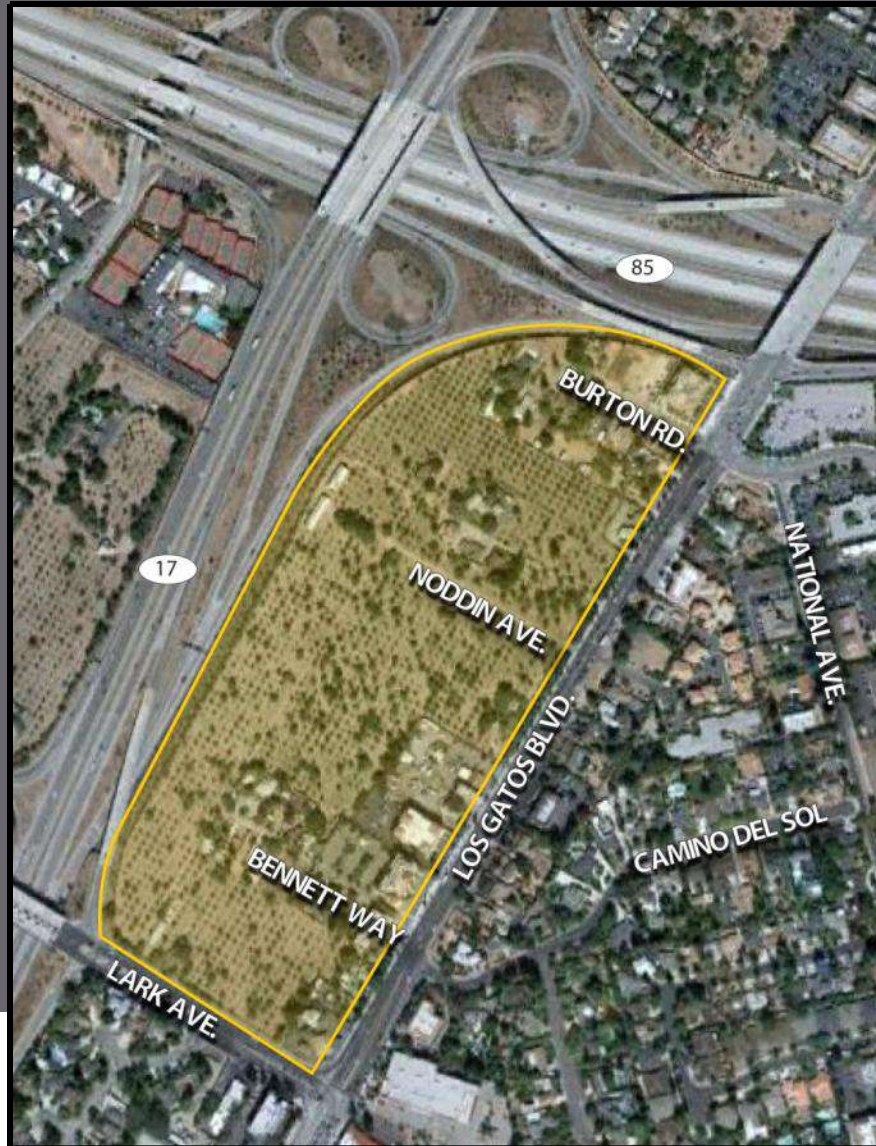


# North 40 Specific Plan



Town Council /  
Planning  
Commission  
May 25, 2011



# Purpose of Meeting

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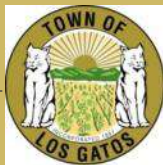
- Summary of Input – (March – April)
- Economics/Market Study

