



SFMTA

Building Progress: Potrero Yard Neighborhood Working Group

August 2020 Meeting

Agenda

1. Welcome & Rules for Virtual Engagement – 5 minutes
2. Wellness Check-in & Icebreaker – 10 minutes
3. Working Group Member Announcements – 5 minutes
4. COVID 19 Update – 5 minutes
5. CEQA Update: SF Planning Department, Environmental Planning Staff – 10 minutes
6. RFQ & Schedule Updates – 5 minutes
7. RFP Subcommittee Updates – 45 minutes
8. Next Steps & Homework – 5 minutes
9. Public Comment

Welcome

- Working Group Members

If you are joining us by phone, please text Adrienne so we know to take you off mute.

- Members of the Public

Members of the public who wish to participate in the meeting will be placed on mute, regardless of joining via video or by phone until the end of the meeting for Public Comment.

- Potential Proposers & Business Interests

The RFQ and RFP will be released by Public Works. Please direct your procurement related questions to them and look for information on SF Bid.

Virtual Etiquette

- Keep your device on mute unless you are speaking
- Look into the camera when you speak
- Use “gallery” view to see every participant
- Use the Message function for quick feedback or to comment
- Use the Q&A function to ask questions
- Use the “Raise Your Hand” function to indicate you’d like to speak during an active discussion
- Try not to talk over others
- Give each other time to gather their thoughts and comment before jumping in

Wellness Check-In & Icebreaker

- How are you feeling today?
- How do you stay productive and motivated working virtually?



Working Group Member Announcements

- Is there anything you want to share with us?
- Community conversations about the project?

COVID 19 Update

- SFMTA COVID 19 Response
- Service Updates

RFQ & Schedule Updates

RFQ/RFP

- RFQ not yet released; working with District 10 office
- RFP planned release fall 2020

CEQA

- Preliminary Project Assessment Letter issued in May
- CEQA Public Scoping Meeting being rescheduled to September due to Planning Department office moves
- Draft EIR comes out in early 2021

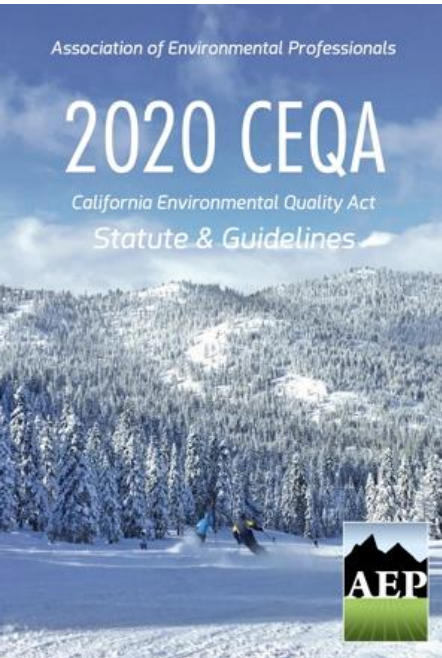
CEQA Update

- Environmental Planning staff presentation
- Wade Wietgreffe, Principal Planner
- Kristina Phung, Planner

California Environmental Quality Act (CEQA)



The Environmental Planning division of the Planning Department implements CEQA in San Francisco



CEQA Statute

PRC § 21000 et seq.

CEQA Guidelines

“How to” for implementing statute

San Francisco Administrative Code Chapter 31

- **Local** procedures and requirements for CEQA review
- Delegates CEQA authority to the **Environmental Review Officer**
- Includes procedures for **appeal** of all types of CEQA documents to **Board of Supervisors**

Purposes of CEQA

INFORM decision makers and the public of the project's potential environmental effects

ENGAGE the public in the environmental review process

DISCLOSE potential project impacts on the environment

AVOID OR REDUCE potential impacts of the project with alternatives and mitigation measures

