

# Blight Progress Report

# **BLIGHT PROGRESS REPORT**

## **FY 2006-07 ACCOMPLISHMENTS**

(Source: FY 07-08 Adopted Budget)

### **I. Promote and Implement Neighborhood Improvement Strategies**

#### **A. Neighborhood Business Districts, Neighborhood Business Clusters and Business Districts in the Strong Neighborhoods Initiative Project Area**

1. Continued the Façade Improvement Program (FIP) for the Alum Rock Avenue, East Santa Clara Street, Japantown, Monterey Corridor, Story Road, The Alameda, and West San Carlos Neighborhood Business Districts (NBDs); the Neighborhood Business Cluster (NBC) Project Area – Union/Camden, White & Quimby, and Monterey/Roeder; and the Strong Neighborhoods Initiative Project Area (individual buildings are listed by SNI in the Strong Neighborhoods Initiative Section 2 below).
  - a. Processed facade improvements for 52 buildings: Application through Bid Phase
  - b. Completed facade construction on 27 buildings
  - c. Collaborated with NACs and Business Associations to prioritize new facade projects
  - d. Completed the White & Quimby facade improvements – White & Quimby NBC
  - e. Began facade improvements on the Hoady property at Story/King Intersection - Story Road NBD
  - f. Continued negotiations on Owner Participation and Reciprocal Easement Agreement with the property owners for the renovation and landscaping of the Tropicana Shopping Center Parking Lot - Story Road NBD
  - g. Facilitated the development of the vacant buildings at Story and Bal Harbor - Story Road NBD
  - h. Continued negotiations with owners at the Edenvale Shopping Center for a parking easement in preparation for parking lot rehabilitation - Monterey Roeder
  - i. Assisted in the removal of an illegal cyclone fence in the rear of the Edenvale Shopping Center

- j. Started construction on parking lot and landscape improvements for the Cambrian Shopping Center on Woodard - Union Camden
  - k. Updated the facade program to increase the grant amount and extend eligibility to all Redevelopment Project Areas
2. Streetscape and Park Construction
- a. Completed construction of Bellevue Park near Monterey Highway
  - b. Began the retrofit process of the uprights in the West San Carlos Street medians
  - c. Completed the RFQ process for tree establishment vendors and entered into contracts with two expert tree establishment firms
  - d. Planted 750 street trees and managed tree establishment services
3. Neighborhood Business District Development
- a. Secured modifications to the Zoning Code to reduce off-street parking requirements in the City's Neighborhood Business Districts which will assist in re-tenanting vacant and under utilized commercial space
  - b. Completed the design and installation of new parking lot signs on The Alameda Business District
  - c. Secured a General Plan Amendment to allow installation of High Pressure Sodium Pedestrian Lights in Neighborhood Business Districts and Strong Neighborhoods Initiative Pedestrian Corridors
  - d. Continued financial commitment to the Entrepreneur Center and continued participated on the Oversight Committee (with the Agency's Director of Neighborhood & Business Development as Chair)
  - e. Completed feasibility analyses to determine if there was support for the formation of Property Based Improvement Districts in: Japantown, Story Road, West San Carlos Street and 13<sup>th</sup> Street
  - f. Completed the management plan for the West San Carlos Street Property Based Improvement District formation
  - g. Continued work to facilitate development of mixed-use or commercial sites in the NBDs including:
    - 1) Lau property on Alum Rock
    - 2) Vu property on Alum Rock
    - 3) The Silva/Oliver properties at Alum Rock Village
    - 4) The southwest corner property at the intersection of Story and King
    - 5) The retail space at the Teacher's Housing in Delmas Park

- 6) The Japantown Corporation Yard
  - h. Facilitated a community process to develop a list of community amenity priorities for Japantown. These seven priorities were accepted by the Redevelopment Agency Board.
4. Neighborhood Retail Development
- a. Continued implementing the Retail Strategy in ten neighborhood areas, refined marketing materials for each, and added specialized materials for the restaurant recruitment at Story and King and the property sale at Alum Rock and White.
  - b. Assisted 29 retailers in establishing new businesses in the Neighborhoods, accounting for over 105,000 sf of space and close to 300 jobs.
  - c. Provided on-going assistance with leasing activities at several key neighborhood sites including: 975 The Alameda (Campisi property), First Financial Plaza, Delmas Teachers Housing Project, Tierra Encantada, White Road Plaza, Alum Rock/Stewart, Alum Rock/White, three centers at Story and King Roads, and Winchester Pavilion.
  - d. Assisted new owner for the northeast corner of Alum Rock and White Road.
  - e. Secured budget commitment for Japantown to assist small retail property owners with improvements to obsolete retail space in preparation for tenancing. Secured interest from seven property owners for the program.
  - f. Facilitated the Whole Foods project on Blossom Hill/Almaden Expressway.
  - g. Completed expansion of San Jose Retail website to include demographics and site finding capability for ten neighborhood retail areas. Inquiries generated from the website have increased by 800%.
5. Neighborhood Business Association Activities
- a. Continued to provide staff for seven Neighborhood Business Associations (five in Neighborhood Business Districts and two SNI Business Districts): East Santa Clara Street, The Alameda, West San Carlos Street, Story Road, Alum Rock Village, 13<sup>th</sup> Street (Luna Park Business Association), and Winchester Boulevard
  - b. Completed a marketing assistance program for the Tropicana merchants.
  - c. Continued the banner program in the NBDs, installed new banners on Story Road, West San Carlos Street, Alum Rock Avenue, and in Japantown

