



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Paul Krutko

SUBJECT: See below

DATE: March 6, 2007

Approved

Date

3/7/07

COUNCIL DISTRICT: City-Wide

SUBJECT: March 19 Study Session/Downtown and 1stACT Silicon Valley

OUTCOME

There are two desired outcomes from the Study Session conversation about Downtown and 1stACT Silicon Valley. (Note: there is a third component of the Study Session concerning expansion of the Convention Center that will be discussed in a separate memo.)

1. *Downtown Revitalization/General Plan.* Downtown revitalization is a large component of the General Plan. The evolution of Downtown will be discussed as well as the city roles and responsibilities in advancing Downtown.
2. *1stACT Silicon Valley.* Direction to staff about how to work with 1stACT to accelerate progress Downtown and advance next priorities for action and investment.

PURPOSE OF STUDY SESSION

1. *Downtown Revitalization Strategy/General Plan* — This is an opportunity for the Council to engage in a discussion of Downtown as part of the existing vision for San Jose in the General Plan. The Council will discuss the Downtown Revitalization Major Strategy as a foundation for the public and private investment that has been made to invigorate Downtown San Jose.
2. *1stACT* — The Council will hear 1stACT's proposals and provide direction on how staff should engage with the 1stACT initiative. Council will discuss priorities and policies that should be retained, modified, or expanded to accelerate implementation of 1stACT's vision of Downtown San Jose as Silicon Valley's City Center.

Attached please find a hard copy of the 1stACT power point describing the Downtown vision and a matrix developed by staff that describes current and potential initiatives to accelerate progress toward the vision ("Framework for Action"). The Framework is intended as a working document to support the conversation about priorities for action, investment, and partnership.

BACKGROUND

1stACT Silicon Valley's Creative Urban Center initiative has created a collective vision of Downtown San Jose as a thriving cultural, social and economic hub with a distinctive urban chemistry that integrates art and technology, fuels creativity and entrepreneurship and leverages its multi-cultural uniqueness. A network of more than 20 leaders from various sectors comprised the Creative Urban Center team, which met regularly for nearly two years to create this shared vision. 1stACT worked with Ken Kay, an internationally renowned urban designer, and Adobe experts Mark Christiansen and Bert Monroy to create the physical presentation of the vision. The vision consists of a short video and several visual renderings.

1stACT has presented the vision to nearly 80 different groups, inviting 2,000 people to join the important dialogue concerning the role and potential of Downtown San Jose as a regional asset. The creation of the vision was generously funded by Adobe. A Catalyst Team comprised of cross-sector leaders has now been formed to drive the implementation of the vision.

COORDINATION

The "Framework for Action" materials for the Study Session on Downtown/1stACT have been coordinated with the Redevelopment Agency, Planning, Building, Cultural Affairs, Police, Fire, and the City Attorney's Office.

NEXT STEPS

The next step will be for City/RDA staff leadership to work with 1stACT to advance priority actions and investment, and incorporate priorities where appropriate for next year into City and RDA FY 2007-08 budget recommendations and workload planning.



Paul Krutko
Chief Development Officer
Office of the City Manager

For questions please contact Paul Krutko at (408) 535-8182

Enclosures: March 19 Study Session Agenda
"Framework for Action" matrix
1stACT power point of Downtown vision

Downtown Revitalization/1st ACT Convention Center Expansion

Monday, March 19
1:00-5:00
City Council Chambers

Purpose

1. *Downtown Revitalization Strategy/General Plan*— This is an opportunity for the Council to engage in a discussion of Downtown as part of the existing vision for San Jose in the General Plan. The Council will discuss the Downtown Revitalization Major Strategy as a foundation for the public and private investment that has been made to invigorate Downtown San Jose.

2. *1stACT* — The Council will hear 1stACT’s proposals and provide direction on how staff should engage with the 1stACT initiative and advance next priorities for action and investment. Council will discuss priorities and policies that should be retained, modified, or expanded to accelerate implementation of 1stACT’s vision of Downtown San Jose as Silicon Valley’s City Center.

