

# OO.WELCOME

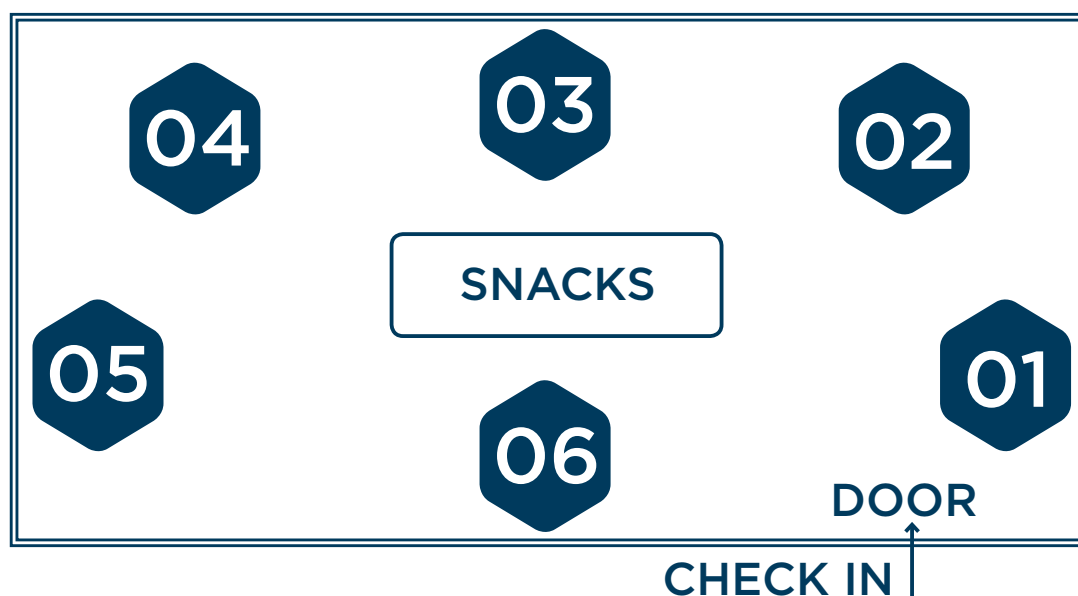
We are privileged to have the opportunity to redevelop this important site surrounded by such great neighborhoods.

Tonight's meeting is intended to inform our design team about the community's values, how the community perceives this site in the neighborhood, and how its re-imagination can meet shared goals including improved connection to the surrounding neighborhoods and enhanced open spaces for future users and the surrounding community.

We believe that learning about the neighborhood directly from community members will help our design team better understand how people live, work, play, shop and learn within this area. This will assist us in crafting a project that is additive and complementary to the surrounding community. Our overall goal is to create a mixed-use project at 3333 California Street that improves the neighborhood and becomes a true community asset.

We sincerely appreciate your time and your input. Thank you.

## ROOM LAYOUT



### STATION THEMES:

- **01** - Site Today
- **02** - Neighborhood Today
- **03** - Open Space / Landscape
- **04** - Sustainability
- **05** - Connectivity
- **06** - Pin It!

Community Meeting // Team Introductions & Development // May-Aug. 2015

Community Meeting // Community Values Workshop // July 22, 2015

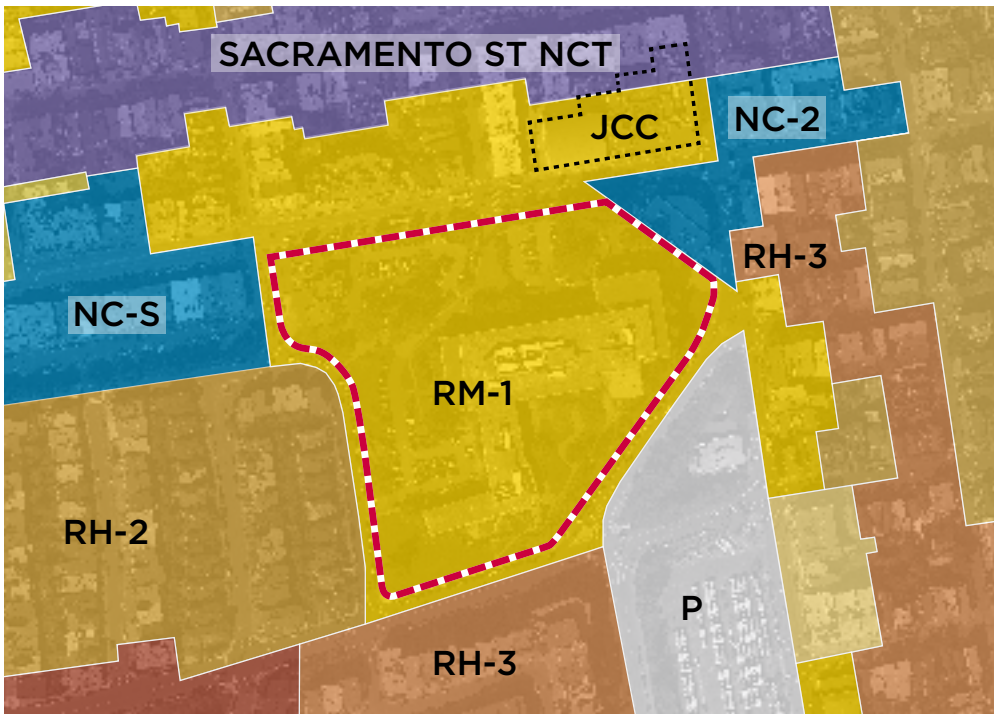
*Please visit one of the stations - we're looking forward to chatting with you. There is no order, so meander freely.*

Community Meeting // Urban Design, Building Program & Architecture Workshop // Sept. 21, 2015

