

Restoring Order

DOWNTOWN

Urban policing expert focuses on enforcement

"Even on a sunny day, St. James Park is an altogether uninviting place," reads a recent editorial in the *San Jose Mercury News*, which goes on to describe downtown's other public plaza as "dreary, dirty, sullen...with all the charm of a bus station bathroom."

Like other big cities, this "dreary" scene sits within the borders of a thriving central business district — this one in the heart of Silicon Valley. Yet St. James Park remains an urban oasis waiting to be discovered by downtown's growing number of residents, arts and entertainment patrons, employees and visitors.

How to grapple with downtown's most visible public eyesore is a major component of SJDA's St. James Park initiative. After a series of community meetings since last fall, members have requested a firm — and sensitive — approach to the park's ongoing social issues of crime and disorder.

Dr. George Kelling, a Harvard professor and noted criminologist advocates a proactive problem-solving approach to keeping community order, and sees the police as an integral part of the solution. According to Kelling, traditional incident-oriented methods of enforcement do little to provide for lasting change. SJDA will host

Kelling on June 11 and 12, when he will meet with people from different segments of downtown to develop an understanding of how his principles might apply in San Jose. SJDA leaders hope Kelling's visit will fuel their efforts to revitalize St. James Park, and rid the park of its "uninviting" image.

"Community-oriented policing means changing the daily work of the police to include investigating problems as well as incidents. It means defining as a problem whatever a significant body of public opinion regards as a threat to community order," Kelling explains. "It means working with the good guys, and not just against the bad guys."

While his views have attracted criticism from strict civil libertarians, he is called upon by cities all over North America to help improve order in their communities.

In his book, **Fixing Broken Windows**, Kelling and co-author **Katherine Coles** maintain that smaller signs of disorder left unattended, like a broken window, will eventually escalate to more serious offenses. A neglected public park, such as St. James, will draw further disorder to it given the perception that officials do not consider maintenance and enforcement a priority. This in turn will discourage broader use by



park neighbors, as their fears about crime increase.

Conversely, demonstrating a commitment to strict enforcement of laws and ideas about public order helps prevent larger crimes, such as drug activity, prostitution and violence. This approach calls for communities to evaluate on an individual basis what they consider to be their greatest threats, and collectively determine the most appropriate solutions for them.

"Dr. Kelling's innovative approaches to keeping order in communities will certainly have lasting implications for St. James Park and downtown in general," said SJDA President **Malcolm Bordelon**. "I look forward to making the most of his expertise during his visit to San Jose."

MUSIC IN THE

Other PARK

St. James Park concert debuts June 25

The most consistent message delivered by the community at the recent series of St. James Park meetings is that the underutilized park needs more positive activities. In response to this message, SJDA introduces Music in the Other Park on June 25.

If successful with neighbors, SJDA will review the event later in the summer for possible expansion. "We are confident that Music in the Other Park has the potential to be an annual concert series," said **Astrid Thompson**, SJDA's Promotions and Community Relations Director.

Following the format of the popular Music in the Park concerts in Plaza de Cesar Chavez, (the series turns 10 years old this July), Music in the Other Park will also take place from 5 to 8 p.m. on Thursday after work. Rhythm and blues veterans **Rose Royce** will headline the event, with an opening jazz performance by **Ray Obledo**. Radio station KBLX secured the acts for their South Bay Listener Party, and Metro Newspapers is the presenting sponsor.

"St. James Park is a community resource which needs more attention," said **Sue Cam**, SJDA's Vice President of Marketing and President of the nearby Horace Mann Neighborhood Association (HMNA). "Music in the Other Park will help bring people into the park who might not otherwise go there."

HMNA began hosting brown bag lunches in St. James Park last fall, and the pattern of increased activity seems to be contagious. Schoolhouse Rock Live! has performed since April in a vacant building near the park's northwest corner. The Games of San Jose is planning a marathon and athletic competition culminating in the park in August. Other park neighbors planning events include Trinity Episcopal, putting together a concert next month, and the Third Street Community Center, pitting downtown groups against each other for a series of friendly fundraising contests in September.



