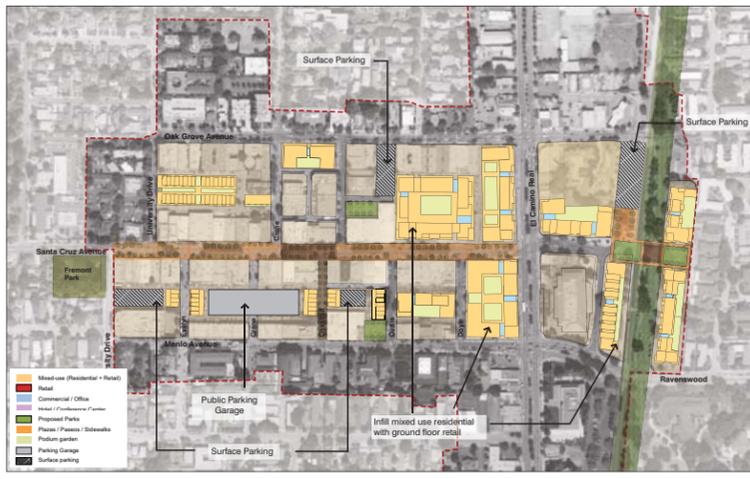


# Downtown + Station Area

## Vibrancy/Land Use + Character

Approach 1: Residential Focus

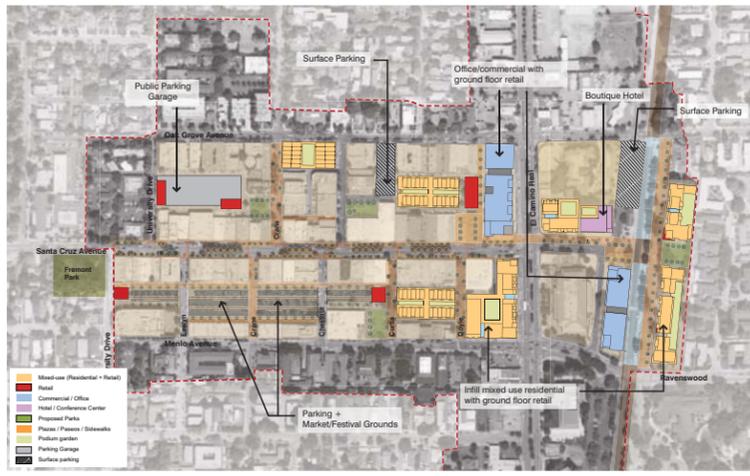


Residential = 600 units  
Retail = 133,000 sq. ft.  
Commercial/Office = N.A.  
Hotel = N.A.  
Parking = 1950 spaces  
Traffic Counts = 8,000 trips

### Economic Considerations

Higher density residential development may result in efficiencies in service provision and higher revenues, contributing to a more neutral to positive net fiscal impact for residential land uses.  
The greater number of residents will help to support a greater amount and more diverse mix of retail, including nighttime activities and lifestyle retail.

Approach 2: Mix of Uses

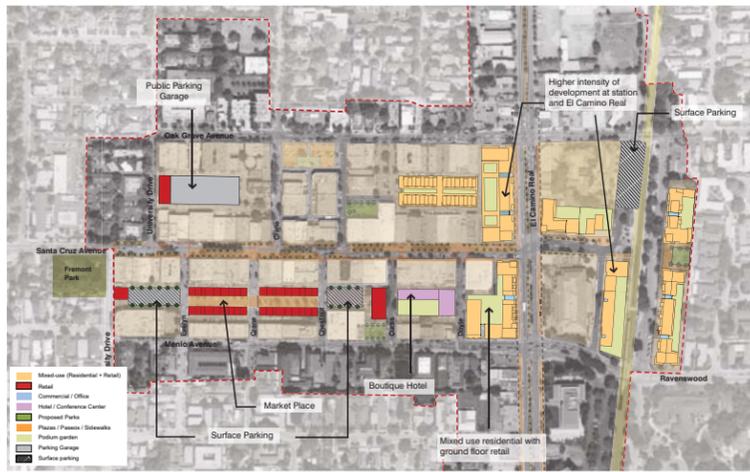


Residential = 228 units  
Retail = 87,800 sq. ft.  
Commercial/Office = 180,000 sq. ft.  
Hotel = 100 rooms  
Parking = 1300 spaces  
Traffic Counts = 7,000 trips

### Economic Considerations

Office development would support restaurants specializing in lunch and convenience retail in the downtown / station subarea.

Approach 3: Station Focus + Market Place



Residential = 548 units  
Retail = 161,500 sq. ft.  
Commercial/Office = N.A.  
Hotel = 80 rooms  
Parking = 1300 spaces  
Traffic Counts = 9,000 trips

### Economic Considerations

Higher density residential development may result in efficiencies in service provision and higher revenues, contributing to a more neutral to positive net fiscal impact for residential land uses.  
The greater number of residents will help to support a greater amount and more diverse mix of retail, including nighttime activities and lifestyle retail.  
El Camino Real tunnel could result in less local traffic in downtown / station subarea, thereby reducing retail sales.

## Character: Height + Massing



Santa Cruz Avenue at Curtis: 2-3 stories



Santa Cruz Avenue at Curtis: 3-4 stories



Santa Cruz Avenue at ECR: 3-4 stories



Santa Cruz Avenue at ECR: 4-5 stories



University Drive from Santa Cruz: 2-3 stories



University Drive from Santa Cruz: 3-4 stories

## Precedents



Varied Massing



Mixed-use with Retail at Ground Floor



Comfortable Sidewalks



Vibrant Ground Floor Uses



Market Place



Boutique Hotel