

# San Jose Redevelopment Agency downtown project **fact sheet**



Completion:  
June 2004

**Project:** Camera 12 Cinemas

**Description:** Camera Cinemas is a locally-based theater operator, which over the past 27 years has specialized in showing art films and independent films. Recently, Camera Cinemas opened a new theater complex at the Pruneyard, which exhibits both Hollywood first-run and art/independent films. While Camera Cinemas currently operates the Camera One theater at 366 South First Street and the Camera 3 Cinemas at 288 South Second Street, they have been searching for a long-term location in Downtown to expand their operations.

To realize Camera's objective of a long-term expanded presence in Downtown, in October 2003, the Agency negotiated a transaction with Camera Cinemas and F.C. Pavilion, LLC, (Forest City) to accommodate Camera Cinemas in the former eight-screen UA Theater building. The larger UA Theater building provides Camera Cinemas with the opportunity to expand their Downtown presence to twelve screens. Camera Cinemas will close the Camera One and the Camera Three Cinemas upon opening Camera 12.

The new theater is expected to attract more than 450,000 movie patrons annually.

**Location:** 210 South Second Street, Downtown San Jose

**Features:**

- 12 state-of-art movie theaters on three levels
- New stadium seating and state-of-art sound
- Art/independent films will be shown on first level and Hollywood first-run films on the second/third levels
- Jump Cuts public art (to be reactivated)
- Parking validations for theater patrons
- Digital on-screen cinema advertising and arts presentation

**Total Costs:** \$3.8 million

- \$ 3.25 million Commercial Rehabilitation Loan provided by San Jose Redevelopment Agency
- \$ 198,000 Façade Improvement Program grant provided by San Jose Redevelopment Agency
- \$ 352,000 Camera Pavilion Management Corp.

**Project Team:**

Council District:	3
Developer:	Camera Pavilion Mgt. Corp. & Camera Cinemas at the Pavilion L.P.
Architect:	The Henry Architects
Contractor:	F & H
Owner:	San Jose Redevelopment Agency