



# MEMO TO THE PLANNING COMMISSION

APRIL 4, 2024

**Project Name:** Expanding Housing Choice (Housing Element Zoning Program)  
**Case Number:** 2021-005878CWP  
**Staff Contact:** Lisa Chen, Principal Planner  
[Lisa.Chen@sfgov.org](mailto:Lisa.Chen@sfgov.org), (628) 652-7422  
**Reviewed By:** Rachael Tanner, Director of Citywide Planning

**Recommendation:** None - Informational Memorandum Only

## Executive Summary

This memorandum provides an informational update on Expanding Housing Choice, the effort to rezone portions of San Francisco in accordance with the adopted and certified Housing Element and in accordance with Mayor London Breed’s Housing for All Executive Directive. The memorandum also provides insight into proposed next steps following direction from Mayor Breed provided via a letter to the Planning Commission on April 3, 2024 (Exhibit A).

## Expanding Housing Choice Activities

In January 2023, the California Housing and Community Development Department certified San Francisco’s Housing Element, which was approved unanimously by the Planning Commission (2022) and the Board of Supervisors (January 2023). The Housing Element is San Francisco’s plan for meeting our housing needs for the next 8 years (2023-2031).

On February 7, 2023, Mayor London Breed issued the Executive Directive “Housing for All” directing, among other things, that the Planning Department prepare a proposal for rezoning within one year. The rezoning is a state-mandated implementation action identified in the 2022 Housing Element.

In accordance with the Mayor’s Executive Directive, the Department launched “Expanding Housing Choice”, the Housing Element Rezoning Program. This effort has focused on affirmatively furthering fair housing by considering how to increase the capacity for 36,000 additional homes in well-resourced neighborhoods. These neighborhoods are identified in the Housing Element’s “Housing Opportunity Areas.” Expanding Housing Choice included comprehensive community engagement, as further described below.

The Planning Department delivered a draft zoning proposal to Mayor London Breed in January 2024. The Planning Commission discussed the draft proposal at its February 1<sup>st</sup>, 2024, informational hearing. Since the February 1, 2024 informational hearing at the Planning Commission, the project team has continued to work on developing the package of legislative amendments and related technical analysis (such as the financial feasibility analysis and a racial and social equity analysis). We are also continuing to meet with community groups and hear additional feedback that should be considered in the development of the final proposal.

In addition, staff presented the project to the Historic Preservation Commission on February 21, 2024 and received their feedback as well as comments from historic preservation stakeholders, in addition to informational presentations at the Small Business Commission and the Youth Commission.

On April 3, 2024, Mayor Breed issued a letter to the Planning Commission, directing the Department to make additional updates to the map (Attachment A).

## Timeline and Future Hearing Topics

In response to Mayor Breed's direction, feedback received from the Planning Commission, members of the Board of Supervisors, and members of the public, staff have identified a number **of critical issues that require continued refinement**. Staff intend to address and respond to these issues with policy proposals, updates to the map, and coordination with city agencies. A series of informational sessions will be scheduled with the Planning Commission to assess proposed policy solutions and garner feedback from Commissioners, the public, and other stakeholders.

In addition to potential modifications of the proposed zoning map (discussed in the next section), there are numerous topics related to the rezoning and adding new housing that require additional review and policy refinement.

In particular, amendments to the State Density Bonus under AB1287 became effective in early 2024, and now allows an additional bonus of up to 50% (for a total bonus of up to 100%) on top of base zoning in exchange for a project providing additional affordable housing. This change requires careful consideration and technical analysis to understand how the rezoning and the proposed Local Program relate to this new development pathway while achieving the heights and affordable housing levels proposed under the rezoning.

