

# SPUR

**Ideas + Action for a Better City**

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# Room for More

SPUR's Housing Agenda for San Jose



Ideas + Action  
for a Better City

# SPUR's Agenda for Change



# SPUR's Housing Agenda

- Zone for more housing in the right locations
- Invest in permanently affordable housing
- Enable more housing to be affordable by design
- Rethink parking requirements
- Encourage secondary units
- Get housing development fees right



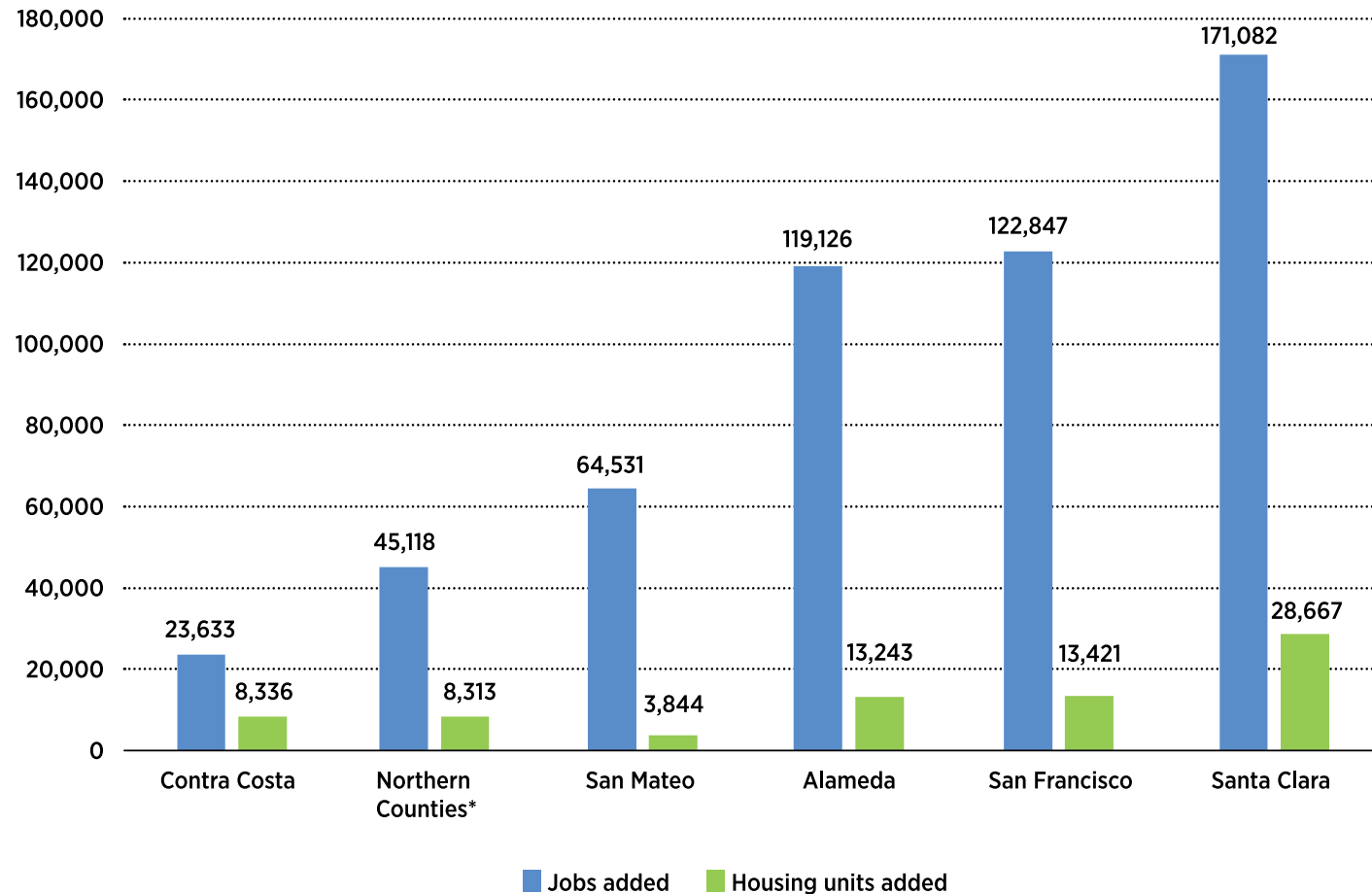
# Two Big Ideas

1. Use planning and zoning tools to help San José reach its goal of producing 120,000 new units.
2. Make it possible to build more affordable housing.

