



# MEMORANDUM

## COMMUNITY DEVELOPMENT DEPARTMENT

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**To:** North 40 Advisory Committee

**From:** Wendie R. Rooney, Director of Community Development

**Subject:** North 40 Advisory Committee Meeting Report

**Date:** May 10, 2012

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This memo outlines the topics, proposed process, and anticipated outcomes for the May 16, 2012, North 40 Advisory Committee (AC) meeting and highlights the intended outcomes from the following AC meeting as well.

At the April 24, 2012, North 40 Advisory Committee (AC) meeting, the Committee discussed the six general land use categories. The Committee reached general agreement on many of the uses and the subset of uses within each of the six land use categories; however, there were a variety of the subset of uses and ideas that were not completely vetted.

### **May 16 AC Meeting Scope:**

The two Council Member representatives on the Committee, Chair and Vice Mayor Barbara Spector and Council Member Joe Pirzynski, met with the Town Manager and Community Development Director to determine how best to proceed with this AC meeting.

The group decided that the AC would further discuss each of the uses and ideas that were not thoroughly vetted and decide whether to include them in the specific plan or not. Both the uses and ideas where general agreement was reached as well as the ones that were not thoroughly discussed are listed in Attachment 1. The uses with general agreement are labeled Column A and the uses, subset of uses and ideas that require further discussion are labeled Column B. Attachment 2 contains the comments that were recorded from the April 24, 2012, AC meeting. Attachment 3, Exhibits A through M, are information, including industry standards, that responds to many of the questions that the Committee members raised at the April meeting. This additional material is intended to help the Committee members with their analysis and discussion of the subset of uses and ideas that were not completely evaluated. Staff and consultants will be available to answer questions on this material.

The anticipated outcome of this process is to further refine scoping of each of these general land use categories, as consistent with the vision, in an attempt to gain consensus from the majority of the AC. The Chair, assisted by staff and consultants, will lead a Committee discussion primarily on the uses, subset of uses and ideas in Column B of Attachment 1. Staff and consultants will

record the comments and, if necessary, provide a brief synopsis of the similarities and differences of the AC member responses to formulate a collective direction.

**Next Steps (June AC Meeting):**

To continue timely progress in completing the Specific Plan, another AC meeting has been scheduled for June 5, 2012. The organizing committee of the two Council Members and Town staff will determine the structure and process for this meeting after the conclusion of the AC's work on May 16, 2012. The outcome of the June 5, 2012, meeting will be AC decisions on the general land use category locations, adjacent uses, sizes, and densities, and possibly even conceptual plans for the North 40.

**Attachments:**

1. General land use categories, common ideas, and items that require additional discussion
2. AC meeting flip chart comments from April 24, 2012 meeting
3. Additional information provided by staff and RRM
  - Exhibit A – Los Gatos restaurant sizes
  - Exhibit B – 2011 Nadel retail tenant list
  - Exhibit C – Photos of Rockridge Market Hall
  - Exhibit D – Photos of Summerhill (Heritage Grove)
  - Exhibit E – Office Summary
  - Exhibit F – Los Gatos Lodge site background
  - Exhibit G – Excerpt from Market Study regarding hotel needs
  - Exhibit H – Information on different hotel types
  - Exhibit I – Options for regulating retail
  - Exhibit J – Generation Y and empty nester design summary
  - Exhibit K – California School Financing
  - Exhibit L – Neighborhood characteristics summary
  - Exhibit M – Information regarding unmet demand from major employers

## Attachment 1: Summary of Banner Comments and Discussion Points

**Restaurants** – There seems to be support for restaurants and outdoor dining on the North 40, with a mix of restaurant types. The type and amount should be carefully thought out to avoid a regional draw and to complement downtown.

| <b>Restaurants</b>   |   |   |
|--|---|---|
| <b>Column A</b>  | <b>Column B</b>   |   |
| <b>Common Ideas</b>  | <b>Additional Discussion Required</b>                         | <b>Additional Information Provided</b>  |
| Allow all types of restaurants   | Permit a standalone bar                                       |   |
| Allow outdoor dining - create unique dining setting by utilizing existing historic structures and orchard theme where feasible | Clarify - "would like latitude to shape restaurants"          | Exhibit A – Typical and existing Los Gatos restaurant size summary<br><br>Exhibit B - 2011 Nadel Restaurant Tenant List |
| Restaurants should serve the needs of N. 40 and immediate area   | Theme for area - Can Specific Plan specify theme restaurants? |   |
| Focus restaurants with appropriate adjacencies   |   |   |
| Serve Good Samaritan needs   |   | Exhibit M – North40 demand from major employers   |
| No regional draw   |   |   |

**Recreation and Entertainment** – Conference facilities and live theater are generally seen as an unmet need of Los Gatos. Plazas and venues for outdoor entertainment seem supportive as long as they are sized to avoid competition with downtown event space.

| <b>Recreation and Entertainment</b>  |   |   |
|--|---|---|
| <b>Column A</b>  | <b>Column B</b>                           |   |
| <b>Common Ideas</b>  | <b>Additional Discussion Required</b>     | <b>Additional Information Provided</b>    |
| Allow multi-purpose venue  | Size of multi-purpose venue               |   |
| Opportunity to create a space for live music without conflicting adjacencies | Is a movie theater an unmet need?         |   |
| Allow Market Hall  | Clarify uses allowed in the Market Hall   | Exhibit C – Rockridge Market Hall exhibit |
| Allow conference/ community meeting space                                    | Allow indoor climbing gym or sports venue |   |
| Allow live theater   | Prohibit farmer’s market                  |   |

## Attachment 1: Summary of Banner Comments and Discussion Points

| Recreation and Entertainment   |   |   |
|--|---|---|
| Column A   | Column B  |   |
| Common Ideas   | Additional Discussion Required  | Additional Information Provided   |
| Allow outdoor entertainment that does not compete with downtown  |   |   |
| Encourage reuse of the existing historic structure(s)  |   | Exhibit D – Heritage Grove Neighborhood exhibit   |
| <b>Office</b> – There seems to be support for allowing office uses, particularly innovative and incubator type space.            |   |   |
| Office   |   |   |
| Column A   | Column B  |   |
| Common Ideas   | Additional Discussion Required  | Additional Information Provided   |
| Allow flexible office space  | Shouldn't be the primary use  | Exhibit E - Office summary  |
| Balance needs of community, but can't serve every need   |   |   |
| <b>Hotel</b> – There is interest in allowing hotel use to support the North 40 neighborhood as well as the Good Samaritan needs. |   |   |
| Hotel  |   |   |
| Column A   | Column B  |   |
| Common Ideas   | Additional Discussion Required  | Additional Information Provided   |
| Hotel with meeting space   | Clarify desired type of hotel / Should the plan define the type of hotel? | Exhibit F - Los Gatos Lodge Site Reuse Summary<br>Exhibit G - Excerpts from North40 Market Study and Business Development Strategy Report<br>Exhibit H - Information on different hotel types |
| Hotel complements office   |   |   |

## Attachment 1: Summary of Banner Comments and Discussion Points

**Retail** – There is support for retail that is targeted for the North 40 neighborhood, the adjacent neighborhoods, and surrounding employers such as Good Samaritan needs. There are concerns with how to regulate retail in a way that will complement downtown and Los Gatos Boulevard uses instead of compete with them.

| <b>Retail</b>   |  |   |
|---|--|---|
| <b>Column A</b>   | <b>Column B</b>  |   |
| <b>Common Ideas</b>   | <b>Additional Discussion Required</b>  | <b>Additional Information Provided</b>          |
| Retail needed to serve the N. 40 and immediate area                   | Formula retail may compete less with Downtown  | Exhibit M – North40 demand from major employers |
| Not a regional draw   | Retail shouldn't be primary use  |   |
| Allow medium size box retail*   | What size pads should be allowed   | Exhibit I - Options for regulating retail       |
| Concerned about competition with Downtown                             | Predominately neighborhood * serving and not regional retail – No clothing but more service goods  |   |
| Include pad size limitations  | Opportunity to be creative to* expand retail opportunities – keep open mind  |   |
| CUP may be necessary  | How do we deal with a Specific Plan that touches upon market demands?<br>• Size of pad<br>• CUP discretion   | Exhibit I - Options for regulating retail       |
| Some level of retail – not Santana Row                                | Conflicted with formula retailers and character of Downtown – to avoid competition with Downtown = have a different offering / <i>Is this the appropriate location for formula retail to help avoid competition with downtown?</i> |   |
| Proportion and square footage are important                           |  |   |
| * statements appear to be in conflict and should be discussed further |  |   |

## Attachment 1: Summary of Banner Comments and Discussion Points

**Residential** – There is general support for allowing residential that will minimize impacts on schools such as senior, “empty nester move-down” type of products, as well as some support for allowing residential that will focus on entry level /generation Y housing .

| <b>Residential</b>                         |  |   |
|--|--|---|
| <b>Column A</b>                            | <b>Column B</b>  |   |
| <b>Common Ideas</b>                        | <b>Additional Discussion Required</b>                    | <b>Additional Information Provided</b>  |
| Allow entry level/workforce housing        | Is residential needed at North 40?                       |   |
| Focus on non-school age child              | No apartments  | Exhibit J - Gen Y and empty nester focused (design) summary<br><br>Exhibit K - School impacts and resources summary |
| Include affordable housing                 | Where is the appropriate location for residential?       | Exhibit L - Neighborhood characteristics summary  |
| Consider school and traffic impacts        | Prohibit single-family residential product               |   |
| Allow senior housing /                     | Retail has to be embedded with some kind of neighborhood |   |
| Unmet = 55+ active, empty nester           | <i>Is senior housing different from empty nester?</i>    |   |
| Allow townhomes                            | Residential shouldn't be all on one portion of the site  |   |
| Target housing to limit the number of kids |  |   |

## Attachment 2: April 24, 2012 North 40 AC Meeting Recorded Flip Chart Comments

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### Restaurants

- Uses in 2.a of staff report (High-turnover, sit-down, fine dining, casual dining, fast food, café, theme restaurant, etc.) – complement prime use – OK \*\*
- Focus on served population \*
  - Northeast Los Gatos lack of restaurants
  - Provide for unmet needs
  - Serve hotel/office \*
- Not regional restaurant draw \*\*
- Location on site – orchard feel with outdoor seating\*\*
- Focus w/appropriate adjacencies \*
- Theme for area - historical \*\*
- Can Specific Plan specify theme restaurant \*
- Barn – Healdsburg restaurant utilized existing barn – utilize existing structures \*
- Focus on needs of North 40 and immediate neighborhood \*
- Restaurant as part of hotel
- Serve Good Samaritan needs – casual café (part of the neighborhood) \*
- Shape types of restaurants and food uses – don't replicate Downtown
- Stand-alone bars should be considered \*
- Apply Town standards regarding alcohol to North 40
- Would not support stand-alone bar – in support of existing Town standard

### Recreation and Entertainment

- Multi-purpose theater center \*\*
  - Live concerts
  - Outdoor space for event built in
- Opportunity to create space for live music with adjacencies not in conflict \*
- Be careful to not compete with live venues {events} Downtown \*
- Serve residents in area and uses on site such as hotel
- Freedom to locate specific locations on-site away from residential
- Farmers Market – depends on how it's set-up
  - Re-use of historic structures\* ie. market similar to Oxbow in Napa
- Could be complementary to Downtown Farmers Market
- Moderate sized performing center
- No movie theater – would compete with Downtown \*
- Conference facility in conjunction with performing arts center or hotel
- Need for theater – high quality event opportunities
- No Farmers Market – cannot support two in Town \*\*
- Will uses be dictated by private enterprise? How much say would public have?
- Market hall distinction (positive-daily use) vs. Farmers Market (once a week)
- Market Hall similar to Ferry Building {with restaurants} (in competition with Downtown)
  - Can purchase non-food items

## Attachment 2: April 24, 2012 North 40 AC Meeting Recorded Flip Chart Comments

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- Restaurants
- European market with opportunities to sample goods – OK (not restaurants)
- Multi-purpose building
- Market Hall consistent with history of property
- Outdoor entertainment limited and specific to area users
- Commuting meeting space available to public to gather – unmet need service clubs \*
- Yoshi's model in San Francisco/Oakland
  - 50 seat theater
  - Available during the day for community space/meeting space
- Rock climbing gym – athletic facility oriented that addresses unmet needs – not court-side
- Open space
- Thomas Kinkade Museum/tribute

### Office

- Very supportive of office transportation options \*
- Start up and small office needs \*
- Innovation space \*
- Opportunity to create office in conjunction with innovative heritage/partner with hotel use \*
- Fewer vehicle miles traveled (VMT's) – north commuters could work closer to home \*
- Office doesn't jump out as primary use
- Need for office exists – R&D, incubator, innovation
- Balance needs of community, but can't serve every need (not enough space exists) and this may not be the most appropriate space for office
- Green incubator/green start-ups in a concentrated space

### Hotel

- Hotel – Focus on office, conference users
- Serve Good Samaritan users
- Price helps define type of hotel (cost oriented toward business & hospital users)
- Residence Inn – extended stay/cooking
- Need more info to determine the type, but use does fit unmet need and should serve 250 meeting room
- It is an unmet need \*\*
- Meeting space is lacking and should be key element \*
- Remember "feel" we are going for – rural/agriculture - not 5-6 story
- Hotel complements office
- Small/boutique hotel is desirable (attractive to come to do business)
- Consider input of existing hotel and occupancy rates/ who would use it? (Los Gatos Lodge)
- Boutique hotel is not a good idea \*\*\*
  - More in keeping with Downtown need
  - Office/business hotel (Good Samaritan and business users)

## Attachment 2: April 24, 2012 North 40 AC Meeting Recorded Flip Chart Comments

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### Retail

- Potential negative consequences to Downtown and adjacent business areas – Positive and negative impacts
  - Deeper analysis needed
- Suggestion to prioritize uses:
  - Goods and services needed by neighborhood
  - Goods and services not available in Downtown
  - Duplicates that won't harm existing Downtown business
- Leakage study findings – Medium sized retail space \*
  - i.e. Smart & Final and Best Buy
- Retail uses to not compete with Downtown = General Consensus
  - Challenge = Neighborhoods close to N40 that have good service needs that are unmet in their area and will potentially compete with Downtown
- CUP discretion
- Input from neighborhood around N40
- Some level of retail – not Santana Row
  - Idea of proportion
  - Complementing uses
  - Shouldn't be predominately retail \*
- Vision Statement = not be outside character of town
- Retail should follow other uses and needs of area population – be smaller context
- Don't need to capture all leakage defined in Market Study
- Large and medium box – not appropriate
- Consider rest of Boulevard and context of Boulevard
- Hard to see retail without residential conversation
- Conflicted with formula retailers and character of Downtown – to avoid competition with Downtown = have a different offering
- Predominately neighborhood serving and not regional retail – Similar to neighborhood centers in Los Gatos that support surrounding neighborhoods – No clothing but more service goods that reflect everyday living needs
- Difficulty defining retail uses in light of competition Downtown
  - vote with feet {Restaurants will be selected by patrons on the street}
- Opportunity to be creative to expand retail opportunities – keep open mind
- How do we deal with a Specific Plan that touches upon market demands?
  - Size of pad
  - CUP
- *Refer to Recreation and Entertainment Section for Market Hall comments*

## Attachment 2: April 24, 2012 North 40 AC Meeting Recorded Flip Chart Comments

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### Residential

- Is residential needed at North 40?
- No residential at all
- Los Gatos Boulevard commercial has been converted to residential
- Don't lump in southern area/distribute equally throughout site / dialog with school district / consider affordable housing \*
- Allow senior and no\*\* single family/ serve younger demographic
- Townhomes with entertainment uses - OK
- Focus on non-school age child
- Impacts on school and traffic
- Provide for sale {product} to target rental market (entry level housing)
- Big project to provide resources to serve unmet needs
- Residential is not an unmet need and creates problems that we have not met, but entry level housing\*\* is unmet and possibly senior housing
- Unmet = 55+ active, empty nester \*\*
- Retail has to be embedded with some kind of neighborhood
- Limit impact to schools by age differentiation
- Doesn't agree with residential that will impact schools and resources
- No single family or apartments (rentals)
- Townhomes and condos OK – target first-time home buyer and empty nesters
- Keep to smaller proportion of site
- Residential can't exit all on one side {of the project area} impacting that southern side
- Safer community because residential is infused

## Attachment 3: Additional Information

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The following exhibits provide attritional background information as requested by the Advisory Committee at the April meeting.

