

Boost for SoFA

Papa Gianni brings Caffe Trieste to city

Caffe Trieste's expected opening in late May will be significant for the South First Area (SoFA), which has plans of becoming more of a destination for downtown residents, visitors and employees.

The San Jose location at 315 S. First St. will be Caffe Trieste's seventh. It joins its new neighbor, Original Joe's, as anchors for the first phase of the SoFA demonstration project, supported by the Redevelopment Agency, 1stACT and the Downtown Association. Caffe Trieste and OJ's will set tables and chairs outside for their customers' use. The tables will be placed on widened temporary sidewalks that should be in place in the next few months. Rubber bumpers and planters will separate auto traffic from the expanded pedestrian areas.

In addition, the upper scaffolding is coming off the St. Claire building at the corner of San Carlos and South First streets above OJ's. Lower scaffolding will remain

in place for a while longer to finish detailing and cleaning of the building as part of the renovation project by Saratoga Capital. Occupancy of the upper floor is expected this summer.

The RDA has focused the demonstration project on the SoFA gateways at San Carlos Street on the north end and at Gore Park on the south end between Reed and Williams streets. Gore Park will begin its transformation into an improved public space later this summer.

In the meantime, the district's eclectic mix of galleries, museums and day-time marketing and design firms along South First Street will welcome their newest high-profile neighbor.

"Caffe Trieste San Jose will be true to the original cafe in North Beach and capture the authenticity of a traditional Italian coffee house," said **Roger Springall**, owner of the San Jose cafe. "**Papa**

downTOWN

dimension

Gianni" and the opera-singing **Giotta** family are expected to sing for San Jose customers.

In business for more than 50 years at Vallejo and Grant streets in San Francisco, Caffe Trieste has attracted writers, poets and songwriters; it is also where **Francis Ford Coppola** wrote the screenplay for "The Godfather." Besides coffee and pastries, the venerable cafe will also serve Italians' favorite lunch fare: grilled panini, focaccia sandwiches and salads. After-work crowds and guests of nearby hotels can enjoy a glass of wine in the evenings before seeing a show at the San Jose Opera, the movies, or the theater, Springall added.

Other proposed elements of SoFA activation include "small wonders" such as customized benches, street vendors, kiosks and pedicabs. Pedicabs are out on South First Fridays and may eventually become a regular feature on the street.

News digest: 'First 500 Days' update available online

The "First 500 Days" ad-hoc committee feels good enough about its initial collaboration that it plans to reprise a "Next 500 Days" plan for Mayor **Chuck Reed** and the City Council to influence another year and a half of downtown actions.

The committee - a diverse mix of representatives from 26 business, neighborhood and non-profit groups with overlapping interests in downtown - sent the mayor and City Council an update in April of the progress made and next steps regarding the 10 priorities for downtown that were originally delivered to City Hall in January 2007.

"As we close in on the first 500 days of the new city administration, our partners appreciate the action taken to date on the five 'Big Deals' and five 'Small Wonders' we outlined last year," said **Art Bernstein**, SJDA president. "We hope that this update will inspire further action, and to serve as a momentum-builder for the next 500 days."

The committee members believe that while much has been accomplished since January 2007, more work remains to be done on each of the 10 priority issues. The report and update can be viewed in their entirety on sjdowntown.com.

Farm Fresh Fridays at San Pedro Square

The San Jose Downtown Farmers' Market at San Pedro Square returned May 2 and will be open each Friday from 10 a.m.-2 p.m. along San Pedro Street at Santa Clara Street. As usual, the market features the best fresh produce, cut flowers, gourmet foods and local gifts - all California-grown.

This year's market is pulling out the stops to be eco-friendly. The Downtown Association is asking patrons to bring their own bags to fill up on the goodies rather than use plastic bags provided by vendors.

Also, be sure to check the Pacific Coast Farmers' Market Association website, pcfma.com, for information about why it's important to buy local and the advantages of buying organic produce. The website also includes recipes and information about what's in season throughout the year.

The downtown market will include cooking demonstrations and special promotions throughout the season. For example, mention the *Downtown Dimension* newsletter at the information table, and receive \$2 in Carrot Cash, which can be given to growers and used like real money.

