

May 8, 2012 Our Avenue Committee Report

Submitted by: Kevin Swanson

“Our Avenue” Board report

I apologize for not being able to attend this month’s meeting. Please find updates on our committee’s activities below:

Pride of Willow Glen

Thank you to Emilie Highley for her work on Pride of Willow Glen. A team of 15 people gathered Saturday and 5 teams of three people installed 50 sets of hardware and flags down Lincoln Ave and Minnesota. We have found the flags and hardware to be of lower standard than required for long term use and have modified the flag program this year to have flags go up on special occasions like the WG 5k, Memorial Day, Dancing on the Avenue, July 4th and come down within a day or two. If we want a more permanent program next year, we will have to invest in this program.

Street Maintenance

Along with the gracious offer of US Banks debris bin, NextGen Partners has also offered to allow the WGBA to deposit debris collected from the Avenue into their bins. This should reduce the cost of extra pick-ups during heavy leaf and debris collection periods.

The planter upgrade approved by the Board has begun and the planters are looking spectacular.

Kiosk Program

We met with the City of San Jose Planning Department and they have accepted our application for review. We should have our first round of comments within the next week or two and if all goes well a final approval within 90 days. It is our goal to have a map concept to the Board for review at the July meeting.

Banners

The second set of banners approved by the Board are up and are receiving rave reviews. I have personally received half a dozen positive comments from community members not associated with the Business Assoc.

The ‘Our Avenue’ has requested a bid from Konnect Marketing to allow Nancy Rice to continue working with the Banner Committee on the next round of “Historic” banners which are scheduled to be up by the end of July with Holiday banners to follow in Oct-Nov.

Newspaper Racks

Thanks to the hard work of Mike Wyley, a community member, we have a newspaper rack proposal with the City of San Jose. Mike and I, with assistance from Pierluigi Oliverio, met with Joe Horwedel, Director of Planning, Zoning and Code Enforcement, regarding our proposal. The City was working on a similar program a number of years ago and dropped it due to potential law suits. Since that time a number of other cities have implemented successful racking programs and have not had issues. Joe said our program suggestions would be run by the City Attorney to determine if we can move forward. Although we have movement with the City, I have no idea if and when this program will be approved at this time.

Respectively Submitted,

Kevin C. Swanson, Chairman

“Our Avenue Committee”