

### 6/14 City Council meeting item 3.3

Emily Ray <[REDACTED]>

Mon 6/13/2022 5:41 PM

To: The Office of Mayor Sam Liccardo <[REDACTED]> District1 <[REDACTED]> District2  
<[REDACTED]> District4 <[REDACTED]> District 6 <[REDACTED]> District5  
<[REDACTED]> District7 <[REDACTED]> District8 <[REDACTED]> District9  
<[REDACTED]> District 10 <[REDACTED]> Agendadesk <[REDACTED]> City Clerk  
<[REDACTED]>

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Dear Mayor and Councilmembers,

I am writing in support of the memorandum from Councilmembers Peralez, Carrasco, Davis, and Arenas calling for additional amendments to the Mayor's June Budget Message. Specifically, Recommendation 2: Strategies to help revitalize our arts, hospitality, and visitor sectors to spur business recovery, job growth, and economic fiscal health.

Our local visitor, hospitality and arts industries continue to struggle as we adapt to deeply structural economic shifts. As a community we are all fully aware that business travel, conferences and other parts of our local economy such full-time in-office work will never be the same as pre-pandemic. For these reasons we need to build new strategies to attract visitors from afar as well as our own Santa Clara County residents to visit and patronize our San Jose businesses, hotels and cultural offerings. Committing the City's Transient Occupancy Tax resources to this endeavor is a logical use of industry generated resources to help rebuild for the new future and lay a solid foundation for long-term success.

Thank you for your consideration!

Sincerely,

Emily Ray

Music Director, Mission Chamber Orchestra of San Jose

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06/14 CC Meeting Item 3.3 - Support Memo from Council Members Peralez, Carrasco, Davis & Arenas

Amanda Rawson <[redacted]>

Mon 6/13/2022 5:44 PM

To: The Office of Mayor Sam Liccardo <[redacted]> District1 <[redacted]> District2 <[redacted]>  
<[redacted]> District3 <[redacted]> District4 <[redacted]> District5 <[redacted]>  
<[redacted]> District 6 <[redacted]> District7 <[redacted]> District8 <[redacted]>  
<[redacted]> District9 <[redacted]> District 10 <[redacted]> Agendadesk <[redacted]>  
<[redacted]> City Clerk <[redacted]>

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Dear Mayor and Councilmembers,

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**Our local visitor, hospitality, and arts industries continue to struggle as we adapt to deeply structural economic shifts.** As a community, we are all fully aware that business travel, conferences, and other parts of our local economy will never be the same as pre-pandemic. For these reasons, we need to build new strategies to attract visitors from afar as well as attract our own Santa Clara County residents to visit and patronize our San Jose businesses, hotels, and cultural offerings. Committing the City's Transient Occupancy Tax resources to this endeavor is a logical use of industry-generated resources to help rebuild for the new future and lay a solid foundation for long-term success.

Thank you for your consideration!

Sincerely,  
Amanda Rawson

**Amanda Rawson**  
Researcher/Project Manager | Art Builds Community  
*Public Art Planning + Creative Placemaking + Consulting*  
*formerly Barbara Goldstein & Associates*



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06/14 CC Meeting Item 3.3 - Support Memo from CM Peralez, Carrasco, Davis & Arenas

Tanya Fleming <[redacted]>

Mon 6/13/2022 5:56 PM

To: The Office of Mayor Sam Liccardo <[redacted]> District1 <[redacted]> District2  
<[redacted]> District3 <[redacted]> District4 <[redacted]> District5  
<[redacted]> District 6 <[redacted]> District7 <[redacted]> District8  
<[redacted]> District9 <[redacted]> District 10 <[redacted]> Agendadesk  
<[redacted]> City Clerk <[redacted]>

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Dear Mayor and Councilmembers,

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Thank you for your consideration!

Sincerely,  
Tanya Fleming

San Jose resident

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**Fw: Palo Alto Humane Society Supports the Budget Request for San Jose Animal Care Center**

City Clerk <[redacted]>

Mon 6/13/2022 6:38 PM

To: Agendadesk <[redacted]>

**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

*How is our service? [Please take our short survey.](#)*

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**From:** Leonor Delgado <[redacted]>

**Sent:** Monday, June 13, 2022 6:37 PM

**To:** The Office of Mayor Sam Liccardo <[redacted]> District1  
<[redacted]> District2 <[redacted]> District3 <[redacted]> District4  
<[redacted]> District5 <[redacted]> District 6 <[redacted]> District7  
<[redacted]> District8 <[redacted]> District9 <[redacted]> District 10  
<[redacted]> City Clerk <[redacted]>

**Cc:** Carole Hyde <[redacted]> Leonor Delgado <[redacted]>

**Subject:** Palo Alto Humane Society Supports the Budget Request for San Jose Animal Care Center

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Dear Mayor Liccardo and Councilmembers,

Thank you for considering the additional Budget Documents proposed by Councilmembers Mahan (#83 & #91) and Davis (#31). Palo Alto Humane Society greatly appreciates the Mayor's responsiveness and recognition of the challenges the shelter faces and taking steps to move in the right direction to prevent unnecessary suffering and death of animals in the community, provide assistance to the unhoused and their pets, improve overall conditions and relations at the shelter, alleviate staffing turnover and be better equipped to meet the needs of the community.

Palo Alto Humane Society strongly supports Councilmember Mahan's proposals for San Jose's Animal Care Center, to help restore operations and staffing to the effective levels needed by the community and the proposals by Councilmembers Mahan and Davis regarding funding for spay/neuter services by partnering nonprofits such as St. Francis Animal Protection Society.

We at Palo Alto Humane Society urge the Councilmembers to consider the urgency of the need and the long-term beneficial impact to the community and approve these requests.

Thank you,  
Carole Hyde  
Director of Programs

Leonor Delgado  
Education Manager

Palo Alto Humane Society



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06/14 CC Meeting Item 3.3 - Support Memo from CM Peralez, Carrasco, Davis & Arenas

T S <[redacted]>

Tue 6/14/2022 12:27 AM

To: District1 <[redacted]> District2 <[redacted]> District3 <[redacted]> District4 <[redacted]>  
District5 <[redacted]> District6 <[redacted]> District7 <[redacted]>  
District8 <[redacted]> District9 <[redacted]> District10 <[redacted]>  
The Office of Mayor Sam Liccardo <[redacted]> Agendadesk <[redacted]>

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Dear Mayor and Councilmembers,

I am writing in support of the memorandum from Councilmembers Peralez, Carrasco, Davis, and Arenas calling for additional amendments to the Mayor's June Budget Message, including:

- \$115,000 for safety improvements at the intersection of Hedding and Bayshore;
- Permanent closure of San Pedro Street and a one-year pilot closure of Post Street on weekends;
- Repeal of San José's antiquated and discriminatory prohibition on cruising, which would have no significant budget impact; and
- Strategies to help revitalize our arts, hospitality, and visitor sectors to spur business recovery, job growth, and economic fiscal health.

Thank you for your consideration!

Sincerely,

Terrill Shelly  
[redacted]

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06/14 CC Meeting Item 3.3 - Support Memo from CM Peralez, Carrasco, Davis & Arenas

Bruce Herman <[REDACTED]>

Tue 6/14/2022 7:00 AM

To: The Office of Mayor Sam Liccardo <[REDACTED]> District1 <[REDACTED]> District2 <[REDACTED]>  
District3 <[REDACTED]> District4 <[REDACTED]> District5 <[REDACTED]>  
District6 <[REDACTED]> District7 <[REDACTED]> District8 <[REDACTED]>  
District9 <[REDACTED]> District10 <[REDACTED]> Agendadesk <[REDACTED]>  
City Clerk <[REDACTED]>

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Thank you for your consideration!

Sincerely,

Bruce Herman

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# Support for Councilmembers Mahan & Davis Budget Document #s 31, 83 & 91

Rohit Patil <[REDACTED]>

Mon 6/13/2022 8:08 PM

To: The Office of Mayor Sam Liccardo <[REDACTED]> District1 <[REDACTED]> District2  
<[REDACTED]> District3 <[REDACTED]> District4 <[REDACTED]> District5  
<[REDACTED]> District 6 <[REDACTED]> District7 <[REDACTED]> District8  
<[REDACTED]> District9 <[REDACTED]> District 10 <[REDACTED]> City Clerk

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Dear Mayor Liccardo and Councilmembers,

Thank you for considering the additional Budget Documents proposed by Councilmembers Mahan (#83 & #91) and Davis (#31). We greatly appreciate the Mayor's responsiveness and recognition of the challenges the shelter faces and taking steps to move in the right direction to prevent unnecessary suffering and death of animals in the community, provide assistance to the unhoused and their pets, improve overall conditions and relations at the shelter, alleviate staffing turnover and be better equipped to meet the needs of the community.

