POTRERO YARD MODERNIZATION PROJECT

2500 MARIPOSA STREET

CASE NO. 2019-021884PCA/MAP/GPA

San Francisco Planning

Gabriela Pantoja
Mat Snyder

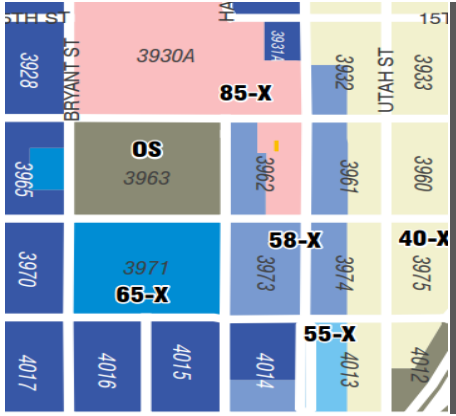
Land Use and Transportation Committee Hearing

February 26, 2024

Legislative Amendments

General Plan Amendments

- Urban Design Element Map 4, “Urban Design Guidelines for the Height of Buildings”
- Urban Design Element Map 5, “Urban Design Guidelines for the Bulk of Buildings”



Zoning Map Amendments

- Zoning Map SU08 to illustrate the Potrero Yard SUD
- Zoning Map HT08 to change the Height and Bulk District from 65-X to 150-PY

Planning Code Text Amendments

Creates Potrero Yard Special Use District (Section 249.98)

- Permits residential uses via a Conditional Use Authorization for a Planned Unit Development (PUD)
- Permits ground floor commercial uses consistent with Urban Mixed-Use Zoning District controls
- Provides building standards including setbacks, lot coverage, point of height measurement, and mass separation limitations
- Permits a freestanding and window sign in addition to the standards in Article 6 of the Planning Code for SFMTA identification signs

THANK YOU

San Francisco Planning

Gabriela Pantoja
Mat Snyder
San Francisco Planning

www.sfplanning.org

SFMTA
POTRERO
Neighborhood Collective
BUILDING PROGRESS
Potrero Yard Modernization Project
Land Use and Transportation Committee
February 26, 2024

Refined Project

The proposed **Refined Project** includes:

- 4 story bus yard supports up to 213 buses
- Up to 465 residential units with up to 13 stories and maximum height of 150 feet (environmental studies conducted analyzed up to 513 residential units)
- Approximately 92,000 square feet of open space
- Class 1 bicycle parking (long term)
- Protected and widened bike lanes with new crosswalk on 17th Street

POTRERO Neighborhood Collective

Paratransit Variant

The proposed **Project Variant** includes

- 4 story bus yard supports up to 213 buses
- Space for paratransit ramps, circulation, parking and up to 160 paratransit vehicles
- Maximum of 104 residential units
- Approximately 6,000 square feet of open space on roof of Bryant Street housing
- Class 1 bicycle parking (long term)
- Protected and widened bike lanes with new crosswalk on 17th Street

POTRERO Neighborhood Collective

Public Engagement

2018

January First Potrero Yard public event

August Working Group recruitment

December Project workshops

October
Staff In-reach

2019

February
Community design workshop

August at Franklin Square: Public event and Site tours

October
Open house and pre-application meeting

2020

Summer

Working Group committees

- Urban Design

- Housing

- Community Benefits / Public Art / Open Space

Consult with Panning for urban design guidelines and project objectives, building envelope, massing.

Sep-Dec Public RFP survey
December Online town hall

2021

July Virtual community meeting to respond to developer questions

August
DEIR period closes

December
Public tours restart

2022

August Staff In-reach

November
Developer Selection announced

December Working Group meets PNC team;
Pre-application meeting

2023

March
Staff In-reach

March
Community open house

May & Sep Staff In-reach and Community Meetings

Potrero Yard Neighborhood Working Group: Background Information
Detailed Project Updates: Potrero Yard Neighborhood Working Group

BUILDING PROGRESS

Improving Transit

MARIPOSA STREET

Efficiency

Repair buses faster, improving Muni's reliability

Sustainability

Provide the green infrastructure needed for all-electric fleet

Future Growth

Accommodate fleet as it grows - room for 54% more buses at the yard

Work Conditions

Improve environments, amenities and safety conditions for 800+ staff

POTRERO Neighborhood Collective

BUILDING PROGRESS

Affordable Housing

BRYANT STREET AND MARIPOSA STREET

Proposed Housing Mix:

- Affordable Housing (Up to 80% AMI; 247 units)
- Workforce Housing (80-120% AMI; 218 units)

Housing program is subject to feasibility. No resident parking will be provided on site.

