



SFMTA

Building Progress: Potrero Yard Neighborhood Working Group

June 24, 2019 Meeting

Agenda

1. Meet & Greet – 10 minutes
2. Working Group Member Announcements – 20 minutes
3. Tour of Islais Creek Division – 30 minutes
4. Discussion of July 27 Outreach Event – 30 minutes
5. Project Updates – 20 minutes
6. A Look Ahead – 10 minutes



Working Group Member Updates

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

Islais Creek Facility – Overview

- 8.4-acre bus maintenance yard on the north shore of Islais Creek.
- Accommodates 165, 40-foot and 60-foot hybrid buses and 19 non-revenue (maintenance) vehicles.
- Seven lines run out of the facility:
 - 1AX/BX California Express
 - 7X Noriega Express
 - 8 Bayshore
 - 8AX/BX Bayshore Express
 - 38 Geary



Public Outreach Event (July 27)

- Event theme – “Get to Know Your Neighbor – Potrero Yard”.
- Content will cover why we need to modernize the yard, how the yard currently functions, and the future height and mass of the building.
- Information and activity-based tables will be setup at the event site and scheduled Potrero Yard tours will take place.
- **Date & time: Saturday, July 27
12 pm to 3 pm**
- Event likely to be held at Franklin Square Park, but we’re looking at alternative locations as well.
- We are reaching out to stakeholders that we haven’t met with prior to this event as well as attending July 14 Sunday Streets.
- **Feedback?**

SFMTA Potrero Yard July Workshop

Examples and Sketch Cartoons

Outreach Event Goals/Topics

Receive feedback from community

On tour/takeaway

- **Key project facts/info**
 - 'Why Modernize'
- **Existing vs Future Facility / What is SFMTA building here?**
 - To familiarize people with general use/organization
 - For SFMTA to show existing facility pain points and how new facility addresses issues
- **Perspective view from an intersection**
 - Socializing massing; Demonstrate what a 75' building looks like at this site in context at ground level
 - Can double as before/after slider (online tool)

At Franklin Square

- **Context and goals**
- **Thank you for your feedback**
 - Highlight key issues/themes to date and how project is addressing (17th street activation, shadow, etc)
 - **Allow for additional comments?**
 - Upcoming milestones
- **What do you envision here?**
 - Invite and engage participants to input ideas/feedback on facades
 - Show potential examples
- **Pedestrian Experience**
 - Answering the question: "What does 75' look like?"
Socializing massing; Demonstrate what a 75' building looks like at this site in context at ground level
 - Committing to no net new shadow beyond baseline bus facility at Franklin Square
- **I want ____ at Potrero Yard**
 - Provide a place for general feedback, comments, ideas

