



SAN JOSE  
**PARKS, RECREATION &  
NEIGHBORHOOD SERVICES**

# **Urban Confluence Silicon Valley Project Update**

**Neighborhood Services and Education Committee**

**June 9, 2022**

**Presented by:**

**Nicolle Burnham, Deputy Director, PRNS**

**Steve Borkenhagen, Executive Director, San Jose Light Tower Corporation**

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# Breeze

OF

# INNOVATION







# A Spectacular Design

APPROPRIATE FOR THE SPIRIT OF THIS EXTRAORDINARY REGION.

Intended to sway in the wind, **Breeze of Innovation** utilizes the natural movement of hundreds of dynamic rods to create a dramatic visual effect while generating power to light the structure, giving it a strong presence both day and night.

Breeze of Innovation envisions a conical void within the 200- to 300-foot-tall project, creating a unique vertical space, multiple levels of walkways, and a dramatic viewing platform offering incredible 360-degree views from the top. The design will also incorporate indoor and outdoor exhibition spaces and room for a café, among other features meant to inspire interaction and activation of the site and surroundings.

This bold destination landmark will provide a major enhancement to downtown San José and a significant catalyst for Silicon Valley culture.

This is our opportunity to:

Create public park space that serves as a social equalizer by providing access to all.

Enliven the urban environment with an iconic architectural and artistic landmark.

Drive regional economic development by attracting residents and visitors to the downtown San José area.

Transform existing outdoor environments into top-notch urban spaces that include dynamic activation.

Inspire environmental stewardship and energy innovation through sustainable design and integration of the existing landscape.

Foster community pride among citizens of San José and all of Silicon Valley.

Pioneer the standard for diverse, multi-generational cooperation in building a community legacy for Silicon Valley.



# What Matters

TO YOU AND TO US... INVESTING IN OUR FUTURE

## **Cost, Timing, and Capital Campaign**

The cost to realize Breeze of Innovation will be \$100 to \$200 million. Urban Confluence Silicon Valley's intention is to raise all the necessary funds from private fundraising and gifts in kind and to have all funds raised before groundbreaking.

With generous community support, we have raised over three million dollars from friends, family, and a small number of companies and foundations to do the necessary work to date.

Urban Confluence Silicon Valley is confident that all the funds required can be raised with the guidance of our professionally managed capital campaign.

We have retained CCS (Community Counselling Service), a highly regarded fundraising management firm, to assist in the planning of the fundraising campaign.







# Additional Study of Plaza de Cesar Chavez

Following deep analysis of Arena Green (the site approved by the San Jose City Council on May 4, 2021), Urban Confluence has decided to pause work at Arena Green in order to carefully analyze the possibility of placing Breeze of Innovation at Plaza de Cesar Chavez (a possibly superior site also studied in the February 2019 Steinberg Hart site study) instead of Arena Green. This analysis is ongoing. An update will be presented to the NSE committee in September of this year.



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