

# Expanding Housing Choice

HOUSING ELEMENT Zoning Program



San Francisco  
**Planning**

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COMMUNITY  
CONVERSATIONS

MARCH 2025

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

**“One of my coworkers has not moved in 15 years... they need a place that’s bigger, but they can’t afford to move.”**

*- Shayla, SFUSD Teacher*



**“A lot of firefighters can’t afford to live here.”**

*- Ariana, SFFD Firefighter*

**“The majority of tradesmen — plumbers, pipefitters — they’re commuting. Everybody is commuting.”**

*- Marcella, Electrician, Local 6*



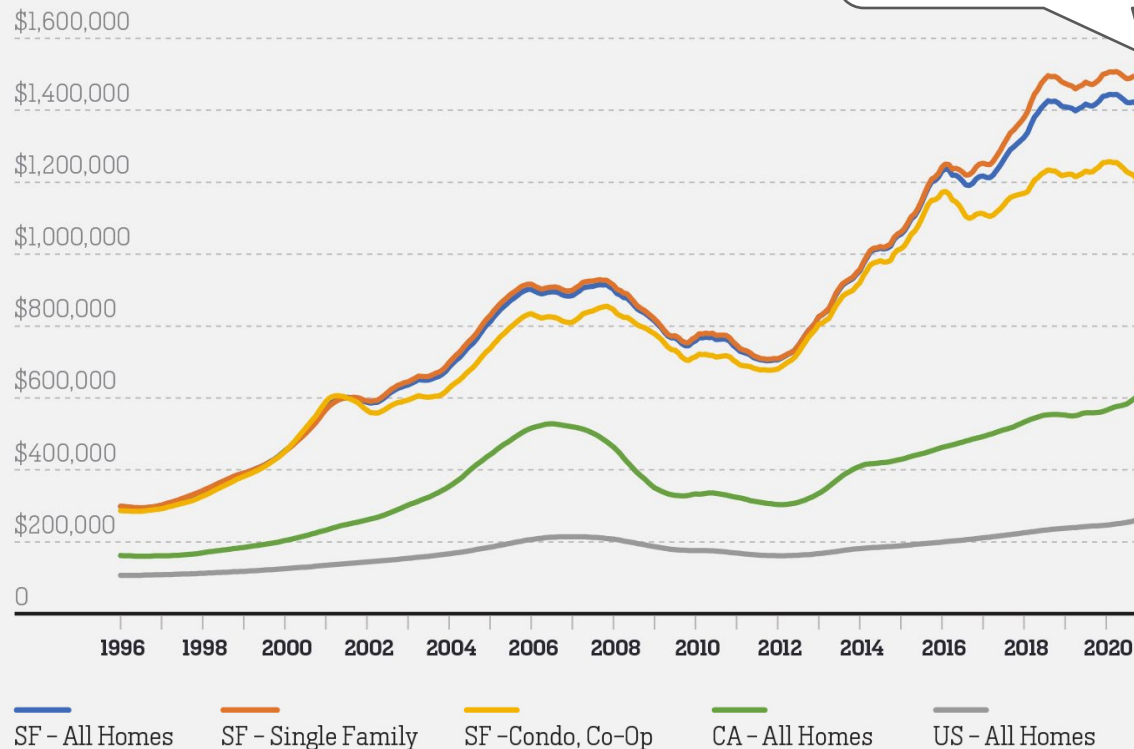


# Home Prices & Rents Have Skyrocketed in SF

**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



*SF home prices  
doubled in the  
past 10 years*

*and tripled over  
the last 20  
years.*

In the Sunset:



**High Rent  
Burden**

**40%**

of renters pay more than 1/3  
of income on rent



**Low supply of  
Affordable Housing**

**45**

Affordable Housing Units in  
the Outer Sunset

**4,100+**

Affordable housing  
applications filed

Source: SF Planning (2023)

# CA Statewide Housing Plan (2022)



State lawmakers call for **2.5 million units (1 million affordable)** in the next decade to address the affordable housing crisis.

San Francisco's share is **82,000 units (46,000 affordable)**. Accounting for the pipeline, our gap is **36,200 units**.

