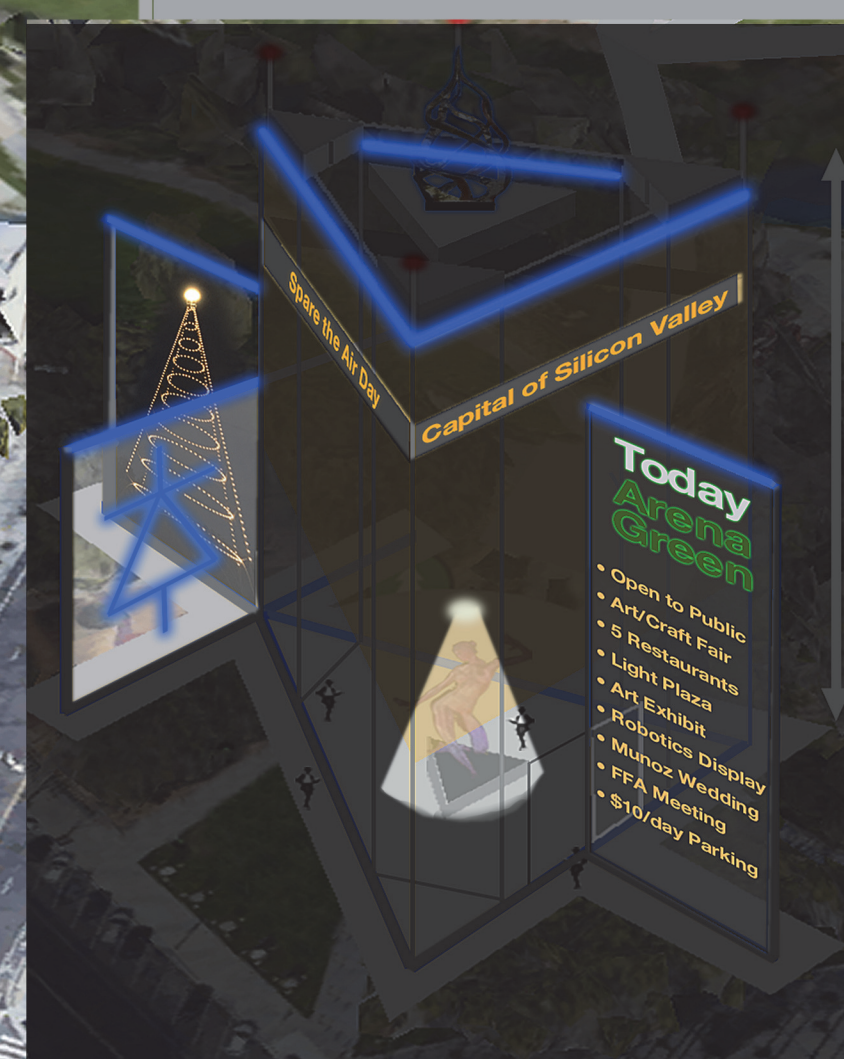
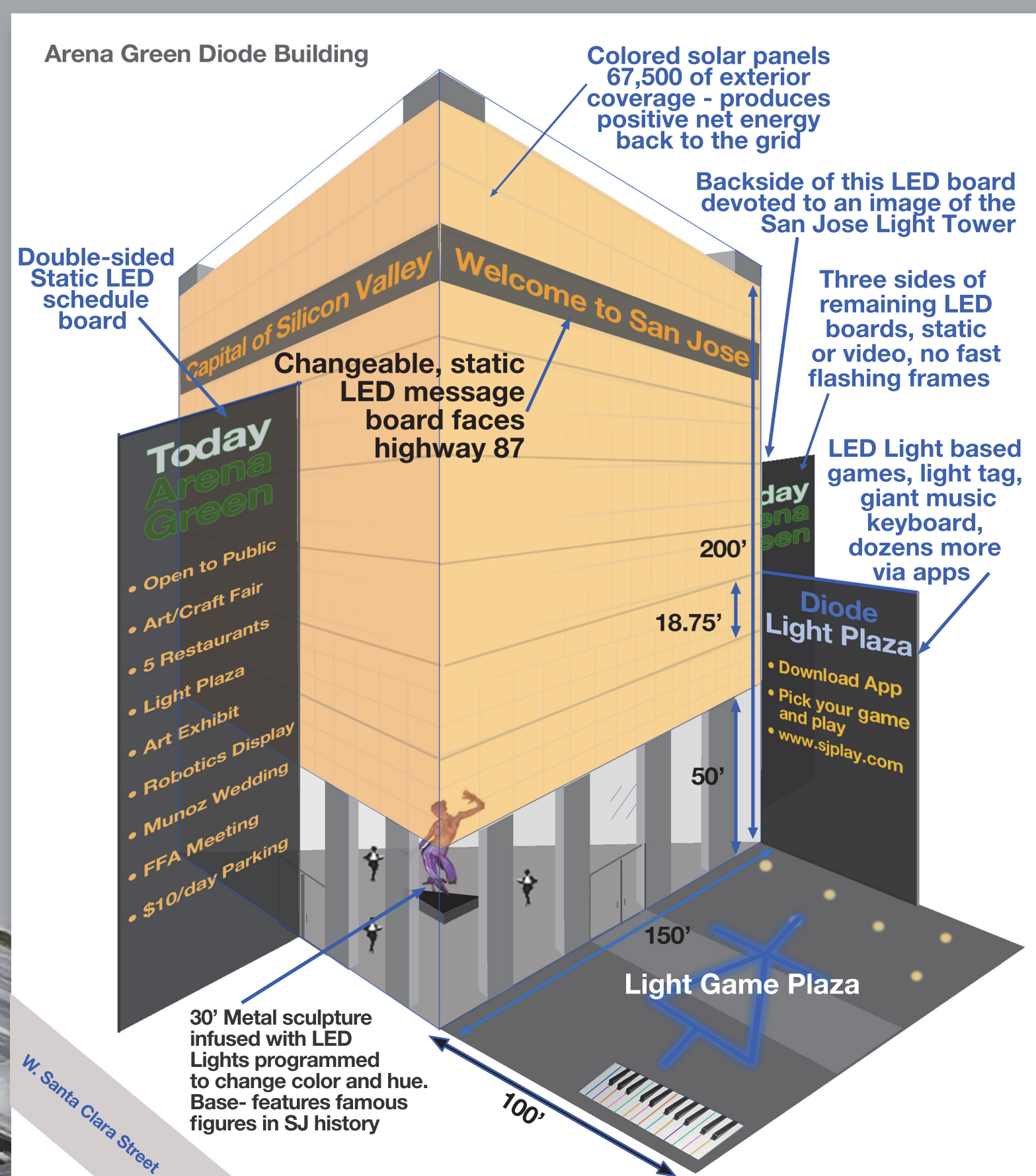


