



August 29, 2016

Mayor Kevin Faulconer
City of San Diego
202 C Street
San Diego, CA 92101

Via Email
kevinfaulconer@sandiego.gov

Re: Uptown Community Plan Update

Honorable Mayor Faulconer:

On behalf of Housing You Matters, a new broad coalition working together to find solutions for making homes at all price points more economically feasible to develop, we ask you to consider the following comments for the Uptown Community Plan Update currently underway. Our population is growing and as is well documented, we have a severe local and regional housing shortage. Through the City's community plan updates currently in process, San Diego has the opportunity to create a balanced approach to growth by thoughtfully planning and adhering to new environmental regulations.

I. As we continue to grow into a great 21st Century global city, it is unconscionable for any community to propose downzoning the housing element in their plan updates. As we understand, Uptown's current draft plan includes a net downzone of 1900 housing units. As we are all well aware, such a downzone not only decreases desperately needed housing stock but it also drives up the price for existing stock creating a market that is impossible for middle income families to penetrate. This strategy exacerbates our housing crisis. We need more housing in all of our communities so that we create opportunities for all, not just the haves. By at least maintaining the adopted plan's residential densities—and preferably increasing those densities along transit corridors—this plan can help provide much needed housing stock to meet the needs of our growing population.

II. As a community with most of its land within Transit Priority Areas and bordering Downtown, our region's major job center, Uptown is positioned well to thoughtfully accommodate growth. Continued transit infrastructure investment to provide high quality transit is the key to ensure a thriving transit-oriented community. The increased amenities that come from a growing community like great restaurants, shops and culture will benefit this community's residents greatly.

III. The City's new Climate Action Plan (CAP) is the enforceable tool to help our city comply with State mandates to lower greenhouse gas (GHG). Reducing residential densities in a transit-rich community violates the strategies in the CAP and will prevent the City from meeting the CAP's GHG reduction goals. The City needs to review the Uptown Community Plan—and all the other community plan updates as well—for compliance with the CAP which in turn provides opportunities to create thriving communities that are more transit, bicycle and pedestrian oriented.

IV. Conclusion: Downzoning the Housing Elements of our Community Plans does not help with our housing crisis. The City of San Diego can grow by using thoughtful planning strategies that are sustainable and equitable for all. We support the City's efforts to not only move forward with updating all the community plans, including the Uptown Community Plan, but to make sure that they connect with a growing, mixed-income, multigenerational population by increasing, not decreasing, housing capacity in communities with access to transit and active transportation investments. Thank you for your consideration of these comments.

Sincerely,



Lori Holt-Pfeiler, Chair
Housing You Matters Coalition

HOUSING YOU MATTERS COALITION MEMBERS

American Institute of Architects San Diego
Association of Builders & Contractors
Atlantis Group
BNIM
Building Industry Association San Diego
Chelsea Investment Corporation
Circulate San Diego
Climate Action Campaign
Endangered Habitats League
Greater San Diego Association of Realtors
Habitat for Humanity
HG Fenton
LaCava Consulting
National Black Contractors Association
National City Chamber of Commerce
North County Hispanic Chamber of Commerce
North County San Diego Association of Realtors
San Diego County Apartment Association
San Diego Housing Federation
San Diego Land Trust
San Diego Police Officers Association
San Diego Regional Chamber of Commerce
San Diego Regional Economic Development Corp
Scripps Health
Southern CA Housing Collaborative
Walden Family Services

***For more information please contact Housing You Matters Coalition Project Consultant
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