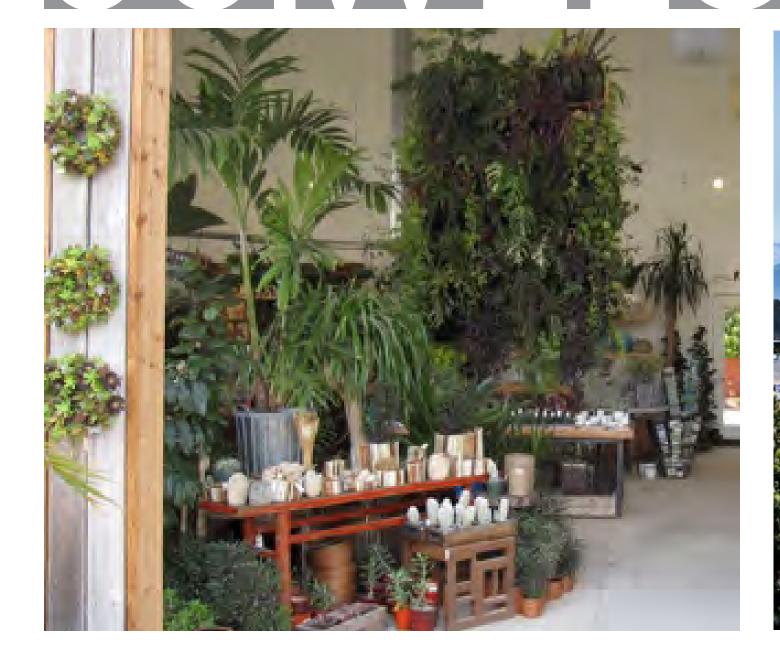
3333 CALSF

OO.WELCOME







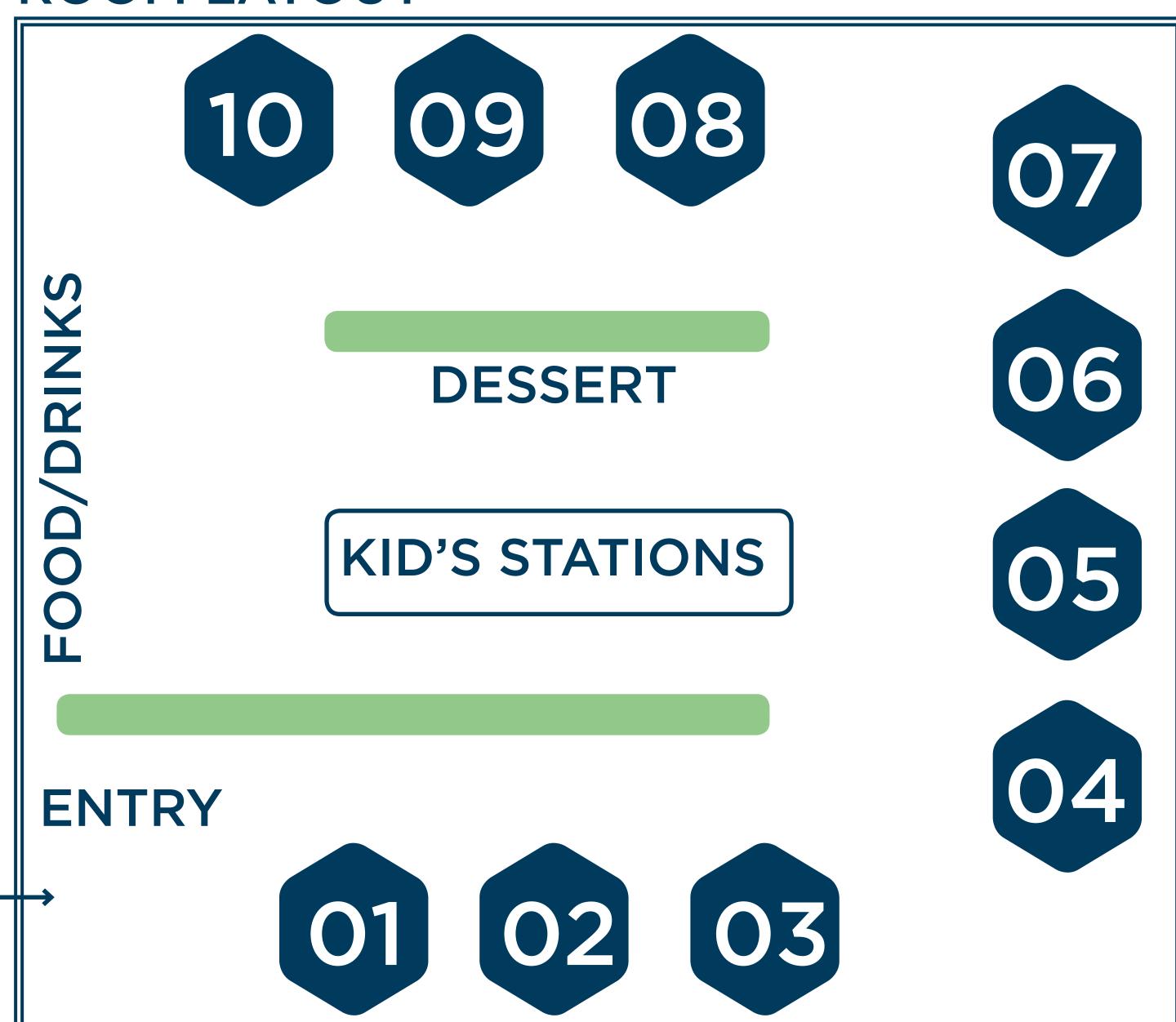
Over the past 2 years, our team has worked diligently to develop the proposed project design in collaboration with neighbors, community groups, the City and design advisors. To date, we have hosted over 105 meetings with stakeholders to gather and respond to feedback. We will continue to refine the project design in collaboration with the community and City stakeholders as the design and entitlement process continues.

Key changes made to the design since the previous community presentation include:

- A realignment of the open space network to enable more community connectivity.
- The creation of Cypress Square as an internal, community-serving pocket park with the existing Cypress Trees as the landscaped centerpiece.
- Reorientation of the vista from California Street to Cypress Plaza.
- Elimination of the proposed building at Presidio and Pine to enable a new landscaped plaza.
- Elimination of the existing auditorium.
- Enlargement of the publicly accessible open space and enhancement of the vista from Laurel to Euclid/Masonic.
- Replacement of the proposed attached building along Laurel with seven detached duplex homes across from the eight existing single-family homes.

Following this meeting, we will be submitting a Planning Application to the City of San Francisco, a required step in the City's evaluation of our project entitlements. Rest assured, we will continue to collaborate with the neighbors to refine the project design as it moves through the City review process over the next 1.5-2 years.

ROOM LAYOUT



STATION THEMES:

- 01 Orientation
- 02 Landscape & Open Space
- 03 Sustainability
- 04 California Mixed-Use
- 05 Center Residential
- 06 Masonic & Euclid Residential
- 07 Laurel & Mayfair Residential
- •08 General Project Review
- O9 Retail and Community
 Serving Use
- •10 Closing / Feedback



07 COMMUNITY OUTREACH



MEETINGS AND COUNTING... 2015-CURRENT

INCLUDING:

4 All Community Presentations & Workshops

3 Community Workshops (July 22, 2015, Sep. 21, 2015, Oct. 26, 2015) 1 Community Project Presentation (February 1, 2016)

5 Neighborhood Advisory Committee Meetings

(Sep. 30, 2015, Oct. 29, 2015, Jan. 19, 2016; April 26, 2016; Oct. 18, 2016)

43 Neighborhood Association Leadership & Board Meetings

(Including meetings with LHIA, Menorah Park, UHS, PHAN, JPIA, Lower Pac Heights, PAR, Anza Vista, PHRA, LVMA, LHIA, Sac Street Merchants, JCC, CA HOA, SF Fire Credit, Bright Horizons)

38 Individual Neighbor Meetings





















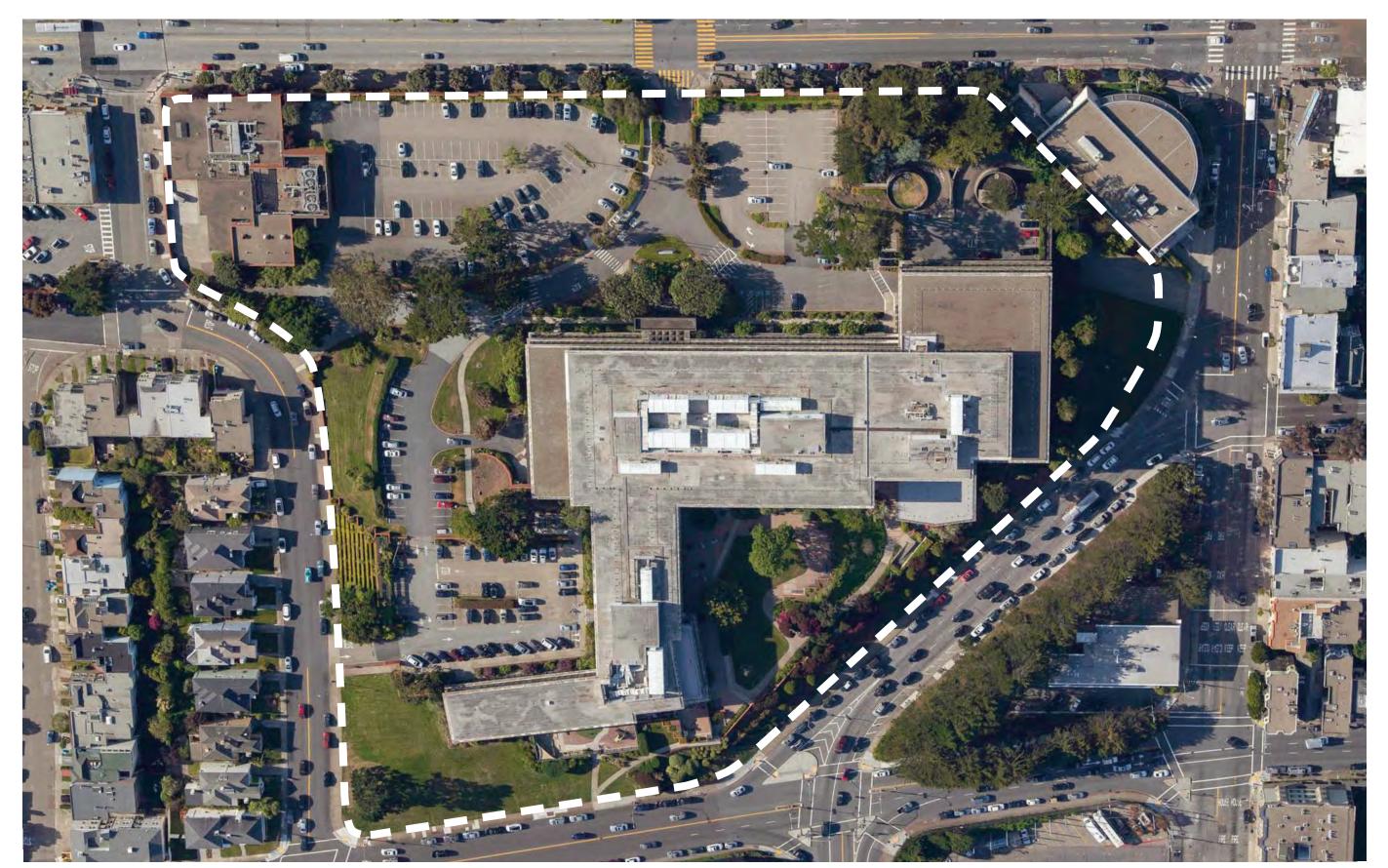




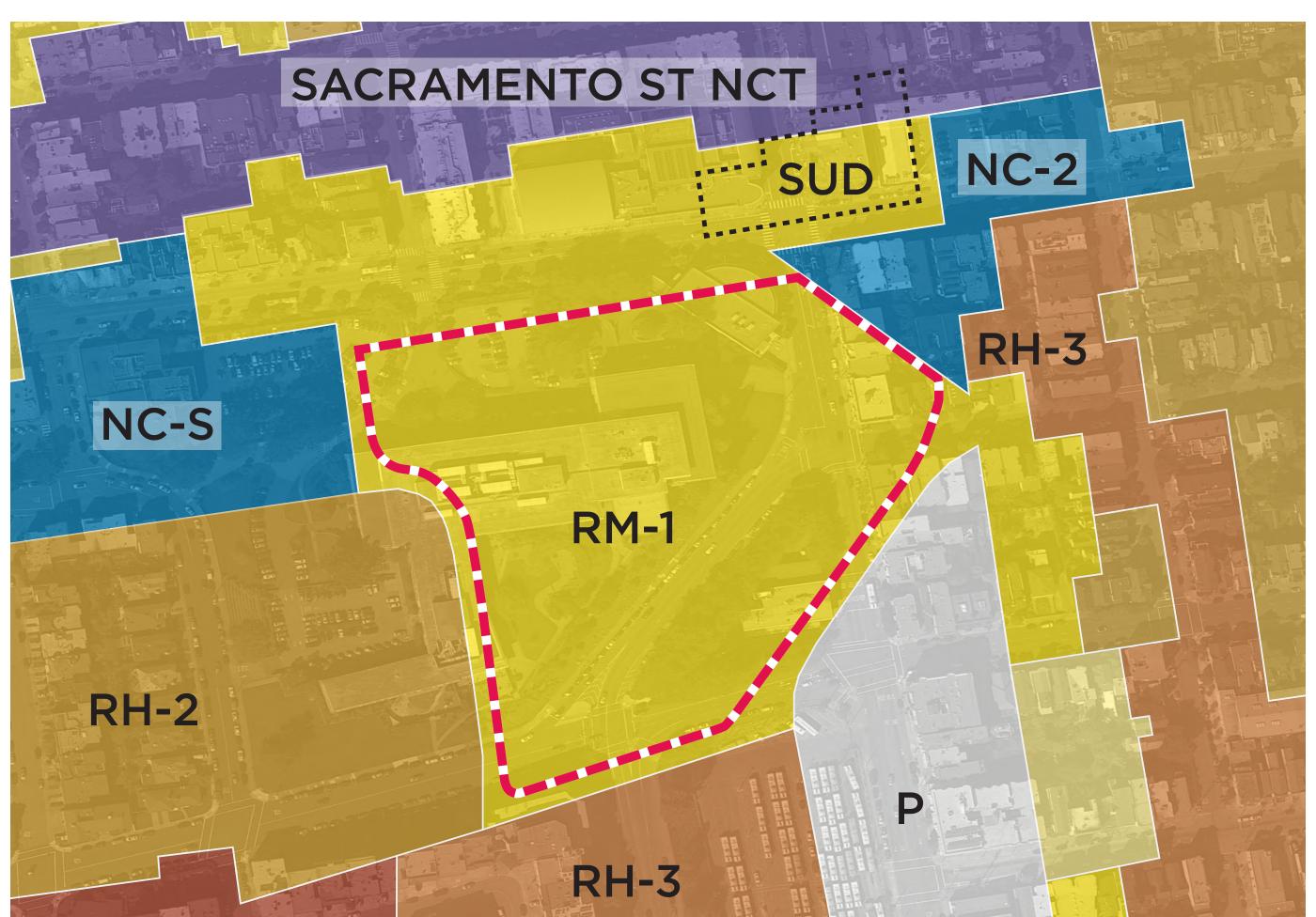


O1SITE TODAY











CURRENT ZONING PER SF PLANNING CODE





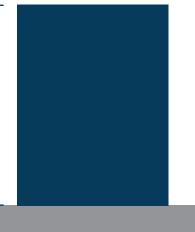
CURRENT HEIGHT PER SF PLANNING CODE













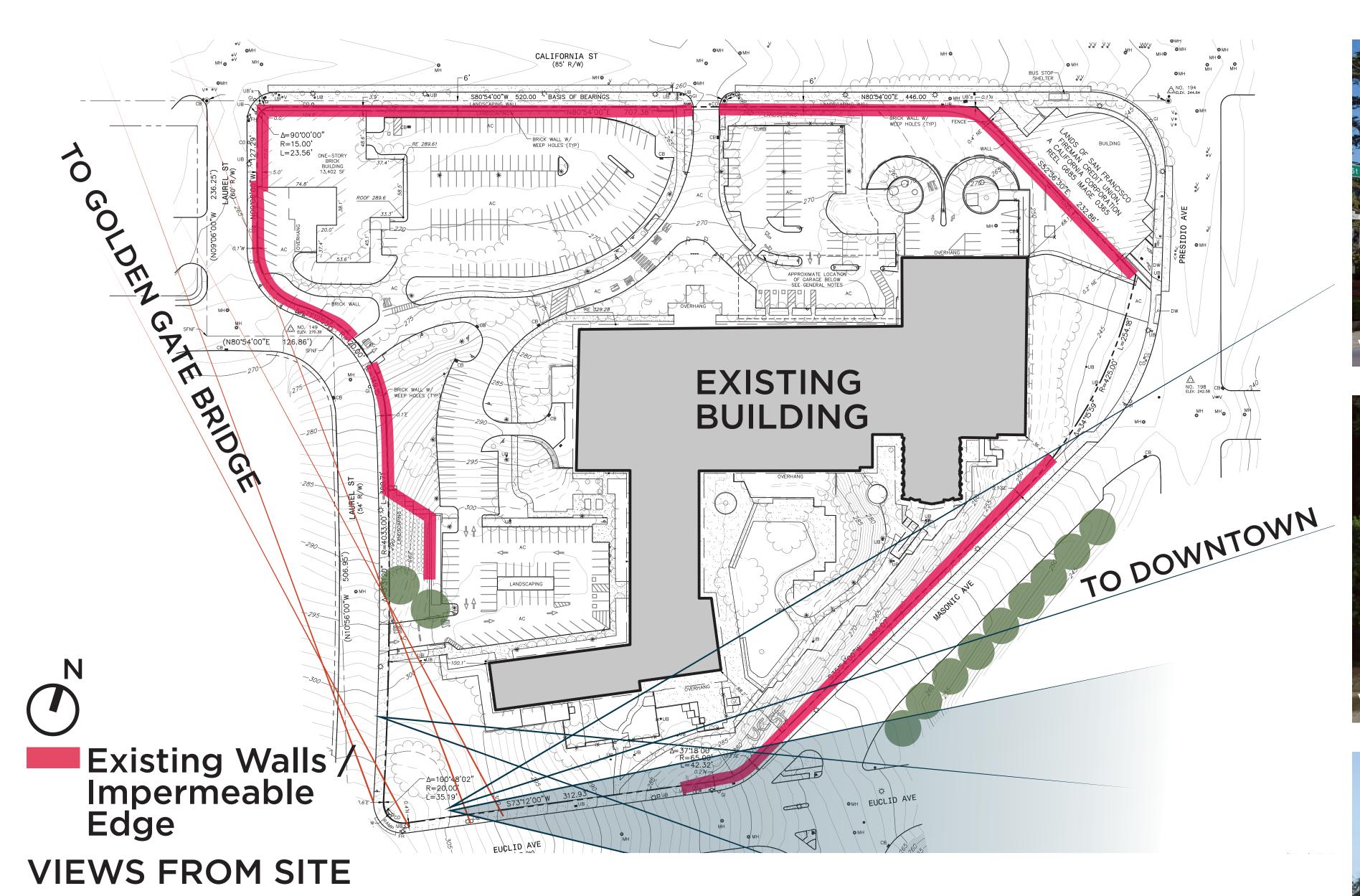


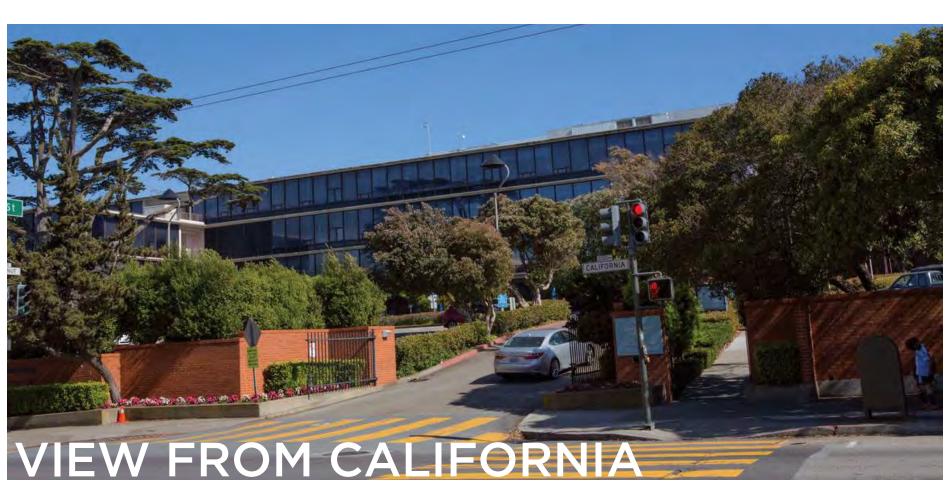


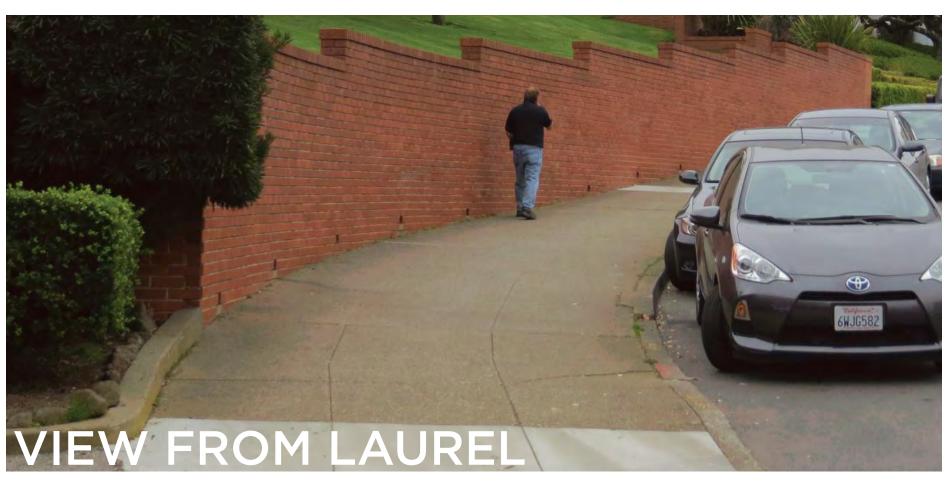


01 SITE TODAY





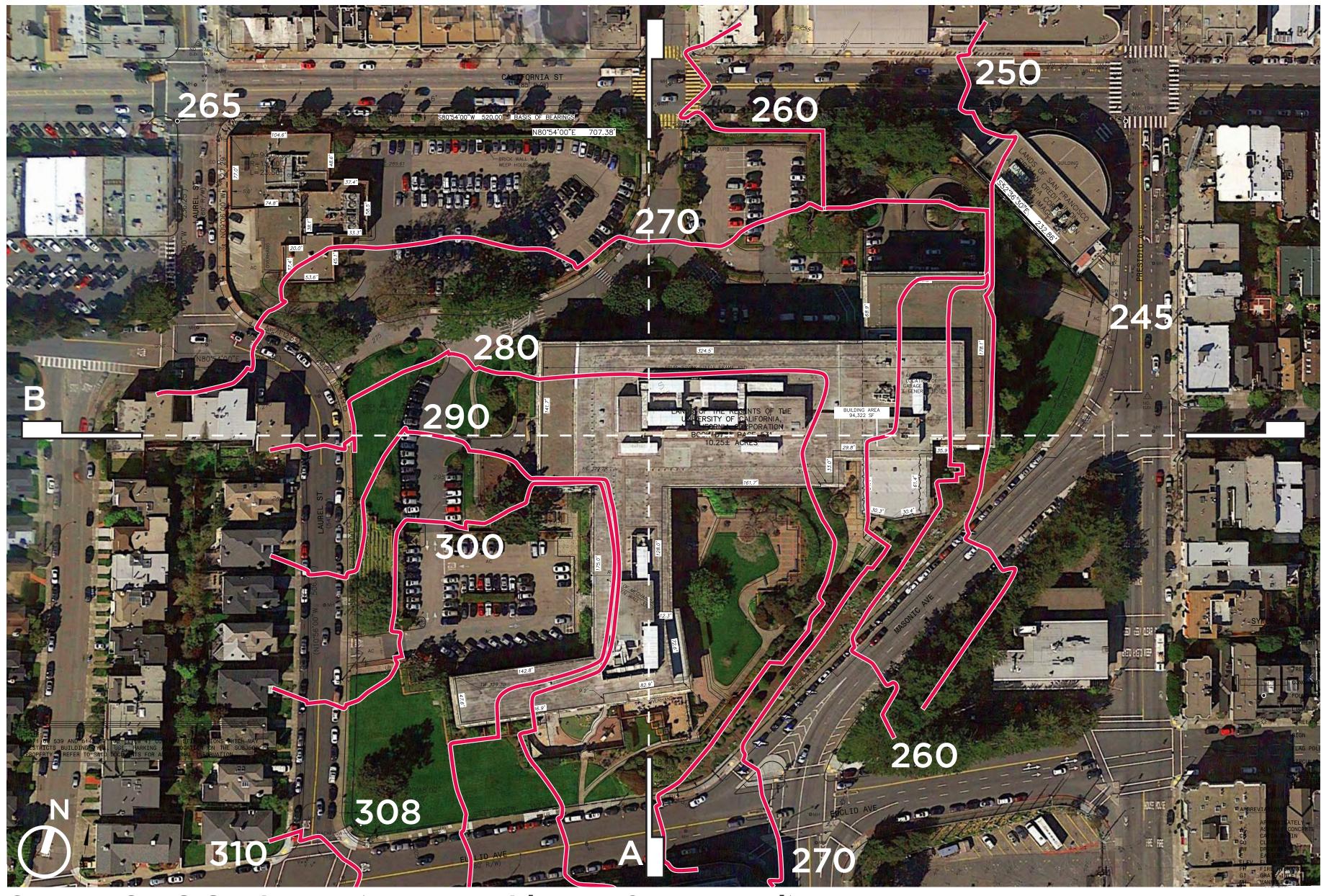












SITE TOPOGRAPHY(In Feet Above Sea Level)

COMMUNITY COLLABORATION 2015-2017



PROJECT VALUES

CELEBRATE VISTAS

PRESERVE OPEN VIEWS. SCENIC EXPERIENCE

CONNECT + EXTEND

CONNECTOR AND PATHWAYS TO SURROUNDING NEIGHBORHOODS AND SERVICES. BRINGING BACK SAFE AND BEAUTIFUL STREETS.

