



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Mayor Matt Mahan  
Vice Mayor Pam Foley  
Councilmember Rosemary Kamei  
Councilmember Carl Salas  
Councilmember Michael Mulcahy

**SUBJECT:** NEW ENTERTAINMENT  
ZONE ORDINANCE

**DATE:** May 16, 2025

**Approved:**

Date: 05/16/2025

## **RECOMMENDATION**

Approve staff's memorandum with the following modifications:

1. Create a new Entertainment Zone along the future "Sharks Way" that connects the San Pedro, Little Italy, and SAP Center Districts (**Exhibit A**).
2. Grant staff the ability to make administrative amendments to the Entertainment Zone ordinance when proposed changes enhance San Jose's arts, culture, and entertainment experience.
3. Return to the Community and Economic Development Committee with a one-year report on the implementation and impact of the Entertainment Zones.

## **BACKGROUND**

We'd like to thank staff for their work on the Entertainment Zone Ordinance. It's taken years of state advocacy and staff work to deliver this policy change to the City Council.

To enhance San Jose's entertainment zone experience, we recommend creating one new Entertainment Zone along the future "Sharks Way" (**Exhibit A**). The City's already advancing beautification efforts for this corridor through the "Stitching Districts" initiative. On May 13, Council voted to rename St. John St and N. Almaden Blvd "Sharks Way" and "Little Italy Way," respectively. Our newly established Entertainment Zones should reflect the City's broader efforts to connect these neighborhoods and Council districts. To create a seamless experience from San

Pedro Street to the SAP Center, an organizer may activate one or multiple entertainment zones. However, a zone must be activated in full. Partial activation is not permitted.

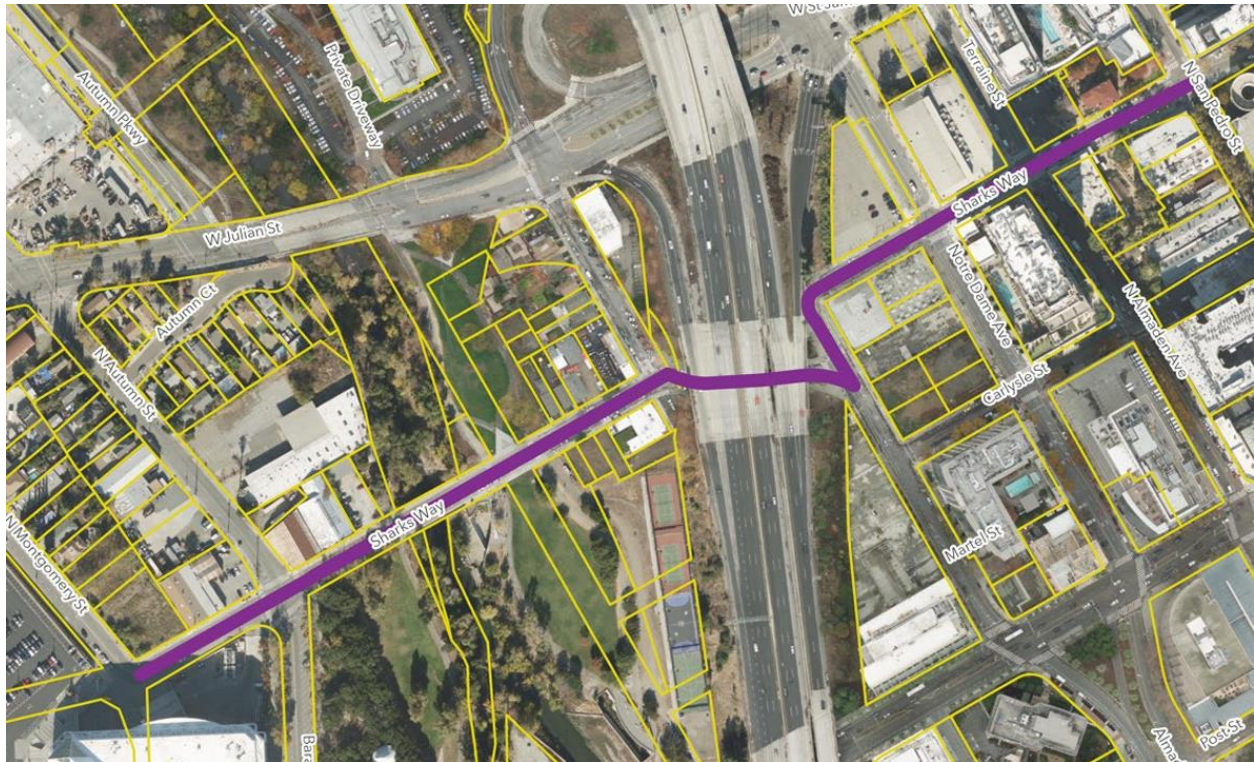
As currently proposed, the Entertainment Zones begin and end in a fragmented way, rather than forming one contiguous corridor from San Pedro Street to the SAP Center. We propose amending the ordinance to create a new, contiguous Entertainment Zone that seamlessly links three vibrant destinations: SAP Center, Little Italy, and San Pedro St. Activating the future “Sharks Way” with the entertainment zone overlay will create a more engaging and cohesive Entertainment Zone experience.

Additionally, we recommend granting staff the flexibility to make administrative amendments to the Entertainment Zone policy when proposed changes enhance San Jose’s arts, culture, and entertainment standards. Empowering staff to make timely adjustments allows the policy to stay responsive and relevant, supporting cultural innovation while reducing unnecessary delays.

Finally, staff should return to the Community and Economic Development Committee (CED) with a one-year report on the implementation and impact of the Entertainment Zones. We see this ordinance as a potential model for other San Jose neighborhoods. The report to CED should include data, community feedback, and lessons learned to inform future program refinements and maximize its benefits for residents, businesses, and visitors.

**Exhibit A: Newly Proposed “Sharks Way” Entertainment Zone**

A 1,220-foot segment of West St. John Street extending from North Montgomery Street to North Almaden Boulevard; an approximately 815-foot segment of West St. John Street extending from Santa Teresa Street to San Pedro Street; an approximately 330-foot segment of North Almaden Boulevard extending from West St. John Street to Santa Teresa Street; and an approximately 150-foot segment of Santa Teresa Street extending from North Almaden Boulevard to West St. John Street, to “Sharks Way.”



*The signers of this memorandum have not had, and will not have, any private conversation with any other member of the City Council, or that member’s staff, concerning any action discussed in the memorandum, and that each signer’s staff members have not had, and have been*

**COUNCIL AGENDA: 05/20/2025**

**FILE: 25-536**

**ITEM: 8.1**

*instructed not to have, any such conversation with any other member of the City Council or that member's staff.*