

# Holiday season bigger than ever

The holiday season in downtown San Jose has something for every business, property owner, employee and resident.

“Downtown for the Holidays” brims with excitement. Downtown Ice, the iconic circular rink under 32 palm trees, opens Nov. 14, a week earlier than usual, in the plaza between the San Jose Museum of Art and Fairmont Hotel. Later in the month, Christmas in the Park and Winter Wonderland make their traditional returns. Marquees on downtown’s numerous theaters will be lit most nights with dance, music, movies and plays.

The excitement, however, swells because of the additions of two world-class attractions: the Leonardo 500 Years into the Future exhibit at The Tech and the Frida Kahlo Portraits of an Icon and Road Trip exhibitions at the Museum of Art. San Jose is the only stop in the country for the daVinci exhibition, which also features works of other Renaissance inventors.

In addition, Team San Jose and the Convention and Visitors Bureau have consciously made an attempt to attract the casual visitor to downtown during the holiday season. They are working with local hotels to make room rates more attractive on weekends during the holidays and promoting short-term event bookings by providing discounts to event planners that may be considering San Jose for 2009 events.

Also, for the first time, 10 pedicabs will be available to cart and wheel people to and from all the activities. Eco City Cycles pedicabs are generally out Wednesday-Saturday 8 p.m.-2 a.m. and can be found on other busy days and Sharks games. For the holidays, pedicabs will offer special rides around Christmas in the Park each night starting at 6 p.m., said owner **Robert Orner**. Call 771-7723 for a ride or check [ecocitycycles.com](http://ecocitycycles.com) for information.

Include the wonderful diversity of more than 100 downtown restaurants and it all adds up to a delicious good time in the city center.

The ice rink, produced by the Downtown Association, will be open until 10 p.m. during the week and midnight on weekends during November. Cost is \$13 for children and \$15 for adults, but \$2 discounts can be found - just check [sjdowntown.com](http://sjdowntown.com).

Opening ceremonies for the rink, Winter Wonderland and Christmas in the Park will take place at dusk Nov. 28.

Other holiday happenings of note:  
Daily - Alice’s Wonderland, Children’s Museum  
Fridays (except Nov. 28) - Farmers’ Market and Holiday Craft Fair, San Pedro Square  
Nov. 28-30 - Harvest Fest, Convention Center  
Nov. 8-23 - “The Elixir of Love,” San Jose Opera, California Theater  
Nov. 19-Dec. 21 - “Every Christmas Story Ever Told,” San Jose Stage  
Nov. 20-Dec. 21 - “Rapunzel” / Holiday Vaudeville, City Lights  
Nov. 20-23 - “The Toreador,” Ballet San Jose, Center for the Performing Arts  
Nov. 22-Dec. 21 - “Around the World in 80 Days,” San Jose Repertory Theatre  
Dec. 3-12 - Menorah, Paseo de San Antonio  
Dec. 5 - South First Friday  
Dec. 6 - Fairmont Tree Lighting, Holiday Show  
Dec. 6-7 - Inflation, Holiday Parade and Fest  
Dec. 7 - Carols in the California (Theater)  
Dec. 11-28 - Dennis Nahat’s “The Nutcracker,” Center for Performing Arts  
Dec. 19-28 - Holiday movies, California Theater

## Downtown Digest

# High-rise residents move in

The Axis and City Heights condominium towers have already welcomed new residents - and with The 88 and Three Sixty Residences right behind them, the downtown core will soon have 853 new high-rise homes ready for occupancy. Prices range from the high \$300,000s to \$2.5 million.

**The 88:** Several buyers snapped up choice units at the grand opening of the CIM Group and Wilson Meany Sullivan building at 88 E. San Fernando St. on Sept. 14 and Downtown Open House the following week. First move-ins are expected in December. One of the \$2 million penthouses is reserved. Most of the floors and amenities are finished, and weekly sales traffic has reached 300 individuals and small groups.

The 338 public parking spaces won’t be available until January. The attractively landscaped and palm-tree-lined Central Place, a new street between Second and Third streets, will eventually divide the current high-rise from a second tower next to the Rep and currently in design. The public art piece of cascading colored light has been shining over the Second-San Fernando streets intersection for more than a month. For more, check [the88sj.com](http://the88sj.com).