NATURE + URBAN

BIODIVERSITY, REDWOOD FOREST, CYPRESS SQUARE, GRASSLANDS / MEADOWS, NATURAL BUILDING MATERIALS, AND PAVEMENTS.

POSITIVE INTERATION

INVITE INTERACTION BETWEEN MULTI-GENERATIONAL, FAMILIES, LIFELONG LEARNERS VIA ARTS, FOOD, EDUCATION, AND CULTURE.

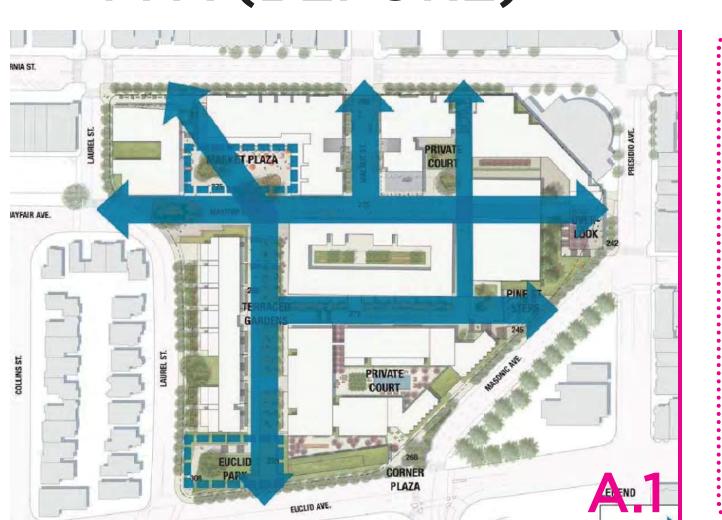
SUSTAINABILITY + WELLNESS

ECOLOGY, HIGHEST SUSTAINABLE BUILT FORM, ENERGY PRODUCING, RESILIENT, HEALTH, AND WELLNESS PROGRAMS.

CURATE + ELEVATE

ELEVATE THE LIVING, WORKING, SHOPPING, RELAXING EXPERIENCE OF PLACE.

PPA (BEFORE)



KEY RESPONSES TO COMMUNITY FEEDBACK

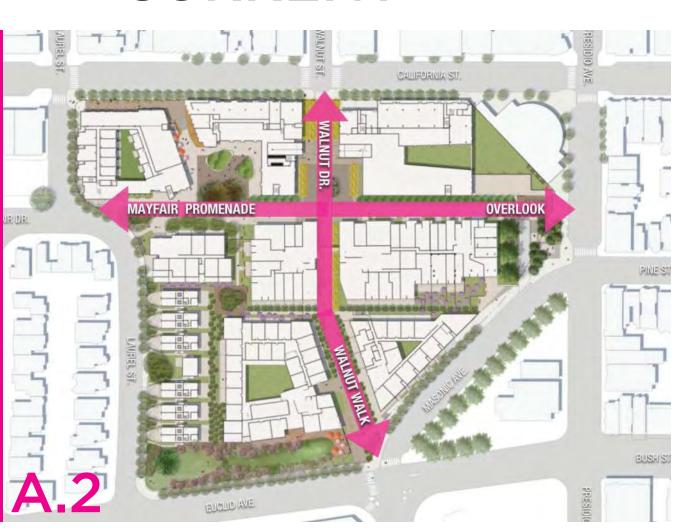
OPEN SPACE FRAMEWORK -

PUBLIC V. PRIVATE OPEN SPACE; SOME PREFER THE PPA PLAN THAT MAXIMIZED THE SITE'S OPEN SPACE FOR THE PUBLIC, WHILE OTHERS PREFER A PRIVATE OPEN SPACE NETWORK MORE CONSISTENT WITH THE EXISTING NEIGHBORHOOD (I.E. INTERNAL PRIVATE BLOCKS WITH REAR YARDS).

ACTION:

CREATED INTERNAL BLOCKS WITH PRIVATE REAR YARDS AND PUBLICLY ACCESSIBLE OPEN SPACE AS AN EXTENSION OF THE NEIGHBORHOOD STREET GRID

CURRENT



HEIGHT -

RETAIL -

STUDYING HEIGHT IN DESIGN & ARCHITECTURE PHASE AND EIR, INCLUDING SHADE & SHADOW STUDIES. CONTINUING TO WORK WITH CITY AND NEIGHBORS.

OPEN ITEMS TO BE EVALUATED IN EIR PROCESS

AND LAUREL VILLAGE & SACRAMENTO STREET MERCHANTS.

COMMUNITY. TECHNICAL REPORTS IN PROCESS.

STUDYING IMPACTS IN EIR. CONTINUING TO WORK WITH CITY AND

STUDYING IMPACTS IN EIR. CONTINUING TO WORK WITH CITY, COMMUNITY,

HOUSING DENSITY -

PARKING & TRANSPORTATION:

PROJECT PROPOSED AT 558 UNITS. CONTINUING TO WORK WITH CITY AND COMMUNITY TO ADDRESS CITY REQUEST TO STUDY HIGHER DENSITY. SENIOR HOUSING VARIANT STUDY IN PROCESS.

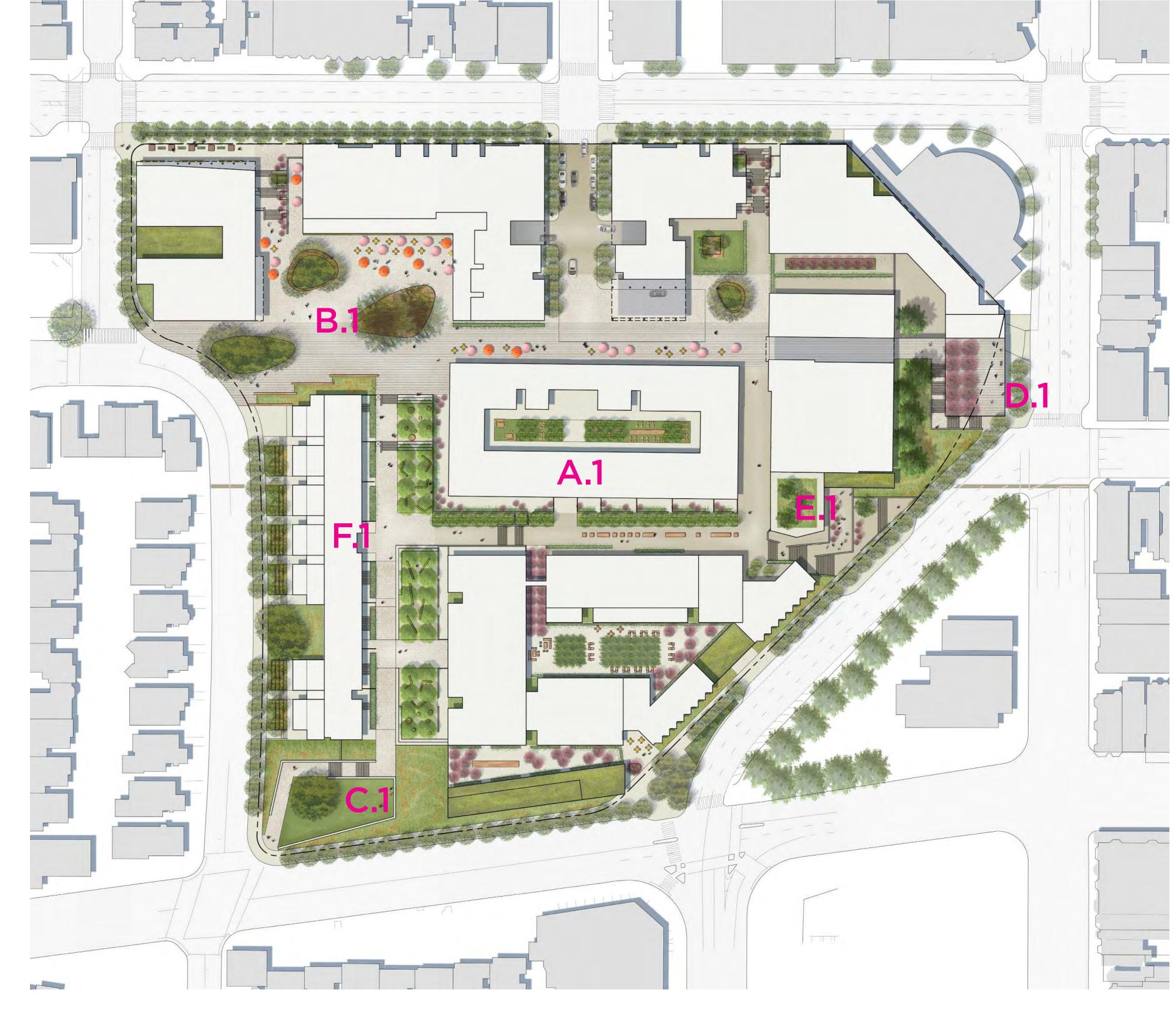
MARKET PLAZA -

SOME WERE ENTHUSIASTIC, WHILE OTHERS ASKED TO ELIMINATE MARKET PLAZA DUE TO ITS LARGE SIZE AND ACTIVITY CONCERNS.

REDUCED THE SIZE AND IN PROCESS OF REPROGRAMMING AS MORE OF INTERNAL LOCAL-SERVING, QUIET POCKET PARK WITH CYPRESS TREE AS CENTERPIECE; CAN BE PUBLIC, QUASI-PUBLIC OR PRIVATE



PPA SITE PLAN - 2016





HILLTOP TO CORNER PARK @EUCLID -

GENERAL DESIRE TO MAINTAIN LARGE, CONTIGUOUS GREEN ZONE FOR ACTIVE USE AND BUFFER.

ENLARGED THE OPEN SPACE, PARK AND MAINTAINED THE VISTA FROM LAUREL TO EUCLID/MASONIC



OVERLOOK PARK AND BUILDING ON PRESIDIO OPEN SPACE-

LIKED IDEA OF OVERLOOK AND CONNECTIVITY BUT CONCERNED ABOUT LOSS OF PRESIDIO FRONTAGE TO BUILDING

RETAINED OVERLOOK BUT ELIMINATED THE BUILDING ON PRESIDIO AND CREATED A NEW LANDSCAPED & HARDSCAPED PLAZA AT PINE STREET TERMINUS ALONG WITH NEW PRESIDIO STAIRS



AUDITORIUM -

CONCERNS ABOUT CONGESTION AND DRAWING PEOPLE FROM OUTSIDE



ELIMINATED AUDITORIUM



RESIDENTIAL FACING LAUREL-

REQUEST TO CONSIDER DETACHED BUILDINGS ON LAUREL STREET

ELIMINATED THE ATTACHED BUILDING AND CREATED 7 DETACHED BUILDINGS WITH DUPLEXES ACROSS FROM THE SINGLE FAMILY ON LAUREL AND SMALL MULTI-UNIT BUILDING AT MAYFAIR EXTENSION



CURRENT SITE PLAN











02 OPEN SPACE/LANDSCAPE INSPIRATION



A NEIGHBORHOOD OF CALIFORNIA LANDSCAPES

"A garden, to be a work of art, must have the soul of the native landscape in it."
-JENS JENSEN



Cypress Grove At cypress square read a book under the 110-foot-tall Cypress trees in this intimate neighborhood square

City Gardens

Lush Ravine



City Gardens At Mayfair Promenade

take a walk along Mayfair and enjoy the eclectic neighborhood gardens

City View



City View AT THE OVERLOOK

perch above the neighborhood to take in the sweeping view to downtown



The Green AT EUCLID GREEN throw a ball, fly a kite, or enjoy a picnic on the lawn, overlooking the city beyond



The state of the s

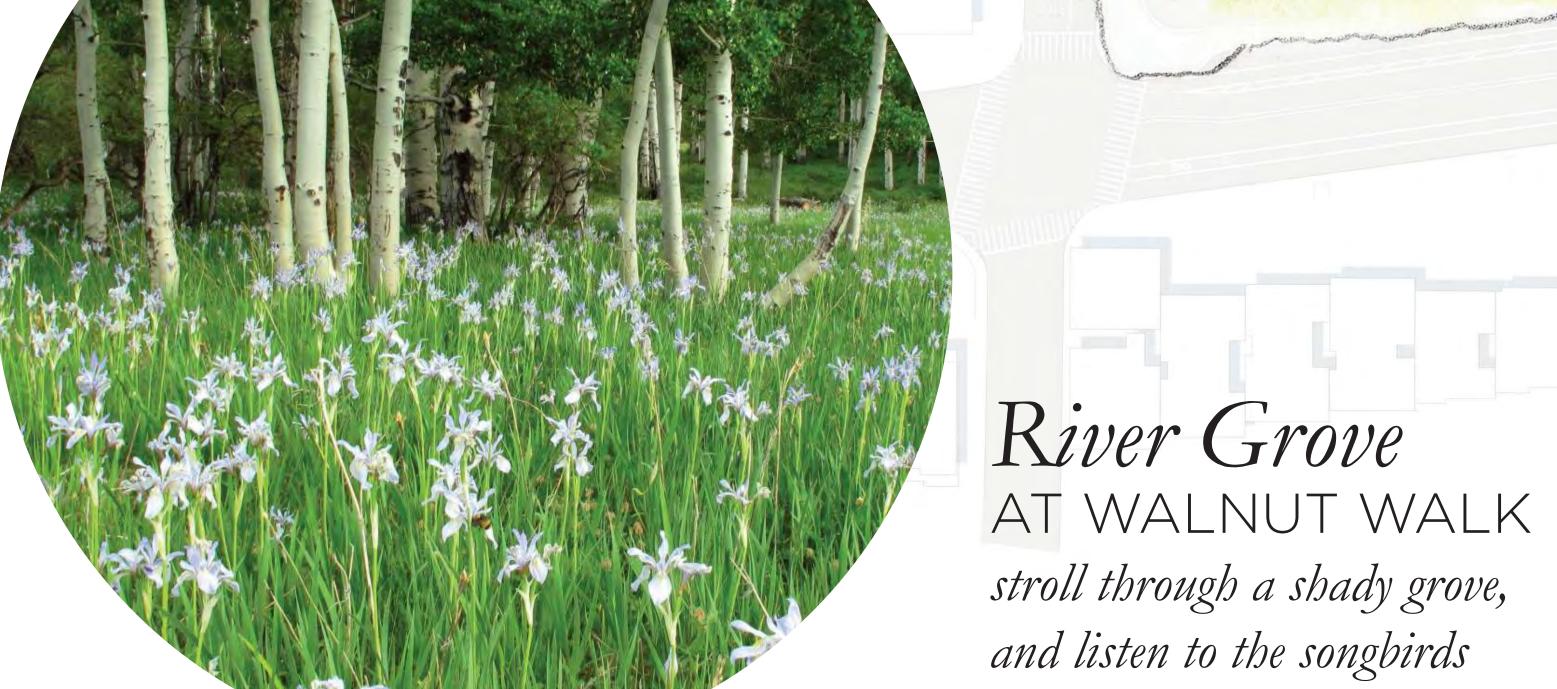
Redwoods











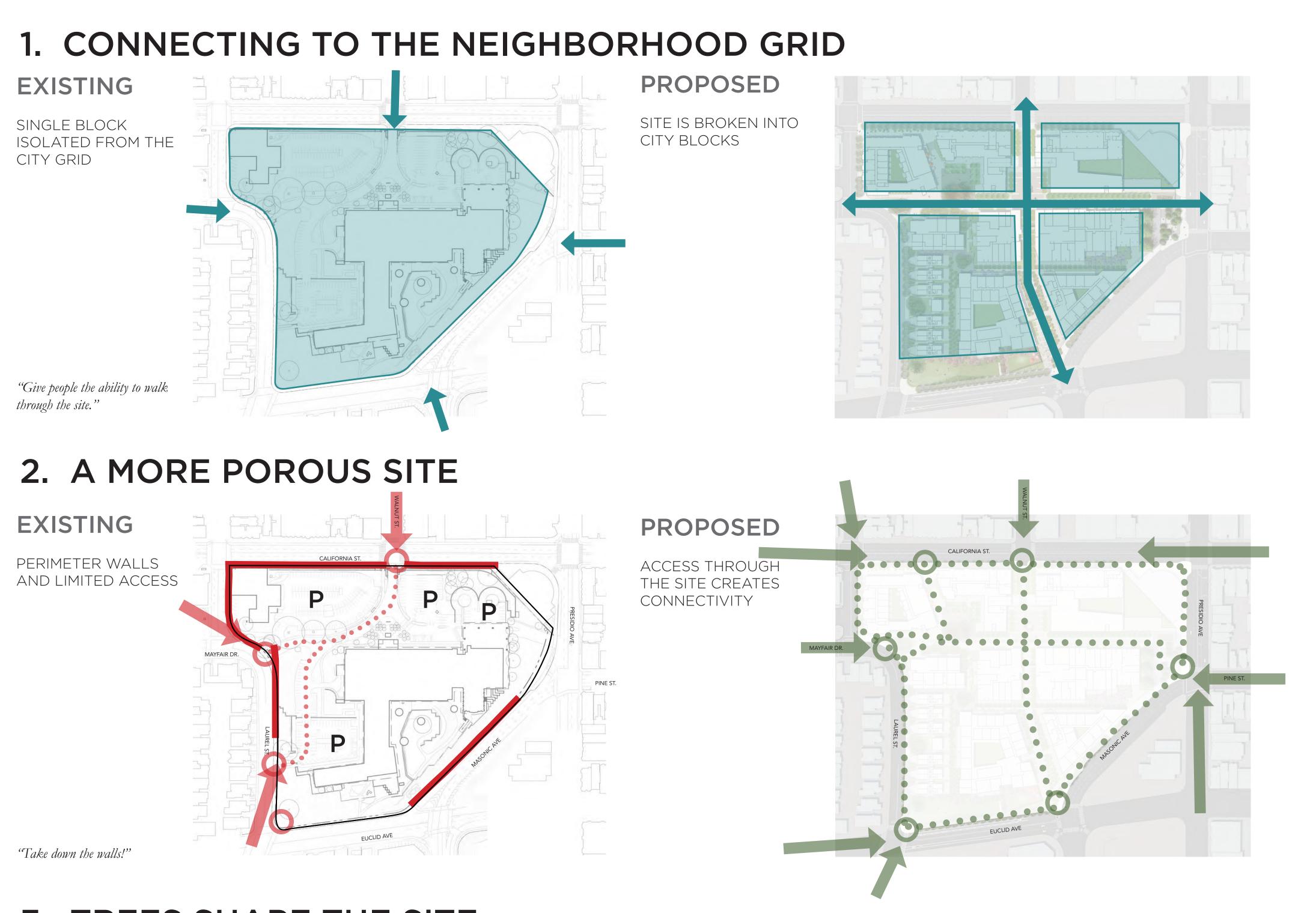








STRATEGIES + SITE PLAN



3. TREES SHAPE THE SITE

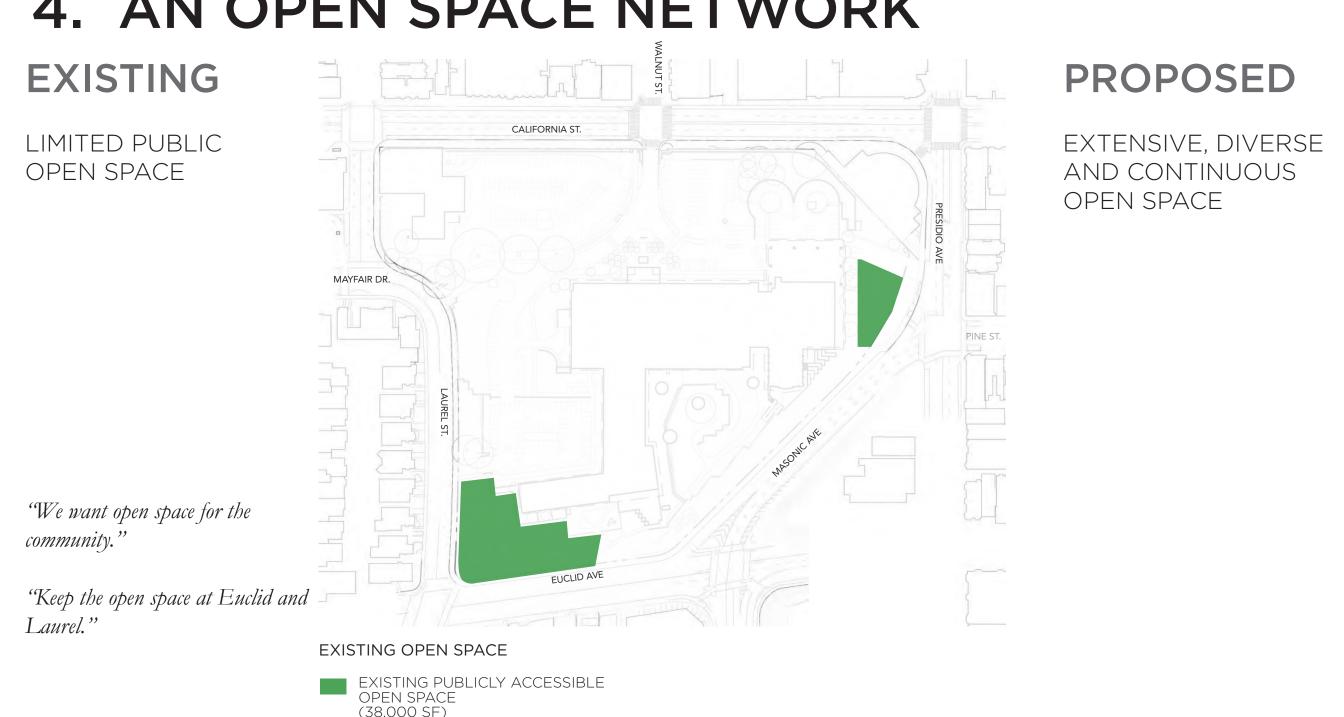


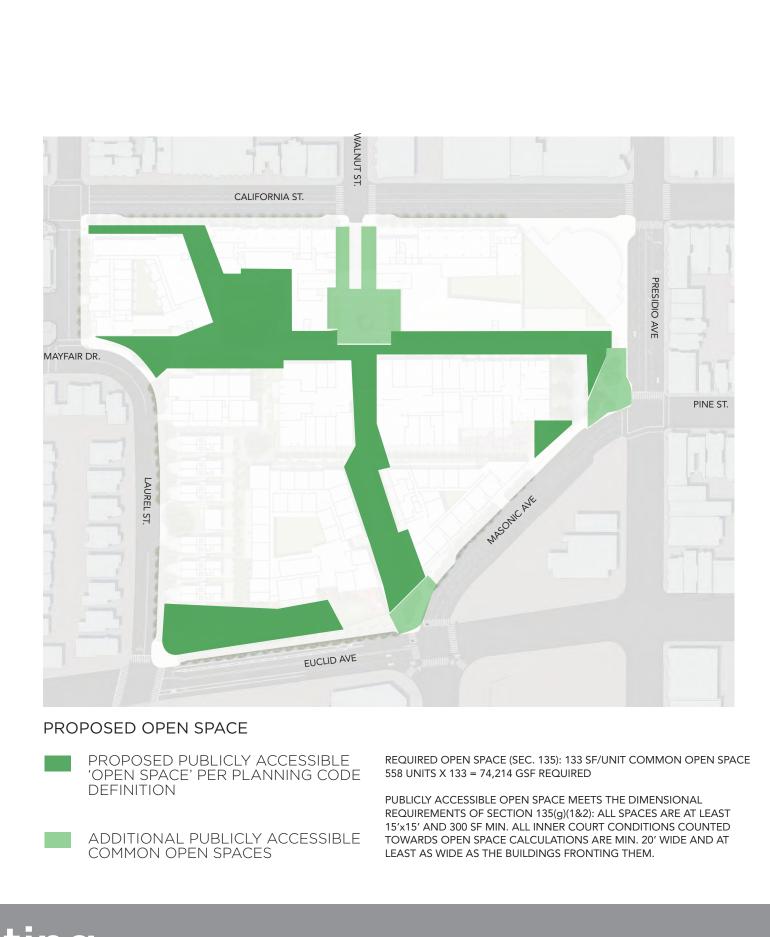
STREET TREES LINE THE SITE AND ICONIC TREES INSPIRE THE

