





PIN IT

WHERE DO YOU?

LIVE

WORK

PLAY

SHOP

LEARN

GATE

B

3636
CALSF



LET US KNOW
I Like It!

10 MIL OF USES
CREATE AND BUILD ON EXISTING AREA RESOURCES WHERE PEOPLE
CAN SHOP, LIVE, WORK, LEARN, RELAX, AND PLAY.





LET US KNOW WHAT YOU THINK:

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



PE

3333 California St

MIX OF USES

- Village-like atmosphere
- Restaurants
- Shops
- Community Center

VALUABLE NEIGHBORHOOD ASSETS:

- Offices
- Classes
- Yoga
- Movies



PIN IT

WHERE DO YOU?

PRESIDIO

AND CONNECTED SITE THAT FEELS LIKE
THE COMMUNITY AND ITS NEW RESIDENTS.



04. PEDESTRIAN EXPERIENCE

COMMUNITY NIGHT FEEDBACK

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

03. SITE PLAN



LET US KNOW WHAT YOU THINK:
My Preference
Not My Preference

PEDESTRIAN EXPERIENCE

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



SKS

Community Planning - Urban Design, Building
& Architecture - Landscaping
November 21, 2018

- Give preference
- Make site accessible
- Take down
- Provide a place
- LoveSac
- Don't like

06. ARCHITECTURAL DESIGN

DESIGN VALUE STATEMENT:

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

DESIGN WITH TOPOGRAPHY



#1



#4

INTEGRATE THE LANDSCAPE



#10



#11



#12



#2



#5



#8



#13



#14

Community Meeting - Urban Design, Building Program & Architecture Workshop
September 23, 2014

LET US KNOW WHAT YOU THINK:

• "I Like It!"

• "I'm Neutral"

• "Not My Preference"



06. ARCHITECTURAL DESIGN

COMMUNITY INPUT FEEDBACK

- Provide green buffer between street and building
- Unique
- Local
- Authentic
- Variety / Mix / Texture



SKS







PEDESTRIAN WAY

SIDEWALK SEATING

FARMER'S MARKET



IDEAS A RANGE OF MOBILITY OPTIONS.



UNDERGROUND
PARKING



CONVENIENT TRANSIT



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



UNDERGROUND
PARKING



CONVENIENT TRANSIT



CONVENIENT CHOICES



DELIVERY BY

Sidecar

Flywheel



EV PARKING



VERTICAL LINKS



SHARED USES



O3. SITE PLAN





DESIGN

ENVIRONMENT, RESPONDING TO THE DIVERSITY AND VARIETY OF
APPROPRIATELY SCALED COMPONENTS AND MATERIALS.

INTEGRATE THE LANDSCAPE



#10

APPROPRIATE SCALE AND MATERIALS



#13



#16



#15



#11



#14



#17



RAMSEY
SILBERBERG

LET US KNOW WHAT YOU THINK

Like it!

Love it!

09. MIX OF USES

DESIGN VALUE STATEMENT:

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



FUEL UP NEARBY

FUN VARIETY

GATHERING SPOTS



NEIGHBORHOOD

3333 California Street, San Francisco, CA 94111 | calsf.com | 3333 CALSF

USE
COMMENTS

IDEAS
COMMENTS

New Projects
Local Stories
Open New
Thinking

EXTRA
QUALITY
LOW COST
AFFORDABLE
COMMUNITY

3333 CALSF

Urban
Workshop



A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z

3333 California Street // www.3333calst.com



09. MIX OF USES COMMUNITY COMMENTS:

New
Supermarket
+ parking

Walkable (safe)
Access to
Trader Joe's

Low Height
Low Density
Open space
Parking

Small biz
offices ok

Baby
supplements
the mix
little office
work use

No major
cars
trucks
bring their
Retail
quality
convenience

Retail,
quality
convenience

Diverse
Retail
offerings

How will the
space be
utilized?
Plan ahead

Planned
(as if)
access to
pedestrian
area

On site BMR
(below market
rate) housing.

