

Fighting chance

Closed streets set table for outdoor dining

San Pedro Square's primary block closed to vehicle traffic on July 22 so neighboring restaurants and businesses could safely serve their customers outside.

Construction crews moved K-rail and large planters full of grasses, shrubs and trees onto the street to launch San Jose's first public street Al Fresco project in downtown's restaurant row.

For the first night of the program most San Pedro Square restaurants were still doing their paperwork — a free city permit and required insurance certificate. Only a few customers wearing masks were out, using the wine barrels in the middle of the street as tables.

The City Council approved the Al Fresco program on May 19 to help small businesses that have suffered to the brink of closure since the COVID-19 outbreak. While many eateries have relied on take-out and deliveries the past four months, the prospect of adding some dining service has been eagerly anticipated while city departments ironed out Al Fresco details.

"Since restaurants can't open for indoor dining, we have to make it work outdoors," said **Nate LeBlanc**, SJDA business development manager. "A handful of businesses have private patio spaces where they can add tables, but most do not and need to use the public spaces."

The closure of San Pedro Street between Santa Clara and St. John Streets won't be the only Al Fresco closure downtown. SoFA, Historic District and Little Italy businesses are proposing similar street closures in their areas.

The San Pedro Street closures happen frequently — for the downtown Farmers' Market and during special events like the Super Bowl, College Football Championship and last summer's Friday night series. But this time, the closure is semi-permanent, operating daily at least through the end of September.

Participating businesses breathed a sigh of relief over the activation.

"Hopefully it is a huge success and we create a fun, exciting area for

residents of this valley to enjoy," said **Mike Messenger**, whose Farmer's Union restaurant will have about 10 tables on the street. "We have a great mix of restaurants, and other entertainment venues that will create a demand."

The restaurants can once again look to the future.

"Closing this street permanently can potentially be the finishing piece to make this block an iconic entertainment destination," Messenger added. "Time will tell."

Only half the street is available to customers; the other half is set up for emergency vehicles and loading. Tables are staggered along

San Pedro Street to accommodate the 6-foot distancing — about 75-100 tables in all. Customers and staff will follow restaurant protocols for COVID-19.

Serving everything from coffee, burritos and sandwiches to multi-course dinners, there's something for every budget.

Establishments expected to serve on the street include Farmer's Union, Olla Cocina, La Victoria,



San Pedro Street is the first of many Al Fresco closures for downtown.

District, Sushi Confidential, 71 St. Peter, Old Wagon Saloon, Peggy Sue's, Old Spaghetti Factory, O'Flaherty's, Nick the Greek, Voyager Craft Coffee and perhaps other businesses inside San Pedro Square Market. Togo's — which has a substantial outdoor space already — is open but not participating along the street frontage.

Tables and chairs will be temporarily moved out of the way for the Friday Downtown Farmers' Market in San Pedro Square between 10 a.m. and 2 p.m.

To participate on the street, businesses must register with the city, show proof of liability insurance, and agree to specific terms and conditions. If selling alcohol, they must also obtain a "premises extension" from ABC (state Alcoholic Beverage Control), which is part of their Temporary Catering Authorization form.

Ninety-minutes free parking to begin Aug. 3

Unlimited free parking in City of San Jose facilities, including meters — as part of the coronavirus response — will come to an end Aug. 3.

A whole new parking plan takes effect in downtown's major city-owned garages.

The primary change: First 90 minutes free in Park SJ garages at Fourth Street, Market-San Pedro Square, Second and San Carlos streets, Third Street and Globe parking off Third and Santa Clara streets.

Another major change: Those making \$20 or less per hour are eligible for half-price monthly parking in the same garages.

And daily maximums are changing: \$10 maximum after 6 p.m. and \$25 daily maximum between 6 a.m. and 6 p.m.

With the first 90 minutes free, the 30-year-old Validation program ends.

The Aug. 3 changes are explained on ParkSJ.org. The application for the employee discount and details of how to get it will be posted soon on the Monthly Parking page of the ParkSJ.org website.

For the latest updates, check the ParkSJ Twitter feed, SJDA social media on Facebook, Instagram or Twitter, and the ParkSJ.org website.

