



# 233 GEARY STREET

SAN FRANCISCO, CA 94102

July 22, 2021

PLANNING COMMISSION REVIEW  
PRESENTATION

Sand Hill Property Company

HANDEL ARCHITECTS LLP



## PROPOSED COMMUNITY BENEFITS

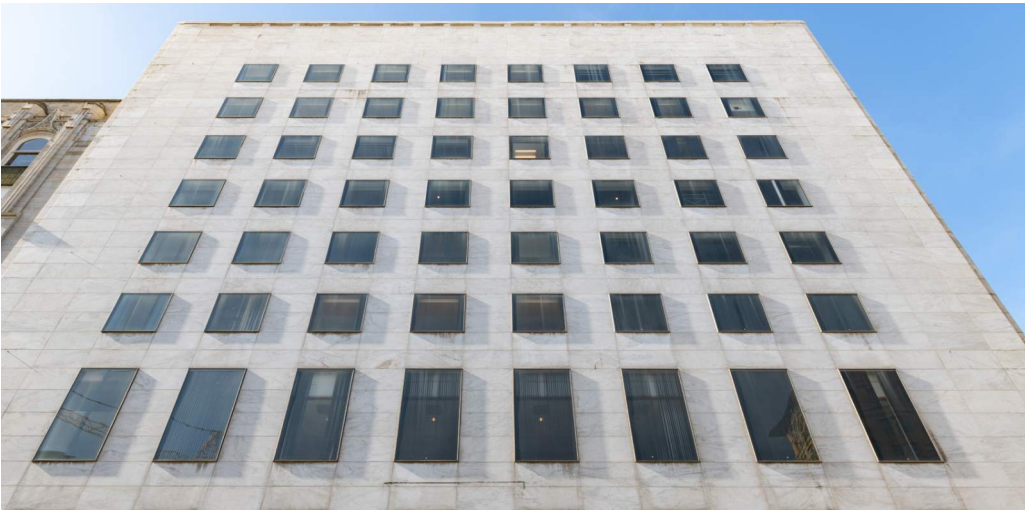
- Restoration and modernization of iconic department store building into mixed-use project
- Introduction of residential uses to Union Square and ~\$2.15M contribution to City's affordable housing supply fund
- Increased retail activation and transparency along Union Square and Stockton Street
- Creation of an attractive roofscape for buildings that look onto Union Square
- Creation of jobs



STREET VIEWS OF EXISTING BUILDING



View 1: From Stockton looking south



View 2: From Geary



View 3: From Stockton looking north



View 4: From Union Square looking south



View 5: Along Geary



View 6: Along Geary



View 6: From Market & Geary



# ADAPTIVE REUSE EVOLUTION



**Circa 1905**, the Beaux Arts style mixed-use “Butler Building” supported medical offices and commercial retail uses.



**Circa 1996**, the building became absorbed within the multi-building Macy's city block complex, with multiple retail tenant spaces at the ground floor.

**Circa 1946**, the heavily remodelled building transformed into the single-use, I. Magnin department store, with new exterior facades.



**Proposed Future**, Sand Hill Property Company proposes a mixed-use development incorporating retail, office and residential uses.





PROJECT STATISTICS

- Retail: 4 floors, including basement 68,562 SF
  - Office: 5 levels 81,551 SF
  - Residential: 3 levels 49,258 SF
  - **Total Project:** **199,371 SF**
- 
- **Number of Residential Units:** **21 total units**
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- Common Residential Open Space: 1,500 SF
  - Private Residential Open Space: 1,398 SF
  - **Total Residential Open Space:** **2,898 SF**

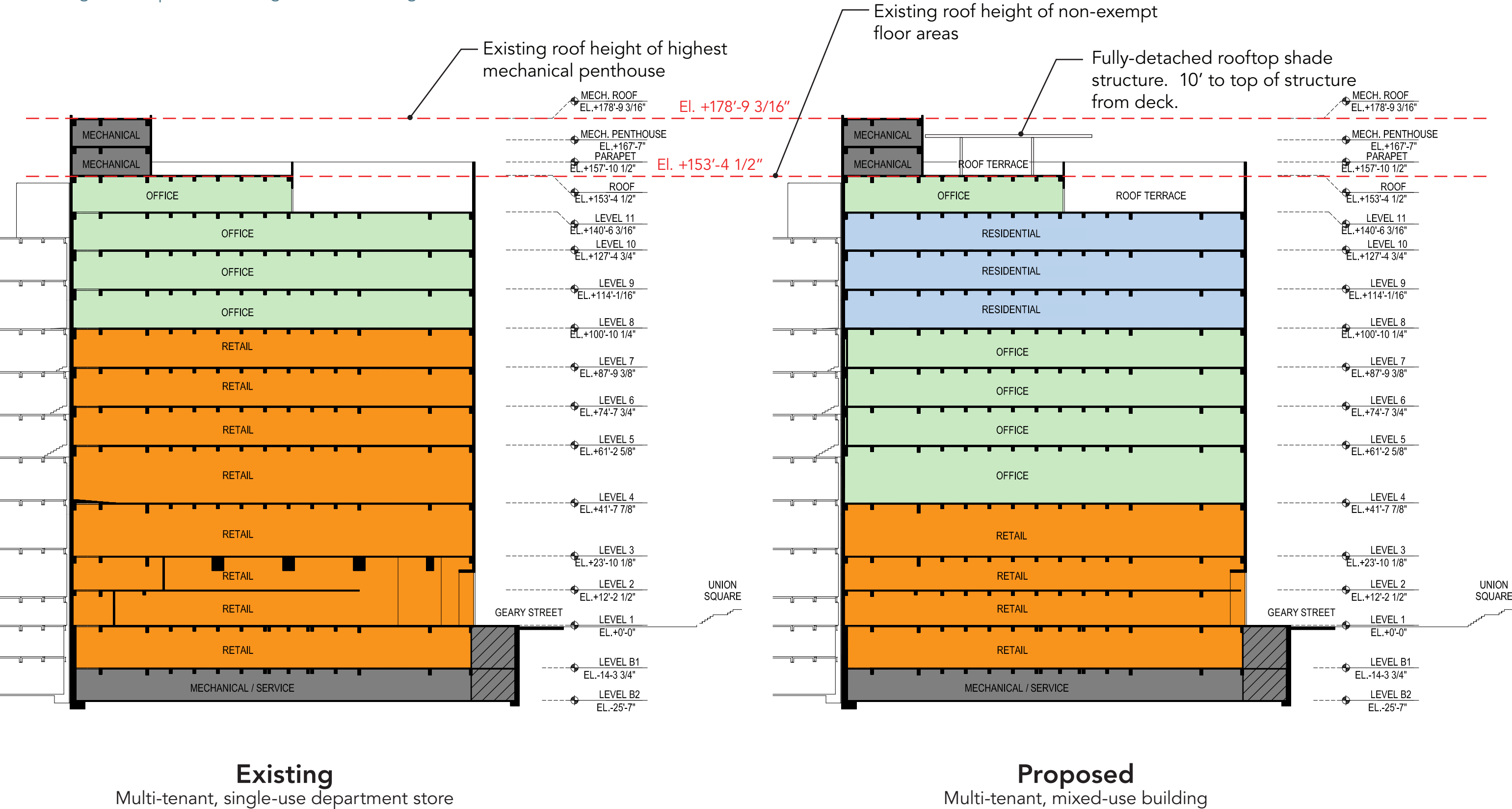
OUTREACH HISTORY

<i>Organization</i>	<i>Date</i>	
• San Francisco Housing Action Coalition	04/07/2021	(supportive)
• Architectural Review Committee	05/19/2021	(supportive w/comments)
• SF Heritage	05/21/2021	(supportive w/comments)
• Art Deco Society of California	05/27/2021	(supportive)
• Historic Preservation Commission	07/07/2021	(approved w/conditions)



