San Francisco Planning

49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
628.652.7600
www.sfplanning.org

MEMO TO THE PLANNING COMMISSION

HEARING DATE: MAY 13, 2021

Record No.:	2019-021884CWP/ENV
Project Address:	Potrero Yard Modernization Project 2500 Mariposa Street
Zoning:	P (Public) 65-X Height and Bulk District
Block/Lot:	3971/001
Project Sponsor:	San Francisco Municipal Transportation Agency One South Van Ness Avenue San Francisco, CA 94103
Property Owner:	[same as Project Sponsor] San Francisco, CA 94103
Staff Contact:	Mat Snyder – (628) 628 7469 mathew.snyder@sfgov.org
Recommendation:	None - Informational Only

Summary

The Potrero Yard Modernization Project consists of the complete rebuilding and expansion of the Potrero Yard bus facility with the incorporation of a mixed-use development including approximately 575 dwelling units and other retail and community-serving uses. On May 13, 2021, the Planning Commission will hear an informational presentation on the Potrero Yard Modernization Project. The purpose of the hearing is for SFMTA and Planning staff to provide the Commission and public a broad overview of the Project as it moves into the Request for Proposals (RFP) phase to select a joint development partner (JDP) for the Project. The Project is currently under environmental review, and the draft EIR (DEIR) is expected to be published in June 2021. An entitlement application is expected to be submitted in fall 2021 after selection of a developer at the completion of the RFP process.

Background

The Project is part of the SFMTA's 20-year Building Progress Program to expand and modernize its facilities to meet growing transportation demands and changing technologies. At the same time, the City and County of San Francisco ("City") is looking to explore the ability of these public sites to provide needed space for other public needs, such as additional housing, particularly affordable housing.

Over the last four years, the SFMTA has engaged other City Departments, including the Planning Department, the community, and consultants to explore possible development scenarios. Through this ongoing engagement, the SFMTA has developed a Project Description, provided in the Environmental Review application and summarized below. The new bus facility needs to be constructed by 2026 to assure space for a new fleet of electric bus vehicles, which the current facility cannot accommodate. Because of this timeline and the complexity of the Project, the SFMTA needed to move forward with environmental review prior to the development of a detailed set of plans and the submission of an entitlement application. In lieu of such plans, the SFMTA has worked with Planning and their consultants to develop a set of project objectives and design parameters through a Design Guidelines document, which is included as a technical requirement in the RFP (attached). These project objectives and design parameters have not only been the basis for the environmental analysis described here but have also been the basis for developing the Request for Proposals (RFP) by which the SFMTA will engage a private developer partner to implement the Project. After the selection of a development partner, a full set of schematic designs will be developed for Planning Commission approval.

Project Description

The 4.4-acre Project Site is currently used as the Potrero Yard Muni Bus Maintenance Facility, fully occupying the equivalent area of two typical blocks south of Franklin Square Park, and is bounded by 17th, Hampshire, Mariposa, and Bryant Streets.

The Potrero Yard Modernization Project is proposed to address critical space needs to accommodate bus maintenance, operation, and administrative uses within a modern, energy-efficient, and seismically safe transit facility. The proposed program would incorporate modern bus technologies, facilitate the transition to a future all-electric battery-powered bus fleet, improve work conditions, increase the efficiency and timeliness of bus maintenance and repairs, and promote resiliency and flexibility in the face of climate change and natural disasters. The proposed project would also include a mix of uses, including housing and other community-serving uses, as part of a joint development program, with residential uses within and atop the transit facility podium and a ground floor commercial/active use along Bryant Street.

Under the proposed project, the existing bus storage yard (including the bus wash area and repair bays) and the maintenance and operations building (including the second floor parking deck) would be demolished and replaced with a new, approximately 9- to 13-story, approximately 75- to 150-foot-tall, approximately 1,300,000-gross-square-foot structure. The new structure would be an approximately 75-foot-tall podium with three transit levels, commercial and residential uses along the perimeter of the podium on six floors, and three to seven floors of residential development atop the transit facility podium. The Project's proposed change in land use is as follows:

Land Use	Demolished	New
Paved Bus Storage Yard	112,450 sq. ft.	--
Total Building Floor Area	109,000 gsf	1,300,000 gsf
Bus Maintenance Facility Subtotal	221,450 gsf	723,000 gsf
Residential Development Subtotal	--	544,000 gsf
Residential Units	--	575
Commercial Development Subtotal	--	33,000 gsf

The Environmental Application includes conceptual plans that provide a land use plan in three dimensions along with the proposed building massing. The plans show the entire site built out to the property line on all sides at a height of approximately 75-feet. This podium massing would house the new bus maintenance facility along with SFMTA offices and other SFMTA-related uses. The podium's frontages would also feature residential, retail, and other active uses in some locations. Above the podium would be new housing constructed to a general height of 110 feet with two masses rising to a maximum height of 150 feet. The residential portions of the project above the bus yard podium would be set back from the podium walls with the upper building heights generally stepping from the Mariposa frontage down toward the 17th Street frontage as a means to minimize shadow on Franklin Square Park.

Given the need to advance the environmental review prior to identifying a development partner who could develop detailed plans for the entire Project, the SFMTA worked with their consultants, the Potrero Yard Neighborhood Working Group and the Planning Department to create the Potrero Yard Modernization Project Design Guidelines These Guidelines provide the basis and envelope for the environmental review, with the expectation that the project subsequently developed and refined for entitlement would fit within these parameters.

Stakeholder Engagement

The Project's description and objectives are the result of over 3 years of community outreach and stakeholder engagement to envision a modern Facility that serves the community, supports the City's workforce, and reflects the values of the neighborhood. The SFMTA staff states that the project procurement documents have been substantially informed by stakeholder input. Since December 2017, the SFMTA has led an open, transparent engagement process with stakeholders and other City agencies in pursuit of a community vision for the Project. To date, numerous public meetings have been held, including those of the ad hoc Potrero Yard Neighborhood Working Group (the Neighborhood Working Group).

