



# SANTA CLARA STATION AREA SPECIFIC PLAN

**STATION AREA TASKFORCE MEETING**

April 17, 2025



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





# Agenda

1. Updates to Development Concepts

2. Placemaking Strategies

- Retail Activation
- Station Plaza Public Space
- Reimagining Coleman Avenue

3. Next Steps

# 01

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## UPDATES TO DEVELOPMENT CONCEPTS



# Development Concepts

1

VTA Playbook  
Vision

2

Residential Priority

3

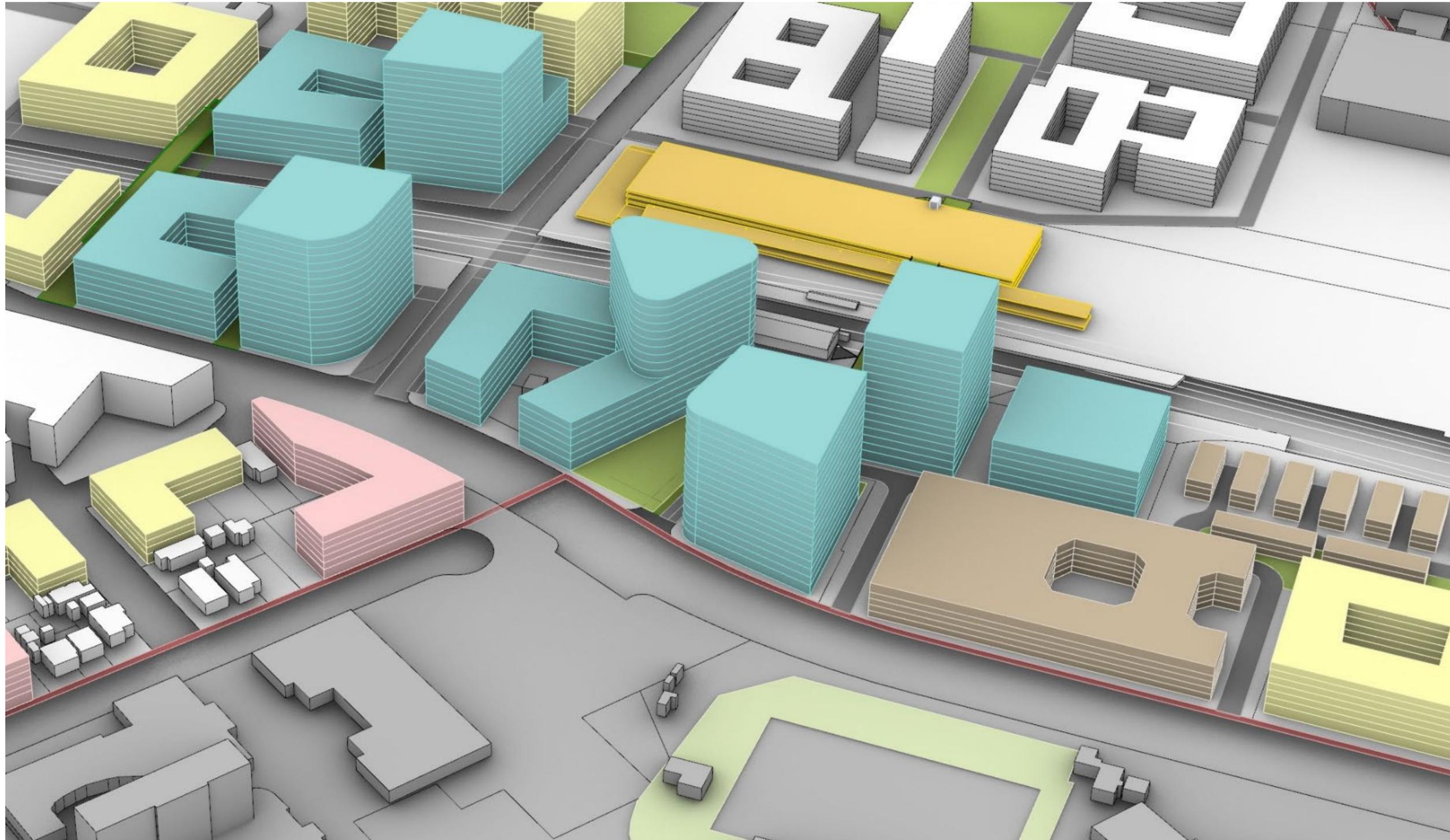
Strategic  
Growth Mix

# SATF Feedback Received on 02/20

- Step back new development and scale transitions near the historic train station to preserve its visibility and character within the station area.
- Prioritize placemaking and iconic architectural interests near the station to serve as markers. Create a visual focal point at the end of Benton.
- Mixed-use intensification along Brokaw but avoid wall-like developments along Benton-Brokaw; instead, use podium buildings with slimmer towers to maintain views.
- Emphasize Franklin Street as a visual and pedestrian axis to the station. Benton Street should serve as an alternative axis.
- Stepping the building down to 3.5 stories where abutting existing residential in the Old Quad neighborhood.
- Maximize height east of the train tracks, near El Camino Real and the train station.
- Providing varying sizes of parks and public spaces in the station area to fulfill neighborhood and commuter needs.
- Creation of new public streets and clearly distinguish them from private accessways to ensure a connected and legible street network.
- Consider innovative redevelopment models like the LA Costco project with residential atop retail.
- Be mindful of property lines in the industrial area to support feasible street extensions.

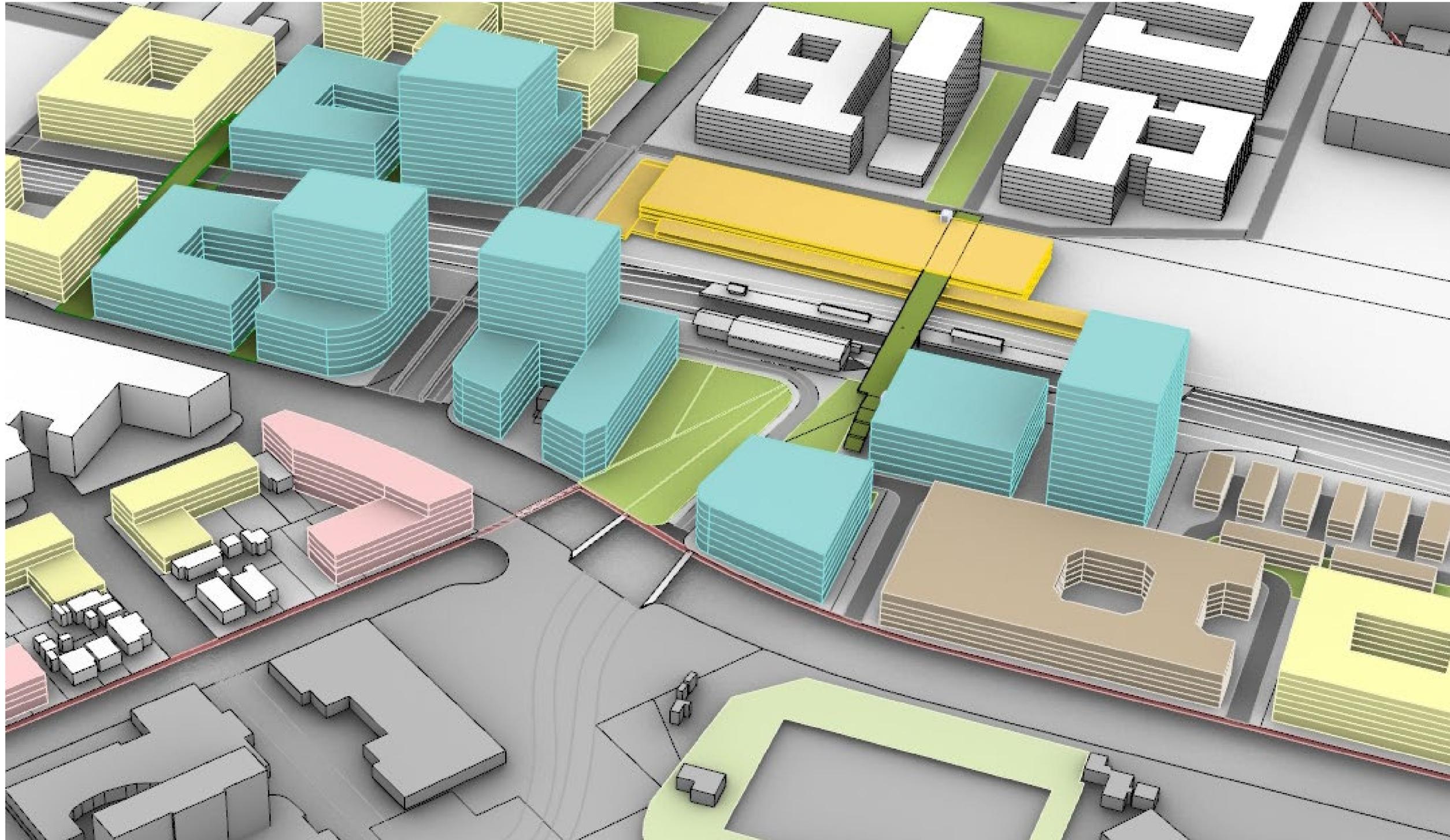
# Sculpting Development Around The Station

