



Potrero Yard Neighborhood Working Group Meeting Minutes

Wednesday, December 12, 2018, 6:00 p.m. to 8:00 p.m.

Potrero Yard, 2500 Mariposa Street

Note - the meeting minutes capture the overall tone of the group's discussion and is not meant to be an exact transcription.

Attendees

Present:

Magda Freitas
Scott Feeney
Kamilah Taylor
Alexander Hirji
Alexandra Harker
Ryan MacPhee
Mary Haywood

Not Present:

Erick Arguello
J.R. Eppler
Thor Kaslofsky

SFMTA Staff:

Licinia Iberri (SFMTA)
Bradley Dunn (SFMTA)
Rafe Rabalais (SFMTA)
Paul Rose (SFMTA)

Other Attendees:

Peter Lauterborn (Consultant)
Rachel Swan
Dorian Papadopoulos

Item 1. Review of Workshop Feedback and Project Collateral

Licinia started the meeting by mentioning that the best contact for any information regarding their work is Bradley, but that Licinia and Rafe may be contacted for more specific information. Bradley added that he will share the charter of the Working Group.

Licinia then briefed the Working Group members on the boards and discussions that took place at the two workshops. She thanked the members for attending and helping drive outreach.

Magda asked about the purpose of this engagement and how much our work here influences the SFMTA's work. Bradley answered that the Working Group is to provide feedback and get the project to the point a developer can build it and will help the agency think through these challenges.

Licinia asked the Working Group members for their first impressions of the workshops. Scott spoke about the Saturday Workshop and appreciated how much the participants knew the neighborhood and the amount of good ideas and creativity there was. Alexander also spoke about Saturday and stated that no one seemed opposed to the basic need for a project. Ryan



spoke about the Wednesday workshop and appreciated the diversity of opinions and how much people were communicating and added that there was an individual who he thought he would disagree with, but there was a lot of common ground. Bradley asked what the common ground was, and Ryan answered that it was regarding adding a school or a bike co-op.

The Working Group members discussed other community benefits and challenges. Kamilah added that there are conflicts between buses pulling in and out of service and the bicycles on 17th Street. Alexandra talked more about considerations for children-serving programs because of the traffic. Mary said that her group was more interested in the uses than the height and that a lot of conversation about the neighborhood's needs surprised her. Scott agreed, stating that most people were okay with having some height on the site was alright and feared people would oppose the housing idea but felt that wasn't happening.

Bradley asked about if anyone heard about shadows on Mariposa. Dorian Papadopoulos, a member of the public attending the meeting, stated that shadows would be a problem for anyone that lives there.

Alexandra stated that the suggestion of creating a transit hub or station at the Potrero Yard was something new, though she wasn't sure how she felt about that.

Regarding retail at the project site, Alexander mentioned the comments about moving retail to Hampshire street, which he found interesting. Mary stated that she was surprised that retail was envisioned on Bryant and how much ramps would constrain the project. Alexandra mentioned that if the façade on Mariposa was not preserved, we could have retail on 17th Street because of the additional room

Bradley asked about people discussing the façade and the potential for historic preservation. Ryan was surprised that there was interest in preserving the façade because he feels like it is "fairly plain." Alexander mentioned that only two people mentioned saving the façade. Peter asked Alexander to elaborate about why some individuals stated that they valued the façade, and he responded that members of the public felt it was "old fashioned." Bradley added that members of the public have expressed displeasure at some of the newer architecture in the community and that they favored the older industrial façades. Ryan thought that the façade was less important than the "visual integrity of the area."

Bradley and Licinia asked about parking concerns raised at the workshop. Alex stated that some people were okay with all project elements if parking was handled. Scott mentioned that parking sounded like more of an issue for transit workers. He added that he wasn't surprised because a community meeting that was trying to pull together people from Northeast Mission. There, artists stated that they find it hard to park because of the amount of SFMTA workers needing to park in the community.



Bradley noted that many union reps were present at the workshops and invited Kamilah to elaborate. Kamilah agreed that the parking issues for workers are indeed challenging, and there's more on the upper level here. She reported that there are only 10 or 12 spaces on-site so everyone else parks along nearby streets. Kamilah also mentioned that there are people coming to at all hours of the day and night and expressed concern that adding housing to the site would make parking worse and that other modes aren't feasible for SFMTA workers as they are coming in from other far-flung communities. Scott added that he understood the focus for parking was on employees rather than in general or for the housing. Ryan concurred with this assessment.

Scott suggested breaking the conversation between worker parking issues and residential parking issues. Licia responded that SFMTA is putting out an RFP to review options for TDM management for all employees and is based on city-wide policy for new developments and that the more parking you build, the more people drive and that's a problem. Bradley added that the housing crisis is one of the reasons we are doing this and noted recent news articles about operators' pay and its relationship to housing.