Feedback from the stakeholders has informed, among other topics, a public benefit vision for the Project. This document, entitled *Public Benefit Principles (attached)*, is appended to the Request for Proposals and describes the essential public benefit concepts that the Project should incorporate, depicts them through examples, and allows flexibility and interpretation by Proposers to present how they are achieved in their Proposals. Stakeholders have also provided significant feedback into the overall program for the housing component of the project and the Design Guidelines. In addition, the Neighborhood Working Group has prepared four questions for inclusion in the Request for Proposals to which the proposers will respond. The questions highlight major areas of stakeholder concern. The *Public Benefit Principles* and the stakeholder questions are also appended to this report.

The Developer Partner Procurement Process

The SFMTA issued a Request for Qualifications (RFQ) in August 2020 to solicit qualifications of developer teams interested in partnering with SFMTA and the City to design, construct, and manage the ongoing maintenance and operation of the new facility and development. Through this initial process, which closed in November 2020, SFMTA selected three qualified teams (https://www.sfmta.com/project-updates/potrero-yard-modernization-project-request-qualifications-rfq-results) who have been invited to submit formal proposals through the Request for Proposals (RFP) phase, which just commenced with the release of the RFP document on

April 9, 2021 . The SFMTA expects to have final formal proposals submitted in September 2021, with the official selection of the development team partner by November 2021.

Pre-Development Agreement

Following developer selection, the SFMTA and the City plan to structure a Pre-Development Agreement (PDA) with the selection of a Joint Development Partner (JDP). The purpose of the PDA is to enable the design of the Project to commence in a form agreed upon by both parties while the terms of the culminating commercial and financial agreement are negotiated. The full project design process, entitlements, and construction contract bidding will occur during this phase, to enable a firm construction price and financial agreement to be understood by both parties prior to the final agreement. Each party will be responsible for its own costs during this period, which is expected to proceed for approximately 15 months. This culminating agreement will be termed the Project Agreement (PA).

Project Agreement

The PA, will obligate the JDP to design, build, and finance the project in its entirety; maintain a portion of the building; and operate the housing and commercial portions. The City and JDP will also enter into several agreements ancillary to the PA. These include a concession agreement with the JDP for construction of the bus facility, a long-term lease with the JDP for construction and operation of the housing and commercial components, and a long-term maintenance agreement for common building elements. In turn, the City will be obligated to certain performance requirements per the PA, as well as payment of the project financing through a single leveraged milestone payment (payable upon the project's substantial completion), and thereafter through a series of availability payments over a likely term of 30 years.

Major elements of the Project, including affordability requirements for the housing and other community benefits, will be finalized through the PA. The PA will establish the financial terms between the SFMTA and the JDP, and it will also obligate the JDP to the project description, development program, and public benefits including affordable housing. The PA requires approval by the SFMTA Board and the Board of Supervisors. In addition, the Mayor's Office of Housing and Community Development (MOHCD) has budgeted funds toward the affordable housing component of the project, likely in the form of a residual receipts loan, which will require endorsement by the MOHCD loan committee and approval by the Board of Supervisors as a term of the Project Agreement.

Rezoning and Entitlements

Planning staff is currently working with the SFMTA to develop an entitlement path for land use approvals for the Project. Given that the site is currently zoned P (Public) and is within a 65-X Height and Bulk District, new zoning in the form of a Special Use District (SUD) will need to be developed for the site, along with a new Height and Bulk District. Planning also anticipates the need for General Plan Amendments that would include, at the very least, amendments to the Urban Design Element to address the additional height.

The SUD will establish the entitlement mechanism for the project; Planning expects that a Planned Unit Development (PUD), Large Project Authorization (LPA), or similar entitlement will be required that would provide the Commission with the ability to review, approve, and condition the Project.

Timeline and Next Steps

The SFMTA submitted an Environmental Review application to Environmental Planning in the fall of 2019. Planning staff anticipates the issuance of the Draft Environmental Impact Report (DEIR) in June of this year. The RFP proposals will include a worksheet submitted by each developer team indicating the extent to which their proposed project conforms to the CEQA project description and analysis included in the DEIR. The SFMTA has included language in the RFP stipulating that projects shall strive to the maximum extent feasible to fall within the limits of the existing analysis.

The SFMTA will be working with the proposer teams through this spring and summer with the expectation that final proposals will be submitted in late summer and a JDP to be selected in the fall. SFMTA staff anticipates that the City will enter into a Pre-development Agreement (PDA) by November of this year; they aim to have entitlements and CEQA certification before the Commission by early summer 2022. After the approval of the entitlement, the SFMTA will work with the JDP in bidding out the Project for construction with final approval of the Project Agreement by the Board of Supervisors expected in early 2023.

Attachments:

Potrero Yard Modernization Project Design Guidelines
Potrero Yard Public Benefits Principles

A New Potrero Yard:

The San Francisco Municipal Transportation Agency Potrero Yard Modernization Project

Design Guidelines

19 March 2021

Contents

1 Introduction

1.1 Background

The Potrero Yard Modernization Project's primary objective is to replace the obsolete Potrero Yard— which was originally built in 1915 as a streetcar facility—with a single integrated Facility that includes a Bus Yard Component, a Housing and Commercial Component, and Common Infrastructure and has an exceptional building and streetscape design.[1]

The San Francisco Municipal Transportation Agency (SFMTA) has been coordinating with the San Francisco Planning Department (SF Planning) and other City agencies since 2016 on preliminary work for the Project and has undertaken a robust stakeholder engagement program to receive and incorporate feedback.[2]

These *Design Guidelines* provide the architectural and urban design principles and standards to guide the development of the Facility. The Project's Technical Requirements including these *Design Guidelines* are based on the work completed to date and should be used to develop the Project design.[3]

The following pages include examples and illustrations. These are included to illustrate concepts described; they are not intended to suggest a specific design solution or aesthetic.

