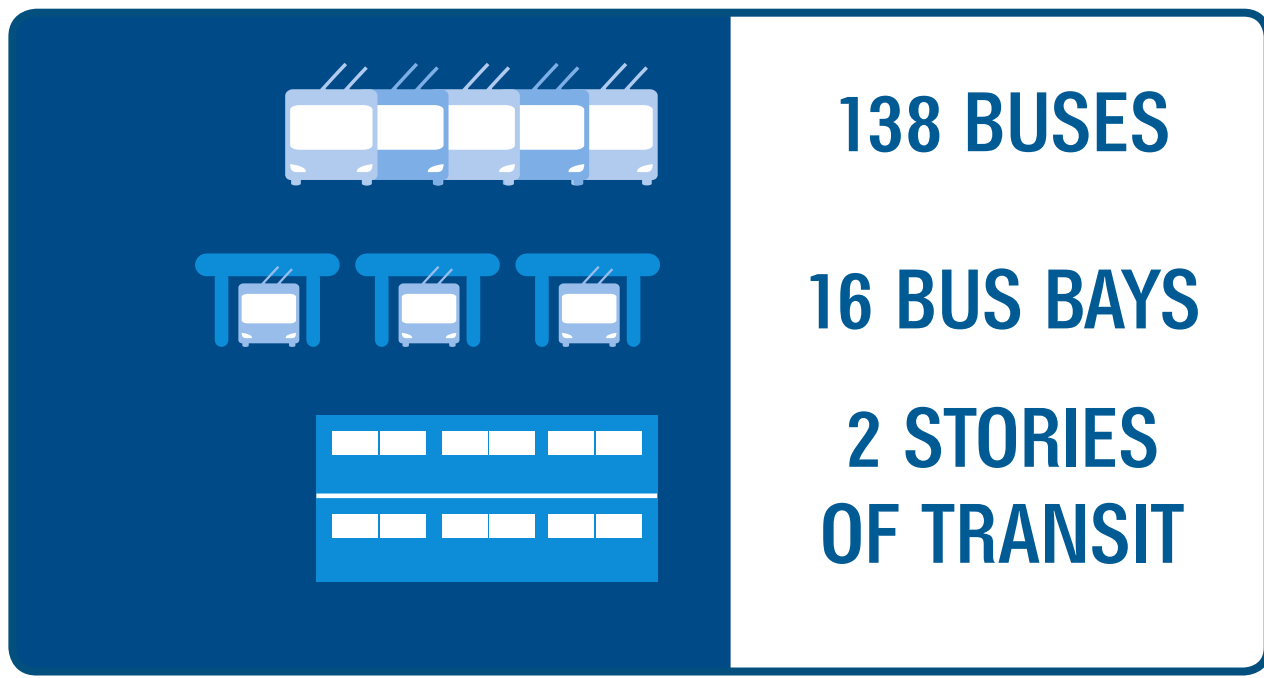
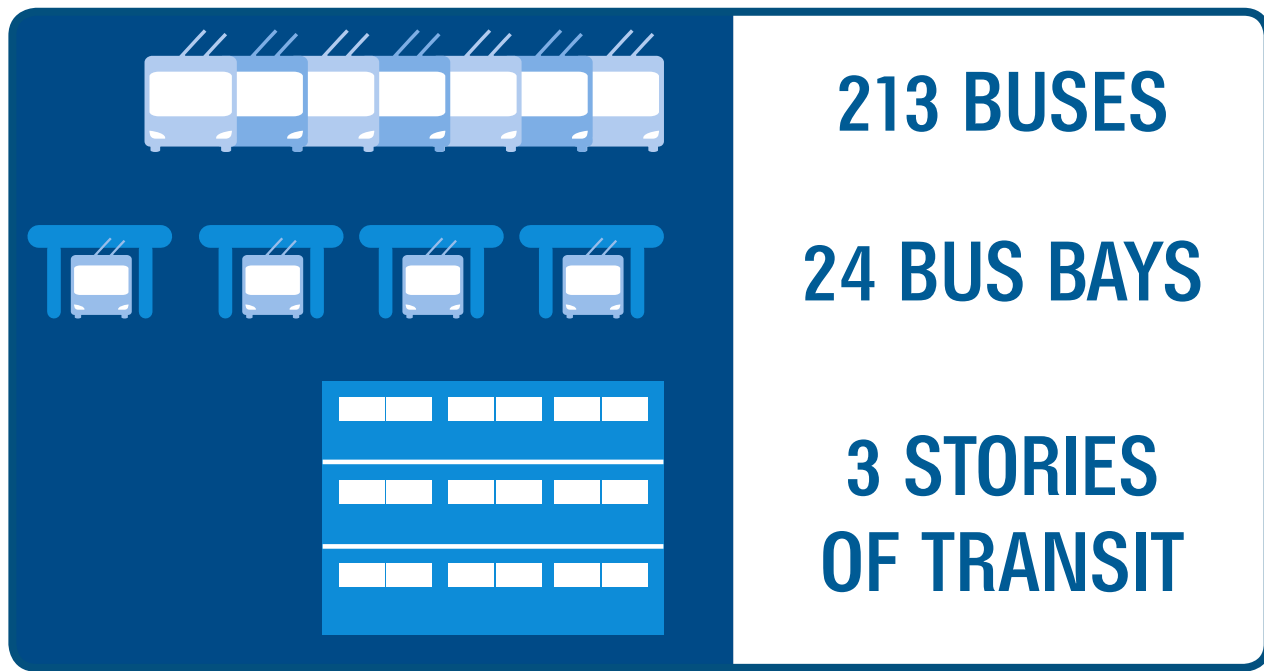


# POTRERO YARD MODERNIZATION PROJECT

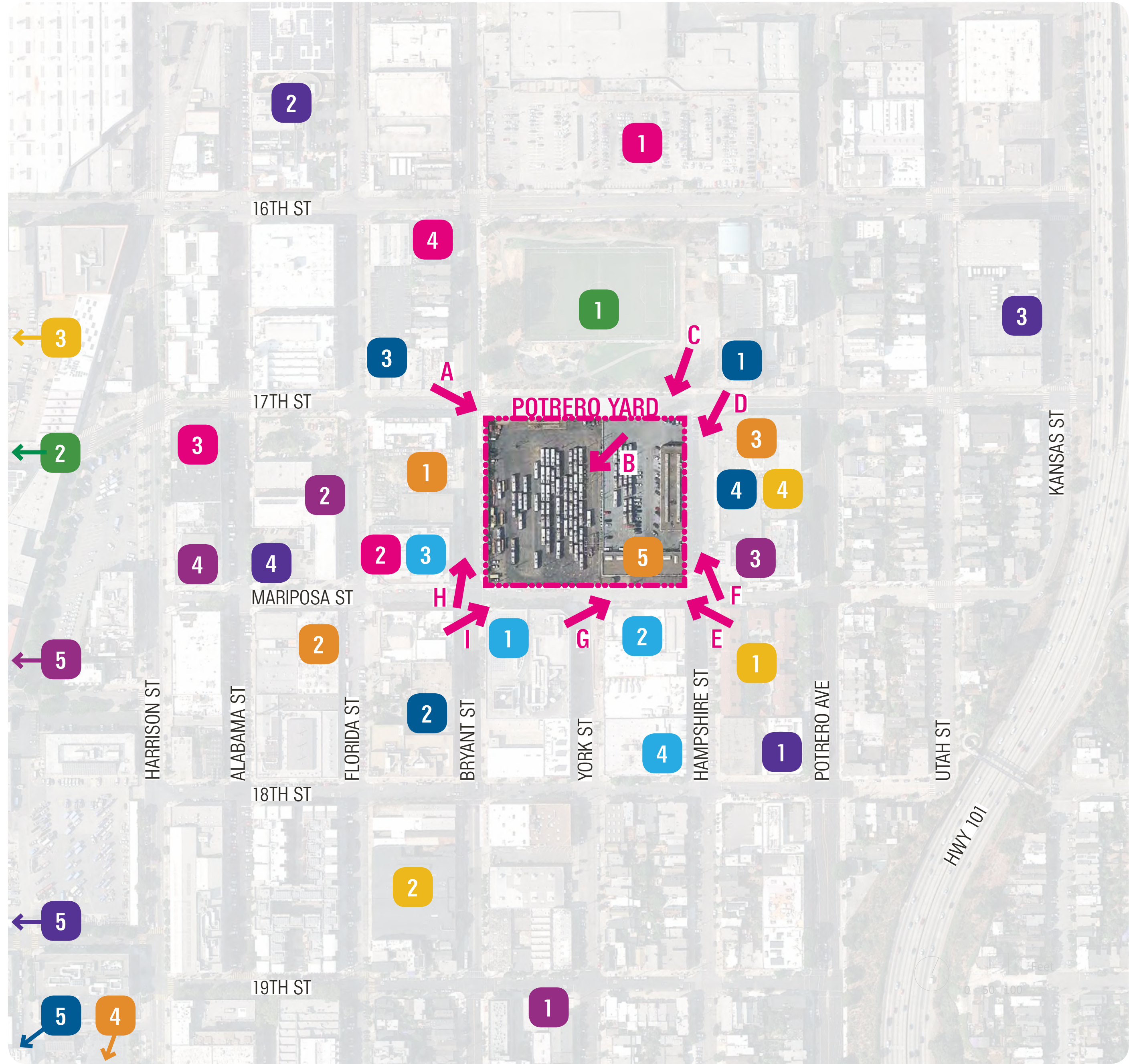
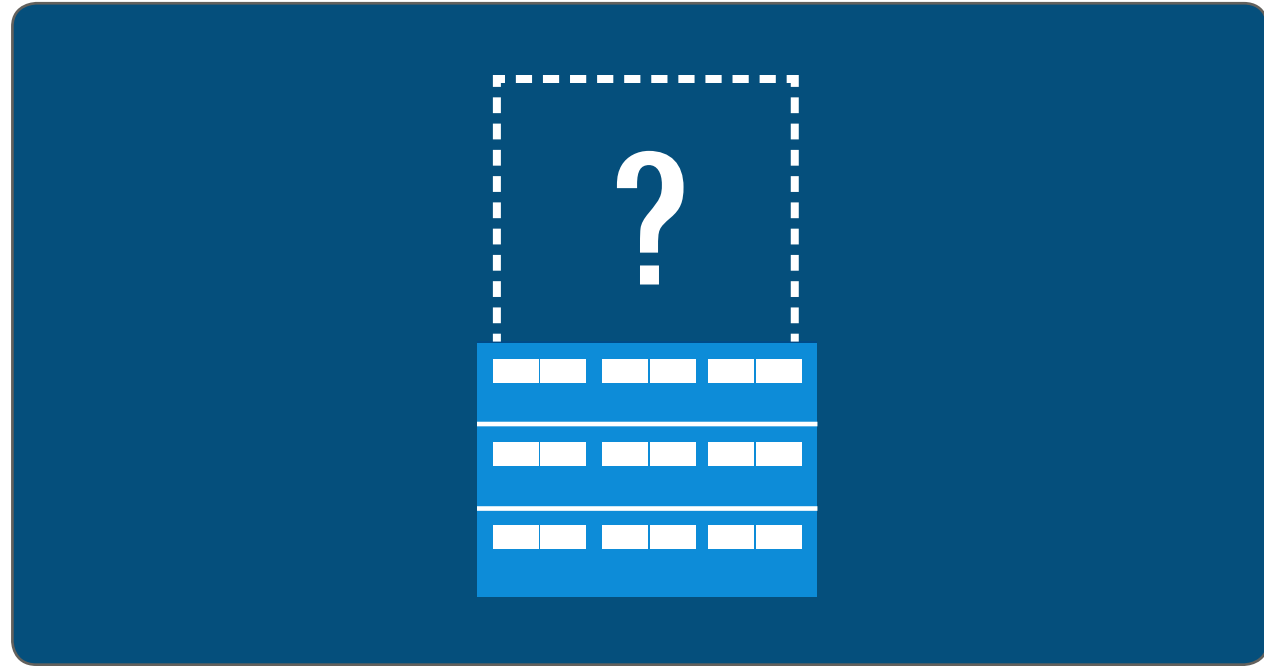
## CURRENT BUS CAPACITY



