

The Daily Transcript[®]

Established 1882

www.sdtranscript.com

Tuesday, March 7, 2017

Seeking ways to increase San Diego's housing stock

By Mary Lydon

The complexity and politics of finding solutions to build more housing for San Diego's growing population and innovative global economy while respecting the environment is daunting. In order to find success we must continually take steps together to move forward.

Housing San Diego's Future is a housing conference alliance that is doing just that. The alliance is coming together to cross promote a number of events that address the housing crisis and related issues in San Diego throughout 2017. The focus is to initiate a conversation with regional stakeholders to develop innovative and viable solutions for increasing the housing stock at all income levels while maintaining the San Diego quality of life -- now and for generations to come.

The alliance is comprised of leaders in design, housing advocacy and land use planning: the San Diego Architectural Foundation, American Institute of Architects San Diego, CityAge and Housing You Matters.

The alliance is focused on getting as many stakeholders to these events as possible. These events will bring together community members, organizations, professionals and important stakeholders as a meeting of the minds to identify and envision real solutions. By educating ourselves together we will learn what is working, what is not and what the potential solutions might be for our region.

The first event of this program is CityAge: Build the Future on April 25 and 26, 2017 at the San Diego Central Library. This national event creates a platform for local and international leaders to discuss the building of the urban economy and society, with a particular focus at the San Diego conference on the "business of housing."

The sessions will look at the partnership and investments that can build the housing stock suited to the region's future prosperity, as well as how partnerships among businesses, universities and citizens can catalyze economic growth, build social and environmental resiliency and implement the urban design that attracts talented people to the city.

The scheduled presenters include:

* Kevin Faulconer, Mayor, City of San Diego

* Jerry Sanders, President & CEO, San Diego Regional Chamber of Commerce

- * Randa Coniglio, President & CEO, Port of San Diego
- * Nick Macchione, Director of Health and Human Services Agency, County of San Diego
- * Mary Walshok, Associate Vice Chancellor and Dean of Extension, UCSD
- * Jason Anderson, President and CEO, Cleantech San Diego
- * Rick Cole, City Manager of the City of Santa Monica
- * Samuel Assefa, Director of Planning and Community Development, City of Seattle

Additional conferences include San Diego Architectural Foundation's Context Vol.4 on June 6, a unique public forum to stir the conversation about the value of excellence in the built environment, featuring a series of exhibits and lectures. Called "Neighborhoods 2027: Density, Affordability, Livability," this year's Context will focus on density and infill development.

The American Institute of Architects San Diego's Housing the Next 1 Million Planning & Design Charrette November 4-5 will be preceded by monthly workshops with the first on March 17 at the New School of Architecture and Design and the second on April 20 at Woodbury University.

At the culminating event in the fall, 12 multi-disciplinary teams of architects, planners, engineers, community planning group representatives, developers, builders, students, faculty and other practitioners will come together to create visions of neighborhood growth. The teams will present innovative ideas and solutions for increasing San Diego's housing stock.

Wrapping up the year of conferences will be the 2017 California Economic Summit in San Diego in mid-November organized by Housing You Matters, in partnership with California Forward. At this conference, leaders from the private, public and civic sectors across the state will create a shared economic agenda to expand prosperity for all.

More and more community members, business owners, policy makers and land use professionals are coming together to plan for a sustainable, prosperous and equitable future. Please attend these events to join the growing housing affordability movement in San Diego County. For registration details for all the events go to www.HousingSanDiegosFuture.org. Hope to see you at one or all of them.

Mary Lydon *is president and founder of Lydon Associates, a strategic communications consulting firm specializing in land use.*