

## Tapping into SJ

### Social scene attention turns toward craft beer

There's no doubt the American craft brew movement is taking off and downtown San Jose is making room for its own expansion in small-scale, local beer.

"Two breweries open a day in America," said **Ryan Summers**, owner of Good Karma in the Historic District and an early-adopter of all things craft-beer related. "Beer should take back its local area. It should serve its people."

With four new breweries soon joining five existing breweries in the area, downtown San Jose should be well-served. Two of the new breweries will be near SoFA: Uproar Brewing Co., 439 S. First St., and Camino Brewing, just south of Highway 280. They are part of an ever-growing cadre.

"First Street downtown was already a place to go for good beer with excellent venues like Good Karma, Original Gravity, ISO Beers and independent artisan breweries Santa Clara Valley, Hermitage, Strike and Mission Creek close by," said **Steve Vandewater** of Uproar Brewing Co., which opens this fall.

That's reflective of national trends. In 2015, craft beer made up more than 12 percent of overall beer sales, said **Reena Brilliot**, business development officer for the city. In fact, 44 percent of 21-to-27-year-old drinkers have never even tried a Budweiser, she said.

"There's a natural synergy between craft breweries and vibrant pedestrian environments such as downtown San Jose,"

Brilliot said. "More than national labels, craft breweries depend on the traction of their tasting rooms, and cities have a lot to gain as tap rooms are community-gathering places and a source of pride and local identity."

San Jose isn't just growing in breweries, but also in the types of bars and unique services that a thriving local beer scene

supports. Two new businesses highlight this trend:

- ◆ Forager is planned for the SoFA district. It's a unique concept of tap handles and café rental space in the old South First Billiards, 420 S. First St., that the founder hopes will be a beer hunter's delight.

- ◆ Also new to downtown is Brew Bike, a concept started in Sacramento. Brew-bike tasters ride through the downtown bar scene on a giant bike that they all help pedal but is steered by a designated cyclist.

"We decided to bring the Brew Bike to San Jose because of the bike-friendly atmosphere and the budding craft beer scene," said owner **Chris Ferren-Cirino**.

"Downtown San Jose is really becoming a fun, lively place to explore while sharing a few drinks with friends and family."

The burgeoning scene also includes craft brew tap handles popping up at bars and craft-focused specialty spots like the Market Beer Co. in San Pedro Square.

"When I opened, nobody cared about great beer," Good Karma's Summers said, remembering how hard it was to get permission to have taps when he brought his vegan restaurant downtown. "I wanted to share a beer that I had become passionate about." And, he said, as others have learned, sometimes doing something small – like small batch craft beer – is doing something powerful.

"I love what I do. That's what it is supposed to be about," Summers said.

## Mayor calls for city to keep pace with development opportunities

Recognizing the economic boom under way in San Jose, Mayor **Sam Liccardo** has pledged to do his part to make sure that the city captures as much economic growth as possible.

Liccardo has convened the Ad-Hoc Committee of Development Services to streamline the permitting process for big and small businesses.

"Implementing process improvements and staffing-up, will reinforce investor and business confidence in San Jose and improve the customer experience," Liccardo said.

That means getting as many "shovels in the ground" as possible, Liccardo added. Citywide, developers have applications in for 7 million square feet of office/R&D, commercial and retail space, and 4,000 units of mid-rise and high-rise homes, and Liccardo wants city development staff – including public works, planning and inspection – to keep pace.

The committee will also focus on streamlining the process for small businesses to start and grow. The committee could bolster the Small Business Ally Program and emphasize a program under development that will make it easier for restaurants to navigate the complexities of the permit-approval process. Currently, several restaurants proposed downtown are involved in a model program meant to ease permit congestion.

The City of San Jose has also initiated an \$8 million upgrade to its permitting-related technology, which will result in a more paperless process: electronic submission and review, on-line permit approvals and remote access for inspectors in the field.

The committee also includes Vice Mayor **Rose Herrera** and councilmembers **Raul Peralez**, **Johnny Khamis** and **Manh Nguyen**. Its first meeting was Aug. 25. Upcoming meetings are set for Sept. 29, Oct. 27, Nov. 18 and Dec. 15, all in the City Manager's Conference Room at City Hall.

