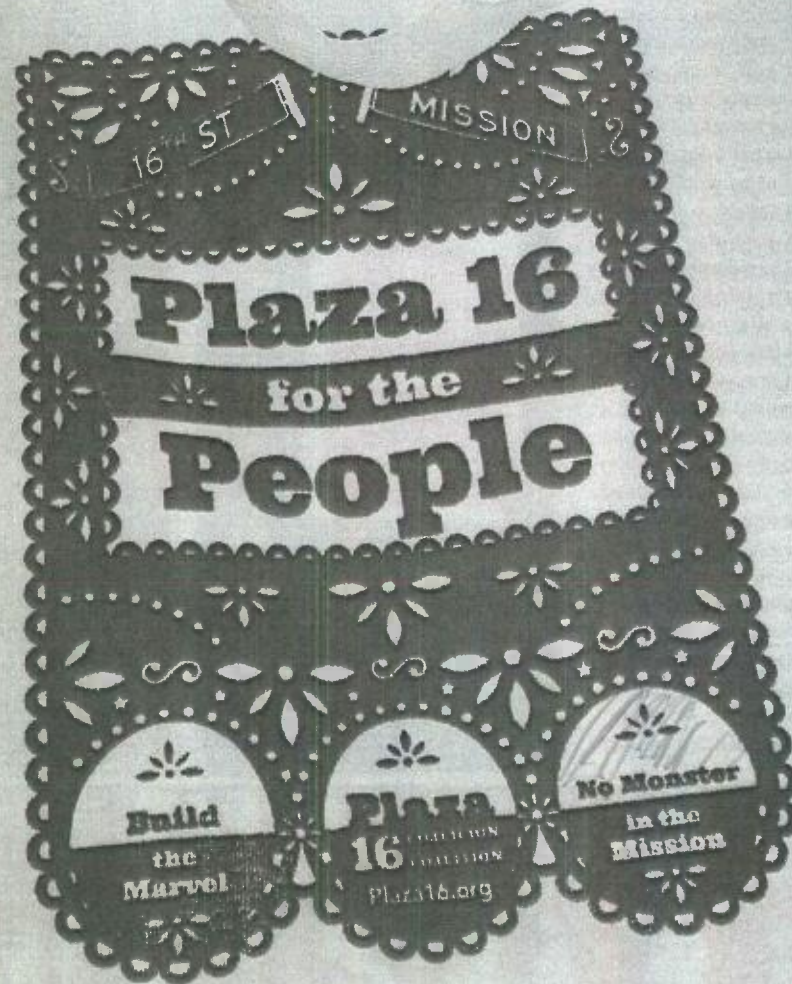


Received at CPC Hearing 2/7/19
R. Suarez



Plaza 16

COALICIÓN
COALITION



**Deeply affordable
housing for the
Mission District.**

**Not more
Luxury towers.**



18MillionRising.org • Abalone Alliance Clearinghouse • Alliance for a Better District Six • ACCE (Alliance of Californians for Community Empowerment) • Barrios Unidos • California Coalition for Women Prisoners • Calle 24 Arts Consortium (Mission Cultural Center for Latino Arts, BRAVA! for Women in the Arts, Precita Eyes Muralists, Accion Latina, and Galeria de la Raza) • CARECEN • Calle 24 Latino Cultural District • Calle 24 Merchants (La Victoria, L's Cafe, El Nuevo Fruitlandia, Sunrise Cafe, Praxis, Explorist International, Mission Skates, Modern Times, Alley Cat Books, Luara's Beauty Salon, Dju Jewelry, Mixcoatl, Linda Wilson Photo Archivist, El Tecolote, Laura Campos Muralist, Linda Beenau, Wonderdog Rescue, Dog Eared Books) • Carnaval Mural Restoration Committee • Casa Sanchez • Causa Justa :: Just Cause • Center for Political Education • The Chocolate Project • Encatada Gallery • Central City Democrats • Coalition on Homelessness • Coleman Advocates for Youth and Children • CODEPINK SF • Chile Lindo • Círculo de Vida • Clarion Alley Mural Project • Cultural Action Network • Dolores Street Community Services • District Eight Democrats • ENUF • Eviction Free San Francisco • Eviction Mapping Project • Harvey Milk LGBT Democratic Club • Global Exchange • Historic Liberty Hill Street Neighbors • HOMEY (Homies Organizing the Mission to Empower Youth) • Housing Rights Committee of San Francisco • Instituto Familiar de La Raza • Idriss Stelley Foundation • Ingelsia Catolica Angelica Latino American • International Indian Treaty Council SF Office • Jade Lotus Midwifery • Jobs with Justice • Jon Gollinger (No Wall on the Waterfront) • La Colectiva • Latin Business Network and Community • Latin Zone Productions • LMNOP Neighborhood Association • Madres Unidas por California • MeChXa de CCSF (Movimiento Estudiantil Chican@ de Aztlan CCSF) • MEDA (Mission Economic Development Agency) • Mission Girls • Mission Films • Mission Neighborhood Centers • Mission Neighborhood Resource Center • Mission Small Business Association • National Union of Healthcare Workers (NUHW) • Nine Dream • Occupy Forum • Our Mission NO Eviction • PODER • Potrero Hill Democratic Club • Precita Center • Prisoners with Children • Progressive Women Rising • Puerto Alegre • Redstone Labor Temple Association • Richmond District Democratic Club • Ruckus Society • San Francisco Food Not Bombs • San Francisco for Democracy • San Francisco Green Party • San Francisco Latino Democratic Club • The San Francisco Latino Steering Committee • San Francisco Lowrider Council • San Francisco Organizing Project (SFOP) • San Francisco Print Collective • San Francisco Rising • San Francisco Tenants Union • SEIU Local 1021 • SEIU USWW • San Francisco Tomorrow • Sierra Club • Shaping San Francisco • senseofplace LAB • Station 40 • Susana y su Orquesta Adelante • Teatro Homies • Techies Against Displacement • Tenant Association Coalition • Turning Heads Project & Sweet Dreams • United Educators of San Francisco • Urban Habitat • Urban Music Presents • Valencia Corridor Merchants Association • Victory Outreach • Western Regional Advocacy Project • The Women's Building of San Francisco



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Deeply affordable housing for the Mission.
Not more luxury towers. www.Plaza16.org





Deeply affordable housing for the Mission.
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The Housing Crisis by the numbers

sources: San Francisco Planning Department, Federal Reserve Board, Mission Economic Development Agency, UCB Urban Displacement Project



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Table 1. Hispanic Population in the Mission

YEAR	HISPANIC POPULATION	PERCENTAGE
2000	30,145	50%
2001	29,478	49%
2002	28,811	48%
2003	28,144	47%
2004	27,477	47%
2005	26,810	46%
2006	26,143	45%
2007	25,476	44%
2008	24,809	43%
2009	24,066	41%
2010	23,475	41%
2011	21,043	38%
2012	21,623	39%
2013	21,893	38%
2014	22,058	39%
2015	22,707	39%
2016	22,694	39%

Since the year
2000, the Mission
has **lost over
8,000 Latinx**
members of the
community.