## FUTURE BUS CAPACITY



## POTENTIAL HOUSING ABOVE



Source: SFMTA

## EXISTING BUS YARD



# KEY NEIGHBORHOOD PLACES



## Retail / Food & Beverage

- 1 Potrero Center
- 2 Coffee Bar
- 3 Gus' Community Market
- 4 Double Play Bar and Grill



## Office / Commercial

- 1 KQED Studios (Renovations Pending)
- 2 Independent Television Services
- 3 Best Foods Building / Artist Studios
- 4 SF Magazine Headquarters



## Housing

- 1 Mariposa Gardens (Affordable Housing)
- 2 681 Florida (Entitled Affordable Housing)
- 3 2060 Folsom (Entitled Affordable Housing)
- 4 Rowan Building (338 Potrero)



## Community Serving

- 1 SGI SF Buddhist Center
- 2 Brightworks Charter School
- 3 Sweet Peas Preschool
- 4 Little Mission Studio
- 5 John O'Connell High School



## Cultural

- 1 Pacific Felt Factory
- 2 Z Space
- 3 Verdi Club
- 4 The Archery
- 5 ODC Dance Commons



## Non-Profit

- 1 Homeless Prenatal Program
- 2 SPCA Mission Adoption Center
- 3 CCA Wattis Institute
- 4 Project Artaud
- 5 Mission Neighborhood Center



## Industrial / Production Distribution & Repair (PDR)

- 1 1850 Bryant (Proposed PDR Space)
- 2 Pan-O-Rama Baking
- 3 Leyser-Green Co. Building
- 4 Day Labor Program
- 5 SFMTA Potrero Bus Yard



## Open Space

- 1 Franklin Square
- 2 In Chan Kaajal Park

What are your favorite places in the neighborhood?

✍️ ✍️

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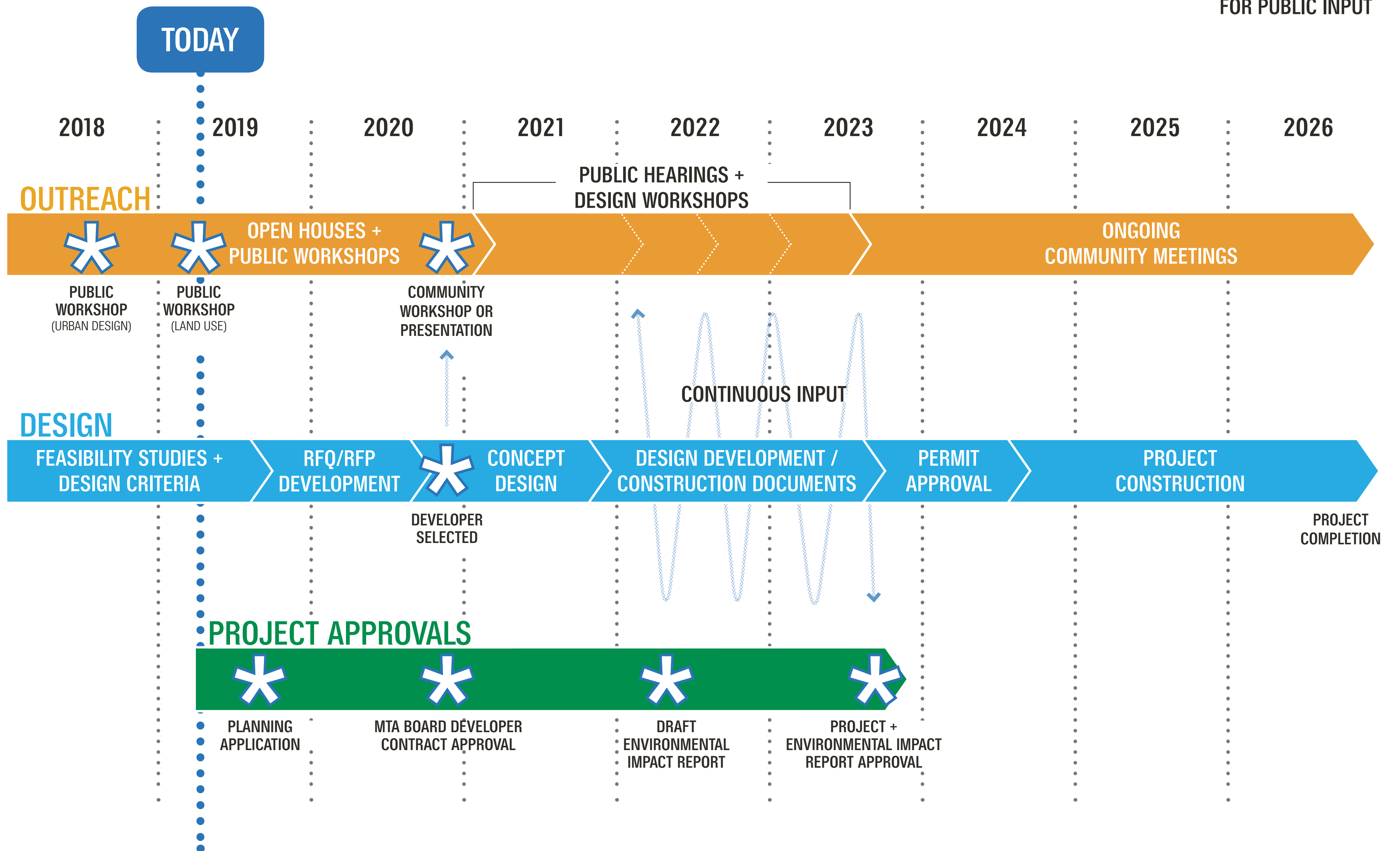
# PROJECT GOALS AND PROCESS

## WHY MODERNIZE?



## PROJECT TIMELINE AND PROCESS

MILESTONES WITH OPPORTUNITIES FOR PUBLIC INPUT



## WAYS TO STAY INVOLVED

Join the Potrero Yard Working Group!

Attend public workshops

Subscribe to project updates at:  
[www.sfmta.com/potreroyard](http://www.sfmta.com/potreroyard)

# WHAT WE HEARD: LAND USE AND SCALE

Careful placement of height to minimize shadow on Franklin Square

More height for more affordability and housing units

Building character and form should match surrounding neighborhood

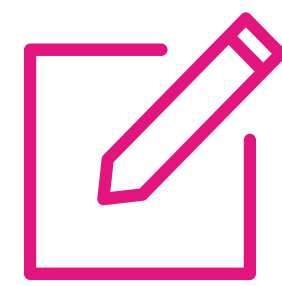
Source: Most common comments from Dec. 5th and Dec. 8th, 2018 Potrero Yard Workshops at Sports Basement. Approximately 25 and 22 attendees respectively.

## What else?

# PROJECT CONSIDERATIONS

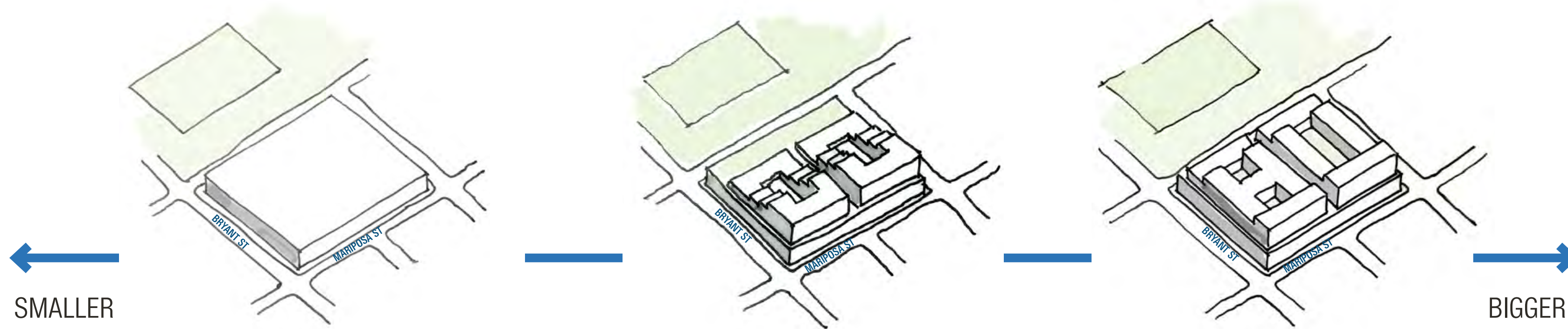


#1 Should there be housing here?



#2 If not, what use is more appropriate on this site?