The Department is planning several informational hearings at the Commission over the coming months that will delve deeper into some of these topics, which may include the following (subject to change):

- Proposed Local Program and its relationship to the State Density Bonus, including AB1287
- Affordable Housing Sites & Strategy
- Infrastructure & Small Business Support
- Objective Design Standards
- Financial Feasibility Analysis
- Historic Preservation

## Future Updates to Draft Zoning Proposal

Over the coming months, the Department will be working to develop amendments to the Draft Zoning Proposal (issued February 2024). Changes will be made in consideration of direction from Mayor London Breed and feedback that the Department has continued to hear since publication of the draft zoning proposal. This feedback is summarized below and will be considered alongside the critical issues and further analysis noted in the previous section.

### *Direction from Mayor London Breed*

In her letter to the Planning Commission on April 3<sup>rd</sup>, 2024 (included as Exhibit A), Mayor Breed requested that the Planning Department study and revise the Draft Zoning Proposal to reflect the following approach:

- **Explore adding density without increasing height limits** on parcels that are within a short walk to key transit and commercial streets.
- **Calibrate heights to expand opportunities for mid-rise development** (typically 6 to 8 stories) on and near major transit and commercial streets, which are generally more feasible to be built under current economic conditions. Higher-rise development should be focused on larger and busier streets, especially streets that have larger sites suitable for new housing.
- Similarly, reevaluate the potential to **add more housing on opportunity sites (such as underutilized lots and institutional properties)** to produce more affordable and mixed-income housing.

### *Highlights from Recent Community Feedback*

Since the publication of the draft proposal in January 2024, the Department has continued to meet with many stakeholders and receive feedback on the Draft Zoning Proposal. Additional outreach activities and events the Department has participated in in recent months include:

- Lakeside Village Residents (Hosted by District 7 Office)
- Cow Hollow & Lombard Walk (with District 2 Office)
- Neighborhoods United SF
- Duboce Triangle Neighborhood Association

- Balboa Terrace Homeowners Association
- West of Twin Peaks Central Council
- Self Help for the Elderly
- Castro LGBTQ+ Cultural District
- Race and Equity in All Planning (REP) Coalition
- Forest Hill Association
- Russian Hill Neighborhood Association
- Greater West Portal Neighborhood Association
- SF YIMBY
- Northern California Carpenters Union Regional Council
- SF Heritage
- Francisco Park neighbors
- American Institute of Architects SF Chapter
- Community Equity Advisory Council
- Westside Affordable Housing Resources Fair
- SPUR
- SF HAC

Scheduled Meetings:

- Glen Park Neighborhood Association
- Alamo Square Neighborhood Association

As noted in prior hearings, the Department continues to hear polarized feedback about the proposed locations and building heights in the draft map. The Department will consider this feedback collectively along with the Mayor's instructions, to produce future map updates that balance differing perspectives while meeting state requirements. Exhibits B and C describe the outreach activities that have been conducted since early 2023, and a full summary of feedback will be discussed at future informational hearings.

Highlights from this feedback include:

- Reduce or eliminate height changes in areas where the current street configuration is less conducive to building multifamily housing (such as the properties in the Lakeside neighborhood that back onto 19<sup>th</sup> Avenue, and the narrow streets behind Forest Hill Station (Magellan and Marcella Avenues).
- Remove certain public uses from proposed height limit increases, including Comerford Alley, West Portal Public Library, Richmond Public Library, and Galileo High School.
- Lowering proposed height limit increases at selected intersections and streets, including Geary and Emerson, Lombard and Divisadero, Lombard and Fillmore, Polk Street North of Broadway, and the blocks between Francisco Park and the waterfront).
- Add more density and/or height in residential areas off the main streets in a radial fashion around transit streets, commercial streets, and major city and regional amenities (like universities and major parks).
- Evaluate publicly owned properties as potential sites to add a significant amount of new housing,

especially affordable housing.

## Conclusion

Planning Department staff look forward to modifying the proposal, developing robust policies to achieve the project's goals, and continuing to meet with stakeholders. Staff are available for individual briefings with Commissioners and continue to be available to stakeholders. To date, the feedback from engaged residents, stakeholders, and policy makers has been invaluable in shaping the proposal and we expect that to continue in the future.

