



SFMTA

# Building Progress: Potrero Yard Neighborhood Working Group

August 2023 | Meeting #35



## BUILDING PROGRESS

# Detailed Agenda

1. Welcome — 5 minutes
2. Working Group Updates and New Member Introductions – 30 minutes
3. Member & SFMTA Announcements — 5 minutes
4. Schedule Update – 5 minutes
5. Public Art Update – 25 minutes
6. Project Updates: Environmental Studies – 45 minutes
7. Next Steps — 10 minutes
8. Public comment - members of the public who wish to participate in the meeting virtually will be placed on mute, regardless of joining via video or by phone, until the Public Comment section.



# Today's Objectives

- Introduce new Working Group members
- Update on public art plan
- Provide an overview of the environmental impact report



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# Working Group Updates and New Member Introductions

Bonnie Jean von Krogh, SFMTA



# Working Group Updates

- The Potrero Yard Neighborhood Working Group has historically included 15 seats filled by community members representing a diverse group of neighbors, stakeholders, and SFMTA employees.
- Ten (10) seats were vacant (including 5 new seats created in June 2023).
- 32 applications were received to date and 24 interviews conducted (some applicants declined an interview).
- At this time, we have completed the Working Group application process and have filled the seats to the best of our abilities to uphold a diverse and community focused space.
- Two (2) seats remain vacant as we did not receive applications that met specific criteria. We continue to advertise and outreach to fill these seats.

# New Member Introductions



**Erick Arguello**

Cultural District,  
Calle 24



**Amy Beinart**

At-Large



**James Bryant**

At-Large



**Heather Dunbar**

Preservation/Beautification,  
Landscape architect



**Shellena Eskridge**

Housing Advocate, Homeless  
Prenatal Program



**Christian Howes**

Small Business, Little  
Mission Studio



**Raven McCroey**

Family Services,  
Shanti Project



**Manuel Santamaria**

SFMTA Staff, Muni  
Operator (#2031)



**Mary Travis-Allen**

Cultural District, American  
Indian Cultural District



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## Working Group Roster

Seat Type	Member
Environmental/ Parks Advocate	<b>Jolene Yee</b> (Friends of Franklin Square)
Transportation Advocate	<b>Peter Belden</b> (Potrero Boosters & Dogpatch Neighborhood Associations, Livable Streets Committee Co-Chair, SFBC)
Housing Advocate	<b>Shellena Eskridge</b> (Homeless Prenatal Program) <b>new</b>
Housing Advocate	<b>Scott Feeney</b> (Mission YIMBY)
Preservation/ Beautification	<b>Heather Dunbar</b> (Landscape architect) <b>new</b>
Youth Services	<b>Alexander Hirji</b> (SF Youth Commission)
Family Services	<b>Raven McCroey</b> (Shanti Project) <b>new</b>
Senior Services	Vacant
SFMTA/Muni Staff	<b>Manuel Santamaria</b> (Muni Operator, #2031) <b>new</b>
SFMTA/Muni Staff	<b>Jorge Elias, Jr.</b> (Muni Operator, #2007)

Seat Type	Member
Small Business within 0.5 miles	<b>Roberto Hernandez</b> (SF Carnaval)
Small Business within 0.5 miles	<b>Christian Howes</b> (Little Mission Studio) <b>new</b>
Merchant Organization	<b>J.R. Eppler</b> (Potrero Boosters)
Workforce Development Organization	Vacant
Resident within 0.5 miles	<b>Magda Freitas</b>
Resident within 0.5 miles	<b>Claudia DeLarios Morán</b>
At-Large	<b>Amy Beinart</b> <b>new</b>
At-Large	<b>James Bryant</b> <b>new</b>
Cultural District	<b>Erick Arguello</b> (Calle 24) <b>new/returning</b>
Cultural District	<b>Mary Travis-Allen</b> (American Indian Cultural District) <b>new</b>





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# Member and SFMTA Announcements

