

## 24<sup>th</sup> and William Commercial Center Improvement Plan



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San José State University  
Department of Urban and  
Regional Planning

Karen Babbitt  
Rachel Bacola  
Debbie Chan  
Sarah Head  
Debbie Martinez  
Ellen Oteng Nsiah  
Sylvia Ornelas  
Matthew Paoni  
Mark Roest  
Jennifer Tan

Instructor: Dayana Salazar

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## **EXECUTIVE SUMMARY**

As part of the curriculum for the Masters of Urban and Regional Planning program at San José State University, students spend one academic year working with community members to improve a neighborhood within the City of San José. Past years have seen partnerships between the University and, among others, the Market-Almaden, Seven Trees, and Gardner neighborhoods. As students and community residents have worked together, neighborhoods have improved and communities have been strengthened. In conjunction with the City of San José, the University chose to focus on the William Street and 24th-McLaughlin commercial node (located within the Five Wounds/Brookwood Terrace area) during the 2002-2003 school year.

The Five Wounds/Brookwood Terrace (5WBT) area is one of twenty areas in the City of San José participating in the city's Strong Neighborhoods Initiative (SNI). An integral part of the SNI process was the production of a Neighborhood Improvement Plan, which was crafted through a process involving residents, business owners, city staff and consultants. The plan includes a top ten list of priorities identified by community members as having the greatest potential to improve the area. The top priority identified in the Five Wounds/Brookwood Terrace plan is to, "Develop an Economic Strategy for Improving the William Street and 24th-McLaughlin Commercial Node."

From September 2002 to May 2003, students from San José State University's Urban and Regional Planning Department worked with community members and city staff to begin to implement this top priority. Activities undertaken by the students included: (1) Assessing current conditions at the William Street and 24th-McLaughlin commercial node, (2) Drafting a vision statement that accurately reflects the community's envisioned future for the commercial node and (3) Developing specific action steps to implement this priority.

Students solicited community input concerning issues at and ideas for the commercial node through surveys and community workshops conducted in April and May of 2003. Business owners, too, participated in the workshops and were separately interviewed about their concerns and vision for the commercial center.

The culmination of this collaborative process was the production of a report that includes recommendations to improve the viability and vitality of the commercial node. These recommendations are broken down into three categories: Physical Improvements, Pedestrian Improvements and Business Improvements.

This report is intended for community members, business owners, property owners and City staff to use as a tool to implement the top priority of the 5WBT Neighborhood Improvement Plan.

The Physical Improvement section presents recommendations for the improvement of the physical environment of the commercial node, the parking lot of the Grewal Shopping Center and surrounding areas in the neighborhood. Specific recommendations for the commercial node include reducing unnecessary signage on individual stores, repainting the large Grewal Center sign and adding the names of all stores in the center to this sign. It is also recommended that lighting at the center be increased using improved light fixtures. Enclosing the dumpsters, providing seating and tables for customers and repairing, painting and redesigning the façade are other ways the commercial node can be improved. A long term recommendation is to completely redesign the center to provide a mixed-use type development with commercial and residential uses. The recommendations for the parking lot are to plant trees and flowers, increase and improve lighting for pedestrians and merge the two existing parking lots by removing the current barrier. In addition, this section recommends the coordination of regular neighborhood clean-ups and the painting of murals at a variety of

locations by community members to help change the physical environment of the surrounding neighborhood.

The Pedestrian Improvements section discusses recommendations for providing a safe and aesthetically pleasing walking environment for community members. Some of the recommendations for improving the safety of the pedestrians are to add a decorative fence between the bus stop and 24<sup>th</sup>-McLaughlin to reduce jaywalking and to improve the crosswalks at the intersection of 24<sup>th</sup>-McLaughlin and William. Improvements to reduce auto traffic speeds near the commercial node include installing Bott's Dots (speed reducing street surface) and installing a median along 24<sup>th</sup> -McLaughlin. Finally, the formation of Neighborhood Watch Groups in the residential areas surrounding the commercial node is recommended to increase overall safety. The aesthetic quality of streets and sidewalks near the commercial node can be improved by installing planters in pedestrian areas, planting street trees and other landscaping along the sidewalks on William and 24<sup>th</sup>-McLaughlin Streets, adding trash cans at the bus stops nearest to the commercial center and providing bus shelters at the bus stops.

The Business Improvement section offers specific suggestions on ways the businesses in the neighborhood can continue to improve and thrive. Recommendations include enhancing price competitiveness and consistency, ensuring product quality and freshness and increasing the variety of products offered. Enhancements in these areas could result in the capture of lost sales and improved profitability. Additional recommendations include providing clean, well-lit stores and hosting an open-house day at the shopping center to showcase products and services. Other recommendations address enhancing cooperation among store owners. Recommendations in this area include conducting joint marketing campaigns and hosting center-wide promotional events. The relationship between the community and the commercial center can be enhanced through businesses partnering with community

organizations to co-sponsor events such as fairs or holiday activities. Finally, the Business Improvement section discusses recommendations for reducing crime and loitering at the commercial center and establishing a merchants' association.

A matrix of actions and list of available resources are included in the report to assist in the implementation of these recommendations. The list of actions includes both large and small tasks, from major zoning changes to providing seating areas in the commercial center. Each of these is graded on a time scale using immediate, short-term, medium-term and long-term time frames. Immediate term indicates a time period of 0 to 18 months, Short-term indicates a time period of 0 to 3 years, Medium-term indicates a time period of 4 to 6 years and Long-term indicates a time period of 7 or more years.

## **VISION STATEMENT**

The recommendations contained in this report are guided by the following statement of vision, drafted by the student team in consultation with community stakeholders:

*Imagine the future of your community's shopping area. A local shopkeeper can sell his specialty goods at reasonable prices without sacrificing quality. You can say hello to a neighbor who walks from her home to do her laundry across a safe intersection with calm, slow-moving traffic. The stores that surround the area express your culture and meet your family's needs.*

*It is an attractive, comfortable, friendly, and supportive environment where kids and adults can see and do business with people they know, and where a variety of businesses can thrive.*



**Figure 1. El Gallo Colorado/Grewal shopping center**

## Introduction

The intersection of 24<sup>th</sup> Street/McLaughlin Avenue and William Street functions as the geographic and commercial center of the Bonita and McKinley neighborhoods of San José. Situated within walking, bicycling, and driving proximity of many community residents, the commercial properties at this intersection play host to a number of businesses whose goods and services have proven convenient to the neighborhood. However, aging structures, a lack of cleanliness, lingering crime, and outmoded business practices have hampered the commercial node's ability to emerge as an attractive, vibrant neighborhood center.

This report is the culmination of a year-long effort by graduate students in San José State University's Department of Urban and Regional Planning to assess current conditions at the 24<sup>th</sup> and William intersection, to draft a vision statement that accurately reflects the community's envisioned future for the commercial node, and to suggest a possible course of action for neighborhood stakeholders to realize this vision. In light of the current economic and financial climate in

San José, many of these recommendations—presented in the Action Plan later in this report—emphasize community self-help and self-reliance. However, a number of public agencies and non-profit organizations exist to provide technical assistance and advice to residents, businesses, and property owners like those in Five Wounds/Brookwood Terrace; these stakeholders are encouraged to consult the resources compiled at the conclusion of the report.

