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**FW: FEBRUARY 24th AGENDA: Item 10.3 - Appeal of PayPal Park Live Music Concerts**

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**From** City Clerk <city.clerk@sanjoseca.gov>

**Date** Sun 2/22/2026 8:52 PM

**To** Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachment (5 MB)

PayPal Council Discussion Exhibits.pdf;

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**From:** Erik Schoennauer <[REDACTED]>

**Sent:** Saturday, February 21, 2026 10:42 AM

**To:** Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Kamei, Rosemary <Rosemary.Kamei@sanjoseca.gov>; Campos, Pamela <Pamela.Campos@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Ortiz, Peter <Peter.Ortiz@sanjoseca.gov>; Mulcahy, Michael <Michael.Mulcahy@sanjoseca.gov>; Doan, Bien <Bien.Doan@sanjoseca.gov>; Candelas, Domingo <Domingo.Candelas@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Casey, George <George.Casey@sanjoseca.gov>; Anthony Tordillos <anthony.tordilos@sanjoseca.gov>

**Cc:** Jared Shawlee <[REDACTED]> Jed Mettee <[REDACTED]>

**Subject:** FEBRUARY 24th AGENDA: Item 10.3 - Appeal of PayPal Park Live Music Concerts

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Dear Mayor and City Councilmembers:

We request that the City Council uphold the Planning Director's approval of the PD Permit Amendment and reliance upon the EIR Addendum, which would allow up to 15 live music concerts at PayPal Park. The Planning Director approved this Permit on November 19th, 2025.

Below are the key considerations for this request:

1) **THE CITY'S PLAN FOR PAYPAL HAS ALWAYS INCLUDED LIVE MUSIC CONCERTS** (Page 1 attached) - A Mercury News article from 2010 states that 15 live music concerts were part of the project approved by the City Council. This included City Council certification of the EIR and approval of a PD Zoning and PD Permit that all allowed 15 live music concerts with a subsequent noise study and PD Permit.

2) **LIVE EVENTS, INCLUDING CONCERTS, HAVE SIGNIFICANT ECONOMIC BENEFIT** (Page 1 attached) - The Mercury News article referenced the City's 2008 economic impact analysis that projected \$62 million of direct economic benefit. (Page 2 & 3 attached) The Earthquakes have commissioned a recent study of PayPay Park's economic impact to the local economy. The cumulative impact for the 60 events held in 2024 was \$76

million in direct spending, with an additional \$34 million in indirect spending, supporting hundreds of local jobs.

(Page 4 attached) - An additional economic datapoint is a study of live concerts in the United States by Oxford Economics/Oxford University and Live Nation that shows that on average a live concert attendee who purchases a \$100 concert ticket will also spend an additional \$335 dollars on food, lodging, transportation and other items.

3) **SOCCER SEASON WILL CHANGE, LEAVING STADIUM OPEN IN THE SUMMER** Starting in 2027, the men's MLS soccer season will run over the winter, instead of over the summer, to align with other soccer leagues around the world. It is assumed the women's NWSL will make a similar change at some point. As a result, most of the June and July period will have no regular season soccer games, so PayPal will sit unused. Live concerts will help fill the summer schedule and support the local jobs and economic benefits in the San Jose economy.

4) **EXTENSIVE NOISE STUDY** As required by the 2010 City Council approval, the Planning Department required an extensive Concert Noise Assessment. As seen on (Page 6 attached), an actual concert scale sound system was set up and concert level noise was played with several genres of music. As seen on (Page 5 attached), the acoustical consultant measured sound at several locations throughout the residential neighborhood and surrounding area.

The Concert Noise Assessment determined the exact speaker volume that will be required to ensure that the noise in the neighborhood does not exceed the level approved by the City Council and the original EIR. These sound levels are a Condition of Approval in this permit.

In addition, the Planning Department added two more Conditions. Two follow up validation noise assessments will be required during the first two actual concerts held (of different artists). This will allow the noise consultant to confirm their earlier noise measurements and recommendations. And, the stadium operator will be required to measure speaker decibel levels within the venue during every concert event. The operator will have to submit an annual report to the City with these noise measurements.

