



SANTA CLARA STATION AREA SPECIFIC PLAN

STATION AREA TASK FORCE MEETING

June 19, 2025



**City of
Santa Clara**
The Center of What's Possible



An aerial photograph of a city area, showing a baseball field in the lower center, surrounded by residential and commercial buildings. In the upper right, an airport with runways and taxiways is visible. The image is overlaid with a semi-transparent blue filter.

Agenda

1. Feedback from Community Workshop
2. Preferred Development Concept
3. Enhanced Station Plaza
4. Mixed-use Development on Costco Parcel
5. Questions
6. Next Steps

01

FEEDBACK FROM COMMUNITY WORKSHOP



Preferred Concept

1

VTA Playbook
Vision



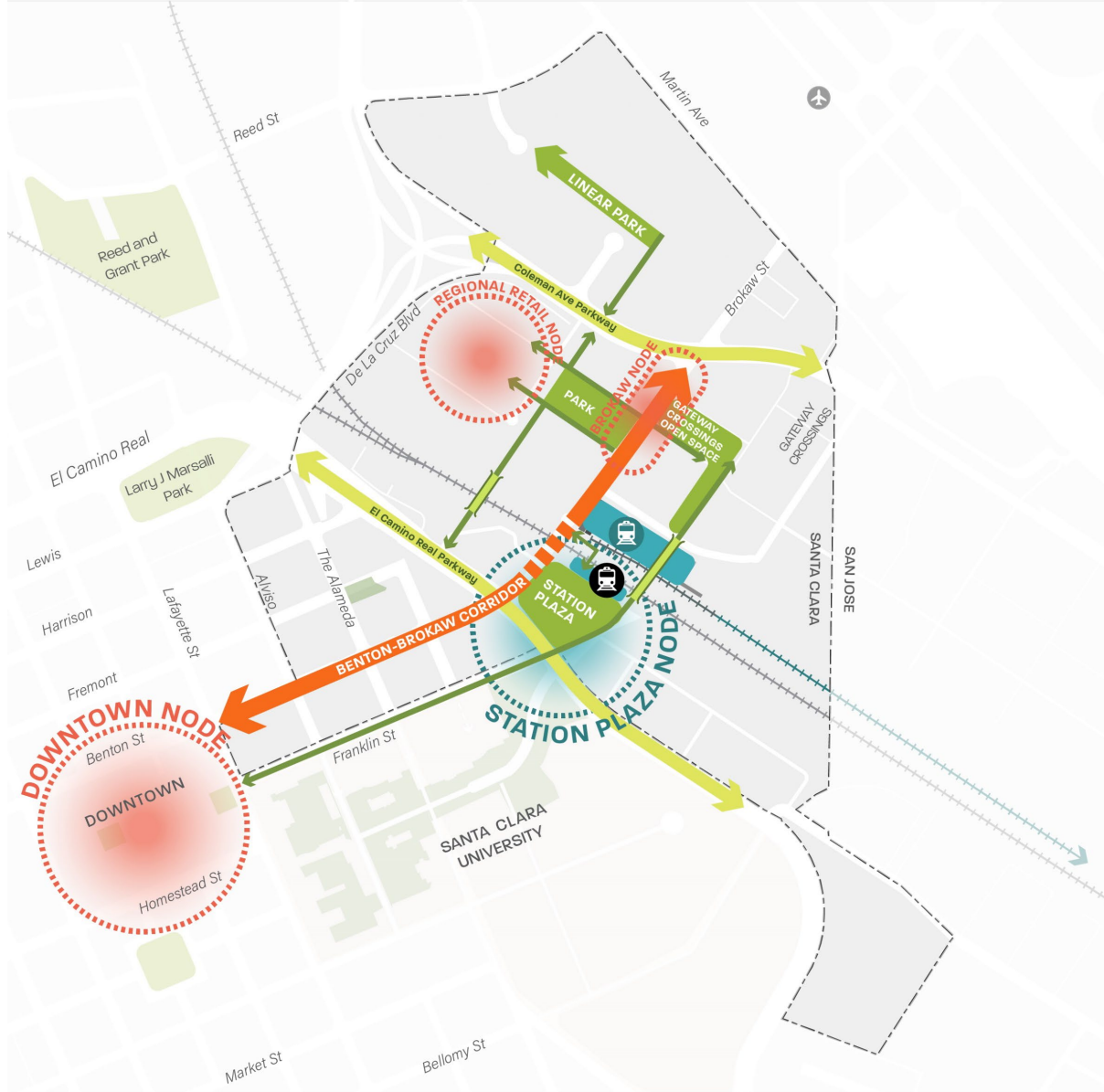
2

Residential Priority



3

Strategic
Growth Mix



Key Community Priorities

Mobility and Connectivity

- **El Camino Real** safety issues were a major focus.
 - Desire for **bike lanes separated by trees**, like Octavia Blvd in SF.
 - **Safer pedestrian crossings** are desired, especially to address jaywalking and improve safe access to the Caltrain station. Think scramble crosswalks like in Japan or pedestrian bridges over El Camino.
- **Last-mile connection** improvements are needed.
- Need to maintain some **parking** on the Caltrain Side for Depot Museum visitors. BART garage is too far.
- Santa Clara students need safer cycling route alternatives to El Camino. Coleman would be too far.
- Bike lanes along Coleman Ave.
- Separate bikers from pedestrians.

Placemaking and Public Realm

- **Need for shade** in the Station Area.
- **Need for senior amenities** in public spaces.
- **Restroom facilities** requested at the transit station area.

District Development and Economic Vitality

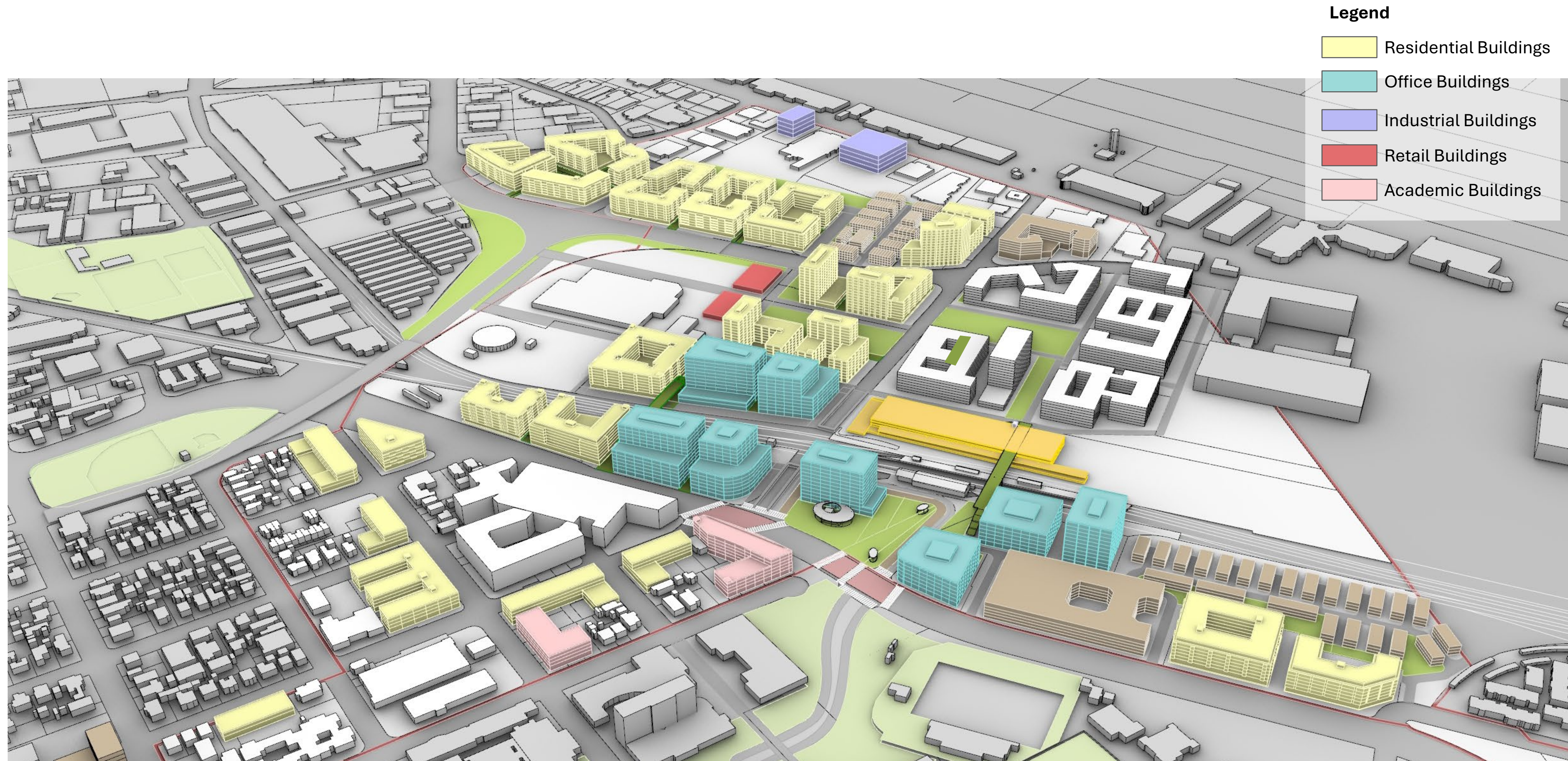
- Support for **including Costco** in the plan, though concern was raised about its reluctance to change location or footprint.
- Retail uses should **not compete** with retail in the Downtown Specific Plan area.
- Suggestion to complete the residential component through **housing at Reed Street and De La Cruz Blvd.**

