



Bridging the Past, Shaping the Future.

3700 California Street: Modification to Entitlements

Pre-Application Meeting – February 20, 2024

Agenda

- Introductions
- Site and Project Overview
- Project Design Highlights
- Community Process and Public Meeting



Zoom Protocol & Meeting Logistics

This Pre-Application Meeting is formatted as a hybrid meeting, with both in-person and virtual attendees.

IN-PERSON

- Question or comment cards are available at the sign-in table and the Project team will collect them throughout the meeting.
- We will reserve time at the end of the meeting for Q&A and will do our best to address as many questions and comments we can during the allotted time.
- Questions we are not able to get through in the meeting will be responded to via email.

ZOOM

- Attendees on Zoom will remain muted throughout the presentation, but the chat feature will be turned on to contact the Project team.
- If you have a question or comment about the project, please start your message with **“QUESTION”** and include your email address in the question.
- Questions we are not able to get to in the meeting will be responded to via email.
- If you are experiencing technical difficulties, please start your message with **“SUPPORT”**.

The Design Team



Prado Group
DEVELOPMENT GROUP



BDE Architecture
ARCHITECTURE FIRM



Handel Architects
ARCHITECTURE FIRM



The Guzzardo Partnership
LANDSCAPE ARCHITECTURE FIRM

Site Context



3700 California Site Today

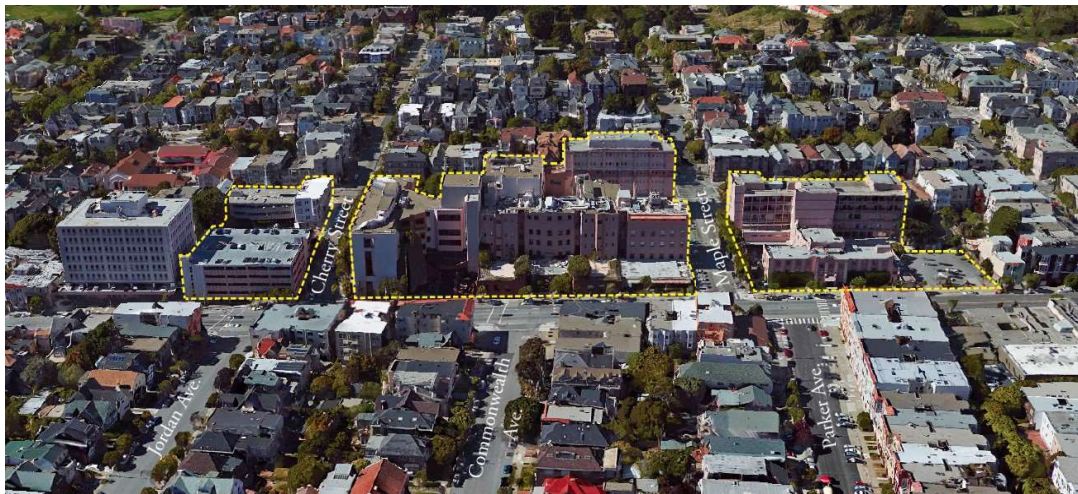


Photo Sources: 2019 Planning Commission Presentation 3700 California

Evolution of the Project Site

FROM VACANT HOSPITAL TO NEW NEIGHBORHOOD HOUSING

1 EXISTING HOSPITAL BUILDINGS



Current Status: Vacant Buildings

- 1920** Hospital founded
- 1950s** Multiple expansions
- 2019** Hospital moved to new location

2 APPROVED HOUSING PLANS



Initial Plans: Approved Yet Never Realized

- 2017** Original redevelopment proposal
- 2020** Plans approved by the City
- 2022** Property sold to new ownership

3 PROPOSED MODIFICATION



Proposed Modifications: In Process

- Q1 2023** Project study phase
- Q1 2024** Community outreach commences
- Q1 2024** Pre-Application Meeting
- Q1 2024** Initial submission of Application
- Q1-Q4 2024** Community outreach/input
- Q4 2024** Target approval date



