

P.H. - Neighborhood Improvement Plan

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## DEPARTMENT OF CITY PLANNING

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### TO INTERESTED PERSONS AND ORGANIZATIONS:

In January 1977, the Department of City Planning invited Potrero Hill residents to participate in the preparation of the Potrero Hill Neighborhood Improvement Plan. The Plan will recommend improvement strategies and actions for such things as housing, recreation and open space, beautification, neighborhood facilities, economic development, and land use. In the first community meeting, Potrero Hill residents established 10 committees to assist the Planning Department in the planning process. Three general public meetings and many committee meetings have been held in the community to discuss and identify neighborhood issues, needs, and potential improvement strategies and actions.

Enclosed is a "working draft" for the Potrero Hill Neighborhood Improvement Plan. This working draft was prepared to facilitate further discussion by providing a format that will eventually be shaped into the final plan. Most of the recommendations in the "working draft" are derived from committee reports and discussions held during the last three months. Other recommendations are included for the purpose of generating discussion.

As announced earlier, the fourth general community meeting will be held on April 30th (Saturday), 10:00 A.M. at the Potrero Hill Junior High School. The purpose of the meeting is to discuss the "working draft". During the first part of the meeting, participants will be able to meet in committees to discuss individual sections of the "working draft." Everyone is encouraged to ask questions, make comments, and offer suggestions regarding the draft.

Based on comments made during the general meeting and any subsequent committee meetings, Department of City Planning will prepare a "Draft For Citizen Review: Potrero Hill Neighborhood Improvement Plan." A fifth general meeting will be scheduled in the community to obtain further comments and input. Afterward, a final draft will be prepared and submitted to the City Planning Commission for its review and endorsement. A public hearing will be held by the City Planning Commission prior to its endorsement.

Copies of the "working draft" are available at the Potrero Branch Library, Neighborhood House, and Potrero Housing Authority Office. If you have any questions, please call Jon Pon at 558-4541.

WORKING DRAFT FOR

POTRERO HILL NEIGHBORHOOD IMPROVEMENT PLAN

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As announced earlier, the Potrero Hill Neighborhood Improvement Plan (Draft) will be held on April 10th (Saturday), 10:00 A.M. at the Potrero Hill Junior High School. The purpose of the meeting is to discuss the "working draft". During the first part of the meeting, participants will be able to meet in committees to discuss and make suggestions of the working draft. Everyone is encouraged to ask questions, make comments, and offer suggestions regarding the draft.

Based on comments made during the general meeting and any subsequent committee meetings, the Department of City Planning will prepare a "Draft for Citizen Review: Potrero Hill Neighborhood Improvement Plan". A final general meeting will be scheduled in the community to obtain further comments and input. Afterward, a final draft will be prepared and submitted to the City Planning Commission for its review and endorsement. A public hearing will be held by the City Planning Commission prior to its endorsement.

Copies of the "working draft" are available at the Potrero Branch Library, Neighborhood House, and Potrero Housing Authority Office. If you have any questions, please call Jon Pon at 558-4541.

## HOUSING

The existing private housing stock in Potrero Hill is predominately one- and two-family residences, comprising two-third of the Hill's total housing units. Approximately one-half of the residential buildings are owner-occupied. Approximately two-third of the housing units were built before 1940. Because of the age of buildings, there is a widespread need to encourage minor repairs, more adequate maintenance, and modernization through voluntary incentives and preventive measures. In few instances, there is a need to eliminate life-safety and health hazards.

There is also a need to improve the 635 units of public housing located in Potrero Terrace and Potrero Annex projects. The Potrero Terrace, built in 1949, and the Potrero Annex, built in 1955, have undergone little rehabilitation or modernization work to bring the structures up to today's standards. They lack the types of amenities found in newer developments.

There is a substantial amount of vacant residential lots that create problems for nearby residential areas. Vacant lots accumulate litters and debris, creating an image of neglect throughout much of the neighborhood. There is a need to replace eyesore-looking lots with new housing.

Although most of the residential buildings contain only one or two units, most of these units are relatively small. Approximately one-half of the existing dwelling have two or fewer bedrooms, too small for large families. Residential overcrowding (defined as more than one person per room) for Potrero Hill is 10.4%, which is 50% higher than the City's average. New housing units should contain three or more bedrooms for large families. There is also a need for new housing that is suitable for elderly persons who desire to live in the neighborhood but find existing housing too large or unaffordable.

Approximately 50% of the residential buildings in Potrero Hill are owner-occupied. Additional homeownership will help assure the stability of the neighborhood and protect lower income residents against inflationary rent increases.

The following strategies and actions are recommended to improve the housing stock and to increase housing opportunities for Potrero Hill residents:

### 1. ENCOURAGE VOLUNTARY REHABILITATION OF EXISTING PRIVATE HOUSING

Effort to rehabilitate existing housing should be undertaken initially on a voluntary basis. The Potrero Hill housing

stock is basically sound and currently does not warrant the mandatory and concentrated approach to code enforcement. Enforcement of minimum health and safety standards (Housing Code) may be necessary on scattered site basis where areas or buildings with obvious hazards are not being voluntarily rehabilitated.

