

# 00.WELCOME

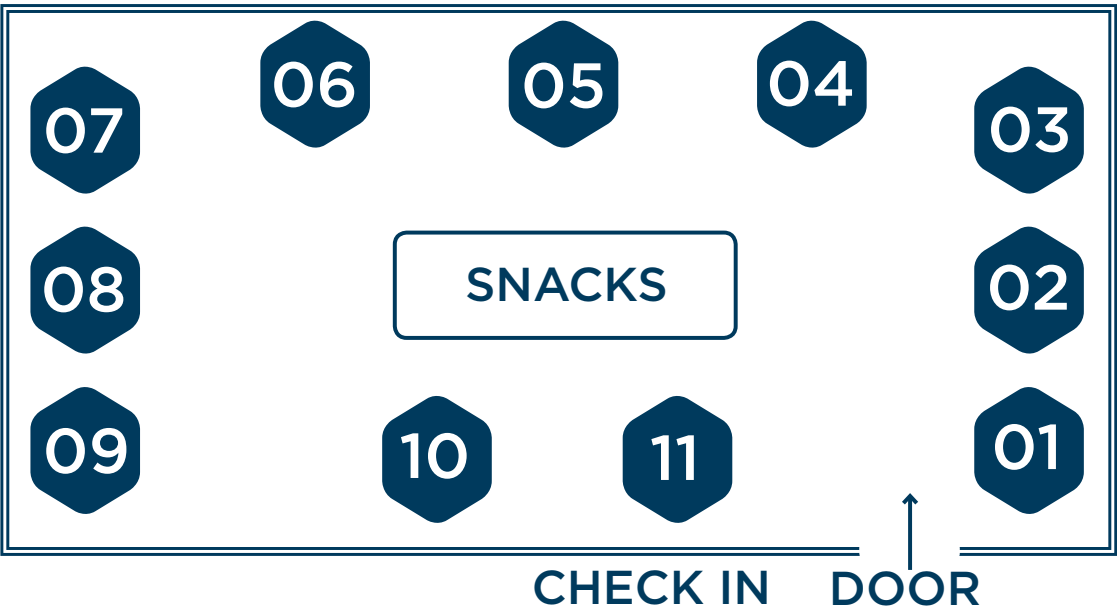
The 3333CalSF community outreach approach is predicated on receiving early input from the community that is then refined through subsequent workshops, design presentations and idea development. Our main objective is to have each successive meeting build upon the feedback received from the prior meetings with more refined design ideas, details, and ultimately, a comprehensive project design that maximizes the alignment between the community input and the project objectives.

At the July 22nd community values workshop, we explored the community experience of the project site and its relationship to the surrounding area as it exists today. We also looked at the existing site from a current zoning, height and streetscape perspective. We then compiled and evaluated the feedback received from the community and used that feedback to refine the issues and develop design value statements that will help guide our team on their design and opportunities for the project site.

In this meeting, we will share the main ideas that we gathered from the community in the July community meeting, the Design Value Statements, and we will share some images and ideas that we believe to be reflective of those design values. These images and ideas can then serve as potential design ideas moving into the next phase of design development. In this workshop, the community is encouraged to actively participate and provide their feedback to our design team members. Topics covered will include the Site Today, Open Space and Landscape, Pedestrian Experience, Neighborhood Context, Architectural Design, Sustainability, Mobility, and Mix of Uses.