## Attachments

- Exhibit A: Mayor London N. Breed Letter to Planning Commission (April 3, 2024)
- Exhibit B: Prior Community Engagement for Expanding Housing Choice
- Exhibit C: Phase 1 (Spring-Summer 2023) & Phase 2 (Fall 2023-Winter 2024) Community Engagement Events

**Exhibit A: Mayor London N. Breed Letter  
to Planning Commission (April 3, 2024)**

OFFICE OF THE MAYOR  
SAN FRANCISCO



LONDON N. BREED  
MAYOR

April 3, 2024

San Francisco Planning Commission  
c/o San Francisco Planning Department  
49 South Van Ness Ave, Suite 1400  
San Francisco, CA 94103

RE: Rezoning plan

Dear President Diamond and Members of the Planning Commission:

San Francisco is a City that is always changing. From the Gold Rush era that brought ships to our shores that would then become hotels, to the transformation of sand dunes into what we now know as the Sunset neighborhood, to the development of our Downtown and, more recently, newer neighborhoods like Mission Bay and Treasure Island. Despite these generations of growth in our 49 square miles, many parts of San Francisco were built for another time, with a smaller population, and designed for a world where cars were really our only option. Our current housing and neighborhood infrastructure no longer fully meets our values or needs. San Francisco must continue to be a place where we can grow and welcome new residents, where young people who are born and raised here can stay, and where workers can afford to live near their jobs and businesses. In order to accomplish this, we need to do what our City has always done: embrace change.

In January of last year, the State of California certified San Francisco's Housing Element, which obligates us to rezone many neighborhoods across the City to create additional capacity for more than 36,000 new homes. I also issued my Housing for All Executive Directive, where I asked the Planning Department to submit a draft rezoning proposal that reflects the requirements of our Housing Element. In order to meet our State-mandated deadlines, we need to finalize rezoning proposals that incorporate stakeholder feedback by the end of January 2026.

Planning Department staff have been doing the hard work of developing draft proposals that align with these requirements. I know it has not been an easy task, but the staff deserve our appreciation for their professionalism and efforts to engage the community by hosting numerous open houses, focus groups, workshops, online surveys, interviews, and other community conversations that have and will continue to result in valuable input on this proposal.

Throughout this process, I have heard diverse perspectives on what the City needs to do to accommodate new homes. Some believe the current proposal doesn't go nearly far enough and that we need to significantly expand its scope – others are concerned about what more height and density mean for their neighborhood and for the San Francisco that they know and love.



I have also heard from the people who plan, finance, and build housing about the realities they are facing in our post-pandemic economy. Particularly, that construction becomes significantly more challenging once a building exceeds eight stories and needs to use different materials and design approaches, and that our current financial climate will result in less high-rise development over the next decade.

With all of this in mind, I am asking the Planning Commission and Department to go back and revise the current draft proposal in several ways and solicit additional stakeholder feedback. This should include:

- Exploring the idea of removing density limits without increasing height that are currently in place on parcels within a short walk of our key transit and commercial corridors. This will help to provide more smaller-scale housing where it makes sense without increasing height limits in our neighborhoods.
- Prioritize rezoning for the type of housing that is most likely to be built by allowing more six to eight-story mid-rise buildings on and near our transit and commercial corridors. This could mean adjusting heights down in some areas currently proposed for high-rise development while also increasing heights elsewhere to allow more mid-rise development along these corridors. We should still allow for high-rise buildings on our widest and busiest streets, especially those that have large parcels and can accommodate larger housing developments.
- Take greater advantage of larger opportunity sites for housing, including parking lots and institutional sites, to maximize the potential for new affordable and mixed-income housing.

This ambitious process is fundamentally about doing what is best for San Francisco and its residents while also addressing the reality that our City, as built today, cannot meet our current or future housing needs. And I believe we can do all of this while still protecting the uniqueness of our diverse San Francisco neighborhoods.

I would like to thank everyone who has participated in this important work to date. I look forward to ongoing conversations and reviewing an updated proposal when it is available.

