

NORTH 40 SPECIFIC PLAN
AC Meeting #4 Summary
August 4, 2011

The fourth North 40 Advisory Committee (AC) meeting was held on August 4th, 2011 to update the AC on the North 40 Market Study and to facilitate an interactive brainstorming exercise on what land uses the AC would/would not like to see in the North 40 Specific Plan Area. The purpose of the exercise was to get a better understanding of the interests and concerns of the AC relative to the type of development, and the mix of uses that the AC sees as appropriate for the North 40 site. The alternatives developed during the exercise will be used to produce a draft conceptual land use plan and to clearly define the project vision statement for the North 40 Specific Plan.

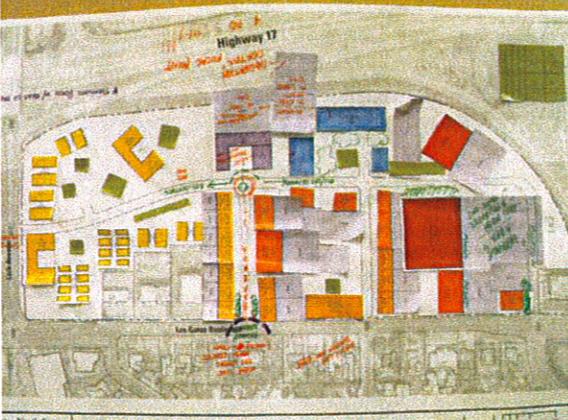
Jessica von Borck, Los Gatos Economic Vitality Manager, presented the Draft Economic Study. The Economic Study update was followed by a question/answer period. The report presentation outlined the market assessment, retail attraction/leakage, and opportunities/strategies that could be implemented to create a synergy between the North 40, downtown, wine industry, and other Los Gatos attractions. The AC questions and discussions focused on ways to provide something on the North 40 that would create a community with a variety of uses and services that Los Gatos currently doesn't have and that would complement the downtown. There was also a question about whether the specific plan could define merchant types to reduce conflicts with downtown businesses. The specific plan would not identify retailers, but could control pad sizes to encourage the appropriate uses for the North 40 Plan Area.

The Economic Study led into the land use brainstorming exercise. The exercise allowed the AC to use the Economic Study information and create a plan that represented their interests in the types of residential and commercial uses, the mix of uses, and the location of uses on the North 40. The AC was divided into three groups to discuss and place building/land use cut-outs onto a site plan. Each group had a packet of material to assist them in the exercise. These cut-outs or "puzzle pieces" were color coded building footprints which included the corresponding parking requirement for each building type. The brainstorming session concluded with each of the three teams presenting their ideas, conclusions and solutions to the rest of the AC.

Though each team had a unique site plan and mix of uses, there were some similarities between the plans and some ideas and concepts on each plan that can be integrated into the conceptual site plan. The design team will pull from the three plans and integrate key ideas and

concepts into a draft concept plan that will be presented at the September 22nd AC meeting. A summary compilation is as follows.

Common Ideas
Give prominence to Market Hall building and boutique hotel as focal points
Innovation Center
Upscale development (boutique hotel, office, innovation center)
Variety of open spaces types – pocket parks, passive parks, linear parks
A diversity of housing types is desired from Single Family to Senior Housing, spread throughout the project
Variety of restaurants and sizes to support the uses and serve the area
Live entertainment may be desired if it does not compete with Downtown
Trees/orchard along Los Gatos Boulevard
Tuck parking behind buildings. Use parking structures as a buffer from freeway
Create a walkable development

Plan 1: Barbara Spector and Barbara Cardillo	Land Use Plan Elements
Brainstorming Concept	Key Plan Elements:
	Promenade Street entrance with focal feature at terminus
	Boutique hotel – upscale
	Innovation center – upscale
	Small green spaces
	Market hall
	Retail:
	Protect leakage (large retail)
	Personality and tone of retail important
	Did not define stores
	Concern about competing with downtown
	Neighborhood-serving retail
	Residential:
	Senior housing should not be isolated
	Provide a diversity of housing type with small greens
	Other:
	Upscale office
Restaurants to support innovation center and hotel – create a node of synergy between hotel, restaurants and innovation center	
Roads should terminate into something other than parking	
Entrance with trees	
Parking structures along freeway	
Green parkway along Los Gatos Boulevard	

Plan 2: Gordon Yamate, John Bourgeois, Dan Ross	Land Use Plan Elements
Brainstorming Concept	Key Plan Elements:
	Orchard theme/board and batten style architecture (Napa)
	Retain orchard presence along the Los Gatos Boulevard and project entrance
	Boutique hotel (give prominence)
	Live entertainment theater/venue but not to compete with downtown
	Multi-story parking garages in rear with paseos to front
	Market hall (give prominence as focal point)
	Public art piece/focal point at corner of Los Gatos Boulevard and Lark Avenue
	Incubator with 3-4 story parking structure with open space campus ala Regis Executive Office
	Retail:
	In-line retail and cafes opening onto green space
	2 larger destination retail spaces, H&M
	Market hall similar to Ferry Building; food uses, perhaps include a restaurant
	"Artefact Design & Salvage" or similar unique store with agrarian feel - CornerStone, Sonoma
	Residential:
	Limit residential along freeways
	Integrated residential throughout - security
Lot of greenery	
More "small" multi-family buildings	
Include resident-serving businesses (small pad)	
Other:	
Office incubator	
Create focal point at terminus of entry street	
Restaurants needed	
Small pocket spaces (similar to Carmel)	
Large park or passive space with historic presence (one acre)	
Widen entrance to project to pull people in	

Plan 3: Todd Jarvis, Joe Pirzynski	Land Use Plan Elements
Brainstorming Concept	Key Plan Elements:
	Walking community theme
	Nice entrance to shopping experience
	Develop in a way that people will spend time there
	Greenbelt along Los Gatos Boulevard (hide development and retain Los Gatos character)
	Multi-tiered parking at back with landscaping & trees
	Boutique hotel
	Innovation center with restaurant
	Medical office
	Live entertainment to accommodate 250 people
	Retail:
	Flagship retail
	One major retail anchor tenant
	Marketplace in the heart of walking area
	Neighborhood center to service homes
	Residential:
	Single family residences – senior housing
	Locate residential away from noise on Hwy 85/Hwy 17
	Other:
	Underground parking on a limited basis
	Restaurants – mixed sizes
Park to be used by residents and retail users	
Retain green within interior	
Green along Los Gatos Boulevard and entry drive	
Keep parking close by; people should not be required to cross parking lots to get to places	
Tiered parking, 2 to 3 levels, primarily along freeway (noise abatement)	
Inviting place	
Create a central theme for the development	