

# URBAN CONFLUENCE

## SILICON VALLEY

A PROJECT OF SAN JOSÉ LIGHT TOWER CORPORATION

# COMPETITION BRIEF

REVISED MARCH 2020

**SUBMISSION DEADLINE EXTENDED TO JULY 1, 2020**

Entries due electronically by 11:00 PM PDT (Pacific Daylight Time)





Inspire



Revised March 2020

Activate



Design



Iconic

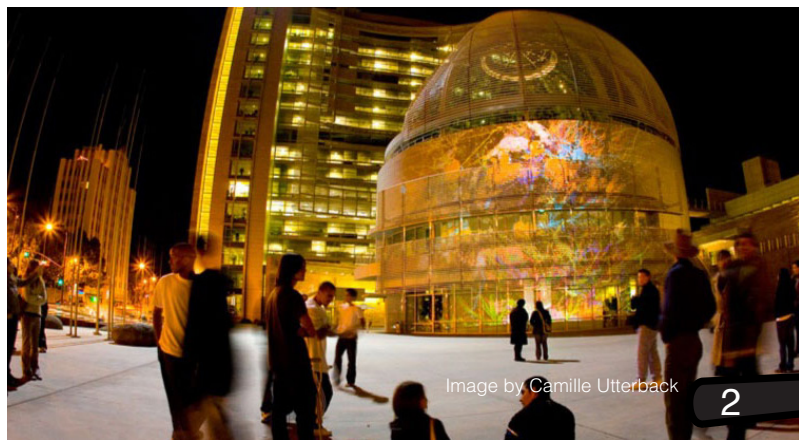


Image by Camille Utterback

legendary

# Welcome

to Urban Confluence Silicon Valley, a world-wide open ideas competition to select a spectacular design for a global iconic landmark that **advances humanity** in the world's epicenter of **innovation!**

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In the gateway of Silicon Valley, at the confluence of two rivers, the world connects. San José Light Tower Corporation plans to build the most meaningful structure in the history of this hotbed of opportunities and present it as a gift to San José, Silicon Valley, and the world.

Our idea: Combine the spirit of the Eiffel Tower with the breathtaking gift of the Statue of Liberty, add the possibility of civic transformation witnessed with the Guggenheim Bilbao, mix with the profound power of majestic landscape, and . . .

Think extraordinary illumination, a passion for place-making, harmony with nature. This is the design opportunity of a lifetime, and we are thrilled to invite you to work with us to create an icon that produces an urban identity for this **unique valley of possibility.**

The competition is open; the desires are clear. The only requirement is passion to create a must-see landmark that will enhance community life in America's tenth largest city while reflecting the extraordinary legacy of this remarkable global center of life-changing thought. The competition seeks a transformative design complete with dramatic lighting, a net-zero energy approach, and an impressive physical presence that will become a powerful and enduring symbol of how Silicon Valley operates as a bridge from past to present to future. Urban Confluence Silicon Valley can be a structure, an object, a sculpture, a work of architecture—with an activated landscape enjoyed both day and night.

# Think...





**THIS IS A MAGICAL PLACE WHERE THE  
PIONEERS OF TECHNOLOGY FOREVER  
CHANGED THE WORLD.**

Image by Visit San José

San José Light Tower Corporation invites visionaries, place-makers, architects, artists, designers, students, and dreamers to help define the identity and spirit of this extraordinary region, to reflect the breathless sense of possibility we all feel, and to propel the influence of innovation and hope into a world-class landmark.

We want to bring to built life the visceral feeling of vibrant progress that threads its way through our beloved environment, while at the same time protecting the existing landscape in the midst of urban sprawl.