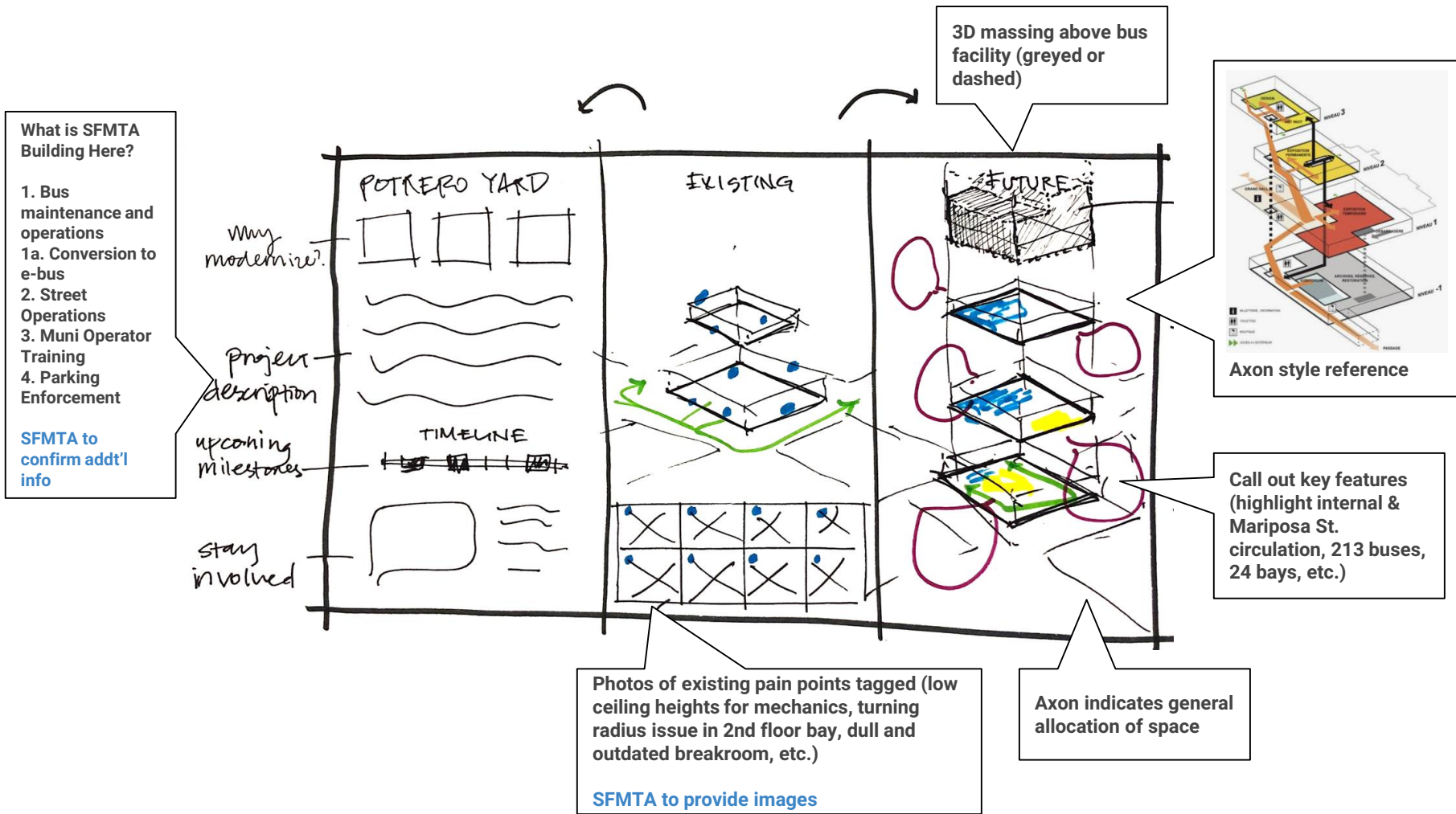
Online (Optional)

- **Online tour**
 - For people who can't make it / ADA purposes
 - StoryMap, Prezi, or VR Scene
- **Before/after slider**
 - For project website (can embed)

Outreach Material

Takeaway/On tour

Brochure Takeaway Layout – Slide 1



Brochure Takeaway Layout – Slide 2



**A NEW
POTRERO
YARD**

Ground level view from
Bryant and 17th Street
(view of active use, hints
at JD above)

SFMTA to confirm view

Sketch to include adjacent
context buildings (photo
collage overlay or other)

