

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSE DECLARING ITS INTENTION TO ESTABLISH THE EAST VILLAGE BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989; FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND PUBLIC HEARING AND GIVING NOTICE THEREOF; AND APPOINTING AN ADVISORY BOARD TO ADVISE THE CITY COUNCIL ON ALL ISSUES RELATED TO THE EAST VILLAGE BUSINESS IMPROVEMENT DISTRICT**

**WHEREAS**, the Parking and Business Improvement Area Law of 1989, Streets and Highways Code §36500 et seq. (“89 Law”), authorizes the City of San José (“City”) to establish business improvement areas allowing businesses to raise funds to support joint efforts within a specific geographic area; and

**WHEREAS**, in 2024, the East Santa Clara Street Revitalization Association Inc. doing business as East Village Business Association (“EVBA”) was established as a non-profit corporation, and in April 2025 the EVBA governing board voted in favor of establishing a business improvement district in the East Village commercial corridor along East Santa Clara Street from 6th Street to 22nd Street; and

**WHEREAS**, the EVBA, business owners in the East Village business corridor, and representatives from the City have met to consider the formation of the East Village Business Improvement District (“EVBID”) for the purposes of physical maintenance, marketing, and promotion efforts to increase commercial activity in the East Village business corridor; and

**WHEREAS**, the governing board of the EVBA will serve as the EVBID’s advisory board to manage and operate EVBID programs; and

**WHEREAS**, pursuant to the 89 Law, a public meeting must be held to provide information and an opportunity for comment on the proposed EVBID, and a public hearing must be held to establish the EVBID;

**NOW, THEREFORE**, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SAN JOSE THAT:

1. The City Council hereby declares its intention to establish a parking and business improvement area to be known as the “East Village Business Improvement District” (“EVBID”) pursuant to the 89 Law.
2. The City Council hereby appoints the governing board of East Santa Clara Street Revitalization Association Inc., doing business as East Village Business Association, as the Advisory Board for the EVBID, pursuant to Section 36530 of the 89 Law.
3. The boundaries of the EVBID are described below, and are shown on the map attached hereto as Exhibit A and incorporated herein:

Zone 1

<u>Full Street Name</u>	<u>Odd</u>	<u>Even</u>
<u>E Santa Clara St</u>	<u>225-1049</u>	<u>260-1050</u>
<u>N 14<sup>th</sup> St</u>	<u>25</u>	<u>n/a</u>

Zone 2

<u>Full Street Name</u>	<u>Odd</u>	<u>Even</u>
<u>S 5<sup>th</sup> St</u>	<u>45-59</u>	<u>80</u>
<u>S 6<sup>th</sup> St</u>	<u>55-97</u>	<u>72-96</u>
<u>S 7<sup>th</sup> St</u>	<u>73-79</u>	<u>44-48</u>
<u>S 8<sup>th</sup> St</u>	<u>25-83</u>	<u>18-74</u>
<u>S 9<sup>th</sup> St</u>	<u>23-99</u>	<u>18-116</u>

<u>Full Street Name</u>	<u>Odd</u>	<u>Even</u>
<u>S 10<sup>th</sup> St</u>	<u>11-25</u>	<u>64-96</u>
<u>S 11<sup>th</sup> St</u>	<u>23-87</u>	<u>14-90</u>
<u>S 12<sup>th</sup> St</u>	<u>77-99</u>	<u>26-98</u>
<u>S 13<sup>th</sup> St</u>	<u>53-97</u>	<u>28-98</u>
<u>S 14<sup>th</sup> St</u>	<u>25-99</u>	<u>10-66</u>
<u>S 15<sup>th</sup> St</u>	<u>33-95</u>	<u>12-92</u>
<u>S 16<sup>th</sup> St</u>	<u>31-83</u>	<u>40-88</u>
<u>S 17<sup>th</sup> St</u>	<u>17-95</u>	<u>60-84</u>
<u>S 19<sup>th</sup> St</u>	<u>17-93</u>	<u>18-68</u>
<u>S 20<sup>th</sup> St</u>	<u>15-95</u>	<u>20-98</u>
<u>S 21<sup>st</sup> St</u>	<u>19-95</u>	<u>8-78</u>
<u>S 22<sup>nd</sup> St</u>	<u>15-97</u>	<u>16-98</u>
<u>E San Fernando St</u>	<u>195-1047</u>	<u>n/a</u>
<u>Calhoun St</u>	<u>853</u>	<u>860-868</u>
<u>Elizabeth St</u>	<u>425</u>	<u>n/a</u>
<u>N 5<sup>th</sup> St</u>	<u>n/a</u>	<u>24</u>
<u>N 9<sup>th</sup> St</u>	<u>51-77</u>	<u>n/a</u>
<u>N 11<sup>th</sup> St</u>	<u>n/a</u>	<u>32</u>
<u>N 13<sup>th</sup> St</u>	<u>60</u>	<u>30-60</u>