- d. Continued business outreach and membership drives. Produced membership materials in 3 languages for the East Santa Clara Street NBD
- e. Continued the marketing efforts with "Explore San Jose" brochures provided at the Airport and Convention Center. Each NBD Brochure is a guide to the Neighborhood Business Districts
- f. Secured the free services of a public relations firm to design promotional materials for the NBDs for use in three light boxes at the Airport for one year (valued at \$15,000 per month)
- g. Negotiated a new contract with the Chamber of Commerce for the promotion of the NBDs through an aggressive marketing plan and informational articles on the NBDs
- h. Completed grant applications and secured funding from San Jose Beautiful and Office of Cultural Affairs for promotional activities and events in the NBDs
- i. Completed marketing and event planning for major NBD events: West San Carlos Street Burbank Jamboree; Story Road Tamale Festival, Alum Rock Tree Lighting, and The Alameda Festival
- j. Initiated a Farmers' Market in Alum Rock Village and continued the Farmers' Market on The Alameda

## **B. Strong Neighborhoods Initiative**

- 1. Strong Neighborhoods Initiative Project Area Accomplishments:
  - a. Completed the updated Neighborhood Improvements Plans to include new "top ten priority" list and renew the Action Agenda for implementation for Blackford, Five Wounds/Brookwood Terrace, Hoffman/ViaMonte, and Winchester
  - b. Began updating the Neighborhood Improvement Plans to include new "top ten priority" list and renew the Action Agenda for implementation for: 13<sup>th</sup> Street, Delmas Park, East Valley/680, Edenvale/Great Oaks, Gateway-East, Greater Gardner, KONA, Mayfair, Tully/Senter, University, Washington, and West Evergreen.
  - c. Distributed a Request for Proposal for consultant services to continue the renewal process for several of the Neighborhood Improvement Plans (listed in b above) and for the remaining 3 neighborhood plans: Burbank/Del Monte, Market/Almaden and Spartan/Keyes.
  - d. Completed Phase I – Design Services/Exterior Design Concepts for the multi-family Project Alliance sites of Edenvale/Great Oaks – Roundtable

Drive, Five Wounds/Brookwood Terrace – Jeanne Forestdale, and Gateway East and Mayfair – Virginia and King

- e. Continued the Housing Rehabilitation Program to upgrade single family and multi-family residential units
  - f. Continued funding the façade improvement program in the eight SNI neighborhoods that identified storefront upgrades as a top ten priority: 13<sup>th</sup> Street, Delmas Park, Five Wounds/Brookwood Terrace, Greater Gardner, Spartan-Keyes, University, Winchester and Union/Curtner
  - g. Continued funding of the Code Enforcement Driveway Team and the City Attorney’s special unit which provides legal support for remediation of serious code violations
  - h. Established the “Blight Busters” program in which citizens are given training to enable them to address to Code Issues
  - i. Provided training to staff and residents for organizing and developing community participation
  - j. Coordinated and prepared financial analysis and investment totals for SNI Report on Investments prepared by Seicifel Associates
2. Accomplished the following projects and programs this fiscal year specified by each Strong Neighborhood:

a. 13<sup>th</sup> Street

**Priority 1**- Completed construction of the second phase of the Hensley Pedestrian Lighting project

**Priority 1**- Completed design for the couplet conversion for Julian/ St. James

**Priority 2** - Completed 4 new facade projects

**Priority 8** - Completed installation of Backesto angled parking

**Priority 8** - Completed construction on the Backesto Park Perimeter Lighting Project

**Priority 8** - Completed restoration of the Backesto Park fountain

b. Blackford

**Priority 2** - Completed construction on the 3,500 square foot Leadership in Energy and Environmental Design (LEED)-certified Teen Center – Starbird Park

**Priority 10** - Implemented second phase of Underwood Apartment complex improvements

c. Burbank/Del Monte

**Priority 2** - Completed construction on the Scott Street Streetscape Project

**Priority 2** - Completed construction on the Auzerais Streetscape Project

d. Delmas Park

**Priority 4** - Designed facade improvements for two commercial buildings

**Priority 6** - Completed curb, gutter and sidewalk project along Auzerais and four side streets that intersect Auzerais to the south

e. East Valley/680 Communities

**Priority 1** - Held public meetings to review public space elements, space plan, and building design; and determined retail needs and preferences for SJRA owned property at the southwest corner of Story and King Roads

**Priority 2** - Improved pedestrian safety through basic traffic calming elements in various neighborhoods

**Priority 4** - Completed improvements at the Hank Lopez Center

**Priority 4** - Completed construction of the Capitol Park Neighborhood Center

**Priority 10** - Installed restricted parking signs to allow street sweeping on specific days in Dorsa, Sierra, and Capitol Goss – East Dobern neighborhoods

f. Edenvale/Great Oaks

**Priority 3** - Completed schematic design for Edenvale/Great Oaks Community Center

**Priority 4** - Completed construction of community garden

**SNI Priority** (Identified multi-family housing rehab need) - Began Implementation of Project Alliance on Roundtable Drive and Azucar Drive

g. Five Wounds/Brookwood Terrace

**Priority 3** - Initiated design for improvements on Anne Darling Drive

**Priority 5** - Completed Selma Olinder Park

**Priority 7** - Coyote Creek Trail – Completed master plan and initial construction documents for creek trail between Story Road and Highway 101

**Priority 8** - Initiated rental housing rehabilitation in the Jeanne Avenue/Forestdale area via a demonstration project to improve at least 13 four-plexes (Project Alliance).

h. Gateway East

**Priority 5** - Completed enhancements for Zolezzi Park

**Priority 5** - Completed park amenities and restroom improvements at Plata Arroyo Park

**Priority 7** - Installed a new traffic signal, wheelchair ramps, pedestrian crosswalks, street lighting and pavement work on King Road at Wilshire Boulevard