**Axis:** Almost 35 units were occupied within Axis’ first weeks of opening in late August. Several dozen more units at 38 N. Almaden Blvd. are under contract and more than 100 visitors tour the KT Properties models on the 12th floor each week. Penthouse tours are regularly scheduled from 5-8 p.m. the first Wednesday of each month. For information, visit [axissanjose.com](http://axissanjose.com).

**City Heights:** About half of the 124 units in the Barry Swenson Builder project at Julian and San Pedro streets are sold. City Heights was the first to market of the four high-rise projects when it opened in June 2007. See [cityheightssj.com](http://cityheightssj.com).

**Three Sixty Residences:** The Mesa Development project was topped off in mid-October, with interior construction remaining through the winter and spring. Three Sixty offers 50 different floor plans for studios to three bedrooms. The project includes two-level townhomes and six penthouses. The replica model showroom in the Fairmont Annex draws about 45 prospective buyers a month. Check [360residences.com](http://360residences.com).



**Three Sixty soars over SoFA.**

**SoFA tops Small Wonders:** The City Council accepted the Small Wonders Workplan on Oct. 7, directing city departments and the Redevelopment Agency to work with 1stACT Silicon Valley and other stakeholders like SJDA to implement a suite of downtown projects. “Each of these projects are big in their way,” said **Connie Martinez**, managing director of 1stACT. “They add up to a vibrant urban core that will serve the entire region.”

The workplan focuses on downtown’s smaller-scale projects that will create more attractive public spaces and energize street life at the pedestrian level. Some highlights of the Small Wonders Workplan:

**Dress up SoFA:** Anchor the blocks of South First Street between San Carlos and Reed streets by expanding Parque de los Pobladores (Gore Park), narrowing the street and adding sidewalk cafes, murals, banners and street furniture, and implementing street activation programs, such as reprising the SubZero event of last June. Funding comes from both private and public sources.

In addition, SoFA property owners will coordinate with 1stACT, the Downtown Association and Redevelopment Agency to find tenants for empty retail spaces. Also, 1stACT will work with the city to keep MACLA and San Jose Stage in SoFA. Civic leaders would like to see as much as possible in place by the time Three Sixty Residences opens next summer.

**Fix up cultural venues:** This is a grab bag of four main items: 1) Redesign work should begin on the Center for the Performing Arts, Civic Auditorium and Children’s Discovery Museum. 2) Parkside Hall can be better integrated into the Tech Museum. 3) Develop a lighting plan for the City Hall Rotunda. 4) Identify and develop a new festival site downtown that can accommodate Cirque du Soleil shows and other major events.

**More activity on and above sidewalks:** Besides encouraging more sidewalk cafes, the city could allow more temporary public art on sidewalks, support banners on light poles that identify downtown districts, change the newsrack ordinance to make the racks more orderly, and revise the sign code to encourage advertising, corporate signs, digital signs and media art. Also, look for better directional signs to get around downtown and brighter lighting along the Transit Mall.

**Improving outdoor spaces:** City officials are looking to improve public spaces such as the Circle of Palms, San Jose Repertory Theater Plaza, and pedestrian areas along Almaden and Park avenues around Adobe Systems, Inc., and along San Carlos Street.

**Sjdowntown.com is downtownwide and free:** In August, the city assumed ownership of the wireless network from Metro Fi. This year, the Downtown Association will work with the city’s IT people to relaunch the free downtown WiFi network, with users initially connecting to [sjdowntown.com](http://sjdowntown.com), the Downtown Association’s website.

**\$2 parking takes hold:** Charging \$2 to park after 6 p.m. in downtown’s most central lots and garages has translated into about \$100,000 more each month in revenue for the city’s Parking Fund. After several years of free nights and weekend parking, the city - with the Downtown Association’s blessing - instituted \$2 parking after 6 p.m. in January. Some of the additional revenue is spent to clean and maintain the garages, providing customers with a better parking experience, and a portion is put into reserves for future parking supply. In January 2009 the rate will increase to \$3.