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

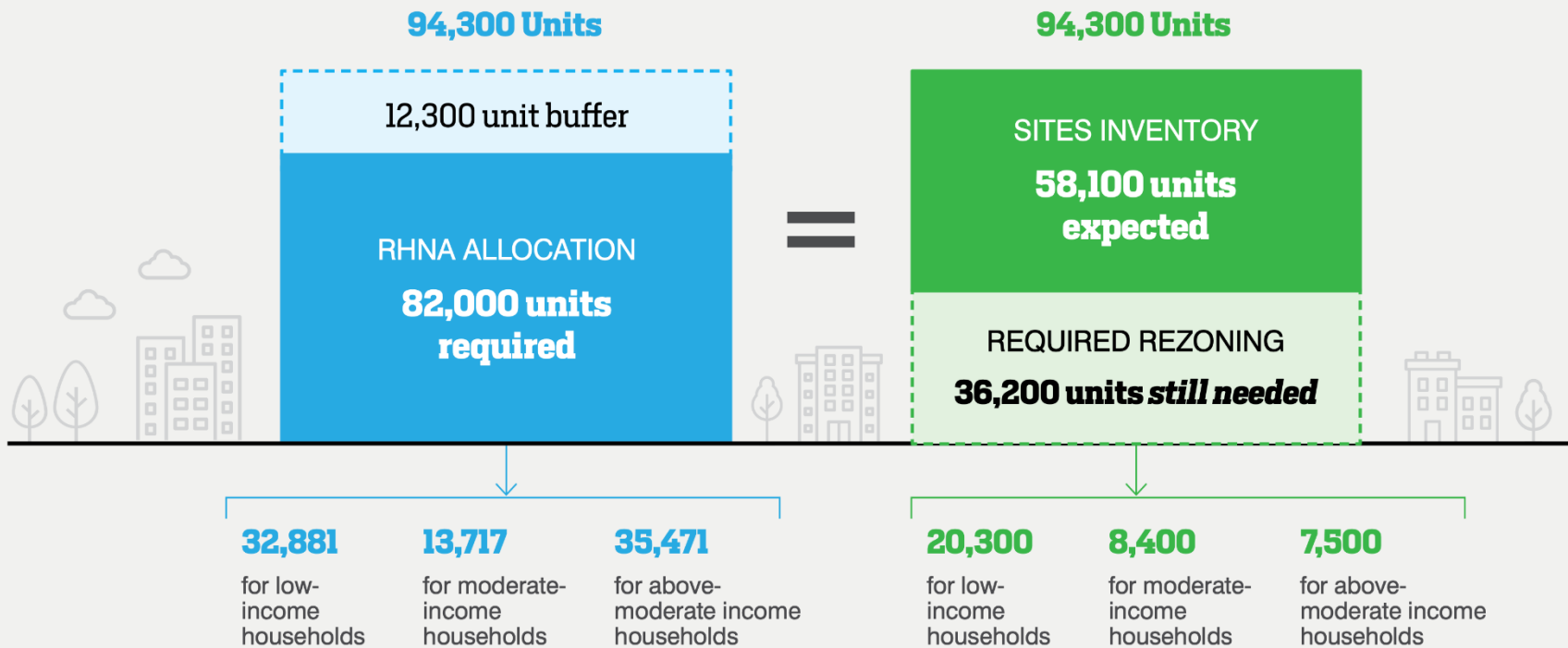


Source: SF Planning (2023)



