Deeply affordable housing for the Mission District.
Not more Luxury towers.

18 Million Rising.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, Acción Latina, and Galería de la Raza) • CARECEN • Calle 24 Latino Cultural District • Calle 24 Merchants (La Victoria, L’s Café, El Nuevo Fruitlandia, Sunrise Café, 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 Beennau, 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 • Idriis Stellay Foundation • Ingielsa Católica Angélica 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 • LMMOP Neighborhood Association • Madres Unidas por California • MeChXa de CCSF (Movimiento Estudiantil Chicano de Aztlán CCSF) • MESA (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 • Teatro Horúb • 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
NO MONSTER in the Mission!

Pin the MARVEL on the PLAZA

Let’s build the MARVEL not the MARVEL

16th and Mission
BART Plaza

Deeply affordable housing for the Mission.
Not more luxury towers. www.Plaza16.org
The Housing Crisis by the numbers

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

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)

FIGURE 20.
Cumulative Percent Change in Number of Households Since 1990 by Income Group in 2000 and 2015, San Francisco and Bay Area

Bay Area % Change
1990 - 2000
2000 - 2015

San Francisco % Change
1990 - 2000
2000 - 2015

Source: Decennial Census (1990 and 2000) and ACS (2015) (IPUMS-USA)

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

San Francisco has 7,499 homeless residents by latest count

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

ROB ROSANIA  
Founder and Lead Visionary

SETH J. MALLEN  
Partner, Development and Construction

KEITH PREWITT  
Partner, Human Capital

MATTHEW MYZAK  
Partner, Investments

RON MIECKOWSKI  
Partner, Operations

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

Parkmerced: Section 8 Tenants Facing Demands and Evictions

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 Examiner. There's also talk of the repairs needed, but the

Housing / Labor
Labor Joins Protest Against 16th and Mission Developer

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,
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

<table>
<thead>
<tr>
<th>Prop C Requirements</th>
<th>The Beast on Bryant</th>
<th>The Monster</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>2016</td>
<td>2018</td>
</tr>
<tr>
<td>12% → 18/25%</td>
<td>41.5% BMR = 136 units</td>
<td>14% = 46 units</td>
</tr>
</tbody>
</table>

FLAWED ARITHMETIC

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

That's not how math works.

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

By Alexis Terrazas

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

Monster in Disguise

OUTRAGE OVER ‘MONSTER IN THE MISSION’ LUXURY APARTMENTS

INDIGNACIÓN POR EL ‘MONSTRUO EN LA MISIÓN’

Deeply affordable housing for the Mission.
Not more luxury towers. www.Plaza16.org
MARVEL
IN THE MISSION
100% COMMUNITY-DEVELOPED
AFFORDABLE HOUSING

Deeply affordable housing for the Mission.
Not more luxury towers. www.Plaza16.org
An alternative proposal fully envisioned and designed by communities most impacted by the gentrification crisis.

100% affordable housing project with support-services on site, a community center, and open green space leading to Marshall Elementary.
MARVEL IN THE MISSION
100% COMMUNITY-DEVELOPED AFFORDABLE HOUSING

Plaza 16 COALICION COALITION

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

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

<table>
<thead>
<tr>
<th></th>
<th>Ballots cast</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>263,769</td>
<td>74.69%</td>
</tr>
<tr>
<td>No</td>
<td>89,382</td>
<td>25.31%</td>
</tr>
<tr>
<td>Total</td>
<td>353,151</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Ballots cast</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>281,389</td>
<td>79.59%</td>
</tr>
<tr>
<td>No</td>
<td>72,163</td>
<td>20.41%</td>
</tr>
<tr>
<td>Total</td>
<td>353,552</td>
<td>100%</td>
</tr>
</tbody>
</table>

Local Measure C - Additional Business Taxes to Fund Homeless Services

<table>
<thead>
<tr>
<th></th>
<th>Ballots cast</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>215,491</td>
<td>61.34%</td>
</tr>
<tr>
<td>No</td>
<td>135,835</td>
<td>38.66%</td>
</tr>
<tr>
<td>Total</td>
<td>351,326</td>
<td>100%</td>
</tr>
</tbody>
</table>
Planning Commission
Informational Hearing
February 7, 2019
• 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%
MORE NEIGHBORHOOD STOREFRONTS AND LOCAL BUSINESS OPPORTUNITIES

- **PHARMACY**: 12,800 sf
- **MERCADO**: 19,700 sf

**32,500 total square feet of retail**

16TH ST

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
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

331 NEW RENTAL APARTMENTS

+ LAND DEDICATION OF 2675 FOLSOM & 2918 MISSION

≥ 192 100% AFFORDABLE HOMES

LAND DEDICATION PROPOSAL

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

INCLUSIONARY HOUSING - CURRENT PROPOSAL
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
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 McElgar 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
O. Find - Balancia

1. Thank Mission High School
2. Planning Staff & Stakeholders Dept.
3. TASTE of Old San Francisco

- Note: People suggested to not develop on/about here.
- Quantity is size/affordably.
- TENCE - SERVE your people
- TAKE CARE of your people

- ENTRADO COURT AND US OPEN COURT/YARD
- You should want to live at this site because you want to be on ALL PATIO
- OF THE NEIGHBORHOOD, NOT BECAUSE
- YOU CAN JUMP ON BART DowNTOWN
- GET OUT THE NEIGHBORHOOD.
Someone needs to apply for a grant for new A/U system here...

How can Maximus be so tone deaf?