



Councilmember Rose Herrera  
District 8

## August 2012 Newsletter Message

Dear Neighbor,

Success builds upon success and the Evergreen Community is moving in that positive direction with several notable "wins" this summer for our residents. The announcement of a new grocery store coming to Evergreen Village Square, continuing partnerships with non-profit and new for-profit organizations who are donating funds to help keep the Lake Cunningham Regional Skate park open and staffed, and finally continuing the tradition of Music and Movie nights at the Evergreen Village Square, have all contributed to building stronger community relationships.

After enduring almost five years with an empty space where there was once a grocery store, Evergreen Village Square has a new store coming. Announced a couple of weeks, we now know that Walmart will be opening a Neighborhood Market grocery store, taking up all of the vacant 42,000 square feet. We have approached many grocery stores over the past four plus years attempting to convince them to make the move to Evergreen Village Square. In the end they did not want to come. No one, not the City, Shapell or the Community can force a business to locate where it does not want to go. Most of the feedback from merchants at the square and the community about the new store has been overwhelmingly positive.

Walmart approached Shapell Corporation, owner of Evergreen Village Square, about leasing the space. Since it is a leasing transaction in an existing building, there was no approval required from the City Council, the planning commission or public process. Walmart saw the potential at Evergreen Village square and was especially excited about a new library planned to come to the square.

Keeping our local economy alive and well in San José is a top priority for me as a leader. Attracting businesses and services to our community is key to both the economy and the environment. Having a new full service grocery store sign a lease and move in to Evergreen Village Square is good news. It is better news than continuing to have a large vacant space that threatens to drag down the whole center. It is good news for the small businesses at Evergreen Village square who have been struggling to attract customers without the benefit of a large anchor tenant. It is good news for local residents who will have another local shopping option and good news for people who live close by who can now leave their car in the driveway and walk to their local grocery store, an added benefit for the environment. Economically, such a high-profile anchor tenant in the square helps assure the success of driving customer traffic to the other businesses in the village.

Our popular farmers market at Evergreen Village Square is expected to continue operating. It thrives now because of community support and will continue to do so as long as the community continues to support it. I know I will. It is located on city property and has a relationship with the City of San José. There are examples of other Walmart neighborhood stores who co-exist with farmers markets.

The Neighborhood Market is a newer concept for Walmart where a smaller space offers a full-service grocery store with fresh produce, meat, dry goods and staples in addition to household goods and pet supplies. These Neighborhood Markets employ on average 70-100 associates – there will be job opportunities for local residents. Walmart is investing in our community with the financial resources to commit to making this store successful. We anticipate renovation of the store to begin within the next few weeks, with an opening in 2013.

Lake Cunningham Regional Skate Park has turned the corner in a positive way and is now on a path to fiscal sustainability due to assistance from non-profits who stepped up to support our world class skate

park by donating money when we needed it the most. When funding for the park was threatened in last year's budget cycle, we worked hard to reach out to organizations that would see the park as an indispensable asset to the health of our community. The Save Our Skate Park volunteer group organized and worked with my office and the park's department to strategize outreach efforts. Thanks to dedicated volunteers like Paul Murphy and Carol Kruger we received \$5,000 donations each from The Health Trust, First Five Santa Clara County and Valley Medical Foundation last year.

These generous donors helped keep the park off the closure list and allowed us time to raise the profile of the park that helped increase attendance and revenue. During these meetings to strategize raising the profile of the park, another dedicated community member stepped up to offer his industry knowledge and advice. Greg Fox, a resident of District 8 and fan of the park as well as the Vice President of Sales for Fox Racing, U.S.A. donated marketing materials and funding for way-finding (directional signs) along major streets leading to the park. His efforts have paid off and now skate park enthusiasts can more easily find the way to the Lake Cunningham Regional Skate Park. They were very recently installed and up just in time for the biggest tour yet to come to the skate park, The Tony Hawk Birdhouse Left Coast Tour. Last Sunday, Tony Hawk chose to partner with LCRSP and for the first time bring his Birdhouse Tour to San José! Local kids and their families were able to get up close and personal with a skateboarding legend in their own town. It was a fantastic event with thousands in attendance. Additionally, another partnership was launched with the donation of \$10,000 from The Coca-Cola Company to LCRSP during the tour event through their Live Positively Campaign.

Other good news during Sunday's event, Jolene Smith, Chief Executive Officer for First Five announced that they will be granting an additional \$10,000 to the skate park this year! Continuing partnerships like these are a sign of tremendous success.

Finally, because of its tremendous success last summer, the Evergreen Village Square Music and Movie Nights are drawing neighbors out of their homes again and into the community to meet their neighbors on Friday evenings. Some families bring picnic dinners or enjoy the food offerings in the square, spreading blankets out on the lawn and getting to know their neighbors or re-connecting with old friends. Involved Evergreen, in partnership with Shapell, my office and all the volunteers make these events happen, helping our community grow in strength and cohesiveness. There are two music and movie nights left this summer and I hope you get a chance to enjoy at least one of the evenings. The Music and Movie nights will continue this summer on the following nights: August 10<sup>th</sup> and August 24<sup>th</sup>. Music plays from 6 p.m. – 8 p.m. with the movie following at dusk (usually 8:30 p.m.).

As always, my office is open to input or questions by emailing [district8@sanjoseca.gov](mailto:district8@sanjoseca.gov), or calling (408) 535-4908.

I want to keep you informed! Sign up for the District 8 newsletter. Go to [www.sanjoseca.gov/district8](http://www.sanjoseca.gov/district8).  
Regards,



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