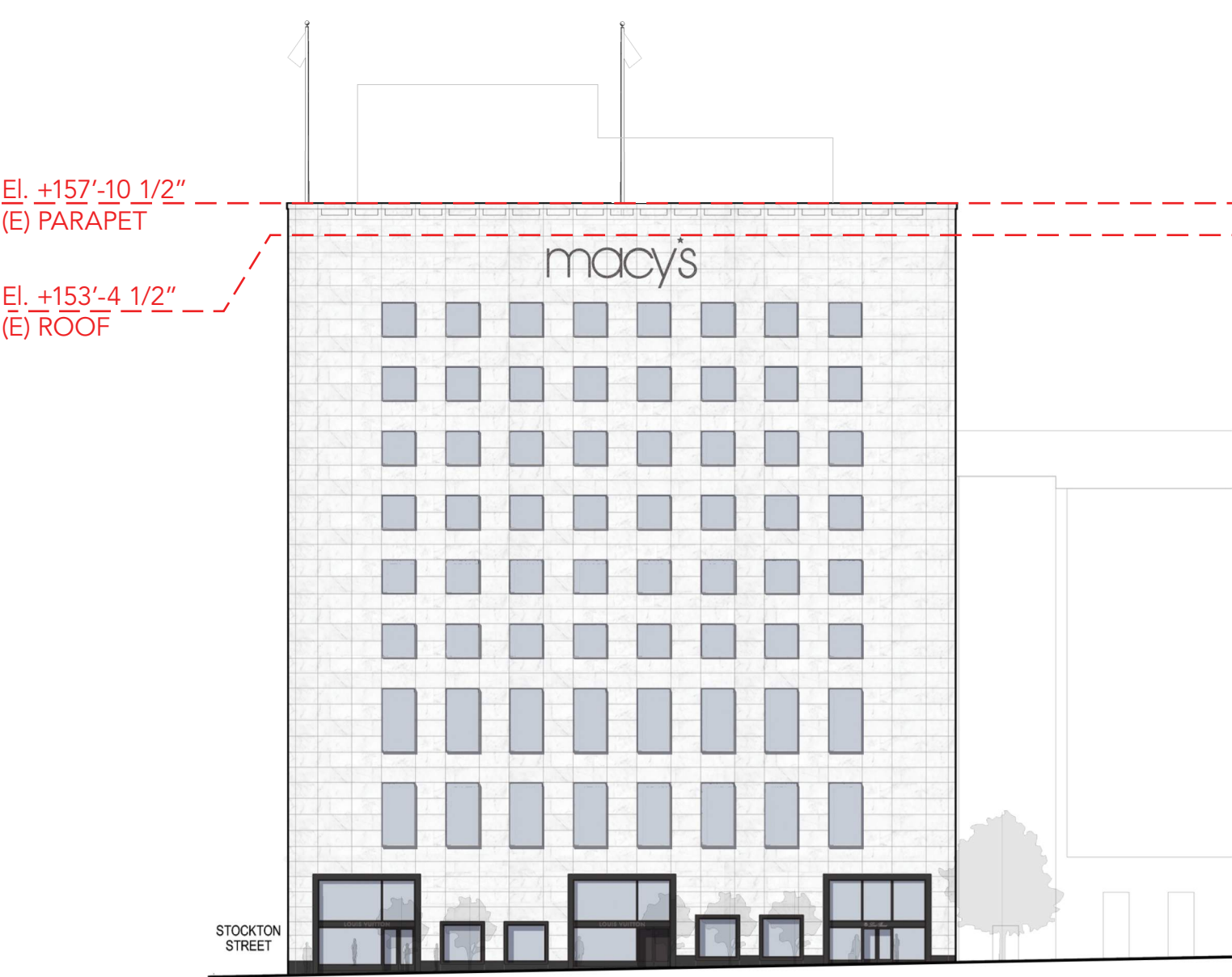
# LAND USE & BUILDING HEIGHT DIAGRAM

Existing and Proposed Building Section Looking West

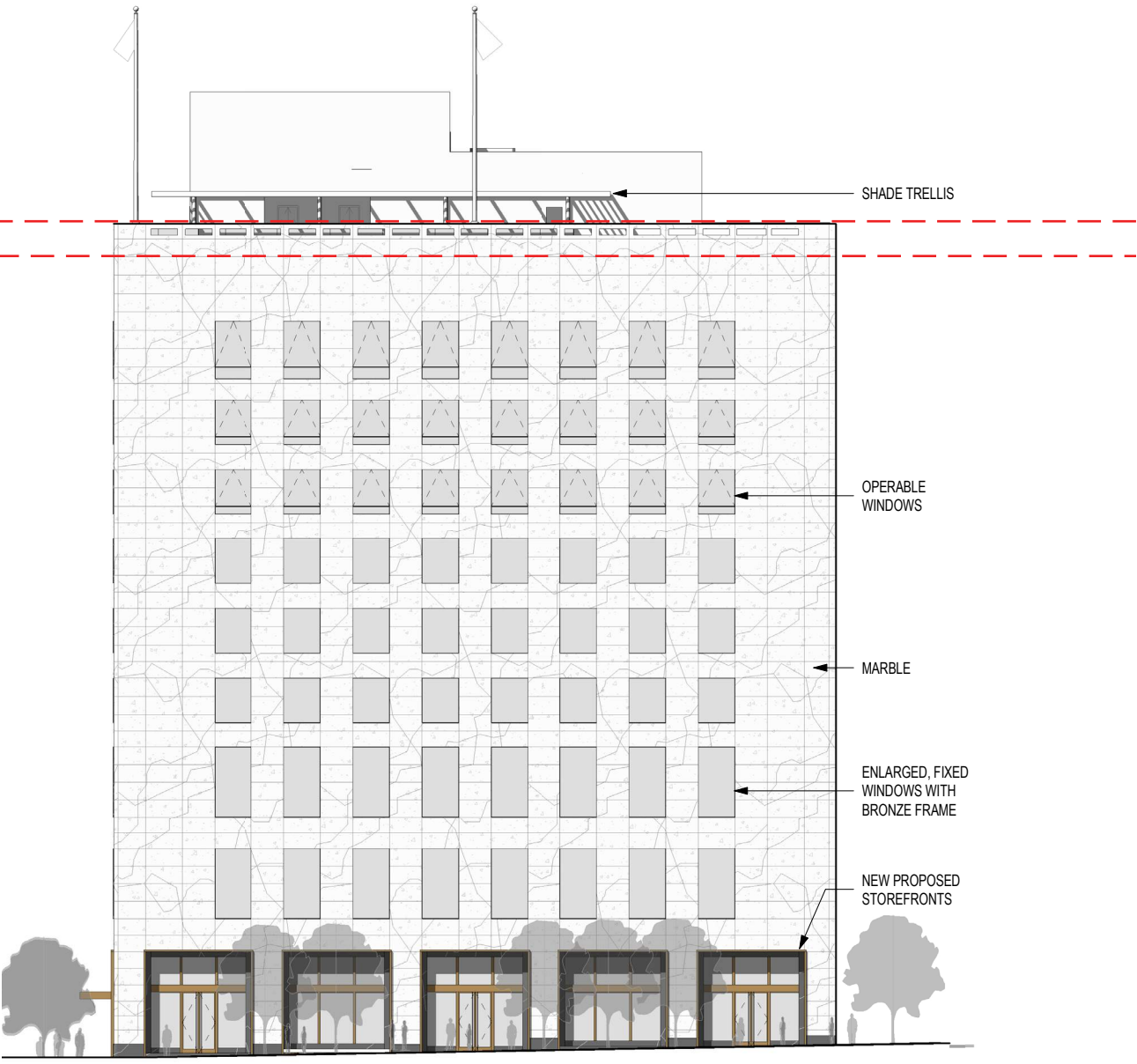




NORTH ELEVATION - GEARY STREET  
Existing and Proposed



Existing



Proposed



