



# City of San José

*A Collaborative Environment*

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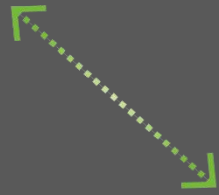
# San José

- City of **1 million** people in the heart of Silicon Valley
- Significant **population growth** anticipated

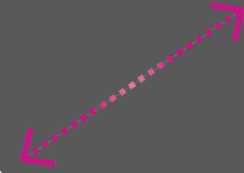


# “Small Retailers” in a Big City

Policies,  
Designs &  
Locations



+



Permit &  
Inspection  
Processes



**Collaboration**  
Everyone touching a problem rather  
than showing and telling

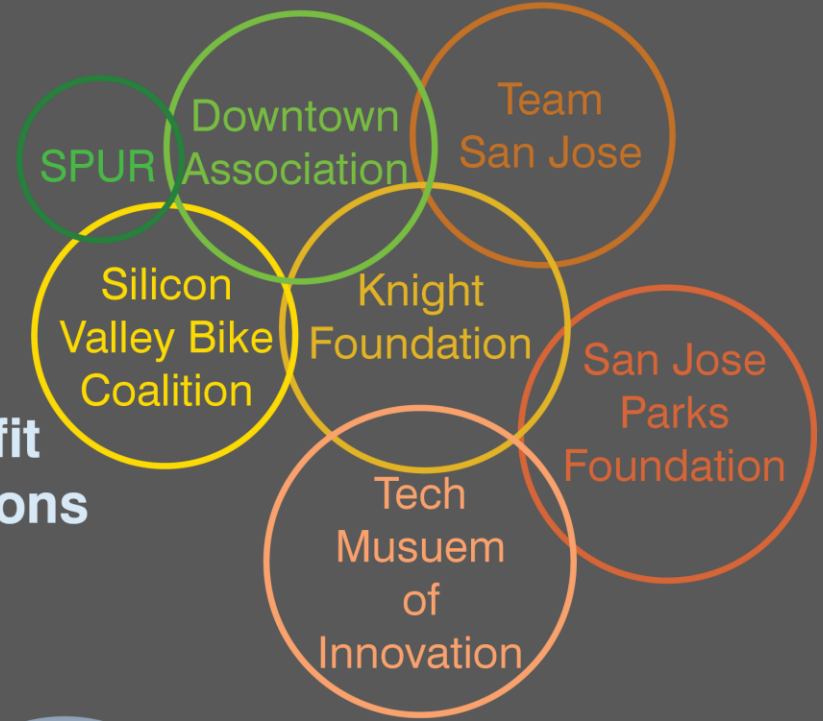
# The **reality** of collaboration

**Partners**, not stakeholders

## City of San Jose Departments

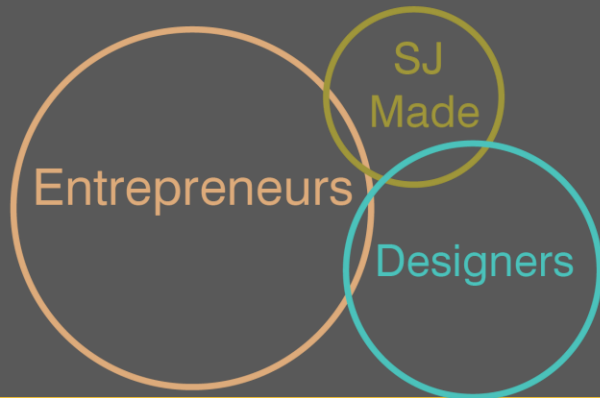
Planning, Police, Parks, , Transportation, Public Works, Office of Economic Development, Cultural Affairs and Mayors' Office

## Non-Profit Organizations



## Stakeholders

### Creative Groups



How **small interventions** can make **big differences** for businesses environment

- Use Art to **Engage**
- **Connect** People with Places
- Create **Stickiness** in Public Spaces
- Make it **Easy** for Everyone to Participate



Use Art to Engage

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# 1. Bring “Musical Swings” to Your City

Artist: Tous les Jours

- A series of musical swings that emit various musical notes
- The notes change depending on the height that the users reach
- When used all together, the swings compose a musical piece
- Complemented summer festivals and cultural events in San Jose





## 2. Design “Colorful Crosswalks”

### San Pedro Street

Artist: Lacey Bryant

- **Colors and Design:** Historic buildings
- **Poppy:** San Jose’s history as the state’s first capitol
- **Moth:** Nightlife and change

### SoFa District

Artist: Martinez

- A funky and dynamic abstract piece
- Echo the unconventional, artistic and dynamic character of the community

### Paseo de San Antonio

Artist: Corinne

- **Blue:** Guadalupe River
- **Chinese knot pattern:** Darker blue strips, honors Chinatown
- **Circuitry:** Heart of Silicon Valley, downtown entertainment venues



# 3. Reshape “Underpasses into Art Spaces”

## Sensing WATER

Artist: Dan Corson

- Highway 87 and San Fernando St
- Weather-responsive and interactive artwork utilizing
- Two elements:
  - Painted sloped wall: references flowing water
  - The overhead evening lighting: illuminates with rippling patterns of light the underpass.