PROPOSED STREET TREES

ICONIC TREES TO BE PRESERVED

4. AN OPEN SPACE NETWORK











PROPOSED

OPEN SPACE



MAYFAIR PROMENADE

Oak Meadow

- Provides a pedestrian passage that links the site together, from Laurel Village to Presidio.
- Intersects with key public spaces....Cypress Square, Walnut Walk/ Walnut Court and The Overlook.
- Materials palette unify the site. Neutral and warm, to complement the disparate materials of architecture. Variable materials distinguish the nodes.



Wildflower + Perennial Plantings



Existing Mature Oak Trees

MAYFAIR DR.

CALIFORNIA ST.

MAYFAIR PROMENADE

CENTER

BUILDING 'A'

PLAZA BUILDING 'B' PLAZA BUILDING 'A' SQUARE

MAYFAIR

BUILDING

LEGEND

- Existing Mature Oak Trees
- 2 Wildflower + Perennial Plantings
- 3 California Steps
- 4 Existing Mature Cypress Trees
- (5) Decking
- (6) Deciduous Trees + Furnishings

CYPRESS SQUARE

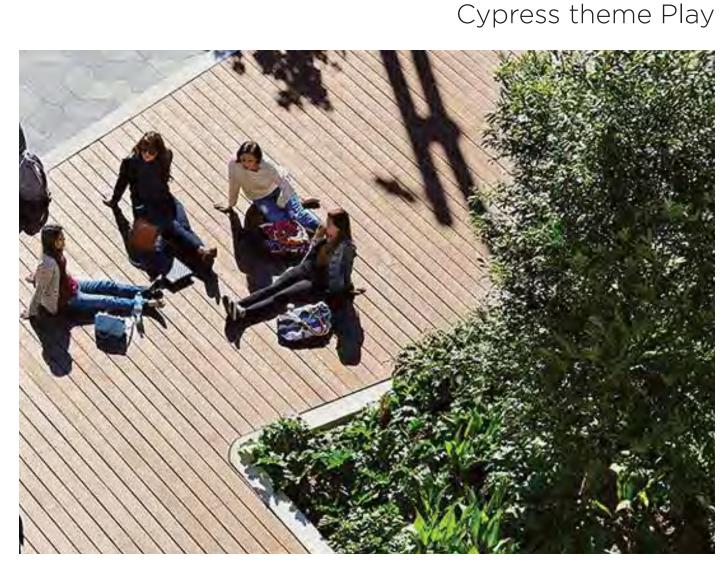
- Design builds upon the preservation of the existing 110' tall Cypress trees.
- Intimate neighborhood park with great micro-climate, southern exposure, sheltered from the winds and bustle of California Street.
- Breach along California staircase invites the public in and preserves southerly views to existing Cypress trees.
- Framed by retail, lobbies and amenity spaces to activate people oriented space.



Existing Mature Cypress Trees









PERSPECTIVE VIEW 02. View of Cypress Square, looking Northeast









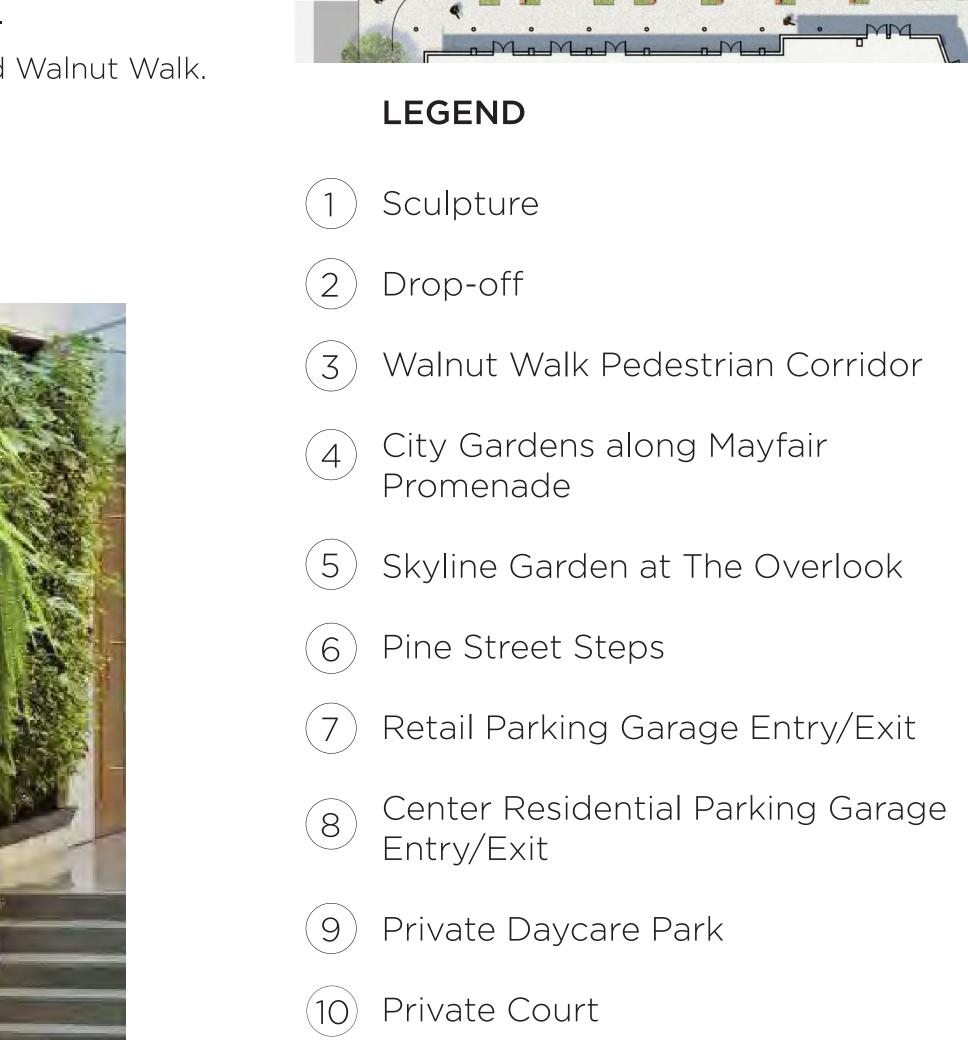
PERSPECTIVE VIEW 01. View of Mayfair Promenade, Looking East toward Cypress Square



WALNUT DRIVE + WALNUT COURT

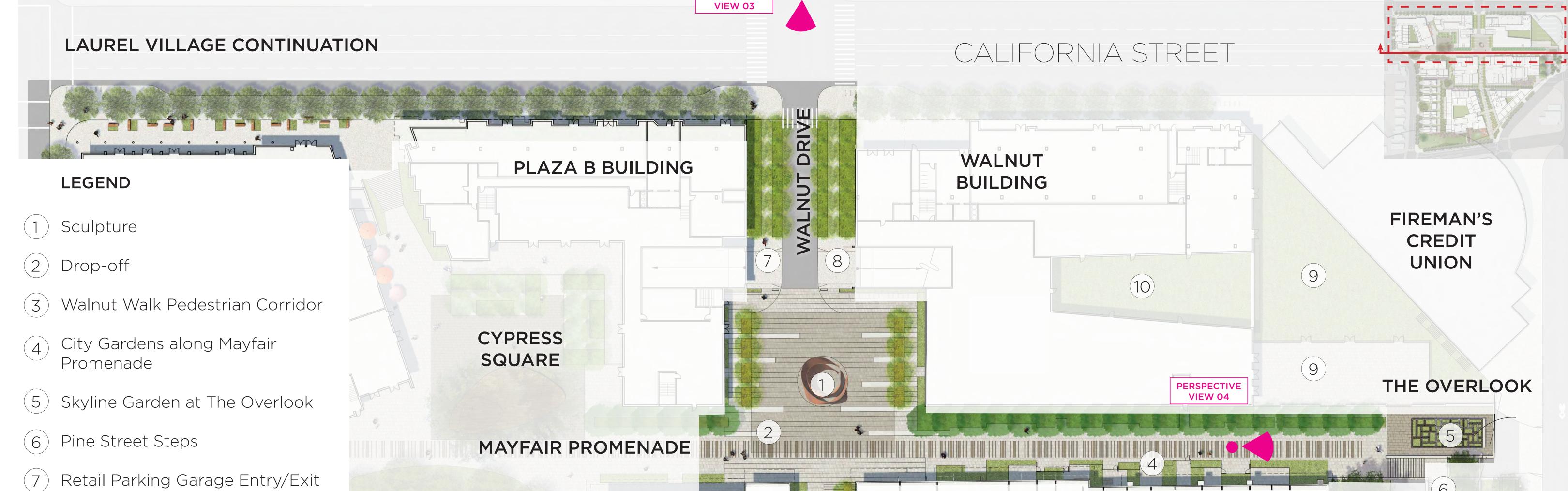
City Gardens + City Street

- Connects to the urban grid, linking California to Euclid/Masonic
- Vehicular traffic extended into the site to service deliveries/garage access/fire trucks and Uber.
- Gracious streetscape, separating pedestrians from traffic.
- Circulation nexus, intersects with Mayfair Promenade and Walnut Walk.



Green Portal to Walnut Court

All measurements and diagrams are preliminary in nature and approximate. They are for general illustrative purposes only.





WALNUT COURT

LAUREL STREET



CENTER BUILDING B





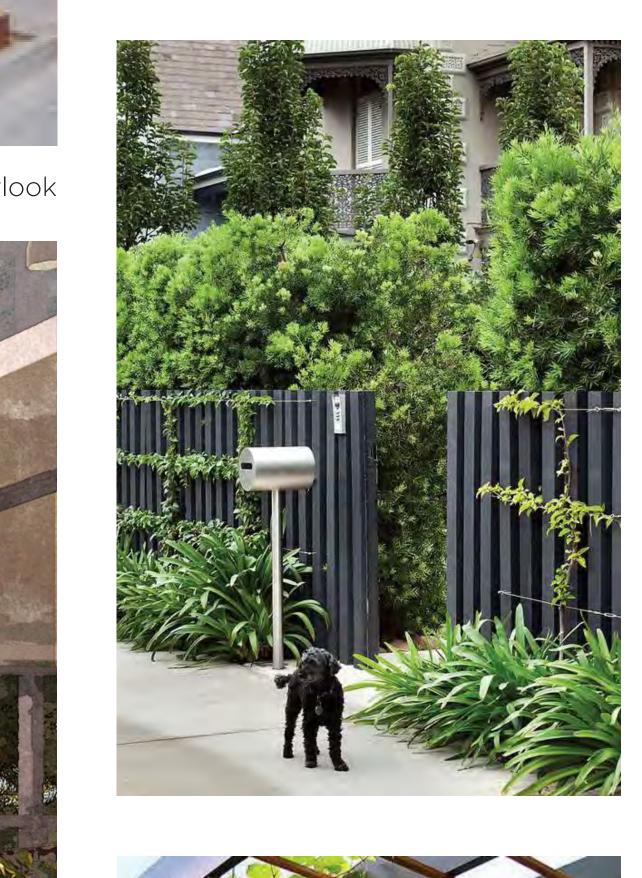




Create a place to pause and enjoy the view.

• Promenade links to Pine Street Steps.











CYPRESS SQUARE















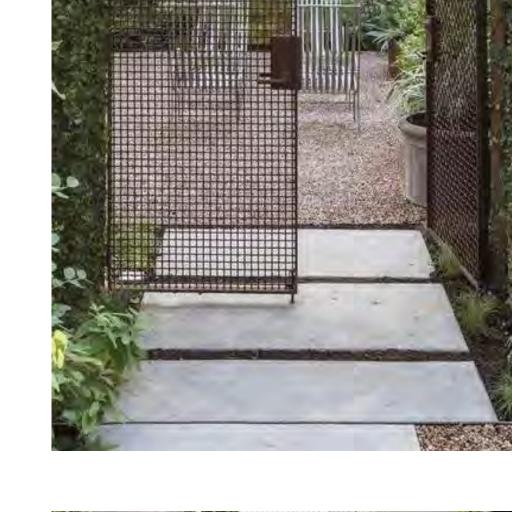
















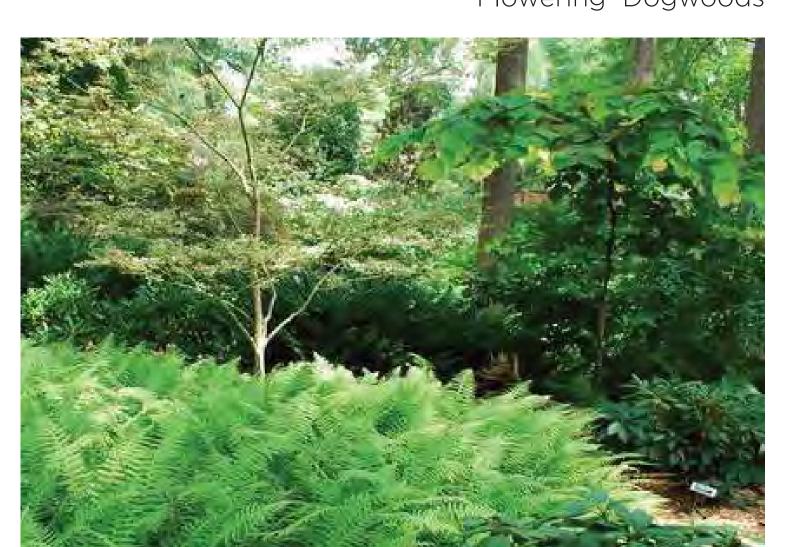
MASONIC PLAZA

Lush Ravine

 Creates entry plaza to Masonic and Center Building entries. Lush shade plantings screen private gardens.



Flowering Dogwoods



Woodland Plantings



Lush Ferns



Terraced Walls



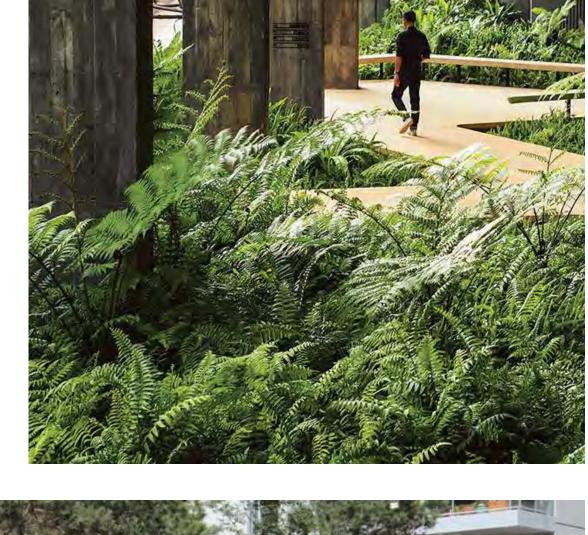
PINE STREET STEPS

- Preserve 3 of the existing Redwoods.
- Bulb-outs to calm traffic/increase pedestrian safety.
- Architecture/landscape walls and staircases strengthen the urban edge.
- Accommodates garage entrances off of Presidio and exit to Masonic.
- Links Mayfair Promenade to Presidio and Pine Street.

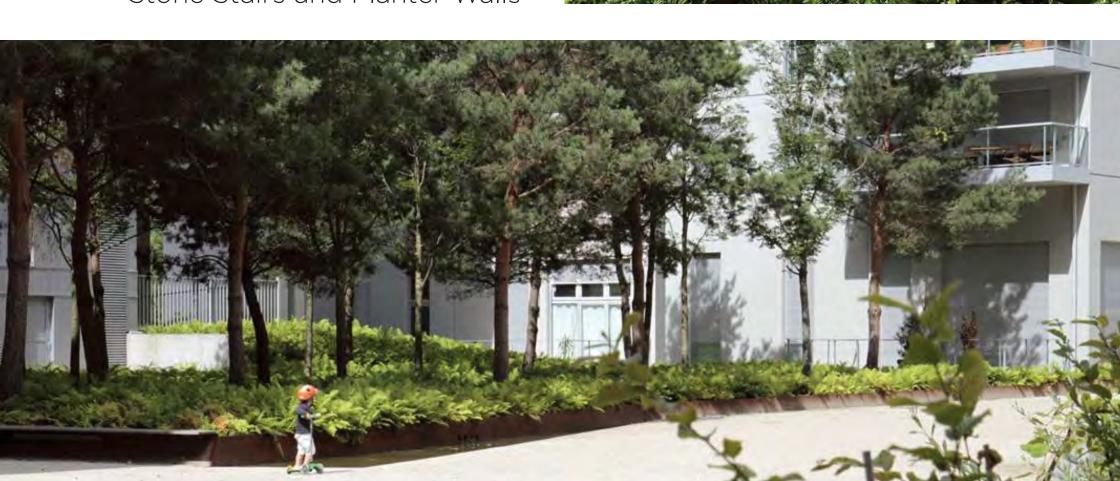




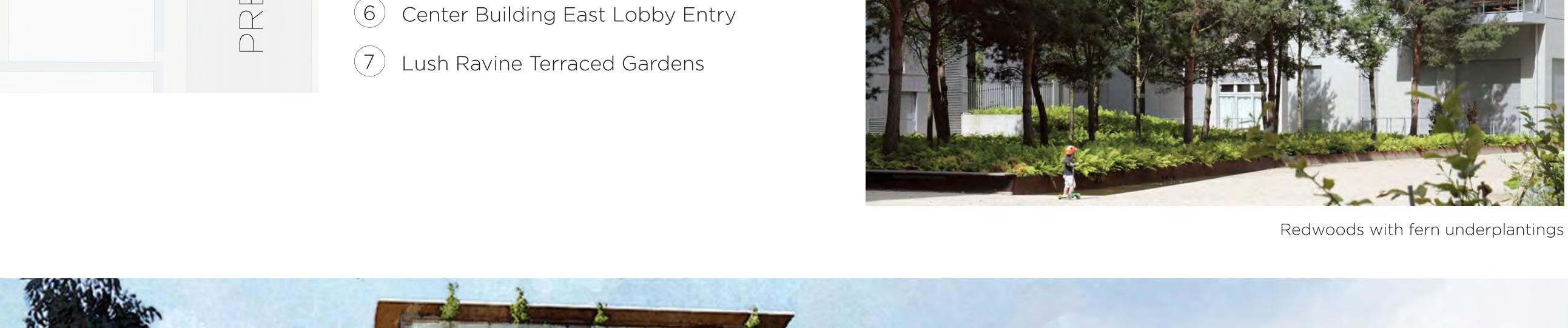












LEGEND

Bike Parking

Traffic-Calming Bulbout



PERSPECTIVE VIEW 05. View of Masonic Plaza, Looking West



PERSPECTIVE VIEW 06. View of Pine Street Steps, looking West from Pine Street







EUCLID GREEN

The Green

- Preserve and celebrate the views.
- Maximize elevated usable space.
- Activities in the Park include picnics on the lawn and flying kites.



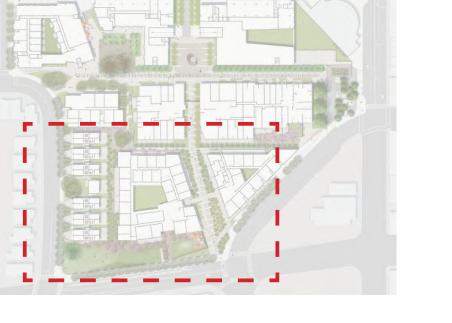
A Place to Play



All measurements and diagrams are preliminary in nature and approximate. They are for general illustrative purposes only.

Picnics with a View





LEGEND

- 1 Level Lawn

- 8 Planted Grove
- (10) Private Lawn
- (11) Mature Oak Trees
- (12) Terraced Sidewalk Garden



- 4 Traffic-Calming Bulbout
- 5 Bike Parking
- 6 Small Retail Node
- Casual Seating in the Grove
- 9 Lobby Entries

- 2 Sloping Lawn





Incorporate bulb-out to calm traffic/increase pedestrian safety.

