



Blight Progress Report

THE REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE

2007-2008 ACCOMPLISHMENTS

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 District (NBD) Project Areas and the Neighborhood Business Cluster Project Areas.
 - a. Completed 29 facades construction.
 - b. Twenty-five (25) facades have started and are in various stages of completion.
 - c. Continued to collaborate with Strong Neighborhoods Initiative (SNI) Neighborhood Action Councils (NACs) and Neighborhood Business Associations to prioritize new façade projects.
 - d. Continued to work with SNI staff to identify commercial districts within SNI neighborhoods that may benefit from the façade program.
2. Shopping Center Improvement Program in the Neighborhood Business Districts and Neighborhood Business Clusters (NBCs) Project Areas.
 - a. Completed Hoady façade project at the Story/King Shopping Center on the northeast corner – Story Road NBD.
 - b. Continued work effort to construct the shell for the retail development of Agency owned land on the southwest corner in the Tropicana Shopping Center – Story Road NBD. This effort includes completion of the environmental analysis and remediation plan for clean-up of the identified liquid plume.
 - c. Received Agency Board approval and completed and executed the Owner Participation Agreement for the parking lot renovation of the Edenvale Shopping Center – Monterey/Roeder NBC.
 - d. Completed construction of the parking lot with landscaping on the Woodard Avenue side of the Cambrian Shopping Center – Union/Camden NBC.
3. Streetscape
 - a. Completed the retrofit of the new median uprights on West San Carlos Street.
 - b. Revitalize Japantown through public right-of-way improvements:

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- Completed the resurfacing and the establishment of diagonal parking on Jackson Street (4th to 6th Streets).
 - Completed the slurry seal and creation of diagonal parking on Jackson Street (6th to 9th Streets).
 - Completed pole painting for all electroliers, banner poles and pedestrian lights.
 - Completed design to relamp the Jackson Street electroliers from LPS to HPS lighting.
 - Designed and fabricated replacement banners (short banners) for the lighted banner poles on Jackson Street.
 - Designed, fabricated, and installed full length banners on electroliers.
- c. Completed the design for the installation of pedestrian scale lighting along Roundtable Drive to enhance neighborhood safety.
- d. Designed tree installation project on Lincoln Avenue.
4. Neighborhood Business Association Activities and Neighborhood Business District Development
- a. Provided staffing for seven Neighborhood Business Associations (five in Neighborhood Business Districts and two in SNI Business Districts): East Santa Clara Street, The Alameda, West San Carlos Street, Story Road, Alum Rock Village, 13th Street (Luna Park Business District), and Winchester Boulevard.
 - b. Facilitated and promoted NBD events including the Tamale Festival on Story Road, the Burbank Jamboree on West San Carlos Street, holiday lighting in Alum Rock Village, the Spirit of Japantown, and The Festival on The Alameda.
 - c. Supported existing Farmers' Markets in the Alum Rock Village and The Alameda.
 - d. Continued the banner program with new installations.
 - e. Assisted with retail facilitation, attraction, retention and relocation.
 - f. Facilitated development of mixed-use commercial sites in the NBDs.
 - g. Continued work to adopt by ordinance a "form based zoning district" for Alum Rock Avenue between King Road and I-680.
 - h. Continued to have staff chair the Entrepreneur Center Oversight Committee in order to provide local oversight and input.
 - i. Implemented an Entrepreneur Center sponsorship plan.

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- j. Obtained Agency Board approval to renew the Entrepreneur Center lease for 13 months with two – 12 month options.
 - k. Continued to assist Japantown, West San Carlos Street, and The Alameda NBDs with the creation of Property Based Improvement Districts (PBID) and Community Benefit Districts (CBD).
 - l. Hired consultants Field Paoli to prepare a Winchester Boulevard Enhancement Strategy.
 - m. Continued working with community and stakeholders and held a kick-off meeting to begin the Winchester Boulevard Enhancement Strategy.
 - n. Developed a business plan and budget for each NBD.
 - o. Increased Business Association membership in each Agency funded Neighborhood Business District.
 - p. Continued NBD marketing campaign to increase awareness of the NBDs.
 - q. Renewed and managed the contract with the Silicon Valley Chamber of Commerce to provide marketing services for the NBDs and feature articles in the Chamber Advocate.
 - r. Continued to strengthen partnerships between the Neighborhood Business Associations and the NACs and residential associations.
 - s. Provided training to Business Associations to build capacity and promote programs such as “Business Watch” to improve the business districts.
 - t. Hosted the first annual “Neighborhood Business District Summit” with special guest speaker Matt Roloff of the reality television series Little People.
 - u. Continued to administer and monitored contracts with the San Jose Conservation Corps.
 - v. Continued to administer and monitor Agency planted street trees and contracts with the tree establishment vendors.
 - w. Developed a new program and contract with Our City Forest for tree installation and tree establishment services in SNI neighborhoods.
5. Neighborhood Retail Development
- a. Researched and wrote the North San Jose Retail Report in support of the work of the North San Jose Planning Task Force. Included in the report are criteria for retail sites and retail development types (neighborhood, mixed use, regional), long term demand forecasts, and potential best retail sites.

