



SFMTA

Building Progress: Potrero Yard Neighborhood Working Group

January 2023 Meeting



SFMTA

Agenda

1. Welcome & Introductions — 15 minutes
2. Proposed Calendar for 2023 Working Group Meetings — 10 minutes
3. Member & SFMTA announcements — 10 minutes
4. Project update (Potrero Neighborhood Collective team) — 25 minutes
5. Open Decision Point: Project Look and Feel — 40 minutes
6. Next Steps — 10 minutes
7. 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.*

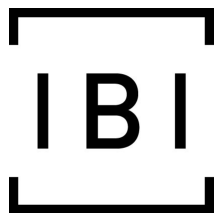
Today's Objectives

- Get to know each other better
- Update on Project Schedule
- Discuss feedback received from PNWG and other community stakeholders in December 2022
- Get a better understanding of PNWG's opinions of the Look and Feel of the Project
- Answer Questions

Who We Are



PRESIDIO
DEVELOPMENT
PARTNERS, LLC



PLANT



THE ALLEN GROUP, LLC



Check-In

Let's take this time to reconnect after the start of the New Year.
Please say:







- Your name
- The organization (if any) that you represent
- Your role on the Project
- What is something you never get tired of talking about?

PNC Promise to the Working Group

- We will be transparent about the constraints that will guide our decision-making.
- We will work to understand and address your concerns and priorities.
- We will balance stakeholder priorities while supporting SFMTA ensures they meet their core transit objective to bring you the best service possible.

Group Agreements: Charter

The Working Group has been in operation since October 2018. As an established group that has provided valuable feedback and input to SFMTA for over four (4) years, PNC respects the following existing Group Agreements as identified in the Charter:

-  Attend at least half of scheduled meetings and participate in 2 public meetings.
-  Establish a dialog with the group, organization, or constituency you represent so that these views can be incorporated into broader public input on the project.
-  Commit to balance the needs of your specific interest group, organization or constituency with others'.
-  Assist the project team by identifying opportunities for broader public outreach, providing input on the overall project design, and sharing insights on the issues and concerns affecting your community.
-  Assist in publicizing public workshops, engagement opportunities, and announcements to the San Francisco public.
-  Respectfully listen and empathize with other viewpoints.

Group Agreements: Hybrid Meeting

Be fully present and open to different perspectives and experiences by:



Keeping your camera on



Putting devices on silent / vibrate



Raising your virtual hand to indicate that you would like to speak



Using the chat function to share a quick comment or question



Look into the camera when you speak



Mute yourself when you are not talking (mute button)



Use the “gallery” view to see all participants

Proposed 2023 Working Group Calendar

- All meetings to be hybrid
 - In Person: KQED or other community space near Potrero Yard
 - Virtual: Microsoft Teams
- Monthly meetings on first Tuesdays of the month at 6 p.m.
 - January 10*
 - February 7
 - March 7
 - April 4
 - May 2
 - June 6
 - July 11*
 - August 8*
 - September 12*
 - October 3
 - November 7
 - December 5

