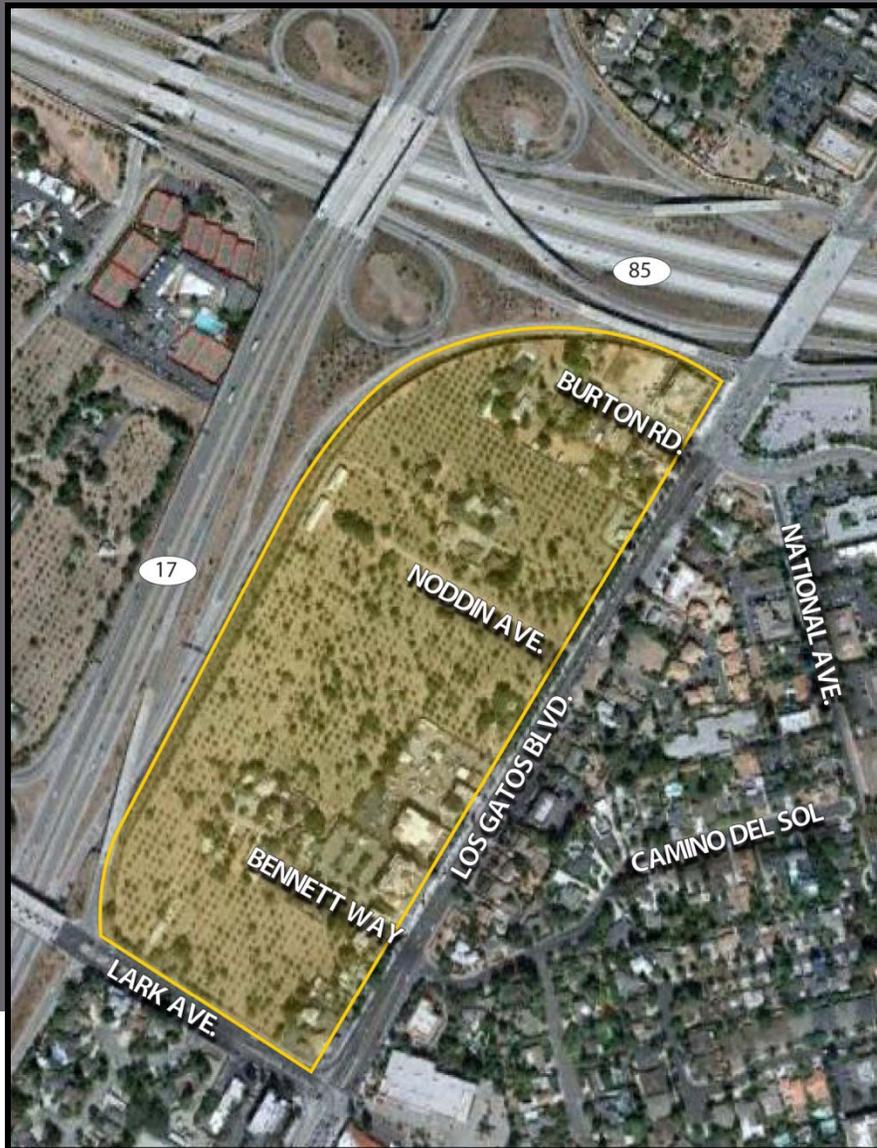


# NORTH 40 SPECIFIC PLAN



Advisory  
Committee  
May 19, 2011



# INTRODUCTIONS

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- ▶ Welcome
- ▶ Team Introductions
- ▶ Grosvenor Introductions



# PURPOSE OF MEETING

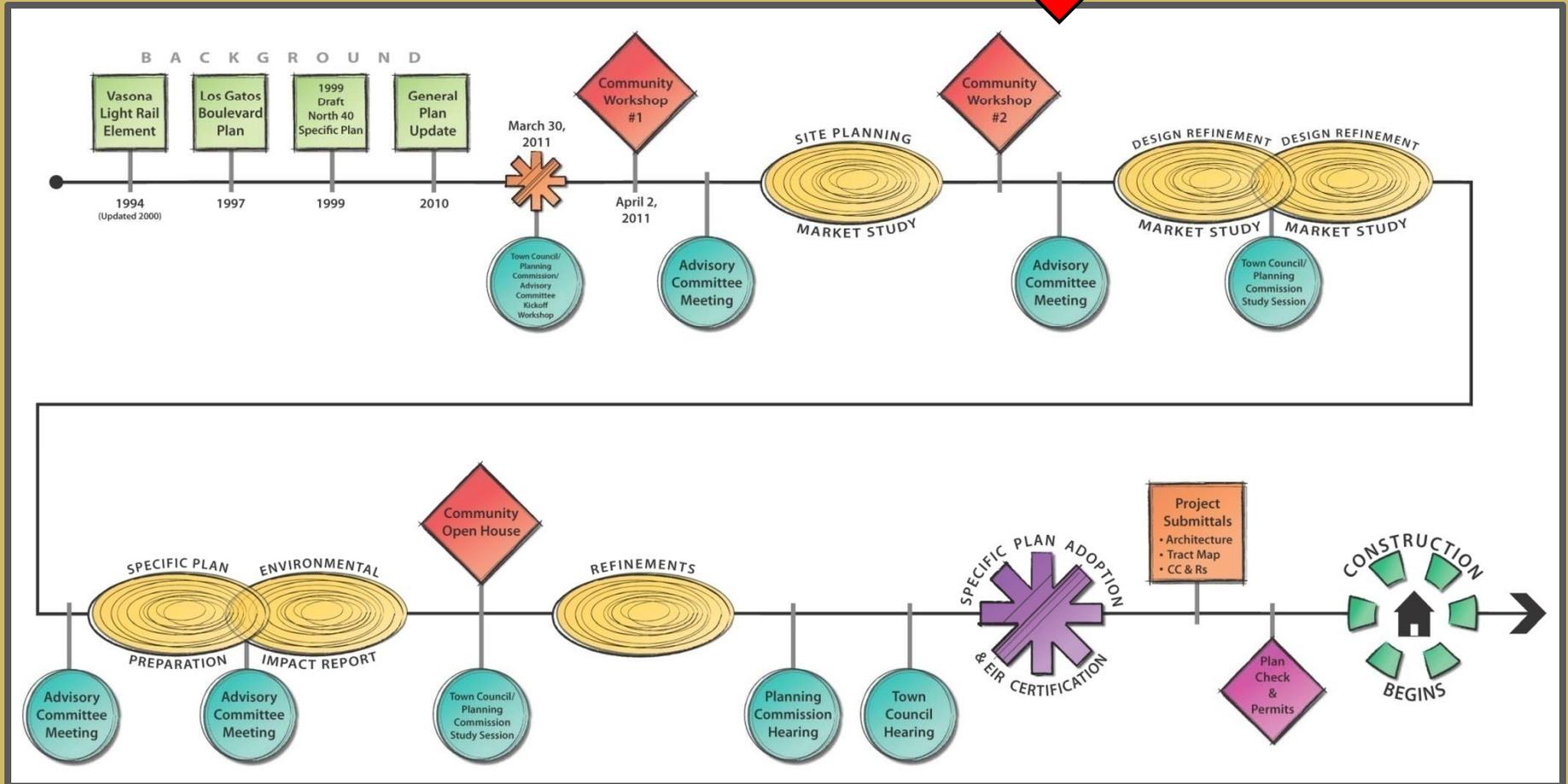
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- ▶ Background
  - General Plan - North 40 Principles
  - Specific Plan
  - Los Gatos Boulevard Plan
  
- ▶ Economics/Market Study
  
- ▶ Concept Plan
  - Presentation
  - Feedback
  
- ▶ Visual Preference Survey
  - Public spaces
  - Architectural styles
  - Building form and massing
  
