



Meeting  
of the  
San José  
Community & Economic Development Committee  
March 24, 2008 at 1:30 P.M.

Roll Call: Chair Nancy Pyle, Vice-Chair Nora Campos, Sam Liccardo, Member, Pete Constant, Member, Paul Krutko, Ed Moran, Ru Weerakoon, John Weis

Staff: Frank Kirkbride, Dave Maas, Kip Harkness, Andrew Crabtree, Dennis Korbiak, Jeff Ruster, Chris Coggins, Kim Walesh, Tammy Turnipseed, Tony Ciaburro, Hope Shapiro

Guests: Scott Knies, Executive Director, San Jose Downtown Association; Pat Dando, President, San Jose Silicon Valley Chamber of Commerce; Jean Marlowe, member of the North San Jose Neighborhoods Planning Taskforce; Erika Justis, 1stAct Silicon Valley

Today's meeting started at: 1:33 PM.  
Items were heard out of order on today's agenda.

**4a. Review of Committee Workplan**

At the March 18<sup>th</sup> Council meeting, there was a motion to add the Mexican Heritage to the CEDC Agenda on April 28<sup>th</sup> with a status update of current events.

Items 4b 'Economic Development Partnerships' and 4f 'Sister City Update' are both deferred to April 28.

Item 4d will be heard first on the agenda today.

Item 4e is dropped from the committee agenda and will be a full report presented to the full council on April 22<sup>nd</sup>.

Item 4g will be heard for 30 minutes today.

**Upon motion of Councilmember Constant, seconded by Vice-Chair Campos, the committee accepted these changes.**

**4b. Efforts to Position San Jose in the International and National Community: Economic Development Partnerships [Deferred to 04-28-08]**

**4c. Updates:**

**(1) Rincon Vision North San Jose**

Kip Harkness, Redevelopment Agency and Andrew Crabtree, Planning, Building and Code Enforcement, and Dennis Korbiak, Redevelopment Agency, presented a status update on the progress of the implementation of the Vision North San Jose Policy. Completion of the North San Jose Neighborhoods Planning Task Force meetings have provided a draft of guiding principles and specific topic reports on Education Needs, Retail and Parks, as well as status of pending development applications.

**Upon motion by Councilmember Constant, seconded by Vice-Chair Campos, the committee accepted staff's report.**

**(2) BEA**

Don Burrus, Redevelopment Agency presented a verbal update on the recent purchase of BEA by Oracle Corporation. Oracle recently acquired BEA and BEA temporarily suspended the tenant improvements on the Sobrato Tower. In May following the antitrust oversight merger meeting, the Redevelopment Agency will have a better understanding regarding the status of their agreement with BEA.

**Upon motion by Councilmember Constant, seconded by Vice-Chair Campos, the committee accepted staff's report.**

**(3) Berryessa Flea Market**

Paul Krutko, Economic Development provided a verbal update for this item. Vice-Chair Campos asked what kind of outreach has been provided to the small businesses for the transition of moving their operations, if a plan was in place to offer assistance, and from what legal standpoint how engaged can the city be in offering assistance. Staff responded they would return with that information. Councilmember Liccardo asked if there was any capacity to allow businesses to transition to the Capitol Drive-In Flea Market. Staff responded they would return with information regarding the possibility of businesses moving to that location.

**Upon motion by Councilmember Liccardo, seconded by Vice-Chair Campos, the committee accepted staff's report.**

March 24, 2008

**Subject: Community & Economic Development Report**

Page 3 of 5

**(4) Revolving Loan Fund Program**

Jeff Ruster, work2future/Economic Development Department and Chris Coggins, Economic Development Department, presented this staff update. Discussion was focused on the history of the program, marketing efforts, number of loans dispersed, types of businesses being funded and the ratio of default loans to loans paid off.

