



## Agenda Report

19-153

Agenda Date: 8/27/2019

### REPORT TO COUNCIL

#### **SUBJECT**

Action on Petition Requesting an Item Be Added to a Future Council Agenda to Proclaim Section of El Camino as Korea Town

#### **BACKGROUND**

On February 5, 2019, Mr. Ken Kim (Petitioner) submitted a Written Petition to Council requesting approval to add an item to a future City Council agenda that would consider designating a section of El Camino Real as Korea Town (Attachment 1).

At the March 5, 2019 Council meeting, Council requested additional information from staff and the Petitioner prior to considering the request to add an item on the City Council agenda. Council requested staff to provide information regarding the past request to name a portion of El Camino Real "Korea Town", including any actions of Council at that time.

Council also requested the Petitioner to submit:

- A signed petition with the names and addresses of businesses that support the proposal; and
- Additional information/data about the proposed district including, but not limited to, the boundaries of the proposed district; the percentage of businesses that are Korean businesses on the portion of El Camino Real requesting the Korea Town designation; and any other additional information supporting the request.

#### **DISCUSSION**

##### **Staff Response To Council's Information Request**

In response to Council's request, staff located the following agenda minutes, letters, interoffice memorandum, and news articles regarding a 2006 request from the Korean American Chamber of Commerce of Silicon Valley to designate a portion of El Camino Real as Korea Town:

- Minutes from the May 1, 2006 Economic Development Committee "Mission City 21" meeting (Attachment 2)
- Minutes from the July 19, 2006 Economic Development Committee "Mission City 21" meeting (Attachment 3)
- Letter to the City from the Korean American Chamber of Commerce of Silicon Valley dated August 23, 2006 (Attachment 4)
- Amended letter to the City from the Korean American Chamber of Commerce of Silicon Valley dated September 18, 2006 (Attachment 5)
- Interoffice memorandum to Mission City 21 Committee dated November 15, 2006 regarding staff's review of the Korean American Chamber's requests to the Committee (Attachment 6)

- Minutes from the January 23, 2007 Council meeting (Attachment 7)
- News articles on Korean American Chamber of Commerce of Silicon Valley's 2006 Korea Town proposal (Attachment 8)

On January 23, 2007, Council approved recommendations of the Economic Development Committee in response to the Korean American Chamber of Commerce of Silicon Valley's requests (Attachment 3). The recommendations include suggesting Korean American businesses to develop a sign program on privately owned property using private financing that met the City's sign regulations; recognizing the Korean American business community as part of the City's Business Recognition Program; issuing a City Council Proclamation expressing support and appreciation for the diverse business base in Santa Clara, continuing to build a working relationship with the Korean American Chamber of Commerce and the Korean American business community; and encouraging merchants to post English and non-English language signs.

#### Petitioner Follow Up To Council Request

Staff followed up with the Petitioner regarding Council's request for additional data/information and a signed petition from the businesses along El Camino Real.

On March 28, 2019, the Petitioner provided staff with a listing of Korean businesses located along El Camino Real (Attachment 8) and proposed that the street boundaries of Korea Town be El Camino Real from Halford Avenue on the west to Kiely Boulevard on the east. On July 23, 2019, the Petitioner declined to provide staff with a petition from businesses along El Camino Real advising that it was his preference to provide it at the Council presentation.

#### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

#### **FISCAL IMPACT**

There is no fiscal impact other than staff time.

#### **COORDINATION**

This report was coordinated with the City Attorney's Office.

#### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

#### **ALTERNATIVES**

1. Add topic to a future Council agenda; or
2. Do not add topic to a future Council agenda; or

3. Any other alternative as directed by the Council

**RECOMMENDATION**

Staff has no recommendation.

Reviewed by: Ruth Shikada, Assistant City Manager

Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Written Petition submitted by Ken Kim
2. Minutes from the May 1, 2006 Economic Development Committee "Mission City 21" meeting
3. Minutes from the July 19, 2006 Economic Development Committee "Mission City 21" meeting
4. Letter to the City from the Korean American Chamber of Commerce of Silicon Valley dated August 23, 2006
5. Letter to the City from the Korean American Chamber of Commerce of Silicon Valley dated September 18, 2006
6. Interoffice memorandum to Mission City 21 Committee dated November 15, 2006 regarding staff's review of the Korean American Chamber's requests to the Committee
7. Minutes from the January 23, 2007 Council meeting
8. News articles on Korean American Chamber of Commerce of Silicon Valley's 2006 Korea Town proposal
9. List of Korean businesses located along El Camino Real in Santa Clara submitted by Petitioner