



SFMTA

Building Progress: Potrero Yard Neighborhood Working Group

July 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. RFQ & Schedule Updates – 10 minutes
6. SF Planning Project Review Letter, Mat Snyder & Luiz Barata, SF Planning – 20 minutes
7. RFP Subcommittees – 30 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 did you spend the holiday weekend?



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 release is now anticipated in July
- Project-specific legislation in June/July
- RFP to be released in fall 2020

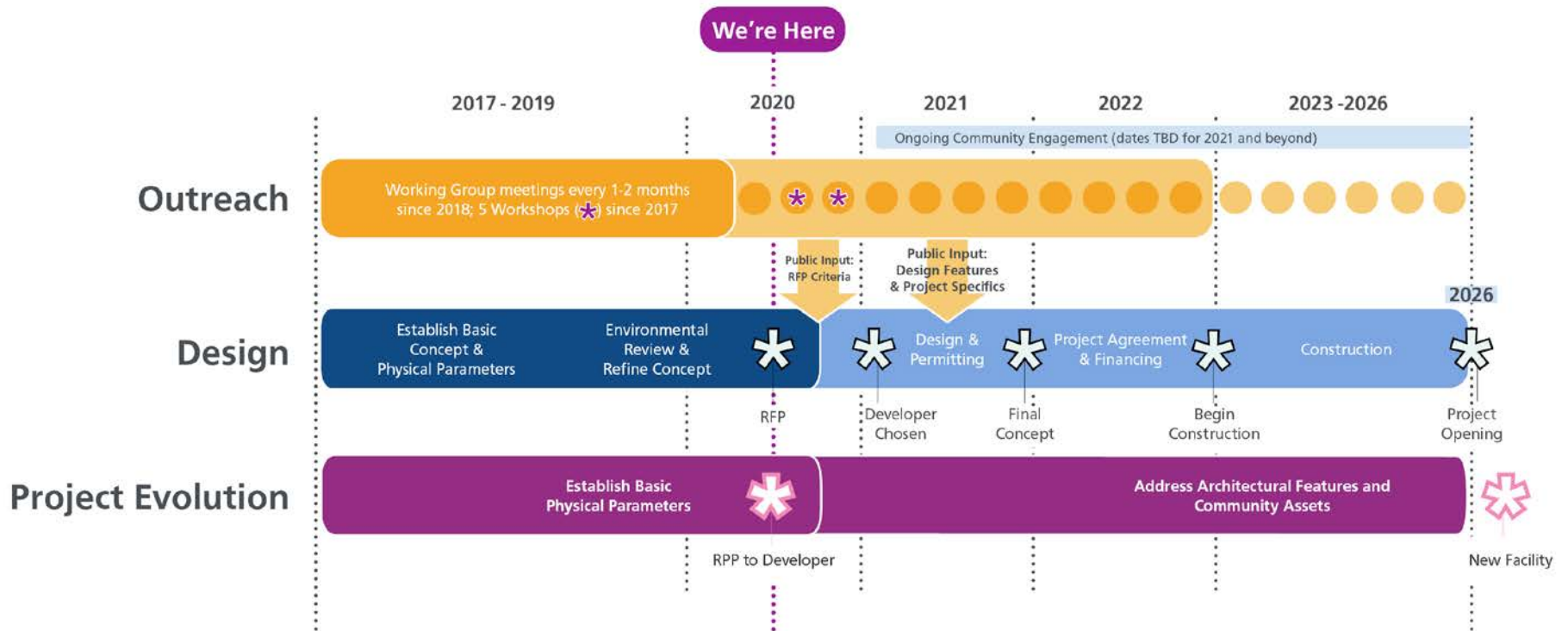
Joint development partner selection

- Early 2021

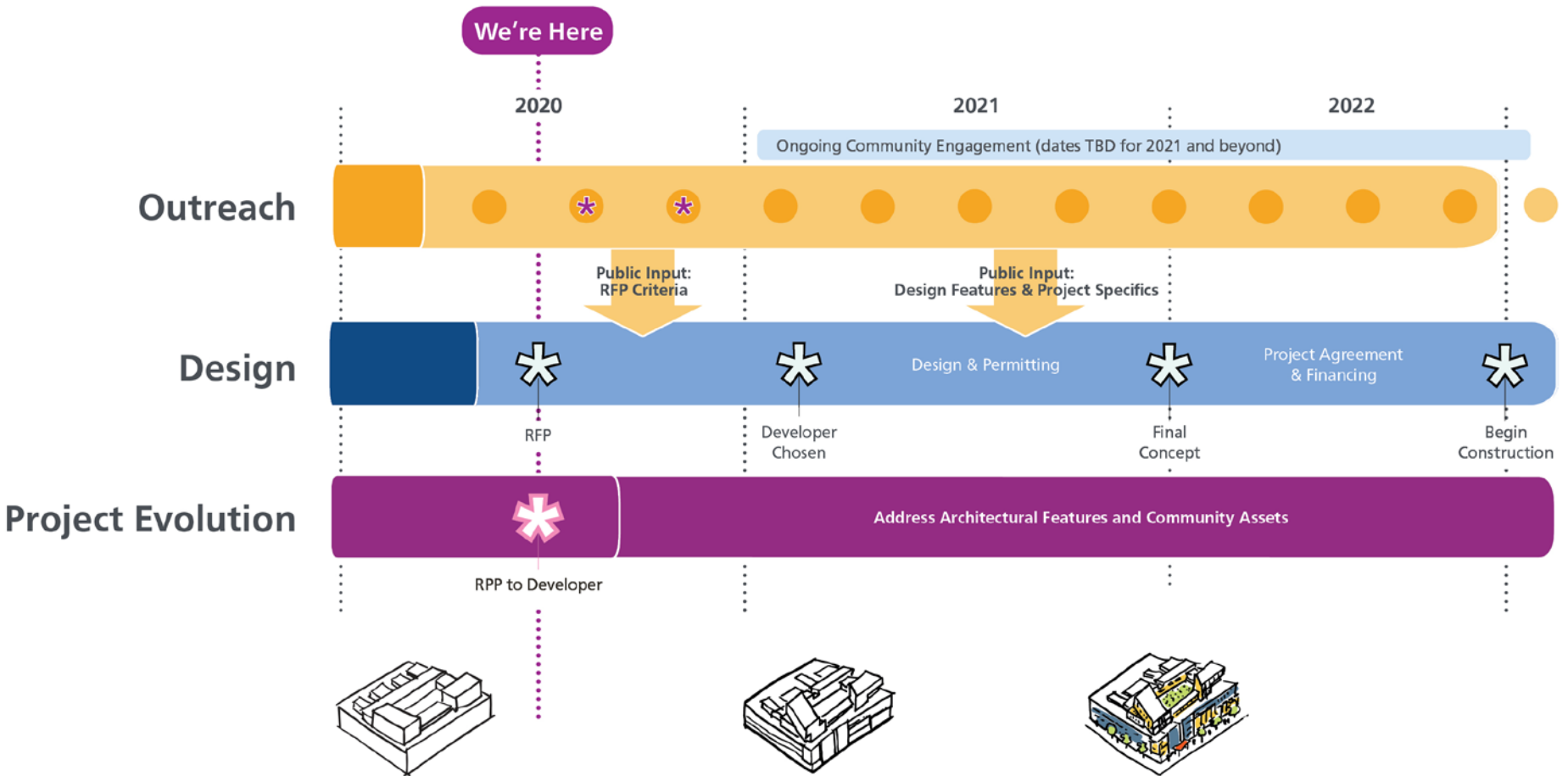
CEQA

- Preliminary Project Assessment Letter issued in May (next slide)
- CEQA Public Scoping Meeting in August
- Draft EIR comes out in early 2021
- 22-month CEQA approval from “stable project description”

