



# Expanding Housing Choice: Community Engagement Summary

Spring 2023 – Spring 2024



San Francisco  
**Planning**

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Cover Photo: In-language focus group with Chinese speakers hosted by Sunset Chinese Cultural District on Oct. 8, 2023

# Executive Summary

This Executive Summary provides high-level information on the outreach events conducted from Spring 2023 to Spring 2024 for the Housing Element Rezoning Program, *Expanding Housing Choice*. It summarizes the backgrounds and demographics of participants (where available) and describes the key feedback themes heard across events. Subsequent sections provide a more detailed account of each type of event and the feedback received. As the proposed rezoning moves through the refinement and adoption process, the Planning Department will provide future updates on outreach activities to the Planning Commission and members of the public.

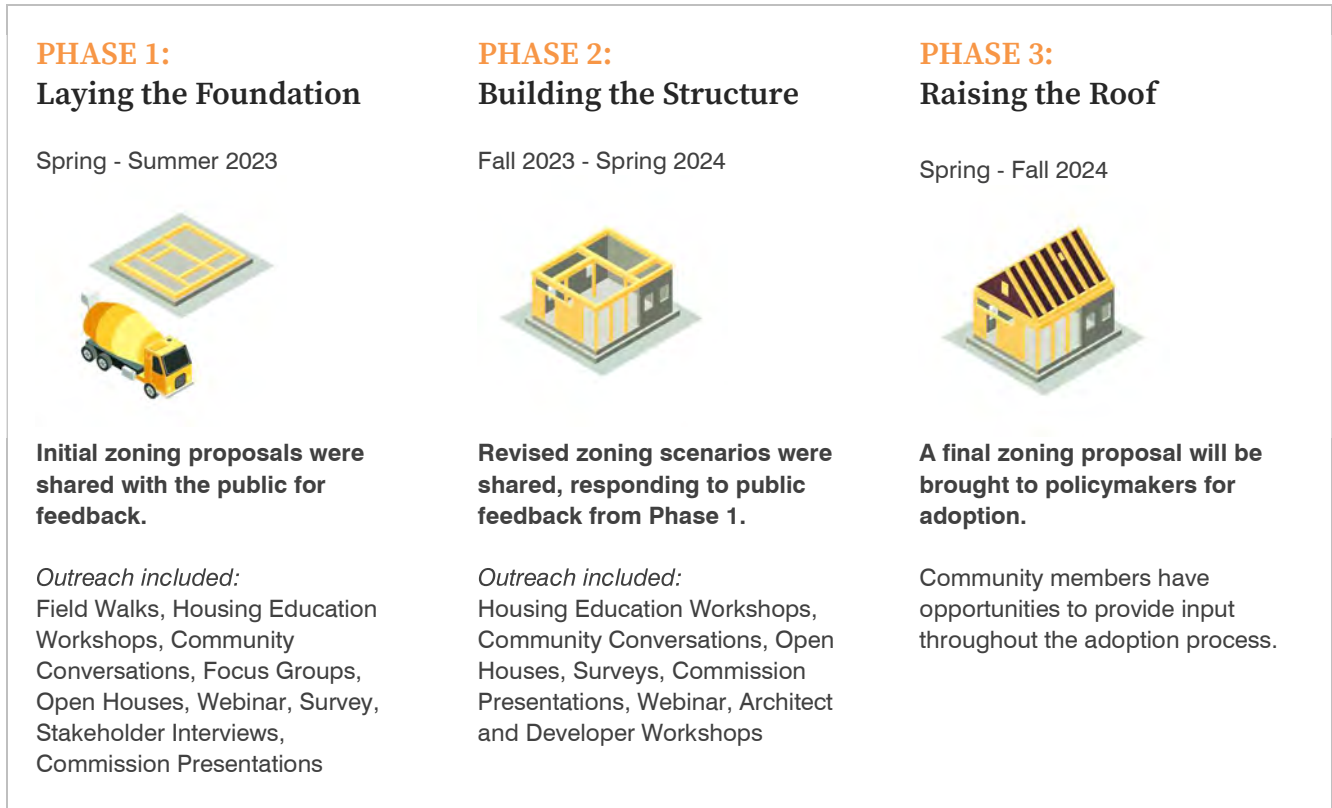
**The Phase 1 & Phase 2 outreach and engagement strategy for Expanding Housing Choice was implemented from Spring 2023 to Spring 2024. The outreach aimed to build community understanding of the purpose, impact, and benefits of rezoning and ensure San Franciscans could participate in shaping the rezoning proposal.**

Given the large geography of the Housing Opportunity Areas, activities included a range of in-person and virtual opportunities, from smaller events like focus groups and community conversations (which are 1-on-1 meetings with community groups), to larger events like open houses. Outreach activities were designed to reach a diverse representation of community members and gather a wide range of perspectives to shape the zoning proposal. Recognizing that communities most impacted by the lack of affordable housing often face the highest barriers to participation, the project team partnered with organizations that serve renters, seniors, families, immigrants, communities of color and other vulnerable groups to ensure that these groups could participate and that their voices were centered.

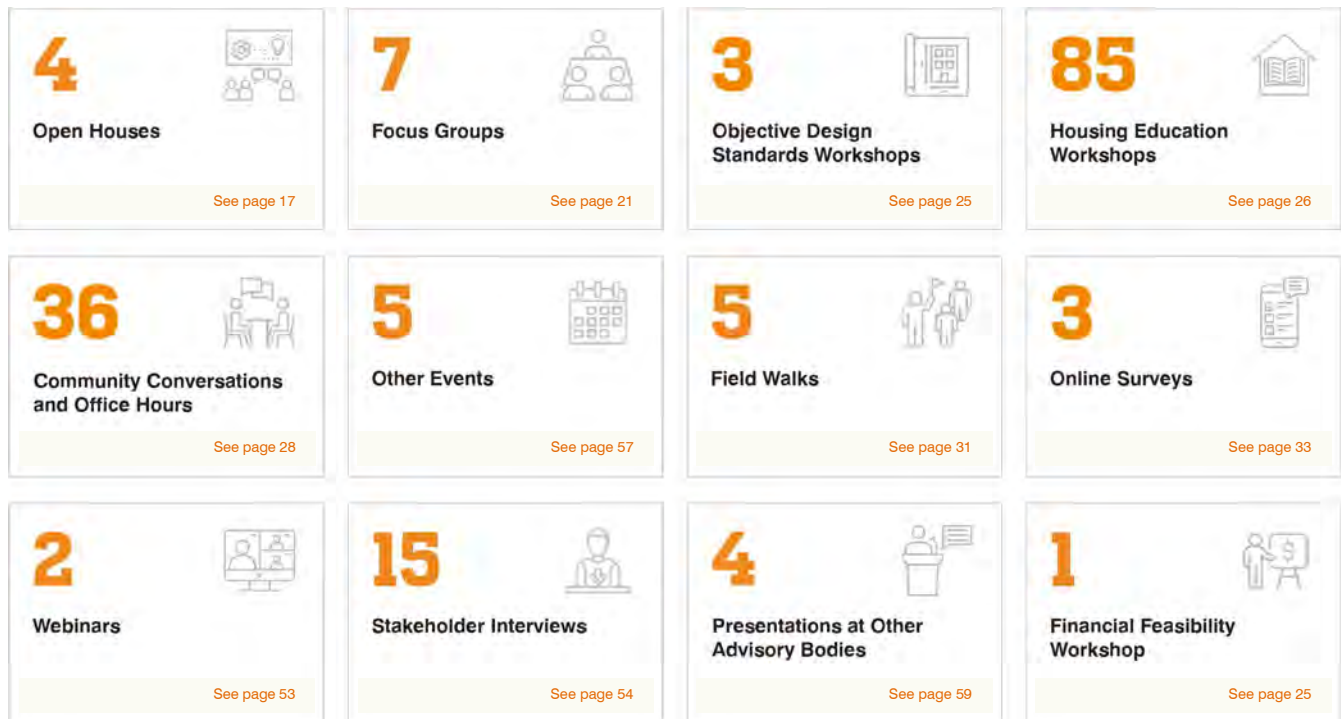
Community engagement Phase 1 (Spring 2023 & Summer 2023) focused on increasing community knowledge and understanding of housing needs and getting initial input about proposed rezoning scenarios. Community members learned about the Housing Element and the need for rezoning and shared their feedback on two Zoning Concept Maps. The maps illustrated different ideas for adding new housing in accordance with state requirements. Community members also shared stories about their housing challenges and how new housing could support their quality of life.

Community engagement Phase 2 (Fall 2023 – Spring 2024) focused on refining the draft zoning proposal, soliciting feedback on Objective Design Standards and a proposed Local Program (which is meant to be a local alternative to the State Density Bonus Program), and addressing community-identified priorities, such as affordable housing, infrastructure, and small business protections. Community members were asked to suggest specific sites, intersections, and streets where heights should be reduced or increased, which draft design standards were the most important to them, and which affordable housing policies and programs the City should prioritize. Figure 1 summarizes the phases of community engagement and types of outreach events.

**Figure 1.** Phases of Community Engagement



Outreach activities for Phase 1 and Phase 2 included the following:



## Who was engaged and how?

The project team targeted our outreach towards several types of audiences:

- **People facing the greatest levels of housing insecurity** and with higher barriers to participation who were recruited for housing education workshops, focus groups, and stakeholder interviews in addition to all general public events;
- **The general public**, who was invited to participate in open houses, online surveys, webinars, and informational hearings;
- **Organized groups such as neighborhood associations and advocacy organizations** who signed up for office hours or were offered a Community Conversation (e.g., a presentation on the project followed by discussion);
- **Sectors providing specialized expertise**, such as social service organizations and nonprofits (who hosted the project team for field visits to better understand neighborhood housing needs) and professionals from the architecture and housing development community; and,
- **Government advisory bodies**, including the Planning Commission, Historic Preservation Commission, Youth Commission, Small Business Commission, Cultural Districts, and the Equity Council.

**With an ambitious timeline and limited resources, the project team, in partnership with community-based organizations, focused its energy recruiting and considering the priorities of people facing the greatest levels of housing insecurity.** To reduce barriers to participation for these groups, many in-person events were held in partnership with community organizations at easily accessible locations, materials were translated into various languages, and print materials were available for people with challenges and sight impairment. Participants in focus groups and interviews were compensated with gift cards, and interpretation was available at some events in various languages, including Chinese, Spanish, Russian, and Tagalog. Food and childcare were provided at the Open Houses and some of the other in-person events.





An advertisement for *Expanding Housing Choice* displayed on a Muni bus. Illustration and design by Michelle McNeil of the SF Human Rights Commission.

Every general public event and informational hearing was publicized on the Planning Department's website, sent in an e-mail newsletter (reaching more than 2,700 recipients), sent to the Planning Department's Neighborhood Groups list (with 270 organizations represented), shared on social media (Facebook, Instagram, X, and Nextdoor), and provided to the Mayor and Board of Supervisors for distribution through their offices. One thousand banner advertisements displaying one of three different illustrations and promoting the effort's community engagement events and website were posted on Muni buses for a period of 3 months (see the photo above). They were made in collaboration with a local artist, Michelle McNeil, graphic designer for the SF Human Rights Commission.

Paid advertisements were also placed in local newspapers, such as the Richmond Review, the Sunset Beacon, and the Westside Observer. Community Conversations and Office Hours were repeatedly publicized through our email newsletter, Neighborhood Groups list, and sent directly to specific groups. We also worked with non-profit partners to publicize the events and co-host some of the activities, such as the focus groups and educational workshops. Appendix A provides additional information on efforts to promote these events and make them more accessible to community members.

#### **PARTICIPANT DEMOGRAPHICS FROM FOCUS GROUPS AND ONLINE SURVEYS**

Where feasible, the project team collected demographic information for participants at some events to ensure that feedback was broadly representative of the demographics of San Francisco. **Of the engagement methods, the combined Phase 1 and 2 online surveys had the largest reach, with a total of 2,382 responses.** People who identify as white, homeowners, residents of Districts 1 and 2, and those with higher incomes were disproportionately represented in the Phase 1 and 2 online surveys. Conversely, lower-income residents, seniors, people with a disability, and people of color (specifically Asian residents) were disproportionately represented in the focus groups, which were designed to recruit people facing greater housing challenges. To see how the characteristics of recruited participants from

the focus groups and the self-selected participants from the Phase 1 and Phase 2 surveys compare to San Francisco's population, see Table 1.

**Table 1.** Outreach participant characteristics compared to SF Population

Characteristic	Focus Group Participants		Survey Participants	SF Population (ACS 2022)
<b>Total Participants<sup>1</sup></b>	76	TOTAL	2,382	808,437
		Phase 1	718	
		Phase 2	1,664	
<b>Total Respondents who provided demographic information<sup>2</sup></b>	72	TOTAL	1,718 <sup>3</sup>	N/A
		Phase 1	510	
		Phase 2	1,208	
<b>Race/ethnicity</b>				
Asian <sup>4</sup>	61%		11%	36%
Black or African American	0%		1%	5%
Hispanic or Latino(a,e)	13%		4%	16%
White	24%		55%	37%
Other <sup>5</sup>	1%		7%	8%
Prefer not to answer	1%		21%	N/A
<b>Age</b>				
15-39	35%		31%	37%
40-59	19%		29%	28%
Over 60	44%		26%	24%
Prefer not to answer	1%		13%	N/A
<b>Has a Disability</b>	18%		10%	9%
<b>Household Income</b>				
Less than \$50,000	49%		5%	22%
\$50,000-\$100,000	19%		11%	17%
\$100,000-\$150,000	9%		11%	14%
\$150,000-\$200,000	4%		9%	11%
More than \$200,000	6%		31%	35%
Prefer not to answer	12%		32%	N/A
<b>Housing Tenure</b>				
Homeowner	35%		50%	39%
Renter	43%		36%	61%
Other/Prefer not to answer <sup>6</sup>	22%		14%	N/A <sup>7</sup>

1. Total people who participated in the outreach method. The total number of individual survey participants is 2,136, as 246 people responded to both Phase 1 and Phase 2 surveys. The other two surveys, which are not included in these numbers, are a small business survey and a survey to supplement open house outreach, as neither collected demographic information.

2. Total people who responded to these demographic questions.

3. *Total Respondents* and the following demographics for the survey count the 246 people who responded to both surveys only once. In contrast, *Total Participants* counts these respondents twice since they did not answer the same questions across Phase 1 and Phase 2 surveys.

4. *Asian* includes East Asian, South Asian, Southeast Asian, and Native Hawaiian or Pacific Islander.

5. *Other* includes multi-racial, Middle Eastern or North African, and American Indian.

6. *Other* includes other housing arrangements such as living with family or not paying rent and prefer not to answer.


7. Housing tenure in the ACS does not capture the *Other* category explained above.

Sources: American Community Survey (ACS), 2022 5-year estimates; SF Planning Department using participant responses.

**Total Participants**

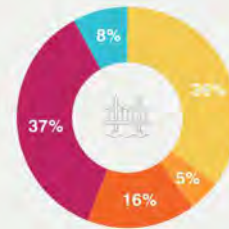
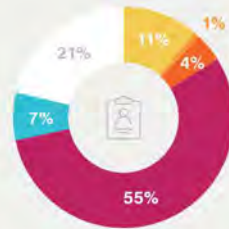
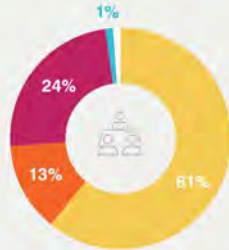
**76**   
Focus Group Participants

**2,382**   
Survey Participants

**808,437**   
SF Population (ACS 2022)

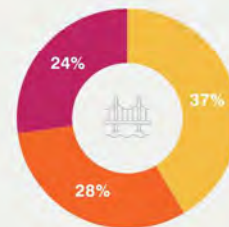
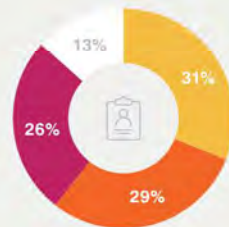
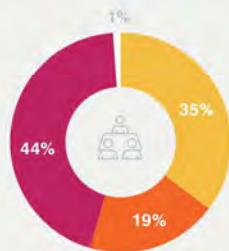
**Race/Ethnicity**

- Asian
- Black / African American
- Hispanic / Latino(a,e)
- White
- Other
- Prefer not to answer



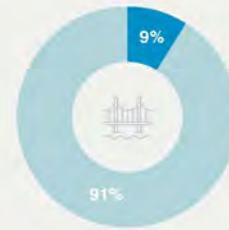
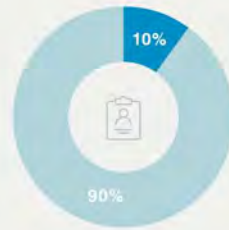
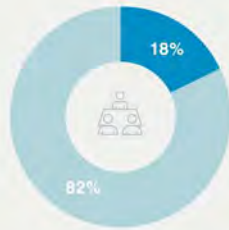
**Age**

- 15 - 39
- 40 - 59
- Over 60
- Prefer not to answer



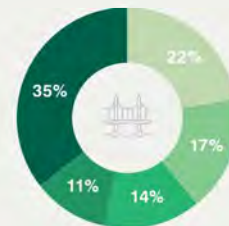
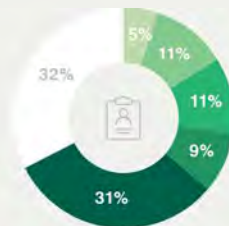
**Disability**

- Has a disability
- No disability



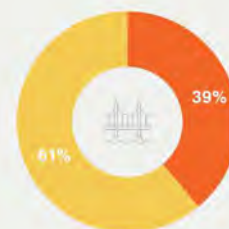
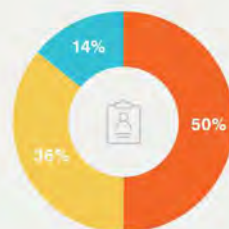
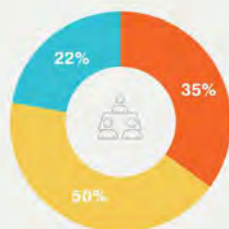
**Household Income**

- Less than \$50,000
- \$50,000 - \$100,000
- \$100,000 - \$150,000
- \$150,000 - \$200,000
- More than \$200,000
- Prefer not to answer



**Housing Tenure**

- Homeowner
- Renter
- Other





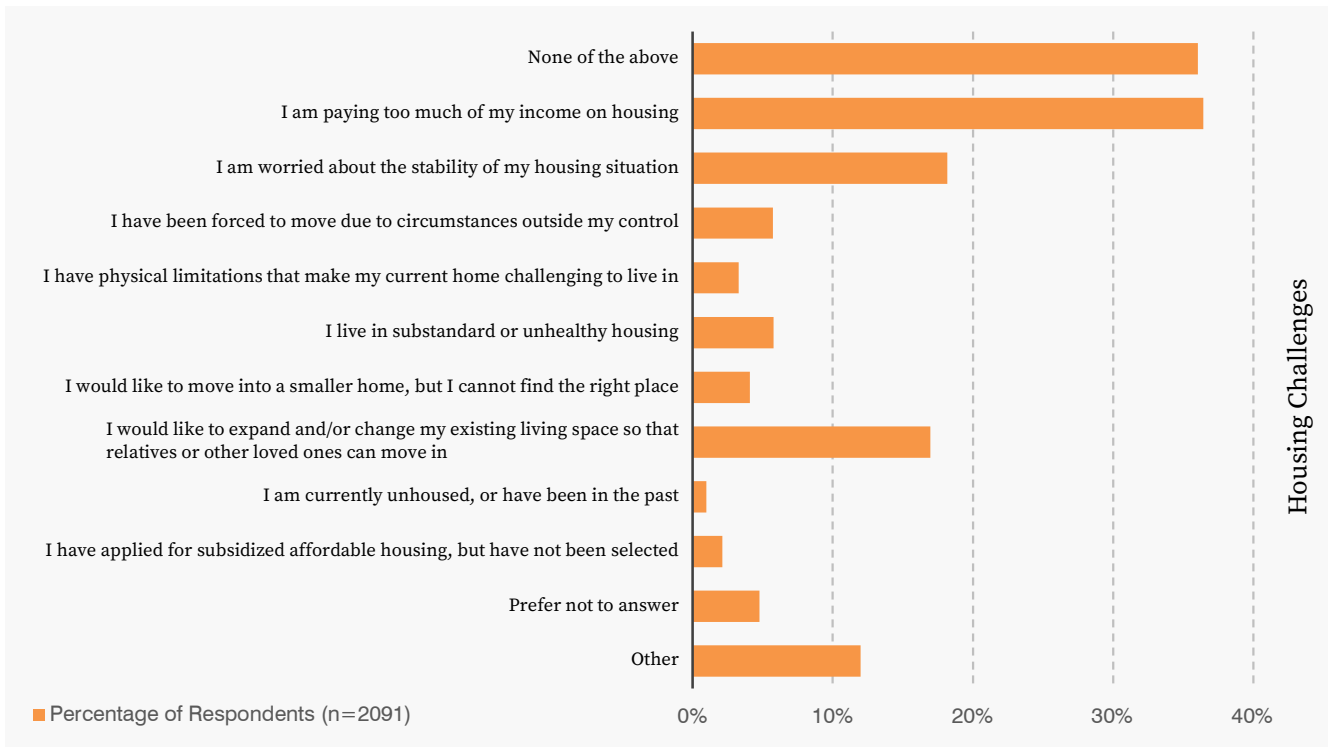
## Main feedback themes across outreach methods

The following themes summarize some of participants' hopes and concerns, points of agreement and disagreement, and areas for further discussion as the rezoning proposal moves through the refinement and adoption process.

