

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

Dr. George W. Davis Senior Center (image by Bruce Diamonte)



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.

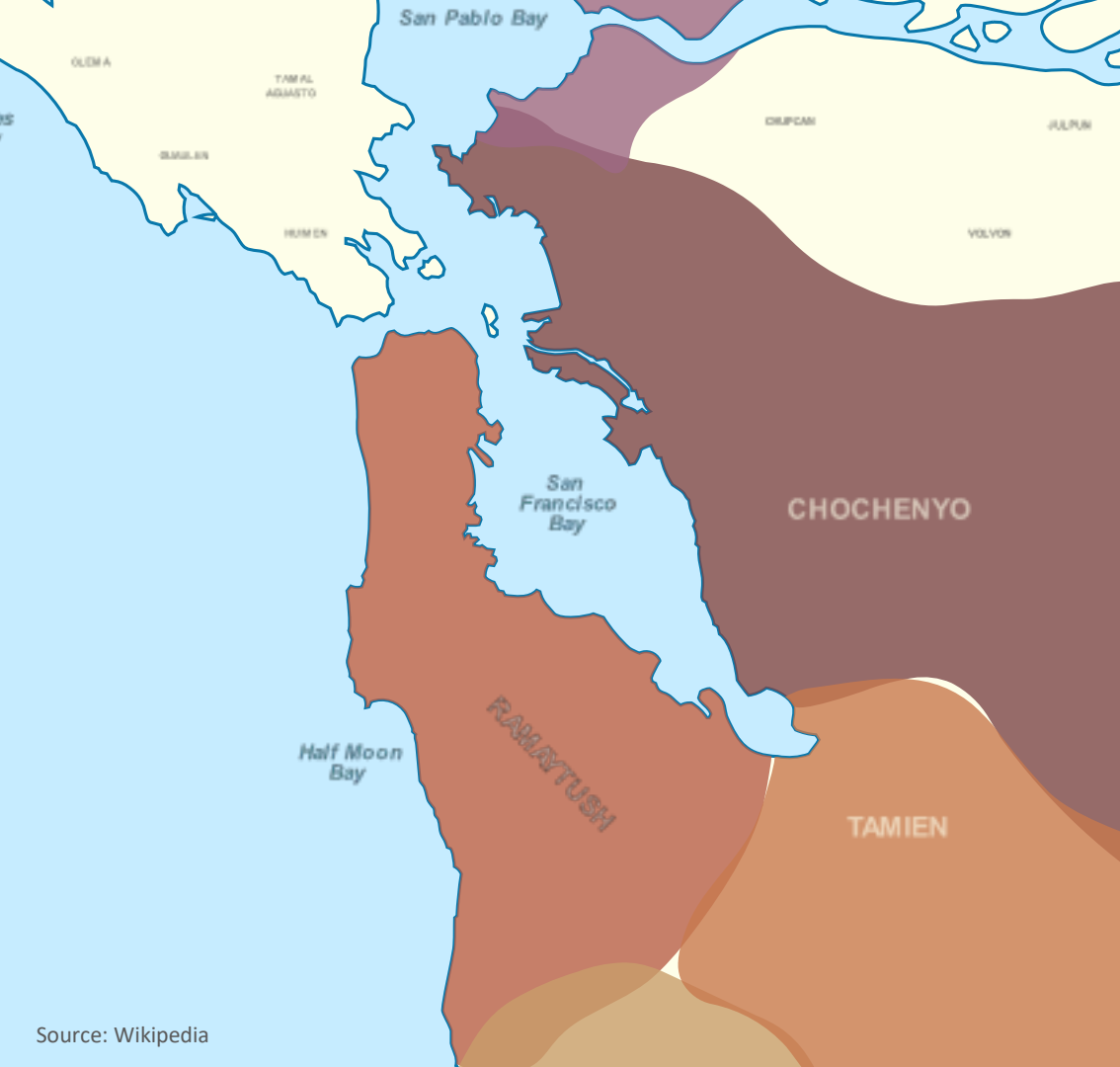
By default, all participants will be muted and video is disabled. Video will be on for speakers only.



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.

