

New logo unveiled

San Jose Downtown Association has strategically refreshed its brand, centering around a new logo that reflects the energy, pace and vitality of downtown San Jose in the 2020s.

The new logo uses similar magenta and deep purple colors of the former logo and introduces orange as a third primary color. Like the original, the new logo also features a prominent circular image. Some see the new mark — with a dot rising over elements resembling an S and J — as a face.

“We’re leaving it for everyone to interpret the logo however they want,” said **Julie Carlson**, SJDA marketing director. “We like its modern, welcoming feel and how it represents our downtown community.”

Part of SJDA’s August 2020 Stabilization Plan suggested the organization update its branding strategy with the intention to tell more consistent stories about downtown’s rapidly changing environment. SJDA looked no further than the SoFA district to find a project partner with worldwide expertise, choosing Liquid Agency, which started in downtown San Jose 20 years ago and has expanded to New York City, Portland and Santiago, Chile.

“It was important that we understood the legacy of the brand, its image and perceptions,” said **Justin Peters**, chief design officer for Liquid. “We focused on elevating the brand to be more than a stamp at the bottom of a poster into something that can work harder for us.”

Peters revealed the new brand with a video presentation at SJDA’s Year-in-Review public meeting Dec. 10 at the Hammer Theatre Center.

Continued on Back Page



Brian Corbett, Downtown Design Committee chair; Erik VanderMaas and Matt Conti of Bayview and Edmund Rivera of Steinberg Hart, from left.

Miro wins top Golden Nail honor

Miro, the new mixed-use two building high-rise recently opened across the street from San Jose City Hall, was the recipient of the James Fox Golden Nail Award of Excellence at the San Jose Downtown Association’s Annual Meeting on Dec. 10.

Now the tallest structure in San Jose, the 28-story, 298-foot-tall Miro was the first to benefit from increased height allowances, which the Downtown Association successfully lobbied for in March 2019. Its contemporary design, with multiple public spaces and ground floor retail is a joint venture

between Bayview Development and local architect Steinberg Hart.

Brian Corbett, an architect with Gensler and chair of SJDA’s Downtown Design Committee, presented the award to **Matt Conti** and **Eric VanderMaas** of Bayview and architect **Edmund Rivera** of Steinberg Hart.

In making the award, Corbett lauded Miro for its distinctive design that has changed the skyline, expanding the downtown core east of Fourth Street and for adding 15,000 square feet of retail, 10,000

square feet of office, and 630 new apartments. Miro totals 1.1 million square feet.

Conti described Bayview’s vision for the project, which took six years to realize.

“We thought, let’s build it because it doesn’t exist; let’s elevate the living experience; and let’s expand the boundary of downtown San Jose,” said Conti, vice president of development for Bayview.

Conti also hinted that a tenant for the 7,500 square-foot restaurant space on the ground floor is likely to be announced soon. Starbucks has already opened on the corner of Fifth and Santa Clara streets, at the northeast corner of Miro’s ground floor, and 90 of the residential units are now occupied. Leasing information is at mirosanjose.com.

“Miro is a catalyst of revitalization,” said Rivera, design director for downtown San Jose architecture firm Steinberg Hart. “We believe in downtown and its potential.”

SJDA’s Downtown Design Committee (DDC) consists of architects, designers and urbanists advocating for design excellence in the downtown core. The DDC’s mission is to provide architectural and urban design insight to the development teams and City of San Jose on downtown development proposals.

“We believe the architecture and urban design in downtown should be representative of San Jose’s status as one of the world’s most innovative cities,” Corbett said. “Miro is a perfect example of the excellence and attention to detail required to win the James Fox Golden Nail Award.”

The Golden Nail Award is named for **James (Jim) Fox**, a downtown property owner and developer best known for his meticulous renovation of the Hotel de Anza, New Century Building, and the Ste. Claire Building, all in downtown San Jose, and a 2008 recipient of the award. The Golden Nail was renamed in honor of Fox in 2009 after he succumbed to cancer at age 62.

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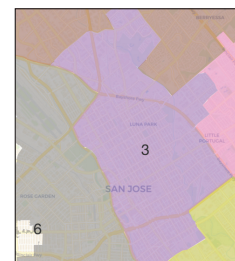
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Downtown divided at Highway 87



D3 map borders Hwy. 87

The new boundaries of San Jose’s City Council districts were approved by the City Council on Dec. 16.

The districts are redrawn every 10 years according to shifts in population tracked by census data — ensuring that each district has roughly the same number of people.

This year’s redistricting exercise proved contentious, with residents voicing concerns about their neighborhoods being split up, which would possibly divide their ability to advocate as one meaningful voice. Likewise, SJDA attempted to keep most of downtown under a single councilmember’s purview.

87. The result is the majority of Downtown West has shifted out of District 3 and into District 6, currently represented by Councilmember **Dev Davis**. Downtown’s core area does not change and stays within District 3, where Councilmember **Raul Peralez** currently serves.

SJDA will continue to represent one downtown that includes both the core and Downtown West. Also, Groundwerx covers areas on both sides of Highway 87, meaning any issues that arise will likely need discussion with both councilmembers.

