

Under CONSTRUCTION

Businesses and builders work to lessen impacts

Few surprises in shopping survey

In an effort to evaluate local shopping habits and to identify downtown attractions most favored by consumers, Q4 Research, in cooperation with the Downtown Association, conducted a telephone survey of 201 residents living within three miles of downtown.

The survey showed that:

- * Among all respondents, six items rated of equal importance when choosing a shopping area: price/sales, convenient location, selection of merchandise, pleasant atmosphere, distance from home and available parking.

- * Price (sales events/value for the dollar) and location (convenience) were named as primary considerations when making a major clothing purchase.

- * Respondents reported shopping most frequently at Valley Fair (54.2%) and Eastridge (37.8%) Malls and at various Mervyns (26.9%) locations.

- * 76% of all respondents were aware of special events occurring downtown, with 33.2% attending these events.

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Conducting business in a construction zone.

Downtown merchants have become experts on the subject. The rebuilding era has brought dozens of public and private construction projects to virtually every corner of downtown. And many more projects are on the drawing boards.

While construction is a fact of life downtown, the impacts can be minimized with proper planning and communication.

The key factor in mitigating construction hassles is dealing with the potential problems before they occur. The Redevelopment Agency now includes mitigation requirements in its project bid specifications.

"We learn from each construction job downtown and incorporate the lessons into the next project," said Bob Ruff, an Agency project manager. "We've found the best way to minimize construction impacts is to anticipate them."

Anticipation is evident in the current Fountain Alley project. Special signage was added that identifies all businesses open within the project area. Other mitigation efforts include: maintaining 24-hour customer access with portable barricades, providing a temporary location for outdoor cafe tables and preventing the operation of jackhammers at lunchtime.

These types of steps -- planned on a project-by-project basis *before* construction begins -- address the "little things" that are a big help for businesses struggling with the inconvenience of construction.

When the inevitable problems not planned for in the bid specs do



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The internationally acclaimed French-Canadian company, Cirque du Soleil, is still negotiating with city officials regarding a downtown San Jose engagement for the month of September. The circus would present 30 performances under a big top that seats 2500 people. About the only location capable of accommodating the "Circus of the Sun" is Block Three -- the Kimball Small Properties surface parking lot between Second, Third and San Fernando Streets. If the downtown venue works out well for the circus, they may add San Jose to their world tour circuit, returning every other year for the next 10.

* * *
Spring is in the air. A number of private projects are bustling with activity. On First Street, the former Hartfield's building at the corner of Post Street has sold to a local partnership. The new owners plan to remodel with ground floor retail and second floor office. Down the street, Barry Swenson has begun structural improvements to the 100-year old Pomeroy and Skerritt Building. Around the corner, the beer is brewing at Gordon Biersch in preparation of their opening later this month. The popular brewery/restaurant occupies the former Biers site on San Fernando. In San Pedro Square's Bay Company building, former Convention Center Executive Chef David Asher-Tournant has opened C'est Bon in the briefly vacant Crepe Shop location. At Fairmont Plaza, KRON will broadcast its first newscast April 25 from downtown. Its NewsCenter offices are located next to the NBC On-Air Studio.

* * *
The Woodmark Hotels staff is booking reservations in the 100 room Hotel De Anza for its rebirth in mid-October 1990. Included in the renovation of the "Grand Lady of San Jose" are fully equipped meeting facilities, La Pastaia restaurant and renovation of the art-deco facade and neon sign.

From the President Information is key resource

On Veteran's Day a couple of years ago, I called my restaurant to see how the day had gone. The day manager said, "We were so busy, I had to shut down for a few hours." This has to be a business owner's greatest nightmare! We hadn't been open on Sundays for long, and we ran with a bare-bones staff, usually just the manager and a cook. Well, that Sunday was the day of the big Veteran's Day parade. Even though I wanted to get mad at my manager, I couldn't. It wasn't his fault that he wasn't prepared. It was mine. I should have had a much larger staff scheduled, but I had no idea that thousands of people would be downtown that day. What I really was lacking was a good source of information about downtown.



Chuck Hammers

This incident happened a few years ago, before the Downtown Association was up and running. Now businesses have a wealth of information that is easily available. There is a Business Promotions committee that meets once a month just to keep merchants informed of upcoming events and how you might plug into planned promotions. There are also publications such as The Downtown Directory and Downtown Dimension newsletter.