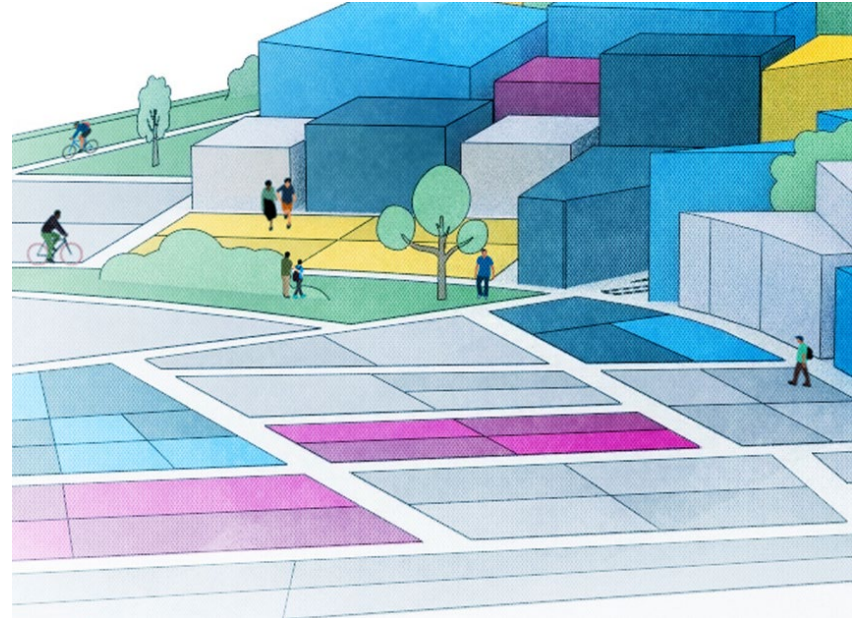
San Francisco's plan to **protect tenants**, **preserve affordability**, and **produce housing** to meet the needs of existing residents and future generations, with over 350 actions the City will take.

# Rezoning Shortfall Explained



# What are **Zoning Laws**?

- Local laws that define **what can be built** on individual properties.
- **Creates and defines categories of uses**, such as residential, commercial, industrial, open space, mixed use.
- Regulates **height and shape** of a building and **what activities are allowed**, including their intensity (ex: housing density limits).

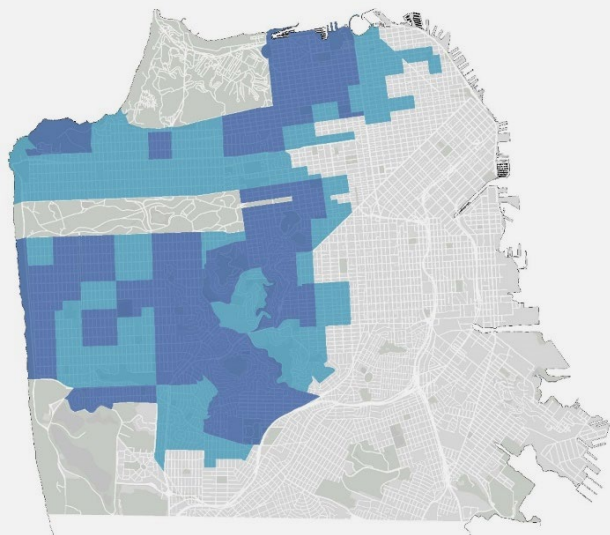


# What happens if we don't adopt **compliant rezoning**?

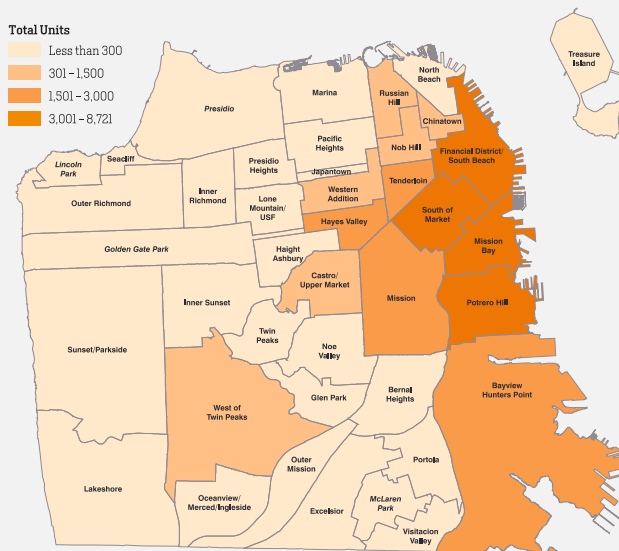


- **Loss of state funding** including transportation and affordable housing
- **Fines and lawsuits**
- **Potential loss of permitting control** (“builders remedy”)

**Expanding Housing Choice** fulfills state laws by planning for affordable and mixed-income housing to overcome historic patterns of exclusion and segregation.



