

Boundaries for BID may grow

Three major gateways to downtown are under consideration to join the boundaries of SJDA's Business Improvement District (BID).

From the west: More than 500 businesses and property owners along The Alameda between Stockton and Pershing streets are debating an idea broached by the Alameda Business Association (ABA) to merge much of its group with SJDA. Fearing the loss of Redevelopment Agency funding – its major source of revenue – the ABA considers raising funds through a BID the best approach to promoting its members and maintaining the look and feel of the street.

ABA members and SJDA representatives have met for several months discussing how the downtown BID might be extended west to incorporate The Alameda's core district. Several businesses along the street have expressed resistance to paying BID fees and at an April public meeting asked to keep the ABA independent from SJDA.

ABA plans to survey its members to weigh options and get a better consensus of its members' preferences to merge with SJDA or form their own BID.

From the east: With the new City Hall set to open this summer, SJDA is looking at extending its boundaries three blocks along Santa Clara Street past Fourth Street to Seventh Street. SJDA Board Members **Jim Crawford** of San Jose First United Methodist Church and **Hope Shapiro** of Le Petit Trianon Theatre, both located on Fifth Street, are leading the outreach to business and property owners on East Santa Clara Street.

From the north: SJDA is also discussing the formal inclusion of the San Jose MarketCenter off Coleman Avenue in the former Union Pacific railroad yard into downtown. The association is in contact with the developer, Cousins Properties, and a few other affected businesses and properties in the northwest corner of downtown around Highway 87 and Julian Street.

"Each of these areas have their own special concerns as well as issues that all of downtown shares," said **Scott Knies**, SJDA's executive director.

The SJDA Board of Directors plans to make recommendations on the BID expansion proposals this month. The City Council approves the formation of BIDs in the city on an annual basis each June. In addition to downtown, Willow Glen and Japantown also have BIDs.

The only previous expansion to the downtown BID occurred in 1994, when SJDA included the arena, train station and environs. The BID, originally formed in 1988, now extends from Julian Street to Interstate 280, and Fourth Street to Highway 87, with the annex around HP Pavilion to the Caltrain tracks.

downtown

New course shows off city

The San Jose Grand Prix will race through downtown on an 11-turn, 1.6-mile "Cityscape Course" up and down Almaden Boulevard, Park Avenue, Market Street and around the Convention Center. The race is expected to attract about 30,000 people July 29, 40,000 people July 30 and 50,000 on July 31, the featured race day.

"This more picturesque track incorporating palm-studded Almaden Boulevard and downtown's most modern buildings really puts the city's best foot forward," said **Bob Singleton**, vice president and general manager of the San Jose Grand Prix.

The City Council approved the new route on April 12, switching from an original course around HP Pavilion. On April 1, Mayor **Ron Gonzales** and Vice Mayor **Cindy Chavez** joined race officials to host a breakfast of downtown businesses that will be affected by the race. Several South First Area businesses asked questions ranging from the look of the fencing around the track to the ability to post signage at the course directing patrons to the SoFA district.

"We want you to be open for business," Gonzales said. "And stock up – we don't want you running out of food."

Other downtown businesses are concerned about access to parking lots and garages so that they can conduct business on race days, as well as the ability of race patrons to get to their businesses. Children's Musical Theatre, landlocked by the race course that weekend, is rescheduling its performances at the Montgomery Theatre.

City staff members **Edith Ramirez** (edith.ramirez@sanjoseca.gov) and **Dhez Woodworth** (dhez.woodworth@sanjoseca.gov) are working with businesses on their specific needs. For general information, check sjeconomy.com/dtgrandprix.

Street repairs and improvements will occur this month, and final street modifications will take place in June. Move-in of the race course itself – blocking, fencing, grandstands and tents – will start July 1. Except when the course is "hot" and race cars are on it from about 7 a.m. to 7 p.m. July 29-31, business and street traffic should go as usual, race officials said. Streets will reopen to vehicle traffic the day after the event. And all that was moved in for the race should be gone by Aug. 21.

