

# San Carlos Street

Neighborhood Business Association, Inc.

To: Joseph Horwedel, Director of Planning

I am writing on behalf of the West San Carlos Street Neighborhood Business Association to express our support for the proposed Ohlone development project at West San Carlos and Sunol Streets.

First and foremost, this development will bring vitality to what is currently a blighted and vacant industrial lot that has been classified as a Brownfield. By approving the Ohlone, the City of San Jose will allow much needed new retail to be added to this important corridor. As a business association, we feel it is important to find ways to increase economic development in existing neighborhoods.

After extensive conversations with the development team, we are confident that the Ohlone is proposing adequate heights and depths in the proposed retail spaces with appropriate venting and opportunities for signage. They have also planned for the parking necessary to attract high quality retailers.

A second element of the proposed project that we find appealing is its proximity to transit. Both light rail and bus rapid transit lines will service the Ohlone and help manage the transportation needs of residents as well as visitors. In addition, the public transportation will bring people to shop there as well as at area businesses. Increased pedestrian traffic will also increase the possibility of filling vacant storefronts with high-quality retail and restaurants.

The West San Carlos Street Neighborhood Business Association continues to work with the Redevelopment Agency to create a West San Carlos Street Community Benefit Improvement District (CBID) modeled on the Willow Glen CBID. The Ohlone would be an incredible asset to the success of the CBID as well as help lessen the financial burden of it on other business owners in the area.

We encourage you to approve this project, which will benefit the West San Carlos Street Neighborhood Business Association.

Sincerely,



Mary Mashburn  
President

West San Carlos Street Business Neighborhood Association