More than 14,000 visitors to downtown each month take advantage of evening validations to park up to two hours for free. Businesses wishing to get started in downtown’s parking validation program can visit [sjdowntownparking.com](http://sjdowntownparking.com). The parking website map also has lot-by-lot information, though parking is free before 6 p.m. weekends and holidays at all public facilities.

# downtown

# digest



**The 88 is a sight to behold after dark. Public art is lower right.**

### Public art interaction at The 88

Call 287-0128 after sundown to interact with the artistic lighting attached to The 88. After the tone, enter any three numbers, or # and \* from your telephone keypad, and then enter zero to disconnect from the software.

**Tips:** Not all numbers have been entered yet, so keep trying if nothing happens. Certain combinations such as 000 and 911 will never work.

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### Annual meeting

#### 2008 in review:

Get caught up on a year’s worth of downtown events, programs and progress at the annual end-of-the-year meeting open to all Business Improvement District members, Dec. 12, 8 a.m., at Camera 12 Cinemas, Second Street at Paseo de San Antonio. The meeting includes a multimedia presentation as well as Golden Nail award ceremonies to the principals behind downtown’s best architectural, preservation and beautification efforts. **Amber Ufford** will take your RSVP at 279-1775, x10.

# Old Wagon rollin' in

San Pedro Square will soon host another top restaurant when the owners of the No Name Saloon and Butcher's Chop House bring their concept to the Storm Property at 73-75 N. San Pedro St. The business hopes to be operating "by hockey season," which began in October and continues into April - possibly into May and June depending on how deep the Sharks go in the playoffs.



The Old Wagon Saloon and Grill opens soon.

The original No Name Saloon and Grill website, nonamesaloon.net, touts, "Helping people forget their name since 1903." It plans to stay open until 2 a.m.

The owners for now have delayed plans to add a second floor to the original 1902 building of 2,200 square feet that was last used as an auto repair shop and has been vacant since 1988. The quarter-acre site may eventually have an outdoor patio and a building extension. Ultimately, San Pedro Square developers hope that the fence that separates the Storm Property from the adjacent Peralta Adobe is knocked down, allowing the business and historic aspects of the districts to co-mingle in a progressive urban market atmosphere. Owner/developer Peralta-North San Pedro, LLC, finished a \$1.65 million renovation of the building more than a year ago.

**New owners take over Montgomery:** Khanna Enterprises, LTD III, is expected to become new owner of the Hotel Montgomery, acquiring the property on South First Street from GKK Montgomery LLC (operated by Joie

de Vivre hotels). Khanna operates hotels and restaurants in the United Kingdom, California and Texas. Paragon Restaurant is closing, but a new restaurant is expected to reopen soon in its place.

**Pavilion considered at fairgrounds:** Santa Clara County officials have selected master developer Catellus to help plan a mixed-use residential project on the 150-acre former County Fairgrounds property. The plan could include a community pavilion, but nothing like the 7,000-seat music hall proposed earlier this decade. Both the Downtown Association and the city opposed having such a large venue three miles away from downtown, which is considered the arts and entertainment center of the region.

The preliminary vision for the fairgrounds now being debated at the community level calls for commercial office space, a variety of retail stores and restaurants, a range of for-sale and for-rent homes, parks and plazas. Catellus has been involved in a number of Bay Area projects, including Mission Bay in San Francisco, the Alameda Naval Station redesign, and several projects in the East Bay. The catellus.com website does not yet include the fairgrounds project.

**Dinners served at Laurel's:** Laurel's Delights, 138 E. Santa Clara St., serves traditional dinners of pastas, meatloaf or prime rib, hot sandwiches and vegetarian meals such as rice and lentils. Owner **Billie T. Uy** suggests saving room for desserts such as Halo Halo, which is bananas, sweet yams, red beans and a scoop of ice cream, and capirotada, which is Mexican bread pudding. Call 292-5211; email: LaurelsDelights@comcast.net.

**Professional firms moving in:** SunWize has moved its Cupertino office to 111 W. Saint John St., Suite 1200. A pioneer in the solar industry since 1992, the company distributes, fabricates and installs systems for residential and commercial customers, said **David Kaltsas**, executive vice president. Call (866) 476-9493 or visit sunwize.com for more information.