5) **GOOD NEIGHBOR COMMUNICATIONS REQUIRED** As has been required since the stadium was approved in 2010, the Earthquakes must continue their Good Neighbor communications with the Newhall Neighborhood going forward. For more than a decade, this has taken the form of a quarterly meeting between the neighborhood and Earthquakes management. These meetings will continue into the future, as required by the permit.

For all of the reasons above, we hope that you find the project worthy of your support.

Thank you for your consideration. Please email or call if you have questions or would like to meet.

Best Regards,

ERIK

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Erik E. Schoennauer

**THE SCHOENNAUER COMPANY**

cell AND office

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# The Mercury News

By [Tracy Seipel](#) | Bay Area News Group

*Originally Published: March 16, 2010* UPDATED: August 13, 2016

The San Jose City Council tonight will consider whether to move forward on a proposed Major League Soccer stadium project, which may bring much-needed revenue to the city but also has neighbors worried how a sports facility will disrupt the community.

The council will decide whether to rezone the property for stadium use and whether to adopt an almost 500-page report detailing how the stadium — with 15,000 seats — would affect the environment, including noise and traffic impacts on surrounding neighborhoods.

The proposed stadium on 14 acres would be privately financed for about \$60 million by Lew Wolff, owner of the San Jose Earthquakes soccer team. If the project goes forward, Wolff will also pay the city \$7 million for the land.

Wolff's group, Coleman Airport Partners and FWSH Partners, also has plans to develop the remaining 64-acre site with 1.5 million square feet of office space, 75,000 square feet of retail stores, 300 hotel rooms and parking.

But while that potential \$600 million development project has stalled because of the economy, city officials have agreed to let the Earthquakes try to build the stadium first.

"This is a really important step — to get the zoning and be able to do a stadium and continue to work with potential sponsors and on naming rights," said Wolff's son, Keith, who is vice president of venue development for the Earthquakes. "It's another critical piece to moving forward."

City officials in 2008 projected the new stadium would infuse \$62.3 million a year into San Jose's overall economy, using economic models to show the stadium's ripple impact on hotels, restaurants and the like.

But neighbors in the nearby Newhall neighborhood remain concerned.

The regular soccer season runs from March into October of each year, which means the stadium would host about 20 home games. In addition, it's estimated that the stadium would be used for up to 15 concerts, and up to 20 gatherings, including other sporting events and auto shows each year.

"The number of events and their hours of operation could severely impact the quality of life for our residents," said John Urban, president of the Newhall Neighborhood Association.

"I think everybody understands the economic development is needed in the city — that's a good thing," said Matthew Bright, 29, and a member of the Newhall Neighborhood Association. "Our only concern is this is happening in our neighborhood, and that development needs to happen in the right way, with respect to the noise, lights, time, frequency and nature of use."

#### 4.0 ECONOMIC IMPACT OF PAYPAL PARK AND THE SAN JOSE EARTHQUAKES ON SAN JOSE IN 2024

PayPal Park opened in 2015. Since then, it has hosted many large-scale events such as domestic and international soccer matches, rugby, other sporting events, and family shows and festivals as well as many smaller private events. Each of these events has generated economic impact on the surrounding community. This Section 4.0 provides an analysis of the economic impact of PayPal Park and the Earthquakes in 2024.

##### 4.01 Economic Impact of SJE and PayPal Park during 2024

As shown in Exhibit 4.0-1 below, the direct economic impact on the City of San Jose is estimated to be nearly \$67 million in direct spending from incremental visitors and an additional \$10 million in spending by visiting teams and event owners as well as the operations of the San Jose Earthquakes that is spent within the City of San Jose. After accounting for the indirect spending, the total economic impact is approximately \$111 million in 2024. This primarily comes from over 840,000 attendees to the 60 events at the stadium, as well as spending by the visiting teams and event owners (and the Earthquakes business itself).