*Old Concept*



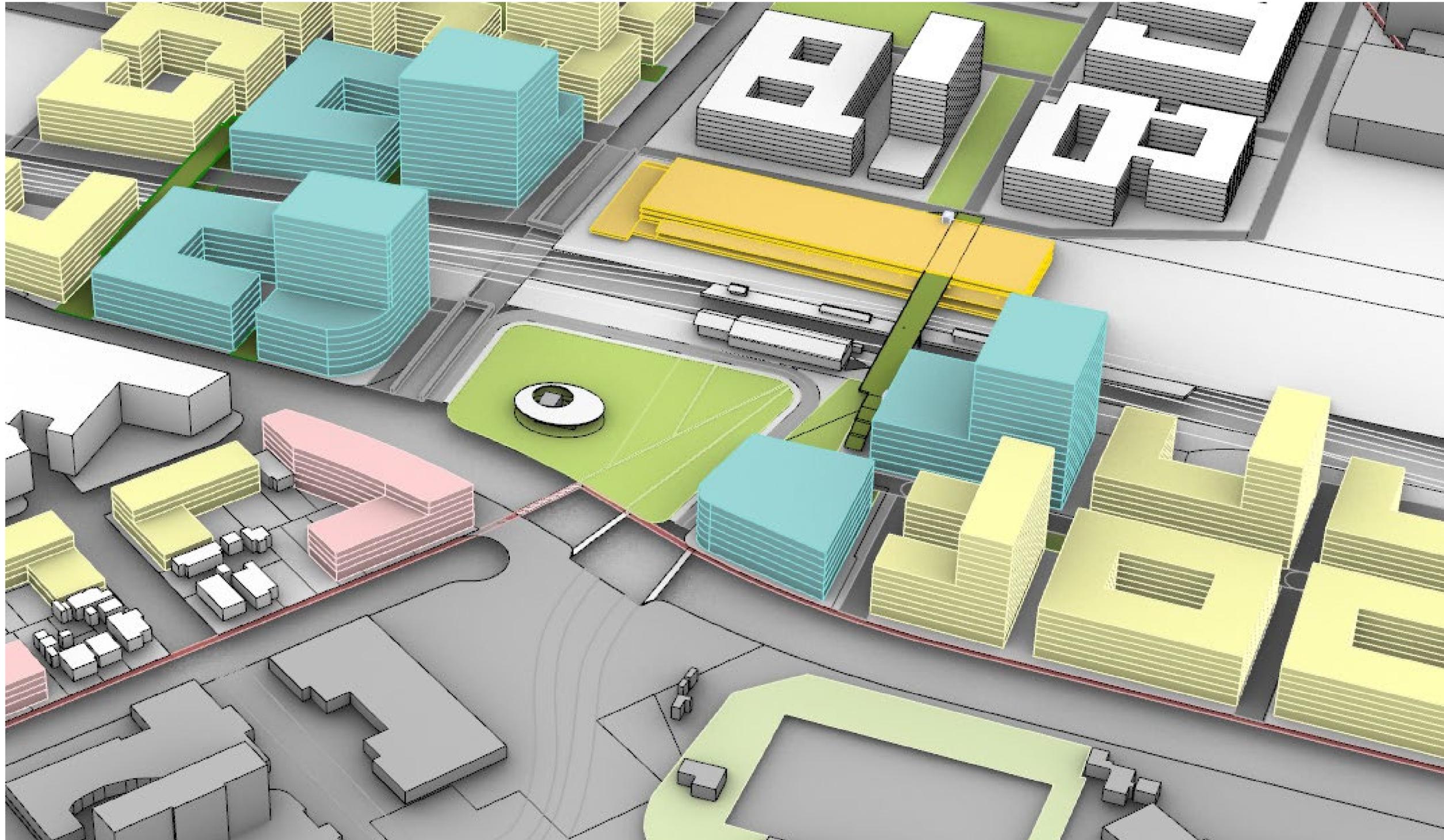
# Sculpting Development Around The Station

*Revised Concept 1*



# Sculpting Development Around The Station

*Revised Concept 2*



# 1

# Reflecting Market Reality

## VTA Playbook Vision

Old Concept

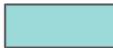
Residential: 10,372,300 sq.ft.

