



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Mayor Matt Mahan
Councilmember Pam Foley

SUBJECT: SEE BELOW

DATE: 04/14/2023

Approved

Date

04/14/2023

SUBJECT: Actions Related to the Urban Confluence Silicon Valley Breeze of Innovation Project

RECOMMENDATION

Approve staff recommendation with the following additions:

1. Direct staff to prioritize exploring and implementing upgrades to Plaza de Cesar Chavez including, but not limited to:
 - a. Expanding the park area by reducing traffic lanes and/or parking
 - b. Installing permanent or semi-permanent event infrastructure
 - c. Expanding and upgrading the outdoor stage/amphitheater
2. Direct staff to explore establishing a park conservancy charged with development and active use of Plaza de Cesar Chavez.
3. Direct staff to continue to ensure the San José Light Tower Corporation reimburses the city for all staff time associated with project delivery.

BACKGROUND

We're excited about the passion and excitement around the City of San José receiving a privately donated and privately funded iconic structure from the San José Light Tower Corporation.

As we move forward, we should prioritize the development of Plaza de Cesar Chavez as an expanded cultural site used for music festivals, cultural events, and support Plaza de Cesar Chavez's evolution into an expanded and more vibrant destination for residents and visitors alike.

Our recommendations are not intended to put additional requirements or hindrances to the San José Light Tower Corporation project, but rather outline a future vision of a greater Plaza de Cesar Chavez.

Gustave Eiffel personally funded most of the Eiffel Tower in Paris. Similarly, the Space Needle in Seattle was funded through private financing, creating an iconic landmark and tourist destination for the city. Great cities have great projects largely donated to the city as a gift.

We look forward to the San José Light Tower Corporation working hand in hand with the community, fundraising for their project, and developing a world-class iconic structure in the heart of Downtown San José.