OF USES

VALUE STATEMENT:

RE-USE AND BUILD ON EXISTING AREA RESOURCES WHERE PEOPLE
SHOP, LIVE, WORK, LEARN, RELAX, AND PLAY.

LET US KNOW WHAT YOU THINK:

Green
Yellow
Red



07. SUSTAINABILITY

COMMUNITY INPUT & FEEDBACK:

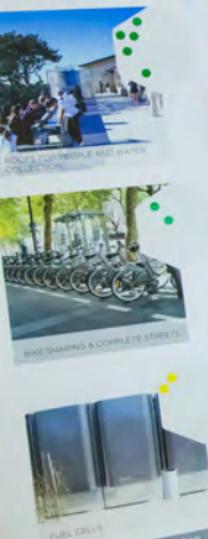
- Conserve and collect/reuse water
- Program renewable energy elements
- Drought tolerant plantings
- Attract songbirds
- Design for the local microclimate
- Minimize impact of cars



ILITY

EMENT:

SOLUTION THAT MEETS THE NEEDS OF TODAY WITHOUT COMPROMISING
ON THE TRIPLE BOTTOM LINE OF SUSTAINABILITY: COMMUNITY, ENVIR



LET US KNOW WHAT YOU LIKE IT! IT'S YOUR FUTURE.

3333 CALIF

COLE
ARUP

Y LIKE IT! IT'S YOUR FUTURE.

Building Program & Architecture Workshop

Building Program & Architecture Workshop

DO A MIX OF IT
CREATE AND BUILD ON EXISTING
CAN SHOP, LIVE, WORK, LEARN,



IDEAS WELLNESS

RUSTIC BAKERY



NEIGHBORHOOD CONVENIENCE



MIXED USE



GREEN THUMBS



PRESIDIO

HEIGHTS

PLAYGROUND

CPMC

LAUREL HILL
PLAYGROUND

03. SITE PLAN



www.3333calst.co

CREATES A WELCOMING, WALKABLE AND CONNECTED SITE THAT PLAYS WELL WITH THE NEIGHBOURHOOD AND SERVES THE COMMUNITY AND ITS NEW RESIDENTS.



- T
- P
- L
- D

Community Meeting - Urban
& Architecture Workshop
September 21, 2015







CASF

DESIGN VALUE STATEMENT
CREATE A WELCOMING, WALKABLE AND CONNECTED
NEIGHBORHOOD AND SERVES THE COMMUNITY AND ITS NEWLY
REVIVED STOREFRONT



STOREFRONT

STOREFRONT

3333

04. PEDESTRIAN EXPERIENCE

DESIGN VALUE STATEMENT:

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

LET US KNOW WHAT YOU THINK.



1313 California Street | www.1313calif.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.



03. SITE PLAN



A woman with blonde hair tied back in a ponytail, wearing glasses and a white shirt, is gesturing with her hands while speaking.

A man with short brown hair, wearing a white button-down shirt, is looking at the site plan.

A woman with shoulder-length brown hair, wearing a floral top, is pointing at the site plan with a red pen.

A man with grey hair, wearing a dark blue shirt, is gesturing with his hands while speaking.

More green,
less concrete

Color
for
playground
at night

outdoor
art/
sculpture
installa-

EN SPACE/LANDSCAPE

VALUE STATEMENT:
A VARIETY OF LANDSCAPED OPEN
OUTDOOR EXPERIENCES AND USES

LET US KNOW WHAT YOU THINK:

- "Like it!"
- "I'm neutral."
- "Not my preference."