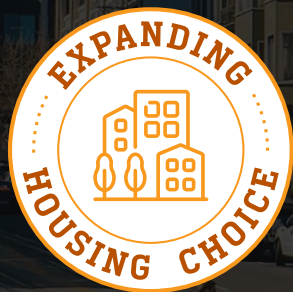


LAND ACKNOWLEDGMENT

*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 1 Webinar:
**LAYING THE
FOUNDATION**

September 14 , 2023

Project Phases

PHASE 1: SUMMER 2023

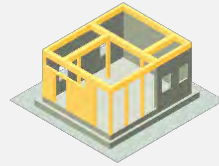
LAYING THE
FOUNDATION



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

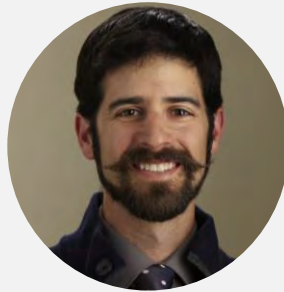


Bring final zoning proposal
to decision makers for
adoption

TODAY'S PANELISTS



Moderator
David H. García
Planner



Panelist
Joshua Switzky
Acting Director of
Citywide Planning



Panelist
Lisa Chen
Principal Planner &
Project Manager



Expanding Housing Choice: Housing Element Zoning Program



TODAY'S PRESENTATION

1. **What we're working towards: Expanding Housing Choice**
2. **Project Overview & Zoning Concept Maps**
3. **Recent & Upcoming Community Engagement**



San Francisco
Planning



We are all impacted by the housing affordability crisis and need to do more to address it



Photos from Flickr (Mussi Katz, Allison Shelley, Alpha), Age Safe America

We need housing for...

Community voices from past outreach



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.**”

We need housing for...

Community voices from past outreach



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.**”

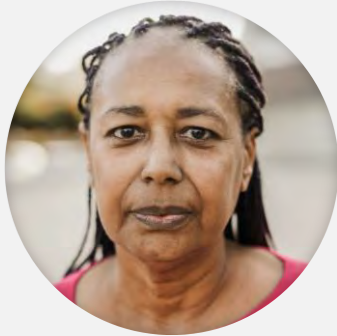


Young Adults

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

We need housing for...

Community voices from past outreach



Middle-income

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



Local Workers

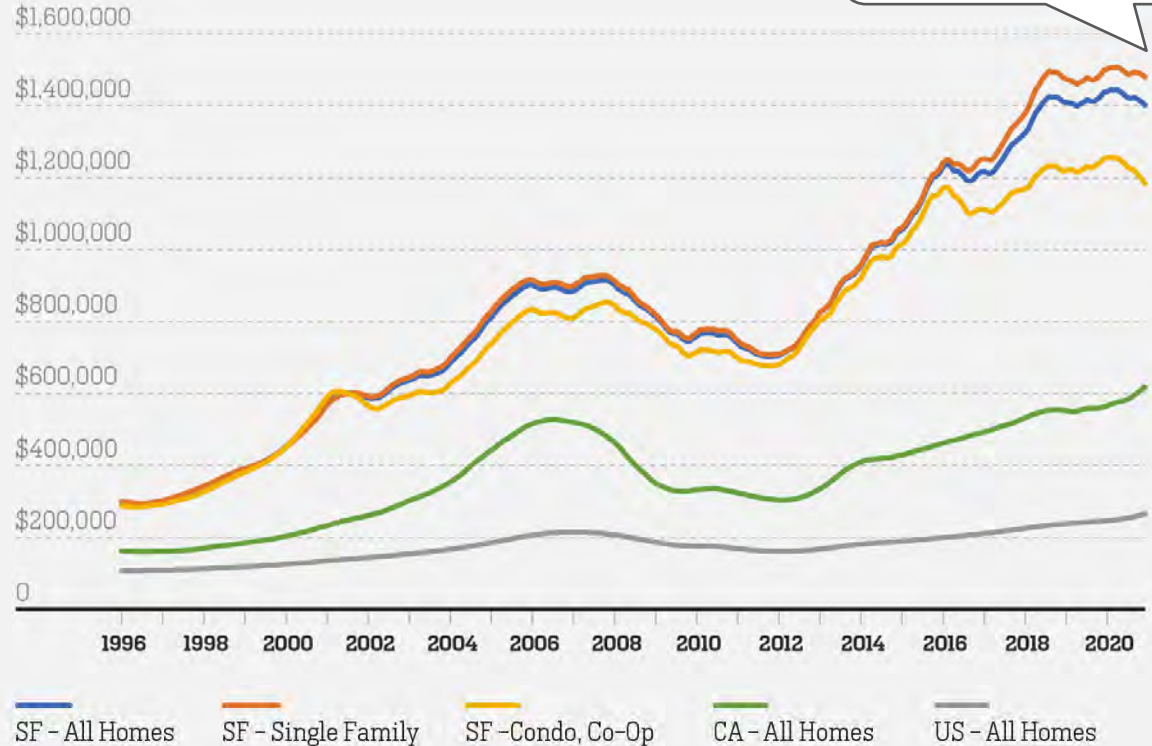
“I think about all my nonprofit workers with families or who want to start families... **they all have to live outside the city.**”

