



SoFA's "Outdoor Living Room" for San Jose's Emerging Arts and Culture District

Name of organization: 1stACT Silicon Valley

Website: www.1stact.org

Name of contact person: Connie Martinez, Managing Director and CEO

Address: 38 W. Santa Clara Street, San Jose, CA 95113

Email: cmartinez@1stact.org

Phone: 408-200-2020

Address of the proposed work: Parque De Los Pobladores - Gore Park, South First Street between William and Reed

What is the mission of this organization? With place making and community building as its driving goals, 1stACT Silicon Valley's mission is to inspire leadership, participation and investment at the intersection of art, creativity and technology.

Provide a brief history of the organization. In 2003, a small group of volunteer civic leaders began a conversation about the way Silicon Valley looks, feels and invests in its community. By 2007, a growing network of cross-sector leaders was engaged in the conversation and 1stACT Silicon Valley was officially established to help create a stronger sense of place in one of the most broadly diverse, culturally transformative, and economically significant regions of the world. With urban design and arts and culture as strategies for building community and increasing attachment to "this place," 1stACT began catalyzing change—a formidable challenge fueled by large immigrant populations connected to some place else, a suburban development pattern that divides the region, and an entrepreneurial culture that thrives on constant churn.

1stACT's urban design agenda focused on downtown San Jose because of its unrealized potential as Silicon Valley's urban core and its relevance to Silicon Valley's future. 1stACT began changing the conversation about downtown San Jose in 2006 when it published an urban design vision framework of "big deals and small wonders" that positioned downtown San Jose as "Silicon Valley's City Center." The vision language and framework are now part of the City's vernacular and the Urban Catalyst Team, a public/private cross-sector team of leaders, meets bi-monthly to steward its progress.

Despite a number of large projects and public amenities ("big deals") that have been built, and a growing business, high-rise housing and retail presence, downtown San Jose's vibrancy remains a work in progress. Creating vibrancy takes time and is bolstered by great urban design, active social spaces, relevant cultural and entertainment options and a cadre of people who care about their community. These factors are often at odds with the culture and priorities of Silicon Valley. 1stACT was created, in part, to overcome these barriers and has, over the past three years, built a foundation of public policy, partnerships and possibilities for a more vibrant downtown San Jose.

Describe the work you want to do for which you are seeking ArtPlace support.

Executive Summary: SoFA (South First Area) is an emerging arts and culture district with an eclectic mix of businesses and arts organizations. It currently houses some of San Jose's most unique organizations and creative industries. The south end of the district is a block where several arts organizations surround a small park. MACLA (a Latino arts organization), San Jose Museum of Quilts and Textiles, San Jose Institute of Contemporary Art, and San Jose Stage border the park and San Jose Glass Center and Higher Fire Clay, a studio/gallery space, are nearby. Nearby commercial businesses include architects, product designers, and marketing advisors. Conceptual designs for transforming this park into an urban plaza and an outdoor living room for these arts organizations and creative businesses have been developed. The City is prepared to close the street between the park and adjacent buildings to create a vibrant public space that will be activated by the SoFA community, South First Friday gallery walks, and several festivals and events. The plaza will also serve as the southern gateway for the arts and culture district.

This project represents the capstone piece of a larger long-term effort to transform the SoFA district, and will leverage over \$60M in City of San Jose Redevelopment funds already invested in the SoFA three-block area and over \$350M invested in the adjacent neighborhood (per attached list). ArtPlace investment will help to complete a legacy of public/private collaboration and innovative place making that will serve SoFA and Silicon Valley for decades to come.

Who will lead this work? This project is a joint effort of 1stACT, the City of San Jose and the SoFA District led by Connie Martinez—CEO and Managing Director, 1stACT Silicon Valley — and Kim Walesh—Director of Economic Development and Chief Strategist, City of San Jose.

Please provide brief background on this leader(s) and highlights from his/her track record of accomplishment (if not evident from organization history).

Connie Martinez: Connie is a recognized civic and cultural leader in Silicon Valley with 25 years of experience in leading organizations such as Children's Discovery Museum and 1stACT Silicon Valley, and public-private projects ranging from the development of NASA Research Park to Mountain View's Civic Center and Shoreline Amphitheater and Park. Connie has also been the director of strategic initiatives for University of California Santa Cruz, vice president for Joint Venture: Silicon Valley Network and deputy city manager, planning director and general services director for the City of Mountain View, CA.

Kim Walesh: Kim is a nationally recognized leader in economic strategy and community development. At the City of San Jose, Kim is responsible for implementing San Jose's Economic Strategy as well as its Cultural Strategy. She co-founded Collaborative Economics and Joint Venture Silicon Valley and served as a senior policy analyst at SRI International's Center for Economic Competitiveness. Kim co-authored *Civic Revolutionaries: Igniting the Passion for Change in American Communities* and

Grassroots Leaders for a New Economy: How Civic Entrepreneurs Build Prosperous Communities.

Who are your partners in this work?

City of San Jose:

- Office of Economic Development -- co-leadership
- Parks and Recreation -- treatment and maintenance of the park
- Transportation -- closure of the street
- Public Works -- infrastructure
- Public Art -- platforms for public art
- Planning -- design review and permitting

SoFA arts organizations:

- San Jose Institute of Contemporary Art
- San Jose Museum of Quilts and Textiles
- MACLA/Movimiento de Arte y Cultura Latino Americana
- San Jose Stage

Please provide evidence of their partnership, including letters of support that describe their roles. Letters of support are attached.

Are there other supporting or complementary activities that your work will draw from and reinforce? For the last five years, SoFA has been the focus of a joint revitalization project for 1stACT Silicon Valley, the San Jose Redevelopment Agency and the San Jose Downtown Association, as the “SoFA Demonstration Project” (see attached plan). The district’s location, character and cultural assets made it the perfect place to demonstrate the principles of 1stACT’s vision for downtown, specifically the power of “small wonders” to transform a common place into a destination. A strong team of stakeholders and owners on the street came together to create a vision for the district. They identified their district as: *eclectic, organic, artistic, creative, inclusive and pedestrian-friendly*. A physical transformation was designed and partially implemented with expanded sidewalks, extensive landscaping, improved lighting and the installation of three murals. Programming plans were put in place, the “best ideas” for programming were seed-funded and the district became an area of focus for the City and a sought-after location for festivals and events. The South First Friday gallery walk now draws 1,000-3,000 people each month. The annual SubZERO Festival has doubled in size, and events such as the Left Coast Live Festival and San Jose Jazz Festival use SoFA as a focal point. The San Jose Bike Party gathered in SoFA this year, as well as hundreds of residents celebrating the World Cup Finals on a big screen in the closed street.