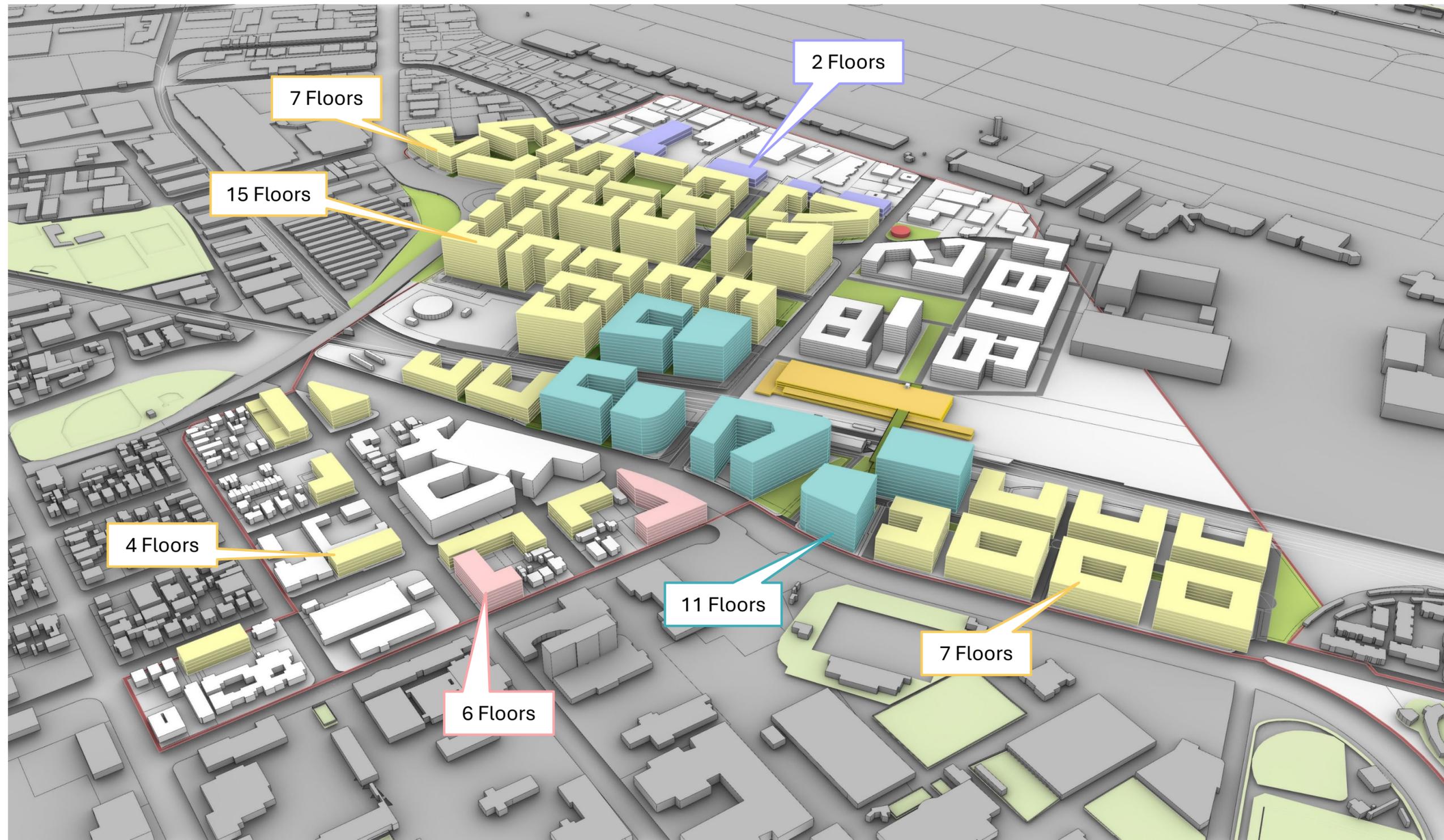
11,525 units

Office: 3,718,100 sq.ft.

Industrial/ Innovation:  
233,900 sq.ft.

Academic: 283,100 sq.ft.

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



# 1

# Reflecting Market Reality

## VTA Playbook Vision

Revised Concept

Residential: 9,075,800 sq.ft.

10,084 units

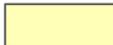
Office: 2,326,300 sq.ft.

Industrial/ Innovation:  
351,100 sq.ft.

Academic: 229,700 sq.ft.

Open Space: 19.6 Acre



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

# 1

# Buffer Between Industrial & Residential Uses

VTA Playbook Vision

*Old Concept*

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



# 1

# Buffer Between Industrial & Residential Uses

VTA Playbook Vision

*Revised Concept*

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



# 2

## Intensifying Brokaw Corridor

### Residential Priority

Residential: 8,165,200 sq.ft.

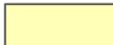
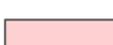
9,072 units

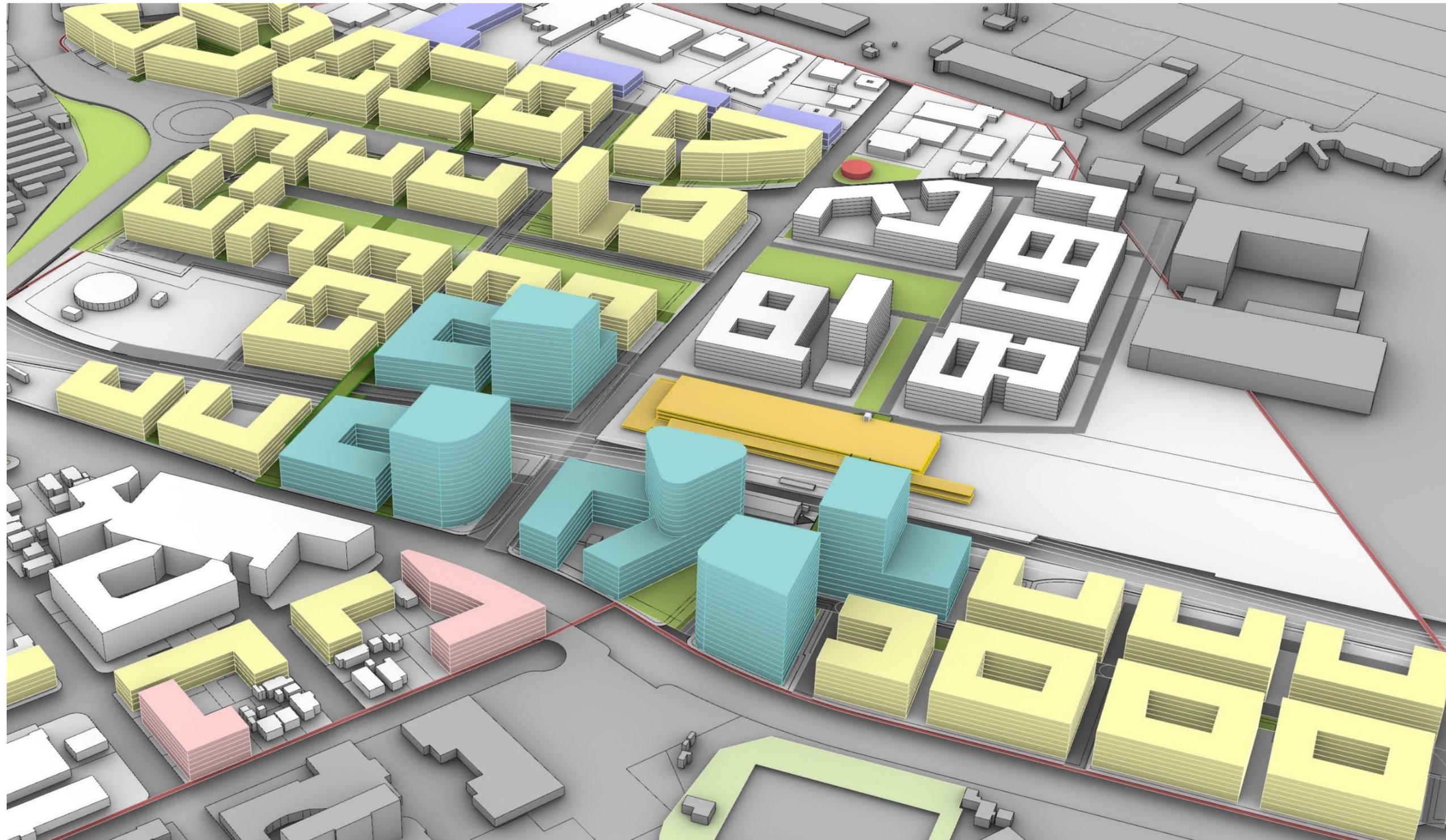
Office: 3,693,300 sq.ft.

Industrial: 233,900 sq.ft.

Academic: 283,100 sq.ft.

