



Pub. Com.

12/27/17

**Please implement/initiate following in early 2018:**

- **Adjust** Numerical Demolition Criteria, Section 317 (d) (D) which the Commission can do without legislation.
- **Amend** Numerical Demolition Criteria, Section 317 (d) (B) and 317 (d) (C) to replace the word “and” with the word “or” between the numerical criteria. This would require legislation that would be relatively simple for the Commission to propose and could possibly resolve issues surrounding Tantamount to Demolition.
- **Amend** Demolition Criteria in Section 317 to make sense....some criteria should be N/A, if a building is sound and habitable, such as Sect. 317 (g) (5) (C) (A) and (B). [aka Section 317 (d) (3) (C) i and ii in the “*Zoning Controls on Demolitions*”]. Another simple fix.
- **Request** the Zoning Administrator adjust “value” for Administrative Approval of Demolitions in RH-1 Districts. Last adjusted in 2015 and currently at \$1.63 million. Or eliminate it per RET draft.



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1. See Plan Check Engineer David Pang's letter.
2. I believe these were sent. You may also get this information online.
3. \$253.40

11. Two building NOV's were issued to the owner at 25-17<sup>th</sup> Ave. The total amount \$ 7,500 x 2. The first \$ 7,500 was calculated as  $x2 = 15,000$ . The added penalty was \$253.40. The owner paid a total fee of 16,542.93

Page 9

1. The value of the work performed beyond the scope is determined by the inspector writing the NOV. This is based on the actual costs of removing the deck, bat, chimney etc.... This work is straight forward and does not involve any materials.

- a. yes
- b. A Notice of Violation when issued is for the amount done only,
- c. no

ii

1. See above
2. See above

iii

- a. Penalty was for work done beyond the scope.
- b. Beyond scope of work x2

Page 10

I see above

li see above

lii DBI follows the SF Building Code. In the case of penalties please see Sec 110A, table 1A-K

Q 12 No

- a. Office Policy and Procedures for Issuing Notices of Violation #OP-015.98 dated March 25, 1998. You were given this document when on the Grand Jury.
- b. Don't have that information
- c. DBI issues a first NOV with specific time periods to respond. A second NOV can be issued and the case sent to Code Enforcement where a directors hearing is scheduled if there is no action by the property owner. At the directors hearing the building owner is given a chance to explain why they have not responded to the NOV that was issued. If the hearing officer does not get a good reason for the delays an Order of Abatement can be issued. If life Safety is of a concern or the case is seen as particularly egregious Code Enforcement can refer the case to the BIC litigation committee for their review and action. The Litigation Committee may refer these case to the City Attorney .
- d. DBI would not issue warnings to anyone. The City Attorney would be the correct department to inquire .

Q13

The three cases that you have included in your sunshine request 337-27<sup>th</sup> Avenue (Ms. Lei), 125 Crown Terrace, 214 States have all been sent to the BIC Litigation committee. The Litigation Committee referred these cases to the City Attorney's office.

Page 12

e. Please refer to SF Building Code Sec. 110

lii See answer to page 10 Q.12

Q.14

b. See Chief Panelli's letter. The building code Sec 106.1.6.1 and 106A.1.11 both say that a permit is required for installation or replacement only not removal. Since permits for foundation replacement and shoring which showed removal of all the ground floor walls were obtained the furnace would have been removed in the course of work being performed.

c. DBI acts in an advisory role. DPH and the Dept. of Environment would be the lead. If DBI inspectors suspect

## 25 17<sup>th</sup> Ave Sunshine Request

**Request #1** appears to only address DBI concerns pertaining to the removal of the side deck structure and associated process and penalties. The Planning Administrative Codes do not stipulate maximum financial penalties. Please refer to Section 176.1(e) of the Planning Code for the penalty structure.

### Request #2


1. **There are no penalties or fees directly associated with failing to file and Historic Resource Evaluation (HRE) prior to construction per CEQA.** For this project and HRE was required for the proposed, rather than the completed scope of work, and staff found that following such determination, we could make a better-informed decisions regarding the alterations to the side of the property.

In practice, if we became aware of inaccurate info in the EEA (Environmental Evaluation Application, under which the HRE is reviewed) during the course of environmental review, we would require that the applicant update/correct their EEA. We would then assess the implications of the revised EEA on the adequacy of the data and analysis conducted and our conclusions regarding the potential for the project to have a significant effect on the environment. If necessary, we would require that the environmental review analysis, possibly including background reports, be updated to reflect the correct information. This may change the level of CEQA review required, all of which could result in cost increases and schedule delays.

I think the same could be said if our CEQA document were already issued, but the project was not yet approved. We could rescind our CEQA determination if necessary.

2. B
3. The typical process for Environmental review takes place prior to construction. Per CEQA we are only able to evaluate the existing conditions; therefore if work is completed or underway the review is inadequate. **There is no enforcement mechanism within CEQA.**
4. **\$0 – see above. We cannot penalize property owners or project sponsors via CEQA.**
5. For this project (25 17<sup>th</sup> Avenue, Complaint No. 2016-009806ENF) **no penalties have been assessed**, I have outlined the Planning enforcement process below. The project sponsor is responsible for the cost of staff time and materials, which is currently at \$4,724.19, of which they have paid \$1,308.
  - i. **Penalties: \$0** – did not extend to daily penalties
  - ii. Fees: \$4,724.19, see attached. This covers the cost of staff time & materials
  - iii. Actual fine: see penalties
  - iv. Actual other costs: The project was delayed for approximately 11 months while we conducted standard planning review of the proposed changes and reviewed the Environmental Evaluation.
6. **See attached notice of Enforcement.**



- 
- a. Section 176 of the Planning Code doesn't address maximum penalties. As a Department, our goal is to bring cases into compliance with the Planning Code, not to penalize sponsors. As a standard practice, staff will issue a **Notice of Enforcement** ("NOE"), which allows the sponsor 15 days to provide any required applications for entitlements (Building Permit, Conditional Use, etc.). If a reasonable response is not provided within that time period a **Notice of Violation** ("NOV") is issued by the Zoning Administrator. This is an appealable document that provides the sponsor with an opportunity to request a hearing before the Zoning Administrator. At this stage, a minimum fee of \$1,308 is assessed on the project, which is typically paid prior to the permit being issued. If all requirements are not met or no appeal is filed within the 15 days following the NOV a daily penalty of \$250/day is initiated. After 50 days of accumulating penalties, we typically refer enforcement cases to the City Attorney's office.

For this project, they submitted all required materials in a timely fashion and no NOV was issued. Because the violation was justified the sponsor will be responsible for paying for all staff time dedicated to the abatement of the violation.

- b. To date, \$4,724.19, any staff time addressing this case specifically (they have a separate active permit on file) will be charged to the project. All exceeded scopes of work have been considered one violation.
  - c. I don't have access to this data, I have passed this on to our IT and finance divisions.
7. All NOV's noted in the Property Information Map were issued by DBI, we have no information on these matters.
  8. See above.
  9. Not to my knowledge. I am currently aware of 7 active Planning enforcement cases with Santos & Urrutia.
  10. Fines and penalties are not accrued for submitting false plans, but for exceed the approved scope of work.

### Request #3

1. See comments above, there is no penalty for filing inaccurate information for CEQA review.
2. \$0
3. Pre-Application Meetings are not mandated by the Planning Code, but rather a policy requirement implemented to improve neighborhood communication regarding projects. In certain circumstances the Zoning Administrator will require a revised meeting if adequate documentation is not provided or there is evidence of the neighborhood being misinformed.
4. \$0

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## Developer Mel Murphy's House Tumbles, and a Metaphor for S.F. Arises

By Joe Eskenazi

Wednesday, Dec 25 2013

Comments 1

All too often, it feels like San Francisco just ain't that friendly of a town.

Folks on your block, or even in your building, may not bother to say hello. Why would they? They don't know your name and you don't know theirs.

The neighbors never drop in to visit.

Actually, that's not necessarily so. In one tony subdivision, a prominent resident has, most assuredly, dropped in on the neighbors. And, wouldn't you know it, everyone complained.

That's because, while influential developer Mel Murphy was purportedly enjoying himself in Hawaii, large portions of the Twin Peaks home at 125 Crown Terrace he was remodeling collapsed and plunged downhill into the streets below.

Actually, Murphy was remodeling more than just a home; he was remodeling the definition of the term "remodeling." After multiple attempts to obtain a demolition permit to raze an 854-square-foot home and erect a 4,019-square-foot residence, he came back with a plan to "remodel" it — to 5,139 square feet.

Naturally, the city approved this; Murphy's engineer Rodrigo Santos claimed he could retain 90 percent of the home's existing walls and foundations even while sextupling its size. Last week, however, a goodly percentage of this percentage crumbled, spewing detritus down onto Graystone Terrace and giving an upscale enclave the appearance of a drone strike.

It warrants mentioning that this occurred on a temperate, dry, lovely San Francisco evening. It also warrants mentioning that both Murphy and Santos are former members of the city's Building Inspection Commission, a body for which both men served as president.

Sudden and utter loss of structural integrity at a Mel Murphy property is something of an Amy Winehouse moment: It's a shock. But it's no surprise.

A decade ago, an unknown caller informed the Building Inspection Department that an ostensibly sound property recently obtained by Murphy on 26th Street was, suddenly, "falling over" and at risk of imminent collapse. A demolition permit for that structure

Developer Mel Murphy's House Tumbles



JIM HERD

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was later approved on the very day an aggrieved complainant claimed half the building had already been demolished sans permit. Earlier this year, after the *Chronicle* asked why work had been under way on the property for months without the necessary permitting, Murphy shelled out \$167,833 for the required paperwork one day later.

Almost exactly one year to the day before the house at 125 Crown Terrace took itself for a walk, it was the centerpiece of an *SF Weekly* cover story about the gaping loopholes that certain builders, long on knowledge and connections and short on qualms, can use to essentially demolish small, (somewhat) affordable family housing and erect monster homes for ascendent San Francisco buyers flush with cash.

Murphy's definition of the term "remodel" stretched the limits of semantics and credulity. But the city acquiesced. San Francisco, however, exercises little control over the laws of physics and gravity. As such, the home is a pile of twisted wreckage. But it's also much more than that.

It's a metaphor for a time and place where things have grown rather twisted indeed.

Distilled to its essence, the parable of Mel Murphy's dream home is a recurring San Francisco theme: A wealthy, powerful, and connected player conjures up a self-serving proposition that's crazy on its face. Far from leading to derision or reproach, the proposition is approved and even advocated by the city. And yet, when exposed to the harsh light of reality, it disintegrates.

It's a disturbingly common motif. Think of the America's Cup sold to San Francisco as a \$1.4 billion economic engine attracting 15 free-spending yachting syndicates and millions upon millions of spendthrift yachting aficionados. Think of the lockstep support from developers, city politicians, members of the building trades, and downtown groups behind erecting condos for the super-rich in a waterfront tower at 8 Washington St., at nearly triple the height limits. Think of the indulgent tax breaks and generous incentives piled upon technology companies at the behest of those very companies, their heavy investors, and politicians favored by both.

The city buys the notion that transforming a cottage into a square-mile fortress qualifies as a "remodel," provided aging, worthless, and superficial elements of the original structure are retained. Many city planners and self-interested parties can — and will — parse codes to explain how this works; they'll even explain how you can actually replace the very elements you're retaining in order to fall under the aegis of a "remodel" and still not qualify as a "demolition."

Yes: Parts of a building can be simultaneously replaced and retained. And, in the end, that kind of logic crumbles as assuredly as 125 Crown Terrace.

As it does with America's Cup: The yachting syndicates didn't come, a sailor died, the economic numbers were continually downgraded and remain highly uncertain, and the crowds were modest. Taxpayers are still on the hook for millions of dollars.

And as it does with 8 Washington: Voters rejected the proposed pillar of pied-à-terres by a 2-to-1 margin.

The logic has also collapsed, to a degree, regarding the incestuous relationship between the tech industry and a city government largely espousing the notion that what's good for tech is good for San Francisco. To an extent, it's true — depending upon one's definition of "good" and "San Francisco." The city's unemployment rate keeps shrinking and the amount of cash rolling around keeps growing. But we're reaching unequalled levels of inequality, and the city is showing its fault lines. Tension grows when corporate shuttles idle in Muni stops, forcing actual Muni riders to run like hell for the bus; when rents and home prices soar to parodic levels; when residents are left to ponder just whom this city is for and whom its government serves. The millions of dollars shunted away from city coffers via tax breaks are calculable. The benefit this has supposedly delivered to the city remains more abstract.

Your humble narrator reached Mel Murphy on his cellphone last week. The developer said he was boarding a plane in Hawaii and had no comment for us.

It's always sobering news to learn that your house isn't where you left it. But, for Murphy, it may not be such a bad thing. He might just end up getting that demolition permit he was after.

In San Francisco, after all, logic can be both retained and replaced.

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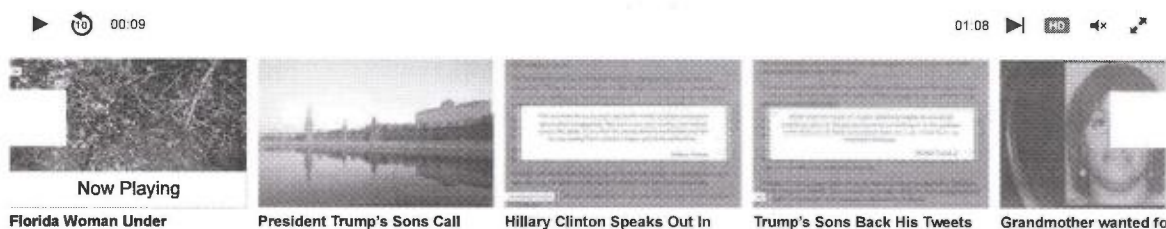


Todd Wallack, Cecilia M. Vega, Chronicle Staff Writer Published 4:00 am, Tuesday, August 23, 2005

Within the next few months, Santos drew up new engineering plans for the renovations, contacted a senior city building inspection official to discuss the project, visited the property with another commissioner and participated in the debate when the project came up at a commission meeting.

At San Francisco's embattled **Department of Building Inspection**, critics say, it is business as usual.

## LATEST NEWS VIDEOS



Augustine Fallay, a supervisor in the agency's permit coordination division, pleaded not guilty earlier this month to charges of accepting 10 bribes since 1993, including a \$50,000 loan from developers. Many of the charges stem from Fallay's days in the **Planning Department**, but some concern his dealings after he moved to the Building Inspection Department in 2001.

6/6/17, 6:31 PM



In 2001, the year after reports first surfaced about an FBI investigation into accusations of bribery and cover-ups in the building agency, an audit by the city controller's office said nearly half the agency's workers reported seeing preferential treatment given to permit expeditors — private individuals hired to push projects through the complex permit process.

The audit called for many reforms to make the department more efficient and free of corruption charges. But department leaders balked at implementing some of the suggestions, including one that called for an occasional survey of the department's customers.

"We kept trying to follow up," said City Controller Ed Harrington, who noted that the agency is not legally required to follow the recommendations. "We used moral persuasion, but the commission wasn't interested."

In 2001, the Board of Supervisors debated a measure to force permit expeditors to register with the Ethics Commission, just as political lobbyists do.

Instead, supervisors adopted a watered-down version last year that required the Planning, Public Works and Building Inspection departments to post a general "Permit Processing Code of Conduct" in a conspicuous place. The law also required the agencies to adopt more detailed policies to treat all applicants fairly.

"I called for the registration of permit expeditors, the supervisors picked up on it, and the next thing I know is we ended up with not much," said Charlie Marsteller, former head of the government watchdog group Common Cause in San Francisco.

Even so, the Building Inspection Department still hasn't posted the code of conduct as required by February 2005. Carla Johnson, chief building inspector, said the agency was unaware of the deadline.

"I'd call it a misunderstanding," Johnson said. "We will make efforts to comply."

Johnson also said the three departments are still in the process of crafting the more detailed regulations. "It's still in draft form," she said.

In 2003, a civil grand jury found that favoritism in the department was deeply ingrained and that employees were unaware that preferential treatment was prohibited.

Department officials disagreed with most of the report's findings and again refused to implement some of its suggestions.

That same year the grand jury criticized the department's inefficient computer technology, the man in charge of improving the system, former information systems manager Marcus Armstrong, pleaded guilty to charges he took \$500,000 in bribes from companies vying for city contracts.

City leaders say they are trying to eliminate complaints of impropriety at the Building Inspection Department. The agency has a new acting director, Amy Lee, and recently updated its Web site to let the public track permits online, making the process more transparent.

"It's important that the system as we know it changes," said Walker, who served on the Building Inspection Commission from 2000 to 2002 and was recently appointed to the panel again by Board of Supervisors President Aaron Peskin. "It's just going to take time."

But the latest bribery charges, and complaints against Santos, suggest the city may need to do more to repair the agency's reputation.

Santos, who served on the Building Inspection Commission from 2000 to February 2005, was hired to work on one of the projects that have been linked to the bribery probe of Fallay, according to a search warrant and city records.

That project was a house renovation at 337 28th Ave. in the Richmond District. It stalled in September 2003 after city inspectors ordered Lei to halt construction for doing far more work than her permits allowed. Two months later, Lei hired Santos, a structural engineer, to draw up new plans for the renovations. In a letter filed with the city, Lei said Santos had told her he was a member of the Building Inspection Commission at the time.

Within days, Lei said, Santos contacted James Hutchinson, the Building Inspection Department's deputy director, to talk about the project. Hutchinson oversaw the division that had shut down the project.

Despite the apparent conflict of interest, the conversation probably did not violate the city's ethics rules. Until last year, the rules automatically exempted officials such as Santos who held commission seats that required them to belong to certain professions. Starting in January 2004, the rules required Santos and similar officials to seek a special waiver to contact city officials on behalf of a client.

Yet even in early 2004, after the ethics rules were tightened, Santos said he visited the property with fellow Commissioner Roy Guinnane to try to broker a settlement with Lei and the Building Inspection Department. Santos did not seek a waiver to contact city officials regarding the project, according to the Ethics Commission.

And when the project came up at a commission meeting on March 1, 2004, Santos participated in the discussion of the property, saying Lei was

willing to accommodate the city to move the project forward, according to minutes of the meeting. John St. Croix, executive director of the Ethics Commission, declined to say whether Santos' conduct was improper.

"It's not a good idea for me to comment on cases that could eventually come before the commission," he said. He refused to say whether the city plans to investigate the issue.

Sue Hestor, a San Francisco land-use attorney, said she filed a complaint against Santos with the Ethics Commission more than a year ago for similar behavior on a different project.

"He had no boundaries whatsoever," Hestor said.

Santos, however, said his work for Lei was never a problem because he was public about his relationship and never voted on the project. "If there is a project that comes up before the commission (for a vote), you have to recuse yourself," Santos said.

Despite Santos' assistance, the Building Inspection Department refused to grant Lei permission to complete the Richmond District project. The Board of Appeals, which handles disputes about building permits, turned down Lei's appeal.

Santos said conflicts are inevitable as long as the city requires one of the building commissioners to be a practicing San Francisco structural engineer. He said he had warned Mayor Gavin Newsom before leaving the panel that it was becoming increasingly difficult to separate his engineering business from his role as a commissioner.

"Maybe the city needs to change the charter," said Santos, co-founder of Santos & Urrutia Structural Engineers Inc.

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HEARST

## Summary

### Eleven reasons for the increase in unpermitted demolition/construction in San Francisco

1. No penalties and few rules supporting the Planning Department neighborhood pre-application meeting process. Neighbors get misinformation from developers.
2. There are no penalties for CEQA violations, the current CEQA historical review evaluation process encourages unpermitted demolition and construction.
  - Filing a permit for a building over 45 yrs. old triggers a CEQA HRE.
  - A historical review evaluation delays a project by 6-9 months.
3. Unpermitted demolition work carries very low financial penalty. The work is labor only and no materials. It is very inexpensive to tear something down.
4. The penalty for unpermitted construction work is two or nine times the cost of the building permit fee, not the construction cost. Current penalties are not a financial deterrent.
5. The Planning Department code enforcement process does not assess penalties.
  - There are no financial penalties assessed when the Planning Department issues a notice of enforcement.
6. Neither DBI or Planning assess penalties or fines for submitting false architectural plans. Does this policy make any sense?

