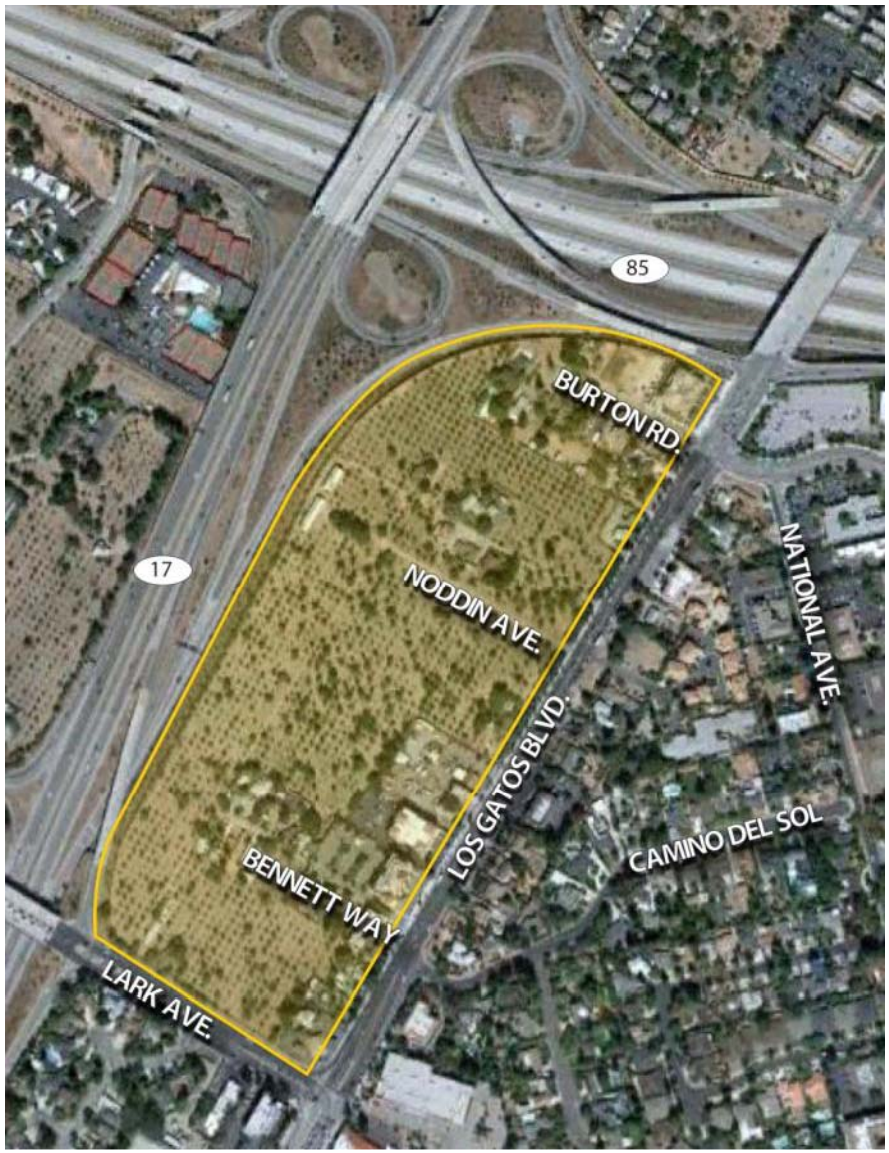
NORTH 40 SPECIFIC PLAN



Advisory Committee Meeting #5

September 22, 2011

TOWN OF LOS GATOS

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Agenda

- Introductions/Welcome
- Purpose of the Meeting / Expectation
- Results of Advisory Committee Meeting #4
- Specific Plan Land Use Summary
- Refined Concept Plan
- Height
- Next Steps
- Process

PURPOSE OF MEETING EXPECTATIONS

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RESULTS OF ADVISORY COMMITTEE MEETING #4 EXERCISE

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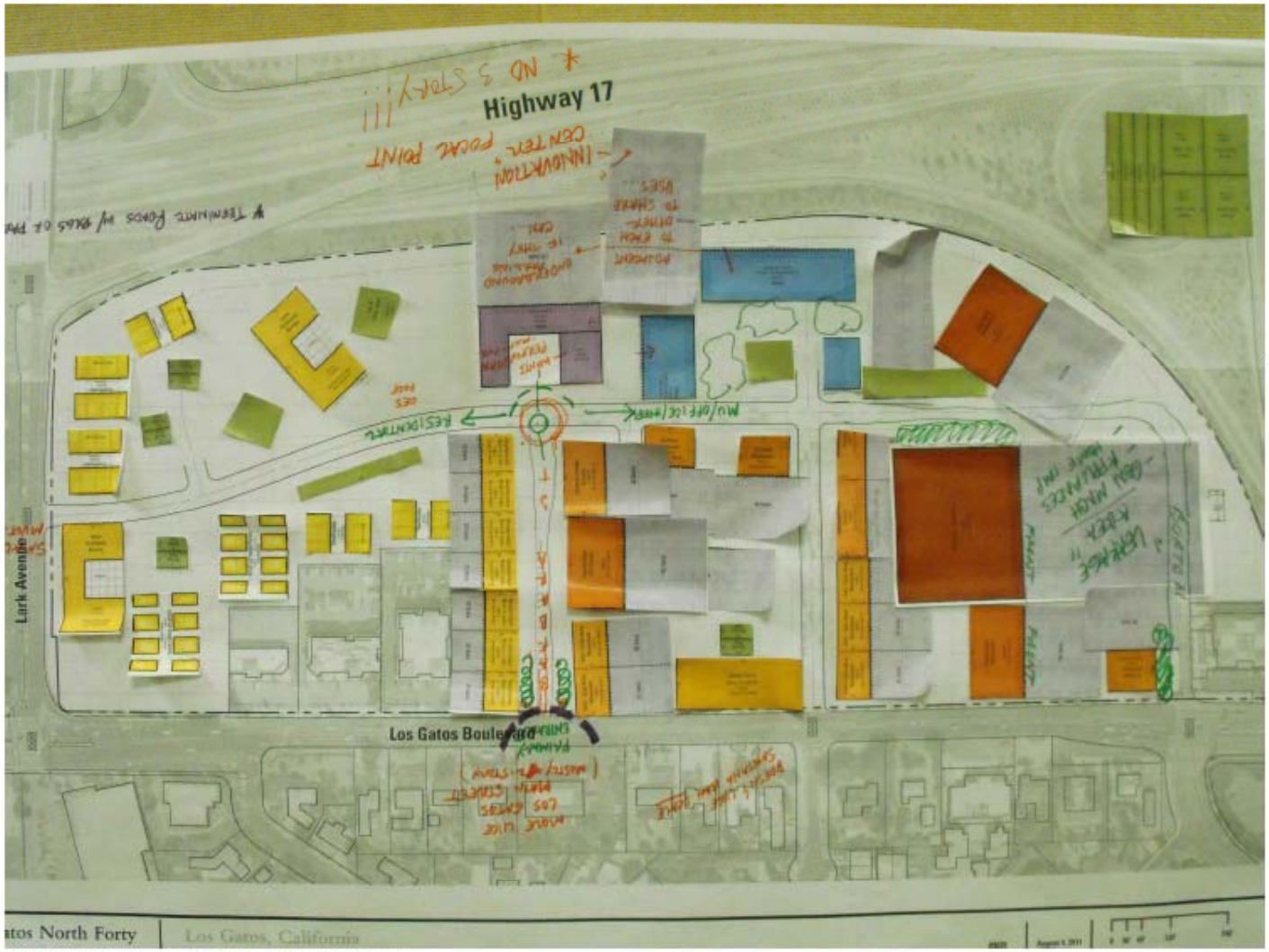
SPAC Team Plan 1



KEY PLAN ELEMENTS:

- 'MAIN STREET' ENTRANCE WITH FOCAL FEATURE AT END
- BOUTIQUE HOTEL-UPSCALE
- INNOVATION CENTER-UPSCALE
- SMALL GREEN SPACES
- MARKET HALL

GOALS FOR RETAIL:

- PROTECT LEAKAGE (LARGE RETAIL)
- PERSONALITY & TONE OF RETAIL IMPORTANT
- DID NOT DEFINE STORES
- CONCERN ABOUT COMPETING WITH DOWNTOWN

RESIDENTIAL:

- SENIOR HOUSING SHOULD NOT BE ISOLATED
- PROVIDE A DIVERSITY OF HOUSING TYPES, INC. SF
- A LOT OF GREENERY
- INCLUDE RESIDNET-SERVING BUSINESSES (SMALL PAD)

OTHER:

- UPSCALE OFFICE
- RESTAURANTS TO SUPPORT INNOVATION CENTER & HOTEL - CREATE A NODE OF SYNERGY BETWEEN HOTEL, RESTAURANTS & INNOVATION CENTER
- ROADS SHOULD TERMINATE INTO SOMETHING OTHER THAN PARKING
- ENTRANCE WITH TREES

SPAC TEAM PLAN 1

TEAM MEMBERS: BARBARA SPECTOR & BARBARA CARDILLO

08-25-2011

SPAC Team Plan 1

SPAC TEAM PLAN 1

TEAM MEMBERS: BARBARA SPECTOR & BARBARA CARDILLO

08-25-2011

SPAC Team Plan 2

KEY PLAN ELEMENTS:

- ORCHARD THEME/ BOARD & BATTEN STYLE ARCHITECTURE (NAPA)
- RETAIN ORCHARD PRESENCE ALONG THE BLVD. & PROJECT ENTRANCE
- BOUTIQUE HOTEL (GIVE PROMINENCE)
- LIVE ENTERTAINMENT THEATER / VENUE BUT NOT TO COMPETE WITH DOWNTOWN
- MULTI-STORY PARKING GARAGES IN REAR WITH PASEOS TO FRONT
- MARKET HALL (GIVE PROMINENCE AS FOCAL POINT)
- PUBLIC ART PIECE / FOCAL POINT AT CORNER OF LGB AND LARK
- INCUBATOR W/ 3-4 STORY PARKING STRUCTURE WITH OPEN SPACE CAMPUS ALA REGUS EXECUTIVE OFFICE

GOALS FOR RETAIL:

- IN-LINE RETAIL & CAFES OPENING ON THE GREEN SPACE
- 2 LARGER DESTINATION RETAIL SPACES, H&M
- MARKET HALL SIMILAR TO FERRY BLDG; FOOD USES, PERHAPS INCLUDE A RESTAURANT
- "ARTEFACT DESIGN & SALVAGE" OR SIMILAR UNIQUE STORE WITH AGRARIAN FEEL-CORNERSTONE, SONOMA

RESIDENTIAL:

- LIMIT RESIDENTIAL ALONG FREEWAYS
- INTEGRATED RESIDENTIAL THROUGHOUT - SECURITY
- LOTS OF GREENERY
- INCLUDE RESIDENT-SERVING BUSINESSES (SMALL PAD)

OTHER

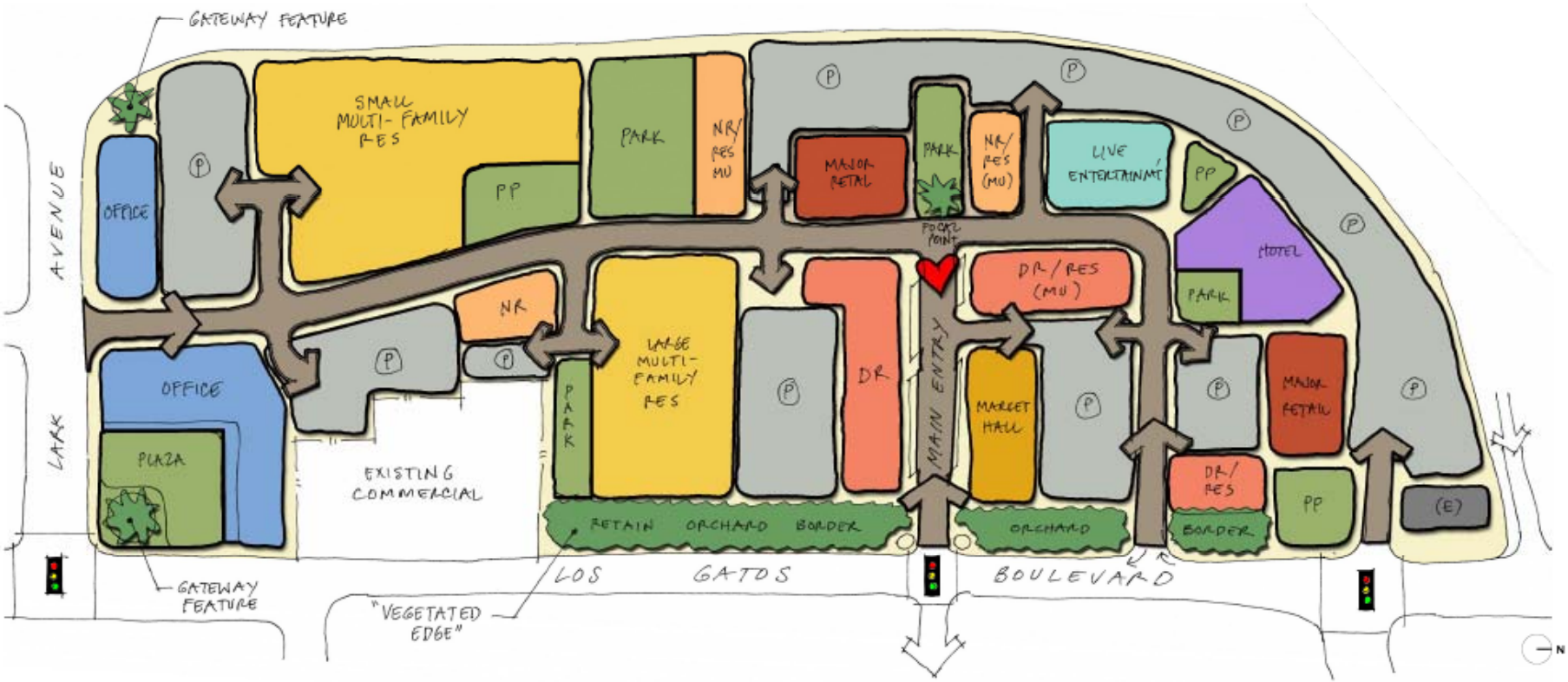
- OFFICE INCUBATOR
- RESTAURANTS NEEDED
- SMALL POCKET SPACES (SIMILAR TO CARMEL)
- LARGE PARK OR PASSIVE SPACE WITH HISTORIC PRESENCE (ONE ACRE)
- WIDEN ENTRANCE TO PROJECT TO PULL PEOPLE IN

SPAC TEAM PLAN 2

TEAM MEMBERS: GORDON YAMATE, JOHN BOURGEOIS, DAN ROSS

08-25-2011

SPAC Team Plan 2



SPAC TEAM PLAN 2

TEAM MEMBERS: GORDON YAMATE, JOHN BOURGEOIS, DAN ROSS

09-25-2011

SPAC Team Plan 3

KEY PLAN ELEMENTS:

- WALKING COMMUNITY THEME
- NICE ENTRNACE TO SHOPPIONG EXPERIENCE
- DEVELOP IN A WAY THAT PEOPLE WILL SPEND TIME THERE
- GREENBELT ALONG LGB (HIDE DEVELOPMENT & RETAIN LG CHARACTER
- MULTI-TIERD PARKING AT BACK W/ LANDSCAPING & TREES
- BOUTIQUE HOTEL
- INNOVATION CENTER WITH RESTAURANT
- MEDICAL OFFICE
- LIVE ENTERTAINMENT TO ACCOMMODATE 250 PEOPLE

GOALS FOR RETAIL:

- FLAGSHIP RETAIL
- ONE MAJOR RETAIL ANCHOR TENANT
- MARKETPLACE IN THE HEART OF WALKING AREA
- NEIGHBORHOOD CENTER TO SERVICE HOMES

RESIDENTIAL:

- SINGLE FAMILY RESIDENCES
- SENIOR HOUSING

OTHER:

- UNDERGROUND PARKING ON A LIMITED BASIS
- RESTAURANTS - MIXED SIZES
- PARK TO BE USED BY RESIDENTS & RETAIL USERS
- KEEP PARKING CLOSE BY; PEOPLE SHOULD NOT BE REQUIRED TO CROSS PARKING LOTS TO GET TO PLACES
- TIERED PARKING, 2 TO 3 LEVELS, PRIMARILY ALONG FREEWAY (NOISE ABATEMENT)
- INVITING PLACE

SPAC TEAM PLAN 3

TEAM MEMBERS: TODD JARVIS, JOE PIRZYNSKI

03-25-2011

SPAC Team Plan 3

SPAC TEAM PLAN 3

TEAM MEMBERS: TODD JARVIS, JOE PIRZYNSKI

08-25-2011

Common Themes

- Upscale development
- Create a walkable development
- Establish focal points
- Give prominence to Market Hall building
- Tree/orchard landscaping along Los Gatos Boulevard
- Flagship / Destination Anchor retail (mid-size) & limited in-line retail
- Innovation Center
- Variety of open space types – pocket parks, passive parks, linear parks
- Variety of housing types
- Variety of restaurants and sizes
- Live entertainment
- Tuck parking behind buildings
- Use parking structures as a buffer from freeway

