



The Age of Discovery Begins

New museum opens June 2

The newest sound of the downtown renaissance is children's laughter.

With a "hands-on" philosophy of encouraging touch and exploration, the Children's Discovery Museum of San Jose opens its purple doors to the Bay Area June 2.

Devoted to exhibits and programs where children learn by doing, the museum will attract 250,000 visitors a year.

Its audience will include families and children from throughout the Bay Area. They will come to explore the video technology in Jesse's Clubhouse; shake hands with a skeleton at the Kid's Clinic; operate a sieve in the Waterworks -- and enjoy other programs and activities that encompass the arts, humanities, science and technology.

The fun, interactive exhibits lead youngsters to first-hand discoveries about themselves and the world. "The non-disciplined learning environment of the

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Parking advice p. 3 The Retail Corner p. 6



The radiant aura around the Holiday Inn April 28 was generated from SJDA's intimate Vision Award dinner, and its honoree Paul Etheridge. The event crystallized recognition of all the hard-working retailers in the trenches who have helped to shape downtown. Paul received a number of commendations in addition to the Vision Award, including a Key to the City of San Jose presented by Mayor Tom McEnery. The best line of the night may have belonged to Paul's fellow trench-mate, Al Barber, who recalled a sidewalk sale he and Paul organized in 1986. "But we got to work the next day," Barber recalled, "and there were no sidewalks." The smiles continued as Paul humbly accepted his tributes, saying "the halo" didn't fit. But on that night, the glow above the downtown skyline was never brighter.

* * *

Who better to solve the mystery of the restricted turn movement than Keith Kittle? After the General Manager of Winchester Mystery House received a traffic ticket for making a right turn from First Street onto Santa Clara Street, he became curious as to why this was prohibited. All other downtown intersections allowed right turns -- even across light rail tracks. It appears the intersection in question was a "compromise" necessary to secure federal funding for the transit mall -- along with restricting auto traffic on Second Street through St. James Park. What isn't clear is how long the "compromises" remain in effect and who's in charge -- the city or county or both? In the time since Kittle's ticket, signage at the intersection has been changed three times. Only buses are allowed to make the turn legally. "It is a ridiculous rule," Kittle said, after paying a \$25 fine. "Restrictions like this create an unfriendly image of downtown."

From the President

Staying focused is its own mission

With the June 5 election approaching, I have been asked "Who is the Downtown Association endorsing?" This is a reasonable question considering the visibility the Association has attained. Many merchants now look to us as the voice of downtown business, but this is not our primary mission. Our mission is to promote business downtown -- and the only time we should take a stand on an issue is when downtown businesses are in agreement that our position on a particular issue will further their business. Despite the temptation to get involved with the myriad downtown details, we have maintained our focus by strictly following our mission.

About a year ago I received a call from a customer at my pizza restaurant asking "What is your position on abortion?" This may seem like a strange question to ask of a pizza owner, but it was very much an issue at the time. It had just been announced that the owner of a major pizza chain was giving a portion of his profits to an anti-abortion organization. I declined to answer my customer's question. It wasn't relevant to my business. Everyone is entitled to an opinion, but business priorities should be kept straight. A pizza restaurant's mission is to sell pizza, not to take a stand on abortion. Once an organization loses focus of its mission, it becomes less effective.

This is why the Downtown Association has taken the approach of providing information rather than opinion. In the last issue of the newsletter, an 11 point platform was published with the views of each candidate from the mayoral and District Three races. This allows our members to be informed of the stand each candidate takes on pertinent downtown issues without an endorsement dividing our membership -- or distracting our energy from the business at hand.

This is not to say the Association's non-partisan philosophy prevents us from strong advocacy on behalf of downtown business. We have taken the lead among local business organizations, for example, to lobby for additional parking downtown.

Our selectivity in focusing positions on downtown issues means our voice will have more impact.



Chuck Hammers

Meetings calendar

- Parking**, June 6, San Jose Metropolitan Chamber of Commerce, 180 S. Market Street, 2nd floor, 8 a.m.
- Board of Directors**, June 8 & July 13, San Jose Metropolitan Chamber of Commerce, 180 S. Market Street, 8 a.m.
- PAC (Parking Advisory Commission)**, June 12 & July 10, Traffic Operations, 4 N. Second Street, #1000, 8 a.m.
- Promotions Committee**, June 12, F/X The Club, 400 S. First Street, 3 p.m. & July 10, The Last Laugh, 150 S. First Street, 3 p.m.
- Events Committee**, June 13, Federico's, 325 S. First Street, 1:30 p.m. & July 11, Gordon Biersch, 33 E. San Fernando, 1:30 p.m.
- Business Promotions**, June 20, El Paraiso, 155 W. San Fernando, 5:45 p.m. & July 18, The Last Laugh, 150 S. First Street, 5:45 p.m.

