Conceptual Design Presentation

Monday, Feb 1, 2016

3333 CALSF

EXPLORE & STUDY

LEARN AND DISCOVER

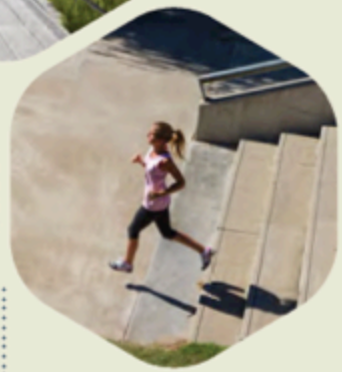
UNIQUE SETTINGS DESERVE UNIQUE TREATMENTS

COMMUNITY VALUES

GATHER IDEAS

ANTICIPATE CHALLENGES

UNCOVER OPPORTUNITIES



CREATIVE AND INNOVATIVE DESIGN

INVITE COMMUNITY AND CITY INPUT

LISTEN AND LEARN

DESIGN

BRINGING IDEAS TO LIFE

PRADO GROUP

SKS

Agenda

6:05-6:10	**Welcome**
6:10-6:20	**City Planning**
6:20-6:25	**Community Outreach & Purpose of Meeting**
6:25-6:30	**Introduction of Design Team**
6:30-6:40	**Urban Planning & Design Principles**
6:40-7:30	**Design Team Presentation**
7:30-8:00	**Q&A and Feedback**
8pm	**Closing**

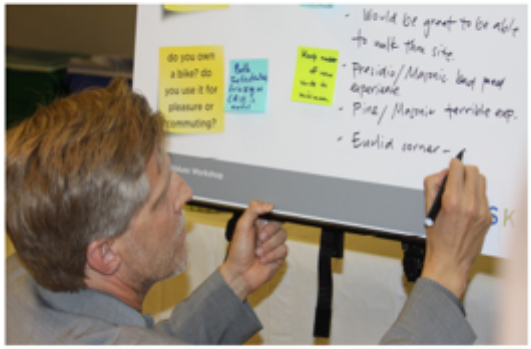
Community Input Workshops

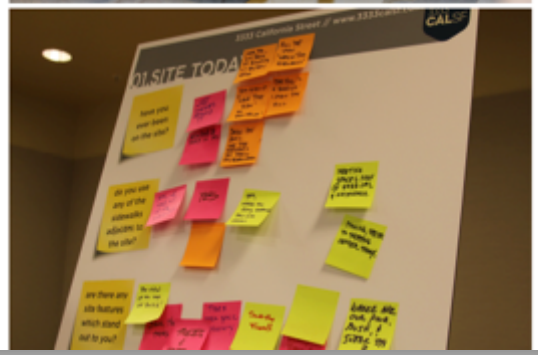
3333 California Street // www.3333calsf.com

04.PEDESTRIAN EXPERIENCE

COMMUNITY INPUT/ FEEDBACK:

- Give people the ability to walk through the site
- Make site pedestrian accessible to community
- Take down the walls
- Provide connectivity to Laurel Village
- Love Sacramento Street=European Village
- Don't like the edges along Euclid, Masonic and Presidio.





Community Organizations

District 2 Supervisor
Mark Farrell, Supervisor
Catherine Stefani, Legislative Aide
Website: markfarrell.com/about
Contact info:
Email: Mark.Farrell@sfgov.org
Phone: (415) 554-7752

San Francisco Department of City Planning
Website: sf-planning.org
Contact info:
Email: pic@sfgov.org
Phone: (415) 558-6378
When the project is assigned a city planner, PSKS will post the planner's name and contact information to our website 3333calsf.com

Pacific Heights Residents Association (PHRA)
Leadership: Greg Scott, President
Lynn Newhouse Segal, Vice President
Website: www.phra-sf.org
Contact info:
Email: info@phra-sf.org
Phone: (415) 922-3572

Laurel Village Merchants Association (LVMA)
Leadership: Terry Flannery, President
Contact Info:
Email: info@laurelvillagesf.com

Laurel Heights Improvement Association (LHIA)
Leadership: John Rothman, President
Kathy Devincenzi, Vice President
Website: csfn.net/MemberOrgs/LHIA.html
Contact info:
Email: laurelheightssf@yahoo.com
Phone: n/a

Presidio Heights Association of Neighbors (PHAN)
Leadership: William Hudson, President
Traci Teraoka, Vice President
Website: phansf.org
Contact info:
Email: info@phansf.org

Jordan Park Improvement Association (JPIA)
Leadership: Larry Costello, President
Website: jpia.echapters.com
Contact info:
Email: larryoracleoak@me.com
Phone: (415) 314-5833

Planning Association of Richmond (PAR)
Leadership: Richard Corriea, President
Website: sfpar.org/site/contact-par.html
Contact info:
Email: sfparpresident@gmail.com
Phone: (415) 541-5652

Sacramento Street Merchants Association
Leadership: Traci Teraoka, President
Website: sacramentostreetsf.com
Contact info:
Email: traciteraoka@mac.com

JCCSF
Leadership: Marci Glazer, CEO
Craig Salgado, COO
Website: jccsf.org
Contact info:
Email: info@jccsf.org
Phone: (415) 292-1200

Menorah Park Senior Housing
Leadership: Joan Levison, Executive Director
Website: menorahpark.wordpress.com
Contact info:
Email: info@menorahpark.com
Phone: (415) 929-7912

California Street Homeowners Association
Leadership: Joe Catalano, President
Contact info:
Email: joseph.catalano@gmail.com

Meet the Design Team

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JAMES CORNER FIELD OPERATIONS

Urban Planner

MEYER + SILBERBERG LAND ARCHITECTS

Landscape Architects

ARUP

Sustainability Planner

BAR architects

SCB

JENSEN

Building Architects

A Textured Neighborhood

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A Mixed-Use Neighborhood

Views and Nature

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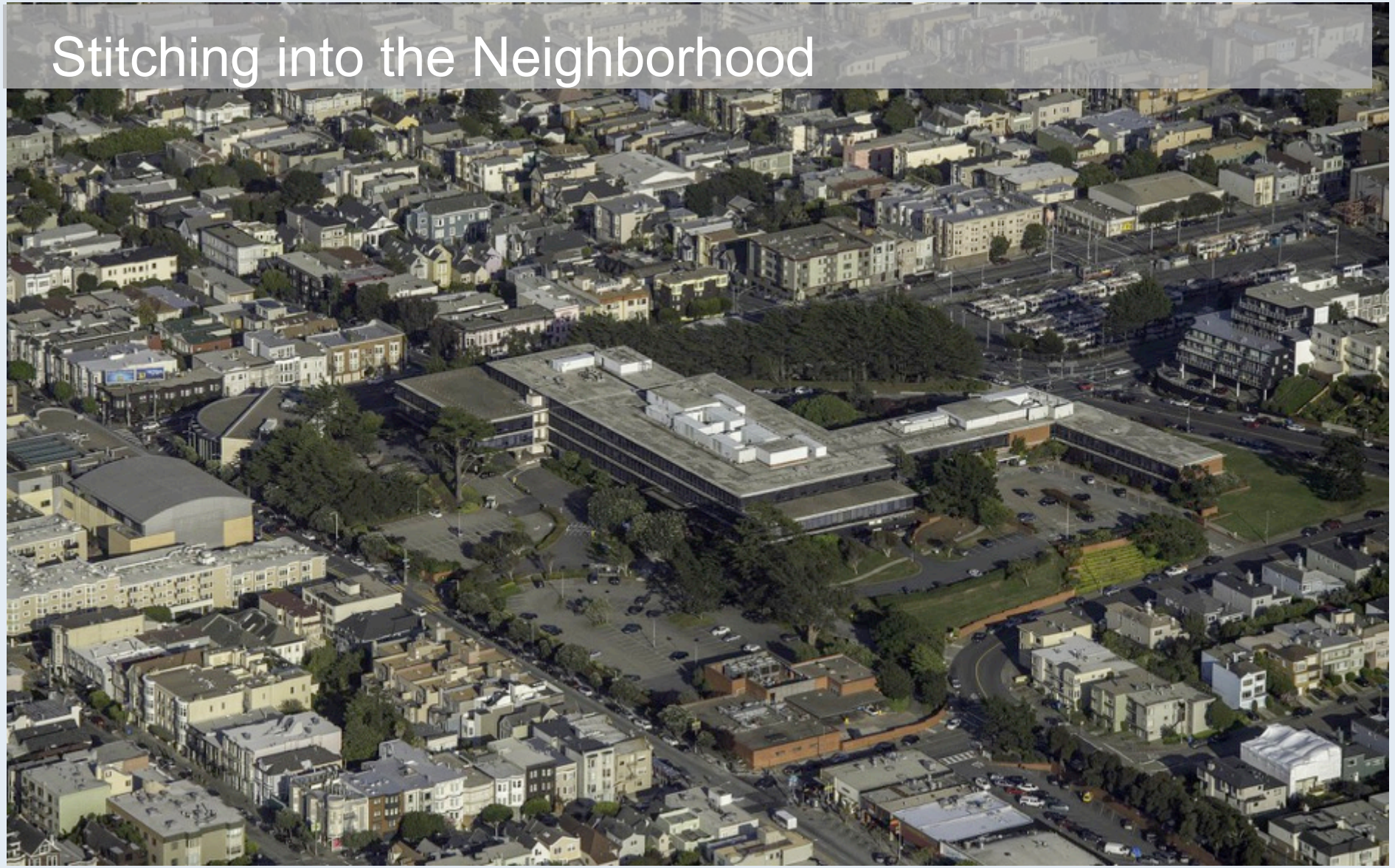
Views Downtown

Trees and Landscape

As an **“Island”**

As a “Hill”