**Priority 10** - Completed street lighting improvements on Basch Avenue and East Saint James Street

i. Greater Gardner

**Priority 1** - Reconstructed a section of West Virginia Street with new curb, gutter, sidewalk and pavement

**Priority 1** - Designed and reconstructed Prevost Street with new curb, gutter, sidewalk and pavement

**Priority 1** - Completed the reconstruction of Spencer Avenue and Brown Street with new curb, gutter, sidewalk and pavement

**Priority 2** - Completed William Street pedestrian walkway improvements

**Priority 4** - Continued housing rehabilitation program for single-family homes

**Priority 5** - Completed construction on 2 façade projects

**Priority 6** - Initiated the design for 2 additional pedestrian lights on W. Virginia and one on William Street

j. Hoffman/Via Monte

**Priority 1** - Secured location, opened and programmed neighborhood community center in storefront on Blossom Hill Road

k. KONA

**Priority 4** - Completed feasibility study of speed bumps/stop signs in select areas of KONA

**Priority 7** - Completed Welch Park renovation project to include landscaping, upgraded park lighting, an new group picnic area with shade structure, picnic tables, irrigation, park signs, bleachers, drinking fountain, and new pedestrian pathways

**Priority 9 - Completed ADA compliant ramps**

l. Market/Almaden

**Priority 5 - Completed streetscape improvements between San Jose Convention Center Annex and Balbach Street residences**

**Priority 6 and 9 - Completed pedestrian improvements in Almaden Avenue including pedestrian scale lighting and street trees**

m. Mayfair

**Priority 1 - Completed design of the Mayfair Community Center**

**Priority 7 - Installed traffic signal count-down timers**

**Completed design of Mayfair Skate Park**

n. Spartan/Keyes

**Priority 2 - Reduced the number of lanes from three to two on 10<sup>th</sup> and 11<sup>th</sup> Streets between Highway 280 and Humboldt Street**

**Priority 3 - Initiated design of new pedestrian scale lighting on Keyes Street, between South First Street and Senter Road**

**Priority 4 - Completed construction on 2 façade projects**

o. Tully/Senter

**Priority 9 - Completed master plan for Nisich Park**

**Priority 10 - Completed Lucretia Avenue street widening and reconstruction between Story and Tully Roads**

**Priority 10 - Completed Holly Hill infill sidewalk project**

p. Union/Curtner

1) **Completed the design and bid process for façade improvements for the Maplewood Shopping Center at Union/Curtner**

2) **Completed construction of facade improvements for the Chinese Restaurant on Union and Bascom**

3) **Obtained bids for street work on Curtner Avenue between Union and Bascom Avenues**

q. University

**Priority 6** - Completed William Street Business Directory for businesses on William Street in partnership with Movimiento de Arte y Cultura Latino Americana (MACLA)

**Priority 5/8** - Completed design for the second phase of the William Street Pedestrian Lighting Project, with lights to be installed on William Street from Market to 6th and 10th to 17th Streets

**Priority 7** - Completed construction on 2 facade projects

**Priority 9** - Adopted the Reed Street Historic District

r. Washington

**Priority 2** - Finalized scope for the development of two properties on Alma Avenue for expanded recreation at the Alma Community Center

**Priority 2** - Completed interior renovations of the Alma Center

**Priority 3** - Completed construction of the storm drainage system in the Alma neighborhood

**Priority 4** - Completed construction of two traffic signals at Oak and Vine and Oak and Almaden and constructed 4 ADA curb ramps

**Priority 5** - Installed synthetic turf at Washington Elementary School

**Priority 8** - Closed one partial alley way

s. West Evergreen

**Priority 3** - Completed master plan for Towers Park

**Priority 6** - Completed environmental study of lower Silver Creek

**Priority 8** - Installed ADA ramps at various locations

t. Winchester

**Priority 1** - Completed one facade project

**Priority 2** - Initiated design for pedestrian improvements on Eden Avenue, south of Payne

**Priority 2** - Initiated design for traffic signal modifications at Winchester and Williams

## **II. Enhance the Quality and Supply of the City's Housing Stock**

### **A. Housing Development**

1. Facilitated the construction of approximately 585 housing units within the Greater Downtown area and 730 housing units in Neighborhood and Industrial redevelopment project areas.
2. For formerly Agency-owned properties:
  - a. Facilitated the completion of Classics at North Keystone, and Lofts at The Alameda.
  - b. Continued to facilitate the construction of Tower 88, 360 Residences, One East Julian and The Globe which are under construction as of the end of this Fiscal Year.
  - c. Continued to facilitate obtaining entitlements for City Front Square (Block 8), Park View Towers, and North San Pedro.
3. Completed the audit of Park Townsend as part of the planned issuance of Certificate of Compliance in FY 2007-2008 for this project per the terms of the DDA.
4. Completed and OPA for the St. Claire Building Adaptive Historic Reuse Project.
5. Prepared and circulated an Addendum to a Request for Proposals on the Japantown Corporation Yard site. For the first time, the developer selection interviews were held publicly in a meeting open to the public. An Exclusive Negotiations Agreement with First Community Housing / Williams & Dame was negotiated and executed.
6. Worked cooperatively with the Housing Department to complete the construction of two 100% affordable housing projects, (Art Ark and Delmas Park Teachers Housing with Agency financial contributions of \$2.7 million and \$1.5 million respectively).
7. Continued to work with Neighborhood and Business Development Staff in feasibility analysis and project development for properties in SNI and Business District areas.
8. Continued discussions with property owners of identified potential housing sites regarding site assembly and other predevelopment issues.