Exhibit A – Los Gatos restaurant sizes

Exhibit B – 2011 Nadel retail tenant list

Exhibit C – Photos of Rockridge Market Hall

Exhibit D – Photos of Summerhill

Exhibit E – Office Summary

Exhibit F – Los Gatos Lodge site background

Exhibit G – Excerpt from Market Study regarding hotel needs

Exhibit H – Information on different hotel types

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Exhibit M – Information regarding unmet demand from major employers

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## Typical and Existing Los Gatos Restaurant Size Summary

### 1. Existing Downtown Los Gatos Restaurant Sizes

| Business Name                     | Address                | Type           | Liner Frontage | Sq Footage |
|-----------------------------------|------------------------|----------------|----------------|------------|
| *Vacant (former Tandoori Oven)    | 133 N SANTA CRUZ       | HIGH TURN OVER | 23             | 0          |
| *Vacant (former Valeriano's)      | 160 W MAIN ST          | QUALITY        | 37             | 0          |
| Amor Bakery                       | 13 N SANTA CRUZ        | HIGH TURN OVER | 16             | 0          |
| Andale                            | 21 N SANTA CRUZ        | HIGH TURN OVER | 26             | 2436       |
| Andale                            | 6 N SANTA CRUZ         | HIGH TURN OVER | 16             | 0          |
| Billy's Boston Chowder House      | 29 E MAIN              | HIGH TURN OVER | 0              | 0          |
| Black Watch                       | 141.5 N SANTA CRUZ     | BAR            | 19             | 0          |
| Café de Flore                     | 111 E MAIN             | HIGH TURN OVER | 0              | 510        |
| Café Delatti                      | 42 ELM                 | HIGH TURN OVER | 18             | 768        |
| California Café                   | 50 UNIVERSITY          | QUALITY        | 121            | 10259      |
| Carry Nations                     | 8 N SANTA CRUZ         | BAR            | 21             | 2500       |
| CB Hannegan's                     | 208 BACHMAN            | BAR            | 64             | 3908       |
| Cento Nove                        | 109 W MAIN             | QUALITY        | 0              | 1356       |
| Chicago Steak and Fish            | 330 N SANTA CRUZ       | HIGH TURN OVER | 52             | 2446       |
| Cin-Cin Wine Bar and Restaurant   | 368 VILLAGE            | QUALITY        | 57             | 2968       |
| Dolce Spazio Gelato               | 221 N SANTA CRUZ       | HIGH TURN OVER | 39             | 931        |
| Double D's Sports Grille          | 354 N SANTA CRUZ       | HIGH TURN OVER | 202            | 5000       |
| Fleur De Cocoa                    | 39 N SANTA CRUZ        | HIGH TURN OVER | 14             | 1356       |
| Forbes Mill Steakhouse            | 206 N SANTA CRUZ       | QUALITY        | 186            | 0          |
| Gardino's                         | 51 N SANTA CRUZ        | QUALITY        | 35             | 1824       |
| Gilley's                          | 47 N SANTA CRUZ        | HIGH TURN OVER | 37             | 1020       |
| Great Bear Coffee                 | 19 N SANTA CRUZ        | HIGH TURN OVER | 19             | 0          |
| Hobee's                           | 165 LOS GATOS-SARATOGA | HIGH TURN OVER | 149            | 0          |
| igatti                            | 25 E MAIN              | QUALITY        | 0              | 1944       |
| Jasmine Chinese Cuisine           | 20 S SANTA CRUZ        | HIGH TURN OVER | 65             | 2540       |
| Kamakura                          | 135 N SANTA CRUZ       | HIGH TURN OVER | 26             | 0          |
| Le Boulanger                      | 145 W MAIN ST          | HIGH TURN OVER | 127            | 5450       |
| Los Gatos Bar and Grill           | 15 N SANTA CRUZ        | HIGH TURN OVER | 4              | 4867       |
| Los Gatos Brewing Company         | 130 N SANTA CRUZ       | QUALITY        | 92             | 7982       |
| Los Gatos Café                    | 340 N SANTA CRUZ       | HIGH TURN OVER | 46             | 0          |
| Los Gatos Coffee Roasting Company | 100 W MAIN ST          | HIGH TURN OVER | 40             | 0          |

## Typical and Existing Los Gatos Restaurant Size Summary

|                          |           |              |                    |             |               |
|--------------------------|-----------|--------------|--------------------|-------------|---------------|
| Main Street Burger       | 20        | S SANTA CRUZ | HIGH TURN OVER     | 85          | 2968          |
| Manresa                  | 320       | VILLAGE      | QUALITY            | 65          | 4095          |
| Mmoon                    | 81        | W MAIN ST    | HIGH TURN OVER     | 17          | 0             |
| Mountain Charley's       | 15        | N SANTA CRUZ | BAR                | 4           | 0             |
| Nick's Next Door         | 11        | COLLEGE      | QUALITY            | 0           | 3404          |
| Nick's On Main           | 35        | E MAIN       | QUALITY            | 0           | 0             |
| Number One Broadway      | 102       | S SANTA CRUZ | BAR                | 0           | 0             |
| Opa                      | 27        | N SANTA CRUZ | HIGH TURN OVER     | 14          | 2294          |
| Palacio                  | 115       | N SANTA CRUZ | QUALITY            | 106         | 7514          |
| Pedro's                  | 316       | N SANTA CRUZ | QUALITY            | 256         | 8210          |
| Pizza My Heart           | 9         | N SANTA CRUZ | HIGH TURN OVER     | 17          | 1100          |
| Posh Bagel               | 125       | W MAIN ST    | HIGH TURN OVER     | 22          | 822           |
| Purple Onion             | 26        | E MAIN       | HIGH TURN OVER     | 0           | 1726          |
| Restaurant James Randall | 303       | N SANTA CRUZ | QUALITY            | 57          | 2229          |
| Rootstock                | 217B      | N SANTA CRUZ | BAR                | 15          | 1863          |
| Roundtable Pizza         | 57        | N SANTA CRUZ | HIGH TURN OVER     | 16          | 1190          |
| Shish Kabob              | 217       | N SANTA CRUZ | HIGH TURN OVER     | 16          | 1571          |
| Southern Kitchen         | 27        | E MAIN       | HIGH TURN OVER     | 0           | 1120          |
| Steamer's Grillhouse     | 31        | UNIVERSITY   | QUALITY            | 69          | 7341          |
| Sushi On The Run         | 114       | N SANTA CRUZ | HIGH TURN OVER     | 9           | 0             |
| Thai Spice               | 337       | N SANTA CRUZ | HIGH TURN OVER     | 28          | 1089          |
| The Pastaria & Market    | 49        | E MAIN       | HIGH TURN OVER     | 0           | 1400          |
| Willow Street Pizza      | 20        | S SANTA CRUZ | HIGH TURN OVER     | 78          | 6080          |
| Wine Cellar              | 50        | UNIVERSITY   | QUALITY            | 95          | 0             |
| Yokohama                 | 336       | N SANTA CRUZ | HIGH TURN OVER     | 28          | 1062          |
| <b>RESTAURANT COUNT</b>  | <b>56</b> |              | <b>TOTAL KNOWN</b> | <b>2548</b> | <b>117143</b> |

**Notes:**

*BAR: means a drinking place where alcoholic beverages and snacks are served; possibly with entertainment such as music, television screens, video games or pool tables.*

*QUALITY: means a restaurant of high quality and with turnover rates usually of at least one (1) hour or longer, generally do not serve breakfast, may not serve lunch, but always serve dinner.*

*HIGH TURN OVER (sit down): means a restaurant with turnover rates generally of less than one (1) hour, is usually moderately priced and frequently belongs to a restaurant chain, generally service breakfast, lunch and dinner, and are sometimes open twenty-four (24) hours a day.*

*In certain cases square footage and liner frontage could not be determined.*

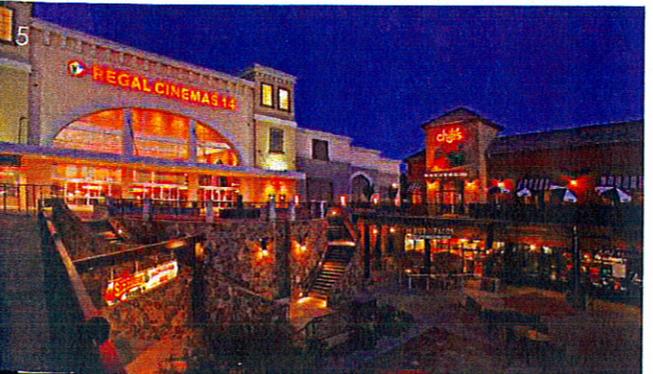
## Typical and Existing Los Gatos Restaurant Size Summary

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2. **Typical (industry standard) sizes of restaurants:** (for full list see Exhibit 2.b - 2011 Nadel Retail Tenant List)

- **800sf – 2,000 sf** - sandwich shop, ice cream shop, coffee shop, Jamba Juice
- **2,001sf – 7,000sf** – pizza restaurant, Kura Sushi, PF Chang's
- **7, 001sf – 10,000sf** –steakhouse, Olive Garden, CA Pizza Kitchen
- **10,001sf – 20,000sf** – Pizza Fusion, Yard House, Cheesecake Factory (4,500 – 20,000sf)

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# 2011

## NADEL RETAIL TENANT LIST

**AUTO SUPPLIES ACCESSORIES**

|                                     |               |              |
|-------------------------------------|---------------|--------------|
| AAMCO Transmissions.....            | 4,000-6,000   | 610-668-2900 |
| America's Tire / Discount Tire Co.. | 4,000-5,000   | 480-606-6000 |
| Auto Zone .....                     | 3,800-8,000   | 901-495-6500 |
| Big O Tires .....                   | 4,500-5,000   | 800-321-2446 |
| Bridgestone/Firestone.....          | 7,700         | 630-259-9000 |
| Carmasters/Car Life .....           | 6,000-8,000   | 480-836-8848 |
| EZ Lube.....                        | 5,000         | 714-556-1896 |
| Goodyear.....                       | 6,000-8,000   | 330-796-2121 |
| Grease Monkey .....                 | 4,000         | 303-308-1660 |
| Jiffy Lube .....                    | 2,000-3,000   | 505-897-6701 |
| Midas Muffler & Brake Shop .....    | 5,000         | 630-438-3000 |
| Napa Auto Parts/Genuine Auto .....  | 8,000         | 770-953-1700 |
| Oil Can Henry's.....                | 2,000-3,000   | 503-783-3888 |
| Oil Stop—Drive Thru Oil Change ..   | 2,000-3,000   | 504-361-4321 |
| O'Reilly /Checker/Schucks/Kragen    | 5,000-25,000  | 417-829-5727 |
| Pep Boys.....                       | 21,000        | 215-430-9640 |
| Pep Boys Express.....               | 9,700         | 215-430-9640 |
| Valvoline Instant Oil Change....    | 10,500-25,000 | 859-357-7070 |

**BANKING—FINANCIAL**

|   |              |
|---|--------------|
| Bank of America .....                   | 704-386-5478 |
| Chase Bank .....                        | 212-270-6000 |
| Citibank .....                          | 212-627-3999 |
| Schools First Federal Credit Union..... | 714-528-4000 |
| Union Bank .....                        | 951-361-5805 |
| Wells Fargo Bank/Wachovia .....         | 866-878-5865 |

**BEAUTY—HEALTH**

|                                    |              |              |
|------------------------------------|--------------|--------------|
| Bath and Body Works.....           | 4,000-6,000  | 614-856-6000 |
| Bright Now! Dental.....            | 4,000        | 714-668-1300 |
| Corepower Yoga .....               | 2,000-4,500  | 310-451-8171 |
| Cosmo Prof Beauty.....             | 2,000-2,600  | 940-297-4819 |
| Elements Therapeutic Massage ..... | 1,400-1,800  | 877-286-4146 |
| Fantastic Sams .....               | 1,000-2,000  | 978-232-5626 |
| Great Clips for Hair.....          | 900-1,200    | 952-893-9088 |
| Hair Masters .....                 | 1,200-1,500  | 800-345-7811 |
| L'Occitane .....                   | 800          | 646-284-9221 |
| Massage Envy.....                  | 2,500-3,500  | 602-889-1090 |
| Planet Beach Tanning Salon .....   | 1,600-1,800  | 949-608-2102 |
| Pure Beauty.....                   | 2,000-2,500  | 888-254-3727 |
| Sally Beauty.....                  | 1,200-1,800  | 940-297-4608 |
| Sephora .....                      | 5,000        | 415-284-3300 |
| Sports Clips .....                 | 1,000-1,500  | 800-872-4247 |
| Supercuts.....                     | 900-1,200    | 952-947-7777 |
| The Body Shop.....                 | 2,000        | 919-554-4900 |
| Ulta Cosmetics .....               | 10,000       | 630-410-4800 |
| Yoga Works .....                   | 7,500-15,000 | 310-451-8171 |

