






**Attachment: 2024 - 2025 Downtown Action Plan**

 <b>Category:</b> Clean, Safe and Housed	<b>Goal:</b> Ensure Downtown San José is clean and safe for residents, visitors, and employees while also supporting the most vulnerable populations.			
<b>Strategy</b>	<b>Tactic(s)</b>	<b>Outcome</b>	<b>Status</b>	<b>Lead/ Partners</b>
Enhance coordination and collaboration among Downtown social services providers to promote more efficient services and better outcomes for unhoused individuals in Downtown.	Establish list of 20 most vulnerable people experiencing homelessness in Downtown and establish cross-department and cross-agency strategy to connect them to services and housing.	Transition 45% of people on the original list who enroll in services to shelter/housing, utilizing prioritized referral to the Arena and Plaza hotels.	Coordination in progress among relevant social services agencies.	Housing, PATH, SIT, Santa Clara County
Connect businesses with the right resource for quality-of-life concerns.	Develop and distribute an easy to use one-page resource guide.	Businesses Downtown have the resource guide readily available and are able to use the resources to quickly mitigate Downtown quality of life issues.	Final draft under development.	Office of Economic Development (OED)
Address the problem of window breaks in Downtown.	Enhance coordination among businesses, Groundwerx and San José Police Department (SJPD); follow up on leads.	Increase the number of reports taken and evidence collected on window breaks.	Data tracking underway; Standard Operating Procedures under development.	OED/ Groundwerx/ SJPD
Enhance safety perception through greater SJPD visibility.	Launch Community Service Officer Downtown Detail.	Additional business contacts, report writing, and investigatory support.	Full-time Community Service Officers expected to start in July; additional full-time staffing dependent on capacity.	SJPD
	Launch SJPD Field Training Operations in and around the Downtown.	Increase SJPD’s activity level in Downtown while providing more officer visibility.	Program launched in June; classes to continue on a rolling basis.	SJPD

 <b>Category: Public Realm &amp; Activation</b>	<b>Goal:</b> Improve the public realm of Downtown San José by enhancing and activating shared public spaces, supporting a more consistently positive visitor and resident experience.			
<b>Strategy</b>	<b>Tactic</b>	<b>Outcome</b>	<b>Status</b>	<b>Lead/ Partners</b>
Beautify Santa Clara Street from 1st to 4th streets.	Work with the PBID and execute interventions. Phase 1: Paint two buildings and replace every broken window by Q3 2024.	Before-and-after improvement in sentiment among intercept survey participants.	Working group formed. \$250,000 included in 24-25 budget to be matched by private sector. Western Dental slated to be painted by August.	OED, PBID, San José Downtown Association (SJDA)
Improve Santa Clara St. as a transportation corridor and as the City’s preeminent downtown street between Stockton and 17th St.	Carry out the Reimagining Santa Clara Street project	The project will result in <ul style="list-style-type: none"> <li>● 10% plan set for preferred streetscape concept</li> <li>● Reimagining Santa Clara Street Vision Document</li> <li>● An Implementation Guide, including cost estimates and a funding strategy</li> </ul>	City selected Sitelab Urban Studio to lead effort, which will get underway this summer.	Department of Transportation(DOT), OED
Fill vacant storefronts and enhance services.	Expand Downtown Pop-Up Retail Program.	Increased pedestrian and business activity.	Two storefronts w/ five businesses launched in May. Next two storefronts on Post Street leased; targeting July launch.	OED, SJDA
Enhance the newly established San Pedro Street pedestrian mall.	Install removable bollards and enhance lighting; begin consistent programming with SJDA.	Increase visits and use of pedestrian walkway.	Bollard funding included in 2024-2025 budget; programming plans underway.	OED, PW, SJDA
Enhance the pedestrian experience on Post Street.	Initiate the Pedestrian Mall Law for Post Street from First Street to Lightston Alley as a next step from the current pilot closure.	Permanent closure to vehicular traffic of Post Street and more consistent activation.	Property owner outreach under way; targeting Council action by end of calendar year 2024.	OED, Public Works (PW), DOT, City Attorney’s Office (CAO), OCA, SJDA
Encourage visitors to explore Downtown and better navigate the area.	Deploy new wayfinding signs; decluttering old ones; update the walking map.	Enhanced visitor navigation and satisfaction to encourage visitors to spend more time downtown and visit more areas.	Sign placement under review; sign shop engaged.	OED, PW, DOT

