

**PRESS RELEASE****SWENSON RELEASES DOWNTOWN SAN JOSE URBAN CAMPUS VISION  
CONCEPT DISTRICT STUDY UNVEILED**

*The District rendering by Studio Current*

**NOVEMBER 9, 2017 – SAN JOSE, CA** – In partnership with Studio Current, CMG Landscape Architecture, and Mayberry Workshop, Northern California developer SWENSON announced today a major visioning report published by the company, documenting research and designs for a concept urban campus in downtown San Jose.

Over the past several months, the exploratory team has studied a 30-acre region near downtown’s Diridon Station. The findings show the community what can be accomplished if the right amount of heights and densities are achieved through a public-private partnership with the City of San Jose and the Guadalupe River Park Conservancy. The goal of this study is to provide tangible renderings for the community as conversations begin on the revitalization of the Diridon Station area, and as Google continues conversations with the City of San Jose on its own urban village.

Named The District for study purposes, the area is an urban retail and activities destination on the steps of a future BART Station, encompassing Little Italy, SAP Center and Guadalupe River Park & Gardens – San Jose’s Central Park. “We believe San Jose deserves a world-class parkside activation strategy integrated with shopping, hotel accommodations, residential buildings, and office space,” says fourth generation SWENSON president Case Swenson.

“The West side of downtown has too much potential to develop piecemeal. The District represents the kind of urban master planning San Jose deserves – thoughtful, creative, fun and future-looking. The vision embraces a new way of approaching downtown building heights that encourage the densities to support the area’s transportation and recreation investments,” says San Jose Downtown Association executive director Scott Knies.

Imagine ziplining from the Santa Clara Street BART station to Little Italy or racing friends in the Urban Kayak Experience. The District imagines a vibrant center where people can stroll with friends along the meandering bridges, learn something new from the Guadalupe River Park Conservancy Wildlife Center, grab a bite to eat with colleagues in one of fifty new restaurants, cafes and bars, or relax on one of the main lawns.

San Jose is future-ready. This report is meant to spur thoughtful dialogue on how to leverage our built environment to create great spaces for residents, workforce and business owners to flourish and thrive.

[VIEW REPORT HERE](#)

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#### **About SWENSON**

For over one hundred years, the Swenson family has been a dynamic partner in building Northern California with a focus in Downtown San Jose. Four generations of expertise, along with a proven Design-Develop-Build platform, deliver creative design, quality developments and efficient construction practices. Learn more at [swenson.com](http://swenson.com).

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