**BOOKS/RECORDS/TAPES/VIDEO/MUSIC**

|                         |               |              |
|-------------------------|---------------|--------------|
| Barnes & Noble .....    | 25,000-45,000 | 212-633-3300 |
| Blockbuster Video ..... | 4,000-6,000   | 214-854-3000 |
| Borders, Inc. ....      | 20,000-23,000 | 734-477-1100 |
| Brentano's .....        | 25,000-45,000 | 734-477-1100 |
| Crown Books .....       | 8,000-10,000  | 619-850-3732 |
| Movie Q .....           | 1,200-1,500   | 866-300-9889 |

**CHILDREN'S—LEARNING CENTERS—TOYS**

|                                  |               |              |
|----------------------------------|---------------|--------------|
| Babies-R-Us.....                 | 38,000        | 973-617-3500 |
| Buy Buy Baby .....               | 20,000-40,000 | 877-328-9222 |
| Carter's .....                   | 4,000-5,000   | 203-926-5061 |
| Kinder Care Learning Center..... | 10,000        | 503-872-1300 |
| Lakeshore Learning Store .....   | 7,000-8,000   | 310-537-8600 |
| Toys-R-Us.....                   | 47,000        | 973-617-3500 |
| Tutor Time Child Care .....      | 10,000-14,000 | 248-697-9000 |

**DEPARTMENT STORES / BIG BOX RETAILERS**

|                               |                 |              |
|-------------------------------|-----------------|--------------|
| Burlington Coat Factory ..... | 80,000-100,000  | 609-387-7800 |
| Kmart-Super K .....           | 107,000-180,000 | 243-643-1000 |
| JC Penney .....               | 100,000         | 972-431-1000 |
| Kohl's .....                  | 89,000-95,000   | 262-703-7000 |
| La Curacao.....               | 50,000-100,000  | 213-386-4412 |

|  |                 |              |
|--|-----------------|--------------|
| Macy's .....                                 | 513-579-7447    |              |
| Sears .....                                  | 847-286-2500    |              |
| Sears Grand.....                             | 166,000-210,000 | 847-286-2500 |
| Target and Super Target.....                 | 134,000-186,000 | 612-304-6073 |
| Wal-Mart.....                                | 137,000         | 479-273-4000 |
| Wal-Mart Superstore .....                    | 223,000         | 479-273-4000 |
| TJX Combo Store (combination of any 2 stores |                 |              |
| TJ Maxx/Marshalls/Home Goods)46,000-52,000   |                 | 508-390-1000 |

**DISCOUNT RETAILERS**

|                          |               |              |
|--------------------------|---------------|--------------|
| 99c Only Stores .....    | 14,000-19,000 | 323-881-1297 |
| Big Lots.....            | 20,000-60,000 | 614-278-6714 |
| Dollar Stores .....      | 1,000-10,000  | 702-382-8444 |
| Dollar Tree Stores ..... | 10,000-20,000 | 916-772-5330 |
| Family Dollar.....       | 6,000-10,000  | 704-847-6961 |
| Dollar General .....     | 9,000         | 615-406-2557 |

**DRUG STORES**

|                 |               |              |
|-----------------|---------------|--------------|
| CVS.....        | 13,000        | 877-265-7325 |
| GNC .....       | 1,000-1,200   | 800-259-5008 |
| Rite Aid .....  | 14,000-17,000 | 717-761-2633 |
| Walgreens ..... | 13,000-17,000 | 847-914-2500 |

**ELECTRONICS—APPLIANCES—COMPUTERS**

|                           |                 |              |
|---------------------------|-----------------|--------------|
| AT & T.....               | 1,000-2,000     | 562-924-0000 |
| AI & Ed's Autosound.....  | 2,000-3,500     | 818-908-5700 |
| Apple Store .....         | 2,000-3,000     | 408-996-1010 |
| Best Buy .....            | 30,000-45,000   | 612-291-1000 |
| Best Buy Mobile.....      | 1,000-1,500     | 888-237-8289 |
| Brookstone .....          | 5,000-8,000     | 603-880-9500 |
| Clearwire .....           | 1,000-2,000     | 425-216-7600 |
| Fry's Electronics.....    | 144,000-156,000 | 408-487-4500 |
| Game Stop.....            | 1,200-1,500     | 817-424-2193 |
| Gateway .....             | 8,000           | 949-471-7000 |
| Go Wireless .....         | 1,200-2,500     | 951-445-4515 |
| H H Gregg .....           | 30,000          | 317-848-8710 |
| Magnolia Hi-Fi .....      | 10,000          | 310-451-8171 |
| Pacific Sales.....        | 30,000-40,000   | 310-357-2100 |
| Radio Shack.....          | 2,500-2,700     | 817-415-3011 |
| Rex Stores .....          | 10,000-11,500   | 937-276-3931 |
| Sprint/Nextel .....       | 2,500-12,500    | 703-433-4000 |
| T Mobile .....            | 1,500-2,500     | 949-567-6800 |
| Ultimate Electronics..... | 40,000          | 503-754-9551 |
| Verizon .....             | 2,000           | 212-395-2121 |

**FABRICS—CRAFTS—PARTY SUPPLIES**

|                              |               |              |
|------------------------------|---------------|--------------|
| AC Moore Arts & Crafts ..... | 20,000-25,000 | 856-768-4930 |
| Fabric Land .....            | 28,000        | 908-755-4700 |
| Hancock Fabric.....          | 9,000-15,000  | 662-842-2834 |
| Hobby Lobby .....            | 35,000-40,000 | 405-745-1607 |
| Jo-Ann Fabric & Crafts.....  | 10,000-25,000 | 888-739-4120 |
| Michaels Arts & Crafts ..... | 20,000-23,000 | 469-759-5550 |
| Party America.....           | 8,000-12,000  | 510-747-1800 |
| Party City .....             | 12,000-13,000 | 973-983-0888 |

**FOOD—QUICK SERVE AND SIT DOWN RESTAURANTS**

|                                    |              |              |
|------------------------------------|--------------|--------------|
| Acapulco Mexican Restaurants ..... | 8,700        | 562-346-1200 |
| Applebee's Restaurant.....         | 5,500-6,500  | 888-592-7753 |
| Arby's.....                        | 3,000-3,300  | 800-487-2729 |
| Atlanta Bread Company .....        | 3,500-5,000  | 770-432-0933 |
| Baja Fresh Mexican Grill .....     | 1,600-2,000  | 562-391-2400 |
| Baker's Burgers.....               | 2,500        | 909-884-7241 |
| Baker's Square .....               | 6,000-8,000  | 303-296-2121 |
| Bamboo Cuisine .....               | 1,500-4,000  | 310-558-3241 |
| Barney's Gourmet Hamburgers .....  | 1,200-2,200  | 510-526-8185 |
| Benihana's .....                   | 7,500-8,000  | 305-593-0770 |
| Big Bowl .....                     | 5,300        | 972-980-9917 |
| BJ's Pizza Grill & Brewery .....   | 7,000-12,000 | 714-848-3747 |
| Blimpie Subs & Salads .....        | 800-1,200    | 800-447-6256 |
| Boardwalk Burgers & Fries.....     | 1,200-2,200  | 410-715-0500 |
| Boudin Bakery .....                | 3,500        | 310-451-8171 |
| Bravo Cucina Italiana.....         | 7,000-8,200  | 614-326-7944 |

|                                       |               |              |  |               |              |
|---------------------------------------|---------------|--------------|--|---------------|--------------|
| Brio Grille                           | 6,500-7,500   | 614-326-7944 | Macaroni Grill                           | 7,100         | 972-980-9917 |
| Buca di Beppo                         | 8,100         | 612-225-3400 | Maggiano's                               | 5,550         | 972-980-9917 |
| Buffalo Wild Wings                    | 5,500-6,500   | 952-593-9943 | Maria's Italian Kitchen                  | 3,500-4,500   | 310-558-3241 |
| Bull & Bear Bar & Grill               | 4,500-5,500   | 310-656-9980 | Marie Callenders                         | 8,000-10,000  | 800-776-7437 |
| Burger King                           | 2,300-4,000   | 305-378-3000 | McCormick & Schmicks                     | 9,000         | 503-226-3440 |
| Cafe Rio Mexican Grill                | 2,500-2,900   | 801-930-6000 | McDonalds                                | 3,500-5,500   | 562-497-0055 |
| California Pizza Kitchen              | 6,000-8,000   | 310-342-5000 | Mimi's Café                              | 8,000         | 714-544-4826 |
| California Roll & Sushi               | 1,500-2,000   | 310-252-7656 | Noodles and Company                      | 2,500         | 720-214-1900 |
| Cantina Laredo                        | 7,000         | 972-241-5500 | Olive Garden                             | 7,000-10,000  | 407-245-4000 |
| Canyons Burger                        | 1,800-2,200   | 562-391-2400 | On The Border                            | 6,000         | 972-980-9917 |
| Carl's Jr                             | 2,000-3,000   | 805-745-7500 | Outback Steakhouse                       | 5,000-6,000   | 813-282-1225 |
| Carinos Italian                       | 6,400         | 512-263-0800 | Pat and Oscar's                          | 4,000-5,000   | 310-252-7656 |
| Carrow's                              | 7,000         | 760-804-5750 | Panda Express                            | 2,000-2,450   | 626-799-9898 |
| Champagne French Cafe                 | 1,500-2,000   | 760-471-3838 | Panda Inn                                | 6,000-7,500   | 626-799-9898 |
| Cheesecake Factory                    | 5,400-20,500  | 818-871-3000 | Panera Bread                             | 4,500         | 314-633-7100 |
| Chevys Mexican Restaurant             | 8,500         | 562-346-1200 | Pei Wei Asian Diner                      | 3,500         | 480-888-3000 |
| Chick-fil-A                           | 4,600         | 404-765-8038 | P.F. Chang's China Bistro                | 7,000         | 480-888-3000 |
| Chili's                               | 5,500         | 972-980-9917 | Philly's Best                            | 1,200-1,500   | 310-577-1414 |
| Chipotle Mexican Grill, Inc.          | 1,800-2,800   | 303-595-4000 | Pick Up Stix                             | 2,000-2,400   | 800-400-STIX |
| Church's Chicken                      | 2,000-3,000   | 770-350-3800 | Pink Taco                                | 4,000-6,500   | 310-360-1003 |
| Cici's Pizza                          | 3,900-4,500   | 972-745-4200 | Pizza Fusion                             | 17,000-20,000 | 954-202-1919 |
| Claim Jumper                          | 13,000        | 949-756-9001 | Pizza Hut                                | 1,500-3,400   | 972-338-7700 |
| Coco's                                | 6,000-8,000   | 760-804-5750 | Pollo Campero                            | 1,500-4,500   | 213-201-2990 |
| Corner Bakery                         | 3,000         | 972-980-9917 | Popeyes Fried Chicken                    | 2,200         | 404-459-4450 |
| Counter, The                          | 2,700-3,000   | 310-559-3355 | Pyramid Alehouse                         | 8,500-12,000  | 714-939-2100 |
| Cozymel's                             | 5,500         | 972-980-9917 | Quizno's                                 | 1,000-2,400   | 720-359-3380 |
| Cracker Barrel                        | 1,500         | 615-444-5533 | Red Brick Pizza                          | 1,600         | 661-722-5895 |
| Daily Grill                           | 8,000         | 818-251-7000 | Red Lobster                              | 7,000-10,000  | 407-245-4000 |
| Daphne's Greek Cafe                   | 1,800-2,200   | 858-784-0811 | Red Robin                                | 6,500         | 303-846-6000 |
| Del Taco                              | 2,000-2,800   | 949-462-7431 | Roadhouse Grill                          | 8,000         | 818-244-9187 |
| Denny's                               | 6,000         | 864-597-8557 | Rosa Mexicano                            | 4,500-8,500   | 212-397-0666 |
| El Pollo Loco                         | 2,600         | 949-399-2000 | Round Table Pizza                        | 3,000-4,000   | 925-969-3900 |
| El Torito Grill                       | 8,000         | 562-346-1200 | Rubio's Baja Grill                       | 2,400         | 760-929-8226 |
| Elephant Bar                          | 7,500         | 562-207-6200 | Ruby's Diner                             | 4,500         | 949-644-7829 |
| Famous Dave's                         | 6,600         | 952-294-1300 | Ruths Chris Steakhouse                   | 7,000-10,000  | 407-333-7440 |
| Farmer Boys                           | 2,800-3,200   | 951-275-9900 | San Sai Japanese Grill                   | 1,500-2,000   | 213-327-0972 |
| Fatburger                             | 1,800-2,300   | 310-319-1850 | Schlotsky's Deli                         | 2,000         | 512-236-3600 |
| Five Guys Burgers & Fries             | 2,000-3,000   | 703-339-3312 | Smashburger                              | 1,800-2,300   | 303-633-1500 |
| Flemings Prime Steak House            | 7,200         | 949-222-2223 | Sonic Burger                             | 3,000         | 800-569-6656 |
| Fresca's Mexican Grill                | 1,700-2,500   | 714-549-5901 | Souplantation                            | 7,500         | 858-675-1600 |
| Fresh Choice                          | 7,000         | 510-857-1230 | Stone Oven                               | 1,200-2,000   | 310-558-3241 |
| Green Burrito                         | 4,000         | 805-745-7500 | Subway                                   | 800-1,200     | 818-715-9400 |
| Godfather's Pizza, Inc.               | 6,000         | 800-456-8347 | Sweet Tomatoes                           | 7,500         | 858-675-1600 |
| Gordon Biersch                        | 6,700-8,500   | 423-424-2000 | T.G.I. Fridays                           | 7,600         | 602-852-9000 |
| Gus's BBQ                             | 4,000-5,000   | 310-656-9980 | Taco Bell                                | 2,000         | 949-863-4500 |
| Hamburger Hamlet                      | 8,000         | 310-271-0600 | The Habit                                | 1,000-2,000   | 310-451-8171 |
| Hometown Buffet                       | 8,450         | 651-994-8608 | The Melting Pot                          | 4,500-6,000   | 800-783-0867 |
| House of Bread Bakery Cafe            | 1,200         | 800-545-5146 | Tilted Kilt Pub & Eatery                 | 6,000-7,000   | 480-456-5458 |
| Houston's                             | 8,000         | 602-553-2111 | Togo's                                   | 1,200-1,600   | 480-280-6569 |
| Il Fornaio                            | 8,000         | 415-945-0500 | Tony Romas                               | 8,500         | 214-343-7800 |
| In-N-Out Burger                       | 3,160-3,500   | 949-509-6200 | Wendy's                                  | 3,000-3,500   | 614-764-3100 |
| International House of Pancakes       | 4,000         | 818-240-6055 | Wolfgang Puck                            | 6,000-8,000   | 310-432-1500 |
| Islands                               | 6,000         | 760-268-1800 | Wood Ranch BBQ & Grill                   | 6,000-7,000   | 818-889-9544 |
| Jack in the Box                       | 2,868         | 858-571-2121 | Yard House                               | 10,000-18,000 | 949-727-0959 |
| Jason's Deli                          | 3,000         | 210-308-8041 | Yoshinoya                                | 1,800-2,000   | 310-527-6060 |
| Jerry's Wood-Fired Dogs               | 1,500-1,700   | 714-542-1325 | Zao Noodle Bar                           | 2,000-2,500   | 510-839-4000 |
| Jersey Mikes Subs                     | 800-1,200     | 732-223-4044 |  |               |              |
| John's Incredible Pizza Co.           | 35,000-50,000 | 818-905-2400 | <b>FOOD— COFFEE, DESSERT, SPECIALITY</b> |               |              |
| Johnny Carino's Country Italian Rest. | 6,150         | 512-263-0800 | Auntie Anne's Pretzels                   | 6,000-8,000   | 717-435-1435 |
| Johnny Rockets                        | 1,800-2,000   | 949-643-6100 | Baskin Robbins                           | 800-1,200     | 781-737-3000 |
| Jollibee                              | 2,000-2,500   | 800-499-1212 | Ben & Jerry's Ice Cream                  | 800-1,200     | 802-846-1500 |
| Kentucky Fried Chicken                | 2,500         | 502-874-1000 | Cha For Tea                              | 1,100-1,400   | 949-608-2102 |
| Kings Fish House                      | 7,500         | 714-432-0400 | Cherry on Top                            | 1,200-1,500   | 714-676-8088 |
| Kona Grill                            | 6,500-7,500   | 480-922-8100 | Coffee Bean & Tea Leaf                   | 1,200-1,800   | 800-832-5323 |
| Koo Koo Roo Chicken                   | 2,500-3,000   | 512-275-0400 | Cold Stone Creamery                      | 1,200-1,500   | 480-362-4800 |
| Kura Sushi                            | 3,000-4,000   | 310-478-6888 | Crumbs Bakery Shop                       |               | 212-850-5474 |
| Lala'a Argentine Grill                | 2,500-4,500   | 310-558-3241 | Gloria Jeans Coffee                      | 1,600         | 949-260-6754 |
| La Salsa                              | 1,200-2,000   | 800-La Salsa | Dunkin Donuts                            | 1,500-2,000   | 781-737-3000 |
| Little Caesars                        | 1,200         | 313-983-6300 | Golden Spoon Yogurt                      | 900-1,200     | 858-536-8383 |
| Logans Road House                     | 800-815-9056  | 800-815-9056 | Häagen-Dazs                              | 800-1,200     | 800-793-6872 |
| Louise's Trattoria                    | 7,000         | 818-788-0500 | It's A Grind                             | 1,200-1,600   | 562-594-5600 |
| Lucille's Smokehouse BBQ              | 5,000-7,000   | 562-596-0200 | Jamba Juice                              | 1,000-1,500   | 310-451-8171 |

