

**Table 6.3: Ability of Alternatives to Meet Basic Project Objectives**

Project Objectives	Alternative A: No Project Alternative	Alternative B: Full Preservation – Office Alternative	Alternative C: Full Preservation – Residential Alternative	Alternative D: Partial Preservation – Office Alternative	Alternative E: Partial Preservation – Residential Alternative	Alternative F: Code Conforming Alternative
<b>Would the alternative meet this objective?</b>						
1. Redevelop a large underutilized commercial site into a new high quality walkable mixed-use community with a mix of compatible uses including residences, neighborhood-serving ground floor retail, on-site child care, potential office/commercial uses, and substantial open space.	No	Partially	Partially	Partially	Yes	Partially
2. Create a mixed-use project that encourages walkability and convenience by providing residential uses, neighborhood-serving retail, on-site child care, and potential office/commercial uses on site.	No	Partially	Partially	Partially	Yes	Partially
3. Address the City’s housing goals by building new residential dwelling units on the site, including on-site affordable units, in an economically feasible project consistent with the City’s General Plan Housing Element and ABAG’s Regional Housing Needs Allocation for the City and County of San Francisco.	No	Partially	Partially	Partially	Yes	Yes

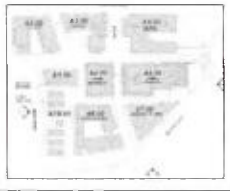

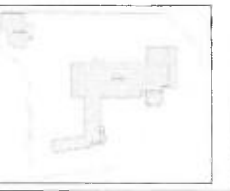
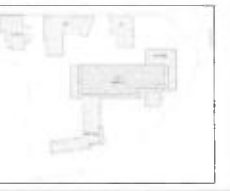
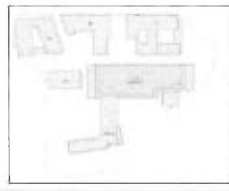
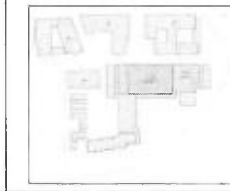

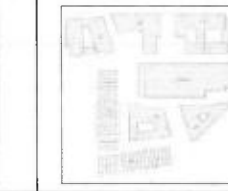
6. Alternatives  
A. Introduction

Project Objectives	Alternative A: No Project Alternative	Alternative B: Full Preservation – Office Alternative	Alternative C: Full Preservation – Residential Alternative	Alternative D: Partial Preservation – Office Alternative	Alternative E: Partial Preservation – Residential Alternative	Alternative F: Code Conforming Alternative
<b>Would the alternative meet this objective?</b>						
4. Open and connect the site to the surrounding community by extending the neighborhood urban pattern and surrounding street grid into the site through a series of pedestrian and bicycle pathways and open spaces, including a north-south connection from California Street to Euclid Avenue that aligns with Walnut Street and an east-west connection from Laurel Street to Presidio Avenue.	No	No	Partially	Partially	Partially	Partially
5. Create complementary designs and uses that are compatible with the surrounding neighborhoods by continuing active ground floor retail uses along California Street east from the Laurel Village Shopping Center, adding to the mix of uses and businesses in the area, and providing activated, neighborhood-friendly spaces along the Presidio, Masonic and Euclid avenue edges compatible with the existing multi-family development to the south and east.	No	No	Partially	Partially	Partially	Partially
6. Provide a high quality and varied architectural and landscape design that is compatible with its diverse surrounding context, and utilizes the site’s topography and other unique characteristics.	No	Yes	Yes	Yes	Yes	Partially

Project Objectives	Alternative A: No Project Alternative	Alternative B: Full Preservation – Office Alternative	Alternative C: Full Preservation – Residential Alternative	Alternative D: Partial Preservation – Office Alternative	Alternative E: Partial Preservation – Residential Alternative	Alternative F: Code Conforming Alternative
<b>Would the alternative meet this objective?</b>						
7. Provide substantial open space for project residents and surrounding community members by creating a green, welcoming, walkable environment that will encourage the use of the outdoors and community interaction.	No	Partially	Partially	Partially	Partially	Partially
8. Incorporate open space in an amount equal to or greater than that required under the current zoning, in multiple, varied types designed to maximize pedestrian accessibility and ease of use.	No	Partially	Partially	Partially	Partially	Partially
9. Include sufficient off-street parking for residential and commercial uses in below-grade parking garages to meet the project's needs.	No	Yes	Yes	Yes	Yes	Yes
10. Work to retain and integrate the existing office building into the development to promote sustainability and eco-friendly infill re-development.	No	Yes	Yes	Yes	Yes	Yes

Source: Laurel Heights Partners, LLC

Table 6.1: Comparison of Characteristics of the Proposed Project, Project Variant, and EIR Alternatives

	Proposed Project	Project Variant	Alternative A: No Project Alternative	Alternative B: Full Preservation – Office Alternative	Alternative C: Full Preservation – Residential Alternative	Alternative D: Partial Preservation – Office Alternative	Alternative E: Partial Preservation – Residential Alternative	Alternative F: Code Conforming Alternative
								
<b>Characteristics of the Proposed Project, Project Variant, and Alternatives</b>								
<b>Building Height (feet)</b>	37 – 92	37 – 92	55.5	18 – 67	40 – 67	37 – 80	37 – 80	40 – 55.5
<b>Number of Stories</b>	3 – 7 stories	3 – 7 stories	1 – 4 stories	1 – 6 stories	4 – 6 stories	4 – 6 stories	4 – 6 stories	4 stories
<b>Number of New or Renovated Buildings</b>	15	15	-	4	5	11	13	27
<b>Site Disturbance</b>	Full Site	Full Site	None	Northern Portion of Site	Northern and Western Portions of Site	Northern and Western Portions of Site	Northern, Western and Southern Portions of Site	Full Site
<b>Excavation</b>	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Demolition debris and excavated soils (cubic yards [cy])	288,300 cy	288,300 cy	-	Less	Less	Less	Less	Similar
<b>Construction Duration</b>	7 – 15 years 4 phases	7 – 15 years 4 phases	-	2 years one phase	5.5 years two phases	5.5 years three phases	6.5 years four phases	7 – 15 years 4 phases
<b>Use (gross square feet)</b>	<b>1,372,270</b>	<b>1,476,987</b>	<b>469,000</b>	<b>831,856</b>	<b>1,141,734</b>	<b>1,348,702</b>	<b>1,267,740</b>	<b>1,180,004</b>
Residential	824,691	978,611	-	187,668	705,179	475,247	811,867	849,521
Office <sup>NOTE A</sup>	49,999	-	338,000 (office bldg.) 14,000 (annex bldg.)	392,459 (office bldg.) 14,000 (annex bldg.)	-	402,404 (office bldg.)	-	-
Retail	54,117	48,593	-	-	44,306	44,306	44,306	14,995
Daycare	14,690	14,650	11,500	-	14,650	14,650	14,650	-
Storage Space	-	-	12,500	-	-	-	-	-
Parking	428,773	435,133	93,000	237,729	377,599	412,095	396,917	315,488
<b>Dwelling Units</b>	<b>558</b>	<b>744</b>	<b>-</b>	<b>167</b>	<b>534</b>	<b>456</b>	<b>588</b>	<b>629</b>
Studio+1 bedroom	235	420	-	108	343	321	359	349
2 bedroom	195	196	-	48	117	97	140	167
3 bedroom	101	101	-	11	59	30	64	102
4 bedroom	27	27	-	-	15	8	25	11
<b>Vehicle Parking Spaces</b>	<b>896</b>	<b>970</b>	<b>543</b>	<b>765</b>	<b>746</b>	<b>1,132</b>	<b>800</b>	<b>740</b>
Residential	558	744	-	167	534	456	588	629
Retail	138	128	-	-	115	69	115	45
Commercial	60	60	-	-	60	-	60	60
Office	100	-	-	585	-	570	-	-
Daycare	29	29	-	-	29	21	29	-
Car Share	11	9	-	13	8	16	8	6