Another great source of information is the Downtown Operations meeting. This committee provides a forum for you to ask direct questions of the people who are in charge of operating downtown. For example, if you have a question regarding safety, you can ask the police lieutenant in charge of street crimes who will be present at the meeting. This is much quicker, and a lot less frustrating than calling city hall and being transferred half a dozen times. Others may have similar questions and concerns as yours. As an association, we carry much more weight than a single business owner.

These services are provided to downtown businesses free by the Downtown Association. Every downtown business owner can benefit from these and other services. The best way to prosper downtown is to stay informed, and the easiest way to stay informed is through the Association.

By the way, don't forget to tell your manager that on June 2 and 3 more than 100,000 people will be coming downtown for the third annual Great Taste at the Children's Discovery Museum opening.

Downtown sounds abound

Dixieland jazz groups will roam the transit mall both on foot and aboard historic trolleys each weekend in April.

The "Swingtime" series is from 1-3 p.m., April 8, 14, 22 and 28 featuring local tradjazz, ragtime and dixiecat groups blowing happy sounds around town.

In Plaza Park, a Friday noon

series, "Spring Fever," that began March 30, concludes April 20 with the Garage Band.

"Swingtime" is sponsored by the Downtown Association and "Spring Fever" by the city's Office of Cultural Affairs. Both series are co-sponsored by Local #153 Musicians Performance Trust Funds.

News Notes

Earthquake committee meets:

The city's ad hoc Unreinforced Masonry Committee met for the first time March 28. The 15-member group, chaired by Councilperson Judy Stabile, is considering the timetable and possible financial incentives for building owners/tenants required to meet new city seismic safety standards that are expected to be significantly stricter.

Tree grates removed: The rapidly growing trunks of sycamores on the transit mall have led to the removal of the custom iron grates around the base of the trees.

Half of St. James Park to reopen: St. James Park, closed since September 1988 for renovation, will partially reopen in late May. The park between Second and Third Streets will open along with the new fountain area on the west side of Second. The rest of the park between First and Second Streets will remain closed until additional work can be completed, sometime in 1991.

Fountain Alley project: The busy pedestrian walkway between First and Second Streets known as Fountain Alley began receiving its facelift in March. Repair of brick pavement, tree trimming, new light poles and street furniture are part of the construction project, scheduled for completion in early July.

Downtown Plan heads for environmental review: The Downtown Working Review Committee's Downtown Plan, completed in February, will be submitted to the City Council/Redevelopment Agency Board for acceptance on April 17. The plan will eventually undergo an environmental impact report before official adoption.

Survey results reveal local shopping habits

(continued from page 1)

* 64% of all respondents had visited downtown at least once in the past six months. The average number of visits was eleven.

Among those who have been downtown in the last six months:

* Half visited a store while downtown.

* The primary reasons that respondents reported going downtown were: to eat at a restaurant (40.3%), shopping (25.9%), special events (25.4%) and business activity (21.9%).

* The distance from home was rated most appealing, while parking availability was rated least appealing.

* 63.1% of those who shopped downtown visited the Pavilion

No jackhammers during lunchtime

(continued from page 1)

arise -- like overflowing dumpsters or overparked cement trucks -- quick field decisions are made to resolve differences and keep the project on track. The most obvious way to reduce construction impact, Ruff added, is to finish the project in the shortest amount of time.

Jim Salata, owner of a construction company active in downtown projects, said the mitigation plans for private sector projects need to be better coordinated by city agencies.

"Is there a formal list of (mitigation) requirements?" Salata asked. "We cooperate with neighboring merchants anyway but it would be nice to get advance notice of what's expected."

For more information on construction impact call 279-1775 or attend the Downtown Operations Committee meeting May 22.

and another 64.6% shopped "other" retailers including Woolworth, service and convenience shops while downtown. (Does not add to 100% due to multiple responses).

* When asked what activities, stores or facilities should be added to downtown, 36% suggested that a large department store be added.

Among those who had not been downtown in the last six months:

* When asked why they had not been downtown, 35.8% responded "no need," 19.4% cited parking problems, 14.9% said traffic (restricted turn movements, one-way streets).

* When asked what would encourage them to go downtown, 20.9% said better parking, 19.4% said "nothing," and 16.4% wanted more shopping facilities.

"The findings of the survey have helped the Downtown Association focus strategies for its new retail program," said Michael Quigley, Q4 Research President.