**IT'S TIME FOR THIS  
EXCEPTIONAL LAND OF  
DISRUPTION TO REFLECT  
THAT POWER, AND TO  
CREATE A PHYSICAL  
EXPRESSION OF ITS  
PEOPLE'S INGENUITY.**



# Let's create

## a 21<sup>st</sup> Century Masterpiece

Welcome, established superstars.  
Welcome, first-timers. Whether you are a renowned artist sketching in the hills of Tanzania, a starchitect in Beijing, a just-licensed architect in New York, a lighting designer in Paris, or an engineering student in San José—we are ready for you to submit. We are excited to see your ability to absorb the momentous vitality that San José and Silicon Valley have always enjoyed and mold this energy into an iconic landmark.

Urban Confluence Silicon Valley is a competition for tomorrow, and the day after tomorrow, and the day after that, and then—once we build what you have imagined—the years after that. Join us as we work together to create an international attraction that will inspire future generations and make a compelling statement about our enduring values for the world to see.





IN THE VALLEY *of* OPPORTUNITIES...

AN

*icon*

AWAITS



# About

The San José Light Tower Corporation

The Competition is managed by the San José Light Tower Corporation, a not-for-profit organization led by residents of San José and other Silicon Valley cities who are passionate about downtown San José and the role that design can play in building community. Through exceptional fundraising efforts and relationship building, this group has developed a strong working partnership with local government and philanthropy.

Although the idea for the competition was inspired by the San José Electric Light Tower (constructed in 1881 in downtown San José and collapsing during a storm in 1915), the competition does not seek a replica or re-interpretation of this structure. Submitters are encouraged to use unique yet environmentally sensitive lighting in their submissions; however, all should consider the original light tower only as an inspiration, and not as a model for replication.

## Background

San José is America's tenth largest city (population 1,035,000) and the largest urban center in Silicon Valley, fueling the imagination of the world as the global center of innovation and technology. In spite of these unique virtues, there is no defining artistic or architectural landmark in the region.

With a Mediterranean climate, a highly educated and diverse work force, proximity to world-class universities, and access to immense financial capital, the region is poised to make a design statement that both defines and connects its people.

Civic leaders, working with local government, have selected a site (Arena Green) within walking distance of Diridon Station, the transportation hub referred to as "the future Grand Central Station of the West".

Anticipated growth in the downtown area could include up to 14,000 residential units, over 15 million square feet of commercial and retail space, one million square feet of retail, and approximately 3,600 hotel rooms.

Across the street from the competition site is SAP Center at San Jose, home to the San José Sharks of the National Hockey League. Each year this arena hosts approximately 175 events featuring world-class athletes and entertainers from around the world and attracting more than 1.5 million visitors. The site is across West Santa Clara Street from the future Google Downtown West Mixed-Use Plan.

The landmark will be located in a downtown city park, at the confluence of Los Gatos Creek and the Guadalupe River. The icon will be a catalyst for the reinvigoration of the three-mile-long Guadalupe River Park and Gardens.

Let's create a destination



# Quick Guide

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1

Carefully read the Competition Brief revised March 2020

2

[Register Here](#) to enter the competition.

3

Review all studies in [Resources for Submitters](#).

4

Review [Phase 1 Revised Submission Requirements](#).

5

Review [Phase 2 Information](#) and [Stipend](#).

6

Review [Terms of Use](#).

7

*Design!*

8

Attend optional webinars and/or optional site visits. Dates will appear on Urban Confluence Silicon Valley website. All registrants will receive advance notification.

9

Submissions are due by July 1, 2020 at 11:00 PM PDT (Pacific Daylight Time).

10

All submittals will be posted on the Urban Confluence Silicon Valley website after the submission deadline.

11

Up to 50 submissions will be recommended by the Community Competition Panel for a public exhibition during Summer 2020. The Jury will consider and have access to all submissions.

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## SUMMER 2020

Three finalists will be selected by The Jury.

The three finalists will make presentations of their final refined project proposals to The Jury, and a single winner will be selected by The Jury.



# Call for Entries

The San José Light Tower Corporation announces the launch of Urban Confluence Silicon Valley (The Competition), an international open ideas competition.

