

SJDA summer 2018 schedule

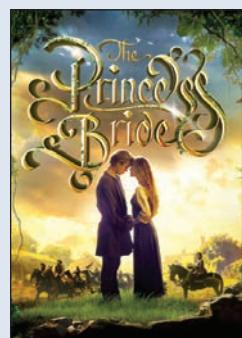
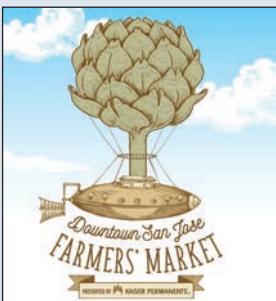
Music in the Park

- ◆ June 22: **Tony! Toni! Toné!** (R&B)
 - ◆ July 12: **Toots & The Maytals** (reggae)
 - ◆ Aug. 3: **Third World** and **Jordan T** (reggae)
 - ◆ Aug. 24: **Malo** (Latin)
- Plaza de Cesar Chavez
musicintheparksj.com



Downtown Farmers' Market

- ◆ June 1, 8, 15, 22 and 30
 - ◆ June 15: Cherry pit-spitting contest returns
 - ◆ July 13, 20 and 27
 - ◆ August 3, 10, 17, 24 and 31
 - ◆ September 7, 14, 21 and 28
- San Pedro Street
Friday, 10 a.m.-2 p.m.
sjdowntown.com/farmers-market-presented-by-kaiser-permanente/



Starlight Cinemas

- ◆ June 16: *Princess Bride*
 - ◆ July 21: *The Sandlot*
 - ◆ Aug. 18: *Coco*
 - ◆ Sept. 15: *E.T.*
- St. James Park. Games start one hour before dusk. Films at dusk.
sjdowntown.com/starlight

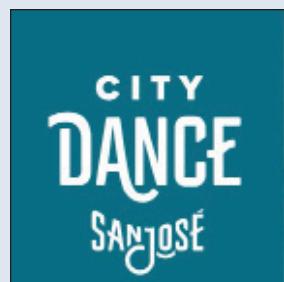
Dine Downtown restaurant week

- ◆ July 13-22
- Three ways to participate:
- ◆ Prix fixe menus
 - ◆ Chef specials
 - ◆ Food and drink pairings
- sjdowntown.com/dine-downtown



City Dance

- ◆ Eight Thursdays, August-October
- At Plaza de Cesar Chavez.
In partnership with San Jose Parks, Recreation and Neighborhood Services.
sanjoseca.gov/placemaking



Consistency

2018 PBID survey shows Groundwerx can't rest on laurels

Commercial property, business and resident owners gave Groundwerx services consistent scores in line with the results of previous surveys of the Property-based Improvement District.

For the sixth consecutive year, the Groundwerx clean team earned a plus-90 percent score. Beautification also rated above 90 percent. The 75 percent approval rating of ambassador efforts was also similar to prior years.

For the first time in a decade, more than half of PBID members felt that overall safety downtown had improved.

"The key takeaway from this year's survey is that Groundwerx's focus must continue to be on cleanliness, safety and mitigating homelessness impacts on downtown," said **Chloe Verrey**, PBID operations manager. "These initiatives are in line with SJDA's overall strategic direction."

The role of ambassadors has never been more important, she said.

"Ambassadors get good scores overall, but 25 percent of respondents want to know more about what they do," Verrey said. "They not only provide assistance to residents, visitors and employees, they engage every day with homeless people, letting them know where they can get assistance."

Ambassadors also work closely with PATH (People Assisting the Homeless) and the work experience program with Downtown Streets Team continues to reap benefits matching homeless individuals to Groundwerx jobs.

Respondents suggest that ambassadors increase overall visibility; do even more outreach with the homeless; report misdemeanor crimes and graffiti; and promote downtown events.

The 2018 survey received 150 responses in March and April.

A deeper look reveals that most PBID members appreciate the work of the clean team, but also believe cleaning operations can be improved.

"We're seeing more new buildings, more residents and more people in general downtown," Verrey said. "More growth equals more calls for service and higher demand for cleaning."

Members look for clean teams to step up pressure washing, picking up trash and scrubbing stains. "We have to keep our water use down because of drought conditions," Verrey said, "but we will be able to do more deep cleaning, pressure washing and hot-spot cleaning."

