

Excelsior & Outer Mission Neighborhood Strategy
Working Group
Land use & Housing Subgroup

Date: Thursday November 2, 2017

Staff Facilitators: Rachael Tanner, San Francisco Planning Department

Notes taken by: Rachael Tanner, San Francisco Planning Department, & Jorge Rivas, Office of Economic and Workforce Development

Attendance:

Working Group Participants

Faye Lacanilao
Jessie Fernandez for Charlie Sciammas
Mel Flores
David Hooper
Kabir Seth

Partner Agencies & Organizations

Stephanie Cajina, Excelsior Action Group
Suhagey Sandoval, Aide to Supervisor Ahsha Safai
Cindy Heavens, Mayors Office of Housing and Community Development

Project Staff

Rachael Tanner, Planning Department
James Pappas, Planning Department
Jorge Rivas, Office of Economic and Workforce Development

Members of the Public

Hope Rogers
Gilbert Williams
Joelle Kenealey
Ted Cutter
Joe Posada
Father John Jimenez
Theodore Randolph
Sealii Sam Ripley
Max Kahn
Evelyn Rodriguez
Maria Elena Ramos
Sunshine Roque
Kim Alvarenga
Maria Margoth
Andrea Paz
Kristie Chan

Notes

Welcome & Introductions

All present introduced themselves.

Review Agenda

Review the evening's agenda

Presentation & Learning: Roots of the Housing Crisis

- Oral and visual presentation (see slides posted online for more details).
- The presentation included data and information regarding:
 - Growth of Cities
 - Regional Housing Crisis
 - Impacts of Displacement & Gentrification
 - Characteristics of Housing in the Excelsior

General Public Comments and Questions

Churches and other gathering spaces have also impacted by construction/real estate costs, particularly in the Pacific Islander community, and have required communities to relocate community serving churches.

Slide #9 and #10 – It feels like we are producing more housing unit, but this slide shows that we actually have decreased our production in SF and in the region.

Slide #14 – Is there a connection with the growth in incomes in the tech sector and the contributions to the unbalance between wage increase and housing costs?

SF underwent a similar transition in the 70's. What are some of the other causes in today's transition?

Slide #23 – Example was shared, that they were displaced after being asked to move out for building renovations.

Slide #28 – Is there data on number of families per housing unit? The number of people per household? Any intergenerational households accounted for in the data?

Goals Activity

- In small groups, everyone discussed the 5 proposed goals regarding Land Use & Housing in the project area.
- Each group was tasked with seeing if they could reach consensus on the goals.
- There were 5 small groups.

Goal	Group 1	Group 2	Group 3	Group 4	Group 5
Continue to be a neighborhood where low and moderate income San Franciscans can live.	Agreed with goal	Agreed with goal	Generally agreed with goal. Wanted to discuss more about what “moderate income” is.	Generally, agreed with goal. Thinks the first and second goals could be combined.	Explore the creation of policy.
Maintain and build housing stock that can serve existing residents, and welcome diverse new residents.	Generally agreed with goal. Wanted to define “diverse new residents.” Not sure if middle and high income residents are welcome.	Agreed with goal	How can this happen? What is “diverse”? Diverse needs to be defined.	Generally, agreed with goal. What form does this housing stock take?	What does diverse mean?
Develop and enhance the commercial corridor so that it serves working people, while also offering a range of goods and price points.	Agreed with goal	We need to add businesses to the commercial corridor.	Agreed with goal	Generally, agreed with goal. The question is how to achieve this? How can we create an environment that is great for a range of businesses?	Residents can benefit from homegrown businesses. Can we have a shared public market? Let’s create other means to support local entrepreneurs.
Be a neighborhood where diverse residents and visitors feel welcome and at-home.	Agreed with goal	Agreed with goal	What does diverse mean?	Agreed with goal. The following goal (promoting relationship building) is the means to achieve a place where people feel welcome and at-home.	Diverse needs to be defined further.
Promote relationship building and intercultural exchange among the many different neighborhood stakeholders.	Agreed with goal	Agreed with goal	Agreed with goal	Agreed with goal	

- Groups also proposed additional goals:
 - Families & Communities lead the planning process
 - Address people running and owning businesses
 - Develop a plan to build the infrastructure that will be needed to support new residents, more business, etc.
 - Support low-income residents in the neighborhood.

- One strategy is rent-control, including commercial rent control.

Strategies

- Discussion of strategies that can help to achieve the above goals.
- Relocation Assistance
 - Does Ellis Act and other legislation already require relocation assistance?
 - Expand this program to include residents and businesses.
 - There is a non-profit displacement program.
- Right of First Refusal
 - This program can help by allowing for negotiation with property owners with the City or non-profit partners.
 - It can be very expensive, though, as purchasing properties is very expensive.
 - There would need to be a connection some type of capital.
 - Could also apply to housing and commercial spaces.
 - Typically, right of first refusal does not apply to single family homes.
- Small Sites Acquisition
 - This program has been effective.
 - The Mayor's Office of Housing & Community Development just purchased their 100th unity.
 - However, there may be limited application in D11 because the buildings are not 20 units or more.
 - Some challenges of the program include:
 - The expense
 - Need to rehabilitate the building
 - Some idea emerged:
 - Could we build co-ops through small-sites? Possibly; also could happen through right-of-first refusal.
 - Socially responsible investors could be sources of capital for this program.
- Constructing more affordable units through subsidy and by leveraging market-rate developments to build affordable units.
 - Desire for family-sized units, not just 1 bedroom or studios.
 - This item warrants more discussion than we had time for; we will return to it in coming sessions.

Conclusion

- At this point, discussion concluded. The last few slides were read aloud, explaining that these strategies are there to be considered.
- Next Meeting Nov. 16, 2017 from 6 – 8 pm at Calvary Baptist Church