Painting from "The Jazz Masters Series by BILLY"

ST. JAMES
DOWNTOWN
ASSOCIATION

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SAN JOSE
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ASSOCIATION

SAVE
THE DATES

St. James Park
Community
Meeting #4

June 11, 3 p.m.
St. James
Senior Center

Dr. George Kelling
featured speaker

Music in the
Other Park

St. James Park
June 25 5-8 p.m.

Rose Royce
classic soul
Ray Obledo
cool jazz



The Downtowner



■ On May 13, the Planning Commission ultimately approved the controversial Environmental Impact Report (EIR) for the massive Town and Country shopping center expansion, but not before several commissioners expressed doubt about the project's size. "All I'm doing is certifying that the EIR is adequate, not approving the project," said Commissioner **Gloria Chun Hoo**. After repeated requests by commissioner **Bill Ress**, the City's Traffic consultant, **Gary Black**, put an aerial of the Valley Fair area on the overhead screen and attempted to answer Ress' concern about freeway traffic backing up through the 1890/Stevens Creek weave onto I280 northbound. Black's explanation raised some eyebrows: A new left turn lane out of Valley Fair from Monroe Street would allow that intersection's traffic signal to stay green longer for all those westbound Stevens Creek cars, thus improving the current freeway traffic jam conditions. Huh? Apparently the city is saying the traffic mitigations required for Valley Fair's expansion will take care of T & C, too. And that sounds like traffic will get worse, not better.

■ At press time, just a week remains before the much anticipated June primary where local results will be closely watched. By now, all the votes have been counted, but run-off elections are predicted in the hotly contested races most downtowners have their eyes on. Look for SIDA to host candidate forums in the coming months to hear from the two District 3 Council candidates left standing from the original field of five: labor leader **Cindy Chavez** and federal prosecutor **Tony West**, who will have to battle it out through November for term-limited downtown Councilman **David Pandori's** seat. The challenge from **Kathy Chavez Napoli** is also expected to force a general election between front-running mayoral contenders **Ron Gonzales** and **Pat**... excuse me, **Patricia Dando**.

■ They read me, they really read me... the very day the May edition of Downtown Dimension hit the streets, with a mention of SIDA's impending storage needs, calls flooded in (okay, there were five) from eager downtowners willing to lend a hand. Longtime member and property owner **Ren Ranzel** donated space in his building at 300 So. Second Street to house event materials; marketing collateral and other valuable "stuff." SIDA staff and event volunteers send a heartfelt thanks for the large, clean, well-lit space, conveniently located and otherwise perfectly suited to SIDA's needs. Thanks also to everyone else who called in with ideas.

SIDA News

Highway cleanings increase: SIDA's portion of Highway 87 will now get spruced up twice a month, thanks to increased participation in Caltrans' Adopt-A-Highway program. The new agreement requires bi-monthly removal of litter and trash between Virginia and Taylor Streets in both directions. SIDA's Downtown Operations committee first adopted this section of Highway 87 in September 1995. **Noelle Knoll** has more information.

SIDA brings in reinforcements: **Jorge Briones** joined the staff May 18 as Acting Development Director. Briones has sold event sponsorships locally for the past 10 years and will be working part-time with Development Assistant **Mike Kelly**.

BYU student **Kristen Benning** is the new voice you've heard answering phones for SIDA. On break from school for the summer, Benning will remain with the organization through August, when she returns for her junior year in International Studies.

Three San Jose State students will assist SIDA this summer. **Robyn Lal**, a student of the Hospitality Management Program, will come on board full time this month along with Public Relations student **Victor Domine** to work on promotional activities, event logistics and publicity. **Sara Todd** has recently joined the staff as Promotions Assistant. Also a Public Relations major, Todd will assist with Farmers' Market promotions and reception duties.