Sincerely,



London N. Breed  
Mayor

## Exhibit B

### Prior Community Engagement for Expanding Housing Choice

To implement the vision of the 2022 Housing Element, the Mayor's Executive Directive on Housing for All instructed the Department to develop a draft zoning proposal by January 2024 for consideration and adoption by policymakers soon thereafter. This timeline was intended to allow sufficient time to shape the proposal through the adoption process and ensure compliance ahead of the state-mandated deadline of January 2026.

With these deadlines in mind, the Department conducted a comprehensive community engagement effort throughout 2023 in two phases (Phase 1 in Spring – Summer 2023 and Phase 2 in Fall 2023 – Winter 2024). This outreach aimed to build community understanding of the purpose, impact, and benefits of rezoning. Outreach also aimed to ensure that community members could participate in shaping the rezoning proposal through various opportunities, such as open houses, surveys, focus groups, briefings with neighborhood groups, and other events.

Collectively, outreach events during Phase 1 and Phase 2 have included:

- **4 Open Houses:** open to a general audience.
- **7 Focus Groups:** targeting populations facing greater housing insecurity, in partnership with local CBOs.
- **62 Housing Education Workshops in D1 & D4:** in partnership with MOHCD and Self Help for the Elderly.
- **28 Community Conversations (ongoing) and Office Hours:** meeting with existing community groups and organizations.
- **5 Field Walks:** meeting with neighborhood groups and Supervisor offices.
- **4 Online Surveys:** including 3 surveys on the rezoning proposals and 1 survey targeting the small business community.
- **2 Webinars:** open to a general audience.
- **15 Stakeholder Interviews:** soliciting stories from residents about their affordable housing challenges.
- **5 Presentations at City Commissions:** including the Planning Commission, Small Business Commission and Youth Commission.
- **3 Workshops on Objective Design Standards and 1 Developer Focus Group:** soliciting feedback from architects and developers.

Exhibit C includes a high-level description of these events, lists the community organizations that have been engaged through this effort, and information on methods used to publicize events and ensure inclusive participation. A full community engagement summary is forthcoming and will be discussed at the next informational hearing at Planning Commission, scheduled for June 6<sup>th</sup>, 2024.

Based on the feedback provided throughout 2023, the Department created a Proposed Zoning Map (February 2024), which is available on the project website. Following the publication of the map and Planning Commission hearing, Department staff have continued to conduct outreach and attend meetings with various community groups to hear feedback on the draft proposal.

The Planning Commission has also held four informational hearings on the rezoning to date (April 27, 2023; July 27, 2023; November 30, 2023; and February 1, 2024). At these hearings, commissioners expressed general support for the project goal of adding greater height and density and expanding affordable housing in the



Housing Opportunity Areas. Commissioners also requested additional analysis and information about various related topics, including the proposed Local Program and its relationship to the State Density Bonus, protections and support for small businesses, Objective Design Standards, historic preservation, and affordable housing, among others.

In addition, staff provided informational presentations at the Small Business Commission and the Youth Commission.