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

Council asked to return parking funds

The Parking Advisory Commission (PAC) has some unanimous advice for the City Council: put back \$600,000 removed from the Parking Fund last year.

With a consultant telling the city it had to raise rates in order to afford building new garages, the PAC voted instead to hold the line on rate increases at a special meeting April 25.

"If we get the \$600,000 back we don't have to raise rates or delay capital projects," said Paul Etheridge, Chairman of the city-appointed PAC.

The City Council took \$600,000 out of the Parking Fund in 1989 to hire additional meter checkers citywide. The funds were removed without a recommendation from the PAC.

City staff asked the PAC to approve a five-year schedule of rate increases that included doubling meters from 50 cents/hour to \$1.00/hour next year, with meters ultimately reaching \$2.00/hour.

The PAC unanimously rejected

"If we get the \$600,000 back we don't have to raise rates or delay capital projects"

Paul Etheridge, PAC Chairman

raising rates for next year saying there was no need if the \$600,000 was returned.

In related action, the PAC asked that the money budgeted to hire more checkers for next year stay in the Parking Fund except for those checkers specifically assigned to downtown. In return, the PAC requested the income from the tickets written by the downtown checkers be credited to the Parking Fund.

The PAC also voted to integrate enforcement with the city's parking management program.



Downtown on the move

Cardboard versions of the Pavilion clock tower, FX The Club and the Dohrmann building cross First Street during the YWCA Y-Walk April 28. The Association's "Downtown" team won the Best Costume award.

Storefront improvement grant project expanded

The Downtown Storefront Project grants have been increased by \$2000 for lighting improvements, raising the basic grant amount to \$7000 per storefront.

The area eligible for grants has also been expanded to include new sections of downtown.

Additionally, the lease requirements for grant applicants have been modified to allow tenants/landlords who do not have a two-year lease to participate in the program.

The storefront project, started by the Redevelopment Agency in 1988, now provides grants of \$3000 for painting and similar basic improvements, \$2000 for awnings, \$2000 for lighting, and up to \$3500 as a matching grant for other eligible improvements such as signs.

If an applicant utilizes

matching funds, a maximum grant of \$10,500 is available.

Through the month of April, 31 storefronts had been completed with another 101 applications in process. Further information about the project can be obtained from the Redevelopment Agency or SJDA offices.

Seismic committee report due in July

The Unreinforced Masonry Committee is expected to complete its recommendations on new city earthquake safety and compliance policies next month.

The group is proposing timetables and economic incentives for owners/tenants required to retrofit their buildings to meet new seismic standards that are three to four times stricter than existing requirements.



Abigail's
 Prime Rib Beef Sandwich (with
 sauted onions & mushrooms)
 Fresh Fruit Slush

Andale Taqueria
 Fajitas, Beef or Chicken with
 Guacamole
 Aguas Frescas
 (natural fruit juice)

Caffe Dolce
 Frozen Fruiti Bar
 Iced Capuccino
 Coffee
 Smoothie
 Coffee by the pound

California Sushi & Grill
 Assorted Sushi
 Assorted Maki (roll) Sushi

Camera Cinemas
 Haagen Dazs Ice Cream Bars

Casa Castillo
 Bean Burrito
 Chile Verde Burrito
 Nachos

Chez Croissant
 Croissant Sandwiches
 French Pastries
 Punch
 Lemonade

Dolce Spazio Gelato
 Root Beer Float
 Chocolate Sundae

El Paraiso
 Steak Burrito with Beans & Rice
 Non-alcohol Margaritas

Gordon Biersch
 Thai Skewers
 Steamed Scallops in Shell

Hochburg von Germania
 Sausages & German Potato
 Salad
 Beef Goulash
 Smoked Trout

J & D BBQ (formerly Cafe Tuyet)
 BBQ on a Stick (pork or chicken)
 Chicken BBQ Sandwich
 Egg Roll
 Fried Rice

The Last Laugh
 Buffalo Wings

Leaf's
 Shrimp Cocktail
 Pasta Salad

Metro Cafe
 Hot Dog
 Polish Sausage

Pagoda Restaurant
 BBQ Park Spareribs
 Vegetable Chow Mein
 Fried Chicken Wings

The Parrot Restaurant
 Taquitos with garnish
 Sweet & Sour Pork
 Fried Rice

Pizza a go go
 Pizza

Scott's Seafood
 Strawberries Romanoff
 Lemonade

Tu Do
 BBQ Rolls
 Vietnamese Imperial Rolls
 Soft Chow Mein
 Shrimp Fritters
 Coconut Drink
 Iced Tea

