



Memorandum

TO: MAYOR MAHAN
SUBJECT: BUDGET DOCUMENT

FROM: Councilmember Peter Ortiz
DATE: 5-23-23

Approved: 

Date: 5-25-23

RECOMMENDATION

Modify the City Manager's 2023-2024 Proposed Budget to incorporate the following budget proposal, including any required funding allocation adjustments.

Proposal

Program/Project Title: Alum Rock Village Placemaking

Amount of City Funding Required: \$53,900

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): 15

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

The Alum Rock Village is a major small business corridor within District 5 that has been subject to vandalism, blight, litter, and graffiti. By placing a welcome sign at the village, we can establish the Alum Rock Village as a place for community to shop, dine, and draw pride from.

Civic placemaking is more than just signage. A strong placemaking design orients and invites residents and visitors and can accelerate economic development. This sign would take inspiration from the Village’s character and location as a gateway to Alum Rock Park, and James Lick Observatory as a background to the words “*Welcome to the Alum Rock Village.*”

Funding Source

X Essential Services Reserve:

Other (Please specify program/project/fund):

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

Name and Title: Matt Loesch, Acting Public Works Director

Department or Organization: Public Works

Phone Number: N/A

Email: matt.loesch@sanjoseca.gov