

# Urban renewal

## Officers make presence felt

The Secondary Enforcement Units (SEU) program of the Property-Based Improvement District (PBID) focuses on quality-of-life concerns, with off-duty and reserve San Jose Police Department officers working the downtown core mornings and afternoons Monday through Friday.

Following a slow start in 2013, the PBID-SEU has evolved into a results-driven, community-building enterprise.

Two key factors led to the units' growth. First was the overall rebound of SJPD with the hiring of new officers and full Police Academy classes. Second is Sgt. **Adam Jenkins**, who started in May as on-duty coordinator and then recruited new officers to join the PBID-SEU team.

"I initially thought the on-duty coordinator role was purely administrative, taking care of scheduling and recruiting officers," Jenkins said. "The role is really more about relationship development."

Upon the retirement of two former PBID-SEU officers, Jenkins found individuals from his own team familiar with downtown and looking to gain additional community policing experience. Today, the program is fully staffed with eight officers providing 50 hours of uniformed SJPD visibility in the district each week, plus four officers providing back-up coverage.

The officers work in pairs and can cover the entire downtown, thanks to their custom PBID-supplied golf cart. Assignments also include walking patrols of specific neighborhoods and making business contacts. During July, officers made 53 business contacts, assisted Groundwerx with 28 calls for service and responded to 193 instances of individuals loitering.

"Working with SJDA has allowed my officers to forge better relationships with downtowners and provided an opportunity for them to educate businesses and residents on what we are working on and what services we can provide," Jenkins said.

Conversely, the officers are learning about the needs of businesses, tenants and residents. Business are taking notice of the increased police presence.

"Having the officers makes a huge difference in how safe my staff and our members feel," said **Tara Grady**, Orangetheory fitness general manager. "Knowing I can call and request assistance gives us such peace of mind."

At the San Jose Museum of Art, SEU officers worked with museum staff to identify repeat offenders creating trespassing, graffiti and trash problems at the museum.

"We appreciate the cooperative nature and visibility of the SEU officers. They are clearly here to make a difference," said **Donna Butcher**, sales and business development manager at Children's Discovery Museum. SEU officers are working with museum staff to identify people creating trespassing, graffiti and trash problems around the museum. Most of the officers recently recruited into the PBID-SEU Program are within their first few years of service with SJPD.

The program gives Officer **Daniel Montesano** the opportunity to see downtown in a different light, literally, than his normal shift.

"Downtown at midnight and downtown at 10 a.m. are often two very different places," Montesano said. "As a result, how I approach my work has to vary. Working the PBID shift allows me to be more

proactive than reactive."

During her SEU shifts, Officer **Rachel Bowen** connects with business and property owners who have had challenges with trespassing and evangelizes the department's recently revamped STOP Program. STOP allows officers to enforce trespassing laws when the owner or operator are not on the property.

"Being able to connect with a business owner and enroll them in STOP allows my colleagues and me to be more effective during my

swing shift with SJPD," Bowen said. "That enforcement can change the dynamic of a neighborhood."

Business and property owners can enroll in STOP by downloading the application from [sjpd.org/reportingcrime/stop\\_program](http://sjpd.org/reportingcrime/stop_program) and mailing the form to SJPD, 201 W. Mission St., San Jose, 95110.

The SEU program not only puts more officers on the streets for businesses, residents and property owners, it strengthens downtown's relationship with the Police Department, said **Chloe Verrey**, SJDA operations manager.

"We are in constant communication with SJPD about the challenges our members and downtowners encounter," she said.

Groundwerx Program Director **Semu One Bear** has indicated having a full complement of PBID-SEU officers has helped the efficiency and morale of Groundwerx ambassadors and clean team members who typically make first contact with downtown's street population on a daily basis.

PBID-SEU shifts are Monday, Thursday and Friday from 10 a.m. to 3 p.m. and Tuesday and Wednesday from 7 a.m. to noon. Officers can be reached via the Groundwerx dispatch number 408-287-1250. For questions about the PBID-SEU Program, contact Verrey at [cverrey@sjdowntown.com](mailto:cverrey@sjdowntown.com).



