

SAN JOSÉ



**DOWNTOWN
VISION**

SHARE THE VISION: DOWNTOWN SAN JOSE IS BECOMING...

EVERYONE'S EXTRAORDINARY CITY CENTER

At the heart of this 180-square-mile city populated by more than 1 million people is a lively urban center where families, students, teachers, artists, entrepreneurs, convention-goers, and workers converge as a diverse and dynamic Downtown community. Both modern and historic, with high-rises and green spaces, our walkable Downtown is a place for young and old to explore and experience.

THE WEST COAST'S LARGEST RAIL HUB

Caltrain, BART, VTA Light Rail, and the future California High-Speed Rail converge at Diridon Station, which is itself a unique destination. A modern intermodal central station includes shops and restaurants, and walkways from the station integrate with the surrounding area. With seamless connection to the nearby international airport, Downtown residents and businesses have enviable access to the Bay Area and beyond.

CONNECTED THROUGH FOUR DISTINCT DISTRICTS

From the Historic/San José State District with its architectural gems, to the modern hotels and art scene of the SoFA/Convention Center area, to the dining and entertainment venues of San Pedro Square, to the densified Diridon Station Area flanked by the green ribbon of the Guadalupe River Park & Gardens, it's easy to walk, bike, and connect across the Downtown and enjoy its many amenities.

Locate distinct districts ►

A DYNAMIC, CREATIVE EMPLOYMENT AND EDUCATION CENTER

Fortune 100 companies, scrappy startups, and pop-up stores all thrive in the Downtown. San José State University is among the 200 top research universities in the nation and an integral partner in innovative private and public sector programs. Graduates help fuel the large local talent pool.

RICH IN FANTASTIC DINING AND CULTURAL EXPERIENCES

From fine dining to pho, outdoor cafés to taquerias, the Downtown offers a bounty of unique restaurants, cafés, pubs, and markets that reflect the area's amazing ethnic diversity. Downtown is also the South Bay's greatest concentration of civic, cultural, and sports facilities. Streets throng with venue-goers headed to the SAP Center or Downtown's numerous performance venues, museums, art galleries, and outdoor events.

ALIVE WITH PUBLIC LIFE

Downtown is a place for people to stroll, dine, and shop along the streets. Large public plazas allow for vibrant civic celebrations, performances, or gatherings. Pedestrian paseos through the urban core give way to green spaces, parks, and trails. The idyllic climate of San José allows people to enjoy Downtown and outdoor events throughout the year.

This shared vision embodies a commitment to placemaking, social equity, economic development, environmental sustainability, and financially viable private development.

ROOTS OF THIS SHARED VISION

The Downtown Vision is rooted in the San José Envision 2040 General Plan, adopted in 2011 by the City Council, and in the Diridon Station Area Plan, adopted in 2014. In crafting these plans, City planners synthesized the voices of thousands of residents, business associations, and San José leaders and partners. A 2018 Downtown Stakeholder Summit also contributed to the vision.