## Sensing YOU

Artist: Dan Corson

- I-87 highway underpass
- 1000 painted circles and 81 illuminated rings
- A variety of patterns and low-resolution mapped video
- Activated by pedestrians and bicyclists moving through



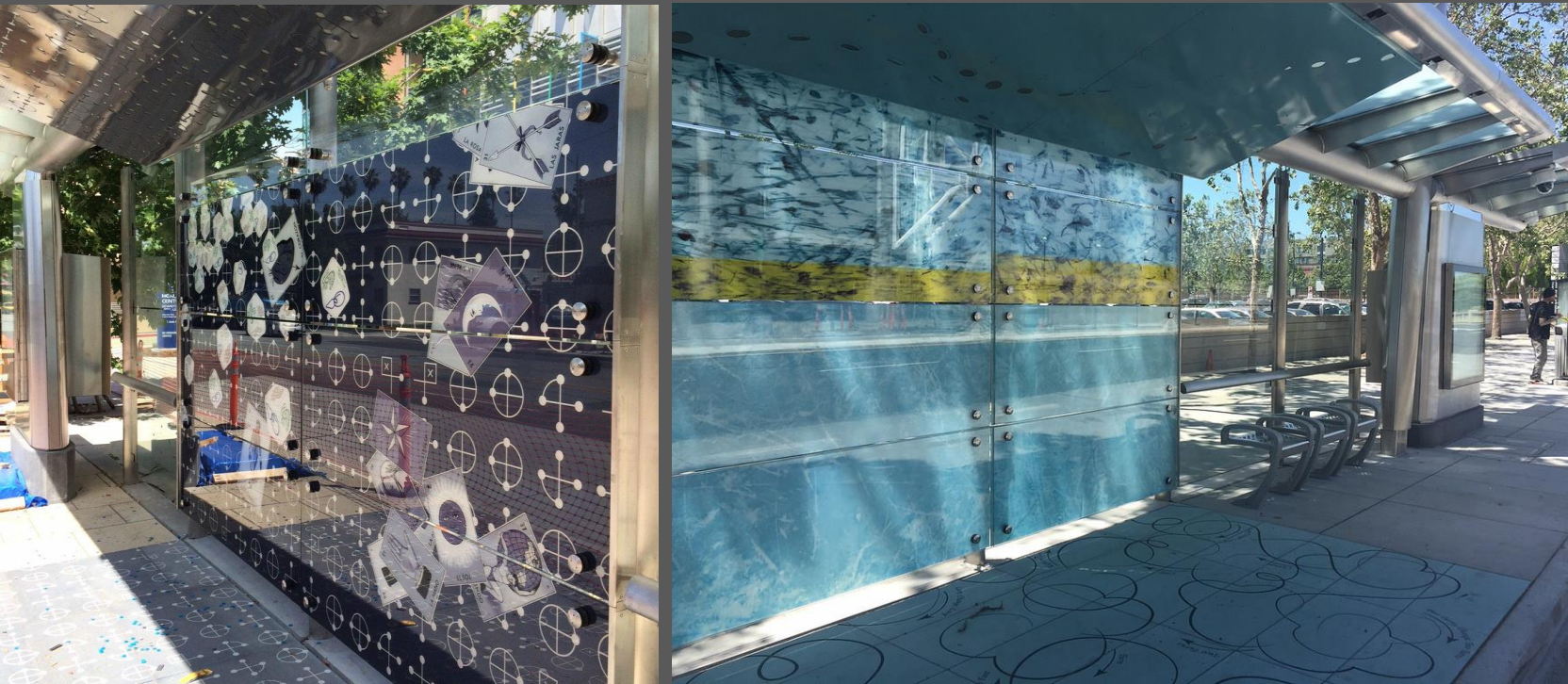
# 4. Reinforce “Neighborhoods’ Identities” in Bus Stops

