MEMORANDUM

COMMUNITY DEVELOPMENT DEPARTMENT

To: North 40 Advisory Committee

From: Wendie R. Rooney, Director of Community Development

Subject: Transmittal of Materials for the March 29, 2012, Advisory Committee Meeting

Date: March 23, 2012

Attached are four documents that staff recommends you review before the March 29, 2012, North 40 Advisory Committee Meeting. Attachment 1 is a document that includes the Council's recently adopted Vision and Guiding Principles to Achieve the Vision. Additionally, it contains a list of key changes from the 1999 Draft Specific Plan that will be included in the updated plan. Lastly, it includes a matrix that will be used by the Committee to review staff recommended changes to portions of the Draft 1999 North 40 Specific Plan (Chapter 1 and the beginning of Chapter 2). Staff requests that the Committee discuss and provide input on the staff recommended changes as well as any of the other elements covered in the matrix.

Attachment 2 is a Land Use Summary Table illustrating potential land use categories for the North 40. It is comprised of uses that are currently permitted in the CH zoning district, uses that were included in the Draft 1999 North 40 Specific Plan, and residential uses that require a Conditional Use Permit (CUP) in the CH zoning District. Staff requests that the Committee discuss and provide input on the staff recommendations for land uses in the North 40.

Attachment 3 is a CUP Land Use Table comprised of other uses that are currently permitted with a CUP in the CH zoning district. Staff does not plan to review the CUP Table with the Committee. However, any or all of the staff recommendations in the CUP Table could be discussed if the Committee feels that it would be beneficial.

Attachment 4 is the Draft 1999 North 40 Specific Plan.

One final topic that will be discussed at the meeting is the recommended process for completing the North 40 Specific Plan. Please feel free to contact Joel Paulson or me if you have any questions.

Attachments:
1. Vision and 1999 Draft North 40 Specific Plan Review Matrix
2. Land Use Summary Table
3. CUP Land Use Table
4. Draft 1999 North 40 Specific Plan

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North 40 Specific Plan Update

Vision Statement

The North 40 reflects the special nature of our hometown. It celebrates our history, agricultural heritage, hillside views, and small town character. The North 40 is seamlessly woven into the fabric of our community, complementing other Los Gatos residential and business neighborhoods. It is respectful of precious community resources and offers unique attributes that enrich the quality of life of all of our residents.

Guiding Principles to Achieve this Vision:

- The North 40 will look and feel like Los Gatos
- The North 40 will embrace hillside views, trees and open space
- The North 40 will address the Town's residential and/or commercial unmet needs
- The North 40 will minimize or mitigate impacts on town infrastructure, schools, and other community services

1999 Draft Los Gatos North Forty Plan

Areas of key changes from the 1999 plan to an updated plan:

- Integrate 2010-2012 Community Town Council, Planning Commission and North 40 Advisory Committee feedback
- Update planning, circulation, open space, infrastructure concepts and Development Guidelines based on new North40 Specific Plan Update Concept (Chapter 2)
- Update mix of land uses to include residential per the 2020 General Plan Guidelines, Vision, and Vision Guiding Principles (Chapter 2)
- Integrate Complete Streets concepts (Chapter 2)
- Reference applicable 2005 Commercial Design Guidelines (Chapter 3)
- Simplify development standards and add graphics – create a user friendly, graphically rich, easy-to-use and administer document (Chapters 2 and 3)
- Update administration and implementation (Chapter 4)
- Additional recommended changes provided by the Advisory Committee
- Prepare a Program Environmental Impact Report
- Refer to the table below for additional changes related to chapters 1 and 2 of the 1999 Specific Plan

ATTACHMENT 1

Detailed Review of 1999 Plan Chapters 1 and 2

This summary is intended to be used in combination with the existing 1999 Plan. The table is organized with the original 1999 Specific Plan chapter headings located in the left column, a recap of the existing plan goal or policy and staff recommendations are located in the center columns and Advisory Committee recommendations will be recorded in column on the right.

Reference Section	1999 Provision	Staff Recommendation	Advisory Committee Recommendation (Accept, Delete, Modify)
Chapter 1 – Introduction			
Chapter 1A Background and Purpose	Refer to Plan text	Update to include recent studies, input from the current process, and direction provided by the 2020 General Plan Guidelines, Vision, and Vision Guiding Principles	
Chapter 1B Applicability	Refer to Plan text	No change recommended	
Chapter 1C Relationship to Los Gatos Boulevard Plan	Refer to Plan text	Update to include 2020 General Plan, 2005 Commercial Design Guidelines, 2011 Market Study and Business Opportunities Assessment, and other related documents	
Chapter 1D Project Location and Existing Conditions	Refer to Plan text	Supplement with new existing conditions data	
Chapter 1E Authority for the Specific Plan	Refer to Plan text	No change recommended	
Chapter 1F CEQA Compliance	Based on Initial Study, Mitigated Negative Declaration was appropriate environmental document.	Prepare an Environmental Impact Report (EIR)	

Chapter 2 – Master Plan		
Chapter 2A Purpose and Applicability	Refer to Plan text	No change recommended
Chapter 2B Vision Statement	Refer to Plan text	Update with new Vision Statement and Guiding Principles
Chapter 2C Goals and Policies ***1. Land Use – starting on pg. 2-2***	Goal 1. To promote a variety of regional destination and local serving commercial uses that are compatible with and complement existing businesses in the Downtown (C-2 Zoning District) and other Town shopping areas.	Update mix of uses based on current Specific Plan Update process and 2020 General Plan Guidelines, Vision, and Vision Guiding Principles.
	Policy 1.A Encourage land uses that implement the goals and policies of the "Los Gatos Boulevard Plan" relevant to the North Forty area.	Update mix of uses based on current Specific Plan Update process and 2020 General Plan Guidelines, Vision, and Vision Guiding Principles.
	Policy 1.B Designate the area for mixed use commercial and allow "destination" retail, limited neighborhood commercial, offices, entertainment, lodging, and public/civic uses. Housing shall not be allowed.	Remove "Housing shall not be allowed". Inconsistent with 2020 General Plan Guidelines, Vision, and Vision Guiding Principles. Consider deleting "destination" reference.
	Policy 1.C Ensure that new uses are complementary with existing businesses and do not directly compete with downtown	Update to be consistent with 2020 General Plan Guidelines, Vision, and Vision Guiding Principles.

Chapter 2C Goals and Policies ***Land Use – starting on pg. 2-2***	businesses. Require developers to provide market studies, surveys, and other relevant data necessary to ensure that the proposed development is consistent with this policy.	
	Goal 2. To encourage a comprehensively planned, mixed use commercial development for the entire area.	Remove "commercial" because the current plan will contain residential units
	Policy 2.A Discourage piecemeal development through the preparation of a master concept development plan. See Figure 2-1, Page 2-11	Update Figure 2-1, Page 2-11 based on current Specific Plan Update process. Remove. Specific Plan will contain enough detail that a Planned Development won't be required.
	Policy 2.B Require approval of a zone change to Planned Development for new projects on parcels of 40,000 square feet and larger to ensure compatibility with the master concept development plan.	Remove. Specific Plan will contain this information.
	Policy 2.C Prepare appropriate development standards and design guidelines to implement the master concept development plan and to ensure quality development.	Remove. Specific Plan will contain this information.

Chapter 2C Goals and Policies ***Land Use – starting on pg. 2-2***	Goal 3. To balance the types of land uses allowed and the intensity of development with the circulation network's ability to maintain acceptable levels of service on roadways and intersections.	Add definition of "acceptable levels of service". Level of Service D is the minimum level acceptable for Los Gatos according to policy 2-1.A below.
	Policy 3.A Regulate ultimate buildout capacity of the specific plan area through development regulations.	Remove. Specific Plan will contain this information.
	Policy 3.B Require developers to provide appropriate mitigation measures to ensure acceptable levels of service.	Remove. Mitigation measures will be established through the EIR process.
	Goal 4. To develop a logical land use pattern for the specific plan area that takes advantage of opportunities offered by the site and protects adjacent residential areas from the impacts of new development.	No change recommended
	Policy 4.A Reserve the highly visible street frontage along Los Gatos Boulevard for retail commercial, entertainment, and restaurants. Other uses (e.g., lodging, office, etc.) should be located to the rear or interior of the site.	No change recommended

Chapter 2C Goals and Policies ***Land Use – starting on pg. 2-2***	Policy 4.B Locate uses that are highly compatible in close proximity to one another to take advantage of their synergistic relationship (e.g., restaurants located near theaters), and locate transit stop(s) in central location with access to majority of uses.	No change recommended
	Policy 4.C Balance the need to accommodate vehicle circulation with the needs of pedestrians. The provision of pedestrian amenities shall have a very high priority at all levels of the site planning process.	No change recommended
	Policy 4.D Develop standards for screening, buffering, and traffic circulation that effectively reduce negative impacts of new development on adjacent residential neighborhoods.	No change recommended
	Goal s and policies do not exist	Consider adding goals and policies related to sustainability
Chapter 2C Goals and Policies ***2. Traffic and Circulation – pg. 2-4***	Goal 1. To ensure that the impacts of new development on the existing circulation system are mitigated to avoid; eliminate, or reduce impacts to acceptable levels.	No change recommended

Chapter 2C Goals and Policies ***2. Traffic and Circulation – starting on pg. 2-4***	Policy 1. A Limit development of the area to that which sustains an operational goal of Level of Service "D" or better. Level of Service D is the minimum level acceptable for Los Gatos.	No change recommended
	Policy 1.B Protect adjacent residential neighborhoods from cut through traffic.	No change recommended
	Goal 2. To provide for an efficient, safe internal circulation system that allows phased development in a logical manner.	No change recommended
	Policy 2.A .Develop a pattern -of land uses that facilitates pedestrian activity and the elimination of internal automobile trips.	Replace "elimination" with "reduction"
	Policy 2.B Establish a frontage access drive adjacent and parallel to Los Gatos Boulevard. The access drive may incorporate 90 degree angle parking along the inside portion of the drive.	Remove policy.
	Policy 2.C Provide bicycle paths and pedestrian walkways as an integral part of the internal and external circulation system.	No change recommended

Chapter 2C Goals and Policies ***2. Traffic and Circulation – starting on pg. 2-4***	Policy 2.D Provide convenient, efficient parking of vehicles while reducing the visual impact of large paved parking lots.	No change recommended
	Goal 3. To encourage the use of alternative modes of transportation.	No change recommended
	Policy 3.A Require employers to provide incentives to employees to use modes of transportation other than single occupancy vehicles. Examples include use of van pools, preferential carpool parking, transit passes, bicycle lockers, showers, etc.	Replace "Require" with "Encourage"
	Policy 3.B Take advantage of opportunities to link the North Forty area to the Vasona Light Rail system, Highway 85 mass transit line, and downtown. Encourage shuttle bus service from these facilities to the North Forty area.	Remove "Highway 85 mass transit line". This is no longer a project for VTA and references to it were removed from the General Plan.
	Policy 3.C Provide facilities to accommodate transit vehicles (including shuttle bus service) throughout the North Forty area and provide safe, comfortable places for persons awaiting transit/shuttle service.	No change recommended

Chapter 2C Goals and Policies	Policy 3.D Provide facilities for recharging electric vehicles.	No change recommended
2. Traffic and Circulation – starting on pg. 2-4	Goal s and policies do not exist	Consider adding goals and policies related to complete streets.
Chapter 2C Goals and Policies	Goal 1. To provide adequate infrastructure to accommodate ultimate buildout of the North Forty area.	No change recommended
3. Infrastructure – starting on pg. 2-5	Policy 1.A Work with providers of public utilities to ensure the provision of adequate service consistent with development phasing plans.	No change recommended
	Policy 1.B Provide alternative strategies for infrastructure funding.	No change recommended
	Policy 1.C Require that all new and existing utilities be placed underground as development occurs.	No change recommended
Chapter 2C Goals and Policies	Goal 1. To ensure that new development enhances the existing small town character and image of Los Gatos.	No change recommended
4. Character and Compatibility – starting on pg. 2-5	Policy 1.A Establish development policies and design guidelines to regulate the height, mass and scale of structures, encourage the proper	No change recommended

Chapter 2C Goals and Policies ***4. Character and Compatibility – starting on pg. 2-5***	orientation of buildings and open space, protect views of the Santa Cruz mountains, and reduce the apparent size of buildings through proper wall and roof articulation.	
	Policy 1.B Use landscaping and buffering techniques to help screen development and reduce the scale and mass of large structures.	No change recommended
	Policy 1.C Require the screening and proper location of on-site equipment (e.g. , transformers, backflow preventers, irrigation control cabinets, trash enclosures, etc.).	No change recommended
	Policy 1.D Protect views of the Santa Cruz mountains through the provision of view corridors.	No change recommended
	Goal 2. To encourage innovative pedestrian oriented designs that create a unique "sense of place" and identity for the specific plan area.	No change recommended
	Policy 2.A Develop specific requirements for the provision of pedestrian amenities throughout the specific plan area.	No change recommended

Chapter 2C Goals and Policies ***4. Character and Compatibility – starting on pg. 2-5***	Policy 2.B Provide special design treatments along Los Gatos Boulevard to identify the area as a "Gateway" to Los Gatos. (See Goal 3 and related policies below).	No change recommended
	Policy 2.C Encourage a variety of architectural themes compatible with the Town's scale, development pattern, and existing architectural styles. The overall project design should establish an eclectic character reminiscent of a place that has been developed over a period of time.	No change recommended
	Policy 2.D Discourage trendy architectural styles and standardized/corporate plans.	No change recommended
	Policy 2.E Avoid the appearance of large box-like buildings. Break up large, blank building facades with smaller shops, interesting architectural features, significant wall articulation, and pedestrian amenities, etc.	No change recommended

Chapter 2C Goals and Policies ***4. Character and Compatibility – starting on pg. 2-5***	Policy 2.F Require the abundant use of landscaping to provide pedestrian comfort and as a common design element that can be used throughout the area to tie the otherwise diverse architectural styles of the buildings together.	No change recommended
	Policy 2.G Require the use of native plant materials and water conserving landscape techniques.	No change recommended
	Goal 3. To ensure that development reinforces and implements the goals and policies of the "Los Gatos Boulevard Plan" relative to gateways, nodes, and other streetscape improvements within the public right-of-way.	Modify to read. To ensure that development reinforces and implements the applicable goals and policies of the "Los Gatos Boulevard Plan." Delete "relative to gateways, nodes, and other streetscape improvements within the public right-of-way".
	Policy 3.A Establish Town entry "gateways" at Samaritan Drive and on Lark Avenue. Create a strong sense of entry to Los Gatos and a heightened sense of place. Define the gateway using elements of architecture, landscaping (including water features), street furniture, signing, lighting, and public art.	Consider eliminating "including water features". Limits gateway design options and may conflict with new sustainability goal.

Chapter 2C Goals and Policies ***4. Character and Compatibility – starting on pg. 2-5***	Policy 3.B Establish distinctive "nodes" of activity and interest at the intersection of Los Gatos Boulevard and Lark Avenue and at the major access point to the North Forty area. Create a strong sense of place at these locations using elements of architecture, a coherent spatial form, landscaping (including water features), pedestrian plazas, street furniture, signing, lighting, and public art.	Consider eliminating "including water features". Limits gateway design options and may conflict with new sustainability goal.
	Policy 3.C Establish a unique "pedestrian allee" including a wide landscaped buffer, pedestrian walkway, bike trail, street furniture, and special pedestrian scale lighting adjacent to Los Gatos' Boulevard, within the public right-of-way.	No change recommended
Chapter 2C Goals and Policies ***5. Plan Implementation – starting at pg. 2-7***	Goal 1. To take a proactive role in the development of the specific plan area.	Modify to read "The Town will take a proactive role in facilitating development that is consistent with the Specific Plan".
	Policy 1.A Explore methods of financing infrastructure improvements and public/civic uses, such as parks, open space, community center, museum, etc.	No change recommended

Chapter 2C Goals and Policies ***5. Plan Implementation – starting at pg. 2-7***	Policy 1.B Work with prospective developers and property owners to facilitate the assembly of parcels in order to avoid piecemeal development of small parcels that may have difficulty fitting into the larger comprehensive plan for the area.	No change recommended
	Policy 1.C Require developers of new uses to provide market studies, surveys, and other relevant data necessary to ensure the appropriate mix of uses.	Remove. Specific Plan will contain this information.
	Policy 1.D Expansion of legal nonconforming residential uses shall be allowed. However, owners are encouraged to redevelop their properties consistent with this Specific Plan.	Remove "expansion of"
	Policy 1.E Require approval of a zone change to Planned Development for new projects on parcels of 40,000 square feet and larger.	Remove. Specific Plan will contain this information.

