

# HOPE SF POTRERO & SUNNYDALE

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DEVELOPMENT AGREEMENTS

MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS HEARING  
DECEMBER 6, 2016



HOUSED. HEALTHY. WELL.

# HOPE SF Initiative

- **1940's-90's** HOPE VI, disinvestment and racial segregation
- **2010** HOPE SF is launched unfunded by Mayor Newsom
- **2010-2012** HOPE SF public-private task force is funded through philanthropy
- **2013-2030** City makes \$600 million long-term investment in HOPE SF under Mayor Lee
- **December 2016** Final Hunters View households moving
- **Jan/Feb 2017** First 114 Alice Griffith households moving
- Collective impact initiative anchored by dozens of CBOs, government agencies, philanthropy, and resident leaders



Potrero



Hunter's View



Alice Griffith



Sunnydale

# HOPE SF Initiative

## Community Snapshot by Site

nearly 5,000 HOPE SF residents across four communities

Aspect	Hunters View	Alice Griffith	Potrero	Sunnydale
Residents (on-lease)	123 households 319 people Avg. Size 2.6	226 households 690 people Avg. Size 3.0	619 households 1,370 people Avg. Size 2.3-3.0	775 households 1,718 people Avg. Size 2.5
Ethnic Breakdown	47% African-American 17% Asian 16% Pacific Islander 10% Latino 9% White	65% African-American 14% Latino 13% Pacific Islander 7% Asian 1% White	58% African-American 21% Latino 6% Asian 5% Pacific Islander 3% White	39% African-American 20% White 17% Latino 16% Asian 7% Pacific Islander
Anchor Partners	John Stewart Co.; Bayview YMCA	McCormack Baron Salazar; Urban Strategies	Bridge Housing / Urban Services YMCA	Mercy Housing/ Related California/TURF/VVSF/ Bayview YMCA
Core Activities	<p><u>Service Connection</u></p> <ul style="list-style-type: none"> <li>Needs Assessment               <ul style="list-style-type: none"> <li>Family Plans</li> </ul> </li> <li>Referrals and follow up</li> <li>Concentrated work in employment, housing, health, education, public safety</li> <li>Community Events</li> <li>Resident Leadership</li> </ul>	<p><u>Service Connection</u></p> <ul style="list-style-type: none"> <li>Needs Assessment               <ul style="list-style-type: none"> <li>Family Plans</li> </ul> </li> <li>Referrals and follow up</li> <li>Concentrated work in employment, housing, health, education, public safety</li> <li>Community Events</li> <li>Resident Leadership</li> </ul>	<p><u>Community Building</u></p> <ul style="list-style-type: none"> <li>Gardening Programs               <ul style="list-style-type: none"> <li>Healthy Living</li> </ul> </li> <li>Healthy Generations               <ul style="list-style-type: none"> <li>Outreach for key services/programs</li> </ul> </li> </ul> <p><u>Early Services Connection</u></p> <ul style="list-style-type: none"> <li>Needs Assessments               <ul style="list-style-type: none"> <li>Family plans</li> </ul> </li> <li>Concentrated work in employment, health, education, public safety</li> </ul>	<p><u>Community Building</u></p> <ul style="list-style-type: none"> <li>Intentional outreach for Collaborative Services               <ul style="list-style-type: none"> <li>Wellness Activities</li> <li>Support groups</li> </ul> </li> </ul> <p><u>Early Services Connection</u></p> <ul style="list-style-type: none"> <li>Needs Assessments               <ul style="list-style-type: none"> <li>Family plans</li> </ul> </li> <li>Concentrated work in employment, health, education, public safety</li> </ul>

