



**REGULAR MEETING OF THE SAN JOSE
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE**

SAN JOSE, CALIFORNIA

MONDAY, MAY 24, 2010

The Community and Economic Development Committee of the City of San José convened in regular session at 1:34 p.m. in Conference Rooms 118 and 119, Council Wing, City Hall.

PRESENT: Council Member Nancy Pyle, Chair; Council Member Sam Liccardo, Vice Chair (arrived 1:39 p.m.), Council Member Rose Herrera and Council Member Ash Kalra (arrived 1:39 p.m.).

ABSENT: None.

STAFF: Assistant City Attorney Ed Moran, Chief Development Officer Paul Krutko, Assistant Executive Director Redevelopment Agency John Weis and Legislative Secretary Susan M. Davis.

CONSENT CALENDAR

(1) Banner Policy. (City Manager' Office)

Action: Deferred to June 28, 2010.

(2) Development Services Customer Satisfaction Survey.

Action: Deferred to June 28, 2010.

(3) Accept the Staff Report on Business Development Efforts. (Redevelopment Agency)

Action: Item (3) heard under Reports to Committee, Item (6).

(4) Habitat Conservation Plan. (Planning, Building and Code Enforcement)

Action: Deferred to June 28, 2010.

REPORTS TO COMMITTEE

(1) Accept the Monthly Verbal Report from Chief Development Officer.

Chief Development Officer Paul Krutko provided the monthly report.

Action: The Committee accepted the report.

(6) Accept the Staff Report on Business Development Efforts. (Redevelopment Agency)

Documents Filed: (1) Memorandum from Assistant Executive Director Redevelopment Agency John Weis, dated May 13, 2010, recommending acceptance of the report. (2) Staff presentation dated May 24, 2010 summarizing the San José Redevelopment Agency Business Development from July 2009 to May 2010.

Deputy Executive Director Redevelopment Agency Abi Maghamfar provided the staff report.

Action: The Committee accepted the report.

(2) Accept the Staff report on National and International Media Outreach. (OED)

Documents Filed: (1) Memorandum from Chief Strategist Kim Walesh, dated May 13, 2010, recommending acceptance of the report. (2) Staff presentation dated May 24, 2010 summarizing San José, a City Leading in Innovation, Creativity and Opportunity.

Chief Strategist Kim Walesh presented the staff report.

Public Comments: David Wall spoke in opposition to the Oakland A's and the soccer stadium.

Action: The Committee accepted the report.

(3) Habitat Conservation Plan. (Planning, Building and Code Enforcement)

Action: Deferred to June 28, 2010.

(4) Accept the Staff Report and direct the Administration to take the following actions:

- (a) Review the practices and outcomes of other major cities that have programs for commercial signage in the public right-of-way and on City property.**
- (b) Identify options for implementing commercial advertising on street furniture in the public right-of-way and elsewhere on City property, and access logistical and administrative issues associated with these options.**
- (c) Conduct public outreach regarding the proposed options.**

REPORTS TO COMMITTEE

- (4) (d) Issue a Request for Information to obtain responses from outdoor advertising industry to test the market for outdoor commercial advertisement in San José and to ascertain the available options for commercial advertising on City Property.
- (e) Return to the Committee with recommendations and alternatives for commercial advertising in the public right-of-way and on City property as a mechanism to eliminate blight, create vibrancy in the public right-of-way and generate revenue.

(PBCE)

Documents Filed: Memorandum from Director of Planning, Building and Code Enforcement Joseph Horwedel, dated May 10, 2010, recommending acceptance of the report and actions.

Senior Planner Carol Hamilton provided the staff report.

Action: The Committee accepted the report. The Committee forwarded the item to the full City Council for action on June 8, 2010. Staff will return to the Committee in August 2010 with further recommendations and alternatives.

- (5) **Accept the Staff Report and recommend City Council approval of a Major Amendment to the Airport Master Plan for the Norman Y. Mineta San José International Airport to:**

- (a) **Shift the plan horizon from 2017 to 2027.**
- (b) **Update projected demand and facility requirements.**
- (c) **Modify specific components of the facility development program.**

(Airport)

Documents Filed: Staff report dated May 24, 2010 outlining the Non-Terminal Area Improvement Program and Airport Master Plan Amendment.

Deputy Director of Aviation David Maas presented the staff report.

Public Comments: David Wall offered recommendations for the economic salvation of the airport.

Action: The Committee accepted the report. This item was previously forwarded to the full City Council for action on June 8, 2010 by the Transportation and Environment Committee on May 5, 2010.

OPEN FORUM

David Wall presented suggestions for overall economic development and cost to City operations.

ADJOURNMENT

Council Member Pyle adjourned the meeting at 3:57 p.m.



Council Member Nancy Pyle, Chair
Community and Economic Development Committee

NP/smd