Stitching into the Neighborhood



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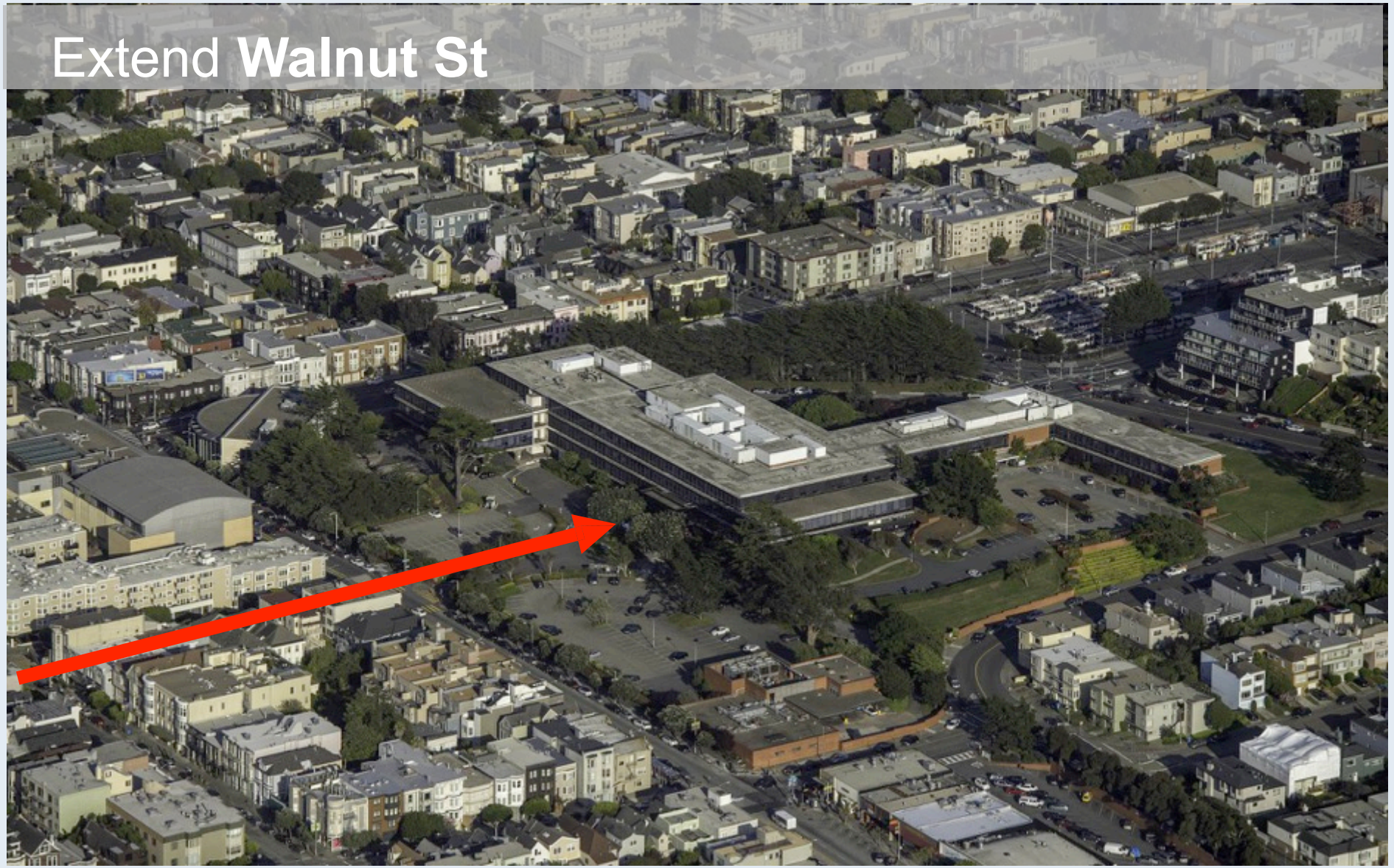
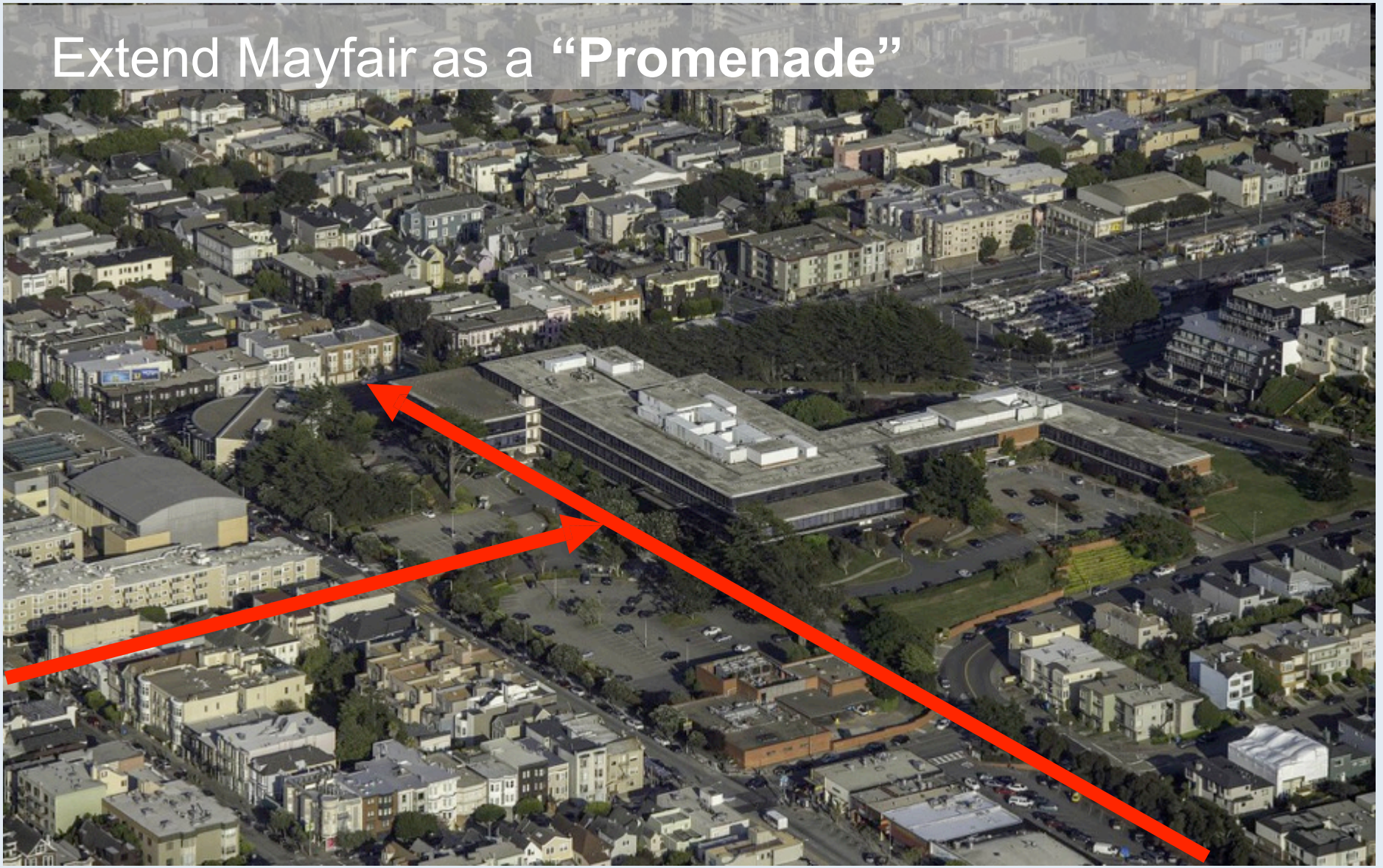
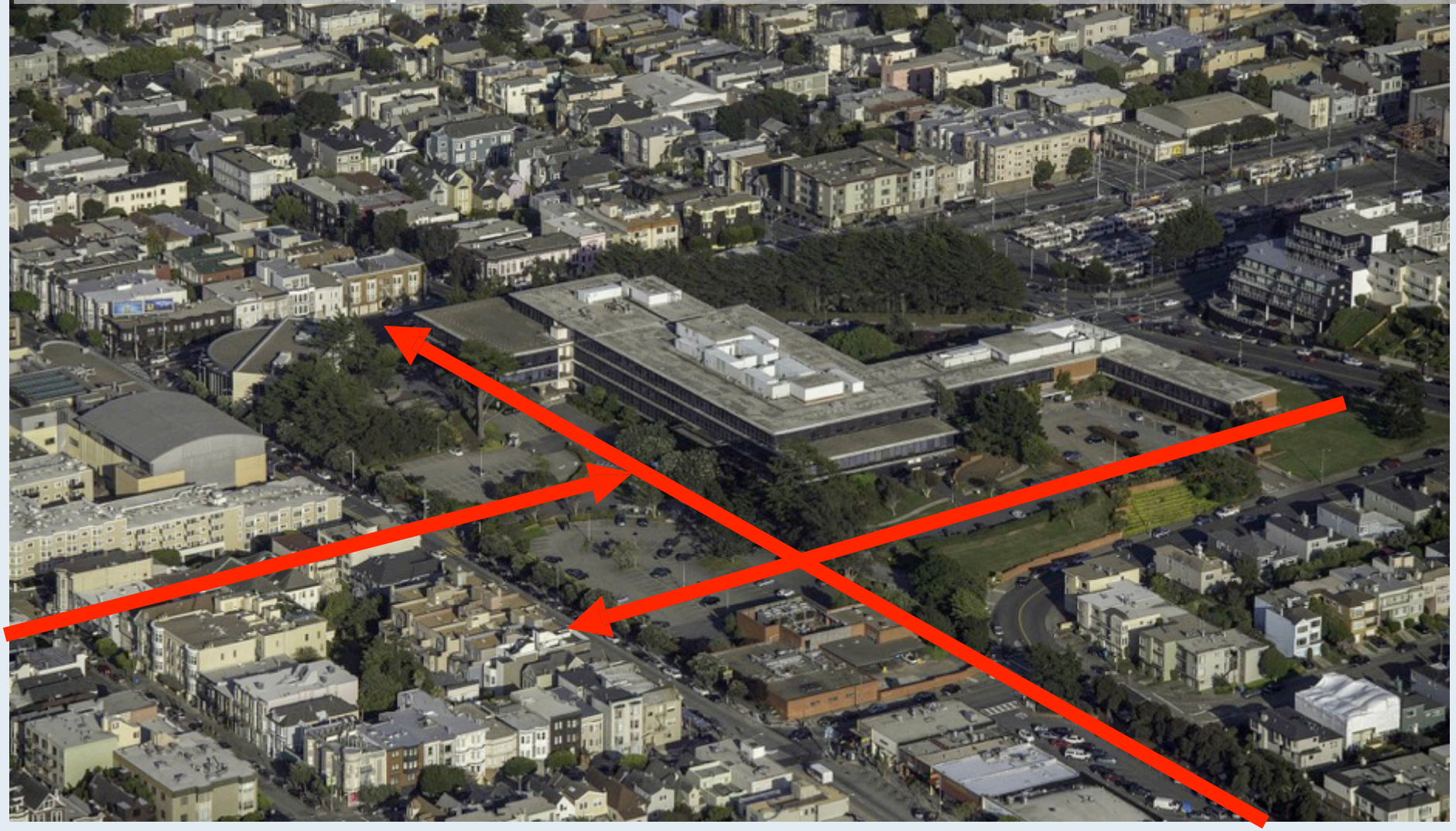
Extend **Walnut St**