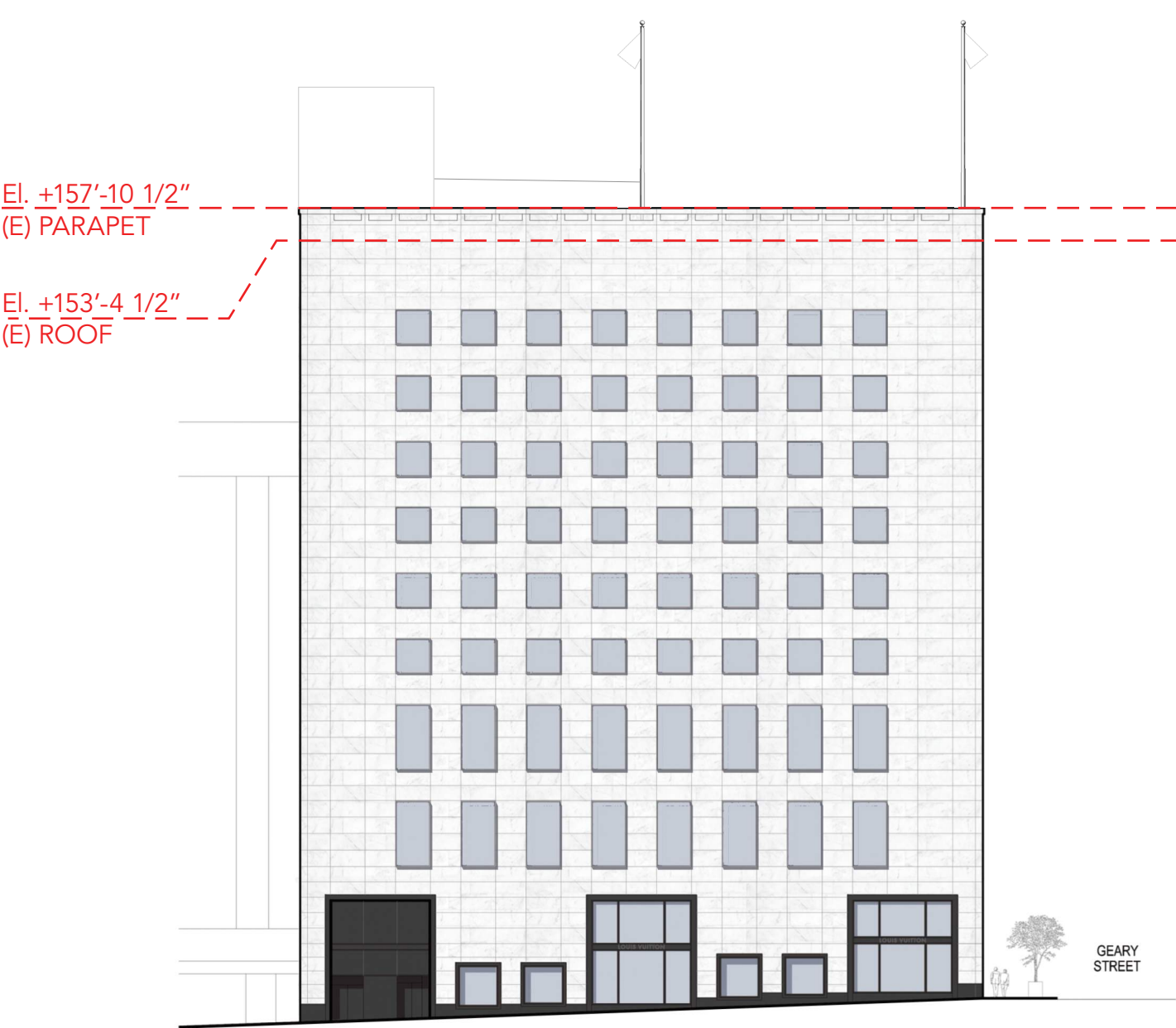
PROPOSED GEARY STREET STOREFRONT FACADE

View from Union Square and Central Subway Station Exit





EAST ELEVATION - STOCKTON STREET  
Existing and Proposed



Existing

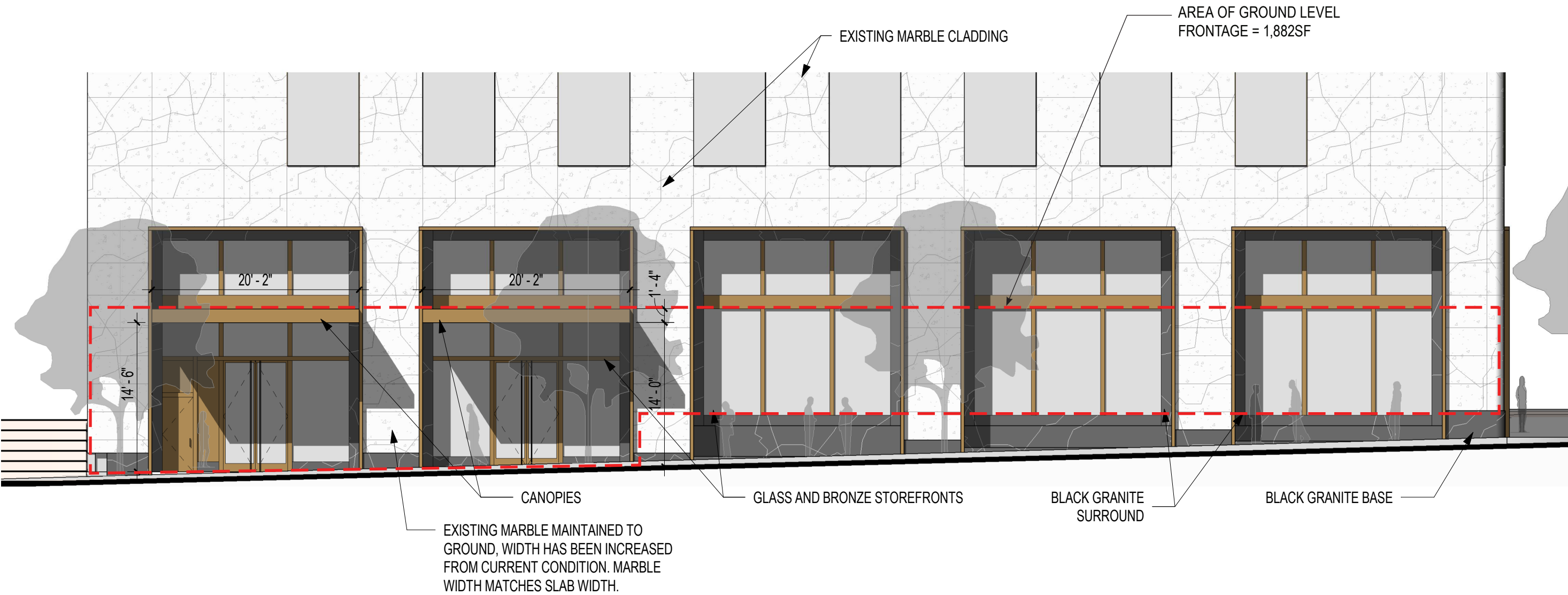


Proposed



