



The new sjdowntown.com gets more personal while directing users to downtown information, events and to downtown business.

Fresh look

sjdowntown.com tells more personal story

A new sjdowntown.com site that launched Sept. 19 tells a more personal story of downtown.

Using photos from SJDA staff and crowd-sourced from the community, the site brings the diversity of downtown's amenities and its people to life. Images of people patronizing local businesses, participating in events and expressing themselves creatively now populate the site.

"It's important to show downtown as people live it," said **Leslie Griffy**, SJDA communications manager. "This allows visitors to the website to see for themselves what the area has to offer."

The new site replaces one that served downtown for more than a decade. It includes a mobile-friendly design that responds to the size of cell phone and tablet screens. More than 60 percent of visitors to sjdowntown.com now come from a mobile device.

This also means that downtown's story can be accessed on the go — enabling people to learn about events, restaurants and other opportunities as they experience downtown.

Changes to the back-end of the system also help the site stay up-to-date more easily. This means that as downtown grows, so can the site's listings and events. It's downtown built to scale.

By tapping into SJDA's new customer relationship management system, the website provides easy searching of the revamped

business directory listings.

"The Salesforce system we've installed helps power the website and keeps all of the information we need internally accessible and easy to update," said **Chloe Verrey**, PBID operations manager.

People searching for an attorney, architect, craft beers or late-night eats only need to key in their desire to find options within the downtown community.

The site has also been streamlined to make it easier to find information about SJDA meetings, Groundwerx, news and events downtown.

"Not only is it vital that we communicate all that is happening downtown to visitors, we also need to communicate clearly with members about our work and how they can get involved," said **Rick Jensen**, communications director. "The SJDA section of the new website will help do this."

The site built with technical assistance by COGNEO and maintained by SJDA web assistant **Archana Dagleish** will continue to grow and change based on feedback from the community and members. Let us know how it works; use the form on the home page or email comments to rjensen@sjdowntown.com.

First foot count helps reveal future path

For the first time, downtown San Jose has produced a reliable process for counting the number of pedestrians in the center city.

"We have established a methodology and accumulated baseline data for downtown's eight busiest walking corridors," said San Jose Downtown Association Street Life Manager **Jason Su**.

Groundwerx ambassadors did the counting in June 2015, December 2015 and April 2016.

Key findings of the first count reveal:

- ◆ Summer, when downtown is in full swing with special events and conferences, has the highest overall pedestrian traffic;
- ◆ Winter months slow on average except around Plaza de Cesar Chavez, which is off-the-charts busy during December with Downtown Ice and other attractions;
- ◆ San Pedro Street, Santa Clara Street west of First Street, and First Street between Santa Clara and San Fernando streets have the highest consistent pedestrian volumes downtown. These areas are near bars, restaurants and transit connections.



◆ SoFA District currently experiences the lowest pedestrian volumes.

- ◆ San Jose State University students significantly impact counts when school is in session. Sixty percent of pedestrians recorded around the university are age 15-30.

"With the findings, we'll be able to provide prospective businesses, brokers and developers valuable information and chart how development affects pedestrian volume," said **Nate Echeverria**, SJDA's business development manager.

Weekday, weeknight and weekend counts for the second year are already under way. The eight study areas are: San Pedro Street between Santa Clara and St. John; Santa Clara Street between Almaden and San Pedro; Santa Clara Street between Second and Third; Paseo de San Antonio between Market and First; Paseo de San Antonio between Third and Fourth; First Street between Santa Clara and San Fernando; First Street between San Carlos and San Salvador; and San Fernando Street between Second and Third.

The first-year report can be reviewed at sjdowntown.com/sjda-news.

Four prominent commercial buildings change ownership

A partnership between Lift Partners and Westbrook Partners has acquired four prominent commercial buildings from longtime downtown landlord Saratoga Capital.

