



From left, Councilmember Raul Perez, artist Dan Corson, Cultural Affairs Director Kerry Adams Hapner, artist Steve Durie and Public Art Director Jennifer Easton celebrate Illuminations project unveilings.

PBID effort glows

Two new illuminated art projects partially funded by downtown property owners on Highway 87 underpasses opened Dec. 11 to help connect Diridon Station and SAP Center with the core of downtown.

“The original idea for this installation was to have some sort of lighted art exhibit under Highway 87 that gives this place heart and makes people feel comfortable when they walk through it,” said **Chuck Hammers**, Property Based Improvement District president. “Our hopes were for it to be fun, interactive and work in the daytime also. **Dan Corson** has not just met, but exceeded our expectations.”

The artworks by Corson unite light and technology to create a more dynamic experience on major streets beneath the freeway:

- ◆ On the Highway 87 underpass at Santa Clara Street, Corson’s *Sensing YOU* is a collection of light rings that create a wide array of colors and patterns (except red, green or yellow – common traffic colors). The lights change in response to pedestrian traffic under the highway.
- ◆ At the Highway 87 underpass at San Fernando Street, Corson installed *Sensing WATER*, influenced by changes in weather and wind that affect the Guadalupe River, which flows under the highway at this junction.

These latest works are two of five Illuminating Downtown Project artworks produced by the city’s Public Art Program and funded, in part, by the PBID and a \$600,000 ArtPlace grant. The artworks are meant to combine art and technology to create a more engaging downtown for drivers and pedestrians.

“This kind of boundary-crossing innovation is loved by our community and it’s at the heart of our economic vision,” said **Kim Welsh**, the city’s economic development director.

Niantic, Inc., has integrated *Sensing YOU* and *Sensing WATER* into the immersive real-world mobile game Ingress as in-game “portals.” Players of the two in-game factions can interact with the installations using the Ingress app on their smartphones to alter the color of the two art pieces and virtually battle for control of the portals.

Caltrans, which owns state highway property, gave

approval for the unusual canvas on the underside of a freeway.

“Caltrans recognizes that its everlasting role in communities throughout California is not just about automobile transportation. This beautiful project is also about people and community,” said **Bijan Sartipi**, Caltrans District 4 director.

“Some people have been critical, asking if this artwork is a distraction,” Hammers added. “But as I was driving down Market Street the other evening, I saw a 40-foot Ferris wheel, an ice rink with crazy lights on the palm trees, and thousands of people and Christmas trees all over the place. I thought, that’s a distraction! We need more distractions downtown.”

Work on the two sites began in 2012. Applying the artwork to the underpass began in October.

“These are two geographically and conceptually linked but different artworks,” Corson said. “Both *Sensing WATER* and *Sensing YOU* started with my thinking about the uniqueness of San Jose – its connection to nature and technology – and our human connection to both. From there I thought a lot about the two spaces and how they might be brought to life through light, technology and paint work.”



Sensing Water under Highway 87 at San Fernando Street.

Other Illuminating Downtown projects include:

- ◆ **Steve Durie** and **Bruce Gardner’s** San Carlos Lantern Relay, a series of eight lamps on the south side of San Carlos Street between Market and Fourth Streets, which create an interactive illuminated corridor connecting San Jose State University, SoFA District and the San Jose Convention Center.
- ◆ **Show Your Stripes** by **Jim Conti**, at The 88 residential tower at Second and San Fernando Streets.
- ◆ **Voxel Cloud** by **Brian Brush**, an illuminated and interactive artwork on the 60 Pierce residential project (opening summer 2016) in SoFA, visible from Interstate 280.

Letter From the President

Super year ahead

I’m honored to be president of the San Jose Downtown Association in a year with so much excitement around the events and growth in Silicon Valley’s downtown.

The Downtown Association will celebrate its 30th anniversary in what should be a tremendously impactful year. The Super Bowl will be played just up the street at Levi’s Stadium and downtown San Jose will host the NFC champion and Media Day.