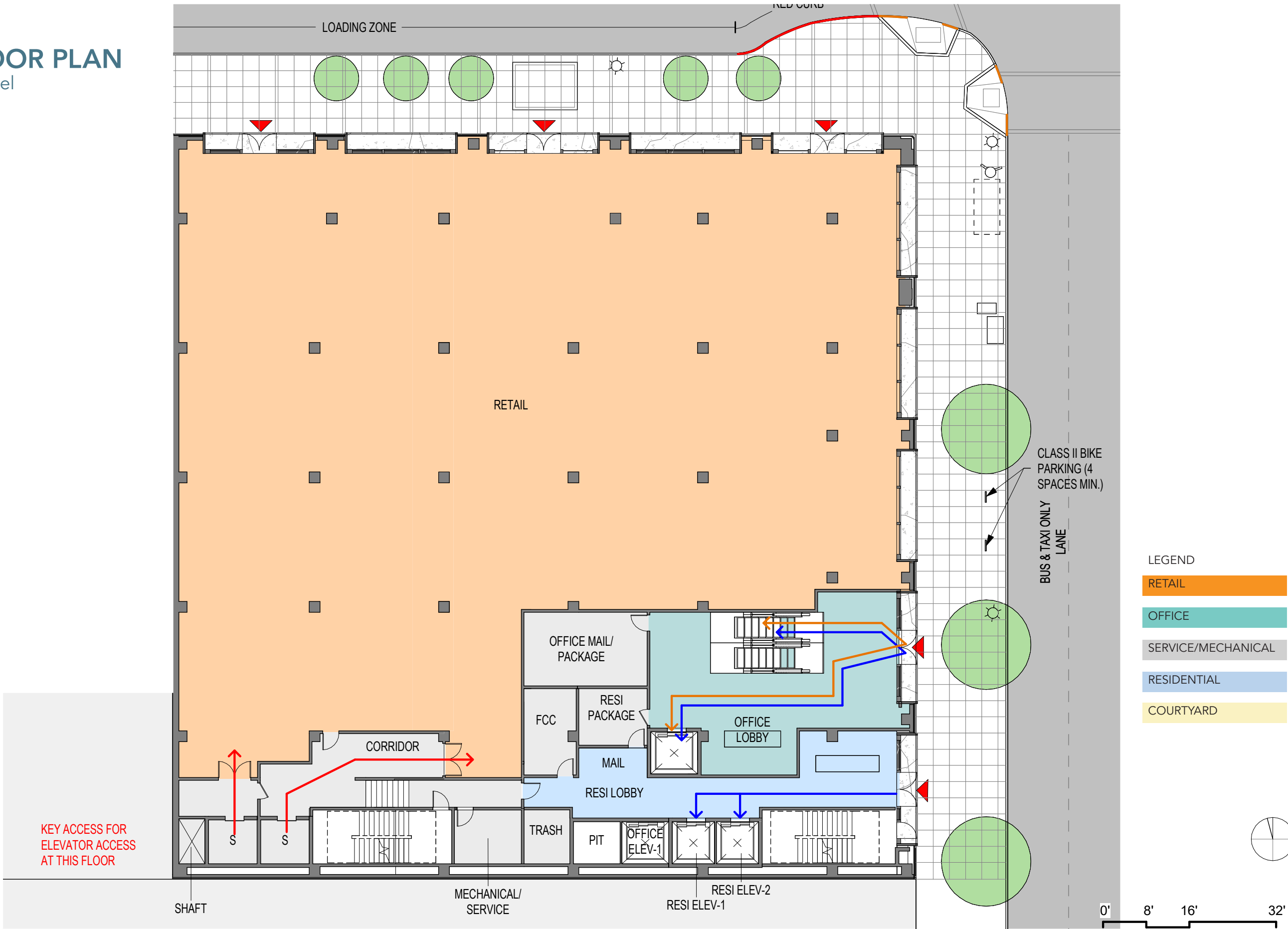
EAST ELEVATION - ENLARGED

Per Planning Code Sec. 145.1(c)(6) proposed street frontage design meets the minimum required 60% (1,148sf glazing/1,882sf frontage) transparency at the ground level and allows visibility to building interior.





LEVEL 1 FLOOR PLAN  
Retail & Lobby Level

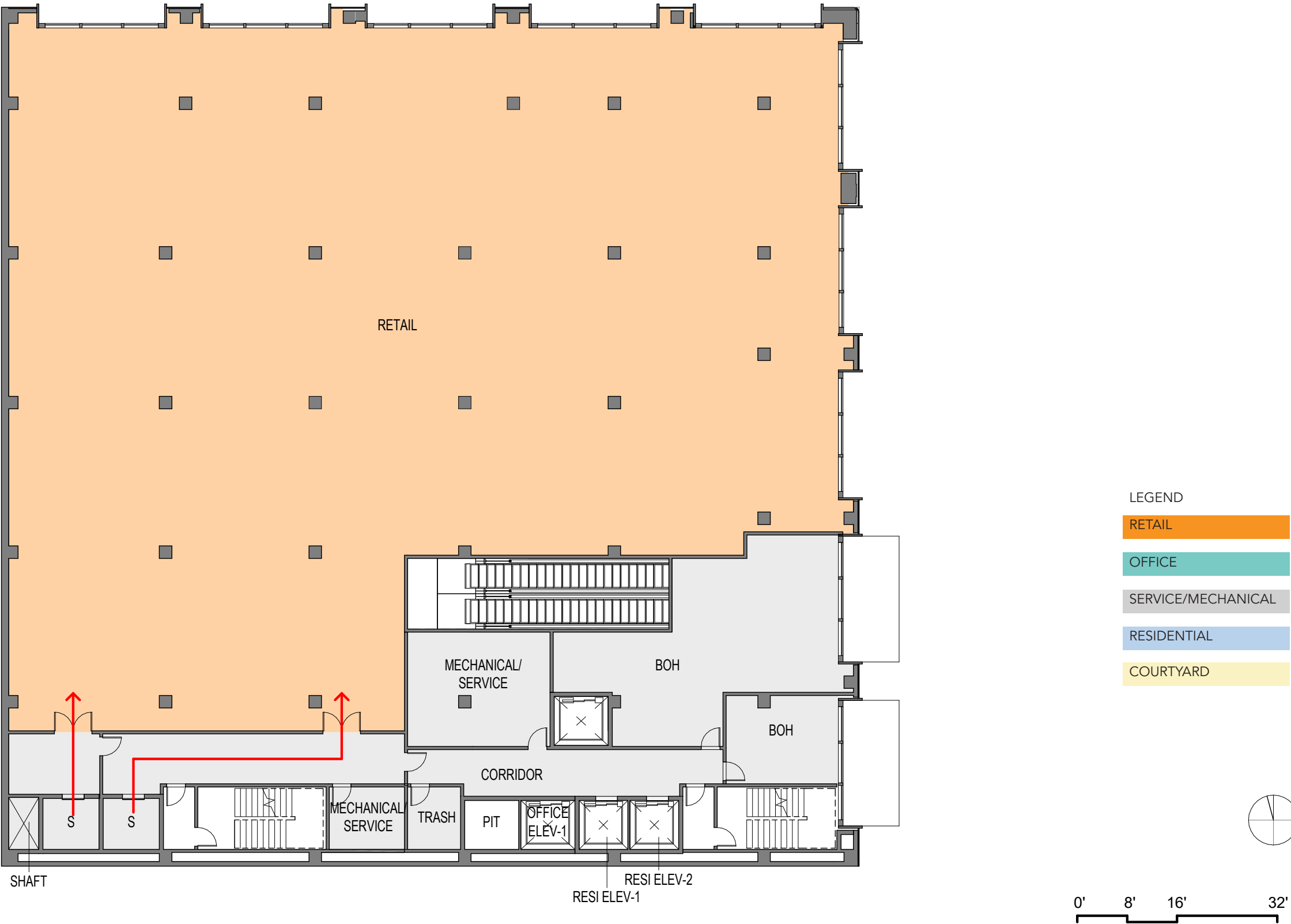


\*Square footages provided on plans are gross estimates only.



LEVEL 2 FLOOR PLAN

Retail



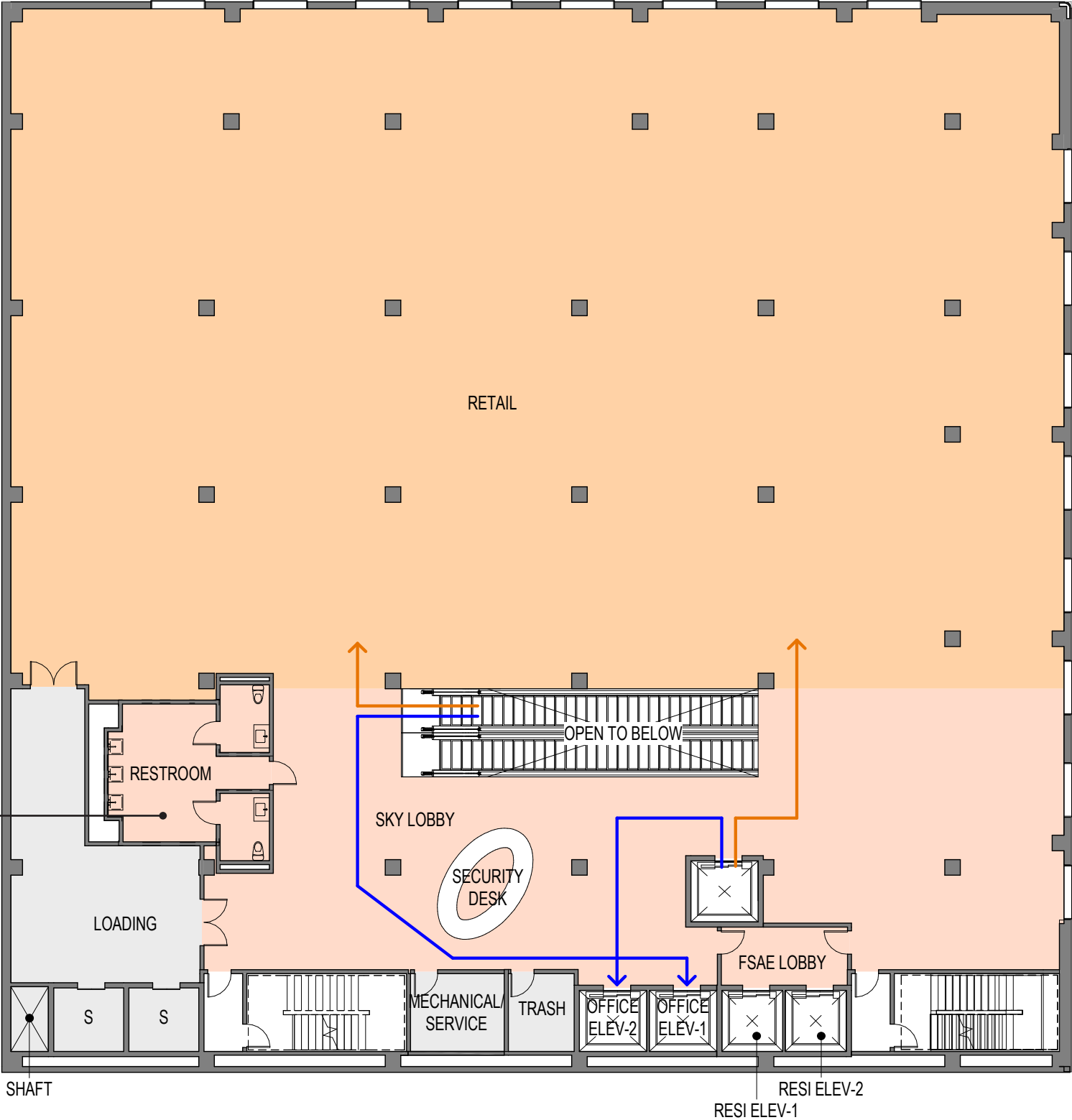
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LEVEL 3 FLOOR PLAN

Retail

Historic washroom to be relocated from 6th floor office, to 3rd floor retail/lobby to allow for better public accessibility. Washroom dimensions shall match existing condition.

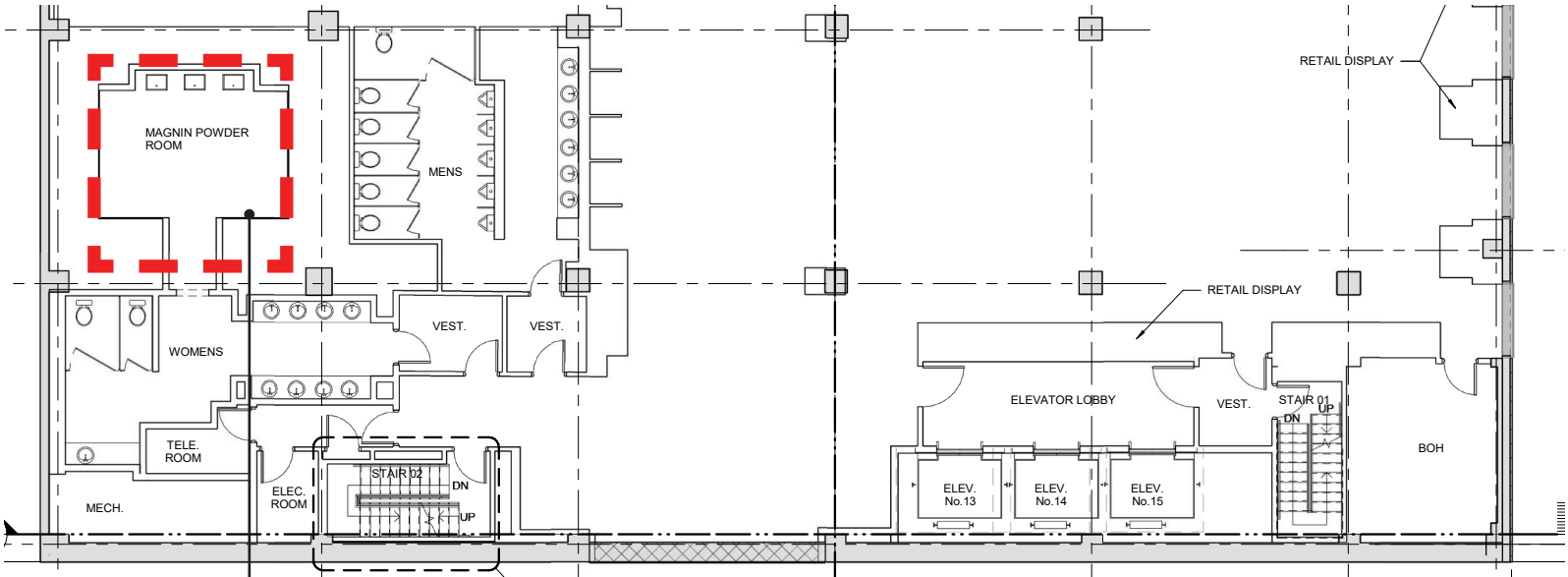


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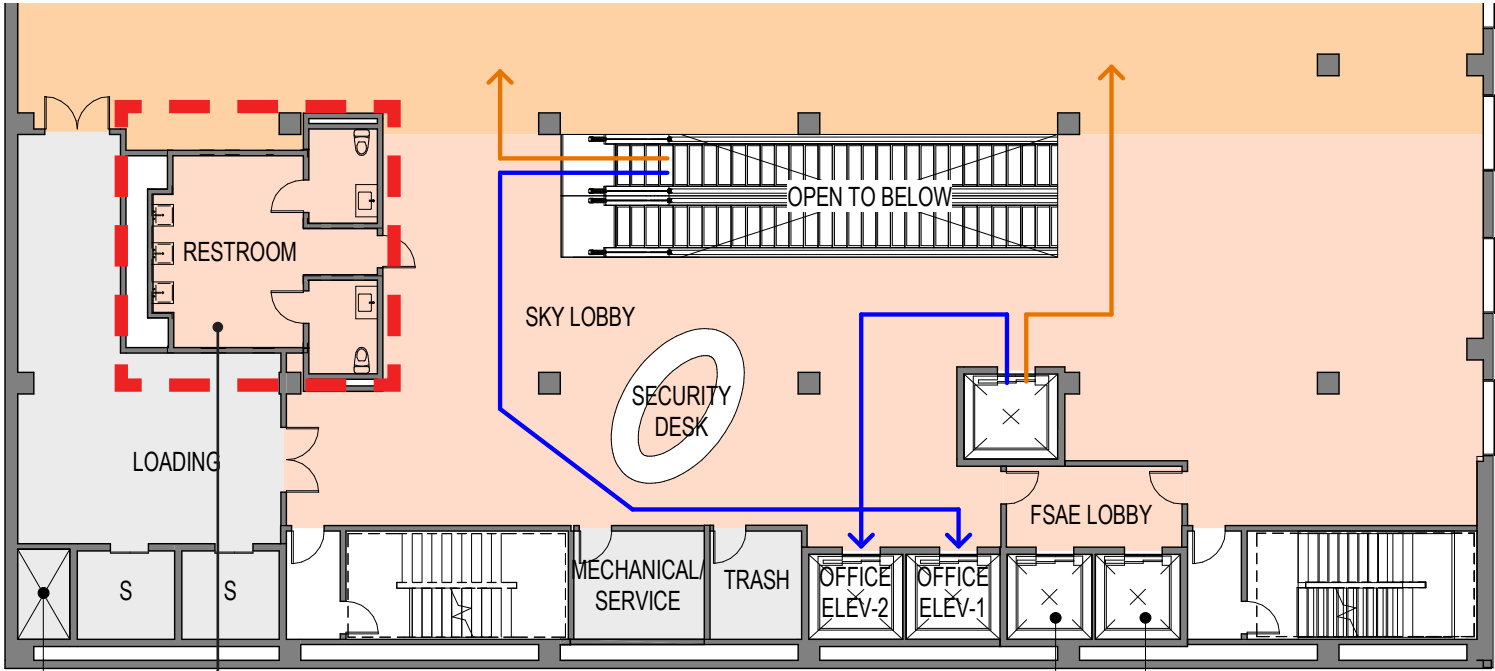


