



# Memorandum

**TO:** City Council  
**FROM:** Mayor Chuck Reed  
**SUBJECT:** A'S STADIUM IN SAN JOSE  
**DATE:** April 2, 2009

**APPROVED:**

*Chuck Reed*

**DATE:**

## RECOMMENDATION

As the Capital of Silicon Valley, the World Center of Innovation, San José is a place where people act boldly when opportunity presents itself. Now, with the possibility that a major league baseball team will make its home in San José, I recommend that the City move quickly, so we are prepared to take advantage of this extraordinary opportunity. We must be ready should the team and Major League Baseball (MLB) make a decision to allow the A's to pursue development of a stadium in San José. There are a series of steps we need to take, and I recommend that the Council approves the following direction to our City and Redevelopment Agency staff.

### 1. Building Support with Neighborhoods, Business and Labor:

Work with the Mayor's Office to develop an outreach plan to the neighborhoods adjacent to and nearby the stadium site. We must identify and address legitimate concerns by engaging with residents and business owners.

Engage business and labor organizations and leaders to seek their expertise and support, and reach out to community groups that wish to get involved in this effort.

Designate a person – within our existing staffing resources – that will coordinate the outreach and be the point person for the community to share input and get information.

### 2. Analyzing opportunities and challenges of developing the Park Avenue and Montgomery/Autumn Street site:

Proceed with updates of studies of fiscal and economic impacts of a stadium in San José.

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Review the impacts and mitigations identified in the 2007 Environmental Impact Report (EIR), and identify any additional or supplemental environmental review efforts that would be required to support the development of a stadium.

Determine whether there are public infrastructure improvements that may be necessary or desirable beyond those already identified to support the development plans outlined in the Downtown Strategy Plan, the Mid-Town Specific Plan, and Diridon Area Plan, and the Ballpark and Downtown EIR's.

Continue to work to assemble the land required for a development site for a stadium.

Return to Council within forty five (45) days with guiding principles for negotiations for a public private partnership agreement to bring baseball to San José to include such principles as having a positive impact on the General Fund.

3. Resolution of Support

Authorize the Mayor to send a letter to Major League Baseball with the October 5, 2004 Resolution of the Council of the City of San José Supporting the Effort to Bring Major League Baseball to San José, (Resolution 72344), which includes a request to be freed of restrictive territorial rights.

Direct staff to prepare and return to Council with a Resolution indicating the desire of the City of San José to support the A's if MLB favors a relocation of the A's to San José along the lines of the attached draft.

4. Reports on Work Efforts:

Give a status report and a work plan to the Council through the Community and Economic Development Committee at its June 2009 meeting, and provide status reports on on-going work efforts every two months.

I will be recommending the establishment of a Diridon Area Good Neighbor Committee to promote communication among business and residential stakeholders around all of the potential development activities within the Diridon Area, including the consideration of future plans associated with the development of BART, High Speed Rail, office, retail and housing proposals, and a baseball stadium. Councilmembers Liccardo, Oliverio, and I will recommend for Council approval in the next month, a Committee to advise the Council on development and operational issues in the Diridon Station Area.

CONCLUSION

The Economic Development Strategy adopted by the City Council in November 2003, advised us to '*encourage sporting teams, events, and facilities, both professional and amateur*' to meet our objective to be the World's Most Livable Big City. In these difficult times, it is important to pursue opportunities to enrich the lives of our residents and sustain economic growth that will

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generate revenues for our General Fund. One such opportunity for San José may be to facilitate the quest by the A's to locate a stadium in downtown San José.

A's owner Lew Wolff is on record indicating his interest in San José as the preferred new home for the A's. On March 30<sup>th</sup> Major League Baseball created a special blue ribbon panel to study the A's stadium options.

A great amount of work on this issue was done during 2006-2007, including an EIR and Economic Impacts of the Proposed Stadium. Most of the relevant documents are available at on the Agency's website and can be accessed at <http://www.sjredevelopment.org/ballpark.htm>.

We need to put ourselves in the best position possible if Major League Baseball decides to authorize the A's to consider a move to San José, and it is time to engage our community in the process again. There is a lot of excitement about this possibility, and there are also some concerns about potential impacts by some residents in and around the stadium site.

The case studies of other urban sports venues, particularly Baltimore's Camden Yards, also indicate that while a stadium would increase traffic and pedestrian activity in a neighborhood, the negative impacts can be mitigated by pro-active parking and traffic management, a transit-oriented design, and a positive working relationship between the stadium operator, the City and local residents.

I am confident that we will consider this opportunity wisely, properly mitigate potential impacts, and achieve broad support from our neighborhoods and the rest of Silicon Valley.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN JOSE REQUESTING  
MAJOR LEAGUE BASEBALL AWARD TERRITORIAL RIGHTS TO THE COUNTY  
OF SANTA CLARA TO THE A'S

WHEREAS, the local and regional economies would benefit from the relocation of the A's to San José; and,

WHEREAS, the San Francisco Giants currently have territorial rights to the County of Santa Clara, which were granted in 1992, during its consideration of a move to the County of Santa Clara; and,

WHEREAS, the A's have identified San José as its principal choice for its new location; and,

WHEREAS, the proposed site is immediately accessible by multiple transportation networks, including bus, light rail transit, Caltrain, and High Speed Rail and BART in the future; and,

WHEREAS, the City of San José's rights of self-determination, autonomy and independence are being compromised through a decision over which it has no control; and,

WHEREAS, the A's were gracious and cooperative in 1992 when asked to agree with the assignment of the territory; and,

WHEREAS, the County of Santa Clara is one of two primary economic markets in Northern California, and includes San José which is third largest city in California.

NOW, THEREFORE, BE IT RESOLVED that the City Council does hereby respectfully request that Major League Baseball allow the A's a fair opportunity to move to San José.

ADOPTED on \_\_\_\_\_, by the following vote:

AYES : City Councilmembers:

NOES : City Councilmembers:

ABSENT: City Councilmembers:

\_\_\_\_\_  
CHUCK REED, Mayor  
City of San José

ATTEST:

\_\_\_\_\_  
LEE PRICE, CMC  
City Clerk