|   |             |              |
|---|-------------|--------------|
| Juice It Up .....                           | 800-1,200   | 949-475-0146 |
| Krispy Kreme Doughnuts .....                | 1,000-1,500 | 800-457-4779 |
| Maui Wowi Hawaiian Coffee & Smoothies ..... | 600-1,200   | 888-862-8555 |
| Menchie's Frozen Yogurt .....               | 1,200-1,500 | 714-464-3000 |
| Nothing Bundt Cakes .....                   | 1,800-2,200 | 702-361-2047 |
| Peets Coffee and Tea .....                  | 1,500-1,800 | 800-999-2132 |
| Pink Berry .....                            | 1,000-2,500 | 323-730-9889 |
| Robeks Smoothies .....                      | 900-1,200   | 310-727-0500 |
| Starbucks Coffee Company .....              | 1,000-1,500 | 206-447-1575 |
| Yogurtland .....                            | 800-1,200   | 714-939-7737 |

#### FOOTWEAR

|                           |               |              |
|---------------------------|---------------|--------------|
| DSW Shoe Warehouse .....  | 25,000-40,000 | 614-237-7100 |
| Famous Footwear .....     | 8,000         | 314-854-4000 |
| Nike Town .....           | 20,000-30,000 | 503-671-6453 |
| Nine West .....           | 1,500-2,500   | 914-640-6400 |
| Off Broadway Shoes .....  | 20,000-30,000 | 678-393-0081 |
| Payless Shoe Source ..... | 2,800-3,000   | 800-626-3204 |
| Shoe Carnival .....       | 10,000-15,000 | 812-867-4041 |
| Shoe City .....           | 2,800-5,000   | 562-698-2400 |
| Warehouse Shoe Sale ..... | 8,000         | 800-276-2002 |

#### FURNITURE—HOME ACCESSORIES

|                                 |                 |              |
|---------------------------------|-----------------|--------------|
| Aaron Brothers .....            | 7,500-15,000    | 214-492-6200 |
| Anna's Linens .....             | 7,500-15,000    | 714-850-0504 |
| Ashley Furniture .....          | 30,000-45,000   | 608-323-3377 |
| Banner Bedding .....            | 5,000           | 951-300-2700 |
| Bassett Furniture Direct .....  | 25,000-50,000   | 877-525-7070 |
| Bed, Bath & Beyond .....        | 35,000-50,000   | 908-688-0888 |
| Container Store .....           | 22,000-25,000   | 972-538-6000 |
| Cost Plus .....                 | 18,000-26,000   | 510-893-7300 |
| Crate N Barrel Homestore .....  | 35,000          | 847-272-2888 |
| Crate N Barrel Housewares ..... | 15,000          | 847-272-2888 |
| Easy Life Furniture .....       | 25,000-40,000   | 866-432-7954 |
| Ethan Allen .....               | 8,000-25,000    | 203-743-8000 |
| Home Goods .....                | 28,000          | 800-926-6299 |
| IKEA .....                      | 300,000         | 610-834-0180 |
| Jennifer's Convertibles .....   | 5,000           | 516-496-1900 |
| Kirkland's Home .....           | 6,500-7,500     | 615-872-4800 |
| Lamps Plus .....                | 7,000-10,000    | 818-886-5267 |
| La-Z-Boy .....                  | 15,400-20,700   | 734-242-1444 |
| Living Spaces .....             | 100,000         | 877-266-7300 |
| Mattress Gallery .....          | 3,500-5,000     | 703-962-1651 |
| Pier 1 Imports .....            | 8,000-10,000    | 817-252-8000 |
| Pottery Barn .....              | 15,000-25,000   | 415-421-7900 |
| Pottery Barn Kids .....         | 7,000-10,000    | 415-421-7900 |
| Restoration Hardware .....      | 8,000           | 415-924-1005 |
| Sit 'n Sleep .....              | 5,000           | 800-675-3536 |
| Sur La Table .....              | 5,500           | 206-613-6000 |
| The Great Indoors .....         | 120,000-200,000 | 847-286-2500 |
| Tuesday Morning .....           | 4,000-6,000     | 972-387-3562 |
| West Elm .....                  | 15,000-20,000   | 866-224-4598 |
| William Sonoma .....            | 7,000-10,000    | 415-421-7900 |
| Z Gallerie .....                | 10,000-12,000   | 310-630-1200 |

#### GASOLINE SALES—CONVENIENCE STORE

|                             |  |              |
|-----------------------------|--|--------------|
| 7 Eleven .....              |  | 972-828-7899 |
| ARCO/AM-PM .....            |  | 800-322-2726 |
| Chevron/Texaco .....        |  | 925-842-1000 |
| Exxon / Mobil Oil .....     |  | 972-444-1000 |
| Quicktrip .....             |  | 480-446-6300 |
| Shell Oil .....             |  | 713-241-6161 |
| Unocal 76/Phillips 66 ..... |  | 925-842-1000 |
| USA Petroleum .....         |  | 805-214-9200 |
| Valero .....                |  | 210-345-2000 |

#### HEALTH —WEIGHT LOSS CENTERS

|                             |               |              |
|-----------------------------|---------------|--------------|
| 24 Hour Fitness .....       | 40,000        | 925-543-3100 |
| Bally's Total Fitness ..... | 25,000        | 773-380-3000 |
| Bodies In Motion .....      | 10,000-25,000 | 818-905-2400 |
| Crunch Fitness .....        | 18,000-20,000 | 212-993-0300 |
| Curves .....                | 1,200-1,500   | 800-848-1096 |

|                               |                 |              |
|-------------------------------|-----------------|--------------|
| Fitness 19 .....              | 7,000-9,500     | 253-639-1920 |
| Gold's Gym .....              | 25,000          | 214-574-4653 |
| Jenny Craig .....             | 2,000-2,500     | 760-696-4000 |
| L.A. Fitness .....            | 42,000-45,000   | 800-600-2540 |
| Life Time Fitness .....       | 110,000-160,000 | 949-900-6950 |
| Lindora .....                 | 500-900         | 800-546-3672 |
| Spartetime .....              | 50,000          | 916-859-5910 |
| Spectrum Club (24 Hour) ..... | 25,000-30,000   | 310-727-9300 |
| Weinmat .....                 | 30,000          | 916-481-5004 |
| UFC Gym .....                 | 40,000          | 949-290-1059 |

#### HOME IMPROVEMENT—HARDWARE

|                                |                |              |
|--------------------------------|----------------|--------------|
| ACE Hardware .....             | 15,000-25,000  | 630-990-6600 |
| Armstrong Garden Centers ..... | 48,000-64,000  | 626-914-1091 |
| Barbeques Galore .....         | 8,000          | 949-597-2400 |
| Harbor Freight .....           | 10,000-15,000  | 805-388-3000 |
| Home Depot .....               | 50,000-115,000 | 714-940-3500 |
| Lowe's H. I. W., Inc. ....     | 135,000        | 760-804-5300 |
| Orchard Supply Hardware .....  | 55,000         | 408-281-3500 |
| Pacific Sales .....            | 30,000-40,000  | 562-463-8500 |
| Sherwin Williams Paint .....   | 4,500-6,000    | 925-932-3363 |
| Gildden Professional .....     | 12,000         | 323-727-2000 |
| True Value Hardware .....      | 10,000-20,000  | 773-695-5000 |
| Vista Paints .....             | 6,000          | 714-680-3800 |

#### LAUNDRY—DRY CLEANING—TAILORING

|                              |             |              |
|------------------------------|-------------|--------------|
| Launderland Wash & Dry ..... | 2,500-3,500 | 323-490-1890 |
| Lucy's Laundry .....         | 6,000-9,000 | 323-490-1890 |
| One Hour Martinizing .....   | 2,000       | 513-351-6211 |
| Speedqueen .....             | 1,200-6,500 | 800-345-5649 |
| Spin Cycle Wash N Dry .....  | 3,500-5,000 | 323-490-1890 |
| Sudz Coin Laundry .....      | 1,800-2,500 | 323-490-1890 |

#### MARKETS

|                                 |                       |              |
|---------------------------------|-----------------------|--------------|
| Andronico's Market .....        | 40,000                | 510-559-2800 |
| Bel-Air Market .....            | 30,000-55,000         | 916-373-3333 |
| Bevmo .....                     | 10,000                | 925-609-6000 |
| Bristol Farms .....             | 28,000-30,000         | 310-233-4700 |
| Cardenas Market .....           | 25,000-50,000         | 909-923-7426 |
| Food Source .....               | 45,000-50,000         | 717-249-4000 |
| Fresh and Easy (Tesco) ..       | 4,000, 10,000, 14,000 | 310-341-1200 |
| Fry's Food & Drug / Marketplace | 75,000-100,000        | 623-936-2100 |
| Gelson's Market .....           | 30,000-45,000         | 310-638-2842 |
| Gigante Markets .....           | 35,000-55,000         | 714-664-0600 |
| Grocery Outlet .....            | 20,000                | 510-704-6565 |
| Jimbo's .....                   | 18,000                | 858-793-7755 |
| Nob Hill Foods .....            | 38,000-40,000         | 408-842-6441 |
| Northgate Market .....          | 30,000-50,000         | 714-778-3784 |
| Nugget Market .....             | 45,000-55,000         | 530-669-3300 |
| Numero Uno Market .....         | 13,000-25,000         | 323-846-5015 |
| Pak-N-Save .....                | 58,000-74,000         | 925-776-4785 |
| Paradise Foods .....            | 16,000-23,000         | 415-945-8855 |
| Pavilions (Vons) .....          | 42,000-55,000         | 626-821-7000 |
| Payless Foods .....             | 25,000                | 310-675-3000 |
| "R" Ranch Markets .....         | 20,000-30,000         | 626-814-2900 |
| Raley's .....                   | 39,000-61,000         | 916-373-3333 |
| Ralphs-Food 4 Less .....        | 45,000-63,000         | 310-884-9000 |
| Ray's Sentry Market .....       | 40,000-45,000         | 541-469-3113 |
| Richland Market .....           | 28,000-50,000         | 209-538-3000 |
| Safeway .....                   | 42,000-65,000         | 925-467-3000 |
| Save-A-Lot .....                | 13,000-15,000         | 909-483-3700 |
| Save-Mart .....                 | 34,000                | 209-577-1600 |
| Seafood City .....              | 25,000-35,000         | 909-525-9500 |
| Smart & Final .....             | 15,000-30,000         | 323-869-7595 |
| Smiths Food King .....          | 60,000                | 801-974-1400 |
| Sprouts Farmers Market .....    | 27,000-32,000         | 480-814-8016 |
| Stater Brothers .....           | 32,000-44,000         | 909-783-0515 |
| Sunflower Farmers Market .....  | 26,500                | 303-530-4809 |
| Supervalu (Albertsons) .....    | 60,000                | 952-914-5740 |
| Top-Valu Markets (KV) .....     | 20,000-40,000         | 310-816-0200 |
| Trader Joe's .....              | 8,500-12,000          | 626-559-3700 |
| United Grocers .....            | 10,000-30,000         | 323-264-5200 |

|                       |               |              |
|-----------------------|---------------|--------------|
| Vallarta Supermarkets | 30,000-40,000 | 818-898-0088 |
| Vons Market (Safeway) | 42,000-55,000 | 626-821-7000 |
| Wal-Mart Markets      | 39,000-50,000 | 479-273-4000 |
| Whole Foods Market    | 50,000-60,000 | 512-477-5566 |
| Winco                 | 72,000-94,000 | 503-221-5306 |

#### MISCELLANEOUS

|                        |               |              |
|------------------------|---------------|--------------|
| Check Into Cash        | 1,000-1,500   | 423-473-4316 |
| Conroy's 1-800 Flowers | 2,500         | 516-237-6000 |
| Goldmax                | 1,000-1,200   | 714-464-3000 |
| Goodwill               | 10,000-25,000 | 301-530-6500 |