Customers and the general public will be allowed to provide feedback. Meetings will also address process improvements, Development Services staffing, and status reports on developments engaged in the simplified processes.

The Downtown Association has advocated for a more simplified permitting process for more than 25 years. Preceding mayors **Chuck Reed**, **Ron Gonzalez** and **Susan Hammer** have all initiated measures to improve city government permit systems.



Work off those calories on a Brew Bike - coming soon to downtown San Jose

## Downtown Facts: Comparison of Rental Prices - Aug. 11, 2016 vs. June 2015

Name / Address	Bedrooms	Baths	Sq.Ft.	Rent / month	June 2015
101 E. San Fernando	Studio	1	429	\$2,021	\$2,080
The Pierce, 60 Pierce St.	Studio	1	482	\$2,300	NA
Twohy Lofts, 210 S. First St.	Studio	1	600	\$2,000	\$2,100
Axis, 38 N. Almaden Blvd	1	1	975	\$2,950	\$3200 (studio)
Centerra, 77 N. Almaden Ave.	1	1	561	\$2,514	NA
Ste. Claire Apts., 311 S. First St.	1	1	607	\$2,595	NA
The Pierce, 60 Pierce St.	1	1	720	\$2,675	NA
88 E. San Fernando St.	1	1	673	\$2,450	\$2,600 (824 sf)
101 E. San Fernando St.	1	1	704	\$2,558	\$2,410
1 S. Market St.	1	1	750	\$3,004	\$2,750
Villa Torino, 29 W. Julian St.	1	1	786	\$2,329	\$2,200
Three Sixty Residences, Market St.	1	1	859	\$2,669	\$2,200 (795 sf)
33 South Third Apartments	1	1	926	\$2,651	NA
Villa Torino, 29 W. Julian St.	2	2	1,031	\$2,975	\$2,476
1 S. Market St.	2	1	1,034	\$3,657	\$2,963
The Pierce, 60 Pierce St.	2	2	1,035	\$3,200	NA
101 E. San Fernando St.	2	2	1,077	\$3,720	\$3,098
City Heights, 175 W. St. James St.	2	2	1,100	\$2,795	\$2,800
88 E. San Fernando St.	2	2	1,165	\$3,495	\$3,400
Axis, 38 N. Almaden Blvd.	2	2	1,220	\$3,650	NA
Centerra, 77 N. Almaden Ave.	2	2	1,224	\$3,871	NA
Three Sixty Residences, Market St.	2	2	1,292	NA	\$3,050
1 S. Market St.	3	2	1,359	\$4,028	\$4,337
101 E. San Fernando St.	3	2	1,395	\$3,953	\$3,683
Centerra, 77 N. Almaden Ave.	3	2	1,526	\$5,580	NA
Axis, 38 N. Almaden Blvd.	3	2	1,882	\$5,000	\$7,850 (1,780 sf)
Three Sixty Residences, Market St.	3	2.5	2,902	\$9,017	\$4,417 (1,778 sf)

Sources: Apartments.com, Zillow.com, Rent.com, Craigslist.com, Liveatcenterra.com and Sares-Regis.

Notes: Lowest price of range listed. Prices likely increase on higher floors.

## Construction Corner

### Street work and construction projects spike this fall

A spike in new building construction and street work in downtown San Jose may test the patience of drivers and pedestrians on downtown's northside. The public can learn about the Julian and St. James streets realignment and street resurfacing projects at a meeting Sept. 22 at 6:30 p.m. at City Hall, Wing Room 118.

Here's a summary of construction projects under way:

**Julian and St. James streets:** The peak of congestion will be the realignment of Julian Street and the transition of St. James into a two-way street. In early October, the Julian Street "S" curve near the Highway 87 on-ramps will close forever. Simultaneously, crews will work 24 hours a day for four days to complete the traffic pattern change along St. James Street: removing old traffic signals and installing new ones; demolishing and installing new sidewalks and re-striping the street from 87 to Market Street. San Jose police will be on-site to direct traffic and minimize delays.

