San José

- City of 1 million people in the heart of Silicon Valley
- Significant population growth anticipated
“Small Retails” in a Big City

- Policies, Designs & Locations
- On-line Shopping
- Bad Design for Ground Floor Retail
- Malls’ Locations & Retailers’ Policies
- Not Enough Foot Traffic in Some Neighborhoods
- Too Difficult
- Too Long
- Too Many People Involved
- Too Expensive
- 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

- Silicon Valley Bike Coalition
- Downtown Association
- Knight Foundation
- San Jose Parks Foundation
- Tech Museum of Innovation
- Team San Jose

Stakeholders

Creative Groups

- SJ Made
- Entrepreneurs
- Designers

Residents of Downtown

- Adobe System
- Business and Property Owners
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
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-responding 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”
Connect People with Places
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
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
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
Let's do LUNCH! and Celebrate!
Thursday October 20 | 11:30 AM - 1:00 PM | City Hall South Plaza
Sponsored by the Office of Employee Relations

Enjoy lunch outside in our beautiful fall weather and listen to the musical stylings of The HartMojis. Bring your lunch or enjoy a meal from Brickley Bury & BBQ food truck.

SOUTH PLAZA
pop-up project

You can decorate a halloween pumpkin, but it's never a short and you're on the run. Feel free to just stop by and sit down & enjoy 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 a free gift with purchase & $1.75 more.

Have a question? Contact Melissa McGee (406) 795-4050

Apartment for Racing by the Garden of Contemporary Artists
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 Retails”

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 have 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
THIRD THURSDAY JUNE 16, 11AM-9PM
SJMADE @ SJMA
SAN JOSE, CA
15. Create “Small Businesses Allies”

1. Begin
   - Website
   - Step by step process maps

2. Coaching
   - Dig picture understanding
   - Resources
   - BusinessOwner
   - Space com
   - Online cost estimator
   - Check zoning & permit history
   - City & County review process
   - Construction & Inspection
   - Register businesses

3. Launch

Small Business Allies

- Business Registration Requirements
- Liaison between Staff and Small Businesses
- Demystifies Permit and Inspection Processes

Launched in 2013
16. Start a “Streamlined Restaurant Pilot Program”

- Began in September 2016
- **Goal**: Streamline permit and inspection processes at the County and City level for food businesses
  - City Planning, Building, Fire Prevention, Public Works, and Environmental Services Departments
  - County Department of Environmental Health
- **No additional expedited cost (with the City)**
- Submit plans to City’s Small Business Ally for a preliminary review in order to prequalify for the 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