Bonnie Jean von Krogh, SFMTA





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# Announcements: SFMTA

### Service changes

Starting August 19 as SFUSD students return to school

- [Stop removals on the 29 Sunset](#)
- Return of the 28R 19th Avenue Rapid, changes to [28 19th Avenue](#)
- Schedule shifts to [14R Mission Rapid](#) to more closely match demand
- Extension of the [31 Balboa](#) weekdays.
- [38 Geary](#) weekend: Service increase 8 a.m. – 11 p.m., decrease 6 – 8 a.m.
- [19 Polk](#) southern terminal; location change, improved lightning
- [30 Stockton](#) terminal changes
- Sloat at 43rd Avenue: two stops removed as part of the [Sloat Quick Build Project](#).
- 6 Parnassus inbound stop at Parnassus/Hillway OOS due to construction.
- [91 3rd Street/19th Avenue Owl](#) inbound stop at [North Point/Larkin](#) removed due to construction.
- [48 Quintara/24th Street](#) pilot reroute to be made permanent, will also apply to the 48 Owl. One added bus to address crowding.
- [57 Park Merced](#), dues to traffic congestion along route: Adding bus 11 a.m. – 7 p.m. weekdays. Weekend frequency increase.
- [55 Dogpatch](#) frequency decrease from 15 minutes to 20 minutes to account for additional running time due to due to congestion and construction on 16th Street.



*28R 19th Avenue will run on weekdays between 7 a.m. and 7 p.m. starting Monday, August 21.*

# **Announcements: Working Group**

Working Group members please share upcoming events or activities with the Working Group, SFMTA, and PNC.



# Schedule Updates

Chris Jauregui, PNC



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## Schedule Updates

### As Project design progresses, in July PNC:

- Met with leadership from Renaissance Enterprise Center (Bayview site)
- Presented to the Rowan Homeowners Association Board
- Met with Hyper Hyper Local Business group
- Met with San Francisco members (target District 9 and 10) of Women Business Enterprise Council Pacific
- Presented updates to Potrero Boosters Development Committee
- Participated in Sunday Streets (Valencia Street – July 30)

### Upcoming submittals include:

- 100% draft Schematic Design submit to SFMTA (August 9, 2023)
- 100% final Schematic Design submit to SFMTA (October 5, 2023)
- Final Environmental Impact Report (FEIR) (anticipated Fall 2023)



Sunday Streets:  
Valencia Street (July 30, 2023)

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# Schedule Updates: 100% Draft Schematic Design Meetings

PNC is planning to present the 100% draft Schematic Design to the public input at:

- Potrero Yard Neighborhood Working Group (Tuesday, September 12, 2023)
- Staff In-Reach event (Tuesday, September 19, 2023)
- Public Meeting (Wednesday, September 20, 2023)
- Community Listening Sessions (to be scheduled)





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# Public Art Plan - Update

Jackie von Treskow, San Francisco Arts Commission



# Potrero Yard Modernization Public Art Project

- Architecturally integrated glass artwork on the bus ramp on 17<sup>th</sup> Street, facing Franklin Square.
- Large-scale mosaic artwork on the corner of 17<sup>th</sup> and Bryant Streets
- Architecturally integrated glass artwork on a two-story stairwell located on Mariposa Street at York Street.



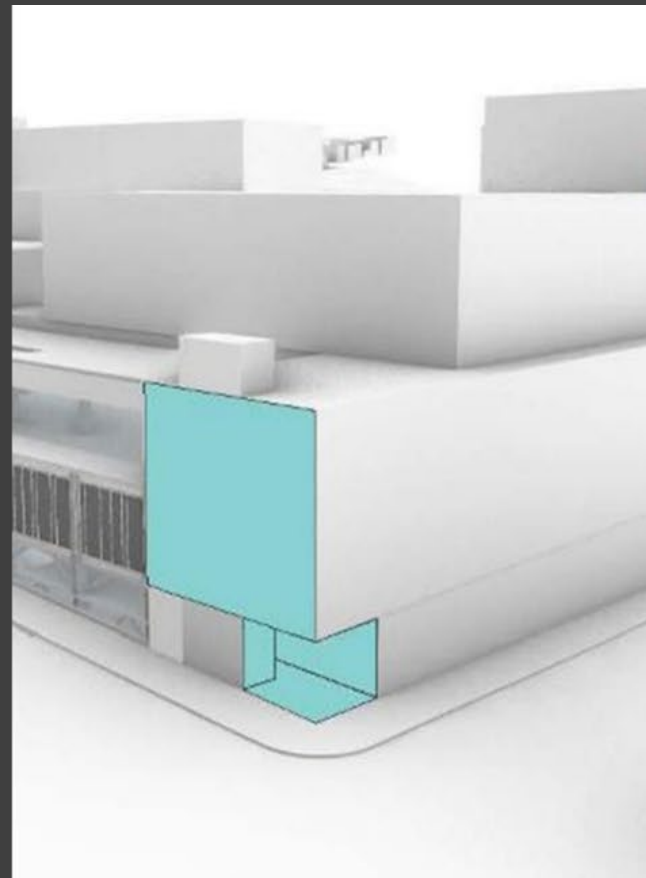


17<sup>th</sup> Street between Hampshire and Bryant Streets





17<sup>th</sup> Street Bus Ramp | Architecturally Integrated Glass | ~9,000 sq. ft.

