

The project focuses on the establishment of place through the use of locally sourced on-site materials. The proposal calls for a 600' structure on the east side, to be made from site soil for the establishment of community and San Jose pride. Textures and colors will draw visitors into a mostly horizontal scheme, allowing for an inversion of the typical icon, from tall to reasonable, from superhuman scale to human scale. Visitors will be welcomed from two directions, controlling the experience and creating a greater sense of interactions from visitors and a more pleasing Highway 87 view.