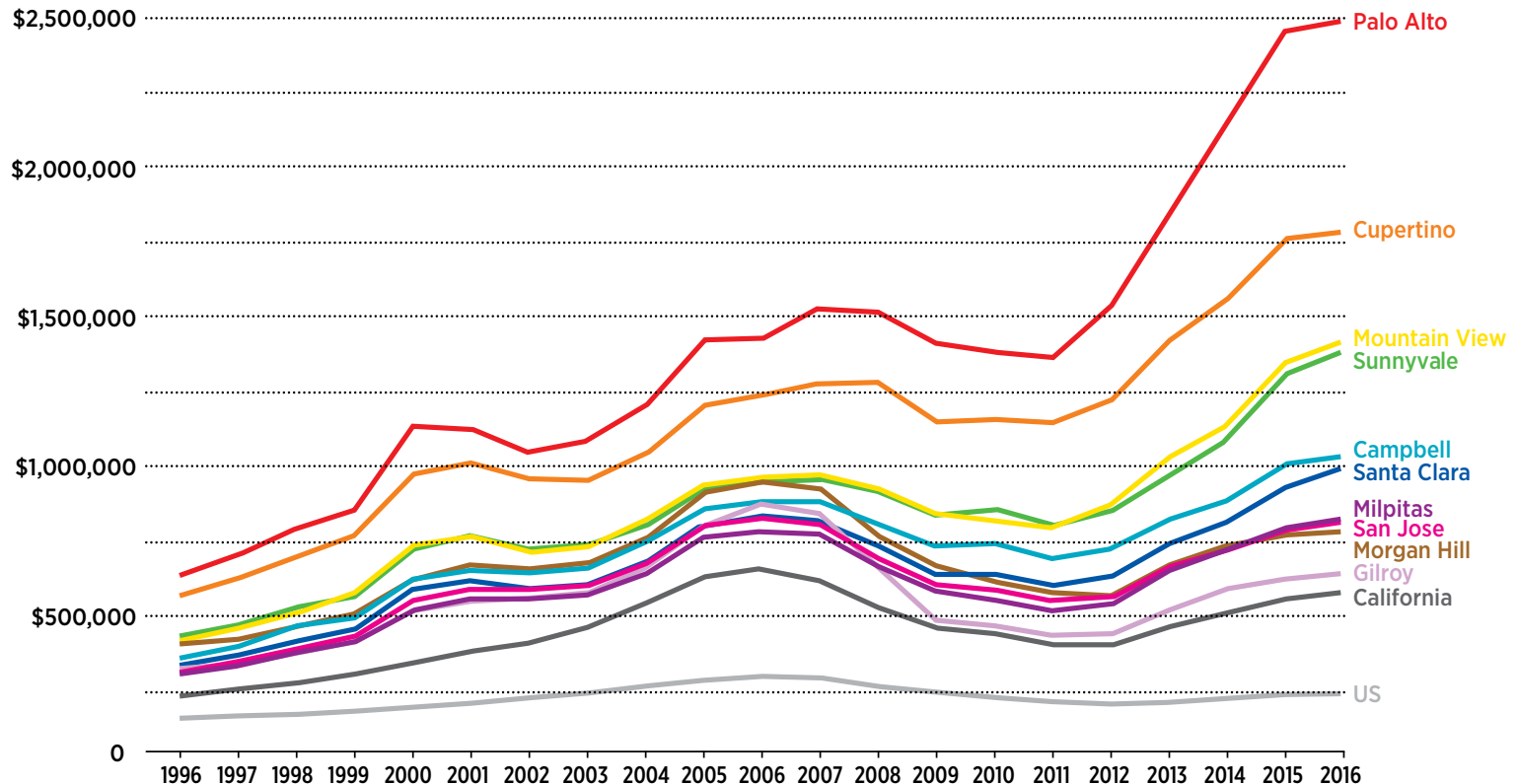
# Silicon Valley's Housing Problem



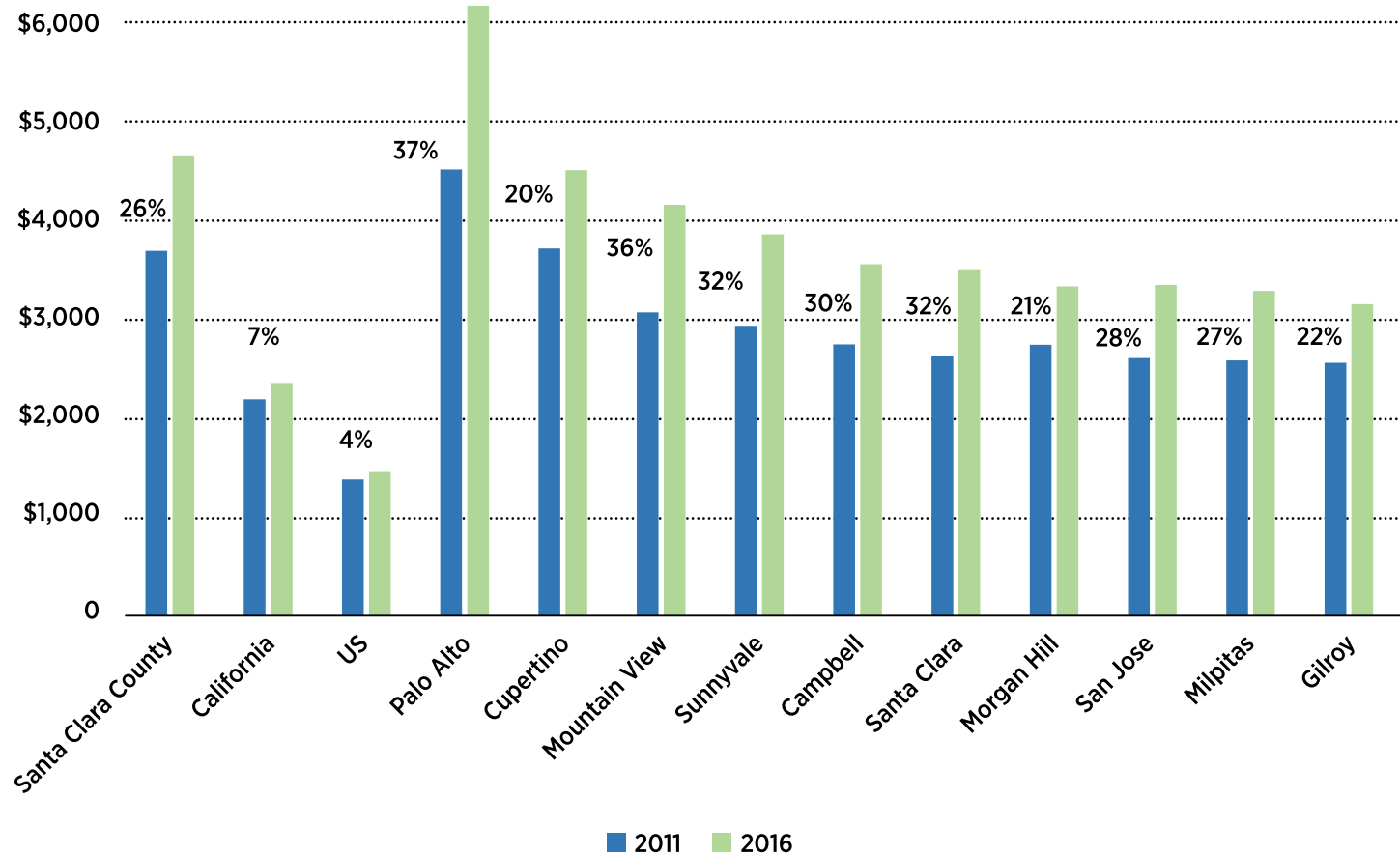
# Housing production has significantly lagged behind job creation