## BACKGROUND

Five Wounds/Brookwood Terrace (5WBT) is one of twenty planning areas participating in the Strong Neighborhoods Initiative (SNI), an effort by the City of San José and the San José Redevelopment Agency to combine the resources of these two agencies with non-profit and private investments to improve land use, urban design, and safety and services in the residential areas identified to benefit from these improvements the most.<sup>1</sup> In conjunction with 5WBT's inclusion in SNI, a Neighborhood Advisory Committee of community stakeholders, a Technical Advisory Committee of public agency staff members, and a team of economic,

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<sup>1</sup> More information concerning SNI is available at City of San José, "City of San José Strong Neighborhoods Initiative," <<http://www.strongneighborhoods.org>> (May 19, 2003).

engineering, and planning consultants undertook the drafting of a Neighborhood Improvement Plan for the neighborhood. This report, finalized in August 2002, contains an extensive discussion of the existing conditions in the planning area, the guiding principles and organizing concepts that will govern area improvements, and the public improvements and land use and building guidelines proposed to realize those principles and concepts.<sup>2</sup>

Among the priorities and actions contained in the report is the development of an economic strategy for improving the 24<sup>th</sup>/McLaughlin and William commercial node. In fact, the revitalization of this intersection's retail/commercial and public uses is seen as so critical to 5WBT's neighborhoods as a whole that this objective is identified in the Neighborhood Improvement Plan as the planning area's top redevelopment priority.<sup>3</sup> The report contains five action steps to accomplish this goal:

- Creating an economic-development strategy for the intersection;

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<sup>2</sup> Strong Neighborhoods Initiative, *Five Wounds/Brookwood Terrace Neighborhood Improvement Plan* (August 2002). Copies of this report are available from the San José Redevelopment Agency, as well as online at City of San José, "Five Wounds/Brookwood Terrace—City of San José Strong Neighborhoods Initiative," <<http://www.strongneighborhoods.org/five.html>> (May 19, 2003).

<sup>3</sup> Strong Neighborhoods Initiative, *Five Wounds/Brookwood Terrace Neighborhood Improvement Plan*, pp. VI-5–VI-7.

- Conducting a study of the economic feasibility of preferred uses at the intersection;
- Collaborating with business and property owners at the intersection to create partnerships that would be conducive to realizing improvements;
- Amending the San José general plan to permit mixed-use growth and other preferred uses; and
- Focusing on code and law enforcement to alleviate physical and economic blight conditions at the intersection and in the neighborhood in general.<sup>4</sup>

In Fall 2002, students in San José State University's Master of Urban Planning program—with the assistance of the City and the Redevelopment Agency—began the first of two stages in a study to evaluate 5WBT further in preparation for the implementation of the Neighborhood Improvement Plan. This first stage—encompassing a comprehensive examination of the demographics, land use, open space and environmental patterns, transportation and circulation, and visual form in Bonita and McKinley—culminated in a written report and a presentation on

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<sup>4</sup> *Ibid.*, p. VI-7.

current conditions to stakeholders in December 2002.<sup>5</sup>

This study continued in Spring 2003 with the preparation of recommendations to address physical improvements, pedestrian improvements, and business improvements foreseen specifically for the 24<sup>th</sup> and William commercial node. The highlight of this second phase was a student-organized community workshop in April 2003 that allowed residents, business proprietors, and property owners to participate actively in the visioning process for the intersection. These stakeholders were invited to a follow-up presentation in May 2003, in which the student team presented its draft recommendations and solicited community feedback in anticipation of the release of this report.

## CURRENT CONDITIONS

*Extensive discussions of the existing conditions at the 24<sup>th</sup> and William intersection are available in both the 5WBT Neighborhood Improvement Plan and the student team's Fall 2002 neighborhood assessment report.*

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<sup>5</sup> Craig Araki *et al.*, *24th & William Street Study Area: Assessment of Commercial Node and Surrounding Area and Preliminary Recommendations* (San José State University, URBP 201 [Planning Problems I], Fall 2002). This report is available online at San José State University, Department of Urban and Regional Planning, "Neighplan," <<http://www.sjsu.edu/depts/urbplan/SJSU/Gallery/index-g.htm>> (May 19, 2003).

**Land Use Patterns, General Plan Designations, and Zoning Designations.**

The commercial properties at the 24<sup>th</sup> and William intersection comprise the largest concentration of retail and office uses in the southern portion of the 5WBT planning area. Three of the intersection's corners are designated as "Neighborhood/Community Commercial" in the San José 2020 general plan, which the City Council adopted in 1994. (The eastern corner of the intersection is designated as "Light Industrial.") The Neighborhood/Community Commercial-designated corners of the intersection are zoned for "Commercial Pedestrian" uses, while the Light Industrial-designated corner is zoned for "Light Industrial" uses. The Neighborhood Improvement Plan identifies the eastern, western, and southern corners of the intersection as "opportunity sites" for redevelopment.<sup>6</sup>

**Demographics.** The 24<sup>th</sup> and William intersection lies in an area of San José that is predominantly Hispanic, with nearly 74% of the 5WBT planning area's residents classifying themselves as Hispanic in Census 2000. The average household size in the area is 3.5 persons, which is 12.9% larger than the average household in San

José as a whole. The area's median age in 2000 was 33.7 years, and the median household income (\$49,013) was only 66.4% of the city's median household income.<sup>7</sup>

**Perceived Physical Conditions, Market Survey, and Business Owner Interviews.**

The observations described in the Neighborhood Improvement Plan concerning the 24<sup>th</sup> and William commercial properties are reflective of the commercial node's characterization as ideal for redevelopment: auto-oriented in nature, with façades in poor condition and a general lack of maintenance and upkeep.<sup>8</sup>

The student team conducted a survey of the attendees at the April 2003 community workshop to discover their patronage and perceptions of the businesses at the intersection. Among the relevant findings:

- 71% of respondents shopped at the commercial node at least once per week, primarily for groceries
- 50% of respondents believed that the commercial node did not satisfy their shopping needs
- 88% of respondents did "not really" or "not at all" feel safe at the intersection's properties

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<sup>6</sup> Strong Neighborhoods Initiative, *Five Wounds/Brookwood Terrace Neighborhood Improvement Plan*, pp. II-4–II-10.

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<sup>7</sup> *Ibid.*, pp. II-25–II-26.

<sup>8</sup> *Ibid.*, p. VI-5.

Business owners' interviews were conducted to determine the experiences of business owners with customers, as well as their relationship with each other, with their respective landlords, and with their customers. Their perspective of daily activities at the shopping area was also a factor considered in this interview, as well as the history and economic stability of the commercial area. The interviews were conducted both in English and Spanish to accommodate the diverse languages spoken in the study area.

Most of the interviewees did not have as much business as they expected or would have preferred. There was also a reflection of the diverse demographics of the study area; it was apparent that many of the business owners not only worked there, but also belonged to the larger community. Relationships with property owners were good. However, responses to physical improvement for better building conditions were not forthcoming; interaction with the property owners was sometimes inadequate. There does appear to be a good relationship among business owners. Major concerns that run throughout the interviews were as follows:

- Physical improvement and maintenance of the buildings
- Lighting of store-front signs and in the parking lot
- Crime and safety
- Illegal dumping of litter in the shopping center Dumpster
- Vandalism in the bathrooms

Business owners' concerns are the concerns of the large community and must be addressed by both business owners and community members alike. Many business owners expressed a willingness to participate in community programs provided by the city to assist in revitalizing the shopping center through better business practices.



Figure 2. Large sign for commercial center

## Physical Improvements

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The 24<sup>th</sup> and William commercial node includes the Grewal Shopping Center, Taqueria Lorena's, Happy Laundry and the Wash N' Wax car wash.

### COMMERCIAL NODE

**Reduction of Signage.** The following steps are recommended to improve commercial signage at the intersection:

- Remove any old store signs from previous businesses.
- Remove all unnecessary hand written signs.
- Post signs that are essential for business hours, advertisements, and safety/parking notices in a neat manner.
- Post signs in both Spanish and English.

Reduction of signs will allow for windows to be more visually exposed. Customers will be able to see into the shops, as well as being able to see out of the stores while shopping.

Clean retail windows that are free of visual clutter will be more inviting to potential customers and the public in general.

**Refurbish Large Commercial Sign.**

The large commercial sign should be redone in such a way that it looks clean and reflects the correct names of current stores. All of the store names should be included on the street sign.

Refurbish the existing sign and show all stores that are in the shopping center.



Figure 3. Example of an older sign, with landscaping at the base that has been refurbished and displays all store names that are in the shopping center area.

A nice, repainted, clean street side sign will be more helpful in attracting customers to the shopping center or retail area.