## Concept Plan

- Presentation
- Feedback

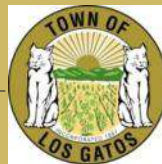
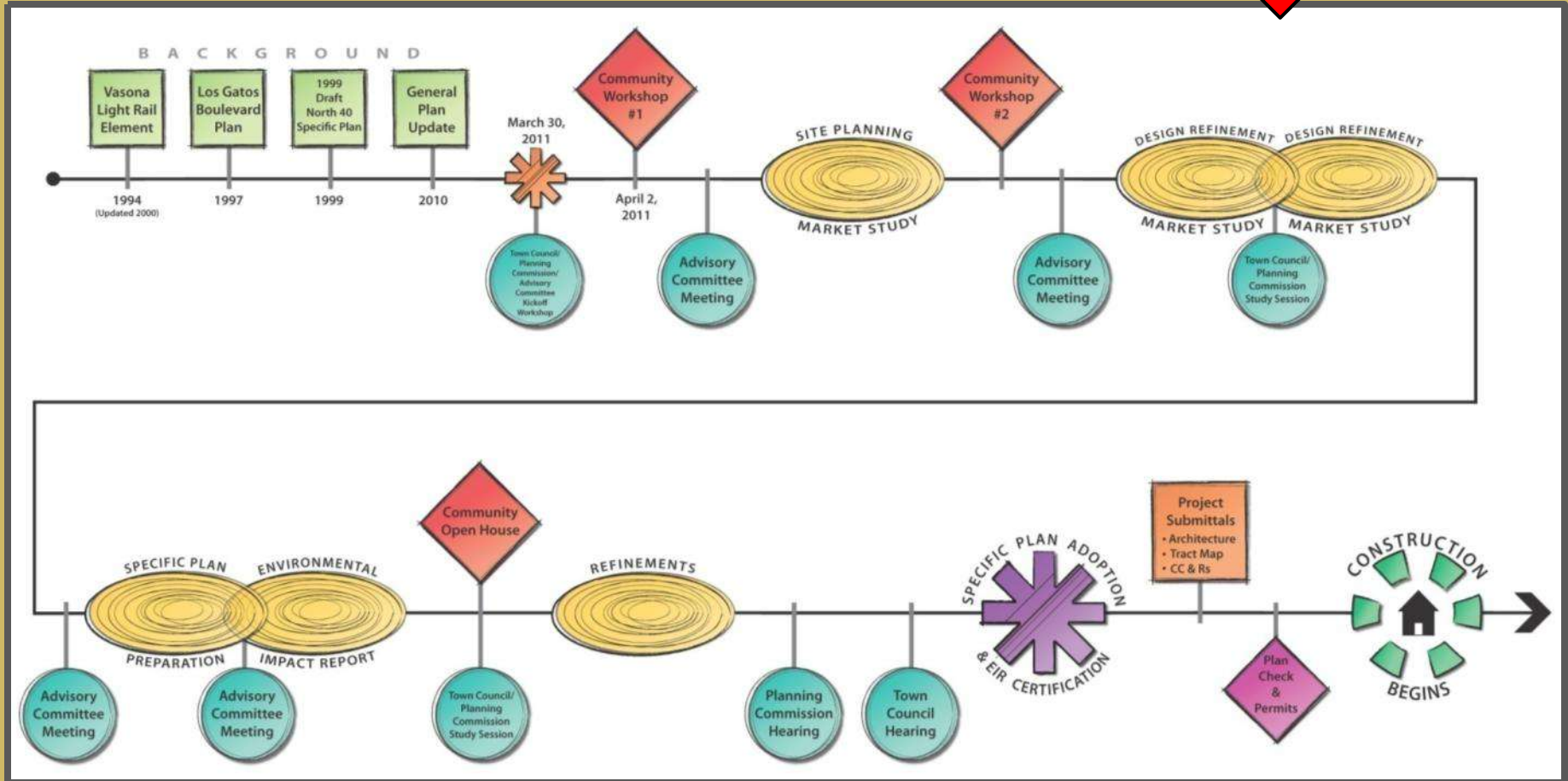
## Results of Community and Advisory Committee Input

- Conceptual Site Plan
- Visual Preference Survey



# Project Process

YOU ARE  
HERE!



# 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

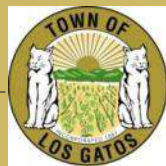
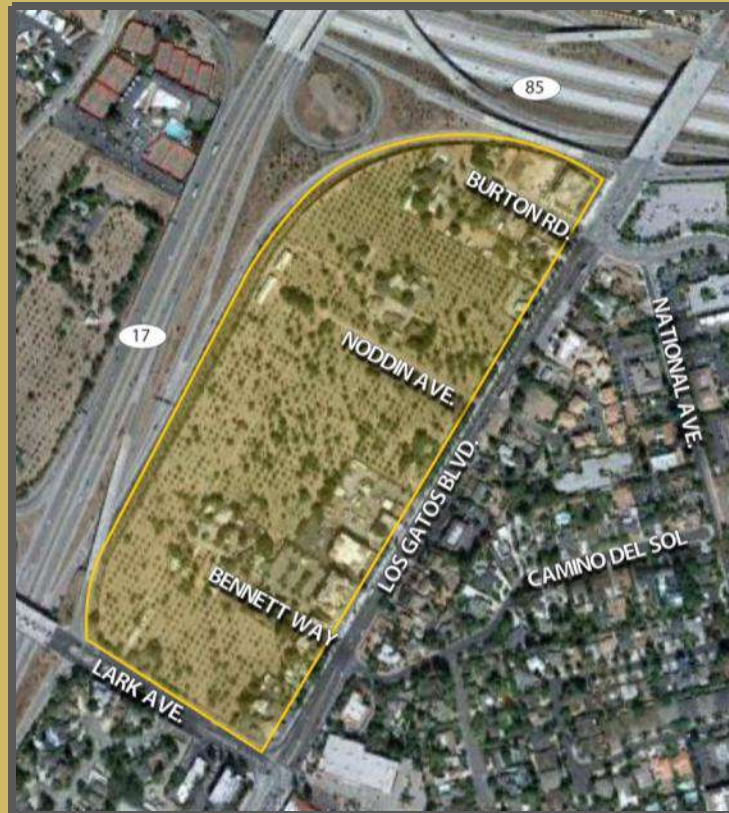
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# Specific Plan