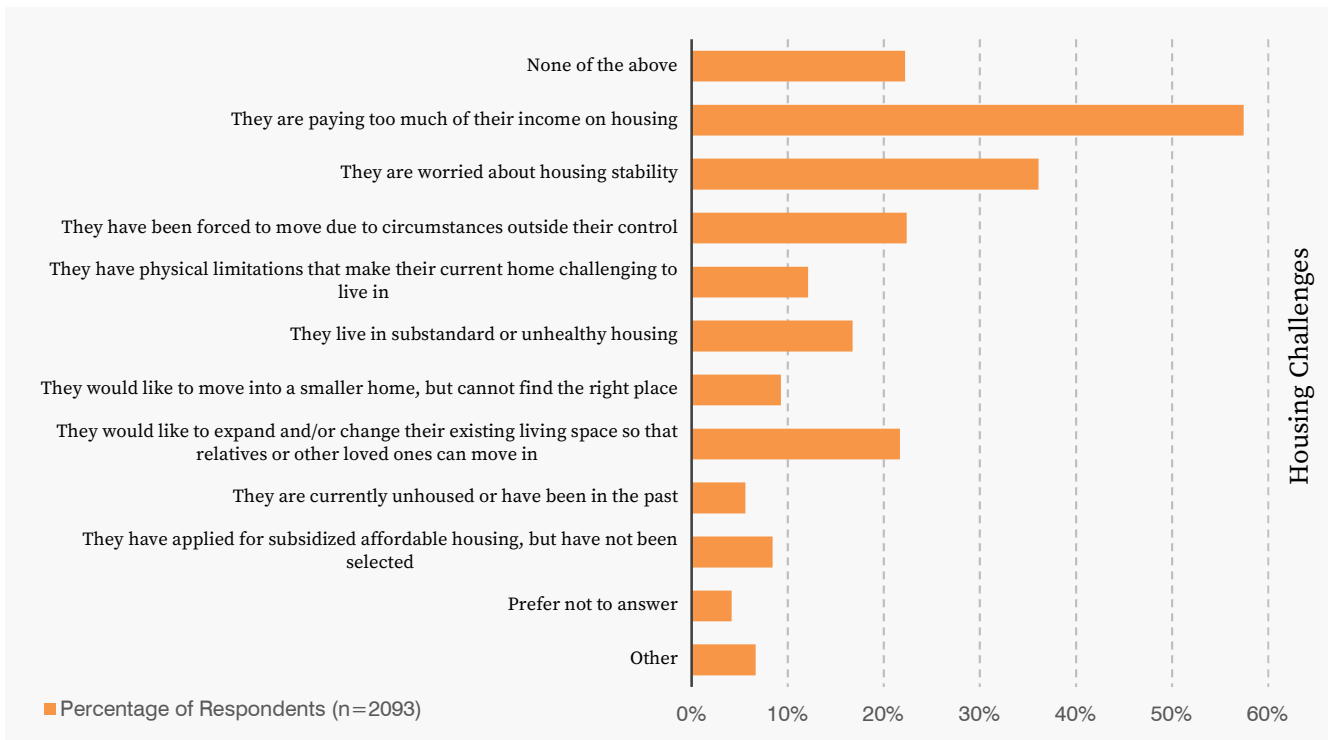
**Recognition of the severity of the housing shortage and a feeling that people are “stuck” in their current housing:** Almost all the people that we engaged either experienced or know someone who has experienced challenges related to the housing shortage. Even survey respondents, who were disproportionately homeowners and higher income, noted that they experienced housing challenges and see the benefits of adding more housing to their neighborhoods. For example, 36% of survey respondents (n=2091) said they are paying too much of their income on housing and 57% (n=2093) said their friends or family members are paying too much. Figures 2 and 3 (next page) combine the results from the Phase 1 and 2 survey questions that asked respondents to share the housing challenges experienced by themselves and their close networks.

People recognized that the housing affordability crisis impacts a broad range of San Franciscans, including low- and middle-income earners, essential workers, families, people experiencing homelessness, youth, seniors, and many others. Due to rising rents and home prices, some people also feel that they cannot leave their current unit and are living in overcrowded homes, neighborhoods that are too far from work, and/or in homes that no longer meet their needs (ex: seniors aging in homes that are too big or that have stairs or other features that aren't suited to their mobility needs; families and multigenerational households needing flexibility as their needs change).

**Figure 2.** Housing challenge(s) experienced by survey respondents.



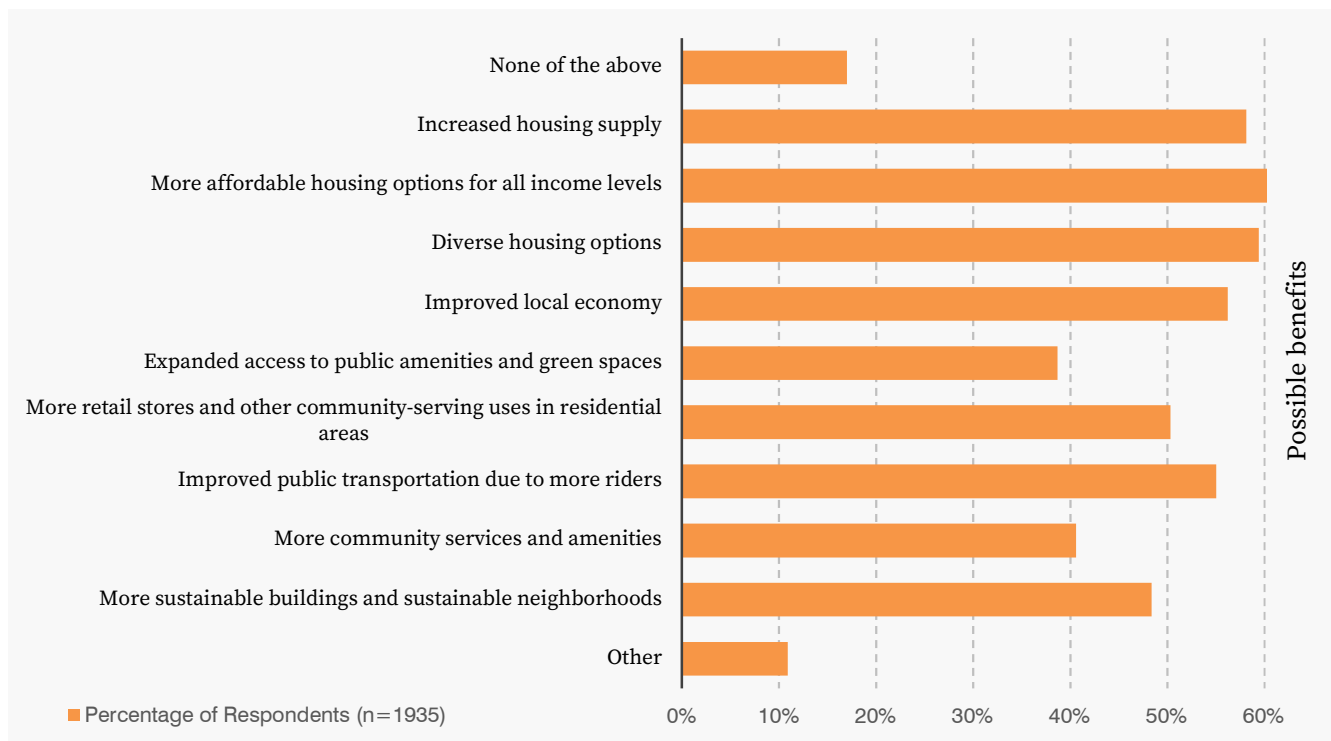
**Figure 3.** Housing challenge(s), impacting the close network (friends, family) of survey respondents.



**Call for more affordable housing options that benefit future and existing neighbors, particularly people with the greatest housing needs:** People believe new housing should create affordable options serving a diverse range of people, including, but not limited to, essential workers, seniors, families, youth and transitional-aged youth, people with disabilities, and low-income households. Some of these groups also have specific physical needs that should be factored in the design of homes (such as buildings with elevators or units with multiple bedrooms).

People also expressed skepticism about the rezoning resulting in housing becoming more affordable and are concerned that new housing developments will only be accessible to people earning higher incomes. However, as displayed in Figure 4, 60% of the combined survey respondents said that more housing in their neighborhoods would be beneficial because it would create more housing options affordable for all income levels. Furthermore, people called for major investments in building affordable housing but noted the challenge of identifying sufficient funding at the local level.

**Figure 4. Survey: How do you think adding more housing could benefit your neighborhood?**



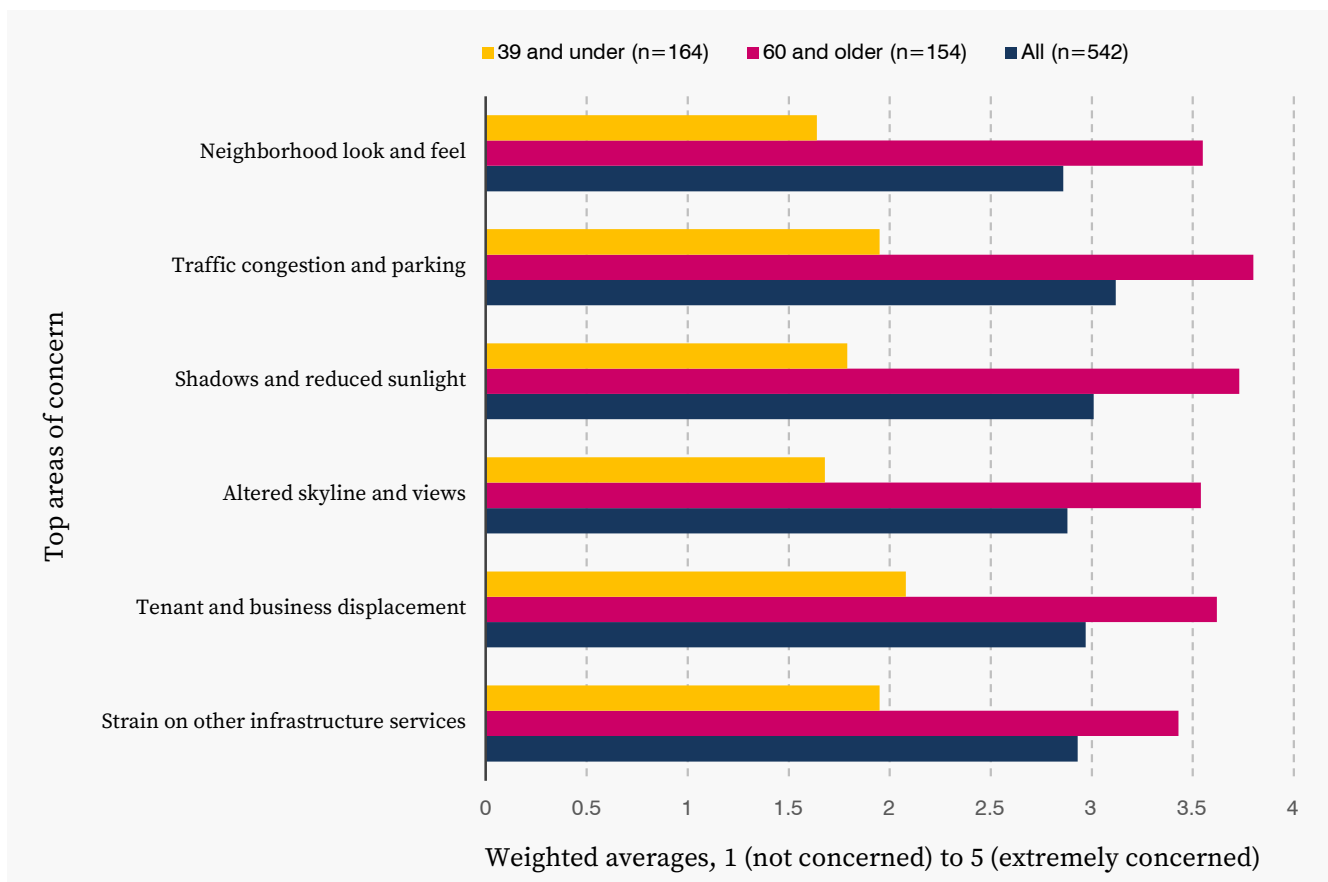
**Polarized opinions about increased height and density:** Opinions about zoning changes became more polarized as outreach progressed. We heard from many people who wanted to see zoning amended to add more housing, accompanied with improvements to the housing approval process to enable housing to get built faster, especially affordable housing. Some think the draft rezoning plan is not

big or bold enough and suggested allowing increased density everywhere and even taller height limits on main corridors to produce the housing we need.

Conversely, others expressed concerns about the potential impact that increased height and density could have on quality of life, safety, property values, views, green spaces, and the look and feel of their neighborhoods. Some suggested that maintaining the predominant single family home character of some neighborhoods is critical to keeping families in San Francisco and strongly oppose the rezoning and other efforts to add multifamily housing (such as 4-plexes and 6-plexes) in High Opportunity Areas. Many of these same stakeholders question the need for new housing or any zoning changes (despite state and local mandates), citing the current volume of vacant residential units and offices.

While the feedback received defies easy categorization, the survey data does show trends depending on respondent age and housing tenure. People who rent their home or who are under the age of 40 tended to see more benefits of adding new housing, were more satisfied with the draft zoning proposals, and were more likely to suggest additional increases in height. In comparison, homeowners and people over the age of 60 tended to be less satisfied with the zoning proposals, were more likely to highlight potential negative impacts of new housing and have continued to suggest reducing heights on specific streets or throughout the planning area. Figure 5 provides one snapshot from the Phase 1 survey of differing perspectives by age group about the potential impacts of rezoning.

**Figure 5.** Top areas of concern about the potential impacts of rezoning by age group of respondents.





**Support for streamlining housing development:** There were many people who expressed support for the city to have a more efficient housing review and development process. They acknowledged that approval and construction timelines are a major barrier to housing development in addition to broader economic factors (such as interest rates and construction costs). For this reason, new ministerial processes, standards, and programs that reduce time, improve flexibility, and remove subjectivity such as the proposed Local Program and Objective Design Standards, were received positively. However, some people called for even more barriers to be removed, while others continue to express concern about fewer opportunities for public input, particularly around demolitions leading to displacement.

**Community safety:** Across engagement methods, people said they want to live in safe neighborhoods, but they are not aligned on what makes a neighborhood safe. Many are afraid that more people in their neighborhoods will lead to more crime and litter (some participants specifically raised these concerns about new affordable housing developments). Meanwhile others see an increased population as potentially leading to livelier and safer neighborhoods with more “eyes on the street.” Similarly, when small businesses were asked what supports they would like to see alongside housing development the two most popular responses were improved street and sidewalk cleanliness (70%), and improved public safety (58%).

**Protecting residential tenants while encouraging new housing:** In the near term, people are concerned that new construction will negatively impact existing residential tenants due to potential redevelopment of their building or other pressures such as increased cost of living. They want to see stronger protections and supports for residents to prevent displacement, particularly for the most vulnerable such as those who inhabit unauthorized dwelling units (e.g., an illegal basement unit or second unit that was built without permits).

In the long term, however, people see the potential benefits of increased housing supply, which could add more affordable and diverse homes to the area. We also heard from smaller-scale landlords and others who are interested in renting out a room or building an Accessory Dwelling Unit (ADU) for additional income. They feel they differ from large-scale landlords, are disincentivized by tenant protection programs, and suggest they need further protections if they are going to keep renting out their units or enter the rental market.

**Protecting small businesses:** Across the outreach effort, people expressed the need to protect small businesses and the existing pattern of small-scale retail in the city. In the long term, many agree that the overall impact of new housing on commercial corridors should be positive for businesses. More foot traffic and a lowered cost of living could lead to more dollars spent at local businesses.

In the near term, however, small businesses are concerned about business disruptions, relocation, and strained loading and parking, among other impacts. Figure 6 shows how small businesses ranked the effectiveness of potential resources to be provided during construction, with financial assistance, loans, or grants at the top of the list. They are also concerned about the intertwined nature of a business and its location making relocation difficult; needing ample time to plan for a disruption, the timing of the rezoning as many businesses are still recovering from COVID-related losses; and whether commercial space should be encouraged in new buildings considering the prevalence of vacancies today.

**Figure 6.** Small business resources needed during construction, ranked by effectiveness.



**Hopes and concerns about infrastructure and community services:** Some people are concerned that more residents in their neighborhoods will make parking and traffic worse, buses more overcrowded, school enrollment more competitive, and that there is not adequate infrastructure nor sufficient supportive community services to welcome newcomers. Others think that the increased population provides an opportunity for more inclusive and vibrant neighborhoods. People want to be able to meet their daily needs locally (such as jobs, shopping, and services), have access to green spaces and community meeting spots, and see improvements to support transit, walking, and biking. They want additional neighborhood services that can support the needs of various populations, such as childcare, educational and recreation programs, support for low-income families, and programs for seniors.

Generally, people want reassurance that local agencies and policymakers are planning necessary investments to maintain a high level of service, encourage businesses and services that meet the needs of existing and new residents, and serve the growing population. Figure 7 shows how respondents across both surveys (n=1908) ranked their priorities for community benefits of new housing development with housing affordability as the highest priority.

**Figure 7:** Desired community benefits of new housing, ranked by survey respondents in order of priority.



**Need for Objective Design Standards (ODS):** Many people care deeply about architecture and building design in their neighborhoods. Some think that any new construction will ruin the existing look and feel of their neighborhoods, while others suggest that new buildings can complement or mirror existing architectural styles, creating diverse and lively neighborhoods and contributing to high-quality urban design.

People greeted the draft ODS under development with both enthusiasm and caution. They believe the ODS will provide clarity in the development process while ensuring a certain quality of building and consideration for adjacent properties. However, some caution against creating additional development hurdles or limiting architectural diversity and suggest that standards not be overly prescriptive.

Phase 2 survey respondents said that of the proposed draft standards, they think active and inviting ground floor design is most important, followed by lighting and signage that engages pedestrians, helps with navigation, and improves safety. In workshops with architects and developers, the topics that participants wanted to deliberate on most were setback and rear yard requirements, corner and interior block building configurations, dimensional requirements, and the comparison with flexibility offered by the State Density Bonus Program. They expressed appreciation for the creation of standards and emphasized the importance of clearly written standards.

# Community Engagement Events



Participants during an Open House held at the SF County Fair Building on July 11, 2023.



# Open Houses

## Description

Approximately 280 Open House attendees shared extensive feedback through written comments and conversations with staff during four open houses.

The Phase 1 and Phase 2 Open Houses were in-person events designed to provide community members with an overview of the Housing Element and the impacts of the housing affordability crisis. The project team solicited feedback on draft zoning concepts and other policy considerations, such as urban design, cultural heritage, and infrastructure. The events were open to all members of the public and were held in the evening at:

- Phase 1: **June 22nd, 2023** (SF LGBT Center) and **July 11th, 2023** (SF County Fair Building).
- Phase 2: **November 8th, 2023** (SF LGBT Center) and **November 15th, 2023** (SF County Fair Building)



Community members and Planning staff at the Open House held on Nov. 15, 2023 at the SF County Fair Building.

Each event began with a brief informational project overview from staff and comments from district Supervisors in attendance, including Supervisor Mandelman (District 8) on June 22nd and November 8th and Supervisor Engardio (District 4) on July 11th.

The bulk of the content was presented in interactive stations. Each station provided an opportunity to review content and proposals, ask questions, provide feedback on key topic areas, and engage directly with staff from the Department and partner agencies, including MOHCD and SFMTA. Materials were also available online after each event. After the Phase 1 Open House, questions from engagement boards were also posted online and open for online feedback.

### Phase 1 Open House Stations included:

- **How Housing Benefits Communities:** Our housing affordability crisis and what we are doing to meet our housing needs.
- **Expanding Housing Choice:** Zoning changes to enable more housing.
- **Cultural Heritage and Urban Design:** Enhancing our cultural heritage and ensuring high quality architectural design.
- **Building Vibrant Neighborhoods:** Planning for infrastructure and services.
- **Housing For and With Future Generations:** Planning housing for and with young people (aged

24 years and under).

### **Phase 2 Open House Stations included:**

- **How Housing Benefits Communities:** Our housing affordability crisis and what we are doing to meet our housing needs.
- **Deepening Community Voices:** Interactive space to review and share experiences related to housing.
- **Expanding Housing Choice:** Updates on the Housing Element Zoning Program and changes to enable more housing.
- **Building Stronger Communities with New Housing:** A holistic approach to supporting communities while adding new housing

## **Themes from community feedback**

Major themes that were discussed include:

**Meet the needs of the most vulnerable:** Attendees recognized the severity of the housing shortage and called for more housing options that meet specific needs, particularly for the most vulnerable. They specifically called for increased resources to be dedicated to affordable housing. Attendees were skeptical about the zoning proposal being enough to address housing needs and called for stronger enforcement of tenant protections, more resources for affordable housing, and other services to support vulnerable groups. They shared that the low supply of affordable housing and housing vouchers is exacerbated by frustrating and opaque application and distribution systems, especially with the DAHLIA lottery system. Attendees identified specific populations that have greater housing needs, including people experiencing homelessness, essential workers, seniors, families, youth and transitional-aged youth, and low-income households. Attendees also shared concerns that new housing will disproportionately benefit investors and market-rate developers instead of the groups in need of housing.