Removal of graffiti tags remains a focal point of downtowners. Groundwerx clean team members and ambassadors already prioritize the prompt removal of graffiti.

"Ambassadors carry some cleaning supplies and can take care of small graffiti tags on their own," Verrey said.

Ambassadors – 25 percent of the total Groundwerx work force of 29 – wear green shirts. Clean teams wear orange.

Off-duty police officers are also in uniform, providing enhanced security services. A plan is in place for officers to provide additional hours of service in the year ahead, Verrey said. "We're shifting the schedule to allow more officers to participate," Verrey said.

Respondents also indicated strong preferences for additional lighting and improved park maintenance, which both also fall partly under the security category. The PBID's beautification efforts are also important

See Survey on Back Page

SJDA STRATEGIC OBJECTIVES 2018-20

- ◆ Have people feel safe when they are downtown.
- ◆ Use advocacy, education and partnerships to minimize the impact of homelessness downtown.
- ◆ Improve the perception of Downtown San Jose and create an authentic brand identity.
- ◆ Create a Downtown Vision with a focus on strengthening districts and connectivity within downtown.
- ◆ Support BART coming to Downtown San Jose and advocate on behalf of our membership for the least impactful construction process.



Groundwerx staff shows off *The Trike*, a new mobile kiosk for ambassadors.

Groundwerx / PBID survey of commercial property, business and resident owners

Survey conducted March 23-April 29, 2018	2007	2011	2013	2015	2017	2018
Respondents	42	189	130	153	115	150
Improved overall cleanliness	46%	82%	84%	76%	71%	72%
Improved safety	34%	49%	43%	45%	39%	51%
Improved overall image / economic climate	61%	71%	70%	70%	66%	75%
Satisfaction with overall condition of downtown	78%	94%	92%	89%	85%	84%
Approve of clean team	n/a	87%	91%	93%	94%	92%
Approve of ambassadors	n/a	74%	71%	77%	76%	75%
Approve of beautification projects	n/a	77%	93%	92%	89%	91%
Approve of tree maintenance	n/a	71%	83%	71%	79%	86%
Approve of enhanced security program	n/a	n/a	n/a	76%	75%	72%

Note: PBID services first implemented Jan. 28, 2008

Downtown News

Forming integrated Station plan: Looking to the future when Diridon Station will serve as a busy transportation hub for BART and High-Speed Rail in addition to current (and expanded) uses including Caltrain, Altamont Commuter Express, Amtrak, light rail, bus, taxi, ride share and bikes, key transportation agencies are signing agreements to create an Integrated Station Concept Plan. Santa Clara Valley Transportation Authority (VTA) would take the co-lead with the City of San Jose, plus High-Speed Rail and Caltrain.

"In addition to the station building itself, the need for an integrated approach relates to the rail and other transportation infrastructure serving the station, private development surrounding the station, and the relationship of the station with surrounding neighborhoods," said the staff memo to the City Council, which approved the direction in May.

Last summer, the Knight Foundation funded and SPUR organized a "study tour" of European multi-modal rail stations and their surrounding urban districts. Also leading up to this latest action was development of a 2016-17 Station Facilities Master Plan led by VTA that framed some of the physical, financial and operating assumptions of such a large endeavor. The City Council approved \$750,000 for the first phase of the station design and will need another \$1.5 million to complete the job. The cooperative agreement calls for each of the four agencies to take a 25 percent responsibility for the total \$10 million cost of the integrated station plan.

South Hall site for sale: Long held as a site for Convention Center expansion, the 4.4-acre block on Market Street between Viola Avenue and Balbach Street – site of the blue-tented South Hall – is up for sale.

The Successor Agency to the Redevelopment Agency rejected an option to sell the City two-thirds of the site at a reappraised value and open the bidding to a hotel / mixed-use developer for the other third. Instead, it opted to sell the entire parcel to a group that could meet the current General Plan and zoning designation, "Public Quasi-Public (PQP)."