# While home prices are high in San Jose, they have remained relatively affordable

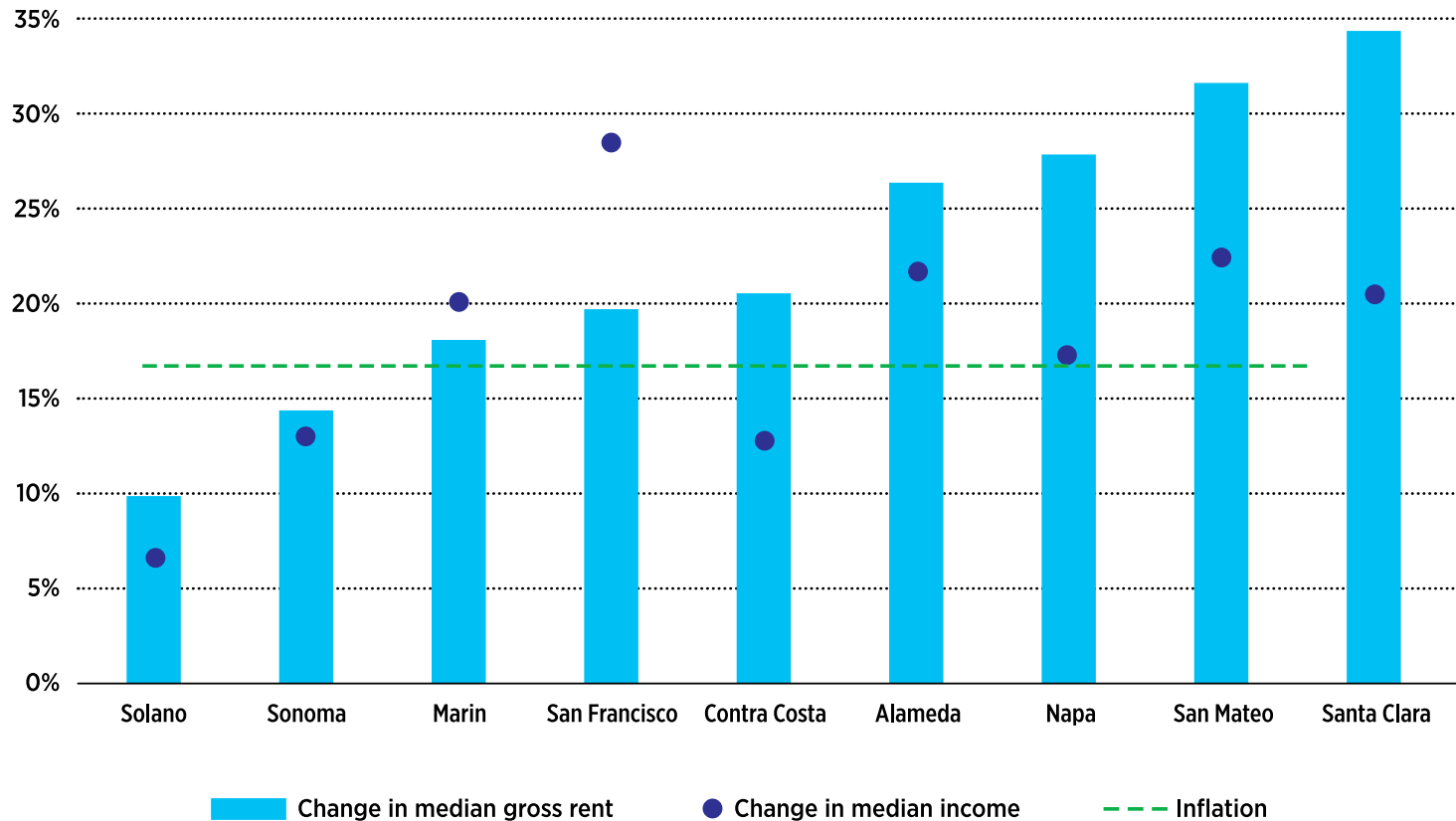


# SJ rents have increased more than the county average but