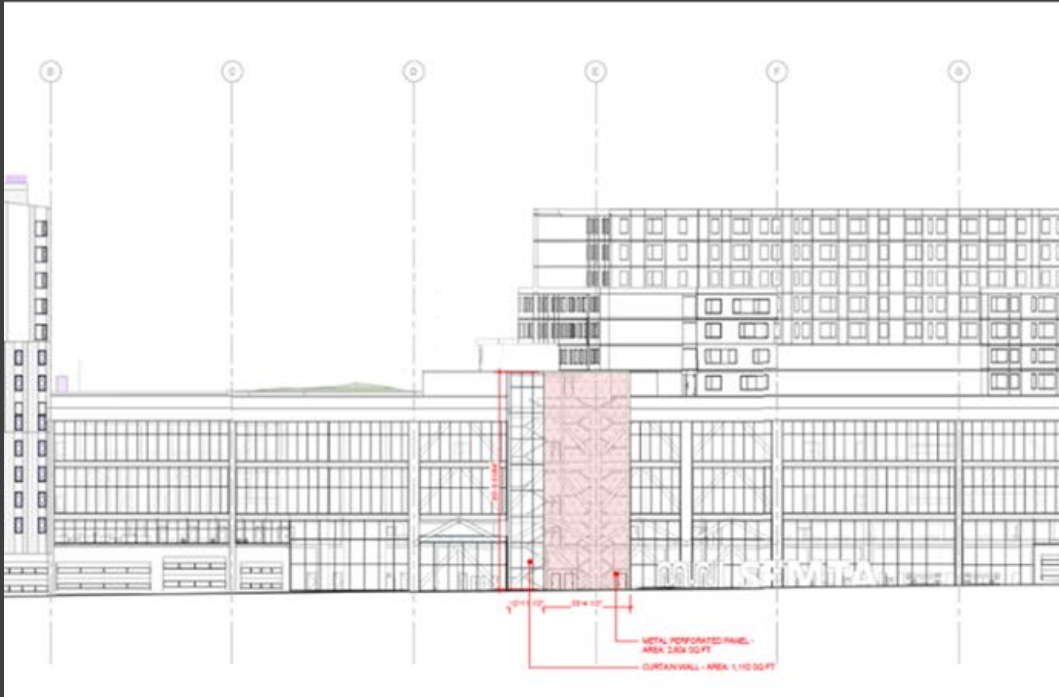


17<sup>th</sup> and Bryant Street | Ceramic Tile or Mosaic | ~2,500 sq. ft.



Mariposa Street between Hampshire and 17<sup>th</sup> Streets





Mariposa at York Street | Architecturally Integrated Glass | ~4,000 sq. ft.

# Budget

**Total Art Enrichment Amount: \$4,363,264**

**1. Mosaic Artwork: \$1,000,000**

*Inclusive of all artist's fees, as well as associated expenses for artwork design, fabrication, insurance, transportation, and installation.*

**2. Glass Artwork #1 (Bus Ramp)\*: \$950,000**

*Inclusive of all artist's fees, as well as associated expenses for artwork design, fabrication, insurance, transportation, and consultation during installation.*

**3. Glass Artwork #2 (Stairwell)\*: \$450,000**

*Inclusive of all artist's fees, as well as associated expenses for artwork design, fabrication, insurance, transportation, and consultation during installation.*

**Site Work and Installation Allocation: \$300,000**

*Managed by SFAC under separate contract.*

\*An architectural credit of \$121 per square foot can be applied to the glass artworks in areas where the artwork replaces the existing architectural glass, with installation to be covered by Capital Improvement Project budget.

## Project Goals

- Celebrate the people, values, history and diverse culture of the Potrero Hill and Mission neighborhoods.
- Highlight SFMTA's mission to promote environmental stewardship and provide reliable, safe, and affordable transportation for all.