Notes:  
NOTE A Existing office uses are inclusive of the accessory uses at the existing office building – the 11,500-gross-square-foot childcare use and 12,500 gross square feet of storage space.

(continued)



# HISTORIC PRESERVATION COMMISSION

## 3333 California Draft EIR

HISTORIC PRESERVATION COMMISSION HEARING | December 5, 2018

# ARCHITECT AND ENGINEER

FIREMAN'S FUND INSURANCE COMPANY

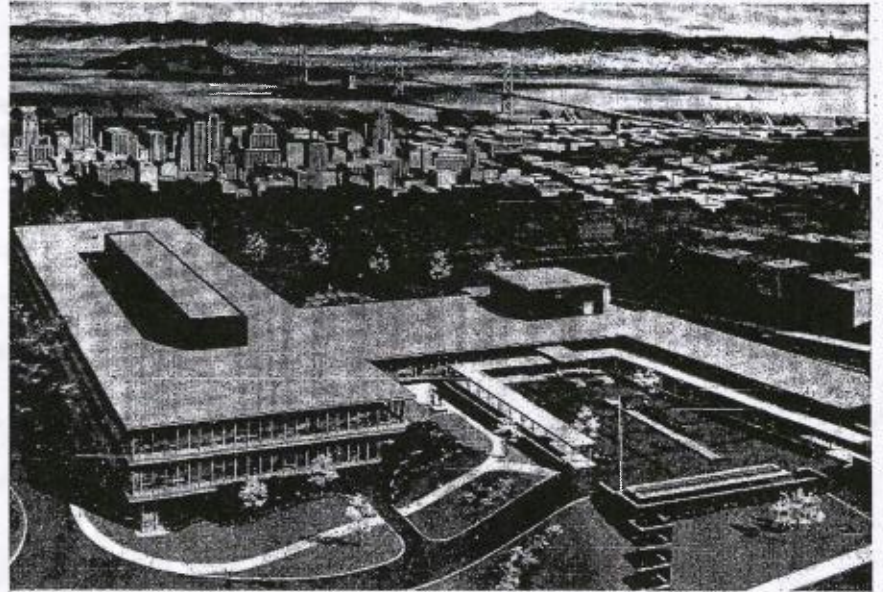


SAN FRANCISCO, CALIFORNIA

SEPTEMBER

1957

## OUR FUTURE IS HERE



Today, for the third time since 1863, Fireman's Fund Insurance Company is dedicating a new home office building in the city of its birth.

Situated on an historic site at California Street and Presidio Avenue, the new building — a proud addition to San Francisco's growing skyline — is the nerve center of THE FUND's nationwide network of offices which serve over 2,000,000 policyholders and 23,500 independent agent and broker representatives throughout the United States, Canada and overseas.

To Fireman's Fund policyholders, old and new, we pay special tribute on this day. The loyalty, confidence and whole-hearted support of these home owners, automobile owners, shippers, manufacturers, professional men and business men have contributed greatly to the growth and progress of our company.

Our past is here, too



In 1863, a group of California pioneers organized Fireman's Fund Insurance Company. With an initial capital of \$200,000, the company wrote its first fire policy for a premium of \$12 covering a thousand kegs of Boston syrup.

Reversing the usual trend of expansion from East to West, the company branched eastward from its home office in San Francisco and by 1871 was firmly established in the national insurance field. The company successfully weathered several major disasters including the earthquake and fire which destroyed San Francisco in 1906. It became the first insurance company in history to survive the destruction of its home office city.

Today, Fireman's Fund Insurance Company insures property on every continent in the world; ships and their cargoes on the seven seas are protected by its policies.



**FIREMAN'S FUND**

*Insurance Company*



east elevation as seen from Presidio Avenue



south elevation as seen from Euclid Avenue

## Site and Landscape Features

- 1 Corporate campus setting featuring an office building located on a large, open landscaped site across 10.25 acres



- 5 Mature trees around the corporate modern campus



- 2 Landscape utilizing curvilinear shapes in pathways, driveways, and planting areas; and other integrated landscape features



- 6 Open area along Euclid Avenue and Laurel Street



- 3 Main entrance leading from Walnut and California streets



- 7 Concrete pergola atop terraced planting feature facing Laurel Street



- 4 Brick perimeter walls, integrated planter boxes, and retaining walls of reinforced concrete and clad in stretcher bond pattern



## Office Building Features

- 1 Stepped multi-story massing built into the natural topography of the site



- 2 Office building encompassing three distinct building phases that have all taken on significance



- 3 Midcentury Modern architectural style with little ornamentation

Flat, cantilevered roof with projecting eaves

Continuous full-height, slightly recessed curtain wall glazing on most sides and along all levels of the building



- 4 Glass curtain wall composed of bronze powder-coated aluminum framing system in a regularly spaced pattern of mullions and muntins, typically with a small spandrel panel of obscure glass below a larger pane