Officers Stephen Morden, left, and Daniel Montesano make the rounds.

# Conventional thinking: City buys back site

The City of San Jose kept alive its dreams for future Convention Center expansion by bidding \$47 million for the South Hall parcel.

The Successor Agency of the Redevelopment Agency (SARA) is expected to approve the City's offer, which met the July 30 deadline. Escrow could close by mid-September.

"This bold purchase allows for contiguous expansion of the City's convention center campus and the potential for hotel rooms," said **Michael Mulcahy**, founding board member of Team San Jose.

The San Jose Redevelopment Agency originally acquired the 20 parcels collectively bordered by South Market and Balbach streets, and Viola and Almaden avenues between 1999 and 2001. Total price was \$14,557,943, or \$76 per square foot.

The property was acquired for the expansion of the Convention Center. The City accomplished Phase 1 of the master expansion plan for the Convention Center, adding 125,000 square feet to the front of the center in October 2013. Phase II involved doubling the size of the center, adding 550,000 square feet for exhibits, ballroom, meeting rooms, back-of-house support and parking, but it was not implemented for economic reasons.

As late as 2011, the property was assessed at \$18,760,000, or \$96 per square foot.



South Hall sits atop coveted property.

The state forced closure of Redevelopment Agencies throughout the state in 2012.

In September 2016, City Director of Economic Development **Kim Walesh** wrote to SARA Managing Director **Richard Keit** expressing the City's interest in acquiring the property. She described key findings of a study conducted by Convention, Sports & Leisure: the South Hall site is essential to future Convention Center expansion; the San Jose center is small compared to peer markets; and one-third of the site could be used to add a 350+ room "headquarters" hotel which would also include up to 52,000 square feet of meeting/event space and up to 30,000 square feet of ballroom space.

"San Jose is a formidable competitor in attracting trade shows, meetings, and special events, and we expect this to bolster our edge," Mulcahy said.

The City will pay \$245 per square foot to buy the property from SARA, which is in charge of unraveling RDA dealings. The City outbid Santa Clara County and two private parties.

The property is the site of the infamous "blue tent," an 80,000-square-foot structure erected in June 2005. Through the years, the South Hall has served as a venue for marijuana conventions, candidate **Donald Trump** for President rally, Disney holiday shows, Zero1 art + technology exhibits, banquets and symphony rehearsals. It was meant to provide space for larger conventions that could not fit inside the regular convention facility. After 13 years of use, a visual inspection of the South Hall exterior on Aug. 9 counted 56 patches and 31 more tears on the tent's sides.

According to SARA documents, the South Hall averaged a \$125,000 loss for Team San Jose between 2011 and 2013. Parking on the property averages about \$10,000 per month revenue for SARA.

## Typical PBID-SEU shift:

- ◆ **Start:** Collect information for the day ahead: checking notes from previous shift, SJDA and Groundwerx hot-spot areas, businesses to visit and persons of interest.
- ◆ **First hour:** Foot patrol in an assigned zone. Each part of downtown is covered weekly.
- ◆ **Second Hour:** Respond to requests for service from Groundwerx and businesses.
- ◆ **Third Hour:** Meet with businesses looking to sign up for STOP anti-trespassing program.
- ◆ **Fourth Hour:** Stop by hot-spot areas such as St. James Park, VTA Transit Mall and SoFA.
- ◆ **Fifth Hour:** Golf cart patrol of the entire PBID boundary.

## Downtown News

**Two major purchases by Jay Paul Co.:** In one of the biggest San Jose real estate transactions of the year, Jay Paul Company of San Francisco acquired CityView Plaza on July 23 for \$283.5 million.

On Aug. 13, Jay Paul made its second downtown acquisition within a month, paying \$46 million for the 120,000-square-foot JC Penney building at First and Santa Clara streets. Lift Partners, the former owner, had started a complete renovation of the building.

Equus Capital Partners, as BPG Properties, had owned the former Park Center Plaza since 2007, when it bought the center for \$169.5 million.