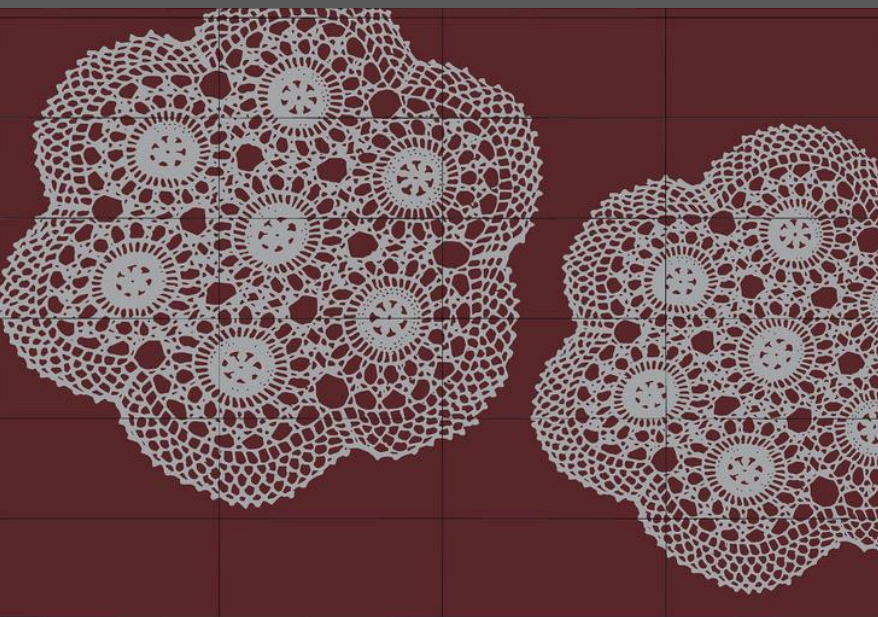
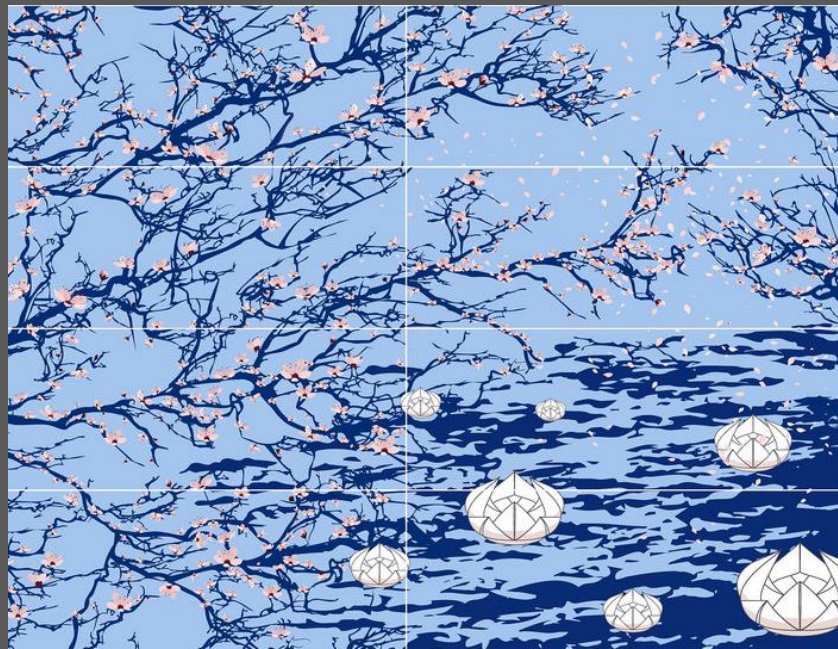
Artist: Corinne Takara

- Strengthen the unique character of the stations as neighborhood landmarks
- Contributes to the vibrancy of the cityscape, promotes neighborhood pride
- Engaged 12 elementary school classrooms with 400 students

Artist: Corinne Takara

- Public was invited to explore creating physical models of bus stops using slotted note cards





# 5. Install “Our Lives in This Place” Kiosks

Artist Team: Robin Lasser, Trena Noval, and Genevieve Hastings

- A kiosk that moved around in the East Santa Clara Urban Village
- Engaged the community and received feedback
- “Our Lives in This Place” was written on the kiosk
- 28 postcards featuring portraits and quotes from neighbors





# 6. Create a “Downtown Doors” Project for the Youth

- By the **San Jose Downtown Foundation**
- Started **13** years ago
- Give middle school and high school students opportunity to **learn how “public art” is selected and installed**
- Provides a way for the youth of Santa Clara County to be **involved in shaping their “urban environment”**





Image by Juan Borrelli







Connect People with Places ↑

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# 7. Bring “Walk [Your City]” to Your Town