Learn more: www.sanjoseca.gov/envision2040 and www.diridonsj.org



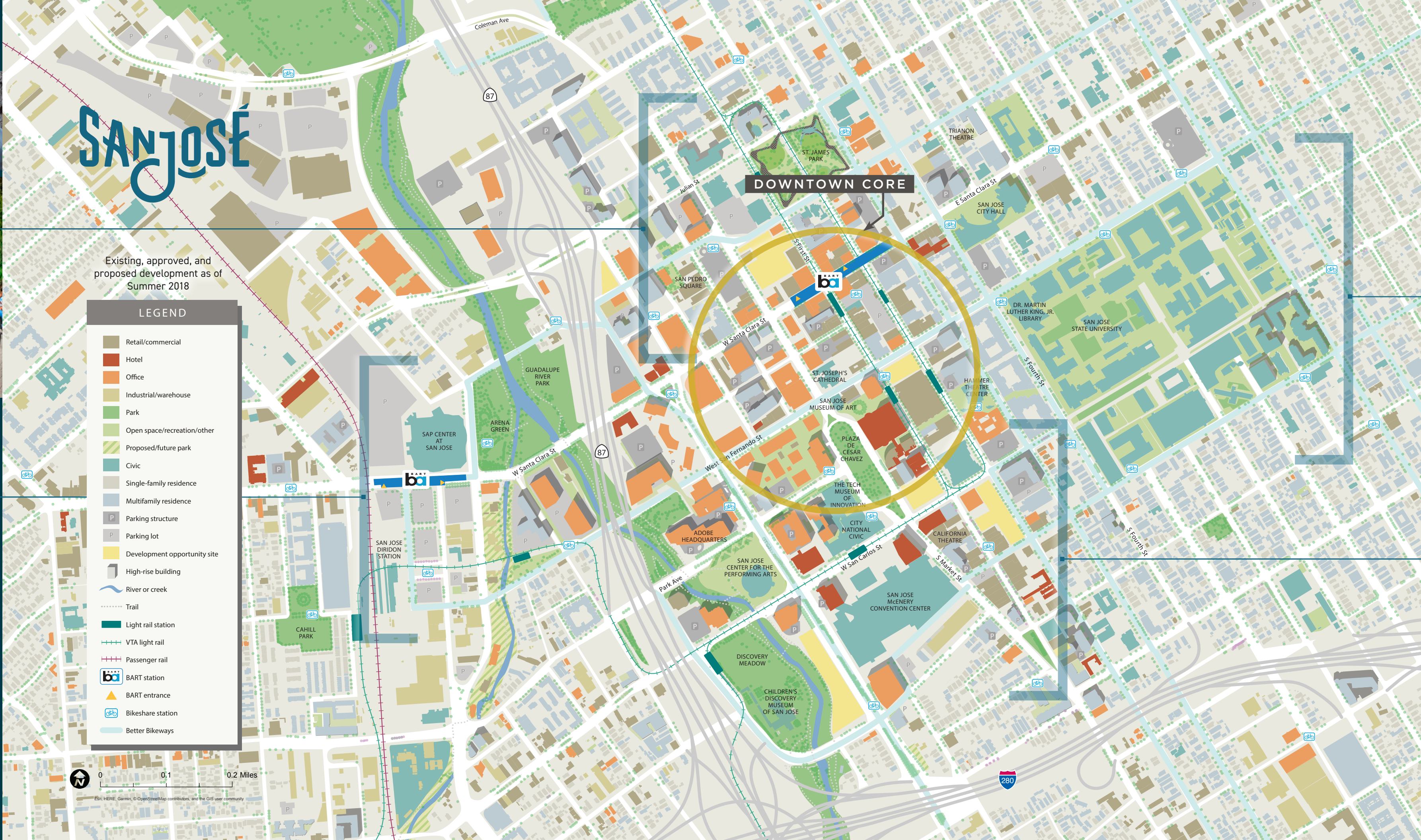
SAN PEDRO SQUARE

San Pedro Square is a foodie's delight and features a popular weekly Farmers' Market. It's an easy walk to the Diridon Station and to Sharks games and entertainment at the SAP Center. Nearby, **St. James Park** is redesigned as a world-class urban park, flanked by historic buildings and modern residential high-rises. This green oasis provides events and activities for all ages, making this a great place to work and call home.



DIRIDON STATION AREA

With seamless connections and airport access, Diridon is the multimodal gateway to the Bay Area and beyond. Shops and dining are enfolded in the redesigned rail hub, making **Diridon Station** itself a destination. Events across the street at the **SAP Center** attract local and national interest. Contrasting green open spaces beckon from the adjacent **Guadalupe River Park & Gardens**, where cyclists can ride trails to Los Gatos or the Bay's southern shore. Global companies already find this an ideal location, and offices enjoy views of the river park. The mixed-use community of offices, residences, and retail is welcoming, accessible, and green.



