Webinar

Grand Boulevards: A Framework for Workforce Housing, Environmental Repair, and Economic Balance

Date: September 17, 2021

00:00:04 --> 00:00:07: OK, welcome everyone. My name is Rosie Heppner.
00:00:07 --> 00:00:10: I am a director with you allies to Williger Center
00:00:11 --> 00:00:11: for housing.
00:00:11 --> 00:00:14: Thank you for joining us on this Friday afternoon or
00:00:14 --> 00:00:14: morning.
00:00:14 --> 00:00:17: If you're in the West Coast,
00:00:17 --> 00:00:20: we do these monthly webinars next month.
00:00:20 --> 00:00:22: Of course we will not have one as we have
00:00:22 --> 00:00:23: utilized fall meeting.
00:00:23 --> 00:00:26: But I am pleased to be joined today by two
00:00:27 --> 00:00:30: wonderful speakers to talk about workforce,
00:00:30 --> 00:00:35: housing, environmental repair and economic balance by revitalizing grand boulevards.
00:00:35 --> 00:00:39: So just quick housekeeping items.
00:00:39 --> 00:00:42: This is being recorded and will be available sometime next
00:00:43 --> 00:00:43: week.
00:00:43 --> 00:00:47: I will send an email when it is ready.
00:00:47 --> 00:00:50: We will be taking Q&A so please use the Q&A
00:00:50 --> 00:00:53: function for that and we will get around to it
00:00:53 --> 00:00:55: in the last 15 minutes or so.
00:00:55 --> 00:00:57: And last but not least,
00:00:57 --> 00:00:58: I'd like to introduce our speakers.
00:00:58 --> 00:01:02: Today we have Michelle Malanka Frey who is our executive
00:01:02 --> 00:01:04: director of Eli San Francisco.
00:01:04 --> 00:01:07: She will be opening up the discussion and speaking a
00:01:07 --> 00:01:09: little bit about the work in the Bay Area.
00:01:09 --> 00:01:12: By ULI. And then we will hear from Peter Calthorpe
00:01:12 --> 00:01:14: who is the senior Vice president of HDR,

00:01:14 --> 00:01:17: Inc, who also sponsored this webinar.
00:01:17 --> 00:01:18: He is the author of many books,
00:01:18 --> 00:01:22: including sustainable communities in the 80s that began many discussions
00:01:22 --> 00:01:23: on the topic.
00:01:23 --> 00:01:27: We will be discussing today and most recently published urban
00:01:27 --> 00:01:29: standards for sustainable development.
00:01:29 --> 00:01:33: With that I will pass it over to Michelle to
00:01:33 --> 00:01:34: begin the conversation.
00:01:34 --> 00:01:36: Thank you again for joining
00:01:36 --> 00:01:40: us. Thank you Rosie. I'm really excited to be here
00:01:40 --> 00:01:43: today for most of my professional life.
00:01:43 --> 00:01:45: I've been working in sustainable Urban Development,
00:01:45 --> 00:01:48: so of course I'm very familiar with Peter Calthorpe and
00:01:48 --> 00:01:51: it's my great honor to be in conversation with him
00:01:51 --> 00:01:55: after his presentation talking about this idea of really reimagining
00:01:55 --> 00:01:58: or arterial corridors. It's not only create more sustainable cities,
00:01:58 --> 00:02:02: but to also build the housing that we so desperately
00:02:02 --> 00:02:04: need here in California.
00:02:04 --> 00:02:06: About four years ago here at ULI San Francisco,
00:02:06 --> 00:02:09: we started an initiative called Housing the Bay and it
00:02:09 --> 00:02:12: was really to address this biggest land use challenge that
00:02:12 --> 00:02:13: we have.
00:02:13 --> 00:02:15: And essentially it's really the driver of our.
00:02:15 --> 00:02:17: Some of our biggest climate challenges,
00:02:17 --> 00:02:20: which is our desperately. Our shortage of housing and just
00:02:21 --> 00:02:23: to give you a sense of the scale of how
00:02:23 --> 00:02:24: much housing we need,
00:02:24 --> 00:02:27: most studies would indicate we need about 2 million units
00:02:27 --> 00:02:30: of housing with another 1.5 million.
00:02:30 --> 00:02:32: On top of that in the next decade and to
00:02:32 --> 00:02:35: give you a sense of how much we actually build.
00:02:35 --> 00:02:39: Starting in about 2008, every year we build we've been
00:02:39 --> 00:02:43: building about 100,000 units of housing so nothing really to
00:02:43 --> 00:02:45: address the scale of the challenge.
00:02:45 --> 00:02:47: So that's why we wanted to look at this at
00:02:47 --> 00:02:48: ULI San Francisco,
00:02:48 --> 00:02:51: and we wanted to try to understand and look at
00:02:51 --> 00:02:54: how our Members could bring to bear their expertise on
00:02:55 --> 00:02:55: this issue,

00:02:55 --> 00:03:00: and we decided to look at several areas and we
00:03:00 --> 00:03:05: looked across the range of issues and how we got
00:03:05 --> 00:03:07: into this mess.
00:03:07 --> 00:03:11: Is not anyone particular reason it's really 40 years of
00:03:11 --> 00:03:13: land use policy tax,
00:03:13 --> 00:03:16: governance decisions and I know Peter is going to talk
00:03:16 --> 00:03:18: a lot about the specific challenges and how we got
00:03:18 --> 00:03:20: here so I won't do that.
00:03:20 --> 00:03:22: But I would just like to say that it's kind
00:03:22 --> 00:03:24: of it took a lot to get us here and
00:03:24 --> 00:03:27: much like climate change and carbon emissions,
00:03:27 --> 00:03:28: we can't roll it back.
00:03:28 --> 00:03:31: We can't repeal some law and everything is going to
00:03:31 --> 00:03:32: be OK.
00:03:32 --> 00:03:34: All we can do is go forward from where we
00:03:34 --> 00:03:36: are right now and we really want to focus on
00:03:36 --> 00:03:36: solutions.
00:03:36 --> 00:03:39: So we've been. Looking at the cost of building come
00:03:40 --> 00:03:42: just a data point for those of you,
00:03:42 --> 00:03:45: not from around here to build a unit of affordable
00:03:46 --> 00:03:47: housing in San Francisco.
00:03:47 --> 00:03:50: Right now costs about $750,000,
00:03:50 --> 00:03:54: possibly a little cheaper. Silicon Valley in Oakland,
00:03:54 --> 00:03:57: but not much. And we wanted to look at innovative
00:03:57 --> 00:04:01: financing for middle income housing so we know that luxury
00:04:01 --> 00:04:05: housing has a business model and affordable housing with access
00:04:05 --> 00:04:07: to tax credits. Has a business model.
00:04:07 --> 00:04:09: But how do we pay for that missing middle?
00:04:09 --> 00:04:13: So we've looked all over the country for different examples
00:04:13 --> 00:04:15: of innovative financing techniques.
00:04:15 --> 00:04:18: We've also looked at the Community process and how right
00:04:18 --> 00:04:21: now it is inherently undemocratic,
00:04:21 --> 00:04:23: and how we could make it more efficient and more
00:04:23 --> 00:04:27: democratic looking at policy law was lots of regional and
00:04:27 --> 00:04:28: state policies coming out.
00:04:28 --> 00:04:31: Hopefully in the Q&A we'll get to some bills that
00:04:31 --> 00:04:35: were just signed by our governor yesterday and also looking
00:04:35 --> 00:04:35: at equity.
00:04:35 --> 00:04:38: So looking at the history of.
00:04:38 --> 00:04:41: Structural racism, gentrification, and displacement,
00:04:41 --> 00:04:45: but also solutions, for example.

00:04:45 --> 00:04:49: Home and black homeownership. As a way to increase wealth
00:04:49 --> 00:04:50: equality.
00:04:50 --> 00:04:54: Now I mentioned all of this because it's actually relevant
00:04:54 --> 00:04:55: to today's discussion,
00:04:55 --> 00:04:58: so you're going to be hearing today from Peter about
00:04:58 --> 00:04:59: workforce housing,
00:04:59 --> 00:05:02: about middle income, housing, about the cost of construction,
00:05:02 --> 00:05:06: about time and delays to getting housing built.
00:05:06 --> 00:05:08: And as you can tell from really,
00:05:08 --> 00:05:09: I've been talking about it.
00:05:09 --> 00:05:12: We've really approached it from looking at this myriad of
00:05:12 --> 00:05:15: solutions because there are a myriad of challenges and each
00:05:16 --> 00:05:17: one being incremental,
00:05:17 --> 00:05:19: and that the idea was that if we did enough
00:05:19 --> 00:05:19: of them,
00:05:19 --> 00:05:22: we could layer them on and make a dent and
00:05:22 --> 00:05:25: looks exciting about what we're going to hear about today.
00:05:25 --> 00:05:29: Is that it's really a bold vision that could,
00:05:29 --> 00:05:33: if we implemented it, could actually potentially create housing at
00:05:33 --> 00:05:33: a scale,
00:05:33 --> 00:05:35: not only create more sustainable cities,
00:05:35 --> 00:05:38: but create housing at a scale that's really commensurate.
00:05:38 --> 00:05:41: With the problem. So with that it is my great
00:05:41 --> 00:05:44: pleasure to introduce Peter Cowper.
00:05:46 --> 00:05:48: Hi everybody, thanks for coming up.
00:05:48 --> 00:05:50: Let's see do I get a picture?
00:05:52 --> 00:05:55: I guess I'll just continue.
00:05:55 --> 00:05:59: So I've been working on this issue from many scales
00:05:59 --> 00:06:00: for a long time.
00:06:00 --> 00:06:03: We started doing regional plans in the United States back
00:06:04 --> 00:06:05: in the late 80s,
00:06:05 --> 00:06:08: and the notion of a regional plan was housing was
00:06:08 --> 00:06:11: not a city by city challenge.
00:06:11 --> 00:06:15: The region had to find its own balance to put
00:06:15 --> 00:06:19: housing and workforce housing in proximity to job center,
00:06:19 --> 00:06:24: and of course regional circulation systems cross city boundaries to,
00:06:24 --> 00:06:26: to a certain degree, I always looked at.
00:06:26 --> 00:06:29: The challenge of housing at a regional scale.
00:06:29 --> 00:06:32: Not a by city, city by city or neighborhood,
00:06:32 --> 00:06:36: by neighborhood or development. By development.