Corner Plaza provides a civic space that anchors the corner and welcomes

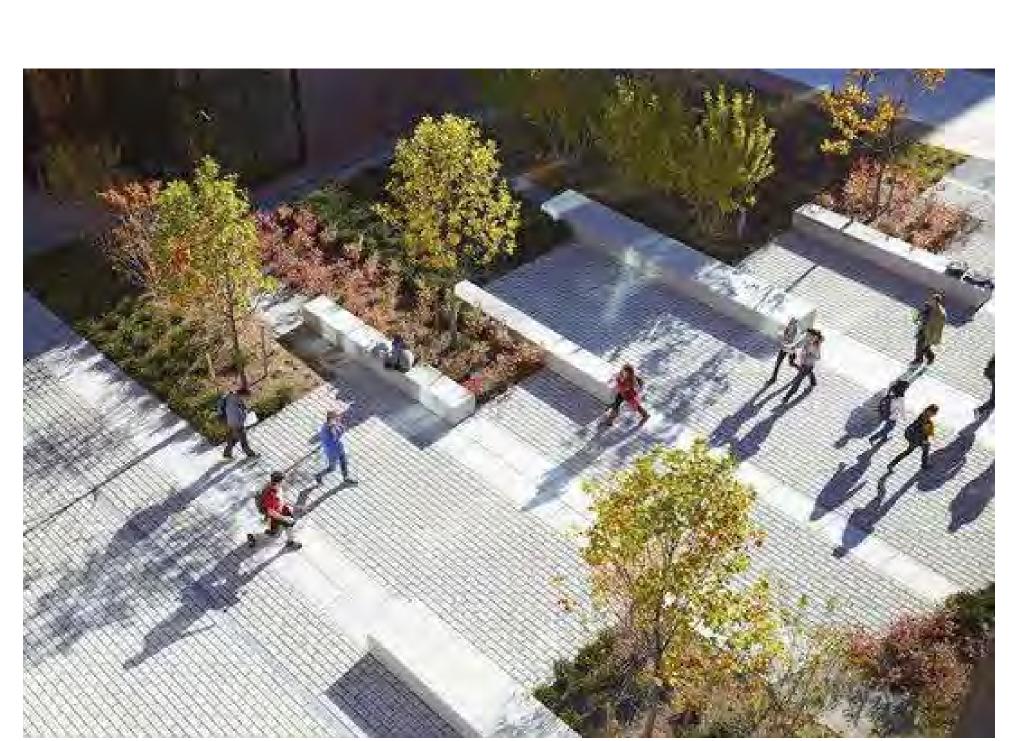
• Programmed with outdoor furnishings, similar to Cypress Square but more

Tree grove creates habitat and unifies the overall space.

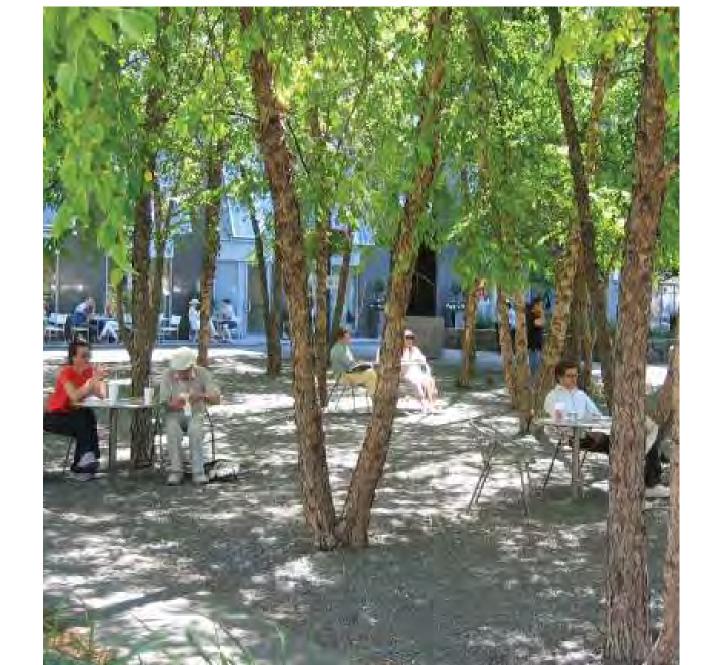
one in to Walnut Walk.

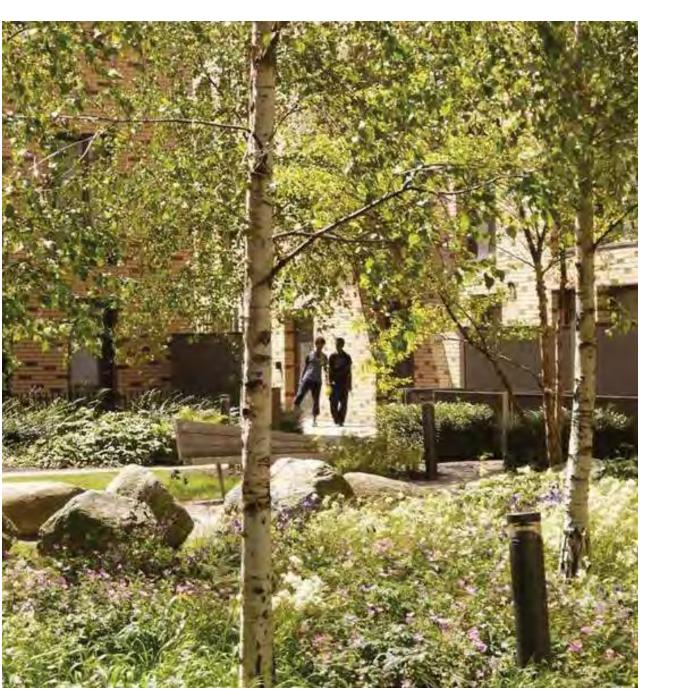
WALNUT WALK

The River Grove



Playful Paving along the Walk

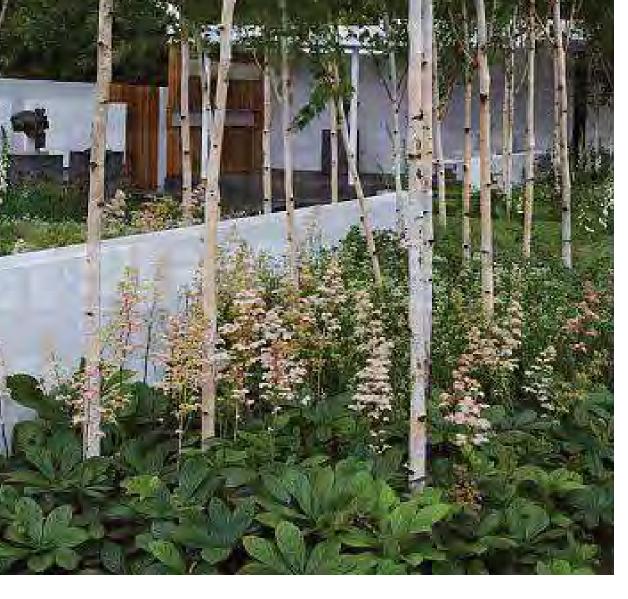






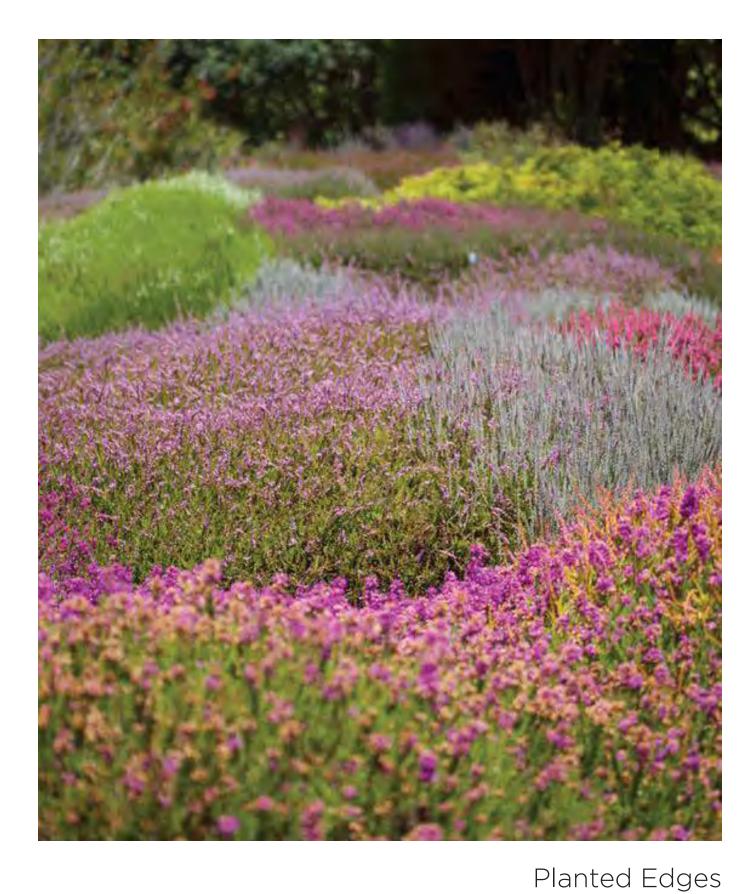


PERSPECTIVE VIEW 08. View of Walnut Walk, looking North toward the Center Building



Birches cast a light shade







PERSPECTIVE VIEW 07. View at Euclid and Laurel Streets, entering Euclid Green

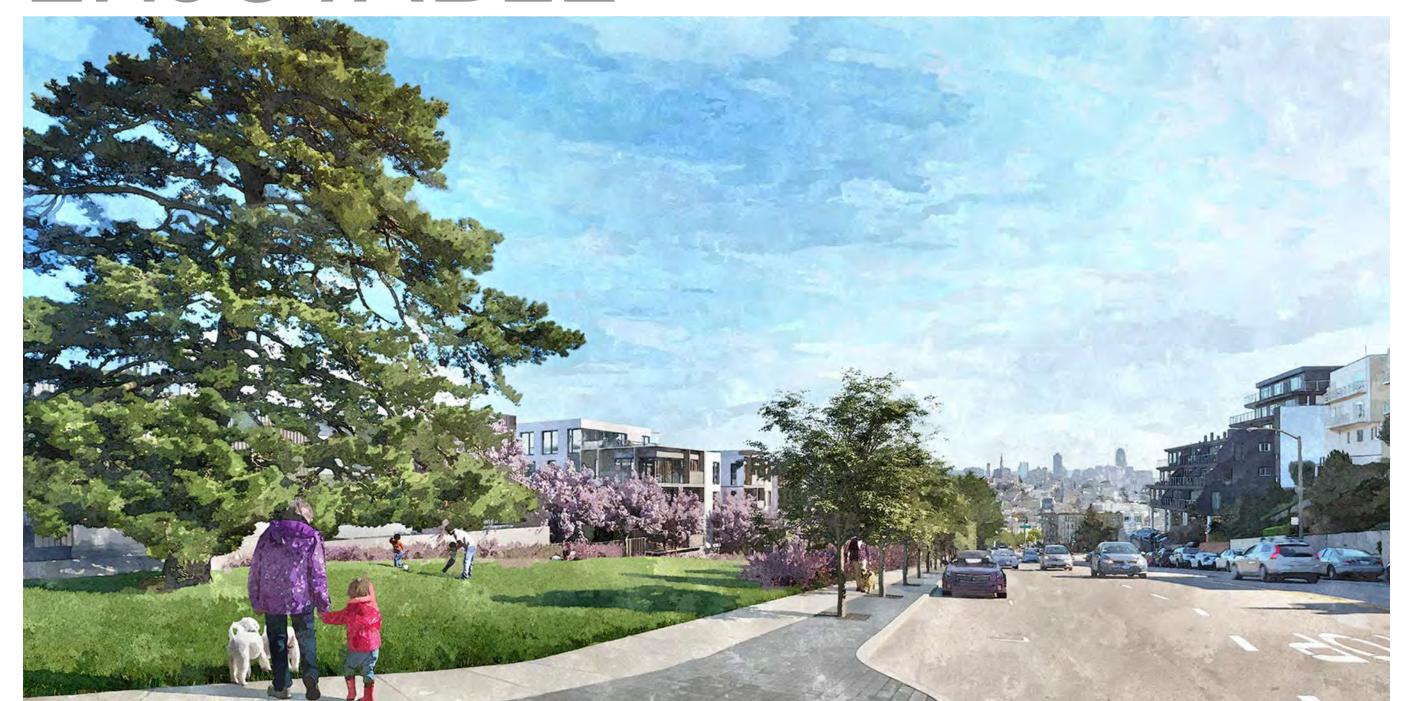




03.LIVING WITH NATURE

3333 CALSF

ENJOYABLE



Euclid Park



WELL Communities

Active design
Accessibility
Noise reduction and acoustic comfort
Thermal comfort
Beauty and biophilic design

COMFORTABLE



Cypress Square



Long periods of sitting

Periods of sitting/ standing Short periods of standing Strolling/ window shopping

Fast/business walking

Uncomfortably windy

DESIGNED FOR COMMUNITY WELLNESS



Create habitat Native plants



Gardens



Traffic calming



Bioswales



Greenwalls



Community Meeting - Pre-Application Community Meeting June 13, 2017



03.ENVIRONMENTAL LEADERSHIP

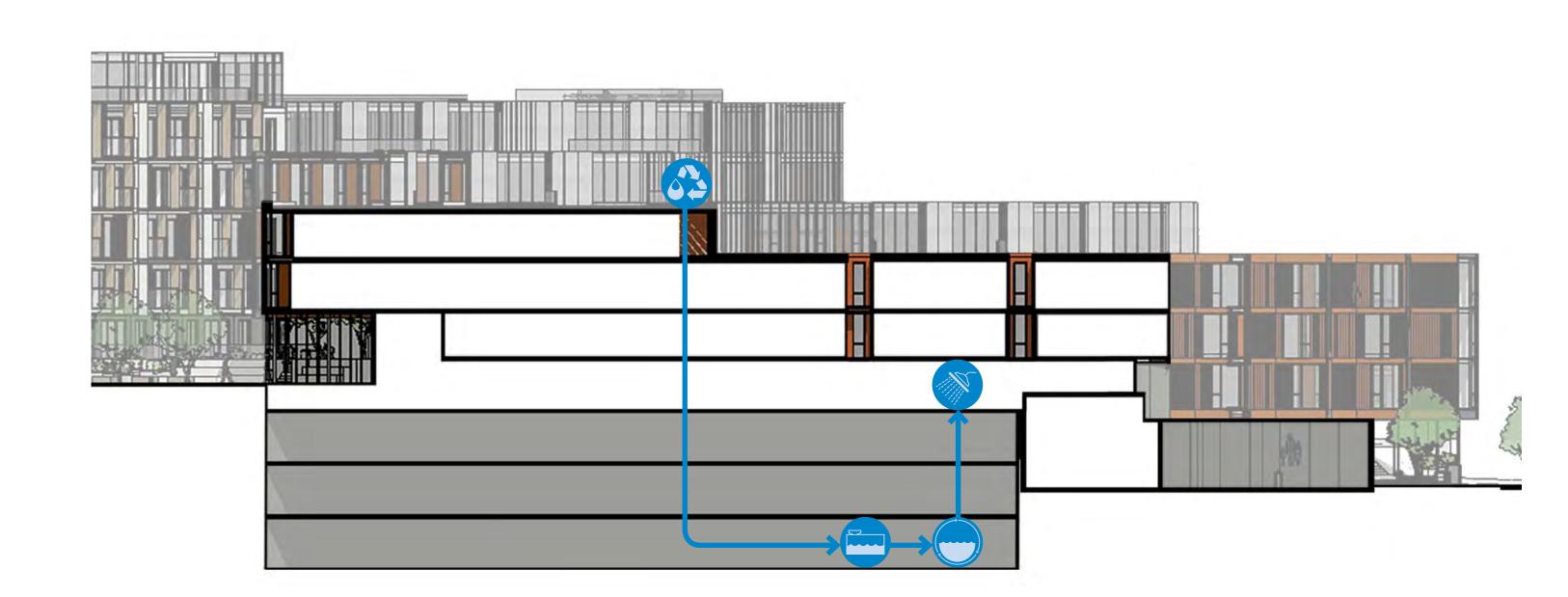
LEED CERTIFICATION

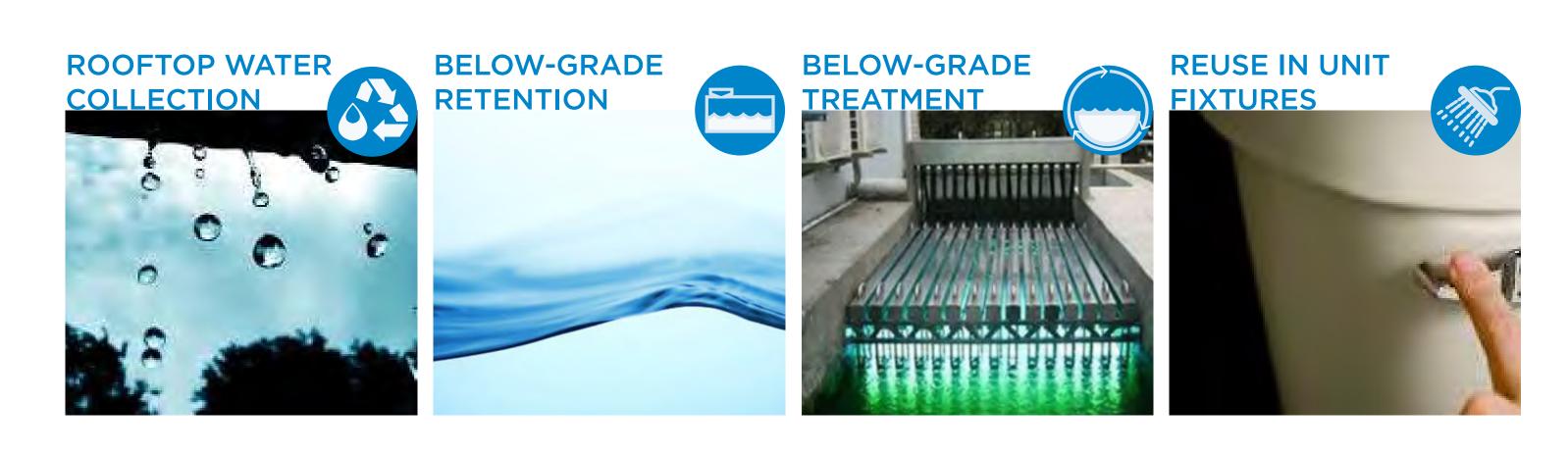




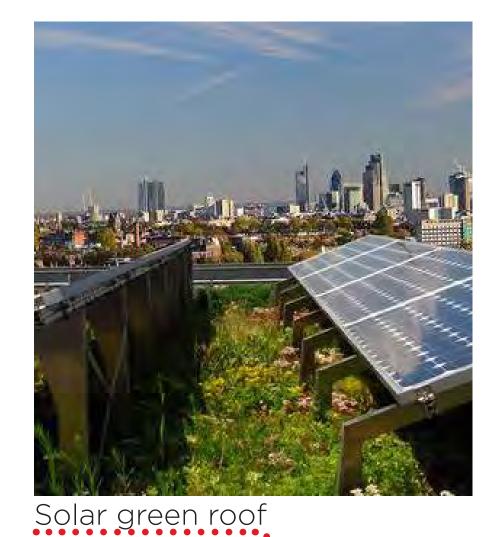
LEED: Neighborhood Development Certification Feasibility O 10 20 30 40 50 60 70 80 90 100 cert. silver gold platinum Very likely Maybe

STORMWATER RECYCLING





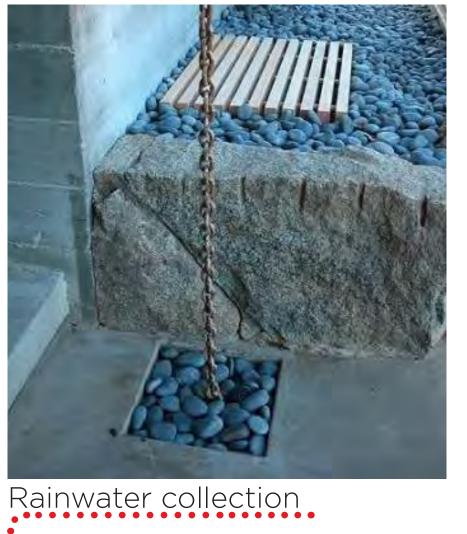
BEST PRACTICES FOR ENERGY + WATER













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Community Meeting - Pre-Application Community Meeting June 13, 2017



03.PARKING + LOGISTICS

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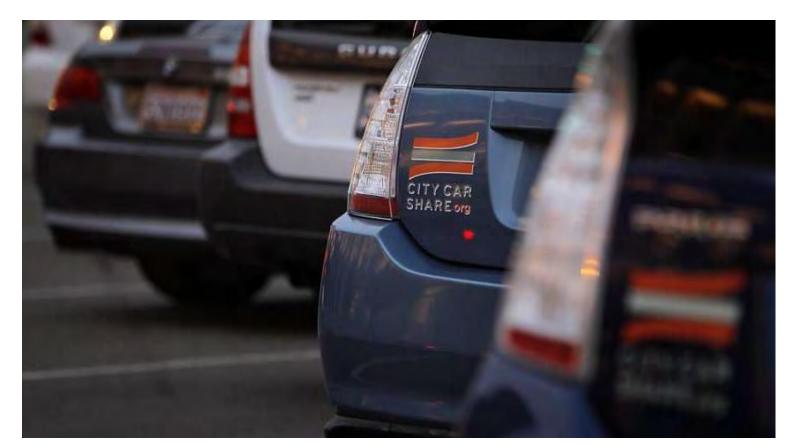
ABOVE-GRADE AMENITIES