Old Concept

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



# 2

## Intensifying Brokaw Corridor

### Residential Priority

Revised Concept

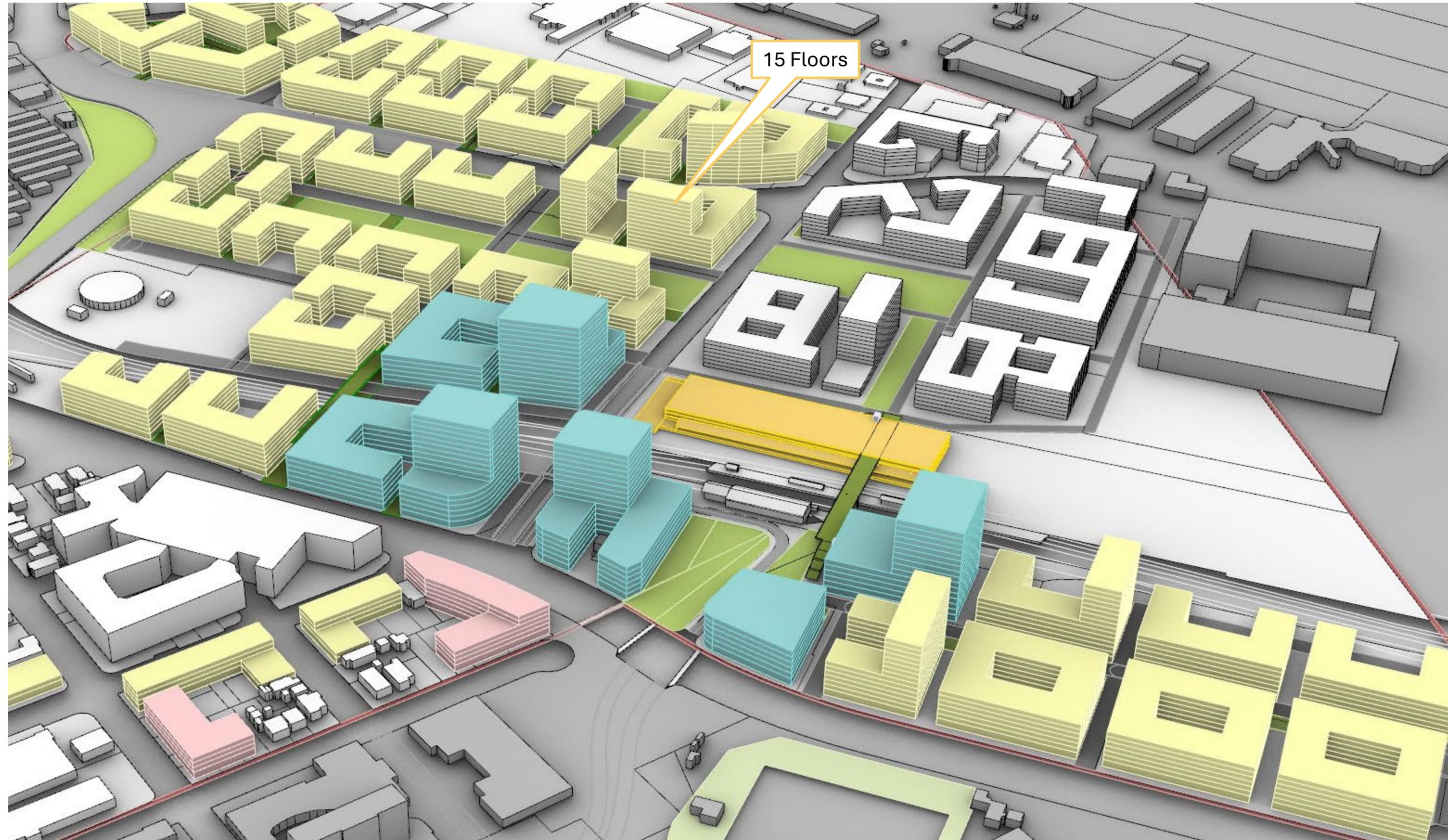
Residential: 9,119,000 sq.ft.

10,132 units

Office: 2,883,700 sq.ft.

Academic: 229,700 sq.ft.

Open Space: 20.5 Acre



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

# 3

# Reflecting Proposed Developments

## Strategic Growth Mix

**Residential:**  
4,938,900 sq.ft. 5,488 units

**Proposed Residential:**

451 El Camino Real:

396 units

1400 Coleman Ave:

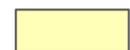
143 units

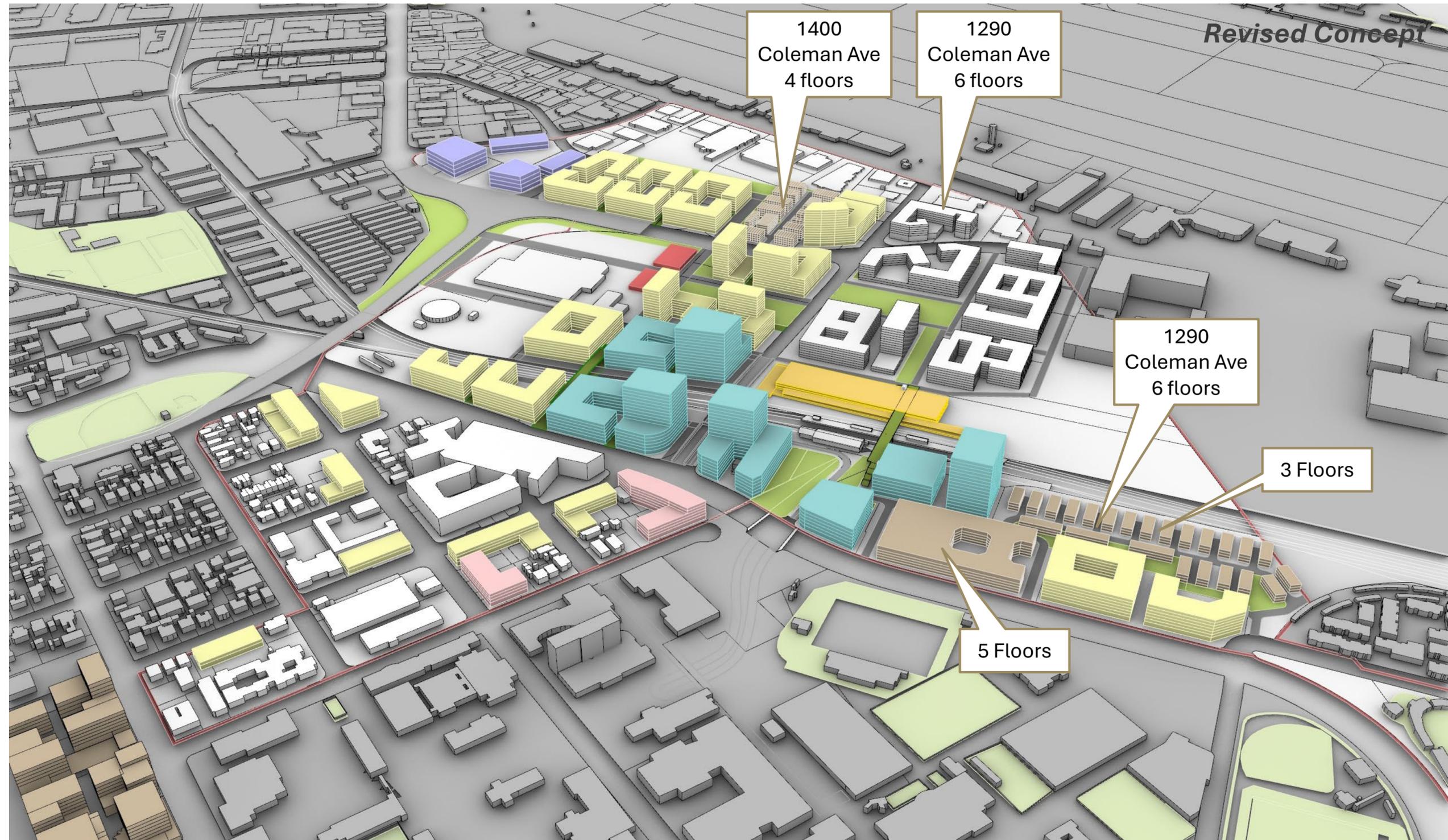
**Office: 2,883,700 sq.ft.**

**Industrial: 351,100 sq.ft.**

**Academic: 229,700 sq.ft.**

**Open Space: 13.6 Acre**

-  Residential Buildings
-  Office Buildings
-  Industrial Buildings
-  Retail Buildings
-  Academic Buildings
-  Proposed Projects