I strongly support Councilmember Mahan's proposals for San Jose's Animal Care Center, to help restore operations and staffing to the effective levels needed by the community and the proposals by Councilmembers Mahan and Davis regarding funding for spay/neuter services by partnering nonprofits such as St. Francis Animal Protection Society.

We urge the Councilmembers to consider the urgency of the need and the long-term beneficial impact to the community and approve these requests.

Thank you,  
Rohit Patil

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### Agenda Item 3.3 - Foot Patrol Down Town San Jose

Tony Gutierrez <[REDACTED]>

Tue 6/14/2022 8:36 AM

To: City Clerk <[REDACTED]> District1 <[REDACTED]> District2 <[REDACTED]> District3 <[REDACTED]>  
District4 <[REDACTED]> District5 <[REDACTED]> District 6 <[REDACTED]>  
District7 <[REDACTED]> District8 <[REDACTED]> District9 <[REDACTED]>  
District 10 <[REDACTED]> The Office of Mavor Sam Liccardo <[REDACTED]>

[External Email]

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[External Email]

Good Morning City of San Jose Leaders

As General Manager of one of the largest building in San Jose, AXIS, I want to let you know that I and the residents of AXIS (over 600) are very supportive of having Foot Patrols in the downtown area.

The connection one makes with the Foot Patrol Officers is one that is on a more personal level, you get to know them and vice versa.

Walking downtown over the past few years is just not the same, safety and homeless encampments are a major concern that causes one to think about where we should go out for the evening. Having a visible present of SJ Police, not driving by .. but out walking the street would go a long way in encouraging downtown residents to seek all that downtown San Jose has to offer.

Thank you for your time



**Tony Gutierrez | General Manager**

AXIS



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## 06/14 CC Meeting Item 3.3 - San Pedro Square and Post Street

Nathan Svoboda <[REDACTED]>

Tue 6/14/2022 8:58 AM

To: District1 <[REDACTED]> District2 <[REDACTED]> District3 <[REDACTED]> District4 <[REDACTED]>  
<[REDACTED]> District5 <[REDACTED]> District 6 <[REDACTED]> District7 <[REDACTED]>  
<[REDACTED]> District8 <[REDACTED]> District9 <[REDACTED]> District 10 <[REDACTED]>  
<[REDACTED]> The Office of Mayor Sam Liccardo <[REDACTED]> Agendadesk <[REDACTED]>  
<[REDACTED]>

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Dear Mayor and Councilmembers,

With the support of Councilmember Raul Peralez, County of Santa Clara Supervisor Cindy Chavez, the San Jose Downtown Association, San Jose Downtown stakeholders, and the LGBTQ+ community, Project MORE with the City of San José established the Qmunity District in 2020, an LGBTQ+ cultural district in downtown San José.

Located on Post Street between 1st and Market, the Qmunity District is an affirming place that celebrates the art, culture and history of the LGBTQ+ community. During the COVID-19 pandemic, the District leveraged the City of San José Al Fresco Program to close Post Street (1st to Lightston Alley) to aid District businesses and offer an outdoor environment for LGBTQ+ people to receive affirming COVID testing and vaccination services, health and wellness resources, and safely gather for their wellbeing. The Qmunity District has become a safe and all-inclusive place for LGBTQ+ and Allies who are isolated from other affirming spaces.

On April 26, 2022, you unanimously approved initiating the permanent closure of San Pedro Street and a year-long weekend closure pilot of Post Street will enhance the vibrancy of Downtown San José. Closing these streets to vehicular traffic and refocusing our public right of ways on people first.

Today we remind you of your fiduciary responsibility to make equitable decisions. Project MORE asks that you support a one year (12 month) weekend closure pilot of Post Street (1st Street to Lightston Alley), so Project MORE and district businesses may be afforded a reasonable period of time to financially invest and collect data to measure the viability of a permanent closure. San Pedro Street and Post Street should be treated equally, and the Mayor's recommendation for a 6 month pilot is unjust. Please include Councilmember Peralez's proposal in the final City Budget for FY2022-23.

Project MORE has been working with all stakeholders to create a vibrant and welcoming place for everyone. In partnership with urban planners, experienced global design firms like Gensler, and organizations like the International Interior Design Association, we are revitalizing and beautifying the Qmunity District. I have attached our most recent project presentation for reference.

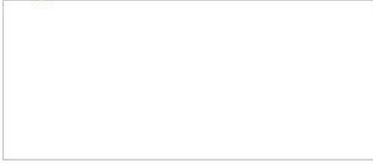
June is International PRIDE Month. We honor the 1969 Stonewall Uprising and the beginning of the Gay Liberation Movement, and celebrate the achievements and culture of the LGBTQ+ community. We would be extremely grateful to announce your support for the Qmunity District and the local LGBTQ+ community by approving the year-long closure of Post Street.

If we can be of further assistance or address any questions, please do not hesitate to contact me at 408-454-8243 or [REDACTED]

In the spirit community, thank you for your support!

**Nathan Svoboda** (he / him [pronouns](#))

**Project MORE:** Be MORE. Do MORE. *A leading California LGBTQ+ nonprofit since 2013.*



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# COMMUNITY DISTRICT

PHASE II  
Identity



# WHAT'S INSIDE

1. PROJECT BRIEF
2. GLOBAL REACH
3. DIAGRAM OF A BLOCK
4. CONCEPT INTRODUCTION
5. STREET CLOSURE BLOCKING
6. STREET CLOSURE- SMALL PROJECTS, BIG VISION
7. VISIONING SESSION - STREET CLOSURE



# CONTINUING A VISION

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## PROJECT

CREATE A VISION & DESIGN DOCUMENT FOR  
THE QMUNITY DISTRICT IN DOWNTOWN SAN JOSE

## WHO

COMMUNITY MEMBERS, DESIGNERS, AND PROJECT MORE  
THE CITY OF SAN JOSE AND THE DOWNTOWN ASSOCIATION

## WHAT

PROGRAMMING/VISIONING SESSIONS  
DESIGN DOCUMENT & VISION

## HOW

COMMUNITY MEETINGS & SURVEYS  
BENEFIT AND COST ANALYSIS/IMPACT ANALYSIS



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initiative of



PROJECT  
MORE

# TOGETHER WE CAN DO MORE

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**QMUNITY IS FOCUSED ON CREATING A SAFE AND INCLUSIVE SPACE FOR THE LGBTQIA+ COMMUNITY IN SAN JOSE!**

The Qmunity committee, a branch of Project MORE, will be partnering with stakeholders, the design community, and local talent to create a solid vision for the District.

Project MORE will ensure a hybrid approach to collaborative work, ensuring that the voices of the community are heard.

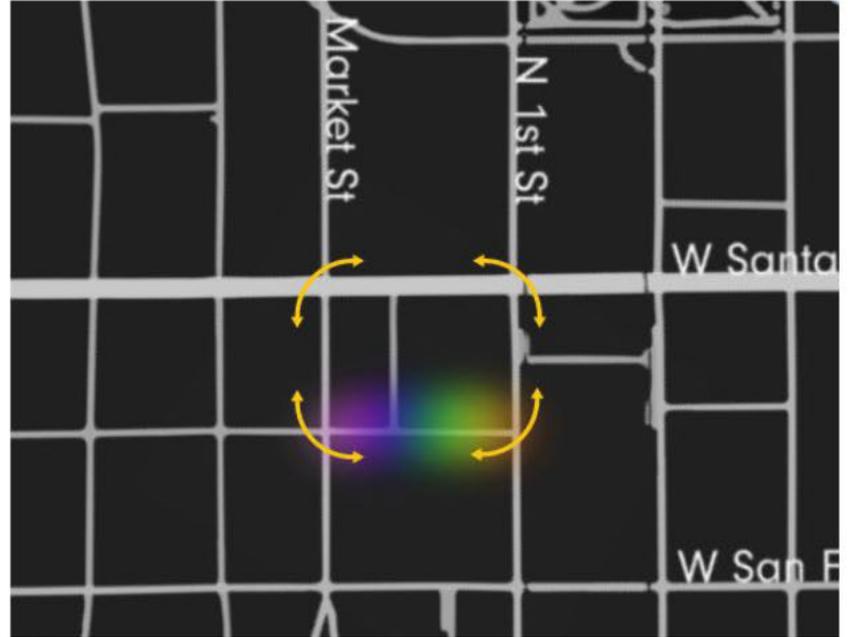
# EXPANSION ZONE



## THE CENTER OF THE CITY.

Located in the historic district, the Qmunity District is a “district within a district”: an affirming place of equality and inclusion.