Survey results have already been applied. A direct mail coupon book released March 15 was targeted at 20,000 residents living within three-miles of downtown. The offers and information in the coupon book were based on the survey's chief message that downtown needs to boost local awareness about its retail goods and services. (See related story on page 7).

Other plans for increasing retail awareness include on-street merchandising and sales promotions for Mother's Day and "Back to School."

Q4 Research, a San Jose based survey research firm, donated its services for the downtown shopper's survey.



Downtown Association Platform 1990

	Mayoral Candidates					District 3 Candidates			
	Fiscalini	Hammer	Lewis	Panopulos	Carrillo	Cole	Pandori	Strickland	Wysocki
1. Support of downtown revitalization, redevelopment and the implementation of the city's 1995 Downtown Plan.	Y*	Y	Y*	N	Y	N	Y*	NA	Y
2. Support for the development of new high density housing and the rehabilitation of existing housing stock in the downtown.	Y*	Y*	Y	Y*	Y*	Y*	Y	Y*	Y*
3. Support for efforts to retain existing downtown businesses and retail stores as well as bringing in new retail businesses.	Y*	Y*	Y	Y	Y*	Y	Y	Y	Y*
4. Commit to using downtown parking revenues solely for parking operations, including the validation program and capital projects.	Y	Y*	Y	Y	Y	Y	Y	N	Y
5. Support downtown parks, arts and cultural organizations through increased funding and through the building of new facilities.	Y	Y	Y*	Y*	Y	Y	Y	Y*	Y*
6. Support of existing policies that seek to balance and disperse the number of board and care facilities, social service agencies, homeless shelters, and low income housing projects throughout the city at large.	Y	Y	Y	Y	Y	Y	Y	Y	Y
7. Support of existing anti-skid row policies.	Y	Y	Y	Y	Y	Y*	Y	Y	Y
8. Support for more police officers including additional horse patrol in the downtown.	Y	Y	Y	Y*	Y*	Y*	Y	Y*	Y
9. Recognition and support of the need to market downtown through special events and other promotions.	Y	Y	Y	Y	Y	Y	Y*	Y	Y
10. Support of the downtown Business Improvement District.	Y	Y	Y	Y	Y	N	Y	Y	Y
11. Commitment to downtown as the commercial and cultural center of the region.	Y	Y	Y*	Y	Y	N	Y*	Y	Y

Editor's Note: Candidates for Mayor of San Jose and Council District 3 who were civically active and had formally announced or filed candidacy by February 16 were asked whether or not they supported the Downtown Association's 1990 platform issues. "Y" indicates yes, "N" indicates no and "NA" indicates no answer. The candidates were also asked to place an asterisk next to the three platform issues viewed as highest priority. On the facing page, District 3 candidates responded to a mailed questionnaire. Some responses were edited for length. District 3 boundaries are generally: Hwy. 101 on the east, I-280 on the south, the Alameda on the west and the city limits with Santa Clara on the north.

Council District 3 candidates address downtown issues

What is your opinion of the Downtown Working Review Committee's proposed department store strategy?

Pete Carrillo: I disagree with the recommendation for a new citywide policy that prohibits new regional shopping centers outside of the downtown or prohibits the replacement of department stores with department stores that are not in the San Jose market. I believe that this policy is comparable to the previous hotel policy which attracted few new hotels to downtown but had the affect of driving hotels to neighboring cities.

Stephen Cole: The strategy is seriously mistaken. We should not prevent de-

partment stores from locating elsewhere in the city during the next five years and we should not give land or subsidies as an inducement to locate downtown.

David Pandori: I chaired the Retail Subcommittee of the Downtown Working Review Committee and helped modify and develop the Downtown Department Store Strategy. I support the strategy. The underlying purpose of the strategy is to give the Redevelopment Agency a five year window to attempt to attract at least two department stores downtown.

Scott Strickland: I oppose it. I generally oppose public subsidy of retail and office space. I oppose restrictions on hotels and department stores outside the downtown.

Paul Wysocki: I support bringing a major department store into downtown. I question the validity of banning department stores in other parts of San Jose until one is built downtown. As we have seen with the similar hotel policy, that type of negative incentive does not work.

Which two of the following five projects would you select as most urgent for funding in 1990 and why?

- 1) Downtown parking garage.
- 2) Downtown theater for performing arts.
- 3) Downtown hotel subsidy.
- 4) Increase police/maintenance services citywide.
- 5) Downtown retail/department store subsidy.