**Pair housing with neighborhood improvements:** Attendees emphasized that housing must be paired with neighborhood improvements to meet existing needs and support a larger population including improved public works and transportation infrastructure, public transit, green spaces, community facilities and gathering spots, grocery stores, and jobs. If these needs are not met, attendees suggested that traffic congestion and livability would deteriorate. They also identified similar amenities they would like to preserve, including walkability, accessibility, community institutions like small businesses, and the community look and feel. In addition to these physical improvements, attendees strongly desire neighborhoods that feel safe from crime and violence.

**Preserve and protect existing housing and businesses:** Attendees wanted existing affordable and rent-controlled housing preserved and existing tenants and businesses protected while new housing is built. They were concerned about the displacement of low- and middle-income renters as well as business closure and relocation. Attendees suggested that more housing and nearby customers could

create more demand for existing businesses and attract others. Overall, attendees appreciate the existing pattern of small-scale retail in these neighborhoods and want to see business protections enhanced.

**Simplify building and increasing the housing supply:** Attendees wanted the process and requirements for building housing simplified. They suggested streamlining the permitting process and CEQA review to improve the financial feasibility of projects. However, there were mixed opinions about whether reducing requirements and streamlining the process would result in meeting the City's housing needs. For example, some attendees were skeptical that improved financial feasibility would lead to more affordable housing, and some thought that increased tenant protections could discourage smaller landlords from entering the market and increase vacant units.

**Consideration for design and community heritage:** There was considerable feedback about what increased height would do to the look and feel of neighborhoods. Attendees suggested that design standards be less subjective and more objective. They want to see more ground floor uses that encourage pedestrian activity and new buildings that prioritize safety and energy efficiency. Some people were in support of building step backs to lessen the impact of height on existing neighboring uses, while others were strongly opposed due to design preferences or because they reduce the number of potential housing units. Some want existing historic buildings, architectural styles, or specific buildings preserved and complemented by new buildings. Similarly, attendees want the community heritage in these neighborhoods recognized and preserved. Specific examples given included the LGBTQ community and history in the Castro, legacy businesses along commercial corridors, beach culture, and public art.

**Support for density and height:** Many attendees were in favor of increased density and height on major streets as well as density decontrol in the buffer areas surrounding major streets. There were several locations suggested for more height and density, including outside the proposed major streets and buffer areas. These were largely proposed in the context of supporting housing growth and streamlining the processes associated with it. Some suggested that growth needs to be strategic and fit existing neighborhood characteristics, rather than approached with a one-size fits all mentality.

**Concerns about density and height:** Some attendees were concerned about changing the existing neighborhood character by altering its low-density development pattern. They suggested maintaining the single-family homes in these neighborhoods, and instead concentrating growth in other areas of the city where high-density development already exists. Others were concerned that the "buffer areas" proposed in Phase 1 (e.g., a proposal to remove density limits in residential areas adjacent to the main corridors), would result in uneven changes in neighborhoods (e.g., a mix of heights; concentration of growth in some neighborhoods vs. others). Possible secondary effects of density and height such as strains on infrastructure, safety, services, and green spaces were linked to these concerns.

**Concerns about the housing development process:** Some attendees wanted to improve the efficiency of the housing review and development process, while others were concerned streamlining would lead to fewer opportunities for public input. A financial feasibility analysis was identified as a need in the zoning proposal because approval and construction timelines and costs are major barriers to housing development. Additionally, there were broad concerns that changing zoning may not necessarily lead to more housing, given current economic conditions.

**Draft Zoning Proposal:** During the Phase 2 Open Houses, attendees were asked to give feedback on an updated Zoning Proposal. Overall, attendees were supportive of the heights and densities on corridors suggested in the proposal. There were some concerns about the impacts of heights above 65 feet (~6 stories) on the quality of life due to shadows, views, and impacts on yards. There were many specific suggestions for increased heights from what was proposed, including on corner lots, Safeway sites, at the Lawton Community Center, and on streets including Lincoln, Anza, Balboa, Cabrillo, Noriega, Surrey, Taraval, and Vicente. Several attendees also suggested adding back in the more geographically widespread density decontrol concept that was presented in the early Zoning Concepts.

**Local Program:** Most attendees were supportive of the program in that it would make housing development easier and could provide incentives competitive with the State Density Bonus Program. Some attendees questioned the idea behind a local program that would compete with a state program rather than adjusting local rules to enable state programs to result in even more housing and taller heights than shown on the proposed maps. Attendees emphasized the importance and role of objective design standards in the process. There were also concerns about the program not being geographically equitable because it would only be offered in the High Opportunity Areas.

**Objective Design Standards (ODS):** Attendees were generally supportive of the idea of objective design standards and the draft presented during the Phase 2 Open Houses. These attendees viewed the ODS as a method for simplifying the development process and advancing a high standard of architecture and urban design. However, attendees also cautioned against new hurdles that could hinder development and overly prescriptive standards that could limit architectural creativity and diversity.



# Focus Groups

## Description

A total of seven focus groups were conducted between September 2023 to November 2023, with a target of recruiting 8-10 attendees for each group. The following table includes the date, community partner, target audience, and the number of participants for each focus group.

Focus groups were conducted to reach community members that are often underrepresented in traditional outreach events such as open houses and virtual events. Focus groups gave community members the opportunity to have deeper conversations in a smaller and more comfortable setting with the support of trusted community organizations. Discussions were crafted to identify ideas, hopes, and concerns related to new housing and get feedback on the draft zoning concepts.



Manson Leung of Self Help for the Elderly facilitating the low-income focus group at Gum Moon Asian Women's Resource Center.

With the help of GM Consulting Group and in partnership with nonprofit organizations, the project team recruited participants from underrepresented groups such as parents with young children, seniors, monolingual Chinese, Russian, and Spanish speakers, youth, and low-income households. Focus groups were hosted by community-based organizations and businesses in spaces familiar to participants. Participants received a monetary incentive for their participation (a \$50 VISA gift card) to show that their time and feedback are valued. Refreshments were provided and onsite childcare was arranged for the focus group targeting families.

**Table 2.** List of Focus Groups

Date	Community Partner	Target Audience	# Participants
09.18.23	Gum Moon Asian Women's Resource Center	Low-income households	10
09.25.23	Self Help for the Elderly	Seniors	10
09.28.23	Wah Mei School	Families	9
10.04.23	Richmond Neighborhood Center	Russian Speakers	16
10.08.23	Sunset Chinese Cultural District	Chinese Speakers	11
10.14.23	D4 Youth and Families Network	Youth	10
11.07.23	Tabita's Cafe	Spanish Speakers	10

## Who participated

- 65% percent of participants identified as Women and 33% as Men.
- 82% of participants identified as Straight/Heterosexual, and 4% as Gay/Lesbian/Same-Gender Loving or Bisexual
- 53% of participants identified as East Asian, 24% as White, European, or Caucasian, 13% as Hispanic, Latin or Latinx, and 8% as Southeast Asian.
- The largest age group represented was people over the age of 60 (44% of participants), followed by 18-to-39 years (22%), 40-to-59 years (19%), and 14-to-17 years (13%).
- 18% of respondents reported living with a disability or visual impairment.
- There were more renters (43%) than homeowners (35%). Those living with family or not paying rent made up 14%, primarily from the age group 14-to-17 years.
- The most represented household types were families with children (46%), couples without children (25%), and those who live alone (13%).
- The most reported household income level among respondents was less than \$50k (49%), followed by \$50k-75k (16%), and those who prefer not to answer the question (12%).

## Feedback on Zoning Concepts One and Two (from Phase 1)

In response to the density-decontrolled “buffer” proposal in Zoning Concept One, some participants saw the opportunity to expand their homes to let family members move in, and for the same reason, others felt that only wealthy homeowners would benefit. Many participants felt that Zoning Concept One would create more parking issues because new homes would not all be on major transit streets and new residents would be more dependent on cars. However, some participants thought that the types of housing in this buffer scenario would have less of an impact on the community and would be cleaner and attract less people experiencing homelessness. Others believed that the lower heights on the corridors would make it less financially feasible to build housing. They felt the housing development process would be bogged down by neighbors disputing housing plans through the neighborhood notification process.

In response to Zoning Concept Two, many focus group participants discussed how taller buildings would lead to more housing overall, more affordable housing, and faster availability of housing. They felt that tall buildings would be more efficient and easier to build because they would create less opposition from neighbors. They also cited the potential for improved public safety, with more people on the streets and better access to public transportation.

Additionally, participants were asked if there were any specific intersections or streets where they would like to see higher or lower allowable heights than what was presented in the two Zoning Concept maps. Some participants suggested adding more housing on Sloat Blvd, Judah St, Market St, Noriega St, 8<sup>th</sup>

Ave, 12<sup>th</sup> Ave, the Great Highway, and in the Forest Hill neighborhood, noting that these areas have lots of underutilized space, are near parks and other amenities, and have higher-income residents. Other participants suggested lowering proposed heights on Noriega St and Irving St, which they felt were smaller and more neighborhood-oriented streets, and on 19<sup>th</sup> Ave, which they said feels unsafe for pedestrians due to its fast-moving traffic and narrow sidewalks.

## Other discussion themes

**Support for more housing and specific housing needs:** Across all focus groups, participants showed support for increasing housing options that meet the needs of residents. For example, there should be more senior and family-friendly housing options, more housing units with amenities like kitchens, bathrooms, and central air, and more buildings with elevators, laundry, community rooms and fitness centers. Participants in several focus groups expressed the need for more affordable housing and some participants, particularly families and youth, want to see more pathways to homeownership. Participants believe that increasing housing options will bring housing prices down, resulting in more affordable rents and helping to address homelessness.

**Transportation:** Transportation was the second most-discussed theme across the focus groups. Participants were concerned about the impact of new housing on parking availability, traffic, and public transit overcrowding. They believe current parking supplies are insufficient and an increased population will make parking even more scarce. Similarly, they were concerned about increased parking costs with the possible expansion of the parking meter program. They suggested that additional housing be paired with investments to make neighborhoods more transit-friendly, walkable, and bikeable.

**Safety, crime, cleanliness:** Safety, crime, and cleanliness was the third most-discussed theme across the focus groups. Some participants were concerned about increased density leading to less safe neighborhoods, increased crime, open air drug-use, people experiencing homelessness on the sidewalks, and increased litter. Other participants suggested that with increased housing density, more people will be present in neighborhoods, therefore making the neighborhoods safer. In general, participants want crime to be addressed, and they want to live in a place that feels safe. For this reason, the senior focus group suggested the installation of security cameras both inside buildings and outside facing the street.

**Fairness in securing affordable housing:** Participants across multiple focus groups expressed concerns about DAHLIA, the City's lottery system used to assign affordable housing units. They do not think it is a fair form of housing distribution, because there is no "line" (a new lottery is drawn for each new housing unit that comes online), which means they could be on the waitlist indefinitely. Additionally, participants discussed who gets to live in affordable housing (such as people who are currently unhoused, people with mental health issues, immigrants, young adults, and seniors) and whether they thought this was a positive or negative influence for their communities.

**Changing neighborhood characteristics:** Participants are both concerned and hopeful that with increased housing density, the characteristics of the neighborhoods will change. Some hoped that with improved housing affordability there would be increased socioeconomic and racial diversity, longer-term residents, and more families and young people in the neighborhoods. Others see new construction as making the neighborhood less affordable and the potential for cultural change, gentrification, and

increased noise for those living on or near commercial corridors. Many participants are also worried about neighborhoods feeling overcrowded and a scarcity of infrastructure and services to serve growth. Some participants suggested that property values will go down with the addition of new housing. Others hoped that the new buildings would be well-designed to fit in with the neighborhood context, with proper setbacks and other features.

**Impacts on businesses:** Many participants believed that increased housing would support and attract businesses, leading to revitalized neighborhoods, increased business diversity, and job creation. They hoped that recently shuttered businesses would have the chance to reopen, and that the employees of those businesses would be able to find an affordable place to live. A few participants worried that housing construction will lead to business relocation and closure. Participants wanted to see a plan for how the City will protect current businesses and compensate them if they need to be relocated.

**Schools and childcare:** Many of the focus groups discussed the impact of increased housing on schools and childcare. Some participants were worried that more people living in their neighborhoods would make school enrollment at desired schools and in childcare even more difficult. Participants emphasized the need for a plan to increase childcare and schools with increased housing.

**Preserving green space, parks, and views:** Some participants worried that taller buildings would decrease open space and block views in their neighborhoods. Conversely, others suggested preserving existing views and parks, particularly Golden Gate Park, and want to see more parks, street trees, and green spaces to accompany housing.

**Skepticism and distrust in the development process:** Some participants expressed skepticism about whether affordable housing projects would be completed at all or whether they will happen fast enough for those who need housing options now. Others expressed a fear that resources will be mismanaged or there will be corruption in the system that will prevent housing from being built. Participants found the permitting process unjust because the complexity serves as a barrier to applicants, and favors applicants with more resources to hire experts (such as “permit expeditors”) to usher permits through the process.

**Neighborhood amenities to preserve and expand:** Participants were asked about the types of amenities they would like to see near their homes. They suggested senior recreation centers, community activities, Slow Streets, schools and childcare centers, libraries, mental health services, job training, health care providers, shopping centers, banks, flexible spaces that allow pop-up businesses and events, and resources targeted to non-English speakers, children, and people with disabilities. Similarly, in response to a question about what parts of their neighborhood they would like to preserve, participants focused on the following: green spaces and recreation facilities, schools and childcare centers, community spaces, and specific historic buildings and areas.



# Architect and Developer Engagement

## Objective Design Standards Workshops

The Department hosted two Objective Design Standards (ODS) workshops and participated in a third workshop hosted by the American Institute of Architects (AIA), all with the goal of gathering expert feedback from the architecture and development community on the draft standards. The Department-led ODS Workshops took place on November 1, 2023 with 19 attendees and January 24, 2024 with 13 attendees, and the AIA Workshop occurred on February 15, 2024 with more than 20 attendees.

Each meeting started with a presentation from the project team providing an overview of the Expanding Housing Choice project and timeline and was followed by a presentation sharing the latest draft of the ODS. The industry professionals then reviewed and suggested clarifications and modifications to refine the ODS and their application. Specifically, attendees raised concerns and ideas for making the Local Program competitive with the State Density Bonus Program; they suggested broadening the application of the ODS across the rezoning geography and the active ground floor standard to reflect the current state of the retail environment; and they helped to refine and clarify standards for massing breaks, articulation, step downs, rear yards, window transparency, ADA access, and sloping sites.

Additionally, in the workshop hosted by the AIA, attendees methodically went through the application of the ODS on five development prototypes that were also analyzed as part of the financial feasibility study conducted for the rezoning (led by Century Urban).

## Financial Feasibility Workshop

The financial feasibility workshop was designed to gather feedback on the financial feasibility of prevailing development types that would be enabled by the proposed zoning (particularly mid-rise and high-rise mixed-income housing types on commercial streets). The project team also solicited feedback on measures designed to facilitate housing approval and production, such as ministerial approval processes and the Local Program.

The virtual event took place on February 14, 2024, and had 10 developer attendees, representing 7 development firms (Tishman Speyer, Lendlease, Emerald Fund, Avenues Development, Prado Group, Forge Development, and Related).

The events opened with a presentation from the project team on the rezoning scope and key assumptions, followed by a presentation from Century Urban on their draft results and main findings from analyzing over 500+ development pro forma iterations on five representative sites in the rezoned areas. Attendees asserted that the ministerial processes meant to create certainty in the development process would aid in the overall feasibility of development. They also provided feedback on key development assumptions used in the draft financial feasibility analysis.

# Housing Education Workshops

## Description

Over 85 workshops were held between May 2023 and April 2024, reaching more than 2,000 residents from zip codes 94121, 94122, 94116, and 94118. The topics were also presented at a half-day Housing Summit on November 12, 2023, and an Affordable Housing Resource Fair on March 9, 2024.

The Housing Education Workshops were designed to demystify technical housing and land use concepts to help build community awareness of our affordable housing needs, Housing Element implementation, and the rezoning. The Planning Department partnered with the Mayor’s Office of Housing and Community Development (MOHCD) and community organizations including Self Help for the Elderly, Wah Mei School, and Sunset Chinese Cultural District to create educational workshop content and housing resources to be disseminated by the community organizations. Self Help for the Elderly delivered in-person and virtual workshops in partnership with other local community groups in Supervisorial Districts 1, 2 and 4, primarily in the Sunset and the Richmond Districts.



Community members participating in a housing education workshop led by Self Help for the Elderly.

The topics covered in each workshop included:

- Meeting Community Housing Needs
- Affordable Housing
- The Building Blocks of Housing
- Community Roundtable Discussion
- Steps for Further Action

The workshops served low- and middle-income families, seniors, renters, limited and non-English speakers, and small business owners, and were offered in English, Cantonese, Mandarin, Tagalog, Arabic, Russian, and Spanish. These events were co-hosted by Self Help for the Elderly, Wah Mei School, and the Sunset Chinese Cultural District and were designed to identify housing needs in the community and connecting residents with affordable housing resources. Workshops will continue until August 2024 with the goal of reaching more residents. For a list of future workshops and host organizations, see <https://www.selfhelpelderly.org/afh>.

## Discussion Themes

**Affordable housing is needed:** Participants emphasized the need for more affordable housing, especially for seniors and low- and middle-income residents who already reside or work in the western part of the city. Participants who need affordable housing focused on challenges with the current DAHLIA lottery system used by the Mayor's Office to assign affordable units. Some older residents who live in SROs reported spending years on wait lists, while others who have been waiting less time have been placed in affordable housing earlier.

**Safety and services:** Participants highlighted the importance of safety and adequate supportive services to support new and existing residents.

**Landlord disadvantages:** Participants who were homeowners expressed interest in renting out part of their homes or adding ADUs to generate additional income. However, there was a general hesitancy because they felt that small-scale landlords face too many challenges in the rental market and find it harder to navigate complex tenant protection rules when there is just cause for evicting tenants.

# Community Conversations and Office Hours

## Description

Thirty-six community conversations and office hours were completed between October 2022 and May 2024.

Community conversations and office hours provide community organizations and neighborhood associations with an opportunity to meet 1-on-1 with the project team to learn about the rezoning and share their communities' hopes, concerns, and priorities related to adding new housing. These events were available upon request and will continue to be available throughout the adoption process. To publicize this opportunity, the project team sent out invitations directly to groups, to our email newsletter, and the Planning Department's Neighborhood Groups list. Community conversations usually took place during an organization's established meeting time and location, while office hours were offered in a virtual setting.

While these conversations varied widely in content, some of the topics discussed include:

- Housing needs and stories specific to individual neighborhoods.
- Housing Element adoption and implementation, including San Francisco's 82,000-unit Regional Housing Needs Allocation (RHNA) requirement.
- Hopes and concerns related to the zoning proposals, and locations where people would either like to see additional housing density, such as on streets with or near transit or on specific opportunity sites (e.g. parking lots), or see the existing lower heights or minimal changes, such as neighborhoods with single-family homes.
- How rezoning can build upon existing community plans, bring more investment and resources into communities, bring residents to support new and existing businesses, and help meet needs for culturally appropriate services and institutions.
- Concerns about tenant protections and support for small businesses.
- Services that are needed to support the elderly, youth, and families, particularly low- and moderate-income households.
- How to meet Affirmatively Furthering Fair Housing (AFFH) requirements and the City's target of building 25-50% of new affordable housing units in the Housing Opportunity Areas, and how to ensure that lower- and middle-income residents moving into these units can access services and feel welcomed in these neighborhoods.
- Environmental benefits of infill housing and the connection to climate action.
- The need to plan for infrastructure in parallel with new housing, including transit, open space,

schools and childcare, libraries, and other neighborhood amenities.

- The complexities of the housing approval process and the relationship between processes being proposed in the rezoning and the State Density Bonus Program.
- How Objective Design Standards could advance context-sensitive building design that considers relationship to adjacent and nearby buildings.
- Financial feasibility of developing housing, and ways to incentivize new development.
- Overview of outreach and community engagement completed to date.

Table 3 below provides the date of the conversation and the groups engaged.

**Table 3.** List of Community Conversations

Date	Organization
10.13.22	Council of Community Housing Organizations and the Race and Equity in all Planning Coalition
10.19.22	Van Ness Corridor Neighborhood Council
11.30.22	Japantown Taskforce
12.13.22	Self Help for the Elderly
02.02.23	D4 Youth and Families Network: Steering Committee
04.26.23	Livable City
05.04.23	Sunset Chinese Cultural District
06.01.23	D4 Youth and Families Network
10.04.23	SF YIMBY
10.16.23	Planning Association for the Richmond
10.18.23	CITYstructure
10.24.23	Russian Hill Neighborhood Association
10.25.23	Sierra Club - San Francisco Bay Chapter
11.2.23	Sunset Chinese Cultural District: Advisory Board
11.6.23	Planning Association for the Richmond
11.13.23	North Beach Neighbors
12.1.23	Emerson and Woods Streets Residents
01.24.24	Neighborhoods United SF
01.29.24	Lakeside Village Residents
01.31.24	SF Heritage
02.2.24	Duboce Triangle Neighborhood Association
02.5.24	Balboa Terrace Homeowners Association

02.14.24	District 2: Cow Hollow and Lombard Walk
02.20.24	Northern California Carpenters Union Regional Council
02.22.24	Self Help for the Elderly
02.26.24	West of Twin Peaks Central Council
02.28.24	Castro LGBTQ+ Cultural District
03.06.24	Greater West Portal Neighborhood Association
03.11.24	Russian Hill Neighborhood Association
03.19.24	Francisco Park Neighbors
03.21.24	Forest Hill Association
04.11.24	Glen Park Association
05.01.24	SF YIMBY
05.02.24	Neighborhoods United SF
05.09.24	SF Heritage, Victorian Alliance, and Historic Preservation Commissioners
05.16.24	Alamo Square Neighborhood Association



# Field Walks

## Description

A total of 5 field walks were completed in Districts 1, 2, 4, 7, and 8 between January 2023 to May 2023.