## BUILDING SIZE CONSIDERATIONS



NO HOUSING

HOUSING +  
MINIMIZED SHADOW

MAXIMIZE  
HOUSING

TOTAL UNITS

0

500-700

800-1000

HEIGHT RANGE

70' to 75'

70' to 150'

90' to 150'+

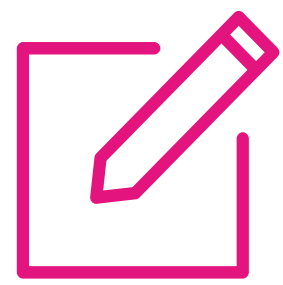
NEW SHADOW ON FRANKLIN SQUARE



PRIVATE FUNDING



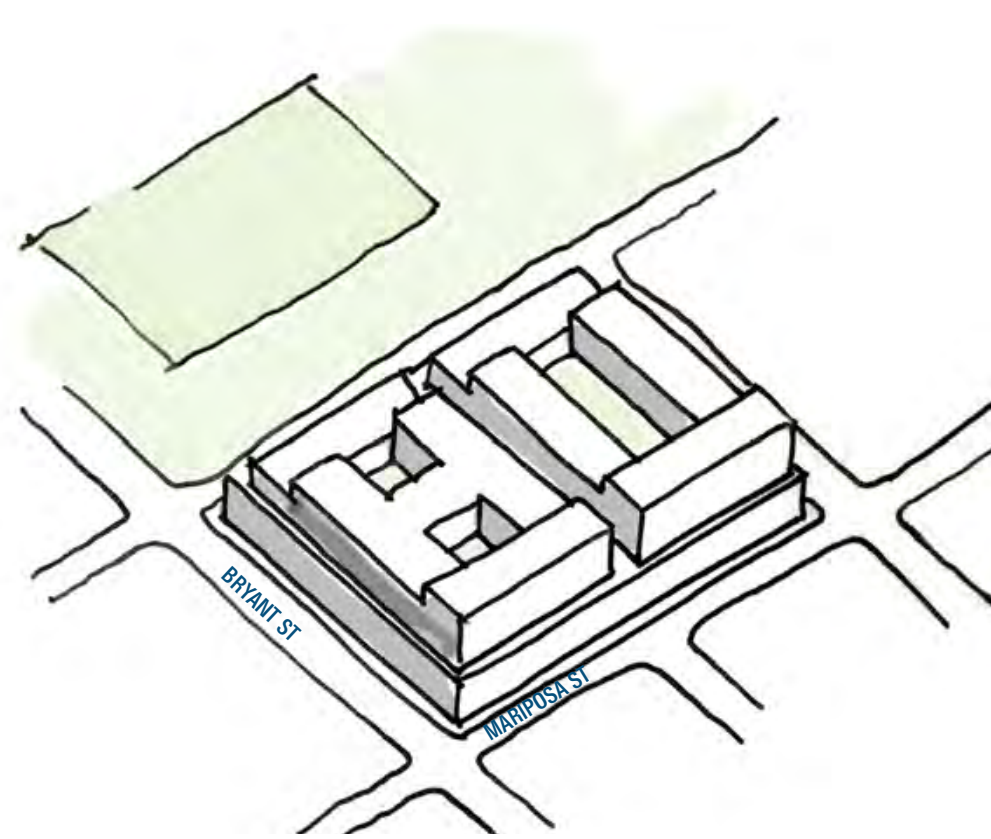
PUBLIC FUNDING



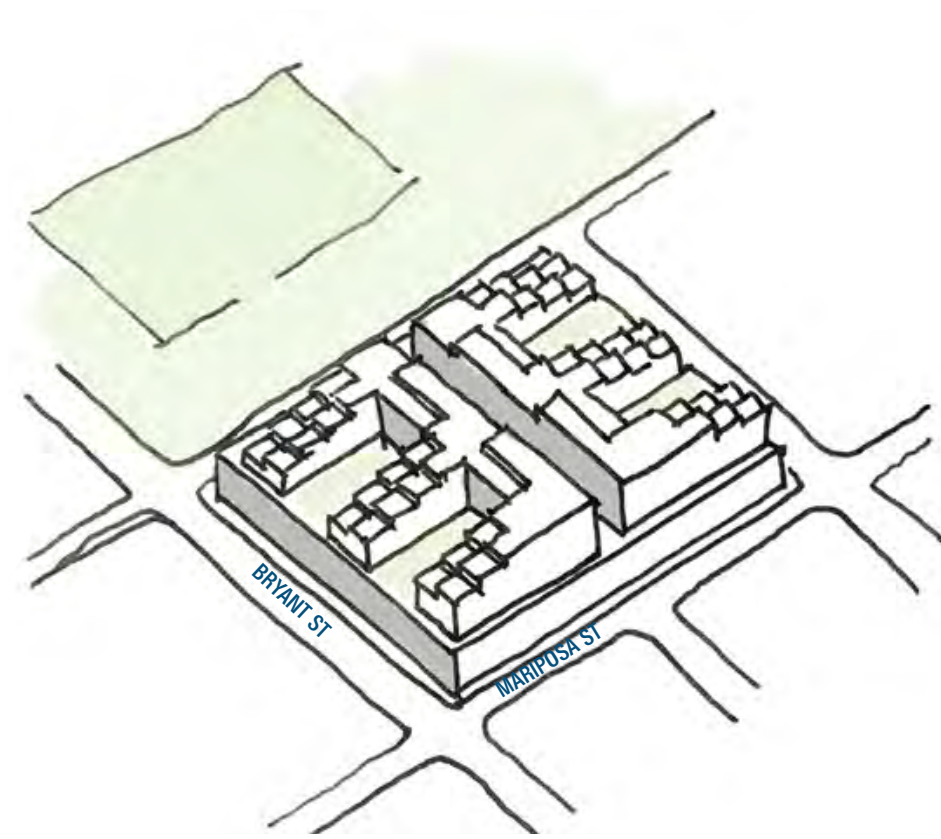
#3 Which three size considerations would you prioritize and why?

## RANGE OF POSSIBLE DESIGN IDEAS

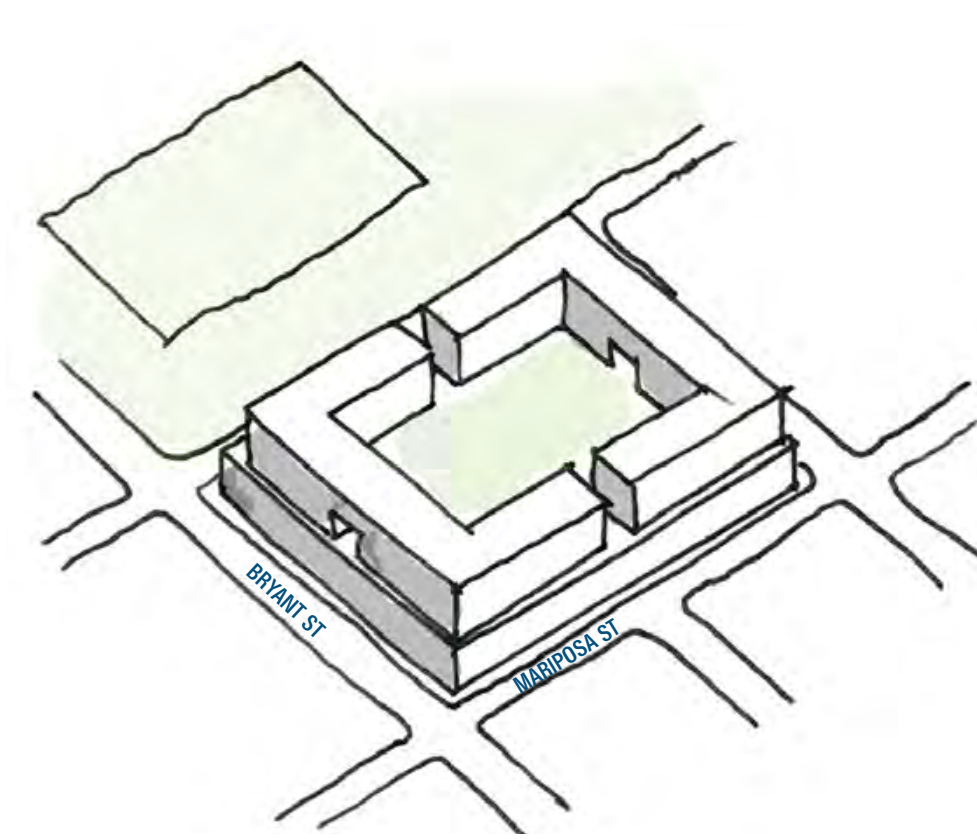
The purpose of these concepts is to illustrate the wide range of potential approaches to massing and project design. Further design work will be needed to determine the feasibility of various concepts.



