



Reimagining Work-Life in the Bay Area

SPUR, Regional Context and a Focus on San Jose

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Our mission is to support good planning and good government.



SPUR'S AGENDA FOR CHANGE

1. Concentrate growth inside existing cities.
2. Build great neighborhoods.
3. Make it affordable to live here.
4. Give people better ways to get where they need to go.
5. Lay the foundations of economic prosperity — for everyone.
6. Reduce our ecological footprint and prepare for climate change.
7. Support local government.

IN THE
SAN FRANCISCO
BAY AREA



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Bring people together to answer the questions that big cities face



Research and develop policy



Provide opportunities for education and engagement



Implement policy through advocacy





THE FL BERRY STATIC

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San Jose's

SPUR ARTICLE

Published on July 10, 2014

The primary author of this req
with assistance from Ratna Ai

Urban Design and Graphics: i
images courtesy Genster unte

Special thanks to all those wh

SPUR
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A ROAD ST. JAM

A strategy fo
to life throug
and stewards

SPUR WHITE PAPER

Published on August 12, 2015

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CRACKING THE CODE

Zoning and Code Reform in
San Jose's Urban Growth Areas

SPUR White Paper

Released on November 13, 2015

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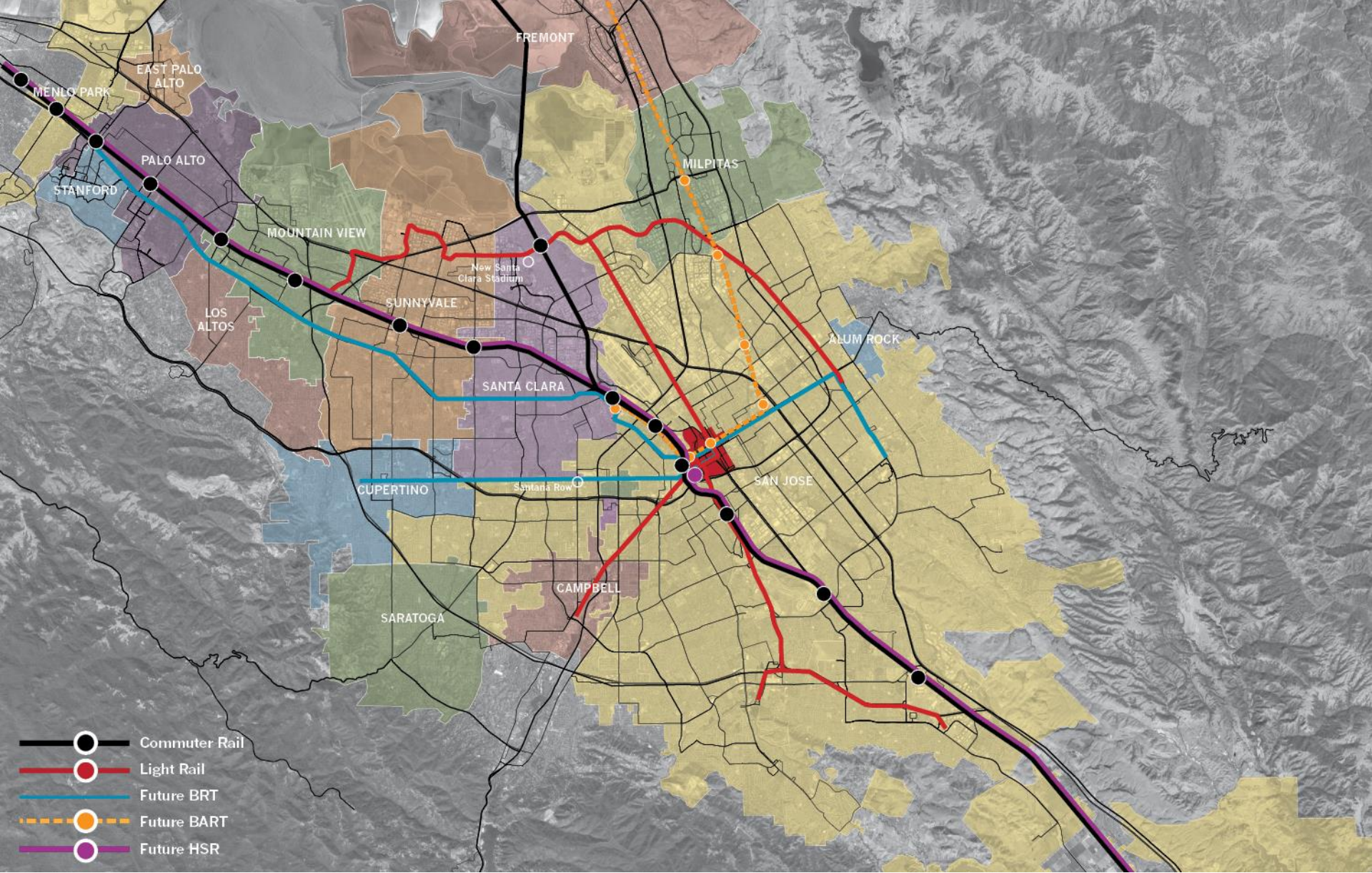