** Denotes meeting held on second Tuesday of the month due to holiday or other schedule conflict*

Announcements

- Working Group member announcements
- SFMTA announcements



New T Third Service

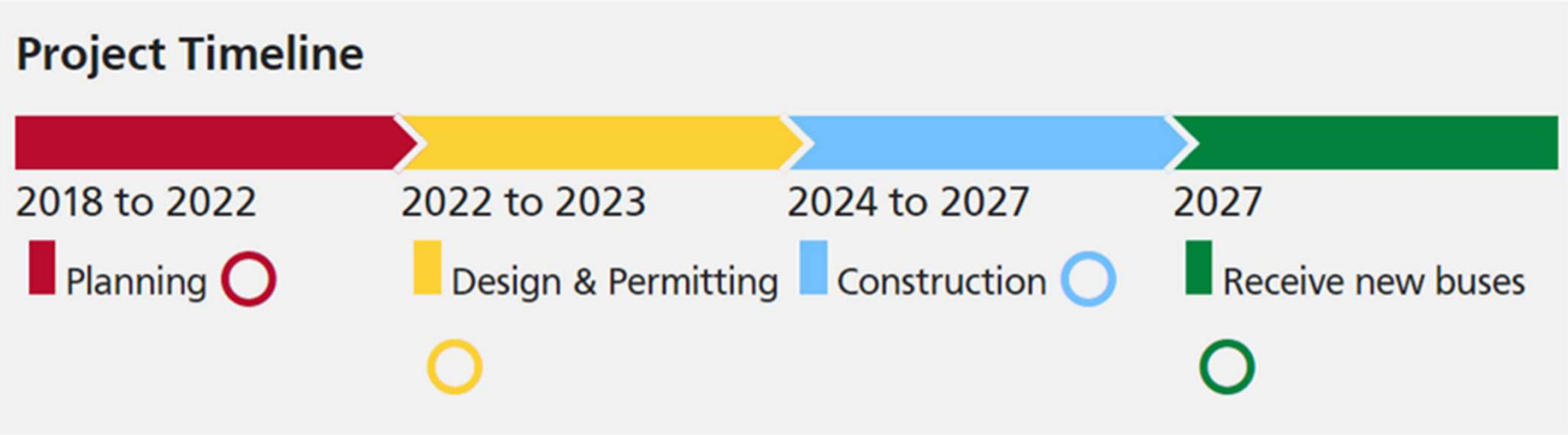
Announcements

New T Third Service

- From Chinatown-Rose Pak to Sunnydale started January 7 via Central Subway.
- T Third Bus along 3rd and 4th Streets in SoMa and on Stockton Street north of Market.
- Chase Center Event Service: “S Shuttle Mission Bay” every 10 minutes (in addition to T). All stops between Chinatown-Rose Pak Station and UCSF/Chase Center.
- K Ingleside will now travel between Balboa Park and Embarcadero Station.
- N Judah to 4th and King to transfer to T to Sunnydale.



Project Timeline



Predevelopment Activities	Target Date
Entitlements	Q3 2023
Design Development	Q4 2023
Design-Build Partner Selected	Q4 2023
Commercial Close	Q2 2024
Temporary Facility Completed	Q2 2024



Project Schedule – Key Items 2023 Q1

January

- *Working Group Theme:* Look and Feel
- Stakeholder Listening Sessions (tentative)
- City provides feedback to PNC on draft Project Management plans

February

- *Working Group Theme:* 17th Street, LBE
- Community Meeting (tentative)
- Stakeholder Listening Sessions (tentative)
- PNC submit final Project Management plans

March

- *Working Group Theme:* Public Art, Sidewalk, Trees
- PNC submits LBE Plan to SFMTA
- **Draft 50% Schematic Design Due**

Note: PNC meets with SFMTA and City on a regular basis to advance Project design

Stakeholder Listening Sessions

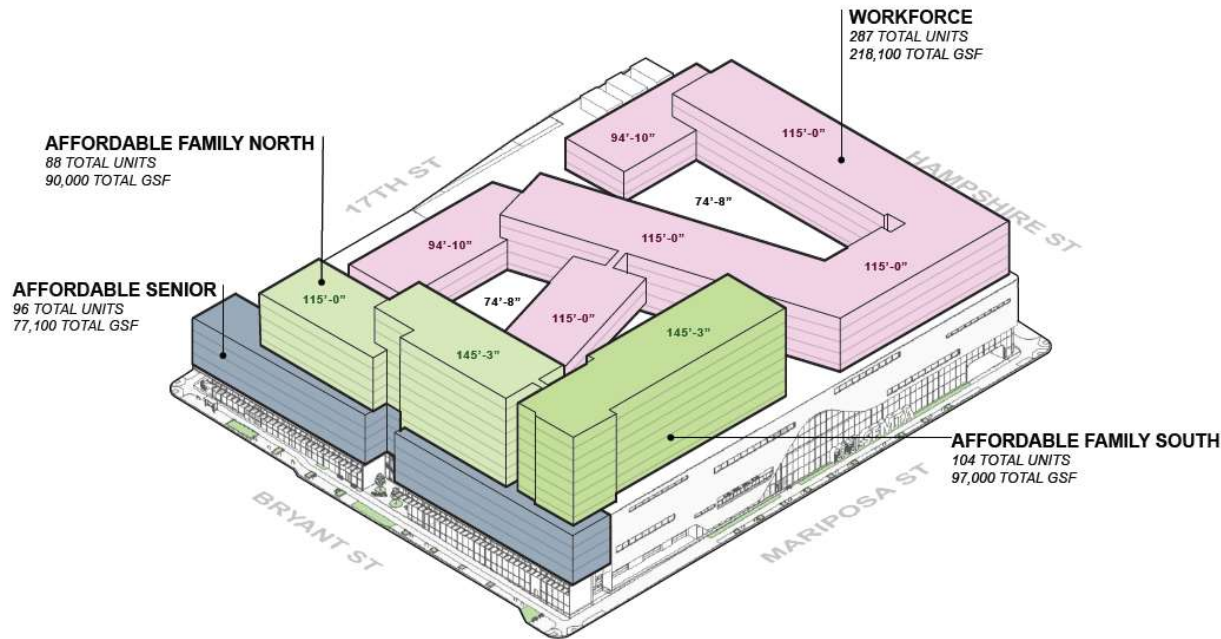
PNC will meet community stakeholders to: 1) introduce PNC, 2) provide One-on-One briefing of the Project status, and 3) gain specific and detailed input and feedback.