Outreach Material

At Franklin Square Stations

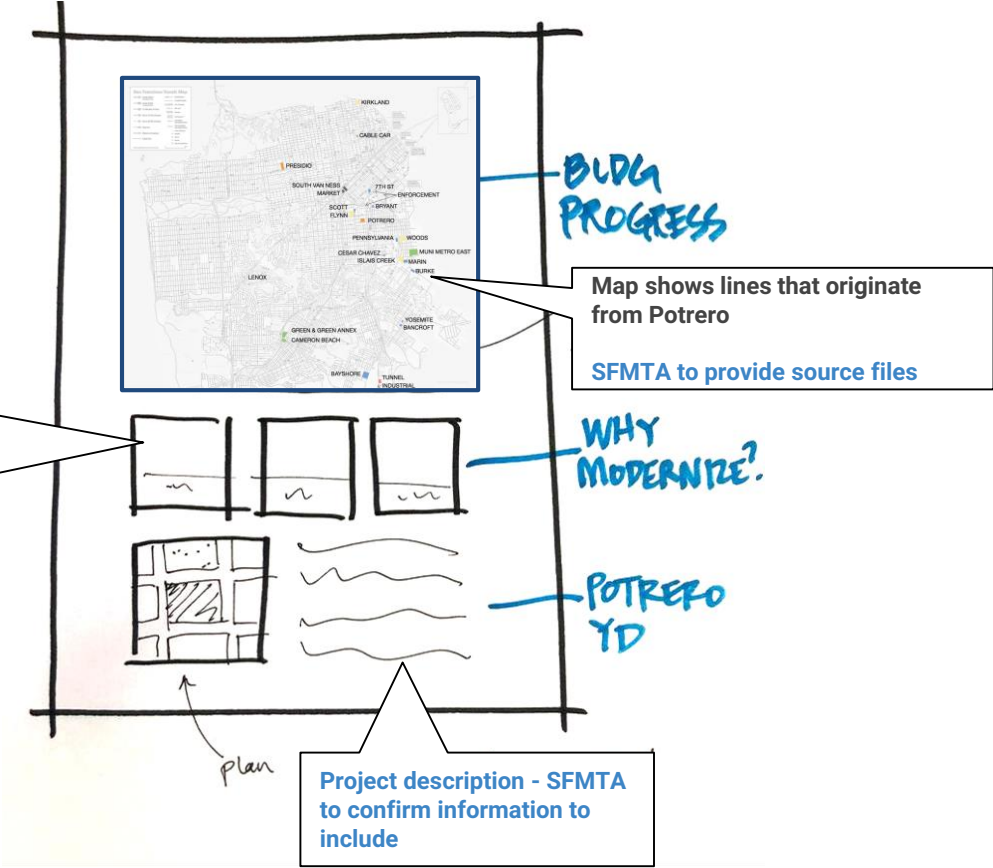
Board Layouts

1. SFMTA Building Progress

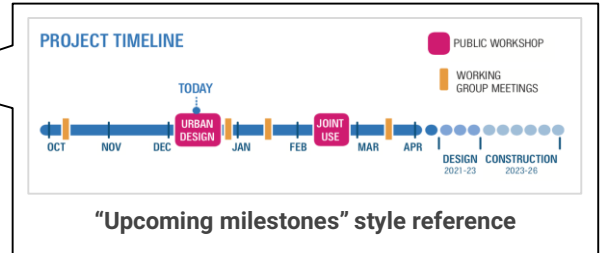
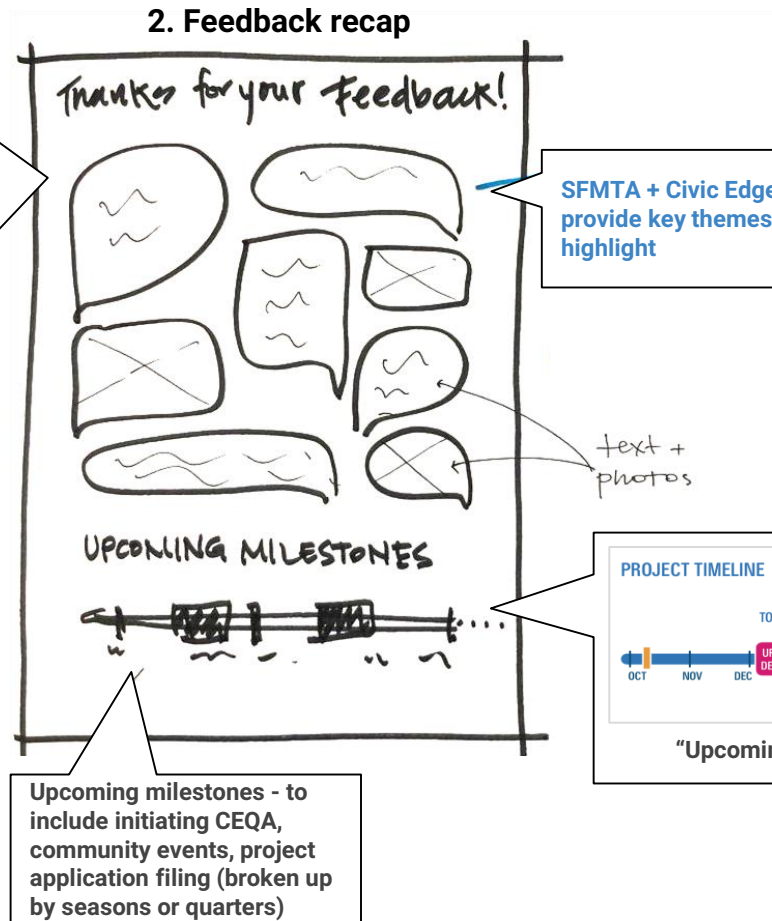
PROJECT GOALS AND PROCESS

WHY MODERNIZE?