CALSF

DAVID METZL
POWELL-SILVERMAN
LAND ARCHITECTURE

5x5

The image shows a man and a woman at a public engagement event. The man, wearing a grey button-down shirt and glasses, is gesturing with his hands while speaking. He has a name tag pinned to his shirt that reads "DAVID METZL" and "POWELL-SILVERMAN LAND ARCHITECTURE". He is holding a yellow sticky note in his right hand. The woman, wearing a light-colored long-sleeved shirt, is facing him. They are positioned in front of a large display board. The board features the title "EN SPACE/LANDSCAPE" at the top, followed by a "VALUE STATEMENT": "A VARIETY OF LANDSCAPED OPEN OUTDOOR EXPERIENCES AND USES". Below the statement are several photographs of outdoor spaces. To the right of the photographs is a section titled "LET US KNOW WHAT YOU THINK:" with three colored dots: green, yellow, and red, each followed by a short phrase: "• 'Like it!', • 'I'm neutral.', • 'Not my preference.'". There are also small green and red dots scattered across the board. The background is a plain wall.

- Like
- Want
- Like

27. JOHNSON AVENUE

PROPOSED
OFFERS A VARIETY OF LANDSCAPED OPEN SPACES THAT OFFER
UNIQUE OUTDOOR EXPERIENCES AND USES.



LET US KNOW WHAT YOU THINK

GREEN = LIKE
RED = WANT
YELLOW = LIKE



YOU THINK:
Central.
● "Not My Preference."



VERSITY OF THE EXISTING

SCALE AND MATERIALS



06. ARCHITECTURAL DESIGN

COMMUNITY INPUT APPROACH

- Provide green roofs for apartment and buildings
- Unique
- Local
- Authentic
- Variety / Mix

Craig.

MARK JENSEN





A medium shot of a man in a green and white checkered button-down shirt, engaged in conversation with a woman whose back is to the camera. The man has sunglasses hanging from his collar and a name tag pinned to his chest that reads "Don B. PRADO". He is looking towards the left side of the frame. The background is blurred, showing other people at what appears to be a networking or exhibition event.

Don B.
PRADO

RELAXED LIFESTYLE

NEIGHBORHOOD
CONVENIENCE

GREEN THUMBS



SMALL
PROFESSIONAL
OFFICES

Community Meeting - Urban Design, Building Program & Architecture Workshop
September 21, 2015

LET US KNOW WHAT YOU THINK:

I Like It!

I'm Neutral

Not My Preference



S

STATEMENT:

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



FUEL IN NEAR HOME



RELAX LIFESTYLE



SUPER SPOTS



CREATE OPPORTUNITY



19. MIX OF USES

LET US KNOW WHAT YOU THINK:

I Like It!

I'm Neutral

Not My Preference

DESIGN VALUE STATEMENT:

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

High Priority
Medium Priority
Low Priority
Not Prioritized
Don't Care

GREEN HIGHLIGHTS
FLEXIBLE SPACES
SUSTAINABILITY
WALKABLE
CROSS-POLLINATE
TRANSITION

TRANSITION
WALKABLE
CROSS-POLLINATE
TRANSITION
TRANSITION
TRANSITION

TRANSITION
TRANSITION
TRANSITION
TRANSITION
TRANSITION
TRANSITION

TRANSITION
TRANSITION
TRANSITION
TRANSITION
TRANSITION
TRANSITION



Workshop



CREATE A QUALITY BUILT ENVIRONMENT THAT
NEIGHBORHOOD WITH APPROPRIATELY SCALED
AND MATERIALS

APPROPRIATELY





COMMENTS: EXPERIENCE

MULTI-
GENERATIONAL
AMENITY FOR
OLDER PEOPLE

DIVERSE

FEWER
STEPS
THE BETTER

WALKING
TRAIL /
FOR
STROLLING

Movable
seating
creates
outdoor
experience

marin
country
mart flow
and food/
retail | outdoor
experience

MAKE CAL.
UNABLE.

07. SUSTAINABILITY

COMMUNITY COMMENTS

Send
tiny
(but in
fact)
TCC
regulations
PEER
review

No place
for
affordable
housing
needed
contributes to racism
How can we
make
community
inclusive?

