Building Progress: Potrero Yard Neighborhood Working Group

January 2023 Meeting
Agenda

1. Welcome & Introductions — 15 minutes

2. Proposed Calendar for 2023 Working Group Meetings — 10 minutes

3. Member & SFMTA announcements — 10 minutes

4. Project update (Potrero Neighborhood Collective team) — 25 minutes

5. Open Decision Point: Project Look and Feel — 40 minutes

6. Next Steps — 10 minutes

7. Public comment - members of the public who wish to participate in the meeting virtually will be placed on mute, regardless of joining via video or by phone, until the Public Comment section.
Today’s Objectives

• Get to know each other better

• Update on Project Schedule

• Discuss feedback received from PNWG and other community stakeholders in December 2022

• Get a better understanding of PNWG’s opinions of the Look and Feel of the Project

• Answer Questions
Who We Are
Check-In

Let’s take this time to reconnect after the start of the New Year. Please say:

• Your name

• The organization (if any) that you represent

• Your role on the Project

• What is something you never get tired of talking about?
PNC Promise to the Working Group

• We will be transparent about the constraints that will guide our decision-making.

• We will work to understand and address your concerns and priorities.

• We will balance stakeholder priorities while supporting SFMTA ensures they meet their core transit objective to bring you the best service possible.
Group Agreements: Charter

The Working Group has been in operation since October 2018. As an established group that has provided valuable feedback and input to SFMTA for over four (4) years, PNC respects the following existing Group Agreements as identified in the Charter:

- Attend at least half of scheduled meetings and participate in 2 public meetings.

- Establish a dialog with the group, organization, or constituency you represent so that these views can be incorporated into broader public input on the project.

- Commit to balance the needs of your specific interest group, organization or constituency with others’.

- Assist the project team by identifying opportunities for broader public outreach, providing input on the overall project design, and sharing insights on the issues and concerns affecting your community.

- Assist in publicizing public workshops, engagement opportunities, and announcements to the San Francisco public.

- Respectfully listen and empathize with other viewpoints.
Group Agreements: Hybrid Meeting

Be fully present and open to different perspectives and experiences by:

- Keeping your camera on
- Putting devices on silent / vibrate
- Raising your virtual hand to indicate that you would like to speak
- Using the chat function to share a quick comment or question
- Look into the camera when you speak
- Mute yourself when you are not talking (mute button)
- Use the “gallery” view to see all participants
Proposed 2023 Working Group Calendar

• All meetings to be hybrid
  • In Person: KQED or other community space near Potrero Yard
  • Virtual: Microsoft Teams

• Monthly meetings on first Tuesdays of the month at 6 p.m.
  • January 10*
  • February 7
  • March 7
  • April 4
  • May 2
  • June 6
  • July 11*
  • August 8*
  • September 12*
  • October 3
  • November 7
  • December 5

* Denotes meeting held on second Tuesday of the month due to holiday or other schedule conflict
Announcements

• Working Group member announcements

• SFMTA announcements

New T Third Service
Announcements

New T Third Service

- From Chinatown-Rose Pak to Sunnydale started January 7 via Central Subway.
- T Third Bus along 3rd and 4th Streets in SoMa and on Stockton Street north of Market.
- Chase Center Event Service: “S Shuttle Mission Bay” every 10 minutes (in addition to T). All stops between Chinatown-Rose Pak Station and UCSF/Chase Center.
- K Ingleside will now travel between Balboa Park and Embarcadero Station.
- N Judah to 4th and King to transfer to T to Sunnydale.
Project Timeline

**Predevelopment Activities**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Target Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entitlements</td>
<td>Q3 2023</td>
</tr>
<tr>
<td>Design Development</td>
<td>Q4 2023</td>
</tr>
<tr>
<td>Design-Build Partner Selected</td>
<td>Q4 2023</td>
</tr>
<tr>
<td>Commercial Close</td>
<td>Q2 2024</td>
</tr>
<tr>
<td>Temporary Facility Completed</td>
<td>Q2 2024</td>
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</table>
Project Schedule – Key Items 2023 Q1