Embracing the theme of innovation in the advancement of humanity—this world-class artistic or architectural iconic landmark will serve as the heart of the community. Representing the region with prestigious allure, while creating a destination for people of all ages and abilities, residents and visitors alike.

In community meetings, local residents have affirmed their aspiration that the icon should provide spectacular lighting elements and views of the surrounding cityscape from the project site.

The competition seeks ideas for activation of the site. Cafes, restaurants, bars, and other public spaces are allowed in submitters site plans and activation strategies, but they are not mandatory.

Subject to heights and other limitations outlined within this brief, successful submissions will demonstrate place-making strategies for day and night activities that include unique environmentally safe lighting elements. Entrants are encouraged to explore opportunities for public viewing including automobile drivers on State Route 87 (east of Arena Green) and Interstate 280 (south of Arena Green).

## Challenge

The Competition has two phases. Phase 1 is an “open ideas competition” that invites [eligible](#) individuals and multidisciplinary teams of artists, architects, urban planners, landscape architects, students, designers, engineers, and anyone with a passion for place-making to submit ideas. At the end of Phase 1, a highly qualified independent Jury will select three finalists (individuals or teams) from the open competition.

In Phase 2, the three finalists will each receive a [\\$150,000 stipend](#) to refine their project proposals. At the end of Phase 2, The Jury will choose a single winner from the three finalists’ designs.

*Anyone with a passion for place-making is welcome to submit.*



# Design Objectives

Submissions should respond to these design provocations.

## HOW MIGHT WE:

- Create an iconic destination that builds civic pride and welcomes diverse communities from throughout the world?
- Celebrate the culture of innovation of the region?
- Invoke net-zero energy design principles in the design of the site?
- Establish a strong visual presence during the day, at night, and at a distance?
- Demonstrate respect for the environment within the Los Gatos Creek/Guadalupe River area while using environmentally sensitive unique lighting? (subject to limitations described in [Resources for Submitters](#))

## BUDGET

There is no specified budget for construction of the project at this time.



# Design Phases

The Competition is a multi-step judging review process

## PHASE 1

### Phase 1-Step 1

Following the submission deadline (July 1, 2020), entries will be displayed online for public comment. All submissions are anonymous, and only referred to by a submission number.

### Phase 1-Step 2

The Community Competition Panel will review entries and recommend up to 50 entries to The Jury. These entries will be printed with their submission number and exhibited in San José at a public exhibition in Summer 2020. Public comment will be shared with The Community Competition Panel and The Jury. By submitting an entry, entrants agree to the public display of their submissions. The Community Competition Panel will be comprised of local architects, artists, designers, and community leaders.

### Phase 1-Step 3

The Jury will select three entries as competition finalists and announce them in Summer 2020 at a public event.

The Jury will be comprised of local, national, and international professionals including architects, artists, place-makers, local residents, and environmentalists.

The only entrants' names to ever be revealed will be those of the three competition finalists.

**THERE IS NO FEE TO ENTER**

**SAN JOSÉ LIGHT TOWER CORPORATION SHALL NOT BE LIABLE FOR ANY COSTS INCURRED BY ANY ENTRANT IN THE PREPARATION OF SUBMISSIONS.**

## PHASE 2

In Phase 2, the three finalists (individuals or teams) will each receive a \$150,000 stipend to refine their project proposals.

During this phase of the design process, submitters will meet with government agencies and the San José Light Tower Corporation Board of Directors related to the Phase 2 Information and Criteria.

Later in 2020, the three finalists will make presentations of their final refined project proposals' designs to The Jury, and a single winner will be selected by The Jury.



