



COUNCIL REPORT

DATE: April 28, 2026
CATEGORY: Consent
DEPT.: Community Development
TITLE: **Downtown Entertainment Zone Pilot Program (Second Reading)**

RECOMMENDATION

Adopt an Ordinance of the City Council of the City of Mountain View Establishing an Entertainment Zone on Portions of Castro Street Consistent with Senate Bill 969 as Codified in Business and Professions Code Section 25692, to be read in title only, further reading waived (Attachment 1 to the Council report). (First reading: 6-0-1)

SUMMARY

On April 14, 2026, the City Council introduced an Ordinance to establish a regulatory framework for an 18-month pilot Entertainment Zone within the 100, 200, 300, 400, and 500 blocks of Castro Street, including the Civic Center Plaza and half-block portions of the cross streets at Villa Street, West Dana Street, California Street, and Mercy Street (see Attachment 2 – Council Report dated April 14, 2026). By allowing the City to activate the zone during City-organized special events, the program provides a flexible tool to enhance community programming, support local businesses, and strengthen Mountain View’s position as a vibrant regional destination. The pilot approach will allow staff to monitor implementation, gather stakeholder feedback, and evaluate economic and operational outcomes before returning to Council with recommendations on the program’s future at the conclusion of the pilot program. Staff will provide an interim update on the pilot, likely in Q1 2027, during which Council may consider expanding the pilot to include events planned by entities other than the City.

The City Council approved the introduction of the Ordinance by a 6-0-1 vote (Councilmember Hicks recused) on April 14, 2026. This is the second reading of the Ordinance. If approved, the Ordinance will become effective 30 days thereafter on May 28, 2026.

FISCAL IMPACT

There is no immediate fiscal impact associated with establishing the legislative framework for the proposed 18-month Entertainment Zone pilot program. Future activations of the Entertainment Zone are anticipated to occur in conjunction with City-organized events and may involve costs

related to event planning, coordination, staffing, and implementation of those events. Any additional funding needs identified during the pilot period will be incorporated into departmental event budgets and, if necessary, brought forward for Council consideration as part of a future budget process.

LEVINE ACT

California Government Code Section 84308 (also known as the Levine Act) prohibits city officials from participating in any proceeding involving a “license, permit, or other entitlement for use” if the official has received a campaign contribution exceeding \$500 from a party, participant, or agent of a party or participant within the last 12 months. The Levine Act is intended to prevent financial influence on decisions that affect specific, identifiable persons or participants. For more information, see the Fair Political Practices Commission website: www.fppc.ca.gov/learn/pay-to-play-limits-and-prohibitions.html.

Please see below for information about whether the recommended action for this agenda item is subject to or exempt from the Levine Act.

EXEMPT FROM THE LEVINE ACT

General policy and legislative actions

PUBLIC NOTICING

The Council’s agenda is advertised on Channel 26, and the agenda and this report appear on the City’s website. All property owners within a 750-foot radius of the Entertainment Zone were notified of this meeting, and public notice of the hearing was published in a newspaper of general circulation. Staff has also notified the Mountain View Chamber of Commerce and Downtown Business Association of the proposed Ordinance.

Prepared by:

Amanda Rotella
Economic Vitality Manager

Approved by:

Christian Murdock
Community Development Director

Audrey D. Seymour
Assistant City Manager

CDD/AR-04-28-26CR

Attachments: 1. Ordinance
2. Council Report dated April 14, 2026