North 40 Specific Plan

Land Use

Land Use Summary Table		CH Zone		Existing 1999 Specific Plan	North 40 Staff Recommendations		North 40 AC Direction	
		Permitted Uses	CUP Uses		Permitted Uses	CUP Uses	Permitted Uses	CUP Uses
Commercial								
a.	Retail	X		X	X			
b.	Personal service businesses	X		X	X			
c.	Office uses	X		X	X			
d.	Limited manufacturing activities when a majority of sales are made on-site to the ultimate consumer	X			X			
e.	Lodging		X	X	X			
f.	Restaurants		X	X	X			
g.	Entertainment and recreation		X	X	X			
h.	Market hall				X			
Residential								
a.	One-family dwelling		X		X			
b.	Two-family dwelling		X		X			
c.	Multiple-family dwelling		X			X		
d.	Residential condominium		X			X		
e.	Live/work units		X			X		

ATTACHMENT 2

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North 40 Specific Plan

Land Use

CUP Table		CH Zone		Existing 1999 Specific Plan	North 40 Staff Recommendations		North 40 AC Direction	
		Permitted Uses	CUP Uses		Permitted Uses	CUP Uses	Permitted Uses	CUP Uses
Commercial								
a.	Banks		X		X			
b.	Savings and loan office		X		X			
c.	Drive-up window for any business		X		not permitted			
d.	Supermarket		X			X		
e.	Super drugstore		X			X		
f.	Department store		X			X		
g.	Shopping center		X			X		
h.	Motel		X	X	X			
i.	Hotel		X	X	X			
j.	Restaurant including those with outdoor dining areas or takeout food		X	X	X			
k.	Establishment selling alcoholic beverages for consumption on premises							
	1 In conjunction with a restaurant		X		X			

CUP Table		CH Zone		Existing 1999 Specific Plan	North 40 Staff		North 40 AC Direction	
Commercial (Continued)		Permitted Uses	CUP Uses		Permitted Uses	CUP Uses	Permitted Uses	CUP Uses
	2 Without food service (bar)	not permitted				X		
l.	Establishment selling alcoholic beverages for consumption off-premises (this provision only applies to establishments commencing or expanding off-premises sales after April 23, 1981)		X			X		
m.	Convenience market		X		X			
n.	Formula retail business	X			X			
o.	Formula retail business greater than 6,000 s.f.		X		X			
p.	New office building		X	X	X			
Recreation								
a.	Commercial recreation and amusement establishment		X	X		X		
b.	Theater	not permitted				X		
c.	Outdoor entertainment	not permitted		X		X		
d.	Private sports recreation		X	X		X		
Community Services								
a.	Public building; police, fire, community center, library,		X	X	X			
b.	Club, lodge, hall, fraternal organization		X			X		
c.	Religious observance		X			X		
e.	Public transportation and parking facilities		X	X	X			
f.	Park, plaza, playground		X	X	X			
g.	Nonprofit youth groups	not permitted				X		

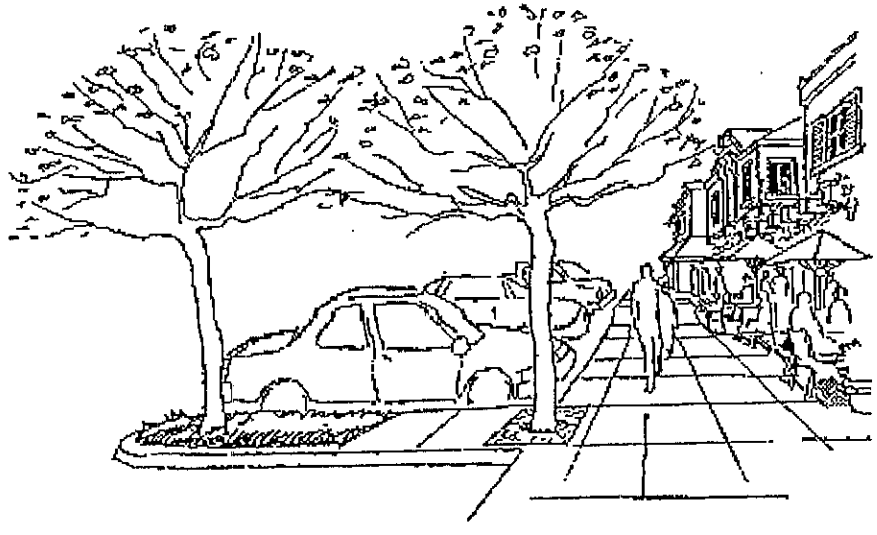
CUP Table		CH Zone		Existing 1999 Specific Plan	North 40 Staff		North 40 AC Direction	
		Permitted Uses	CUP Uses		Permitted Uses	CUP Uses	Permitted Uses	CUP Uses
Schools								
a.	Public schools or college		X			X		
b.	Private school or college		X			X		
c.	Nursery school/day care		X			X		
d.	Small family day care home		X		X			
e.	Large family day care home		X			X		
f.	Vocational or trade school		X			X		
g.	Business or professional		X			X		
h.	Art, craft, music, dancing school		X			X		
Health Services								
a.	Convalescent hospital		X			X		
b.	Residential care facility-small family home		X			X		
c.	Residential care facility-large family home		X			X		
d.	Residential care facility-group home		X			X		
Transmission Facilities/Utilities								
a.	Public utility service yard, station, transmission lines, storage tank, drainage/communication		X			X		
b.	Antenna facilities for public/private cellular/wireless		X			X		
c.	Radio/broadcast studios		X			X		

CUP Table		CH Zone		Existing 1999 Specific Plan	North 40 Staff		North 40 AC Direction	
		Permitted Uses	CUP Uses		Permitted Uses	CUP Uses	Permitted Uses	CUP Uses
Automotive (Vehicle sales, service and related activities)								
a.	New vehicle sales and rental		X			X		
b.	Used vehicle sales only incidental to new vehicle sales and rental		X		not permitted			
c.	Vehicle tires and accessories, sales, servicing, recaping		X		not permitted			
d.	Vehicle body repair and painting		X		not permitted			
e.	Vehicle repair and service (garage)		X		not permitted			
f.	Service station		X			X		
g.	Parking lots or storage garages, not accessory to another use		X		not permitted			
h.	Car wash		X			X		
i.	Alternating use of off-street parking spaces		X		X			
Agriculture and Animal Services								
a.	Botanical nursery		X			X		
b.	Veterinary hospital (without kennel)		X			X		
Light Industrial								
a.	Dry cleaning plants		X			X		
Other								
a.	24 hour businesses or		X			X		

NORTH FORTY SPECIFIC PLAN

Public Review Draft - September 1999

Town of Los Gatos



A comprehensive framework to guide future decisions regarding land use and development within the North Forty Specific Plan area.

ACKNOWLEDGMENTS

TOWN COUNCIL

(Staff to provide)

PLANNING COMMISSION

(Staff to provide)

PROJECT STAFF

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Town of Los Gatos

NORTH FORTY SPECIFIC PLAN

Public Review Draft - September 1999

Prepared for
Town of Los Gatos

Prepared by:

ROBERT BEIN, WILLIAM FROST & ASSOCIATES
PROFESSIONAL ENGINEERS, PLANNERS & SURVEYORS

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A. Background and Purpose of the Specific Plan

The purpose of the North Forty Specific Plan is to implement the Town of Los Gatos' General Plan and be responsive to the Town's goal of encouraging economic stability by providing opportunities for mixed use commercial development within the North Forty area.

The intent of this Specific Plan is to provide a planning framework in which future development of the area can occur without jeopardizing the full development potential of the remaining area. This is an important concern because of the multiple land ownerships that presently exists within the boundaries of the North Forty area. Without a comprehensive plan to guide future development, the potential exists for near-term development of individual parcels to have lasting negative effects on the long-term development potential of the larger area. This Specific Plan is intended to provide that comprehensive development framework.

In 1989, the Los Gatos Town Council appointed a Commercial Specific Plan Committee to study all commercial districts and identify goals and implementation measures that would encourage economic stability. In May 1991, the Committee submitted its report to the Town Council that identified specific goals and implementation measures for each commercial district in Town. One of the commercial districts studied by the Committee was a section of Los Gatos Boulevard between the Highway 85 interchange to the north and Spencer Road to the south. The goals for the Los Gatos Boulevard study area were to encourage automobile dealerships, develop a major commercial shopping center, provide clear direction to potential developers and work with existing auto dealers, commercial property owners, and merchants to develop a marketing strategy specifically for Los Gatos Boulevard.

In February 1993, the Town adopted the Highway 85/Vasona Light Rail Element of the General Plan. This General Plan amendment changed the land use designation along both sides of Los Gatos Boulevard between Lark Avenue and Samaritan Drive from residential and agricultural to mixed use commercial. Additionally, the General Plan amendment stated that the area west of Los Gatos Boulevard bordered by Highways 85 and 17 and Lark Avenue (Sub-area 4.1) should be developed with mixed used commercial, comprised of destination retail with limited neighborhood commercial and other uses that would supplement the primary use.

B. Applicability

The North Forty Specific Plan is a regulatory document and when used in conjunction with the Town's Zoning Regulations provides the land use regulations and development standards to be followed for controlling development of the North Forty area.

The land use and development regulations and design guidelines contained in this Specific Plan shall apply to all new development, including additions, and changes in use within the boundaries of the North Forty area (Exhibit 1-2).

C. Relationship to Other Town Planning Documents

1. General Plan

The General Plan is the fundamental planning policy document of the Town of Los Gatos. It is intended to guide planning, environmental, and land use decisions in the Town for the next ten to twenty years. Goals, objectives, and policies are established by various General Plan elements. The General Plan establishes what types of land uses will be permitted and where they can be located, allowable densities for development, and the proportional relationship of the built environment to the natural environment. This Specific Plan implements the goals, objectives, and policies of the General Plan Elements that apply to the North Forty area.

California State law requires that a specific plan be consistent with the General Plan of the adopting locality. To ensure consistency with the General Plan, a review of the existing General Plan for all goals and policies that are relevant to the North Forty Specific Plan was made.

2. Zoning Regulations

The Town's Zoning Regulations is the primary document that implements the General Plan. It provides regulations regarding permitted land uses, development standards, and the development entitlement process for parcels of land within the corporate boundaries of the Town of Los Gatos.

The North Forty Specific Plan is also a regulatory document which provides development regulations. The requirements of this Specific Plan supplement the Town's Zoning Regulations within the Specific Plan boundaries. See Chapter 4, Section A.1 (Relationship to Zoning Regulations).

The North Forty Specific Plan contains both development regulations and design guidelines. Mandatory regulations are denoted by the use of the word "shall." A guideline, which is denoted by the use of the word "should," is not mandatory and may be implemented by staff and the Commission with some discretion as provided in Chapter 3, Section B (Use of the Guidelines.)

3. Los Gatos Boulevard Plan

The Los Gatos Boulevard Plan contains short, medium, and long range goals, policies and implementation measures for Los Gatos Boulevard. As previously mentioned, the Los Gatos Boulevard Plan study area encompasses portions of the North Forty area. This Specific Plan incorporates the goals, policies and implementation measures from the Los Gatos Boulevard Plan where applicable.

4. Los Gatos Boulevard Design Standards

The Los Gatos Boulevard Design Standards, contains architectural and site design guidelines for use by property owners, merchants, planners, architects, landscape architects, and other design professionals.

The Los Gatos Boulevard Design Standards are intended to provide design guidance and specific recommendations in the Los Gatos Boulevard Plan area. This Specific Plan incorporates the architectural and site design guidelines from the Los Gatos Boulevard Design Standards where applicable.

5. Town of Los Gatos Strategic Plan

The Town of Los Gatos Strategic Plan is a planning document that provides implementation measures for the entire Town. This Specific Plan incorporates the applicable measures of that plan.

D. Project Location and Existing Conditions

The North Forty area is located in the Town of Los Gatos within the County of Santa Clara. The North Forty area is generally located west of Los Gatos Boulevard, east of Highway 17, north of Lark Avenue, and south of Highway 85. Exhibit 1-1 and 1-2 depict the regional location and local vicinity of the project area, respectively.

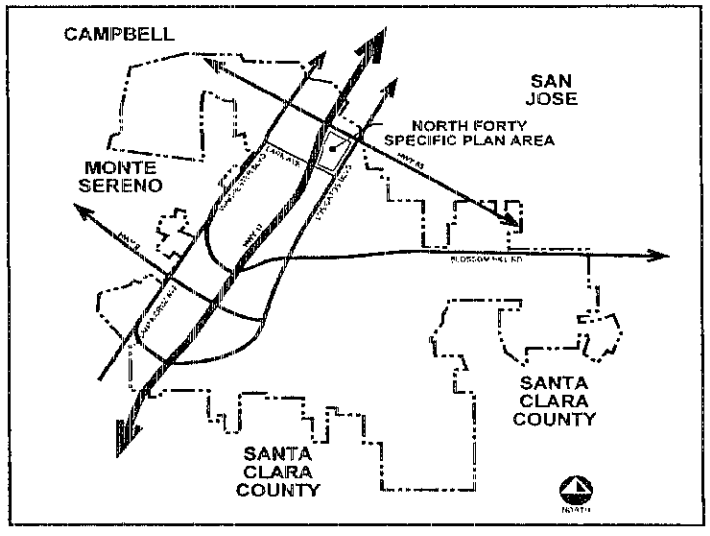


Exhibit 1-1
Regional Location

The North Forty area consists of approximately 44 acres. The area is predominantly agricultural in use. There are pockets of existing residential use primarily along Bennett Way, and Burton Road. Several nonresidential uses are located along Los Gatos Boulevard.

As previously mentioned, the area is surrounded by major freeways and arterials. Land uses in the vicinity of the North Forty area consist primarily of mixed commercial uses, neighborhood shopping centers, auto sales and repair, and office. The Yuki Family Trust owns approximately 75 percent of the 44 acres within the North Forty area.

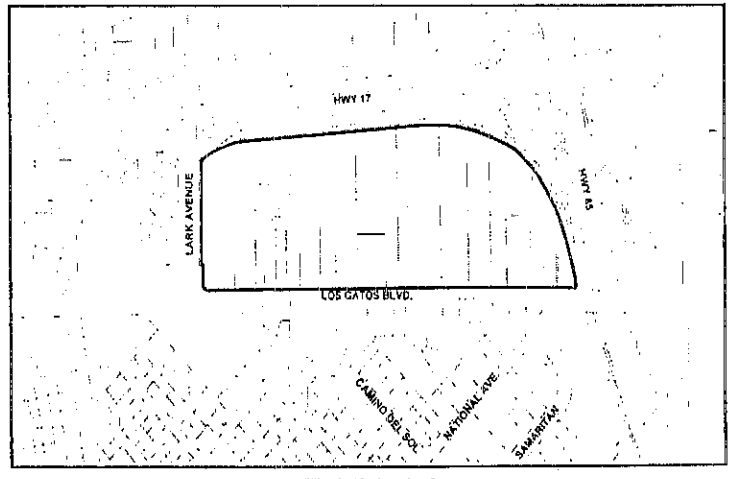


Exhibit 1-2
Local Vicinity

E. Authority for the Specific Plan

The North Forty Specific Plan is established through the authority granted to the Town of Los Gatos by the California Government Code, Title 7, Division 1, Chapter 3, Article 8, Sections 65450 through 65457 (Specific Plans). The California Government Code authorizes local jurisdictions such as Los Gatos, to adopt Specific Plans as a more comprehensive method of implementing General Plan goals and policies.

F. CEQA Compliance

In compliance with the requirements of the California Environmental Quality Act, an environmental assessment (initial study) for the North Forty Specific Plan was completed.

The initial study determined whether potential environmental impacts would be significant enough to require an Environmental Impact Report. It was determined that the implementation of the North Forty Specific Plan would have the same or less impacts than implementation of the General Plan Policies and zoning currently in effect. Based upon a scoping of the issues, technical studies, and meetings with City staff, it was determined that a "Mitigated" Negative Declaration was the appropriate environmental document for this project.

The Mitigated Negative Declaration was available for public review from 10/8/99 to 11/9/99. Comments received during the public review period were responded to and amendments to the document were made where appropriate. Mitigation measures were circulated with the initial study checklist and adopted with the project approval.

A. Purpose and Applicability

This chapter establishes the overall planning and design concepts that together create the "framework" for development of the entire North Forty area. This chapter provides the goals and objectives for development of the Specific Plan area; the overall urban design plan for public and quasipublic areas; the distribution of land uses; and the policy direction to preserve the site's character.

B. Vision Statement

The North Forty area is envisioned to be comprehensively planned and developed with commercial mixed uses. The variety of allowed land uses (e.g., retail commercial, office, entertainment, restaurants, lodging, and public and civic uses) will work together in a complementary and synergistic fashion to create a lively, dynamic place that provides goods and services for the following hierarchy of target groups:

1) Town residents;
2) Residents of adjacent neighborhoods outside the Town;
3) Residents of adjacent cities; and
4) Tourists.

The types of uses envisioned for the North Forty area are ones that will not directly compete with the Town's downtown area as a destination. Proposed uses should complement existing businesses in the Town. The intensity of development will be limited to that which can sustain an acceptable level of service on surrounding roadways and intersections.

There is no particular architectural theme envisioned for the North Forty area. However, the architectural style, juxtaposition of the structures, and extensive pedestrian amenities will provide interest and excitement while at the same time provide a high quality of design that is enduring and reflective of the small-town character of Los Gatos. The creation of a unique, pedestrian-oriented "sense of place" is envisioned.

C. Goals and Policies

1. Land use.

- Goal 1. To promote a variety of regional destination and local serving commercial uses that are compatible with and compliment existing businesses in the Downtown (C-2 Zoning District) and other Town shopping areas.

Policy 1.A Encourage land uses that implement the goals and policies of the "Los Gatos Boulevard Plan" relevant to the North Forty area.

Policy 1.B Designate the area for mixed use commercial and allow "destination" retail, limited neighborhood commercial, offices, entertainment, lodging, and public/civic uses. Housing shall not be allowed.

Policy 1.C Ensure that new uses are complementary with existing businesses and do not directly compete with downtown businesses. Require developers to provide market studies, surveys, and other relevant data necessary to ensure that the proposed development is consistent with this policy.

- Goal 2. To encourage a comprehensively planned, mixed use commercial development for the entire area.

Policy 2.A Discourage piecemeal development through the preparation of a master concept development plan. See Figure 2-1, Page 2-11

Policy 2.B Require approval of a zone change to Planned Development for new projects on parcels of 40,000 square feet and larger to ensure compatibility with the master concept development plan.

Policy 2.C Prepare appropriate development standards and design guidelines to

implement the master concept development plan and to ensure quality development.

- Goal 3. To balance the types of land uses allowed and the intensity of development with the circulation network's ability to maintain acceptable levels of service on roadways and intersections.

Policy 3.A Regulate ultimate buildout capacity of the specific plan area through development regulations.

Policy 3.B Require developers to provide appropriate mitigation measures to ensure acceptable levels of service.

- Goal 4. To develop a logical land use pattern for the specific plan area that takes advantage of opportunities offered by the site and protects adjacent residential areas from the impacts of new development.

Policy 4.A Reserve the highly visible street frontage along Los Gatos Boulevard for retail commercial, entertainment, and restaurants. Other uses (e.g., lodging, office, etc.) should be located to the rear or interior of the site.

Policy 4.B Locate uses that are highly compatible in close proximity to one another to take advantage of their synergistic relationship (e.g., restaurants located near theaters), and locate transit stop(s) in central location with access to majority of uses.

Policy 4.C Balance the need to accommodate vehicle circulation with the needs of pedestrians. The provision of pedestrian amenities shall have a very high priority at all levels of the site planning process.

Policy 4.D Develop standards for screening, buffering, and traffic circulation that effectively reduce negative impacts of new development on adjacent residential neighborhoods.

2. Traffic and circulation.

❑ Goal 1. To ensure that the impacts of new development on the existing circulation system are mitigated to avoid, eliminate, or reduce impacts to acceptable levels.

Policy 1.A Limit development of the area to that which sustains an operational goal of Level of Service "D" or better. Level of Service D* is the minimum level acceptable for Los Gatos.

Policy 1.B Protect adjacent residential neighborhoods from cut through traffic.

❑ Goal 2. To provide for an efficient, safe internal circulation system that allows phased development in a logical manner.

Policy 2.A Develop a pattern of land uses that facilitates pedestrian activity and the elimination of internal automobile trips.

Policy 2.B Establish a frontage access drive adjacent and parallel to Los Gatos Boulevard. The access drive may incorporate 90 degree angle parking along the inside portion of the drive.

Policy 2.C Provide bicycle paths and pedestrian walkways as an integral part of the internal and external circulation system.

Policy 2.D Provide convenient, efficient parking of vehicles while reducing the visual impact of large paved parking lots.

❑ Goal 3. To encourage the use of alternative modes of transportation.

Policy 3.A Require employers to provide incentives to employees to use modes of transportation other than single occupancy vehicles. Examples include use of van pools, preferential carpool parking, transit passes, bicycle lockers, showers, etc.

Policy 3.B Take advantage of opportunities to link the North Forty area to the Vasona Light Rail system, Highway 85 mass transit line, and downtown. Encourage shuttle bus service from these facilities to the North Forty area.

Policy 3.C Provide facilities to accommodate transit vehicles (including shuttle bus service) throughout the North Forty area and provide safe, comfortable places for persons awaiting transit/shuttle service.