# 02

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## PLACEMAKING STRATEGIES



# Placemaking Strategies

1. Activation
2. East – West Connectivity
3. Parks and Plazas
4. The Station Plaza
5. The Boulevards

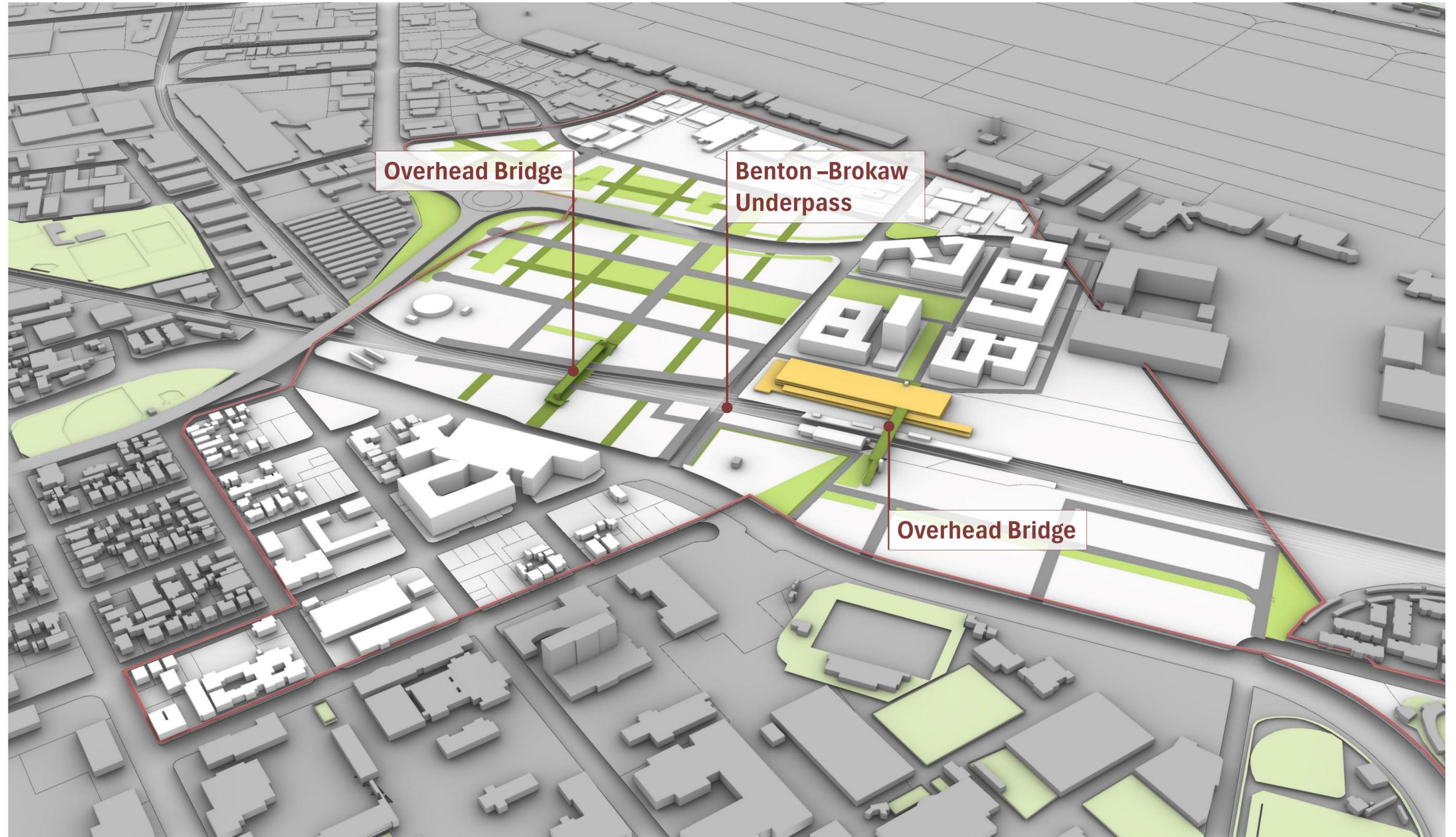


# 1. Retail Activation

-  Activity Node/ Corridor Opportunity
-  Active Frontages
-  Future BART Station
-  BART Line
-  Rail Corridor
-  San Jose Airport
-  Santa Clara Station