The SoFA Demonstration Project continues despite significant cuts in available public funding. In challenging economic times, it is the creative, nimble and innovative organizations that are able to survive and thrive. SoFA is filled with these organizations and they continue to bring new elements and vibrancy to the district. Each organization has significant programming plans that serve their communities. For example, MACLA

provides rehearsal and meeting space for nearly 50 external groups in addition to the extensive programming they provide to youth, families and the Latino community. They recently received a grant from the Ford Foundation to expand and solidify their presence in SoFA. Adobe's Youth Voices program and the PeaPod Foundation have chosen MACLA as the next PeaPod Academy location for high school digital arts experiences.

In the last two years, two new arts organizations—Higher Fire Clay and San Jose Art Glass—moved into the district, as well as a martial arts studio, yoga studio, coffeehouse and a Vietnamese restaurant. Additionally, a luxury high-rise residential tower in SoFA that was completed last year is now coming online as rental units. As this building of 213 units is occupied this summer, the foot traffic and demand for services and retail in SoFA will increase significantly.

SoFA is a unique district that is on the verge of becoming a destination for the region. The momentum of this transformation has been building for years. The Parque De Los Pobladores – Gore Park project will solidify the progress that has been made and serve as a tipping point in SoFA's progress.

What are your ambitions for this work? 1stACT chose SoFA as an area of focus because we believed it had the potential to become a real destination for the region and a significant amenity for downtown San Jose. It builds on our natural and cultural resources and leverages the unique character of Silicon Valley. The goal of the SoFA Demonstration Project was to prove the efficacy of good design principles and then replicate them throughout the downtown.

This project will demonstrate the viability and perfect fit of the “park to plaza” and “pavement to plaza” principles in downtown San Jose. It will create an “outdoor living room” in SoFA that leverages one of the best climates in the nation and invites the surrounding neighborhoods to make themselves at home within it. The plaza and closed street will significantly increase the exhibition and programming space of the adjacent arts organizations. This will challenge them to creatively cross their physical boundaries and reach beyond their doors to engage the public and outdoors.

We also believe this project will serve as a model for private/public collaboration. The City has made significant investments in the district, but the leaders and stakeholders on the street led the visioning process and are driving the progress in partnership with 1stACT and the Downtown Association. We develop consensus and common goals and then present them to the City as a clear strong vision supported by all sectors of the community.

How will you evaluate the success of this work? The success of the SoFA Demonstration Project will be evident in the vibrancy of the district and the people that it draws to downtown San Jose. Increased foot traffic and the depletion of available retail space are also measurable factors. Success will also be demonstrated by the replication of the strategies and design principles used in SoFA in other districts.

The effectiveness of the park project will be shown through the use of the plaza and the impact it has on the surrounding neighborhood—increased public profiles, patronage, and support of the arts organizations and true recognition of SoFA as the arts and culture district.

Describe the community today in which your work will take place and how you expect that to change as a result of your work. SoFA has made significant progress in the last few years. Beyond physical transformation, a major element of the SoFA Demonstration Project was changing the attitude within the City structure from one of caution and conservancy regarding place making to courage and experimentation. The Project unleashed the creativity of those who believe in the power of good design and collaboration.

The continuation of this spirit of place making depends in part on the success of the SoFA district and its impact on the downtown core. We have made significant progress, but there is still a great deal of work to be done.

What is your budget for this work? The budget for the “SoFA Outdoor Living Room” project is \$2 million.

Funding Sources

Foundations	1,500,000
In-kind	500,000
TOTAL	2,000,000

Budget Estimate

Design/Soft Cost	200,000
Hardscape	950,000
Landscape/Irrigation	250,000
Special Site Elements (shelters, furniture, art)	250,000
Lighting/Electrical	100,000
Grading/Drainage	100,000
Contingency	150,000

TOTAL 2,000,000

What are your sources of funds for this work, committed and pending?

Morgan Family Foundation -- committed

David and Lucile Packard Foundation – pending June decision

How much are you requesting from ArtPlace? \$1,000,000

How will ArtPlace funds be used? ArtPlace funds will leverage the investments that have already been made in the district and allow for a design build process of SoFA’s “outdoor living room” to be completed and the project to be fully implemented.

City of San Jose Investment Facts

- Since 1977, the City of San Jose has invested over \$1.8 billion in the Downtown, chiefly through its Redevelopment Agency
- Total City investment for SoFA and contiguous neighborhoods since 1977 is **\$422 million**.
- Projects specific to three block area in SoFA are indicated with an asterisk* The other projects are nearby.

Project	Dollar Amount
California Theater*	\$53 million
Marriot Hotel	\$10.6 million
Convention Center	\$272.9 million
Sobrato Office Tower	\$5 million
360 Residential Tower*	\$2 million
SoFA Planning*	\$3 million
Building Improvement and Facades	\$71 million
San Jose Stage*	\$125,000
SoFA Demonstration*	\$2 million
Cultural Grants*	\$2.7 million

May 20, 2011

Carol Coletta
Director
ArtPlace

Dear Ms. Coletta,

I strongly support a funding application from 1stACT Silicon Valley for the purpose of building a unique gathering place at Parque De Los Pobladores - Gore Park in Downtown San Jose.

The SoFA District, in which the park is found, and where a public investment of over \$400 million has been made during the past 30 years, has evolved to become a vibrant arts and entertainment district. The 1stACT project will complement the momentum of that transformation and build a unique gathering place for the district, the surrounding neighborhoods and the City as a whole. The City of San Jose is actively engaged in a partnership with 1stACT to realize that vision.

Your support of 1stACT's vision and the positive consideration of its application are much appreciated.

Best Wishes



Chuck Reed
Mayor

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Kathy Rosner-Galitz
Kathryn Schlepphorst
Terry Trobough

May 19, 2011

Carol Colletta
ArtPlace

Dear Carol,

For the past 31 years, the San Jose Institute of Contemporary Art (ICA) has been an important part of the ecosystem of arts organizations and individual artists that makes up the cultural fabric of San Jose and the greater Bay Area. Uniquely positioned between the large institutional museums and the smaller commercial galleries, the ICA is an energetic visual arts space that presents contemporary art in its most present tense. Progressive exhibitions reflect a freedom of experimentation and include art that is inspiring, stimulating, challenging and fresh.