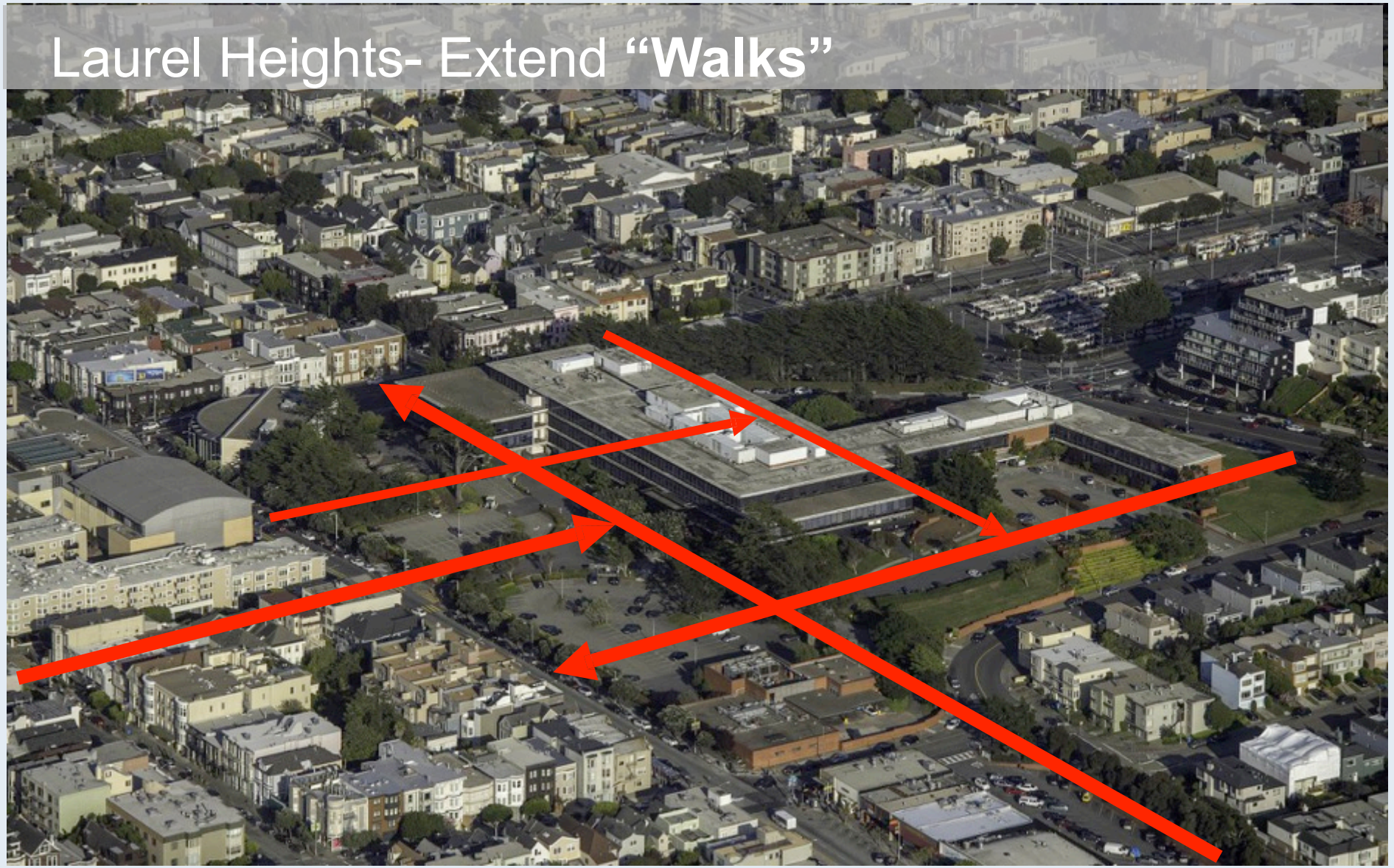
Extend Mayfair as a **“Promenade”**



Extend Hilltop Park as **“Public Terraces”**



Laurel Heights- Extend **“Walks”**



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3333 California - Site

Extend **“Walnut St”**

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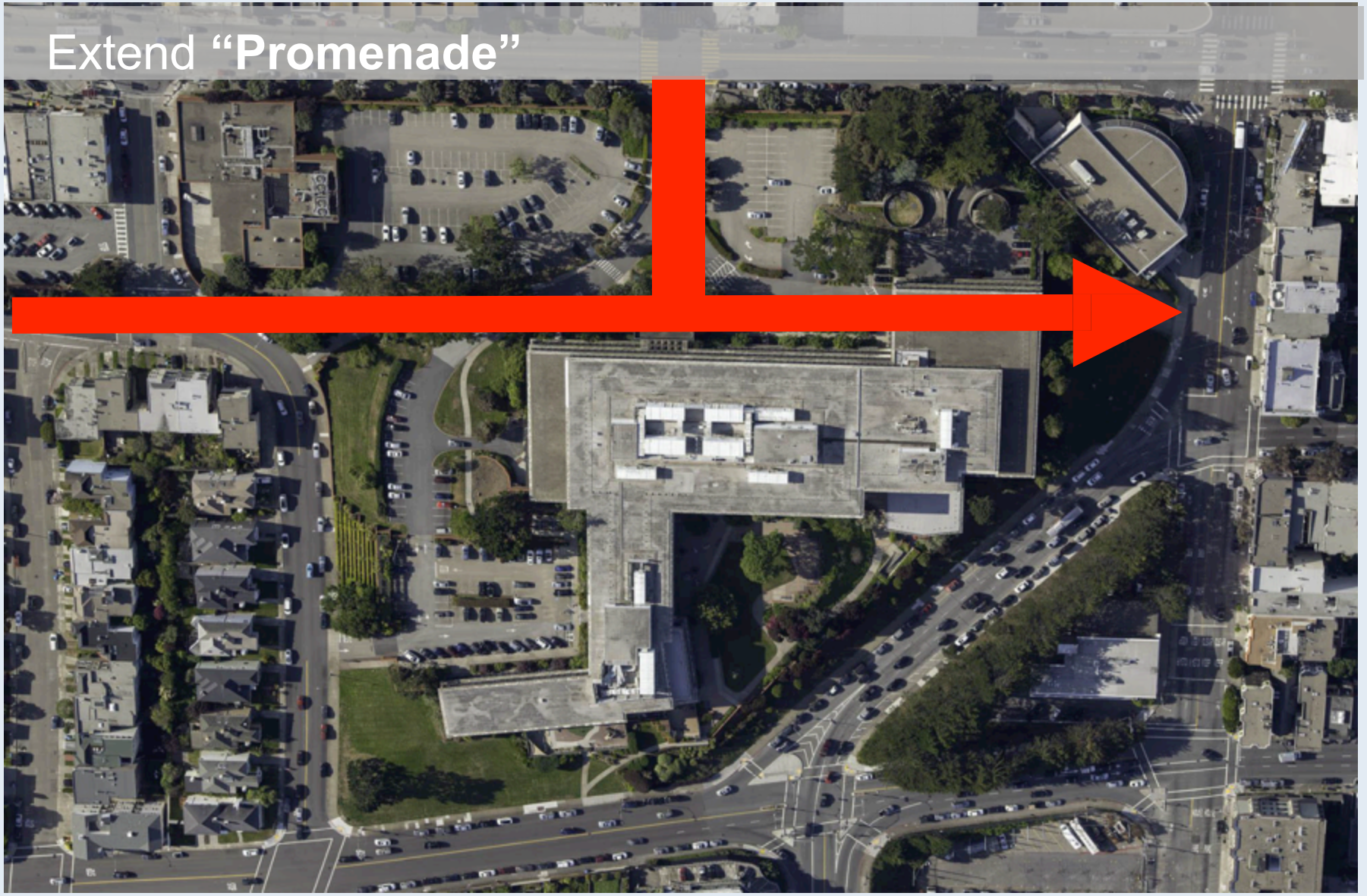
Extend **“Promenade”**



Extend “Promenade”

Create Central “**Market Plaza**”

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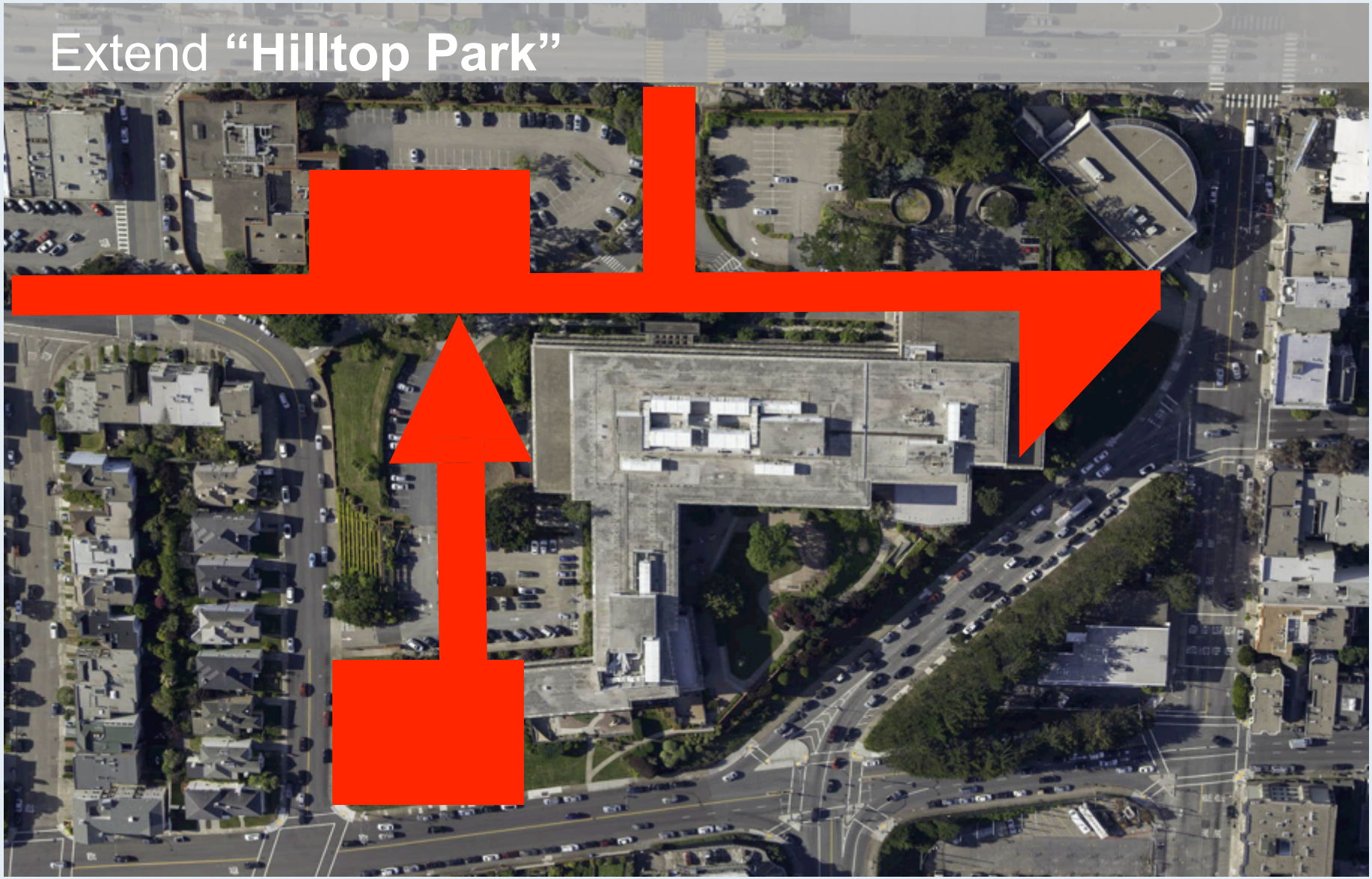
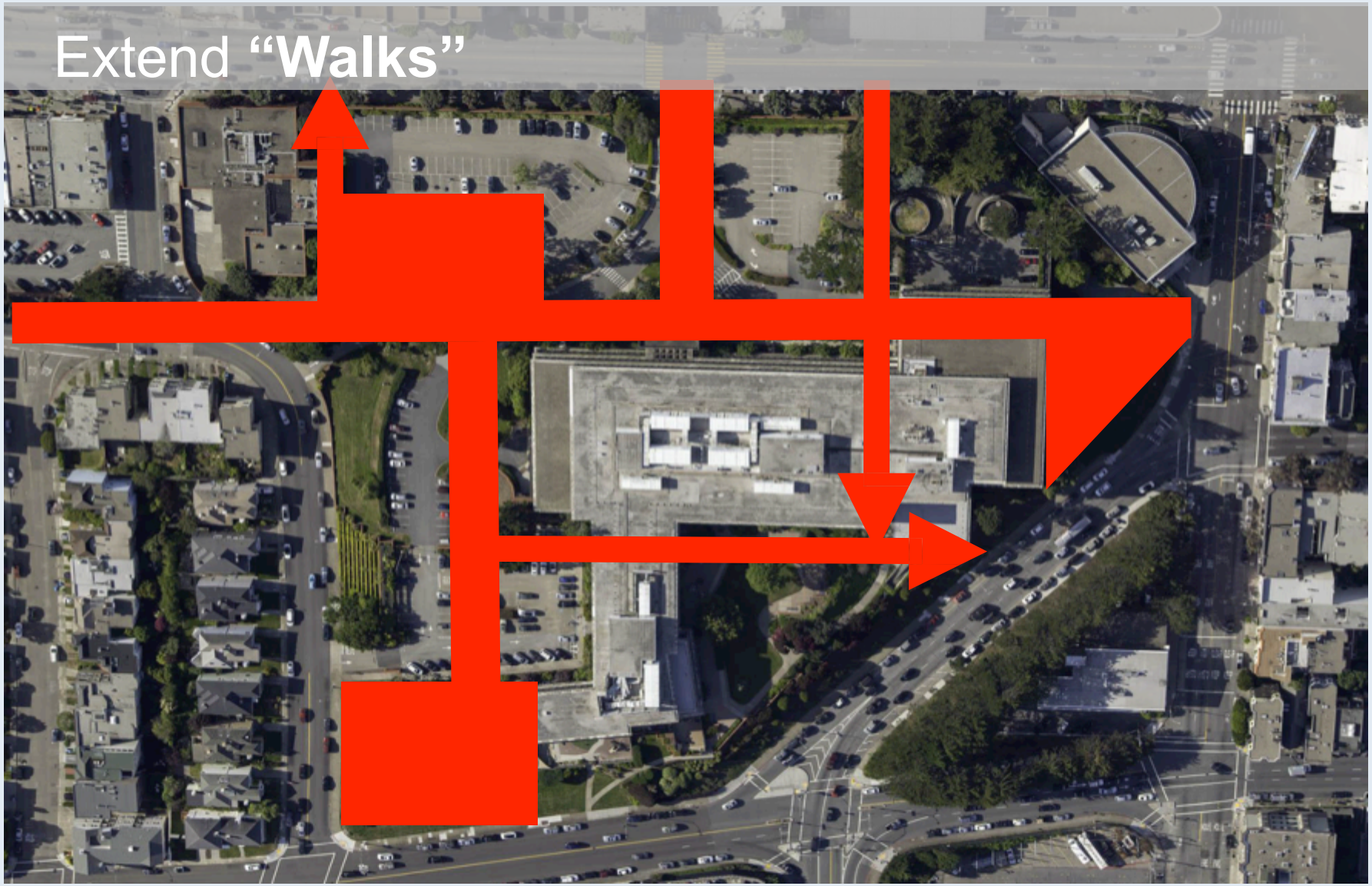
Extend “**Hilltop Park**”