San Jose Icon Project - Board 1

The Diode at Arena Green — moving San Jose forward

This proposal brings together the two most significant advances that have changed San Jose. Those advances are the agriculture development of the late 1800's to late 1900's (see board 2) and the high technology boom that began in the 1960's and continues today.

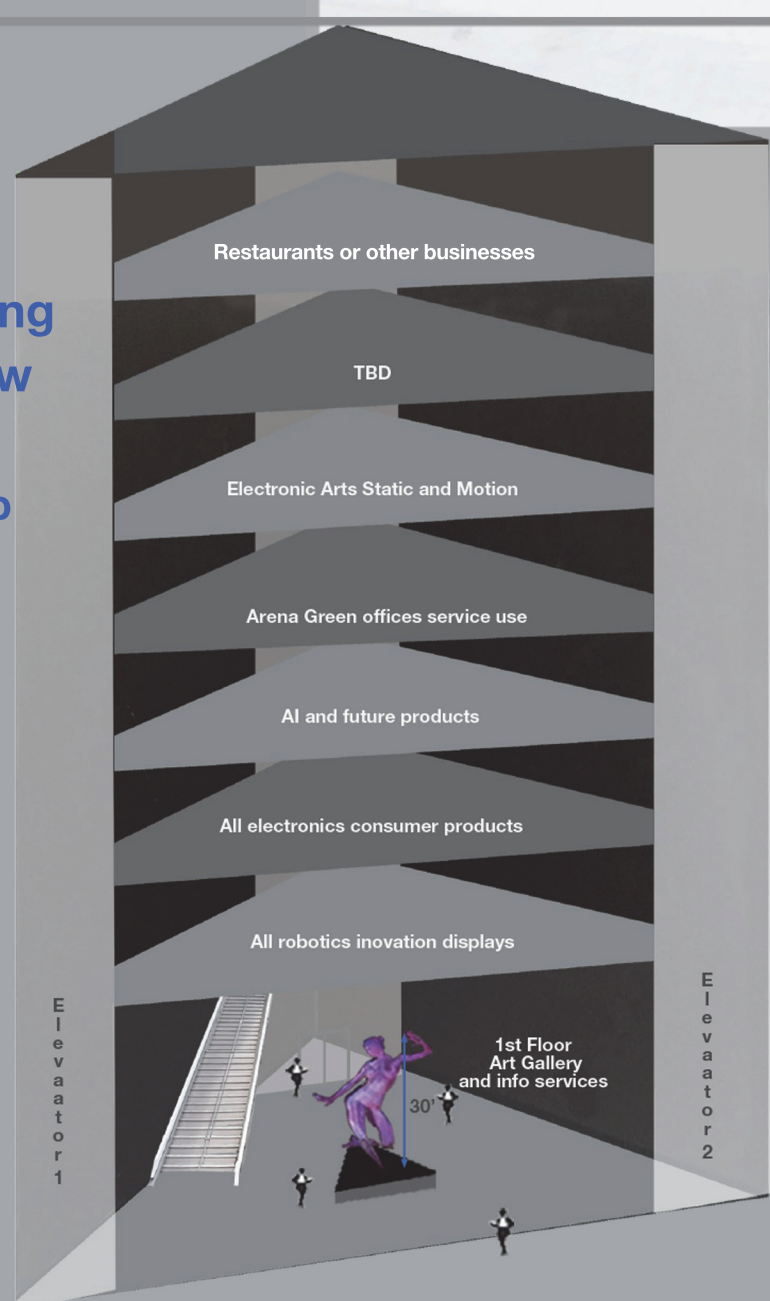
The Diode is basic to nearly all electronics - a Diode allows currents passing through to move in a forward direction. The building is diode shaped. **Arena Green** lies at the confluence of the Guadalupe River and the Los Gatos Creek moving those two waters ever forward.