7. The absence of timely and effective citywide reporting of building code violations that would empower S. F. Citizens to monitor construction work in their neighborhood enables the current climate of unpermitted construction work.
8. Lack of building code enforcement transparency and accountability at DBI.
  - Complaints are altered or deleted from PTS.
9. DBI does not post the minutes of Director hearings.
10. Inconsistent building code enforcement by DBI.
11. Currently there are two levels of building and planning code enforcement in San Francisco.
  - A lower level of enforcement exists for property owners represented by former DBI and Planning Department employees and Building Commission appointees who act as permit expeditors, structural engineers and property owner advisors.



## **Eleven reasons for the increase in unpermitted demolition/construction in San Francisco**

There is currently an epidemic of unpermitted demolition and construction in San Francisco. If you talk with the Planning Department employees who staff the kiosk on the first floor of DBI they will tell you citizens bring complaints of unpermitted construction and demolition to their counter every day.

### **1. There are no penalties and few rules supporting the Planning Department neighborhood pre-application meeting process.**

1. Pre-application instructions appear to be more of a suggestion than a formal requirement.
2. There are no penalties for providing false information to neighbors.
  - At 25-17<sup>th</sup> Avenue the developer's pre-application meeting notice showed a 244-sq. ft. addition when the actual addition was 1,631 sq. ft. There is no penalty for providing this false information.

### **2. There are no penalties for CEQA violations. The current CEQA historical review evaluation process actually encourages unpermitted demolition and construction.**

1. Under CEQA any property over 45 years old is required to go through a historical review evaluation (HRE). A historical review evaluation adds six to nine months to a project's start time.
2. The historical review evaluation requirement is often triggered at DBI when a permit is requested, and the

online Planning Department records show the property to be over 45 years old.

- There is a strong financial incentive not to pull a building permit, so you don't trigger a HRE.
- When a property owner follows CEQA, the property owner selects and pays the architect for historical review evaluation that is submitted to the Planning Department. This compensation structure can and often does lead to biased work in favor of the property owner.

3. From a risk reward perspective, the rewards (time savings, avoiding the cost of HRE) for unpermitted construction exceed the potential risk (there are no penalties or fines).

**3. Unpermitted demolition work carries very low financial penalties because of the low value of the construction work.** The work is labor only and no materials.

- DBI assessed a penalty of \$253.40 for the unpermitted south wall demolition of a three-story bay, chimney, and windows at 25-17<sup>th</sup> Avenue. The penalty also covered the unpermitted demolition of a deck on the south wall of 25-17<sup>th</sup> Avenue that ran the entire length of the house.

**4. The penalty for unpermitted work is two or nine times the cost of the building permit fee, not the construction cost.** Current penalties are not a financial deterrent.

1. Two times permit fees is the penalty when the project exceeds the permit scope of work on an existing

building permit and nine times permit fees when there is no building permit.

- Building permit fees are calculated using the value of the construction work and the cost of a building plan review if the permit requires building plans.
- A contractor or developer can minimize the financial penalty for unpermitted work by initially requesting an inexpensive building permit that does not require the submission of plans. This ensures that any later unpermitted construction violation penalties are assessed at two times permit fees because of the existing building permit.

**5. The Planning Department code enforcement process does not assess penalties.**

- I don't understand how the Planning Department code enforcement process can be effective when violators are not assessed penalties. This is like issuing parking tickets with no fines!
- The Planning Department does recover their enforcement costs by charging the violator for time and materials.

**6. Neither DBI or Planning assess penalties or fines for submitting false architectural plans.**

- Two sets of false architectural plans were submitted by the structural engineer working at 25-17<sup>th</sup> Avenue. The first set of building plans failed to show an existing three-story bay.
  - The same structural engineer had three other cases referred to the City Attorney by the Building Commission litigation committee.
  - The Planning Department has seven cases for the same structural engineer which they have not referred to the City Attorney.
  - The structural engineer at 25-17<sup>th</sup> Avenue is a former President of the Building Inspection Commission.

**7. The absence of timely and effective citywide reporting of building code violations enables the current climate of unpermitted construction work.**

- Penalties assessed by DBI are not visible on the Permit Tracking System (PTS) by property. The only method for securing penalty information is to send a Sunshine request. Penalty information should be available online through the new Accela system.
- A report showing the contractors and property owners with the most NOVs issued over the last twenty-four months would identify the “frequent flyers” that typically account for a disproportionate share of the enforcement activity. This would allow



for the issuance of escalating penalties for frequent flyers.

- I was on the 2012/2013 Civil Grand Jury that issued a report that was critical of DBI's management of notices of violation.
  - DBI issues about 4,500 Notices of Violation (NOV) each year. In 2012 the number of open NOVs was about 6,000 (a 1.5-year backlog) and DBI lacked any type of aging reporting to monitor and manage the NOV backlog by property owner, area of the City or type of violation.
    - DBI currently lacks any formal reporting of NOVs by violation like abandoned property, hoarding, work without permit, work beyond permit scope, stop work order, public safety hazard etc.
      - The Building Inspection Commission lacks visibility into the code enforcement process and frequently is forced to make policy decisions on code enforcement in the absence of data on the frequency and severity of specific violations.
    - Some building permits require a second inspection (concrete pours and blocking or shoring permits). There is no exception reporting in PTS that alerts

the building inspector when a follow up inspection has not occurred.

- There was no follow-up inspection of the shoring at 25-17<sup>th</sup> Avenue which was found to be defective 13-months later.
- Members of the Board of Supervisors lack building code enforcement reporting by BOS district and the ability to easily monitor the status of their constituent complaints on open NOVs for, hoarding, abandoned buildings and stalled construction projects.
- Implementation of Accela with a suite of robust management reports available to the citizens of San Francisco would be a game changer. Sunlight is the best disinfectant.

#### **8. Lack of building code enforcement transparency and accountability at DBI.**

- Complaints are altered or deleted from the DBI Permit Tracking System (PTS). I have irrefutable proof this happened at 25-17<sup>th</sup> Avenue.
- I appealed the 25-17<sup>th</sup> Avenue abatement permit approved by the Planning Department and DBI to the Board of Appeals. My appeal was sustained, and the permit was to remain suspended. However, after the Board of Appeals issued their opinion DBI reinstated the suspended building permit.

**9. DBI does not post minutes of the Director hearing process on the DBI website. Public meetings without minutes!**

**10. Inconsistent building code enforcement by DBI.**

- There are over 130 inspectors, senior inspectors, section heads, deputy directors etc. The absence of up to date detailed department operating procedures results in inconsistent building enforcement across the various sub departments (plumbing, electrical, structural etc.).
- PTS is a very crude system that lacks management reporting that could support a more consistent building code enforcement process with rigorous public oversight.

**11. Currently there are two levels of building and planning code enforcement in San Francisco.**

- A more rigorous enforcement level experienced by the average S. F. Citizen who tries to manage their small project and a more casual level of code enforcement when former DBI and Planning employees and Building Commission appointees represent property owners as permit expeditors, structural engineers or property owner advisors
  - The former City employees use their departmental knowledge and professional contacts to negotiate a lesser level of code compliance.

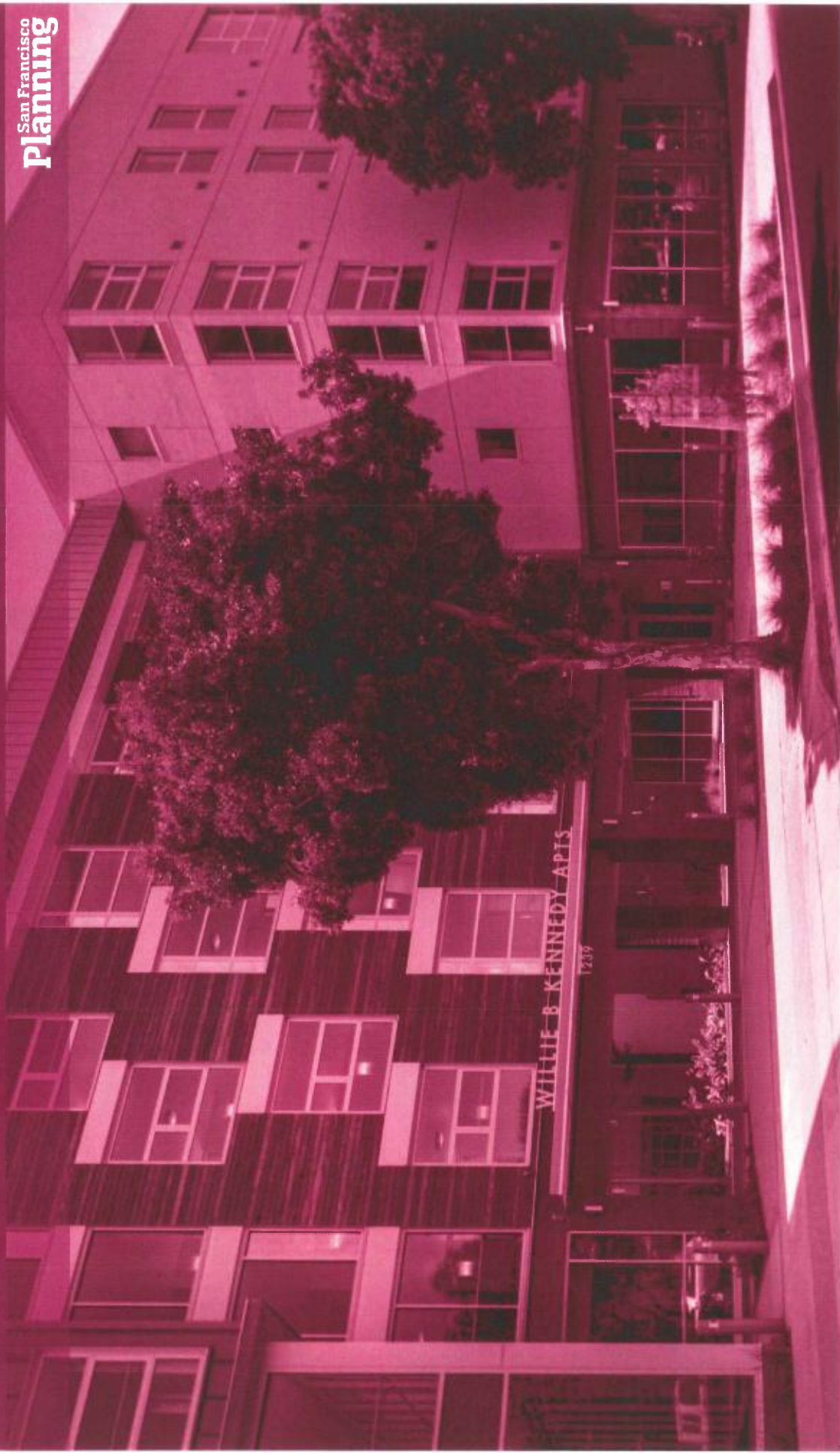




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# 2016 SAN FRANCISCO HOUSING INVENTORY

San Francisco  
**Planning**



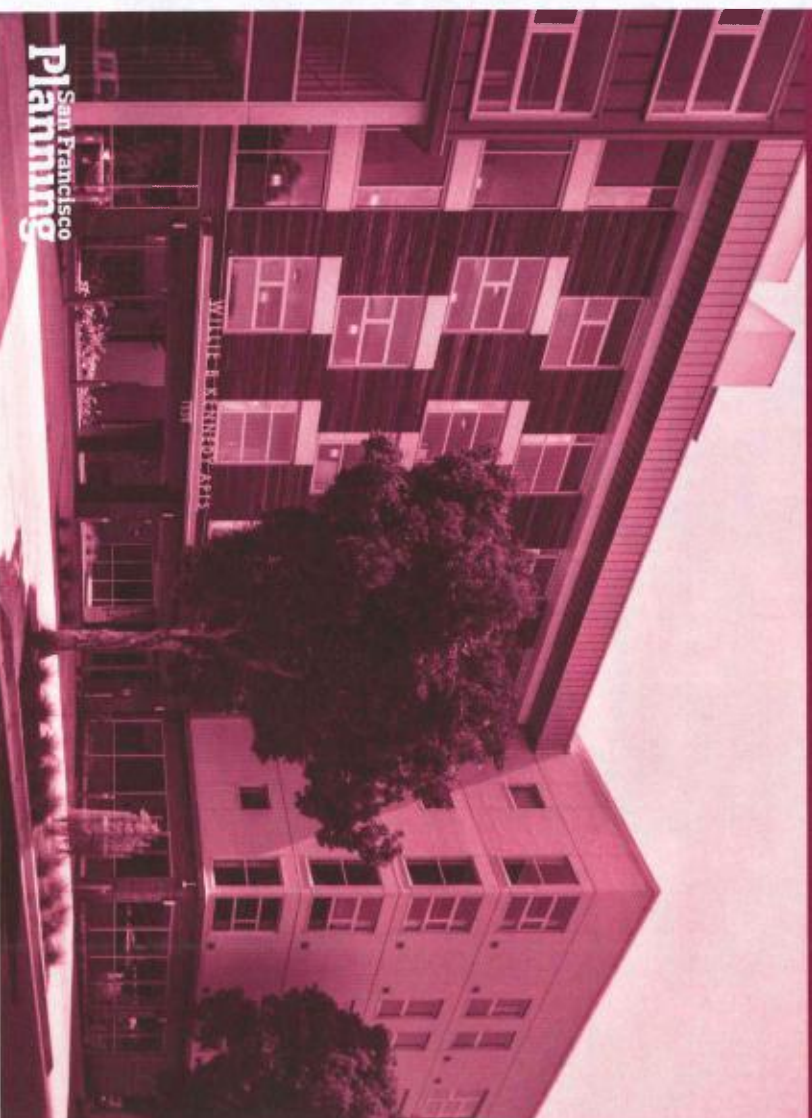


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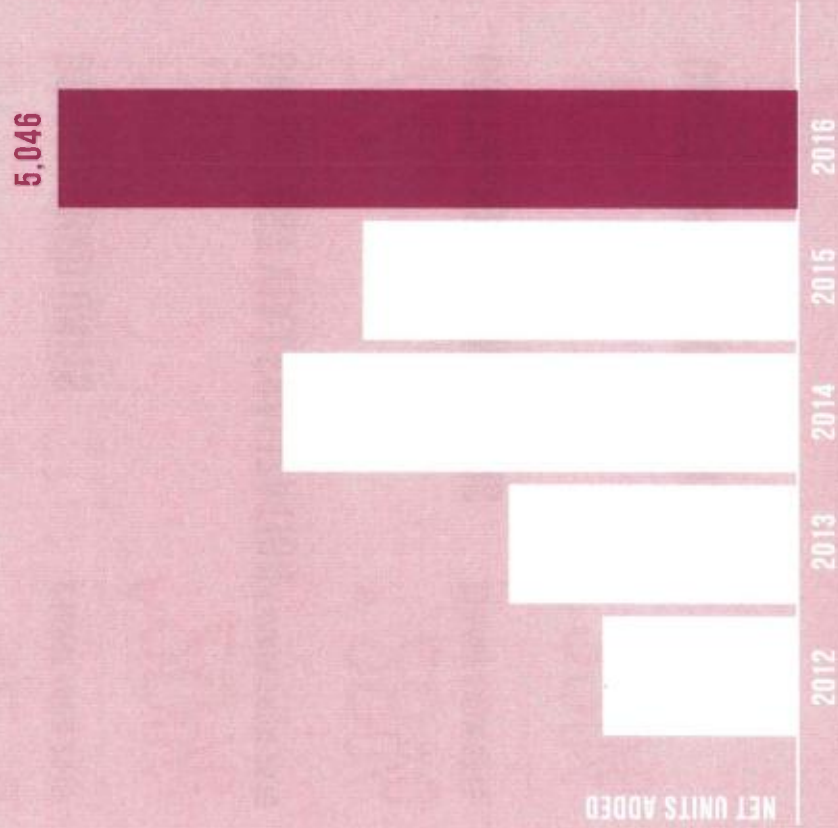
The Housing Inventory Report has been produced annually since 1967 - this year is the 47th edition.

The Report covers a range of information including: changes to San Francisco's housing stock, such as new construction, demolitions, alterations; progress with RHNA; annual net gain in housing units; and, affordable housing.