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Private Property  
Town Process



# Summary of Input

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Town Council/Planning Commission/Advisory  
Committee

Community Workshops

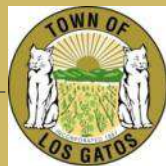
Advisory Committee Meetings



Prioritization Exercise



Visual Preference Survey



# 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?**

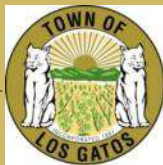
**What are the strengths and weaknesses of the local retail sector?**

**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

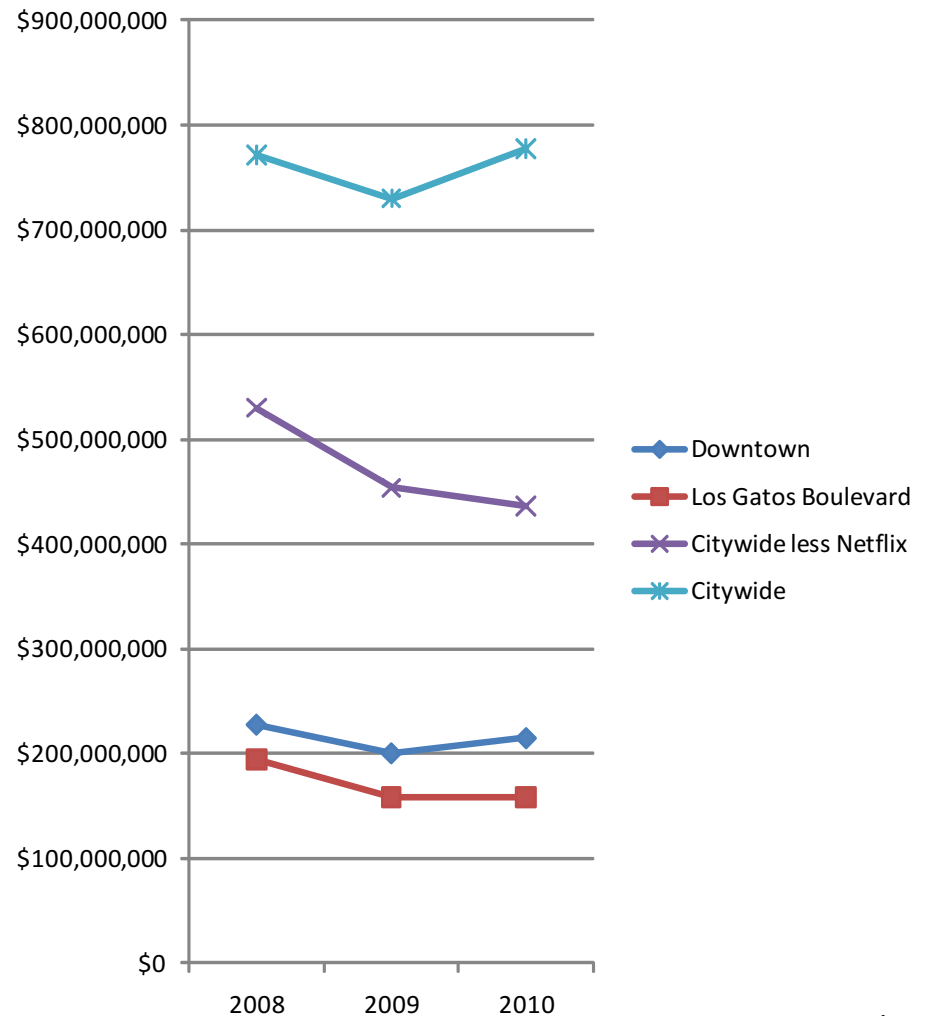
Town receives 1% of this amount, or approximately \$7.8 million