<u>Full Street Name-</u>	<u>Odd-</u>	<u>Even-</u>
<u>S 5<sup>th</sup> St-</u>	<u>-</u>	<u>80-84-</u>
<u>S 6<sup>th</sup> St-</u>	<u>97-</u>	<u>58-88-</u>
<u>S 7<sup>th</sup> St-</u>	<u>79-</u>	<u>44-48-</u>
<u>S 8<sup>th</sup> St-</u>	<u>25-83-</u>	<u>18-74-</u>
<u>S 9<sup>th</sup> St-</u>	<u>23-99-</u>	<u>18-20-</u>
<u>S 10<sup>th</sup> St-</u>	<u>11-25-</u>	<u>22-96-</u>
<u>S 11<sup>th</sup> St-</u>	<u>23-87-</u>	<u>14-90-</u>
<u>S 12<sup>th</sup> St-</u>	<u>15-99-</u>	<u>26-98-</u>
<u>S 13<sup>th</sup> St-</u>	<u>27-97-</u>	<u>28-98-</u>
<u>S 14<sup>th</sup> St-</u>	<u>25-99-</u>	<u>10-54-</u>
<u>S 15<sup>th</sup> St-</u>	<u>33-95-</u>	<u>12-92-</u>
<u>S 16<sup>th</sup> St-</u>	<u>31-83-</u>	<u>40-88-</u>
<u>S 17<sup>th</sup> St-</u>	<u>17-95-</u>	<u>60-84-</u>
<u>S 19<sup>th</sup> St-</u>	<u>17-75-</u>	<u>18-68-</u>
<u>S 20<sup>th</sup> St-</u>	<u>15-95-</u>	<u>20-98-</u>

<del>S 21<sup>st</sup> St</del>	<del>19-95</del>	<del>8-78</del>
<del>S 22<sup>nd</sup> St</del>	<del>15-97</del>	<del>16-98</del>
<del>E San Fernando St</del>	<del>195-1047</del>	<del>n/a</del>
<del>E Santa Clara St</del>	<del>225-1051</del>	<del>260-1050</del>
<del>Galhoun St</del>	<del>853</del>	<del>860-868</del>

4. The proposed improvements and activities to be funded by the EVBID are, in general: cleanliness, safety initiatives, marketing, activation, beautification efforts; and administration and contingency. A description of the types of activities proposed to be funded by the levy of assessments on businesses in the EVBID is set forth in Exhibit B attached hereto and incorporated herein.
5. Assessment fees will vary between two zones, distinguished by their locations: one along Santa Clara Street (Zone 1) and the other encompassing the remaining area within the district (Zone 2). Businesses located within Zone 1 will be assessed an annual rate of \$250.00. Businesses located within Zone 2 will be assessed a reduced annual rate of \$125.00. Except where funds are otherwise available, the assessments shall be levied and collected on an annual basis to pay for all improvements and activities within the area. The City shall collect the assessment.
6. New businesses will not be exempt from the levy of assessment, pursuant to Section 36531 of the 89 Law.
7. NOTICE IS HEREBY GIVEN that April 21, 2026, at 1:30 p.m., or as soon thereafter as the matter may be heard, in the City Council Chambers of the City of San José, 200 East Santa Clara Street, San José, California is fixed as the time and place for a public meeting on the establishment of the EVBID.
8. NOTICE IS HEREBY GIVEN that May 12, 2026, at 1:30 p.m., or as soon thereafter as the matter may be heard, in the City Council Chambers of the City of San José,

200 East Santa Clara Street, San José, California is fixed as the time and place for a public hearing on the establishment of the EVBID.

9. At the aforesaid public hearing, the testimony of any and all interested persons for or against the establishment of the EVBID, the extent of the EVBID, or the furnishing of specified types of improvements or activities in the EVBID shall be heard and considered by the City Council. Protests against the establishment of the EVBID, the extent of the area of the EVBID, or the furnishing of specified types of improvements or activities may be made orally or in writing by any interested person. Each written protest must be filed with the City Clerk, either by mail to City Clerk, City Hall, 200 East Santa Clara Street, San José, California, or by e-mail to [city.clerk@sanjoseca.gov](mailto:city.clerk@sanjoseca.gov), at or before the time fixed for the public hearing. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.
10. As provided in Section 36525 of the 89 Law, if written protests against the establishment of the EVBID, the extent of the EVBID, or the furnishing of specified types of improvements or activities in the EVBID are received from the owners of businesses in the EVBID which would pay fifty percent (50%) or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protest to less than fifty percent (50%), then no further proceedings to establish the EVBID or to levy the proposed assessment may be taken by the City Council for a period of one year from the date of the finding of a majority protest by the City Council. If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the EVBID, then those types of improvements or activities shall be eliminated. In order to be counted in determining a majority protest, a written protest must contain a description of the business in which the person submitting the protest is interested sufficient to identify the business as a business within the proposed EVBID and, if a person