For most of our 31 years, the ICA has been located in the SoFA (South of First Area) District of downtown San Jose. In 2006, we took the bold step of buying a building in SoFA at 560 South First Street, directly across from Gore Park. Our newly renovated building doubled our space, increased our exhibition program and enabled us to expand our educational offerings. In conjunction with a capital campaign to purchase and renovate the new building, we have aggressively endeavored to enhance our visibility and accessibility.

The ICA has been committed to the SoFA district for more than 30 years and has presented a number of programs that have extended beyond our gallery walls to more fully activate the space and the district. For instance, since 2000, we have presented a new media installation series in our windows that includes video projections, sound installations, kinetic light projects, and other new media works that animate and illuminate the windows after dark, giving the ICA an ongoing presence throughout the night. This program has attracted thousands of viewers throughout the years and has become a place to stop when entering or leaving the district.

We have also had great success when we have been able to close down the street and create a pedestrian area for a larger event. For instance, during the past several years, we have partnered with our SoFA neighbors to produce a bi-annual street fair in conjunction with the Zero1 Art and Technology Festival, which attracts several thousand people. And, this year, the ICA produced our inaugural ArtHouse event, which included food trucks in front of the building, an Art Fair on the sidewalk comprised of 35 artists selling their work, and numerous activities inside the building.

We are extremely excited about the prospect of renovating Gore Park and creating a permanent urban plaza in the block between William and Reed Streets. We worked for more than a year with 1stACT, the San Jose Redevelopment Association, and other SoFA stakeholders, that included both arts leaders and business owners, to create a vision for the district. That vision was partially implemented in the first block of SoFA. However, our area is still awaiting the transformation we envisioned.

In an effort to bring more attention to our part of the district, I am currently working with a private foundation and the San Jose Public Art Program to place two sculptures by internationally acclaimed sculptor Charles Ginnever in Gore Park in conjunction with an exhibition that the ICA will present of Ginnever's work. The timing of that show is tentatively scheduled for Spring 2012. If this project should be approved and work begins on the Park soon, we will adjust our schedule accordingly so that we can incorporate these sculptures into a bigger vision for the park.

Of course, there are a number of other ways that we could activate the area. Every month, the ICA participates in the South First Friday gallery crawl. All the galleries and many of the businesses open their doors to the public and present exhibitions, performances, slam poetry readings and other cultural offerings until late into the night. This monthly event attracts thousands of visitors to the district. An urban plaza at the gateway to SoFA would be the ideal place for street performers, art installations, improve performances, as well as food trucks and other food/beverage vendors. It would allow us to extend our programming beyond the walls of the building and activate the entire district.

We are encouraged by the City's interest in the area and their willingness to work with us to close the street to traffic and help with facilitating a re-design of the Park. The San Jose Downtown Association has worked hard to maintain the area, tending to the large plantings that were part of the first phase of improvements and keeping the sidewalks clean and buildings free of graffiti. The arts organizations utilize the sidewalks as best we can and often present programming in the park despite the lack of a true gathering place or proper seating. With the help of 1stACT and this ArtPlace grant, we can all work together to create an energized urban meeting place where visitors know they can gather to enjoy music, art, spoken word, theatrical performances, art making, and other cultural offerings.

Most sincerely,

A handwritten signature in blue ink, appearing to read 'Cathy', with a stylized flourish at the end.

Cathy Kimball
Executive Director



May 19, 2011

Carol Colletta
ArtPlace

Dear Carol,

I am writing in support of the First Act proposal for Gore Park.

510 SOUTH FIRST STREET
SAN JOSE, CA 95113
T 408.998.ARTE
F 408.998.2817
INFO@MACLAARTE.ORG
WWW.MACLAARTE.ORG

MACLA/Movimiento de Arte y Cultura Latino Americana is an inclusive contemporary arts space grounded in the Chicano/Latino experience that incubates new visual, literary and performance art in order to engage people in civic dialogue and community transformation. Founded in 1989 as the result of a broad community mobilization in the City of San Jose and nationwide on behalf of multicultural arts, MACLA continues to promote the visual arts, the performance and literary arts, youth arts education, and community development through the arts as vehicles for civic dialogue and social equity. Our programs serve four main constituencies—Latinos, artists, youth, and immigrants—and each year reach 30,000 community members, families, children, youth and arts patrons, the majority of whom come from the South Bay.

More than 30,000 Bay Area residents—the majority of whom are community members, families, children, youth and arts patrons from San Jose and Silicon Valley—participate in the 50 programs MACLA produces each year in the four core program tracts: literary and performance, youth arts education, visual arts and community outreach. All programming remains loyal to our mission and to our roots as an organization founded by artists/activists committed to using the arts as a catalyst for social change.

We are located directly across the street from Gore Park in a 38,000 square foot building. We have recently been awarded a prestigious Ford Foundation LINC grant (Leveraging Investments in Creativity) of \$300,000 to facilitate a planning and pre-development process to purchase the building that we now lease from the City.

Equally significantly, MACLA has been chosen as the South Bay site for the next Peapod Academy. A collaboration with Adobe Youth Voices, the Entertainment Industry Foundation and the Black-eyed Peas, the Academy will provide hands-on training to our target youth audience – underserved and at-risk teenagers in the Williams Reed Corridor. Having access to the proposed plaza will provide visibility to the program and serve as an exhibition space to showcase their creations.

The creation of an urban plaza right outside our doors would allow us to expand our already existing programs – Family Arts Sundays, First Friday Art Walks, Family Portraits, *Mi Palabra* poetry in the park) and provide additional space for new ones. Our summer gang-prevention program, *Que Onda? What's up this summer* will particularly benefit.

We appreciate the City's interest in the area and their willingness to work with us to close the street to traffic and facilitate a re-design of the Park. With the help of First Act and this ArtPlace grant, we can create an energized urban meeting place where visitors know they can gather to enjoy music, art, spoken word, theatrical performances and art workshops, thereby enhancing the entire community.

Most sincerely,

Elizabeth Waldo
Interim Executive Director



San Jose Museum of
**Quilts &
Textiles**

May 19, 2011

Ms. Carol Coletta, Director
ArtPlace

Dear Ms. Coletta,

I am writing on behalf of the San Jose Museum of Quilts & Textiles to express our excitement and eagerness to participate in the Parque De Los Pobladores – Gore Park project with 1stACT Silicon Valley.