All the market information is available at sjdowntown.com or call 279-1775.

Citywide survey results in

Impressions of downtown by citizens of San Jose have either stayed about the same or declined since 2005, according to findings revealed by the City of San Jose's 2007 Community Survey.

In general, 77 percent of the city's residents believe downtown San Jose to be accessible. And 57 percent believe parking downtown to be accessible. Both numbers have remained the same since the survey began almost a decade ago.

On the plus side:



More office space on the way

Legacy's construction of the new 16-story, 300,000-square-foot Class A River Park Tower II that will be a LEED certified "gold standard" green building, has reached the top of the adjacent parking structure. The building site at Park Avenue and Woz Way is the first new non-government office building built downtown since the Sobrato/BEA building was completed in 2002.

- Buildings: Residents believe the city has done a slightly better job maintaining libraries (82 percent approval), city parks (69 percent), cultural facilities (68 percent), government offices (63 percent) and community centers (59 percent).

- City services: Consistent with prior surveys, residents give the highest rating to library, police, fire, and parks services, as well as providing bicycle lanes and paths, enforcing traffic laws, and redeveloping downtown San Jose (62 percent approval).

Declines:

- Removing graffiti from buildings dropped from 60 percent approval to 52 percent.

- Residents believe the city's support of a diverse range of arts and cultural facilities has dropped from 54 percent approval to 47 percent;

Perception of safety downtown:

- Residents feel safer in their neighborhoods (90 percent day and 70 percent night) than downtown (68 percent day and 41 percent night).

- Conversely, 41 percent say they feel unsafe downtown at night, 7 percent more than in 2005, but still better than the 51 percent response of 2000.

- However, 26 percent of city residents say they visit downtown frequently, a number that has not changed since the survey began almost a decade ago.

People who come downtown are much more inclined to feel safe downtown than people who choose not to visit downtown.

"The survey reveals that we need to continue to improve downtown and communicate the positive attributes to our hometown residents," said **Scott**



DOWNTOWN SAN JOSE FARMERS' MARKET

VOL. 19 NO. 5
MAY 2008
SAN JOSE
DOWNTOWN
ASSOCIATION

SJDA meetings



City Manager Debra Figone

Figone speaks to SJDA Board:

In a frank discussion at the April SJDA board meeting, City Manager **Debra Figone** outlined her priorities and asked for help from Downtown Association members in making some hard decisions ahead for the city. More than 80 people attended the meeting. The next board meeting, open to all members, will be June 13, 8 a.m., in the City Council Wing, Rooms 119 and 120, at City Hall.

Business News

Restaurants plan expansions to airport

Downtown eateries should be well-represented when the new Terminal A and revamped Terminal B at Mineta San Jose International Airport open for business late next year.

"We're pleased with the strong showing of local and national proposals," said **David Vossbrink**, airport spokesperson.

Downtown food and drink operations hoping to expand their businesses to the airport include:

- Britannia Arms
- Gordon Biersch (which now has a bar at the airport)
- Paolo's Restaurant
- Peet's Coffee
- Sonoma Chicken Coop

In addition, the local hockey team plans to introduce a Sharks-themed restaurant for airport users. The City Council is scheduled to vote on the concessionaires in mid-May.



Su Vianda offers groceries, pharmacy and taqueria.
New grocer downtown: Su Vianda opened in April in the former Albertsons location, next to City Hall at Santa Clara and Sixth streets. The grocery section includes Mexican and American staples, and fresh produce stacked halfway to the ceiling. Su Vianda has devoted a great deal of space to its pharmacy, bakery, meat department and deli/taqueria area. The corn tortillas are fresh and inexpensive. Albertsons closed its store in February 2006.

New businesses: Nazca Peruvian Cuisine, 167 W. San Fernando St., offers modern and traditional authentic cuisine from its namesake town and surrounding regions of Peru. The family-owned restaurant serves tapas, soups, salads and entrees of seafood, steak and chicken including traditional dishes such as lamb slow cooked in a cilantro and beer sauce; pulled chicken in a creamy "aji Amarillo"; and Peruvian beans tacu tacu topped with breaded steak. Call 295-2828; website is nazcaperuviancuisine.com

The Hoagie Steak Out, 304 S. Third St., offers several variations of the classic cheesesteak sandwich, such as the Rocky Philly, Three-Pepper Scardale and Teriyaki Samurai. The menu also includes deli sandwiches and fish and chips. **Chris Lim** and **Jack Han** are co-partners. Phone 286-8811.

