



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Vilcia Rodriguez

SUBJECT: SEE BELOW

DATE: September 25, 2008

Approved

Date

9/25/08

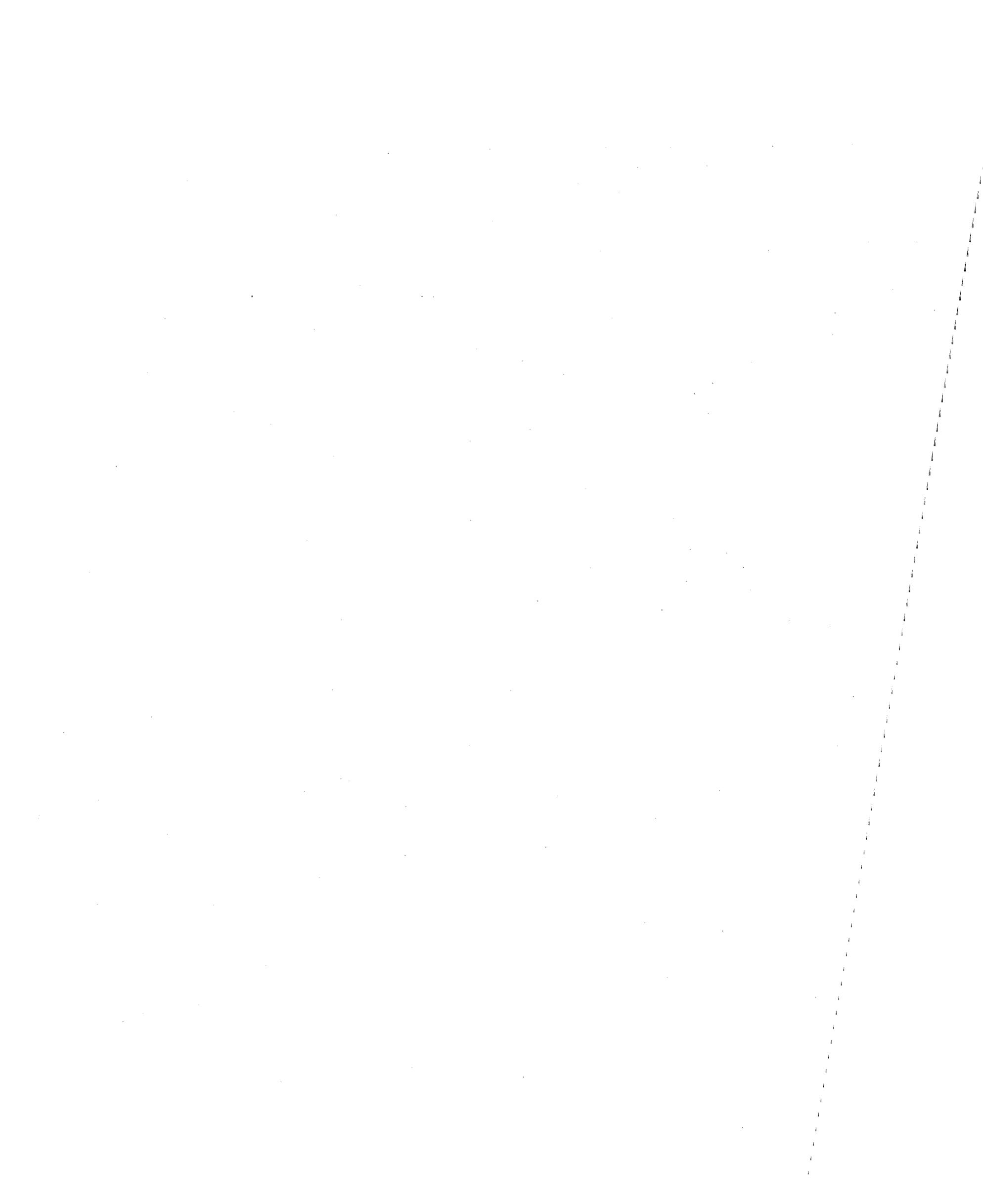
**SUBJECT: 1ST ACT SMALL WONDERS WORKPLAN/YEAR 2 – IMPROVING
DOWNTOWN [Community & Economic Development Committee – Item
(4b)]**

On September 22, 2008, staff presented the report on 1st Act Small Wonders Workplan/Year 2 – Improving Downtown to the Community and Economic Development Committee.