less than other cities

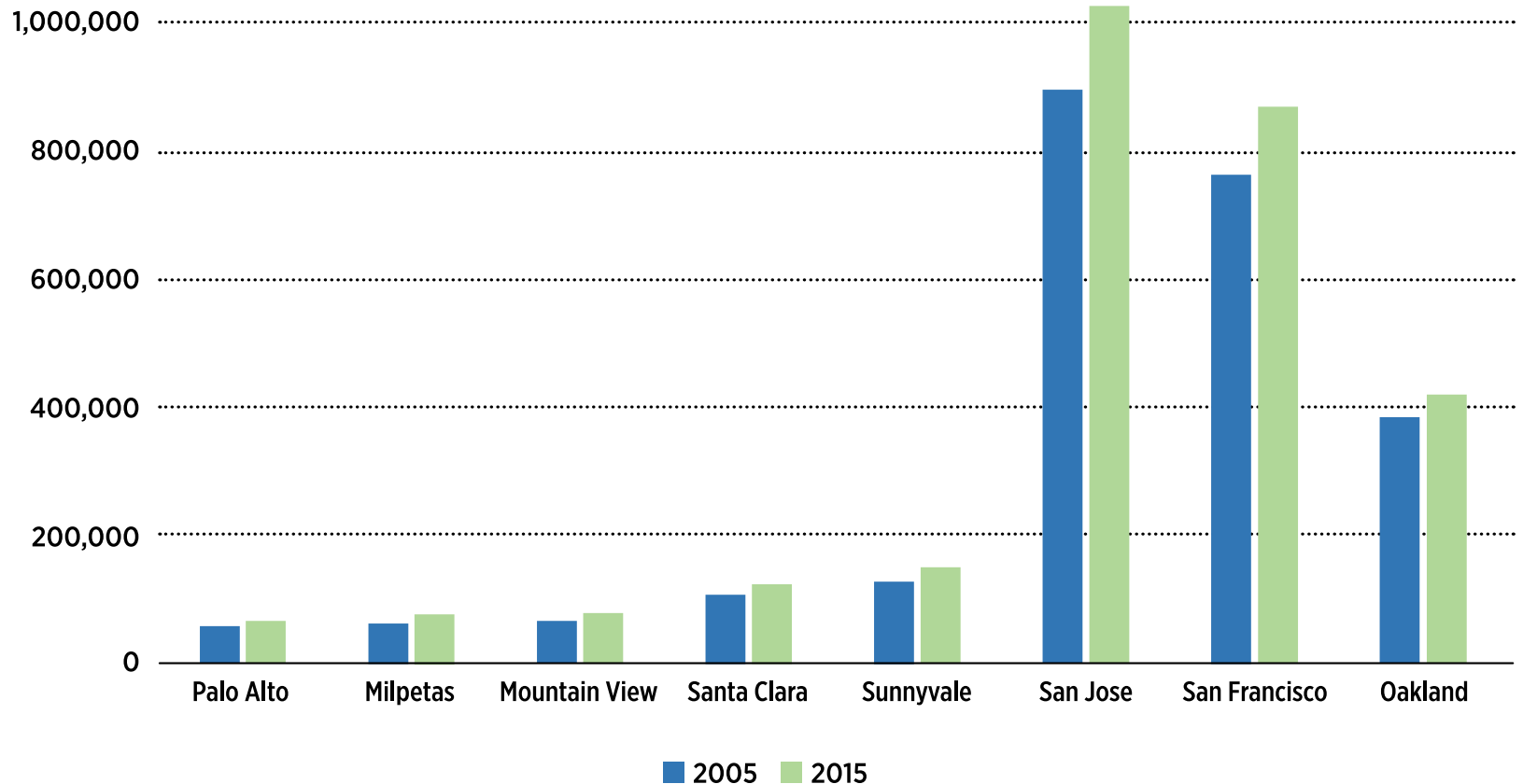




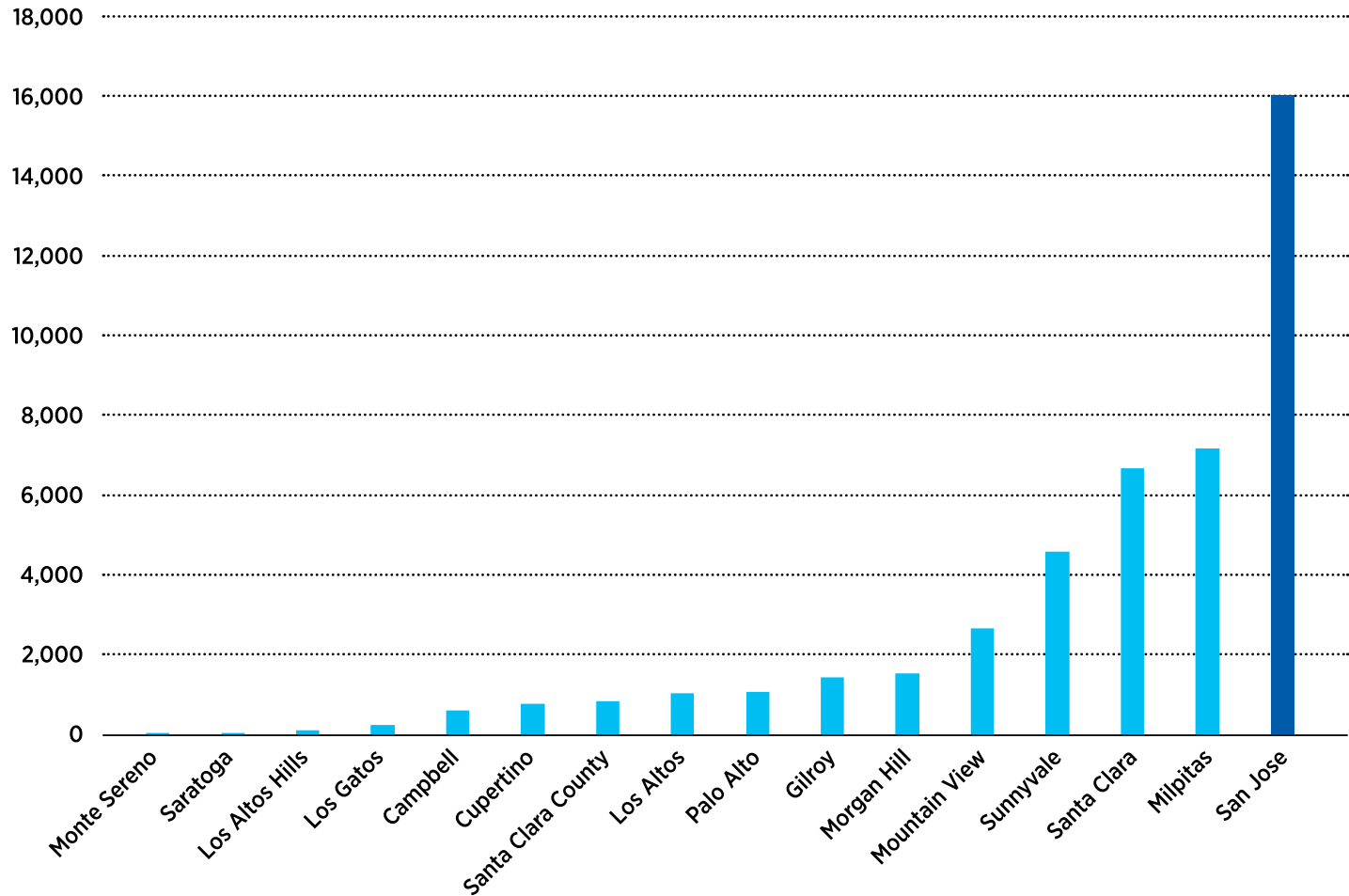
# Median rents have grown faster than incomes in most counties since 2010