#### OFFICE—STATIONERY

|                   |               |              |
|-------------------|---------------|--------------|
| AIM Mail Center   | 800-1,500     | 949-837-4151 |
| CardSmart         | 2,500-3,500   | 401-726-0800 |
| Cartridge World   | 900-1,400     | 510-594-1900 |
| Farr's Stationery | 10,000        | 714-549-3277 |
| Hallmark          | 3,500-7,000   | 816-274-8431 |
| Kinkos            | 2,000-4,000   | 888-339-5869 |
| Mail Boxes Etc.   | 800-1,800     | 714-939-2132 |
| Office Depot      | 20,340        | 561-438-4800 |
| Office Max        | 23,500        | 630-438-7800 |
| Sign Biz          | 1,400-2,200   | 949-234-0408 |
| Staples           | 15,000-20,000 | 877-235-9088 |

#### PET STORES

|                                |               |              |
|--------------------------------|---------------|--------------|
| Centinella Feed & Pet Supplies | 12,000-15,000 | 310-451-7140 |
| Pet People                     | 3,500-5,000   | 760-783-4000 |
| Petco                          | 15,000-20,000 | 858-453-7845 |
| Petland                        | 4,000         | 740-775-2464 |
| PetsMart                       | 20,000-28,000 | 800-738-1385 |
| Unleashed by Petco             | 5,500         | 858-453-7845 |

#### SOFT GOODS—APPAREL

|                              |               |              |
|------------------------------|---------------|--------------|
| Abercrombie & Fitch          | 10,000        | 614-283-6500 |
| Aeropostale                  | 4,000         | 973-872-5670 |
| After Hours Formalwear       | 3,000-6,000   | 800-955-2488 |
| A.J. Wright                  | 24,000-30,000 | 508-390-1000 |
| American Eagle Outfitters    | 5,500         | 724-776-4857 |
| Anchorblue                   | 3,500         | 951-817-6100 |
| Ann Taylor Loft              | 5,300-6,300   | 212-541-3300 |
| Anthropolgie                 | 2,000-3,000   | 215-454-5500 |
| Banana Republic              | 6,500         | 800-333-7899 |
| Brooks Brothers              | 14,000        | 212-682-8800 |
| Catherine's                  | 4,000         | 215-245-9100 |
| Chico's FAS                  | 1,000-3,500   | 239-277-6200 |
| Claire's                     | 1,070         | 800-252-4737 |
| Clothestime                  | 2,800-3,400   | 949-752-8811 |
| Coldwater Creek              | 5,250         | 208-263-2266 |
| Cole Haan                    | 2,000-7,000   | 212-846-2500 |
| David's Bridal               | 12,500        | 610-943-5000 |
| dd's Discounts               | 25,000-30,000 | 800-355-1115 |
| DKNY                         | 10,000-30,000 | 800-231-0884 |
| Dress Barn                   | 5,000-8,000   | 845-369-4803 |
| Eddie Bauer                  | 5,000-6,000   | 425-755-6390 |
| Factory 2U Stores / Fallas   | 16,000        | 310-324-9962 |
| Fashion Bug                  | 8,000         | 215-245-9100 |
| Forever 21                   | 10,000-20,000 | 213-741-5100 |
| G-Stage                      | 6,000-9,000   | 213-489-9011 |
| Gap                          | 6,000         | 650-952-4400 |
| Gap/Gap Body (combined)      | 10,500        | 650-952-4400 |
| Gap Kids/Baby Gap (combined) | 6,500         | 650-952-4400 |
| Gap Kids                     | 4,500         | 650-952-4400 |
| G by Guess                   | 5,000-6,000   | 877-429-4837 |
| Guess                        | 4,500-5,000   | 800-224-8377 |
| Gymboree Corporation         | 2,500         | 877-449-6932 |
| H & M                        | 7,000-25,000  | 731-664-6300 |
| Jos. A. Bank Clothiers       | 4,500         | 410-239-2700 |
| Limited                      | 7,000         | 614-415-7000 |
| Liz Claiborne                | 11,000-15,000 | 212-354-4900 |
| Loehmann's                   | 15,000-22,000 | 718-409-2000 |
| Marshalls                    | 24,000-28,000 | 508-390-1000 |

|                                |               |              |
|--------------------------------|---------------|--------------|
| Melrose Store                  | 8,000-10,000  | 210-662-7140 |
| Men's Warehouse                | 4,000-6,000   | 510-657-9821 |
| Millers Outpost                | 3,000-30,000  | 951-817-6100 |
| Motherhood/Pea In the Pod      | 2,000         | 215-873-2300 |
| Neiman Marcus Last Call Outlet | 28,000-47,000 | 214-743-7600 |
| Nordstrom Rack                 | 35,000        | 206-303-4408 |
| Old Navy                       | 20,000-30,000 | 800-333-7899 |
| OshKosh                        | 2,000-3,000   | 920-235-9151 |
| Priscilla of Boston            | 3,000-6,000   | 610-943-5000 |
| Ross Dress for Less            | 30,000        | 858-536-8383 |
| Rue 21                         | 4,500         | 724-776-7471 |
| Saks Fifth Avenue Off 5th      | 28,000-30,000 | 212-940-5305 |
| Stein Mart                     | 30,000-40,000 | 888-783-4662 |
| Styles for Less                | 2,500-3000    | 562-229-3474 |
| Sunglass Hut                   | 600           | 800-767-0990 |
| Susie's Family Fashions        | 5,000-6,000   | 909-510-4800 |
| Talbots                        | 4,100         | 781-749-7600 |
| The Children's Place           | 4,000-4,500   | 201-558-2400 |
| Tilly's                        | 8,000-10,000  | 949-609-5599 |
| TJ Maxx                        | 24,000-28,000 | 508-390-1000 |
| Tommy Bahamas                  | 3,800-4,000   | 206-622-8688 |
| Urban Outfitters Inc.          | 2,500-4,000   | 215-454-5500 |
| Victoria's Secret              | 6,500         | 212-884-3000 |
| White House/Black Market       | 1,800-2,000   | 239-277-6200 |

#### SPORTING GOODS

|                         |                |              |
|-------------------------|----------------|--------------|
| Athlete's Foot          | 4,000-5,000    | 770-514-4500 |
| Bass Pro Shops          | 60,000-300,000 | 417-873-5000 |
| Big 5                   | 10,000-20,000  | 310-536-0611 |
| Cabela's                | 35,000-247,000 | 308-254-5505 |
| Dick's Sporting Goods   | 50,000-60,000  | 800-690-7655 |
| Golfsmith               | 15,000-20,000  | 512-837-8810 |
| Las Vegas Golf & Tennis | 2,500-5,000    | 800-933-7777 |
| Oshman's                | 20,000-40,000  | 800-666-8143 |
| Performance Bike        | 10,000-100,000 | 919-933-9113 |
| Play It Again Sports    | 2,500-3,000    | 800-645-7299 |
| Pro Golf Discount       | 1,200-12,000   | 248-994-0553 |
| R.E.I.                  | 22,000         | 253-395-3780 |
| Roger Dunn Golf Shops   | 12,500         | 714-834-0430 |
| Sport Chalet            | 40,000-50,000  | 818-790-2717 |
| Sportmart/Gart Sports   | 25,000-45,000  | 800-666-8143 |
| Sports Authority        | 37,000         | 800-666-8143 |

#### TEMPORARY—SEASONAL

|                              |                |              |
|------------------------------|----------------|--------------|
| Christmas Tree Shops         | 20,000-50,000  | 888-287-3232 |
| Crown Books Liquid Ctr.      | 30,000-103,000 | 619-850-3732 |
| Halloween Adventure          | 8,000-10,000   | 818-341-0217 |
| ReMart                       | 30,000-100,000 | 949-305-8600 |
| Spirit Halloween Superstores | 5,000-10,000   | 609-645-5447 |

#### THEATRES—ENTERTAINMENT

|                             |              |
|-----------------------------|--------------|
| AMC Theatres                | 816-221-4000 |
| Amazing Jake's              | 480-926-7499 |
| ArcLight Cinemas            | 310-657-8420 |
| Century Theatres            | 800-246-3627 |
| Cinemark                    | 972-665-1000 |
| Harkins Theaters            | 480-627-7777 |
| Howie's Game Shack          | 949-367-0019 |
| Krikorian Premiere Theaters | 310-791-8688 |
| Landmark Theaters           | 310-473-6701 |
| MannTheatres                | 818-784-6266 |
| North American Cinema, Inc. | 707-523-1586 |
| Pacific Theaters            | 310-657-8420 |
| Regal Cinemas               | 865-922-1123 |
| STRIKE Bowling Lounge       | 212-777-2214 |
| Ultrastar                   | 760-597-5777 |
| United Artists              | 865-922-1123 |

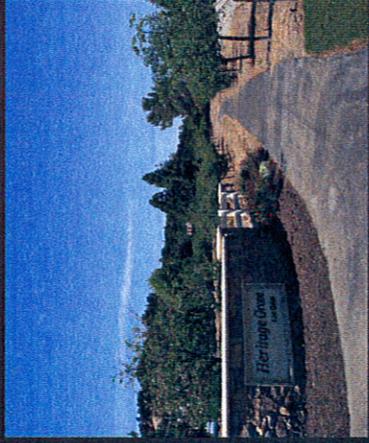
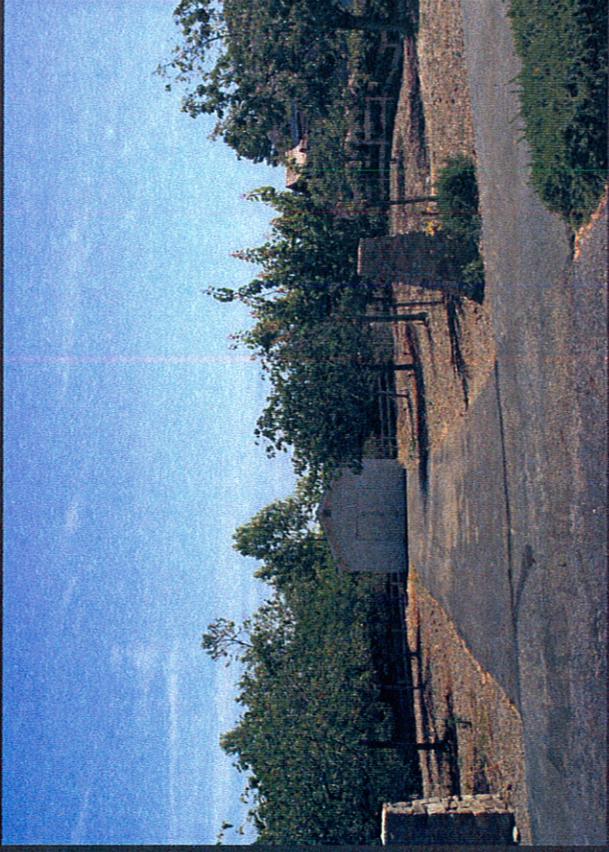
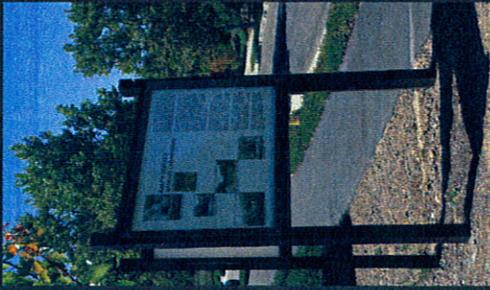
#### MEMBERSHIP WAREHOUSE CLUBS

|            |         |              |
|------------|---------|--------------|
| Costco     | 152,000 | 425-313-8100 |
| Sam's Club | 135,000 | 479-273-4000 |

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LOS GATOS  
**HERITAGE GROVE**



## Office Summary

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### **Innovation Center/Incubator Space**

An innovation center/incubator space is industrial or high-tech space intended to provide an economical and supportive environment for new business start-ups. The rental rates are usually below market, there is some sharing of services and amenities, and mentoring services are typically provided. The new business is usually kicked out of the nest after it reaches a certain volume of business or after it achieves a previously approved and agreed upon business plan. The 2011 Market Study and Business Opportunity Strategy identified an innovation center as such an opportunity to consider. In addition, it defined the center as a technology hub that would offer a variety of office and shared work spaces targeted to venture capital companies and start-up firms. These centers typically offer flexible space configurations from a single desk to space for 20-30 employees as well as flexible lease terms from month-to-month to a typical term of three-to-five years. These facilities should be designed to promote collaborations and cross fertilization of ideas and technology among tenants with shared kitchens, lounges, and special events spaces. The revival of early-stage venture funding of new technology companies along with the large base of venture capital and technology professions in Los Gatos and surrounding communities may provide a base of support for such a concept. Having onsite amenities such as a hotel, meetings space, and convenience retail would be critical to make this concept feasible. Many of these centers are sized between 5,000 and 30,000 square feet with the potential to expand to twice that size.

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## Los Gatos Lodge Site (50 Los Gatos-Saratoga Road)

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### **Background**

The existing site contains 8.5 acres and is zoned CH:PD. In 1990, Town Council adopted Resolution 1990-135 containing development guidelines for future development of the Los Gatos Lodge site. Council reaffirmed the Resolution in 2002. The Resolution states that the property should be used for a hotel containing the following:

- Up to 300 rooms
- A 10,000 square foot conference center
- Up to three stories tall
- Underground parking

### **Recent CDAC Review**

Over the last six years three options for redevelopment of the site were reviewed by the CDAC. Additionally, staff has recently met with a potential developer who was interested in developing apartments on the site. The general details of the CDAC requests are outlined below.

#### *January 2006*

Applicant submitted a conceptual plan that contained the following components:

- Hotel: 80-120 rooms
- Conference Center: 6,000-7,500 square feet
- Residential Condominiums: 175-242 units

The hotel will be two to four stories on top of an above ground parking garage. The residential structures will range in height from three to six stories on top of an above ground parking structure.

#### *May 2006*

Applicant submitted a conceptual plan that contained the following components:

- Formula Retail: 40,000 square feet
- Conference Center: 8,000 square feet
- Residential Condominiums: 179 units
- Office (above the retail): size not specified

The retail/office building has two-stories above an underground parking garage. The residential structures will be three stories above a partially underground parking garage.

#### *August 2008*

Applicant submitted a conceptual plan that contained the following components:

- A 632,000 square foot building containing 300 independent living units and common spaces such as a café, dining room, fitness room and office space.
- A 50,000 square foot care center building containing assisted living, skilled nursing, and memory support facilities.

The main building will be six and seven stories above an underground parking garage. The care center building will be four stories in height.