The first museum in the United States to focus exclusively on quilts and textiles as an art form, the San Jose Museum of Quilts & Textiles has been in downtown San Jose for over 27 years. Our mission is to increase the public's awareness, understanding, and appreciation of quilts and textiles as a form of artistic and cultural expression. Our collection consists of some 800 quilts, garments and ethnic textiles, and a research library of more than 500 books on the history and making of quilts and textiles. The Museum attracts approximately 14,000 visitors annually and reaches 8,000 K-12 students and their families.

In 2003, the Museum was able to purchase and renovate a historic 13,000 square-foot property in SoFA as our permanent home. We have watched the district develop over the last few years towards a vibrant, active place to be, and feel it is now at a tipping point. The park project represents a wonderful opportunity to transform our block and create a new programming and gathering space for the many arts organizations located here. Securely in our permanent home, our focus is now on expanding our current programs and creating new education opportunities. Through a grant from the Knight Foundation we are creating a Digital Textile Lab and education space, with cutting edge equipment and furniture. The program will provide artists and community members of all ages with hands-on opportunities to experiment with creating the fabric(s) of their lives using digital textile technologies as tools to create a wide array of fiber art for diverse contexts and uses—such as fusion fashion, home decoration, and experimental installation art. We would love to be able to move these programs out into the plaza. We see the plaza as a place for increased collaboration and joint programming with our neighbors. And we see the plaza as an active destination for the community and beyond.

Sincerely,

Linda Craighead
Interim Director

Linda Craighead
Interim Director

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www.sjqmusem.org



...The Bay Area's Award-Winning Off-Broadway Theatre...

May 17, 2011

Carol Coletta, Director
ArtPlace

Dear Ms. Coletta:

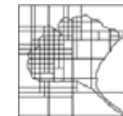
San Jose Stage Company enthusiastically endorses 1st ACT Silicon Valley's request for support of the SoFA District's vision and transformation of Parque De Los Pobladores - Gore Park as a urban plaza, unique to the City of San Jose's Arts and Culture District. The Stage is eager to participate in creating an exciting pedestrian environment in SoFA. The Gore Park Urban Plaza has many significant and interesting elements which will serve the SoFA District in attracting not only arts patrons but casual foot and bicycle traffic.

San Jose Stage Company, recognized as The Bay Area's Premiere Off-Broadway Theatre, has produced a broad spectrum of 137 riveting dramas, entertaining comedies and new musicals in various locations on South First between San Carlos and Reed Streets (SoFA). The Stage's high performance, high quality, high impact theatre, annually serves an audience base of 30,000, has drawn audiences to the City's Arts and Entertainment District for nearly three decades. The Stage plans to develop and incorporate its Satellite Series' stage readings, solo performances and award-winning programming in support of the Plaza's activation. The Gore Park Urban Plaza will enhance the established SoFA environment with its engaging outdoor characteristic and ambience.

The Stage, the original anchor arts organization physically located at the Gateway to the SoFA Arts and Entertainment District since 1990, continues to advance its high-profile commitment and leadership role in building a vibrant regional arts community. A major stakeholder in the SoFA District, San Jose Stage Company, well positioned at the corner of South First and William Streets, supports the transformation of Parque De Los Pobladores and the construction of the Gore Park Urban Plaza while promoting a collective vision of downtown San Jose as a thriving cultural and social destination.

Sincerely,

Cathleen King
Executive Director



Ken Kay Associates
Corporate Planning, Urban Design
& Landscape Architecture
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San Francisco, California
94111
www.kenkaysf.com

SoFA Demonstration Project



SoFA Identity Committee



- Richard Berg
- Mike Borkenhagen
- Roma Dawson
- Jennifer Easton
- Bill Gould
- Rick Jensen
- Erika Justis
- Ken Kay
- Cathy Kimball
- Cathleen King
- Cherri Lakey
- Connie Martinez
- Hope Shapiro
- Ben Soriano

Why Focus on SoFA?

- Opportunity to demonstrate full spectrum of urban design principles and priorities in 3-block area
- Prominent street in urban core with motivated group of people who care
- Good place to start



SoFA Identity



- Eclectic
- Organic
- Artistic
- Creative
- Inclusive
- Pedestrian-friendly



SoFA Assets

- Creative spirit
- California Theater
- ICA, MACLA, Stage, Quilts Museum, Anno Domini
- Restaurants/nightclubs
- 360 Residences
- Creative firms
- Proximity to SJSU and Convention Center
- Consolidated ownership investing/ready to move forward
- Unfinished development opportunities
 - Valley Title, Gore Park, etc.



SoFA Challenges

- Credibility - a lot of talk for a long time
- Weak retail/tenant flow
- Humpback street
- Challenging economy
- Weak San Jose/SoFA brand
- Connectivity
- Propensity for value engineering



Overall Strategy

- Build on the assets/relationships/best practices in place
- Capitalize on the opening of 360 Residences
- Demonstrate progress, while managing expectations
- Leverage public investment
- “Bundle” investment opportunity
- Use SoFA for experimentation and demonstration



Key Steps



- Inspiring leadership, investment and participation in shared vision for SoFA
- Removed some “ordinance barriers” to outdoor cafes, vendors and public art
- Produced Activation Manual
- Created PBID which will address maintenance and help fund beautification
- Secured permanent spaces for ICA and Quilts
- Completed design for sidewalk extensions/narrowing of street and Gore Park
- Created matching fund for activation

Project Priorities



- Improve the streetscape
- Recruit 3 new SoFA tenants
- Complete Gore Park renovation
- Install 3 murals
- Improve 280 parking lot
- Determine Gateway design solution
- Activate Phase I spaces
- Explore long-term facility options for MACLA and Stage

Translating the New Urban Principles for Downtown San Jose



1st ACT Overall Goals & Objectives

- Clear Vision

- Demonstration First
- Structural and Moveable Streetscape

- Programming to Activate Streetscapes

- Vendors
- Public Art
- Musicians
- Festivals
- Temporary Street Closure
- Pedestrian Amenities

- Political Approval for Private Use of the Public Realm (In Process)

