

From: [Roberta Moore](#)
To: [Pham, Kieulan](#)
Subject: Follow-up Envision 2040 Task Force Meeting January 30th
Date: Friday, February 7, 2020 3:16:38 PM

[External Email]

Dear Task Force and Council,

Thank you for your recommendation to have 3 developers perform feasibility analysis to determine what will work to increase affordable housing. Something has to change or San Jose will continue to have an affordable housing crisis at all socioeconomic levels.

I appreciate the shift to incentives and rewards based on objectives. It is crucial that development isn't blocked with unrealistic expectations. Restrictive regulations, including Inclusionary Housing Fees, are not the solution. Even in Socialist Sweden, regulation reduced building of rental units by 28% in 10 years.

Here are ideas for incentives I wanted to share last week at the Envision 2040 Task Force meeting before we ran out of time.

I believe it is important to change the requirements to create an even playing field for the local companies who care about the quality of San Jose. This can be done by creating an incentive program that rewards the builder/developer with points, that will equate to reduced fees and/or more units, if they execute on the desired goals. One way to improve the public benefit ideals (quality, livability, ratio, and appearance of neighborhoods) is by measuring square feet built and/or preserved and give points and/or reduced fees based on these measurements.

Here is a preliminary list to consider with ideas for measurement:

- <!--[if !supportLists]-->• <!--[endif]-->Reduce Energy Consumption: Build more green. Measure according to LEED's standards.
- Reuse: Recycle materials from buildings being torn down. Measure volume recycled. Places like Habitat for Humanity can reuse materials. This takes more time and costs more money. The Government has given tax incentives to homeowners for this.
- <!--[if !supportLists]-->• <!--[endif]-->Support commercial/residential balance. Measure ratio.
- <!--[if !supportLists]-->• <!--[endif]-->Preserve neighborhood character. Measure square feet copied or preserved.
(Refer to Daniel Parolek's Missing Middle Housing Presentation 12/18/19)
- <!--[if !supportLists]-->• <!--[endif]-->Preserve intrinsic historic value of neighborhoods (ex: Japan town) Measure square feet preserved.
- <!--[if !supportLists]-->• <!--[endif]-->Preserve trees and open space. Measure number of

trees preserved or planted and square feet of open space (nature) that remains. High density in-fill goals help. Extend this.

• Create communities. Places to meet and play.
Measure square feet.

• Reduce greenhouse emissions and support transit use.
Measure distance to public transit built and planned.

• Build affordable housing. Measure number of bedrooms. Create minimum standards for size of bedroom.

These can be measured using square footage. When goals are established, they can be based on percent of total. I hope the developers involved in evaluating feasibility will look at these items and consider which ideas would work for them.

With respect, I hope you will consider these ideas.

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