Extend **“Hilltop Park”**

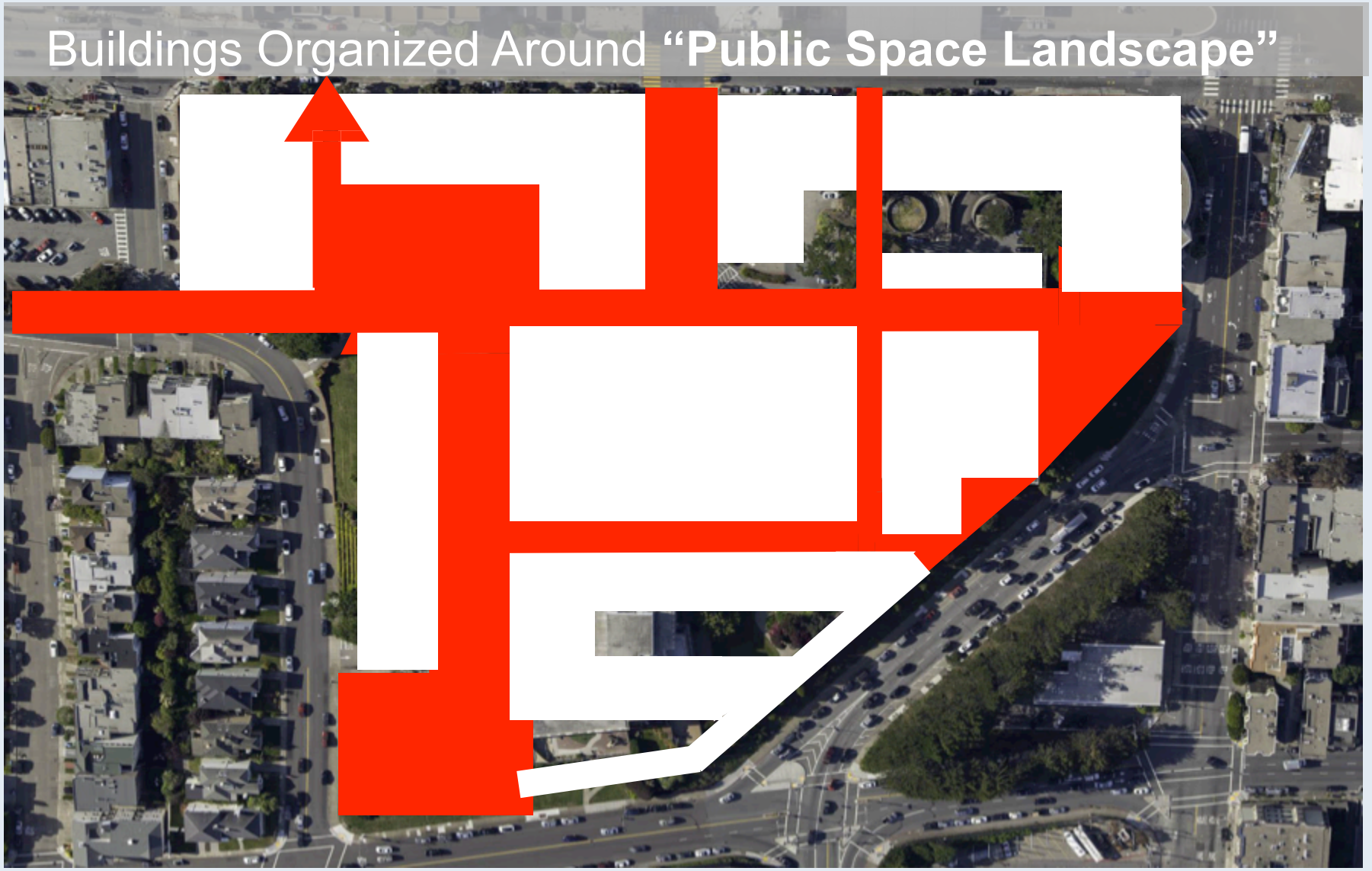
Create “Garden Terrace”

Extend **“Walks”**

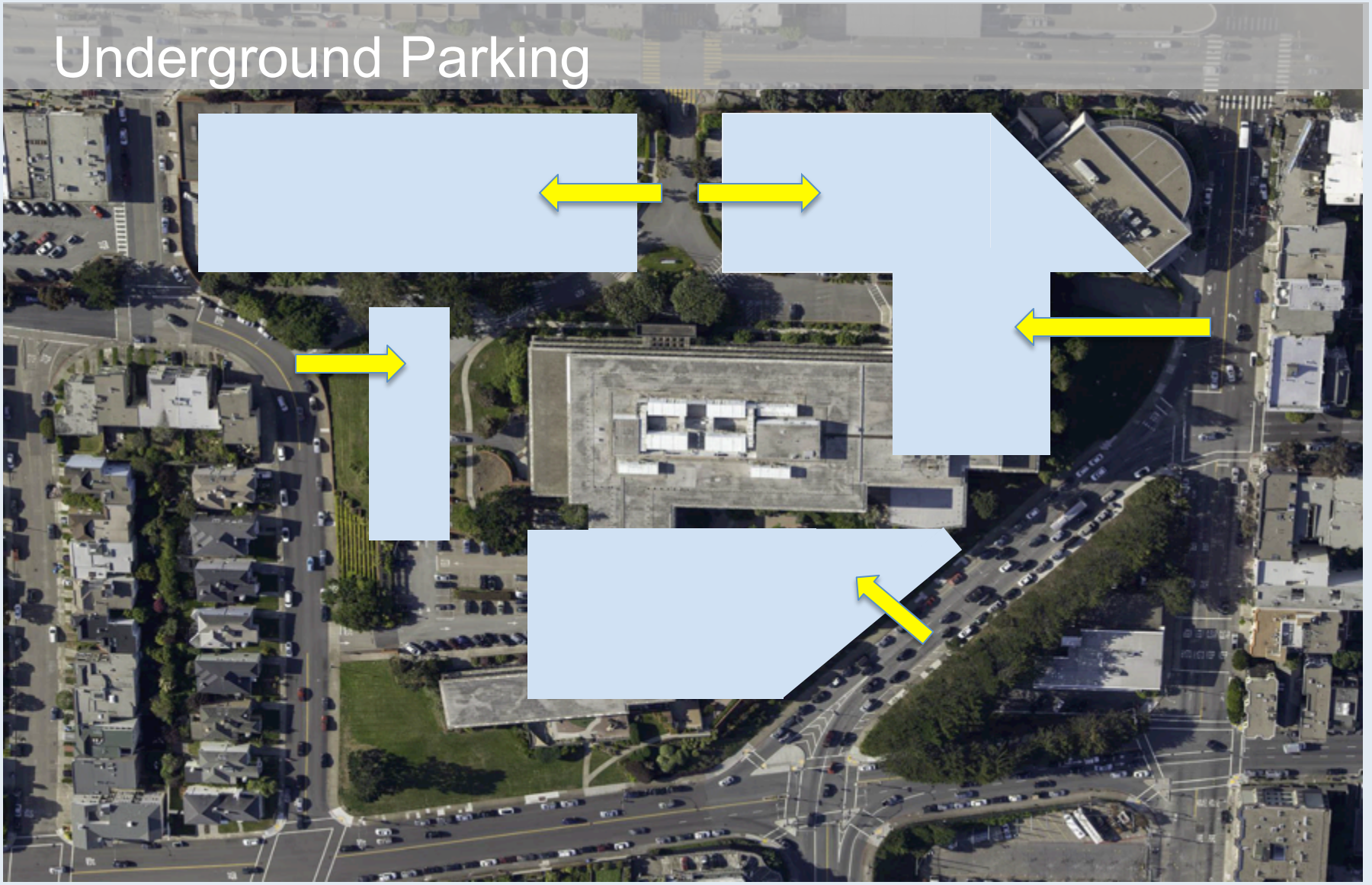


Extend “**Walks**”

Buildings Organized Around **“Public Space Landscape”**



Underground Parking



Site Section From California St. to Euclid Ave.

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SITE PLAN

WALNUT
CALIFORNIA
MARKET
PLAZA
PRESIDIO
MAYFAIR
PINE
LAUREL
MASONIC
BUSH
EUCLID

SITE PLAN

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SITE PLAN

VIEW OF MARKET PLAZA

VIEW OF MARKET PLAZA

VIEW OF CALIFORNIA AND LAUREL

VIEW OF CALIFORNIA AND LAUREL

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VIEW OF MARKET PLAZA FROM CALIFORNIA

VIEW OF MARKET PLAZA FROM CALIFORNIA

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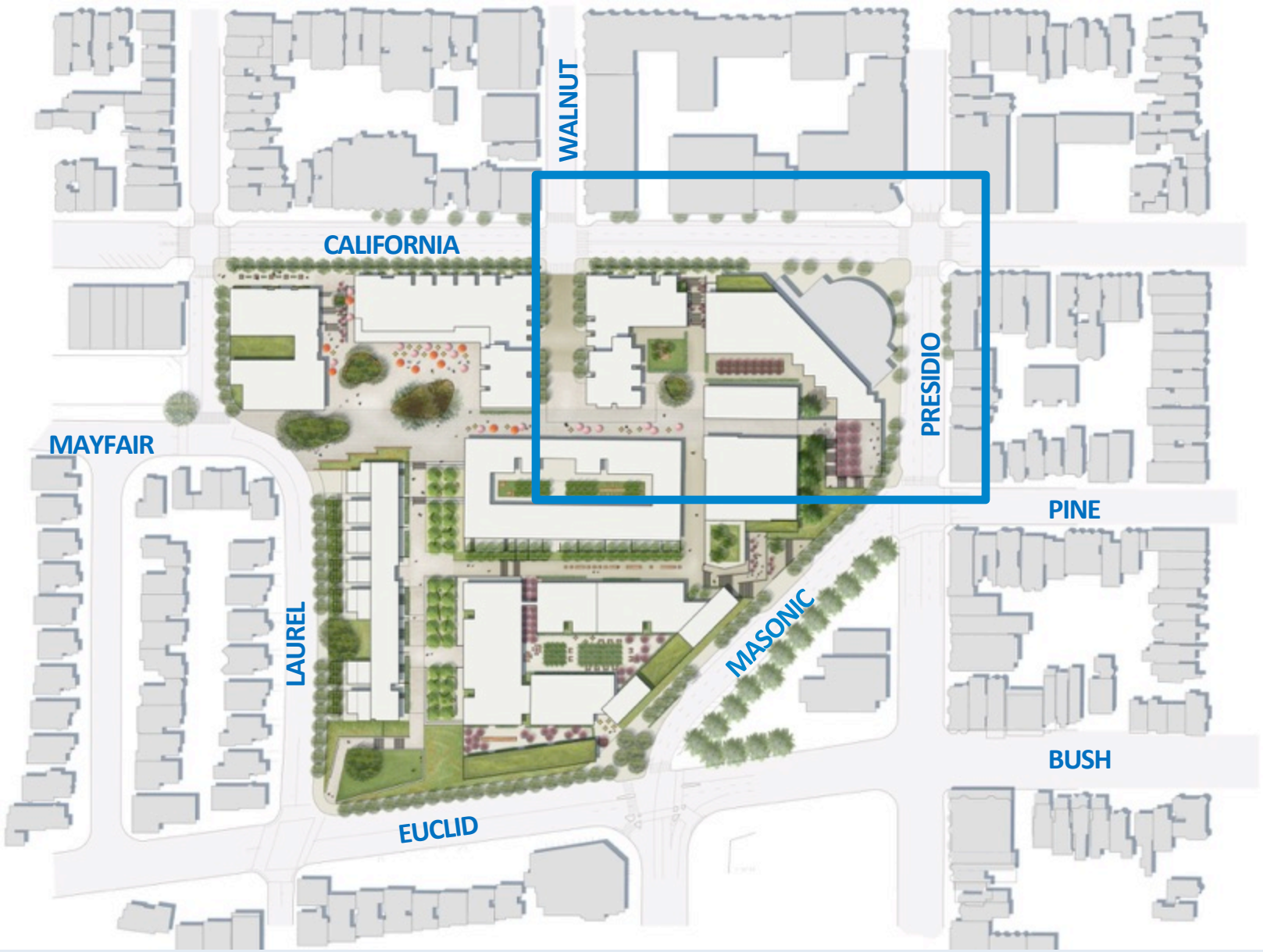

