











05.CONNECTIVITY

Where do you
walk to in the
neighborhood?

How do you
use public
transit?

How many
cars do you
have? where
do you park?

05.CONNECTIVITY



LAUREL VILLAGE

3333
CALSF

LAUREL H
YGROUP

PRESIDIO

BUS

SU



3333 California Street // www.3333california.com

04. SUSTAINABILITY

3333 CALSF

Yellow sticky note: [illegible]

Pink sticky notes: [illegible]

Orange sticky notes: [illegible]

Blue sticky note: [illegible]

Pink sticky notes: [illegible]

Bottom right logo: SKS

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04. SUSTAINABILITY

3333 CALSF

What makes a community be a place for all generations?

How can we...

University



HOW WELCOME

We are privileged to have the opportunity to welcome you to our little neighborhood.

Finally, a meeting is intended to inform and design work about the construction of values, how the community processes the idea to the neighborhood, and how to re-imagine and reap shared gains, including shared ownership in the neighborhood organizationally and architecturally, for future work and for maintaining community.

He believes that learning about the neighborhood directly from community residents will make our design team better understand how people live, work, play, sleep and spend within this area. This will result in us creating a project that is additive and complementary to the surrounding community. Our second goal is to create a third use project at 1201 California Street that improves the neighborhood and becomes a true community asset.

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

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26



Statistical analysis

- #07 100% Cotton
 #08 100% Cotton
 #09 100% Cotton
 #10 100% Cotton
 #11 100% Cotton
 #12 100% Cotton

3 Community Mapping of Food Insecurity & Hunger

Community Meeting 2 Community Issues #8
Should not use all the students, not be used

... something with you. There is no order, no

(continued)





02. NEIGHBORHOOD TODAY

What do
you value
about your
neighborhood?

Quiet
Low Density
Easy Parking

quiet
safe
in SF

quiet
safe
low density

Ability to
park
relatively
easily

Quiet

low density
quiet
walkable

low
density!
quiet.
safe.
multi-generational

Where do you
go to meet
friends?

PEETS

NEIGHBORHOOD
HANGOUT
SPOTS

CONGREGATION
OR 5-
10 MIN
TRIP
TO
DRIVE

BUS
RATES
CONGRAT

What do you do

AVAILABLE
STREET
PARKING





01.SITE TODAY

have you
ever been
on the site?

JUST
WALKED
AROUND
IT

WALKED @
3333 IN 2010

LOVE THE
SET BACK
OF BUILDING
ON HILL TOP
VIEW

Hill TOP
VIEW
"WORTH THE
KNOWLEDGE"

200 BUILDING
"LOVE THE
VIEW"
TO CHARTER 1

THE HILL IS
A GARDEN
I LOVE THE
HILL

SAVE THE
BUSHES.
LOVE THE
REDWOODS
BUT THERE'S
NOT ENOUGH

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

YES, I
USE ALL
OF THEM

YES

yes,
walk the
dog around
the site
often

MEETING
SPACES NOW
@ 3333 CAL
& NOTENOVELY.

PARKING, SPACE
TO SHOPPING
CENTER TODAY.

are there any
site features
which stand
out to you?

The view
at the top
of hillside!

Love the
trees

TREES

GREEN
SPACE

trees
open space
view

Save the
Trees!!

WHERE ARE
OUR PINE,
BUSH, &
SUTTER STS
?

PIN IT

PIN HERE
IF OUTSIDE
THE MAP

WHERE DO YOU?

LIVE

WORK

PLAY

SHOP

LEARN

GATHER

EXERCISE



PRESIDIO

J.K. PARK

ALTA PLAZA

PRESIO HEIGHTS

CITY

ABDELLO

CELEMENT

ROSSI PARK

HOBILTON RECREATION CENTER

RAY

PLAY





1111 California Street // www.1111california.com

02.NEIGHBORHOOD TODAY



What do
you value
about your
neighborhood?

Quick
Low Density
Easy Parking

Low
Density
Easy Parking

Low
Density

Low
Density
Easy Parking

Low
Density
Easy Parking

Low
Density
Easy Parking

Good

Where do you
go to meet
friends?

RECYCLES

THE WINE
HOUSE
WINE
HOUSE

Low
Density
Easy Parking

What do you do
for fun in the
neighborhood?