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- b. Assisted 40 retailers that opened new businesses in the Neighborhood Business Districts, accounting for over 162,000 sf of space and over 400 jobs.
- c. Provided 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. Initiated an Owner Participation Agreement with the new owner for the northeast corner of Alum Rock and White Road to improve infrastructure and retail tenant readiness.
- e. Provided technical assistance and funding opportunities for seven small retail properties in Japantown through Façade and the Small Business Loan Program
- f. Assisted with development review process for the Whole Foods project on Blossom Hill/Almaden Expressway through the demolition phase.
- g. Provided technical assistance to property owners at several key neighborhood sites including: Alum Rock Village, Kelly Moore Building, Plaza de San Jose, and 2759 Story Road, the Nishijima and the Uchida Building in Japantown.
- h. Expanded the Sign Grant Program to include the Neighborhood Business Districts which produced an increase in street vitality and sense-of-place for the business districts.
- i. Facilitated additional streamlining of permitting requirements for outdoor retail uses on private property in neighborhoods.

6. Childcare

- a. Initiated construction of three child care projects: San Jose Day Nursery Infant Center, San Juan Bautista, and MACSA.
- b. Released an RFP to solicit future childcare projects.

B. Strong Neighborhoods Initiative (SNI)

- 1. Provide meaningful and visible change in Strong Neighborhoods areas through the following objectives:
 - a. Completed the updated Neighborhood Improvement Plans to include new “top ten priority” lists and Action Agendas for implementation for: Delmas Park, Greater Gardner, and Washington SNI areas.

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- b. Began updating the Neighborhood Improvement Plans to include new “top ten priority” lists and Action Agendas for implementation for: East Valley/680, Edenvale/Great Oaks, Gateway-East, Hoffman/Via Monte, KONA, Market/Almaden, Mayfair, Tully/Senter, University, and West Evergreen SNI areas.
 - c. Phase II is in progress for the SNI Multi-Family Impact and Health and Safety Improvement Grant Program for the three Project Alliance sites of Edenvale/Great Oaks – Roundtable Drive; Five Wounds/Brookwood Terrace – Jeanne/Forestdale; and Gateway East and Mayfair – Virginia and King.
 - d. Continued funding the façade improvement program in the eight neighborhoods that identified storefront upgrades as a top ten priority: 13th Street, Washington, Five Wounds/Brookwood Terrace, Greater Gardner, Spartan-Keyes, University, Winchester, and Union/Curtner.
 - e. Continued funding the single-family home rehabilitation program in the six neighborhoods of KONA, Greater Gardner, East Valley/680, 13th Street, Winchester, and Five Wounds/Brookwood Terrace.
 - f. Continued the Blight Busters Program by supplementing the existing Code Enforcement “Driveway Team” program. This program addresses neighborhood priorities to resolve blighted conditions within the SNI neighborhoods through empowering interested and participating residents through organizing and community participation training.
 - g. Vietnamese American Community Center - Selected VisionWork Associates to facilitate vision, outreach and design.
2. Accomplish the following projects and programs specified by the Strong Neighborhoods Initiative:
- a. 13th Street
 - **Priority 1** – Completed design for additional pedestrian lighting and enhancements to 3rd / 4th St couplet conversions from Jackson to Julian Streets using Federal Housing Improvement Program grant.
 - **Priority 1** – Completed 95% design for the Julian/ St. James couplet conversion.
 - **Priority 2** – Completed four new facade projects.
 - **Priority 6** – Completed planning process to determine appropriate re-use of the former San Jose Medical Center site along with specific next steps.
 - **Priority 9** – Completed Coyote Creek Trail master plan for trail between Story Road and Highway 101.

