YOU are politics.
The shortage is made of 30 years of individual projects being killed, delayed or downsized.

The SFBA Renters’ Fed Program

→ Generate housing by supporting specific projects.

→ Demonstrate political will by supporting specific projects.

→ Organize and vote as a block.
DO YOU WANT THIS TO BE THE FUTURE OF POTRERO HILL?

- 1534 units
- 3370 residents
- 1940 cars

ZERO INVESTMENT IN PARKS AND PUBLIC TRANSIT TO DATE

MAKE A DIFFERENCE. GET INVOLVED. GROWPOTRERORESPONSIBLY.COM
Here’s a for instance:

“Discussion to explore citizen initiative to down-zone, or otherwise address, density along Shattuck Avenue.”

prompted by 2211 Harold way 18-stories 302 housing units.
All one housing market

24 minute commute to Embarcadero
Municipal boundaries don’t delineate housing market boundaries.

Don’t let anyone tell you you don’t have standing.

That’s bullying and gaslighting.

If a decision affects you, your input is relevant.
Ghost units
26th and Clement St

Approved by Planning Commission. Vetoed by BOS.

Teardown 2 1-bedrooms, build three 2-bedrooms and three 3-bedrooms.
ILLEGAL IN SUNNYVALE

OFFICIAL T-SHIRT OF THE DARTSHIRE WAY AND DEVONSHIRE WAY DOWNZONING APRIL 19, 2016
**Question: Aren’t my concerns valid?**

<table>
<thead>
<tr>
<th>It will raise property values (The Mission)</th>
<th>It will lower property values (Rincon Hill)</th>
<th>“neighborhood character”</th>
<th>It looks the same as all the other ugly new build. (1515 Van Ness)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(In a transit rich area) “We’ve already shouldered our share of development.”</td>
<td>(In a transit starved area) “We don’t have the transit to support new development.”</td>
<td>You can’t raise children in a highrise/apartment</td>
<td>No one needs to live in 5,000 sq ft. 1200 - 1500 is perfectly adequate.</td>
</tr>
<tr>
<td>The new development is too many small units (Emeryville)</td>
<td>The new development is too many large units (Corona Heights)</td>
<td>Why don’t they build in the Peninsula?</td>
<td>Why should we build for new people, they shouldn’t come here.</td>
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<tr>
<td>Parking</td>
<td>It will cause shadows.</td>
<td>It requires cutting down a shade giving tree. (Hayes Valley)</td>
<td>Strategic Opposition (for affordable housing, labor concessions)</td>
</tr>
</tbody>
</table>
The personal is the political.

Yes In My Back Yard

Commit to supporting 1 thing you HATE this year.
But it’s worth it, and we’ve already been effective. Case in point, I’m here now.

Because saying “yes” to development is so novel, a very small number of people makes a very big impact.
EMERYVILLE PROPOSES MORATORIUM ON NEW HOUSING DURING PERIOD OF RECORD HOUSING DEMAND.
WHAT COULD POSSIBLY GO WRONG?

City Council Meeting, Friday the 13th, 5pm, Emeryville City Hall
SF Bay Area Renters Federation - sfbarf.org
NEW HOUSING

The East 12th Parcel can house 300 households.

That’s 300 households not trying to move into existing homes!

THE BEST DEFENSE against DISPLACEMENT by NEW RESIDENTS

LAKE MERRITT PLANNING COMMISSION - MEETING ON WEDNESDAY, MARCH 25

FOR MORE INFO, VISIT WWW.SFBARF.ORG, SAN FRANCISCO BAY AREA RENTERS’ FEDERATION

artwork CC-BY Alfred, mail@firstcultural.com
What’s next?
18 floors! 302 units in Berkeley

at Harold and Kittredge Street
NIMBY MONSTER

BLOCKING YOUR VIEW BY MAKING YOU MOVE TO THE CENTRAL VALLEY TO FIND HOUSING

SAN FRANCISCO BAY AREA RENTERS' FEDERATION WWW.SFBARF.ORG  “NIMBY MONSTER” CONCEPT BY STARCHILD. ART BY ALFRED. MAIL@FIRSTCULTURAL.COM

LANDMARKS PRESERVATION COMMISSION MEETING ON THURSDAY, APRIL 2, 2015 AT 7PM NORTH BERKELEY SENIOR CENTER, 1901 HEARST AVE. COUNTER-MARCH AT 6PM, MEET AT CAMPANILE
GO BIG OR I CAN'T GO HOME

75 Howard St
original plan:
31-stories
186 units