

Welcome to the **Expanding Housing Choice** Phase 2 Webinar!



Event welcome & presentation will begin at 12:00 pm.

City staff on the Webinar will be available to answer questions.

Materials will be posted online after the event.

Webinar Logistics



Recording

Audio, video, and chat will be monitored and recorded.

This presentation will be posted on our website in the coming days.



Audio and Video

We respect all participants in this convening today and want to create a safe space for all.

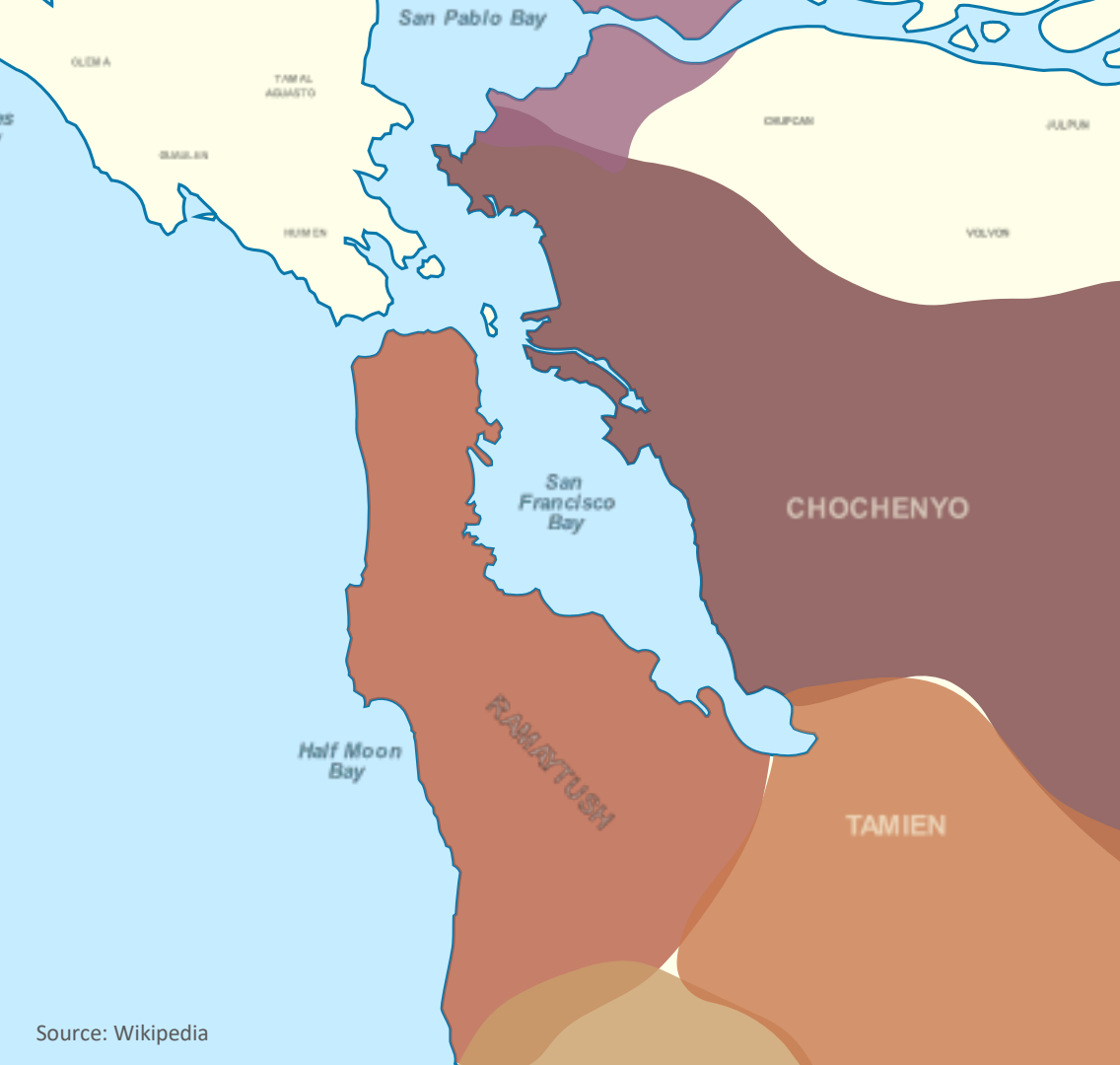
By default, all participants will be muted and video is disabled. Video will be on for speakers only.