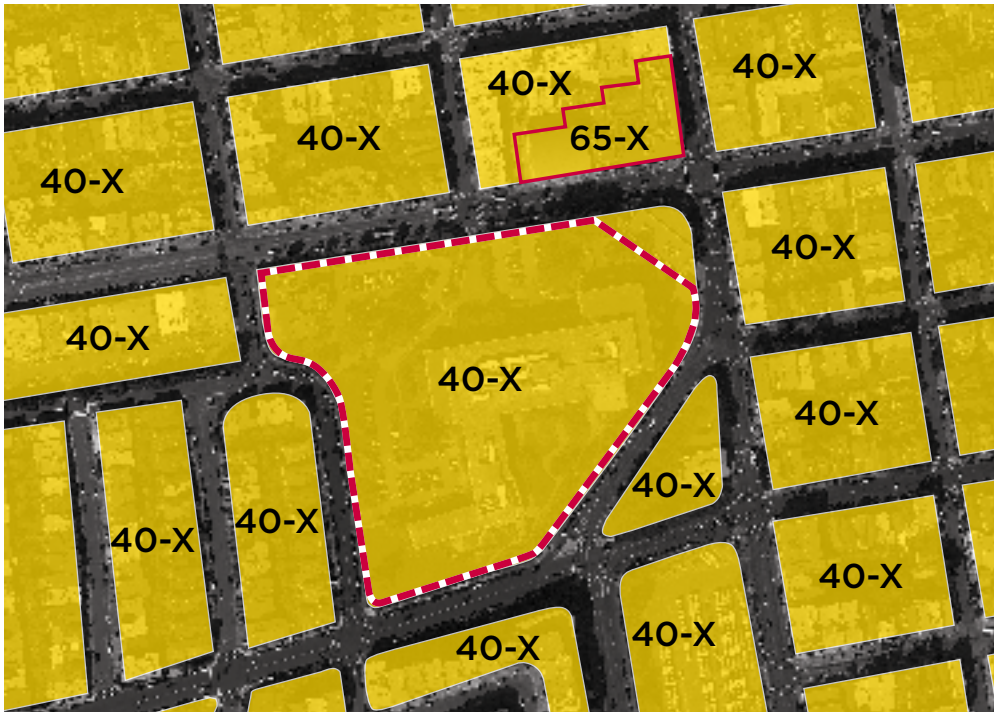
Community Meeting // Design Presentation to Community // Nov. 23, 2015



