

RESOLUTION NO. 73995

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSE APPROVING THE CREATION OF A PILOT PROGRAM TO IMPROVE THE APPEARANCE OF SHOPPING CENTERS OUTSIDE OF REDEVELOPMENT AREAS TO INCREASE ECONOMIC VITALITY, ENCOURAGE JOB GROWTH AND GENERATE ADDITIONAL SALES TAX REVENUE; AND AUTHORIZING THE CITY MANAGER TO EXECUTE A COOPERATION AGREEMENT TO ALLOW CITY TO COMPENSATE THE SAN JOSE REDEVELOPMENT AGENCY FOR STAFF TIME, DESIGN WORK, SUPPLIES AND CONSULTANT SERVICES UNDERTAKEN OUTSIDE OF REDEVELOPMENT AREAS

WHEREAS, in November 2006, the City's Office of Economic Development presented the Driving a Strong Economy Committee with a broad outline for a Pilot Shopping Center Improvement Program ("Pilot Program"), designed to increase economic vitality, encourage job growth and generate additional sales tax revenue; and

WHEREAS, on May 21, 2007, the Community and Economic Development Committee recommended that the Pilot Program be approved by Council; and

WHEREAS, the Pilot Program is modeled after the Agency's successful Façade Improvement Program and is intended to assist certain shopping centers outside of redevelopment project areas; and

WHEREAS, since the Agency is generally prohibited from spending money outside of a redevelopment project area, the proposed Cooperation Agreement between the City and Agency will provide for the City's reimbursement to the Agency for the costs of participation in the Pilot Program.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SAN JOSE THAT:

(1) The creation of a pilot program is approved to improve the appearance of certain shopping centers outside of Redevelopment Areas to increase economic vitality, encourage job growth and generate additional sales tax revenue.

(2) The City Manager is authorized to execute a Cooperation Agreement to allow City to compensate the San Jose Redevelopment Agency for the costs of staff time, design work, supplies and consultant services undertaken for the Pilot Program outside of Redevelopment Areas.

ADOPTED this 11th day of September, 2007, by the following vote:

AYES: CAMPOS, CHIRCO, CONSTANT, CORTESE,
LICCARDO, NGUYEN, OLIVERIO, PYLE, WILLIAMS,
REED

NOES: NONE

ABSENT: CHU

DISQUALIFIED: NONE

CHUCK REED
Mayor

ATTEST:

LEE PRICE, MMC
City Clerk