Project Key Milestones

Meet with Community Organizations

January – February 2024

Pre-App Community Meeting

February 20, 2024

Submit Application

March 2024

Public Community Input & Meetings

February – September 2024

Target Planning Commission Meeting

September 2024



Community Feedback & Considerations

- Design should reflect neighborhood character
- Utilize traditional architecture in keeping with previously approved project
- Mix of scales and building types to create urban design variation
- All open space private and secure
- Maintain existing residential zoning
- Walkable, safe and green streets
- Mix of family-friendly housing units (flats and single-family)
- Provide on-site parking consistent with or exceeding neighborhood parking ratios
- Improve streetscape/greenery
- Retention and restoration of Marshall Hale structure and 401 Cherry apartment building
- Proposed plan revisions don't utilize State Density Bonus or programs that increase height or change zoning



Project Goals

Collaborate with the City and community to transform a vacant, obsolete hospital building into much needed housing for the City of San Francisco.

Key project goals include:

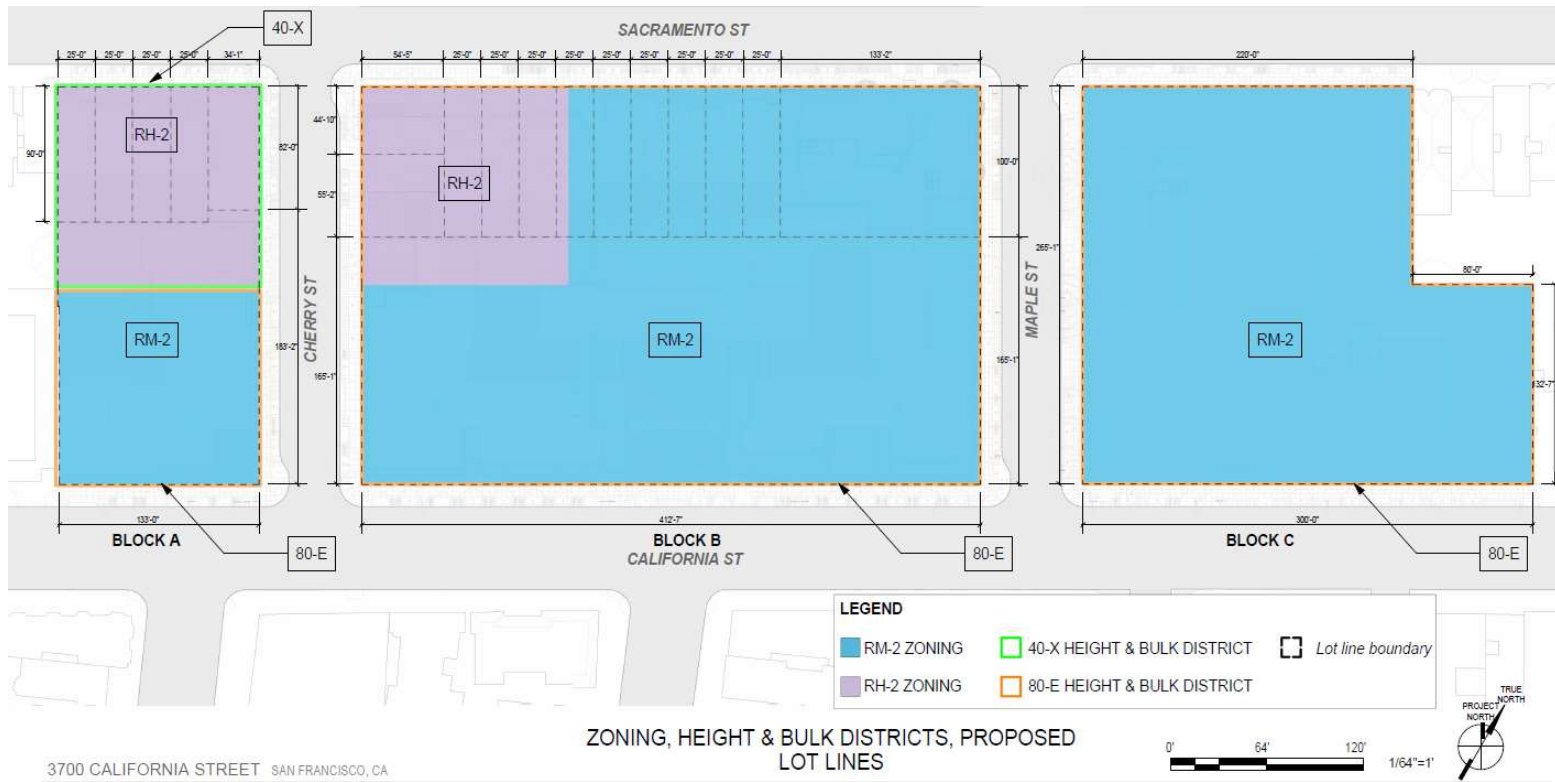
1. Retain **original design intent** and **traditional architecture** of the approved project, as much as possible.
2. **Stay within existing zoning and height** requirements of the site to design buildings that are **appropriate for surrounding site context** and blend into existing neighborhood.
3. Introduce much desired **senior housing** to the neighborhood to welcome active adults.
4. Rationalize **construction efficiencies** and **reduce excavation**.



