



May 1, 2018

City Council
City of San Jose
200 E Santa Clara St.
San Jose, CA 95113

RE: San Jose Complete Streets and Design Guidelines (Item 6.2)

Dear City Council Members,

The short-term pedestrian-only pilot program on San Pedro Street between Santa Clara and St. John excites us tremendously and significantly both on an organizational level and, simply, as people who live in San Jose. Through its Screenprint Showdown event and Screenprint SJ Pop-Up Shop during Super San Pedro, San Jose Made witnessed first-hand the transformative effect of making San Pedro Street temporarily a pedestrian-only street. With some turf and some light activation pieces in place, “just another street in San Jose” became an amazing destination with the most prevailing sentiment being “this makes so much sense.” Drove of people came out each day, meeting, gathering and utilizing the street for a variety of fun purposes. Most importantly, Super San Pedro brought the people of San Jose together, in-person, to be around each other—something that needs to happen more frequently (and perhaps happens too infrequently in a day dominated by digital interactions) for a city’s community to thrive.

Additionally, as the creative voice and programmers of MOMENT—the forthcoming dynamic micro-retail spaces designed and programmed to advance creative small businesses and emerging brands—we believe making San Pedro Street pedestrian-only (as well as other downtown streets) would be a significant means of facilitating a healthier, more vibrant retail ecosystem in the area as it would turn San Pedro Street into an even greater destination than it already is. As a company with significant experience ideating on and implementing new retail concepts, we at San Jose Made know that successful retail today and moving ahead is all about how much your space and place feels like a destination. In other words, can it produce a meaningful and unique experience? By making San Pedro Street the first major pedestrian-only streets (or one of the first) in San Jose, you’d be crafting these circumstances for success.

Separately, as the creative voice and programmers of MOMENT, which is located right at the heart of where your pilot program would reside, San Jose Made would absolutely be interested in supporting the program with, when need be, programming and activations focused on creative engagement and supporting your local creative small businesses.

Thank you for your time.

Best,

Kevin Biggers

Chief Strategist, San Jose Made + Public Space Authority + Moveable Feast