

# Dogpatch & Northwest Potrero Hill Green Benefit District

Year One Overview | FY 2015/16

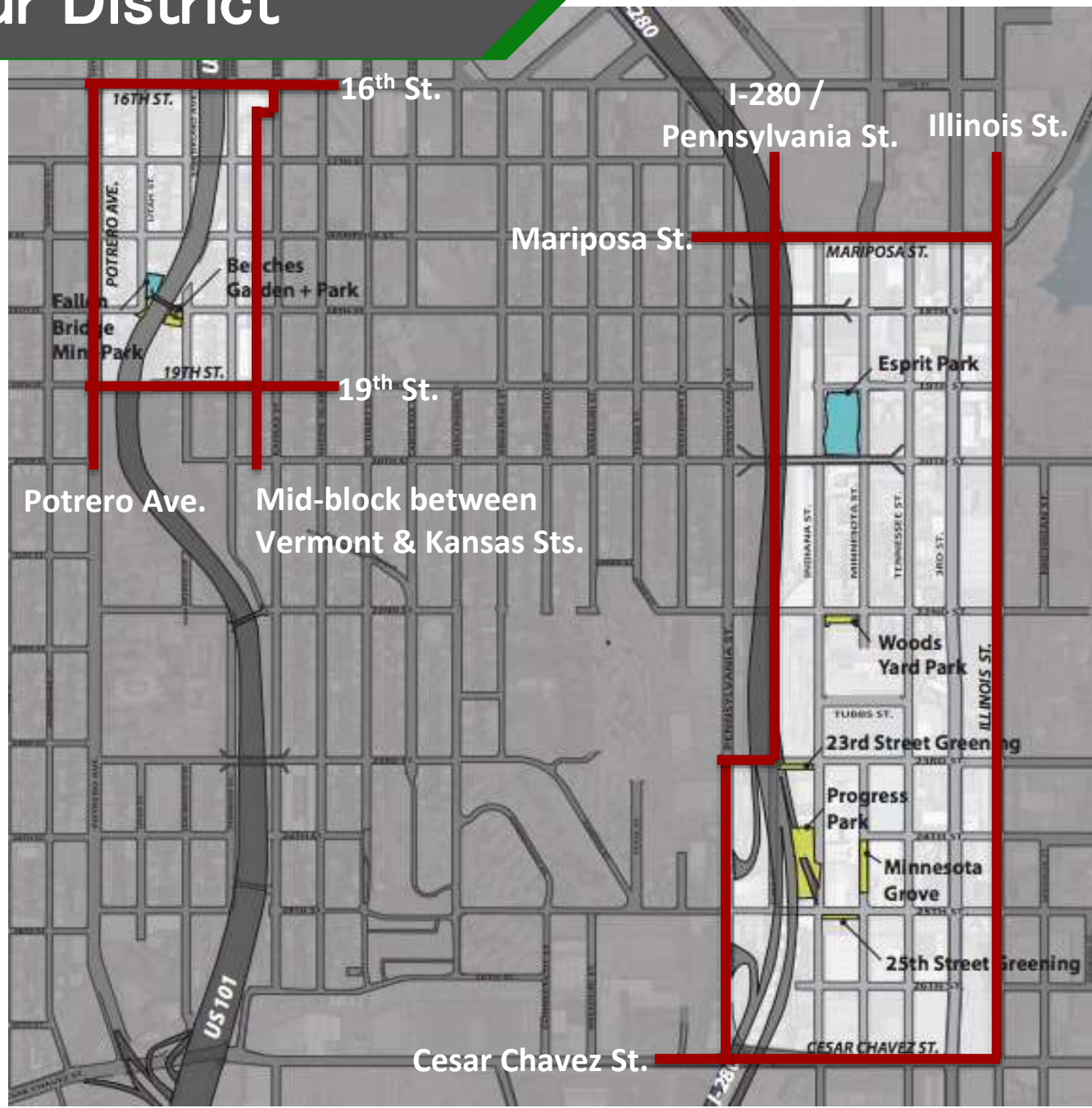


DOGPATCH &  
NW POTRERO HILL

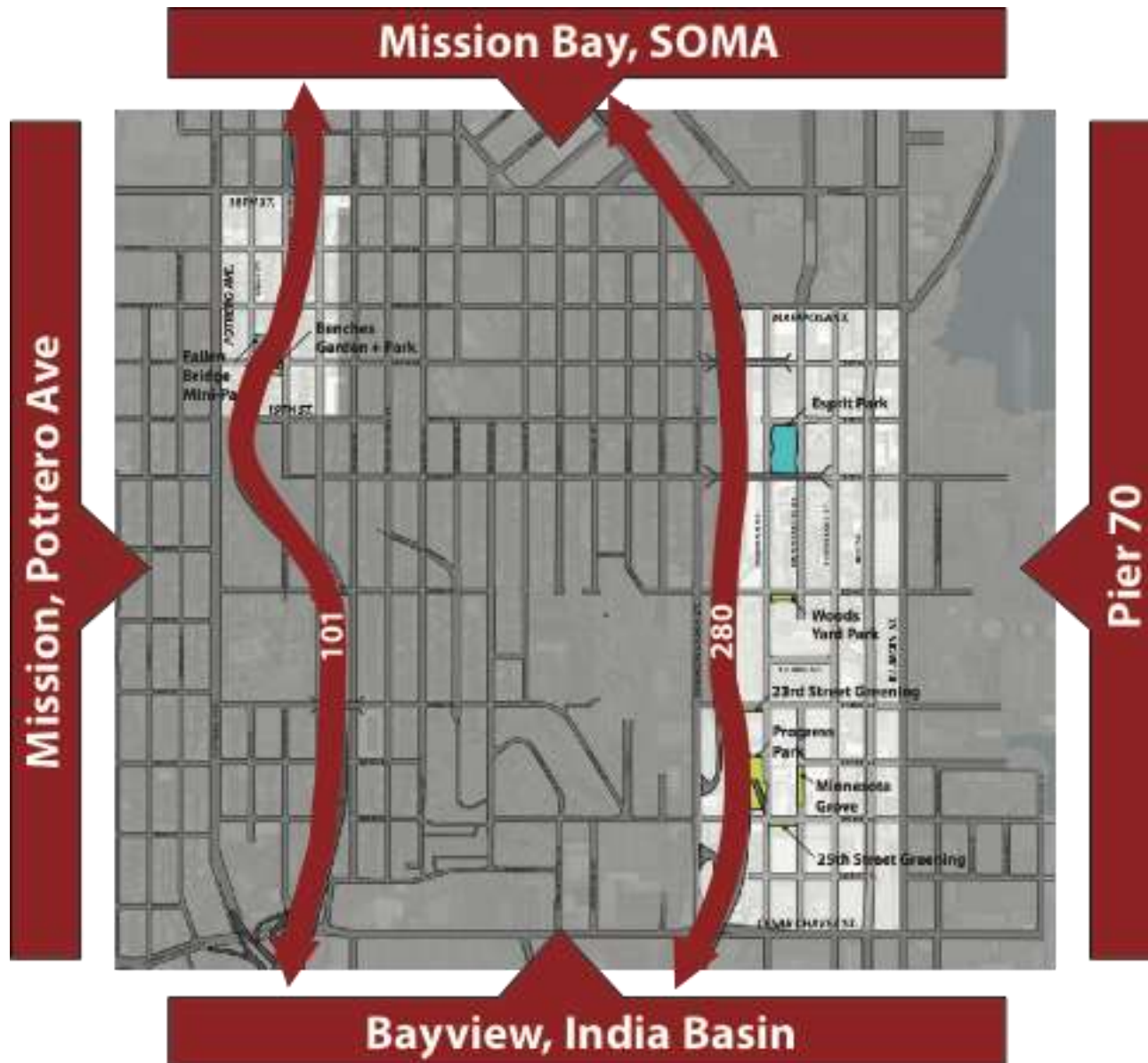




# Our District

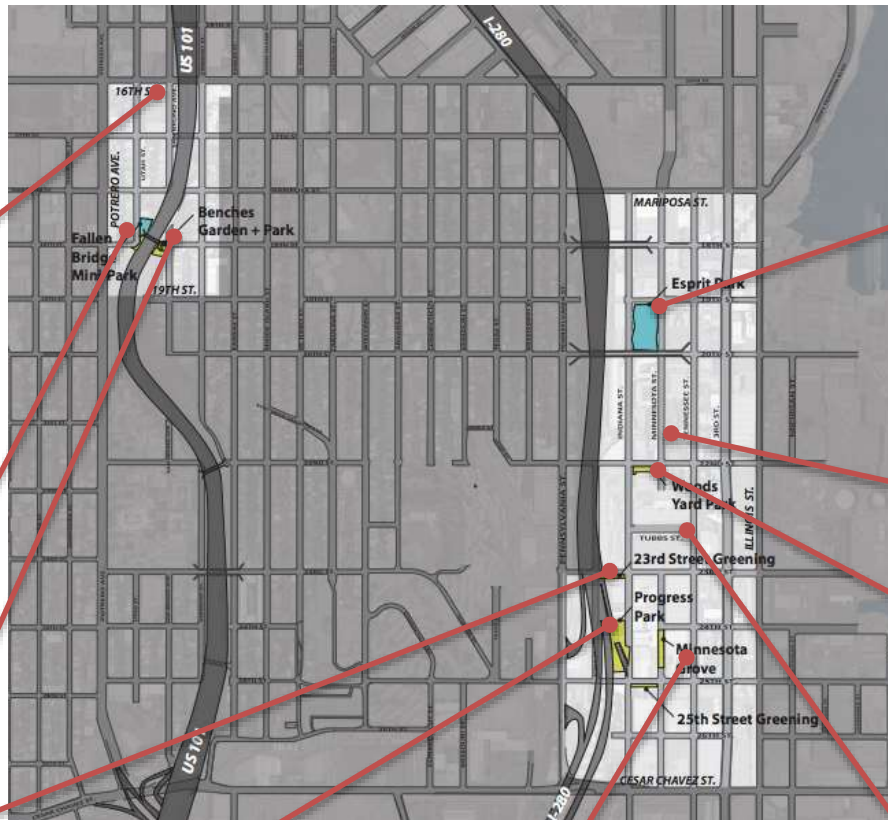


# Pressures on the Eastern Neighborhoods





# GBD Green Spaces



# Organizational Development



# Organizational Development

- **GBD approved by 76% of property owners & formally organized as a 501(c)(3)**
  - ✓ Received City assessment disbursements, totaling \$500,000 in FY 1.
- **Set-up for business and banking**
  - ✓ Became a registered City vendor, hired legal representation, opened bank accounts.