Raymond James & Associates, Inc., is establishing a West Coast presence and has set up business at 150 Almaden Blvd. #1375. Ranked highest in the J.C. Power 2008 Full Service Investor Satisfaction Study, the

organization offers financial planning opportunities covering retirement, education and investments. **Aaron Gabriel** is branch manager. Call 279-1724; website raymondjames.com.

Coldwell Banker Commercial Bay, 100 E. Santa Clara St., supports commercial real estate needs, seeks opportunities to enhance the downtown, and wants new agents to train. The multicultural staff is well-equipped to serve the South Bay, said executives **Tofan Daryanabard** and **Mandana Celeri**. Call (888) 888-4802; check cbcworldwide.com

Virtual PBX, an 11-year-old, privately held telecommunications firm, has moved to 111 N. Market St., Suite 1000. The company provides ideal phone service for small businesses and companies with workers who telecommute. Callers to businesses hear a professional greeting and then are routed to employees at any location and on any phone. Call (888) 825-0800, or visit virtualpbx.com.

**New businesses:** Café Yolicious, 110 E. San Fernando St., specializes in tart yogurt in a variety of sizes and flavors that come with 18 different toppings. If yogurt doesn't suit your craving, maybe the gelatos, coffees or pastries will. **Esther Faria**, who also operates the Bellamine Barber Shop, owns the downtown café along with **Eugene Gaines**, while her son, **Nicholas**, manages the operation.

**Jesus Lopez** promotes a new musical act, Grupo Cautivo, at Lopez Productions, 127 N. Fourth St., Suite C. The group performs at clubs, weddings, parties, birthdays and quinceaneras. Call 903-5087.

Paqueteria Neza, 127 N. Fourth St., Suite A, offers products from Mexico including colorful ceramic planters and pots, decorative cloth bags and shirts. Foods such as chili peppers, beans, mole and tea are also sold by owners **Belen and Araceli Mendez**. Call 286-6828.

The fourth Subway downtown, at 43 S. First St., serves fresh toasted subs of meatball marinara, chicken and bacon ranch and "Fresh Fit" choices of sweet onion chicken teriyaki and veggie delight, said manager **Antonette Kenny**. Call 971-7827; or check subway.com.

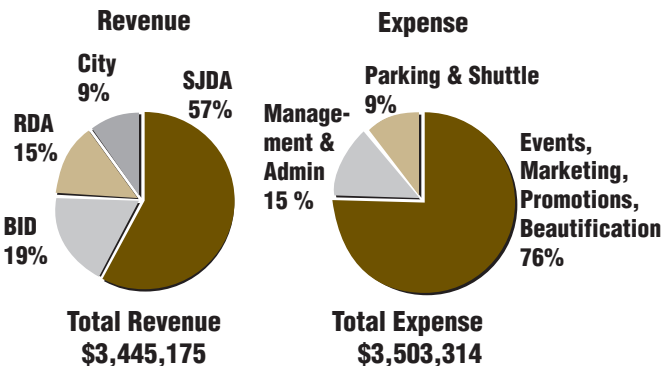
# SJDA balances revenue and spending

The Downtown Association dipped slightly into reserves to balance its 2007-08 books. Expenses of \$3.5 million exceeded revenue by about \$50,000, or 1.5 percent of the total budget. SJDA estimates that it lost \$25,000 when it staged one of the Music in the Other Park concerts in June without a liquor license. Nonetheless, SJDA finished the fiscal year June 30 with a \$674,000 ending fund balance of assets net of liabilities.

During the year, almost \$2 million - 57 percent of revenue - was generated by event sponsorships, grants, vendor fees, concession sales and ice rink admissions. The contribution by downtown businesses in the Business Improvement District (BID) was \$652,000, or 19 percent of revenue. Fee-for-service contracts with the city and Redevelopment Agency accounted for the other quarter of SJDA's budget.

Downtown Association spending covers the costs of producing and marketing events; providing brochures, maps and other downtown collateral; promoting and advertising parking and downtown in general; communications through the sjdowntown.com website, Downtowner Online email and *Downtown Dimension* newsletter; operating the DASH shuttle; and to administer and manage BID programs.

