



HOUSING DEPARTMENT

Presenter

Sarah Fields

Deputy Director

Housing Department

PROHOUSING DESIGNATION PROGRAM APPLICATION

August 7, 2025

Housing Department

Shawn Danino

Senior Development Officer

Housing Department

Jerad Ferguson

Principal Planner

Planning, Building and Code Enforcement

What is the Prohousing Designation Program?

- State designation awarded to cities and counties that have policies and programs in place to support affordable and market-rate housing production and preservation
- Obtaining Designation will acknowledge San José's drive to housing abundance and work to help meet the region and California's overall housing goals
- Application completed by Housing, Planning, Building and Code Enforcement (PBCE) and Parks, Recreation, and Neighborhood Services (PRNS) Departments in coordination with the Department of Transportation (DOT)

Benefits of a Prohousing Designation

- Get priority processing, preferences, or additional points for San José projects to access competitive funding programs including:
 - Affordable Housing and Sustainable Communities (AHSC)
 - Infill Infrastructure Grant (IIG)
 - Transformative Climate Communities (TCC)
 - Transit and Intercity Rail (TIRCP)
- Support both public projects and privately-owned affordable housing developments
- Apply for state's Prohousing Incentive Program
 - Small grant program for jurisdictions to accomplish housing work

San José's Prohousing Application



Program Category	Anticipated Points in City Application from Programs and Policies		
	Category	Enhancement	Total
1. Favorable zoning and land use	15	12	27
2. Accelerating production timeframes	21	23	44
3. Reducing construction and development costs	11	13	24
4. Providing financial subsidies	17	13	30
Total Points	64	61	125

Sample Programs in San José's Application

Program	Anticipated Points
City Infill Ministerial Review Ordinance	3
Multifamily Housing Incentive Program	4
Downtown High-rise Incentive Program	3
Preapproved Accessory Dwelling Units (ADUs)	3
Inclusionary Housing Ordinance	2
Small Multifamily Housing Program	4

Timeline

- Draft application now on public review **July 18 through August 17, 2025**
 - Draft is posted at www.sjhousing.org => Resource Library
- Two ways to make a comment:
 1. Email comment to HSG-Policy@sanjoseca.gov
 2. Make oral comment in today's Comments segment
- After review, if substantial changes made, will post again for 7-day review
- Submit application to the state by **mid-September 2025**
- State replies within 60 days after submittal, may request additional information
- Determination likely by end of calendar year, dependent on state schedule



QUESTIONS & COMMENTS



HOUSING DEPARTMENT

THANK YOU

Email comments to HSG-Policy@sanjoseca.gov

Sarah Fields

Deputy Director, Public Affairs
Housing Department
Sarah.Fields@sanjoseca.gov

Shawn Danino

Senior Development Officer
Housing Department
Shawn.Danino@sanjoseca.gov

Jerad Ferguson

Principal Planner
Planning, Building and Code Enforcement
Jerad.Ferguson@sanjoseca.gov