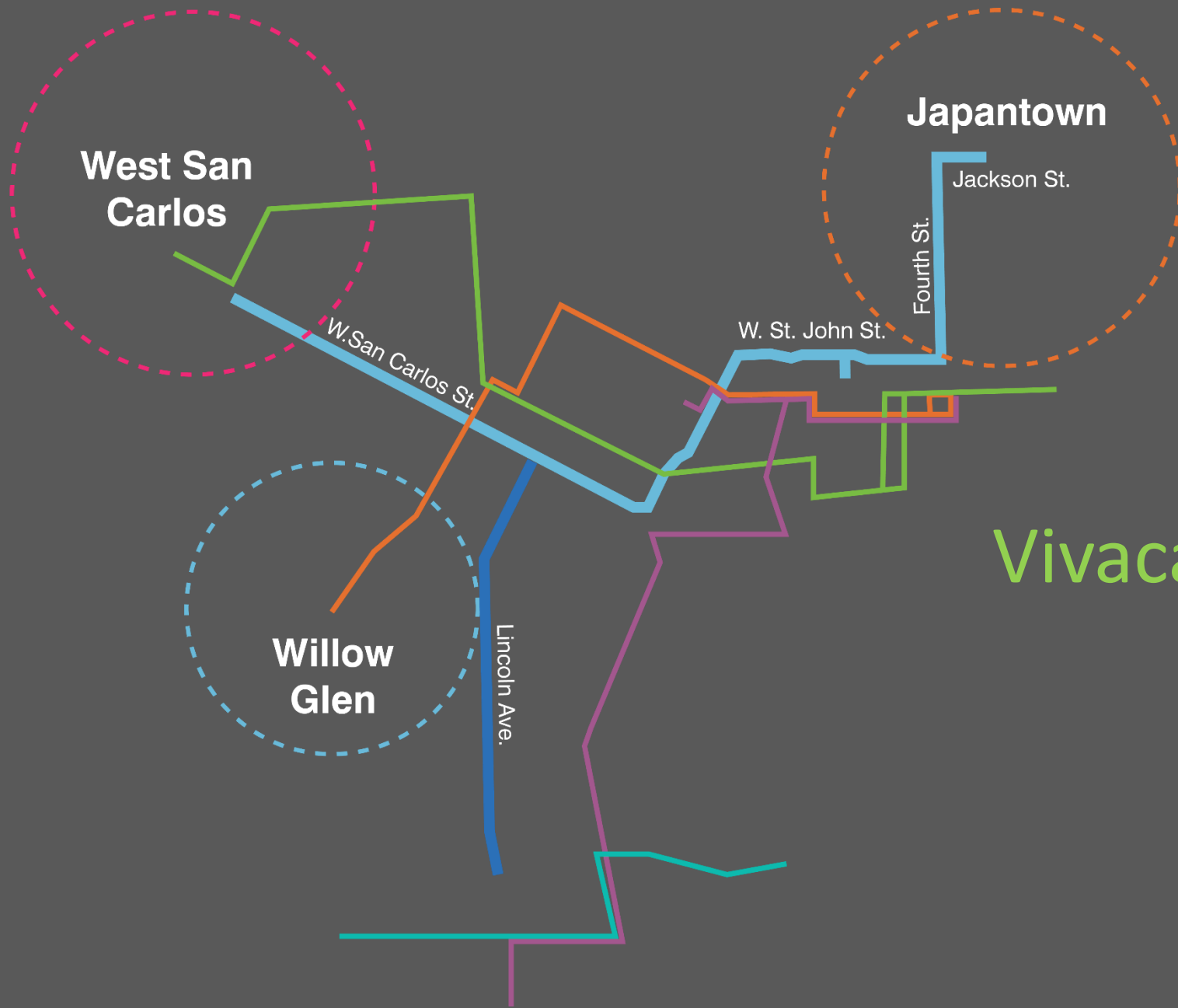
- 47 pedestrian-focused signs in and around downtown
- **Walk [San José]** is a collaboration with Walk [Your City], a civic startup focused on making cities more livable
- **Walk [San José]** signs direct pedestrians to parks, venues, services and nightlife that might be closer than they realized
- Increases pedestrian accessibility and navigability by creating a more inviting and walkable city for all