According to a San Jose city document: "The publicly serving land uses within this (PQP) district can include schools, colleges, research institutions, corporation yards, homeless shelters, libraries, fire stations, water treatment facilities, convention centers with integrated hotels and restaurants, auditoriums, museums, governmental offices, airports, stadiums, and other similar



Downtown Doors Class of 2018

These 20 students from high schools throughout San Jose celebrate their selected artworks for Downtown Doors, an annual public-spacemaking program of the San Jose Downtown Foundation. Their works beautify service doors and utility boxes. Visit sjdowntown.com/foundation.

publicly-oriented institutional land uses."

The South Hall tent has served as a temporary extension of the Convention Center since 2005, hosting events ranging from **Trump** for President rallies to marijuana conventions and Disney holiday shows. The 80,000-square-foot tent is deteriorating with multiple rips and patches on its sides.

The Redevelopment Agency purchased the 20 parcels comprising the property between 1999 and 2001. Environmental contamination issues on the site that include solvents, gasoline and lead would need to be addressed prior to development.

Santa Clara County's Board of Supervisors approved county staff to make a bid on the property up to \$40 million. In April, Santa Clara County acquired the real property at 525 S. Market Street, the Market Gateway 54-unit housing project, paying SARA the appraised value, \$2.635 million. Market Gateway LLC retains the ground lease and shares cash flow from the rental units with the owner through 2056.

Building attracts Boston investors: The office tower at 160 W. Santa Clara St. has changed owners. Boston-based Beacon Capital Partners acquired the building for \$101.5 million (\$358 per square foot) from PNC Realty Investors of Washington, D.C. PNC had held ownership since December 2014, acquiring the 15-story, 214,118-square-foot building for \$80.95 million.

BKM Hogue office furniture and Fremont Bank hold the ground floor. Threat Matrix is a major tenant in the upper floors. Other tenants include: Teifeld & Co., **Thoits** Insurance, CBIZ Insurance Services, **Axoloti** and **Johanson & Yau** Accountancy and law offices of **John W. Elliott, J. Michael Bewley, Mesrirow & Fink, Robinson & Wood, Morgan, Tidalgo, Sukhodrev & Azzolino, Edward W. Smithers, and Keegan.** This is Beacon Capital's initial San Jose investment.

Two more building plans: Plans for an affordable housing project and hotel have recently been filed:

◆ Berkeley-based Satellite Affordable Housing Associates (SAHA) proposes an 87-unit apartment building on the site of a downtown parking lot owned by the city at Almaden Boulevard and Balbach Street. Apartments in the eight-story building would be offered at below-market rates to people earning about \$80,000 per year.

◆ KT Urban has proposed a 220-room hotel on the 0.2-acre (8,000-square foot) plot between the Hotel De Anza and the KT Urban-built Axis condo tower at Notre Dame Avenue and Santa Clara Street. The project uses the same architectural team that designed Axis. The 19-story hotel would not have any dedicated parking, but would offer valet service utilizing nearby parking facilities. Plans include a restaurant or bar on the ground floor and a rooftop patio with inside and outside seating.



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Business News

Another SoFA arts owner: San Jose Stage Co. joins MACLA, San Jose Institute of Contemporary Art, San Jose Museum of Quilts and Textiles and Anno Domini as owners of their SoFA buildings.

San Jose Stage Co. will purchase its property at 490 S. First St. for \$2.3 million from the Successor Agency of the Redevelopment Agency (SARA). The property is 19,320 square feet with a 6,760-square-foot building. The SARA board rejected the 2017 appraisal of just over \$1 million, favoring a February 2018 re-appraisal of \$2.3 million. As a 14.14 percent tax beneficiary of the sale, the San Jose City Council approved the acquisition May 15.

San Jose Stage has been the sole tenant since the former Redevelopment Agency acquired the property in July 1999. The Stage has been paying month-to-month rent since its last lease expired in 2013. In October 2014, The Stage stated its intention to the SARA board to purchase the property.

"By approving this sale and placing the property in the hands of the Stage Company, we can continue to ensure that while our arts district evolves with development, the arts will remain intact," said Councilmember **Raul Peralez.**

Tabard Theatre becomes official: The Theatre on San Pedro Square has been renamed Tabard Theatre. Founder **Cathy Spielberg Cassetta** took over the 150-seat theater in a deal with the Redevelopment Agency in April 2008.