- ▶ Community Workshop #2 Results



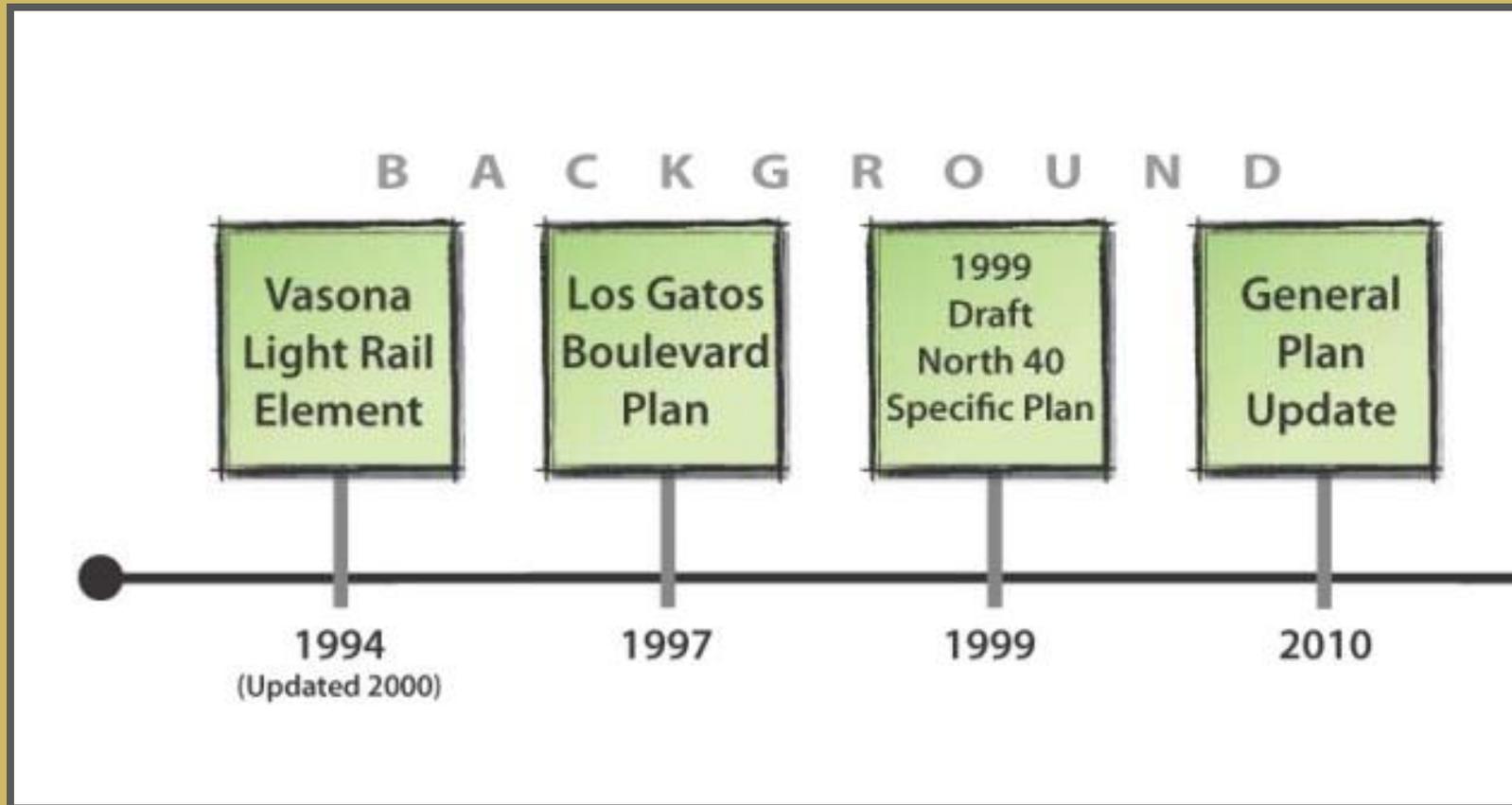
# PROJECT PROCESS

**YOU ARE  
HERE!**

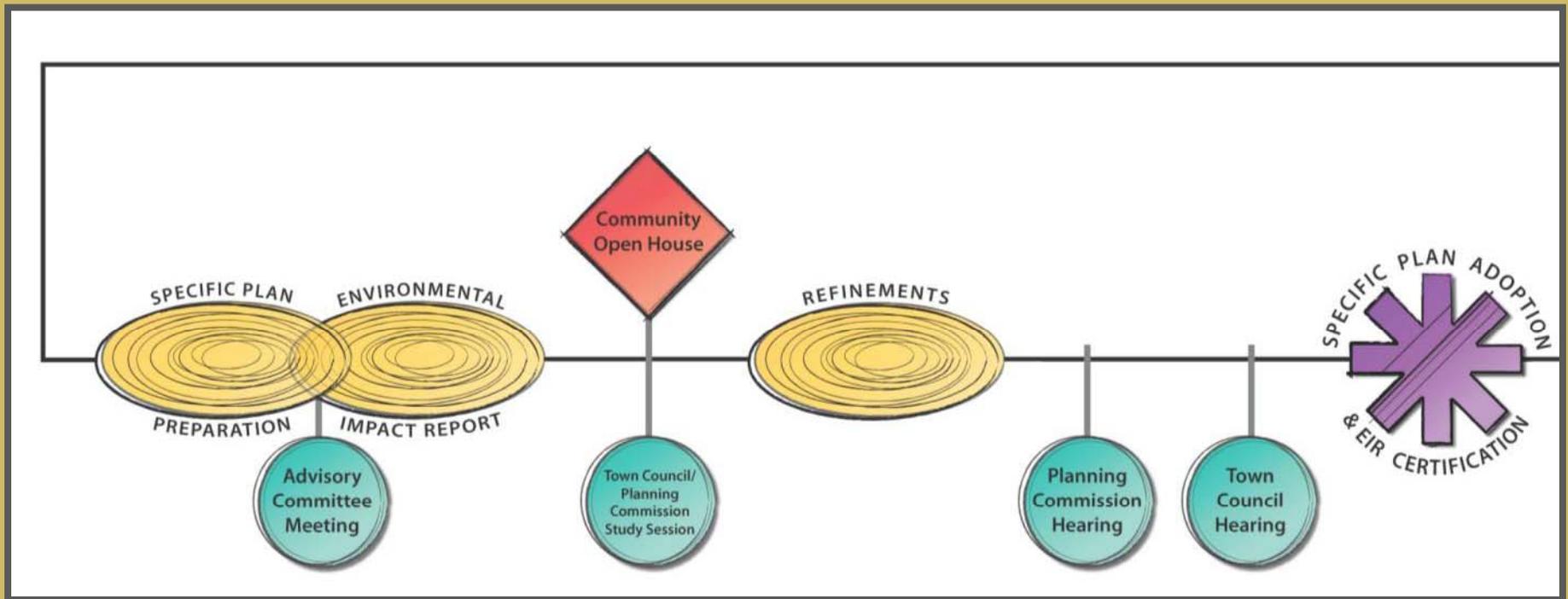


# PROJECT PROCESS

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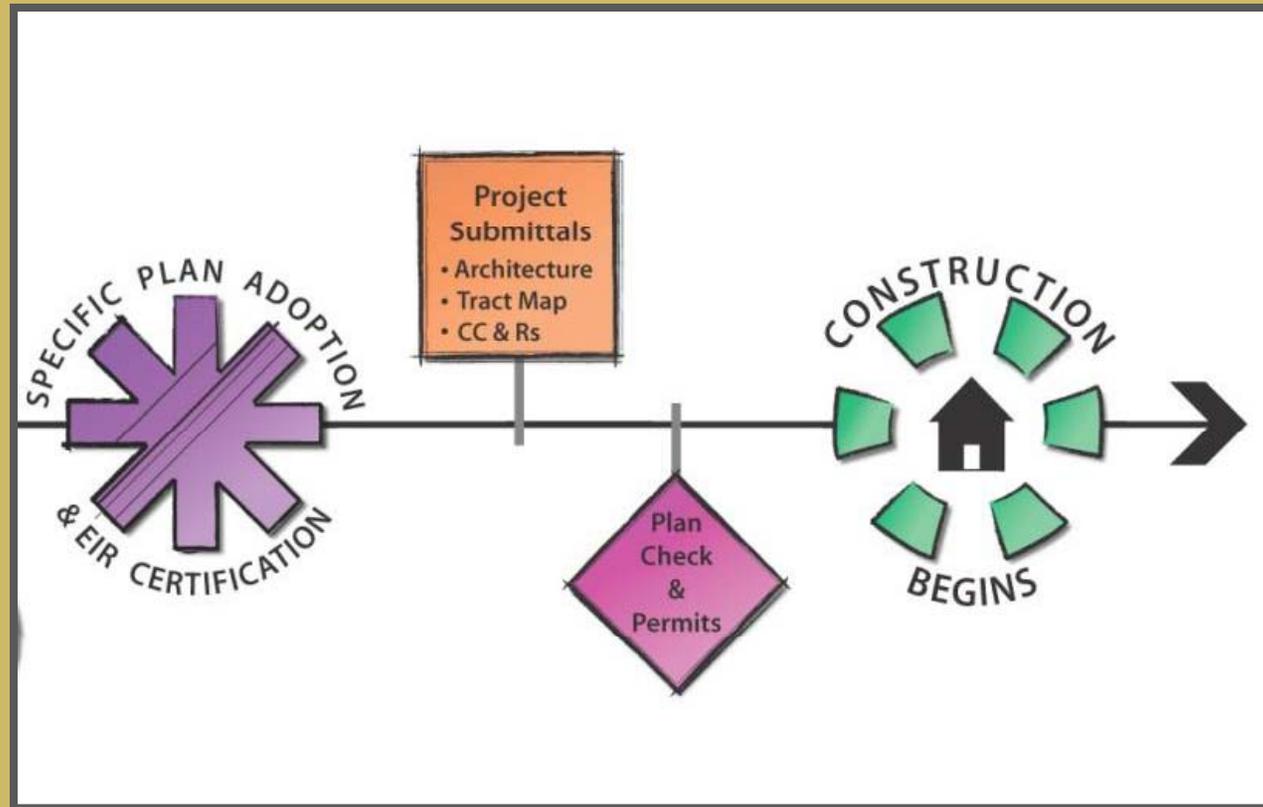


# PROJECT PROCESS



# PROJECT PROCESS

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# GENERAL PLAN - NORTH 40 PRINCIPLES

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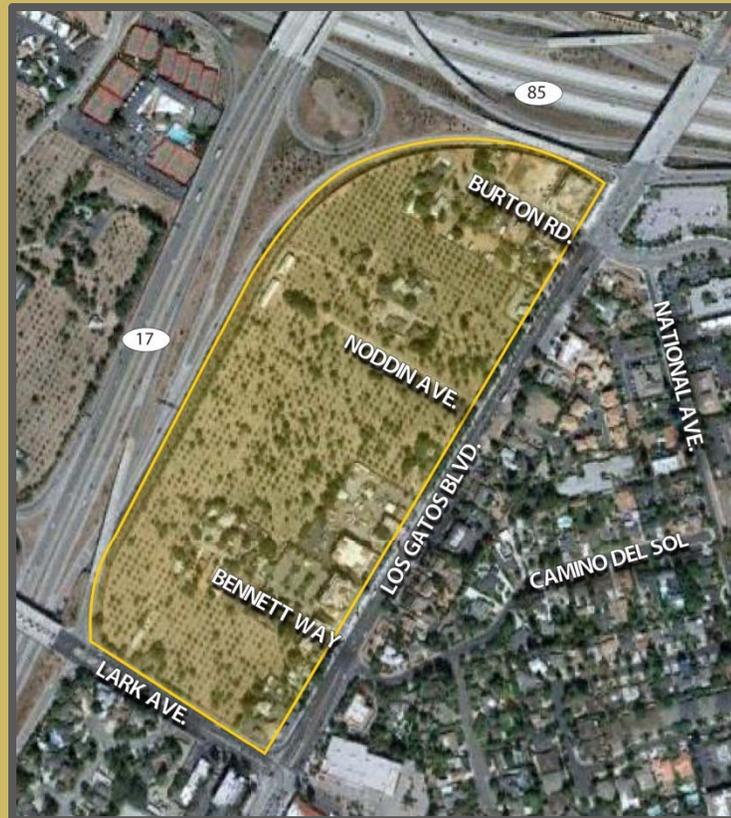
- ▶ Mixture of uses - complement the Downtown
- ▶ Sustainable and “smart” development practices
- ▶ Include public gathering spaces
- ▶ Provide variety of residential types including a minimum of 20% meeting affordability requirements
- ▶ Include high-quality architecture and design
- ▶ Reflect the rural and agricultural history
- ▶ Provide pedestrian-oriented buildings
- ▶ Minimal parking oriented to the street
- ▶ Utilize grade change across the site
- ▶ Include connections to existing intersections and reciprocal access
- ▶ Gateway or landmark features at Los Gatos Boulevard and Lark Avenue and Highway 85 off-ramp
- ▶ Fully connected street network
- ▶ Encourage walking
- ▶ Provide a vegetative buffer and screening along Highway 17 and 85
- ▶ Preserve Town character and views



# SPECIFIC PLAN

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- ▶ Private Property
- ▶ Town Process



