

STATION 3

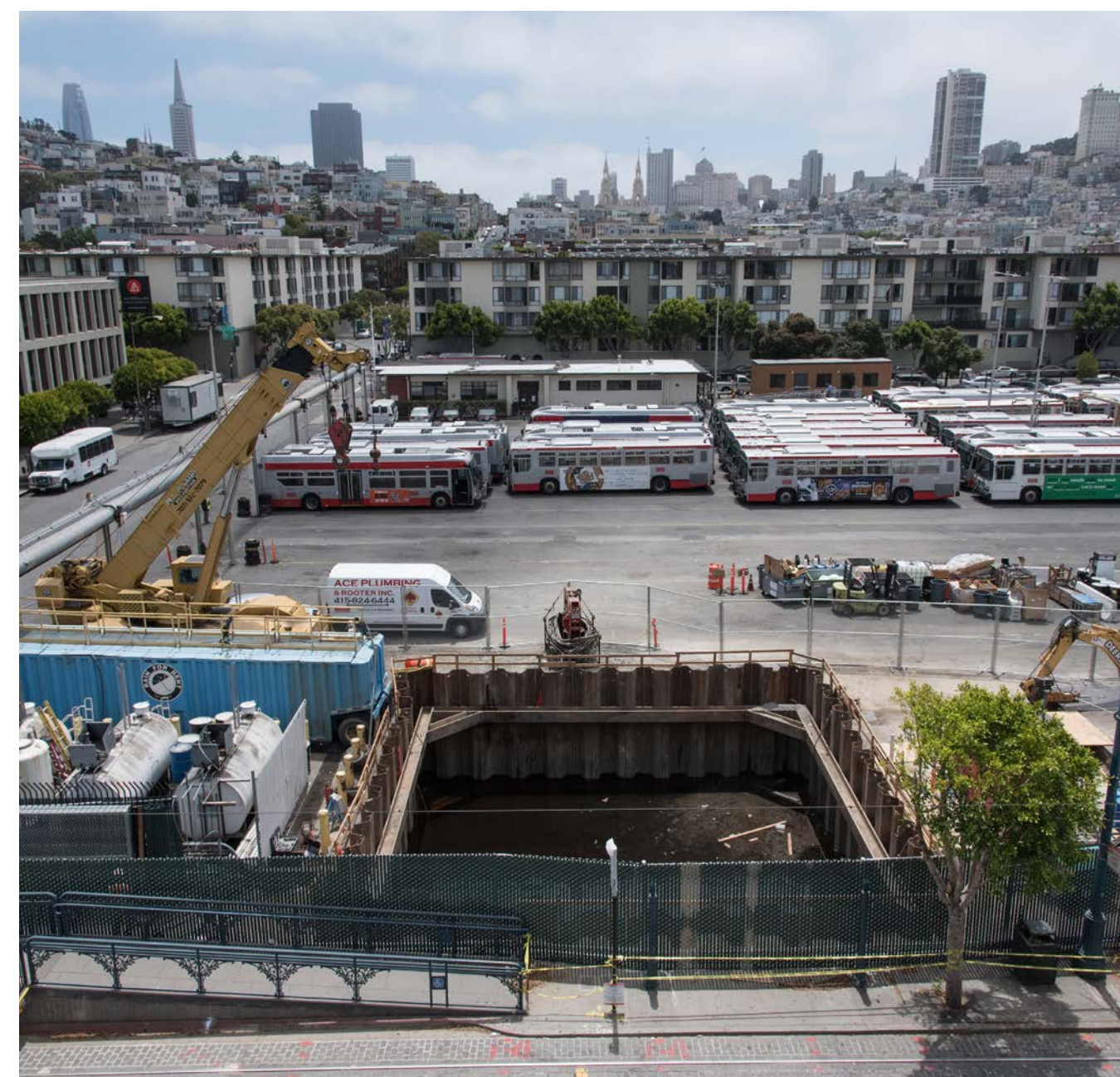


BUILDING STRONGER COMMUNITIES WITH NEW HOUSING

San Francisco neighborhoods are unique and dynamic spaces where we live, work, learn, eat, and play. Adding new housing presents an opportunity to build on neighborhood strengths. An approach to incorporating new housing calls us to consider our existing community fabric, while reinforcing the infrastructure, facilities, services, and programs to support existing and new residents and small businesses.

This station describes:

- the overall approach to strengthening neighborhoods through increasing housing capacity coordinated with infrastructure and services
- initiatives that recognize cultural heritage and foster high-quality urban design and architecture across our neighborhoods.



Photos: SFMTA, SF Planning



San Francisco Planning



Housing Element ZONING PROGRAM



Learn more about Expanding Housing Choice:
<https://sfplanning.org/housing>





Opportunities for Housing to Contribute to Vibrant, Resilient, and Equitable Neighborhoods

Our neighborhoods and city are at a crossroads. In recent decades, the affordable housing crisis has transformed communities, as many middle- and lower-income residents have been forced to leave San Francisco. The COVID-19 pandemic reshaped how and where people work and challenged the very existence of many small businesses. Residents have begun to feel the impacts of the climate crisis, including extreme weather events, flooding, hazardous air quality, and higher energy costs.

As we plan for new housing, we need to support communities more holistically to meet the needs of current and future generations. With new housing, we will also see strategic investments in infrastructure and services that can support neighborhood wellbeing.

