

Save the Mission!

Vote Yes on Luxury Moratorium

Talking Points

What is the Moratorium on luxury development in the Mission?

This urgency ordinance stops the development of any housing project of 5 units or more that is not 100% affordable to households earning between 0-120% of the Area Medium Income (AMI). The initial moratorium will last 45 days. With further actions by the Board of Supervisors, it can be extended up to a total of 2 years.

It also puts a stop to conversions of light industrial spaces, otherwise known as Production Distribution and Repair (PDR) so we can retain blue collar jobs and arts and cultural uses.

Background

The Mission has a unique mix of strong retail streets, blue collar industry, and a range of different types of housing not seen in other neighborhoods. The first dot com boom of the late 90s/ early 2000s started to rapidly change this. The Mission Area Plan of the Eastern Neighborhoods was created to save blue collar jobs and to create new housing especially affordable housing. This Plan, adopted at the end of 2008 has failed the Mission, because the promise of new affordable housing has resulted in NO new units of affordable housing, and the promise of retaining PDR space has resulted in an escalating loss of PDR through both permitted and illegal conversions and demolitions. The current impact fees are insufficient to mitigate any of these impacts.

Why a Moratorium on luxury housing in the Mission?

- San Francisco voters passed Proposition K in November 2014, establishing as City policy that at least 50% of all new housing be affordable to low, moderate, and middle income households.
- In the last decade, only one new affordable housing development has been completed in the Mission and that was six years ago, in 2009.
- Of the 478 total housing units in the pipeline for development in the Mission, only 34 of those units, 7%, of them are set to be Below Market Rate units.
- The Mission Economic Development Agency estimates that in order to preserve the economic and ethnic diversity that exists today in the Mission, that 2,400 affordable units of housing must be built in the neighborhood.
- The Mission District is already densely developed. Planning department data shows that only 13 sites remain where non-profit developers can access traditional funding for family housing.
- Despite a history of being a neighborhood where Latino families have settled for generations, and many immigrants from Latin American have settled after fleeing war, extreme violence, and poverty, 8,000 Latinos have been displaced from the Mission between 2000 - 2013.
- Since 2006, according to the Rent Stabilization Board, the Mission has lost roughly 80 rent-controlled units per year due to Ellis Act evictions, condo conversions and demolition.
- The Mission District is losing its income diversity. According to census data, since 2000, the Mission has lost 3,000 households earning less than 100% of the AMI, approximately 230 households per year.
- Housing prices in San Francisco have recently skyrocketed making San Francisco the most expensive place to live in the Country.
- The Mission District is one of the neighborhoods in San Francisco where housing prices have risen by the largest percentage, where according to Trulia, as of April 22, 2015, the median sales price for a home in the Mission was \$1,175,000 and the average price of a two bedroom in the Mission is \$4,472/month.
- A San Francisco public school teacher that earns on average an annual salary of \$51,000 cannot afford any market rate housing anywhere in the Mission District and a minimum wage worker would have to work three and a half jobs in order to afford a 1-BR apartment in the Mission.

- The City and community are currently working on Mission Action Plan 2020 - a realistic and detailed blueprint suggesting land use changes, financing plans, identifying sites, and creating a plan to build a significant amount of affordable housing in the Mission District.
- This temporary moratorium on luxury housing in the Mission will allow for the development and implementation of the Mission Action Plan 2020 without losing the limited land left in the Mission where we can build affordable housing.
- Only realtors and developers gain from the argument that increasing supply will bring down the cost of housing. What they say isn't true! Supply going up has only increased demand and increased prices of housing! We need truly affordable housing now!
- San Francisco's Chief Economist says that this 45 day luxury housing moratorium will have NO impact on San Francisco's economy. What it will do is stop developers from building luxury housing on every inch of land left in the Mission.

Why a Moratorium on Demolitions and Conversions of PDR in the Mission?

- When the Eastern Neighborhoods Plan was adopted in 2008, there are roughly 900 stores and restaurants in the Mission employing roughly 5,000 people. PDR at that time provided jobs for roughly 12,000. These businesses support SF's service and tourist industries and range from furniture makers, sound and video recording studios, wholesale distributors, auto repair shops, building supplies stores, to large PG&E and Muni facilities.
- These jobs are generally attainable with a GED, and typically pay better than low wage service sector jobs.
- If you hear that there's no need for manufacturing any longer, look at the recent article in the Business Times about the resurgence in new construction of PDR around the Bay Area.
- PDR spaces are also where many of our artists and performance spaces are. The Mission has long been a creative and cultural hub. This is being lost as artists and craftspeople are being displaced mostly through office space conversions.

Health Impacts

- Planning worked with the Department of Public Health to create the Eastern Neighborhoods Community Health Impact Assessment (ENCHIA) framework for measuring the implementation of the Eastern Neighborhoods rezoning against a number of measures of healthy communities. Planning has never evaluated development in the Mission against these criteria for healthy communities.

The Mission Is Important for Immigrants

- From 2000 to 2013, we have lost more than 8,000 Latinos from the Mission due to displacement and the escalating cost of housing. One in eight foreign-born non-citizen residents of San Francisco lives in the Mission,
- San Francisco is a Sanctuary City. This is not just a policy—it makes a huge difference for thousands of people! It makes San Francisco a safe and essential place for immigrants to access vital services such as public health and education. Immigrants are being displaced from the Mission, which puts their safety and health at risk.