1 See RFP Part I Section 2 for a complete list of the Project Objectives.

2 See RFP Part I Section 2 for additional information.

3 See RFP Part I Section 2 for additional information.

1.2 Project Site and Context

The Project Site, located at 2500 Mariposa Street in San Francisco, is owned by the City and County of San Francisco under the jurisdiction of the SFMTA. The approximately 4.4-acre property is bound by Bryant, 17th, Hampshire, and Mariposa Streets.

The site is located in the *northeast eastern quadrant of the Mission District*, an area that includes mixed-use zones and has a variety of light industrial uses as well as residential, retail, office, and other uses. York Street terminates at Mariposa Street on the south side of the site. Franklin Square, a city neighborhood park, is located across 17th Street on the north side of the site.

The existing bus yard and Mariposa Street are relatively flat, while the surrounding terrain slopes up to the northeast. The sidewalk at the northeast corner of the Site at 17th and Hampshire Streets is approximately 22 feet higher than the sidewalk at southwest corner of the site at Mariposa and Bryant Streets.[4]

Figure 1. Site Aerial Photograph. Numbered keys refer to Figures on the following page.

4 See RFP Part I Section 2 for additional Project Site information.

1.3 Zoning and CEQA

The Project Site, which is located within the area covered by the *Mission Area Plan* of the *San Francisco General Plan*, is currently designated as Public Use (P) Zoning District and a 65-X Height and Bulk District. SF Planning has determined that a new zoning designation that allows the proposed land uses and increased height and bulk limits will likely be required.[5]

The Project requires environmental review in accordance with CEQA. The SFMTA filed an application for environmental review and the current CEQA schedule calls for public circulation of a Draft EIR (DEIR) by the summer of 2021.[6]

In addition SF Planning has provided initial feedback on the Project Description, land use, and design parameters.[7]

Figure 2. Franklin Square looking west.

Figure 3. Intersection of Bryant and Mariposa Streets looking southeast at KQED facility. Rendering by EHDD Architects.

Figure 4. Hampshire Street looking north.

5 See RFP Part I Section 2 for additional information.

6 See RFP Part I Section 2 for additional information.

7 See RFP Part I Section 2 for additional information.

2 Overall Design Guidelines

"Good urban design is characterized by the thoughtful orchestration of buildings, landscape, open space, and streets … San Francisco's architecture spans various eras and architectural styles, but its urban fabric maintains a high degree of continuity and consistency … [N]ew buildings have the responsibility to sensitively respond to their context and existing patterns of development while being of their moment." [8]

2.1 Vision

The SFMTA is committed to its mission to "connect San Francisco through a safe, equitable, and sustainable transportation system."[9] The Project demonstrates the SFMTA's commitment to providing zero-emission public transit, a safe and modern work environment for the SFMTA employees, and a new development with an exceptional building and streetscape design that enhances the Mission and Potrero neighborhoods.

The proposed Project vision should describe a single integrated Facility that incorporates the bus facility, residential and commercial uses, and infrastructure in a manner that makes it a great place for the building's occupants and bus yard operations, and a great asset for the community.

The vision should:

- Celebrate the bus yard as the Site's core use.
- Support a design that reflects the unique combination of bus, residential, and commercial uses and integrates them into a building that is contextual to its highly mixed-use neighborhood.
- Foster the Project's Public Benefit Principles[10] and placemaking and community-oriented activities in the building and streetscape design.

8 *San Francisco Planning, Urban Design Guidelines*, March 22, 2018, p 4.

9 https://www.sfmta.com/about-us/sfmta-strategic-plan/mission-vision, accessed 7/20/2020.

10 See RFP Part III Division 8 for the Project Public Benefit Principles.

2.2 Design

The concept should be clear, and the design compelling and implemented with care and consistency.

The design should:

- Achieve the Project Objectives and fulfill the Project vision.[11]
- Enhance the skyline and surrounding context with a building massing, that although larger and taller than surrounding buildings provides visual interest, an architectural character that relates to surrounding neighborhood, and active building facades that have a pedestrian orientation that engages the community.
- Meet the objectives and principles of policies such as *Mission Area Plan, Urban Design Guidelines, Sunlight Ordinance*, *Reduction of Ground-level Wind Currents*, *Guidelines for Ground Floor Residential Design,* as well as the Project's *Technical Requirements including these Design Guidelines*.[12]

11. See RFP Part I Section 2 for a complete list of the Project Objectives.
12. See RFP Part I Section 2 for a complete list of the Technical Requirements.

3 Building Design Guidelines

3.1 Uses and Building Organization

The new Potrero Yard is planned to include the bus yard, residential, and possibly commercial uses such as retail and community serving storefront uses. The bus yard will occupy most of the first three floors while the commercial uses may occupy select areas of the ground floor and the residential uses will occupy select areas of the first three floors and the floors above the bus yard.

The Facility shall be designed to optimize modern and efficient bus operations in accordance with the *Design Criteria Document* and to incorporate residential and commercial uses and infrastructure into a cohesive building design. Each component shall be designed to meet its programmatic and other requirements and to function independently while being part of a harmonious building design.

For efficiency, identity, and wayfinding the bus, residential, and commercial uses should be organized in a simple and clear manner and should be easily distinguished from one another. For pedestrian safety, the residential entrances and commercial storefronts should be separated to the extent feasible from the bus entrances and exits.

To contribute to the urban context and complement surrounding uses, active ground-floor uses such as retail and community serving storefront uses are desired on Bryant and 17th Streets.