During January – March 2023, PNC will engage:

- We like to offer to present to your organization or constituency
- Any additional groups or organizations that PNC should consider meeting with?
- PNC is finalizing a complete Outreach Plan that will include grassroots outreach

Housing Plan: December 2022

Housing Developers provided an early concept of the housing program during the December 2022 Working Group meeting:



A total of 575 housing units dedicated to households earning 120% Area Median Income (AMI) or lower

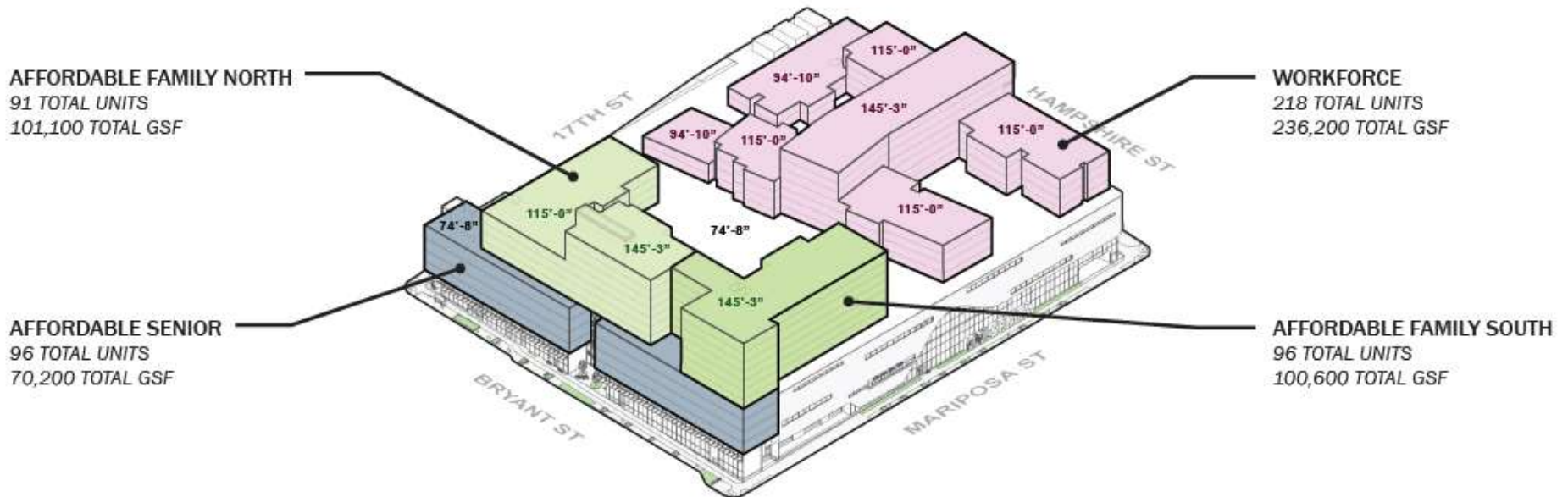
Housing Unit Types					
	Studio	1 Bdrm	2 Bdrm	3 Bdrm	Total
Count	257	123	145	50	575

The housing program continues to be subject to funding sources and market feasibility.



