

# Open for business

## Three major events coming this summer eBay LIVE convention

eBay LIVE, the online auction site's 10th anniversary trade show, comes to the San Jose Convention Center June 23-25. Close to 15,000 people are expected to attend.

Some attendees have filled downtown hotels, others will stay in RVs at area "big-box" retail parking lots around town, and the some will simply drive in and out of downtown. For breakfast and lunch each day, attendees are on their own.

"We hope that every business puts its merchant welcome sign out, that employees wear welcome buttons and that every chalkboard has 'eBay' on it," said **Dan Fenton**, president and CEO of the San Jose Convention and Visitors Bureau.

Unfortunately for downtown businesses, eBay has bought out Paramount's Great America in Santa Clara on June 24 until 11 p.m. to entertain 10,000 guests and will host its gala with heavy hors d'oeuvres for 5,000 on June 25 at the Santa Clara Convention Center. Eighty buses will transport eBay LIVE-goers back to downtown on June 25 from 9-11 p.m., where an official City of San Jose After Party takes place in the SoFA district featuring live entertainment, Music After Dark-style.

eBay CEO **Meg Whitman** delivers the keynote address June 23 at 6 p.m. at HP Pavilion. Her speech is followed by entertainment at the arena. Also, eBay encourages attendees to utilize reservations in local restaurants June 23 for networking.

The convention runs June 23 from 9 a.m.-5 p.m., June 24 from 9 a.m.-6 p.m., and June 25 from 9 a.m.-5 p.m. Besides the Convention Center, eBay will utilize Parkside Hall and the Montgomery Theatre. The new South Hall structure behind the

convention center will be used for childcare, 800-1,000 employee meals per day and storage.

Mayor **Ron Gonzales** welcomes guests with a special message at [sanjose.org/ebaylive2005/](http://sanjose.org/ebaylive2005/). That Web page also tells attendees what's going on around downtown (including Miller Music in the Other Park on June 23) and explains how to use the Discover Downtown San Jose card, which will be issued to all participants in their welcome packets.

## City Hall tower

This month, the city's information technology people will be first to move into the new City Hall on Santa Clara Street between Fourth and Sixth streets.

More than 1,800 city employees will relocate into offices at the new complex between now and Aug. 22.



eBay LIVE attendees can use this card to cash in on downtown deals.

"We are excited to come downtown," said **Jim Helmer**, transportation director. Added **Randy Turner**, deputy director of public works:

"Downtown can expect a boost in activity as employees who are not currently working downtown begin exploring the great restaurant, retail and entertainment venues."

About half of the employees moving to the new City Hall in June already work downtown. The other half will need to find off-site parking until the employee garage is completed more than a year from now.

"In the interim period, staff will park in various parking facilities in the downtown core," Helmer said. "The determination of who parks where will be based on current parking utilization and capacities."

Still to be finished are two City Hall landmark features: the rotunda and a water fountain.

The council chambers feature theater-style seating, skylight with retractable sunshade, and state-of-the-art presentation, audio-visual and other technology.

## San Jose Grand Prix

City and race officials are working at a furious pace to prepare for the San Jose Grand Prix, a Champ Car race July 29-31 through downtown San Jose.

City workers have blanketed the 1.6-mile course with a new layer of asphalt. Obstacles that may pose a safety threat to drivers, such as trees and poles, are being removed. Fencing and grandstands that give the course its shape start up the first week of July. Though the transformation will be great, downtown streets should not be closed to through traffic except for the event dates.

The city is finalizing its traffic and parking plans for that weekend.

Businesses that may be affected by the race and the course should notify city staff members **Edith Ramirez** (794-1024) and **Dhez Woodworth** (277-5854) and attend community meetings June 23 and July 21 at 5:30 p.m. at the Tech Museum of Innovation to discuss the race and its effects on businesses and residents.