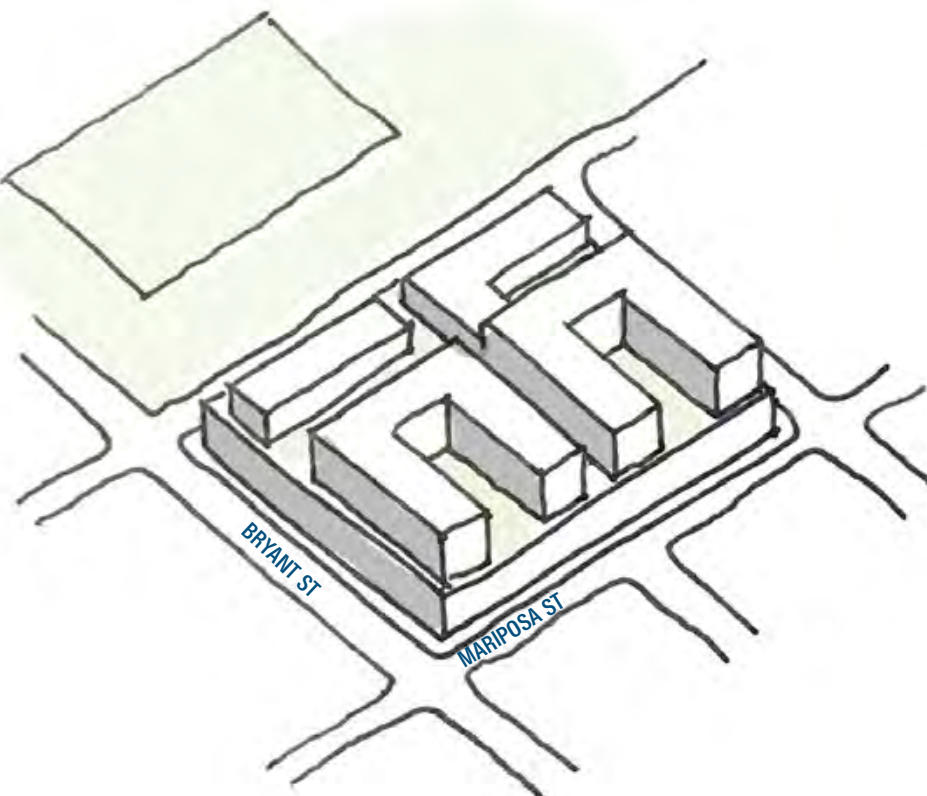
MAX OUT HOUSING



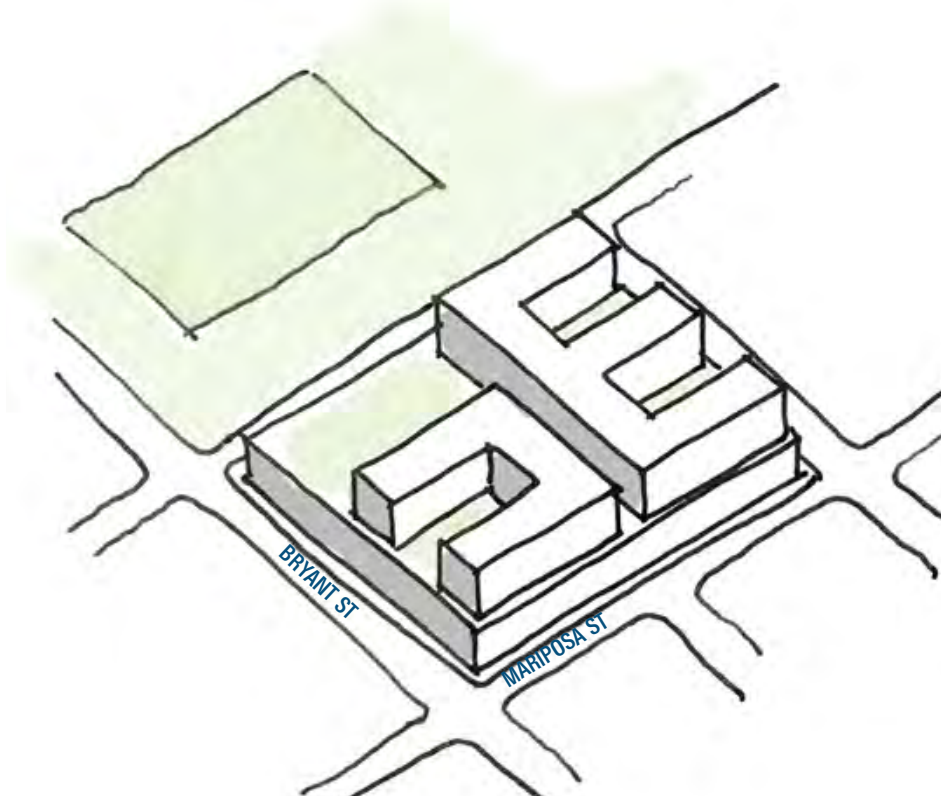
TERRACED



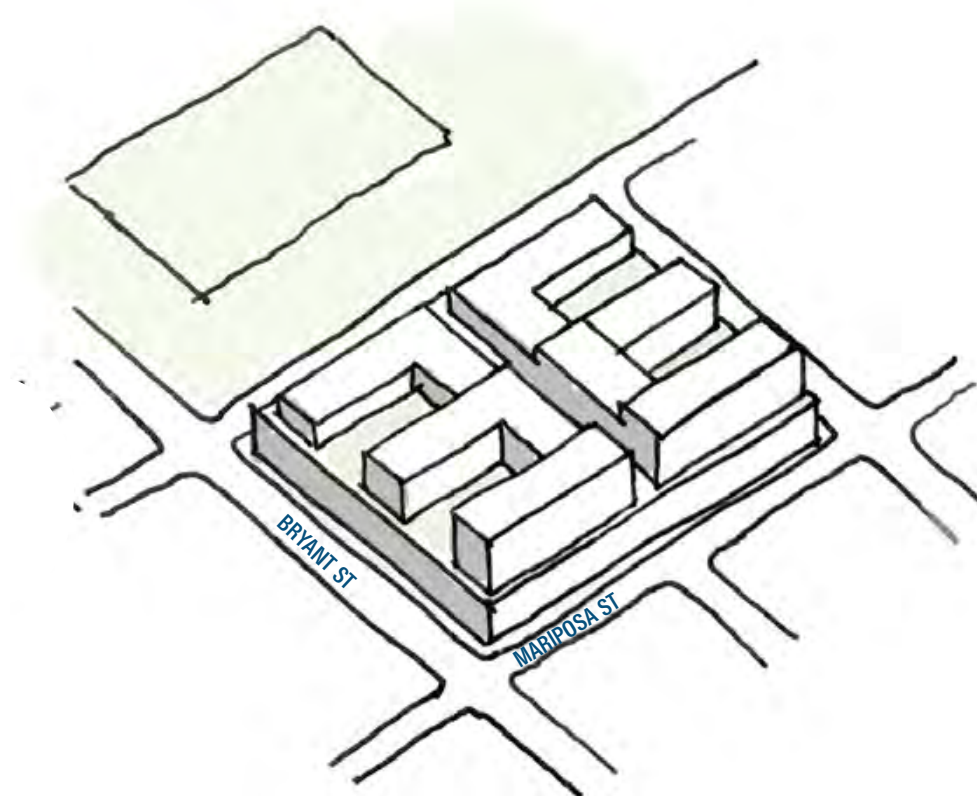
COURTYARD



SEPARATE MASSES



GREEN SPACE



STEPPED

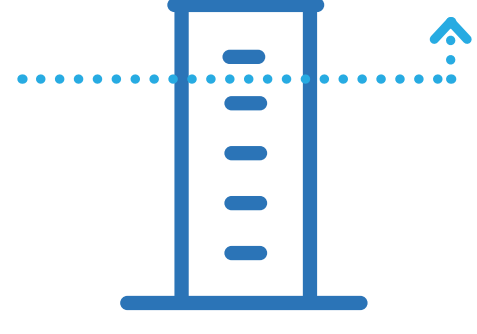
# PRELIMINARY SHADOW STUDIES

## PROP K (SUNLIGHT ORDINANCE)

### APPLIES TO:

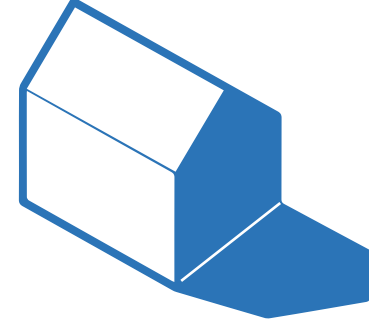


BUILDINGS LOCATED NEAR OPEN SPACES



BUILDINGS OVER 40 FEET TALL

### REQUIRES:



STUDY TO UNDERSTAND IF SHADOW IMPACT ON PARK IS SIGNIFICANT AND ADVERSE

### PROCESS:



CITY TO VOTE ON APPROVING THE PROJECT

### WHAT IS CONSIDERED IN THE STUDY?

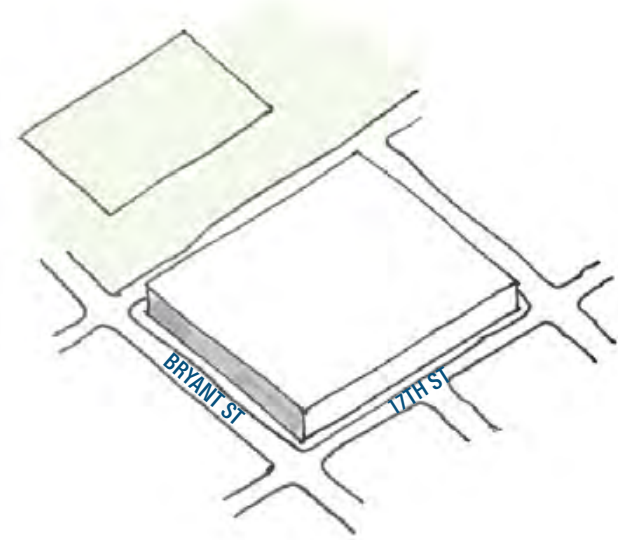
PUBLIC GOOD SERVED BY A BUILDING

DURATION AND TIME OF SHADOW (brief shadows are preferred)

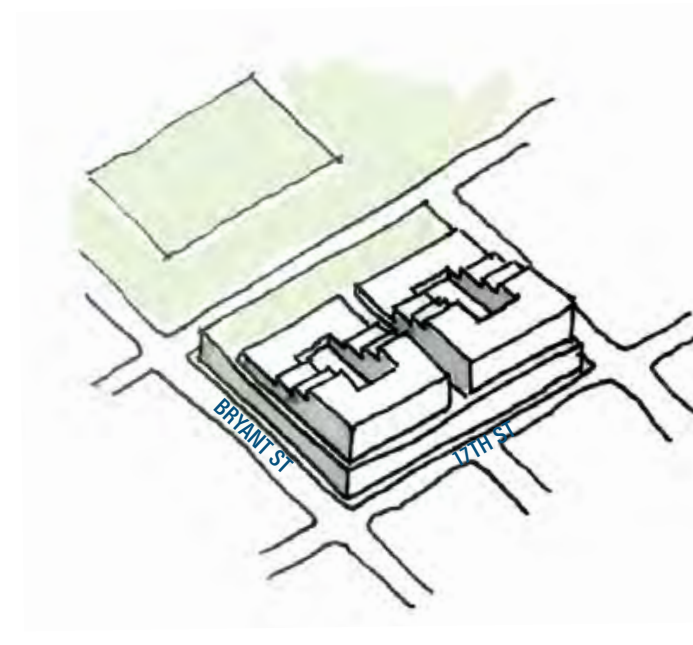
LOCATION OF SHADOW (avoid shadows in high use areas)

SIZE OF SHADOW (small shadows are preferred)