# MARKET STUDY & BUSINESS DEVELOPMENT STRATEGY

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- ▶ BAE Urban Economics is preparing a market study & business development strategy in support of North 40 Specific Plan
- ▶ Today, we present market trends and preliminary findings of opportunities:
  - ▶ Retail
  - ▶ Office
  - ▶ Hotel and meeting facilities
- ▶ At this stage, this data is intended to serve as background information only - no specific development programs are recommended



# RETAIL OVERVIEW

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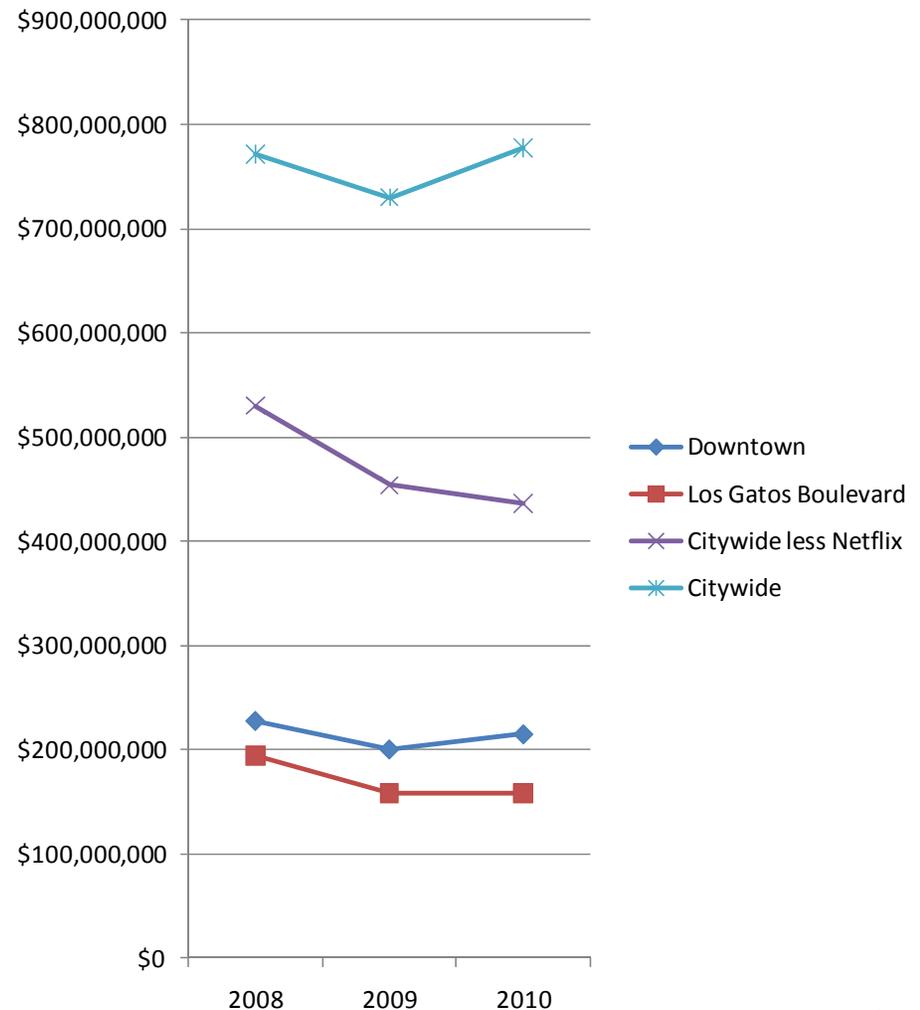
- ▶ BAE is completing a retail “leakage” analysis
- ▶ Questions addressed by leakage analysis:
  - ▶ What is the difference between actual and potential retail sales in an area?
  - ▶ How well are the retail needs of residents being met locally?
  - ▶ What are the strengths and weaknesses of the local retail sector?
  - ▶ Is there unmet demand and opportunity for new retail types in the area?
  - ▶ Are shoppers being attracted from outside the area?
- ▶ Retail leakage occurs when resident expenditures are higher than local sales, indicating potential support for additional retail space
- ▶ However, the presence of strong competitors in nearby communities may limit the ability of an area to “recapture” sales leakages



# RETAIL OVERVIEW

- ▶ After a decline in 2009, overall taxable sales rebounded in 2010 to \$777 million
- ▶ Town receives 1% of this amount, or approximately \$7.8 million
- ▶ However, this rebound was largely due to gains at Netflix
- ▶ In 2010, 44% of sales tax in the Town came from Netflix – up from 31% in 2008
- ▶ Sales for Los Gatos Blvd. & Downtown have stabilized or rebounded slightly

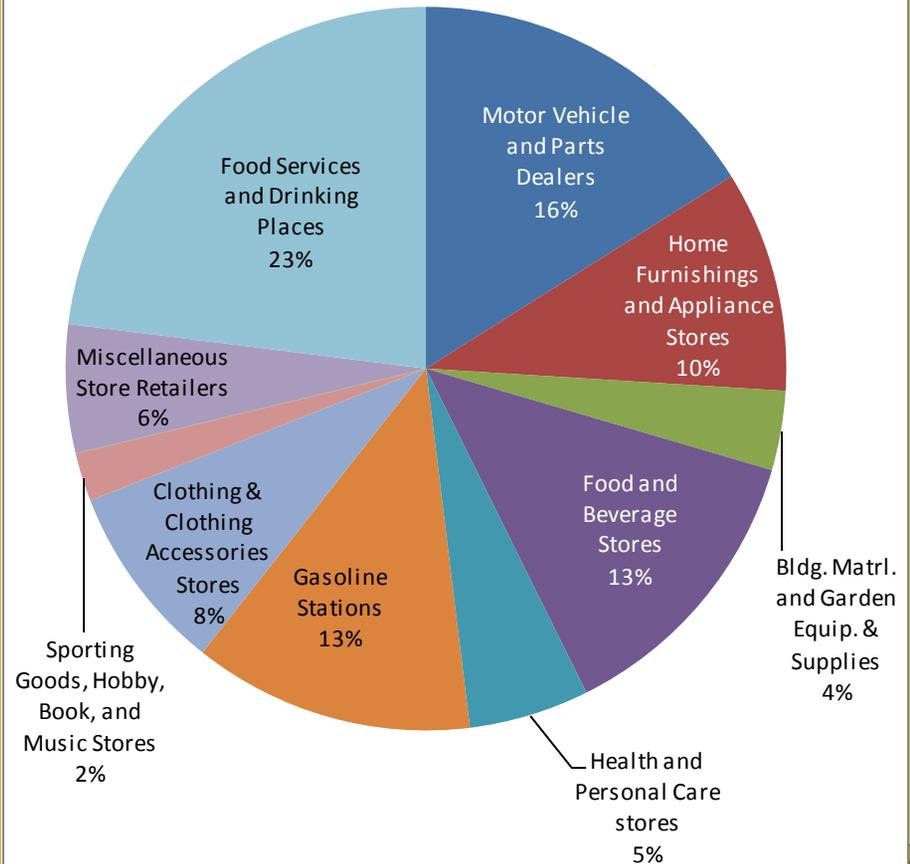
Los Gatos Taxable Sales Trends, 2008-2010



# RETAIL OVERVIEW

- ▶ Los Gatos has a broad mix of retail types
- ▶ Compared to County, restaurant and food stores are especially strong sales tax generators
- ▶ Even in decline, the automotive sector generates a substantial proportion of taxable sales
- ▶ No sales are generated in stores classified as general merchandise (e.g., Target, Macy's, Costco)
- ▶ This chart excludes Netflix and other non-retail sales tax generators

