

Mission Action Plan 2020

Planning Commission Update
May 05 2016



Today's Agenda



- I. Background
- II. MAP2020 Process & Community Engagement
- III. Draft Solutions
- IV. Next steps



Background

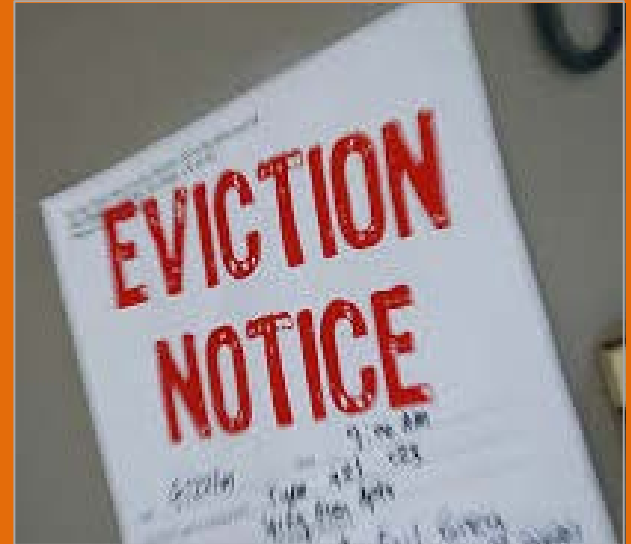
Why are we here?