Stan Vukovich

We continue to enjoy high-density residential development and see foot traffic grow downtown. I cross Santa Clara Street at San Pedro at lunch time and notice how many people are waiting for the light on each corner and wonder when we will need diagonal crosswalks to accommodate them. San Pedro Market has become a hotbed of activity and the SoFA Market is becoming a gathering place for creative people.

My company, KBM Workspace, has its roots in downtown San Jose dating back to 1946 when Kennedy Business Machines was founded. While we spent a decade near the airport, it was clear that downtown was the place for creative people to work and collaborate.

We have seen many of Silicon Valley’s technology companies choose downtown San Jose as our office buildings fill up and developers make plans for office development to meet the growing demand. KBM has been very successful entertaining our clients and prospects at our downtown showroom, leveraging the surrounding community. The arena, museums, theaters, parks, restaurants, farmers’ market and energy in downtown San Jose have given KBM an advantage in recruitment and retention of employees.

Downtown San Jose is a great place to work and do business.

In my role as president, I hope to use my business experience to help drive SJDA’s strategic objectives. The Downtown Association has seen a lot of momentum in the three strategic initiatives developed by our Board of Directors:

Safety: Our PBID has put supplemental off-duty and retired SJPD foot patrols on downtown San Jose streets on a daily basis. We have been advocates for an expanded San Jose Police Department budget that provides competitive pay.

St. James Park: We have been instrumental in helping designate a parks management district to ensure we have the ability to maintain the planned improvements to St. James Park. Our goal is to partner with the city, the Knight Foundation, and community groups to help St. James Park become a place of civic pride.

Perception: Lastly, we hope to share the excitement for what is happening in downtown San Jose with the greater community and let everyone know downtown San Jose is an awesome place to work, play and live.

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Super Bowl activities Jan. 29-Feb. 7 firming up

Downtown plans for the week leading up to Super Bowl 50 are starting to come together. The game will be played Feb. 7 at Levi's Stadium in Santa Clara.

"Super" events (sfbaysuperbowl.com/super-community-events):

- ◆ Hawaiian Airlines / **Kristi Yamaguchi** Downtown Ice is open daily through Feb. 7; downtownicesj.com
- ◆ South First Fridays presents SoFA's WINTER MRKT – Feb. 5, coinciding with the February art walk; southfirstfridays.com
- ◆ Guadalupe River Run – Feb. 7, 5- and 10-kilometer race options begin at 9 a.m. Earn your guacamole on the Guadalupe; grpg.org

NFL:

All week: Marriott Hotel hosts the NFC champion team

All week: NFL merchandise store open at 300 S. First St.; nflshop.com

Monday: Super Bowl Opening Night (formerly Media Day) will take place at SAP Center; \$27.50; nfl.com/superbowl/50

Downtown community:

San Pedro Square: Businesses want to close a portion of San Pedro Street for the week (allowing access to the Market-San Pedro garage) and create a football-themed atmosphere.

Plaza de Cesar Chavez: The city, Groundswell and Knight Foundation plan to produce a family event including daily football activities, music by San Jose Jazz, and food and beer concessions Jan. 29-Feb. 7.

La Lune Sucree: One of a few restaurants from around the Bay Area selected to cater the VIP Tailgate Party on game day at Levi's Stadium.

What's Your San Jose? Screenprint Showdown: Taking community pride to a new level, SJ Made, Knight Foundation and other artists are having a competition to create a visual expression of their San Jose experience. Line drawings of 50 San Jose symbols are available for inspiration at screenprint-showdown.com. The competition culminates Jan. 30 in the Blanco Square parking area on San Pedro Street when local screenprint houses use the best designs to produce posters, T-shirts and wood signs.

