

# LAUREL HEIGHTS

Community Meeting #1:  
Team Intro & Development Process  
May – August 2015







# Agenda

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- + Welcome
- + Team Introduction
- + Project Experience
- + Philosophy
- + Approach/ Schedule
- + Q & A



"Key factors in selecting Prado/SKS included their reliability, experience, and record of delivering successful real estate projects in San Francisco and of working closely with the San Francisco community and neighbors to achieve successful and collaborative outcomes."

- University of California, San Francisco (May 15, 2014)



# Meet the Team



**DAN SAFIER**  
Principal



**DAN KINGSLEY**  
Principal



**DON BRAGG**  
Director of Development



**LISA CONGDON**  
Project Manager &  
Community Outreach



**CINDY PARK**  
Marketing &  
Community Outreach



Urban Planner



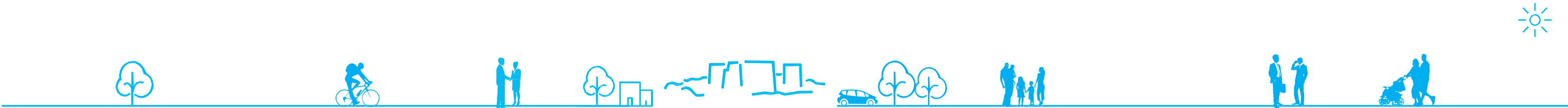
Architects



Landscape Architects



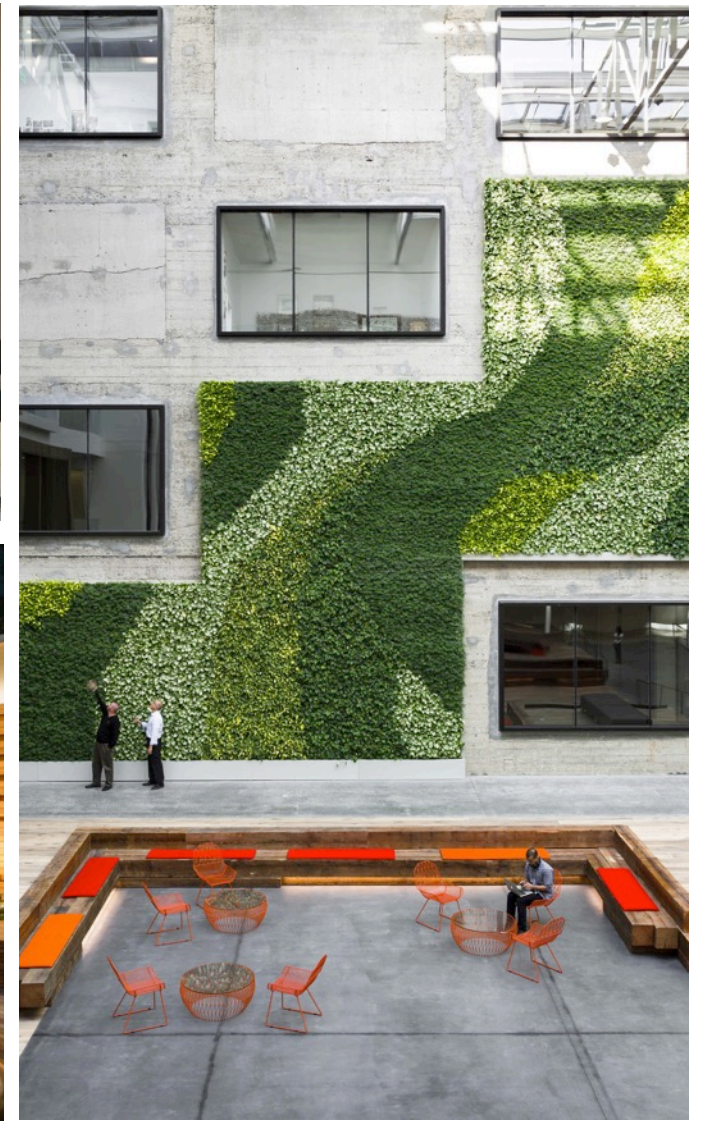
Sustainability Planner





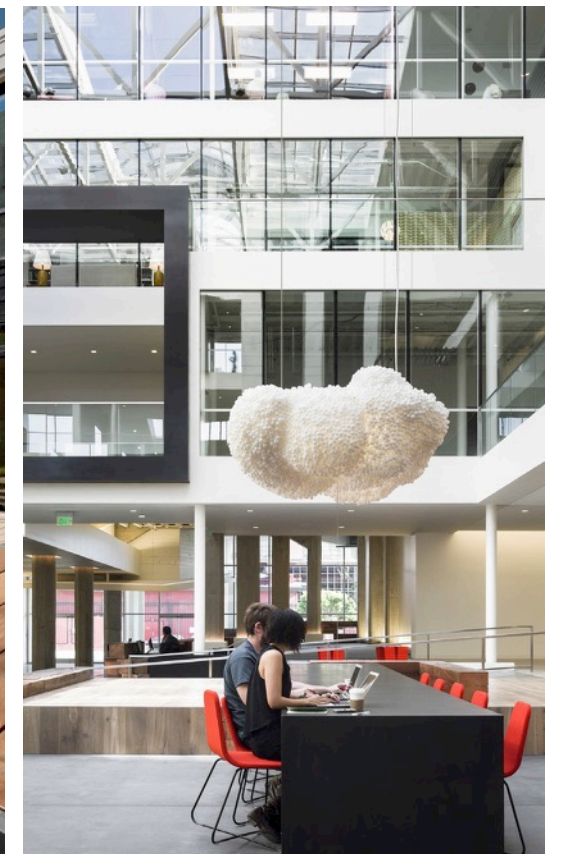
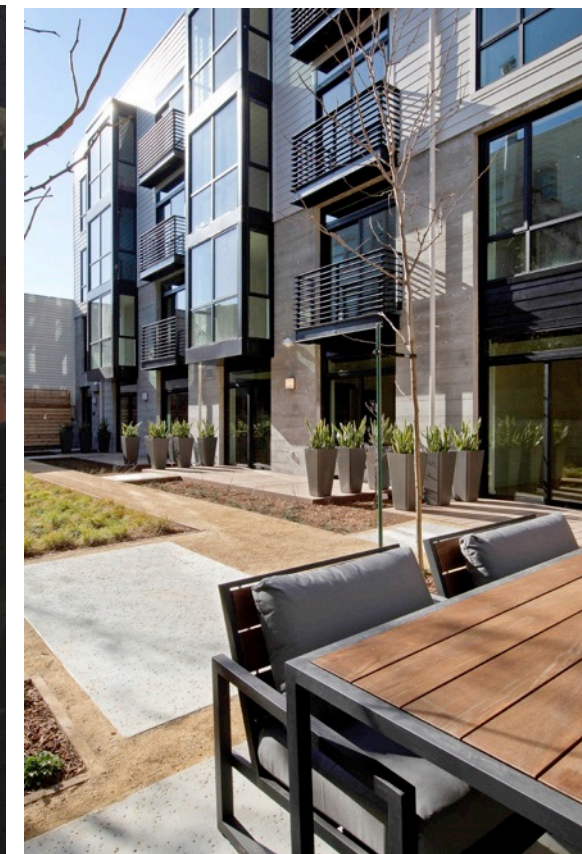
# Project Experience

Timeless Design & Long-Term Value





“The concrete newcomer adds a new element to the scene, no question. Instead of bogging down in deference to an idealized past, it keeps the story moving forward in a fresh but thoughtful way. **That’s the best kind of contextual architecture there is.**” - John King, SFGATE Nov. 18, 2014





# OUR PHILOSOPHY

## Positive Evolution

Our goal is to enhance communities...