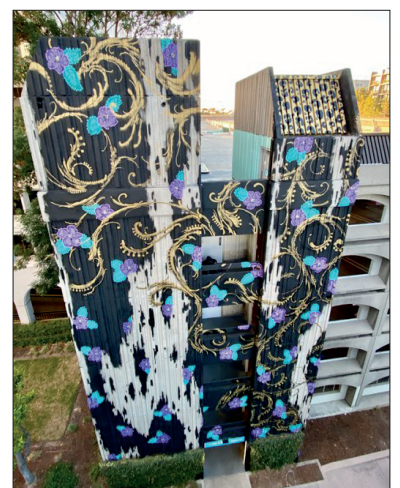
New mural for Third Street parking garage

Artist **Patrick Hofmeister** of DDEF Studios expects to put the finishing touches on his mural the first week of August. Adorning the Third Street Garage, Hofmeister's mural is dedicated to some of our

most essential communities within the agricultural population: apple blossoms and gold filigree on the south and east-facing walls, and the golden honey bee on the west-facing wall.

"The honeybee is non-native to California," said **Haley Cardamon**, program manager for Local Color SJ, which is overseeing the project. "Like the non-native communities that make up our agriculture fabric, we pay homage to those communities that make up the beautiful and vibrant culture we share in San Jose today."

The Third Street Parking Garage Mural has been a year-long project in partnership with the Office of Cultural Affairs, SJDA and Local Color. Hofmeister started painting on July 7, covering more than 3,500 square feet on three facing sides, six stories high, with spray paint. Follow the project on Instagram: @localcolorsj or @hofmeister.art.



Patrick Hofmeister's mural covers three walls of the Third Street Garage. Photo by @shotbyaiofilmz on Instagram

Downtown Facts

Office workers are ready to go back to work

Gensler's 2020 U.S. Work From Home survey reveals:

- 70% want to work in the office the majority of their week
- 44% do not want to work any days at home
- 26% want to work at home 1 or 2 days
- 18% want to work at home 3-4 days
- 12% want to work at home five days
- 30% want a flexible work arrangement

Why workers want to be in the office:

- 74% say people are what they miss most about the office
- 55% say it's harder to collaborate from home
- 51% say staying up to date on what others are working on is more difficult at home

Top reasons workers want to come back to office:

- Scheduled meetings with colleagues: 54%
- Socializing with colleagues: 54%
- Impromptu face-to-face interaction: 54%
- To be part of the community: 45%
- Access to technology: 44%
- To focus on my work: 40%
- Scheduled meetings with clients: 40%
- Professional development/coaching: 33%
- Access to amenities: 29%

Source: Gensler

Downtown News

SVLG leader steps down: After 23 years, **Carl Guardino** has left his position as president / CEO of Silicon Valley Leadership Group and begins a new chapter as executive vice president, government affairs and policy for Bloom Energy.

Downtown Dimension caught Guardino between jobs for a few follow up questions from an “exit” interview with the *Mercury News* published July 16.

In that interview, Guardino said his greatest success in the top post at SVLG was creating a foundation in 2002 that served as home of the Silicon Valley Turkey Trot, Santa Run Silicon Valley and Salad Bars for Schools.

The Turkey Trot has raised more than \$10 million for Bay Area families in need. In eight years, the 5-kilometer Santa Run has raised \$444,500 for its beneficiaries – Christmas in the Park and SJDA’s Downtown Ice – and collected 5,000 books for Reading Partners.

❖ Other downtown achievements?

Guardino: “Like planting a seed, not every success is fully realized when we are still toiling in the fields. For me, that will be when BART arrives in downtown San Jose in the 2028-2029 time frame. To date, it has taken four successful transportation funding measures (2000, 2008, 2016, 2018), securing two rounds of state funds and two rounds of federal funds. All told, these efforts - championed by the Leadership Group and our community partners like SJDA - spanned the administrations of three different mayors, 20 different VTA board chairs and numerous members of Congress and state Legislature. Leading each of the four successful ballot initiatives is something I will never forget.”

❖ What do you see for downtown’s future?

Guardino: “The best days for downtown San Jose remain in front of us. The stewardship of the SJDA has been essential, as has the vision of several San Jose mayors and councilmembers. Google is a game changer, bringing jobs, tax revenue, enhanced city services and transit-oriented development to the heart of the city. The presence of Adobe, Zoom and other innovation economy employers is also essential to the downtown’s success. Finally, the SAP Arena, San Jose Sharks and San Jose State University are vital and vibrant hubs that can never be taken for granted.”

On July 23, SVLG hired **Ahmad Thomas** as the new CEO. Thomas, who served as senior aide for U.S. Sen. **Dianne Feinstein**, has banking, public policy and social leadership experience.

Urban Confluence attracts iconic entries: The San Jose Light Tower Corporation received 960 submissions from participants in 72 countries for their worldwide open-ideas competition, Urban Confluence Silicon Valley. Artists, architects, urban planners, landscape architects, designers, engineers, students, and people passionate for urban place-making met a July 1 deadline to submit ideas for activating Arena Green at the confluence of the Guadalupe River and Los Gatos Creek.