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- b. Blackford
 - **Priority 4** – Completed renovation of the Colonial Gardens Apartment Complex Tot Lot.
 - **Priority 10** – Phase II Project Alliance - Initiated planning for Underwood Apartment complex improvements.
- c. Burbank/Del Monte
 - **Priority 2** – Completed construction on the Scott Street Streetscape Project
 - **Priority 7** – Completed design and bid process for traffic signal at Leigh and Kingman.
 - **Priority 10** – Completed master plan process for Del Monte Park.
- d. Delmas Park
 - **Priority 1** – Completed Department of Transportation (DOT) traffic calming study.
 - **Priority 8** – Installed vinyl clad chain link railing and anchorage along the edge of the easterly sidewalk area on State Highway 280 at the route 280/Bird Avenue overcrossing.
 - Completed two façade projects.
- e. East Valley/680 Communities
 - **Priority 2** – Improved pedestrian safety through basic traffic calming elements in Cassell and Sierra neighborhoods.
 - **Priority 10** – Completed installation of restricted parking signs throughout the East Valley/680 SNI area.
 - **Priority 7** - Completed installation of ADA ramps in Mayfair Neighborhoods and secured additional CDBG funding for 75 locations in the East Valley/680 area.
- f. Edenvale/Great Oaks
 - **Priority 3** – Secured site and completed all design and construction documents for Edenvale/Great Oaks Community Center and obtained Department of State Architect approval.
 - **Priority 4** – Completed the installation of the iron fence at the Discovery Community Gardens.
 - Completed design for the installation of twenty-six pedestrian scale lights on Roundtable Drive.
 - Secured a service provider for the Great Oaks Neighborhood Association (GONA) Neighborhood Center.

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- Phase II Project Alliance – Completed the selection and design development of four apartment complexes for exterior and landscape rehabilitation.
- g. Five Wounds/Brookwood Terrace
- **Priority 3** – Completed design for improvements on Anne Darling Drive and initiated property acquisition process.
 - **Priority 4** – Worked with Anne Darling Shopping Center owner to obtain permits and begin \$1.2 M in renovations to shopping center.
 - **Priority 5** – Completed and closed bid on construction for Selma Olinder Dog Park.
 - **Priority 7** – Completed Coyote Creek Trail master plan for trail between Story Road and Highway 101.
 - **Priority 8** – Initiated rental housing rehabilitation in the Jeanne Avenue/Forestdale area via a demonstration project where 9 properties completed Phase I improvements (Project Alliance).
 - **Priority 8** – Completed sidewalk installation along Forestdale Ave between Jeanne Ave/ Forestdale neighborhood and McKinley School/ Martin Park.
 - Began construction of Roosevelt Park skate park.
 - **Priority 1 (updated list)** – Completed design for installation of pedestrian lighting on 24th Street from William Street to East Santa Clara Street.
 - **Priority 6 (updated list)** – Began community vision and planning exercise for future Rail to Trail Corridor from William Street to future BART Station at 28th Street with SJSU.
 - **Priority 7 (updated list)** – Began community visioning and planning exercise for 40 acres of land surrounding the future BART Station at 28th Street with SJSU.
- h. Gateway East
- **Priority 5** – Completed park amenities, restroom, and skate park improvements at Plata Arroyo Park.
 - **Priority 7** – Completed design and installation of traffic and circulation improvements in Gateway East area.
 - **Priority 10** – Obtained additional CDBG funding for installation of street lighting in the San Antonio and Virginia/King neighborhoods.
- i. Greater Gardner

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- **Priority 2** – Installed vinyl clad chain link railing and anchorage along the edge of the easterly sidewalk area on State Highway 280 at the route 280/Bird Avenue overcrossing.
 - **Priority 4** – Completed housing rehabilitation projects on four single-family homes.
 - **Priority 6** – Installed two double-acorn pedestrian scale, antique style streetlights on W. Virginia at Highway 87 and one new light on William.
- j. Hoffman/Via Monte
- **Priority 1** – Identified permanent location for a larger neighborhood center; land acquisition process underway for future site development.
 - **Priority 6** – Three remaining properties undergoing final residential landscape improvements.
 - **Priority 8** – Completed the implementation of neighborhood clean-ups twice a year.
- k. KONA
- **Priority 1** – Continued housing rehabilitation program for single-family homes with seven homes completed.
 - **Priority 2** – Initiated subsidized bulky waste voucher program and mini clean-ups in partnership with the KONA NAC, Code Enforcement, and Environmental Services.
 - **Priority 4** – Initiated Phase I traffic calming project to address speeding and pedestrian safety on Clarice Drive, near Kenesta and KR Smith Elementary School.
 - **Priority 7** – Completed KaBOOM playground project at Welch Park.
- 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.
 - **Priority 10** – Began undergrounding utilities project throughout SNI area.
- m. Mayfair
- **Priority 1** - Completed demolition of Mayfair Community Center and pool facilities and began construction of Mayfair Community Center.

