



San Francisco
Planning

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Expanding Housing Choice

HOUSING ELEMENT ZONING PROGRAM

TODAY'S PRESENTATION

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



San Francisco
Planning



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



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

We need housing for...

Community voices from past outreach



Seniors

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



Families

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

We need housing for...

Community voices from past outreach



People with Disabilities

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



Young Adults

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

We need housing for...

Community voices from past outreach



Middle-income

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



Local Workers

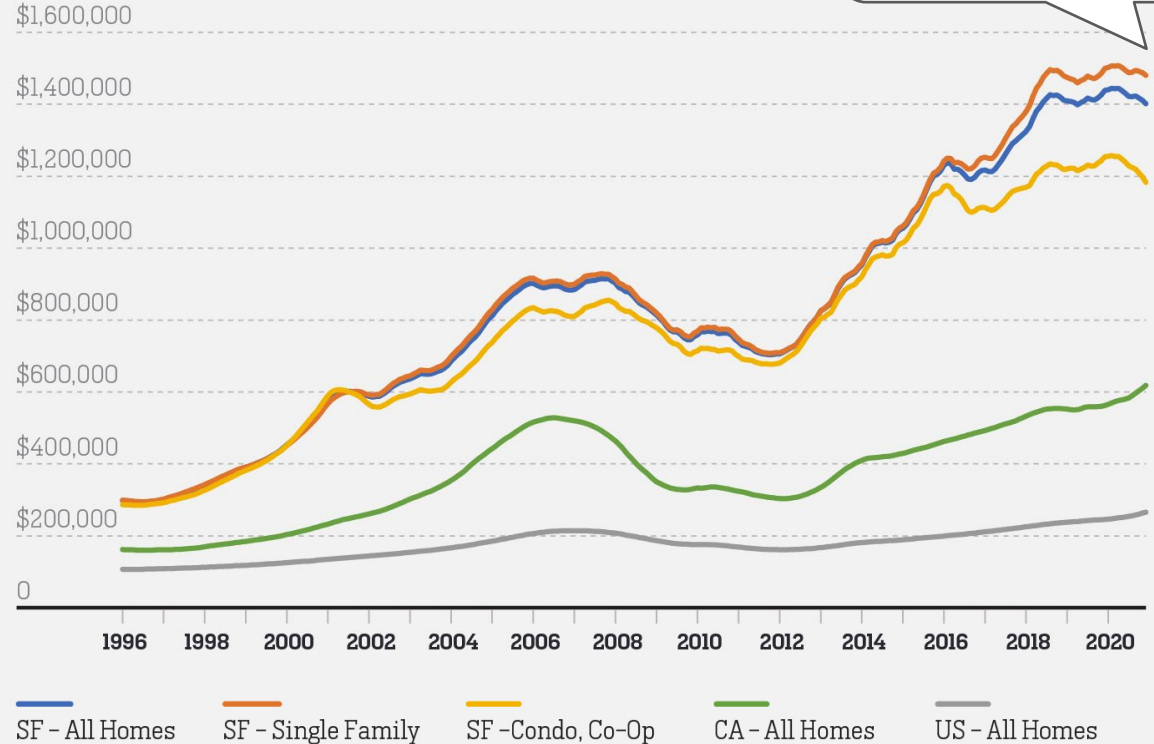
“I think about all my nonprofit workers with families or who want to start families... **they all have to live outside the city.**”

Home Prices & Rents Have Skyrocketed in SF

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

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

Median rent = \$3,800/mo



Neighborhood Example: Outer Sunset



**Rents keep rising
faster than people's
incomes**

40%

of renters pay more than
1/3 of Income for rent



**Low supply of
Affordable Housing**

45

Affordable Housing Units
in the Outer Sunset

4,100+

Affordable housing
applications filed



CA Statewide Housing Plan (2022)



State lawmakers call for **2.5 million new units** in the next decade to address the affordable housing crisis.

San Francisco's share is 82,000 units.