Q&A

Please submit questions to panelists using the Q&A function at the bottom of your screen.

Questions will be collected throughout the session and read to panelists during the Q&A portion. Only panelists will be able to see what you write.

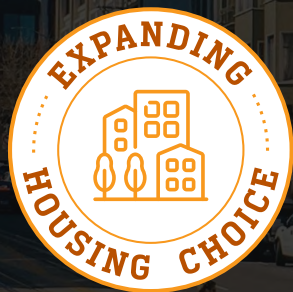


LAND ACKNOWLEDGMENT

*We acknowledge that we are on the **unceded ancestral homeland of the Ramaytush Ohlone** who are the original inhabitants of the San Francisco Peninsula.*



San Francisco
Planning



Expanding Housing Choice

HOUSING ELEMENT ZONING PROGRAM

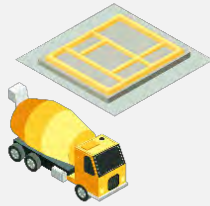
Phase 2 Webinar:
Building the
Structure

December 13, 2023

Project Phases

PHASE 1: SUMMER 2023

LAYING THE
FOUNDATION



Share initial zoning
concepts with the public

PHASE 2: FALL 2023

BUILDING THE
STRUCTURE



Revise zoning scenarios in
consideration of public
feedback

PHASE 3: WINTER - SPRING 2024

RAISING
THE ROOF

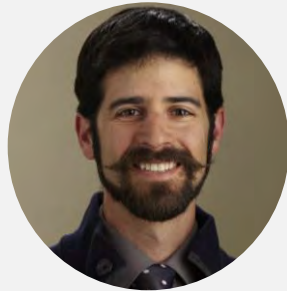


Bring final zoning proposal
to decision makers for
adoption

TODAY'S PANELISTS



Moderator
David H. García
Planner



Panelist
Joshua Switzky
Acting Director of
Citywide Planning



Panelist
Lisa Chen
Principal Planner &
Project Manager



Panelist
Trent Greenan
Senior Architect/
Urban Designer

TODAY'S PRESENTATION

1. Housing Element Rezoning: Expanding Housing Choice

- Summary of Phase 1 Outreach
- Draft Zoning Proposal (Fall 2023) & next steps

2. Objective Design Standards: Concepts under development

- Context of new standards relative to existing policy
- Highlights of draft standards

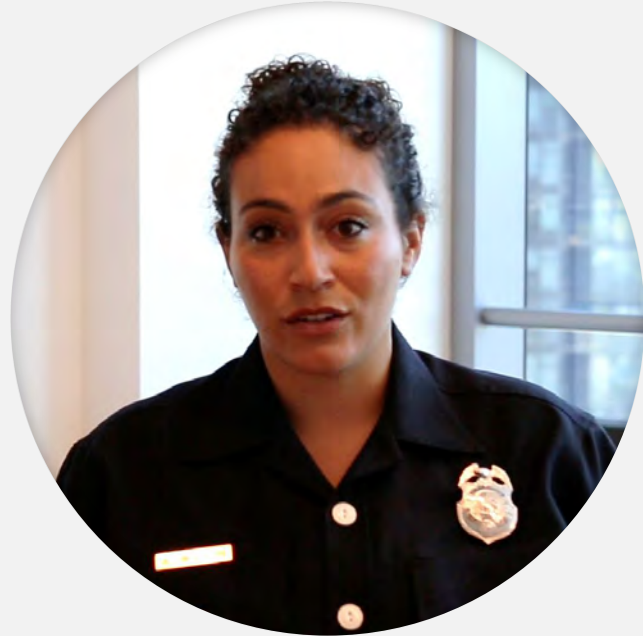


San Francisco
Planning

We're **expanding housing choice** for...



We need housing for... **First Responders**



Community voices from interviews

“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

We need housing for... **Educators**

Community voices from interviews



“...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**



Community voices from interviews

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

- Marcella Ortiz, Electrician



What is YOUR Housing Story?