(a) Designate Potrero Hill as a demonstration owner-initiated neighborhood conservation program.

The City should develop a program to support neighborhood rehabilitation effort by providing information building conservation. In neighborhoods designated for the conservation program, the City should provide counseling and technical assistance to neighborhood organizations, owners, tenants, and merchants regarding code standards, rehabilitation techniques, incentives, and available financing. Various outreach techniques should be employed to maximize the cooperation and participation of residents in this voluntary program.

(b) Provide low-interest City and State loans as incentives in support of owner-initiated conservation program.

In order to minimize hardship upon lower income homeowners, low-interest loans should be made available by the City. These loans should also be made available to homeowners unable to secure conventional financing or wherever additional incentives are needed.

(c) Employ equitable rent stabilization guidelines on all housing units receiving public assistance.

Rent stabilization guidelines should be based on actual after-tax cost to property owners. This equitable approach will help reduce the impact of rent increase upon tenants.

(d) Expand the report of residential building record system (3-R) to include pre-sale physical inspection by the City

Currently residential buildings are sold without the benefit of City inspection services which may inform prospective buyers of needed rehabilitation. As a result, substandard buildings often are sold at inflated prices. The expansion of the 3-R report to include presale physical inspection would identify substandard conditions at the time of the sale. The mandatory inspection would alert prospective buyers and would help assure that sale and mortgage financing arrangement considers the needs and costs of building rehabilitation.

2. REHABILITATE AND IMPROVE MAINTENANCE OF PUBLIC HOUSING PROJECTS.

The insufficiency of maintenance and modernization funds from HUD during the past years has resulted in many overdue repair and replacement work of the public housing buildings. Improvements needed include refinishing interior rooms and providing new heating system. The provision of private open space for individual units should be explored to make the ground area more usable and to create more privacy.

- (a) Allocate an equitable amount of available Modernization funds to make necessary structural repairs of public housing buildings.

The 1976 Housing Authority Act has set aside a significant amount of public housing modernization fund and hopefully the fund will be made available to the City in the coming year. The San Francisco Housing Authority should allocate an equitable share of the funds to the Potrero projects.

- (b) Seek Community Development funds to supplement Public Housing modernization activities.

3. DEVELOP NEW HOUSING WHICH MEETS THE NEEDS OF THE COMMUNITY AND COMPATIBLE WITH THE CHARACTER OF THE AREA.

New housing should be developed in accordance with Potrero Hill more urgent housing need. There is an expressed need for housing that are suitable for elderly, young families, and large families. Since much of the existing housing stock (averaging 2-1/2 bedrooms) are suitable for small families, new housing should be encouraged for elderly and large families. Development of new housing on existing vacant lots would improve the overall quality of the neighborhood by removing the blighted conditions created by litter-filled lots.

- (a) Establish community based housing development corporation to facilitate housing improvements and new developments.

A local housing development corporation (hdc) is potentially an effective means for promoting housing opportunities in Potrero Hill. The hdc can facilitate new housing development by participating in and packaging housing projects and soliciting developers. The hdc may promote homeownership by assisting prospective home buyers in obtaining financing. The hdc may also work jointly with the City to promote and assist voluntary housing rehabilitation.

## INCREASE OPPORTUNITIES FOR POTRERO HILL RENTERS TO BECOME HOMEOWNERS.

Increased homeownership contributes to neighborhood stability and provide additional protection to lower income households against being priced out of the neighborhood.

- (a) Provide counseling and financial assistance to lower income households desiring to become homeowners.

A local housing development corporation can provide assistance to households desiring and capable of homeownership but having difficulty in understanding or obtaining necessary financing. The hdc should evaluate the effort of the Mission Housing Development Corporation and the San Francisco Development Foundation to design a neighborhood program for assisting homeownership and conversion from tenancy to condominium and cooperative ownership.

- (b) Explore the desirability and feasibility of converting public housing into private ownership.

The desirability and feasibility of converting some existing public housing units into private cooperative or condominium should be explored by the public housing tenants and the Housing Authority. If there is a visably demonstrated desire by the tenants for the conversion, an analysis should be made to determine the economic feasibility of prospective tenants becoming homeowners.

## SECURE HOUSING ASSISTANCE FOR LOWER INCOME RESIDENTS

Effort should be taken to preserve and expand housing opportunities for lower income households, particularly the elderly, handicapped and large families.

- (a) Seek higher level of Section 8 Housing Assistance Payment for the City and the neighborhood.

Section 8 is currently the only Federal program for providing rental subsidy to lower income households. Federal allocation of Section 8 units to San Francisco in the past two years has been minimal compared with the City's housing need. Effort should be made to secure additional allocation of Section 8 units adequate to meet the City's and community's needs.

