



SFMTA

Building Progress: Potrero Yard Neighborhood Working Group

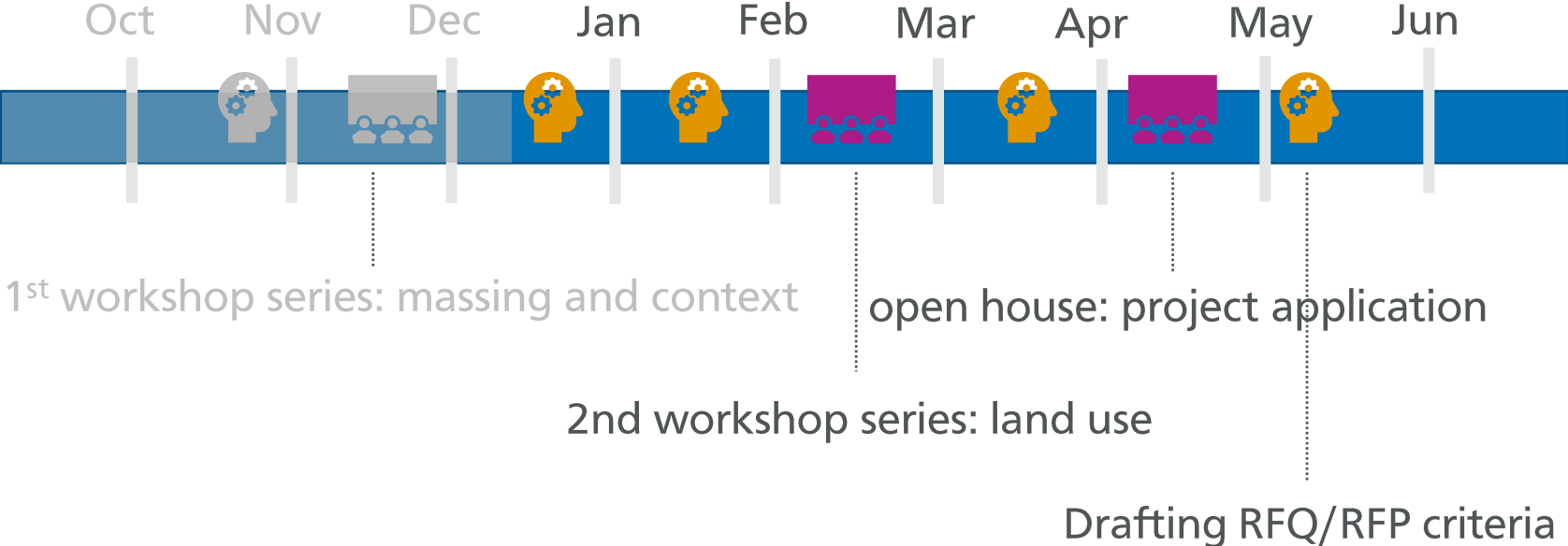
January 2019 Meeting

Today's Agenda

1. Meet & Greet
2. Project Design Timeline and Processes
3. How does Affordable Housing Funding Work? MOHCD Presents
4. Planning Workshop Series #2: land use, affordability, and transportation