9. EHC Housing/Sobrato House – Continued coordination of construction at 3<sup>rd</sup> & William, including coordination of Greeninger House move to the site.
10. Continued to work with neighborhood groups to assure compatibility and acceptance of proposed housing projects.
11. Continued to provide the public and Agency Board with detailed monthly updates on Agency and Market rate housing developments.
12. Completed the annual Housing and Construction Development (HCD) report accurately and on time.
13. Continued to facilitate Developer's compliance with the City's Inclusionary Housing Policy by negotiating, and executing restrictions on eight housing projects providing up to 569 affordable units or, as allowed per Policy, in-lieu fees by right in place of providing affordable units estimated at \$90,000 per required affordable unit.
14. Working collaboratively with the City's Housing Department and Attorneys Office, changed provisions of the City's inclusionary policy to provide additional options to developers in satisfying their inclusionary housing obligation and to provide deeper levels of affordability in rental housing projects subject to the policy.
15. Assisted Developers with project entitlements as needed.

**B. Real Estate Services**

1. Provided real estate services including fee and FF&E appraisals, title, escrow, and environmental audit as necessary.
2. Worked with Strong Neighborhoods Initiative in research of various property issues and easements for potential projects.
3. Participated in City real estate acquisition and disposition committee process to coordinate City/Redevelopment Agency real estate activities.
4. Transferred the Guadalupe Parks and Gardens Visitor Center (438 Coleman) to the City.
5. Acquired the property at 102 and 114 West Alma Avenue as part of the planned expansion of the Alma Community Center.

6. Provided support on SWC Story/King development project with Imwalle Properties.
7. Provided real estate services, including title escrow for sale of Dimensions Site.
8. Provided real estate services in SNI areas including estimates of value, acquisition and relocation negotiation and services, appraisals, title escrow, entitlement, and environmental audits as necessary.
9. Managed real estate services including appraisals, relocation consultant, environmental consultant and PG&E substation consultant, for the acquisition of properties in the area adjacent to the Diridon Caltrain Station.

**C. Property Management / Asset Management**

1. Supervised the public right-of-way blight management program (blight abatement, graffiti removal, weed abatement, etc.) that the Department of Transportation carries out under a contract with the Redevelopment Agency. During the 2006-2007 fiscal year, this program removed 9,829 posters & stickers, abated 13,781 graffiti tags, and cleaned 251,400 linear feet of sidewalk.
2. Executed 19 Property Use Agreements for Agency-owned properties.
3. Managed the Automatic Public Toilet Lease with JCDecaux. Donated approximately 4,200 Automatic Public Tokens to non-profits including the St. James Senior Center, St. Joseph's Cathedral, and Inn-Vision.
4. Ordered and Installed 10 Urban Renaissance litter cans into the Paseo de San Antonio. Also, received 40 McClintock litter cans, and notified Environmental Services Department of proposed Downtown street-corner placement sites for them, in conjunction with the Streetscape Master plan.
5. Coordinated with the Agency's Insurance Broker to achieve a six percent savings from the prior year's payment.
6. Reviewed all current leases and updated the rent rolls within the JDE system as part of the update to the JDE system so that all Agency tenant rents can be tracked on the JDE system.
7. Continued to track and update all properties in the Asset Management Report.

8. Collaborated with public entities and other City departments such as the Valley Transportation Authority, Code Enforcement, Cal-Trans, the Department of Transportation, and the Police Department to discuss and resolve matters that affect San Jose's downtown.
9. Continued to provide Asset Management services including lease administration, tenant relations, rent collection, site security, (against vandalism and arson), and provide support services for acquisition and relocation

### **III. Initiate and Facilitate Public Facilities and Spaces**

#### **A. Construction**

1. Tech Museum
  - a. Exterior and Interior Tile Replacement project at the Tech Museum of Innovation completed.
  - b. Completed McCabe Hall HVAC replacement project.
2. Convention Center
  - a. Convention Center South Hall Floor Resurfacing completed.
  - b. South Hall CCTV and Life Safety Improvements projects completed.
  - c. Initiated programming and conceptual design of San Jose McEnery Convention Center Expansion Project.
  - d. Selected architect for South Hall Restroom project.
3. Mexican Heritage Garden
  - a. Managed the Capital Improvements associated with State Grant for the Mexican Heritage Plaza HVAC Project.
4. Fallon House
  - a. Fallon House Improvements (re-roof and new porches) completed.
  - b. Initiated design of Fallon House Improvements Phase 2 - HVAC, windows, north porch, and foundation.
5. Guadalupe River Park
  - a. Finalized design and construction documents for the Guadalupe River Park and Gardens - Heritage Plaza project
  - b. Initiated conceptual design for the Guadalupe River Park and Gardens Visitor Center.
  - c. Initiated GRP under-crossing lighting via PSM to DPW.
  - d. Guadalupe River Park Railroad Underpass completed.
  - e. Completed design for the development of a parking lot for the River Street Historic District.
  - f. Explored options for additional grant funding for acquisition and development for the Guadalupe River Park.
  - g. Continued monitoring of subsurface ground water quality adjacent to Guadalupe River
  - h. Continued GRP mitigation planting monitoring.
  - i. Completed Guadalupe River Park trails.
  - j. Continued coordination of property acquisition and development of Autumn Street.
  - k. Participated in Completion of Policy on Trail Closures. (citywide)

