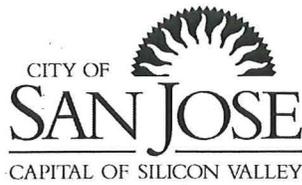


# SUPPLEMENTAL

COUNCIL AGENDA: 3-11-08  
ITEM: 4.3



## Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Paul Krutko

**SUBJECT:** SUPPLEMENTAL –To Small  
Wonders Workplan

**DATE:** March 5, 2008

Approved

*Christine J. Shippey*

Date

*3-6-08*

### REASON FOR SUPPLEMENTAL OR REPLACEMENT

Staff updated the Progress Report on the Small Wonders Workplan to provide information for several projects that is more current than the information provided in advance of the CED committee meeting.

*Paul Krutko*

PAUL KRUTKO  
Chief Development Officer  
Office of Economic Development

For questions please contact Paul Krutko, at (408) 507-5880.

## "Small Wonders" Workplan

### A Citywide Plan to Accelerate Progress Toward Downtown San Jose as "Silicon Valley's City Center"

Project	Team (Lead/Others)	Progress Since August 2007, Next Steps	Budget/Funding Source	Policy/Ordinance Change Req'd?
<b>ARTS AND ENTERTAINMENT</b>				
<i>Festivals and events *Engaging street life * Street-level public art * Venue upgrades * SOFA galleries</i>				
1. Create <b>Downtown Public Art Plan</b> ; <b>implement</b> City's new Public Art Masterplan	OCA/RDA, CAO, OED (Barbara Goldstein/Barbara Jordan, John Weis, Bill Ekern, Dennis Korabiak, Bob Ruff, Paul Krutko, Kim Walesh)	City/RDA will present citywide Public Art Masterplan implementation ordinance for Council adoption in April.  Downtown Public Art Plan is in final draft form and will go to City Council in April, following review by the Arts Commission March 12.	Downtown Public Art Focus Plan funded by OCA (\$25,000) and RDA (\$25,000) from 06-07 budgets.  Funding for future artwork Downtown could come from variety of sources: City/RDA "% for art" on public construction, 1% negotiated contribution from RDA-assisted private development, private/philanthropic contributions and sponsorships.	Yes
2. <b>Cultural Venue Upgrades</b>	RDA (Bill Ekern)	Began design for boiler replacement in Civic Auditorium and developed request to purchase process for Montgomery Theatre sound equipment.  Next step: Begin design of projects for the Civic and CPA; complete design of CDM improvements; purchase equipment for the Montgomery Theatre; develop budget for Tech projects	Funded by San Jose RDA: \$2.6 million proposed in 07-08 budget.  HP Pavilion upgrades jointly funded with the Sharks and City funds.	
3. Plan <b>facilities for MACLA and SJ Stage</b> in conjunction w/high rise housing	RDA/OCA, OED Kip Harkness/John Weis, Ruth Shikada, Tim Bell, Kim Walesh, Lawrence Thoo	Negotiations with Developer have concluded and were not successful. Staff recommendation is to hold the properties for 3-5 years.		
4. Activate <b>vacant or underutilized commercial spaces</b> for arts and culture activities	RDA/OCA, OED (Hope Shapiro/Bill Ekern, Kim Walesh, Barbara	RDA supports Phantom Gallery project led by Two Fish Design (with Downtown Association). Are in exploratory phase with Montalvo Art Center regarding potential	07-08 RDA budget supports Phantom Galleries Project: \$36,500	