# 2016 SAN FRANCISCO HOUSING INVENTORY



# 2016 HIGHLIGHTS— HOUSING PRODUCTION



## HOUSING STOCK

CHANGE FROM 2015

387,597

▲ 1%

## NEW UNITS

CHANGE FROM 2015

5,254

▲ 70%

## UNITS LOST

CHANGE FROM 2015

208

▲ 48%

## NET UNITS ADDED

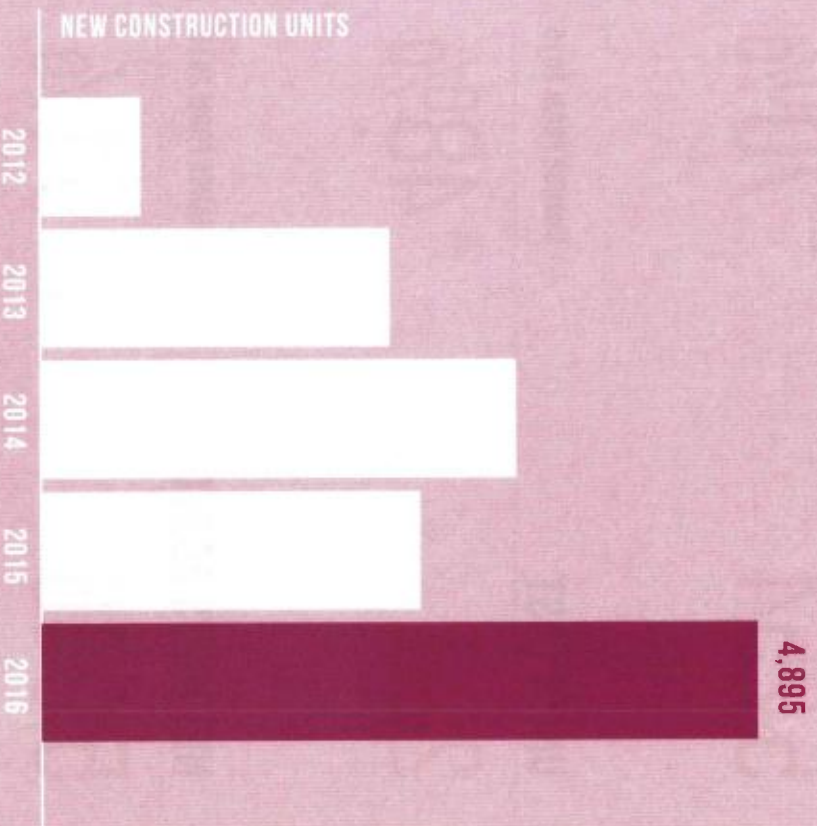
CHANGE FROM 2015

5,046

▲ 71%



# 2016 HIGHLIGHTS— HOUSING PRODUCTION



## NEW CONSTRUCTION

CHANGE FROM 2015

4,895

▲ 98%

## EXPANSION OF EXISTING STRUCTURES/ CONVERSIONS

CHANGE FROM 2015

359

▼ 42%

## DEMOLISHED UNITS

CHANGE FROM 2015

30

▲ 20%

## UNITS LOST VIA LEGALIZATION

CHANGE FROM 2015

72

▼ 28%

## UNITS LOST VIA MERGERS

CHANGE FROM 2015

16

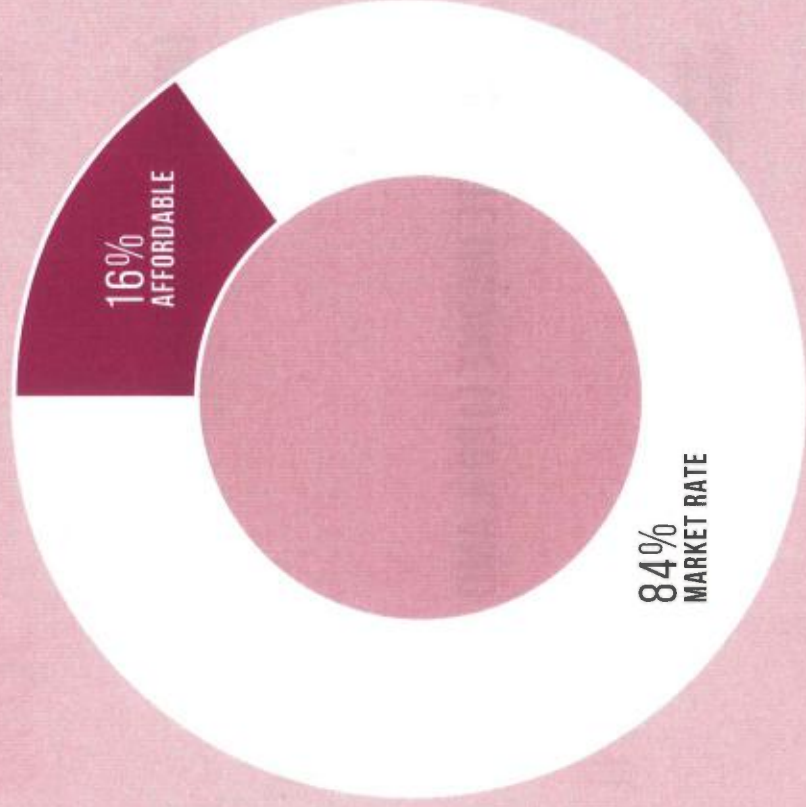
▲ 33%

## UNITS LOST VIA CONVERSIONS

78



# 2016 HIGHLIGHTS— AFFORDABLE HOUSING



## NEW AFFORDABLE UNITS

CHANGE FROM 2015

802 ▲ 52%

## INCLUSIONARY UNITS

CHANGE FROM 2015

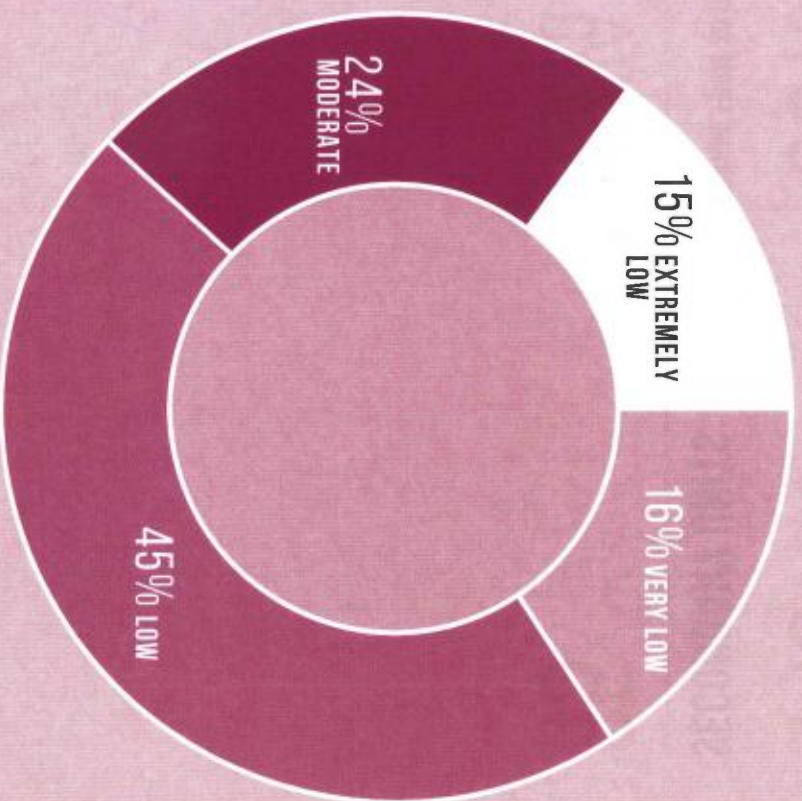
449 ▲ 56%

## SECONDARY UNITS

CHANGE FROM 2015

65 ▲ 18%

## 2016 HIGHLIGHTS— AFFORDABLE HOUSING BY INCOME LEVEL



**EXTREMELY LOW INCOME (<30% AMI)**

120

15%

**VERY LOW INCOME (50% AMI)**

128

16%

**LOW INCOME (80% AMI)**

364

45%

**MODERATE INCOME (120% AMI)**

190\*

24%

\* 65 UNITS ARE CONSIDERED "SECONDARY UNITS" AND ARE NOT INCOME-RESTRICTED



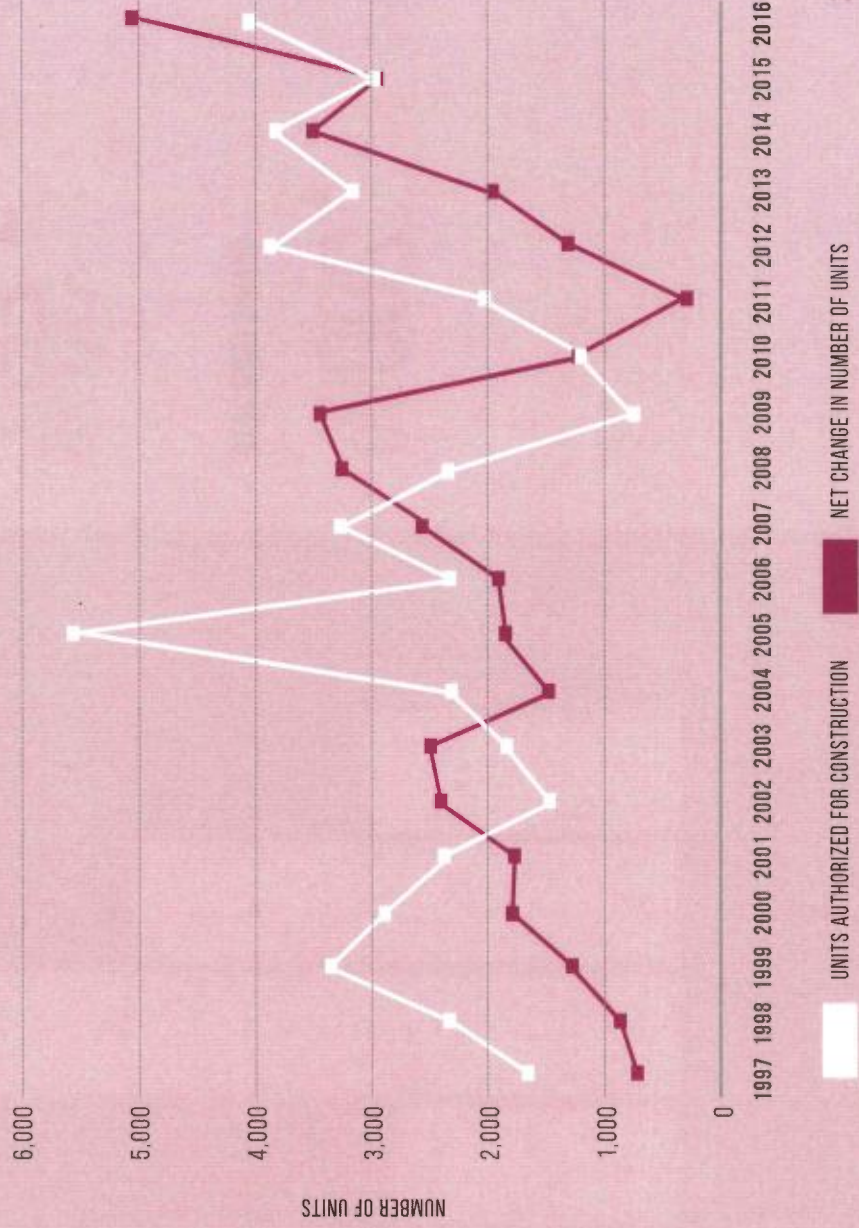
# 2016 HIGHLIGHTS— AUTHORIZED UNITS

UNITS AUTHORIZED FOR CONSTRUCTION

4,059

▲ 36%

20-YEAR UNITS AUTHORIZATION TRENDS, 1997–2016



# 2016 HIGHLIGHTS— ENTITLEMENTS

UNITS ENTITLED

CHANGE FROM 2016

4,221

▲ 55%

UNITS FILED

CHANGE FROM 2016

6,563

▲ 200%





# 2016 HIGHLIGHTS— ADDITIONAL FINDINGS

## NEW CONDO CONSTRUCTION

CHANGE FROM 2015

▼ 4%

## CONDO CONVERSIONS

CHANGE FROM 2015

▼ 37%

## SRO ROOMS

CHANGE FROM 2015

▼ 138<sup>ROOMS</sup>

## REHABILITATED UNITS

152<sup>UNITS</sup>

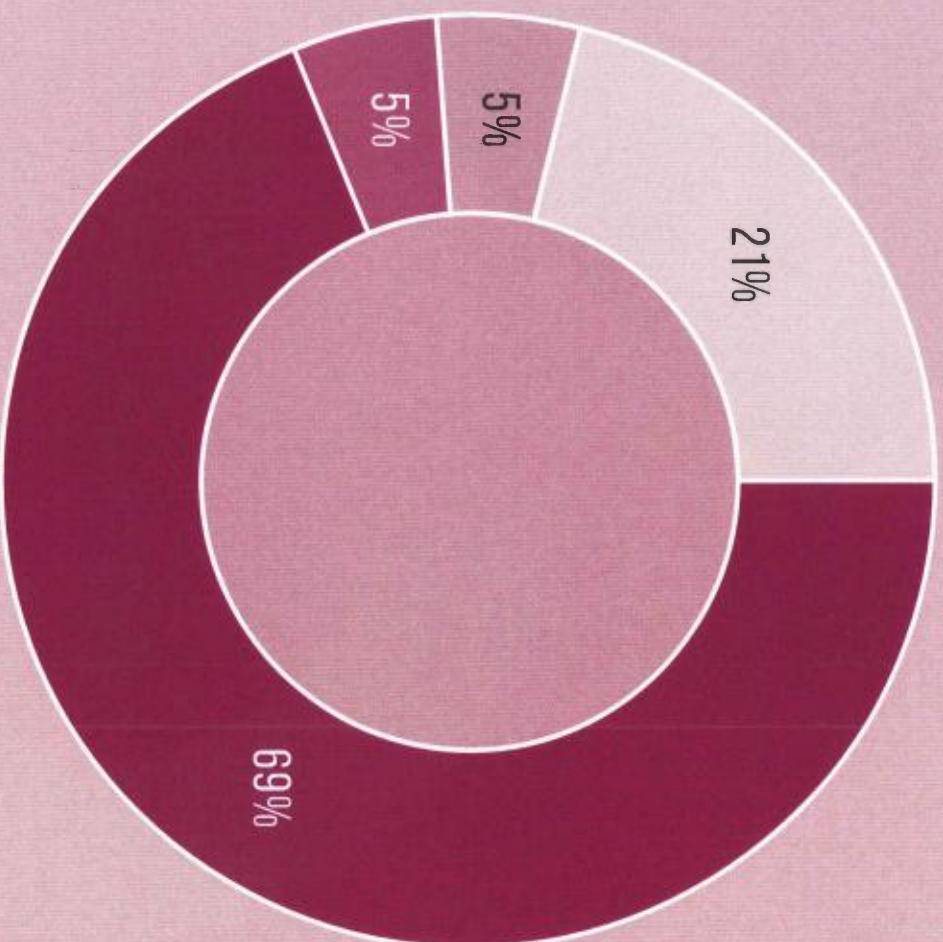
# 2016 RHNA-RELATED REPORT

## PROGRESS TOWARDS RHNA

10,026  
UNITS

35%

ACTUAL PRODUCTION, 2015-2022



VERY LOW INCOME (<50% AMI)  
LOW INCOME (50-80% AMI)  
MODERATE INCOME (80-120% AMI)  
ABOVE MODERATE (>120% AMI)



**REPORT AND DATA  
AVAILABLE**

**PLANNING DEPARTMENT WEBSITE**

**SFPLANNING.ORG**

**DATA SF**

**DATASF.ORG**



**THANK  
YOU.**

**COMMENTS AND QUESTIONS?**

**SVETHA.AMBATI@SFGOV.ORG**

**415.575.9183**



# Affordable Housing, Wages, and "AMI"

The Council of Community Housing Organizations | updated October 2017

Received at CPC Hearing 12/21/17  
S. Ambush

What incomes and wages do different types of affordable housing serve? Affordable housing is defined as housing that costs no more than 30% of a household's income. Affordable housing is priced according to "AMI," or **Area Median Income**, defined by the Federal government for the metropolitan

area including San Francisco, Marin, and San Mateo (which means that these AMIs are actually about 10% higher than the actual median in SF). The table below shows rough income levels for typical jobs, and the equivalent AMI. AMI varies by household size, so that while an entry-level schoolteacher who

earns \$50,000 is defined as 60% AMI, a family of four with two teachers earning a combined \$100,000 is at 100% AMI. In setting policy, it is important to dig in the "weeds" of wages, AMI and bedroom mix to decide who affordable housing is being aimed to serve.



20% AMI



35% AMI



50% AMI



60% AMI



80% AMI



100% AMI



120% AMI

## One-person household

\$16,000/yr. \$8/hr.	\$28,000/yr. \$13.50/hr.	\$40,000/yr. \$20/hr.	\$48,000/yr. \$24/hr.	\$64,000/yr. \$32/hr.	\$80,000/yr. \$40/hr.
(SSI Income) Senior or person with disability, Part-time worker	(Minimum-wage) Hotel worker, Domestic worker, Janitor, Line Cook	Education Paraprofessional, Preschool Worker, Security Guard	Entry Teacher, Construction Apprentice, Mechanic	(SF Median) Teacher average, Union Laborer, City Gardener	City Librarian, Park Ranger

## Two-income three-person household

\$52,000/yr.	\$62,000/yr.	\$83,000/yr.	\$104,000/yr.	\$125,000/yr.
Hotel worker + part-time worker	Two minimum-wage workers	Teacher + Preschool worker	Two entry-level teachers	Two avg. teacher incomes

## Who builds it?

Nonprofit housing developers use City and Federal subsidies along with local dedicated funds and linkage fees, to build apartments for households from **0-60% AMI**.

Market-rate **rental** builders required to provide 10%-12% of units at **55% AMI**.

Market-rate **rental** builders required to provide 4% of units at **80% AMI**, and **condo** builders to provide 5-12% of units at **80% AMI**.

Market-rate **rental** builders required to provide 4% of units at **110% AMI**, and **condo** builders to provide 5% of units at **105% AMI** and 5% of units at **130% AMI**.  
Nonprofits to build teacher housing from **70-130% AMI**.

# **JOBS-HOUSING-FIT SAN FRANCISCO 2007-2016**

**Based on 2016 Commerce & Industry Report and 2016 Housing Inventory (December 2017)**

Received at CPC Hearing

12/20/17

How much new housing is needed to absorb the City's growing workforce? Good question. And the question is really, What is the Jobs-Housing "Fit" needed?

Using the Planning Department's just-released Commerce & Industry and Housing Inventory reports, we can assess that need more "scientifically" rather than just rhetorically. Our work here is a starting point, and we encourage the Planning Department to refine the methodology and prepare this kind of Jobs-Housing-Fit analysis on an annual basis.

There are some caveats to the story here -- this analysis assumes that all workers will live in San Francisco, and it assumes that all the growing workforce requires new housing, regardless of household income level. We know in the real world that some workers choose to live outside the City and some workers who can afford it will rent or buy existing homes that open up on the real estate market. But for this Jobs-Housing-Fit assessment we've keep it a simple closed universe.

A few key takeaways:

- 1) Workforce growth has outstripped the pace of needed housing production by about 3:1
- 2) Two-thirds of the housing production needed by that workforce growth is for affordable housing
- 3) About 12% of that affordable housing need has been met, and about 83% of the market rate need.

<b>Worker / Households compared to Housing Production</b>			
Total New Workers 2007-2016 (1):	127,709	workers	
Estimated New Households / Demand (2):	77,399	households	
Actual units constructed 2007-2016 (3):	28,319	total units	
Production compared to total need:	37%	of total need	

<b>Affordable Housing need</b>			
Demand - Very Low Income (<50% AMI):	15,529	VLI units	
Demand - Low Income (50-80% AMI):	20,368	LI units	
Demand - Moderate/Middle Income (80-120% AMI):	14,875	MI units	
Demand for affordable units (0-120% AMI):	50,772	Affordable	
Actual affordable constructed 2007-2016 (4):	6,166	Affordable	
Production compared to affordable need:	12%	of need	
Affordable Jobs-Housing-Fit needed:	66%	Jobs-Housing bal	
Actual Affordable Production Balance:	22%	actual	

<b>Market-rate &amp; Upper Middle demand</b>			
Demand - Above Moderate (>120% AMI):	26,627	units	
Actual Above Mod constructed 2007-2016:	22,153	Above Mod	
Production compared to Above Mod demand:	83%	of need	
Demand - Upper Middle income (120-150%AMi):	8,759	Upper Middle	
Demand - Market-rate units (>150%)	17,868	Market-Rate	
Production compared to Market need:	124%	of need	
Median Market-rate 2BR rental 2016 (5):	\$4,870	rent	
Income to afford market at 30% of income:	\$194,800	annual	
3-person AMI equivalent (6):	201%	AMI	

## **Notes:**

Methodology was developed based on 1997 Jobs-Housing Fee Nexus Study, Keyser Marston Associates, accounting for one- and two-income households.

(1) New Jobs from the 2016 Commerce & Industry Inventory, pages 50-54.

(2) Workers/Household derived from 2015 TSF Nexus Study, Urban Economics, May 2015, Table A-4, p 51, 1.65 workers per household

(3) Total Units 2007-2016 from Housing Balance Report May 2017

(4) Total Affordable Units 2007-2016 from Housing Balance Report May 2017

(5) Median rents from 2016 Housing Inventory p. 33, from Zumper and Priceconomics data

(6) 2016 HUD AMI from SF Mayor's Office of Housing



12/20/17

B. Jandrus

Planning Commissioners: No Brew Pub in Our Neighborhood, PLEASE!

We are the neighbors living on 20<sup>th</sup>/Shotwell/Folsom, nextdoor to the proposed Ft. Point Brewery. **WE OPPOSE this project**, and urge the Planning Commissioners to **DISAPPROVE** the Conditional Use permit requested for the following reasons:

1. This project is **out of scale** for the neighborhood. This project would have 150 seats, bringing **over a thousand people** to the block each night to drink beer (and eat hotdogs.) This is the size of Pacific Brewing Co., which is located in a more industrial area; Shotwell/20<sup>th</sup> is residential, and across from a public school.
2. This project is will cause **congestion**, take up **limited parking** spaces, and **negatively impact our quiet** residential street. Although the area is well-served by public transit, as we see from the clientele at neighboring Trick Dog bar and Pacific Brewery down the street, there will be a constant line of Uber/Lyft drop-offs, blocking traffic, double parking, and **causing unsafe risk** to pedestrians and bicyclists coming home.
3. This is a destination brew pub, **not a community-serving restaurant**. Although locally-owned, it is not locally-serving. It is not a family place, it is a bar that serves hotdogs. This quiet residential street cannot accommodate thousands of drinking customers making noise until midnight 7 nights/wk. It is neither desirable nor necessary, and this **Conditional Use should be opposed by the Planning Commission**.
4. The neighbors who live nearby are opposed to this project. The only letters of support come from organizations **that receive monetary support** from the brewery's owners. VOTE NO.

Name:

Address:

- |                              |  |
|------------------------------|--|
| 1. <u>BRIAN SINGER</u>       | <u>720 YORK ST. SF CA 94110</u>        |
| 2. <u>Sandy Yagi</u>         | <u>246 Sanchez St C SF CA 94114</u>    |
| 3. <u>GAIL BRUNNEN</u>       | <u>2830 JORN STREET, SF, CA 94110</u>  |
| 4. <u>Truong Tran</u>        | <u>554 Ashbury St CA 94117</u>         |
| 5. <u>Robney Kwong</u>       | <u>720 York St SF, CA 94110</u>        |
| 6. <u>CINDY SHIH</u>         | <u>2830 20th St. #104 SF, CA 94110</u> |
| 7. <u>Anibal Garcia</u>      | <u>2830 20th St SF CA 94110</u>        |
| 8. <u>Gloria Maciejewski</u> | <u>3277 20th St. SF 94110</u>          |

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Name:

Address:

- |    |             |                   |
|----|-------------|-------------------|
| 1. | SKOT KUIPER | 720 YORK          |
| 2. | Laura Deo   | 720 YORK          |
| 3. | Janet Lise  | 4023 Folsom St.   |
| 4. | Chaukoto    | 760 Ralph St.     |
| 5. | John M. M.  | 720 York St.      |
| 6. | John M.     | 1331 Kansas St #A |
| 7. | John M.     | 720 YORK          |
| 8. |             |                   |



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Name:

Address:

- |                                       |   |
|---------------------------------------|---|
| 1. <u><del>Ernesto Martinez</del></u> | <u><del>2024 Mission Street</del></u>     |
| 2. <u>Ernesto Martinez</u>            | <u>2024 Mission Street</u>                |
| 3. <u>Kardleen Feng</u>               | <u>290 Lexington Street, SF, CA 94110</u> |
| 4. <u>Felicia Vaz</u>                 | <u>720 York SF CA 94110</u>               |
| 5. <u>NAVJEN AGRAWAL</u>              | <u>720 York SF CA 94110</u>               |
| 6. <u>Dylan Hamilton</u>              | <u>1167 GREEN ST. SF CA 94109</u>         |
| 7. _____                              | _____                                     |
| 8. _____                              | _____                                     |

Dec. 21, 2017

Received at OPC Hearing 12/21/17  
E. Jardine.

