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February 25, 2013

San Jose City Council
City Hall
200 East Santa Clara Street
San Jose, CA 95113

Subject: Support to Extend High Rise Incentive Program

Dear Honorable Mayor and City Council:

SPUR is a 100-year old public policy organization that promotes good planning and good government. Over many decades we have written numerous policy reports about urban planning issues in the region, on topics ranging from the impact of the built environment on a city's fiscal health, reshaping public transit and improving urban design and environmental outcomes at the local level.

With this policy grounding, **SPUR supports the extension of the high-rise incentive program as proposed, which encourages high-density housing in the downtown.**

SPUR supports this program for the following reasons:

- 1) Increasing the supply of housing in places within walking distance of local and regional transit is critical to the City's General Plan goal to reduce vehicle miles traveled. As such, in areas where San Jose has already invested in major transit resources such as Caltrain, Light Rail, and the downtown transit mall, housing densities should be substantially increased.
- 2) Concentrating more housing near the existing downtown job center increases the livability of the downtown by bringing more people to the streets at all times of day.
- 3) Downtown San Jose continues to need more residents in order to support the existing and future retail, commercial and cultural facilities.
- 4) The economics of building high-rise development in a time without Redevelopment funding continues to be a challenge, particularly as building heights are capped in the downtown due to the airport restrictions.
- 5) This program will help the right kind of dense development to occur in a time-restricted manner.

SPUR HEADQUARTERS
654 Mission Street
San Francisco, California
94105
415.781.8726 t
www.spur.org

SPUR SAN JOSE
38 West Santa Clara Street
San Jose, California
95113
408.200.2020 x106 t
www.spur.org/sanjose

We urge you to support this extension when it comes before you tomorrow.

Sincerely,

A handwritten signature in cursive script, appearing to read "L Toeniskoetter".

Leah Toeniskoetter
Director, SPUR San Jose

Cc:
SPUR San Jose Advisory Board
City Clerk