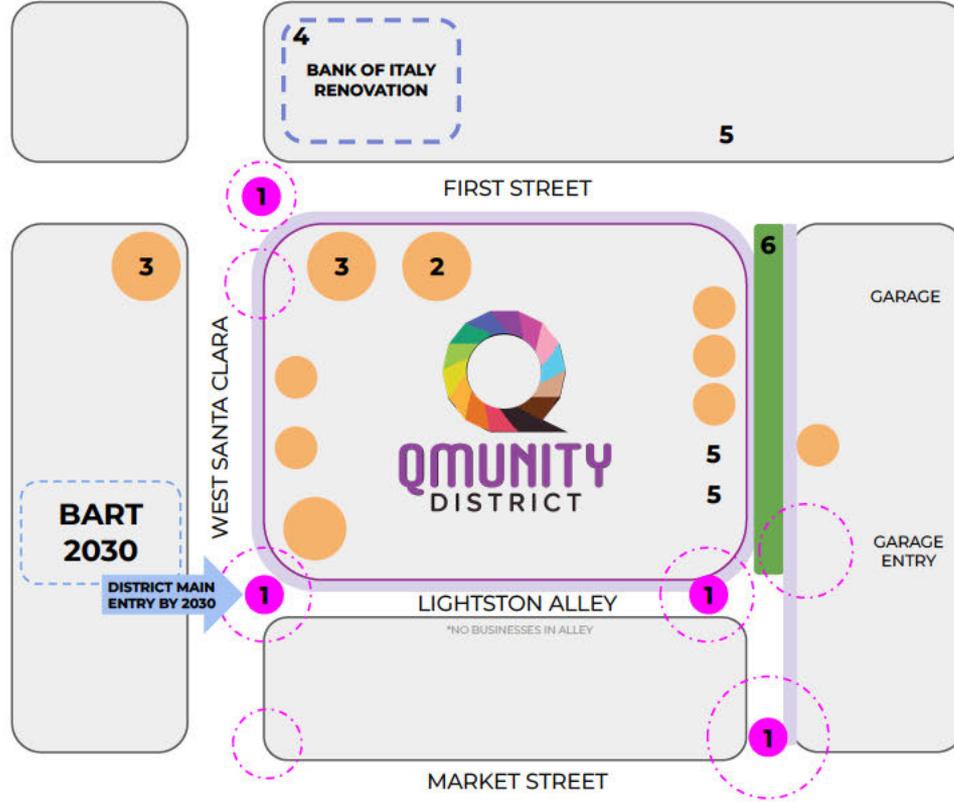
The expansion zone includes the area from West Santa Clara to Post St. and Market St. to First St.



# THE BIGGER PICTURE



**BART extension to be completed by 2030. the downtown stop is right in front of Lightson Alley, the main entry for the district.**



## LEGEND:

1. Crosswalks
  2. Potential Large Development
  3. Newly Renovated Retail/Office
  4. Under Renovation
  5. LGBTQIA+ Hub
  6. Qmunity Street - Road Closure
- Vacant
  - Sculpture & Art Install Zones
  - Mural Opportunity Zone

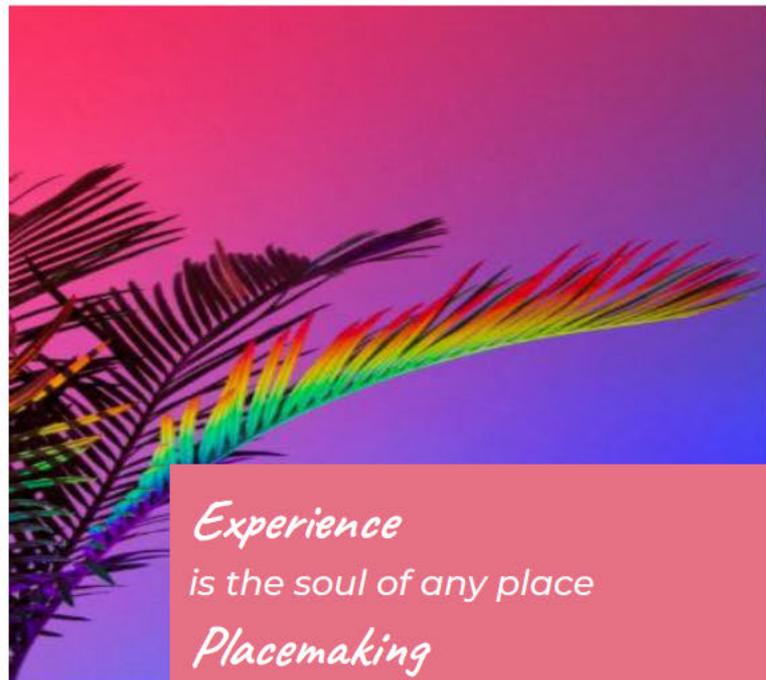
# A SERIES OF STORIES, A WORLD OF EXPERIENCE

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This District will be infused with magical experiences.

Applying color and striping does not create culture. The most successful LGBTQIA+ Districts celebrate the struggle, victories, and processes of equal rights in moments; experiences.

The concept for this project will be based on creating experiences throughout the block and from that, finding a connecting aesthetic.



*Experience*

*is the soul of any place*

*Placemaking*

*is creating experience from the collective spirit of the community*



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initiative of

PROJECT  
MORE

# POST STREET CLOSURE -

INITIAL THOUGHTS

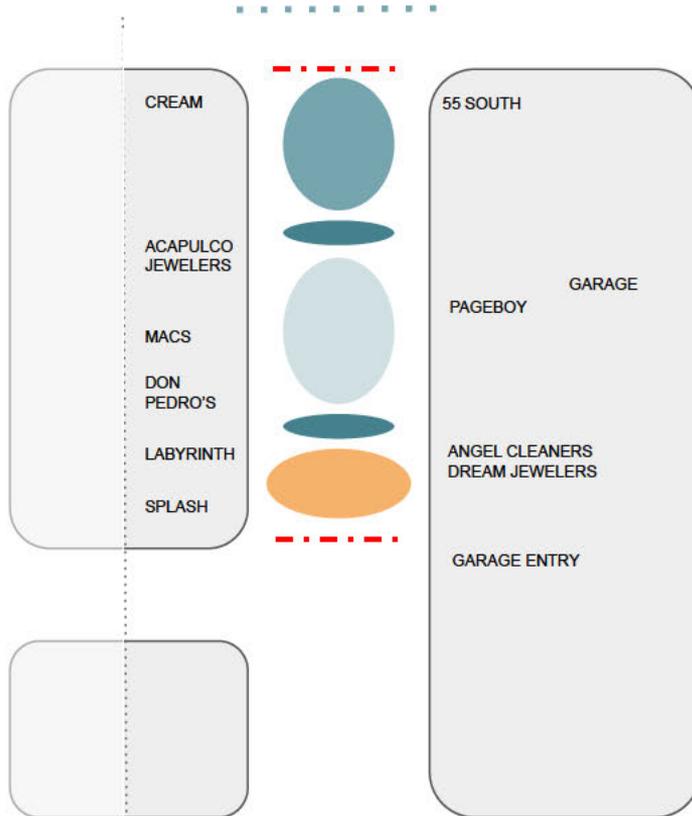
BLOCKING & VISIONING



# CLOSURE OPTION 1 - WEEKEND HOURS - OFFSITE STORAGE

**Closure Option 1** allows for large group gatherings on the weekends with minimal mitigation. Furniture will be sourced and curated to provide a cohesive look. Vendors will be responsible for storage of furniture based on their area. A portable vendor area dedicated to the “street vendor” will be enlivened on the weekend nights.