Source: LSA, December 2017; Laurel Heights Partners, LLC

## 3333 CALIFORNIA STREET MIXED USE PROJECT

FIGURE 4.B.1: CHARACTER DEFINING FEATURES OF 3333 CALIFORNIA STREET



**Corporate campus setting featuring an office building located on a large, open landscaped site across 10.25 acres**

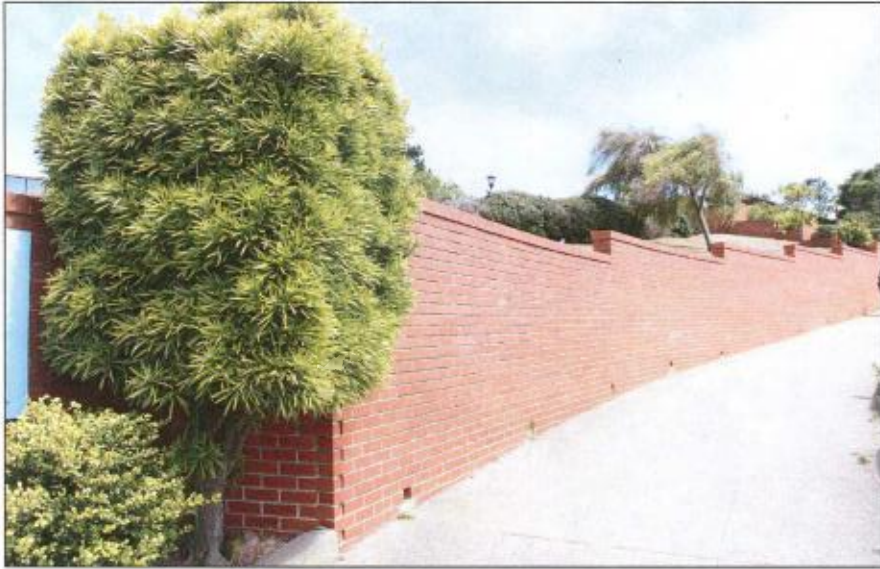


**Landscape utilizing curvilinear shapes in pathways, driveways, and planning areas; and other integrated landscape features (planter boxes, seating)**



**Main entrance leading from Walnut and California streets**





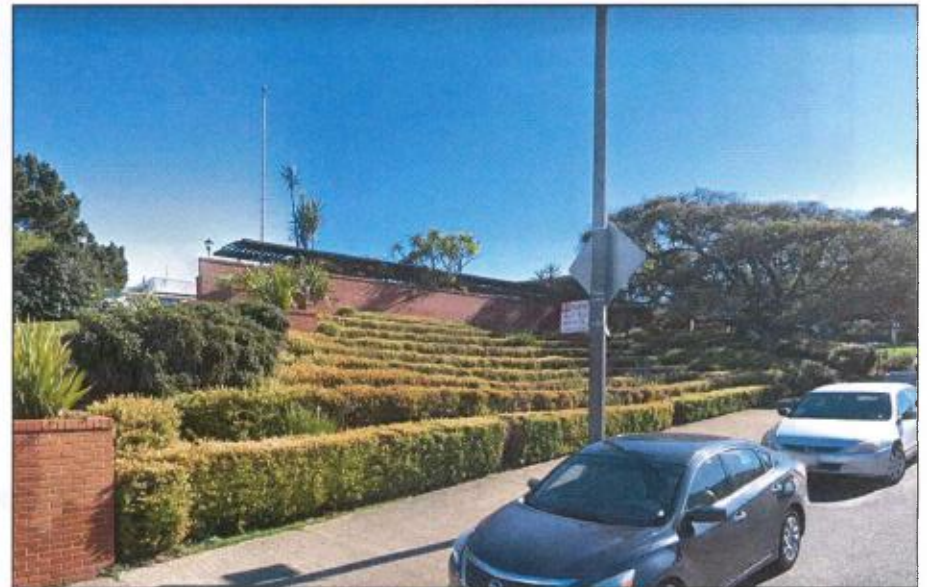
**Brick perimeter walls, integrated planter boxes, and retaining walls of reinforced concrete and clad in stretcher bond pattern**



**Mature trees around the corporate modern campus**



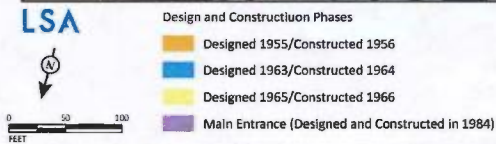
**Open area along Euclid Avenue and Laurel Street**



**Concrete pergola atop terraced planting feature facing Laurel Street**



FIGURE 3c



I:\HL1701\GIS\Map\Cultural\Figure 3c\_Design and Construction Phases.mxd (8/31/2017)

*Historic Resource Evaluation - 3333 California Street  
City and County of San Francisco, California  
Design and Construction Phases*

**Stepped multi-story massing building into the natural topography of the site**

**Office building encompassing three distinct building phases that have all taken on significance**



**Midcentury Modern architectural style with little ornamentation**



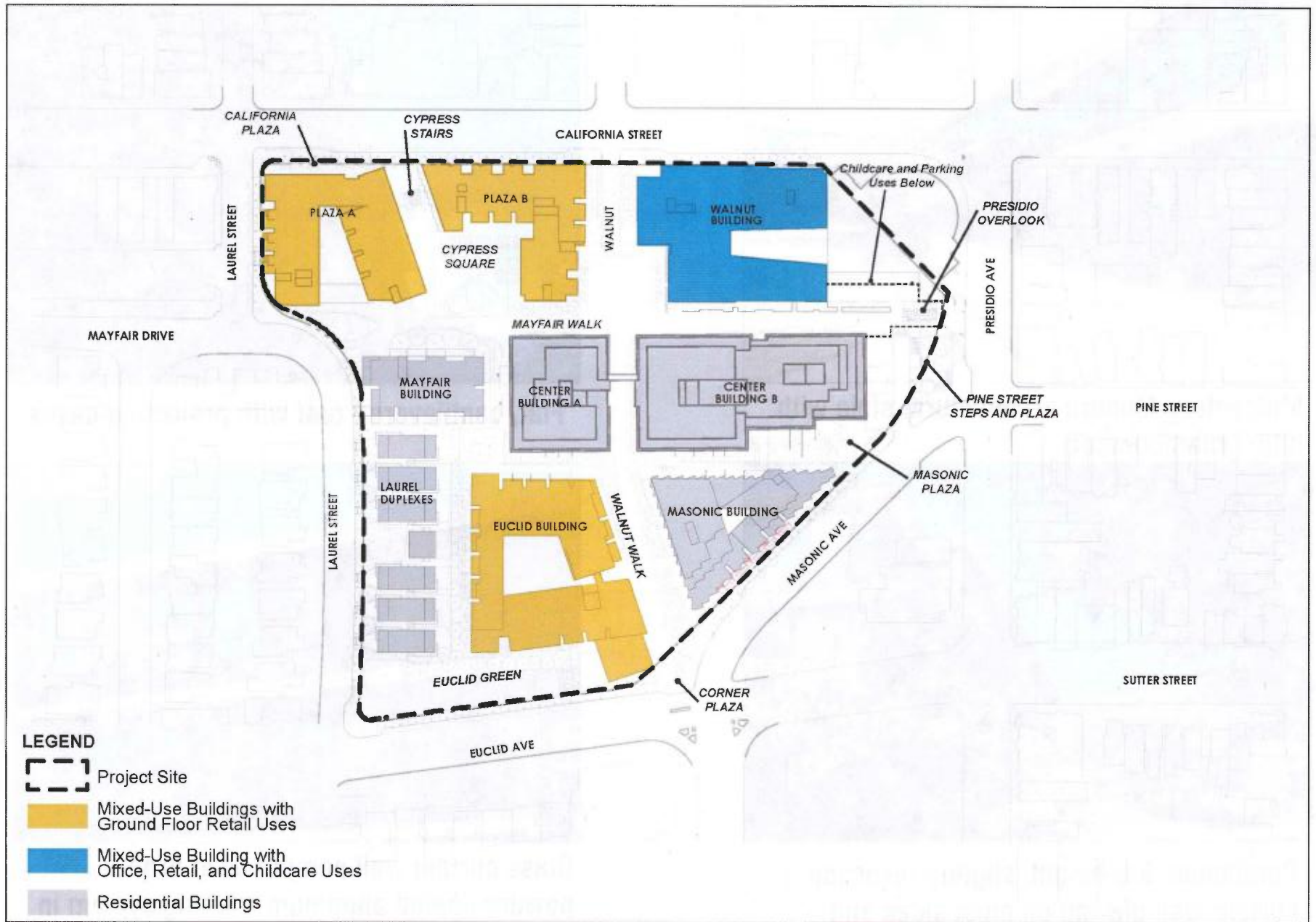
**Flat, cantilevered roof with projecting eaves**