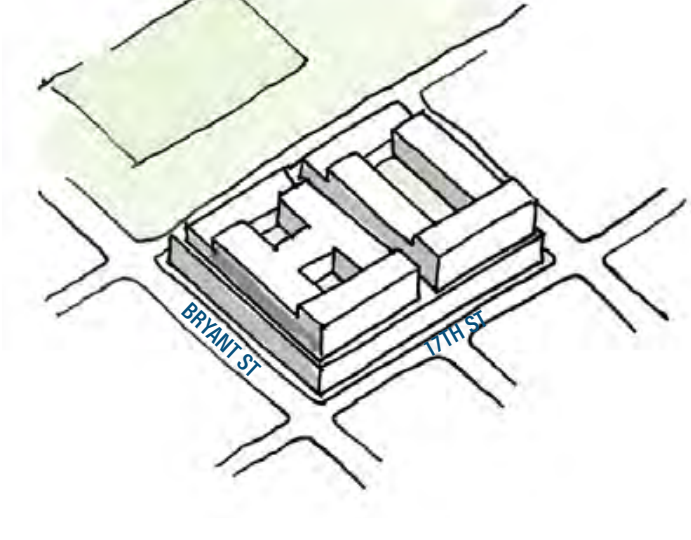
## PRELIMINARY SHADOW STUDIES



NO HOUSING



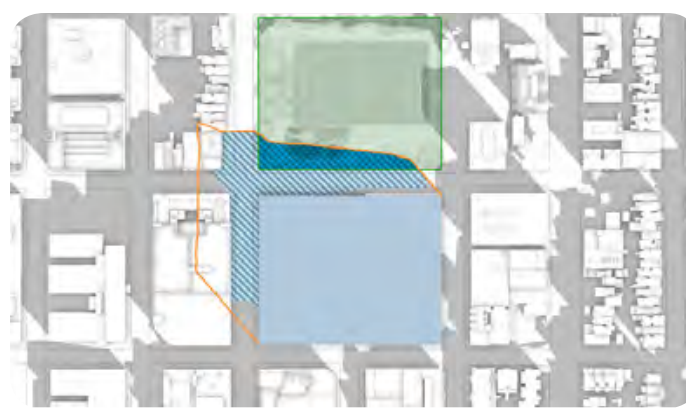
HOUSING + MINIMIZED SHADOW



MAXIMIZE HOUSING

WINTER SOLSTICE  
DECEMBER 21

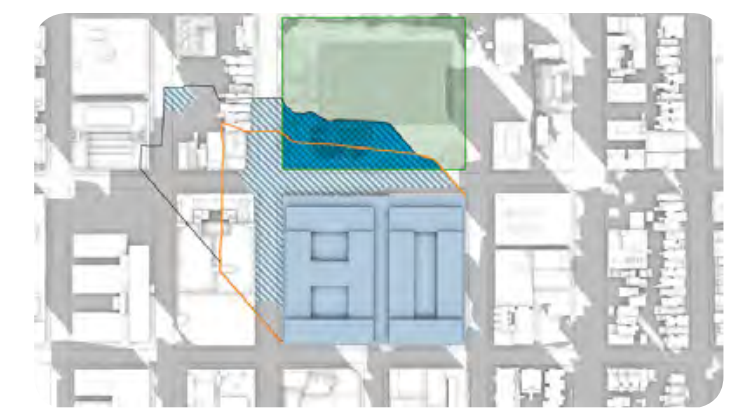
9 AM



9 AM



9 AM



NOON



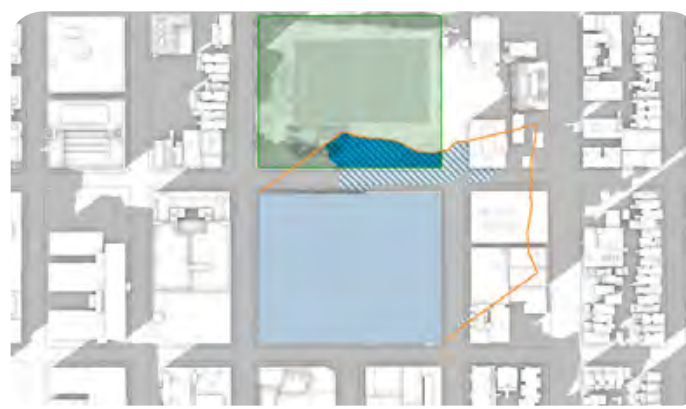
NOON



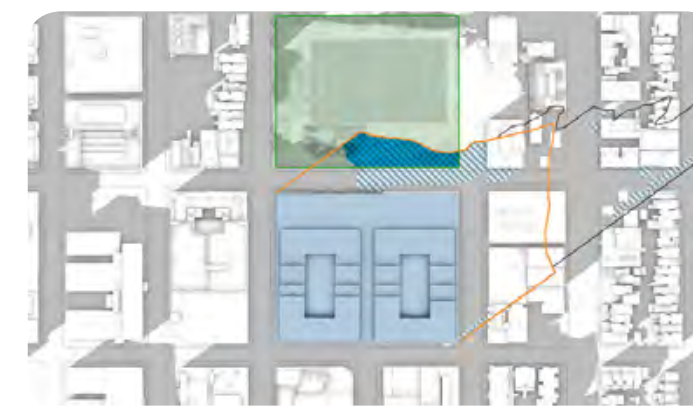
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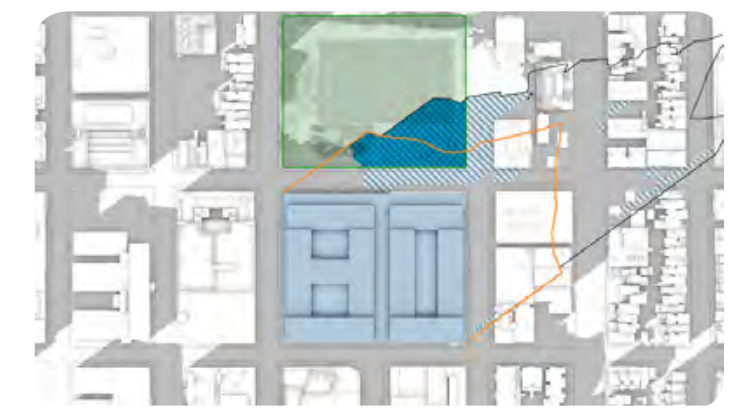
4PM



4PM



4PM



EQUINOX  
SEPTEMBER 21

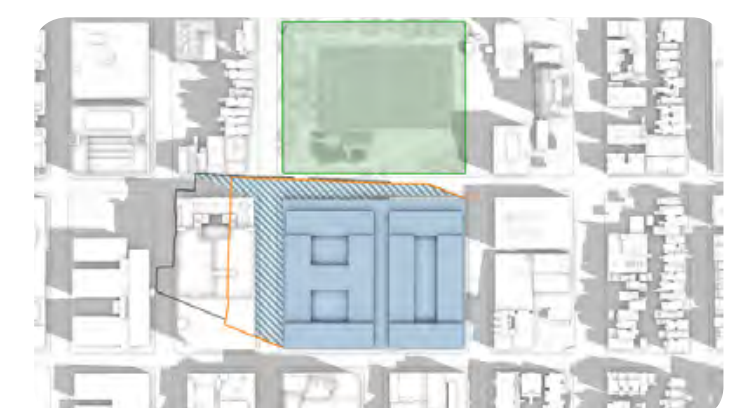
9 AM



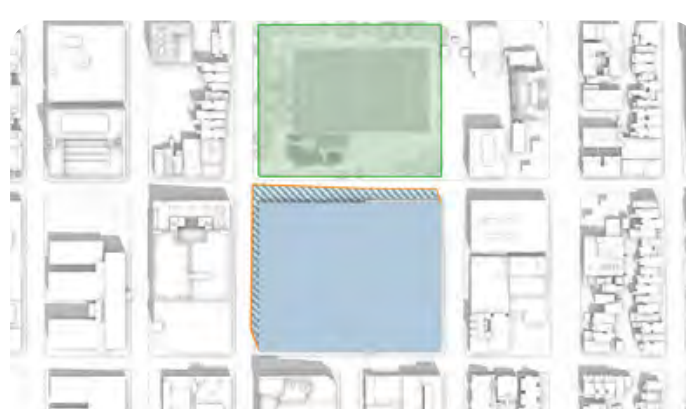
9 AM



9 AM



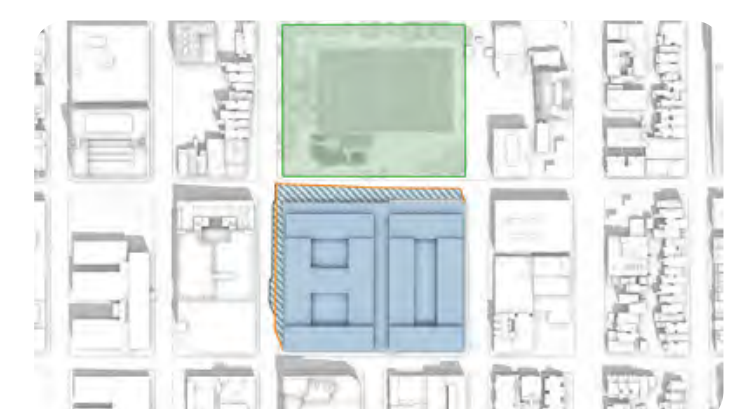
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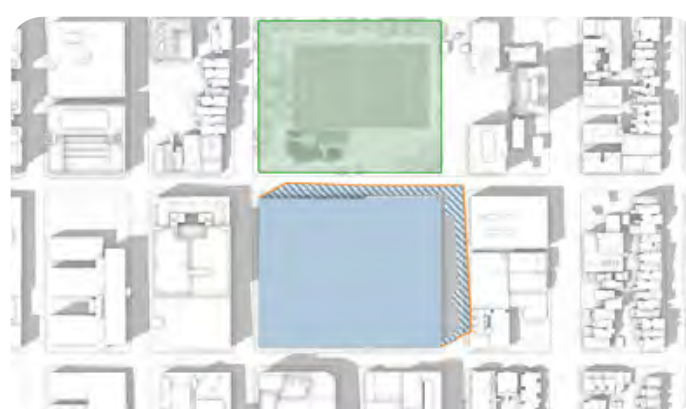
NOON



NOON



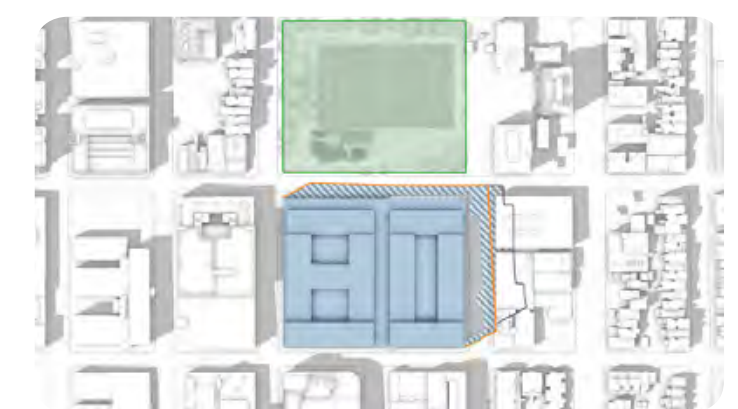
4PM



4PM



4PM



# FRANKLIN SQUARE

## PARK FEATURES



**#4 What areas on the park are most heavily used and at what times of day?**



# WHAT WE HEARD: AFFORDABILITY

Maximize  
affordable  
housing

Opportunity to  
help accomplish  
**Citywide and  
Neighborhood**  
housing goals