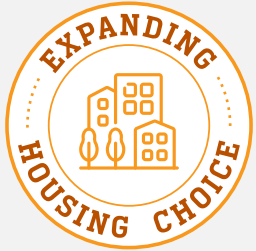
2022 Housing Element: **Unanimous approval & state certification**



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

Mayor's Executive Directive: **Housing For All**

Key Housing Element implementation activities



Expanding Housing Choice

Adding housing close to transit and other services



Affordable Housing Funding & Strategies

Coordinating government, private, and philanthropic funding sources



Activating Community Priorities

Collaboration with Equity Communities and Cultural Districts

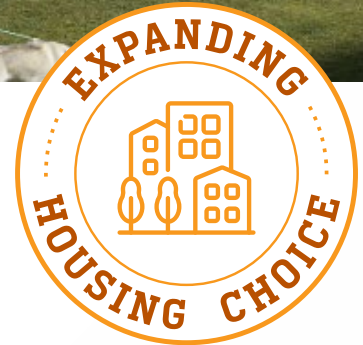


Housing Production & Process Improvements

Simplifying permitting and approvals to reduce housing costs



Expanding Housing Choice: Housing Element Zoning Program

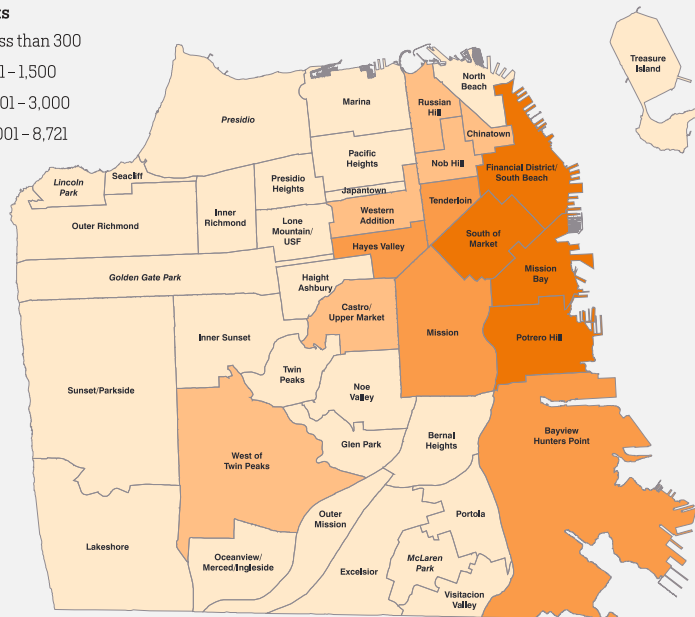
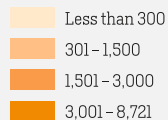




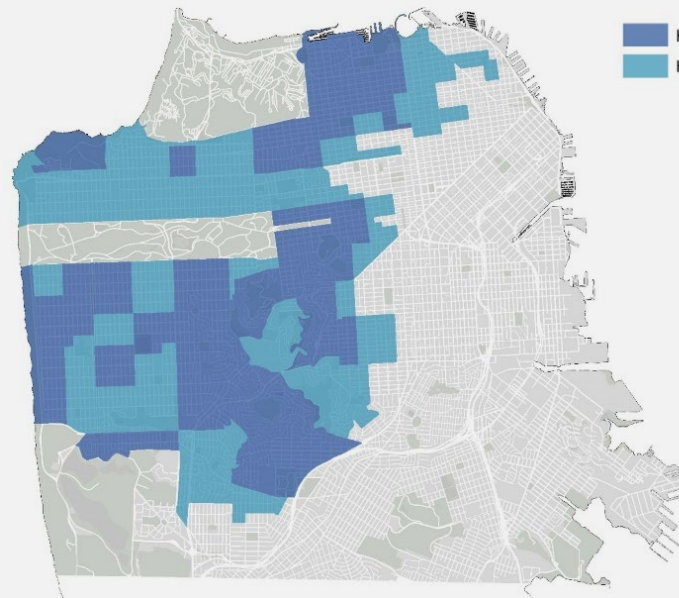
**Housing diversity makes for
stronger communities**

Since 2005, only 10% of all new housing and 10% of new affordable housing has been built in “housing opportunity areas,” which cover over 50% of the city.

Total Units



Housing Production (2005-2019)