Policy 3.D Provide facilities for recharging electric vehicles.

3. Infrastructure.

- Goal 1. To provide adequate infrastructure to accommodate ultimate buildout of the North Forty area.

Policy 1.A Work with providers of public utilities to ensure the provision of adequate service consistent with development phasing plans.

Policy 1.B Provide alternative strategies for infrastructure funding.

Policy 1.C Require that all new and existing utilities be placed underground as development occurs.

4. Character and compatibility.

- Goal 1. To ensure that new development enhances the existing small town character and image of Los Gatos:

Policy 1.A Establish development policies and design guidelines to regulate the height, mass and scale of structures, encourage the proper orientation of buildings and open space, protect views of the Santa Cruz mountains, and reduce the apparent size of buildings through proper wall and roof articulation.

Policy 1.B Use landscaping and buffering techniques to help screen development and reduce the scale and mass of large structures.

Policy 1.C Require the screening and proper location of on-site equipment (e.g., transformers, backflow preventers, irrigation control cabinets, trash enclosures, etc.).

Policy 1.D Protect views of the Santa Cruz mountains through the provision of view corridors.

❑ Goal 2. To encourage innovative pedestrian oriented designs that create a unique "sense of place" and identity for the specific plan area.

Policy 2.A Develop specific requirements for the provision of pedestrian amenities throughout the specific plan area.

Policy 2.B Provide special design treatments along Los Gatos Boulevard to identify the area as a "Gateway" to Los Gatos. (See Goal 3 and related policies below).

Policy 2.C Encourage a variety of architectural themes compatible with the Town's scale, development pattern, and existing architectural styles. The overall project design should establish an eclectic character reminiscent of a place that has been developed over a period of time.

Policy 2.D Discourage trendy architectural styles and standardized/corporate plans .

Policy 2.E Avoid the appearance of large box-like buildings. Break up large, blank building facades with smaller shops, interesting architectural features, significant wall articulation, and pedestrian amenities, etc.

Policy 2.F Require the abundant use of landscaping to provide pedestrian comfort and as a common design element that can be used throughout the area to tie the otherwise diverse architectural styles of the buildings together.

Policy 2.G Require the use of native plant materials and water conserving landscape techniques.

❑ Goal 3. To ensure that development reinforces and implements the goals and policies of the "Los Gatos Boulevard Plan" relative to gateways, nodes, and other streetscape improvements within the public right-of-way.

Policy 3.A Establish Town entry "gateways" at Samaritan Drive and on Lark Avenue. Create a strong sense of entry to Los Gatos and a heightened sense of place. Define the gateway using elements of architecture, landscaping (including water features), street furniture, signing, lighting, and public art.

Policy 3.B Establish distinctive "nodes" of activity and interest at the intersection of Los Gatos Boulevard and Lark Avenue and at the major access point to the North Forty area. Create a strong sense of place at these locations using elements of architecture, a coherent spatial form, landscaping (including water features), pedestrian plazas, street furniture, signing, lighting, and public art.

Policy 3.C Establish a unique "pedestrian allee" including a wide landscaped buffer, pedestrian walkway, bike trail, street furniture, and special pedestrian scale lighting adjacent to Los Gatos Boulevard, within the public right-of-way.

5. Plan implementation.

❑ Goal 1. To take a proactive role in the development of the specific plan area.

Policy 1.A Explore methods of financing infrastructure improvements and public/civic uses, such as parks, open space, community center, museum, etc.

Policy 1.B Work with prospective developers and property owners to facilitate the assembly of parcels in order to avoid piecemeal development of small parcels that may have difficulty fitting into the larger comprehensive plan for the area.

Policy 1.C Require developers of new uses to provide market studies, surveys, and other relevant data necessary to ensure the appropriate mix of uses.

Policy 1.D Expansion of legal nonconforming residential uses shall be allowed. However, owners are encouraged to redevelop their properties consistent with this Specific Plan.

Policy 1.E Require approval of a zone change to Planned Development for new projects on parcels of 40,000 square feet and larger.

D. Planning Concepts

1. Land use.

The specific plan area will accommodate approximately 500,000 square feet of commercial mixed use development. This could include up to 100,000 square feet of neighborhood (convenience) commercial uses and up to 100,000 square feet of office uses, excluding medical related offices/uses. A balanced mix of uses is encouraged, with some neighborhood commercial uses (e.g., grocery store, drug store, etc.) to serve nearby residential areas and some office uses to serve local needs and provide a daytime population within the North Forty area. The majority of land uses will be in the category of destination retail.

The ultimate square footage at buildout will depend on the mix of uses and the traffic impacts related to those uses. Different combinations of uses will have varying impacts. Objectives of this Specific Plan require that the level of service (LOS) for traffic be maintained at LOS D or better.

As established by the policies of the Town of Los Gatos General Plan, the North Forty area (identified as Subarea 4.1 in the General Plan's Highway 85 and Vasona Light Rail Element) is designated as Mixed Use Commercial, comprised of destination retail, limited neighborhood commercial, office, recreational, and other uses that will supplement the primary use. The General Plan does not allow any residential uses.

a. Allowed land uses.

The following categories of land uses are allowed:

- Destination retail
- Neighborhood commercial – limited to a total of 100,000 sq. ft.
- Lodging
- Restaurants – high turnover (sit down)
- Restaurants, quality
- Office – limited to a total of 100,000 sq. ft. and excluding medical related offices/uses
- Entertainment and recreation
- Public/civic
- Transportation related development (e.g. shuttlebus facility)

b. Land use distribution.

The preferred distribution of land uses is illustrated in Exhibit 2-1 (Master Concept Development Plan). The distribution of land uses is based on the following concepts.

1) Place smaller "pad" buildings along the Los Gatos Boulevard frontage to allow views into the site and increase the amount of landscaping along Los Gatos Boulevard.

2) Place office and lodging uses away from Los Gatos Boulevard and toward the adjacent freeways. These types of uses would not require the visibility and access from the Boulevard as would retail uses. Additionally, these types of uses usually occupy buildings that are architecturally detailed on all four sides (360 degree architecture) and, therefore, would present a more aesthetically pleasing view from the freeway. Care shall be taken to site the buildings in such a way to protect views to the Santa Cruz Mountains from the freeway.

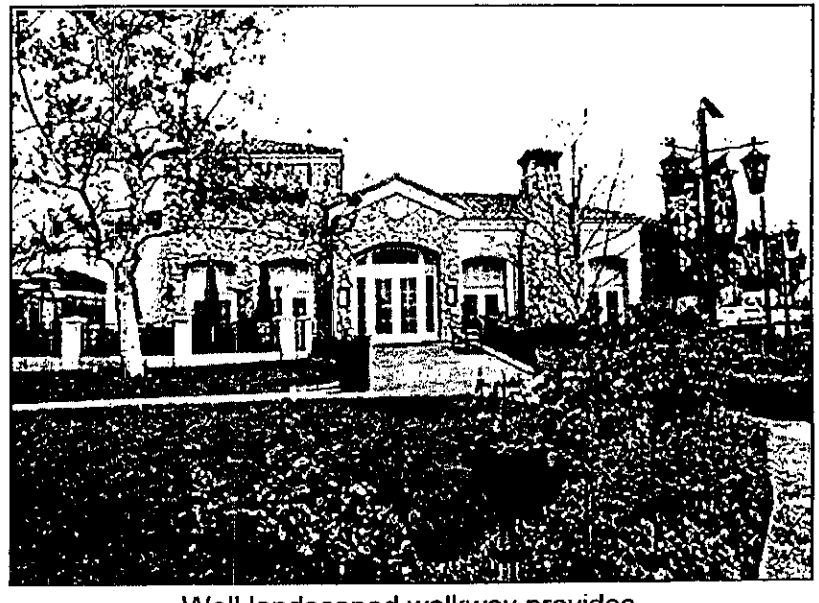
3) Use parking areas and landscaped building setbacks to provide separation of uses from adjacent freeways.

4) Provide a wide landscaped building setback area along Lark Avenue to buffer the adjacent residential neighborhood from the North Forty residential area.

c. Relationships and linkages.

One the foremost principles that will guide the overall development of the North Forty area is the principle of pedestrian orientation and linkages. All uses should be connected at the pedestrian level through the use of walkways, pedestrian streets, paseos, plazas, and courtyards. These should include a variety of components from grand pedestrian promenades and plazas to small, more intimate paths, paseos, and courts. The primary goal is to have all uses linked so that pedestrians can travel from one use to another (e.g., from an office complex or hotel to a restaurant or retail store) in a pleasant pedestrian friendly environment, without having to traverse multiple streets and parking lots.

The relationship between different land uses should optimize opportunities to create pedestrian linkages. For example, it is likely that persons attending a movie might also enjoy walking to a nearby restaurant. Office workers may also enjoy being close to a restaurant but would not need to be near a movie theater. Parking structure(s), if developed, should be centrally located to serve as many uses as possible.



Well landscaped walkway provides pleasant pedestrian experience

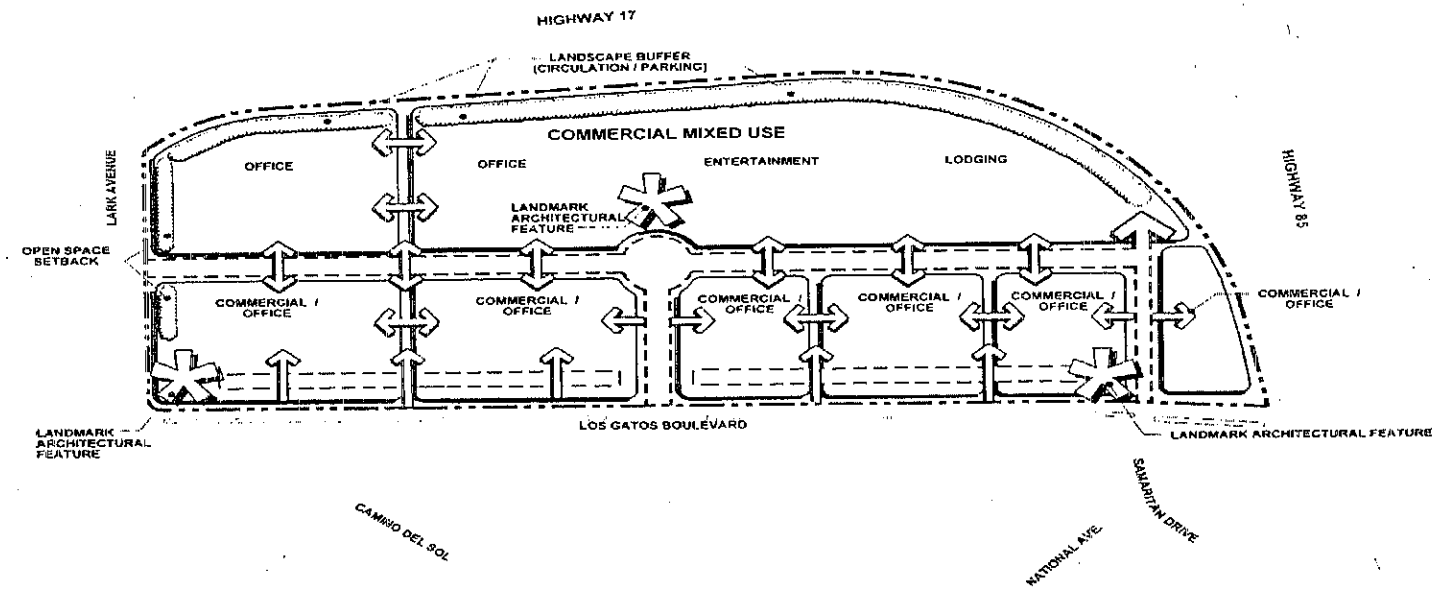


Exhibit 2-1
Master Concept Development Plan

2. Urban design.

The urban design concept for the North Forty area is comprised of several key elements aimed at distinguishing the area as a primary "gateway" to the Town of Los Gatos. The gateway concept calls for the creation of a unique area that will establish a sense of place for the North Forty area and a quality image for the Town.

The North Forty area will contribute to the gateway concept through the implementation of the following elements.

a. Gateways.

Two Town gateways shall be established along Los Gatos Boulevard - one in the vicinity of Samaritan Drive and another on Lark Avenue. The sense of entry that can be created at these locations is important because they are preludes to the Boulevard, the North Forty area, and the Town of Los Gatos.

The exact location for the gateway features has not been identified nor have the appropriate types of landmark features. The locations will depend on the appropriate amount of land available, the timing of that availability, and the responsibility for implementation. The Urban Design Concept Plan (Exhibit 2-2) indicates the potential gateway locations within the North Forty area. Refer to the *Los Gatos Boulevard Plan* for a more in-depth discussion of Town gateways.

b. Nodes.

Nodes are generally defined as centers of activity within a neighborhood or district. They should occur where major roadways meet and in areas of increased pedestrian activity. Nodes are smaller than gateways in both scale and activity, but often serve a similar function by creating a heightened sense of awareness and place. Nodes can be created with a strong architectural statement, (e.g., taller ,more prominent building, unique design), a coherent spatial form, (e.g., plaza, special landscape, or streetscape), and special amenities, including pedestrian enclaves, water features, public art, and pedestrian connections

incorporating plazas, courtyards, and even small parks.

Three locations have been designated as activity nodes within the North Forty area:

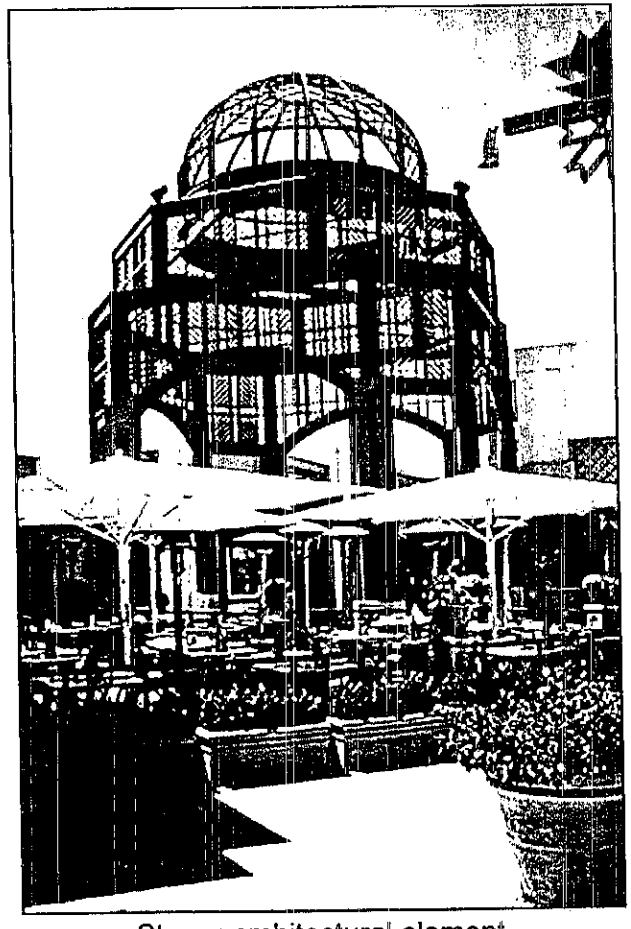
1) Los Gatos Boulevard and Lark Avenue,

2) Los Gatos Boulevard and the major access point to the North Forty area, and

3) The intersection of the two major access roads within the project area.

These nodes will function as major focal points for the North Forty area and points of orientation and activity. A vertical design feature at the node within the central part of the project area could serve as a strong visual landmark for the area.

The proposed nodes are indicated on the Urban Design Concept Plan (Exhibit 2-2) to receive special treatment following the policies of the Los Gatos Boulevard Plan.



Strong architectural element emphasis activity node

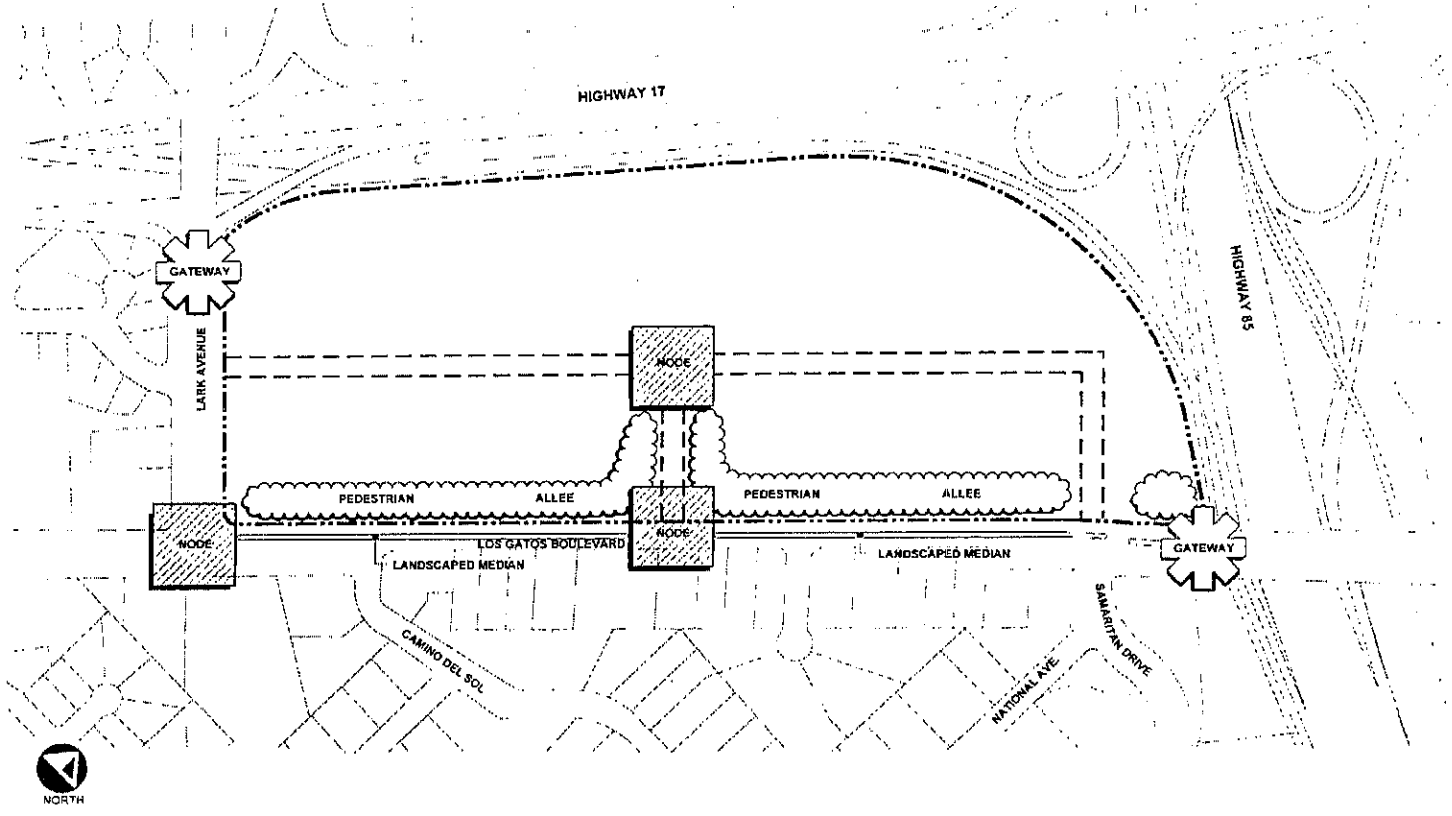


Exhibit 2-2
Urban Design Concept Plan

c. Streetscape.