# HOPE SF Initiative

## Disrupting Neighborhood Effects

Opportunity	Symptom of Isolation
Housing & Infrastructure	<ul style="list-style-type: none"><li>• All in the southeast, nearly 5,000 people live in 4 of the most isolated and dilapidated housing stock in the nation</li></ul>
Economic Mobility	<ul style="list-style-type: none"><li>• 73% of able-bodied adults are unemployed (compared to 3.4% citywide)</li><li>• \$14,000 median household income (compared to \$75,910 citywide)</li><li>• 18-year average residency</li></ul>
Family Health & Wellness	<ul style="list-style-type: none"><li>• 80% of households are female-headed</li><li>• Life expectancy is 14 years less than counterparts in Russian Hill</li></ul>
Education	<ul style="list-style-type: none"><li>• 53% chronically absent</li><li>• 1 in 2 will complete high school</li></ul>

# HOPE SF Principles

1. Ensure no loss of public housing (1:1)
2. Create an economically integrated community
3. Maximize the creation of new affordable housing
4. Involve residents at the highest levels of participation throughout the rebuilding process
5. Provide economic opportunities through the rebuilding process
6. Integrate the rebuilding process with neighborhood improvement plans
7. Create environmentally sustainable and accessible communities
8. Create a strong sense of community



# HOPE SF Potrero



# HOPE SF Potrero

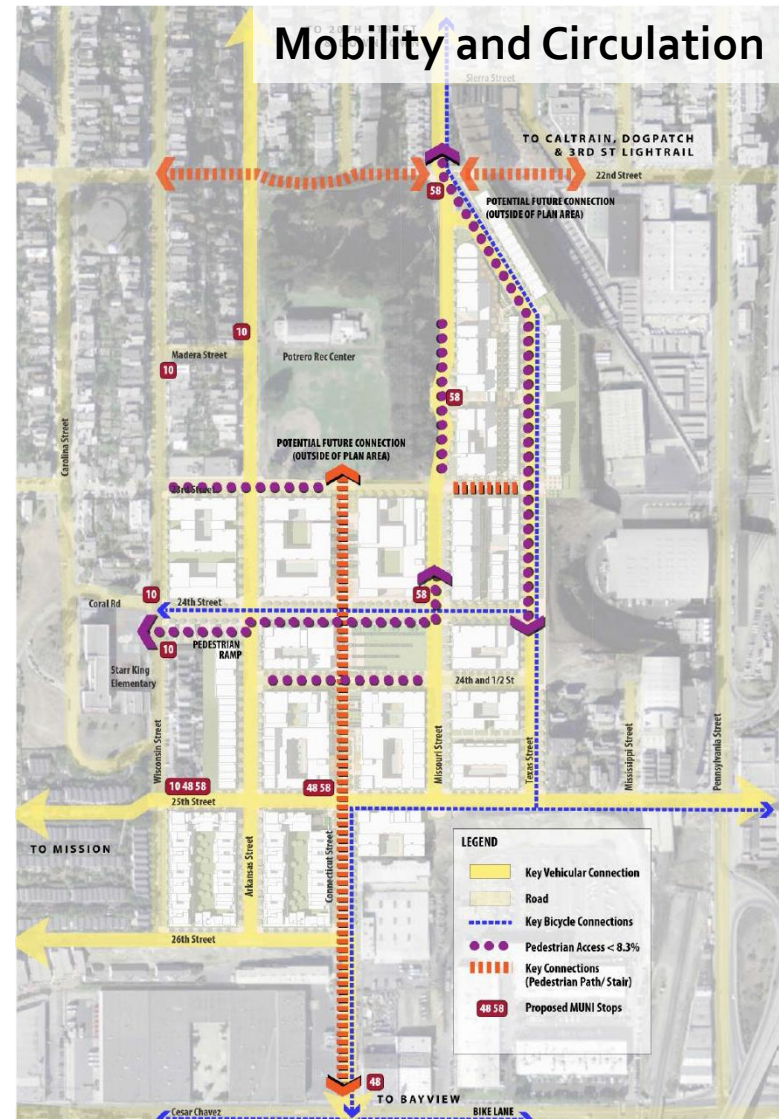


# HOPE SF Potrero

- **1:1 replacement of existing 619 public housing units** with new affordable units
- Creation of approx. **200 new low-income affordable units** for the City
- **Mixed-income community** with addition of approx. 800 market rate units
- **3.5 acres of public open space** including neighborhood parks, community gardens, promenades, and better access to Potrero Rec Center
- **13.5 acres of public infrastructure improvements** including new roadways, utilities, and better connections to adjacent neighborhoods
- **24<sup>th</sup> Street neighborhood corridor** with 15,000 sf of local-serving retail and a **30,000 sf community center** with childcare, recreation, and social services
- Workforce development commitments including **public housing resident hire for construction jobs**

