



COUNCIL AGENDA: 10-19-10
ITEM: 2.13

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Lee Price, MMC
City Clerk

SUBJECT: SEE BELOW

DATE: 10-05-10

SUBJECT: 1stACT SMALL WONDERS WORKPLAN, YEAR 4 IMPROVING
DOWNTOWN

RECOMMENDATION

As referred by the Community and Economic Development Committee on September 27, 2010 and outlined in the attached report previously submitted to the Community and Economic Development Committee, approve a Year 4 Workplan for the City and Redevelopment Agency to advance the "Small Wonders" component of the Downtown Vision promoted by 1stACT



Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Kim Welsh
Bill Ekern

SUBJECT: 1stACT Small Wonders Workplan/Year 4
Improving Downtown

DATE: September 13, 2010

Approved

Date

9/14/10

RECOMMENDATION

Approval of a Year 4 workplan for the City and Redevelopment Agency to advance the "small wonders" component of the Downtown Vision promoted by 1stACT.

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 City, Agency, and philanthropic collaboration and investment of staff and financial resources.

BACKGROUND

1stACT 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 City and Redevelopment Agency, 1stACT promoted 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 that "fill in" between the big deals and keep people returning to Downtown as a special place.

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

1stACT 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 SJRA 2007-2008 budget.

The first three years of the 1stACT Small Wonders workplan has been a success. Staff will highlight the outcomes of successful collaboration at the Committee meeting. The attached work plan identifies priorities for FY2010-2011.

ANALYSIS

For each project the workplan identifies 10 projects that have been prioritized to improve the sidewalk-level environment and public realm Downtown. This attached workplan focuses on public/private partnerships and City operational issues that aim to streamline processes within the context of public budget constraints.

The attached workplan highlights the Year 4 next steps and the funding source. 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, coordinated by the City Manager's Office. 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

It is recommended that the Community and Economic Development Committee continue to be updated bi-annually on the Small Wonders workplan.

PUBLIC OUTREACH/INTEREST

1stACT 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 Year 4 work plan is implemented, specific outreach efforts will be tailored to individual elements of the work plan.

COORDINATION

In addition to SJRA and OED, this Memo has been coordinated with the Office of Cultural 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 13, 2010

Subject: 1st ACT Small Wonders Workplan/Year 4

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COST SUMMARY/IMPLICATIONS

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

CEQA

CEQA: Exempt



KIM WALES
Chief Strategist



BILL EKERN
Director of Project Management

For questions please contact Lee Wilcox, Downtown Coordinator, at 408-535-8172.

DRAFT City of San Jose/1stACT Workplan: Year 4 UPDATE

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"

Project	Team (Lead/Others)	Description and Next Steps	10-11 Funding Source
Activation	OED/RDA/DOT/PW/OCA A (Lee Wilcox, Bill Ekern, Manuel Pineda, Barbara Goldstein) Partners: 1stACT, SJDA, SoFA Stakeholders	Continue the SoFA Demonstration project: <ul style="list-style-type: none"> • Determine additional extension solution • Support street activation by SoFA stakeholders; seed-fund new efforts • Complete mural in SoFA 280 parking lot • Prepare for transformation of Gore Park/Parque de Los Pobladores • Focus on retail recruitment 	1stACT has awarded \$100k in activation funding. Establish public/private partnership for park.
Music Strategy	OED/OCA/RDA (Lee Wilcox, Kim Walesh, Kerry Adams-Hapner, Abi Maghamfar) Partners: 1stACT, SJSU, SJDA, SJREA	A vibrant live music scene in downtown San Jose that offers a wide range of live music experiences year round, drawing a diverse mix of people to the city center and supporting musicians of all ages and proficiencies. Strategy will include: <ol style="list-style-type: none"> 1. Empower Musicians 2. Leverage Local Technology 3. Breakdown Barriers/Remove Red Tape 4. Strengthen Capacity of Local Stakeholders 5. Leverage Current and Future Venues 6. Build Upon Our Strength in Festival Programming 	1stACT currently exploring grant and other funding opportunities. Public/private partnership
SV Campaign	1stACT, OCA	Region-wide marketing campaign for SV arts and culture. <ul style="list-style-type: none"> • Support organizations in implementing the campaign 	1stACT; \$50k from OCA
Center for the Arts	OED/OCA/Planning/Parks & Rec (Kerry Adams-Hapner, Kim Walesh, Bill Ekern) Partners: 1stACT, RDA, Deloitte	Facility for co-location of arts organizations and back office functions. Potential site has been identified <ul style="list-style-type: none"> • Assist with site location opportunities in Martha Gardens • Assist with potential site due diligence • Explore site-specific development possibility • Assist with zoning, permitting and regulatory concerns • Assist with potential funding strategy 	RDA: in-kind due diligence Deloitte: in-kind viability analysis 1stACT
Pease River Park	OED/OCA/Parks and Rec/RDA (Kim Walesh, Kerry Adams-Hapner, Emily Wilcox, Matt Cano)	Vision for GRPG as San Jose's Central Park: <ul style="list-style-type: none"> • Develop operating and funding model for Conservancy • Secure public buy-in of 20-year vision • Begin developing plans for Discovery Meadow 	1stACT; grant funding for Conservancy

	Partners: 1stACT, GRPC		
tion Art	OED/OCA/ (Kerry Adams-Hapner, Barbara Goldstein) Partners: ZER01/1stACT	Support efforts to bring large-scale destination art to downtown San Jose. <ul style="list-style-type: none"> • Support collaboration between ZER01 and Public Art Program • Revise sign ordinance to allow for large-scale digital art on downtown buildings • Identify major pieces and co-create collateral/story for fundraising 	1stACT to identify/connect 2 private partners to match City's investment
nt to Plaza	OED/DOT/RDA (Lee Wilcox, Manuel Pineda, Abi Maghamfar) Partners: 1stACT, SJDA	Evaluate viability of closing First Street between William and Reed and creating a plaza for 365 days. In addition, explore other opportunities in the downtown.	Not yet identified. Public/private partnership
za	OED/RDA/Planning Partners: 1stACT, SJREP	Explore possible redesign of plaza in front of San Jose Rep as public gathering space and outdoor performance space	Public/private partnership
wn Lighting	OED/DOT/PD/RDA (Lee Wilcox, Manuel Pineda, Jeffrey Marozick, Abi Maghamfar) Partners: SJDA, 1stACT	Explore possibility of transferring tree-trimming maintenance from the Department of Transportation to Groundwerx and a possible new investment to light trees in the downtown 365 days a year.	Public/private partnership
own Districts Special	OED/PD/OCA/DOT (Lee Wilcox, Alex Nyugen, Tammy Turnipseed, Laura Wells) Partners: 1stACT, SJDA	The City had success with the 2010 summer event season and implemented some cost-savings measures for event producers. Scope of this project will build on that success and include an assessment of downtown event costs, possible streamlining application and event operations and implementation of further cost-saving measures for downtown special events.	Existing city resources.