Fairmont Hotel: For \$50,000 a night, the Fairmont is offering one party of eight a four-day, three-night stay in the four-bedroom Presidential Luxury Suite on the 20th floor, including eight tickets to the game, private butler service, two chauffeured Cadillac Escalades, a Saturday wine excursion to Sonoma, case of Dom Perignon, complimentary premium bar and in-suite daily breakfast.

Downtown "special event zone:" The city has designated downtown a temporary "special event zone" for Super Bowl week, banning peddlers, drones, parking lot parties and free handouts, said **Teri Killgore**, assistant to the city manager.

'Super' Meeting Jan. 15

Next SJDA public meeting: Downtown involvement as a "Super" city for Super Bowl 50 will be the topic of the next SJDA meeting, Jan. 15, 8 a.m., at the San Jose Convention Center, Room LL20. RSVP at sjdarsvp@sjdowntown.com.

Golden Nail Awards

Architectural awards presented: The renovated Continental bar and lounge and new SoFA Market curb café earned Golden Nail Awards of Distinction for their architectural merits, SJDA's Downtown Design Committee (DDC) announced.

The Whole Foods Market on The Alameda also received a Golden Nail for Beautification at SJDA's Dec. 11 meeting.

"These awards are given to projects that add character and delight to downtown, offer innovative or unique design, complement local assets and make outstanding contributions to the built environment," said **Steve Cox**, chair of the committee.

The Continental, 349 S. First St.:

Architects, city planners and urbanists involved in the committee agree that The Continental went to exemplary lengths to refashion the former Brix nightclub into a new social gathering spot in SoFA. The most distinctive elements of the renovation include high-end interior finishes, roll-up doors that give the front an open-air feel, and stylish sign.

"This is our attempt to help make downtown San Jose a better place for everybody," said **Sam Ramirez**, owner.

SoFA Market, 387 S. First St.:

Thang Do, president of Aedis Architects and the man behind the SoFA Market, designed the curb café with a meticulous attention to detail," Cox said. "He has raised the bar for future curb café installations."

"Both the SoFA Market and the curb café are meant to be additive to the growing SoFA community," said Do, senior principal at Aedis Architects.

Whole Foods Market, 777 The Alameda: Whole Foods Market stands out from an urban-design perspective by the way it activates and enlivens the corner of The Alameda and Stockton Avenue, a key intersection connecting the smaller-scale commercial corridor of The Alameda with the Diridon Station area and downtown. It earns a Beautification award based on the store's strong on-street presence, on-site brewery, public seating areas and parking lot shielded from the pedestrian realm.

"It was exciting for me to hear the word 'delight' in describing the award" said **Christen Soares**, principal architect for Field Paoli architects. "Whole Foods' core values are to satisfy, delight and nourish our customers. With the design, I think we hit the nail on the head."

The DDC has awarded Golden Nails since 1997.



Sam Ramirez



Thang Do



Christen Soares and Steve Cox

Downtown News

Bus station conversion to housing proposed:

KT Urban has submitted a proposal to build two towers totaling more than 700 housing units on the site of Greyhound Bus Lines at 70 S. Almaden Ave.

"We're ready to go in this cycle," said **Mark Tersini**, principal of KT Urban. "We want to get through the permit phase as expeditiously as we can so we can break ground as soon as possible."

Covering 1.6 acres, the project borders San Pedro Street, Post Street and Almaden Avenue, but does not include the businesses along San Fernando Street or the Myth Taverna location at Post and San Pedro streets.

The project would be downtown San Jose's largest residential ever. One tower would be 24 stories, 414 units and 251 feet tall. The other would be 23 stories, 294 units and 241 feet tall, according to preliminary plans filed with the city Planning Department. The project includes more than 13,000 square feet of retail space, mostly along Post Street.

KT Urban is also affiliated with Axis condo tower, One South Market apartments and the 643-unit Silvery Towers project now under construction. Greyhound announced plans to relocate to Diridon Station.