To optimize bus operations, incorporate residential and commercial uses, and enhance the urban context provide at a minimum:

- Bus and loading entrances and exits on Mariposa Street.
- At least one primary residential entrance and active ground-floor uses on Bryant Street.
- Active ground-floor uses on 17th Street.
- At least one primary residential entrance on Hampshire Street.

3.2 Height, Bulk, and Open Space[13]

Consider how the building's massing is perceived from distant views such as from Dolores Park, Corona Heights, and Potrero Hill as well as from the close-in, street-level perspective of the surrounding neighborhood. Develop a clear design concept with a massing that provides visual interest, breaks down the building's height and bulk, and minimizes shadows on Franklin Square.

Figure 5. Different volumes breakdown building scale. Example: Five88, San Francisco, CA.

Figure 6. Different volumes breakdown building scale. Example: Avalon Hayes, San Francisco, CA.

Figure 7. Expressed stair and perforated metal facade provides visual interest. Example: Center Street Parking Garage, Berkeley, CA.

13 Building height shall be measured per the San Francisco Planning Code.

The three floor—up to 75 feet tall—bus yard may be built to the property line but it should not appear monolithic. Reduce the scale of this mass by breaking it down into several volumes with plane changes and recesses while avoiding inactive or hidden spaces. Consider using an entrance alcove or plaza centered on the York Street axis to modulate the Mariposa Street facade and respond to the end of York Street.

The residential floors above the bus yard shall step back from the property lines and the overall massing shall step down from the south (Mariposa Street) side to north (17th Street) side.

The upper residential floors, except the residential lobbies which may be built to the property line, shall step back 10 to 20 feet on the south, west, and east frontages to provide visual relief and 60 to 70 feet on the north frontage to provide visual relief and so that the upper residential floors do not cast shadows on Franklin Square.

The building shall not exceed 150 feet in height. The residential massing above the bus yard should vary in height and layout to provide visual interest, but no more than two masses should extend beyond 110 feet in height. Theses taller masses should have footprints of no more than 10,000 square feet each, be located asymmetrically on the southern portion of the Site clear of the York Street right of-way axis.

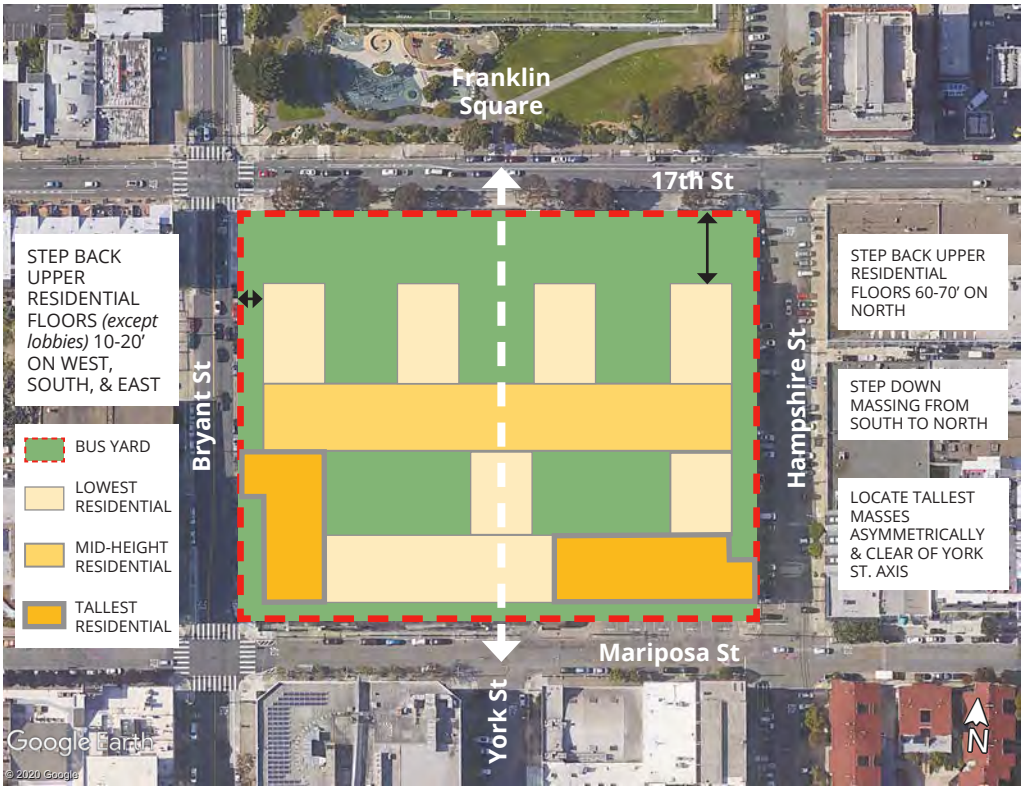

Figure 8. Diagram, which is based on the Reference Concept, illustrates the bulk requirements.

Use open spaces to modulate the building massing and use the building massing to shape open spaces that optimize solar exposure and protection from prevailing winds.

Open spaces, including those on the roof of the bus yard, should be attractive spaces for enjoying the outdoors, gathering, and recreation.

Provide separate open space areas that are easily accessible by the SFMTA employees and housing residents.

Open spaces should be visible and well illuminated with no hidden corners and should have seating and other elements, including a children's play area to enliven them. Locate seating in sunlit and shaded areas that are protected from wind.

Integrate landscape and stormwater management into the open space design. Support water and local biodiversity conservation by using San Francisco Bay Area native plant species and consider creating a pollinator habitat.

Figure 9. Housing podium open space with mix of seating areas. Example: Dr George W. Senior Residence & Senior Center, San Francisco, CA.

Figure 10. Open space with mix of private and shared spaces. Example: Avalon Dogpatch, San Francisco, CA.

