



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Nadine N. Nader

SUBJECT: SEE BELOW

DATE: September 14, 2007

Approved

Date

9/14/07

SUBJECT: "SMALL WONDERS" WORK PLAN TO ENHANCE THE PUBLIC REALM AND PEDESTRIAN EXPERIENCE DOWNTOWN, AND ADVANCE THE 1ST ACT VISION [Community and Economic Development Committee referral 8/27/07 – Item (c)]

On August 27, 2007 staff presented a report on the "Small Wonders" work plan to enhance the public realm and pedestrian experience Downtown, and advance the 1st Act Vision to the Community and Economic Development Committee.

Upon motion by Councilmember Liccardo, seconded by Councilmember Constant, the Committee accepted the report. Attached is the report that was presented to the Community and Economic Development Committee.

NADINE N. NADER
Agenda Services Manager

Attachment



Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Paul Krutko
John Weis

SUBJECT: SEE BELOW

DATE: August 13, 2007

COUNCIL DISTRICT: District 3

SUBJECT: "SMALL WONDERS" WORK PLAN TO ENHANCE THE PUBLIC REALM AND PEDESTRIAN EXPERIENCE DOWNTOWN, AND ADVANCE THE 1ST ACT VISION

RECOMMENDATION

Approve the "Small Wonders" work plan to enhance the public realm and pedestrian experience downtown, and advance the 1st ACT Vision consistent with the Downtown 2000 Strategy Plan and Economic Development Strategy.

OUTCOME

The desired outcome of the Committee meeting is a review of the draft work plan, which will be advanced to Council for adoption immediately after the Redevelopment Agency Board adopts its FY 2007-08 Redevelopment Agency budget in September. Implementation of this work plan will result in a more vibrant and interesting Downtown, especially at the pedestrian level, and additional private and philanthropic investment.

BACKGROUND

1st ACT Silicon Valley is a network of business, civic, and cultural leaders whose mission is to inspire leadership, participation, and investment at the intersection of Arts, Creativity, and Technology. 1st ACT has a Leadership Advisory Council that includes 13 CEOs, including those of San Jose-based companies Adobe, Cisco, Deloitte & Touche, Comerica, and Casto Travel.

Building on extensive planning documents, project plans, and proposals produced by the Redevelopment Agency and City, in 2006 1st ACT released a compelling vision and set of communications materials (video, digital renderings) depicting Downtown San Jose as "Silicon Valley's City Center." The creation of the vision was generously funded by Adobe. The vision emphasizes the importance of both "Big Deals" and "Small Wonders" in successful Downtowns. Big Deals are significant development projects that anchor the Downtown Core and draw people initially to the location. Small Wonders are the smaller-scale projects providing attractive gathering spaces, and lively street life which "fill in" between the Big Deals, and keep people returning to Downtown as a special place.

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

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1st ACT has shared the vision with nearly 80 different groups, inviting 2,000+ people to join in achieving Downtown San Jose's potential as a regional asset. At its March 19, 2007, Study Session, the City Council reviewed a draft "Framework for Action" that described current and potential City/Redevelopment Agency efforts to accelerate progress toward the vision. A Catalyst Team of cross-sector leaders was formed in May to support implementation of the vision.

In his adopted June budget message, the Mayor wrote:

"1st ACT has developed a great vision for a vibrant, creative Downtown that encourages iconic public art, outdoor meeting spaces, a wireless network, boutiques, cafes, clean streets, colorful signs and street vendors. The City Manager and Executive Director are directed to bring the Small Wonders work plan for approval no later than August 31, 2007. The work plan should highlight city policy/ordinance changes requiring revision and implications for the RDA 2007-2008 budget."

The work plan responds to this direction, and represents the commitment of City/Redevelopment Agency staff to accelerate progress toward the vision.