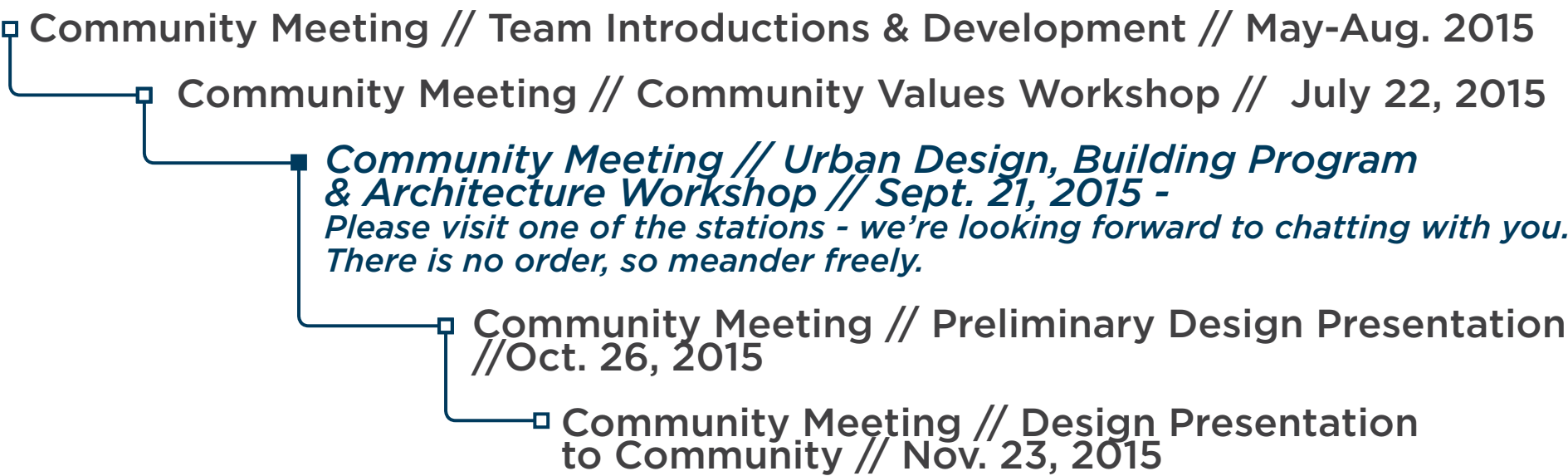
We sincerely appreciate your time and input.

## ROOM LAYOUT



## STATION THEMES:

- 01 - Site Today
- 02 - Open Space/ Landscape
- 03 - Site Plan
- 04 - Pedestrian Experience
- 05 - Neighborhood Context
- 06 - Architectural Design
- 07 - Sustainability
- 08 - Mobility
- 09 - Mix of Uses





# 02. OPEN SPACE/LANDSCAPE

LET US KNOW WHAT YOU THINK:



"I Like It!"



"I'm Neutral."



"Not My Preference."

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DESIGN VALUE STATEMENT:

**CREATE A VARIETY OF LANDSCAPED OPEN SPACES THAT OFFER  
UNIQUE OUTDOOR EXPERIENCES AND USES.**



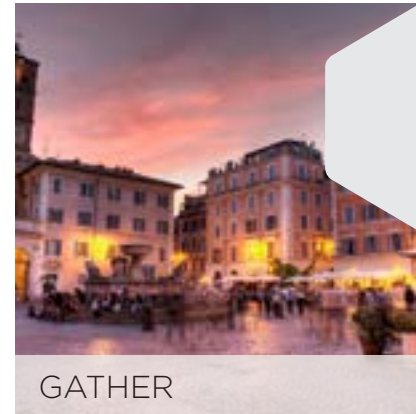
VISTA



VISTA



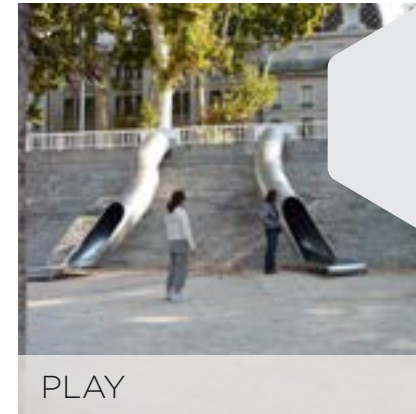
GATHER



GATHER



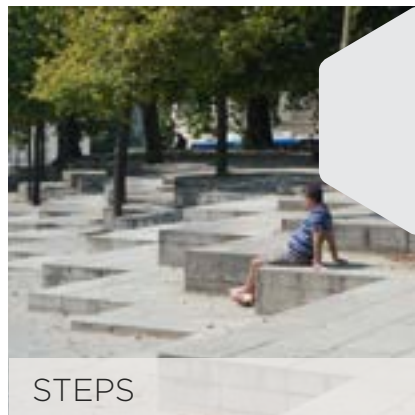
PLAY



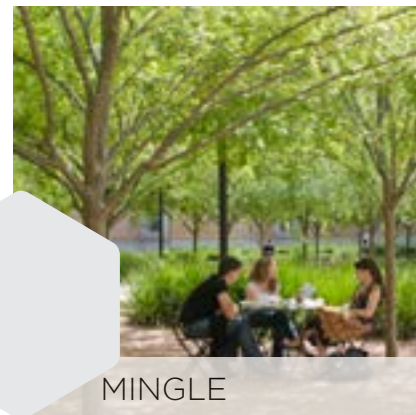
PLAY



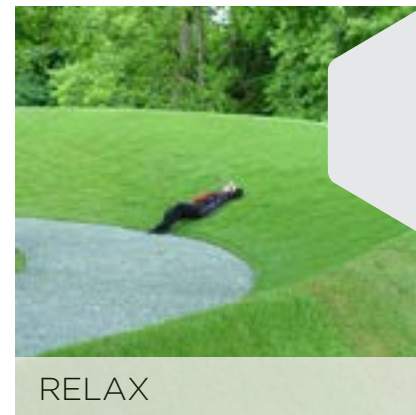
STEPS



STEPS



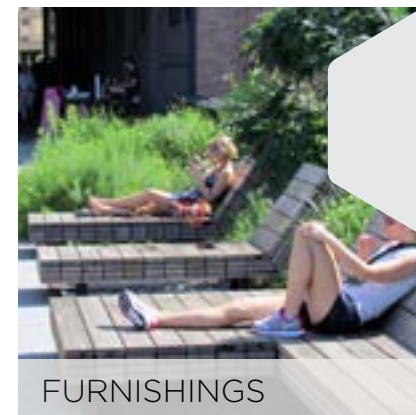
MINGLE



RELAX



DOG AREA



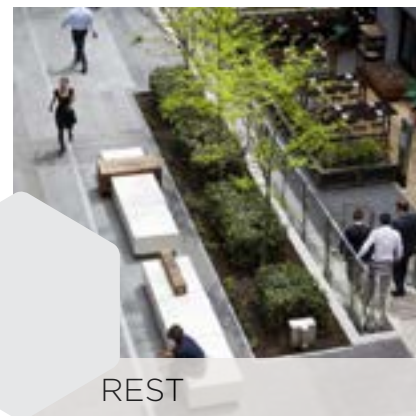
FURNISHINGS



CONTEMPLATE



CONTEMPLATE