More than 100,000 people are expected over the three days. Besides the race, several race-related events will occur that week, including a Fan Festival on San Carlos Street and Plaza de Cesar Chavez:

- Wednesday, July 27: "Road Warrior" and "Super Speedway" at Cinema San Pedro (free movies)
- Thursday, July 28: **Everton Blender** and Wisdom at Miller Music in the Park (free concert)
- Friday, July 29: "Cabana" gala featuring the B-52s, benefiting the Canary Fund and early cancer detection at the Fairmont Hotel (paid event)
- Saturday, July 30: SoFA street festival at South First and San Salvador streets (free event)

The economic impact on downtown could reach \$20 million.

"Downtown will definitely be open for business in July, especially the race weekend," said SJDA Deputy Director **Blage Zelalich**.

### Race information

Besides serving customers, downtown businesses have a number of ways of becoming part of the race excitement.

- To be a vendor or exhibitor, call **Neil Fardy** at (877) 734-8326
- To advertise or sponsor, call **Kevin Bartram** at (415) 883-8777
- To lease an executive suite (\$39,000-\$48,000), call **Bruce Ross** at 999-5906
- For group tickets and 20 percent discount, call 277-9470
- For individual tickets (\$25-\$150), call 998-TIXS
- For more information, visit [sanjosegrandprix.com](http://sanjosegrandprix.com).

downtown dimensions

VOL. 16 NO. 6  
JUNE 2005  
SAN JOSE  
DOWNTOWN  
ASSOCIATION

# Association produces events four days a week in June

Downtown Association events go full tilt starting this month. All events are free to attendees. Parking is also free and readily available after 6 p.m. in city lots and garages. For more information, call (408) 279-1775 or log onto [sjdowntown.com](http://sjdowntown.com).

**Wednesdays** – Cinema San Pedro returns to San Pedro Square at dusk. With each of the 14 features listed below, there is a uniquely themed event as well as a short film or two. In the past, Klingons, gorillas, Kung fu masters, a killer rabbit, comedians and other high-jinx add to the fun.

- June 1: "Willie Wonka and the Chocolate Factory"
- June 8: "The Philadelphia Story"
- June 15: "Young Frankenstein"
- June 22: "Grease"



- June 29: "Psycho"
- July 6: "All About Eve"
- July 13: "Animal House"
- July 20: "Top Gun"
- July 27: "The Road Warrior" and "Super Speedway"
- Aug. 3: "Dirty Harry"
- Aug. 10: "Moonstruck"
- Aug. 17: "This is Spinal Tap"
- Aug. 24: "Breakfast at Tiffany's"
- Aug. 31: "Ferris Bueller's Day Off"

**Thursdays** – Miller Music in the Other Park, presented by Metro Newspapers, has an incredible lineup. Come to St. James Park from 5:30 p.m.-9 p.m.

- June 9: **Goldfinger** and **Caesars** co-headline; DubFX opens (alternative)
- June 16: **The Tubes**; **Midlife Crisis** opens (rock)
- June 23: **El Chicano**; **650 Connection** opens (Latin)

June 30: **Reggae Revolution Band**, **Musical Youth** and **Apache Indian** (reggae)

In addition to Miller Brewing Co. and Metro Newspapers, sponsors include: J. Lohr Vineyards & Wines, PW Markets, Togo's, Red Bull, Henry Weinhard's, Liquid Agency, Hotel de Anza, El Observador, KPIX Channel 5, UPN Bay Area, Univision 14, Telefuturo 66, Channel 104.9, 98.5 KFOX, 98.1 Kiss FM, Alice @ 97.3, Marriott Vacations Club and Family Life Chiropractic.

**Fridays** – The Downtown Farmers' Market in San Pedro Square features the best and widest variety of fresh produce in June and July. The market is in the center of people-watching activity, San Pedro Square, from 10 a.m.-2 p.m.

**Saturdays** – Music After Dark returns to the SoFA district this month. Bands will play at South First and San Salvador streets June 18 and June 25. The June 25 event with **The Cheeseballs** is sanctioned by the city as the official "After Party" for the eBay LIVE convention. Music After Dark includes live music performances and a bazaar.

## From the President

# Now is the time to stay focused on parking

Parking has been and will always be a critical issue to the success of our downtown. That's why in 2001, the downtown community joined with the Downtown Parking Board, city and Redevelopment Agency to build consensus on a Parking Management Plan to ensure an adequate supply of parking in the short term and long term.

Our backing of the overall plan included support of a parking rate increase in July 2003. This rate hike was meant to raise funds for parking site acquisitions and subsequent design and construction of additional public garages critical to the economic vitality of downtown.

But here we are almost four years later and no site acquisition – the first step to creating new parking. In addition, there has been neither an equitable mitigation for the loss of the 308-space Market/Balbach lot serving the South First Area (SoFA) nor any new spaces to replace the hundreds to be lost during construction on the Block 3 lot next to the Rep Theatre. Additional spaces will also be lost under planned redevelopment at Block 8 (Market and San Carlos) and former Dimensions nightclub site between South First and Market. Sure, we welcome buildings on these sites, and commend the Redevelopment Agency Board/City Council for insisting on "parking plus," but we have a larger goal of parking supply meeting demand.

It is not enough to juggle cars around existing lots and garages as parking spots disappear and call that a short-term plan. We should follow our vision, cash in some return-on-investment from higher parking rates, and begin the process to secure permanent parking spaces.

The solutions are simple in the Downtown Association's view: First, proceed with the acquisition of the Greyhound lot on San Fernando Street, which would provide immediate short-term parking and reserves a key site for a future garage; and establish free evening and weekend parking at the Convention Center garage and improve its accessibility to the public, which, in turn, will improve the public's access to the SoFA district.

It's time to get back on track with our city's Parking Management Plan.



Henry Cord

## SJDA News

**BID plans proceed:** The San Jose Downtown Association will take a proposal for a modest expansion of the Business Improvement District (BID) boundaries to the City Council on June 28. The boundary adjustment would include three blocks east from Fourth Street around the new City Hall and the "Coleman loop" area north of Julian Street between the Union Pacific tracks, Highway 87, Coleman Avenue and Taylor Street. The association had considered providing BID services west to The Alameda at the request of the Alameda Business Association (ABA), but the ABA is not ready to move on a BID at this time.



Paula Saidu

**SJDA additions: Paula Saidu** is the new accounting manager for the Downtown Association. An accounting graduate of San Jose State University, she manages accounts receivable and payable, budgeting and bookkeeping matters for the association. Prior to joining SJDA, she worked at the CPA firm of Allen and Cook, Inc. for four years. Her interests include dancing and traveling.

**Gretchen Knight** has joined the Downtown Association as administrative assistant. A downtown resident for 12 years, she will direct phone calls, handle various office duties and coordinate the executive director's calendar. The Petosky, Mich., native is a tropical gardener and old car and bike enthusiast.



Gretchen Knight

**Doors students feted:** Congratulations to the 12 students whose artwork adorns utility doors around the Pavilion building, Fairmont Hotel and San Jose Repertory Theater. In all, 13 double- and triple-utility doors have been transformed into artwork and will be visible to thousands of pedestrians and drivers over the next 12 months. The students entered the San Jose Downtown Foundation's third annual Downtown Doors competition. Students submitted more than 100 entries.

The winners are:

- Lincoln High: **Jessica Blaine, Celine Ha, Susan Nguyen, Becky Roberts** (two winning entries), **Lucie Roberts, Vi Vu, Kimberly Williams**
- Mt. Pleasant: **Veronica Perez**
- San Jose High Academy: **Karla Areallano, Hien Bui, Ramiro Flores, Mary Lake** and **Bhavika Rakholia**

Downtown Doors is funded by private contributions and is placed on private property. Sponsors include Forest City Commercial Management; The Sharks Foundation; Comerica; Hoge, Fenton, Jones & Appel, Inc.; Rotary Club of San Jose North; Pacific Gas & Electric Co., Willoughby, Stuart, Bening, Inc.; P.F. Chang's China Bistro; San Jose Museum of Quilts and Textiles; and the Downtown Association.

## Business News

**Read the signs:** Downtown businesses can receive a \$10,000 grant for new signs under a program approved by the Redevelopment Agency Board (City Council) on May 24. The RDA budgeted \$100,000 on the program this year.

Criteria used to select grant recipients would be business need, location, elimination of blight, and visibility of the space. Businesses that have received a Façade Improvement Program grant within the last 10 years are not eligible for the new sign grants.

Signs must complement the architecture of the building, enhance the streetscape, be consistent with Downtown Design Guidelines, and stay up for more than two years.

To sign up, call **Edesa Bitbadal**, project coordinator, at 794-1018.

**City Hall ambassadors aid small businesses:**

The city has taken an important step to streamline the process for small-business owners to cut through the planning review and permit processes at City Hall. Each new business owner will be assigned an "ambassador" – a single point of contact – "who can remove the guesswork and reduce the surprises that small businesses can encounter," said Mayor **Ron Gonzales**. The Small Business Ambassador Program (check sanjoseca.gov/building/) spawned from "Getting Families Back to Work" study sessions in 2003 and 2004.

"We think that by answering the big licensing and permitting questions early, we'll save a lot of time and eliminate frustration," said **Kathryn Sedwick**, senior engineer in the city's Building Division, which runs the program. Besides helping business owners with zoning and parking issues, the ambassador helps navigate City Hall's various departments, including environmental, finance, fire, public works, and Redevelopment Agency. "We'll help put the whole puzzle together," Sedwick said.

**Tax incentive for expanding businesses:** Small businesses of 35 employees or less with expansion plans have until May 19, 2006, to take advantage of the Small Business Construction Tax Suspension Incentive, which cuts construction taxes in half for the first 3,000 square feet developed. Tax savings on a commercial project would be half of either the 1.5 percent or 3 percent construction tax charged, depending on which category of the municipal code the project falls under. Savings, for example, on a \$200,000 project of 3,000 square feet would either be \$1,500 or \$3,000. Permit fees that pay for processing and inspections are not reduced. Check the fee schedule at sanjoseca.gov/building/ or call 277-4541 for information.

**Paseo and plaza changes:** At the request of McCormick & Schmick's, which plans a "Gills & Grills" competition, the City Council amended the 1995 paseo and plaza ordinance in April.

The ordinance now allows for cooking on designated areas of plazas and paseos, as long as no grease from the event is left behind. The area covered by the ordinance now includes environs around the new City Hall.

Property managers, the Fire Department and restaurants are in the process of determining where cooking is allowed on each plaza and paseo.

**Coming soon:** For those seeking divine intervention in an ultralounge and cabaret format, Angels is set to open this summer at 400 S. First St., previously home of Pete Escovedo's Latin Jazz Club. Check sjangels.com.

And here comes San Jose Credit Union, which is targeted to occupy ground-floor space in the Fourth Street garage by the end of the year.

**Also:** Chef **Luis Rodriguez** has taken over San Pedro Square's popular 71 Saint Peter restaurant from co-owners **Armand Tiano** and **Mark Tabak**, who also sold their Stratta restaurant on San Fernando Street to their landlords.

## General News

**Budget cuts could affect downtown:** With city officials grappling to reconcile the 2005-06 budget for San Jose, repercussions of a fourth consecutive year of fiscal crunch may be felt throughout the downtown area.

The City Council is expected to approve an operating budget for next year of about \$1.41 billion, 4 percent less than the current cycle, by the end of the month. The fiscal year begins July 1, and downtown may see these city staff-proposed changes:

- Reduce services and manning of desks at Dr. Martin Luther King, Jr. Library.
- Save \$104,000 by closing the Arena Carousel until a sponsor for is found, although, with the Guadalupe River Park scheduled to open Sept. 10, resources are rallying to keep the carousel open.
- Reduce park maintenance at Plaza de Cesar Chavez, St. James and neighborhood parks by two days a week.
- Reduce city financial support of the Chamber of Commerce and Convention and Visitors Bureau by 8.2 percent.
- Cut cleaning of the transit mall in half.
- Change from preventative maintenance to mandatory maintenance (in other words, fix it when it's broke) for sidewalk repair, pavement, landscaping and traffic lights.
- Cut road maintenance by one-third.
- Increase water, sewage and garbage rates.

Going into budget sessions, city expenses outpace revenues by \$58 million. Check sanjose.ca.gov/budget for more information.

**Three towers planned for Block 8:** The developer now negotiating with the San Jose Redevelopment Agency to purchase a 1.48-acre site adjacent to the Montgomery Hotel hopes to add three residential towers totaling 748 units to the corner of Market and San Carlos streets. Urban West Associates of San Diego has proposed \$28.6 million for the prime location across from Plaza de Cesar Chavez. Urban West plans to build 460 luxury condominiums in two towers, and replace the Casa de Pueblo senior housing project on Market Street with a 288-unit low-income rental tower on First Street.

The development plans also include about 40,000 square feet of ground-floor retail space, a podium plaza above the commercial space, and parking on three floors below ground level for residents, retail customers, Montgomery

Hotel patrons and the public. The Urban West and Redevelopment Agency negotiating agreement calls for finalizing a development agreement by the end of the year. Urban West has extensive high-rise residential experience, including the One Embarcadero South and One Rincon Hill projects in San Francisco.

**Civic Auditorium comes alive again:** Clear Channel subsidiary Bill Graham Presents plans to use the 3,060-seat Civic Auditorium at Market and San Carlos streets for 30-40 shows this year. The auditorium built in 1936, managed by Team San Jose and owned by the city could eventually attract up to 90 shows a year. Both BGP and Team San Jose are looking for funding to upgrade the venue and improve its acoustics. **El Tri** reopened the theater May 14; other May performances included **Kelly Clarkson** and **The Pixies**.

**It is about time:** A movement is afoot to recreate the clock tower of the old San Jose Post Office, now the San Jose Museum of Art. Built in 1892, the top 40 feet of the tower crumbled to the ground during the April 1906 earthquake. Civic groups and officials hope that the tower can be restored by the 100th anniversary of the quake in 2006. Groups need to gather about \$2 million. Contributions can be made to San Jose Museum of Art, It's About Time Tower Restoration Project, 110 S. Market St., San Jose, CA 95113.

**Kassing officially serves as SJSU president:**

Former SJDA board member **Don W. Kassing** is the 26th president of San Jose State University. Kassing, who served since September 2004 as interim president, is expected to lead the university until 2007. He has been at the university since 1993.

## Next SJDA meeting

The Downtown Association's 2005-06 budget, Business Improvement District expansion efforts and committee reports are all on the agenda for the next SJDA meeting, at 8 a.m. June 10 at Downtown College Prep, 355 W. San Fernando St. The meeting is open to all BID members.

RSVP to **Gretchen Knight** at 279-1775.

## At the Convention Center

June 15-16 – HSMIA Affordable Meetings West (2,000)  
June 22-25 – eBay Live (15,000)

(expected attendance)

downtown **dimension**

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.

Editor-in-Chief: **Scott Knies**  
Executive Editor: **Rick Jensen**  
[www.sjdowntown.com](http://www.sjdowntown.com)



SAN JOSE DOWNTOWN  
ASSOCIATION

28 N. FIRST ST.  
SUITE 1000  
SAN JOSE, CA 95113  
408.279.1775

return service requested

Presort Standard  
U.S. Postage  
Paid  
Permit No. 5116  
San Jose, CA