

MEMO

FROM: Potrero Gateway Loop Steering Committee of MUNA (Mariposa Utah 18th Neighborhood Association)

TO: Members of the Eastern Neighborhoods Citizen Advisory Council (EN CAC)

DATE: April 14, 2016

SUBJECT: Request for funding from the Eastern Neighborhoods Impact Fees and Public Benefit Fund

SUMMARY

The Loop is an urban design proposal for a new public open space around HWY-101 at 17th Street. Conceptual Design for the entire Loop project is complete.

MUNA is requesting that the Eastern Neighborhoods Community Advisory Committee (EN CAC) recommend an allocation of \$1.75 million for final design and construction of Phase I of the Loop Project: \$500,000 from the Complete Streets fund and \$1.25 million from the Open Space fund.

The Loop will be a new 3.5-acre public park at the intersection of the Mission and Potrero Hill neighborhoods on what is currently neglected vacant land that today poses serious public health and safety concerns. The Loop will transform this blighted right-of-way into a valuable open space amenity not only for the existing neighboring communities, but also for the 2,500+ units projected to be built (5,650+ new residents) within a 10-minute walk from the Loop.*

Phase I will transform 0.75-acres including streetscape on 17th Street and open space on the Caltrans right-of-way beneath the freeway into an active and vibrant corridor with 2 plazas (San Bruno Avenue & Vermont Street Corners) enabling safe pedestrian and bicycle access to and from the eastern neighborhoods. It is a key piece to creating a safe route between Franklin Square and Jackson Park, and to developing the 17th Street pedestrian- and bicycle-oriented Green Connector.

The project has undergone an extensive concept design and public engagement process, and has wide community and City support. To date, the Loop Steering Committee has raised \$233,000, in addition to generous pro-bono support. Detailed design and construction of Phase I will cost \$2.5 million. MUNA is requesting that EN CAC support the project with an allocation of \$1.75 million. To offset the remainder of the Phase I cost, the Steering Committee has identified a range of public and private partners. (see page 3)

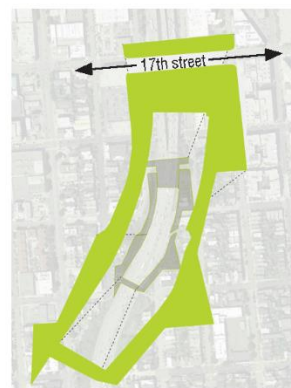


Image 1:
Project Context - Development Pipeline

2,500+ units projected to be built within 1/2-mile walk of the Loop.
10 largest developments listed.
Developments with <50 units excluded in count & diagram.

Address	No. Units
1 346 Potrero	72
2 2435 16 th	55
3 480 Potrero	75
4 2070 Bryant	274
5 2750 19 th	60
6 1601 Mariposa	316
7 1200 17 th	395
8 88 Arkansas	127
9 1301 16 th	276
10 1 Henry Adams	560

THE LOOP 3.5 acres



PHASE 1 0.75 acres

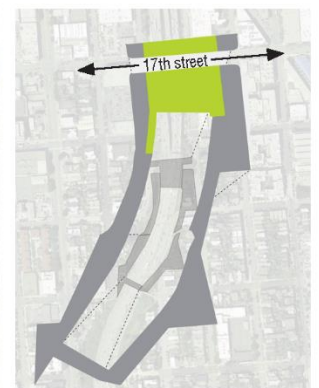


Image 2: Loop project phases

* Development pipeline as identified in: <https://data.sfgov.org/Housing-and-Buildings/Map-SF-Pipeline-2015-Q4/iyr5-kp94>. Developments with < 50 units excluded. The 2014 San Francisco Housing Element identifies an average of 2.26 people per household.

BACKGROUND

The Potrero Gateway Loop project began in 2003 when MUNA formed to address troubling problems occurring in the Caltrans right-of-way. After years of continued stewardship and programming efforts, MUNA became an official San Francisco Parks Alliance Street Parks Program member in 2011 to directly address concerns of public health and safety.

In 2013, MUNA raised money to develop a complete concept design. The proposal for the Loop was developed by the Steering Committee and the community with Bionic, a San Francisco based landscape architecture and planning firm, through a year-long public process. The committee involved critical agencies including DPW, Caltrans, SFMTA, and the San Francisco Parks Alliance throughout the process. The project is supported by Supervisor Malia Cohen, the Potrero Boosters, local businesses, and neighbors. Caltrans and city agencies (DPW, SFMTA SFPD and D10 Supervisor) were involved in the development of the concept design.

The project is divided into 5 areas and multiple phases of construction. Phase I will transform the 17th Street corridor and will directly align with numerous on-going planning efforts including the 2008 Showplace Square / Potrero Hill Area Plan, the 2008 Potrero Hill Traffic Calming Plan, and the San Francisco Planning Green Connectors Plan.

MAINTENANCE

In July 2015, the Board of Supervisors approved the Northwest Potrero Dogpatch Green Benefit District proposal. The Green Benefits District was implemented in January 2016. On an annual basis for 10 consecutive years, \$40,000 for maintenance and \$20,000 for capital improvements will be available for The Loop, the Benches Garden and Park, and Fallen Bridge Park. As part of the Green Benefits District, grant writing support will be available for additional fund-raising efforts.