Greetings members of the Planning Commission,

I am here today to speak out against the proposal of the Fort Point Brewery to open a brewery and hot dog stand in the space currently occupied by Timbuk2.

I am a renter on 20<sup>th</sup> street on the opposite side of Folsom street from the proposed business. I have 2 young children and I've worked as an educator for SFUSD since 1997.

Honestly, I cannot even believe that a brewery of this size, over 150 seats! is even up for consideration in this very dense and very residential neighborhood. THERE IS ALREADY a HUGE BREWERY in our community. Southern Pacific Brewery is about 3 blocks from Timbuk2. This is

complete overkill to open ANOTHER large brew pub. This would mean that John O'Connell Public High School will be sandwiched between two huge breweries! This business proposes to be open until midnight each night. I am VERY concerned about rowdy and intoxicated patrons who will undoubtedly be flooding our neighborhood.

The bar further down the street (Trick Dog) is also a "destination" spot and the congestion and drunken behavior is already intense. I strongly urge the commission to vote against this proposal. I support local business but this Fort Point Brewery is too big for the neighborhood. Its large size and the nature of its business - alcohol - will only bring a negative impact to the mission.

Sincerely,  
Gloria Maciejewski  
Gloria Maciejewski  
3277 20th St. SE



Planning Commissioners of San Francisco,

Received at CPC Hearing 12/21/17  
E. Jardines.

198 people have signed a petition on Action Network telling you to No more brew pubs in the Mission!.

Here is the petition they signed:

Planning Commissioners,

We, the undersigned neighbors, urge you NOT to approve the request for Conditional Use Authorization for 2398 Folsom St. DBA Fort Point Beer Company. Do not allow the change from trade shop to a "restaurant" with accessory brewery. They will not be functioning as a restaurant but as a bar that sells hotdogs and snacks to be consumed while drinking beer.

We are seeing much valued trade shop and PDR lost to beer and wine bars using loopholes under the restaurant code. We have seen no enforcement from Planning to make sure that these (in reality) bars are up to code and doing business as intended.

Timbuk2 evicted the prior community-serving tenants: an auto repair shop, a welding shop, a tattoo shop... all run by locals and employing locals - saying they needed the room. They are now saying they have too much room.

Only 6 of the 70 letters of support are by Mission organizations, and ALL have received financial donations from Fort Point. The actual neighbors are all in opposition to this proposed brew pub that will bring over one thousand beer drinkers per night to our quiet street. This bar will not be serving the neighborhood; it will be a destination.

Those opposed to this project include: United to Save the Mission, which represents 14+ organizations including: Calle 24, La Raza Centro Legal, MEDA, Our Mission NO Eviction, Cultural Action Network, Homies, Pacific Felt Factory, Mission Housing, Women's Building, La Cocina, and local neighborhood residents and businesses that truly represents the needs of our community.

This project is out of scale with the community, is non-family serving, and will seat up to 150 patrons that will increase Uber, Lyft rides, cars and taxis in a tight residential area. A single white zone space will not accommodate up to 150 drop offs per seating per hour.

This project is neither desirable or necessary. VOTE NO on the CU.

You can view each petition signer and the comments they left you below.

Thank you,

Kevin Ortiz

---

**1. Allison Hyde (ZIP code: 94110)**

X As a public school teacher, I am in favor of putting a stop to permitting new bars, pubs, breweries, in neighborhoods with schools (the Mission District).

**2. Alanya Green** (ZIP code: 94110)

**3. Alex Orzulak** (ZIP code: 94110)

**4. Alice Chiu** (ZIP code: 94110)

**5. Alicia Wun** (ZIP code: )

**6. Alexander Pollak** (ZIP code: 94112)

**7. Armin Mahini** (ZIP code: 94566)

**8. Amanda Katz** (ZIP code: )

Stop this brew pub!

**9. Ana Grau** (ZIP code: 94117)

**10. Andy Blue** (ZIP code: 94103)

X Please, planning commissioners, no more of our precious PDR spaces approved for brew pubs.

**11. Angelica Perez** (ZIP code: 94110)

X Our neighborhood does not need more alcohol. We need services, grocery stores, butcher shops, bakeries, health centers. We are living and working community not an adult Disneyland.

**12. Adrienne R Urizar-Manriquez** (ZIP code: )

We Do Not Need or want anymore!

**13. Armando Vasquez** (ZIP code: 94110)

**14. Sophia Garcia** (ZIP code: 94112)

**15. Juan Perez** (ZIP code: 94112)

**16. Benjamin Becker** (ZIP code: )

**17. Beatriz Mero** (ZIP code: )

**18. JAIME Silva** (ZIP code: 94523)

No more brew pubs. Let's save mission street from the invasion

**19. Betsy Strausberg** (ZIP code: )

This brew pub proposal is just wrong and out of scale for the neighborhood.

Please use common sense and reject this new brew pub. I have lived in the Mission since 1970 and this will make traffic and parking just terrible.

**20. Bob Thawley** (ZIP code: 94110)

**21. Cameron Scott** (ZIP code: 94134)

The locals oppose this bar which had come about through a Disingenuous eviction. It will operate primarily as a bar because Planning refuses to enforce it's own roles. High end bars force it businesses that would serves long-time residents. Brewpubs serve only the 20-something tech set, and they have the vast majority of everything new in SF already catering to them. Enough is enough! The Mission must have a right to self determination! The city must respect is long-time residents! No to the new be pub near Timbuk2.

**22. Carlos Camplis** (ZIP code: 94014)

**23. Carmel Dula** (ZIP code: 94112)

**24. Carmen Mejia** (ZIP code: 94118)

**25. Gato Rivera** (ZIP code: )

**26. Clarice Corell** (ZIP code: 94110)

**27. Craig Goldsmith** (ZIP code: 94103)

**28. Carole Deutch** (ZIP code: )

**29. CORY SKLAR** (ZIP code: 94117)

**30. Paul Costuros** (ZIP code: 94110)

**31. Cr Mayerson** (ZIP code: )

No more brew pubs in the mission

**32. Refugio Vega** (ZIP code: 94114)

**33. Domini Dragoone** (ZIP code: 94110)

**34. Dario Cordova** (ZIP code: 94030)

Keep the Mission clean .. Brew Pubs are making this beautiful neighborhood dirty and not respectful!!

**35. An anonymous signer** (ZIP code: )

**36. Deanna Bratt** (ZIP code: )

**37. Lou Dematteis** (ZIP code: )



**38. Araceli Catalan** (ZIP code: )

**39. Dinorah Salazar** (ZIP code: 94112)

**40. Virginia Sanchez** (ZIP code: )

**41. David Nolterieke** (ZIP code: 92656)

**42. daisy jimenez** (ZIP code: 94112)

**43. Dave Shul** (ZIP code: 94131)

**44. Frank Kingman** (ZIP code: 94107)

**45. Elizabeth Osuna** (ZIP code: )

Not in my Mission!

**46. Eileen Goldman** (ZIP code: )

**47. Jessica Aguallo-Hurtado** (ZIP code: )

**48. Emiko Omori** (ZIP code: )

**49. Emily Wilson** (ZIP code: )

**50. Erick Arguello** (ZIP code: 94110)

**51. Estela Garcia** (ZIP code: )

I oppose approval of conditional Use for 2398 Folsom St- Fort Point Beer company.

**52. Evelyn Ibarra** (ZIP code: 94134)

**53. Eunice Gomez** (ZIP code: 94121)

**54. Eva Quiroz** (ZIP code: )

**55. Iarisa pedroncelli** (ZIP code: )

X I manufacture in SF. We are in a PDR crisis and need to keep PDR, not allow it to be used for bars and restaurants. We are losing PDR businesses everyday because of the lack of workspace.

**56. Mary Fry** (ZIP code: 94110)

**57. Gabrielle Aldern** (ZIP code: )

58. **Gabriel Medina** (ZIP code: 94112)

59. **Jenifer Gurgovits** (ZIP code: 94124)

60. **gina miranda** (ZIP code: 94030)

61. **Roxana Lara** (ZIP code: 94114)

62. **Gloria Maciejewski** (ZIP code: )

63. **gabe kahn** (ZIP code: 94110)

64. **Frances Guajardo** (ZIP code: )

65. **Jorge Garcia** (ZIP code: 94110 )

66. **Hannah Blair** (ZIP code: 94110)

67. **Monique Koller** (ZIP code: 94115)

68. **Josh Miller** (ZIP code: 94131)

69. **Helen Leung** (ZIP code: 94110)

70. **Sandra González** (ZIP code: )

71. **Harry Mello** (ZIP code: 94116)

72. **Izzy Garcia** (ZIP code: 94110)

73. **kelly hill** (ZIP code: )

Stop the alternative uses and loss of PDR spaces.

74. **Iris Biblowitz** (ZIP code: 94110)

Stop the gentrification and destruction of the Mission.

75. **Jacob Dineen** (ZIP code: 94110)

76. **Jasmin Peraza** (ZIP code: )

STOP WITH THIS BULLSHIT! Respect the mission and find somewhere else to recreate.

77. **Rosario Cervantes** (ZIP code: )

Stop gentrifying.

**78. Jennifer Burns** (*ZIP code:* )

**79. Jaime E Calderon** (*ZIP code:* 94112)

No more...

**80. Jenn Dohn** (*ZIP code:* 94610)

Preserve the wonder that is San Francisco!!!!

**81. Jennifer Mendez** (*ZIP code:* )

**82. Jen Olson** (*ZIP code:* 94110)

**83. Jessica Beard** (*ZIP code:* 94110)

**84. Jennifer Liu** (*ZIP code:* )

I am a Mission Native. Stop this foolery!

**85. Jesse Hayter** (*ZIP code:* )

**86. Jennifer Marrero** (*ZIP code:* 94114)

The Mission is losing its charm and character that made it a desirable location. The Mission needs local merchants, not more food and drink establishments.

**87. Fr John Jimenez** (*ZIP code:* 94110)

**88. Jon Jacobo** (*ZIP code:* )

**89. Joseph De Francesco** (*ZIP code:* )

**90. Joshua Yule** (*ZIP code:* 94110)

**91. Joe McDonough** (*ZIP code:* 94112)

**92. j real** (*ZIP code:* )

NO MORE GENTRIFICATION IN THE MISSION!

STOP CHANGING MY NEIGHBORHOOD FOR THE WORSE!

**93. Kathe Burick** (*ZIP code:* 94118)

Stop messing with the Mission. Support longtime residents and families living there with services and affordable housing - not brew pubs.

**94. Katherine Schaff** (*ZIP code:* 94110)

**95. Kathy Penick** (*ZIP code:* 94110)



It's not going to work. The space is too large for the neighborhood. They're proposing it will be a restaurant, don't be fooled. It's going to be a bar seating 150 at a time. NO, NO, NO. Enough!!!

2

**96. Nancy Elizabeth Keiler** (ZIP code: 94110)  
W

**97. Keith Hennessy** (ZIP code: 94110)  
Long term Mission resident and artist sick of the displacement forced by intensifying wealth inequity and the neoliberal settlers from the tech and bro cultures. The city needs to stop prioritizing over privileged and over capitalized predominantly white businesses, projects, developments, especially in the Mission.

**98. Kevin Ortiz** (ZIP code: 94110)

**99. kristen panti** (ZIP code: 94110)  
We don't need more tech bros. getting wasted and clogging the streets with Ubers.

**100. Kathleen Duffy** (ZIP code: 94110)  
NO MORE! NO MAS!

**101. Andrew Knipe** (ZIP code: 94114)

**102. Irene Arauji** (ZIP code: )

**103. Ariel Velasquez-hagan** (ZIP code: 94117)

**104. Annie Rodriguez** (ZIP code: 94130)

**105. Lena Rodriguez** (ZIP code: )

**106. Leticia Arce** (ZIP code: )

**107. Ligia Montano** (ZIP code: 94134)

**108. Linda Wilson** (ZIP code: 94110)  
We have enough of these no more please

**109. Erika Guzman** (ZIP code: )

**110. Lynn Murphy** (ZIP code: 94110)

**111. lora silvestri** (ZIP code: 94132)  
yes !!!! no more brew pubs!!!!!!!!!!

**112. Luis e** (*ZIP code:* )

**113. Martha Celis** (*ZIP code:* 94061)

**114. Maria De La Mora** (*ZIP code:* 94110)

**115. Marie Sorenson** (*ZIP code:* 94110)

**116. Mary Mendoza** (*ZIP code:* )

**117. Marlene Rojas Lara** (*ZIP code:* )

**118. Susan Marsh** (*ZIP code:* 94103)

**119. Albert Downing** (*ZIP code:* 94110)

Stop the gentrification

**120. An anonymous signer** (*ZIP code:* 94109)

**121. Matthew Roberts** (*ZIP code:* )

**122. Max Godino** (*ZIP code:* 94110)

**123. Mireille Guy** (*ZIP code:* 94110)

**124. Michael Chapman** (*ZIP code:* 94110)

**125. Francisco Herrera** (*ZIP code:* 94112)

What we need is funds to support small latino and african american family businesses

**126. Margaret Marsh** (*ZIP code:* 92705)

**127. Molly Habkwitz** (*ZIP code:* )

No more yuppie bro bars! Noisy, white- bred fallout of the microbrewery movement. No more! Gentrification in bee bar form! Yuk.

**128. Marina Binsack** (*ZIP code:* 94112)

**129. Oscar Lepe** (*ZIP code:* )

**130. Mark James** (*ZIP code:* 94110)

**131. Nancy Ippolito** (*ZIP code:* 94710)

**132. Nathaniel Wiley** (ZIP code: )

**133. Oscar Benitez** (ZIP code: 94110)

As a resident living on Folsom Street, I oppose added "drop off" beer destinations that don't meet the needs of the community with out an adequate plan to replace displaced services and a transit assessment for the increased number of pedestrians in the area.

**134. Vero Pot** (ZIP code: 94110)

**135. galer Donerson** (ZIP code: 94110)

**136. Hector Mero** (ZIP code: )

Right on 14th Street by Mission Street there used to be an auto repair shop. It is now a so call "restaurant" with accessory brewery. Now there's a lot more foot and car traffic. There's more noise from people loud conversations, more car doors being slammed shut throughout early mornings, more urination, more garbage, syringes and condoms in front of peoples home. Furthermore, you have food trucks parked in front of this so call "restaurant" selling food. You also have more homeless begging for money. This is what your approval for these kind of business has done to are neighborhood. Please listen to the voice of our community. Vote NO on CU.

**137. Alexandra Alznauer** (ZIP code: 94133)

**138. PILAR MERO** (ZIP code: )

**139. Katharine Gibson** (ZIP code: 94103)

Keep this space a trade shop, we do not need another "boring tourist brew point" keep fort point near fort point

**140. Priscilla Marquis** (ZIP code: 94103)

**141. Nancy Obregon** (ZIP code: 94110 )

**142. Janice Melara** (ZIP code: 94110)

**143. Monica Leavitt** (ZIP code: 94109)

**144. Raul Sanchez** (ZIP code: 94117)

**145. Rafael Avendano** (ZIP code: 94063)

No more pubs keep local Latino shops open

**146. randy Ynegas** (ZIP code: 94110)

**147. Raymond Solomon Sr** (ZIP code: 94131)



**148. Raymond Ysaguirre** (ZIP code: 94066)

**149. Roberto Vargas** (ZIP code: )

I support this idea, but actually support a moratorium on ALL new alcohol retail in the Mission and SOMA, where there is already a disproportionate burden given the density of alcohol retail, which impacts the safety and health of those communities.

**150. Risa Teitelbaum** (ZIP code: , 94110)

**151. Roberto Alfaro** (ZIP code: )

Ya basta! No more brew pubs in our community. We want a community assessment of brew pubs and its impact on our community.

**152. Robyn Marsh** (ZIP code: 94109)

**153. Denise Laws** (ZIP code: 94110)

No more brew pubs in the Mission, please!!! There are already plenty of long time existing and established pubs and places to enjoy freshly brewed beers on tap et al.

Thank you,  
Denise Laws

**154. Rodrigo Duran** (ZIP code: 94110)

**155. Michael Koch** (ZIP code: 94110)

**156. Rosa Kreitz** (ZIP code: 94014)

**157. Roxane Scherek** (ZIP code: 94110)

**158. martha sanchez** (ZIP code: 94112)

**159. Sandra Ibarra** (ZIP code: 94589)

They are most definitely NOT wanted

**160. Sarah Pérez** (ZIP code: 94110)

**161. Jasper Wilde** (ZIP code: 94118)

**162. Sebra Leaves** (ZIP code: 94110)

**163. Mike** (ZIP code: 94110)

No more pubs now in the Mission! There are enough bars on Mission St, as well as Valencia St. No more gentrification!!

**164. Jesus Alvarez** (ZIP code: 94110)

**165. John Mendoza** (ZIP code: 94110)

**166. Gina Villaluna** (ZIP code: 94115)

**167. Nathan Emery** (ZIP code: 94107)

Tattooer at Scholar Tattoo. 3340 22nd street. SF, CA

**168. Siobhan Heffernan** (ZIP code: 94110)

Enough with the brew pubs

**169. David Smith** (ZIP code: 94112)

Enough is enough

**170. Sophia Reiff** (ZIP code: 94118)

**171. Amy Azzolina** (ZIP code: 94110)

**172. Richard Szpigiel** (ZIP code: 92507)

**173. Spike Kahn** (ZIP code: 94110)

Enough. This is not by right. It's within your powers to support the community in DENYing this CU!  
Thank you.

**174. Sonia Bolaños** (ZIP code: 94121)

X As a former Redevelopment Commissioner and federal commissioner, I ask that you preserve the Mission District and its multiethnic family character. There are plenty of drinking and eating establishments.

**175. suzanne Cortez** (ZIP code: )

**176. Sylvia Rorem** (ZIP code: 9412)

**177. Tami Bennett** (ZIP code: )

Keep it Latino

**178. Tammara Ringer** (ZIP code: 94110)

**179. Taylor Stokes** (ZIP code: 94118)

**180. Teresa rondone** (ZIP code: )

**181. Jennifer Fieber** (ZIP code: )

C'mon, let's limit the party zone to Valencia as it has already become a lost cause. You'll be introducing unwanted tourists to a quiet neighborhood which still has an industrial feel.

**182. C Wiley** (ZIP code: <sup>X</sup>)

**183. a. m. Chart** (ZIP code: 94117-1643)

No more gentrification and colonization of the businesses in the mission. We have had it with the Dominant Hegemonic culture coming in and making the mission into the Marina District South. Enough. Give the missions back to people of color to run.

**184. Thomas Ladd** (ZIP code: 94110)

**185. Ziheng Fang** (ZIP code: )

**186. jose toro** (ZIP code: 94117)

**187. Tristen Schmidt** (ZIP code: 94501)

**188. Scott Hewicker** (ZIP code: 94110)

**189. Lauren Verby** (ZIP code: 94103)

**190. Verma Zapanta** (ZIP code: )

**191. Fatimata Vetu** (ZIP code: 94110)

**192. GILBERT VILLAREAL** (ZIP code: 94110)

**193. Wayman Irwin** (ZIP code: 94122)

**194. warren huegel** (ZIP code: 94110)

**195. Bonnie Willdorf** (ZIP code: )

**196. Yara** (ZIP code: 94080)

**197. Yolanda Cisneros** (ZIP code: 94107)



E. Jardim

12/21/17

Planning Commissioners: No Brew Pub in Our Neighborhood, PLEASE!