Upon motion by Councilmember Sam Liccardo, and seconded by Councilmember Pete Constant, the Community and Economic Development Committee accepted the report and requested the report to be cross-referenced to the October 7 Council agenda for full Council consideration. Attached is the report that was presented to the Community and Economic Development Committee.

VILCIA RODRIGUEZ
Senior Executive Analyst

Attachment





Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Paul Krutko
John Weis

SUBJECT: 1st ACT Small Wonders Workplan/Year 2
Improving Downtown

DATE: September 5, 2008

Approved

Date

9-11-08

RECOMMENDATION

Approval of a Year 2 Workplan for the Redevelopment Agency and City Departments to advance the "small wonders" component of the Downtown Vision promoted by 1st ACT.

OUTCOME

The desired outcome of the Committee meeting is review and approval of the Workplan, which will be brought forward to Council for approval. Implementation of this Workplan will result in a more vibrant and interesting Downtown, through Agenda, City, 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. Building on extensive planning documents produced by the RDA and the City, 1st ACT released a compelling vision depicting Downtown San Jose as "Silicon Valley's City Center." 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 places, attractive gathering spaces, and lively street life "fill in" between the big deals that keep people returning to Downtown as a special place.

In his adopted June 2007 budget message, the Mayor stated that:

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.

This work plan identifies progress made in implementing the 07-08 Small Wonders work plan, and identifies priorities for 08-09.

ANALYSIS

The attached Workplan identifies 25 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 were initiated as "Small Wonders" last year; there are several new additions. The Workplan highlights Year 1 Progress, the Year 2 Plan, and the funding source for each project. The Workplan also identifies key community partners.

Achieving Downtown's potential will require the involvement not just of the Redevelopment Agency, but of the City Attorney's Office and many City Departments including Police, Fire, Transportation, Public Works, Cultural Affairs, 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.

EVALUATION AND FOLLOW-UP

Progress on implementation of the Small Wonders Workplan will be communicated to the Community and Economic Development Committee every six months.

PUBLIC OUTREACH/INTEREST

1st ACT 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 (e.g., sign code revisions).

COORDINATION

In addition to RDA and OED, this Memo has been coordinated with the Office of mCultural Affairs, Department of Transportation, Planning, and the IT Department.

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).

CEDC COMMITTEE

September 5, 2008

Subject: 1st ACT Small Wonders Workplan/Year 2

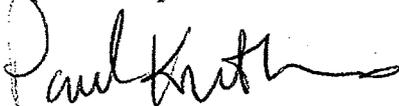
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COST SUMMARY/IMPLICATIONS

The work plan indicates the sources of funding for each small wonders item.

CEQA

CEQA: Exempt



PAUL KRUTKO

Chief Development Officer



JOHN WEIS

Assistant Executive Director

For questions please contact Kim Walesh, Chief Strategist, at 408-535-8177.

"Small Wonders" Workplan: Year 2

A Partnership of the City of San Jose/RDA and 1stACT Silicon Valley to Accelerate Progress in Downtown San Jose as "Silicon Valley's City Center"

