



Joint Committee of Rules and Open Government
City of San José
200 E Santa Clara Street
San José, CA 95113

June 16, 2021

SUBJECT: June 22, 2021 Agenda Item 10.4 Planned Development Zoning for Real Property Located at 1590 Berryessa Road

Dear Rules and Open Government Committee Members,

On behalf of Members of the Small Business Advisory Task Force, I write to you to request that the small businesses and vendors of the Berryessa Flea Market be heard. After hearing from the Berryessa Flea Market Vendors Association and a representative of the Developer at our Regular Meeting of June 10, 2021, it is apparent that there is a disconnect between the vendors and current owner of the property. The vendors do not believe they were included in the process thus far and have several unaddressed question and concerns. We respectfully request that you consider delaying by 90 days Agenda Item 10.4 scheduled for the June 22, 2021 Council Meeting in order to allow further opportunity for education and conversations between stakeholders.

The Small Business Advisory Task Force's main priority will always be to provide a forum for the voice and interest of small, minority-owned, and underrepresented businesses within our community. Given that the majority of vendors at the Berryessa Flea Market are minority and immigrant owned, it is absolutely vital that such vendors be included in the conversations that are directly impacting their future. While the proposed project includes several opportunities for our community, such as increasing the amount of housing, commercial space and improving public space, we simply cannot overlook the fact that hundreds of vendors will be displaced, lose income, and will be deterred from continuing business. With the proposed zoning, the flea market as known and operated for decades in the community will cease to exist.

The Berryessa Flea Market plays such an integral part of San José's history that can be dated back to March of 1960. This flea market has not only been able to foster an abundance of culture, charm and character, but it most importantly has been an essential part of our community, a gathering space for families, and source of income to many of our local community members. In fact, the flea market serves as an incubator for many small and family-owned businesses across our City.

Though the Developer has respectfully offered \$2 million to cover vendors' moving expenses as they transition to a new market, set aside 5 acres for a new public market, and provide up to \$500,000 to match donations from residents to support the vendors, the vendors simply have not been given enough time to discuss amongst themselves the implications of the actions that may



be taken by the Developer or its agents or the City of San José. The communication between the member vendors and the Flea Market Vendors Association has been limited due to little opportunity to circulate critical information within the flea market and during normal hours of operation.

The rezoning of the property at hand has been considered for nearly 20 years; delaying this matter for a short time to include further community engagement with the public and our minority-owned businesses should simply not be compromised.

Thank you for your consideration,

Dennis King

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

Members of the San José Small Business 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
Taiwanese American Chamber of Commerce
The Silicon Valley Organization
Vietnamese American Chamber of Commerce of Northern California
Winchester Business Association