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- **Priority 7** – Began installation of two traffic signals on San Antonio Street at Sunset and at Scharff.
- n. Spartan/Keyes
- **Priority 1** – Completed Coyote Creek Trail master plan for trail between Story Road and Highway 101.
 - **Priority 3** – Completed the installation of pedestrian scale lighting along Keyes Street.
 - **Priority 4** – Completed two façade projects.
- o. Tully/Senter
- **Priority 9** – Initiated design and secured project funding for Nisich Park.
 - McLaughlin Park – Completed Phase I environmental assessment and initiated Phase II assessment.
- p. Union/Curtner
- Completed façade improvements on the Maplewood Shopping Center at Union/Curtner.
 - Completed edge treatment (paving improvements) on Curtner Avenue, between Union and Bascom Avenues.
- q. University
- **Priority 3** – Completed Coyote Creek Trail master plan for trail between Story Road and Highway 101.
 - **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 and installed second phase of the William Street Pedestrian Lighting Project, with lights installed on William Street from Market to 6th and 10th to 17th Streets.
 - **Priority 7** – Completed construction of three facade projects.
- r. Washington
- **Priority 2** – Completed the master plan design for Alma Center Improvements.
 - **Priority 6** – Initiated two façade projects.
 - **Priority 8** – Closed one alleyway (partial).
- s. West Evergreen

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- **Priority 3** – Secured project funding for West Evergreen Neighborhood Park and initiated construction for OB Whaley joint-use park project.
- **Priority 4** – Completed real estate cost estimate to acquire real property rights for Aborn Road sidewalk project.

t. Winchester

- **Priority 2** – Completed construction documents, appropriated funds, and began construction of Phase II Eden Streetscape project.
- **Priority 1** – Began design for Left Hand Turn Signal Modification at Williams and Winchester.

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

A. Housing Development

1. Facilitated the completion of approximately 910 affordable and market rate housing units within the Greater Downtown area and approximately 1,025 affordable and market rate units with the Neighborhood and Industrial Areas, including the following projects on former Agency owned properties: Phase I of The 88, The Globe, and One East Julian.
2. Completed a General Plan Amendment and Environmental Impact Report for the proposed development at the former City of San Jose Corporation Yard in Japantown. Commenced archaeology work on the former Heilenville site. Held a public open house which attracted more than 400 people throughout the Bay Area.
3. Negotiated two DDA amendments; one to facilitate entitlements, financing and construction for City Front Square (Block 8) and the other to allow the temporary leasing of the unsold units at the Lofts on The Alameda.
4. Worked with Housing Department staff in implementing major changes to the City's Inclusionary Housing Policy approved in July 2007 and in the execution of two Affordability Restrictions creating 148 affordable units and the payment of \$5,708,000 in in-lieu fees from 4 current and pending projects.
5. Worked with Neighborhood and Business Development Staff on feasibility analysis and project development for sites in SNI and Business District areas.
6. Assisted developers with site assembly and entitlements where needed.
7. Continued to work with neighborhood groups to assure compatibility and acceptance of proposed housing projects.

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B. Real Estate Services

Provided real estate services, including title escrow for sale of sites as necessary:

- a. North San Pedro
- b. Park View Towers
- c. Japantown Corporation Yard Site
- d. City Front Square (Block 8)

III. Initiate and Facilitate Public Facilities and Spaces

A. Design and Construction

1. Tech Museum of Innovation
 - a. Completed roofing upgrades at Parkside Hall as first step for the installation of photo-voltaic electric generation system on roof of Parkside Hall.
2. Convention Center
 - a. Completed Concept Design and initiated Schematic Design and environmental review for the Phase 1 Expansion of the McEnery Convention Center.
 - b. Completed security, lighting, fire protection, fire hydrant relocation, and other related improvements for South Hall.
 - c. Initiated South Hall Parking lot design for construction in 2008.
3. Mexican Heritage Garden
 - a. Completed all work associated with State of California Grant, including HVAC upgrades.
4. Fallon House
 - a. Completed Phase 2 improvements to porches and foundation.
5. Starbird Teen Center