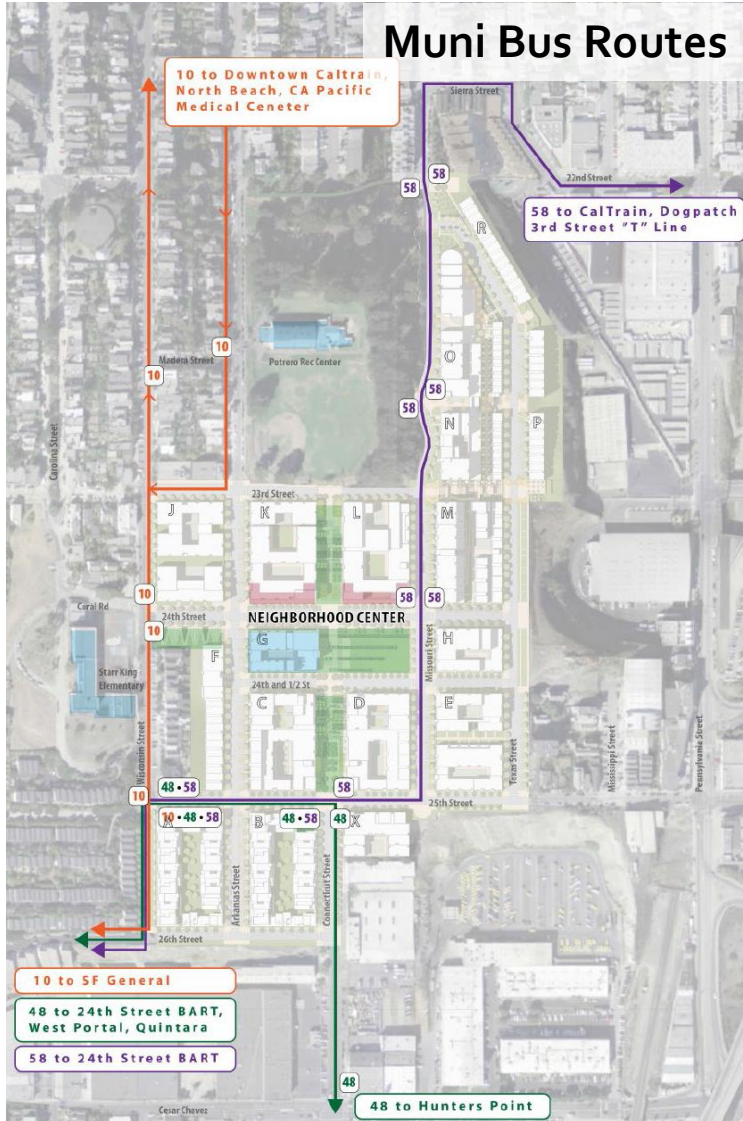


# HOPE SF Potrero

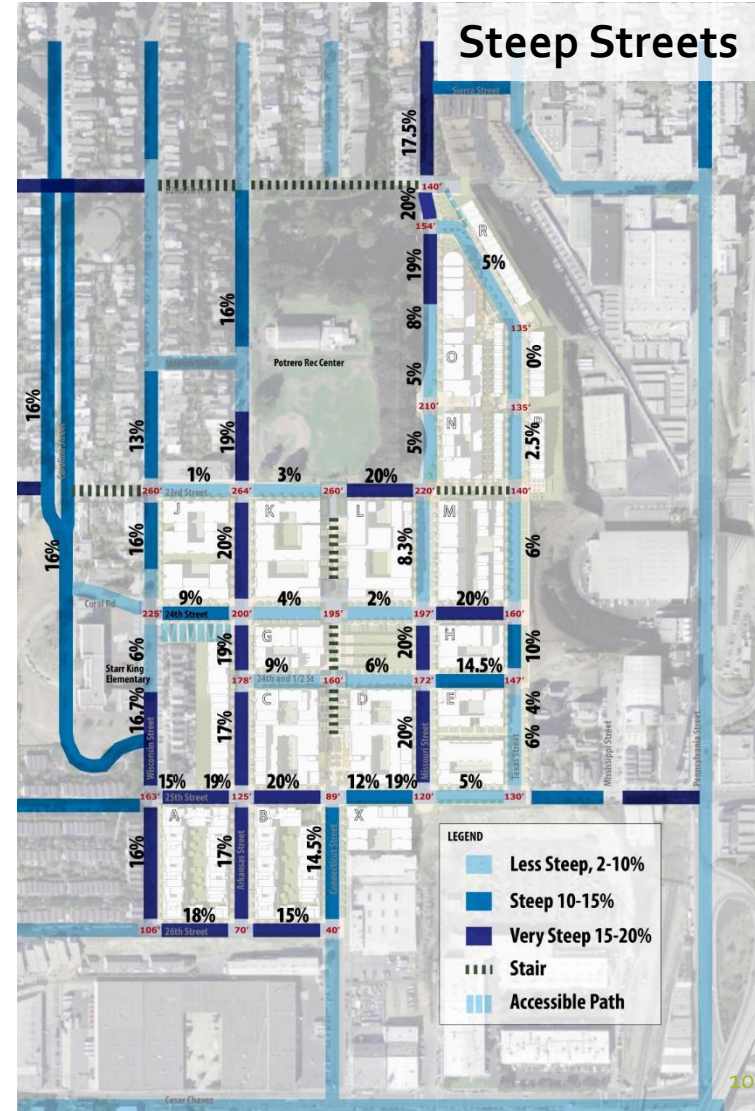


# HOPE SF Potrero

## Muni Bus Routes



## Steep Streets



# HOPE SF Potrero

## Transportation Improvements

- Grid street pattern with sidewalks improves pedestrian safety, mobility, bicycle access, and enables Better Streets Plan treatments
- Dramatic topography of site will result in steep streets
  - Accessible routes have been designed in the neighborhood center
  - MTA and DPW continue to work with Bridge Housing to ensure that MUNI bus access can serve the site despite the slope challenges (10, 48, 58)
- Transportation Sustainability Fee does not apply to the project per TSF ordinance
- Transportation Demand Management plan encourages minimizing provision of parking and facilitating transit use especially for low-income residents