Ultimate Yogurt
 Yogurt with toppings
 Lemonade

Victorian Garden Restaurant
 Homemade Mini Cheese Ravioli

Discovery Weekend Schedule of Events June 2 & 3

Saturday June 2

9:45 Mariachis
 10:30 Northside Theatre
 Company
 Reynard & Friends
 11:15 Our Lady of Lourdes Gospel
 12:30 Pride and Joy
 2:30 The Children's Playhouse
 of San Jose presents The
 Sunshine Kids
 3:15 Hi-Jinks
 4:00 Larry Lynch & The Mob

Sunday June 3

10:00 San Jose Youth Symphony
 All Brass
 10:45 Young Audiences presents
 Fun City
 11:30 San Jose Children's
 Musical Theatre --
 Neighborhood Kids
 12:30 Cool Jerks
 2:30 Los Lupenos
 3:15 Orchestra Gitano
 4:45 Spang-A-Lang

Both Days

10 a.m. to 6 p.m. Free guided
 tours of the new Children's
 Discovery Museum
 10 a.m. to 6 p.m. The Great
 Taste food and drink booths
 10 a.m. to 6 p.m. Hands-on
 Activity Stations with more
 than 20 activity areas
 involving the arts, science
 and humanities
 11 a.m. to 3:00 p.m.
 Make*A*Circus --
 workshops in the art of
 circus performing



New museum is a learning environment

(continued from page 1)

museum was carefully planned," said Sally Osberg, museum executive director. "Children recognize instantly that the museum is their place."

The idea for the distinctive building and exhibits hatched in 1982, but it wasn't until Steve Wozniak pledged \$800,000 in 1984 that the project turned the corner towards credibility.

Community roots run deep

The museum embarked on a community-based capital campaign that raised nearly \$10 million. The fundraising received broad support -- from individual \$500 contributions to \$6.4 million from the Redevelopment Agency.

"The museum enjoys wonderful roots in the community," Osberg said. "It truly is a project that belongs to the people."

A tribute to the success and popularity of the project is its address: 180 Woz Way. Wozniak's gifts to the museum total \$1.8 million. Around the museum, the co-founder of Apple Computer is known simply as "friend to children."

San Jose's newest cultural landmark follows the success of children's museums in more than 40 American cities. Yet Osberg sees the San Jose

facility setting a new standard for these unique institutions.

"Our thematic concept of emphasizing connections, our variety of exhibits, our use of technology and the building itself take the children's museum philosophy further than any others," she said.

The 42,000 square foot facility anchors the southwest corner of downtown, nestled between the Guadalupe River, Highway 87 and San Carlos Street.

Other projects complement museum

Although the museum is center stage, several other projects bask in its purple glow. A new light rail station -- also designed by the museum's architect -- nears completion.

The new section of the Guadalupe River Park that surrounds the museum hints at the potential greatness of this long-term project. The open grassy area near the light rail station will eventually house the Technology Center of Silicon Valley. And not to be overlooked are the upcoming installations of several decorations and sculptures for the bridges on Auzerais Street, Woz Way and Park Avenue.

A new era of downtown discovery begins.

Guide to discovery, taste and Children's Day Around the Bay

What: Discovery Weekend

When: June 2 & 3, 10 a.m. to 6 p.m.

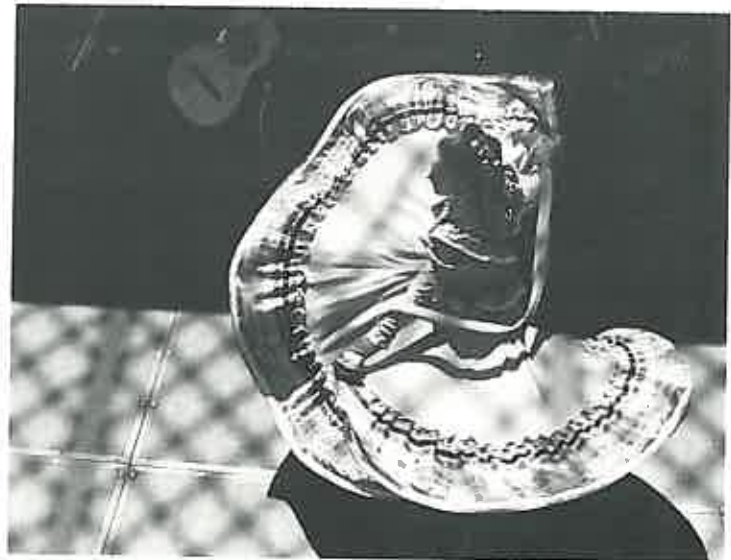
Where: The new Guadalupe River Park at San Carlos Street and Woz Way.

Why: Celebration of the grand opening of the Children's Discovery Museum of San Jose.

Who: Open to the public -- free admission

What else: Children's Day Around the Bay June 3, 11 a.m. to 6 p.m. at the Pavilion Shops. Continuous entertainment on two stages, including Snoopy.

How: Park free at the Civic Center and ride light rail to the event(s). Children accompanied by an adult ride free.



Festive flair

Mariachi music and folkloric dancing, shown here at the Association sponsored Cinco de Mayo festivities in the Pavilion May 4, will also be part of The Discovery Weekend entertainment June 2 and 3.

Windows reflect shop's personality

Along the street, pedestrians pass storefront after storefront, occasionally glancing at the merchandise displayed in them.

The potential for turning a passerby into a shopper lies in the display's ability to capture attention within a few seconds.

Window displays should be abbreviated versions of what a customer can expect to find inside the store. Effective visual merchandising can create interest, curiosity and, when everything works right, sell merchandise for you.

Storefront windows are worth literally tens of thousands of dollars per year. Are your windows working for you?

Here are some rules of thumb for visual merchandising:

1. One theme per window.

It is best to stick with one merchandise group -- don't mix unrelated items.

2. Make sure you've got enough inventory.

The merchandise in the display should be well-stocked. Remember that you're selling what you *do* have, not what you don't.

3. Change window displays frequently.

Schedule your window displays according to your business sales calendar. Install displays three

to four weeks ahead of seasonal buying periods.

4. Use props to add interest and excitement.

Props are used to focus the theme of a window display. Use them wisely so they enhance the merchandise, not overshadow it.

5. Keep up with housekeeping.

Before installing a display (and with every change), start with a clean showcase. Windows should be cleaned inside and outside and maintained regularly. Vacuum carpeted display floors; replace burned-out bulbs; touch up chips in the paint. In general, remove anything that is not serving a purpose for the display.

6. Signage.

Use of signs, price points or other information should be used sparingly and only if it is professionally produced. Unless you're artistically-inclined, hand-lettered signs should be left to those who do it for a living. Do not attach signs to the window glass; it will detract from your merchandise.

Visual merchandising is an art, but you don't have to be an artist to create window displays that give your customers a positive first impression.

Gayle Randazzo



Visual merchandising

Gayle Randazzo (left) of the Downtown Association, and Mary Velez, co-owner of Hammer & Lewis, discuss a window display at 74 So. First St. that turns a vacant building into a temporary storefront featuring Velez' clothing and accessories.

San Jose Downtown Association 1990

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Promotions Coordinator

Gayle Randazzo
Retail Marketing Director

Music in the Park series set for Thursday evenings

Mark the calendar! For eight consecutive Thursdays beginning July 19, downtown's free summer series, Music in the Park, returns with a powerhouse line-up featuring reggae, rock, jazz, motown and country acts.

Responding to feedback that the popular concerts impacted lunch business last summer, the 1990 series will be held after work.

"By switching the music from noontime to evening, and from Fridays to Thursdays, we think the series will have a more positive effect on business," said Events Committee Chairman Fil Maresca.

After work series

The concerts will be held from 5 to 7 p.m. in Plaza Park.

"We wanted to pick a time and day that would encourage people to stay downtown," Maresca added. "Downtown is already busy at lunchtime and on Fridays, so we wanted to try something different."

The Thursday evening series kicks off with the soulful Cool Jerks on July 19 and concludes with the latin jazz of the Pete

Escovedo Orchestra September 6. In between are performances by the California Cowboys, Kitty Margolis, Inka Inka, Jack Mack & the Heart Attacks and more.

Sunday concerts too

A poster listing all acts and dates will be distributed in July. Each week's concert will also be listed in Metro newspaper, which has donated advertising space as

a co-sponsor of Music in the Park.

In addition to the Thursday schedule, a Sunday afternoon series will be held for six dates July 22-August 26 from 1-3 p.m., also in Plaza Park. The Sunday series features family oriented concerts, starting with the Tommy Dorsey Orchestra July 22.

New World Festival takes shape

San Jose New World Festival, an ambitious 16-day celebration of the city's cultural and artistic diversity, will be anchored by three downtown weekend events.

The festival opens August 4-5 with the return of Tapestry In Talent to downtown (after three years at the Fairgrounds).

The next weekend, August 11-12, the premiere of the San Jose Jazz Festival will be hosted in the new Convention Center.

The final weekend, August 18-19, will feature the second annual Kidfest, a free event that includes performances, hands-on activities and exhibits geared for chil-

dren and families. The festival will offer many other events and performances that showcase the work of local artists and visiting international artists. For info call 277-5144.

Coupon books coming

A "Back to School" and "Fall Fashion" coupon book will be direct mailed in August to 20,000 local residents with another 8000 distributed to offices and at special events downtown.

The promotion is an encore of the successful coupon book released in the Spring.

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

New _____ **Renewal** _____

Name of Business _____

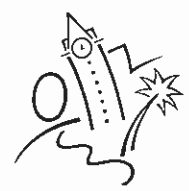
Address _____

Phone _____

Contact Name _____

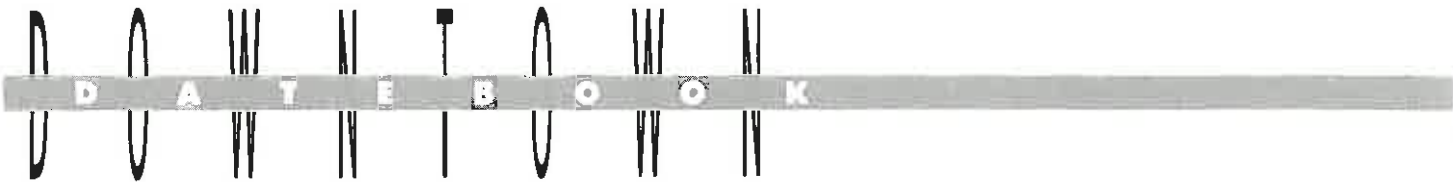
Type of Business _____

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



SAN JOSE DOWNTOWN ASSOCIATION

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



Summer mixers, new horizons

Relax, talk, shop, compare notes, meet new contacts and, most importantly, have a good time at the Downtown Association's summertime mixers.

On Wednesday, June 27, is Baseball and Barbecue Night with the San Jose Giants at Muni Stadium. The \$10 charge covers a game ticket and dinner. Charcoals fire up at 5:45 p.m., first pitch at 7:15 p.m.

The luxuriously restored Hensley House, Bed & Breakfast Inn, at 456 N. Third St. is the location for the Wednesday July 25 mixer. The 5:30 p.m. event includes palate-pleasing appetizers and wine tasting for the \$10 mixer fee.

Invite others to discover new business and entertainment opportunities by hosting a downtown mixer. Call 279-1775 for more information.

Galleries & Museums

San Jose Museum of Art
110 S. Market Street
"Alfredo Jaar"
through July 8
"Immaterial Objects"
July 21 - September 30
More information 294-2787

Katia Lacoste Gallery
227 N. First Street
"Who's New: New Talent - 1990"
through July 26
More information 295-5706

d.p. Fong Galleries
383 S. First Street
The "Appearance" of Color
Francis Poole & Richard Wilson
through June 23
More information 298-4141

Harlequin Gallery, Fairmont Hotel
170 S. Market Street
"Afro-American Artists"
Ruth Tunstall-Grant & Claude Ferguson
through June 29
More information 279-8001

San Jose Institute of Contemporary Art
2 N. Second Street
"Brought to the Light" through June 23
"Expanding Traditions"
July 3 - August 4
More information 998-4310

Events

St. Joseph Cathedral
80 S. Market Street
To arrange restoration tours
Call 982-8397

Dr. Martin Luther King, Jr. Main Library
180 W. San Carlos Street
Bargain book sale June 6 - 9
Flag dedication June 14, 4:30 p.m.
More information 287-1193

S J Metropolitan Chamber of Commerce
"Chamber Connections"
San Jose Convention Center
June 14, 4:30 - 8 p.m.
More information 998-7000

San Jose Museum of Art Fundraiser
"Sneak Peak"
Music, dinner & dancing
June 23, 6 p.m.
More information 294-2787

Business Journal Bash
Downtown at Market & Park Streets
June 29 and July 27, 11:30 a.m. - 2 p.m.
More information 287-7383

Classical Sounds in Concert
Le Petit Trianon (Mother Olson's Inn)
72 N. Fifth Street
June 10 & July 15, 4 p.m.
More information 277-5118

Big Lil's Cabaret
157 W. San Fernando Street
"Massacre at Fort Gullywash"
through September 1
More information 295-7569

"For Your Information"
Current information on special activities
in and around San Jose:
Call 295-2265 Ext. 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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