

RESOLUTION NO. 74127

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSE: (A) RECOGNIZING STORY ROAD, BETWEEN SENTER AND US 101, AS A VIETNAMESE RETAIL AREA AND SELECTING "SAIGON BUSINESS DISTRICT" TO IDENTIFY THE AREA; AND (B) DIRECTING THE CITY MANAGER AND CITY ATTORNEY TO EXPLORE THE POLICY AND ORDINANCE CHANGES TO ALLOW FOR THE PLACEMENT OF DECORATIVE STREET BANNERS AND GATEWAY SIGNS IN THE PUBLIC RIGHT-OF-WAY FOR THE PURPOSES OF IDENTIFYING UNIQUE RETAIL AREAS

WHEREAS, on June 5, 2007, the Council of the City of San Jose ("City") directed City and Redevelopment Agency ("Agency") staff to conduct community outreach on the designation of a portion of Story Road, between Senter Road and US 101, as a business district; and

WHEREAS, on August 15 and October 10, 2007, Agency and City staff conducted community meetings to solicit input on the proposed Vietnamese retail destination area, and participants overwhelmingly supported the proposal; and

WHEREAS, a memorandum from Mayor Reed, Vice Mayor Cortese, and Councilmembers Nguyen, Liccardo and Chirco, dated November 15, 2007, recommended that the area be officially designated as "Saigon Business District"; and

WHEREAS, staff recommends working with the City Attorney's Office to allow for the placement of decorative street banners and gateway signs in the public right-of-way for the purposes of identifying unique retail areas within the City;

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

- (a) Story Road, between Senter and US 101, is recognized as a Vietnamese retail area and is officially designated as "Saigon Business District"; and
- (b) The City Manager and City Attorney are directed to explore policy and ordinance changes to allow for the placement of decorative street banners and gateway signs in the public right-of-way for the purposes of identifying unique retail areas.

ADOPTED this 20th day of November, 2007, by the following vote:

AYES: CAMPOS, CHIRCO, CORTESE, LICCARDO, NGUYEN,
PYLE, WILLIAMS; REED

NOES: CHU, CONSTANT, OLIVERIO

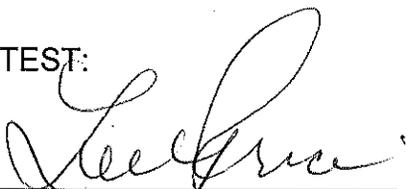
ABSENT: NONE

DISQUALIFIED: NONE



CHUCK REED
Mayor

ATTEST:



LEE PRICE, MMC
City Clerk