



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Esparza

SUBJECT: SEE BELOW

DATE: 8/30/2022

Approved *Maya Esparza*

Date: 8/30/2022

SUBJECT: Berryessa Flea Market Consulting Agreements

RECOMMENDATION

Direct the City Manager to expand the agreement with Estolano Advisors to include:

- Analysis on the impacts on the West Wind Capitol Flea Market for alternative sites identified within a 2 miles radius
- Comprehensive outreach to the vendors of the West Wind Capitol Flea Market

BACKGROUND

The City of San Jose rezoned the Berryessa Flea Market property without consideration of the vendors harming hundreds of families' livelihoods in the process. In my effort to safeguard the only other Flea Market in the City, and protect the livelihoods of hundreds of additional vendors, I proposed excluding sites within a 2-mile radius of the West Wind Capitol Flea Market to ensure we are not pitting the only two Flea Markets in the City against each other.

I have also listened to the concerns of the Berryessa Flea Market vendors in their effort to leave no stone unturned. And while I do not believe putting the City's only two Flea Markets down the street from each other would lead to long-term success of either Flea Market, I understand these concerns.

To strike a balance, further analysis of sites is needed within a two-mile radius of the West Wind Capitol Flea Market to provide the City with a clear understanding of the impacts our decision will have on all vendors at our Flea Markets. Without this additional analysis, the City will not have the information needed to ensure we are not decimating both Flea Markets in our effort to develop North San Jose.

And for the City to not to repeat the critical mistake of the past leaving the voice of our vendors out, comprehensive outreach to the West Wind Capitol Flea Market vendors must be conducted. This comprehensive outreach should include feedback on alternative sites, the analysis on the impacts of the alternative site would have on the West Wind Capitol Flea Market, and additional support needed from the City to uplift the vendors at the West Wind Capitol Flea Market.

Lastly, the Coyote Lake Harvey Bear Ranch County Park has been discussed as an alternative site and could be further explored; In our effort to turn over every stone, no site should be excluded, regardless of its land use designation.