02

PREFERRED DEVELOPMENT CONCEPT

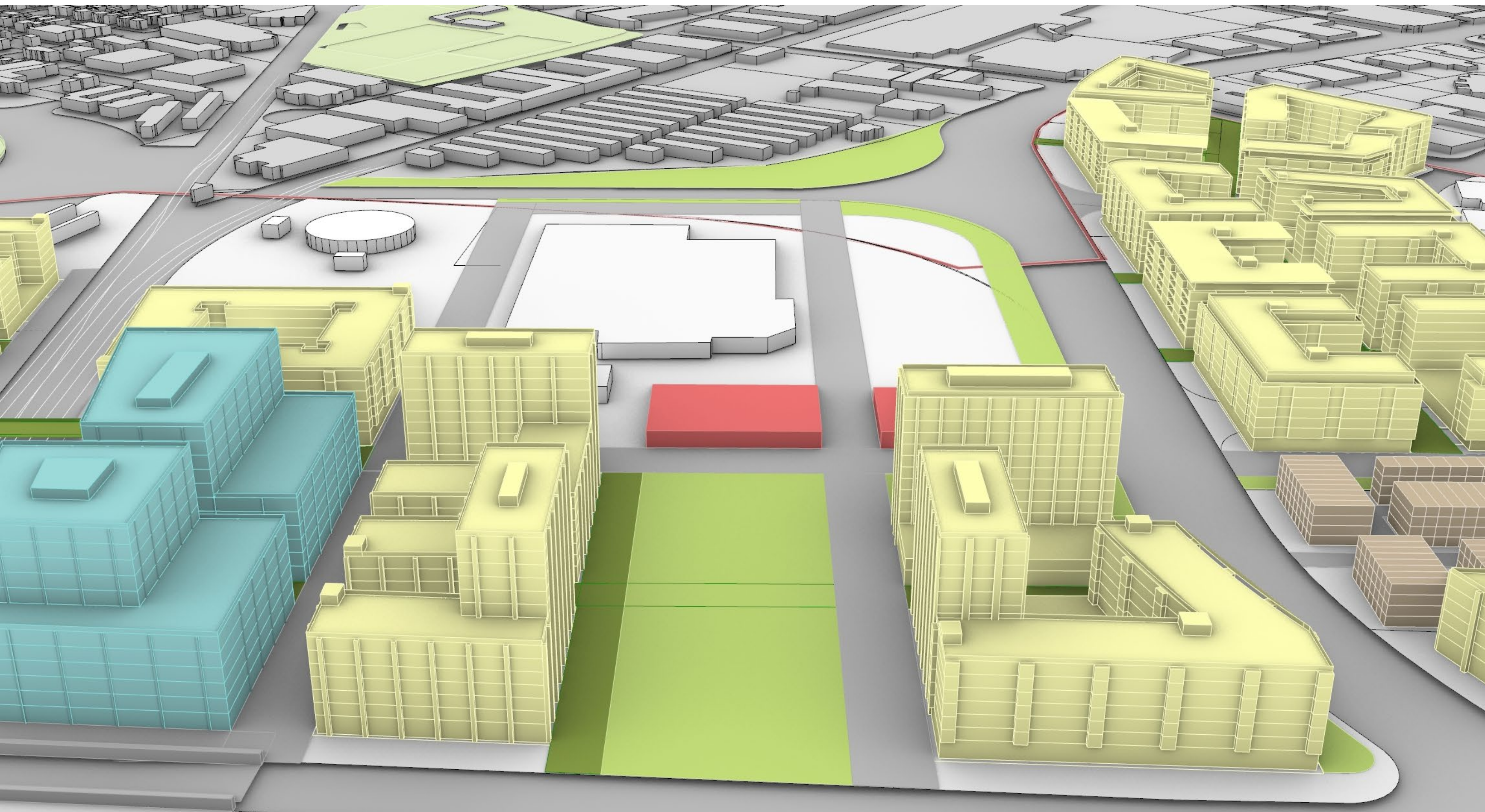


Preferred Development Concept



Preferred Development Concept

Residential and Commercial Development

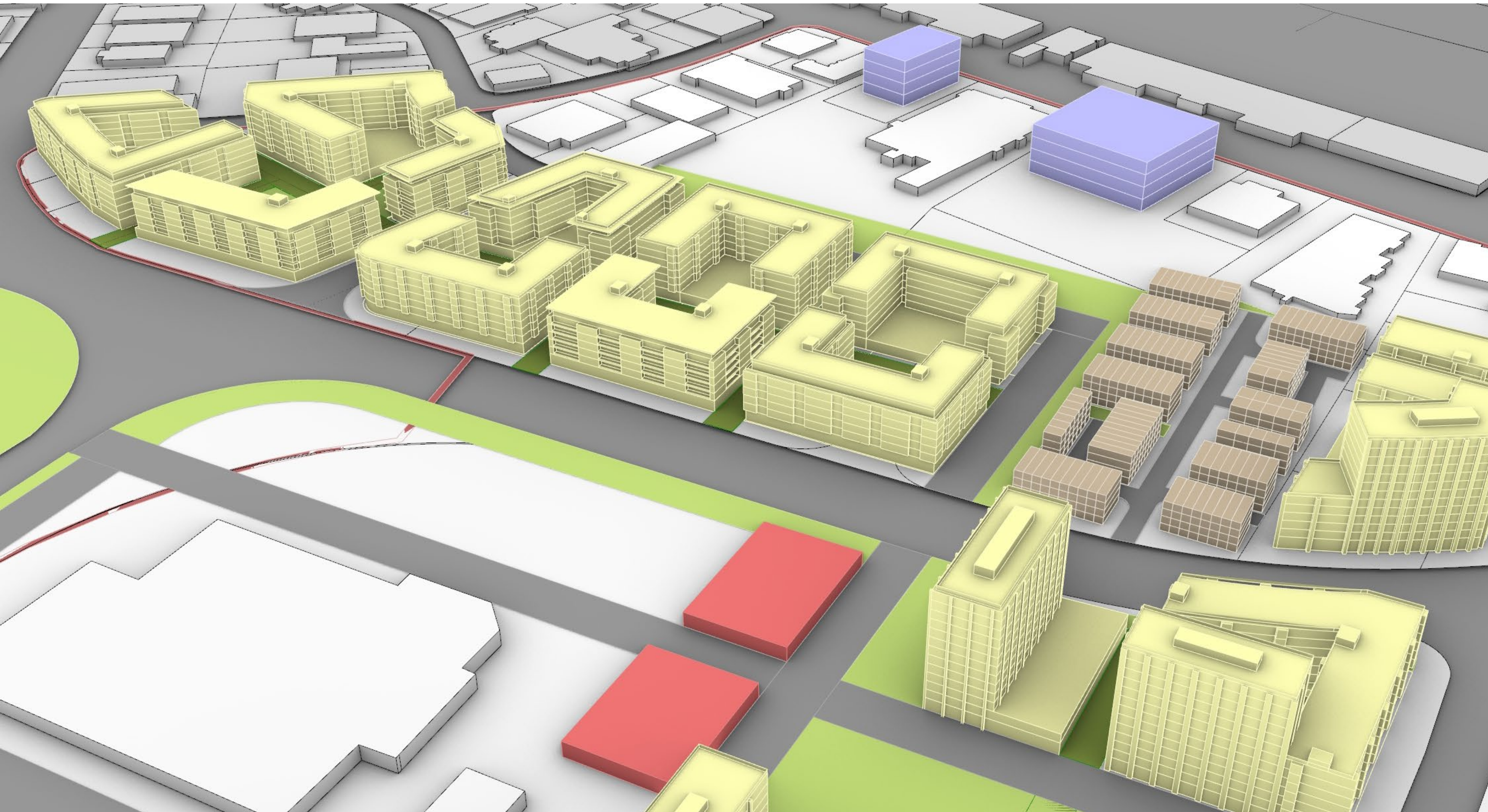


Legend

- Residential Buildings
- Office Buildings
- Industrial Buildings
- Retail Buildings
- Academic Buildings

Preferred Development Concept

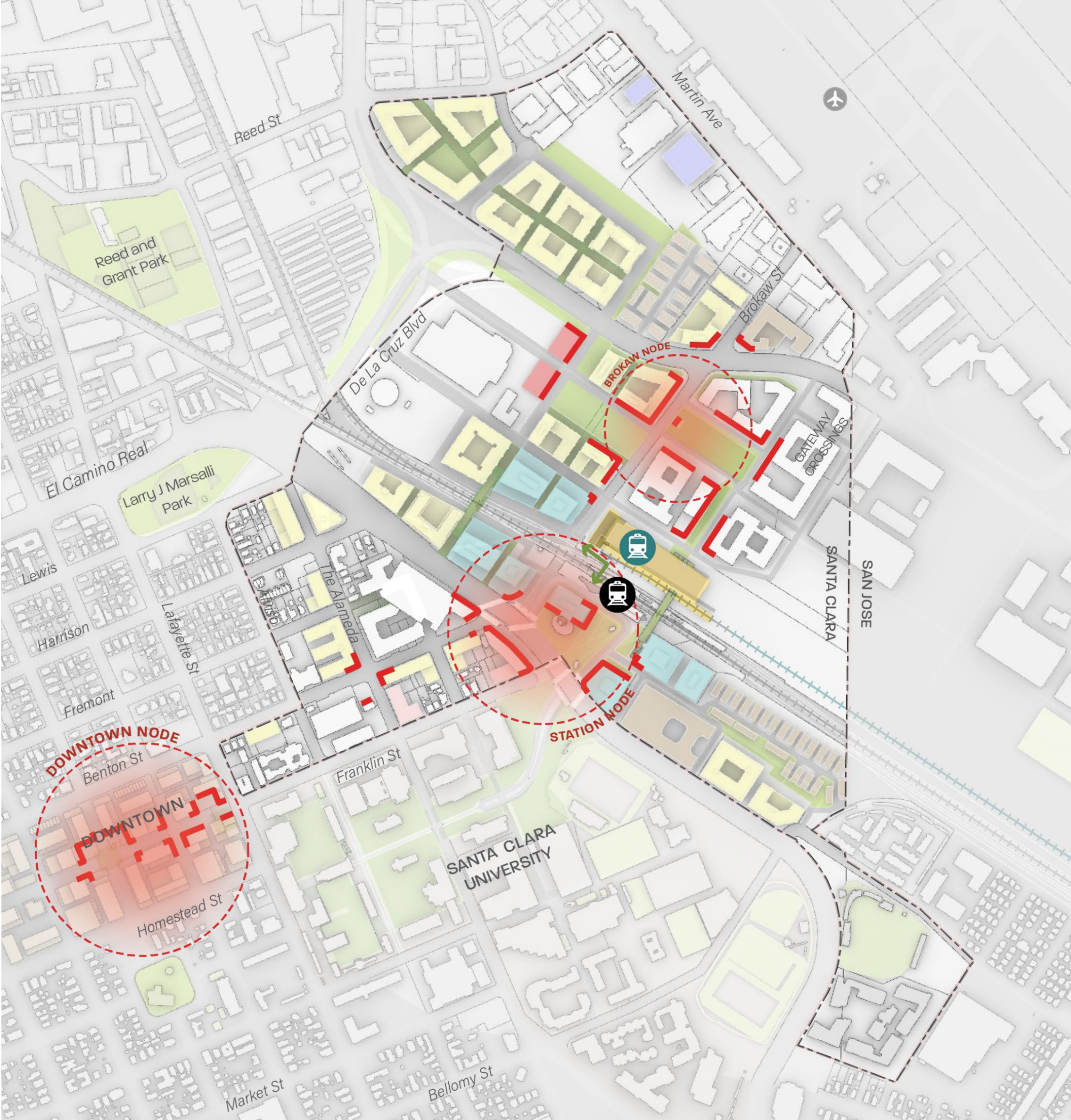
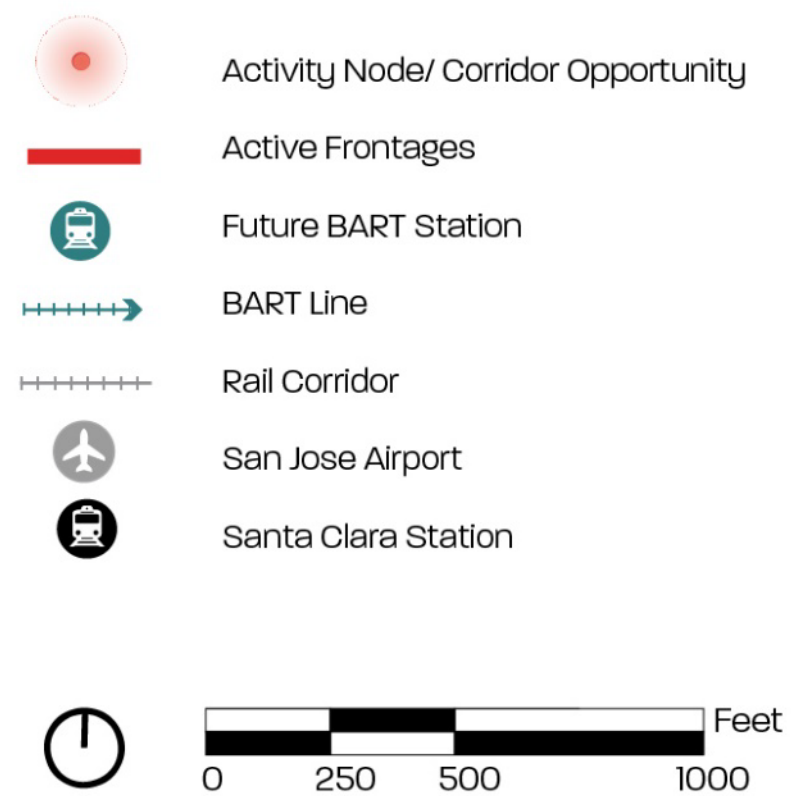
Residential Development along Coleman Avenue



