

July 30, 2015

BALLOT SIMPLIFICATION COMMITTEE
1 Dr. Carlton B. Goodlett Place
City Hall, Room 48
San Francisco, CA 94102

Via email to: publications@sfgov.org

Re: **Ballot Measure – “Mission Housing Moratorium”**
Substitute title: “Pause on Luxury Development in the Mission District”

Dear Members of the Committee:

I am the proponent of the above measure. I write to request edits to the Draft Digest for the “Mission Housing Moratorium” ballot measure that will be before the Ballot Simplification Committee for consideration on July 30, 2015.

First, we believe that “moratorium” is a term that may not be understood by a person with an eighth grade reading level. We therefore suggest “pause” be substituted in its stead where appropriate throughout the document.

Second, the word “housing” should be substituted with the word “development.” This is not a pause (or moratorium) on “housing” it is a pause on development. An acceptable alternative might be “housing development”.

We request changing the title to “Pause on Luxury Housing Development in the Mission District.” The initiative is not a pause on all housing development, but a pause on luxury housing development. The word “luxury” is more appropriate than “market rate” in this context because the prices of the units being produced in the Mission are far beyond the reach of the vast majority of San Franciscans.

Third, at the end of the first paragraph describing “The Proposal” it states “for a total moratorium period of up to 30 months.” We ask that this be removed. The phrase is surplusage and therefore unnecessary. Further, it is entirely speculative as to whether the Board of Supervisors would extend the moratorium (or pause) for the additional 12 months.

Fourth, the description of PDR activities is incomplete and misleading as it does not include “arts activities, performance spaces, and design spaces” as a PDR use. These PDR

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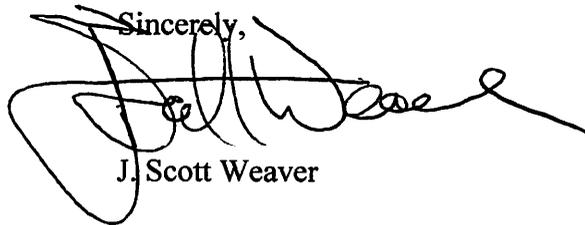
activities not only predominate in the Mission District, but are qualitatively different from the PDR activities described in the Draft Digest. These activities should therefore be included in the Digest (See attached Planning Department description of PDR activities in the Eastern Neighborhoods Plan).

Fifth, the term “100% affordable housing projects” is unclear and misleading. There is a wide divergence of understanding as to what “affordable housing” means. Is it affordable only to low income households? or does it include moderate income households? This “affordability” definition often varies even from project to project. Further, there is little understanding as to what moderate income really means. Therefore, the Approved Digest should inform the reader that the project must be 100% affordable to those earning up to 120% of the Area Median Income. (i.e. \$122,300 for a family of four).

Please find attached your Draft Digest with my proposed additions and deletions.

Thank you for your attention and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Scott Weaver', written over the word 'Sincerely,'.

J. Scott Weaver

JSW:sme
Enclosures

(Note: all proposed additions in italics, deletions as noted)

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MISSION DISTRICT HOUSING MORATORIUM (DELETE)

Substitute with

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*Pause in Mission District Luxury Housing Development Moratorium**

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Digest by the Ballot Simplification Committee

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Status: _____ Draft for Consideration

On: _____ Thursday, July 30, 2015

Members: _____ Packard, Fasick, Fraps, Jorgensen, Unruh

Word count: _____ (suggested 300-word limit)

Deadline to Request Reconsideration: _____ TBD

The Way It Is Now: San Francisco's Mission District is a neighborhood roughly bounded to the west by Guerrero Street, to the south by Cesar Chavez Street, to the east by Potrero Avenue, and to the north by U.S. Route 101.

Persons seeking to build new housing, demolish existing housing, or to change the use of a property must obtain permits from the City.