The landmark aims to give Santa Clara County a world-class visitor experience much like the Eiffel Tower, St. Louis Arch and Statue of Liberty, said **Jon Ball**, board chair of Urban Confluence Silicon Valley.

“With the state of the world today, what could be more relevant than connecting people,” Ball said.

Construction of the winning design is expected to start in 2022. Visit urbanconfluencesiliconvalley.org.

Two building acquisitions in one day: The office building at 160 W. Santa Clara and the apartment tower at 1 S. Market St. both had new owners on June 29.

A private group led by realty investor **John Barrett** of Burlingame bought the 15-story, 229,000-square-foot office building at Santa Clara and San Pedro streets for \$131.8 million, or \$575 per square foot. The seller, Beacon Capital Partners, purchased the building for \$101.5 million in 2018. Principal tenant is cybersecurity and risk manager Lexis-Nexis Risk Solutions, the former Threat Matrix.

One South Market, a 23-story, 312-unit residential building, sold for \$175 million to Lakevision Capital, whose parent company is a large China-based real estate firm. Essex Property Trust was the seller.

Building fee hikes pushed to 2023: The City Council approved a city staff recommendation in June to increase a temporary infrastructure fee cap in the Diridon area with Mayor **Sam Liccardo’s** clarification not to impose the

new fees until Jan. 1, 2023.

The City has been walking a tightrope to encourage immediate development, which puts people to work during recession and raises the city’s tax base, and increasing development fees on commercial projects for affordable housing and other public works needs.

Maximum infrastructure fees for sewage and utilities on downtown’s west side will cap at twice the previous rates for any building permits issued before Jan. 1, 2023. The caps are \$12.20 per square foot of office / R&D; \$8.16 per square foot for retail/industrial; \$5,962 per hotel room; and \$5,470 per residential unit.

Besides delaying the imposition of these fees until January 2023, Liccardo clarified that the proposed citywide Commercial Linkage Fee would be addressed separately; and that the Diridon Basic Infrastructure Impact Fee still needs to be sorted out in terms of expanded geography of the area and the amount charged up to the caps, and that any fee proposal would go through a community engagement process.

A memorandum by Councilmember **Raul Peralez** was also approved, capping the Commercial Linkage Fee rate at \$20 per square foot – the average in the region – and starting Sept. 7 if city staff doesn’t have a Commercial Linkage Fee recommendation by Sept. 3. San Jose does not yet have a Commercial Linkage Fee, but neighboring cities do.

The Commercial Linkage Fee recommendations were delayed by the city’s all-hands-on-deck COVID-19 response but are expected to be released Aug. 14 and heard by the Council on Aug. 25. Before the pandemic, San Jose had 18 million square feet of office/R&D and 7,000 homes in the pipeline.

Three other building designs unveiled: At 51 Notre Dame Ave., Acquity Realty plans to erect a mixed-use building of 290 apartments, five floors of office space totaling 150,000 square feet and 7,600-square-foot of ground floor commercial space. Ground-breaking on the site that has hosted Andy’s Pet Shop could occur before the end of the year.

At 605 S. Second St., on the corner of Reed Street, Bay Area real estate development company Roygbiv is asking the city for preliminary feedback on a proposed 31-story apartment tower with 358 affordable units. More than half the units would be studios. The rest would be a combination of 1-, 2- and 3-bedroom units. The 0.29-acre property is also the location previously proposed for a seven-story, 106-room hotel by the property owner, Krishnas Hotels San Jose, LLC.

J.P. DiNapoli Cos. shared an architectural drawing of its proposed 781,000-square-foot office building at 95 S. Almaden Ave. on a vacant parking lot previously owned by AT&T subsidiary Pacific Bell.

The bronze exterior includes a skin of triangular louver panels and horizontal slats meant to let light and air through while providing shade and preventing glare for workers inside. The design also features six landscaped terraces. Not visible are four underground floors of parking and four more parking floors at the base of the building.

Veteran downtown San Jose developer J.P. DiNapoli Co. acquired the property in December 2019.



Office tower proposed for the Post and Almaden corner.

Arts News

SJICA: Alison Gass started as executive director and chief curator of San Jose Institute of Contemporary Art on July 1. Gass has held curatorial positions at San Francisco Museum of Modern Art, Stanford’s Cantor Arts Center and most recently served as director of the University of Chicago’s Smart Museum of Art. She replaces **Cathy Kimball**, who held the position for 20 years.

Tabard Theatre: Jonathan Williams returns downtown to serve as executive artistic director, “cutting his teeth” at companies like San Jose Stage and American Musical Theatre.