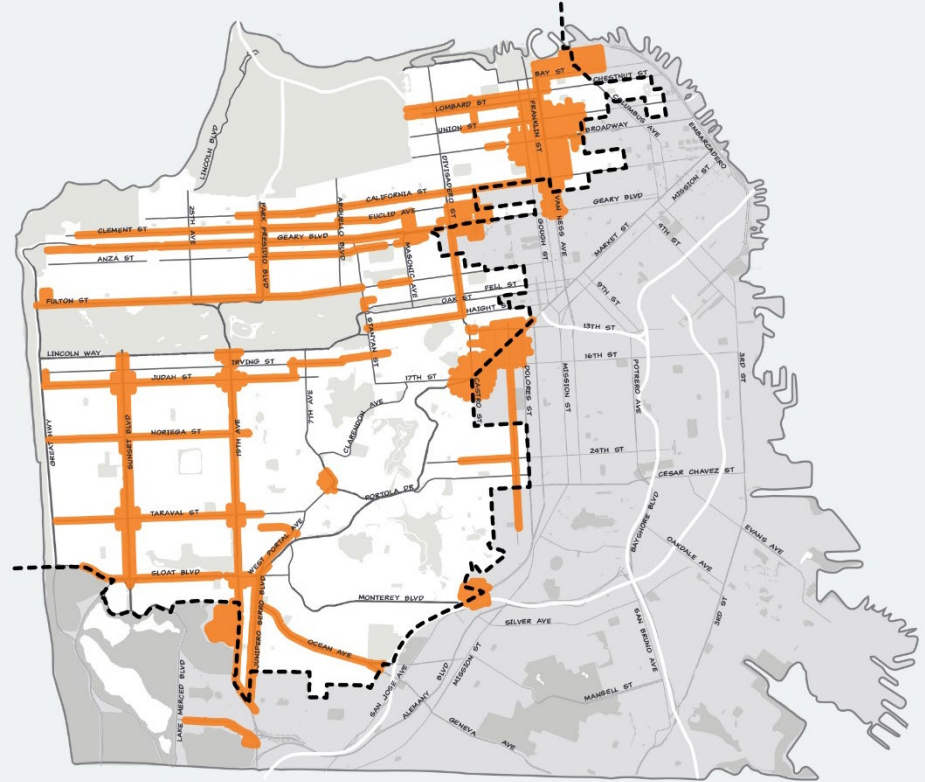


Housing Opportunity Areas*

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

Expanding Housing Choice: **Scope**

- Need to plan for **36,200 units** under state requirements.
- Project will increase space for housing (mainly 65'-85' tall) along **transit, commercial streets, & other key sites.**
- Elsewhere, sites may build **fourplexes** (6-plex on corners)



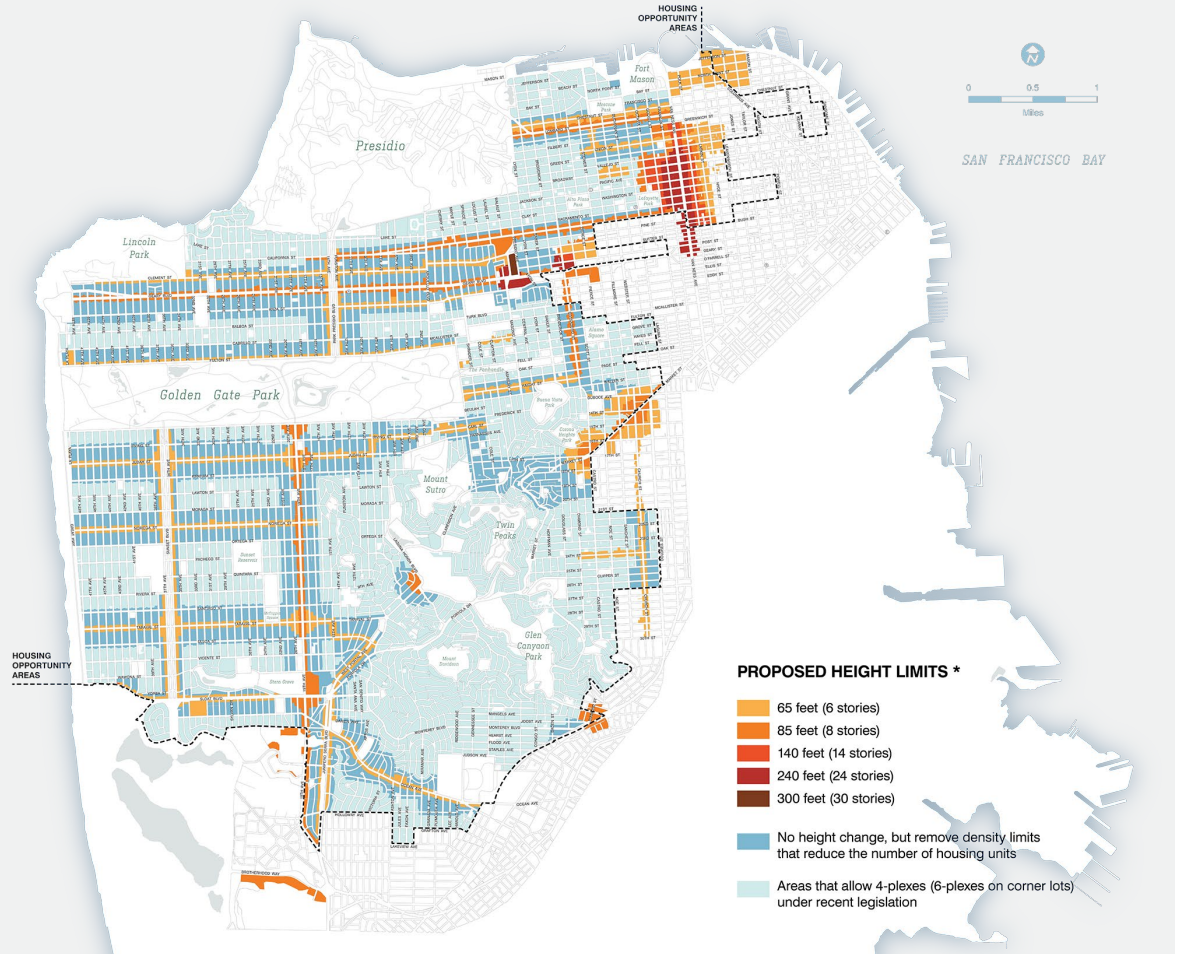
What happens if we don't meet our rezoning targets?