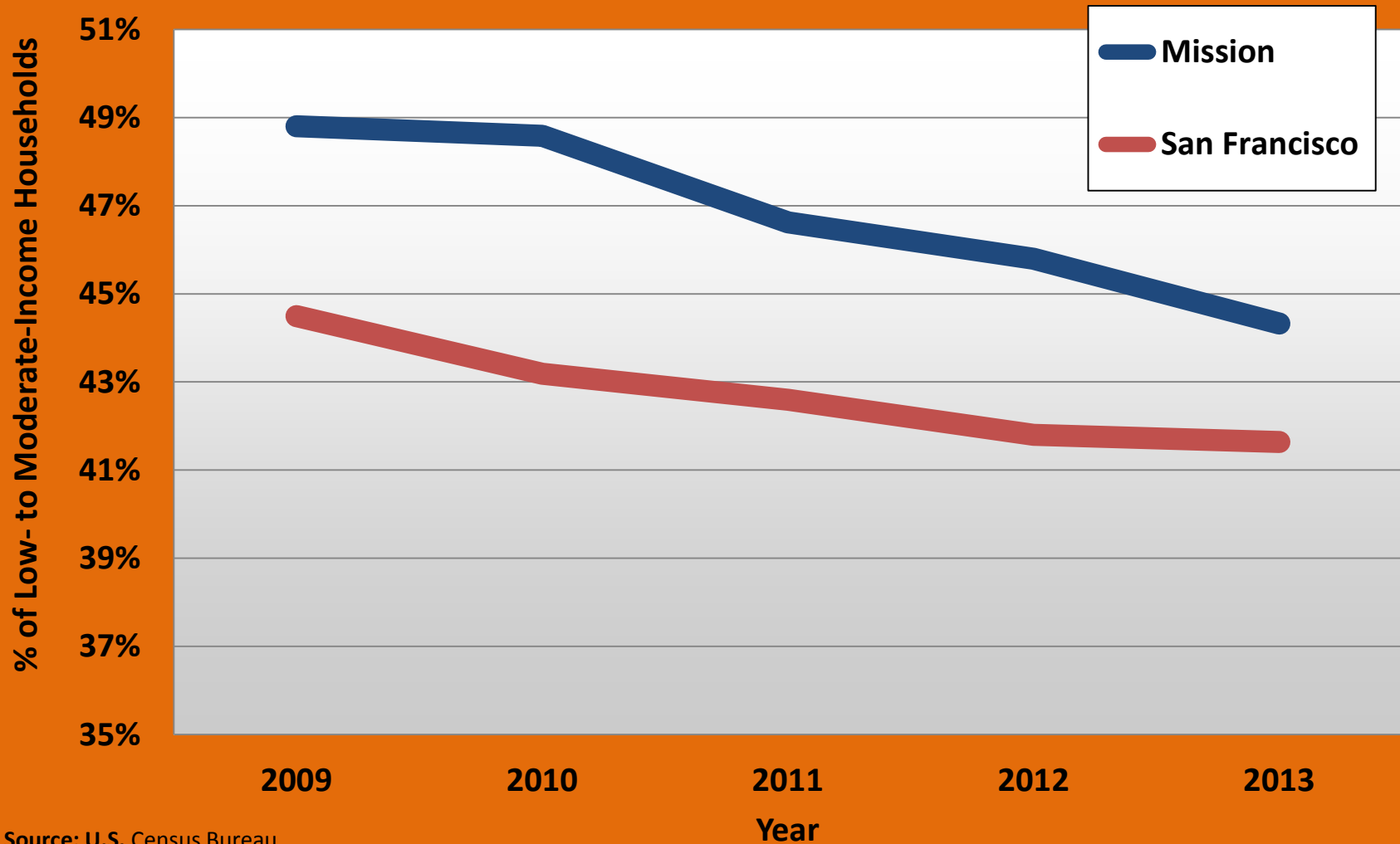
(Un)Affordability & Displacement

Displacement & Loss

- Loss of approximately 650 low- to moderate-income households from 2009-2014 (those making above 200% of AMI grew).
- 1,174 Latinos left the neighborhood between 2010-13 declining to 38.5 percent of the population.
 - 50 % of the population in 2000.
- 989 eviction notices issued between 2009-2014.
- Homeless count in D9 (2013): 507.