Exhibit 4.0-1

| Economic Impact of PayPal Park on San Jose in 2024<br>City of San Jose - Output |                      |
|---------------------------------------------------------------------------------|----------------------|
| Projected Direct Spending <sup>1</sup>                                          | City of San Jose     |
| Lodging                                                                         | \$5,787,534          |
| Rental Car                                                                      | \$1,021,221          |
| Transportation                                                                  | \$14,308,218         |
| Shopping                                                                        | \$8,548,224          |
| Food & Beverage                                                                 | \$24,615,955         |
| Entertainment                                                                   | \$8,723,685          |
| Miscellaneous                                                                   | \$3,755,445          |
| Total Incremental Visitor Spending                                              | \$66,760,282         |
| Business Spending                                                               | \$9,839,824          |
| Total Direct Spending                                                           | \$76,600,105         |
| Indirect Spending                                                               | \$34,463,754         |
| <b>Total Economic Impact</b>                                                    | <b>\$111,063,859</b> |

<sup>1</sup> Does not include impacts from spending within the event facilities.

-\$1.1 million  
per event  
average

-\$1.85 million  
per event  
average.

A portion of this incremental impact leads to earnings by local residents, as shown in Exhibit 4.0-2 at over \$42 million as well as the equivalent of approximately 950 FTE jobs.

Exhibit 4.0-2

| Economic Impact of PayPal Park 2024 - Employment |                  |
|--------------------------------------------------|------------------|
| Type of Impact <sup>1</sup>                      | City of San Jose |
| Earnings                                         | \$42,195,470     |
| Employment                                       | 950              |

<sup>1</sup> Does not include impacts from spending within the event facilities.

The impact of PayPal Park in 2024 on local governments and their agencies is shown below in Exhibit 4.0-3. As can be seen, the City of San Jose will have received over \$4.5 million from sales, hotel, and rental car taxes, and other direct payments to government by SJE. The total fiscal impact (adding in the indirect fiscal impacts from indirect spending) was estimated to be approximately \$5.4 million in 2024.

Exhibit 4.0-3

| Projected Tax & Fee Impacts from Spending Associated with PayPal Park in 2024 |                    |
|-------------------------------------------------------------------------------|--------------------|
| Tax Category                                                                  | Regional Impact    |
| Sales and Use <sup>1</sup>                                                    | \$854,143          |
| Hotel Occupancy <sup>2</sup>                                                  | \$578,753          |
| Rental Car <sup>3</sup>                                                       | \$102,122          |
| Directly with local government by SJE                                         | <u>\$3,000,000</u> |
| Direct Fiscal Impact                                                          | \$4,535,019        |
| Indirect Fiscal Impact                                                        | \$838,986          |
| <b>Total Incremental Tax Impact</b>                                           | <b>\$5,374,004</b> |

<sup>1</sup> Does not include impacts from spending within the event facilities.

<sup>2</sup> Includes taxes collected on lodging expenditures by spectators.

<sup>3</sup> Rental car taxes collected by city of San Jose are reported here.

#### **4.1 ECONOMIC IMPACT OF PAYPAL PARK AND THE SAN JOSE EARTHQUAKES ON SAN JOSE IN 2015-2024**



# The Concerts and Live Entertainment Industry

A Significant Economic Engine in California

Beyond its important cultural contributions, the concerts and live entertainment industry generates massive economic upside, supporting the livelihoods of nearly a million people in the United States. The industry drives significant economic activity that supports businesses, households, and government finances across the United States. [A recent report](#) on the industry by Oxford Economics revealed that:

- In 2019 the industry's total nationwide economic impact of \$132.6 billion supported 913,000 total jobs with associated labor income of approximately \$42.2 billion in 2019.
- The industry generated a direct impact of \$55.2 billion in 2019, which included local operational spending by live events venues and off-site spending by out-of-town live event attendees.
- If an out-of-town attendee were to spend \$100.00 on a concert ticket, the local economy would benefit from an additional \$334.92 in spending, resulting in a total spending impact of \$434.92
- Overall, the live events industry generated a total fiscal impact of \$17.5 billion in 2019, including nearly \$9.3 billion in federal tax revenues and \$8.3 billion in state and local tax revenues

While the national impact of the live event industry is significant, live's impact starts locally. The economic impact of live events extends beyond the jobs, event, and venue itself to local restaurants, hotels, bars, retailers, and small businesses. Live events also contribute to the overall quality of life in a region that helps to attract and retain businesses and talent and helps to create the sense of community so many crave after this year of isolation caused by COVID-19.