- HIRED VENDOR OPENS AND CLOSES STREET
- PROJECT MORE ENSURES QUALITY CONTROL OF FURNITURE & AESTHETICS IN PARTNERSHIP WITH BUSINESSES, THE CITY OF SAN JOSE, & DTA



## WEEKEND FULL CLOSURE

FRIDAY AFTER 8:00 AM  
SATURDAY  
SUNDAY

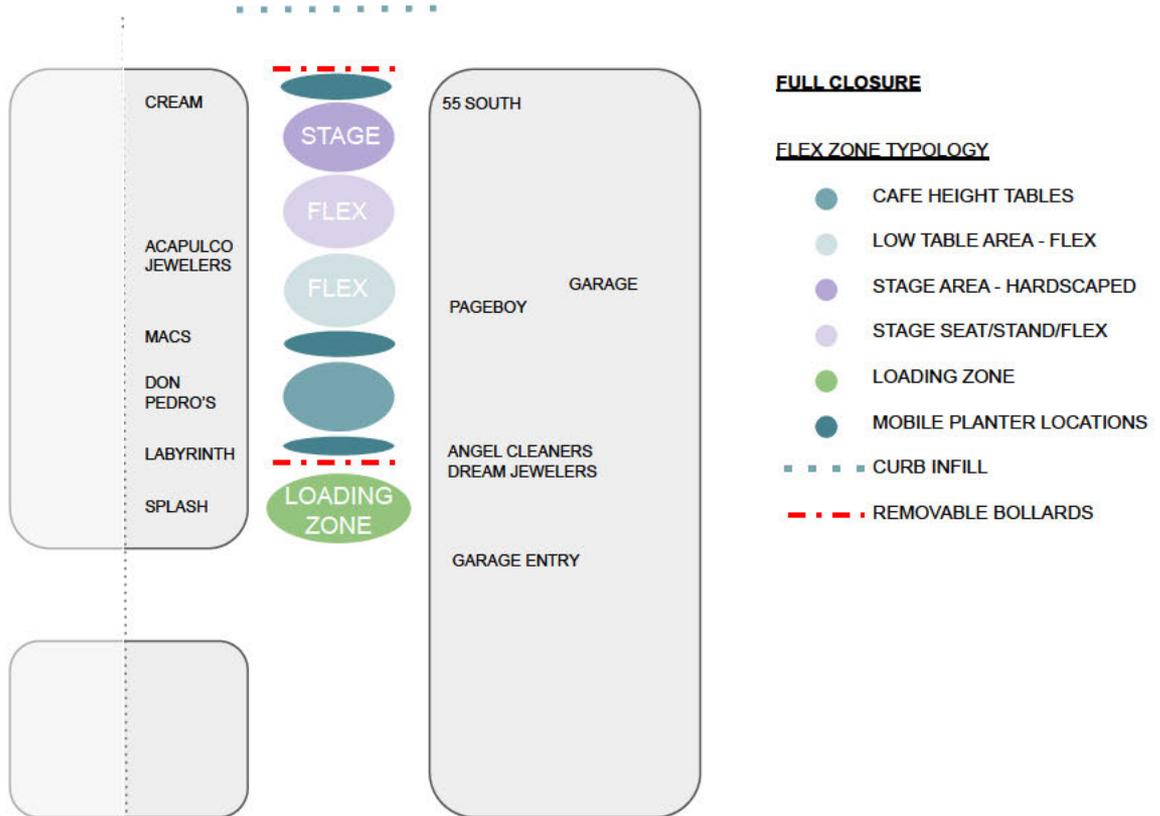
## THREE ZONES OF FURNITURE TYPES:

- CAFE HEIGHT TABLES
- LOW TABLE AREA
- LOUNGE - PORTABLE VENDOR
- MOBILE PLANTER LOCATIONS - TO BE USED ON LIGHTSTON AS INFILL DURING THE WEEK
- REMOVABLE BOLLARDS
- CURB INFILL

# CLOSURE OPTION 2 - FULL CLOSURE - TEMP PARKING STALLS

**Closure Option 2** closes the street completely and puts event and social programming at the front of focus. Temp parking stalls are in front of splash to provide easy access to businesses that are “drop off” establishments. Flex spaces and a hardscape stage area create venues for activation.

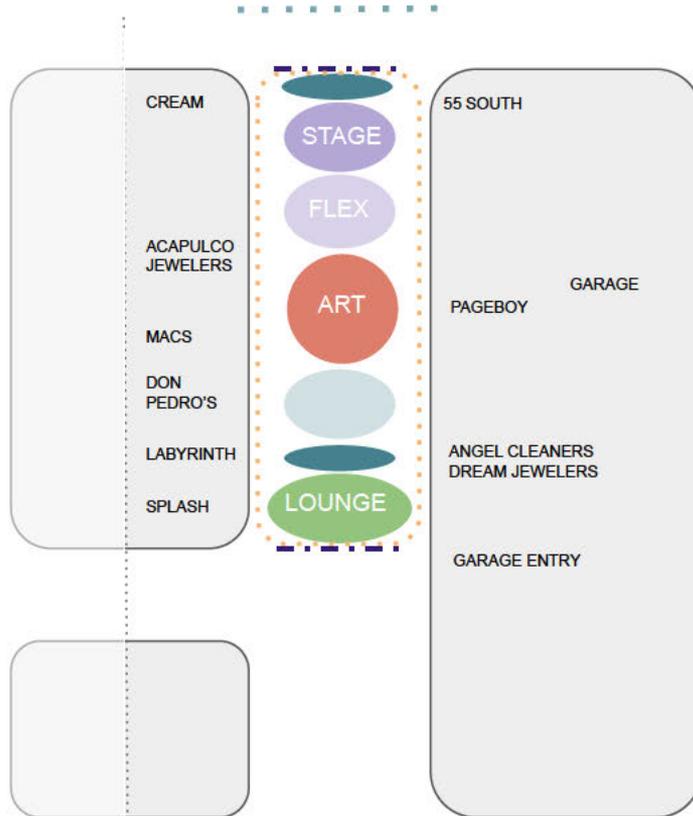
- PROJECT MORE ENSURES QUALITY CONTROL OF FURNITURE & AESTHETICS IN PARTNERSHIP WITH BUSINESSES, THE CITY OF SAN JOSE, & DTA



# CLOSURE OPTION 3 - FULL HARDSCAPE/LANDSCAPE - STAGE - LIGHTING

**Closure Option 3** is fully integrated technology, art and entertainment capacities. The design is full of experience at anytime of day, including art/sculpture/fountain elements. Flex areas allow for alternate programming and fully integrated stage/sound equipment completes the space.

- PROJECT MORE ENSURES QUALITY CONTROL OF FURNITURE & AESTHETICS IN PARTNERSHIP WITH BUSINESSES, THE CITY OF SAN JOSE, & DTA
- ART AND OTHER DESIGN ELEMENTS MANAGED BY PROJECT MORE



## FULL CLOSURE

### THREE ZONES OF FURNITURE TYPES:

- PLANTERS
- BUILT SEATING - TABLES
- STAGE AREA - HARDCAPED
- STAGE SEAT/STAND/FLEX
- LOUNGE - SCULPTURE
- SCULPTURE/PLANTER/FOUNTAIN
- PERMANENT BOUNDARY
- HARDSCAPE INTEGRATION INTO SIDEWALKS
- CURB INFILL

# ELEMENTS OF EXPERIENCE



# CLOSURE METHODS

Street closure methods range from very permanent solutions to temporary, bolt-down options.

## Types of closure methods:

- Retractable Bollards
- Concrete blocking or sculpture
- Permanent metal bollards
- Heavy seating integrated blockades



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# PLANTS AND POTS VISUALS

Biophilic paradise. Plants and pots should be integrated into the design and be easily maintained. Moveable planters double as dividers to delineate space and adjust for different events.

## Types of planting schemes:

- Built-in tiered metal construction
- Integrated paseo planting
- Moveable box planters
- Seating integrated into planters
- Community garden style



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# STAGE VISUALS

Creating community requires stage presence and amphitheater space. The placement at the end of the street allows for large groups to gather safely.

## Types of Amphitheaters:

- Semi-round - wood or metal
- Metal with fabric awnings
- Sculptural steel
- Molded parametric wood
- Gabled wood structure



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# SEATING AND FURNITURE

Seating in should be cohesive and tell a story. Zoning by color can achieve a simple delineation by space.

## Types of Furniture:

- Sculptural and built-in
- Lounge and Swing
- Color blocking and mixing - cafe style
- Portable - mixed format
- Sculptural and portable



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# IDENTITY VISUALS

Establishing a cohesive environmental direction, celebrating the diversity of San Jose is important to creating an appealing and activated space.