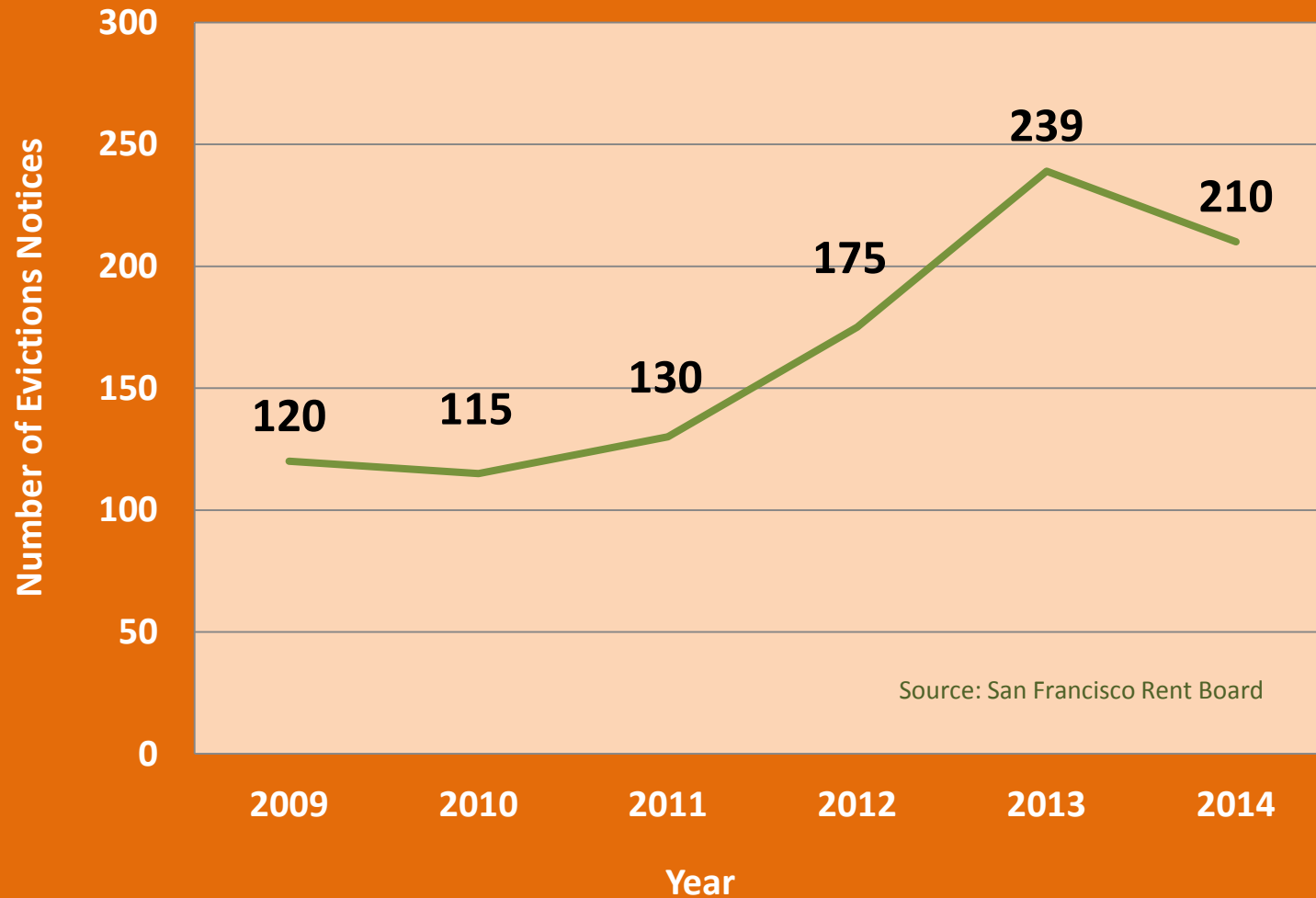


The Mission is losing low to moderate income households faster than San Francisco as a whole

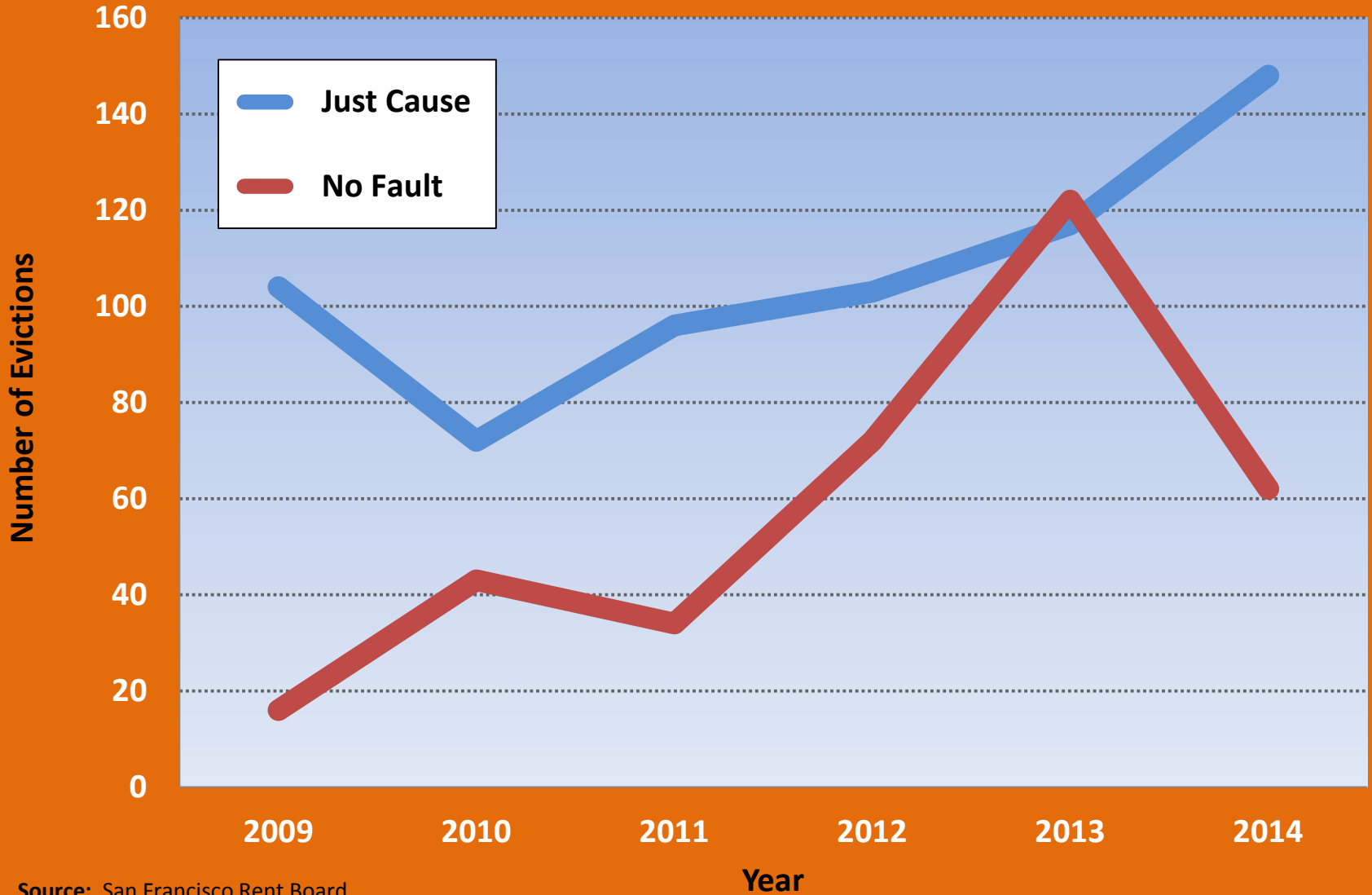


Source: U.S. Census Bureau

Evictions Filed in the Mission



The number of Just Cause and No Fault eviction notices filed in the Mission have increased by 42% and 288%.