CEQA Topics



Land Use
and Land Use
Planning



Population and
Housing



Cultural
Resources



Transportation
and Circulation



Noise



Air Quality



Greenhouse
Gas Emissions



Wind and
Shadow



Recreation



Utilities and
Service Systems



Public
Services



Biological
Resources



Geology, Soils,
and Seismicity



Hydrology and
Water Quality



Hazards and
Hazardous
Materials



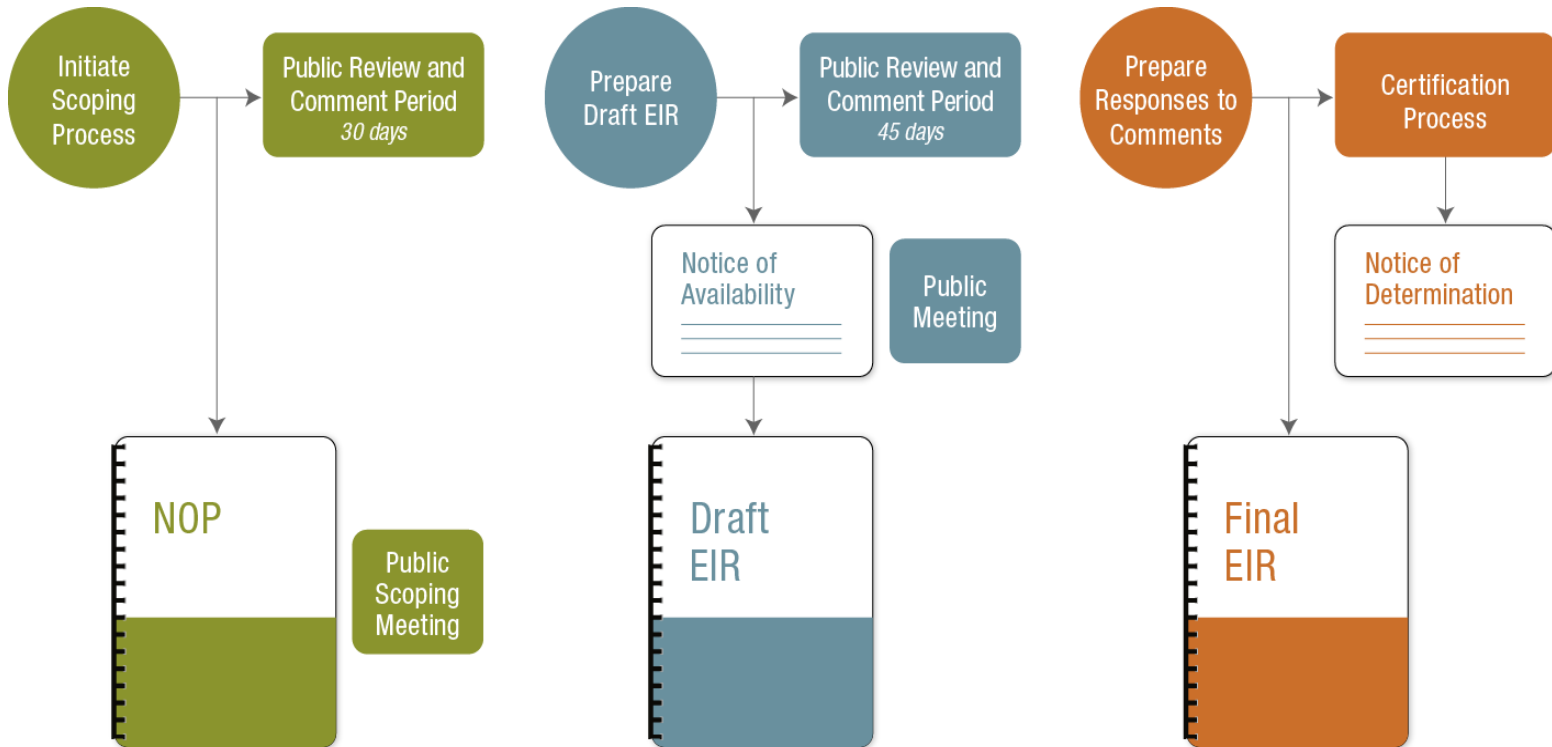
Mineral and
Energy
Resources



Agricultural and
Forest
Resources

CEQA review must consider both **project-specific** and **cumulative** effects

DRAFT Project Review **Schedule**



NOA/NOP mailed: Aug. 19, 2020
NOP circulated: Aug. 19 – Sept. 18, 2020
Virtual Scoping Meeting – Sept. 2, 2020

Anticipated:
**Winter/
Spring 2021**

Anticipated:
Fall 2021

RFP Subcommittee Approach

- Community investments at the ground floor
- Design principles intersect with investment principles and public art