Staff conducted field walks throughout the Housing Opportunity Areas to gain deeper-level understanding of neighborhood landscapes, share project information, and meet with key community organizations. The project team was able to view underdeveloped and opportunity sites for building new housing in these areas and assess existing conditions such as transit infrastructure, sidewalks, and open space.

During the field walks, the project team met with district supervisors, nonprofit service providers, and Cultural Districts. These stakeholders shared information about their work, the housing needs for their respective communities, visions for specific corridors and sites. They also made suggestions for outreach and engagement opportunities such as athletic and recreation groups, specific community organizations and neighborhood groups, and priorities such as fostering longstanding relationships, educational workshops, and language access. Highlights from each field walk follow:



Planning staff in the West Portal neighborhood during the District 7 field walk.

- **District 4:** Community partners shared broad visions for the Sunset community, including the need for the Sunset Forward Community Plan to be integrated with the implementation of the Housing Element. They suggested the project team provide opportunities for community members to learn about the planning process, specifically how they can engage with proposed housing projects.
- **District 8:** Members of the Castro LGBTQ Cultural District met with the project team and noted places of cultural significance and community gathering spaces throughout the Cultural District. The locations included a mix of retail/commercial spaces, community-serving organizations, art and history cultural spaces, and residences.
- **District 1:** Community partners discussed the diverse housing needs in the Richmond District. Despite relative affluence, many community members, like seniors and young people, still struggle to cover basic needs and find affordable housing options. While the project team visited a food pantry, staff from Richmond Neighborhood Center (RNC) shared how seniors often feel trapped in housing options that do not meet their needs and as they age, they rely on the food pantry to help them survive. A meeting with the Community Youth Center (CYC) revealed the

limited housing options for families and young people in their neighborhood.

- **Districts 2 and 7:** Each district supervisor’s office walked with the project team through portions of their district, highlighting opportunity sites for housing and making suggestions for specific heights in certain areas. They also shared that some community members and institutions within their districts are interested in exploring more housing opportunities on and nearby their sites.

Table 4 identifies the locations and organizations visited on each field walk.

**Table 4.** List of Field Walks

Date	Locations	Stakeholders/Supervisors Visited
01.19.23	D4: Sunset	Wah Mei School, Sunset Youth Services, Sunset Neighborhood Beacon Center, Self Help for the Elderly
02.09.23	D8: Castro, Upper Market, Noe Valley, Glen Park	Castro LGBTQ Cultural District, GLBT Historical Society Museum, Queer Arts Featured
03.23.23	D1: Richmond, Inner Richmond	Community Youth Center (CYC), Richmond Neighborhood Center
04.28.23	D7: Merced Heights, West Portal, Ocean Ave, Junipero Serra	Supervisor Melgar
05.12.23	D2: California St, Union St, Van Ness Ave	Supervisor Stefani

# Phase 1 Zoning Concept Survey

## Description

The Planning Department conducted the Phase 1 Zoning Concept Survey to solicit public feedback on the two Zoning Concept Maps and community ideas, concerns, and priorities related to increasing housing in San Francisco. The survey was a mix of multiple choice and open-ended questions that allowed for the community to provide specific feedback on project details and explain any nuance or related hopes and concerns. It was offered in English, Spanish, Russian, and Chinese and open from August 21 to October 9, 2023.

## Who responded

**The survey had a total of 718 respondents, with variable response rates across questions.**

- 95% live in San Francisco, representing neighborhoods all over the city, but with the highest concentration coming from District 2, representing approximately 37%.
- Most respondents have long tenures in their neighborhoods, with 59% reporting living there for more than 10 years, 12% for 6-10 years, 24% for 1-5 years, and 5% for less than a year.
- 50% of respondents identify as Men and 37% as Women.
- 61% of respondents identify as Straight/Heterosexual, and 22% as Gay/Lesbian/Same-Gender Loving, Bisexual, or Questioning/Unsure.
- 58% of respondents identify as White, European, or Caucasian.
- There was an even split among age ranges: 32% reported their age as 39 years or under, 27% as 40-to-59 years, and 30% as 60 years or older.
- 9% of respondents reported living with a disability or visual impairment.
- More homeowners were represented than renters (50% vs 34%, respectively), and 6% were comprised of those who are unhoused, in an unstable housing situation, living in a shelter, or living with family or not paying rent.
- The most represented household types are couples without children (32%), families with children (26%), and those who live alone (21%).
- Respondents most commonly reported household incomes of more than \$200k (29%), while 28%

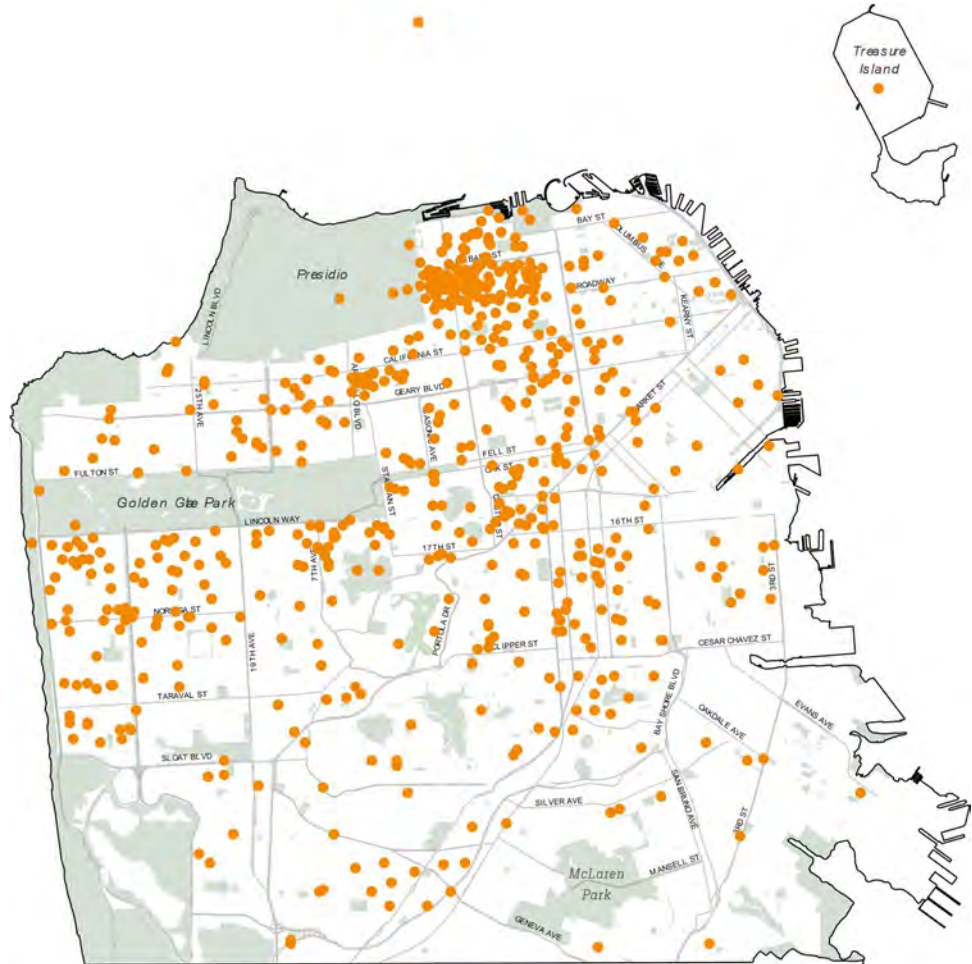
of respondents preferred not to answer the question.

- 22% of respondents stated that they own a business.

**Map 1.**

Phase I survey respondents identified where they live.

641 survey respondents



## Feedback

### HOUSING CHALLENGES AND PREFERENCES

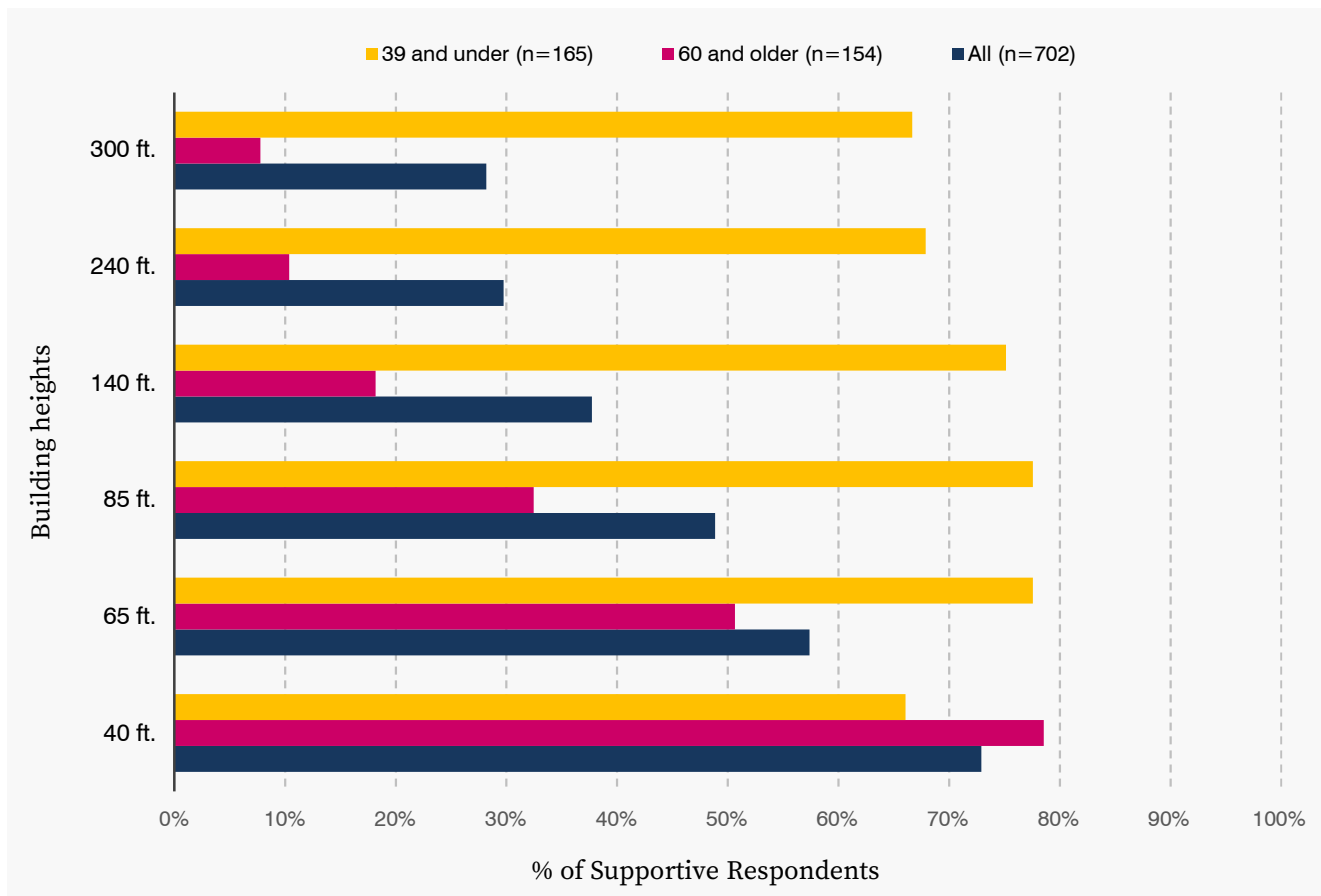
Respondents were asked about their personal housing challenges (n=709) and housing challenges experienced by people in their social network (n=712). The top three personal housing challenges identified include: paying too much of their income for housing (31%), wanting a larger living space so relatives or loved ones could move in (18%), and being worried about the stability of their housing situation (16%). Similar challenges arose within their social networks: 53% reported that their family and/or friends were paying too much of their income on housing, 18% want a larger living space so relatives or loved ones could move in, and 23% have been forced to move due to circumstances beyond their control.

When asked what types of housing they would like to see added to High Opportunity Areas, respondents (n=706) strongly supported several types. Four- or six-plexes had the most support (57%), followed by Senior housing (52%) and Affordable housing (52%), Apartment buildings (48%) and Townhomes (48%), Single family homes (34%), and Group housing (30%).

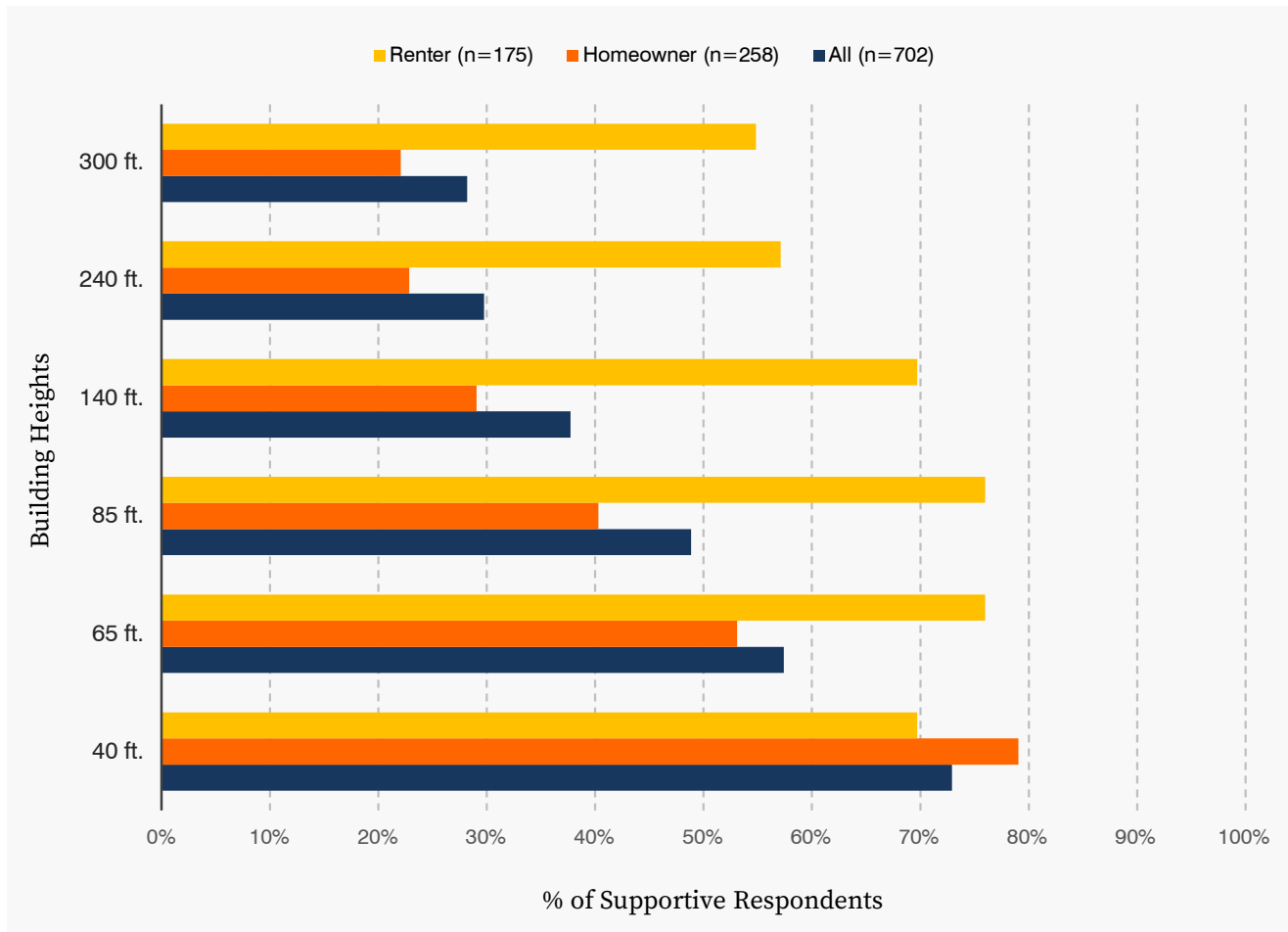
**OPINIONS ABOUT BUILDING HEIGHTS DIFFERED BY HOUSING TENURE AND AGE**

Respondents were asked about what building heights they would support in their neighborhood, selecting among 40 ft. (~4 stories), 65 ft. (~6 stories), 85 ft. (~8 stories), 140 ft. (~14 stories), 240 ft. (~24 stories) and 300 ft. (~30 stories). When looking across all respondents (n=702), the lower the height, the more support expressed. However, if respondents were renters (n=175) or 39 years and under (n=165) they were much more likely to support higher building heights. For example, 76% of renters and 78% of people aged 39 or under supported building heights of 85 ft., compared with 40% of homeowners and 32% of people aged 60 years or older. Similarly, 55% of renters and 67% of people aged 39 years or under supported building heights of 300 ft., compared with 22% of homeowners and 8% of people aged 60 years or older. Figures 8 and 9 further detail the differences in supported building heights by the age and housing tenure of respondents.

**Figure 8.** Supported building heights in the Housing Opportunity Areas by age of respondents.



**Figure 9.** Supported building heights in the Housing Opportunity Areas by housing tenure of respondents.



**VARIABLE FEEDBACK ON ZONING CONCEPTS ONE AND TWO**

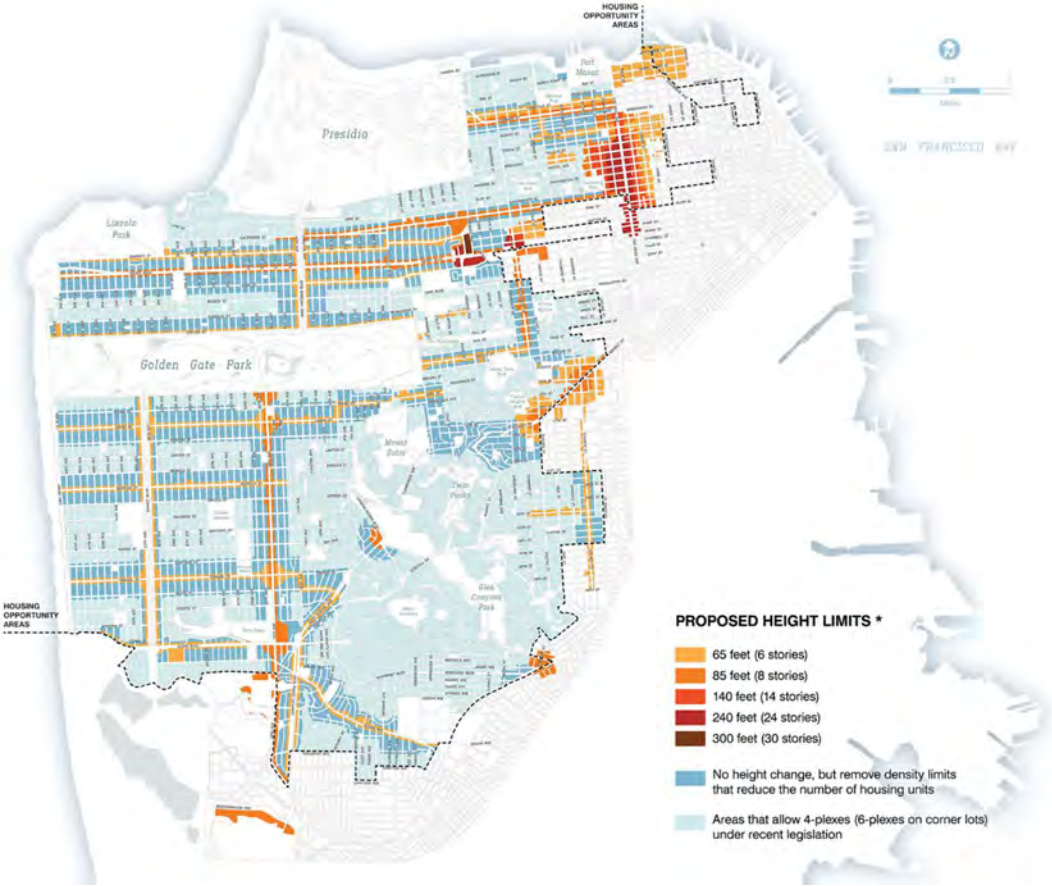
Respondents (n=563) were asked to compare two Zoning Concept Maps. The top reason people supported Zoning Concept One (see Map 2 below) was that it spread growth more widely in the neighborhoods due to the proposed density-decontrolled “buffer” (52%) and the top reason for not supporting it was the lower proposed building heights on major streets (40%). People supported Zoning Concept Two (see Map 3 below) because it concentrated more housing on major streets, where there’s better access to transit and services (42%); taller buildings can provide more housing units than smaller buildings (42%); and larger projects tend to offer more community benefits (e.g., affordable housing, community-serving retail, street and sidewalk improvements, landscaping & street trees, etc.; 41%). The top reason for not supporting it was that existing limits on density are maintained on surrounding residential streets (e.g., no proposed “buffer”; 56%).