Housing Opportunity Areas\*



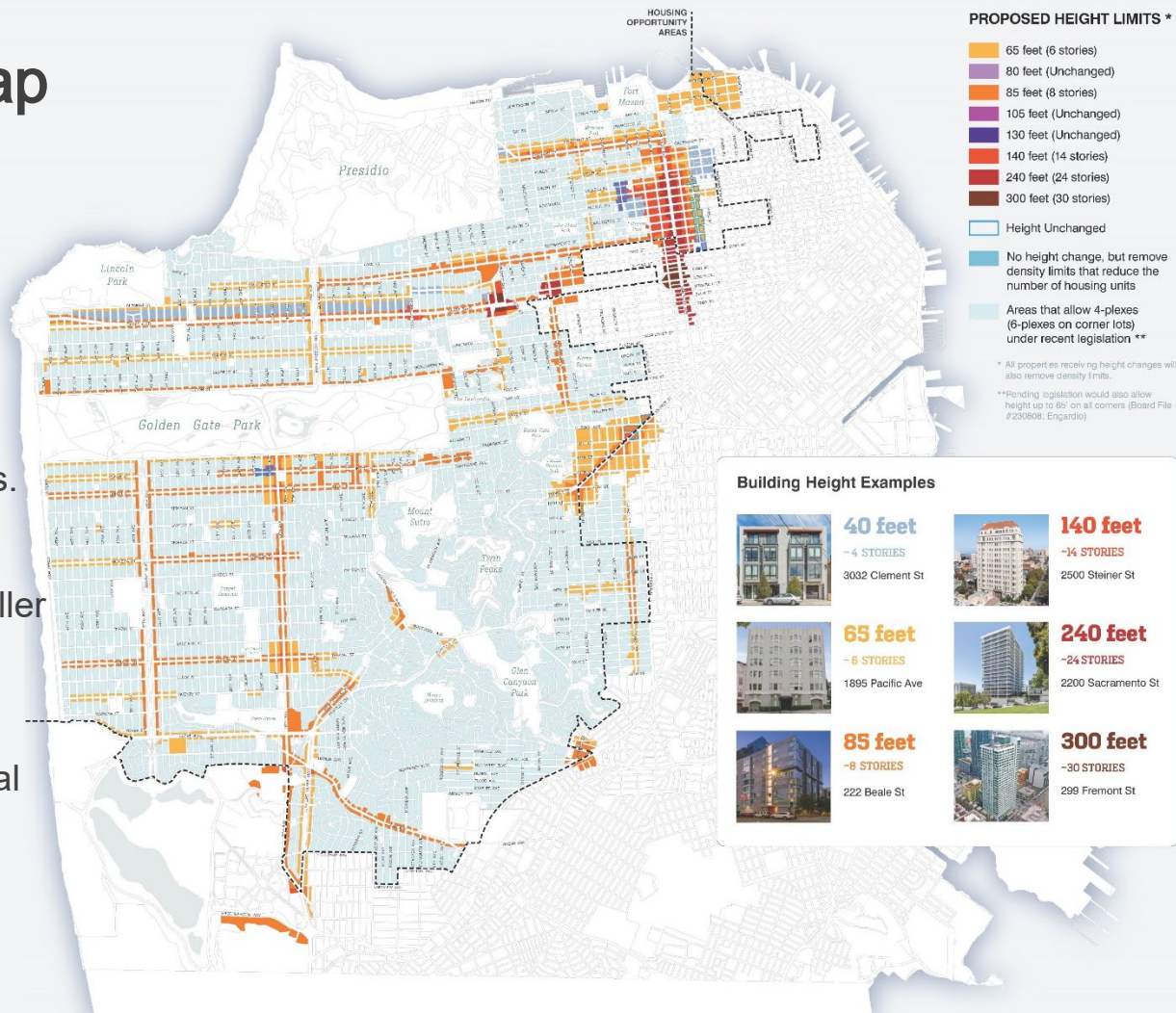
Housing Production (2002-2019)