- **Elected and empaneled a Board of Directors**
  - ✓ The 13-member board represents property owners, renters and green space advocates from Dogpatch & Northwest Potrero Hill.
- **Hired an Executive Director**
  - ✓ Julie Christensen on board in June, 2016.



# Services, Plans & Programs

- **Stepped-up community outreach & engagement**
  - ✓ Set up a new website. Produced e-newsletters, advertised in neighborhood publications and sponsored neighborhood events.
- **Planned & executed the *Jumpstart Maintenance Program***
  - ✓ Coordinated & leveraged investments by working with RPD in Esprit Park.
  - ✓ Completed improvement projects in 8 parks: path and drainage additions, upgrades and repair; pruning and planting; trash and graffiti removal.
- **Added Angel Alley to the group of (now) 12 managed green spaces**
- **Managed graffiti, trash and dangerous homeless encampments**
- **Hired key vendors for on-going janitorial and landscape maintenance**
  - ✓ Includes sidewalk and park cleaning, graffiti abatement, dog waste collection, watering, weeding and pruning, and debris removal for 12 parks and the benefit district at large.





# Future Capital Projects

- **Minnesota Grove**

- ✓ Facilitate extension and improvements of a key green space in the developing Minnesota Arts District. Improvements include plaza to accommodate stadium seating, new sidewalks, pedestrian safety and intersection improvements.