How new housing builds stronger Communities

New housing doesn't have to mean fewer or worse services for existing residents. Some benefits of new housing can include:

Greater Community Cohesion:

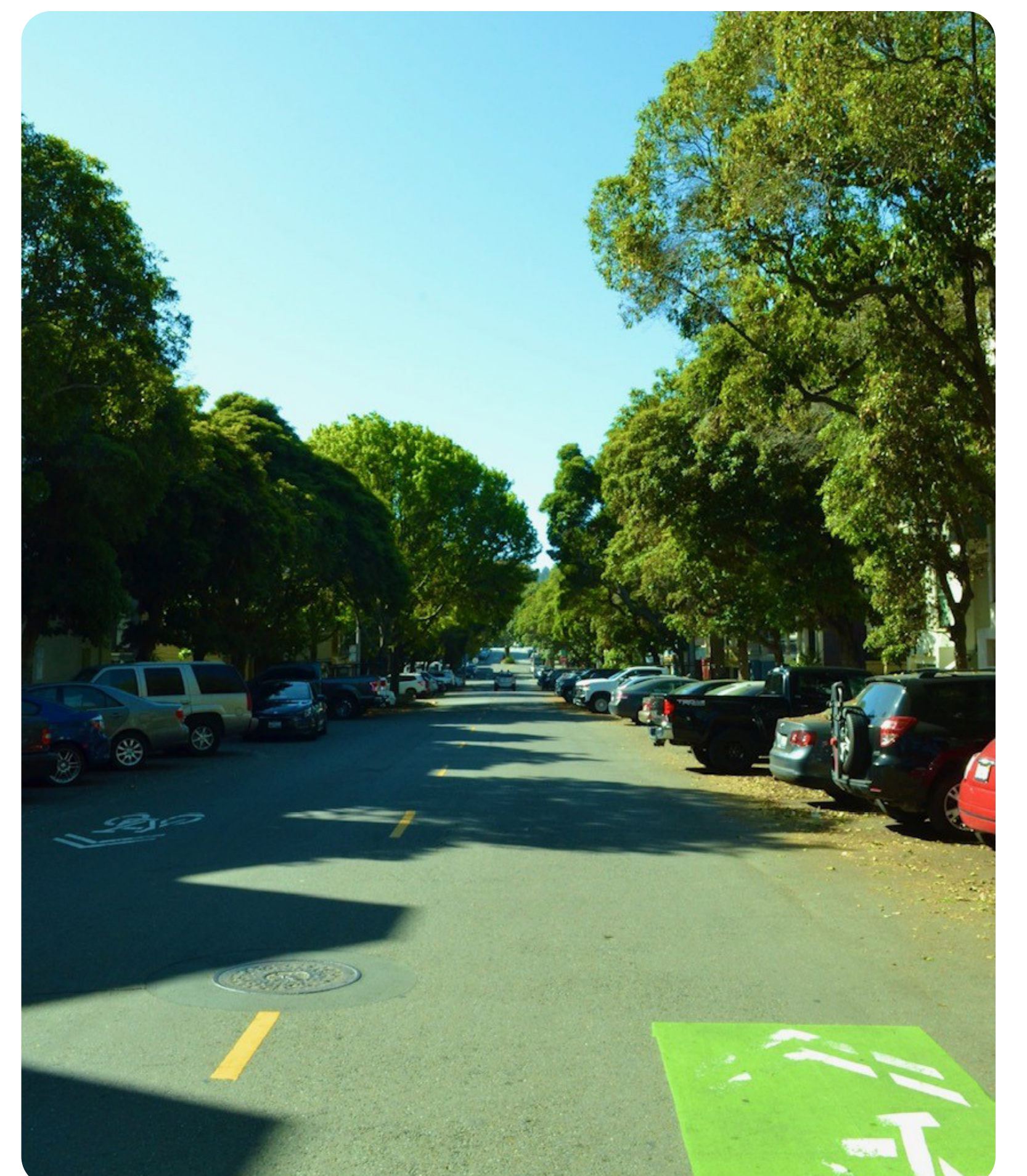
- **Increased stability for communities and families**, with fewer residents and employees moving away, and less homelessness
- **More neighbors and greater diversity** as we build housing suitable for families, seniors, young people, and middle- and lower-income residents.

More Economic Stability:

- More customers and demand for **local businesses**.
- **Expanded tax base**, including property taxes (the primary funding sources for City services)
- **Infrastructure fees:** developers of new housing pay impact fees to fund:
 - transportation infrastructure
 - childcare facilities
 - schools
 - water & sewer

Environmental Benefits:

- New housing will be more **energy- and water-efficient**, meeting requirements that new buildings be 100% electric. New buildings are estimated to require **70% less energy than older buildings**.
- New housing is required to incorporate **street trees, landscaping, and pedestrian improvements**.
- Compared to the Bay Area average, residents in this new housing will generate an estimated **47% less car traffic, greenhouse gases, and related pollution**, with fewer people driving long distances for work, shopping, and other trips.



Photos (clockwise from top left): Craig Lee/The Examiner; Kevin Kelleher/Special to SFGATE; SF Planning Department; Jeremy Menzies Photographer, San Francisco Municipal Transportation Agency; Clara Mokri for The New York Times



What We Are Working Toward: Growing Stronger Communities & Housing Together

Holistic Approach for Vibrant, Resilient, and Equitable Neighborhoods

City agencies are collaborating to ensure that neighborhoods are prepared to welcome new neighbors and new housing in the Housing Opportunity Areas, while maintaining and building on existing cultural heritage and amenities.

These are examples of planning and strategies that the City is implementing to ensure that new and diverse housing choices are supported by infrastructure, community services and facilities, and programs.



Graphic: LA City Planning

Housing Affordability & Diversity



Support housing production with a particular focus on supporting affordable housing and a diversity housing types (such as multifamily apartments, townhomes, senior housing, and group housing).



The 2022 Housing Element and the Mayor's Housing for All Directive mobilizes City agencies to support housing production.

Transportation



Agencies are preparing and implementing short- and long-range plans to increase transit coverage and frequency across neighborhoods and throughout the city.

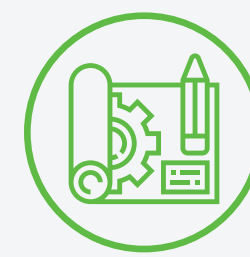


The San Francisco Municipal Transportation Agency (SFMTA) has been working to improve reliability and to speed up buses throughout the city. These include service in the Sunset and Richmond on lines such as the 5-Fulton, 29-Sunset, 38-Geary, and L-Taraval.

SFMTA is exploring adding rail in San Francisco's busiest places, including along westside corridors like Geary Blvd. and 19th Ave.

To improve pedestrian safety, especially on high-injury corridors, the City is implementing a Vision Zero Strategy that includes physical street improvements, traffic engineering changes, and enforcement.

Design



Objective Design Standards set guidelines to help design high-quality buildings that support neighborhood life.



The Planning Department is developing these standards in parallel with the rezoning. Review proposals and share your feedback at this station!