“We look forward to ‘doubling up’ our efforts in the next decade as both the D3 and D6 councilmembers will be involved in downtown issues,” said **Scott Knies**, SJDA Executive Director.

The census count for San Jose showed an additional 67,000 residents from 2010 to 2020. Districts 3 and 4 are the most populous, located downtown and in North San Jose, respectively. Some former District 4 residents were moved into Districts 3 and 5, and District 6 expanded to include Downtown West and other neighborhoods north of SAP Center and around the airport, formerly part of District 3.

Logo

Continued from Front Page

The logo and branding represent the organization, but it also stands for San Jose Downtown, dropping the "Association" for broader and more inclusive use. For example, take a look at the revised sjdowntown.com or the dasher board at Downtown Ice.

SJDA marketing and communication collateral, including Downtowner Online, *Downtown Dimension*, Weekly Message to Businesses and community advertising will reflect the new look.

The logo will also lend promotional assistance to SJDA partner events and initiatives, such as City Dance, Starlight Cinemas and Sonic Runway.

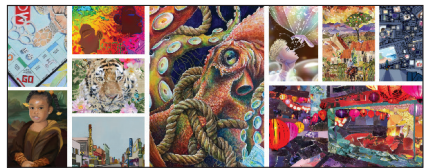
Dan Pulcrano, SJDA's founding President and publisher of Metro, recalls the original logo won a Western Art Director's award in 1988 and praised its graphic artist, **Don Faia**. SJDA's 33-year-old "vintage" mark featured a palm tree, building outline, clocktower, squiggle (variously interpreted as the Guadalupe River; man's tie; tail) and a circle-oval (variously interpreted as the sun or moon; head; balloon).

Liquid Agency plans to use the project as a case study and to promote the SJDA branding project with its design peers.

"We can only hope this lasts as long as the first identity did," Peters said.

SJDA News

More ice skating: Skating under the palms at **Kristi Yamaguchi** Downtown Ice continues daily through Jan. 9. Tickets to one-hour sessions obtained in advance are available at downtownicesj.com. Proof of COVID vaccination and adherence to the latest protocols is required.



Collage of the latest 10 Downtown Doors.

Downtown Doors remains active: For the third time since the initial shelter-in-place order in March 2020, San Jose Downtown Foundation has added 10 more Downtown Doors to the public landscape.

"While many arts organizations had to shut down during the pandemic, we were able to continue our signature program," said **Donna Butcher**, Events and Promotions Manager.

Downtown Doors is an artwork competition that turns into a public exhibition on downtown streets. More than 100 service doors and utility boxes located on public and private buildings downtown are covered with vinyl wraps on which original art works are enlarged and transferred. Students receive an honorarium of \$300, Insomnia cookies and a subscription to Adobe Creative Cloud products. The students' art teachers receive a \$650 honorarium.

The 10 new artworks join 10 more works that were added in the height of the pandemic in January 2021 and another 10 that were installed in June 2020. They should remain in their locations for at least two years.

Winners this round include: **Myky Chau**, Santa Teresa H.S.; **Briana Wade** and **Valerie Khau**, Independence H.S.; **Alejandra Ibarra** and **Bramble Do**, Yerba Buena H.S.; **Erica Johnson**, Gunderson H.S.; **Suzu Kim**, Leigh H.S.; **Annika Engebretson**, Willow Glen H.S.; Independence H.S.; **Tracy Le**, Andrew Hill H.S.; and **Ryan Milligan**, Bellarmine College Prep. One hundred six students from 15 high schools submitted a total of 129 entries.

Site hosts include Digital Realty Trust, City of San Jose, 360 Residences, JP DiNapoli Companies, AC Hotel by Marriott, San Jose Marriott and San Jose Civic.

"The wonderful art you students are producing shows that you all know your fundamentals and principles of art," said **Michael Ogilvie**, director of public art for the City of San Jose. "And what a testimony it is to your teachers."

Funding was provided by the City of San Jose Office of Cultural Affairs, Republic Services, Comcast and JP DiNapoli Companies, Inc, SV Creates, Santa Clara County plus individual donors.

Downtown News

Al Fresco dining update

Post Street al fresco dining comes to an end Jan. 7 and San Pedro Street between St. John and Santa Clara streets will remain closed at least until June 30, the City Council decided Dec. 7.

While Post Street will re-open to vehicles in January, city staff is considering a permanent closure of the San Pedro Street block. Before making San Pedro Square pedestrian-only, the city is studying the impacts for deliveries, trash service, emergency vehicle and parking garage access, in addition to the private use of public space issues including management, maintenance and liability.

In a related matter, businesses citywide with Al Fresco parklets will have a year to upgrade them to permanent structures or stop using them. In downtown, parklets popped up along the Paseo, San Fernando Street, Santa Clara Street, Williams Street, San Salvador Street and South First Street.

Also, businesses citywide with outdoor seating on private property have until December 2022 to obtain permits or stop using their seating areas.