# 01.SITE TODAY



CURRENT ZONING PER SF PLANNING CODE



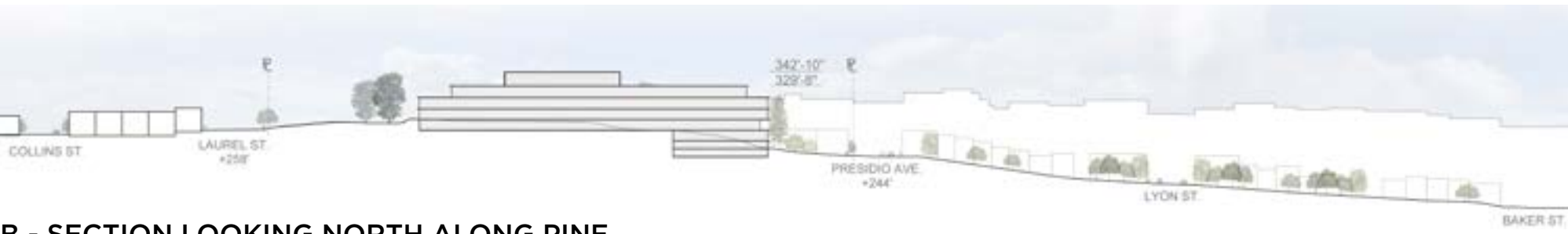
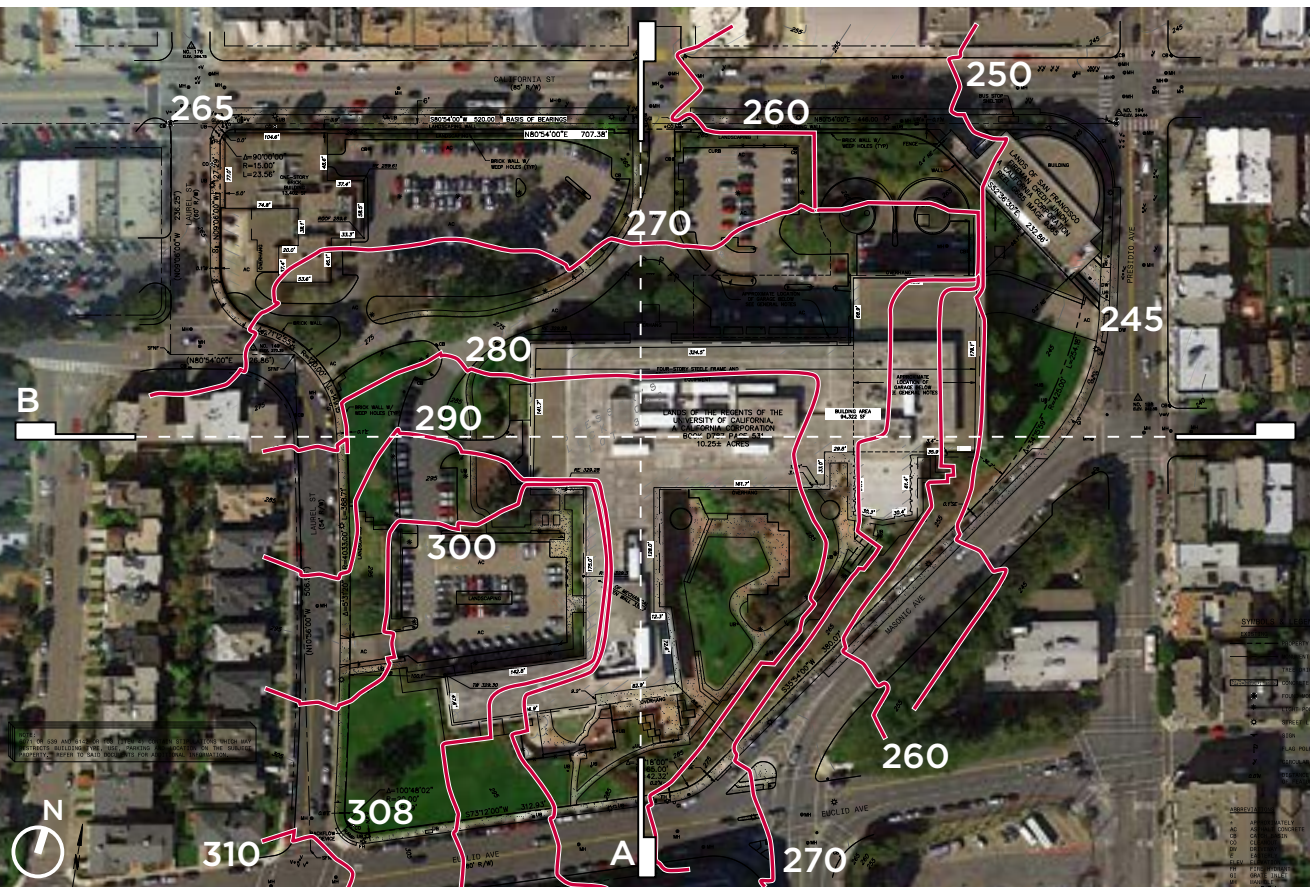
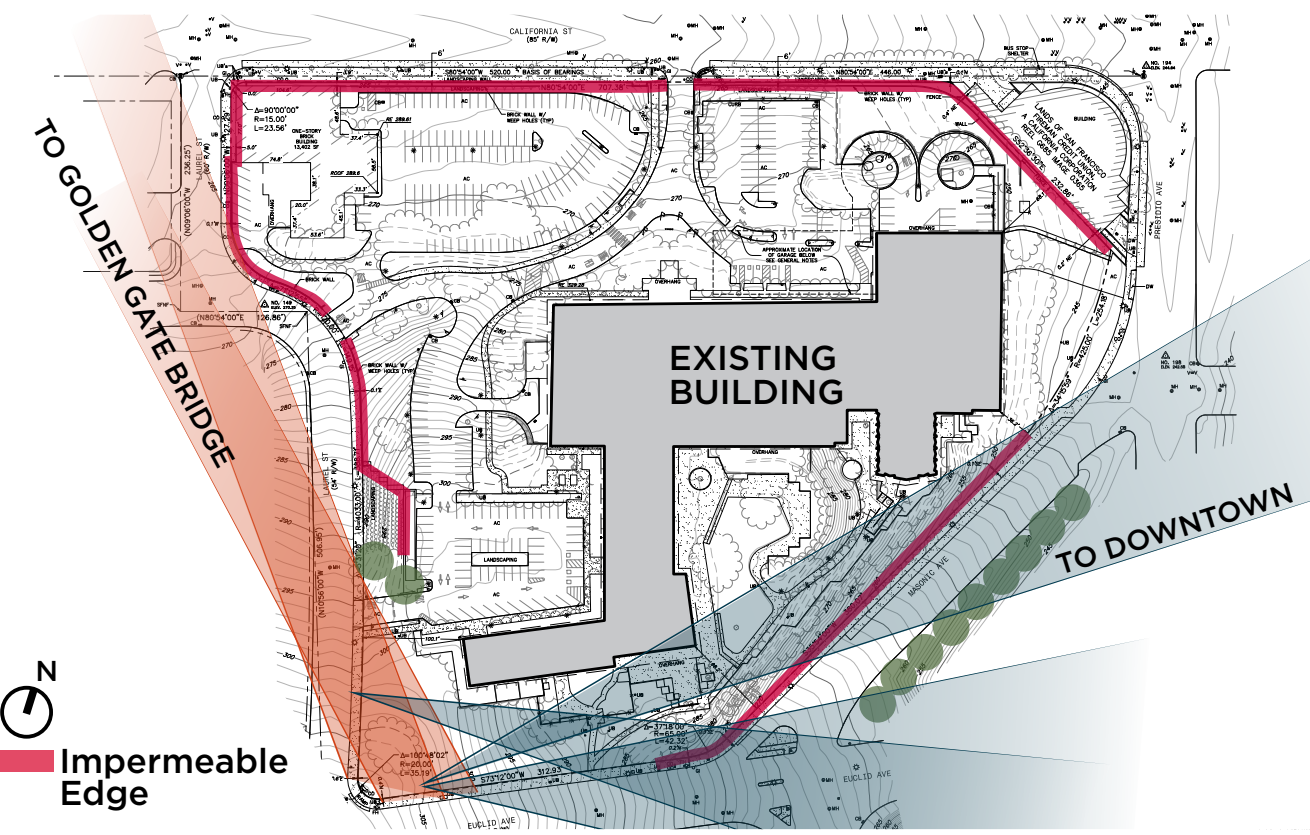
CURRENT HEIGHT PER SF PLANNING CODE