Legend

- Residential Buildings
- Office Buildings
- Industrial Buildings
- Retail Buildings
- Academic Buildings

Retail Activation






Public spaces

General Plan Goal - 2.4 acres of parkland per 1,000 people.

Park Space Added – 13.6 acres
0.90 acres per 1,000 people

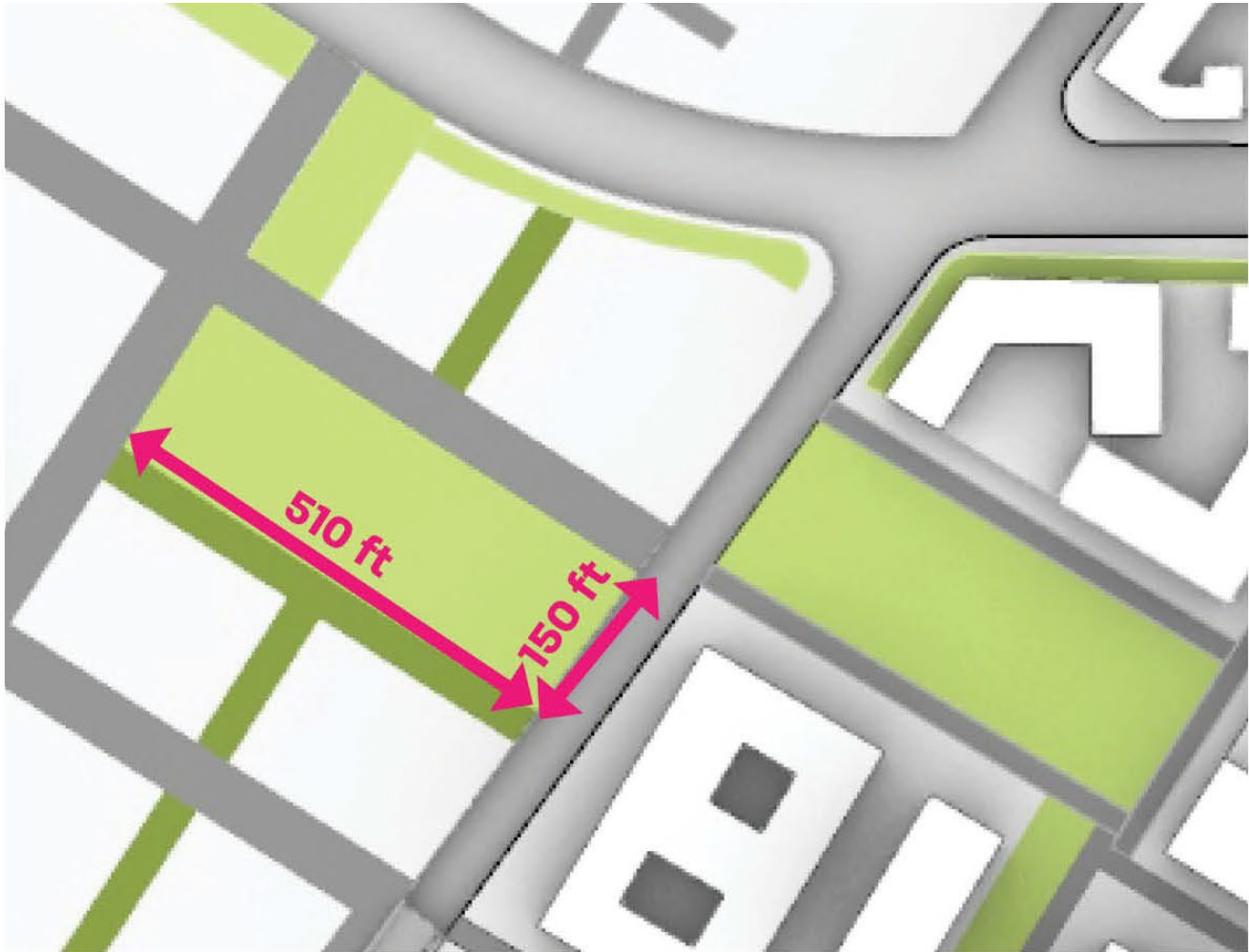
Legends

-  Pedestrian-Priority Street
-  Vehicular Street
-  Green Spaces



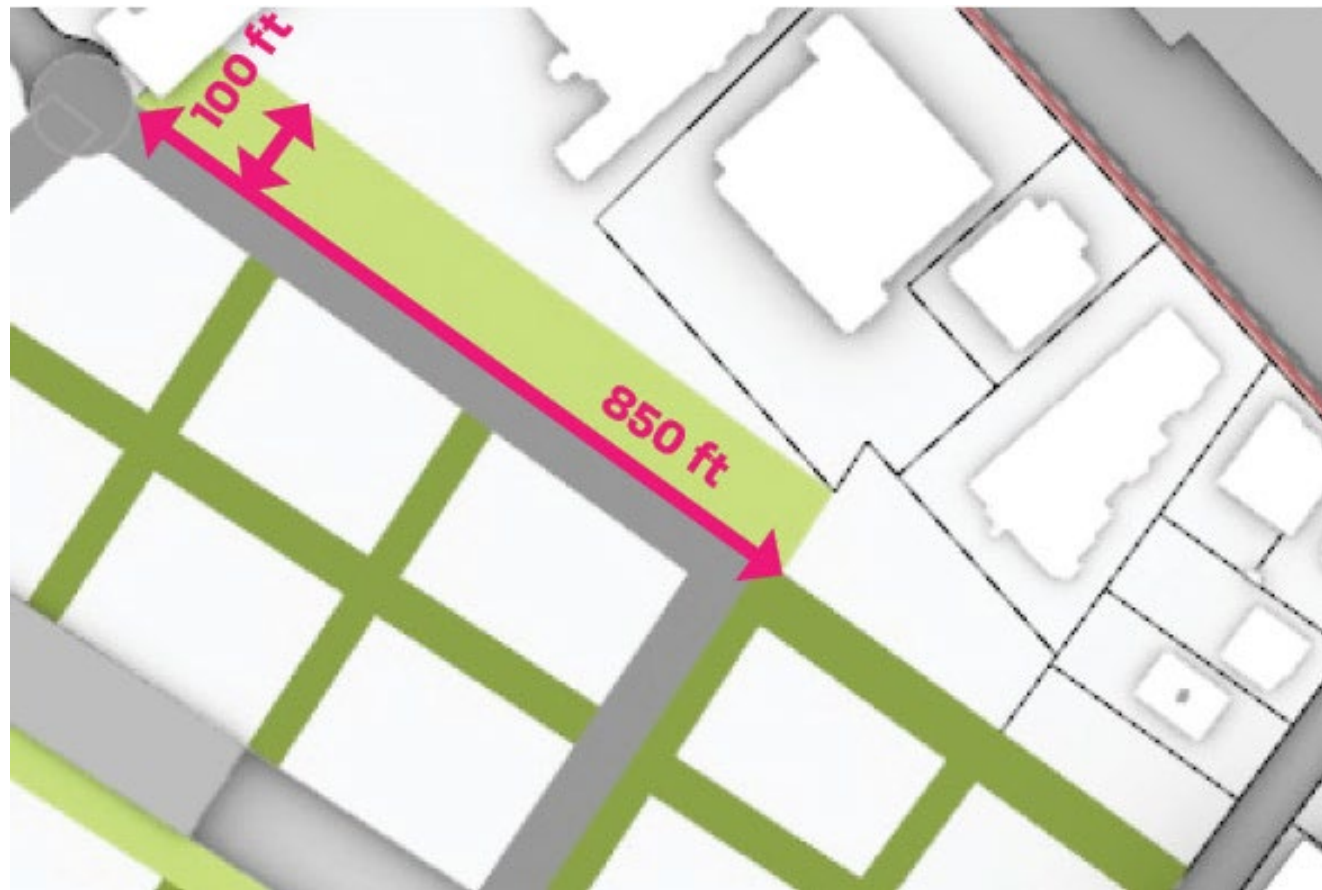
Public Spaces | Brokaw Neighborhood Park