SPECIFIC PLAN LAND USE SUMMARY

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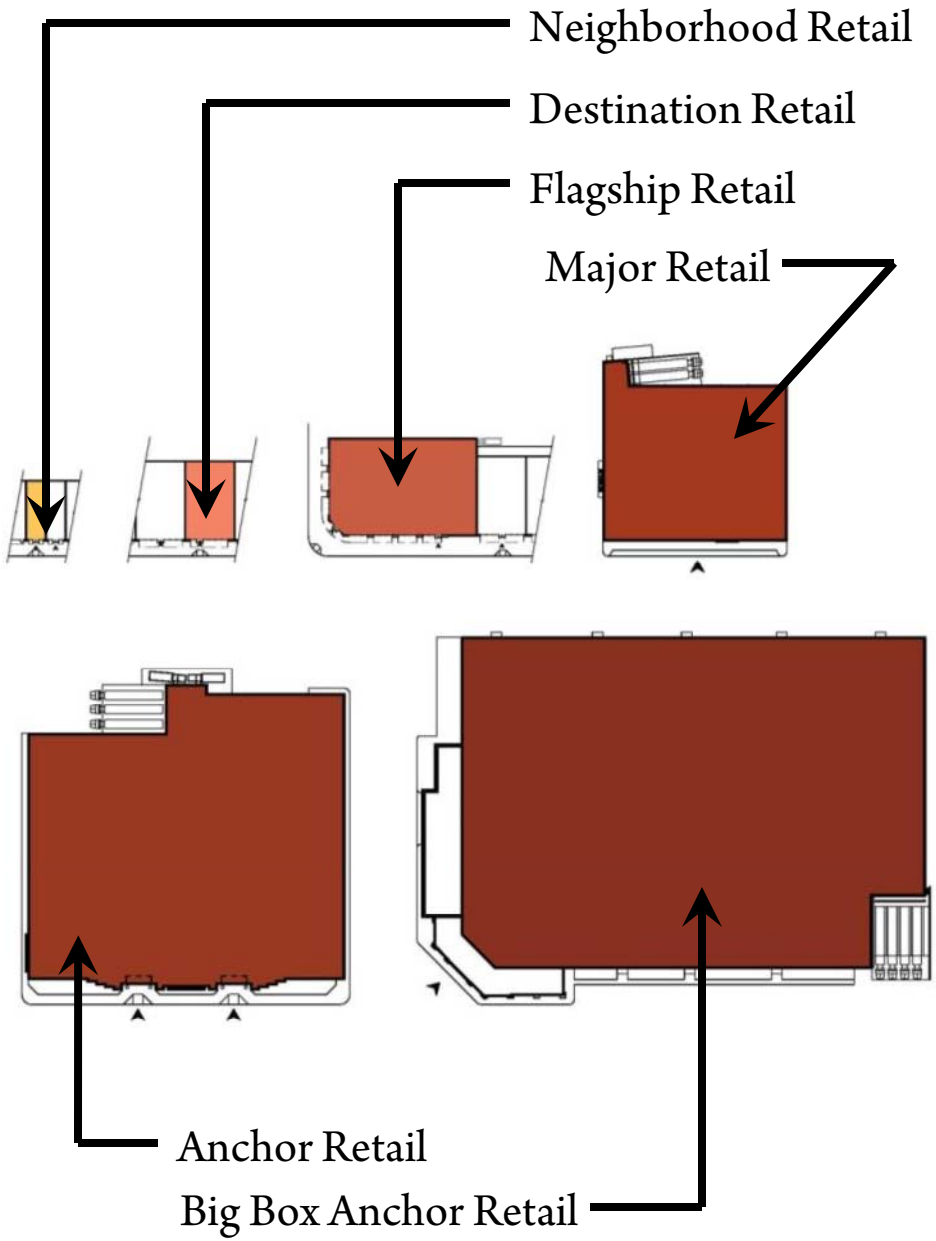
Specific Plan Land Use Summary

- Sit-Down Restaurant
- Café/Quick Serve Restaurants
- Anchor (Destination)
- Major Retail (Destination)
- Flagship Retail (Destination)
- Destination Retail (In-Line)
- Neighborhood Retail (In-Line)
- Market Hall or Specialty Market
- Hotel
- Office
- Entertainment / Health Club
- Residential
- Parks and Open Space



DESIGN EVOLUTION

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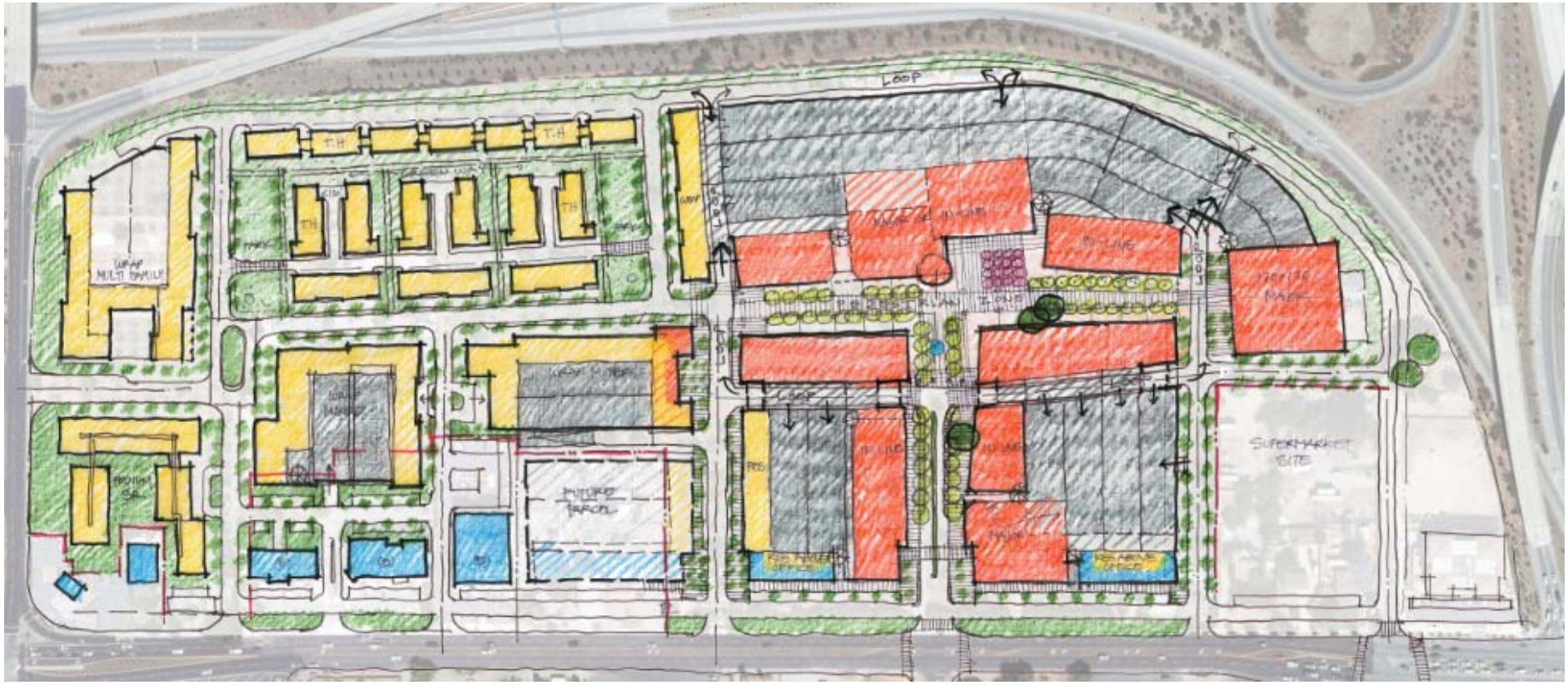
Design Evolution