Source: American Community Survey, and
Mission Action Plan 2020 (SF Planning)

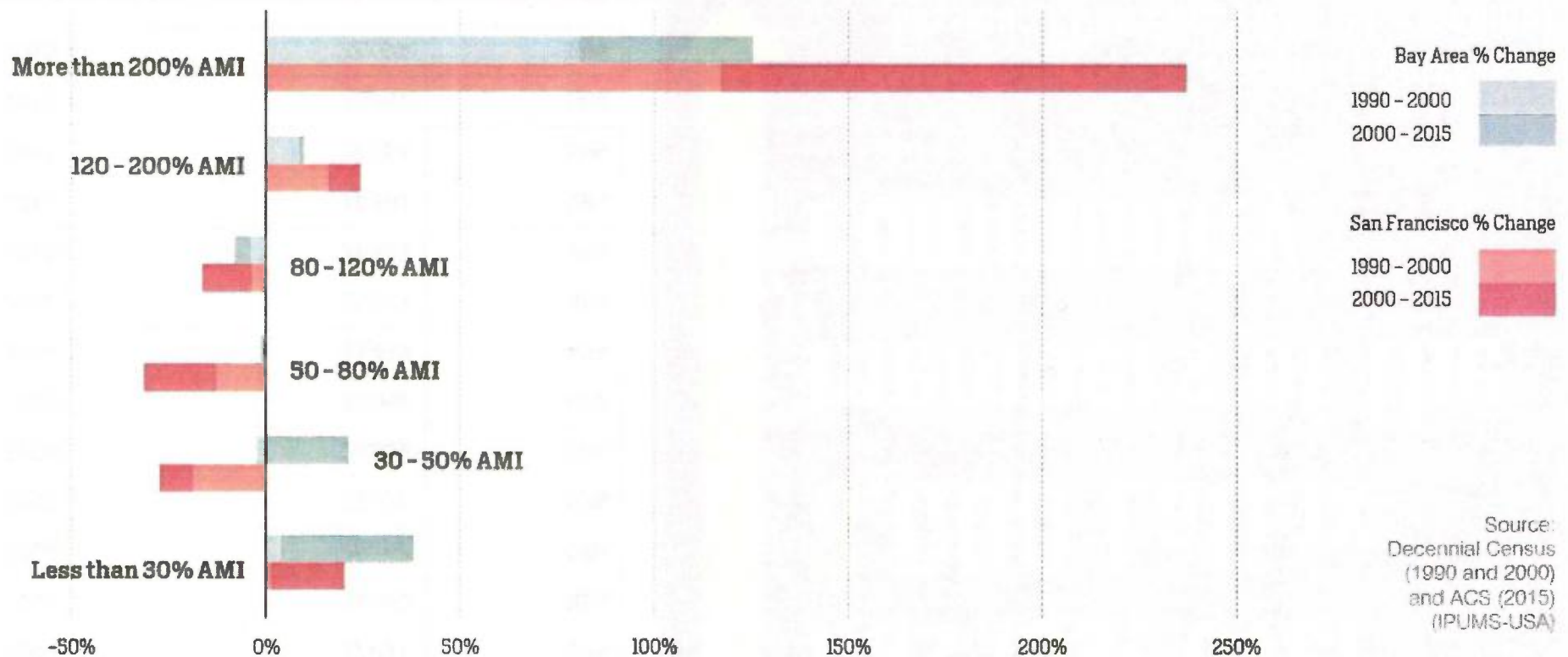


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FIGURE 20.

Cumulative Percent Change in Number of Households Since 1990 by Income Group in 2000 and 2015, San Francisco and Bay Area



Source: San Francisco Planning Department



Since 2008, **87%** of all
units built in the
Mission have been
unaffordable.

Source: San Francisco Planning Department's Housing Balance Report (Sept 2018)



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Report: More than 80 applicants for every low-income SF rental



Trending Articles

Loftus leading on fundraising in Dist

SAN FRANCISCO NEWS



San Francisco has 7,499 homeless residents by latest count



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For every **1,300 new units**
built in the neighborhood,
the average rent for a one-
bedroom unit would fall by
less than \$20.

Source: Federal Reserve Board



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**Our way forward is
clear: we must do
more as a city to build
affordable housing.**



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MAXIMUS REAL ESTATE



MAXIMUS



ROB ROSANIA

Founder and Lead
Visionary



SETH J. MALLEN

Partner, Development and
Construction



KEITH PREWITT

Partner, Human Capital



MATTHEW MYZAK

Partner, Investments



RON MNIECKOWSKI

Partner, Operations



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How Wall Street Screwed Over Tenants in New York City

Fake eviction notices, heat and water shutoffs, and vermin infestations—what happens to renters when private equity enters the rental market.

LAURA GOTTESDIENER APRIL 8, 2014 7:38 PM



Extraordinary Residences
from \$1.8M

Parkmerced: Section 8 Tenants Facing Demands and Evictions

By Phillie Ferrante | Oct 11, 2011, 11:00am PDT

f t SHARE

[Parkmerced from Daly City. Photo Credit: pbo31 via [SFist](#)]

It's tough being poor, and at Parkmerced, tenants under the subsidized Section 8 program have been hit with demands by Stellar Management for back rent and utility payments,

according to the San Francisco Bay Guardian. There's no doubt the money is owed, but the

Housing / Labor

Labor Joins Protest Against 16th and Mission Developer

Posted By Julia Carrie Wong on Wed, Jun 24, 2015 at 1:24 PM

The labor union that represents janitors, SEIU United Servi Workers-West, joined forces with the Plaza 16 Coalition and Causa Justa Just Cause to storm the offices of Robert Rosania today. Rosania is the real estate investor behind the so-called "Monster in the Mission" development planned for 16th and Mission Streets. He is also one of the owners of Park Merced, the apartment complex, which replaced a union janitorial contractor with a non-union contractor a few months ago,



