

BUSINESS | GROWTH & DEVELOPMENT

Name that downtown tower

Bosa gets minor design change, seeks name for 41-story condo project

By Roger Showley 3 P.M. MAY 22, 2015

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The unnamed Bosa condo project is being built on the south side of Broadway at Pacific Highway. — Civic San Diego/Kohn Pedersen Fox Associates

Bosa Development is turning to the public to name its next condo tower.

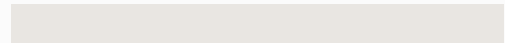
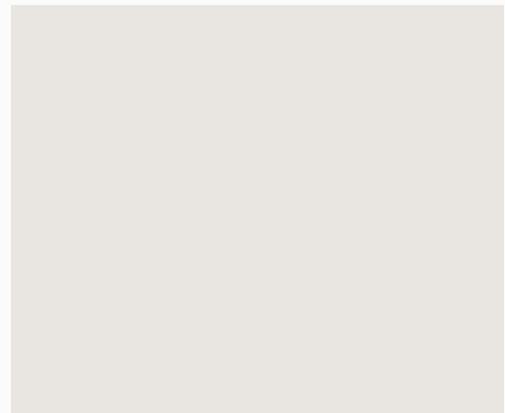
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The 41-story, 216-unit project south of Broadway at Pacific Highway is under construction and expected to offer units starting at around \$1 million each when it opens by 2017. The floor plans are designed to range from 890 to 5,395 square feet. Commercial space on the ground floor is to contain 15,982 square feet.

"We are looking to you to help us name it," Bosa says online at rethinkdowntown.com and in print advertising.

Bosa has previously chosen its names without a contest. They range from the two-tower Grand at Santa Fe Place west of the Santa Fe Depot to Discovery on Cortez Hill. Currently trending names, Bosa says, are Pacific Broadway, Nautilus and Pacific Heights.

The deadline for submission is May 31 and the winner will receive \$5,000. In the submission form, participants are asked to offer three words that come to mind when they hear "downtown." They're also asked to say what urbanization means to them; what downtown needs; and why living downtown is beneficial.

It isn't clear if the winning name will also be applied to the near-twin immediately north across Broadway that is going through the approval process.

As part of the naming contest, Bosa is planning to open a exhibition space downtown to show how Centre City has "renewed itself time and again and builds for the future."

Both buildings are designed by Kohn Pedersen Fox and would be tallest condo towers on the downtown waterfront.

Civic San Diego's board earlier this week approved a minor design change to the south tower that would combine two penthouses into one and rearrange some of the terrace space.

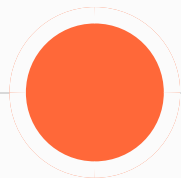
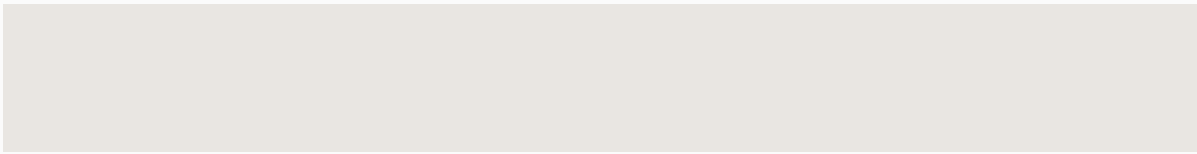
During discussion, board member Ted Shaw commented on Bosa's decision to pay a \$3.2 million in-lieu fee for affordable housing when he'd rather prefer that such projects include those units within the same building, according to senior planner Scott Glazebrook.

COMMENTS

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