

## Sharks Exec to Lead SJDA team

San Jose Sharks Executive Vice President of Business Operations **Malcolm Borden** takes the helm this month as the eighth President of SJDA. Having previously served as the Association's Vice President of Marketing, Borden's name was put forth by the nominating committee after the



surprise announcement by **Abi Maghamar** that he would not seek a second term as President. (See Maghamar's farewell column, back page). "The growth and development downtown has experienced over the last 10 years has been phenomenal," said Borden, "but there is still very much to do."

Borden plans to focus on enhancing relationships with city leaders and increasing SJDA members' influence on the direction of downtown. The need to increase parking options and improve perceptions about downtown parking, along with continued development of more affordable housing alternatives were identified as important objectives by Borden.

Another priority is the development of downtown retail to complement the numerous other projects in the planning stages. "We need all the pieces of the puzzle to fulfill the promise of a complete downtown," Borden said. "A very important piece of that puzzle is a solid retail business plan." Borden has been an active Board member for the past two years, and has served on the Association's Marketing, Executive and Development Committees. Borden is also a member of the Convention & Visitors' Bureau's Destination San Jose Steering Committee, and a Board member of the San Jose Sharks Foundation. He also develops time to the Role Model Program, whose mission is to empower at-risk students to realize their full potential. Prior to assuming his current position with the Sharks, Borden spent six years with the Indiana Pacers as the Director of Sponsorship Sales and Promotions.

"A city's downtown symbolizes the vitality, prosperity, vision, self-image, past and future of the people who live here," said Borden. "I look forward to working with the membership of this organization to continue to impact the future growth of downtown San Jose."

### News Alert

**Golden Nail awards:** SJDA's Beautification, Historic Preservation and Architectural Design Committee selected three winners for its inaugural set of Golden Nail awards. Chaired by Metro editor **Dan Pulcrano**, committee members surveyed the downtown area, looking for businesses which had been significantly improved by their owners, thus helping to improve downtown's architectural landscape. **Gary and Sue Wing** of Workman's Emporium, **David and Louis Zlatea** and **Chris Partlow** of Strata Grill and Cafe and **Jacek Rosicki** and **Ann Chin** of Agenda Restaurant and Lounge were the first three honorees, receiving their awards at the December Board meeting. Winners were presented with custom bronze-cast awards designed by metal artist **Eric Powell**. *Downtown Dimension* will profile each of the winners in upcoming issues.

## RDA budget soars

### \$293 million more than June 1996 figures

The City Council, sitting as the Redevelopment Agency Board, approved the Agency's new five year budget last month, divvying up a total of \$539 million between the city's 18 redevelopment project areas. This sum represents an increase of \$293 million in spending not anticipated by projections made only a year and a half ago. Business districts throughout the city have been targeted for investment, as the Agency plans to spread its dollars further out into the community than ever before. RDA's commitment to downtown revitalization, however, is firmly intact.

The largest sum in the new budget's project list, \$52 million, will go towards the purchase of property for the proposed Civic Plaza between Fourth and Sixth Streets south of Santa Clara Street. An additional \$40 million has been set aside for the joint City/University library under consideration nearby, at Fourth and San Fernando Streets. Parking emerged as a new Agency priority, receiving a "reserve" line item of \$20 million in FY 2000-2001. A parking garage to serve the new City/University library, costing \$11 million, has been budgeted as well.

The arts scene in downtown received a healthy boost, with \$32 million earmarked for a 1,200 seat "mid-sized" theater near the proposed new city hall complex, expected to house Opera San Jose. Restoration of the Fox Theater for the San Jose Symphony is also accelerated, with \$15 million devoted to this project over the next four years. The Montgomery Theater and the Center for the Performing Arts will both receive \$400,000 upgrades.

RDA's emphasis on downtown housing continues this year, with a total of \$23 million added for the Century Center apartments, the final phase of Ryland Mews condos, restoration of the Vendome building, new housing projects on Park Avenue and in Market Gateway and reserves of \$15 million for future housing site acquisition.

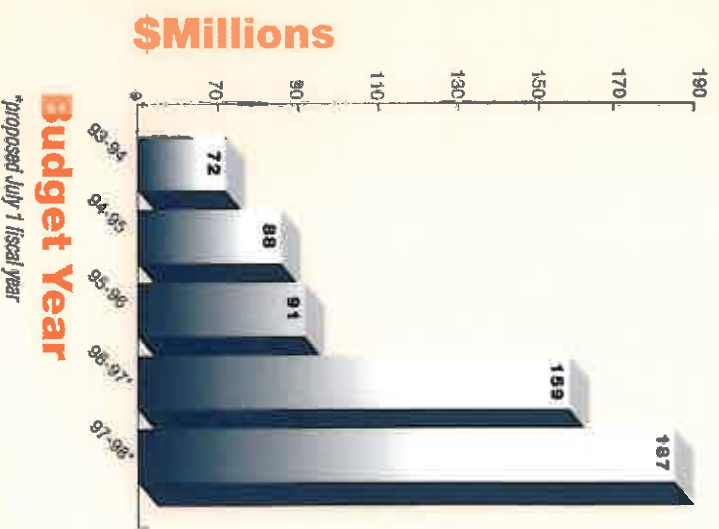
The process to acquire land for the eventual expansion of the Convention Center received \$10 million in the budget's fifth year, which some Councilmembers said is not enough. Councilman **David Pandori** underscored the need to prioritize expansion plans. "The Convention Center historically was one of the things that jump-started the downtown," said Pandori. "We are now seeing a need to do that again."