- Loss of state funding, including transportation and affordable housing
- Fines and lawsuits
- Potential loss of permitting control

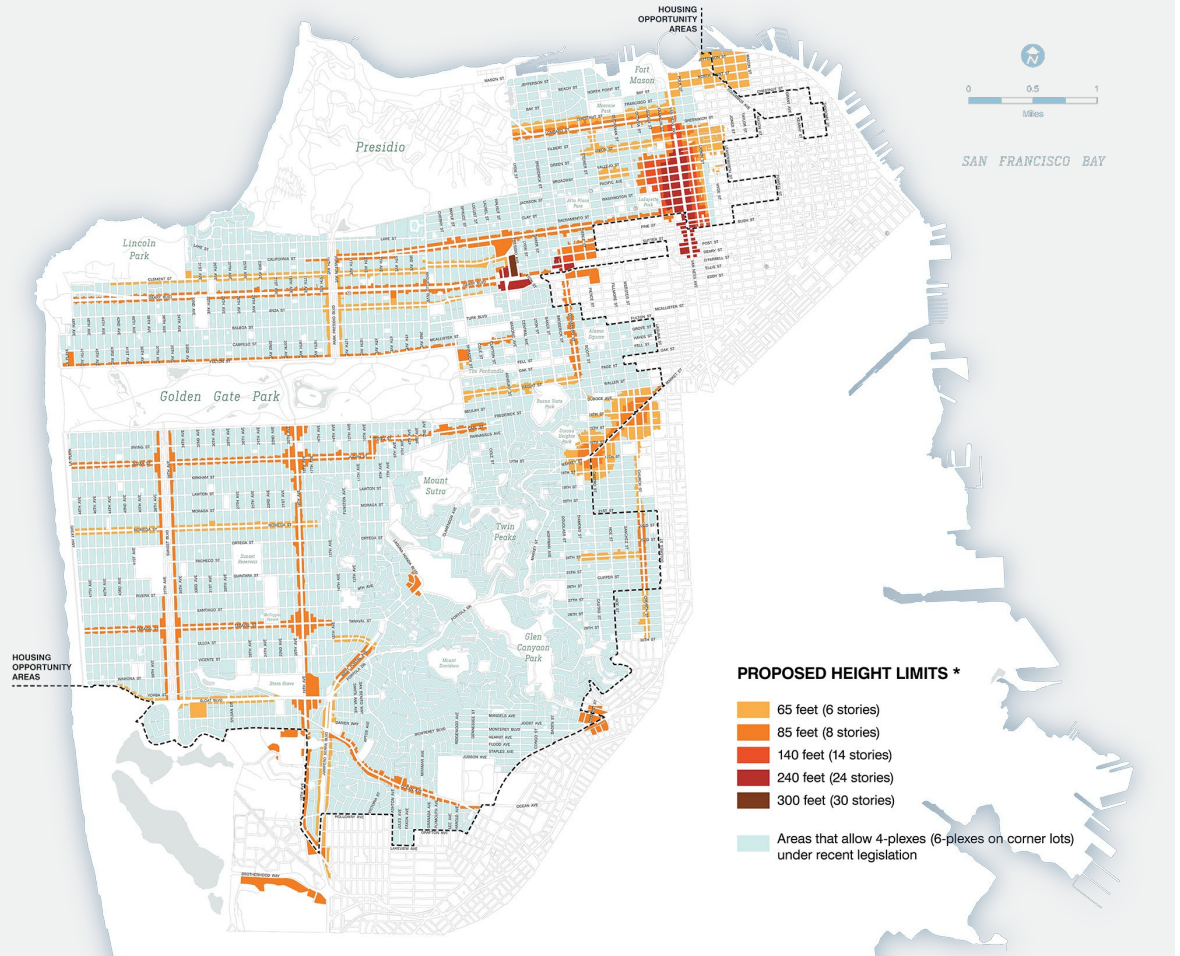
Zoning Concept 1: Major Streets & Surrounding Areas

