

Berryessa Flea Market Vendor Information Meeting

Wednesday, June 16, 2021– 5:00PM

Flea Market Southside Rezoning Project: <https://www.sanjoseca.gov/your-government/departments/planning-building-code-enforcement/planning-division/projects-of-high-interest/pending/san-jos-flea-market-southside-rezoning-project>

Berryessa Urban Village: <https://www.sanjoseca.gov/your-government/departments/planning-building-code-enforcement/planning-division/citywide-planning/urban-villages/urban-village-plans-under-development/berryessa-bart>

Development History at La Pulga Site

- **2003:** Decision made to locate BART station next to Flea Market
- **2007:** Zoning approved for housing and retail north of Berryessa Rd. – Agreement not to close La Pulga for 5 years
- **2010:** Active search for a site to relocate La Pulga. No luck.
- **2016:** Request for more commercial space south of Berryessa*
- **Feb. 2021:** Vendors advocate to save La Pulga
- **March 2021:** Vendor advocacy extends time for Planning Commission review
- **April 2021:** 5-acre urban market added to the plan
- **May 2021:** Planning Commission approves plan
- **June 2021:** Bumb's voluntarily agree to address vendor support - City Council to vote on 6/22

* There has been no clear direction on displacement of vendors since 2003

What We've Heard from Vendors

Highest priority concerns are:

1) Security:

- Maintain current operations as long as possible
- Longer lease terms

2) Timing/Notification:

- Provide as much advance notice as possible for any changes to the location and configuration of the market, or interruptions to business operations

3) Participation:

- Ensure collaboration and involvement in determining the configuration and management of the future Urban Market, as well as how vendor assistance funds will be spent

Commitment to Vendors:

1. Vendors will receive at least **1-year advance written notice** for any disruption in service
2. This notice will be accompanied by a **\$2 Million dollar Vendor Transition Fund** (managed by City) to help mitigate transition costs and provide technical support
3. Flea Market vendors with current leases will have **priority for relocating** in the new urban market
4. The new urban market will have **comparable rents** to local open-air markets
5. A **Flea Market Advisory Group** will give vendors a voice in how transition funds are used and will guide the development of the urban market
6. Flea Market vendors will receive **regular communication** on the status and progress of the Flea Market transition
7. Within 120 days of enacting the new Planned Development Zoning, **\$500,000 in early funding** will go to the City to create the Advisory Group and Transition Fund

What's next for the vendors?

June 22, 2021 – December 31, 2021

- Approve rezoning and Urban Village Plan, including items to address displacement:
 - Security on the timing for current market closure
 - Economic relief for vendors
 - Vendor involvement in the design/operation of the new market
- Receive early funding of \$500K so City can:
 - bring services and resources to vendors
 - Establish a Flea Market Advisory Group and Vendor Transition Fund
- Community partners engage in fundraising to grant writing to increase vendor funds

What's next for the vendors?

2022 onward

Flea Market Advisory Group
begins its work to:

- Determine which vendors want to relocate to the new market
- Determine resources for vendors who don't want to relocate to the new market
- Determine how the Vendor Transition Fund should be spent
- Make recommendations for the design and operation of the new urban market

Meeting Standards

- Recognize that one person speaks at a time and all others are active listeners.
- Allow everyone the time and opportunity to speak and share their ideas; do not dominate the discussion.
- Build and maintain a safe space; conflicting opinions are natural, but we will not tolerate attacks on individuals, institutions, or perspectives.
- Put yourself in each other's shoes; respect each other.
- *The City reserves the right to ask any person that is disruptive or threatening to leave the meeting.*

City contact information

Stacey Brown: Stacey.Brown@sanjoseca.gov (commitments to vendors in the rezoning project)

Jared Hart: Jared.Hart@sanjoseca.gov (planning process)

Lori Severino: lori.severino@sanjoseca.gov (resources for small businesses and entrepreneurs and all other questions/comments)

Hugo Jimenez: Hugo.Jimenez@sanjoseca.gov (Spanish)