



Member, Board of Supervisors  
District 4

City and County of San Francisco

## **GORDON MAR**

**\*\*\* PRESS RELEASE \*\*\***

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### **Supervisor Gordon Mar Announces Housing Development Incentive Program for Homeowners**

San Francisco, CA— On Tuesday at the San Francisco Board of Supervisors meeting, Supervisor Gordon Mar introduced a legislative package, the Housing Development Incentive Program for Homeowners. The package includes an ordinance to allow more family housing in residential neighborhoods (“RH” zoning) and a resolution to provide assistance for homeowners to build.

“We need new, innovative tools to build more housing to meet our affordable housing needs, including creative ideas for our built out, single-family home neighborhoods,” said Supervisor Mar. “While we’ve overbuilt luxury housing, the housing industry has not been building for our workforce. Last week, I held a hearing on a new report called Housing Our Workers that showed only 7% of union workers could afford market-rate rents in San Francisco. I am proposing a new strategy to stabilize, protect and grow our middle class.”

According to the SF Planning Housing Inventory reports, from 2011 to 2019, the median rental price for a two-bedroom apartment nearly doubled from \$2,570 to \$4,500 per month. Even during the COVID-19 pandemic in a temporarily dampened housing market, the median rent in 2020 was \$3570, far more than the \$2,664 that is considered affordable to the average household making 100% of the area median income (AMI).

The proposed ordinance would provide a density bonus, allowing up to 4 units in all RH zones. Homeowners would have the new opportunity to build more than what is currently allowed, as long as the “bonus” units have at least 2 bedrooms. If they choose to rent them, the “bonus” units must be rented at a rent that would be considered affordable to a 100% AMI household, and placed under the Rent Stabilization Ordinance. Projects with “bonus” units will also be able to take advantage of RH-3 design guidelines.

To support homeowners to create this housing, a proposed companion resolution would help create a Technical and Financial Assistance Program for Homeowners. The program would

include technical assistance to see homeowners through pre-construction, construction, and property management, including streamlined permitting through pre-approved plans. It would also include financial assistance, prioritizing low and moderate-income households at risk of displacement, and homeowners willing to rent to lower income tenants.

“By centering homeowners, the Housing Development Incentives package aims to protect and build homes to meet our actual housing needs and to stabilize our community, which should be the framework for all of our housing policies. We are taking a creative approach to build housing that’s affordable in single-family home neighborhoods, and providing public resources in an innovative way to make it happen,” said Mar.

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