# San Jose has added more residents than other cities over the last 10 years



# From 2007 and 2014, San Jose produced 2x the housing as other SCC cities



# **Five Strategies, 20 Recommendations**

# Strategy 1

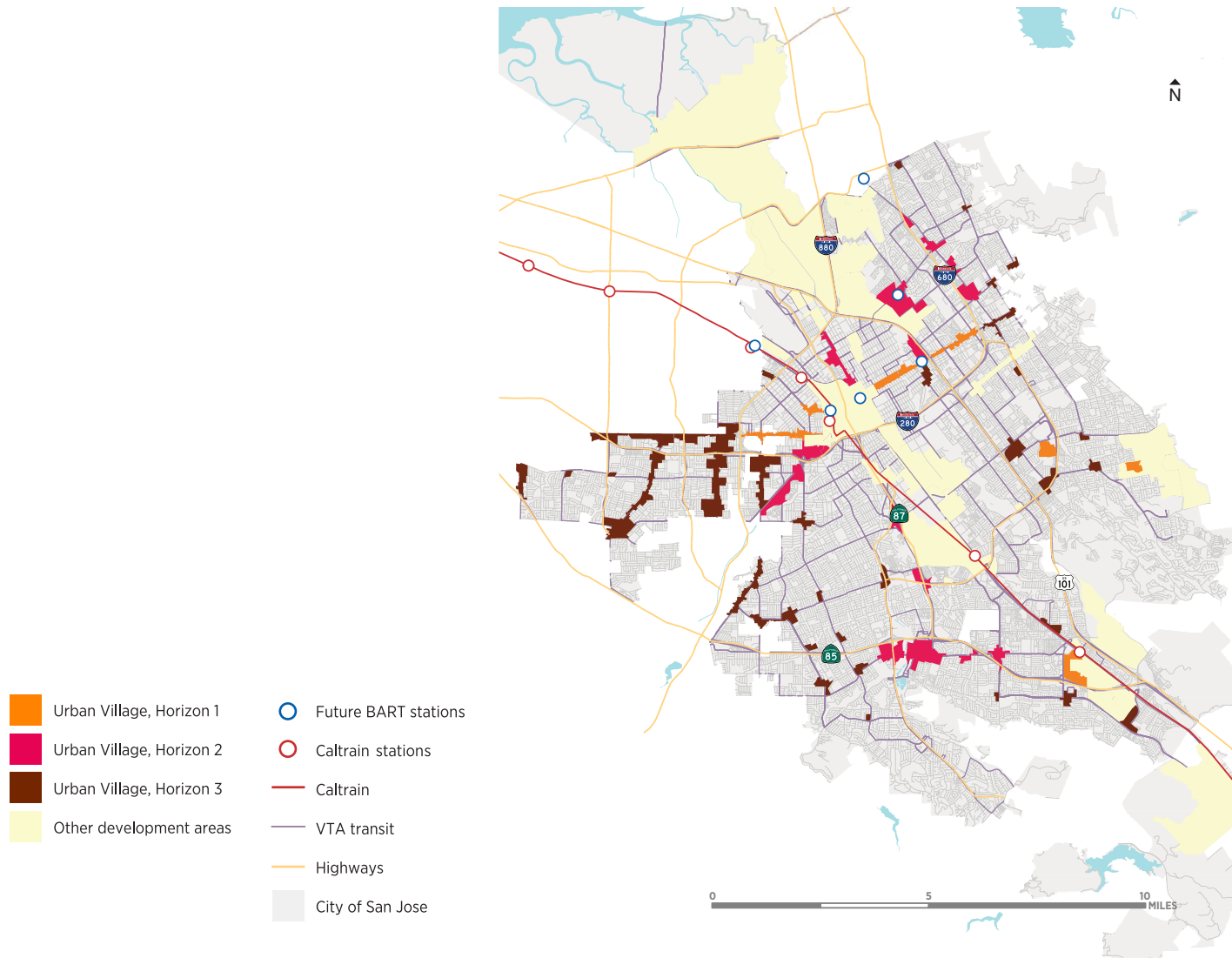
**Make it possible to build more housing in walkable neighborhoods and in neighborhoods near transit by using zoning and other planning tools.**



# Base land use decisions on strong planning values / adopt zoning with plans



# Once an Urban Village has been adopted, allow housing in that UV to move forward



## Strategy 2

**Enable greater production of housing that is affordable by design.** Make it possible to build housing with less parking where parking isn't needed, and allow the construction of in-law units and other smaller living spaces.