6. Downtown Streetscape Program
  - a. North Almaden Avenue Streetscape Project completed.
  - b. Transit Mall Pedestrian Lighting Project Phase 1 completed between San Fernando and Santa Clara Streets.
  - c. Market Almaden Neighborhood Lighting Project completed.
  - d. Fourth Street Improvements completed via PSM with DOT.
  - e. Park Ave. palm tree planting project completed via PSM with Public Works.
  - f. Downtown Street Lighting Upgrade Project west of Hwy. 87 completed via PSM with DOT.
  - g. Pedestrian Crosswalk Enhancement Project Phase 2 completed via PSM with DOT.
  - h. Pedestrian Safety Countdown Signals Project Phase 2 completed via PSM with DOT.
  - i. Santa Clara Street Festoon Lighting Project completed via PSM with DOT.
  - j. Completed design and bid phases and initiated construction of South First & Reed Streetscape Improvements project.
  - k. Initiated conceptual / schematic design process for improvements to San Carlos Street.
  - l. Initiated design of Phase 2 Transit Mall Pedestrian Lighting Project.
  - m. Transit Mall - Reviewed design and oversaw construction of the new LRT platforms and shelters, along with DOT
  - n. Initiated investigations for the creation of a consolidated news rack program in the Greater Downtown in accordance with the adopted Downtown Streetscape Master Plan.
  - o. Market Street Survey from San Salvador to I-280 completed.
  - p. Continued Rule 20A underground utility coordination with DPW.
  - q. Completed substantial construction of four Ikoï no ba in Japantown; managed designers for landmark Ikoï no ba and historic markers in Japantown.
  - r. Completed construction documents for a Landmark at Fifth and Jackson.
  - s. Initiated design on West San Carlos from Market to SJSU.
  
7. North San Pedro Housing Infrastructure
  - a. Completed North San Pedro federal environmental clearance studies for receipt of federal appropriations in support of the North San Pedro Housing infrastructure construction project.

8. Block 2
  - a. Initiated consultant agreements for environmental investigation for Block 2 site.
  - b. Secured design approval of Living Tomorrow portion of the Block 2 project.
  
9. Baseball Stadium study process
  - a. Completed all work on the ballpark EIR and Economic Analysis.
  - b. Maintained ongoing public contact with surrounding neighborhood and community representatives during Ballpark investigation phase.
  - c. Completed applications to the FAA for approvals of ballpark elements.
  
10. Preliminary Studies for Edenvale Community Center.
  - a. Former Edenvale Neighborhood Center demolition completed.
  - b. Initiated design of the Edenvale Community Center project.
  
11. Downtown Façade Improvement Program (FIP) projects completed:
  - a. Britannia Arms
  - b. Hank Coca's Furniture, Mai Chau Jewelry
  - c. Ruby Jewelers
  - d. Fourth Street Pizza, Cann Copy, Paris Salon
  - e. GO Mobile, A&A Gifts, United Express Check Cashing
  - f. Cinequest
  - g. Elite Wireless
  
12. Downtown Façade Improvement Program (FIP) projects in construction phase :
  - a. Solid State Optronics, VTA Information Center, and Blue Shield
  - b. My Phoung Jewelry, New Collection Clothing
  - c. El Sabroso
  - d. Community Tower I: Bay Tech, Choices for Children, Pot Belly, and Star Cleaners
  - e. Community Tower II: Superior Court, Food Mart
  
13. Downtown Façade Improvement Program (FIP) projects in design or bidding phase:
  - a. Tony Soprano Pizza, Cinebar Restaurant
  - b. Hotel Sainte Claire, Il Fornio
  - c. Eulipia
  - d. Picasso's Grill
  - e. The Vault
  - f. Starbucks, Quizno's, Rockin Taco, Umbrella Salon, La Victoria
  - g. Theatre on San Pedro Square,

- h. Works San Jose
- i. Pizza Chicago
- j. Liquid Agency
- k. Singh's Market, Saigon Beauty Salon, San Jose Laundromat
- l. Spartan Barber Shop
- m. Townhouse Motel
- n. Sunanda Store, Newskoll Tatto Studios
- o. La Victoria
- p. Hydration Coffee and Tea
- q. Hally K Ono Restaurant

14. Public Buildings

- a. Children's Discovery Museum donor walls project completed.
- b. Corrective action to improve the quality of California Theatre performance lift operation completed.
- c. Completed design and completed bid phase and initiated award of construction contract for Parkside Hall Re-roof which will also support future photovoltaic solar panel electric system for the Tech Museum.
- d. Initiated demolition of Fountain Alley Kiosk and related improvements
- e. Selected architect for Civic Auditorium and Montgomery Theatre for future priority upgrades to these facilities.
- f. Finished design and construction documents for The Alameda Parking Lot.
- g. Initiated Conceptual Design for the Children's Discovery Museum expansion and mammoth exhibition.
- h. Initiated 4<sup>th</sup> St Garage gates & enclosures via PSM to DPW.
- i. Initiated 4<sup>th</sup> St Garage seismic joint modifications via PSM with DPW.
- j. Completed design and construction documents for the Susan and Phil Hammer signage project on the Repertory Theatre building.
- k. Initiated studies for the potential expansion of the Museum of Art.

15. Public Parks, Plazas & Community Centers

- a. Zolezzi Park Project construction completed.
- b. Starbird Youth Center ("Starbird Teen Center") construction completed
- c. Prepared RFQ and managed selection committee for pool of landscape architecture firms for future projects.
- d. Selected a Landscape Architectural firm to prepare schematic design and design development documents and cost estimates for the proposed Reed Street Park Project
- e. Initiated design of modifications for Parque de los Pobladores
- f. Initiated Circle of Palms lighting and intensification studies.

