



INTEROFFICE MEMORANDUM
City of Santa Clara

DATE: November 15, 2006

TO: Mission City 21 Committee:
Pat Kolstad, Council Member, Chair
Dominic Caserta, Council Member
Jamie McLeod, Council Member

FROM: Jennifer Sparacino, City Manager

SUBJECT: Staff Review of Requests from Korean American Chamber of Commerce of Silicon Valley

City staff have reviewed the requests from the Korean American Chamber of Commerce of Silicon Valley that were outlined in August 23, 2006 letter from Mr. Alexander Hull, President and Mr. Tak Chang, Chairman. The attached report prepared by the Deputy City Manager provides details and analysis on each request as analyzed by the respective City departments. Also, attached is a chronology of the "City of Santa Clara Participation with Korean-American Chamber of Commerce of Silicon Valley."

Mission City 21 Committee is advisory to the City Council; the Committee does not take final action. The Committee may decide to forward a recommendation to the full Council; or refer questions back to the City Manager for further research.

During the "Mission City 21" Committee meeting of November 15, 2006 the information developed by staff will be reviewed with conclusions and recommendations for the Committee's consideration.

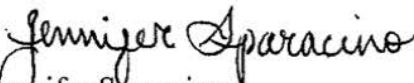
Conclusions:

- CalTrans regulations disallow directional signs on state highways that advertise businesses.
- The City's Police Department and Human Resources Department are very actively recruiting Korean American applicants for police officer, subject to applicable laws and Civil Service Commission rules and regulations. Korean Americans are welcome and encouraged to apply for positions with the City of Santa Clara.
- Signs on private property (paid for with private funds) are allowed, subject to City sign regulations. However, the City's sign ordinance prohibits placement of private advertising signs in the public right-of-way.
- City parks allow monuments for individuals and/or citywide themes, such as, Veteran's Memorial.
- The City and Chamber are actively working with Korean American Chamber of Commerce on many programs.

- Because of the strong presence of Korean American businesses on El Camino Real some type of recognition is appropriate.
- The City already encourages businesses to post signs in both English and the desired non-English language. Federal law prohibits the City from requiring English-only signs.

Recommendations:

- Korean American businesses could develop a sign program on privately owned property using private financing. That would include the individual business name and a logo and/or wording indicating Korean American business/merchant. Will need to meet citywide sign regulations. Specific guidelines and procedures would need to be developed by staff.
- Recognize the Korean American business community in 2007 at a City Council meeting as part of the City's Business Recognition Program.
- City Council Proclamation expressing support and appreciation for the diverse business base in Santa Clara, highlighting focus on valuing all participants in the business community and expressing thanks to Korean American Chamber of Commerce for their outreach to the City.
- City to continue to participate and cooperate with the Korean American business community and invite their participation in citywide community events.
- Continue to build upon collaborative working relationships between Korean American Chamber of Commerce and Santa Clara Chamber of Commerce.
- The City will continue to encourage merchants to post English language signs along with non-English designation.


Jennifer Sparacino
City Manager

JS:yfg

INTEROFFICE MEMORANDUM
City of Santa Clara



DATE: November 15, 2006
TO: City Manager for Mission City 21 Committee
FROM: Deputy City Manager
SUBJECT: Follow-up in Response to Korean American Chamber of Commerce Requests

The following is a summary of information obtained by City staff and the Santa Clara Chamber of Commerce in response to the Korean America Chamber of Commerce of Silicon Valley's requests forwarded in a letter dated August 23, 2006. The Korean American Chamber requested the following

1. Mount one monument sign in the center median of El Camino Real near Lawrence Expressway to identify an area of the City of Santa Clara as Korea Town; and post signs on Highways 280 and 101 near Lawrence Expressway exits and on Highway 880 near The Alameda exit pointing people to Korea Town area.
2. Erect a Korean American community symbol in Central Park.
3. Hire Korean language speaking police officers in the City's Police Department.
4. Take steps to help Korean American merchants post English signs (not contained in the Aug. 23rd letter but mentioned at the Mission City 21 meeting of July 19, 2006).
5. Check with local businesses on their support of the designation of a Korean American business district