The Changing Corporate Campus and its impact on cities



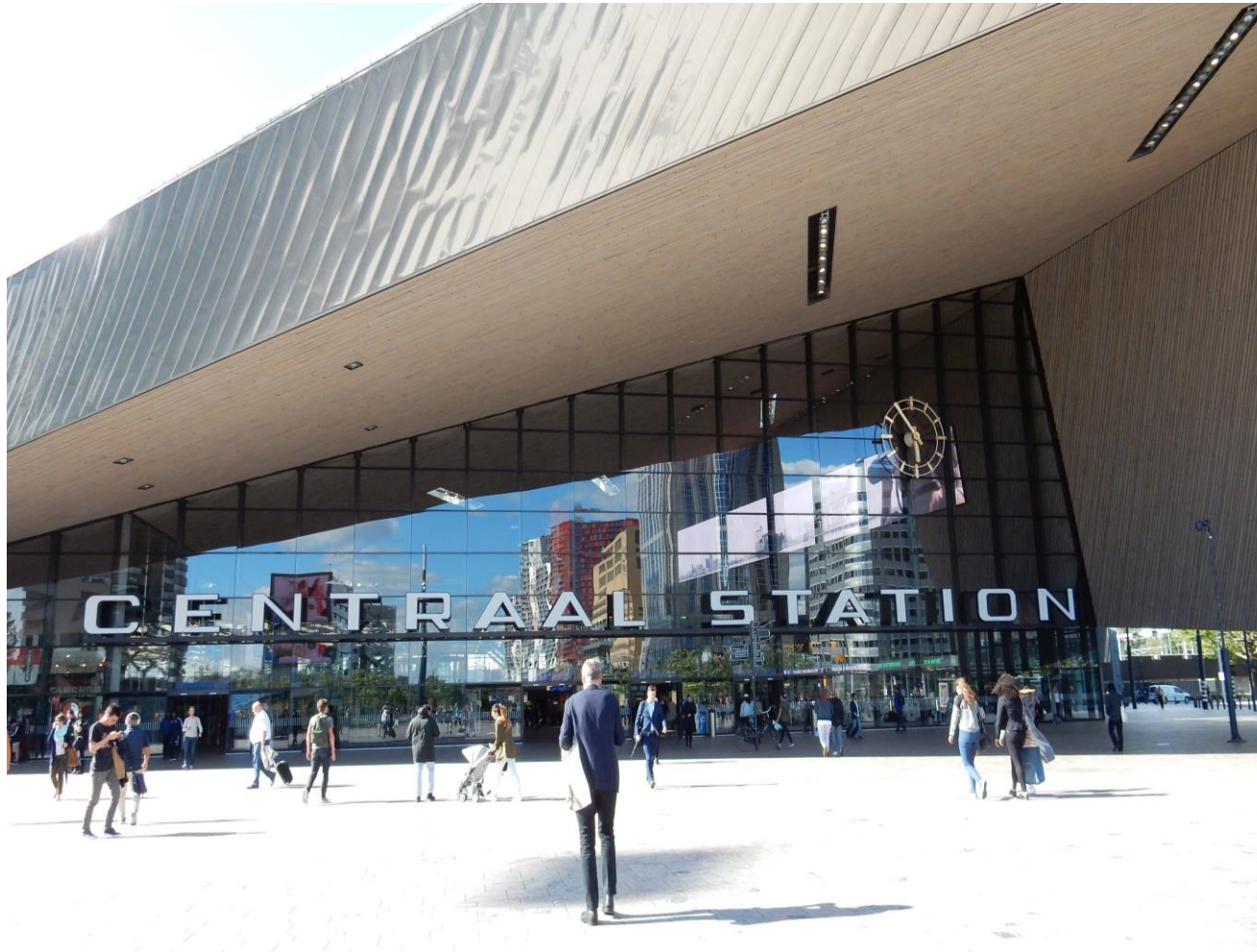
NEXT
STOP
DIRIDON





Diridon Station Area Growth: **BART**, High Speed Rail, VTA light rail & bus, ACE Capitol Corridor, Amtrak, Caltrain 

SPUR Europe Study Tour



Goals of the Study Tour

1. Inspire visionary thinking through experiential learning.
2. Generate new ideas and spark a shared commitment to action.
3. Build enduring relationships between individuals and agencies.





Get people where they want to go, when they want to go—on reliable and sustainable modes





Create compact neighborhoods with amenities in walking distance



Get to transit on space-efficient and sustainable modes



Shape San Jose into a large, lively, and significant hub of work-life in the region

PUBLIC ART FUNDING



San Jose's current ordinance is 1% of eligible Capital Improvement projects with the exception of the Airport and Regional Wastewater Facility.