When asked about which zoning concept better addresses the issue of housing affordability and availability, respondents (n=563) were split between Zoning Concept One (27%), a combination of both (25%) and Neither (29%). However, renters (n=175) and people aged 39 or younger (n=165) were more



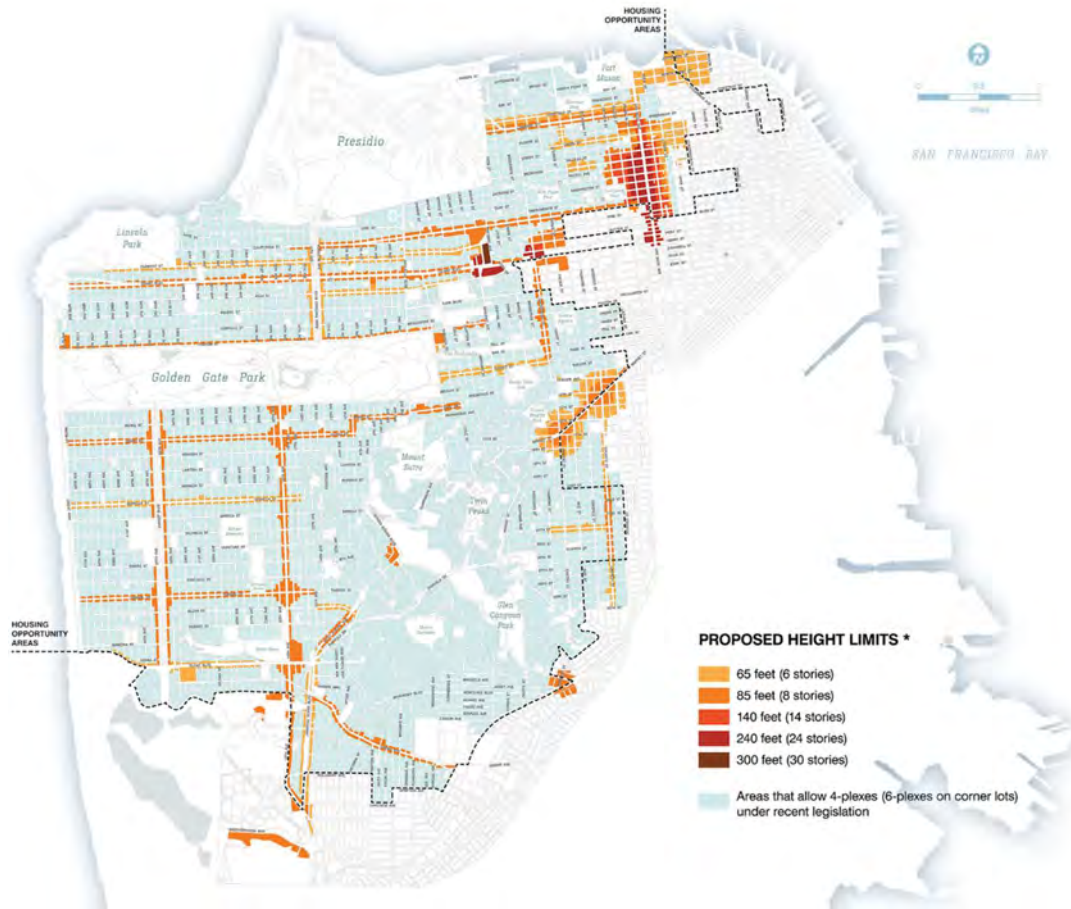
likely to support Zoning Concept One, (39% and 33%, respectively), or a combination of both, (34% and 35%, respectively).

**Map 2: Zoning Concept One**



Map Description: In Zoning Concept One, new housing is spread more widely across neighborhoods, and thus the building heights are slightly lower (for example, some streets are shown here at 65 ft. tall, compared to 85 ft. tall in Map 2). Surrounding the major streets is a “buffer area” – a one- to two-block area shown in dark blue. In this area, rules would be changed to allow more units to be built within the existing height limit, which is typically 40 ft.

### Map 3: Zoning Concept Two



Map Description: In Zoning Concept Two, new housing is concentrated along the major streets and key sites, so the heights are slightly higher and there is no “buffer area” in the surrounding residential areas.

### ZONING IMPACTS AND BENEFITS

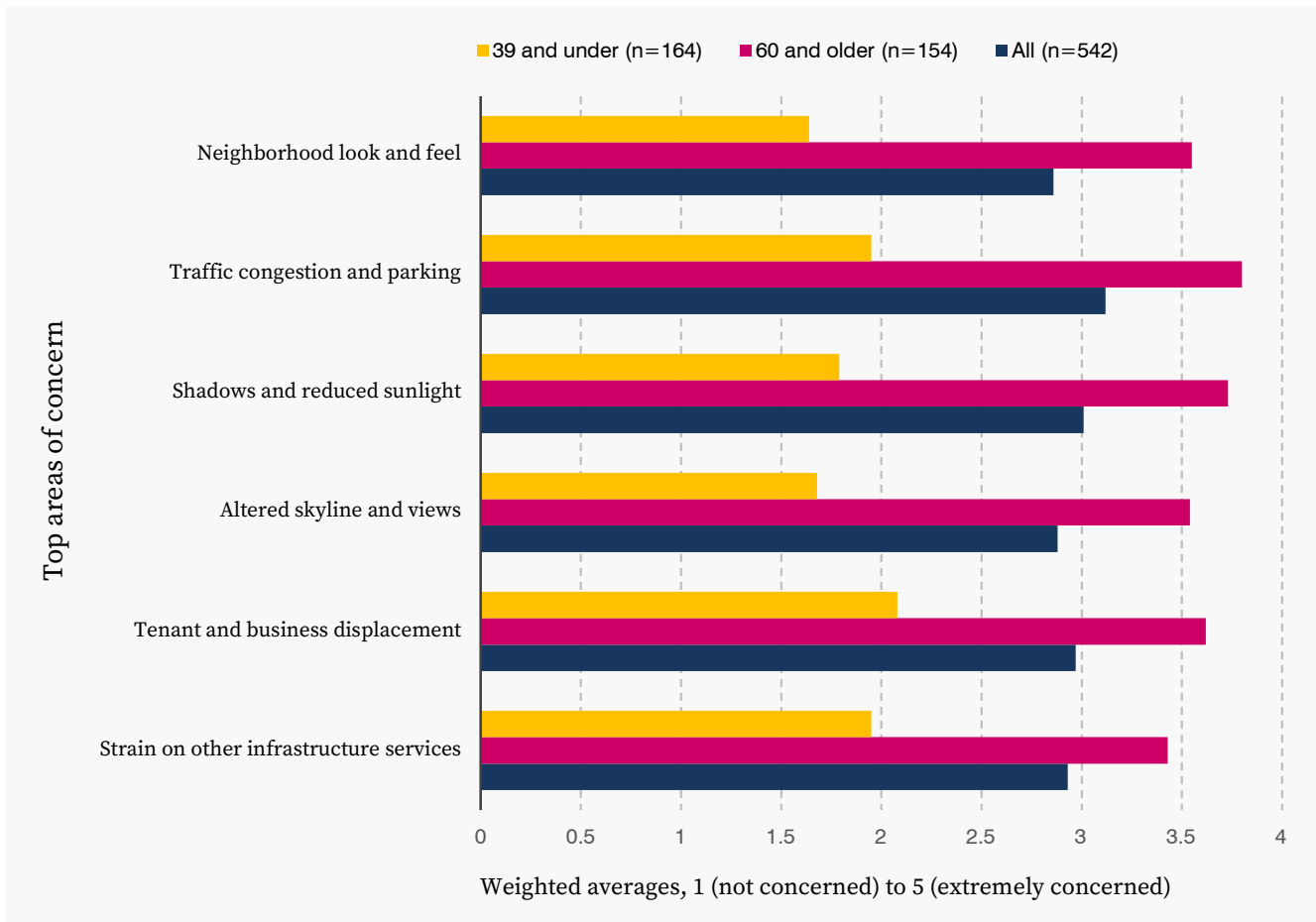
Respondents (n=542) were asked how concerned they were about the range of potential impacts of rezoning in their neighborhood on a scale of “not at all concerned” to “extremely concerned.” The top three concerns for all respondents were increased traffic congestion and availability of parking, with a weighted average of 3.12 (out of 5), shadowing and reduced sunlight in certain areas (3.01), and potential displacement of existing tenants and businesses (2.97).

However, stratifying the results by housing tenure and age of respondents showed renters and people aged 39 years or younger were much less concerned about potential impacts in comparison with homeowners and people over the age of 60. People under the age of 39 and renters had the highest level of concern about the potential displacement of existing tenants and businesses (at a weighted average of 2.08 and 2.48, respectively), compared with people aged 60 or older and homeowners, who were more concerned about increased traffic congestion and availability of parking (with a weighted average of 3.80 and 3.45, respectively). Figure 10 and 11 further detail the differences in top concerns (displaying the top 6 out of 11 concerns from the results) by the housing tenure and age of respondents.

Figure 10. Top areas of concern about potential impacts of rezoning by housing tenure of respondents.



**Figure 11.** Top areas of concern about the potential impacts of rezoning by age group of respondents.



When respondents (n=542) were asked how housing could benefit their neighborhood, the top responses included: More affordable housing options for all income levels (62%), Diverse housing options (60%), Improved local economy (59%), and Increased housing supply (58%). Finally, when asked to rank potential community benefits of new housing development, respondents (n=525) identified housing affordability as their number one priority followed by improved public transportation and then green spaces and parks.

# Phase 2 Draft Zoning Proposal Survey

## Description

The Planning Department conducted the Phase 2 Draft Zoning Proposal Survey to solicit public feedback on the Draft Zoning Proposal and community ideas, concerns, and priorities related to increasing housing in San Francisco. The survey was a mix of multiple choice and open-ended questions that allowed for the community to provide specific feedback on project details and explain any nuance or related hopes and concerns. It was offered in English, Spanish, Russian, and Chinese and open from November 6, 2023 to January 12, 2024.

Given the evolution of the zoning proposal from Phase 1 (which had two different “Zoning Concept Maps”) to Phase 2 (which shared a single “Draft Zoning Proposal”), the Phase 2 survey aimed to solicit more specific feedback on the locations where respondents want to see more or less new housing, and feedback on other policy areas, such as Objective Design Standards and strategies to expand affordable housing. The text version of the full Phase 2 survey is included in Appendix A.

## Who responded

**The survey had a total of 1,664 respondents, with variable response rates across questions.**

- 98% live in San Francisco, representing neighborhoods all over the city, but with the highest concentration coming from District 1, representing approximately 29%, and District 2 representing 19%.
- Most respondents have long tenures in their neighborhoods, with approximately 55% reporting living there for more than 10 years, 13% for 6-10 years, 29% for 1-5 years, and 4% for less than a year.
- 47% of respondents identify as Men and 36% as Women.
- 58% of respondents identify as Straight/Heterosexual, and 17% as Gay/Lesbian/Same-Gender Loving, Bisexual, or Questioning/Unsure.
- 54% of respondents identify as White, European, or Caucasian.
- There was an even split among age ranges: 31% reported their age as 39 years or under, 30% as 40-to-59 years, and 25% as 60 years or older.
- 10% of respondents reported living with a disability or visual impairment.
- More homeowners were represented than renters (51% vs 36%, respectively), and 2% were comprised of those who are unhoused, in an unstable housing situation, living in a shelter, or living with family or not paying rent.
- The most represented household types were couples without children (35%), families with

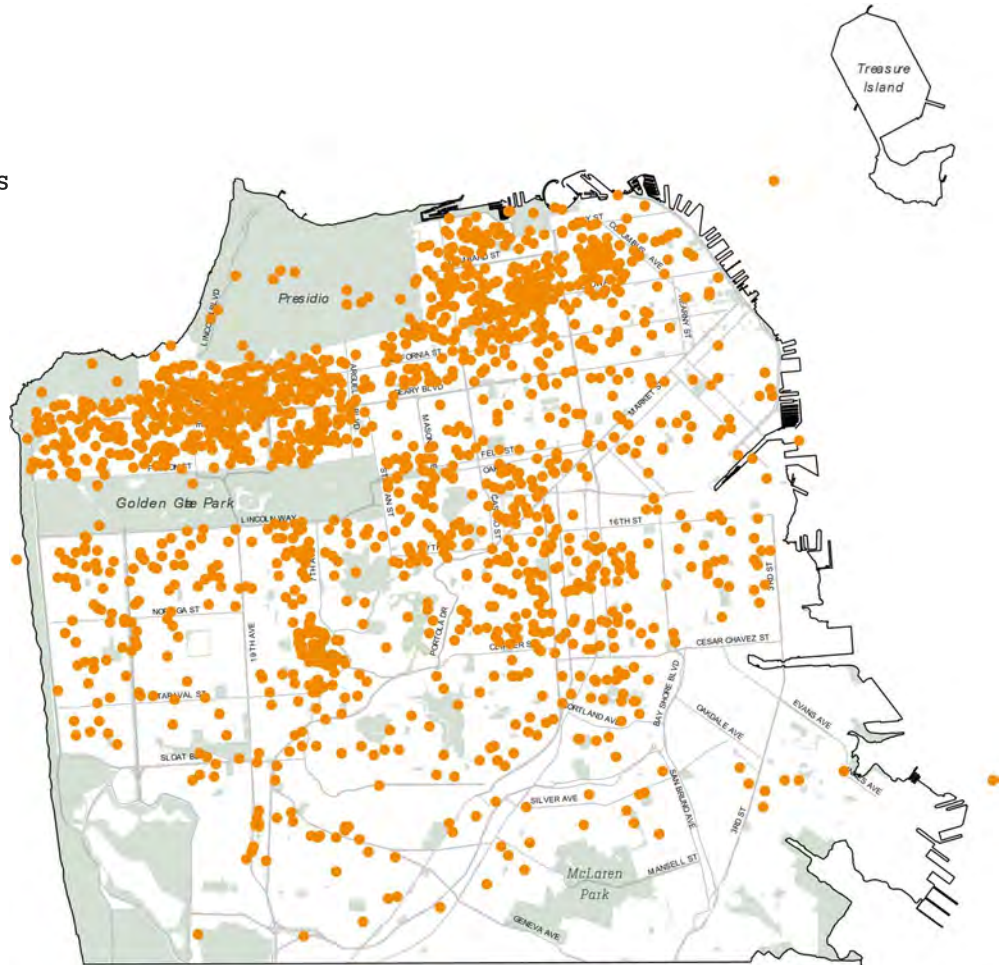


children (30%), and those who live alone (18%).

- Respondents most commonly reported household incomes of more than \$200k (32%), while 33% of respondents preferred not to answer the question.
- 16% of respondents stated that they own a business.
- 85% of respondents had not taken the Phase 1 Zoning Concept Survey

**Map 4.**  
Phase 2 survey respondents  
identified where they live.

1,622 survey respondents



## Feedback

### HOUSING CHALLENGES

Respondents were asked about their personal housing challenges (n=1,382) and housing challenges experienced by people in their social network (n=1,381). The top three housing challenges identified include: paying too much of their income for housing (39%), being worried about the stability of their housing situation (19%) and wanting a larger living space so relatives or loved ones could move in (17%). Similar challenges arose within their social networks: 60% reported that their family and/or friends



were paying too much of their income on housing, 37% are worried about the stability of their housing situation, and 22% have been forced to move due to circumstances beyond their control.

### **BENEFITS OF NEW HOUSING**

When respondents (n=1,393) were asked how housing could benefit their neighborhood, the top responses included: More affordable housing options for all income levels (60%), Diverse housing options (59%), Increased housing supply (58%), and improved public transportation due to more riders (56%). Similarly, when asked to rank potential community benefits of new housing development, respondents (n=1,383) identified housing affordability as their number one priority followed by improved public transportation and green spaces and parks.

### **POLARIZED FEEDBACK ABOUT THE DRAFT ZONING PROPOSAL**

Respondents to the survey had wide-ranging opinions about the Draft Zoning Proposal (see Map 5), with people on one end of the spectrum suggesting even greater heights and increased densities, and others suggesting the reduction of proposed heights or no changes to current zoning.

When respondents were asked what aspects of the Draft Zoning Proposal they liked, the top responses included it concentrates more housing on major streets where there's better access to transit and services (55%), mid-rise and larger buildings are efficient to build and can provide more housing units than smaller buildings (54%), and mid-rise and larger buildings tend to offer more community benefits (45%). See Figure 10 for more details.

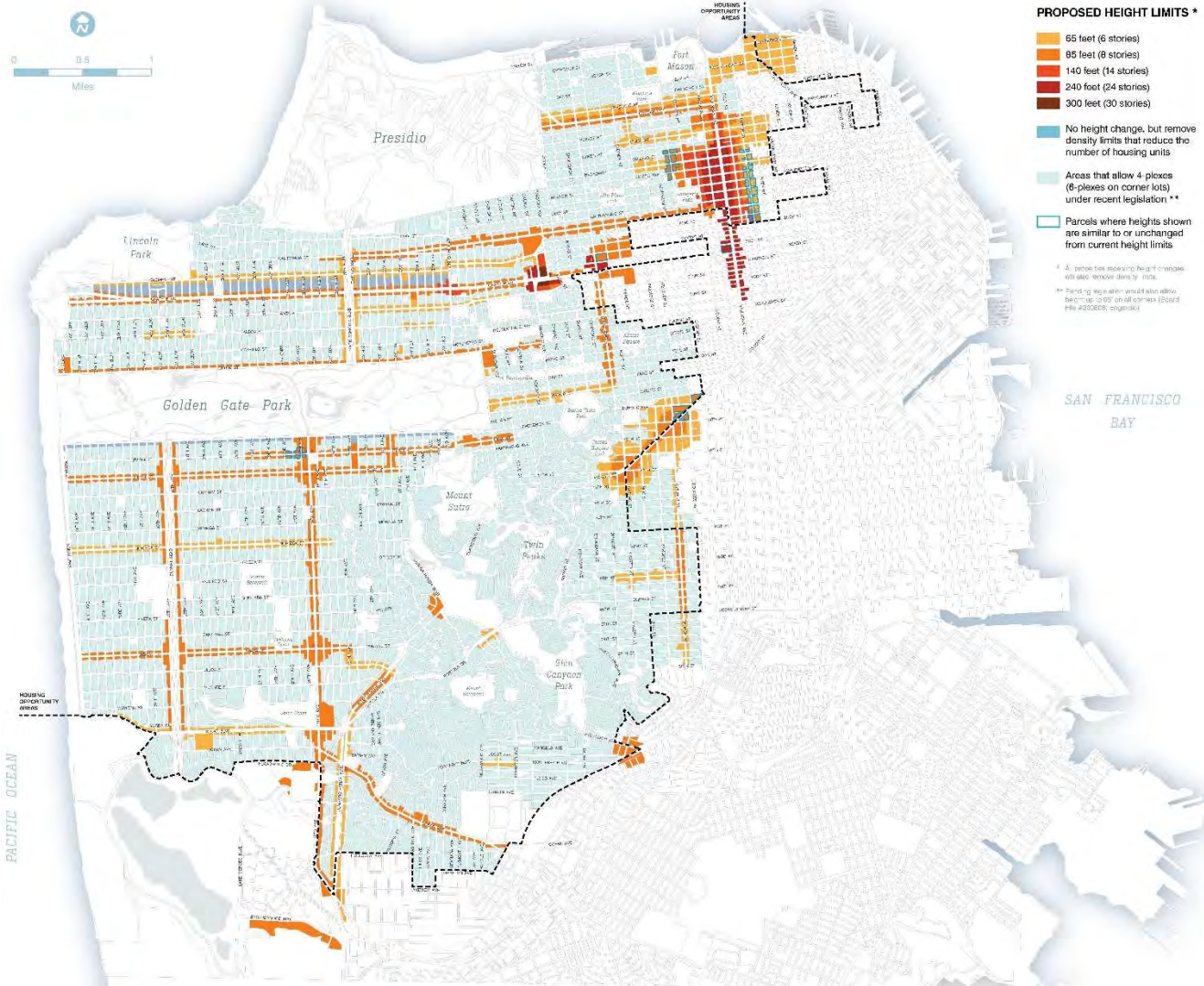
Respondents were asked if there were any specific streets or intersections where they would increase (n=873) or reduce (n=889) proposed building heights. Over 100 different streets and intersections were identified for increased or reduced heights from those presented in the Draft Zoning Proposal. Some of the most common streets suggested for height increases included Geary, Van Ness, California, Fulton, Clement, Lombard, Market, Lincoln, Divisadero, Masonic, and Haight. Many of those streets overlapped with the most common streets suggested for height reductions including Lombard, Fulton, Geary, Clement, California, Union, Chestnut, Funston, Laguna Honda, Magellan, and Balboa.

Finally, respondents (n= 1,517) were asked how satisfied they were with the Draft Zoning Proposal addressing certain priorities on a scale of 1-Unsatisfied to 5-Satisfied. Respondents were most satisfied with increased access to transit, services, and community services with a weighted average of 3.21, followed by increasing housing options to meet San Francisco's housing needs (3.09), equitable distribution of housing across a broad range of neighborhoods (2.94), and responsiveness to local neighborhood context (2.74).