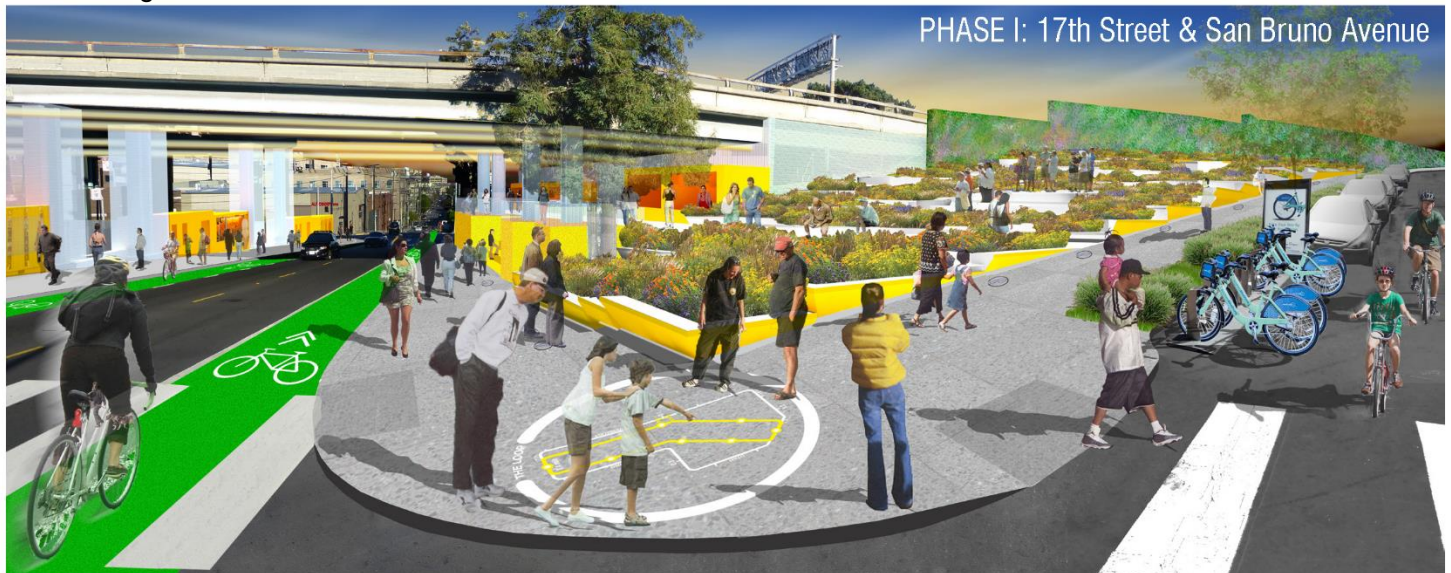
The Loop PHASE I program elements include:

STREETSCAPE

- New sidewalks
- Bulb-outs
- Striped bike lanes
- Paint underside of freeway
- Lighting
- Street trees

OPEN SPACE

- Planted terraces
- Terraced seating
- Living Screen Pilot Project
- Iconic fence under the freeway
- Stair to mid-slope
- Engaging Art
- Lighting
- ADA-accessible paths
- Planting
- Signage & Wayfinding
- Furnishings: bike racks, benches, waste receptacles



FUNDING FOR PHASE I

Phase 0: Conceptual Design **\$323,000**

Amount Raised & Spent by MUNA to Date **\$323,000**

(Cash contributions \$233,000*)
 (In-kind & pro-bono contributions \$90,000*)
 Conceptual design, Caltrans coordination,
 cost estimate & land survey

Phase I: Detailed Design & Construction **\$2.5 million**

EN CAC Funding **\$1.75 million**

(Open Space \$1.25 million)
 (Complete Streets \$0.5 million)

Funding Offset (to be raised by MUNA) **\$750,000**

Total **\$2.5 million**

*Community raised \$20,000, Developers contributed \$13,000. Complete Neighborhood Grant in the amount of \$200,000 received in 2015. Does not include pro-bono hours contributed by the Steering Committee, SF Public Works, and Bionic.

IDENTIFIED POTENTIAL FUNDING SOURCES

#	Funding Source	Sponsor	Funding Range
1	Developer Donations	Walden, Trumark, SIA, etc	\$500,000 +/-
2	Complete Neighborhood Grants	City	up to \$200,000
3	Community Challenge Grants	City – Donated	up to \$100,000
4	Environmental Enhancement & Mitigation Grant	California Natural Resources Agency	\$200,000-\$500,000
5	Great Urban Parks Grant	National Recreation & Park Association	\$350,000-\$575,000
6	Housing Related Parks Program	CA Dept. of Housing & Community Development	\$95,000-\$2,500,000
7	Foundation Grants	UPS, etc, Multiple	\$100,000 +/-
8	Private Donations	Multiple	\$100,000 +/-
9	U.S. Transportation Secretary Anthony Foxx / Smart City competition	Federal Govt.	0-\$500,000
10	SFPUC Water Mitigation Grants	City	\$100,000 +/-
11	SFCTA Transportation Grants	County	\$200,000 +/-