**Enclose Trash Cans.** Enclose all trash cans and trash designated areas. Closing off trash cans and dumpster areas will allow fewer opportunities for people who do not have a business in the center to drop off large amounts of trash.

All trash should be kept in a specific, marked area that is closed off to the general public.

**Increase Lighting for Store Front Signs.**

Lighting is extremely important for commercial areas in any city.



Figure 4. Enclosed trash dumpsters behind the El Gallo Colorado Market.

One major reason for better lighting on store frontages is to provide better lighting for customers and pedestrians. Better lighting also will help with overall security



Store front lights can be small but, in most cases will add a decorative element the front of the store and more light.

Figure 5. Example of lighting

in the commercial area. Nice, bright lighting adds an eye-catching quality to the center.

**Seating Area.** A seating area could be located on the left hand corner of the El Gallo Colorado building, between the laundry and the Chinese fast food restaurant. This could cover a 100 square foot space, with a short cement block wall to protect users from parking vehicles. Large flowerpots with colorful flowers could be placed at the edges of the seating area to liven up the mood of customers. Seating space should be located about 6 feet from the edge of the driveway in the parking lot for safety reasons as shown in Figure 6.

The left side of the concrete area in front of Happy Laundry on the William Street side could also have a seating area. This could cover about 100 square feet of floor area with short concrete walls for safety reasons.



Figure 6. Seating area in front of Happy Laundry



Figure 7. Façade Improvements to the Grewal Shopping Center Drawing from City of San José. Design by M. Sandoval Architect, Inc.

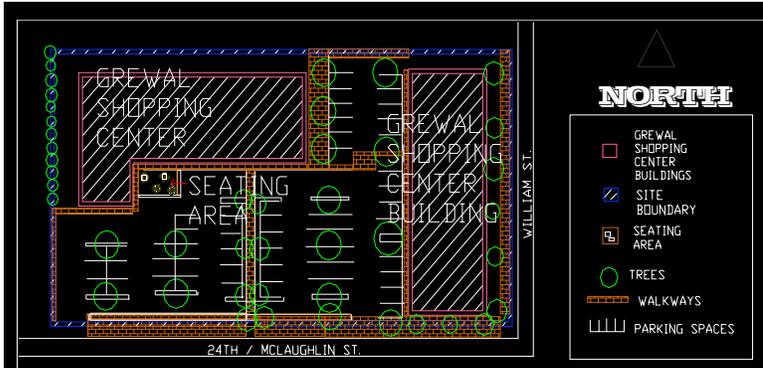
**Façade Improvements.** Designs for façade improvement for the El Gallo Colorado building prepared for the San José Redevelopment Agency, as shown in Figure 7, can be implemented to give a face lift to the building as it is now.

## PARKING LOT

**Merging of Parking lots/Installation of Bicycle Racks.** The barriers separating the two parking lots at the Grewal Shopping Center should be removed to allow easy vehicular access from one shopping building to the other. A single parking lot, as shown in Figure 8, with pedestrian walkways and speed bumps, could be built to ensure easy vehicular access and a significant reduction in vehicular-pedestrian conflict.

**Landscaping of Parking Lots.** Grass, colorful flowers and shade trees could be planted in parking areas. Tree types

appearance of that corner of the intersection. See Figure 9.



**Figure 9. Example of seating area with potted plants**

**Figure 8. Merged parking area at Grewal Shopping Center, with seating area, landscaping, walkways, bike racks and pedestrian scale lampposts**

**Pedestrian-Scale Lighting.** Pedestrian-scale lighting could be situated in the parking lot at regular intervals to provide

chosen should shed few leaves during the fall season to avoid littering the parking area; moreover, they should not be trees with spreading roots to avoid damaging asphalt in parking lots. San José Beautiful, Neighborhood Advisory Committee or Our City Forest could donate the trees, flowers and other plants if the neighborhood can provide people to water them.



both sufficient lighting for security reasons

**Figure 10. Example of pedestrian scale lamppost for parking areas**

The Neighborhood Advisory Committee could organize volunteers for planting and watering landscaping. Flowers should be close to the roadside, and trees should be planted in rows.

and an attractive shopping area for customers. Lighting design as shown in Figure 10 below could be installed to improve the aesthetics of the shopping area.

Potted plants also could be provided at Happy Laundry to enhance the aesthetic

## OTHER

**Mixed-Use Development.** The proposed long-term recommendation will introduce a mixed development in place of the current single-story shopping area. The mixed-use facility will be comprised of ground floor retail, with upper floor residential or office space.<sup>9</sup>

Mixed-use developments often create a strong sense of community by promoting conditions conducive to the pedestrian environment. These community values often include factors such as aesthetics, personal safety, and diversity of services. The focus of any mixed-use development is to create a successful public area. The 24<sup>th</sup> and William Street area can be positively affected by such a development.

A mixed-use development will promote the establishment of additional businesses in the area. This may include stores and businesses that will offer more services to the surrounding community. This will result in increased economic viability for business owners, as well as provide an improved shopping area for consumers. By introducing a diversity of uses, the

development will be better suited to meeting community needs than what is offered by existing conditions.

A mixed-use development also will enhance the pedestrian environment by adding a greater sense of safety. The establishment of façades and public entries and walkways will promote transparency by creating non-obscured building fronts, resulting in increased security.

Additionally, the mixed-use development will promote visual enhancement. The use of a suitable architectural style consistent with the area's cultural heritage, e.g. Mediterranean or California Mission, will be an important element in establishing an inviting place to do business.



**Figure 11. An example of mixed-use development. Image by Urban Advantage**

The mixed-use development can be built in accordance with the following guidelines:

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<sup>9</sup> Strong Neighborhoods Initiative, *Five Wounds/Brookwood Terrace Neighborhood Improvement Plan*.

- Density: medium density residential with dwelling units set at about 8-20 units per acre
- Setback: not more than 10' from streetside property line
- Building Height: minimum 2 stories (30'); maximum 3 stories (50')
- Orientation and Entry: streetside orientation with entry in front or at publicly accessible walkways
- Streetside Transparency: ground-level façades should have windows and entries that cover 50% of façade; upper levels should have windows that cover approximately 30% of façade



Figure 12. An example of streetside transparency (Strong Neighborhoods Initiative, *Five Wounds/Brookwood Terrace Neighborhood Improvement Plan*, p. V-6)

- Parking: should be placed at the rear of the building, with not more than 25% of parking in front of the building. Parking lot should include landscaping, i.e. trees throughout the parking

area with shrubs and trees at the edges

- Lighting: pedestrian-level lighting equally distributed throughout walkways; additional lighting should be attached to building sides to enhance lighting in public and private places
- Architecture: designed to reflect the cultural qualities that characterize the surrounding community



Figure 13. Land use and building guidelines (Dayana Salazar et al., *Bonita, Brookwood, Five Wounds, McKinley, and Olinder Neighborhoods Collaborative Plan* [San José State University, Community Outreach Partnership Center, October 1999], p. 42)

**Neighborhood Clean-Up.** This involves a neighborhood/community effort to clean streets, bus stops and parking lots. Neighborhood clean-ups are positive activities to help get communities involved in taking pride and ownership in their neighborhoods. This also is a great way for people to meet their neighbors and become more involved in their

neighborhood association.

Neighborhood clean-up activities can be organized through the neighborhood association and with also with the help of the City of San José's Department of Parks, Recreation & Neighborhood Services.

A neighborhood clean-up for McKinley/Bonita area was held in August 2002 which resulted in over 18 full dumpsters of garbage. The next clean-up is scheduled for late 2003 or early 2004.

**Painting of Urban Mural on El Gallo Colorado Building.** An urban mural could be painted on the right elevation wall of the El Gallo Colorado building to portray the character of the neighborhood. This could be done by art students in the neighborhoods of the study area as a vacation project or by professional painters. However, the mural should tell a story about the neighborhood.