Night view

Diode Building Interior View

8 floors plus rooftop restaurant



Diode Features

- Net positive Energy contributor
- Honors San Jose Light Tower
- Message board to huge audience
- Appeals to children to seniors
- Technology learning center
- Arts and invention learning center
- Rentable areas on many floors

Light Game Plaza

Spot tag - random spots on plaza encourage kid group competitions

Giant Keyboard to make music and encourage group competitions

Development platform available to Silicon Valley techies to create new games and or light shows

San Jose Icon Project - Board 2

Honoring Agriculture Venues and Farmers' Market

This proposal brings together the two most significant advances that have changed San Jose. Those advances are the agriculture development of the late 1800's to late 1900's and the high technology boom that began in the 1960's and continues today. **Agriculture** and the workers that provided the backbreaking labor, have allowed San Jose and the Santa Clara Valley to thrive. Below are thoughts on four rentable venues to be painted as professional murals by local artists to depict the major agricultural crops from the last 100 years.

A Vision for

Venues featuring Orchard crops with education on this areas rich history of growing cherries, apricots, peaches and plums. Each of the two buildings will offer professionally painted exteriors and interior displays for tours as well as walks through the orchards and packing facilities located in the back. Fruits also sold at Farmers' market.

Venues offer rentable space for 500+ guests in the largest building.

- Weddings
- Community events
- Meetings
- You-pick days and fruit tastings
- Quinceañera
- Birthdays
- Reunions
- Anniversaries
- Holiday Parties
- Non-Profit Fundraisers

A Vision for

Venues featuring Field crops with education on this areas rich history of growing lettuce, grapes, vegetables and salad greens of many types. Each of the two buildings will offer professionally painted exteriors and interior displays for tours as well as walks through the fields and packing facilities located in the back. Crops also to be sold at Farmers' market.

Venues offer rentable space for 500+ guests in the largest building.

- Weddings
- Community events
- Meetings
- You pick-days and tastings
- Quinceañera
- Birthdays
- Reunions
- Anniversaries
- Holiday Parties
- Non-Profit Fundraisers

Solar Powered venues designed as net-zero energy use.



Permanent Farmers' Market

This opportunity brings people of all walks of life to a central market that will offer fresh food directly to those living there and to visitors from nearby communities. The current vision plans for one day per week with 48 weeks of operation per year. Future expansion to daily operations using a model similar to open markets throughout the world is possible.

Enough parking will be provided underground for event crowds and the services they require. The increases in upcoming public transportation projects should help with the smooth ingress and egress of attendees.

Agricultural Features

- **Four rental Venues** for events from 100 to 500+ guests
- **Growing areas** using water from the Guadalupe river, surround the venues and supply the weekly farmers' market
- **Permanent Farmers' Market** will bring visitors downtown and provide a local source of fresh food for the area
- **Crop processing** areas will be located in the back of venues

Community Gatherings

Encouraging the community to think of this area as a respected public park to bring children to explore, groups to picnic, and friends to gather and take photos.

Free you-pick days to allow the public to learn more about our history of agriculture and have access to fresh fruits and vegetables.