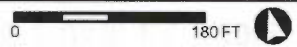
**Continuous full-height, slightly recessed curtain wall glazing on most sides and along all levels of the building**



**Glass curtain wall composed of bronze powder coated aluminum framing system in a regularly spaced pattern of mullions and muntins, typically with a small spandrel panel of obscure glass below a larger pane.**



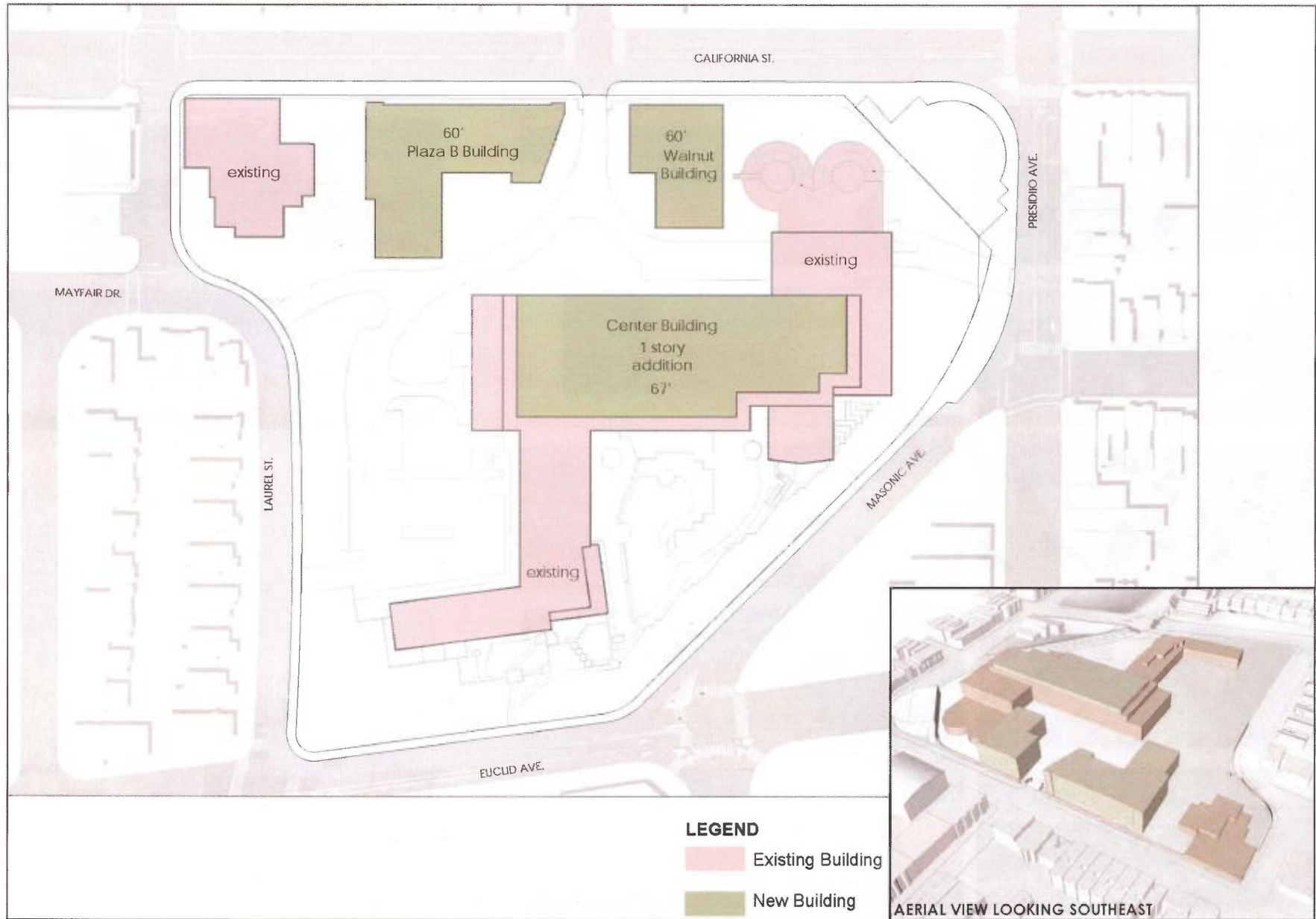
Source: Laurel Heights Partners, LLC and SWCA (2017)



**3333 CALIFORNIA STREET MIXED-USE PROJECT**

2015-014028ENV

FIGURE 2.3: PROPOSED SITE PLAN



Source: Laurel Heights Partners, LLC (2018)