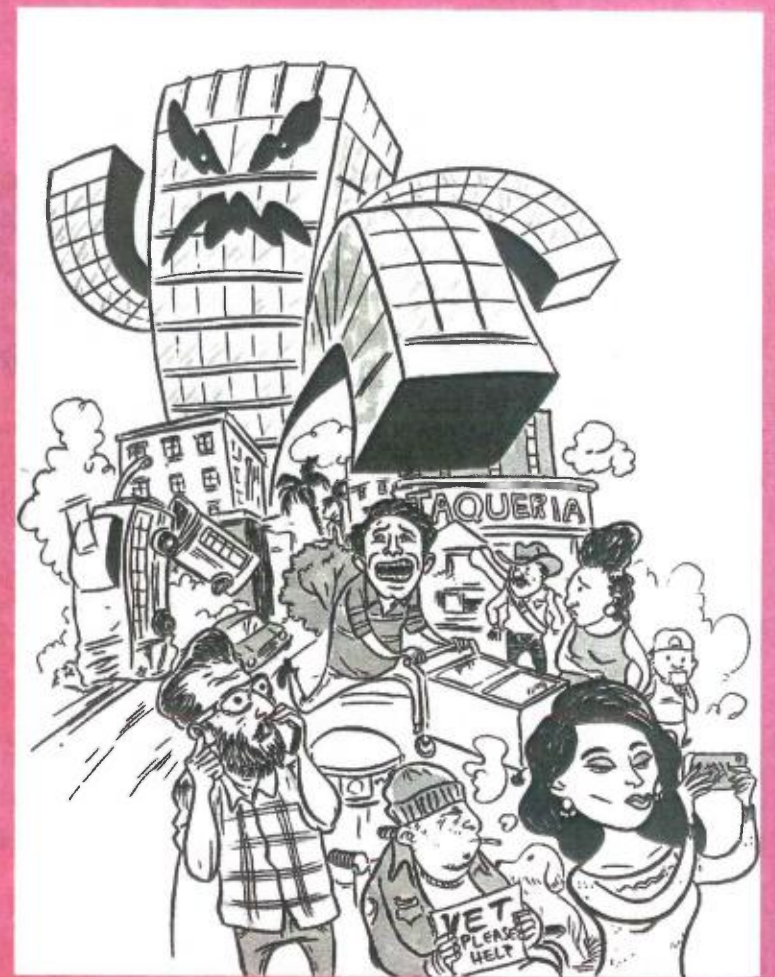
Bet
fas



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THE MONSTER | EL MONSTRUO



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THE MONSTER | EL MONSTRUO

Fact: 86% luxury-housing project

Fact: 161 parking spaces on top of BART station, and near major MUNI lines

Fact: Will cast a shadow on Marshall Elementary



Prop C Requirements

- 2016
- 12% → 18/25%

The Beast on Bryant

- 2016
- 41.5% BMR = 136 units

The Monster

- 2018
- 14% = 46 units



FLAWED ARITHMETIC

14% built on-site inclusionary housing
+
(maybe) \$1 million of taxpayer money
=
62% inclusionary housing?

That's not how math works.



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HOME NEWS ARTS & CULTURE FEATURES COMMUNITY LATIN AMERICA COMMENTARY AB

Notorious developer covertly funded street art event as a public relations scheme

March 8, 2018 Alexis Terrazas

Share this: Facebook Twitter Google+ Pinterest Email to a Friend

Monster in Disguise



MISSION LOCAL

local news for a global neighborhood

COVERING THE POLICE ▾ TROUBLE HOUSING JOBS EATS GUIDE ▾ ABOUT ▾

SF teacher says she was tricked into 'I Am Not a Monster' BART campaign

By Julian Mark | Jan 4, 2018 | Business, Education, Elementary Schools, Featured, Front Page, Mobile, Newsletter, Today's Mission, Topics | 12 ●

Share this: Facebook Twitter YouTube Email

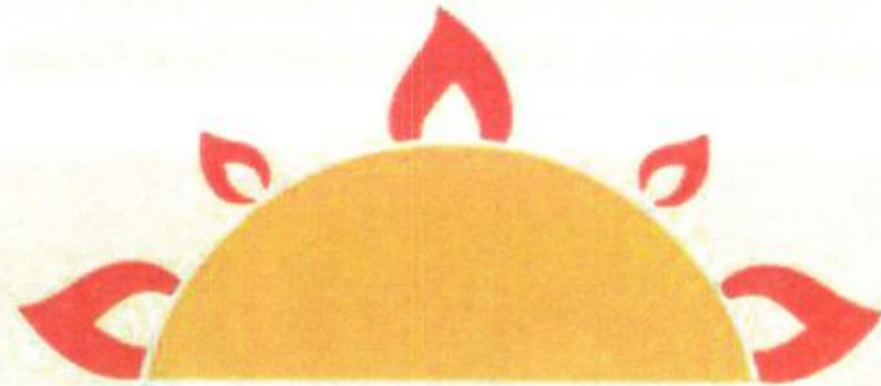


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OUTRAGE OVER 'MONSTER IN THE MISSION' LUXURY APARTMENTS INDIGNACIÓN POR EL 'MONSTRUO EN LA MISIÓN'