Residential Hotels (SROs)



- 47 private SROs in the Mission, most along Mission Street – roughly 1,196 rooms
- Until now, these units have been protected by law, and have rent control for tenants who reside there for more than 30 days.
- Tenants are now being displaced (through eviction or attrition) as hotels are converted into tech-worker dormitories. E.g. The Sierra Hotel at 20th & Mission.

Affordable Housing Prospects & Need

Affordable Housing Production (2009-14) & Pipeline

- Slightly under 200 units in 100% affordable projects
- 36 inclusionary units complete
- Pipeline: 426 units (inclusionary pipeline TBD 150-300 units)

Market-Rate Housing Production (2009-14) & Pipeline

- Approx. 500 complete
- Pipeline: 1,700-2,000 units (inclusionary TBD 12-25% range depending on file date)

Approx. 80 rent-controlled units / year lost (through Ellis or other)

Renters & rent burden:

- 72% of families are renters
- 42% of households pay more than 30% of income in rent
- 18% pay more than 50% in rent
- 8% live in overcrowded conditions



Businesses, Arts & Nonprofits/Services



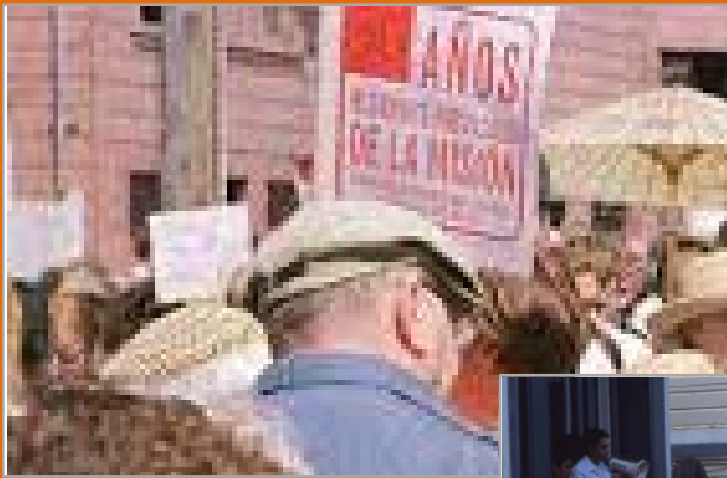
- Small businesses, arts organizations and nonprofits are closing due to short-term or month-to-month lease renewals, which often double or triple their rents.
- Over the last 10 years, Mission Street alone has seen changes of use from general retail to food and beverage establishments – typically high-end restaurants and cafes.

Loss of Blue Collar Businesses & Space



- Light-industrial space (for businesses such as car repair, food manufacturing, printmaking) is still being encroached by illegal uses.
- Demand for light-industrial space has increased.
- Pace of light-industrial space loss outside of ‘protected’ zones projected in the Mission Area Plan has been faster than anticipated.

Response in the Community to the Crisis





City & Community Partnership

The goal of the Mission Action Plan (MAP) 2020 is to retain & attract low- and moderate-income residents, community-serving small businesses, arts (including PDR) and nonprofits to strengthen and preserve the socioeconomic diversity of the Mission neighborhood.

MAP2020 Objectives

Protect tenants and preserve existing rent-controlled housing and SROs.

Maintain the socio-economic diversity of the neighborhood.