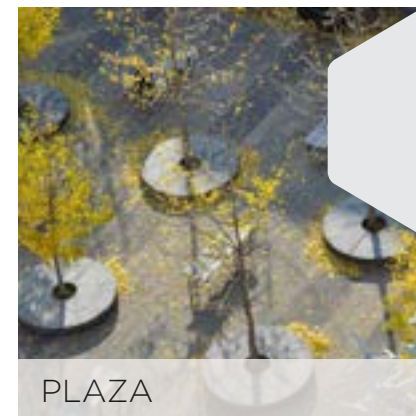
REST



PASEO + MEWS



GATHER

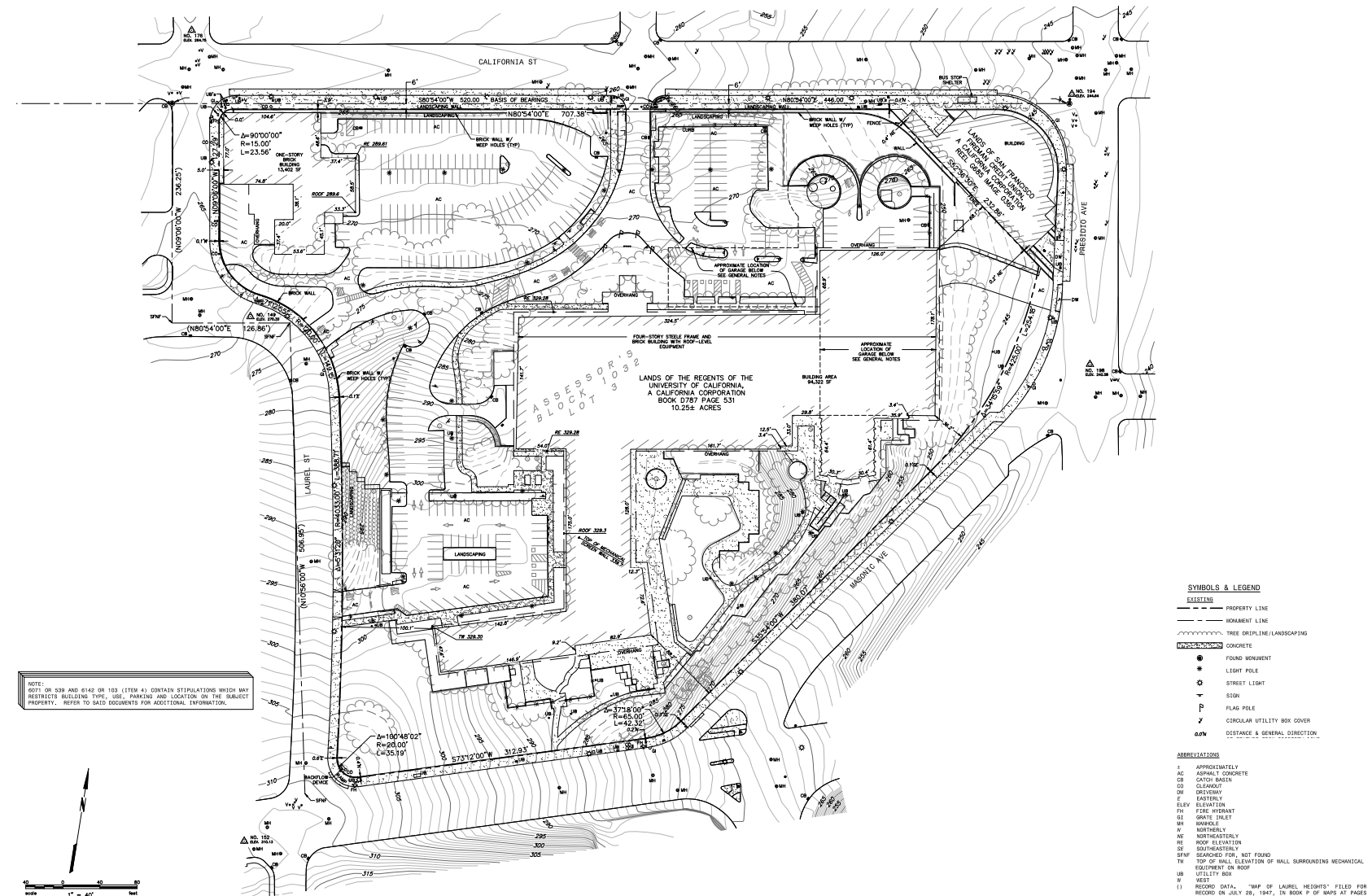


PLAZA



# 03. SITE PLAN

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# 04. PEDESTRIAN EXPERIENCE

LET US KNOW WHAT YOU THINK:

● "I Like It!"

● "I'm Neutral."

● "Not My Preference."

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DESIGN VALUE STATEMENT:

**CREATE A WELCOMING, WALKABLE AND CONNECTED SITE THAT FEELS LIKE A NEIGHBORHOOD AND SERVES THE COMMUNITY AND ITS NEW RESIDENTS.**