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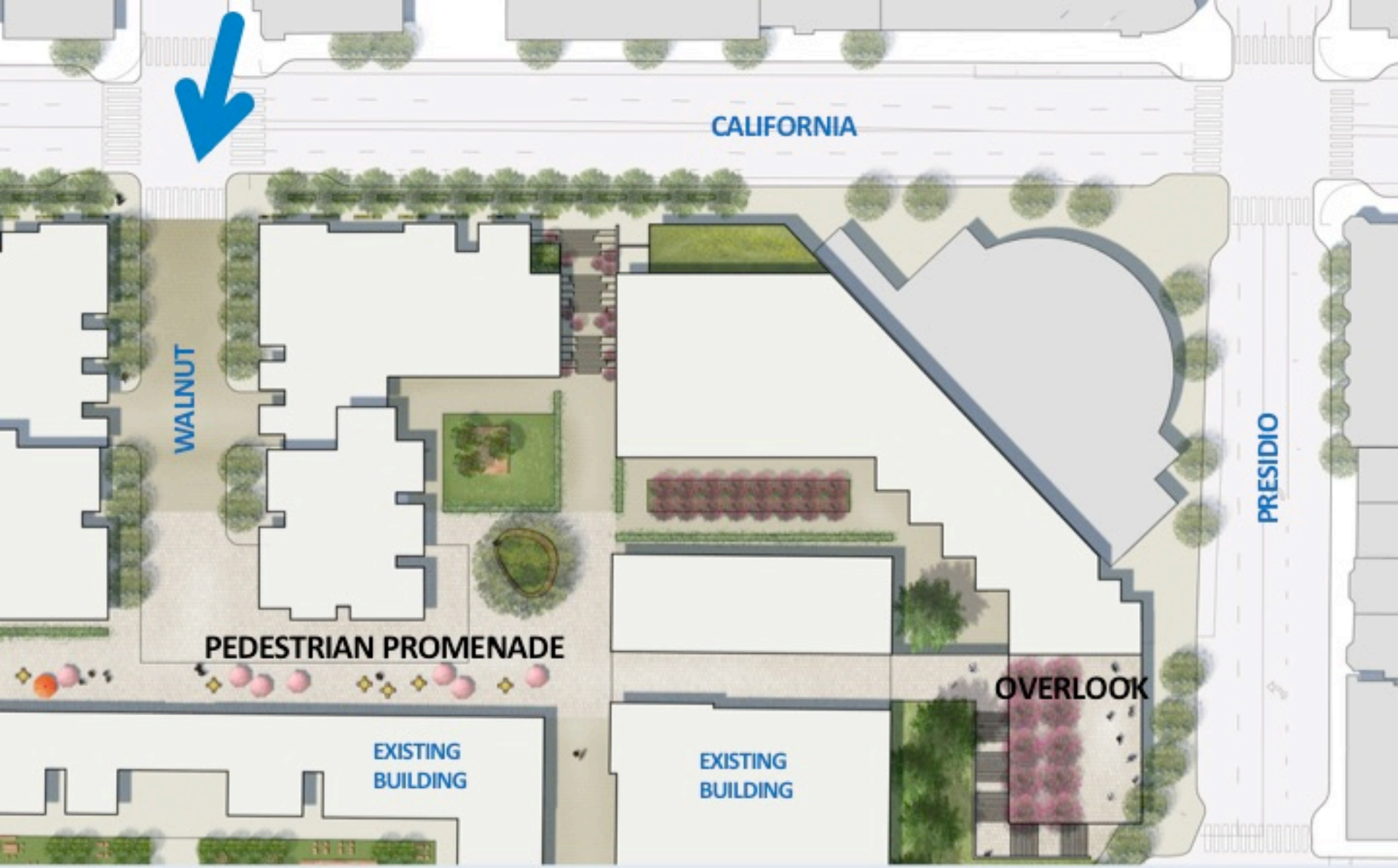
SITE PLAN



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VIEW OF WALNUT STREET ENTRY

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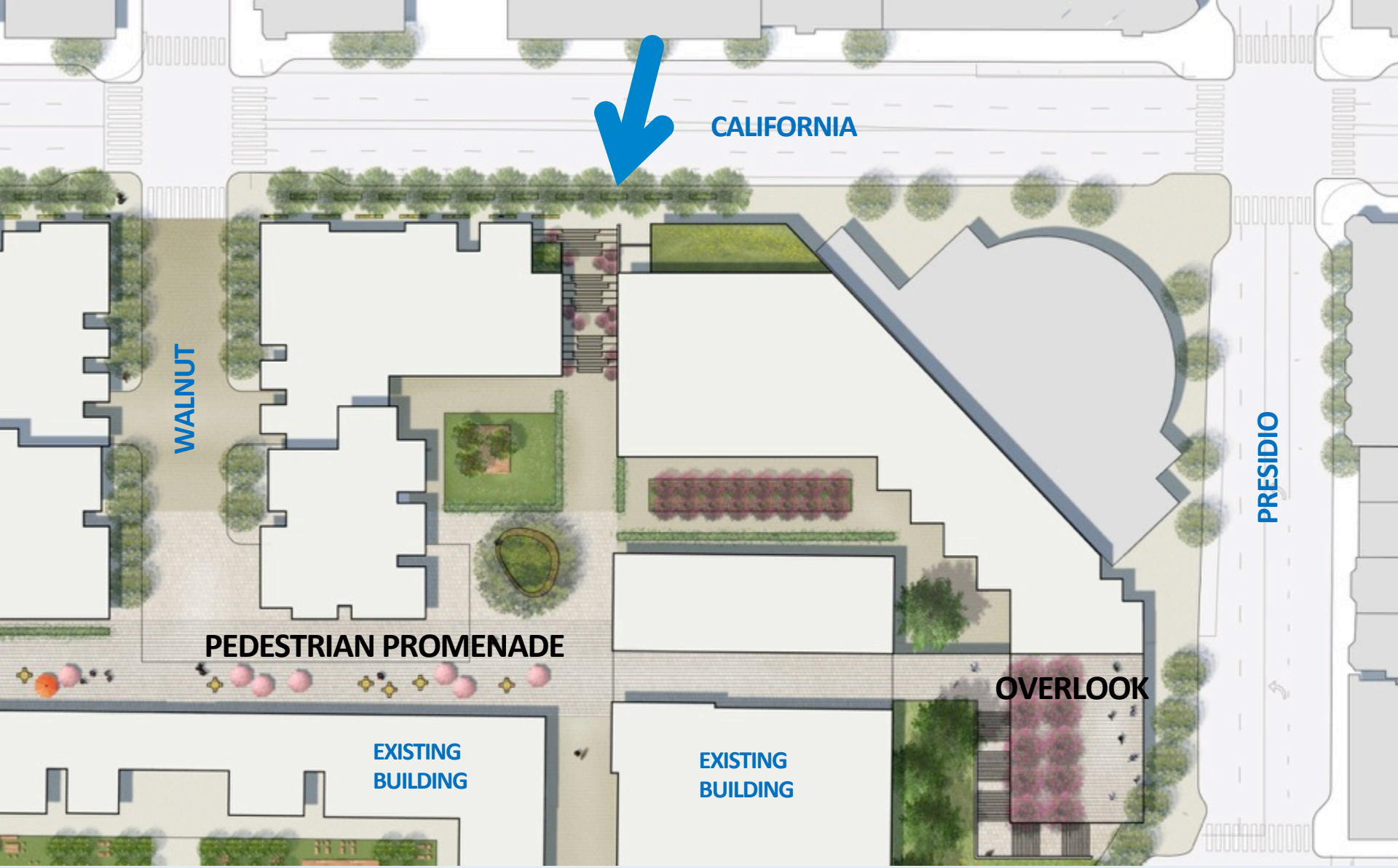

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VIEW OF CALIFORNIA PEDESTRIAN PROMENADE

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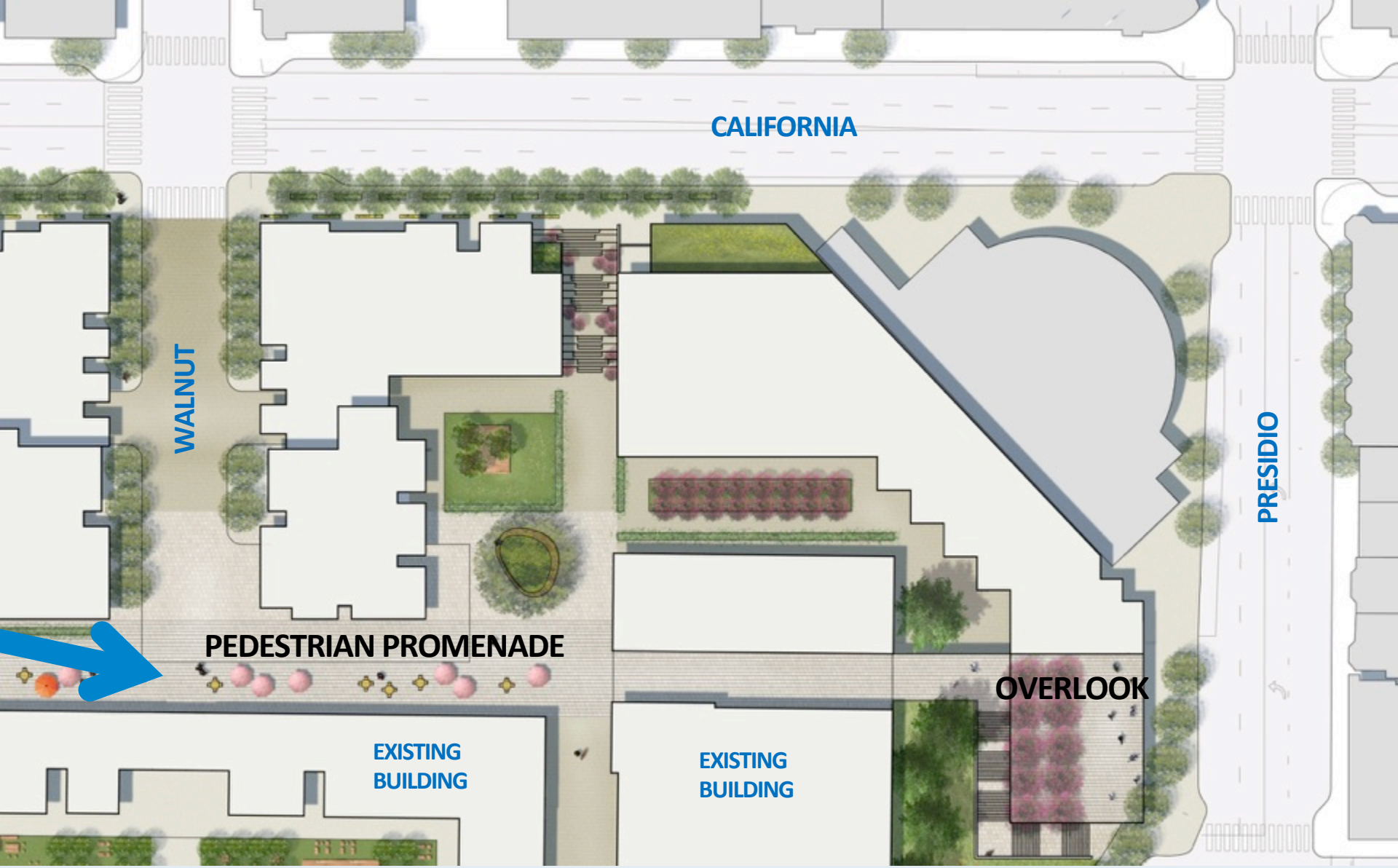

