

March 1977

TRANSPORTATION COMMITTEE

AT OUR FIRST MEETING THIS MONTH (3-7-77), WE PUT IN FINAL FORM OUR ROUTE PROPOSALS (AND REASONS FOR SAME) FOR PRESENTATION TO THE MUNI P.O.M. STUDY GROUP.

BECAUSE OF THE QUESTIONS RAISED AND INTEREST INDICATED AT THE SECOND GENERAL MEETING (2-26-77) IN POTENTIAL MUNI ROUTE CHANGES, WE EXPECTED AND HOPED FOR ATTENDANCE AND PARTICIPATION BY OTHER THAN TRANSPORTATION COMMITTEE MEMBERS. WE ARE SORRY TO REPORT THAT THERE WAS NONE.

WE BEGAN EXPLORATION OF OTHER TYPES OF TRANSPORTATION: WALKING, BIKING, SPECIAL NEEDS (IE, ELDERLY AND/OR HANDICAPPED) AND THE SAFETY FACTORS INVOLVED WITH EACH.

MR. BOB LEVINE OF THE METROPOLITAN TRANSPORTATION COMMISSION CAME TO OUR NEXT MEETING (3-14-77) AND GAVE US INFORMATION ON "SPECIAL NEEDS" TRANSPORTATION AND WHAT IS BEING DONE ABOUT IT IN SAN FRANCISCO. A COMMITTEE IS BEING FORMED UNDER P.U.C. AUSPICES TO STUDY AND IMPLEMENT SUCH TRANSPORTATION AND WE'LL KEEP INFORMED OF ITS PROGRESS.

WE ARE PUTTING OUR SAFETY SUGGESTIONS INTO DETAILED FORM AND ARE EXPLORING WAYS TO SOLVE THE PROBLEMS WE SEE.

WE EXPECT TO HAVE A TRAFFIC ENGINEER FROM THE DEPARTMENT OF PUBLIC WORKS AT OUR NEXT MEETING, WHICH WILL BE HELD ON MONDAY, MARCH 28 AT 6:00 PM AT THE LIBRARY.

PARTICIPATING MEMBERS:

ROSIE COHNSTAEDT
RICHARD MORRI
LINDA OSTRAT
SYLVIA ROZIER

RESPECTFULLY SUBMITTED,

CAY CONOVER, CHAIRWOMAN
BILL COHNSTAEDT, SECRETARY

POTRERO HILL HOUSING COMMITTEE

March 21, 1977

I. Low Income home ownership program - increasing opportunity for ownership for low income households.

A. New Housing Development - Coop ownership, mixed financing (whatever is available)

B. Cooperative of existing public housing - through low interest loans + subsidies + counseling + education

II. Rehabilitation of existing housing

A. Potrero Hill as target area for voluntary rehabilitation Program.

B. Special emphasis on health and safety hazards through use of low interest loan program, community education, and counseling.

III. New Housing should be encouraged for elderly, for "new families", and for large families, reflecting existing racial and economic balance.

A. Explore with community groups the feasibility and desirability of establishing a local housing development corporation.

IV. Standardize and equalize relationship between landlords and tenants.

A. Provide educational programs for Landlord/Tenant rights and responsibilities.

RESPECTFULLY SUBMITTED,

LAY CONOVER, CHAIRWOMAN
BILL CONNSTADT, SECRETARY

PARTICIPATING MEMBERS:

ROSIE CONNSTADT
RICHARD MORRI
LINDA OSTRAT
SYLVIA ROZIER

FEBRUARY 12, 1977

SUMMARY OF CONCERNS FOR
PHYSICAL ASPECTS/VISUAL IMPROVEMENTS

I. NEED FOR MOTIVATION, establishing attitudes, inspiration

- A. Brochure - for homeowners, renters, businesses (could include methods for visual improvements and references for local trade people)
- B. Luncheon- for local businessmen, to show neighborhood concern for surrounding areas, cooperation, motivation