Urban Design

+



Mixed-Use

+



Community

+



Convenience

+

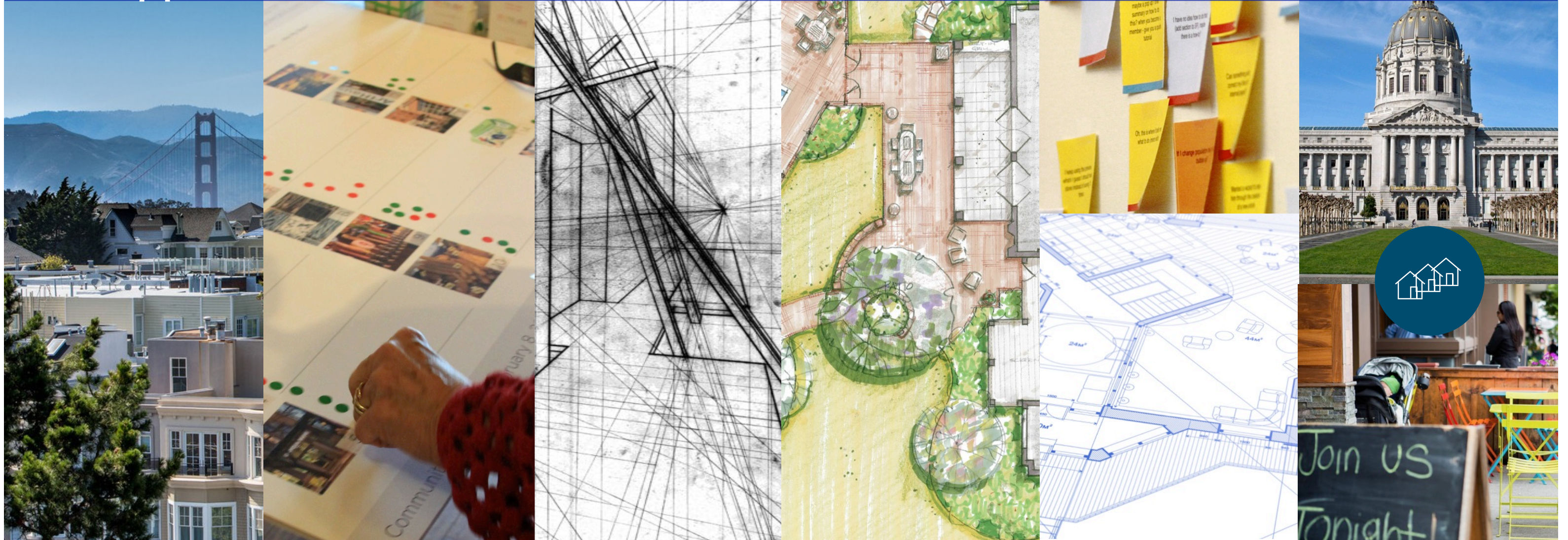


Sustainability





# Our Approach



## Explore & Study

Learn & Discover  
Unique settings  
deserve unique  
treatments

## Gather Ideas

Invite Community and  
City Input  
Anticipate Challenges  
Uncover Opportunities

## Design

Creative and Innovative  
Design Solutions  
Bringing Ideas to life  
Develop Program that  
enhances the community

## Present

Present Design &  
Program Invite  
community for  
feedback & input

## Refine

Refine ideas &  
programs Community  
Update on design &  
program

## Present for Approval





# Design Milestones



## Explore and Study

- Neighborhood Context
- Walking Tour
- Community Immersion

## City Submittals

• PPA Q4 2015

• EEA Q2 2016

APRIL ..... MAY ..... JUNE ..... JULY ..... AUG ..... SEPT ..... OCT ..... NOV ..... DEC ..... JAN ..... FEB ..... MAR .....

## Gather Ideas and Community Input

- Team Introduction: May/June
- Listen and Learn Workshops: July
- Design & Program Workshops: September
- Project Design and Program Presentation: November