# The Jury



**JON BALL**

Chair of the Board of Directors, San José Light Tower Corporation



**JULIE CHANG**

Contemporary Artist



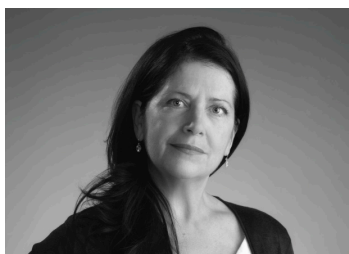
**SUSAN CHIN, FAIA**

Executive Director, Design Trust for Public Space



**JON CICIRELLI**

Director, City of San José Department of Parks, Recreation & Neighborhood Services



**JULIA CZERNIAK**

Associate Dean, Professor of Architecture, and Landscape Architect



**KATJA IRVIN**

Sierra Club Loma Prieta Chapter



**LISA IWAMOTO**

Architect / Professor / Structural Engineer



**DAAN ROOSEGAARDE**

Dutch Artist and Innovator



**ERIN SALAZAR**

Artist, Executive Director Exhibition District San José



**JODI STARBIRD**

President of the Board of Directors, Guadalupe River Park Conservancy



**ROB STEINBERG, FAIA**

Urban Designer / Architect



**JERRY VAN EYCK**

Landscape Architect / Industrial Designer / Professor of Landscape Architecture

Jury decisions will be based solely on the materials submitted. A single winner will be selected by The Jury.

Please Note: The Jury composition may change as a result of the new submission deadline or circumstances beyond our control.



# Attention

Submitters are encouraged to study the Urban Confluence Silicon Valley website information for updates including the overall competition schedule, Frequently Asked Questions (FAQ), dates and times of optional webinars, and optional site visits. Video of these events will be available on the website.

## ANONYMITY

The Competition is anonymous. Entrants are required to omit any identifying marks such as personal, company, or institutional names, logos, websites, or email addresses that would violate the anonymity of the submitters in any of the submission materials (Design Presentation Boards, Project Statement, Project Summary, and optional Video). If an Entrant mistakenly includes any identifying marks in any materials submitted, the Entrant risks being disqualified from the Competition, so please review submissions carefully to ensure that anonymity is preserved.

The Jury or CCP will not solicit or receive any information regarding the authorship of entries submitted in Phase 1.

Entrants must not communicate with any member of the Jury or the CCP about the Competition or their entries in any way prior to the official public announcement of the results of Phase 1. Any entrant, juror, or member of the CCP found in violation of this rule will be disqualified immediately.

The only entrants' names to ever be revealed will be those of the three competition finalists.

## ELIGIBILITY

The Competition is open to all interested parties worldwide, regardless of age, discipline, and professional status, with the following exceptions and qualifications:

The following individuals and firms are not eligible to participate in the Competition:

- Board of Directors, employees, and immediate family members (spouses, children and parents) of the directors and employees of San Jose Light Tower Corporation (SJLTC).
- Individual members of the competition Jury or Community Competition Panel (CCP).
- A current firm or employer, and immediate family members (spouses, children and parents) of the individual members of the competition Jury or CCP.
  - *An employee of a Juror or a member of the CCP is eligible to submit an entry if that entry has been prepared without any assistance from the Juror or member of the CCP, including but not limited to providing advice, materials and facilities. (See Anonymity adjacent).*

No members of the Jury or Community Competition Panel can assist an entrant, or act in any capacity to advise or aid an entrant in the development or presentation of his/her/its Entry.

All jurors are bound by the rules of this competition.

An entry can be submitted by an individual, a team, or a firm/studio. Entrants are encouraged to work in multi-disciplinary teams.

Entrants assume all responsibility for ensuring that their Entry arrives before the stated deadline. Timely delivery of the Entry is the sole responsibility of the entrant.

SJLTC shall not be liable for any costs incurred by any entrant in the preparation of a Submission.





Photo of competition site and adjoining park lands.  
See [Site Map](#) for competition boundaries  
in Resources for Submitters.

# The Site

At the confluence of two urban rivers lies the site of the world's next iconic landmark.

What will it be?





