

Fountain Alley looking up

A number of community groups have joined business and property owners in a series of projects aimed at positioning Fountain Alley as a social center linking the National Register Historic District with a burgeoning maker district.

"Fountain Alley's on the upswing," said SJDA President **Stan Vuckovich**. "The scruffy guys who used to hang out there just aren't around anymore."

In just a few weeks, businesses and residents have noticed changes.

"The alley has been completely clear the past three weeks," said **Ryan Bettencourt**, an employee at Tangerine Hookah. "Something is definitely going in the community's favor."

Bettencourt has seen a dramatic increase in the hookah lounge's afternoon clientele, he said.

"The alley is already more colorful and cleaner," said **Artur Urbanski**, who works from his home overlooking Fountain Alley in The Globe. "It is nicer to walk through now."

A flurry of recent events has made an impact:

- ◆ A police services office opened in the former Destiny's Attic space at 30 E. Santa Clara St., Suite 170, in the center of Fountain Alley. San Jose Police Foundation is paying the rent, but the shared space is for SJPd, Santa Clara Sheriffs' deputies, San Jose State University police and Groundwerx Secondary Enforcement Unit (SEU) officers to do paperwork, take breaks and gather for briefings. It is a low-profile space without a sign, but officers on foot patrol are coming and going with regularity. "They have already driven out a lot of the crime in the area," said Councilmember **Raul Peralez**.

- ◆ The Sharks Foundation donated \$20,000 to support a beautification project to dress up the alley on April 25 and ongoing crime prevention efforts. Volunteers stenciled sharks onto freshly repainted and replanted pots, streamed teal and white lights and flags overhead and picked up litter. Sharks Executive **John Tortora** stressed the importance of supporting downtown, adding the foundation has also given recently to flood relief efforts, The Tech and Downtown College Prep. "Fountain Alley has been too-long-neglected, so we approached the best partner we could find," said **Chuck Hammers**, president of the downtown Property-Based Improvement District.

- ◆ Local Color on First Street and TechShop San Jose on Second Street have activated formerly vacant spaces (see sidebar story), adding to the positive energy around Fountain Alley. Also, WeWork, Next Space, Founders Floor, Pure Matter and other businesses are all just steps away, collectively forming the foundation for a maker's district of creative types and entrepreneurs.

- ◆ Industrial design students at San Jose State University led by Assistant Professor **Leslie Speer** and supported by SJDA Street Life Manager **Jason Su** are designing and producing temporary prototypes that show how Fountain Alley can be improved and activated. They focused on seating, stages, mobile solar hubs and lighting, and gardens. Students explained their objectives:

- "We want to create a community, not just bring in a community," said **Alex McFadden**. "That means creating a home for arts and design."
- "In terms of solving the problems, we consider the human senses and aesthetic, and modernizing the aesthetic," said **Shafik Huffman**.
- "We want to encourage interaction and create a technological destination," said **Kenneth Gordon**.

"Many changes are still to come and will be part of the Fountain Alley future," Urbanski said.

For example, Exhibition District announced plans for 100 artists to create 100 mini-murals in a mosaic pattern on the alley. These murals will join the "Phylum



Fountain Alley beautification efforts at Fountain Alley include fresh plants and shark stencils in teal flower pots.

of the Free" mural on the Lido wall that "put eyes on Fountain Alley" last year.

"This is the best I've seen Fountain Alley look," said Groundwerx landscaping consultant **Kathy Finley**.

With momentum building, the vision for Fountain Alley is starting to form around creating a central meeting space for the maker community.

"In Silicon Valley, the best private spaces for employees on tech campuses gain the competitive advantage," said **Nate Echeverria**, SJDA director of policy and operations. "We're going to do the same thing here, but in a public way. We won't stop until we create the best space for our community, a place where ideas can meet."

Summer events taking shape

Save these dates for a summer of fun in downtown San Jose. SJDA will produce or partner on a total 55 event days of activities. Details for most events are at sjdowntown.com/events.

Music in the Park: The popular concert series returns with another stellar lineup of shows at Plaza de Cesar Chavez.

The lineup includes:

June 23: Katchafire – reggae and roots rock out of New Zealand. katchafire.co.nz

July 20: Blues Traveler – Rock innovators. blustraveler.com
Early August: Third show to be announced.

Aug. 25: Featured headliner has earned 17 gold, platinum and multi-platinum awards, and will be announced June 11. Self-described as the "original Afro Cuban jazz rock blues band."