Research from Oxford Economics affirms that the live music and entertainment industry generates significant economic impacts in California with a total economic impact of \$12.3 billion in 2019. This total economic impact supported 83,456 total jobs and generated \$675 million in total state and local tax revenues.

## Impacts of the Concerts and Live Entertainment Industry in California



**\$12.3B**

Total  
Economic Impact



**83,456**

Total  
Jobs Generated



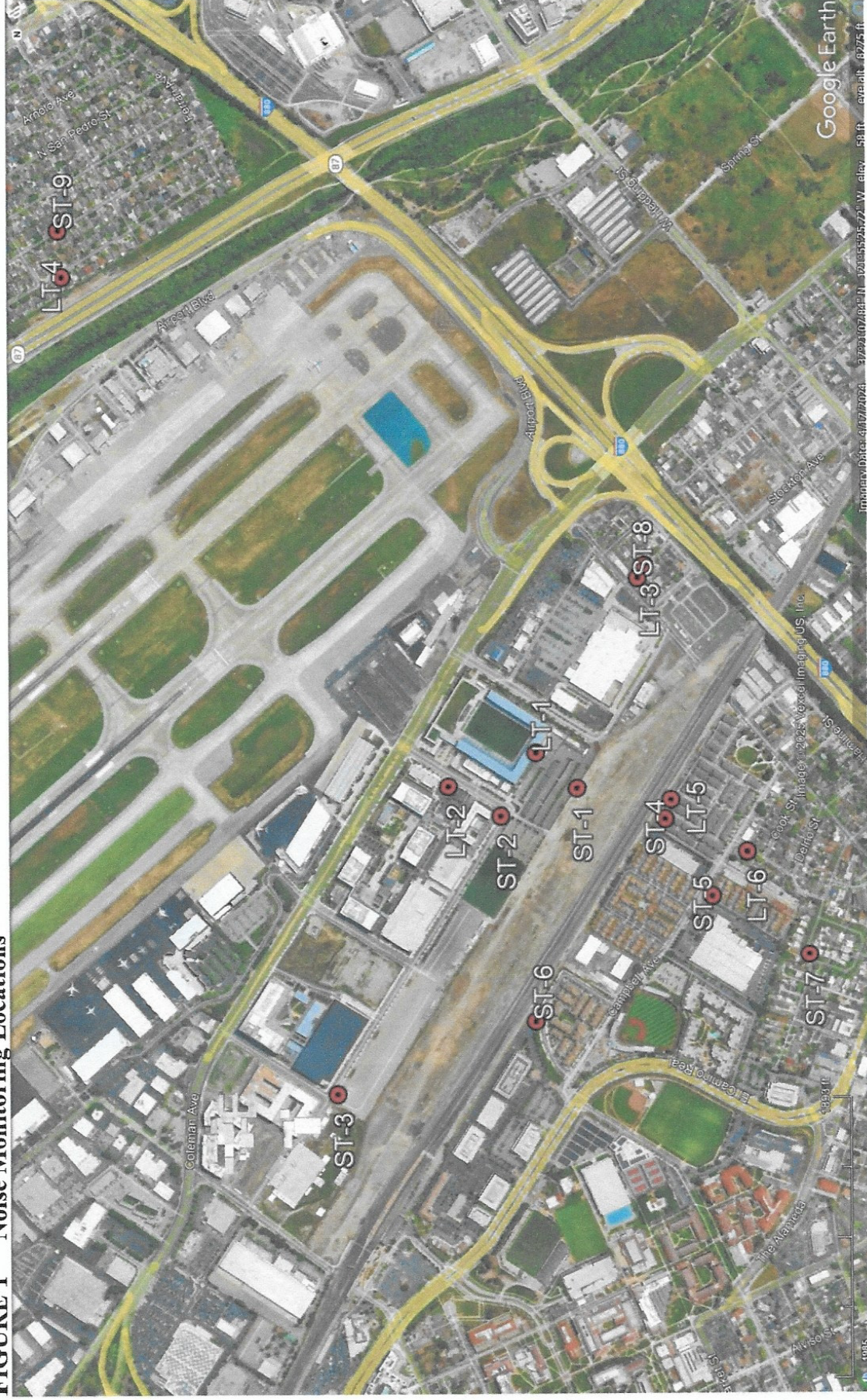
**\$675M**

Total State & Local  
Taxes Generated



OXFORD  
ECONOMICS

**FIGURE 1 Noise Monitoring Locations**



Source: Google Earth, 2025

## CONCERT SIMULATION

The source levels for a representative full stadium outdoor amplified concert were established with the use of a concert grade sound system supplied and operated by a concert audio production company on Monday, April 21, 2025. The audio amplification system used was composed of two sets of eight (8) ground level midrange/subwoofer powered speakers and an 18 speaker line array elevated to a height of between approximately 10 to 32 feet above field level facing the southern (closed) end of the stadium on either side of the goal area at the northern (open end) of the stadium. The placement of the ground level speakers was used to establish the front of stage position. Figure 3 is a photograph of the event simulation speaker array. A stationary sound level monitor was positioned at 135 feet from this front of stage (see P1 in Figure 4), which according to the concert audio operator is the typical distance from the front of stage to the audio control/mixing position for an outdoor stadium concert.

**FIGURE 3** Concert Simulation Speaker Array



A series of four songs, representing a range in musical genres (Banda, R&B/Pop, Hard Rock/Heavy Metal, and Hip-Hop/Rap) and a range of audio qualities (brass, blues, and rock instrumentation, high and low pitched vocals and deep bass sounds) of amplified music that could be expected at concerts in the stadium, were played for the concert simulation. The Banda style music featured clarinets, trumpets, trombones, alto horns, tubas, drums, and vocals. Pop vocalist Mariah