"People know that this beautiful upstairs theater in the historic Farmers Union building is Tabard's home and regularly refer to the venue as Tabard Theatre," said **Nick Nichols**, executive director. Visit tabardtheatre.org.

BPM and Housing Trust expand SJ offices: Two downtown firms are making moves into larger spaces:

◆ BPM accounting firm will move out of 17,000 square feet in 60 S. Market St. and into 22,000 square feet at Ten Almaden, according to building owner KBS Real Estate Investment Trust. The move is expected to occur in September.



MOMENT in time

MOMENT at San Pedro Squared opened May 18. The PBID, City Department of Transportation and Knight Foundation funded the transition of parking into retail spaces. SJ Made is curating the temporary stores. The first four will operate through summer.

The former Burr Pilger Mayer is one of the largest California-based accounting firms and one of the top 50 firms in the world. More at BPMcpa.com.

◆ Housing Trust Silicon Valley moved three blocks east from 95 S. Market St. into the Towers @ Second, 75 E. Santa Clara St., Suite 1350. The Housing Trust now has an additional 2,000 square feet of space – 5,584 square feet in all – for up to 25 employees. The Housing Trust makes loans and grants to increase the affordable housing supply and assists first-time homebuyers. One of its major funding sources is Measure A affordable housing dollars.

From the Archives

10 years ago – June 2008 – Regis described its 43 new units at 1 E. Julian St. as "the perfect meld of city intensity and residential comfort."

15 years ago – June 2003 – Upstart band **Maroon 5** played Music in the Other Park in St. James Park, with lead singer **Adam Levine** cursing throughout the show about performing at a free event. The band signed autographs for two hours following the concert.

20 years ago – June 1998 – SJDA stepped up its portion of Adopt-A-Highway cleaning along Highway 87 between Virginia and Taylor streets to twice a month.

25 years ago – June 1993 – SJDA introduced its Friday mid-day Downtown San Jose Farmers' Market on The Pavilion surface parking lot facing San Fernando Street.

At the Convention Center

June 4-8 – Apple Worldwide Developers Conference (6,000) developer.apple.com

June 16-17 – Dance Academy USA (4,800) sanjosetheaters.org

June 19-21 – DataWorks Summit (4,000) dataworkssummit.com/san-jose-2018

June 26-28 – Sensors 2018 (2,000) sensorexpo.com

July 1 – Wekfest International LLC (7,000) wekfest-usa.com/2018events/wekfest-san-jose-2018

Pending developments are listed at sjdowntown.com/boom-city.

Survey

Continued from Front Page

to downtown's overall image, respondents said.

Murals and art crosswalks are popular with downtowners, who also want to see an emphasis in decorative lighting projects, flower planters, baskets and seasonal décor.

"I think people are getting it, and seeing what beautification can do for their city," said **Jason Su**, PBID street life manager. "Now they want more of it."

Members also responded to the PBID's business development program, rating the overall business climate 75 percent, and giving highest "most improved" scores to decreasing downtown storefront vacancies (59%), retaining, growing and recruiting small businesses (58%), improving business climate downtown (47%) and streamlining the time it takes to open a business (47%).

"The feedback confirms we're on the right track regarding how we can help businesses get started and succeed," said **Nate LeBlanc**, PBID business development manager.

Next SJDA Meeting June 8

Uproar Brewing Co. hosts: Dr. Mary A. Papazian, president of San Jose State university, will be guest speaker at the next public meeting of the San Jose Downtown Association, June 8 at Uproar Brewing Co., 439 S. First St., starting at 8 a.m. Please confirm attendance at sjdarsvp@sjdowntown.com.

Downtown for Summer Events

- ◆ June 1-2 - SubZero Festival ◆ June 16-17 - June-teenth Festival ◆ June 21 - Make Music San Jose
- ◆ June 23 - Fountain Blues Festival ◆ July 4 - Rotary Fourth of July Fireworks
- ◆ Monday-Friday - Viva Parks lunchtime activities at St. James Park and Plaza de Cesar Chavez
- ◆ Saturdays - Soccer in slow motion and concerts in St. James Park

DOWNTOWN DIMENSION

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Editor-in-Chief: **Scott Knies**
Editor: **Rick Jensen**

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