Visit the San Francisco Planning Department channel on YouTube to see video clips and full interviews.

Public art campaign: *Michelle McNeil, San Francisco Human Rights Commission*

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. After accounting for our pipeline, we have a **gap of 36,200 units.**

2022 Housing Element & 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

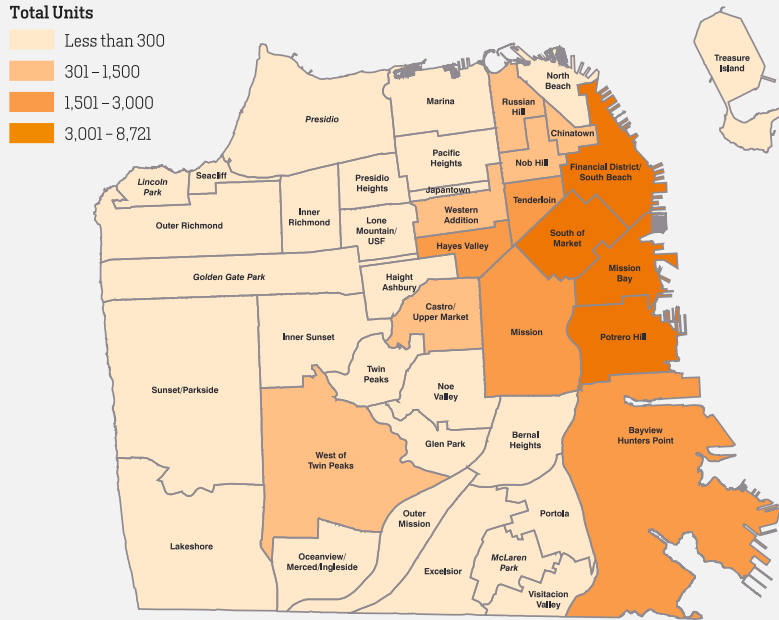
Collaboration with Equity Communities and Cultural Districts



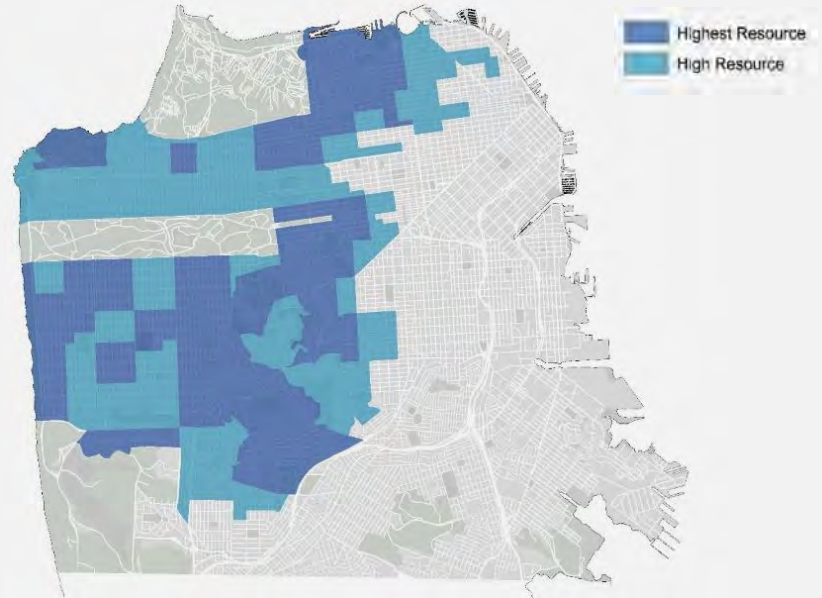
Housing Production & Process Improvements

Simplifying permitting and approvals to reduce housing costs

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.