Carey's "Emotions" featured high notes, heavy metal band Motörhead's "Ace of Spades" featured heavy guitar riffs, and rapper Travis Scott's "FE!N" featured deep bass sounds. These songs were played in a loop with the audio system set to produce sound levels of between 100 and 106 dBA (with an average level of 104 dBA), at the audio control/mixing position, 135 feet from the established front of stage.



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**Fw: Support for Item 10.3 Planned Development Permit Amendment Located at 1123 Coleman Avenue**

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**From** City Clerk <city.clerk@sanjoseca.gov>  
**Date** Mon 2/23/2026 3:44 PM  
**To** Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachment (264 KB)  
PaypalPark support letter 2 23 2026.pdf;

**Office of the City Clerk | City of San José**  
200 E. Santa Clara St., Tower 14<sup>th</sup> Floor  
San Jose, CA 95113  
Main: 408-535-1260  
Fax: 408-292-6207

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**From:** Lennies Gutierrez <[REDACTED]>  
**Sent:** Monday, February 23, 2026 3:18 PM  
**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5@sajoseca.gov <District5@sajoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; City Clerk <city.clerk@sanjoseca.gov>  
**Cc:** Zarate, Sarah <Sarah.Zarate@sanjoseca.gov>; Fruen, Joseph <Joseph.Fruen@sanjoseca.gov>; Yamamoto, KiyomiH <Kiyomi.Yamamoto@sanjoseca.gov>; Gvatua, Alexander <Alexander.Gvatua@sanjoseca.gov>; Nguyen, Lam <Lam.Nguyen@sanjoseca.gov>; Moreno, Brisa <Brisa.Moreno@sanjoseca.gov>; lynn.lee@sanjoseca.gov <lynn.lee@sanjoseca.gov>; Fleming, Jonathan <Jonathan.Fleming@sanjoseca.gov>; Adera, Teddy <Teddy.Adera@sanjoseca.gov>; Hughes, Scott <scott.hughes@sanjoseca.gov>; Gomez, David <David.Gomez@sanjoseca.gov>; Leah Toeniskoetter <[REDACTED]> Burton, Chris <Christopher.Burton@sanjoseca.gov>  
**Subject:** Re: Support for Item 10.3 Planned Development Permit Amendment Located at 1123 Coleman Avenue

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Dear Mayor and Councilmembers,

Attached is a letter in support of upholding the Planning Director's November approval of the amended permit for PayPal Park.