RECYCLES
HOUSE

RECYCLES
HOUSE

Low
Density
Easy Parking

Low
Density
Easy Parking

02.NEIGH

VA



3333 California Street // www.3333calsf.com

3333
CALSf

SPACE+LANDSCAPE



RAMP
SIA
CITY OF
SAN FRANCISCO



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3333
CALSf

OPEN SPACE+LANDSCAPE

3333 California Street // www.3333calsf.com

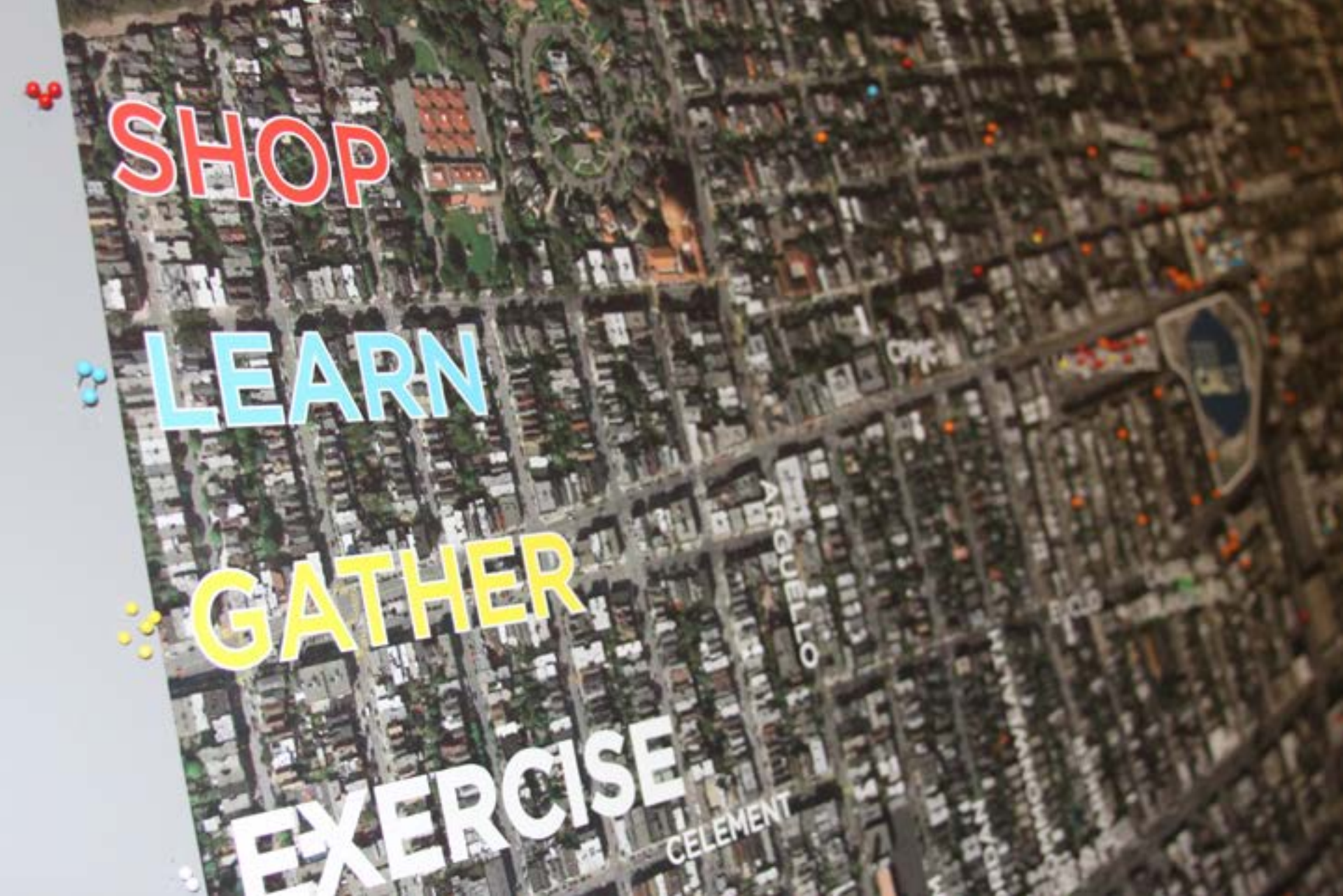
IDEAL AREAS THAT YOU USE AND LIVE

OPEN SPACE

WATER





An aerial photograph of a city grid, likely Los Angeles, showing streets, buildings, and green spaces. Overlaid on the left side is a vertical grey bar with four clusters of colorful pushpins (red, blue, yellow, and white) corresponding to the text elements. The text 'SHOP', 'LEARN', 'GATHER', and 'EXERCISE' is written in large, bold, sans-serif fonts, each in a different color (red, cyan, yellow, and white respectively) and slightly tilted to follow the perspective of the map. Street names like 'CELEMENT' and 'ARGUELLO' are visible on the map.

SHOP

LEARN

GATHER

EXERCISE



WHAT VALUES ARE IMPORTANT TO YOU

IN MAKING A GREAT NEIGHBORHOOD?

- Safe, secure, healthy ✓
- Quiet, safe, view, peace, low population, cleanliness ✓ ✓ ✓
- Beautiful street landscaping ✓ ✓ ✓
- Goat, please! ✓ ✓ ✓
- Variety of ages and ✓ ✓ ✓
- Green space ✓ ✓ ✓
- Art, culture, history, ✓ ✓ ✓
- Community and socialization ✓ ✓ ✓
- Low density ✓ ✓ ✓
- Low cost ✓ ✓ ✓

GreenSpace
Art, Culture
History, etc.
Community
Low Density
Low Cost

Neighborhood
with a lot of trees
and green space

3333 California Street // www.3333caist.com

3333
CALS

05.CONNECTIVITY

where do you
walk to in the
neighborhood?