Another program that is combined with Section 8 is the Federal Section 202 program that provides lower interest financing for the development of elderly and handicapped housing. This program should be explored further.

## COMMUNITY AND RECREATION FACILITY

Adequate community and recreation facilities contribute to the overall livability of the neighborhood. On the Hill, there is a total of 17 acres of publicly-owned recreation space. The Port Commission is currently developing a new waterfront recreation facility at Warm Water Cove, located at the end of 24th Street. Although the supply of recreation facilities appear to be adequate on the Hill, there is a need to maximize the use of existing facilities through more maintenance and better utilization of open space that serve a full range of population groups - women, elderly, etc. Major recreation deficiency is in Lower Potrero Hill where no permanent recreation facility exists.

Public community facilities currently serving the Hill are the Potrero Branch Library, the Health Center, San Francisco General Hospital, and Potrero Terrace Nursery. The major privately-owned community facility serving the area is Neighborhood House, a multi-purpose neighborhood center. Again, Lower Potrero Hill is without any public community facility (excluding the police station).

A report on the assessment of needs for multi-purpose neighborhood centers among City lower income neighborhoods was prepared for the Department of City Planning in late 1975. The report indicates Potrero Hill community needs such a facility, one that will serve Lower Potrero Hill. The majority of community services on Potrero Hill are not readily accessible to residents of Lower Potrero Hill.

The following strategies and actions are recommended to meet the community's need for neighborhood and recreation facilities.

### 1. MAXIMIZE USE OF EXISTING COMMUNITY AND RECREATION FACILITIES

#### (a) Continue improvement of Potrero Hill Recreation Center

During the last three years, \$160,000 has been allocated to renovate the building and playground. Potential improvements needed include providing more sport equipments (with emphasis on serving the needs of women), more innovative tot lot area, and a more identifiable dog running area.

#### (b) Maximize use of Jackson Playground for Potrero Hill residents.

Activity schedules and future plan should be reviewed to determine how the facility can better serve the Potrero Hill community.

(c) Complete improvement of McKinley Square

A play apparatus has been installed on the sloping part of the site to make it more usable to children. Additional improvements may include expansion of the play apparatus, new sitting areas, and a designated dog running area.

(d) Expand and develop new community gardens

Where community gardeners (CETA or volunteers) are available, new vegetable gardens and landscaping may be developed on vacant land. Potential sites include Arkansas and 18th Street, Wisconsin site, DeHaro and Southern Heights, and along the waterfront.

(e) Support the development of the Farm (at Potrero and Army) that meets the needs of Potrero Hill residents.

(f) Continue the improvement of Potrero Hill Neighborhood House.

Funds have been allocated from previous Community Development Program to renovate the facility. Additional improvements needed include making the building accessible and usable by disabled people and providing improvements needed for hot meal programs.

2. PROVIDE NEW COMMUNITY AND RECREATION FACILITIES

(a) Acquire and rehabilitate I.M. Scott school yard as a public playground.

Approximately 20,000 square feet of playground space is available for immediate use after minor repairs. Potential improvements include resurfacing the yard, adding more play equipments, providing a tot lot, and installing a sitting area.

The playground may be acquired and renovated by the Recreation and Park Department through the Open Space Acquisition and Park Renovation Program (OSAPR), known as Proposition J. The OSAPR Program is limited to recreation activities and cannot be used to provide social services such as child care and employment programs. It is therefore recommended that only the yard portion of the school site be acquired by the Recreation and Park Department.

- (b) Acquire and renovate the I.M. Scott school building as a neighborhood center.

A program package for funding should be developed by a local non-profit organization to acquire the I.M. Scott building as a neighborhood center. Establishing a neighborhood center without previous experience and a long history of funding is a very difficult task. Various sources of fund for acquisition including private foundations should be sought. Funding for various service programs to be housed in the new facility must be secured in advance to support the operation of center. Joint ventures with the local community development corporation to acquire the building should be considered during the center's initial operation. Other possibilities that should be explored include operating the new facility as a satellite center of Neighborhood House or using Neighborhood House as the fiscal agent during the initial years of operation.

- (c) Support the development of Candlestick Shoreline State Recreation Area.

- (d) Complete the acquisition and development of Warm Water Cove waterfront recreation area.

The first phase of the development of Warm Water Cove includes improvement of 24th and Maryland Street rights-of-way and shoreline for fishing access. Future phases may include a picnic area and fishing facilities.

- (e) Explore the development of a waterfront recreation area next to Mission Rock Resort (end of Mariposa Street).

Local effort has succeeded in developing a small sitting area next to Mission Rock Resort. Expansion of this park should be explored, possibly as a waterfront recreation area.

- (f) Provide a large multi-purpose community space within the public housing projects for tenant activities.

A large community room for group activities is needed by public housing tenants. A couple of housing units can be converted into multi-purpose space suitable for tenant meetings, study room, or a meal program.