# HOPE SF Sunnydale



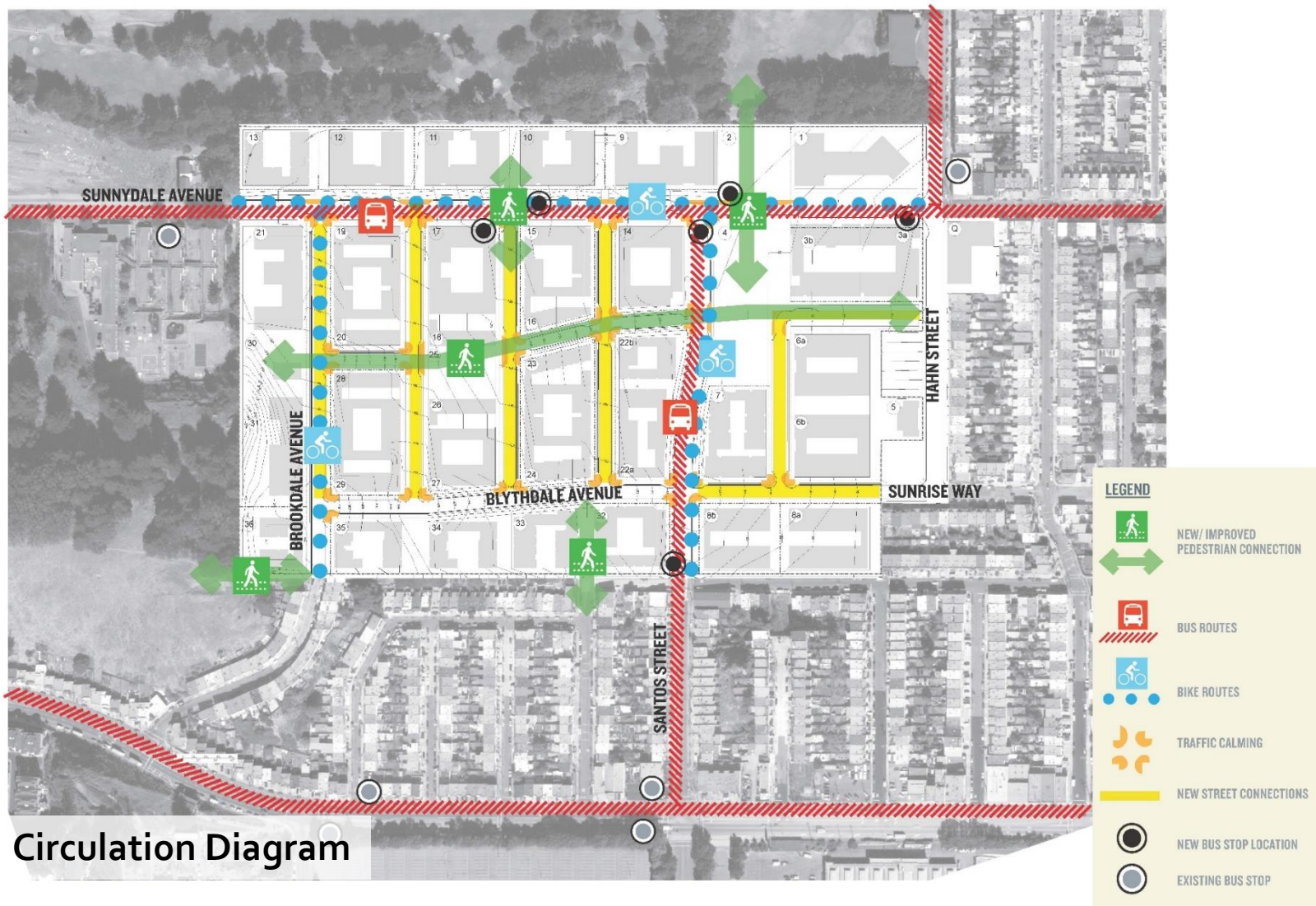
# HOPE SF Sunnydale



# HOPE SF Sunnydale

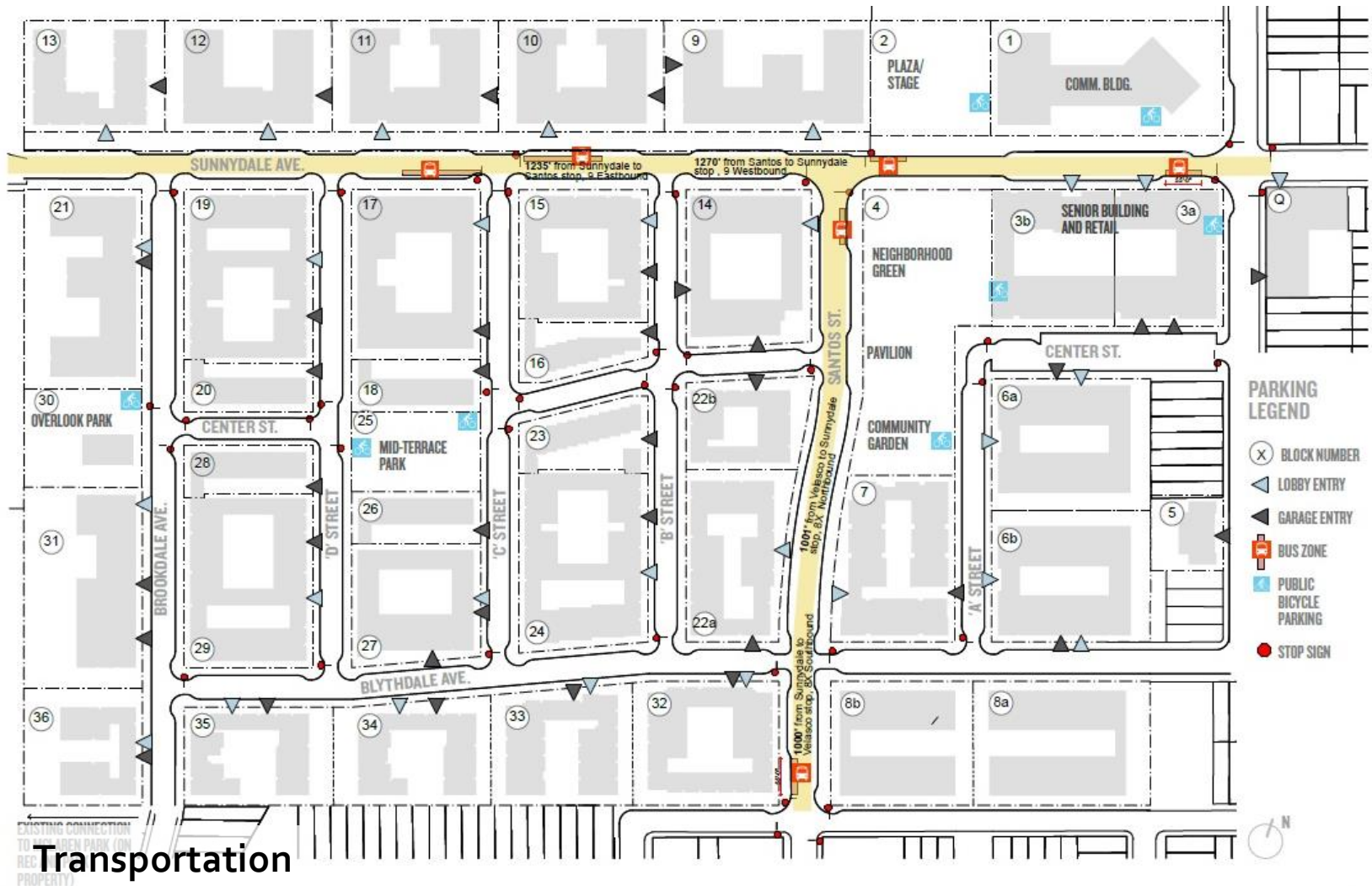
- **1:1 replacement of existing 775 households** with new affordable units
- Creation of approx. **200 new low-income affordable units** for the City
- **Mixed-income community** with addition of approx. 600 market rate units
- **3.6 acres of public open space** centered on a community green with play areas, plazas, and a new connection to Herz Playground/Coffman Pool
- **13.2 acres of public infrastructure improvements** including new roadways, utilities, and better connections to adjacent neighborhoods
- A **60,000 sf community “Hub”** with childcare, recreation facilities, after-school programs, new **neighborhood retail for local businesses, a health and wellness center, and community based organizations**
- Workforce development commitments including **public housing resident hire for construction jobs**

