



# City of Santa Clara

The Center of What's Possible

## APPLICATION BOARD, COMMISSIONS, AND COMMITTEE CITY OF SANTA CLARA

City Clerk's Office 1500 Warburton Avenue,  
Santa Clara, California 95050

Phone: 408-615-2220 E-mail: [Clerk@santacalaraca.gov](mailto:Clerk@santacalaraca.gov)

\*If you are having trouble viewing or submitting this form please download the free version of Adobe Reader:  
<http://get.adobe.com/reader>

Board/ Commission/ Committee Applying For:

Planning Commission

Name:

Anthony Joseph Becker

Address:

[REDACTED]

City:

Santa Clara

State:

CA

Zip Code:

95051

E-mail Address:

[REDACTED]

Primary Phone Number

[REDACTED]

Secondary Phone Number

Are you eligible to register to vote in Santa Clara?

☒ Yes

☐ No

☐ Unsure

Are you a registered voter of Santa Clara?

☒ Yes

☐ No

☐ Unsure

Have you attended a meeting of this Board/  
Commission/Committee?

☒ Yes

☐ No

☐ Unsure

Present Employer:

CreaTV

Job Title:

Production Floor Manager/Cinematographer

Previous Governmental Bodies/ Elective Offices  
Applicant has served:

Santa Clara County Measure A Citizens' Oversight  
Committee (2008)

Position/ Office Held:

District #4 Committee Seat

Dates:

Appointed 2018-present

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Civic or Charitable Organizations to which  
Applicant has belonged:

DREAM: Santa Clara

Position(s) Held:

Vice President/Co-Founder

Dates:

July 2017-Present

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Special Interests, Hobbies or Talents:

Avid film watcher and filmmaker. Love to direct my own films, create documentaries and write scripts. Very active in Santa Clara politics and knowledge of it's history.

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College, Professional, Vocational Schools  
attended:

San Jose State University

Major Subject:

Radio, Television & Film  
Production

Degree/Dates:

Bachelor's Degree, Dec.  
2017

DeAnza College

Film Production

AA Degree, March 2016

Mission College

General Education

Degree finished at  
DeAnza

Special awards or recognition received:

Best Speech Silver (2nd Place) Merced

Please state reasons why you want to become a member of this Board/Commission/Committee, including what specific objectives you would be working toward as a member of this advisory board:

**\*\*SEE ATTACHED\*\***

Any other information which you feel would be useful to the City Council in reviewing your application:

My portfolio and some of the recent work I have done in film, like graduation project remake of Silver Linings Playbook.

<https://ajbeck8503.wixsite.com/beckerproductions>

Silver Linings Playbook <https://drive.google.com/open?id=1kEvfR6-08gPTec1-hsHggTKWMrWeOnce>

Are you associated with any Organization/Employment that might be deemed a conflict of interest in performing your duties if appointed to this position?

☐ Yes

☒ No

☐ Unsure

If yes, please name the Organization or Employment.

City policy directs all advisory body members not to vote on matters where there exists a potential conflict of interest. Would you be willing to abstain from voting if such a conflict arises?

☒ Yes

☐ No

☐ Unsure

Have you ever been convicted of a felony or misdemeanor? Do not list any misdemeanor settled in juvenile court. (If yes, explain convictions)

No

Signature of Applicant:

Anthony J. Becker

Date Signed:

02/27/2018

By clicking submit you are confirming that you are the person listed in this application, and that all information provided is truthful and correct. You can also submit the completed application in person at: City Clerk's Office, 1500 Warburton Avenue, Santa Clara, California 95050. All information provided will be public information.

*Anthony Becker, Planning Commission  
Attachment*

Please state reasons why you want to become a member of this Board/Commission/Committee, including what specific objectives you would be working toward as a member of this advisory board:

Dear Mayor Gillmor  
Councilmembers, Caserta, Davis, Kolstad, Mahan, O'Neill, Watanabe

The future of Santa Clara is upon us, a moment where we as a community have a lot to decide on for what to plan for that future. A balancing act that takes a lot of planning and direction that puts the city at a turning point with the ever so important jobs to housing imbalance. Santa Clara needs a member of the planning commission that would take a common sense approach to these issues. We need housing, not just housing, but also affordable housing. Our jobs are outnumbering the number of places to live. We need areas for schools since we are growing, we need places to go and for people to see. We need the right voice, vision and mind to help with decisions in zoning and planning by giving the proper recommendations to you the council, and that is why I am the proper fit for the next planning commissioner.