00:06:36 --> 00:06:41: What that taught me is that we have a huge
00:06:41 --> 00:06:44: threshold with local control,
00:06:44 --> 00:06:50: each city designing its own housing policy leads to often
00:06:50 --> 00:06:52: too exclusionary policies,
00:06:52 --> 00:06:57: which then push housing farther and farther to the periphery.
00:06:57 --> 00:07:00: There has to be solutions for infill at this point
00:07:00 --> 00:07:03: and I'll get into the slides now to begin to
00:07:03 --> 00:07:06: just go through the thought process and also some of
00:07:06 --> 00:07:10: the brave late breaking news that we have here in
00:07:11 --> 00:07:15: California with two new housing laws being signed into being
00:07:16 --> 00:07:17: just just yesterday.
00:07:17 --> 00:07:28: Skip the slides. OK, here we are.
00:07:28 --> 00:07:30: You've heard about us. Uh,
00:07:30 --> 00:07:35: the idea of grand boulevards is a strategy to solve
00:07:35 --> 00:07:40: for many things simultaneously provide enough workforce housing in the
00:07:40 --> 00:07:43: right kinds of places near work.
00:07:43 --> 00:07:46: Evenly distributed across various cities,
00:07:46 --> 00:07:51: rich and poor. Uh, to engage in environmental repair of
00:07:51 --> 00:07:54: what I call greyfields take advantage,
00:07:54 --> 00:07:59: of course, of the dying strip retail economic sector.
00:07:59 --> 00:08:05: It should create economic balance across the region so that
00:08:05 --> 00:08:10: the workforce does have access to jobs and are no
00:08:10 --> 00:08:13: longer exiled to long commutes.
00:08:13 --> 00:08:16: Uh, I think Michelle gave you these numbers.
00:08:16 --> 00:08:19: The last number on this slide is pretty important though.
00:08:19 --> 00:08:22: Only 50% of the current population can afford housing,
00:08:22 --> 00:08:26: and that's because we're just not producing enough housing.
00:08:26 --> 00:08:29: I mean, there you can focus on one segment affordable
00:08:29 --> 00:08:32: housing or homeless or workforce.
00:08:32 --> 00:08:36: I don't think slicing and dicing the problem into smaller
00:08:36 --> 00:08:40: pieces really gets us to grand solutions in the end
00:08:40 --> 00:08:43: until we can start building housing at a rate that
00:08:43 --> 00:08:48: matches the demand, all the sectors will be troubled and
00:08:49 --> 00:08:53: all housing will be overpriced because of scarcity.
00:08:53 --> 00:08:56: You know we've had the Great American dream,
00:08:56 --> 00:08:59: the paradigm of housing for all.
00:08:59 --> 00:09:00: Well, it wasn't so much for all.
00:09:00 --> 00:09:05: It was largely for white middle class.
00:09:05 --> 00:09:09: As a subdivision in the suburbs and if you wanted
00:09:09 --> 00:09:11: a more affordable House,
00:09:11 --> 00:09:14: you just drove farther and farther into the suburbs,

00:09:14 --> 00:09:18: and so the old phrase real estate phrase drive till
00:09:18 --> 00:09:19: you qualify.
00:09:19 --> 00:09:24: I think reached a zenith in 2008 where it fundamentally
00:09:24 --> 00:09:25: collapsed.
00:09:25 --> 00:09:29: Now we tried to think about 2008 as a financing
00:09:30 --> 00:09:35: issue where the subprime mortgages came in and undermined the
00:09:35 --> 00:09:37: whole structure of debt,
00:09:37 --> 00:09:40: which then collapsed the economy.
00:09:40 --> 00:09:43: But deep down it was that we were building the
00:09:43 --> 00:09:47: wrong kind of housing in the wrong in distant locations.
00:09:47 --> 00:09:51: In places where people could no longer afford.
00:09:51 --> 00:09:53: Both the commute and the mortgage,
00:09:53 --> 00:09:56: or the rent, and when you add those two items
00:09:56 --> 00:09:57: together,
00:09:57 --> 00:10:00: you're often especially for working people.
00:10:00 --> 00:10:04: Over 50% of household disposable income,
00:10:04 --> 00:10:07: and so the idea that this solution was always at
00:10:07 --> 00:10:10: the edge collapsed economically.
00:10:10 --> 00:10:12: A lot of us were saying it was a bad
00:10:12 --> 00:10:15: idea for years because of the environmental consequences or the
00:10:15 --> 00:10:18: social consequences of those long drives.
00:10:18 --> 00:10:21: So here it is in maps Chicago.
00:10:21 --> 00:10:27: In 1998, where where are the defaults pretty distributed across
00:10:27 --> 00:10:29: the whole region in 08,
00:10:29 --> 00:10:35: there clearly the most exurban peripheral locations,
00:10:35 --> 00:10:38: and so the cost of that drive not only on
00:10:38 --> 00:10:42: the environment but also to the household pocketbook is what
00:10:42 --> 00:10:47: undermined the capacity for that particular housing paradigm to really
00:10:47 --> 00:10:51: satisfy the most fundamental needs of the middle class.
00:10:51 --> 00:10:55: So. We have to think about infill and so there
00:10:55 --> 00:10:58: are many types of infill infill and density.
00:10:59 --> 00:11:02: You know the idea that that we can just continue
00:11:02 --> 00:11:05: on with the demographics of only 25%
00:11:05 --> 00:11:09: of households now having children there you know.
00:11:09 --> 00:11:13: And the vast majority being single single moms,
00:11:13 --> 00:11:17: empty nesters, a whole range of other types that really
00:11:17 --> 00:11:21: don't quite need the Aussie and Harriet version of housing
00:11:21 --> 00:11:23: gives us a lot of elbow room.

00:11:23 --> 00:11:26: To move towards more urban forms of housing,
00:11:26 --> 00:11:30: but exactly where and how it's built is the big
00:11:30 --> 00:11:31: question.
00:11:31 --> 00:11:36: One strategy odds investigated, which I think is coherent is
00:11:36 --> 00:11:41: to convert strip commercial land along our giant arterials.
00:11:41 --> 00:11:45: The places we love the least effectively in our community
00:11:45 --> 00:11:46: into higher density,
00:11:46 --> 00:11:50: mixed use transit oriented environments.
00:11:50 --> 00:11:53: You know when you think about it,
00:11:53 --> 00:11:55: we all know these things.
00:11:55 --> 00:11:57: You know this is the UI like audience,
00:11:57 --> 00:12:01: so you're all pretty sophisticated at what the problems are.
00:12:01 --> 00:12:06: The land supply is constrained because of local jurisdictions and
00:12:06 --> 00:12:07: Nimbyism,
00:12:07 --> 00:12:10: and the reticence to convert AG land,
00:12:10 --> 00:12:15: and now we have environmental consequences to spreading out into
00:12:15 --> 00:12:15: area,
00:12:15 --> 00:12:18: Fire Zone and flood zone areas.
00:12:18 --> 00:12:23: The entitlement costs grow endlessly in the in the in
00:12:23 --> 00:12:29: the wake of local opposition and SQA construction costs going
00:12:29 --> 00:12:31: up dramatically.
00:12:31 --> 00:12:35: Fiscal impact fees are overwhelming.
00:12:35 --> 00:12:38: And of course, Dr housing costs and then the housing
00:12:38 --> 00:12:39: the affordable subsidies.
00:12:39 --> 00:12:45: So that's a pretty long list of of challenges.
00:12:45 --> 00:12:47: The politics we all know.
00:12:47 --> 00:12:50: If you've ever taken a project through the process.
00:12:50 --> 00:12:56: Is always about traffic and transportation changing neighborhood at character,
00:12:56 --> 00:13:00: whereas the community services open space in school.
00:13:00 --> 00:13:05: This housing project is going to wreck our community effectively.
00:13:05 --> 00:13:10: Uhm? I think Grand Boulevards has a solution to all
00:13:10 --> 00:13:11: of those problems.
00:13:11 --> 00:13:15: If we were to zone as of right.
00:13:15 --> 00:13:21: Commercial infill and redevelopment mixed use.
00:13:21 --> 00:13:25: It would shorten and streamline SQA and the approval process.
00:13:25 --> 00:13:29: It's not unlike what was just adopted in California SP
00:13:29 --> 00:13:30: 9 and 10,

00:13:30 --> 00:13:36: which now allows four Plex developments on single family lots.

00:13:36 --> 00:13:41: It's as of right, the local jurisdiction cannot hang it

00:13:42 --> 00:13:42: up.

00:13:42 --> 00:13:46: In a way I think we need to have certain

00:13:46 --> 00:13:51: places and certain types of housing that are immune to

00:13:51 --> 00:13:57: the endless litigation and community process that slows down reduces

00:13:57 --> 00:14:02: density and and and and create and kills housing projects.

00:14:02 --> 00:14:07: Along these boulevards we need a range of housing types.

00:14:07 --> 00:14:10: Not one size fits all depends on what community,

00:14:10 --> 00:14:16: what kind of St. What's the surrounding development?

00:14:16 --> 00:14:20: We can easily shape the right urban form for the

00:14:20 --> 00:14:21: right locations.

00:14:21 --> 00:14:23: A big part of it is to bring back tax

00:14:24 --> 00:14:28: increment financing like we used to have with redevelopment agencies.

00:14:28 --> 00:14:33: So as these corridors redevelop and the value goes up,

00:14:33 --> 00:14:37: part of that value gets captured to provide funds for

00:14:37 --> 00:14:42: transit for for street improvements for the local jurisdictions that

00:14:42 --> 00:14:44: are providing the services.

00:14:44 --> 00:14:46: I'll get into what that does,

00:14:46 --> 00:14:48: but it's really quite astounding.

00:14:48 --> 00:14:50: How much can be accomplished.

00:14:50 --> 00:14:53: And of course it can underwrite affordable housing.

00:14:53 --> 00:14:56: So that's the big idea.

00:14:56 --> 00:14:57: It's you think it's kind of simple,

00:14:57 --> 00:15:02: but and it's already an idea that's happening.