Pedestrian-friendly site

BELOW-GRADE SERVICES





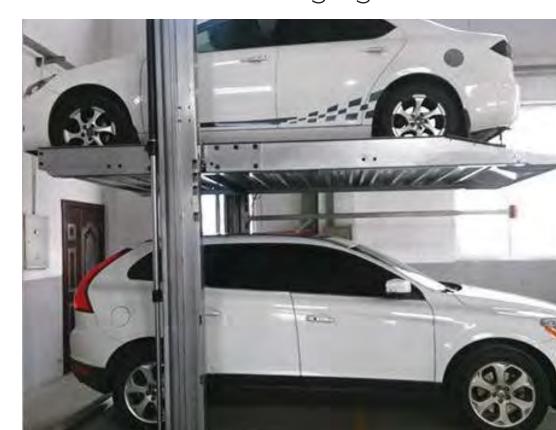


Below-grade trash and recycling pick up

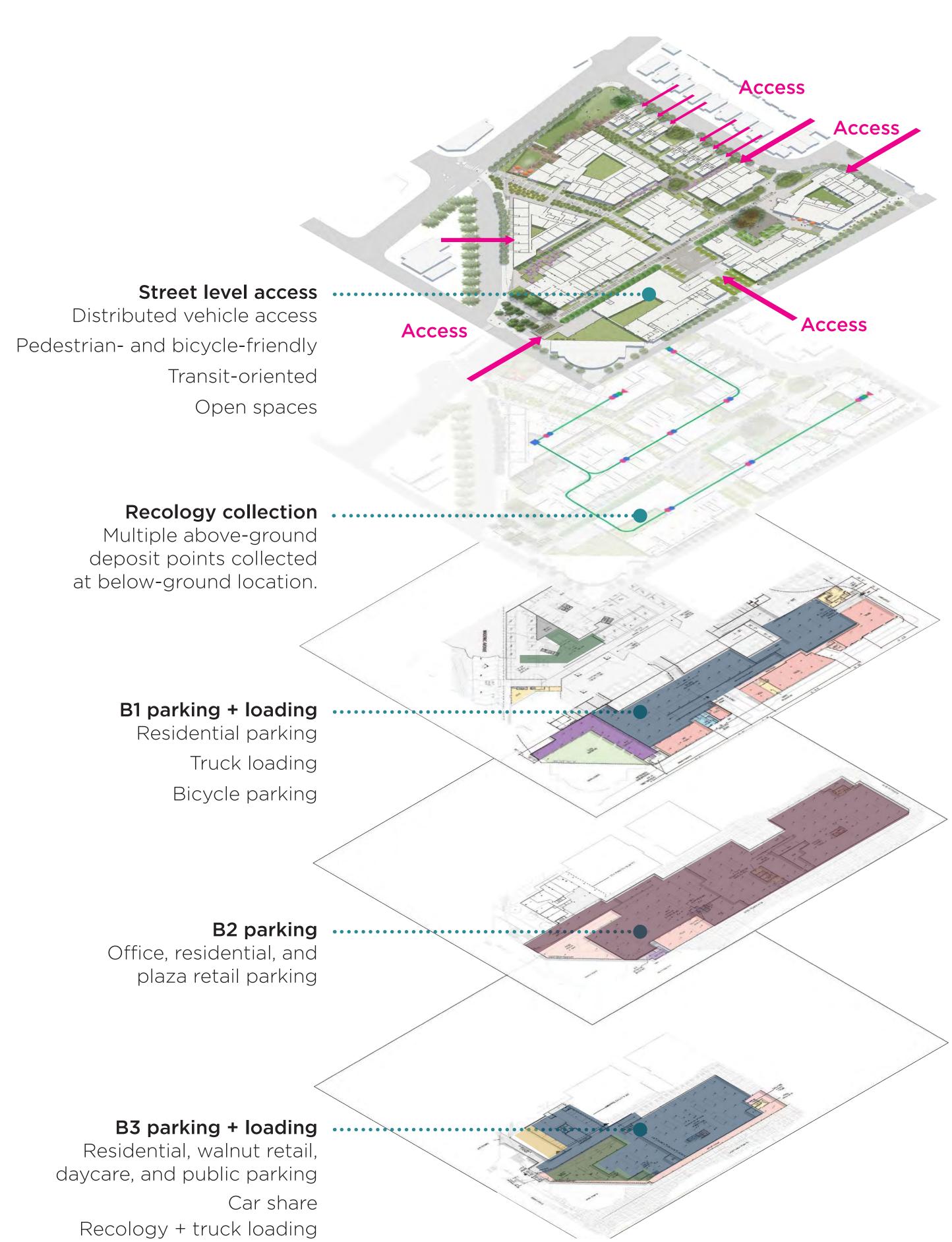
June 13, 2017



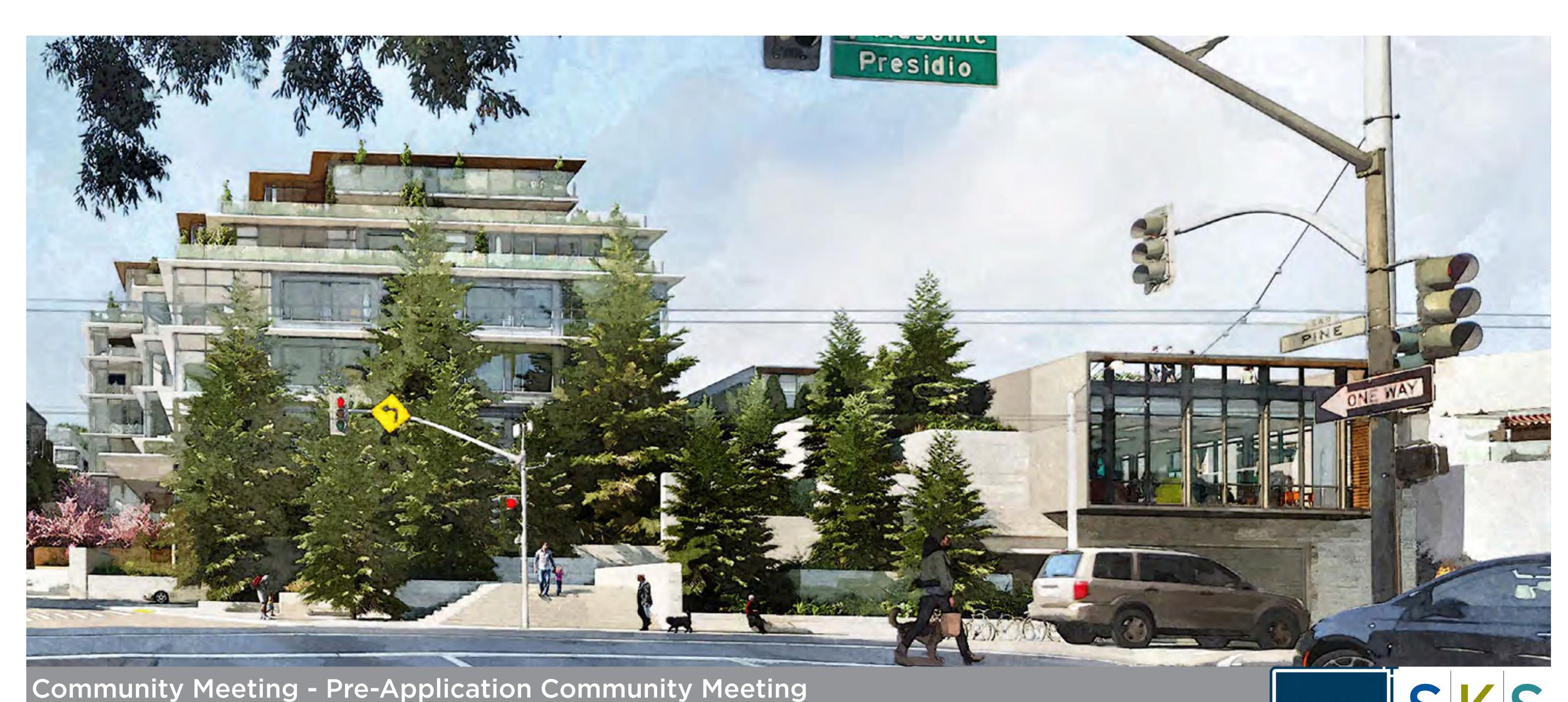
Electric vehicle charging



Stacked parking systems

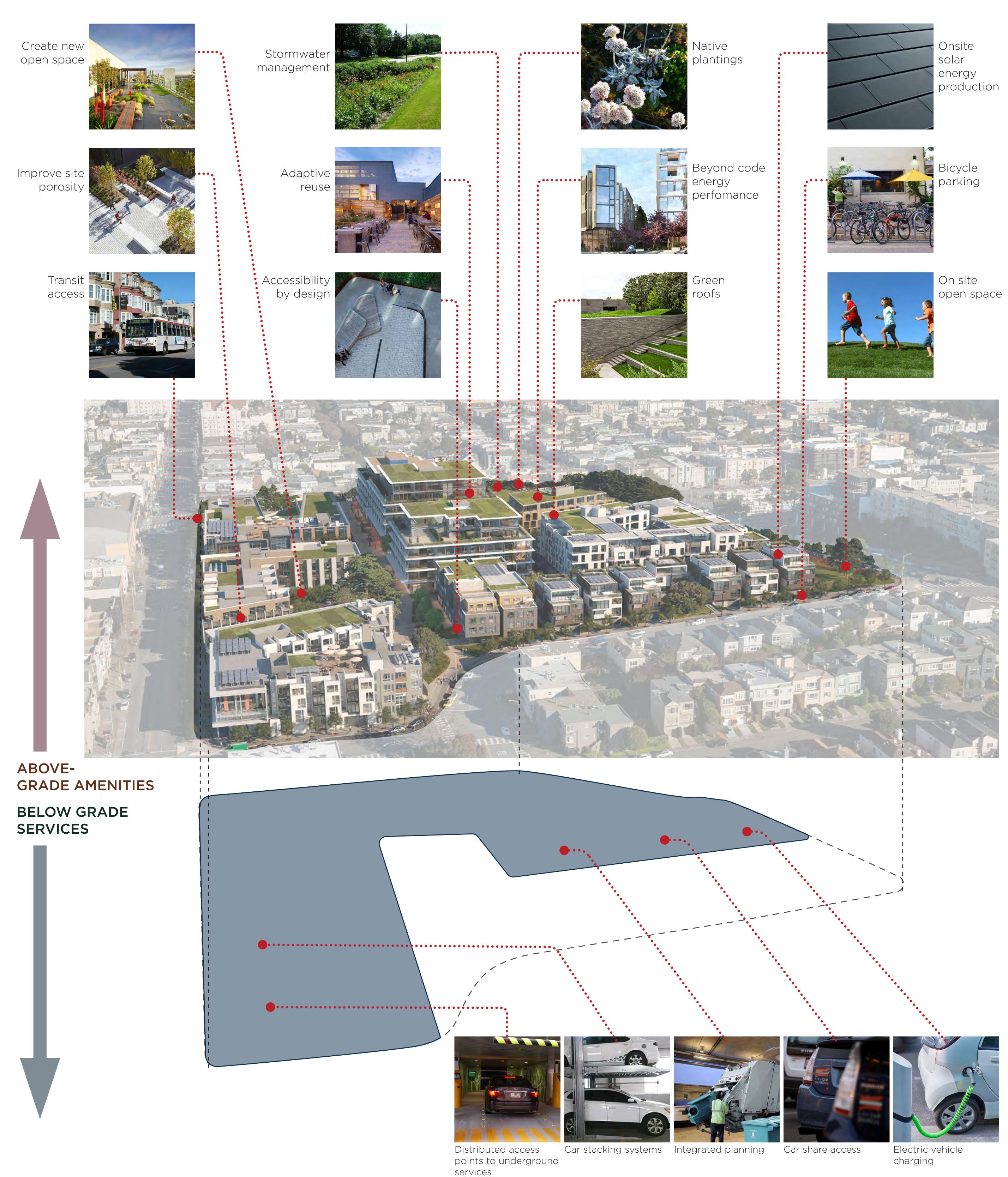


PRADO GROUP



3333 CALSF

03.SUSTAINABILITY OVERVIEW



3333 California Street // www.3333calsf.com O4 PLAZA & PLAZA B AT CYPRESS SQUARE





Community Meeting - Pre-Application Community Meeting

June 13, 2017

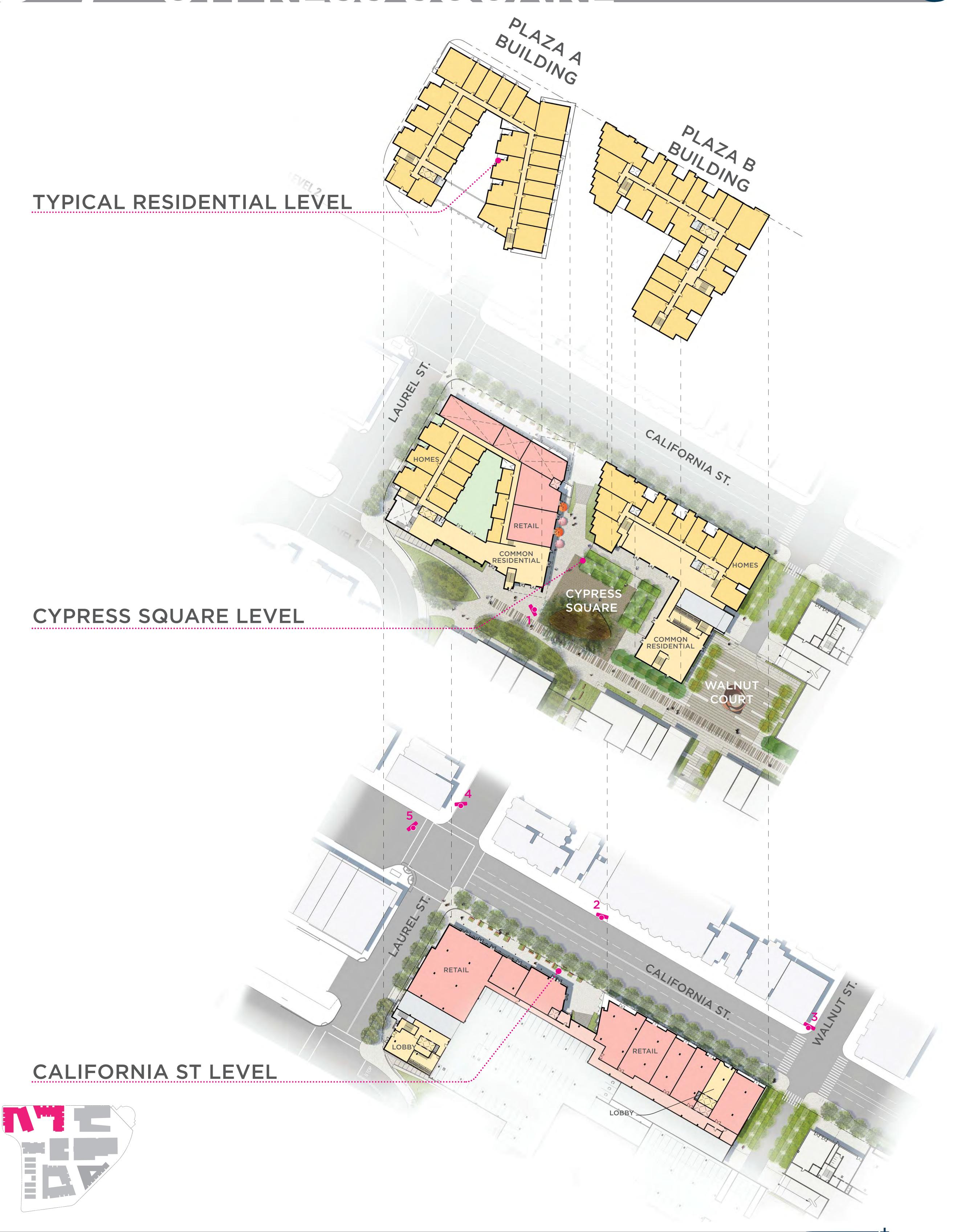




3333 California Street // www.33333calsf.com

04 PLAZA A & PLAZA B AT CYPRESS SQUARE







June 13, 2017

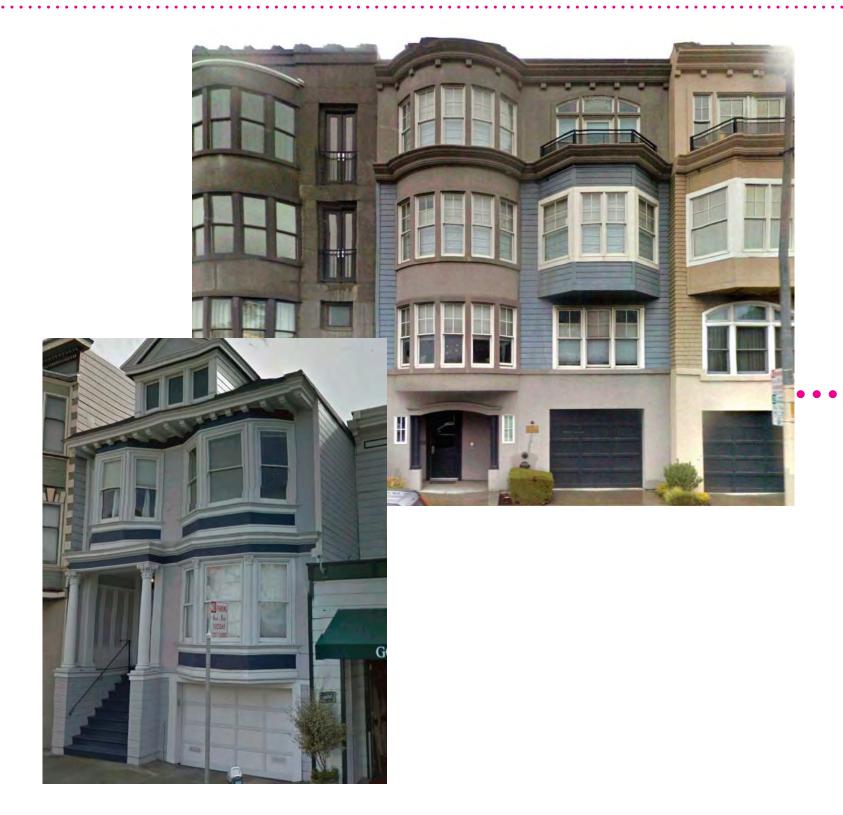




04 PLAZA A & PLAZA B AT CYPRESS SQUARE



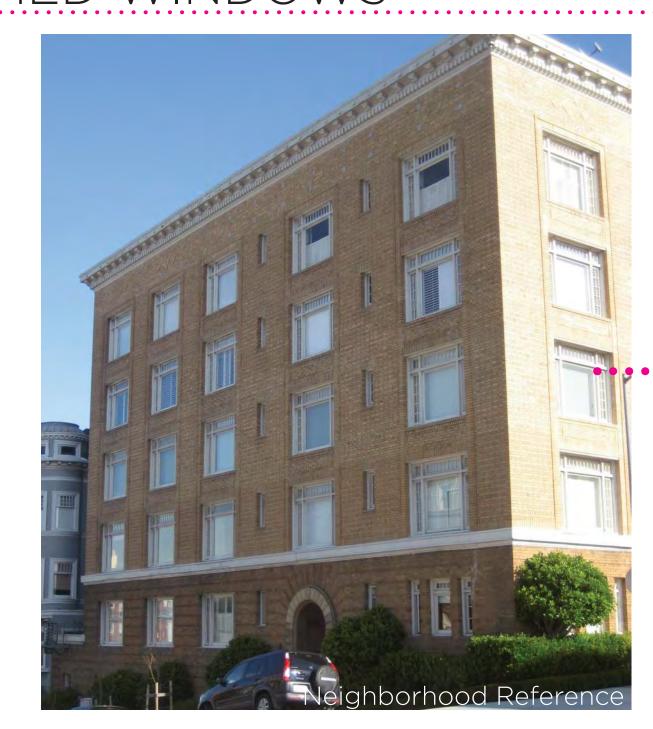
RHYTHMIC BAYS







PUNCHED WINDOWS





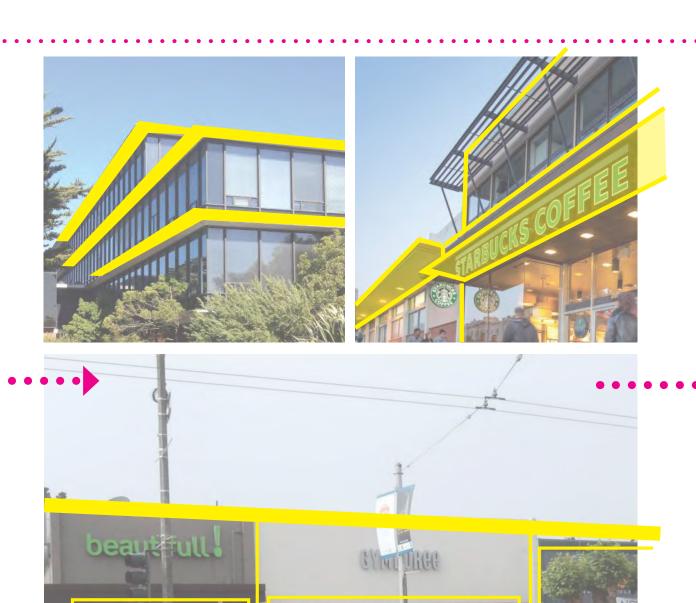


HORIZONTAL PLANES



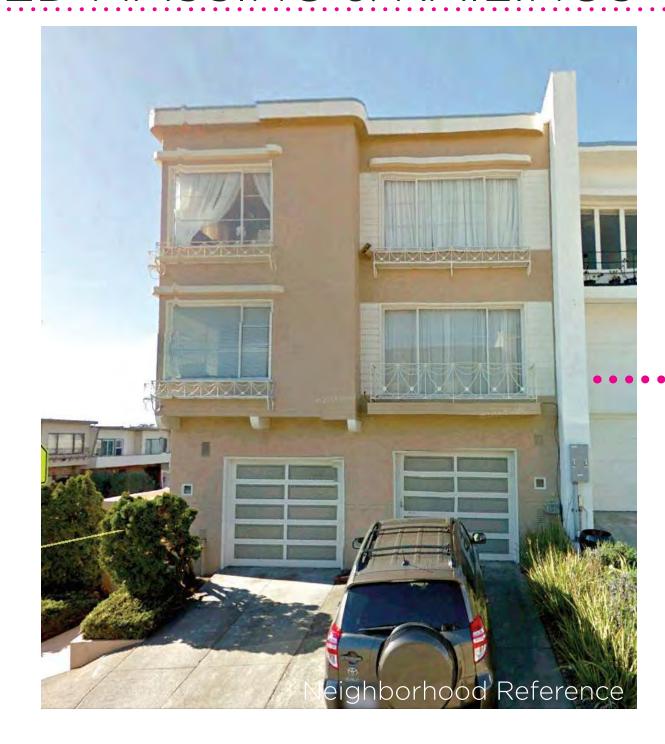








STEPPED MASSING & RAILINGS









June 13, 2017



04 PLAZA A & PLAZA B AT CYPRESS SQUARE







LAUREL STREET

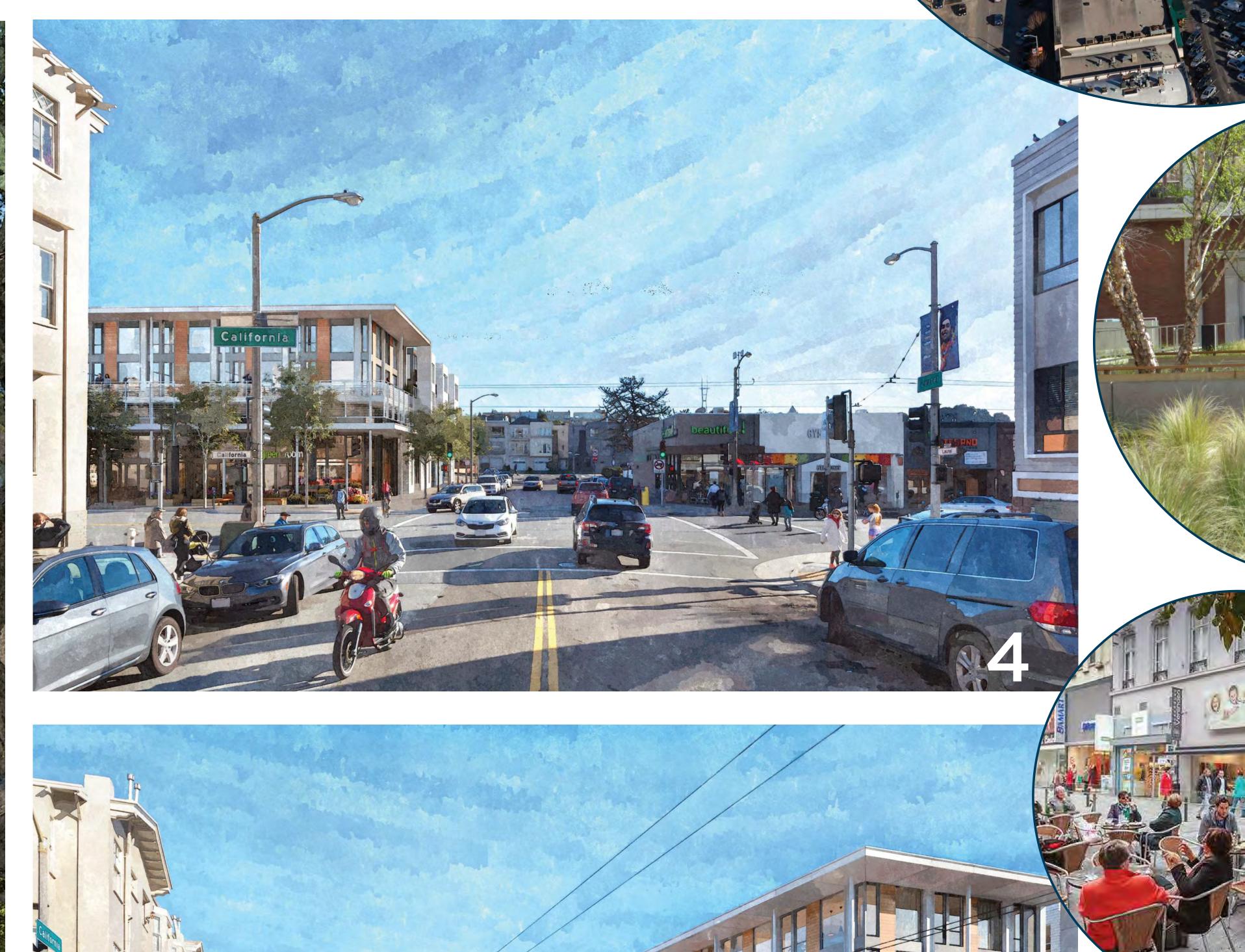










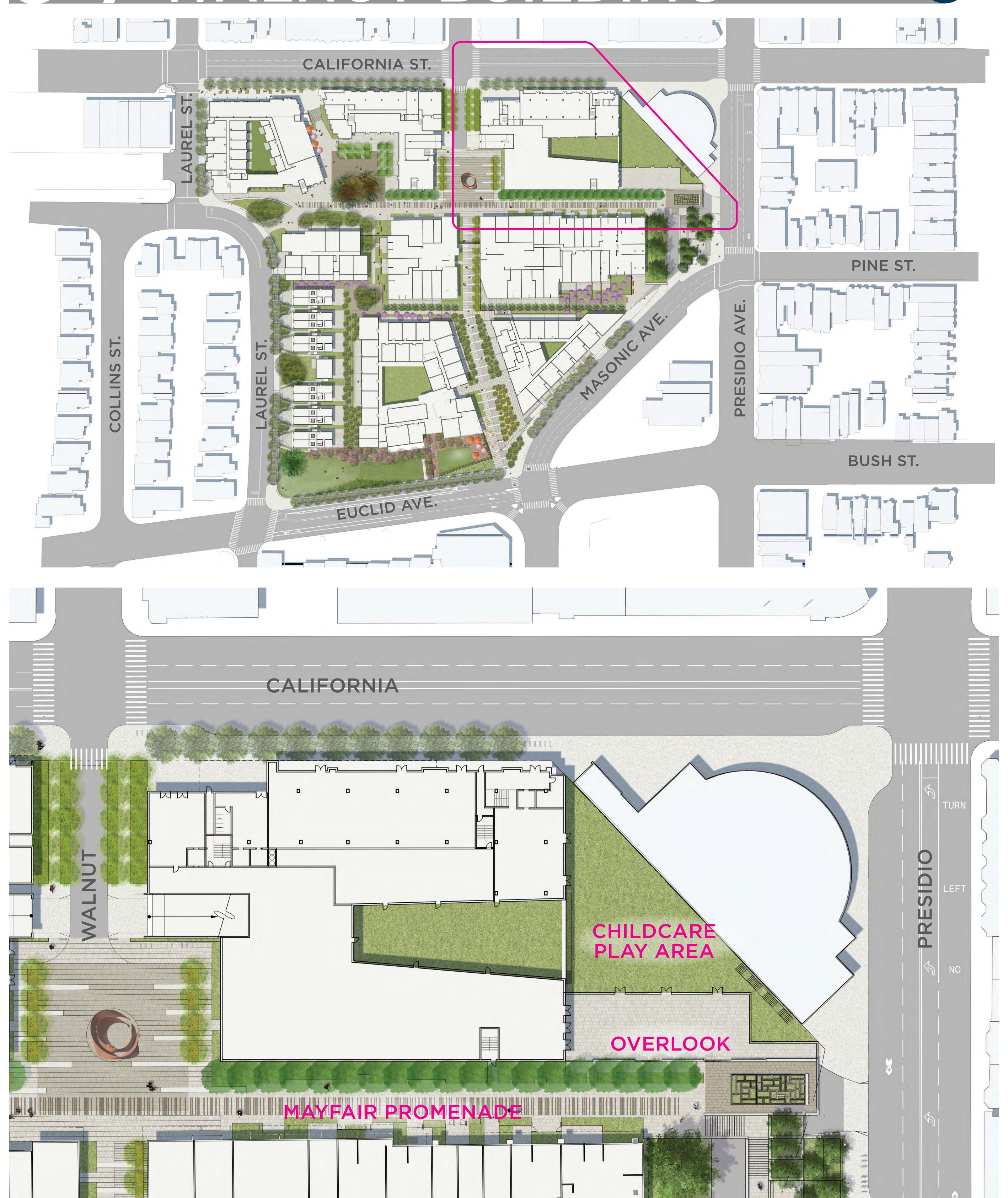






3333 California Street // www.3333calsf.com 04 WALNUT BUILDING





Community Meeting - Pre-Application Community Meeting

June 13, 2017





04 WALNUT BUILDING





Community Meeting - Pre-Application Community Meeting

June 13, 2017





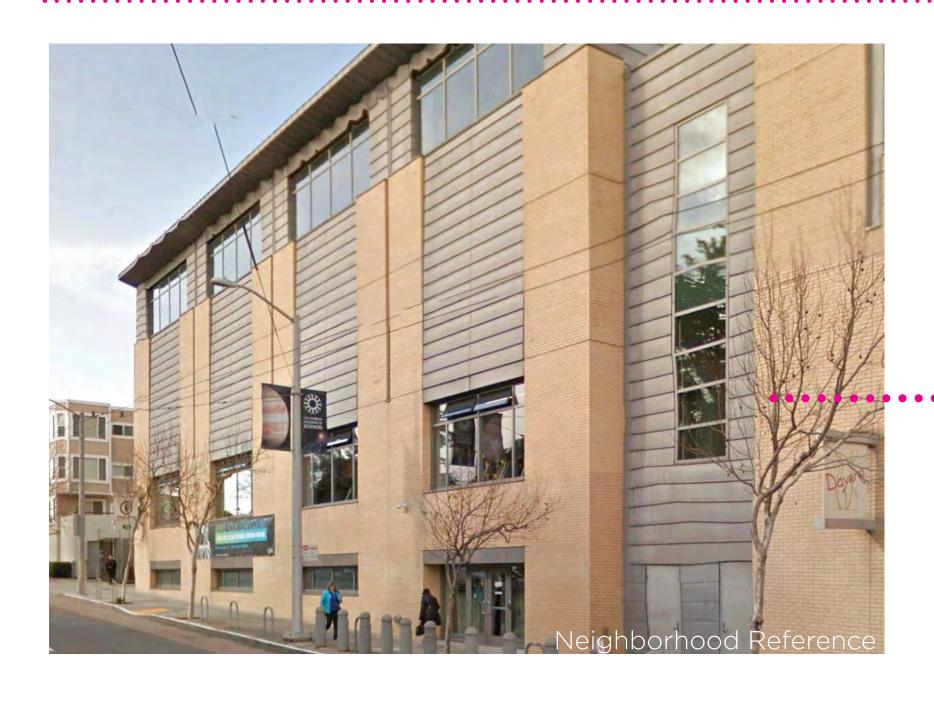
3333 California Street // www.3333calsf.com 04 WALNUT BUILDING