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- a. Completed construction.
 - b. Initiated LEED Certification process.
6. Guadalupe River Park
- a. Completed Guadalupe River Park trails and railroad under crossing lighting project.
 - b. Completed bid documents for the GRP Rotary Heritage Plaza, to be constructed in 2008.
7. Downtown Streetscape Program
- a. Completed construction on South First and Reed Streetscape Improvements.
 - b. Completed design and bid documents for South First Street demonstration pedestrian activation project for construction in fall 2008.
 - c. Completed design and prepared modifications to the ordinances for the downtown news rack program.
 - d. Initiated various downtown infrastructure enhancements, including painting the most deteriorated traffic signal and street light poles, the installation of Seasonal Banners, and the installation of handicapped ramps.
8. North San Pedro Housing Infrastructure
- a. Completed environmental review for receipt of federal appropriations in support of the North San Pedro Housing infrastructure construction project.
 - b. Initiated design of street modifications to accommodate new proposed housing in the area.
9. Civic Auditorium
- a. Awarded contract for the Phase 1 boiler/ infrastructure upgrade.
 - b. Initiated design for Phase 2 auditorium improvements to modernize the facility for entertainment use as well as convention use.
10. Montgomery Theatre
- a. Completed Phase 1 sound system upgrades.
 - b. Began design of Phase 2 improvements.

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11. Center for the Performing Arts
 - a. Initiated design for new replacement marquee.

12. Completed design of 7 Downtown Façade Improvement Projects:
 - a. Western Union 124-26 E. Santa Clara Street
 - b. Hotel Sainte Claire 302 Market Street
 - c. The Vault 81 West Santa Clara Street
 - d. VTA and others 2 North First Street
 - e. Liquid Agency 445-447 South Fourth Street
 - f. Spartan Barber 487 South Fourth Street
 - g. Singh's Market 495-499 South Second Street

13. Downtown Parks
 - a. Saint James Park - Initiated design and preparation of bid documents for the construction of Phase 1 improvements.
 - b. Parque de Los Pobladores - Completed conceptual design, and initiated preparation of bid documents for improvements to the park serving SoFA and the Market-Almaden neighborhood.

14. Museum of Art expansion - Completed review of options for the potential expansion of the museum.

15. Children's Discovery Museum
 - a. Completed construction of the former fountain landscaping and donor's wall.
 - b. Completed designs for the future upgrade of the HVAC upgrade.
 - c. Completed the Master Plan for Expansion Project.

16. Transit Mall Lighting Project – Completed design and bid documents for Phase 2, to be bid and constructed in 2008-09.

17. Completed demolition and site clearance for development of temporary parking lot on the southwest corner of San Fernando Street and Montgomery Street in the Diridon/Arena area.

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18. Completed demolition and site clearance for development on the former Main Yard site in Japantown.
19. Completed bid documents for the demolition and site clearance for development of temporary parking lot on the former Westinghouse Warehouse site at 292 Stockton Avenue and 610 Julian Street. Demolition to occur fall 2008.
20. Completed bid documents for the demolition of the building at 31 North Fifth Street.
21. Completed the monitoring of the construction of the Emergency Housing Sobrato House project on South Third Street.
22. Continued monitoring the construction within the Fourth Street Garage retail facilities.
23. Completed design of the Fourth Street Garage master tenant signage.
24. Completed design and bid documents for the Edenvale Davis Community Center project to be bid in the summer of 2008.
25. Completed construction of the Japantown Cultural Street projects.
26. Initiated lighting improvements and ordered lighting fixtures for the Circle of Palms.
27. Completed analysis of the Original Bank of America building as potential BART station portal.
28. Coordinated the development of the new Public Art Master Plan and the Downtown Public Art Focus Plan with the Office of Cultural Affairs.

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29. Completed installation of the new signage for the renamed Susan and Phil Hammer Theatre.
30. Completed design and bid documents for the repaving of the Fountain Alley Pedestrian Walk between First and Second Streets and awarded construction contract.