The Urban Design Concept Plan (Exhibit 2.2) contains a number of streetscape elements aimed at creating a unique sense of place for the North Forty area. The streetscape plan is an integral part of the overall plan for circulation which is presented in the next section.

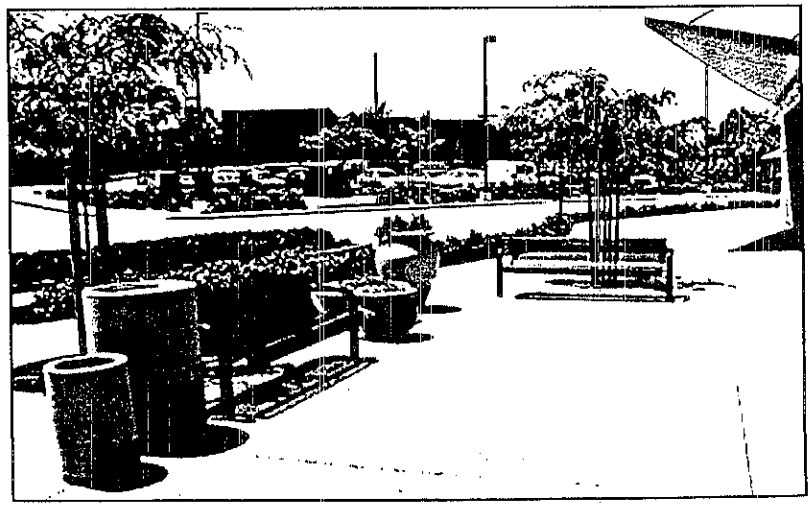
The streetscape plan includes the following elements.

- Main Access Drive (Exhibits 2-4 and 2-5)
- Los Gatos Boulevard Frontage Road and Pedestrian Allee (Exhibits 2-6 and 2-7)
- Samaritan Drive Extension and Lark Avenue Access Road (Exhibit 2-8)
- Los Gatos Boulevard median
- Site Furniture and Lighting

d. Site furniture and lighting.

The North Forty area is envisioned to be a very pedestrian oriented place. To reinforce this vision and to accommodate pedestrian comfort and safety, a variety of site furnishings and amenities shall be provided. At a minimum, it is expected that the following site furnishing elements will be provided.

- Benches
- Trash receptacles
- Lighting - pedestrian level and vehicular (circulation) level
- Bollards
- Bicycle racks
- Tree grates
- Tree protectors
- Special paving
- Directional signs (uniform design)
- Water features (fountains)
- Planters



Example of street furniture group

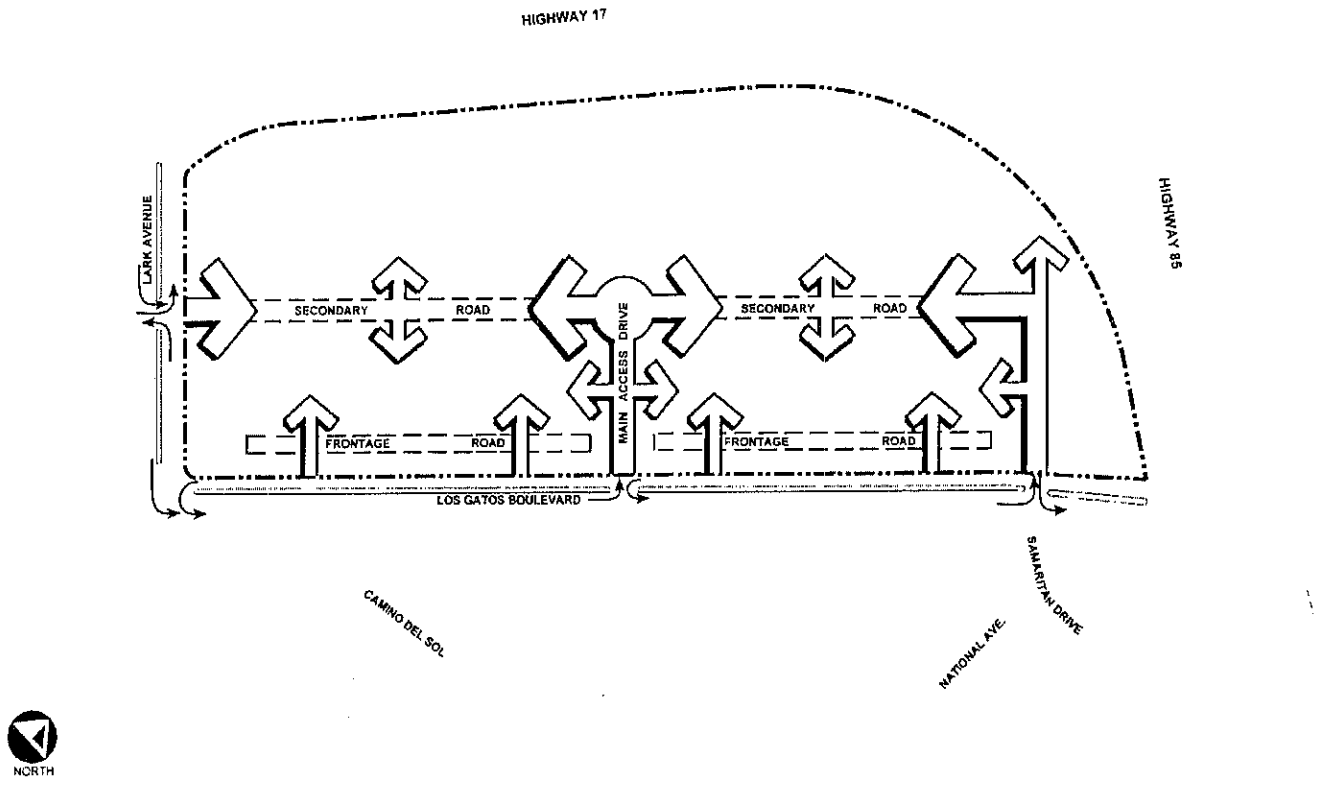


Exhibit 2-3
Circulation Concept Plan

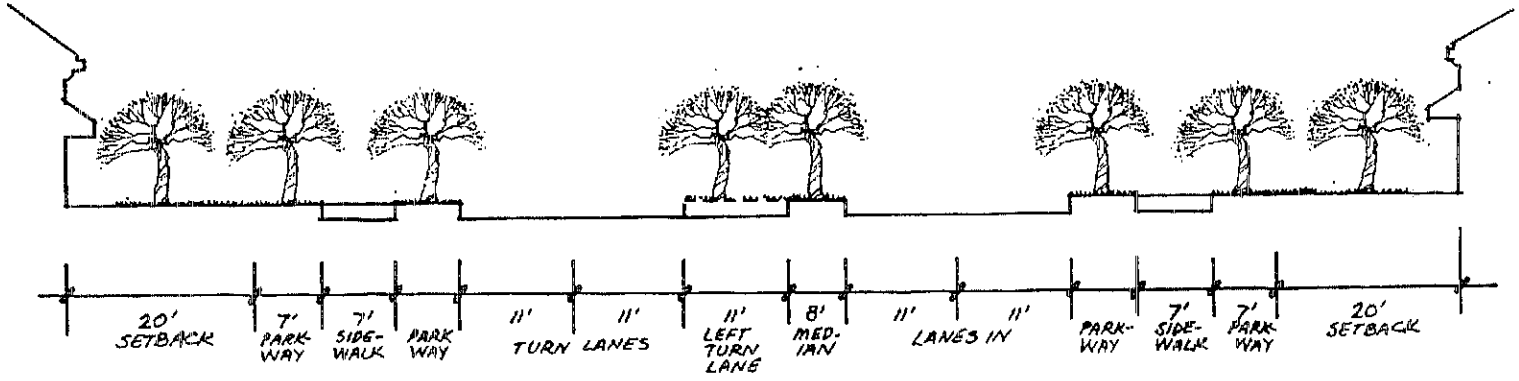


Exhibit 2-4
Primary Access
Main Access Drive from Los Gatos Boulevard (Cross Section)

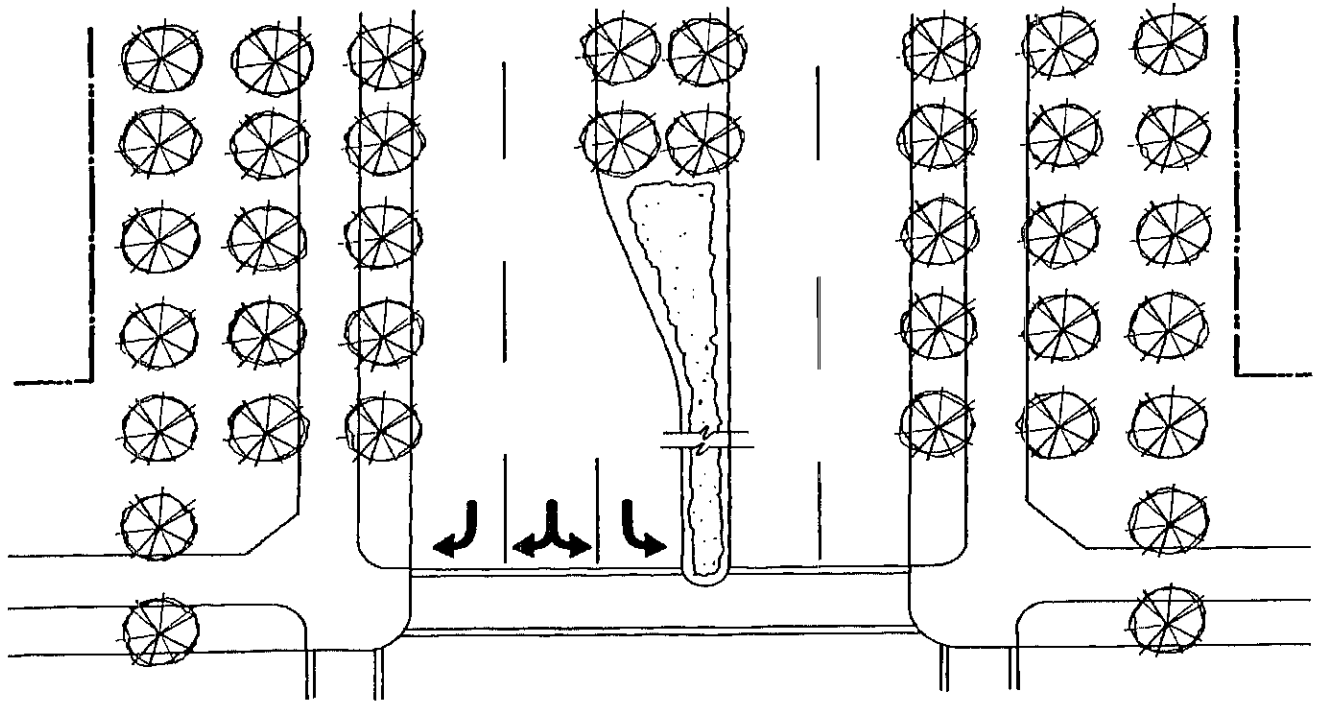


Exhibit 2-5
Primary Access
Main Access Drive from Los Gatos Boulevard (Plan View)