January
- Working Group Theme: Look and Feel
- Stakeholder Listening Sessions (tentative)
- City provides feedback to PNC on draft Project Management plans

February
- Working Group Theme: 17th Street, LBE
- Community Meeting (tentative)
- Stakeholder Listening Sessions (tentative)
- PNC submit final Project Management plans

March
- Working Group Theme: Public Art, Sidewalk, Trees
- PNC submits LBE Plan to SFMTA
- Draft 50% Schematic Design Due

Note: PNC meets with SFMTA and City on a regular basis to advance Project design
Stakeholder Listening Sessions

PNC will meet community stakeholders to: 1) introduce PNC, 2) provide One-on-One briefing of the Project status, and 3) gain specific and detailed input and feedback.

During January – March 2023, PNC will engage:

• We like to offer to present to your organization or constituency

• Any additional groups or organizations that PNC should consider meeting with?

• PNC is finalizing a complete Outreach Plan that will include grassroots outreach
Housing Plan: December 2022

Housing Developers provided an early concept of the housing program during the December 2022 Working Group meeting:

A total of 575 housing units dedicated to households earning 120% Area Median Income (AMI) or lower

<table>
<thead>
<tr>
<th>Housing Unit Types</th>
<th>Studio</th>
<th>1 Bdrm</th>
<th>2 Bdrm</th>
<th>3 Bdrm</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>257</td>
<td>123</td>
<td>145</td>
<td>50</td>
<td>575</td>
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</tbody>
</table>

The housing program continues to be subject to funding sources and market feasibility.
Housing Plan: January 2023

Housing Developers received feedback and are considering updating the housing program designs:

A total of 501 housing units dedicated to households earning 120% Area Median Income (AMI) or lower

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<tbody>
<tr>
<td>Count</td>
<td>102</td>
<td>189</td>
<td>145</td>
<td>65</td>
<td>501</td>
</tr>
</tbody>
</table>

The housing program continues to be subject to funding sources and market feasibility.
Input Received: December 2022

During the December 2022 Working Group meeting (Dec 6) and PNC Pre-Application meeting (Dec 13), PNC presented early-stage design of the project, including renderings and layouts.

The Working Group and members of the public were invited to provide feedback on the following Open Decision Points

• Streetscape at 17th Street
• Commercial and Retail Opportunities
• Trees and Sidewalks
• Look & Feel
• Public Art
Streetscape at 17th Street: Questions

- Why is the restroom at Hampshire? Can it be located on Bryant?
- Can there be a mid-block crossing from Franklin Square park?
- Will the restrooms be limited to café customers? How will the restrooms be maintained?
- What happens to the current bus entrance on 17th Street?
Streetscape at 17th Street: Input Received

### Mobility & Traffic Safety
- Protected bike lanes (on both sides of street)
- Safe pedestrian connection (ex. traffic tables, mid-block crossing to Park)

### Activation
- Foot traffic from Franklin Square Park activates 17th Street.
- Create destinations at PY
- Prefer a more integrated solution than kiosks
- Visibility of the bus ramp as public art is not enough to activate 17th Street
- Important to have a mid-block break, art doesn’t create mid-block break

### Public Restroom
- Importance of public restroom in the building on 17th Street
- Concerns around ability to safely access public restroom
- Concerns about cleanliness of public restroom

### Bus Movement
- Happy there’s no bus entrances on 17th Street (separating bus and bike traffic)
- Love the idea of seeing the buses going up the ramp, highlighting the bus as an art element
Commercial and Retail: Questions

• Are the kiosks integrated into the building?
Commercial and Retail: Input Received

**Retail**
- Bookstore
- La Cocina
- Local Clothing
- Nonprofit Business
- Café / Latin American Coffee Shop*
- Sobadores
- Bicycle Shop
- Small Business

**Community Services**
- Childcare (including Head Start)*
- Art Studio Space*
- Tech Hub
- Library*
- Student Lab
- HSH Access Point
- Community Rooms (preference on 17th St)*
- Hub / Pop-Up Space

**Activation and Mobility**
- Parking (easy access)
- More foot traffic points
- Retail on 17th St to help activate Park
- Concern about activation along all sides of project

*indicates multiple similar comments
Trees and Sidewalks: Questions

• Do you have an arborist report yet?

