



**SPUR**

San Francisco | San Jose | Oakland

San Jose City Council  
200 E. Santa Clara Street  
San Jose, CA 95113

March 7, 2018

Re: Agenda Item 3.1 (Potential June 5, 2018 Ballot Measure)

Dear Honorable Mayor Liccardo, Vice Mayor Carrasco and Councilmembers:

**SPUR strongly opposes the Evergreen Senior Homes Initiative.** We believe that using the ballot to make decisions about what, where and how to build is counter-productive to managing growth and damaging to the planning process. After a lengthy public engagement process, in 2011 the San Jose City Council approved a document that guides growth over a 30 period, with scheduled reviews every four years and major updates every 10. We stand by the Envision San Jose 2040 General Plan and seek to advance its key strategies including the development of infill housing through the streamlining of the Urban Village process.

SPUR was founded in 1910 as an affordable housing organization. One of SPUR's core tenets is to "make it affordable to live in the Bay Area." In 2017, SPUR published *Room for More: SPUR's Housing Agenda for San Jose* which laid out several recommended strategies to bring down the price of housing and build walkable neighborhoods. We are proponents of housing production.

However, this is not the right solution. SPUR prioritizes infill residential development within walking distance to transit, and we are committed to resourcing and building high-quality affordable housing. SPUR also disavows "ballot box zoning" in the Bay Area. The proposed measure undermines good planning and runs counter to these priorities by using the ballot box to make zoning decisions.

Thank you for the opportunity to provide comments. Please do not hesitate to reach out to us at 408-638-0083 or [talvarado@spur.org](mailto:talvarado@spur.org) with any questions or concerns.

Sincerely,

Teresa Alvarado  
San Jose Director