2019: Project Outreach Schedule

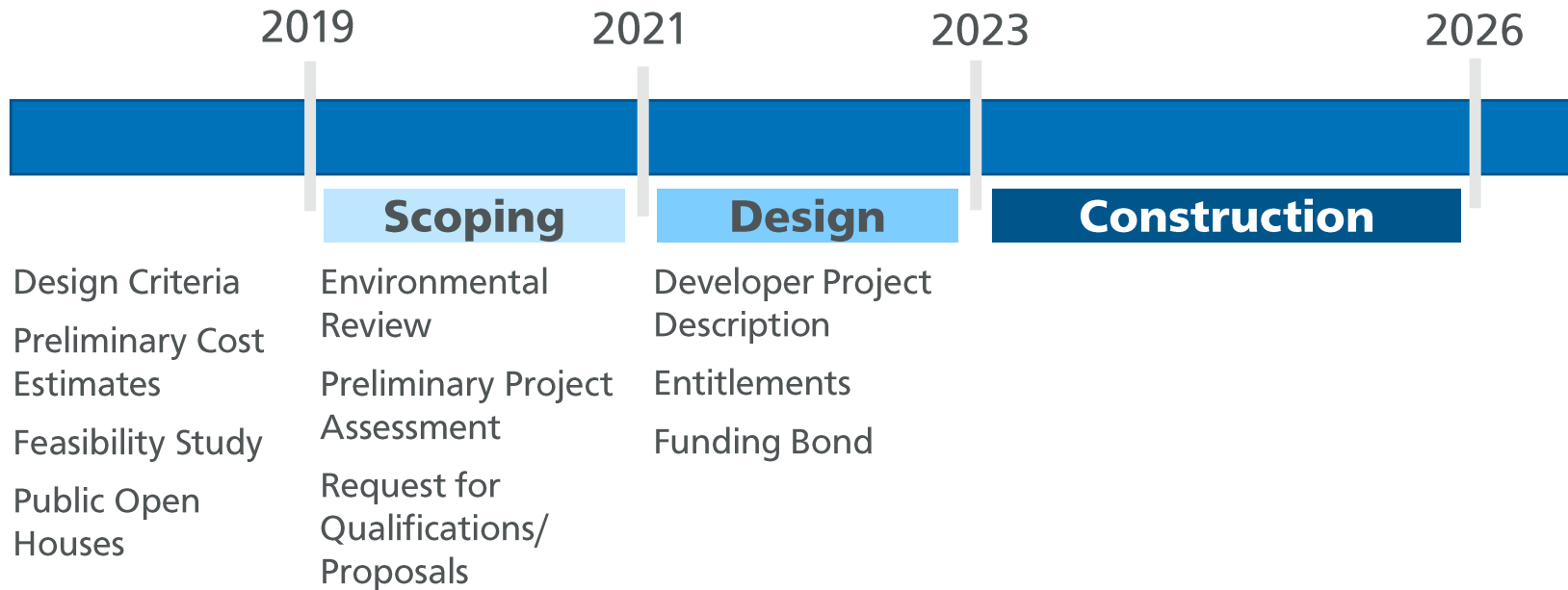


Working group meetings



Public workshops/open houses

What is the project schedule?



Planning a sustainable project



Muni operational need

- Old facility
- Expanding fleet



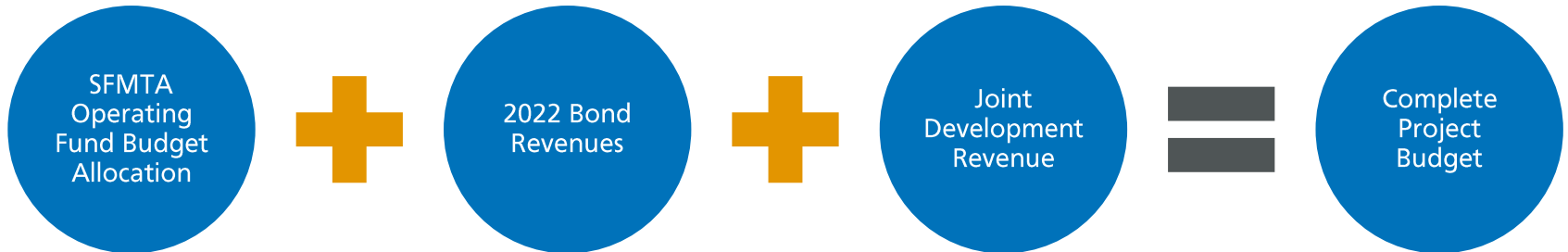
How do we pay for it?

- Budget availability?
- How much can we expect from bonds?
- Is there a gap?



Joint development

- Can private sector partnership offset some public costs?
- If so, SFMTA has fiduciary responsibility to pursue, per Charter



Workshop Design

- Keep 'world café' model we used in prior workshop series
 - Small group discussions
 - Hands-on activities
 - Encourages detailed conversation

Attendee roadmap: progressive comment card

PARTICIPANT FEEDBACK METHODS:

COMMENT CARD - / LEAFLET:

① SCENERY/VIEW/AMBIANCE ② APPROPRIATENESS ③ TRANSPORTATION

Q1 _____? Q4 _____? Q6 _____?

Q2 _____? Q5 _____? Q7 _____?

