



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Sylvia Arenas

SUBJECT: BUDGET DOCUMENT

DATE: May 22, 2019

Approved

Date

5/22/2019

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Evergreen Retail Study

Amount of City Funding Required: \$55,000

Fund Type (i.e. General Fund, C&C funds, etc.): General Fund

This change is:

One-time Ongoing

Proposal Description, including anticipated outcomes (Please describe how change would affect services for San José residents, businesses, community groups, etc.):

Evergreen faces a chronic issue of too few services for residents and – at the same time – to many vacant storefronts. There are a number of issues that result from this that range from public safety concerns in some neighborhoods to issues of low commercial visibility in others. In some cases empty storefronts create issues between the tenants and their property owners.

Additionally, as we invest in new infrastructure and foresee a future without Hillview Airport, we face the prospect of a new retail landscape in the area for the first time in recent memory.

This Budget Document requests the additional funding needed to include folding an Evergreen-specific retail study into the larger city wide retail study consulting contract that is currently moving forward in the proposed budget. For the purpose of providing effective policy making information, we should include project boundaries that reflect the EEHDP boundary.

Per the response to our cost estimate request, Economic Development would have the work done by an outside consultant, and this request is for the 220 hours of funding staff recommends. The strategy would include group and individual stakeholder interviews, an assessment of current conditions, demographics, strengths, weaknesses and opportunities of the area as well as recommendations packaged into a final report.

Funding Source

Essential Services Reserve (\$4 million):

Other (Program/Project/Fund):

Department or Organization:

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

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