Utilities (Water, Sewer, Power)



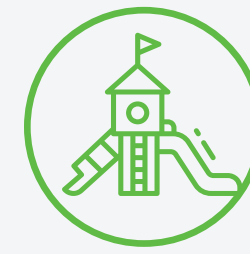
The San Francisco Public Utilities Commission (SFPUC) is committed to ensuring a robust and modern infrastructure to support increased housing capacity and maintain quality of life.



The Urban Water Management Plan (2021) plans for the City's water needs through 2045 and uses population growth estimates that are consistent with the Housing Element.

Other planning efforts and programs include *OneWaterSF*, the *Stormwater Management Plan*, and *CleanPowerSF*.

Parks and Other Community Facilities



Increasing the capacity, quality and upkeep of our parks, recreational programs, and community facilities is crucial for supporting livability for both new and existing neighbors.



The San Francisco Recreation and Parks Department Strategic Plan considers increasing services across neighborhoods where they already exist and expanding where these services are lacking.

Schools



Population shifts are an important consideration for enrollment in K-12 education.



The San Francisco Unified School District is planning 10 years into the future with its Facilities Master Plan (FMP), and dynamically adjusting to shifts in projected population depending on new development.

Supporting Small Businesses



Population growth in our neighborhoods through rezoning will increase the customer base for small businesses but may affect some existing businesses who rent space along commercial corridors.



The Office of Small Businesses (Office of Economic & Workforce Development) has several business support initiatives including counseling, grants, and programs.

Cultural Heritage (SF Survey)



Our neighborhoods are home to significant buildings and cultural resources that create a sense of place and anchor our communities.



The Planning Department's SF Survey Team is giving community members a direct way to identify resources and submit their stories related to tangible and intangible examples of cultural heritage.





What We Are Working Toward: Growing Stronger Communities & Housing Together



Geary Boulevard looking east towards Arguello Boulevard.

Rendering: AECOM

What we heard

- For some of these topics, the existing amenities in these neighborhoods are the envy of the city (ex: Golden Gate Park). For others and for some specific areas, more needs to be done to make sure that infrastructure can keep pace with new growth.
- New housing will be built incrementally, and we are working with other agencies to make sure they are planning for services that will meet community needs, now and in the future.

Relationship Between Housing Opportunity Area and Well-Resourced Neighborhoods

The Housing Opportunity Area is modeled on the places designated as “Highest Resource” and “High Resource” on the Opportunity Area Map published by CA Department of Housing and Community Development, which identifies communities that have good access to high paying jobs, well-performing schools, and lower environmental pollution.

While the 2022 Housing Element used the term Well-Resourced Neighborhoods, the Expanding Housing Choice Rezoning chose to rename this geography to Housing Opportunity Area to reflect the project’s primary goal of increasing housing capacity in areas where housing has been limited due to zoning controls.

Communities across the city are rich in “resources” such as community connectedness, cultural heritage, and resilience, which are not mapped out by the City or State but are nevertheless important to recognize and affirm.



Noriega St. looking west towards 25th Ave.

Rendering: AECOM



Supporting Small Businesses as Neighborhoods Grow

New housing can bring many benefits to neighborhood businesses, including increased demand for local shops and restaurants, investments in local infrastructure and services, and greater housing stability for employees and community members.

However, some changes may be more challenging for local businesses. When new housing is being built, there may be impacts to surrounding businesses due to noise or construction on the sidewalk and street. Some new housing will be built on properties where there are existing businesses, leading to potential displacement or even closure.

San Francisco is committed to supporting businesses even as we grow our neighborhoods with the housing we need. We will need to leverage existing programs and add new ones to protect businesses and help them thrive as our neighborhoods continue to grow and change.

It's important to note that changes in your neighborhood will not happen overnight. Even after zoning rules are changed, we expect that new homes will be built incrementally over a number of years, on sites scattered throughout San Francisco neighborhoods. Most of the construction impacts will be limited to project sites and should not substantially impact access to neighboring businesses.



Existing City Resources and Programs

City agencies already offer many programs and resources to support small businesses. The Office of Small Business and the Office of Economic & Workforce Development can connect merchants with services designed to help them stay and thrive in San Francisco. Some examples of services include:

- Small business counseling on starting a business, navigating the permitting process, employee management, financial accounting, and other topics
- Grants, loans, and fee waivers to support opening a business, storefront improvements, and other costs
- Support to merchant associations, Community Benefit Districts, and other civic organizations serving small business owners
- Programs targeting specific businesses, such as Legacy Businesses, Neighborhood Anchor Businesses, and woman entrepreneurs

Additional Strategies to Support Small Businesses

Here are ideas for policies and programs that can support small businesses as new housing is added. These could be included as part of the rezoning or through separate legislation.

- **Relocation funding and support:** This could include a requirement that developers provide relocation funds to businesses that are displaced by new housing. City agencies can also support businesses in finding available spaces.
- **Business interruption funds:** The Board of Supervisors is exploring the possibility of developing a funding source for businesses that are impacted by housing construction (for example, due to noise or other impacts).
- **Expand the availability of commercial spaces:** Many of the streets proposed for zoning changes include lots zoned for only residential uses, where it is not possible to open a small business under current rules. These lots can be rezoned to allow commercial uses, to make sure there are more spaces for businesses to start, grow, and/or relocate in these areas and serve the growing local neighborhood population.
- **Zoning incentives for desired and/or flexible uses:** The zoning changes could create incentives for buildings to include desired uses (such as lower-cost spaces for community services) and to allow more flexible spaces (e.g., to enable different uses to co-locate in commercial spaces).
- **Business attraction in new buildings:** The City can work with developers and neighborhood groups to help find tenants for new commercial spaces that are a good fit for the neighborhoods.
- **Coordination with civic institutions, such as merchants groups and Cultural Districts:** The City can continue to partner with organizations that serve small businesses, to help respond to the evolving needs of small businesses as new housing is added.

Photos: SFMTA, SF Planning



Objective Design Standards: Ensuring That New Housing Supports Neighborhood Quality

Under Development: Objective Design Standards for Corridors

In parallel with Expanding Housing Choice, the Planning Department is engaging community members and stakeholders to develop Objective Design Standards for Corridors. These standards will include both mid-rise (e.g., 65-85', or roughly 6-8 stories) and high-rise (e.g., 90'-300') developments. The goals include:

- Create high-quality housing that enhances neighborhood life.
- Set clear rules and expectations, to provide predictability for both developers and community.