Don't wait until you're in pain to see **Dr. Vu T. Huynh**, owner of Devine Chiropractic, 93 Devine St., Suite A. Dr. Huynh encourages regular chiropractic physical exams. Along with providing education on posture and nutrition, Dr. Huynh promotes massage and physical therapy to improve health and quality of life. Call 642-1795

David Owens and **Bruno Tarabichi** of Owens Tarabichi LLP, counselors at law, 111 W. St. John St., #588, specialize in intellectual property, business contracts, and litigation. They have a combined 18 years of experience. Call 298-8200; visit owenstarabichi.com

Blake's is back: Blake's Steakhouse returns to San Pedro Square. Or, perhaps it never really left. Though **Julio Garcia** started Picasso's Grill at the 17 N. San Pedro St. location, repeat customers still referred to it and thought of it as Blake's. Garcia decided to go with the more recognizable brand name and adjusted the menu to include familiar appetizers and beef, pork chops and chicken dishes.

New owner: Cathy Paik now owns Cafe 1850, 50 W. San Fernando St., #120 in the Circle of Palms. The lunch menu includes a variety of sandwiches, soups and salads. Morning specialties include breakfast burritos and omelets. Call 293-1850.

Letter from the President



Art Bernstein

Celebrating 20 years of Music in the Park

This year marks the 20th anniversary of the Music in the Park free concerts, produced by the San Jose Downtown Association. The concerts this summer will occur Thursday evenings starting July 10. Major sponsor Metro Newspaper and the Downtown Association plan to celebrate with a contest that begins May 28 and culminates at the first show.

The contest will be based on choosing the all-time Music in the Park lineup - a difficult selection because of the abundant world-class talent that has appeared at Plaza de Cesar Chavez since 1989. My personal favorites include **White Album Ensemble** (which will be back this year) and **Kenny Rankin**.

Entries for the contest will be received online, through the mail and at Metro's booth in St. James Park during the Music in the Other Park series each Thursday in June. Prizes include a red LX50 Vespa scooter from San Jose Vespa and guitars from Guitar Center. Be sure to read Music in the Park retrospectives in Metro. Go to metroactive.com or sjdowntown.com to enter the contest and view the list of Music in the Park headline acts that have performed the past 19 seasons. Select nine acts from the list and comprise your own "all-time" lineup. Winners that match the "all-time" lineup determined by the Metro music writers will be announced July 10. See the websites for all contest rules.

Downtown News

Youth shelter opens: The newly opened Sobrato House Youth Center at Third and William streets is expected to shelter about 500 youth ages 12-21 years old each year.

"We will take care of this home and this neighborhood," said **Michelle Covert**, program manager of Sobrato House, at the grand opening April 10. "It will become a beacon for kids in this neighborhood."

Added Redevelopment Agency Executive Director **Harry Mavrogenes**: "The Sobrato House sends a message that downtown is inclusive and a place for everyone." The RDA provided \$4.35 million to the \$12.8 million, 15,864-square-foot facility owned and operated by EHC LifeBuilders. Additional funding sources included the city's housing department, county, state and federal funds, housing-assistance grants and individual, foundation and corporate donations. It is named after a local family that does development in the South Bay Area and whose foundation provided \$1.25 million. The new facility replaces the former teen shelter that was displaced by the construction of City Hall. The home temporarily moved across North Fifth Street for the last five years.

The Sobrato House incorporates the 105-year-old Greengrater House, which was moved off its previous location on the block now occupied by the Convention Center's South Hall.

Downtown living showcased: A public and private sector collaborative project to market downtown San Jose high-rises and lifestyles splashes into the public's eye in May. The Redevelopment Agency takes the lead on the project supported by the Downtown Association, Chamber of Commerce and development community. The revamped sjdowntown.com website will provide a launch pad for the marketing effort. The campaign will target Google keywords searches, blogs, print, radio and other media outlets with information about the urban lifestyle available downtown. The campaign features testimonials from current and future residents. It includes a contest that connects downtown lifestyles to a select few keywords. To participate, contact **Helen.deRuna**@sanjoseca.gov.