## Los Gatos Taxable Retail Sales by Category, 2010

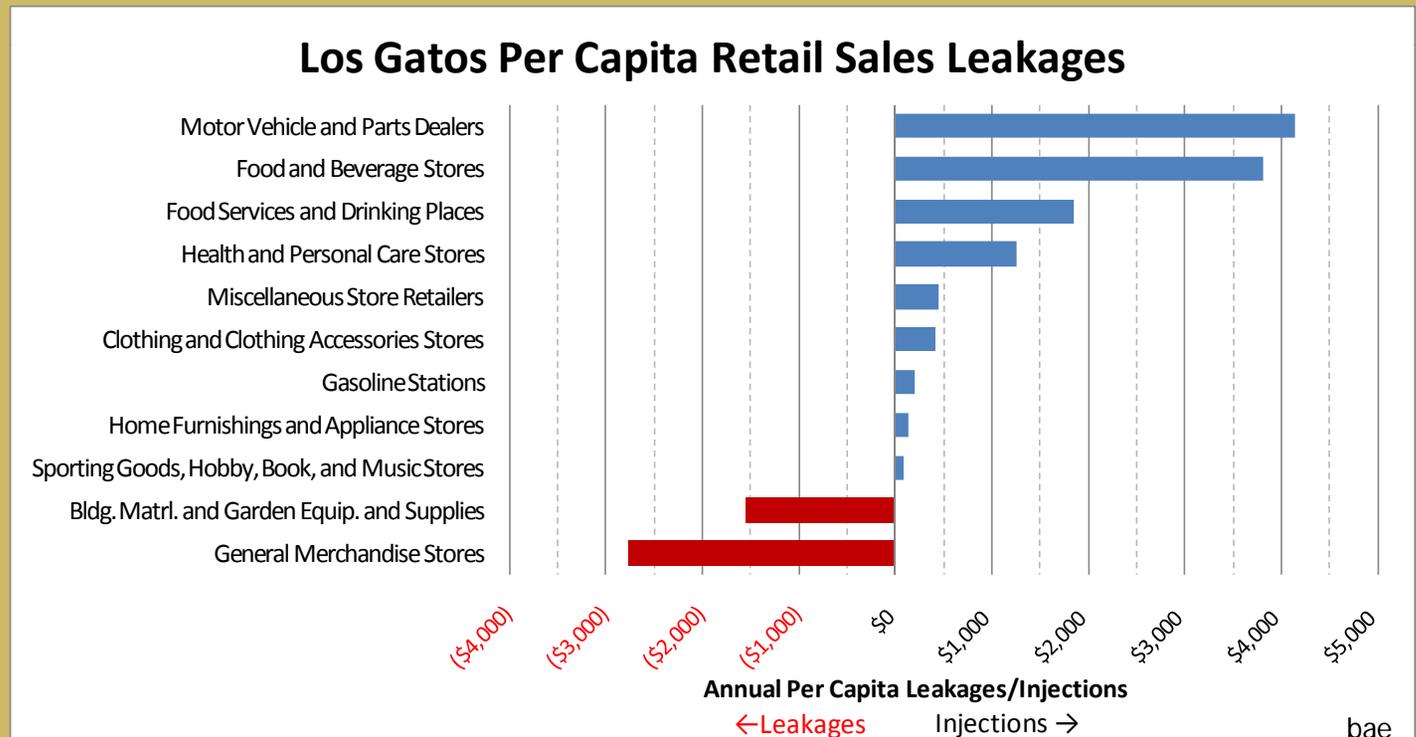


bae



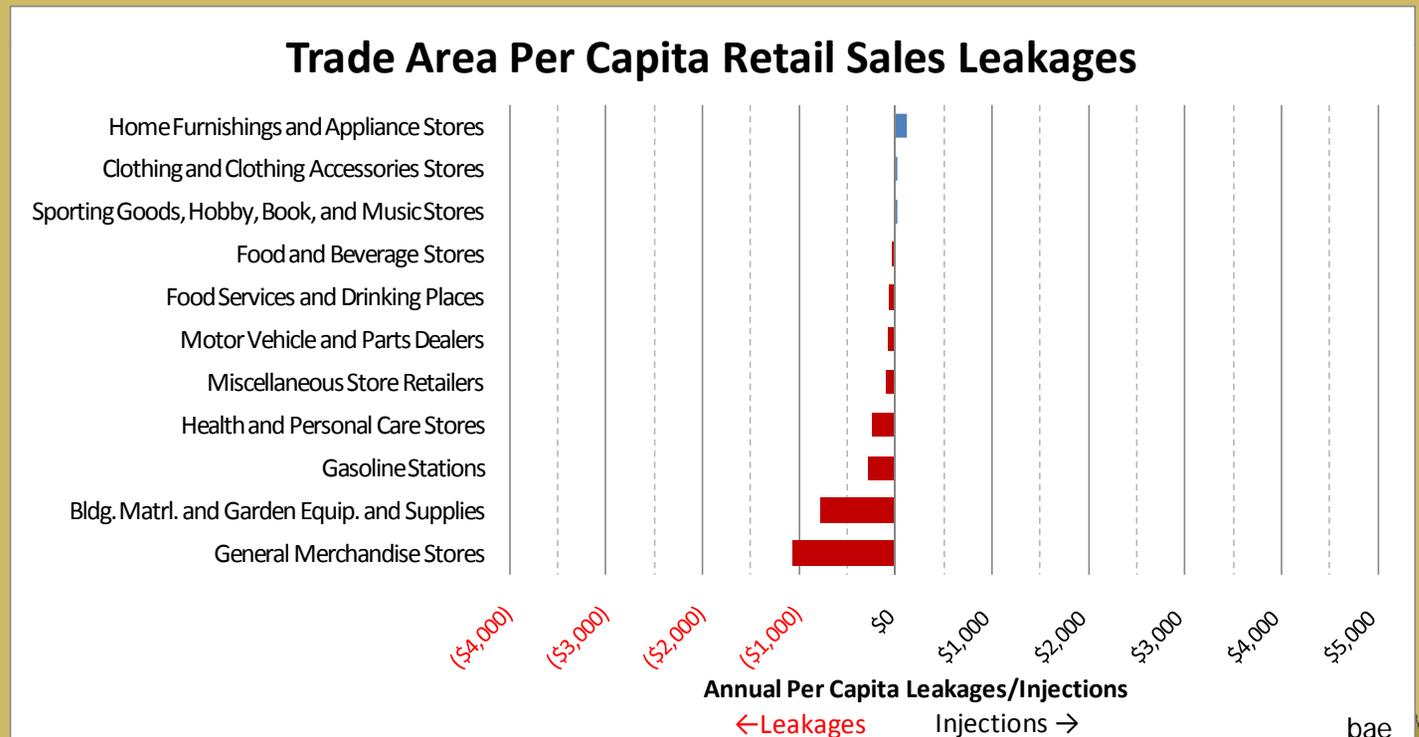
# RETAIL OVERVIEW

- ▶ Town is a strong retail attractor for automotive, grocery stores, and restaurants
- ▶ Los Gatos residents are going to building materials/hardware and general merchandise stores outside the town (limited options in town, especially in general merchandise category)



# RETAIL OVERVIEW

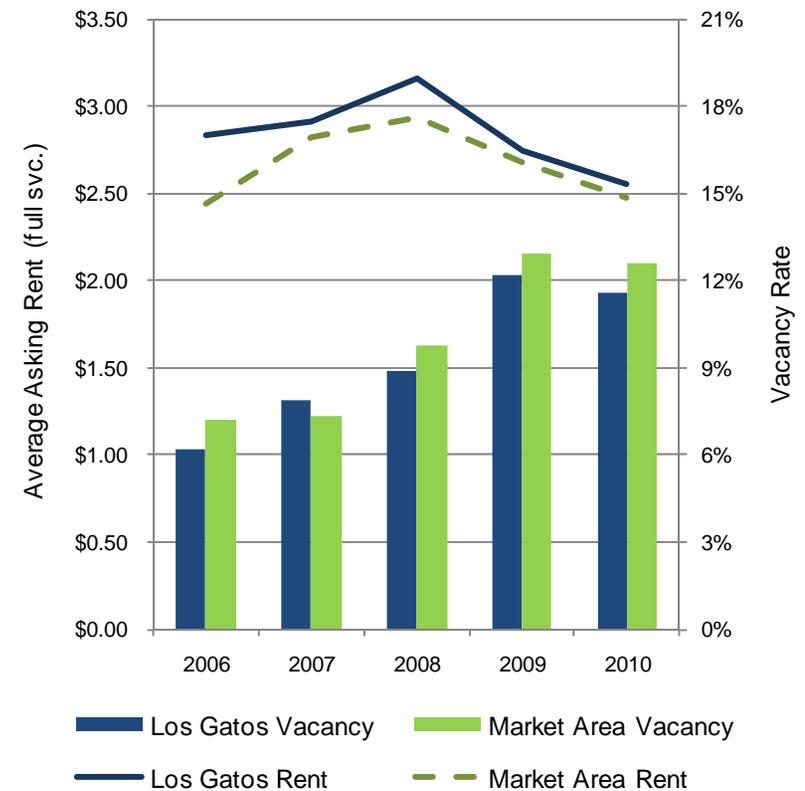
- ▶ In comparison to Los Gatos, retail sales in the 10-minute drive Trade Area are more in balance with demand
- ▶ Trade Area showing some leakages for building materials and general merchandise



# OFFICE OVERVIEW

- ▶ 1.4 M sq. ft. in Los Gatos, 12% of West Valley Market Area
- ▶ 11% vacancy rate (4Q10), outperforms region
- ▶ Asking rents above-average in good times, converged towards average during last downturn
- ▶ Market support in West Valley for 700,000 - 900,000 SF
  - ▶ N40 @ 10% Capture: 70,000-90,000 SF
  - ▶ N40 @ 20% Capture: 140,000-180,000 SF
- ▶ Target markets: end user, multitenant space for start-ups and growing firms, medical office

**Los Gatos Asking Rents and Vacancy vs. Market Area, 2005-2010**

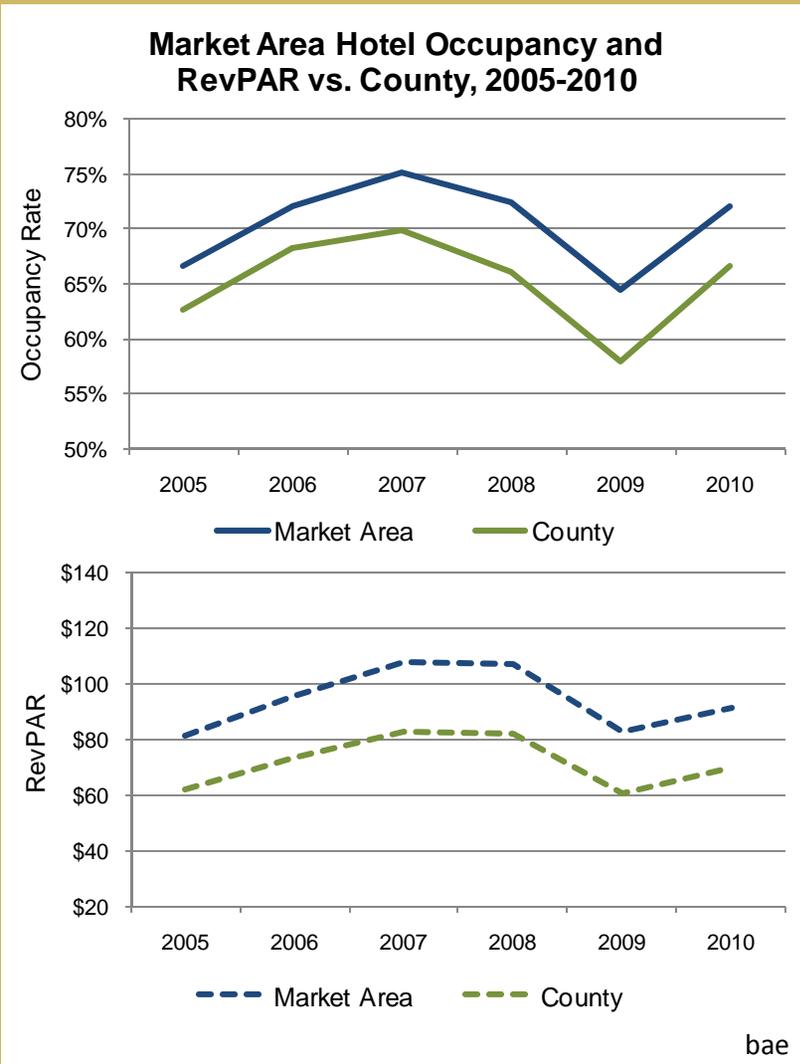


bae



# HOTEL/LODGING OVERVIEW

- ▶ Los Gatos Market Area has performed better than County, even during downturn
- ▶ Strong occupancy
- ▶ Strong revenue
- ▶ Main sources of demand:
  - ▶ Business travelers drawn by Downtown amenities
  - ▶ Weekend leisure travel
  - ▶ Wedding parties



bae



# MEETING FACILITIES OVERVIEW

---

- ▶ Existing facilities
  - ▶ Limited capacity
  - ▶ Not suitable for corporate events/meetings
  
- ▶ Potential demand for new facilities
  - ▶ Room for 200+ people
  - ▶ Breakout space
  - ▶ State-of-the-art integrated A/V technology



# HOTEL/MEETING OPPORTUNITIES

---

- ▶ North 40 site offers a great setting and high visibility
- ▶ Luxury hotel brands missing from Silicon Valley
- ▶ Boutique hotel operators looking to expand in high-performing market
- ▶ State-of-the-art business conference facility for 200+ people



# WE HEARD YOU!

## SUGGESTIONS INTEGRATED INTO THE DRAFT PLAN

---

Collective desire for a pedestrian-oriented environment.