Objective Design Standards are required by the state and will be used as part of by-right (e.g., ministerial) review processes.


Sample Objective (SB9) Design Standard

SB-9 OBJECTIVE DESIGN STANDARDS 21

A3.1 INCORPORATE PROMINENT ENTRIES

Entries are the first impression of a residence and their design sets the tone for the entire building. As a transition from the public to private realm they must be given a high priority in the design approach.

- Entries to multiple units on the street facing lot shall directly face the public right of way.
- Entries for new construction must be raised a minimum of 3' above grade or recessed a minimum of 3' from the primary building wall.
- Where ground floor units face a narrow street as described in Planning Code Section 261.1 a canopy projecting a minimum of 18" for the width of the entry may be used instead of a recessed or raised entry.



The width, recess and detailing of this entry identifies it as a primary facade feature.

This raised entry to upper units is the building's main architectural feature, identifying its importance.


Sample Design Guideline

URBAN DESIGN GUIDELINES 16

S2 HARMONIZE RELATIONSHIPS BETWEEN BUILDINGS, STREETS, AND OPEN SPACES

A building that relates to city fabric, to its immediate context, and adjacent human activity helps unify neighborhood experience and character. The relationship between areas of low, fine-scaled buildings and areas of high, large-scaled buildings can be more harmonious if the transition in building height and mass between such areas is managed in an intentional and sensitive manner.

- Develop site and building design to establish, respect, or enhance the mid-block open space and minimize their impacts to privacy and access to light. Different configurations for rear yards may be acceptable due to site conditions.
- Relate building scale and massing to the size and scale of existing buildings. Consider setbacks and side terracing to reduce light and air impacts on adjacent buildings, provide more interesting side facades, or transition to smaller-scaled residential neighborhoods.
- Reflect the existing patterns of side spacing and side setbacks.
- Sculpt building massing vertically and/or horizontally to a scale compatible to its context.
- Provide matching lightwells to augment livability and access to light and air.
- As groups of buildings create their own topography, shape new buildings to respond to, reconcile, or moderate differences between existing ones.
- Modify tall buildings to minimize wind impacts at the street level.
- Mass buildings to minimize shadow impacts on residential areas, lower buildings, parks, and open space.
- Use street widths to help establish the general massing, scale, and proportions of the building.
- Shape the height and bulk of towers with respect to views from important vantage points around the city.
- Place, orient, and shape open space to support adjacent existing open space conditions.



FOSTER WALKABLE CONNECTIONS

BUILD ON VIEW ACCESS

RESHAPE CORNER SITES TO BETTER CONTRIBUTE TO LIGHT AND AIR

DASHED LINE INDICATES TYPICAL REAR YARD

Modify the shape and location of new open spaces to support existing ones.

By modifying typical rear yards, corner sites can better support streetwalls and mid-block open space.

Building massing should respect larger patterns in the urban fabric.

Building On Existing Design Guidelines

The current design review process relies on discretionary design guidelines, including:

- Urban Design Guidelines
- Residential Design Guidelines
- Neighborhood and subject-specific guidelines

The Objective Design Standards will build on these documents. It will develop clear, quantifiable requirements that developers and architects can follow when designing housing.