- Community Input & Acceptance

- Financial Commitment

- Design & Approval
- Construction
- Management
- Maintenance

- Implementation Plans

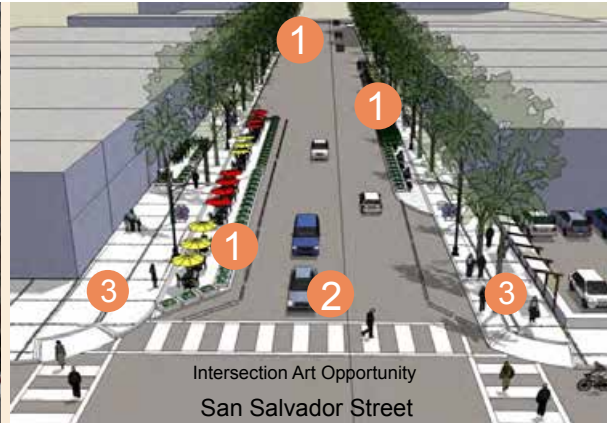
- Demonstration Project Early Spring 2008
- Final Improvement Project (TBD)

- On-Going Maintenance

- On-Going Management of Programming



North Block



Mid Block



South Block / Gore Park (Undergoing Redesign)

South First Street Activation Elements

Private Use of the Public Realm

- Traffic Calming
- Maximize Pedestrian and Bicycle Activity
- Multi-Purpose Streets
Street Closure, Service, Events
- Greening of the Streetscape

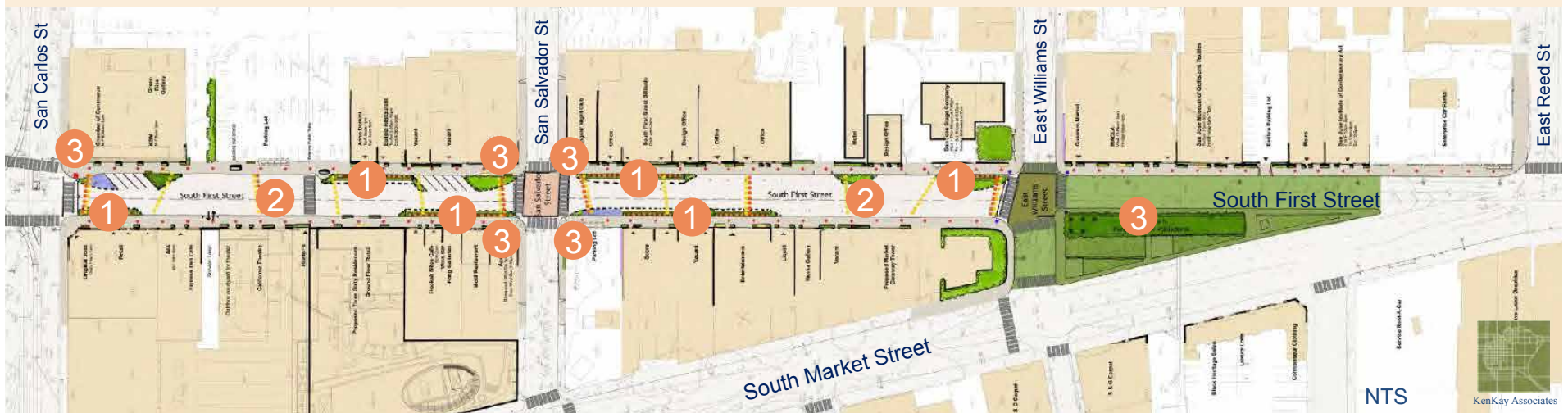
1 Sidewalk Extensions & In Street Planting

- North Block – 3 Sidewalk Extensions Completed by Feb 09
- Mid Block – 3 Potential Sidewalk Extensions (Next Steps)
- Phasing in Pedestrian Amenities, Planting, Lighting, and Site Furniture

2 Narrowing the Street

3 Gateway Locations

- Primary Gateway (North Block)
- Illuminated Intersection Identity Markers (Mid Block)
- Gore Park (Parque de Los Pobladores) – Create Complete Urban Park



NTS

KenKay Associates



Public Art and Streetscape Elements



Murals



Street Corner Intersection



Banners on Light Posts



Banners Over the Street



Site Furniture



Restaurant Furniture



Bicycle Racks



Lit Artist Benches



Game Tables



Lighting and Landscape



Storefront Lighting



Festoon Lighting



In-Street Planting



Vertical Green Wall



Sidewalk LED Lighting



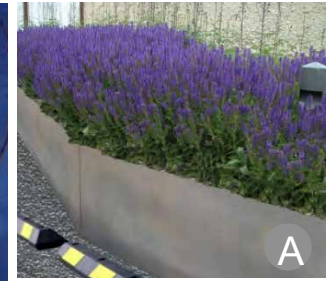
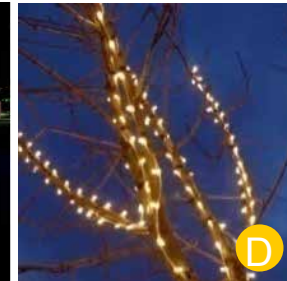
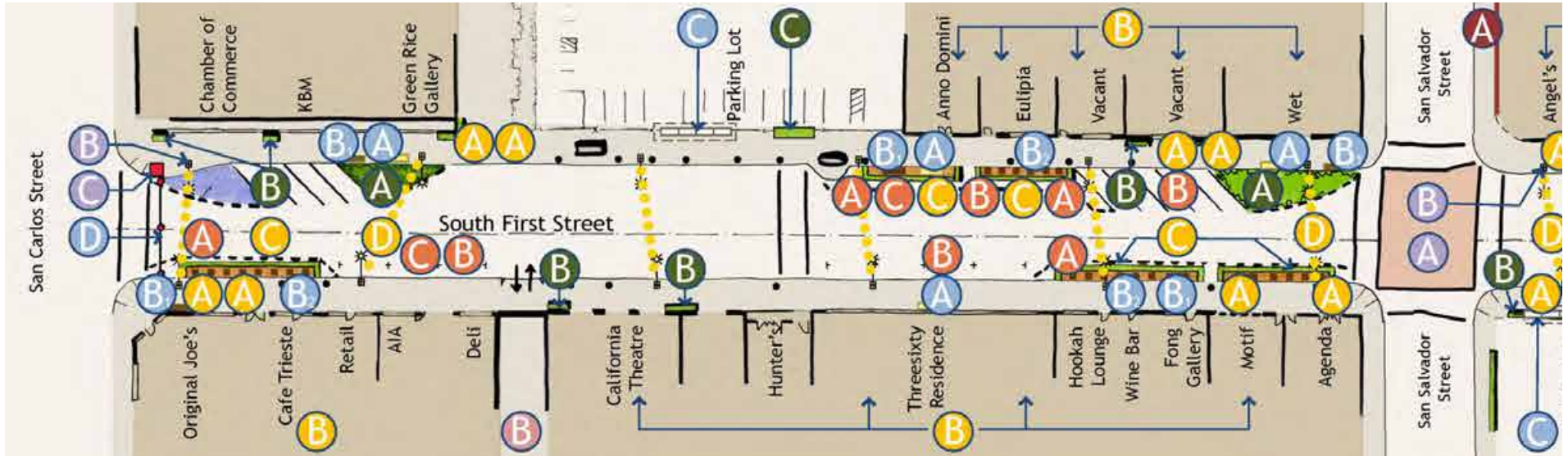
Tree Lighting