Housing Production (2005-2019)

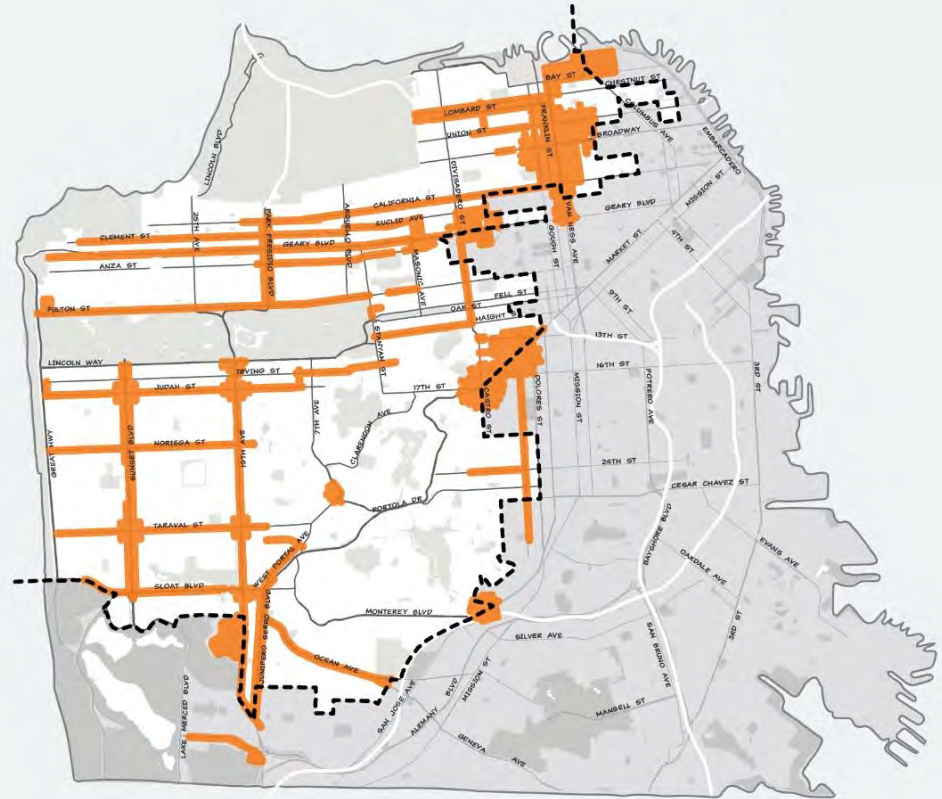


Housing Opportunity Areas*

*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.**
- 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 adopt rezoning?



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

Community Engagement Phase 1 & Phase 2 (in progress)