# 8. Connect Neighborhoods with an “Open Street Event”

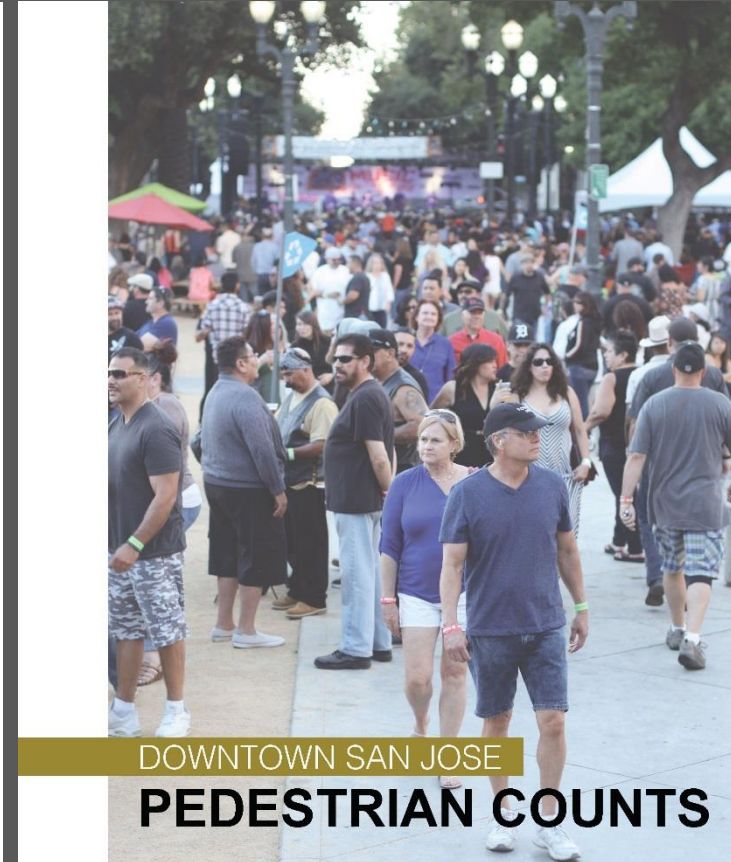
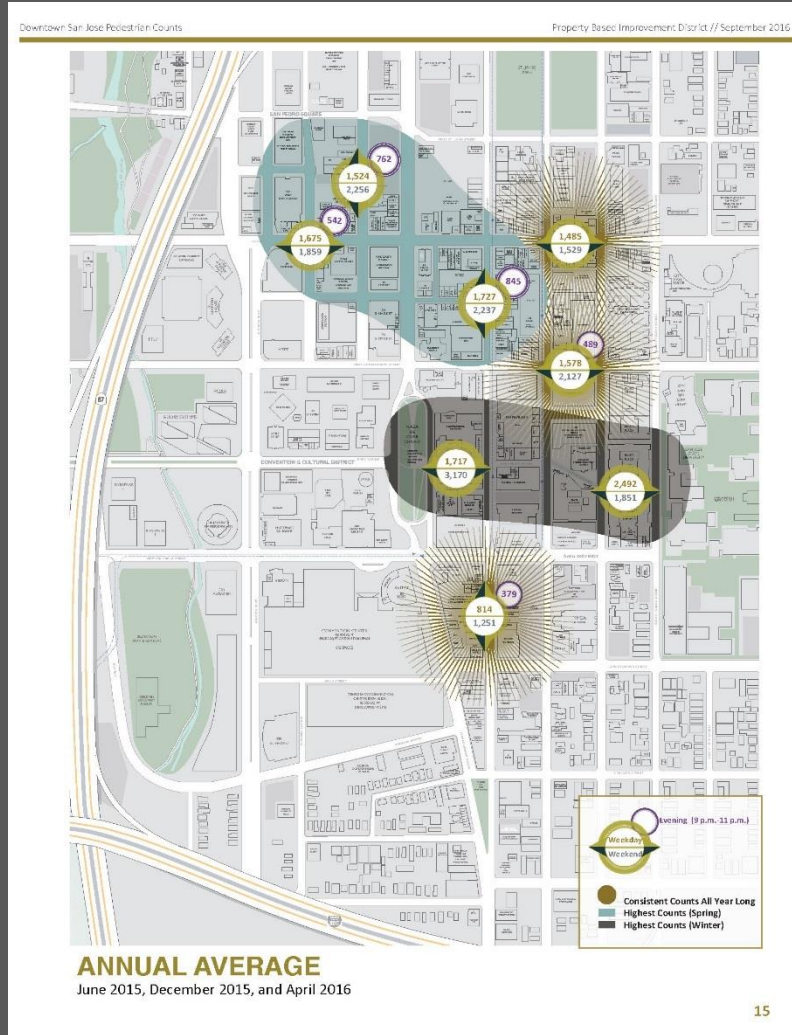
- Annual **Viva CalleSJ** event
- 2016: **From the West: Glen Meets Zen** closed 6 miles of roads to cars to connect 3 neighborhoods
- Four main activity hubs/About 100,000 participants
- Helped bikers to know their City better and support small businesses along the route
- Encouraged Business/Neighborhood Associations to be more active





# 9. Count “Pedestrians”

- By San Jose Downtown Association
- Measure the success of downtown’s economic development growth, street life and activation goals
- Over the course of a year pedestrian counts were conducted throughout **eight locations**
- Charts **seasonal differences** in downtown San Jose