El Camino Real median sign and signs on Highways 101, 280 and 880 –

The El Camino Real and Highways 101, 280 and 880 are state highways and under the jurisdiction of the state for the posting of signs, not the City. Based on staff's understanding of signs permitted by the state in their right-of-way, Caltrans would not issue a permit for the type of sign identified. In an email from Caltrans' Senior Engineer, Traffic Signing, Caltrans stated they "will not approve a request for 'Korean Business District' signs on El Camino Real (Route 82), or Routes 101 and 280. Caltrans does not allow signs for private businesses on the highway," per their regulation, Section 2D.34 Destination Signs (D1 Series). While not stated in their email, staff clarified that this also applies to Route 880. The regulation specifically states, "Signs shall not be provided for privately owned, profit making enterprises regardless of their size." It further states that, "Signs to shopping centers shall not be allowed."

Staff research has indicated that most cities do not take official action to designate specific ethnic areas within their communities unless the areas are historic in nature. Some areas develop their designation through common usage that can become a 'point of interest' from a visitor perspective. Staff research showed these cities with official ethnic areas:

- Fremont has an area known as "Little Kabul" or "Little Afghanistan" but it is not officially recognized by the City. Fremont has only officially recognized their historic districts (Niles, Centerville, Irvington, etc.).
- Garden Grove has a "Korean Business District" but this designation was not bestowed through an official action of the City. The City of Garden Grove passed a resolution supporting the Korean Chamber's application to Caltrans for placement of directional signs on nearby freeways and acknowledges the value of the Korean Business District
- San Francisco is divided into numbered districts and the areas within the districts are designated as neighborhoods. Some of the neighborhood names reflect a particular ethnic group ("Japantown,"

and "Chinatown") but others are based on street names, geographic locations, or historical designations. There is a portion of San Francisco that is unofficially called "Little Italy," but it is officially part of the neighborhood known as North Beach.

- San Jose's Japantown is considered by San Jose to be a historic preservation area.

It might be possible for certain Korean businesses along the El Camino Real, particularly those that may exist in a single shopping center, to designate their center "identity" as Korean Town through the placement of a privately funded monument sign on private property. This would be unusual for the City to consider such a monument sign, but this could potentially be considered through the Special Permit process, which would require Council approval.

Erect a Korean American community symbol in Central Park -

City parks do not allow private business advertising or monuments. Monuments in the park are either to recognize individuals or are displays that focus on non-commercial, citywide themes such as the Veterans Memorial. The City Parks & Recreation Commission has not been supportive of additional monuments in Central Park.

Hire Korean language speaking police officer(s) -

The City, its Police and Human Resources Departments, working cooperatively with the Korean American Chamber of Commerce, has undertaken significant and continuous outreach to attract qualified candidates, as it does with a number of different community groups in Santa Clara. In early 2005, a door-to-door survey of Korean business owners has been conducted to ask how the Police Department could reach out to their community. In early 2006, a joint press conference with the Chief of Police and the President of the Korean American Chamber was broadcast on Korean television, press releases were sent out and recruitment ads were placed in two Korean newspapers, flyers promoting the police officer profession and upcoming test dates were provided to the Korean American Chamber and translated and circulated/posted, members of the department attended the Korean Diversity Festival and the 2005 and 2006 Korean Business Fair, etc. These efforts will be repeated in future hiring cycles. The Human Resources Department also has extensive outreach recruitment efforts including continuous advertising, use of the City's website, Cable Channel 15, and the City's employment hotline. In addition, the department anticipates additional outreach efforts such as distribution of job announcements to churches and health fitness centers, to business owners in the targeted areas, and contacting outside agencies such as the San Francisco Korean Center and language schools for potential candidates.