01 on First and Second: The Who's on First, What's on Second temporary public art projects along the Transit Mall has a new entry. **Helena Keffe's** RFK Remix includes a series of performances, an audio walk and a fabric sculpture at the **Robert F. Kennedy** Memorial in St. James Park. The artwork memorializes the date in 1968 when Kennedy campaigned in San Jose, months before his assassination. For more information, visit rkr remix.info.

The artwork culminates with the second biennial ZeroOne global festival of art on the edge June 4-8. The festival kicks off a busy summer with new works from world-renowned artists and performers, and with exhibitions, films, concerts, performances, happenings, and nightlife occurring throughout downtown's parks, public streets, museums, theaters, and clubs. The biggest event of the festival will be the SubZero Festival on June 6 that blends South First Friday with more than 35 different on-the-street exhibits. Visit 01sj.org for tickets and information.

City outlines goals: For a look at the Green Vision, environmental goals and strides made to reduce the City of San Jose's carbon footprint 50 percent during the next 15 years, check sanjoseca.gov/citymanager/pdf/ISJ_APR_08.pdf.

DASH tops 1,000 a day: For the first time since September 2004, the Downtown Area Shuttle (DASH) averaged more than 1,000 daily riders a month in February 2008. The 21,525 riders are the most for any February in the shuttle's 12-year history, and is significantly more than the previous two years when the shuttles ran along Santa Clara Street. Typically, September, October and November are the busiest months for ridership. DASH began operation in 1996 from a Downtown Association proposal after Adobe Systems, Inc., moved downtown. The free shuttle serves downtown from the Diridon Train Station along San Fernando Street to Fourth Street, to San Carlos Street and back to the train station via Almaden Boulevard and San Fernando Street. The shuttle runs about every 15 minutes and is operated by VTA and co-sponsored by the City of San Jose.

Salata saluted: History San Jose will honor **Jim Salata** at the annual "Valley of Heart's Delight" dinner in History Park on June 19. Salata, president of Garden City Construction and SIDA Board member, will be recognized for his long-time commitment to quality when working on new and historic-preservation projects in Santa Clara Valley.

"Jim is a wonderful character and his commitment to preserving downtown and restoring buildings are labors of love," said **Scott Knies**, executive director of the San Jose Downtown Association. Check historysanjose.org/valleyevent or call 287-2290.

At the Convention Center

- May 4-9 - CLEQ/QELS & PhAST (3,000) cleconference.org
 - May 17-18 - Comic Books (5,150) super-con.com
 - May 23-26 - AnimeCon (6,500) fanime.com
 - May 31-June 2 - AAMI Conference (1,500) aami.org
 - June 7-9 - Youth State Wrestling (5,000) themat.com
 - June 14 - Radio Fiesta Corp./KAZA/Luz-Al Promotions public dance (15,000) elmexicanopresenta.com
 - June 21-27 - Presbyterian Church (U.S.A.) 218th General Assembly (3,250) pcsusa.org
- (estimated attendance)



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Park this way

The first two "Parking Guidance System" signs were installed last month by the city to maximize use of existing public parking facilities downtown. The directional signs provide real-time parking space availability and information about special events. Eleven more signs are expected by the end of the year.

Groundwrx - PBID News

Groundwrx goes green in every respect: Besides working with environmentally friendly scrubbing equipment and performing services that keep downtown

in tip-top condition, Groundwrx crews are also spending time cleaning, scraping and painting the 131 light poles along First and Second streets from St. James to San Carlos streets. The light pole color: green.

In May, Groundwrx crews will also begin painting 104 trash cans along the Transit Mall, also the color green. The work occurs on Thursday

so that the crews don't interrupt regular services, said **Eric Hon**, SIDA operations manager. He expects all the painting to be completed by the end of summer. In addition, Groundwrx crews will soon spruce up the tree wells along First and Second streets by filling them with fresh planting material. The projects are done in collaboration with the City's Department of Transportation.

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.

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