San Jose Downtown Association  
Property Based Improvement District

September 2016

**PBID**  
PROPERTY BASED IMPROVEMENT DISTRICT

**SAN JOSE ENVIRONMENTAL**  
FOUNDATION

Create Stickiness In Public Spaces ↑

# 10. Launch a “CityDANCE” Series

## Plaza de Cesar Chavez

- Aimed at increased engagement of Downtown employers and their employees
- An eight-week participatory dance series
- Included live music featuring different music genres each week
- 400 attendees on the opening night



**cityDANCE**  
SAN JOSE

**SOCIALIZE & DANCE AFTER WORK**

- LIVE BANDS
- BEER GARDEN
- FOOD TRUCKS
- DANCING

**FREE**  
EVERY THURSDAY  
5:30–9:00 PM  
PLAZA DE CÉSAR CHÁVEZ

// SEPT 1	<b>SALSA</b> Instruction by Eddie Valdez Music by Los Baleros
// SEPT 8	<b>COUNTRY TWO-STEP</b> Instruction by Michelle Cruzler Music by Country Cougars
// SEPT 15	<b>HUSTLE</b> Instruction by Eddie Valdez Music by Aille and XS
// SEPT 22	<b>EAST COAST SWING</b> Instruction by Lissy McIntosh Music by The Fabulous Cruiseones
// SEPT 29	<b>BOLLYWOOD</b> Instruction by Joe Singh Music by DJ Purn Singh of KGS Entertainment ft. Gagan Singh Dholi, Dhol Player
// OCT 6	<b>ARGENTINE TANGO</b> Instruction by Conor McClure Music: Tangorero Trio with Claudio Ortega and DJ Steve
// OCT 13	<b>FOXTROT</b> Instruction by Hans Schmidt Music by The Sereñaders
// OCT 20	<b>RUMBA/MERENGUE</b> Instruction by Michelle Cruzler Music by The Allison Sharino Band



# 11. Create “Urban Rooms” in your Plazas

Artist Teddy Cruz

Parque de los Pobladores in the SoFA district

- 3 artist-designed shade pavilions and a stage that can be activated in a variety of ways
- Based on community priorities for an iconic shade structure reinforcing this plaza as a significant event space with includes movable urban furniture
- A multi-layered approach to transforming the plaza as a dynamic sculptural space for cultural and economic production.







# 12. Send a “Love Letter” to your City

- **A Collaborative Effort** to shape a new vision for San Jose City Hall Plaza
- **Public Space/Public Life Survey** extensive counting of pedestrians’ flow and lingering in the area, Cities for People
- **Favorite Places Survey** by identifying the fundamental characteristics of favorite places
- **A Love Letter to San Jose workshop**, mapping out the aspirations that San Jose’s citizens
- **Urban prototypes**, a modular furniture system, high-quality synthetic turf patches, Colorful giant bean bags

**A Love Letter to San Jose**  
an open workshop on the life of San Jose's Public Spaces

**Dinner and Movie!**

What is your favorite place in San Jose? What can we learn from your favorite place to make Downtown San Jose's public spaces more inviting?

Gehl Studio and The Tech Museum of Innovation, in collaboration with the City of San Jose, invite you to workshop ideas for how to make Downtown San Jose's public spaces more inviting, more active, and better-suited to the needs of San Jose residents.

After our workshop, participants are invited to join us for a street food feast and a special screening of *The Human Scale*, a documentary that explores and frames some key issues facing residents and city builders and what happens when we put people at the center of our planning.

All are welcome!

**February 12**  
5:00-9:30pm  
**Workshop followed by Dinner & Movie**  
City Hall Plaza Rotunda  
RSVP: [SJFavoritePlaces.eventbrite.com](http://SJFavoritePlaces.eventbrite.com)

Hashtag your favorite place or an expression of public life, we'll show your photos at the event!

**#SJFavoritePlaces**

**Gehl**  
Studio San Francisco

**The Tech**  
Museum of Innovation

**FREE FOOD!**





**Let's do LUNCH!**  
*and Celebrate!*

Thursday October 20 | 11:30 AM - 1:30 PM | City Hall South Plaza  
 Sponsored by the Office of Employee Relations

Enjoy lunch outdoors in our beautiful fall weather and listen to the musical stylings of The Harblings. Bring your lunch, or enjoy a meal from Brother Baby's BBQ food truck.

**SOUTH PLAZA**  
*pop-up project*

You can decorate a Halloween pumpkin, but if time is short and you're on the run, feel free to just stop by and jot down a few words of encouragement to a co-worker for a job well done.

Come early and be rewarded: The first 50 food truck customers will receive \$2 off their purchase of \$7 or more.

