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



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



VISION In deciding on our vision, we honed in on the quest Sponsor and Bay Area transit experts we consistent

In deciding on our vision, we honed in on the question of ridership. Through conversations with the Sponsor and Bay Area transit experts, we consistently heard that commercial uses along transit are a better driver of ridership than residential. Paired with the City's objectives for employment, we decided that an Office-centric vision would best deliver on the objectives for the site.



Proposed Program	
Residential	328K GSF 301 units, market rate 142 units, affordable
Office	540K GSF
R&D	264K GSF
Retail	25K GSF
Boutique Hotel	81K GSF
Community	20K GSF
Parking (Energy Hub)	2,744 stalls
Total Buildable SF	2,122,000 GSF
Out of Total Site Area	771,012 GSF
FAR	2.75
Green Space	5.2 acres

kisting Program	
ffice	215K GSF

Surface Parking



BY THE NUMBERS





11K daily rides generated in end state

ed to the VTA Implied land value of \$220M

\$5.4M 2.6K annual revenue

jobs created in North San Jose

20K GSF

community center in North San Jose

A TOUR OF THE SPUR



ACKNOWLEDGMENTS

COACH

142

affordable

in North San Jose

housing units

Todd Regonini, Sares Regis

SPONSOR Valley Transportation Authority Ron Golem, VTA Jessie O'Malley Solis, VTA

ARCHITECTURAL

JURY

Kelly Kline, City of San Jose (Chair) Chris Birdwell, Harlan Estate Matt Lituchy, Jay Paul Paul Nakae, Mechanics Bank Alexis Pelosi, Pelosi Law Group Tom Siewert, Terrence J. Rose

NAIOP COMPETITION ORGANIZERS

Alexandra Stoelzle, Kilroy Realty

Remainder of site

Nathan Donato-Weinstein, City of San Jose Travis Duncan, Sares Regis Shawn Kellenberger, Newmark Knight Frank Silicon Valley Joseph Moriarty, CBRE Northern California Institutional Capital Markets Shawn Hardy, Hines Salil Payappilly, BioMed Tiffany Griego, Stanford Real Estate Traci Ferdolage, SJSU James Chung, Cushman Wakefield Retail / Econic

ADVISORS CONT.

PARTNER

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.

Peter Weingarten, Gensler Christine Laing, Gensler Lukas Sosna, Gensler Michael Aguilar, Gensler Charlie McEachron, Drawbridge Realty Dennis Williams, NorthMarq Capital Lauren Pressman, Hillspire, LLC

ADVISORS

Ray Hashimoto, AICP, HMH Engineers Michael Brilliot, City of San Jose Jared Hart, City of San Jose Sam Mesikepp, Hathaway Dinwiddie Kristen DiStefano, Atelier Ten Yusef Freeman, Jonathan Rose Michael Ogilvie, City of San Jose, Public Art Director Gary Black, Hexagon Joe Meschede, Burning Man Project Dave Lococo, Watry Design Mickey Ankhelyi, Clark Pacific Rich Levins, Fulcrum Hospitality John Lewis, Goldman Sachs & Co. Jessica Shevins, Newmark Knight Frank Lodging Capital Markets Jack Troedson, Knight Newmark

Company Rebekah Ross, City of San Jose Parks Department Mollie Ricker, Dostart Deke Hunter, Hunter Properties Curtis Leigh, Hunter Properties Nevada Merriman, MidPen Housing Micaela Connery, The Kelsey Kristy Weis, David J Powers & Associates, Inc. Halfdan Hussey, Cinequest Kathleen Powell, Cinequest Councilmember David Cohen, City of San Jose, District 4 Stacey Brown, Chief of Staff, District 4 Councilmember Darrin Ketter, SRG Property Management Jesse Weber, CBRE Capital Markets / Structured Finance Jim Hartnett, Caltrain Jordan Moss, Catalyst