How
often
do you
walk?

how do you
use public
transit?

and
Level Heights?

MA, ATIT

for future

space
size?

use of

trees

3333 California Street // www.3333ca

05.CONNECTIVITY



ING - ON AND OFF S

RIAN ROUTES

VALUES
ARE
IMPORTANT
TO YOU
IN MAKING

A GREAT NEIGHBORHOOD?

Adequate on site parking ✓✓

Quiet, safe, slow pace, low population, cleanliness ✓✓✓✓✓

AVAILABLE STREET PARKING ✓✓✓

Quiet, please! ✓✓✓✓

* Variety of ages and classes and races //

Green space ✓✓✓✓

NO TRAFFIC PROBLEMS ✓✓✓

SPACES FOR CHILDREN + DOGS ✓✓ + SENIORS ✓✓✓

Low density ✓✓✓

LIMIT ON PARKING SPACES ✓✓✓

Low Height Buildings - we can see the sky! ✓✓✓✓✓

Traffic ingress & egress -
in high locations? ✓✓✓✓✓

GUIDING PRINCIPLE
FOR DESIGN:
MAKE IT LOOK LIKE
SAN FRANCISCO!
i.e. NO GLASS
BOXES!

TRAFFIC PROBLEMS ✓✓✓
APLES FOR CHILDREN + DOGS ✓✓✓ + SENIORS ✓✓✓✓

low density ✓✓✓✓

MIT ON PARKING SPACES ✓✓✓

Height Buildings - we can see the sky! ✓✓✓✓✓✓✓✓

4400 requires 2 sq ft -
which locations?

Say Restaurant

RE APT. BUILDINGS OR
NEIGHBOURHOODS OF PINE, BU
50% OF THIS SPACE

POST STREETS
EN & GREEN

FOR DESIGN:
MAKE IT LOOK LIKE
SAN FRANCISCO!
C.R. NO GLASS
BOXES!

03. OPEN SPACE + LAND

3333 California Street



Laurel Hill Playground



Laurel Hill Playground



Laurel Hill Playground



Laurel Hill Playground



Bush & Broderick Mini Park



The Presidio



The Presidio



Alta Plaza Park



Julius Kahn Park



Julius Kahn Park



Alta Plaza Park



Presidio Heights Playground



Presidio Heights Playground



Julius Kahn Park

What do you value about your neighborhood?

What do you value about your neighborhood?

Where do you go to meet friends?

What do you do for fun in the neighborhood?

What do you value about your neighborhood?

What do you value about your neighborhood?

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What do you value about your neighborhood?

What do you value about your neighborhood?

2333 California Street // www.2333board.com

02. NEIGHBORHOOD TODAY

EXAMPLES OF COMMUNITY RESOURCES



NEIGHBORHOOD STREETSCAPES



PIN IT

PIN HERE
IF OUTSIDE
THE MAP

WHERE DO YOU?

LIVE

WORK

PLAY

SHOP

LEARN

GATHER

EXERCISE

3333 California
www.3333map.comCommunity Space
Workshop
Nov 22, 2009





A GREAT NEIGHBORHOOD?

Adequate on site parking ✓✓✓

Quiet, safe, slow pace, low population, cleanliness ✓✓✓✓✓

AVAILABLE STREET PARKING ✓✓✓✓

Quiet, please! ✓✓✓✓✓

* Variety of ages and classes and races ✓✓✓✓✓

Green space ✓✓✓✓✓

NO TRAFFIC PROBLEMS ✓✓✓

SPACES FOR CHILDREN + DOGS ✓✓ + SENIORS ✓✓✓✓

Low density ✓✓✓✓✓

LIMIT ON PARKING SPACES ✓✓✓✓

Low Height Buildings - we can see the sky! ✓✓✓✓✓

Traffic ingress & egress -
to which locations? - Laurel St. impacts? ✓

Dim Sum Restaurant

NO MORE APT. BUILDINGS OR 2312

GOING PRINCIPLE
FOR DESIGN:
MAKE IT LOOK LIKE
SAN FRANCISCO!
E.G. NO GLASS
BOXES!

This neighborhood
CANNOT support
750 units or here's
of more people. We
need housing but not
at the expense of the
existing community!

AFFORDABLE
HOUSING ON
SITE!!

do you own
a bike? do
you use it for
pleasure or
commuting?

Both
Infrastructure
for biking on
CA st. is
awful

Keep number
of new
units to
minimum.

- Would be great to be able to walk thru site.
- Presidio/Masonic had good experience.
- Pine/Masonic terrible ex
- Euclid corner -

Values Workshop