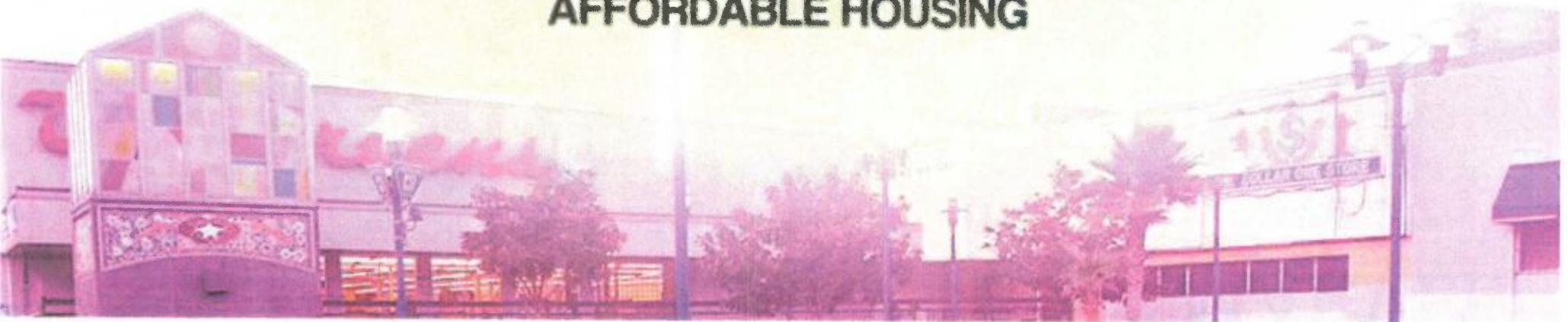




MARVEL

IN THE MISSION

**100% COMMUNITY-DEVELOPED
AFFORDABLE HOUSING**



**Plaza
16** COALICION
COALICION

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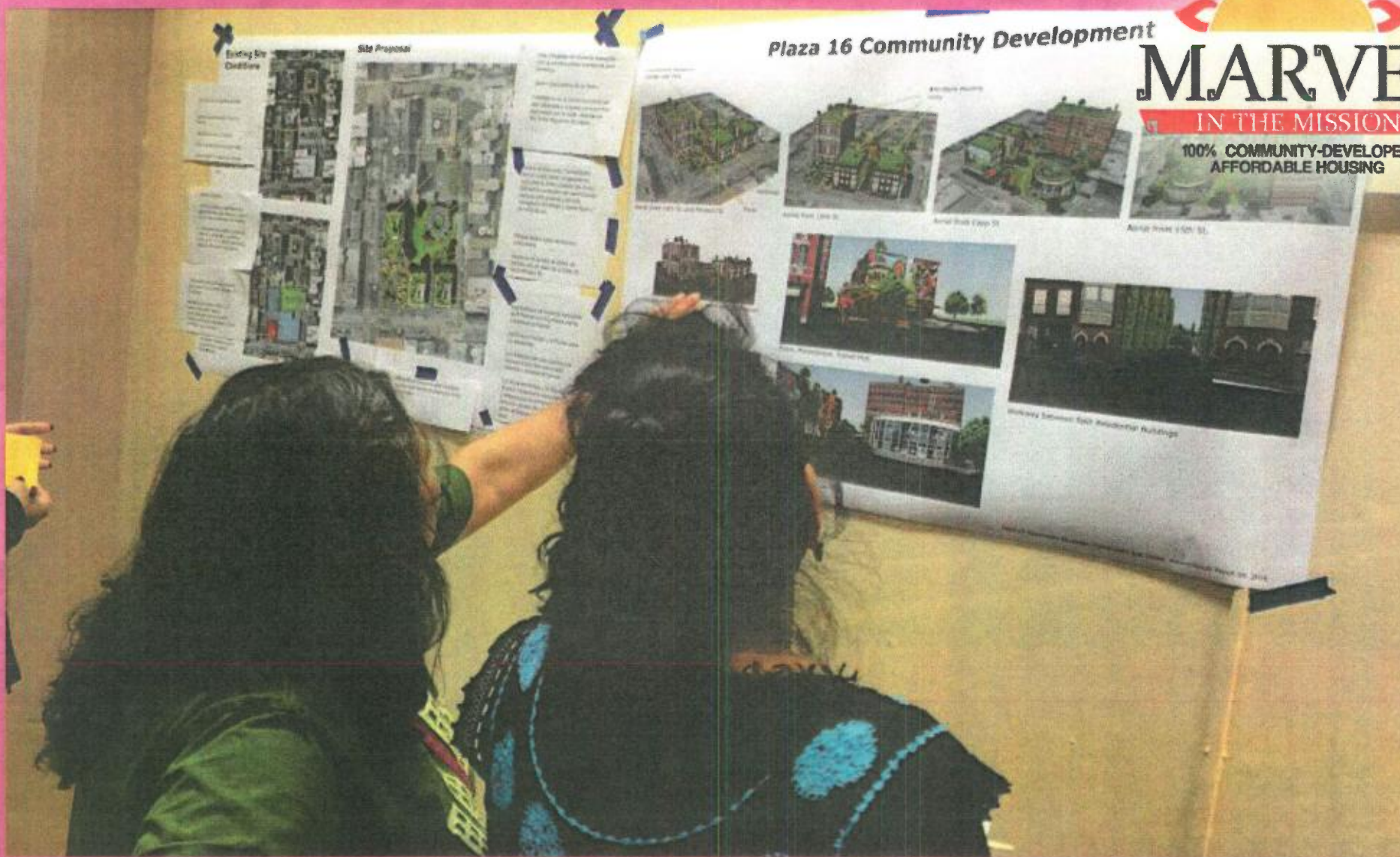

MARVEL
 IN THE MISSION
 100% COMMUNITY-DEVELOPED
 AFFORDABLE HOUSING



Plaza
16 COALITION
 COALITION

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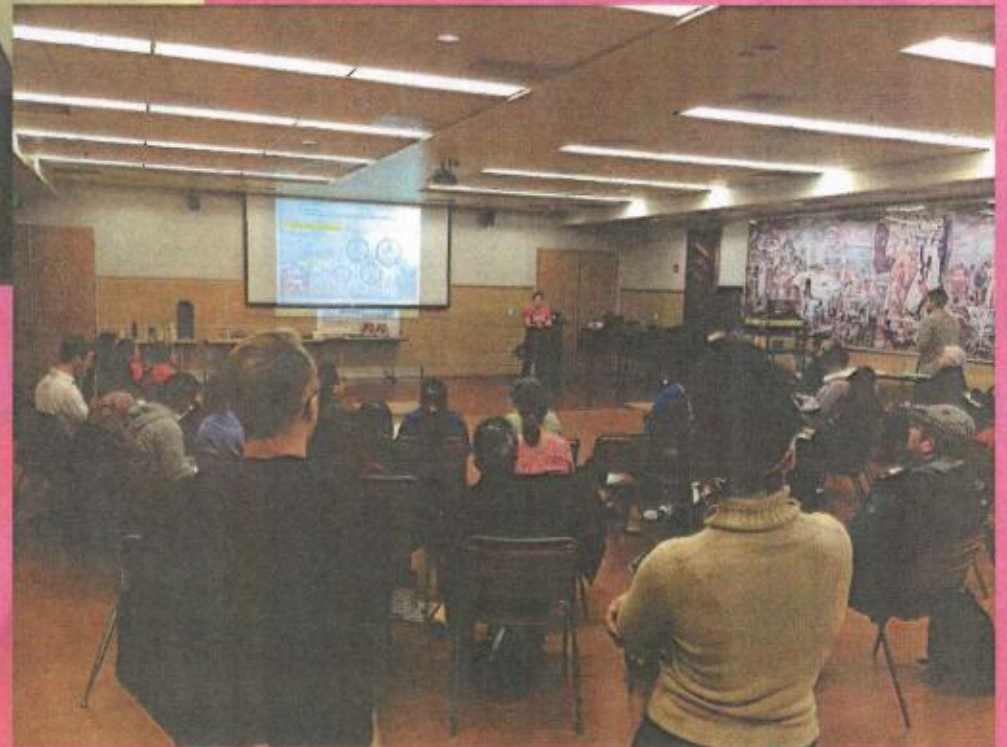


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MARVEL
 IN THE MISSION
 100% COMMUNITY-DEVELOPED
 AFFORDABLE HOUSING



**Plaza
16** COALICION
 HOUSING COALITION

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An alternative proposal fully envisioned
and designed by communities **most**
impacted by the gentrification crisis.



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100% affordable housing project with support-services on site, a community center, and open green space leading to Marshall Elementary.