**EXHIBIT C:**

**Phase 1 (Spring-Summer 2023) & Phase 2 (Fall 2023-Winter 2024) Community Engagement Events**

Event	Description	Efforts to ensure inclusive participation
<p><b>Community Education Workshops &amp; Westside Affordable Housing Resources Fair</b></p>	<p>The Department partnered with the Mayor’s Office of Housing and Community Development (MOHCD) and nonprofit partners Self Help for the Elderly and Wah Mei School to develop educational workshops that break down technical housing and land use information for a general audience. Delivered by Self Help for the Elderly and cohosted with dozens of community organizations, these workshops were intended to build awareness about the need for affordable housing and Housing Element implementation, including the rezoning.</p> <p>Self Help for the Elderly also hosted a Westside Affordable Housing Resources Fair on March 9, 2024, featuring a panel of policymakers and department heads, and tables from the Planning Department and other agencies sharing information and resources.</p> <p><b>Reach:</b> Over 70 educational workshops have been completed, reaching more than 1,200 residents in Districts 1, 2, and 4. Approximately 500 people attended the Westside Affordable Housing Resources Fair.</p>	<p><b>Before the events:</b></p> <ul style="list-style-type: none"> <li>• Content and implementation strategy co-created with community partners.</li> <li>• Housing education module materials, including 1-pagers on related topics, were translated into Chinese, Spanish, Tagalog and Russian.</li> <li>• Publicized by Self Help for the Elderly, Wah Mei School, and partner community organizations.</li> </ul> <p><b>During the events:</b></p> <ul style="list-style-type: none"> <li>• Educational Workshops were held in Cantonese, Mandarin, Arabic, Tagalog, Russian, Spanish, English.</li> <li>• Participants received flyers for Expanding Housing Choice events.</li> <li>• Translation services provided.</li> <li>• Food provided.</li> </ul>
<p><b>Focus Groups with Community Partners</b></p>	<p>These 1.5-hour conversations were designed to gather input from diverse community members, including low-income households, seniors, families, youth, and monolingual Chinese, Russian, and Spanish speakers. They were hosted by trusted community partners in a smaller and more comfortable setting. They elicited deeper feedback on rezoning scenarios, community ideas, concerns, and priorities.</p> <p><b>Reach:</b> 7 focus groups held in partnership with 7 different community partners (6 community-serving nonprofits and 1 small business), with a total of 76 participants.</p> <p><u>Community hosts included:</u></p> <ul style="list-style-type: none"> <li>• Gum Moon Asian Women’s Resource Center</li> <li>• Self Help for the Elderly</li> <li>• Wah Mei School</li> <li>• Richmond Neighborhood Center</li> <li>• Sunset Chinese Cultural District</li> <li>• D4 Youth and Families Network</li> <li>• Tabita’s Cafe</li> </ul>	<p><b>Before the events:</b></p> <ul style="list-style-type: none"> <li>• Community partners recruited the participants.</li> <li>• Discussion guides and presentations were tailored based on community partner feedback.</li> <li>• Community partners were compensated (\$1,500).</li> <li>• Focus group participants were compensated (\$50).</li> <li>• Presentation and print materials were translated into Chinese, Spanish, and Russian.</li> </ul> <p><b>During the events:</b></p> <ul style="list-style-type: none"> <li>• Community partners hosted and co-facilitated the discussion with the Department .</li> <li>• Four focus groups were conducted in-language (Chinese (2), Spanish, Russian).</li> <li>• Food provided.</li> <li>• Childcare provided for the family-specific focus group.</li> </ul>

Event	Description	Efforts to ensure inclusive participation
<p><b>Community Conversations &amp; Office Hours (ongoing)</b></p>	<p>The Department offered community organizations and neighborhood groups opportunities to meet with project staff, learn more about the project, and have more in-depth discussions around community hopes, concerns, and priorities related to the rezoning.</p> <p><b>Reach:</b> 28 Community Conversations were held between October 2022 and March 2024 reaching different organizations, groups, and coalitions</p> <p><u>Organizations/ Groups reached:</u></p> <ul style="list-style-type: none"> <li>• West of Twin Peaks Central Council</li> <li>• Balboa Terrace Homeowners Association</li> <li>• Duboce Triangle Neighborhood Association</li> <li>• Japantown Taskforce</li> <li>• Self Help for the Elderly</li> <li>• D4 Youth and Families Network: Steering Committee</li> <li>• Livable City</li> <li>• Sunset Chinese Cultural District</li> <li>• Sunset Chinese Cultural District: Advisory Board</li> <li>• D4 Youth and Families Network</li> <li>• Planning Association for the Richmond</li> <li>• CITYstructure</li> <li>• Russian Hill Neighborhood Association</li> <li>• Sierra Club – San Francisco Bay Chapter</li> <li>• San Francisco Cultural Districts Convening</li> <li>• North Beach Neighbors</li> <li>• Emerson and Woods Streets Residents (Hosted by District 2 Office)</li> <li>• Lakeside Village Residents (Hosted by District 7 Office)</li> <li>• Race and Equity in All Planning (REP) Coalition</li> <li>• Neighborhoods United SF</li> <li>• Forest Hill Association</li> <li>• Greater West Portal Neighborhood Association</li> <li>• Neighborhoods United SF</li> <li>• SF YIMBY</li> <li>• Northern California Carpenters Union Regional Council</li> <li>• SF Heritage</li> <li>• Francisco Park neighbors</li> <li>• American Institute of Architects SF Chapter</li> </ul> <p><u>Scheduled Meetings:</u></p> <ul style="list-style-type: none"> <li>• Glen Park Neighborhood Association</li> <li>• Alamo Square Neighborhood Association</li> </ul>	<ul style="list-style-type: none"> <li>• Promoted on project email list (2,700 recipients).</li> <li>• Sent to Department-wide neighborhood groups list (270 recipients).</li> <li>• Sent to Mayor and Board of Supervisors offices.</li> <li>• Sent to nonprofit community partners.</li> <li>• In-person and virtual options offered.</li> </ul>