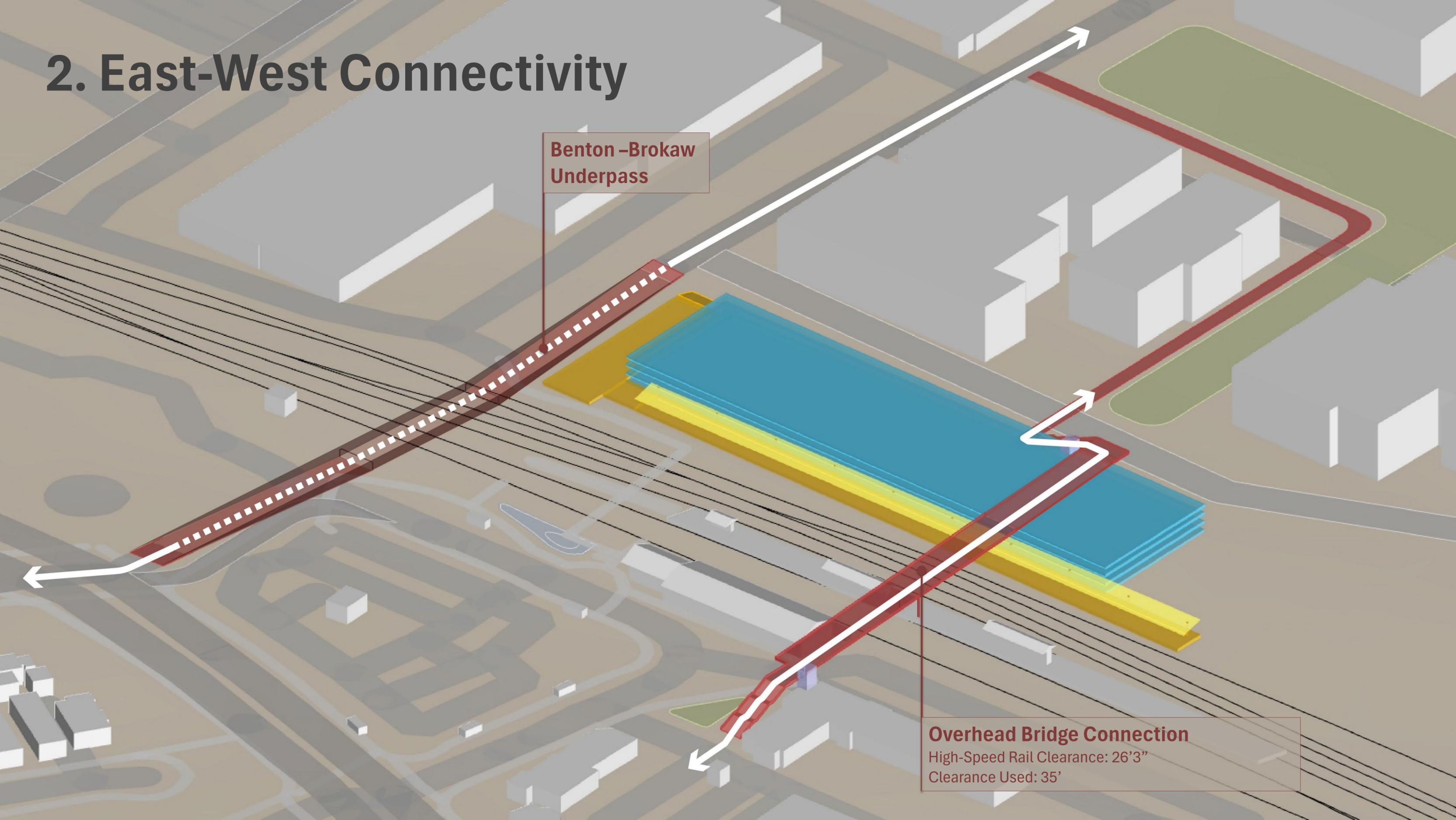
## 2. East-West Connectivity



## 2. East-West Connectivity

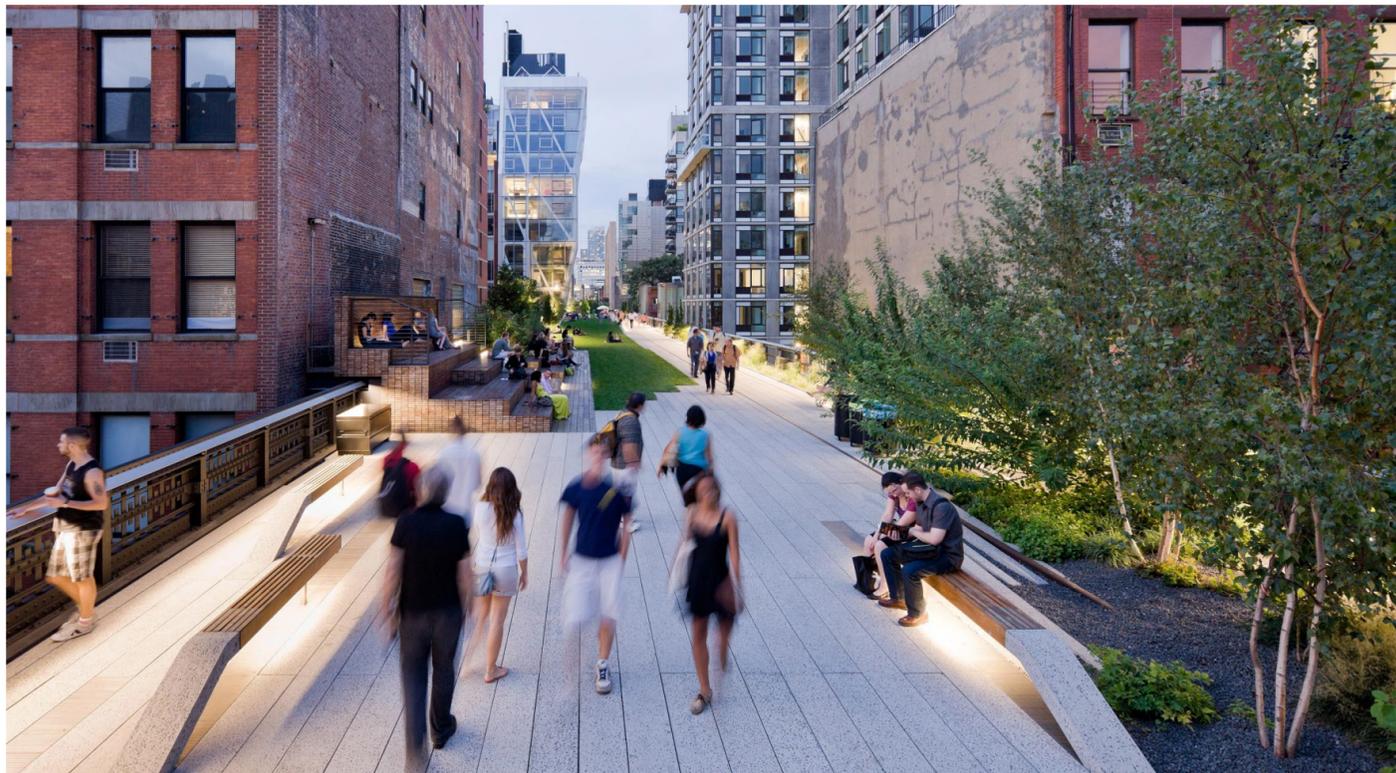
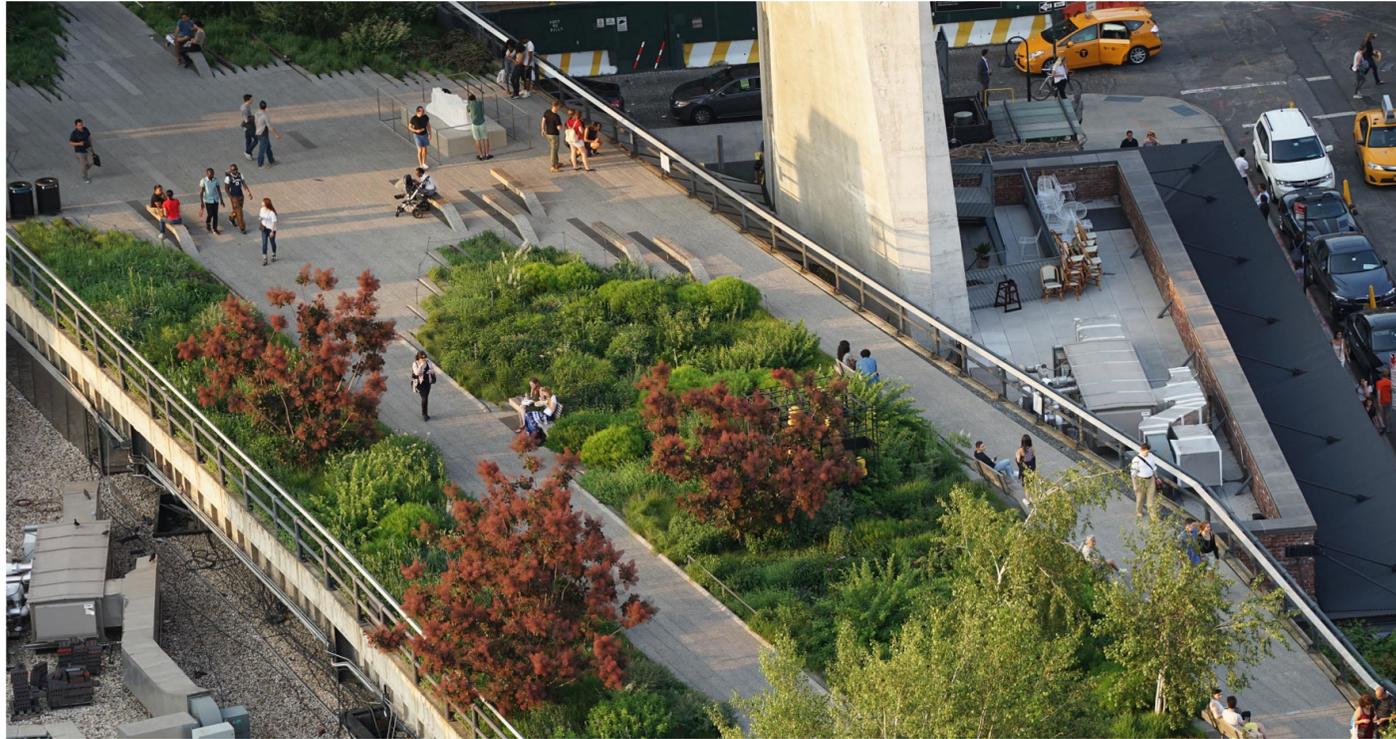
Benton - Brokaw Underpass

