragg

DATE: March 1, 2019

RE: 3333 Cal SF – NOPDR #1 Response

Dear Mr. Foster,

Since 2015, the project sponsor team has had over 140 meetings with the community, including all-community meetings, neighborhood organization board meetings, retail organizations and meetings with individual neighbors. Changes that we have made between the PPA and the most recent Planning Application to the project in response to community feedback include:

- The open space framework was reconfigured to create internal blocks with private rear yards and publicly accessible open space as an extension of the neighborhood street grid.
- “Market Plaza” was reduced in size to become “Cypress Square” due to concerns about its large size. The space is now envisioned as a more internal local-serving, quiet pocket park. In this current resubmittal, the design of the plaza was further refined to create a more intimate and useable neighborhood-scaled open space.
- “Hilltop Park” was enlarged to maintain a large, contiguous green zone at “Euclid Green,” providing a privately owned and publicly-accessible community park for the neighborhood to enjoy.
- In response to comments about the stairs leading from California Street to Cypress Square, Cypress Stairs was angled to provide a view into the plaza from California Street focusing on the existing cypress trees.
- The commercial building on Presidio was eliminated in response to concerns about loss of open space on Presidio and California Street. In response to this community feedback, a new landscaped and hardscaped plaza at Pine Street steps was created. The new plaza at Pine Street Steps was inspired by the Muir Woods California Landscape, and it is designed to create an experience simulating the experience of strolling in a redwood grove.
- The auditorium was eliminated after community feedback and concerns about drawing people from outside for special events and lectures.
- The attached building on Laurel Street was redesigned as 7 detached residential duplexes in response to a request to consider detached buildings on Laurel Street.
- In response to comments from the community about the design of the buildings, the facades and elevations of the California Street buildings (Plaza A, Plaza B and the Walnut Building) were refined to create additional relief and texture to relate to the architectural context of the neighborhood.



- In response to comments made about the Masonic Building, the façade was refined to express horizontality, the corner was redesigned to a flat edge, and the stoops were reconfigured to create a more pedestrian-friendly experience along Masonic Avenue.
- The most recent 2019 resubmittal removes 6 individual curb cuts along Laurel Street for the detached duplexes and the Mayfair Building. Instead, all vehicle access for the duplexes and the Mayfair Building are consolidated to create a single curb cut, freeing up space along Laurel Street for additional landscaping, maintaining street parking and creating a more pedestrian-friendly and safe environment.
- In our 2017 PA Submittal, retail was reduced from 59,915 SF to 54,117 SF in the base project and 48,593 SF for the variant. The current resubmittal further reduces the retail to 40,261 SF in the base project and 34,496 SF in the variant. It eliminates the retail at the corner of Euclid and Masonic avenues, concentrating all retail on California Street to connect Laurel Village to the corner of Presidio and Ella's Café. We believe that neighborhood retail brings pedestrians and the watchful eyes that come with them, enhancing the safety of city streets. It also encourages walkability and convenience, with residents walking to stores, services, parks and other amenities close by.

The project sponsor team met with the following neighbors and community organizations to present and review the most recent revisions in this Planning Application:

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|----------------------------------------------------|---------------------|
| • JCCSF | 6/25/2018 |
| • Laurel Heights Improvement Association (LHIA) | 6/26/2018 |
| • Sacramento Street Merchants | 7/2/2018 |
| • Laurel Village Merchants Association (LVMA) | 7/24/2018 |
| • Pacific Heights Residents Association (PHRA) | 7/24/2018 |
| • Presidio Heights Association of Neighbors (PHAN) | 7/25/2018 |
| • Anza Vista Neighborhood Association | 7/26/2018 |
| • California Street Homeowners | 8/1/2018 |
| • Jordan Park Improvement Association (JPJA) | 8/22/2018 |
| • 3333 California Design Advisory Committee (DAC) | 7/2/2018 – 8/2/2018 |

As the project moves through the entitlement process, we will continue to meet with the neighbors and community organizations and make further refinements to the project as needed based on their feedback and that of the City.

Sincerely,



Don Bragg

SVP / Director of Development

cc: Supervisor Catherine Stefani's Office, OEWD, EP, CPDB, BAR, SCB, Jensen Architects, M+S LA
enl: Planning Application Resubmittal 1