In Equus' 11 years of ownership, the center has grown from 67 percent to 85 percent occupancy. The 45,000 square feet of retail space includes several restaurants, three banks and Golden One Credit Union. Available office space can accommodate tenants needing 5,000 to 60,000 square feet. Office tenants include: Savioko, Silicon Valley Business Journal, SteinbergHart, Paul Mitchell School, Broadway San Jose, Wells Fargo Bank, Focus Business Bank, Heritage Bank of Commerce, Kimley and Horn and numerous accountants and legal firms.

The multi-block center fronts Market and San Fernando streets, Almaden Boulevard and Park Avenue and includes 138,000 square feet of outdoor plaza with seating and fountain, plus underground parking for more than 1,000 vehicles. Equus had also recently proposed adding a 264-unit residential tower at the corner of Almaden and Park on the former courthouse site.

Jay Paul Co., a privately owned real estate development firm, paid cash for both ventures.

**Three buildings qualify for incentives:** Three of six candidates for the Downtown High-Rise Residential Incentive Program remain in the running for deferred fees and taxes on their high-rise developments.

To be eligible for 50 percent discounts on park fees and construction taxes, with the additional bonus of paying them once their units are ready for occupancy, the projects required a foundation permit by July 31 to maintain the incentive. The projects also need a final inspection of 80 percent of the units by December 2020.

Miro, 610 units in two towers across from City Hall, and The Graduate student housing, 210 units, at Second and San Carlos Street have already begun construction. A third development, Park-

View Towers, across from St. James Park, also secured its foundation permit for 260 units before the July 31 deadline, but has not begun construction because it is making design changes that require City approvals.

Miro is built by Bayview Development. AMCAL/Swenson is building The Graduate and Z&L Properties has oversight of ParkView Towers.

Aviato and North San Pedro Tower III, both located in the northern downtown core between the Coleman curve and Julian Street, did not secure the foundation permit by the deadline and are no longer eligible for the incentives. A City memo indicates that the sixth tower at Post and San Pedro streets may be considered this fall.

The City Council started offering high-rise incentives in 2007, and extended the offer in 2012 and again in 2016.

The first incentive brought 1,522 units to downtown, the second added 1,043 units and the latest round could possibly add another 1,091 units to downtown's high-rise residential scene.

**Bike and street projects en route:** As downtown roadway repaving projects occur over the next two years, in addition to adding new bike lanes, city transportation staff will also switch the position of existing parking lanes and bike lanes in some locations.

That way, parked cars protect riders, said **Colin Heyne**, public information manager for the city Department of Transportation.

The downtown bike projects have been reviewed by SJDA, which provided detailed comments.

"We would have preferred the City wait until it completes its overall downtown circulation analysis," said **Scott Knies**, executive director. "The City should better under-

stand the long-term street capacity for downtown instead of making piecemeal changes."

Street work for 2018 is scheduled Aug. 20 through October and subject to change:

### East-West

◆ Starting Aug. 20 - St. John Street (Montgomery to 13th): Much of the street will become a "bike boulevard," where the traffic lane is shared between cars and bikes to reduce speed. Angled parking will convert to parallel parking between First and Third streets, where a protected bike lane will be created.

◆ Starting Aug. 27 - San Fernando Street (Cahill to 10th): Protected bike lane requires switch of on-street parking and bike lane. Also, install new bus boarding islands and ramps, relocate and remove parking spaces to add visibility at driveways. Left turning pockets removed at San Pedro Street, Almaden Avenue, 5th and 7th.

◆ Starting Aug. 27 - San Carlos Street (Second-Fourth): Protected and basic bike lane and remove painted median.

◆ October - San Salvador Street (Market to 10th): Remove parking on varying sides of the street, relocate Ford GoBikes.

◆ October - Viola Street: Convert to one-way and add protected and buffered bike lane.

### North-South

◆ Starting Aug. 20 - Third Street (St. James to Reed): Protected bike lane, exchange street parking and bike lane, add more parking between Santa Clara and St. John, remove visibility impaired spaces at driveways, and add passenger loading zone at Santa Clara Street.