Carrillo: I believe that a high priority for redevelopment tax increment funds is the downtown hotel subsidy. Public safety (including police and fire) and increased maintenance services would be my highest priority for general fund support. We must continue to add staff to improve service levels.

Cole: Parking is a major downtown bottleneck that must be alleviated. San Jose has fewer police officers per capita than any comparable city in the nation. I propose that we hire 250 new police officers over the next two years.

Pandori: I believe the two most impor-

tant projects are a new downtown parking garage and hotel subsidy. A garage is important for the small businesses especially north of San Fernando. I also believe it is necessary to provide the funding to complete Hotel East. The Convention Center is an investment for the city's future.

Strickland: a) Increased police and neighborhood services citywide. We're a stronger city for having sound neighborhoods. No city can be proud when drugs and crime, traffic congestion and other ills reduce the quality of life. b) Downtown theater for performing arts. Downtown's greatest asset is its role as the valley's cultural

centerpiece. We need to invest in more performance space for arts groups -- both the "Big Six" and the smaller, emerging arts groups.

Wysocki: The Convention Center is a crucial part of downtown revitalization. San Jose will not attract conventions without hotels adjacent to the Convention Center. San Jose can not continue to ignore the need to maintain the infrastructure. We have already experienced problems in the sewage system due to lack of routine maintenance. I would target increased police/maintenance services as a top priority for funding.

What is the key element missing from downtown today? How would you go about adding this element?

Carrillo: Little has been done to support existing businesses in the downtown area and is the most glaring gap in the vision for a revitalized downtown. These businesses have endured the worst impacts and turmoil of redevelopment. I support the Downtown Association's plan to retain and attract businesses to the downtown. In addition, I believe that the Redevelopment Agency should initiate innovative efforts and incentives for property owners to provide long-term leases to existing small businesses in the downtown.

Cole: The key element that is missing is businesses and activities that would tie downtown in with surrounding neighborhoods and make it "alive." This means affordable businesses, a major drugstore, another supermarket and various ethnic

businesses. Affordable housing is also essential.

Pandori: There is no one key element that will help downtown. More jobs and housing, better access and parking all would help. Job growth is the driving force to all development and growth downtown. Another 5,000 jobs will help everyone's business and make the area more attractive for housing development. I believe attracting a major company to the downtown will help in many different respects: boosting service employment, encouraging the construction of additional housing, increasing business at restaurants and shops, enhancing the growth of the arts, and increasing tax revenues to support additional development, such as housing.

Strickland: Housing. We need more peo-

ple living in the downtown core to help downtown retail flourish. I support encouraging high density housing in the downtown core, financed in part by some of the 80% redevelopment revenue.

Wysocki: People. Downtown must be seen as a place for both residents and visitors alike. The visitors will come as the museums and hotels are completed. The residents are already here. We need to ensure that District 3 residents have a reason to shop downtown. This means that local multi-ethnic businesses must be supported. It means that we should be trying to entice a mid-level department store downtown. It also means that we need to bring businesses like a second supermarket and an open air produce market downtown.

What is your opinion of the most effective way(s) to promote and market downtown?

Carrillo: We must expand awareness of the downtown as a clean, safe, and exciting place to live, work, and shop. We must expand efforts to promote the downtown through special events and promotions. In addition, special efforts should be directed towards the neighborhoods (consumer base) immediately adjacent to the downtown core.

Cole: By serving the existing market. This means affordable businesses that would attract customers. Terminate sub-

sidies that distort the course of free market competition.

Pandori: Downtown businesses best understand their own customers and market. Therefore, the lead agency for downtown promotions should be the Downtown Association. I have supported such efforts. I initiated approval of the business recruitment and retention program through the Downtown Working Review Committee. I will continue such efforts.

Strickland: a) Expand the market for

downtown and bring it closer by increasing housing downtown. b) Emphasize adequate police protection to make sure that downtown is a safe place to work, live and play. c) Improve the range of downtown attractions by investing in new cultural and performance space.

Wysocki: I believe that downtown has been marketed well. The use of special events to draw people downtown has worked. I would like to see those events continue.

"What exactly do you do?"

"So, tell me. Exactly what is it that you do?"

This was a question posed to me three times in one day -- my first day on the job as Retail Marketing Director.

And there are probably other people wondering the same thing.

In the first place, why a retail retention and recruitment program at all?