Figure 11. Open space with mix of seating areas and landscaping. Example: Family House, San Francisco, CA.

3.3 Wall and Roof Treatment

The overall design should be a unified and cohesive composition that has a hierarchy and rhythm of architectural elements that have a pedestrian scale, provide visual interest, and are compatible with the surrounding context.

Avoid long expanses of blank walls and the use of applied elements. Instead breakdown the overall building massing into separate volumes and modulate these volumes with different materials and articulation to create a hierarchy and rhythm that has a richness suitable to the surrounding neighborhood.

Differentiate bus, residential, and commercial components within the overall composition by the use of different materials, opening patterns, and/or features. Materials should be durable with an integral color such as concrete, masonry, glass, or factory finished metals.

Wind analysis indicates that wind mitigation, including porous facades will likely be required.[14] Integrate wind mitigation measures into to the overall design.

The color scheme should be unified and enduring, but not bland. For example the bus yard accents could use the SFMTA and Muni color palette and the residential accents could reflect the Mission neighborhood's rich and varied color palette.

Design all facades and roofs with care and consistency. Consider approaches, such as views into the bus yard and public art installations, to supplement active ground-floor uses and provide visual interest on all four facades, including the Hampshire Street facade.

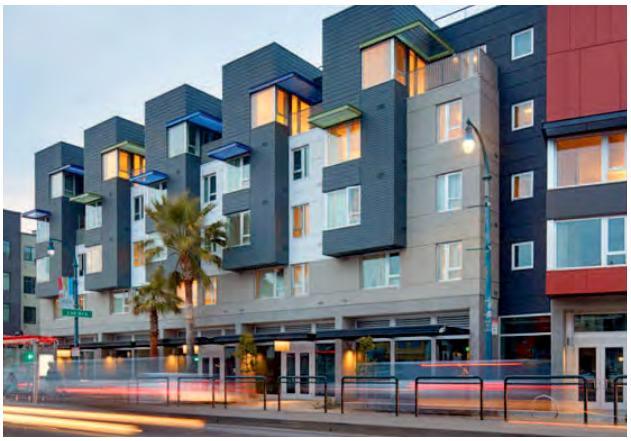

Figure 12. Unified composition with hierarchy and rhythm of architectural elements. Example: 1100 Ocean Avenue, San Francisco, CA.

Figure 13. Variations of materials and planes provides visual interest. Example: Drs. Julian + Raye Richardson Apartments, San Francisco, CA.

Figure 14. Bay window tile color derived from local color accents. Example: La Fenix at 1950 Mission, San Francisco, CA.

14 See RFP Part IV Document 17 for additional information.

Also consider ways to treat the building corners, especially the corners on Bryant Street. For example a commercial use at the development's northwest corner at Bryant and 17th Streets could activate this location and link active uses on Bryant and Mariposa Streets.

Provide intentional facade terminations at the bus and the residential roof lines and use these to reinforce the building massing and design intent. Use bus yard facade terminations to help define the predominant streetwalls.

The Project roofs will be visible from near and far vantage points and should be considered the "fifth facade". Both occupied open spaces and unoccupied roofs should be designed with care. Consolidate rooftop equipment in fully screened areas and integrate these into the overall design.

Figure 15. Stacking elements creates a rhythm and glazed ground floor engaging entry. Example: 1601 Mariposa St., San Francisco, CA.

Figure 16. Mix of rich materials and elements creates visual interest and configuration a strong indoor-outdoor connection. Example: Five88 Mission Bay Blvd., San Francisco, CA.

Figure 17. Porous facade. Example: 1630 Third St Parking Structure, San Francisco, CA.

3.4 Lighting, Signage, and Public Art

Carefully integrate lighting, signage, public art, and other elements into the building design.

Lighting should be provided to support pedestrian comfort and safety along sidewalks and throughout open spaces. Lighting should provide general illumination and highlight pedestrian entrances, storefronts, and bus entrances and exits. Lighting should be shielded to mitigate light pollution.

Signage should be provided to aid in way-finding, but it should not be the primary means to identify entrances. Signage should be integrated into entrances and storefronts, and be made of high quality and durable materials. Rectangular internally illuminated signs surface mounted to the building walls are not allowed. Consider ways to creatively incorporate the SFMTA and Muni logos and color palettes into the bus yard signage.

The Project has a public art requirement. While developing the design concept, consider opportunities to incorporate public art that celebrates—without being kitschy—the SFMTA's bus operations and the neighborhood's rich history and arts community as well as other ideas that the San Francisco Arts Commission (SFAC) may identify. Work with the SFAC and the artist(s) to thoughtfully integrate public art into the Facility and/or streetscape design.

Figure 18. Lighting and signage integrated into entrance design. Example: Family House, San Francisco, CA.

Figure 19. Art mural. Example: Vida Building, San Francisco, CA.

Figure 20. Art installation. Example: Kinetic Umbrellas, Project Artaud, San Francisco, CA.

3.5 Ground Floor Uses

The bus yard, residential, and commercial entrances should be located as described in Section 3.1 and should be easily seen and distinguished from one another.

- Bus and loading vehicular entrances and exits should have a warning system.
- The bus yard pedestrian entrance for the SFMTA employees and visitors should be easily identified to foster identity and way-finding.
- Residential entrance lobbies should be inviting and expressed prominently at the building exterior to foster identity and way-finding.
- Commercial spaces should have inviting storefronts with clear or lightly tinted glazing, high ceilings, and layouts that are flexible to support retail shops, cafes, small scale PDR, and/or community services such arts or educational spaces. The storefront entrances should be at grade and engage the sidewalk so that activity can spill out onto the sidewalk to support typical operations, special events and circumstances such as Covid-19.
- Pedestrian entrances should have weather protection and be well illuminated.
- Emergency exit alcoves should be integrated with entrance and storefront alcoves where possible. Any equipment rooms that must front the sidewalk should be integrated into the overall design.
- Where the bus yard fronts the sidewalk, provide views into the bus yard for visual interest.