◆ Starting Sept. 3 - Fourth Street (Julian to Reed): Protected bike lane (except buffered from San Salvador to Reed). Add northbound bike lane along San Jose State University, remove parking garage turn lane.

◆ October - First Street (William to San Salvador): Angled parking added.

More paving and bike-way projects are scheduled for 2019, but all are on the periphery of the downtown core. Details are at [sanjoseca.gov/betterbikeways](http://sanjoseca.gov/betterbikeways).

**Another stroke of Brush:** The City Council approved a \$600,000 contract with artist **Brian Brush** to design, create and install an illuminated artwork on the upper three floors of the Market-San Pedro Garage on the San Pedro Street side.

"The parking garage façade presented an opportunity for public art to generate excitement, a sense of wonder and a greater sense of place in San Pedro Square," said **Kerry Adams-Hapner**, director of the Office of Cultural Affairs.

Brush is the artist who created *Voxel Cloud* atop The Pierce apartments in SoFA. His work can be seen at [brianbrush.com](http://brianbrush.com).

Brush was selected by a selection panel from 94 applicants and 14 finalists. Not counting the circular ramp near St. John Street, Brush's canvas for this piece could be 400 feet wide by 30 feet high. If design and construction plans are complete by spring 2019, installation would be scheduled for early 2020.

"Based on Brian Brush's previous art works, we can expect an impressive facade that involves light and technology," Adams-Hapner said.

The project builds on the Illuminate Downtown public art initiative, Adams-Hapner added.

Other illuminate art projects downtown include *Voxel Cloud*, *Sensing You* and *Sensing Water* by **Dan Corson** under the Highway 87 overpasses at Santa Clara and San Fernando streets, respectively; *San Carlos Street Lantern Relay* by **Steve Durie** and **Bruce Gardner**; and *Show Your Stripes* by **Jim Conti** on The 88.

"The retail spaces that came out of San Pedro Squared were not part of the initial dialog for this project; however, there is a nice synchronicity," Adams-Hapner added.

**Tour de Downtown:** The popular downtown San Jose Real Estate Tour returns Sept. 20. Current and potential investors join the who's who of downtown movers and shakers to hear about downtown projects in all stages of development. Start and stop will be San Pedro Square, with visits to Fairfield's Midtown residential development, the Coleman Highline and the Bank of Italy building. After-party at District. Hoge Fenton Attorneys takes the event-production lead, co-sponsored by SJDA, SVO, Colliers International and the City of San Jose. Register at [downtownsanjosetour.com](http://downtownsanjosetour.com).

## At the Convention Center

Sept. 1-3 - Crunchyroll Expo (16,150)

Sept. 10-12 - API: World (3,000) [apiworld.co](http://apiworld.co)

Sept. 15-16 - Kindred Craft Festival (5,000) [eventbrite.com](http://eventbrite.com)

Sept. 26-28 - Oculus Connect (2,550) [oculusconnect.com](http://oculusconnect.com)

## Business News

**Changeover at MOMENT:** As planned, two businesses moved into MOMENT at San Pedro Squared in August:

◆ Hapertas and Company opened Aug. 16, offering "classic bespoke goods for the modern gentleman." Owner and designer **Jill Evans**'s inventory includes neckties, bow ties, pocket squares, cuff links, scarves and leather goods, all hand-crafted in California. This is Habertas' first brick-and-mortar location. Online sales are at [hapertasco.com](http://hapertasco.com).

◆ Empire in the Air, a community-based clothing brand, was set to open the last week of August. The six-person creative collective will focus their shop on apparel, including shirts, sweatshirts, jackets, dresses and accessories. They will also bring in speakers and workshops. Styles can be viewed at [empireintheair.com](http://empireintheair.com).

Both leases will continue through January. MOMENT at San Pedro Square opened May 18, the result of a Knight Cities Challenge grant to the San Jose Downtown Association, who worked with the City Department of Transportation and contractors to convert ground floor space in the Market-San Pedro Garage into an active retail environment made up of temporary shops.