# Historic I. Magnin Powder Room

Proposed Relocation/Reconstruction from L06 to L03



**Existing Location**  
Historic washroom currently located on proposed Level 06 office floor

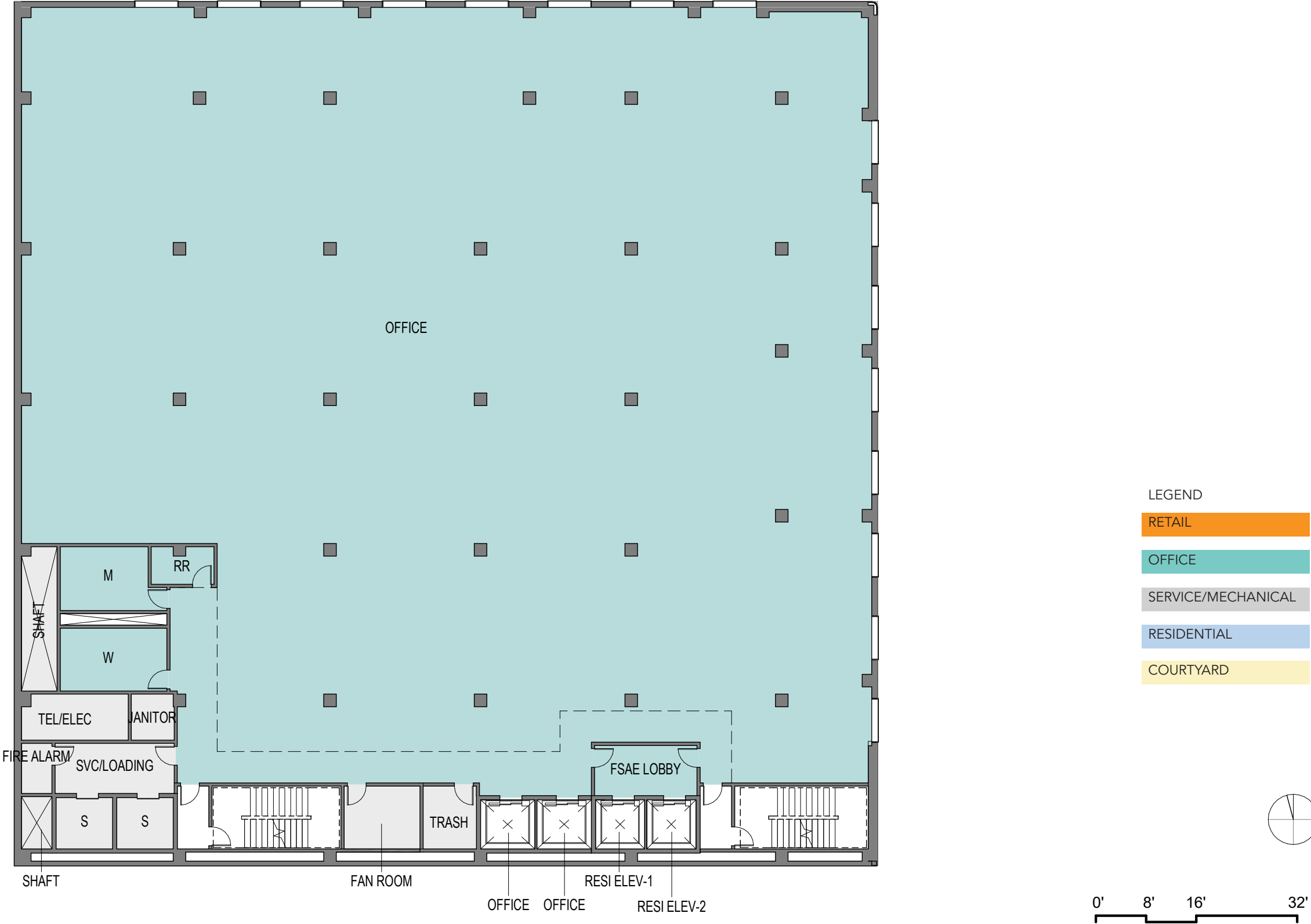


**Proposed Location**  
Historic washroom to be relocated from 6th floor office, to 3rd floor retail/ lobby to allow for better public accessibility and opportunity for interpretive display. Washroom dimensions shall match existing condition.

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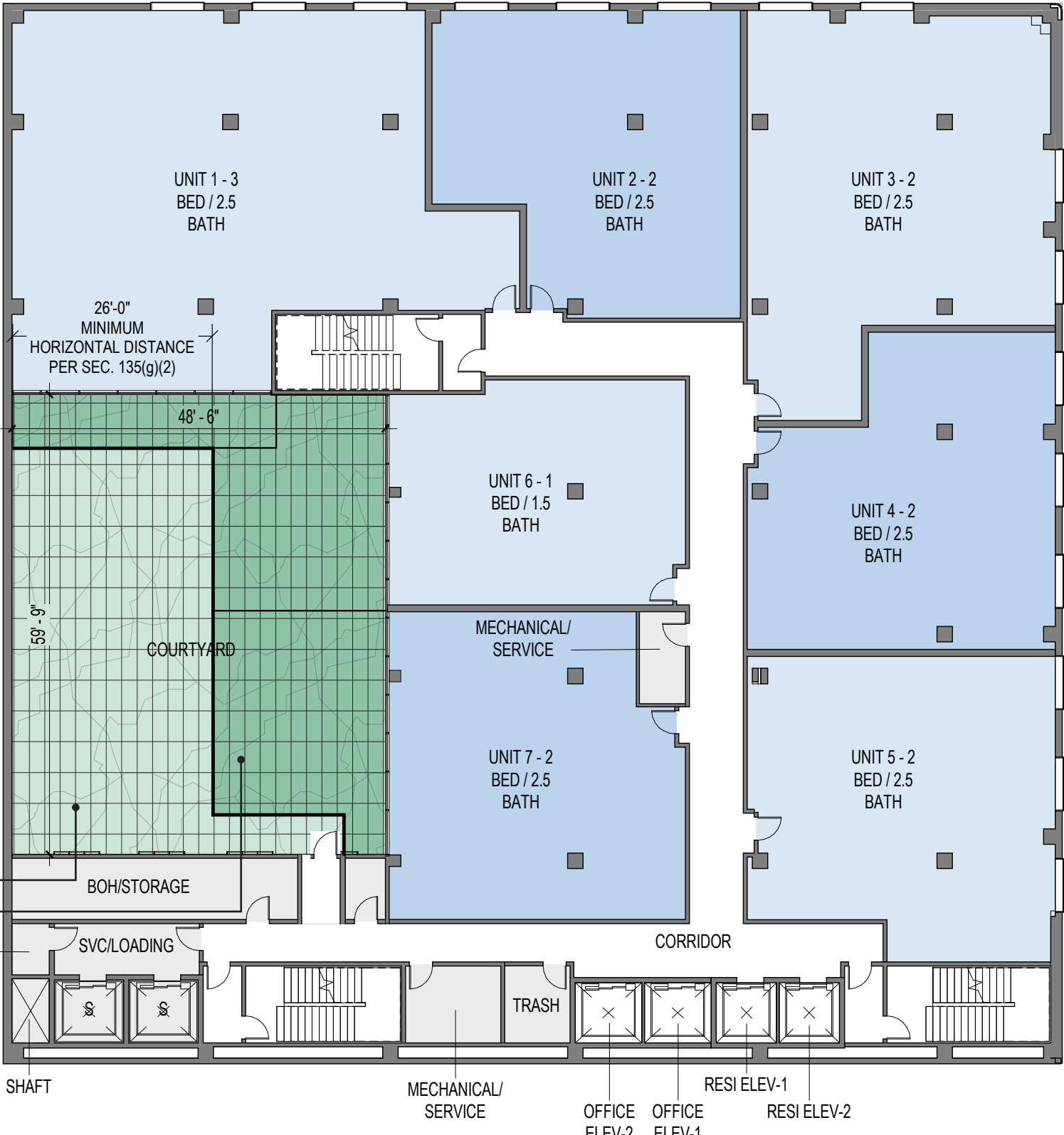
LEVEL 4-7 FLOOR PLAN  
Office



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LEVEL 8 FLOOR PLAN  
Residential



RESIDENTIAL OPEN SPACE

Common Open Space: 1,500 sf  
Private Open Space: 1,398 sf  
**Total Provided: 2,898 sf**

Min. Amount Required  
Private Space for 3 Units: 36 sf per unit  
Common Space for 18 units: 864 sf

LEGEND

- RETAIL
- OFFICE
- SERVICE/MECHANICAL
- RESIDENTIAL
- COURTYARD

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# LEVEL 9 & 10 FLOOR PLAN

Residential



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PROPOSED VIEW FROM UNION SQUARE PLAZA