protesting is not shown on the official records as the owner of the business, the protest shall contain or be accompanied by written evidence that the person protesting is the owner of the business.

11. The City Clerk is hereby directed to give notice of the above-mentioned public meeting and public hearing pursuant to Section 36523 of the California Streets and Highway Code, by publication and mailing.

ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2026, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

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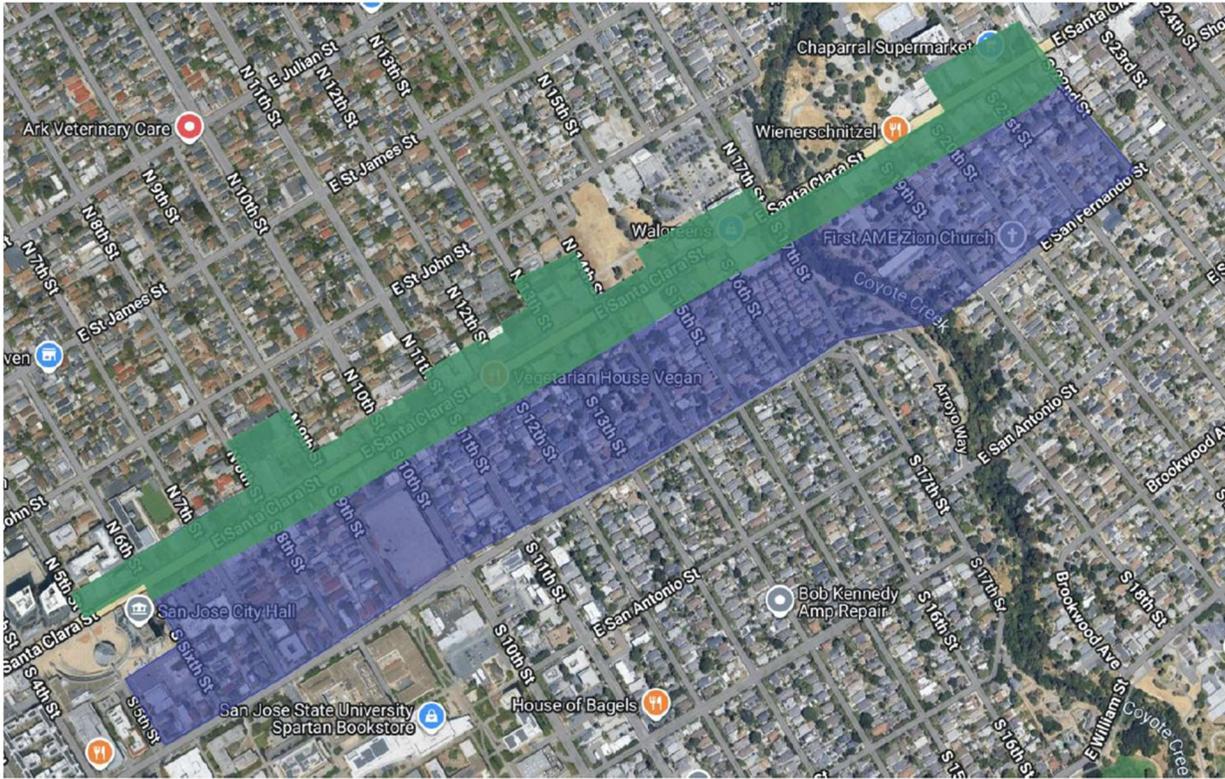
MATT MAHAN  
Mayor

ATTEST:

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TONI J. TABER, MMC  
City Clerk

## EXHIBIT A DISTRICT BOUNDARIES



## EXHIBIT B PROPOSED BID SERVICES

### East Village Business Improvement District (EVBID)

The East Village San José Business Association (EVSJ), formerly the East Santa Clara Street Business Association, anticipates generating approximately \$51,012 annually through a zoning-based assessment structure designed to reflect service levels and proportional benefit across the district. The district includes a total of 356 businesses, comprised of 227 businesses in Zone 1 and 129 businesses in Zone 2. This revenue estimate reflects a projected delinquency rate based on historical collection patterns for similar Business Improvement Districts in San José.