Small Wonders Project	Team (Lead/Others)	Year 1 Progress (since August 2007)/ Year 2 Plan (August 2008-2009)	08-09 Funding Source
ARTS AND ENTERTAINMENT			
1. Adopt Downtown Public Art Plan.	OCA/RDA, CAO, OED (Barbara Goldstein/Jennifer Easton, Barbara Jordan, Tom Murtha, John Weis, Bill Ekern, Dennis Korabiak, Bob Ruff, Kim Walesh)	<p><u>Year 1 Progress:</u> Council adopted citywide Public Art Masterplan implementation ordinance in June, 2008. Downtown Public Art Plan adopted by Arts Commission June, 2008.I</p> <p><u>Year 2 Plan:</u> Downtown Public Art Plan presented to Council for approval on September 9, 2008.</p>	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.
2. Implement Downtown Public Art Plan, including changing and iconic artwork.	OCA RDA, OED, CAO (Barbara Goldstein/Jennifer Easton, Barbara Jordan, Tom Murtha) Partners: 1stACT, SJSU, Montalvo, VTA, Downtown Association	<p><u>Year 1 Progress:</u> Installed "Whose on 1st/What's on 2nd" changing artworks on Transit Mall. Developed ideas competition for potential "Climate Clock" artwork; selected three teams for residencies at Montalvo. Launched "City Windows" gallery and Speed City exhibit at City Hall. Planned artwork on exterior of The 88.</p> <p><u>Year 2 Workplan:</u> Climate Clock design residency begins at CADRE/SJSU with RDA and City involvement; develop guidelines and initiate changing artworks program in SoFA; initiate SoFA gateway project. Initiate major mural project on Santa Clara Street building. Initiate temporary artworks plan for 01SJ 2010 biennial.</p>	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.
3. Upgrade Cultural Venues	RDA (Bill Ekern, Dean Munro, Tom Murtha)	<p><u>Year 1 Progress:</u> Began design for boiler replacement in Civic Auditorium, installed new sound system in Montgomery Theatre, architect ESL retained for Civic Auditorium improvements, and HP Pavilion upgrades completed.</p> <p><u>Year 2 Plan:</u> Begin design of projects for the Civic Auditorium and start construction second half of year. Begin design of projects for CPA. Complete design of Children's Discovery Museum improvements. Continue planning for eventual Tech Museum expansion into Parkside Hall.</p>	\$13 million allocated by RDA for Civic Center improvements, \$1.5 allocated for CPA

4. Address facilities for Taiko, MACLA and SJ Stage.	RDA/OCA, OED Ruth Shikada/John Weis, Tim Bell, Tom Murtha, Kim Walesh, Lawrence Thoo	<p><u>Year 1 Progress:</u> Negotiations with Developer for 1st and William properties were not successful. Staff recommendation is to hold the properties for 3-5 years. Completed assessment of demand for new arts facility serving multiple small/mid-sized performing arts organizations (Webb).</p> <p><u>Year 2 Plan:</u> Continue organizational/fiscal analysis work with San Jose Taiko; MACLA and San Jose Stage. Make investments to infrastructure upgrades to MACLA and San Jose Stage.</p>	Unclear until state budget issues resolved
5. Activate vacant or underutilized spaces for arts and culture activities.	RDA/OCA, OED (Hope Shapiro/Bill Ekern, Dean Munro, Kim Walesh, Barbara Goldstein, Evet Loewen, Jennifer Pousho)	<p><u>Year 1 Progress:</u> RDA supported Phantom Galleries project led by Two Fish Design (with Downtown Association).</p> <p><u>Year 2 Plan:</u> RDA Lease subsidy of Works Gallery in SoFA will discontinue at end of calendar year. Continue to support Phantom Galleries.</p>	08-09 RDA budget supports Phantom Galleries Project: \$32,500
6. Sustain and scale ZERO1 "art on the edge" strategic initiative	<p>OED/OCA, RDA (Kim Walesh/Paul Krutko, Dean Munro, Barbara Goldstein, Kerry Adams-Hapner, Tammy Turnipseed, Barbara Jordan)</p> <p>Partners: 1stACT</p>	<p><u>Year 1 Progress:</u> Held successful 01SJ Festival June 4-8 to critical and popular acclaim.</p> <p><u>Year 2 Workplan:</u> Host second SubZero Streetfair in SoFA June 2009. Develop program plan for September 2010 biennial. Encourage other 'art and technology programming' between biennials.</p>	<p>Goal is repeat of \$250,000 "visionary level" San Jose sponsorship over two years to incent private and philanthropic support. RDA 08-09 budget includes \$62,500. City will be asked to match.</p> <p>1stACT will continue to support ZERO1..</p>
7. Plan and implement City Hall/Rotunda Lighting Program	OCA/GSA (Mary Rubin/ Barbara Goldstein, Connie Bowles, Matt Morley, Jennifer Pousho, Barbara Jordan)	<p><u>Year 1 Progress:</u> Developed long-term strategic plan for Rotunda lighting program and infrastructure. Second Rotunda artistic lighting project, an interactive installation by Camille Utterback, launched September 28 for 10 days. Third Rotunda projection, by Australian artist Craig Walsh, launch June 4-8 2008 in conjunction with 01SJ Festival.</p> <p><u>Year 2:</u> Initiate and mockup pilot projects for architectural lighting. Plan for fourth major artistic lighting for 2010 01SJ Biennial.</p>	'08-09 City Appropriation: \$100,000
SHOPPING AND DINING			
8. Implement new Downtown Street Vendor Program	RDA/OED, PD, CAO, OCA (Emily Wilcox, Leslie Parks, Kim Walesh, Tammy Turnipseed, Tony	<p><u>Year 1 Progress:</u> Council adopted staff recommendation for improved Downtown Street Vendor Program—including significant permit process improvements, ordinance revisions, and regulations.</p> <p><u>Year 2 Plan:</u> Ordinance being developed.</p>	<p>Agency "Project Expeditor" available to assist businesses through the permit process.</p> <p>SoFA Demonstration Project will</p>