Bradley asked the Working Group about conversations regarding community benefits. Ryan started that the presented options did not appear that compelling to the participants. Mary added that options that would fit the neighborhood may not fit the site or project. Scott disagreed, saying that a café was a very popular use. Alexandra added that the community benefits were best for 17th Street, and thus tied to the issue of whether or not they can build something there instead of ramps, including a bike kitchen. Licia added that education facilities like a school or community college courses could fit and it came up a number of times. Adding SFMTA services, such as Clipper Card charging or face-to-face Muni customer service, for issues like tickets, permits, and meter cards would be an option. Licia added public access on the top of the facility, including a pollinator habitat, was quite popular. Alexandra mentioned that Dolores Street is a designated pollinator habitat.

Magda asked whether the project would include developer-built public spaces. Bradley confirmed that such a space would be included. Scott asked if such a park would be a true public park, and Licia said we would note that preference. Licia added that there was more of a focus away from community benefits than for housing affordability or housing subsites. Alexandra thought that we should need to share both housing and community benefits. Scott thought that maybe the quietness because there were many good ideas that people needed to sit on. He added that closing 17th Street to cars so that it's part of the park and other such extensions is....

Alexandra mentioned that Hampshire feels like a forgotten street north of 17th Street and that bringing that street into the development for parks would be nice. Licia added that that



street is accessible for maintenance needs of the Department of Recreations and Parks. Mary added that from the perspective of the Recreation and parks Department, the agency is taking over more and more of the street and that there is money from the Rowan Building HOA for Franklin Sq. improvements.

Scott noted the lack of Latino representation at the workshops. Bradley discussed that SFMTA is going to go to some of the local organizations and go to the community rather than solely expect their attendance at other meetings. Licia also added a local parade on Saturday might have driven down participation. Licia also mentioned presenting to O'Connell High School and newcomer groups in the neighborhood. Scott asked about flyering at bus stops as a way of boosting participation. Ryan spoke about the perhaps flyering 24th Street cafes. Alexandra talked about reaching out to the soccer players at Franklin Square Park. She also asked for a graphic that showed the routes served by Potrero Yard. Ryan mentioned that we'll need more one-on-one outreach. Dorian Papadopoulos suggested that perhaps individuals needing language assistance did not receive it at prior meetings and therefore aren't attending these.

Licia talked about communications with arts groups and maybe having an-artist focused workshop where people could create art and learn about the project on-site.

Bradley and Licia asked the Workshop Group what they needed to help drive turnout. Ryan mentioned that reminders from staff would be helpful. Licia asked if anyone saw the banner on the fencing of the Potrero Yard. Alexander said the banner felt like it was talking about a project going to be built "now". Mary suggested posters with less text was preferable. Peter and Bradley explained the language requirements, but that message to reduce text was well taken. Alexandra added that two types of posters, either with more/less text or different images or sizes of the posters, would be. Mary asked about posting community meeting materials. Kamilah added that blurbs in local papers were useful.

Item 2. Development of a Potrero Yard project Webpage and Project Documentation

Bradley described the role of the two website pages for Building Progress and Potrero Yard Modernization and asked about more detailed information that Working Group members may want and how SFMTA could better share that information. Licia added that she wants to make a number of materials more available, including:

1. Making a library of Potrero materials.
2. Background work on Potrero, some history of Muni, and more
3. Site survey
4. Geotechnical work
5. Soil sample work



Licinia asked how this information could best be shared. Ryan thought that prompts from staff, offering what was available, would help. Magda and Alexander felt that a shared system like Dropbox would be useful. Alexandra liked a one-sentence summary of each document. Magda thought that summaries of funding and shadows and massing would be helpful, which Bradley shared would be coming

Bradley asked if the Working Group would like press clippings, to which the Working Group agreed.

Alex asked about double decker buses, and Bradley and Licinia explained why those are not in the SFMTA's plans. Ryan asked about autonomous vehicles, and staff responded that that possibility isn't relevant to the Potrero site.

Item 3. Collateral Design

Licinia asked for input about the "What We Heard" to communicate the work that is being done to those who are coming into the conversation later. Licinia added that she wants Working Group members to give more direct support:

1. Workshop design
2. Ideas for involvement in workshops
3. Project areas where Working Group members want more involvement

Ryan said that he liked the idea of taking blocks to represent the massing and housing capacity of the meeting. Magda asked about the length of the Working Group's work and role. Licinia answered that this is to draft the first phase of the outreach, but their hope is to build off of that with the bones of a project description. Then SFMTA will file an environmental project which they hope the Planning Department will accept. Then SFMTA can discuss shaping the solicitation for the actual building. Then the contractor will work with the Working Group on the actual design.

Meeting Adjourned