"We have a lot of work to do," Chavez said.

The course was also moved to accommodate a larger-than-expected number of race car entries into a larger pit area. Economic impact of the race on other cities including Long Beach, Denver, Portland and Toronto ranges from \$23 million to \$39 million.



Pedestrian bridges span closed streets on the race course.

One less BART bell to answer

In an effort to save costs and improve project design, Valley Transportation Authority officials are contemplating building only two of three BART stations planned through downtown San Jose. The new proposal calls for eliminating the Civic Center station and keeping the stations at Market Street and Diridon/HP Pavilion.

At a meeting April 19 hosted by SJDA and the San Jose Silicon Valley Chamber of Commerce, downtown businesses asked questions about the proposal, but showed no great concern over the new idea. VTA officials presenting the proposal said they were "comfortable" with extra walking distances for about 6,000 daily riders who might have otherwise disembarked from the Civic Center station. The Market Street station on Santa Clara between Second and San Pedro streets is expected to serve 30,000 riders a day.

The proposed BART route would go underground at Santa Clara and 28th Street through the core area. Projected savings by eliminating one station would be \$80 million to \$100 million, plus an additional \$25 million in operations and maintenance costs over 30 years.

In addition, with one less station, the construction schedule through downtown would be shortened, reducing impact on Santa Clara Street and adjoining businesses. VTA officials expect Santa Clara Street to be closed one to three months at

the beginning of construction and about two months at the end of the BART project. For three years, while tunnels, tracks and stations are built, businesses will need to put up with traffic detours and lane closures on a temporary "deck" over Santa Clara Street. But VTA officials hope that access to businesses along Santa Clara is continuous during BART construction.

Another cost-cutting idea is a shorter crossover track used for emergencies or when trains break down. Shorter by 214 feet, the proposed change would also save \$13 million and reduce the impact to merchants along Santa Clara Street. The crossover would be built between Second and Fourth streets and also require cut-and-cover construction and decking of Santa Clara Street.

BART will not be in downtown San Jose for at least 10 years. VTA has also announced that it will study ending BART at Berryessa Road. If Berryessa becomes the end of the line, BART would not extend through downtown and into the City of Santa Clara.

VTA's recommendation for the consolidation of one downtown station will go before the City Council May 17. The transportation agency expects to start preparing environmental reports this summer and gain federal approval of the reports sometime in 2007.

Business

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SJDA News

Farmers' Market leads off events season: Mark your calendars for an exciting season of SJDA events, kicking off May 6 with the 13th annual opening day of the Downtown Farmers' Market. San Pedro Square hosts the market for the sixth consecutive year.

Vendors line San Pedro Street with the season's best fruits and vegetables. In May, market-goers will find cherries, strawberries, tomatoes and citrus fruits, plus asparagus, beets, cabbage, carrots, celery, lettuce, onions and more. Besides certified California growers recruited by the Pacific Coast Farmers' Market Association, vendors sell gourmet foods and artists sell their works.

The Farmers' Market, held every Friday, 10 a.m.-2 p.m., also provides some of the best people-watching in Santa Clara County.

SJDA thanks market sponsors: Metro Newspapers, El Observador, Action 36/Cable 6, Telefutera 66, Univision 14, Valley Transportation Authority and Hotel de Anza.

Music in downtown parks: SJDA is also busy firming up schedules for the Miller Music in the Other Park and Miller Music in the Park series. The free concert series at St. James Park starts at 5:30 p.m. four Thursdays in June, featuring:

June 9 – Goldfinger (Channel 104.9)

June 16 – The Tubes (98.5 KFOX)

June 23 – El Chicano (98.1 KISS FM)

June 30 – Reggae Explosion featuring Musical Youth, Apache Indian and the Reggae Revolution Band (Alice@97.3)

Miller Music in the Park begins July 7 this year at Plaza de Cesar Chavez. An added show Sept. 8 closes the series. In all, SJDA presents free music in downtown parks 14 weeks this summer.

Lucky 13 'Downtown Doors:' The works of some of San Jose's brightest and budding artistic stars will be on display later this month on what otherwise would be static utility doors.

The irreverent, eclectic, whimsical and thought-provoking pieces of art for the San Jose Downtown Foundation's "Downtown Doors" project will cover 13 double- and triple-panel doors outside the Fairmont San Jose, Pavilion building and San Jose Repertory Theatre.

The Downtown Doors program has grown from four doors the initial year in 2003 to nine doors in 2004 and 13 this year. Almost 100 entrants from three San Jose high schools participated in the competition.

This year's winners include images that celebrate San Jose's rich Latino and Asian cultures, unusual photographic treatments and impressionistic paintings. "All the works will add color, vibrancy and interest to the downtown," said **Jackie Rose**, president of the foundation.

In March, San Jose State University, the San Jose Museum of Art, and the foundation sent representatives to judge the entries. The process to digitize, enlarge and transfer the artwork onto vinyl adhesive decals occurred in April.

Target, Marshall's, Cost Plus, Michael's, PetsMart and Office Depot have signed on as tenants in the San Jose Market Center just north of downtown at Coleman Avenue. The 385,000-square-foot center on 34 acres will also include specialty shops, restaurants, banks and fast-food places. Ground breaking occurred in April on the \$80 million project by developer Cousins Properties, expected to be completed in spring 2006.

Camera 12 Cinemas welcomes mothers and their infants to special 11 a.m. showings of first-run features each Thursday. Camera 12 keeps house lights up a little and volume on the film turned down a bit during "Diaper Days." Moms pay matinee prices; baby is free. Check www.cameracinemas.com to see what's playing.

Look for Nextel Cellular at 65 S. First St. The phone store was set to open in late April.

Padding the Pavilion: Several new businesses are planned to open in the near future on the South First and Second streets sides of the Pavilion, said **Edith Ramirez** of the San Jose Redevelopment Agency.

Cartridge World plans to open a 700-square-foot space on the First Street side of the Pavilion by the start of

Downtown Doors is funded by private contributions and is placed on private property. Sponsors include Forest City Commercial Management; The Sharks Foundation; Comeria; Hoge, Fenton, Jones & Appel, Inc.; Rotary Club of San Jose North; SBC; Willoughby, Stuart, Bening, Inc.; P.F. Chang's China Bistro; Silicon Valley Capital Club; and SJDA.

Here comes "Corteo:" The Downtown Association will once again promote Cirque du Soleil when the familiar blue and yellow big top rises in a new "downtown" location in January. Cirque du Soleil will present "Corteo" for 60 shows on a city parking lot at Taylor and San Pedro Street, next to the soon-to-be-vacated City Hall. With the closure of the Market-Balbach parking lot to make room for Convention Center expansion, a new location was needed. Cirque du Soleil has been making appearances in San Jose since 1990, and was last in downtown San Jose in 2003. "Corteo" will make its West Coast premiere in November in San Francisco.

Upgrading SJDA memberships is cool: Thanks to all 146 businesses that upgrade their annual memberships to the San Jose Downtown Association. For upgrading, members get additional privileges and benefits, including:

- SJDA Membership tile
- Access to mailing lists and labels from the SJDA database
- Placement on a prominent upgraded membership page on sjdowntown.com, which is linked to the member's website
- Exclusive discount opportunities on select SJDA-produced promotions and marketing efforts
- Four VIP passes to Downtown Ice seasonal skating rink in Circle of Palms
- And, a mention in "Downtown Dimensions," the association's monthly newsletter.

To learn more about upgraded memberships, contact **Helen Hayashi** at 279-1775.