Q3 _____? _____ _____

FRONT



BACK

④ ⑤ ⑥

YOUR IDEAS YOUR IDEAS YOUR IDEAS



Greening the Portola
录化宝都丽区

Earth Day Celebration

庆祝地球日

BOARD 1 - THE GARDEN DISTRICT HISTORY + CONTEXT

Name (optional): _____
姓名

E-mail (optional): _____
电邮

How did you learn about the Portola?
您怎样认识宝都丽区?

If you are a resident, how long have you lived in the Portola?
如果您是这裡的居民, 您在宝都丽区住了多久?

BOARD 2 - PORTOLA'S GREEN PLAN IN ACTION

Were you involved?
If so, with which projects?
您曾参与过区内计划活动吗?
如曾经参加过的话, 是什麼项目?

What future project are you most excited about?
您最感兴趣的是那些未来计划?

BOARD 3 - PORTOLA PLANNING EFFORT TIMELINE

Have you attended past events?
您曾参加过以前举办的活动吗?

If so, what motivated you to get involved?
如曾经参加过的话, 是什麼促使您参与?

BOARD 4 - WHAT WE HEARD

Rank your top 3 key Green Plan themes!
排名您最喜爱的前3个重要的绿色计划主题!

Safe, welcoming pedestrian environment

Commitment to beauty

Green education

Places of interest

Connections beyond the neighborhood

BOARD 5 - THE LAST GREENHOUSE BLOCK

What does this site mean to you?
这块地对您有什麼意义?

BOARD 6 + 7 - THE LAST GREENHOUSE BLOCK (CONT.)

Name a group, organization, and/or individual that could be a partner or is a successful model!
提名一个您认为可以作夥伴或成功模式的团体、组织、和/或个人!

Rank your top 3 programs!
排名您最喜爱的前3个项目!

1) _____

2) _____

3) _____

BOARD 8 - THE LAST GREENHOUSE BLOCK (CONT.)

Rank your top 3 activities!
排名您最喜爱的前3个活动!

1) _____

2) _____

3) _____

Other?
其他?

BOARD 9 - THE GREENWAY

Rank your top 3 activities!
排名您最喜爱的前3个活动!