We need opportunities for youth and forthcoming generations. With the influx of the rising population, we need to plan ahead for those down the road by finding the right balance and the right rhythm. The baby boomers are passing the torch to those of generation x, and sooner rather than later, that torch is going to come to millennials, my generation, and as a member of that generation, I have to do my part in the essential planning of my city and its inevitable future. This is why I would be a wise addition to the planning commission, and the following should be the reasons why I should be considered.

Downtown Santa Clara, a phrase that is never uttered amongst the bay area.... Well, with my appointment to the planning commission I would make it my duty to help make it a reality. Possibly and finally, Santa Clarans and the rest of the bay can say the words "Downtown Santa Clara". The efforts by the group Reclaiming our Downtown has been a jump start to this dream, and that dream is to make all this a reality, at least in my lifetime, and if not mine, in the lifetime of tomorrows generations. A downtown that will be a signature to our rising city, a main attraction, and prime location for businesses to flourish....We already have Levi's stadium, we have a great swim center, and now we can bring forth the dreams of yesterday. Think of it, a downtown movie theater.

El Camino Real needs to be redeveloped the right way and not only by planned development, it needs to be mixed use, and provide some high density housing yet provide enough retail to balance what we have lost. Yet at the same time, we must not neglect the original neighbors. I have seen some poor decisions in the planning and zoning and spoke to neighbors who have been affected by it, those who live in the shadows of these giant complexes. In future planning endeavors, this should be and always be the number one consideration, not just how many units you can fit into one tower or parcel. Cities north of us, have been doing a good job

planning on the El Camino real, and keeping the neighbors into consideration, we can follow the same ideas.

Retail is important; as throughout my childhood to my adulthood, I have noticed the number of businesses dwindling on the main drag and that the city is beginning to lose an identity of its past and needs a solid vision for the El Camino Real in 20 years. The lack of retail equals the lack of revenue. In replacement we have pushed the high density housing agenda without the major retail, and in exchange of this we are increasing our traffic, putting more strain on our unadapt infrastructure and disgruntling our residents into not having any faith into the planning and care that goes into it.

The Northside needs planning attention, it needs more tender loving care just like our lack of a downtown. With the approvals of Related Project across from the stadium and the realities of Tasman east on the horizon, we must increase the retail, parks, and community culture in the Northside of Santa Clara. It has been forgot, often neglected in the days of yesteryear, yet the recent addition of Councilmember Watanabe is to assure it is not forgotten, but it cannot just only rely on her, it will take a supporting cast on the council and it needs to be relied upon a planning commission aware of the Northside's needs. The Northside needs more stores for shopping, it needs its own identity besides the stadium and Rivermark. It needs its own senior center, this can be done, the Rivermark project, Northside library and the stadium is an example of how to achieve success in Northside's planning. Our city should not be divided in where one side has to drive to the other for resources, it should be equal share of the weight of the needs of the residents. It needs key assets for our continuing growth away from the core. We can grow in this area and with the right planning, the Lafayette corridor is the perfect place for our growth and changes, and a plus is near rails lines that can be for future additional planning and transportation solutions. A couple of perfect examples of what San Jose is doing is on Zanker Road north of Montague Expressway and into annexed Alviso which is also deemed as their Northside.

For many here, residents, councilmembers, or planning commissioners there is stability, but ...take away inheritances, take away home ownership, and earning large six figure plus salaries.... and you will see a mass exodus of residents, the numbers of how many are being forced to leave their homes in the city they always called home, obligated to moving to other cities like Sacramento or Los Angeles, or to as far as states of Nevada, Oregon, Arizona, Washington and even Colorado. The imbalance between residents' incomes are so polar that cost is either affordable for high income earners only or if even that. I see more and more of those who make below six figures a year (those who make minimum wage) are finding less and less opportunities to make Santa Clara a place called home. The statue of liberty has the phrase engraved, "Give me your tired, your poor, your huddled masses", we must account for this and the American dream, the Santa Clara dream giving the people a chance.

This brings me to homelessness and its increasing population. I feel the homeless are rising because the costs of living throughout the bay area it is an essential a ripple effect or a trickledown effect one could say. The rough costs of \$3,000 a month for rent is too much for many to bear. But there are those who do need help, other cities have planned this accordingly

to help with the homeless issue, and here in Santa Clara we should take that into consideration of having a place for the homeless to get on their feet, to bring down the numbers in homelessness and poverty, making their quality of life better and in reality a better of quality of life for all Santa Clara residents.