# What is affordable by design?





# What is affordable by design?





# What is affordable by design?

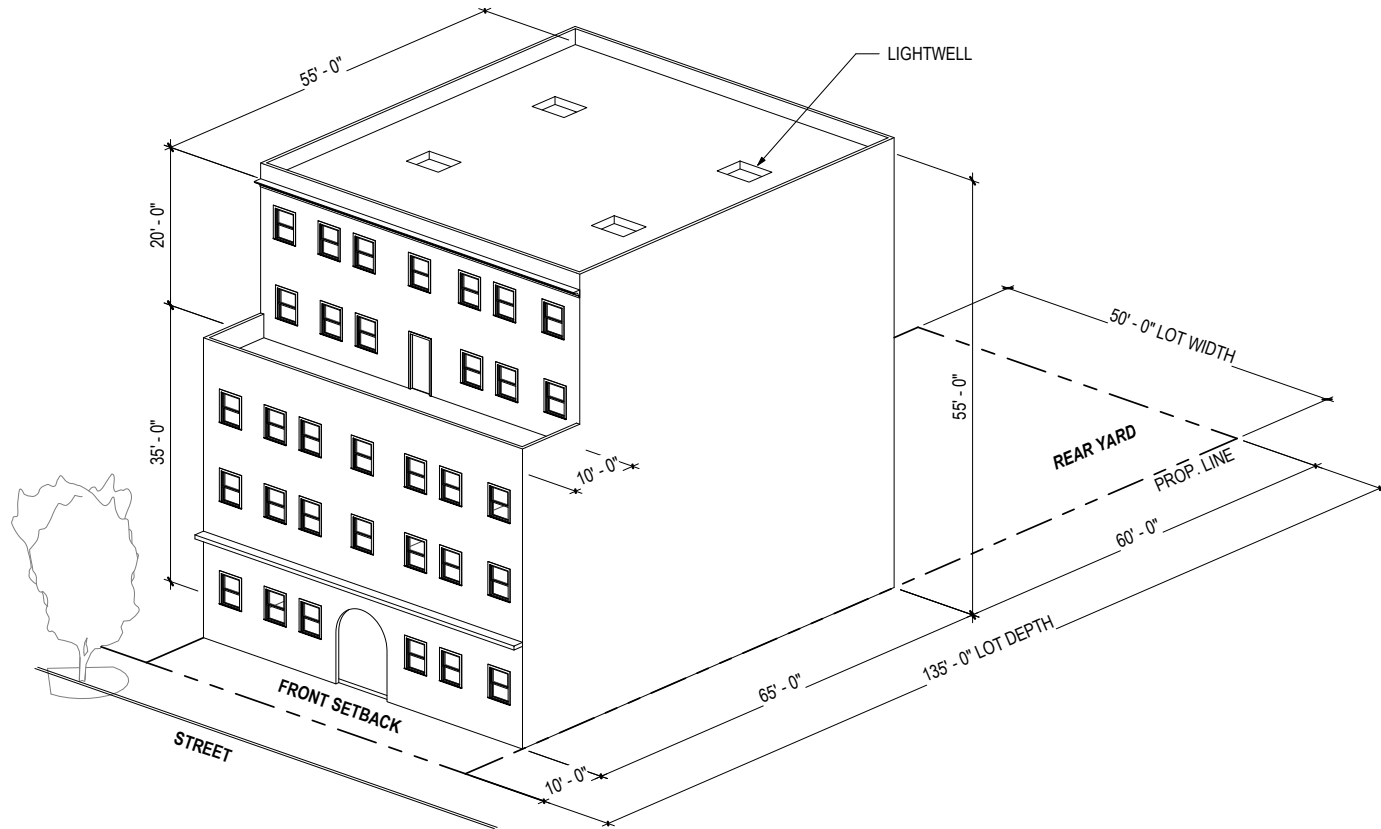




# Reform parking requirements



# Use form-based requirements rather than density maximums



## Strategy 3

**Make great places for people to live, work and play.** Reform existing plans and codes to create neighborhoods with a mix of housing, commercial spaces and public places, creating a virtuous cycle that will achieve the city's goal of attracting both new jobs and residents.



# Require good design and active uses at the ground floor





# Require good design and active uses at the ground floor



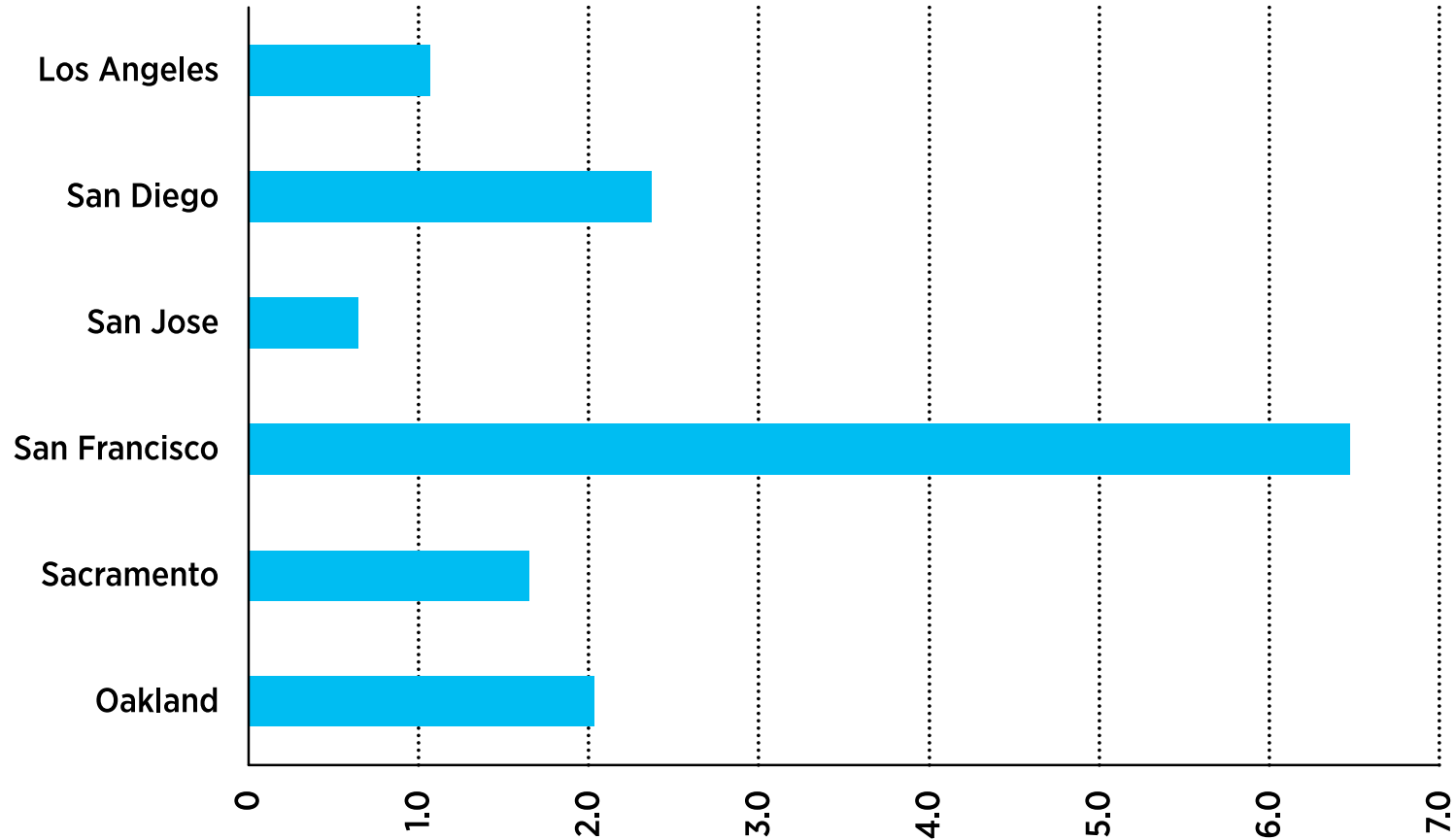
# Require residential densities in transit locations to support retail