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**Table 26: Planned and Proposed Hotel Developments, Market Area, April 2011**

| Name<br>Location/Drive Time<br>Developer   | Brand<br>Class          | Rooms     | Est. Timing  | Meeting<br>Space (sf)  | Restaurant                                 | Amenities   |
|--|-------------------------|-----------|--|--|--|---|
| <i>Cupertino</i>   |                         |           |  |  |  |   |
| Hyatt Place Cupertino<br>10165 N. De Anza Blvd. (13 mins)<br>Shashi Corporation                  | Hyatt Place<br>Upscale  | 123       | Summer 2011<br>(start); plans<br>to open by<br>end of 2012 | 6,000  | The Gallery:<br>guest kitchen/<br>wine bar | Fitness center,<br>pool, sauna,<br>spa, executive<br>board room &<br>lounge |
| Main Street Cupertino<br>Stevens Creek Blvd. &<br>Finch Ave. (14 mins)<br>Sand Hill Property Co. | Yet to be<br>determined | Up to 250 | Start date<br>unknown                                      | Most details are yet to be determined; as a<br>condition of approval, City has stipulated that if<br>hotel includes 160+ rooms, then developer<br>must provide a banquet facility for 400 people |  |   |

Sources: City of Cupertino; BAE, 2011.

### **Demand Generators**

While downtown San Jose, for instance, houses a dense cluster of meeting and cultural centers, it also features one of the region's largest concentrations of hotel rooms. While there are some indications that executive-level travelers may choose to stay in Los Gatos—rather than closer to their point of business in San Jose or elsewhere, as discussed above—the average business traveler or tourist is likely to opt for a hotel that provides more ready access to the region's principal attractions. Similarly, while Stanford University and UC Santa Cruz have the potential to generate room demand, especially around graduation, they both represent a drive time of 30 minutes or more, and therefore mark the absolute outer orbit of the North 40's reach in the hospitality market.

On the other hand, nearby medical centers may present a viable market capable of supporting additional hotel supply. The North 40 sits directly across Los Gatos Blvd. from the expansive Good Samaritan Hospital, which was ranked the fourth largest hospital in Silicon Valley in terms of gross patient revenue in 2009 by the *Silicon Valley/San Jose Business Journal*. In addition, El Camino Hospital Los Gatos (formerly Community Hospital of Los Gatos) and Santa Clara Valley Medical Center—the second largest hospital in Silicon Valley, according to the *Journal*—are both located within a 10-minute drive of the site. Combined, these facilities amount to well over 200,000 patient census days per year, meaning that, on any given day, there are an average of over 550 patients hospitalized in the surrounding area. In addition, each of these hospitals is flanked by complementary medical labs and offices, many of which handle outpatient procedures.

These complexes have the potential to generate demand for nearby hotel rooms. Interviews with administrative/guest services staff from Good Samaritan and El Camino Hospitals indicate that both organizations rely on area hotels to accommodate visiting doctors, researchers, and executives, as well as patients travelling long-distances for hospital procedures and/or extended rehabilitation. In the case of the latter, patients may be travelling with family and friends that also require

North Forty Specific Plan  
Market Study and Business Development Strategy

accommodations. Under such circumstances, proximity is at a premium, as patients and their visitors want to be able to reach the hospital as quickly as possible.

At present, Good Samaritan places travelling staff in the Marriott Residence Inn or Larkspur Landing, as they provide amenities that lessen the burden of extended stays, and places executives in Hotel Valencia on Santana Row. Both extended stay properties are located within a five to ten minute drive in Campbell. However, a representative of the Hospital indicates that a North 40 hotel would be a welcomed convenience, particularly if it were to offer rates or discounts below the existing price point for comparable properties. Similarly, a representative of El Camino Hospital Los Gatos, which specializes in hip and joint work, believes that a hotel geared towards long-term stays—one that has a pool and allows pets, for example—could accommodate their rehab patients.

In addition to demand generated by nearby medical complexes, high-end leisure travel focused on retail, scenery, and the arts may present a secondary opportunity for hotel development. The North 40 site is located midway between downtown Los Gatos and Santana Row/Valley Fair, amounting to a major axis of upscale retail. Similarly, the site provides strategic access to parks and vineyards nestled into the hills above Los Gatos and Saratoga, which is also home to the popular Montalvo Arts Center. It should be noted that Saratoga is underserved by hotel rooms, and both public officials and business representatives steer visitors to lodging options in Los Gatos. However, as existing hotels in downtown Los Gatos provide immediate access to local shopping and dining, this strategy would rely on providing convenient transportation linkages between the North 40 and nearby attractions.

## Performance Trends

Data provided by STR allows for comparison between the performance of hotels located within the Market Area and those located within Santa Clara County at large. STR gathers information on key performance indicators from participating hotels. While STR does not capture 100 percent participation, the vast majority of area hotels share information, allowing for a meaningful analysis of the hospitality market.

As shown in Figure 14, overall occupancy in the Market Area peaked in 2007 at 75 percent. While occupancy fell rapidly over the following two years due to the national recession, bottoming out around 65 percent in 2009, it shot back up in 2010 to 72 percent, nearing peak levels. Room demand in the Market Area in 2010 actually exceeded demand in 2007, climbing to over 510,000 room-nights from a previous peak of around 490,000. This growth in demand is obscured by the fact that the Marriot Courtyard in Campbell opened in early 2010, adding 162 rooms to the Market Area, thus suppressing the overall occupancy rate. In other words, the Market Area experienced more demand for hotel room-nights in 2010 than it did during its pre-recession peak. For more-detailed STR data, see Appendix H.

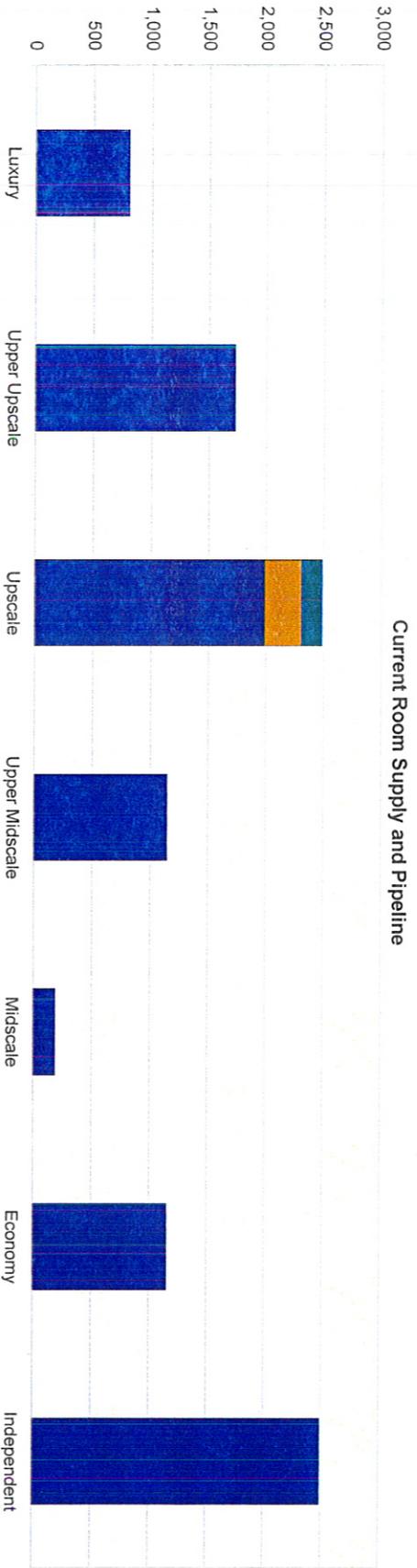
## Information on Different Hotel Types

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The following tables illustrate the existing supply of hotels rooms within the San Jose/Campbell area as defined by product type. Product distinction is determined by how much money can be charged for each room. Table 5 provides a breakdown of the hotels used in the analysis and offers a summary of the number of rooms within each hotel as well as the amount of meeting space that is provided at each facility. It is important to note that a typical meeting space large enough to accommodate 250 people is approximately 4000 square feet.

# Tab 2 - Supply Summary

Location: San Jose/Campbell Tract  
 Publication Date: May 02, 2012



| Hotels         | Historic Supply |           |           |           |           |           |            |                |          |              |  |  | Pipeline Projects |  |  |  |
|----------------|-----------------|-----------|-----------|-----------|-----------|-----------|------------|----------------|----------|--------------|--|--|-------------------|--|--|--|
|                | Mar-07          | Mar-08    | Mar-09    | Mar-10    | Mar-11    | Mar-12    | In Constr. | Final Planning | Planning | Pre Planning |  |  |                   |  |  |  |
| Luxury         | 1               | 1         | 1         | 1         | 1         | 1         |            |                |          |              |  |  |                   |  |  |  |
| Upper Upscale  | 5               | 5         | 6         | 6         | 6         | 6         |            |                |          |              |  |  |                   |  |  |  |
| Upscale        | 9               | 9         | 9         | 11        | 11        | 11        | 1          |                |          |              |  |  |                   |  |  |  |
| Upper Midscale | 14              | 14        | 14        | 14        | 13        | 12        |            |                |          |              |  |  |                   |  |  |  |
| Midscale       | 4               | 4         | 4         | 4         | 3         | 3         |            |                |          |              |  |  |                   |  |  |  |
| Economy        | 13              | 15        | 15        | 15        | 14        | 13        |            |                |          |              |  |  |                   |  |  |  |
| Independent    | 31              | 30        | 28        | 27        | 30        | 32        |            |                |          |              |  |  |                   |  |  |  |
| <b>Total</b>   | <b>77</b>       | <b>78</b> | <b>77</b> | <b>78</b> | <b>78</b> | <b>78</b> | <b>1</b>   | <b>2</b>       | <b>-</b> | <b>1</b>     |  |  |                   |  |  |  |

| Rooms          | Historic Supply |              |              |              |              |              |            |                |          |              |  |  | Pipeline Projects |  |  |  |
|----------------|-----------------|--------------|--------------|--------------|--------------|--------------|------------|----------------|----------|--------------|--|--|-------------------|--|--|--|
|                | Mar-07          | Mar-08       | Mar-09       | Mar-10       | Mar-11       | Mar-12       | In Constr. | Final Planning | Planning | Pre Planning |  |  |                   |  |  |  |
| Luxury         | 805             | 805          | 805          | 805          | 805          | 805          |            |                |          |              |  |  |                   |  |  |  |
| Upper Upscale  | 1,507           | 1,507        | 1,731        | 1,731        | 1,731        | 1,730        |            |                |          |              |  |  |                   |  |  |  |
| Upscale        | 1,748           | 1,748        | 1,748        | 1,996        | 1,993        | 1,991        | 123        |                |          | 180          |  |  |                   |  |  |  |
| Upper Midscale | 1,866           | 1,866        | 1,866        | 1,866        | 1,359        | 1,151        |            |                |          |              |  |  |                   |  |  |  |
| Midscale       | 240             | 240          | 240          | 240          | 188          | 188          |            |                |          |              |  |  |                   |  |  |  |
| Economy        | 1,129           | 1,269        | 1,269        | 1,269        | 1,215        | 1,157        |            |                |          |              |  |  |                   |  |  |  |
| Independent    | 2,038           | 1,973        | 1,701        | 1,615        | 2,228        | 2,495        |            |                |          |              |  |  |                   |  |  |  |
| <b>Total</b>   | <b>9,333</b>    | <b>9,408</b> | <b>9,360</b> | <b>9,522</b> | <b>9,519</b> | <b>9,517</b> | <b>123</b> | <b>321</b>     | <b>-</b> | <b>180</b>   |  |  |                   |  |  |  |