Event	Description	Efforts to ensure inclusive participation
<b>Open Houses</b>	<p>The Open Houses were designed to provide the public with an overview of our housing needs, solicit feedback on the Zoning Concept proposals, and discuss other policy considerations, such as urban design, cultural heritage, and infrastructure.</p> <p><b>Open House Dates and locations:</b></p> <ul style="list-style-type: none"> <li>Phase 1: June 22<sup>nd</sup> at the SF LGBT Center and July 11<sup>th</sup> at the San Francisco County Fair Building</li> <li>Phase 2: November 8<sup>th</sup>, 2023 at the SF LGBT Center and November 15<sup>th</sup>, 2023 at the SF County Fair Building</li> </ul> <p><b>Reach:</b> Approximately 280 participants attended the four Open Houses</p>	<p><b>Before the events:</b></p> <ul style="list-style-type: none"> <li>Promoted on our website and shared on social media (Facebook, Instagram, X, and Next Door).</li> <li>Promoted on project email list (2,700 recipients).</li> <li>Sent to Department neighborhood groups list (270 recipients).</li> <li>Sent to Mayor and Board of Supervisors offices for inclusion in newsletters.</li> <li>Ads made in collaboration with a local Human Rights Commission artist were posted in Muni buses (1,000 placements) and in local newspapers including the Richmond Review, Sunset Beacon, and Westside Observer.</li> <li>Flyers were posted in local businesses in D1/D4.</li> <li>Flyers sent to community partners in multiple languages for distribution.</li> </ul> <p><b>During the events:</b></p> <ul style="list-style-type: none"> <li>Hosted in the evening at sites within the rezoning area.</li> <li>Print materials were translated into Chinese, Spanish, and Russian.</li> <li>Live interpretation was available in Chinese, Spanish, and Russian.</li> <li>Food and childcare were provided.</li> </ul>
<b>Phase 1 and 2 Online Surveys</b>	<p>Community members offered feedback on the Zoning Concept and Draft Zoning Proposal Maps and shared ideas, concerns, and priorities related to increasing housing in San Francisco.</p> <p><b>Reach:</b> The Phase 1 Survey was open to all from August 21 to October 9, 2023 and received 718 responses. The Phase 2 Survey was open to all from November 6, 2023 to January 12, 2024 and received 1,664 responses.</p>	<ul style="list-style-type: none"> <li>Promoted on our website and shared on social media (Facebook, Instagram, X, and Next Door).</li> <li>Promoted on project email list (2,700 recipients).</li> <li>Sent to Department-wide neighborhood groups list (270 recipients).</li> <li>Sent to Mayor and Board of Supervisors offices.</li> <li>Ads made in collaboration with a local Human Rights Commission artist were posted in Muni buses (1,000 placements) and in local newspapers including the Richmond Review, Sunset Beacon, and Westside Observer.</li> <li>Shared with community partners and on flyers during our Open Houses.</li> <li>Offered in English, Spanish, Russian, and Chinese.</li> </ul>

