



## SILICON VALLEY LEADERSHIP GROUP

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### DATE

May 12, 2022

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Bay Area News Group

**Siva Sivaram**  
Western Digital

**Tom Werner**  
SunPower

San José City Council  
200 E. Santa Clara St.  
San José, CA 95113

RE: May 17, 2022, Agenda Item 10.2 – North San José Strategy  
General Plan Amendments and Area Development Policies.

Dear Mayor and Councilmembers,

The Silicon Valley Leadership supports the memo dated May 12, 2022 from Mayor Liccardo, Councilmember Cohen, and Councilmember Perez, which implements practical and technical changes needed to make progress on creating more homes and jobs in North San José.

The Silicon Valley Leadership Group is driven by more than 350 member companies to proactively tackle issues to improve our communities and strengthen our economy, with a focus on education, energy, environment, health care, housing, tax policy, tech & innovation policy, and transportation.

For far too long housing and commercial development policies have made it infeasible or impractical to build new commercial square footage and residential uses in North San José. The proposed changes in the staff memo ensure that San José is complying with changes in state law around VMT, objective standards, and rezoning. We are also supportive of efforts to incorporate feasible affordable housing strategies in North San José as a part of this process moving forward.

The changes before you today are the first step in ensuring that North José can live up to its potential of becoming a more vibrant place to live and work. Thank you for your consideration of our comments.

Sincerely,

Vincent Rocha  
Vice President, Housing and Community Development  
Silicon Valley Leadership Group

Transmitted via email

May 16, 2021

Honorable Mayor Sam Liccardo and Members of the City Council  
City of San Jose  
200 East Santa Clara Street, 18th Floor  
San Jose, CA 95113

Dear Mayor Liccardo, and Councilmembers Arenas, Carrasco, Cohen, Davis, Esparza, Foley, Jimenez, Jones, Mahan, and Perez,

**Re: 10.2 – North San Jose Strategy**

With this opportunity to significantly increase the number of affordable homes in the City of San Jose, we are looking for explicit housing policies that center equity and inclusion in the redevelopment of North San Jose. We call on our elected officials to lead with boldness and intention in creating a San Jose that is affordable to its residents and integrated racially and socio-economically. When North San Jose was opened up for new housing development nearly two decades ago it was intended to be a transit and job-rich, new community accessible to everyone in San Jose. To realize this vision, the North San Jose Area Development Policy stated that 20% of all new homes would be affordable. This did not happen in Phase I; the policy was not followed. North San Jose was built as an exclusive community.

Reopening North San Jose to additional development was central to the Housing Crisis Workplan adopted by City Council in June 2018, a response to Mayor Liccardo's call for the development of 25,000 new homes, including 10,000 affordable homes, by 2023. Council has continuously directed staff to meet these goals, most recently in November 2020, through policies that would allow the overall new development to hit the 20% affordable goal, making up for what was not built in Phase I.

Despite council direction, the amendments and plans included in the Staff memo and ordinances retiring the NSJADP do not recommit to the 20% affordable requirement once the plan is retired, and once again the affordable housing policy work remains an under-defined work in progress. We are concerned that the policy ideas presented as under consideration, while potentially impactful, do not go far enough to address the depth or breadth of the challenge.

To make good on the promises and potential for North San Jose, Council action retiring the NSJADP must explicitly include direction to staff to:

- **Develop policies and land use tools that will make it feasible and realistic to meet the original requirement that 20% of housing built in the plan area be affordable.**
- **In addition to the rezoning overlay of appropriate sites for affordable housing and modification of the Inclusionary Housing Ordinance, consider additional policies to secure land, increase access to city resources, and lower costs for affordable housing.**
- **Return to council with specific, detailed policies for consideration, including timelines for them to return to council for final adoption.**

North San Jose should be accessible to everyone in San Jose. It is close to jobs, it is well served by transit, and it has a brand new K-12 school campus. Its build-out was originally intended to accommodate more than a quarter of the new homes in the City's General Plan and has long been prioritized for affordable housing. It would be counterproductive to allow a newly exclusive neighborhood to be built at a time when San Jose is working to confront and dismantle the ways that city policies undermine equitable access to opportunity and sustain racial and ethnic divisions that have been institutionalized over generations.

Our communities continue to struggle under a housing affordability crisis, even as our range of resources expands, and we continue to explore the potential of new tools. We call on this Council to follow through on the commitment to affordable housing in North San Jose as a recognized part of the solution.

Sincerely,

Nadia Aziz, Directing Attorney  
Law Foundation of Silicon Valley

Jeffrey Buchanan, Policy Director  
Working Partnerships USA

Fred Buzo, San Jose Director  
SPUR

Poncho Guevara, Executive Director  
Sacred Heart Community Service

Maricela Gutiérrez, Executive Director  
Services, Immigrant Rights and Education Network (SIREN)

Laura Hall, President & Chief Executive Officer  
EAH Housing.

Gregory R. Kepferle, Chief Executive Officer  
Catholic Charities of Santa Clara County

Geoffrey Morgan, President & CEO  
First Community Housing

Jennifer Loving, Chief Executive Officer  
DESTINATION: HOME

Doug Shoemaker, President  
Mercy Housing California

Zoe Siegel, Senior Director of Climate Resilience  
Greenbelt Alliance

Alex Shoor, Executive Director  
Catalyze SV

Jan Stokely, Executive Director  
Housing Choices

Andrea K. Urton, Chief Executive Officer  
HomeFirst Services of Santa Clara County

Victor Vasquez, Co-Executive Director  
SOMOS Mayfair

Jahmal Williams, Co-Chair  
Black Leadership Kitchen Cabinet of Silicon Valley

Regina Celestin Williams, Executive Director  
SV@Home

Dan Wu, Executive Director  
Charities Housing

Kevin Zwick, Chief Executive Officer  
United Way Bay Area

May 17, 2022

San José City Council  
City of San José  
200 E. Santa Clara Street  
San José CA 95113

Comments for Item 10.2 File 22-707 – City Roadmap - North San José Strategy: GPT21-003, PP21-008 & C21-018 - Amendment to the General Plan and North San José Area Development Policy; Amendment to Title 20 (Zoning Ordinance); and Amendment to Title 14, Chapter 14.29 (North San José Traffic Impact Fee Requirements).

Dear Mayor Liccardo, Vice Mayor Jones and Councilmembers:

SPUR submits this letter in regard to changes to the city's North San José Area Development Policy (ADP). We commend the city in pursuing strategies to site housing in North San José as the largest potential planning area for new housing unit development. Given that the council's adoption of this proposed policy change will retire the ADP's current affordable housing goal of 20% for residential development, the city must remain committed to measures and expending resources that will enable greater production of housing for all income levels in neighborhoods near transit and jobs.

We are supportive of strategies that will maximize affordable housing production in North San José as this process continues moving forward alongside the Housing Element update. Although the city's Inclusionary Housing Ordinance (IHO) has a 15% affordability requirement and developer alternatives to the addition of new units, the city should pursue strategies to go beyond this goal by moving forward with recommendations included in the staff memo, and by considering land acquisition for publicly owned housing sites, reducing costs for affordable projects where possible, and maximizing housing near transit service. Further, it is important for San José's commercial uses and employers to contribute to the city's resources for affordable housing.

North San José enjoys a growing transit network with ongoing local and regional investments, and employers in Silicon Valley are continuously interested in great places for people to live, work, and play. This requires reforming existing plans and codes to create neighborhoods with a mix of housing, commercial spaces and public spaces to attract both new jobs and residents.

In order for these changes to occur, it is necessary for all parties involved in updating this area development policy to work together under shared values and a commitment to building housing for all income levels in North San José. It is important to have a mixture of income and land uses, and it is our hope that by taking these critical steps to address our chronic housing shortage, San José will effectively plan for more livable and equitable communities.

Sincerely,



Erika Pinto  
San José Planning Policy Manager



Fred Buzo  
San José Director