

Adobe doubles down

Adobe Systems said it will expand again, adding a fourth tower across the street from its downtown San Jose headquarters.

Pending completion of its property purchase at 333 W. San Fernando St., Adobe intends to add capacity for another 3,000 employees here and 5,000 total new employees across all its locations. The three current downtown towers built in 1996, 1998 and 2003 hold about 2,500 employees, each averaging 300,000 square feet.

"The San Fernando (Street) site is one of the closest available properties to our campus, and that proximity makes it most desirable," said **Scott Ekman**, Senior Director, Global Workplace Delivery for Adobe. "Most of our employees work in a highly collaborative setting, and maintaining a work environment that supports that continued collaboration is critical."

Steadfast on its desire to stay downtown, Adobe considered a number of sites, and started negotiations with owners Wolff Urban Development and JP DiNapoli Companies about a year ago. Previously, Adobe had acquired and entitled the 8.3-acre San Jose Water Co. site on Santa Clara Street, but sold that in 2015 to Trammell Crow for \$58.5 million. "We came to the conclusion that the SJ Water site property was a little too far from our current towers to maintain the presence we have enjoyed for 20 years," Ekman added.

Adobe, which plans to get through the development process as fast as it can, will wait for the land purchase to be completed before offering a



Fourth tower site is across the street from Adobe headquarters.

design and timeline, and expects to share that information sometime in 2018, Ekman said.

Meanwhile, sticking to its vow for employees to stay close and to accommodate its 30 percent global employee growth the past two years, Adobe announced a few days later a 65,000-square-foot, five-year lease in 10 Almaden. The company expects to move into the leased space in November while undergoing office renovations in its current towers.

Accounting for the computer software giant's growth is the successful transition of its software packaging to the cloud, expansion in the digital marketing category and several acquisitions, including that of Emeryville-based TubeMogul.

"Expanding our facilities will allow us to hire additional talent to research and build products, serve our customers and continue to grow across virtually every part of our business," said **Donna Morris**, executive vice president of Customer & Employee Experience at Adobe.

Adobe's news is the second major tech announcement in as many months that have grabbed headlines for downtown. Last month, the city entered into exclusive negotiations with Google for several land parcels on the westside of downtown with the potential for 8 million square feet of new offices.

Mayor **Sam Liccardo** lauded Adobe for its pioneering efforts investing in downtown. Today, more than 150 tech companies are downtown.

Adobe also noted it plans to expand facilities in San Francisco, Emeryville and Lehi, Utah.

Grinders gaining grounds

Downtown San Jose is keeping pace with national trends to drink more gourmet coffee.

In a matter of a few months, downtown San Jose has added to the downtown coffee mix The Proper Cup at 1 S. Market St., Chromatic at 17 N. Second St. and a "pop-up" Academic Coffee at Five Points at 169 W. Santa Clara St. (Academic's main location at 499 S. Second St. was expected to open July 31). And Oakland-based Blue Bottle has signed a lease at 1 W. Santa Clara.

"It's still too early to rate San Jose as a coffee-lover's destination," said **Dean Sherrell** of The Proper Cup. "There are some coffee hounds here. But for the bulk of customers, I think our business practices will resonate and have them coming back time and again."

Downtown coffee retail owners are working to satisfy the growing sophistication of their clientele.

The most discriminating say that the method of extracting the coffee, sourcing and sorting beans, the ratios of grinds to water and temperature, roasting and finally pouring the cup all lead to taste, the ultimate coffee test.

"Our fast cup—we call grab-n-go—is extracted using a French press system, a much more refined cup than from a percolated system," Sherrell said.

Some customers rating the coffee places on social media talk about how the owners treat them like family, another key differential.

"There are similar coffee places in downtown San Jose now and each

has its own personal touch and vibe," said **Omar Quinonez**, owner of Vero's Coffee Bar, 387 S. First St. in the SoFA Market.

Customers generally want a great experience inside and /or outside on a patio. They want service to be focused on fast, friendly and attentiveness, not on attitude. More picky customers may prefer superior presentation, such as latte artwork, and a simplified menu that also includes a variety of food, decaf, matcha and other tea alternatives.

As Silicon Valley employee populations work more remotely, coffeehouse amenities such as comfortable seating, wi-fi capabilities (and speed), printing capabilities and large tables become more important.

Being responsible to the planet is also a point of difference, said the local owners.

"We hope that our mission to support happy farmers, keep baristas happy, and serve great coffee translates to satisfied customers," said **Frank Nguyen** of Academic Coffee. "We strive for daily improvement with our coffee recipes."

What about price?