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# Tab 5 - Data by Property

Location: San Jose/Campbell Tract  
 Publication Date: May 02, 2012

| STR ID               | Hotel Name   | Brand                   | Rooms | Sq Ft Meeting Space | Sq Ft Largest Meeting Space | (Anticipated) Open Date | Date Closed | Address  | Country Calling Code | Phone          |
|----------------------|--|-------------------------|-------|---------------------|-----------------------------|-------------------------|-------------|--|----------------------|----------------|
| Open                 | 25366 Fairmont San Jose  | Fairmont                | 805   | 65,000              | 13,464                      | Oct-87                  |             | 170 S Market St, San Jose, CA 95113-2307             | 1                    | (408) 968-1900 |
| <b>Upper Upscale</b> |  |                         |       |                     |                             |                         |             |  |                      |                |
| Open                 | 31999 Dolce Hayes Mansion  | Dolce                   | 214   | 33,000              | 6,600                       | Jun-05                  |             | 200 Edenvale Ave, San Jose, CA 95136-3309            | 1                    | (408) 226-3200 |
| Open                 | 28965 Hilton San Jose  | Hilton                  | 353   | 10,000              | 2,900                       | Oct-92                  |             | 300 Almaden Blvd, San Jose, CA 95110-2703            | 1                    | (408) 287-2100 |
| Open                 | 41585 Joie De Vivre Moorpark Hotel                                 | Joie De Vivre           | 79    | 1,865               | 1,086                       | May-01                  |             | 4241 Moorpark Ave, San Jose, CA 95129-2029           | 1                    | (408) 864-0300 |
| Open                 | 42354 Kimpton Cypress Hotel  | Kimpton                 | 224   | 3,625               | 3,000                       | Jul-02                  |             | 10050 S Deanza Blvd, Cupertino, CA 95014-2128        | 1                    | (408) 253-9900 |
| Open                 | 42361 Marriott San Jose  | Marriott                | 506   | 21,000              | 9,000                       | Apr-03                  |             | 301 S Market St, San Jose, CA 95113-2832             | 1                    | (408) 280-1300 |
| Open                 | 11901 Wyndham San Jose   | Wyndham                 | 354   | 16,165              | 11,620                      | Jun-72                  |             | 1350 N 1st St, San Jose, CA 95112-4709               | 1                    | (408) 453-6200 |
| Open                 | 60031 Courtyard San Jose Campbell                                  | Courtyard               | 162   | 1,738               | 1,390                       | Feb-10                  |             | 655 Creekside Way, Campbell, CA 95008-0636           | 1                    | (408) 626-9590 |
| Open                 | 19048 Courtyard San Jose Cupertino                                 | Courtyard               | 149   | 1,248               | 624                         | May-88                  |             | 10605 N Wolfe Rd, Cupertino, CA 95014-0613           | 1                    | (408) 252-9100 |
| Open                 | 27517 Courtyard San Jose Airport                                   | Courtyard               | 151   | 1,250               | 625                         | Jan-91                  |             | 1727 Technology Dr, San Jose, CA 95110-1310          | 1                    | (408) 441-6111 |
| Open                 | 9634 Doubletree San Jose   | Doubletree              | 505   | 54,051              | 9,940                       | Jun-82                  |             | 2050 Gateway Pl, San Jose, CA 95110-1001             | 1                    | (408) 453-4000 |
| Open                 | 52303 Four Points San Jose Downtown                                | Four Points             | 86    | 783                 | 300                         | Jun-11                  |             | 211 S 1st St, San Jose, CA 95113-2702                | 1                    | (408) 282-8800 |
| Open                 | 37056 Hilton Garden Inn Cupertino                                  | Hilton Garden Inn       | 164   | 1,650               | 1,650                       | Sep-98                  |             | 10741 N Wolfe Rd, Cupertino, CA 95014-0613           | 1                    | (408) 777-8787 |
| Open                 | 199 Hyatt Place San Jose Downtown                                  | Hyatt Place             | 234   | 6,643               | 5,874                       | Sep-74                  |             | 282 Almaden Blvd, San Jose, CA 95113-2003            | 1                    | (408) 998-0400 |
| Open                 | 7595 Radisson San Jose Airport                                     | Radisson                | 196   | 10,000              | 10,000                      | Sep-86                  |             | 1471 N 4th St, San Jose, CA 95112-4716               | 1                    | (408) 452-0200 |
| Open                 | 36490 Residence Inn San Jose South                                 | Residence Inn           | 150   | 696                 | 696                         | Aug-98                  |             | 6111 San Ignacio Ave, San Jose, CA 95119-1389        | 1                    | (408) 226-7676 |
| Open                 | 22540 Residence Inn San Jose Campbell                              | Residence Inn           | 80    | 110                 | 110                         | Mar-86                  |             | 2761 S Bascom Ave, Campbell, CA 95008-6207           | 1                    | (408) 559-1551 |
| Open                 | 16638 Staybridge Suites San Jose                                   | Staybridge Suites       | 114   | 768                 | 768                         | Jun-90                  |             | 1602 Crane Ct, San Jose, CA 95112-4201               | 1                    | (408) 436-1600 |
| Under Construction   | aloft Hotel Cupertino  | aloft Hotel             | 123   |                     |                             | Dec-12                  |             | 10165 N De Anza Blvd, Cupertino, CA 95014            |                      |                |
| Final Planning       | Residence Inn San Jose Airport                                     | Residence Inn           | 175   |                     |                             | Jul-13                  |             | N First St & Skyport Dr, San Jose, CA 95110          |                      |                |
| Final Planning       | SpringHill Suites San Jose Airport                                 | SpringHill Suites       | 146   |                     |                             | Jul-13                  |             | N First St & Skyport Dr, San Jose, CA 95110          |                      |                |
| Pre-Planning         | Residence Inn San Jose Cupertino                                   | Residence Inn           | 180   |                     |                             |                         |             | Tantau Ave & Stevens Creek Blvd, Cupertino, CA 95014 |                      |                |
| Open                 | 40478 Best Western Plus Lamai Garden Inn & Best Western Plus       | Best Western Plus       | 52    | 476                 | 476                         | Feb-01                  |             | 1575 Tully Rd, San Jose, CA 95122-2459               | 1                    | (408) 929-8100 |
| Open                 | 15090 Clarion Inn Silicon Valley                                   | Clarion                 | 47    | 200                 | 200                         | Dec-89                  |             | 3200 Monterey Rd, San Jose, CA 95111-3316            | 1                    | (408) 972-2200 |
| Open                 | 198 Clarion Hotel San Jose Airport                                 | Clarion                 | 195   | 4,000               | 2,500                       | Sep-69                  |             | 1355 N 4th St, San Jose, CA 95112-4714               | 1                    | (408) 453-5340 |
| Open                 | 50422 Comfort Inn San Jose   | Comfort Inn             | 45    | 500                 | 500                         | May-03                  |             | 875 N 13th St, San Jose, CA 95112-1529               | 1                    | (408) 287-9380 |
| Open                 | 42870 Comfort Suites San Jose Airport                              | Comfort Suites          | 50    | 500                 | 500                         | Jul-02                  |             | 1510 N 1st St, San Jose, CA 95112-4822               | 1                    | (408) 392-9009 |
| Open                 | 2897 Fairfield Inn & Suites San Jose                               | Fairfield Inn           | 186   | 1,115               | 712                         | Jun-68                  |             | 1755 N 1st St, San Jose, CA 95112-4502               | 1                    | (408) 453-3133 |
| Open                 | 44276 Hampton Inn Suites San Jose                                  | Hampton Inn & Suites    | 80    | 1,200               | 1,050                       | Feb-02                  |             | 55 Old Tully Rd, San Jose, CA 95111-1910             | 1                    | (408) 296-7373 |
| Open                 | 32288 Holiday Inn Express & Suites International Airport           | Holiday Inn Express     | 126   | 2,640               | 832                         | Oct-95                  |             | 1350 N 4th St, San Jose, CA 95112-4713               | 1                    | (408) 467-1789 |
| Open                 | 33353 Holiday Inn Express San Jose Central                         | Holiday Inn Express     | 57    | 100                 | 100                         | Mar-97                  |             | 2660 Monterey Hwy, San Jose, CA 95111-3050           | 1                    | (408) 279-6600 |
| Open                 | 39368 Larkspur Landing Campbell                                    | Larkspur Landing        | 117   | 400                 | 400                         | Mar-00                  |             | 550 W Hamilton Ave, Campbell, CA 95008-0511          | 1                    | (408) 364-1514 |
| Open                 | 41254 TownePlace Suites San Jose Cupertino                         | TownePlace Suites       | 101   |                     |                             | Nov-00                  |             | 440 Saratoga Ave, San Jose, CA 95129-1332            | 1                    | (408) 984-5903 |
| Open                 | 53628 TownePlace Suites San Jose Campbell                          | TownePlace Suites       | 95    |                     |                             | Dec-05                  |             | 700 E Campbell Ave, Campbell, CA 95008-2104          | 1                    | (408) 370-4510 |
| Open                 | 23847 Best Western Airport Plaza                                   | Best Western            | 40    |                     |                             | Jun-87                  |             | 2118 The Alameda, San Jose, CA 95126-1140            | 1                    | (408) 243-2400 |
| Open                 | 2100 Ramada San Jose Convention Center                             | Ramada                  | 72    | 1,000               | 1,000                       | Jun-64                  |             | 455 S 2nd St, San Jose, CA 95113-2710                | 1                    | (408) 299-3500 |
| Open                 | 10396 Vagabond Inn San Jose  | Vagabond Inn            | 76    |                     |                             | Dec-68                  |             | 1488 N 1st St, San Jose, CA 95112-4818               | 1                    | (408) 453-8922 |
| Open                 | 21787 Americas Best Value Inn San Jose Con Americas Best Value Inn | Americas Best Value Inn | 26    |                     |                             | Feb-87                  |             | 1415 Monterey Rd, San Jose, CA 95110-3618            | 1                    | (408) 993-1711 |
| Open                 | 25363 Days Inn San Jose Convention Center                          | Days Inn                | 34    |                     |                             | Mar-84                  |             | 4170 Monterey Rd, San Jose, CA 95111-3627            | 1                    | (408) 224-4122 |
| Open                 | 36657 Days Inn San Jose Airport                                    | Days Inn                | 61    | 500                 | 500                         | Sep-99                  |             | 1280 N 4th St, San Jose, CA 95112-4711               | 1                    | (408) 437-9100 |
| Open                 | 8978 E-Z 8 San Jose #1   | E-Z 8                   | 81    |                     |                             | Jun-75                  |             | 1550 N 1st St, San Jose, CA 95112-4822               | 1                    | (408) 453-1830 |
| Open                 | 40972 Extended Stay America San Jose South                         | Extended Stay America   | 121   |                     |                             | Nov-00                  |             | 6199 San Ignacio Ave, San Jose, CA 95119-1389        | 1                    | (408) 226-4499 |
| Open                 | 40973 Extended Stay Deluxe San Jose South                          | Extended Stay Deluxe    | 98    |                     |                             | Dec-00                  |             | 6189 San Ignacio Ave, San Jose, CA 95119-1389        | 1                    | (408) 229-9188 |
| Open                 | 37301 Extended Stay Deluxe San Jose Downtown                       | Extended Stay Deluxe    | 138   |                     |                             | Jan-00                  |             | 55 E Brokaw Rd, San Jose, CA 95112-4202              | 1                    | (408) 453-3000 |
| Open                 | 35187 Homestead San Jose   | Homestead               | 153   |                     |                             | Apr-98                  |             | 1560 N 1st St, San Jose, CA 95112-4822               | 1                    | (408) 573-0648 |
| Open                 | 2101 Motel 6 San Jose Airport                                      | Motel 6                 | 75    | 650                 | 650                         | Jun-61                  |             | 1440 N 1st St, San Jose, CA 95112-4818               | 1                    | (408) 453-7750 |
| Open                 | 5892 Motel 6 San Jose Campbell                                     | Motel 6                 | 48    |                     |                             | Jun-85                  |             | 1240 Camden Ave, Campbell, CA 95008-6702             | 1                    | (408) 371-8870 |
| Open                 | 6332 Motel 6 San Jose South  | Motel 6                 | 202   |                     |                             | Oct-72                  |             | 2060 Fontaine Rd, San Jose, CA 95121-2131            | 1                    | (408) 270-3131 |
| Open                 | 7246 Motel 6 San Jose Convention Center                            | Motel 6                 | 65    |                     |                             | Jun-56                  |             | 1041 The Alameda, San Jose, CA 95126-3142            | 1                    | (408) 295-0159 |
| Open                 | 18244 Super 8 San Jose Airport Santa Clara                         | Super 8                 | 55    |                     |                             | Jun-80                  |             | 1860 The Alameda, San Jose, CA 95126-1781            | 1                    | (408) 293-9361 |
| Open                 | 11900 Closed Rodeway Inn San Jose                                  | Rodeway Inn             | 95    |                     |                             | Dec-94                  |             | 2112 Monterey Hwy, San Jose, CA 95112-6016           | 1                    |                |

## Exhibit H

# Tab 5 - Data by Property

Location: San Jose/Campbell Tract  
 Publication Date: May 02, 2012

| STR ID | Hotel Name                           | Brand | Rooms | Sq Ft Meeting Space | Sq Ft Largest Meeting Space | (Anticipated) Open Date | Date Closed | Address  | Country | Calling Code | Phone          |
|--------|--------------------------------------|-------|-------|---------------------|-----------------------------|-------------------------|-------------|--|---------|--------------|----------------|
| Open   | 3976 Executive Inn Airport           |       | 51    | 20,000              | 7,800                       | Jun-75                  |             | 1310 N 1st St, San Jose, CA 95112-4709           | 1       |              | (408) 453-1100 |
| Open   | 5764 San Jose Airport Garden Hotel   |       | 52    | 20,000              | 7,800                       | May-61                  |             | 1740 N 1st St, San Jose, CA 95112-4508           | 1       |              | (408) 793-3300 |
| Open   | 6310 Fontaine Inn                    |       | 54    | 10,000              | 3,425                       | Jun-85                  |             | 2460 Fontaine Rd, San Jose, CA 95121-2141        | 1       |              | (408) 270-7666 |
| Open   | 9708 The Sainte Claire               |       | 171   | 10,000              | 3,425                       | Jun-26                  |             | 302 S Market St, San Jose, CA 95113-2817         | 1       |              | (408) 295-2000 |
| Open   | 11682 Arena Hotel                    |       | 89    | 5,157               | 2,622                       | Jun-93                  |             | 817 The Alameda, San Jose, CA 95126-3156         | 1       |              | (408) 294-6500 |
| Open   | 13123 Summit Hotel                   |       | 208   | 5,157               | 2,622                       | Sep-90                  |             | 399 Silicon Valley Blvd, San Jose, CA 95138-1858 | 1       |              | (408) 972-7800 |
| Open   | 15085 Executive Inn                  |       | 25    | 2,415               | 1,275                       | Jun-87                  |             | 3930 Monterey Rd, San Jose, CA 95111-3402        | 1       |              | (408) 224-0319 |
| Open   | 15105 Hotel De Arza                  |       | 100   | 2,415               | 1,275                       | Jun-31                  |             | 233 W Santa Clara St, San Jose, CA 95113-1710    | 1       |              | (408) 286-1000 |
| Open   | 15369 Carlyle Hotel                  |       | 38    | 4,090               | 637                         | Nov-88                  |             | 1300 Camden Ave, Campbell, CA 95008-6702         | 1       |              | (408) 559-3600 |
| Open   | 15370 Prune Yard Plaza Hotel         |       | 171   | 4,090               | 637                         | Jun-89                  |             | 1955 S Bascom Ave, Campbell, CA 95008-2201       | 1       |              | (408) 559-4300 |
| Open   | 16650 Cupertino Inn                  |       | 125   | 1,720               | 760                         | Jun-87                  |             | 10889 N De Arza Blvd, Cupertino, CA 95014-6301   | 1       |              | (408) 559-7700 |
| Open   | 18236 Whitehouse Inn                 |       | 45    | 1,720               | 760                         | Jun-87                  |             | 3030 Monterey Hwy, San Jose, CA 95111-3203       | 1       |              | (408) 227-8400 |
| Open   | 18464 Alameda Motel                  |       | 21    | 1,000               | 1,000                       | Jun-65                  |             | 1050 The Alameda, San Jose, CA 95126-3141        | 1       |              | (408) 295-7201 |
| Open   | 18468 City Center Motel              |       | 43    | 1,000               | 1,000                       | Jun-65                  |             | 45 E Reed St, San Jose, CA 95112-5703            | 1       |              | (408) 998-5990 |
| Open   | 18469 Flamingo Motel                 |       | 23    | 1,000               | 1,000                       | Jun-65                  |             | 1084 The Alameda, San Jose, CA 95111-3203        | 1       |              | (408) 297-4115 |
| Open   | 18473 Capitol Hill Inn               |       | 29    | 1,000               | 1,000                       | Jun-65                  |             | 3382 Monterey Hwy, San Jose, CA 95111-3317       | 1       |              | (408) 972-0144 |
| Open   | 18474 Sands Motel                    |       | 21    | 1,000               | 1,000                       | Jun-65                  |             | 1787 Monterey Hwy, San Jose, CA 95112-6115       | 1       |              | (408) 293-6025 |
| Open   | 18477 Travelers Rest Motel           |       | 23    | 1,000               | 1,000                       | Jun-65                  |             | 1315 S 1st St, San Jose, CA 95110-3431           | 1       |              | (408) 297-2641 |
| Open   | 18479 White Way Motel                |       | 21    | 1,000               | 1,000                       | Jun-65                  |             | 1135 Oakland Rd, San Jose, CA 95112-1431         | 1       |              | (408) 293-2336 |
| Open   | 19519 Campbell Inn                   |       | 95    | 1,000               | 1,000                       | Jun-85                  |             | 675 E Campbell Ave, Campbell, CA 95008-2105      | 1       |              | (408) 374-4300 |
| Open   | 21215 Hotel Elan                     |       | 58    | 1,000               | 1,000                       | Aug-86                  |             | 1215 S 1st St, San Jose, CA 95110-3429           | 1       |              | (408) 280-5300 |
| Open   | 27073 Horizon Inn                    |       | 38    | 1,000               | 1,000                       | Jun-84                  |             | 1378 Oakland Rd, San Jose, CA 95112-1368         | 1       |              | (408) 437-0900 |
| Open   | 27074 Santa Clara Inn                |       | 30    | 1,000               | 1,000                       | Jun-84                  |             | 2188 The Alameda, San Jose, CA 95126-1144        | 1       |              | (408) 248-8300 |
| Open   | 28892 Valley Park Hotel              |       | 55    | 1,000               | 1,000                       | Jun-86                  |             | 2404 Stevens Creek Blvd, San Jose, CA 95128-1652 | 1       |              | (408) 293-5000 |
| Open   | 32191 Valley Inn                     |       | 26    | 1,000               | 1,000                       | Jun-86                  |             | 2155 The Alameda, San Jose, CA 95126-1146        | 1       |              | (408) 241-8500 |
| Open   | 41577 Bristol Luxury Hotel           |       | 47    | 1,000               | 750                         | Nov-00                  |             | 3341 S Bascom Ave, Campbell, CA 95008-7005       | 1       |              | (408) 559-3330 |
| Open   | 41991 Adlon Hotel                    |       | 56    | 250                 | 250                         | Jun-98                  |             | 1275 N 4th St, San Jose, CA 95112-4705           | 1       |              | (408) 282-1000 |
| Open   | 44014 Hotel Valencia Santana Row     |       | 212   | 3,804               | 2,268                       | Jul-03                  |             | 355 Santana Row, San Jose, CA 95128-2049         | 1       |              | (408) 551-0010 |
| Open   | 45116 Casahinda Motel                |       | 35    | 3,804               | 2,268                       | Jul-03                  |             | 1669 Monterey Hwy, San Jose, CA 95112-6113       | 1       |              | (408) 295-3890 |
| Open   | 46872 California Motel               |       | 28    | 3,804               | 2,268                       | Jul-03                  |             | 1706 S 1st St, San Jose, CA 95112-6114           | 1       |              | (408) 293-4922 |
| Open   | 50977 Palm Tree Inn Motel            |       | 26    | 3,804               | 2,268                       | Jul-03                  |             | 2724 Monterey Hwy, San Jose, CA 95110-3620       | 1       |              | (408) 227-9710 |
| Open   | 58727 3 A Motel                      |       | 21    | 3,804               | 2,268                       | Jul-03                  |             | 1525 Monterey Hwy, San Jose, CA 95110-3620       | 1       |              | (408) 295-1315 |
| Closed | 18465 Closed Bell Motel              |       | 22    | 3,804               | 2,268                       | Apr-02                  |             | 2165 The Alameda, San Jose, CA 95126-1146        | 1       |              |                |
| Closed | 18471 Closed Park View Motel         |       | 40    | 3,804               | 2,268                       | Jun-01                  |             | 1140 S 2nd St, San Jose, CA 95112-5997           | 1       |              |                |
| Closed | 19671 Closed Mother Olsons Inn       |       | 32    | 3,804               | 2,268                       | Jun-89                  |             | 72 N 5th St, San Jose, CA 95112-5400             | 1       |              |                |
| Closed | 19672 Closed Terry Hotel             |       | 59    | 3,804               | 2,268                       | Nov-90                  |             | 286 W San Carlos St, San Jose, CA 95130          | 1       |              |                |
| Closed | 42321 Closed San Jose Silicon Valley |       | 48    | 3,804               | 2,268                       | Dec-86                  |             | 1144 S 2nd St, San Jose, CA 95112                | 1       |              |                |
| Closed | 50544 Closed Plaza Hotel             |       | -     | 3,804               | 2,268                       | Nov-08                  |             | 96 S Almaden Ave, San Jose, CA 95113-2103        | 1       |              |                |
| Closed | 52727 Closed Hotel Montgomery        |       | -     | 3,804               | 2,268                       | Dec-86                  |             | 211 S 1st St, San Jose, CA 95113                 | 1       |              |                |