# The Site

Located on the critical artery of West Santa Clara Street next to the SAP Center (a popular sports and entertainment venue), the competition site is Arena Green at Guadalupe River Park and Gardens, a City of San José downtown park. The site is across the street from the 6-8 million square foot future transit-oriented Google Downtown West Mixed-Use Plan and is only two blocks from Diridon Station, soon to be transformed into one of the most prominent transportation hubs in the United States, with an expected ridership of 140,000 per day by 2040.

This multi-modal station will include county light rail and buses, BART (regional transit system), Caltrain (California train system), a potential new high-speed rail network (California transit system), and Amtrak (national train system). All of these developments provide ample potential for growth of restaurants, bars, retail stores, hotels, service businesses, and residences within the area.

The total area of Arena Green at Guadalupe River Park & Gardens is approximately 14.3 acres (621,000 SF).

Various limitations (including the riparian corridor surrounding the Guadalupe River and Los Gatos Creek) restrict buildable area on the competition site to:

#### **West Side available area**

= approximately 3.2 acres (141,000 SF)

#### **East Side available area**

= approximately 1.7 acres (76,000 SF)

#### **Total available area**

= approximately 5.0 acres (217,000 SF)

The site contains a number of attributes that entrants should carefully consider in their submissions. These include:

- Ecology of the site
- River and creek
- Underground flood control systems
- Public art works that are site specific that may not be moved
- Proximity to the Norman Y. Mineta San José International Airport

Detailed maps and studies are available in [Resources for Submitters](#).

## CREATIVE PLACE-MAKING

Americans for the Arts says “Creative Place-making is generally understood as the use of arts and culture by diverse partners to strategically shape the physical and social character of a place in order to spur economic development, promote enduring social change, and improve the physical environment”.

*Feel the vitality*



# Environmental Considerations



Image by Robert A. Bothman Construction

Respecting the environment and enhancing the ecology of the site are important values for the community. The site spans the confluence of the Guadalupe River and Los Gatos Creek, providing two banks on which a project can take place. Designs on both sides of the waterways must take into consideration the preservation of the riparian corridor habitat and a 100-foot setback from the tops of banks.



# Environmental Considerations

In preparation for The Competition, the Board of Directors of the San José Light Tower Corporation engaged well-respected lighting experts and biologists to develop recommendations to enhance the natural environment. Individuals and teams submitting designs are required to review the [Lighting Report](#) and [Biology Report](#).

The Guadalupe River Park Conservancy (GRPC), a local non-profit organization, provides community leadership for the development and active use of the Guadalupe River Park and Gardens through education, advocacy, and stewardship. This organization, in cooperation with the City of San José Department of Parks, Recreation, and Neighborhood Services (PRNS), oversees development in the three-mile-long Guadalupe River Park and Gardens.

The competition site will be an important catalyst in transforming the area.



# Aviation Considerations

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The site is beneath the flight paths of the Norman Y. Mineta San José International Airport and has limitations related to height and noise. The airport served 14.3 million passengers in 2018 with 200+ peak daily departures, activity levels that are projected to increase in the future. The recommended maximum allowable height for structures under FAA airspace safety criteria is approximately 200 feet above ground.

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Details are in Resources for Submitters.

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In particular, competition entrants are advised that:

- Up-lighting may not extend beyond structure heights
- No strobe lights may be used
- Designers should consider the overall lighting design from a pilot's perspective and not have the overall lighting design, as seen from 2,000 feet, in any way resemble a runway approach
- Lighting in proximity to the creek and river must be environmentally suitable for riparian habitats
- Solar panels (and any other reflective materials) placed on the roof of any structure should be designed to minimize glare and should incorporate *bird-safe design*





# Additional Considerations

Existing public art and amenities on the site that cannot be moved or altered:

- Guadalupe River Trail
- Tributaries Monument
- San José Vietnam Memorial
- Weaver's Gift
- Five Skaters (including the reflecting pool, pillars, and metal stands)

Existing amenities on the site that cannot be moved but can be activated and improved:

- St. John Street Overlook Plaza
- Confluence Point
- Santa Clara Street Overlook Plaza
- GRPC Satellite Visitor Center (planned to be used for park-serving commercial and visitor services)
- The existing bridge can be modified but the structure must remain.