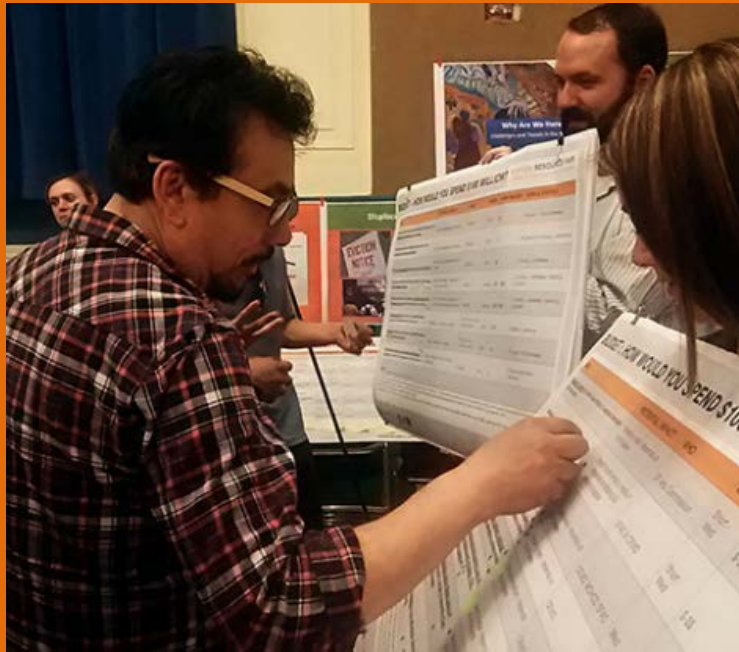
Increase job opportunities and career paths for the community.

Stem the loss of community businesses, cultural resources and social services.

Retain and promote Production, Distribution and Repair (PDR) and other high-paying jobs.

Build more 100 percent affordable units.

MAP2020 Process



- Build on & learn from past efforts
- Establish new collaborative model:
 - A joint Plan vs. separate Plans
 - Mission Area Plan
 - People's Plan
 - Working groups with community & City co-leads
 - Emphasis on understanding each parties' needs and constraints
 - Emphasis on social equity and the impact of the crisis on those most disadvantaged

Solution Categories



- Tenant Protections
- Housing Preservation
- Housing Production
- SROs
- Homelessness (new topic)
- Economic Development
 - Arts
 - Small businesses, incl. PDR
 - Nonprofits
- Community Planning
- Funding

LOOKING BACK: Accomplishments to Date



- Neighborhood preference legislation.
- Increased resources for legal representation for tenants.
- Expedited 100 percent affordable sites (more than 300 units).
- Acquired an additional affordable site – 490 South Van Ness.
- Dedicated funding for the Mission in the Bond.

LOOKING BACK: Accomplishments to Date

- Interim controls: Placed higher scrutiny for market-rate projects.
- Launched a nonprofit and creative-space displacement program, with \$4.5 million in funding.
- Increased resources for PDR enforcement and technical assistance.
- Related effort: Calle 24 and Legacy Business.

Community Engagement & Outreach to Date



- Working group meetings – with experts
- Focus groups – SRO residents, youth, by topic, etc.
- Presentations at individual organizations / coalitions as requested (PODER, United to Save the Mission, SPUR, SFHAC, SFBARF, etc.)
- Meetings with project sponsors
- April 2015 & April 2016 community meetings