**Deeply affordable housing for the Mission.
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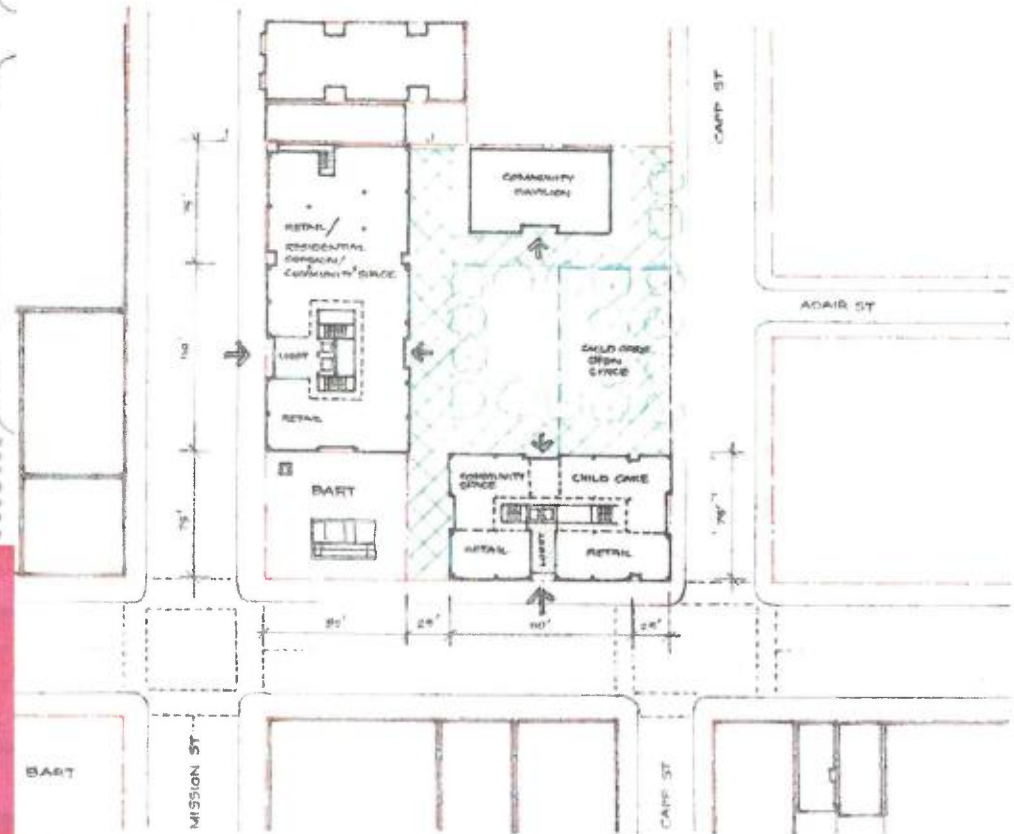


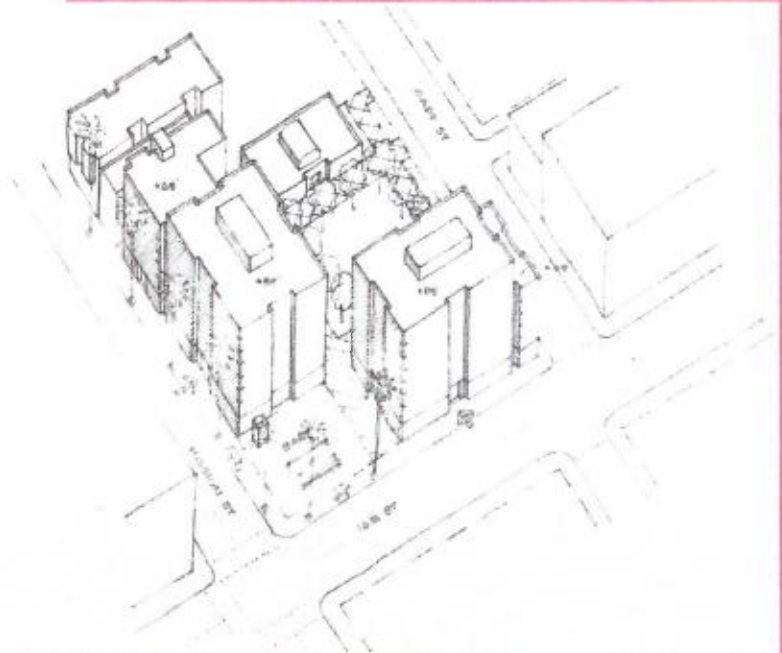
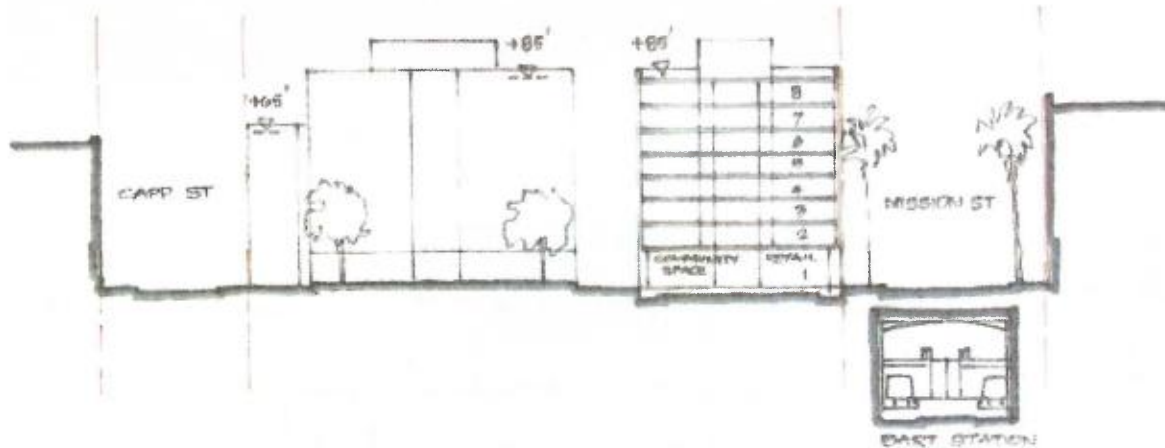
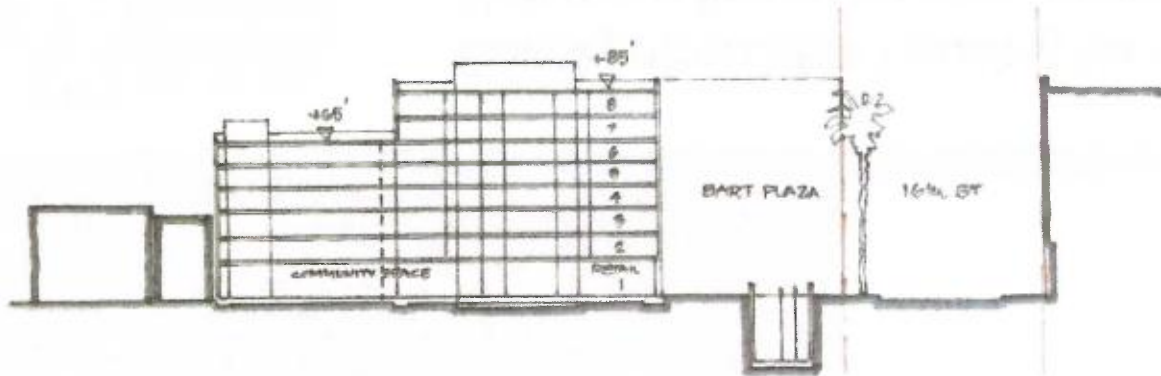


MARVEL

IN THE MISSION

100% COMMUNITY-DEVELOPED
AFFORDABLE HOUSING





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FUNDING

Often these questions
are those of **political**
will, especially in a city
as full of **wealth** as San
Francisco.