# Community Involvement

- SFAC staff presented an overview of the public art project to the Potrero Neighborhood Working Group on December 6, 2022
- In partnership with PNC, SFAC circulated a Potrero Yard Public Art Survey starting in mid-March 2023 through May 1<sup>st</sup>, which received 120 individual responses from community stakeholders.
- SFAC presented an overview of the public art project at the Potrero Yard Virtual Community Meeting on May 17, 2023.
- SFAC staff presented the draft Potrero Yard Modernization Project Public Art Project Plan to the Potrero Neighborhood Working Group on June 6, 2023.
- SFAC staff presented the final Potrero Yard Modernization Project Public Art Project Plan to the Potrero Neighborhood Working Group on August 8, 2023.
- Upcoming:
  - *Representation on Artist Review Panel*
  - *Participation during Artist Orientation meetings*
  - *Rigorous outreach during proposal comment period, including presentation to Potrero Neighborhood Working Group.*

# Artist Recruitment

- Open to all professional artists in the United States
- Technical assistance workshops
- Recruitment to focus on local artists
- Scoring criteria to include artist's meaningful connection to Mission and Potrero Hill neighborhoods



## **Artist Review Panel Composition**

- One (1) San Francisco Arts Commissioner
- One (1) MTA Representative
- One (1) PNC Representative
- Three (3) Arts Professionals
- One (1) Community Representative

# Artist Selection Timeline

RFQ Issued:	August 18
RFQ Deadline:	October 6
Qualification Panel:	Week of October 16

## Glass Artworks

First Artist Review Panel:	Week of October 23
Artist Finalist Orientation:	Week of October 30
Finalist Proposals Due:	December 11
Final Artist Review Panel:	Week of January 8, 2024
VAC Approval:	January 17
Arts Commission Approval:	February 5
Artist Under Contract:	March 2024

## Mosaic Artwork

First Artist Review Panel:	Week of January 22
Artist Finalist Orientation:	Week of February 5
Finalist Proposals Due:	April 8
Final Artist Review Panel:	Week of May 6
VAC Approval:	May 15
Art Commission Approval:	June 3
Artist Under Contract:	July 2024



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# Environmental Studies

Jonathan Rewers, SFMTA

Chris Jauregui, PNC



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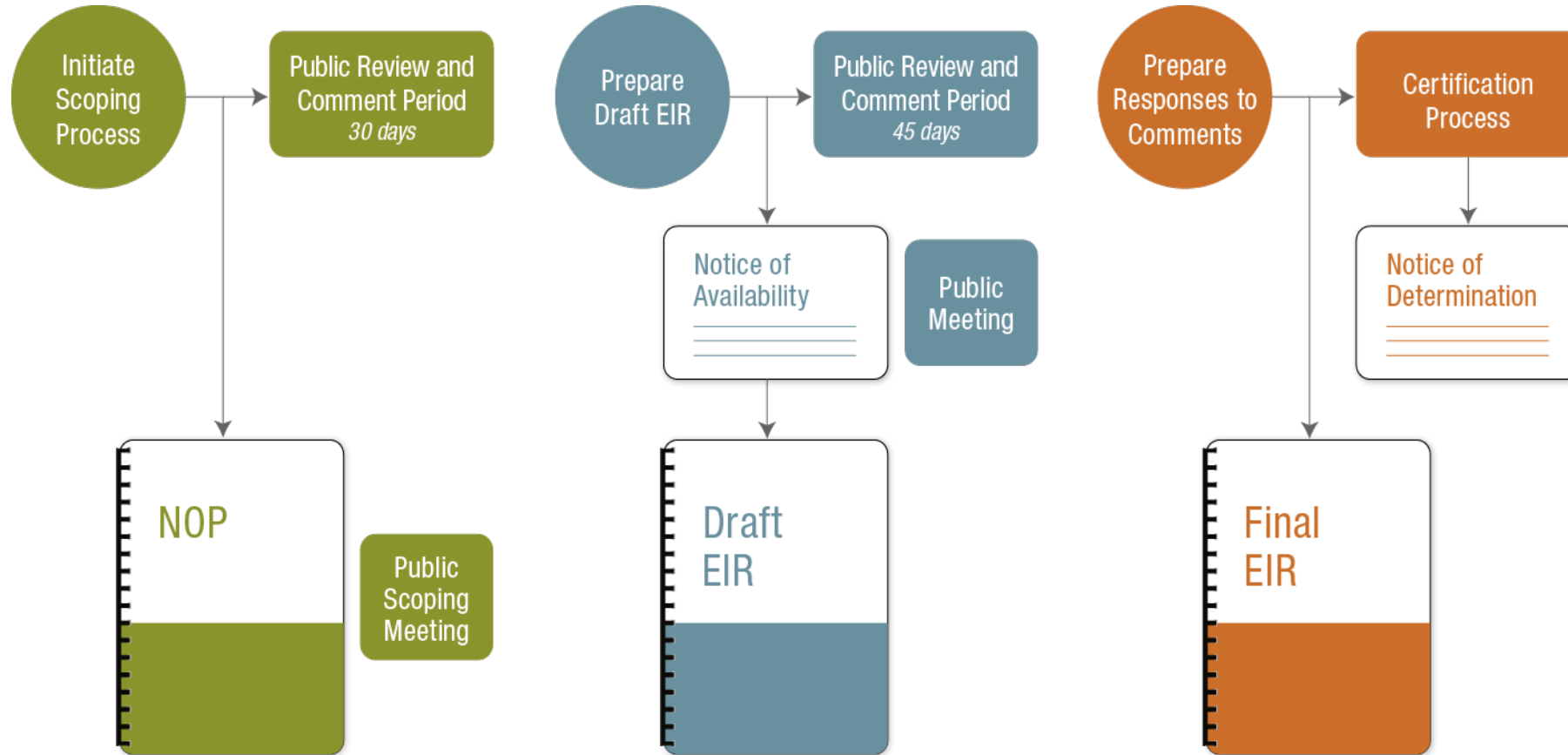
# California Environmental Quality Act (CEQA)