"As a professional and a customer, I always take a few things into consideration," Nguyen said. "If the price is high, then my expectation is always higher. But it's possible to brew a beautiful coffee poorly. So I prefer a well-priced average coffee vs. an expensive slightly better-than-average cup of coffee."

The degree to which downtown's coffee places meet all these expectations differs from place to place. The consumer will decide based on individual preferences.

"For years I was begging for coffee places to open in San Jose, not knowing that eventually I would open one myself, three years ago," Quinonez said. "More places have opened recently and some more are to come—that's when downtown will be a place to visit just for coffee."

Downtown's coffee landscape

- Academic, 499 S. Second and Academic pop-up at Five Points, 169 W. Santa Clara — The place for single origin espressos
- B2 (Bellano) Coffee, 87 N. San Pedro St. — Popular anchor at San Pedro Square Market.
- Bel Bacio Café, 350 W. Julian St. — Hot and cold espresso, plus frequent artists dressing up foamed drinks in Little Italy.
- Caffè Frascati, 315 S. First St. — 100 percent Arabica beans is foundation for signature espresso that tastes as if served from a coffee bar in Rome.
- Chromatic, 17 N. Second St. — Generous in locally sourcing desserts and Satori tea. Seasonal coffees and perennial favorites all sell well.
- Devine Grind Coffee Shop, 27 Devine St. #30 — Outdoor patio a favorite of St. James Park neighbors.
- Forager Tasting Room and Eatery, 420 S. First St. — Serving Devout Coffee, which has made a name for itself in Fremont.
- Peet's Coffee, inside the Convention Center and served at Specialties, 115 S. Market St. — Longtime Bay Area favorite.
- Philz Coffee, 118 Paseo de San Antonio — Try the iced mint mojito at this original Philz franchise.
- Proper Cup, 1 S. Market St. — Offers Hario v-60 for the one cup pour-over and donates upcharges for tags and logos on foamed drinks to charities.
- Starbucks, 150 S. First St., 145 W. Santa Clara, 101 E. Santa Clara, 125 S. Market St. and 695 Coleman Ave. — Offers blends from all over the world.
- Vero's Coffee Bar, 387 S. First St. — Carries high-quality beans from different roasters like Heart, Coava and Verve.
- Voltaire, 360 S. Market St. — True specialty coffees, a higher grade than premium, using mostly organic ingredients.

Coffee and other specialties

- Amor Cafe and Tea, 110 E. San Fernando St. ♦ Café Eden, 2 N. First St. ♦ Clock Tower Coffee Roasting Co., 10 Almaden Blvd
- CoCo Café and Tea, 312 S Third St. ♦ Crema Coffee Roasting Co., 50 W. San Fernando St. ♦ Good Karma, 37 S. First St.
- Kartma Street Café, 84 W. Santa Clara St. ♦ La Lune Sucre, 116 Paseo de San Antonio ♦ Psycho Donuts, 288 S. Second St.
- Social Policy, 200 S. First St. ♦ Specialties, 115 S. Market St.
- Whispers Café and Creperie, 150 S. Second St.

Business News

Two more stores at MarketCenter: The 360,000-square-foot San Jose Market Center has opened a new pod at Taylor Street and Coleman Avenue. New businesses include:

- ◆ **Blaze Pizza**, founded in 2011 and known for assembly-line-style pizza fast-fired in the oven for 180 seconds, adds its fifth Bay Area franchise. This chain, of which basketball player **LeBron James** is an investor, gave away free pizzas July 7 to celebrate its opening. Customers choose from a menu of signature pies or opt for a build-your-own pizza with unlimited toppings. Check blazepizza.com.

- ◆ Wells Fargo Bank services include loans, savings and checking accounts, insurance and debit and credit. Wells Fargo also provides individual, business and commercial banking assistance. Visit wellsfargo.com.

Tacos inside Miami Beach Club: Recently opened inside Miami Beach Club at 417 S. First St., Taco A Go Go combines taco bar with live go-go dancer entertainment. The taco bar hosts themed taco events such as "National Take a Bad Hombre to Lunch Day." Their Instagram @tacoagogo account features customers photos inside a red go-go dancer cage.

Paseo is trending: Recent activity on Paseo de San Antonio reveals businesses of similar uses replacing entities going out of business in the same location:

- ◆ Gong Cha Tea House replaced Quickly in April at 140 Paseo de San Antonio.
- ◆ Spoonfish Poke hopes to open this month. Its signs are already affixed to its location in the former Tengu Sushi location on the paseo at Third Street and counter work is going on inside. Check facebook.com/spoonfishpoke. Tengu Sushi changed its name to JT Express and moved to 170 Jackson St.
- ◆ Tacomania has wrapped the former Baja Fresh space on the paseo, announcing its expansion plans. The business started as a food truck along the Monterey Highway in 2005 and

established its first brick-and-mortar operation on Stevens Creek Boulevard in 2009. Four of the current six locations are in San Jose. See tacomaniainc.com.



