

Welcome to the Expanding Housing Choice Open House!

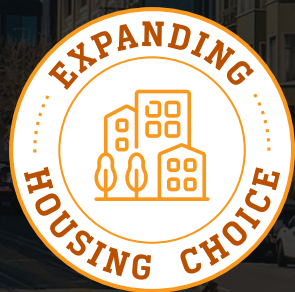
Event welcome & presentation will
begin at 6:00 pm.

Materials will be posted online after
the event.





San Francisco
Planning



Expanding Housing Choice

HOUSING ELEMENT ZONING PROGRAM

Phase 2
Open Houses

November 2023



We're expanding housing choice for...



We need housing for...

First Responders

“A lot of firefighters can’t afford to live here. They are having to move to Sacramento or the East Bay or to the North Bay... When this happens, we end up not having as many people when the time calls.”

- Ariana Wilson, Firefighter

Community voices from interviews



We need housing for...

Community voices from interviews



Teachers

“...One of my coworkers has not moved in 15 years... **they need a new place that’s bigger, but they can’t afford to move.**”

- *Shayla Putnam, Teacher,
George Washington HS*

We need housing for...

Construction Workers

“The majority of tradesmen – plumbers, pipefitters, everybody - they’re commuting. **Everybody is commuting.**”

- *Marcella Ortiz, Electrician*

Community voices from interviews



LIVING IN AN OVERCROWDED
HOME MAKES IT
DIFFICULT TO STUDY.



What is YOUR Housing Story?

Visit the Community Voices
station to watch interview clips,
read quotes from prior outreach,
and share your own housing story

*Public art campaign by Michelle McNeil,
Human Rights Commission*

Where we are now: **Rising unaffordability**



In the Richmond District:



SF home prices doubled in the past 10 years and tripled over the last 20 years.

The average home costs

\$1.3 to 1.7 Million

in The Outer and Inner Richmond



Low supply of Affordable Housing

301

Affordable Housing Units in the Richmond

3,922+

Affordable housing applications filed

CA Statewide Housing Plan (2022)



State lawmakers call for **2.5 million new units** in the next decade to address the affordable housing crisis.

San Francisco's share is 82,000 units.

2022 Housing Element: **Unanimous approval & state certification**



San Francisco's plan to **protect tenants, preserve affordability, and produce housing** to meet the needs of existing residents and future generations.

Mayor's Executive Directive: **Housing For All**

Key Housing Element implementation activities



Expanding Housing Choice

Adding housing close to transit and other services



Affordable Housing Funding & Strategies

Coordinating government, private, and philanthropic funding sources



Activating Community Priorities

Collaboration with Equity Communities and Cultural Districts



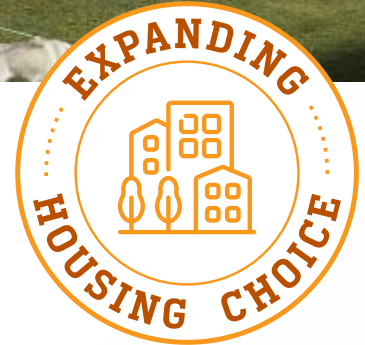
Housing Production & Process Improvements

Simplifying permitting and approvals to reduce housing costs



Expanding Housing Choice: Housing Element Zoning Program

Image by Bruce Damonte



500 Stanyan St



1895 Pacific Ave



1501 Lincoln Way



1200 Ocean Ave



Shirley Chisholm Village (Future Teacher Housing)



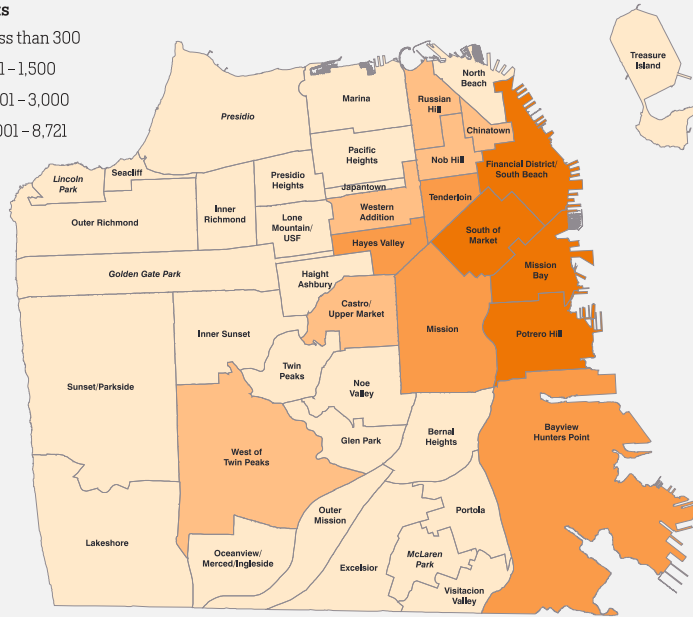
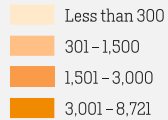
Source: Pyatok, David Baker Architects, MidPen Housing

