

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?



**ZERO INVESTMENT IN PARKS AND PUBLIC TRANSIT TO DATE**



All data collected from publicly available sources. Grow Potrero Responsibly is not responsible or liable for actions taken from this information.

**MAKE A DIFFERENCE. GET INVOLVED.**  
**GROWPOTRERO**RESPONSIBLY**.COM**

Here's a for instance:

## LeConte Neighborhood Association

**Thursday, March 19<sup>th</sup>**

**7:30 - 9 pm**

at Art House Gallery

**2905 Shattuck Ave.**

*—Near Russell St - Enter through the metal gates—South of Paco Collars*

### Agenda

- 1.) Discussion with Honda representatives on plan to move dealership & service center to Any Mountain building
- 2.) Update on Mini-dorm expansion project planned for the site of the Bartlett Houses and lot behind them (2201-05 Blake & 2204 Dwight Way)
- 3.) Update on proposed development (called 2211 Harold Way) that would add 18-stories on top of the Shattuck Hotel and "community benefits"
- 4.) Discussion to explore citizen initiative to down-zone, or otherwise address, density along Shattuck Avenue.
- 5.) Announcements

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

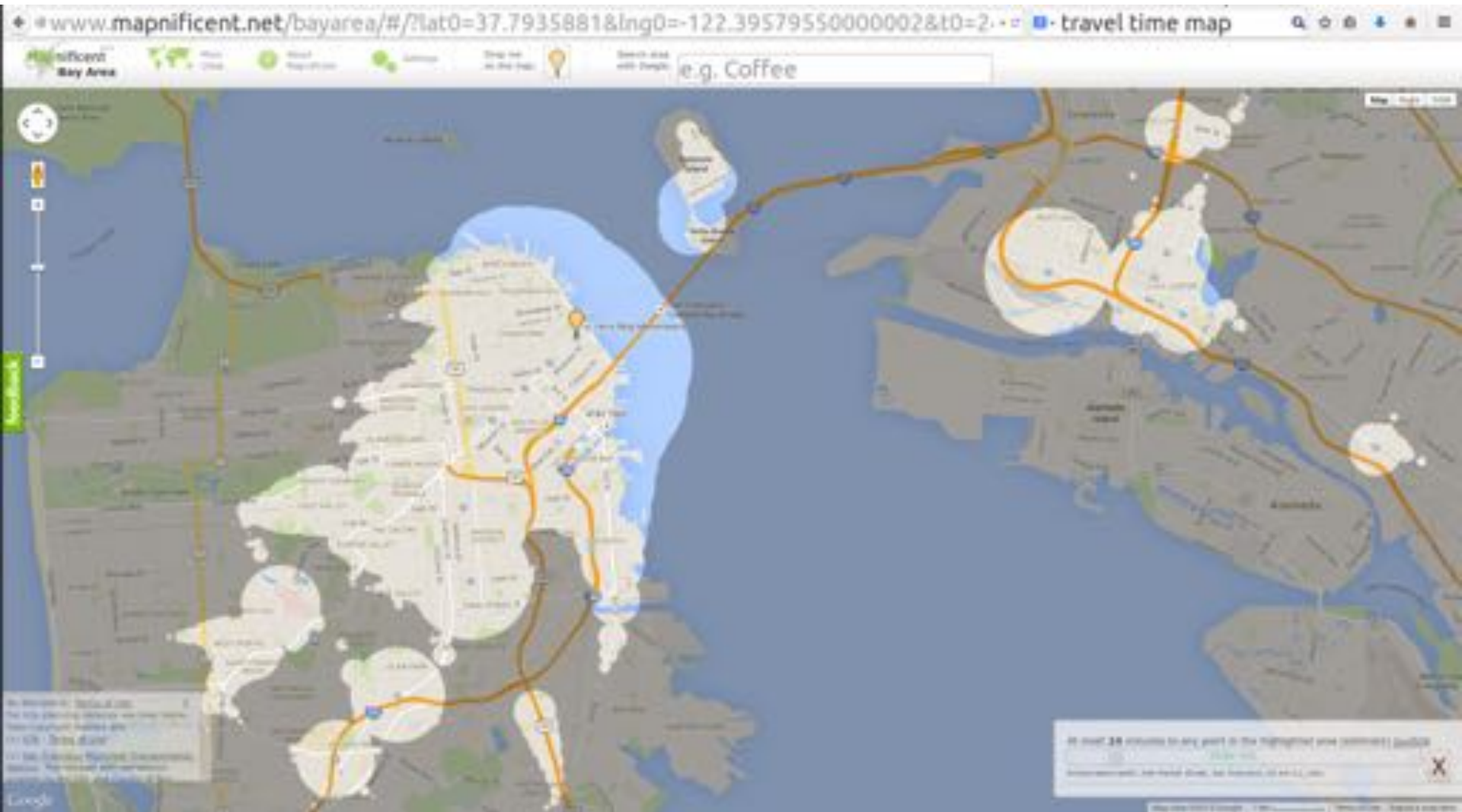
prompted by 2211 Harold way **18-stories 302 housing units.**



UPZONE SF!  
SIGN UP



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.





