



**SPUR**

San Francisco | San Jose | Oakland

October 31, 2017

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

**Re: Agenda Item 4.5**

Dear Honorable Mayor and Councilmembers:

In order for downtown San Jose to grow as a vibrant hub of community life, offices, housing, and public spaces must interconnect seamlessly. In our 2014 report, *The Future of Downtown San Jose*, we recommended welcoming all kinds of uses in downtown – but emphasizing jobs near transit. Having more workers in downtown creates more transit riders and new customers for beloved businesses.

Adobe has been an early adopter of urbanism in San Jose, becoming an anchor employer in the downtown core in 1996. While SPUR does not endorse or oppose specific projects, Adobe's proposed expansion is a tremendous opportunity and next step for the city.

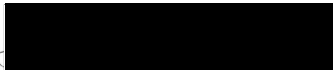
In SPUR's first report focused on San Jose, *Getting to Great Places*, we talked about the importance of urban design in creating urban places that promote quality of life, economic prospects and environmental sustainability. A dynamic skyline featuring buildings with interesting design makes San Jose more attractive, competitive and cultivates a sense of place.

In our 2017 report, *Rethinking the Corporate Campus*, SPUR highlights the role of employers in creating an active, walkable public realm. Part of the pivot towards a more urban future includes making streets attractive, safe and interesting so that people want to linger. SPUR strongly believes that, while achieving security objectives, new office buildings must connect directly to streets and adjacent public spaces, creating comfortable edges that encourage walking and cycling throughout downtown.

The location of the new tower is along a key walking/biking corridor between Diridon Station and other downtown employers, civic institutions and cultural amenities. We look forward to the many benefits this expansion will bring to the downtown, directly, and city as a whole.

Thank you for your review and consideration of these comments. Please feel free to contact us with any questions.

Sincerely,



Teresa Alvarado  
San Jose Director