Maximize total  
housing units

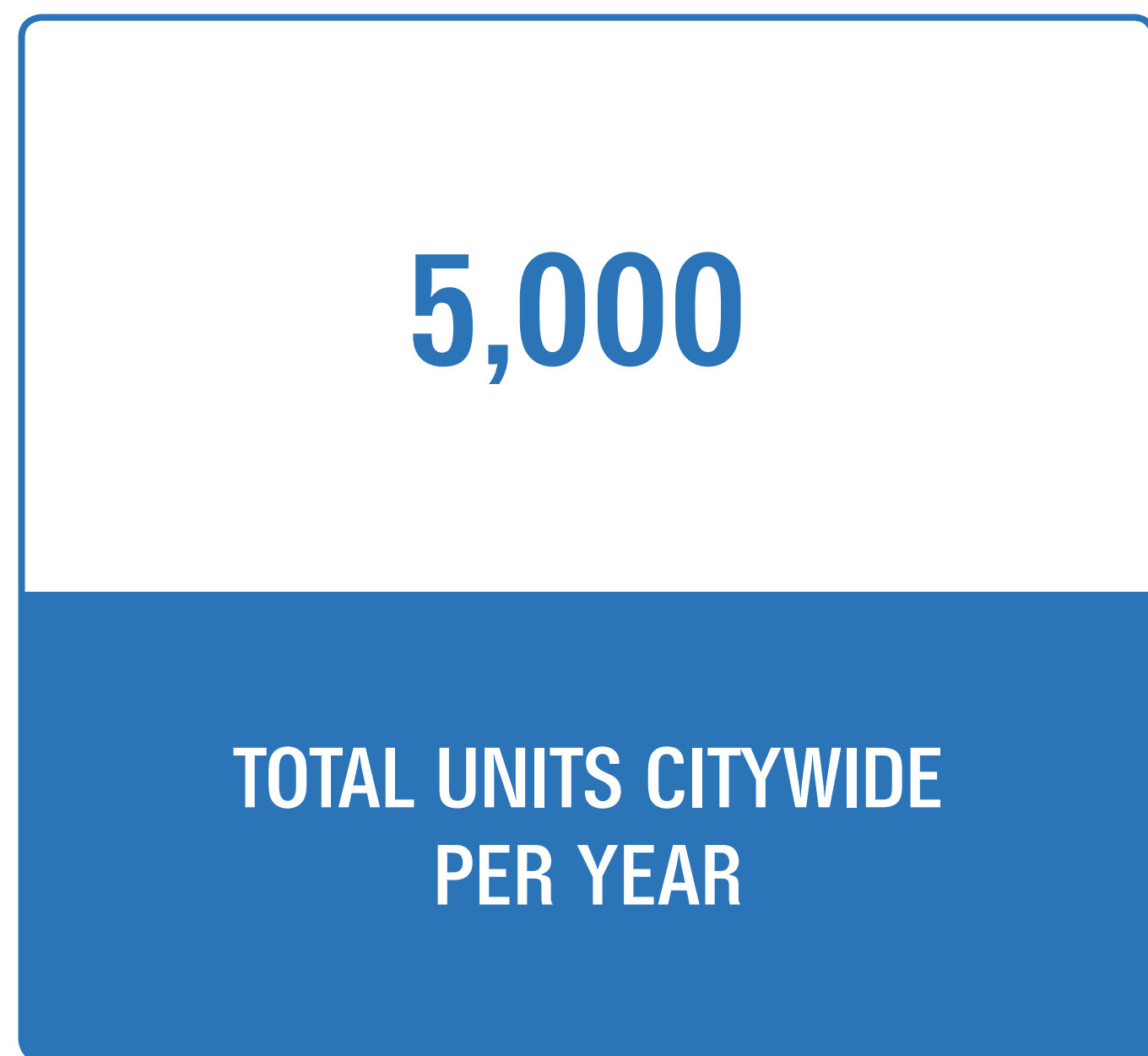
Source: Most common comments from Dec. 5th and Dec. 8th, 2018 Potrero Yard Workshops at Sports Basement. Approximately 25 and 22 attendees respectively.

## What else?



# AFFORDABLE HOUSING IN THE MISSION

## ACHIEVING CITY AND MISSION SPECIFIC GOALS



Source: San Francisco Mayor London Breed Housing Goal  
<https://sf.curbed.com/2017/9/28/16378590/el-lee-housing-san-francisco>

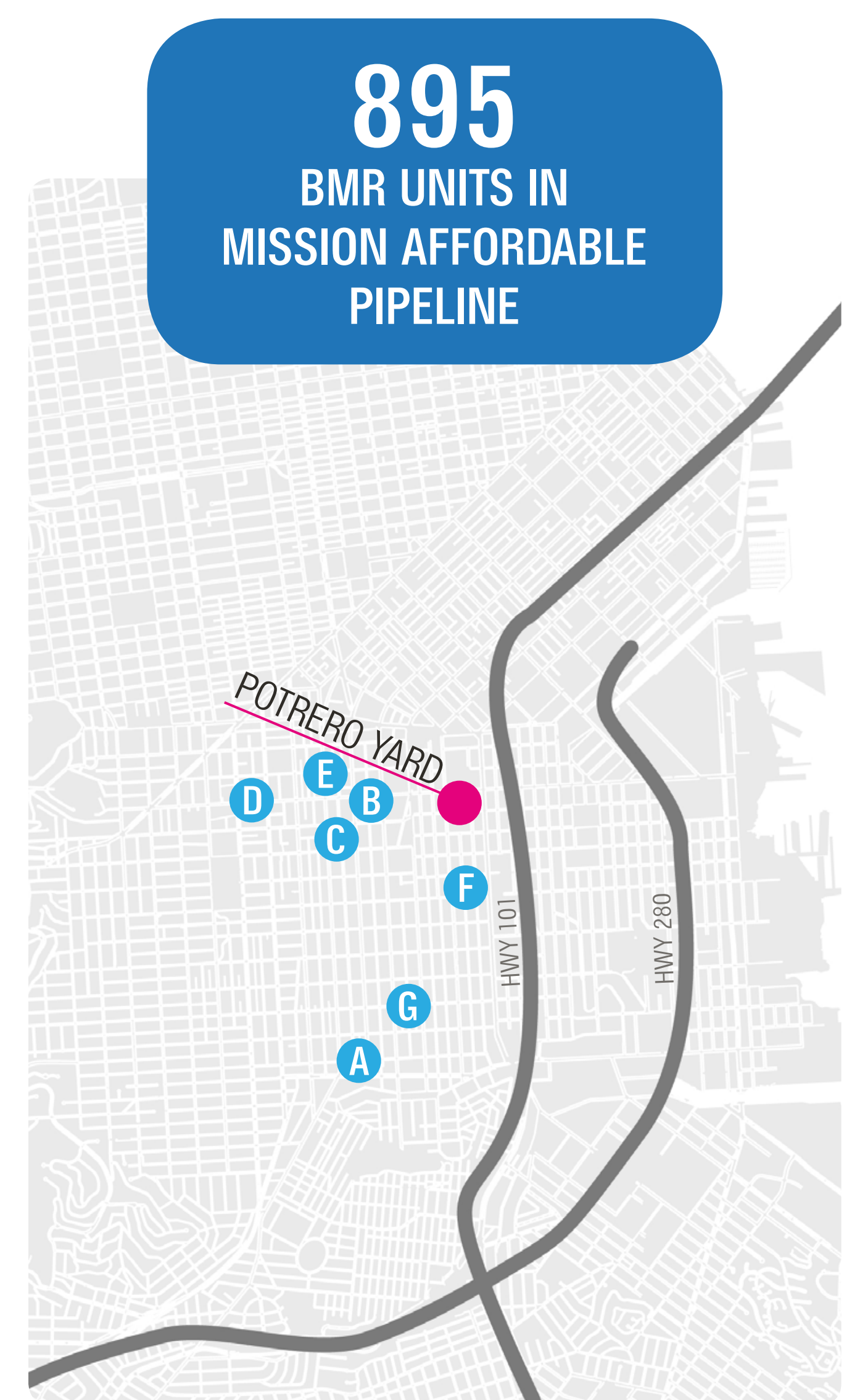


Source: Mayor's Office of Housing and Community Development Affordable Housing Target.



Source: Mission Action Plan 2020.

## MISSION PIPELINE AFFORDABLE HOUSING PROJECTS

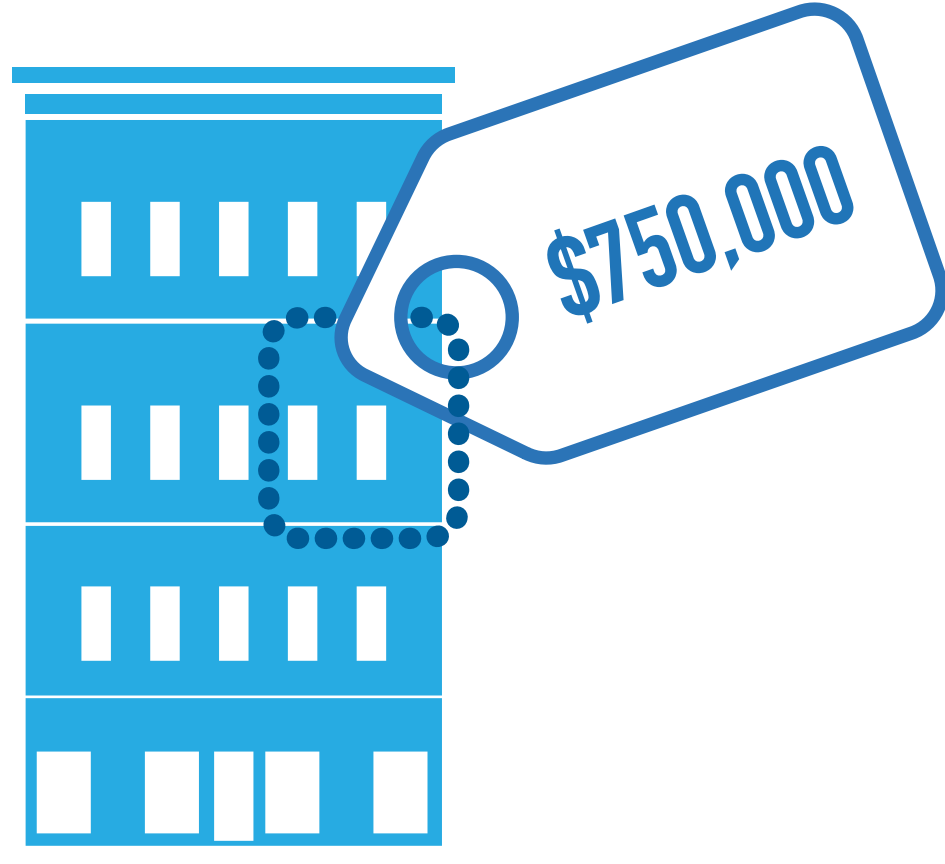


There are proposed market rate projects that have yet to determine their compliance path with inclusionary requirements, so this number may increase.