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**The Graduate rewarded.**

## September Events

Sept. 6, 13, 20 and 27 -- City Dance San Jose, [facebook.com/citydancesj](http://facebook.com/citydancesj)

Sept. 7 -- South First Fridays and STREET MRKT

Sept. 7, 14, 21 and 28 -- Downtown Farmers' Market

Sept. 15 -- Starlight Cinemas "ET -The Extraterrestrial"

Sept. 15 -- Bark in the Park, [BarkSanJose.org](http://BarkSanJose.org)

Sept. 16 -- Fiestas Patrias, [facebook.com/events](http://facebook.com/events)

Sept. 22 -- Conscious San Jose, [btowellness.org](http://btowellness.org)

Sept. 23 -- SoFA Street Fair, [sofastreetfair.com](http://sofastreetfair.com)

Sept. 23 -- Viva Calle SJ, [sanjoseca.gov](http://sanjoseca.gov)

Sept. 28-29 -- Hammer Paseo Party, [hammertheatre.com](http://hammertheatre.com)

Sept. 30 -- Little Italy Festival, [facebook.com/events](http://facebook.com/events)

## From the Archives

**10 years ago - September 2008 -** SJDA and San Jose Redevelopment Agency hosted the first Downtown San Jose Open House with Axis, The 88, City Heights and Three-Sixty Residences, showcasing "the new trend toward urban high-rise living."

**20 years ago - September 1998 -** When downtown's 18 nighttime hot spots are at peak capacity, an additional 8,065 people are downtown, San Jose Police reported.

**25 years ago - September 1993 -** The San Jose Arena opening ceremonies were held, including an event where the public could roller skate on the ice-less hockey rink.

Moving out of MOMENT are Sea Seniorita Studios and Blooms Privé. Staying on for now are the two other original tenants: Fractal Flora and Bobo Design Studio. More at [moment-sj.com](http://moment-sj.com).

**"Feeling good, Louis:"** SideMark moved its headquarters from Santa Clara to 96 N. Second St. Since 1984, SideMark sells office furniture and walls for office interiors, using the tag-line, "We make work feel good." Forty-five employees occupy the home office. Check [sidemark.com](http://sidemark.com)

**Pageboy on Post:** Pageboy Salon has opened at 30 Post St. Owners **Jasmine Lazzarino** and **Blair Carson** present a warm, inviting and high-end boutique salon focused on the customer. Contact them at [Pageboysj@gmail.com](mailto:Pageboysj@gmail.com), or (408) 352-5700.

**Spread spreading to San Jose:** **Jordan Trigg** and **Charlie Mann** have opened their second Spread deli and bottles at 110 Paseo de San Antonio. Hand-crafted sandwiches and salads can be paired with 20 draft beers, more than 200 bottled brews and local wines. Also in Campbell. See [spreaddeli.com](http://spreaddeli.com).

**Rhino migrates north:** Spearmint Rhino Gentlemen's Clubs has opened its first Northern California location at 81 W. Santa Clara St. The Southern California-based business offers a range of entertainment options, including bar service, pay-per-view and local sports on television. **Jenny Wolfes** heads the local business. Check [spearmintrhino.com](http://spearmintrhino.com).

## Next SJDA Meeting September 14

**Google and football on agenda:** San Jose Downtown Association hosts its next public meeting Sept. 14 at Poor House Bistro's studio, 87 S. Autumn St., starting at 8 a.m.

**Kim Walesh**, San Jose deputy city manager and director of the Office of Economic Development, will offer insight into the potential Google development and Diridon Station Area planning efforts by the City of San Jose.

**Patricia Erstrom**, executive director of the College Football Playoff (CFP) host committee, will provide an overview of the 2019 National Championship game at Levi's Stadium, and describe the downtown San Jose campus for CFP visitors and business engagement opportunities associated with the title game.

Parking available on-site, Caltrain Lot #3 and Stephen's Meat Lot. Please reserve a seat at [sjdersvp@sjdowntown.com](mailto:sjdersvp@sjdowntown.com).

## 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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