**Sean Cottle**, chair of the SJDA Finance Committee, reported the association's financial picture at the October annual meeting of BID members. The audited statement of SJDA FY07-08 finances is posted on sjdowntown.com.



In addition to working in the business district, Groundwerx is active on the Guadalupe River Walk. Cleaning crews have participated in and helped organize three citywide cleanup efforts. And recently, Groundwerx obtained a permit from the Santa Clara Valley Water District to fish out garbage from the riverbeds.

**Ambassadors are at it, too:** Like the cleaning crews, Groundwerx ambassadors have received new equipment to improve their efficiency. Ambassadors are now equipped with Personal Digital Assistants (PDAs), handheld devices that have printout capabilities. With the PDAs, and their Internet capabilities, ambassadors can quickly find information to get downtown visitors on their way and to communicate any difficulties they encounter on the streets.

Ambassadors are providing information and adding to the safety of downtown for 12 to 16 hours every day. Through June ambassadors:

- ◆ Gave directions 6,150 times;
- ◆ Provided pedestrian assistance 1650 times;
- ◆ Offered social services information handouts, and food and shelter referrals more than 600 times;
- ◆ Turned in more than 400 property condition reports;
- ◆ Filed 160 incident reports. Incident reports cover 911 calls, trespassing, public urination, property damage and obstructions of the public right-of-way. Groundwerx ambassadors are also equipped with brochures to hand out to pedestrians in the core area.

The brochures tell the Groundwerx story and provide important information, a map and contact numbers. Call **Eric Hon** for a brochure or more information at 590-0241.

## At the Convention Center

- Nov. 8 - AOPA Expo (10,000) aopa.org
- Nov. 13 - ISPCON (3,200) ispcon.com
- Nov. 14-16 - Library Association (2,500) cla-net.org
- Nov. 16 - Ski Show (3,000) bayareasnowhow.com
- Nov. 22 - Public Dance (10,000) elmexicanopresenta.com
- Nov. 30 - Harvest Festival (10,000) harvestfestival.com (estimated attendance)

downtown dimension

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

## SJDA News

**SJDA adds to staff:** **Jeanette Larkin** is SJDA's new events and promotions coordinator. She will oversee the farmers' market, SJDA's equipment rental program, and is especially busy this month managing ice rink construction. She will also assist on special events in downtown's various districts. Larkin served 10 years as general manager and event planner at Malone's bar and restaurant in Scott's Valley. **Dane Dugan** previously held the position, leaving SJDA in August to lead AIDS Coalition Silicon Valley.



Jeanette Larkin

**Market open through Dec. 19 (except Nov. 28):** The San Jose Downtown Farmers' Market and Holiday Gift Fair is open each Friday, 10 a.m. - 2 p.m. through Dec. 19, except Nov. 28, when the market is closed.

## Downtown Facts

**Guadalupe River Trail bike count 2008 vs. 2007:**  
At Park Avenue: 703 riders per day, 7.7 percent increase  
At Coleman Avenue: 420 riders, 87.7 percent increase  
Source: sjparks.org/trails (count taken Sept. 17 and 24)

## PBID - Groundwerx News

**Groundwerx statistics add up:** Groundwerx clean teams and ambassadors have increased downtown cleaning and maintenance services since beginning Jan. 28. Thirty tons of debris discarded throughout the district have been picked up and an additional 32 tons removed from downtown trash cans in Groundwerx's first five months.

Groundwerx provides the on-street maintenance and ambassador services of the San Jose Downtown Property-based Improvement District (PBID).

Here are the hours spent on various cleaning assignments from February-June:

- ◆ Pan / broom: 1751 hours
- ◆ Mechanical sweeping: 1159 hours
- ◆ Mechanical scrubbing: 900 hours
- ◆ Pressure washing: 536 hours

Groundwerx also engaged in the constant battle against graffiti. By August, Groundwerx crews tackled 5,450 small tags of paint, stickers and handbills while reporting 1850 larger incidents to the city's anti-graffiti program.

The crews also painted 45 light poles, 15 trash cans, and added more than two tons of gravel to tree wells along First and Second streets.



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