Welcome to the Expanding Housing Choice 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.

Expanding Housing Choice

Housing Element Zoning Program

Phase 1 Webinar: Laying the Foundation

September 14, 2023
**PHASE 1: SUMMER 2023**

**LAYING THE FOUNDATION**

Share initial zoning concepts with the public

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**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
TODAY’S PANELISTS

Moderator
David H. García
Planner

Panelist
Joshua Switzky
Acting Director of Citywide Planning

Panelist
Lisa Chen
Principal Planner & Project Manager
Expanding Housing Choice:

Housing Element Zoning Program

Image by Bruce Damonte
1. What we’re working towards: Expanding Housing Choice
2. Project Overview & Zoning Concept Maps
3. Recent & Upcoming Community Engagement
We are all impacted by the housing affordability crisis and need to do more to address it.
We need housing for…

**Seniors**

“I’m 54 and when I become a senior citizen, I want to be able to stay in SF.”

**Families**

“The only thing keeping my family of four in our one-bed, one-bath apartment is rent control.”

Community voices from past outreach
We need housing for...

People with Disabilities

“I would like housing options for people with special needs... these services are available outside of SF, but it’s so far.”

Young Adults

“[It’s] impossible to find a place in SF for youth in college or just finishing college.”

Photos: SFMTA, City College of San Francisco
"I think about all my nonprofit workers with families or who want to start families... they all have to live outside the city."

"Many people have left because they can’t afford to live here. My children left, even though I wanted them to stay."

We need housing for...

Middle-income

Local Workers
Home Prices & Rents Have Skyrocketed in SF

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

Median rent = $3,800/mo

2023 home prices
$1.4m for single family
$1.0m for condo
Neighborhood Example: Outer Sunset

Rents keep rising faster than people’s incomes

40% of renters pay more than 1/3 of income for rent

Low supply of Affordable Housing

45 Affordable Housing Units in the Outer Sunset

4,100+ 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
Housing diversity makes for stronger communities
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.
Expanding Housing Choice: Scope

- Need to plan for **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
Zoning Concept 1: Major Streets & Surrounding Areas

- Heights are slightly lower than Zoning Concept 2
- Buffer around major streets: Density limits removed (without changing height limits)
- Fourplexes elsewhere (6-plexes on corners)
Zoning Concept 2: Major Streets

- Slightly higher heights than Zoning Concept 1
- No buffer around major streets
- Fourplexes elsewhere (6-plexes on corners)

Visit our website to take an online survey before Oct 1!
sfplanning.org/rezoning-events
Casa de la Misión: 24th and Harrison

Source: Mercy Housing, Trulia, Drew Kelly

1895 Pacific Ave

Source: California Supreme Court

55 Laguna St
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

Source: California Supreme Court
Technical Analysis: Work underway

- **Financial feasibility** analysis and analysis of *zoned capacity*
- **Objective Design Standards** to set expectations for high-quality design
- Coordination with *infrastructure agencies*
- Analysis of *equity outcomes and potential sites for affordable housing*
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
Community Engagement:
Recent & Upcoming Events
Zoning Program 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

**PHASE 3: WINTER - SPRING 2024**
Raising the Roof

Bring final zoning proposal to decision makers for adoption
- Webinar
- Community members will have opportunities to provide input throughout the adoption process.
Phase 1: Recent & Ongoing Events

- **Open Houses** (June 22\(^{nd}\) & July 11\(^{th}\)): ~200 community members

- **Field walks** (Feb-Apr 2023): 5 walks, met with Supervisors & nonprofits

- **Community Conversations** (ongoing): 12 organizations to date

- **Community Education workshops** (in partnership w/Self Help for the Elderly): 29 completed, serving 630+ residents in D1 & D4
Expanding Housing Choice Open Houses
Open House Station overview

Content posted on our website:

- **Station 1**: How Housing Benefits Communities
- **Station 2**: Growing our Neighborhoods to Meet Our Housing Needs
- **Station 3**: Cultural Heritage & Urban Design
- **Station 4**: Vibrant, Resilient & Equitable Neighborhoods
- **Station 5**: Planning for and with Future Generations
Open Houses **Themes from feedback**

- Call for **affordable housing options** and support for **existing tenants & businesses**

- Mixed receptivity for **greater heights and density**:
  - Some want additional height changes and/or areas with density decontrol
  - Others want to maintain the existing low-density development pattern

- Concerns about **housing approval process and infrastructure/services** needed to support growth

- Hopes that new housing can build on **existing community and cultural assets**
Upcoming: **Next Steps & Phase 2**

- **Phase 1 (Summer):**
  - Soliciting feedback on **Zoning Concept Maps** and other topics
  - **Focus groups** targeting equity populations
  - **Phase 1 Survey:** Open until Oct. 1st!

- **Phase 2 (Fall):**
  - Will include a **Draft Zoning Proposal** and additional community engagement
  - **Phase 2 Open Houses** in November

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

sfplanning.org/rezoning-events
Other Ways to Get Involved

Opportunities for community groups:

- **Office Hours** (October)
- **Community Conversations**: 1-on-1 meetings (ongoing)

For more information, email us at: sf.housing.choice@sfgov.org
We’re expanding housing choice for...
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.
Thank you!

http://sfplanning.org/rezoning-events
sf.housing.choice@sfgov.org