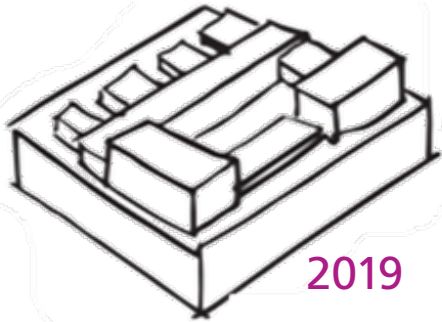
Project Timeline



Project Timeline – Design Phase



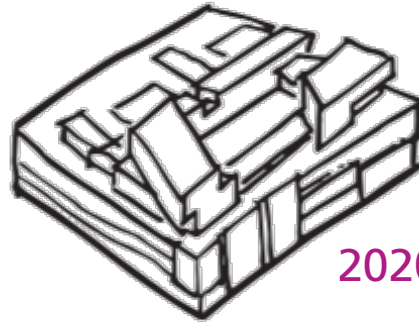
Design Stage Study



2019

Previously Defined Elements

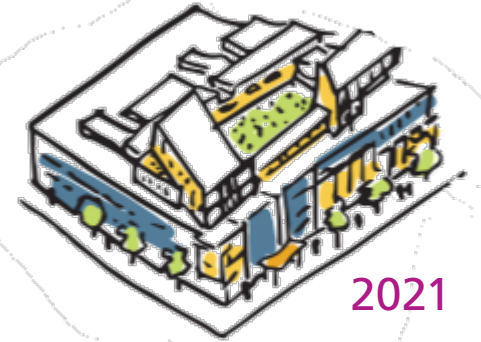
- Total sq.ft. by use
- Max # of housing units
- Maximum height of 150'
- Massing to minimize shadows
- Sidewalk width and street trees
- LEED Gold
- No on-site parking



2020

Current Design Stage (RFP Criteria)

- Active uses
- Neighborhood context
- Overall architectural context
- Material and color general direction
- Community investment priorities



2021

Refine Design with Developer

- Final location and size of active uses
- Housing #, mixes and types
- Lobby locations and exits
- Refined colors and materials
- Design – streetscape, rooftop
- Community investment commitment

SF Planning Project Review Letter

Luiz Barata, Senior Urban Designer, SF Planning
Mat Snyder, Senior Planner, SF Planning

Why did Planning write this letter?

- Similar to a PPA letter, but in response to City project with ongoing input by various City departments
- Document Project understanding, including land use and design parameters
- Describe the review and entitlement process going forward
- Provide initial feedback on the Project

SF Planning Project Review Letter

Planning is supportive of:

- Project objectives
- General building envelope
- Approach to the residential massing

Planning requests further study on:

- Activating 17th Street
- Understanding tradeoffs between bus facility functionality and demolition of the existing building

Pages 5 and 6 detail the Planning entitlements and approvals processes. Required approvals include:

- Planning Code Text Amendment
- Zoning Map Amendment
- General Plan Amendments
- Special Use District
- Conditional Use Authorization
- Design Review
- Shadow Analysis/Findings
- CEQA Review (EIR)

SF Planning Project Review Letter

- Project-specific design guidelines are being drafted. The Potrero Yard Design Guidelines will be reviewed by and accepted by the Planning Department for inclusion into the RFP.
- The Working Group will have an opportunity to review the Potrero Yard Design Guidelines.
- The basis for the Potrero Yard Design Guidelines is described in the Planning letter on pages 7 through 10.

RFP Subcommittee Approach

Urban Design/Ground Floor Activation Subcommittee

Topic Areas: Planning Letter Review, Design Stage Study, Case Study Review, Preferred Ground Floor Use Survey

Housing Subcommittee

Topic Areas: Affordability, Case Study Review, Target Populations, Preferences

Community Benefits/Public Art/Open Space/Engagement Subcommittee

Topic Areas: Neighborhood Investment Principles Document, Case Study Review, Equity Review