Existing aspects of the site that can (or are already planned to) be modified or relocated consistent with City of San José ordinances. They can be relocated on-site or off-site:

- Tennis Courts
- Children's Carousel
- Tot Lot & Playground
- Trees (including palm trees)

Donor recognition elements, including benches and plaques, must be preserved, but may be relocated **on-site** with approval of GRPC and PRNS in coordination with the donors.

## ROLE OF TECHNOLOGY

Technological advancement can become outdated quickly, therefore, interested individuals and teams may consider technology in developing ideas for their submissions, however the use of advanced technology is not mandatory.

Submissions are expected to be for an enduring landmark that expresses the ever-changing magic, culture and spirit of innovation in Silicon Valley.

# How to Submit

SUBMISSION DEADLINE EXTENDED TO JULY 1, 2020 AT 11:00 PM PDT

## IMPORTANT INFORMATION:

- This is a digital competition and hard copies will not be accepted.
- The Competition uses [Submittable](#) for its online submission process.
- Narratives must be in English.
- The submission must NOT include any identification marks such as personal, company, or institutional names, logos, websites, or email addresses that would violate the anonymity of the submitters in any of the submission materials.
- Late submissions will not be accepted.
- One submission is allowed per email address.
- All entrants are advised to keep a copy of their submissions. The competition will not return any submissions to entrants.
- Entrants will receive a confirmation email immediately after submitting.

## REVISED SUBMISSION REQUIREMENTS

### Project submittals MUST contain the following files:

1. Design Presentation Board File: Project submittals MUST contain one (1) PDF file containing two (2) boards with project information including the official Site Map Image. Your Site Map Image can be any size you like on the Design Presentation Board.

Submitters are encouraged to submit plans, sections, and perspectives (renderings), but those who do not supply these items will NOT be disqualified.

Submitters are encouraged to submit all the information in this presentation they consider necessary to fully explain their proposals. Words describing submissions are permitted on the Design Presentation Boards. Each of the two boards must be 24" X 36" in either HORIZONTAL or VERTICAL format. The resolution of the boards must be minimum 300dpi and saved as one PDF file.

There are 2" x 2" empty boxes in the upper right-hand corners of the two boards, which the competition will use for numbering. Submitters must leave these boxes empty.

This PDF file must be named **DesignPresentationBoard.pdf**

2. One Word file containing the Project Statement on how it addresses the Competition Design Objectives included throughout the Competition Brief. Your statement must be no more than 400 words.

This statement or any portion of it is allowed to be included on the two "Design Presentation Boards", but it is NOT required to be on the boards.

This file must be named **ProjectStatement.doc**

3. One Word file containing the Project Summary. Your summary must be no more than 100 words. The Project Summary may be used by The Competition in promotional materials. This statement or any portion of it is allowed to be included on the "Design Presentation Board", but it is NOT required to be on the boards.

This file must be named **ProjectSummary.doc**

4. Video Rendering (Optional/Not Mandatory). Submitters are permitted to upload/attach videos to their submissions. Videos MUST be one of the following file types: mp4, mov, avi, mpg, 3gp, flv, webm, wmv, mkv, m4v. Maximum file size is 400MB and maximum length is 30 seconds. For anonymity purposes, submissions must NOT contain any links.

This file must contain the words **"VideoRendering"** in the file name.

Please Note: If any of your individual files are larger than 400MB, please contact [competition@UrbanConfluenceSiliconValley.org](mailto:competition@UrbanConfluenceSiliconValley.org) for further assistance.



# Information for Finalists

In Phase 2, the three finalists (individuals or teams) will each receive a \$150,000 stipend to refine their project proposals.

[Phase 2 Information](#) and [Stipend](#).