00:15:02 --> 00:15:07: It's happening because of course we've overbuilt retail and simultaneously

00:15:07 --> 00:15:11: Amazon comes along and COVID and demonstrates that we just

00:15:11 --> 00:15:14: don't need to drive down the strip and get into

00:15:14 --> 00:15:16: a big parking lot and go into a big box.

00:15:16 --> 00:15:19: We can get what we need online to a large

00:15:19 --> 00:15:20: degree.

00:15:20 --> 00:15:22: People still want to go shopping,

00:15:22 --> 00:15:26: but it's almost more of a social experience and it's

00:15:26 --> 00:15:29: got to be in a human scale environment mixed with

00:15:29 --> 00:15:33: everyday pleasures like a good restaurant or cafe.

00:15:33 --> 00:15:36: Uh, it's about the social life of a town.

00:15:36 --> 00:15:39: It's not so much about retrieving goods.

00:15:39 --> 00:15:41: You can do that mechanically now,
00:15:41 --> 00:15:45: and you know there's all sorts of data here that
00:15:45 --> 00:15:49: just shows how much underutilized greyfields we have,
00:15:49 --> 00:15:53: uh, across this country. And so this is the huge
00:15:53 --> 00:15:54: reservoir,
00:15:54 --> 00:15:58: the huge opportunity for where new housing can go.
00:15:58 --> 00:16:00: And you know, it's not a new idea.
00:16:00 --> 00:16:05: This is, you know, redeveloping greyfields in strip commercial areas
00:16:05 --> 00:16:07: has been going on for some time,
00:16:07 --> 00:16:13: and it's a it's a proven pro forma strategy.
00:16:13 --> 00:16:15: Developers are happy to do it.
00:16:15 --> 00:16:20: This isn't experimental housing. This is the kind of thing
00:16:20 --> 00:16:24: if it were zoned as of right could happen with
00:16:24 --> 00:16:27: a lot more speed and a lot less cost.
00:16:27 --> 00:16:29: So these are just across the country.
00:16:29 --> 00:16:34: Various projects that take down big box shopping centers.
00:16:34 --> 00:16:36: They're stripped areas and turn them into.
00:16:36 --> 00:16:40: In this case, Civic as well as housing opportunities.
00:16:40 --> 00:16:42: There's no mystery to this.
00:16:42 --> 00:16:44: We know how to do it.
00:16:44 --> 00:16:50: My attitude is we ought to just make it ubiquitously.
00:16:50 --> 00:16:54: Allowable and and and not have to because we know
00:16:54 --> 00:16:58: it's in the right place and we know it's the
00:16:58 --> 00:17:00: right kind of housing.
00:17:00 --> 00:17:06: We need to make sure that the process doesn't.
00:17:06 --> 00:17:10: Compromise it now some years ago we did a big
00:17:10 --> 00:17:14: vision for count in the state of California asking what
00:17:14 --> 00:17:18: would the state look like in 50 years and we
00:17:18 --> 00:17:21: posited you know two kinds of development.
00:17:21 --> 00:17:24: One was compact, walkable infill.
00:17:24 --> 00:17:26: The other one was business as usual,
00:17:26 --> 00:17:29: and we had a big tool that allowed us to
00:17:30 --> 00:17:33: do the analytics in a way we we said we
00:17:33 --> 00:17:36: could keep building places like this.
00:17:36 --> 00:17:42: With isolated shopping centers and office parks and subdivisions that
00:17:42 --> 00:17:46: really you can only get into and out of buy
00:17:46 --> 00:17:47: a car.
00:17:47 --> 00:17:49: Two more compact historic neighborhoods.
00:17:49 --> 00:17:52: This isn't downtown scale, but it's mixed use.
00:17:52 --> 00:17:56: It's walkable, has small lot single family and small apartment

00:17:56 --> 00:17:57: buildings.
00:17:57 --> 00:18:02: It's the kind of thing that happened all over California
00:18:02 --> 00:18:06: and that we think can happen all along the arterial
00:18:06 --> 00:18:10: networks that we have now dying because of Amazon.
00:18:10 --> 00:18:13: The third, of course, isn't true.
00:18:13 --> 00:18:17: Urban downtown living, which of course is now more and
00:18:17 --> 00:18:18: more popular.
00:18:18 --> 00:18:22: Even after COVID. And the numbers of difference in how
00:18:22 --> 00:18:26: those kinds of places perform is really kind of stunning.
00:18:26 --> 00:18:29: I mean, if you lived in San Francisco,
00:18:29 --> 00:18:33: you're putting out about 6 metric tons in your mobility.
00:18:33 --> 00:18:37: A carbon emissions you live in that compact neighborhood.
00:18:37 --> 00:18:40: Rockridge, next to a a Bart station.
00:18:40 --> 00:18:42: It's around 10, but if you live out in the
00:18:42 --> 00:18:42: suburbs,
00:18:42 --> 00:18:46: that's twenty. These are the kinds of numbers that make
00:18:46 --> 00:18:47: a real difference.
00:18:47 --> 00:18:51: If climate change is going to be addressed.
00:18:51 --> 00:18:53: I won't get into all the other things you know.
00:18:53 --> 00:18:58: Obviously the BMT, which is a signature for congestion,
00:18:58 --> 00:19:03: changes through radically. So we use this tool urban footprint
00:19:03 --> 00:19:08: that actually lets us very specifically very precisely place new
00:19:08 --> 00:19:13: development and analyze exactly what the outcomes of those kinds
00:19:13 --> 00:19:17: of scenarios are. So we imagine a different map and
00:19:17 --> 00:19:18: we get the impacts.
00:19:18 --> 00:19:20: And I'm going to go through this very quickly.
00:19:20 --> 00:19:25: The different maps. Uh, the two scenarios were business as
00:19:25 --> 00:19:26: usual with 70%
00:19:26 --> 00:19:32: standard, i.e. Suburban sprawl versus the growing smart,
00:19:32 --> 00:19:36: which was 55% compact. You know the low rise Rockbridge
00:19:37 --> 00:19:38: style and 35%
00:19:38 --> 00:19:41: in in more urban formats.
00:19:41 --> 00:19:42: What would the difference be?
00:19:42 --> 00:19:48: Well, it's stunning in terms of land consumption in terms
00:19:48 --> 00:19:53: of infrastructure cost in terms of public works.
00:19:53 --> 00:19:59: Uhm, onm costs. Uhm, in terms of revenue to city,
00:19:59 --> 00:20:02: it actually flips over the denser,
00:20:02 --> 00:20:06: more compact actually produces more tax revenues.
00:20:06 --> 00:20:10: Vehicle miles travels are impacted dramatically,
00:20:10 --> 00:20:13: which of course impacts people's pocketbooks.
00:20:13 --> 00:20:19: And building energy goes down because more compact

buildings are
00:20:19 --> 00:20:21: more energy conserving.
00:20:21 --> 00:20:22: The amount of water use,
00:20:22 --> 00:20:25: which of course is a giant crisis for us here
00:20:25 --> 00:20:26: in California.
00:20:26 --> 00:20:31: Goes way down as a result of just plain less
00:20:31 --> 00:20:32: yards.
00:20:32 --> 00:20:36: Upper respiratory is impacted. Health is impacted.
00:20:36 --> 00:20:38: I don't have the numbers here,
00:20:38 --> 00:20:41: but you know, a more walkable neighborhood,
00:20:41 --> 00:20:45: more bikeable neighborhoods are places where people are more active
00:20:45 --> 00:20:46: and and healthy.
00:20:46 --> 00:20:51: Are the annual saving per household for just transportation and
00:20:51 --> 00:20:52: utilities,
00:20:52 --> 00:20:58: $10,000. It's a lot of money in the world of
00:20:58 --> 00:21:01: workforce families.
00:21:01 --> 00:21:06: You know the average median income I think is 50
00:21:06 --> 00:21:09: to $60,000 in in California,
00:21:09 --> 00:21:11: and $10,000 saving is important,
00:21:11 --> 00:21:16: so intrinsically just getting the infill at the right density
00:21:16 --> 00:21:19: in the right location gets us a long way towards
00:21:19 --> 00:21:21: housing affordability.
00:21:21 --> 00:21:26: And then of course, the big one greenhouse gas emissions.
00:21:26 --> 00:21:30: Ah, you know, before we start building solar panels and
00:21:30 --> 00:21:35: wind and you know regional electrical grids and all the
00:21:35 --> 00:21:37: good things we have to do,
00:21:37 --> 00:21:41: we just need to build cities that demand less carbon,
00:21:41 --> 00:21:44: demand less energy, and therefore put out less carbon.
00:21:44 --> 00:21:47: And that it's very easy to do.
00:21:47 --> 00:21:49: The numbers here are quite stunning.
00:21:49 --> 00:21:53: So it's really a future that looks like this in
00:21:53 --> 00:21:55: LA or a future that looks like this.
00:21:55 --> 00:21:58: And So what? Everybody's been arguing about is,
00:21:58 --> 00:22:03: well, what? How exactly do you legislate and deliver this
00:22:03 --> 00:22:06: kind of compact in field development?
00:22:06 --> 00:22:12: Given the reticence of local jurisdictions to actually accept it?
00:22:12 --> 00:22:16: Uhm, I looked more closely at the Bay Area here.
00:22:16 --> 00:22:21: We had eight 800,000 jobs and only 114 thousand housing
00:22:21 --> 00:22:25: units built over a period of eight years.
00:22:25 --> 00:22:28: I mean, it's just a stunning under.