Phase 1 Webinar

40 attendees



30 Education Workshops

630+ attendees



4 Open Houses

300+ attendees



Phase 1 Survey

720 respondents



17 Community Conversations



7 Focus Groups

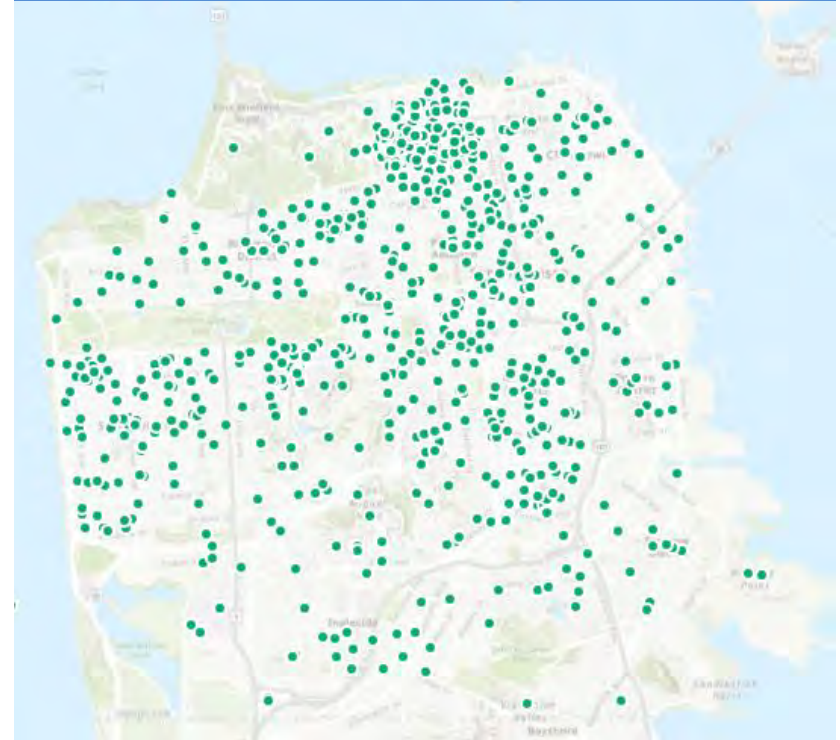
76 attendees



Key Themes from Outreach Events

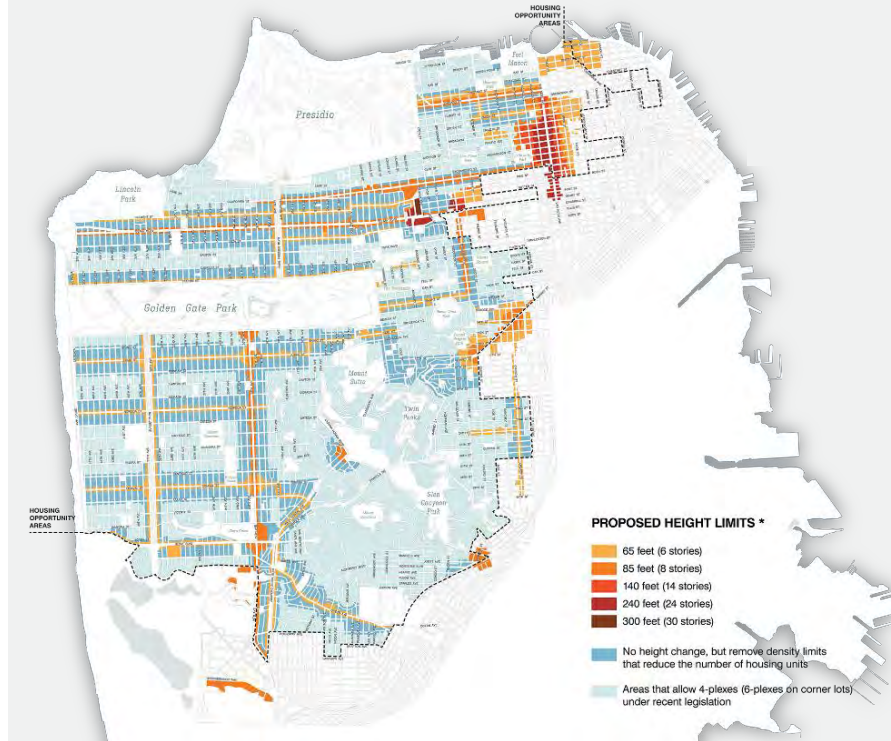
- Need for **affordable housing** and support for **tenants & small businesses**
- Mixed reactions to **greater heights and density**
- Concerns about **housing approval process**
- Need for **infrastructure/services** to support growth and hopes that new housing can bolster **existing community and cultural assets**

Phase 1 Survey Question:
Where in SF do you live? (n=720)