Related to the need for more convention space is the well-documented need for additional hotel space downtown. The Fairmont Hotel annex project will get \$20 million, directed towards the purchase of property and the demolition of the Montgomery Hotel. Also, \$12 million for construction on the hotel east site, adjacent to the Convention Center, is included.

Other budgeted projects include \$4 million directed at the purchase and enticement of a new tenant for the recently vacated Woolworth's building. A total of \$2 million is for the Guadalupe River Park carousel and the completion of the suspension bridge by the Children's Discovery Museum. McEnery Park is slated for \$1.8 million aimed at the creation of an interactive children's park, and \$1 million for St. James Park is budgeted in the third year, 2000-01.

A sense of optimism pervaded the Council and other city leaders in analyzing the incredibly bright budget picture. RDA Finance Director **David Baum** forecasted similar success in the coming years. "We can indicate continued broad-based growth and development over the next five years," said Baum, anticipating \$4.2 billion growth in that time frame, fueled primarily by new construction already planned.

### RDA Capital Expenses



## 1998 Board of Directors

<b>Malcolm Bordelon*</b> President San Jose Sharks	<b>Linda Lazotte</b> Law Office of Linda J. Lazotte
<b>Chuck Hammers*</b> VP Operations Pizza 2 go go	<b>Abi Mahamtar*</b> Rue de Paris
<b>Sue Gam*</b> VP Marketing Macraen Marketing	<b>Kitty Mahon</b> Alla Fine Contemporary Clothing
<b>Todd Elliott*</b> Treasurer Vigal Coffee	<b>Dan O'Hoff</b> Oloff/Williams & Company
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<b>Henry Cord</b> Cord Associates	<b>Stephanie Saitiro</b> San Jose Cleveland Ballot
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<b>Jorge Gonzales</b> George's Jewelers	<b>Dennis Shaggs*</b> Camera Christmas
<b>Sagihaw Grant III</b> Grant's Jewelers	<b>Judy Stahle</b> Downtown resident
<b>Sarah Green</b> Computerific	<b>Dana Testa</b> Adobe Systems, Inc.
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<b>Michael Hurley</b> Silver, Katz & Hurley	<b>Larry Walstein*</b> Schrieber & Walstein
<b>Don Kassing</b> San Jose State University	<b>Chester Wang</b> Pacific Rim Financial Corp.
<b>Susan Levin</b> Law Office of Susan Levin	<i>*Executive Committee Members</i>

## Promotions & Events

**Nortel's Downtown Ice:** There are only a few weeks left to enjoy ice skating under the stars at Nortel's Downtown Ice, open through January 19. Your valid VTA light rail or bus pass gets you \$1 dollar off admission anytime. Downtown employees can bring a business card to the rink weekdays and skate for a flat rate of \$5 for the noon to 1:30 p.m. session. Take advantage of the following special offers starting January 5:

**Sundays:** KRITV country night, 6-9:30 p.m.

**Mondays:** KARA night, 6-9:30 p.m.; \$1.05 admission (not including skate rental)

**Tuesdays:** KBAY & Bay Area Parent family night, 6-9:30 p.m.; \$5 flat rate (includes skate rental)

**Wednesdays:** Free skate rental all day for non-profit and civil service employees with proof of employment

**Thursdays:** LIVE 105 night, 6-9:30 p.m.

Several ice rink sponsors will host skating parties at Nortel's Downtown Ice this month. PG & E will host local school J.W. Fair Middle School and another at the rink, and title sponsor Nortel (Northern Telecom) will provide an ice skating party to George Mayne

## (Former) President's Column

### Restaurateur to drive parking program

One of the philosophies I live by is, "life happens while you're making other plans." This philosophy has guided me well, and continues to do so. While I was planning to take on a second term as president of the Downtown Association, life handed me an opportunity that was too tempting to pass up.



**Abi Mahamtar**

The downtown skyline will change dramatically during the next few years, and with these changes the demand for parking will be greater and more imminent. My interest and experience in downtown parking is well known. It is with this passion and knowledge that I will be taking the position of Downtown Parking Program Coordinator for the Redevelopment Agency effective January 5. This was certainly a difficult decision for me to make, not only from the perspective as the Association president, but also relinquishing the day-to-day operations of my restaurant, Rue de Paris.