# HOPE SF Sunnydale



Circulation Diagram

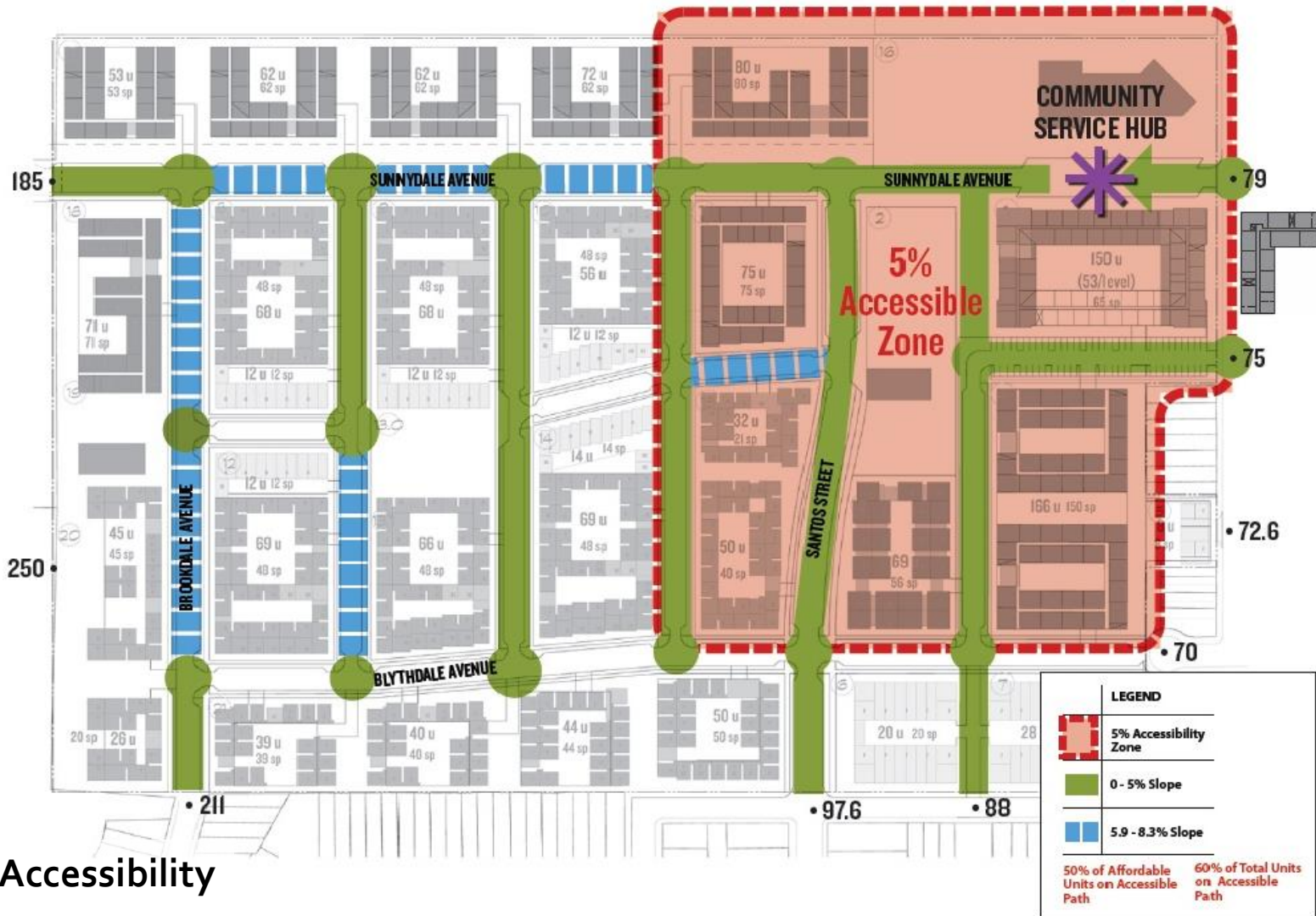
# HOPE SF sunnydale



Transportation



# HOPE SF Sunnydale



Accessibility

# HOPE SF Sunnydale

## Transportation Improvements

- Grid street pattern with sidewalks improves pedestrian safety, mobility, bicycle access, and enables Better Streets Plan treatments
- Sunnydale Avenue and Santos Streets will remain the main thoroughfares with Muni bus service and new bicycle routes
- Muni bus routes will have new, accessible stops with bus bulb-outs and shelters (9, 8X)
- Transportation Sustainability Fee does not apply to the project per TSF ordinance
- Transportation Demand Management plan encourages minimizing provision of parking and facilitating transit use especially for low-income residents

# HOPE SF Questions?