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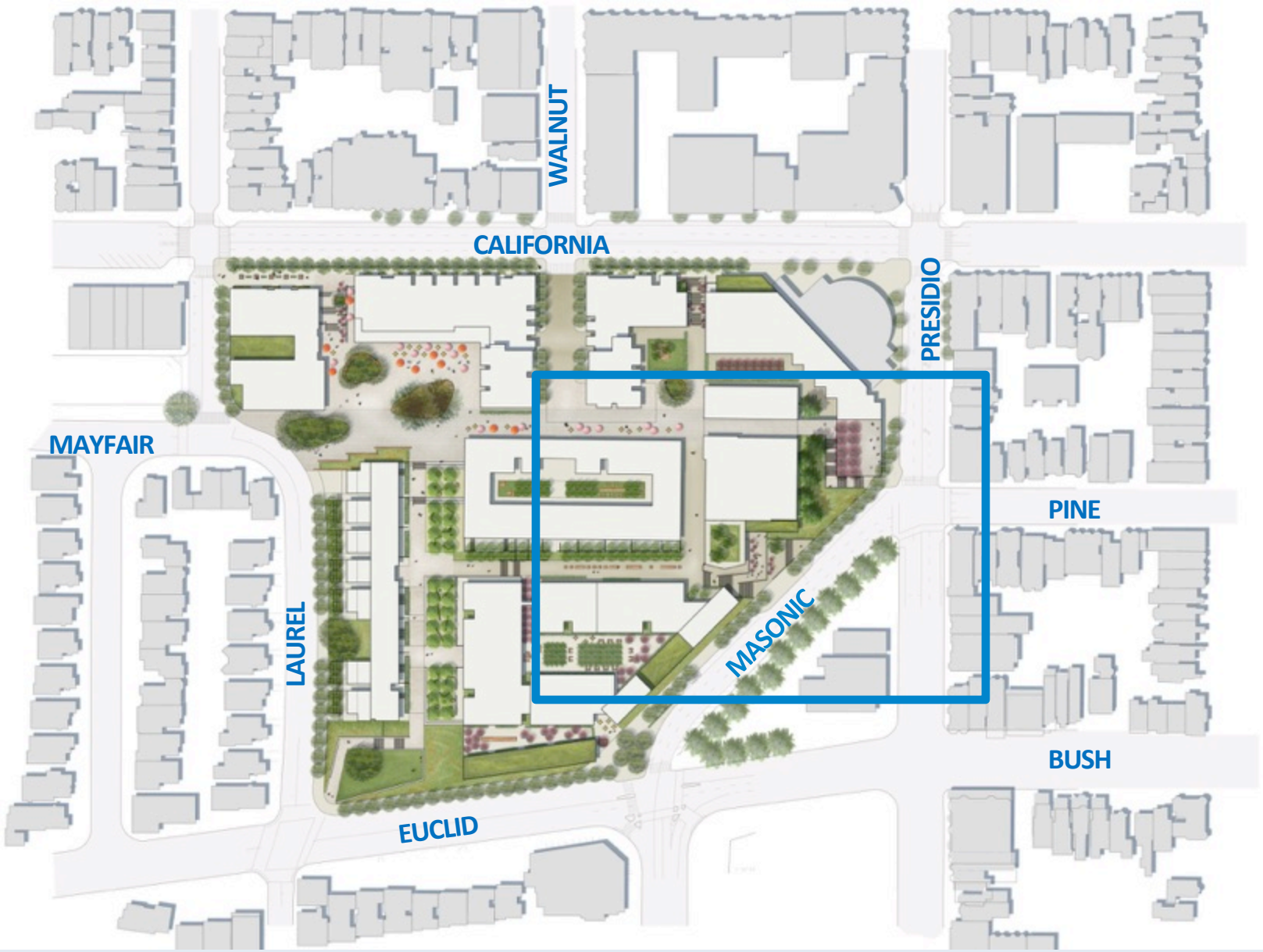

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SITE PLAN

VIEW OF PINE AND PRESIDIO

VIEW OF PINE AND PRESIDIO

VIEW OF THEATER PLAZA

VIEW OF THEATER PLAZA

VIEW OF THE EXISTING THEATER

ConcordiaUPortland
TEDx

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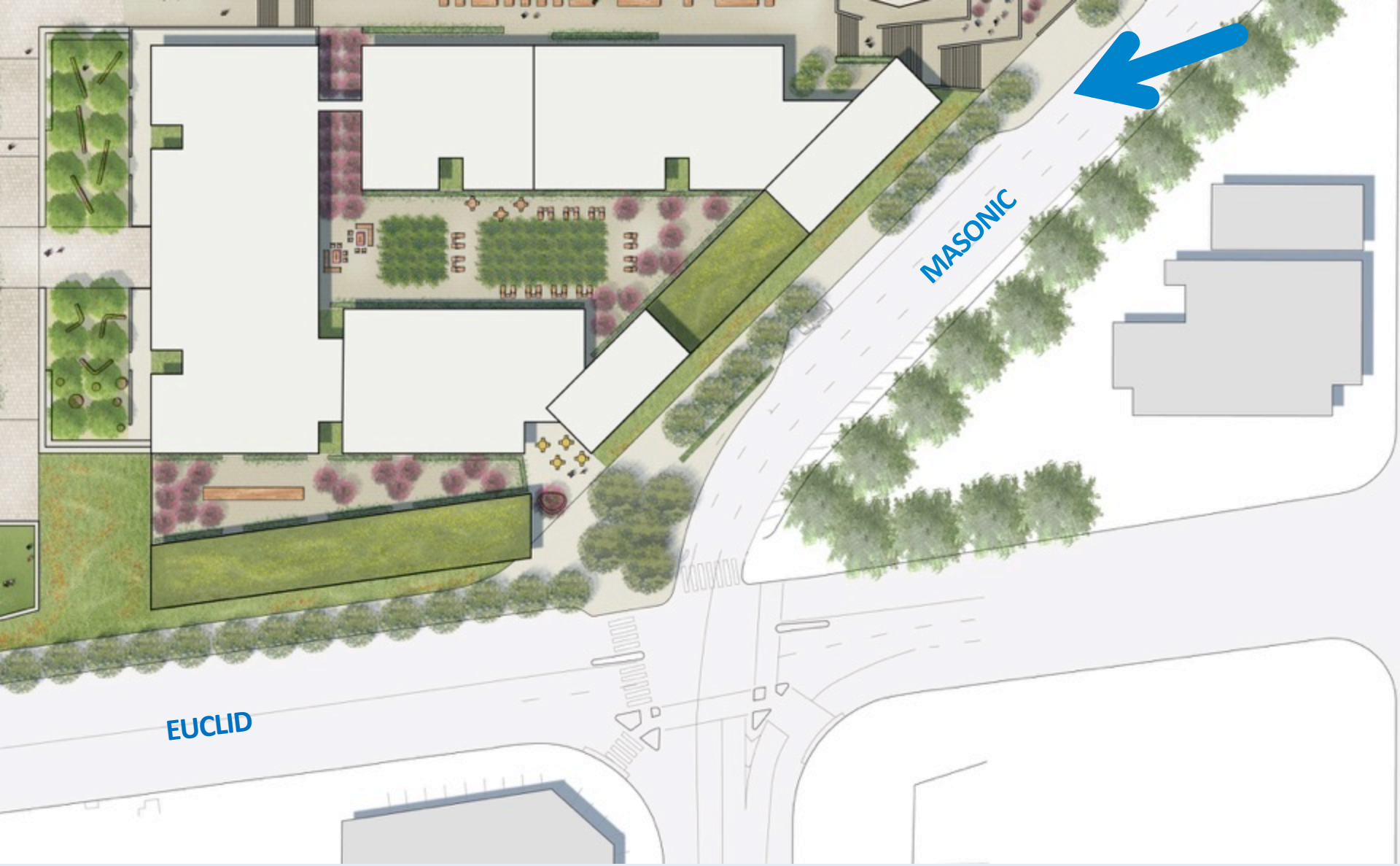
SITE PLAN



VIEW OF MASONIC

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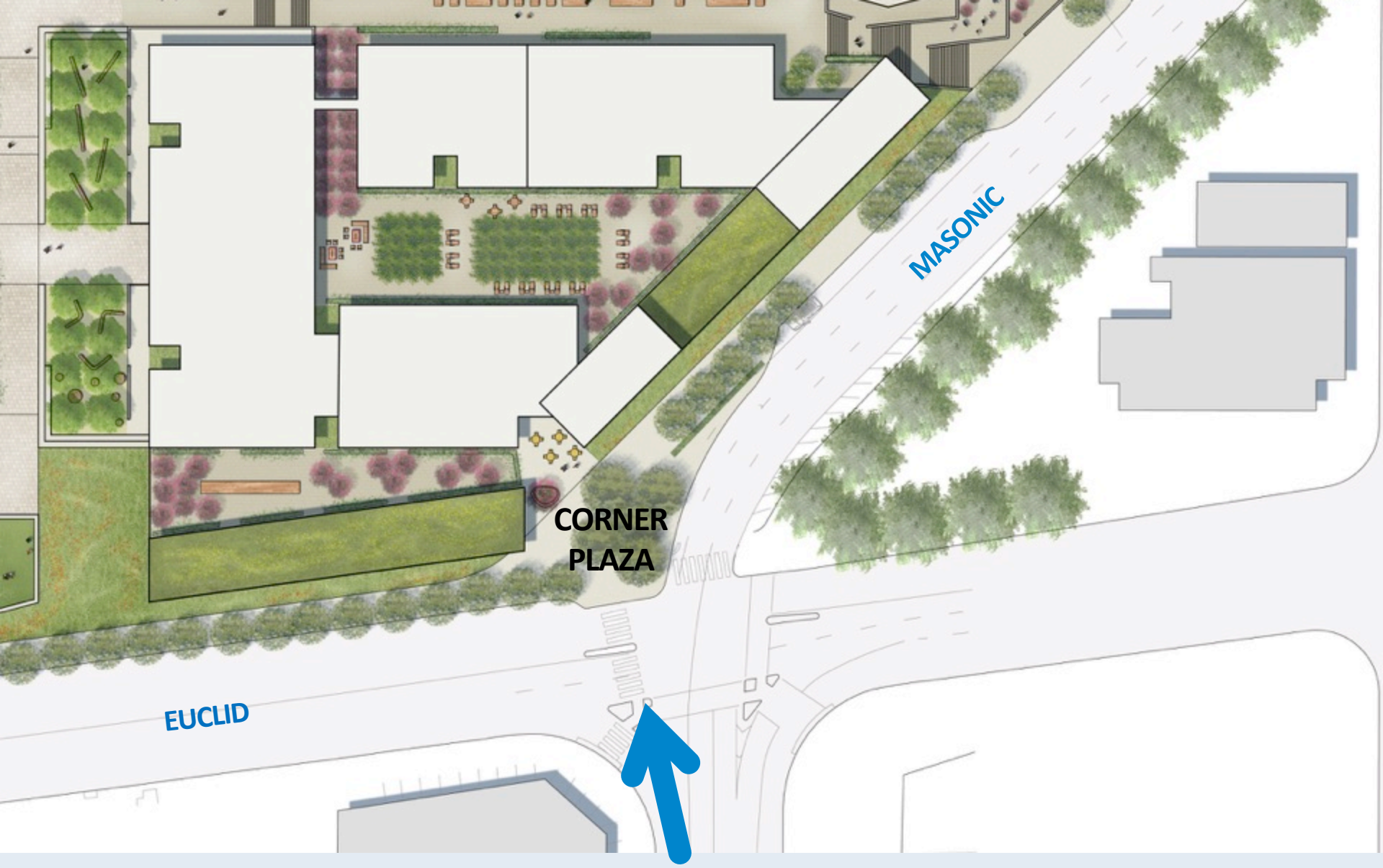