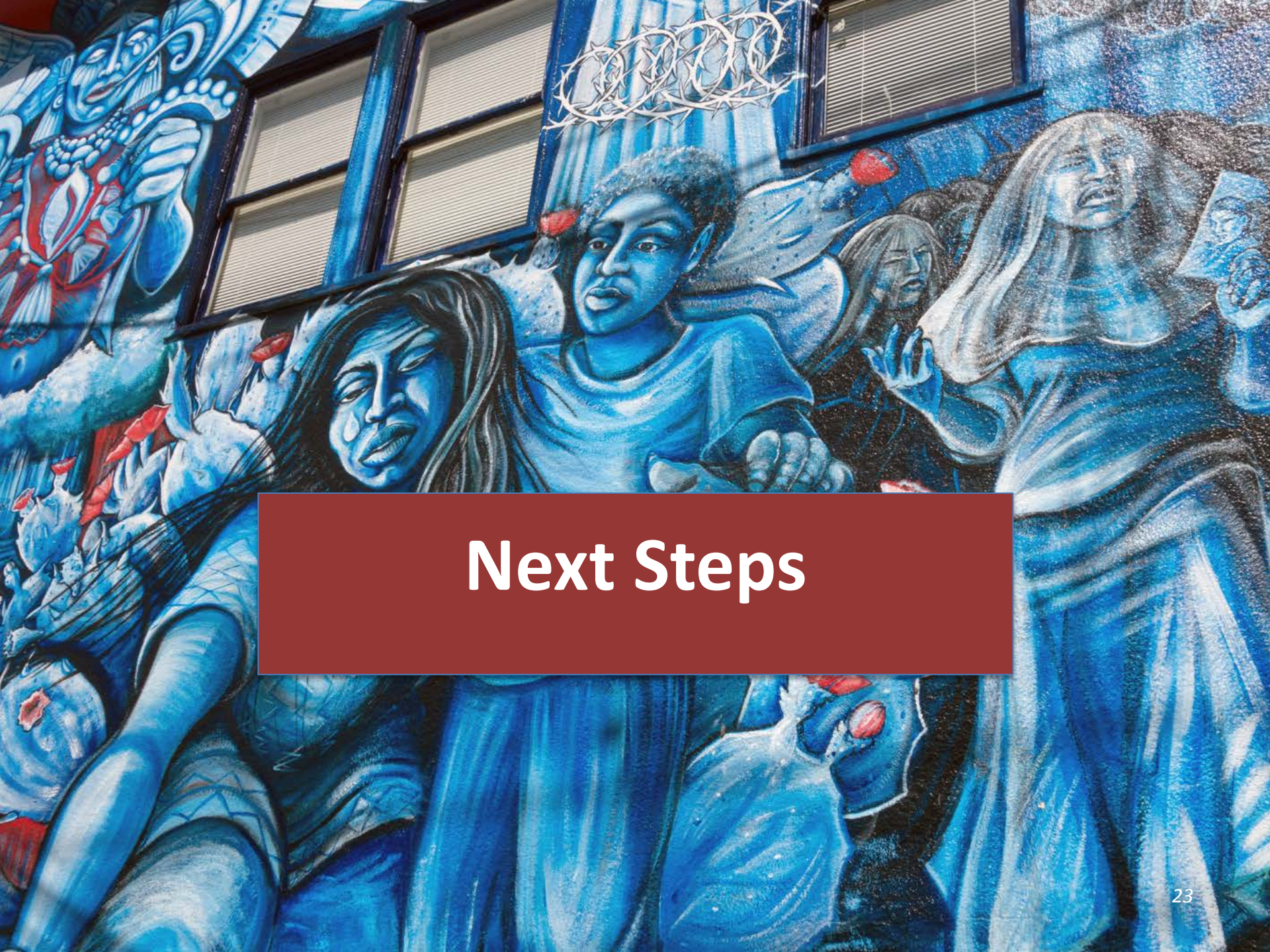
April 06, 2016 Community Meeting Priorities



- Continue site acquisition for new affordable housing (family, single-parent, senior, homeless)
- Preserve rent-controlled units
- Increase supportive services (to SRO & homeless individuals) to prevent homelessness
- Increase tenant outreach (bilingual)
- Expand services for housing access
- Minimize evictions / increase legal representation
- Relocation & lease negotiation assistance for businesses, arts, and nonprofits
- Promote community-serving uses in new development (childcare, small businesses, PDR, arts)
- Enhance community/staff education and increase community participation in project review