00:22:28 --> 00:22:31: So what happens is we keep creating jobs,
00:22:31 --> 00:22:32: but we don't create housing,
00:22:32 --> 00:22:36: and therein lies a really painful crisis.
00:22:36 --> 00:22:39: I started by looking at El Camino 'cause the biggest
00:22:40 --> 00:22:43: arterial 43 miles from San Francisco down to San Jose.
00:22:43 --> 00:22:45: I don't know how much time I've taken,
00:22:45 --> 00:22:48: but I think we'll do OK.
00:22:48 --> 00:22:52: And I asked the question of urban footprint to model
00:22:52 --> 00:22:55: how much commercial land is there.
00:22:55 --> 00:22:59: It turns out on that 43 miles there's 3300 acres
00:22:59 --> 00:23:02: of redevelopment potential.
00:23:02 --> 00:23:07: That's not a single shred of residential land,
00:23:07 --> 00:23:10: so if there's a cheap apartment building we don't want
00:23:10 --> 00:23:11: to tear it down,
00:23:11 --> 00:23:14: or if there's single family neighborhood backing on,
00:23:14 --> 00:23:17: we don't want to disrupt the single family neighborhood.
00:23:17 --> 00:23:23: We can insert surgically. Insert 250,000 dwelling units on one
00:23:23 --> 00:23:30: street alone through the heart of Silicon Valley without disrupting
00:23:30 --> 00:23:33: historic and stable communities,
00:23:33 --> 00:23:39: uh neighborhoods or employment zones.
00:23:39 --> 00:23:41: Little closer up, you begin to see the nature of
00:23:41 --> 00:23:42: this thing.
00:23:42 --> 00:23:44: El Camino also has the Caltrain,
00:23:44 --> 00:23:48: so there's codes as well as development on this trip,
00:23:48 --> 00:23:51: but there it is the hardest Silicon Valley.
00:23:51 --> 00:23:54: It's anywhere USA. I used to live down there.
00:23:54 --> 00:23:57: I could tell you El Camino is the one place
00:23:57 --> 00:23:58: nobody wanted to be,
00:23:58 --> 00:24:01: and a lot we can just imagine how much of
00:24:01 --> 00:24:06: this strip commercial could be replaced with housing over shops.
00:24:06 --> 00:24:09: Very easily and we drill down into it.
00:24:09 --> 00:24:13: This is what the street strip looks like at 120
00:24:13 --> 00:24:13: feet.
00:24:13 --> 00:24:18: It's big enough to become a really beautiful Boulevard.
00:24:18 --> 00:24:22: It's big enough for wide sidewalks and bikeways.
00:24:22 --> 00:24:26: Yes, still 33 lanes of cars.
00:24:26 --> 00:24:29: But also adding a BRT system.
00:24:29 --> 00:24:32: We just waste land in these environments.
00:24:32 --> 00:24:37: We let the traffic engineers kind of optimized.
00:24:37 --> 00:24:41: Autospeed as opposed to human diverse multi use so you
00:24:42 --> 00:24:46: know that is totally feasible and I'll drill down a

00:24:46 --> 00:24:48: little more on what this means.
00:24:48 --> 00:24:52: 'cause if we're going to add housing along these ribbons,
00:24:52 --> 00:24:56: we need to add transit and other forms of micro
00:24:56 --> 00:25:00: mobility and local destinations to make it a complete place.
00:25:03 --> 00:25:08: Ah, the interesting thing here was that you know,
00:25:08 --> 00:25:12: we did the computer analysis and it turned out that
00:25:12 --> 00:25:14: those quarter million homes,
00:25:14 --> 00:25:17: if we compare them with average house in the Bay
00:25:17 --> 00:25:19: Area water use was down 40%
00:25:19 --> 00:25:26: energy, 13 driving a third greenhouse gas down 45%.
00:25:27 --> 00:25:28: So every time we do this,
00:25:28 --> 00:25:32: we try to compare what living in this environment that
00:25:32 --> 00:25:34: we're hypoth Yeah,
00:25:34 --> 00:25:42: I I, hypothetical. It would perform from an environmental standpoint.
00:25:42 --> 00:25:44: Now this is the Bay Area.
00:25:44 --> 00:25:47: In general, and this is all the single family housing
00:25:47 --> 00:25:50: and the laws had just passed literally.
00:25:50 --> 00:25:53: Now say that any one of these single family lots
00:25:53 --> 00:25:55: could become a four Plex.
00:25:55 --> 00:25:58: Now my feeling is that it you know it's OK
00:25:58 --> 00:26:02: if a big house gets subdivided interior and somebody you
00:26:02 --> 00:26:06: know whose family is gone can now sublet part of
00:26:06 --> 00:26:10: their house. That's probably a good outcome.
00:26:10 --> 00:26:13: But I can see some negative outcomes.
00:26:13 --> 00:26:17: You know if somebody if a developer wants to build
00:26:17 --> 00:26:22: a four Plex and he knows that his performance depends
00:26:22 --> 00:26:26: on about a $50,000 cost per door for the land,
00:26:26 --> 00:26:31: he's gotta go and find a $200,000 house and buy
00:26:31 --> 00:26:31: it,
00:26:31 --> 00:26:33: rip it down and build a four Plex.
00:26:33 --> 00:26:36: Now that's only going to happen in places like W,
00:26:36 --> 00:26:39: Oakland and East Palo Alto.
00:26:39 --> 00:26:44: They're very low income. Minority neighborhoods will really be threatened
00:26:45 --> 00:26:49: with a bizarre kind of gentrification and what you'll get
00:26:49 --> 00:26:50: is small units.
00:26:50 --> 00:26:53: The really bad thing about the law that just passes.
00:26:53 --> 00:26:56: There's no requirement for affordable.
00:26:56 --> 00:27:02: So because even one bedroom places are so expensive in
00:27:02 --> 00:27:03: the Bay Area.
00:27:03 --> 00:27:06: It's going to be very little that changes there I'm

00:27:07 --> 00:27:07: afraid,
00:27:07 --> 00:27:09: so I'm not as in favor of that.
00:27:09 --> 00:27:13: I'm happy to see it move ahead as one component,
00:27:13 --> 00:27:17: but I still think the giant opportunity we have is
00:27:17 --> 00:27:19: these 700 miles of arterials.
00:27:19 --> 00:27:22: The cool thing is there everywhere,
00:27:22 --> 00:27:26: every community has an opportunity to do use the arterial
00:27:26 --> 00:27:27: as infill,
00:27:27 --> 00:27:28: and as we do that,
00:27:28 --> 00:27:31: we create a whole new network of transit.
00:27:31 --> 00:27:33: Now, you know, transit only functions.
00:27:33 --> 00:27:37: If it comes close to everywhere you want to go,
00:27:37 --> 00:27:40: and so one or two lines here and there just
00:27:40 --> 00:27:45: aren't gonna make us a transit oriented community.
00:27:45 --> 00:27:48: This is what happens on those 700 miles.
00:27:48 --> 00:27:54: One point almost four million new housing units of potential.
00:27:54 --> 00:27:58: Now the the the strategy I think of is that
00:27:58 --> 00:28:00: there's inclusionary of 15%
00:28:00 --> 00:28:04: that the developer bills, and then with the TIF money
00:28:04 --> 00:28:06: there's another 15%
00:28:06 --> 00:28:10: allocation of those TIF dollars for nonprofits to go out
00:28:10 --> 00:28:11: and build.
00:28:11 --> 00:28:13: So you get a total of 30%
00:28:13 --> 00:28:18: affordable out of the 1.4.
00:28:18 --> 00:28:22: So this is a win for everybody,
00:28:22 --> 00:28:25: and it distributes housing quite frankly,
00:28:25 --> 00:28:29: exactly in the kinds of places that are job rich.
00:28:29 --> 00:28:31: If you look at it,
00:28:31 --> 00:28:32: if you look at it,
00:28:32 --> 00:28:36: what happened there? If you look at it from hazards
00:28:36 --> 00:28:37: standpoint,
00:28:37 --> 00:28:40: I don't know why. Doesn't stay there,
00:28:40 --> 00:28:44: that's fire and flood and so the beauty is most
00:28:44 --> 00:28:47: of these major arterials are in safe ground.
00:28:47 --> 00:28:50: They're not running up into the hills or out into
00:28:50 --> 00:28:51: the floodplain.
00:28:51 --> 00:28:56: So it's safe area. And it would handle a lot
00:28:56 --> 00:28:57: of the expansion,
00:28:57 --> 00:29:01: and once again if we do our analysis of the
00:29:01 --> 00:29:01: UM,
00:29:01 --> 00:29:06: the environmental analysis, comparing these housings with the average,

00:29:06 --> 00:29:07: it's even better. It looks even better.
00:29:07 --> 00:29:12: Water uses down energy use driving we can easily do
00:29:12 --> 00:29:17: these analytics now and just demonstrate how so cost down
00:29:17 --> 00:29:17: 53%.
00:29:17 --> 00:29:23: So it's a powerful notion that we have this much
00:29:23 --> 00:29:24: capacity.
00:29:24 --> 00:29:30: In areas that will render really profound environmental,
00:29:30 --> 00:29:35: economic and social benefits. Here's Redwood City just showing how
00:29:35 --> 00:29:40: it touches down once again doesn't invade stable neighborhoods.
00:29:40 --> 00:29:45: Obviously there's a denser area where the Caltrain station stops
00:29:45 --> 00:29:47: and we did create a hierarchy.
00:29:47 --> 00:29:50: We looked also at La County.
00:29:50 --> 00:29:53: Astounding same kind of challenge.
00:29:55 --> 00:30:00: 1.2 million more jobs in homes and the median price
00:30:00 --> 00:30:00: at 660.
00:30:00 --> 00:30:05: Uhm, and when we looked at using that strip commercial
00:30:05 --> 00:30:06: land,
00:30:06 --> 00:30:09: there's a lot of boulevards down there.
00:30:09 --> 00:30:12: 19,000 acres, 1.6 million units of housing.
00:30:12 --> 00:30:16: So when you hear the numbers thrown around that the
00:30:16 --> 00:30:18: whole state has a deficit of 2,000,000.
00:30:18 --> 00:30:24: These two areas LA County and and the Bay Area
00:30:24 --> 00:30:24: alone.
00:30:24 --> 00:30:26: Can do it now it takes time.
00:30:26 --> 00:30:30: It's incremental. It's not all going to happen at once,
00:30:30 --> 00:30:34: but the capacity is there and therefore the investment in
00:30:34 --> 00:30:37: infrastructure should focus there.
00:30:37 --> 00:30:41: This just shows the Hazard zones fire and see once
00:30:41 --> 00:30:44: again showing that it's clear.
00:30:44 --> 00:30:49: EPS joined us and did an economic analysis perform as
00:30:49 --> 00:30:53: first looking at what is the demand by county in
00:30:53 --> 00:30:55: the five county area?
00:30:55 --> 00:31:00: Total demand just 570,000 units.
00:31:00 --> 00:31:04: Even though we have capacity for much more obviously when
00:31:04 --> 00:31:08: you paint with a broad brush and you say all
00:31:08 --> 00:31:11: this land is is by right up zoned,
00:31:11 --> 00:31:12: a lot of it won't be redeveloped.
00:31:12 --> 00:31:15: A lot of it has businesses that have life spans
00:31:16 --> 00:31:19: to play out and property owners who aren't interested in

