



SPUR: WHAT WILL IT TAKE TO HOUSE SF?

RALPH McLAUGHLIN (TRULIA)

trulia

Biggest growth in Alameda

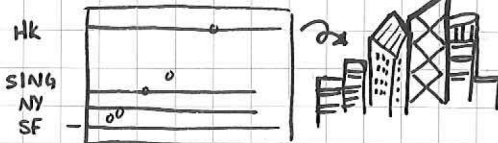
People searching for homes by transit hubs

\$\$\$ WHY is SF so unaffordable??

NOT a tech problem but housing supply issue

"We have no more room to grow"

NOT TRUE
We haven't reached peak density



KEY QUESTIONS:

Build alot in short term? Move housing types? Housing voucher system?

Faster transit from periphery? Self driving cars? New technological systems?

Need to get to "housing balance"

APRIL VENERACION ANG (DISTRICT 6)

Only producing 30% of low income and 55% of mid housing satisfied

345K

Today

~ 500k housing needed!

3 yrs later



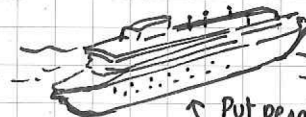
Demand for luxury housing won't stop, drives pricing



MORE affordable housing! VOTE & speak up



AMANDA LOPER (DAVID BAKER ARCHITECTS)



Put people on cruise ships!

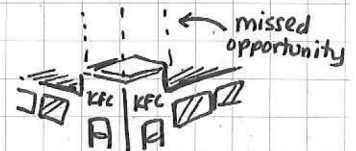


Boat neighborhoods?

UNIT HEIGHT LIMIT

DISTANCE FROM DOWNTOWN

We can get CREATIVE... or we can add density where people are already shopping w/ 5-6 floor mid-levels



Why don't we build on top of single story buildings?



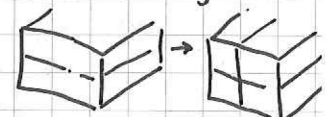
"If you make the ground floor great, you can make the density ok"

Boutique

CAFE



unit size is fungible



SONJA TRAUSS (BAY AREA
RENTERS ~~FOUNDATION~~
FEDERATION)



your WARM FLESHY
body IS POLITICS!
Participate!

Lots of projects continually
getting



TRACY PARENTS
(SF COMMUNITY LAND TRUST)

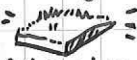
We need answers for people
who can't afford to live
here... esp. seniors



LESS THAN 37%
OF SF'ERS
OWN THEIR OWN
HOMES

→ We try to create permanently
affordable housing

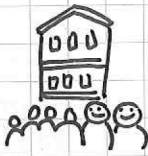
LAND
TRUST
MODEL



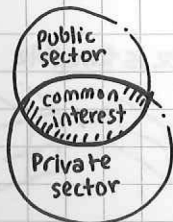
Get land and
put it in community
trust (never resold)



Multi family
homes



Housing
Co-operatives



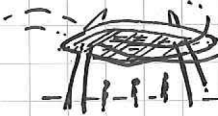
We're
interdependent!
(higher housing
prices also
mean corporations
have to pay ppl
more)

SADE BORGHEI (SNOHETTA)



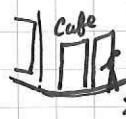
1 OAK ST
(at Van Ness / Market)

SNOHETTA Tasked with creating a
neighborhood focus, starting with
a plaza



Wind mitigation a big
problem... teardrop
shape helps but
creating CANOPIES to
diffuse wind's power

"PLACE-MAKING"



Restaurants to
"activate" the
space (open
at morning + night)

JOE SAMRA (LENNAR URBAN)

20,000

← I don't know
what this means?

Lennar Urban working on developing
communities in SF SHIPYARD and
CANDLESTICK POINT

We're building
a TON OF
SHIT!!!



AMENITIZE!

MULTI-MODAL
TRANSIT FOR
ISLANDS!

KIM-MAI CUTLER (TECHCRUNCH)



California home prices much higher than rest of U.S.
Lots of factors ...

Lots of
different
gov'ts &
systems!



Foreign investors!

Job
bifurcation!

Prop 13?



Bus showing
investors from
China places in
Palo Alto

We need better, transparent
data on how residences are used