



SKS



March 29, 2016

San Francisco Planning Department  
1650 Mission Street, Suite 300  
San Francisco, CA 94103

Re: 3333 California Street's Preliminary Project Assessment & Environmental Evaluation Application

The Prado Group and SKS Partners ("PSKS") are pleased to present our PPA/EEA submittal package for 3333 California Street. The design plans in this PPA/EEA include the community input and design work developed during the course of our community workshops, neighborhood advisory committee meetings, individual neighbor meetings, and design team meetings over the past nine months. The overall architectural vocabulary and specific building designs will be the subject of future input from the City and community as the design is developed and will be included in our future planning applications.

#### *Design Team*

We believe the best projects include diverse team members that can harmoniously blend creative inspiration into the existing environment with high quality open spaces, thoughtful buildings, people oriented spaces, and community-serving uses. Our design team consists of six firms:

1. James Corner Field Operations: **Urban Planning**
2. Meyer + Silberberg: **Landscape Design**
3. BAR Architects: **Building Design**
4. Jensen Architects: **Building Design**
5. SCB Architects: **Building Design**
6. ARUP: **Sustainability**

The team was handpicked for their track record, design forward thinking, community orientation and unwavering commitment to quality as well as their understanding of the surrounding neighborhood and its distinctive and unique characteristics. We engaged these firms because we wanted the project to reflect a variety of architectural styles that are uniquely San Francisco.

James Corner has devoted the past 25 years to advancing the field of landscape architecture and urbanism, through his leadership on highly visible, complex urban projects, such as the High Line in New York City and Presidio Tunnel Top project in San Francisco. Jim inspired 3333 California's site plan by focusing on open space first, and buildings second. The urban plan prioritizes a strong commitment to the public realm, informed by the ecology of both people and nature. The site is currently underutilized

and isolated; PSKS is redeveloping the land as a mixed use project with over 50% open space, neighborhood serving retail, community gathering spaces, and a publicly accessible plaza and gardens.

The design team has spent countless hours over the past nine months assessing the community's input to create an overall design solution that balances various opinions. The team has strived to bring value to all stakeholders including, but not limited to, the community, the City, DPW, MTA and the future residents. The team will continue to collaborate with The City and community as we refine our design moving forward.

### ***Community Input***

The success of our project is predicated on working collaboratively and productively with the neighborhood. We engaged the community early to help formulate our design values.

While we have conducted extensive community outreach over the past nine months, there are certain members of the community, including the Laurel Heights Improvement Association, that have expressed strong feelings about unresolved issues in our proposed plan. These issues include density, height, parking, public vs. private open space, safety, traffic and changes to current zoning. We are actively working with the community to resolve their concerns, and as a result, we anticipate that our designs may be subject to requested changes. Our intention is to work with the community before our next revisions to address their concerns and maximize the intersection of goals between the project sponsors, the City and the various community stakeholders.

We look forward to your feedback and working with the City on this important project.

Sincerely,



Dan Safier  
President & CEO  
The Prado Group



Dan Kingsley  
Managing Partner  
SKS Partners



Don Bragg,  
Director of Development  
The Prado Group