

What it means for the city and region.

GROWTH 2010 - 2040

	<i>Households</i>	<i>Change</i>	<i>Jobs</i>	<i>Change</i>
REGION	700,000	▲ 27%	1,120,000	▲ 33%
SAN FRANCISCO	92,410	▲ 25%	190,740	▲ 34%
Priority Development Areas	80,000	▲ 48%	180,000	▲ 40%
Rest of City	12,410	▲ 6%	10,740	▲ 18%

- Region will grow substantially; San Francisco will take large share.
- PDA's will take 90% of San Francisco's growth.
- New development guided to build new, vibrant, mixed use neighborhoods.

A nighttime photograph of a city skyline, likely San Francisco, with the Transamerica Pyramid and other skyscrapers illuminated against a dark sky. The city is viewed from across a body of water. In the foreground, a large yellow circle with a white border is centered, containing the text "WILL WE GROW?".

**WILL
WE
GROW?**

Trends



Demographic shifts.



The age of sharing.



Knowledge economy.

A night cityscape with a yellow circle containing the text "SHOULD WE GROW?" overlaid on it. The city lights are visible in the background, and the sky is dark. The text is centered within the yellow circle.

SHOULD
WE
GROW?

Urban Growth



Lower greenhouse gas emissions.



Lower water use per capita.



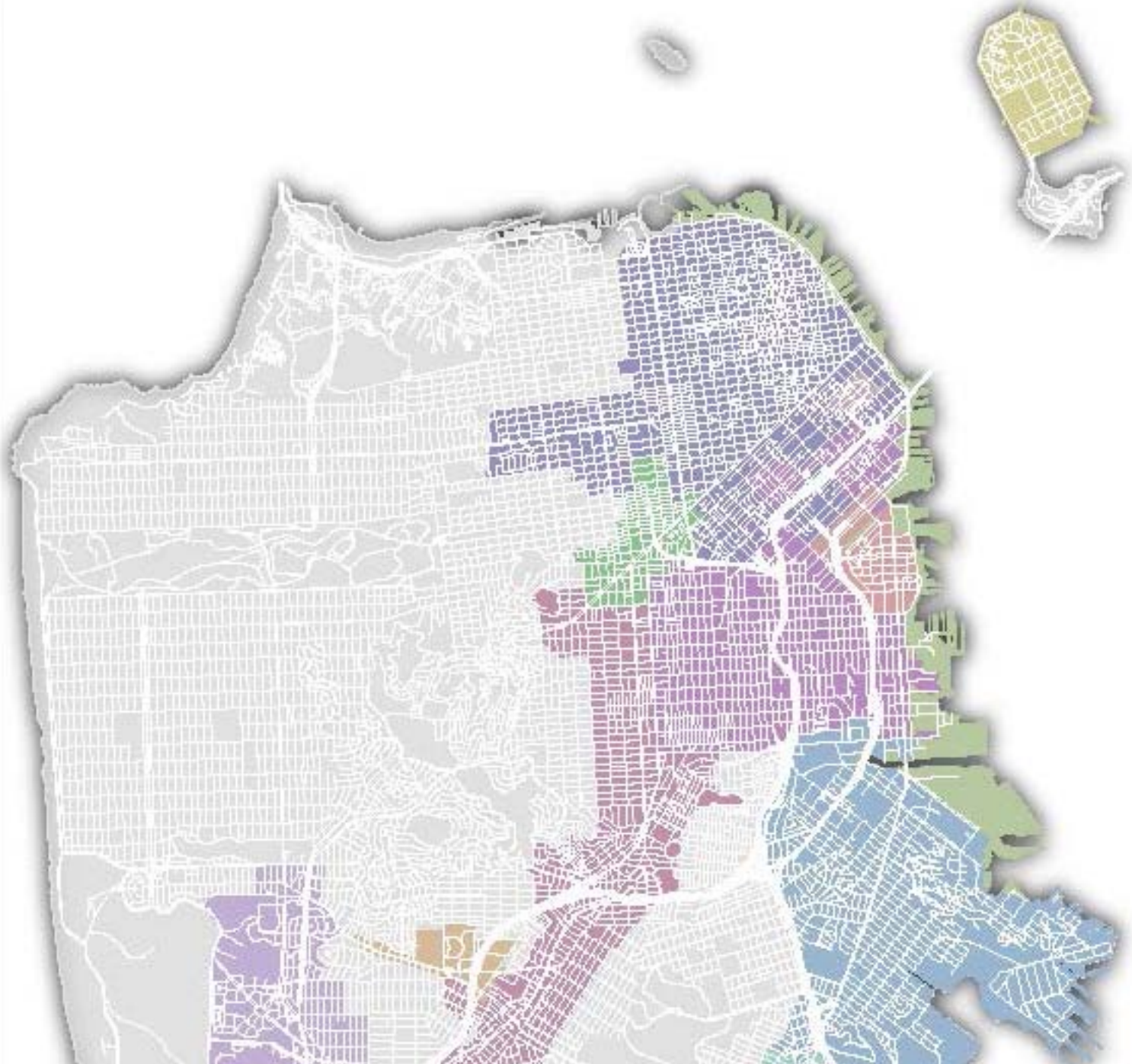
Social and economic opportunity.

(jobs and transportation)



WHERE
CAN WE
GROW?

Priority Development Area Potential



Potential Housing

**80,000
UNITS**

Potential Employment

**180,000
JOBS**

Potential Commercial

**60 MILLION
SQ. FT.**



SUSTAINABLE
GROWTH

Planned Components

Affordability, social equity, quality of life.

Affordable Housing Units

Accessible Jobs

Transit, Bike & Ped Connections

Parks

Community Spaces

Job Training & Construction Assistance

Community Education

Health Programs

Challenges

- Home prices continue to rise, out of reach of most San Franciscans.
- Increased supply doesn't have significant effect on demand.
- Little funding to support moderate income needs.
- Density impacts (perceived & real, harmful & beneficial).
- Growing gap between service & professional jobs / highest & lowest income levels.
- Connecting jobs to lower income workers.