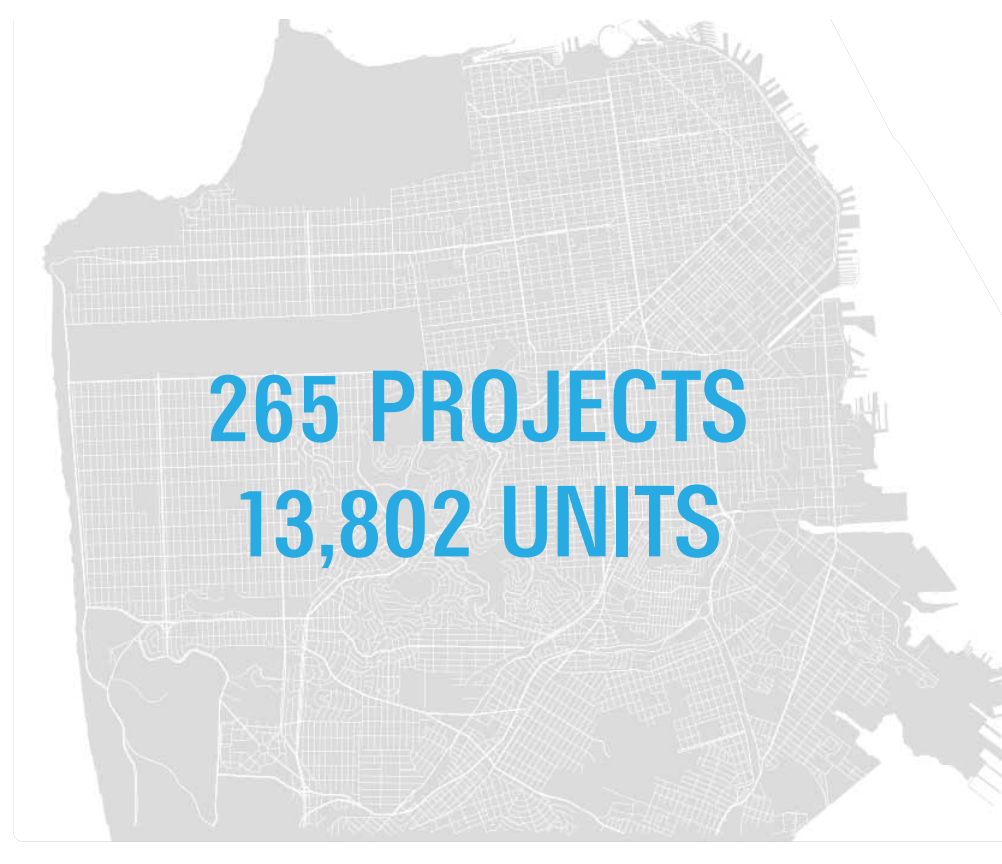


Source: Mayor's Office of Housing and Community Development Presentation, January 23, 2019

# UNDERSTANDING AFFORDABILITY



**AVERAGE COST TO BUILD ONE AFFORDABLE UNIT IN SAN FRANCISCO (not including land costs)**



**MOHCD AFFORDABLE HOUSING CITYWIDE PIPELINE**



**LIMITED RESOURCES MEAN GOOD PROJECTS COMPETE FOR FUNDS**

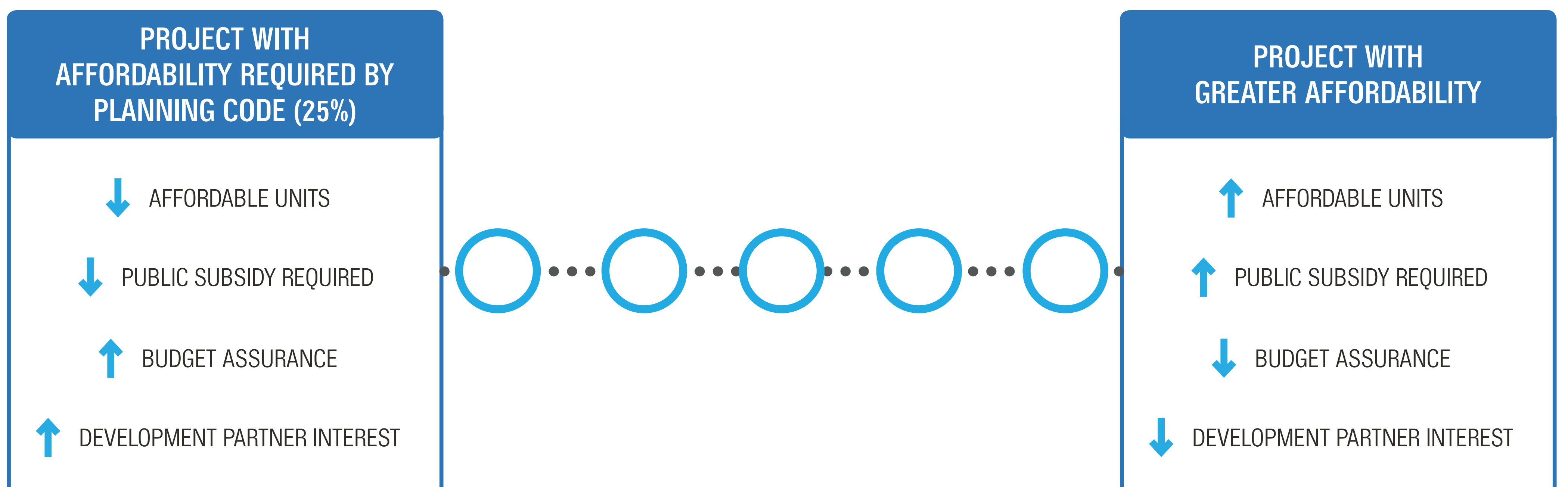
Sources: San Francisco Mayor's Office of Housing & Community Development, Affordable Housing Pipeline. September 30, 2018.

**AFFORDABILITY REQUIRED BY PLANNING CODE (25%)**  
(Assuming a Project of Constant Size)

**PROJECT WITH GREATER AFFORDABILITY**  
(Assuming a Project of Constant Size)

	AFFORDABILITY REQUIRED BY PLANNING CODE (25%) (Assuming a Project of Constant Size)	PROJECT WITH GREATER AFFORDABILITY (Assuming a Project of Constant Size)
# OF AFFORDABLE UNITS	●○○	●●○
CONTRIBUTION TOWARD AFFORDABLE HOUSING GOALS	●●○	●●●
CONTRIBUTION TOWARD OVERALL HOUSING GOALS	●●●	●●●
BUDGET ASSURANCE	●●●	●○○
PUBLIC SUBSIDY REQUIRED	●○○	●●●
INTEREST OF DEVELOPMENT PARTNER	●●●	●○○

**#5 Place a check mark for your preference on the affordability spectrum below.**

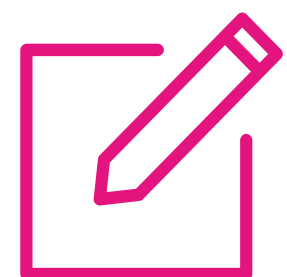


# WHO LIVES IN AFFORDABLE HOUSING?

## ANNUAL INCOME BY HOUSEHOLD TYPE

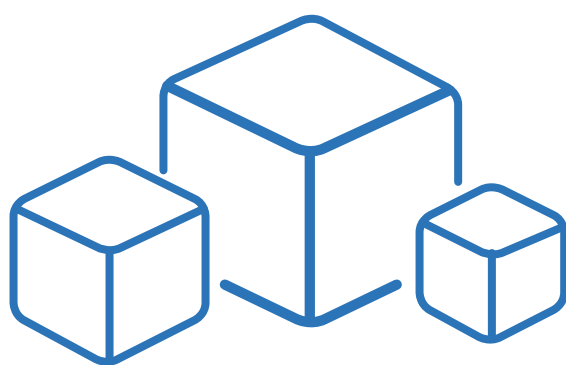

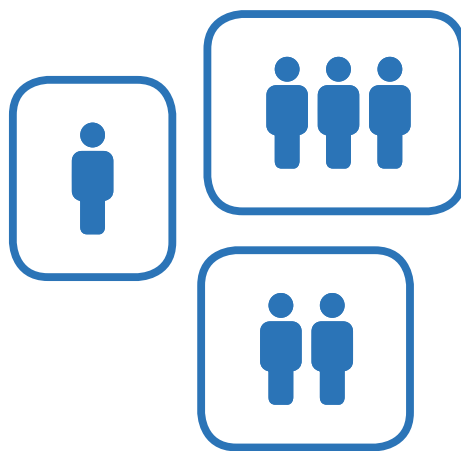
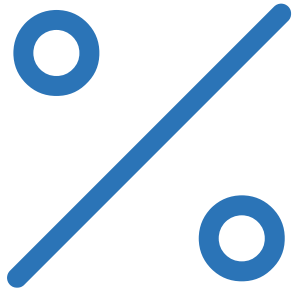
		1 PERSON	2 PEOPLE	3 PEOPLE	4 PEOPLE
<b>UP TO 55% AMI</b>	<b>HOUSEHOLDS OF LOW INCOME</b>	\$45,600	\$52,100	\$58,600	\$65,100
	Dental Lab Technicians    Construction Laborers    Non-Profit Service Provider				
<b>UP TO 90% AMI</b>	<b>HOUSEHOLDS OF MEDIAN INCOME</b>	\$74,600	\$85,250	\$95,900	\$106,550
	Entry level Firefighters    Healthcare Social Workers    MUNI Operators and MUNI Mechanics				
<b>UP TO 110% AMI</b>	<b>HOUSEHOLDS OF MODERATE INCOME</b>	\$91,200	\$104,150	\$117,200	\$130,250
	Entry level Police Officers    EMS Dispatchers    School Psychologists				

Sources: San Francisco Mayor's Office of Housing & Community Development. 2018 Maximum Income by Household Size. Bureau of Labor Statistics Index. May 2017 State Occupational Employment and Wage Estimates, California.



