



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Jimenez

SUBJECT: BUDGET DOCUMENT

DATE: May 27, 2021

Approved

Date May 27, 2021

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: **Place Making on Coronado Ave**

Amount of City Funding Required: **\$9,240**

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): 24

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

For several months Coronado Ave at the Village Oaks Shopping Center has been closed to vehicle traffic for outdoor dining through the Al’Fresco program. This closure has resulted in increased business for restaurants and has been welcomed by residents. As the end of the pandemic nears we would like to explore the option of permanently closing this small stretch of street to vehicle traffic and creating a pedestrian friendly outdoor dining and recreational space. The goal is to use San Pedro square as a model and activate the space with occasional outdoor markets, new landscaping and seating, and other community driven activities.

In discussion with the District 2 Office, the Office of Economic Development and Cultural Affairs and Department of Transportation we recommend a public-private partnership to continue this street closure as an ongoing pilot for FY2021-22.

The estimated costs are based on recent experience with the San Jose Al Fresco initiative, and an assumption that activation and additional beautification are undertaken by the adjacent businesses and

property management company. The District 2 Office will take the lead in engaging businesses and other stakeholders.

Specifically, cost estimates include:

- Maintain barriers (K-rail currently closing the street)
 - Purchase cost (alternative): \$3,240
 - Removal cost (if needed): \$3,000
- Beautification for barriers
 - \$3,000 (supplies and hiring artist)

Funding Source

Essential Services Reserve:

Other (Please specify program/project/fund):

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

Name and Title: Blage Zelalich/Downtown Manager

Department or Organization: OED

Phone Number: (408) 535-8172

Email: blage.zelalich@sanjoseca.gov