## Elements:

- Diverse programming - events, etc.
- Sculpted and designed environments
- Murals with purpose
- Street art and installations
- Storefront integration



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# FURNITURE INTENT

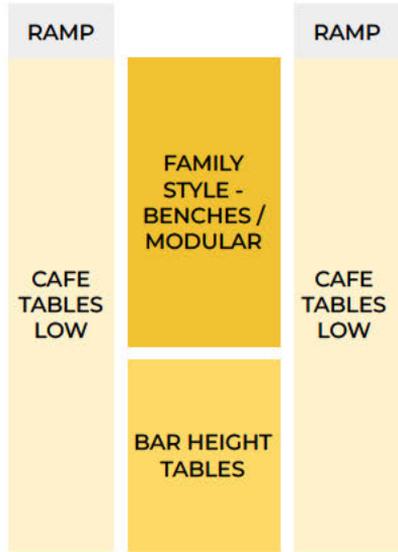
THREE PLANNING TYPOLOGIES

-  PRIMARY
-  PRIMARY + OPTION
-  EXPANDED + OPTION

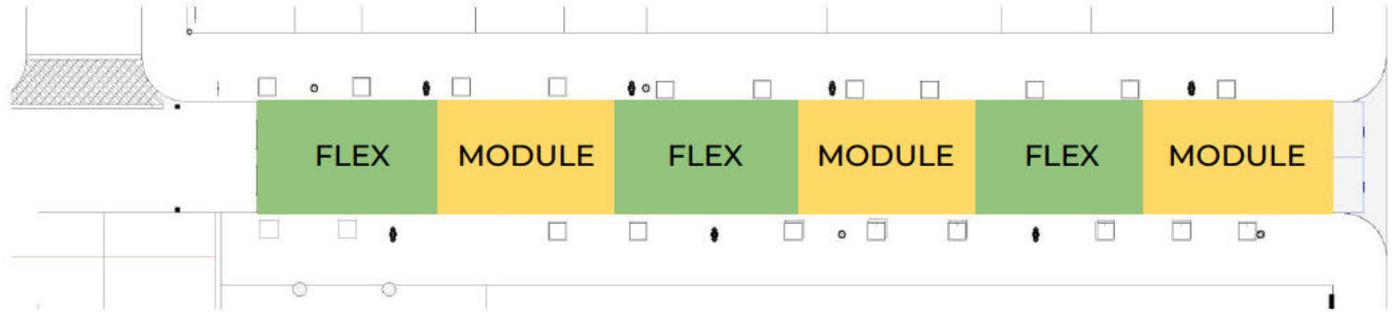


# PLANNING STRATEGY

TYPICAL LAYOUT MODULES CREATE AN OPPORTUNITY TO ESTABLISH A STANDARD FOR QUANTITY AND TYPE OF FURNITURE FOR DINING AREAS. FLEX AREAS CONTRIBUTE TO THE OVERALL EXPERIENCE, BY PROVIDING RESPITE AND A LOUNGE/PARK-LIKE FEEL.



TYPICAL MODULE



EXAMPLE OVERALL PLANNING PRINCIPLE - MODULES CAN MOVE AS NEEDED

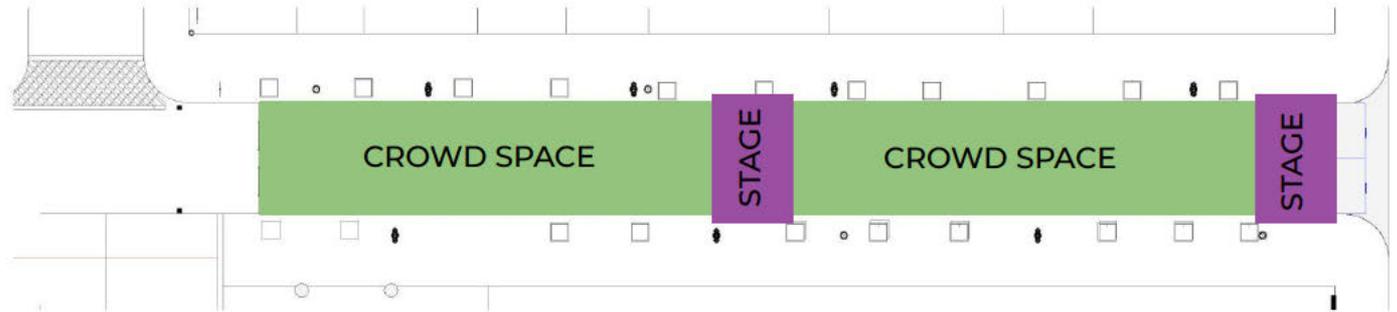


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PROJECT MORE

# PLANNING STRATEGY EVENTS

THE STRATEGY FOR THE EVENT SPACE IS BASED ON ANTICIPATED ATTENDEES. THE STAGE CAN MOVE BACK AND FORTH THROUGH THE STREET DEPENDING ON WHAT THE EVENT IS.



**EXAMPLE OVERALL PLANNING PRINCIPLE - STAGE IMPLEMENTATION IS FLEXIBLE**



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*PRIMARY*

# OVERALL AESTHETIC STATEMENT

Simple cafe settings with minimal changes in form.

Chairs, tables for small and large groups.

Varied heights with minimal ornamental plants as needed.



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MORE

# PLAN

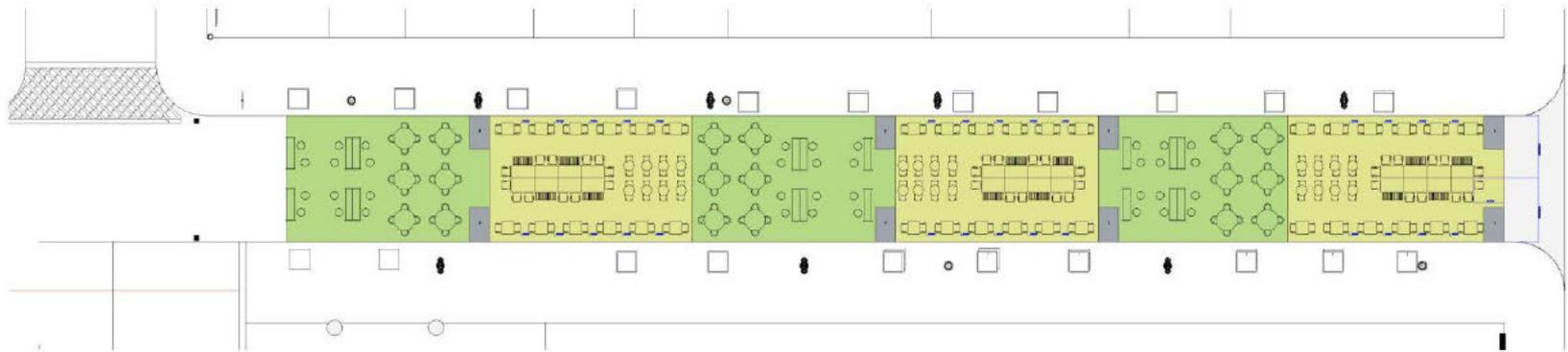


<b>Barstools</b>	48
<b>Benches</b>	18
<b>Bench seating</b>	48



<b>Primary (square)</b>	108
<b>Secondary (round)</b>	72

**TOTAL: 384 furniture pieces**



# PARAMETERS - SIZING ETC....

 Seating	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
	Barstools		1	48		<b>Must have furniture caddy</b>
	Benches		3 each	18		
	Bench seating			48		
 Tables	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
	Primary (square)			108		<b>Must have furniture caddy</b> Consider table mounted shading
	Secondary (round)			72		
 Planters	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
						Rolling - portable, low quantity Neutral color in planters, lots of color in plants

*Notes*

**TOTAL: 384 furniture pieces**

**Storage:** Temporary container on Lightston alley, garage spot in container

# PARAMETERS - PRICING - CODE

	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

 <i>Planters</i>	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

*Notes*

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PROJECT  
MORE

*PRIMARY + OPTION*

# OVERALL AESTHETIC STATEMENT

A combination of cafe settings with minimal lounge vignettes.

Heating elements and varied heights.

Plants and other decorative elements to be used as dividers.

Stage elements such as riser and accessories.