II. LITTER CLEAN-UP (to be coordinated with recycling efforts)

- A. Semi-annual "dumpster days"
- B. Organized neighborhood work days to clean up specific areas such as parks, vacant lots, litter-cluttered streets
- C. Coordination of efforts to receive regular City maintenance as needed, covered sidewalk litter cans

III. TREES - as individual improvements or massive planting along specific streets

IV. HILL ENTRANCES - various ideas for improvement are:

- A. Trees
- B. More regular sweeping of heavy-use areas
- C. Traffic circle at Townsend & 9th Streets

V. MAINTENANCE OF PUBLIC LAND - various ideas for improvement are

- A. Painting and upkeep of schools
- B. Painting and upkeep of Projects (How about a new name?)
- C. More regular care of parks, public sidewalks in high-use areas
- D. Railway land, utilities land

VI. OTHER IDEAS:

- A.
- B.
- C.

Potrero Hill Economic Development Committee

GOALS, RESOURCES, STRATEGIES, AND

PROGRAMS FOR ECONOMIC DEVELOPMENT

LONG TERM GOALS:

A. Increase opportunities for the poor to participate in those areas of economic life which have so far proved impervious to traditional political, civil, and social welfare programs;

B. Enhance the economic status of all low-income people in Potrero by building community institutions and mechanisms with a life independent of the vagaries of government funding and political largesse; and

C. Increase the participation of the poor and minorities as owners and entrepreneurs in the economic mainstream of American life in order to facilitate economic self-reliance and independence.

SHORT TERM OBJECTIVES:

A. Increased income for Potrero residents.

B. More and better employment opportunities for residents.

C. Participation in ownership and management of firms, housing, and institutions by residents.

D. Development of more skilled human and technical resources.

E. Development of economic, social, and political institutions responsive to the community's collective wishes.

RESOURCES:

A. Potrero Hill Community Development Corporation: A broadly representative community organization, the CDC provides a legal vehicle for coordinating strategy for the economic development of the community as a whole, through the control and participation of the residents. Primarily by developing businesses, the CDC attempts to achieve the social goals outlined above.

Many public financial resources with great leveraging potential are available to the CDC, as well as traditional private sources.

B. East Shore Park Project: The East Shore Park Project is a public service corporation, neither completely governmental nor completely private, which acts as an interface

between government, business, and the community. Its purpose is to mobilize public and private resources to ameliorate problems of employment, training, housing, and livability in the Potrero District. Bringing together public powers (eg. eminent domain, bonding) with private financial resources can help to carry the growing burden for the urban taxpayer.

Much of the Eastshore Park area around Potrero Hill is used ineffectively for the storage of little-used materials and for dumping debris. The environment is a picture of poverty. Clearly, only a combined effort of government and business under the guidance and control of the Potrero community can result in the creation of a healthful and satisfying living environment.

- C. Governmental agencies: Direct cooperation with governmental agencies can be very instrumental in promoting the economic development of the Potrero district for the benefit of the residents. For example, cooperative ventures with the Port of San Francisco should be explored to develop the potential of the underutilized maritime facilities in the area. The City Planning Department and Mayor's Office of Neighborhood Economic Development provide important resources of information and technical assistance. They also facilitate access to federal funds such as Community Development monies and Economic Development Administration grants.

STRATEGIES AND PROGRAMS

A. The City of San Francisco should utilize its powers and resources to provide a stable economic climate, dependable support, and functional structures for mobilizing private capital for the economic development of the Potrero District and the City as a whole. The City should therefore lend its full support to the Eastshore Park Project, which provides an innovative mechanism for combining public and private resources.

A partnership between public and private resources, however, can only be successful in promoting economic development if it has the support and guidance of the community. Therefore, the City should lend its full support to the Potrero Hill Community Development Corporation, which represents a broad cross-section of the Potrero community and provides a vehicle for linking the necessary community initiative and support for mobilizing public and private resources for the economic development of the area.