1) _____

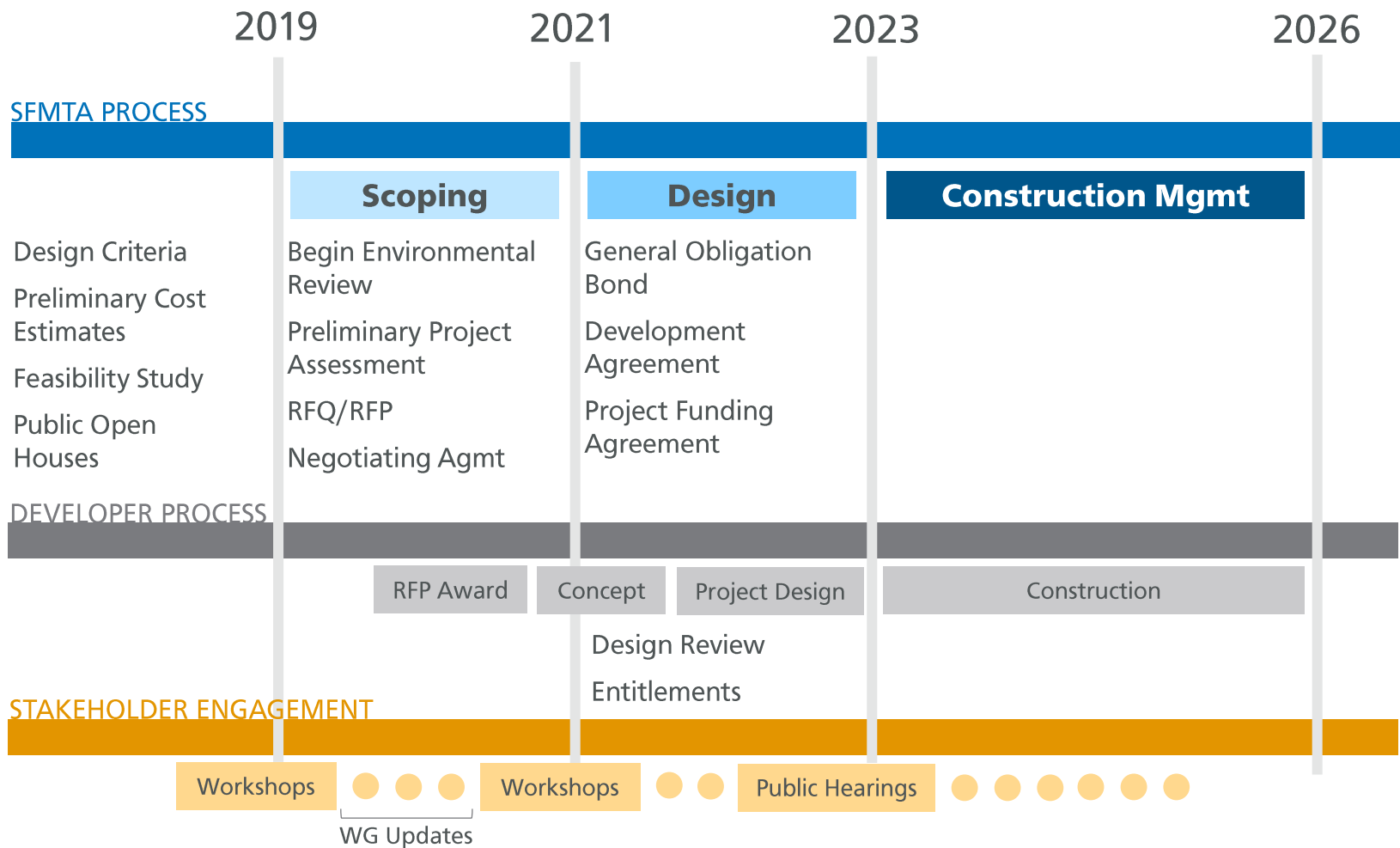
2) _____

3) _____

What do you envision here?
您对这裡的未来有什麼愿景?

Go take a look!
走去瞧一瞧!

Process diagram



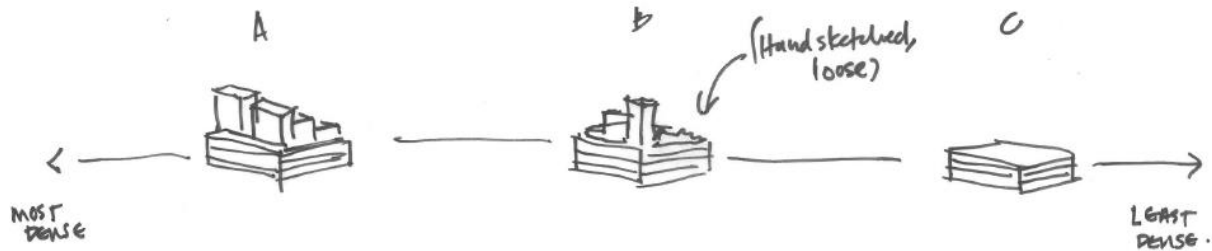
Activity #1: Scale, massing, shadow

Workshop Goals

- Here are 3 preliminary/conceptual options we are considering. We are only setting up urban design parameters at this stage.
- Toggles we have to play with are standards/guidelines for the RFP and there are lots of tradeoffs: shadow/height, bulk, unit count, unit mix, character; what are the neighborhood priorities?
- What is the community reaction to the unit range?
- Explain Sunshine Ordinance requirements and show potential project shadow implications

Activity #1: Scale, massing, shadow

3 options + TOGGLES + PROS & CONS:



Units	_____		
HEIGHT	_____		
BULK ?	_____		
SHADOW	HIGHEST?	SOME	LEAST
(CONFIRM APPROPRIATE UNIT OF MEASUREMENT W/ SHADOW CONSULTANT)	AREA NOT NEW SHADOW MINUTES		