In the Bay Area alone ten other cities are outcompeting us when it comes to funding public art. They either have 2% of CIP earmarked for public art, or combine a 1% CIP with 1% from private development.

10 BAY AREA CITIES	PERCENT FUNDING BREAKOUT
San Francisco, CA	2% public, 1% private = 3% total
Palo Alto, CA	1% public, 1% private = 2% total
Berkeley, CA	1% public, 1% private = 2% total
Emeryville, CA	1% public, 1% private = 2% total
Oakland, CA	1% public, 1% private = 2% total
Napa, CA	1% public, 1% private = 2% total
Livermore, CA	1% public, 1% private = 2% total
Dublin, CA	1% public, 1% private = 2% total
Petaluma, CA	1% public, 1% private = 2% total
Santa Rosa, CA	1% public, 1% private = 2% total

FUNDING BACKGROUND

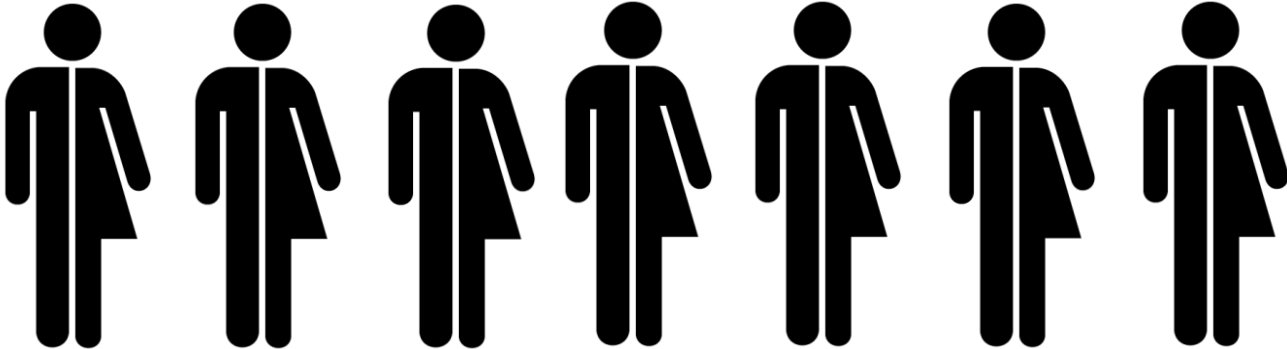
San José modified the public art ordinance:

- **From 2% to 1% (2008)**
- **Public Art Allocation for Airport art projects deferred (2010)**
- **Regional Wastewater Facility exemption(2017)**

- **Concurrently the city experienced a general fund crisis.**
- **RDA sunsetted, and RDA supported projects contributed 1% of private development to public art.**
- **Public Art program has been entrepreneurial in applying for grants and seeking interagency and private agreements (VTA, BART, VMC, Developers). These are however not consistent or reliable.**

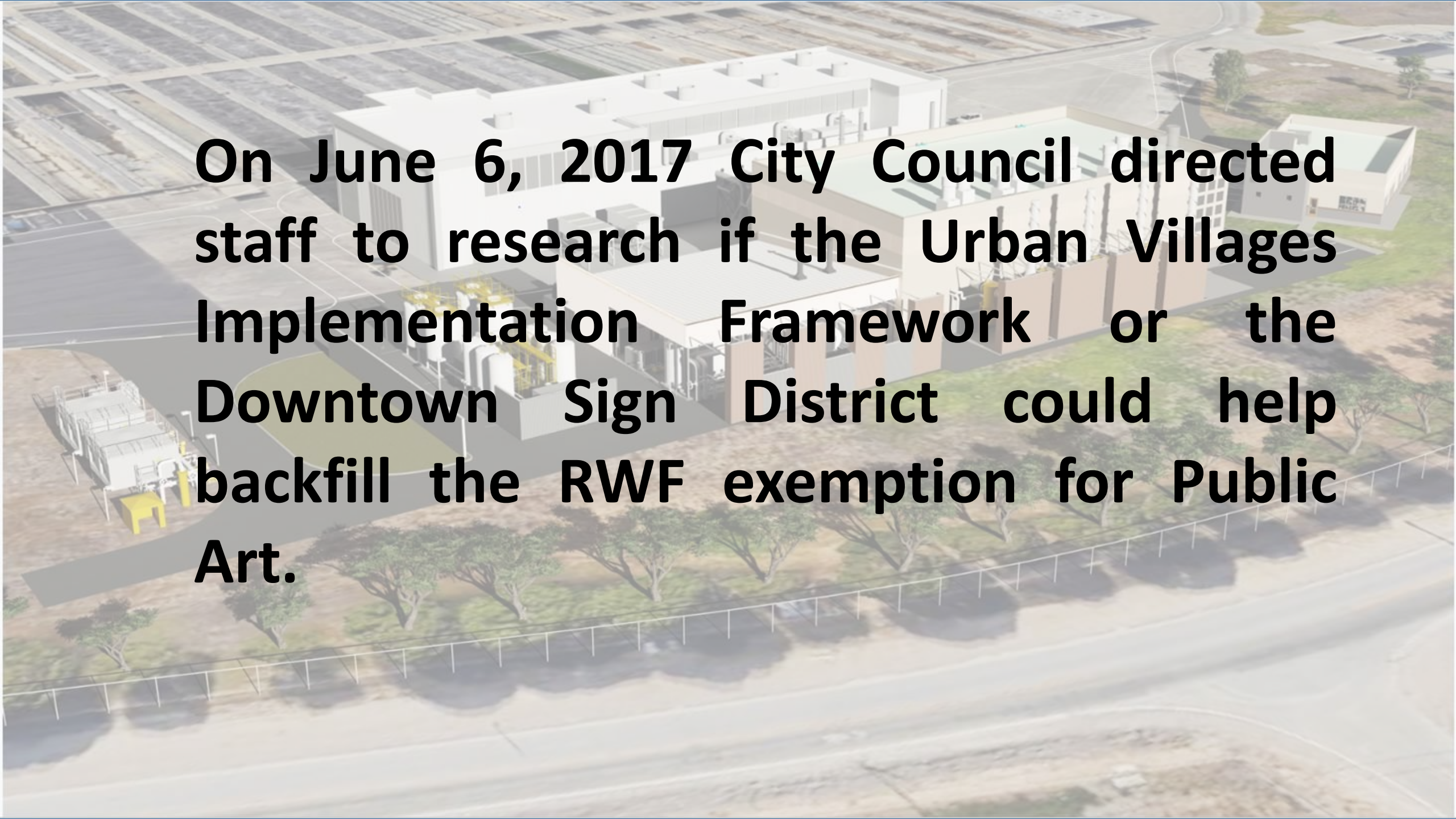


This, combined with general fund revenue challenges, decade of investment sunseting, etc. reduced the public art staffing levels from seven



To three FTE (one funded through TOT), and has cut in half the number of projects available to the public.