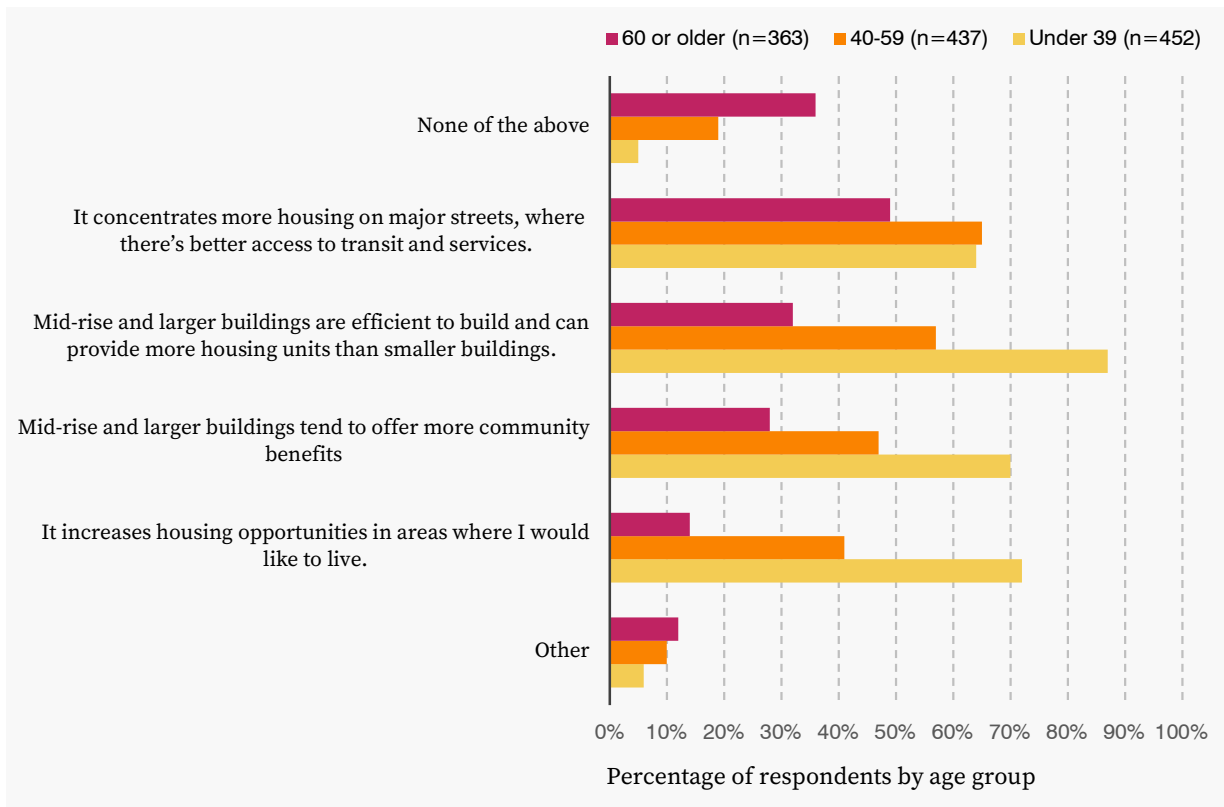
However, stratifying this feedback by age and housing tenure, shows younger age groups and renters were overall more satisfied with the Draft Zoning Proposal and more likely to suggest further height increases, in contrast with older age groups and homeowners who were less satisfied and more likely to suggest height reductions. Figures 12 and 13 illustrate that people under the age of 39 (n=452) and renters (n=523) selected more aspects of the Draft Zoning Proposal that they liked and only 5% and 12% selected none of the above, respectively. In comparison, 36% of respondents aged 60 and over (n=363) and 27% of homeowners (n=737) selected none of the above. Furthermore, when indicating their satisfaction with the Draft Zoning Proposal addressing certain priorities, people over the age of 60

diverged from people under the age of 39, with weighted satisfaction averages for each priority ranging from 2.97 to 2.18 in comparison with 3.78 to 3.49. Renters and homeowners also had diverging, but less stark, differences with homeowner satisfaction weighted averages ranging from 3.23 to 2.63 in comparison with renter satisfaction ranging from 3.47 to 3.18.

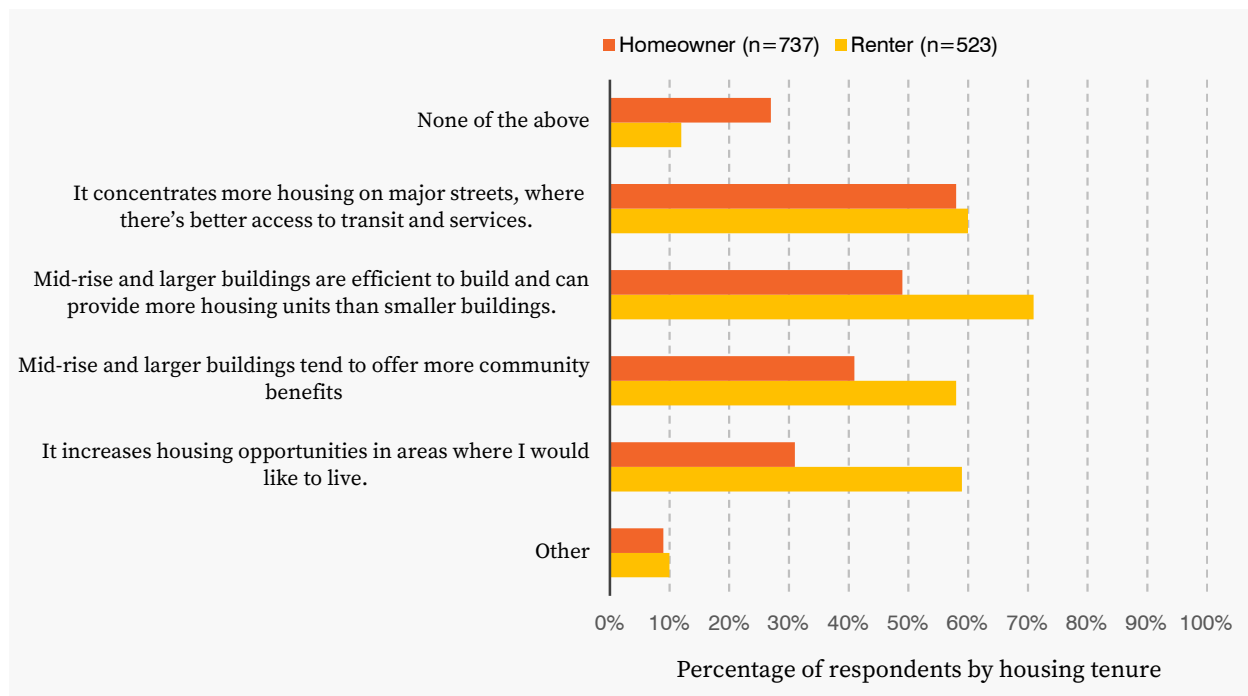
**Map 5: Draft Zoning Proposal**



**Figure 12.** Aspects of the Draft Zoning Proposal liked, by age of respondents.



**Figure 13.** Aspects of the Draft Zoning Proposal liked, by housing tenure of respondents.



Respondents were then asked to share their reasons if they were dissatisfied with any of the outlined Draft Zoning Proposal priorities (n=760) and they shared a range of concerns, summarized in the themes below:

- **Pro-housing:** For many respondents, the proposal is not ambitious or aggressive enough. The housing crisis merits height increases beyond commercial corridors and transit routes, and more height should be allowed everywhere.
- **Fearful of Change:** For many others, new housing development is not wanted anywhere in the High Opportunity Areas and the plan to add height and density will change the way neighborhoods look and feel. Existing vacant homes and office buildings are proof that new buildings are not needed and instead, new housing should be diverted to Downtown or attained through commercial to residential conversion. Additionally, the city cannot sustainably support new growth with existing infrastructure.
- **Equitable distribution:** The wealthiest neighborhoods (Pacific Heights, West Portal, Sea Cliff, Forest Hill, Saint Francis Woods, Presidio Heights) in High Opportunity Areas will not accommodate as much change as other neighborhoods. In the same vein, new housing will be concentrated on high-traffic, busy streets, but many people would prefer to live on quieter, residential streets in these neighborhoods.
- **Impacts on existing neighborhoods:** The proposal has the potential to impact views, historic architecture, small businesses, and existing residential units. Conversely, some argue that calls to consider the “neighborhood character” are used to prevent housing from being built and give too much preference to existing residents and deference to historically inequitable and exclusionary zoning.
- **More information needed:** There has not been enough discussion about the plan for the transportation system, particularly the need for public transit investments, and the impacts on parking and traffic. Additionally, more details are needed about the mechanism for preserving existing affordable housing and the plan to build more.

#### **OBJECTIVE DESIGN STANDARDS (ODS)**

Respondents (n=1,457) were asked to indicate the level of importance, ranging from 1-Not important at all to 5-Very Important, of key goals in the draft Objective Design Standards, pertaining to step backs, ground floor design, facades, windows and transparency, and lighting and signage. They indicated ground floor design that encourages walking and spending time in the neighborhood, was the most important ODS with a weighted average of 3.16; followed by lighting and signage that engages pedestrians, helps with navigation, and improves safety (2.75); facades with features and textures that make buildings look more appealing from the street (2.69); step backs that reduce a buildings perceived size and impact on light and privacy (2.49); and window transparency and placement that prevent overly glassy building faces (2.43).

Respondents (n=591) were asked for additional feedback about the ODS and they shared a range of suggestions and concerns including:

- Create objective design standards for landscaping, living walls, trees, increased sidewalk width, accessibility features, and sustainable building features.
- Ground floor commercial space should not be required or emphasized due to the existing number of empty storefronts in the city and the opportunity to fill the ground floor with more housing.
- Historic architecture will be replaced by poorly designed, modern buildings that do not complement existing neighborhood “feel”.
- The ODS will add more requirements, further complicate the development process, and make housing less financially feasible.

### **AFFORDABLE HOUSING**

Respondents (n=1,372) were presented with a list of potential city-led policies and programs that could create more affordable housing and were asked to select their top three priorities. The top three most selected priorities for creating more affordable housing included encouraging the construction of rental homes (60%), identifying and acquiring sites for 100% affordable housing buildings (50%), and buying existing rental buildings and converting them to permanent affordable housing (48%). The two least selected priorities were increasing resources for enforcement of existing tenant protections (28%) and strengthening rules for residential demolitions and mergers (24%).

The respondents (n=551) were also asked if they had anything to explain or add to their prioritization of the affordable housing policies and programs and they shared a range of reasons. The primary perspective that has not yet been raised is that small property owners differ from and are in competition with large scale developers. They do not feel supported in the rental market. To incentivize rentals, small property owners need to be protected instead of feeling at odds with tenant protections.



# Small Business Survey

## Description

The Planning Department conducted an online survey to solicit feedback from small business owners about impacts, needs, and concerns as we grow our neighborhoods with more housing. The survey was a mix of multiple choice and open-ended questions that allowed for the community to provide specific feedback on project details and explain any nuance or related hopes and concerns. It was offered in English and Chinese and open from November 6, 2023 to January 12, 2024.

Acknowledging the challenges of engaging with the small business community, the Department secured support from various partners to promote the survey in their newsletters and social media, including the 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. The survey was also posted on the project website, promoted on our email list, advertised on flyers in the Department Permit Center, and sent to nonprofit community partners who work with small businesses.

## Who responded

**The survey had a total of 77 respondents:**

- 36% of respondents owned a food and beverage business, 26% owned a retail business, 9% owned a professional services business (accounting, legal, consulting, etc.), and 3% of respondents owned each of the following types of businesses: fitness and wellness, healthcare and medical, and creative and design.
- 99% of businesses represented were located in San Francisco.
- 34% of businesses had been in operation for more than 20 years, 32% for 3 to 10 years, 22% for 10 to 20 years, and 12% for 0-3 years.
- 43% of respondents had fewer than 10 employees, 26% had 10-50 employees, 22% were solo entrepreneurs, and 9% had more than 50 employees.
- 68% of respondents said they were somewhat or very familiar with the proposal to change zoning along commercial corridors in San Francisco's western and northern neighborhoods.

**Map 6.**  
**Identified business**  
**locations of respondents.**

65 survey respondents



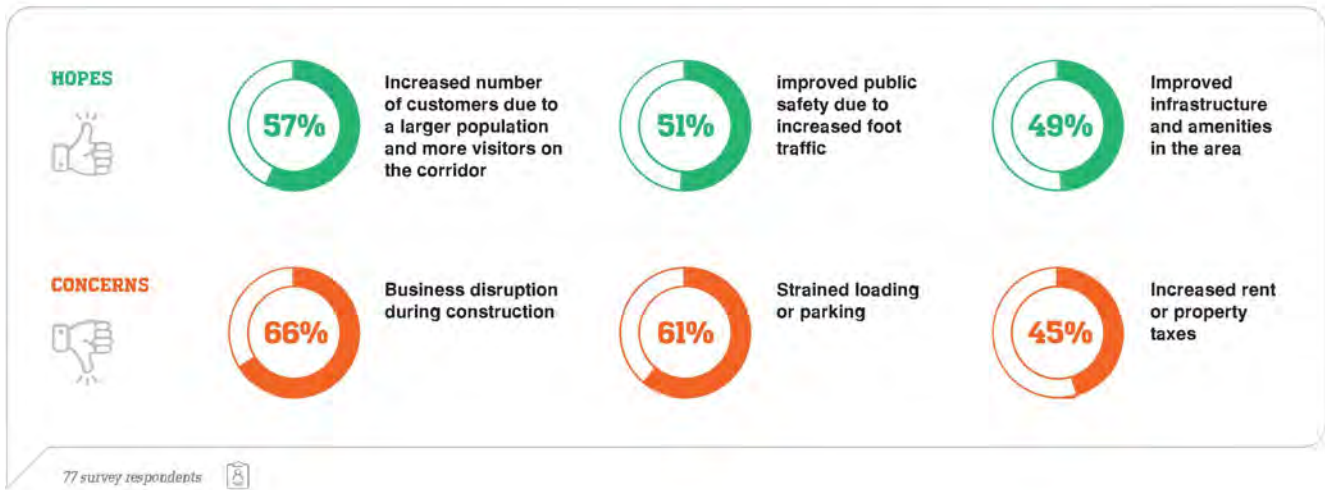
## Feedback

### IMPACTS AND BENEFITS OF REZONING

When respondents were asked about the impact rezoning and construction of new housing will have on their business, 54% said the impact would be positive, 27% said it would be negative, and 19% said it would be neutral.

Respondents were asked about their hopes and concerns for new housing development on commercial corridors. Figure 14 illustrates the top three hopes and concerns for small businesses, with the number one hope that there would be an increased number of customers due to a larger population and more visitors on the corridors (57%), and the number one concern about business disruption during construction (66%).

**Figure 14.** Top 3 hopes and concerns for new housing development on commercial corridors.



**BUSINESS NEEDS AND SUPPORTS**

Respondents were asked what business supports they would like to see implemented alongside new housing development. Figure 15 shares the business supports that respondents said would be most desired, with improved street and sidewalk cleanliness selected by the most respondents. Businesses were also asked what actions they anticipate taking in the case that operations are disrupted due to housing construction. The most common actions included seeking financial assistance or loans if their operations are disrupted (51%), adjusting operating hours (34%), relocating their business (31%), and selling or closing their business (30%).

**Figure 15.** What business supports would you like to see alongside new housing development?



Finally, respondents ranked resources and support services during construction activities by effectiveness, from 1-the most effective to 5-the least effective. The respondents ranked these services as displayed in Figure 16:

**Figure 16.** Small business resources needed during construction, ranked by effectiveness.



### OPEN-ENDED QUESTION THEMES

Respondents were asked to share any additional comments, concerns, or suggestions related to impacts on small businesses. The responses are summarized below and paired with specific quotes from small businesses.

**We need housing:** Respondents expressed that housing will ultimately be positive for businesses in that it will decrease the cost of housing, reduce business costs, and increase the spending power of residents.

**“I believe that the outrageous costs of housing in the Bay Area make our businesses less competitive in the national market. The cost of living is disproportionate, which impacts the cost of our goods and services, and decreases the quality of life for residents. Less disposable income because residents are “house poor” affects spending power dramatically, as well as contributing to the number of unhoused people.”**

**“SF Needs more housing. The more the merrier. We are a confident group after going through COVID-19 we can adapt to our new environment.”**

**Disruptions and displacement:** Some shared concerns that new construction on commercial corridors will lead to business disruptions and displacement that will be difficult to recover from, especially when they are still recovering from COVID-related losses. Some businesses are concerned relocation could affect their involvement in their community and/or the essence of their business. They also fear the length of construction will last longer than it needs to due to city policies.

**“We’re a new-ish LGBTQ bookstore located in the same spot as a famous and historic LGBTQ bookstore that closed in 2011, so moving – even temporarily – would be traumatic.”**

**“San Francisco policies delay and prolong construction. THIS HURTS SMALL BUSINESSES. Get it done quickly.”**

**Small business supports:** Some suggested that the City create or strengthen programs for small businesses to support them during the construction process and as new housing is added to neighborhoods.

**“Grants to cover all losses and costs of relocation if that has to be what happens. We need compensation for all interruptions and losses.”**

**“We need parking for staff or at least permits so they can park all day in 2-hour spots. Also, if there is new commercial space it should have commercial rent control. Too many businesses get pushed out because of landlord greed. That should be factored into new construction.”**

**Negative neighborhood changes:** Concerns that new housing will change neighborhoods, further strain parking availability, increase crime and litter, and attract more people experiencing homelessness. Along the same lines, small businesses want to see protection from crime and other issues that may arise with increased density.

**“Building such huge buildings will likely change the neighborhood tremendously in a negative way – parking pressure, crime, street cleanliness, homelessness.”**

# Webinars

## Description

The webinars were open to all and included a presentation about our housing needs, gave community members an opportunity to ask questions, provide feedback on the Zoning Concept and Draft Zoning Proposals, and discuss other policy considerations, such as the Objective Design Standards, the design of the Local Program, and infrastructure. The Phase 1 webinar was held on September 14<sup>th</sup>, 2023, and had 35 attendees and the Phase 2 webinar was held on December 13<sup>th</sup>, 2023, and had 25 attendees. Recordings of the webinars are available on the project website and the Department's YouTube channel.

## Phase 1 Webinar – September 14<sup>th</sup> Q&A discussion

Attendees asked questions on a variety of topics, including: resources and support needed to add different housing types (such as affordable housing, rental housing, and homes for seniors and families); the need for infrastructure and services to support the expanded population; the Regional Housing Needs Allocation (RHNA) process and why we need to build more housing; requirements for creating ministerial review processes; unit size and mix requirements; ways the City can support office-to-residential conversions; where new housing will be built (particularly as some corridors have few vacant parcels); and the need for protections and resources to support vulnerable renters and small businesses.

## Phase 2 Webinar – December 13<sup>th</sup> Q&A discussion

Attendees asked questions and shared concerns about opportunities and impacts related to new housing, including evaluating and mitigating the impacts of increased density on traffic congestion, schools, hospitals, parks, and other resources; the impacts of removing parking minimums and noticing requirements for property owners; and how the Objective Design Standards will be applied geographically and relate to existing city design guidelines. Additionally, participants emphasized the importance of affordable housing feasibility and requirements along with asking about key advantages of the Local Program in comparison with the State Density Bonus Program to create the housing communities need.



# Stakeholder Interviews

## Description

To gain a deeper understanding of the impacts of the housing crisis on community members, the Planning Department conducted one-on-one interviews with stakeholders representing various neighborhoods throughout the city. Participants included middle-income workers, first-responders, small business owners, families, and people of color who have experienced housing discrimination and exclusion.

The interviews were conducted by Nicholas Rackard-Hilt and Jordan Wilson as part of the 2023 Summer Internship Program at the Planning Department. In total, they completed 15 interviews and interviewees were given incentives for their time and participation (a \$50 VISA gift card). The interviews are available on the [Department's YouTube channel](#) and are compiled into an online [Story Map](#) (an interactive website) that also provides historic information and data describing the housing crisis.



Angelo Wilson, a retired DPW Plumber and lifelong San Francisco resident, during his interview.

These interviews provide a rich and nuanced perspective on community housing needs and priorities. While the personal accounts are telling, they are not unique, and they represent the types of stories that have been shared by many San Franciscans during the development of Housing Element and other community planning efforts.

**Table 5. Stakeholder Interviews**

Resident Stakeholder Name	Occupation	Neighborhood(s)
Marcella Ortiz	Electrician, Local 6	Bayview-Hunters Point
Angelo Wilson	Retired DPW Plumber	Western Addition
Stephanie Jee	Dentist	Forest Hill
Ben Wong	Director, Wah Mei School	Sunset
Rocio Perez	Artist/Educator	Excelsior
Ming Tjong	Owner, Limetree	Richmond and Sunset
Shayla Putnam	Educator, George Washington High School	Richmond
Jessica Ho	Government and Community Affairs Director, North East Medical Services	Sunset
San Francisco Young Planners	Students	Citywide
Ariana Wilson	San Francisco Firefighter	Western Addition

Patrick Yalon	San Francisco Deputy Probation Officer	Sunset
Sulma Rackard	San Francisco Senior Citizen	Diamond Heights
Sunshine Powers	Business Owner, Love on Haight	Haight Ashbury
Ericka Osorio	San Francisco School Bus Driver	Diamond Heights
Megan Magdangal	Educator	Bay Area Resident

## Selected quotes from interviews

The following quotes exemplify the urgent and diverse housing needs and priorities of San Franciscans based on their personal experiences.