VIEW OF MASONIC AND EUCLID

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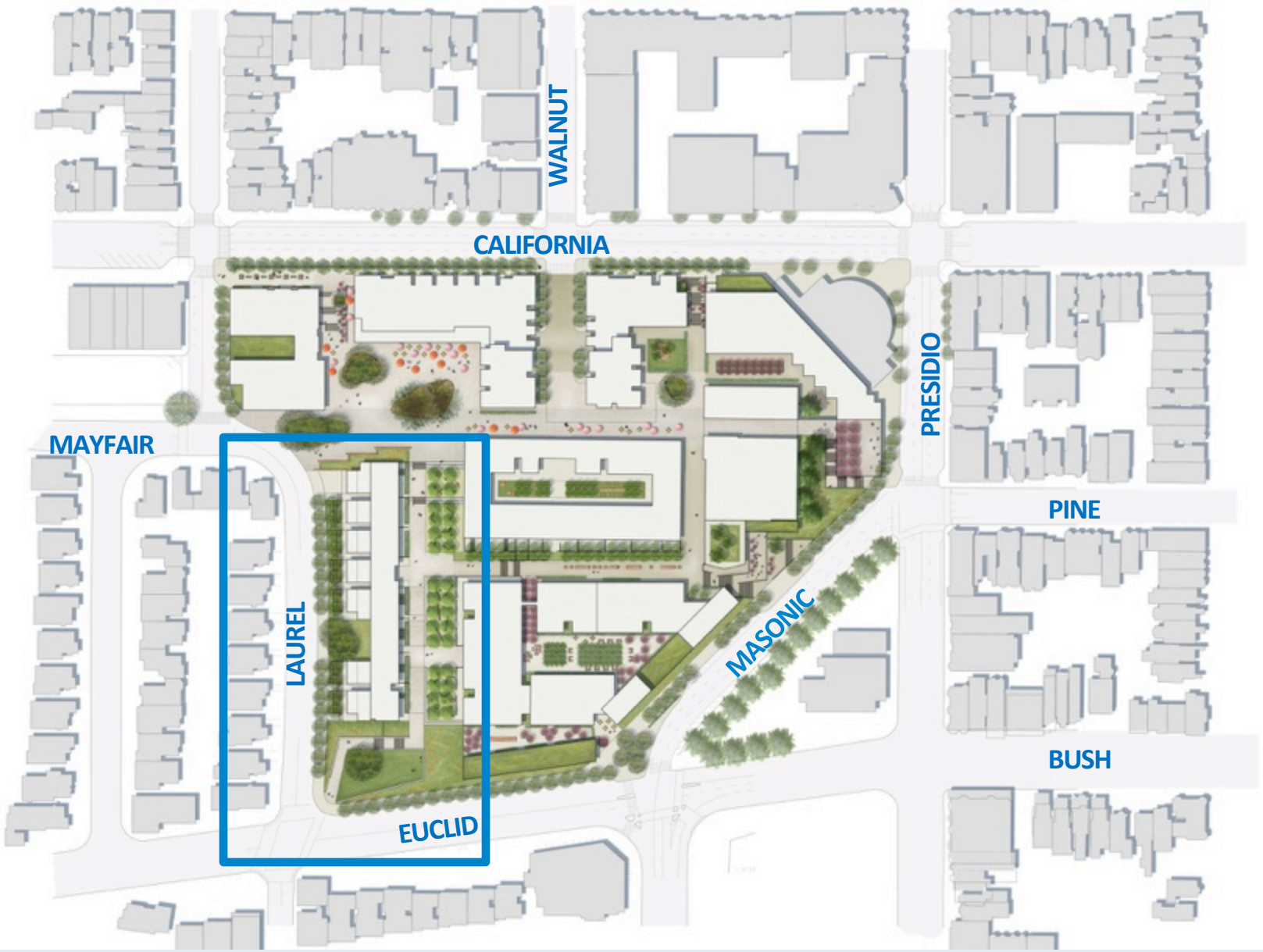

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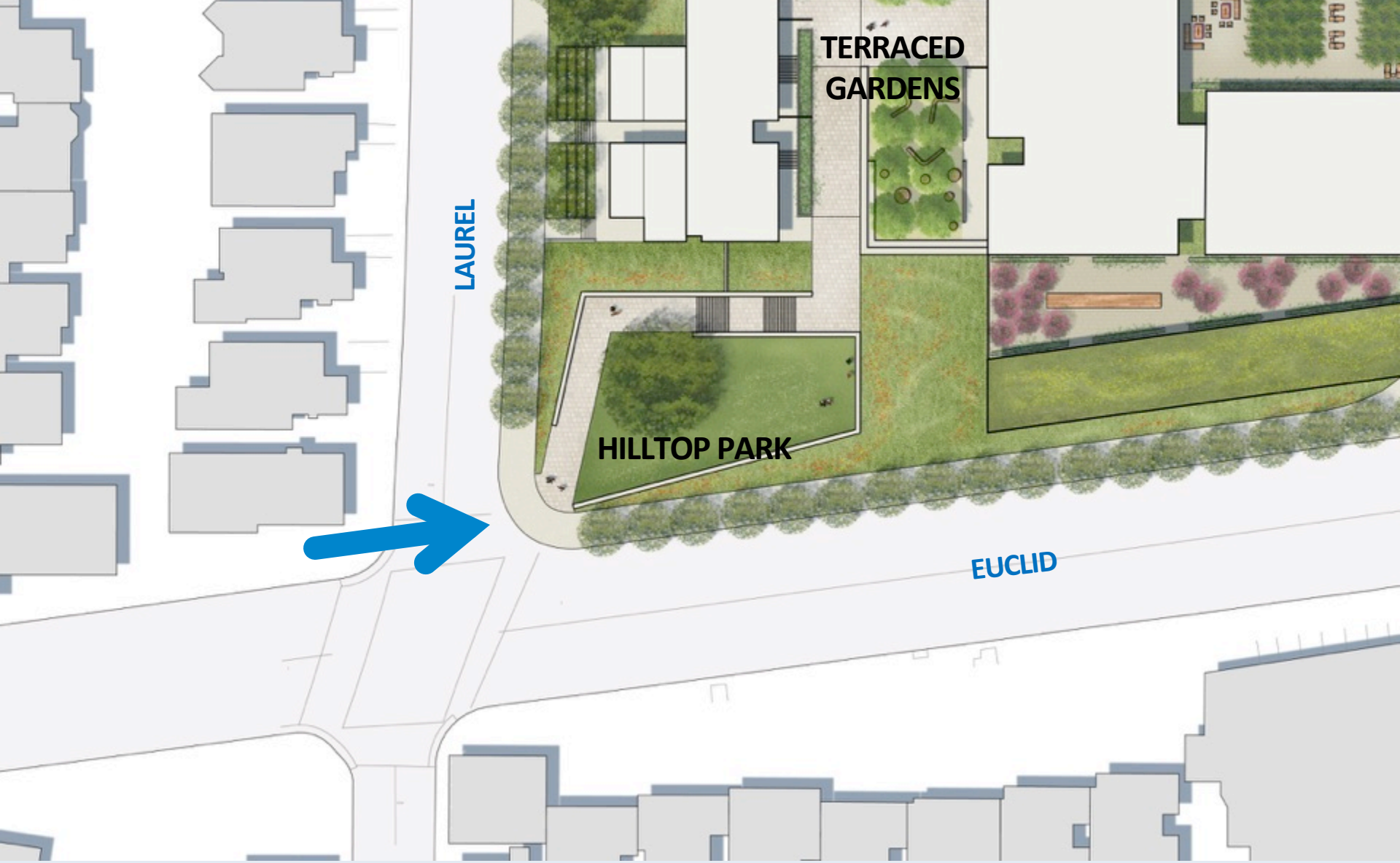
SITE PLAN



VIEW OF HILLTOP PARK

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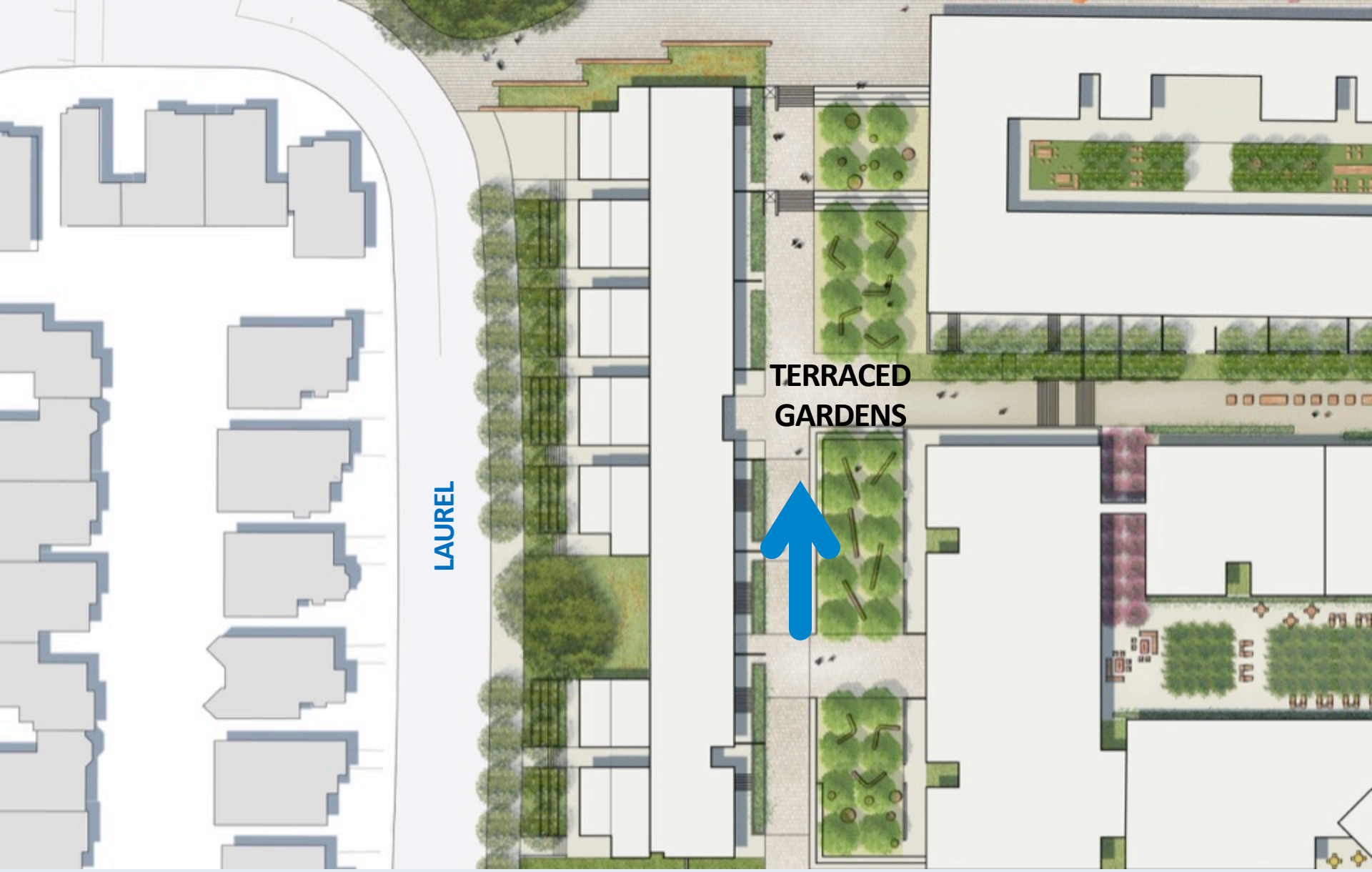