Event	Description	Efforts to ensure inclusive participation
<p><b>Small Business Online Survey</b></p>	<p>An online survey designed to solicit feedback from small business owners about impacts, needs and concerns related to new development and the rezoning.</p> <p><b>Reach:</b> The survey was open from November 6, 2023 to January 12, 2024, and received 77 responses.</p>	<ul style="list-style-type: none"> <li>• Shared in the newsletters and social media of City’s Office of Small Business, Small Business Commission, Office of Economic and Workforce Development, SF Chamber of Commerce, and the Golden Gate Restaurant Association.</li> <li>• Sent to nonprofit community partners who work with small businesses.</li> <li>• Posted on our website.</li> <li>• Advertised on posters in the City’s Permit Center.</li> <li>• Promoted on project email list (2,700 recipients).</li> <li>• Sent to Department neighborhood groups list (270 recipients).</li> <li>• Sent to Mayor and Board of Supervisors offices.</li> <li>• Offered in Chinese and English.</li> </ul>
<p><b>One-on-One Interviews</b></p>	<p>The Department interviewed diverse stakeholders representing voices of middle-income workers, first responders, small business owners, families, and people of color who have experienced housing discrimination and exclusion. Quotes and videos from these interviews were featured at the Phase 2 Open Houses and will be published as part of the Expanding Housing Choice Community StoryMap in June.</p> <p><b>Reach:</b> Fifteen interviews were completed.</p>	<ul style="list-style-type: none"> <li>• Targeted recruitment for the interviewees to represent middle-income workers, first responders, small business owners, families, and people of color who have experienced housing discrimination and exclusion.</li> <li>• Interviewees were compensated (\$50).</li> </ul>
<p><b>Field Walks</b></p>	<p>Between February - April 2023, the project team conducted site visits throughout the Housing Opportunity Areas to gain a greater understanding of housing and community planning needs throughout the neighborhoods.</p> <p><b>Reach:</b> Five site visits were completed in Districts 1, 2, 4, 7, and 8.</p> <p><i>Organizations visited:</i></p> <ul style="list-style-type: none"> <li>• Castro LGBTQ Cultural District</li> <li>• GLBT Historical Society Museum</li> <li>• Sunset Youth Services,</li> <li>• Sunset Neighborhood Beacon Center</li> <li>• Self Help for the Elderly</li> <li>• Wah Mei School</li> <li>• Self Help for the Elderly</li> <li>• North East Medical Services (NEMS)</li> <li>• Community Youth Center (CYC)</li> <li>• Richmond Neighborhood Center</li> </ul>	<ul style="list-style-type: none"> <li>• The walks incorporated conversations with key stakeholders in the neighborhoods including community-based organizations, Cultural Districts, Supervisor’s offices, and others, highlighting needs for housing and other neighborhood services.</li> </ul>