PEDESTRIAN WAY



SIDEWALK SEATING



BIKE LANES



SIDEWALK DINING



STOREFRONT



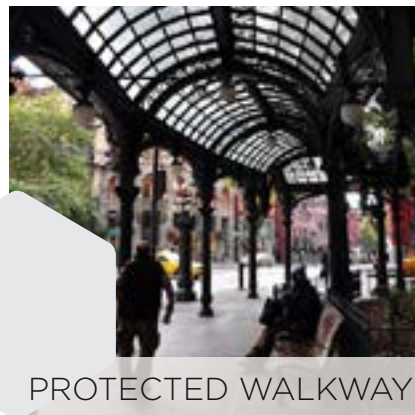
STOREFRONT



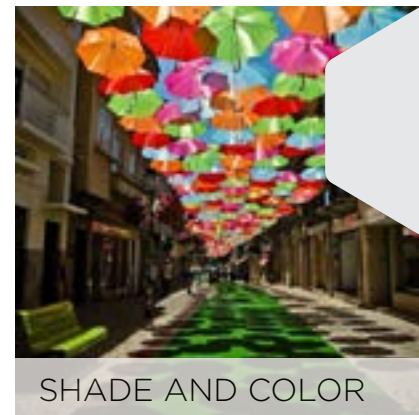
PLAY AREA



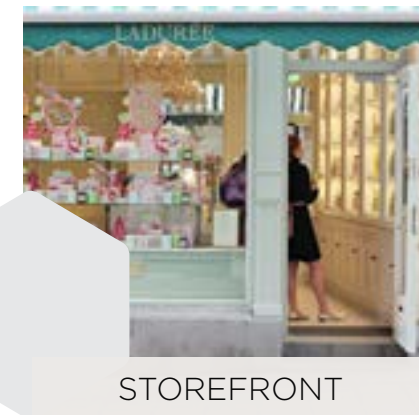
FARMER'S MARKET



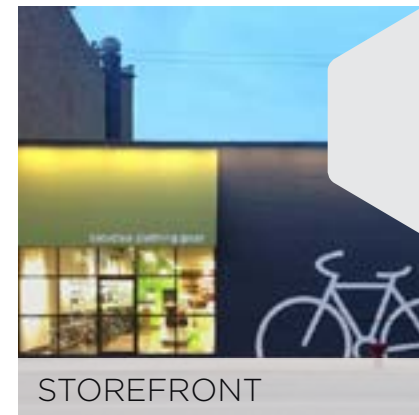
PROTECTED WALKWAY



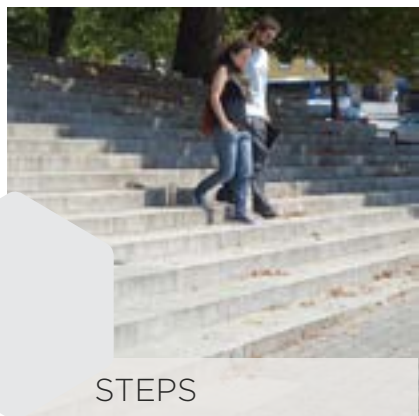
SHADE AND COLOR



STOREFRONT



STOREFRONT



STEPS



OUTDOOR SEATING



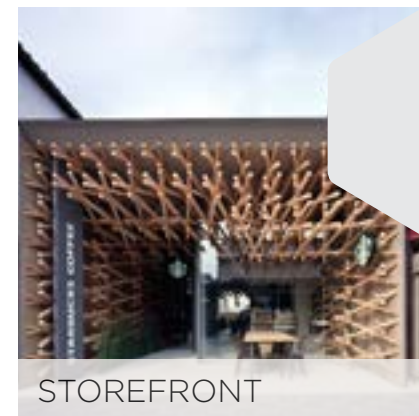
EVENING SPACES



STREET TREES



STOREFRONT



