



## PPA/EEA PROJECT DESCRIPTION

March 29, 2016

### 3333 California Street PROJECT DESCRIPTION

#### Description:

The project site consists of a single approximately 10.25-acre (446,468 SF) parcel and is bounded by California Street to the north, Presidio Avenue to the east, Masonic Avenue to the southeast, Euclid Avenue to the south, and Laurel Street to the west. The project site currently contains an office building and parking structure (approx. 450,000 SF), annex building (approx. 13,000 SF), surface parking areas and site landscaping.

The proposed project would demolish the annex building located at California and Laurel Streets (approx. 13,000 GSF) and the surface parking lots and adaptively reuse the existing office building into a residential building with ground floor amenity and commercial uses. The existing building is made up of three sections of construction that were built in various phases (western, eastern and southern). The renovation of the existing building would include, but not be limited to:

- Separation of the western section and the eastern section (shown in the application as Existing Building A and B, respectively)
- Removal of the southern section
- Removal of the circular parking garage ramps to the north of the eastern section (Building B)
- Addition of partial residential floors atop the remaining sections of the existing building
  - Two new floors on Existing Building A and three new floors on Existing Building B
    - Note 1: these new residential floors would replace the existing mechanical floor with a new floor of residential (effectively making the height increase one and two residential floors respectively above the existing mechanical floors).
    - Note 2: the reuse of the existing building may require the reconstruction of some existing building floors due to structural and code requirements.

The project sponsor proposes to construct three 45-foot tall residential and retail mixed-use buildings on California Street, a 30-45-foot tall office building on California and Presidio Streets (30' tall as measured from Presidio), and two residential buildings ranging in height from 20 feet to 40 feet located along the Masonic, Euclid and Laurel street edges. All heights are measured consistent with Section 260 of the Planning Code and are more specifically defined in the application drawings.

The project components are as follows (see application drawings for individual building square footages):

Residential Units	558
Residential SF	
Existing Building	314,570
New Construction	<u>459,730</u>
Total	774,300

Retail SF	59,915
Commercial SF	49,999
Commercial Facilities	<u>12,455</u> (existing auditorium)
Total SF	896,669 (excluding below grade garages)
Open Space SF	231,812 SF (52% of total site)

**Parking:**

The proposed project would provide all of its parking in three below garage structures, each accessed from different streets (Walnut, Presidio, Masonic and Laurel). There are also 5 spaces and a vehicular drop off area located on the extension of Walnut Street into the project. There are currently 540 parking spaces on site (210 below grade and 330 in surface parking areas).

The proposed project parking totals are inclusive of the number of existing spaces. Their allocations are as follows:

Residential:	558	(1:1)
Retail:	120	(1:500 GSF)
Commercial:	100	(1:500 GSF)
Auditorium:	37	(1:8 seats – 293 seats total)
Public:	60	(This parking is intended to match the 60 spaces currently used for neighborhood overflow parking)
Car Share:	<u>10</u>	(9 required)
Total	885	(excludes parking on extension of Walnut St.)

In addition, there are a total of five loading spaces located within two of the below grade parking structures.

The proposed design proposes improvements to the adjacent off-site street and sidewalk configurations to enhance walkability and pedestrian safety.

**Key Objectives:**

The proposed project’s key objectives are to:

1. Redevelop a large underutilized site into a high quality, transit-oriented development with a mix of compatible, neighborhood serving uses: ground floor retail and commercial uses, residential dwelling units, office/commercial uses and substantial open space amenities.
2. Create a mixed-use project that encourages walkability and convenience by providing both residential uses and community-serving retail and commercial uses on the site.
3. Address the lack of housing by building 558 new residential dwelling units on the site in an economically feasible project consistent with the City’s General Plan Housing Element goals and ABAG’s Regional Housing Needs Allocation for the City and County of San Francisco.
4. Create complementary designs and uses that are compatible and complementary with the surrounding neighborhoods by continuing ground floor retail uses along California Street, adding to the mix of uses in the area, and providing activated, people-oriented designs along the

presently inactive Presidio, Masonic and Euclid Avenues edges compatible with the existing multi-family development to the south and east.

5. Redevelop the site in a manner that eliminates the existing, non-conforming office use and results in uses that are harmonious with the surrounding neighborhood.
6. Provide substantial open space to create a green, welcoming, walkable environment that will enable healthy, low carbon lifestyles, and community interaction.
7. Incorporate open space for the use of project residents and surrounding community members in an amount equal to or greater than that required under the current zoning.
8. Open up the site and bring the neighborhood patterns into the site through a series of pedestrian portals and generous open spaces. These connectors will provide new pathways through the site in both north-south and east-west directions. These proposed pedestrian paths and open spaces also aim to retain view corridors currently enjoyed by the community.
9. Retain and integrate the existing building, currently used for office, into the development to promote sustainability and eco-friendly infill re-development.
10. The Project proposes to meet and exceed the City of San Francisco Green Building Ordinance by achieving LEED for Neighborhood Development (LEED-ND) Plan certification at a minimum of Gold level for the full development while aspiring to LEED Platinum. The proposed project will also target higher than code performance in stormwater management (exceeding the 25% volume reduction by the Stormwater Management Ordinance).
11. Develop a financially feasible project capable of providing a market-based return on investment and sufficient to satisfy both equity capital investment and debt financing providers and that also fulfills the project's key objectives.

**Surrounding Uses:**

- North: Multifamily and Single Family Residential, Senior Housing and the Jewish Community Center.
- East: Mixed Use Retail and Residential, Multifamily Residential, and Office
- Southeast: Fire Station and Museum
- South: Multifamily Housing
- West: Single Family and Multifamily Housing (Euclid to Mayfair) and Commercial (Mayfair to California)

**Zoning:**

The sponsor will be requesting modification to the current zoning. A summary of the modifications that the applicant has identified is as follows:

California Street and Presidio:

- Use: The proposed project proposes ground floor retail uses on these two streets. This will require a rezoning of this portion of the site. The base zoning used for this proposed rezoning would be generally consistent with a NC (Neighborhood Commercial) designation.

- Height: Consistent with NC zoning, an additional 5 feet in height is proposed to enhance the ground floor retail floor to ceiling heights. In addition, applicant proposes to use the Walnut Street extension, which technically is a privately owned driveway, as the measurement point for height measurements for the building along California to the immediate east of the Walnut Street extension.

Euclid and Masonic:

- Use: The proposed project proposes a small ground floor retail use to activate this corner.

Existing Building:

- The proposed project includes the addition of floors over portions of the existing structure. The applicant proposes these additional floors in order to replace unutilized density and volume that is allowed along the Laurel and Euclid edges in order to create open space and views along those edges. The project proposes to place this unbuilt volume in the center of the site where it will be less visible and will allow for preservation of current sightlines from the perimeter of the site.
- Use: A small portion of the existing building anticipates ground floor retail/commercial use mainly facing the Pedestrian Promenade.

RM 1:

- The site is zoned RM-1, consistent with the surrounding neighborhood, and the proposed project is designed to conform to the RM-1 zoning, except as noted above. The sponsor is aware of Resolution 4109, which was adopted over 60 years ago with the approvals in 1953 that allowed for re-development of the site as an office campus. The sponsor believes that the resolution no longer applies due to subsequent re-zonings of the site back to a residential use in 1960 (changed to R-4) and 1978 (changed to RM-1). Now that the applicant proposes to re-develop the property for mixed-use/residential, the applicant requests that the entire site be evaluated under the current RM-1 zoning with the proposed modifications above and any others that may be determined during the processing of this application and input from the community.