### 3333 CALIFORNIA STREET MIXED-USE PROJECT

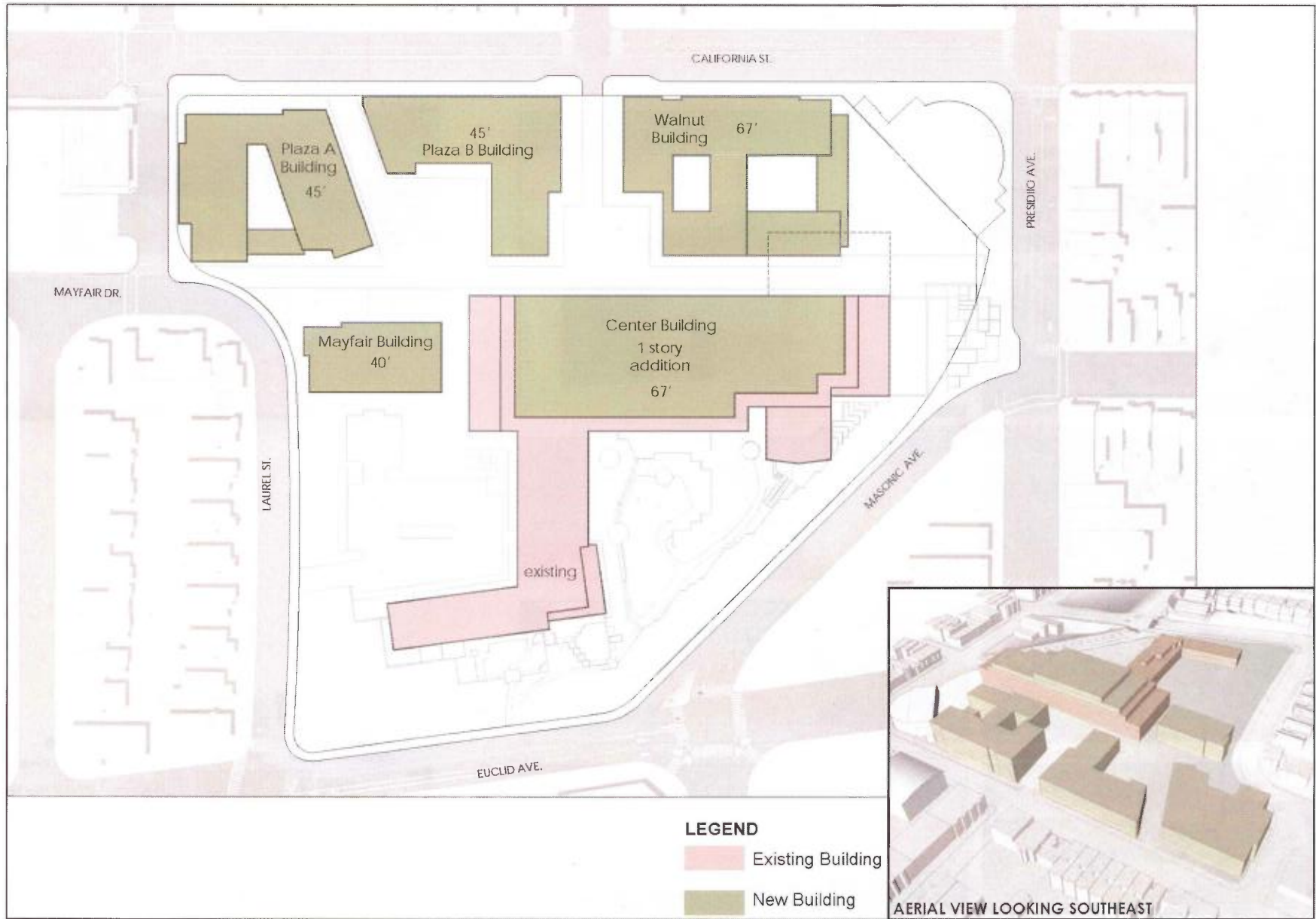
2015-014028ENV

FIGURE 6.2: ALTERNATIVE B: FULL PRESERVATION - OFFICE ALTERNATIVE SITE PLAN



**3333 CALIFORNIA STREET MIXED USE PROJECT**

FIGURE 6.3: ALTERNATIVE B: FULL PRESERVATION - OFFICE ALTERNATIVE BUILDING MASSING



Source: Laurel Heights Partners, LLC (2018)

### 3333 CALIFORNIA STREET MIXED-USE PROJECT

2015-014028ENV

FIGURE 6.5: ALTERNATIVE C: FULL PRESERVATION - RESIDENTIAL ALTERNATIVE SITE PLAN

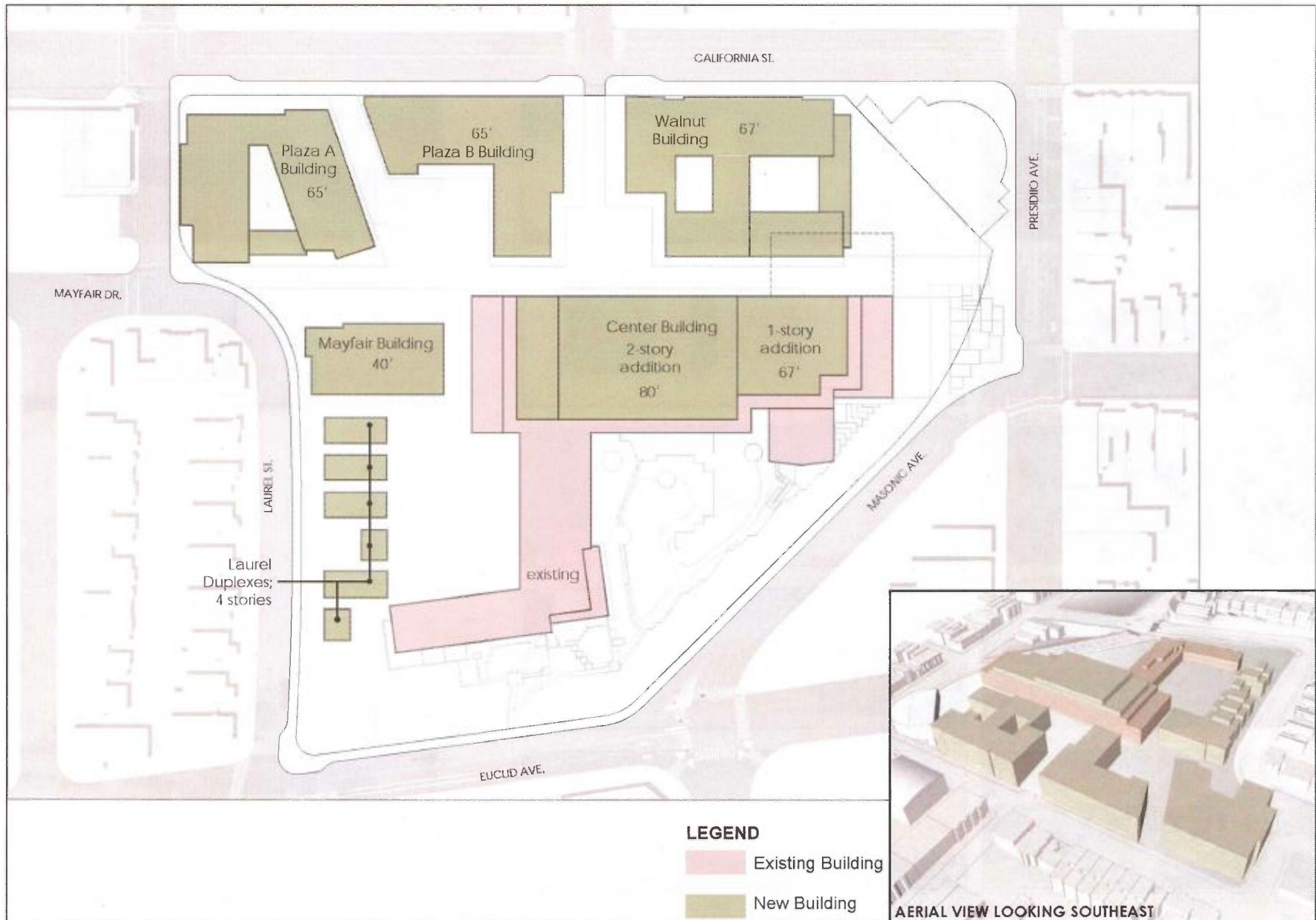


Source: Laurel Heights Partners, LLC (2018)

