



Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Paul Krutko

SUBJECT: SMALL WONDERS UPDATE

DATE: April 8, 2009

Approved

Date

4/14/09

Attached please find the updated "Small Wonders Workplan." The updates indicate progress for each of the 25 projects since September 2008 when Council approved the Year 2 Workplan. Highlights of the update include:

- Downtown Street Vendor Program
- Sidewalk Cafés
- SoFA Activation Project

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"Small Wonders" Workplan: Year 2 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"

Small Wonders Project	Team (Lead/Others)	Progress Since September 2008, Next Steps	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)	<u>Year 2 Update:</u> Downtown Public Art Focus Plan was approved by Council on September 9, 2008. The Public Art Program has developed a Five-Year work plan that includes several projects described in the Downtown Public Art Focus Plan, including the San Jose Climate Clock, Diridon Station Expansion, and Circle of Palms.	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	<u>Year 2 Update:</u> Climate Clock webinars have been hosted with the three artist team-finalists. Design residencies will begin in FY 09-10 at Montalvo/SJSU with RDA and City involvement. OCA continues to work with the City Attorney and 1stACT Silicon Valley to develop guidelines and initiate changing artworks program in SoFA. Projects will be initiated in FY '09-10 in time for installation for 01SJ in September 2010. Three murals are being commissioned in SoFA with OCA technical involvement.	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)	<u>Year 2 Update:</u> Bid and awarded sound system upgrade. Will complete design and bid Phase I improvements, which address seating and accessibility primarily. Will complete schematic design of new CPA marquee. Project to bid in the following FY. Completed schematic design of Children's Discovery Museum improvements for Phase I, consisting of HVAC upgrades, ceiling modifications in atrium, relocation of ticketing gate. Provided funding to assist Museum of Art begin new strategic plan.	\$13 million allocated by RDA for Civic Center improvements, \$1.5 allocated for CPA
4. Address facilities for Taiko,	RDA/OCA, OED Ruth	<u>Year 2 Update:</u> Regarding 490 South First Street (San Jose Stage), facility upgrades to the electrical system, the roof, and new doors should be completed	Currently budgeted in the RDA Capital Budget.

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MACLA and SJ Stage.	Shikada/John Weis, Tim Bell, Tom Murtha, Kim Walesh, Lawrence Thoo	by late April 2009. HVAC improvements are anticipated to be completed by June. Regarding 500 South First Street (MACLA), a private developer is in the process of completing a feasibility analysis of the building for a potential adaptive reuse.	
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)	Year 2 Update: Conducted SoFA district assessment of opportunity properties that are underutilized or vacant. Established marketing profiles and estimated investments necessary to raise levels of marketability for each parcel. Developed specific strategies to achieve 2009 goal of recruiting at least 3 new key tenants into SoFA.	08-09 RDA budget supports Phantom Galleries Project: \$32,500
6. Sustain and scale ZERO1 "art on the edge" strategic initiative	OED/OCA, RDA (Kim Walesh/Paul Krutko, Dean Munro, Barbara Goldstein, Kerry Adams-Hapner, Tammy Turnipseed, Barbara Jordan) Partners: 1stACT	Year 2 Update: Will host second SubZero Streetfair in SoFA June 5, 2009. Developing program plan for September 2010 biennial. Encourage other 'art and technology programming' between biennials. ZERO1 organization relocating to Downtown San Jose.	Goal is repeat of \$250,000 "visionary level" San Jose sponsorship over two years to incent private and OCA each committed philanthropic support. 1stACT will continue to support ZERO1.
7. Plan and implement City Hall/Rotunda Lighting Program	OCA/GSA (Mary Rubin/ Barbara Goldstein, Connie Bowles, Matt Morley, Jennifer Pousho, Barbara Jordan)	Year 2 Update: Initiate and mockup pilot projects for architectural lighting. Plan for fourth major artistic lighting for 2010 01SJ Biennial.	'08-09 City Appropriation 3632: \$100,000
SHOPPING AND DINING			
8. Implement new Downtown Street Vendor Program	RDA/OED, PD, CAO, OCA (Emily Wilcox, Leslie Parks, Kim Walesh, Lee Wilcox, Tammy Turnipseed, Tony Ciaburro, Angelique Nedrow, Sandra Lee) Partners: 1stACT	Year 2 Update: Ordinance has been developed to respond to Council policy direction provided April 2008. City Council is scheduled to hear this item on April 14 th . If passed the Ordinance will posted for comment. Timeline will allow for street vendors to apply for Summer 2009.	Agency "Project Expeditor" available to assist businesses through the permit process. SoFA Demonstration Project will encourage street vendors in SoFA.
9. Encourage more sidewalk cafés in public realm.	PBCE/CAO, OED, PD, RDA (Kim Walesh/, Darryl Boyd, Lee Wilcox Eddie Garcia, Bill Ekern, Emily Wilcox, Renee Gurza)	Year 2 Update: Council adopted ordinance changes in April 2008 to encourage restaurants, cafes, and retail establishment to offer sidewalk service and provide stricter revocation provisions. Since the ordinance change 13 new Sidewalk Café Permits and another four are pending. The Redevelopment Agency is currently working with at least five other businesses to submit applications for sidewalk cafes to the Planning Department.	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 2 Update:</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 2 Update:</u> Public outreach for the Sign Code Update began on March 25 and 26, 2009 with three focus group meetings and two community meetings that focused on the issues that should be addressed in the Update. Focus group and community meetings scheduled for April will utilize visual preference materials to gain additional community input regarding specific signage types and issues. An additional round of meetings in May will seek input on alternative signage strategies. Staff anticipates bringing forward a recommended Sign Code Update strategy to the City Council in September of 2009.	\$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 (Leslie Parks, Steve Parker, Patty Deignan, Jim Ortbal)	<u>Year 2 Update:</u> 1 st ACT and City/RDA staff are working with the local newspaper vendors to pilot a solution in SoFA in year 2 that will integrate well with our street furniture investments.	No budget implications, currently the publishers plan to fund the effort
13. Execute SoFA Activation Project , including physical improvements, programming/activation plan, and retail strategy.	RDA/DoT, PW, OCA, CAO (Bill Ekern/Tim Bell, Hope Shapiro, Primo De Guzman, Manuel Pineda, Barbara Goldstein, Jennifer Easton, Barbara Jordan) Partners: 1stACT, SJDA, SoFA Stakeholders	<u>Year 2 Update:</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 Fall 2009. Implement Year 1 of SoFA programming/activation plan. 1stACT will begin process of developing funding and projects for future years. Projects include potential gateways, activation of spaces such as at the California Theatre, and increased street events.	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	RDA/DoT Bill Ekern/Abi	<u>Year 2 Update:</u> Begin installation of signage. Staff anticipates this project to	\$200,000 is in 07-08 RDA budget. An