# PLAN



Chairs	108
Benches	12
Barstools	48



Lounge chairs	32
Sofas	8
Poufs	30

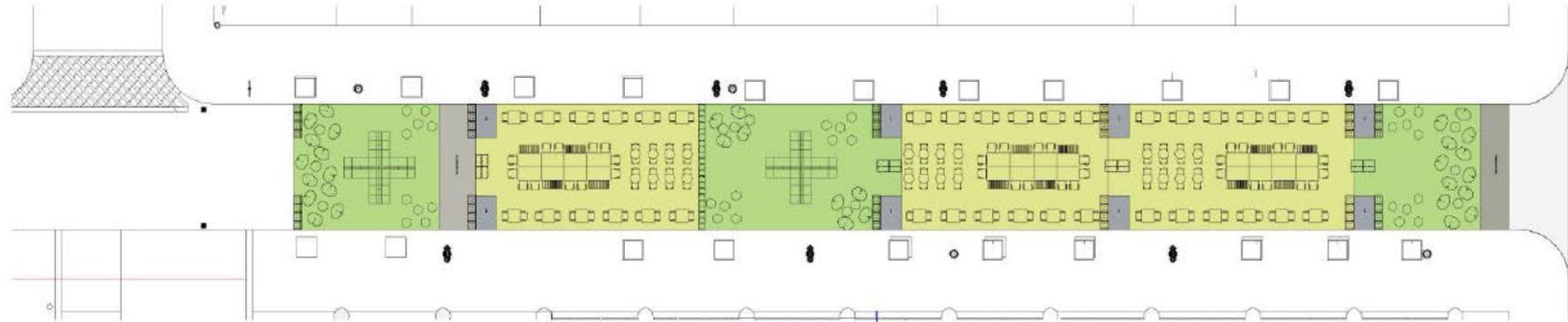


Tables (38")	36
Tables (55")	24



Planters	51
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**TOTAL: 363 furniture pieces, 51 planters**



# PARAMETERS - SIZING ETC...

 Seating	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
	Chairs		1	108		<b>Must have furniture caddy</b>
	Benches			12		
	Barstools			48		
 Tables	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
	Tables (38")			36		<b>Must have furniture caddy</b>
	Tables (55")			24		
 Lounge Settings	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
	Lounge chairs			32		<b>Must have furniture caddy</b>
	Sofas			8		
	Poufs			30		

*Notes*

**TOTAL: 363 furniture pieces, 51 planters**

# PARAMETERS - SIZING ETC...(con't)

 <p>Plant Dividers &amp; Portable Planters</p>	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
	Planters			51		Larger divider-style planters Neutral color in planters, lots of color in plants Rectangular boxes could be stored on side of street when street is open
 <p>Heating Elements</p>	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
						Fire pits, overhead heat <b>Must have furniture caddy</b>
 <p>Stage Risers &amp; Accessories</p>	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
						<b>Must have furniture caddy</b>

*Notes*

# PARAMETERS - PRICING - CODE

 Seating	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

 Tables	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

 Lounge Settings	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

*Notes*

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# PARAMETERS - PRICING - CODE (con't)

 Plant Dividers & Portable Planters	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

 Heating Elements	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

 Stage Risers & Accessories	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

*Notes*

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*EXPANDED + OPTION*

# OVERALL AESTHETIC STATEMENT

Premium grade and quality settings with lounge, plantings, cafe settings at multiple heights.

Shading elements added that can be temporary or permanent.

Stage elements such as portable full stage and accessories.



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PROJECT  
MORE

# PLAN



Chairs	110
Benches	12
Bar-height chairs	90



Poufs	20
Lounge chairs	18

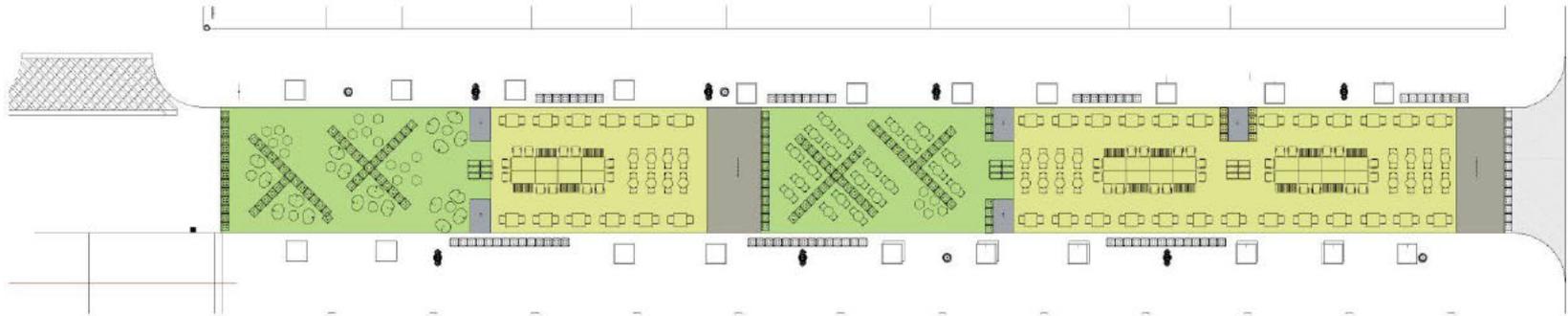


Tables (38")	37
Tables (55")	24
Bar-height rounds	51



Planters	221
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**TOTAL: 380 furniture pieces, 221 planters**



# PARAMETERS - SIZING ETC...

 Seating	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
	Chairs		1	110		<b>Must have furniture caddy</b>
	Benches			12		
	Bar-height chairs			90		
 Tables	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
	Tables (38")			37		<b>Must have furniture caddy</b>
	Tables (55")			24		
	Bar-height rounds			51		
 Lounge Settings	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
	Poufs			20		<b>Must have furniture caddy</b>
	Lounge chairs			18		

*Notes*

**TOTAL: 380 furniture pieces, 221 planters**

# PARAMETERS - SIZING ETC...(con't)

 <p>Plant Dividers &amp; Portable Planters</p>	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
	Planters			221		Larger divider-style planters, shapes/forms box style. Rectangular boxes could stored on side of street when street is open. Color in plants and planters.
 <p>Heating Elements</p>	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
						Fire pits, overhead heat <b>Must have furniture caddy</b>
 <p>Full Stage &amp; Accessories</p>	<i>Model/style</i>	<i>Size</i>	<i>Capacity (est)</i>	<i>Quantity</i>	<i>Color/Finish</i>	<i>Notes</i>
						<b>Must have furniture caddy</b>

Notes

# PARAMETERS - PRICING - CODE

 Seating	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

 Tables	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

 Lounge Settings	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

Notes

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# PARAMETERS - PRICING - CODE (con't)

 <p>Plant Dividers &amp; Portable Planters</p>	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>
 <p>Heating Elements</p>	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>
 <p>Full Stage &amp; Accessories</p>	<i>Model/style</i>	<i>Pricing</i>	<i>Funding</i>	<i>ADA info</i>	<i>Notes</i>

*Notes*

# EVERYONE CAN GET INVOLVED!



NEW AND ESTABLISHED PARTNERSHIPS WILL BE STRENGTHENED THROUGH A NEW APPROACH TO OUTREACH AND LARGER MARKETING EFFORTS.





June 14, 2022

Mayor Sam Liccardo  
Councilmember Charles Jones  
Councilmember Sergio Jimenez  
Councilmember Raul Peralez  
Councilmember David Cohen  
Councilmember Magdalena Carrasco  
Councilmember Dev Davis  
Councilmember Maya Esparza  
Councilmember Sylvia Arenas  
Councilmember Pam Poley  
Councilmember Matt Maham

**City of San José**

200 E. Santa Clara Street  
San Jose, California 95113

Dear Mayor and Councilmembers,

With the support of Councilmember Raul Peralez, County of Santa Clara Supervisor Cindy Chavez, the San Jose Downtown Association, San Jose Downtown stakeholders, and the LGBTQ+ community, Project MORE with the City of San José established the Qmunity District in 2020, an LGBTQ+ cultural district in downtown San José.

Located on Post Street between 1st and Market, the Qmunity District is an affirming place that celebrates the art, culture and history of the LGBTQ+ community. During the COVID-19 pandemic, the District leveraged the City of San José Al Fresco Program to close Post Street (1st to Lightston Alley) to aid District businesses and offer an outdoor environment for LGBTQ+ people to receive affirming COVID testing and vaccination services, health and wellness resources, and safely gather for their wellbeing. The Qmunity District has become a safe and all-inclusive place for LGBTQ+ and Allies who are isolated from other affirming spaces.

On April 26, 2022, you unanimously approved initiating the permanent closure of San Pedro Street and a year-long weekend closure pilot of Post Street will enhance the vibrancy of Downtown San José. Closing these streets to vehicular traffic and refocusing our public right of ways on people first.

Today we remind you of your fiduciary responsibility to make equitable decisions. Project MORE asks that you support a one year (12 month) weekend closure pilot of Post Street (1st Street to Lightston Alley), so Project MORE and district businesses may be afforded a reasonable period of time to financially invest and collect data to measure the viability of a permanent closure. San Pedro Street and Post Street should be treated equally, and the Mayor's recommendation for a 6 month pilot is unjust. Please include Councilmember Peralez's proposal in the final City Budget for FY2022-23.