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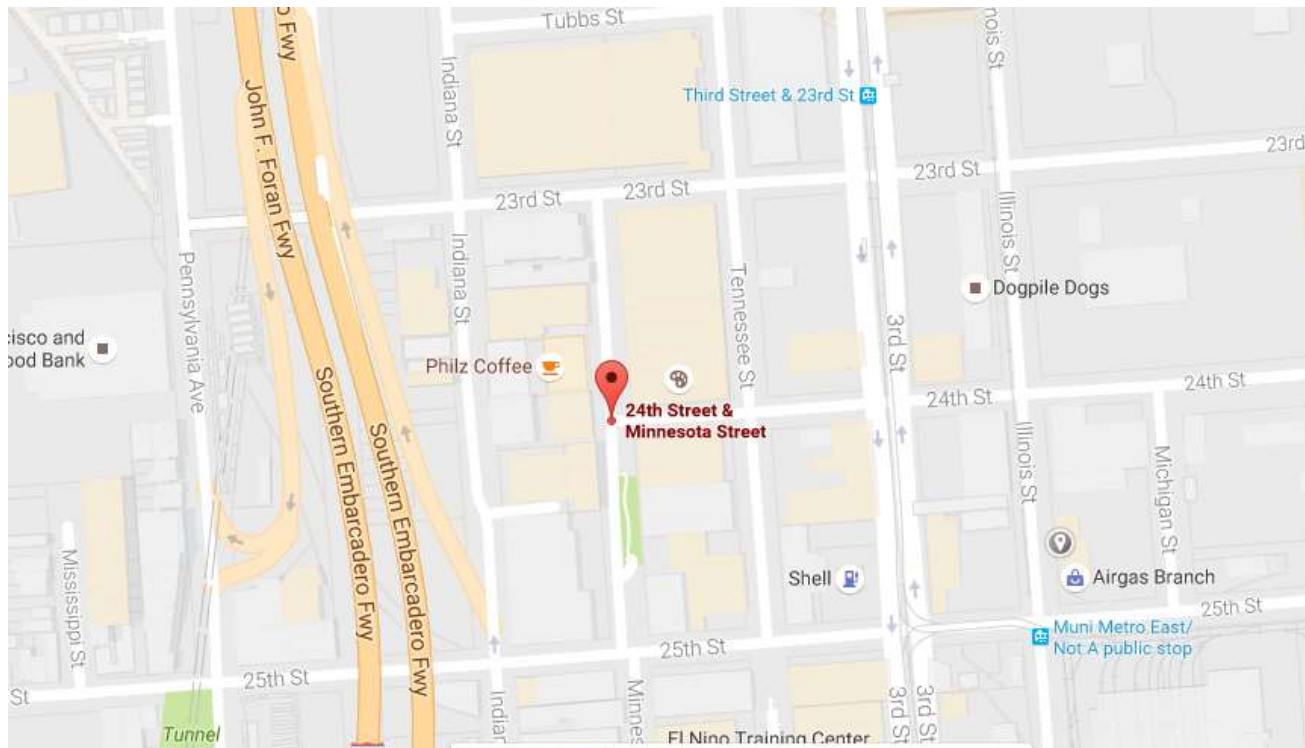
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- **Minnesota Grove**
  - ✓ Retain – or expand – parking
  - ✓ Preserve access for manufacturing and commercial uses
  - ✓ Improve pedestrian safety



# Future Capital Projects

- **Potrero Gateway Loop**

- ✓ Large capital project will convert trash-strewn and underutilized freeway rights-of-way into a welcoming neighborhood gateway and open space.