General News

EZPP to be revised: SIDA's Entertainment Zone (EZ) Committee, led by Fuel owner **Tim Wilson**, made a compelling case to the City Council last month about inequities in the current Entertainment Zone Policing Plan (EZPP). The \$480,000 bill that was due to be sent

Joint library plan advances: Plans for a new six floor, 475,000 square foot city/San Jose State library got preliminary approval from the RDA Board last month when they approved the project's Memorandum of Understanding. The price tag to date stands at \$17.1 million, which has grown with the vision of Mayor **Susan Hammer** and SJSU President **Bob Carlet's** innovative facility. The Redevelopment Agency is expected to contribute \$70 million for the library, being proposed at the corner of Fourth and San Fernando Streets, just south of the site selected for the new civic center complex. The remaining cost will be financed by the university. SJSU's portion depends heavily on the outcome of a statewide bond for higher education on the ballot this November. Call **Judy Stable** for more information.

Promotions & Events

June Farmers' Market features: Chef **Paul Atkins** of Waves Smokehouse and Saloon will fix up Texas-style beef brisket with his famous sweet and saasy sauce, along with fresh summer salad featuring market vegetables June 4. Shop during the noon hour to grab your free sample. The merchant at the market program has been expanded for 1998, as two businesses and one non-profit organization will be on site each week. Call **Sara Todd** to participate. The Downtown Farmers' Market at The Pavilion takes place every Thursday from 10 a.m. until 2 p.m. in The Pavilion parking lot, at the corner of First and San Fernando Streets.

Mother's Day promotion sets new records: A total of 279 free polied mums were given away last month to reward shoppers in the Downtown Center Plaza during the week of Mother's Day. Retailers seeing the most activity during the annual Mums for Mom promotion were Acapulco Jewelers, Clever Travelers, George's Jewelers, Star Jewelers and McWhorters. These five businesses reported combined sales of over \$12,000.

Music in the Park sponsorships take flight: SIDA has entered into a new partnership with American Airlines, the official airlines sponsor for the tenth anniversary season of Melros Music in the Park, starting July 9.

American Airlines is introducing a daily non-stop flight between San Jose and New York's Kennedy International Airport on August 1. As part of its service expansion in Silicon Valley, American will also introduce a third non-stop flight to Boston, a third non-stop flight to Austin, and flights to Tokyo seven days a week effective August 31, 1998. For more information or to make a reservation, call 1-800-433-7300.

Downtown Facts
Business Improvement District membership grew to 1,823 this year, up 113 from last year. Technology businesses, public relations, advertising and graphic design companies, and variety and discount retailers were among the business types growing most rapidly downtown.

The six largest business categories in the downtown district are:

	1998	1997
Legal Services	478	462
Real Estate	314	299
Business Services	169	152
Restaurants/Food Services	167	144
Technology	113	85
Financial Services	108	101

Source: City of San Jose business licenses

Mark Your Calendar

Downtown Arts & Dining, June 9, San Jose Repertory Theatre, 101 Paseo de San Antonio, 2:45 p.m.

Marketing Committee, June 10, SIDA, 28 N. First Street #1000, 9 a.m.

St. James Park Initiative, June 11, St. James Senior Center, 199 N. Third Street, Dining Room, 3 p.m.

Board of Directors, June 12, The Bankers Club, 8 S. First Street, 8 a.m. (RSVP required)

Downtown Center Plaza, June 17, Bella Mia Restaurant, 58 S. First Street, 8:30 a.m.

San Pedro Square Committee, June 17, 71 Saint Peter, 71 N. San Pedro Street, 2 p.m.

SoFAc, June 17, Eulipia, 374 S. First Street, 4 p.m.

Downtown Today, June 23, Mary's (formerly Hamburger Mary's), 170 W. St. John Street, 8:15 a.m. Call 279-1775 to confirm meeting dates.



Downtown Dimension is published monthly by the San Jose Downtown Association, a nonprofit membership organization established in 1986 to serve the downtown business community. Call (408) 279-1775 for information.

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