A giraffe stands in a savanna landscape under a clear blue sky. The giraffe is the central focus, facing slightly to the right. The background shows a flat, open plain with sparse vegetation and a few acacia trees in the distance. The text "ILLEGAL IN SUNNYVALE" is superimposed over the giraffe's neck and upper body.

**ILLEGAL IN SUNNYVALE**

OFFICIAL T-SHIRT OF THE DARTSHIRE WAY AND  
DEVONSHIRE WAY DOWNZONING APRIL 19, 2016

Question: Aren't my concerns valid?

<p>It will raise property values (The Mission)</p>	<p>It will lower property values (Rincon Hill)</p>	<p>“neighborhood character”</p>	<p>It looks the same as all the other ugly new build. (1515 Van Ness)</p>
<p>(In a transit rich area) “We’ve already shouldered our share of development.”</p>	<p>(In a transit starved area) “We don’t have the transit to support new development.”</p>	<p>You can’t raise children in a highrise/ apartment</p>	<p>No one needs to live in 5,000 sq ft. 1200 - 1500 is perfectly adequate.</p>

<p>The new development is too many small units (Emeryville)</p>	<p>The new development is too many large units (Corona Heights)</p>	<p>Why don't they build in the Peninsula?</p>	<p>Why should we build for new people, they shouldn't come here.</p>
<p>Parking Too much traffic</p>	<p>It will cause shadows.</p>	<p>It requires cutting down a shade giving tree. (Hayes Valley)</p>	<p>Strategic Opposition (for affordable housing, labor concessions)</p>

The personal is the  
political.

Yes In **My** Back Yard

Commit to supporting 1  
thing you HATE this  
year.



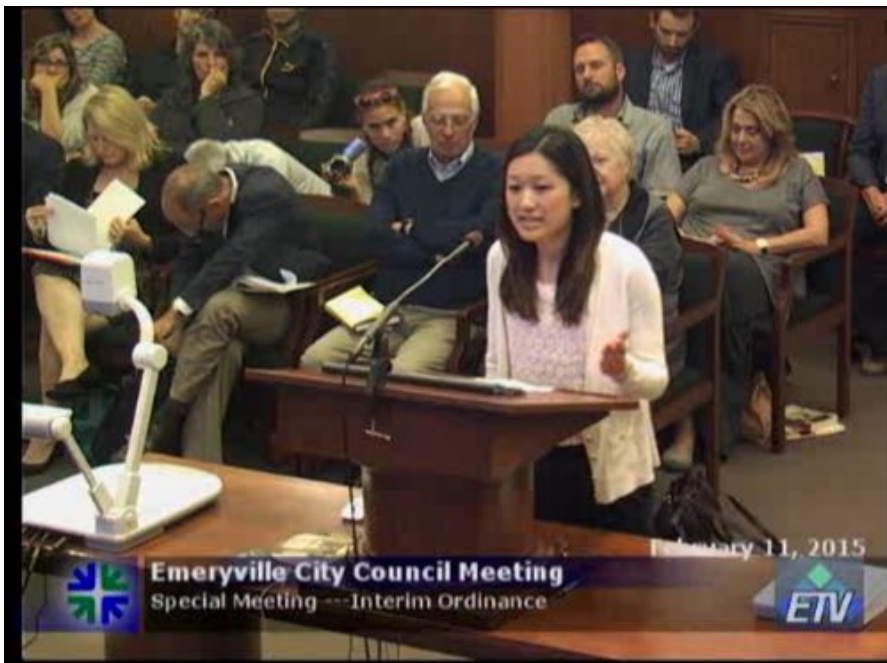
But it's worth it, and we've already been effective.

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](http://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](http://WWW.SFBARF.ORG), SAN FRANCISCO BAY AREA RENTERS' FEDERATION**

artwork CC-BY Alfred, [mail@firstcultural.com](mailto: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](http://WWW.SFBARF.ORG) "NIMBY MONSTER" CONCEPT BY STARCHILD. ART BY ALFRED. [MAIL@FIRSTCULTURAL.COM](mailto: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**



100' Height  
Mechanical  
100' Height  
100' Height

**GO  
BIG**

**OR  
I  
CAN'T**

**GO HOME**

75 Howard St  
original plan:

31-stories  
186 units



FIGURE 2.16. PROPOSED NORTH ELEVATION