A lot of the above is to show how I would make decisions based on what city planners would or could have recommend. These planners, they are paid excellent money and are highly educated to come up with a plan for the future. I would like to uphold their ideas, but also be a key into the adjustment, input, recommendations or denial of such ideas that may not deem well with the rest of the city. The outgoing planning commissioner who wrote a resignation letter that rings so true amongst our city, a majority of residents now being renters. His words strike a chord that will resonate far beyond his departure and should be carried on into the individual that will fill the void that he left.

Some of my qualifications for this position on the commission are I was a candidate for Santa Clara City Council Seat #6 in 2016 managing my own campaign, co-treasurer, and lead strategist receiving 8% of the ballots casted (2,966 votes) and coming in 4th place out of 5 candidates. I also have recently been appointed by Supervisor Ken Yeager of the Santa Clara County Board of Supervisors to the Santa Clara County Measure A Oversight Committee District #4 seat, with a term expiring in 2021. In addition, I am currently the Vice-President and co-founder of the non-profit Dream: Santa Clara in which brings back the great traditions and values of the cities past for a brighter future. And lastly, one of my current employers CreaTV provides me with the opportunity to lend an open ear during the production of community meetings like VTA, county of Santa Clara and the city of San Jose essentially giving me a dose of local education and input that has my finger on the pulse of the community and the committees.

I find this is a great opportunity, as many of you from the diesis have said in order to get active get appointed to a commission, and this is that opportunity.

If you may find yourself asking that I lack the experience? I then I counter with the question, how does one gain that 'experience' if that person has not been given that opportunity to shine. This is taking chances, seeing the ambition and confidence that one has into achieving more. In the vein of John F. Kennedy's famous quote, when many ask what the city can do for them, I keep asking what can I do for my city, and that is serving on the planning commission is start.!

I ask for your confidence in me, and for your support.

Sincerely,

Anthony J. Becker



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<http://get.adobe.com/reader>

Board/ Commission/ Committee Applying For:

Planning Commission

Name:

Jeremy Hicks

Address:

[REDACTED]

City:

SANTA CLARA

State:

CA

Zip Code:

95050

E-mail Address:

[REDACTED]

Primary Phone Number

[REDACTED]

Secondary Phone Number

Are you eligible to register to vote in Santa Clara?

☒ Yes

☐ No

☐ Unsure

Are you a registered voter of Santa Clara?

☒ Yes

☐ No

☐ Unsure

Have you attended a meeting of this Board/  
Commission/Committee?

☐ Yes

☒ No

☐ Unsure

Present Employer:

Intel

Job Title:

Engineer

Previous Governmental Bodies/ Elective Offices  
Applicant has served:

Position/ Office Held:

Dates:

Georgia Tech Graduate Student Senate

Senator

8/2012-6/2013

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Civic or Charitable Organizations to which  
Applicant has belonged:

Position(s) Held:

Dates:

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Special Interests, Hobbies or Talents:

I am a student of the Farsi language
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College, Professional, Vocational Schools  
attended:

Major Subject:

Degree/Dates:

Georgia Tech
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Electrical and Computer Engineering
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Doctor of Philosophy (8/2008-6/2013)
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University of Florida
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Electrical and Computer Engineering
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Bachelor's of Science (8/2004-12/2007)
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Special awards or recognition received:

National Science Foundation Graduate Research Fellowship (2010-2013),  
Summa Cum Laude (2007),  
National Merit Scholarship (2004-2007)

Please state reasons why you want to become a member of this Board/Commission/Committee, including what specific objectives you would be working toward as a member of this advisory board:

I wish to become a member of the Planning Commission because I don't see young people represented in the Committee at a time when historical land use policy has so negatively impacted my generation. I am recently married, a relatively recent university graduate, and until last year was a renter in the area, so I believe I can understand and advocate for young adults. Beyond this, I greatly enjoyed my time as a representative to student government while in graduate school, and I appreciate the opportunity to effect change in my community again.

I aim to work toward getting more housing built \*where it makes sense\*, which in my belief is primarily where non-car transit options are readily available or will be available in the coming years.

Any other information which you feel would be useful to the City Council in reviewing your application:

Are you associated with any Organization/Employment that might be deemed a conflict of interest in performing your duties if appointed to this position?

☐ Yes

☒ No

☐ Unsure

If yes, please name the Organization or Employment.

City policy directs all advisory body members not to vote on matters where there exists a potential conflict of interest. Would you be willing to abstain from voting if such a conflict arises?

☒ Yes

☐ No

☐ Unsure

Have you ever been convicted of a felony or misdemeanor? Do not list any misdemeanor settled in juvenile court. (If yes, explain convictions)

No

Signature of Applicant:

Jeremy Hicks

Date Signed:

02/23/2018

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