Theater will return to action in 2016: San Jose State University will operate and manage the Hammer Theatre Center for the next three years, under terms approved by the City Council Dec. 1. The city will compensate the university \$285,000 per year to take over operations and maintenance. The city also appropriated \$500,000 to make improvements to the former San Jose Repertory Theatre.

SJSU will produce events and rent the theater to arts groups. The city may use the theater for 12 days each year. Events could begin early in 2016, said **Kerry Adams Hapner**, executive director of the city's Office of Cultural Affairs.

The theater has been dark for more than a year, except for a seasonal stint when it played host to pop-up retail during the 2014 holiday season.

Health clinic nears completion: Hiring for downtown's newest health clinic started, even if construction is slightly delayed. Construction at the new clinic should wrap up this spring or summer, said **Joy Alexiou**, Santa Clara Valley Health and Hospital System spokeswoman. It was originally scheduled to finish this month with an opening date set for spring 2016. Jobs for physicians, nurses, support staff and more will be open to the general public and posted on the county's website: sccgov.org.

The three-story, 60,000 square-foot clinic will be at the site of the shuttered San Jose Medical Center Hospital, which closed in 2004, at the intersection of Santa Clara and 17th streets. Once operational, it will house an urgent care center, as well as pediatric, OB-GYN, behavioral health and family medicine services.

The construction is funded by a 2008 ballot measure.

12 Days of Arts: The Downtown Arts Marketing Roundtable cooked up some fun for the holidays.

The group hosted a social media scavenger hunt with prizes that included passes for four to museums and Downtown Ice, tickets to the ballet and symphony and more. Each day, participating arts groups posted to social media a photo of a downtown location and a time.

Participants following the hashes – #dtsj and #12Days-ofArts – took the clues to find the day's spot and claim their prizes. As the scavenger hunt went on, the number of players grew.

San Jose Downtown Foundation

Barbers' mural: San Jose Downtown Foundation partnered with The San Jose State University African American/Black Task Force for Student Success and Barbers, Inc., on a mural outside the shop at 332 E. Santa Clara St.

The large artwork by **Ian Young** depicts barbers giving a shave or cut to cultural icons **Muhammad Ali**.



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SJDA Events

Skating fun continues through Feb. 7: Downtown Ice enters mid-winter territory this month as it keeps the fun on ice through the month of January. The unique rink in the heart of downtown will stay open until after the Super Bowl, hosting its last spin around the palms on Feb. 7.

That means more time for skaters to share winter joy – and to meet celebrities and support local charities. Skaters can meet **S.J. Sharkie** from noon to 1 p.m. on Jan. 10. And, **Kristi Yamaguchi's** Always Dream Foundation will hold an event at the rink this month as well.

To keep everyone in the skating spirit, free ice passes are up for grabs to the skaters who take the best photo publicly posted to Instagram with the hashes #DTSJ and #DowntownIce. Throughout the month of January, there will be weekly winners in the photo contest.

Check downtownicesj.com for information.

At the Convention Center

Jan 7-10 - SV International Auto Show (300,000)
Jan. 15-18 - Further Confusion (3,000)
Jan. 22-24 - HempCon (15,000)
Jan 23-24 - American Masterpiece cheerleading (5,000)
Jan. 28-31 - World Financial Group (25,000) (estimated attendance)

From the Archives

10 years ago – January 2006 – *Downtown Dimension* identified 28 proposed residential developments in different stages of the planning and building process. Fast-forwarding 10 years: nine were built, three are under construction, six more are still in planning, and 10 have disappeared.

15 years ago – January 2001 – Excavation work was complete on the spec office tower by the Sobrato organization at 488 Almaden Blvd.

20 years ago – January 1996 – **Rudy Gallindo** of San Jose and **Michelle Kwan** won the men's and women's national figure skating championships, respectively, held at the San Jose Arena.

25 years ago – January 1991 – SJDA called downtown, "The Everything Place" in advertising, offering (a partial list) of 100 things to do.

DOWNTOWN DIMENSION

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