Key Project Features

Project Features	2020 Approved Project	2024 Proposed Project
Staying within current zoning	X	X
Staying within current height limits	X	X
Family friendly housing	X	X
Retention/restoration of Marshall Hale and 401 Cherry	X	X
Senior housing		X

Zoning, Height, and Bulk Districts

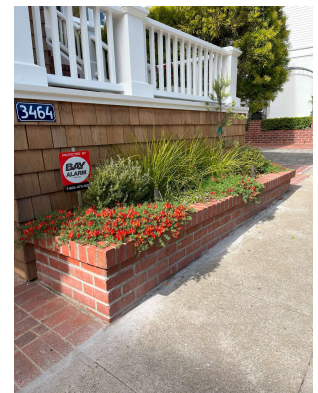
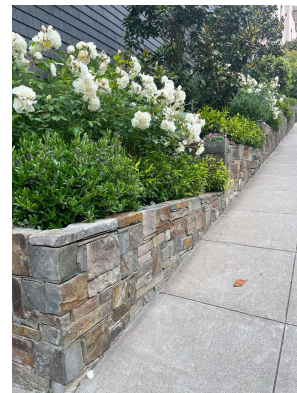
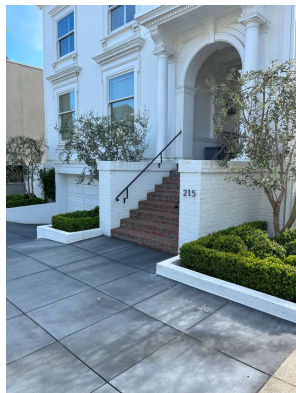
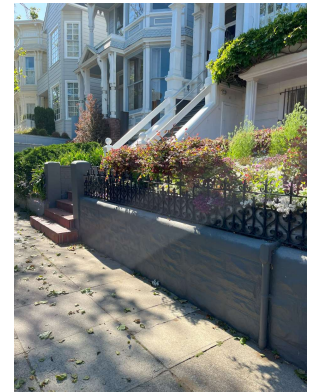
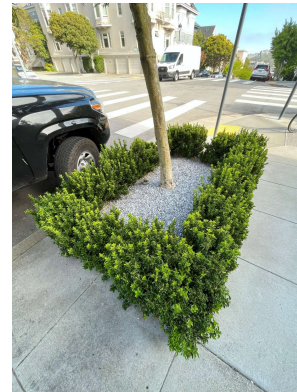
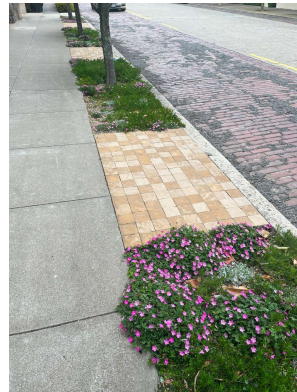