 <b>Category: Public Realm &amp; Activation</b>	<b>Goal:</b> Improve the public realm of Downtown San José by enhancing and activating shared public spaces, supporting a more consistently positive visitor and resident experience.			
Strategy	Tactic	Outcome	Status	Lead/ Partners
Improve and update the public realm experience on Paseo de San Antonio	Work with San José State University (SJSU) on improved branding and wayfinding; work with consultant on a shared vision and guidelines for use of the public space.	Improved public space utilization and aesthetics.	Paseo design consultant engaged; launching efforts in Q3 2024. 2024-2025 budget includes \$25,000 for Paseo efforts in partnership with SJSU.	OED, PW, DOT, Planning, Building, and Code Enforcement (PBCE)
Enhance the “college-town feel” of Downtown	Continue co-branding partnership with SJSU – expand banners, install Spartan head at 7th and San Salvador intersection.	Increased SJSU presence and community integration.	Banner 2.0 design complete and locations chosen; Spartan head to be installed by September	OED, DOT, OCA
Organize entertaining and engaging events in Downtown parks	Continue PRNS placemaking efforts: Starlight Cinemas, Friends of Levitt Pavilion concert series, and produce four live performance-based activations.	Attract more people to Downtown’s parks through new or enhanced activation efforts in downtown parks.	Planning under way.	PRNS, OCA, SJDA
Improve Existing Downtown Park Sites	Start construction on new parks in North San Pedro District: City Gardens and Elisabeth Boyer parks.	Attract more people to Downtown by providing high quality public spaces.	Projects going out to bid now.	PRNS
Address blighted property concerns	Demolish the former Ranger Station at Confluence Point	Elimination of graffiti and trash magnet.	Projected to be demolished by the end of 2024.	PRNS
	Develop action plans for Top 3 blighted privately owned properties in Downtown	Shared understanding of issues, options, and resource requirements.	Planning phase.	OED, CAO, PBCE (Code)
	Continue Enhanced Vacant Building Enforcement with a focus on downtown buildings and storefronts	Ensure property owners are maintaining their vacant properties per standards. Overall reduction in blight.	Pending budget approval of re-budgeted funding, Enhanced Vacant Building Enforcement will continue into FY 2024-2025.	PBCE (Code), CAO

 <b>Category: Arts, Entertainment and Culture</b>	<b>Goal:</b> Support and grow our cultural anchors – arts, entertainment, events, and SJSU.			
<b>Strategy</b>	<b>Tactic</b>	<b>Outcome</b>	<b>Status</b>	<b>Lead/ Partners</b>
Improve the reach and effectiveness of downtown marketing and promotions.	Enhance coordination of marketing efforts among Team San José, SJDA and OEDCA.	Develop shared marketing plan and high-level event/promotion calendar.	Planning stage	OED, SJDA, Team San José
Make it easier to host certain events Downtown	Expand SJ PLACES permitting for more <500-person events.	Increase utilization of SJ Places.	Launch phase.	OCA
Financially support cultural festivals and arts events	Distribute OCA grants totaling \$1.8M to support festivals, events and organizations, with many of them (or their events) located in Downtown.	Generate increased Downtown attendance at festivals and events.	Grantee list finalized.	OCA
Enhance Downtown’s public art with an iconic addition to San Pedro Square.	Advance the fabrication of Lineal, the planned sculpture for the San Pedro/Market Street Garage.	A custom programmed illuminated facade enhancement for the San Pedro/Market Street Garage	Construction contract going out to bid this summer, and both construction and artist fabrication/install contract to go to Council in fall.	OCA
Attract visitors with unique entertainment experiences.	Co-sponsor SB 969 (Entertainment Zone legislation), allowing for takeout alcohol sales within certain Zones.	If passed/implemented, enables increased foot traffic and revenue for local businesses.	Passed State Assembly; under Senate consideration.	Intergovernmental Relations (IGR), OED, SJPD
Enhance holiday attractions.	Expand holiday projection lighting initiative from one to three locations.	Increased visitor engagement and holiday spirit.	Planning stage.	OED
Make Downtown a major hub for 2026 events (FIFA World Cup and Super Bowl).	Begin regular meetings with Sports Authority and other stakeholders.	Development of a plan, including policy work, fundraising efforts and partnerships.	In progress.	OED, OCA

 <b>Category: Business Development and Investment</b>	<b>Goal:</b> Grow Downtown’s commercial and residential building base through progressive planning, development facilitation, investment/corporate attraction and infrastructure improvement.			
Strategy	Tactic	Outcome	Status	Lead/ Partners
Retain existing corporate office tenants	Meet with the top 20 office tenants to address concerns.	Secure recommitments from tenants.	Under way.	OED
Attract new office tenants	Explore Business Tax Incentive for new office leases	Increase in new office leases; broker buzz.	Early exploration.	OED, Finance
	Explore Parking Incentive for City-owned garages for new office leases.	Increase in new office leases; broker buzz.	Early exploration.	OED, DOT
	Develop enhanced CRE marketing materials.	Increased interest from potential tenants/brokers.	Planning stage.	OED
	Launch regular series of broker breakfasts and other industry gatherings.	Strengthened relationships and increased information flow.	Planning stage.	OED
Reduce costs for new housing development	Propose and implement a revised Downtown residential high rise incentive that reduces taxes and fees for dense product housing types.	Increased development activity.	Proposed for June 18 Council meeting.	OED/PBCE/PRNS/Housing