**3333 CALIFORNIA STREET MIXED USE PROJECT**

FIGURE 6.6: ALTERNATIVE C: FULL PRESERVATION - RESIDENTIAL ALTERNATIVE BUILDING MASSING





Source: Laurel Heights Partners, LLC (2018)

### 3333 CALIFORNIA STREET MIXED-USE PROJECT

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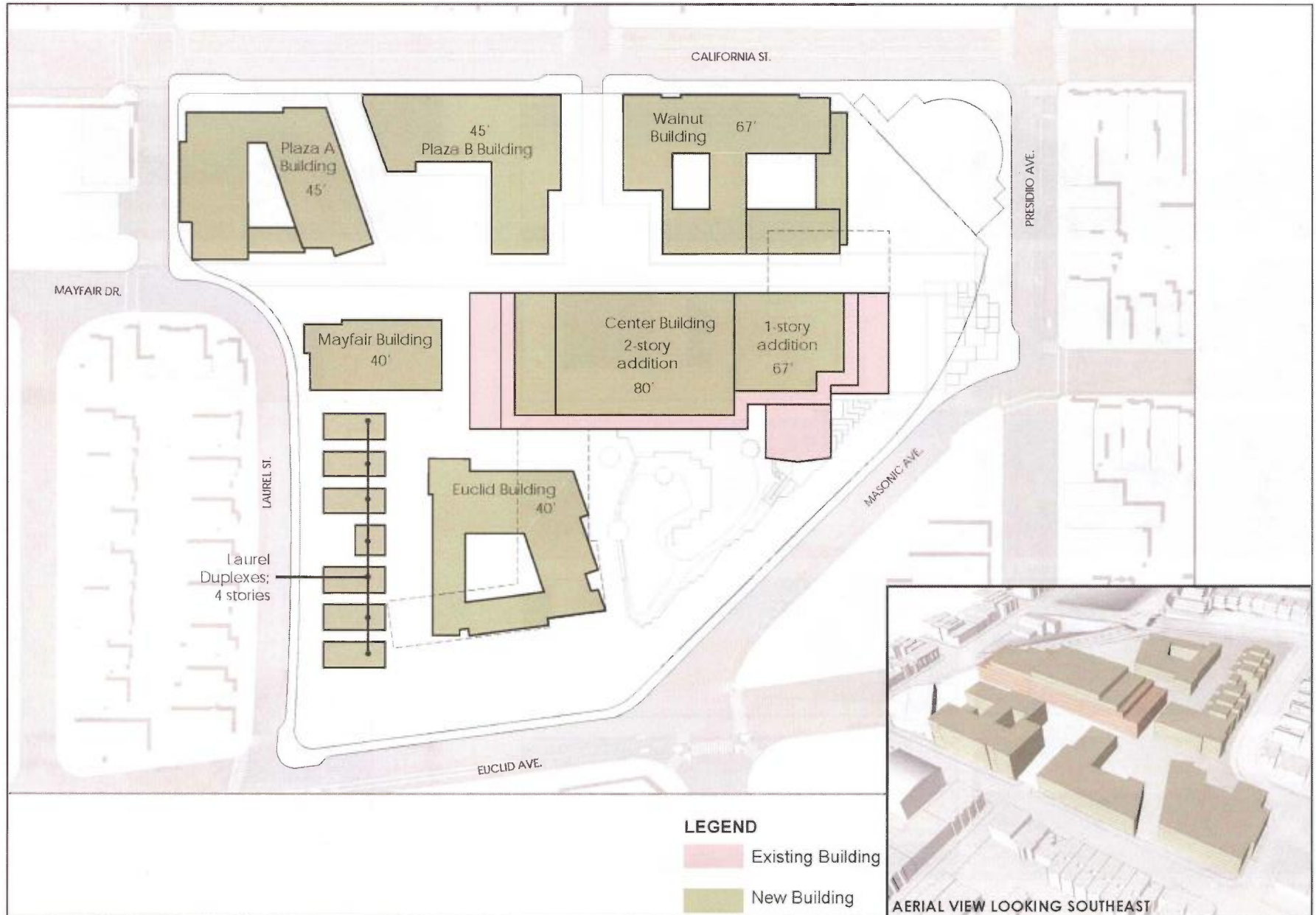
**FIGURE 6.8: ALTERNATIVE D: PARTIAL PRESERVATION - OFFICE ALTERNATIVE SITE PLAN**



Source: Laurel Heights Partners, LLC (2018)