Downtown is in a state of transition and the process of rebuilding makes for a difficult retail market. The number of vacant storefronts is one indication of a tough market, but just counting vacancies is misleading.

Many of the vacancies are in buildings that need extensive renovation and property owners have been reluctant to offer long-term leases.

A pro-active retail program was created on the premise that the best way to fill empty storefronts with new shops, was to first have healthy, existing retail.

Helping businesses stay in business is my primary objective. By suggesting ideas and providing support -- with product presentation, advertising, customer service and business plans -- downtown can win the confidence of more shoppers.

The bottom line of the retention

program is the same as your bottom line: increased sales and profits.

In the most practical sense, every downtown business is involved in retail retention and recruitment. Retailers reflect a city's character and spirit. Through its stores, downtown is promoted as a place to shop, dine, be entertained *and* open a business.

Successful retail attracts successful retail.

The combination of attractive storefronts, window displays, merchandise mix, quality and quantity of goods, price points, customer service and attitude forms a "store personality" which says to the consumer: "You are our customer and please come back again."

If the customers you want differ from the ones in your store, there is a problem with your message. The hottest location on the block cannot overcome poor merchandising or lousy service. It isn't always easy to recognize the problems, but it is certainly dangerous to ignore them.

In the bigger picture, if we work collectively to make improvements which promote sales, retail interest will follow.

I'm counting on it.

Gayle Randazzo

Downtown Association meeting planner

Board of Directors, San Jose Metropolitan Chamber of Commerce, 180 S. Market Street, 2nd floor, 8 a.m.

April 13, guest speaker: Mayoral candidate Frank Fiscalini

May 18, guest speaker: Councilperson Susan Hammer

Events Committee, April 17, Blossom Floral, 386 S. First St. 3:30 p.m.

Business Promotions, April 18, Harry's Downtown, 2 N. Second St. 5:45 p.m. & May 16, Holiday Inn, 282 Almaden Blvd. 5:45 p.m.

Parking -- May 2 & June 6, San Jose Metropolitan Chamber of Commerce, 180 S. Market Street, 8 a.m.

Association Mixer, May 3, Big Lil's Cabaret, 157 W. San Fernando Street, 5:30 p.m.

PAC (Parking Advisory Commission), May 8 & June 12, Traffic Operations, 4 N. Second St. #1000, 8 a.m.

Downtown Operations, May 22, Eulipia, 374 S. First St. 8 a.m.

All meeting dates subject to change. Call 279-1775 to confirm.

San Jose Downtown Association 1990

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Gayle Randazzo
Retail Marketing Director

Business promotions spring to life; results blossom

The Spring 1990 downtown coupon book has produced favorable results for 18 participating merchants.

"It's the best advertising I've ever done," said Jose Uriegas, of Federico's restaurant.

The coupon book was mailed to 20,000 homes within three miles of downtown on March 15. Additionally, more than 5000 books were handed out at the Mercury News 10K Race and 2000 are planned for downtown office distribution in April.

The next addition will be produced in July. Businesses interested in participating in the coupon book should contact Meribeth Hayes at the SJDA office.

Fiestas abound

The YWCA's YWalk Caper on April 28th will send 800 people on a three mile trek through the heart of downtown. The event includes rest stops and activities in front of several businesses. SJDA members have formed a team and will be presenting an exciting visual.

Fiestas abound for Cinco de Mayo starting Friday, May 4,

with a Salebration Sidewalk Sale, window decorating contest and strolling mariachis. A concert with Los Lobos on top bill heats up Saturday night at SJSU's Event Center, and the G.I. Forum's annual parade and festival Sunday, May 6, will bring thousands of families downtown to celebrate the Hispanic culture of San Jose.

The Great Taste

A special Mother's Day "Discover Her Treasure" promotion open to all businesses kicks

off Cinco de Mayo weekend and includes radio, print and targeted advertising from May 4-13. Call the office for merchant participation forms.

The "Age of Discovery" begins on June 2 and 3 when the Children's Discovery Museum opens in grand style with The Great Taste Festival. Children's Day Around the Bay activities at the Pavilion Shops also happen that weekend. All activities are free and open to the public. Expected attendance is 120,000.

BID budget reviewed at public meeting

The Business Improvement District activities and budget proposed for 1990-91 were reviewed at a public meeting March 28.

Projected revenues of \$175,000 were assigned to a broad range of promotional programs including holiday marketing and decorations, Music in the Park and sales events such as Valentine's Day and Back to School.