Neighborhood Architectural Precedents



Photo Sources: 2019 Planning Commission Presentation 3700 California

Neighborhood Landscape Precedents



3700 California – Aerial View



3700 CALIFORNIA STREET



AERIAL VIEW - EXISTING



PUBLIC SUBMITTAL
DECEMBER, 2023

A-06.41

Existing

3700 California – Aerial View



3700 CALIFORNIA STREET SAN FRANCISCO, CA



AERIAL VIEW - PROPOSED

PUDICU SUBMITTAL
FEBRUARY, 2024

A-06.42

Proposed

3700 California – Proposed Site Plan



Proposed

Jordan Avenue at California



Proposed 2024



California Street at Cherry



Proposed 2024

Cherry Street at Sacramento



Proposed 2024



Sacramento Street at Cherry



Proposed 2024



Sacramento Street at Maple



Proposed 2024



Commonwealth Ave



Proposed 2024

Parker Street



Proposed 2024

California Street



Proposed 2024

Maple Street at Sacramento



Proposed 2024



Project Overview – Multi-Family Residential

	Previously Approved Project	Proposed Project
Residential Units (Condominium Mapped) (not including 9 existing units in 401 Cherry)	252	320
Townhomes (on separate single-family lots)	12	15
Gross Residential Square Feet (without parking)	625,512 SF	473,992 SF
Net Residential Unit Square Feet	434,156 SF	355,521 SF
Parking Spaces	397 Spaces (multi-family at 1.6:1 ratio) 24 Spaces (townhomes at 2:1 ratio)	349 Spaces (multi-family at 1.1:1 ratio) 30 (townhomes at 2:1 ratio) 6 Car Share Spaces
2-Bedroom+ Units (Family Friendly)	72 % (190 out of 264)	54 % (180 out of 335)

Handel Architects - Senior Housing Project Examples



Coterie Cathedral Hill, San Francisco



Inspir Carnegie Hill, New York

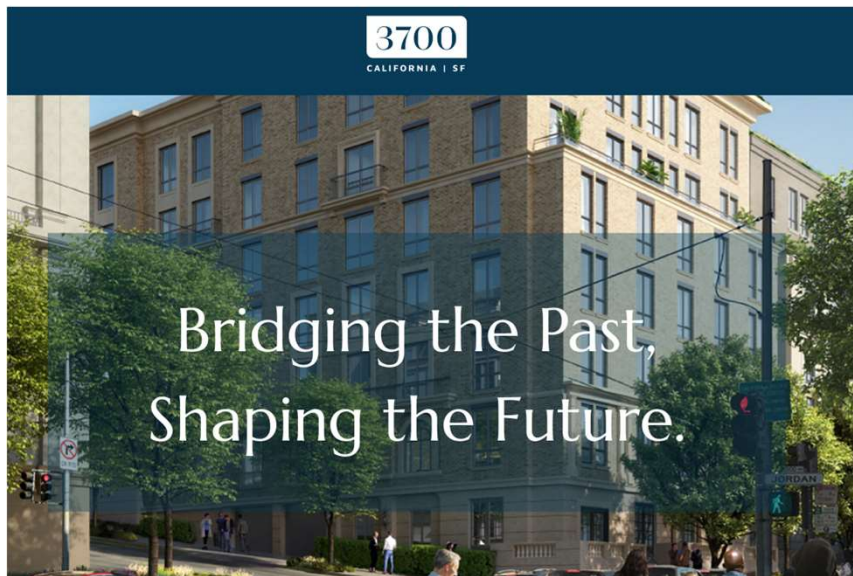




Project Overview – Senior Housing

Proposed Project	
Senior Housing Units (Continuum of care – Independent Living)	157
Institutional Housing Units (Assisted Living and Memory Care)	75
Gross Residential Square Feet (without parking)	210,048 SF
Gross Institutional Square Feet (without parking)	64,459 SF
Net Residential Unit Square Feet	120,025 SF
Net Institutional Unit Square Feet	42,552 SF
Parking Spaces (Independent Living Only) (ratio includes leasing, guest, and optional car share spaces)	109 Spaces (0.7:1 ratio)

Connect with us at 3700calsf.com



Connect

We look forward to hearing from you.

[CONTACT US](#) [SHARE YOUR IDEAS](#)

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Shaping the Future.

Thank You