Figure 14. Example of an urban mural



Figure 15. Poorly landscaped sidewalk on 24<sup>th</sup> Street/McLaughlin Avenue

## Pedestrian Improvements

The pedestrian environment is a significant concern for this community as well as to the City of San José. In fact, one of the top priorities in the 5WBT Neighborhood Improvement Plan, is to improve pedestrian safety and comfort, especially for children. The plan states, “Even on city-serving streets, walkability can be improved by providing wide sidewalks, installing planting strips and parking lanes (to buffer the sidewalks from traffic), adding pedestrian scale lighting, reducing traffic speeds, and providing clearly-marked, safe crossings.”<sup>10</sup> The second priority among the top ten priorities in the 5WBT plan is to improve the McLaughlin Avenue streetscape and to make pedestrian enhancements.

### SAFETY

**Jaywalking.** Jaywalking in front of the bus stop on 24<sup>th</sup> Street/McLaughlin Avenue was cited as a major concern for residents. Several additions could lessen this problem:

- A fence, either metal or landscaped, providing a barrier to people attempting to jaywalk;

<sup>10</sup> *Ibid.*

- Permanent signs reminding people to cross at the traffic light at the intersection of 24<sup>th</sup> and William;
- Medians: Long raised islands built in the center of a street that slow traffic, decrease accidents, and give pedestrians a safe place to stop as they cross the street; and/or
- Pedestrian refuge islands: Smaller raised islands in the center of the street that can protect pedestrians from moving traffic. They allow pedestrians the opportunity to cross one half of the roadway, with a safe place to stop before crossing the second half of the roadway.



Figure 16. Example of raised sidewalk

**Alert motorists that they are entering a pedestrian zone.**

There are several traffic calming measures that would increase pedestrian safety on 24<sup>th</sup> Street/McLaughlin Avenue, which include:

- Raised crosswalks
- Bott's Dots: These small raised white dots can be placed on roadways as a traffic calming measure.

**BUS STOPS**

Improvements can be made to the Valley Transportation Authority (VTA) bus stops nearest to the commercial center to make them more comfortable and attractive.

They include the addition of the following:

- Passenger shelter (frequently with a bench or leaning rail) to provide protection from sun and rain
- Covered trash can to reduce litter in front of the commercial center.

**AESTHETICS**

**Landscaping.** There are a variety of ways the 24th and William commercial center can be beautified with

landscaping. Improving the landscape can be simple and affordable and accomplished by adding the following:

- Planters

- Street Trees
- Shrubbery

There is a variety of programs in San José dedicated to beautifying the city. One of the most popular is Our City Forest. Through special grants, Our City



Figure 17. Example of planter

Forest has given away over 22,000 15-gallon shade trees and helps residents plant trees in dozens of neighborhoods. Our City Forest also provides educational workshops and assistance with tree care. Tree Grant Applications can be found online.

Through its San José Beautiful office, San José's Department of Parks, Recreation and Neighborhood Services offers Beautification Grants that fund neighborhood groups who want to organize to improve visible public space

with landscaping. In addition, San José Beautiful donates 20,000 daffodil bulbs every fall as an opportunity for neighborhood groups to beautify their neighborhoods. San José Beautiful also gives Community Beautification Awards for categories in landscaping, commercial, and group effort.

The Department of Transportation has an Adopt-a-Street Program which grants individuals, neighborhood associations and businesses the ability to partner with the city to maintain and beautify a street landscape parcel. Volunteers who wish to improve and maintain the landscaping in their community should take advantage of the variety of programs offered in San José.

## COMMUNITY ACTIVITIES

Being involved in activities around the neighborhood can do a lot to create a sense of community and increase feelings of safety, comfort, and familiarity among residents, business owners, property owners, and city staff alike. Community activities can help to establish stronger relationships between members of all backgrounds, which in turn, help in recognizing each other's needs.

The 24<sup>th</sup> and William vicinity has a wide variety of neighborhood activities, as listed on the Council District 3 community website<sup>11</sup> and in the Five Wounds/Brookwood Terrace Neighborhood Newsletter. There are also monthly Neighborhood Association Committee (NAC) meetings that anyone can participate in to learn more about the neighborhood and how he or she can get involved.

For the children of the neighborhood, there are many activities set up with the help of the City of San José's Parks, Recreation and Neighborhood Services Department (PRNS). They have worked with the City Year organization to plant trees throughout the community and to hold Youth Day fairs in the area. In addition, San José Beautiful helped to arrange a daffodil planting day at Olinder and McKinley Schools in fall 2002.

There are also a number of other ways of to get involved with the community directly through the City of San José's PRNS Department. Examples of available resources include, but are not limited to:

- Community Centers

- Community Sports
- Youth Centers

Simply contacting any of the provided resources and organizations or keeping an eye out for what is going on in the community can increase ones' awareness of local activities and opportunities for involvement. Community members are encouraged to find out what is available in the area, and to take advantage of the possibilities.

## **VIOLENCE**

Crime has historically plagued the 24<sup>th</sup> and William commercial node. In the late 1980s, the San José Police Department and the Santa Clara County Sheriff's Department collaborated through Project Crackdown to end the rise of drugs and gang violence in the area. Project Crackdown had its closure in 2002 because of drop in crime rates. The area is no longer a police training ground because the crime rate here has come closer to the city average.

The 24<sup>th</sup> and William community must persist in confronting the violence that still prevails. On April 24, 2003, at 7:16 pm, a 15-year old teenager was shot and killed at Selma Olinder Park. This park is directly adjacent to Olinder Elementary

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<sup>11</sup> <<http://www.ci.san-jose.ca.us/council/dist3/default.asp>>

School. Although the victim was not affiliated with gangs, the shooting was gang related.

**Neighborhood Watch.** Neighborhood Watch programs should be implemented or revitalized by residents to ensure that safety is maintained for everyone in the community.

The presence of Neighborhood Watch groups and signs in a neighborhood shows solidarity among the community and informs criminals that residents are looking out for each other.

The San Jose Police Department can assist residents in organizing neighborhood watch groups. Alternatively, training materials and window decals may be ordered through the National Neighborhood Watch Institute.



Figure 18. Taqueria Lorena's

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## Business Improvements

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### BUSINESS PRACTICES

The driving factors of a successful retail business are quality, price, product mix, location and service. The merchants at the 24<sup>th</sup> and William commercial center already have the advantages of convenient location and friendly customer service. This section will offer specific suggestions on ways the businesses can continue to improve on the factors of price, quality and product mix.

Enhancements in these areas could result in capturing lost sales and improving profitability.

**Open House.** Many businesses have moved into the Center or have upgraded their operations in the past year. One way merchants can reacquaint the community with their stores and to the products and services they offer is by organizing an "Open House" Day. On this day, the merchants can draw community members to the stores by:

- Decorating the storefronts;
- Setting up food tasting;

- Offering discounts on goods and services, particularly new items or items about which the community has expressed quality concerns, i.e. meat and dairy products; and
- Providing games and gifts for children.
- Diligently maintain vending and washing machines in good condition. Post signs on any equipment that does not work so that customers do not lose money.

This showcase should be done with much fanfare and could be the kickoff of a marketing campaign to sustain community interest and involvement to *their* commercial center.

**Quality Assurance.** Quality is directly related to consumer confidence, which translates into increased sales. Product quality should be consistent and should be monitored on a continual basis. Examples of what can be done to achieve consumer confidence are as follows:

- Provide adequate lighting inside the stores and uphold high cleanliness standards;
- Ensure the removal of expired and spoiled products as well as unsealed merchandise and torn packaging;
- Maintain price consistency from shelf to checkout by creating a price check system and by giving receipts for all purchases; and

**Price Competitiveness.** Community members have indicated that the food and laundry prices at some of the center's merchants are not competitive. For this reason, some customers opt to travel outside of the area to seek out lower price alternatives. To regain such sales, the merchants can:

- Ensure that their pricing is in line with the competition by regularly visiting nearby businesses similar to their own; i.e. the Asian market and Laundromat further south on McLaughlin Ave and *Mi Tierra* on Santa Clara Street;
- Investigate cooperative buying opportunities through organizations such as the Mexican American Grocers Association (MAGA) and the Independent Grocers' Association (IGA) in order to keep prices as low as possible;
- Reduce overhead by negotiating with suppliers to provide refunds on expired or unsold merchandise; and

- Add value to their stores by offering unique goods and services.