STOREFRONT



# 05. NEIGHBORHOOD CONTEXT

LET US KNOW WHAT YOU THINK:

● "I Like It!"

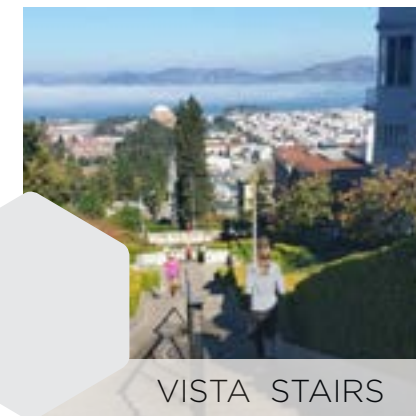
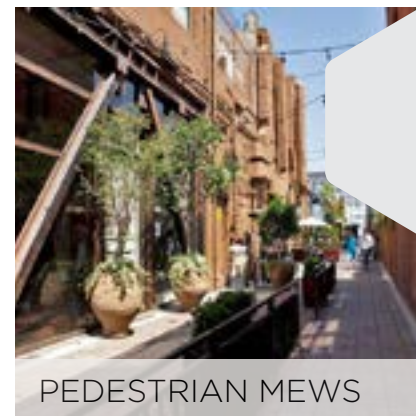
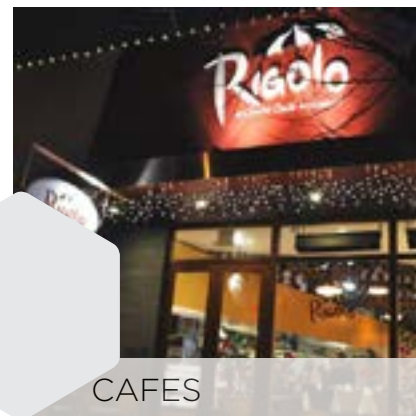
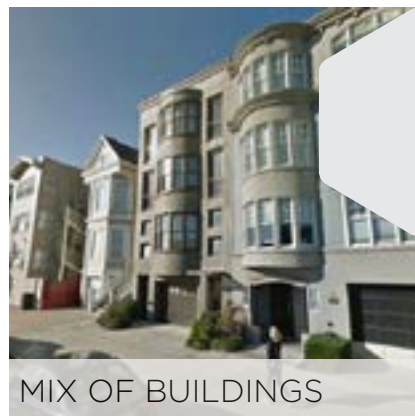
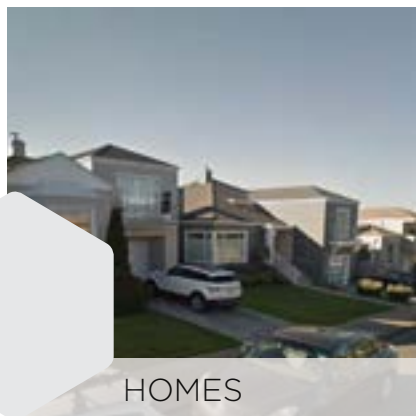
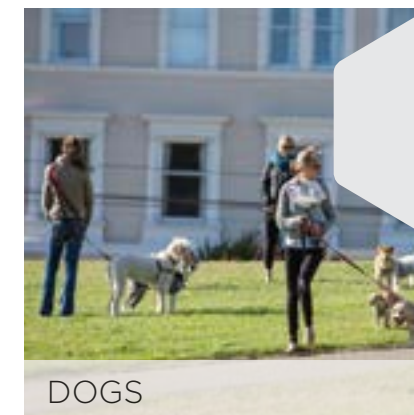
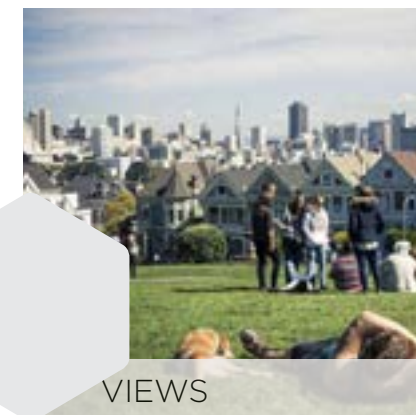
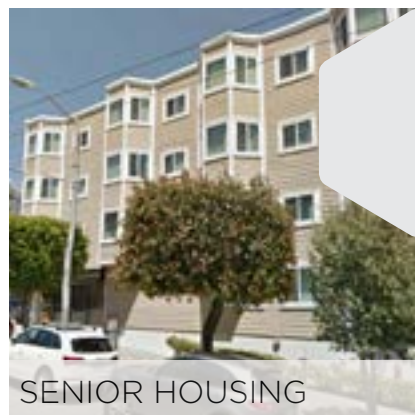
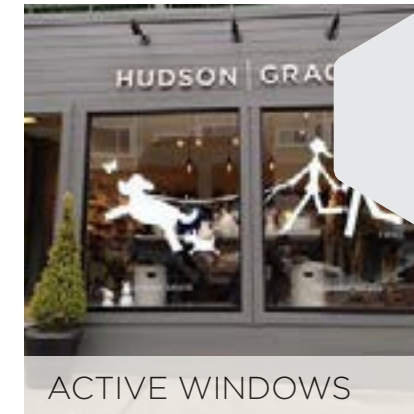
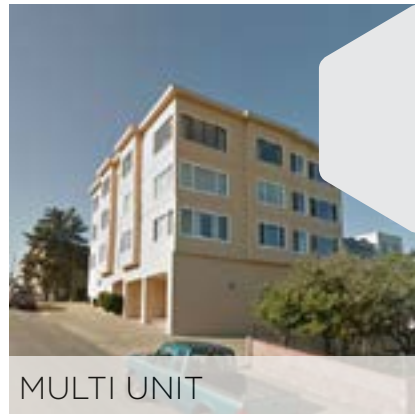
● "I'm Neutral."

