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.

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 cafes to taquerias, the Downtown offers a bounty of unique restaurants, cafes, 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
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

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

BILL SOUDERS

“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

“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

This brochure is available upon request in other formats such as Braille, large print, audio tape, or computer disk. Call 408-535-3555 (voice) or 408-294-9337 (TTY).