Future Housing Bond
\$300 million

Our City Our Home
\$300 million

Foundational Support
\$500 million

Windfall
\$181 million

CA Prop 1
\$4 billion

CA Prop 2
\$140 million



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State Proposition 1 - Authorizes Bonds to Fund Specified Housing Assistance Programs. Legislative Statute.

► more

	Ballots cast	Percentage
Yes	263,769	74.69%
No	89,382	25.31%
Total	353,151	100%

State Proposition 2 - Authorizes Bonds to Fund Existing Housing Program for Individuals with Mental Illness. Legislative Statute.

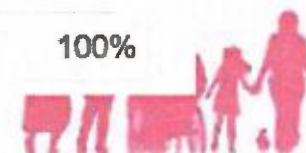
► more

	Ballots cast	Percentage
Yes	281,389	79.59%
No	72,163	20.41%
Total	353,552	100%

Local Measure C - Additional Business Taxes to Fund Homeless Services

► more

	Ballots cast	Percentage
Yes	215,491	61.34%
No	135,835	38.66%
Total	351,326	100%





MARVEL

IN THE MISSION

100% COMMUNITY-DEVELOPED
AFFORDABLE HOUSING

Received at CPC Hearing 2/7/19
R. Suarez

1979MISSION

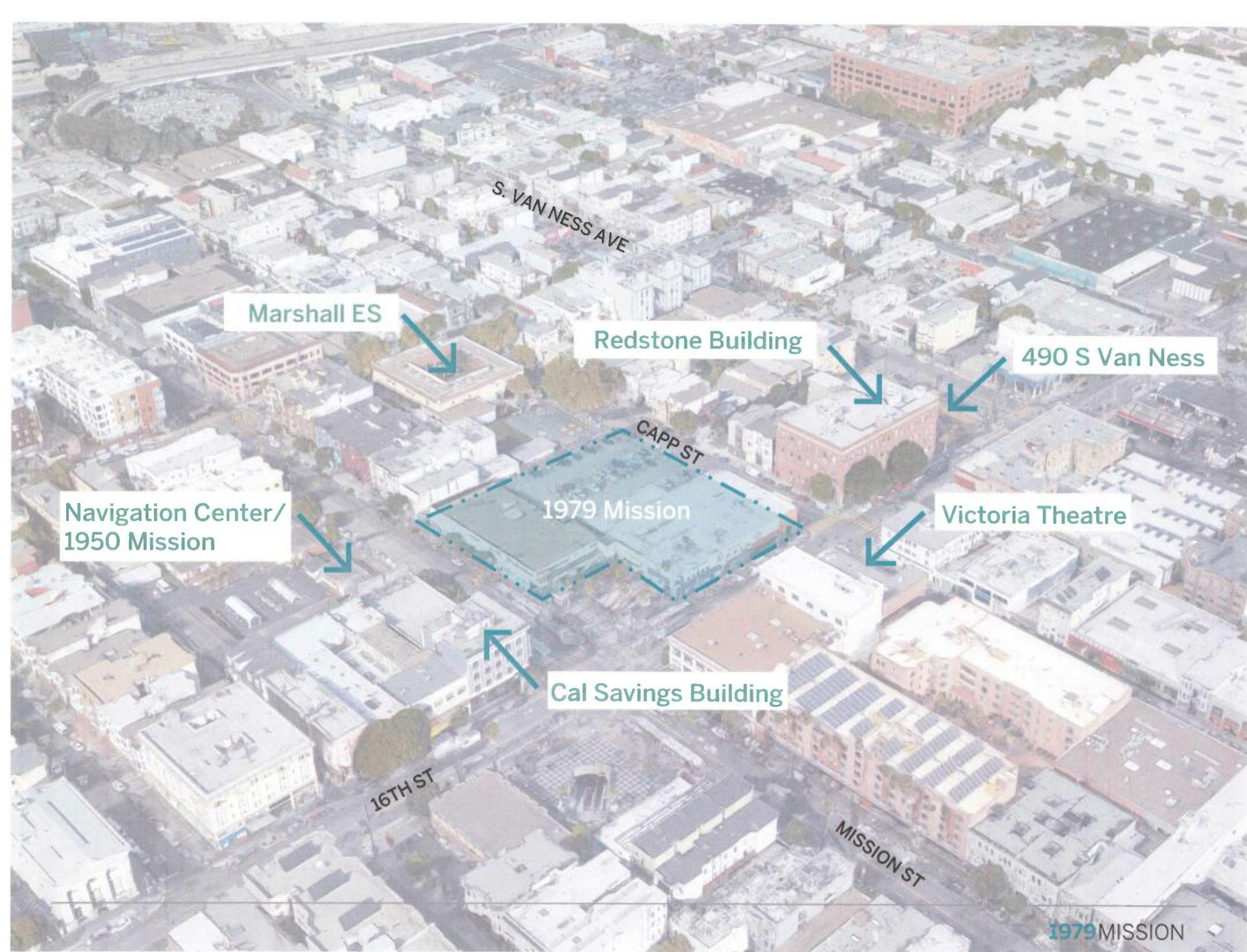
Planning Commission Informational Hearing February 7, 2019

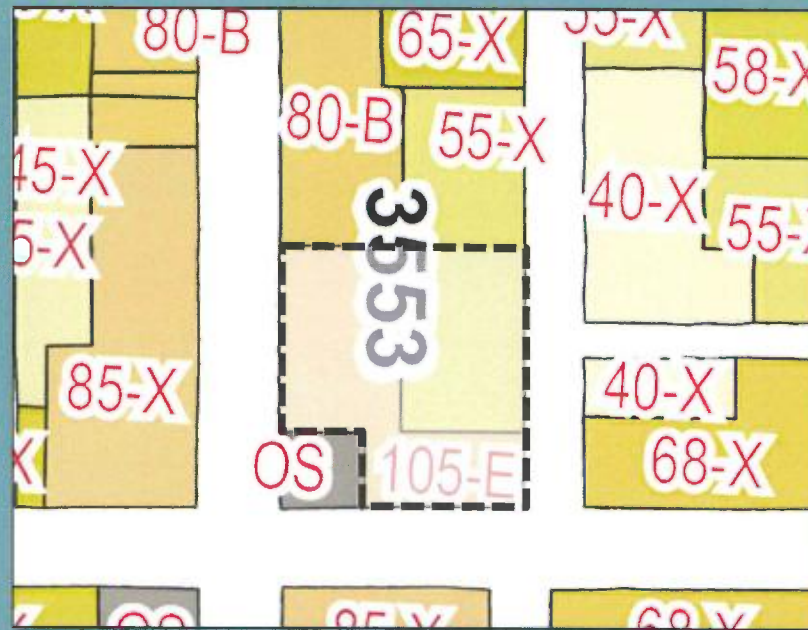
MAXIMUS REAL ESTATE PARTNERS
SKIDMORE, OWINGS & MERRILL



MAXIMUS

- **Founded and based in San Francisco**
- Nearly **5,000 rental apartment homes** in the Bay Area
- **Long term owner/operators**, committed to community
 - Only landlord with Good Samaritan Leases
 - **Supported 62 displaced** San Francisco families, including **31 from the Mission** affected by unforeseen circumstances
 - Section 8: 333 leases – largest private Section 8 landlord
- Nearly 7,000 homes in the development pipeline
 - Parkmerced Rent Control Protections – Existing impacted residents will receive a brand-new replacement apartment at the same rent-controlled rate





WHY 16TH AND MISSION?