### 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 just to live comfortably. When this happens, we end up not having as many people when the time calls for resources.”**

Ariana Wilson, *Firefighter*

**“When we talk about 100% affordable housing, who is it affordable for? Because technically, I make too much money to qualify for affordable housing, but on the other spectrum, I can’t afford anything else because I don’t make enough money.”**

Patrick Yalon, *Deputy Probation Officer*

### SMALL BUSINESS OWNERS

**“[When] housing was more affordable, there were more families [in the sunset].”**

Stephanie Jee, *Dentist*

**“The idea that some of the long-term residents are forced to leave, it takes away that sparkle that is part of the Haight. We are a community here. We are this tight-knit community, and we take care of each other.”**

Sunshine Powers, *Owner, Love on Haight*

**“Building more housing in San Francisco is the best solution because all of the middle-class families [that] can afford to live in the city.”**

Ming Tjong, *Owner, Lime Tree Southeast Asian Kitchen*

### EDUCATORS

**“It feels like the middle class doesn’t get a lot of opportunity. They’re kind of just stuck in this**

**cycle of work and rent.”**

Megan Magdangal, *Educator*

**“I know one of my coworkers has not moved in 15 years because they don’t want to lose their grandfathered rent, and they do need a new place that’s bigger, but they can’t afford to move into that.”**

Shayla Putnam, *Teacher, George Washington High School*

**“A lot of families that I work with are more marginalized communities [and] low-income, and I see multiple families living in one and two bedrooms.”**

Rocio Perez, *Educator/Artist*

**“Clearly, most [of] the young people I know can’t afford to live in San Francisco. So, the vast majority of them who are in their 30s and 40s live outside San Francisco.”**

Ben Wong, *Director, Wah Mei School*

#### **TRADE WORKERS**

**“The majority of tradesmen, not just electricians—plumbers, pipefitters, everybody—they’re commuting. Everybody is commuting.”**

Marcella Ortiz, *Bayview Resident, Electrician, Local 6*

**“I think people in low-density areas have to trust that people that are here for jobs, that want to raise their kids, they want a decent neighborhood too...”**

Angelo Wilson, *Western Addition Resident, Senior, Retired DPW Plumber*

# Other Events

## Description

The Planning Department participated in several events and key conversations that did not fit into the planned engagement categories. At these events, the project team had various roles including sharing details about the components of the project, gathering feedback on the Draft Zoning Proposal, and collaborating to explore ways to address the needs and interests of the partner organization or consortium. These events included a District 2 town hall, a convening of San Francisco's Cultural Districts, a series of discussions with the Race and Equity in all Planning (REP) Coalition, and two in-language interviews on television. These events were hosted and promoted by policymakers and community-serving organizations and information was provided in-language as needed.

## District 2 Town Hall

District 2 Supervisor Stefani and the Planning Department hosted a conversation on December 6, 2023, with approximately 70 District 2 community members, some of which represented organizations like SF YIMBY, Northern Neighbors, and the Cow Hollow Association.

Discussion topics included: how “pipeline” projects (already approved) affect the number of units that need to be accounted for in the rezoning plan; plans for infrastructure improvements to accompany housing and accommodate population growth; and the impact new construction will have on rent-controlled units. Attendees were also concerned about tenant protections, and whether there would still be hearings to review the demolition of residential units.

## San Francisco Cultural Districts Convening

The Department gave an informational presentation and answered questions at an online convening of San Francisco's Cultural Districts cohosted by the Mayor's Office of Housing and Community Development on November 9, 2023. The event was attended by 12 Cultural District staff members (representing the Castro LGBTQ, Sunset Chinese, Japantown, SoMa Pilipinas, Leather & LGBTQ, Transgender, and American Indian Cultural Districts).

Attendees discussed a range of perspectives and questions, including concerns about tenant protections and potential land speculation; a call for the community stabilization and racial and social equity actions in the Housing Element to be implemented alongside the rezoning; questions about efforts to streamline housing approvals and how they will impact community members' ability to influence development projects; questions about the state's Policy and Practices Review and San Francisco's response; and, how the Housing Element is connected to the City's larger resilience work, including the Climate Action Plan.

## **Race and Equity in all Planning (REP) Coalition**

In 2022, the REP Coalition authored the Citywide People's Plan that articulates the coalition's vision for housing justice and equitable housing development in San Francisco. This plan played a key role in shaping the actions and policies included in the 2022 Housing Element and set the foundation for continued collaboration with the Planning Department.

The Planning Department and the REP Coalition have met throughout 2023 and early 2024 to discuss their priorities related to the rezoning program such as affordable housing development, particularly for workers; addressing existing housing needs for people who already live in the rezoned neighborhoods; and ensuring that people who move to these neighborhoods still have access to businesses that people value and depend on. Additionally, much of the discussion has focused on bolstering protections and support for residential and commercial tenants.

These discussions have explored potential impacts from new construction including the disruption of business and/or the displacement of tenants who may not be able to return to a new building with increased rents. Questions arose around the impact this will have on neighborhood-serving retail and those who depend on it, as well as where businesses and residents will go and how they will cope if they are relocated or displaced.

On March 12, 2024, the REP Coalition submitted a letter to the Planning Commission sharing concerns with the rezoning program. The letter emphasized the need to implement the community stabilization measures in the 2022 Housing Element and questioned the Department's proposal to allow small projects (under 25 units) to develop 100% rent controlled units instead of meeting inclusionary housing requirements. On May 21, 2024, project staff sent a response letter to the REP Coalition and the Planning Commission and will continue to meet with the REP Coalition to discuss these and other topics.

## **Interviews on KTSF television network**

Project staff were featured in two in-language Cantonese interviews on the KTSF television network program, *Asian Journal*, with host Anni Chung on May 23<sup>rd</sup>, 2023 and March 31<sup>st</sup>, 2024. They provided information about the project and answered questions from the host. The interviews were intended to provide an overview of the Housing Element and Expanding Housing Choice, share information on San Francisco's and the region's need for more affordable housing, and suggest ways that people can get involved in the project.

# Presentations at Other Advisory Bodies

## Description

In addition to ongoing hearings at the Planning Commission, the project team provided informational hearings or presentations at:

- Small Business Commission on September 11, 2023
- Youth Commission on October 2, 2023
- Historic Preservation Commission on February 21, 2024
- Equity Council on February 27, 2024

At each hearing, staff provided a project overview, the project and outreach schedule, and answered questions from the advisory body as well as public commenters. Additionally, at each commission, specific strategies for engagement with their represented groups were discussed.

## Small Business Commissioner feedback

At the Small Business Commission hearing, Commissioners acknowledged the necessity of adding new housing citywide and in the High Opportunity Areas, and called for programs and resources that can support existing small businesses that experience displacement or interruption due to housing construction. They also expressed a need for more direct outreach with the small business community, noting that the Commission could help the Department get in touch with stakeholders to recruit them for events. Finally, they highlighted the need and opportunity to work with existing local property owners, particularly for smaller multi-family projects, to encourage more housing built by community-minded developers who may have vested interest in supporting existing neighborhood businesses.

## Youth Commissioner feedback

At the Youth Commission, Commissioners recognized the need for young people to be involved in conversations and decisions about meeting future housing needs. They emphasized the importance of affordable housing, architectural design, and sense of place to foster a city that is both accessible and recognizes its history and diverse community fabric. Commissioners asked about the incentives the city is providing to developers to build more affordable housing in the High Opportunity Areas and throughout the city. They were also concerned about strategies to ensure that new construction and design consider the cultures and existing context that make youth feel like they belong.

## Historic Preservation Commissioner feedback

At the Historic Preservation Commission, Commissioners acknowledged the importance of community members attending meetings and being involved with the Planning Department regarding their concerns,



and acknowledged the effort staff has made to clarify details of the plan and address these concerns. They also acknowledged that recent changes to state laws extend beyond the boundaries of the rezoning and require a citywide coordinated approach to review our current historic preservation processes and recommend modifications. Similarly, community members should work to get more historic resources across the city designated on local, state, and national registers, to ensure that the most valued resources receive the highest degree of protection against demolition.

Commissioners also made the point that preservation, housing, and climate policy can be complementary if the embodied carbon in existing buildings is considered. A commissioner highlighted a key equity issue that community members from areas of the city most negatively impacted by lack of affordable housing are often not represented at hearings and urged the Planning Department and community members to consider this while continuing to advance the rezoning and related preservation policies.

Finally, Commissioners reiterated the need for continued staff coordination with the SF Survey Team and historic preservation organizations and Commissioners suggested the Department host a working session with community members to address concerns related to historic resources that may be affected by the rezoning. A working session was held on May 9<sup>th</sup>, 2024 with members of the Historic Preservation Commission and community stakeholders, attended by members of SF Heritage and the Victorian Alliance.

## **Equity Council**

The Equity Council is a group of San Francisco leaders that advises the Planning Department on racial and social equity priorities, policies, strategies, and investments. The Council sought clarifications around protections for demolitions of multi-family buildings as well as mitigations for other displacement pressures. They also raised concerns about city agencies not coordinating well together to get citizens the services they need and questioned the omission of expanding access to single-family homes from the proposal. The project team plans to return to the Council later in the adoption process to discuss the racial and social equity analysis of the project.

# Email Communications

The project team received hundreds of emails from residents that were either concerned or supportive of the proposal or certain components, and others that sought further action or clarifications. While a number of these letters were crafted by coalitions, neighborhood associations or individuals to share specific feedback and ideas, the majority of these messages were form emails which are pre-written by advocacy groups and distributed to others to sign, customize (if desired), and send to the Planning Department, Planning Commission, and policymakers.

The composition of the approximately 1,200 feedback emails received from Spring 2023 – Spring 2024 includes:

- ~ **1050 form letters**, mostly generated by the organizations Neighborhoods United SF and SF YIMBY, almost evenly split.
- **103 letters from existing neighborhood associations and groups**, sometimes in the form of a single letter stating the official position of the organization, or various emails from individual members (which sometimes included form letters). Groups included the Jordan Park Improvement Association, Lakeside Property Homeowners Association, Duboce Triangle Neighborhood Association, Francisco Park Conservancy, Glen Park Association, Ingleside Terraces Homes Association, West of Twin Peaks Central Council, St. Francis Homes Association, Russian Hill Neighbors, and Mission Dolores Neighborhood Association.
- **5 letters from other advocacy organizations, community-based organizations, and professional societies**, including the American Institute of Architects, Wah Mei School, REP-SF Coalition, and California Housing Defense Fund.
- **53 letters from individual residents not obviously affiliated with organized groups**, including numerous emails from residents on Emerson and Wood Streets (near Geary Boulevard) and from District 2 residents following the townhall hosted there.

Similar to the outreach events, the emails reflected polarized opinions on the rezoning. The mixed positions of residents are summarized below:

1. Requests from residents, who frequently identified themselves as homeowners, that lower heights be maintained on or near lots with single-family homes. Many single-family homes line busy commercial streets throughout the west side and are included in the rezoning proposal.
2. Requests to maintain the 40-foot height limits. The current height limits have been in place for a significant time and many of the proposed changes are a significant departure from this development pattern. While sometimes indirectly communicated, many homeowners do not want views from their homes to be obstructed by taller buildings.
3. Requests to exempt historic homes, neighborhoods, and other buildings from upzoning directly or

any effects from introducing taller buildings near those properties.

4. Concerns that increased population density will overwhelm infrastructure and services (e.g. water, sewer, electric grid, transit), quality of life, safety, property values, and green spaces in their neighborhoods.
5. Concern that small businesses will be displaced, disrupted, and will face strained loading and parking with building redevelopment and increased population density.
6. Support for the draft zoning proposal and requests for additional increased heights in various locations (such as Glen Park) and Requests to expand the scope of the rezoning through additional density decontrol on additional streets and off the main corridors (especially along Geary Boulevard).
7. Critiques that the rezoning will not result in sufficient housing production to meet the 36,200 unit RHNA gap, and requests for an analytic model to evaluate how much capacity is created by the rezoning proposal(s).
8. Requests that financial feasibility be taken into consideration when crafting the rezoning proposal and associated Planning Code controls.
9. Concerns about how the rezoning proposal and planned Local Program will interact with state laws, including the State Density Bonus.
10. Specific feedback on the draft Objective Design Standards and overall support for their development.
11. Concerns that the Board of Supervisors will dial back the rezoning proposal or add burdensome requirements.

# Appendix A: Community Engagement Events and Efforts to Ensure Inclusivity

Event	Description	Efforts to ensure inclusive participation
<b>Housing Education Workshops &amp; Westside Affordable Housing Resources Fair</b>	<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 <a href="#">half day Housing Summit on November 12, 2023</a>, and a <a href="#">Westside Affordable Housing Resources Fair on March 9, 2024</a>, featuring a panel of policymakers and department heads, and tables from the Planning Department and other agencies sharing information and resources.</p>	<p>Before the events:</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>During the events:</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>
<b>Focus Groups with Community Partners</b>	<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>Reach: 7 focus groups held in partnership with 7 different community partners (6 community-serving non-profits and 1 small business), with a total of 76 participants.</p>	<p>Before the events:</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><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> </ul>	<p>During the events:</p> <ul style="list-style-type: none"> <li>• Community partners hosted and co-facilitated the discussion with the Department.</li> </ul>

Event	Description	Efforts to ensure inclusive participation
	<ul style="list-style-type: none"> <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 Café</li> </ul>	<ul style="list-style-type: none"> <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>
<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>Reach: 36 Community Conversations were held between October 2022 and May 2024 reaching different organizations, groups, and coalitions</p> <p><u>Organizations/ Groups reached:</u></p> <ul style="list-style-type: none"> <li>• Council of Community Housing Organizations and the Race and Equity in all Planning Coalition</li> <li>• Van Ness Corridor Neighborhood Council</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>• D4 Youth and Families Network</li> <li>• SF YIMBY</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>• Sunset Chinese Cultural District: Advisory Board</li> <li>• Planning Association for the Richmond</li> <li>• North Beach Neighbors</li> <li>• Emerson and Woods Streets Residents</li> <li>• Neighborhoods United SF</li> <li>• Lakeside Village Residents</li> <li>• SF Heritage</li> <li>• Duboce Triangle Neighborhood Association</li> <li>• Balboa Terrace Homeowners Association</li> <li>• Northern California Carpenters Union Regional Council</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
	<ul style="list-style-type: none"> <li>• West of Twin Peaks Central Council</li> <li>• Castro LGBTQ+ Cultural District</li> <li>• Greater West Portal Neighborhood Association</li> <li>• Russian Hill Neighborhood Association</li> <li>• Francisco Park Neighbors</li> <li>• Forest Hill Association</li> <li>• District 2: Cow Hollow and Lombard Walk (invited by Neighborhoods United SF)</li> <li>• Glen Park Association</li> <li>• SF Heritage, Victorian Alliance, and Historic Preservation Commissioners</li> <li>• Alamo Square Neighborhood Association</li> </ul>	
<p><b>Open Houses</b></p>	<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>Open House Dates and locations:</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>Reach: Approximately 280 participants attended the four Open Houses</p>	<p>Before the events:</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>During the events:</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>
<p><b>Phase 1 and 2 Online Surveys</b></p>	<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>	<ul style="list-style-type: none"> <li>• Promoted on our website and shared on social media (Facebook, Instagram, X, and Next Door).</li> </ul>



Event	Description	Efforts to ensure inclusive participation
	<p>Reach: 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 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>
<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>Reach: 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>Reach: 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</p>	<ul style="list-style-type: none"> <li>• The walks incorporated conversations with key stakeholders in the</li> </ul>

Event	Description	Efforts to ensure inclusive participation
	<p>Opportunity Areas to gain a greater understanding of housing and community planning needs throughout the neighborhoods.</p> <p>Reach: Five site visits were completed in Districts 1, 2, 4, 7, and 8.</p> <p>Organizations visited:</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>	<p>neighborhoods including community-based organizations, Cultural Districts, Supervisor’s offices, and others, highlighting needs for housing and other neighborhood services.</p>
<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>Reach: 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> </ul>	<p>All presentations at commissions were included in public agendas.</p> <p>Planning Commission presentations:</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>

Event	Description	Efforts to ensure inclusive participation
<p><b>Architect and Developer Engagement</b></p>	<ul style="list-style-type: none"> <li>Planning Department Community Equity Advisory Council (February 27, 2024)</li> </ul> <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>Reach: 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>
<p><b>Other Events And Meetings</b></p>	<p>Additional events and community engagement included:</p> <ul style="list-style-type: none"> <li>D2 Town Hall (Dec. 6th, 2023): 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>San Francisco Cultural Districts Convening (Nov. 9, 2023): The Department gave an informational presentation and answered questions at a Convening of Cultural Districts cohosted by MOHCD on November 9, 2023.</li> <li>Race &amp; Equity in All Planning (REP) Coalition meetings: The Department and the REP Coalition have met throughout 2023 and early 2024 to discuss their priorities related to the rezoning program.</li> <li>In-language Media: The Department was featured in two in-language Chinese</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>

Event	Description	Efforts to ensure inclusive participation
	<p>interviews on the KTSF network with host Anni Chung.</p> <ul style="list-style-type: none"> <li data-bbox="430 304 922 611">• Sunset Chinese Cultural District's Affordable Housing Summit (Nov. 11, 2023): 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>	

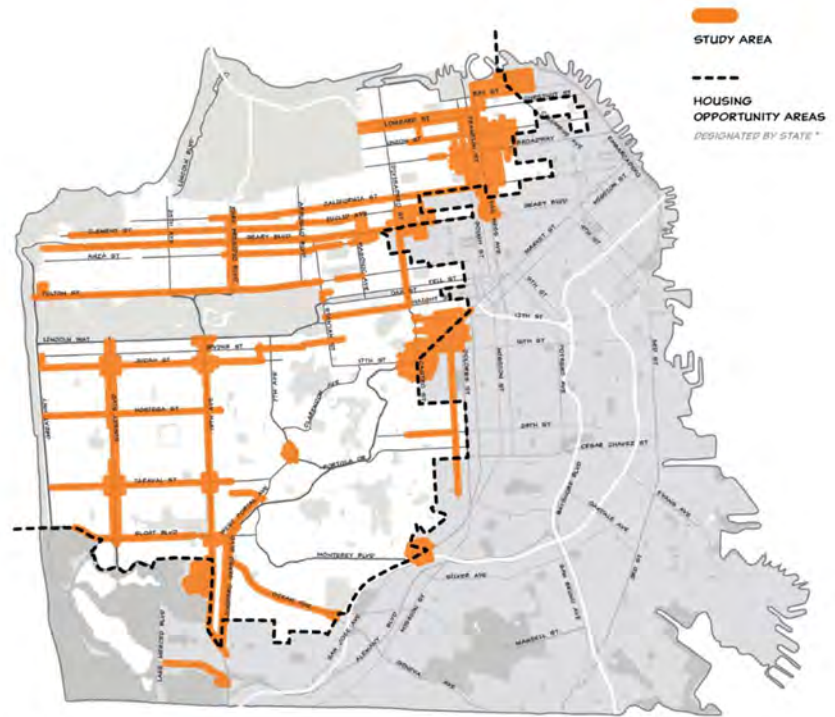
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# Appendix B: Phase 2 Online Survey

Note: The Phase 1 online survey was very similar to the Phase 2 online survey, but it sought feedback about the two zoning concepts instead of the Draft Zoning Proposal and did not ask about affordable housing policies and programs or objective design standards.

Section	Narrative/Questions
Title	Survey for Expanding Housing Choice (Housing Element Zoning Program) Phase 2 - Fall 2023
Introduction	<p>Thank you for completing the second survey for the Expanding Housing Choice (zoning) program. We received the first round of community feedback during Phase 1 of outreach (Spring - Fall 2023) focused on two zoning concepts. This survey will focus on getting your input on the consolidated Draft Zoning Proposal.</p> <p>The City of San Francisco is required to plan for 36,000 new housing units in the state-designated “Housing Opportunity Areas” in the western and northern portions of the city (pictured below). Your feedback will help us shape the future growth of San Francisco.</p> <p>This survey takes approximately 15 minutes to complete. However, if you took our Phase 1 survey, it will take approximately 10 minutes. For a better survey experience, we recommend taking this survey on a desktop or laptop computer. Your feedback is valuable, and a larger screen and keyboard may enhance your ability to provide detailed responses.</p> <p>Your responses will remain anonymous.</p> <p><a href="#">擴大住房選擇調查 第二階段 - 2023年秋季</a></p> <p><a href="#">Опрос на тему расширения выбора жилья этап 2 - осень 2023 г</a></p> <p><a href="#">Encuesta para la Fase 2 de Ampliar la Elección de Vivienda - Otoño de 2023</a></p> <p>Español: Si desea esta encuesta en español, por favor llame al 415-575-9010. Tenga en cuenta que el Departamento de Planificación requerirá al menos un día hábil para responder.</p> <p>中文: 如果你想用中文这个调查, 請致電415-575-9010。請注意, 規劃部門需要至少一個工作日來回應。</p> <p>Filipino: Kung nais mo ng survey na ito sa Filipino, paki tawagan ang 415-575-9121. Paki tandaan na mangangailangan ang Planning Department ng hindi kukulangin sa isang araw na pantrabaho para makasagot.</p>

Expanding  
Housing Choice:  
Housing  
Opportunity  
Areas Map



Housing  
Opportunity  
Map  
Footnotes

\*Housing Opportunity Areas are places identified as "High Resource/Highest Resource" by the State of California Fair Housing Task Force

Note: This map is from Spring 2023 and has changed slightly due to additional analyses and community feedback. Changes include adding additional parts of Irving, Lincoln, Balboa, Monterey, and Portola streets to the study area. The new map also includes some areas next to the state Housing Opportunity Area boundaries because those boundaries follow census tract lines that don't reflect actual neighborhood conditions, and the boundaries fluctuate year-to-year.