It has been an honor and a privilege to serve as SIDA president. I witnessed first hand the association entering its second decade and as the organization has gained experience, its contributions to downtown's growth have also increased. SIDA is the acknowledged voice of downtown business and property owners on a variety of issues large and small. With this increase in SIDA's programs and services has come a like increase in responsibilities and expectations. More is asked of the Association by members, visitors and public officials. I would like to thank the association board members and those of you who continue to volunteer many hours of your time to make the greater downtown San Jose area what it is today. I would also like to thank the SIDA staff for their support and professionalism. I know I will be leaving the organization in the capable hands of our new president, **Malcolm Bordelon**. As for me, I will still be involved with the membership — probably more than ever — as I continue working with all of you on downtown parking issues.

As they say, life goes on . . .

School. The Housing Authority of Santa Clara County will skate courtesy of Pacific Bell. In December, Union Bank of California donated ice time to kids from the Children's Shelter of Santa Clara County. For information on private parties or group discounts, call Nortel's Downtown Ice at 938-3459.

Nortel's Downtown Ice is located at the corner of Market and San Carlos Streets, next to the McEnery Convention Center, and is open daily from noon to 10 p.m., with extended weekend and holiday hours. For recorded information on rink hours, admission prices and special promotions, call 881-0861.

## General News

**New Chamber deal benefits SOFA.** The newly renamed San Jose Silicon Valley Chamber of Commerce is vacating its offices at the corner of Market Street and the Pasco de San Antonio early next year. The Chamber will lease the Valley Title Building at 300 So. First Street at the gateway to the SOFA district. The move was necessitated by RDA's development plans for the annex to the Fairmont Hotel, requiring demolition of the Agency owned Chamber building and the Montgomery Hotel.

The Chamber will sub-lease 15,000 square feet of ground floor and basement space in their new building to KBM Office Furniture. KBM, a San Jose company for 50 years, was removed from their original downtown location more than 20 years ago to make way for development on the site of what is now the new San Jose Repertory Theater. KBM is receiving an Agency "New Retailer Recruitment Loan" (NRRL) of \$425,000, to be repaid by KBM over 10 years. This is the second NRRL made by the Agency. The first loan was to Zandito's Family Market last year.

In other retail news, \$1.3 million will go towards two 950 square foot free-standing kiosks, to house retail tenants along the Pasco between Second and Third Streets. The Agency expects construction to begin in March.

approved the Agency's recommendation to lease six automatic public toilets to be placed throughout downtown at their RDA Board meeting December 18. The locations selected for the token operated units are as follows: St. James Park, Plaza de Cesar Chavez Park, the SOFA district near First and San Salvador, Fountain Alley, in front of the VTA information center at First and Santa Clara, and San Pedro Street near the Market/San Pedro parking garage. Installation is expected to be complete by August 1.

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**Opus office tower:** Agency participation in a new 300,000 square foot class A office tower was approved December 18 for the surface parking lot at Santa Clara Street and Notre Dame Avenue. RDAS assistance to the project, expected to be \$4 million, is tied to the construction of an 850 space parking structure adjacent to the tower. Accompanying downtown's first speculative high-rise this decade will be 15,000

square feet of retail space. The developer of the project is Opus West Corporation.

**RDA to acquire eyesore:** The City Council last month approved an RDA proposal to purchase the dilapidated building at the corner of Second and Santa Clara Streets. The \$2.2 million rehab project is mostly funded from an Agency loan of \$1.35 million through HUD's Section 108 Guaranteed Loan Program. Vacant since 1982, the peeling three-story building owned by Dr. James Eu will be restored for office and retail use.

## SIDA Committee Roundup

**Planning & Development:** The group discussed pulling together various local and regional organizations to plan a downtown summit with the new city administration elected later this year. Members also presented ideas for securing new financial resources, including the development of a for-profit event production company and pursuing additional contract services with the city. The proposed development plans for the Town & County shopping center, and the impact it would have on downtown retail, were also considered. **Louise Carter** has more information.

**Entertainment Zone:** Members prepared individual letters and background information for the City Council on their experiences with the six-month Old Entertainment Zone Policing Plan (EZPP). The report will be presented to Council at its January 27 meeting by Committee Chair **Steve Hooy**, **Harry Evans** and **Albert Campoy**. The Police Department and City Manager will also put forth their Secondary Employment Status Report this month, including their analysis of the EZPP to date. **Mga Trinh-Halperin** has more information.

**Downtown Arts & Dining (DAD):** **Jeff Hills** of American Express presented the committee with an advertising opportunity in Southwest Airlines' Spirit Magazine. A downtown San Jose dining map ran in the San Francisco Chronicle in November and December. Participants requested a proposal based on advertising on a monthly basis for one year. An update was given on a recent meeting with SIDA and the San Jose Sharks. Ideas on how to proceed with marketing research and focus groups were discussed. Contact **Julie Carlson** for details.



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