



Mayor Sam Liccardo and City Council  
City of San José  
200 East Santa Clara Street  
San Jose, CA 95113

November 24, 2021

**RE: Agenda Item 10.2 GPT21-001: Neighborhood Business Districts (NBD)**

Dear Mayor and Council,

As the San José Small Business Advisory Task Force, one of our priorities is to represent small and minority owned businesses and have their concerns be heard regarding the City's operations, policies and programs. As the General Plan 4-Year Review is considered and an emphasis is put on housing production, we encourage Council and Staff to thoroughly consider the implications any changes can have on our City's small, local, minority-owned businesses. We appreciate the value of adding residential units during this longstanding regional housing crisis and we urge that, in doing so, Staff and Council seek to balance that production with retaining small business corridors throughout the City. Small businesses are an economic, community and cultural cornerstone to San José that should not be undervalued as the General Plan is evaluated.

The Task Force has had the opportunity to engage with several small business owners fearing displacement recently, including those from the Calle Willow Business District and the Berryessa Flea Market. These business owners represent the City's small businesses on a larger scale, who are underrepresented and fearful that decisions will be made about their livelihood without their input.

Smaller commercial corridors, like the one we see at Calle Willow, reinforce the vibrancy and uniqueness of San José through the abundance of minority owned small businesses. Small and minority owned businesses make up nearly 97% of all businesses that exist within the City of San José and are not only a strong attribute to the City's economy, but they also enrich the City from a cultural standpoint. We commend Staff for having heard the concerns of the residents of Calle Willow and recommending to “remove Willow Street/Calle Willow from the proposed overlay to combat small business displacement” and urge proceeding forward with preservation of the business corridor. We recommend Council take this same view and consider the full impact of business displacement when comprehensively reviewing commercial corridor conversions in the General Plan Review.

Sincerely,

*Dennis King*

Dennis King  
Vice Chair, San José Small Business Advisory Task Force  
Executive Director, Hispanic Chamber of Commerce



Members of the San José Small Business Advisory Task Force:

Vice Mayor Chappie Jones

Hispanic Chamber of Commerce

FilAm Chamber of Commerce

Korean American Chamber of Commerce of Silicon Valley

Silicon Valley Rainbow Chamber of Commerce

Silicon Valley Black Chamber of Commerce

Silicon Valley Chinese Technology & Business Association

Silicon Valley Vietnamese American Chamber of Commerce

Winchester Business Association

San José Chamber of Commerce