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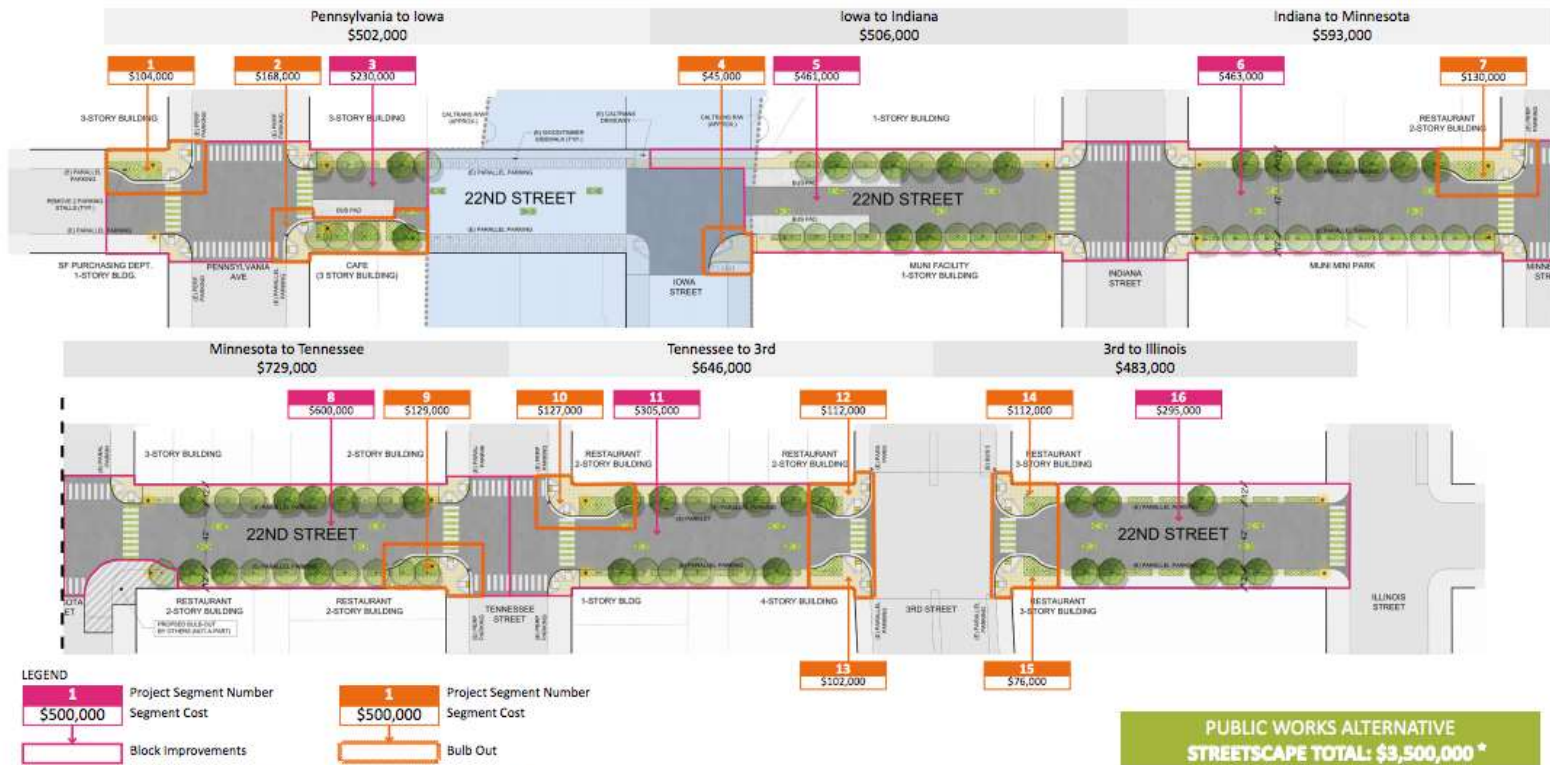
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# Future Capital Projects

- **22<sup>nd</sup> Street Greening**

- ✓ Prioritize implementation of Public Works–led, fully-funded streetscape project along 22<sup>nd</sup> Street. GBD to advise on overall design, selection of fixtures and furniture, and guarantee supplemental maintenance.



\*Funding for paving (~\$500,000) from Illinois Street to Pennsylvania Ave (except for the Caltrain bridge) will come from the Public Works Paving Program budget.



# Future Capital Projects

- **Progress Park**

- ✓ Improving lighting
- ✓ Upgrading the dog play area
- ✓ Augmenting plantings and other amenities

- **Lighting**

- ✓ Develop lighting design standards and work with property owners, local, and regional entities to improve and expand lighting in parks and streets.