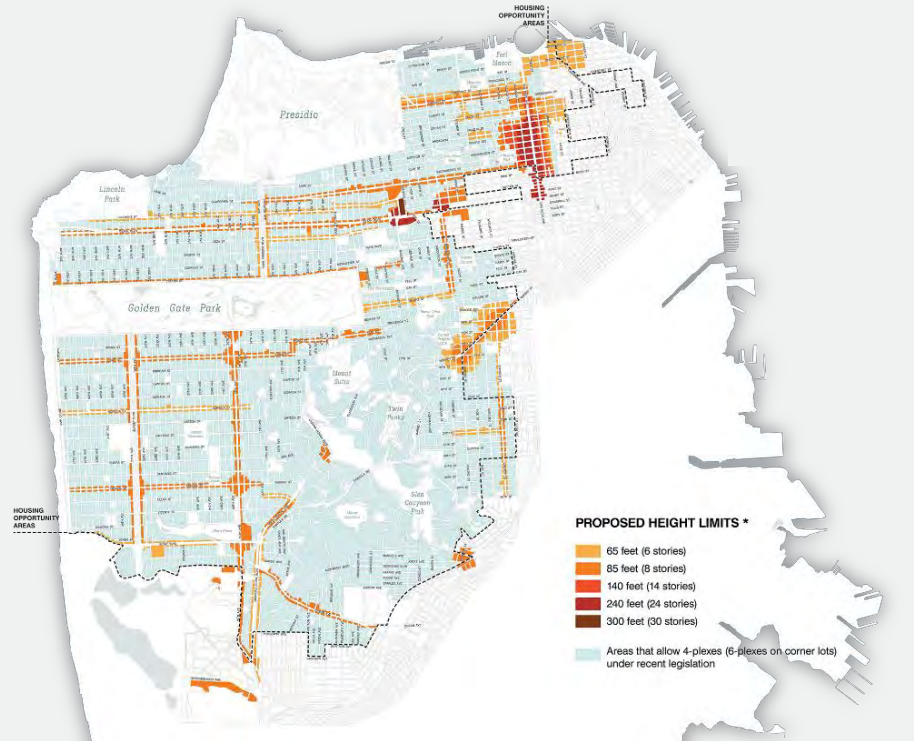


Prior Concept Maps from Phase 1 (Summer 2023)