Figure 21. Bryant Street frontage illustration prepared for community engagement planning workshop to show possible Project attributes.

4 Streetscape Design Guidelines

The SFMTA led the passage of the The *San Francisco Better Streets Plan* which aims to improve the quality and character of sidewalks and streets and make them more usable, greener, and safer for all modes of travel.[15]

The plan identifies Bryant, 17th, Hampshire, and Mariposa Streets as mixed-use streets that should have 15 foot wide sidewalks with (building) frontage, through-way, furnishing and (curb) edge zones. In addition 17th Street, which has a bike lane, is a green connection street that links parks, the waterfront, and open space and Hampshire Street is used by bicyclists as an alternative to the busier Bryant Street.[16]

As the City's policy leader and implementer of award-winning streetscapes, the SFMTA is committed to excellent streetscape design. The streetscape should be an exemplar of design that:

- Enhances the Project vision and building design and supports and augments active ground-floor uses.
- Supports SFMTA fleet usage and fosters bicycle and pedestrian activity and safety.
- Integrates sidewalk elements to create a safe, convenient, and inviting public realm and needed outdoor space due to Covid-19.

Provide at least one bike parking area and one

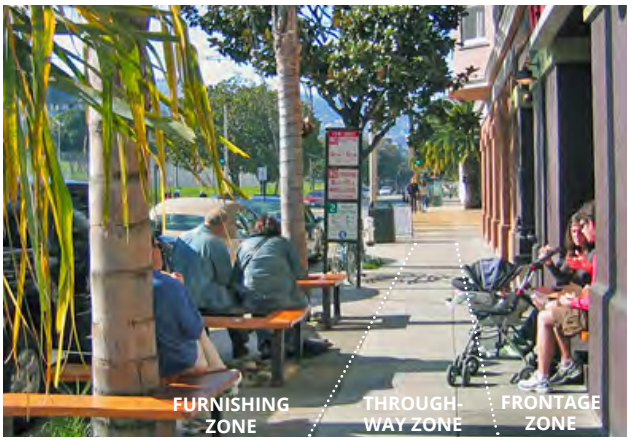

Figure 22. Streetscape zones. Example: San Francisco, CA.


Figure 23. Streetscape with cafe seating in frontage and furnishings zones. Example: San Francisco, CA.


Figure 24. Streetscape with bike racks, street trees, and parking meters integrated in furniture zone . Examples: San Francisco, CA.

15 Mayor Gavin Newsom's introductory letter to the *Better Streets Plan*.

16 *Guide to the San Francisco Better Streets Plan*, https://sf-planning.org/sites/default/files/archives/BetterStreets/docs/Guide_to_BSP.pdf, accessed 7/20/2020.

seating area on each frontage. Locate these in relation to the bus yard and residential entrances and the commercial storefronts and to maximize physical comfort considering solar orientation, wind, and noise.

Provide, in accordance with the San Francisco Street Design Advisory Team (SDAT) recommendations, bulb outs, pedestrian ramps, residential loading zones for pick-up/drop-off and package delivery, pedestrian lighting to enhance pedestrian access and safety.[17]

Preserve healthy mature street trees where possible and provide new street trees that will have minimal impact on the trolley bus overhead contact system (OCS) where appropriate.

Integrate stormwater management into the streetscape and support water and local biodiversity conservation by using San Francisco Bay Area native plant species.

Consider opportunities to integrate public art into the streetscape.

Carefully design sidewalks to reduce clutter and integrate signage, lighting, bike racks, seating, landscaping, stormwater management, and possible public art. Consolidate OCS, lighting, and signage poles or replace OCS poles with catenary attached to the building.

Figure 26. Parklet with planter that provides a buffer from street traffic. Example: San Francisco, CA.

Figure 27. Public art bench. Example: Chinatown, San Francisco, CA.

Figure 25. Special Tree Grates. Example: Valencia Street, San Francisco, CA.

17 See RFP for additional information.

The SFMTA is committed to encouraging sustainable modes of travel. The Project will include a robust Transit Demand Management (TDM) program.[18] Transit Demand Management (TDM) elements that support active (walking and biking) and high occupancy vehicle transportation (bus, shuttle, van pool) use should be located for easy access and use and integrated into the design, rather than added as an afterthought.

Figure 29. Bike Storage, Example: Ashby BART Station

18 See RFP Appendix for additional information on TDM.

Figure 28. Mariposa Street frontage illustration prepared for community engagement planning workshop to show possible Project attributes.

1 Introduction

This document is intended to clearly describe the essential principles that the Project should incorporate, to depict these principles through examples, and to allow flexibility and interpretation by developer teams to present a narrative of how these principles are achieved in their Proposals. This document provides principles that are in addition to the requirements as stated in RFP Part III, Division 3 (*Design Criteria Document*).

2 Background

Theses public benefit principles were drafted jointly by the Potrero Yard Neighborhood Working Group (Neighborhood Working Group) and SFMTA staff to attach to the RFP to guide prospective developer teams toward proposals that meet stakeholders' transportation, housing, placemaking, neighborhood amenities, and sustainability vision for the Project. The Neighborhood Working Group is a diverse, ad-hoc group of stakeholders engaged with the SFMTA on project considerations and broad stakeholder engagement opportunities for the Potrero Yard Modernization Project (Project). The Neighborhood Working Group was formed in October 2018, and meets approximately monthly to influence the project principles, goals, and design.

3 Public Benefit Principles

The principles are listed below in categories, and each principle includes specific examples or benchmarks that demonstrate or characterize the corresponding principle. Benchmarks are items that are otherwise included or referenced elsewhere in the RFP or listed as requirements in the Design Criteria Document. The Proposers during the RFP phase, the Lead Developer (LD) during the PDA Term, and the PPC during the term of the Project Agreement shall incorporate each principle and consider inclusion of specific examples or include benefits of their own innovation.

