



SFMTA

# Building Progress: Potrero Yard Neighborhood Working Group

October 2019 Meeting

# Agenda

1. Meet and Greet - 10 minutes
1. Working Group Member Announcements - 20 minutes
1. Potrero Yard Proposed Project Concept – 40 minutes
1. October 26 Meeting Planning and Outreach – 10 minutes
1. October 26 Meeting Proposed Form and Content – 25 minutes
2. Project Updates & Look Ahead - 15 minutes

# Working Group Member Updates

- Is there anything you want to share with us?
- Community conversations about the project
- Outreach for Working Group members

# Potrero Yard Proposed Project Concept

After nearly 2 years of listening sessions and stakeholder workshops, we heard:

We see the SFMTA's need to rebuild this facility

Address SFMTA staff needs, for better transit service and for greater compatibility with the neighborhood

Housing is complementary and desired on this site

Activate the streets, especially Bryant and 17th Streets.

Design with the neighborhood in mind

Affordability matters, especially on a public site

These stakeholder priorities have informed the project concept we are bringing forth today.

# Potrero Yard Proposed Project Concept

- 3-level transit facility to accommodate up to 213 buses
  - 75' in height from Mariposa/Bryant
  - Project application will express a range of 600,000 - 650,000 square feet of bus facility
- As modeled, approx. 100 housing units can fit within the bus facility podium
- Total residential count is proposed as mixed-income community of 561 units; 461 are proposed above the podium
  - Maximum 150' height from Mariposa/Bryant and 13 stories
  - Project application will express a range between 525-575 units
  - Affordability target is 50%, or 280 units
- MOHCD is interested in partnering on the project
- We think this concept is achievable

# Potrero Yard Proposed Project Concept

What questions do you have about this project concept? We'd like to record them here in real time--

**-How many people would live here in this project concept?**

**-Where is the height focused on the building? Is it 150' on top of the bus facility or 150' total?**

**-Last time we were together, things felt less defined. The project now feels much more concrete-- how did we get from there to here? Specifically the 50% affordability rate and total number of units. Last time we were still talking about whether we wanted housing**

**-What does it mean for MOHCD to be a partner? Is that code for potential 100% affordable project?**

**-I heard you had developed an RFP for bringing a developer on board? It seems like the pre-app meeting is happening now, which is applying to**



# Potrero Yard Proposed Project Concept

- Supporting of housing on the site, but concerned with number of new residents given amount of green space currently in the neighborhood. Franklin Square would be interested in shared community facilities to ensure it's nice for everyone
- Assuming that design is fluid until you are ready to break down and that there will be comprehensive outreach until then.
- Commercial/retail opportunities as part of the project? Is street activation a primary goal? How do we achieve that given big buses circulating?
- Is there opportunity for cross-subsidy with yard component helping to pay for housing?
- Parking for staff? Expectation is street parking, lots of operators have to start before BART runs. Issues for people getting here.
- What is the City's AMI?
- How wide will sidewalks be? Will lot be reduced? Street design matters

# Potrero Yard Proposed Project Concept

-When is the right point for the neighborhood to ask for things coming out of the project? Crosswalks, amenities, etc.

-Is housing rental or condos?

-Are we evaluating impact of the project to whole neighborhood area? Height, shadows, people coming to the neighborhood, etc.

-For outreach team: **EIR will consider various project alternatives. I assume alternative is no new transit facility?** As part of your no build scenario, will there be a transit-only component? Sometimes these technical issues get confusing in public discourse.

-Is development of the residential component needed to offset cost for the bus facility?



# 10/26 Meeting Updates & Planning

- This event will serve as the Pre-Application Meeting required by the Planning Department's project application submittal process (see notice in today's packet).
- Goals:
  - Present project concept for joint use bus facility and residential development to the public
  - Show how community feedback has shaped the project to date
  - Encourage long-term engagement on design elements
- Event Details
  - Saturday, October 26, 2019
  - 11:00 am – 2:00 pm
  - The Archery, 498 Alabama St.



# 10/26 Meeting Outreach Plan

- Mailers
  - General postcard to ½ mile radius
  - Pre-application meeting notice to 300-foot radius
- Right-of-way posters
- Door-to-door merchant visits
- Visits to community institutions



# 10/26 Meeting Proposed Form & Content

- Open house format in open, creative space
- Working toward multimedia experience to reflect creativity of the larger outreach effort for this project
- Design partner sitelab design studio has outlined the event boards for tonight's packet



# SFMTA Employee Engagement

## Goals:

- Hear from our maintenance, operators, and admin colleagues on what they would like to see from a new Potrero Yard
- “Meet people where they are” with an event in Oakland

## Workshop Dates:

- October 3 | 6 am to 8 am (Potrero Yard)
- October 3 | 2 pm to 4 pm (Potrero Yard)
- October 5 | 1 pm to 3 pm (Potrero Yard)
- October 12 | 1 pm to 3 pm (Oakland Asian Cultural Center)

## Outreach & promotion:

- Posters
- Eventbrite
- Internal blog
- Monthly Division safety meeting



# Project Updates & Look Ahead

## Fiesta De Las Americas (9/15):

- Staffed event for 6 hours
- 200 interactions, 40 in Spanish
- 34 sign-ups for project updates



## Discussions:

- Why a rebuild is needed
- Funding
- Safety of the residents living above the yard

## Potrero Yard Tours (9/26)

- Two tours, 4 pm to 5 pm and 5:30 pm to 6:30 pm

- Next Working Group proposed meeting date: **Monday, November 4**

# Please Reach out Anytime

- Send us your questions.
- Suggest additional Working Group members to fill our three vacant seats.
- Request a meeting. Our doors are always open to you.

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