“Theater at its best is a conversation, a back and forth between artists and audience,” he said. “The world is poised for real change and theater can help us to be more understanding of all people around us.”

Following Tabard founder **Cathy Cassetta**, Williams is looking to stream performances through the internet, and exploring what socially distanced seating looks like when patrons are allowed back inside for performances.

Hammer Theatre Center: The City of San Jose and San Jose State University agreed to a new contract that allows SJSU to operate Hammer Theatre Center, 101 Paseo

SJDA News

Sjdowntown.com now in 21 languages: Each page of the Sjdowntown.com website now features a “Translate” button. Click on the button, and you can have the site translated into these languages: Arabic, Armenian, Chinese (simplified), English, Filipino, French, German, Hindi, Hmong, Japanese, Khmer, Korean, Persian, Portuguese, Punjabi, Russian, Samoan, Spanish, Swedish and Vietnamese.

“Google makes it easy and the translations are more accurate now,” said **Autumn Young**, interim managing director. “We want all visitors to our site – and to downtown – to feel welcome.”

Upgraded Circle of Palms lighting: San Jose Downtown Association can now change the colors of the lighting and the effects on the Circle of Palms through an app on a cell phone. For instance, later this month, expect nights of yellow glows to support the Black Lives Matter movement.

With the app, each tree can have its own customized lighting along the RGB (red, green blue) spectrum and effects such as glow, pulse and blink. The initial default lighting will be a soft white with twinkle effect.

The upgrade to the Circle of Palms lighting is the first of several SJDA decorative lighting initiatives. The next

project will take place along Post Street.

Goodbye Bradford pears, hello Armstrong maples:

The Bradford Pear trees along Post Street were replaced in July with 30 Armstrong maples.

The ornamental pear trees have turned out to be a poor urban specimen, prone to branch breakage and failure. Armstrong maples will create a more sustainable canopy and safer streetscape since they grow like columns and reach outward only 10 feet, which will allow loading trucks to park

without breaking off limbs.

The maple trees offer a red flower in spring, and leaves turn yellow, orange and red in fall. Currently, the young trees allow several of the historic buildings along Post Street to be in full display.

In other tree news, PBID staff moved eight Japanese maples formerly residing in large planters at CityView Plaza onto North and South Second Street. CityView Plaza owner **Jay Paul** Co. donated the planters to the PBID for reuse in the downtown.



Maples planted on Post Street.



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de San Antonio, for up to 35 years. The university took over operations in 2016. The new agreement puts SJSU in charge of the theater for the next 15 years, plus options through 2055.

“It gives our music, theater, and dance students the opportunity to perform on the Hammer’s professional stage, and connects our campus community to the cultural and economic corridors throughout the downtown area,” said **Shannon Miller**, College of Humanities and the Arts dean.

San Jose State took over theater operations two years after San Jose Repertory Theatre closed its doors in June 2014. Last year, the 528-seat theater presented almost 200 events, attracting 57,000 customers.

From the Archives

10 years ago – August 2010 – About 2,000 people showed up for downtown’s first outdoor FIFA World Cup viewing party in SoFA. Spain defeated the Netherlands 1-0 in the final.

15 years ago – August 2005 – The Business Improvement District (BID) expanded up Coleman Avenue to include the San Jose MarketCenter. The BID, originally formed in 1988 from Highway 87 to Fourth Street and I-280 to Julian Street, had previously expanded in 1994 to include the San Jose Arena and train station.

20 years ago – August 2000 – SJDA conducted a feasibility study to determine desired services for the formation of a Property Based Improvement District (PBID). Seven years later, the downtown PBID was created.

25 years ago – August 1995 – SJDA launched a downtown San Jose site on the World Wide Web with

information like business listings, parking maps, special events calendars and a shopping directory.

30 years ago – August 1990 – The San Jose Arts Card, a collaboration between the arts groups and downtown businesses offering special discounts, was issued to 30,000 members and subscribers of the “Big Eight” arts groups.

Next SJDA Meeting

Watch virtual meeting Aug. 14 on Facebook Live: The general public is invited to join SJDA’s first virtual public meeting Aug. 14, from 8:15-9:30 a.m. The public should tune into SJDA’s Facebook Live broadcast at [facebook.com, @sjdowntown](https://www.facebook.com/sjdowntown).

The meeting will include a detailed presentation about SJDA’s “Stabilization Plan,” which describes what’s next for downtown and the organization in the short term under COVID-19 conditions, and what’s next beyond the pandemic. More than 1,200 people responded to a survey that helped SJDA’s consultants formulate their report.

This will be SJDA’s first public meeting since February and before the coronavirus outbreak.

DOWNTOWN DIMENSION

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