## **B. Planning and Development**

1. Provide technical and professional support for studies and projects.
  - a. Completed studies and initiated bidding documents for the demolition of buildings in the Diridon area.
  - b. Initiated consultant agreements for environmental investigation for potential building demolition along Stockton Ave. at Julian Street.
  - c. Initiated consultant agreements for environmental investigation for demolition at the City Main Yard in Japantown.
2. Assured that new public projects meet or exceed City Green Building standards.
3. Coordinated with the City of San Jose Arts Commission and the City Office of Cultural Affairs for inclusion of public art in public and private redevelopment projects and held monthly Public Art coordination meetings with Agency and OCA staff. And development of PSMs for eligible Agency projects for public art program, and coordination of the development of the Public Art Master Plan with OCA.
4. Coordinated BART planning, design, and construction as well as other efforts to bring BART to Downtown.
  - Continued BART coordination on station development.
5. Reviewed plans and provided assistance to the Valley Transportation Authority and the City of San Jose to evaluate impacts related to the Downtown East Valley transit corridor on Redevelopment Project Areas.
6. Continued coordination between the City/Agency and VTA on transportation planning issues.
7. Reviewed Redevelopment Agency-assisted projects for conformance with state and regional water quality regulations; continued to work with related City departments and the Regional Water Quality Control Board to refine definitions and regulations as they affect projects in Redevelopment Project Areas.
8. Developed and reviewed Construction Impact Mitigation Plans with City of San Jose departments and private developers.
9. Provided outreach to the construction and development community in coordination with the Department of Transportation to create timely and effective construction planning and coordination in Downtown.

10. Facilitated active public spaces through efforts such as Public Space Programming, Christmas in the Park, holiday events and promotions.
11. Provided project management support to San Jose Downtown Association to facilitate the production of Downtown Ice, an ice skating rink in the Circle of Palms.
12. Wrote and published "Catalyst for Change: A History of Civic Plazas in San Jose" on the history of civic plazas in San Jose and the history of the current Civic Plaza area. The books were distributed to San Jose libraries and sold in local bookstores and gift shops. The publication of the book satisfies a mitigation measure required under the Civic Plaza EIR.
13. Initiated North San Jose Design Guidelines and Plan.
14. Initiated Airport Obstruction Study
15. Participated in the Downtown Working Group efforts to address nightlife and other downtown issues
16. Developed "small wonders" program with City Manager's Office in response to First Act recommendation.
17. Participated in the City Manager's GRP Action Team.
18. Initiated Fountain Alley Clean and Safe to improve safety and appearance of the Fountain Alley area.
19. Facilitated a Stakeholder Advisory committee process to develop recommendations for the former San Jose Medical Center site.

## **IV. Initiate and Facilitate Private Development**

### **A. Downtown Development**

1. Facilitate New Downtown Development
  - a. CIM Downtown Mixed Use Project
    - 1) Provided project management for The Globe project (Second & Santa Clara). The Globe is a mixed use project with 76 residential units; 17,500 square feet of retail and 67 public parking spaces.
    - 2) Provided project management for Tower 88 at Central Place project (Block 3-88 E. San Fernando Street). Tower 88 is a mixed use project with 197 residential units; 32,000 square feet of retail; and 338 public parking spaces.
    - 3) Coordinated off-site testing between Agency's Environmental consultant and developer resulting in obtaining Environmental Clearance from the Regional Water Quality Control Board for the CIM the Globe project.
  - b. 360 Residences (360 S. Market Street)
    - 1) Negotiated and implemented a Second Amendment to the DDA.
    - 2) Closed escrow and conveyed title to developer.
    - 3) Coordinated initiation of construction of project.
    - 4) Managed and coordinated the community outreach process including the creation and implementation of a Construction Impact Mitigation Plan.
    - 5) Managed and implemented construction of the 360 Residences sales office in Fairmont Annex.
    - 6) Finalized easements with adjacent property owners.
  - c. 490 and 500 South First Street
    - Negotiated and executed an Amended and Restated Exclusive Negotiations Agreement with SummerHill Homes for the development of the Site.
  - d. Boston Properties (Northwest corner of Almaden Blvd and Woz Way)
    - Amended Disposition and Development Agreement to extend schedule of performance.
  - e. Block 2 (8 E. San Fernando Street)
    - Negotiated an Amended and Restated Exclusive Negotiations Agreement and a First Amendment with Living Tomorrow and Mesa

Development for the development of a Living Tomorrow pavilion and a high-rise residential project.

- g. Downtown Development policies
  - Worked with City Department to recommend modifications and/or implement policies to encourage development in Downtown. These policies include: PDO/PIO; Site Development Permit extensions; and application of construction taxes.

2. Continue Implementation of Retail Strategy

- a. Assisted 29 retailers in establishing new businesses in the Downtown, accounting for over 70,681 sf of space and over 300 jobs.
- b. Conducted retail recruitment activities to pursue Juice Zone, resulting in a lease for 1,500 sf at the Fourth Street Garage.
- c. Presented the revised Downtown Retail Strategy to the Council highlighting the goals and objectives of Retail Program.
- d. Nurtured over 200 landlord and broker contacts for downtown and neighborhoods fostered by the following activities:
  - 1) Distribution of four e-letters highlighting new retail activity in Downtown and the Neighborhoods.
  - 2) A "Retail Round-Up" broker breakfast in November 2006 focusing on retail development sites throughout San Jose.
  - 3) Targeted and mass mailings and individual presentations at the top brokerage houses.
- e. Continued the Retail Cabinet with representation from twelve city departments. Initiated cross-departmental collaboration on issues including: Downtown Working Group, common obstacles to private investment.
- f. Continued marketing and tenant outreach for Agency-owned properties including the 4<sup>th</sup> Street Garage.
- g. Assisted with special tours and programs to highlight downtown development including the 4th Annual Downtown Real Estate tour and breakfast.
- h. Tracked success of retail program based on sales tax data, and leasing activity.
- i. Provided retail design review for mixed use retail projects including Mesa, Tower 88 at Central Place, Block 8, and various neighborhood retail projects.