Concept Map 1: Key Streets + Buffer



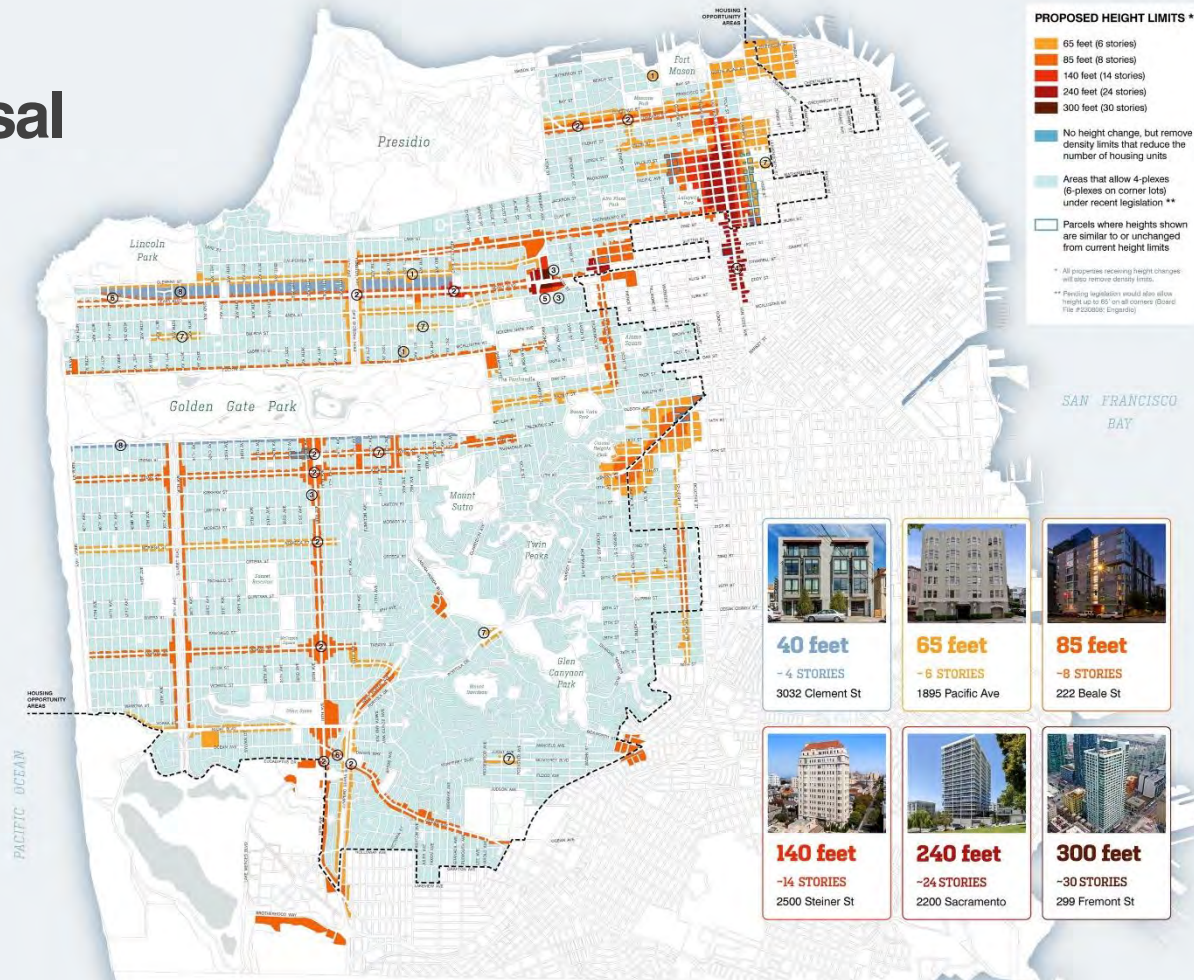
Concept Map 2: Key Streets Only



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)
- Desired final heights are shown; projects will have different paths to get there (local and state bonus programs)



Zoning Program **Key Topics**

Zoning program will account for key issues identified during public outreach, including:

- **Flexible affordable housing compliance and incentives to build rental housing**
- **“By right” (ministerial) process**
- **Objective Design Standards** to support good architecture and urban design
- **Tenant protections & demolition controls**
- **Support for small business**
- **Historic preservation**



Visualization: Geary Blvd & 44th Ave



Visualization: Noriega St & 25th Ave



Next Steps



Continued Phase 2 Outreach (Fall 2023):

- Phase 2 Survey and Small Business Survey:
Open until December 22nd!
- Community Conversations (by request): email us at sf.housing.choice@sfgov.org

Starting in Winter 2024: Informational and adoption hearings at the Planning Commission and Board of Supervisors

Visit our website and sign up for our email list to get involved! sfplanning.org/rezoning-events

OBJECTIVE DESIGN STANDARDS

An architectural sketch of a city street scene. On the left, a multi-story brick building with several windows and a fire escape is visible. In the center, a row of tall, leafy trees lines the sidewalk. On the right, a taller building features a sign for 'Green Cafe SE+USA'. In the foreground, two people are walking away from the viewer on the sidewalk. A bicycle is parked on the left, and a car is partially visible in the lower-left corner. The drawing is done in a light, sketchy style with fine lines and some shading.

■ SITE DESIGN

• STEPBACKS

• REAR YARD

• LARGE SITES

■ ARCHITECTURE

• ARTICULATION

• GROUND FLOOR

• FENESTRATION

SITE DESIGN



FRONT AND SIDE STEPBACKS

RATIONALE: A VARIETY OF HEIGHTS ON THE CORRIDOR WITH NEWER AND EXISTING BUILDINGS SUPPORTS A DYNAMIC STREETScape WITHOUT ADVERSE IMPACTS TO NEIGHBORS

- Locating taller volumes at the street reduces impacts to existing homes to the rear and contributes to a vibrant and active env environment on commercial corridors.
- Stepping buildings back from the corridor is not required to 85’.
- Stepping buildings down from taller to adjacent lower buildings is not required at the street face in most instances.
- On buildings with long facades a vertical break in the massing will be required.



REAR STEPBCKS

RATIONALE: PROVIDE A MASSING TRANSITION FROM TALLEST STREET FACING VOLUME TO LOWER HOMES IN THE REAR

- Buildings may extend to 85' height at front property line for 65% depth.
- Step down to 55' between 65% and 25% when facing RH-1.
- 5' setbacks on all roof decks facing adjacent homes.
- Match existing adjacent light wells.



REAR YARD: STANDARD

RATIONALE: PROVIDE A SUITABLE SEPARATION FROM NEW CORRIDOR DEVELOPMENT AND EXISTING HOMES

- A 25% rear yard required at first level of residential and above for mid-block properties.
- A Ground floor podium may extend to full lot depth.



REAR YARD: “L” SHAPE

RATIONALE: ALLOW FLEXIBILITY FOR DEEPER CORNER LOTS TO ALIGN REAR YARD WITH MID BLOCK OPEN SPACE

- Corner properties may configure the building in an “L” shape to locate the rear yard at the mid-block open space.
- Rear yard must be 25% of lot area.
- New housing may extend up to 10' from adjacent property line.