Home Prices & Rents Have Skyrocketed in SF

2023 home prices
\$1.4m for single family
\$1.0m for condo

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

Median rent = \$3,800/mo



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)

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.

2022 Housing Element: **Unanimous approval & state certification**



Source: SF Planning (2023)



San Francisco's plan to **protect tenants, preserve affordability, and produce housing** to meet the needs of existing residents and future generations.

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



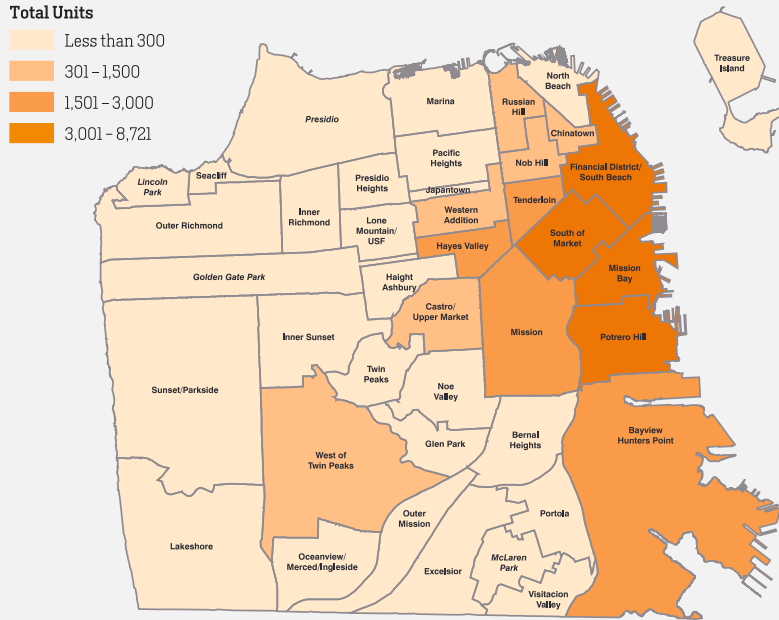
Housing Production & Process Improvements

Simplifying permitting and approvals to reduce housing costs

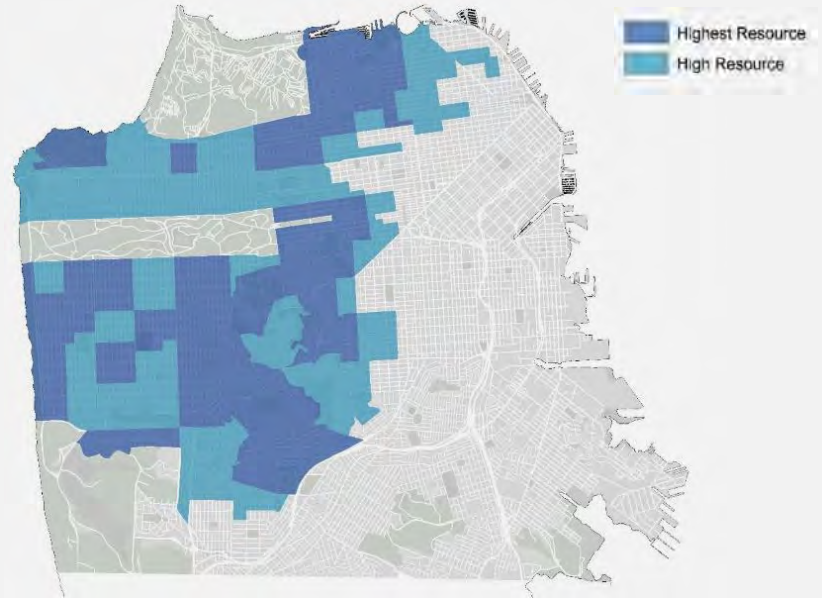


**Housing diversity makes for
stronger communities**

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.