- j. Presented the Downtown San Jose Business Strategy to the Community and Economic Development Committee.
  - k. Presented the Downtown Retail Strategy at various local and national conferences including the International City/County Management Association Conference.
3. Business Outreach and Retention
- a. Initiated new Office Recruitment and Retention Program for Downtown
    - 1) Developed Work Plan.
    - 2) Developed Marketing Plan and Tools.
    - 3) Conducted systematic outreach to Downtown Property Owners and Brokers.
    - 4) Initiated Outreach to prospective companies seeking to expand in region.
    - 5) Provided support to companies seeking to locate in the Downtown
    - 6) Facilitated tenant access to incentives and programs available to companies locating in Downtown.
    - 7) Efforts resulted in 8 leases being signed in first 6 months of active program.
  - b. Supported San Jose Downtown Association in providing downtown marketing and business assistance.
  - c. Managed several contacts for the city-wide Business Appreciation program.
  - d. Managed Downtown Business Appreciation program establishing account manager relationships with over 40 business owners, managers and executives from six business sectors.
  - e. Managed outreach efforts for Winter Wonderland event with the businesses along the Paseo de San Antonio to effectively communicate event details and potential impacts to businesses.
  - f. Assisted with visitor attraction Downtown (e.g. Mariachi Festival) as well as the Mayfair/Gateway East project areas through marketing agreements with the Mexican Heritage Plaza.
  - g. Continued to implement Downtown marketing program including:
    - 1) Two "Taste of Downtown" events
    - 2) Professional photograph capturing a vibrant and active Downtown for promotional purposes

- 3) Street Banners to promote Downtown, Historic District and Holidays
- 4) Downtown Walking Map (formatted by district)
- 5) Cable television and print ad campaigns
- 6) Initiation of Downtown Web Portal
- 7) Holiday and Summer Event Brochures (with expanded distribution to regional visitor markets)
- 8) Directional signage (including map and brochure holders in 4 different Downtown Location)

4. Creating an Active Downtown

- a. Continued with second year of new signage grant program to assist downtown business in adding new signs that enliven the Downtown streetscape.
  - b. Coordinated business outreach efforts for the second annual Grant Prix event including: mitigating impacts to existing cultural ventures, managing hotel interface, establishing a hospitality venue, and negotiating parking rates and employee parking areas.
  - c. Continued to fund Public Space Programming (Phantom Galleries, Outdoor Movies, Third Space Entertainment, SoFA Music After Dark)
  - d. Continued to manage tree lighting program.
  - e. Assisted with coordination of Downtown holiday activities, including the funding of an extra week of "Christmas in the Park", installation of holiday décor (garland, wreaths, snow machines) throughout Downtown and carolers in San Pedro Square.
  - f. Completed Santa Clara Street Tree Lighting including new electrical infrastructure; examined possibility of tree lighting in Cesar Chavez Park and pedestrian corridors throughout Downtown.
  - g. Assisted with coordination and publicity for downtown events including: Grand Prix, Rock & Roll Half Marathon, Jazz Festival, etc.
5. Provided project management support for the tenant improvement build outs at the 360 Residences Sales Office and Bijan Bakery store at the Fairmont Hotel Annex.
  6. Provided project management support for tenant improvement build out of the retail space at the Fourth Street Garage.
  7. Developed a marketing plan and reservation procedure for Theatre on San Pedro Square.

8. **Facilitated rehabilitation of Downtown Buildings**
  - a. Negotiated and implemented an amendment to the Isis OPA for the rehabilitation of the Bassler-Haynes (Dr. Eu) building at the NW corner of Second and Santa Clara. Recommended construction on the project.
  - b. Implemented the DDA and substantially completed the rehabilitation on the Wright-Curtner Building located at 439 South First Street.
  - c. Implemented the OPA and monitored the rehabilitation of the Fountain Alley buildings; six buildings along Fountain Alley and Santa Clara Street between First and Second Streets.
  - d. Implemented the OPA and monitored the façade restoration and building improvements on the Porter Stock building at 89 South First Street.
  - e. Facilitated the close of escrow with Wilcox Block LLC and commenced construction on the rehabilitation of the First & San Fernando (Crescent Jewelry) corner.
  - f. Monitored the rehabilitation on the former Storm Property (73-75 San Pedro Street) with Peralta San Pedro LLC.
  - g. Monitor the rehabilitation of the historic Sainte Claire Building at 301 South First Street.
  - h. Day Care Centers: San Jose Day Nursery construction completed. Negotiated and developed contracts for San Jose Day Nursery Infant Center, MACSA child care center, Charities Housing child care center, and SJB Child Care Development Projects.
  - i. Provided leadership, management and staffing support to the Downtown Parking Board.
  - j. Working collaboratively with the City Transportation Department and Downtown Parking Board completed the Downtown Parking Management Plan 2006/2007 Update.
  - k. Successfully negotiated the relocation of BEA System to Downtown
  - l. Negotiated a Property Use Agreement with BEA Systems for use of BEA parking garage at 488 Almaden Boulevard by members of public in the evening and weekends for 30 years.
  - m. Managed over 500 parking spaces in three (3) temporary surfacr parking lot in the Downtown Core and one (1) in the Diridon area.
  - n. Settled litigation with Hilton Hotel.

## **B. Industrial Development Program**

### **1. San Jose BioCenter**

The San Jose BioCenter, in its third year of operations, is home to 25 start-up companies employing 150 scientists and engineers. These companies are involved in various bio-convergence industries including bioinformatics,

drug development, diagnostic tools, medical device technology and nanotechnology. The BioCenter is currently at full occupancy.