B. Planning and Development

1. Provided project management support to San Jose Downtown Association (SJDA) to facilitate the production of Downtown Ice, an ice skating rink in the Circle of Palms and negotiated a new contract with SJDA for the next three years.
2. Maximized the use of the theater space at the Theater of San Pedro Square (TOSPS) by non-profit arts organizations under the Agency's Property Use Agreement (PUA) by coordinating marketing efforts; implementing a reservation system; and implementing a customer satisfaction survey.
3. Completed a cost analysis of probable costs to acquire, seismically retrofit, and historically rehabilitate the Bank of America building at 12 South First Street for a BART portal.
4. Provided technical and professional support for studies and projects.
5. Assured that new public projects meet or exceed City Green Building standards.
6. Coordinated with the City of San Jose Arts Commission and the City's Office of Cultural Affairs for inclusion of public art in public and private redevelopment projects.
7. Coordinated BART planning, design, and construction as well as other efforts to bring BART to Downtown.

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8. 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.
9. Continued coordination between the City/Agency and VTA on transportation planning issues.
10. Reviewed Redevelopment Agency-assisted projects for conformance with state and regional water quality regulations; continued working with related City departments and the Regional Water Quality Control Board to refine definitions and regulations as they affect projects in Redevelopment Project Areas.
11. Developed and reviewed Construction Impact Mitigation Plans with City of San Jose departments and private developers.
12. 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.
13. Facilitated active public spaces through efforts such as Public Space Programming, Christmas in the Park, holiday events, and promotions.
14. Implemented strategies to improve the conditions and safety of the Fountain Alley area, including the installation of cameras; lighting improvements; the demolition of the kiosk; and implementation of the Fountain Alley parking lot improvements.

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IV. Initiate and Facilitate Private Development

A. Downtown Development

1. Facilitate New Downtown Development
 - a. Downtown Mixed Use Project
 - Opened the public parking and 76 residential units at the Globe project at Second & Santa Clara.
 - Opened a sales center for the The 88 project (Block 3) and continued to provide project management support for the project.
 - b. 360 Residences (360 S. Market Street)
 - Continued to implement DDA obligations and troubleshoot issues with City review and community concerns. Negotiated and executed a DDA Amendment regarding the project's public art commitment.
 - c. SummerHill Development- 490 and 500 South First Street
 - Concluded negotiations on the potential development and terminated the ENA.
 - d. Boston Properties
 - Executed an amendment to the development agreement to extend the Schedule of Performance.
 - Coordinated the review of the project with City Departments and insured that existing entitlements and DDA deadlines were monitored and extended as necessary.
 - e. San Jose Stage Company
 - Negotiated and executed a lease amendment with San Jose Stage to restructure their rent obligations.
 - f. Block 2
 - Negotiated and executed an Exclusive Negotiations Agreement with Mesa Development for a mixed use condominium and luxury hotel project.
2. Negotiated and executed an amendment to the Agreement with Downtown Association for 2007 production of Downtown Ice and implemented contract obligations. Negotiated and executed a new Agreement for the 2008/09, 2009/10 and 2010/11 productions of Downtown Ice.

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3. Completed Block 6 Master Lease extension, Camera 3, and FedEx/Kinko's lease amendments to allow full tenancy of this retail space and bring Camera 3 back to the downtown as an art/independent film theater.

4. Continue Implementation of Retail Strategy
 - a. Assisted 25 retailers in establishing new businesses in the Downtown, accounting for over 81,000 sf of space and close to 400 jobs.
 - b. Initiated or responded to over 200 landlord and broker contacts for downtown and neighborhoods fostered by the following activities:
 - Distribution of three electronic letters highlighting new retail activity in Downtown and the Neighborhoods.
 - Mass mailings and individual presentations at the local brokerage houses.
 - Presentation of a Retail Recruitment Program at the Grand Prix hospitality venue.
 - c. Continued meetings of the Retail Cabinet, an interdepartmental committee that involves the participation of twelve city departments and focuses on mitigating common challenges to private investment. The Cabinet also provided technical assistance and staff support to such initiatives as the Downtown Working Group.
 - d. Continued marketing and tenant outreach for Agency-owned properties including the 4th Street Garage.
 - e. Assisted with special tours and programs to highlight downtown development including the 5th Annual Downtown Real Estate Tour and Breakfast.
 - f. Assisted with retail design review for mixed use retail projects including 360 Residences, The 88, Block 8, and various neighborhood retail projects.

5. Business Outreach and Retention
 - a. Continued development and implementation of the office recruitment and retention program for the Downtown.
 - Conducted targeted outreach to Downtown property owners, brokers, and tenants.
 - Continued outreach to prospective office tenants seeking to expand in region.
 - Provided relocation assistance to companies seeking to move into the Downtown including facilitation of tenant access to incentives and other resources.