**Overhead Bridge Connection**  
High-Speed Rail Clearance: 26'3"  
Clearance Used: 35'



# Overhead Bridge Connection

The High Line, New York



Millennium Bridge, Union Station, Denver



# Overhead Bridge Connection

Moreelse Bridge, Utrecht Station, The Netherlands



# Overhead Bridge Connection

Seoullo 7017, South Korea



# Overhead Bridge Connection

Milpitas BART Bridge to Parking Garage



# Benton-Brokaw Underpass

4<sup>th</sup> Avenue Underpass, Tucson



# 3. Parks and Public Plaza



# 3. Parks and Public Plaza



Mariposa Park  
San Francisco, CA | WRT



Ricardo Lara Linear Park | SWA  
Lynwood, CA

# 3. Parks and Public Plaza



Main street Garden Park, Dallas



San Jancinto Plaza, El Paso



Evelyn's Park, Houston

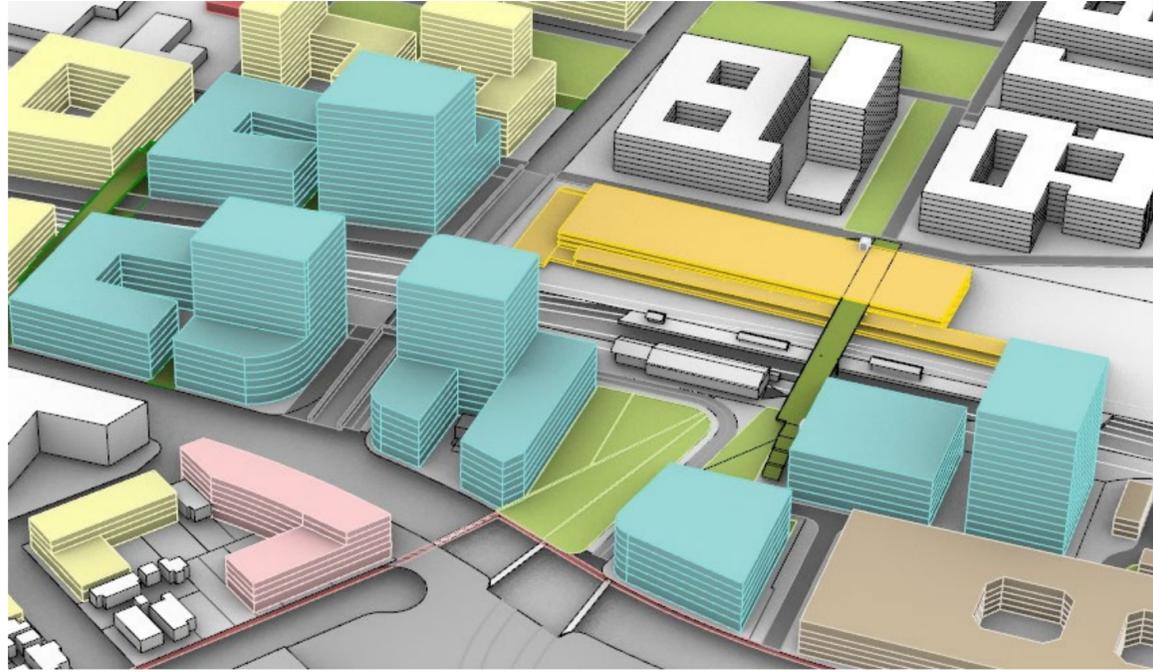


Mission Bay Kids Park, San Francisco



Union City District, Philadelphia

# 4. Station Plaza Public Space



King's Cross Station, London



Penn Station, NYC

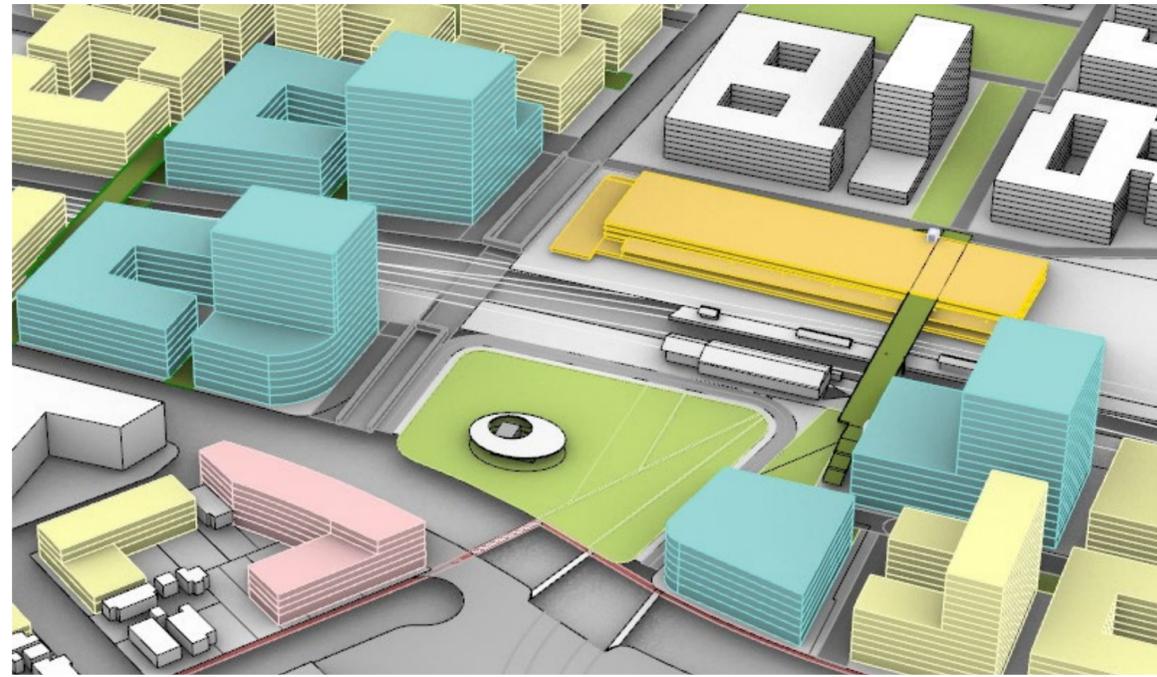


First Avenue Water Plaza, NYC



Denver Union Station

# 4. Station Plaza Public Space



Main Street Garden Park, Dallas



Tenri Station, Japan

# 5. The Boulevards

-  Paseo Opportunity
-  Streetscape Improvement Opportunity
-  Linear Parkway Opportunity
-  Proposed Downtown Public Spaces
-  New Public Space Opportunity at the Station
-  Other Public Open Spaces
-  City-owned Parks
-  Plan Area Boundary
-  Rail Corridor
-  San Jose Airport
-  Santa Clara Station
-  0 500 1,000 Feet

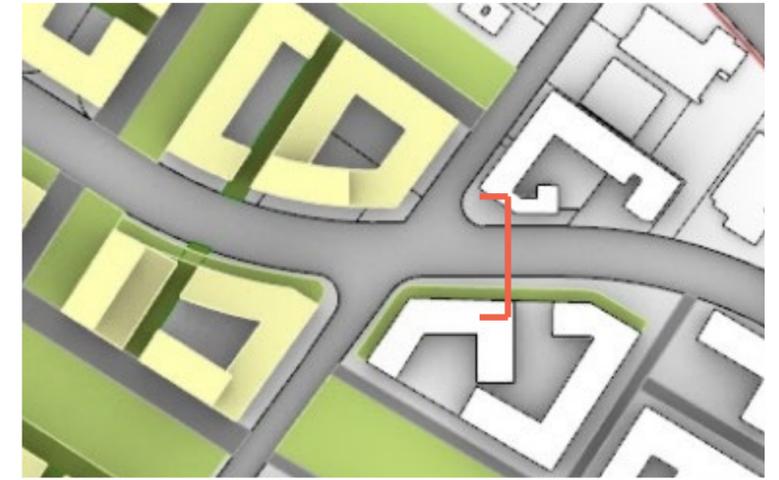


# Reimagining Coleman Avenue

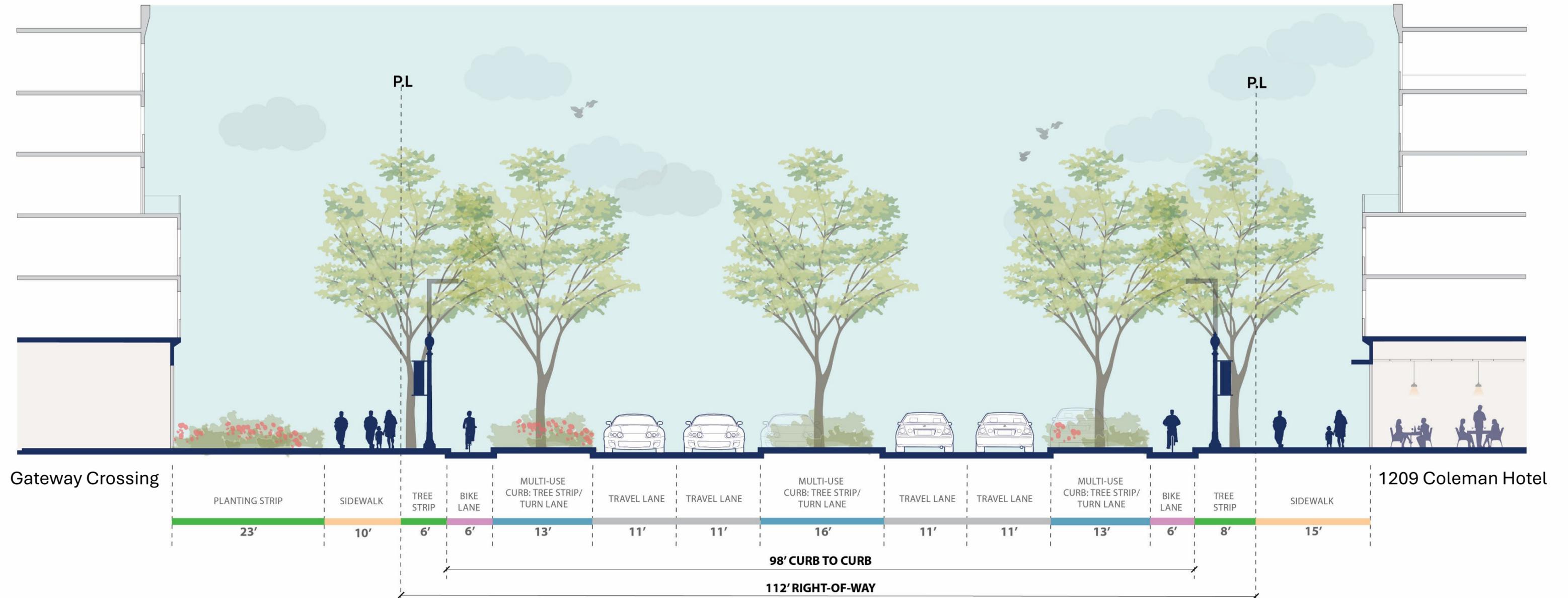


Coleman Avenue today

# Reimagining Coleman Avenue



Section of Coleman Avenue (Looking West)