NEIGHBORHOOD ENVIRONMENT

The physical environment has a significant effect upon the satisfaction and outlook of local residents. People wish to live in a pleasing and comfortable environment that is free from hazards, stress, and physical deterioration. Basic needs of residents regarding their neighborhood environment generally are matters of health, safety, and comfort. The satisfaction of these needs contributes to an overall livability of the neighborhood. Effort to improve the community should take account of the physical environment.

Potrero Hill has many environmental assets that contribute to the overall livability of the neighborhood. It has the potential of becoming a superior residential neighborhood through amelioration of certain problem areas. These problems can generally be attributed to neglect and indifference experienced in many parts of the neighborhood.

One of the major neighborhood concern is the image of blight found in areas such as the Wisconsin Street site, private empty lots, and residential-commercial area of Lower Potrero Hill. Other concerns relate to the need for improving the bleak appearance of the neighborhood environment. Unsightly utility wires and poles, and the general absence of street vegetation contribute to the bleak and monotonous streetscape. There is a need for a greater "sense of a neighborhood feeling", particularly where industrial areas seem to blend with the residences. Some visual differentiation is needed to maintain neighborhood identity. This visual differentiation is most needed at major neighborhood entrances.

Finally there is a need to minimize conflict between industrial activities and nearby residential areas. Noise and odor pollutions are some of the most common problems. Railroad tracks and abandoned industrial-utility land also detract from the overall livability of the nearby residential areas.

The following strategies and actions are recommended for the improvement of the neighborhood environment.

1. UNDERTAKE SMALL-SCALE NEIGHBORHOOD-INITIATED PUBLIC IMPROVEMENTS

The Department of City Planning and Mayor's Office of Community Development administer an annual program called the Neighborhood Initiated Improvement Program (NIIP) that provides funds for small scale physical improvements of public areas. One purpose of NIIP is to upgrade the physical environment through improvements such as landscaping, community gardens, and installation of play apparatus, benches, and litter receptacles on public property. The following indicate potential types of small scale projects that can be initiated by local groups and individuals.

(a) Install street trees and landscaping

Installing street trees is one of the easiest and least expensive method of enhancing the livability, amenity and character of the neighborhood. Most residential streets need tree planting which can easily be initiated by property owners through. In addition, major tree planting projects should also be carried out, generally in the order of the following categories (See map).

- (i) Business areas: beautification would have broad benefits in street areas where there is high concentration of people and activities.
- (ii) Neighborhood entrances: Special theme trees would serve to announce the neighborhood entrances, thus creating a sense of neighborhood identity.
- (iii) Surrounding thoroughfares: These areas carry high volume of traffic.

(b) Carry out small scale improvements of Potrero Terrace and Potrero Annex.

Much is needed to improve the exterior appearance of public housing buildings and ground. Potential improvements include wall murals, benches, more innovative tot play areas, and sport equipments for the youth such as basketball standards.

(c) Provide additional litter receptacles

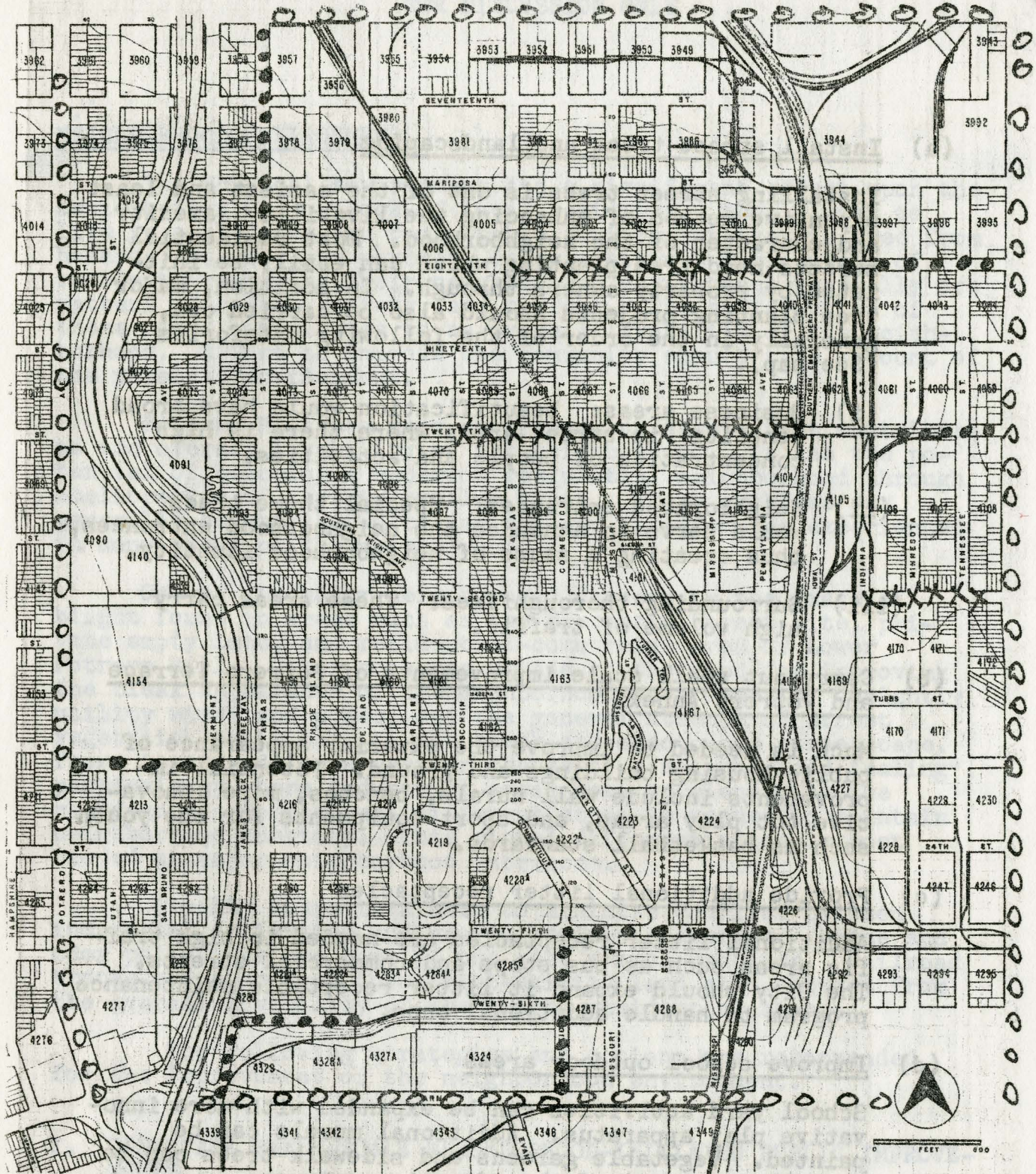
Additional litter receptacles are needed in high traffic areas such as bus stops and commercial streets. The City should expand its litter receptacle maintenance program to handle additional ones.