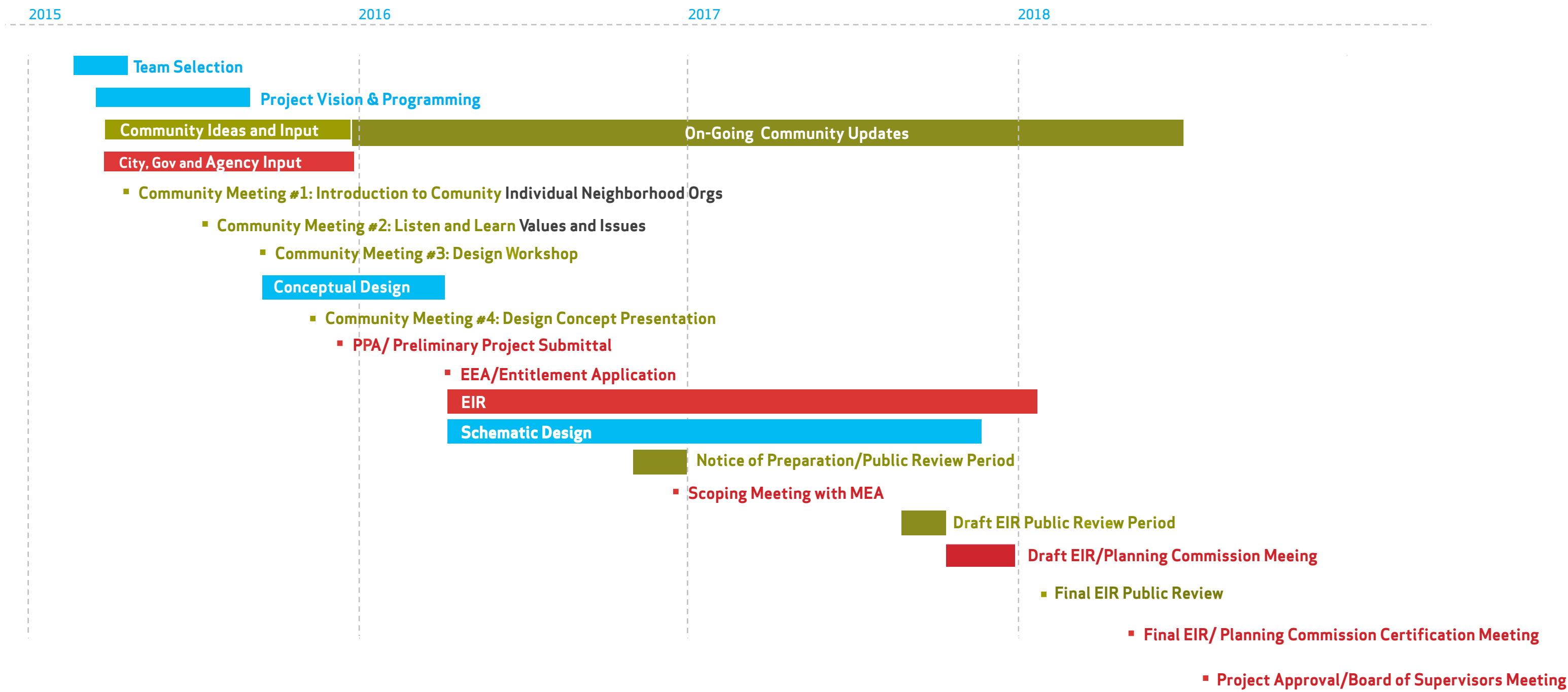
## On Going Community Updates

\* preliminary dates subject to change.





# Entitlement Schedule



\* preliminary dates subject to change.





**www.3333CalSF.com** will go LIVE by July 21, 2015

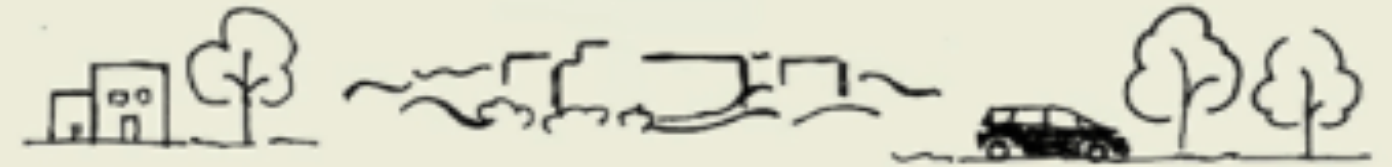


COMMUNITY CONTACT: Lisa Congdon  
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Prado Group

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# Meetings & Workshops



## **COMMUNITY MEETING #1: TEAM INTRO & DEVELOPMENT PROCESS**

The 3333CalSF Project team has enjoyed getting started on our community outreach and meeting with adjacent neighborhood groups and organizations. These initial meetings help put faces-to-names, provide an overview of the entitlement process and schedule, and create relationships to receive community input throughout the process.

- Presidio Heights Association of Neighbors (PHAN) – 5/21/2015
- Jordan Park Improvement Association – 5/27/2015
- Planning Association of Richmond (PAR) – 6/9/2015
- Anza Vista Civic Improvement Club – 7/2/2015
- Pacific Heights Residents Association (PHRA) – 7/6/2015
- Laurel Village Merchants Association (LVMA) – 7/21/2015
- Laurel Heights Improvement Association (LHIA) – 7/30/15
- Sacramento Street Merchants Association – 8/4/2015

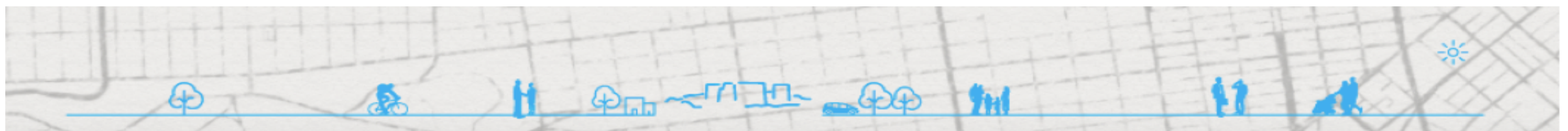
## **COMMUNITY MEETING #2: COMMUNITY VALUES WORKSHOP**

PSKS strongly believes the foundation of any successful development project is built on community-shared values. At this workshop, the 3333CalSF design team will listen and learn about your community values and what matters most in your neighborhood to help guide their designs.

**When:** July 22, 2015 6pm-7:30pm

**Location:** JCCSF

3200 California Street | San Francisco, CA 94118





# Q&A