1:1  
UP TO 100 DU  
1:4  
OVER 100 DU



# 01.SITE TODAY





# 01.SITE TODAY



CALIFORNIA STREET



CALIFORNIA STREET



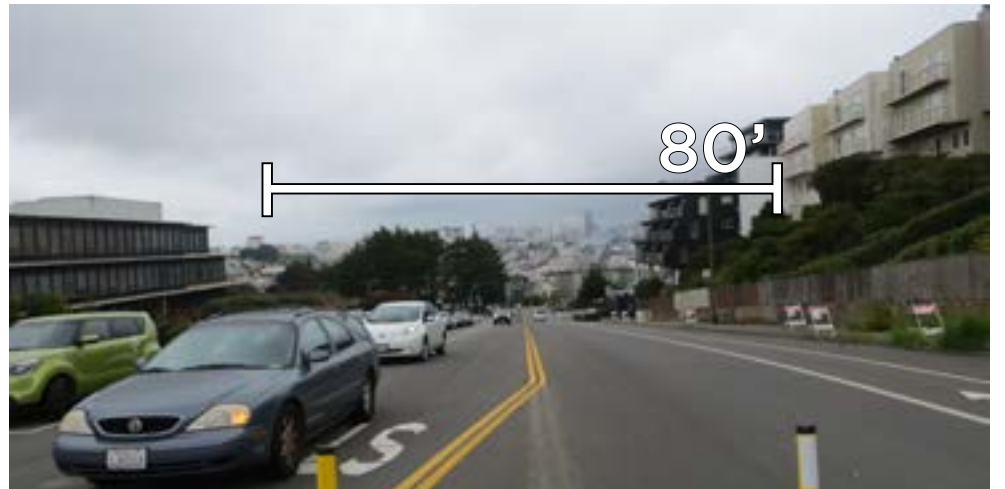
LAUREL STREET



LAUREL STREET



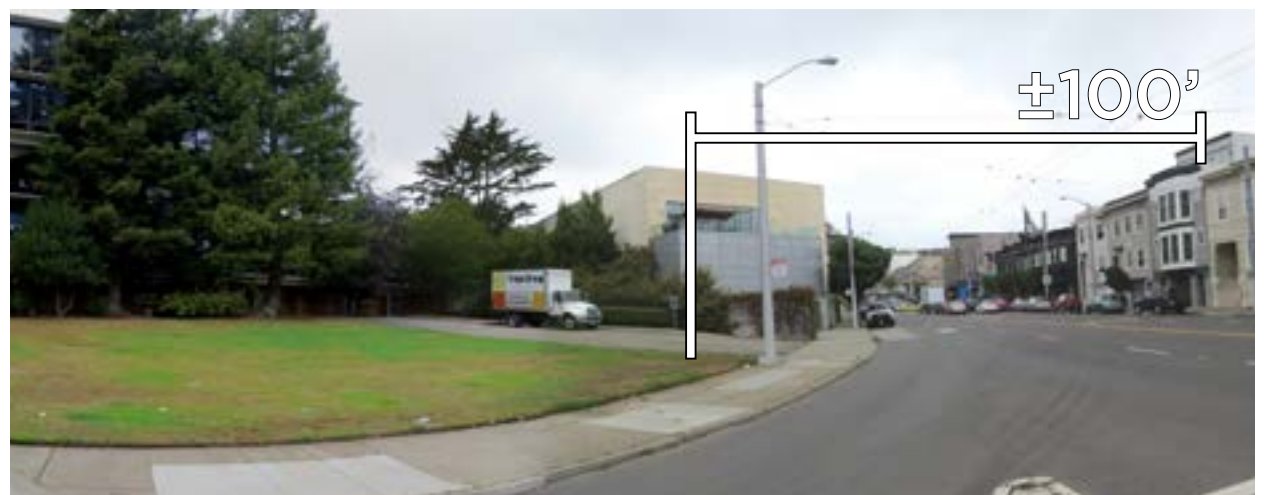
LAUREL STREET



EUCLID AVENUE



MASONIC AVENUE

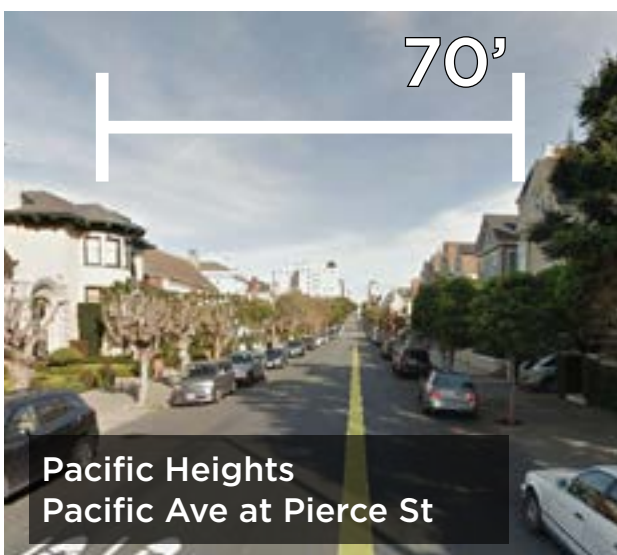
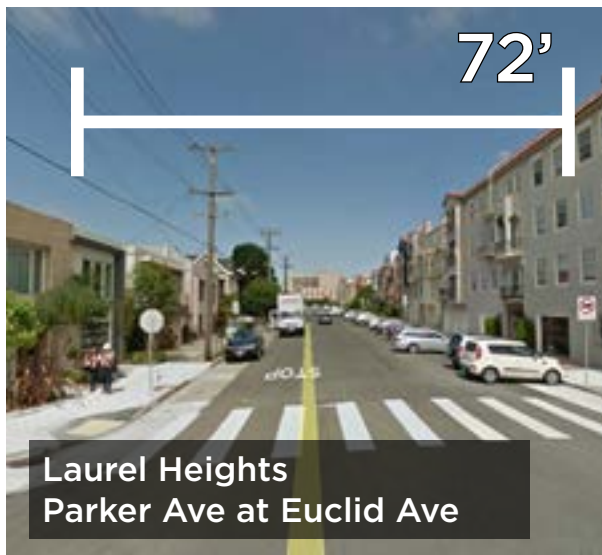
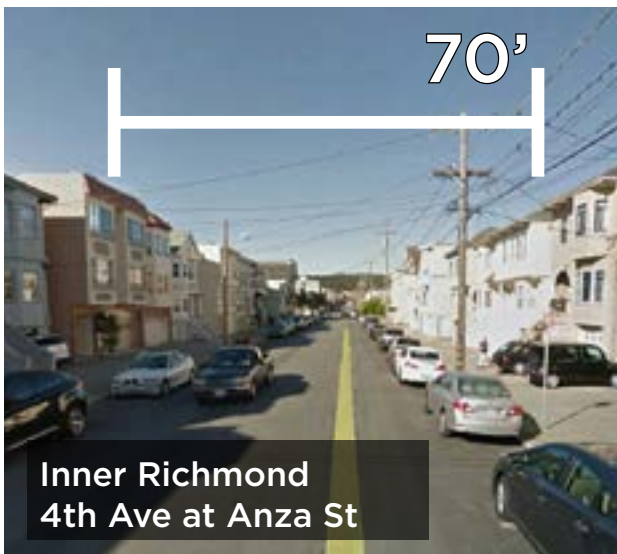


PRESIDIO AVENUE

Note: Dimensions are of the public right of way (back of sidewalk).