Lift Partners is a value-add real estate operator that focuses on rehabilitating underutilized buildings and Westbrook is a large institutional investor with offices in San Francisco, New York, London and Tokyo. The partnership acquired:

- ◆ The Saratoga Capital Building, at 52-78 E. Santa Clara St., with Saratoga Capital's offices on the second floor of the 31,400-square-foot historic building with the landmark gold dome. Ground floor tenants include Muchos! Diaz Menswear, Hom and Dive Bar. The Toon's nightclub on the corner of Second Street closed in 2011 and has been vacant since;
- ◆ 14 S. Second St., the former home of Voodoo Lounge, which has

been vacant since 2013;

- ◆ The 29,400-square-foot Dohrman Building, built in 1928 at 325 S. First St. in SoFA, is home to CubaMex sandwich shop, American Institute of Architects, The Blue Chip and offices.
- ◆ 1 N. First St., built in 1946, is currently completely vacant. Once a J. C. Penney department store, the 100,000-square-foot building was more recently home to Lincoln Law School, which moved to 284 S. Second St. a year ago.

This latest deal follows Saratoga Capital's 2014 sale of the Hotel De Anza to Lowe Enterprises. Saratoga Capital continues to hold several primarily residential properties downtown, including the 33 South Third Street apartments, the Sainte Claire Apartments in SoFA and the former Zanotto's location on Second Street that hosts dwellers on the upper floors. Some of the ground-floor tenants in

those buildings include Original Joe's, Sainte Claire Newsstand, Pieology and Smoke Eaters.

"Downtown owes a lot for the investment and care that Saratoga Capital has put into each of their downtown assets," said **Geri Wong**, senior managing director for Newmark Cornish & Carey. "These are well-located, high-profile properties that Lift Partners will be able to put their imagination and investment into and take standards in the area to the next level."

Lift Partners acquired 70 N. Second St. in 2015, infusing new energy into the Historic District, along with Harvest Properties / Invesco's purchase of the Civic Towers (now Valley Towers).

"The buildings we purchased will be a vibrant part of the Historic District and deliver best-in-class creative office environments with rich ground-floor amenities," said partner **Chris Freise** from Lift.

Vote Nov. 8 - SJDA Recommendations on Local Measures

Measure	SJDA Recommends
A - \$950 million in bonds to provide affordable local housing for vulnerable populations countywide	YES
B - Countywide 30-year half-cent sales tax for street repair and transit improvements	YES
E - San Jose businesses with 35+ employees must offer additional hours to part-timers before hiring new employees or contractors	NO
F - Pension modification for City of San Jose bargaining groups	YES
G - San Jose business tax modernization: base tax increased from \$150 to \$195	YES

30th Annual Meeting

Achievements outlined Oct. 14: The public is invited to the 30th San Jose Downtown Association Annual Meeting Oct. 14 at First United Methodist Church, 24 N. Fifth St., from 8 to 9:30 a.m. The meeting will include progress reports of how "downtown business puts life back into the city," an objective identified three decades ago by SJDA's founding fathers.

Executive Director **Scott Knies** will deliver a 15-minute State of the Downtown address, then SJDA's various committee chairs will report achievements of 2016, plus election of board members and financial reports.

Please RSVP to sjdarsvp@sjdowntown.com.

Business News

Apigee goes to Google: Downtown-based Apigee was picked up by Google for about \$625 million in a deal announced last month. Apigee helps online services securely connect to one another through APIs. For example, an API can connect an application used by a doctor to one used by a pharmacy. The move is expected to bolster Google business cloud offerings and could be completed by the end of the year.

"With their history of innovation in web and mobile technologies, we believe Google is the partner for companies embarking on digital transformation," said Apigee CEO **Chet Kapoor**. "We look forward to being able to accelerate our mission to connect the world through APIs as part of the Google team."

It's unclear if the Apigee team will remain downtown. Apigee moved into 41,000 square feet at 10 Almaden Blvd. in 2014, receiving customers on the 16th floor.

