

CATALYZE SV

Engaging community members, developers and city leaders to envision and create sustainable, equitable and vibrant places for people in Silicon Valley





San Jose was the first city in the country where the median home price topped \$1 million.

The Bay Area is in the midst of an **affordable housing crisis.**

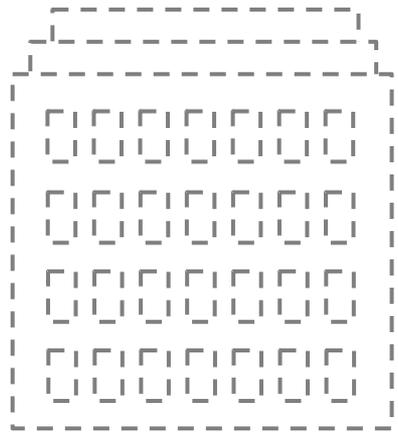
Bryan, Bob. "The first US city where average homes cost over \$1 million." *Business Insider*, August 11, 2016.

But each time a development is proposed, only a few voices show up: those **in opposition.**

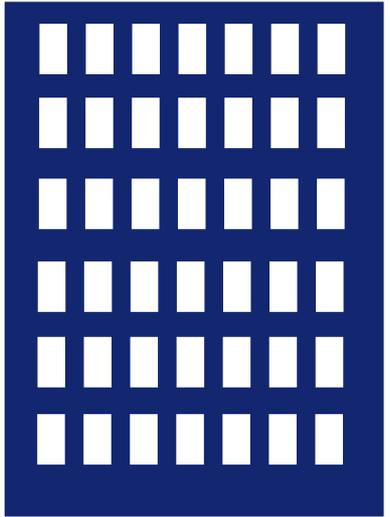


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- Sustainability
 - Transportation options
 - Mixed-use neighborhoods
 - Affordability

As these projects are considered, the long-term **well-being of the city and its people** is often overlooked.



Units that
could have
been built



Units
actually
built

A few opposing voices
drive decisions to
reduce the size of new
developments.
And we **miss crucial
opportunities** to build
the housing we need.

But it doesn't have to be this way. In 2013, the owner of a local pizza shop, Kirk Vartan, saw **opportunity** in an empty city-owned parcel in his neighborhood.





Kirk organized a group of neighbors and paid architects – out of his own pocket – **to create a vision** for the land.



Their vision included mixed-income housing, as well as an urban farm and open space. Kirk and his neighbors called it **The Agrihood**.

Developers took note.
One developer
included the vision for
The Agrihood in their
proposal.





Three developers submitted bids to the City Council. Kirk and dozens of his neighbors **showed up to advocate** for The Agrihood.

The City Council
**voted with the
neighbors**, selecting
the developers who
wanted to build The
Agrihood.





CATALYZE SV will
build on the success
of The Agrihood to
shape **exceptional**
places in Silicon
Valley.

Places that are **vibrant, sustainable, and equitable.**
Places that include...



Community input

Neighborhood benefits,
such as public plazas
or community rooms



Mixed-use, mixed income,
and multi-family villages

Spaces that residents and
businesses can afford



Environmentally sustainable
features

Transportation choice



CATALYZE SV leaders will identify and analyze new development proposals when they are proposed.

The projects we review will create **the foundation** for our work to engage the community to advocate for more vibrant, sustainable, and equitable development.



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