Mission Bay Commons Park



Public Spaces | Linear Parkway

Nuevo Community Park



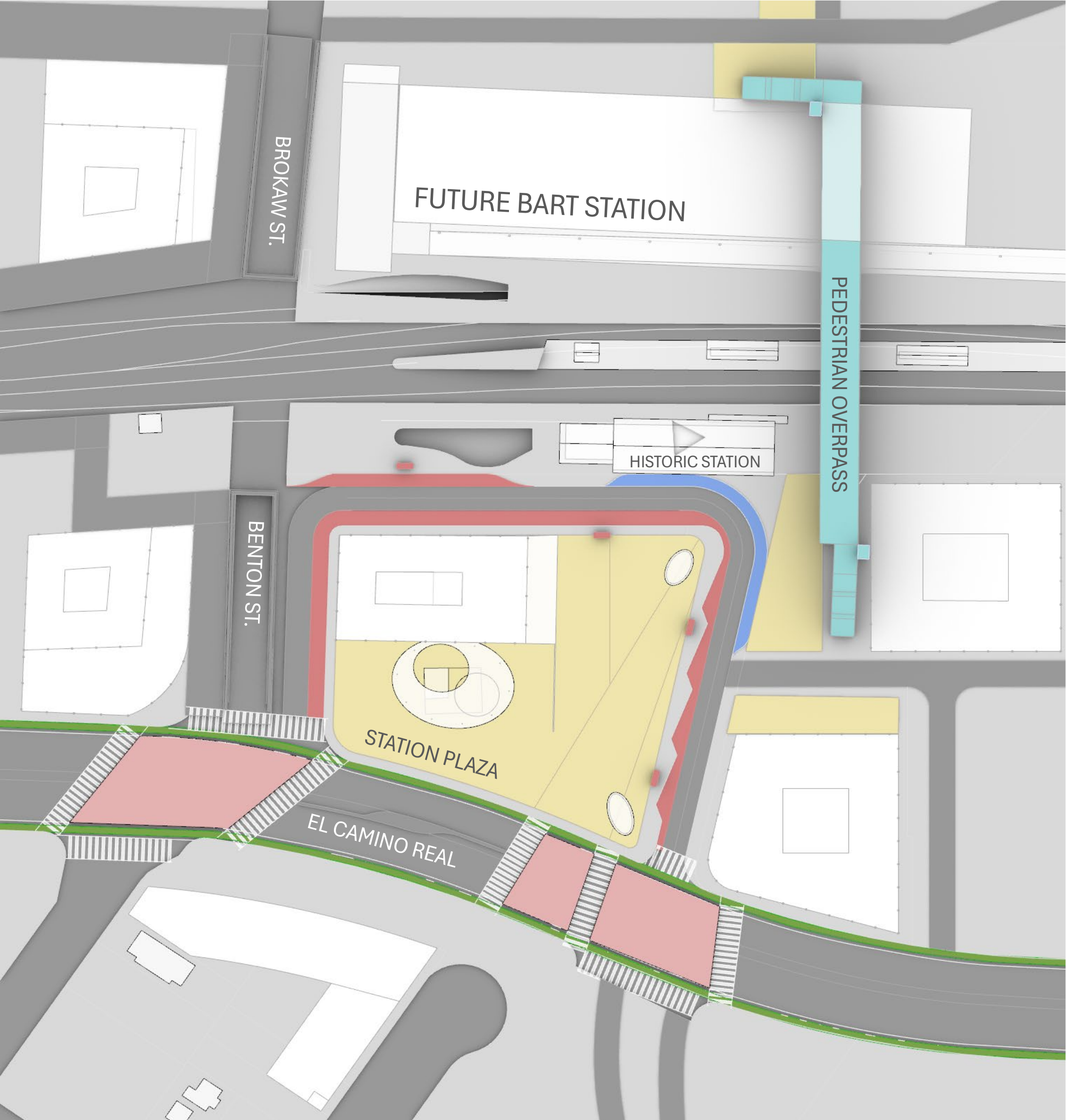
03

ENHANCED STATION PLAZA

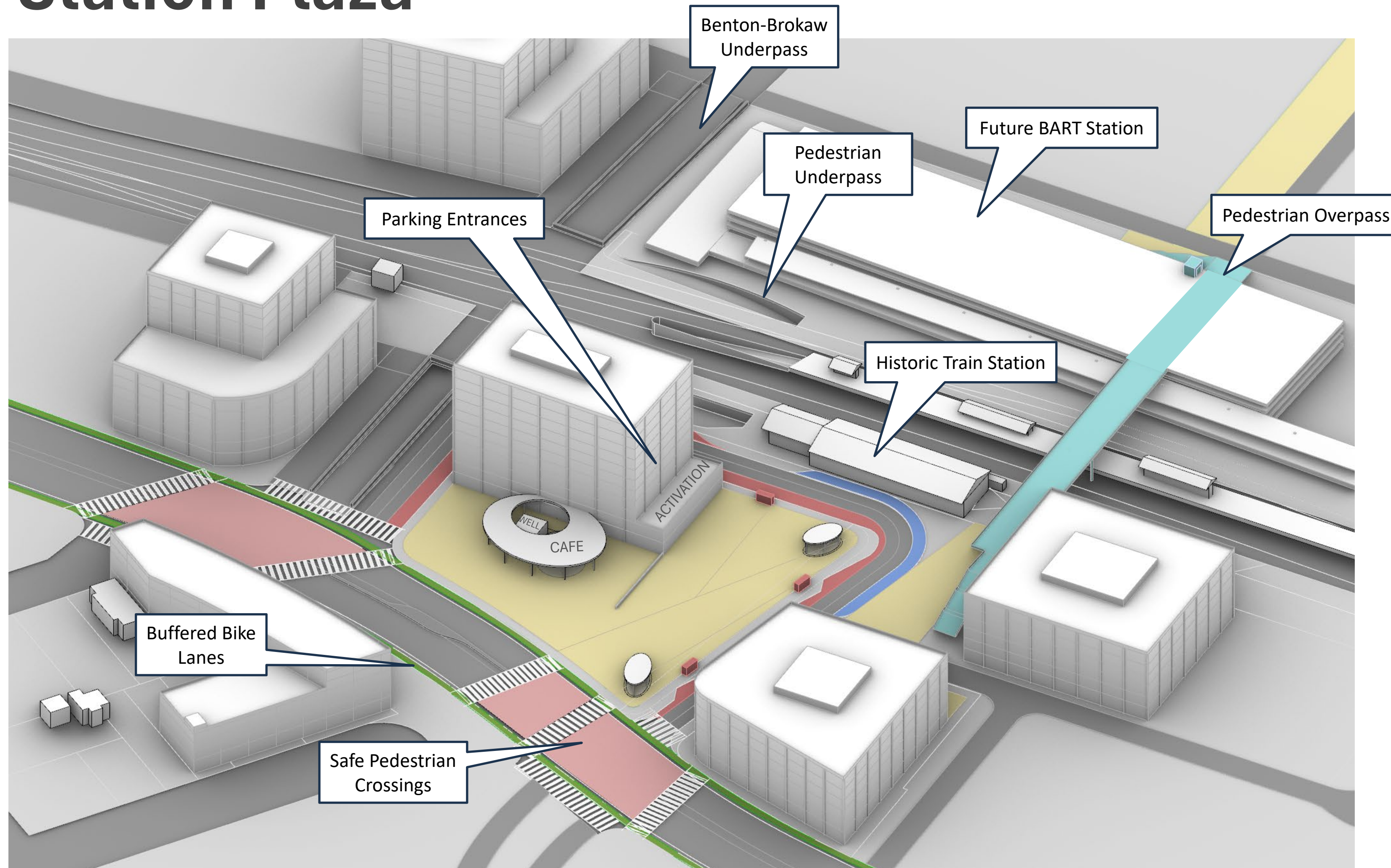


Station Plaza Plan

- Legend**
- Buffered Bike Lane
 - Pedestrian Overpass
 - Transit Plaza
 - Bus Drop Off
 - Safe Pedestrian Crossings
 - Kiss & Ride and TNC