(d) Improve school outdoor areas

School yard activities can be expanded with more innovative play apparatus. Additional murals can be painted. Vegetable gardens and sidewalk trees can be installed as part of the education program.

2. SECURE HIGHER LEVEL OF MAINTENANCE IN THE NEIGHBORHOOD

In conjunction with the volunteer organization called San Franciscans for Cleaner City, neighborhood groups should initiate cleanup effort and secure greater public commitment for maintenance. Local effort to maintain the neighborhood should be coordinated with all recycling projects.



# COMMUNITY AREA LAND USE STUDY

## POTRERO HILL

### STREET TREES

- XXXXXX SHOPPING AREAS
- NEIGHBORHOOD ENTRANCES
- THOROUGHFARES

- (a) Carry out joint City and community clean-up projects.

Joint effort between community groups and the City may include:

- sponsoring semi-annual dumpster days,
- organizing cleanup projects on parks, vacant lots, and littered streets.

- (b) Increase regular street sweeping in neglected or heavily used areas.

Increased street sweeping service is needed in areas such as 22nd Street in Lower Potrero Hill and at Hill entrances such as 8th and 9th Streets at Townsend.

- (c) Carry recycling projects in support of clean up effort

#### UNDERTAKE MAJOR PUBLIC IMPROVEMENTS

Not all improvements that contribute to the livability of the residential areas can be implemented solely by local-initiated voluntary effort. Other improvements, usually more complex and larger in scale, should be undertaken by various local agencies. Major public improvement projects are often undertaken within designated areas undergoing concentrated improvements such as Rehabilitation Assistance Program (RAP) and redevelopment projects.

- (a) Establish utility undergrounding districts

The visual appearance of residential streets may be improved by the removal of overhead utility wires. The City currently coordinates an utility undergrounding program that is mostly implemented and funded by utility companies. Petition from a majority of property owners for establishing an undergrounding district can be submitted to the Department of Public Works.

- (b) Create special assessment districts to improve streets for future maintenance.

Certain unpaved streets such as DEHaro Street between 24th and 25th Streets have never been improved to City standards and therefore are not accepted for public maintenance. Procedures for improving "unaccepted" streets involve a special assessment district where adjoining property owners contribute to the initial construction of the street.

- (c) Seek better maintenance of railroad and utility land.

COMMUNITY SAFETY

San Francisco is surrounded by major active faults. Future earthquakes capable of producing great damage are inevitable. The possibility of structure failure and utility breakage present great hazard and problem to life safety. It is therefore important to minimize hazards to life safety through preventive measures.

Emergency operation planning and preparation are essential for saving lives, caring for the injured, and re-establishing services that are essential to meet the immediate needs of the community. The following strategy is recommended:

1. PROVIDE FOR CONTINUING PUBLIC EDUCATION AND PREPARATION REGARDING EARTHQUAKE HAZARDS AND EMERGENCY PROCEDURES

A comprehensive public education program regarding earthquakes and other natural hazards should be developed by the City. It should provide information about the nature of earthquakes, potential effect upon the neighborhood, about the many relatively simple and inexpensive precautions that can be taken before an earthquake to minimize personal injury and property damage, and about the kind of actions to take during and immediately after an earthquake to increase life safety.

