COUNCIL AGENDA: 09/16/2025
FILE: 25-980
ITEM: 10.2

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: Mayor Mahan
Councilmember Tordillos
Councilmember Mulcahy
Councilmember Candelas
Councilmember Casey

SUBJECT: SEE BELOW

DATE: September 12, 2025

Approved: Matt Mahan, Anthony Tordillos, Michael Mulcahy, Domingo Candelas, George Casey

SUBJECT: Renaming of a Street Segment of North Almaden Boulevard to "Little Italy Way."

RECOMMENDATIONS:

1) Adopt a resolution approving the renaming of an approximately 400-foot segment of North Almaden Boulevard extending from West St. John Street to West Julian Street to "Little Italy Way."
2) Confirm the Memorandum authored by Mayor Mahan and Councilmembers Salas, Mulcahy, Candelas, and Casey, and approve staff's recommendation to rename Street Segments of West St. John Street, North Almaden Boulevard, and Santa Teresa Street, to "Sharks Way."

BACKGROUND:

Renaming North Almaden Boulevard between West Julian Street and West St. John Street as "Little Italy Way" enhances the already distinctive "gateway arch" into the district and strengthens its role as a vibrant cultural and culinary destination. This designation celebrates the community's success in revitalizing a historic neighborhood while establishing a clear anchor point for visitors moving between Little Italy, San Pedro Square Market, Arena Green, and the SAP Center.

Coordinating this change with the previously directed renaming of "Sharks Way" will create a unified district identity that highlights two of San José's recognized brands: its Italian cultural heritage and the San Jose Sharks. Together, Little Italy Way and Sharks Way will reinforce wayfinding, stitch districts, and provide a more memorable sense of arrival into downtown from the west side.

With major events on the horizon — including Super Bowl LX, NCAA March Madness, and FIFA World Cup matches — this corridor is poised to host thousands of visitors from across the nation and the world. Aligning the street names with nearby landmarks will not only enhance the visitor experience but also encourage greater exploration of San José's cultural, entertainment, and hospitality offerings.

Recent investments have already elevated this district, including the installation of the Little Italy crosswalks, four new pickleball courts at Arena Green East, landscape and lighting improvements in Guadalupe River Park, Milligan parking lot, establishment of one of San José's first entertainment zones, and $1.65 million in upgrades for streetlights along Sharks Way and Little Italy Way to start in 2026. In addition, the Stitching Districts coalition of stakeholders including San Jose Sharks, Little Italy, Guadalupe River Park Conservancy, San José Downtown Association, San Pedro Square Market, Mayor, District 3 & 6 Council Offices, and Parks, Recreation, and Neighborhood Services continue to execute with enhancements with much more to come. These improvements underscore the need for street designations that reflect the district's new stature. The naming of Little Italy Way complements Sharks Way while reinforcing San José's identity as a city of culture, sports, and entertainment. Together, these efforts will create a seamless, welcoming corridor that connects residents and visitors to some of the city's most iconic destinations.

The signers of this memorandum have not had, and will not have, any private conversation with any other member of the City Council, or that member's staff, concerning any action discussed in the memorandum, and that each signer's staff members have not had, and have been instructed not to have, any such conversation with any other member of the City Council or that member's staff.