222 Taylor St

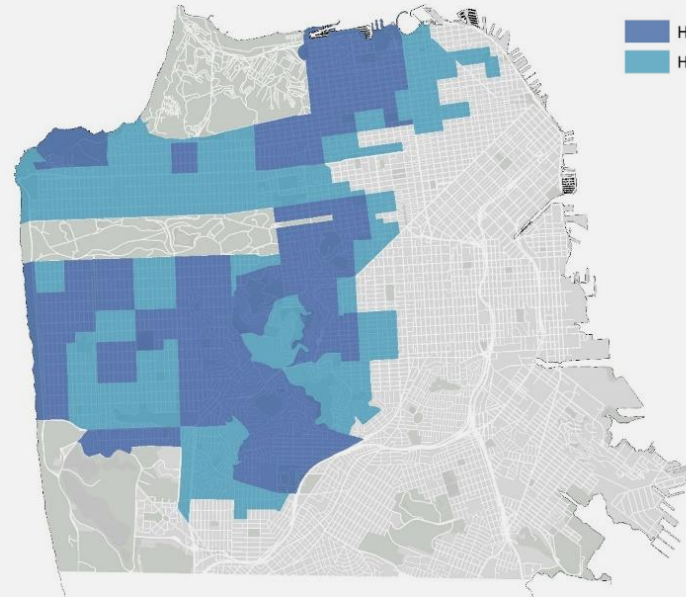
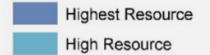


Since 2005, only 10% of all new housing and 10% of new affordable housing has been built in “housing opportunity areas,” which cover over 50% of the city.

Total Units



Housing Production (2005-2019)

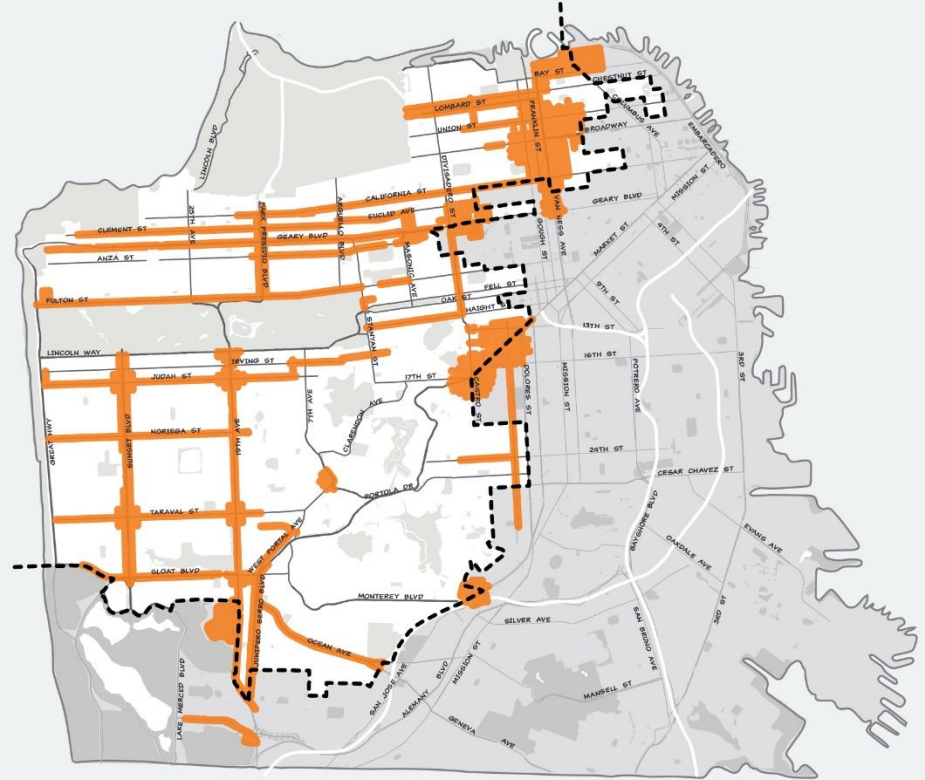


Housing Opportunity Areas*

*Areas designated “Highest Resource” and “High Resource” on the Opportunity Area Map (CA Dept of Housing & Community Development)

Expanding Housing Choice: **Scope**

- Need to plan for minimum **36,200 units** under state requirements.
- Project will increase space for housing (mainly 65'-85' tall) along **transit, commercial streets, & other key sites.**
- Elsewhere, sites may build **fourplexes** (6-plex on corners)
- Per Mayor's Executive Directive (Housing for All), a **final zoning proposal will be completed by January 2024** for consideration of adoption



What happens if we don't meet our rezoning targets?