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

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## CEQA Process



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

DEIR publication: June 30, 2021  
 Public hearing: Aug. 26, 2021  
 Public comment period: July 1 – Aug. 31, 2021

Anticipated:  
 Fall 2023



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# DEIR: Project Alternatives

- The project alternatives considered included:
  - Proposed Project: DEIR Project
  - Alternative A: No Project
  - Alternative B: Full Preservation
  - Alternative C: Partial Preservation
  - Alternative D: Transit Facility Plus Commercial Only



# Housing Considerations

Key considerations to being able to fund and build PNC proposed vision and housing concept include:

**Schedule Constraints:** finalize design and secure financing for all housing units prior to starting bus yard operations in 2027.

**Competitiveness:** State financing for affordable housing is highly competitive with restricted amounts of funding available to support a state-wide housing crisis with limited opportunities for PNC to recompete for this funding.

**Design Guidelines:** conform to the City's Design Guidelines that limit building height, massing, building materials, and other aspects of the Project's architecture and design.

**Economic and Market Conditions:** following years of historic lows for interest rates, since 2022 the Federal Reserve has implemented a series of interest rate hikes that has impacted interest rates on loans, cost of raw building materials, and labor availability.

# FEIR: Project Alternatives

The refined project and project alternatives considered include:

- DEIR Proposed Project: DEIR Project (575 units)
  - **NEW:** FEIR Refined Project > 513 units, housing maximization
- Alternative A: No Project
- Alternative B: Full Preservation
- Alternative C: Partial Preservation
- Alternative D: Transit Facility Plus Commercial Only
  - **NEW:** Alternative D Variant: Transit Facility Plus Commercial with Paratransit



# Environmental Studies (Refined Project)



The FEIR proposed project is a refined version of the DEIR proposed project. It includes:

- Four-story bus yard
- Up to 513 residential units with up to 13 stories and maximum height of 150 feet
- Approximately 92,000 square feet of open space
- Class 1 bike parking
- Protected and widened bike lanes with raised crosswalks on 17<sup>th</sup> Street
- Construction is expected to last four years

Environmental Planning has contracted with a CEQA consultant (SWCA) to conduct environmental studies in support of the FEIR Refined Proposed Project such as:

Shadow Impact

Traffic

Noise

# Final Environmental Impact Report (FEIR)

- As part of the project predevelopment agreement (PDA), PNC is responsible for obtaining regulatory approvals, including working with the City and City's environmental consultant to obtain EIR certification (California Environmental Quality Act, CEQA).
- PNC is working with the City to create a Final Environmental Impact Report (FEIR) that advances the DEIR by:
  - Studying the refined preferred alternative (schematic design)
  - Updating project alternative D (variant)
  - Conducting specific studies
  - Notifying the public of findings
  - Identifying mitigation measures to minimize potential environmental effects of project activities



# Next Steps

Chris Jauregui, Potrero Neighborhood Collective (PNC)



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# Next Steps

PNC and the SFMTA have the following community outreach activities planned (subject to change):

- Next Working Group meeting: September 12, 2023
- Public Meeting on September 20, 2023
- Listening Sessions with various community stakeholders including (schedules pending, dates TBD)
- Briefings and focus group sessions with LBE (including Micro-LBE) advocacy organizations and LBEs (schedules pending, dates TBD)

# Public Comment

- Do any members of the public wish to comment?
- If you are joining via a computer, please use the raise your hand feature and we will unmute you.
- Joining by phone? We will unmute folks one at a time and call out the last four digits of your phone number.
- Please state your name and organizational affiliation.

## BUILDING PROGRESS

# Contact Us

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