3.1.1 Transportation Objectives and Examples of Potential Opportunities

1. Meet SFMTA program needs, including transit fleet plan and maintenance requirements. This is a program requirement in addition to a public benefit.

   Benchmarks[21] are as follows:

[21] More detail is available in the Design Criteria Document and in the RFP.

a. Build the SFMTA's first battery-electric bus (BEB) facility and add capacity for more buses
b. Modernize Muni operator classroom training to create a City jobs pipeline in the Mission
c. Consolidate transit service operations and Muni's "first responders"

2. Support and enhance bicycle and alternative modes for Project Site occupants. Some of these items may be required by the Project as typical right-of-way improvements, per the San Francisco Better Streets Plan.

   Examples are as follows:

   a. Create a welcoming pedestrian realm that invites walking for transportation and leisure
   b. Increase comfort and safety for cyclists through innovative street treatments, markings, and pavement
   c. Add protected bike lanes in both directions on 17th Street
   d. Enhance bike comfort on Hampshire Street
   e. Provide bike supportive uses on 17th Street bike path, e.g., "bike kitchen" repair shop
   f. Provide car-share spaces

3. Improve public access to transit customer service convenience. Some of these may be a collaborative effort between the SFMTA and the LD during the PDA Term. The Proposers may wish to identify locations where these or similar uses could be integrated.

   Examples are as follows:

   a. Include a SFMTA/Muni satellite customer service center
   b. Allow satellite payment of fees and permits, e.g., parking
   c. Integrate City jobs boards into an on-site customer service center and help residents apply for City jobs

3.1.2 Housing

Also refer to RFP Part III, Division 6 (*Program for the Housing and Commercial Component*).

1. Pursue dual goals: maximize housing units and maximize affordable housing[22].

   Benchmarks are as follows:

[22] Housing that is affordable to low or moderate income households

a. Attract private and public sources of funding to increase the percentage of affordable units

b. Directly seek funds from corporations or organizations that have contributed to gentrification impacts in the Mission (i.e., large tech corporations whose employees were attracted to the Mission's vibrant culture)

Examples are as follows:

c. Prioritize housing affordability over other benefits when there are financial limits or tradeoffs

d. Collaborate with and speak directly to established Mission and Potrero neighborhood organizations to achieve this principle

2. Prioritize greatest demonstrated housing needs, including those displaced by gentrification.

Examples are as follows:

a. Maximize the number of family housing units (maximize two- and three-bedroom as feasible)

b. In conformance with established MOHCD tenant preference policies as described in Chapter 47 of the San Francisco Administrative Code, strive to lease units to Mission families, recent Mission residents who were forced out by gentrification, local residents within a 1-mile radius or in Supervisor Districts 9 or 10, or homeless families

c. Strive to include very low income[23] and extremely low income[24] units

3. Include moderate income[25] housing to further increase affordable units, once the 50% affordable target is achieved.

Benchmarks are as follows:

a. Attract innovative private funding sources for moderate income housing

b. Work with the City to determine the feasibility of including a tenant preference for SFMTA employees in conformance with local, state, and federal law. If determined to be feasible and legally permissible, work

[23] Households earning 50% of AMI and below. "very low income housing" or "very low income units" denote housing that is affordable to very low income households. See https://sfmohcd.org/ami-levels

[24] Households earning 30% of AMI and below. "extremely low income housing" or "extremely low income units" denote housing that is affordable to extremely low income households. See https://sfmohcd.org/ami-levels

[25] Households earning between 81% and 120% of AMI. "moderate income housing" or "moderate income units" denote housing that is affordable to moderate income households. See https://sfmohcd.org/ami-levels

with the City to include such a preference for SFMTA employees, especially bus operators and front-line staff

4. Invest in and nurture on-site community building, including income integration within the development and in the general neighborhood.

   Examples are as follows:

   a. Design spaces to bring residents together, e.g., shared entrances and common areas
   b. Include interactive, experiential, communicative design features or art installations that foster community building
   c. Program activities that encourage gathering (including the potential to share some spaces with SFMTA, such as meeting, training, and exhibit/display space)
   d. Include support services that address resident needs
   e. Create an ecosystem to make San Francisco more livable for families (childcare, on-site activities, transit mode options, school transportation support, etc.)

3.1.3 Placemaking

Refer also to the Design Guidelines in RFP Part III, Division 2 (*Design Guidelines*) for a more complete description. Proposals should include narrative supporting the design approach.

1. Create a more active and pedestrian-friendly streetscape and public realm to replace current surface parking and blank industrial facades.

   Examples are as follows:

   a. Design for active uses that leverage the existing neighborhood feel and culture, especially along Bryant and 17th
   b. Thoughtfully locate lobbies to create safe and weather-protected entrances that activate street facades

2. Incorporate the surrounding neighborhood character into a cohesive design aesthetic, to create a well-integrated mixed-use project that combines industrial (Bus Yard Component) with residential character.

