



News Release

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For Immediate Release

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Special Event Zone Designated in Downtown San José for SB50-Related Activities

No drones, mobile peddlers, counterfeit merchandise permitted in Special Event Zone from Monday, Feb. 1 – Tuesday, Feb. 9

SAN JOSE, Calif. – As part of preparations for Game Week, the San José City Council adopted an ordinance on Dec. 8, 2015 to create a Special Event Zone in downtown San José. The ordinance, which restricts certain activities in the designated area, enhances the safety, public health, and fan experience for visitors and residents alike who are downtown for SB50-related activities.

San José is offering the public an amazing experience by hosting “Super Community” events that are promoted by the Super Bowl 50 Host Committee. Events and activities planned for San José include hosting the NFC team, Super Bowl Opening Night Fueled by Gatorade at SAP Center, and “Super Community” events including:

- SoFA’s Winter Market, South First Street, Feb. 5
- Downtown Ice, Circle of Palms, Nov. 13 through Feb. 9
- Super Guadalupe River Run, GRP Trail, Feb. 7

The ordinance prohibits certain activities on public property and temporarily suspends the issuance of permits for temporary use of private property. The Special Event Zone is in effect from 6:00 a.m. Monday, Feb. 1 through 6:00 p.m. Tuesday, Feb. 9, 2016.

Special Event Zone Regulations include:

1. Do not sell or distribute any products within the Downtown Special Event Zone from Feb. 1 through Feb. 9, 2016.

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2. The sale of any item, including food and merchandise, by mobile peddlers, food trucks or by placing other physical objects in any public area is prohibited within the Downtown Special Event Zone.
3. The sale or distribution of any counterfeit or illegal merchandise, free merchandise, free samples and coupons is also prohibited.
4. Distribution of free merchandise, free sample goods or coupons for the purpose of advertising any commercial commodity, article, merchandise, business, meeting, entertainment or activity is prohibited.
5. The use of Unmanned Aircraft Systems (UAS) commonly known as “drones” is prohibited from being deployed, launched or flown in any airspace within or over the Special Event Zone.

Violations and Penalties

Violation of this ordinance is a misdemeanor and subject to a \$1,000 administrative fine, as well as confiscation of goods and cash.

Special Event Zone Map



Special Event Zone Street List

- Beginning where Interstate 280 passes over California Route 87, running from:
- east by northeast along the southern edge of Interstate 280 to the place where Interstate 280 passes over South 7th Street;
- south along the western edge of South 7th Street, and continuing to the intersection of the centerlines of South 7th Street and East Alma Street;
- east, and continuing northeast, along the southern edge of East Alma Street to the centerlines of East Alma Street and South 11th Street;
- north by northwest along the eastern edge of South 11th Street to the intersection of the centerlines of South 11th Street and East Julian Street;

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- west by southwest along the northern edge of East Julian Street, and continuing west by southwest along the northern edge of West Julian Street, to the intersection of the centerlines of West Julian Street and the Alameda;
- southeast along the southern edge of the Alameda to the intersection of the centerlines of the Alameda and Race Street;
- south along the western edge of Race Street to the intersection of the centerlines of Race Street and Park Avenue; thence
- east, and continuing northeast, along the southern edge of Park Avenue to the place where Park Avenue passes under California Route 87; thence
- south by southeast along the western edge of California Route 237 to the place where California Route 237 passes under Interstate 280 at the point and place of beginning.

For more information on the Special Event Zone ordinance, visit www.sanjoseca.gov/SB50 or call (408) 793-4349.

About San José Office of Economic Development

The San José Office of Economic Development is committed to a vital, competitive local economy that increases prosperity for people and companies. OED guides economic strategy, provides assistance for business success, connects employers with trained workers, and provides arts and cultural resources to our community. For more information, visit <http://www.sjeconomy.com> and follow us on Twitter: @sjeconomy, #sjplace.

About the City of San José

From its founding in 1777 as California's first city, San José has been a leader, driven by its spirit of innovation. Today, San José is the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. For more information, visit www.sanjoseca.gov.

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