For the second year in a row, all BID funds will be spent exclusively for program activities, noted President Chuck Hammers.

The BID is a downtown assessment district which raises funds to benefit downtown businesses.

Mixer set for May 5

Come boo the villain at SJDA's membership mixer, Thursday, May 3, at Big Lil's Cabaret, 157 West San Fernando St.

The fun starts at 5:30 p.m., pizza, etc., is served between 6-7 p.m. and the vaudeville comedy show starts at 7 p.m. Tickets are \$9 in advance, \$10 day of mixer.

MEMBERSHIP APPLICATION

Annual association membership dues

- Basic BID (Voting) member** (no charge)
Businesses inside Business Improvement District (BID)
- Contributing (Voting) member** \$40
Businesses inside BID includes membership benefits
- Sustaining (Voting) member** \$100
Businesses inside BID includes membership benefits plus recognition at Vision Award Dinner
- Associate (Non-Voting) member** \$50
Businesses outside BID includes membership benefits

BID boundaries: I-280, Highway 87, Fourth and Julian Streets

New _____ Renewal _____

Name of Business _____

Address _____

Phone _____

Contact Name _____

Type of Business _____



SAN JOSE DOWNTOWN
ASSOCIATION

Make checks payable to:
San Jose Downtown Association
28 N. First St., #201
San Jose, CA 95113
(408) 279-1775

Vision Award honors Etheridge at April 28 dinner

The second annual Vision Award dinner dance will be held at the Holiday Inn Park Center Plaza on Saturday evening April 28.

The honoree for 1990 is Paul Etheridge of San Jose Office Supply. The 80-year old Etheridge, who opened his family business downtown in 1945, still works six days a week and serves on numerous civic, church and community committees. He claims he may retire in "the next couple of years."

The evening will be hosted by last year's honoree Steve Borkenhagen of Eulipia and includes a no-host bar and four-course dinner, the Vision Award presentation to Etheridge and dancing to the music of Prodigy.

Call 279-1775 for tickets. Seating is limited.

Galleries & Museums

San Jose Museum of Art
110 S. Market Street
"California Artists:
Selections from the Permanent Collection"
through April 22
More information 294-2787

Allegra Gallery
374 S. First Street
The works of Betty Bates & Randall Shiroma
through April 28
More information 292-1234

Harlequin Gallery, Fairmont Hotel
170 S. Market Street
"Aftershocks" post-quake expressionism
by Diane Scher, through May 10
More information 279-8001

d.p. Fong Galleries
383 S. First Street
The "Apparence" of Color
Francis Poole & Richard Wilson
May 1 - June 15
More information 298-4141

San Jose Institute of Contemporary Art
2 N. Second Street
"Magical Realism"
New sculpture by Beverly Mayeri
through May 12
More information 998-4310

Events

San Jose Beautiful
Earth Day/Arbor Day
City Hall to Plaza Park
Walk, cultural & environmental displays
April 22, 10:30 a.m. to 5:30 p.m.
More information 277-5208

St. Joseph Cathedral
80 S. Market Street
Restoration tours April 22
More information 982-8397

YWCA
YWalk Caper
Downtown San Jose
April 28
More information 295-4011

Dr. Martin Luther King, Jr. Main Library
180 W. San Carlos Street
Asian/Pacific American Heritage Week
May 7 - 12
More information 277-4822

Centre Theatre & Bingham Gallery
54 W. Santa Clara Street
"Champagne Promises"
special fundraising event
May 19, 7:30 p.m.
More information 289-1817

The San Jose Medical Center
"We're Painting the Town Red"
featuring Red Skelton
Center for the Performing Arts
May 23, 8 p.m.
More information 977-4660

San Jose Stage Company
380 S. First Street
"Angry Housewives"
through May 31
More information 293-2110

"For Your Information"
Current information on special activities
in downtown San Jose:
Call 295-2265 Ext. 407/483

San Jose Downtown Association
28 N. First St., #201
San Jose, CA 95113

ADDRESS CORRECTION REQUESTED

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DOWNTOWN DIMENSION is the bimonthly newsletter of the SAN JOSE DOWNTOWN ASSOCIATION. SJDA is a membership organization devoted to creating a healthy business economy in downtown San Jose.

Membership, which includes a subscription to DOWNTOWN DIMENSION, is open to individuals and businesses.

Correspondence, articles, advertising and graphics should be sent to the above address. Call (408) 279-1775 for advertising rates.

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