When complete, St. James Street will be widened to two lanes in each direction between Highway 87 and Market Street and then a single lane in each direction from Market to 19th streets. Julian will have a traditional grid layout and a single lane in each direction from Market Street to 17th Street. The \$24 million for the road project was first agreed to in 2007 and secured in 2011 by the former Redevelopment Agency from voter-approved Proposition 1C funding, with the proviso that at least 610 residences plus 134 affordable housing units are built.

**Downtown Street Resurfacing:** The city's Department of Transportation will have three downtown streets repaved under a multiyear citywide project prioritizing the city's most damaged streets:

- ♦ Santa Clara Street from the Highway 87 off-ramp to Highway 101;
  - ♦ Market Street from Santa Clara Street to Julian Street;
  - ♦ Park Avenue from Delmas to Montgomery Street.
- All repaving work will take place at night from 9 p.m.

to 5 a.m. Dates for this project are not set yet, but will be announced at the Sept. 22 meeting, said **Eilbret Mirzapour** of the Department of Public Works.

#### Building construction:

- ♦ The Pierce, with 232 apartments at 60 Pierce St., pushed its opening back to later this fall. Check [thepierce.com](http://thepierce.com).
- ♦ AC Marriott Hotel, 210 rooms, is nearing completion at 350 W. Santa Clara St. Sidewalks are scheduled to re-open this month.
- ♦ Marshall Squares continues to delay its building at St. John Street between First and Second streets.



Demolition in San Pedro Square.

♦ Modera at San Pedro Square cleared the way for its 201-unit residential complex by razing the buildings that last housed Satori Tea, San Pedro Wine & Bistro and Los Cubanos restaurant. The San Pedro Square parking lot will remain open for business until construction begins in 2017. Modera will be the first downtown development to participate in Be Barrier Beautiful, a new San Jose Downtown Association program. Construction projects change the landscape of neighborhoods and Be Barrier Beautiful adds vibrant artwork to construction fencing. For more information about Be Barrier Beautiful, contact **Chloe Verrey**, [cverrey@sjdowntown.com](mailto:cverrey@sjdowntown.com).

♦ Silvery Towers construction of 643 units continues with partial closures along Terraine and North San Pedro streets.

## Downtown News

**Real estate tour:** Preparations are in the works for the next Downtown San Jose real estate tour Oct. 5. See firsthand new downtown projects in their stages of development. Stops include The Pierce and WeWork. Register at [downtownsanjosetour.com](http://downtownsanjosetour.com).

**TeenHQ opens:** A new teen center designed by and for 12-to-18-year-olds opened at the Dr. Martin Luther King Jr. Library on Aug. 20. TeenHQ includes a gamer lounge; recording studio for sound and film; hangout zone for studying, reading and visiting, and makerspace for creative projects. The makerspace includes 3D printer, laser-cutter, sewing machines, routers and more gear for individual and collaborative projects. Check [sjpl.org/teenhq](http://sjpl.org/teenhq).

## Business News

**Welcome Wework:** New York-based Wework has opened five floors of co-working space at 75 E. Santa Clara Street, just above ISO Beers, in the twin buildings renamed Valley Towers. "WeWork will be a great fit for our downtown and its growing number of startups, tech companies, entrepreneurs, and young professionals," said Mayor **Sam Liccardo** at the Aug. 2 opening. Amenities of the San Jose office include gym with showers and locker room, game room and outdoor wellness space, plus weekly events, micro-roasted coffee, and basic office services. Space ranges from \$400 for a desk to \$4,150 per month for businesses with multiple employees. Check [wework.com](http://wework.com).

**Intacct intact:** Intacct added a fourth floor – 20,000 square feet – to its corporate headquarters at Riverpark II tower. Intacct has an open floor plan and offers employee perks such as a game room, sponsored snacks and informal areas for collaboration. Intacct is a leader in cloud enterprise resource planning (ERP) software, delivering finance and accounting applications over the Internet via cloud computing. "We have seen explosive growth in recent quarters, both in our hiring and financially," said CFO **Marc Linden**. Visit [intacct.com](http://intacct.com).