<p>MORE VEHICLES ↓ BETTER TRANSIT SERVICE</p>	<p>100 YEAR OLD FACILITY ↓ SEISMIC AND SAFETY UPGRADES</p>	<p>JOINT USE ↓ MINIMIZE COST AND MAXIMIZE PUBLIC BENEFIT</p>
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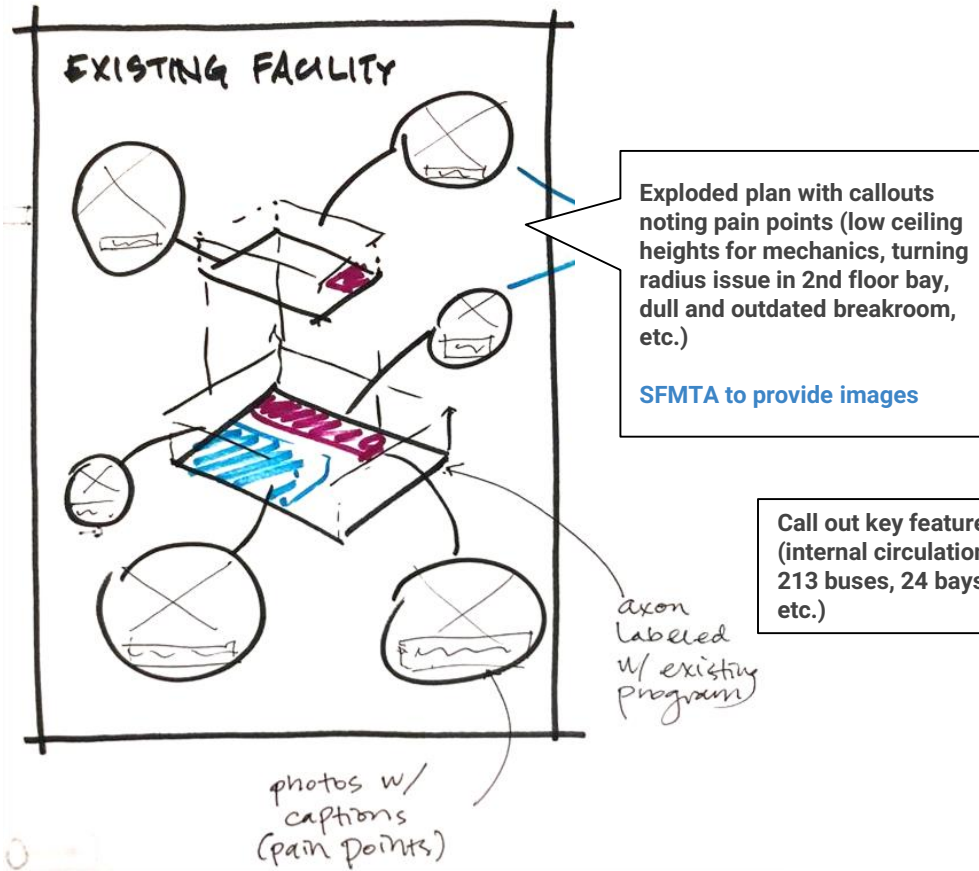