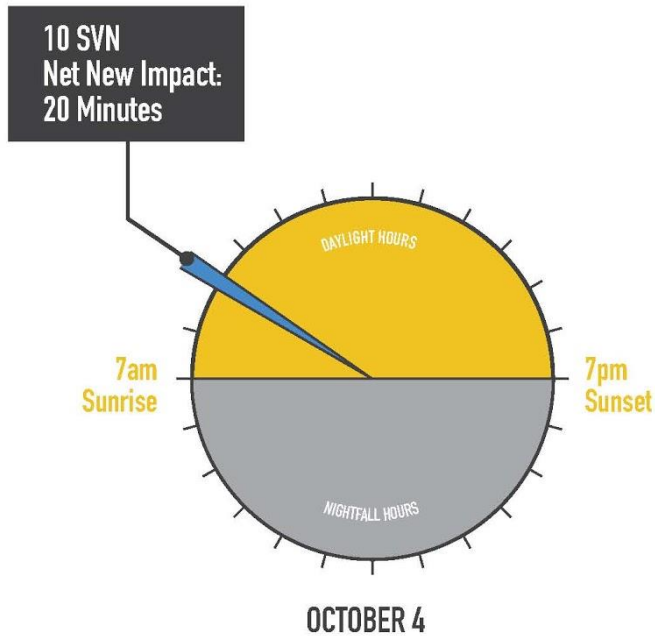
PROS:	<ul style="list-style-type: none"> ✓ DEN INTEREST ✓ MOST HOUSING ✓ OFFSET COSTS 	<ul style="list-style-type: none"> ✓ _____ ✓ _____ ✓ _____ 	<ul style="list-style-type: none"> ✓ _____ ✓ _____ ✓ _____
CONS:	<ul style="list-style-type: none"> - LARGER BULK - POTENTIALLY MORE SHADE .. 	<ul style="list-style-type: none"> - _____ - _____ 	<ul style="list-style-type: none"> - _____ - _____ - _____

Activity #1: Scale, massing, shadow

- 1989 Sunlight Ordinance (§295 SF Planning Code)
 - Sometimes referred to as 'Prop K'
 - Requires the Planning Commission, for projects more than 40' tall, to find that any shadow on Recreation and Park property cast by the project is *insignificant*
 - Rec & Park Commission makes a recommendation prior to Planning Commission
 - Impact analysis is "net new shadow"
- We propose to bring on a consultant to run shadow analysis on 3 massing variants from the previous slide, to inform people as they select their preferred massing options
- Subject to lots of refinement through the design process—nothing here is final

Activity #1: Scale, massing, shadow

MAXIMUM SHADOW ON PATRICIA'S GREEN



- Shadows of 10 SVN
- Shadows of Proposed Adjacent Buildings
- Proposed Adjacent Buildings
- Patricia's Green Park Boundary
- Existing Structures
- Existing Park Areas

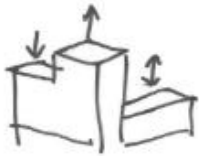
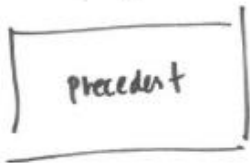
Shadow analysis and diagrams by FastCast.

Activity #1: Scale, massing, shadow

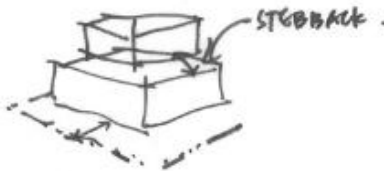
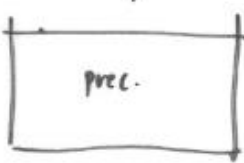
URBAN DESIGN STRATEGIES / TOOLS



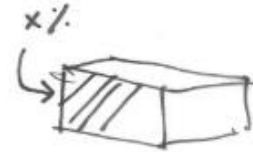
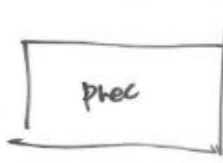
MASS REDUCTION/
CARVING OUT



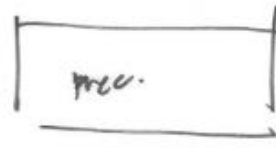
HEIGHT
VARIATION



SETBACK



PREMIUM
MATERIAL PERCENTAGE



PROJECTIONS.



- MIDBLOCK PASSAGE?
- ROOFLINE
- ...
- ...
- ...

Activity #1: Scale, massing, shadow

Comment Card Key Questions for this Topic

Question 1:

Should there be housing here?

- If yes, which issue is most important to you? Pick 1.
1) height 2) shadow 3) neighborhood compatibility 4) other
- If no, is there another use you think is more appropriate?

Which massing option do you like? Pick 1. Why do you like it?

