

Story Road Business Improvement District

Item 8.1

February 3, 2026

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BUSINESS IMPROVEMENT DISTRICT (BID)

BIDs are formed pursuant to the California Parking and Business Improvement Area Law of 1989.

BID law allows for the creation of special benefit assessment districts to raise funds within a specific geographic area.

BIDs allow business owners to organize their efforts and raise funds exclusively for the benefit of the district.

Business owners within the assessment district boundaries fund the district, and 99% of funds are used to provide services desired by and benefitting businesses within the district.

City Council renews the BID annually.

02 ABOUT THE DISTRICT

Major gateway connecting downtown San José to Little Saigon and the greater Story Road community.

Features landmark commercial properties such as Vietnam Town and Grand Century Mall.

400+ businesses operating within this specific corridor.

Center for diverse small businesses.

Larger businesses include Walmart, Public Storage, and an Amazon Distribution Center.



Assessment Category	Annual Assessment Rate	Number of Businesses	Total Assessment Revenue
Buildings less than 25,000 sq. ft.	\$350	416	\$145,600
Buildings more than 25,000 sq. ft.	Additional \$350 for every 25,000 sq. ft.	18	\$20,650

In Year 1, the annual forecasted income is \$129,185.

Service	Budget
Safety and Beautification – 40%: Improved corridor cleanliness, safety, and aesthetics, making Story Road more attractive to residents, customers and investors.	\$51,674
Marketing and Activation – 40%: Activities designed to increase foot traffic, highlight local businesses, and promote the corridor as a destination.	\$51,674
Administration and Contingency – 20%: Professional services to support district operations to ensure transparency, effective management, and long-term sustainability of the district. This includes a 1% administrative fee to The City.	\$25,837
Total Expenses	\$129,185

05 DISTRICT FORMATION TIMELINE

Action	Date
First Council Meeting <ul style="list-style-type: none">• Resolution of Intention to Establish a BID	February 3, 2026
Publication and Mailing of Notice to Assessment Payers	February 7, 2026
Second Council Meeting <ul style="list-style-type: none">• Public Meeting to set the Public Hearing date	February 24, 2026
Third Council Meeting <ul style="list-style-type: none">• Public Hearing	April 7, 2026
Fourth Council Meeting <ul style="list-style-type: none">• Second Reading of the Ordinance	April 21, 2026
Ordinance becomes law (30 days after adoption)	May 22, 2026
Assessment begins	July 1, 2026

A photograph of the Grand Century building facade, featuring a large archway with the name "GRAND CENTURY" in red, serif, 3D letters. The building is light-colored with classical architectural elements like columns and arches. In the foreground, there are outdoor seating areas with umbrellas and a stone lion statue. The sky is clear and blue.

GRAND CENTURY

Thank You