00:31:19 --> 00:31:20: developing,
00:31:20 --> 00:31:21: so you can see the ratio.
00:31:21 --> 00:31:25: Here is, it's just a third of the capacity.
00:31:25 --> 00:31:28: Uhm, pent up demand is interesting,
00:31:28 --> 00:31:31: and how you see that in the darker bars?
00:31:31 --> 00:31:33: A lot of people say,
00:31:33 --> 00:31:35: but you're not producing much multifamily.
00:31:35 --> 00:31:38: We have a lot of single family in the Bay
00:31:39 --> 00:31:39: Area.
00:31:39 --> 00:31:42: What we need is multi family housing,
00:31:42 --> 00:31:46: especially for workforce first time home buyers.
00:31:46 --> 00:31:47: This is the point of entry.
00:31:47 --> 00:31:50: This is the missing ingredient right now.
00:31:50 --> 00:31:54: Building more single family way out in the suburbs just
00:31:54 --> 00:31:56: isn't going to serve.
00:31:56 --> 00:32:00: The needs of the true working working people in our
00:32:00 --> 00:32:03: community works for high end.
00:32:03 --> 00:32:07: Upper middle class. They did a set of performers that
00:32:07 --> 00:32:09: looked at six housing types.
00:32:12 --> 00:32:15: Uh, because we didn't say one size fits all,
00:32:15 --> 00:32:19: so we we just hypothetically created this grid on four
00:32:19 --> 00:32:20: lane roads.
00:32:20 --> 00:32:23: There's small parcels and large parcels.
00:32:23 --> 00:32:25: Each one is a different condition,
00:32:25 --> 00:32:27: so at the lowest you have a small parcel on
00:32:28 --> 00:32:28: a four lane.
00:32:28 --> 00:32:32: It's basically townhomes or live work townhomes if you get
00:32:32 --> 00:32:34: a big parcel on a four lane,
00:32:34 --> 00:32:39: it's medium density on six lane roads you go to
00:32:39 --> 00:32:43: a tuck under with ground floor retail.
00:32:43 --> 00:32:46: And you go up to a more traditional podium that
00:32:47 --> 00:32:51: is the norm that's built pretty much all over the
00:32:51 --> 00:32:52: place now,
00:32:52 --> 00:32:53: at 100 units per acre.
00:32:53 --> 00:32:55: And then, if you're near A Tod area,
00:32:55 --> 00:32:58: if it's a four four lane road,
00:32:58 --> 00:33:02: 100 units an acre, and then the highest 150 where
00:33:02 --> 00:33:05: you're near a transit station.
00:33:05 --> 00:33:07: And you're on a big and you have a large
00:33:07 --> 00:33:07: parcel,
00:33:07 --> 00:33:10: so this kind of variety could easily be part of
00:33:10 --> 00:33:11: the legislation,

00:33:11 --> 00:33:14: just to say there's a range of housing and it
00:33:14 --> 00:33:16: starts with stuff that looks like this.
00:33:16 --> 00:33:20: This is live work on a four lane road lifting
00:33:20 --> 00:33:24: the living room above this is live work on a
00:33:24 --> 00:33:27: four lane Rd ground floor shops.
00:33:27 --> 00:33:32: Uh, this is the next level up a three story
00:33:33 --> 00:33:36: walkups lofts over shops.
00:33:36 --> 00:33:38: Uh, none of this is a.
00:33:38 --> 00:33:42: You know, a surprise to any serious developer.
00:33:42 --> 00:33:45: The question is how many years of litigation and SQA
00:33:46 --> 00:33:49: analysis do you have to go through and community meetings
00:33:49 --> 00:33:51: to get this to happen?
00:33:51 --> 00:33:53: 'cause you know that there's a market for this?
00:33:53 --> 00:33:56: And that it's the right thing to do.
00:33:56 --> 00:33:59: This is there was a a plan University Ave plan
00:33:59 --> 00:34:01: made done 15 years ago.
00:34:01 --> 00:34:05: That's now being built out and kind of proving the
00:34:05 --> 00:34:06: whole concept.
00:34:06 --> 00:34:09: This is on University Ave and of course there was
00:34:09 --> 00:34:10: also to push back.
00:34:10 --> 00:34:13: People said no, we don't want these scale of buildings,
00:34:13 --> 00:34:16: but now that it's built University Ave used to be
00:34:16 --> 00:34:19: the highest crime zone in Berkeley.
00:34:19 --> 00:34:23: Now eyes on the street classic Jay Jacobs ideas.
00:34:23 --> 00:34:27: It's safe. It's interesting. People like living there.
00:34:27 --> 00:34:31: And then of course there are now ways of building
00:34:31 --> 00:34:31: very high,
00:34:31 --> 00:34:33: high density, low rise buildings.
00:34:33 --> 00:34:38: This 150 units infill in San Jose.
00:34:38 --> 00:34:42: So we then looked at these different building types across
00:34:42 --> 00:34:44: four different cities,
00:34:44 --> 00:34:48: each city with its own economic profile.
00:34:48 --> 00:34:51: What's interesting in varying land costs?
00:34:51 --> 00:34:54: One of the biggest, most interesting thing is that the
00:34:54 --> 00:34:55: variation in impact fees.
00:34:55 --> 00:35:00: Oakland has the lowest at 5000 per Unit 5 to
00:35:00 --> 00:35:00: 7000,
00:35:00 --> 00:35:04: whereas the all the other cities are around 20,000.
00:35:04 --> 00:35:08: So that's a big variation that always impacts.
00:35:10 --> 00:35:13: Proform is I'm not going to get too much in
00:35:13 --> 00:35:15: the weeds other than to say these are the six
00:35:16 --> 00:35:17: building types each city.

00:35:17 --> 00:35:20: So in Redwood City, if it's on the for sale
00:35:20 --> 00:35:20: side,
00:35:20 --> 00:35:22: it works all day and all night.
00:35:22 --> 00:35:25: As to San Jose. So if you're in Silicon Valley,
00:35:25 --> 00:35:28: you can build anything anywhere and it will work.
00:35:28 --> 00:35:30: I think that's the easy takeaway.
00:35:30 --> 00:35:33: Hayward, which is a low income community,
00:35:33 --> 00:35:36: really just townhouses work on the for sale side,
00:35:36 --> 00:35:39: but on the rent side there's a range of densities.
00:35:39 --> 00:35:43: To do work in that lowing low end community,
00:35:43 --> 00:35:46: and once again on the rental side,
00:35:46 --> 00:35:48: Oakland works for all of the building types.
00:35:51 --> 00:35:54: So that tax increment financing is a really big part
00:35:54 --> 00:35:55: of it.
00:35:55 --> 00:35:59: 'cause when the EPS did the numbers,
00:35:59 --> 00:36:04: they realized that we had a bonding capacity of $34
00:36:04 --> 00:36:07: billion based on annual.
00:36:07 --> 00:36:12: In tax increment of around 13 billion.
00:36:12 --> 00:36:15: And so we did a hypothetical pie chart of,
00:36:15 --> 00:36:18: well, how would you spend $34 billion?
00:36:18 --> 00:36:20: Well, if you spent around 30%
00:36:20 --> 00:36:24: of it on subsidized housing.
00:36:24 --> 00:36:30: You'd you'd you'd be able to pick up about 140,000
00:36:30 --> 00:36:33: units of housing.
00:36:33 --> 00:36:36: If you spend 20% of that money on mobility,
00:36:36 --> 00:36:41: IE enhancing the Boulevard, building the next generation of transit.
00:36:41 --> 00:36:46: Uhm, you could. You could spend 17 million a mile
00:36:46 --> 00:36:48: to enhance the boulevards,
00:36:48 --> 00:36:51: which is more than enough for standard BRT and a
00:36:51 --> 00:36:55: lot of the improvements that that I would like to
00:36:55 --> 00:36:56: see happen there.
00:36:56 --> 00:36:58: So finally I want to talk quickly about the next
00:36:58 --> 00:37:00: generation of transit.
00:37:00 --> 00:37:02: And no, it's not the autonomous vehicle.
00:37:02 --> 00:37:07: The autonomous vehicle is really just an A catalyst for
00:37:07 --> 00:37:11: driving more people go greater distances and send their cars
00:37:11 --> 00:37:16: circling the shopping area while they're while they're shopping.
00:37:16 --> 00:37:20: I mean, every study that's been made basically shows that
00:37:20 --> 00:37:21: it's generating.
00:37:21 --> 00:37:23: It's going to generate more miles,
00:37:23 --> 00:37:27: whether it's a Uber or a privately owned.

00:37:27 --> 00:37:31: Uhm? It'll be maybe more convenient and maybe a little
00:37:31 --> 00:37:33: safer at some point,
00:37:33 --> 00:37:36: but it's not going to solve our congestion problem.
00:37:36 --> 00:37:38: It's going to make it worse.
00:37:38 --> 00:37:40: And transit as we know it.
00:37:40 --> 00:37:43: Bart light rail. It's all too expensive.
00:37:43 --> 00:37:48: We can't afford to build a network that's ubiquitous enough
00:37:48 --> 00:37:52: to really make us a transit easy environment.
00:37:52 --> 00:37:55: But if we Add all the boulevards all of a
00:37:55 --> 00:38:00: sudden you have mobility in transit that reaches more locations
00:38:00 --> 00:38:05: more efficiently and can therefore capture a much or higher
00:38:05 --> 00:38:08: percentage of trips. So I'm back to this picture.
00:38:08 --> 00:38:11: Here, what is the nature of that technology in the
00:38:11 --> 00:38:13: middle of the road?
00:38:13 --> 00:38:15: And I think there's some exciting stuff coming along.
00:38:15 --> 00:38:18: We know that bus rapid transit is the cheapest,
00:38:18 --> 00:38:21: most affordable and therefore is very useful.
00:38:21 --> 00:38:24: And it's being used all over the world in China
00:38:24 --> 00:38:24: today.
00:38:24 --> 00:38:31: They now have autonomous rapid buses driverless which just go
00:38:31 --> 00:38:33: on lines in a road.
00:38:33 --> 00:38:35: And when you think of autonomous technology,
00:38:35 --> 00:38:40: I think it's it's ready today to be going in.
00:38:40 --> 00:38:44: Uh, in protected and defined routes,
00:38:44 --> 00:38:48: but most exciting is what they're looking at in Singapore,
00:38:48 --> 00:38:51: which is small vans on dedicated lanes.
00:38:51 --> 00:38:57: You basically organize riders into common destinations and so you
00:38:57 --> 00:38:58: go and you pick up.
00:38:58 --> 00:39:00: You get in a van and you go direct to
00:39:00 --> 00:39:01: destinations,
00:39:01 --> 00:39:06: every trip being a. Express trip so you know we
00:39:06 --> 00:39:10: can build the BRT system and we can start the
00:39:10 --> 00:39:16: old fashioned way with buses and then we can transition
00:39:16 --> 00:39:22: to autonomous buses, select it and then we can transition
00:39:22 --> 00:39:27: to vans which allow higher speeds and and lower costs
00:39:27 --> 00:39:31: so all of a sudden if you have a system
00:39:31 --> 00:39:34: that gets you moves you quicker.
00:39:34 --> 00:39:38: Both because you're not in traffic and also because you're
00:39:38 --> 00:39:40: not stopping at every station.