**Product Offering.** A good way to retain customers is to provide the goods and services they desire. To find out what the customers want, the merchants can:

- Survey competitors to see what others are offering; and/or
- Solicit suggestions from the customers through:
  - Focus groups;
  - Suggestion boxes; and/or
  - Informal conversations.

During the workshop, some residents expressed a desire for a wider selection of food products at the stores within the shopping center. They have also indicated their desire for the following types of services at the center, some of which may be incorporated in existing businesses:

- Bookstore/Library
- Newspaper racks
- Flower Shop
- Café/Coffee Cart
- Bank/ATM machines
- Post Office/Mail Drop
- Hair Salon/Barber Shop
- Activity center for children and teens
- Clothing/Shoe Store

- Electronics Store

## **CRIME, LOITERING, AND SOCIAL SERVICES**

Enhancing the safety and comfort of the customers and business owners at the commercial center is important to the vitality of the center. This section addresses potential solutions to issues of loitering, crime, homelessness, and other social concerns.

### **The Major Complaint: Harassment by Loiterers.**

Crime and loitering are concerns of both merchants and customers at the 24<sup>th</sup> and William commercial center. For example, harassing comments made by men, often drunk or drinking, who loiter at the center cause many women to feel uncomfortable, and some choose to shop elsewhere because of this situation.

#### **Reporting Harassment by Loiterers:**

- Stores can encourage shoppers who see or experience harassment to report it to their staff immediately, and instruct their staff to call the police promptly in response, requesting an officer visit.
- Because many people feel intimidated about openly reporting

harassment, a complaint box and forms may be made available for anonymous reporting.

In preparation for these efforts, both posted notices and respectful verbal communication, to let loiterers know that unwanted comments and other forms of harassment are not acceptable and will no longer be tolerated, are appropriate.

#### **Overall Safety at Shopping Center.**

Business and property owners can take additional steps to increase the safety and comfort level at the shopping center.

- The San Jose Police Department schedules patrols based on the number of complaints they get from an area. For this reason all criminal activity should be reported to the police.
- The possibility of hiring a security guard could be explored, especially for the evening hours.
- Physical improvements such as additional exterior lighting and increased visibility into and out of the stores should be considered.

**Liquor Store Issues.** Many residents requested that the liquor store close earlier at night. It became clear during

the workshop that community members are acutely aware of the drawbacks of living near such a late-night liquor store, and have a strong dislike for liquor sales in their neighborhood. There is little regulatory leverage, but the property owner could negotiate reduced hours when the lease comes up for renewal.

Liquor stores in a neighborhood commercial or pedestrian commercial zone require a conditional use permit to operate. An investigation of the conditions of the permit for the store in the Grewal Center may be made, and documentation of violations may be accumulated for presentation to the City. The City or the owner or occupant of any real property affected by the violation may sue for an injunction in Superior Court to end the violations.

#### **Social Services to Address Root Causes of Crime and Homelessness.**

Business owners asked for assistance in, or advice on, obtaining social services for the loiterers, and for the homeless people who sleep behind the stores. Both residents and merchants agree that the solutions to these issues should involve not only law enforcement, but also available social resources that may address their root causes. A wealth of resources exists to assist people in

obtaining and holding jobs, coping with illness, finding shelter if they are homeless, and even purchasing a home.

The potential for a Merchants' Association is discussed elsewhere in this report. A Merchants' Association is an ideal way to organize responses to crime and social concerns occurring in the retail area at 24<sup>th</sup> and William. An association can develop consistent guidelines with the assistance of City and County services, and it can have packages of information ready to hand out to people who need them, so that responses are efficient, effective, and legal. (Any one or more merchants can implement such a program independently in the absence of a formal association.)

Social services and employment assistance are also valuable to residents who find themselves in (or at risk of being in) a vulnerable position.

## **COMMUNITY RELATIONS**

An important way to increase the vibrancy of the 24<sup>th</sup> and William commercial center is to attract new customers and to increase the frequency of visits by current customers.

Two important methods of accomplishing these goals are to conduct joint advertising campaigns and to hold special events at the center.

The following section provides details on both of these methods of drawing customers and generating activity at the shopping center.

**Joint Marketing Campaigns.** By advertising as a shopping center, businesses can save on advertising costs and attract a greater range of potential customers. Joint marketing campaigns can be conducted in a variety of ways.

- Flyers with coupons can be mailed or delivered to individual households.
- Joint newspaper advertisements may be placed.
- Radio advertisements may be purchased that publicize the entire center as well as list the individual businesses and their current special offers.
- A "brand" or unique identity for the center may be created and used. For example, a logo such as a row of palm trees, could be included on all advertisements and added to the large Grewal Center sign. It could also be utilized on banners

placed on streetlights near the shopping center.

**Retail Promotions.** Another way to generate additional interest in the center is to hold specific sales events. Four ideas for these types of events are as follows:

- Sidewalk sale
- Open House day at stores
- Farmers' Market
- Arts and Crafts Market

**Co-Sponsored Community Events.**

In addition to hosting shopping-specific events, another way to attract customers to the center is by co-hosting community events. This could be accomplished through partnerships between a merchants' association and other groups or between individual businesses and other groups. Possible partnering organizations include neighborhood groups; non-profit social or arts organizations; city and county departments; churches, faith-based organizations, and schools.

The central location of the commercial center in the neighborhood makes it a natural gathering place and therefore a good location for community activities. However, for the safety of both children and adults, care must be taken to



**Figure 19. Example of farmers' market** (<<http://www.urbanvillageonline.com/evergreen/>>)

segregate vehicular traffic in the parking lots from pedestrians gathered at these events. Also, the appropriate city departments and police should be contacted regarding any permits that may be required.

Some possible community events are as follows:

- Neighborhood clean-ups
- Tree or flower plantings
- Holiday events (Halloween trick-or-treating at shops, Dia de los Muertos events, Winter Holiday Food Drive)
- Voter registration drives
- Various fundraising activities (for schools, for earthquake relief, etc.)
- Blood drive
- Bicycle safety course for kids
- SPCA day
- Sidewalk astronomers
- Health Fair
- Disaster Preparedness Fair

- Summer Fair
- Outdoor concert
- Outdoor cinema
- San Jose Public Library Bookmobile visit

## OTHER RECOMMENDATIONS

**Merchants' Association.** Business and property owners in the 24<sup>th</sup> and William commercial node should consider the immediate establishment of a merchants' association. Such an organization would serve the mutual benefits of these proprietors and landlords in several respects:

- The association would enable individual owners to pool their resources for collective sponsorship of neighborhood events, as well as to undertake



Figure 20. The City's Public Library Bookmobile (<<http://www.sjpl.lib.ca.us/About/bkm.htm>>)

- physical and aesthetic improvements to the environs;
- The association would offer a single voice for business and property owners to express themselves, both in contact with other neighborhood stakeholders and in communications with city agencies; and
- The association would provide a forum for individual owners to engage in educational and self-help activities. The association could sponsor or otherwise provide for such business-oriented activities as economic development workshops, "best practices" presentations, tours of competing commercial nodes, and visits to other merchants' associations and organizations that could offer advice and assistance.

Business and property owners should be aware of the responsibilities associated with establishing and maintaining an active merchants' association. These include:

- Recruiting all—or nearly all—of the commercial node's business and property owners as members, and drafting by-laws to govern the association;

- Agreeing upon a membership fee and other assessments that all members would contribute willingly and regularly;
- Selecting officers who would be able to commit the necessary time and energy toward the association's weekly or monthly affairs;
- Selecting a venue that would be available for regular association meetings; and
- Complying with all city ordinances and regulations concerning the association's operation and activities.

The student team recommends this option once neighborhood stakeholders agree to commit the time and money required to establish and maintain a permanent organization with major financial and property-management responsibilities.