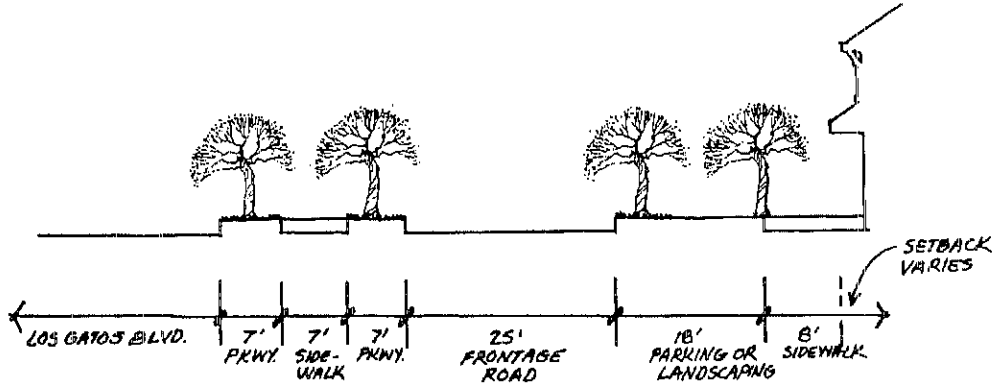


Exhibit 2-6
Los Gatos Boulevard Frontage Road and Pedestrian Allee

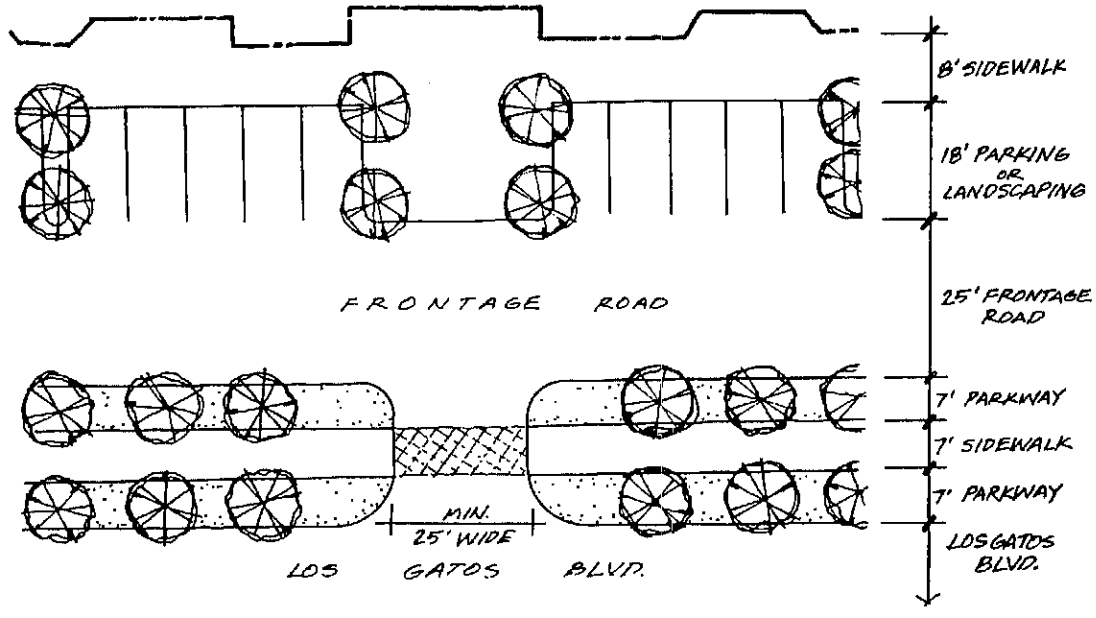


Exhibit 2-7
Los Gatos Boulevard Frontage Road and Pedestrian Allee

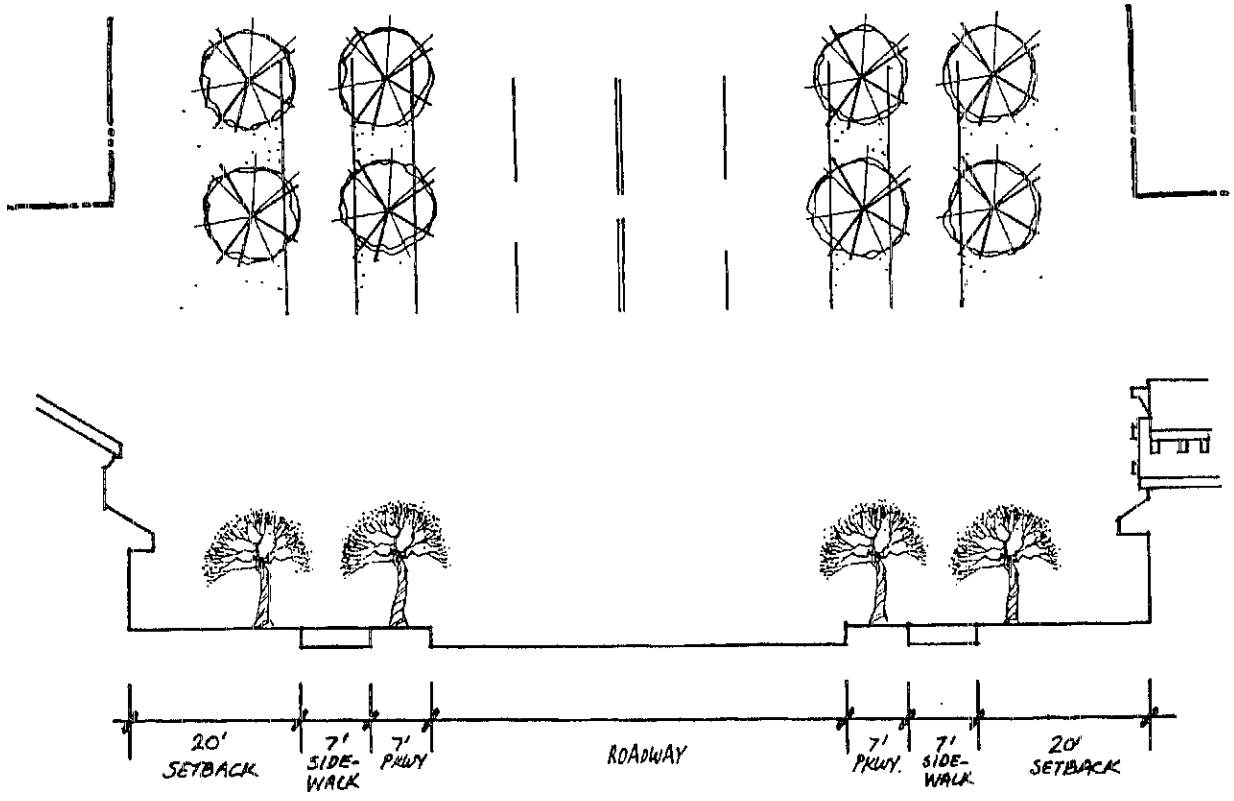


Exhibit 2-8
Primary Access
Samaritan Drive Extension and Lark Avenue Access Road

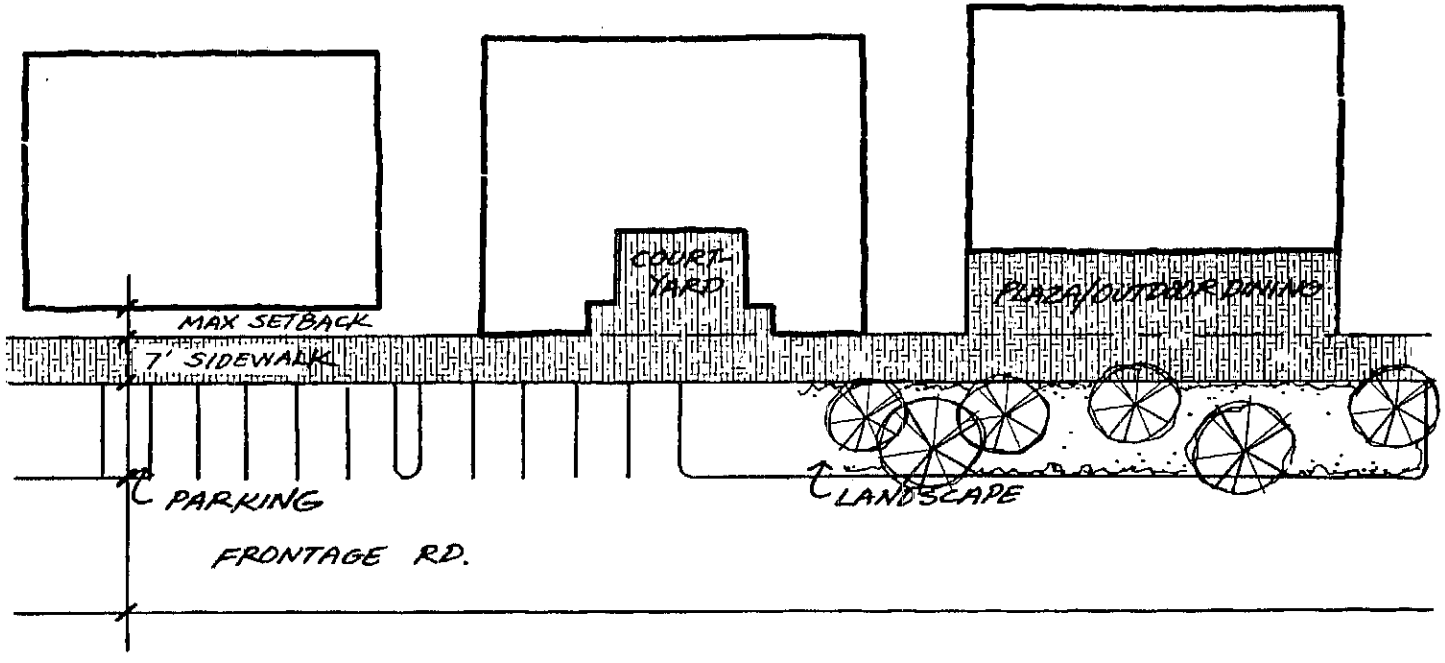
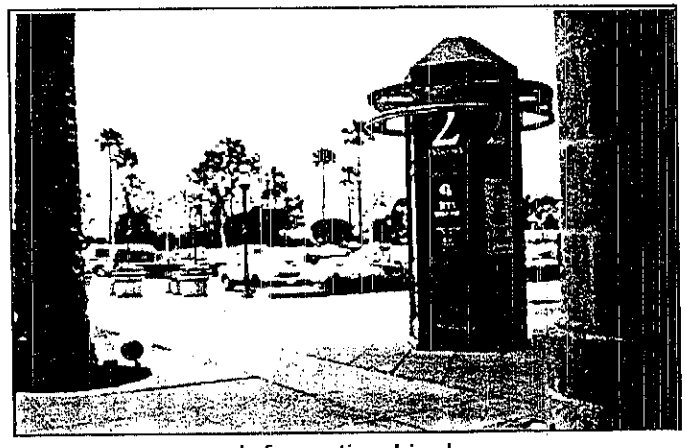


Exhibit 2-9
Frontage Road Landscaping

The provision of the above site furnishing elements and lighting fixtures shall be accomplished in a coordinated and complementary manner throughout the North Forty area. While there is not a particular "style" or design theme that has been identified at this time, it is required that all site furnishing elements and lighting fixtures be selected from the same "family" and that their design complement and reinforce the architectural style of the buildings.

Each project is required to provide the full range of site furnishings listed above as appropriate to the site and the size of the development as determined through the design review process.

The preferred material for site furnishings is metal with a powder coated finish for durability. The preferred color is black or dark green.



Information kiosk

Water features are important elements of site design

e. Preservation and enhancement of site character.

The overall character of the existing site is one of open space, agriculture, low intensity uses, and views to the Santa Cruz mountains. These are important aspects of the site's existing environmental character that the Town considers valuable and worthy of preservation and enhancement. While it is recognized that any amount of new development will alter the existing character of the site, there are ways of enhancing the valuable, character-contributing aspects of the site in order to preserve as much of the site's character as possible.

1) Limit the height and bulk of new development in order to maintain a low intensity feel for the overall site and to preserve views from off site to the Santa Cruz mountains.

2) Provide view corridors from strategic points within the North Forty area (e.g., activity nodes, plazas, key open space areas, etc.) to the Santa Cruz mountains.

3) Preserve existing mature trees when appropriate.

4) Preserve the agricultural heritage of the site by incorporating architectural elements with an agricultural theme.

5) Incorporate "orchard-style" landscape designs within parking areas, activity nodes, open spaces, and other areas of high visibility to enhance the agricultural character of the site. (See graphic on this page for example)

6) Use public art, educational displays, and similar features to enhance the agricultural heritage of the site and the history of the Town.

Example of orchard-style planting

f. Views from the freeway.

Freeway frontages are areas of high community visibility and should reflect appropriate design, location, and orientation of the buildings, parking areas, loading facilities, utility services, landscaping, and signs.

Buildings that are visible from the freeways should use care in achieving a visually pleasing and high quality design. A project should not turn its back to the freeway and provide an unarticulated, monotonous appearance. Buildings that are visible from the freeway (including on- and off-ramps) should provide architectural design and detail on all facades not just the facade of the main entrance. Attention to appropriate site planning, structure design, and landscaping will be required for all development.

E. Circulation Concept Plan

The key elements of the plan for circulation are illustrated in the Circulation Concept Plan (Exhibit 2-3). The proposed plan implements the goals and objectives of this Specific Plan. The key circulation plan elements include the following.

1. Site access.

a. Primary access.

Primary site access should be provided at three points along the perimeter of the project site as described below. See Exhibit 2-3 (Circulation Concept Plan)

1) Extension of Samaritan Drive; 4-way signalized intersection.

2) Los Gatos Boulevard main access drive; signalized T-intersection. This new intersection should be off set a minimum of 150 feet from any existing intersection and should enter at approximately the midpoint of the project site. See Exhibits 2-4, 2-5, and 2-8. A break in the Los Gatos Boulevard median shall be provided in order to allow left turns into the North Forty area and to allow U-turns for motorists southbound on Los Gatos Boulevard. No other median breaks shall be allowed between Lark Avenue and Samaritan Drive.

3) Lark Avenue entrance; Restricted four-way, right turn in and out only to protect the Highland Oaks neighborhood from cut-through traffic. This site entrance should be located opposite Highland Oaks Drive a minimum of 300 feet from Los Gatos Boulevard and a minimum of 300 feet from the Highway 17 on-ramp.

b. Frontage road access.

A limited number of access drives may be provided along Los Gatos Boulevard to serve buildings adjacent to the frontage road and interior parking lots as shown in Exhibits 2-3 and 2-7.

The following criteria shall apply to the provision of frontage road access points.

1) Frontage road access drives shall be designed to provide access to the frontage road parallel to Los Gatos Boulevard and to serve parking areas that are interior to the site even though they may only serve a single use during the first phase of development.

2) Frontage road access drives shall be designated for right turn in and out only.

3) The number of frontage road access drives along Los Gatos Boulevard shall be limited to four - two on either side of the main access drive. Additional driveways may be allowed on an interim basis for properties fronting on Los Gatos Boulevard. Such drives shall be removed when sufficient development of the planned frontage road allows access to these properties from the frontage road.

2. Internal circulation.

One of the key components of the internal circulation system is the "frontage" road adjacent, and parallel to, Los Gatos Boulevard (Exhibits 2-6 and 2-7). The provision of this frontage road is required for all parcels fronting on the Boulevard. Provision of a single row of parking along the frontage road is optional. However, when parking is not provided, the same equivalent area that would have been used for parking shall be landscaped with shrubbery, trees, and ground cover, or the area may be used for outdoor dining in conjunction with an adjoining restaurant. Refer to Exhibit 2-9 and to Chapter 3, Section E. (Site Planning Guidelines.)

It is not envisioned that the frontage road will have access from the main site access road or from Samaritan Drive because of the volumes of traffic these roads must carry.

3. Transportation linkage.

As part of the development of the North Forty area, a transportation link to the Vasona light rail facility shall be provided once the Vasona light rail service is operational.

In addition, a shuttle bus service connecting the downtown and the North Forty area shall be available at the time sufficient development of the North Forty area justifies such service. Bus stops shall be conveniently located throughout the North Forty area for the passengers of the shuttle bus service. These shall be located primarily along the main north/south secondary road at intervals of not less than 500 feet or more than 1,000 feet.

F. Open Space and Landscape Concept Plan

The key elements of the plan for open space and landscaping are illustrated in Exhibit 2-1. The key elements include the following.

1. Open space.

Open space will be provided primarily by building setback areas, buffer areas, and open areas provided in conjunction with gateways, nodes, and pedestrian amenities, such as plazas and courtyards. Open space areas shall be linked by appropriately scaled pedestrian corridors.

2. Landscaping.

Unique landscape treatments shall be provided at key focal points throughout the area. Primarily, these should occur at entries and nodes. The use of orchard-style tree plantings shall be incorporated to reinforce the site's agricultural heritage and to provide a unifying design element throughout the entire Specific Plan area. See Exhibit 3-5. (Orchard-Style Planting Design).

The use of landscaping as a unifying project-wide design feature is an important design concept for the North Forty area because it is likely that the area will be developed over a period of years by multiple participants. Landscape and streetscape design shall be used to unify an otherwise diverse development site.

G. Infrastructure Concept Plan

The major features of the existing infrastructure are described below and shown in Exhibits 2-10 through 2-12.

Natural drainage within the North Forty area primarily flows west, toward Highway 17. At the time the Highway 85/17 interchange was constructed, drainage facilities were installed under Highway 17 to accommodate future development of the North Forty area. The storm drain will connect the North Forty area to Los Gatos Creek, located approximately 1,800 feet to the west. In order to complete this connection, a new storm drain will be constructed from the west side of Highway 17 to Los Gatos Creek.

Drainage from the North Forty area shall use Best Management Practices and Technology as outlined by the bay area Stormwater Management Agencies Association (BASMAA) and the California Regional Water Quality Control Board, to address nonpoint source impacts.