- **Public Realm Plan**

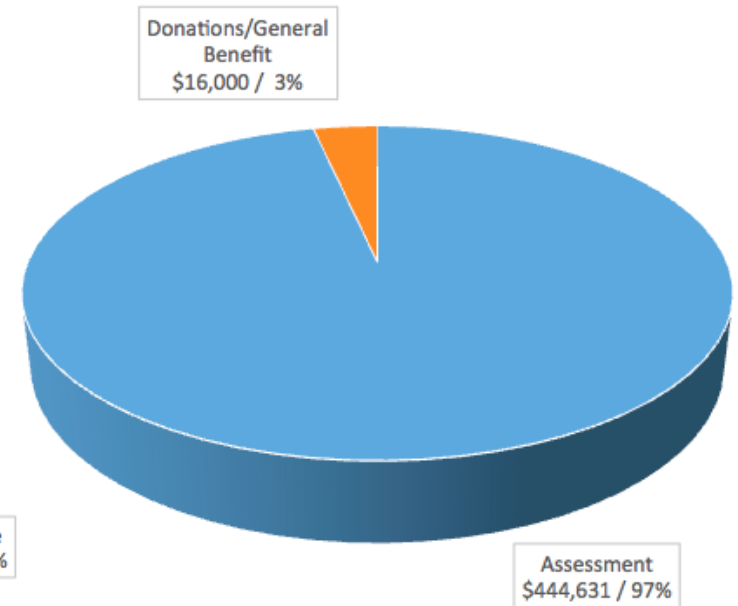
- ✓ Partnering with the Planning Department to identify target improvement areas and expand public open spaces, plazas, and streetscape greening.



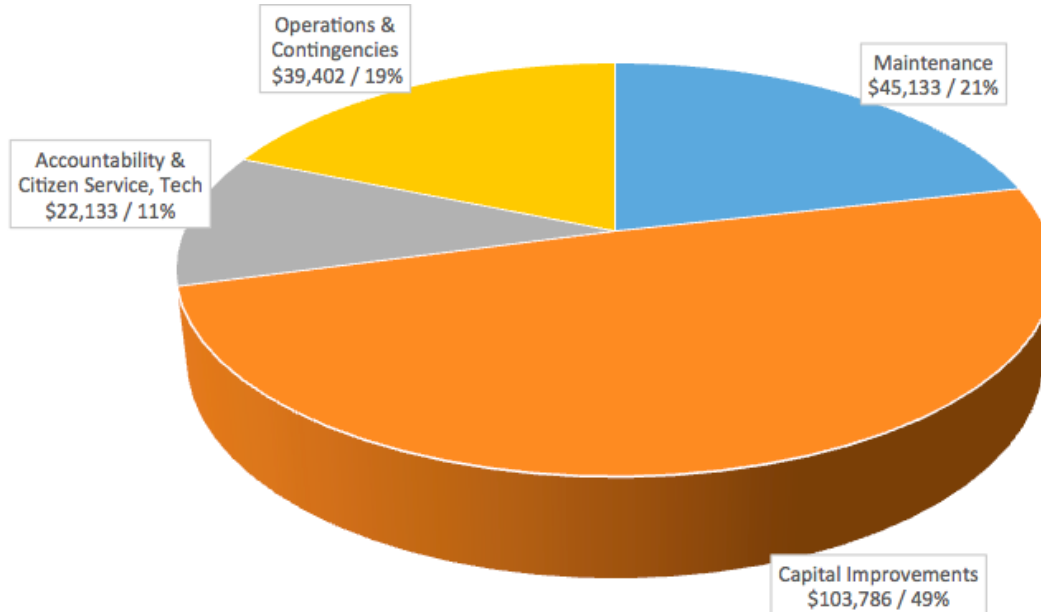
# Financials

- Approximate annual budget: \$536,000

FY 15-16 Income



FY 15-16 Expenses



# The Ask

- **Coordination and integration of large projects – UCSF, Pier 70, Warriors, etc.**
  - ✓ Mitigation fees and donations
  - ✓ Integration of private and public open space and amenities
- **Funding for New, Improved Parks & Green Spaces**
  - ✓ Potrero Loop
  - ✓ Minnesota Grove
- **Lighting**
  - ✓ Benches Garden, Progress Park & Baja Dogpatch
  - ✓ Caltrain station area, including under I-280 on Iowa Street
- **Public Realm Plan Acceleration & Implementation**
  - ✓ Support coordination efforts with 22<sup>nd</sup> Street Greening, Eastern Neighborhoods infrastructure investments & improvement projects
- **Rehabilitation and adaptive re-use of the old 3<sup>rd</sup> Street Police station**
  - ✓ Creation of a neighborhood community center.