Sidewalk Planters



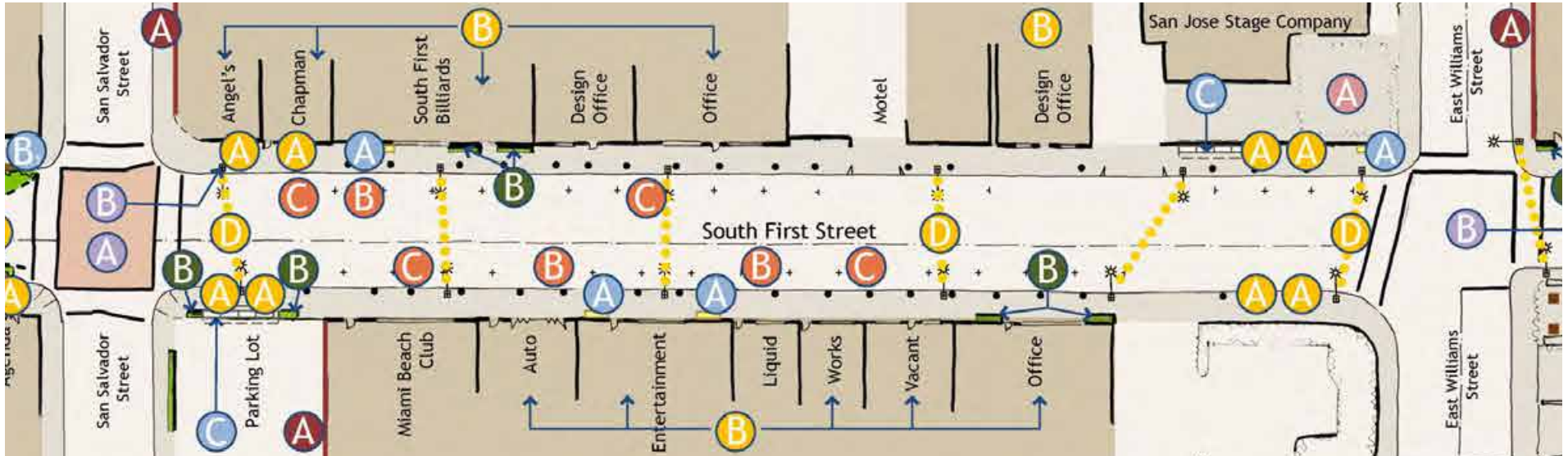
SoFA Year One Improvement Plans San Carlos to San Salvador



Street Elements	Streetscape	Site Furniture	Lighting	Landscape	General
<p>A Sidewalk Extensions</p> <p>B On Street Parking</p> <p>C Loading Zones</p> <p>D Gore Park Redesign</p>	<p>A Street Corner Intersection</p> <p>B Banners on Street Poles</p> <p>C Primary Gateway Study</p>	<p>A Lit Artist Benches</p> <p>B₁ Benches</p> <p>B₂ Restaurant Furniture</p> <p>C Bicycle Parking</p> <p>D Street Closure Bollards</p> <p>E Game Tables</p>	<p>A Street Tree Lighting</p> <p>B Storefront Lighting</p> <p>C Street Extension Lighting</p> <p>D Festoon Lighting</p>	<p>A In-Street Planting</p> <p>B Sidewalk Planters</p> <p>C Vertical Green Planting</p>	<p>A Stage Company Courtyard Use</p> <p>B Close Service Gate</p> <p>C Façade Grant (MACLA/Angels)</p>
Public Art <p>A Murals</p> <p>B North Point Gore Park Art</p>					



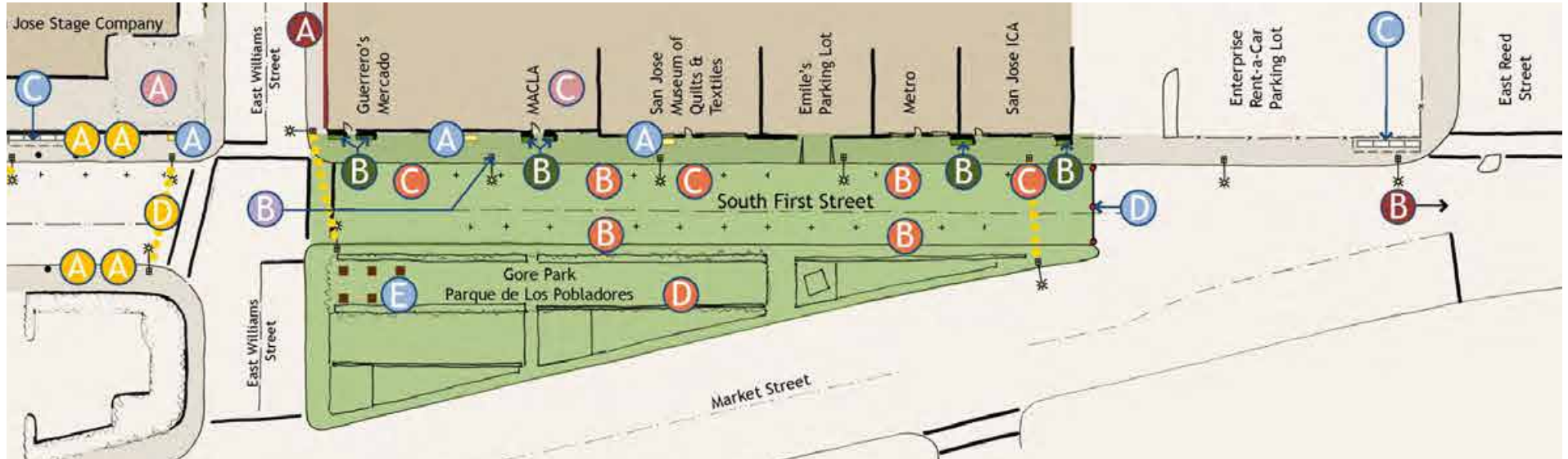
SoFA Year One Improvement Plans San Salvador to East Williams Street