	Ciaburro, Angelique Nedrow, Sandra Lee)		encourage street vendors in SoFA.
9. Encourage more sidewalk cafés in public realm.	Partners: 1stACT PBCE/CAO, OED, PD, RDA (Kim Walesh/Jeanne Hamilton, Dave Hober, Bill Ekern, Emily Wilcox, Renee Gurza)	<u>Year 1 Progress:</u> Council adopted ordinance changes in April 2008 to encourage restaurants, cafes, and retail establishment to offer sidewalk service until midnight, and provide stricter revocation provisions. Since the ordinance change, 4 new sidewalk cafes were assisted (Café Trieste, Popeye's Chicken and Biscuits, Swirlz & Penguin FroYo) and several more have already submitted permits to Planning or will be doing so in the near future.	Some continued subsidy of sidewalk café permit fee through 08-09 RDA budget. Agency "Project Expeditor" available to assist businesses through the permit process. 1 st ACT "Matching Investment Fund" available for quality street café furniture in SoFA District.
10. Attract commercial tenants to available spaces in SoFA.	RDA (Leslie Parks, Christine Velasquez) Partners: 1stACT, SoFA Committee	<u>Year 1 Progress:</u> Goal set to attract 2 new tenants to SOFA by June 09. <u>Year 2 Plan:</u> 1 st ACT and SoFA Committee to reach out to existing landlords and potential tenants to encourage interest in locating in SoFA. Agency Retail staff available to provide guidance and expertise.	Staff/volunteer time
PUBLIC REALM			
11. Revise Sign Code Ordinance Downtown to encourage advertising, corporate signage, digital signs, and media art	CAO-PBCE/OED, RDA (Joe Horwedel/ Renee Gurza, Carol Hamilton, Laurel Prevetti, Kim Walesh, Barbara Goldstein, Bill Ekern)	<u>Year 1 Progress:</u> The RFP process resulted in the selection of PMC and Stantec as consultants for the Sign Code Ordinance Update. PMC will take the lead on the public outreach process and development of signage alternatives; Stantec will provide design expertise and graphics. Staff expects to complete contract negotiations in September, 2008. <u>Year 2 Plan:</u> Public will begin in late October, 2008 and be complete in March, 2009. Following the public outreach, staff will prepare a Draft Sign Code Ordinance and CEQA documentation for consideration by the City Council in June, 2009. <u>Note:</u> Public outreach will test Side Code change ideas related to other Small Wonders priorities—including Newsracks (#12), Rotunda Lighting Program (#7), temporary placement of art on sidewalks (#2) and media art (#2, #6).	\$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
12. Change Newsrack Ordinance in order to aggregate newsracks and improve appearance.	RDA/CAO, Planning, DoT, PW (Edith Ramirez, Steve Parker,	<u>Year 1 Progress:</u> Historical and comparative data has been collected from other cities on design and regulation issues. Initial outreach with stakeholders has occurred.	No budget implications, currently the publishers plan to fund the effort