Monroe
housing in
the 1st
(out of 1st)
stage
100%
affordable

possible
parties
migrants
minorities
labeled
as
racist

D.
Color, life

Particular
attention
to the 4th
stage

07. SUSTAINABILITY

DESIGN VALUE STATEMENT

CREATE A HOLISTIC SOLUTION THAT MEETS THE
THROUGH A FOCUS ON THE TRIPLE BOTTOM LINE





A map of a residential area featuring several houses and streets. A blue directional sign with white text is pinned to the map. The sign has a white border and a blue background. It contains the number "3333" on top and the word "CALSEF" below it, separated by a horizontal line.

3333
CALSEF



PROTECTED WALKWAYS



EVENING SPACES

STREET TREES



PIN IT

PIN HERE
IF OUTSIDE
THE MAP

WHERE DO YOU?

LIVE

WORK

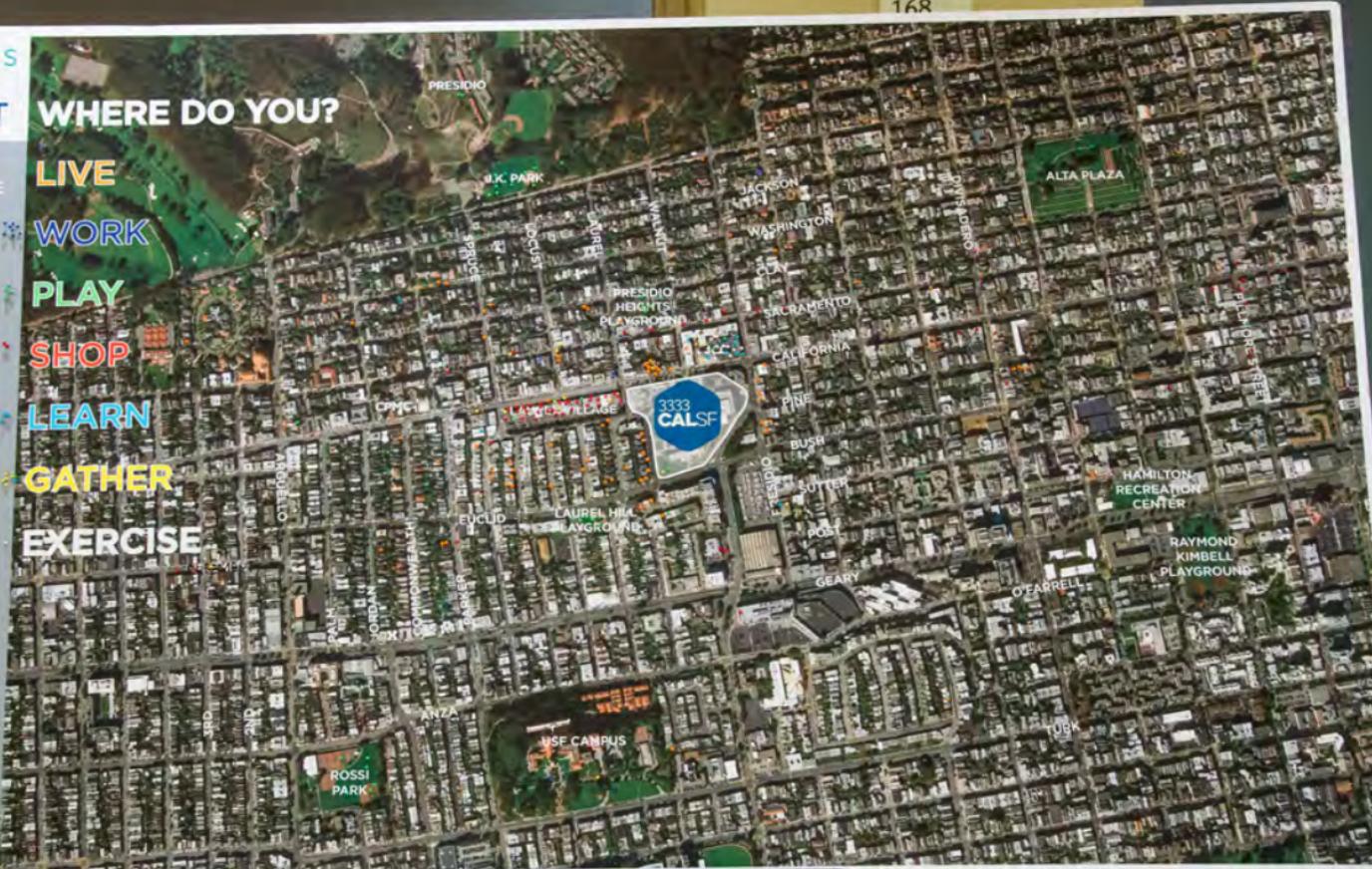
PLAY

SHOP

LEARN

GATHER

EXERCISE

MAXIMUM STANDING
168

LET US KNOW WHAT YOU THINK:
● "I Like It!" ● "I'm Neutral." ● "Not My Preference."

3333
CALSF

09. MIX OF USES

DESIGN VALUE STATEMENT:
CREATE AND BUILD ON EXISTING AREA RESOURCES WHERE PEOPLE
CAN SHOP, LIVE, WORK, LEARN, RELAX, AND PLAY.



DAY & EVENING USES



FUEL UP NEAR HOME



RELAXED LIFESTYLE



FUN VARIETY



GATHERING SPOTS



EMBRACE COMMUNITY



CRAFT COMMUNITY



GREEN THUMBS

FLEXIBLE SPACES