B. Promote reuse and rehabilitation of the underutilized industrial facilities surrounding Potrero Hill, as well as the retention and expansion of existing industrial activities. Revitalization of underutilized industrial land, warehouses, and factories in the Potrero District would provide increased employment opportunities, especially in much needed blue-collar occupations, and expand and diversify the City's tax base.

Program 1: Encourage the City Planning Department to develop an Industrial District Improvement Plan for the Potrero District. Such a plan could address the needs of existing businesses for parking, truck access, traffic flow, etc. as well as identify other needs that the City could meet in order to encourage them to stay or expand in the district.

Program 2: Include rail consolidation as part of an intensified development effort of the Potrero industrial district. Consolidating the three rail yards (Southern Pacific, Santa Fe, and Western Pacific) into one yard and removing unutilized tracks would free up significant parcels of land for industrial development, as well as facilitate more efficient and expanded intermodal shipping-rail-trucking-warehouse operations. Rail consolidation would require the city government to designate an agency to coordinate the various interest groups and act as a clearing house for funding. The agency should commission a study which would identify the needs, resources, and potential of the area, and recommend a program of action.

Previous studies on urban rail consolidation have been done, notably in Lincoln, Nebraska, Wheeling, West Virginia, and Lafayette, Indiana, under the auspices of the Federal Railroad Administration with federal funding provided through the 1973 Federal Highway Act.

Program 3: Promote an industrial park for the northern industrial area of the Potrero District.

Interest and speculation in the northern Potrero industrial area is increasing as development in the South of Market area (viz. Yerba Buena Center) becomes more certain. The success of the Showplace and other businesses have shown the potential the area has for providing warehousing, wholesaling, trade, small manufacturing, and small office facilities to serve downtown.

To ensure that development in this area is well planned to minimize negative environmental impacts and benefit the Potrero community in particular, as well as the City as a whole, an industrial park should be planned for the northern Potrero industrial area. This park should be developed by a public service corporation such as Eastshore Park Project, under the guidance of the Potrero Hill Community Development Corporation, so that the development becomes fully integrated into and accepted by the community. Such a development could provide jobs and training for residents of the Hill as well as a source of revenue for community projects.

C. Promote the revitalization of commercial areas on Potrero Hill.

The retail needs of Potrero residents are presently underserved. The commercial areas serving the Hill--viz.

18th Street, 20th Street, Third Street, and 22nd Street-- could benefit from physical upgrading to increase their attractiveness to residents, improve neighborhood quality, and encourage new businesses to locate in vacant commercial space.

Program 1: Carry out a Neighborhood Commercial District Improvement Program. The City Planning Department and the Department of Public Works should, in conjunction with the Potrero Hill CDC and merchants' associations, carry out a Neighborhood Commercial District Improvement Program, using designated Community Development funds, to revitalize Potrero's commercial districts to better meet the needs of the existing merchants and residents of the Hill.

Program 2: Make available Community Development front money to the Potrero Hill CDC (through the legal format of a Local Development Company) to obtain Small Business Administration 501 loans for revitalization of the commercial areas of Potrero Hill, eg. for development of a mini-mall at 22nd and Third Streets. Such funds can also be used for revitalization of contiguous industrial areas. To gain access to the necessary CD and SBA funds, the Potrero District must be declared a special impact neighborhood commercial area.

C. Promote the rehabilitation and upgrading of existing housing stock where needed, and the development of new housing stock, both market rate and subsidized with particular emphasis on the needs of families and the older population groups.

Program 1: The City of San Francisco should encourage the use of available HUD, state, and local assistance funds to rehabilitate old and develop new housing.

Program 2: The City should realize the Potrero District's potential for increasing the land stock available for housing.

Rail consolidation, revitalization and clean-up activities in the Eastshore area, in cooperation with the Port and private owners, has the potential for freeing large parcels of land for major new additions to San Francisco's moderate housing stock. This potential should be realized.