Many participant suggestions support this goal:

- 1) Create a variety of open spaces (range from public gathering spaces to lanes and paseos)
- 2) Provide a variety of uses
- 3) Scale down at the edges; preserve view corridors; create a buffer to the freeway.
- 4) Reflect the property's history as an orchard in the landscape or other features
- 5) Provide multiple smaller parking fields; plan for hidden parking
- 6) Support of the arts; provide event or other venues
- 7) Provide sustainable and “smart” development practices
- 8) Embrace eclectic architecture; 360 design (Visual preference survey)



# VISION

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When describing the future North 40, these words come to mind and a Vision for the community begins to emerge.

sustainable quality  
smart innovative  
vibrant outdoors  
slow down

This vision informs our design ...



# FOOD

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- Promote locally grown & produced foods
- Dining and café choices



# HEALTH

- Wellness through lifestyle
- Activities and opportunities
- Access to gear



# FUN

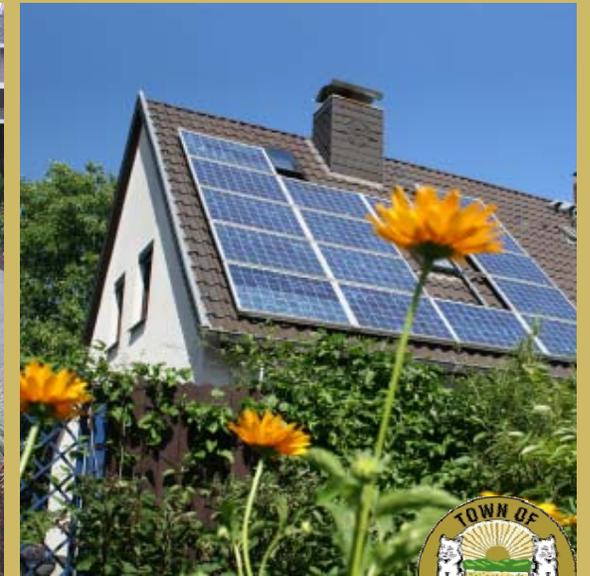
- A significant component of well being



# SUSTAINABILITY

A model community for our collective future:

- Utilize “infill” parcel, one that’s surrounded by community
- Green building principles
- Green landscape principles



# EXISTING CONDITIONS



# GOAL: PEDESTRIAN ORIENTED

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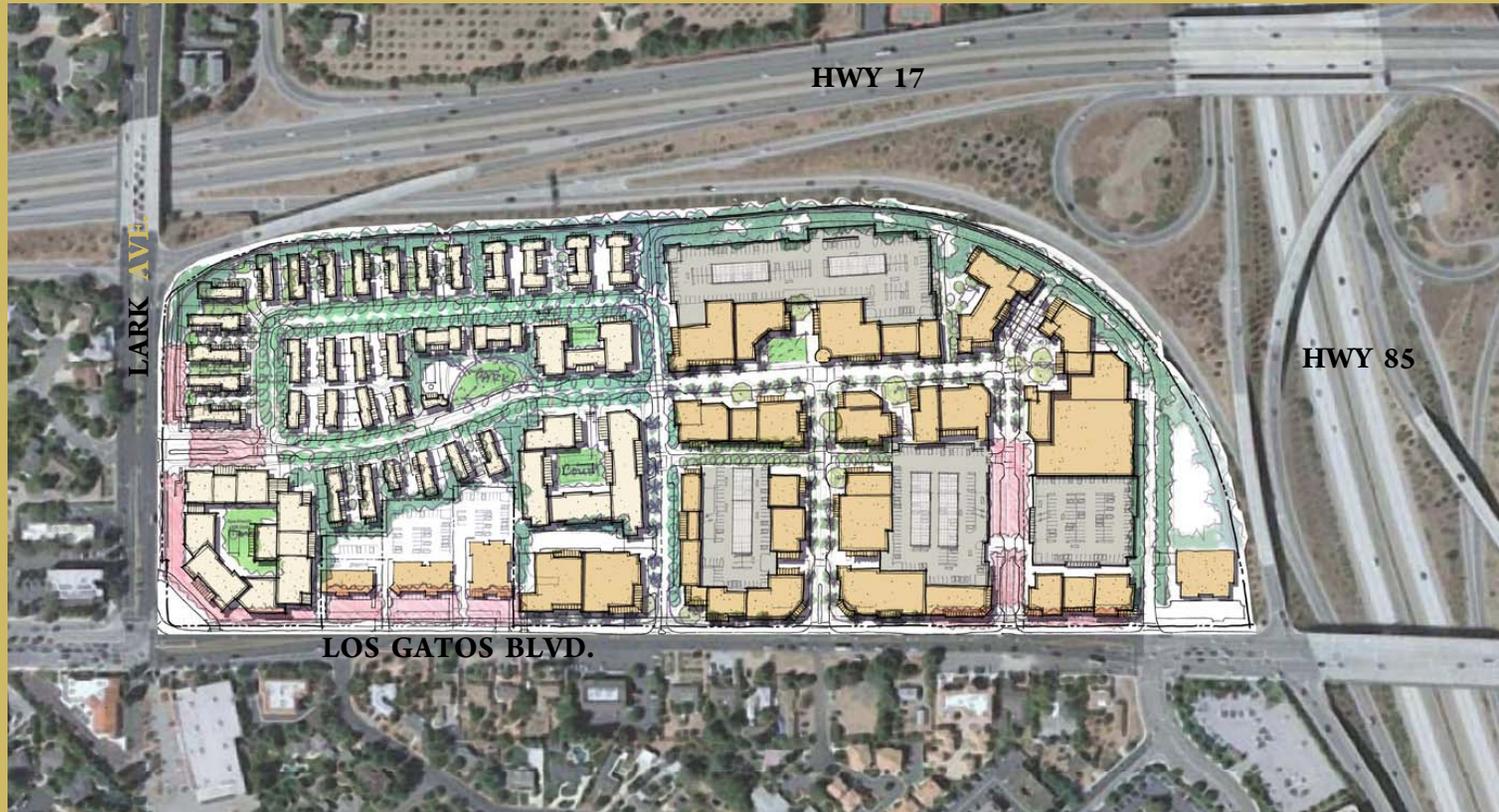
What design principles promote pedestrian activity?

- Sidewalks sized for strolling, outdoor dining, and shopping
- Landscaping and street furniture create buffers to moving traffic
- Active storefronts at sidewalks
- Outdoor seating and dining
- Quality, 360 building design and materials – Well-articulated facades at a human scale with a variety of colors and textures



# GOAL: WALKABLE DISTRICT

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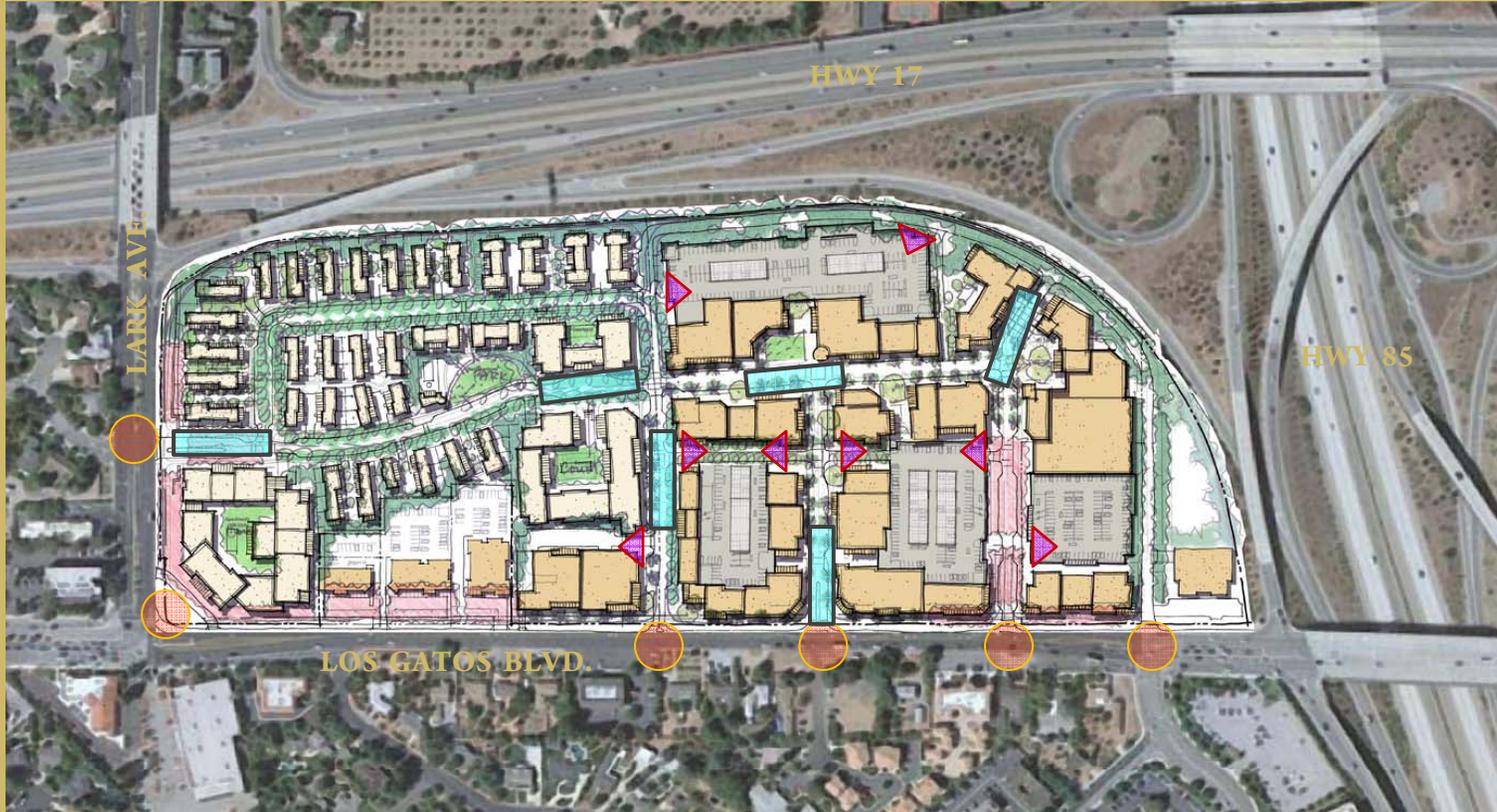


- Mixed uses toward the north, residential at the south
- Simple, clear circulation, a T-plan with curved and linear streets
- The heart of the district
- Vistas and axes terminate in key views
- Implemented over time