The block closures starting May 2019 were in response to the COVID-19 outbreak when indoor dining was not allowed. With COVID causing lingering problems, the temporary program was extended several times and barbershops, salons and gyms were allowed to go al fresco, too.

Business News

Partnership available at DashMart: DashMart digital convenience store owned and operated by DoorDash has opened at 431 S. First St. Customers use the DoorDash platform to order from more than 3,000 items of convenience, grocery and restaurant items — including gift items and flowers — assembled at the SoFA location.

"Our goal is to provide convenience and quality to the community here in downtown San Jose, either through delivery or pickup," said **Jolene Smith**, store manager.



DashMart team is ready to serve.

"We're looking to bring more local items into our store. We'd love to develop partnerships with local business owners and help elevate their products to reach even more customers," Smith added.

Local grocers, restaurants, flower shops and pet stores can fill out a form at get.doordash.com/en-us/products/dashmart to work with DoorDash curators to get their products listed on the San Jose DashMart site at door-dash.com/convenience/store/1640106/.

Smith said that she and the DashMart team, most of whom live locally and can access work easily without owning a vehicle, enjoy fulfilling the needs of customers.

"I sure would have liked to have had access to essentials like we offer when I was going to SJSU," said Smith, a San Jose native.

Island paradise: A wave of island flavors has crashed onto a new beach scene at 29 N. San Pedro St. Dr. Funk rum house and tiki bar, opened Dec. 16 in the former Peggy Sue's in San Pedro Square. Owner **David Mulvehill** left the tropical-getaway décor to **Notch Gonzalez**, who has brought similar themes to San Francisco and Michigan.

Ken Wongdejnan of Five Points handled the drink menu, including 11 classics and nine original concoctions. The dead Man's Isle, Siren's Shore and Shipwreck (limit two per person) attracted the attention of customers during the opening days.

Still to come — food service from a "bad-ass sous chef who can establish a vibrant and hip menu as innovative and delicious as the drinks we serve," said **Genna Carr**, advertising director.

More information, including the legend of Dr. Funk, is at drfunksj.com.

Watching Downtown grow for 33 years

When **Michael Schwerin** started practicing law in downtown San Jose, **Tom McEnery** was the mayor, the most popular eatery in the neighborhood was the Woolworth lunch counter, and residents had just voted to build an arena down the street in hopes of attracting a professional sports team.



Michael Schwerin

Thirty-three years later, as Michael and his wife and law partner **Millie-Anne Sumcad** were literally counting down the days until their retirement at the end of the year, he took some time to share memories of watching downtown evolve from his perch on the corner of Market and Santa Clara Streets.

"My favorite thing has always been the parades. We have a great view from our office every Veteran's Day, and I will always remember watching the runner go by during the Olympic Torch Relay in 1996."

Schwerin also says he misses some mainstays of

the old downtown, like Manny's Cellar, which was a popular restaurant/bar that operated from the basement of the Fallon House until 1990, but he loves all the new restaurant choices at San Pedro Square and the San Pedro Square Market.

When asked what needs fixing, Michael noted that the homeless problem gets worse every year and he doesn't think downtown will be successful unless something is done. As an early-riser, he was often first to arrive and often encountered people sleeping in the parking structure.

"I was once chased and threatened by a man wielding a fire extinguisher as a weapon," he said. "I can laugh about it now, but it was pretty frightening at the time."

Originally from Chicago, Michael has a love for big cities and doesn't think San Jose is there yet.

"As high-rise buildings go up around us, it has been exciting to watch the skyline evolve. We're not there yet, but I think that will change when the BART extension is done."

The couple has been in various offices at 84 W. Santa Clara the entire time. "Now, it's time to enjoy the golf course," he said.

DOWNTOWN DIMENSION

San Jose Downtown Association
28 N. First Street, Suite 1000
San Jose CA 95113

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Editor-in-Chief: **Scott Knies**
Editor: **Rick Jensen**
Graphic Design: **Jessica Vuong**

From the Archives

10 years ago – January 2012 — Formed in 2007, the Property-Based Improvement District (PBID) presented its renewal proposal to provide enhanced cleaning, safety and beautification services downtown for a 10-year period.

15 years ago – January 2007 — Newly elected District 3 Council Member **Sam Liccardo** made high-rise residential development downtown a top focus.

20 years ago – January 2002 — Jose Theatre, the City's oldest theater built in 1905, was undergoing renovations and slated to open in summer 2002 as the Improv Comedy Club.

25 years ago – January 1997 — San Jose hosted its first National Hockey League All-Star Game with a week of activities. Organizers expected 100,000 visitors and 6,000 room nights.

Downtown Facts

Tallest Downtown Buildings	Feet
Miro	298
The 88	286
City Hall	285
488 Almaden Blvd.	280
Three Sixty Residences	270

Sources: Bayview Development, Wikipedia

Groundwerx Employee of the Month — Jose Rodriguez

Jose Rodriguez, who joined Groundwerx in October 2020, is Employee of the Month for November. Jose works the heavy equipment, including power washer, cleaning block after block. He also collected five tons of trash during the month.