	Patty Deignan, Jim Ortbal)	<u>Year 2 Plan:</u> Implement installation of a pilot program for newsracks, subject to final agreements with publishers.	
13. Execute SoFA Activation Project , including physical improvements, programming/activation plan, and retail strategy.	RDA/DoT, PW, OCA, CAO (Bill Ekern/Edith Ramirez, Hope Shapiro, Primo De Guzman, Manuel Pineda, Barbara Goldstein, Jennifer Easton, Barbara Jordan) Partners: 1stACT, SJDA, SoFA Stakeholders	<u>Year 1 Progress:</u> Designed 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). Completed construction documents. Public Realm Activation handbook for Downtown has been prepared. 1stACT and SoFAC worked with SoFA stakeholders to develop programming and activation plan for SoFA. <u>Year 2 Plan:</u> Bid, award, and complete construction of Demonstration Project in block between San Salvador and San Carlos. Gore Park improvements estimated to be completed by summer 2009. Implement Year 1 of SoFA programming/activation plan. Initiate gateway project.	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. Costs for Gore Park are included in RDA 07-08 budget. 1stACT "Matching Investment Fund" available for activation projects. Funds to be matched by SoFA owners/retailers. Programming and activation funding to be determined from private and public sources.
14. Install new Directional Signage Downtown	RDA/DoT Bill Ekern/Abi Maghamfar, Bob Ruff, Steve Parker, Walter Rask, Paul Asper Jim Helmer, Renee Gurza, Tom Murtha)	<u>Year 1 Progress:</u> Downtown signage has been designed and approved. Next step: Complete design package for bidding. <u>Year 2 Plan:</u> Begin installation of signage.	\$200,000 is in 07-08 RDA budget. An additional \$2.8m is listed as "Future Unfunded Projects"
15. Redo San Carlos Streetscape for improved pedestrian experience.	RDA/DoT (Bill Ekern/Jim Helmer, Jim Helmer, Manuel Pineda, Angelique Nedrow, Tom Murtha)	<u>Year 1 Progress:</u> Conceptual design completed in June 2007. <u>Year 2 Plan:</u> Do next phase of design and begin engineering drawings. Consider integration with Convention Center.	\$200,000 in 08-09FY RDA Capital budget for funding of design. Explore VTA/MTC grant funding.
16. Continue installation of pedestrian-friendly lighting along Transit Mall, Market, San Fernando	RDA/DPW (Bill Ekern/Greg Jobe, Tom Murtha)	<u>Year 1 Progress:</u> Proceeded with design documents. Next step: Complete design documents and bid project. <u>Year 2 Plan:</u> Project will be under construction early 2009	\$1 million identified in adopted RDA 07-08 budget
17. Re-design Rep Plaza as a more activated gathering/performance space	RDA with 1 st ACT (Bill Ekern, Tom Murtha)	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 st ACT/private contributions. Some