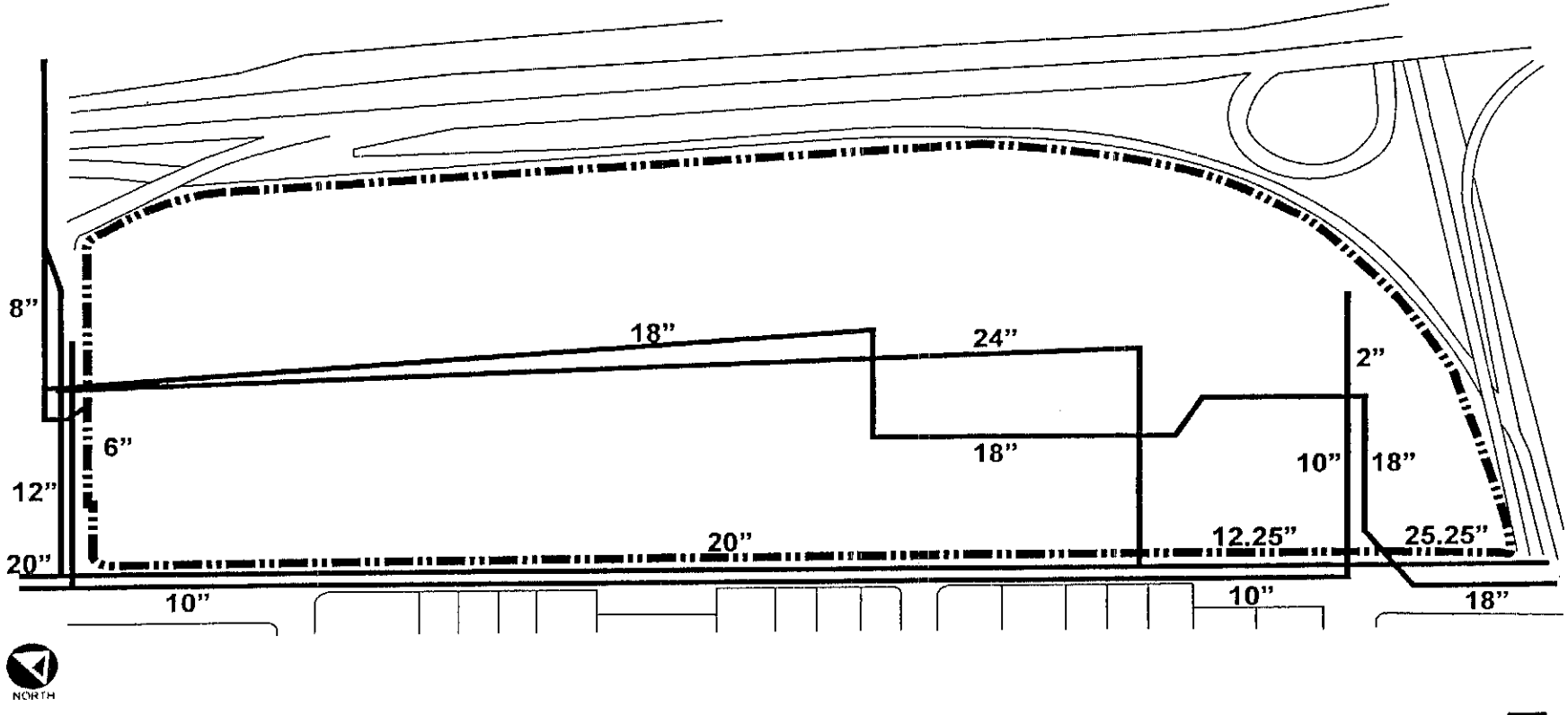


Exhibit 2-10
Existing Water Lines

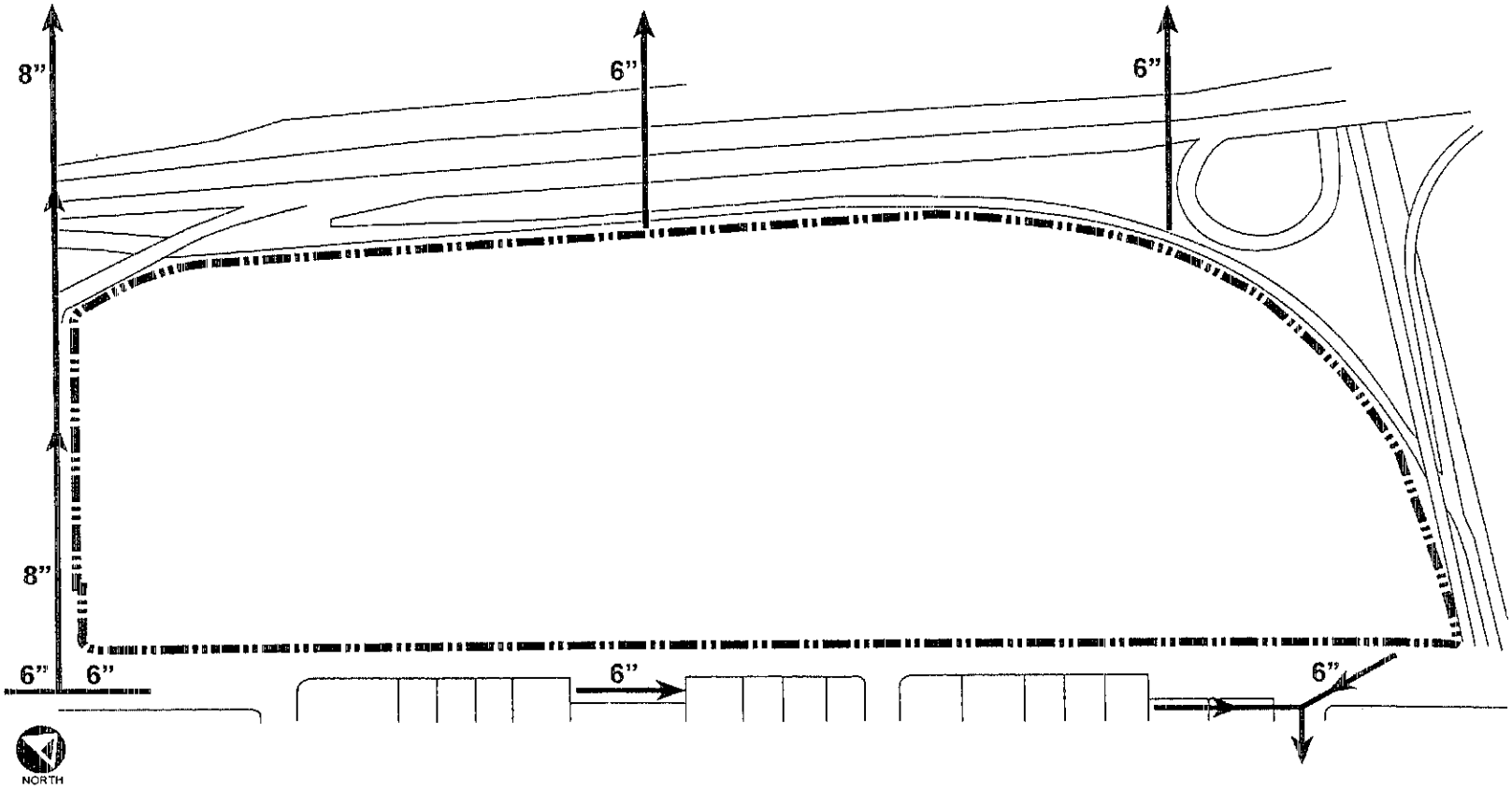


Exhibit 2-11
Existing Sewer Mains

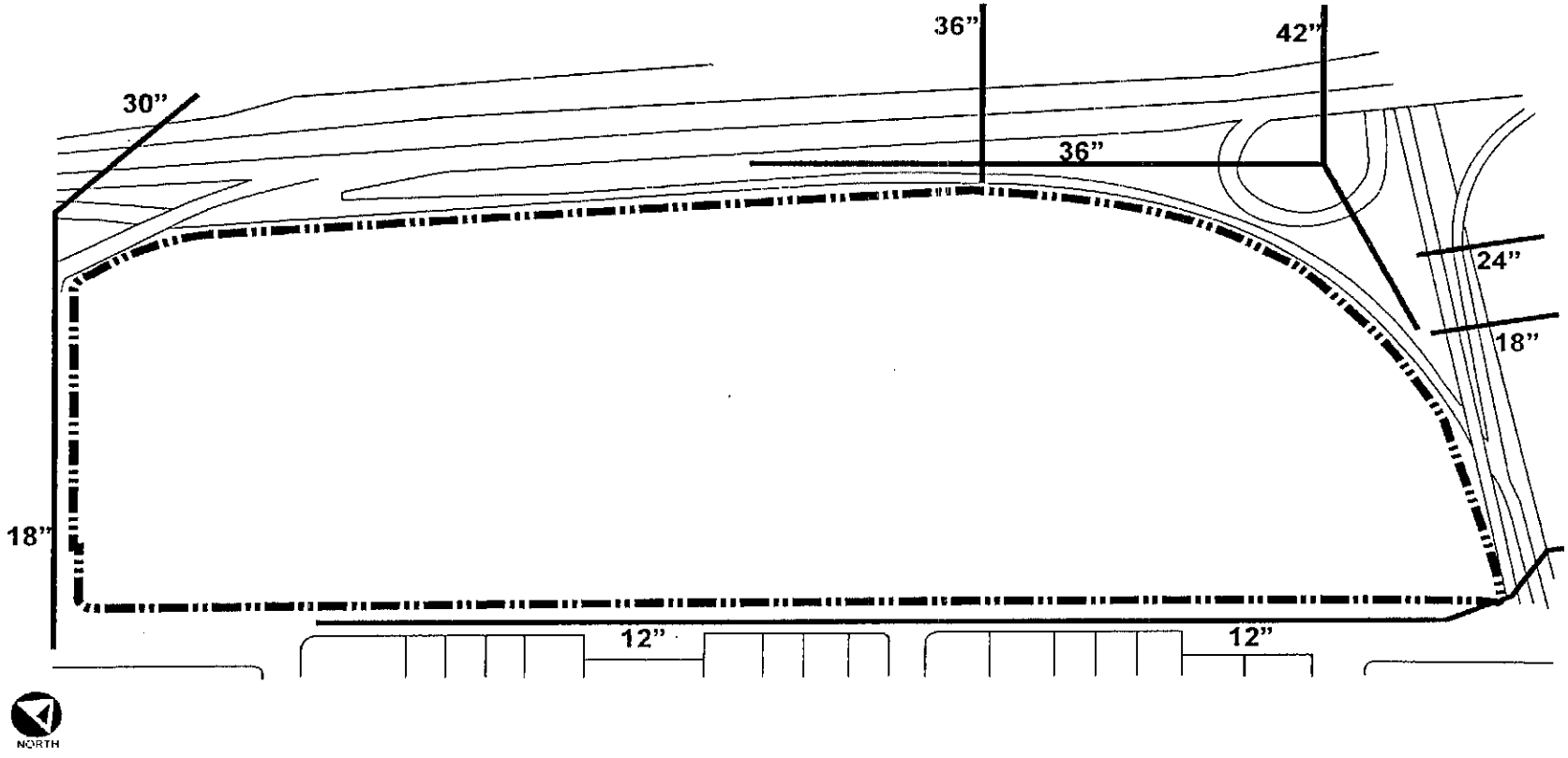


Exhibit 2-12
Existing Storm Drainage

A. Purpose and Applicability

This chapter establishes the land use and development standards and guidelines that will guide future development of individual projects within the North Forty area. While the previous chapter provided criteria for the development of features affecting the entire site (e.g., urban design, circulation, infrastructure, etc.), this chapter provides standards and guidelines related to the development of individual parcels or projects. Together, these two chapters provide the necessary guidance that will shape development of the entire North Forty area.

The development standards and guidelines in this chapter apply to all projects within the North Forty area. In addition, the requirements of the Los Gatos Zoning Regulations also apply in situations where this Specific Plan does not provide development standards (e.g., number of parking spaces required or size of signs allowed) but the Zoning Regulations do. For example, in the case of parking, the Zoning Regulations would be used to determine the number of parking spaces required for a specific use.

The *Los Gatos Boulevard Design Standards* should also be consulted by applicants seeking project approval from the Town. The goals and policies contained in this document provide sound design principles that are applicable to the North Forty area.

B. Use of the Standards and Guidelines

The design guidelines are intended to provide specific standards for the site planning, architectural treatment, and organization of buildings and open space in the North Forty area. The guidelines are intended to help architects, designers, and engineers in preparing plans to be considered by the Town during the development review process. As a requirement of project approval, applicants shall demonstrate how their proposal meets the policies/requirements of the North Forty Specific Plan.

The design guidelines may be interpreted with some flexibility in their application to specific projects as not all design criteria may be workable/appropriate for each project. In some circumstances, a guideline may be relaxed in order to accomplish other, more important guidelines. The overall objective is to ensure that the intent and spirit of the guidelines are followed. The ultimate goal of the Town's architecture and site review process is to attain the best possible project design within the context of the Town's development policies, regulations, and design guidelines.

C. Overall Design Principles

Since it is likely that the North Forty area will not develop in a single phase but rather in a series of developments, it will be important to ensure that as each project occurs that it creates an appropriate relationship to the existing development on adjacent sites or to the potential development of adjacent sites that may occur in the future.

In order to help ensure that each proposed development is integrated with other projects in the North Forty area, the design of each project is required to demonstrate compliance with the following:

1. Consideration of the Town's small-scale character and sensitivity to the contextual influences of the area, especially in terms of scale and architectural design;

2. Articulation of building forms and elevations to create interesting roof lines, building shapes, and patterns of shade and shadow. Demonstrate that the building's architectural design has taken into consideration its intended function, its location on the site, and its location relative to existing or proposed development on adjacent sites and to the overall streetscape.

3. Creation of appropriate relationships between adjoining projects to ensure convenient access between adjoining sites, opportunities for shared access, open space, and parking;

4. Consideration of the relationships between adjacent developments to help integrate individual project sites and create an appearance of one comprehensively developed area instead of piecemeal development; and

5. Consideration of existing conditions on and off the site including:

   a) Land use and development of neighboring properties;

   b) Architectural character/style of neighboring structures;

   c) Opportunities to create pedestrian and vehicle connections to adjacent projects;

   d) Relationships to existing or proposed transit service;

   e) Existing natural features (i.e., mature trees);

   f) Opportunities to preserve or enhance views of the Santa Cruz mountains; and

   g) Privacy and sun exposure.

D. Site Planning Guidelines

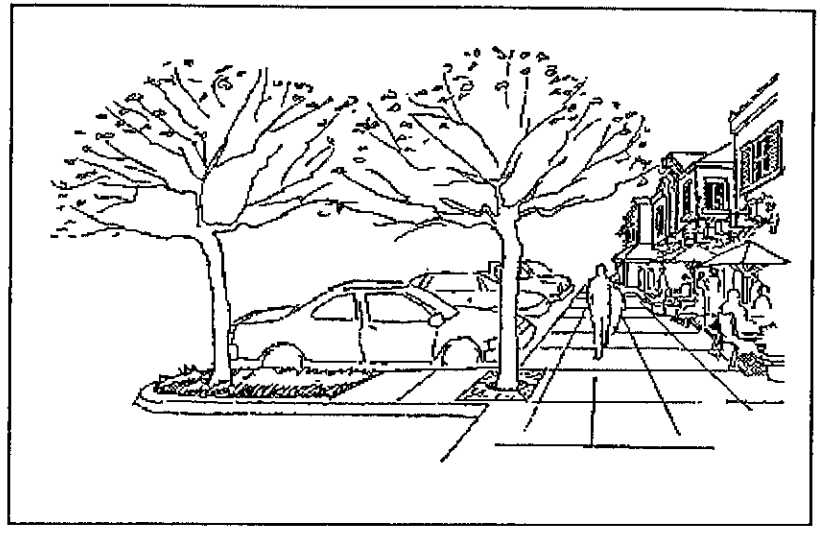
1. Site development - building location (setbacks).

Development within the North Forty area shall be oriented to a primary circulation route (either vehicular or pedestrian) or to a parking lot having direct access to a primary circulation route. Exhibit 2-1 shows the approximate locations of proposed primary circulation routes and the areas of land (development sites) defined by the proposed circulation routes.

Different building setbacks have been established depending on the location of a particular development site relative to the North Forty area boundaries, the site's relationship to the proposed circulation system, or its location relative to proposed entry gateways or nodes. The term "development site" when used in this section also includes "parcel."

a. Development sites adjacent to Los Gatos Boulevard frontage road (Area 1, Exhibit 3-3).

1) Front orientation. Building entrances (storefronts) shall be oriented to the frontage road and shall be located a maximum of five feet from the back of the sidewalk that adjoins the frontage road. Setback areas provided shall be fully landscaped. Building setbacks greater than five feet may be allowed in order to accommodate outdoor dining areas in conjunction with an adjoining restaurant or other pedestrian oriented plazas/courtyards that are available to the general public. See Exhibit 3-4 (Frontage Road Building Setbacks).



View along frontage road.

2) Side and rear orientation. The side and rear elevations of buildings shall not be set on the property line unless buildings on the adjoining parcel are being designed /developed at the same time and are also to be constructed on the property line in approximately the same location. The purpose is to avoid situations where buildings are constructed on property lines with no setback area, large expanses of blank walls, and no roof overhangs because of Building Code requirements.

In situations where buildings are separated, whether on the same parcel or on different parcels, the minimum separation shall be 15 feet unless a greater separation is required to preserve a particular view, provide solar access, or other reasons as determined by the review deciding body.

Buildings shall be designed to provide 360 degree architecture. Building facades shall incorporate substantial articulation, relief, and detailing to ensure compatibility with the adjacent structures and the overall streetscape.

b. Development sites adjacent to the main site access road (Area 2, Exhibit 3-3).

Buildings shall not front onto the main access road and no access shall be provided from this road to any individual parcel or development site.

Buildings and parking lots shall be set back a minimum of 20 feet from the back of the sidewalk adjacent to the main access road. The setback area shall be fully landscaped. See Exhibit 3-1 (Main Access Road Setback).

c. Development sites adjacent to secondary access roads (Area 3, Exhibit 3-3).

Buildings shall not front onto a secondary access road and no access shall be provided from these roads to a development site for a distance of 100 feet from Los Gatos Boulevard or Lark Avenue.

Within the first 100 feet from Los Gatos Boulevard or Lark Avenue, buildings and parking lots shall be set back a minimum of 20 feet from the back of the sidewalk adjacent to a secondary access road. The setback area shall be fully landscaped. See Exhibit 3-2 (Secondary Access Road Setback).

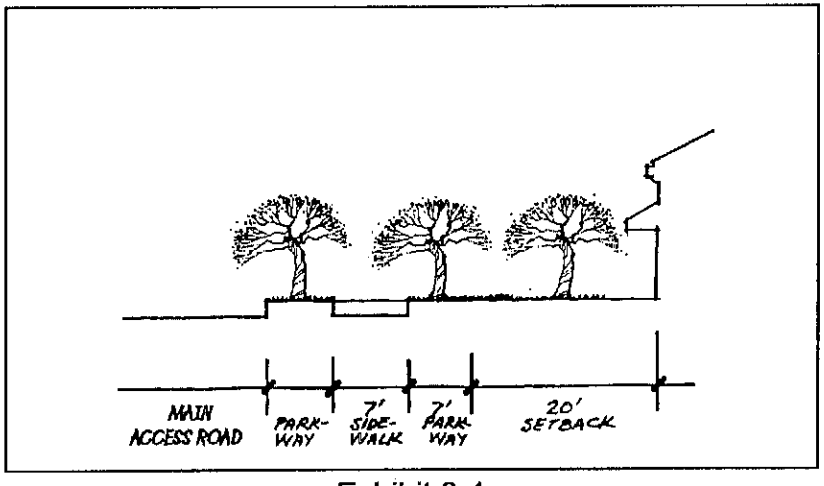


Exhibit 3-1
Main Access Road Setback

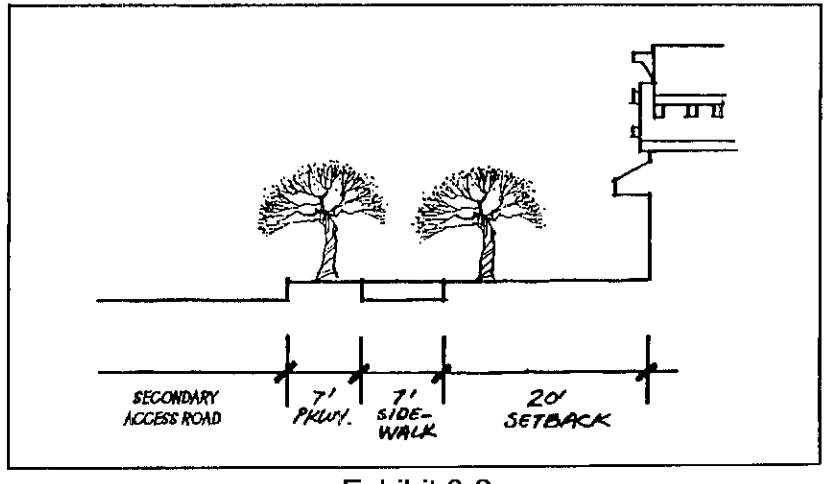


Exhibit 3-2
Secondary Access Road Setback

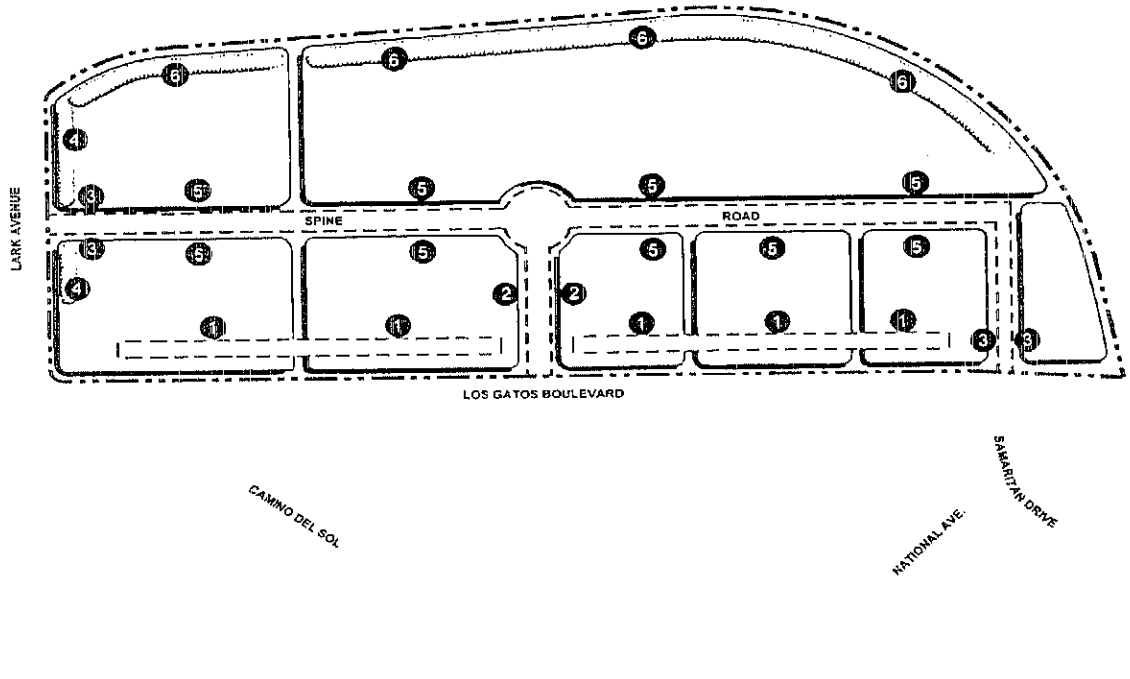


Exhibit 3-3
Building Setbacks

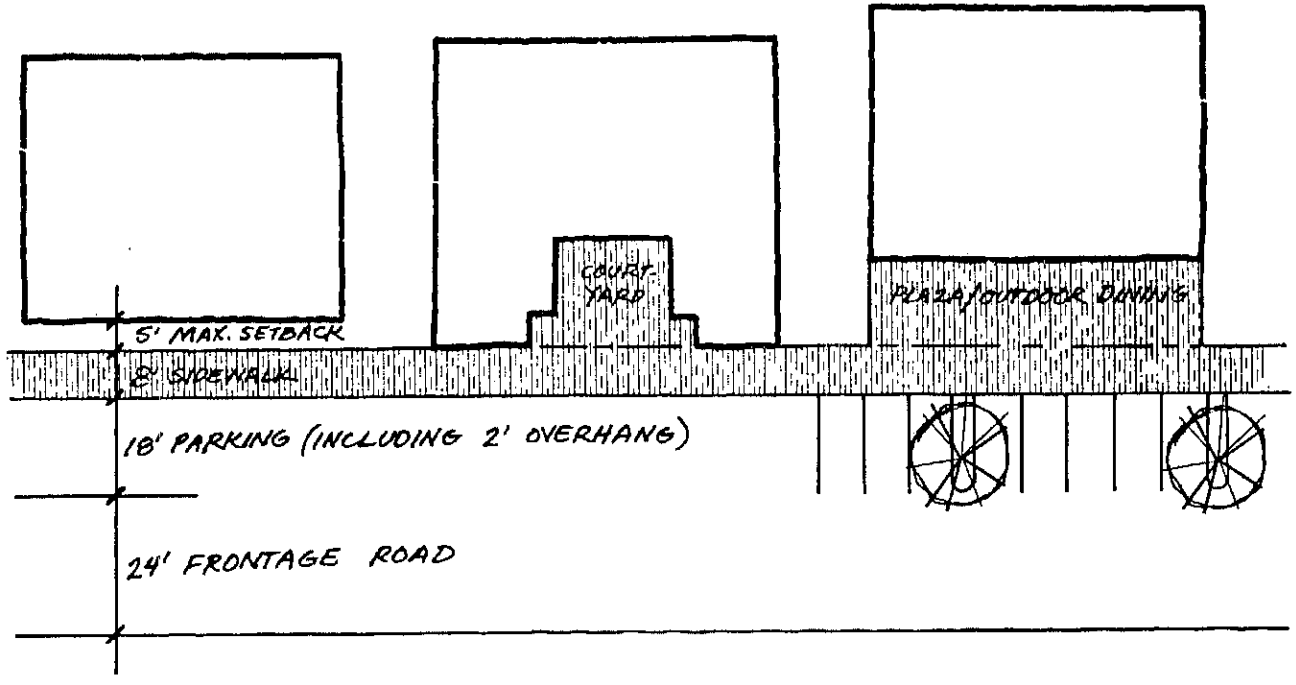


Exhibit 3-4
Frontage Road Building Setbacks

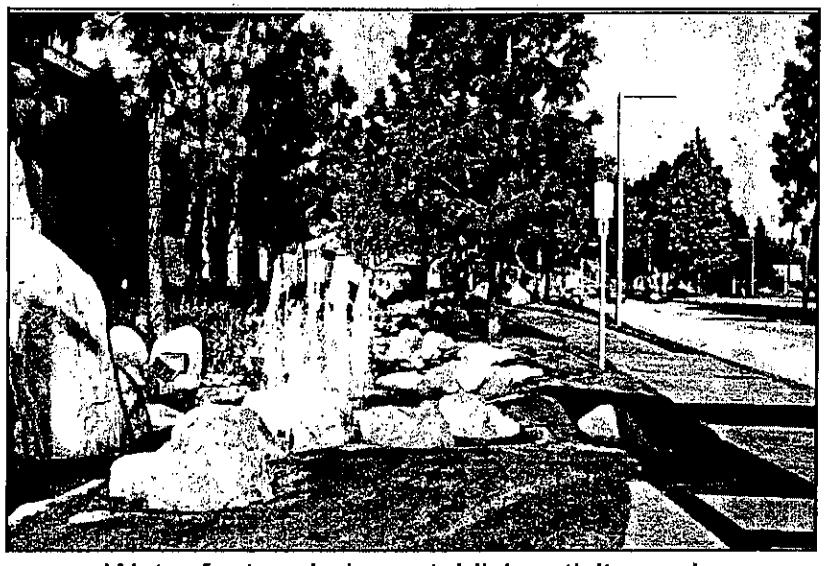
d. **Development sites adjacent to Lark Avenue** (Area 4, Exhibit 3-3). Buildings and parking lots shall be set back a minimum of 50 feet from the back of the sidewalk adjacent to Lark Avenue. The setback area shall be fully landscaped. No access shall be provided from Lark Avenue to any individual parcel or development site.

e. **Development sites adjacent to main spine road.** (Area 5, Exhibit 3-3)

Along the main spine road, no specific building setback has been established except for the area within 100 feet of Lark Avenue. (Refer to Subsection C. above and Area 3 on Exhibit 3-3). Building setbacks along the main spine road may vary depending on the function of the use (e.g., office, lodging, retail, etc.) and the orientation to the streetscape. However, it is envisioned that this main street serving the North Forty area will create a strong pedestrian orientation with most buildings fronting onto it and taking pedestrian access from it.