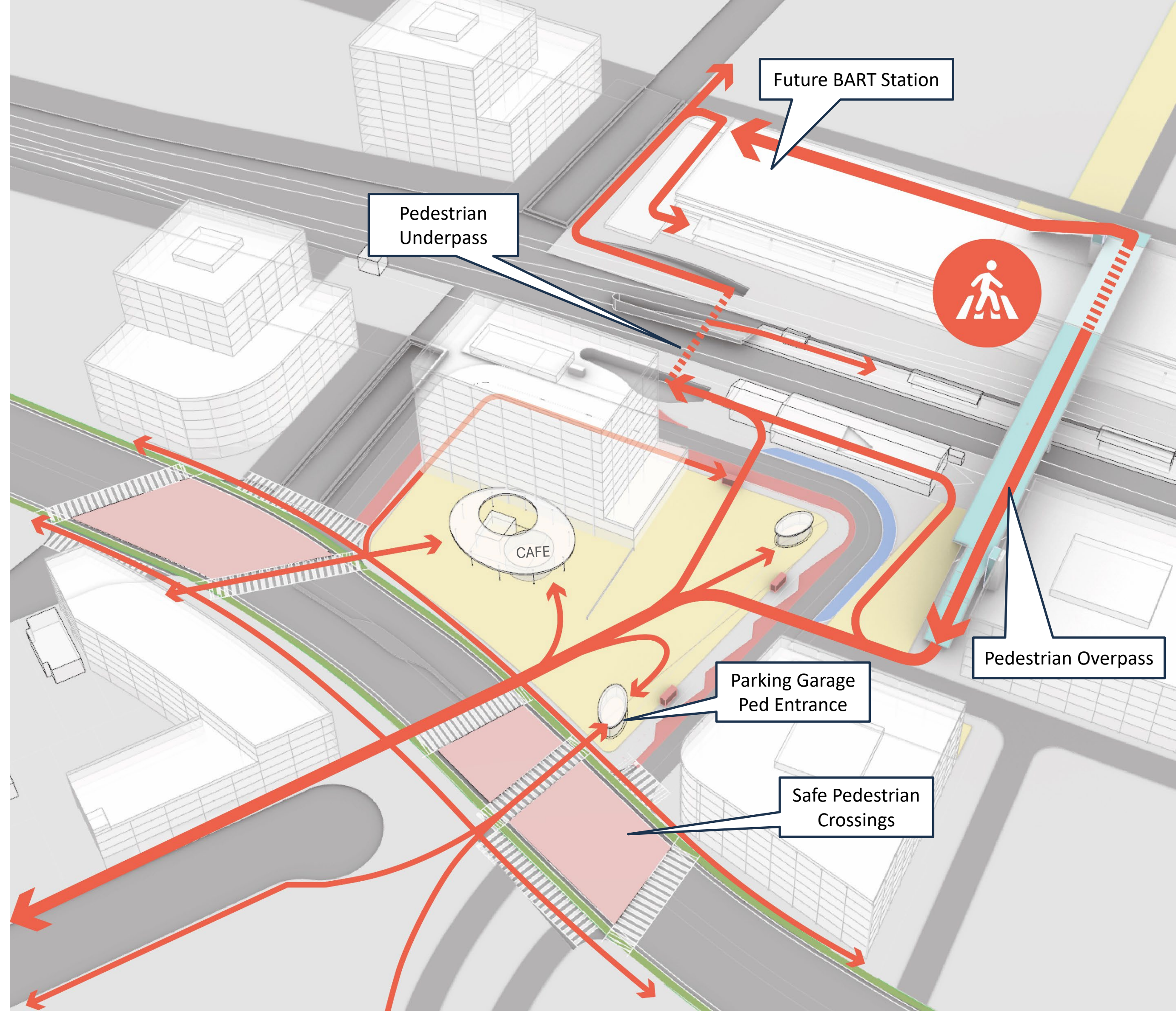


Station Plaza



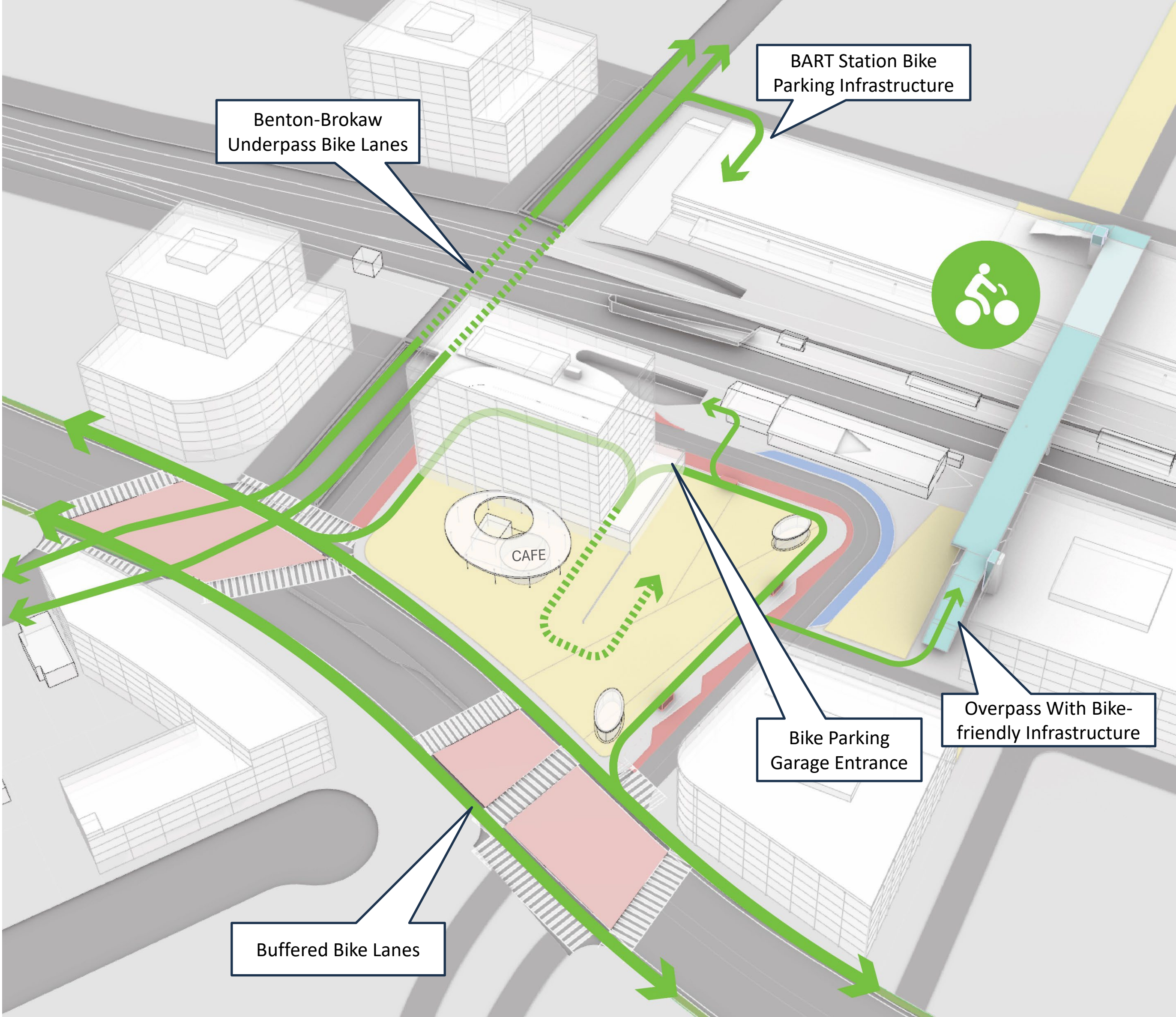
Station Plaza Multi-modal Transportation

Pedestrians



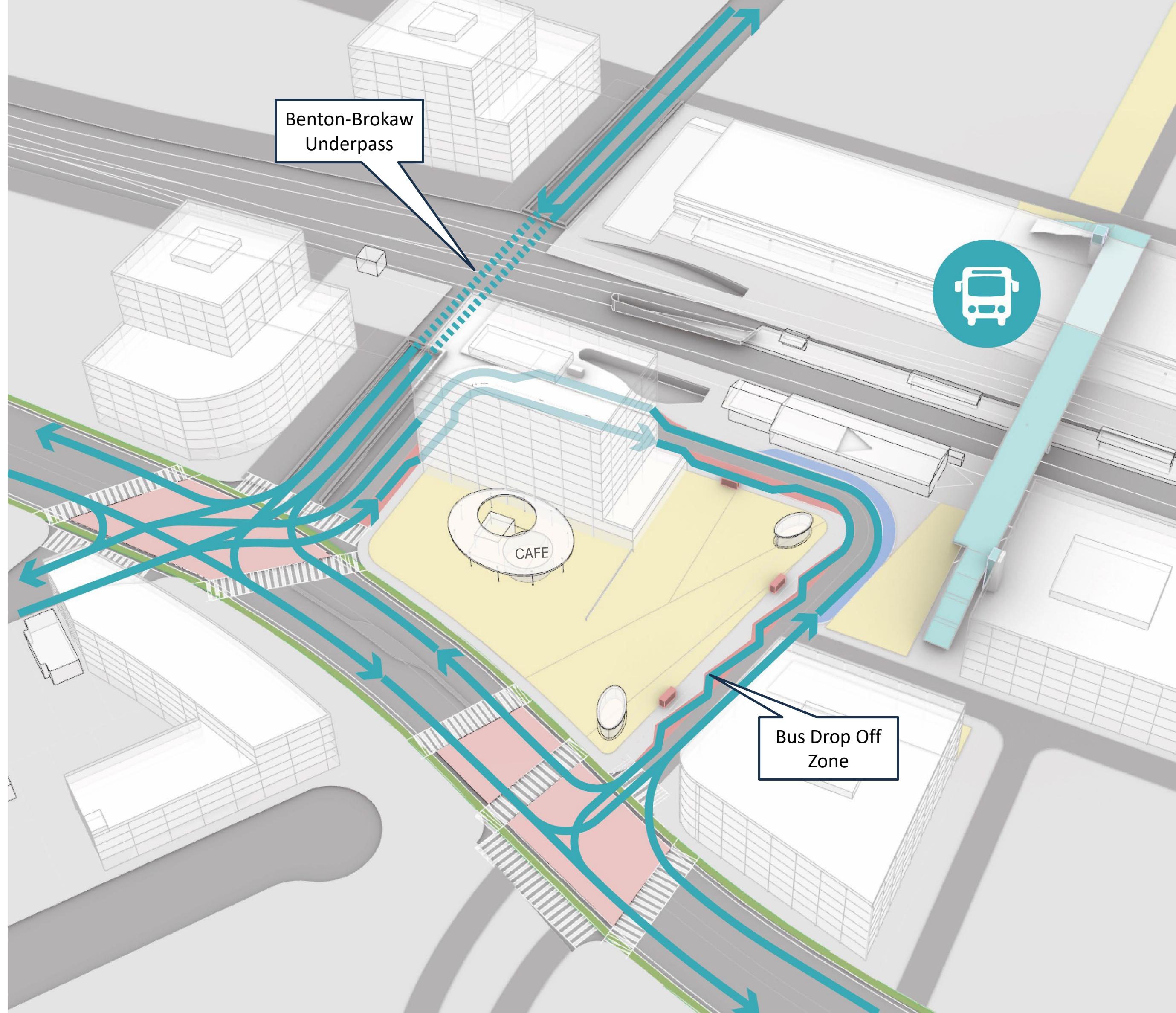
Station Plaza Multi-modal Transportation