## Strategy 4

**Improve the city's development approvals process, aligning planning with the city's values by supporting good urban design and environmental review processes that look at how congestion impacts people and not just cars. Making these changes will help create the type of housing the city wants more quickly.**

# San Jose has fewer long-range planners per capita than other large CA cities



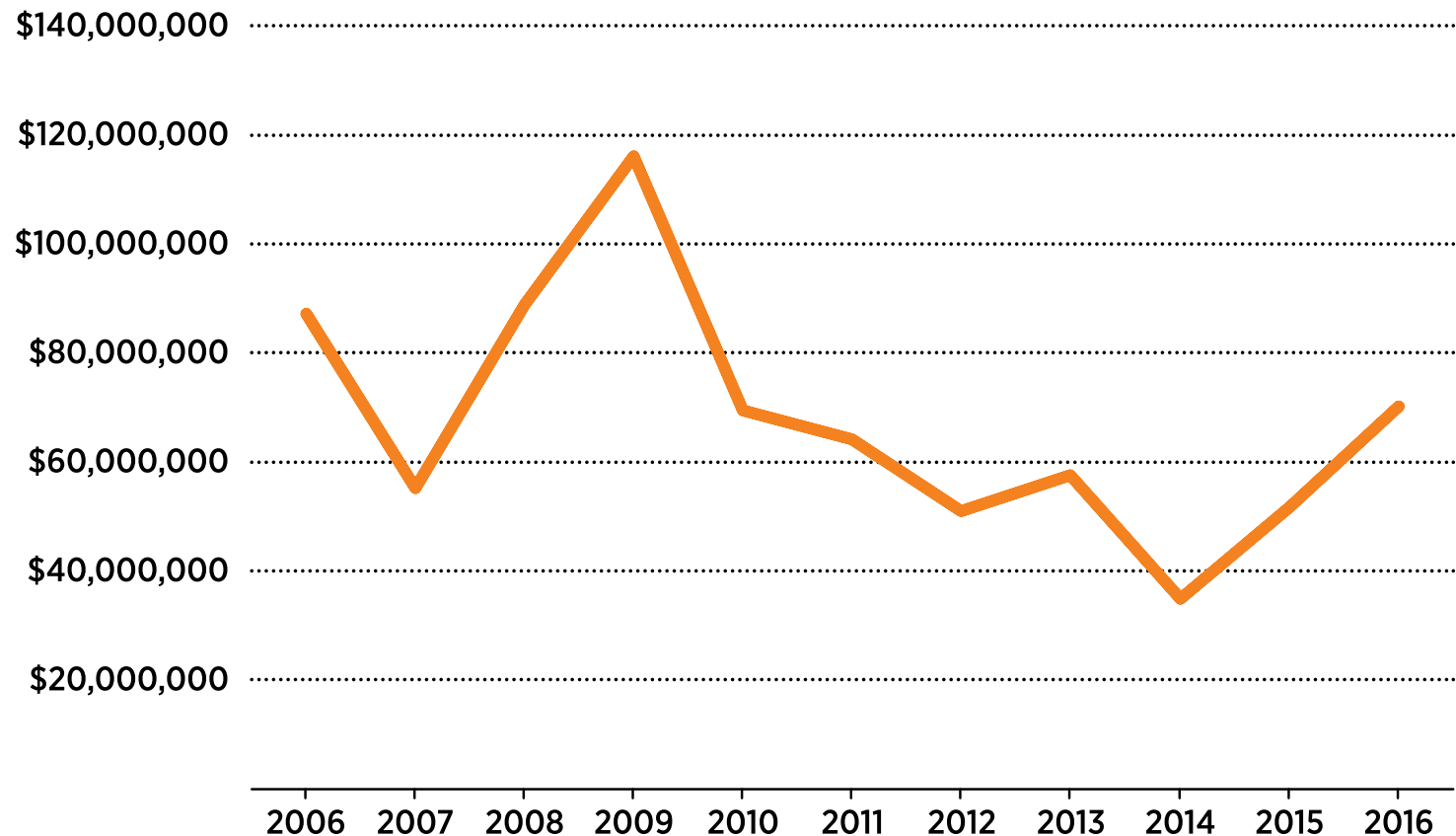
Long-range planning staff per 100,000 residents