# Reimagining Coleman Avenue



Vancouver, Canada



Photo by Università Iuav di Venezia



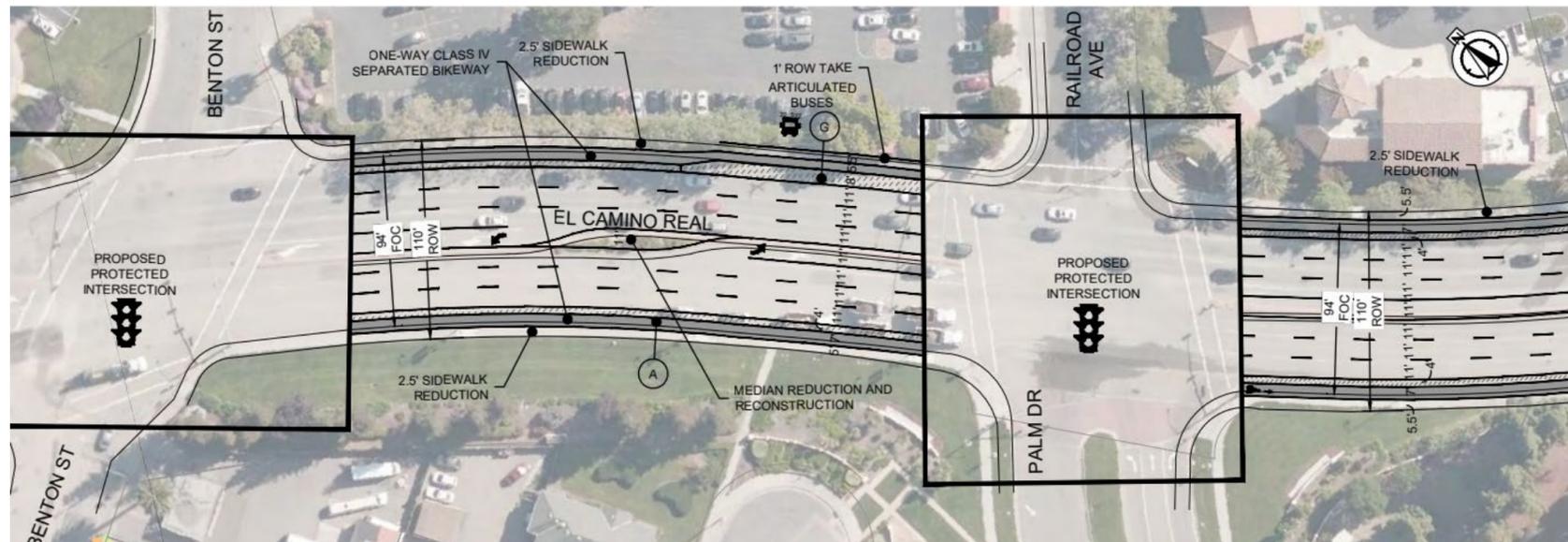
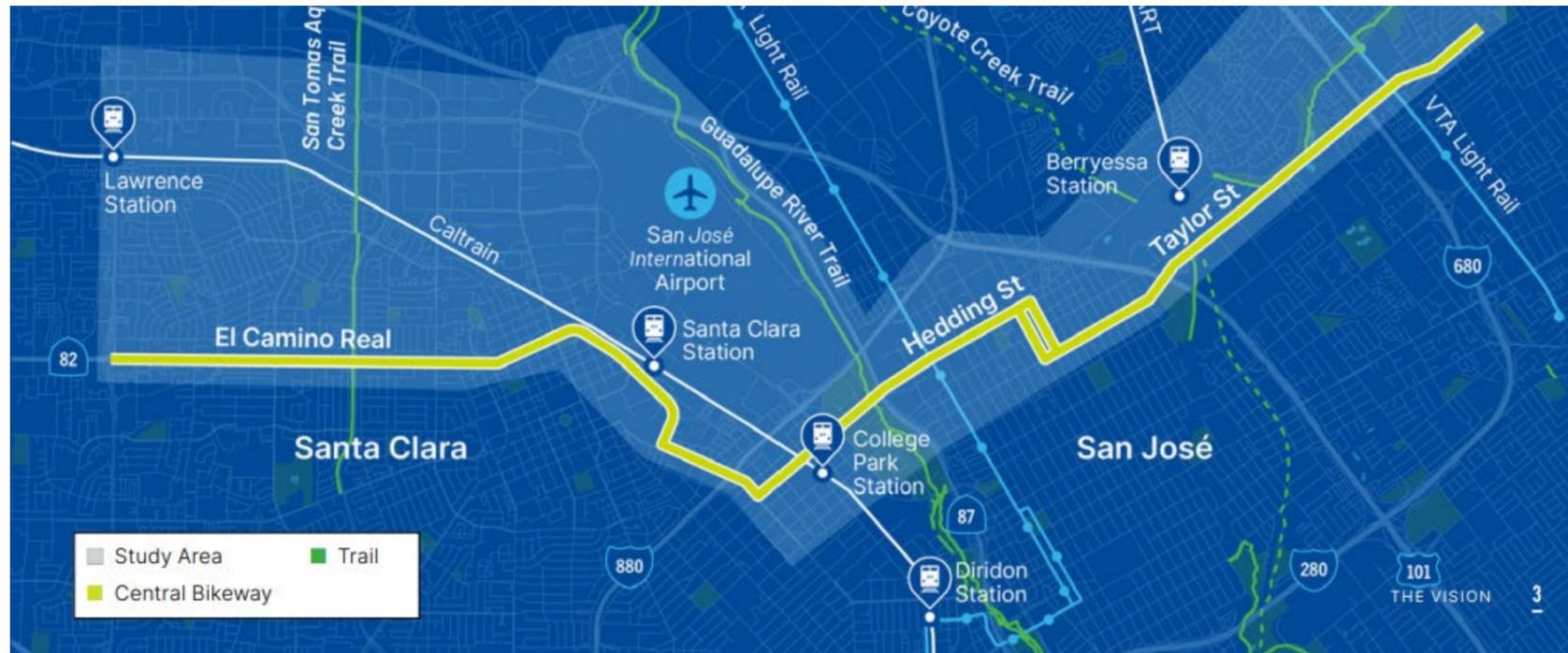
Octavia Boulevard, San Francisco  
Photo by Steve Boland

# Reimagining Coleman Avenue



New York City

# Central Bikeway El Camino Real



# El Camino Real Grand Boulevard

Redwood City El Camino Redesign

El Camino Real & Lathrop Street - Proposed Concept



El Camino Real & Laurel Street looking northbound - Existing Conditions



El Camino Real & Laurel Street looking northbound - Proposed Concept



QUESTIONS?

# NEXT STEPS

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1. Community workshop
2. Preferred concept development
3. Traffic and infrastructure analysis

**THANK YOU!**

# 03

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## CRAFTING THE VISION