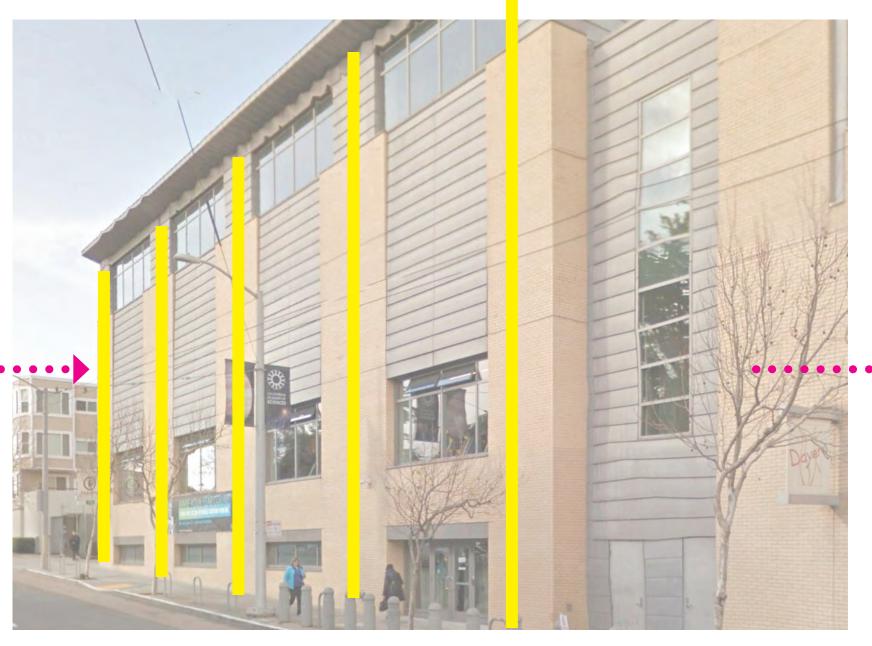


CONTEXT



VERTICAL RHYTHM







FRAMED WINDOWS





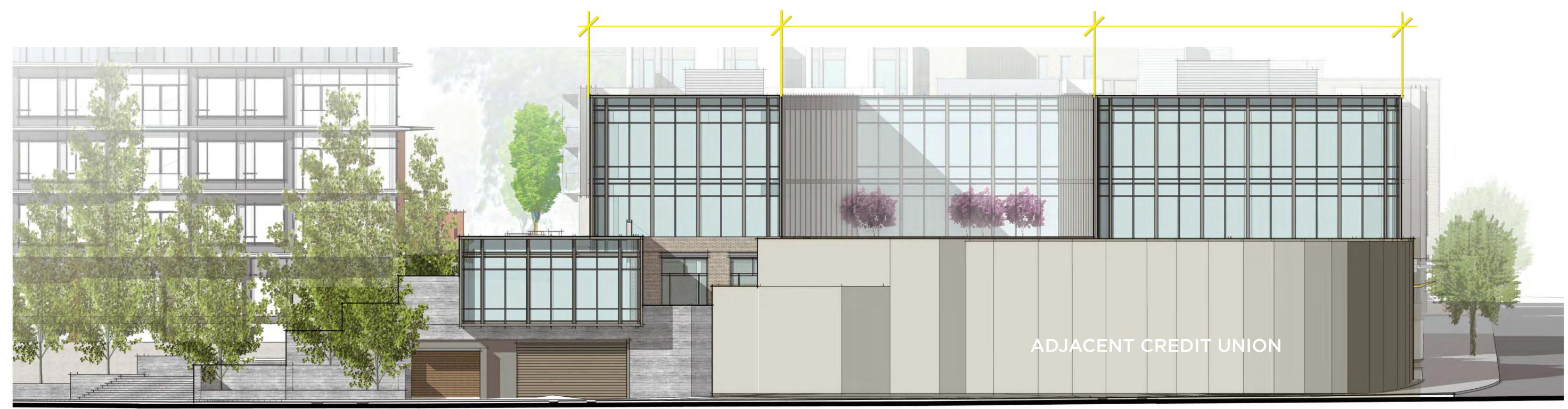




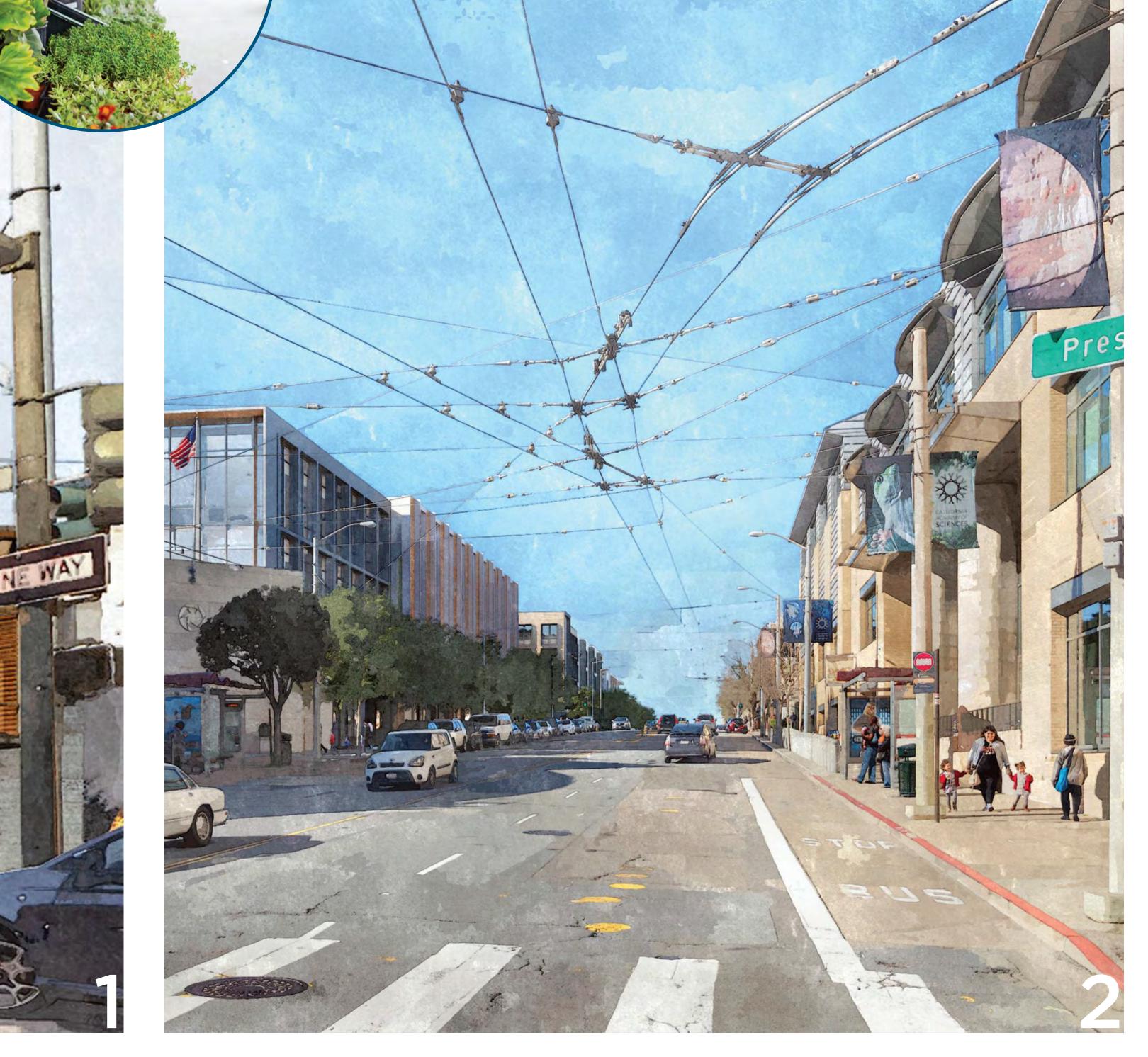
04 WALNUT BUILDING







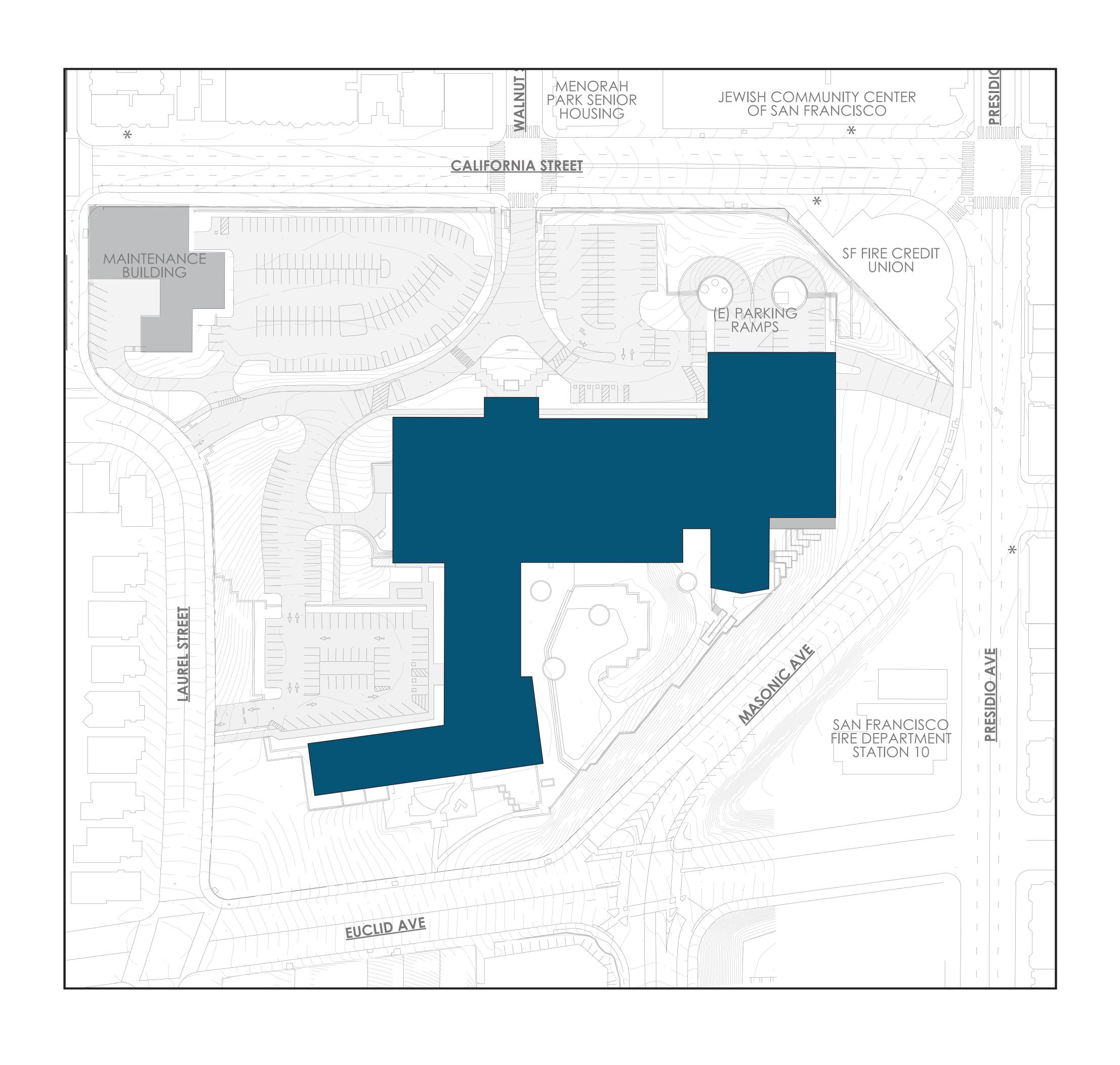


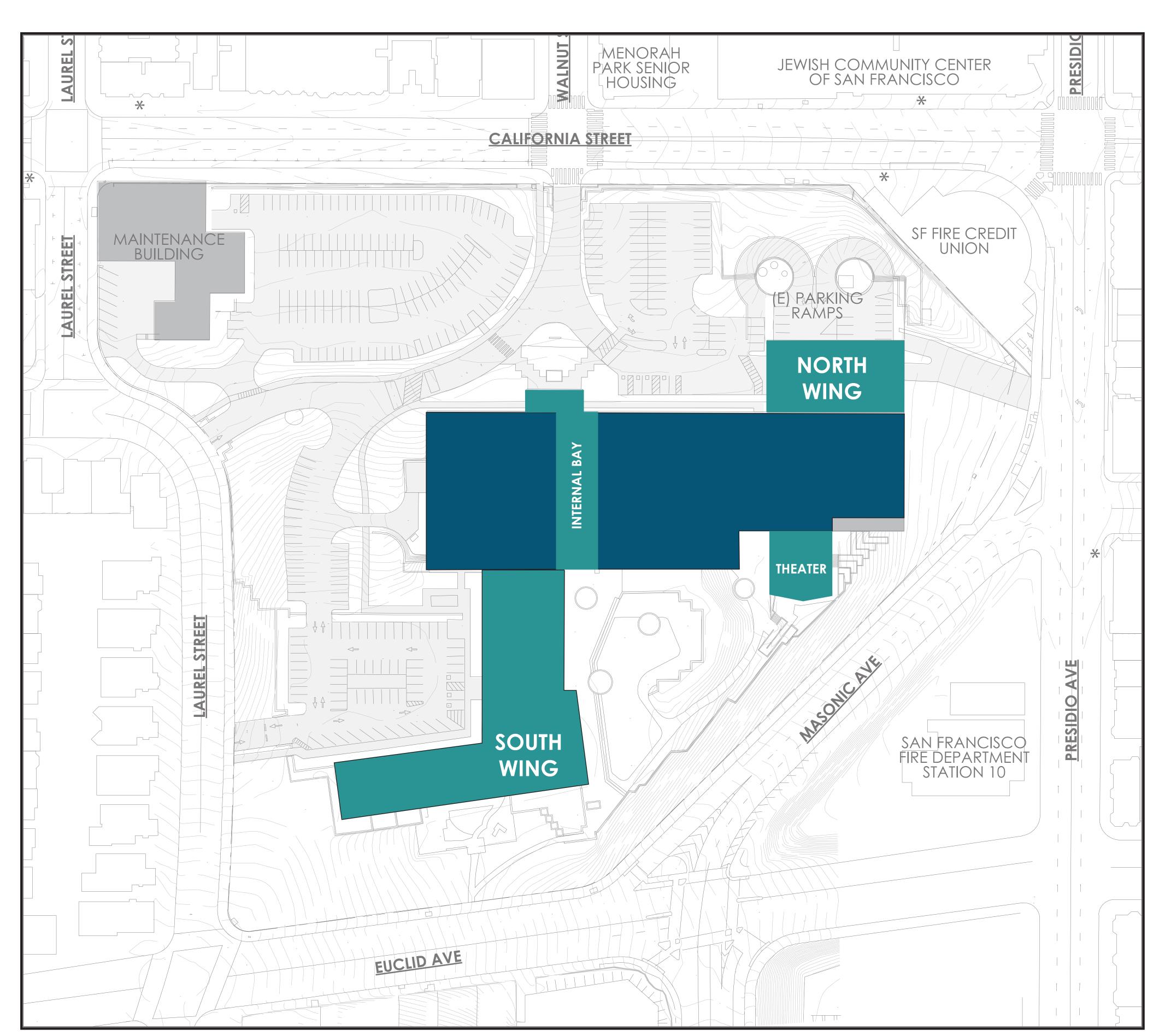


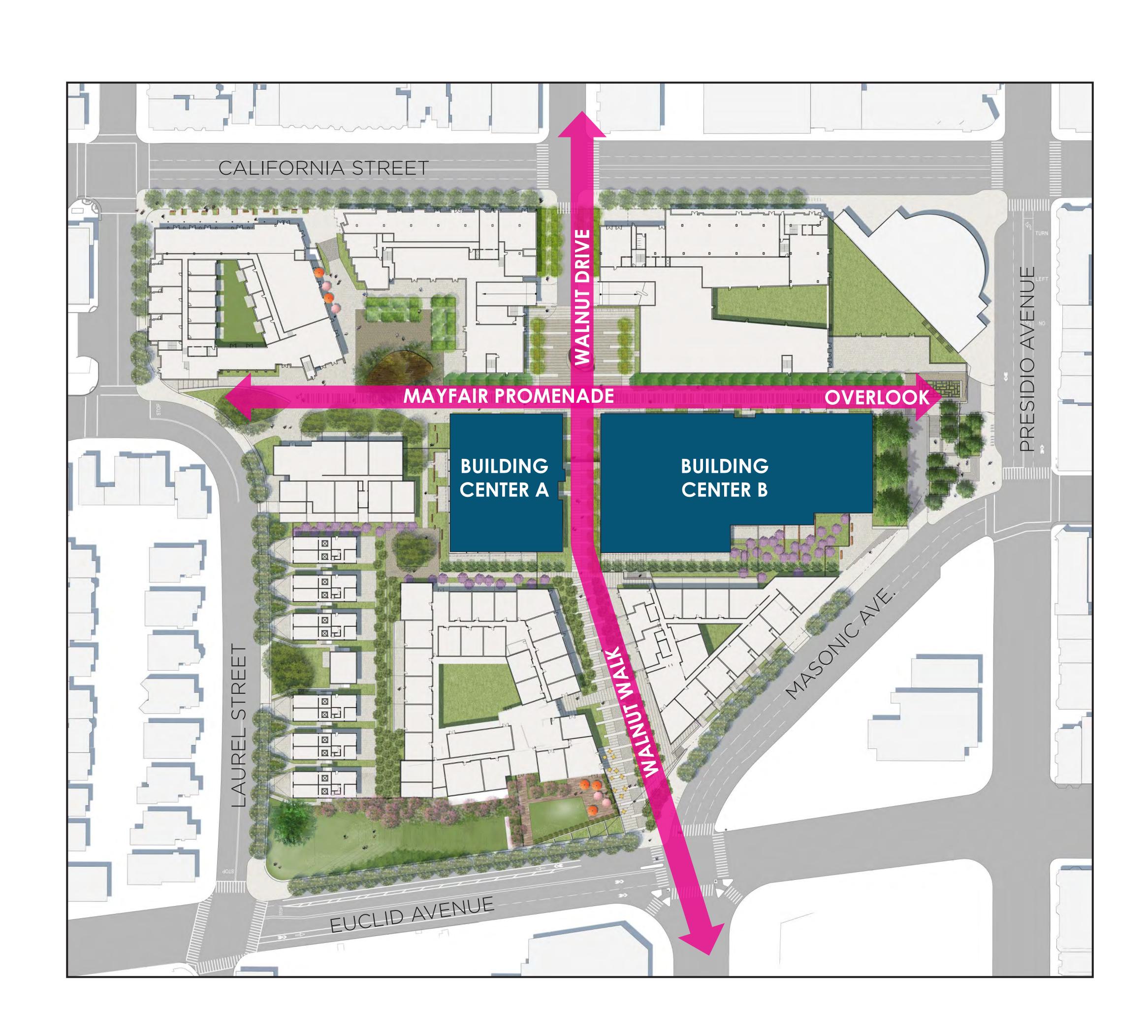




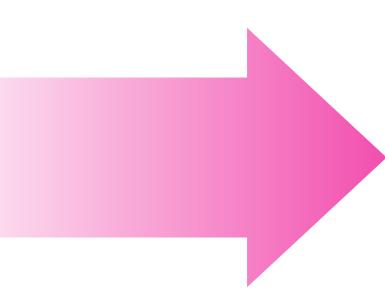




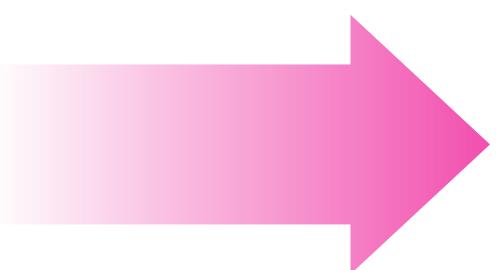




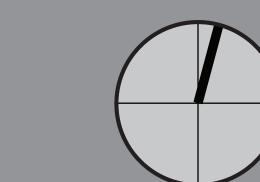
EXISTING BUILDING FOOTPRINT: THE CURRENT BUILDING FOOTPRINT CREATES AN IMPERMEABLE WALL ACROSS THE SITE AND SEPARATES THE BLOCK FROM THE NEIGHBORHOOD.



REMOVALS: THE SOUTH WING, NORTH WING AND THEATER ARE REMOVED TO REDUCE THE BUILDING BULK. AN INTERNAL BAY IS OPENED UP TO CREATE A PASSAGE THROUGH THE BUILDING.



SITE PLAN: THE RESULT IS A COMPACT FOOTPRINT THAT CREATES THE WALNUT WALK AND MAYFAIR PROMENADE. THE URBAN BLOCK PATTERN IS RESTORED ACROSS THE SITE, REINTEGRATING THE SITE INTO THE NEIGHBORHOOD.