Existing Condition



Project Application Proposal



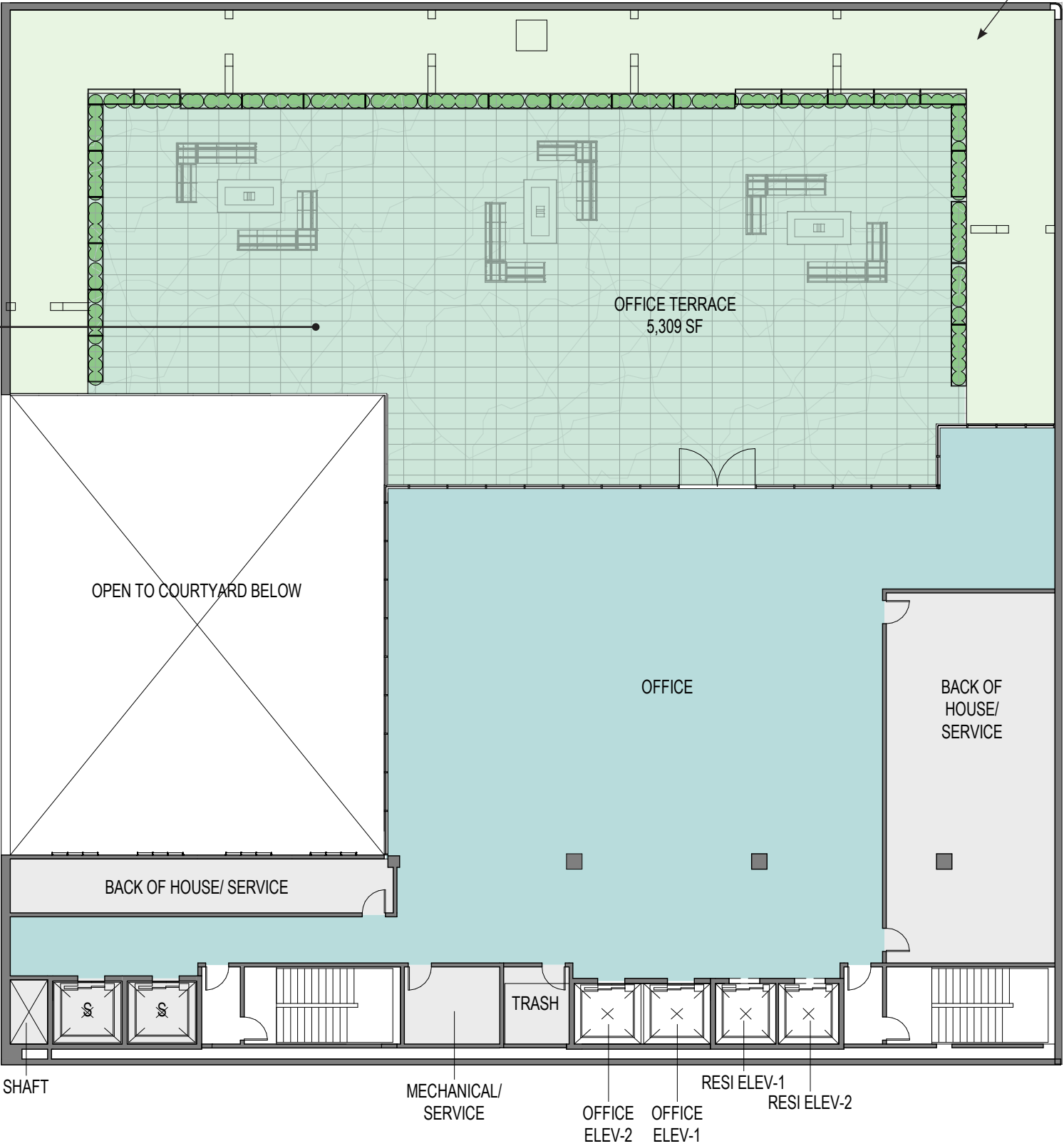
LEVEL 11 FLOOR PLAN

Office & Office Terrace

OFFICE OPEN SPACE

Open Space Provided: 5,309 sf  
Min.Amount Required: N/A

POTENTIAL LIVING ROOF  
AREA APPROX. 2,000SF



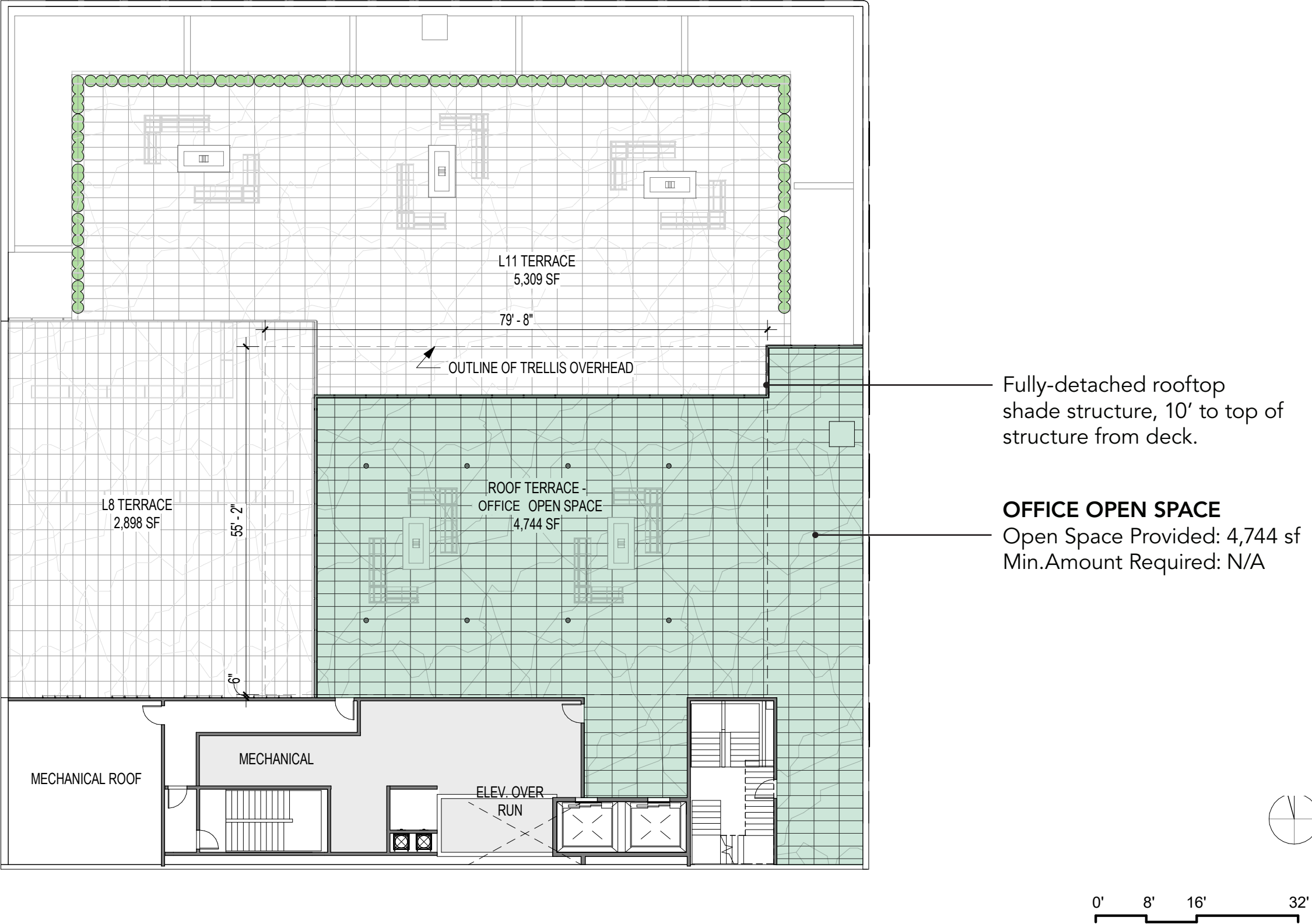
LEGEND

- RETAIL
- OFFICE
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- RESIDENTIAL
- COURTYARD

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ROOF PLAN / LEVEL 12 ROOF TERRACE  
Outdoor Roof Terrace



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EXISTING ROOFSCAPE





PROPOSED ROOFSCAPE DESIGN