VIEW OF TERRACED GARDENS

VIEW OF TERRACED GARDENS

VIEW OF LAUREL

VIEW OF LAUREL HOMES

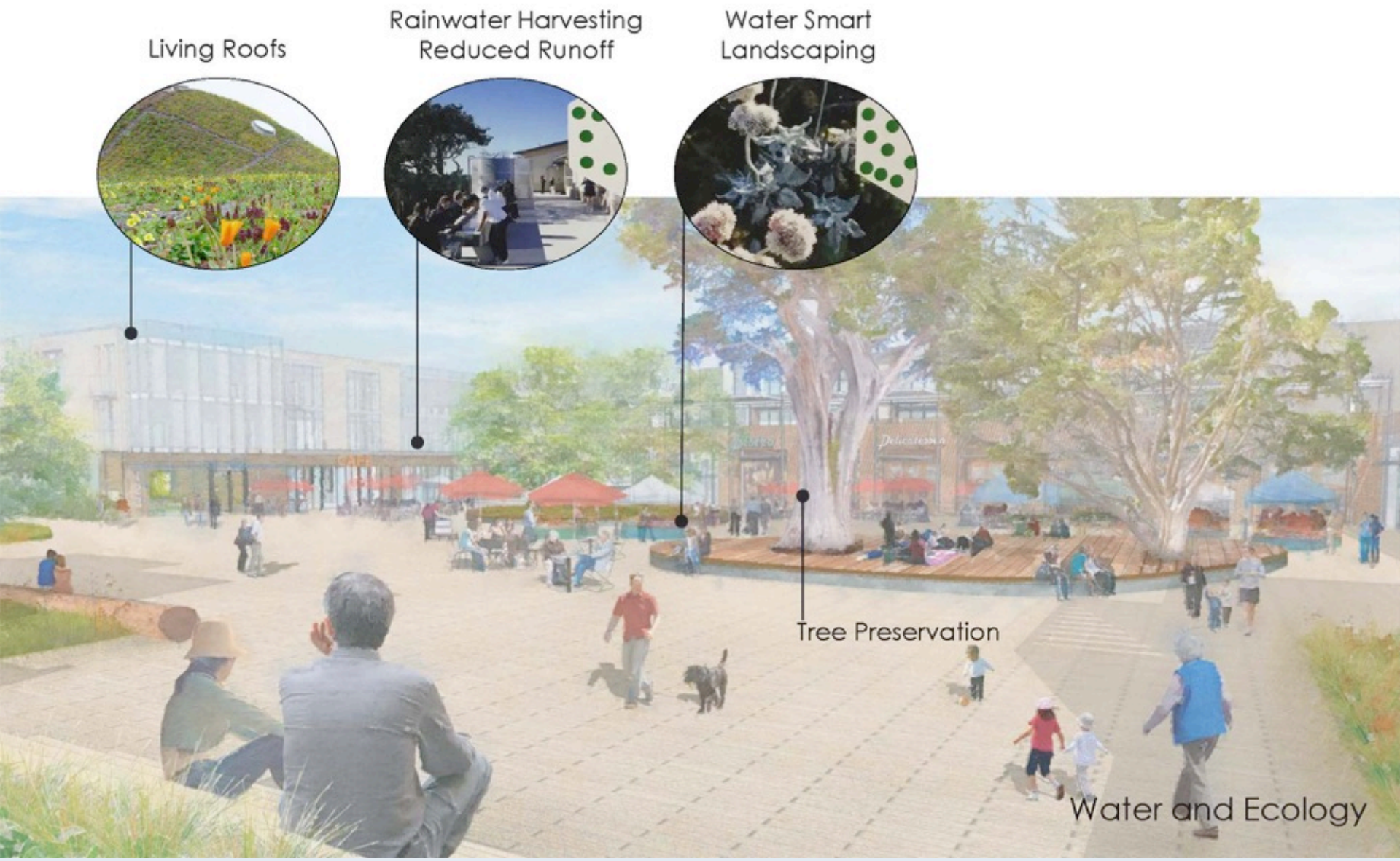
VIEW FROM LAUREL AND EUCLID

VIEW OF HILLTOP PARK

"Create a **holistic** solution that meets the needs of today without compromising our common future through a focus on the triple bottom line of **sustainability**: **community**, environment and economy."

3333 California Sustainable Design Value Statement

SUSTAINABILITY



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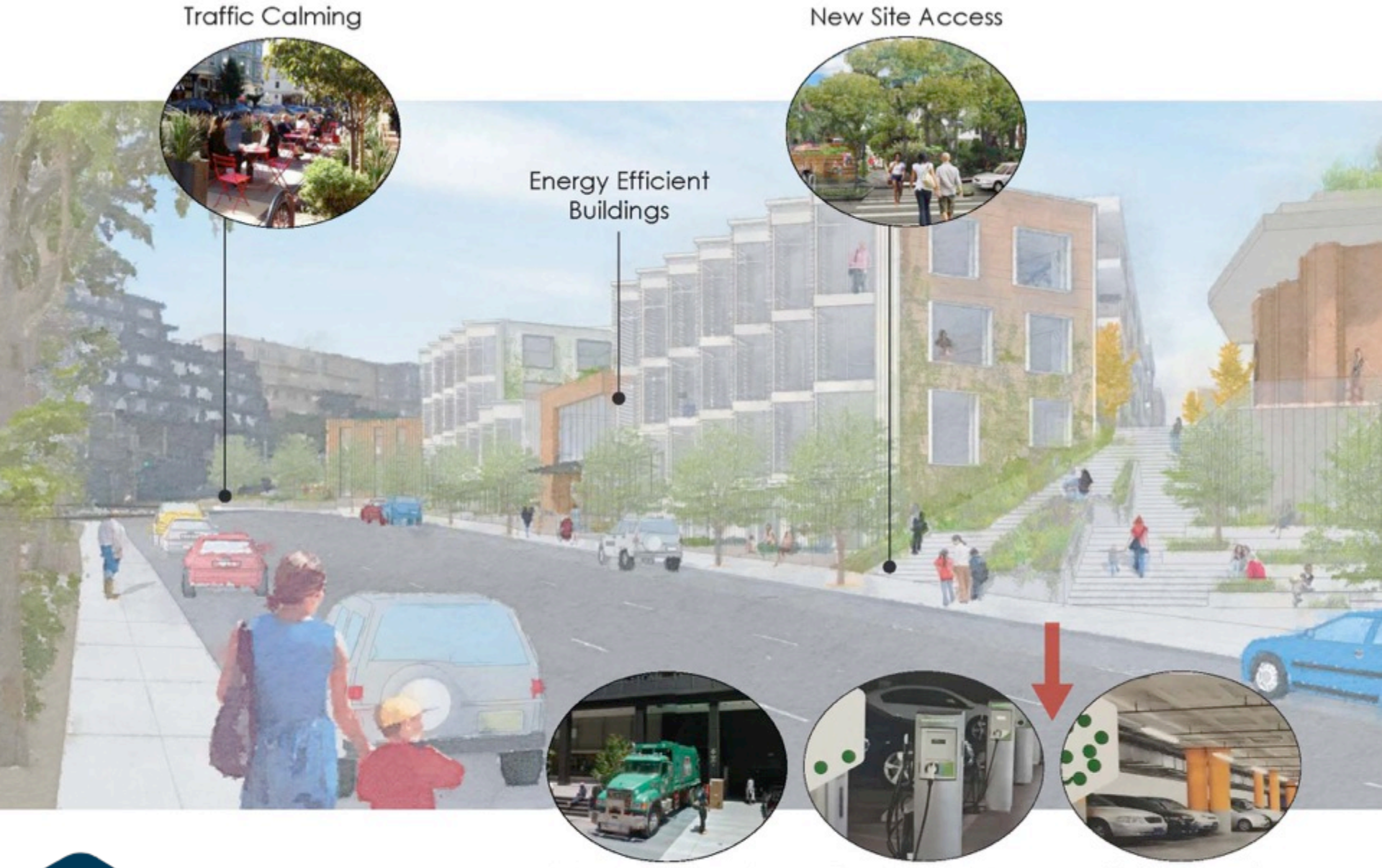
SUSTAINABILITY



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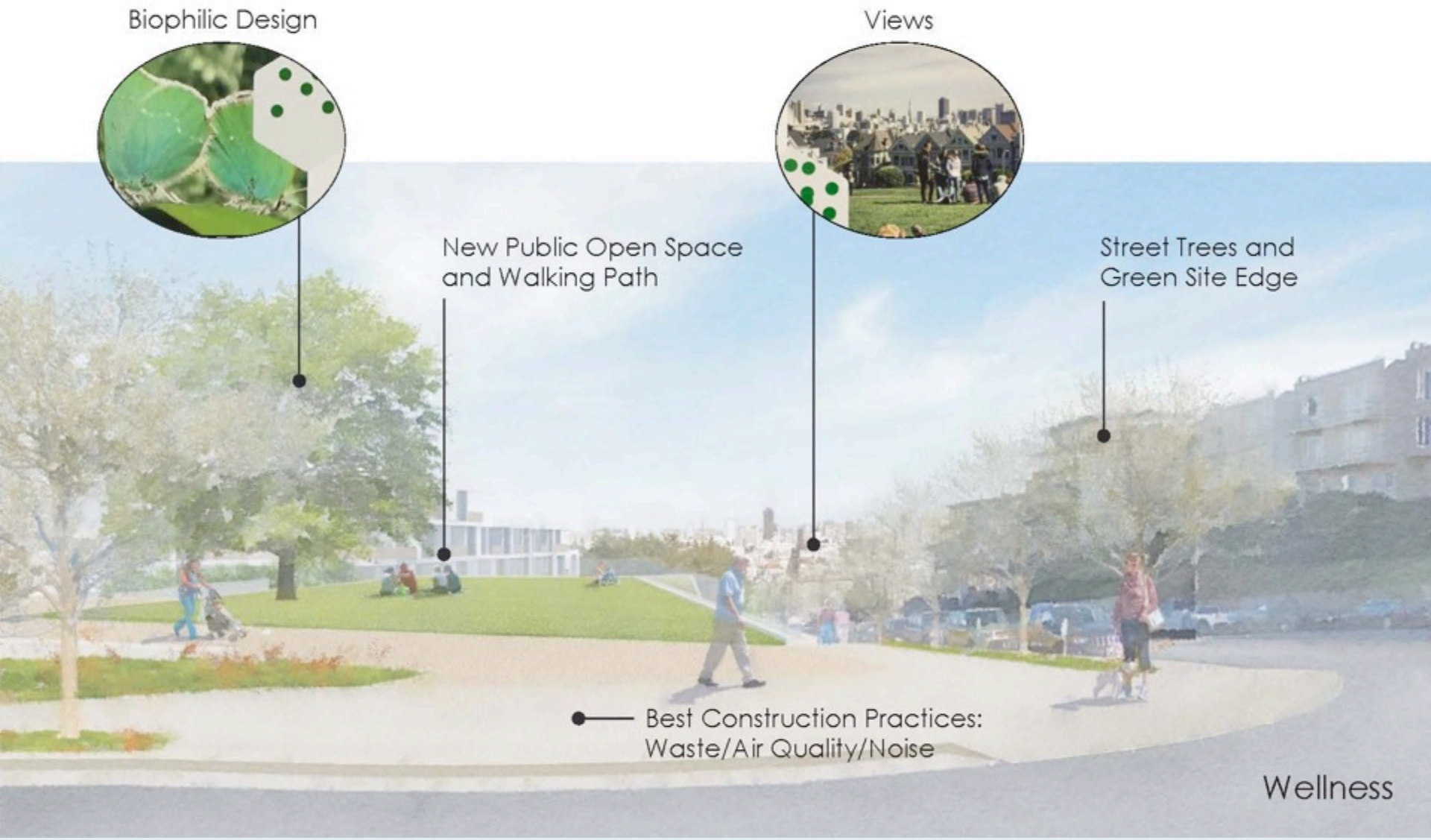
SUSTAINABILITY

Energy and Mobility



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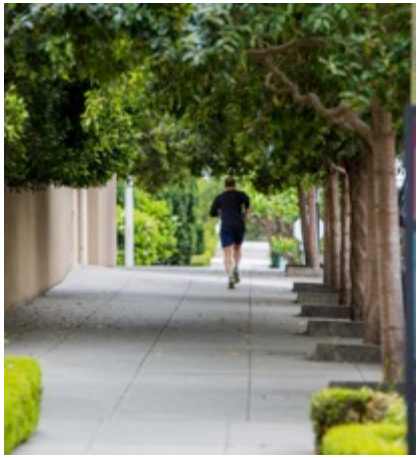
SUSTAINABILITY

Peets



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SITE PLAN