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

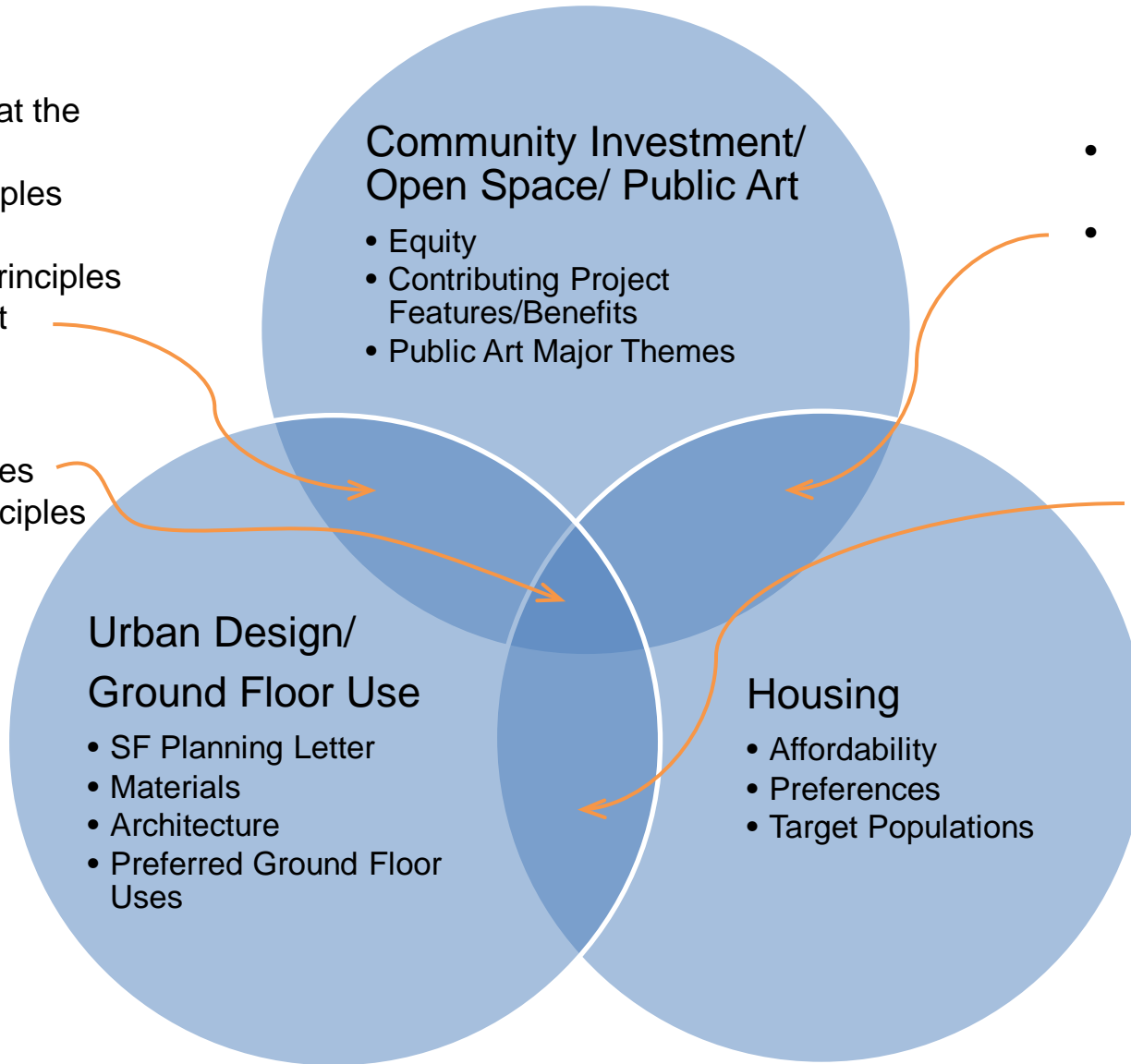
Urban Design/ Ground Floor Use

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

Housing

- Affordability
- Preferences
- Target Populations

- Overall building form
- Relationship between uses



RFP Subcommittees

Members

- **Urban Design/Ground Floor Activation Subcommittee:** J.R. Eppler, Magda, Alexander Hirji
- **Housing Subcommittee:** Scott, Claudia, Thor, Roberto
- **Community Benefits/Public Art/Open Space/Engagement Subcommittee:** Mary, Alex Harker, Benjamin, Brian

Would you like to serve on more than one? Great! Let us know and we'll add you to others. Please also stay on the one you've been assigned so that we have members on all.

Next Steps

- We will be following with each Subcommittee with a background presentation, activities, and a meeting scheduling poll
- August agenda will include a CEQA update and additional RFP criteria discussions

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.

Adrienne Heim

Public Information Officer
Adrienne.Heim@SFMTA.com

Licinia Iberri

Campus Planning Manager
Licinia.Iberri@SFMTA.com

Rafe Rabalais

Long-Range Asset Development Manager
Rafe.Rabalais@SFMTA.com