Board Layouts

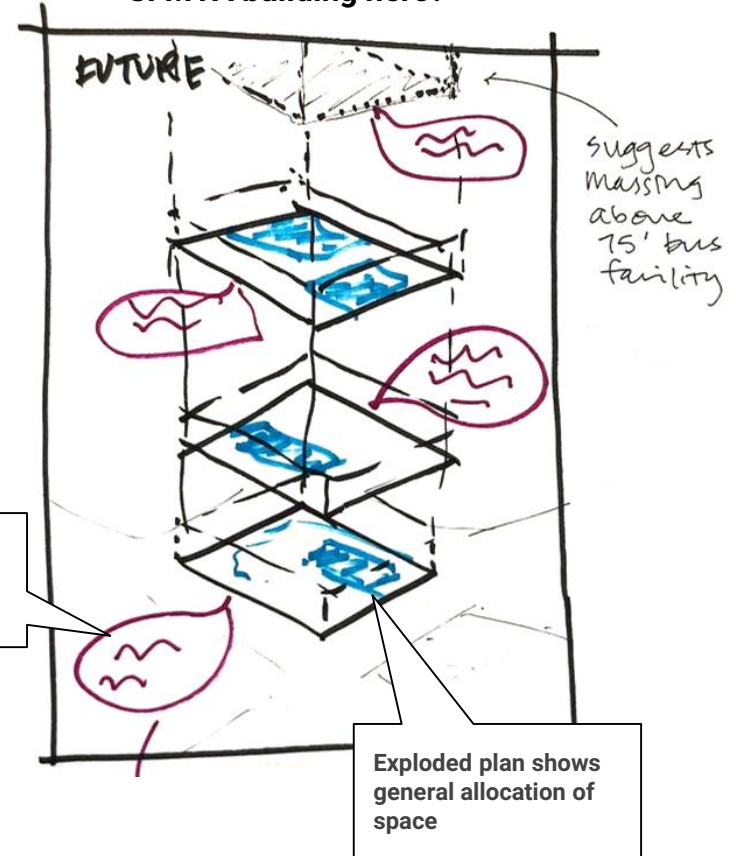


Board Layouts

3. Existing facility



4. Future facility / What is SFMTA building here?



Board Layouts

5. Potrero Yard Pedestrian Experience

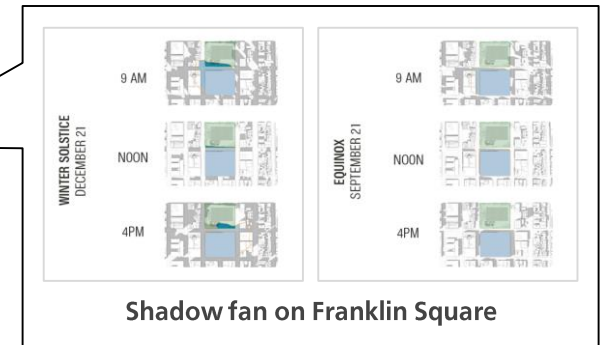
Sketches to be overlaid on existing street view photo to understand scale of new facility (views from Bryant & 17th, Mariposa & Hampshire)

SFMTA to confirm views



"Committing to no additional net new shadow beyond baseline bus facility"

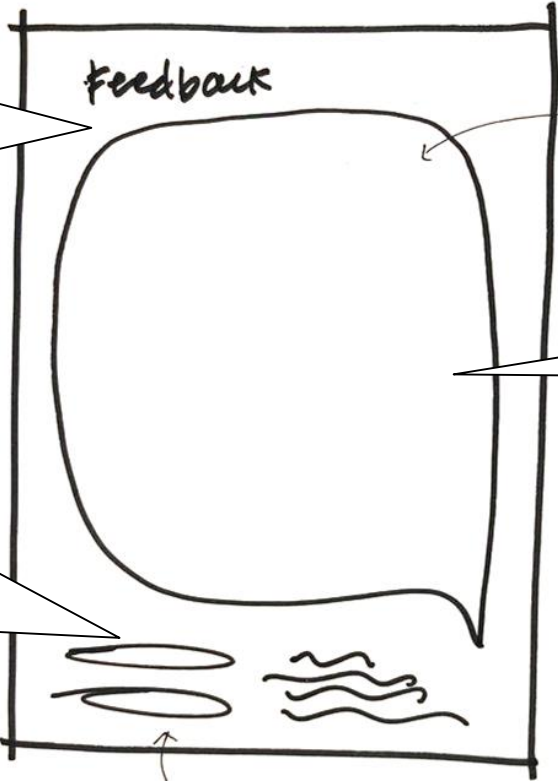
board focus: impact of 75' bus facility in terms of
(1) views
(2) shadow



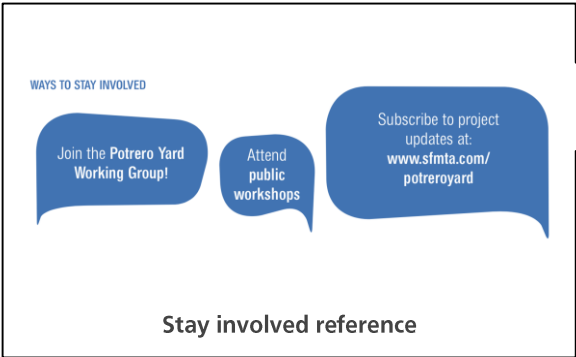
Shadow fan on Franklin Square

Board Layouts

6. "I want ___ at Potrero Yard!"