Have a question?  
 Contact Melina Iglesias (408) 793-4350

Approved for posting by the Director of Employee Relations



# 13. Use a National Celebration to “Change Public Perception of Your City Core”

- During Super Bowl 2016 Plaza de César Chávez transformed into a vibrant public space
- Live jazz, programmable LED light displays, Adirondack chairs, a beer garden, food trucks, and Sunset Yoga
- Used Super Bowl as the hook for incremental changes, made it easy to get people on board
- Led to accept eventual large-scale change in the city’s urban core
- Created Vendor Zone



MAKE IT EASY FOR EVERYONE



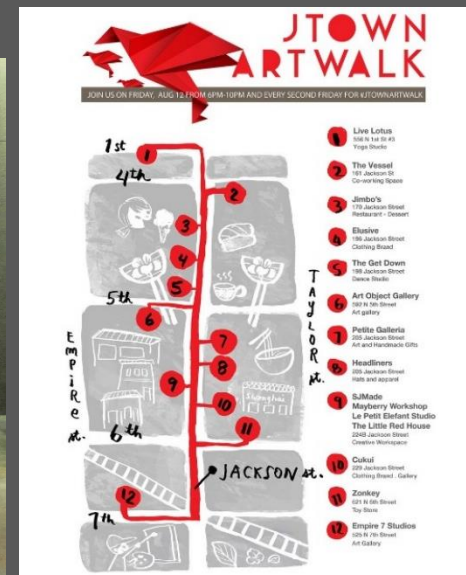
# 14. Be Creative in locating “Pop-up Retail”

## New Year 2016 Pop-up Retail

- 9 retailers who opened their doors for pop-up retail, including ground floor of San Jose Repertory Theatre and 1st floor of Cinema 12
- Helped small retailer who did not had business experience

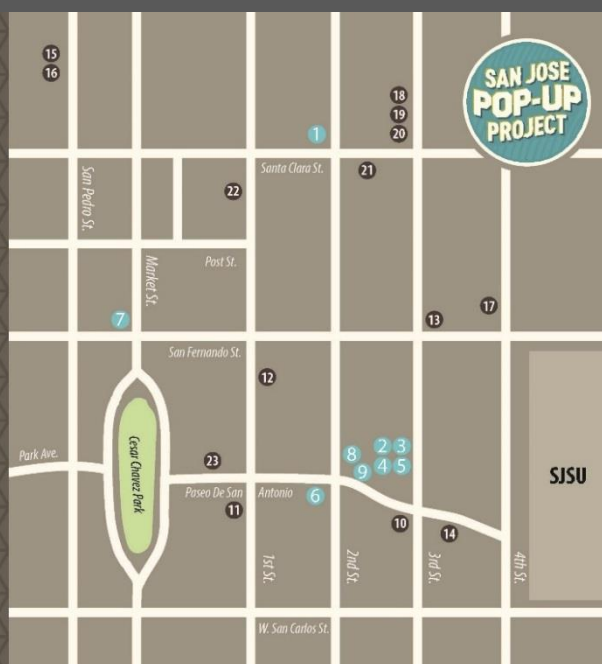
## SJMADE

- SJMADE provides opportunities for independent retailers and artisan makers to sell and promote their products
- Started as a one-time event and is now a fully scalable and replicable model
- Hybrid model of supporting independent retailers by providing physical space to sell





- 1 therethere x SJ  
15 N. 2nd St.
- 2 The Usuals  
101 Paseo de San Antonio
- 3 San Jose Earthquakes  
101 Paseo de San Antonio
- 4 Empire Seven Studios  
101 Paseo de San Antonio
- 5 SJ MADE Playspace  
101 Paseo de San Antonio
- 6 SJ Bike Clinic / Cowgirl Bike Couriers  
201 S. 2nd St.
- 7 Underground Boutique  
95 S. Market St.
- 8 The DH Co. (Shipping Container)  
Paseo Plaza
- 9 First Article (Shipping Container)  
Paseo Plaza
- 10 Circle-A Skateboards - 108 Paseo De San Antonio
- 11 MUJI - 170 S. Market St.
- 12 Discover San Jose - 150 S. First St.
- 13 Brixton Hue - 96 S. 3rd St.
- 14 IMINUSD Bicycles - 112 Paseo de San Antonio
- 15 Showroom San Jose - 87 N. San Pedro
- 16 Ay Dios Mio! - 87 N. San Pedro
- 17 KALEID Gallery - 88 S. 4th St.
- 18 Seeing Things Gallery - 30 N. 3rd St. (Sperry Station)
- 19 Gift 2 Gab - 30 N. 3rd St. (Sperry Station)
- 20 San Jose Rock Shop - 30 N. 3rd St. (Sperry Station)
- 21 Diaz Menswear - 70 E. Santa Clara
- 22 Hammer & Lewis - 19 S. 1st Street
- 23 Moshers - 170 S. Market St.