# 01.SITE TODAY



## NEIGHBORHOOD STREETSCAPES

Note: Dimensions are of the public right of way (back of sidewalk).



# 01.SITE TODAY

have you  
ever been  
on the site?

do you use  
any of the  
sidewalks  
adjacent to  
the site?

are there any  
site features  
which stand  
out to you?

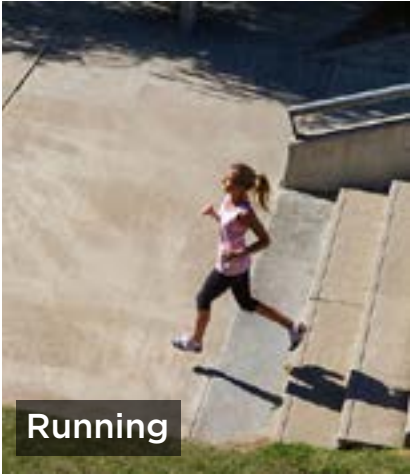
which portion  
of the site do  
you see most  
often?

what is your  
experience  
with the site?

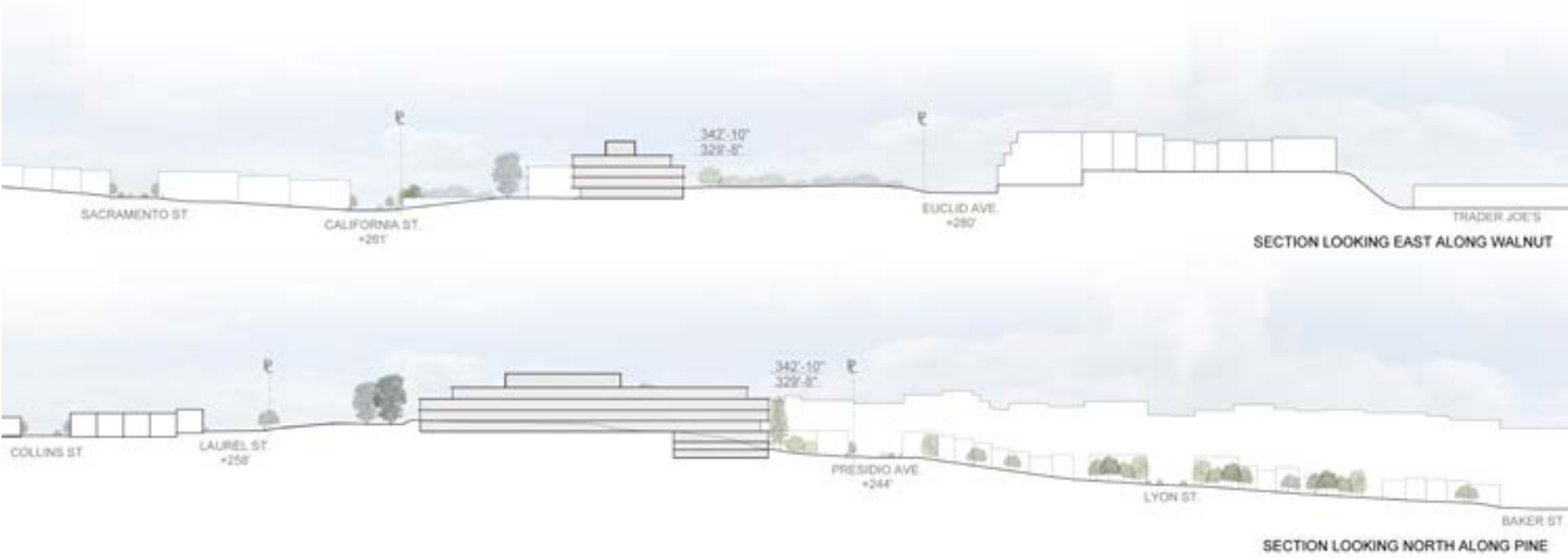


# 02.NEIGHBORHOOD TODAY

## NEIGHBORHOOD RECREATION



## SITE SECTIONS





# 02.NEIGHBORHOOD TODAY

## VARIETY OF BUILDING TYPES



Laurel Village



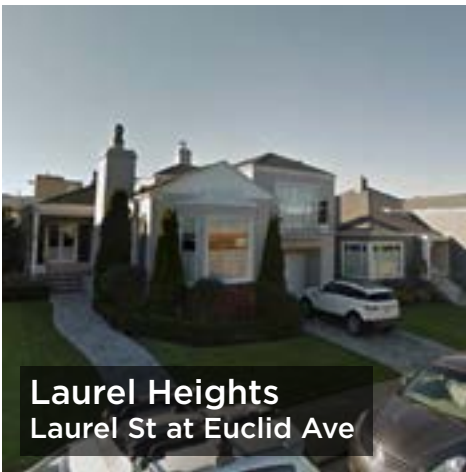
Anza Vista



Sacramento Street



Geary Blvd



Laurel Heights  