# Strategy 5

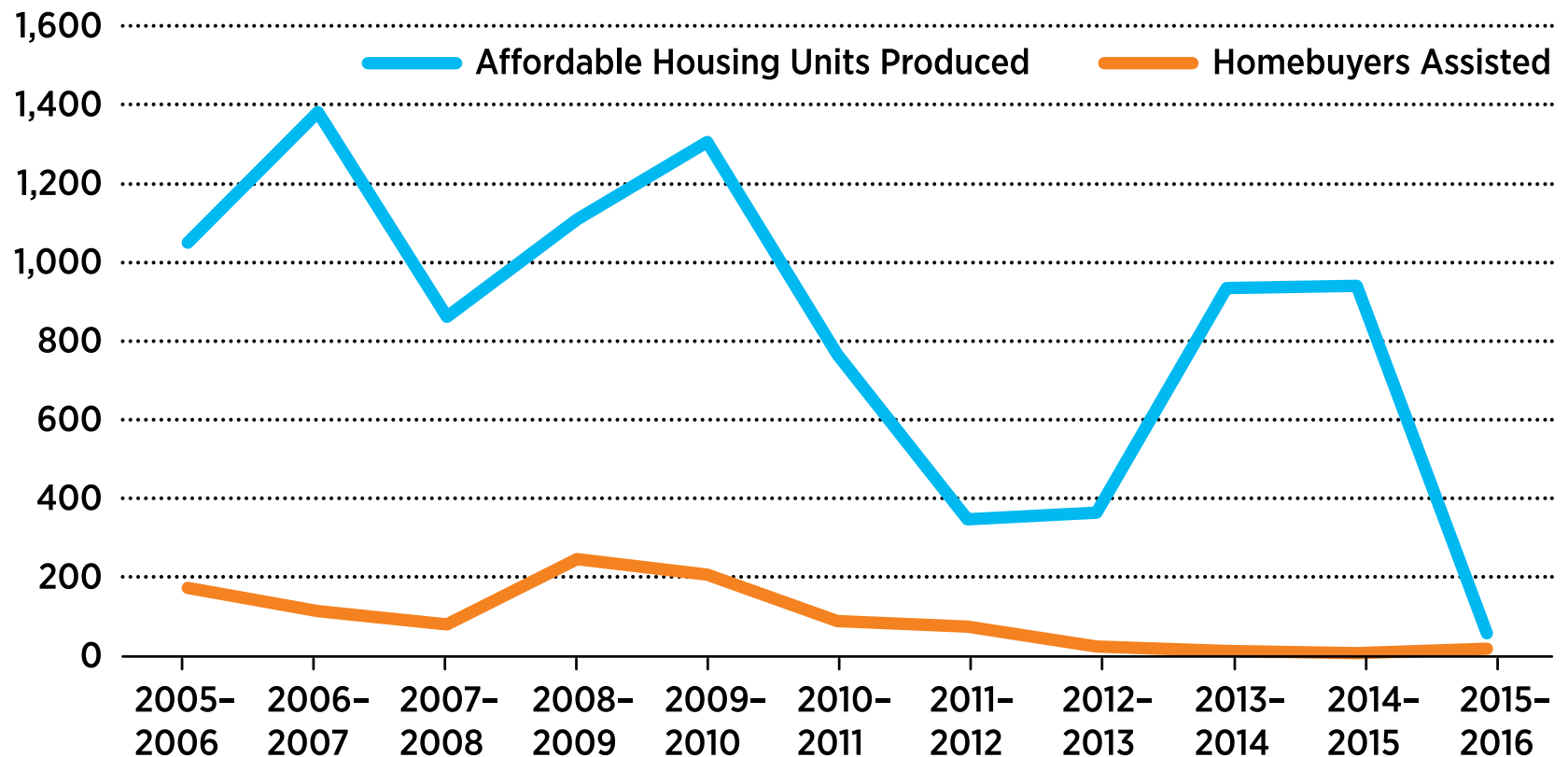
**Create more funding for affordable housing, developing resources at the state, regional and local levels and reducing costs for affordable projects.**



# Housing dept revenue has steadily decreased over the last several years



# Affordable housing in San Jose plunged with the dissolution of redevelopment



# Create new resources for affordable housing at local/regional/state levels





# Preserve affordability of existing buildings that serve low-income people



**Before:** Originally built in 1959, Garland Plaza was acquired in 2007 by nonprofit MidPen Housing.

# Preserve affordability of existing buildings that serve low-income people





# Reduce costs for affordable projects





THANK YOU



# RESPONDING TO THE HOUSING CRISIS

## Mayor's Plan

October 10, 2017



**25,000 units**  
**10,000 affordable**  
**by 2022**

**HOW?**

- 1. Accelerating Housing Construction**
- 2. Identify opportunities**
- 3. Respond to the affordable housing crisis**



# Work Underway

- **Complete the Downtown EIR**
- **Develop the Urban Village Implementation and Amenities Program**
- **Complete VMT transition**
- **Complete plans for West San Jose**

# Yes – Move Forward

- **Aligning fees**
- **Regional Approach**
- **Reimagining underutilized Business Corridors**
- **Completing General Plan Update Work**
- **Opportunity Sites**
- **Realign Urban Villages**
- **Existing Commercial Parcels**

# Yes – Move Forward

- **Missing Middle**
- **Secondary Units**
- **Anti-Displacement Strategies**
- **Dispersion**
- **Alternative public sites for the homeless**
- **State Advocacy**

# **Must be Prioritized**

- **Downtown Zoning Code Update**
- **Facilitating SJSU Student and Faculty housing**
- **Impact Fee Deferred Payment Program**
- **Regional Entitlement Fee Study**
- **Create on-line map of sites**
- **Align Zoning with the GP**
- **Empty Home/Empty Parcel Tax**
- **North San Jose – Move 4,000 units**

**Will this  
achieve the goal?**

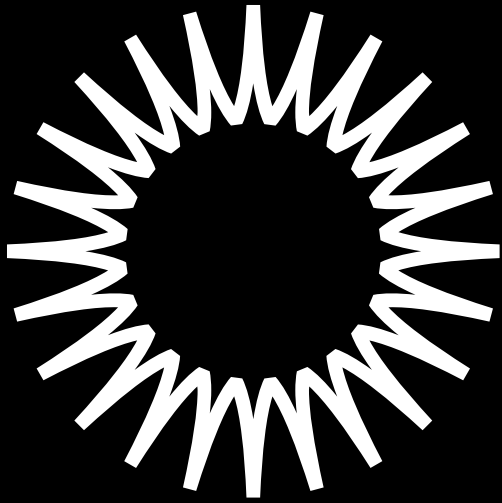


# Next Steps

- Workplan and timeline
- Additional recommendations?

# Challenges

- Market absorption
- Construction Costs
- Labor
- Additional funding source for affordable housing



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