Gilbert and Elizabeth Avila with their cart.

I am juicing: JuiceAlize juice cart has become part of the San Pedro Square scene, setting up at 153 W. Santa Clara St. weekdays from 8:30 a.m. to 3:30 p.m. Owners **Elizabeth and Gilbert Avila's** passion for juicing started as Elizabeth sought a recipe for increased energy and decreased digestive issues. Starting with I Am Amazing, the husband-wife team has created several more 100 percent organic cold-pressed juices, including I Am Super, I Am Awesome, I Am Fabulous and I Am Fantastic. Visit JuiceAlize.com.

Erik's v2: Erik's DeliCafe has started operating its second downtown location, in Riverpark Tower I at 333 W. San Carlos St. Open for breakfast, lunch and dinner, Erik's will include coffee from Santa Cruz-based Verve Coffee Roasters. The new store is company-owned. Erik's has grown to 32 locations, including one at Santa Clara and Market streets franchised by **Manny Jimenez**. Check eriksdelicafe.com.

Two more floors at RiverPark II leased: Data storage company Cohesity is moving from Santa Clara into 40,000 square feet of Riverpark Tower II at 300 Park Ave. at the end of the year. CEO **Mohit Aron**, who has five years of experience at Google, founded the company in 2013. Cohesity's platform collects data from various office systems and bridges the records that companies keep on site with the data that is stored longer term in the cloud. Visit cohesity.com.

Riverpark Tower II, the last office structure built downtown in 2010, is now about 85 percent full.

Downtown for the Summer

Summer Jazz Fest Aug. 11-13: San Jose Jazz Summer Fest returns for its 28th festival season Aug. 11-13 in and around Plaza de Cesar Chavez Park. A showcase for jazz and related genres, SJZ Summer Fest is also nationally recognized as one of the biggest Latin festivals in the country. The three-day event features 120+ performances on 10 stages, attracting tens of thousands of visitors.

Single day tickets range from \$15 to \$150; three day passes range from \$60-\$345. Details at summerfest.sanjosejazz.org.

Top headliners for Music in the Park: Brenton Wood, R&B and soul singer, headlines the third installment of Music in the Park on Aug. 3 and **WAR** comes to town for a concert on Aug. 25.

Both shows start at 5:30 p.m. at Plaza de Cesar Chavez.

Wood, a Los Angeles singer-songwriter, is best known for hits including "Gimme Little Sign" and "The Oogum Boogum Song." Opening the Aug. 3 show are San Jose's **Isaiah Pickett** and soul rockers **Sweet Hayah**.

WAR, self-described as "The Original Afro Cuban Jazz Rock Blues band," has a hit parade including "Why Can't We Be Friends," "Low Rider," "Cisco Kid," "The World is a Ghetto" and more classics. Aug. 25 opener is **Corazón Salvaje**, an eight-piece Latin band from San Jose.

Tickets and info are available at musicintheparksj.com.



Starlight Cinemas in August: Starlight Cinemas – free outdoor movies – presents four family classics each Saturday in August at St. James Park:

- ◆ Aug. 5: Harry Potter and the Sorcerer's Stone, the original 2001 film with young Harry attending Hogwarts and discovering a magnificent wizard world.
- ◆ Aug. 12: Disney-Pixar's Cars, presented by Del Grande Dealer Group, tells the story of hot-shot race car Lightning McQueen, who gets waylaid in Radiator Springs.
- ◆ Aug. 19: Nacho Libre, starring **Jack Black**, who plays a monk who follows his dream and dons a mask to moonlight as a *Luchador*.
- ◆ Aug. 26: Star Wars – The Force Awakens, the 2015 installment that picks up where "Return of the Jedi" left off, with a new threat. Can a ragtag group of heroes hold off the First Order's attempt to rule the galaxy?

Movies are shown at dusk. Each film is preceded by fun and games that start about an hour ahead. San Jose Downtown Association produces Starlight Cinemas on behalf of the City of San Jose Parks, Recreation and Neighborhood Services, which has an entire slate of events scheduled for Summer in St. James Park. Check sjdowntown.com/starlight.

Eight weeks of dance: City Dance San Jose returns each Thursday, Aug. 24-Oct. 12 from 5:30 to 9 p.m. at Plaza de Cesar Chavez. Dancers of all abilities are invited to enjoy a complete evening downtown of socializing, music and dancing to a variety of music genres.