LOOP
T.H
T.H
T.H
T.H
WRAP MULTI FAMILY
LOOP
LOOP
LOOP
PARK
PARK
PARK

Design Evolution

DESIGN
PROCESS
SKETCHES

Design Evolution

DESIGN PROCESS SKETCHES

Design Evolution

DESIGN
PROCESS
SKETCHES

CONCEPT DESIGN

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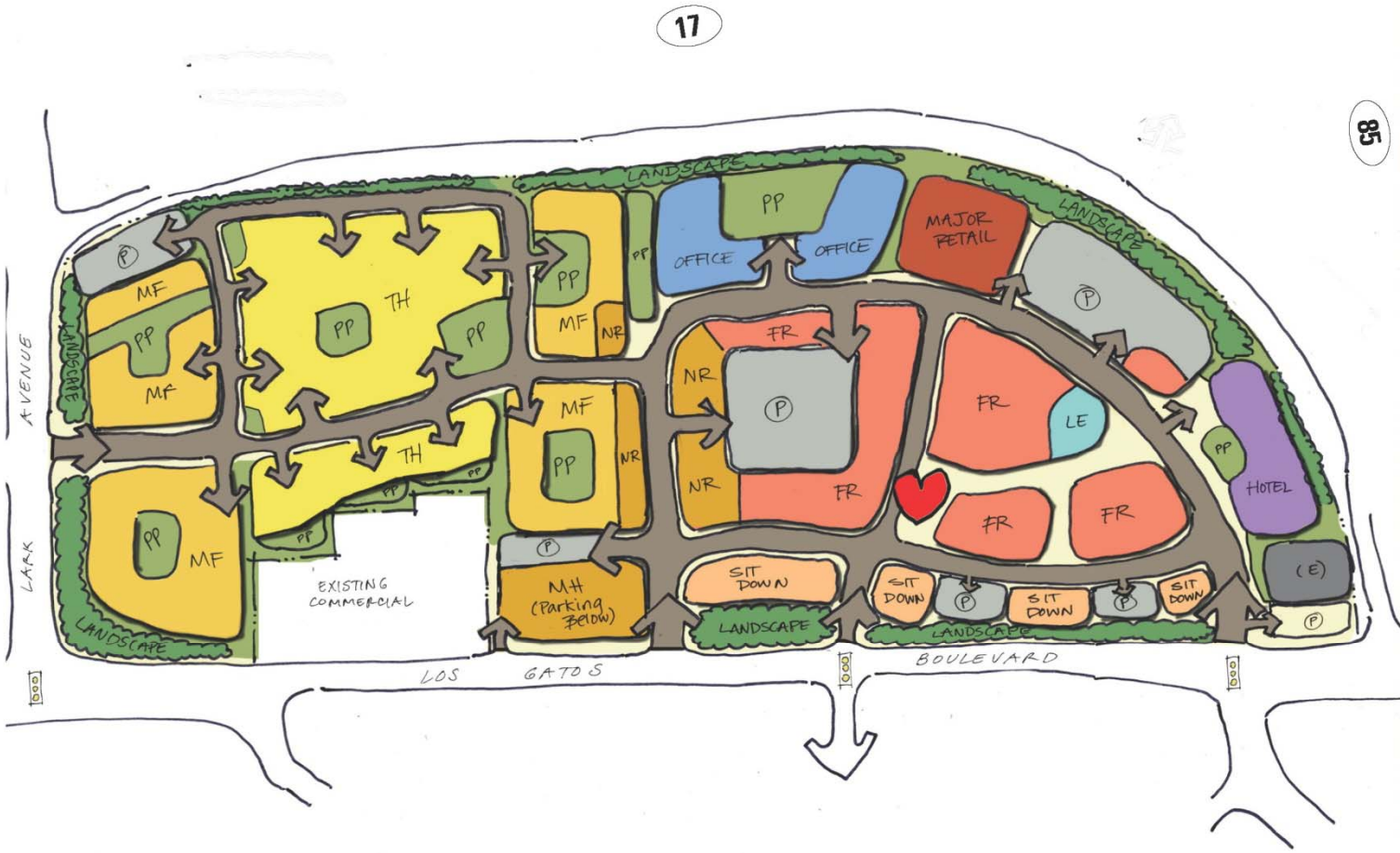
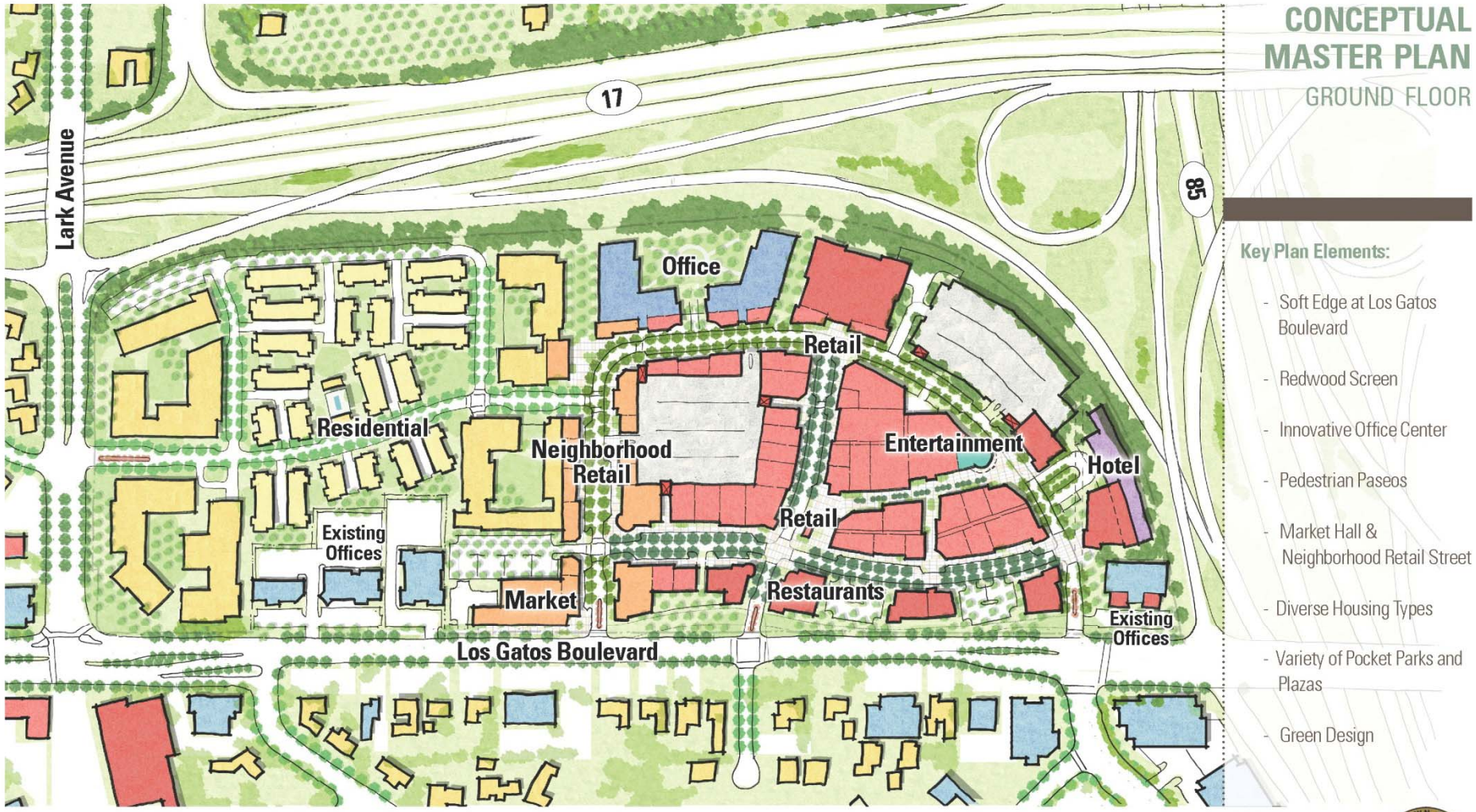
Concept Diagram