00:39:40 --> 00:39:42: You you have a winning situation,
00:39:42 --> 00:39:47: the analysis that fair and peers did on this was
00:39:47 --> 00:39:51: that the average speed over a BRT would be 27%
00:39:51 --> 00:39:55: improvement because of the non stop quality,
00:39:55 --> 00:39:59: the. Operations and maintenance costs goes way down.
00:39:59 --> 00:40:04: There are small electric vehicles and of course the construction
00:40:04 --> 00:40:05: costs goes way down,
00:40:05 --> 00:40:07: so I'm going to end here.
00:40:07 --> 00:40:11: 'cause I know that there's probably more interesting questions.
00:40:11 --> 00:40:16: The summary here really is a state legislation that has,
00:40:16 --> 00:40:19: as of right with design controls,
00:40:19 --> 00:40:24: has inclusionary requirements and brings back into being tax increment
00:40:24 --> 00:40:25: financing.
00:40:25 --> 00:40:27: But I'll I think I've talked too long.
00:40:30 --> 00:40:30: Sorry
00:40:31 --> 00:40:33: no, that was your right on time.
00:40:33 --> 00:40:36: Thank you so much. I'd love to dig into a
00:40:36 --> 00:40:39: few of the things I know for those people in
00:40:40 --> 00:40:41: the audience,
00:40:41 --> 00:40:42: maybe or not from California.
00:40:42 --> 00:40:45: Don't understand the magic of getting a project approved in
00:40:45 --> 00:40:46: California.
00:40:46 --> 00:40:47: Can you just kind of talk about that?
00:40:47 --> 00:40:50: It like, why don't we see more projects like this
00:40:50 --> 00:40:51: approved right now?
00:40:51 --> 00:40:54: Like why isn't it happening and maybe some of that
00:40:54 --> 00:40:57: relates to what it takes to get a project across
00:40:57 --> 00:40:57: the line?
00:40:59 --> 00:41:00: You want me to answer that?
00:41:00 --> 00:41:03: Yeah, would you want to share?
00:41:03 --> 00:41:03: You
00:41:03 --> 00:41:07: know, it's interesting there. Cities that have really adopted this
00:41:07 --> 00:41:10: Redwood City and and Mountain View and Berkeley and I
00:41:10 --> 00:41:13: think just a guy Oakland have all just seen the
00:41:13 --> 00:41:15: wisdom of it. And they're just doing it.
00:41:15 --> 00:41:20: There's no state law that allows them to have streamlined
00:41:21 --> 00:41:21: sequel.
00:41:21 --> 00:41:24: So even though the city is for it,
00:41:24 --> 00:41:26: neighborhood groups can still be against it.

00:41:26 --> 00:41:29: And neighborhood groups can bring litigation around the SQA.
00:41:29 --> 00:41:33: And therefore it's not as if it's a free ride
00:41:33 --> 00:41:36: when the city approves it.
00:41:36 --> 00:41:39: The other thing I know is that if you want
00:41:39 --> 00:41:41: to improve a whole quarter,
00:41:41 --> 00:41:43: so let's take El Camino.
00:41:43 --> 00:41:45: You have Redwood City and Mountain View.
00:41:45 --> 00:41:48: They're saying yes. But then there's Palo Alto and Atherton.
00:41:49 --> 00:41:51: The really rich places saying no thank you.
00:41:51 --> 00:41:54: We don't want house new housing in our community.
00:41:54 --> 00:41:56: We're happy to take the jobs.
00:41:56 --> 00:41:58: I've even heard the mayor of Palo Alto say we
00:41:58 --> 00:42:00: create the jobs somebody else can.
00:42:00 --> 00:42:04: Create the housing. You know,
00:42:04 --> 00:42:07: so there's this kind of exclusionary thing that goes on
00:42:07 --> 00:42:09: so we don't get the biggest benefit,
00:42:09 --> 00:42:13: and we don't have a TIF district to capture the
00:42:13 --> 00:42:17: tax increment and then put it back into the community
00:42:17 --> 00:42:18: itself.
00:42:18 --> 00:42:21: Most of it goes off to the state of California
00:42:21 --> 00:42:24: and off to special districts and things like that.
00:42:24 --> 00:42:27: Small percentage goes to the city.
00:42:27 --> 00:42:31: So you know I, I just think that we need
00:42:32 --> 00:42:38: a state level enabling legislation to pull it together.
00:42:38 --> 00:42:40: It's a solution for housing,
00:42:40 --> 00:42:46: transportation and environmental challenges all wrapped together in one.
00:42:48 --> 00:42:50: So no, you the buyer right just to kind of
00:42:50 --> 00:42:52: dig into it a little bit.
00:42:52 --> 00:42:55: The idea would be that the state could pass this
00:42:55 --> 00:42:57: kind of legislation that says if we're you want some
00:42:57 --> 00:42:58: builds,
00:42:58 --> 00:43:02: this kind of medium to high density developments along a
00:43:02 --> 00:43:04: commercial corridor,
00:43:04 --> 00:43:06: no matter what the zoning is,
00:43:06 --> 00:43:10: it's OK, and it further it would streamline the for
00:43:10 --> 00:43:11: the sequel process,
00:43:11 --> 00:43:13: which for those not in California,
00:43:13 --> 00:43:17: is the California Environmental Quality Act or Environmental Review process.
00:43:17 --> 00:43:21: Which unfortunately is gets abused as a way to stop
00:43:21 --> 00:43:22: projects.

00:43:22 --> 00:43:25: So the idea is that it would overrule zoning kind
00:43:25 --> 00:43:29: of streamlined SQA and within local control would be kind
00:43:29 --> 00:43:30: of around the design review.
00:43:30 --> 00:43:33: That sort of thing is that what you envision?
00:43:34 --> 00:43:36: Well, here's the way I think it really sort out
00:43:36 --> 00:43:38: number one is for commercial land only,
00:43:38 --> 00:43:41: so a lot of people breathe a sigh of relief
00:43:41 --> 00:43:45: when they realize that it's not coming in their neighbors.
00:43:45 --> 00:43:48: Not going to build a three story building with a
00:43:48 --> 00:43:49: 3 foot set back.
00:43:49 --> 00:43:51: Or you know, like so all of that kind of
00:43:51 --> 00:43:52: anxiety goes away.
00:43:52 --> 00:43:56: You're building on a big arterial in what was parking
00:43:57 --> 00:43:57: lot.
00:43:57 --> 00:44:00: And, uh, you know, a single Storey building so it's
00:44:00 --> 00:44:01: only rezoning?
00:44:01 --> 00:44:07: Commercial land on arterials. Not even rezoning commercial land in
00:44:07 --> 00:44:08: office parks.
00:44:08 --> 00:44:10: We don't want to disturb those businesses.
00:44:10 --> 00:44:14: Although there's a new, there's a SP6.
00:44:14 --> 00:44:16: There's a law that's actually contemplating that,
00:44:16 --> 00:44:19: so it's very focused. It's like a shot.
00:44:19 --> 00:44:21: It's like a rifle instead of a shotgun.
00:44:21 --> 00:44:23: In a way, the you know,
00:44:23 --> 00:44:27: the housing bills that just got signed our shotgun.
00:44:27 --> 00:44:29: Basically you can build a four Plex anywhere.
00:44:29 --> 00:44:33: It can be scattered. You know the density could land
00:44:33 --> 00:44:34: anywhere in our region.
00:44:34 --> 00:44:40: And so somehow a cohesive patterns of commuting and travel
00:44:41 --> 00:44:45: is going to be upended by this kind of random
00:44:45 --> 00:44:47: spray of infill.
00:44:47 --> 00:44:50: So that's the as of right and it would come
00:44:50 --> 00:44:51: with.
00:44:51 --> 00:44:54: You know, all sorts of stipulations about,
00:44:54 --> 00:44:57: well, you can do three story on this kind of
00:44:57 --> 00:44:57: lot.
00:44:57 --> 00:45:00: You know I showed you a matrix of six lot
00:45:00 --> 00:45:00: types.
00:45:00 --> 00:45:04: Well, those would be turned into design standards so that
00:45:04 --> 00:45:09: the thing doesn't overreach and become really obnoxious to

