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.

But each time a development is proposed, only a few voices show up: those in opposition.
As these projects are considered, the long-term well-being of the city and its people is often overlooked.

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

*Identify and analyze new development projects*

*Engage community members, city leaders, and developers*

*Influence the development process & new proposals*
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