Large blank bubble for passive feedback



Passive Feedback Examples



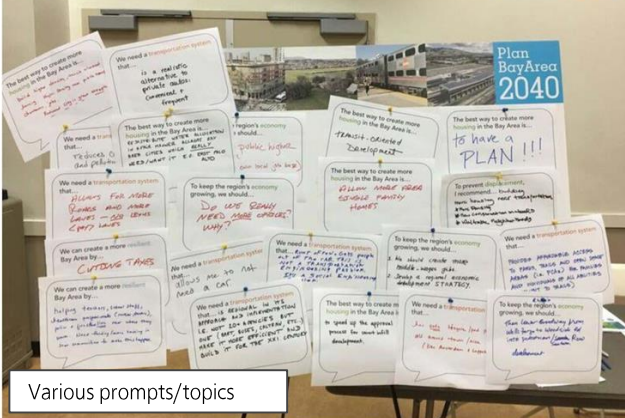
"What do you want to see at Potrero Yard?"



"I want _____ at Potrero Yard"



Comment cards as a mosaic



Various prompts/topics

URBAN DESIGN WORKSHOP TOPICS

BUILDING A YARD THAT FITS IN WITH THE NEIGHBORHOOD

COMMENTS:

CREATING A NEIGHBORHOOD PLACE

COMMENTS:

IMPROVING EXPERIENCE AT THE GROUND LEVEL

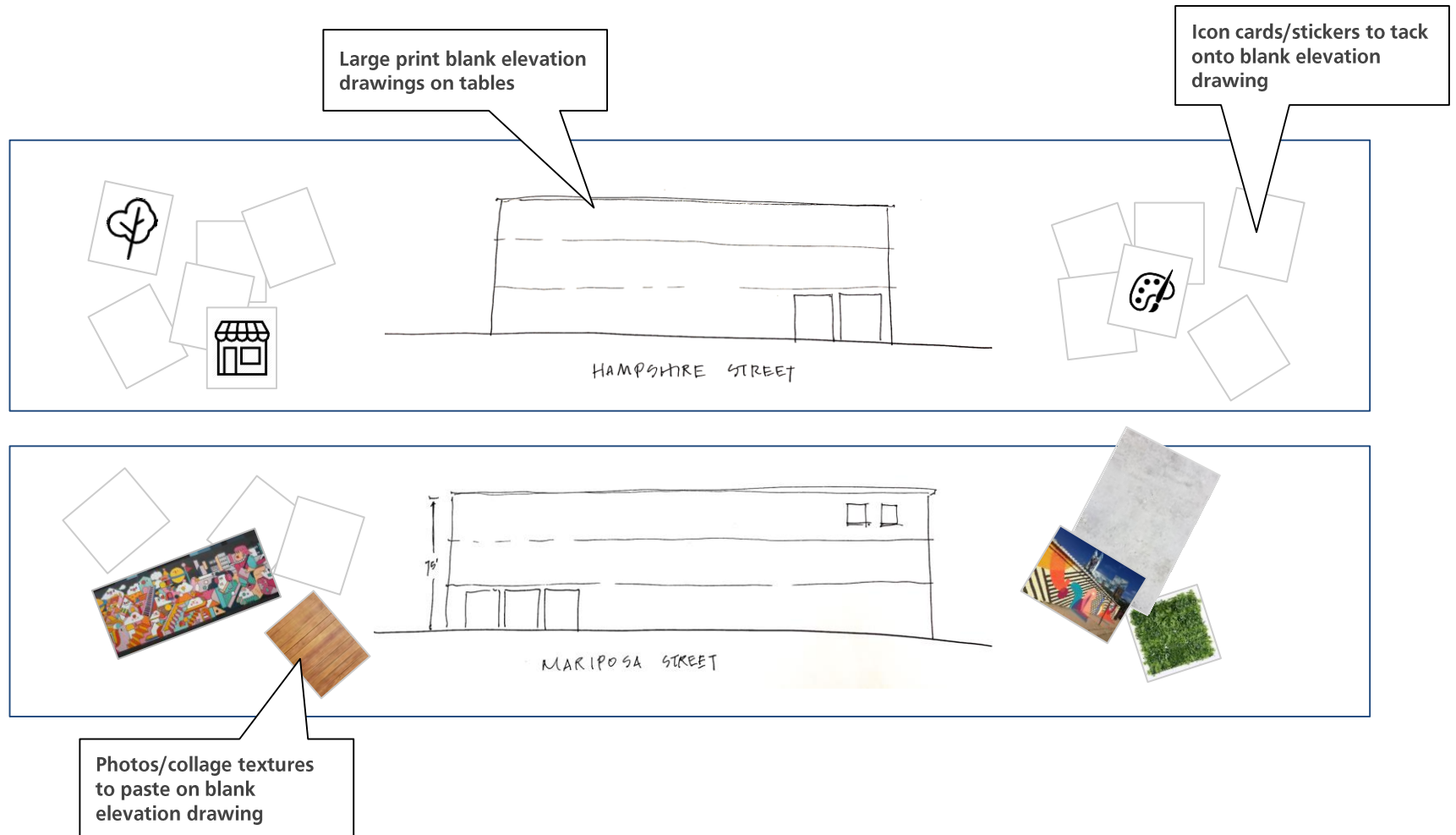
COMMENTS:

Comment card (general or station specific)

SFMTA

Coordinate board details with Civic Edge & SFMTA

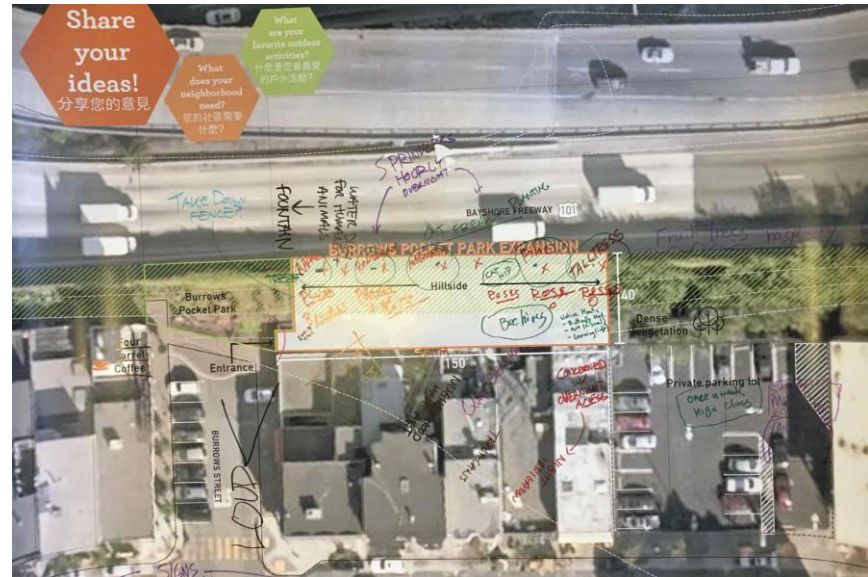
What Do You Envision Here? Sample



What Do You Envision Here? Sample



Large plots taped to tables + seating

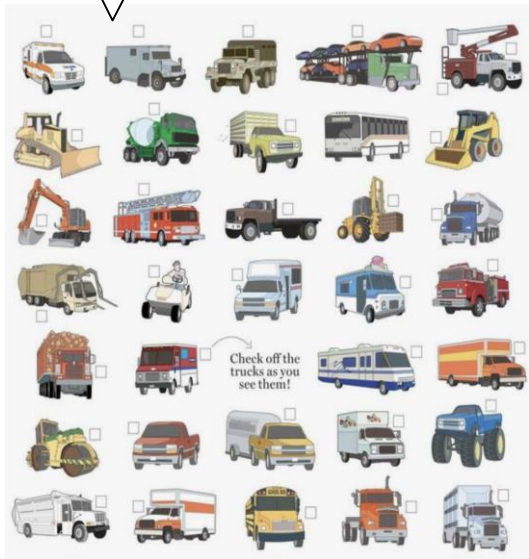


Icon cards or photos/multimedia collage onto blank facade

Other Fun Activities

Scavenger hunt during walking tour

Throw the ball into your favorite activity



Project Team Updates

- Internal City process
 - City Family conversations and partnership
 - Board of Supervisors engagement
 - Mayor's office engagement
- Joint development advisory services RFP

A Look Ahead

- Provide content about the **July 27** event to the Working Group for distribution.
- Review upcoming and ongoing community events to discuss Potrero Yard.
- Continue to reach out to Limited English Proficiency Stakeholders
- Updating project schedule

Going forward, should we...

... have regular set meeting dates?

Please Reach Out Anytime

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

Licinia Iberri

Campus Planning Manager
Licinia.Iberri@SFMTA.com
415.646.2715

Rafe Rabalais

Long-Range Asset Development Manager
Rafe.Rabalais@SFMTA.com
415.646.2764

Adrienne Heim

Public Information Officer
Adrienne.Heim@SFMTA.com
415.646.2564