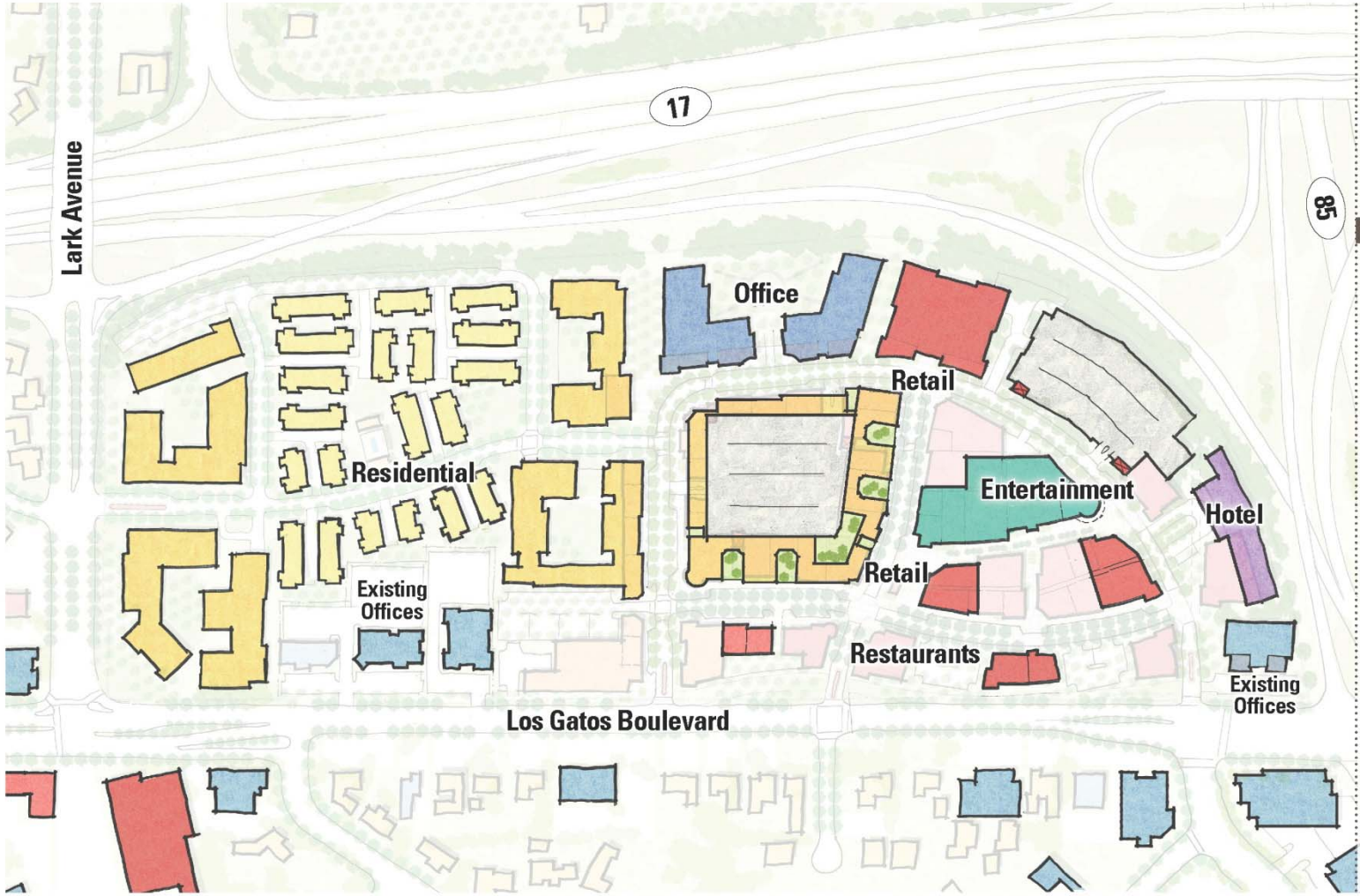
BUBBLE DIAGRAM



Concept Master Plan – Ground Floor



Concept Master Plan – Upper Floors

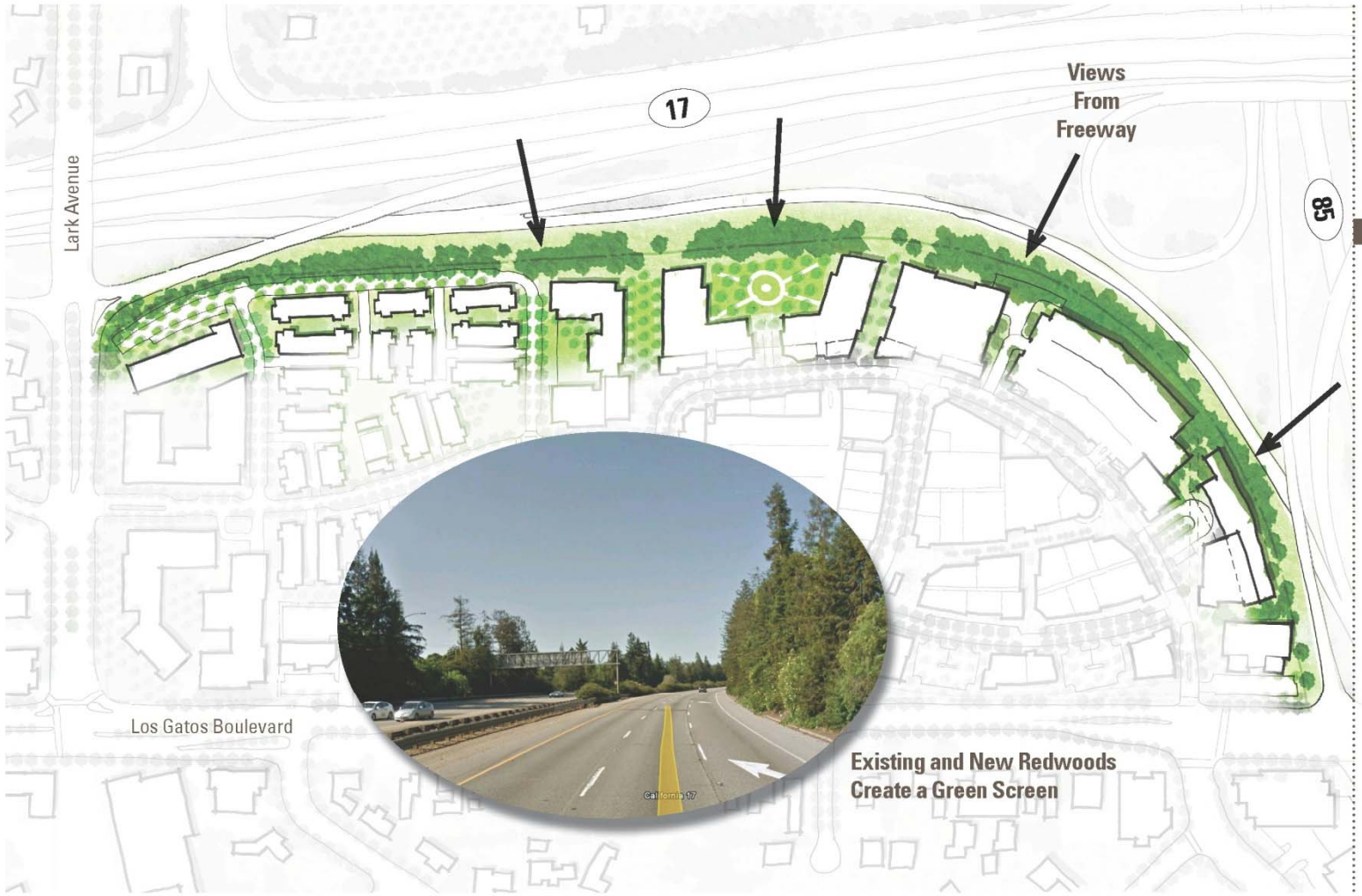


CONCEPTUAL MASTER PLAN
UPPER LEVELS

Key Plan Elements:

- Soft Edge at Los Gatos Boulevard
- Redwood Screen
- Innovative Office Center
- Pedestrian Paseos
- Market Hall & Neighborhood Retail Street
- Diverse Housing Types
- Variety of Pocket Parks and Plazas
- Green Design

Concept Diagram



REDWOOD GREEN SCREEN

Coast Redwood Landscape Screen

Growth rate of 6' per year

Same treatment as other segments of Highway 17

Concept Diagram

GREEN OPEN SPACE BUFFER

ALONG LARK AVE & LOS GATOS BLVD

Variety of Green Spaces Provided Throughout Site

- Creates a soft edge at perimeter of site
- Provides for orchard landscaping an dgreen open space
- Allows for attractive entry points from Lark Avenue & Los Gatos Boulevard

Concept Diagram

PARK & GREEN SPACE NETWORK

Variety of Green Spaces Provided Throughout Site

- Soft, green edge at Los Gatos Blvd. and Lark Ave.
- Landscaped buffers at freeway 17 and 85
- Variety of small community parks
- Orchard style planting throughout the site recognizes the agricultural history of the site
- Landscaped entry points

Concept Diagram

RESIDENTIAL NEIGHBORHOOD

NETWORK OF SMALL GREEN SPACES

Variety of Green Spaces Provided Throughout Site

- Linear parkways
- Pocket Parks
- Play Areas
- Community Gardens
- Clubhouse & Landscaped Pool Deck
- Neighborhood Parks
- Landscaped Courtyards

Concept Diagram

RESIDENTIAL NEIGHBORHOOD
TOWNHOMES

Concept Diagram

Concept Diagram

RESIDENTIAL NEIGHBORHOOD

MULTIFAMILY
MIXED USE

Concept Diagram

INNOVATIVE OFFICE CENTER & HOTEL

Office Center

- Class A
- Flexible Office Space

Hotel & Conference Center

Concept Diagram

Market Hall
Interior

Neighborhood Services

Market Hall
Sets the tone for the neighborhood

Neighborhood Services

NEIGHBORHOOD SERVING RETAIL

Serves as a transitional zone between the predominanty residential zone to the south and the major destination retail to the north.

- Market Hall
- Neighborhood services
- Specialty food
- Restaurants & Cafes

Concept Diagram

DESTINATION RETAIL
RESTAURANTS

1 & 2 Story retail and restuarant spaces at Los Gatos Boulevard frontage

Surrounded by Green Space and Orchard Landscaping

Concept Diagram

DESTINATION RETAIL
IN-LINE TENANTS

Concept Diagram

Concept Diagram

Small Plazas

Main Plaza

Market Plaza

PUBLIC PLAZAS

A series of friendly plazas, courtyards and paseos

The main plaza is at the heart of the retail district

Intimate plazas and courtyards spaces are distributed throughout the site plan

Each has a unique size, shape and character

Concept Diagram

PEDESTRIAN PASEOS

Pedestrian friendly streets and paseos

Outdoor dining

European inspired streets and alleys

Attractive potted plants and street furniture

Concept Diagram

Specific Plan Land Use Table

Use		Examples	Range
COMMERCIAL			*Sq. Footage For Each Land UseCategory*
	Sit Down Restaurant	Sit-down: Small to large	60,000-90,000
	Destination Anchor Retail 50,000-125,000 sq. ft.	Department store, appliances, electronics, general merchandise	50,000-160,000
	Destination Major Retail Tenant 18,000-50,000 sq. ft.	Electronics, sporting goods, appliances	50,000-150,000
	Destination Flagship Retail 10,000-25,000 sq. ft.	Housewares, apparel, furnishings, sporting goods	75,000-100,000
	Destination Retail (In-Line) 2,000-10,000 sq. ft.	Apparel, shoes, personal care	60,000-90,000
	Neighborhood- Retail (In-line) 800-3,000 sq. ft.	Service oriented, café-type food service	10,000-25,000
	Grocery or Specialty Market	Market Hall, single store or multiple vendor	25,000-40,000
	Office		70,000-100,000
	Hotel		100,000-150,000
	Conference		10,000-20,000
	Health Club		25,000-30,000
	Entertainment	Cinema with dining	40,000-50,000
	Live Entertainment	Music, comedy club	25,000-30,000
RESIDENTIAL UNITS			**Total Units**
			550-750

DISCUSSION

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SPECIFIC PLAN BUILDING HEIGHTS