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Downtown	Maghamfar, Bob Ruff, Steve Parker, Walter Rask, Paul Asper, Jim Helmer, Renee Gurza, Tom Murtha)	begin in FY 2009-10. Pedestrian orientation signage, as approved in the downtown signage master plan.	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 2 Update:</u> Design groups are engaged and proceeding with developing plans for the street between Market Street and San Jose State University. Improvements will focus on the south side of San Carlos Street. Design of improvements between Market Street and Almaden Boulevard will be coordinated with plans for the Convention Center expansion and support linkages between the Convention Center and the Civic Auditorium.	\$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 2 Update:</u> Project is on hold while staff evaluates viability of LED lighting systems for pedestrian lighting in the downtown.	\$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)	<u>Year 2 Update:</u> 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)	<u>Year 2 Update:</u> Funding for construction of a permanent ice rink is currently shown in the Agency's 2009-10 Capital Budget.	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)	<u>Year 2 Update:</u> Inquiries in late fall of 2008 requesting data as to what type of amenities are needed for the Festival Site; no other follow-up has been provided. Staff completed analysis of the Arena Green site, but acquisition costs and general site constraints make this an unlikely site for this project. No other sites are currently under review.	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)	<u>Year 2 Update:</u> Community outreach was completed in March 2009. Comments/feedback will be reviewed and guidelines finalized for City Council in May 2009.	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	IT/RDA, OED (Vijay	<u>Year 2 Update:</u> The City has entered into an agreement with a maintenance	Acquisition and operations expense

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Downtown Wireless Network.	Sammeta, Leslie Parks, Kim Walesh, Brian Doyle) Partner: SJDA	vendor for the system. Staff will be rebranding the service developing a splash page in conjunction with the SJDA to promote the Downtown.	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, Ed Tolentino)	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)	Year 2 Update: 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. **Park Center Redevelopment Plan (expires 12/31/11) would need to be amended to remove the on-street parking prohibition.	
URBAN LIVING			
24. Transform SJDA website into comprehensive portal for Downtown messaging and information	RDA/ Downtown Assn, OED (Tiffany Chew/Hope Shapiro, Steven Brewster, Kim Walesh, Tom Murtha) Partner: SJDA	Year 2 Update: Portal successfully launched in May 2008 www.sjdownatown.com Staff is currently working to improve the business directory, Downtown Living campaign and calendar. Link to free Downtown WiFi Network. Drive more users to the site.	Funded by San Jose RDA for \$100,000 (06/07 budget) SJDA funds ongoing maintenance
25. Downtown Bicycle Demonstration Program	DOT/PRNS, OED, RDA, Planning, OCA (Hans Larsen, Manuel Pineda, John Brazil, Yves Zutty, Kim Walesh, Bill Ekern, Dhez Woodworth, Tammy Turnipseed, Michael Brilliot, Angelique Nedrow)	Year 2 Update: Meetings were conducted in September and October 2008, and January 2009. One item presented was the goal to provide "Special Event" valet bike parking for specific events. Specific bike parking areas were promoted and coordinated in conjunction with the Event Promoters for the Amgen Tour of California and the San Jose Cycling Classic. Event Promoter support for this program is essential for a successful program and since both of these events were "bike" events, it was easy to integrate bike parking into the event footprint. The possibility of including valet bike parking at larger public events continues to be explored.	TBD