



MINUTES OF THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

SAN JOSE, CALIFORNIA

MONDAY, FEBRUARY 26, 2024

The Community and Economic Development Committee of the City of San Jose was held in the Council Chambers and from remote locations. The meeting convened at 1:33 p.m.

Present: Councilmembers - Foley, Torres, Kamei, Ortiz, Batra.

Absent: Councilmembers - All present.

Staff: Office of the City Manager, Rosalynn Hughey; City Attorney Office, Johnny Phan; Mayor's Office, Michael Lomio; and City Clerk's Office, Yasmin Johnson.

B. Review of Work Plan

- 1. Development Services Process Improvements and Dashboard Semi-Annual Status Report**
- 2. Citywide Planning Activities Semi-Annual Status Report**

Items B.1 and B.2 were heard together.

Public Comment: None provided.

Action: Upon motion by Vice Mayor Rosemary Kamei, seconded by Councilmember Peter Ortiz, and carried unanimously, the Committee moved approval of the Review of Work Plan and *deferred both of the items to the 6/24/23 CED Committee Meeting.*
(5-0-0)

C. Consent Calendar

None provided.

D. Reports to Committee

1. Housing Catalyst Team Work Plan Status Report

Principal Planner, Planning, Building & Code Enforcement Department, Jerad Ferguson and Division Manager, Housing Department, Kristen Clements offered the presentation and responded to questions.

Public Comment: Emily Ann Ramos (SV@Home) offered public testimony regarding the item.

Action: Upon motion by Councilmember Peter Ortiz, seconded by Councilmember Arjun Batra, and carried unanimously, the Committee accepted the status report on the work to implement the Housing Catalyst Team Work Plan *and cross-referenced the item to the March 19, 2024 City Council meeting.* (5-0-0)

2. Anti-Displacement Tenant Preference and Neighborhood Tenant Preference for Affordable Housing Draft Programs Status Report

Division Manager, Policy & Planning, Housing Department, Kristen Clements; Assistant Director, Housing Department, Rachel VanderVeen; and Senior Deputy City Attorney, Christopher Alexander offered the presentation and responded to questions.

Public Comments: Huascar Castro, Emily Ann Ramos (SV@Home), Johan Gonzalez Torres, Yandry Machuca, Eli Gutierrez, Tatiana V., Carmen Torres (SIREN), Norma Martinez, Karimo Garcia, Dilza Gonzalez, Norma Chavez, German José Guadalupe Segura, Juan, Jeremy Barousse, Andrea, Lina Maria Baiquiro, Greg Miller, Victor Hernandez, Leticia E., Sandy Perry (South Bay/ CLT), Viviana (DARE), Gabriel Manrique (LUNA), Valentina V., Delma Hernandez (South Bay/ Community Lord Trust), Tatiana, Misrayn Mendoza, *The following speakers submitted a purple Spanish speaker card and were assisted by a Spanish translator:* Maria Teresa Barconas (Vecinos Activos Somos Mayfair), Sandra Mendoza (Empoje/ Jovenes Activos), Eliseo, Karimo Garcia, Dilza Gonzalez, Magdalena Doran (Vecinos Activos), Magdalena Kosowicz (Amigos De Guadalupe), Victor Vasquez, Rita Birrueta, Eli Gutierrez, Rosaora Vivanco, Olivia Ortiz, and Yolanda Casos (Amigos De Guadalupe).

Action: Upon motion by Councilmember Arjun Batra, seconded by Vice Mayor Rosemary Kamei, and carried unanimously, the Committee reviewed the proposed tenant preferences program to help mitigate displacement for tenants who are at risk of displacement living in high-displacement census tracts and in neighborhoods, which prioritize vulnerable applicants for City-supported affordable housing and mitigate the likelihood of low-income renters' displacement from San José, *and cross-referenced the report to the March 26, 2024 City Council meeting.* (5-0-0)

3. Digital Billboard Status Report

Deputy Director, Office of Economic Development and Cultural Affairs, Blage Zelalich and Deputy Director, Department of Planning, Building and Code Enforcement, Robert Manford offered the presentation and responded to questions.