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- Assisted with the development of the Downtown Parking Incentive Program and permit issuing process.
 - Assisted Deloitte, the second largest private employer in the downtown, with their expansion of another 17,000 sf and the creation of 120 new jobs.
 - Assisted with 29 office leases signed this fiscal year in the Downtown representing 232,000 sf of office space and 850 new jobs.
- b. Supported San Jose Downtown Association in providing downtown marketing and business assistance.
- c. Managed outreach efforts for Winter Wonderland event to effectively communicate event details and potential impacts to businesses.
- d. 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.
- e. Continued to implement Downtown marketing program including:
- Successful launch of Downtown Web Portal; www.sjdowntown.com
 - Launched a multimedia campaign to promote the Downtown Lifestyle in partnership with the development community, Downtown Association and Chamber of Commerce.
 - Produced a, "Best of the Bay" television segment which aired on KRON 4 for six months promoting the Downtown lifestyle.
 - Professional photography capturing a vibrant and active Downtown for promotional purposes.
 - Facilitated the design, fabrication and installation of street banners to promote Downtown, Historic District and Holidays.
 - Developed Downtown Walking Map.
 - Produced and facilitated distribution of Downtown holiday and summer event brochures.
 - Provided funding for Downtown pedestrian directional signage (including map and brochure holders in 4 different Downtown Locations) for use during major events.
 - Provided funding assistance for the production and distribution of a SoFA District arts publication to promote the galleries and emerging arts scene in the district.

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6. Creating an Active Downtown
 - a. Completed 17 signage grants for businesses in the Downtown project area, representing a total funding of approximately \$135,700. Some businesses reported up to a 20% increase in business due to the improved visibility with customers.
 - b. Coordinated business outreach efforts for the third annual Grant Prix event.
 - c. Continued to fund Public Space Programming (Phantom Galleries, Outdoor Movies, Third Space Entertainment, SoFA Pedicabs, and SoFA Street Market).
 - d. Assisted with coordination of Downtown holiday activities, including the funding of an extra week of "Christmas in the Park and an International Holiday Marketplace along the Paseo de San Antonio.
 - e. Assisted with coordination and publicity for downtown events including: Grand Prix, Rock & Roll Half Marathon, Jazz Festival, etc.
 - f. Provided funding assistance to promote the Martin Ramirez exhibit at SJMA and the Cinequest Film Festival.
 - g. Worked closely with City staff to amend ordinances associated with the 1st Act "Small Wonders" work-plan such as sidewalk cafés and street vendors.
7. 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.
8. Provided project management support for tenant improvement build out of the retail space at the Fourth Street Garage.
9. 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.

THE REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE 2007-2008 ACCOMPLISHMENTS (Cont'd)

- 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. Commenced OPA negotiations with Design Acquisition Corp to rehabilitate the building at 505 South Market Street and to secure BCA Architects' headquarters at that location.
- g. Monitored the rehabilitation on the former Storm Property (73-75 San Pedro Street) with Peralta San Pedro LLC.
- h. Monitored the rehabilitation of the historic Sainte Claire Building at 301 South First Street.
- i. 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.
- j. Provided leadership, management, and staffing support to the Downtown Parking Board.
- k. Worked collaboratively with the City Transportation Department and Downtown Parking Board to complete the Downtown Parking Management Plan 2006/2007 Update.
- l. Managed over 500 parking spaces in three (3) temporary surface parking lots in the Downtown Core and one (1) in the Diridon area.

B. Industrial Development Program

1. Corporate Retention and Attraction
 - a. Met with 36 companies located in redevelopment project areas to assist them with their expansion needs.
 - b. Met with 31 companies located outside of redevelopment project areas to provide them with relocation information pertaining to the industrial redevelopment areas.
 - c. Entered into equipment reimbursement agreements with the following technology companies, which was instrumental in their decision to relocate to Edenvale: SoloPower (\$715,000), Stion (\$700,000), CTS Electronic Manufacturing Solutions (\$500,000), and SVTC Technologies (\$100,000).
 - d. Prepared and sent location proposals to 10 companies, brokers, and developers.