Each Thursday will have a different theme:

- ◆ Aug. 24: Salsa
- ◆ Aug. 31: Country Two-Step
- ◆ Sept. 7: Hip Hop
- ◆ Sept. 14: Bollywood
- ◆ Sept. 21: Disco
- ◆ Sept. 28: East Coast Swing
- ◆ Oct. 5: Merengue and Bachata
- ◆ Oct. 12: Zydeco

The events begin each week with food trucks, beer garden and dance floor open at 5:30 p.m. Lessons from professional instructors teaching dance steps for that night's theme are at 6 p.m. and live music gets underway at 7 p.m.

City Dance San Jose is presented by the City of San Jose Office of Cultural Affairs with support provided by Envision Pro A/V, the City Department of Parks, Recreation and Neighborhood Services, Team San Jose and the San Jose Downtown Association.

More August highlights:

Aug. 3-6 – Fifth annual Raahsaanathon at Café Strich – brownpapertickets.com/producer/397138

Aug. 4 & Sept. 1 – South First Friday STREET MRKT – Free art walk expands into South First Street. southfirstfridays.com

Aug. 5-6 – San Jose Fantasy Faire – Jousting, pageantry, food and music in Discovery Meadow. sanjosefaire.com

Aug. 19-20 – SV Taco and Music Festival – Major League Eating event, plus 12 bands at St. James Park. svtacobfest.com.

Aug. 20 – SoFA Sundays – Free monthly celebration of SoFAs art scene. facebook.com/SofaSundaySanJose

Aug. 26 – Ultimate Wine Run – 5-kilometer race and wine-tasting event at Arena Green. theultimatewinerun.com

Aug. 26-27 – Silicon Valley Pride Festival and Parade – Plaza de Cesar Chavez and South First Street. svpride.com

Downtown News

Office complex proposed: Two Bay Area-based developers have teamed up to propose a 1 million-square-foot office campus on 5.4 acres that stretches from the rail tracks behind San Jose MarketCenter to 440 W. Julian St., adjacent to the new Autumn Parkway.

Valley Oak Partners of San Jose and TMG Partners of San Francisco made their announcement just a few days after Google announced its plans for expansion in the same general area of downtown. The two projects combined with Trammell Crow's 1 million-square-foot office project also on the westside would double the amount of total office space and workforce downtown.

The TMG project, designed by Kohn Pedersen Fox Associates, the New York firm that designed Hudson Yards, includes three six-story buildings of 157,000 square feet,



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From the Archives

10 years ago – July 2007 – The results of a special election among downtown property owners were counted by the City Council. The favorable vote led to official formation of the Property-Based Improvement District (PBID) and its sidewalk cleaning, ambassador and beautification services and the launch of Groundwerx.

15 years ago – July 2002 – The Jose Theater, built in 1904 and named a historic landmark in 1990, reopens as the Improv San Jose. During its time as a vaudeville house, it hosted the great performers of the day, including **Charlie Chaplin**, **Harry Houdini** and **Al Jolson**.

20 years ago – July 1997 – SJDA celebrated its 10th anniversary with a party in St. James Park. Board President **Abi Maghamfar** called for SJDA to take a higher profile position on issues: Retail Task Force recommendations, Downtown Housing Implementation Plan and Vasona light rail alignment.

25 years ago – July 1992 – French-Canadian troupe Cirque du Soleil returned to Second and San Fernando streets to perform "Saltimbanco" for three weeks, an encore to its first visit in 1990. Ticket prices: \$12.50-\$34.

SJDA Meeting

Aug. 11: Police Chief **Eddie Garcia** is guest speaker at the next SJDA public meeting, Aug. 11, 8 a.m. at San Jose Museum of Art. RSVP at sjdarsvp@sjdowntown.com.

SJDA News

Addition to SJDowntown.com: SJDowntown.com now has a Traffic Alert page that lists street and lane closures and other traffic disruptions. Watch facebook.com/sjdowntown or go directly to sjdowntown.com/sjda-news-traffic-alerts for traffic updates.

More news posted at sjdowntown.com/sjda-news:

- ◆ New owners for Sainte Claire and Hyatt hotels
- ◆ Salad Box opens in SoFA Market
- ◆ Ford GoBike expands around downtown
- ◆ Opera San Jose's Arias in the Office program
- ◆ **Charlie Chaplin** filmed movie at Market and Post streets
- ◆ **Hank Coca's** Furniture closes
- ◆ New executive director at quilts museum

DOWNTOWN DIMENSION

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