ANALYSIS

The attached work plan identifies more than 20 projects that staff recommends advancing over the next 12-18 months to improve the sidewalk-level environment and public realm Downtown. Many of these efforts have been in the planning stage, but can now be prioritized, funded, and tracked as part of a "Small Wonders" effort. The work plan indicates the funding source for each project, and indicates if implementation will require City policy or ordinance change by Council.

Achieving Downtown's potential clearly requires the involvement of the Redevelopment Agency, and the City Attorney's Office and many City Departments, including Police, Fire, Transportation, Public Works, Cultural Affairs, and Economic Development (See attachment: Downtown San Jose: Roles & Responsibilities). It is essential that all staff understand the vision for where Downtown is heading, and work to align projects, practices, and mindsets in this direction.

In the course of creating the work plan, staff surfaced example of policies and perspectives that were put in place decades ago when Downtown was a very different kind of place. An example is the ban on street vendors setting up shop before 10:00 a.m. (an effective ban on coffee carts serving morning commuters).

EVALUATION AND FOLLOW-UP

Staff recommends that progress on implementation of the Small Wonders Work Plan be communicated to the Community and Economic Development Committee every six months.

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PUBLIC OUTREACH/INTEREST

1st ACT has shared the vision with nearly 80 different groups, inviting 2,000+ people to join in achieving Downtown San Jose's potential as a regional asset. As the work plan is implemented, specific outreach efforts will be tailored to individual elements of the work plan.

COORDINATION

In addition to Redevelopment Agency and OED, this memo has been coordinated with the Office of Cultural Affairs, Department of Transportation, Planning, and the City Attorney's Office.

POLICY ALIGNMENT

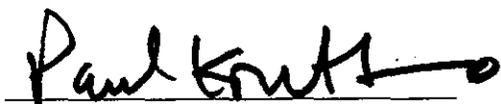
This action furthers the implementation of the Downtown 2000 Plan and the Economic Development Strategy (Initiative #4: Evolve and Position Downtown as a Unique Creative and Cultural Center of Silicon Valley).

COST SUMMARY/IMPLICATIONS

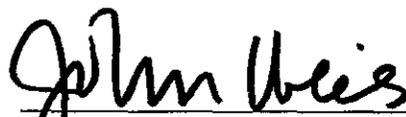
The work plan indicates the sources of funding for each "Small Wonders" item. Several items were funded previously in the FY 2006-07 or FY 2007-08 City budgets; many other items are included as part of the proposed FY 2007-08 Redevelopment Agency budget.

CEQA

Not a Project.



PAUL KRUTKO
Director Office of Economic Development



JOHN WEIS
Deputy Executive Director
Redevelopment Agency

For questions please contact KIM WALES, ASSISTANT DIRECTOR, OED, 535-8177.

“Small Wonders” Workplan

A Citywide Plan to Accelerate Progress Toward Downtown San Jose as “Silicon Valley’s City Center”

Project	Team (Lead/Others)	Status/Next Steps	Budget/Funding Source	Policy/Ordinance Change Req'd?
ARTS AND ENTERTAINMENT	<i>Festivals and events *Engaging street life * Street-level public art * Venue upgrades * SOFA galleries</i>			
1. Create Downtown Public Art Focus Plan ; implement 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)	Prepare implementation ordinance and resolutions for Council and RDA board approval in September. New Masterplan creates pool funding for higher-impact art Downtown. Complete Downtown Public Art Focus Plan by November 2007. Downtown Focus Plan will identify locations and types of public art, including destination-quality, changing, and street-level art.	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. Cultural Venue Upgrades	RDA (Bill Ekern)	Improvements to the Tech Museum, Civic Auditorium, Center for Performing Arts, Children's Discovery Museum, California Theater, Montgomery Theater, HP Pavilion	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 facilities for MACLA and SJ Stage in conjunction w/high rise housing	RDA/OCA, OED Kip Harkness/John Weis, Ruth Shikada, Tim Bell, Kim Walesh, Lawrence Thoo	In negotiations with developer.		
4. Activate vacant or underutilized commercial spaces for arts and culture activities	RDA/OCA, OED (Hope Shapiro/Bill Ekern, Kim Walesh, Barbara Goldstein)	RDA supports Phantom Gallery project led by Two Fish Design (with Downtown Association). Are in exploratory phase with Montalvo Art Center regarding potential Downtown location for pilot teen program.	Proposed 07-08 RDA budget supports Phantom Galleries Project: \$36,500	