THE REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE 2007-2008 ACCOMPLISHMENTS (Cont'd)

- e. Facilitated the building permit process for 20 companies located in redevelopment project areas that participated in the Special Tenant Improvement Program and the Industrial Tools Installation Program.
 - f. Organized a briefing about development opportunities in the industrial redevelopment areas for over 30 office and industrial real estate brokers with speakers from the Agency, the Planning Department, and the Airport.
 - g. Met individually with 18 brokerages, development firms, and property owners to discuss development projects and opportunities.
 - h. Coordinated a grand opening ceremony for ICTV, an interactive television services provider, located at 333 West San Carlos Street in Downtown San Jose.
 - i. Collaborated with the City's Office of Economic Development to craft a business retention and expansion strategy for clean technology companies.
2. North San Jose
- a. Staffed and facilitated the North San Jose Neighborhood Planning Task Force. This 17 member taskforce met 17 times over an 8 month period and unanimously recommended a set of guiding principles in 11 key areas including schools, parks, retail, and urban design.
 - b. Completed a community outreach process for the North San Jose Neighborhoods Task Force.
 - c. Monitored a Technical Advisory Committee for infrastructure and transportation design contracts, including the North San Jose Urban Design Guidelines, Street Grid Master Plan, US 101/Trimble Environmental Impact Assessment, Zanker Widening, Bicycle/Pedestrian Master Plan, and Couplet Conversion.
 - d. Completed the North First Street Plan Line Study.
 - e. Monitored planning and permit applications for 19 residential and industrial/office projects which involved zoning and entitlement processes.
 - f. Worked with the City's Department of Transportation to resolve parking issues on Fortune Drive.
 - g. Coordinated a grand opening ceremony for AlSCO, a manufacturer and distributor of ready-to-wear uniforms, located at 2275 Junction Avenue.
3. Edenvale
- a. Completed a market assessment, project scopes, and budget estimates for the potential development of a bio-manufacturing facility in Edenvale.

THE REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE 2007-2008 ACCOMPLISHMENTS (Cont'd)

- b. Assisted several resident companies with the development permit process.
- c. Facilitated a shuttle service from the Diridon Caltrain Station to Edenvale.
- d. Worked with the City's Department of Transportation to solve parking issues on Santa Teresa Boulevard.
- e. Coordinated a grand opening ceremony for Nextest, a semiconductor equipment manufacturer, located at 875 Embedded Way.

4. San Jose Incubator Program

- a. Completed the program and schematic design for the San Jose BioCenter expansion.
- b. Completed an assessment of the existing mechanical, electrical, plumbing, and piping infrastructure at the San Jose BioCenter.
- c. Provided ongoing support to four business incubators – the San Jose BioCenter, the U.S. Market Access Center, the Environmental Business Cluster, and the Software Business Cluster – and the SDForum. This support includes rent assistance, promotion of the programs, organization of conference venues, and working with the San Jose State University Research Foundation, the operator of the incubators, to streamline financial and administrative processes.
- d. Implemented a discounted parking program for tenants in the three downtown business incubators – the U.S. Market Access Center, the Environmental Business Cluster, and the Software Business Cluster.
- e. Extended the lease and sublease agreements for the SDForum.
- f. Extended the Agency's commitment to make rent payments for the San Jose BioCenter on behalf of the San Jose State University Research Foundation through June 30, 2009.
- g. Completed the first two phases of the Electronic Transportation Development Center (ETDC) project, including the project business plan, identification of a temporary project location, selection of technology partners for a demonstration project, design criteria for the demonstration project, and implementation of a funding strategy for the project.

5. Communications

- a. Developed and placed advertorials promoting San Jose and the industrial redevelopment project areas in the *Silicon Valley/San Jose Business Journal*, *Business Week*, *Expansion Management*, *Money*, *Fortune*, *Forbes*, *Fast Company*, and *FSB*.

THE REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE
2007-2008 ACCOMPLISHMENTS (Cont'd)

- b. Developed and placed radio spots promoting San Jose and the industrial redevelopment project areas on KLIV, KCBS, and KQED.
- c. Facilitated the 2008 California Clean Tech Open, which was held at City Hall, and organized an industry panel for the California Labor and Workforce Development Agency's Economic Development Strategy Panel on clean technology.
- d. Promoted the Agency's life sciences strategy at the 2008 Biotechnology Industry Organization (BIO) conference in San Diego and BayBio events in the Bay Area.
- e. Promoted the Electronic Transportation Development Center project at the San Jose Grand Prix and a Silicon Valley Clean Cities Coalition conference.