3. *Convention Center Expansion*—The Council will review progress and initial recommendations from a joint working group (City, RDA, CVB, Team San Jose, hoteliers) on options for expanding the convention center, including an overview of financing, legal issues and business impacts involved.

1:00	<p>I. Introduction</p> <p style="text-align: center;">Opening Remarks: Mayor, City Manager, Redevelopment Executive Director</p>
1:10	<p>II. Downtown Revitalization and the General Plan</p> <ul style="list-style-type: none"> • Downtown revitalization as a key vision element in San Jose’s General Plans (1975-present) <i>Joe Horwedel</i> • Major phases of Downtown evolution (1975-present) <i>John Weiss</i> • Citywide roles in Downtown development, significance of 1stACT as regional catalyst <i>Paul Krutko</i> <p><i>Outcome:</i> Appreciation for Downtown’s history in the General Plan, for the evolutionary stages of Downtown, and for the citywide roles and responsibilities in progressing Downtown.</p>

1:45	<p>III. 1stACT Vision: Downtown as Silicon Valley's City Center</p> <ul style="list-style-type: none"> • 1stACT's vision, mission, structure, and four initiatives <i>1stACT Panel</i> • Downtown San Jose as "Silicon Valley's City Center" (DVD) <i>1stACT Panel</i> • 1stACT Perspective: Vision and partnership required to accelerate downtown's rebirth, what 1stACT is offering <i>1stACT Panel</i> • Staff Perspective: Ideas for Accelerating Progress Toward the Vision (matrix) <i>Paul Krutko, John Weis</i> • Identifying Joint Priorities for Action: Discussion with Council <p><i>1stACT Panel:</i> Rich Braugh, UBS Financial Connie Martinez, Children's Discovery Museum Ken Kay, Ken Kay Associates Representatives, CEO Leadership Council</p> <p><i>Outcome:</i> Direction about how to work with 1stACT to accelerate progress Downtown and clarity about next priorities for action.</p>
3:15	<p>Open Forum</p>
3:30	<p>III. Convention Center Expansion</p> <ul style="list-style-type: none"> • Expansion history and our competitive edge to continue to drive business • Comparing/benchmarking our competitiveness • Deferred maintenance at the facilities • Team San Jose Update and business impacts during construction • Community Facility District components, convention center expansion program • Legal issues <p><i>Team Members:</i> Dan McFadden, City Manager's Office Rick Doyle, City Attorney Harry Mavrogenes, San Jose Redevelopment Agency Bill Ekern, San Jose Redevelopment Agency Dan Fenton, San Jose Convention and Visitors Bureau, Team San Jose Hotel General Managers Tony Peterman, Strategic Advisory Group (Consultant) Jan Sweetnam, Chairman of the Board, San Jose Convention and Visitors Bureau</p> <p><i>Outcome:</i> Understanding of the design and financing of the Convention Center expansion, legal issues facing the concept, impact on convention and tourism business during construction, and deferred maintenance needs at the facilities.</p>
4:50	<p>Open Forum</p>
5:00	<p>Adjourn</p>

Framework for Action

**Accelerating Progress Toward the Vision:
Downtown San Jose as Silicon Valley's City Center**

1st ACT Vision	I. Completed in Last 12 Months	II. "Just Do It" Initiatives (see Note at end)	III. New Direction or Prioritization Required (see Note at end)	IV. Private-Sector Collaboration Required
SMALL WONDERS				
Arts and Entertainment				
<p><i>Festivals and events</i></p> <p><i>Venue upgrades</i></p> <p><i>SOFA galleries</i></p> <p><i>Engaging street life</i></p> <p><i>Street-level public art</i></p>	<p>New/improved signature events: ZeroOne, Grand Prix, Rock N Roll Half Marathon, Tour of California, Mariachi Festival, Jazz Festival (OED/RDA/DOT/Police et al)</p> <p>Assisted Anno Domini and Institute for Contemporary Art relocation to SOFA; now assisting WORKS Gallery (RDA)</p> <p>Supported opening of KALEID local artist gallery (RDA)</p> <p>Provided "Destination Event Marketing Grants" (one-time money) (OCA)</p> <p>Created Arts Stabilization Fund (assisted Rep and AMT) (CMO)</p>	<p>Evolve "Downtown for the Holiday" to includes more arts-related retail and programming</p> <p>Revise "Gating of Public Property Policy" to encourage activation of public parks, streets, paseos, and plazas Downtown</p>	<p>Develop New Media Public Art Infrastructure for presenting digital media art in public places</p>	<p>Plan new facilities for MACLA and SJ Stage in conjunction w/high rise housing (underway)</p> <p>Activate vacant or underutilized commercial spaces for arts and culture activities</p>