An aerial photograph of a large industrial or utility facility. The facility consists of several large, interconnected buildings with flat roofs, some of which are white and others are light brown. There are numerous pipes, tanks, and structural elements visible on the roofs and between buildings. The facility is surrounded by a paved area with some trees and a fence in the foreground. The background shows a large, open area that appears to be a construction site or a large parking lot with a grid of lines.

On June 6, 2017 City Council directed staff to research if the Urban Villages Implementation Framework or the Downtown Sign District could help backfill the RWF exemption for Public Art.

Urban Villages Implementation Framework Assessment:

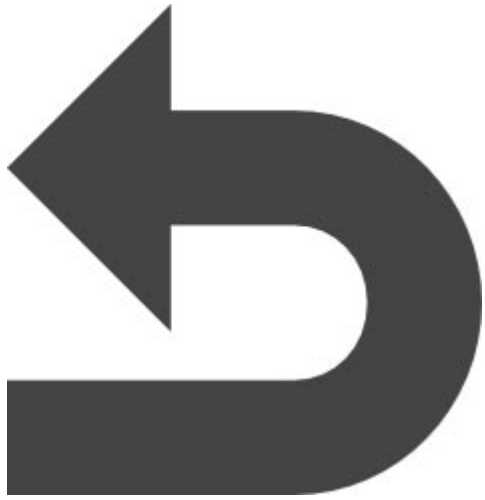
- There is no requirement for a developer to participate.
- There is no set funding percentage if the developer decides to participate.
- It is proposed the developer will have eight (8) options to choose from and among the options public art will compete with contributions towards affordable housing.
- The framework has yet to be finalized or approved. There are three horizons to this prospective development that may or may not occur and it is proposed each horizon would be released in phases by council from now until 2040.



Downtown Sign District Assessment:

- There are currently no such sign districts established in California, where environmental and tax laws tend to be more stringent.
- Staff is unsure of how long it might take to implement this program.
- If implemented, it is likely that substantial resources will be needed for ongoing district management. *It is also likely that competition for funding among programs defined as providing "community benefit" will be fierce.*

After months of research and meetings with staff engaged in the Urban Village Framework and the Downtown Sign District it was concluded that both are unreliable sources of possible funding and would not be able to backfill the RWF exemption or provide a steady source of revenue for the Public Art Program.



Options

- 1.) Return/restore the Percent for Arts allocation to pre-recession levels of 2% for all Capital Improvement Projects and Capital Improvement Infrastructure Projects, with the exemption of the Regional Wastewater Facility (RWF).
- 2.) Do nothing.

5-year forecast with RWF CIP

CIP 1% 5 year forecast with RWF	Amount
Forecasted Revenue	\$ 7,288,000
Planned CIP Public Art 2018-2022 Project Budgets Total	\$(3,095,000)
Staffing Costs and Benefits	\$ (2,046,278)
Remaining	\$2,146,722

5-year forecast WITHOUT RWF CIP

CIP 1% 5 year forecast without RWF	Amount
Forecasted Revenue	\$ 4,328,000
Planned CIP Public Art 2018-2022 Project Budgets Total	\$(3,095,000)
Staffing Costs and Benefits	\$ (2,046,278)
Remaining	(\$813,278)

5-year forecast with 2% CIP

CIP 2% 5 year forecast	Amount
Forecasted Revenue	\$ 5,595,000
Planned CIP Public Art 2018-2022 Project Budgets Total	\$(3,095,000)
Staffing Costs and Benefits	\$ (2,046,278)
Remaining	\$ 453,722

Backfilling the lost revenue re-affirms the commitment of San José to the community and the thousand plus residents that took part in the creation of the public art master plan.