			costs for rework anticipated to be born by Phase II of CIM high-rise project.
18. Reconceptualize Circle of Palms for more continuous activation, including outdoor cafes, vendors, events, ice rink, art	RDA (Bill Ekern, Steve Parker, Walter Rask, Tom Murtha)	<p><u>Year 1 Progress:</u> New plaza lighting in palm trees has been installed.</p> <p><u>Year 2 Plan:</u> Agency Staff to prepare concepts for approval by Executive Director. Impacts on Ice Rink to be evaluated. Consider using as expanded space for SJMA exhibits. Consider as vendor location. Next step: Hire design consultant</p> <p>Consultants for the plaza and ice rink will complete design concepts. Second phase of plaza lighting will occur early 2009.</p>	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.
19. Develop a Festival Site in the Downtown.	RDA/OCA, PRNS (Bill Ekern/Tammy Turnipseed, Albert Balagso, Tom Murtha)	<p><u>Year 1 Progress:</u> Office of Cheryl Barton, Landscape Architects, hired to develop concept plans evaluation two potential sites Downtown.</p> <p><u>Year 2 Plan:</u> Complete concept design and select a preferred site to proceed with the design process.</p>	Concept design funded in 07/08 Agency budget. Construction funds are on Agency's unfunded list.
20. Change Retail Area Identification Banner Program to allow for non-event related banners Downtown	CMO/RDA/OCA, CAO (Ed Shikada/Irene Ray, Tammy Turnipseed, Hope Shapiro, Barbara Jordan, Renee Gurza)	<p><u>Year 1 Progress:</u> Staff developed Revised Program guidelines to enable distinctive identifying banners in different retail areas (SoFA, San Pedro, etc.)</p> <p><u>Year 2 Plan:</u> OCA submitting Revised Program Guidelines to CEDC on September 22.</p>	Agency funding in 08-09 budget may be available for production/installation street banners in Historic District, SoFA and/or San Pedro Square Districts.
WORK ENVIRONMENT			
21. Revitalize and promote free outdoor Downtown Wireless Network.	IT/RDA, OED (Vijay Sammeta, Leslie Parks, Kim Walesh, Brian Doyle) Partner: SJDA	<p><u>Year 1 Progress:</u> City IT Department assumed ownership of wireless network from Metro Fi in August, 2008.</p> <p><u>Year 2 Plan:</u> Re-launch free Downtown WiFi network as significant amenity. linked to www.sidowntown.com portal.</p>	Acquisition and operations expense covered by Parking Guidance system, which uses this infrastructure.
22. Sustain Building Use Intensification Program to address systemic obstacles to re-using old buildings (e.g., SoFA Lounge)	RDA/PBCE (Angela Kelly, Building Official)	Note: This program was suspended, as funding has been reallocated.	
23. Improve pedestrian experience near Adobe.	DOT/RDA, OED (Manuel Pineda/Bill Ekern, Abi Maghamfar, Kim Walesh)	<p>Adobe is interested in improving the pedestrian experience near their building, including 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.</p> <p>**Park Center Redevelopment Plan (expires 12/31/11) would need to be amended to remove the on-street parking prohibition.</p>	

URBAN LIVING			
<p>24. Transform SJDA website into comprehensive portal for Downtown messaging and information</p>	<p>RDA/ Downtown Assn, OED (Tiffany Chew/Hope Shapiro, Steven Brewster, Kim Walesh, Tom Murtha)</p> <p>Partner: SJDA</p>	<p><u>Year 1 Progress:</u> Portal successfully launched in May 2008 www.sjdowntown.com</p> <p><u>Year 2 Plan:</u> Improve the business directory, Downtown Living campaign and calendar. Link to free Downtown WiFi Network. Drive more users to the site.</p>	<p>Funded by San Jose RDA for \$100,000 (06/07 budget)</p> <p>SJDA funds ongoing maintenance</p>
<p>25. Downtown Bicycle Demonstration Program</p>	<p>DOT/PRNS, OED, RDA, Planning, OCA</p> <p>(Hans Larsen, Manuel Pineda, John Brazil, Yves Zutty, Kim Walesh, Bill Ekern, Dhez Woodworth, Tammy Turnipseed, Michael Brilliot, Angeliqne Nedrow)</p>	<p><u>Year 2 Plan:</u> Explore Downtown Bicycle Demonstration Program that could include segregated bike lanes, more bike parking, a "special event" bike valet program, public bike fleet, and community bike ride.</p>	<p>TBD</p>