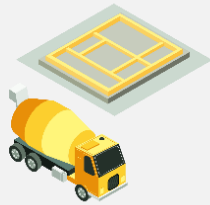


- **Loss of state funding**, including transportation and affordable housing
- **Fines and lawsuits**
- **Potential loss of permitting control** (“builders remedy”)

Community Outreach

PHASE 1: SUMMER 2023

LAYING THE FOUNDATION

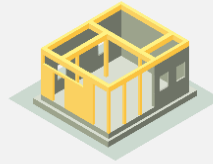


Share initial zoning concepts with the public

- Community Conversations
- Open Houses
- Webinar
- Educational Workshops
- Survey

PHASE 2: FALL 2023

BUILDING THE STRUCTURE



Revise zoning scenarios in consideration of public feedback

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PHASE 3: WINTER - SPRING 2024

RAISING THE ROOF



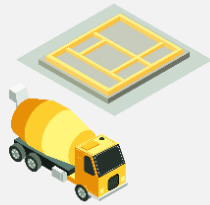
Bring final zoning proposal to decision makers for adoption

- Community members will have opportunities to provide input throughout the adoption process.

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Community Engagement Phase 1 (Spring - Summer 2023)

2 Open Houses (200 attendees)

7 Focus Groups (76 attendees)

Phase 1 Survey (720 respondents)



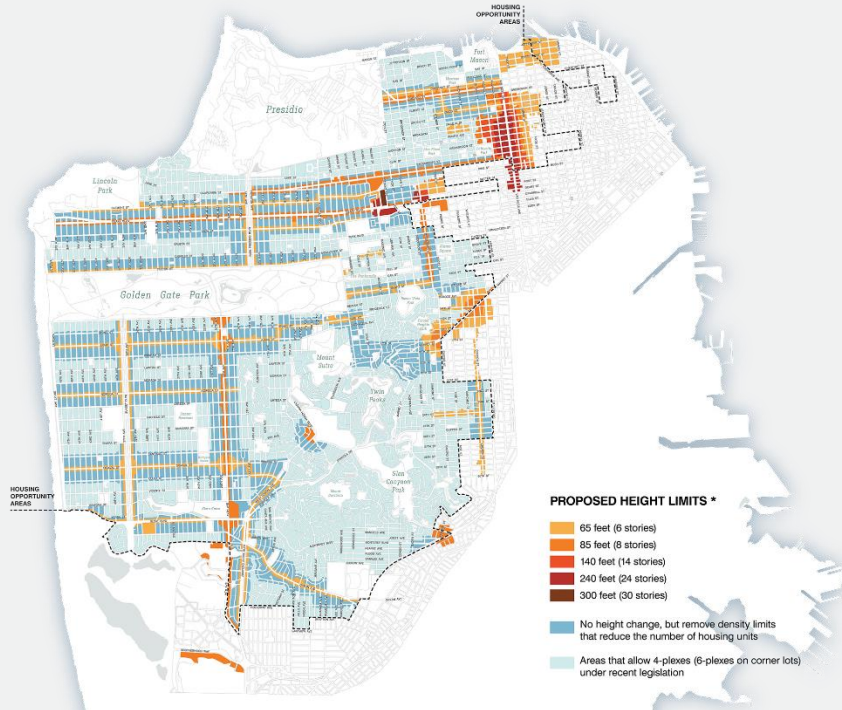
Phase 1 Webinar (40 attendees)