● "Not My Preference."

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DESIGN VALUE STATEMENT:

**CREATE A HARMONIOUS RELATIONSHIP BETWEEN THE "NEW" AND "EXISTING" BY ENHANCING THE UNIQUE QUALITIES AND SPECIAL CHARACTER OF THE SURROUNDING NEIGHBORHOODS**





# 06. ARCHITECTURAL DESIGN

LET US KNOW WHAT YOU THINK:

● "I Like It!"

● "I'm Neutral."

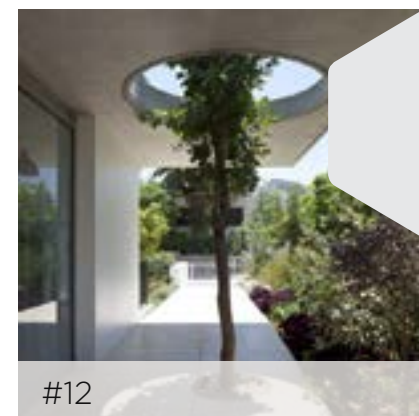
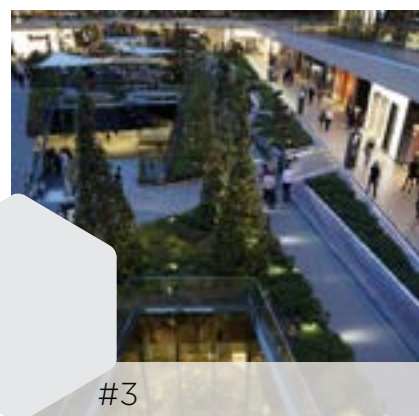
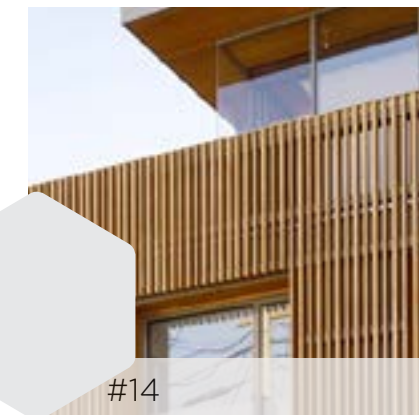
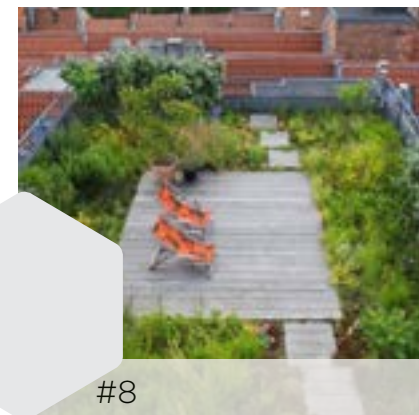
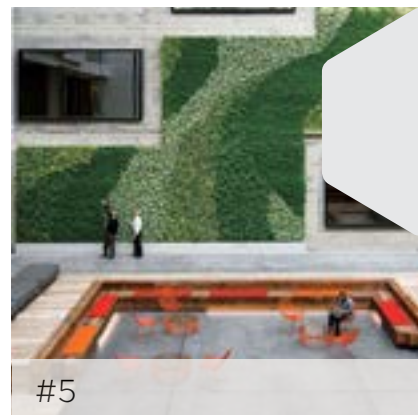
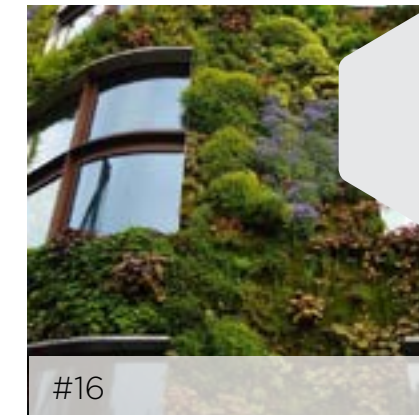
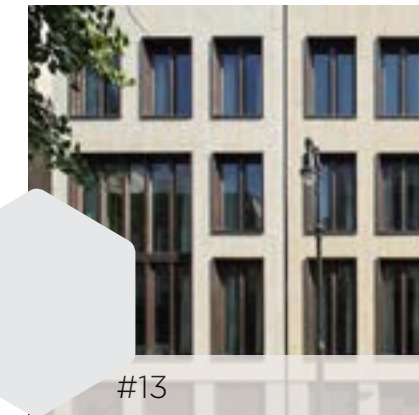
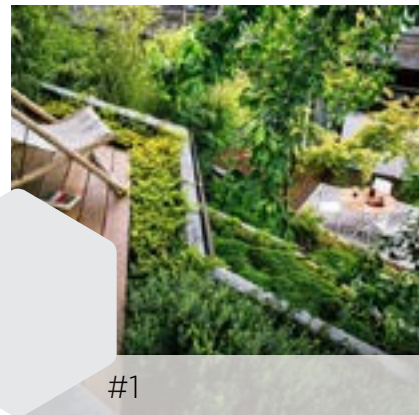
● "Not My Preference."

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DESIGN VALUE STATEMENT:

**CREATE A QUALITY BUILT ENVIRONMENT, RESPONDING TO THE DIVERSITY AND VARIETY OF THE EXISTING NEIGHBORHOOD WITH APPROPRIATELY SCALED COMPONENTS AND MATERIALS.**

