

SAN JOSE  
CAPITAL OF SILICON VALLEY

Meeting  
of the  
San José  
Community & Economic Development Committee  
November 26, 2007 at 1:30 P.M.

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

Absent: Vice-Chair Nora Campos

Staff: Ruth Shikada, Adrienne Simpson, Kevin O'Conner, Joe Horwedel, Ed Tolentino, Nanci Klein, Carol Hamilton, Steven Hendrickson, Scott Johnson, Belinda Silvatici, Carolyn Huynh,

Guests: Scott Knies, Dan Fenton

This meeting began at 1:33 P.M.

During approval of Item 4g only two councilmember's were present.

**a. Review of Today's Agenda and the Fall Committee Workplan**

There were no changes for today's agenda or discussion on the workplan. The committee proceeded as outlined on the agenda.

**b. Downtown High Rise Housing Update (Redevelopment Agency, Housing)**

John Weis, Deputy Executive Director, and Ruth Shikada, Transaction Director, both from the Redevelopment Agency presented this staff report. High-rise development and the creation of residential populations in the downtown areas have gained popularity throughout North America. In August 2004 the City Council and Redevelopment Agency Board adopted a temporary high-rise incentive program for the Downtown Core. Three projects with a total of 667 units are underway City Heights (completed), Axis and 360 Residences. A fourth project under construction, Tower 88 will add 864 units. An additional 3,744 residential units are in various stages of planning.

Upon motion by Councilmember Constant, seconded by Councilmember Liccardo, the committee accepted this report.

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**c. Update on Homelessness and an Update and Submittal of the Final Report of the Blue Ribbon Committee (Housing) [REQUEST FOR DEFERRAL]**

Staff accepted deferral of this report.

**d. Downtown Property Based Business Improvement District Update (Transportation, Redevelopment Agency, Downtown Association)**

Kevin O'Conner, Deputy Director, Department of Transportation and Scott Knies, Executive Director of the San Jose Downtown Association, presented this update. The recent formation of the Downtown Property-Based Business and Improvement District (PBID) will allow assessments on properties within the boundaries of the PBID to provide enhanced services to the Downtown area. Services are set to begin in January 2008 delivering enhanced cleaning of streets, sidewalks and other public use areas, presence of safety and information ambassadors, and Downtown image enhancement. Staff is on track on implementation of all new services.

Upon motion by Councilmember Liccardo, seconded by Councilmember Constant, the committee accepted this report.

**e. HP Pavilion Improvements (Arena Authority)**

Paul Krutko, Chief Development Officer, City Manager's Office, presented this staff report. Per the terms of the Arena Management Agreement, HP Pavilion Management may request that the City participate in funding items to enhance the Pavilion. These capital improvements and plans were presented to and approved by the City Council on April 18, 2007. Staff highlighted on the recent capital improvements to upgrade the operations and ensure the facility is a first-class sports and entertainment venue.

Upon motion by Councilmember Liccardo, seconded by Councilmember Constant, the committee accepted this report.

**f. Quarterly Update on Performance Measurements (Planning, Building, & Code Enforcement, Housing, Economic Development, Redevelopment Agency)**

Paul Krutko, Chief Development Officer, City Manager's Office, Joe Horwedel, Director, Planning, Building, & Code Enforcement, and Ed Tolentino, Chief Building Official, Planning, Building, & Code Enforcement, presented this staff report. Council committees are now reviewing on a quarterly basis, key performance measures for department and city service areas to assist the committees with informed policy discussions and decision making.

Ed Rast, constituent requested clarification on regional data versus local (San Jose) data.

Upon motion by Councilmember Constant, seconded by Councilmember Liccardo, the committee accepted this report.

**g. Quarterly Update on Council Directives**

Paul Krutko, Chief Development Officer, City Manager's Officer and Nanci Klein, Manager of Corporate Outreach, Office of Economic Development presented an overview of the San Jose Retail Strategy. Staff highlighted the trends of sales tax generation and industry information occurring in each of the city's ten districts. Councilmember Constant asked if staff is able to report on specific statistics showing how much tax dollars go into adjacent cities. Staff responded they might be able to provide reports with approximate amounts, based on available data and methodologies.

Ed Rast, constituent, discussed issues surrounding housing values near neighborhood business districts, the county's allegation of shifting costs to San Jose, and the distinction of how Valley Fair is situated between two different cities.

Upon motion by Councilmember Liccardo, seconded by Chair Pyle, the committee accepted this report.

**h. Sign Ordinance Update (Planning, Building & Code Enforcement, Housing, Economic Development, Redevelopment Agency)**

Joe Horwedel, Director, Planning, Building & Code Enforcement, and Carol Hamilton, Senior Planner, Planning, Building & Code Enforcement, presented this staff report. Staff has prepared a draft work plan for a comprehensive update of the Downtown Sign Zone provisions of the Sign Ordinance. Acceptance of this draft will allow staff to begin on the first of two phases of a comprehensive update of the Sign Ordinance, including an RFQ process for consultant support in facilitating a public outreach process and developing signage regulations.

Councilmember Constant requested further discussion on this report on how the policy can assist neighborhood business districts with improved signage. Councilmember Liccardo suggested moving forward as outlined in the policy alternative 2 option and allowing priority issues to be addressed expeditiously.

Ed Rast, constituent agreed signage would assist the business districts.

Staff will provide a supplemental memo for the December 11, 2007 Council meeting providing a detailed comparison of the pro's and con's of a citywide and targeted update of the Sign Ordinance.

Upon motion by Councilmember Liccardo, seconded by Councilmember Constant, the committee accepted this report.

**i. The 2005-06 and 2006-07 / Annual Performance Audit of Team San Jose (Auditor) [RULES REFERRAL 08-15-08 H2B]**

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Steven Hendrickson, Interim City Auditor, Belinda Silvatici and Carolyn Huyhn, Auditor's Office, and Scott Johnson, Director, Finance Department, presented this staff report that provided a two-year (2005-06 and 2006-07) annual performance audit identifying accomplishments and recommendations.

Councilmember Liccardo stated performance measures should include more context not just numbers.

Dan Fenton, President and Chief Executive Officer, Team San Jose and the San Jose Convention and Visitor's Bureau responded that future reports will include comprehensive information as recommended by the Auditor.

Ed Rast, constituent, suggested graph comparisons of local and regional conference centers, as well as the City's non-typical conference type of facilities.

Scott Knies, Executive Director of the Downtown Association expressed that Team San Jose is moving in the right direction. He also suggested that management of the Civic Center should be provided by a live music operator.

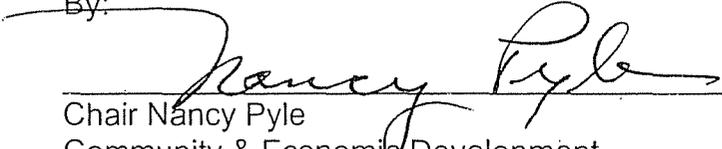
**j. Oral Petitions**

None

**k. Adjournment**

Meeting adjourned at 3:55 P.M.

By:

  
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Chair Nancy Pyle  
Community & Economic Development  
Committee

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