DISTRICT PLAN



# GOAL: WALKABLE DISTRICT

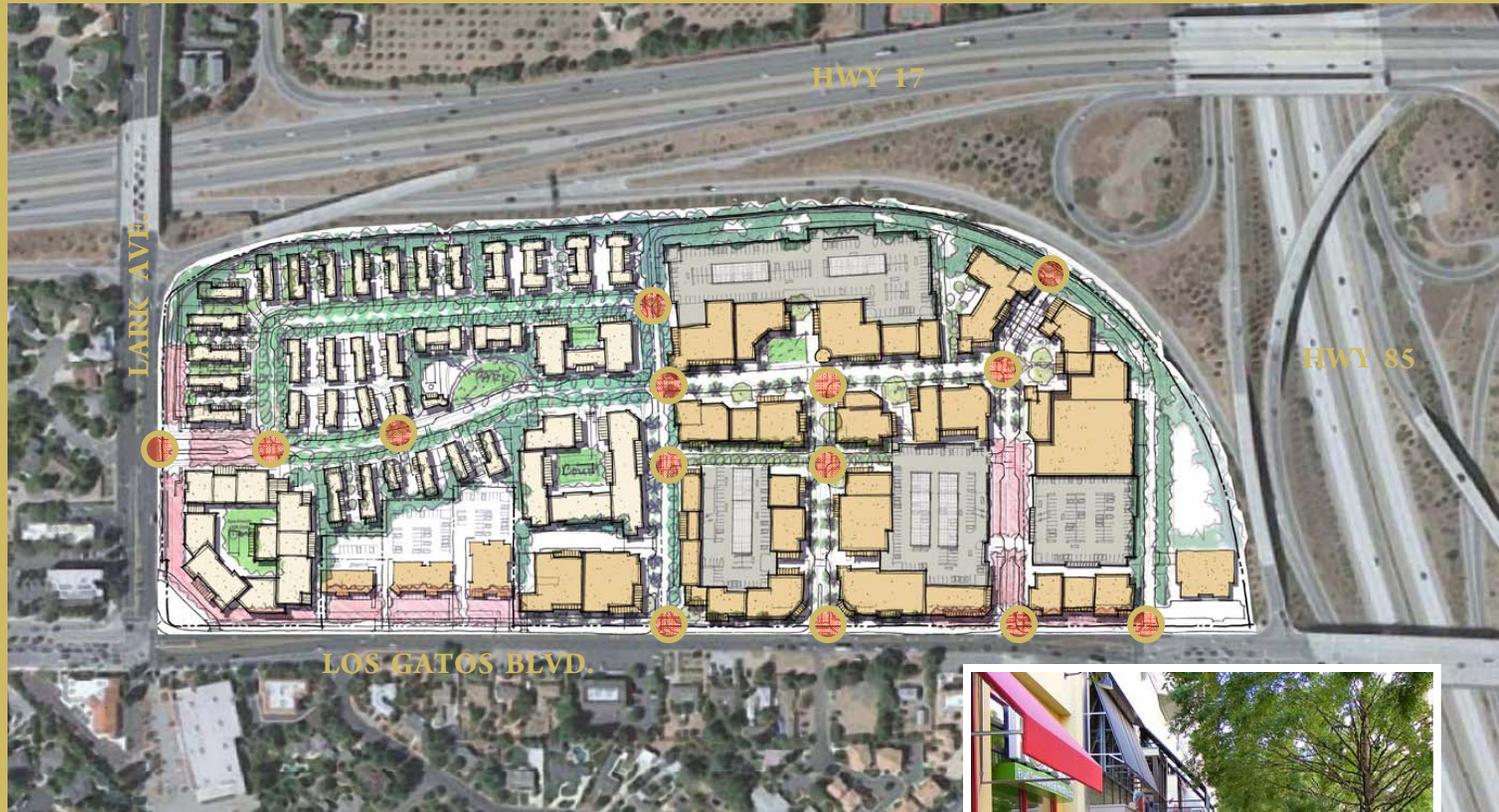


DISTRICT PLAN

- Multiple connections to the existing community
- ▶ Ease of access to parking
- Traffic calming measures throughout; promotes pedestrian and bicycle activity



# GOAL: WALKABLE DISTRICT



- Frequent intersections make walkable blocks
- Buildings are arranged to activate the sidewalk
- Thoughtful and drought-tolerant landscaping afford shaded and welcoming sidewalks and plazas



# GOAL: WALKABLE DISTRICT

---

What planning characteristics promote a walkable district?

- **1/4-mile radius =**  
5-minute walking radius, or a 10-minute diameter
- Streets and plazas that “feel right” with facades and dimensions that offer a sense of place
- Buildings are arranged to activate the sidewalks through storefronts, entrances and stoops



# WE HEARD YOU!

## SUGGESTIONS INTEGRATED INTO THE DRAFT PLAN

---

Collective desire for a pedestrian-oriented environment.

Many participant suggestions support this goal:

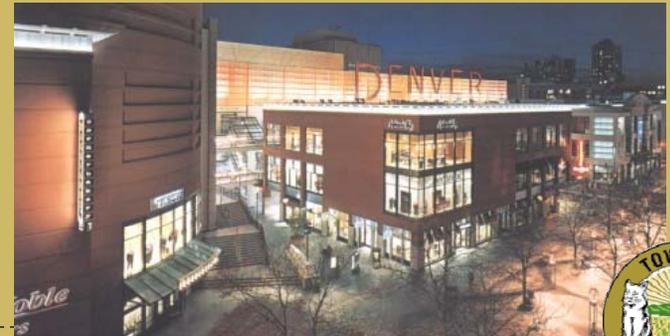
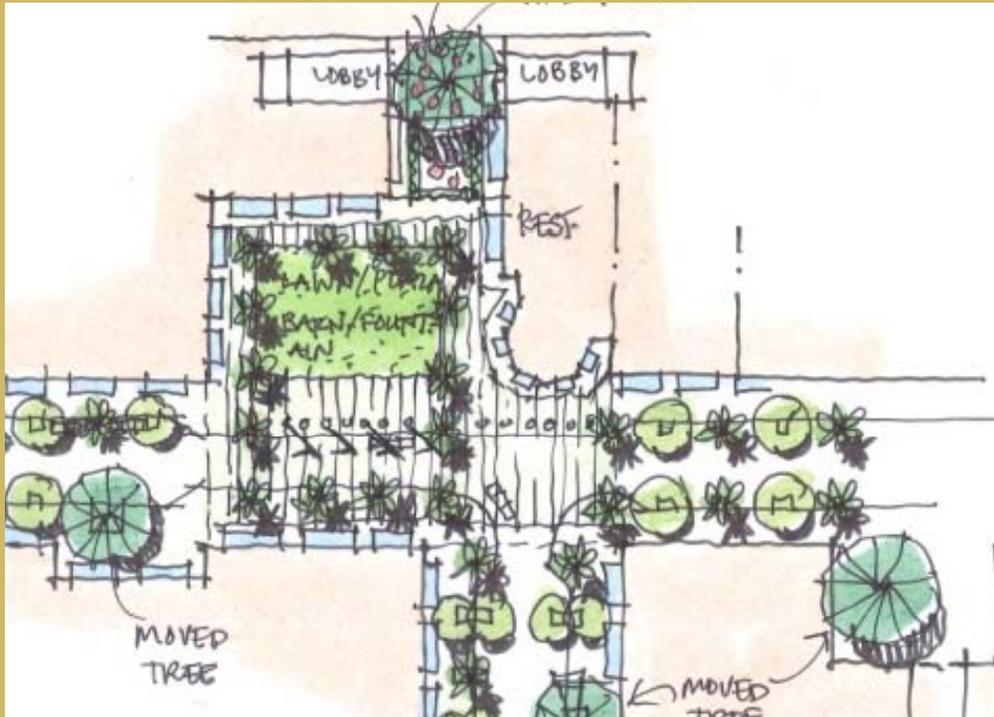
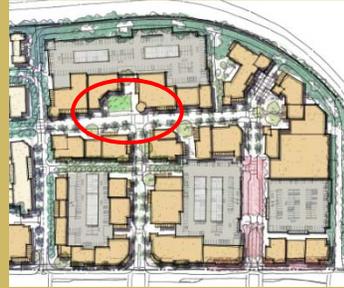
- 1) Create a variety of open spaces (range from public gathering spaces to lanes and paseos)
- 2) Provide a variety of uses
- 3) Create a buffer to the freeway; scale down at the edges to preserve view corridors
- 4) Reflect the property's history as an orchard in the landscape or other features
- 5) Provide multiple smaller parking fields; plan for hidden parking
- 6) Support of the arts; provide event or other venues
- 7) Provide sustainable and “smart” development practices
- 8) Embrace eclectic architecture; 360 design (Visual preference survey)



# 1. A VARIETY OF SPACE

## CENTRAL SQUARE

- The heart of the district



# 1. A VARIETY OF SPACE

## ENTERTAINMENT PLAZA

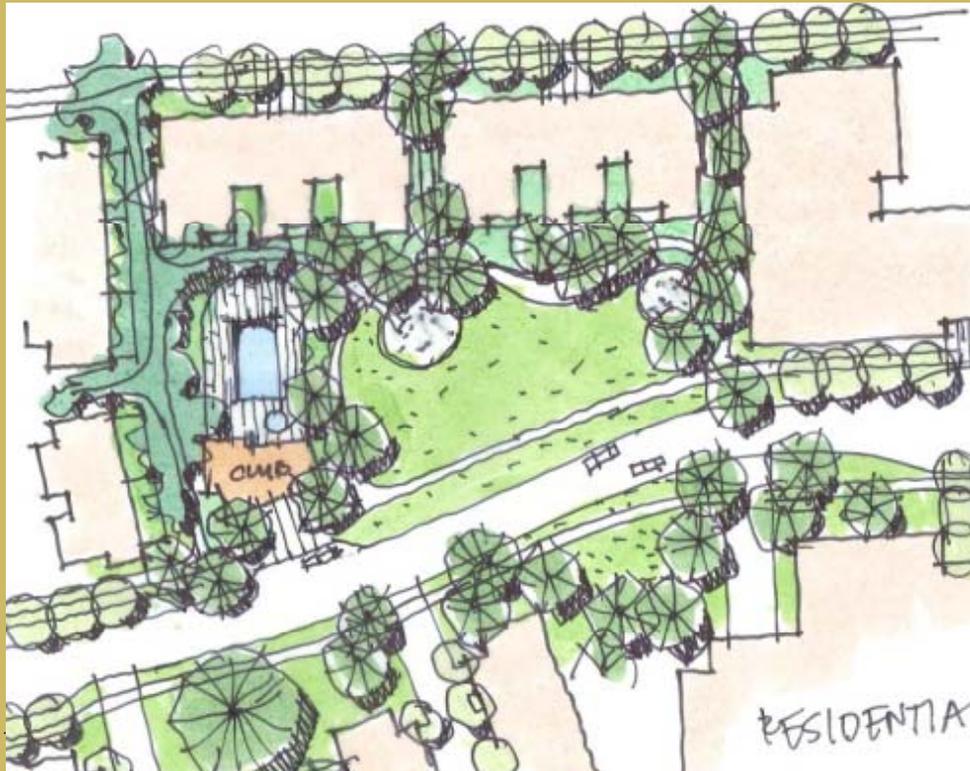
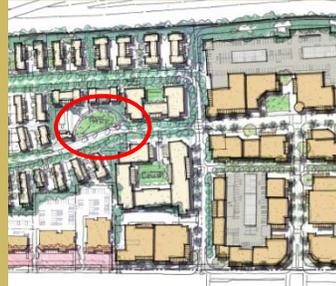
- Anchors the north end
- Secondary arrival point