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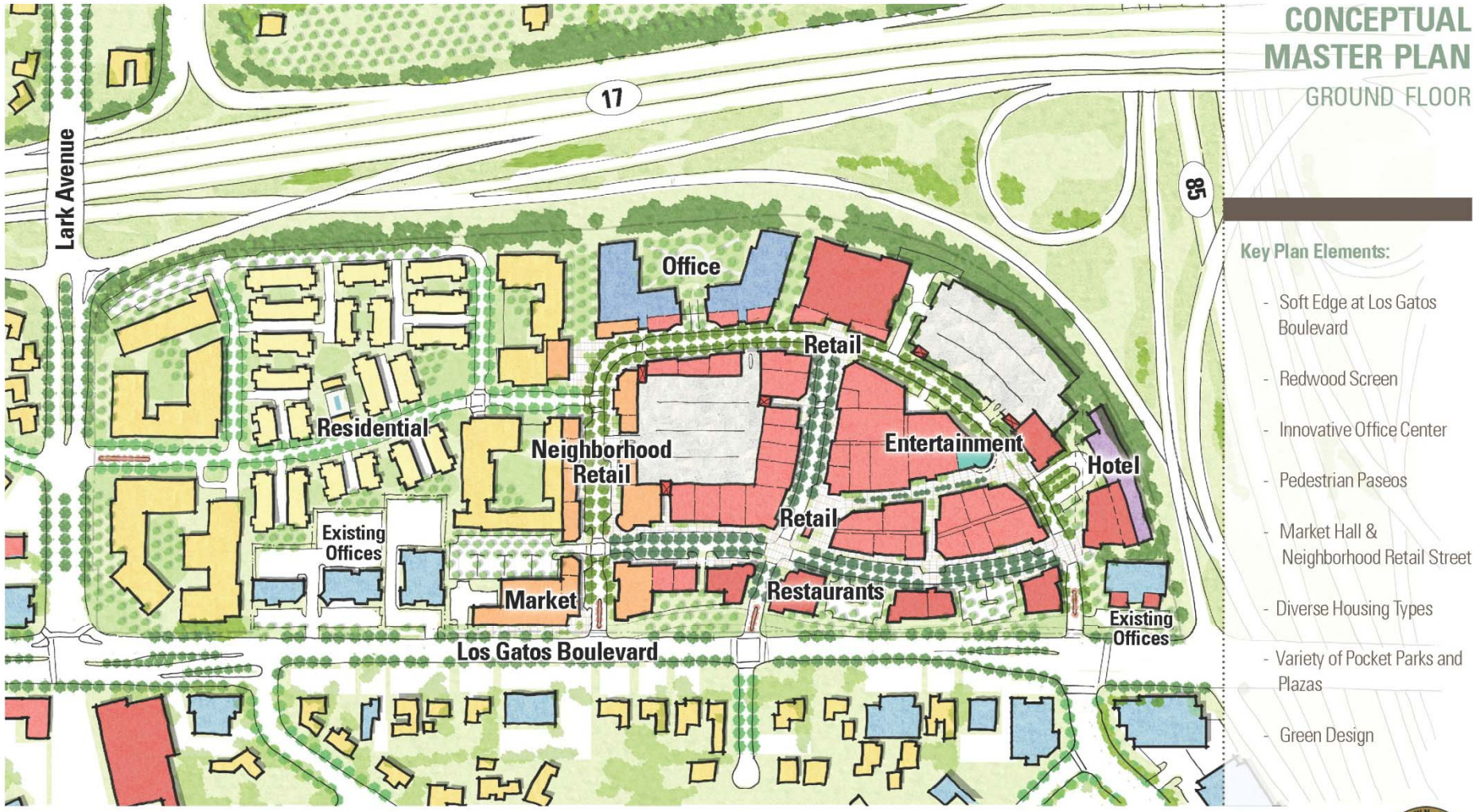
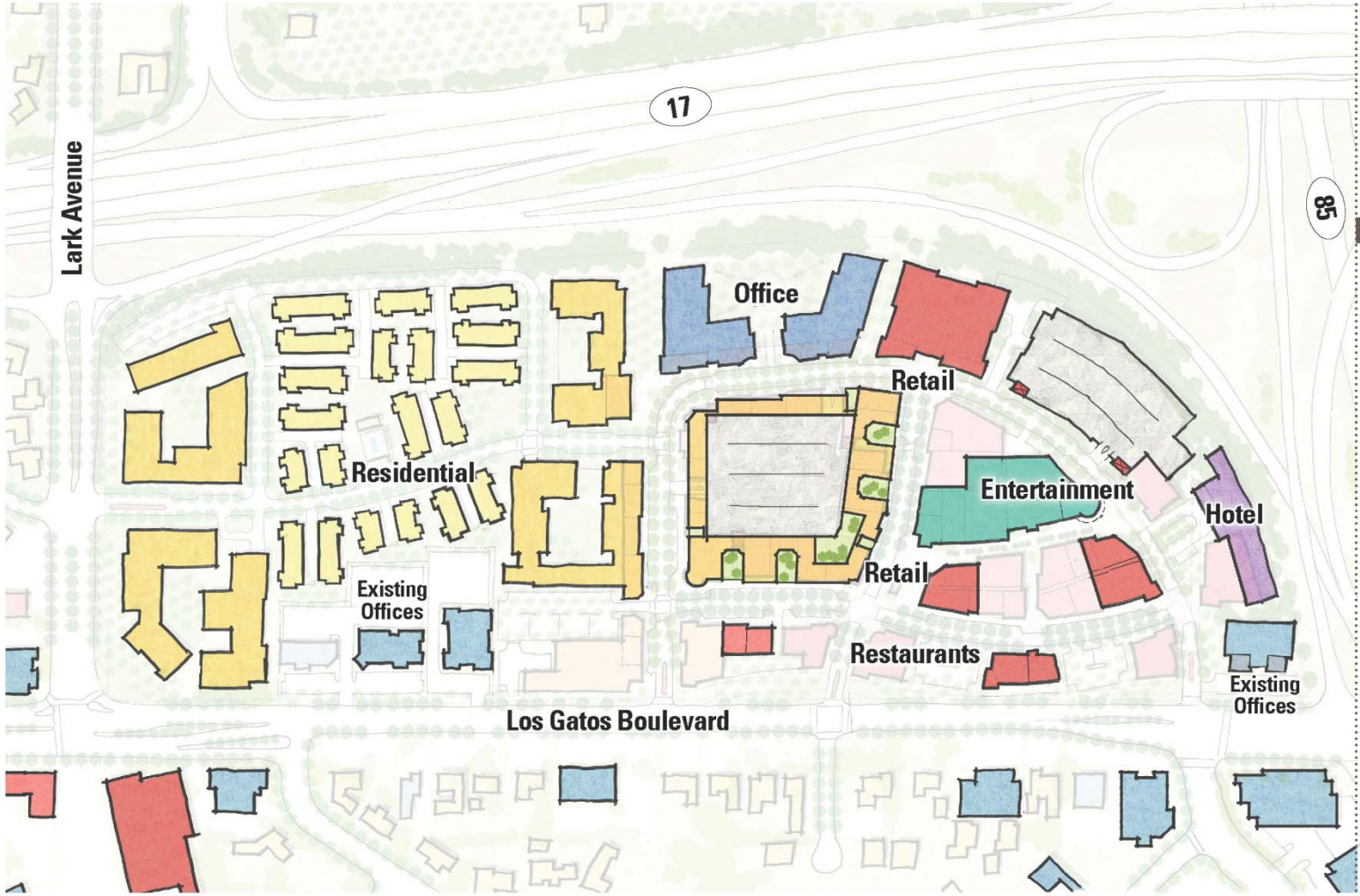
Concept Master Plan – Ground Floor