Sincerely,

Lennies



Lennies M. Gutierrez  
Policy Consultant  
San Jose Chamber of Commerce  
Email [REDACTED]  
Phone [REDACTED]  
[www.sjchamber.com](http://www.sjchamber.com)  
[REDACTED]

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**San Jose  
Chamber of Commerce**

February 23, 2026

City of San Jose City Council  
200 E. Santa Clara St.  
San José, CA 95113

**RE: Item 10.3 PDA11-002-02 & ER25-039 - Administrative Hearing on the Appeal of the Planning Director's Approval and Planned Development Permit Amendment Located at 1123 Coleman Avenue**

Dear Mayor Mahan and Honorable Councilmembers,

On behalf of the San Jose Chamber of Commerce, we write in strong support of upholding the Planning Director's November approval of the amended permit for PayPal Park. That approval was the correct decision at the time and remains the correct decision today.

The project underwent appropriate review and was found to be consistent with the City's General Plan, Municipal Code, and CEQA requirements. The Planning Director's determination reflects a thoughtful and balanced evaluation of environmental considerations alongside the broader community benefit. We respectfully urge the Council to affirm that professional determination.

This action aligns directly with San Jose's growing sports and entertainment economy — a sector that plays an increasingly important role in our city's vibrancy, cultural identity, and economic competitiveness.

The economic benefits are meaningful. Events at PayPal Park draw visitors who patronize local restaurants, hotels, and retailers — generating revenue, supporting jobs, and increasing foot traffic in surrounding commercial districts, including Downtown San Jose. These opportunities keep dollars circulating within our community and contribute to the long-term health of our local economy.

PayPal Park is a valued gathering place for residents across the city. Upholding the previously approved permit supports cultural activity, economic vitality, and responsible growth consistent with the City's adopted plans and policies.

Sincerely,

Leah Toeniskoetter  
President & CEO  
San Jose Chamber of Commerce

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**FW: Letter Supporting PayPal Amended Permit for Concerts**

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**From** City Clerk <city.clerk@sanjoseca.gov>

**Date** Tue 2/24/2026 8:36 AM

**To** Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachment (645 KB)

2026-02-23 RLindo Letter re PayPal Amended Permit for Concerts.pdf;

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**From:** Robert Lindo [REDACTED]

**Sent:** Monday, February 23, 2026 8:53 PM

**Subject:** Letter Supporting PayPal Amended Permit for Concerts

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Good Evening,

Please see the attached letter in support of the amended permit for concerts at PayPal Park. Thank you for your attention and consideration.

Best,

Rob



**Robert Lindo | Vice President & Director**



[www.casinom8trix.com](http://www.casinom8trix.com)

1887 Matrix Blvd. San Jose, CA 95110

February 23, 2026

City of San José City Council  
200 E. Santa Clara St.  
San José, CA 95113

**Re: Item 10.3 – PDA11-002-02 & ER25-039 – Administrative Hearing on the  
Appeal of the Planning Director's Approval and Planned Development  
Permit Amendment Located at 1123 Coleman Avenue**

Dear Mayor Matt Mahan and Honorable Councilmembers,

I write in strong support of upholding the Planning Director's November approval of the amended permit for PayPal Park.

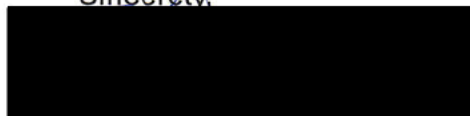
The approval followed appropriate review and was found consistent with the City's General Plan, Municipal Code, and CEQA requirements. The Planning Director's determination reflects a reasoned evaluation of environmental considerations alongside the broader public and economic benefits associated with the project. I respectfully urge the Council to affirm that professional determination.

PayPal Park plays a meaningful role in San José's growing sports and entertainment economy. Major events attract visitors who support local restaurants, hotels, and retail establishments—generating revenue, sustaining jobs, and increasing commercial activity throughout the city, including Downtown San José. These impacts contribute to the long-term economic vitality and competitiveness of our community.

The facility also serves as an important gathering place for residents across San José. Upholding the previously approved permit supports responsible growth consistent with the City's adopted plans and policies while reinforcing San José's position as a regional destination for sports and cultural events.

For these reasons, I respectfully urge you to affirm the Planning Director's approval.

Sincerely,



Robert Lindo

Chair, San José Chamber of Commerce Sports and  
Entertainment Committee