Pedestrian-oriented street

f. **Development sites adjacent to designated nodes.** Increased building setback areas and/or unique design elements shall be provided at the three areas designated for treatment as nodes. See Exhibit 2-2, (Urban Design Concept Plan). This will create increased areas in which to provide the appropriate amenities to distinguish these locations as important areas of activity and identity.

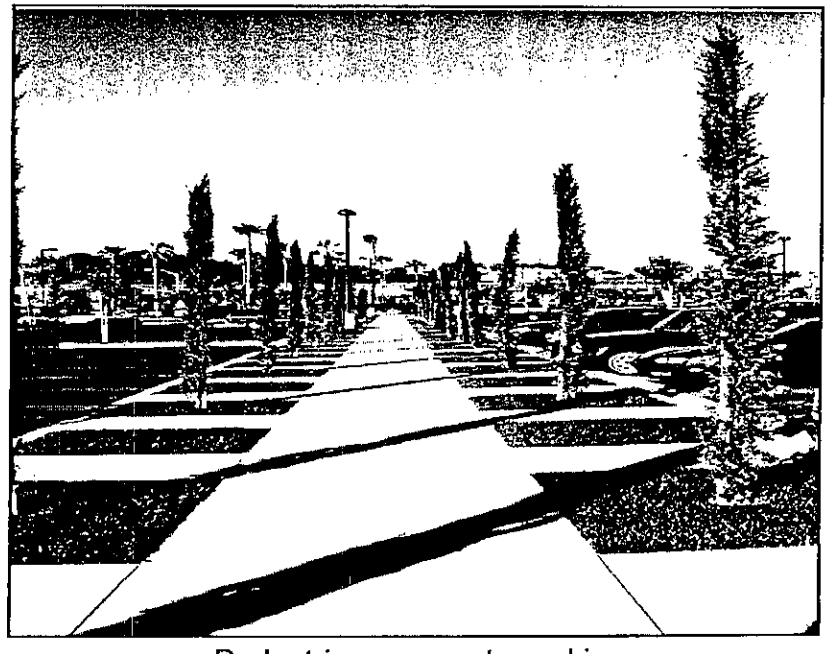


Water feature helps establish activity mode

g. **Development sites adjacent to freeway** (Area 6, Exhibit 3-3). Buildings shall be setback from the edge of the freeway right-of-way a minimum of 100 feet. The setback area shall include a minimum 50-foot wide densely landscaped buffer area and may include a perimeter circulation route for delivery vehicles and areas for parking.

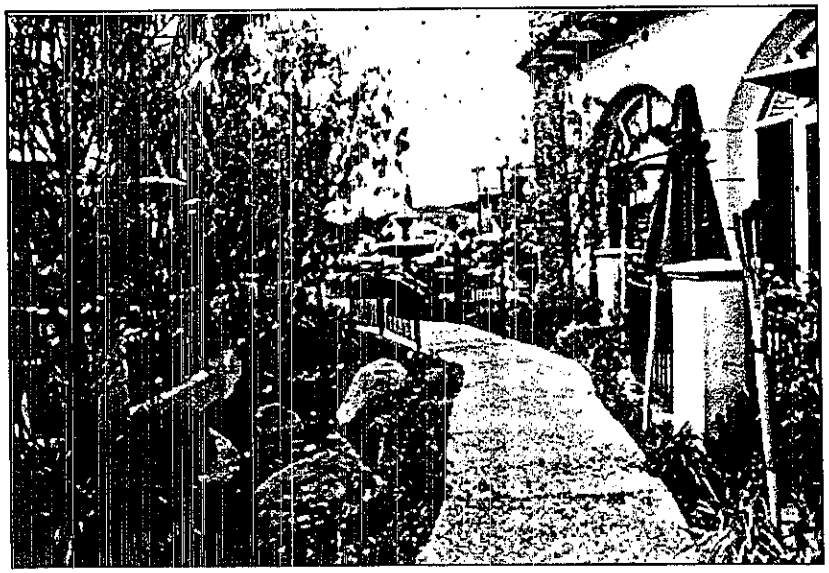
2. Site development - pedestrian orientation.

a. Development proposals shall strike a balance between the need to accommodate automobiles and the needs of pedestrians.



Pedestrian access to parking

b. Each development project shall be oriented to accommodate pedestrian movement between adjacent sites. Pedestrian linkages between neighboring uses is a very important design principle throughout the North Forty area and each project is required to demonstrate a strong pedestrian orientation through the incorporation of walkways, courtyards, plazas, outdoor dining areas, water features, seating areas, and similar amenities.



Pedestrian access to parking

c. Buildings shall front onto pedestrian areas rather than onto parking lots.

d. When multiple buildings are proposed for a site, they shall be grouped in a manner that creates opportunities for courtyards and plazas with seating, shade trees, water features, and similar amenities. Pedestrian spaces shall be oriented to take advantage of sun or shade as appropriate and to optimize views to the surrounding hillsides.

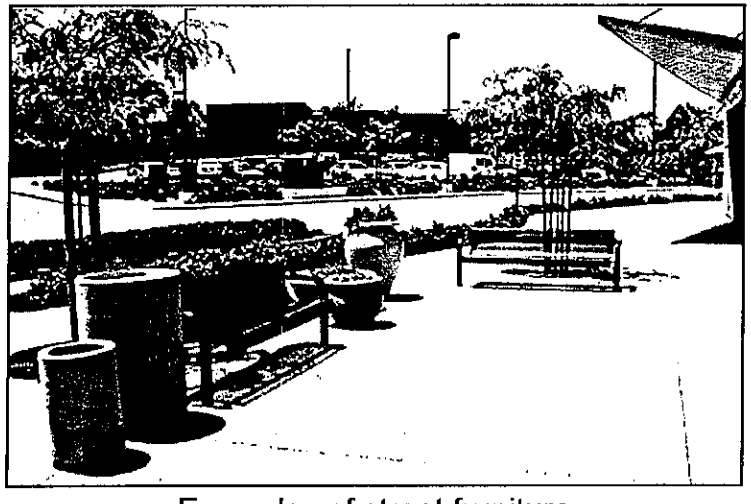
e. Whenever possible, projects shall create strong connections to the off-site, public pedestrian circulation system. This is particularly important for development sites adjacent to Los Gatos Boulevard and the frontage road.

3. Landscaping.

a. Landscaped areas shall be planned as an integral part of the overall project and not simply located in left-over areas on the site.

b. Landscaping shall be used to help define outdoor spaces, soften a building's appearance, and to screen parking, loading, storage, and equipment areas.

c. The use of on-site pedestrian amenities (e.g., benches, shelters, drinking fountains, lighting, and trash receptacles) is required. These elements shall be provided in conjunction with pedestrian open spaces and shall be well integrated into the development's site plan as primary features, not afterthoughts that are tacked on to artificially dress up a proposal.



Examples of street furniture

d. Landscaped areas adjacent to driveways and parking areas shall be protected from vehicle damage by concrete curbs or other types of barriers as approved by the deciding body.

e. Landscaped areas shall have a minimum inside width of five feet. The deciding body may approve lesser widths where justified (e.g., planter pockets adjacent to walls for vines, planters near storefronts, etc.).

f. A permanent water-efficient irrigation system (e.g., drip systems, bubblers, or soakers) shall be provided for all landscaped areas.

4. Parking.

a. Projects shall be planned so that parking lots are not the dominant feature of the development when viewed from Los Gatos Boulevard, Lark Avenue, or the freeway. Placing the parking area along the front of the site creates a negative visual impact which detracts from the streetscape and architectural image of the site's buildings. Parking areas placed along the side or the rear of a site allows the architectural significance of the structures and landscaped open spaces to take precedence.

b. Parking lots shall be landscaped and screened in compliance with the Town of Los Gatos Zoning Regulations. Trees shall be provided throughout parking areas at a rate of one tree for every five parking spaces. Trees shall be aligned to achieve an "orchard-style" planting design. See Exhibit 3-5 below.

Pedestrian access through parking lot

c. Parking areas shall incorporate defined pedestrian paths and safe crossing points through the use of distinctive pavers, asphalt treatment, or landscape.

d. Parking lot surfaces shall be enhanced with modular concrete pavers and the use of brick or concrete bands to divide parking lot paving into small, interrelated segments.

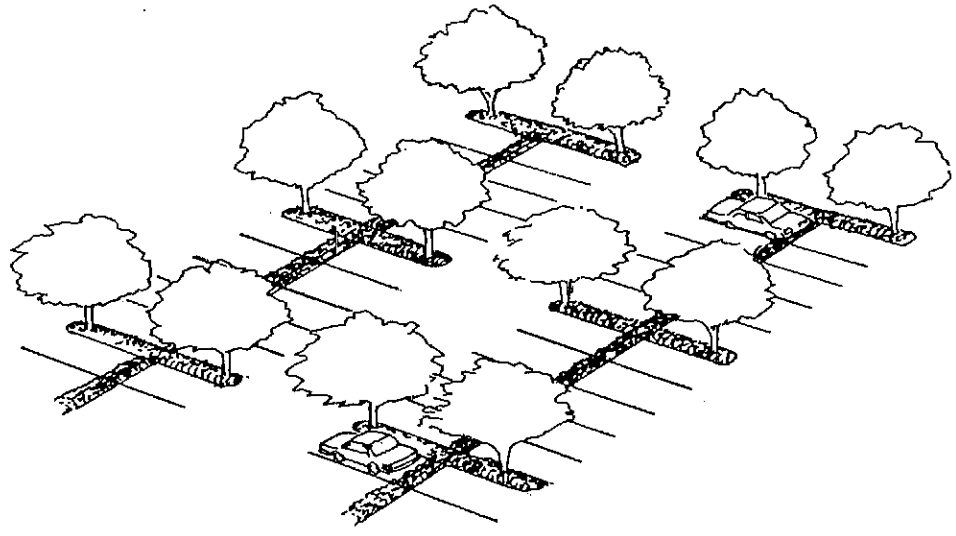
e. Parking lots shall be designed using a hierarchy of circulation elements, including major access drives with no parking, major circulation drives with little or no parking, and parking aisles for direct access to parking spaces.

f. Landscaping shall be used to accent the importance of the driveways from the street, frame major circulation aisles, and highlight pedestrian pathways.

g. Parking areas shall be separated from structures by either a raised walkway or a landscape strip at least five feet wide. The placement of parking aisles or spaces directly abutting a structure is prohibited. The deciding body may approve exceptions for areas behind buildings that are not within view of the general public.

Good parking lot landscaping

Access to parking at rear of building



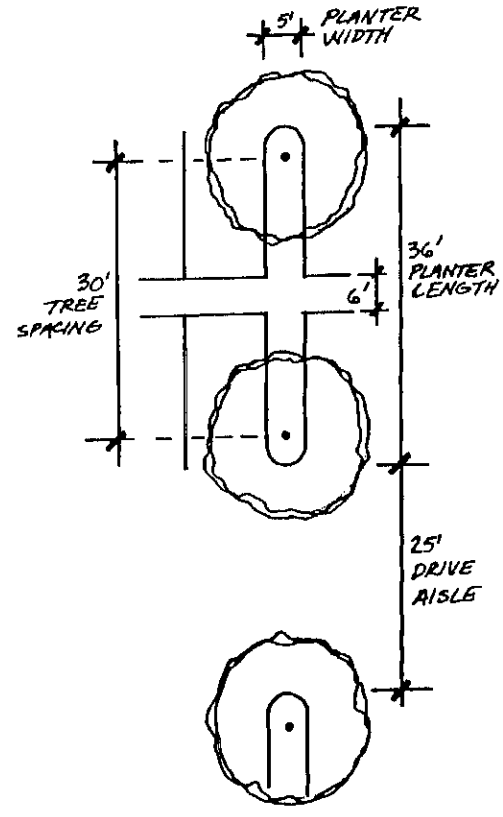


Exhibit 3-5
Orchard-Style Planting Design

h. Intersections within parking areas shall be kept to the minimum required for safe, efficient circulation. Dead-end aisles are not allowed except to provide for the future connection to an adjacent parking lot.

i. Large parking lots shall be broken up into segments or modules by means of intervening landscaping, access driveways, or structures in order to avoid large unbroken expanses of paved area.

j. Parking lots shall be designed so that pedestrians walk parallel to moving vehicles. This will minimize the need for pedestrians to cross parking aisles and landscape areas.

k. Loading and service facilities shall not be located at the front or sides of buildings or where they would be visible from public view. These facilities are more appropriate at the rear of the building where they shall be appropriately screened from public view.

l. Parking structures may be allowed; however, such structures shall be appropriately designed in compliance with the following guidelines:

1) Facade designs shall relate to the design of the buildings that they serve. Building materials, openings, and lighting shall provide an integrated design approach for each building complex.

2) Parking structures shall be designed as buildings which provide 360 degree architecture that is compatible with the streetscape and adjacent buildings.

3) The first floor of a parking structure shall incorporate retail or other compatible uses whenever appropriate. The primary goal is to establish a pedestrian scale and orientation at the street level.

4) Access ramps shall be located within the structure.

5) Pedestrian and vehicular entrances shall be clearly identified and easily accessible to minimize pedestrian/vehicle conflict. The use of enhanced paving and landscaping to distinguish entrances is required.

5. Solar access

a. Buildings and open spaces shall be oriented to maximize solar access opportunities.

b. Solar collectors shall be placed in the least conspicuous location and shall be screened from public view with material that is compatible with the building's architecture.

6. Lighting.

a. Exterior lighting shall be designed to be compatible with the architectural theme of the individual project and with the overall design of the North Forty area.

b. An appropriate hierarchy of lighting fixtures and intensities shall be considered when designing the lighting for the various elements of an individual project (i.e., building and site entrances, walkways, parking areas, or other areas of the site). Fixtures shall be in scale with desired pedestrian orientation for the North Forty area.

c. To achieve the desired lighting level, the use of the appropriate shorter, or low-intensity fixtures is required over the use of a few taller, out of scale, fixtures that illuminate large areas.

7. Screening.

a. Screening is a technique used to buffer and separate uses and site functions from one another for the purpose of decreasing adverse noise, wind, or visual impacts and to provide privacy. The need for screening shall be considered early in the design process so that screening elements (i.e., walls, fences, berms, landscaping, etc.) can be effectively integrated into the overall project design and not added later as an afterthought.

b. The method of screening shall be compatible with the adjacent building(s) in terms of overall design, materials, and color.

c. Where screening is required at the ground level, a combination of elements shall be considered including solid masonry walls, berms, and landscaping.

8. Refuse, storage, and equipment areas.

a. Refuse and recycling containers, service areas, loading docks, etc., shall be located in areas out of view from the general public so that their use does not interfere with on-site parking or circulation areas, and adjacent uses.

b. Trash storage areas and enclosures that are visible from the upper stories of adjacent buildings shall have an opaque or semi-opaque, horizontal cover/screen to mitigate unsightly views. The covering structure shall be compatible with the development's architectural style.

c. All mechanical equipment (e.g., air conditioners, pumps, heating and ventilating equipment, generators, communications equipment) and any other type of mechanical equipment for the building shall be screened from view in compliance with Subsection 7 above.

d. Utility equipment (e.g., electric and gas meters, backflow preventers, electrical panels, and junction boxes) shall be located in a utility room within the structure or enclosed utility cabinets at the rear of the structure.

e. Fire valves and other on-site utility equipment shall be screened to the greatest degree possible. The applicant shall consider the location of these devices early in the design process.

f. Transformers shall be placed in underground vaults.

F. Building Design

Mass and scale are critically important design considerations in the Town of Los Gatos because of the Town's noted "small-town character." The preservation and enhancement of this character shall be a primary consideration of any development proposal within the North Forty area.

1. Building height.

Building height is the most obvious indicator of scale. A building's height shall be considered in its relationship to surrounding development, especially to pedestrian areas.

The maximum height of any structure shall be 35 feet. The deciding body may allow exceptions through the Planned Development zoning process of up to 45 feet for the types of structures listed below. In granting a height exception, the deciding body shall base its decision on one or more of the findings listed in paragraph b, below.

a. Structure types:

1) Lodging facilities;
2) Office buildings;
3) Special architectural elements (e.g., clock tower, dome, spire, etc.); and
4) Other acceptable types as determined by the deciding body.

b. Findings.

In approving an exception to allow additional height, the deciding body shall find that the additional height would not adversely effect the desired small-town character of the North Forty area by virtue of its mass and scale, would not cause adverse visual impacts to the surrounding area, and would not significantly block views to the Santa Cruz mountains. In addition, the deciding body shall make one of the following findings:

1) The additional height is necessary for a particular use (e.g., hotel or office) and the type of building normally occupied by that use in order to make the use functionally and economically viable; or

2) The additional height is necessary in order to achieve a particular design goal, such as a particular architectural style (e.g. dome or bell tower element) or the creation of a special architectural design element (e.g., clock tower or special gateway feature).

2. Building scale.

a. Large monolithic buildings are not allowed. Separations between structures and recessed facade areas shall be used to break large building masses visually into smaller units. Large buildings shall be designed to appear as a collection of smaller buildings connected by arcades, paths, gardens, courtyards, and plazas. Particular attention shall be paid to preserving and enhancing views to the Santa Cruz mountains.

b. The average size of retail uses and structures should not exceed 30,000 square feet across the entire North Forty area. The maximum size of any single use should not exceed 70,000 square feet.

c. Large undifferentiated wall planes are not allowed. Buildings shall be designed to avoid a "box-like" appearance. Significant horizontal and vertical wall articulation is required in order to reduce the apparent mass of a building. This shall be expressed through the use of wall offsets, recessed windows and entries, awnings, full roofs with overhangs, second floor setbacks, covered arcades, and similar elements.