Question 2:

Where on the park and during which hours is the park most heavily used?

Question 3:

Which of these potential urban design ideas resonate most with you? Pick 3. Art, mass reduction, height, stepback/setbacks, high quality materials, etc.

Activity #2: Affordability

Workshop Goals

- With MOHCD, discuss affordability context (pipeline projects, overall affordable housing budget, budget allocation process)
- Communicate that the SFMTA, as public transit agency, is unable to subsidize affordable housing from its own budget by Charter
- Understand stakeholders' priorities within affordable housing (who and how?)
- Modify professions (on next page) to include Muni jobs– e.g. entry level transit operator, Muni mechanic, parking control officer, etc.

Activity #2: Affordability



Sources:
 San Francisco Mayor's Office of Housing
 & Community Development, 2017
 San Francisco Department of Human
 Resources
 Bureau of Labor Statistics

Who lives in affordable housing?

ANNUAL INCOME, BY HOUSEHOLD SIZE				
	1 PERSON	2 PEOPLE	3 PEOPLE	4 PEOPLE
VERY LOW-INCOME HOUSEHOLDS <i>Earn up to 55% of Area Median Income</i>	\$44,400	\$50,800	\$57,000	\$63,400
LOW-INCOME HOUSEHOLDS <i>Earn up to 80% of Area Median Income</i>	\$64,600	\$73,800	\$83,000	\$92,000
MODERATE-INCOME HOUSEHOLDS <i>Earn up to 110% of Area Median Income</i>	\$88,800	\$101,500	\$114,150	\$126,900
MIDDLE INCOME HOUSEHOLDS <i>Earn up to 130% of Area Median Income</i>	\$105,000	\$119,900	\$134,900	\$149,900

ANNUAL INCOME, BY PROFESSION



Activity #2: Affordability

Comment Card Key Questions for this Topic

Question 1:

What aspect of affordability is more important to you? (unit type, total number of units, overall %) Pick 1.

Question 2:

Who should this housing be for? Rank top 3.

Activity #3: Transportation

Workshop Goals

- SFMTA is a transit-first agency. Parking for private vehicles in SF is hard now. The project proposal includes parking for private vehicles for employees or residents due to policy priority of increasing transit ridership and other choices other than single-occupant vehicles.
- Overall message: As commuters, we can no longer rely on getting into a car alone, driving to work, and parking for free.
- Project will mitigate issues with:
 - Smart design (transit vehicle access points and internal circulation, ped/vehicle safety conflicts, etc)
 - Menu of TDM strategies can be requested within RFP
- We are still at the beginning of the process, and 7 years away from construction. Transportation types are changing rapidly. We want to plan and adapt for the future.







Activity #3: Transportation

TRANSPORTATION DEMAND MANAGEMENT

REQUIRED MEASURES

 <p>0.25 SPACES / UNIT</p> <p>RESIDENT PARKING</p>	 <p>PASSENGER DROP-OFF ZONES</p>
 <p>DELIVERY LOADING ZONES</p>	 <p>336 + 61 CLASS I CLASS II</p> <p>BICYCLE PARKING SPACES</p>
 <p>UNBUNDLED PARKING FROM RENT</p>	 <p>BICYCLE REPAIR SPACE</p>

ADDITIONAL MEASURES

 <p>NEW ADA ELEVATOR TO MUNI</p>	 <p>CAR SHARE MEMBERSHIPS</p>
 <p>ON-SITE CHILDCARE</p>	 <p>BIKE FLEET + SHARE SERVICE</p>
 <p>HIGH OCCUPANCY VEHICLE SUBSIDIES</p>	 <p>100% CONTRIBUTION TOWARD TRANSIT PASS</p>

Activity #3: Transportation

Comment Card Key Questions for this Topic

Question 1:

Which TDM strategies would work best for MUNI employees and potential residents of the building? Rank your top 3 (the following is a sample list)

- Shuttle to/from public transit (or parking garages?) for operators
- Car/bikeshare program
- Off-site parking (permit zones and/or leased spaces in off-site garage)
- Bike fleet and repair spaces
- Delivery loading zone (basement)
- Ride-share drop off zone
- On-site childcare

Thank You

Please reach out anytime for questions or to request a meeting. Our doors are open to you.

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