Existing Design Guideline



National

Neighborhood

Site Specific

Citywide

Subject Specific

Graphic Source: SF Planning

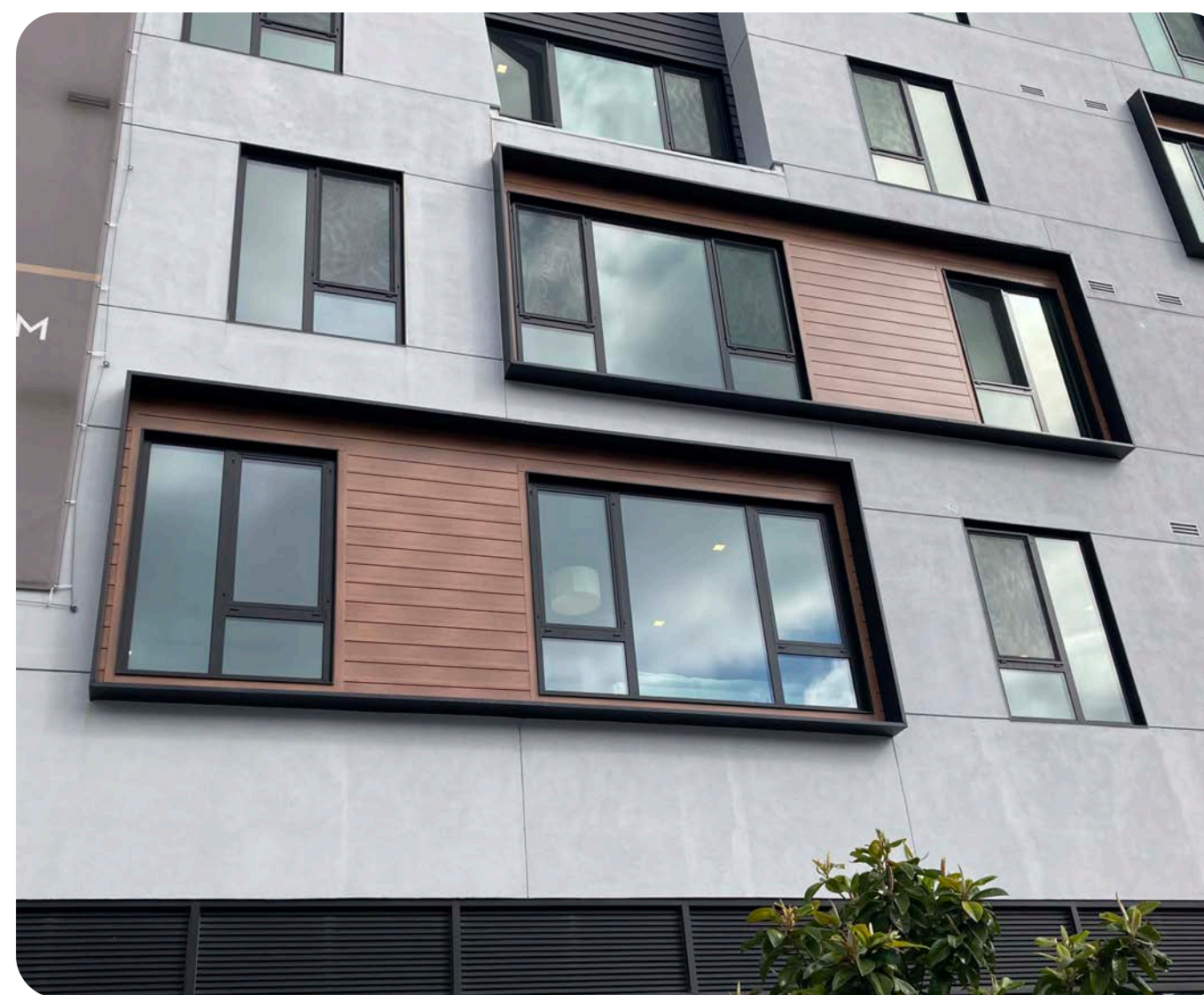


Objective Design Standards for Corridors: What We Are Working Towards

The Objective Design Standards for Corridors will create quantifiable minimum requirements for new developments to address key topics, such as:

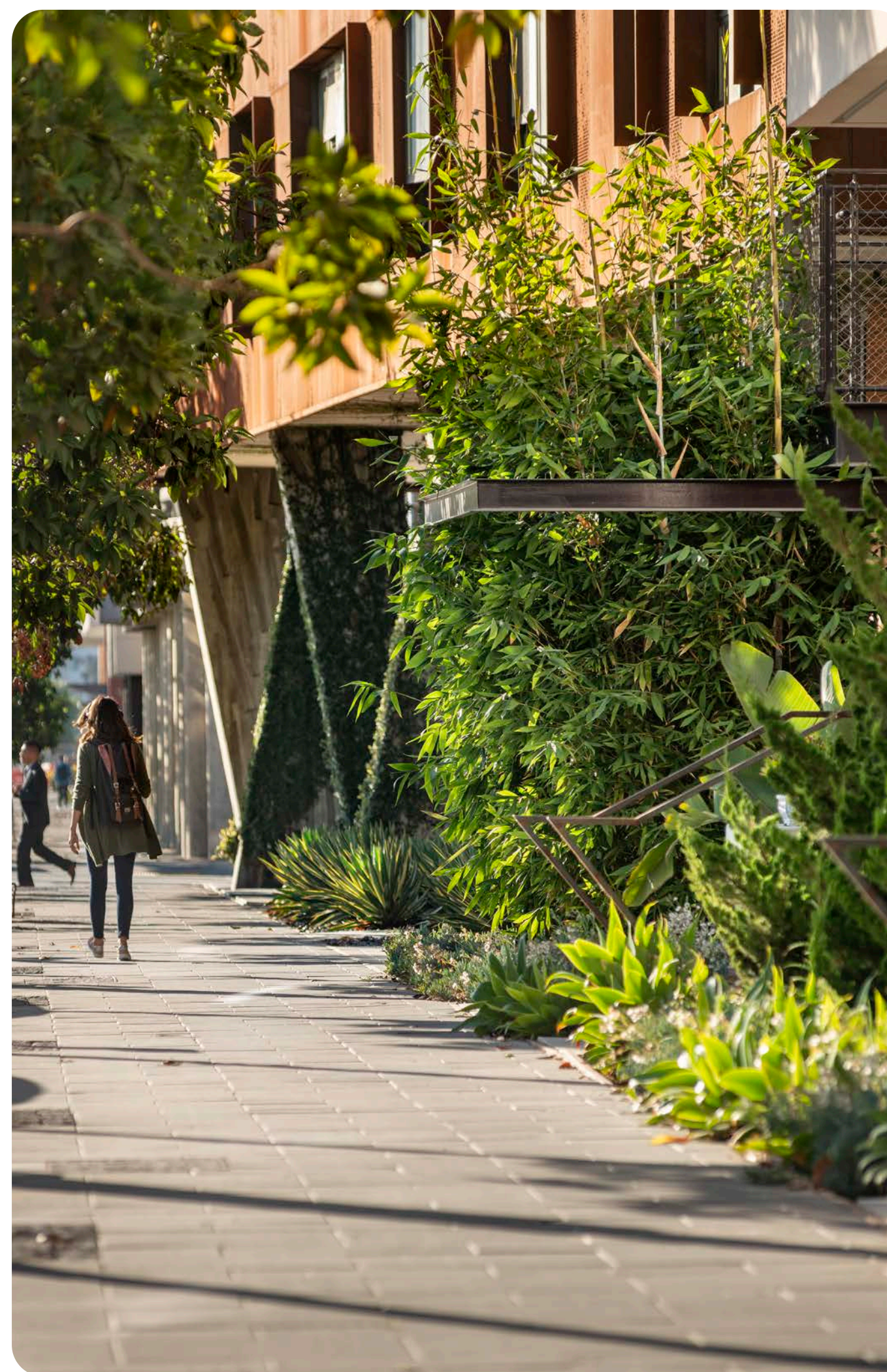
Site Design

- Massing that informs the overall shape of the building (including potential setbacks to adjacent lower buildings and addressing how the building relates to the street and sidewalk).
- Active & inviting ground floors for storefronts and residential lobbies.