	Goldstein)	Downtown location for pilot teen program.		
5. <b>Changing Artworks in Transit Mall</b> on 1 <sup>st</sup> /2 <sup>nd</sup> Street Light Rail	OCA/CAO, RDA (Barbara Goldstein/Barbara Jordan)  Partners: VTA, Downtown Association	First four projects have been installed. Next four projects will be initiated in April, May, June, and July. Duration of most works will be through 2008; some, like Sonic Cascades, may have a longer duration.  Modified sign ordinance to allow Haiku projection installation.	Total cost is \$360,000, including \$180,000 from VTA and \$180,000 from two private development projects assisted by the RDA (Twohy Building, Paseo Plaza).	Yes
6. <b>Rotunda Lighting Program</b>	OCA/GSA (Mary Rubin/Barbara Goldstein, Connie Bowles, Matt Morley)	OCA with consultants is developing long-term strategic plan for Rotunda lighting program and infrastructure. Consultants completed initial site inventory and visioning. Target for Council review is May 20 meeting.  Second Rotunda artistic lighting project, an interactive installation by Camille Utterback, launched September 28 for 10 days. Third Rotunda projection planned in conjunction with June 4-8 2008 01SJ Festival.	\$100,000 included in 07-08 OED budget to fund investment in long-term lighting infrastructure.  \$100,000 included in 07-08 OED budget to sponsor 01SJ 2008, including a third Rotunda lighting at the June 2008 festival.	
7. Evolve " <b>Downtown for the Holidays</b> " to include more arts-related retail and programming.	RDA/OCA (Hope Shapiro/Kim Walesh, Tricia Kirkhoff)	Holiday Gift Market and International Dessert Café replaced the rides on the Paseo and had a successful first run 11/21/07-1/1/08. Vendors are interested in returning for the 2008 holiday season.	\$100,000 in RDA 07-08 budget to support transition to International Holiday Marketplace.	
<b>SHOPPING AND DINING</b>	<i>Outdoor cafes and restaurants * Street vendors * Outdoor markets* Unique boutiques * Advertising</i>			
8. <b>Encourage street vendors, kiosks, and outdoor markets Downtown.</b>	OED/RDA, PD, CAO, OCA (Kim Walesh/Hope Shapiro Leslie Parks, Edith Ramirez, Tammy Turnipseed, Tony Ciaburro, Angelique Needrow, Sandra Lee)	Staff recommendation for improved Downtown Street Vendor Program—including permit process improvements, ordinance revisions, and regulations—will be reviewed by CED committee on March 24.	07-08 RDA budget supports SoFA Street Market and Pedicab service during the market: \$25,000.  SoFA Demonstration Project is geared to encourage street vendors there.	Yes
9. Encourage more <b>sidewalk café permits</b> on public property.	PBCE/CAO, OED, PD, RDA (Kim Walesh/Jeanne Hamilton, John Poindexter, Renee Gurza, Dave Hober, Bill Ekern, Rachel Peled)	Staff recommendation is being finalized for reviewed by Planning Commission in late March/early April. New approach aims at encouraging restaurants, cafes, and wine bars to offer sidewalk service until midnight, while discouraging nightclub activity on the sidewalks. Recommendation will include stricter revocation provisions.	Some continued subsidy of sidewalk café permit fee through 07-08 RDA budget. RDA funding available to assist purchase of quality street café furniture as needed.	Yes

<b>PUBLIC REALM</b>	<i>Pedestrian-friendly * Narrower streets, wider sidewalks * World-class urban walking space, open space, streetscapes, landscape * Strong sense of arrival and destination</i>			
<b>10. Revise Sign Ordinance</b> Downtown to encourage advertising, corporate signage, digital signs, and media art Downtown	CAO-PBCE/OED, RDA (Bill Hughes-Joe Horwedel/ Renee Gurza, Carol Hamilton, Laurel Prevetti, Kim Walesh, Barbara Goldstein, Bill Ekern)	The City Council provided comments on a work plan for the sign ordinance update on December 11, 2007. An RFP for consultant services is currently being prepared and public outreach is scheduled to start in early spring.  Downtown Sign Code process will include outreach and recommendations related to other Small Wonders priorities--including Newsracks (#11), Rotunda Lighting Program (#6), media art (#1, #5).	\$150,000 in FY 07-08 City budget to fund a) community engagement, b) sign design expertise, and c) legal capacity to address 1 <sup>st</sup> Amendment and other issues	Yes
<b>11. Change Newsrack Ordinance</b> in order to aggregate newsracks and improve appearance.	RDA/CAO, Planning, DoT, PW (Edith Ramirez, Steve Parker, Renee Gurza, Patty Deignan, Jim Ortbal)	Historical and comparative data has been collected from other cities on design and regulation issues. Initial outreach with stakeholders has occurred.  Changes to the News Rack Ordinance are underway. 1stACT leaders and others will need to advocate for the adoption of the newsrack ordinance; based on prior experience, objections from one or more local newspapers are expected.	\$25,000 from RDA proposed 07-08 budget for some design and outreach	Yes
<b>12. Install new Directional Signage</b> Downtown	RDA/DoT (Abi Maghamfar/ Bob Ruff, Steve Parker, Walter Rask, Paul Asper, Bill Ekern, Jim Helmer)	Downtown signage has been designed and approved. Next step: Complete design package for bidding.	\$200,000 is in this year's budget. An additional \$2.8m is listed as "Future Unfunded Projects"	
<b>13. Reconceptualize Circle of Palms</b> for more continuous activation, including outdoor cafes, vendors, markets, art	RDA (Bill Ekern, Steve Parker, Walter Rask)	Agency Staff to prepare concepts for approval by Executive Director. Coordination with SJMA proposed addition. Impacts on Ice Rink to be evaluated. Consider using as expanded space for SJMA exhibits. Consider as vendor location. Next step: Hire design consultant	If Plaza is re-built, unknown expense, but quite large. If used as public art/sculpture space, probably less expensive. Lighting upgrade evaluation is ongoing, cost for upgrades to be determined on final solution.	
<b>14. SoFA District Demonstration Project</b>	RDA with 1 <sup>st</sup> ACT/DOT, PW (Bill Ekern/Edith Ramirez, Primo De Guzman, Amit Kothari)	Design Public Realm Improvements for SoFA, from Gore Park to San Carlos intersection as sample demonstration project (narrower road, more street parking, activated streetscape with lighting, signage, public art, sidewalk dining). With Ken Kay Associates, developed gateway concepts, completed 50% design development documents for street improvement plans.	Design work jointly funded by 1stACT (\$125,000) and RDA (\$125,000 from 07-08 budget).  Construction costs to build the SoFA Demonstration project and funding sources are to be determined.	