Community Meeting • Urban Design, Building Program & Architecture Workshop
November 21, 2015

3333 California Street // www.3333calsf.com

PRADO GROUP

SKS

Community
Sightlines

LET US KNOW WHAT YOU THINK:

● "I Like It!"

● "I'm Neutral."

● "Not My Preference."

06. ARCHITECTURAL DESIGN

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



#3



#9



#12

INTEGRATE THE LANDSCAPE



#15



#18

APPROPRIATE SCALE AND MATERIALS

LET US KNOW WHAT YOU THINK:

"I Like It!"

"I'm Neutral."

"Not My Preference."

02. OPEN SPACE/LANDSCAPE

DESIGN VALUE STATEMENT:

CREATE A VARIETY OF LANDSCAPED OPEN SPACES THAT OFFER

UNIQUE OUTDOOR EXPERIENCES AND USES.



VISTA



VISTA



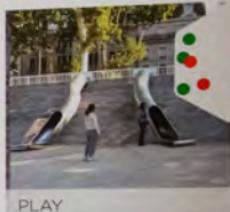
GATHER



GATHER



PLAY



PLAY



STEPS



STEPS



MINGLE



RELAX



DOG AREA



FURNISHINGS



CONTEMPLATE



CONTEMPLATE



REST



PASEO + MEWS



GATHER



PLAZA

07. SUSTAINABILITY

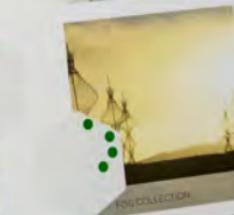
COMMUNITY COMMENTS



SUSTAINABILITY

OUR 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.



LET US KNOW WHAT YOU THINK:

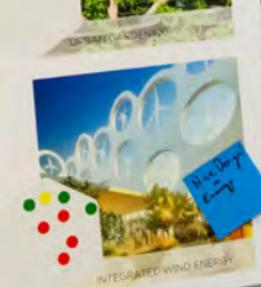
● "I Like It!" ● "I'm Neutral." ● "Not My Preference."

3333 CALSF

SKS
PRADO
SUS

California Street // www.3333calsf.com

Workshop



Workshop

Workshop