Concept Master Plan – Upper Levels



CONCEPTUAL MASTER PLAN
UPPER LEVELS

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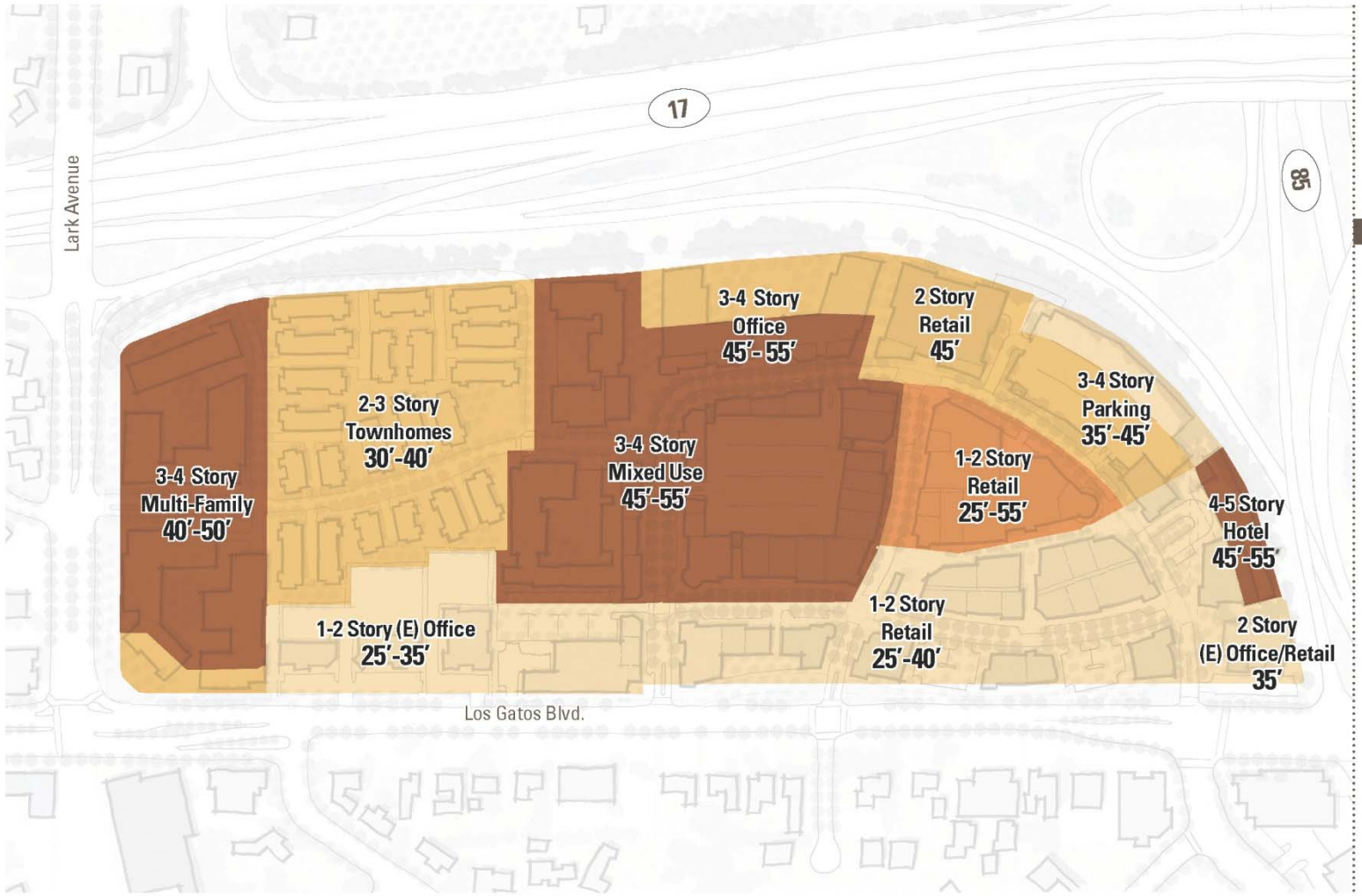
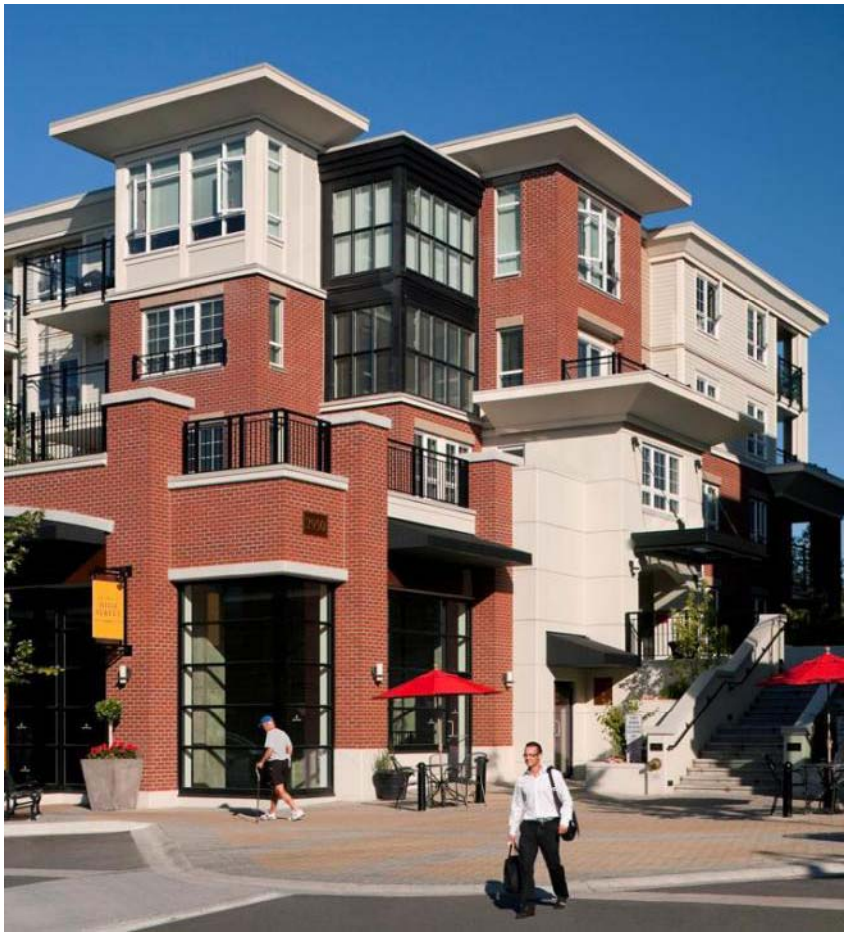
Concept Master Plan – Height Study

