



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Councilmember Peter Ortiz

SUBJECT: SEE BELOW

DATE: May 20, 2025

Approved

Date:

May 20, 2025

SUBJECT: Amendment to Chapter 13.16 of Title 13 of the San José Municipal Code for Entertainment Zone Ordinance Related to 2026 Sports Events.

RECOMMENDATION

1. Approve staff’s memorandum with the following modifications:
 - a. Create the following new Entertainment Zones
 - i. Along Alum Rock Avenue, stretching from North 31st Street to Silcreek Drive, and along North King Road, between 18 North King Road and East San Fernando Street. This zone will be located around the future “*La Avenida*” Cultural District in East San José **(Exhibit A)**.
 - ii. Along Alum Rock Avenue from Pala Avenue to Manning Avenue, and along White Road from 22 North White Road to 50 South White Road. **(Exhibit B)**.

DISCUSSION

LA AVENIDA

To advance San José’s cultural and economic vibrancy equitably, we recommend establishing a new Entertainment Zone along Alum Rock Avenue, where the School of Arts and Culture at MHP (SOAC) is advancing its vision of “La Avenida” that established Mayfair as a Cultural District. This corridor is uniquely positioned to become a dynamic, walkable cultural destination in East San José.

Designating La Avenida as an Entertainment Zone would align with the City’s broader strategies for inclusive placemaking, cultural preservation, and anti-displacement, while also creating new opportunities for local small businesses and artists to thrive.

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This investment in East San José reflects the City's commitment to equitable growth, bringing the same level of creative energy and public investment seen in downtown to a historically underserved, yet culturally rich, neighborhood. Activating La Avenida through the Entertainment Zone ordinance will help ensure that long-term residents benefit from, and lead, the area's cultural and economic renaissance.

ALUM ROCK AVE BUSINESS CORRIDOR

We also recommend designating the segment of Alum Rock Avenue between Pala Avenue and Manning Avenue, within the boundaries of the Alum Rock Village Business Association (ARVBA), as an Entertainment Zone.

This stretch is a vital commercial and cultural corridor in East San José where the ARVBA is actively working to enhance safety, support small businesses, and foster a sense of community. Establishing an Entertainment Zone here would directly bolster the Association's efforts, especially its annual Culture Night Markets, which bring the community together through live music, food trucks, family activities, and diverse local vendors. These events are a perfect example of creative placemaking in action, showcasing the rich cultural fabric of the area while driving foot traffic and economic opportunity for neighborhood entrepreneurs.

An Entertainment Zone designation would provide a flexible and well-supported framework to scale these activations, deepen community engagement, and reinforce Alum Rock Village as a vibrant destination for residents and visitors alike.

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Exhibit A



Exhibit B