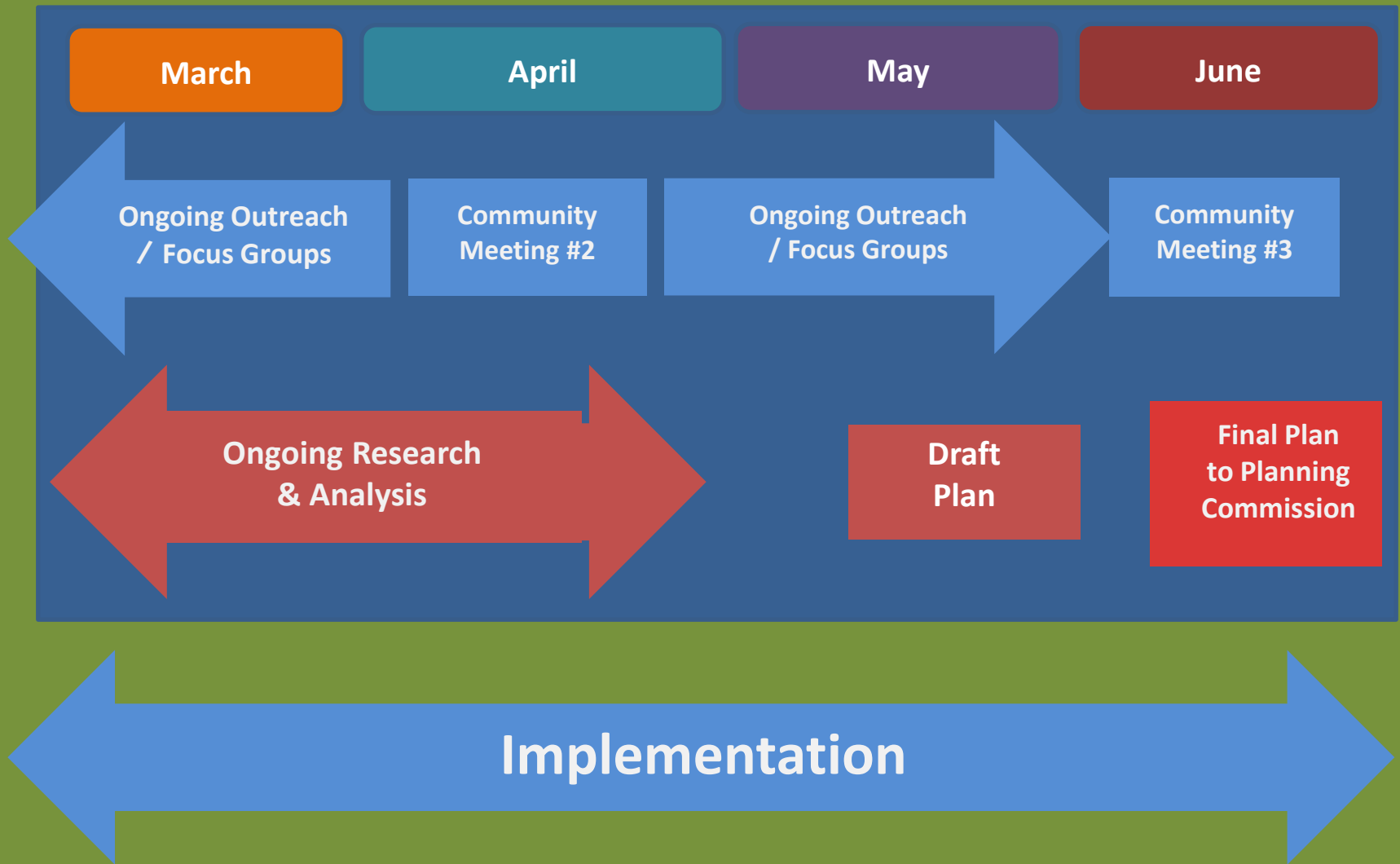
Further Sample Solutions under Consideration

WHAT	POTENTIAL IMPACT ¹	WHO	WHEN ²	HOW MUCH ³	HOW & STATUS
Services that facilitate residents access to housing, such as <u>application assistance and outreach</u>	Large - broad tenant community	MOHCD	Short	\$\$	Program - not underway
Culturally responsive strategies that provide tenant <u>counseling & community education</u>	Large - broad tenant community	MOHCD	Short	\$	Program & Funding - underway
Full <u>legal representation</u> (tenant counseling & legal fund)	Med to Large - depends on # of cases	MOHCD	Short	\$\$	Funding - underway
Site (public, nonprofit, private) acquisition to build <u>new 100% affordable housing</u>	Small / Incremental - depends on # of units per building	MOHCD	ongoing	\$\$\$ - \$\$\$\$	Funding - underway / existing program
Continue programs and replenish <u>funds for existing rent-controlled buildings</u> (Small Sites & larger buildings)	Small / incremental - depends on # of units (but retains existing tenants)	MOHCD	ongoing	\$\$\$ - \$\$\$\$	Funding - underway / existing program
<u>Enforcement staffing</u> (for various - residential hotels, housing, PDR/light-industrials, evictions, etc)	Medium - # depends on cases	DBI, Planning, Rent Board, others	short	\$\$-	Staffing - underway
<u>Education</u> in Planning, Community & Legislative Issues (for City staff and community)	Large - broader community	Planning and community led.	short	\$\$	Program - not underway
<u>Improvements to process for reviewing development projects</u> for community to engage early in the process	Med - depends on # of projects & significance	Planning	Short	\$	Process improvement - underway
Other? _____					



Next Steps

Remaining MAP 2020 Project Timeline & Next Steps



Key Dates

Planning Commission hearings:

- May 5 (today)
- June 2 (informational)
- June 23 (final action)



Additional Community Engagement:

- Carnaval SF: May 28/29 (details TBD)
- Final Community Meeting: June 15 (details TBD)

Questions?

