



SPUR's Proposed Spending Framework for Business Tax Modernization Revenue (Measure G)

	Purpose	Priority	Use of Funds
1	Use business tax revenue to implement the <i>Envision 2040</i> general plan.		
1a.	Accelerate the city's planning processes to allow development to occur and support growth in the right places.	Immediate (2017)	<ul style="list-style-type: none"> Hire staff or consultants to assist with the completion of urban village plans and financing plans that are underway. Hire staff or consultants to assist with new urban village plans so that they can be completed in the desired 1-year time frame. After completing the urban village plans that are currently underway, focus next on the transit urban villages to support transit-oriented development.
1b.	Increase the city's internal urban design capacity.	Immediate (2017)	<ul style="list-style-type: none"> Hire a senior-level urban designer. Provide urban design training to project review and long-range planning staff. Update outdated design guidelines. Develop a set of criteria/ framework to standardize the urban design component of project review.
1c.	Proactively work to attract new and growing businesses to San Jose.	Immediate (2017)	<ul style="list-style-type: none"> Hire staff to respond quickly to businesses that are interested in locating or growing in San Jose; cultivate a pipeline of prospective businesses; encourage property owners to lease or redevelop properties, etc.
2	Use business tax revenue to support the creation of walkable communities.		
2a.	Establish physical planning standards (code revisions) that promote better urban design in downtown and urban villages.	Immediate (2017)	<ul style="list-style-type: none"> Hire staff or consultants to update the sections of the municipal code that focus on ground floor uses, ground floor form (height and width), site access, stormwater management, and ladder pads (fire).
2b.	Make downtown into a "park once" district.	Immediate (2017)	<ul style="list-style-type: none"> Update the city's parking management plan and pricing structure. Create a dynamic parking application so that people can find or reserve parking from their smartphones. Eliminate time limits on parking meters.
2c.	Make it easier to activate underutilized spaces with uses such as pop-up retail, food trucks, concerts, festivals and other arts and cultural programming.	Immediate (2017)	<ul style="list-style-type: none"> Subsidize or eliminate fees and other costs (e.g., permits, insurance and security) for events and temporary programs, projects or structures that activate public spaces and underutilized properties citywide.
3	Use the business tax revenue to ensure that Diridon Station and the Diridon Station Area are the best they can be.		
3a.	Explore mechanisms to capture the value created by regional and statewide accessibility and pay for additional investments in the Diridon Station Area.	Immediate (2017)	<ul style="list-style-type: none"> Hire a consultant to determine the steps required to establish a financial mechanisms for value capture such as an EIFD, CFD, CSD, and/or an assessment district. Determine the boundaries of the project and an investment program for an EIFD, CFD ,or CSD and/or assessment district.
3b.	Explore the creation of a cross-cutting governance and decision-making structure.	Immediate (2017)	<ul style="list-style-type: none"> Work with partners to determine key decision points and activities that will require cooperation, centralization, and shared decision-making or authority. Carefully define a shared mandate; identify the legal, technical and political capabilities required to achieve this mandate, and identify who will make decisions for the organization.
3c.	Establish physical planning standards (code reforms) that support the city's economic goals and the highest quality urban design.	Immediate (2017)	<ul style="list-style-type: none"> Survey property-owners within the Diridon Station Area to understand ownership structures. Hire staff or consultants to initiate rezoning of the Diridon Station Area. Establish minimum physical standards for the Diridon Station Area.