### **Non-Profit Development**

**Corporation.** While more costly and complex than a merchants' association, an economic or community development corporation might obtain capital from banks, philanthropic foundations, public agencies, and private investors to undertake commercial rehabilitations and housing development at the intersection and its immediate surroundings. Launching this venture likely would require technical and financial assistance from the City, the Redevelopment Agency, and other interested groups.

## **CONCLUSION**

The recommendations presented in this report—while coming at the end of this year-long study—represent the continuation of an ongoing process of change in the Bonita and McKinley neighborhoods. Stakeholders are encouraged to consult the resources included in the report’s Quick Guide, to explore additional options of their own, and—most of all—to build upon the relationships they have formed with City and Redevelopment Agency staff members and with each other. Without a doubt, residents, business owners, property owners, and patrons can collaborate to improve their neighborhood center and become a model for other neighborhoods—in San José and elsewhere—to follow.



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## **Action Plan**

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The Matrix of Actions offers a list of physical improvements, pedestrian improvements, and business improvements. This list includes both large and small tasks, from major zoning changes to providing seating areas in the commercial center. For each action the matrix includes:

- Expected timeframe (immediate: 0-18 months; short: 0-3 years; medium: 4-6 years; or long: 7+ years);
- Responsible parties (including governmental agencies and non-governmental organizations);
- Means of implementation

<b>Physical Improvements</b>				
<b>Issue</b>	<b>Strategy/Action</b>	<b>Time Frame</b>	<b>Responsibility</b>	<b>Means of Implementation</b>
<b>Commercial Center</b>	<b>Reduction of signage:</b> Remove all unnecessary signs	Immediate	Business owners	Business owners
<b>Commercial Center</b>	<b>Refurbish large commercial sign:</b> Repaint existing sign and add names of all stores located in center	Short term	Property Owner	Property owner
<b>Commercial Center</b>	<b>Increase lighting:</b> Find better fixtures and add more light to the storefronts	Short term	Property Owners, Business Owners	Property Owners, Business Owners
<b>Commercial Center</b>	<b>Enclose all dumpsters:</b> Dumpsters should have coverings and closing mechanisms	Short term	Property Owners, Business Owners	Property Owners, Business Owners
<b>Commercial Center</b>	<b>Seating area:</b> Provide seats and tables for customers	Medium term	Property Owners, Business Owners	Property Owners, Business Owners
<b>Commercial Center</b>	<b>Façade improvement plan:</b> Rehabilitate front elevation	Medium term	Property Owner, SJRA	Property Owner, SJRA

**TIME FRAME**

Immediate: 0-18 months  
Short term: 0-3 years  
Medium term: 4-6 years  
Long term: 7+ years

AP2

**CAP:** Community Action and Pride  
**DOT:** San José Department of Transportation  
**PRNS:** Department of Parks, Recreation, and Neighborhood Services  
**SJRA:** San Jose Redevelopment Agency  
**VTA:** Santa Clara Valley Transportation Authority

<b>Physical Improvements</b>				
<b>Issue</b>	<b>Strategy/Action</b>	<b>Time Frame</b>	<b>Responsibility</b>	<b>Means of Implementation</b>
<b>Commercial Center</b>	<b>Mixed-use development</b>	Long term	Property Owners, City of San José	Property Owner, City of San José, Private Developer
<b>Parking Lot</b>	<b>Landscape parking lot:</b> Plant trees and flowers	Medium term	Property Owners, Volunteer Programs	Property Owner
<b>Parking Lot</b>	<b>Pedestrian scale lighting:</b> Fix broken lamps and provide smaller scale lights	Medium term	Property Owner	Property Owner
<b>Parking Lot</b>	<b>Merge two existing parking lots:</b> Remove barrier in the existing lot	Medium term	Property Owner	Property Owner
<b>Other</b>	<b>Neighborhood Clean-Up</b>	Immediate	Community Members, Business Owners	Community Members, Business Owners
<b>Other</b>	<b>Addition of urban mural:</b> Painting of mural by community members	Medium term	Property Owner, NAC, Community Members	Property Owner, Community Members

**TIME FRAME**

Immediate: 0-18 months  
Short term: 0-3 years  
Medium term: 4-6 years  
Long term: 7+ years

AP3

**CAP:** Community Action and Pride  
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<b>Pedestrian Improvements</b>				
<b>Issue</b>	<b>Strategy/Action</b>	<b>Time Frame</b>	<b>Responsibility</b>	<b>Means of Implementation</b>
<b>Safety</b>	<b>Put up a fence between bus stop and 24<sup>th</sup>/McLaughlin</b> to reduce jaywalking.	Short term	DOT	DOT
<b>Safety</b>	<b>Install Bott's Dots</b> on both 24 <sup>th</sup> /McLaughlin and William Streets to help slow traffic speeds.	Short term	DOT	DOT "Traffic Calming" Program
<b>Safety</b>	<b>Install signs</b> telling people to cross at the traffic signal.	Short term	DOT	DOT
<b>Safety</b>	<b>Improve crosswalks</b> at the intersection of 24 <sup>th</sup> and William.	Medium term	DOT	DOT "Traffic Calming" Program
<b>Safety</b>	<b>Install a median along 24<sup>th</sup>/McLaughlin</b> to impede jaywalking and slow traffic speeds.	Long term	DOT	DOT "Traffic Calming" Program
<b>Safety</b>	<b>Form Neighborhood Watch Groups</b> in the residential areas surrounding 24 <sup>th</sup> and William. Re-invigorate existing groups.	Immediate	Community Members	n/a

**TIME FRAME**

Immediate: 0-18 months  
Short term: 0-3 years  
Medium term: 4-6 years  
Long term: 7+ years

AP4

**CAP:** Community Action and Pride  
**DOT:** San José Department of Transportation  
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<b>Pedestrian Improvements</b>				
<b>Issue</b>	<b>Strategy/Action</b>	<b>Time Frame</b>	<b>Responsibility</b>	<b>Means of Implementation</b>
<b>Street Design and Aesthetics</b>	<b>Install planters</b> in pedestrian areas to improve aesthetics.	Short term	Property Owners, DOT	SJ Beautiful Grant, CAP Grant, Property Owners
<b>Street Design and Aesthetics</b>	<b>Plant street trees</b> and landscaping on the barren sidewalks along 24 <sup>th</sup> /McLaughlin	Short term	DOT	Our City Forest Grants
<b>Street Design and Aesthetics</b>	<b>Provide covered trash cans</b> at the bus stops nearest to the commercial center.	Short term	Property Owners	Property Owners
<b>Street Design and Aesthetics</b>	<b>Provide a bus shelter</b> at the bus stops nearest to the commercial center.	Medium term	VTA	VTA

**TIME FRAME**

Immediate: 0-18 months  
Short term: 0-3 years  
Medium term: 4-6 years  
Long term: 7+ years

AP5

**CAP:** Community Action and Pride  
**DOT:** San José Department of Transportation  
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<b>Business Improvements</b>				
<b>Issue</b>	<b>Strategy/Action</b>	<b>Time Frame</b>	<b>Responsibility</b>	<b>Means of Implementation</b>
<b>Business Practices</b>	<b>Host open house day at center:</b> Provide tastings, showcase products.	Short term	Business Owners, Merchants' Association	Business Owners, Merchants' Association
<b>Business Practices</b>	<b>Implement quality assurance program:</b> Provide well-lit and clean stores, ensure product freshness and price consistency.	Short term	Business Owners	Business Owners
<b>Business Practices</b>	<b>Ensure price competitiveness:</b> Survey competitors, investigate cooperative buying, negotiate with suppliers, add value by offering unique goods and services.	Short term	Business Owners	Business Owners
<b>Business Practices</b>	<b>Provide wide variety of products:</b> Survey offerings of competitors, solicit suggestions from customers, explore offering additional services and products.	Short term	Business Owners, Merchants' Association	Business Owners, Merchants' Association
<b>Crime and Loitering</b>	<b>Hire a security guard</b> for center—especially for the evening hours.	Medium Term	Business and Property Owners, Merchants' Association	Business and Property Owners, Merchants' Association