• Is it possible to keep any of the existing street trees?

• Can the sidewalks be widened?
Trees and Sidewalks: Input Received

General Landscaping
- Consider hiring landscape architect sooner than later
- Planting in the bike lane to create separation
- Use planting as part of stormwater management
- Consider stormwater management at street level and podium level

Trees

- Quantity: The more the better
- Location:
  - On all sides of building
  - Tree boxes take up a lot of space on 17th Street
- Type:
  - Fruit trees (avocado, lemon)
- Concern with fruit trees attracting rats
- Size:
  - Not overly big
  - Big enough to provide a canopy

Location

Type

Trees

Quantity

Size

Quantity

Location

Tree

Type

Size
Public Art: Questions

• What is the scale of the art?

• How many artists or art pieces will be included?

• What is the definition of local artist?

• Can public art be child-centered?

• Can exhibit space for rotating art be featured?

• Will you connect to the areas past (example: Seals Stadium)?
Public Art: Input Received

**KEY THEMES**

- Indigenous and Latino/a/e
- Size and Scale
- Site History
- Co-Creation
- Neighborhood Artists
- Interactive
- Lighting
- LED (reference: Salesforce)
- Fountains, playground
- Space function, celebrate bus, surrounding neighborhood
- youth
- Aztec, Huichol, Mayan, Ohlone
Look and Feel: Questions

• Can we soften up the architecture so that it feels less hostile?
• Can the building be a state-of-the-art reference?
• Operational sound issues on Hampshire Street?
## Look and Feel: Input Received

<table>
<thead>
<tr>
<th>Glass</th>
<th>Color</th>
<th>Massing / Size</th>
<th>Neighborhood Integration</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Several pieces of positive feedback</td>
<td>• Contradicting opinions on the use of gray</td>
<td>• Current massing is blocky</td>
<td>• Housing not to look too residential</td>
<td>• Mosaic</td>
</tr>
<tr>
<td>• Suggest colored glass</td>
<td>• Request for vibrant colors</td>
<td>• Integrate “view connectors” to break up building</td>
<td>• Muni Yard look too much like a manufacturing building</td>
<td>• Brick</td>
</tr>
<tr>
<td></td>
<td>• Request for gray</td>
<td>• Set back the wall (dead zones become blight)</td>
<td>• Keep the neighborhood feel (manufacturing, art studio, etc)</td>
<td>• Wood (ex. Bayview project)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Don’t like sharp lines and corners</td>
<td>• Don’t create artificial or exotic feeling</td>
<td>• Elevate [quality of building] materials with arts budget</td>
</tr>
</tbody>
</table>
Look and Feel Further Defined

For purposes of this Project, Look and Feel refers to the exterior of the building. Examples include:

- Building Materials such as:
  - Glass (glazing)
  - Metal screening
  - Colors of materials
  - Artistic elements of materials

- Massing / Size (within established project envelop)

- Functionality

- Neighborhood Integration
PNC would like your further input on the Look and Feel:

- What types of materials (glass, wood, metal, lighting) would you like to see highlighted in the Project design?
Working Group Input: Look and Feel

PNC would like your further input on the Look and Feel:

• How important is color variation?
Working Group Input: Look and Feel

PNC would like your further input on the Look and Feel:

• House does the streetscape integrate with the housing program?

17th Street
Working Group Input: Look and Feel

PNC would like your further input on the Look and Feel:

- House does the streetscape integrate with the housing program?

Mariposa Street at York Street
Next Steps

A chance for Working Group members to weigh in on Open Decision Points:

- Next Working Group meeting: February 7, 2023
- Listening Sessions (tentative, dates TBD)
- Community meeting(s) (tentative, dates TBD)
Public Comment

● Do any members of the public wish to comment?

● If you are joining via a computer please use the raise your hand feature and we will unmute you.

● Joining by phone? We will unmute folks one at a time and call out the last four digits of your phone number.
Please Reach Out Anytime

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