**#6 What income ranges should be prioritized here?**

## WHAT AFFECTS AFFORDABILITY?

 <p><b>AFFORDABILITY MIX</b> How many affordable vs. market rate?</p>	 <p><b>UNIT COUNT</b> How many total units?</p>
 <p><b>UNIT TYPE</b> How many bedrooms?</p>	 <p><b>INCOME LEVELS</b> What mix of AMI range within affordable units?</p>



**#7 What aspects of affordability are most important to you? Pick Two.**

# WHAT WE HEARD: TRANSPORTATION

Implement  
bus traffic control  
and safety

SFMTA and  
Potrero Yard as  
a transit-first  
hub and facility

Ensure  
joint development  
use compatibility

Concern about no  
on-site parking

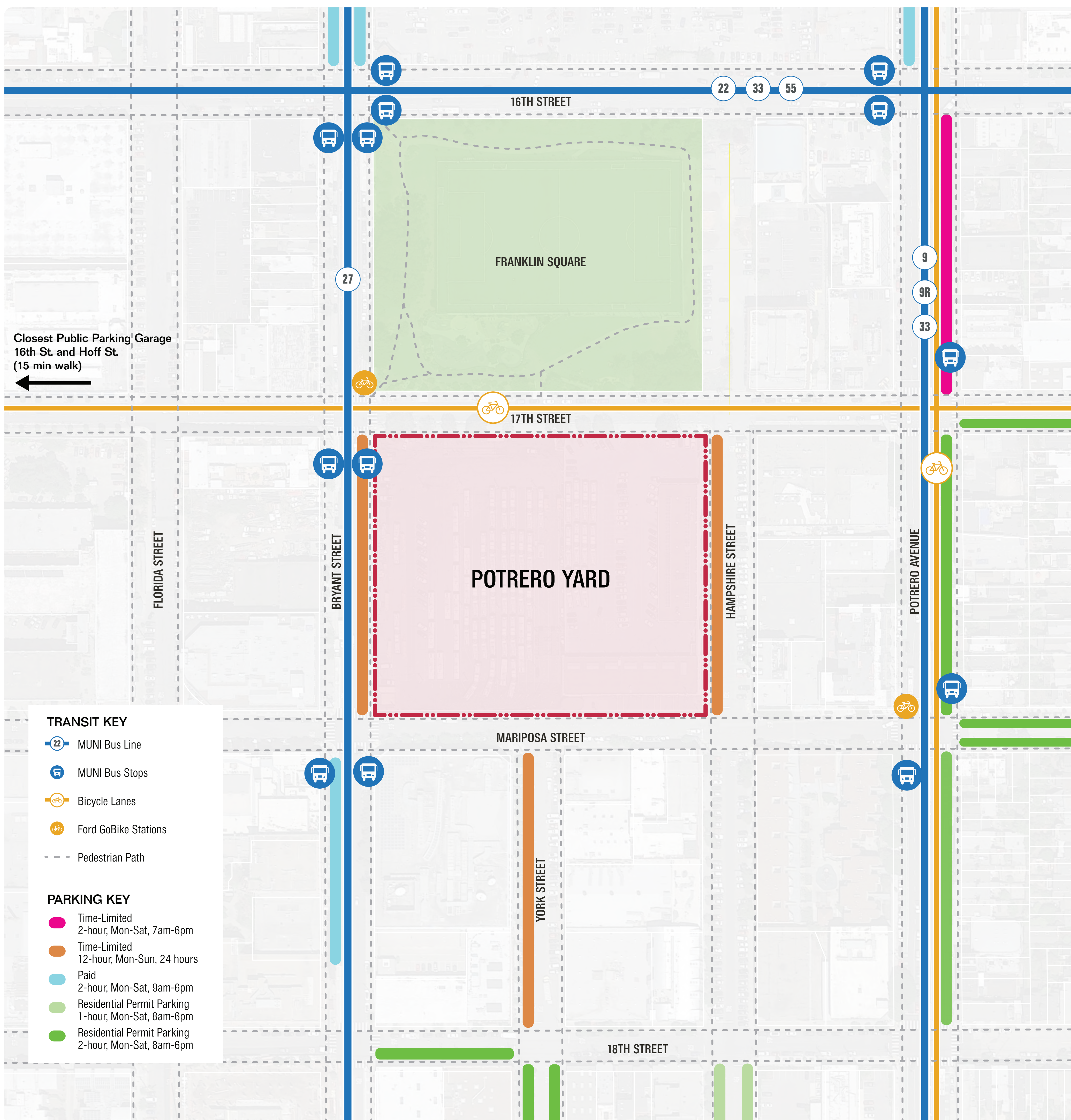
17th and Hampshire  
as pedestrian and  
bike-friendly streets

What else?

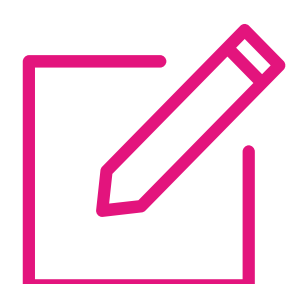
Source: Most common comments from Dec. 5th and Dec. 8th, 2018 Potrero Yard Workshops at Sports Basement. Approximately 25 and 22 attendees respectively.

# TRANSPORTATION

## PARKING AND TRANSIT NEAR SITE



SFMTA WILL BEGIN A NORTHEAST MISSION RESIDENTIAL PERMIT PARKING PLANNING PROCESS LATER THIS YEAR (2019). SFMTA HAS AN RFP AVAILABLE NOW FOR A CONSULTANT PARTNER TO DEVELOP AN SFMTA TDM PLAN.



**#8 What transportation-related challenges does the neighborhood experience now? Please, mark the map.**

# TRANSPORTATION DEMAND MANAGEMENT STRATEGIES

## TRANSPORTATION CONSIDERATIONS

Families need space and support

### POSSIBLE STRATEGIES



Access to Transit

### POSSIBLE STRATEGIES



Options for Low-Income Residents

### POSSIBLE STRATEGIES



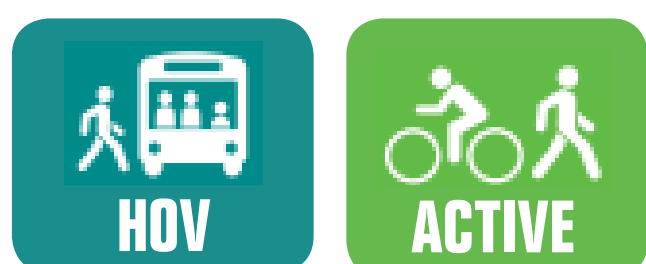
Potrero Yard Employee Needs

Current MUNI Employees  
391 (245 are Operators)

Future MUNI Employees  
829 (383 are Operators)

Source: SFMTA

### POSSIBLE STRATEGIES



Travel to Regional Destinations

### POSSIBLE STRATEGIES



Cars for Individuals and Families in Need

### POSSIBLE STRATEGIES



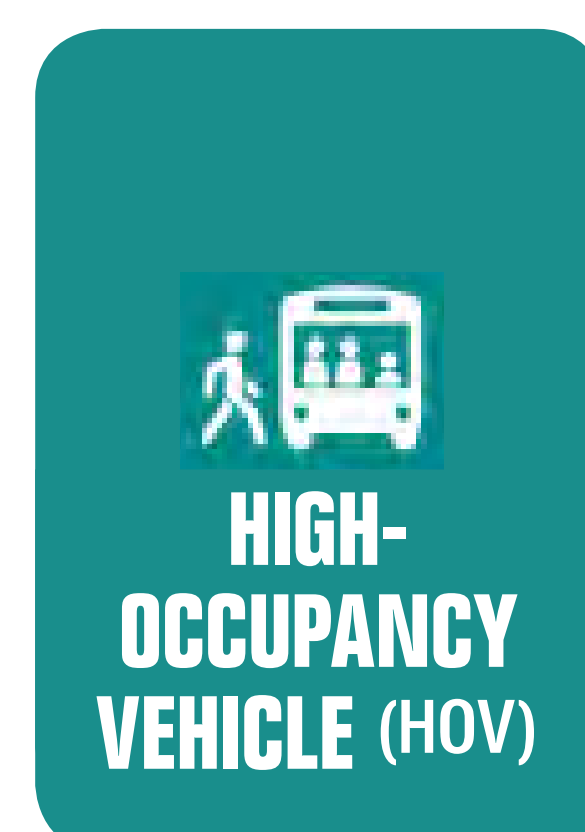
Access to Goods and Amenities

### POSSIBLE STRATEGIES



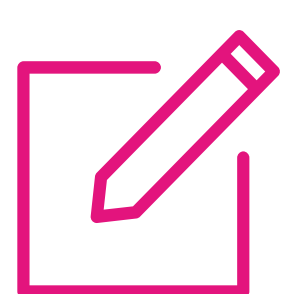
Source: Most common comments from Dec. 5th and Dec. 8th, 2018 Potrero Yard Workshops at Sports Basement. Approximately 25 and 22 attendees respectively.

## TRANSIT DEMAND STRATEGIES



# TRANSPORTATION DEMAND MANAGEMENT STRATEGIES

 <p>FAMILY</p>	 <p>Additional Storage Space</p>	 <p>Car-Share Parking</p>	 <p>On-Site Childcare</p>	 <p>CAR SHARE</p>	 <p>Car-Sharing Program</p>
 <p>ACTIVE</p>	 <p>Streetscape Improvement</p>	 <p>Bike Parking</p>	 <p>Showers + Lockers</p>	 <p>Bike Share</p>	 <p>Bike Repair</p>
 <p>DELIVERY</p>	 <p>Provide Delivery Services</p>	 <p>Delivery Loading/Amenities</p>	 <p>INFO</p>	 <p>Multimodal Wayfinding</p>	 <p>Transportation Info Display</p>
 <p>HIGH-OCCUPANCY VEHICLE</p>	 <p>Muni + BART Subsidies</p>	 <p>Shuttle Bus to/from Transit</p>	 <p>Van-Pool Program</p>		
<p>Your Ideas Here!</p>	 <p>?</p>	 <p>?</p>	 <p>?</p>	 <p>?</p>	 <p>?</p>



#9 Which of these city-wide TDM strategies are most applicable to the project?