We are the neighbors living on 20<sup>th</sup>/Shotwell/Folsom, nextdoor to the proposed Ft. Point Brewery. **WE OPPOSE this project**, and urge the Planning Commissioners to **DISAPPROVE** the Conditional Use permit requested for the following reasons:

1. This project is **out of scale** for the neighborhood. This project would have 150 seats, bringing **over a thousand people** to the block each night to drink beer (and eat hotdogs.) This is the size of Pacific Brewing Co., which is located in a more industrial area; Shotwell/20<sup>th</sup> is residential, and across from a public school.
2. This project is will cause **congestion**, take up **limited parking** spaces, and **negatively impact our quiet** residential street. Although the area is well-served by public transit, as we see from the clientele at neighboring Trick Dog bar and Pacific Brewery down the street, there will be a constant line of Uber/Lyft drop-offs, blocking traffic, double parking, and **causing unsafe risk** to pedestrians and bicyclists coming home.
3. This is a destination brew pub, **not a community-serving restaurant**. Although locally-owned, it is not locally-serving. It is not a family place, it is a bar that serves hotdogs. This quiet residential street cannot accommodate thousands of drinking customers making noise until midnight 7 nights/wk. It is neither desirable nor necessary, and this **Conditional Use should be opposed by the Planning Commission**.
4. The neighbors who live nearby are opposed to this project. The only letters of support come from organizations **that receive monetary support** from the brewery's owners. VOTE NO.

Name:

Address:

1. Eduardo Villaseñor 562 Shotwell St
2. Ismael Aparicio 562 Shotwell St.
3. Hubert Prorokowski 562 shotwell st.
4. Francisco Serrano 567 shotwell st
5. Anthony Zymon 1600 Shotwell S.F.C.A.
6. [Signature] [Signature] S.C.A.
7. Margarita P. Ayala 901 8th Ave S.C.A.
8. Guillermo Baez 168 Shotwell S.F.C.A.

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Name:	Address:
1. <u>Ronald Garcia</u>	<u>562 Shotwell St. 94110</u>
2. <u>Bruce Erman</u>	<u>540 SHOTWELL 94110</u>
3. <u>[Signature]</u>	<u>361 B Shotwell St #B 94110</u>
4. <u>[Signature]</u>	<u>562 Shotwell St.</u>
5. <u>Sophia Oracles</u>	<u>562 Shotwell St.</u>
6. <u>Eric Ferreira</u>	<u>"</u>
7. <u>[Signature]</u>	<u>"</u>
8. <u>[Signature]</u>	<u>540 Shotwell St. 94110</u>

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Name:

Address:

- |                            |                                     |
|----------------------------|-------------------------------------|
| 1. <u>Araceli Aparicio</u> | <u>562 Shotwell St. SF CA 94110</u> |
| 2. <u>Heather O'Malley</u> | <u>508 Shotwell St. SF CA 94110</u> |
| 3. <u>Catey Killeli</u>    | <u>2389 Folsom St. SF CA 94110</u>  |
| 4. <u>Elias Gomez</u>      | <u>2389 Folsom St. SF CA 94110</u>  |
| 5. <u>Caroline Peters</u>  | <u>3205 20th St</u>                 |
| 6. <u>Andy Abbott</u>      | <u>2437 Folsom St SF 94110</u>      |
| 7. <u>LAURA MATTHEWS</u>   | <u>717 TRENT AVE SF CA 94110</u>    |
| 8. <u>Brian Jones</u>      | <u>647 Shotwell St SF CA 94110</u>  |



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Name:

Address:

- |                   |                            |
|-------------------|----------------------------|
| 1. Simon Phillips | 874 Sath Van Ness Ave      |
| 2. Kim Pierce     | 760 Valencia St.           |
| 3. Scott Williams | 3345 20th St               |
| 4. Liam Keily     | 3345 20th St               |
| 5. Joe Donohoe    | 3345 20th St SF, CA        |
| 6. Angelica Perez | 2335 Folsom St SF CA 94118 |
| 7. Leora Sharav   | —                          |
| 8. Michelle James | 2380 Folsom St             |

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Name:	Address:
1. <u>Camean Gessock Green</u>	<u>5210 Vicente St #2 SF, CA 94116</u>
2. <u>Krishu Dircle</u>	<u>2417 Folsom St SF CA 94110</u>
3. <u>Alex Carrington</u>	<u>2427 Folsom St SF CA 94110</u>
4. <u>Lesha Zieher</u>	<u>2427 Folsom St SF CA 94110</u>
5. <u>JONATHAN MCGRATH</u>	<u>2410 FOLSOM ST SF CA 94110</u>
6. <u>Ava Vu</u>	<u>2406 Folsom St, SF CA 94110</u>
7. <u>Vivek G</u>	<u>3359 20th St. SF CA 94110</u>
8. <u>Jason Zief</u>	<u>NOT</u>

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Name:

Address:

- |    |                       |                                   |
|----|-----------------------|-----------------------------------|
| 1. | <u>William M. Bar</u> | <u>619 Shotwell St #2</u>         |
| 2. | <u>John S. Folsom</u> | <u>619 Shotwell St #2</u>         |
| 3. | <u>Carol</u>          | <u>629 Shotwell St.</u>           |
| 4. | <u>[Signature]</u>    | <u>629 Shotwell St</u>            |
| 5. | <u>Mike Paulman</u>   | <u>559 A Shotwell</u>             |
| 6. | <u>Deborah Smith</u>  | <u>561-c Shotwell St #7 94110</u> |
| 7. | <u>Claudia Lehan</u>  | <u>90 Duncan St. #1 94110</u>     |
| 8. | <u>Dorjee Baro</u>    | <u>2450 Folsom Street 94110</u>   |



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Name:

Address:

- 901 So. VAN NESS
1. Froylan Arizaga 194110
  2. Anita Rivas 3379 20<sup>th</sup> ST SF CA 94110
  3. JOANNA KASSO 570 1/2 SHOTWELL ST, CA 94110
  4. Billy Serrano 528 Shotwell St Apt. 4 SF 94110
  5. Esperanza Palomares 528 Shotwell St. Apt. 4 SF 94110
  6. \_\_\_\_\_
  7. \_\_\_\_\_
  8. \_\_\_\_\_

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Name:	Address:
1. KAT MIRANDA	568 SHOTWELL STREET
2. KHOSROV MELKONYAN	568 SHOTWELL ST
3. Ellen McGy	573 Shotwell
4. Carlos Gonzalez	569A Shotwell
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____

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Name:

Address:

1. Sara Coe 619 Shotwell St. #1
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_



Received at CPC Hearing 12/21/17  
E. Jardines.

**CASE NO. 2017-006766CUA**

**2394 Folsom Street**

**Hearing Date: December 21, 2017**

Dear Planning Commission,

I live next to the proposed site of this new restaurant and brewery at Shotwell and 20th Streets. I am opposed to it. This project application shows a grave error in calculating the ratio of eating and drinking establishments and misrepresents the neighborhood appeal. Our neighborhood already has many restaurants and several bars and we do not need any more. We have a lot of street noise at night from people who come from out of the area and behave badly with yelling and violence. Already our pedestrian intersections (on route to schools) are often clogged by hired car services, as are the roadways. This behavior should be curtailed rather than encouraged. Introducing a new drinking establishment that seats 165+ people (which is way too big for our neighborhood) will encourage loud drunken behavior. On top of that, the brewery would smell really bad and will affect the air quality in my rent controlled apartment. What we do need is more food markets and day-time businesses since over the years the corner markets have been lost to high-end restaurants or salons. The Planning Commission should adhere to the Mission Area Plan and the Planning Code and reject this project.

The Project Plans/Eating & Drinking Concentration Survey submitted by the project sponsor contains a serious error on page A0.7. To meet the Planning Code standards, the survey should compare eating and drinking frontage to all commercial frontage in the 300' radius. The survey submitted does not do this. It compares existing eating and drinking establishments to *all* frontage, including residential, public school, and fire station buildings. I believe, based on my estimates of business frontage through observation, that if this survey is done properly, the existing eating and drinking frontage will exceed the 25% standard in the Planning Code, making this project out of the scope of the city plan.

The application states that the project brings needed services to the neighborhood, but how can this be when there already exists a bar or restaurant on most of the retail corners in the area? The restaurant layout in the application shows 165+ seats. That is a huge restaurant, not a neighborhood scale establishment, that will require hundreds of people coming from out of the area to the residential neighborhood each night. It is a misrepresentation to say that patrons will take the 12 Folsom (which stops service at 11:30 pm) or the 14 Mission to arrive. Some of the existing smaller-scale bars and restaurant patrons currently arrive by car services which block crosswalks and roadways, creating pedestrian hazard (one block from a high school) and traffic congestion. The addition of hundreds of new people in the area can only worsen this circumstance, and the applicant's assertion that patrons will arrive by public transit and will not affect traffic or parking in the area is not realistic.

# BETTER NEIGHBORHOODS, SAME NEIGHBORS

COMMUNITY SOLUTIONS TO STABILIZE OUR  
COMMUNITIES AND PREVENT DISPLACEMENT



Communities United for Health  
and Justice (CUHJ)

## 1. PREVENT EVICTIONS & DISPLACEMENT IN OUR NEIGHBORHOODS



from 2014-2016  
not including 2017 numbers,  
and unreported incidents



### VULNERABLE SMALL BUSINESSES

e.g. The Salad Place and Pacita's  
Bakery's 220% rent increase  
imposed by new landlord

### WHAT WE NEED:



Planning Department to enact  
protective policies to  
prevent displacement and keep  
working families in our  
neighborhood.



Investigate speculators that are  
turning big profits by flipping  
properties.



Planning Department to create  
and/or enact protective policies to  
prevent displacement of mom &  
pop shops.



For the 648 evictions in our  
community, build 648  
affordable homes to bring  
displaced folks back home



Right of Return: ensure 100% of  
affordable housing units have  
preference for current or former  
94112 residents

## 2. GENUINELY EQUITABLE DEVELOPMENT



More and more parcels of land in the Excelsior are being sold to private developers to build market-rate housing and high-end retail. Some examples are 5050 Mission St at Seneca, 4550 Mission St (One \$ Only Store), 65 Ocean Ave (former Little Bear School), and 4950 Mission St (Safeway).

### WHAT WE NEED:



Development that  
prioritizes community  
needs over private profit.



Mayor's Office of Housing to  
acquire and create affordable  
housing on sites, ie. 4550  
Mission, 5060 Mission, or 65 Ocean



Planning Department to rezone  
sites to prioritize 100% affordable  
housing, community-serving uses  
and vibrant public spaces

## 3. ZONING FOR COMMUNITY NEEDS

There's a large imbalance between  
market-rate and affordable housing  
units slated for our neighborhood:

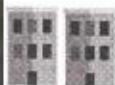
538

LUXURY  
HOUSING



357

AFFORDABLE  
HOUSING



### WHAT WE NEED:

1:1 ratio of affordable to  
market-rate housing, which  
achieves the 50% goal  
outlined in Proposition K  
that voters passed in 2014



Zoning that will lessen  
negative impacts on  
vulnerable communities, and  
allow for protection of diverse  
residents and rich cultural  
heritage of our neighborhood



12/21/17

R. Turner

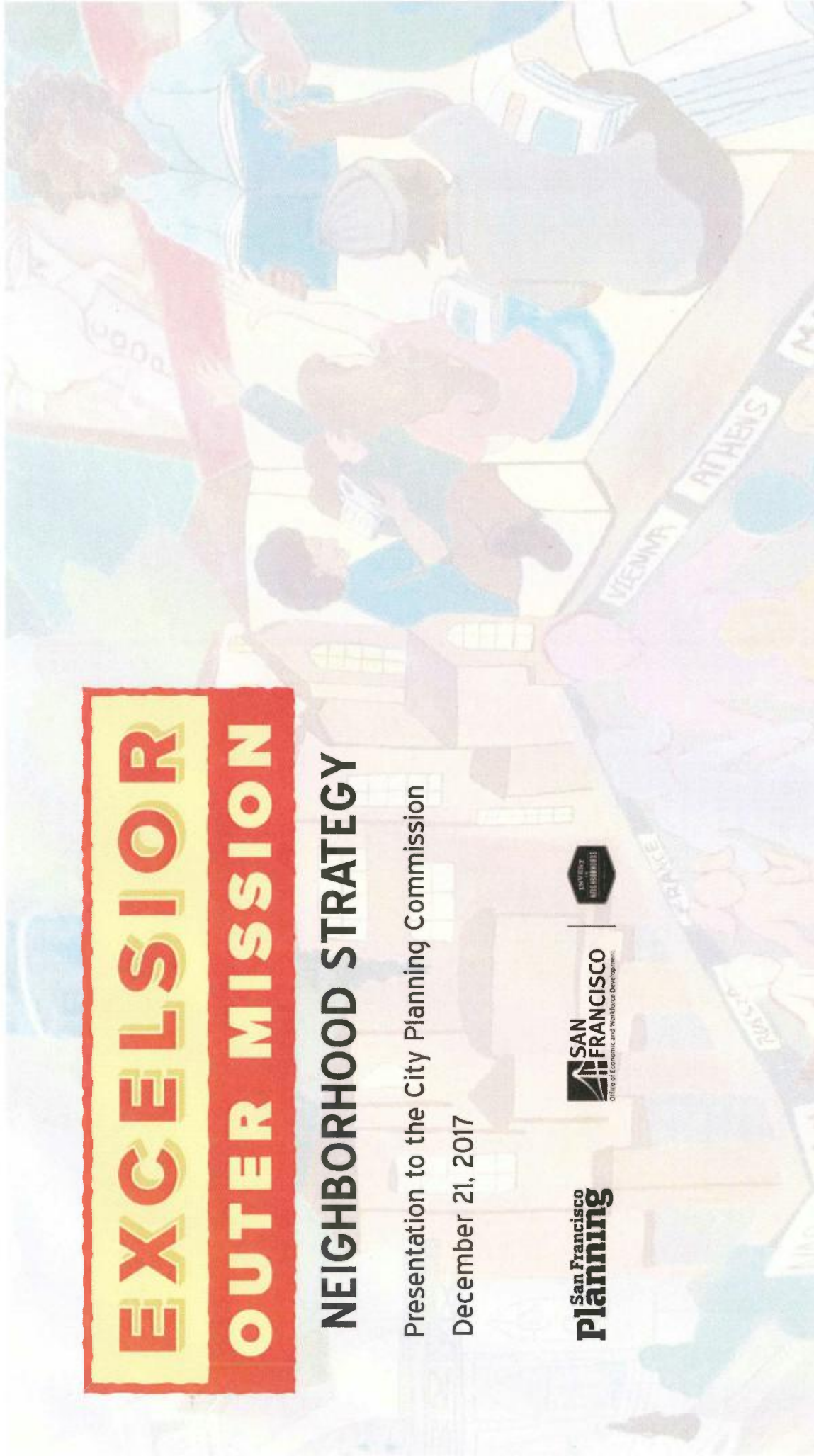
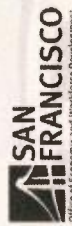
# EXCELSIOR OUTER MISSION