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

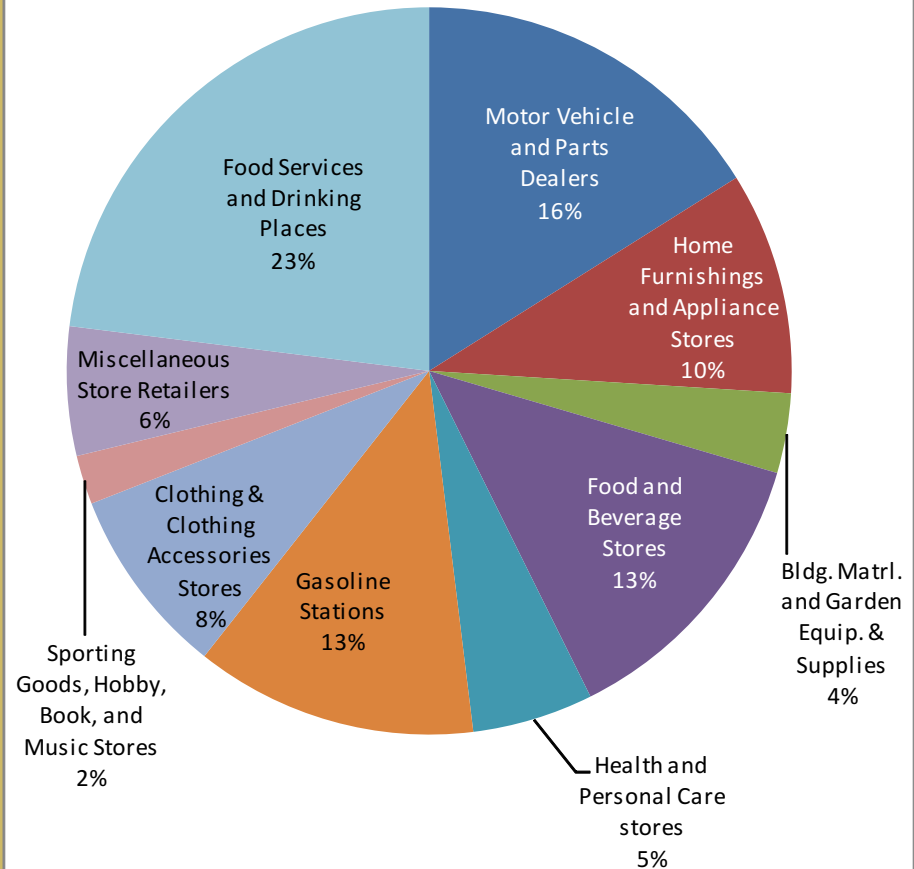
Los Gatos Taxable Sales Trends, 2008-2010



