



## Twelve Reasons Why Kaiser's Potrero Hill Plan is a Bad Idea

### **1) The Road to Gridlock: Kaiser's 9,254 Individual Trips Per Day**

The proposed Kaiser complex is estimated to generate up to 9,254 individual daily trips to and from their facility, the vast majority of which will be made by car. This represents a 4500% increase in trips currently made to and from the proposed site. The project's size, traffic volume, and dependence on Mississippi Street for all vehicle access to and from its proposed underground parking garage, will create crippling congestion in an area already heavily impacted by both commuting traffic on and off I-280 at Mariposa Street and by the rail crossing at the intersection of 16<sup>th</sup> and 7<sup>th</sup> Streets. The added impact of Kaiser's proposed project will severely affect traffic across Potrero Hill.

### **2) Airborne Pollution Won't Help Us Thrive: No "Transit Friendly" Transportation Plan**

With traffic comes pollution. Kaiser's proposed project site is immediately adjacent to I-280, already a big generator of airborne pollution in our neighborhood. By adding thousands of cars a day to nearby side streets Kaiser will add more harmful contaminants to our air. Within the South Eastern neighborhoods a project of this size would be better located next to the pollution-mitigating 3<sup>rd</sup> Street light rail line.

### **3) Potrero Hill Area Plan: This Project Violates the Plan Potrero Hill Neighbors Worked Hard To Put In Place**

The proposed Kaiser complex violates planning policy and guidelines set forth by the Showplace Square / Potrero Hill Area Plan. This document was developed by community members and city planners over many years and represents a blueprint for the future of our neighborhood. Area Plan principles violated by the Kaiser project include: "respect public view corridors", "respect the natural topography of Potrero Hill", lower building "heights from the north to south side of 16th Street", and "promote continuity with past development."

### **4) Neighborhood Small Businesses: Under Threat By Large Institutional "Creep"**

Kaiser's proposed complex will extend large scale Mission Bay-style development into our neighborhood for the first time. In doing so, the project will undermine the viability and affordability of existing small businesses by converting this area of Potrero Hill to large scale institutional use.

### **5) The Nature of Medical Complexes: They "Creep" Throughout the Neighborhood**

Unlike many other businesses, large scale medical institutions have a proven record of expanding their neighborhood footprints over time. They start with a main facility and later add a new wing, or an adjacent office building, or an annex, or some combination thereof. If Kaiser's proposed project proceeds Potrero Hill may become Pill Hill.

### **6) Existing Buildings: History Worth Protecting**

The proposed Kaiser project would destroy historic industrial buildings that have existed on the three-acre property site dating back to at least 1905. They were constructed by a pioneering San Francisco-based steel fabricator and reflect an important aspect of the neighborhood's industrial and working-class history. If protected the site could continue to be used for light industrial purposes for years to come.

## **7) A Bad Place to Go Underground: *High Tides & Liquefaction Earthquake Zone***

A key element of Kaiser's proposed project is a three-story underground parking garage. The property site is located on Bay artificial in-fill. It sits within designated high-tide and liquefaction zones that make it unsuitable and potentially dangerous for underground development. A seismic fault also lies nearby.

## **8) Toxic Concerns: *What's Beneath The Surface?***

An analysis of Kaiser's proposed building site by a professional engineering geologist and hydro-geologist found evidence of "a high potential for the presence of hazardous wastes" underlying the property, including the likelihood of groundwater pollution (due to the site's long industrial history), and subsurface asbestos fibers. If disturbed by construction of an underground garage these pollutants could quickly spread into our neighborhood.

## **9) Context Matters: *A Bad Fit for Our Neighborhood***

The design of Kaiser's proposed medical complex might look fine in some urban settings, but it does nothing for the existing visual character, style, or charm of Potrero Hill. We have a great neighborhood in one of the best cities in the world – let's keep it that way!

## **10) A Bit Of Vision: *Thinking Big Versus Destroying a Neighborhood***

"I wish Potrero Hill were more like Mission Bay" is not a statement you're likely to hear very often. But that's just what Kaiser's proposed project would do to our neighborhood. As a community let's keep thinking big about the future character of our neighborhood, and let's demand development that supports our vision.

## **11) Do the Most Good: *The Bayview Needs a Medical Facility, Potrero Hill Does Not***

The Kaiser Foundation's own studies demonstrate that Bayview-Hunters Point is San Francisco's most medically underserved neighborhood. The neighborhood is besieged with high levels of asthma in children, low birthrate babies, early onset diabetes, and other life threatening ailments.

Kaiser says they want their new facility to serve the Eastern and Southern neighborhoods of San Francisco. According to their City-mandated service report, only 2.8% of their members live on Potrero Hill. In contrast, fully 23.5% of their San Francisco members live in the Bayview or in close proximity (from the Bayview to Ingleside). And with the 3<sup>rd</sup> Street light rail line, residents in ALL of those neighborhoods can reach the Bayview by transit in much less time than they can reach Potrero Hill. (Source: Kaiser Permanente Health Plan, 2012)

## **12) A Bad Sign: *We Shouldn't Endure Gridlock for A Massive Kaiser Billboard***

At Save The Hill's last meeting with Kaiser, a company executive told us they wanted to build at Mississippi and 16th Streets so they could have "signage next to a freeway." Why should Potrero Hill have to endure gridlock for their 68' "billboard"?

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