As of March 20, upgraded members are (* indicates members with 10 or more years of upgraded service):

Acme & Sons Sanitation*, Adobe Systems, Inc., Air Systems Inc., American Musical Theatre of San Jose*, Anderson Brule Architects, Inc., asplus (accounting software plus), Bad Boys Bail Bonds, Inc., Barry Swenson Builder*, Bay 101, Berger/Lewis Accountancy Corporation, Bergeson, LLP, Berliner Cohen, Bill Morgan Amusement Co., Bill Wilson Center, Blake's Steakhouse and Bar, Blakely Sokoloff Taylor & Zafman, LLP, BT Commercial Real Estate*, Capital Properties, Ltd.*, Camera 12 Cinemas, Catered Too, The Cathedral Gift Shop, CBI, Charlotte Powers Consulting, Chevron Station at Fourth and Santa Clara streets*, Club Miami, Commonwealth Club Silicon Valley, Community Insurance Agency, Copyman, Cord Associates, Core Development Inc., Cornerstone Properties, Cousins Properties, Inc., Data Direct, Inc., DeCarolis Design and Marketing, De La Rosa Latin American Imports Inc./Allstate Insurance, Discover Magazine/Latimer Productions*, DJM Capital Partners, Inc., Don Todd Associates, Inc., Downtown Britannia Arms, Downtown Residents, Dr. Martin Luther King, Jr. Library, E&O Trading Co., Elite Wireless, El Observador, Elsewhere

summer. The store will sell ink cartridges for various printing uses.

Tandori Oven will present Indian food in the former First Street location held by Katie Bloom's. Tandori Oven is expected to open in early summer.

On the Second Street side, Lollicup and Pita Pit just signed leases to move franchises into downtown. Lollicup serves coffee, tea and boba drinks. The Pita Pit offers a fresh casual concept and healthy menu. Both are near the Quiznos. Check lollicup.com and pitapit.com for more.

Also set for this summer: University Chicken is scheduled to open in June at 29 S. Third Street. Known for its sauces, University Chicken will cater to the SJSU student clientele.

Hally K Ono restaurant, will offer Mediterranean and Californian cuisine for breakfast, lunch and dinner. It will be at 312 S. Third St.

Smoke restaurant and lounge is setting up a tiki-lounge look on the southwest corner of Almaden and Post. Smoke refers to the carved meats to be served in plentiful portions.

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On time

Construction of the temporary "South Hall" addition to the Convention Center is on schedule for the eBay Live convention June 23-25, said Bill Ekem of the city's Redevelopment Agency.

General News

New site steps up to the plate: City officials are looking into the possibility of building a baseball stadium suitable for Major League play on the former studios of NBC-11, a PG&E substation, SBC field operations center and meat packing plant. Like the city's arena, the stadium would be within home-run distance of all downtown amenities – a better alternative than the old Del Monte cannery, which is no longer factored for baseball.

Redevelopment Agency Executive Director **Harry Mavrogenes** has shown some groups, including the Downtown Parking Board, how SBC Park – home of the Giants in San Francisco – would fit onto the 13.9-acre site bounded by Park Avenue, Autumn and Montgomery streets, San Fernando street and CalTrain railroad tracks. Batted balls out of the park could splash down in Los Gatos Creek, he joked.

Mavrogenes added that the downtown site would also be ideal for housing, parking or another use if the city cannot land an MLB team.

Mayor **Ron Gonzales** has made recruiting a team one of his top priorities during his last two years in office. The City Council has given the Redevelopment

Agency the go-ahead to try to buy the 10 properties that make up the 13.9 acres. Expected cost for the land ranges \$20 million to \$40 million.

At the Convention Center

May 6-8 – Youth state wrestling championships (3,700)

May 14-15 – Orchard Supply's How-To Fair (5,000)

May 27-30 – AnimeCon 2005 (5,000)

May 28-30 – Outrageous Outgrowns (3,000)

(expected attendance)



Editor-in-Chief: **Scott Knies**
Executive Editor: **Rick Jensen**
www.sjdowntown.com

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**SAN JOSE DOWNTOWN
ASSOCIATION**

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