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

# Proposed Zoning Map

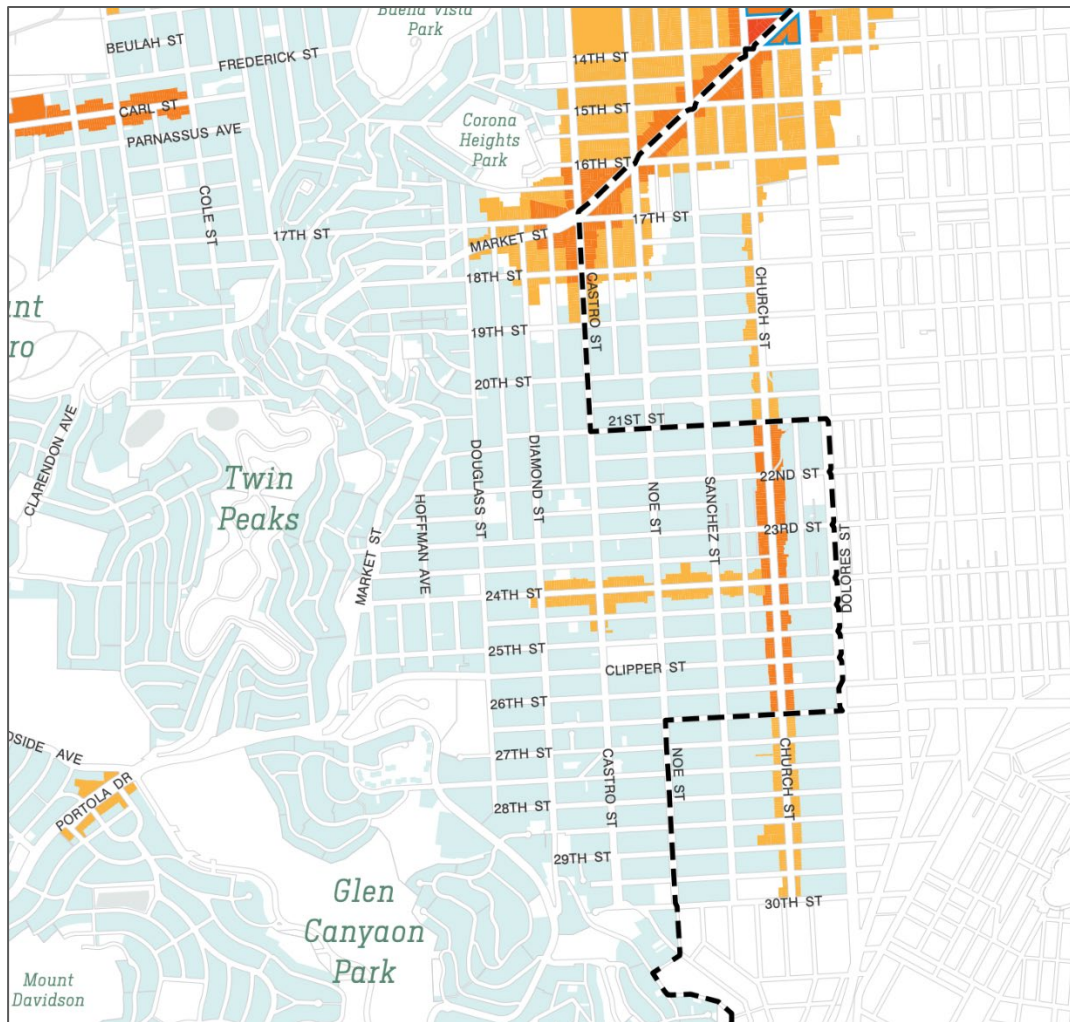
## February 2024

- **Meets state law** by adding capacity for more than 36,200 new homes
- **Focused on midrise homes (6-8 stories) on major streets and sites,** with taller heights in some locations.
- **Tailored changes off corridor** advance “missing middle” and smaller multifamily homes.
- **NOTE: Desired final heights are shown,** inclusive of state and/or local bonus programs.