**3333 CALIFORNIA STREET MIXED USE PROJECT**

FIGURE 6.9: ALTERNATIVE D: PARTIAL PRESERVATION - OFFICE ALTERNATIVE BUILDING MASSING

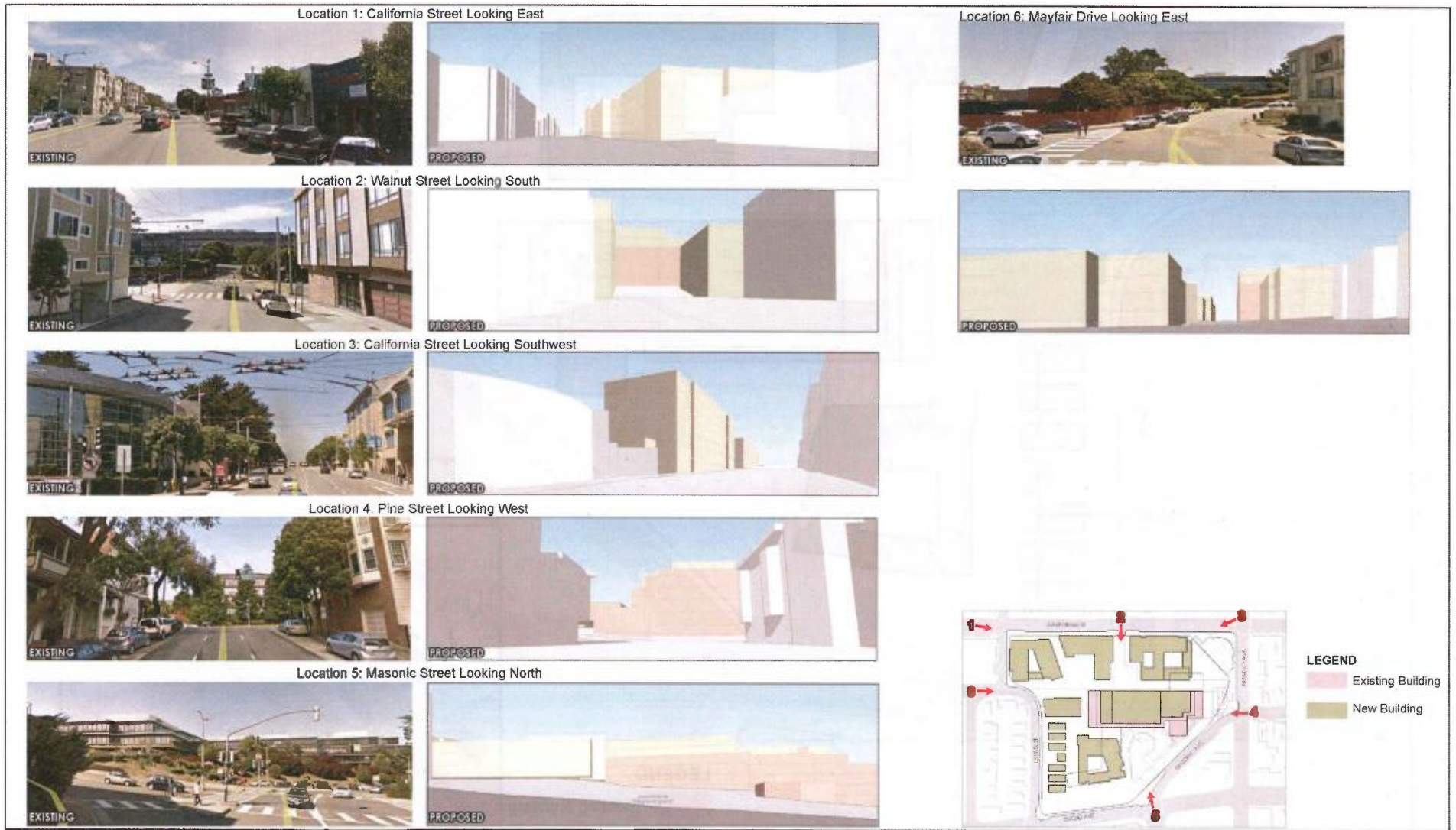


Source: Laurel Heights Partners, LLC (2018)

### 3333 CALIFORNIA STREET MIXED-USE PROJECT

2015-014028ENV

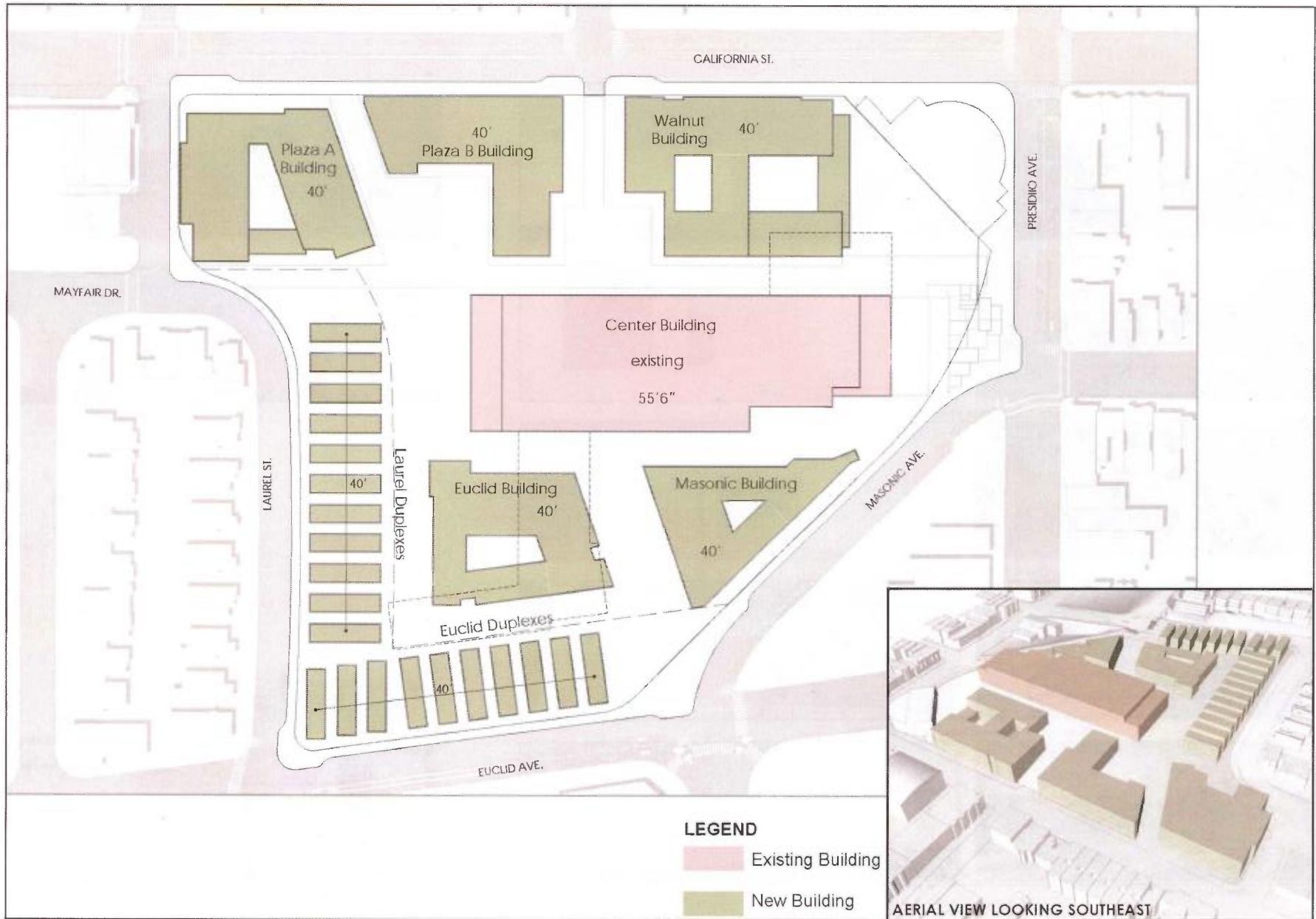
FIGURE 6.11: ALTERNATIVE E: PARTIAL PRESERVATION - RESIDENTIAL ALTERNATIVE SITE PLAN



Source: Laurel Heights Partners, LLC (2018)