Dine Downtown Restaurant Week: July 7-16, with up to 25 participating downtown restaurants.

Downtown Farmers' Market, presented by Kaiser Permanente: Farmers bring their fresh fruits and vegetables each Friday, 10 a.m.-2 p.m. from May 5 to mid-November and set up along San Pedro Street between Santa Clara and St. John streets.

The Downtown Farmers' Market also includes gourmet foods, fresh-cut flowers, arts, crafts and clothing retailers, music, cooking demonstrations, sampling and superb people-watching.

For May, look for a lot of early-season berries and greens.

"Fountain Alley now has bookends – two active spaces."

- *Stan Vuckovich, SJDA president*

LoCo re-ups: Local Color's occupancy of the large retail space at 27 S. First St. has been extended another six months. Between Dec. 15 and April 5, the arts and culture "community center" has hosted 76 events that have drawn close to 4,000 people, reported **Erin Salazar**, executive director of Exhibition District. Yoga, spring-cleaning clothing and craft, painting, music, video poetry, ballet and other unique events that promote creative and

(Continued on Back)

TechShop's new home: Tech Shop San Jose has moved into the long-vacant 17,000-square-foot former Zano's space at 38 S. Second St. Finishing touches on the building are still under way. Members have access to more than \$1 million in machines and tools. This is the place where members borrow design software laser cutters, milling machines, sewing and quilting machines, lathes, cutters, welders, sheet metal punches,

(Continued on Back)

Starlight Cinemas: Free outdoor movies return to St. James Park on Saturday nights in August. The films screen at dusk with pre-movie food truck, entertainment and games starting at 7 p.m.

Aug. 5: Harry Potter and The Sorcerer's Stone (2001 / PG / adventure, fantasy)

Aug. 12: Cars (2006 / G / animation, adventure, comedy)

Aug. 19: Nacho Libre (2006 / PG / comedy); follows the Chacho's Taco Challenge.

Aug. 26: Star Wars Episode VII— Force Awakens (2015 / PG-13 / fantasy, science fiction)

SJDA partnered events:

June 2-3: SubZERO, subzerofestival.com

Aug. 4: South First Fridays and STREET MRKT

Aug. 24 - Oct. 12: City Dance. Dance each Thursday from 5:30-9 p.m. to a different genre, such as disco, Bollywood or salsa. sjdowntown.com/citydance

Sept. 1: South First Fridays and STREET MRKT

Sept. 24: SoFA Street Fair, facebook.com/sofastreetfair

Oct. 6: South First Fridays and STREET MRKT

Sponsorship opportunities are posted on the event pages of sjdowntown.com. Please contact **Robert Stromberg**, partnership manager, rstromberg@sjdowntown.com.

Business News

Wrike back where they started: Software-maker Wrike, whose mission is to increase work management and project productivity, has moved its headquarters and more than 75 employees into 10 Almaden Blvd., Suite 1000. Founded in 2007, Wrike has 400 total employees, offices in San Diego, Dublin, Ireland, and St. Petersburg, Russia, serving more than 13,000 enterprises in 150 countries. Visit wrike.com.

Beverage royalty: International tea, coffee and juice sensation Gong Cha (Royal Tea) has opened a franchise in the former Quickly Tea space at 140 Paseo de San Antonio across from San Jose State University. From its origins in Kaohsiung, Taiwan, in 2006, Gong Cha has expanded to more than 1,100 locations in 20 countries, most in Southeast Asia, plus Australia, Canada and now the U.S. Check gong-cha-usa.com.

Go West fitness fans: West Coast Athletics (WESTCA) opened an urban boutique gym in the Sperry Building at 30 N. Third St. Owner **Tory Woodward's** mission is to create a gym with quality and specialized equipment, with an atmosphere welcoming to people of various fitness levels. Sign up at westcasj.com.

Infrastructure gurus: MNS Engineers, a Santa Barbara-based consulting firm since 1962 specializing in construction management, civil engineering and land surveying services, has opened an office at 111 Market St. MNS's other six offices are Central- and Southern California-based. The firm has a history of providing construction management consulting contracts with Caltrans. Check mnsengineers.com.

SJDA News

First partnership manager named: Robert Stromberg has been hired to serve as SJDA partnership manager, a new position at the organization.

The job entails strengthening relationships with community stakeholders including residents, businesses and neighborhood groups, as well as recruit sponsors and other development opportunities for SJDA events, promotions and programs.