Laurel St at Euclid Ave



Presidio Heights  
Clay St at Walnut St



Lower Pacific Heights  
Pine St at Laguna St



Presidio Heights  
California at Presidio

## NEIGHBORS



Families



Parents



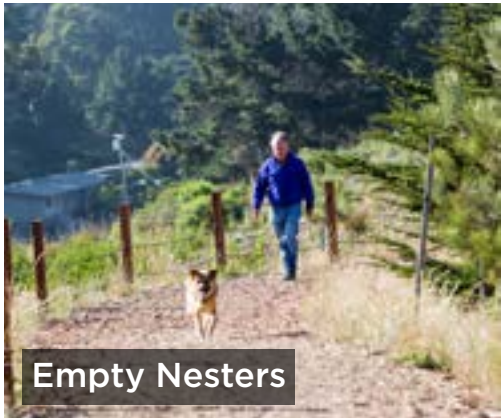
Seniors



Singles



Young Couples



Empty Nesters

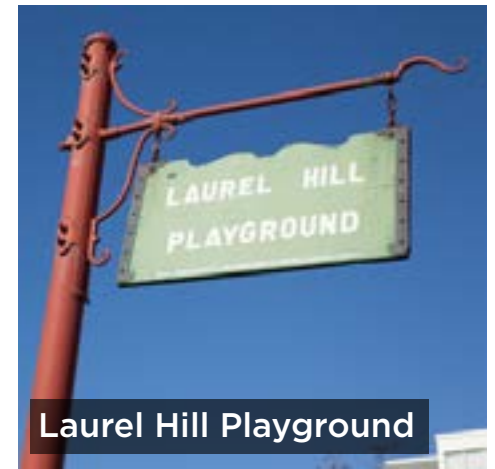
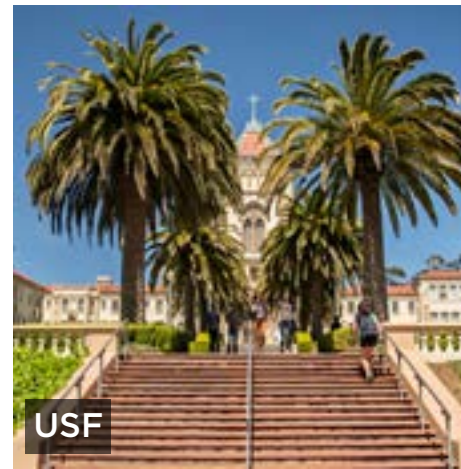


Young Professionals

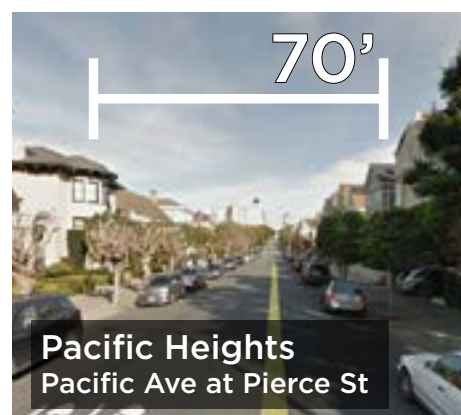
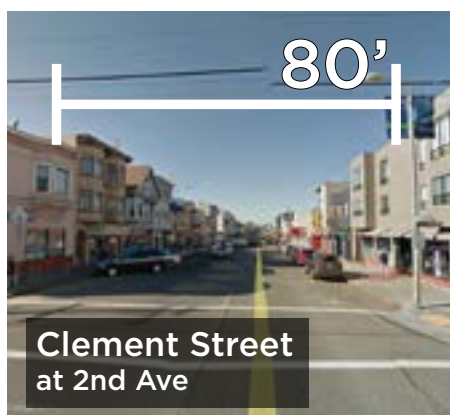
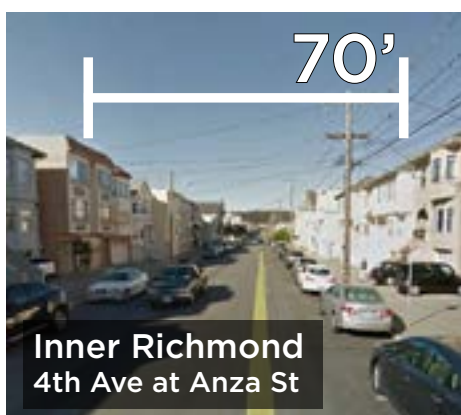
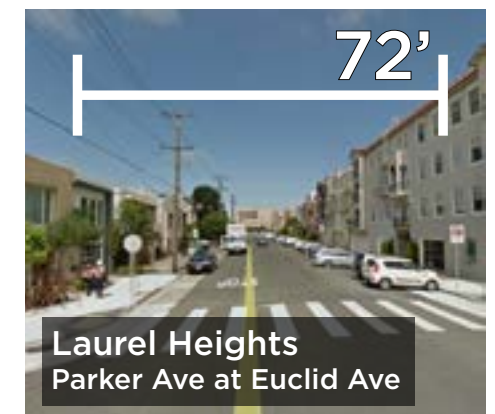


# 02.NEIGHBORHOOD TODAY

## EXAMPLES OF COMMUNITY RESOURCES



## NEIGHBORHOOD STREETSAPES



Note: Dimensions are of the public right of way (back of sidewalk).