Architecture

- Building articulation of visible facades (such as bays, balconies, and sunshades)
- Building materials and overall detailing



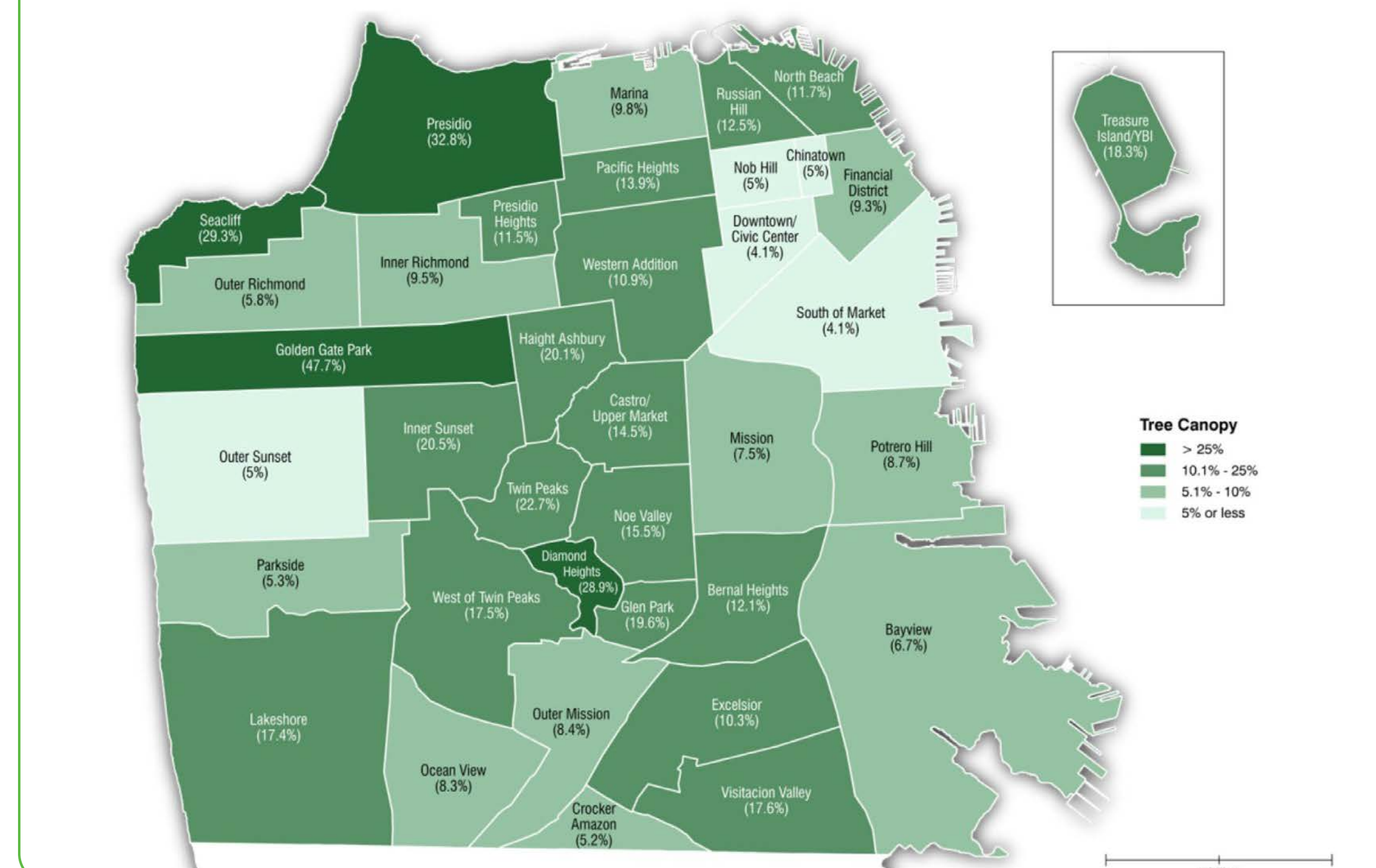
Neighborhood Greening: Opportunities to Plant Street Trees & Enhance Urban Nature

New developments are subject to requirements for planting street trees and providing green landscaping in front yards. These requirements will help enhance urban nature, which can improve neighborhood livability and public health, help slow climate change, and build resilience to extreme heat and weather events. San Francisco has one of the smallest street tree canopies compared to other major US cities – just 13.7%, compared to 24% in New York and 30% in Portland.

Levels also vary substantially across the city. For example, **Outer Sunset's canopy coverage is 5% — the 3rd lowest in the city, just above Downtown and SoMa.**



Photo Source: Five88 David Baker Architects, SF Planning Department, AvalonBay Communities, Inc



OBJECTIVE DESIGN STANDARDS IN DEVELOPMENT: PROPOSED CONCEPTS

Draft Standards for Site Design

Designing a building in a way that addresses neighborhood form while encouraging new housing is essential to meeting the city's housing needs. Areas that will be addressed include:

Light and Privacy

- Locating taller volumes at the street reduces impacts to existing homes to the rear and contributes to a vibrant and active environment on commercial corridors. Buildings may extend to full height at front property line to allow for units facing toward and away from the street (Approx. 65% lot depth).
- A 25% rear yard required at first level of residential and above for mid-block properties ensure a physical separation of new housing and existing homes. A Ground floor podium may extend to full lot depth.
- Stepping down building massing in the rear reduces impacts to light, privacy and the perceived scale of the building. A step down with a volume of 55' maximum height between the tallest street facing volume and ground floor podium is required.
- When the side of new housing abuts an existing rear yard volume must step back 10' at 55' height.
- 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 a minimum of 25% of lot area with a minimum dimension of 15'. Massing must be set back a minimum of 10' from adjacent properties on side streets above the ground floor.
- Requiring landscaped setbacks of 5' on all roof decks facing adjacent homes will prevent privacy conflicts and reduce sound transmission.
- New housing will match existing adjacent light wells.

Streetscape

- A variety of heights on the corridor with newer and older buildings supports a dynamic streetscape without adverse impacts to neighbors. Stepping buildings down from taller to lower buildings is not required at the street face.
- Curb cuts to structured parking will be located off the corridor to maintain a continuous pedestrian environment along the sidewalk.
- On buildings with long facades, a vertical break in the massing will be required to provide variety on the façade and for consistency with neighborhood patterns.

Topography

- Buildings that respond to the slope of the street are integral to the character of SF. For sloped sites with long facades the massing will be required to provide at least one step that responds to the topography.
- For sloped sites greater than 5% the ground floor shall not be reduced to below 10' from grade to ceiling.

Additional Standards Under Development

The Planning Department will also develop objective design standards to account for:

- Large sites (e.g., approximately 1 acre or larger): Controls will break down the scale of large blocks by adding interior streets and paths, as well as address other unique issues for large sites.
- Tall sites (e.g. greater than 85' in height): Controls will include tower bulk and separation rules and other provisions specific to high-rise buildings.



Taller buildings step down to the lower scale of existing homes in the rear.



Corner properties may configure the building in an "L" shape to locate the rear yard at the mid-block open space.