- a. Purchased \$600,000 of laboratory research equipment, including a flow cytometer, a high-performance liquid chromatographer (HPLC), and a fluorescence microscope, completing \$1.2 million of equipment acquisitions in order to create biology and chemistry research laboratories for BioCenter companies.
- b. Completed security upgrades to the second floor and improvements to the first-floor lobby.
- c. Fabricated and installed an exterior building sign and a lobby dedication plaque.
- d. Met with BioCenter tenant companies and Mission West Properties, the building owner, to start planning for the expansion of the BioCenter to the first floor of the building.
- e. Marketed San Jose as a center for the life sciences industry through advertisements and articles, including articles in the international *Life Science Clusters* magazine and *Trade and Industry Development* magazine.
- f. Completed an emerging technologies industry assessment, examining ways to continue building a life sciences industry cluster in Edenvale.
- g. Promoted the BioCenter at Gene Acres, the Bay Area's biotech facilities conference; the BayBio conference, the Bay Area life science industry's annual conference; and the Women's Technology Cluster's Venture Forum.

## 2. Electronic Transportation Development Center (ETDC)

In June 2006, the U.S. Economic Development Administration awarded the Redevelopment Agency a matching grant of \$200,000 to plan an Electronic Transportation Development Center. The ETDC will be a place where Silicon Valley technology companies collaborate on the design, development, prototype manufacture, and commercialization of clean energy and security applications for vehicles.

- a. Interviewed over 80 Silicon Valley technology companies that expressed interest in participating in the ETDC, collecting information on the technologies they have that could be applied to clean and safe transportation needs.
- b. Identified 21 technology applications that could be used in demonstration projects.
- c. Selected and compiled detailed information on 13 technology applications for immediate use in a pilot project.

- d. Completed conceptual design and final business plan for the ETDC.
- e. Promoted the ETDC at the Joint Venture/Silicon Valley annual conference and the Cleantech 2007 conference, as well as through a KLIV radio announcement, which attracted corporate participation in the project.

### 3. Vision North San Jose

The North San Jose Area Development Policy approved by City Council in June 2005 provides for 26.7 million square feet of additional R&D/office development, which could generate over 83,000 jobs. Staff continues to participate in the execution of the Vision North San Jose plan.

- a. Monitored planning and permit process for industrial projects in process such as Cadence and @ First as well as a number of residential developments.
- b. Managed consultant agreement with HMH for realignment of North First Street Plan Line.
- c. Monitor agreements for the Urban Design Guidelines and the Street Grid Masterplan.
- d. Drafted and coordinated the NSJ PSM's for the following design projects: US 101/Trimble, Hensley enhancements/3<sup>rd</sup> & 4<sup>th</sup> Street couplets, Charcot over-crossing, Montague improvements, Zanker widening, and the bicycle/pedestrian masterplan.
- e. Developed and managed the engagement plan for the North San Jose Community Advisory Committee for the North San Jose development.

### 4. Facilitate Development Permit Process

- a. Facilitated special handling of 22 projects, totaling 1,500,000 square feet of space, for Acer, Interwoven, Force 10, Nuova Systems, Magma Design Automation, AboveNet, Sportsplex, Equinix, Qualcomm, Boston Scientific, Motorola, Zilog, Micron, NanoSolar, Intermolecular, Nextest, AlSCO, Polycom, Lockheed, BD BioSciences, Neophotonics, and Westcor.
- b. Facilitated a request by IDT for a connection to the recycled water line for irrigation purposes.
- c. Helped reduce the frequency of copper thefts in vacant buildings in North San Jose by working with the San Jose Police Department at the request of property owners in North San Jose.

## 5. Attraction/Retention/Outreach

- a. Attracted BEA Systems to Downtown San Jose from North San Jose, bringing 800 employees that will occupy 310,000 square feet.
- b. Entered into an agreement with Nanosolar, a solar technology company that the City and Agency attracted to Edenvale, to reimburse \$1.5 million of the company's production equipment costs. Nanosolar will occupy 90,000 square feet and employ 50 people.
- c. Attracted Interwoven to North San Jose from Mountain View, bringing 255 employees that will occupy 100,000 square feet of space.
- d. Submitted 15 development proposals to companies, brokers, and site selection consultants seeking location or expansion space for R&D office and manufacturing.
- e. Presented information about Agency projects, programs, and incentives to real estate brokers at Ritchie Commercial, CB Richard Ellis, CPS, and Cornish & Carey, reaching approximately 100 brokers.

## 6. Communications Strategy

- a. Managed contract with the *Silicon Valley/San Jose Business Journal* (SJB) advertising campaign for the placement of eight print ads and 17 weeks of Internet banners.
- b. Managed contract and ad selection for *Expansion Management* magazine and the San Francisco Chamber of Commerce Bio and Health 2007 listing.
- c. Managed radio contracts with KLIV, KQED, and KCBS advertising campaigns for the placement of 1,467 radio spots.
- d. Staffed and participated in the Global Fluency contract and partnered with the City's Office of Economic Development on subsequent media work.

## 7. Infrastructure

- a. Completed Monterey Corridor needs analysis.
- b. Completed design of detention basin for Coyote Creek Trail.
- c. Completed construction of the Zanker Road Median Island project.
- d. Completed Monterey Corridor – Route 87 vehicular access study.
- e. Completed Tractor Trailer No Parking Areas in Edenvale Technology Park.
- f. Implemented the Edenvale Shuttle Program.

## 8. San Jose Incubator Program

- a. Extended subleases with the San Jose State University Research Foundation to operate and manage the Software Business Cluster, the Environmental Business Cluster, and the U.S. Market Access Center.
- b. Worked with staff from the three downtown incubators – the Software Business Cluster, the Environmental Business Cluster, and the U.S. Market Access Center – and Agency and City staff to recommend a discounted parking program for incubator tenant companies as part of the revised Downtown Parking Management Plan. The revised Plan was approved by the City Council in June 2006.
- c. Completed study of the incubator program, its facilities, and its operations, including recommendations for future facility needs and the program's operating structure.
- d. Supported Software Development Forum by giving presentations about Agency programs at the organization's events.