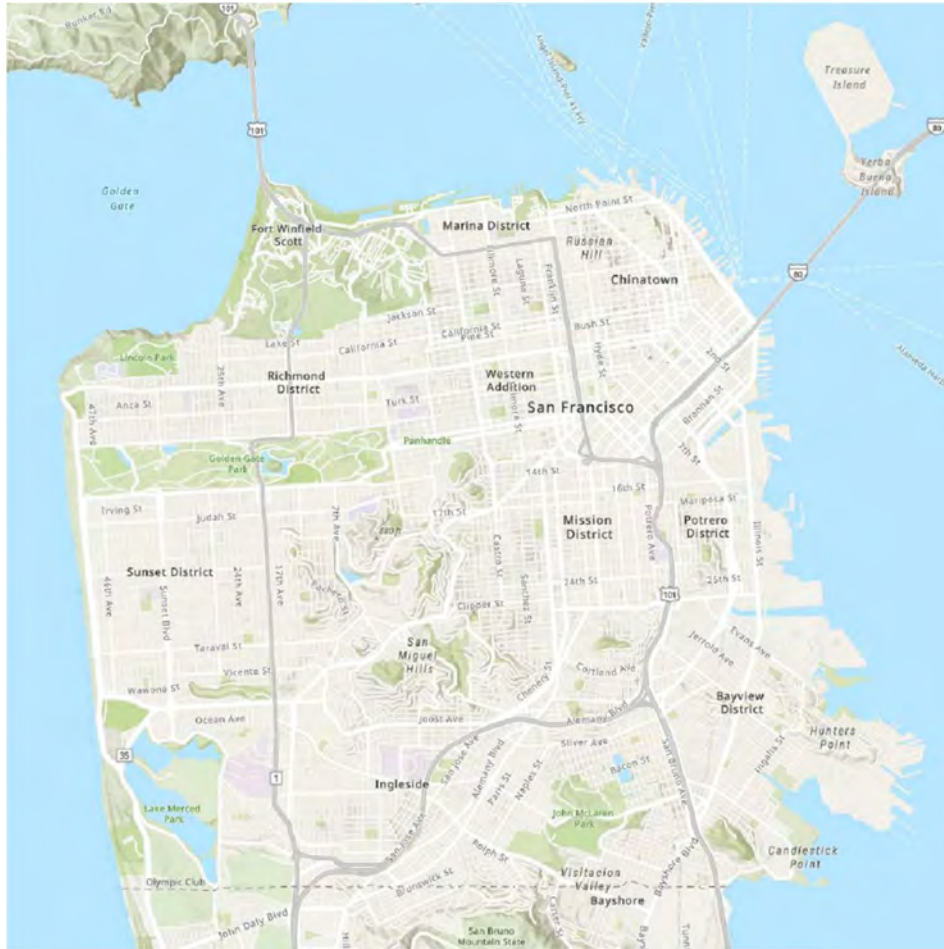
#1

Do you live in San Francisco?

- a. Yes
- b. No
- c. Other (please specify) \_\_\_\_\_



SF Map



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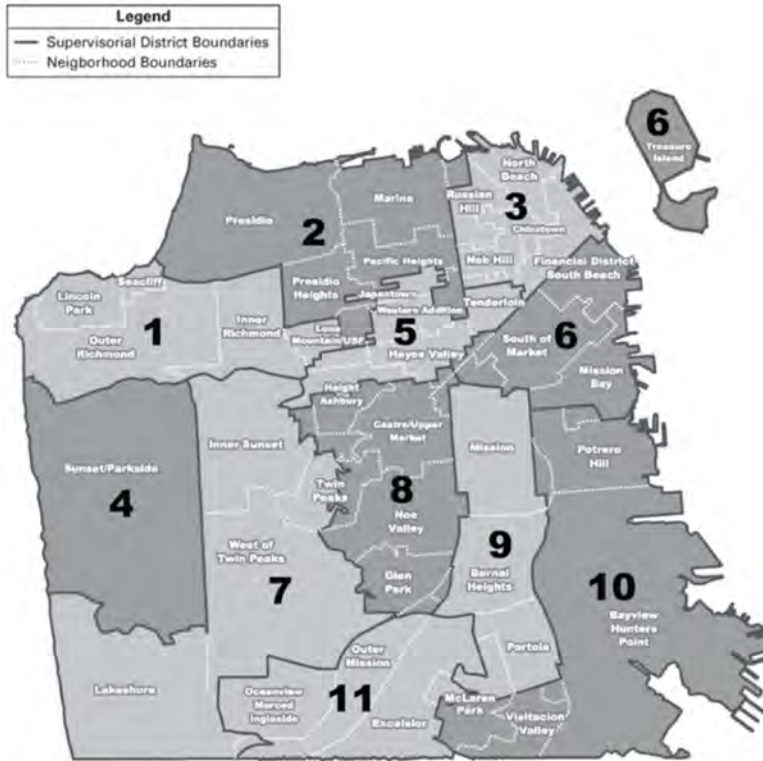
#2 If you live in San Francisco, please click on the map (above) in the general area of where you live.

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#3 How long have you lived in your neighborhood?

- a. Less than a year
- b. 1-5 years
- c. 6-10 years
- d. More than 10 years

Supervisor  
District  
Map



- #4 Which Supervisor District do you live in? (See map above)
- a. District 1
  - b. District 2
  - c. District 3
  - d. District 4
  - e. District 5
  - f. District 6
  - g. District 7
  - h. District 8
  - i. District 9
  - j. District 10
  - k. District 11

- #5 Did you take the Phase 1 Expanding Housing Choice Survey that asked for your feedback on two draft zoning concepts?
- a. Yes
  - b. No

**Housing  
Challenges,  
Benefits, and  
Impacts**

San Francisco neighborhoods are supported by a network of infrastructure and services, including transit, streets, retail, utilities, parks, schools, and other community facilities and services. As we continue to add new housing throughout the city, we must plan to ensure that existing and new neighbors continue to have reliable infrastructure and services.

Adding housing doesn't have to mean fewer resources to go around. New housing can also bring many benefits to communities, such as economic growth and enhanced infrastructure and services. The following

questions are about the potential impacts and benefits of new housing, and what the City should prioritize as we plan for new growth.

- 
- #6**      **What housing challenge(s), if any, do you personally experience?** (Select all that apply)
- a. I am paying too much of my income on housing
  - b. I am worried about the stability of my housing situation (e.g., eviction and/or rent increase)
  - c. I have been forced to move due to circumstances outside my control
  - d. I have physical limitations (e.g., physical disability, mobility issues) that make my current home challenging to live in
  - e. I live in substandard or unhealthy housing (e.g., mold issues, inadequate kitchen/bathroom facilities, unit is in disrepair)
  - f. I would like to move into a smaller home, but I cannot find the right place
  - g. I would like to expand and/or change my existing living space so that relatives or other loved ones can move in
  - h. I am currently unhoused, or have been in the past
  - i. I have applied for subsidized affordable housing, but have not been selected
  - j. Prefer not to answer
  - k. Other (please specify) Please enter a comment: \_\_\_\_\_
  - l. None of the above

- 
- #7**      **What housing challenge(s), if any, impact those in your close network (e.g., friends and family members)?** (Select all that apply)
- a. They are paying too much of their income on housing
  - b. They are worried about housing stability (e.g., eviction and/or rent increase)
  - c. They have been forced to move due to circumstances outside their control
  - d. They have a physical limitation (e.g., physical disability, mobility issues) that make their current home challenging to live in
  - e. They live in substandard or unhealthy housing (e.g., mold issues, inadequate kitchen/bathroom facilities, unit is in disrepair)
  - f. They would like to downsize and move into a smaller home, but cannot find the right place
  - g. They would like to expand and/or change their existing living space so that relatives or other loved ones can move in
  - h. They are currently unhoused, or have been in the past
  - i. They have applied for subsidized affordable housing, but have not been selected
  - j. Prefer not to answer
  - k. Other (please specify) Please enter a comment: \_\_\_\_\_
  - l. None of the above

- 
- #8**      **Please rank the following community benefits in order of priority for new housing development (1 being the highest priority and 6 being the lowest priority):**
- a. Housing affordability (providing more affordable housing)
  - b. Improved public transportation
  - c. Green spaces and parks
  - d. Enhanced local job opportunities
  - e. Community services and amenities (e.g., schools, healthcare, etc.)
  - f. Preservation of historical or cultural landmarks

- 
- #9**      **In what ways do you think adding more housing could benefit your neighborhood?** (Select all that apply)

- a. Increased housing supply
- b. More affordable housing options for all income levels
- c. Diverse housing options (e.g., housing for workers, seniors, families, people with disabilities, etc.)
- d. Improved local economy (e.g., tax revenues, increase in jobs, more demand for small businesses)
- e. Expanded access to public amenities and green spaces
- f. More retail stores and other community-serving uses in residential areas
- g. Improved public transportation
- h. More community services and amenities (e.g., schools, healthcare, etc.)
- i. More sustainable buildings (e.g., energy- and water-efficient homes, zero greenhouse gas emissions) and sustainable neighborhoods (e.g., more people living near jobs and businesses, less driving)
- j. None of the above
- k. Other (please specify): \_\_\_\_\_

**#10**                    **Are there any other community benefits not listed above that you believe should be prioritized with new housing development? If yes, please specify: \_\_\_\_\_**

**Draft Zoning Proposal Description**


Zoning rules determine how land and buildings can be used, what can be built, and how the buildings can look and be shaped. San Francisco is required to change our zoning rules in the Housing Opportunity Areas in the western and northern parts of the city to add a minimum of 36,200 new housing units.

In Summer 2023, SF Planning presented two Zoning Concept Maps for adding new housing in these areas. The Department has now developed a consolidated Draft Zoning Proposal (below), reflecting feedback from community members and further analysis.

The Draft Zoning Proposal focuses change on major transit routes, commercial streets, and other hubs of activity. Key features include:

- New housing would be distributed evenly across the Housing Opportunity Areas so that no single neighborhood or set of neighborhoods would receive most of the new housing.
- Most streets would be rezoned to allow mid-rise development (65' to 85', or 6-to-8 stories). Heights of 85' are generally proposed for wider streets near major transit lines (such as rail and MUNI rapid lines).
- Some higher heights (ranging from 140' – 300', or 14-to-30 stories) are proposed in areas that:
  - Currently allow heights greater than 85' (for example, around Van Ness Ave).
  - At key intersections and locations along major streets.
- In response to feedback received in Summer 2023, this map also reflects additional height increases at key intersections (such as Geary Boulevard, 19th Ave, and Lombard Street). It also proposes zoning changes in areas that were not included on the prior zoning concept maps (such as portions of Irving St and Balboa St).

Building Height Examples  
(40-300 feet)



**40 feet**  
[~ 4 stories]  
3032 Clement St



**140 feet**  
[~14 stories]  
2500 Steiner St



**65 feet**  
[~ 6 stories]  
1895 Pacific Ave



**240 feet**  
[~24 stories]  
2200 Sacramento St

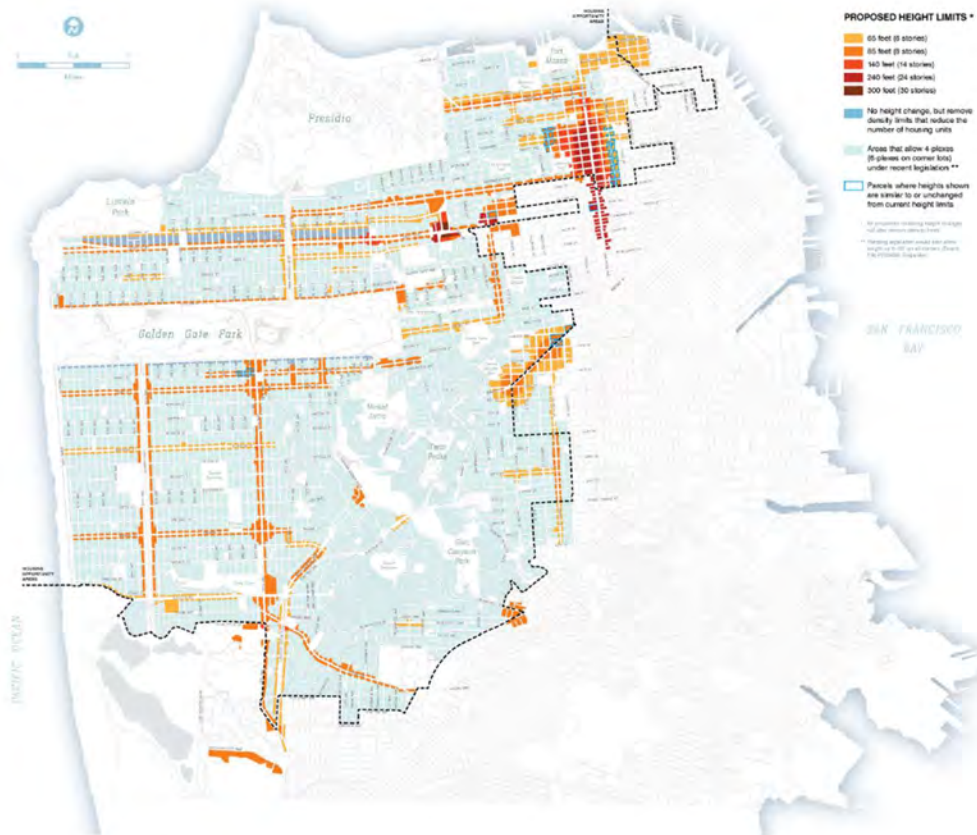


**85 feet**  
[~8 stories]  
222 Beale St



**300 feet**  
[~30 stories]  
299 Fremont St

Draft Zoning Proposal Map





**Draft Zoning  
Proposal Map  
Footnotes**

Note: These building height limits represent the intended final building height in these locations inclusive of any bonus programs.

If you would like to view the map in more detail, please [click this link](#) (you will be taken to a new webpage, scroll down to the section title "Draft Zoning Proposal (Fall 2023)"). Please be sure to return to complete the survey.

- 
- #11**      **What aspects of the Draft Zoning Proposal do you like?** (Select all that apply)
- a. It concentrates more housing on major streets, where there's better access to transit and services.
  - b. Mid-rise and larger buildings are efficient to build and can provide more housing units than smaller buildings.
  - c. Mid-rise and larger buildings tend to offer more community benefits (e.g., affordable housing, community-serving retail, landscaping & street trees, etc.)
  - d. It increases housing opportunities in areas where I would like to live.
  - e. Other (please specify) Please enter a comment.
  - f. None of the above

---

**#12**      **Are there any specific major streets/intersections where you would INCREASE proposed building heights?**

\_\_\_\_\_

---

**#13**      **Are there any specific major streets/intersections where you would REDUCE proposed building heights?**

\_\_\_\_\_

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**#14**      **What additional changes or adjustments to the maps would you suggest to support more housing than is proposed here?** \_\_\_\_\_

- 
- #15**      **How satisfied are you with the Draft Zoning Proposal addressing each of the following:**
- a. Equitable distribution of housing across a broad range of neighborhoods
  - b. Increasing housing options to meet San Francisco's housing needs
  - c. Increased access to transit, services, and community facilities
  - d. Responsiveness to local neighborhood context (such as existing heights and land uses)
- Scale:
- Dissatisfied
  - Somewhat dissatisfied
  - Neither satisfied nor dissatisfied
  - Somewhat satisfied
  - Satisfied

---

**#16**      **If you answered "dissatisfied" to any of the questions above, please share your reasons**\_\_\_\_\_.

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**Objective  
Design  
Standards  
Description**

As part of the rezoning, the Planning Department is also developing new rules, called "Objective Design Standards," to promote principles of good architecture and urban design and design buildings that fit into the existing context.

The following image illustrates some of these potential building design standards. For example, the standards may include requirements to make ground floor spaces inviting and rules that taller buildings must step down to adjacent buildings to create a more gradual transition to neighboring homes.



Objective  
Design  
Standards  
Example



#17

Please tell us how much you care about the following design features in new buildings (on a scale from "Not important at all" to "Very important").

- a. Step backs: Taller buildings that get shorter in parts to transition to their surroundings. This reduces their perceived size and impacts on light and privacy.
- b. Ground floor design: Active and inviting ground floors for storefronts and residential lobbies that encourage walking and spending time in the neighborhood.
- c. Facades: The face of the building that looks out on to the street has features like balconies, terraces, sunshades, and interesting textures that make it look more appealing.
- d. Windows and transparency: Requirements on the size and placement of windows to prevent blank or overly glassy building faces.
- e. Lighting and signage: Required signage and lighting for commercial spaces that engages pedestrians, helps with navigation, and improves safety.

Scale:

- Not important at all
- Somewhat important
- Important
- Very important
- I'm not sure

#18

Is there anything you would add to the list or answers you would like to explain from the question above?

---

**Affordable  
Housing  
Description**

The Housing Element includes ambitious policies for preserving and building affordable housing citywide. The rezoning effort will leverage these citywide efforts and include new policies specific to advancing affordable housing in the Housing Opportunity Areas.

- #19** Please select your top three priorities for potential city-led policies and programs that could help to create more affordable housing:
- a. Identifying and acquiring sites for 100% affordable housing buildings, to work towards our target of building 10,000 -20,000 affordable housing units in Housing Opportunity Areas.
  - b. Encouraging the construction of rental homes, which are currently less financially feasible to build than for-sale housing. Expanding our rental housing stock can help bring costs down and provide a foothold for lower- and moderate-income households.
  - c. Strengthening rules for residential demolitions and mergers to protect against loss of rental units.
  - d. Increasing resources for enforcement of existing tenant protections, including funds for tenant counseling and continued progress in expanding the San Francisco Rent Board's Housing Inventory.
  - e. Buying existing rental buildings and converting them to permanent affordable housing through programs like MOHCD's Small Sites Program.
  - f. I'm not sure
- 

**#20** Is there anything you would add to the list or answers you would like to explain from the question above?

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**#21** Is there anything else you would like to share regarding your hopes and concerns for rezoning and increasing housing?

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- #22** What is your gender identity?
- a. Woman
  - b. Man
  - c. Genderqueer/Gender Non-Binary
  - d. Trans Woman
  - e. Trans Man
  - f. Prefer not to answer
  - g. Gender not listed. (Optional): My gender is: \_\_\_\_\_
- 

- #23** How would you describe your sexual orientation or sexual identity?
- a. Bisexual
  - b. Gay/Lesbian/Same-Gender Loving
  - c. Questioning/Unsure
  - d. Straight/Heterosexual
  - e. Not Listed. Please specify (optional):
  - f. Prefer not to answer
- 

- #24** What is your race or ethnicity?
- a. East Asian (e.g. Chinese, Japanese, Korean, Taiwanese)
  - b. South Asian (e.g. Indian, Pakistani, Nepali, Bangladeshi)
  - c. Southeast Asian (e.g. Filipino, Vietnamese, Cambodian, Thai, Burmese, Indonesian, Laotian)
  - d. Middle Eastern or Northern African
  - e. Black, African American, or African descendant
  - f. Hispanic, Latino, or Latinx
  - g. Native Hawaiian or other Pacific Islander
  - h. American Indian, Alaskan Native, or other indigenous group
  - i. White, European, or Caucasian
  - j. Multiracial

- k. Prefer not to answer
- l. Self-describe below:

- 
- #25**            **What is your age range?**
- a. 18-39
  - b. 40-59
  - c. 60 or older
  - d. Prefer not to answer

- 
- #26**            **Are you a person living with a disability or visual impairment?**
- a. Yes
  - b. No
  - c. Prefer not to answer

- 
- #27**            **What is your current housing status?**
- a. Un-housed or in an unstable housing situation
  - b. Living in a shelter or couch surfing
  - c. Living with family or not paying rent
  - d. Renter
  - e. Homeowner
  - f. Prefer not to answer
  - g. Other (please specify):

- 
- #28**            **What is your household type?**
- a. Live alone
  - b. Family with children
  - c. Couple (married or unmarried) no children
  - d. Related adults living together
  - e. Roommates living together
  - f. Different families living together
  - g. Unhoused or staying in a shelter
  - h. Other (please specify)
  - i. Prefer not to answer

- 
- #29**            **What is your *total* household yearly income range (approximate)?**
- a. Less than \$50,000
  - b. \$50,001 to \$75,000
  - c. \$75,001 to \$100,000
  - d. \$100,001 to \$125,000
  - e. \$125,001 to \$150,000
  - f. \$150,001 to \$200,000
  - g. More than \$200,000
  - h. Prefer not to answer

- 
- #30**            **Do you own a business?**
- a. Yes
  - b. No

- c. Prefer not to answer

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**#31** Are you a member of a community organization or neighborhood group? If yes, which one:

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**#32** What channels of communication would you prefer to receive updates and information about the rezoning project? (Choose all that apply)

- a. Email newsletters
- b. Social media platforms
- c. Local newspapers and publications
- d. Community notice boards
- e. Public forums and meetings
- f. Other (please specify)
- g. None of the above

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**#33** Would you like to be added to our newsletter to receive project updates and upcoming outreach events? If yes, please provide your contact information.

Name:

Email Address: