

URBAN AGRICULTURE INCENTIVE ZONE (UAIZ) PROGRAM

www.sanjoseca.gov/urbanagzone

CASE STUDY: VALLEY VERDE

The Mission of the City of San José is to provide quality public services, facilities and opportunities that create, sustain and enhance a safe, livable and vibrant community for its diverse residents, businesses and visitors.

Development of the Urban Agriculture Incentive Zone (UAIZ) Program in 2016 created a process to help implement the City’s mission. This was done by providing opportunities for property owners, residents, non-profits and others to learn about, grow and distribute urban agricultural products.

New property owners at 466 W. San Carlos St. and 321 Gifford Ave worked with the City and a non-profit, Valley Verde, in 2016 to secure City approval of UAIZ contracts for the two properties. The contracts were approved by the City and recorded with the County of Santa Clara in the fall of 2016. Through an arrangement with the property owners, Valley Verde’s new 11,000 square foot urban agriculture project at the San Carlos and Gifford site grows vegetable seedlings in their newly installed greenhouse, offers workshops on organic gardening, and has a demonstration garden and space to build raised beds for their home garden program.

Valley Verde promotes the widespread cultivation of organic home vegetable gardens, in order to encourage healthier eating and address food insecurity—that is, the state of being without reliable access to food that is healthy and affordable—in Santa Clara Valley.



466 W. San Carlos site, photo by Valley Verde (www.valleyverde.org)

Since 2012, Valley Verde has worked with families in San José and Gilroy, providing them with intensive, year-round support to grow fresh, healthy produce at home. Their Home Gardening program provided over 280 families-in-need with raised-bed gardens and the supplies they needed to grow organic vegetables at home, along with a full year of workshops about urban agriculture and healthy eating. Valley Verde is building on the success of the Home Gardening program with a new Super Jardineros apprenticeship program, an opportunity for some of their most dedicated gardeners to gain professional-level horticultural skills and generate earned-income for themselves while contributing to the sustainability of the organization.



Photo by Valley Verde (www.valleyverde.org)



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