DESIGN WITH TOPOGRAPHY



INTEGRATE THE LANDSCAPE

APPROPRIATE SCALE AND MATERIALS



# 07. SUSTAINABILITY

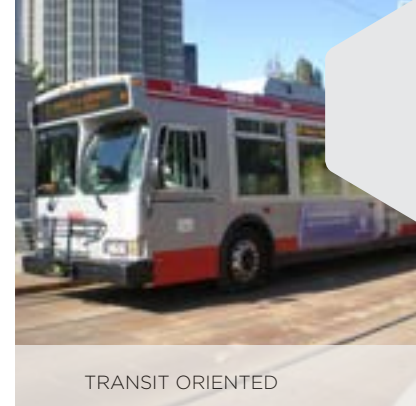
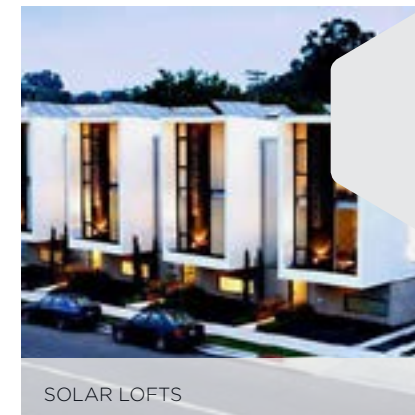
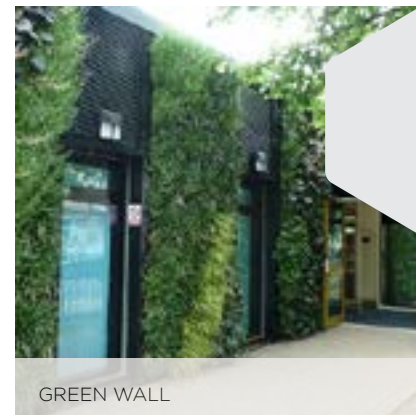
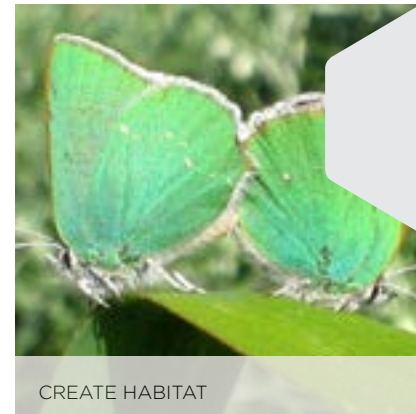
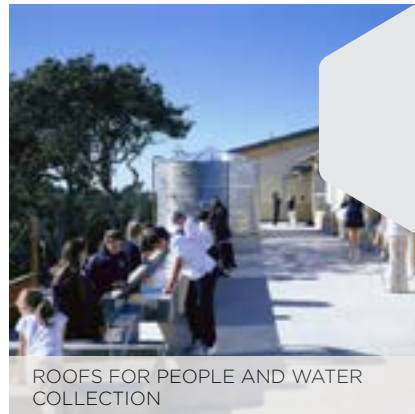
LET US KNOW WHAT YOU THINK:

● "I Like It!" ● "I'm Neutral." ● "Not My Preference."

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DESIGN VALUE STATEMENT:

**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.**





# 08. MOBILITY

LET US KNOW WHAT YOU THINK:

● "I Like It!"

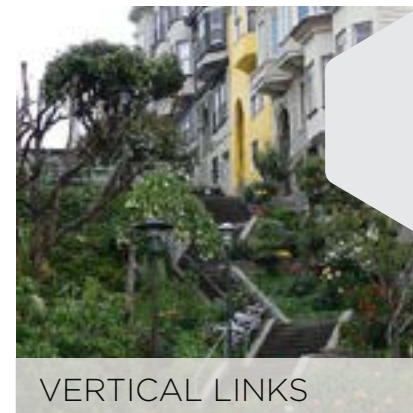
● "I'm Neutral."

● "Not My Preference."

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CALSf

DESIGN VALUE STATEMENT:

**CREATE A WALKABLE AND TRANSIT-ORIENTED COMMUNITY THAT PROVIDES A RANGE OF MOBILITY OPTIONS.**





# 09. MIX OF USES

LET US KNOW WHAT YOU THINK:

● "I Like It!"

● "I'm Neutral."

● "Not My Preference."

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CALSf

DESIGN VALUE STATEMENT:

**CREATE AND BUILD ON EXISTING AREA RESOURCES WHERE PEOPLE CAN SHOP, LIVE, WORK, LEARN, RELAX, AND PLAY.**



ART, IDEAS, WELLNESS



FUEL UP NEAR HOME



MIXED USE



DAY & EVENING USES



GREAT CHOICES



GATHERING SPOTS



RELAXED LIFESTYLE



NEIGHBORHOOD  
CONVENIENCE



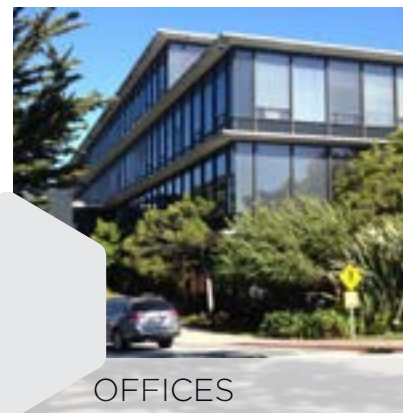
GREEN THUMBS



FRESH PRODUCT



LOCAL SERVING



OFFICES



GREET THE SUN



CRAFT COMMUNITY



FLEXIBLE SPACES