Bikes

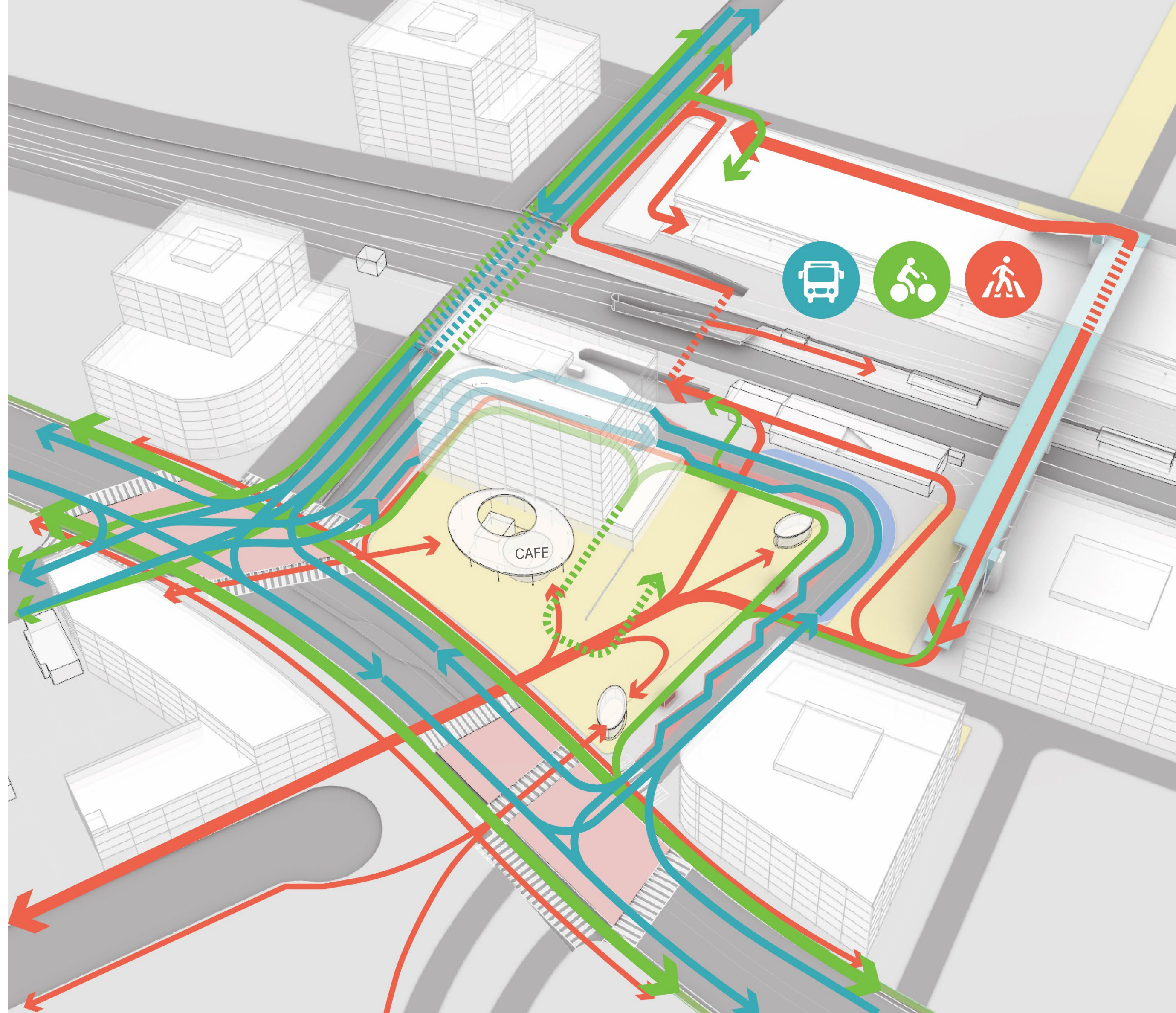


Station Plaza Multi-modal Transportation

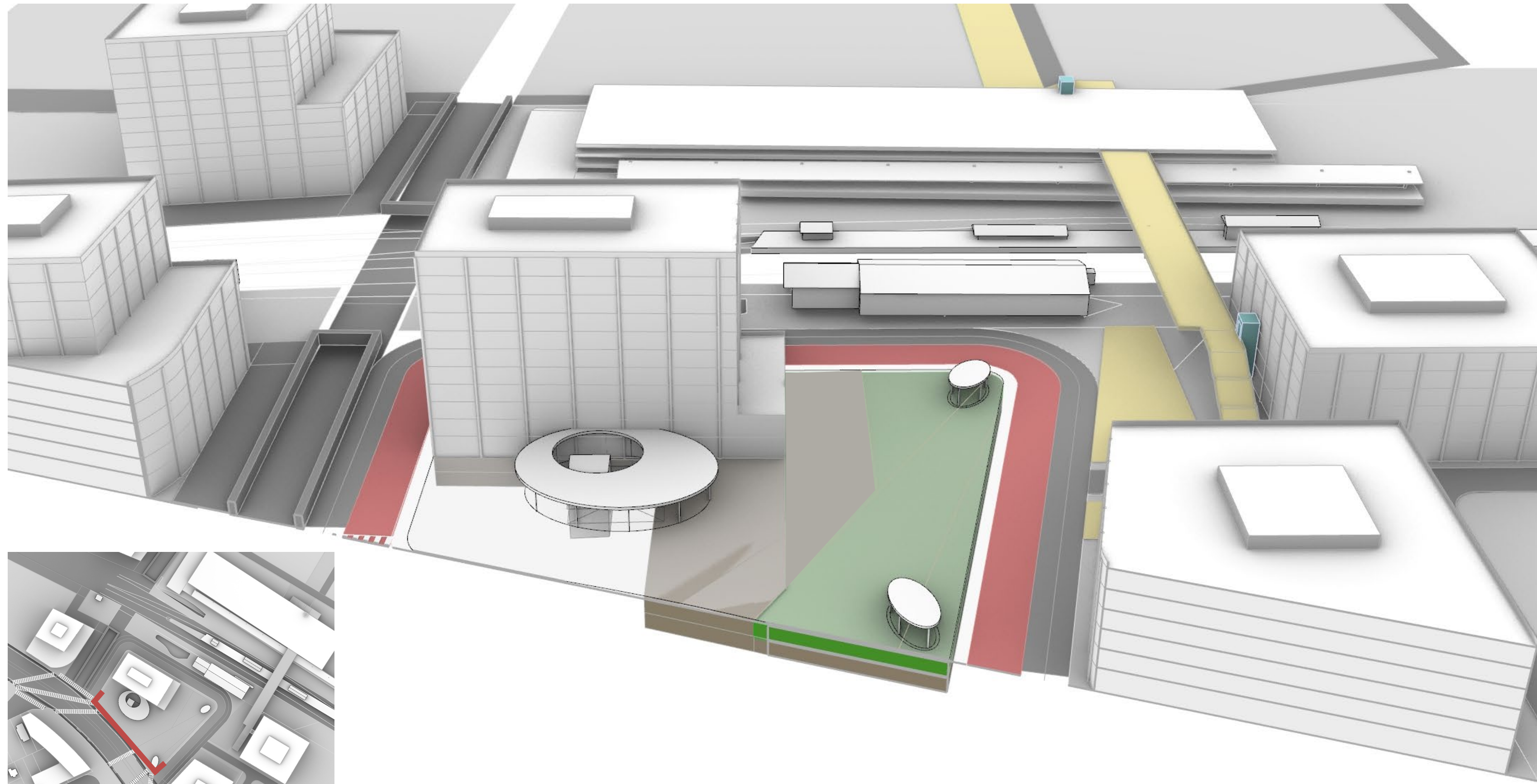
Transit





Station Plaza Multi-modal Transportation



Station Plaza Parking Strategy



Legend

-  Bike Parking Garage
-  Car Parking Garage

Station Plaza Character



Széll Kálmán Square, Hungary



Széll Kálmán Square, Hungary

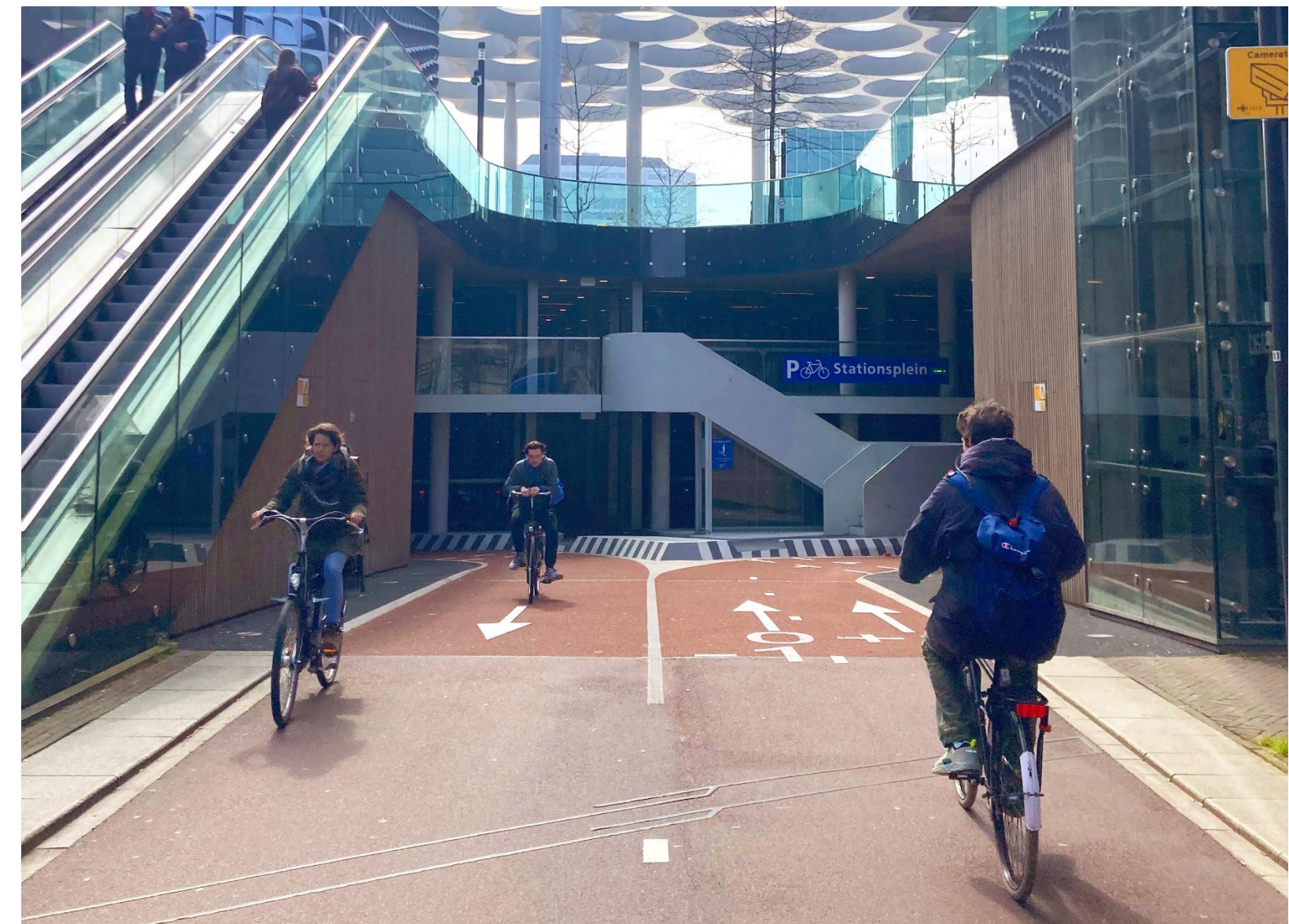
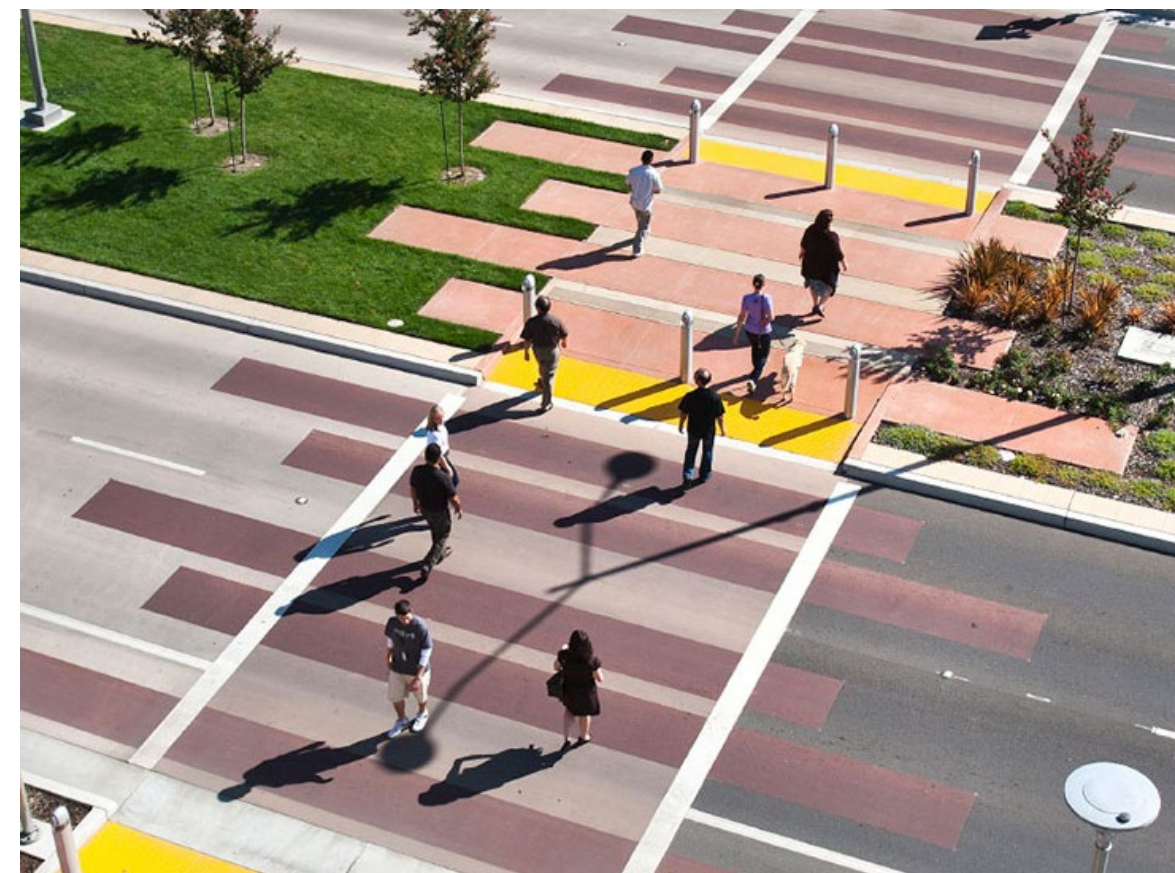