- **50+ years of San Francisco planning policy**
- A **critical junction** for San Francisco's transit infrastructure
- Planning Code / Eastern Neighborhoods Mission Area Plan Compliant
 - Earmarked for high density housing
- **No modifications to the existing BART Plaza**; setback to increase Plaza in size by 40%

SSION ST

BUS

ADAIR ST

CAPP ST

12' 39' 9'

RAISED INTERSECTION
PAGE AND BUCHANAN



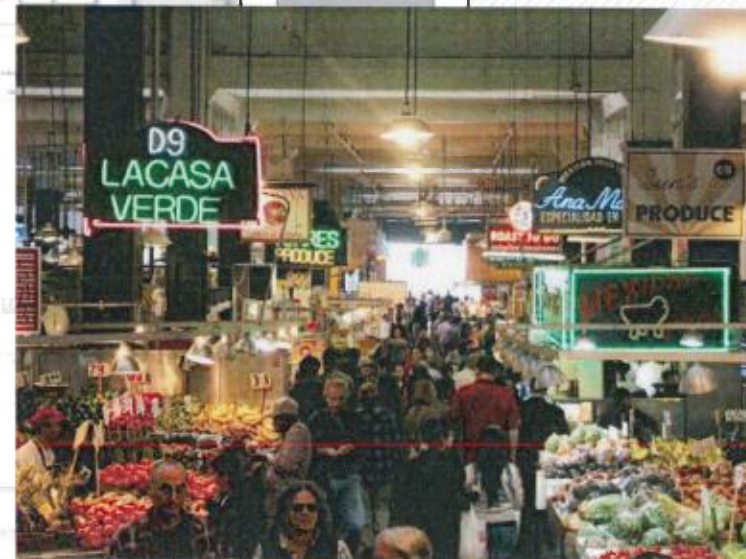
MISSION ST

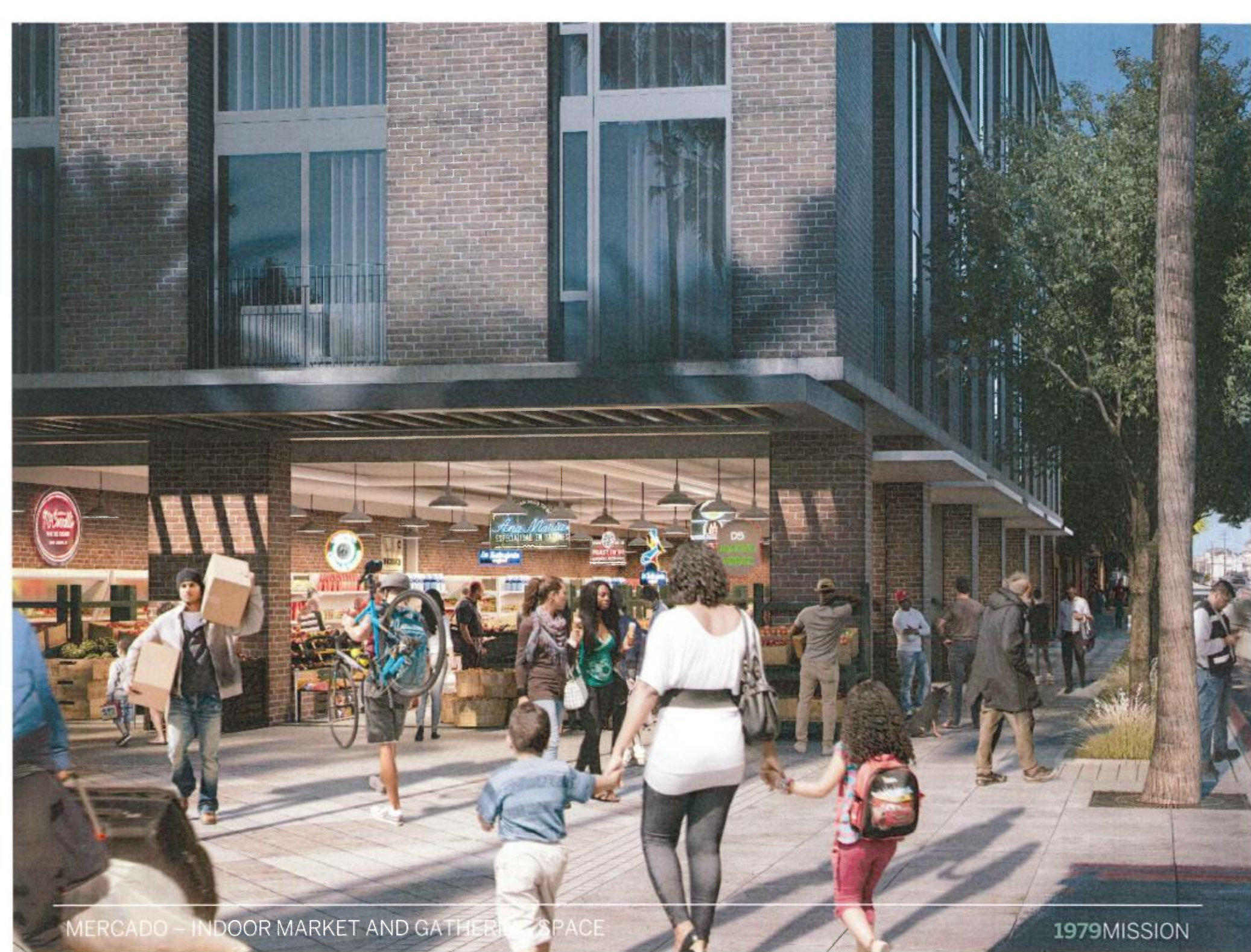
PHARMACY
12,800 sf

MERCADO
19,700 sf

32,500 total square
feet of retail

16TH ST





MERCADO – INDOOR MARKET AND GATHERING SPACE

1979MISSION

BEFORE



CAPP ST BUILDING

1979 MISSION



MISSION ST BUILDING

1979MISSION



BEFORE

**REDSTONE
BUILDING: 65'**

16TH ST BUILDING

1979 MISSION

- **Community Serving Retail**
 - Existing commercial tenants provided **relocation assistance**
 - **Pharmacy**
 - **Mercado** of individual vendors and stalls
 - Operated by a Mission non-profit
 - **Spaces free or with deeply subsidized rents**
- **Gallery space for local Mission artists and crafters to display and sell their work**
- **Mission For All will continue through and after entitlements with assistance from Maximus**
- **100% union labor with opportunities for local hires**