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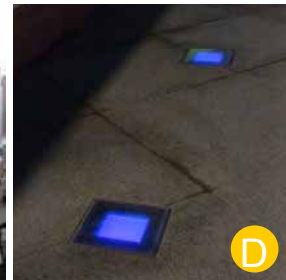
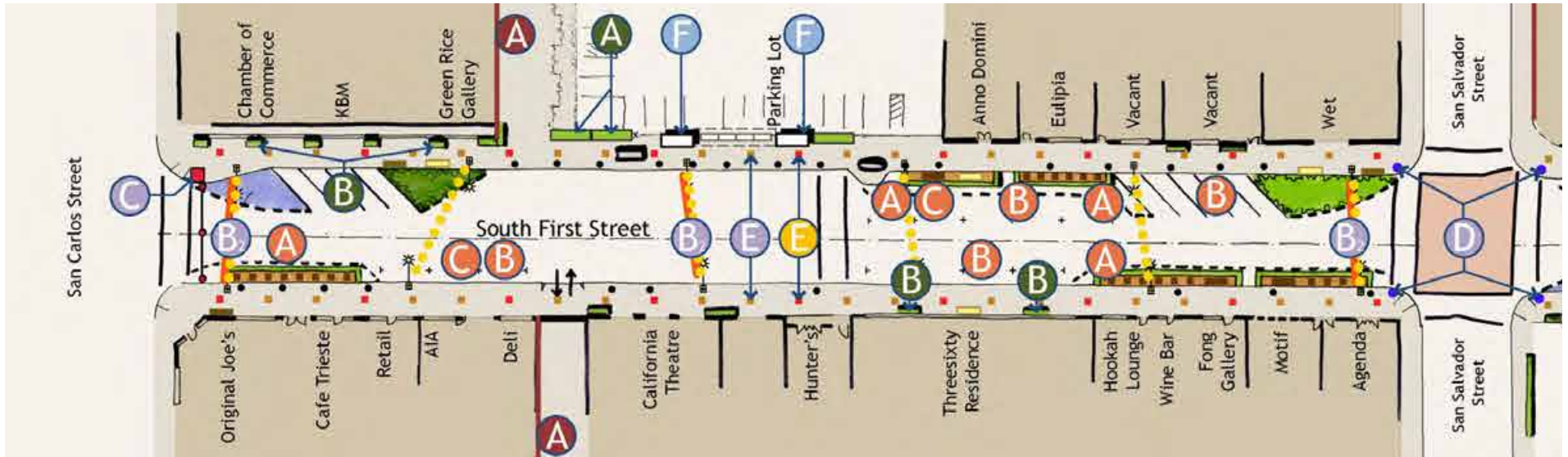
SoFA Year One Improvement Plans East Williams Street to East Reed Street



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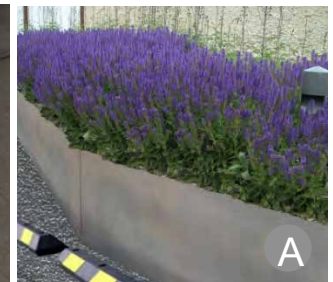
SoFA Year Two Improvement Plans San Carlos to San Salvador



Street Elements	Streetscape	Site Furniture	Lighting	Landscape	General
A Sidewalk Extensions	A Street Corner Intersection	A Lit Artist Benches	A Street Tree Lighting	A In-Street Planting	A Stage Company Courtyard Use
B On Street Parking	B₁ Banners on Street Poles	B₁ Benches	B Storefront Lighting	B Sidewalk Planters	B Close Service Gate
C Loading Zones	B₂ Banners Across the Street	B₂ Restaurant Furniture	C Street Extension Lighting	C Vertical Green Planting	C Façade Grant (MACLA/Angels)
D Gore Park Redesign	C Primary Gateway Study	C Bicycle Parking	D Festoon Lighting		D Building Painting
Public Art	D Illuminated Intersection Poles	D Street Closure Bollards	E Sidewalk LED Lighting		
A Murals	E Textile Accent Paving on North & Mid Blocks	E Game Tables			
B North Point Gore Park Art		F Vendor Kiosk			



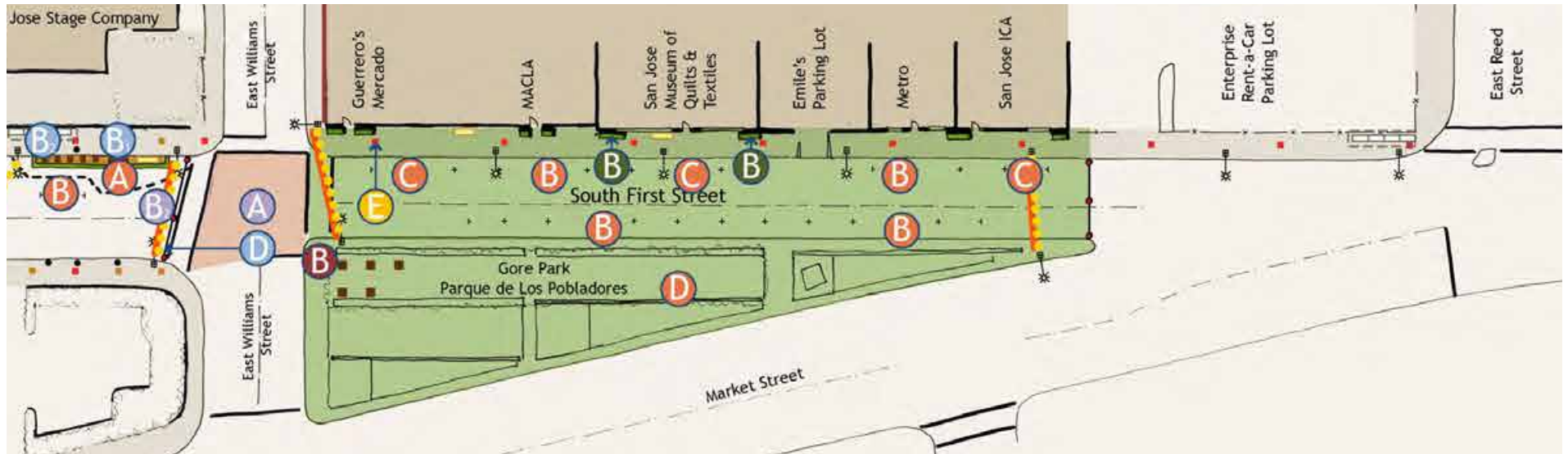
SoFA Year Two Improvement Plans San Salvador to East Williams Street