# 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

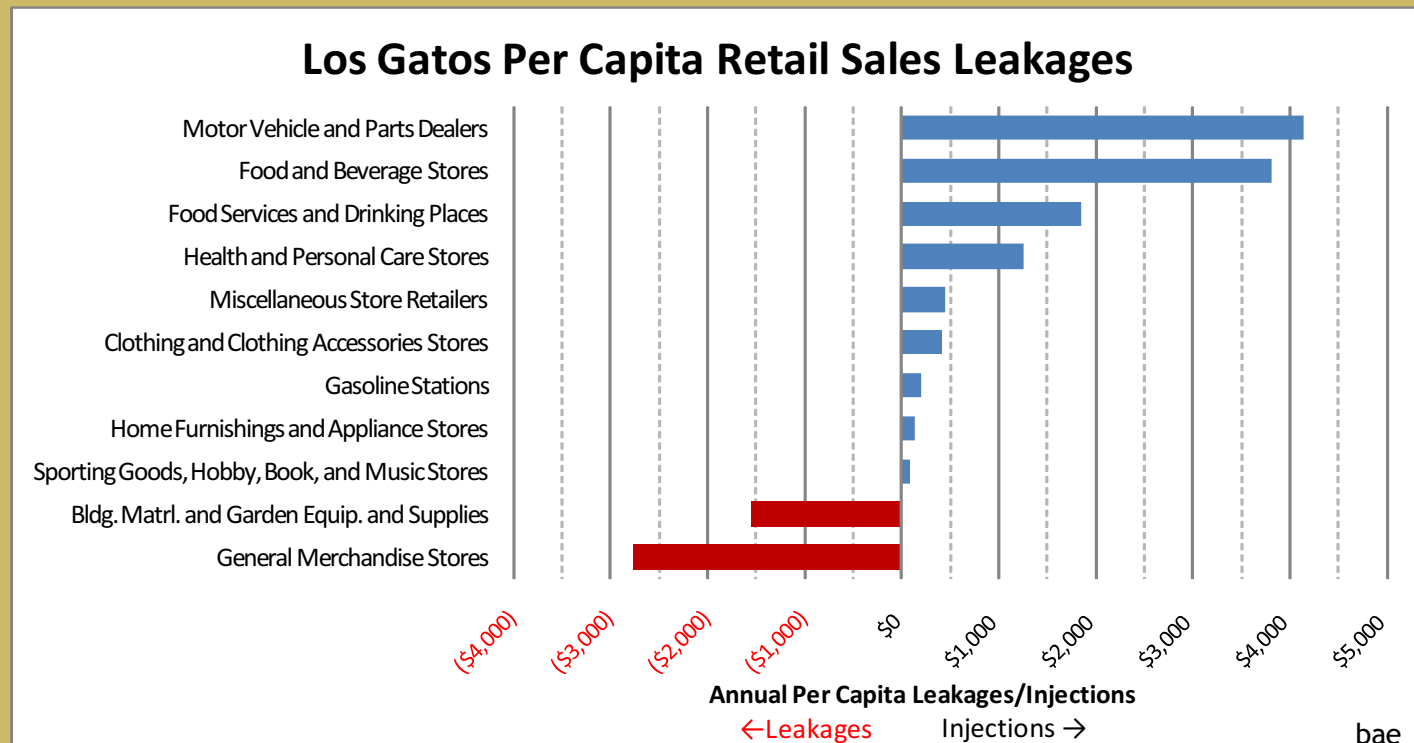


bae



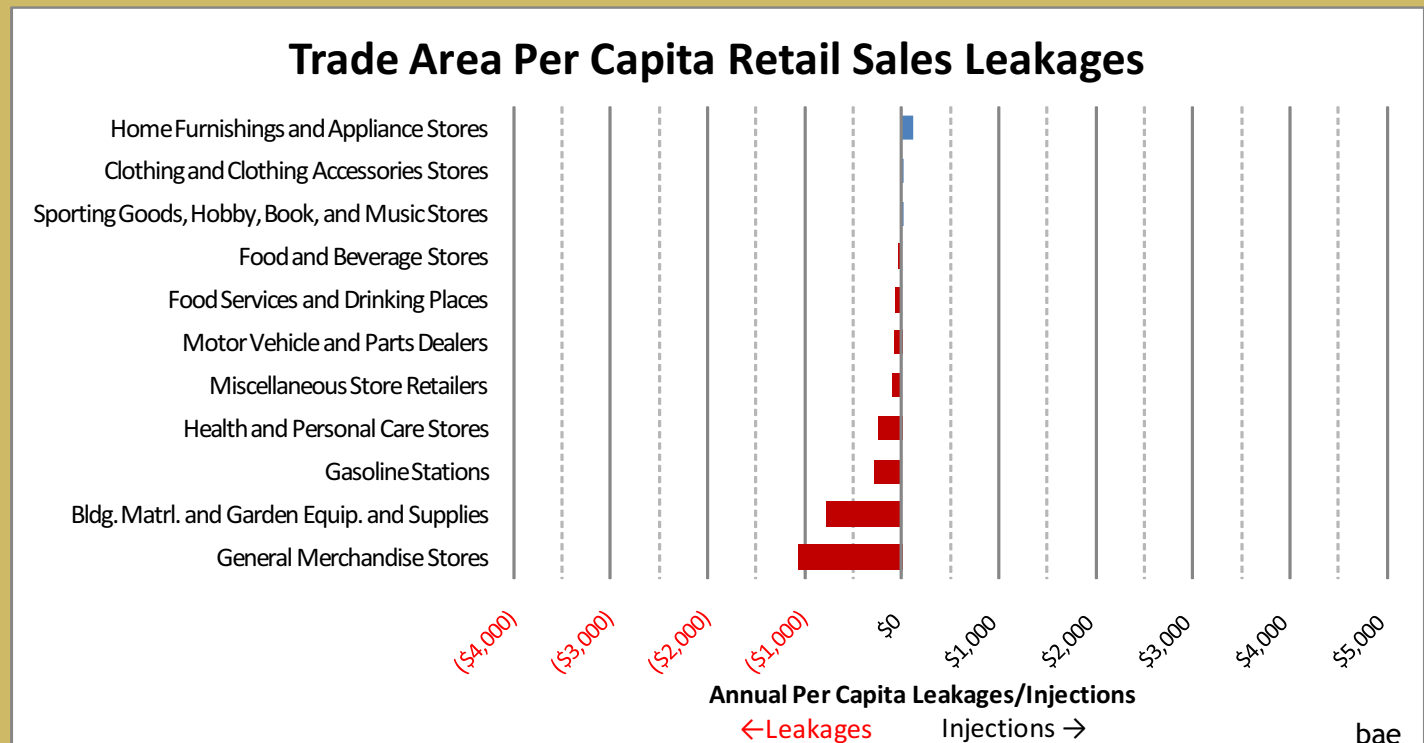
# Retail Overview

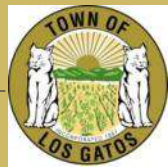
- ▶ Town is a strong retail attractor for automotive, grocery stores, and restaurants
- ▶ Los Gatos residents are going to building materials/hardware and general merchandise stores outside the town (limited options in town, especially in general merchandise category)