When the side of new housing abuts an existing rear yard volume must step back 10' at 55' height.

Graphics: SF Planning



OBJECTIVE DESIGN STANDARDS IN DEVELOPMENT: PROPOSED CONCEPTS

Draft Standards for Architecture

Architectural standards will ensure that new buildings include fundamental elements of design that support a freedom of expression compatible with the neighborhood. Standards will range from ensuring well-articulated facades to the design of ground floors and entries. Areas that will be addressed include:

Façade Articulation

- Well-articulated facades include recessions and projections that create a rich textural quality while clearly distinguishing a residential use. Elements such as balconies/terraces, sunshades, bay windows, or textured facades with deep relief will be required at regular intervals across the façade on each upper floor.

Ground Floor Design

- The ground floor is where pedestrians interact with the building and its treatment is integral to creating a rich, engaging streetscape environment that encourages walking and spending time in the neighborhood.
- Composing the commercial ground floor into a series of bays provides a rhythm appropriate to the scale of wider corridors.
- Requiring common storefront elements such as bulkheads, canopies or awnings, and transoms above storefronts addresses the pedestrian scale and are compatible with all architectural expressions.
- Where eligible, projects shall place transformer vaults in an underground sidewalk vault to maximize active uses at the ground floor and limit inactive utility rooms at the street-facing facade. If a project has a recession at an entry or open space of sufficient size, the vault shall be placed in an underground vault there.

Fenestration

- Requiring 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.
- Reducing the amount of transparency facing the rear to reduce privacy and impacts of projecting lights on existing homes.
- Requiring windows to be recessed is essential to giving facades substance and depth while creating a shadow line.
- Most window types including casement, single- and double-hung are allowed.
- Requiring minimum sill heights helps distinguish between floors.

Entries

- 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.
- Entry shall either be recessed or be sheltered by a canopy or awning.
- Residential Lobby entries will have minimum depth and height requirements.
- Entries to commercial spaces shall have recessed alcoves.

Signage and Lighting

- Each commercial space must provide space for physical signage in addition to window decals or awning signs. Locations include: on a sign band in height between storefront and transom, a projecting/blade sign from a pilaster between bays, on canopies or on a wall surface above transom windows.
- Wall mounted lighting at the ground floor will be required at regular intervals on the façade.



Facades with projections and recessions support a rich, well-articulated built environment.



Ground floor entries to individual units shall be raised from the sidewalk and setback with a landscaped strip.



Well-articulated ground floors create a vibrant pedestrian environment.

Photos and graphics: SF Planning





Celebrating Our Cultural Heritage:



As part of protecting our cultural heritage, the Planning Department has begun the **San Francisco Citywide Cultural Resources Survey (SF Survey)**, a multi-year effort to identify and document places and resources of cultural, historical, and architectural importance to San Francisco's diverse communities.

Cultural resources include **tangible aspects** of our environment, such as buildings, structures, objects, sites, and districts, as well as **intangible aspects**, such as oral traditions, performing arts, social practices, festivals, and traditional crafts.

SF Survey strives to collaborate with communities to amplify diverse voices and to ensure the decision-making process is inclusive and representative. The Planning Department aims to ground this work with community knowledge to support a more comprehensive and equitable understanding of what should be valued and protected.

SF Survey Goals & Outcomes

Project Goals

- Work with communities in sustaining cultural heritage through identification of cultural resources.
- Develop standardized procedures for environmental and project review related to historic resources.

Expected Outcomes

- Recognition of cultural heritage through a publicly-accessible and interactive website.
- Standardized environmental and project review regarding historic resources.
- Identification of sites eligible for historic tax incentives, legacy business registry, or local landmarking.

How Are SF Survey and Expanding Housing Choice Related?

SF Survey and **Expanding Housing Choice** are two independent but complementary efforts, which will ensure that we can identify and celebrate cultural resources while growing neighborhoods with new housing.

The SF Survey effort is prioritizing fieldwork and engagement in the neighborhood commercial zoning districts slated for zoning changes, to support the goal of standardizing project review while uplifting cultural heritage.

Timeline & Getting Involved

Please try out our new **Community Stories Form!** We have paper copies and an online version.

Engagement focused on the Citywide Historic Context Statement began in 2020 and is still in process. At the end of 2022, engagement kicked off for two other SF Survey components:

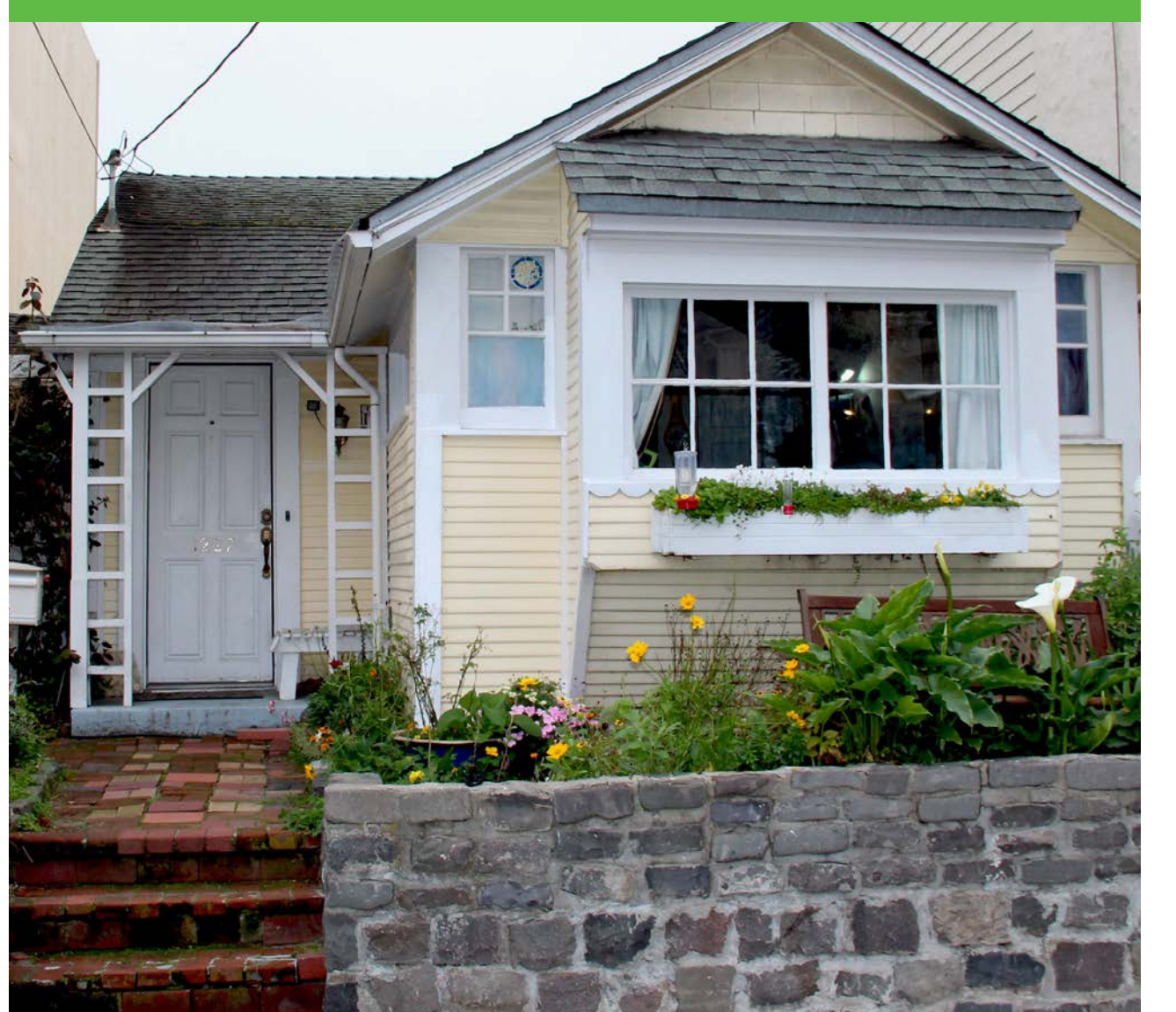
- Fieldwork, Research, and Evaluation
- Draft Findings