# 02.NEIGHBORHOOD TODAY



CALIFORNIA STREET



CALIFORNIA STREET



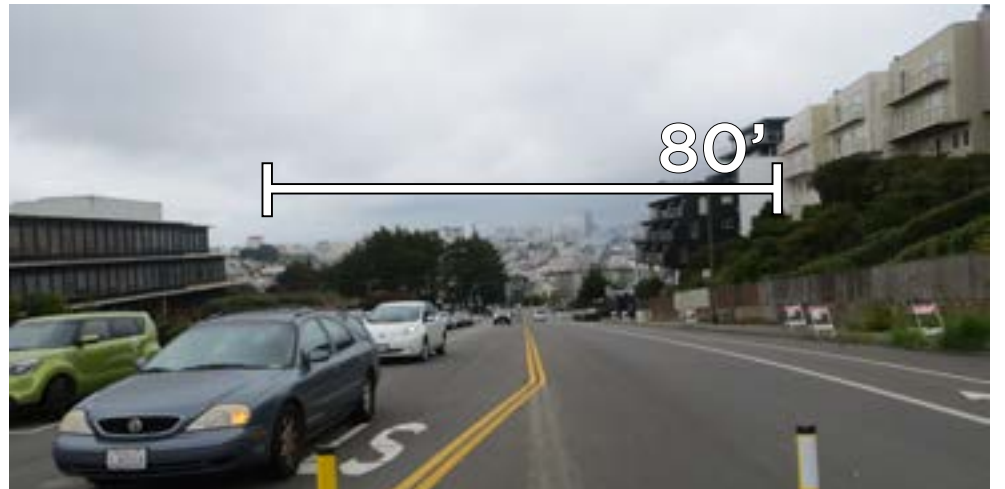
LAUREL STREET



LAUREL STREET



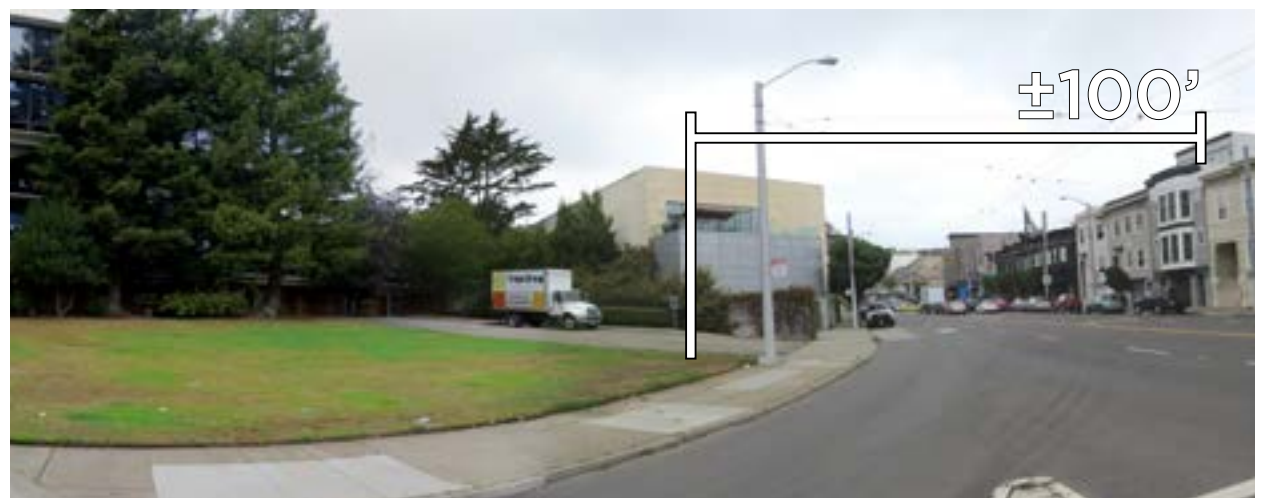
LAUREL STREET



EUCLID AVENUE



MASONIC AVENUE



PRESIDIO AVENUE

Note: Dimensions are of the public right of way (back of sidewalk).



# 02.NEIGHBORHOOD TODAY

What do  
you value  
about your  
neighborhood?

Where do you  
go to meet  
friends?

What do you do  
for fun in the  
neighborhood?

How does the  
neighborhood  
support the  
way you want  
to live?

What are  
some other  
resources in the  
neighborhood?



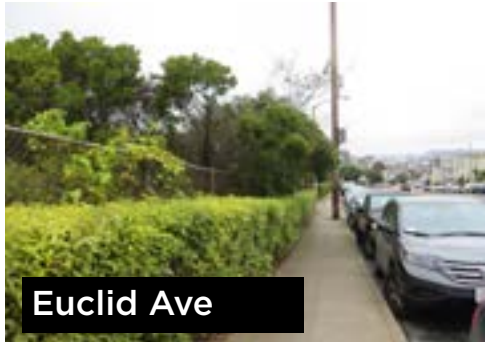
# 03.OPEN SPACE+LANDSCAPE



AREA STREETSCAPES (PLACE A PIN BESIDE STREETS THAT YOU USE AND LIKE THE CHARACTER OF)



## EXISTING SIDEWALK CONDITIONS



## ACTIVE SIDEWALK CONDITIONS



# 03.OPEN SPACE+LANDSCAPE



EXISTING AREA OPEN SPACES - (PLACE A PIN BESIDE PARKS THAT YOU USE AND LIKE)



Laurel Hill Playground



Laurel Hill Playground



Laurel Hill Playground



Laurel Hill Playground



Presidio Heights Playground



Presidio Heights Playground



Presidio Heights Playground



Bush + Broderick Mini Park



Julius Kahn Park



Julius Kahn Park



The Presidio



The Presidio



Alta Plaza Park



Alta Plaza Park



Alta Plaza Park



Alta Plaza Park



# 03.OPEN SPACE+LANDSCAPE



EXISTING SITE OPEN SPACES - (PLACE A PIN BESIDE AREAS THAT YOU USE AND LIKE)

- SURFACE PARKING
- PRIVATE OPEN SPACE
- BUILDING
- USABLE OPEN SPACE
- UNUSABLE OPEN SPACE



what types of  
open spaces  
do you use  
and like?

what open  
spaces do  
you think are  
missing in the  
area?

what do you  
value about  
open space?

what do you  
like to do in  
open space?

how do  
you use the  
existing open  
space on the  
site?



# 04.SUSTAINABILITY



What can we do in the built environment to reduce the impact of climate change?

What steps can we take in the built environment to manage this drought?



What makes a community healthy and resilient?

What does a transit-first city look like?





# 04.SUSTAINABILITY



What does sustainability mean to your neighborhood?

What makes our community be a great place for all generations?



What does biodiversity mean to you?