the
00:45:09 --> 00:45:10: neighbors.
00:45:10 --> 00:45:14: That's easily done. And then that if I I think
00:45:14 --> 00:45:16: you can do citywide tiff,
00:45:16 --> 00:45:18: so each city would say we're going to build.
00:45:18 --> 00:45:22: This many units on our our strip commercial land we're
00:45:22 --> 00:45:26: going to get this much money and we're going to
00:45:26 --> 00:45:29: enhance our streams by this much so it all we
00:45:29 --> 00:45:33: have the legal mechanisms to do all of this.
00:45:33 --> 00:45:36: I mean, as of right is now in place with
00:45:37 --> 00:45:40: SP 9 and 10 which say as of right you
00:45:40 --> 00:45:44: can build a four Plex and your city can't stop
00:45:44 --> 00:45:45: you.
00:45:46 --> 00:45:48: So modeling something like that.
00:45:48 --> 00:45:50: OK, you know we have some area.
00:45:50 --> 00:45:54: Just seeing audience questions and one a couple relate to
00:45:54 --> 00:45:57: this idea of incorporating green infrastructure.
00:45:57 --> 00:46:00: So you've obviously been very thoughtful about thinking about the
00:46:00 --> 00:46:01: environmental impacts of some of this design,
00:46:01 --> 00:46:05: and I, you know. And I completely agree with you
00:46:05 --> 00:46:08: that we we need that dense urban housing along corridors
00:46:08 --> 00:46:10: to really address you.
00:46:10 --> 00:46:12: Know the transportation impacts at a minimum,
00:46:12 --> 00:46:14: but they're kind of asking,
00:46:14 --> 00:46:16: you know, is there an opportunity?
00:46:16 --> 00:46:18: In all this space, there's a lot of acreage to
00:46:18 --> 00:46:19: incorporate some green infrastructure,
00:46:19 --> 00:46:23: so whether it's parks and kind of neighborhood scale,
00:46:23 --> 00:46:27: not just St trees and other kinds of things,
00:46:27 --> 00:46:29: was that any kind of a part of your vision
00:46:29 --> 00:46:30: as well.
00:46:31 --> 00:46:35: Yes, the the TIF would throws off money for,
00:46:35 --> 00:46:38: you know, the three designated we had,
00:46:38 --> 00:46:43: well, actually four designating uses affordable housing transit which will
00:46:43 --> 00:46:45: also the Whole Street remake.
00:46:45 --> 00:46:47: So you know micro mobility,
00:46:47 --> 00:46:51: sidewalks, trees, everything in in that category,
00:46:51 --> 00:46:54: then open space. Now I don't think it needs to,
00:46:54 --> 00:46:58: or necessarily should be right on the avenue.
00:46:58 --> 00:47:01: There you know there's dollars there to acquire.

00:47:01 --> 00:47:05: Open space parts where it's most appropriate in the city.
00:47:05 --> 00:47:08: Configure it, figured that out,
00:47:08 --> 00:47:13: and then the fourth category is just things to support
00:47:13 --> 00:47:14: the city.
00:47:14 --> 00:47:17: There's no question when you add a lot of people
00:47:17 --> 00:47:20: you have to add service and capacity,
00:47:20 --> 00:47:23: so one of the reasons cities are against infill of
00:47:23 --> 00:47:26: course is that it's a burden financially well,
00:47:26 --> 00:47:31: if that if we're able to contribute to supporting a
00:47:31 --> 00:47:33: proportional amount of.
00:47:33 --> 00:47:36: Public services fire. You know,
00:47:36 --> 00:47:41: parks, schools, what have you then everybody comes out whole
00:47:41 --> 00:47:45: and the numbers seem to show because the the capacity
00:47:45 --> 00:47:48: is so great that there's really a lot of.
00:47:48 --> 00:47:51: There's a golden pot in all this and it's very
00:47:51 --> 00:47:54: rare when you can solve a problem and it can
00:47:54 --> 00:47:56: generate money instead of cost money.
00:47:58 --> 00:48:00: And we're getting we have more questions around.
00:48:00 --> 00:48:02: People are really into infrastructure and I'm sure it's part
00:48:02 --> 00:48:03: of the national conversation.
00:48:03 --> 00:48:07: Infrastructure is getting a lot of people interested.
00:48:07 --> 00:48:09: You know. Potentially, you know,
00:48:09 --> 00:48:11: as we think also about resilience and kind of the
00:48:11 --> 00:48:13: infrastructure that we're going to have to upgrade.
00:48:13 --> 00:48:16: Potentially this kind of financing mechanism then could be used
00:48:16 --> 00:48:18: for something like improving.
00:48:18 --> 00:48:20: You know your sewer, water or electric.
00:48:20 --> 00:48:22: Obviously we need the grid upgrades.
00:48:22 --> 00:48:24: You mentioned that so there's kind of a way where
00:48:24 --> 00:48:25: we could use these.
00:48:25 --> 00:48:27: I mean, this would be the perfect opportunity if you're
00:48:28 --> 00:48:28: going to.
00:48:28 --> 00:48:30: Be digging up the street to you know,
00:48:30 --> 00:48:34: change the sidewalks and do other things to really do
00:48:34 --> 00:48:37: this kind of infrastructure and have you seen some great
00:48:37 --> 00:48:39: examples of this?
00:48:39 --> 00:48:41: I noticed the picture. It was very early on in
00:48:41 --> 00:48:42: your presentation.
00:48:42 --> 00:48:46: Come way way at the beginning of this kind of
00:48:46 --> 00:48:49: more densely built along like a corridor,
00:48:49 --> 00:48:51: and I wondered if that was from a real place

00:48:51 --> 00:48:52: or if that was a rendering.
00:48:52 --> 00:48:55: And also you know, wondering if we've seen any great
00:48:55 --> 00:48:58: examples of this and and newer examples not are.
00:48:58 --> 00:49:01: Older European cities, but maybe something like Vancouver,
00:49:01 --> 00:49:03: where they've been able to integrate a lot of density
00:49:03 --> 00:49:06: and still be very livable at the street scale.
00:49:06 --> 00:49:09: Well, you know, I think the image you're talking about
00:49:09 --> 00:49:10: is Wilshire Blvd.
00:49:10 --> 00:49:13: Is it? And it's real.
00:49:13 --> 00:49:16: Yeah, it's all commercial high-rise,
00:49:16 --> 00:49:18: so it's not really what I'm talking about.
00:49:18 --> 00:49:21: But it gives you a kind of A and it's
00:49:21 --> 00:49:23: taller than I'm contemplating,
00:49:23 --> 00:49:26: but it's striking image because it gives you the sense
00:49:26 --> 00:49:29: that you can have a ribbon of urbanism,
00:49:29 --> 00:49:34: whether that urbanism is office or residential,
00:49:34 --> 00:49:36: and then just beside it,
00:49:36 --> 00:49:38: you have your two story.
00:49:38 --> 00:49:44: Standard, you know American city residential neighborhood,
00:49:44 --> 00:49:46: and it's almost like a picture of the best of
00:49:46 --> 00:49:47: both worlds.
00:49:47 --> 00:49:48: You can live in a quiet,
00:49:48 --> 00:49:51: tree lined neighborhood and three blocks away.
00:49:51 --> 00:49:54: You can walk to a pretty vital urban place that
00:49:54 --> 00:49:55: has good transit,
00:49:55 --> 00:49:58: so that's what that image is about.
00:49:58 --> 00:50:00: I don't think we should.
00:50:00 --> 00:50:04: I I think the norm along these core grand boulevards.
00:50:04 --> 00:50:06: A little bit like Paris,
00:50:06 --> 00:50:09: Paris has seven story. Which used to be the walk
00:50:09 --> 00:50:11: up capacity of a human being.
00:50:11 --> 00:50:13: People would walk up seven stories,
00:50:13 --> 00:50:17: but we're now in a world where we will walk
00:50:17 --> 00:50:17: up to,
00:50:17 --> 00:50:19: you know. But you know,
00:50:19 --> 00:50:21: there was human scale to that,
00:50:21 --> 00:50:23: and I think that they were going to be around
00:50:23 --> 00:50:24: there that you know,
00:50:24 --> 00:50:28: some developers now do 2/2 levels of podium and four
00:50:28 --> 00:50:32: or five levels of a stick built the affordability side.
00:50:32 --> 00:50:35: This means that I think that we're not going to
00:50:36 --> 00:50:38: see many high-rise right high rises.

00:50:38 --> 00:50:40: Just too expensive in the Bay Area,
00:50:40 --> 00:50:43: but we can get all the density we want out
00:50:43 --> 00:50:43: of,
00:50:43 --> 00:50:46: you know, wood frame over podium.
00:50:46 --> 00:50:50: It's a highly perfected building type and we can get
00:50:50 --> 00:50:52: 150 units per acre.
00:50:52 --> 00:50:56: Uhm, ask for all that good infrastructure,
00:50:56 --> 00:50:59: yes, I mean, but let's not forget that by.
00:51:01 --> 00:51:07: Building away from flood plain building away from fire zones.
00:51:07 --> 00:51:11: We've done amazing good work in the environment and by
00:51:11 --> 00:51:15: building houses where people really can walk to the corner
00:51:15 --> 00:51:19: store and where they can get on the next generation
00:51:19 --> 00:51:23: of transit. The Autonomous van and be slipping along that
00:51:23 --> 00:51:25: road in a dedicated lane.
00:51:25 --> 00:51:29: You know, people will use their cardio so the environmental
00:51:29 --> 00:51:30: consequences are many.
00:51:32 --> 00:51:34: Yeah, and Samsung note of transit.
00:51:34 --> 00:51:37: We did have another question just related to it.
00:51:37 --> 00:51:40: Kind of seems like transit really almost needs to come
00:51:40 --> 00:51:40: first.
00:51:40 --> 00:51:41: People kind of need to know,
00:51:41 --> 00:51:44: you know, do you? Is it one question?
00:51:44 --> 00:51:46: Chicken and egg? What needs to come first?
00:51:46 --> 00:51:48: Transit or some of the development getting built?
00:51:48 --> 00:51:51: Or they both need to kind of happen concurrently?
00:51:51 --> 00:51:55: Or what is your? Do you have a sense around
00:51:55 --> 00:51:56: that kind of timing?
00:51:56 --> 00:51:57: Yeah, I think
00:51:57 --> 00:52:01: you plan it concurrently. You know if you the old
00:52:01 --> 00:52:04: specific plan mechanism in California was,
00:52:04 --> 00:52:07: you could take a large area and you could make
00:52:07 --> 00:52:08: a big plan.
00:52:08 --> 00:52:10: You have a phasing plan.
00:52:10 --> 00:52:13: You have a financing plan to financing plan with,
00:52:13 --> 00:52:17: you know, lay out what what infrastructure happens when and
00:52:17 --> 00:52:19: you know very.
00:52:19 --> 00:52:22: Particular to the project, I think the same thing would
00:52:22 --> 00:52:23: happen in these quarters.
00:52:23 --> 00:52:26: You'd have a quarter wide plan.
00:52:26 --> 00:52:30: You'd have phasing for different kinds of infrastructure improvements.
00:52:30 --> 00:52:34: And certainly right now we're building multifamily on corridors