THIRD THURSDAY JAN 16, 11AM-9PM

**SJMADE @ SJMA**

**SJMADE**  
SAN JOSE, CA



NOW OPEN

**POP UP SHOPS**  
with SJMADE

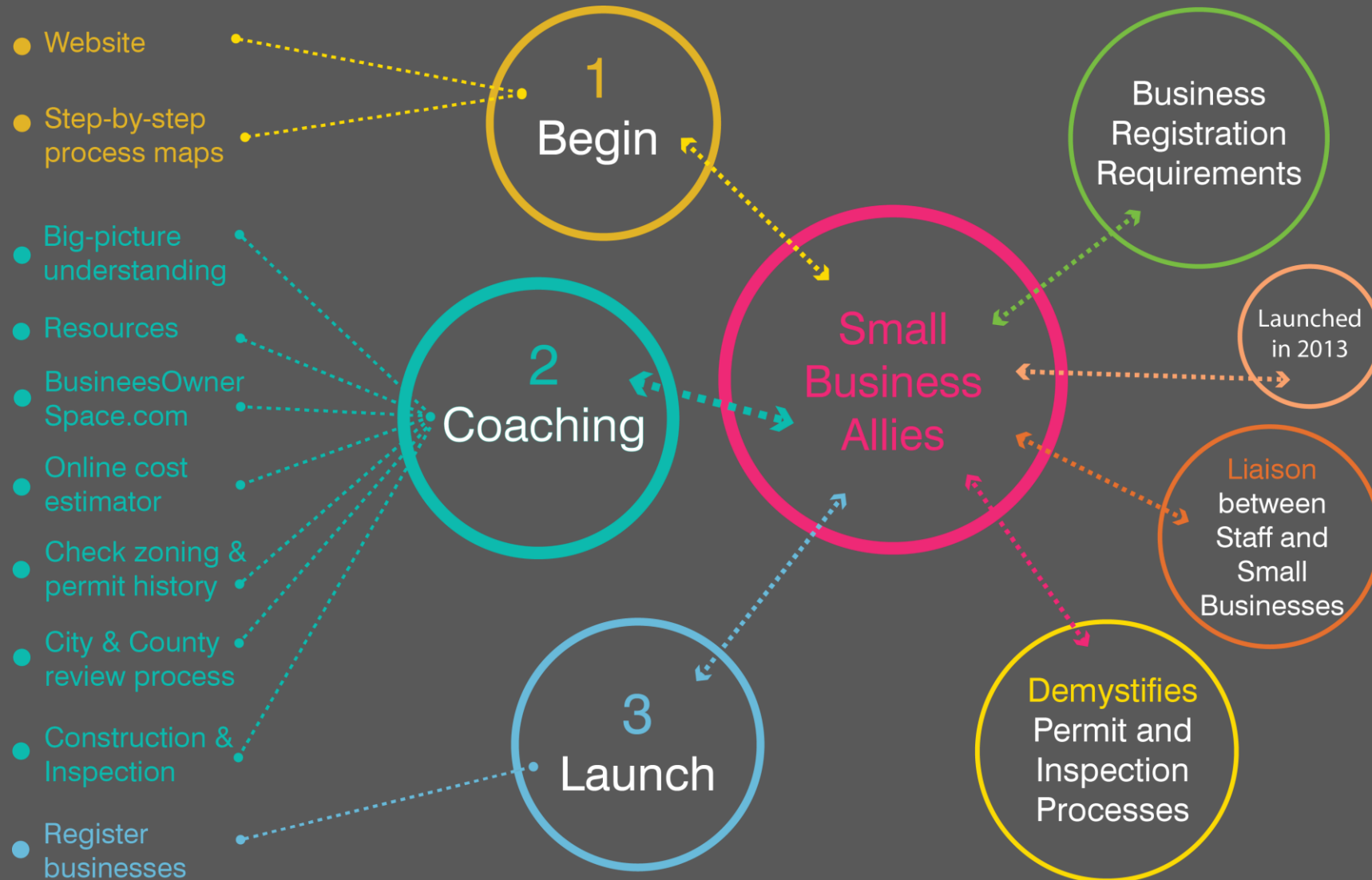
THE LITTLE RED HOUSE  
SAN FRANCISCO

**LADY ALAMO**  
SAN FRANCISCO

**AUGUST 2016**  
Westfield Valley Fair  
San Jose, Santa Clara, CA



# 15. Create “Small Businesses Allies”





# 16. Start a “Streamlined Restaurant Pilot Program”



# City of San José: Takeaways

Reach Out | Bring others in as early in the process as possible

Be Open | Share your idea but be open to new experiences

Engage | Use Art to Engage

Trust The Process | Be patient and be willing to give up power

Connect | Find creative ways to connect people to the places

Create Stickiness | Let people have a sense of belonging to their places

Simplify it | Easy Urbanism – simpler, clearer, faster, less expensive