Public Comments: Pete Carrillo (Outfront Media/ Foster), Steve Borkenhagen, Craig Chiratero, Michael Quach, Conne Shaw, Tachiya Bryan, Sylvia Carroll, Tilma Morrill, Les Levitt, John Miller (No Digital Billboards Group), Eddie Truong, Ivy Nguyen, James Levential (ICA San José), Jessica B. (Orange Barrel Media), Jason Hemp (No Digital Billboards Group), Dr. Paul D. Lynam (UCO/ Lick Observatory), Dan L. Connolly, Oscar Q. M., Macia Hennessy, Ginet Martinez (Amigos Guadalupe), Nasly A. Gonzalez, Oscar (SOMOS Mayfair).

Motion: Councilmember Omar Torres moved approval of his memorandum dated February 26, 2024. Councilmember Peter Ortiz seconded the motion.

Chief Deputy City Attorney, Johnny Phan advised the Committee that they could not take action on recommendations 2 and 3 from Councilmembers Omar Torres' memorandum dated February 26, 2024. It would need to be cross-referenced to the full City Council for discussion. He also spoke to the request for proposal (RFP) and contract regarding CEQA and Formal Lease Agreements.

Deputy City Manager, Rosalynn Hughey stated that Staff would need more time regarding recommendation 4 of Councilmembers Omar Torres' memorandum, "(4) Bring these recommendations to the next City Council meeting on March 12, 2024." She also stated that Staff would need more time regarding recommendation 2(b) of the memorandum from Councilmembers Omar Torres, dated February 26, 2024.

Amended Motion: Councilmember Omar Torres amended his motion to include acceptance of the status report, cross- referenced the item to a City Council meeting in mid-April of 2024, with direction for Staff to explore recommendations 2(a) and 2(b). Councilmember Peter Ortiz, as the seconder of the original motion, accepted the amended motion.

Deputy City Manager, Rosalynn Hughey emphasized that nothing can move forward without the Environmental Analysis Study documents and the negotiated terms of the leases, which will return to Council in the Fall of 2024.

Deputy Director, Office of Economic Development and Cultural Affairs, Blage Zelalich stated that recommendation 2(b) from Councilmembers Omar Torres, dated February 26, 2024, does not change the percentage for which Staff will ask in the RFP, but will affect how Staff will be allocating the revenue that is received from the companies.

Councilmember Arjun Batra expressed his concerns with Earmarks.

Friendly Amendment: Councilmember Arjun Batra made the friendly amendment to request that 2(a) and 2(b) not be included in the motion. Councilmember Omar Torres accepted the Friendly Amendment. Councilmember Peter Ortiz did not accept the Friendly Amendment and expressed that there needs to be an offset to activate and bring resources to the downtown area.

Councilmember Pam Foley expressed her concerns with Earmarks and taking funds away from the general funding knowing the impact it will have.

Action: On a call to question, the amended motion by Councilmember Omar Torres carried, the friendly amendment was not included, the Committee accepted the status report on efforts to advance the placement of large-format digital signage on City-owned property *and cross-referenced the item to a City Council meeting in mid-April of 2024 for further discussion.* Including acceptance of *only recommendation 1 & 4, with Staff to explore and bring back a full analysis on recommendations 2(a) and 2(b)* of the memorandum from Councilmember Omar Torres, dated February 26, 2024, which recommended the following: (1) Accept the staff status report. (2) Direct the City Manager to: (a) Proceed with Large Format Digital Signage on five (5) City-Owned Select Sites (i) Market/San Pedro Street Garage (ii) Second and San Carlos Street Parking Garage (iii) Center for Performing Arts (iv) McEnery Convention Center (v) The Tech Interactive (b) Allocate 20% of the annual revenue produced by the five (5) Building-Mounted Signage and by the Free-Standing Signage in District 3 to be reinvested back into Downtown San José through a community advisory group overseen by the District 3 Council office. The Community Advisory Group shall provide grants to non-profit organizations and community groups that seek to: (i) Enhance commercial/residential vibrancy. (ii) Activation and revitalization efforts in Downtown San José, and (iii) Promote arts, culture, and placemaking opportunities in District 3. (3) ~~Return to the City Council with fully negotiated leases, completed environmental reviews, and final approvals of the five (5) Select Sites by September 2024.~~ (4) Bring these recommendations to the next City Council meeting on March 12, 2024. (3-2-0; Noes: Batra, Kamei)

- **Open Forum**

None provided.

- **Adjournment**

Councilmember Pam Foley adjourned the Committee meeting at 3:28 p.m.

Minutes Recorded, Prepared and Respectfully Submitted by,

DRAFT

Yasmin Johnson
Deputy City Clerk, City of San José

Approved at Council on:

Attest By:

Toni J. Taber, CMC
City Clerk, City of San José