Housing Production (2005-2019)

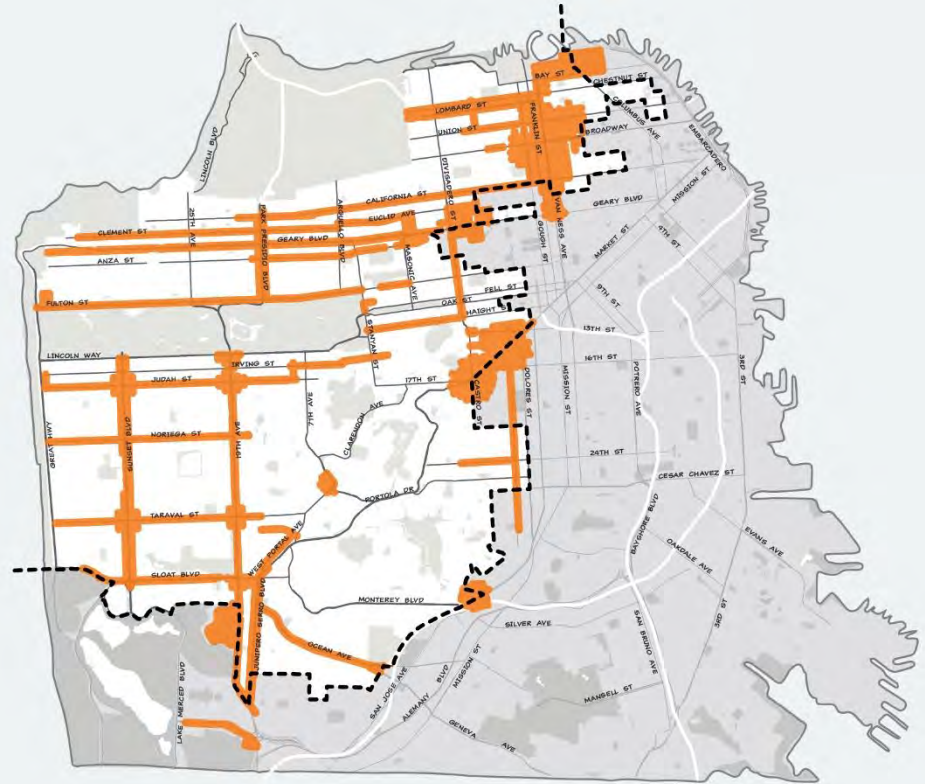


Housing Opportunity Areas*

*Areas designated “Highest Resource” and “High Resource” on the Opportunity Area Map (CA Dept of Housing & Community Development)