The team welcomes feedback throughout the SF Survey process. For more information visit: <https://sfplanning.org/sfsurvey>

Peking Restaurant (Legacy Business)



Earthquake Refugee Shack, Landmark No. 171



Richmond Branch Carnegie Library, Landmark No. 247

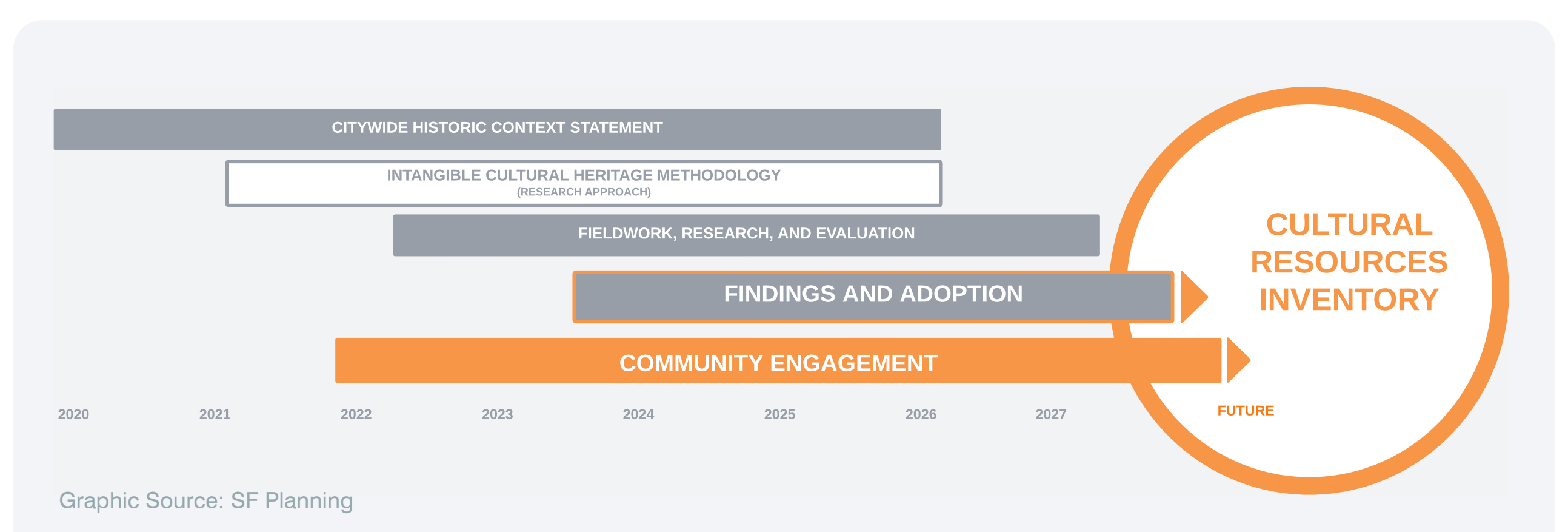


All photos above by SF Planning

Local Cultural Resources

Here are a few examples of known cultural resources in the neighborhoods where Expanding Housing Choice is focused:

- Richmond Branch Carnegie Library, Landmark No. 247
- Earthquake Refugee Shack at 1227 24th Avenue, Landmark No. 171
- Peking Restaurant Legacy Business at 1375 Noriega Street



Photos and graphics: SF Planning





Share your feedback on Growing Neighborhoods and Housing Together

Please read through the questions below and provide feedback on the approach for planning for more housing, strategies to support small businesses, and protecting cultural heritage.

You may use a post-it to provide feedback on this board.



Identify your Top Priorities

What are your top priorities for adding new housing to your communities?

Housing Affordability

Design

Transportation

Utilities (water, sewer, Power)

Parks and Other Community Facilities

Schools

Supporting Small Businesses

Cultural Heritage

What issues are not being considered as we plan to increase housing capacity?



What else would you like to see to support our small businesses?



How might we facilitate more participation in the SF Survey?



Anything else you would like to share?





Share your feedback on the Objective Design Standards

Please read through the questions below and provide feedback on the Site Design and Architecture Proposals.

You may use a post-it to provide feedback on this board.



What feedback do you have on the in-progress Site Design standards shared?



What feedback do you have on the in-progress Architectural design standards shared?



Do you have any other questions or feedback?