Project MORE has been working with all stakeholders to create a vibrant and welcoming place for everyone. In partnership with urban planners, experienced global design firms like Gensler, and organizations like the International Interior Design Association, we are revitalizing and beautifying the Qmunity District. I have attached our most recent project presentation for reference.

June is International PRIDE Month. We honor the 1969 Stonewall Uprising and the beginning of the Gay Liberation Movement, and celebrate the achievements and culture of the LGBTQ+ community. We would be extremely grateful to announce your support for the Qmunity District and the local LGBTQ+ community by approving the year-long closure of Post Street.

If we can be of further assistance or address any questions, please do not hesitate to contact me at

[REDACTED]

In the spirit community, thank you for your support!

[REDACTED]

Nathan Svoboda, President  
Project MORE Foundation, Inc.

**About Project MORE**

Project MORE is a 501(c)(3) nonprofit organization dedicated to promoting and creating inclusive experiences for the LGBTQ+ community through thoughtful advocacy, engaging campaigns, cultural events, creative consulting, and supportive services. Created in 2013, we work to fill the gaps in services for the entire LGBTQ+ community. Known for breaking down barriers and developing innovative solutions, Project MORE strives to be more and do more in everything we do. To learn how our organization is making a difference and building community, visit [REDACTED] and follow us on Facebook, Instagram, Twitter, and LinkedIn.



# ***CARPENTERS LOCAL UNION 405***

***SERVING SANTA CLARA & SAN BENITO COUNTIES***

June 13, 2022

Honorable Mayor & City Council Members City of San Jose  
200 East Santa Clara Street, 18<sup>th</sup> Floor  
San Jose, CA 95113

**Re: June Budget Message – City Council June 14, 2022: Agenda Item #3.3**

Dear Mayor and Council Members,

We, Carpenters Local 405, respectfully request that the City Council approve the Mayor's June Budget message and support funds to establish community policing efforts in the downtown corridor and high-crime areas that help lead to efforts that clean and beautify San Jose and invites people to freely move about and do business in the city comfortably.

This improvement would help enhance public safety in areas affected by high crime rates. We support and ask that the City Council approve ongoing funds so that 16 full-time officers can join the force and these officers can be deployed. Because of this, the Downtown Foot Patrol can be fully reinstated with routinely assigned community policing walking beats as well as other high crime areas in San Jose. The safety of San Jose's Downtown and city neighborhoods, in general, should be a top priority ensuring that all families feel safe where they live, and where they play, and where they work.

Our city, San Jose, is at a crucial point in its recovery and being rebuilt by Local 405 members who are also a part of the San Jose community. Community policing efforts, assistance to small businesses and beautification programs will help San Jose recover quicker so that the community as a whole can move forward and thrive.

Again, we request that the City Council approve the recommendation the establish community policing efforts downtown and in other neighborhoods in need of additional safety. Your efforts are helping create vibrancy and community that is appreciated beyond words.

Sincerely,

[REDACTED]  
Laura Drocic, Field Representative  
Carpenters Local 405 Union

Fw: 06/14 CC Meeting Item 3.3 - Support Memo from CM Peralez, Carrasco, Davis & Arenas

City Clerk <[REDACTED]>

Tue 6/14/2022 2:07 PM

To: Agendadesk <[REDACTED]>

**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

*How is our service? [Please take our short survey.](#)*

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**From:** Amanda Rawson <[REDACTED]>

**Sent:** Tuesday, June 14, 2022 12:08 PM

**To:** City Clerk <[REDACTED]>

**Subject:** 06/14 CC Meeting Item 3.3 - Support Memo from CM Peralez, Carrasco, Davis & Arenas

You don't often get email from [REDACTED] [Learn why this is important](#)

[External Email]

Dear Mayor and Councilmembers,

I am writing in support of the memorandum from Councilmembers Peralez, Carrasco, Davis, and Arenas calling for additional amendments to the Mayor's June Budget Message. In particular, Recommendation 2: Strategies to help revitalize our arts, hospitality, and visitor sectors to spur business recovery, job growth, and economic fiscal health.

Our local visitor, hospitality and arts industries continue to struggle as we adapt to deeply structural economic shifts. As a community we are all fully aware that business travel, conferences and other parts of our local economy such full-time in-office work will never be the same as pre-pandemic. For these reasons we need to build new strategies to attract visitors from afar as well as our own Santa Clara County residents to visit and patronize our San Jose businesses, hotels and cultural offerings. Committing the City's Transient Occupancy Tax resources to this endeavor is a logical and pragmatic use of industry generated resources to help rebuild for the new future and lay a solid foundation for long-term success.

Each year San Jose Jazz works hard to draw visitors from near and far to participate in the cultural life of San Jose. Beyond our Summer Festival and its 120+ performances we also produce and market more than 150 other performances throughout the year. We are fortunate to get to hear the many positive comments of visitors to San Jose extolling their wonderful experiences with friends and family in our City. We know rebuilding visitorship to our City is going to be hard and will take years. The City's Budget Director, Jim Shannon, has projected that TOT revenues will not return to pre-pandemic levels anytime in the next five years. However, we also firmly know that San Jose possesses exceptional visitorship assets to build upon and that an eager market exists ready to be tapped into. We encourage the full Council to adopt the recommendations of the Councilmembers' memo and commit to this long-term strategy to build back our visitorship, hospitality, and arts sector for the benefit of all San Joseans.

For your reference, I have attached the full letter we sent you on March 15 at the start of this year's budget process.

Thank you for your consideration.

Sincerely,

Brendan Rawson  
[REDACTED]

--

Brendan Rawson  
Executive Director



This message is from outside the City email system. Do not open links or attachments from untrusted sources.

March 15, 2022

Mayor Liccardo and City Council  
200 E Santa Clara Street  
San Jose, CA 95113

**RE: Concerns regarding FY2023 City budget and pandemic recovery.**

Mayor Liccardo and City Council:

It should come as no surprise that the economic recovery from COVID-19 is proving to be brutally uneven. Some sectors have effortlessly transitioned while others have faced successive waves of closures, lost livelihoods, and lost life savings. The arts, entertainment, and hospitality sectors, which are vital to San José's culture, tourism, meetings, and conventions industries, as well as to the City's stated goals of building "vibrancy," have suffered severely and disproportionately. This sector has accounted for more than ½ of all jobs lost (52,400) in our region since the start the pandemic.<sup>1</sup>

San José's recent mid-year budget review clearly illustrates the unequal recovery. The Budget Director forecasts year-end revenues for the general fund to be more than \$100M above original estimates. Record-setting commercial and residential real estate deals are driving tax receipts significantly higher than expected. Sales and business taxes have also increased significantly, reflecting the breadth of the recovery. In contrast, the City's decimated Transient Occupancy Tax (TOT) is falling far behind budget expectations, and likely to end near \$20M this year compared to \$51.3M in FY19. The City's forecasts do not project TOT returning to pre-pandemic levels anytime within the next five years. Unless addressed immediately, this decrease in TOT will continue to reinforce the inequities of this current uneven recovery for years to come.<sup>2</sup>

TOT is the key source of income for the Convention Center and cultural facilities maintenance, sales and marketing for all travel and tourism to the City of San José, for the Office of Cultural Affairs, and for its grants programs. These industries are essential for sustained urban vibrancy, for resident quality of life, for tourism and convention revenues, and to provide a variety of well-paying local jobs. To support these critical industries and their workers, we propose that the City:

- 1. Commit full TOT resources on an ongoing basis to the recovery of these sectors. The 40% of TOT that is currently channeled to the General Fund should instead be reapportioned to the remaining components that the TOT supports.**
- 2. Dedicate a portion of these funds to develop and execute on new long-term cultural tourism strategies for a more vibrant city in the post pandemic era.**