Housing Plan: January 2023

Housing Developers received feedback and are considering updating the housing program designs:



A total of 501 housing units dedicated to households earning 120% Area Median Income (AMI) or lower

Housing Unit Types					
	Studio	1 Bdrm	2 Bdrm	3 Bdrm	Total
Count	102	189	145	65	501

The housing program continues to be subject to funding sources and market feasibility.



Input Received: December 2022

During the December 2022 Working Group meeting (Dec 6) and PNC Pre-Application meeting (Dec 13), PNC presented early-stage design of the project, including renderings and layouts.

The Working Group and members of the public were invited to provide feedback on the following Open Decision Points

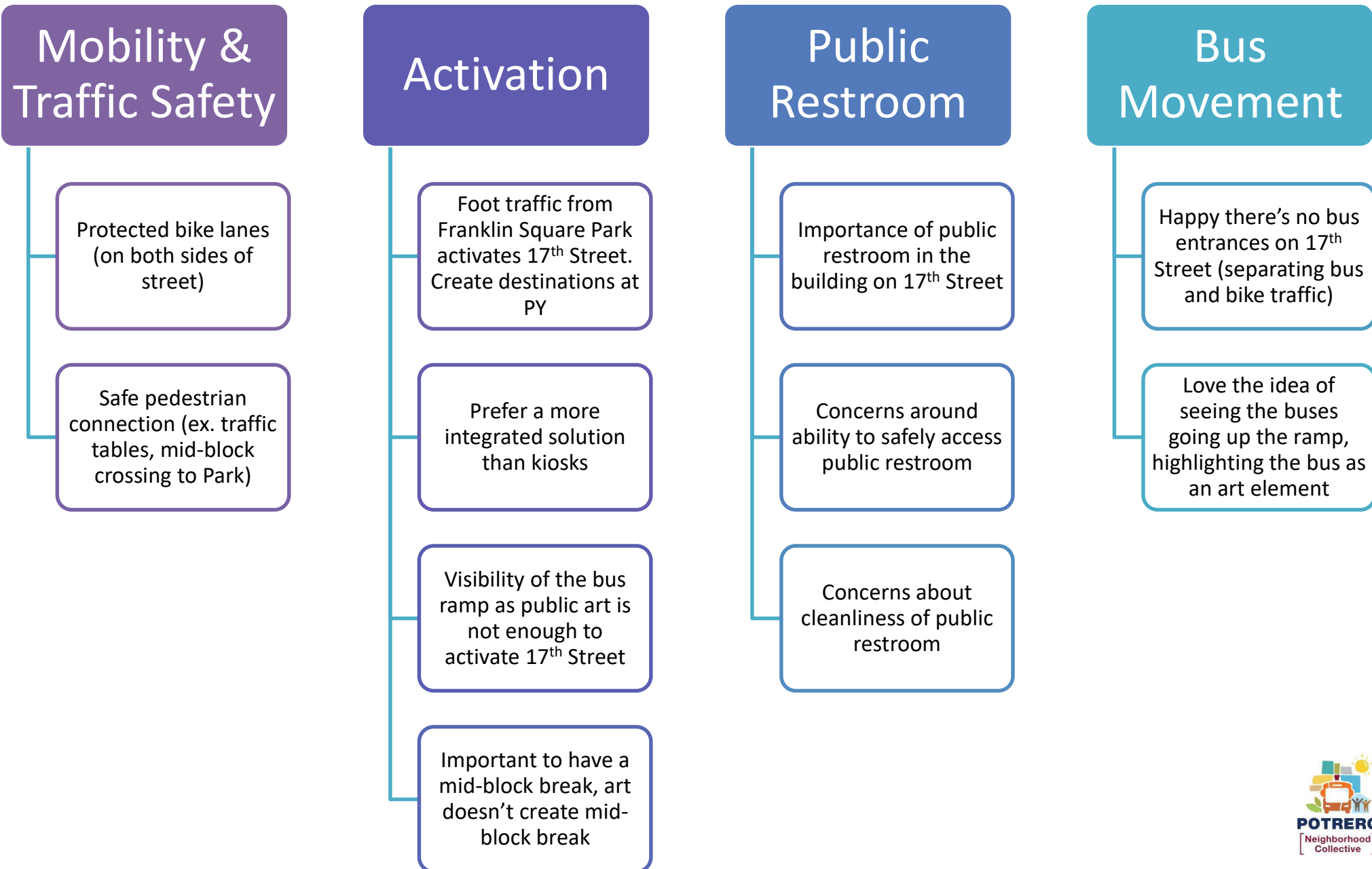
- Streetscape at 17th Street
- Commercial and Retail Opportunities
- Trees and Sidewalks
- Look & Feel
- Public Art