(a) Publicize information regarding earthquake hazards and community safety.

The San Francisco Office of Emergency Services, the agency with comprehensive responsibility for emergency preparation, should expand its public education effort throughout the City.

(b) Promote earthquake preparation through block club organizations.

Local groups, in conjunction with the Red Cross and the Office of Emergency Services, can promote neighborhood awareness through block organizations. This effort can be coordinated with crime prevention programs such as Citizens' Safety Project or S.A.F.E.

ECONOMIC DEVELOPMENT

The general livability of the community depends in great part on the economic situation there - employment and income level and distribution, education, manufacturing and retail trends, external competition, etc. In Potrero Hill District, high employment rate and large number of unskilled workers are major concerns. There is a need for more job opportunities and special training programs to assist the unskilled. Much of the commercial and industrial areas in the Potrero District is currently underutilized, resulting in a general environment of poverty and neglect. A combined effort of government and business is needed to revitalize the area to create an environment that supports economic development and creates new employment opportunities for the Hill's residents.

To this end, the following strategies and actions are recommended:

1. PROMOTE A VIABLE ECONOMIC CLIMATE THAT SUPPORTS ECONOMIC DEVELOPMENT OF THE POTRERO HILL DISTRICT AS WELL AS THE CITY.

The City should utilize its power and resources to provide a stable economic climate, dependable support, and financial structure for mobilizing private capital for the economic development of the Potrero Hill District.

- (a) Support and promote economic ventures such as the Eastshore Park Project that meet the need of the neighborhood and the City.
- (b) Involve neighborhood groups such as the Potrero Hill Community Development Corporation in all economic development activities.

2. PROMOTE REUSE AND REHABILITATION OF THE UNDERUTILIZED INDUSTRIAL FACILITIES 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 opportunities and expand and diversity the City's tax base.

- (a) Develop an Industrial District Improvement Plan for Potrero District.

The Department of City Planning should prepare a plan that will address the needs of existing businesses for parking, traffic circulation, and public services. The plan should identify potential capital improvements that the City can provide in order to encourage existing businesses to stay or expand in the District.

- (b) Conduct a study of rail consolidation as part of an intensified development effort of the Potrero industrial district.

Consolidating the three rail yards into one yard and removing unused tracks would free up significant parcels of land for industrial development. A task force representing various interest groups should be established to conduct a feasibility study that would identify resources and potential programs of action.

- (c) Promote a well-planned industrial park for the northern industrial area of the Potrero District.

Interest and speculation in the northern Potrero industrial district makes the area susceptible to rapid changes. To ensure that future development in the area is carried out in an orderly manner that minimize negative environmental impact and maximize benefit to the Potrero community and local industries, an industrial park master plan should be developed in a cooperative effort by all interested groups.

1. PROMOTE THE REVITALIZATION OF COMMERCIAL AREAS ON POTRERO HILL

The retail needs of Potrero residents are presently not fully met. The commercial areas serving the Hill could benefit from physical upgrading to increase their attractiveness to residents, improve neighborhood quality, and encourage new businesses to locate in vacant commercial space.

- (a) Carry out a neighborhood commercial district improvement program.

The Department of City Planning and Department of Public Works in conjunction with local organizations and merchants, should carry out the Neighborhood Commercial District Improvement Program, utilizing Community Development and other funds to revitalize Potrero's commercial districts. Funds may also be available through special assessment districts and grants from the Small Business Administration.

2. COORDINATE ECONOMIC DEVELOPMENT ACTIVITIES WITH OTHER NEIGHBORHOOD IMPROVEMENTS, PARTICULARLY HOUSING REHABILITATION AND DEVELOPMENT.

- (a) Combine, where feasible, the upgrading or development of housing with economic development effort.

- (b) Investigate potential housing sites within industrial area.

TRANSPORTATION

The Potrero Hill community is physically isolated from the rest of the City by freeways and industrial land. This isolation generally makes it more difficult for Potrero residents to reach destination points relating to employment, shopping, and obtaining services. The present level of public transit service has been judged by Hill's residents to be inadequate to meet their travel needs. Since the need to travel affects people daily, transportation becomes a major concern in selecting a neighborhood to live in. Good transportation contribute to the livability of the neighborhood.

On the other hand, the isolation of the residential neighborhood contribute to the relative small amount of traffic problems and congestion. Much of the traffic concerns relate to intrusion of large trucks on residential streets. Other traffic problems such as speeding and blind intersections are usually minor ones that affect small areas.

Effort to improve transportation in Potrero Hill should conform with the City's "transit first" policy. The following strategies and actions are recommended:

1. MAXIMIZE USE OF PUBLIC TRANSIT TO MEET THE TRAVEL NEED OF POTRERO HILL RESIDENTS.

Currently the Potrero Hill community is not well served by public transit and must rely on automobiles for much of the travel need. For elderly and lower income residents, public transit represents the only inexpensive means for travel. Priority should be given to improving Muni services for the maximum number of residents.