5. Changing Artworks in Transit Mail on 1 st /2 nd Street Light Rail	OCA/CAO, RDA (Barbara Goldstein/Barbara Jordan) Partners: VTA, Downtown Association	Eight art installations will roll out along the light rail line from Fall 2007 through Winter 2008 for the "Whose on First, What's on Second" project. They will include sound, video, light, interactive, and participatory art projects. Will need to modify 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. Rotunda Lighting Program	OCA/GSA (Mary Rubin/ Barbara Goldstein, Connie Bowles, Matt Morley)	Second Rotunda artistic lighting project, an interactive installation by Camille Utterback, will launch September 28 for 10 days. Third installation planned in conjunction with June 2008 ZeroOne San Jose Festival. OCA is developing long-term plan for Rotunda lighting, with specialist consultant support.	\$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 ZeroOne 2008, including a third Rotunda lighting at the June 2008 festival.	
7. Evolve " Downtown for the Holidays " to include more arts-related retail and programming.	RDA/OCA (Hope Shapiro/Kim Walesh, Tricia Kirkhoff)	Finalize agreement with Giant Creative Services to add International Holiday Marketplace (holiday foods, crafts, and gifts from around the world) on the Paseo de San Antonio. Finalize plans to locate most carnival rides on Park Avenue.	\$100,000 proposed in RDA 07-08 budget to support transition to International Holiday Marketplace.	
SHOPPING AND DINING	<i>Outdoor cafes and restaurants * Street vendors * Outdoor markets* Unique boutiques * Advertising</i>			
8. Encourage street vendors, kiosks, and outdoor markets Downtown.	RDA/OED, PBCE, PD, CAO, DoT, OCA (Kim Walesh/Bill Ekern, Rachel Peled, Christine Velazquez, Hope Shapiro, Edith Ramirez, Carol Hamilton, Irene Ray, Tony Ciaburro, Angelique Needrow)	Adopt goal of increasing street vendors from 3 to 10, and broadening the mix of food service and retail. Revise ordinance and process to clarify approval process and improve customer interaction. Designate clear staff lead. Change ordinances to allow vendors during regular retail hours. Develop program to proactively cultivate private vendors in public areas. Publish targeted Downtown vendor locations, and change ordinance to allow clustering of vendors together. Develop permit and licensing process to allow for Pedicab service Downtown.	Proposed 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 sidewalk café permits on public property.	PBCE/CAO, OED, PD, (Kim Walesh/Jeanne Hamilton, Renee Gurza, Dave Hober, John Vanek, Bill Ekern, Rachel Peled)	Revise regulatory framework governing sidewalk cafes. Currently, restaurants must maintain "full" food service during all hours in order to have sidewalk café. Currently there is no mechanism to allow permits if the user has entertainment uses (Pilot Program expired in October, 2006).	Some continued subsidy of sidewalk café permit fee through proposed 07-08 RDA budget. RDA funding available to assist purchase of quality street café furniture as needed.	Yes