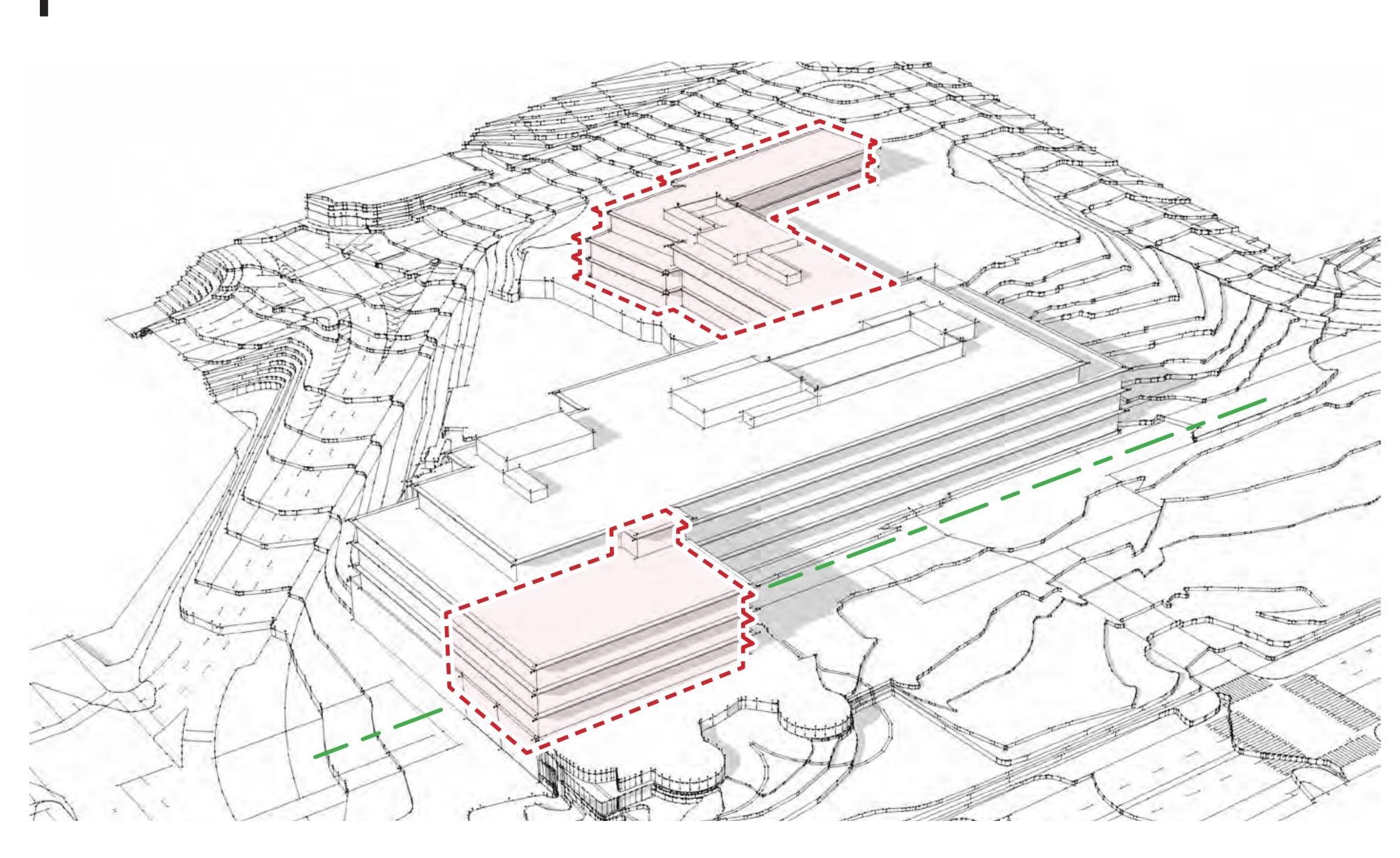




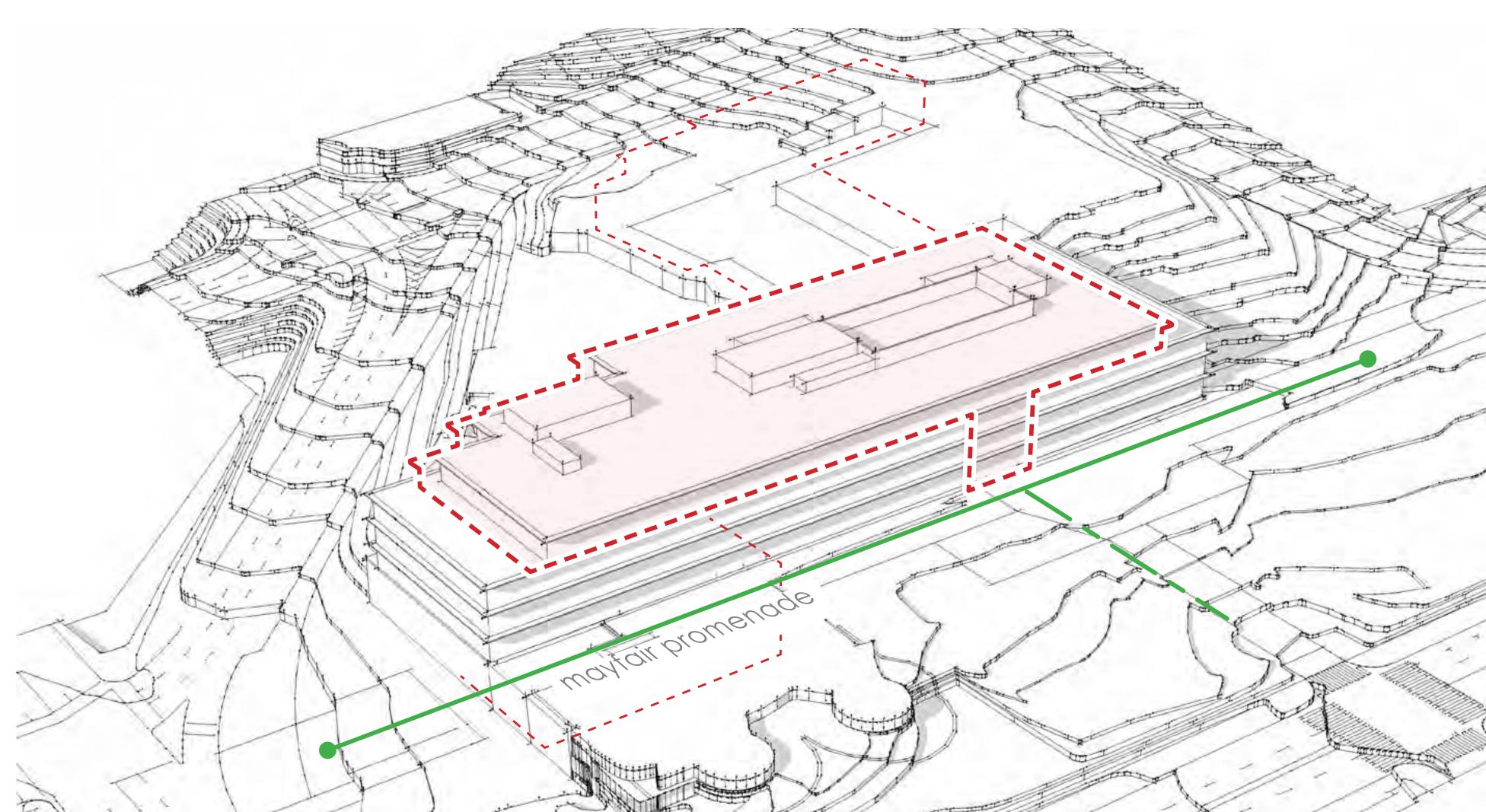




Partial removal of existing structure, freeing up Mayfair Promenade axis.

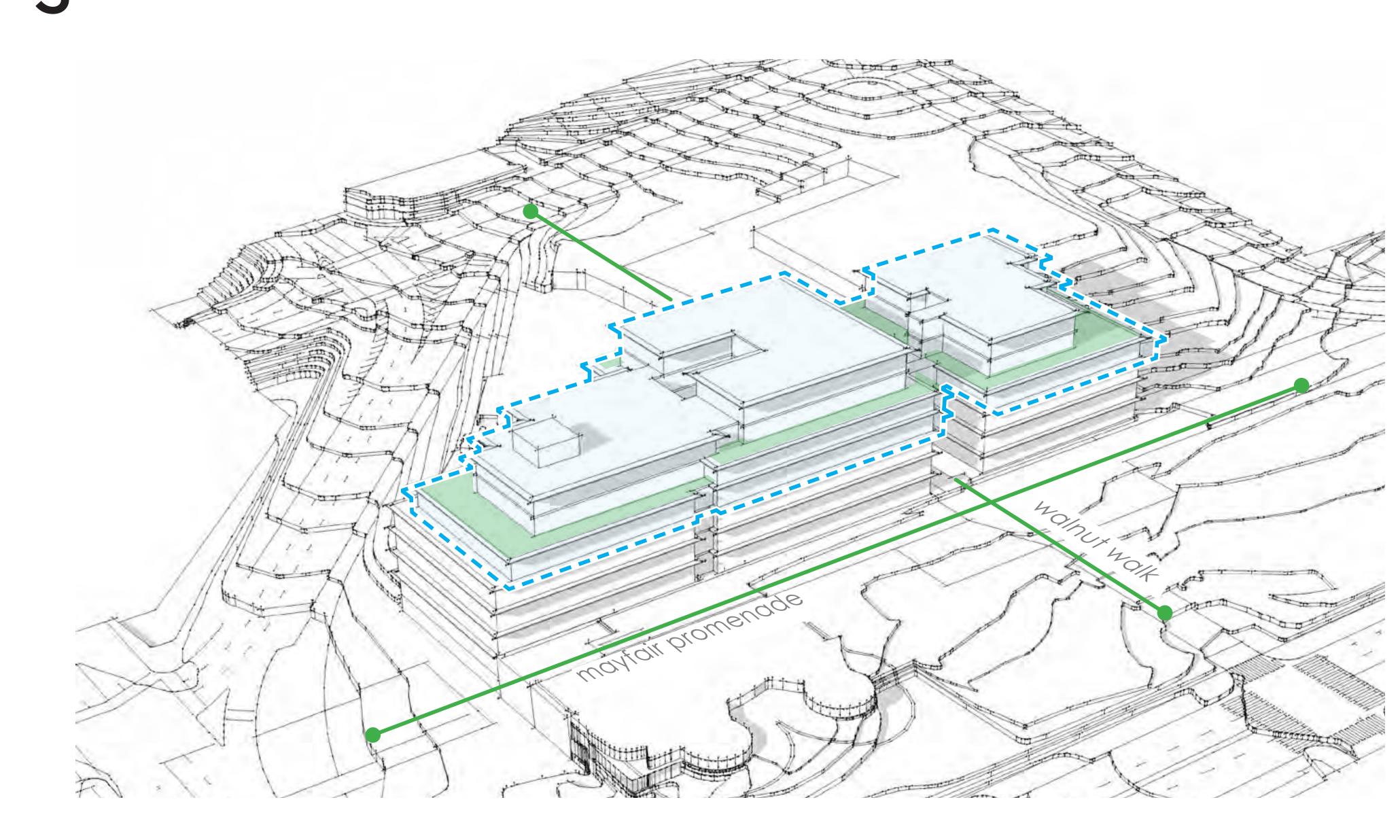


Rebuild and reinforce the existing 4th floor and cut opening for Walnut Walk

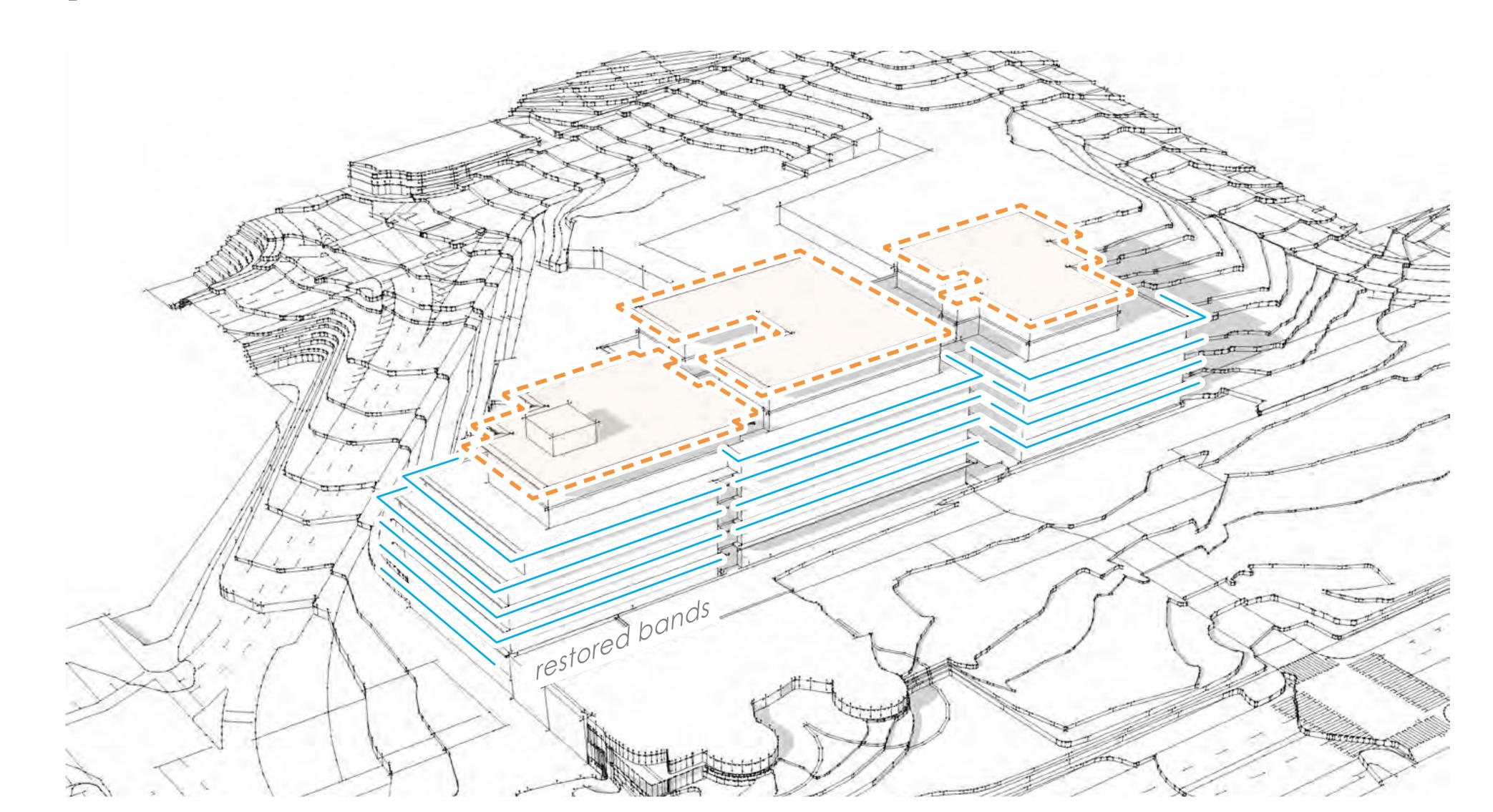


REMOVALS: THE SOUTH WING, NORTH WING AND THEATER ARE REMOVED TO REDUCE THE BUILDING BULK AND MASS. AN INTERNAL BAY IS OPENED UP TO CREATE WALNUT WALK.

Add two floors that are set back from the existing building edge.



Restore the horizontal bands and add warm soffits to upper floor overhangs.

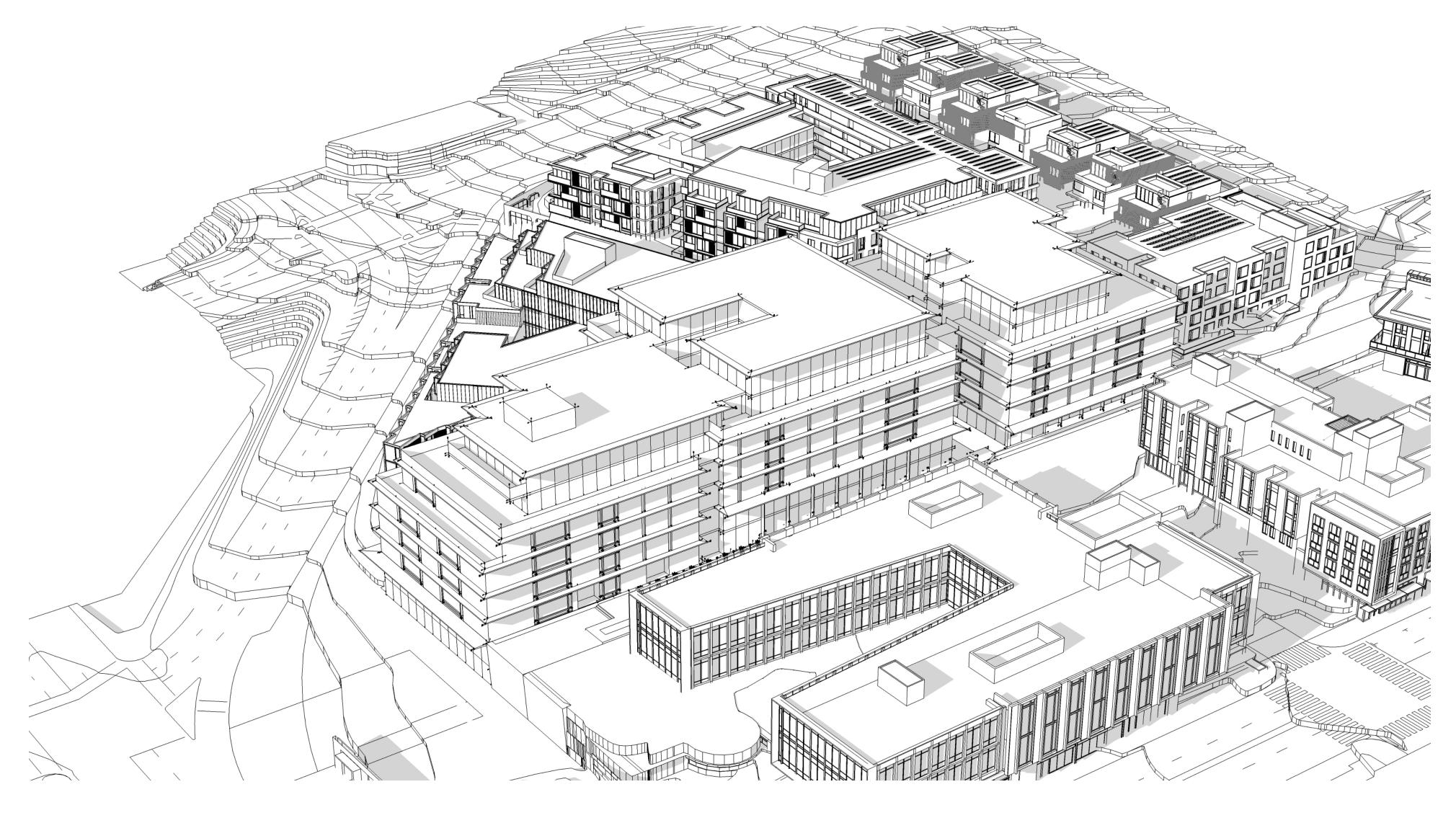


RESTORE AND REBUILD: THE EXISTING HORIZONTAL FLOOR LINES WILL BE RESTORED AND THE UPPER FLOORS WILL BE REBUILT WITH SETBACKS.