## NEIGHBORHOOD STRATEGY

Presentation to the City Planning Commission

December 21, 2017

San Francisco  
**Planning**





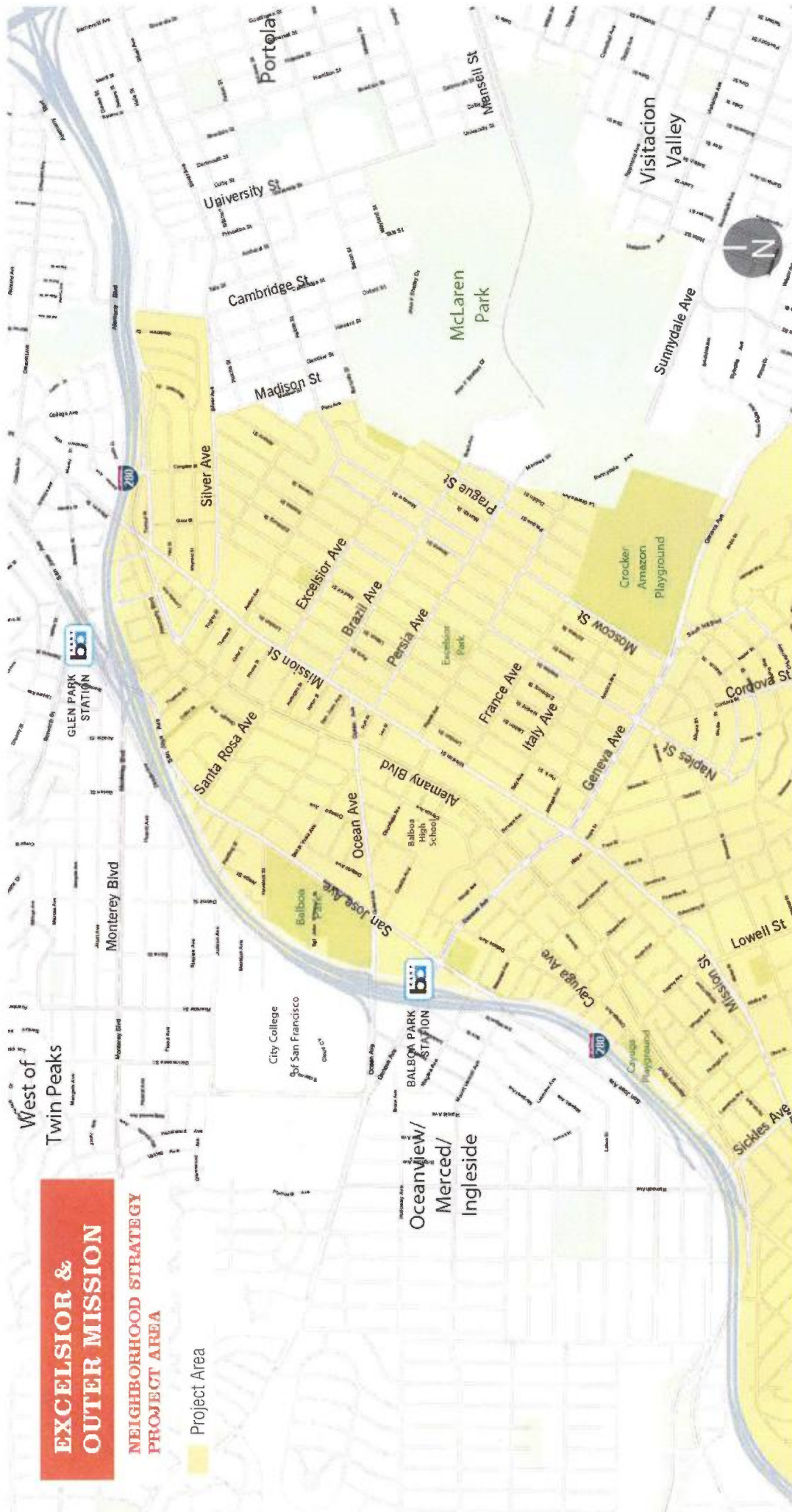
## PRESENTATION OVERVIEW

- 1 Neighborhood Profile
- 2 Neighborhood Strategy Process
- 3 Next Steps

# EXCELSIOR & OUTER MISSION

## NEIGHBORHOOD STRATEGY PROJECT AREA

Project Area



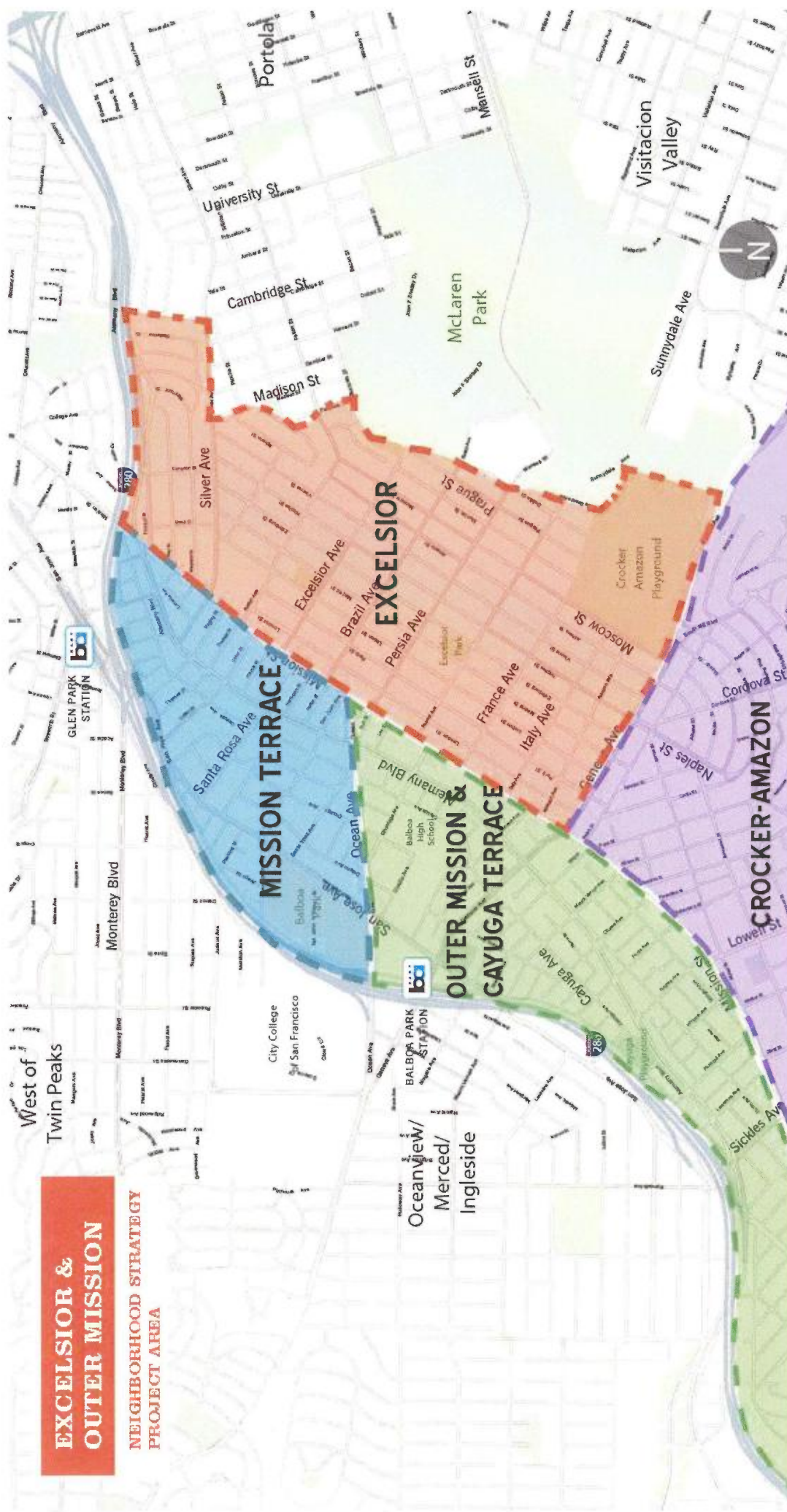
# EXCELSIOR & OUTER MISSION

NEIGHBORHOOD STRATEGY  
PROJECT AREA

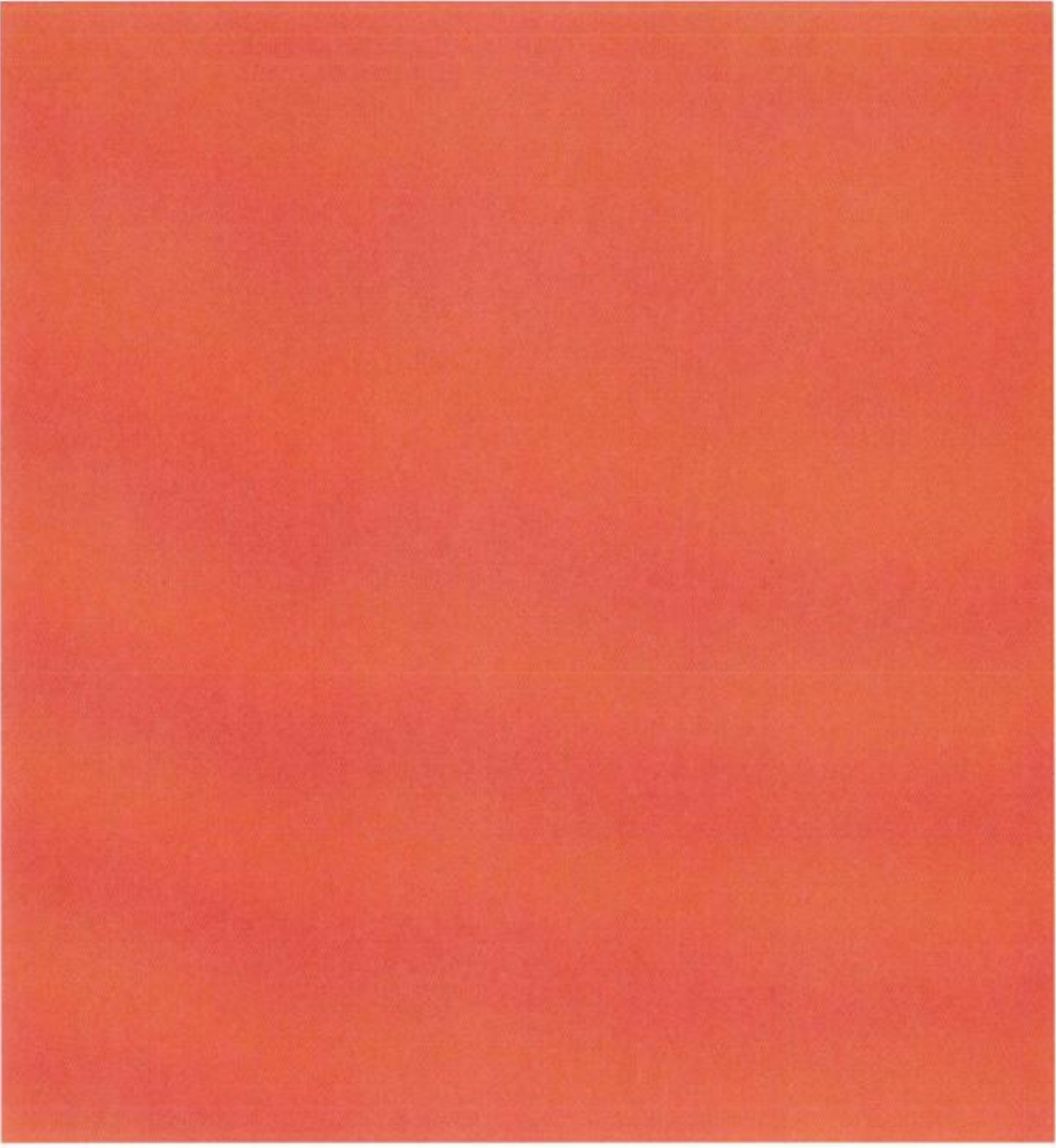




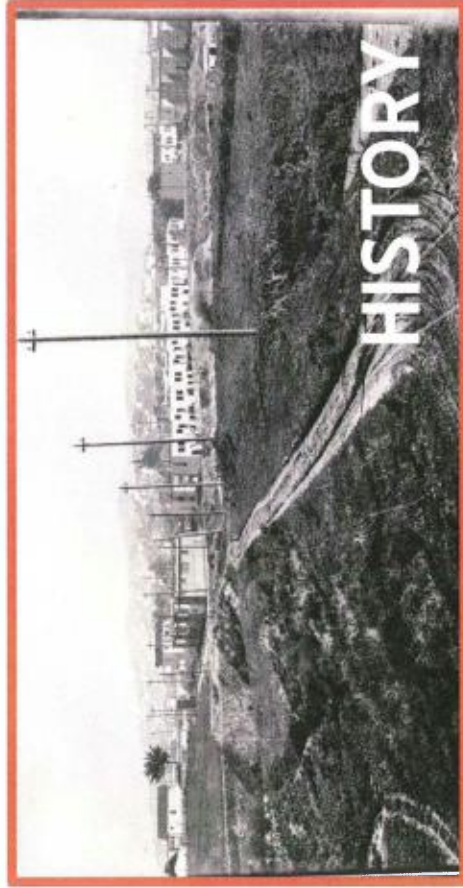
**EXCELSIOR &  
OUTER MISSION  
NEIGHBORHOOD STRATEGY  
PROJECT AREA**



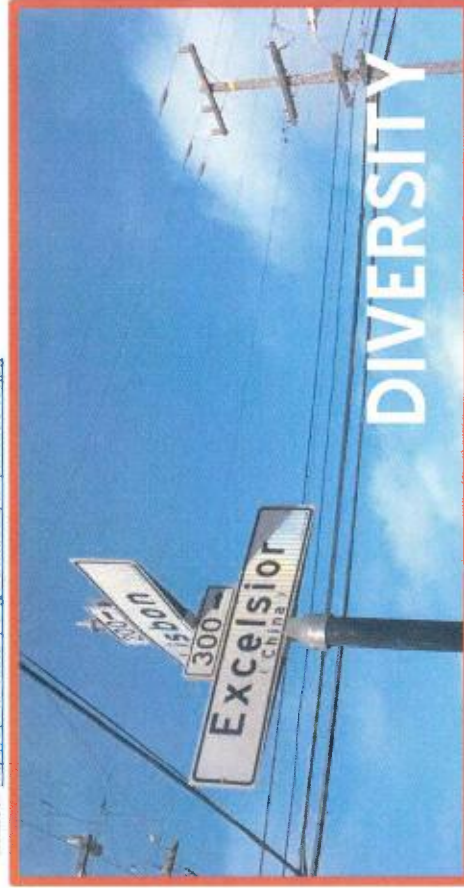
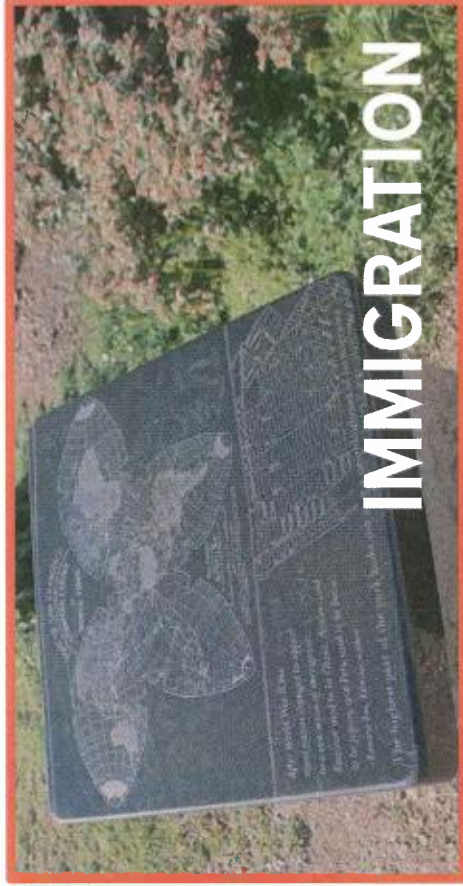
# NEIGHBORHOOD PROFILE







Source: <http://openstaxhistory.org/Download/wmp36.03340.jpg>





# DEMOGRAPHIC PROFILE

## POPULATION

**63,620**

vs 840,770 citywide

## FOREIGN BORN

**52.9%**

vs 35% citywide

## HOUSEHOLDS

**17,610**

vs 353,290 citywide

## AVERAGE HOUSEHOLD SIZE

**3.6**

vs 2.3 citywide

## FAMILY HOUSEHOLDS

**13,400**

## AVERAGE FAMILY HOUSEHOLD SIZE

**4.2**

vs 3.3 citywide

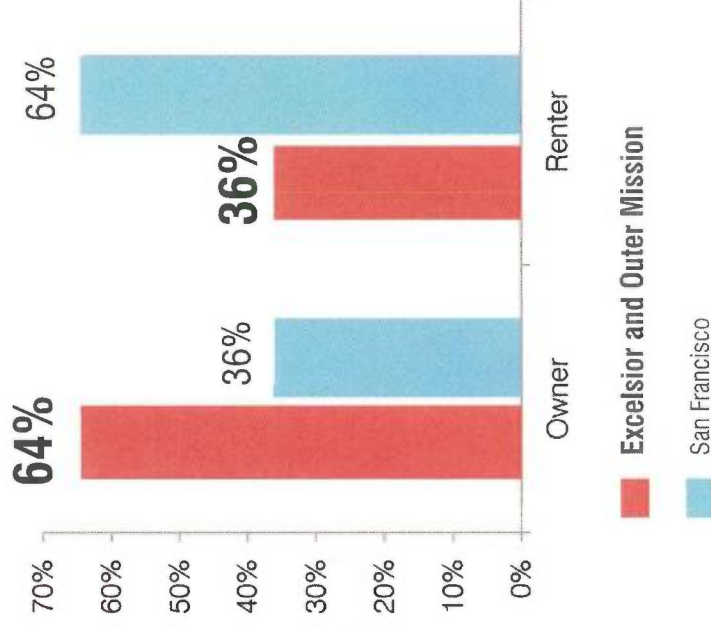
**76.1%**

**of neighborhood households**

vs 65% citywide

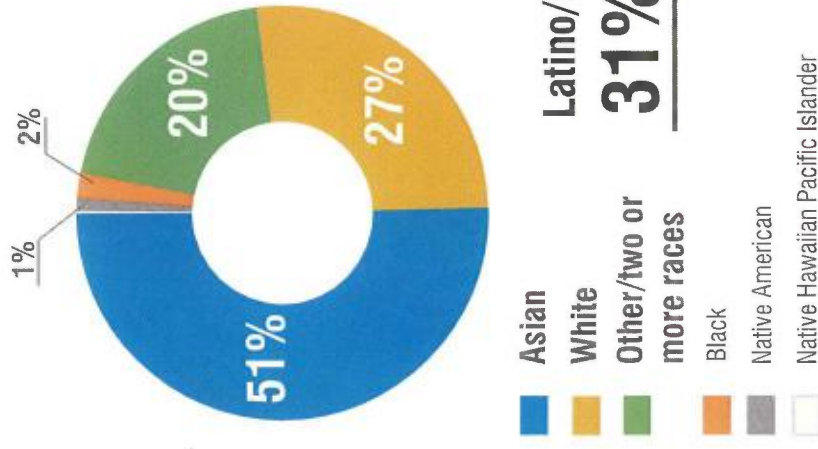
## OWNERS

Tenure by Household

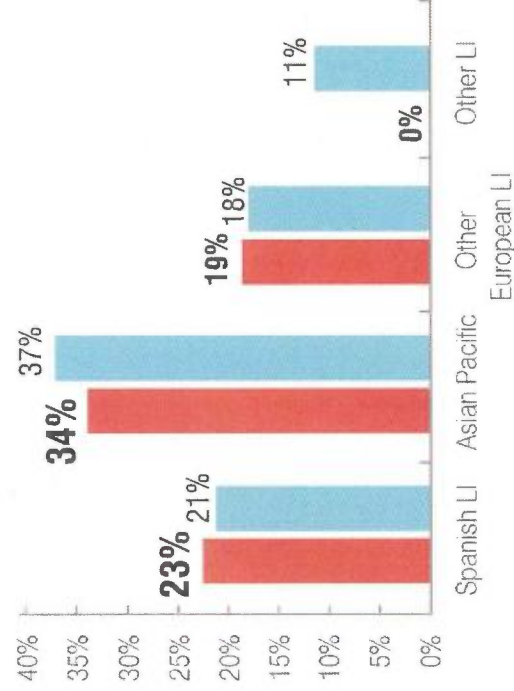


# DEMOGRAPHIC PROFILE

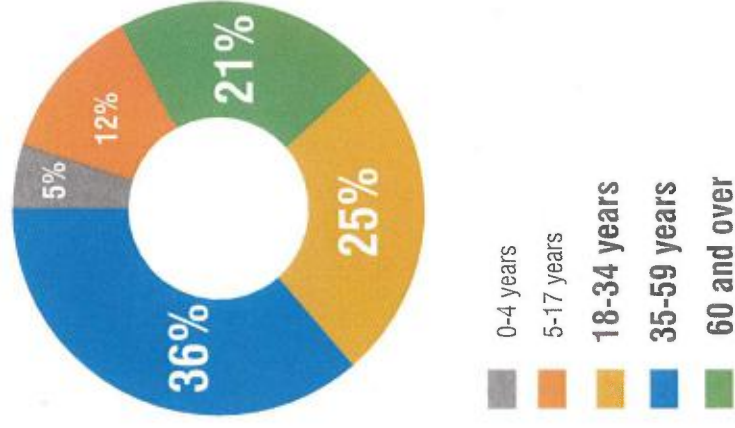
## RACE & ETHNICITY



## LINGUISTIC ISOLATION (LI)



## AGES



# DEMOGRAPHIC PROFILE

## MEDIAN HOUSEHOLD INCOME

**\$70,610**

vs \$81,950 citywide

## MEDIAN FAMILY INCOME

**\$73,320**

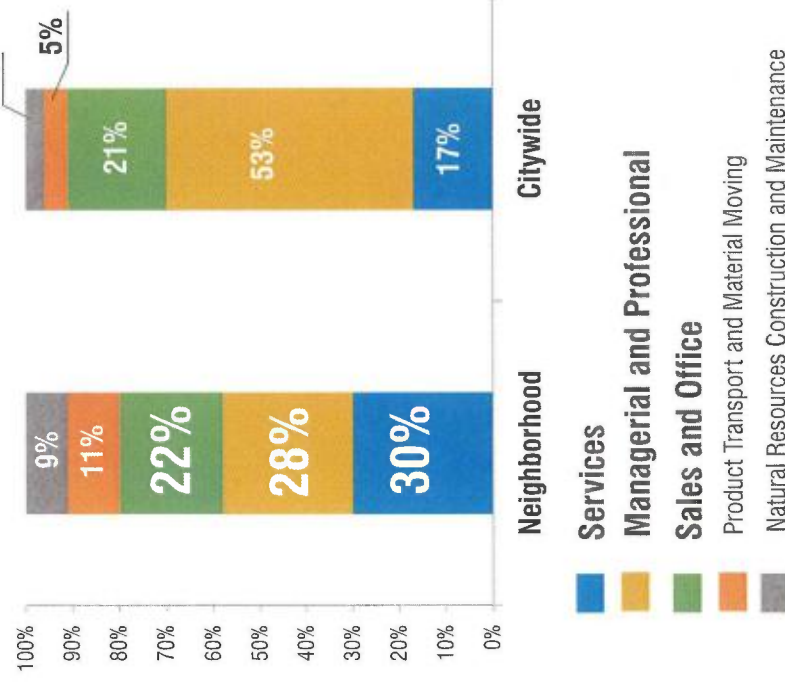
vs \$96,730 citywide

## UNEMPLOYMENT RATE

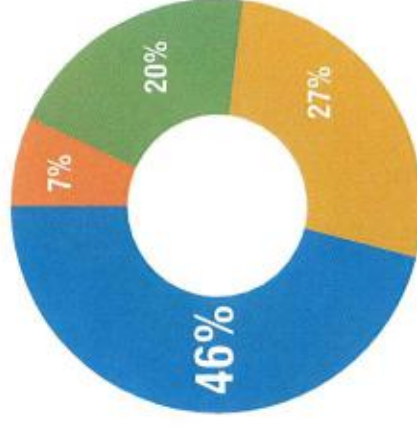
**9%**

vs 7% citywide

## JOB SECTORS EMPLOYING NEIGHBORHOOD RESIDENTS



## EDUCATION





# TRANSIT

- Muni bus line
- Muni train line
- High Injury Network

- Vision Zero Pedestrian Fatalities (2014-2017)
- Vision Zero Bike Fatalities (2014-2017)

## MUNI Bus Routes

	Regular	Rapid
North-South	14, 49, 52	14R, 14X, 88 BART Shuttle
East-West	43, 91 OWL, 54, 29, 44	8BX

West of Twin Peaks

Glen Park Station

8,300 riders/day

Balboa Park Station

18,000 riders/day

Geneva & Mission

Boardings	Alightings
7,313	7,087

Source: San Francisco Municipal Transportation Agency

Oceanview/ Merced/ Ingleside

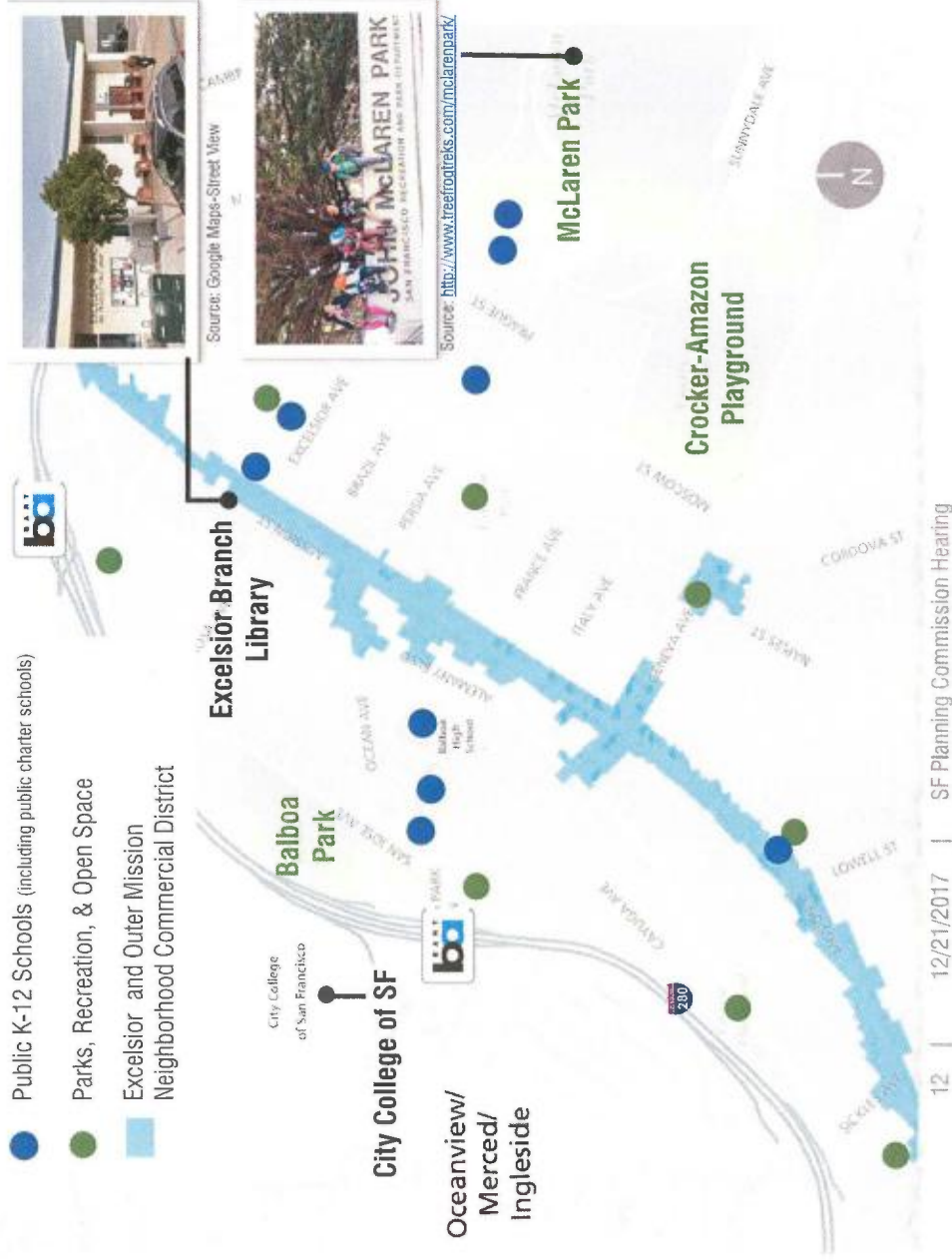
Visitation Valley

# PUBLIC & CIVIC INSTITUTIONS

Public K-12 Schools (including public charter schools)

Parks, Recreation, & Open Space

Excelsior and Outer Mission Neighborhood Commercial District



Parks & Open Space



Persia Triangle: Heart of the Neighborhood

Public Art



Excelsior Mural

Senior Services



Crocker-Amazon Senior Housing

12 Public,  
Private, &  
Charter Schools

5+ Health &  
Wellness Centers

Over 398 acres  
of park land &  
recreation assets  
over 10 sites

15+ religious  
institutions

2 childcare centers  
on Mission St.