Street Elements	Streetscape	Site Furniture	Lighting	Landscape	General
A Sidewalk Extensions B On Street Parking C Loading Zones D Gore Park Redesign Public Art A Murals B North Point Gore Park Art	A Street Corner Intersection B₁ Banners on Street Poles B₂ Banners Across the Street C Primary Gateway Study D Illuminated Intersection Poles E Textile Accent Paving on North & Mid Blocks	A Lit Artist Benches B₁ Benches B₂ Restaurant Furniture C Bicycle Parking D Street Closure Bollards E Game Tables F Vendor Kiosk	A Street Tree Lighting B Storefront Lighting C Street Extension Lighting D Festoon Lighting E Sidewalk LED Lighting	A In-Street Planting B Sidewalk Planters C Vertical Green Planting	A Stage Company Courtyard Use B Close Service Gate C Façade Grant (MACLA/Angels) D Building Painting



SoFA Year Two Improvement Plans East Williams Street to East Reed Street



Street Elements	Streetscape	Site Furniture	Lighting	Landscape	General
A Sidewalk Extensions	A Street Corner Intersection	A Lit Artist Benches	A Street Tree Lighting	A In-Street Planting	A Stage Company Courtyard Use
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SoFA Full Build-Out Improvement Plans San Carlos Street to San Salvador Street



Street Elements	Streetscape	Site Furniture	Lighting	Landscape	General
<ul style="list-style-type: none"> • Sidewalk Extensions • On Street Parking • Loading Zones • Gore Park Redesign 	<ul style="list-style-type: none"> • Street Corner Intersection • Banners on Street Poles • Primary Gateway Study • Illuminated Intersection Poles • Continue Block 3 Paving Pattern on Blocks 1 & 2 	<ul style="list-style-type: none"> • Lit Artist Benches • Benches • Restaurant Furniture • Bicycle Parking • Street Closure Bollards • Game Tables • Vendor Kiosk 	<ul style="list-style-type: none"> • Street Tree Lighting • Storefront Lighting • Street Extension Lighting • Festoon Lighting • Sidewalk LED Lighting 	<ul style="list-style-type: none"> • In-Street Planting • Sidewalk Planters • Vertical Green Planting 	<ul style="list-style-type: none"> • Stage Company Courtyard Use • Close Service Gate • Façade Grant (MACLA/Angels) • Building Painting
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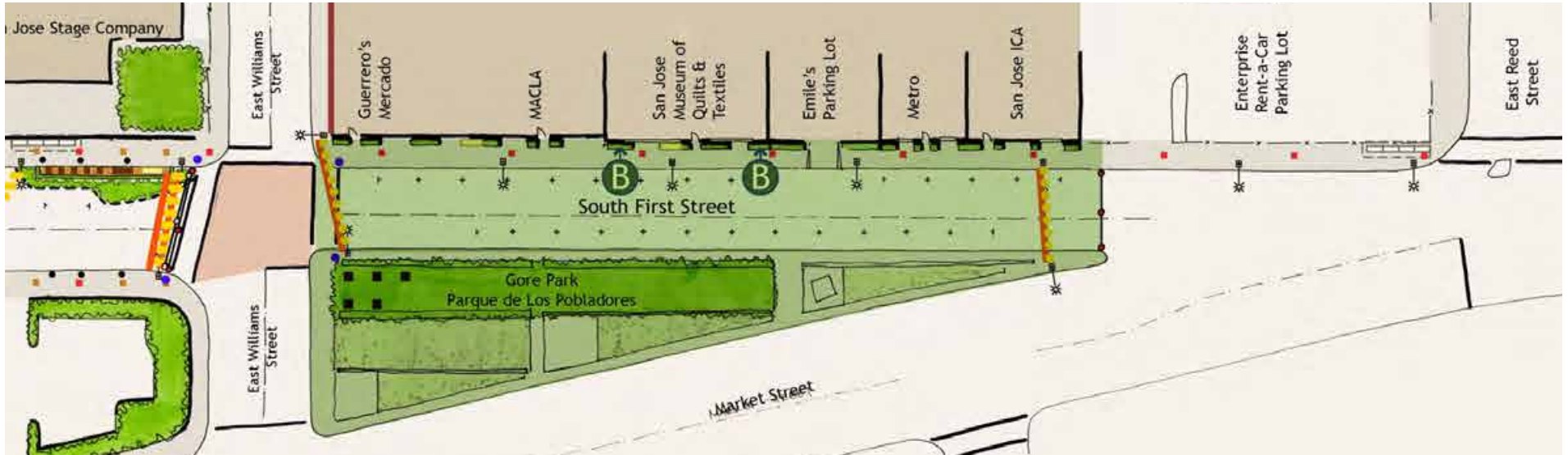
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Maintenance Plan

- PBID -- Landscaping, Graffiti
- PBID Plus or Fundraiser-- Street furniture, Banners, Lighting
- City of San Jose -- Public Art
- Owners -- Outdoor cafes, Facades, Storefront lighting



Retail Recruitment Plan



Goal: Recruit three new tenants in first year, creating “critical mass” to contribute to collective success

- Survey available space
- Develop unique space use strategies and retailer incentives with building owners
- Actively pursue tenants that will contribute to the SoFA identity
- Work with RDA to facilitate entry into space

Programming Plan



Events	# days
• SubZero	2
• South First Friday	10
• Street Market	4
• Outdoor Performance	75
• “Next Thursday” Lunch	40
• <u>Chess events (in park)</u>	20
Total	151



Programming Plan

Cultivate partnerships for increased connectivity and activation:

- Team San Jose
- Convention Planners
- San Jose State University
- Museums/Arts Groups
- Community Groups
- Sports -- Sharks, Earthquakes
- Festivals and Events
- Neighborhood



Programming Plan



Ongoing Activation:

- Enable free Wi-Fi district-wide
- Increase California Theater use by 20%
- Open California Theater Courtyard
- Activate Stage Courtyard
- Maintain 365-day activation by businesses

SoFA Before





After