# 1. A VARIETY OF SPACES

## THE COMMONS

- Open greens and pocket parks



# 1. A VARIETY OF SPACES

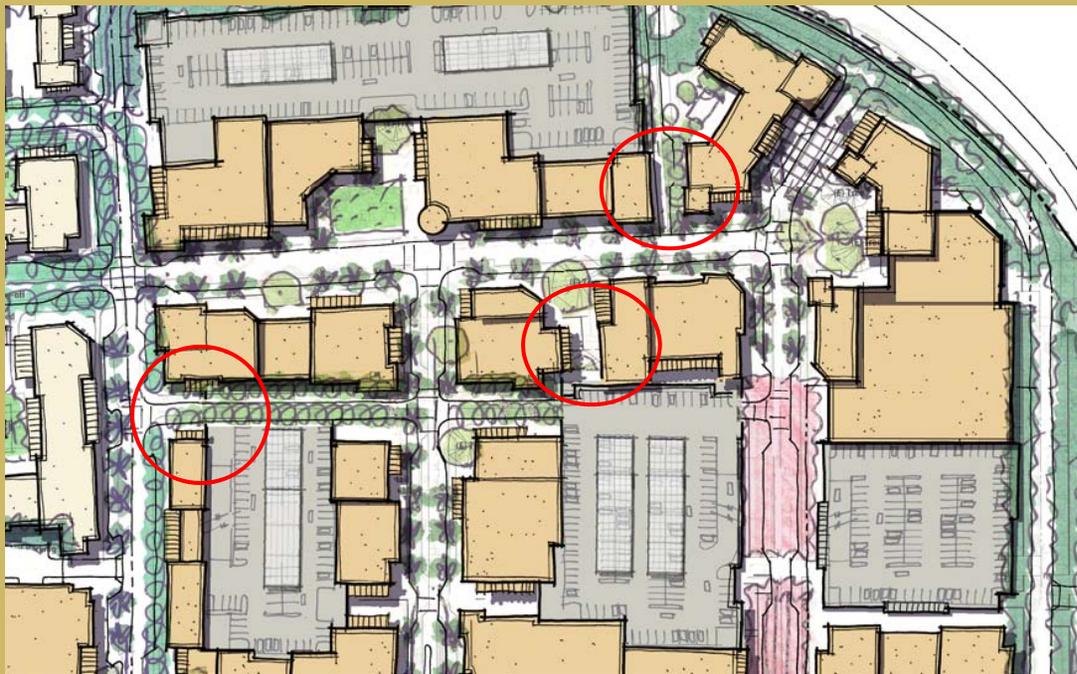
## STREETS

- Minimize the impact of the automobile through traffic calming and design measures
- Promote pedestrian flow
- Provide for variation in the street sections



# 1. A VARIETY OF SPACES

PASEOS and LANES

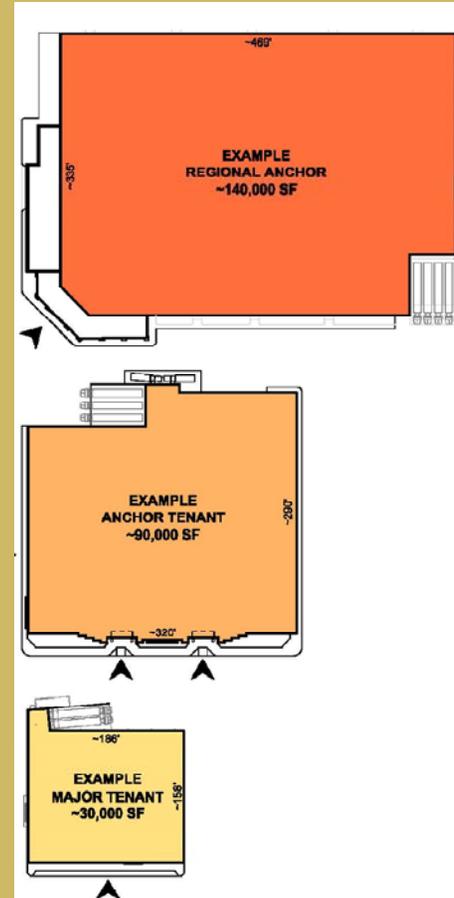
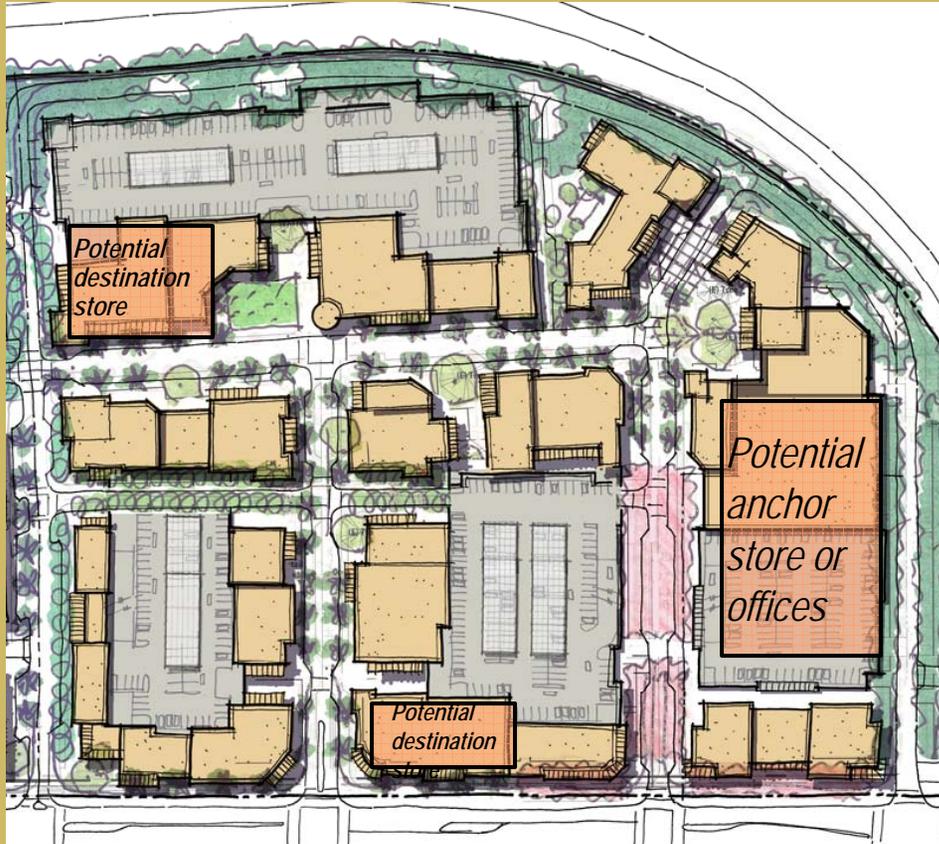


## 2. A VARIETY OF USES

- Residential
- Retail
- Restaurants
- Fitness
- Entertainment
- Hospitality
- Office



## 2. A VARIETY OF USES: COMPATIBLE USES



~140,000 sq. ft.  
warehouse-sized  
store.  
Not compatible

~90,000 sq. ft.  
anchor store;  
size if single  
floor

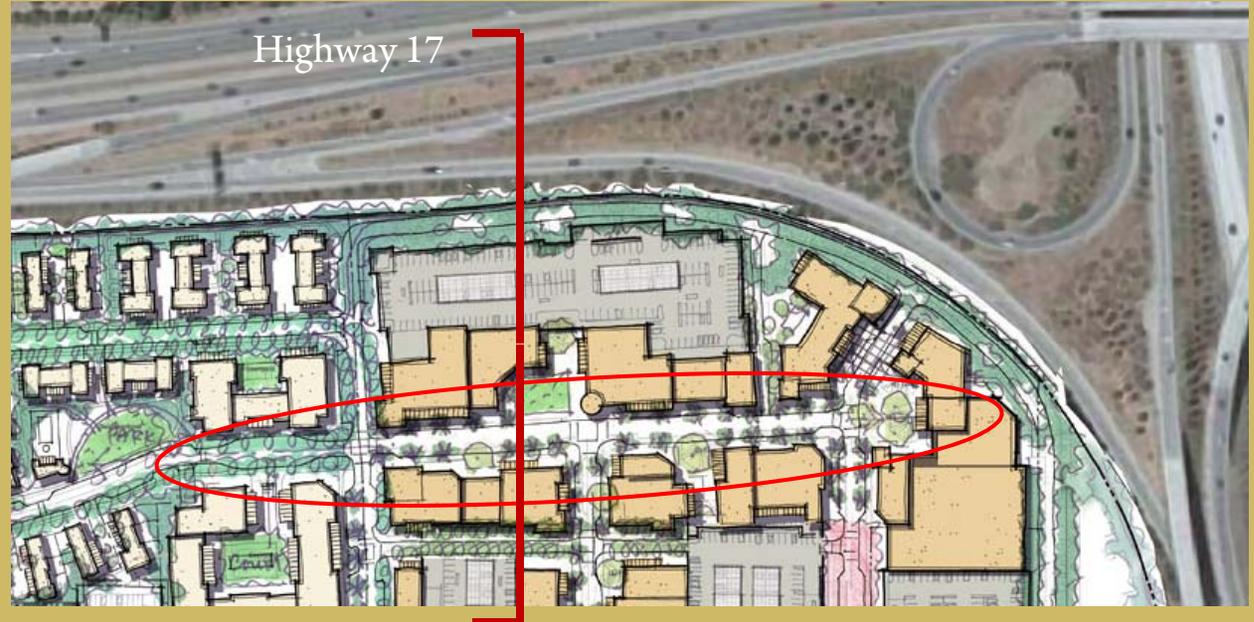
~30,000 sq. ft.  
destination  
store

- Mix of sizes from in-line shops to larger stores and possibly corporate office space.