Shopping and Dining				
<p><i>Outdoor cafes and restaurants</i></p> <p><i>Street vendors</i></p> <p><i>Unique boutiques</i></p> <p><i>Advertising</i></p> <p><i>Post Street Dining District (dual use)</i></p>	<p>Launched Small Business Ambassador Program to assist small restaurants and shops (PBCE)</p> <p>Assisted with opening of 20 retail businesses, and planning process for 21 retail businesses (RDA/PBCE)</p> <p>Launched Sidewalk Café Permit Program (8 approved, 7 pending) (RDA/PBCE)</p>		<p>Proactively define areas Downtown to encourage street vendors, kiosks, and outdoor markets; create clear staff lead and incentives</p> <p>Revise sign ordinance Downtown to encourage advertising, corporate signage, digital signs, and media art Downtown</p> <p>Simplify city requirements for sidewalk café permits; cover fee until critical mass is reached</p> <p>Fund implementation of Post Street Dining District Plan</p>	
Public Realm				
<p><i>Pedestrian-friendly—narrower streets, wider sidewalks</i></p> <p><i>Strong sense of arrival and destination</i></p> <p><i>World-class urban walking space, open space, streetscapes, landscape</i></p>	<p>Last Unreinforced Masonry Buildings being rehabbed (RDA)</p> <p>New digital sign in front of Convention Center (CMO)</p> <p>Expanded parking guidance intelligent sign system (DOT)</p> <p>Tree lighting added, more planned (RDA/DOT)</p> <p>Launched San Carlos streetscape planning (RDA/DOT/DPW – complete design and begin construction FY07-08)</p>	<p>New Media Public Art on 1st/2nd Street Light Rail, VTA partnership (planning)</p> <p>Install distinctive, attractive newspaper racks</p> <p>Design distinctive bike racks, perhaps as public art pieces</p> <p>Install pedestrian-scale, upgraded lighting at Pedestrian Gateways into Downtown, esp. San Fernando (5th to 10th), William (1st to 7th)</p> <p>Continue installation of pedestrian-friendly lighting along</p>	<p>Decide if Downtown should be pedestrian-oriented or driver-oriented, and revise design and traffic guidelines as appropriate</p> <p>Change Newsrack Ordinance in order to aggregate newsracks and improve appearance</p> <p>Prioritize Funding for new Downtown Directional Signage (has been designed and approved; needs funding)</p> <p>Re-design Park Avenue corridor from Guadalupe Park to Chavez Plaza to improve pedestrian experience and access to trail</p>	

		Transit Mall, Market, San Fernando (in design, needs funding)		
Work Environment				
<i>Wireless downtown</i> <i>Outdoor meeting places</i> <i>Live/work buildings</i>	Expanded outdoor, free wireless to entire Downtown core (IT/OED)			Launch a Downtown Entrepreneurs Network for start-ups and creativity-based companies
Urban Living				
<i>Full activation of Paseos</i> <i>Guadalupe River park access</i>		Aggressive completion of trails network connecting Downtown to neighborhoods along Guadalupe, Los Gatos, and Coyote Creeks		
BIG DEALS				
Arts and Entertainment				
<i>SOFA Transformation</i> <i>Museum of Art Expansion</i> <i>Performing Arts Complex</i> <i>Downtown Stadium/Diridon Development</i>	Working with SJMA to evaluate potential third floor addition (RDA design FY 07-08)		Focus on finishing and filling in SOFA segment of First Street. Prioritize and fund Public Realm Improvements for SOFA, from Gore Park to San Carlos (narrower road, more street parking, activated streetscape with lighting, signage, public art, sidewalk tables). Develop vision for desired Downtown night life that appeals	Collaborate to build and operate a Performing Arts Complex that provides smaller, flexible venues (range of 100-300 seats) and an outdoor stage—rental facilities that could be used by diverse communities Establish a Community School of Music and Arts-Downtown campus to provide art, music, and media classes for all ages

			to broader demographic (i.e., beyond night clubs), and supportive implementation strategy	Create a privately owned downtown music hall for touring entertainment
Shopping and Dining				
<i>Finished First Street Core</i>	Construction underway at Central place retail (RDA)			Invest in "Silicon Valley experience" showcase stores Downtown
<i>Central Place Retail</i>				Redevelop the Pavilion as a marketplace (e.g., international, specialty food, electronics)
<i>Silicon Valley Experience Stores</i>				Encourage property owners of vacant parcels in key locations on First Street to develop in a timely fashion or sell
<i>International Marketplace</i>				
Public Realm				
<i>Iconic public art</i>		Launch competition for "21 st Century Tower of Light" iconic artwork	Approve new Public Art Masterplan and City/RDA implementation ordinances; launch Downtown Focus Plan	Financial investment in "Grand Central" Downtown BART station
<i>Activated Circle of Palms Plaza</i>			Approve Downtown BART strategy and financial commitment	Expand Convention Center
<i>Cesar Chavez reimagined: café/wine garden, festival landscape</i>			Revisit Chavez Park Design Plan from late 1980s, given changing context and use patterns (include Tech Museum Plaza)	Financial sponsorship of iconic public art
<i>Activated San Antonio Paseo</i>			Reconceptualize Circle of Palms for more continuous activation, including street vendors, kiosks, and markets	Design high-rises with distinctive lighting elements incorporated into the architectural design on top of the buildings for skyline impact, and at ground-level for pedestrian-scale stimulation
<i>Re-imagined Park Avenue</i>			Install new digital marquees at the Center for Performing Arts, Civic Auditorium, and Montgomery	

			Theater	
Work Environment				
<p><i>Convention Center Expansion</i></p> <p><i>Adobe Expansion</i></p> <p><i>Boston Properties</i></p> <p><i>Living Tomorrow Pavilion</i></p>	<p>Sobrato-BEA deal announced (RDA)</p> <p>Approved ENA for Living Tomorrow project (1st and San Fernando) (RDA/OED)</p>	<p>Approve DDA for Living Tomorrow project</p>		<p>Attract companies to locate Downtown</p> <p>Launch office development at "Boston Properties Site"</p> <p>Become sponsors of Living Tomorrow San Jose</p> <p>Encourage private redevelopment of Park Center Plaza, transforming from 1960's style to urban-style</p>
Urban Living				
<p><i>Realization of high-rise plans</i></p> <p><i>Campus Village Project: full build out</i></p> <p><i>BART "Grand Central Station"</i></p>	<p>Broke ground on 3 residential high-rises (RDA)</p>	<p>Develop alternative proposal for affordable housing inclusionary requirement to encourage continued development of high-rise housing Downtown</p>		<p>Advance next phase of Campus Village housing project</p>
ENABLERS				
<p><i>Adaptive reuse of old building</i></p> <p><i>Promoting Downtown as Silicon Valley's City Center</i></p>	<p>Adopted Downtown Zoning Code, streamlining permitting and creating Design Review Board (PBCE)</p> <p>Launched Building Use Intensification Program to address systemic obstacles to</p>			<p>Influence private property owners to invest in their old buildings so they can be leased and activated</p>

	re-using old buildings (e.g., SOFA Lounge) (RDA) Initiated transformation of Downtown Assn website into comprehensive portal for Downtown messaging and information (RDA)			
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Note:

"Just Do It Initiatives"—Items that the City Departments/RDA could prioritize, move forward, and complete under current city strategy, policies, ordinances, and budgets

New Council Direction Required—Items that would require new or changed Council direction, policies, ordinances, or budget prioritization in order to implement