   Examples are as follows:

   a. Make a statement with the building architecture
   b. Use materials consistent with the surrounding neighborhood character
   c. Coordinate with the KQED renovation across Mariposa

d. Use transparent building materials to provide views of the bus maintenance function and sustainable building design features

3. Encourage an attractive roof (fifth façade) and usable podium-level open space.

   Examples are as follows:

   a. Active uses such as employee break area, playground, sports courts, and active landscapes

   b. Passive uses such as pollinator garden, native plantings, interpretive exhibits illustrating sustainable features, e.g., stormwater/ greywater capture and reuse

3.1.4 Neighborhood Amenities and Public Art

1. Include local nonprofit activities and neighborhood-serving uses in the Project.

   Examples are as follows:

   a. Social/educational and arts/cultural activities and services, especially those displaced—e.g., Project Artaud, Southern Exposure, HOMEY—in consultation with local organizations

   b. Locate SFMTA classroom, meeting, and exhibit spaces flexibly to enable future community shared spaces

   c. Foster local arts/cultural uses—e.g., affordable studio space, artist-in-residence program

   d. Program direct connections between professional services provided on site to resident training, especially for residents of affordable units (i.e., building maintenance training for residents as part of an ongoing facility maintenance contract)

2. Support and enhance activities of Franklin Square (coordinate with the San Francisco Recreation and Park Department).

   Examples are as follows:

   a. Consider shadow on Franklin Square from new development to maximize sun hours whenever possible

   b. Improve connectivity to Franklin Square through innovative streetscape design on 17th Street or original intersection treatment at 17th and Bryant

   c. Activate the corner of 17th and Bryant with outdoor seating looking toward the park

   d. Include public restrooms to support Franklin Square

e. Locate podium open space, as included, to face Franklin Square

3. Integrate Public Art and arts/cultural activities; public art should relate to the context of the Northeast Mission Industrial District in a culturally relevant way without being "kitschy".

   Examples are as follows:

   a. Celebrate the neighborhood's diversity and its natural and industrial history
   b. Incorporate local artists, including muralists
   c. Include themes related to the long and important transportation role of the Project Site
   d. Use signage and lighting to create a distinctive landmark
   e. Be authentic and culturally competent in design proposals that are informed by specific cultures—hire and include architects or design consultants of that background and be attentive to inclusion

3.1.5 Sustainability/Resiliency

Further detail is provided in the RFP Part III, Division 3 (*Design Criteria Document*) and Division 4 (*Supplementary Design Criteria*).

1. Integrate comprehensive sustainability performance measures. The Project is also required to comply with the San Francisco Municipal Green Building Code (Environment Code Chapter 7), including LEED Gold certification.

   Examples are as follows:

   a. Propose a sustainable project (e.g., concentrate housing at sites well served by transit; recognize public ownership of the Project Site; optimize use of publicly owned sites)
   b. Focus on energy efficiency where possible and compatible
   c. Include water conservation and stormwater measures
   d. Materials and resources recycling/reuse
   e. Design these features to be accessible to the public, residents, and/or employees on the Project Site through building design, educational displays, etc.

2. Incorporate resiliency measures and innovative collaborations supporting sustainable objectives.

   Examples are as follows:

   a. Include on-site energy generation where possible and compatible

b. Program an on-site community garden or demonstration farm (e.g., Alemany Farm, apprenticeships with San Francisco Unified School District students)

c. Connect to nearby Homeless Prenatal and Horizons groups

4 Potrero Yard Neighborhood Working Group Members (February 2021)

1. Alexander Hirji (former San Francisco Youth Commission, local resident)
2. Alexandra Harker (landscape architect, local resident)
3. Benjamin Bidwell (Muni operator)
4. Claudia de Larios Moran (school principal, local resident)
5. J.R. Eppler (Potrero Boosters)
6. Kamilah Taylor (Muni operator)
7. Magda Freitas Melo (architect, local resident)
8. Mary Haywood Sheeter (Friends of Franklin Square)
9. Roberto Hernandez (Carnaval San Francisco, United to Save the Mission)
10. Scott Feeney (local resident, housing advocate)
11. Thor Kaslofsky (land use development consultant)
12. Peter Belden (local resident, transportation advocate)
13. Ryan Parker (local resident)

5 Cost Allocation

Cost allocation of scope items outline in Section 4 of Division 8 (*Public Benefit Principles*), whether for the purpose of the Proposal during the RFP phase or for the development of the Project during the PDA Term, is to be in accordance with **Table 1** below.

In the event of conflict, the requirements of RFP Part III, Division 1 (*Cost and Scope Allocation Requirements*) take precedence over those set forth in this section.

Table 1 Public Benefit Principles Cost Allocation Matrix

Item	Bus Yard Component	Common Infrastructure	Housing and Commercial Component	Comments
Transportation Objectives				
1. Meet SFMTA program needs	X			
2. Support and enhance bicycle and alternative modes			X	See RFP Part III, Division 3 (*Design Criteria Document*) for program requirements
3. Improve customer service convenience		X		As part of the proposed Transportation Demand Management program
Housing				
1. Maximize housing units and affordable housing			X	See RFP Part III, Division 6 (*Program for the Housing and Commercial Component*) for program requirements
2. Prioritize greatest demonstrated housing needs			X	
3. Include moderate income housing			X	
4. Invest in and nurture on-site community-building			X	
Placemaking				
1. Active and pedestrian-friendly streetscape and public realm		X	X	See RFP Part III, Division 2 (*Design Guidelines*)
2. Incorporate the surrounding neighborhood character	X	X	X	
3. Encourage an attractive roof and usable podium-level open space		X	X	
Neighborhood Amenities and Public Art				

Item	Bus Yard Component	Common Infrastructure	Housing and Commercial Component	Comments
1. Include local nonprofit activities and neighborhood-serving uses			X	
2. Support and enhance activities of Franklin Square		X	X	
3. Integrate Public Art and arts/cultural activities	X	X	X	Section 3.19 of the SF Administrative Code mandates that 2% of total gross estimated construction cost of civic projects be allocated for public art.
Sustainability/Resiliency				
1. Integrate comprehensive sustainability performance measures	X	X	X	See RFP Part III, Divisions 3 (*Design Criteria Document*) and 4 (*Supplemental Design Criteria*) for sustainability requirements
2. Incorporate resiliency measures and innovative collaborations	X	X	X	

ITP = Instructions to Proposers
SFMTA = San Francisco Municipal Transportation Agency