**Upon motion by Councilmember Constant, seconded by Vice-Chair Campos, the committee accepted staff's report.**

**d. Downtown Obstruction/Building Heights**

Frank Kirkbride, Assistant Director, Airport and Dave Maas, Deputy Director of Planning and Development, Airport, presented this staff status report. The Airport Obstruction Study was initiated to assess the compatibility of aircraft operations and high-rise building development in the downtown area. An independent study was also initiated by the San Jose Silicon Valley Chamber of Commerce (SJSVCC) and San Jose Downtown Association (SJDA). Their study generally validated the technical work done in the City study, but has also identified three potential technical alternatives that could allow development in some parts of downtown to be higher than recommended in the City study without adversely impacting air service capability.

Pat Dando, Chairman, CEO, (SJSVCC) thanked the Airport staff for the positive collaboration they have extended to the community and stated they would return with further recommendations in the summer.

Scott Knies, Executive Director, (SJDA), also stated the desire to return to the committee with further recommendations, with regards to both consultant studies.

**Upon motion by Councilmember Constant, seconded by Councilmember Liccardo, the committee accepted staff's report.**

**e. "Soft Closing" Pilot Program Termination [Reporting out to full council 04-28-08]**

**f. Sister City's Update [Deferred to 04-28-08]**

March 24, 2008

**Subject: Community & Economic Development Report**

Page 4 of 5

**g. Downtown Street Vendor (Economic Development, Redevelopment Agency)**

Kim Welsh, Tammy Turnipseed, Tony Ciaburro, and Hope Shapiro presented this staff report. Adoption of this ordinance would result in regulations that encourage and support an increase in the number and the variety of approved location peddlers Downtown, and create a richer customer experience and a livelier pedestrian experience. Staff is proposing a one-year pilot program to determine the viability of a streamlined ordinance. Councilmember Constant asked staff to review why vendors are not allowed on the plaza of City Hall and if an amendment to the ordinance should be considered. Staff responded analysis of the ordinance could be done. Councilmember Liccardo requested staff to do schedule an additional meeting with event producers to determine any other options that might be pursued, and to request they provide data on losses they anticipate from potential loss in food and numbers. Councilmember Constant seconded this and asked that the meeting also include independent vendors.

Kassim Kadiro, Sweet Hot Dog (Downtown Plaza vendor), would like to see improvements and uniformity of code enforcement laws for all businesses, despite their size and type.

Blage Zelalich, San Jose Downtown Association, spoke about amending the proposed boundary line to approximately 200 yards, or one-city block in perimeter of an event.

Ann Lu, Tapestry in Art, asked for consideration that the ordinance include mobile street vendors too.

John Herschback, Christmas in the Park, spoke about enforcing vendors being set up for the contracted time of an event.

Bruce Labadie, San Jose Jazz Festival, spoke on the importance of placing vendors outside the boundary of events.

Scott Knies, San Jose Downtown Association, stated a positive compromise could be found following the additional outreach meeting.

Erica Justis, 1<sup>st</sup>Act Silicon Valley, expressed support of this ordinance to further the vision of a vibrant downtown experience.

**Upon motion by Councilmember Liccardo, seconded by Councilmember Constant, the committee accepted staff's report.**

This item will be cross-referenced at the April 8<sup>th</sup> Council meeting.

March 24, 2008

**Subject: Community & Economic Development Report**

Page 5 of 5

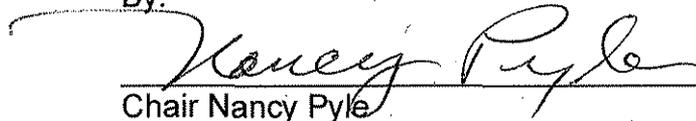
**h. Oral Petitions**

None

**i. Adjournment**

Meeting adjourned at 4:03 PM.

By:

A handwritten signature in cursive script, reading "Nancy Pyle", is written over a horizontal line.

Chair Nancy Pyle  
Community & Economic Development  
Committee

Please note that this meeting can be viewed in its entirety on the City's website, [www.sanjoseca.gov](http://www.sanjoseca.gov) and click on the link to view meeting broadcast, you can find all Committee meetings as well as Council meetings.