Unfortunately, due to the number of agencies seeking to hiring sworn personnel, all vying for the same qualified individuals, there is a shortage of those individuals to fill vacancies irrespective of ethnicity, gender or bi-lingual status. In addition, the City of Santa Clara's hiring standards are particularly high in filling its vacant positions. Note that City recruitments for police officer and recruit police officer are conducted on a continuous basis. It should also be noted with the passage of Proposition 209, employers can no longer give preferential treatment in hiring women or minorities. However, the City will continue its extensive outreach efforts. Hiring of City employees is the responsibility of the appointing authority (City Manager).

The aggressive outreach described above is showing results. Currently two Korean-speaking applicants are in the hiring process for police officer.

Take steps to help Korean American merchants post English signs –

The law does not permit and case law prohibits the City to require commercial signs be in English. This would violate both the First Amendment (freedom of speech, etc.) and Fourteenth Amendment (privileges or immunities of citizens) of the United States Constitution. However, the City encourages all sign applicants to post their signs in English and/or in English along with their language of choice.

Check with local businesses on their support of the designation of a Korean American business district –

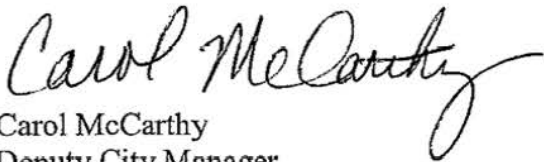
The Chamber has spoken with 12 businesses located on the El Camino Real that are either Chamber members or long term businesses. Of those contacted, four were in support of designating a Korca Town, three were neutral and five were opposed.

Those in support felt that establishing a Korea Town might generate additional business for them and would support the Korean business community. Others were very concerned about the proposal. The Chamber has been told that a group of businesses are circulating a "Petition to Promote Unity" that is in opposition to the designation of a Korea Town. Concerns expressed by businesses included: other ethnic groups could ask for their own area designations; if there were historical reasons to establish a Korea Town, they might consider support; it could foster divisiveness; it could potentially alienate others in the community; it could prevent/discourage non-Korean businesses from locating in the area.

The President and the Chairman of the Korean American Chamber were invited to speak at the Chamber's October 24 Board meeting. Due to a calendar mix-up, they missed this meeting.

Correspondence/Communication –

The City has heard from individuals and businesses in the City, in support and in opposition to a proposed Korea Town. About a dozen residents have also asked to have their names placed on a mailing list to be notified if this issue were to be forwarded for formal consideration by the full City Council.



Carol McCarthy
Deputy City Manager

**City of Santa Clara Participation with Korean-American
Chamber of Commerce of Silicon Valley**

- Spring 2006 Meetings with Mayor and City Manager; meetings w/Police Chief
- May 1, 2006 "Mission City 21" Council's Economic Development Committee meeting held. Korean American Chamber on Agenda.
- May 2006 Korean American Emergency Preparedness - City Fire and Police participation.
- Diversity Festival: City officials participated; Mayor, Council Members, City Manager, Police Chief, Chamber of Commerce President & General Manager. Police and Fire Departments had exhibits/displays at the festival.
- July 19, 2006 "Mission City 21" meeting: Action: Korean-American Chamber to send written proposal to City Manager with requests.
- August 23, 2006 Korean American Chamber of Commerce sends letter to City with petition; letter listed several requests for review and consideration.
- August 23, 2006 Press Conference/Korean American Chamber of Commerce.
- September 18, 2006 Letter from Korean American Chamber of Commerce sent to area-wide chambers with clarification of requests and one added request.
- November 15, 2006 Mission City 21 Committee Meeting: Staff report and recommendations regarding Korean American Chamber requests.

Additional Outreach:

For the last two plus years, the Police Chief and Police Department have participated actively with the Korean American Chamber of Commerce, including meetings; televised press conferences; media outreach to Korean American language newspapers; attendance at Diversity Festival; door-to-door survey of Korean business owners with a Korean American student intern; attendance at recruitment fairs; and attended 2005 and 2006 Korean Business Fair at Santa Clara Convention Center.

In 2005, the Santa Clara Chamber of Commerce established a collaborative partnership with Korean American Chamber of Commerce of Silicon Valley.