**TIME FRAME**

Immediate: 0-18 months  
Short term: 0-3 years  
Medium term: 4-6 years  
Long term: 7+ years

AP6

**CAP:** Community Action and Pride  
**DOT:** San José Department of Transportation  
**PRNS:** Department of Parks, Recreation, and Neighborhood Services  
**SJRA:** San Jose Redevelopment Agency  
**VTA:** Santa Clara Valley Transportation Authority

**Business Improvements**

<b>Issue</b>	<b>Strategy/Action</b>	<b>Time Frame</b>	<b>Responsibility</b>	<b>Means of Implementation</b>
<b>Crime and Loitering</b>	<b>Obtain social services</b> for loiterers and homeless people	Medium term	Business and Property owners	Business and Property Owners, Merchants' Association
<b>Community Relations</b>	<b>Conduct joint marketing campaigns:</b> Distribute flyers with coupons, place advertisements, use "brand" or logo for center.	Immediate	Business Owners, Merchants' Association	Business Owners, Merchants' Association
<b>Community Relations</b>	<b>Host shopping events:</b> Open House day and sidewalk sales	Short term	Business Owners, Merchants' Association	Business Owners, Merchants' Association
<b>Community Relations</b>	<b>Co-sponsor community events:</b> Partner with community groups and other organizations on events for whole community.	Short term	Business Owners, Merchants' Association, Other Organizations	Business Owners, Merchants' Association, Corporate and Non-profit sponsorships
<b>Other</b>	<b>Establish a merchants' association</b> among the commercial node's business owners (and optionally, property owners).	Short term	Business and property owners	Business and property owners
<b>Other</b>	<b>Utilize Entrepreneur Center</b> and other resources for training and other business needs.	Medium term	Business and property owners	Entrepreneur Center, Chambers of Commerce

**TIME FRAME**

Immediate: 0-18 months  
 Short term: 0-3 years  
 Medium term: 4-6 years  
 Long term: 7+ years

AP7

**CAP:** Community Action and Pride  
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# **T**ools and Resources for Everyone in the Community

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## Quick Guide

There are many ways for community members to get involved with their community. This resource guide provides a number of tools and resources for everyone to learn more about how people can make a difference and learn more about what goes on in their neighborhood. Please feel free to use this information and pass it along to other members of your community. Also, keep in mind that this is only a short list of what is available to the community. Visit your city hall or your local neighborhood center to find out more.

### **Five Wounds/Brookwood Terrace Neighborhood Advisory Committee**

**(NAC):** Meetings are held on the 4<sup>th</sup> Tuesday of each month, 6:00 p.m. – 8:30 p.m., at the McKinley Community Center, 651 Macredes Avenue. For more information, contact Paul Pereira at 408-297-3301.

### **BUSINESS RELATED**

**The Entrepreneur Center:** Many valuable resources are available to small businesses

in San Jose. These include the San Jose Entrepreneur Center, the San Jose Economic Development office, various chambers of commerce, and (possibly) San Jose State's School of Business.

The SBA•Cisco Systems•San Jose Entrepreneur Center, <http://www.ecenteronline.org/home.asp>, is made possible by a unique partnership between the U.S. Small Business Administration, Cisco Systems, the City of San Jose, and a number of national corporations and non-profit organizations. The center on Santa Clara Street offers a full range of support services to assist local businesses, during start-up, growth and maturity. They include:

- **Financing Programs** - Microloans, conventional financing, commercial real estate financing and venture capital
- **Technical Assistance** - in the form of expert counseling for start-up entrepreneurs, targeted consulting for established small to medium-sized businesses
- **Training** - in all aspects of small business management
- **Technology** - development of Internet and technology skills and ease of use of them

- **Procurement** - Assistance with public and private procurement and certification programs
- **International Trade** - information, training, counseling, consulting and financial assistance

The Entrepreneur Center is located at 84 W. Santa Clara Street, San Jose, CA 95113. The phone number is (408) 494-0210

**Joint Advertising:** To place advertisement in local weekly newspaper

TEC-MEX Weekly News  
Phone: 408-998-4963  
<http://www.tec-mex.com/>

#### **Pacific Coast Farmer's Market**

**Association:** For information on holding a farmer's market at your location

Phone: (800) 949-FARM  
E-mail: [mrcarrot@pcfma.com](mailto:mrcarrot@pcfma.com)  
<http://www.pcfma.com/>

**Mexican American Grocers (MAGA) (est. 1977):** MAGA is a national trade association with over 6,000 members in Mexico, Puerto Rico and the United States. MAGA prepares its members to meet the challenges of the \$290 billion Mexican/Latino consumer market through promotions, business and educational seminars.

National Headquarters  
405 San Fernando Road  
Los Angeles, CA 90031  
Phone: 323-227-1565  
Fax: 323-227-6935

**IGA Incorporated:** IGA, the world's largest voluntary supermarket network, represents an alliance between wholesalers, retailers and manufacturers and became the vehicle for protecting and strengthening the relationship of the three players against the growth of chain stores.

IGA's California Licensed Distribution  
Partner  
Fleming Corporation  
P.O. Box 15127  
3771 Channel Drive  
West Sacramento, CA 95691

Phone: 916-373-4372  
Fax: 916-373-4386  
<http://www.igainc.com>

**National Grocers Association:** The National Grocers Association (N.G.A.) is the national trade association representing retail and wholesale grocers that comprise the independent sector of the food distribution industry.

1005 North Glebe Road  
Suite 250  
Arlington, VA 22201

Phone: 703-516-0700  
Fax: 703-516-0115  
E-Mail: [info@nationalgrocers.org](mailto:info@nationalgrocers.org)  
<http://www.nationalgrocers.org>

## **NEIGHBORHOOD BEAUTIFICATION**

**Our City Forest:** An organization that provides services for the South Bay, such as neighborhood and park tree planting programs, Earth Day and Arbor Day programs. They also can help to educate and train people about the environment and tree conservation, and a number of other things. They can help you learn how to add to the landscape of your neighborhood.

Phone: 408-998-7337  
E-Mail: [postmaster@ourcityforest.org](mailto:postmaster@ourcityforest.org)  
<http://www.ourcityforest.org>

**Adopt A Street:** Adopt a Street is a program that provides business, organizations, neighborhood associations and individuals the opportunity to become a partner with the City in beautifying and maintaining a street landscape parcel. Assistance is welcomed from volunteers who desire to improve and maintain the landscaping in their community.

Phone: 408-277-3611

<http://www.ci.sj.ca.us/adopt-a-street/index.htm>

#### **Street Landscape Staff**

[Greg Schultz](#), Landscape Superintendent

Phone: 408- 277-4923

**Beautification Grants :** The Grant Review Committee holds two meetings a year. Applications for grants can be made by filling out the online forms or by contacting the Office of San Jose Beautiful.

Phone: 408-277-5208.

[http://www.sjbeautiful.org/neighborhood\\_form.html](http://www.sjbeautiful.org/neighborhood_form.html)

**Daffodil Planting Program:** Do you have a community group which is looking for a one day project in the fall? Daffodils are the harbingers of spring. In Fall 2003, San Jose

Beautiful prepares for spring by planting 30,000 daffodil bulbs with the help of hundreds of volunteers in all ten City Council Districts. We invite schools and communities to participate on this planting day to beautify your campus and neighborhood.

Phone: 408-277-5208.

E-mail: [daffodil@sjbeautiful.org](mailto:daffodil@sjbeautiful.org)

#### **PEDESTRIAN IMPROVEMENTS**

**The Santa Clara Valley Transportation Authority (VTA)** can help to improve aspects of public transportation and traffic (such as bus stops). Contacting VTA can let them know how much your community cares about the safety of your neighborhood.