# HOUSING

- Market-Rate Projects in the Pipeline
- 100% Affordable Housing
- Jewish Home of San Francisco
- Excelsior and Outer Mission Neighborhood Commercial District

## PROJECTS IN THE PIPELINE < 10 Units

TOTAL	Market rate	Affordable
908	509	399

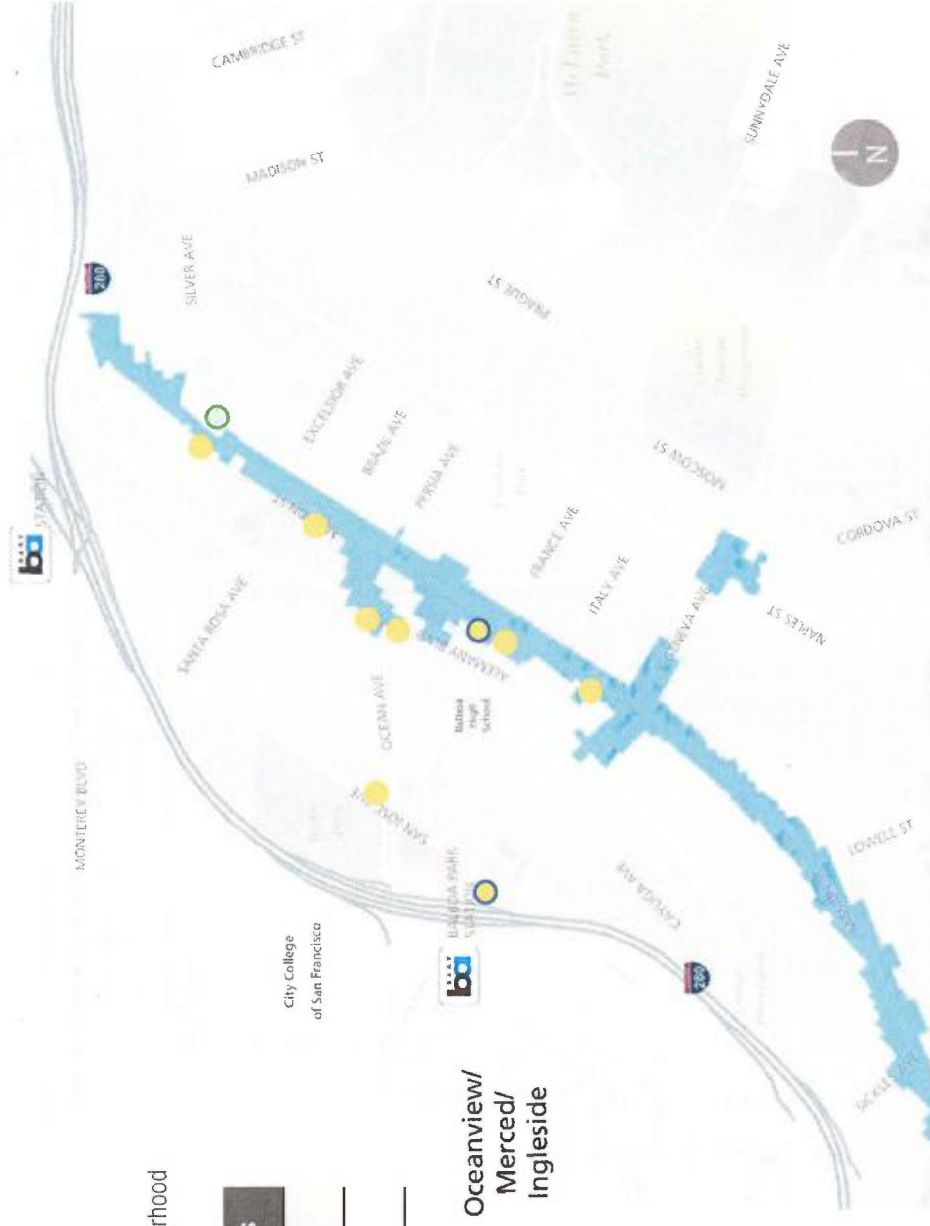
18,270

HOUSING UNITS  
in Excelsior & Outer Mission  
vs. 383,680 citywide

82.3%

SINGLE FAMILY HOUSING  
vs. 31.9% citywide

Source: US Census American Community  
Survey 2011-2015



Oceanview/  
Merced/  
Ingleside



# HOUSING STOCK & HOUSING COSTS

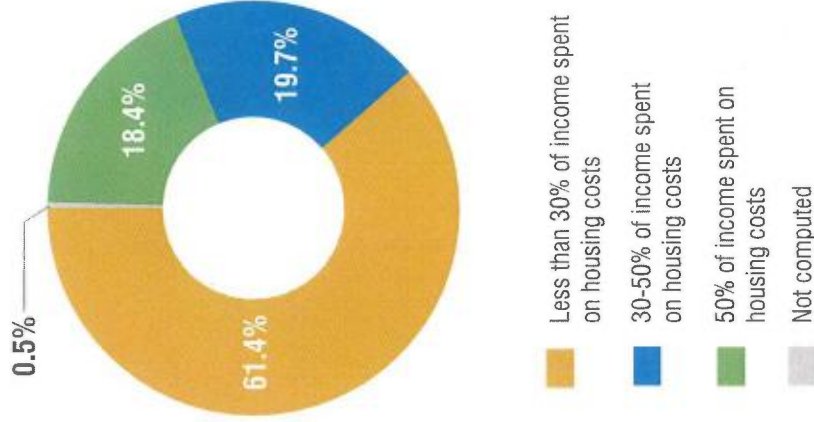
MEDIAN LIST PRICES AND RENT OF SINGLE FAMILY PROPERTIES			
	Median Home Value	Median Rent	
Zip Code 94112	\$917,500	\$3,816	
San Francisco	\$1,194,300	\$4,285	

Source: Zillow Home Value Index Summary, Zillow Rental Index Summary (July 2017)

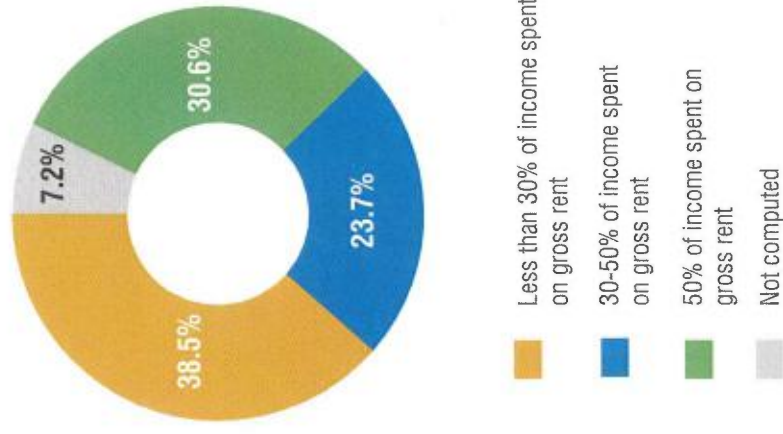
AFFORDABLE RENTAL & SALES PRICES FOR A 4 – PERSON HOUSEHOLD*			
	Sales Price	Rent	
Very Low-Income (up to 50% of Area Median Income)	\$147,000	\$1,300	
Low-Income (up to 80% of Area Median Income)	\$260,000	\$2,000	
Moderate-Income (up to 120% of Area Median Income)	\$432,000	\$3,000	
Middle-Income (up to 140% of Area Median Income)	\$519,000	\$3,500	

\*Assumes a 3-bedroom unit.  
Source: Mayor's Office of Housing and Community Development, San Francisco, 2015

Owner Housing Cost Burden



Rent Burden



# NEIGHBORHOOD COMMERCIAL DISTRICT

**Variety of Goods & Services Contributing towards a "20 Minute Neighborhood"**

**Fresh Produce, Grocery Stores & Ethnic Markets**

**Global Cuisine—**  
over 70 eating & drinking places



**Essentials:** Post Office, Pharmacies, Hardware, Urgent Care, Laundry, Cleaners

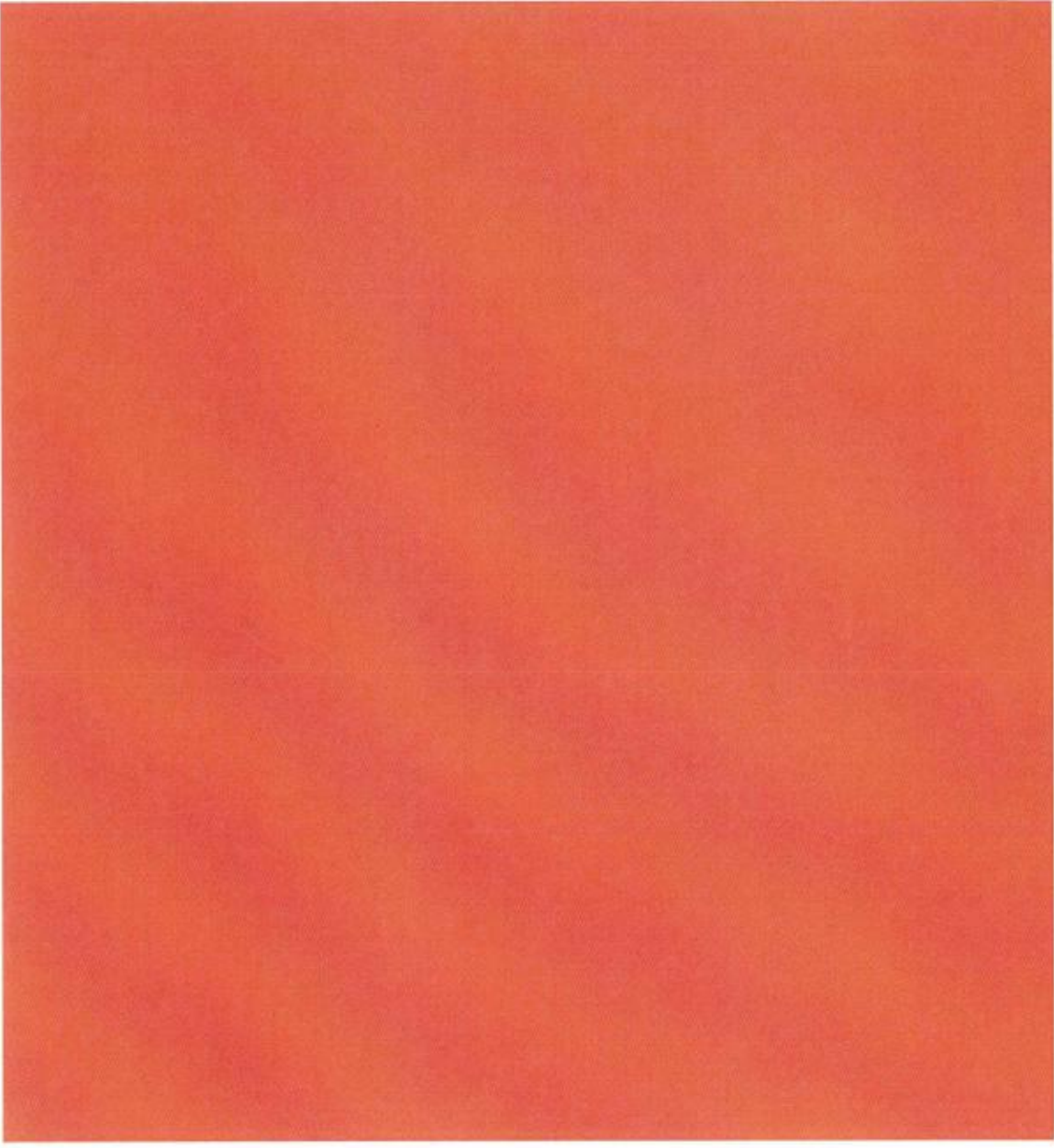
**7 + Financial Institutions –**  
Credit Unions, Local & National Banks

High Numbers of Salons, Auto Repair, Optometrists, Dentists.

**Challenged** by vacancy and retail mix.



# NEIGHBORHOOD STRATEGY PROCESS

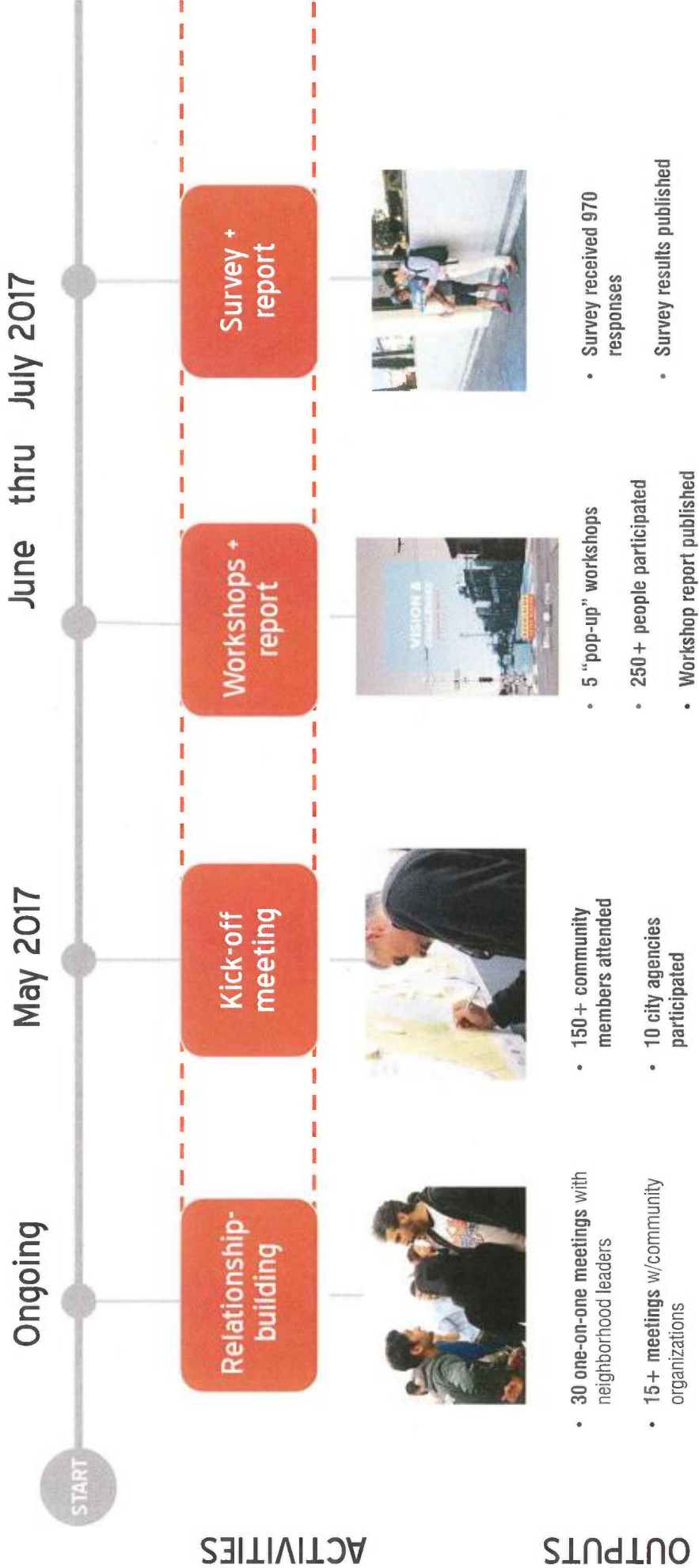




## WHAT IS A NEIGHBORHOOD STRATEGY?



# TIMELINE



ACTIVITIES

OUTPUTS

# TIMELINE

Aug. 2017

Aug. 2017-present

Early 2018

Early 2018

## ACTIVITIES

Existing conditions report

Working Group

Focus group (forthcoming)

Publish Neighborhood Strategy - Phase 1



The draft provided an overview of the project area.

- 31 neighborhood stakeholders
- 21 meetings to date
- Subgroups:
  - (1) Land Use & Housing
  - (2) Mobility
  - (3) Public Realm
  - (4) Businesses & Service Providers



## WORKING GROUP



- **Purpose:** The Working Group will establish goals for the future of the neighborhood; identify, prioritize, and reach consensus on the strategies that can realize those goals.
- **Why Establish a Working Group:**
  - Build Relationships through Consistent Attendance
  - Promote Team Work & Compromise
  - Encourage New & Diverse Voices:
    - Homeowners & Tenants, Shop owners, Property Owners, Seniors & Young People, Seasoned Advocates & New Neighbors- and more!
- **Work To Date:**
  - Over 60 people applied; 31 selected
  - Held 21 meetings, tours, & walks since July 2017
  - Open to and Encourage Participation of All Members of Public

## JASON | Bike & Safe Routes Advocate

Father, husband, renter, living in current house since January 2013, resident of Outer Mission, wife grew up in the neighborhood.



"...I'm taking away...a better understanding of our planning process, learning about different perspectives of group members and a better understanding of my neighborhood."

## KATIE | Public Realm and Transit Advocate

Homeowner, born and raised in the Excelsior, retired from the Environmental Protection Agency, 60 years old.



"I am retired now, and I want to make a positive contribution somehow; it's cool to have this opportunity to brainstorm and guide the future of the neighborhood."



## ULYSSES | AKA "The Excelsior Guy"

Homeowner, lives with his mother and 2 sisters, SFPD Academy, resident of Mission Terrace near Balboa Park Station, 25 years old.



"We need to create a plan...for the neighborhood. We are going to have lots of new and longtime residents. I am passionate about connecting these people—especially youth."

## SUSAN | Safety and Community Engagement Advocate

Mother, wife, homeowner since October 2013, bi-racial household, resident of the Outer Mission



"I was motivated to join the working group to improve the safety and quality of life issues in hopes to see the neighborhood become a place where I can envision my daughter growing up in."