		Next step: Complete design development and initiate construction documents for initial project. Complete Public Realm Activation handbook for Downtown.	Costs for Gore Park are included in RDA 07-08 budget.	
15. Redo <b>San Carlos Streetscape</b> for improved pedestrian experience.	RDA/DOT (Bill Ekern/Jim Helmer, Amit Kothari)	Conceptual design completed in June 2007. Do next phase of design and begin construction in FY 07-08. Next step: begin engineering drawings.	\$2.4M in 08-09FY RDA Capital budget. Explore VTA/MTC grant funding.	
16. Continue installation of <b>pedestrian-friendly lighting along</b> Transit Mall, Market, San Fernando	RDA/DPW (Bill Ekern/Greg Jobe)	Proceeded with design documents. Next step: Complete design documents and bid project.	\$1 million identified in adopted RDA 07-08 budget	
17. Re-design <b>Rep Plaza</b> as a more activated gathering/performance space	RDA with 1 <sup>st</sup> ACT (Bill Ekern)	This project is under discussion between the developers of Block 3, the Repertory Theatre, and the Redevelopment Agency.	Jointly fund design and capital investment by RDA and 1 <sup>st</sup> ACT/Private contributions. Some costs for rework anticipated to be born by Phase II of CIM high-rise project.	
18. <b>Change Banner Program</b> to allow for non-event related banners Downtown	CMO/RDA/OCA, CAO (Ed Shikada/ Irene Ray Hope Shapiro, Barbara Jordan)	This is a new program to enable distinctive identifying banners in different retail areas (SoFA, San Pedro, etc.) that may include the name of the area and/or decorative artwork. (Retail Area Identification Banner Program)	\$12,000 in adopted 07-08 RDA budget set aside for production and one installation of Historic District and SoFA District promotional banners in between events.	Yes
<b>WORK ENVIRONMENT</b>	<i>Wireless downtown * Outdoor meeting places * Live/work buildings * Entrepreneurial community</i>			
19. Launch a <b>Downtown Entrepreneurs Network</b> for start-ups and creativity-based companies	RDA (Angela Kelly)	First event scheduled for June 6 to coincide with OISJ Festival (June 4-8). Location TBD.	\$10,000 set aside in 07-08 RDA budget to produce and market each event.	
20. Sustain <b>Building Use Intensification Program</b> to address systemic obstacles to re-using old buildings (e.g., SoFA Lounge)	RDA/PBCE (Angela Kelly/ Rachel Peled, Building Official)	Preparing inventory of buildings in the area of focus (Santa Clara and First and Second Streets) to prioritize and identify recurrent themes. Convene working group to identify and resolve issues impeding process of returning buildings to active use. Will pursue identified properties for activation.	\$1,000,000 budgeted by RDA in proposed 07-08 budget	
21. Improve <b>pedestrian experience near Adobe.</b>	DOT/RDA, OED (Hans Larsen/Bill Ekern, Abi Maghamfar, Kim Walesh)	Adobe is interested in improving the pedestrian experience near Adobe, including potential activation of retail space in the Adobe building, potential transition of the third Park Avenue lane to on-street parking and a passenger drop-off area (especially during non-peak hours), and potential location of vendors near the building.  **Park Center Redevelopment Plan (adopted 25-30 years ago) would need to be amended to remove the on-street parking prohibition.	DOT could fund the nominal cost of creating the on-street parking from 07-08 budget.	Yes

3/5/2008

<b>URBAN LIVING</b>	<i>Adaptive reuse of old buildings * Full activation of paseos * Guadalupe River Park access Promoting Downtown as Silicon Valley's City Center</i>		
22.Transform Downtown Assn website into <b>comprehensive portal for Downtown</b> messaging and information	RDA/ Downtown Assn, OED (Tiffany Chew/Hope Shapiro, Steven Brewster, Kim Walesh)	Contract executed with local business DMNA. Creative and Technical Architecture developed and approved. Next step: Begin executing the selected design across all the primary page wireframes.	Funded by San Jose RDA for \$100,000 (06/07 budget)