Streetscape at 17th Street: Questions

- Why is the restroom at Hampshire? Can it be located on Bryant?
- Can there be a mid-block crossing from Franklin Square park?
- Will the restrooms be limited to café customers? How will the restrooms be maintained?
- What happens to the current bus entrance on 17th Street?



Streetscape at 17th Street: Input Received



Commercial and Retail: Questions

- Are the kiosks integrated into the building?



17th Street and Hampshire Street



Commercial and Retail: Input Received

Retail

Bookstore

La Cocina

Local Clothing

Nonprofit Business

Café / Latin American Coffee Shop*

Sobadores

Bicycle Shop

Small Business

Community Services

Childcare (including Head Start)*

Art Studio Space*

Tech Hub

Library*

Student Lab

HSH Access Point

Community Rooms (preference on 17th St)*

Hub / Pop-Up Space

Activation and Mobility

Parking (easy access)

More foot traffic points

Retail on 17th St to help activate Park

Concern about activation along all sides of project

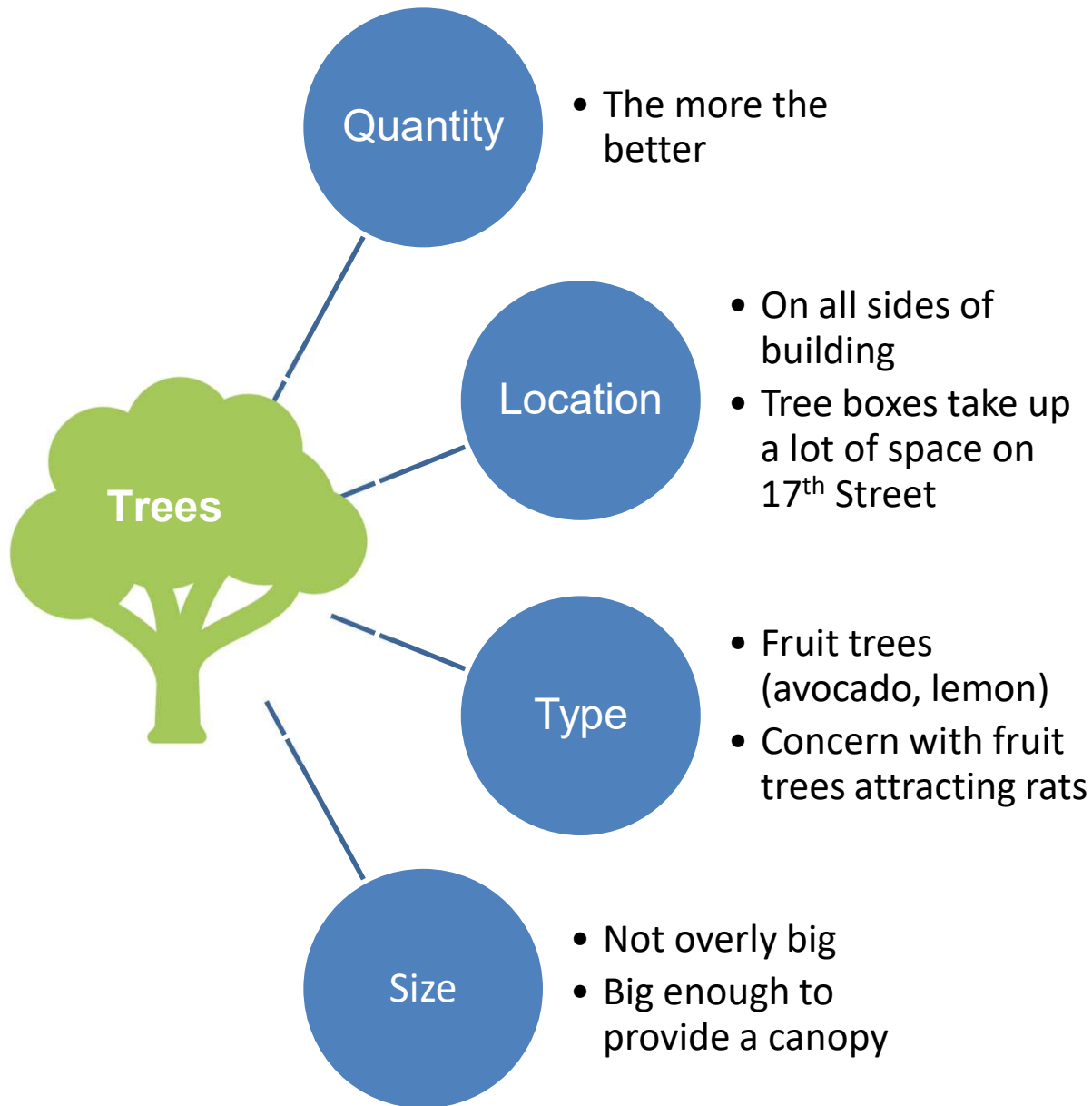
**indicates multiple similar comments*

Trees and Sidewalks: Questions

- Do you have an arborist report yet?
- Is it possible to keep any of the existing street trees?
- Can the sidewalks be widened?



Trees and Sidewalks: Input Received



General Landscaping

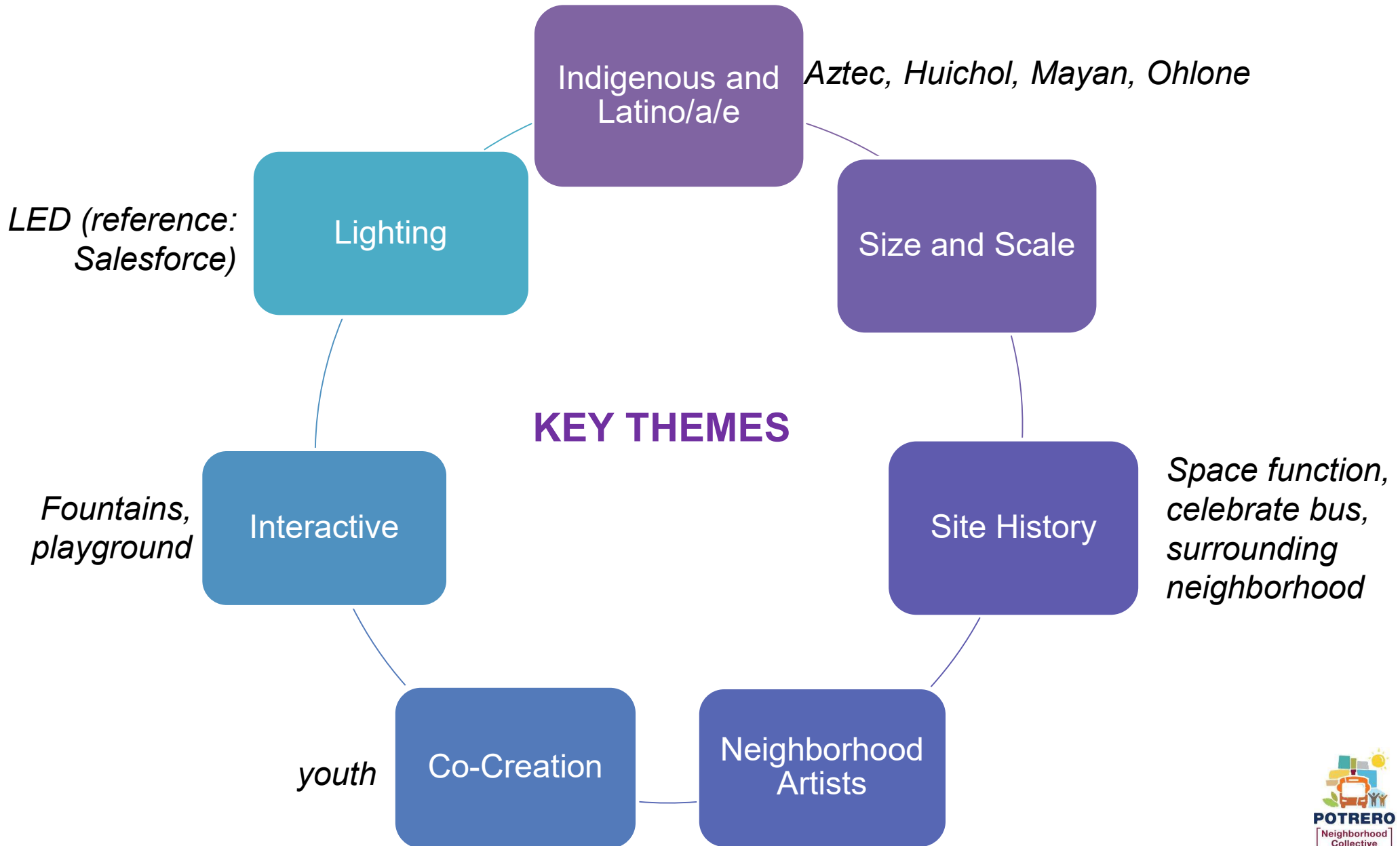
- Consider hiring landscape architect sooner than later
- Planting in the bike lane to create separation
- Use planting as part of stormwater management
- Consider stormwater management at street level and podium level

