RULES AGENDA: 05-23-07
ITEM #:

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: Rules and Open Government Committee

FROM: Councilmember Madison Nguyen
Mayor Chuck Reed

SUBJECT: **Vietnamese Business District Designation**

DATE: May 10, 2007

APPROVED Chuck Reed / Madison P. Nguyen

DATE: 5/10/2007

RECOMMENDATION

Agendize the following for the June 5, 2007 Council meeting:

1. Direct Redevelopment Agency Executive Director to solicit community input on City recognition of Story Road between Highway 101 and Senter/Keyes Road as "Vietnamese Business District," including direct outreach to business owners and residents in the vicinity, including the Tully/Senter and Spartan/Keyes Strong Neighborhood Initiative (SNI) areas.

2. Direct the Redevelopment Agency Executive Director and City Manager to identify costs and approvals needed for the installation and maintenance of banners and median signs, and return to Council with recommendations for implementation based on community input.

BACKGROUND

San Jose has the largest concentrated Vietnamese population in the State of California with an estimated population of 100,000 people. The Office of Economic Development estimates that the proposed site has 200 businesses that bring in $1.19 million in annual gross sales tax revenues. This area has been identified as a haven of Vietnamese owned and operated businesses. There are over 160 Vietnamese businesses that employ about 640 people with annual gross sales tax revenues of $250,000. Furthermore, an approved development on Story and McLaughlin Road (VietNam Town Plaza) will bring an additional 256 new businesses, owned and operated by Vietnamese in Fall 2008.

These are exciting and substantially high numbers for a city of our size. This business district will make the area vibrant as well as offer unique shopping experiences, diverse restaurants and provide services and goods that will attract customers seeking products not found elsewhere. Designating this area as Vietnamese Business District or other name designation would recognize and market the location to tourists, entrepreneurs, and people living in San Jose.

The Redevelopment Agency has identified $100,000 that can be used for this effort. The agency with its innovative programs has transformed older business districts in San Jose by revitalizing retail centers with banners, signs and façade improvements.

This process will be guided by Council Policy 9-3 on community identification signs and the 6-30 public outreach policy for pending land use and development proposals.