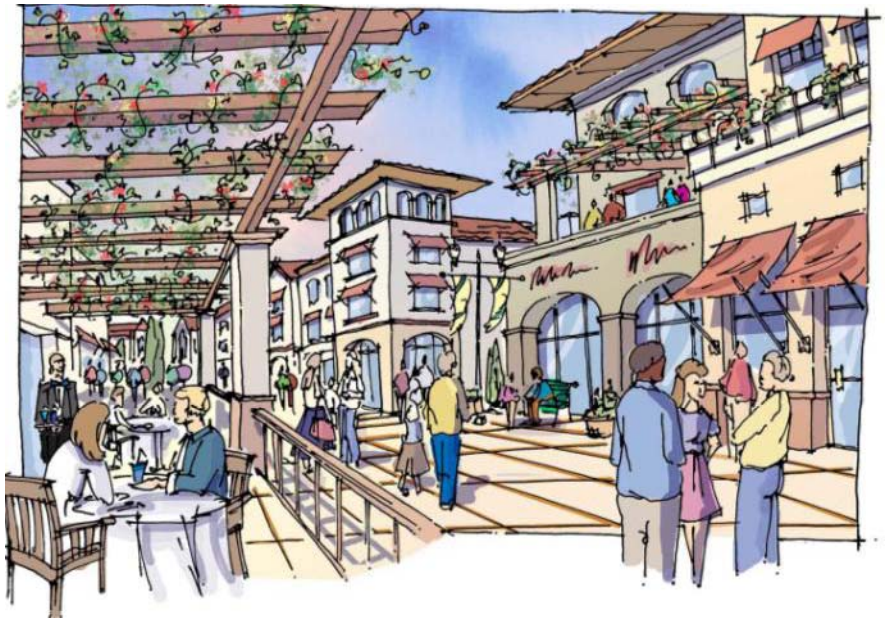


BUILDING HEIGHTS

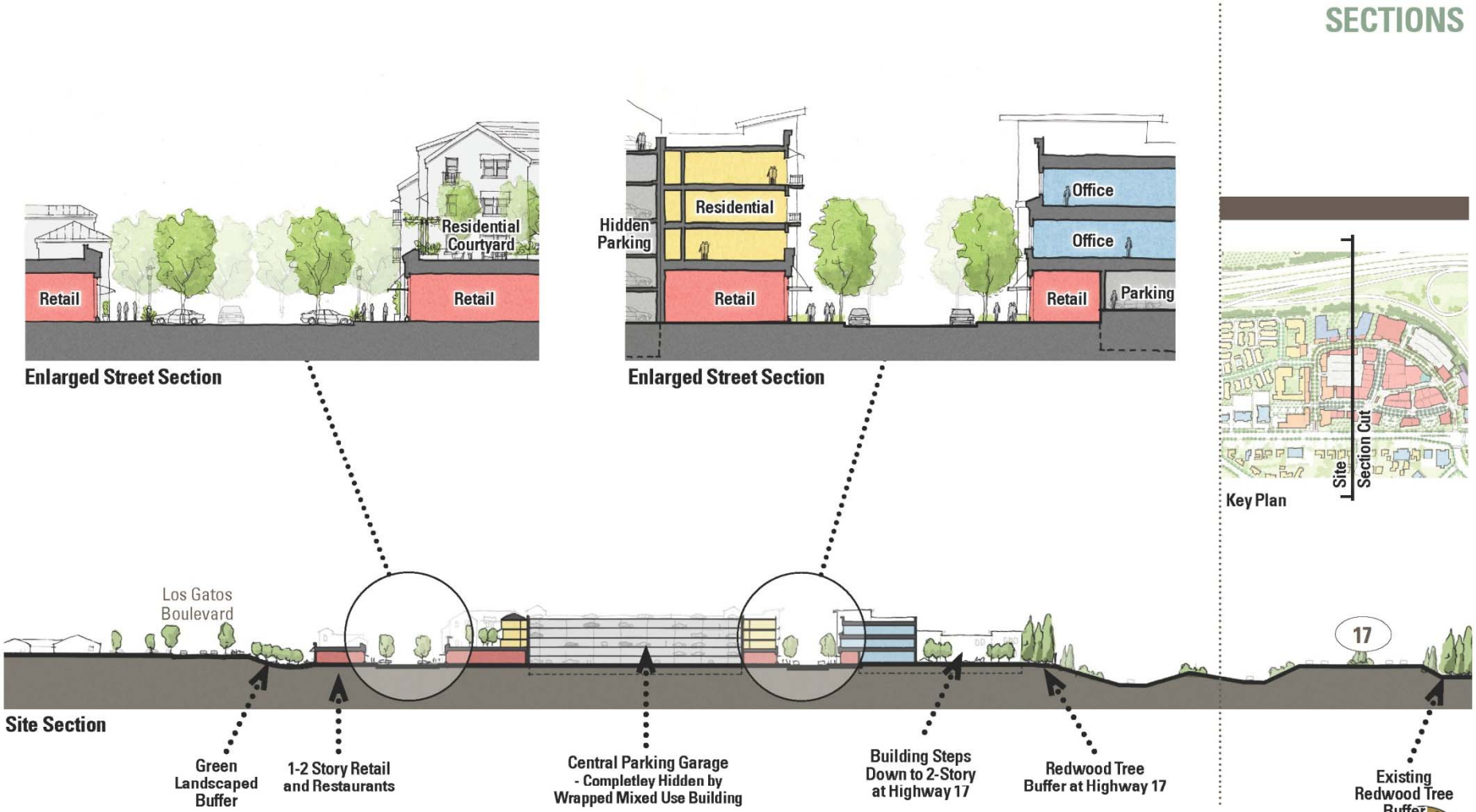
Height / Massing



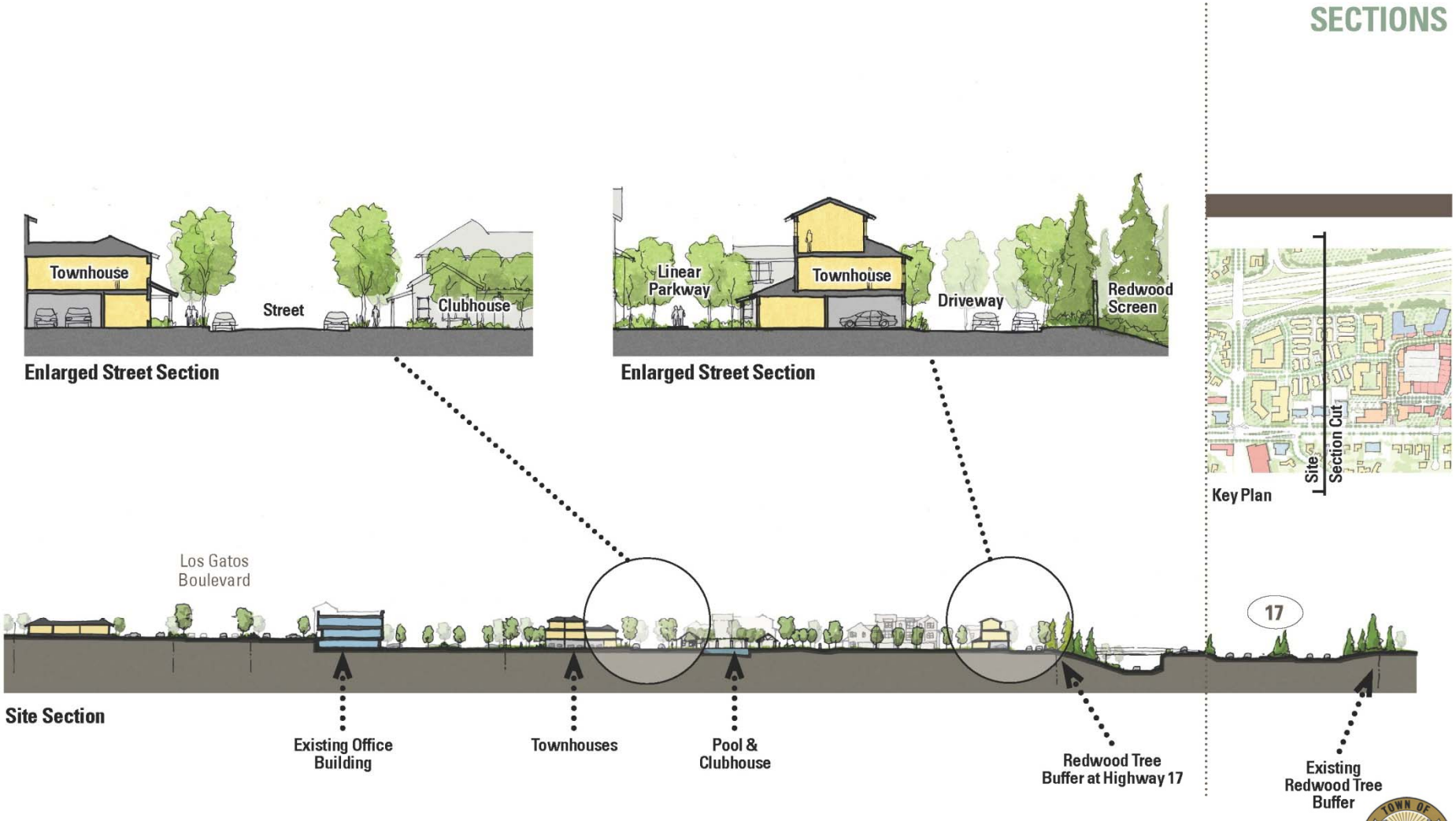
- Varied roof and wall planes
- Stepped back second floor
- Variety of materials
- Recessed elements / Balconies



Concept Master Plan – Site Sections



Concept Master Plan – Site Sections



DISCUSSION

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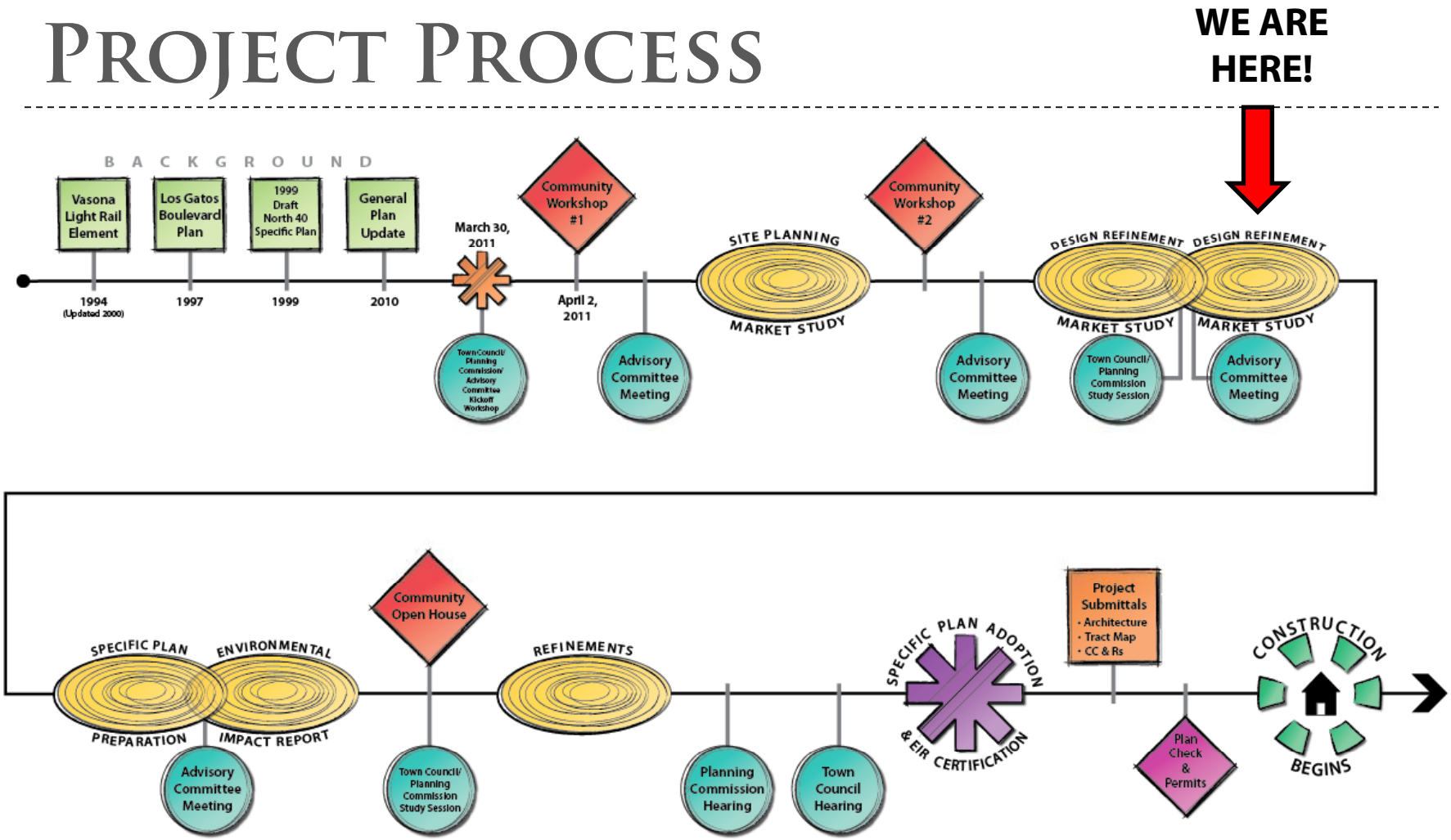
Next Steps

- Develop Project Description
- Council Update – October 3, 2011
- Specific Plan
- EIR

Project Process