PRIOR

MOHCD INCLUSIONARY PROPOSAL

285
NEW RENTAL
APARTMENTS

+

46
AFFORDABLE

+

159
ANNUAL
RENT SUBSIDIES

Would create **331 total new rental apartments** where **none exist today** - **no rental residents displaced from site**

Move-in ready on the **same day as the rest of 1979 Mission**

Income generated from 46 affordable homes, estimated at \$1.15 million annually

Provides **rent subsidies to stabilize an additional 159 SRO households in perpetuity.**

CURRENT

LAND DEDICATION PROPOSAL

331

NEW RENTAL
APARTMENTS

+

LAND DEDICATION OF
2675 FOLSOM &
2918 MISSION

≥ 192

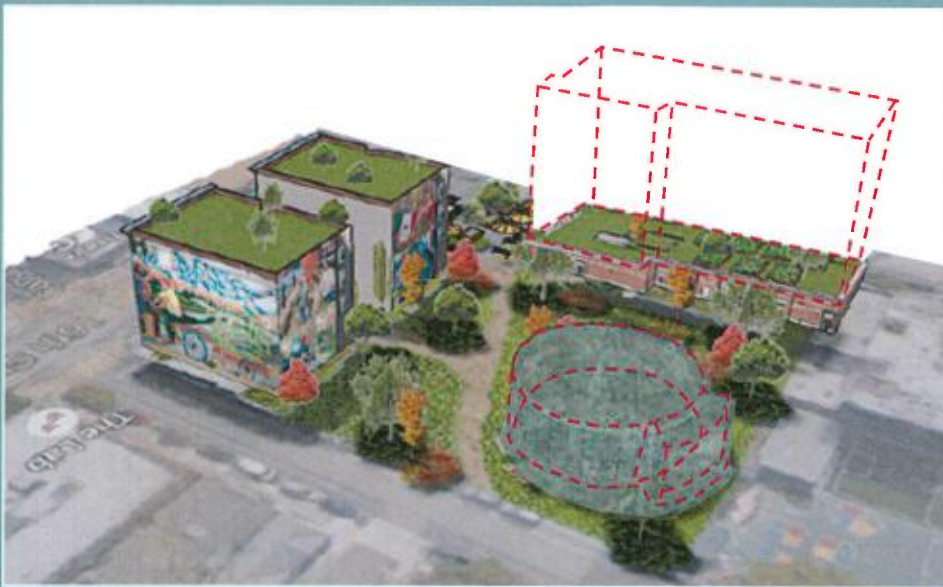
100% AFFORDABLE
HOMES

331 total new rental apartments at 1979 Mission

- Dedicate: 2675 Folsom and 2918 Mission
 - Approved for 192 units, only 31 affordable
- Proposal would **transform** two approved **market rate developments** into **100% affordable homes**
 - **192 units of 100% affordable homes in the Mission**
- With City density bonus, **an additional 114 units** of 100% affordable homes

THE “MARVEL”

- **Land is not for sale**
- **No funds** identified
- How many units would be built?
 - 1979 Mission
 - **331 new rental apartments**
 - up to **306 units of 100% affordable housing** through land dedication proposal
- **Marvel will cast shadows**
 - Taller than 15 ft along Mission St. / Set back less than 75 ft from Marshall





Marvel **would not allow sun to shine on Marshall.**

- Taller than 15 ft along Mission St. **It will cast shadows on Marshall**
- Set back less than 75 ft from the lot line on Capp Street. **It will cast shadows on Marshall**



THANK YOU

Contact Us



415.316.0122



info@1979mission.com



1979mission.com

華埠公園康樂會

Committee for Better Parks and Recreation in Chinatown

Thursday, February 7, 2019

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

RE: Case No. 2013.1543, 1979 Mission Street Mixed-Use Project

Dear President Melgar and Planning Commissioners,

We are writing in strong opposition to the project proposed for 1979 Mission Street by Maximus Real Estate Partners, known widely as the "Monster in the Mission."


Founded in 1969, the Committee for Better Parks and Recreation in Chinatown has advocated for open space and recreation areas in Chinatown. Because of Chinatown's high density, open space and parks are an especially important and a limited resource to our neighborhood. Our committee members have a long history of being engaged and active in the community processes in Chinatown including the renovation of many San Francisco Recreation and Park facilities and open spaces. Our members include volunteer architects, district council staff, community youth organizations, community childcare providers, and community members, as well as staff from neighborhood service providers like Chinatown Community Development Center, Community Youth Center, and Self-Help for the Elderly. The inspiration for the formation of CBPRC was the fight to stop a project's shadow that would have been cast on Willie Woo Woo Wong (formerly Chinese Playground).

CBPRC supports the preservation and protection of open space and recreation facilities in all high-needs neighborhoods. The Monster in the Mission will result in a substantial significant and negative impact on the recreational space of the Spanish immersion school, Marshall Elementary. The Monster in the Mission will cast a large shadow over the only recreational space of Marshall Elementary School. This will deprive students of the available sunlight to their primary outdoor recreational space. Maximus profits should not be an excuse to deprive students in high-need neighborhoods and communities of concern access to sunlight in their already scarce playgrounds and recreational facilities.

CBPRC has also long created a space for neighborhood planning efforts, where community members are empowered to help shape the livability and design of their neighborhood. Community stakeholders in the Mission have long made their vision clear for the kind of transit-oriented development project that will add value to the Mission community, yet Maximus has chosen to invest in funding to market their project as opposed to investing in a truly collaborative neighborhood planning process. The future of San Francisco will be shaped by whether the City prioritizes developer profits over community planning, and this project is a test case.

CBPRC joins the many community-based organizations and residents in opposition to the Monster in the Mission and respectfully request the Planning Commission to protect school children's access to sunlight to their playground and reject the Monster in the Mission.

Thank you,



Phil Chin, Chair,

CC: Supervisor Hilary Ronen, Supervisor Aaron Peskin, Recpark GM Phil Ginsburg, Rev. Norman Fong, Chinatown CDC

4 counters
SAH FANG

② Fink

① Thank Mission that school
Planning stuff & suggest that
"TASTE OF OLD SAN FRANCISCO"

NO SALVAGE HERE YET

- ~~MOTON~~ person suggested to not develop / or about AERIAL
- QUESTION is size / AFFORDABILITY
- TONE DEAF

~~THINK~~ BURRIOTO

SERVED your people
TAKE CARE OF your people

- EVATED COURTYARD VS OPEN COURTYARD

- You should want to live ~~at~~ this site
BECAUSE you want to be on the BART
OF THE NEIGHBORHOOD, NOT BECAUSE
you can jump on BART DOWN STAIRS
to GET OUT THE NEIGHBORHOOD.

SOMEONE NEEDS TO
APPLY FOR A GRANT
FOR NEW A/U SYSTEM THERE...

How CAN MAXIMUS
BE SO TONE DEAF?