# 3. CREATE BUFFERS TO THE FREEWAY

- Use building massing and orientation to protect public spaces from noise and views of the surrounding freeways



# 3. SCALE DOWN AT THE EDGES

- Single or double story uses along Los Gatos Blvd.
- Taller building towards the middle of the site



# 4. REFLECT THE PROPERTY'S HISTORY

---

The property's agricultural roots will be referenced in landscape and architectural elements.

- New flowering orchard trees at the perimeter
- Specimen trees placed for a 'built-over-time' look
- Agricultural essence in some of the building designs



# 5. MULTIPLE PARKING AREAS

- Conceal the parking behind buildings.
- Screen the parking with landscaping.



# 6. SUPPORT THE ARTS & EVENTS

- Provide for public events, outdoor gatherings, music, entertainment
- Program the venue for activities: arts fairs, events for children, educational, music.
- Promote local food and wine vendors.



# 7. SUSTAINABLE BUILDING PRACTICES

- Holistic approach to infill site design
- Leadership in Energy and Environmental Design Standards (LEED)
- Designed for the long term: life span over initial cost



# WE HEARD YOU!

## SUGGESTIONS INTEGRATED INTO THE DRAFT PLAN

---

Collective desire for a pedestrian-oriented environment.

Many participant suggestions support this goal:

- 1) Create a variety of open spaces (range from public gathering spaces to lanes and paseos)
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- 6) Support of the arts; provide event or other venues
- 7) Provide sustainable and “smart” development practices
- 8) **Embrace eclectic architecture; 360 design (Visual preference survey)**



# QUESTIONS AND FEEDBACK

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# VISUAL PREFERENCE SURVEY

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# SUMMARY OF INPUT

---

- ▶ Community Workshop #2



1 Is this type of public space appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 37% | Appropriate            |
| B | 38% | May be appropriate     |
| C | 10% | Neutral                |
| D | 8%  | May not be appropriate |
| E | 8%  | NOT appropriate        |

strong support

3 Is this type of public space appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 43% | Appropriate            |
| B | 37% | May be appropriate     |
| C | 9%  | Neutral                |
| D | 4%  | May not be appropriate |
| E | 7%  | NOT appropriate        |

strong support

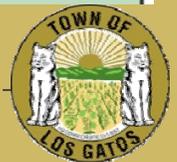


7 Is this type of public space appropriate for the North 40?



- A 51% Appropriate
- B 36% May be appropriate
- C 5% Neutral
- D 5% May not be appropriate
- E 2% NOT appropriate

strong support



9 Is this type of public space appropriate for the North 40?



- A 40% Appropriate
- B 35% May be appropriate
- C 13% Neutral
- D 6% May not be appropriate
- E 6% NOT appropriate

strong support



10 Is this architectural style appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 23% | Appropriate            |
| B | 33% | May be appropriate     |
| C | 10% | Neutral                |
| D | 27% | May not be appropriate |
| E | 8%  | NOT appropriate        |

moderate support



12 Is this architectural style appropriate for the North 40?



- A 5% Appropriate
- B 13% May be appropriate
- C 9% Neutral
- D 18% May not be appropriate
- E 55% NOT appropriate

strong opposition



17 Is this architectural style appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 4%  | Appropriate            |
| B | 4%  | May be appropriate     |
| C | 17% | Neutral                |
| D | 15% | May not be appropriate |
| E | 60% | NOT appropriate        |

strong opposition



21 Is this architectural style appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 17% | Appropriate            |
| B | 43% | May be appropriate     |
| C | 17% | Neutral                |
| D | 9%  | May not be appropriate |
| E | 13% | NOT appropriate        |

moderate support



22 Is this architectural style appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 0%  | Appropriate            |
| B | 17% | May be appropriate     |
| C | 8%  | Neutral                |
| D | 19% | May not be appropriate |
| E | 56% | NOT appropriate        |

strong opposition



23 Is this architectural style appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 24% | Appropriate            |
| B | 57% | May be appropriate     |
| C | 9%  | Neutral                |
| D | 6%  | May not be appropriate |
| E | 4%  | NOT appropriate        |

strong support



24 Is this architectural style appropriate for the North 40?



- A 4% Appropriate
- B 8% May be appropriate
- C 13% Neutral
- D 17% May not be appropriate
- E 58% NOT appropriate

strong opposition



26 Is this architectural style appropriate for the North 40?



- A 8% Appropriate
- B 48% May be appropriate
- C 13% Neutral
- D 15% May not be appropriate
- E 15% NOT appropriate

moderate support



28 Is this architectural style appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 6%  | Appropriate            |
| B | 45% | May be appropriate     |
| C | 25% | Neutral                |
| D | 6%  | May not be appropriate |
| E | 19% | NOT appropriate        |

moderate support



29 Is this architectural style appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 13% | Appropriate            |
| B | 38% | May be appropriate     |
| C | 15% | Neutral                |
| D | 17% | May not be appropriate |
| E | 17% | NOT appropriate        |

moderate support



36 Is this building form appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 0%  | Appropriate            |
| B | 4%  | May be appropriate     |
| C | 17% | Neutral                |
| D | 25% | May not be appropriate |
| E | 54% | NOT appropriate        |

strong opposition



37 Is this building form appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 42% | Appropriate            |
| B | 34% | May be appropriate     |
| C | 8%  | Neutral                |
| D | 12% | May not be appropriate |
| E | 4%  | NOT appropriate        |

strong support



38 Is this building form appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 26% | Appropriate            |
| B | 57% | May be appropriate     |
| C | 9%  | Neutral                |
| D | 2%  | May not be appropriate |
| E | 6%  | NOT appropriate        |

strong support



39 Is this building form appropriate for the North 40?



- |   |     |                        |
|---|-----|------------------------|
| A | 2%  | Appropriate            |
| B | 2%  | May be appropriate     |
| C | 10% | Neutral                |
| D | 22% | May not be appropriate |
| E | 63% | NOT appropriate        |

strong opposition



41 Is this building form appropriate for the North 40?



- A 35% Appropriate
- B 42% May be appropriate
- C 15% Neutral
- D 6% May not be appropriate
- E 2% NOT appropriate

strong support



# NEXT STEPS

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- ▶ May 25<sup>th</sup> TC/PC Study Session
- ▶ Concept Design Refinement
- ▶ June 29<sup>th</sup> Advisory Committee Meeting
- ▶ Specific Plan



# VISION

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WALK-ABLE – FOOD – FUN !

Live sustainably

•As a model community, the North 40 will emerge as a portal to wellbeing through the support of a lifestyle of fitness, food, fun and sustainable living.



# ESSENCE OF LOS GATOS

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## ROOTS

Milltown (early)  
Orchards  
Agriculture  
Rail



## TODAY

Near nature  
Small town feel  
Great climate  
Great access



## POTENTIAL

A vibrant pedestrian  
oriented district that  
complements the  
community



# VISION INFORMS THE DESIGN

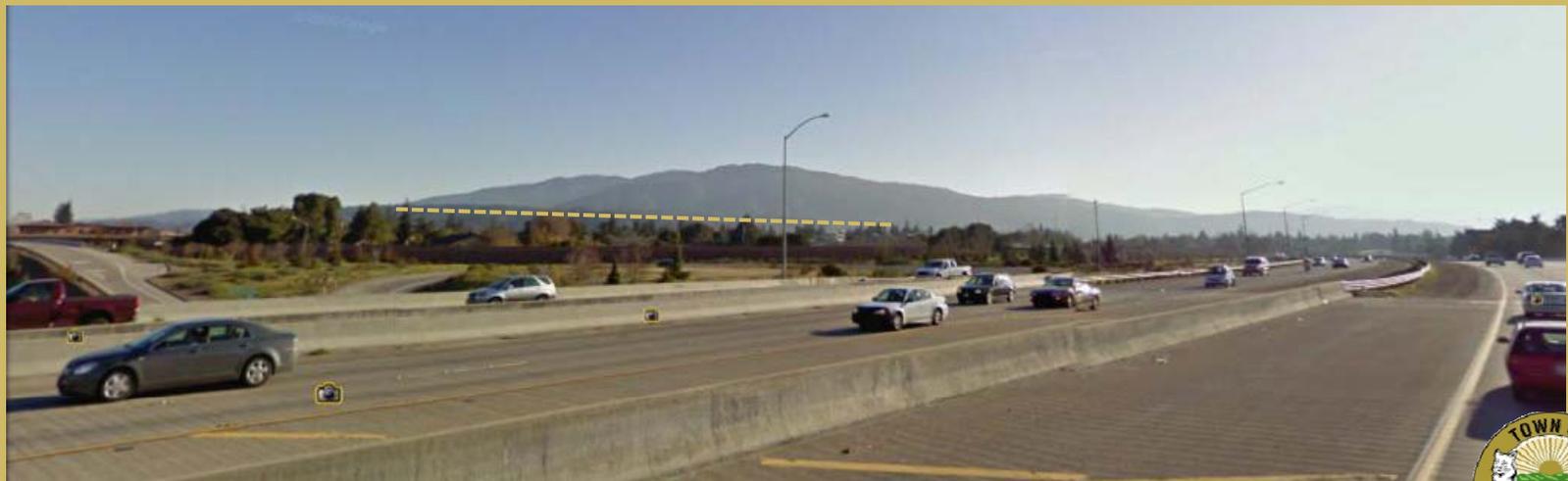
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- Create a hub of active, healthful, and sustainable living
- Promote community
- Encourage physical and social wellbeing
- Enhance value through a clear identity and shared interests



# 3. PRESERVE VIEW CORRIDORS

- Buildings scaled down or perpendicular to property edges maintain view corridors to mountains



# 8. EMBRACE ECLECTIC ARCHITECTURE

---

- “Built over time” suggests a variety of styles, materials, colors, forms and textures
- Strategically place taller buildings (not near the edges)
- Avoid the look of “maxed out” buildings



# 8. EMBRACE ECLECTIC ARCHITECTURE

Architecture activates the street edge with shops and entrances



# GOAL: WALKABLE DISTRICT

---



UPPER LEVEL

- Retail district has residential or office space above
- Some stores may have 2<sup>nd</sup> floors
- Daytime and evening activities – live, work, play
- Residents live near jobs



# FOR FUTURE USE



25kx00884f [RF] © www.alisalphoto.com