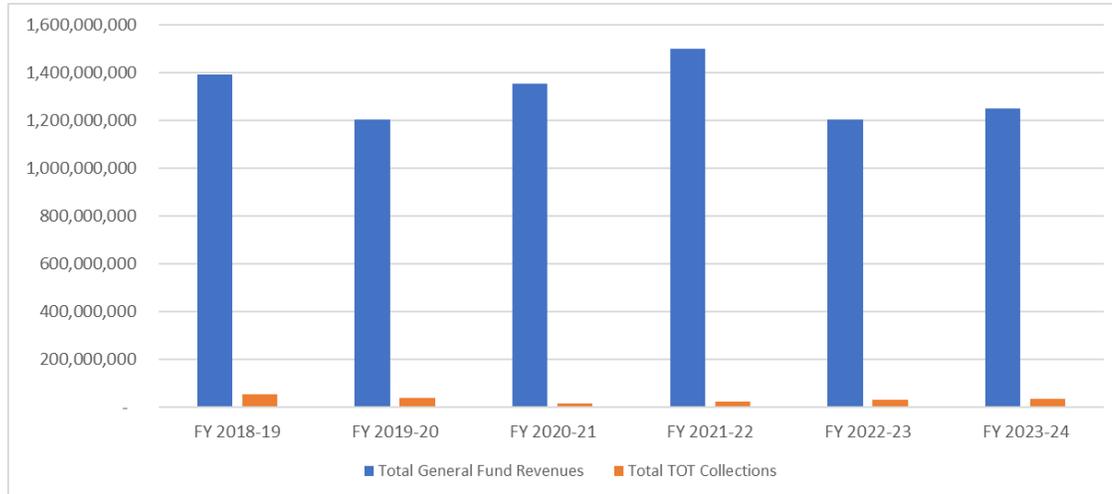
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<sup>1</sup> California Employment Development Department, Labor Market Information Division, Labor Force and Industry Employment Data for San Jose Metropolitan Statistical Area -- <https://www.labormarketinfo.edd.ca.gov/geography/lmi-by-geography.html>

<sup>2</sup> Tourism Economics, Inc., the City's third-party resource for visitor industry analysis, currently projects that San Jose TOT will not recover to pre-pandemic levels for at least five years, February 25, 2022.

## BACKGROUND AND DATA

The arc of recovery projected by the City for TOT vs. the General Fund illustrates the unevenness of the recovery:



The City of San José states that building “vibrancy” is part of its long-term strategy to create a fiscally sustainable and livable city. Yet, it has no clear plan or funding strategy to accomplish that. In addition, the City is currently faced with a perfect storm of “vibrancy” challenges:

- While other job sectors have bounced back, the arts, entertainment, and hospitality sector continues to struggle. There are still 16,000 fewer jobs in this sector in our region than at the start of the pandemic and wide reporting of underemployment persists.<sup>3</sup>
- Still at under 30%, local return-to-office occupancies are among the worst in the nation.<sup>4</sup>
- Restaurants and entertainment are wrestling with a “new normal” defined by changed consumer behavior. The National Restaurant Association states that “the industry is unlikely to ever completely return to its pre-pandemic state.”

Meanwhile, the overall General Fund is in a healthy state – with the five-year projection forecasting a \$128.8M surplus.

Today, 40% of the TOT is channeled into the General Fund. These tax dollars, generated largely by out-of-town visitors, must be reinvested into our cultural and visitor industry infrastructure and destination marketing efforts to drive TOT revenue, sales tax and to support jobs and business recovery in the arts, entertainment, and hospitality sector.

<sup>3</sup> California Employment Development Department, Labor Market Information Division, March 11, 2022, <https://www.labormarketinfo.edd.ca.gov/>

<sup>4</sup> Kastle Systems, Workplace Occupancy Barometer, March 2, 2022, <https://www.kastle.com/safety-wellness/getting-america-back-to-work/>

The City already has the structure in place to facilitate this work. We recommend that the City equally reapportion its current General Fund TOT allocation across the remainder recipient fund accounts of Fund 461: the Office of Cultural Affairs Arts Grants Program, the Convention & Visitors Bureau, and the Convention and Cultural Facilities Fund (536). The timing is right. TOT has contributed a very small portion of overall General Fund Revenues pre-pandemic, and it has diminished more during the uneven recovery. It is forecasted to continue below 1% of General Fund revenues.

	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24
General Fund Revenues	\$1.39B	\$1.20B	\$1.36B	\$1.66B	\$1.31B	\$1.36B
TOT to General Fund	\$20.5M	\$14.1M	\$5.4M	\$9M	\$11M	\$13M
TOT Share of GF Revenues	1.5%	1.2%	0.4%	0.54%	0.84%	0.96%

While this change will not greatly impact the General Fund – it will have a transformative effect on the arts and tourism sectors. Arts grants and tourism marketing will see their allotments for FY 22-23 grow from \$3.7M to \$7M – allowing for the immediate work to begin on recovery.

We also propose that:

- 3. The City charge its Economic Recovery Task Force to assign a committee to focus on long-term cultural tourism strategies to serve both the arts and the hospitality industries in unison, and to guide the continued long-term investment of TOT resources in these critical sectors.**

It is important to note that this vibrancy is not achieved in a vacuum. Visit California has reported wide variation across the state – in 2021 San José’s hotel revenues totaled 36% of 2019 levels while San Diego, Los Angeles, Anaheim, and Long Beach all returned to 64% to 76% of their 2019 levels. Beach and mountain destinations across the state broke visitation records. This directly equates to competitive destinations being able to market more aggressively for visitors and conventions, and to enhance their cultural experiences for residents and visitors.

Helping to restore local budgets for tourism and the arts is the difference between San José successfully and equitably building back from the pandemic and seeing the catastrophic losses of the past few years continue far into the future.

We would like to request an opportunity for a couple of us to meet with you at your convenience to discuss these suggestions.

Sincerely,  
 Alexandra Urbanowski, SV Creates  
 Andrew Bales, Symphony San Jose

Angela Schillace, San Jose Chamber Orchestra  
Anjee Helstrup-Alvarez, MACLA  
Ann Watts, Starting Arts  
Barbara Day Turner, San Jose Chamber Orchestra  
Barbara Goldstein, Art Builds Community  
Ben Roschke, Team San Jose  
Bharat Lugani, Hilton San Jose  
Bill Fairweather, IATSE Local 134  
Brendan Rawson, San Jose Jazz  
Brent Gaines, Hotel Valencia Santana Row  
Bruce Labadie, San Jose Jazz  
Cathleen King, San Jose Stage Company  
Chad Johnston, CreaTV  
Chike Nwoffiah, Silicon Valley African Film Festival  
Christopher Esparza, Mexican Heritage Plaza  
Chuck Toeniskoetter, Toeniskoetter Development Inc.  
Connie Martinez, SV Creates  
Dalia Rawson, New Ballet San Jose  
Dana & Yori Seeger, School of Visual Philosophy, LLC  
Dana Zell, Children's Musical Theater  
Daniel Garcia, Content Magazine  
Daniel Hughes, The Choral Project  
Demone Carter, Artist/Arts Advocate  
Derrick Seaver, San Jose Chamber of Commerce  
Eileen Hamper, Rainbow Women's Chorus  
Enrique Fernandez, UNITE HERE Local 19  
Erin Salazar, Local Color  
Fil Maresca, Filco Events  
Gary Masters, sjDANCEco  
Gordon Lee, aimusic.us  
Hal Laster, The Choral Project  
Ihab Sabry, Team San Jose  
James Williams, Opera San Jose  
Jean Cohen, South Bay Labor Council  
Jessica Paz-Cedillos, School of Arts and Culture at MHP  
Jimmy Sarfraz, Signia by Hilton  
Jason Su, Guadalupe River Park & Conservancy  
John Ciulla, San Jose Theaters  
John LaFortune, Team San Jose  
John Southwell, San Jose Marriott  
Kathi Fay, The Choral Project

Laura Chmielewski, Team San Jose  
Leigh Henderson, Teatro Vision  
Lisa Mallette, City Lights Theater Company  
Madina Moore, Team San Jose  
Marilee Jennings, Children's Discovery Museum  
Matthew Martinucci, Team San Jose  
Michael E. Fox, Jr., Goodwill Industries  
Michael Howerton, San Jose Dance Theater  
Michael P. Mulcahy, SDS NexGen Partners  
Mythili Kumar, Abhinaya Dance Company of San Jose  
Omar Rodriguez, Kooltura Marketing  
Owen Murphy, Sign and Craft Display Local 150  
PJ Hirabayashi, TaikoPeace  
Richard Jaffe, San Jose Chamber Music Society  
Rick Holden, Levitt Pavilion San Jose  
Robert Pesich, Poetry Center San Jose  
Roy Hirabayashi, Multicultural Arts Leadership Institute  
Sally Logothetti, San Jose Symphonic Choir  
San Jose Arts Advocates, Core Team  
Sayre Batton, San Jose Museum of Art  
Scott Knies, San Jose Downtown Association  
Shawna Lucey, Opera San Jose  
Shoko Michael, San Jose Youth Symphony  
Tamara Alvarado, Community Activist  
Tanya Fleming, Team San Jose  
Ted McMahon, Bay View Development Group  
Trami Cron, Chopsticks Alley  
Usha Srinivasan, Mosaic America  
Wisa Uemura, San Jose Taiko