(a) Improve existing public transit service

Muni route changes have been proposed by transit consultants for Muni's Planning Operation, and Marketing (POM) Study which was undertaken to increase transit patronage by realigning existing service lines. It has been recommended that overall service in Potrero Hill would increase by realigning existing routes into a crosstown network.

The basic transit route recommendations are three north-south lines and three east-west lines that traverse over or terminate in Potrero Hill. Minor adjustments with each major route may result after closer analysis or subsequent changes in other routes. If implemented together with other Muni lines, these routes should result in better overall transit service to the neighborhood.

FOR DISCUSSION ONLY

Proposed Muni route changes for Potrero Hill are as followed; (See map)

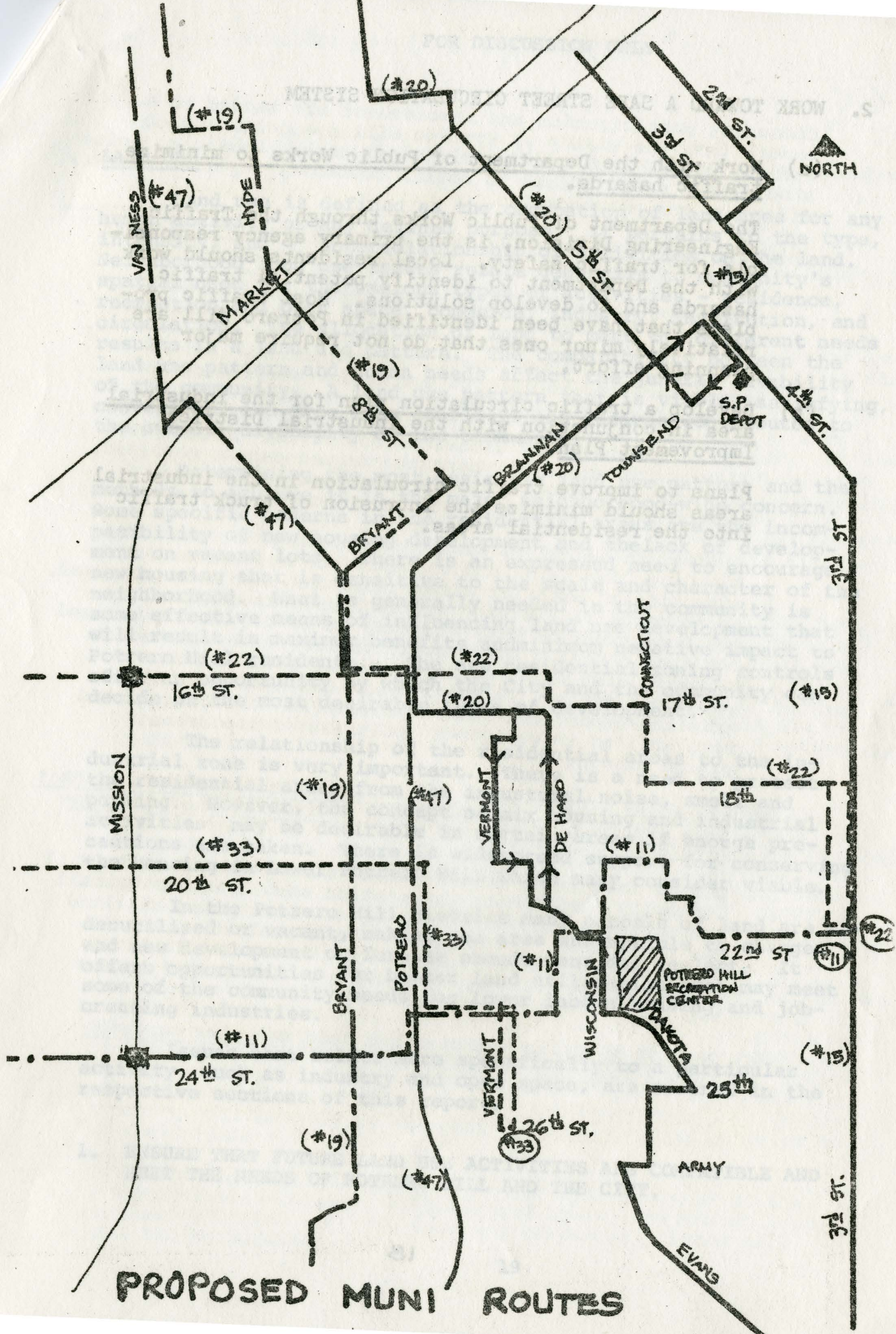
- (i) #20 (new) is a north-south line that terminates at Mason and Sutter Streets and at Third and Evans Streets (near India Basin Industrial Park). It will be the main transit line serving the Downtown area.
- (ii) The #11 (new) is an east-west crosstown line with the western terminal at Ocean Beach and eastern terminal at 22nd and Third Streets near Muni Wood Division. It will have an important transfer point at the 24th Street BART station.