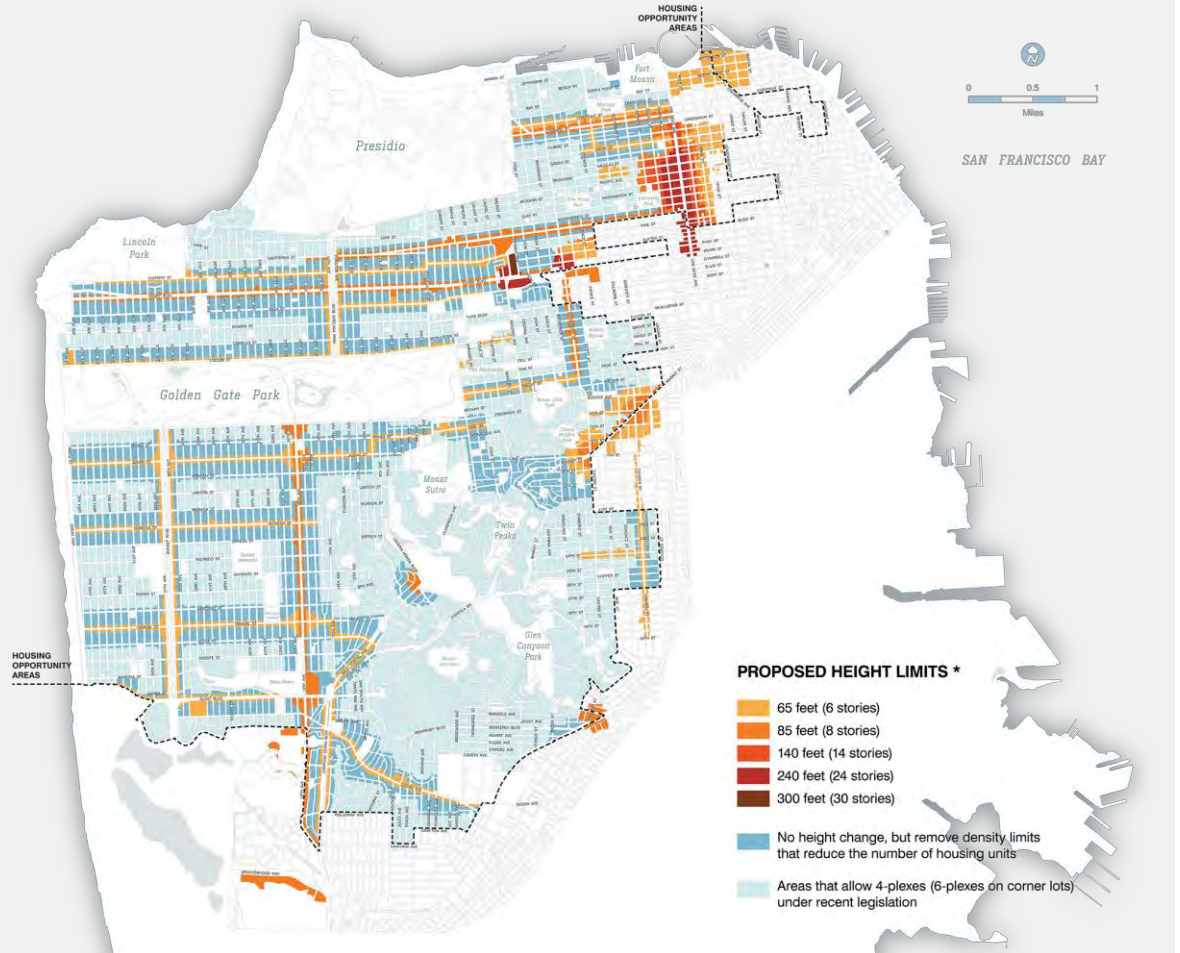
Expanding Housing Choice: **Scope**

- Need to plan for **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)