Public Art: Questions

- What is the scale of the art?
- How many artists or art pieces will be included?
- What is the definition of local artist?
- Can public art be child-centered?
- Can exhibit space for rotating art be featured?
- Will you connect to the areas past (example: Seals Stadium)?



Public Art: Input Received



Look and Feel: Questions

- Can we soften up the architecture so that it feels less hostile?
- Can the building be a state-of-the-art reference?
- Operational sound issues on Hampshire Street?

Mariposa Street (aerial)



Look and Feel: Input Received

Glass	Color	Massing / Size	Neighborhood Integration	Materials
<ul style="list-style-type: none">• Several pieces of positive feedback• Suggest colored glass	<ul style="list-style-type: none">• Contradicting opinions on the use of gray• Request for vibrant colors• Request for gray	<ul style="list-style-type: none">• Current massing is blocky• Integrate “view connectors” to break up building• Set back the wall (dead zones become blight)• Don’t like sharp lines and corners• Reduce dead space	<ul style="list-style-type: none">• Housing not to look too residential• Muni Yard look too much like a manufacturing building• Keep the neighborhood feel (manufacturing, art studio, etc)• Don’t create artificial or exotic feeling	<ul style="list-style-type: none">• Mosaic• Brick• Wood (ex. Bayview project)• Elevate [quality of building] materials with arts budget

Look and Feel Further Defined

For purposes of this Project, Look and Feel refers to the exterior of the building. Examples include:

- Building Materials such as:
 - Glass (glazing)
 - Metal screening
 - Colors of materials
 - Artistic elements of materials
- Massing / Size (within established project envelop)
- Functionality
- Neighborhood Integration



Working Group Input: Look and Feel

PNC would like your further input on the Look and Feel:

- What types of materials (glass, wood, metal, lighting) would you like to see highlighted in the Project design?



Working Group Input: Look and Feel

PNC would like your further input on the Look and Feel:

- How important is color variation?



Working Group Input: Look and Feel

PNC would like your further input on the Look and Feel:

- How does the streetscape integrate with the housing program?

17th Street



Working Group Input: Look and Feel

PNC would like your further input on the Look and Feel:

- House does the streetscape integrate with the housing program?

Mariposa Street at York Street



Next Steps

A chance for Working Group members to weigh in on Open Decision Points:

- Next Working Group meeting: February 7, 2023
- Listening Sessions (tentative, dates TBD)
- Community meeting(s) (tentative, 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 Reach Out Anytime

John Angelico

Public Information Officer

John.Angelico@SFMTA.com

415.646.4783

Bonnie Jean von Krogh

Building Progress Public Affairs Manager

BonnieJean.vonKrogh@SFMTA.com

415.646.2447

Kerstin Magary

Senior Manager of the SFMTA FIT Facilities
and Strategic Real Estate

Kerstin.Magary@SFMTA.com

Potrero Neighborhood Collective

PotreroYard@plenarygroup.com

