

THE SPUR

A transit-oriented development centered around promoting the next wave of frontier technology innovation and sustainable urbanization in North San Jose

CARDINAL PARTNERS
GOLDEN SHOVEL 2021



PROCESS

OFFICE-CENTRIC

Frontier tech startups pursuing R&D, adjacent to an office user who might benefit from access to the startup ecosystem.



RESIDENTIAL-CENTRIC

Multi-generational community, anchored by family-centric residential and senior living



BY THE NUMBERS



11K
daily rides
generated
in end state

\$5.4M
annual revenue
to the VTA
Implied land value of
\$220M

2.6K
jobs created
in North San Jose

142
affordable
housing units
in North San Jose

20K^{GSF}
community center
in North San Jose

A TOUR OF THE SPUR



ACKNOWLEDGMENTS

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SPONSOR

Valley Transportation Authority
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Gensler

All architectural renderings shown in this book were produced by Gensler, who graciously worked with us as our architectural partner throughout the Golden Shovel competition.

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