Finalists will be announced at a public event and promoted through traditional and social media. Each of the three finalists will be required to meet with leaders from the San José Light Tower Corporation and local government entities to discuss their proposed design in depth.

At the discretion of the San José Light Tower Corporation, finalists may be encouraged to seek additional technical expertise to refine their proposals.

If necessary, San José Light Tower Corporation will help finalists identify additional project team members, such as, but not limited to:

- Licensed California landscape architect
- Licensed California architect
- Licensed California structural engineer
- Lighting designer/artist

The Jury will select a single winner in late 2020. Then a community meeting will take place and the winning design will be presented to the San José Light Tower Corporation Board of Directors and government entities in the City of San José, including the City Council, for approval.

THE COMPETITION ENDS ONCE THE WINNING ENTRY IS CHOSEN BY THE JURY  
AND APPROVED BY THE CITY OF SAN JOSÉ.

[Click Here](#) to register and submit

QUESTIONS?  
[competition@urbanconfluencesiliconvalley.org](mailto:competition@urbanconfluencesiliconvalley.org)



# Inspire



# Connect



# Ingenuity

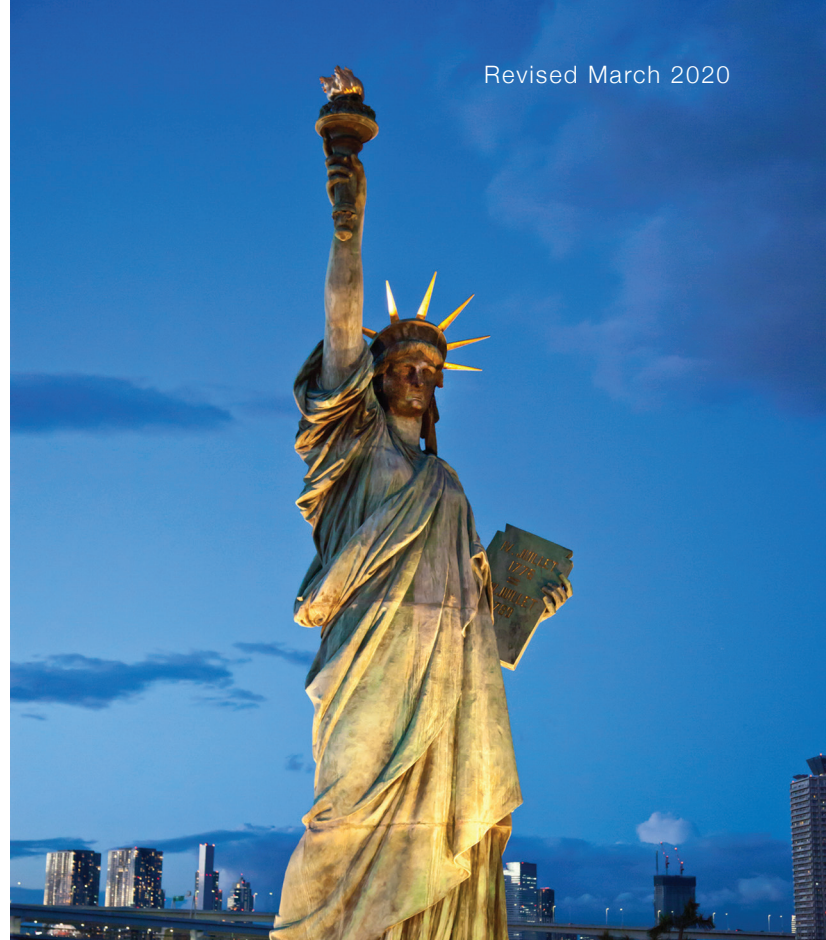


# Future



# Vitality





IN THE VALLEY *of* OPPORTUNITIES...

AN

*icon*

AWAITS



Embrace

Imagine

Design

Think

Create

Iconic

Explore

Engage

Big



URBAN  
CONFLUENCE  
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