POTRERO Neighborhood Collective

BUILDING PROGRESS

Workforce Housing

17TH STREET AND HAMPSHIRE STREET

Proposed Housing Mix:

- Affordable Housing (Up to 80% AMI; 247 units)
- Workforce Housing (80-120% AMI; 218 units)

Housing program is subject to feasibility. No resident parking will be provided on site.

POTRERO Neighborhood Collective

Project Phasing

Phase 2 - Bryant Street Housing

Phase 3 - Podium Housing

The proposed housing program is subject to funding sources and market feasibility.

Conceptual rendering, not final design

BUILDING PROGRESS
Vibrant Street Level

17TH STREET AND BRYANT STREET

Conceptual rendering, not final design

Public Art

NORTH ELEVATION WITH ART PROGRAM

Conceptual rendering, not final design

POTRERO NEIGHBORHOOD COLLECTIVE

Who We Are: Potrero Neighborhood Collective (PNC)

Infrastructure Developer and Workforce Housing Developer

- Plenary Americas is a US-based company with US headquarters in Los Angeles.
- Portfolio of over 60 public-private-partnership projects in North America. Total value of over $17.3 billion. ~120 people who are responsible for managing the business in the US and Canada.
- Predevelopment experience including design, CEQA, permitting, stakeholder engagement.

Affordable Housing Developer

- Experience developing affordable housing in San Francisco (Casa Adelante – 2060 Folsom, 1990 Folsom, 1296 Shotwell, Alice Griffith Apartments)
- Combined over 125 years of experience investing in enhancing the capacity of Black-led and Latin-led neighborhood rooted organizations in direct response to historic racial injustices committed against BIPOC communities.

Design Team

- 30+ years in architecture and design industry in infrastructure (Salt Lake City Intermodal Hub, GoRaleigh Operations and Maintenance Facility, GRT Northfield Drive Bus Facility, Hamilton Transit Maintenance Storage Facility)
- 23+ years of affordable housing (Casa Adelante, Hope SF Potrero Hill, The Avery, Parcel Q).

Consultants

- 30+ years of Bay Area commercial construction experience (100 Van Ness, UCSF – Clinical Science Building, Pier 70 – Horizonal Improvements + Public Realm)
- 19+ years of facilities maintenance and operational management experience
- 35+ years of Bay Area communications consulting

PNC uniquely combines global leadership in infrastructure development with local expertise – all with a commitment to innovation, efficiency, and community inclusion.

Project Rendering – Bird's Eye View

Conceptual rendering, not final design

LEGEND

- **Partnership** – as stewards of a public asset, PNC prioritizes collaboration with the City in designing and entitling Potrero Yard.
- **Innovation** – managing solutions to meet City transit and housing needs.
- **Economic Inclusion** – maximizing participation of SF residents through Local Business Enterprises (LBEs) and Local Hire initiatives.
- **Racial / Gender Equity** – making program and design decision that intentionally incorporates anti-racist principles and practices to ensure equity for residents, contractors, and skilled and unskilled labor.
- **Community Voices** – meeting community where they are to fully integrate diversity of thought that reflects community.

POTRERO Neighborhood Collective

Thank You.

Jonathan Rewers
Building Progress Program Manager
Jonathan.Rewers@SFMTA.com

Chris Lazaro
Potrero Yard Project Director
Chris.Lazaro@SFMTA.com

Bonnie Jean von Krogh
Building Progress Public Affairs Manager
BonnieJean.vonKrogh@SFMTA.com

John Angelico
Public Information Officer
John.Angelico@SFMTA.com

SFMTA.com/PotreroYard

Chris Jauregui
Plenary Americas
chris.jauregui@plenaryamericas.com

POTRERO
Neighborhood Collective