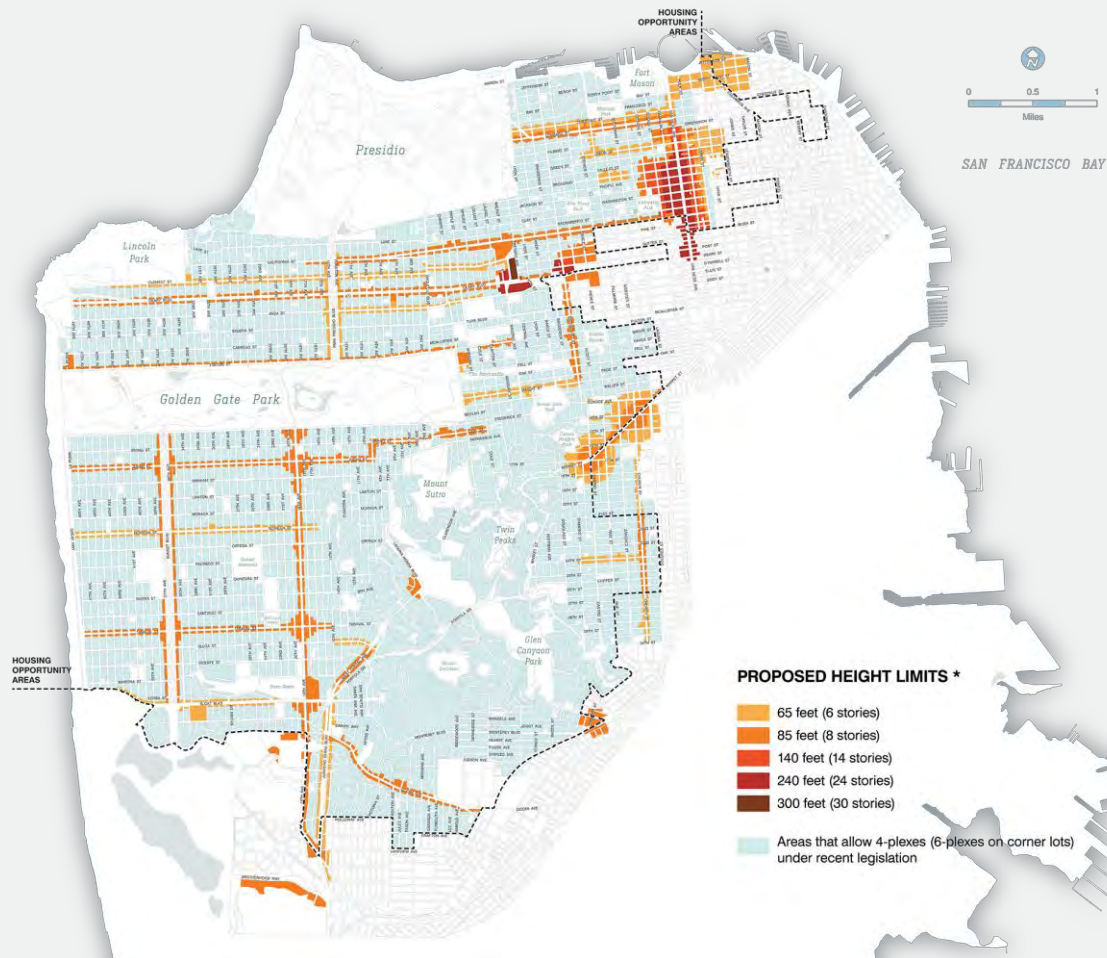


Zoning Concept 2: Major Streets

- 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



1895 Pacific Ave



55 Laguna St



Source: Mercy Housing, Trulia, Drew Kelly

1200 Ocean Ave



222 Taylor St



Shirley Chisholm Village (Future Teacher Housing)



Source: Pyatok, David Baker Architects, MidPen Housing

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

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

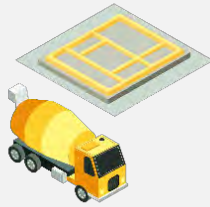


Community Engagement: Recent & Upcoming Events

Zoning Program Outreach

PHASE 1: SUMMER 2023

LAYING THE FOUNDATION

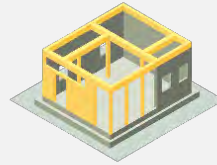


Share initial zoning concepts with the public

- 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 22nd & July 11th): ~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

The graphic features an orange background with the text 'STATION 1' and 'HOW HOUSING BENEFITS COMMUNITIES'. A circular logo in the top right corner reads 'EXPANDING HOUSING CHOICE' around a central icon of a house with a person. Below the text is a collage of six images: a modern multi-story apartment building, a family of three in front of a colorful wall, a hillside neighborhood with a prominent tower, a street scene with a person pushing a stroller, a bus at a stop, and a group of people walking with a dog.

STATION 1

HOW HOUSING BENEFITS COMMUNITIES

EXPANDING HOUSING CHOICE

New housing offers opportunities to better meet the needs of our diverse communities. Housing is fundamental for people at all life stages and income levels.

In the adopted Housing Element, San Francisco committed to reversing decades of inequitable housing policy that has limited housing production and restricted housing choices for many residents.

This station highlights:

- Our housing needs and context
- How we got here
- Actions to address housing needs

Learn more and share your own experiences with housing in San Francisco.

<https://sfplanning.org/housing>

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

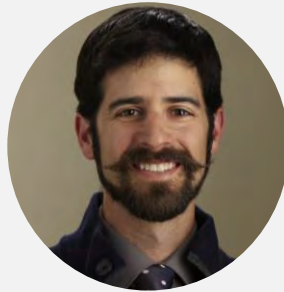
- **Please submit your questions via the chat.**
- The moderator will organize the questions and may combine similar questions that will be read to the panelists.



TODAY'S PANELISTS



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David H. García
Planner



Panelist
Joshua Switzky
Acting Director of
Citywide Planning



Panelist
Lisa Chen
Principal Planner &
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THANK YOU!

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