Phone: 408-321-2300

TTY/TDD: 408-321-2330

E-mail: [webmaster@vta.org](mailto:webmaster@vta.org)

<http://www.vta.org>

**Walk San Jose:** Founded in 1999 by San Jose residents, Walk San Jose is an I.R.C. 501(c)(3) organization that helps to promote pedestrian safety and awareness. They also help to change policies within the city and work with elected officials, transportation planners, engineers, the police department, and community groups.

Phone: 408-295-4715

E-Mail: [mail@walksanjose.org](mailto:mail@walksanjose.org)

<http://www.walksanjose.org>

**DOT:** The City of San Jose's **Department of Transportation (DOT)** promotes many neighborhood improvement and pedestrian safety ideas. Residents can contact DOT to find out more about how to get more trees planted along the streets in your area, and obtain information about tree-planting permits for all residents and financial assistance for low-income seniors and disabled residents in owner occupied homes. The department also can provide information and tips about pedestrian safety and traffic calming. In addition to these services, DOT funds a number of programs such as Adopt-A-Street and San Jose Beautiful.

Phone: 408-277-4304

TTY: 408-998-5299

<http://www.ci.san-jose.ca.us/dot/>

## **COMMUNITY ACTIVITIES/INVOLVEMENT**

**City Year San Jose / Silicon Valley:** From the City Year website: "An 'action tank' for national service, City Year seeks to demonstrate, improve, and promote the concept of national service as a means of building a stronger democracy. City Year

unites a diverse group of young people, ages 17 to 24, for a year of full-time, rigorous community service, leadership development, and civic engagement. City Year's vision is that one day, the most commonly asked question of an 18-year-old will be: 'Where are you going to do your service year?'"

Phone: 408-907-6500

E-Mail: [chandlersmith@cityyear.org](mailto:chandlersmith@cityyear.org)

[http://www.cityyear.org/sites/san\\_jose/](http://www.cityyear.org/sites/san_jose/)

## **Parks, Recreation, and Neighborhood**

**Services:** A division of the City of San Jose, Parks, Recreation, and Neighborhood Services (PRNS) provides programs such as the Anti-Graffiti (AGP) and Litter Program, Weed & Seed, Community Action and Pride, and much more. They are in close contact with the community and have many ways for residents to get involved with what happens in their neighborhood.

Phone: 408-277-4661

E-Mail: [metha.sizemore@ci.sj.ca.us](mailto:metha.sizemore@ci.sj.ca.us)

<http://www.ci.san-jose.ca.us/prns/index.htm>

## **SOCIAL SERVICES**

Contacts are provided below for reporting crimes to the police, and for access to social services resources, including homeless resources. The McKinley Neighborhood Center can provide guidance as to which services are most appropriate for almost any need, for residents and for merchants.

### **McKinley Neighborhood Center**

651 Macredes Avenue (located next to the McKinley School on Appian Way, off McLaughlin)

Paul Pereira, Community Coordinator  
Olinder Neighborhood Center  
848 E. William Street  
Phone: 408-297-3301  
E-mail: [paul.pereira@ci.sj.ca.us](mailto:paul.pereira@ci.sj.ca.us)

**D.A.R.E.:** D.A.R.E is a free program designed for schools to provide students with a base knowledge on the effects of drugs.

Phone: 408-794-1210

**Drug Hotline:** Drug Hotline is available to anyone who has information surrounding illegal drug activity.

Phone: 408-971-DRUG.

### **Santa Clara County Social Services Agency**

Strategy to assist people in finding and maintaining jobs:

1. Pre-employment services, vocational training, and job search assistance
2. Follow-up case management, support services and other financial and in-kind support to help people maintain their jobs
3. Creating More Employment Opportunities with the business community

1919 Senter Road, San Jose  
Phone: 408-271-5600  
Community Development and Planning and Relations staff  
Community Specialist Belinda Quesada, 491-6726  
[www.sccgov.org](http://www.sccgov.org); click on Health and Human Care

### **Homeless Services in the City of San**

**Jose:** The shelter hotline provides pre-recorded information in English and Spanish on shelter availability for single men, single women, women with children, families, and youth.

For emergency shelter, call:  
THE SHELTER HOTLINE: 1-800-774-  
3583 (1-800-7SHELTER)  
<http://www.baha.org>

**Community Voicemail Service:**

Community Voicemail Service for homeless  
and at-risk clients: 24 hour VoiceMail.

Phone: 408-437-9167.

**Office of the Homeless Coordinator:** The  
website has extensive listings of:

Shelters for Youth  
Food Services and Free Meals  
Social & Other Services  
Job Training, Placement and  
Counseling  
Child Care  
Domestic Violence  
Legal Assistance  
Veterans  
Former Prisoners

2112 South Monterey Highway, San  
Jose  
(Just north of Curtner Avenue, Bus  
routes 68 & 66, Office hours 8-4 M-F)  
Phone: Marty or Tracy, 408-794-1490  
<http://www.sjhousing.org/homeless.html>  
Telephone 408-794-1490 if web access  
is not available.

**Neighborhood Housing Services Silicon  
Valley:** Helps arrange financing for people  
with low incomes who want to purchase a  
home.

Jaime Angulo, Community Outreach  
Specialist

Phone: 408-279-2600

<http://www.nhssv.org>

Gretchen MacColl

1156 North Fourth Street

San Jose, CA 95112

Phone: 408-279-2600 x231

**SAFETY**

**Crime Stopper:** Crime Stopper is a  
confidential crime hotline. If you have  
information of any crime you want to stop  
call:

Phone: 408-947-STOP

**Reporting Crimes to the San Jose Police  
Department:** You may only report incidents  
that have occurred in the City of San José.  
It is required that you have an address or a  
cross street for a location of the incident you  
are reporting. Some crimes can be reported  
on the Police Department Web site: go to  
[www.ci.san-jose.ca.us/](http://www.ci.san-jose.ca.us/), click on City  
Departments under City resources on the  
left side, and click on On-line Crime

Reporting under Police Department. The following information is a re-compilation of quotes from this Web site.

To report crimes by telephone or request an officer response, call 3-1-1 or (408) 277-8900 to speak with a dispatcher, seven days a week, 24 hours a day.

You can use a web form to report the following incident types:

- Auto Burglary - Someone broke into your locked car and took items from within.
- Theft - The unlawful taking of the personal property of another. If your car was left unlocked, it is considered a theft.
- Vandalism - Malicious mischief or damage done to your property excluding vehicles.
- Vehicle Tampering - Damaging, defacing, or removing any parts of a vehicle, i.e. car window is smashed; car was keyed.
- Harassing Phone Calls - Immediate hang-ups, obscene language, threats (with no suspect information)
- Lost/Stolen Property - Property that is lost or stolen, with no suspect information i.e. wallets or purses. They do not accept 'lost' cellular telephone reports. Call your cellular

telephone provider and advise them that you 'lost' your telephone.

**Call 311 or come to the police to file a report if:**

- You have suspect information
- To report traffic accidents, hit and runs and any other traffic related accidents.
- For lost or stolen license plates
- For any financial crime: fraud, unauthorized use of credit cards, forgery, and identity theft.

To report gang graffiti, please dial 3-1-1 – an officer response is required for this type of graffiti.

**Come to the Police Department to file a report in person if:**

- You exchanged information and left the scene of an accident and still need a report taken
- If you need help in determining what type of crime you are trying to report, then you may call (408) 277-8900 and speak with a dispatcher seven days a week, 24 hours a day. If you need to come to the police department or prefer to make a report with a police officer, then you may come to the police department

at 201 W. Mission Street, open seven days a week from 6:00 A.M. to Midnight. If you are requesting information on an existing report or need copies, you will need to call records at (408) 277-4460 or 277-4143.

### **Neighborhood Watch**

- San Jose Police Department  
Neighborhood Watch Program: (408) 277-4133
- National Neighborhood Watch Institute  
(888-669-4872 or go on line to <http://www.nnwi.org/>)



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**Children's Workshop Participants**

Jocelyn  
Jessica  
Erik  
Michelle  
Amanda  
Britney  
Nancy  
Carla  
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Jorge  
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