

Mayor Lurie's Redevelopment Plan Will Exacerbate the Affordability Crisis

Coalition of affordable housing, small business, labor, tenant, and neighborhood advocates demand a real plan and have formally requested a meeting with Mayor Lurie:

"We deserve real solutions to the affordability crisis! We can do better than Trump deregulation and Real Estate giveaways!"

San Francisco, CA — As the nation's affordability crisis is exacerbated by Trump's trickle-down deregulation agenda, San Francisco's new mayor is fast-tracking his own unaffordability package: a massive upzoning without a plan to actually build any housing or infrastructure. Instead, Lurie's proposal guts the state-approved Housing Element, abandons proven community planning, and rolls back hard-fought affordability requirements for the workers, families, and seniors who need them most. It fails to address a vision for growing the City while stabilizing existing communities, instead repackaging the same tired policies that have historically increased displacement as opposed to housing production. A growing coalition of housing, tenant, small business, labor, and neighborhood advocates have asked to meet with Mayor Lurie to push a real plan for housing a diversity of San Franciscans.

No Affordability Plan

Lurie's one-size-fits-all redevelopment plan is targeted at producing housing for high-income earners, and lacks any affordability plan for the majority of San Francisco's diverse housing needs. The upzoning package sets the levels of affordable housing in market-rate projects so low, (between 10% and 20%), that we will never achieve the amount of affordable housing we need and are mandated to produce. The upzoning of nearly two-thirds of the city will immediately increase property values, making it impossible for affordable housing developers to purchase targeted sites for affordable housing, especially with the continued lack of dedicated public funding for affordable housing production.

Compounding this problem is Lurie's real estate giveaway of over 20 publicly-owned sites that would otherwise be developed for affordable housing, per previous voter mandate. Instead, Lurie's plan dedicates these significant opportunity sites for maximum-profit development, including non-housing uses.

*"Trump calls selling off public land for private profit a 'land release.' We call it a betrayal of hard-working San Franciscans," said **Kim Tavaglione, Executive Director of the SF Labor Council**. "Our unions have fought to keep San Francisco livable for workers, from teachers to bus drivers. This plan sells them out to the same billionaire interests driving our economic crisis."*

No Tenant Protections

Lurie's redevelopment scheme, as written, threatens tenants with displacement by relaxing and removing demolition controls in a city where 65% of residents are renters. In some neighborhoods slated to see a dramatic increase in development profits, rent-controlled buildings are already changing hands.

Lurie's proposal could soon be exacerbated by Sen. Scott Wiener's SB-79, which would explicitly allow for the demolition of rent-controlled units, something that Lurie and the City did not advocate against. As rents and evictions continue to rise in anticipation of a development boom, San Francisco tenants are being hit with the double whammy of economic uncertainty and increasing unaffordability. Lurie's proposal comes on the heels of his own budget cuts to tenant legal and eviction services.

No Design for Families

While Lurie's proposal has been marketed as "family zoning", it has none of the good community planning guidelines used in previous rezonings. In fact, Lurie has incentivized the development of "micro-units" and 1br studios by applying "density decontrol" throughout the plan, and rolling back explicit protections in Priority Equity Geographies previously adopted in the City's Housing Element.

*"Lurie's plan will accelerate displacement of vulnerable tenants, seniors and families already struggling in an affordability crisis," said **Maria Zamudio, Executive Director of Housing Rights Committee of SF**. "By incentivizing the demolition of rent-controlled housing and the development of micro-units, this plan opens the door to more speculation, not stability. We deserve a real planning process that centers tenants and working families, not the real estate industry."*

No Small Business Protections

While a plan to build back SF's Downtown core with housing and small businesses has yet to materialize, Lurie is focused instead on redeveloping thriving Neighborhood Commercial Districts (NCD's), where a mix of rent-controlled housing on top of ground-floor small businesses have created distinct, resilient neighborhoods with diverse offerings near transit. Instead of targeting opportunity sites that can help grow these neighborhoods the right way, Lurie's plan incentivizes the displacement of beloved small businesses to make way for profitable mega-development. Planning's own numbers project an average of 50+ displaced annually. Real numbers are likely to be significantly higher.

*"We're not just hard-working small businesses — we're your neighbors," said **Justin Dolezal, Co-Director of Small Business Forward**. "We've been hit especially hard by*

the affordability crisis, and this plan treats us as expendable — when we should be the foundation of a truly family-friendly city.”

SF Can Do Better! We Can Grow An Affordable San Francisco With Real Community Planning. Mayor Lurie and Supervisors must:

- **Build the pipeline.** Over 70,000 units of housing are entitled but not yet constructed. Work with developers to get these units under construction, and demand that the State give San Francisco credit (and funding support for affordable housing) for these units.
- **Implement a financing strategy for a diversity of housing.** The City has failed to secure state and federal funding, develop dedicated revenue, and improve its local housing financing systems. There are creative financing options to grow our housing stock for a diversity of residents, if we focus on collaboration and make it a real priority.
- **Reasonable extension of the arbitrary January 2026 deadline to upzone.** SF has learned that real community planning is necessary if we don't want to repeat the harm of Redevelopment's "urban renewal". Every major upzoning since that irreparable harm has taken time, community engagement and thoughtful intention – not propaganda.
- **Require an impactful number of family-sized units** in all new construction, and prohibit density decontrol loopholes that encourage small, non-family friendly studios and investor housing.
- **Increase “inclusionary” on-site affordability requirements AND expand rent control.** The current on-site affordable unit requirement takes us back and ensures we won't meet our already-lagging affordable housing goals. Rent control must also be applied to all new construction of market-rate units.
- **Rezone and acquire sites for 100% affordable housing**, especially on public land, instead of incentivizing luxury development through blanket upzoning. Also fund and implement an aggressive land banking program for affordable housing development for our teachers, workers, families and seniors
- **Prohibit demolition of rent-controlled housing and small businesses** and focus on a plan for opportunity sites that don't displace San Franciscans, including the empty Downtown core.
- **Density must come with infrastructure.** A plan that rezones two-thirds of the city must include planning and impact fees for transit, parks, childcare, arts, and public safety, like every other major upzoning plan before it.
- **Use it or Lose it" No extensions for luxury development.** While the City requires developers to start construction within three years of entitlement, most are granted

FOR IMMEDIATE RELEASE
Wednesday, August 13, 2025

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endless extensions – and then sit on entitlements only to flip them within the first five years. Every carrot needs a stick!

- **Honor the unanimously adopted Housing Element.** Priority equity geographies must be protected, especially in light of Senator Wiener's SB 79.

Together, our coalition represents a majority of San Franciscans across every district — affordable housing advocates, renters, small business owners, working families, artists, seniors, and longtime neighborhood leaders. We know that we can grow San Francisco without destroying it, and this is a once-in-a-generation opportunity to develop a vision for a more affordable and livable San Francisco!

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Our Coalition Members available for media comment:

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