Camera 12 closes: Camera Cinemas owners **Jack NyBlom** and **Jim Zuur** closed the 12-screen downtown cineplex Sept. 8 after 13 years of operation, citing increased maintenance costs to the aging three-story, 73,000-square-foot building.



Lights out for Camera 12.

Agency assistance. The agency invested in the theater again after UA abandoned the location in 2000 and attracted Camera Cinemas to operate it in 2003. The Successor Agency (SARA) now has the long-term lease and developer Forest City owns the building. SARA has six months to find another movie operator. After that, Forest City will be allowed to find any tenant to occupy the building.

The closure came with ramifications. Cinequest partners **Halldan Hussey** and **Kathleen Powell** vowed to continue their popular film festival and will announce its venues in January for the Feb. 28-March 12, 2017 event.

"As much as we would like to believe that it was catering to and bustling with families all the time, the fact is that most families today are watching movies at home and the theater has struggled for years," rued Councilmember **Raul Peralez**.

The theater complex was originally built in 1996 as the United Artist Pavilion with San Jose Redevelopment

Also, Retro Dome moved its sing-along film events to the affiliated Camera 7 venue in Campbell.

Camera 3, opened by NyBlom, Zuur and **Dennis Skaggs** in 1983 at Second and San Carlos streets, continues to show art and indie films. Another downtown film option is the IMAX theater at The Tech, which shows science and nature films, and occasionally presents feature-length blockbusters.

NextSpace expands: NextSpace's next space is the San Jose/Silicon Valley Chamber of Commerce building Santa Clara and Market streets. The 7,000-square-foot top floor space includes offices for two-to-eight people, kitchen, conference areas and event area. NextSpace moved into its original San Jose location at 97 S. Second St. in 2011. Check nextspace.us/sanjose

Say Something Cards: Entrepreneur and downtown resident **Chien-Yu Chen** sells his custom greeting cards through home-based business Say Something Cards. Each card is a print of an original illustration and can be purchased at saysomethingcards.com.

Island flavors: The poke craze has reached the shores of San Pedro Square. Coast Poke Counter in San Pedro Square Market prepares sushi grade fish the way it is prepared in Hawaii. Poke Master **Kelly Zubal** also uses locally sourced ingredients to add a twist. Check coastpokecounter.com.

Raising the bar: Five Points has opened at 169 W. Santa Clara St., between AFK gamer lounge and The Brit. The bar pays tribute to the old-style saloons that graced the Five Points neighborhood of New York City around the turn of the 20th century. Visit fivepointssj.com.

PosiQ, a customer relationship management firm for restaurants that was previously located in the space, has moved to the top floor at 189 E. Santa Clara St.



Sperry Station converts into a gym.

Coming Soon: The Sperry Station building has been under construction for weeks as crews ready the space for WESTCA, a boutique gym. Personal trainer and body builder **Tory Woodward** and **Meaghan Karabatos** anticipate the gym will open in late fall or early winter at 30 N. Third St. Visit westcasj.com.

PBID / Groundwerx News

Safe passage: As daylight hours get shorter during the fall and winter, Groundwerx ambassadors are available to escort downtown employees and residents to and from buildings and parking facilities. In 2015, ambassadors provided escort services to more than 300 people. 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.

At the Convention Center

Oct. 1-2 – Rock 'N' Roll Half Marathon, 5K and Fitness Expo (10,100) runrocknroll.com/san-jose/the-races/general-info/
 Oct. 4-7 – Oculus Connect 3 (2,730) oculusconnect.com
 Oct. 8-9 – Alternative Press Expo (4,300) alternativepresseexpo.com
 Oct. 10 – Atlassian Summit (3,700) atlassian.com/summit
 Oct. 29-30 – Home Show (4,500) homeshowsanjose.com (estimated attendance)

Downtown News

Cultural contributions: Steve Borkenhagen is the first recipient of the Business Support for the Arts Award issued by the San Jose Arts Commission and Office of Cultural Affairs. Borkenhagen, opened Eulipia restaurant on South First Street in 1977. He transitioned the restaurant into Café Stritch, which has become one of downtown's primary venues downtown for live music and an event center for various arts organizations. He will receive the award at the Cornerstone of the Arts Awards program on Oct. 7 at Hammer Theatre Center.