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



Zoning Concept 2: Major Streets

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



Casa de la Misión: 24th and Harrison



1895 Pacific Ave



55 Laguna St



1200 Ocean Ave



222 Taylor St



Shirley Chisholm Village (Future Teacher Housing)



Source: Pyatok, David Baker Architects, MidPen Housing

What **changes** will I see in my community?



- **Change will be incremental** on scattered sites throughout the city
- New housing can **benefit communities**:
 - More **diverse & affordable housing** and greater community stability
 - **Economic benefits**, including more demand for local businesses, increased taxes, and funding for infrastructure
 - **Environmental and climate benefits**, including more energy- and water-efficient building patterns

Supporting **small businesses & neighborhood vitality**

- **Goal:** advance housing and economic development while mitigating impacts (e.g., displacement, construction)
- **Ideas to support community-serving uses** (cultural uses, neighborhood businesses, service providers, etc.):
 - Zoning incentives for desired uses
 - Support for relocation & mitigating impacts
 - Business attraction in new buildings
 - Coordination with Cultural Districts



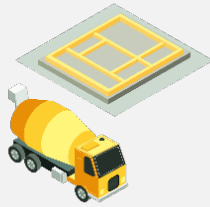


Community Engagement: Recent & Upcoming Events

Zoning Program Outreach

PHASE 1: SUMMER 2023

LAYING THE FOUNDATION

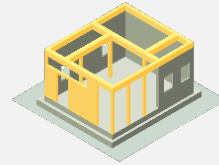


Share initial zoning concepts with the public

- Community Conversations
- Open Houses
- Focus Groups
- Educational Materials

PHASE 2: FALL 2023

BUILDING THE STRUCTURE



Revise zoning scenarios in consideration of public feedback

- Community conversations
- Open Houses
- Online Workshops
- Focus Groups

PHASE 3: WINTER - SPRING 2024

RAISING THE ROOF



Bring final zoning proposal to decision makers for adoption

- Report back
- Community members will have opportunities to provide input throughout the adoption process.

Phase 1: Recent & Ongoing Events

- **Open Houses** (June 22nd & July 11th): ~200 community members
- **Field walks** (Feb-Apr 2023): 5 walks, met with Supervisors & nonprofits
- **Community Conversations** (ongoing): 12 organizations to date
- **Community Education workshops** (ongoing, in partnership w/Self Help for the Elderly): 29 completed, serving 630+ residents in D1 & D4



Expanding Housing Choice **Open Houses**



Open Houses: **Themes from feedback to date**

- Call for **affordable housing options** and support for **existing tenants & businesses**
- Mixed receptivity to **greater heights and density**:
 - Some want additional height changes and/or areas with density decontrol
 - Others want to maintain the existing low-density development pattern
- Concerns about **housing approval process and infrastructure/services** needed to support growth
- Hopes that new housing can build on **existing community and cultural assets**

Upcoming: **Next Steps & Phase 2**



- **Phase 1 (Summer):** Department soliciting feedback on **Zoning Concept Maps** and other policy topics
 - **Phase 1 Survey:** Open until Oct. 1st! ([link](#))
 - **Webinar:** Thursday, 9/14 @ noon-1pm ([link](#))
- **Phase 2 (Fall):** will include a **Draft Zoning Proposal** and additional community engagement
 - Phase 2 Open Houses in November (dates TBA)

Other Ways to Get Involved



- **Focus Groups:** 7-9 groups, including two for small business owners (English & Chinese)
 - Seeking partners to support facilitation & recruitment
- **For community groups:**
 - Office Hours in October: [Sign up](#)
 - Community Conversations: Email us at sf.housing.choice@sfgov.org
- **Sign up for email updates** on our [website](#)

We're expanding **housing choice** for...



Photos: MOHCD



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THANK YOU!

<http://sfplanning.org/housing>

PHOTOS: HOHCD

Source: Wah Mei School