SIDE STEPBACKS

RATIONALE: MINIMIZE IMPACTS TO EXISTING REAR YARDS AND AVOID HIGHLY VISIBLE BLANK WALLS

- When the side of new housing abuts an existing rear yard volume must step back at 55' height .



LARGE SITES

RATIONALE: ENSURE THAT NEW HOUSING ON LARGE SITES IS COMPATIBLE WITH THE PATTERN OF EXISTING BLOCKS. LARGE BLOCKS INHIBIT PEDESTRIAN MOVEMENT BY LENGTHENING WALKING DISTANCES BETWEEN POINTS, DISCOURAGING WALKING TO NEARBY DESTINATIONS AND FROM USING TRANSIT.

- Lot coverage limits
- Maximum block face dimensions
- Mid block alley requirements





ARCHITECTURE

FAÇADE ARTICULATION

RATIONALE: WELL ARTICULATED FACADES INCLUDE RECESSIONS AND PROJECTIONS THAT CREATE A RICH TEXTURAL QUALITY WHILE DISTINGUISHING A RESIDENTIAL USE.

Articulation requirements apply to any street facing façade. Projects may meet articulation requirements through one of the following:

- A major projection or recession spaced no more than 30' apart on center on each residential floor including a bay window, balconies or terraces, or major volume offset.
- regularly spaced deeply recessed windows, textured façade, projecting sunshades/ fins/ louvers, pilasters, or deeply textured façade.



GROUND FLOOR - COMMERCIAL

RATIONALE: THE GROUND FLOOR IS WHERE PEDESTRIANS INTERACT WITH THE BUILDING AND ITS TREATMENT IS INTEGRAL TO CREATING A RICH, ENGAGING STREETScape ENVIRONMENT. A RHYTHM OF ELEMENTS THAT ADDRESS THE PEDESTRIAN ARE FUNDAMENTAL ASPECTS OF STOREFRONT DESIGN.

- Bays must be articulated with pilasters spaced no further than 30' apart on center.
- A transom window shall be separated from the storefront above with a solid band of 6" minimum height.
- Storefront windows shall be a minimum of 8' in height measured from sidewalk.
- Entries shall have alcoves a minimum of 4' in depth by 4' in width.



GROUND FLOOR - RESIDENTIAL

RATIONALE: GROUND FLOOR ENTRIES ACTIVATE THE PUBLIC REALM AND THEIR TREATMENT SHOULD PROVIDE A TRANSITION FROM THE SIDEWALK TO UNIT

- Most ground floor units must have an entry from the sidewalk.
- Ground floor entries to individual units shall be raised from the sidewalk and setback with a landscaped strip.
- Alternatively, sidewalk grade entries shall be recessed a minimum of 3' and maximum of 5' from the primary façade.
- Entry shall either be recessed or be sheltered by a canopy or awning.
- Setbacks shall be landscaped for all areas not used for entry paths.



FENESTRATION

RATIONALE: THE SIZE, DETAILING AND TYPE OF WINDOWS IS ESSENTIAL TO OVERALL BUILDING QUALITY

- Minimum and maximum transparency requirements will prevent blank or overly glassy facades and ensure compatibility with existing patterns.
- All rooms facing the street must have a window.
- At least one operable window per unit.
- Windows shall provide a minimum 3" shadow line for street facing facades.
- Reducing the amount of transparency facing the rear to reduce privacy and projecting light impacts to existing homes.



ODS NEXT STEPS:

- **INCORPORATE LATEST FEEDBACK**
- **SECOND MEETING WITH STAKEHOLDERS**
- **CONSOLIDATE ALL INPUT INTO DRAFT STANDARDS**
- **ADOPTION**



Q&A

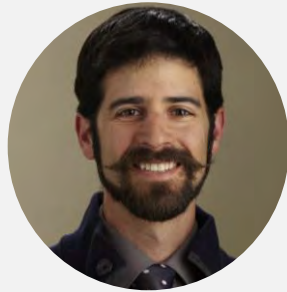
- **Please submit your questions via the chat.**
- The moderator will organize the questions and may combine similar questions that will be read to the panelists.



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Planner



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Acting Director of
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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****