Under wraps

Don Imwalle of Imwalle Properties, who acquired 399 S. First St. in March, is renovating the building at the corner of San Salvador Street in preparation for the future Tac-oh! restaurant on the ground floor.



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From the Archives

10 years ago - October 2006 – SJDA convinced the San Jose Parks and Recreation Commission to support a 50 percent reduction in parkland dedication fees to support the first wave of downtown high-rise residential projects in the city center. Fees would be payable as units are occupied, another change in policy. The City Council ultimately approved the development incentive.

15 years ago - October 1996 – Sixteen of 56 brand-new 1- to 3-bedroom condos were sold at The Plaza, 30 E. Julian St., priced between \$265,000 and \$575,000.

20 years ago - October 1996 – The St. James Park neighborhood serves as the setting for Warner Brothers' "Mad City," starring **John Travolta**, **Dustin Hoffman** and **Alan Alda**. The film was considered a box office bomb, grossing just \$10.5 million on a \$50 million budget.

25 years ago - October 1991 – Businesses fretted over a yearlong project to overhaul South First Street between San Carlos and Reed streets, adding an eight-foot-wide green-gray sidewalk decorated with queen palms and jacaranda trees, trash receptacles and lamp posts, a major step toward turning the "seedy" street into San Jose's arts and entertainment district. To alleviate their concerns, SJDA worked with the city and Redevelopment Agency to mitigate disruption to day-to-day business, cultivating tactics still in use today:

Higher rankings: San Jose State University improved its position on the annual U.S. News & World Report university rankings. SJSU moved up two spots to No. 6 in top public schools in the west and its Davidson College of Engineering moved up a spot to third nationally among public engineering programs offering undergraduate and master's degrees. Including private universities, SJSU is No. 33 in the west and No. 22 in engineering programs nationally.

September Events

Oct. 6 – Warriors vs. Kings at SAP Center
 Oct. 6-9 – C2SV; highlights include SoFA Design Crawl and cultural district forum; women in technology discussion; business reinvention with **George Zimmer**; and South By Southwest Silicon Valley meetup. c2sv.com
 Oct. 6, 13, 20 – CityDance weekly dance series at Plaza de Cesar Chavez; sanjoseculture.org/citydancesj
 Oct. 7 – South First Friday and STREET MRKT; southfirstfridays.com
 Oct. 7, 14, 21, 28 – Downtown Farmers' Market, 10 a.m.-2 p.m. San Pedro Street at Santa Clara Street; sjdowntown.com
 Oct. 8 – Pumpkins in the Park, Discovery Meadow; grpg.org

placing "businesses are open" signs out for pedestrians; performing work in block-to-block increments; shutting off jackhammers during lunch hours and holiday periods; and keeping as many parking spaces available as possible.

30 years ago - October 1986 – Photographer **Ray Rodriguez** and newspaper publisher **Dan Pulcrano** walked South First Street collecting \$35 dues from business owners to start the San Jose Downtown Association.

Downtown Facts

Museum Annual Attendance (2015)

The Tech Museum	400,000
Children's Discovery Museum	300,000
San Jose Museum of Art	103,137
Museum of Quilts and Textiles	18,000

Source: Museum websites and/or annual reports

DOWNTOWN DIMENSION

Downtown Dimension is published monthly by the San Jose Downtown Association, a nonprofit organization established in 1986 to serve the Downtown business community. It is printed on recycled paper.

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sjdowntown.com