all
00:52:34 --> 00:52:35: over the place.
00:52:35 --> 00:52:39: I mean just just where it's happening organically,
00:52:39 --> 00:52:42: and we're not supplementing it with transit,
00:52:42 --> 00:52:44: but at a certain critical mass,
00:52:44 --> 00:52:46: the transit needs to come in.
00:52:46 --> 00:52:52: And because I'm so excited about using autonomous technology create.
00:52:52 --> 00:52:56: Uhm, you know it'll be a service that's that's better
00:52:57 --> 00:52:58: than light rail.
00:52:58 --> 00:53:01: You know, light rail, just like BRT,
00:53:01 --> 00:53:03: has to stop at every station.
00:53:03 --> 00:53:07: And if that's what inhibits the overall travel speed and
00:53:07 --> 00:53:10: travel time is what people care about when they say,
00:53:10 --> 00:53:13: am I going to drive or am I going to
00:53:13 --> 00:53:16: get on transit so you know this idea that every
00:53:16 --> 00:53:18: every man is an express van?
00:53:18 --> 00:53:21: Oh, by the way, another exciting part of that technology
00:53:21 --> 00:53:23: is they don't need a private.
00:53:23 --> 00:53:28: Passing lane they there's vehicle to vehicle communications so they
00:53:29 --> 00:53:33: pass into oncoming the oncoming lane and then go back
00:53:33 --> 00:53:36: and so you know we only need two lanes of
00:53:36 --> 00:53:40: capacity to create these. This kind of free flow flowing
00:53:40 --> 00:53:44: plus you know with autonomous technology they platoon they.
00:53:44 --> 00:53:46: They're kind of cluster advance clustered together.
00:53:46 --> 00:53:49: They look like a little train and then one will
00:53:50 --> 00:53:50: split off.
00:53:50 --> 00:53:52: You know things like that.
00:53:53 --> 00:53:56: In specifically about this that the pilot then in Singapore
00:53:56 --> 00:53:57: with the?
00:53:57 --> 00:53:59: Is that how that's how they're doing that and were
00:53:59 --> 00:54:01: they piloting that like pre COVID?
00:54:01 --> 00:54:03: Or how is that still?
00:54:04 --> 00:54:05: I don't know. Yeah,
00:54:05 --> 00:54:07: I just wonder, you know,
00:54:07 --> 00:54:09: has that impacted? You know people are kind of afraid
00:54:09 --> 00:54:11: to share small spaces right now,
00:54:11 --> 00:54:14: but I'm sure that hopefully that will change change again
00:54:15 --> 00:54:15: soon.
00:54:16 --> 00:54:18: I just need to get vaccinated.
00:54:18 --> 00:54:21: Believe me we don't need to design our world around

00:54:21 --> 00:54:24: a condition that's easily solved with vaccinations.
00:54:25 --> 00:54:28: Yes, if only people would listen to you,
00:54:28 --> 00:54:31: but. But we seem to be having that challenge and
00:54:32 --> 00:54:35: I'm not sure if Rosie will let us squeeze in
00:54:35 --> 00:54:37: one more question,
00:54:37 --> 00:54:38: but I think we can
00:54:38 --> 00:54:39: absolutely go for it.
00:54:40 --> 00:54:44: And OK, uhm, shout out to you allies,
00:54:44 --> 00:54:47: healthy corridors at reports and you can look in the
00:54:47 --> 00:54:47: chat.
00:54:47 --> 00:54:50: There's a link to it.
00:54:50 --> 00:54:52: And then this is a financing question,
00:54:52 --> 00:54:56: that's a. I don't know if we don't have time
00:54:56 --> 00:54:57: to answer it,
00:54:57 --> 00:55:01: but we're gonna try. And as Jenna and well,
00:55:02 --> 00:55:05: someone suggesting. Kind of just the financing.
00:55:05 --> 00:55:09: Do we have tips available for EEIF dies?
00:55:09 --> 00:55:11: You can tell them out of my I'm out of
00:55:11 --> 00:55:14: my league here talking about financing UM,
00:55:14 --> 00:55:15: but I'm wondering, you know,
00:55:15 --> 00:55:18: are there some other good examples of where you've seen
00:55:18 --> 00:55:19: this happen?
00:55:21 --> 00:55:24: Well, I see it happen as a normal development pattern
00:55:24 --> 00:55:28: all over the country and I showed some pictures before
00:55:28 --> 00:55:31: because we know that a lot of the gravy of
00:55:31 --> 00:55:34: the strip commercial land is gone dead.
00:55:34 --> 00:55:37: I mean, Amazon has killed it all.
00:55:37 --> 00:55:39: And cities are suffering with the,
00:55:39 --> 00:55:43: you know, really decaying tax base because of it.
00:55:43 --> 00:55:47: And so a lot of it is being replaced with
00:55:47 --> 00:55:48: housing.
00:55:48 --> 00:55:52: You know where they can make the housing pencil that,
00:55:52 --> 00:55:57: if tragically was ended in California when it was part
00:55:57 --> 00:55:58: of redevelopment.
00:55:58 --> 00:56:03: So I thought for a long time redevelopment was basically
00:56:03 --> 00:56:04: a good idea,
00:56:04 --> 00:56:08: but it got abused and the basic idea was you,
00:56:08 --> 00:56:10: you know, wherever there's a rundown area,
00:56:10 --> 00:56:14: you get tax increment financing to kind of recycle the
00:56:14 --> 00:56:16: funds back in and she developed.
00:56:16 --> 00:56:20: It's really an idea. But we need to now use
00:56:20 --> 00:56:24: the same concept for these grand boulevards to transform

our
00:56:24 --> 00:56:26: strips commercial,
00:56:26 --> 00:56:29: which are in many cases blighted even in places like
00:56:30 --> 00:56:31: Silicon Valley.
00:56:31 --> 00:56:32: You drive down El Camino,
00:56:32 --> 00:56:35: and you wonder why are these things?
00:56:35 --> 00:56:39: You know, these kind of one off single Storey you
00:56:39 --> 00:56:43: parking lot environments still functioning.
00:56:43 --> 00:56:47: It's it's 'cause nobody knows you can't do anything else
00:56:47 --> 00:56:48: with the land.
00:56:48 --> 00:56:51: So I I think that that if could come back
00:56:51 --> 00:56:56: and would then reap a huge benefit and help us
00:56:56 --> 00:56:59: do a lot of the things we want to do
00:56:59 --> 00:57:01: at the same time look.
00:57:01 --> 00:57:04: The big story here is that we went out and
00:57:04 --> 00:57:08: actually measured how much land there is and then calculated
00:57:09 --> 00:57:12: how many units you could put on that land based
00:57:12 --> 00:57:18: on realistic development performance, not hypothetical,
00:57:18 --> 00:57:21: high-rise, or anything like that.
00:57:21 --> 00:57:23: And the numbers are stunning.
00:57:23 --> 00:57:28: They're so huge we have such a astounding resource,
00:57:28 --> 00:57:31: and it's it's an area where we can.
00:57:31 --> 00:57:37: We can revitalize. Uhm, something and create something great in
00:57:37 --> 00:57:38: every town.
00:57:38 --> 00:57:40: So win in every direction.
00:57:40 --> 00:57:43: I hope it too distracted by this.
00:57:43 --> 00:57:45: We're going to fix it.
00:57:45 --> 00:57:48: California's housing problem with four Plex is everywhere 'cause I
00:57:48 --> 00:57:50: don't think that's going to be.
00:57:50 --> 00:57:52: It'll be a nice feature.
00:57:52 --> 00:57:53: It's not going to really do the job.
00:57:54 --> 00:57:56: I think it's the perfect place to end.
00:57:56 --> 00:57:57: I do think is exciting.
00:57:57 --> 00:57:59: I'd like this bringing back,
00:57:59 --> 00:58:02: bringing back the kind of redevelopment way to pay for.
00:58:02 --> 00:58:05: It's this kind of surgical strike in terms of financing
00:58:05 --> 00:58:08: and also in terms of development and by right development.
00:58:08 --> 00:58:10: So thank you so much,
00:58:10 --> 00:58:13: really. Really enjoyed this conversation today.
00:58:13 --> 00:58:17: Thank you Michelle. I'd love to work more with you

00:58:18 --> 00:58:21: L I gotta start being advocates for this.
00:58:21 --> 00:58:22: This kind of thing.
00:58:24 --> 00:58:28: Well, thank you both so much for your time today
00:58:28 --> 00:58:28: Peter.
00:58:28 --> 00:58:30: That was a wonderful presentation.
00:58:30 --> 00:58:34: Thank you also HDR for sponsoring this web and R
00:58:34 --> 00:58:39: as Rachel Mccleary from utilized building healthy places.
00:58:39 --> 00:58:41: Put in the chat UI has talked a little bit
00:58:41 --> 00:58:44: about this and we have a couple of reports that
00:58:44 --> 00:58:46: you can access at the link Rachel put in the
00:58:46 --> 00:58:49: chat or great here you can see it and and
00:58:49 --> 00:58:52: then you know for upcoming tour center events.
00:58:52 --> 00:58:54: If if you want to stay involved.
00:58:54 --> 00:58:58: We are we have two sessions that you like fall
00:58:58 --> 00:58:59: meeting up on rent,
00:58:59 --> 00:59:02: regulation, eviction laws and tenant protections.
00:59:02 --> 00:59:05: There is the actual concurrent session in a interactive session
00:59:05 --> 00:59:07: during the at the member engagement area,
00:59:07 --> 00:59:10: so we hope to see you there.
00:59:10 --> 00:59:13: But yes, thank you, Michelle and Peter for giving us
00:59:13 --> 00:59:16: your time on a Friday afternoon or mid morning.
00:59:16 --> 00:59:19: I should say it was a great conversation and I'm
00:59:19 --> 00:59:22: sorry we didn't get to all the questions.
00:59:22 --> 00:59:24: Obviously we could talk about this for.
00:59:24 --> 00:59:27: Six more hours and thank you also to our audience
00:59:28 --> 00:59:28: for joining us.
00:59:28 --> 00:59:31: I hope everyone has a great weekend.

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