Community Investment/ Open Space/ Public Art

- Equity
- Contributing Project Features/Benefits
- Public Art Major Themes

- Housing to serve the community
- Development should be strong neighborhood investment

- Case studies
- Design guidelines
- Investment principles

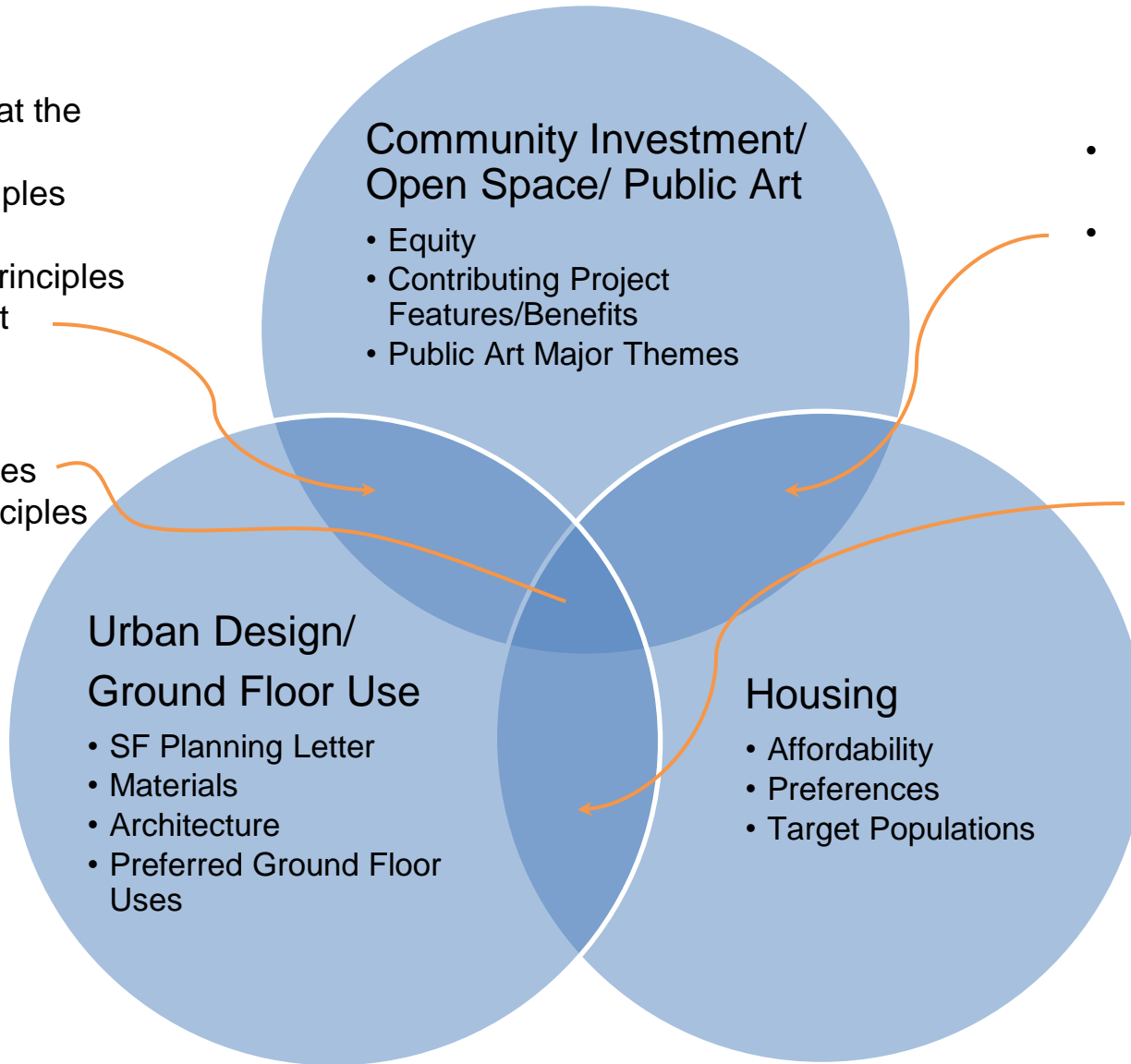
Urban Design/ Ground Floor Use

- SF Planning Letter
- Materials
- Architecture
- Preferred Ground Floor Uses

- Overall building form
- Relationship between uses

Housing

- Affordability
- Preferences
- Target Populations



RFP Subcommittees

Housing Subcommittee

Met on July 22

Participants: Scott, Claudia, Thor

Discussion Highlights:

- Desired tenant preferences – neighborhood preference, rent burdened and overcrowded households are highest priorities
- Desire for Muni workforce housing – but workforce *in addition to* low income housing, not supplanting low income units
- Preference for as many 3BR/family units as possible
- Establishing some preference/marketing approach for market rate units
- Capturing future increases in land value for the SFMTA

Report Out & Group Discussion

RFP Subcommittees

Public Benefits Subcommittee

Met on July 16 & 29

Participants: Mary, Alex, Benjamin, Brian, Thor

“Top 3” Public Benefits (in addition to Affordable Housing)

- Flexible space for nonprofits/ community-oriented activities (e.g. give list of desired uses that include childcare and after school care)
- Enhanced ground level for pedestrians and bikes; lots of outdoor space/ plantings
- Restrooms for Franklin Square (either on the site or at the park)
- Public Art Considerations - add natural history (e.g. geology), historic photos, Muni signage, or installation w/ light (e.g. old Hamm’s neon sign)

Report Out & Group Discussion

RFP Subcommittees

Urban Design Subcommittee

Met on July 17

Participants: J.R., Magda, Alexander, Alex

Discussion Highlights:

- Vibrant discussion of overall architectural style and theme: “culturally relevant without being kitschy”
- Anchor of the Northeast Mission Industrial Zone
- Development needs to break up large masses with varied materials, transparency, and relief in the street wall.
- Top ground floor uses: non-profit services, arts/cultural, café

Report Out & Group Discussion

Ground Floor Use Survey

We found the responses to the ground floor use survey very revealing in the Urban Design Group, so we asked all of you to complete it.

Public Comment

- Do any members of the public wish to comment?

Please Reach Out Anytime

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

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REFERENCE SLIDES

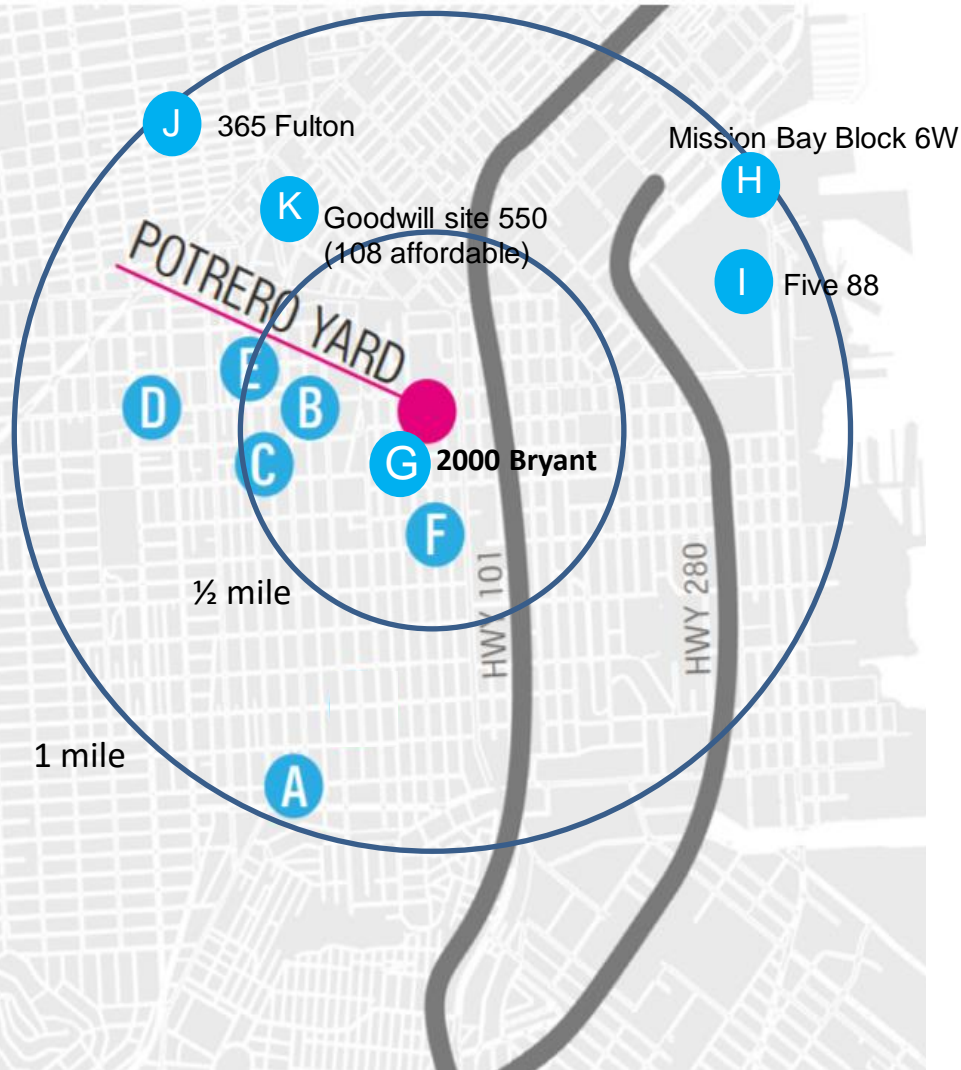
Recent and Pipeline Affordable Housing:

Nearby rental projects w 60+ rental units and at least 20% affordable

Map Key	Case Studies	# units	% Affordable	Type	Developer	Complete	Nearby (1 mi radius)	# Affordable >60	Family- majority 2BR+	AMI max 60%	Preference- geographic	Preference- other	Ground Flr Use	Other
A	1296 Shotwell	94	87%	Senior- Max 50% AMI	MEDA/ Chinatown CDC	Dec. 2019	●	●	●	●	●	●	Resident svcs- comm room w/ kitchen	15, 25 and 50% AMI; Public art (mural)
B	490 S. Van Ness	89	92%	30-60% AMI 28% 2-3BR	MHDC/ BRIDGE	2020	●	●	●	●	●	●	Community services, resident svcs	25% for reloc. Pub hsing; 39% D9 (1 mi radius)
C	2060 Folsom	127	100%	30-60% AMI 29% for TAY	MEDA/ Chinatown CDC	2021	●	●	●	●	●	●	PODER, Good Samaritan, Larkin St. Youth svcs	Child care, café, Murals, Bathrooms for park
D	1950 Mission "La Fenix"	157	100%	Family	MHDC/ BRIDGE	Oct. 2020	●	●	●	●	●	●	Nonprofits, Bike workshop, Affordable art space	25% former homeless families 25% D9 or 1/2 mile
E	1990 Folsom "Casa Adelante"	143	100%	50% 2-3BR	MEDA/ TNDC	Jan. 2021	●	●	●	●	●	●	Arts/ cultural, PDR, Childcare and services	Galeria de la Raza, HOMEY, Felton Institute
F	681 Florida former 2070 Bryant	130 total	40% of 324	V Low Inc	MEDA/ TNDC	Q2 2022	●	●	●	●	●	●	Art focused PDR	30% former homeless; land dedic. 2000 Bryant Combined 2000-2070
G	2000 Bryant	194	Market rate	apts	Nick Podell Co	2019	●	●	●	●	●	●	PDR	total 40% affordable
H	Mission Bay Block 6W	152	100%	60% AMI; 50% 3BR+	Mercy HDC	Feb. 2021	●	●	●	●	●	●	Childcare 45 children, "Arts & Activities space for music school	25% for HOPE SF relocates
I	Five 88 588 Mission Bay Blvd.	198	100%	50-60-% AMI 60% 2BR	Related + Chinatown CDC	2017	●	●	●	●	●	●	Retail 10ksf, 52 pkg 252 Bike	Pref for higher ed & HC workers and SF residents
K	1500 Mission Goodwill site	550	20%	40-50% AMI	Related CA	Q2 2020	●	●	●	●	●	●	39 story- 396'	Displaced, D6 (1/2 mi)
J	365 Fulton	120	100%	Adult Singles	CHP + Mercy	2011	●	●	●	●	●	●	Res svcs, courtyard	Multiple design awards
*	George Davis Sr. Residence and Sr. Center	121	100%	Senior 1-2BR	McCormick Baron Salazar	2016	●	●	●	●	●	●	Social svcs, case mgt, fitness, beauty salon Comm. Room w kitchen	20% formerly homeless (2 former incarcerated) * outside of key map

POTRERO YARD MODERNIZATION PROJECT

Working Group Housing Subcommittee



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