Architectural detailing on blank wall provides interest

Varied roof heights adds interest

d. Architectural features such as roof forms, pilasters, columns, balconies, window details, and building facade articulation shall be effectively used to maintain a "small-town character" for all development. Architectural design elements shall be incorporated on all building facades, not just the main entry facade.

Varied setbacks and roof heights adds interest

e. The use of high ceilings and false parapets to make buildings look over scaled shall be avoided unless deemed essential to the building's architectural design. These elements and others detract from a building's ability to achieve an appropriate proportion to the pedestrian scale desired for the North Forty area.

3. Design theme and consistency.

a. No predetermined architectural style or design theme is mandated for the North Forty area. Los Gatos cannot be defined by a single architectural style. A wide range of architectural characteristics adds to the Town's overall image.

While variety in design is generally encouraged, compatibility of new projects with their surroundings should be a priority. The goal is to preserve not only the historic flavor of Los Gatos, but equally important, its scale and ambience.

Simple building forms derived from and complimentary to classic residential building elements and the architectural character of Los Gatos' residential areas shall be encouraged. Attention to detail is very important.

The building design that draws from Los Gatos' residential history establishes a sense of timelessness and relates buildings to one another in mass and scale. "Canned" or trademark building designs and post modern design themes are out of context with this approach and are not acceptable.

b. Building designs shall demonstrate a compatible use of colors, materials, and detailing throughout all elevations of the building. Elevations that do not directly face a street shall not be ignored or receive only minimal architectural treatment. Full, "360-degree" architectural treatment is required on all building facades open to public view.

c. Architectural gimmicks shall be avoided. The designer shall avoid the use of visual contrast from neighboring structures as an advertising tool or attention-getter.

d. Structures shall be designed to reinforce the historic character and small-town image of Los Gatos. The standard trademark architectural themes of some franchise uses are incompatible with this principle and are not appropriate if they are inconsistent with the design criteria provided in this Chapter.

4. Architectural elements.

a. Architectural detailing and design elements shall be provided on all building facades, not just the main entry facade. The use of "360 degree design" is an important concept because a well designed building will contribute to, and help maintain, the architectural character and small-town image of Los Gatos.

b. The main entry to a building shall be architecturally defined so as to create a focal point for the structure and add vitality to the streetscape.

c. Architectural elements, such as towers or domes, shall be of reasonable height, be in proportion with the rest of the building, and not interfere with views to the Santa Cruz mountains.

d. Fenestration shall be consistent with the architectural style of the building. Mirrored or opaque glass is not allowed.

e. Individual storefronts within larger buildings shall appear as "buildings within a building". Each building

bay shall be articulated with its own entrance, window grouping, colors and materials, and roofline. Repeating roof forms may be used to indicate the presence of individual tenants.

Individual storefront within larger building

f. Lighting of architectural features is encouraged. Lighting fixtures shall be appropriately shielded to prevent light spill and glare.

5. Rooflines.

a. The design of a structure's roof contributes strongly to its image as a quality, permanent structure. Structures with full pitched roofs project a more small-town image and reinforce the pedestrian orientation that is so prominent in Los Gatos. Structures with flat roofs and parapets tend to appear unfinished and less permanent in their structure. Therefore, the use of full-pitched roofs, or the appearance of full roofs is strongly encouraged.

b. Flat roofs may be considered for larger commercial structures when it is determined that a project's overall design is amenable to flat roofs and is otherwise consistent with the objectives of these guidelines.

c. When flat roofs are used, there shall be a screening parapet topped with a decorative coping, cornice, or, if determined appropriate to the project's style, a modified mansard. Mansards shall maintain roof pitches that are both high and deep enough to create the illusion of being a true roof. Small, steeply-pitched mansard roofs that appear "stuck-on" are prohibited.

6. Equipment screening.

All roof equipment shall be completely screened from a horizontal line of sight. Screening shall be an integral part of the roof design and not appear as a "tacked-on" afterthought. For flat roofs, a screen enclosure behind the parapet wall may be used if it is made to appear as an integral part of the structure's design. Ground and interior-mounted mechanical equipment (with appropriate wall or landscape screening) is encouraged as an alternative to roof-mounting.

7. Parapets.

Parapet walls should be treated as an integral part of the structure design. They shall receive architectural detailing consistent with the rest of the facade design and shall not appear as unrelated elements intended only to screen the roof behind. Views from above the structure shall also be considered relative to any visible structural support elements.

8. Building materials and colors.

a. False or decorative facade treatments, wherein one or more unrelated materials appear "stuck-on" a building, shall be avoided. Materials shall be used honestly. Fake products that attempt to imitate real materials (i.e., wood, stone, brick, etc.) are not allowed.

b. The composition of materials shall avoid giving the impression of thinness and artificiality. Veneers shall turn corners, avoiding exposed edges.

c. Exterior colors and materials shall reflect the natural setting of Los Gatos. The use of wood, brick, stonework, and other natural materials is strongly encouraged.

d. Exterior colors shall be subdued and used to complement the architecture and natural setting. A color shall be used with an awareness of the size of the surface to which it is applied.

e. Accent colors shall be used carefully and be complementary to the base color or a variation of its hue, either weaker or stronger.

f. The transition between base and accent colors shall relate to changes in building materials or the change of building surface planes. Colors should generally not meet or change without some physical change or definition to the surface plane.

G. Sign Design

The following sign design criteria shall be considered prior to developing signs for any project. The design criteria complement other requirements for signs found in Article I, Division 3 (Signs) of the Town of Los Gatos Zoning Regulations.

Sign Permits shall be required for all signs in compliance with Article I, Division 3 (Signs) of the Town of Los Gatos Zoning Regulations. The approval of a Sign Program shall also be required for multi-tenant buildings.

1. Design compatibility.

a. The scale of signs shall be appropriate for the building on which they are placed and proportionate to the area in which they are located.

b. Signs shall not obscure a building's architectural features. Their design shall be integrated with the design of the building. A well-designed building facade or storefront is created by the careful coordination of sign and architectural design and over-all color scheme. Signs on multiple tenant buildings shall be designed to complement and enhance the other signs on the building.

c. Wall signs shall be placed to establish facade rhythm, scale, and proportion. On buildings that have an otherwise plain facade, signs can help establish an appropriate design rhythm, scale, and proportion

d. Pedestrian-oriented signs are strongly encouraged. Pedestrian-oriented signs are signs that are designed for and directed toward pedestrians so that they can easily and comfortably read the sign as they stand adjacent to the business

2. Color.

a. Color is one of the most important aspects of visual communication – it can be used to catch the eye or to communicate ideas or feelings. Colors shall be selected to contribute to legibility and design integrity. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection. Too many colors used thoughtlessly can confuse and negate the message of a sign.

b. Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night. Light letters on a dark background or dark letters on a light background are most legible.

c. Colors or color combinations that interfere with legibility of the sign copy or that interfere with viewer identification of other signs shall be avoided. Small accents of several colors may make a sign unique and attractive, but the competition of large areas of many different colors often decreases readability.

d. Sign colors shall complement the colors used on the structures and the project as a whole.

3. Sign legibility.

An effective sign does more than attract attention, it communicates a message. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering. The following criteria shall be considered in the design of signs.

a. The number of lettering styles shall be limited in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and three for larger signs. Intricate typefaces and symbols that are difficult to read reduce the sign's ability to communicate.

b. A brief message shall be used. The fewer the words, the more effective the sign. A sign with a brief, succinct message is easier to read and looks more attractive. Evaluate each word. If the word does not contribute directly to the basic message of the sign, it detracts from it and probably should be deleted.

c. Letters and words should not be spaced too close together. Crowding of letters, words or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message. As a general rule, letters should not occupy more than 75% of sign panel area.

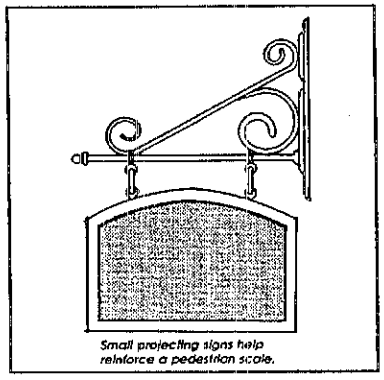
d. The use of symbols and logos used in place of words is strongly encouraged. Pictographic images will usually register more quickly in the viewer's mind than a written message.

4. Sign size.

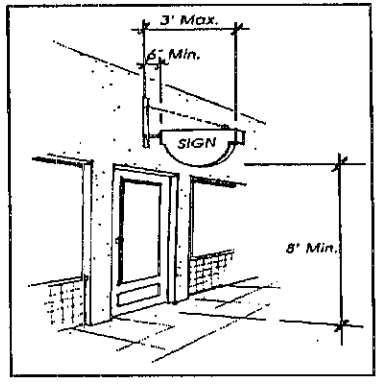
a. The North Forty area is envisioned to be an area of high pedestrian activity. Signs shall be oriented toward pedestrians and shall be of a pedestrian scale.

b. The number and size of signs allowed for the North Forty area shall be the same as for the CH zoning district, except that each use shall be required to provide a minimum of one wall-mounted pedestrian-oriented sign near the main entrance of the businesses.

The maximum area of a pedestrian-oriented sign shall be four square feet for each sign face. The sign may either be mounted flush with the wall or may be suspended from decorative brackets and project from the wall.



Small projecting signs help reinforce a pedestrian scale.



A pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; a vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller the sign should be.

Pedestrian-oriented signs: Lettering size	
Minimum Character Size (in.)	Intended Reading Distance (ft.)
1.0	10
1.5	20
2.0	30
2.5	40
3.0	50

5. Sign illumination.

The way in which a sign is to be illuminated must be considered carefully. Like color, illumination has considerable value for visual communication. Imaginative and innovative lighting techniques for signs are encouraged.

a. Use illumination only if necessary. Consider if the sign needs to be lighted at all. Lights in the window display may be sufficient to identify the business. This is particularly true if good window graphics are used. Often, nearby street lights provide ample illumination of a sign after dark.

b. If the sign can be illuminated by a direct source of light (e.g., spotlight), this is usually the best arrangement because the sign will appear to be better integrated with the building's architecture. Light fixtures supported in front of the structure cast light on the sign and generally a portion of the face of the structure as well. Direct lighting emphasizes the continuity of the structure's surface, and signs become an integral part of the facade. Direct lighting is also appropriate because it produces a more intimate ambiance on the street. The lighting of signs shall be considered as an element in a building's overall lighting design.

c. Whenever direct lighting fixtures are used (fluorescent or incandescent), care shall be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way. Signs shall be lighted only to the minimum level required for nighttime readability.

d. The use of back-lighted, solid letter signs is encouraged. Signs consisting of opaque individually cut letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure.

A. General Provisions

1. Relationship to Zoning Regulations.

The land use and development regulations contained in this Specific Plan constitute the primary zoning and development regulations for the North Forty area. These regulations are applied in addition to the Zoning Regulations provisions of the Municipal Code (Chapter 29). If there is a difference or conflict between the requirements of the Town's Zoning Regulations and this Specific Plan, the provisions of this Specific Plan shall prevail.

2. Definitions.

Words, phrases, and terms not specifically defined herein shall have the same definition as provided in the Los Gatos Zoning Regulations or in a dictionary in common use.

3. Planned Development Zoning required.

An application for a Planned Development Zone Change is required for all projects within the North Forty area in compliance with Table 4-1, below, and Article VIII, Division 2 (PD or Planned Development Overlay Zone) of the Town's Zoning Regulations.

The purpose of a Planned Development Zone Change is to ensure compliance with the requirements of the North Forty Specific Plan and to ensure compatibility, originality, variety, and innovation in the massing/scale and site planning of developments such that the provisions of this Specific Plan are met. A Planned Development Zone Change serves as a "Master Plan" for an individual project, establishing the conditions of land use, site and building design, parking, pedestrian and vehicular circulation, points of ingress and egress, location of trash enclosures, and other design concerns.

In approving a Planned Development Zone Change, the deciding body (Refer to Table 4-1) may impose conditions deemed reasonable and necessary to ensure that the approval will be in compliance with the provisions of this Specific Plan, the General Plan, the Zoning Regulations, and the Los Gatos Boulevard Design Standards.

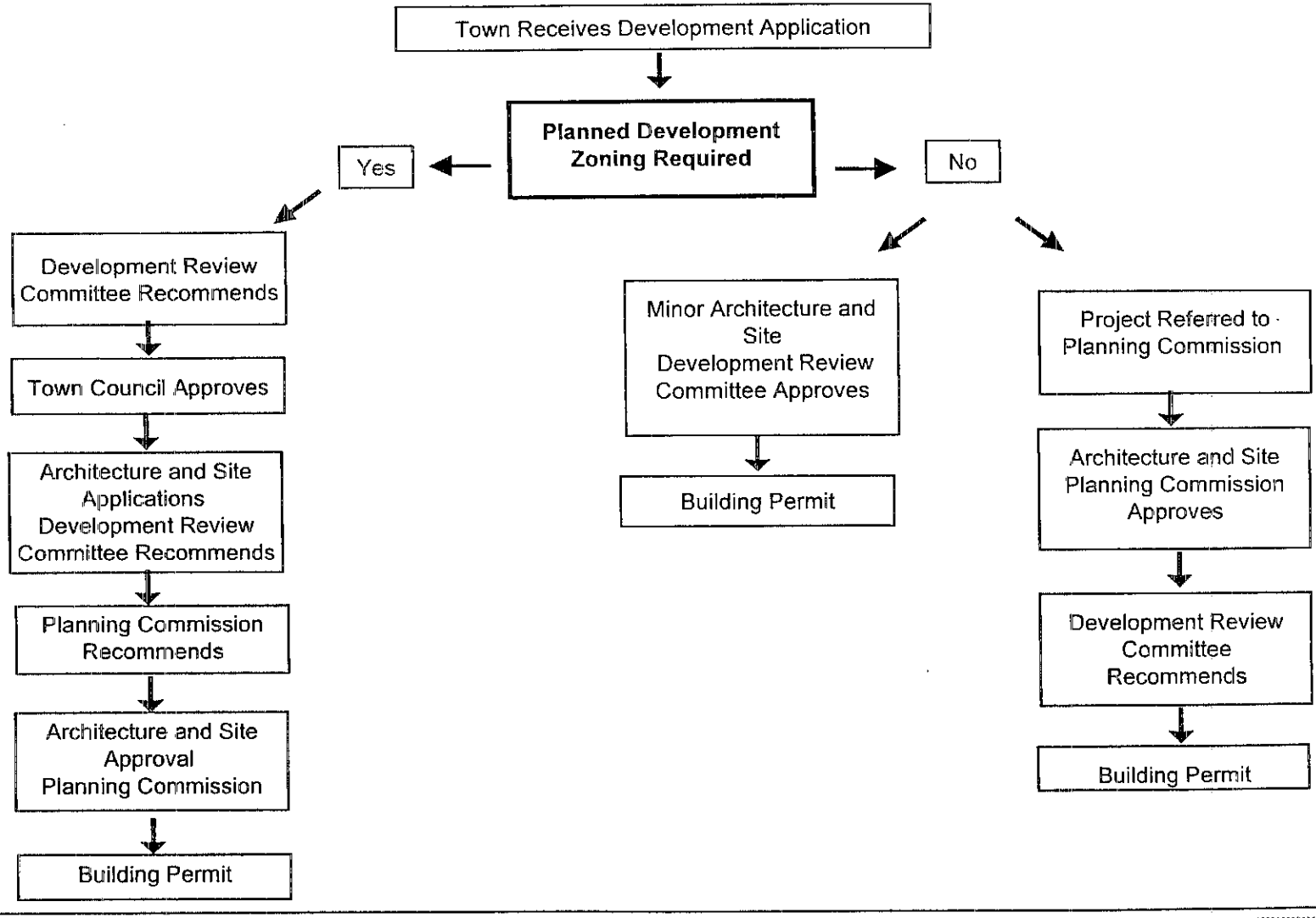

Town Receives Development Application
Planned Development Zoning Required
Yes
No
Development Review Committee Recommends
Town Council Approves
Architecture and Site Applications Development Review Committee Recommends
Planning Commission Recommends
Architecture and Site Approval Planning Commission
Building Permit
Minor Architecture and Site Development Review Committee Approves
Building Permit
Project Referred to Planning Commission
Architecture and Site Planning Commission Approves
Development Review Committee Recommends
Building Permit

Table 4-1
Type of Approval Required

Type of Project	Exempt Building Permit Only	Development Review Committee	Planning Commission	Town Council
Interior tenant improvements	Staff Admin. Approval			
Minor additions and alterations determined to be insignificant by the Director (e.g. very small additions, replacement of a window or door, addition of equipment screening devices, etc.)		Minor A & S Approval		
Development of a new structure on a vacant site less than 40,000 square feet in gross area.		Recommend to PC	A & S Approval	
Development of a new structure on a vacant site greater than 40,000 square feet in gross area.		Recommend to PC	Recommend to Town Council on PD Zoning A & S Approval	Adopts Ordinance
Building additions Any building addition that exceeds 50 percent of the existing gross floor area of the building or that is larger than 10,000 square feet of gross floor area.			A & S Approval	
Any building addition that does not exceed 50 percent of the existing gross floor area of the building, or is less than 10,000 square feet of gross floor area.*		Minor A & S or may refer to PC	A & S on referral from DRC	
Remodel The removal of 50 percent or more of any exterior wall area or removal of 50 percent or more of the supporting members of a structure such as bearing walls, columns, beams, or girders.			A & S Approval	
Exterior building modifications, including facade changes that do not involve the removal of 50 percent or more of the exterior wall area, including the replacement of doors and windows.*		Minor A & S or may refer to PC	A & S on referral from DRC	

* These may be referred to the Planning Commission on a case-by-case basis.

4. Interpretation of provisions and uses.

The Director of Community Development shall have the responsibility to interpret the provisions of this Specific Plan.

If an issue or situation arises that is not sufficiently provided for or is not clearly understandable, those regulations of the Zoning Ordinance that are most applicable shall be used by the Director as guidelines to resolve the unclear issue or situation. This provision shall not be used to permit uses or procedures not specifically authorized by this Specific Plan or the Zoning Ordinance.

If ambiguity arises concerning the appropriate classification of a particular land use, the Director shall have the authority to make an interpretation as to whether the use should be allowed because it is similar to other allowed uses in a particular zoning district, or whether the use should not be allowed in any zoning district.

The Director may refer any matter for interpretation to the Planning Commission for their consideration. The Planning Commission shall make the final decision on an interpretation. The Planning Commission's decision may be appealed to the City Council.

5. Amendments.

This Specific Plan may be amended by the same procedure as it was originally adopted. Each amendment shall include all sections or portions of the Specific Plan that are affected by the change. An amendment may be initiated by the Town Council, Planning Commission, or private property owner. Amendments requested by property owners shall be subject to the fee schedule adopted by the Town Council.