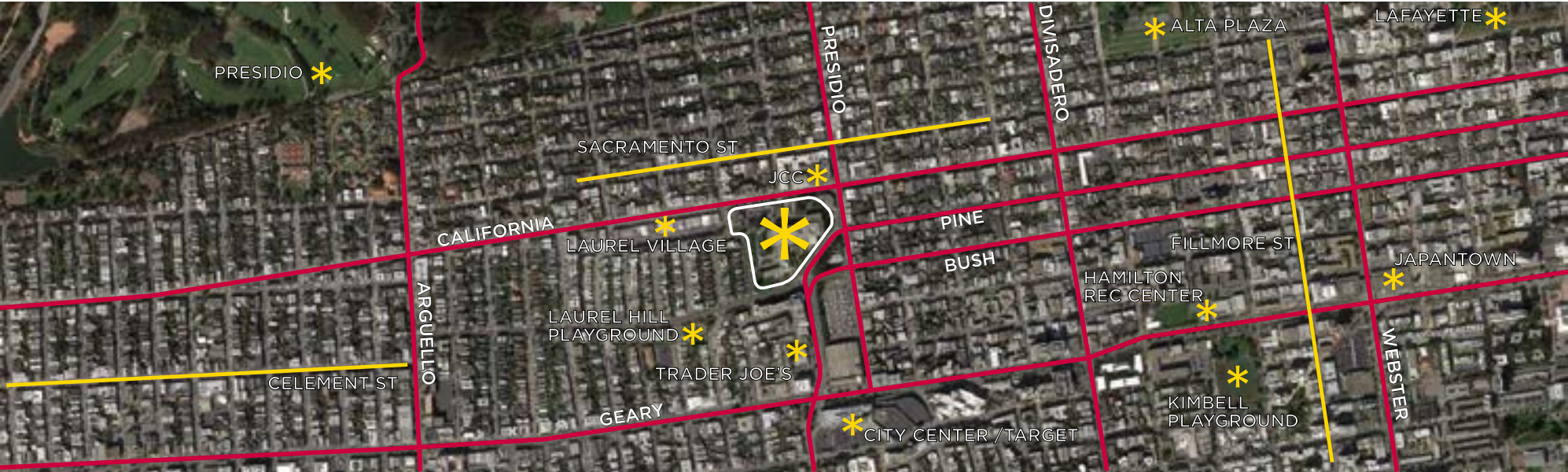


How does climate affect your experience of the neighborhood?





# 05.CONNECTIVITY



CONTEXT, \* = POINTS OF INTEREST



VEHICULAR TRAVEL



PARKING - ON AND OFF SITE



TRANSIT ROUTES



PEDESTRIAN ROUTES AND BIKE ROUTES



what types of  
open spaces  
do you use  
and like?

what open  
spaces do  
you think are  
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what do you  
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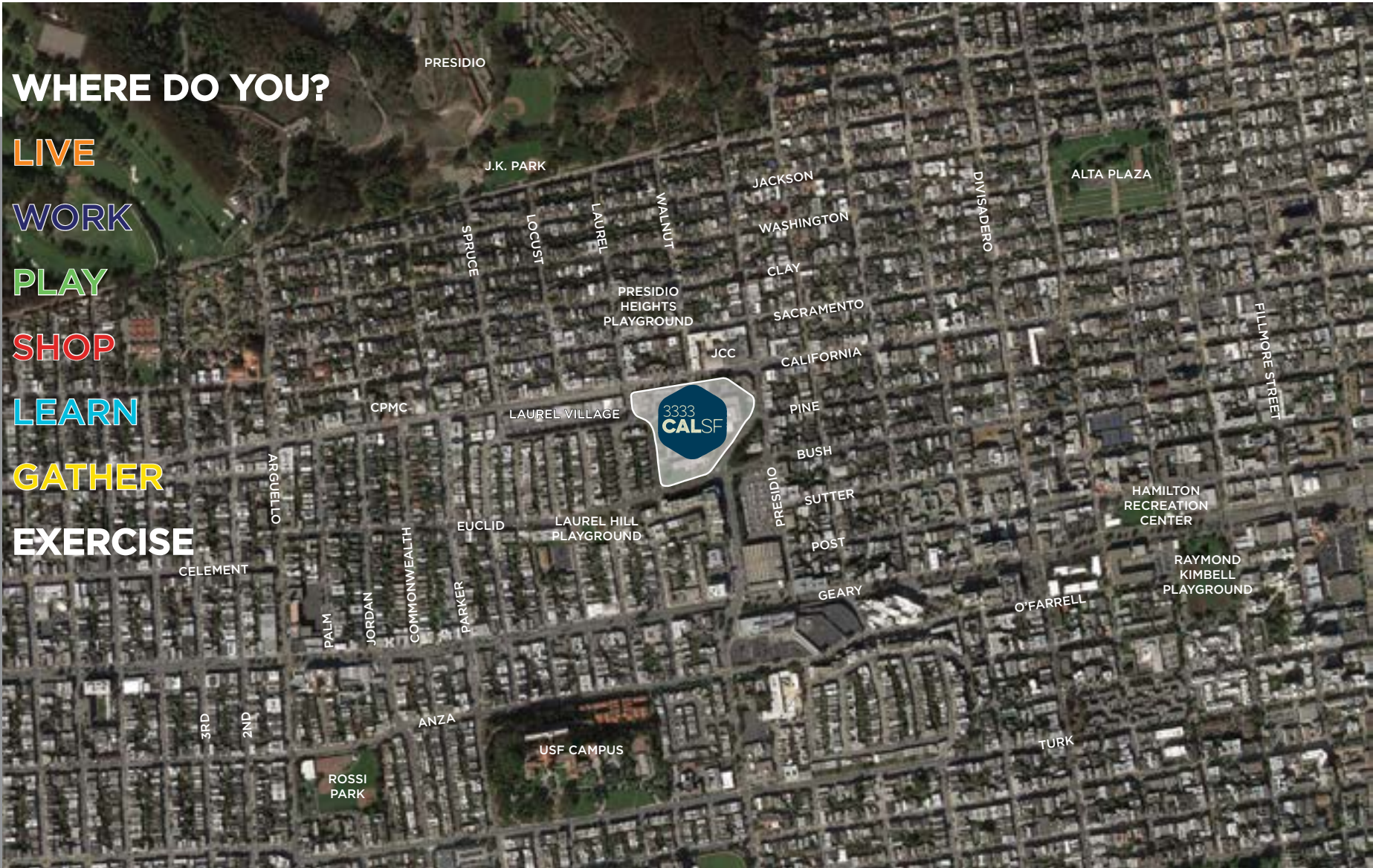
PIN IT WHERE DO YOU?

PIN HERE  
IF OUTSIDE  
THE MAP

- LIVE
- WORK
- PLAY
- SHOP
- LEARN
- GATHER
- EXERCISE

3333 California  
www.3333calsf.com

Community Values  
Workshop  
July 22, 2015







S | K | S

WHAT  
VALUES  
ARE  
IMPORTANT  
TO YOU  
IN MAKING

A GREAT NEIGHBORHOOD?