# Noe Valley

## Proposed Zoning Changes



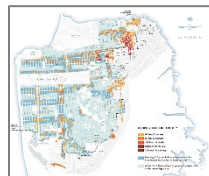
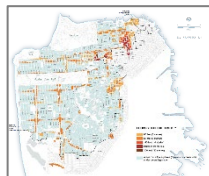
### PROPOSED HEIGHT LIMITS \*

- 65 feet (6 stories)
- 80 feet (Unchanged)
- 85 feet (8 stories)
- 105 feet (Unchanged)
- 130 feet (Unchanged)
- 140 feet (14 stories)
- 240 feet (24 stories)
- 300 feet (30 stories)
- Height Unchanged
- No height change, but remove density limits that reduce the number of housing units
- Areas that allow 4-plexes (6-plexes on corner lots) under recent legislation \*\*

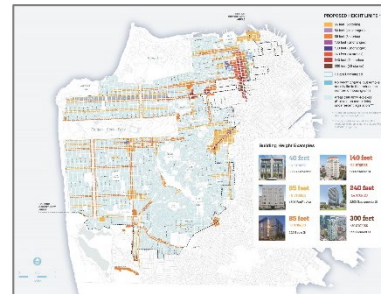
# MapRefinement



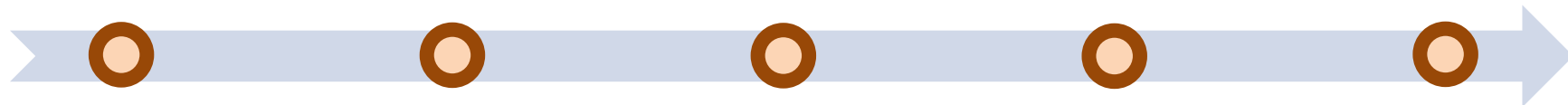
**Housing  
Element EIR  
Scenario**  
April 2022



**Phase 1 Zoning  
Concept Maps**  
June 2023



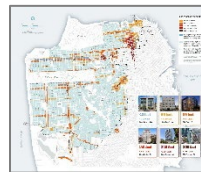
**Proposed  
Zoning Map**  
February 2024



**EIR Example Maps**  
November 2022



**Phase 2 Draft Zoning  
Proposal**  
November 2023



# Upcoming **Proposed Zoning Map**

- Updated draft of the Proposed Zoning Map will be published ~~date~~ **March 2025**
- Ideas for **doing more**
  - Add more midrise housing (~~6~~ **8** stories) on corridors and opportunity sites
  - Add more height around transit hubs (major BART and MUNI stations)
- Ideas for **considering existing neighborhoods**
  - Strengthen tenant protections, including relocation assistance and right to return
  - Strengthen ~~4~~plex and ~~6~~plex rules off corridors to make them more feasible
  - Focus more height changes on corridors without existing housing

500 Stanyan St



2500 Steiner St



4715 Geary Blvd



1200 Ocean Ave



Mission Bay



Source: © Kieran Supreme Court

Source: Pyalok David Baker Architects, MidPen Housing

222 Taylor St



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

Hayes Valley



- **Change will be incremental** in scattered sites throughout the city
  - Vacant sites, parking lots, and small commercial buildings are **more likely to develop** Sites with existing housing are **less likely to develop**
- **New housing can benefit communities:**
  - More **diverse & affordable housing** and greater community stability
  - **Economic benefits:** more demand for small business, tax revenues, infrastructure funding
  - **Environmental and climate benefits:** incl. more energy and water efficient buildings

Visualization: Noriega St & 25 Ave



**Visualization:** Lombard Ave at  
Buchanan Street



Visualization: Geary Blvd & 4th Ave



# Next Steps



## Next steps

- 4/3: Info hearing on Draft Map (Planning Commission)
- 4/10: Info hearing on Small Business (Planning Commission)
- Spring 2025 Adoption hearings at Planning Commission, followed by Board of Supervisors
- January 2026 State deadline for adoption

## Stay Involved

- Visit our website to sign up for our email list!
- Email us and tell us what you think:  
[cpc.sf.housing.choice@sfgov.org](mailto:cpc.sf.housing.choice@sfgov.org)

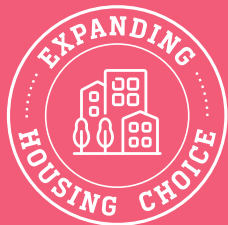
# Thank you!



<http://sfplanning.org/rezoning-events>



[sf.housing.choice@sfgov.org](mailto:sf.housing.choice@sfgov.org)



Art by Michelle McNeil, Human Rights Commission

**WHEN I BECOME A SENIOR CITIZEN  
I WANT TO BE ABLE TO **STAY IN SF****