Businesses located within Zone 1 will be assessed at the full annual rate of \$250 per business and will receive the full range of BID-funded services. These services include enhanced cleanliness, safety initiatives, marketing, activation, and beautification efforts intended to increase foot traffic, improve the business environment, and strengthen overall district vitality.

Businesses located within Zone 2 will be assessed at a reduced annual rate of \$125 per business (50% of the Zone 1 rate). Zone 2 businesses will receive marketing and beautification services but will not receive the same level of enhanced clean and safe services provided within Zone 1.

The EVSJ BID will allocate funds across three primary service categories as approved by the Board: Clean and Safe (72%), Marketing and Beautification (18%), and Administration and Contingency (10%). These services are designed to directly and specifically benefit the assessed businesses, enhance the district's vitality, and foster a clean, safe, and welcoming commercial corridor.

Category	Allocation	Percentage
Clean and Safe	\$ 36,728.64	72%
Marketing and Beautification	\$ 9,182.16	18%
Administration/Contingency	\$ 5,101.20	10%
Total	\$ 51,012.00	100%

#### **Clean and Safe (72% — \$36,728.64)**

The Clean and Safe category is intended to improve the overall condition and appearance of the EVSJ corridor by providing supplemental services that address cleanliness, safety, and physical infrastructure conditions. These services are designed

to enhance the day-to-day environment for businesses and customers, reduce negative impacts on commercial activity, and support a well maintained and welcoming corridor. Services may include, but are not limited to:

- Regular litter removal, sidewalk sweeping, and targeted corridor cleanups focused on high need areas and priority blocks.
- Removal of bulky items from abandoned materials, and illegal dumping debris to improve sidewalk accessibility, storefront visibility, and pedestrian circulation.
- On demand, graffiti abatement on public facing surfaces within the district.
- Pressure washing of sidewalks and removal of gum, stains, and surface buildup in priority locations.
- Installation, upgrade, and maintenance of lighting infrastructure, including additional light fixtures or enhanced lighting elements, to improve nighttime visibility and public safety.
- Capital improvements related to cleanliness and safety, such as trash receptacles, lighting hardware, or other corridor infrastructure improvements that support ongoing maintenance and safety objectives.
- Coordination with maintenance vendors, City departments, and partner organizations to address recurring cleanliness, safety, and infrastructure related concerns.
- Safety patrols or partnerships with local enforcement, outreach teams, and service providers to deter loitering, vandalism, and illegal dumping while supporting a safer corridor environment.
- Implementation of camera or monitoring programs, where feasible, to support corridor safety efforts and incident response.

These services will be supplemental to baseline City services and will directly improve the business environment within the corridor.

### **Marketing and Beautification (18% — 9,182.16)**

The Marketing and Beautification category is intended to promote the East Village corridor as a cohesive destination by increasing awareness of local businesses while supporting a cleaner, more visually consistent, and welcoming streetscape. Through coordinated marketing efforts and modest beautification initiatives, this program supports business visibility, reinforces corridor identity, and contributes to an improved corridor appearance. Services may include, but are not limited to:

- Social media management and digital outreach to highlight EVSJ businesses, corridor updates, and district wide improvements.
- Design and production of corridor marketing materials, including digital flyers, maps, and business listings that reinforce corridor identity.

- Website content updates and maintenance to promote district businesses, available resources, and corridor enhancements.
- Beautification elements that improve the visual appearance of the corridor, such as window decals, wayfinding signage, coordinated storefront enhancements, or identity-based design features.
- Coordination with local artists, cultural organizations, schools, or community groups on beautification or identity related initiatives that enhance the corridor's look and feel.
- District branding and promotional efforts that support a cohesive visual identity and contribute to a more welcoming commercial environment.

These initiatives will enhance the visibility of local businesses and foster a sense of community pride along Alum Rock Santa Clara Street.

### **Administration and Contingency (10% — \$5,101.20)**

The Administration and Contingency category supports the effective management and delivery of district services in alignment with the approved service plan. These funds provide the oversight, compliance, coordination, and financial stability necessary to maintain district operations and ensure the long-term sustainability of the Business Improvement District. Services may include, but are not limited to:

- Professional staff support and consultants to manage district operations.
- Office, legal, accounting, and insurance expenses.
- City administrative collection fees (not to exceed actual costs).
- Board development, training, and strategic planning support.
- Reserve funds for contingencies, uncollected assessments, or one-time district renewal costs.

This category ensures transparent, effective management, and long-term sustainability of the district.