Event	Description	Efforts to ensure inclusive participation
<p><b>Phase 1 and Phase 2 Webinars</b></p>	<p>Two online events invited community members to learn more about our housing context and the goals of the rezoning, followed by Question &amp; Answer sessions. Attendees were encouraged to fill out the Phase 1 and Phase 2 surveys. The webinars were held during lunchtime on September 14, 2023 and December 13, 2023, and were recorded and posted on the Department’s You Tube channel.</p> <p><b>Reach:</b> There was a total of 60 participants during the two events and 146 asynchronous viewings of the recordings.</p>	<ul style="list-style-type: none"> <li>• Promoted on our website and shared on social media (Facebook, Instagram, X, and Next Door).</li> <li>• Promoted on project email list (2,700 recipients).</li> <li>• Sent to Department-wide neighborhood groups list (270 recipients).</li> <li>• Sent to Mayor and Board of Supervisors offices.</li> <li>• Ads made in collaboration with a local Human Rights Commission artist were posted in Muni buses (1,000 placements) and in local newspapers including the Richmond Review, Sunset Beacon, and Westside Observer.</li> </ul>
<p><b>Hearings at Planning Commission &amp; Other Advisory Bodies</b></p>	<p>There have been four informational Planning Commission hearings:</p> <ul style="list-style-type: none"> <li>• April 27, 2023</li> <li>• July 27, 2023</li> <li>• November 30, 2023</li> <li>• February 2, 2024</li> </ul> <p>The Department also provided informational presentations at:</p> <ul style="list-style-type: none"> <li>• Small Business Commission (September 11, 2023)</li> <li>• Youth Commission (October 2, 2023)</li> <li>• Historic Preservation Commission (February 21, 2024)</li> <li>• Planning Department Community Equity Advisory Council (February 27, 2024)</li> </ul>	<p>All presentations at commissions were included in public agendas.</p> <p><i>Planning Commission presentations:</i></p> <ul style="list-style-type: none"> <li>• Promoted on project email list (2,700 recipients).</li> <li>• Sent to Department-wide neighborhood groups list (270 recipients).</li> <li>• Sent to Mayor and Board of Supervisors offices.</li> <li>• Sent to community partners.</li> </ul>
<p><b>Architect and Developer Engagement</b></p>	<p><u>Objective Design Standards:</u> The Department held three workshops with the architecture and development community to gather expert feedback on the draft Objective Design Standards (ODS), one of which was hosted by the American Institute of Architects (AIA).</p> <p><u>Financial Feasibility:</u> The Department and consultant (Century Urban) also held one focus group with developers of mid-rise and high-rise housing projects to gather feedback on the financial feasibility of prevailing development types that would be enabled by the proposed zoning.</p> <p><b>Reach:</b> The ODS Workshops were on November 1, 2023 (19 attendees), January 24, 2024 (13 attendees), and on February 15, 2024 (20 attendees; hosted by American Institute of Architects (AIA)). The Developer Workshop was held on February 14, 2024 (10 developer attendees from 7 firms).</p>	<ul style="list-style-type: none"> <li>• Invitations were sent to mixed-income and affordable housing architects and developers who represent a substantial volume of new multi-family housing development in San Francisco.</li> <li>• Department utilized contact lists from prior efforts, such as outreach for SB-9 objective design standards.</li> </ul>



Event	Description	Efforts to ensure inclusive participation
<p><b>Other Events And Meetings</b></p>	<p><b>Additional events and community engagement included:</b></p> <ul style="list-style-type: none"> <li>• <b>D2 Town Hall (Dec. 6th, 2023):</b> District 2 Supervisor Catherine Stefani and the Department hosted a conversation on December 6, 2023, with approximately 70 community members in District 2, some of which represented organizations like SF YIMBY, Northern Neighbors, and the Cow Hollow Association.</li> <li>• <b>Cultural Districts Convening (Nov. 9, 2023):</b> The Department gave an informational presentation and answered questions at a Convening of Cultural Districts cohosted by MOHCD on November 9, 2023.</li> <li>• <b>Race &amp; Equity in All Planning (REP) Coalition meetings:</b> The Department and the REP Coalition have met throughout 2023 and early 2024 to discuss their priorities related to the rezoning program.</li> <li>• <b>In-language Media:</b> The Department was featured in two in-language Chinese interviews on the KTSF network with host Anni Chung.</li> <li>• <b>Sunset Chinese Cultural District's Affordable Housing Summit (Nov. 11, 2023):</b> The team joined policymakers and department heads at a summit hosted by the Sunset Chinese Cultural District and Wah Mei School, providing information and resources about the rezoning, reaching an audience of over 60 monolingual Chinese-speaking community leaders.</li> </ul>	<ul style="list-style-type: none"> <li>• Events were hosted and promoted by policymakers and community-serving organizations.</li> <li>• Information was provided in-language as needed.</li> </ul>