Stromberg moves back to San Jose from Washington, D.C., where he served as senior program manager for Asia for the National Democratic Institute. A graduate of the Masters International Studies program at North Carolina State and holder of an undergraduate degree from Duke University, Stromberg's experience has also taken him to a consultancy in Caracas, Venezuela, and an internship on Capitol Hill in Washington, D.C. He is also the founder of Durham (N.C.) Association for Downtown Arts.



Robert Stromberg

He can be reached at rstromberg@sjdowntown.com.

SJDA meets June 9: SJDA's next public meeting will be 8 a.m. June 9 at the Theatre on San Pedro Square, 27 N. San Pedro St. Reserve a spot by emailing sjdarsvp@sjdowntown.com.

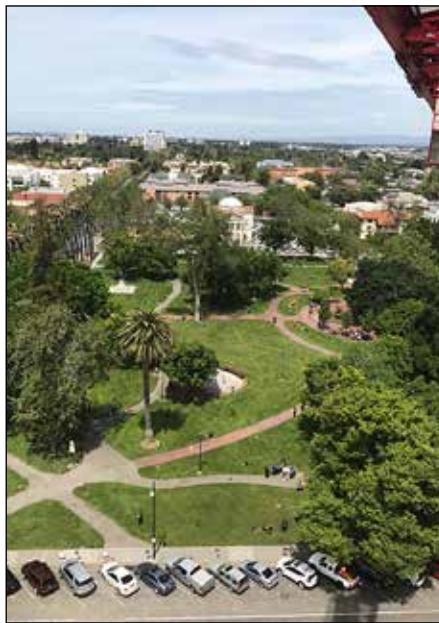
Downtown News

North downtown properties change hands: Swenson has sold two long-planned housing projects that have yet to break ground to the same China-based company that acquired the Silvery Towers project under construction at San Pedro and St. James streets.

Full Power Properties LLC, a San Francisco-based affiliate of Guangzhou R&F Properties, purchased the Swenson properties. Parkview Towers, 252 N. First St., has been designed to have 220 condo units, 18,000 square feet of commercial space and the historic Church of Christ Science repurposed. The North San Pedro Tower 3 proposes 305 condominiums plus ground-level retail and will be positioned near Highway 87 north of Julian Street.

The ParkView project across from St. James Park has been in planning for more than a decade. The San North Pedro development is now undergoing infrastructure improvements and the realignment of streets north of St. James Street. The new owner expressed that it would target breaking ground on the projects sometime before the end of 2017.

Full Power Properties acquired Silvery Towers from KT Properties in 2014.



St. James Park from the newly installed crane on the Marshall Squares construction site. Photo by John Almath.

St. James Park update: With the City Council approving the St. James Management District Fund in March, almost \$2 million from nearby residential developments has been dedicated to revitalizing the park. The \$457,000 budget allocated from this fund includes:

- ◆ Park activation. Besides the Starlight Movies scheduled for August, St. James Park will be full of fun starting June 5: Monday-Friday – yoga and meditation; Friday – concert series; monthly – “Doga:” dog / owner yoga; June 21 – Make Music Day Buskers' Café; soccer-in-slow-motion pickup games. Find schedule at sanjoseca.gov/itshappening.
- ◆ Full-time grounds keeper specific to St. James Park, expected to be hired in May. The new hire will join the existing grounds keeper, who is also responsible for Plaza de Cesar Chavez, Ryland Park and McEnery Park. They will coordinate maintenance of turf, litter removal, repainting, shrubbery trimming, tree pruning and seasonal blooming flowers.
- ◆ Enhanced park security.
- ◆ Contracted power washing, custodial and other maintenance services.
- ◆ Half-time analyst in parks department to manage park revitalization activities.

Autumn springs to life: Autumn Parkway is just about ready to break through to the other side of the tracks and provide easier access to and from SAP Center.

The west-bank trail of Guadalupe River Park will also reopen later this month when work is completed, which has been delayed by weather.

Autumn Parkway will link Coleman Avenue to Julian Street paralleling the Guadalupe River. Drivers will need to pay heed to a new traffic signal at Autumn and Julian, and zig and zag at Julian to continue along Autumn.

The city's plan is to ultimately connect Autumn Parkway to Santa Clara Street. The first part of the Autumn Parkway project provided access to San Jose MarketCenter in 2006.