Articulate the exterior with high-performance glass, reveals at demising walls and bay windows at the bedrooms.



6 Completed design.



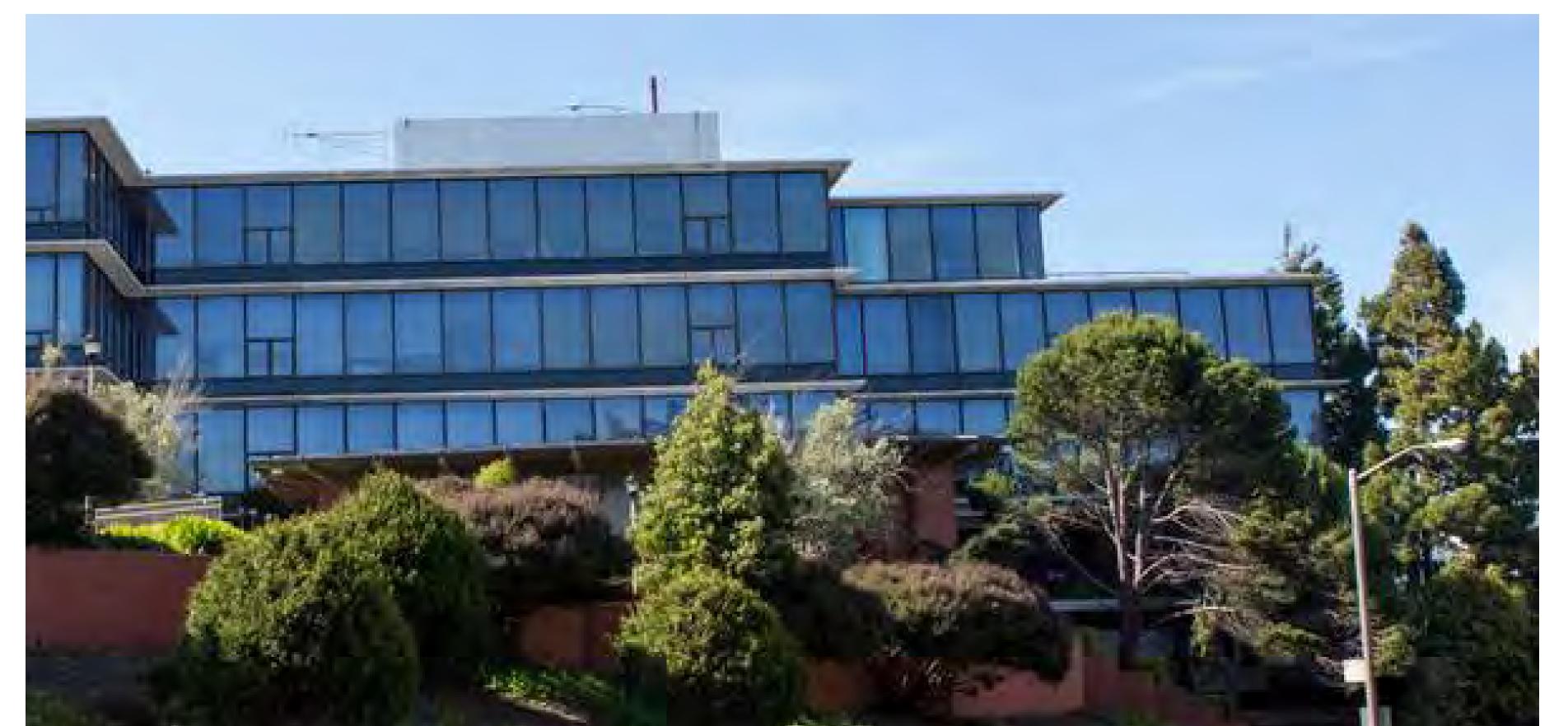
PROPOSED DESIGN: THE RESIDENTIAL QUALITY OF THE DESIGN IS ENHANCED WITH ARTICULATED BAY WINDOWS AT THE BEDROOMS. THIS MODULATES THE HORIZONTALITY OF THE OVERALL MID-CENTURY COMPOSITION AND RELATES TO THE NEW BUILDINGS AND THE EXISTING NEIGHBORHOOD.



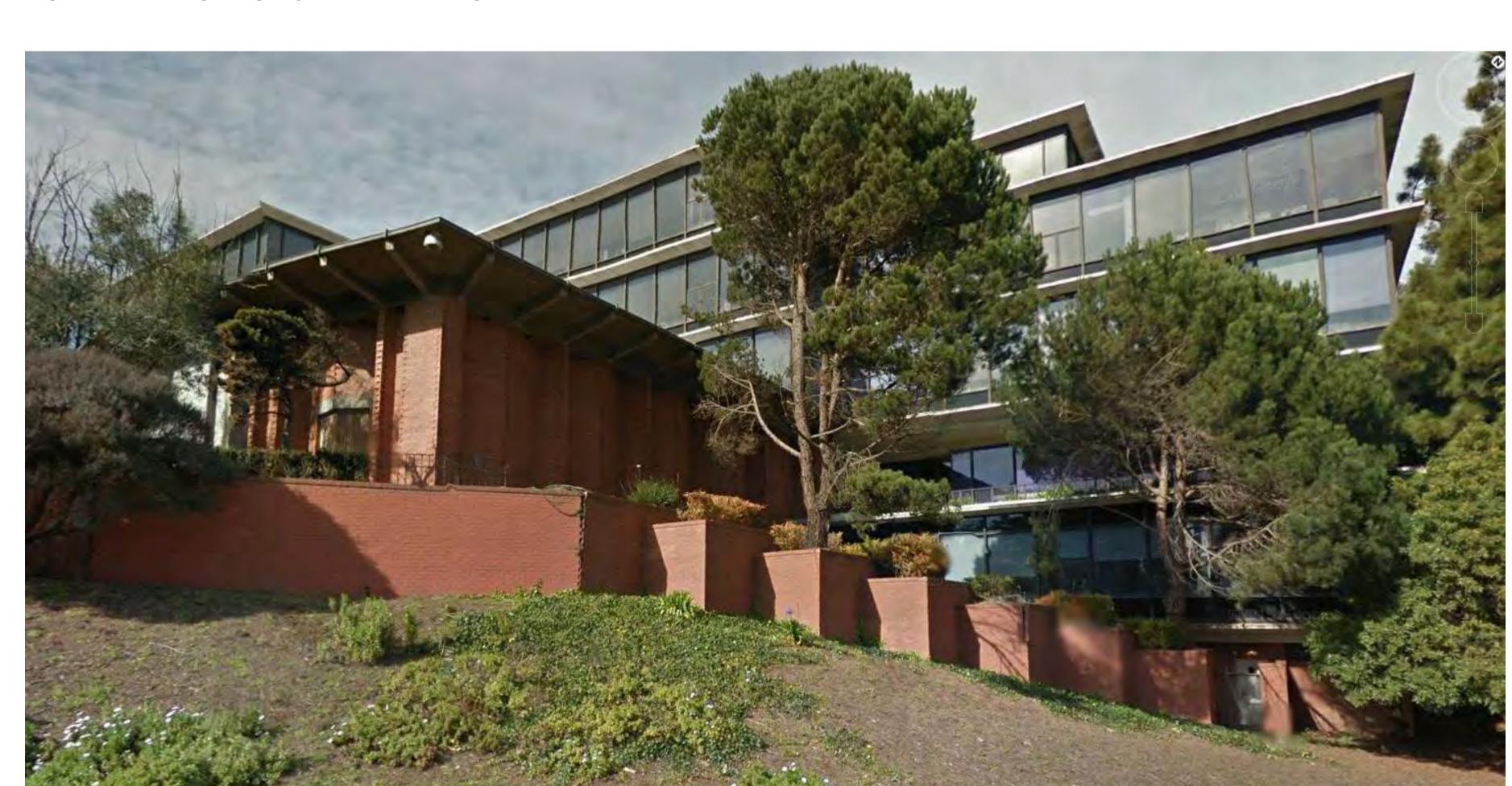


DESIGNINFLUENCES CALSE

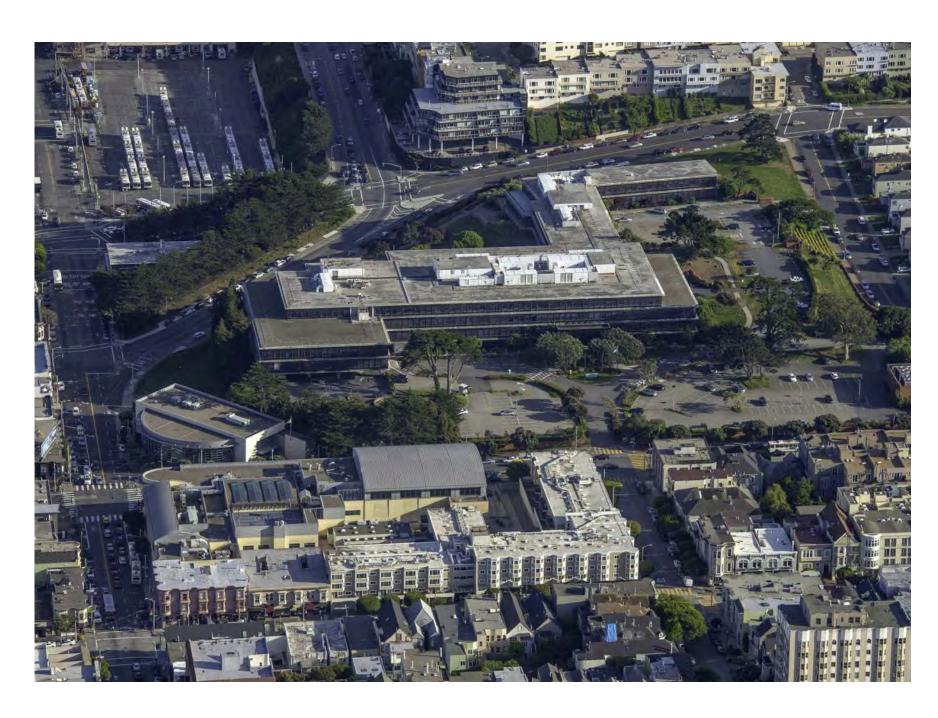




The building can appear dark. The renovation calls for removal of the dark spandrel panels and use of clear, lighter-feeling, high-performance glass.



The adaptive redesign incorporates warm-toned accent materials into the ground floor vertical elements and the top horizontal cornice line.









EXISTING BUILDING: THE EXISTING OFFICE BUILDING IS CHARACTERIZED BY WHITE FLOOR PLANES GIVING IT A DISTINCTIVE 1950'S MODERN ATMOSPHERE. THIS ARCHITECTURAL FORM IS RETAINED AND CELEBRATED IN THE REDESIGN.



The existing horizontal floor lines will be restored in the new design to maintain a design linkage to the past.



The design and scale of the building is enhanced with terraced setbacks to create useable decks and terraces at the top of the building.



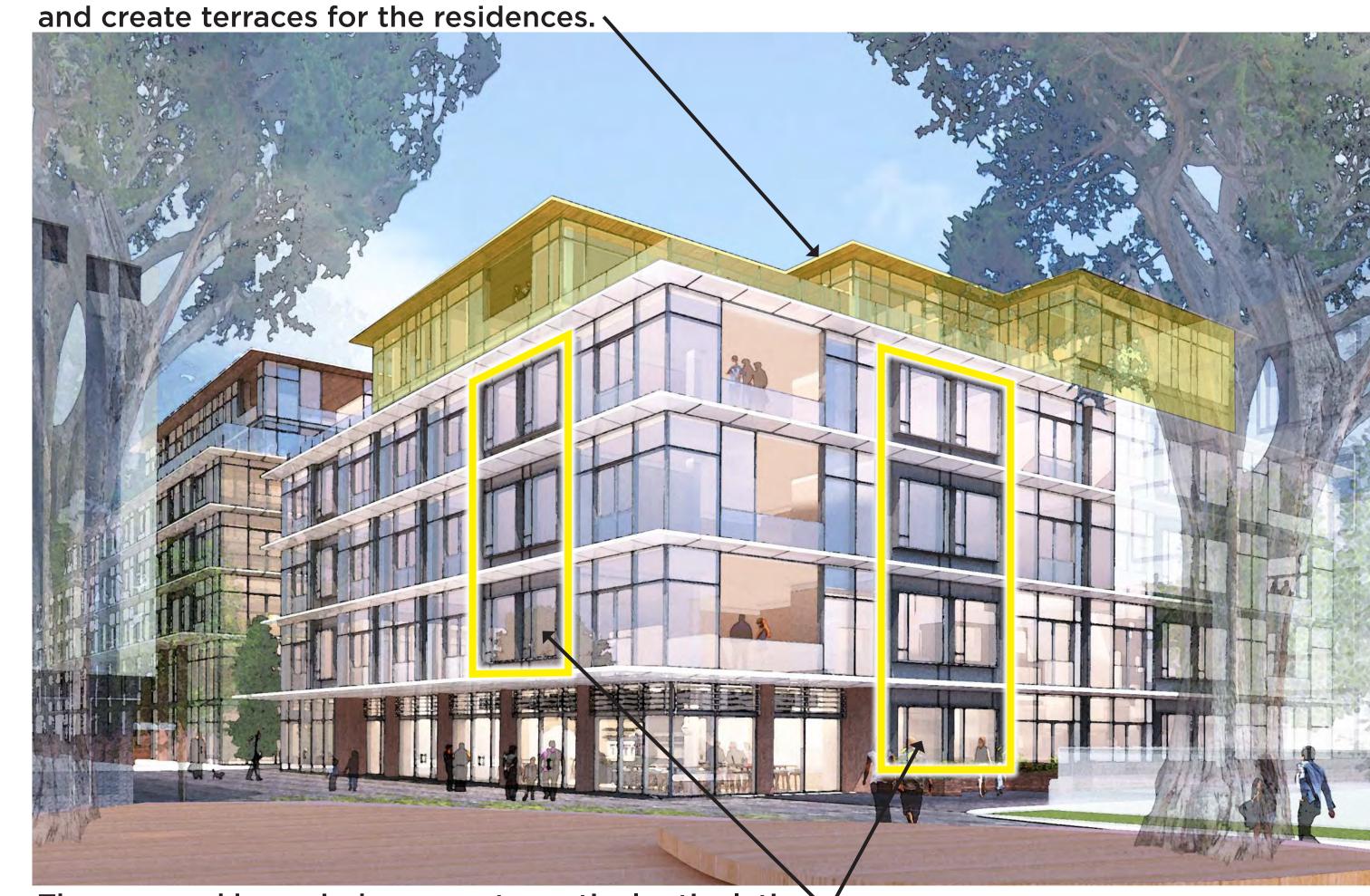


The exterior is articulated by vertical groupings of bay windows that modulate the horizontality of the building. The bays are a modern interpretation of the traditional San Francisco residential bay window.

The building will celebrate the best of mid-century modern design - clean lines, transparency, and the interaction of the indoor spaces with the natural environment.



The upper floors are setback from the building below to reduce the scale



The grouped bay windows create vertical articulation in contrast with the overall horizontal composition.

ADAPTIVE RE-USE FROM OFFICE TO RESIDENTIAL - THE TRANSFORMATION OF THE BUILDING FROM OFFICE TO RESIDENTIAL SEEKS TO FIND A BALANCE BETWEEN THE EXISTING 1950'S MODERN MOTIFS AND FUNCTIONAL NEEDS OF RESIDENTIAL DESIGN.







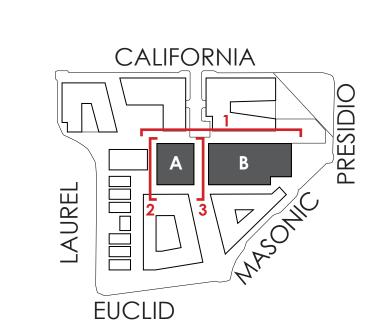






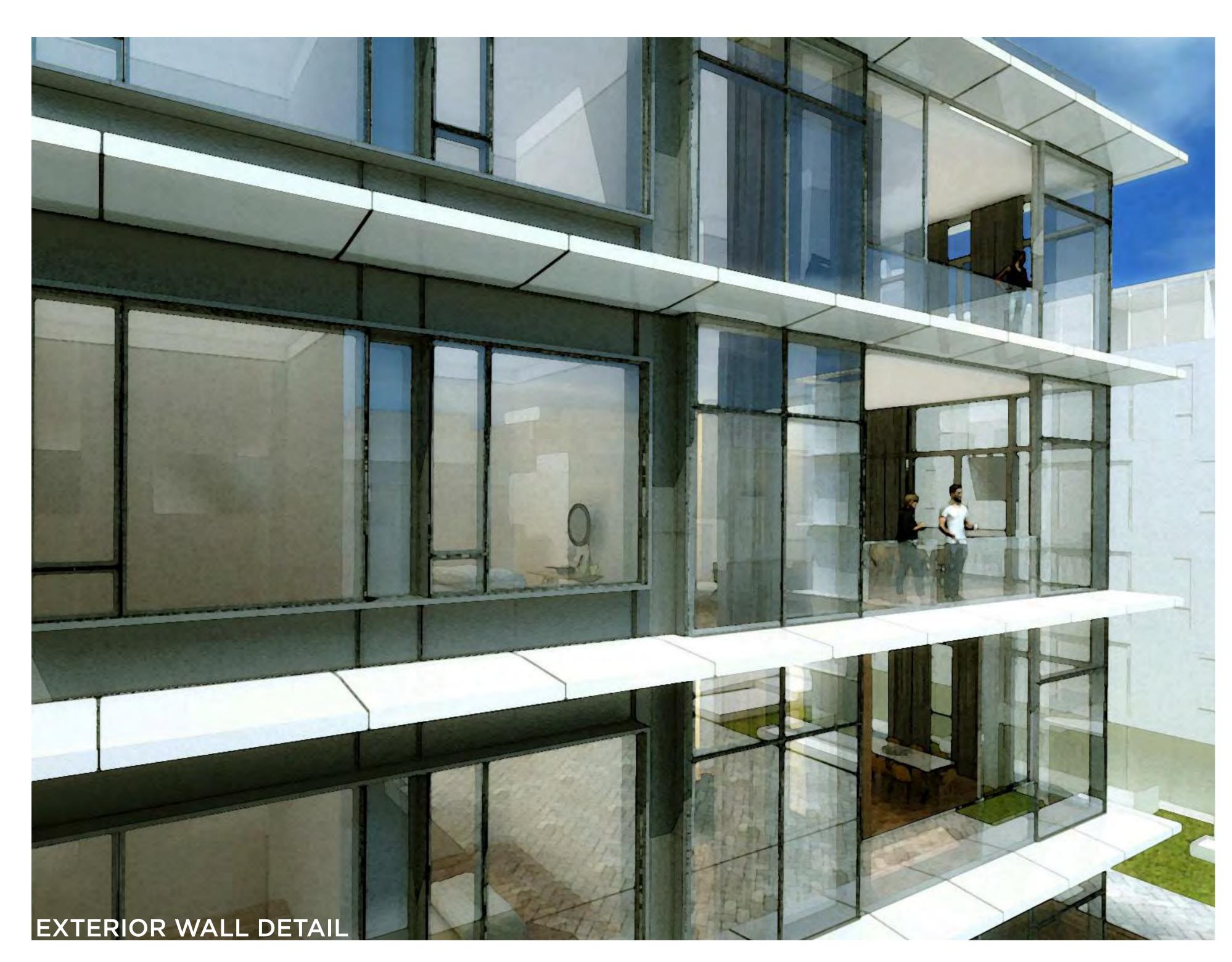
















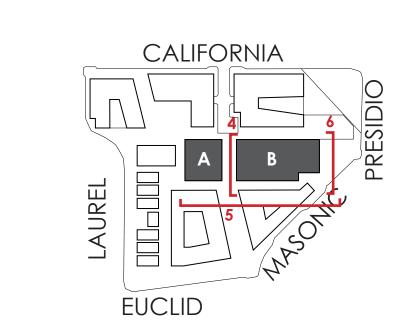








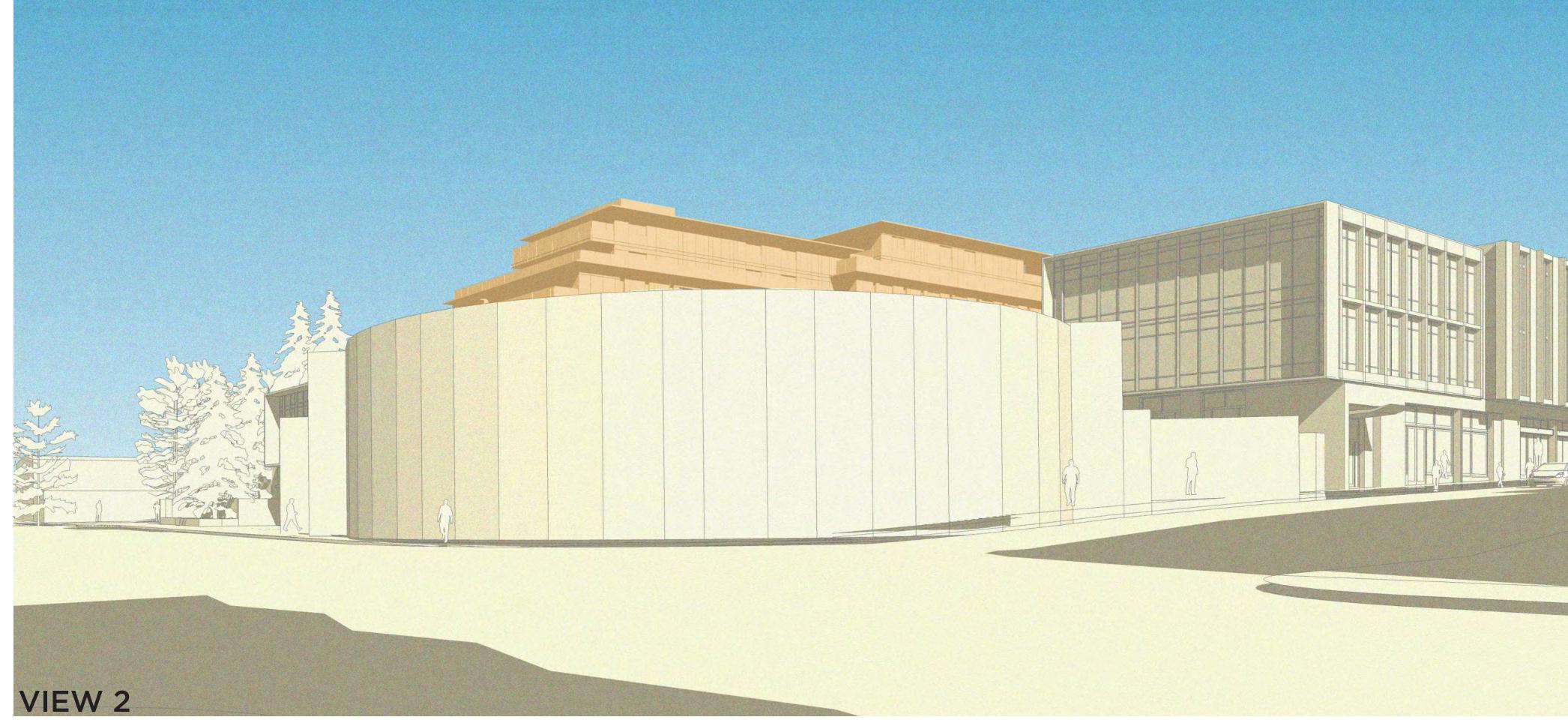
4. CENTER B - WEST ELEVATION

























VIEW 5 - CENTER A & B NOT VISIBLE