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## Options For Regulating Retail

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There are a number of ways that regulations can be built into the Specific Plan to control the size and quantity of retail development, eliminate the risk of too many small format stores, and the risk of a larger format store from being broken into a number of smaller shops. The exact details and language will be established as part of the Specific Plan document, and the following mechanisms or tools listed below will be considered. These tools may be used individually or in combination with one another.

1. Provide a total allowable commercial square footage cap
2. Provide a minimum and maximum square footage limit for building footprints
3. Provide a maximum percentage for each size range of building footprint (i.e. 20% max of retail footprints under 10,000sf)
4. Provide linear frontage limitations
5. Establish a “minor” and “major” review process for applicable tools
6. Establish criteria/findings to regulate future changes in use
7. Regulate through the Conditional Use Permit (CUP) process
8. Regulate through the Planned Unit Development (PUD) process

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# Generation Y and Empty Nester Design Summary

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## Gen Y

**Gen Y** – the generation born between 1981 - 1999 (13-31 years old). Now larger than the baby boomer generation.

Gen Y residential/neighborhood design focuses on the wants and needs of the 20–30 year old. There are numerous articles written about Gen Y and the ways that new development can attract this demographic. Below is a summary of key points of what Gen Y is looking for in their living spaces and neighborhoods:

- Smaller household sizes (more married couples without kids, more people living alone, and more single parents)
- Smaller units of 800 sf – 1,200 sf
- Affordable studio units with ample common areas for socializing
- Denser neighborhoods - These generations are more ethnically diverse and are more comfortable in more dense housing alternatives
- Urban/infill locations as they seek more activity and a sense of place
- Lifestyle amenities nearby: large coffee shops like Kreuzberg or Starbucks, entertainment, music, technology, theaters, restaurants, shopping, parks, nightlife, wine bar
- Cultural activities
- Walkable distance to services, activities, jobs, and transit
- Lively and vibrant neighborhood
- Amenities within living complex: common gathering areas, clubhouse, barbecue area, common gardens, fitness center, pool, hot tub, tanning beds, wine bar
- Safe
- Affordable
- Stairs are acceptable as opposed to elevators
- Architectural Design: flexible spaces (rooms that can be utilized for office, entertainment, or sleeping) authentic, tall ceilings, environmentally friendly design elements, sunny protected plaza spaces, modern design elements, Technologically advanced, environmentally efficient

# Generation Y and Empty Nester Design Summary

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## Baby Boomers

**Baby Boomers** – the generation born between 1946 - 1964 (48-66 years old).

Residential design focused on attracting the 'empty nester' or move-down residential is a current trend for new development. The baby boomer generation is diverse and no one product type will suit their needs. Evidence suggests that as baby boomer households mature, a greater number of them will be interested in more housing options that are oriented towards smart growth principles (a North 40 guiding principle in the 2020 General Plan). The trends suggest that baby boomers want:

- Smart Growth developments in the suburbs. Despite speculation that a large number of maturing baby boomers will return to urban areas when they reach retirement age, the data suggests that only 11 percent of retirement-aged suburbanites have moved back to central cities. There is a greater tendency for baby boomers that are interested in being close to urban amenities to stay in the suburbs so there will be demand for Smart Growth developments in the suburban communities.
- Larger units ranging from 1,500 sf to over 2,000 sf
- Luxury move-down units (quality smaller units)
- Elimination of stairs
- Low-maintenance balconies/terraces instead of yards
- Places where baby boomers can meet new friends have a social life, live healthier, be close to essential services, and have low-maintenance housing. In a traditional retirement setting, the community center serves this purpose. In a smart growth setting, a plaza, coffee shop, or bookstore will satisfy more sophisticated interests.
- Walkable neighborhoods with public transit
- Affordable housing and services
- Access to quality health care
- Opportunities for continuing education, culture, and an active lifestyle
- Access to passive open space and trails

## How does design attract Gen Y and Baby Boomers instead of families?

There is an art to designing residential products to target certain generations. The desirable design characteristics are ever-evolving. Some current trends include:

- Size and design of units (attached vs. detached units; yard vs. patio/terrace, finishes, stair design)
- Common amenities within complex (tot lots vs. wine bar)
- Amenities in the locale (nightlife, personal service and recreation vs. schools, parks and grocery)

## California School Financing

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### **How are Schools in California Funded?**

This memo provides general information regarding State school funding in California. The majority of the following information is from a FAQ from the Irvine School District. Since the early 1970s, most school districts have received their general purpose funding under the "Revenue Limit" formula. The Revenue Limit is essentially calculated by taking a set amount of dollars per student – as determined by the state of California – and multiplying that figure by each district's Average Daily Attendance (ADA). To keep pace with rising costs, the per-pupil figure is usually increased from one year to the next based on the state-calculated Cost of Living Adjustment (COLA). However COLA adjustments do not always occur. The state then adds and subtracts funding called "revenue limit adjustments." The sum of the total base revenue limit and all revenue limit adjustments is the revenue limit entitlement. The revenue limit entitlement is a total funding level for the district. From the revenue limit entitlement, the state subtracts the district's share of local property tax revenues to determine the amount of state aid.

Some districts have more local property tax revenues than their entitlement and do not receive any state aid. These districts are commonly labeled "basic aid" or "excess tax" districts. Excess tax districts keep the excess property taxes and may spend them for any purpose. Los Gatos Union School District and Los Gatos – Saratoga Union High School Districts are classified as Basic Aid.

### **What is Basic Aid?**

Basic Aid, also known as "local funding," essentially occurs when the local property tax revenue in a district exceeds the total general purpose funding that the state would have provided. In other words, there's no need to factor in any state aid because the property taxes alone surpass the minimum funding level established by the state. This doesn't have any impact on taxpayers or specific programs, but it changes the way that dollars are routed, as well as the amount. By definition, Basic Aid districts receive funding above and beyond their calculated Revenue Limit.

### **What are the advantages of being a Basic Aid district?**

The upside to Basic Aid is that a district can receive funding in excess of its state-calculated Revenue Limit, and growing property taxes generally translate into more revenue.

### **What is the downside to becoming a Basic Aid district?**

The downside is that property taxes don't always go up, so a Basic Aid district might see its revenues flatten out or drop while its neighbors are getting Cost of Living increases from the state. And, unlike their Revenue Limit counterparts, there are no safeguards in place to limit the potential drop from one year to the next, so it's critical to operate with higher reserves.

## California School Financing

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### **Other Funding Sources:**

School districts have a variety of additional funding mechanisms available to them to pay for the financing of school construction, including local general obligation bonds, local Mello-Roos bonds, developer fees, and state funding.

Senate Bill 50 (SB50) "Schools Facilities Act" authorized school districts to levy statutory developer fees for new development at a per square foot rate established by the State. Developer fees are charged by school districts on new residential and commercial construction to help offset the costs of the new school construction. The revenue from the fees can be used for capital expenditures, such as the construction or reconstruction of school facilities, but not annual operating costs.

### **Implications for the North 40 Property:**

The majority of the North 40 property is agriculture and is most likely assessed at a lower rate than developed property. The sale and development of the property could significantly increase the annual property tax revenue that is paid to the schools. Additionally, the development of the property would result in payment of one time impact fees as set by each School District

## Neighborhood Characteristics

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In recent years, a number of neighborhood design theories, including Traditional Neighborhood Design and Smart Growth, have gained traction among planners, elected officials and consumers. While there are subtle differences between these theories, they all share a common goal to create desirable neighborhoods within sustainable and livable communities. The following is a list of characteristics necessary for designing great neighborhoods:

- A discernible center such as a public square or main street bordered by shops, restaurants, civic buildings and/or residences above (vertical mixed use)
- A residential cluster around common areas or pocket parks which act as nodes within a residential neighborhood
- The greatest intensity of development centrally located and within walking distance from the residential neighborhood
- Stores with a large enough variety of retail goods to meet residents' needs
- A variety of dwelling types
- Higher density residential located closer to the commercial core and gradually decreasing as it gets further away from the central commercial area
- Residential area located away from uses and activity areas that generate noise, fumes, odors, etc.
- A discernible edge where one neighborhood ends and another neighborhood or natural feature begins
- Residential area compact in nature so residents can walk; a pedestrian friendly environment
- Residential area located within walking distance of an elementary school and/or parks
- Residential area organized by small blocks with grid street network to disperse traffic
- Narrower streets with on-street parking
- Generous sidewalks and broad planter strips with trees
- A variety of public transportation choices
- Reduced building setbacks to create a stronger sense of place
- Minimized impacts of garages and parking lots

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## Demand from Major Employers

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It is assumed that the primary source of demand for retail services and restaurants on the North 40 would be nearby firms or organizations with high employment numbers. Table 2 excerpted from the 2011 Market Study and Business Opportunities Assessment lists major private- and public- sector employers located within the Market Area in order to distance from the subject site.

Medical centers account for a significant share of employment in the project vicinity. Good Samaritan Hospital, Columbia Health Care/Mission Oaks Hospital, and El Camino Hospital Los Gatos are all within a two-five minute driving radius from the N40. Collectively, this constellation of core health care providers employs over 4,500 people. Taking in to consideration the clusters of medical offices and labs that agglomerate around each hospital, health care is a major economic contributor in Los Gatos and will be an important user group to consider when selecting uses for the N40.

The North 40 is ideally situated to serve Good Samaritan, Mission Oaks, and El Camino's Los Gatos campus. Most employees would have a short drive time or are within walking distance of the site. Because they tend to not venture further than a five-ten minute driving radius of their facilities, the N40 poses an opportunity to meet their needs and keep them local when they are making dining and basic service choices.

Interviews with Human Resource representatives with these employers indicate that while all of these facilities include cafeterias, employees still leave their place of business for lunch and/or dinner depending on their shifts. General data provided by these employers suggest that approximately 85% of employees seek alternative eating venues and typically head to the Prune Yard in Campbell, Almaden Shopping Center in San Jose, or the Subway and Panera Bread establishments in Los Gatos on Los Gatos Boulevard. In terms of basic services, employees have expressed needs for day care facilities and general services such as dry cleaning, banking, florists, personal services and the like within closer proximity. At one time there was a child care facility on-site, but that was relocated to another site on Blossom Hill and Belgatos.

Without more time to issue a comprehensive survey of this employment base, all of the HR representatives did feel that if there were dining and basic service options closer to their facilities, that their employees would make the choice to stay in Los Gatos as opposed to seeking those options in Campbell or San Jose.

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