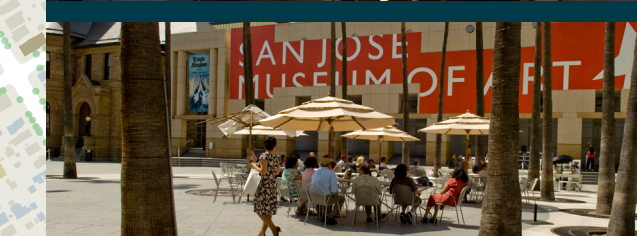
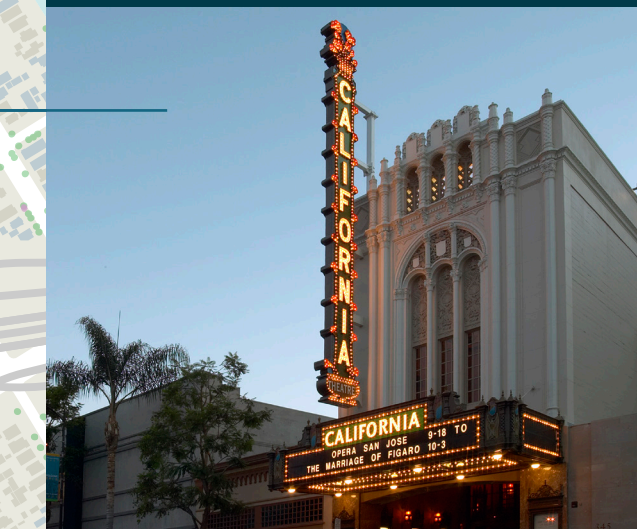
HISTORIC DISTRICT & SAN JOSÉ STATE UNIVERSITY

The new **BART-Santa Clara St. Station** provides improved connection between the East Bay and Downtown San José. **City Hall** and its glass Rotunda anchor this area as distinctive landmarks, with a plaza used for performances, celebrations, and rallies. Dining options are as diverse as the throng of people traversing this area. Commercial buildings include rehabilitated historic gems that are attractive settings for restaurants and retailers. **San José State University** enriches all of San José with artists, guest speakers, entertainers, sporting events, and performances. The public is welcome at **Martin Luther King Jr. Library**, a joint university-city library with unique collections. **Paseo de San Antonio** connects SJSU to the Guadalupe River with an urban walkway lined with shops and restaurants.



SoFA & CONVENTION CENTER

South First Area (SoFA) is a creative district that offers galleries, dining, music, entertainment, and performance spaces. Anchored by the historic **California Theatre**, **Plaza de César Chavez**, the **Fairmont Hotel**, and **Camera Cinema Complex**, as well as several museums and hotels, SoFA's character is preserved through the adaptive reuse of historic buildings. Newer, taller buildings also find compatibility here. **San José McEnery Convention Center** buzzes with fan conventions, auto shows, tech conferences, trade shows, and more. Visitors find lodging at modern and historic hotels and can walk to **The Tech Interactive**, **Montgomery Theatre**, **Civic Auditorium**, **Children's Discovery Museum**, **Center for Performing Arts**, and **San José Museum of Art**. Or, they can soak up San José's famous sunshine while strolling or picnicking in nearby parks.



IN MY VISION I SEE...



“A vibrant downtown that welcomes people of all ethnic backgrounds and serves as a connection to other neighborhoods.

OMAR RODRIGUEZ



“A downtown that supports and uplifts local culture and businesses, making it a unique, soulful, and desirable place to be.

TARANEH SARRAFZADEH



“A downtown that connects seamlessly with the rest of city by efficient public transit. People from all over will come to walk, bike, shop, dine, and make memories here.

THANG DO



“Dining, gathering places, and parks amidst architecture and landscaping befitting a city of the future — environmentally conscious, welcoming, and cutting edge.

SILVIA SCANDAR MAHAN



“A downtown centered on outdoor entertainment, sports, dining, and recreation. A destination for people of all ages to enjoy 365 days of the year.

STAN VUCKOVICH

“A city with bustling gathering places, music, food, beer, and night life. A city that showcases our diversity and holds on tightly to our small community feel.

SARJU NARAN



“Our streets and public spaces as playgrounds, museums, and laboratories...social spaces where people of all walks and expressions are seen, safe, and celebrated.

MELISSA CEREZO



“A powerful City not measured by its heights, but by the span of its vision and the dreams of its inhabitants, including the empty-handed.

BENYAM AGHEGNEHU



“A walkable, bike-able downtown designed for safety of pedestrians and cyclists —including flat tree wells that help prevent tripping.

LOLA TORNEY



“A smart city that mixes technology with human experience and diverse cultural expressions, making our city a true international gateway.

ELIZABETH CHIEN-HALE



“A vibrant downtown that embraces cultural diversity, is a transportation leader, and is designed on a human scale.

BILL SOUDERS