30 Education Workshops (630+ attendees)

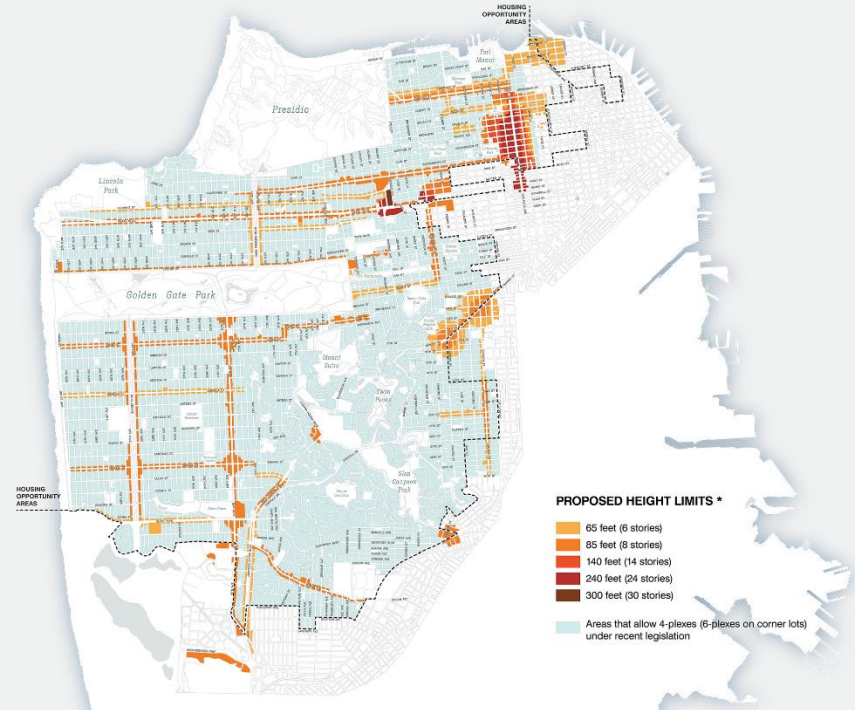
17 Community Conversations

Prior Concept Maps from Phase 1 (Summer 2023)

Concept Map 1: Key Streets + Buffer

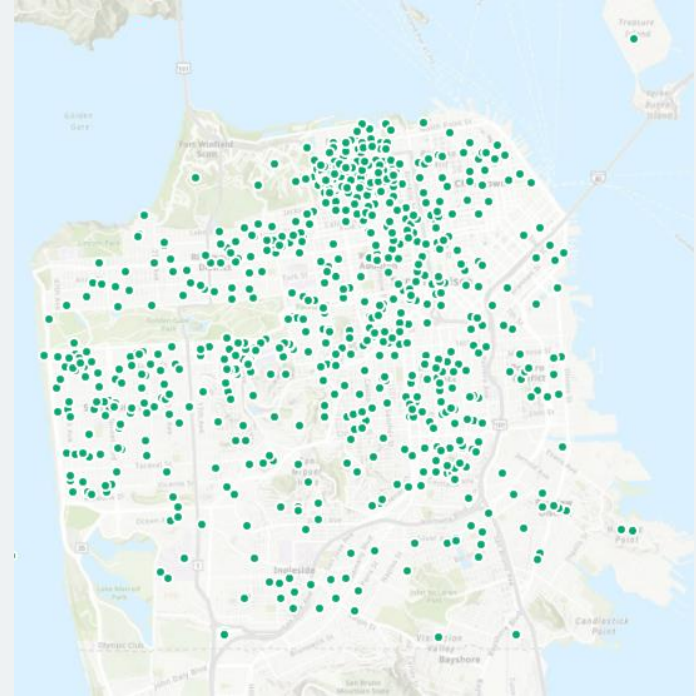


Concept Map 2: Key Streets Only



Key Themes from Outreach Events

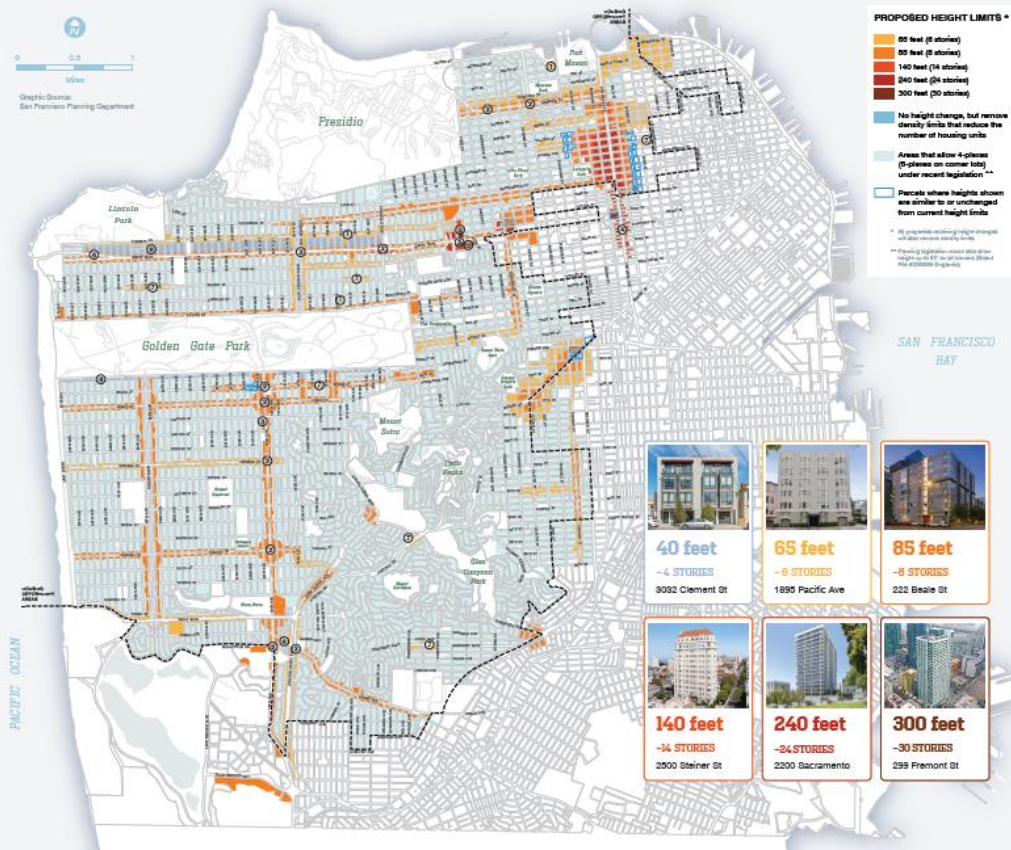
- Need for **affordable housing** and support for **tenants & small businesses**
- Mixed reactions to **greater heights and density**:
 - Some want even more height and density; some prefer existing low-density pattern
 - Suggestions for other streets and areas not on the map
- Concerns about **housing approval process**
- Need for **infrastructure/services** to support growth



*Phase 1 Survey Question:
Where in SF do you live? (n=980)*

Phase 2 Draft Zoning Proposal (Fall 2023): ~54,000 Units

- Keeps **focus on key streets and intersections** where there are larger sites for housing development
- Additional height** has been added at key intersections (ex: Geary, 19th Ave, Lombard)
- Tailored changes **off the corridors**:
 - Select areas of density decontrol
 - Fourplexes & six-plexes elsewhere
- Desired final heights are shown**; projects will have parallel paths to get there (local and state bonus programs)



What **changes** will I see in my community?



- **Change will be incremental** on scattered sites throughout the city
- New housing can **benefit communities**:
 - More **diverse & affordable housing** and greater community stability
 - **Economic benefits**, including more demand for local businesses, increased taxes, and funding for infrastructure
 - **Environmental and climate benefits**, including more energy- and water-efficient building patterns

Visualization: Geary Blvd & 4th Ave



Visualization: Noriega St & 25th Ave



Key Topics **Under Development**

- **Objective Design Standards** to ensure quality architecture and urban design
- **Zoning structure and process** including “by right” (ministerial) review
- **Affordable housing & tenant protections**, including inventory of potential sites for affordable housing
- **Financial feasibility** analysis
- **Racial & social equity** analysis



Next Steps: Phase 2 & Phase 3



- **Phase 2 (Fall 2023):** Soliciting feedback on revised Draft Zoning Proposal
 - Phase 2 Survey: Respond by **December 15th**!
 - Webinar
 - Planning Commission hearings
 - Community Conversations (by request)
- **Phase 3 (Winter 2024):** Final zoning proposal will be introduced for consideration and adoption by policymakers
- **Email us** at sf.housing.choice@sfgov.org for more information

Tonight's Open House



STATION 1

HOW HOUSING BENEFITS COMMUNITIES

- Why We Need More Housing
- Housing Element Implementation
- Deepening Community Voices



STATION 2

EXPANDING HOUSING CHOICE

- Draft Zoning Proposal
- What We Heard
- Affordable Housing & Tenant Protections



STATION 3

BUILDING STRONGER COMMUNITIES WITH NEW HOUSING

- Infrastructure & Services
- Supporting Small Businesses
- Objective Design Standards
- Cultural Heritage

THANK YOU!

<http://sfplanning.org/rezoning-events>

sf.housing.choice@sfgov.org

Art by Michelle McNeil, Human Rights Commission

**WHEN I BECOME A SENIOR CITIZEN
I WANT TO BE ABLE TO **STAY IN SF****