		Speed City process for approving sidewalk café permits. Currently Agency is assisting in facilitating the process.		
PUBLIC REALM	<i>Pedestrian-friendly * Narrower streets, wider sidewalks * World-class urban walking space, open space, streetscapes, landscape * Strong sense of arrival and destination</i>			
10. Revise Sign Ordinance 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)	Determine what goals can be met with amendments to current ordinance. Undertake review of Sign Ordinance to affirm or change fundamental direction. Process will take 18+ months and includes significant community engagement about what is desired. Educate downtown business community and property owners about what current code allows.	\$150,000 in FY 07-08 City budget to fund a) community engagement, b) sign design expertise, and c) legal capacity to address 1 st Amendment and other issues	Yes
11. Change Newsrack Ordinance in order to aggregate newsracks and improve appearance.	RDA/CAO (Edith Ramirez, Steve Parker)	Present revised ordinance for review and consideration. Prepare and release of RFP for private management of newsracks. RDA staff has already designed attractive newsracks. 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
12. Install new Directional Signage Downtown	RDA/DoT (Abi Maghamfar/ Bob Ruff, Steve Parker, Walter Rask, Paul Asper, Bill Ekern, Jim Helmer)	Downtown signage has been designed and approved. Needs implementation. Related project: Influence new, more accurate freeway off-ramp signage by CalTrans.	Requesting \$2.8 million in proposed 07-08 RDA budget to manufacture and install signage.	
13. Reconceptualize Circle of Palms 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.	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.	
14. SoFA District Demonstration Project	RDA with 1 st 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	Design work jointly funded by 1stACT (\$125,000) and RDA (\$125,000 from proposed 07-08 budget).	

		dining). Design underway by Ken Kay Associates. Project includes Small Wonder Public Realm handbook for Downtown. Conceptual Design finalized in August. Design/documentation and handbook to be completed by end of 2007.	Construction costs to build the SoFA Demonstration project and funding sources are to be determined. Costs for Gore Park are included in proposed RDA 07-08 budget.	
15. Redo San Carlos Streetscape 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.	Proposing \$1.5M in 07-08 RDA Capital budget. Explore VTA/MTC grant funding.	
16. Continue installation of pedestrian-friendly lighting along Transit Mall, Market, San Fernando	RDA/DPW (Bill Ekern/Greg Jobe)	Project is in design. There is opportunity to consider extension of pedestrian-friendly lighting down San Fernando along SJSU (5 th Street through 9 th Street).	\$1 million identified in proposed RDA 07-08 budget	
17. Re-design Rep Plaza as a more activated gathering/performance space	RDA with 1 st ACT (Bill Ekern)	Through 1 st ACT, private-sector may fund concept drawing. Downtown Public Art Focus plan will contribute design ideas.	Jointly fund design and capital investment by RDA and 1 st ACT/Private contributions. Some costs for rework anticipated to be borne by Phase II of CIM high-rise project.	
18. Change Banner Program to allow for non-event related banners Downtown	RDA/OCA, CAO (Hope Shapiro/Tammy Turnipseed, Barbara Jordan)	Determine what resources are needed to allow for non-event-related banners (e.g. District promotional banners) to be installed in between events. Amend "Temporary Banner Program" and any related policies to allow for this change.	\$12,000 in proposed 07-08 RDA budget set aside for production and one installation of Historic District and SoFA District promotional banners in between events.	Yes
WORK ENVIRONMENT	<i>Wireless downtown * Outdoor meeting places * Live/work buildings * Entrepreneurial community</i>			
19. Launch a Downtown Entrepreneurs Network for start-ups and creativity-based companies	RDA (Angela Kelly)	Kick-off planned for Fall 2007. Two events per year, to pilot the networking.	\$10,000 set aside in proposed 07-08 RDA budget to produce and market each event.	
20. Sustain Building Use Intensification Program 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 pedestrian experience near Adobe.	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.	DOT can fund the nominal cost of creating the on-street parking from 07-08 budget.	Yes

		**Park Center Redevelopment Plan (adopted 25-30 years ago) would need to be amended to remove the on-street parking prohibition.		
URBAN LIVING	<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 comprehensive portal for Downtown 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 under development.	Funded by San Jose RDA for \$100,000 (06/07 budget)	

Downtown San Jose: "One Voice" Roles & Responsibilities