An alternative proposed by the Potrero Hill Transportation Committee is that local segments of the #20 and #11 lines be exchanged, beginning at Southern Heights and DeHaro (where the two lines cross under the Muni's proposal) and ending at the local terminals. This would result in the #11 line (a crosstown line) terminating at Third and Evans Streets. The alternative would provide a direct route between the crosstown residential areas and the new industrial park at India Basin.

- (iii) Another east-west line is the #33 (new) running along 20th Street west of Potrero Avenue, crossing Freeway 101 at 23rd Street, and terminating at 26th and Rhode Island Streets.
- (iv) The third east-west transit line is the existing #22 Fillmore which will remain unchanged except that its terminal is extended to 22nd and Third Streets.
- (v) The #15 Third/Kearny north-south line will remain practically unchanged.
- (vi) The #47 Potrero will continue to run along Potrero and Van Ness Avenues.

The #19 Polk, which has been replaced by the #20, will be relocated to Bryant Street. The #53 Southern Heights will be terminated.

- (b) Provide bus shelters, benches, and street information signs at bus stops.



## 2. WORK TOWARD A SAFE STREET CIRCULATION SYSTEM

- (a) Work with the Department of Public Works to minimize traffic hazards.

The Department of Public Works through the Traffic Engineering Division, is the primary agency responsible for traffic safety. Local residents should work with the Department to identify potential traffic hazards and to develop solutions. Most traffic problems that have been identified in Potrero Hill are relatively minor ones that do not require major planning effort.

- (b) Develop a traffic circulation plan for the industrial area in conjunction with the Industrial District Improvement Plan.

Plans to improve traffic circulation in the industrial areas should minimize the intrusion of truck traffic into the residential areas.

LAND USE

Land use is defined as the occupation of land area for any human activity or any defined purpose. It pertains to the type, intensity, and interrelationship of activities on the land. Neighborhood land use issues relate generally to community's spatial need for the various types of activities - residence, recreation and open space, commerce, industry, institution, and circulation. The allocation of land to meet the different needs results in a land use pattern. The compatibility between the land use pattern and human needs affect the general livability of the community. A land use pattern that is viable, satisfying, convenient, and free from conflicts and hazards contributes to the overall livability of the community.

Determining the most desirable land use pattern and the methods to achieve it is the major neighborhood-wide concern. Some specific concerns in the residential areas are the incompatibility of new housing development and the lack of development on vacant lots. There is an expressed need to encourage new housing that is sensitive to the scale and character of the neighborhood. What is generally needed in the community is some effective means of influencing land use development that will result in maximum benefits and minimum negative impact to Potrero Hill residents. The new residential zoning controls offer an opportunity by which the City and the community can decide on the most desirable types of development.

The relationship of the residential areas to the industrial zone is very important. There is a need to protect the residential areas from the industrial noise, smell and parking. However, the concept of mix housing and industrial activities may be desirable in certain areas if enough precautions are taken. There is widespread support for conserving the housing in Lower Potrero Hill which many consider viable.

In the Potrero Hill District many parcels of land are underutilized or vacant, making the area susceptible to changes and new development or further abandonment and neglect. It offers opportunities for better land utilization that may meet some of the community needs for lower income housing and job-creating industries.

Issues that relate more specifically to a particular activity, such as industry and open space, are covered in the respective sections of this report.

1. ENSURE THAT FUTURE LAND USE ACTIVITIES ARE COMPATIBLE AND MEET THE NEEDS OF POTRERO HILL AND THE CITY.

Community participation and involvement are needed to help ensure that the wishes of Potrero Hill residents are considered before land use decisions are made. Public agencies should make every effort to obtain community input on matters affecting the neighborhood.

(a) Establish a Citizen Advisory Board to review design of all new residential development on Potrero Hill.

A citizen design advisory board composing of local residents and design professionals may be established by the community to review designs of new developments. The board will then submit recommendations to the developers and to the project review section of the Department of City Planning. If the developers are unwilling to follow the recommendations, the board can file a petition for discretionary review to the City Planning Commission, where the issues can be resolved. To encourage more sensitive developments, the board should establish design criteria for new construction.

A district design review board appointed by the City Planning Commission and empowered to approve new construction or exterior alterations has also been proposed. The concept of a design review board was analyzed by the Department of City Planning in 1975. It was pointed out that a design board would require enormous amount of staff time which would better be used on other pressing issues. It was recommended then that the existing Department review process be strengthened and rationalized to carry out policies of the Urban Design Element.

(b) Designate or establish a district-wide organization that will assist in coordinating and monitoring land development activities.

One or more local organizations such as the Potrero Hill Community Development Corporation should assume overall responsibility of coordinating and monitoring all land use activities. Surveys and data collecting should be undertaken to provide information needed for land use decisions and made available to interested groups and individuals on the Hill.

(c) Develop specific policies and land use plan to guide future land use decisions.