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## PBID / Groundwerx News

**Safe passage:** As daylight hours get shorter during the fall and winter, Groundwerx ambassadors want to remind downtown employees and residents that they are available for after-dark escort services from their buildings to their vehicles.

In 2015, ambassadors helped more than 300 people to their cars. Use the Groundwerx app to reserve an escort or call 408-287-1520 for more urgent assistance seven days a week, until 8 p.m. Sunday-Thursday and 10:30 p.m. Friday and Saturday.

## From the Archives

**10 years ago - September 2006** – 1stACT Silicon Valley unveiled plans to fulfill a vision for downtown San Jose by accomplishing Big Deals that take more time and cost more money and Small Wonders that are easier and less expensive.

**15 years ago - September 1996** – The city and businesses responded with window film tactics to thwart the latest techniques among graffiti vandals who applied acid and etched markings on glass.

**20 years ago - September 1996** – The SoFA Street Fair, started in 1990, changed its name to the SoFA Festival and charged \$3 admission for the first time.

**25 years ago - September 1991** – France opened a consulate in the 50 West San Fernando building.

## September Events

Daily through Oct. 4 – "The Swings – an Exercise in Musical Cooperation," Plaza Park; [musicalswings.com](http://musicalswings.com)

Sept. 1, and every Thursday through Oct. 20 – CityDance weekly dance series at Plaza de Cesar Chavez; [sanjoseculture.org/citydancesj](http://sanjoseculture.org/citydancesj)

Sept. 2 – South First Friday and STREET MKRT; [southfirstfridays.com](http://southfirstfridays.com)

Sept. 2, 9, 16, 23, 30 – Downtown Farmers' Market, 10 a.m.-2 p.m. San Pedro Square; [sjdowntown.com](http://sjdowntown.com)

Sept 11 – SoFA Street Fair; [facebook.com/sofastreetfair](http://facebook.com/sofastreetfair)

Sept. 11 – Fiestas Patrias, Discovery Meadow

Sept. 14 through Oct. 2 – Cavalia "Odysseo" – Railyard Place property off Coleman Avenue; [cavalia.net](http://cavalia.net)

Sept. 17 – Bark in the Park at William Street Park; [barksanjose.org](http://barksanjose.org)

Sept. 18 – Viva Calle SJ at Gore Park and St. James Park; [vivacallesj.org](http://vivacallesj.org)

Sept. 21 – Starlight Cinemas at St. James Park – "Beetlejuice"; [sjdowntown.com/starlight](http://sjdowntown.com/starlight)

Oct. 8 – Pumpkins in the Park, Discovery Meadow; [grpg.org](http://grpg.org)

To be in the know, subscribe at [sjda@sjdowntown.com](mailto:sjda@sjdowntown.com) to the Downtowner Online or go to [sjdowntown.com](http://sjdowntown.com).

## Next SJDA Meetings

**September 9:** A doubleheader City Council candidate forum will be featured at the next SJDA public meeting Sept. 9 at the GlassHouse, 2 S. Market St. **Steve Brown** and **Sergio Jimenez** are finalists from District 2 and **Sylvia Arenas** and **Jimmy Nguyen** wish to represent District 8. Email [sjda@sjdowntown.com](mailto:sjda@sjdowntown.com) or go to [sjdowntown.com](http://sjdowntown.com) to RSVP.

**October 14:** The 30th Annual Meeting is Oct. 14 at First United Methodist Church, 24 N. Fifth St., 8 a.m.

## At the Convention Center

Sept. 13-14 – Integrate + API World (2,080)

Sept. 21-22 – Build Expo (2,080) [buildexpo.usa.com](http://buildexpo.usa.com)

Sept. 25 – La Cumbre public dance (18,000)

Oct. 1-2 – Rock 'N' Roll Half Marathon, 5K and Fitness Expo (10,100) [runrocknroll.com/san-jose](http://runrocknroll.com/san-jose)

## DOWNTOWN DIMENSION

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