Donner Lofts grand opening: Donner Lofts – an affordable rental apartment community – celebrated its grand opening March 30 at 158 E. St. John St. Developed by MidPen Housing, Donner Lofts received over 1,500 tenant applications and now has 1,450 names on its waiting list.

“We're pleased to welcome Donner Lofts, which provides affordable homes for 100 local families right here in our downtown,” said San Jose Mayor **Sam Liccardo**.

Donner Lofts provides 92 workforce efficiency studios and nine one-bedroom apartments. It is named after **Eliza Donner**, a surviving member of the Donner Party, who lived in a home on the site that burned down in 2007.

Four-month window to close: Exclusive negotiations with Insight Realty to develop Museum Place on Parkside Hall and the 200 Park Ave. property have been extended until August so that the developer, City and Tech Museum can finalize details and reach agreement.

City staff originally asked for a six-month extension, but downtown Councilmember **Raul Peralez**, the mayor and two councilmembers reduced the timing to four months.

If a deal is not struck, development of the site would return to the market for a new set of proposals.

As proposed Museum Place would include a Kimpton Hotel, offices, living spaces, retail and a museum expansion.

From the Archives

10 years ago – May 2007 – City Heights, downtown's first for-sale condo high-rise, had its grand opening at St. James and San Pedro streets. Also, 360 Residences at 360 S. Market St., broke ground. Axis at Carlyle and Notre Dame streets, and The 88 at San Fernando and Second streets were both already under construction.

15 years ago – May 2002 – Recognizing a “hodgepodge” of directional signs, the Redevelopment Agency started making plans to “provide consistent, visual information from a driver's arrival in downtown to a pedestrian's final destination.” Mayor **Ron Gonzales** was involved, saying: “There are too many signs and too many different colors. If there is clutter, the signs will confuse rather than inform.”

20 years ago – May 1997 – Downtown stakeholders grappled with how to manage the number and size of festivals, keeping the events safe, clean and orderly while protecting the First Amendment (freedom-of-speech) rights of participants.

25 years ago – May 1992 – The Office of Economic Development announced it would shift its focus from downtown development to making San Jose a “mecca of international high-tech firms.”



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Groundwerx / PBID News

Spring gleaning: Property-Based Improvement District (PBID) beautification efforts have intensified since the onset of the spring season.

Downtown will welcome 55 new hanging baskets in May. Planters along First Street, Fountain Alley, Post Street,



Spring planting downtown.

Paseo de San Antonio, Santa Clara Street and San Fernando Street will be refreshed with trailing sweet potato vine and osteospermum (daisy-like flowers). The vine bed on South First Street near Sheraton Four Points was recently planted with Asiatic lilies, foxglove, and blue salvias.

In addition, 21 trees have been replanted through the downtown core, and nine more will be replaced during the month, said **Jason Su**, street life manager.

Tech Shop (Continued from front)

grinders, planers, notchers, jointers, saws and soldering equipment to make their own things. Coming soon – a FlowJet CNC water jet machine.

Open every day except holidays from 9 a.m. to midnight. This location also serves as corporate headquarters for eight other TechShops across the United States.

Visit techshop.ws/ts_sanjose.

Local Color (Continued from front)

healthy living.

“Local Color has had a large impact on our community in a short time and in such a special way,” said **Kim Welsh**, deputy city manager and director of the Office of Economic Development.

Check facebook.com/LocalColorSJ.

At the Convention Center

May 7-11 - NVIDIA GPU Technology Conference 2017 (3,580) gputechconf.com

May 14-19 - CLEO (5,900) cleoconference.org/home

May 21-26 - Multiple high school and college graduation ceremonies (14,600)

May 26-29 - FanimeCon (27,500) fanime.com

(estimated attendance)

Downtown Facts

Fourth Quarter 2016 Market Statistics along the Caltrain Corridor

Location	Full Service Asking Rent	Commercial vacancy rate
(per square foot, Class A buildings only)		
Downtown Oakland	\$4.18	3.42%
South of Market Area – SF	\$6.63	7.3%
Downtown San Mateo	\$6.33	9.95%
Downtown Redwood City	\$7.23	11.36%
Downtown Palo Alto	\$10.54	4.59%
Downtown Mountain View	\$8.95	1.65%
Downtown Sunnyvale	\$6.53	7.79%
Downtown San Jose	\$3.81	11.05%

Source: Newmark Cornish & Carey

DOWNTOWN DIMENSION

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