**3333 CALIFORNIA STREET MIXED USE PROJECT**

FIGURE 6.12: ALTERNATIVE E: PARTIAL PRESERVATION - RESIDENTIAL ALTERNATIVE BUILDING MASSING

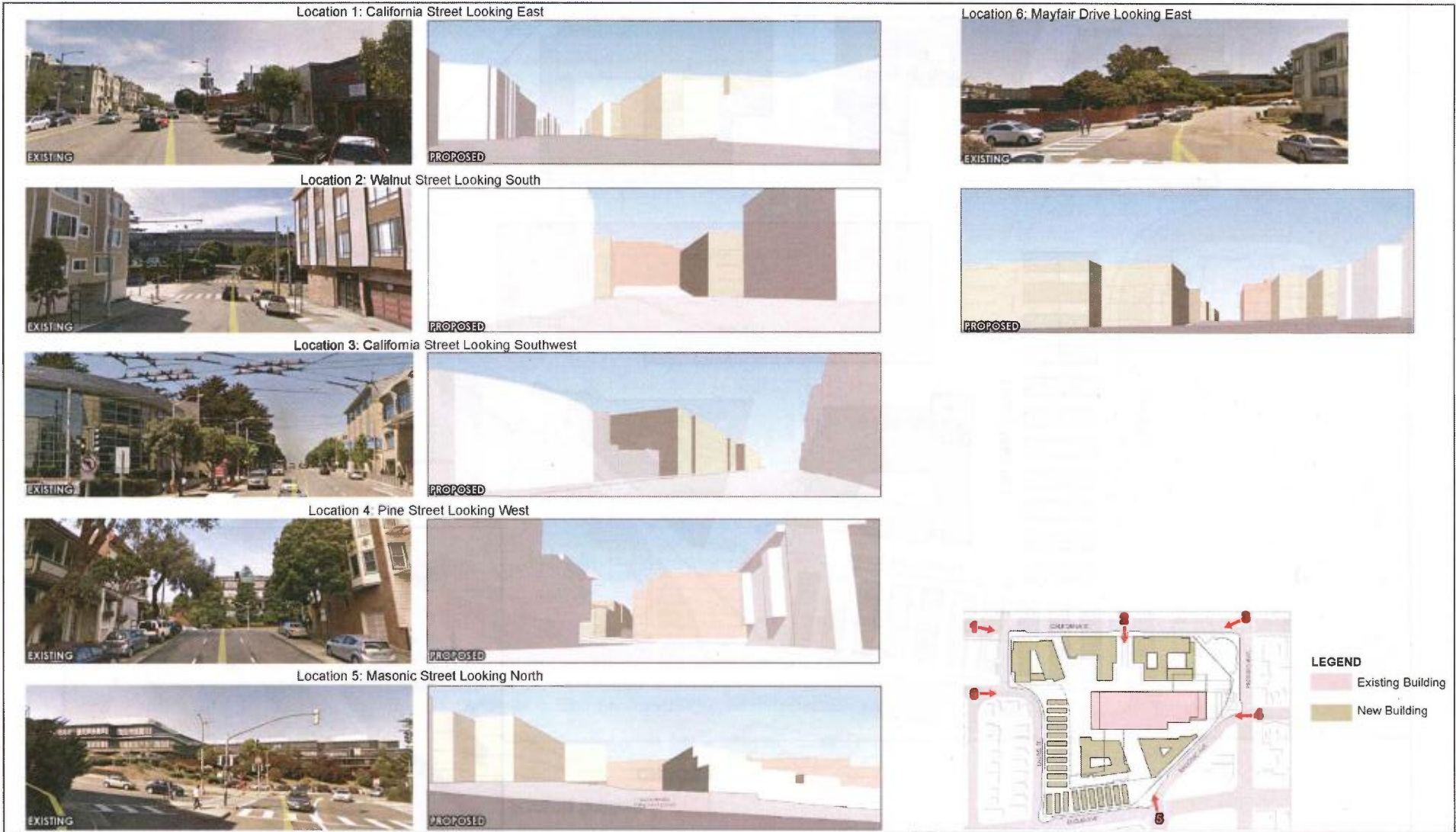


Source: Laurel Heights Partners, LLC (2018)

### 3333 CALIFORNIA STREET MIXED-USE PROJECT

2015-014028ENV

FIGURE 6.14: ALTERNATIVE F: CODE CONFORMING ALTERNATIVE - SITE PLAN



Source: Laurel Heights Partners, LLC (2018)

**3333 CALIFORNIA STREET MIXED USE PROJECT**

FIGURE 6.15: ALTERNATIVE F: CODE CONFORMING ALTERNATIVE - BUILDING MASSING

# Russian Hill Community Association

1166 Green St. San Francisco, CA 94109 510-928-8243 rhcasf.com

December 3, 2018

AIA San Francisco  
130 Sutter Street, Suite 600  
San Francisco, CA 94104

Re: "Residence 950" – Site of Historic Willis Polk Residence

Dear Members of AIA San Francisco:

The integrity and professionalism of the American Institute of Architects San Francisco Chapter is compromised by its promotion of a by-invitation-only tour and presentation of "Residence 950" on December 17, 2018.

We call to your attention that the Willis Polk Residence at 950 Lombard, a designated historic resource, was purchased by the developer September 12, 2012 for \$4,500,000. On June 8, 2017 the developer entered into an Agreement with the City of San Francisco which called for a Settlement of \$400,000, recognizing that the historic structure was deliberately demolished over a period of years by work done beyond the work permitted. On March 22, 2018, representatives of San Francisco Heritage toured the property and confirmed that little historic fabric remains of the cottage, also an original structure on the property. In October, 2018 the property, now called "Residence 950" went on the market for \$45,000,000.

And now the San Francisco Chapter of the American Institute of Architects is offering an invitation only, private tour and presentation for \$40 on December 19<sup>th</sup>.

The phrase "have you no shame" comes to mind. What is the message AIASF wants to impart to its members? What is the responsibility of the architect when confronted with a situation like this? Or with the proposed project at the site of the demolished Richard Neutra house at 49 Hopkins?

We urge the AIASF to implement a "Case Study" seminar for its members of the Willis Polk, Richard Neutra and other significant or not so significant properties where professional ethics are called into question in the service of a developer. We are certain that members of the preservation community and citizens interested in protecting San Francisco's unique resources would be more than willing to participate.

We welcome your response.

Sincerely,

*Kathleen Courtney*

Kathleen Courtney  
Chair, Housing & Zoning Committee  
[kcourtney@rhcasf.com](mailto:kcourtney@rhcasf.com)  
510-928-8243

Cc: President Rich Hillis, Planning Commission; President Andrew Wolfram, Historic Preservation Commission; President Angus McCarthy, Building Inspection Commission; Planning Director John Rahaim; City Attorney Dennis J. Herrera; Supervisor Catherine Stefani; Supervisor Aaron Peskin; SF Heritage CEO Mike Buhler; F. Joseph Butler, AIA, Little House Committee; Jamie Cherry, Jeff Cheney, RHCA; Robyn Tucker, PANA