# WORKING GROUP

## COMMUNITY MEMBERS

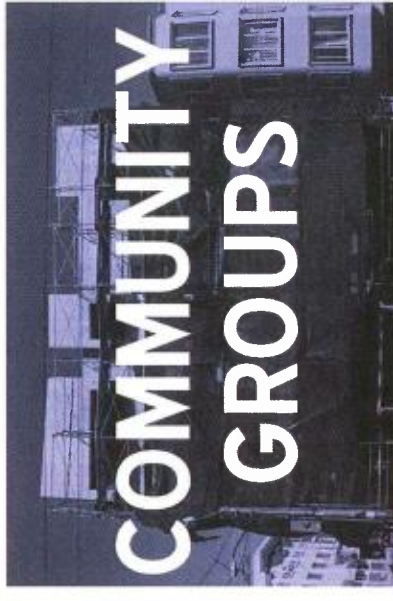
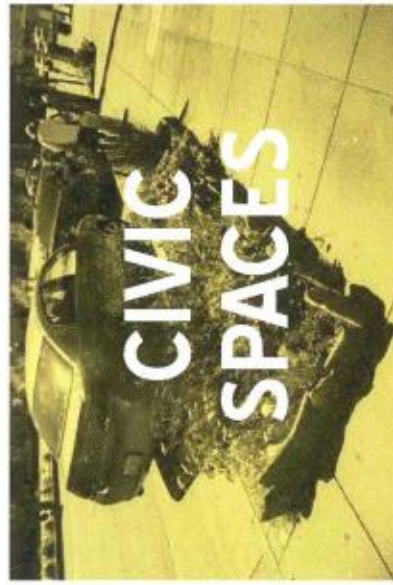
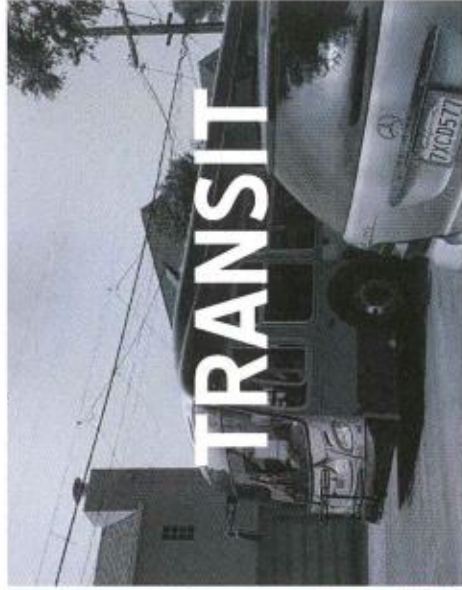
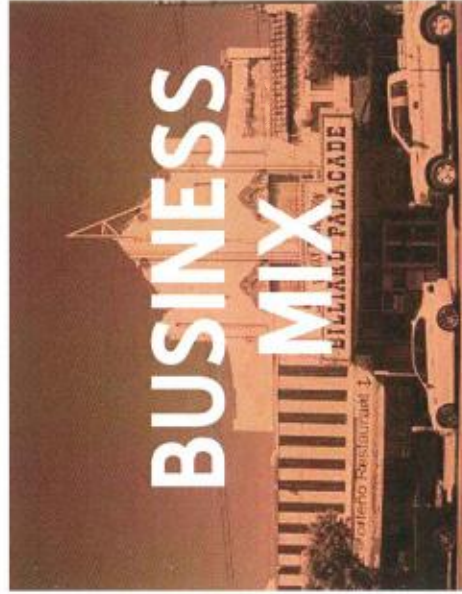
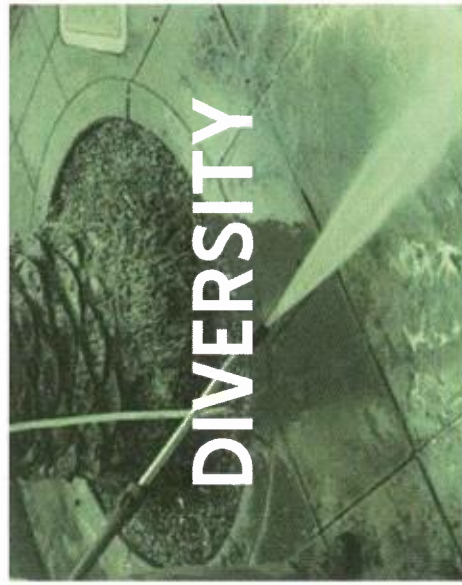
Aaron Goodman	Kabir Seth
Adhi Nagraj	Katherine Taylor
Alan Leung	Lea Sabado
Anton Jaber	Lisa Hartmayer
Allyson Ritger	Marco Montenegro
Barbara Fugate	Maribel Ramirez
Charlie Sciammas	Mel Flores
Chuck Kong Sui	Nevada Lane
Danielle Bennett	Rena Macapagal
David Hooper	Roberto Guerrero
David Latterman	Sean Ingram & Andrea Ferruci
Delia Fitzpatrick	Simonne Joseph Moreno
Estela Garcia	Summer Koide
Faye Lacanilao	Susan Lam
Jason Serafino-Agar	Ulysses Rivas Canjura
Jeff Rocca	

## CITY STAFF

Jorge Rivas, OEWD	Nick Smith, MTA
Sharon Carrins, Public Works	James Pappas, Planning
Kelli Rudnik, Public Works	Seung Yen Hong, Planning
Cindy Heaves, MOHCD	Ru'a Al-Abweh, Planning
Matt Lasky, MTA	Aaron Yen, Planning
Kim Walton, MTA	

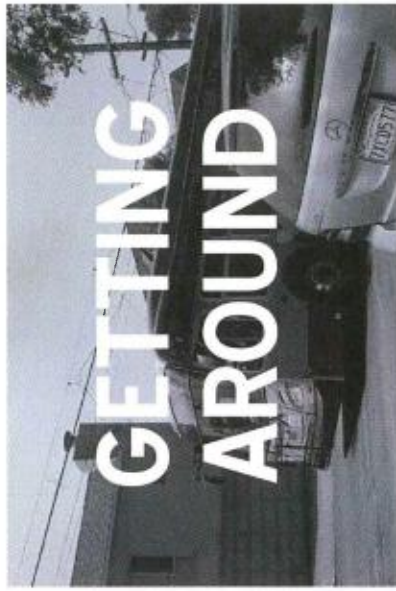
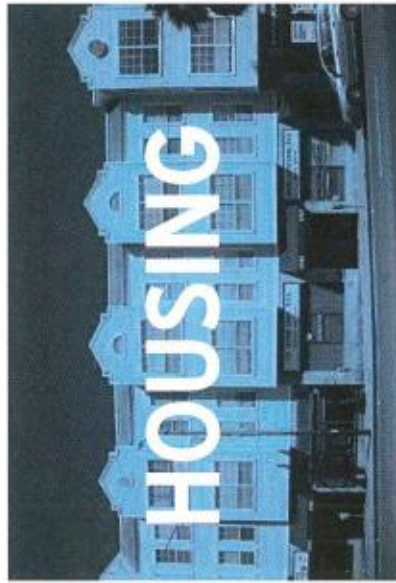
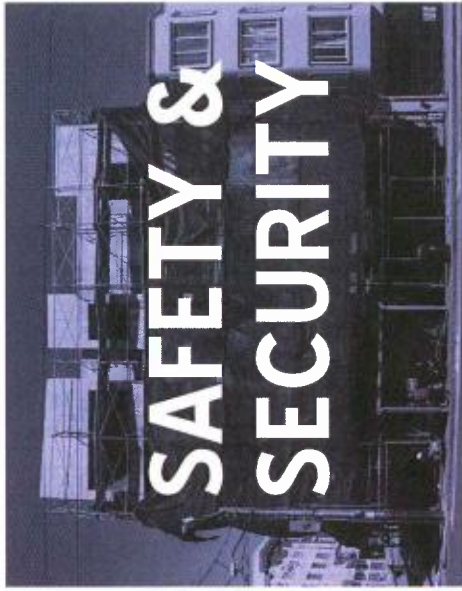
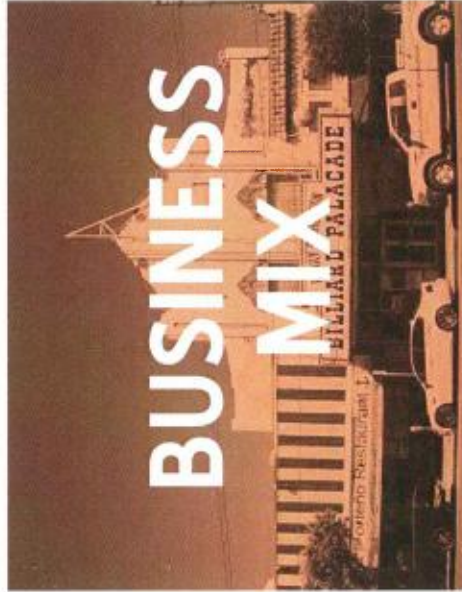
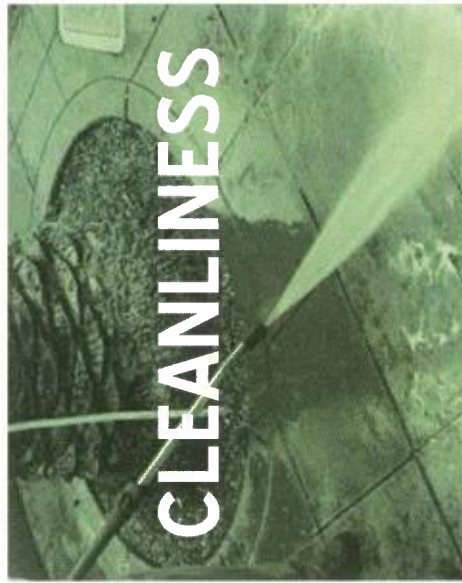


## ASSETS





WHAT WOULD BEST IMPROVE YOUR EXPERIENCE OF MISSION? OF GENEVA?

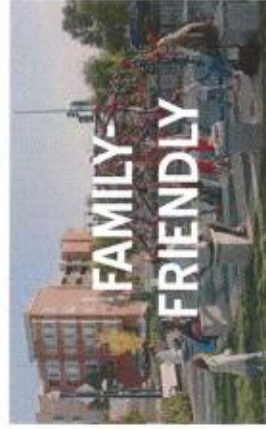
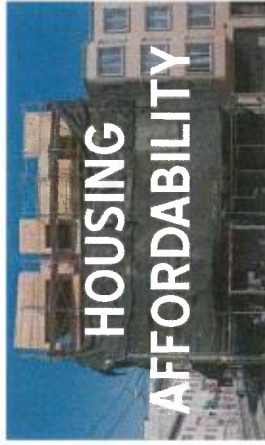




EMERGING NEIGHBORHOOD ASPIRATION:

“ As our neighborhood changes, we support,  
sustain, and enhance what makes our  
neighborhood special:  
our families,  
economic and ethnic diversity,  
small businesses, &  
local gems. ”

# LAND USE & HOUSING



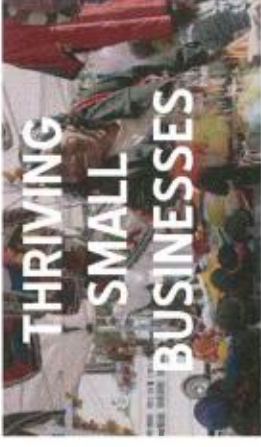
# PUBLIC REALM



# MOBILITY

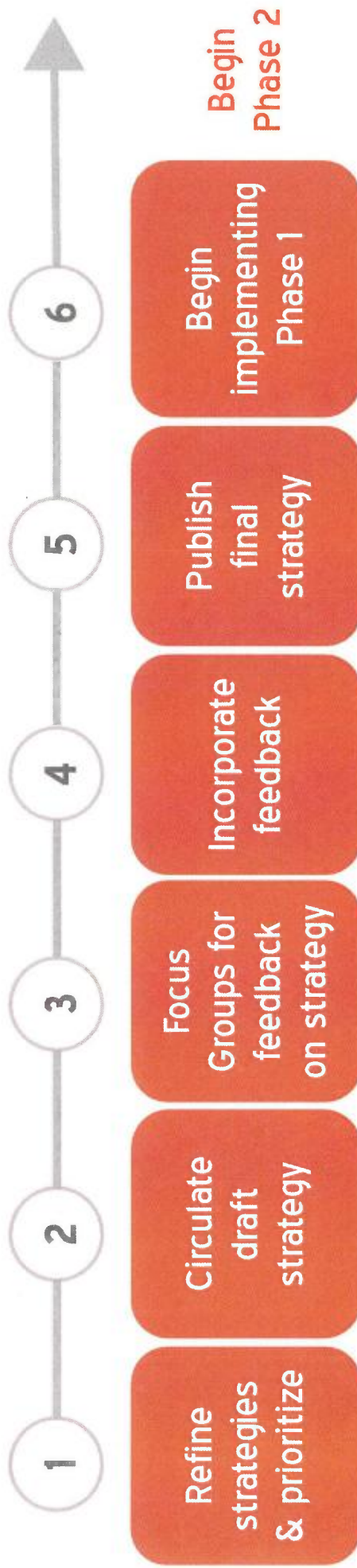


# BUSINESS SUPPORT

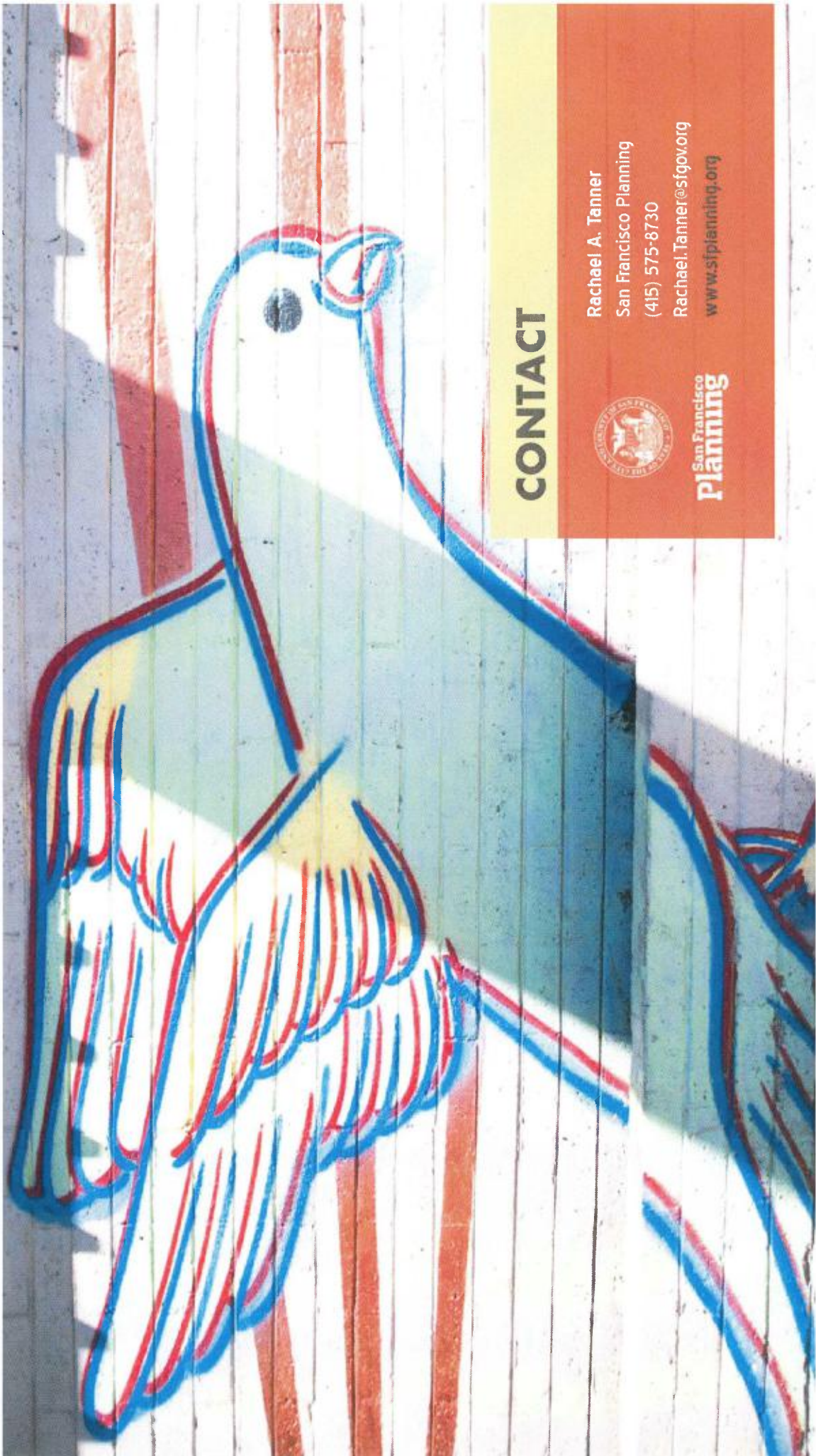




**NEXT STEPS  
NOW THROUGH FEBRUARY 2018**







## CONTACT

Rachael A. Tanner  
San Francisco Planning  
(415) 575-8730  
Rachael.Tanner@sfgov.org  
[www.sfplanning.org](http://www.sfplanning.org)



San Francisco  
**Planning**

Hello,

My name is Mel Flores. I am here representing myself as a member of the Excelsior and Outer Mission Working Group. I am, however, also active within my community, and would like to mention that I serve as the President of the Excelsior District Improvement Association, as well as on the board of the Excelsior Action Group, where I serve as the Vice Chair.

I would like to say that I have concerns about the progress of this project, specifically around the purpose, function, and conclusions of the Working Group. I would also like to say that I have heard these same concerns expressed by many other members of the Working Group, as well as other community members that I have spoken to.

I have been in attendance at many meetings, including the Full Working Group meetings and smaller meetings of the various sub groups, Land Use and Housing, Public Realm, Mobility, and Business.

I have felt uneasy about this process for some time now. Especially, after a meeting with the Sub-group liaisons, of which I am one; during this meeting we were presented a document that outlined the strategies that the Sub-groups had agreed on for us to review.

The reality though was that none of the sub-groups had vetted, voted on or agreed upon these supposed "strategies." When this was brought up at this meeting, there seemed to be defensiveness about the methodology of arriving at these strategies.

When a new idea was presented at this meeting, by me, regarding parking, I was told, as a city worker, I cannot record that suggestion, because I know it won't be approved. Another person there pushed back and only then was my suggestion recorded.

Here is a sampling of responses that I have heard about the Working Group process:

- The CBD, housing density and building height are being pushed down our throats (Community member)
- These strategies seem like they were pre-selected by Planning (Public Realm)
- Our group is not ready to propose strategies since all we've done at our sub-group meetings is complain (Business Sub-group)
- We haven't reached consensus in our group and don't understand how consensus is being reached (Housing Sub-group)
- We haven't discussed transit and didn't know there were SFMTA projects underway on Mission Street already (Mobility)
- This seems like a waste of time (many members)
- Only the voices of a few working group members are being heard
- I don't understand where this is going (many members)



**In summary, my assessment of this process is:**

- Working Group members were not given a real platform to articulate, workshop, and take ownership of their ideas in their given sub-groups
- The consensus-building processes have been scattered, ineffective, and poorly executed
- The project does not account for existing conditions and pressures occurring in our neighborhood. Namely: SFMTA projects, new developments, and stress on our current infrastructure.
- Some Working group members, during meetings, have not been treated respectfully, thereby limiting their comfort in expressing their thoughts

**While I whole heartedly support Supervisor Safai's desire to have a guiding document to follow in regards to growth and improvements within our neighborhood, given the circumstances, I find it hard to whole heartedly endorse this process.**

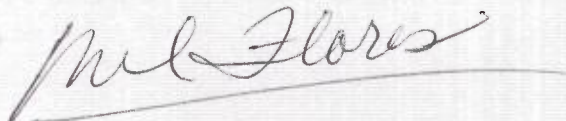
**I would like to request that the process be slowed down and made more representative and reflective of the community needs. I would also like to request a more thorough and careful Area Plan for our neighborhood. I believe that this current process does not adequately reflect the values we have fostered within our community.**

**Thank you for your time.**

**Best regards,**

**Mel Flores  
Member**

**Excelsior and Outer Mission Working Group**

A handwritten signature in dark ink, appearing to read "Mel Flores", with a long horizontal flourish extending to the right.