St Johannesplan & The Konsthall Square, Sweden



Norreport Station, Copenhagen, Denmark

Multimodal Character

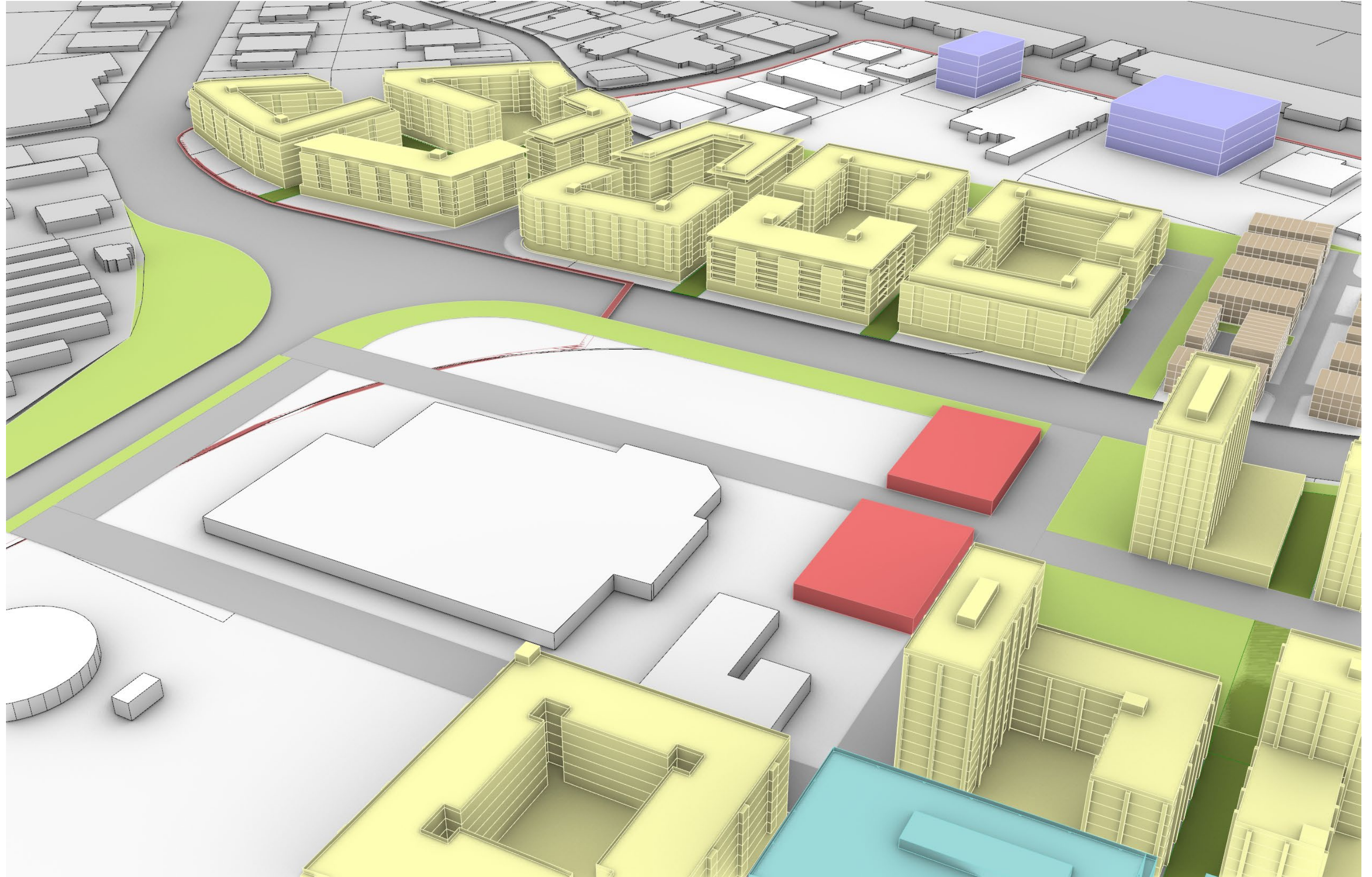


04

MIXED-USE DEVELOPMENT ON COSTCO PARCEL



Existing Costco Site



Precedent – Mixed-use Costco Development

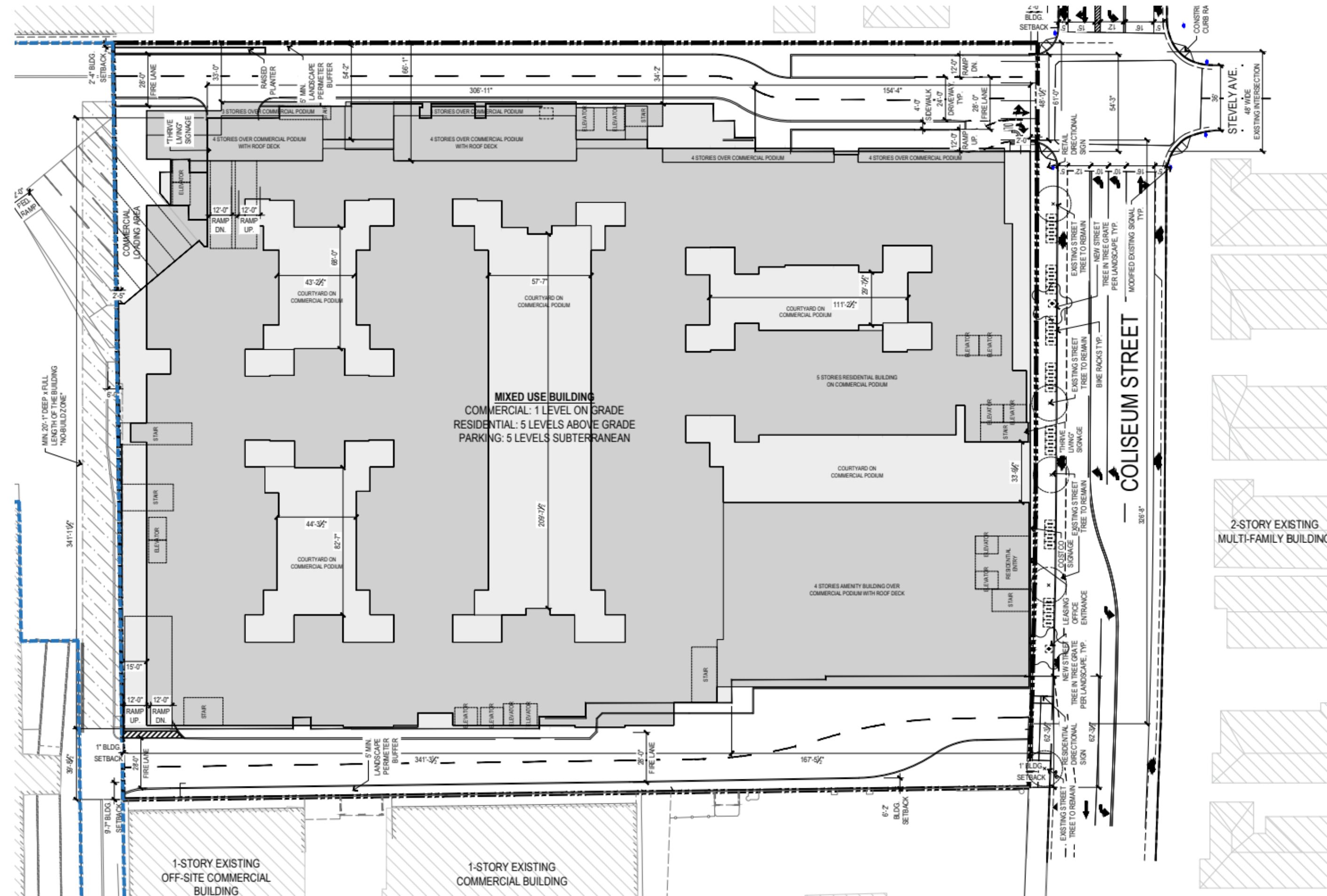
5035 W. Coliseum Street, LA, CA



Precedent – Mixed-use Costco Development

5035 W. Coliseum Street, LA, CA

- 800 units
 - 184 low-income affordable housing units
- 5-acre lot area
- Development height 77'
- 5 levels of subterranean parking
- 5 levels of residential development
- Ground floor occupied by Costco
- No existing Costco on site



Precedent – Mixed-use Costco Development

5035 W. Coliseum Street, LA, CA

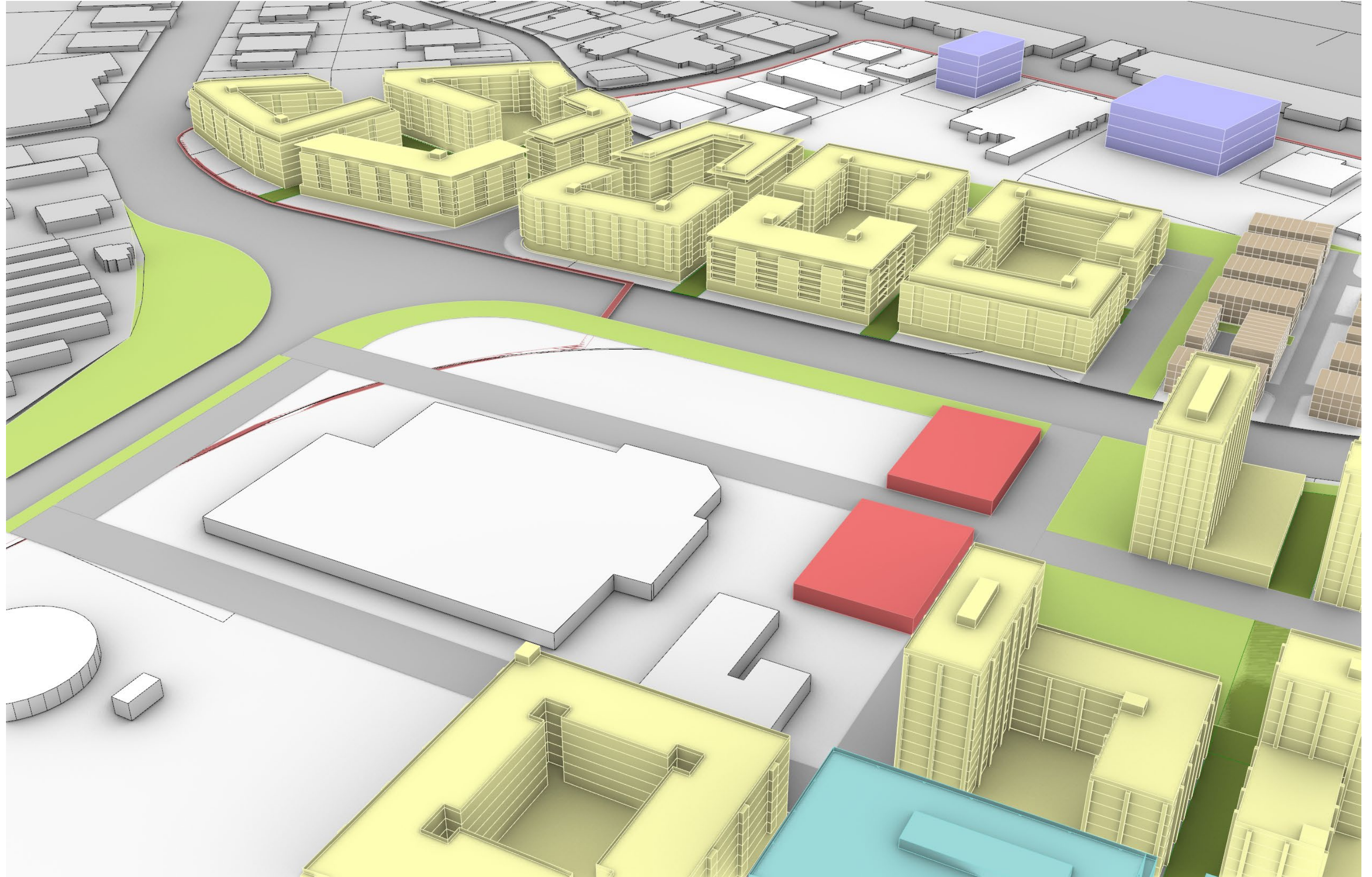
Legend

 Residential

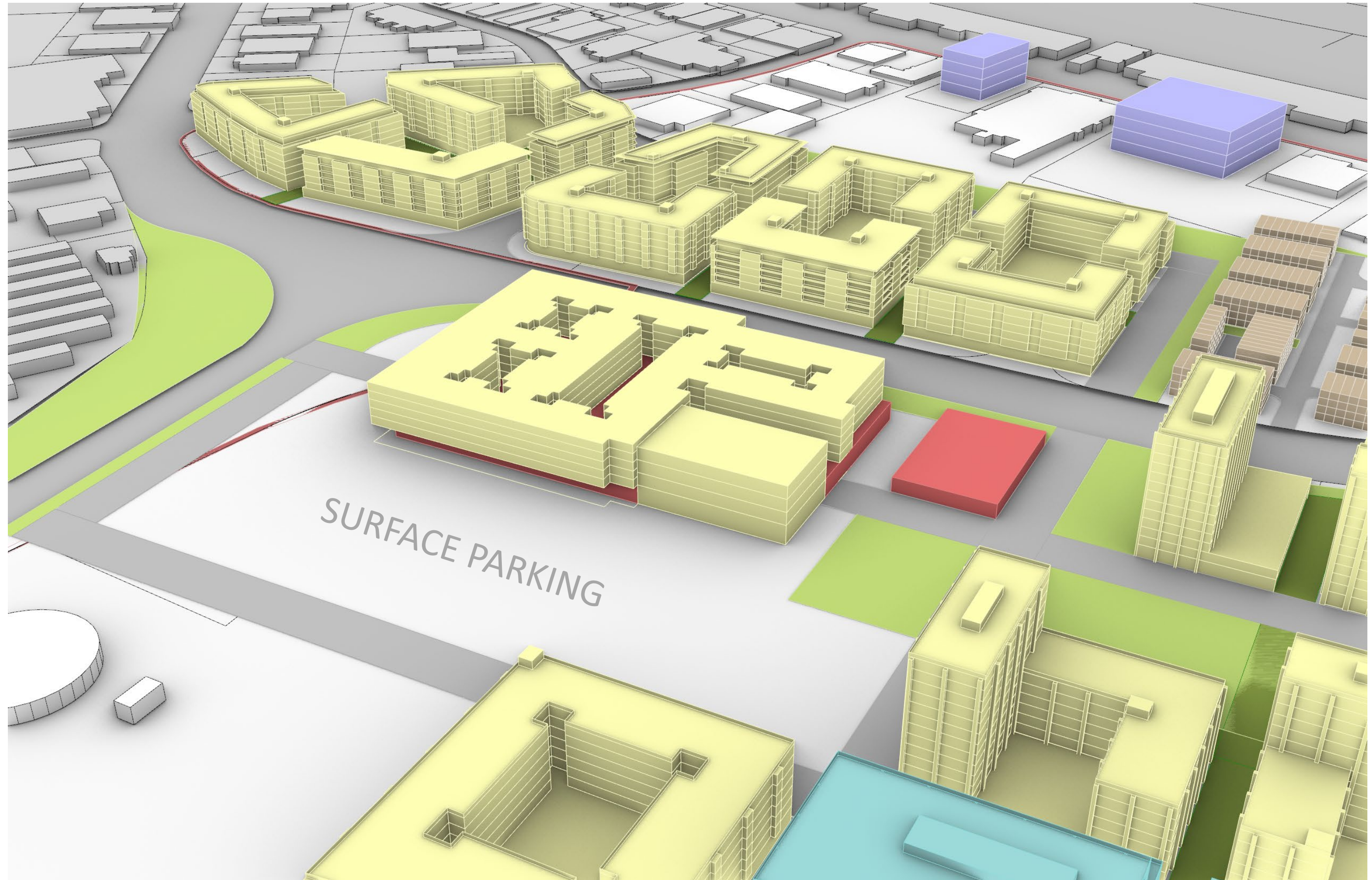
 Costco



Existing Costco Site



Mixed-use Development on Costco Site



Other Precedents – Mixed-use Safeway Development

1030 SW Jefferson St, Portland, OR

- 140 loft-style apartments and townhouses
- 47,000-square-foot grocery store
- 2 levels of subterranean parking
- 5 levels of residential development
- Ground floor occupied by Safeway
- Existing Safeway was across the street.
- Year 2003



Other Precedents



Oakland



Berkeley

QUESTIONS?

Public spaces

General Plan Goal - 2.4 acres of parkland per 1,000 people.

Park Space Added – 13.6 acres
0.90 acres per 1,000 people

What would be a good location to add an indoor recreation center with a gym in the Station Area?

Legend

Pedestrian-Priority Street

Vehicular Street

Green Spaces



NEXT STEPS

1. Initiation of traffic and circulation analysis based on the Preferred Concept.
2. Initiation of infrastructure analysis based on the Preferred Concept, including green infrastructure details.
3. Development of urban design, streetscape, and open space standards.

THANK YOU!