The Proposal: Proposition _____ would impose an 18-month *pause (Delete "Moratorium") on moratorium—meaning a complete suspension of City permits—on* certain types of development projects in the Mission District, and would authorize a majority of the members of the Board of Supervisors to extend ~~the the pause moratorium~~ for up to another 12 months. ~~(Delete - for a total moratorium period of up to 30 months.)~~

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The types of development projects that Proposition _____ will cover are:

- the demolition, conversion, or new construction of any housing project containing five or more units; and
- the demolition, conversion, or elimination of Production, Distribution and Repair (PDR) use, unless the elimination of the PDR use is necessary to construct a project that *is 100% affordable to those earning under 120% of the Area Median Income (e.g. \$122,300 for a family of four)* ~~(Delete: consists of 100% affordable housing on the site)~~. Under City law, PDR uses include a variety of business-related uses such as industrial, *arts, performance space, and design spaces*, automotive, storage, and wholesale.

These prohibitions would not apply to the issuance of permits for *projects affordable to those earning under 120% of the Area Median Income (e.g. \$122,300 for a family of four)* ~~(Delete: 100% affordable housing projects)~~.

Proposition _____ would require the City to develop a Neighborhood Stabilization Plan by January 31, 2017. The goal of this plan would be to propose legislation, policies, programs, funding, and zoning controls intended to enhance and preserve affordable housing in the Mission, such that at least 50% of all new housing be affordable to low-, moderate-, and middle-income households, and to ensure that those units would be available to residents of the Mission.

Proposition _____ also makes findings regarding the need for the measure.

A "YES" Vote Means: If you vote "yes," you want to impose *an 18 month a pause (delete: moratorium of 18 to 30 months)* on certain types of development projects in the Mission District *(and allow the Board of Supervisors to extend that pause an additional 12 months)*.

A "NO" Vote Means: If you vote "no," you do not want to make these changes to City law.

**Working title, for identification only. The Director of Elections determines the title of each local ballot measure; measure titles are not considered during Ballot Simplification Committee meetings.*

What is PDR?

Some have been concerned that the city is trying to preserve old-fashioned, smoke-stack industry. This is not the case. The Planning Department has adopted the term **Production, Distribution and Repair** or **PDR** to refer to the very wide variety of activities which have traditionally occurred and still occur in our industrially zoned areas. PDR businesses and workers prepare our food and print our books; produce the sounds and images for our movies; take people to the airport; arrange flowers and set theatrical stages; build houses and offices; pick up our mail and garbage. PDR includes arts activities, performance spaces, furniture wholesaling, and design activities.



In general, PDR activities, occurring with little notice and largely in the Eastern Neighborhoods, provide critical support to the drivers of San Francisco's economy, including the tourist industry, high tech industry and financial and legal services, to name a few. PDR businesses also tend to provide stable and well-paying jobs for the 50% of San Francisco residents who do not have a college degree.

Why do PDR businesses need protection through zoning? There are several reasons why San Francisco, like many other large U.S. cities, is considering providing protection for PDR activities through zoning changes in some areas.

- 1) Competition for land: San Francisco has very limited land available and because current zoning permits almost any activity in an industrial zone, residential and office uses, which can afford to pay far more to buy land, have been gradually displacing PDR activities.
- 2) Land use conflicts: Some (though certainly not all) PDR businesses use large trucks, stay open late, make noise or emit odors. As residences and offices locate adjacent to these PDR businesses more frequently, conflicts arise, sometimes forcing the PDR businesses to curtail operations or even leave the city.

Aside from regulating what sorts of activities can occur on a given parcel of land, the proposed Eastern Neighborhoods rezoning also includes a variety of changes to other key regulations, including the following:

- ▶ **Building Heights:** Height limits would be adjusted both up and down in various areas. No heights would be raised above 85 feet.
- ▶ **Parking:** In mixed-use areas, parking requirements would be changed generally to remove minimum parking requirements and establish maximum