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.
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
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
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**

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.

**In the Richmond District:**

- Low supply of Affordable Housing
- 301 Affordable Housing Units in the Richmond
- 3,922+ Affordable housing applications filed

Source: SF Planning (2023)
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.

Source: SF Planning (2023)
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

Source: RentSFNow, Trulia, Apartments.com
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**.

*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”)

Source: California Supreme Court
**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

- Community Conversations
- Open Houses
- Webinar
- Focus groups
- Survey

**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.
**Community Outreach**

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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

Source: SF Planning, Wah Mei School
Prior Concept Maps from Phase 1 (Summer 2023)

Concept Map 1: Key Streets + Buffer

Concept Map 2: Key Streets Only

PROPOSED HEIGHT LIMITS *
- 60 feet (5 stories)
- 75 feet (6 stories)
- 145 feet (14 stories)
- 240 feet (25 stories)
- 300 feet (30 stories)

* No height change, but remove density limits that reduce the number of housing units

Areas that allow 4-plexes (5-plexes on corner lots) under recent legislation
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
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

Visit our website and sign up for our email list to get involved!

sfplanning.org/rezoning-events
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

Source: MOHCD, Wah Mei School, SF Planning
THANK YOU!

http://sfplanning.org/rezoning-events

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Art by Michelle McNeil, Human Rights Commission