# 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

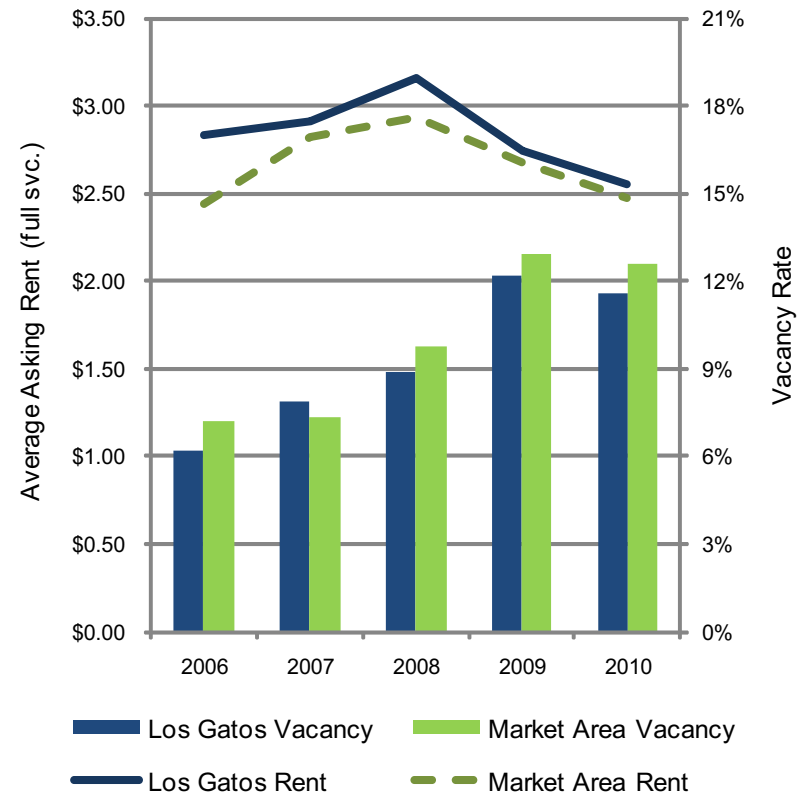
N40 @ 10% Capture: 70,000-90,000 SF

N40 @ 20% Capture: 140,000-180,000 SF

Analysis accounts for Netflix

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

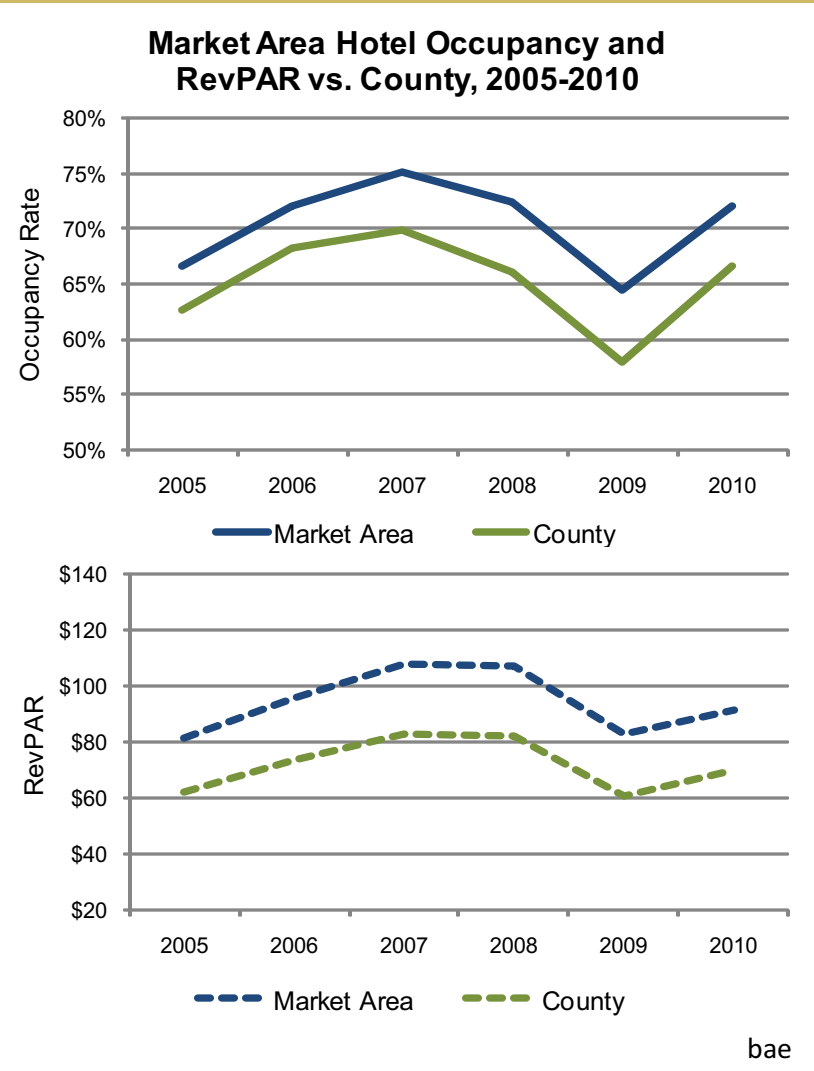
Main sources of demand:

**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...



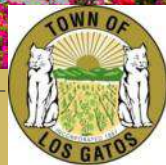
# Food

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



# Health

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



# Fun

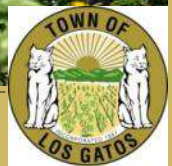
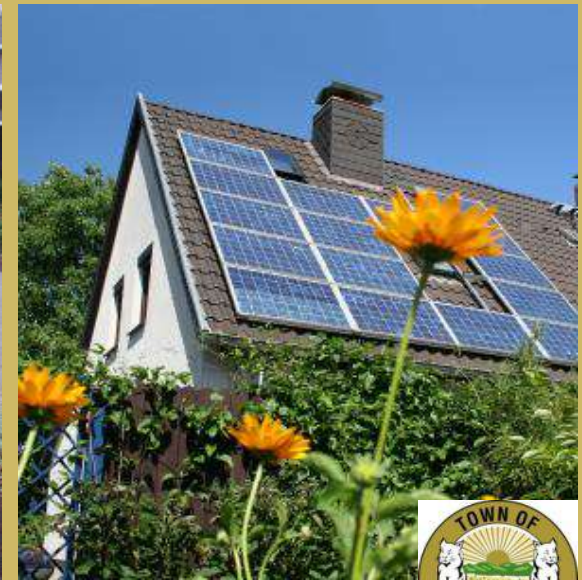
- A significant component of well being



# Sustainability

A model community for our collective future:

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

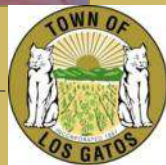




# Goal: Pedestrian Oriented

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

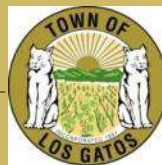


# Goal: Walkable District



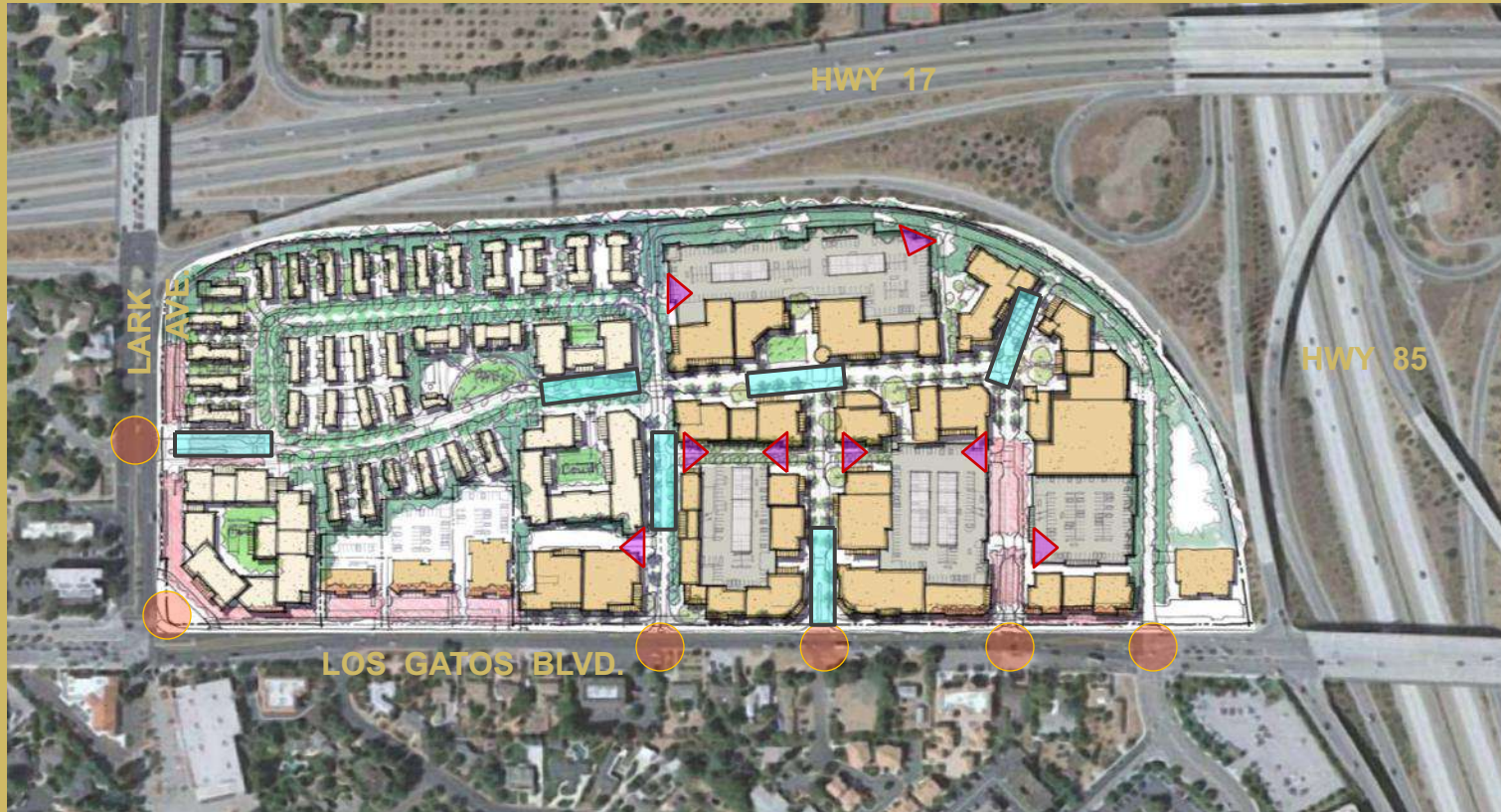
- Mixed uses toward the north, residential at the south
- Simple, clear circulation, a T-plan with curved and linear streets
- The heart of the district
- Vistas and axes terminate in key views
- Implemented over time

DISTRICT PLAN



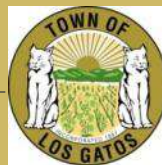


# Goal: Walkable District



DISTRICT PLAN

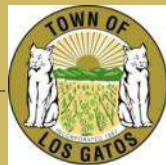
- Multiple connections to the existing community
- ▶ Ease of access to parking
- ▭ Traffic calming measures throughout; promotes pedestrian and bicycle activity



# 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:

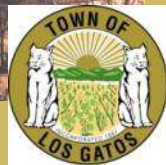
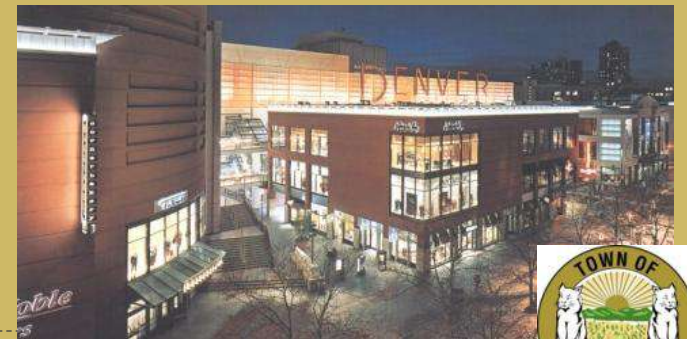
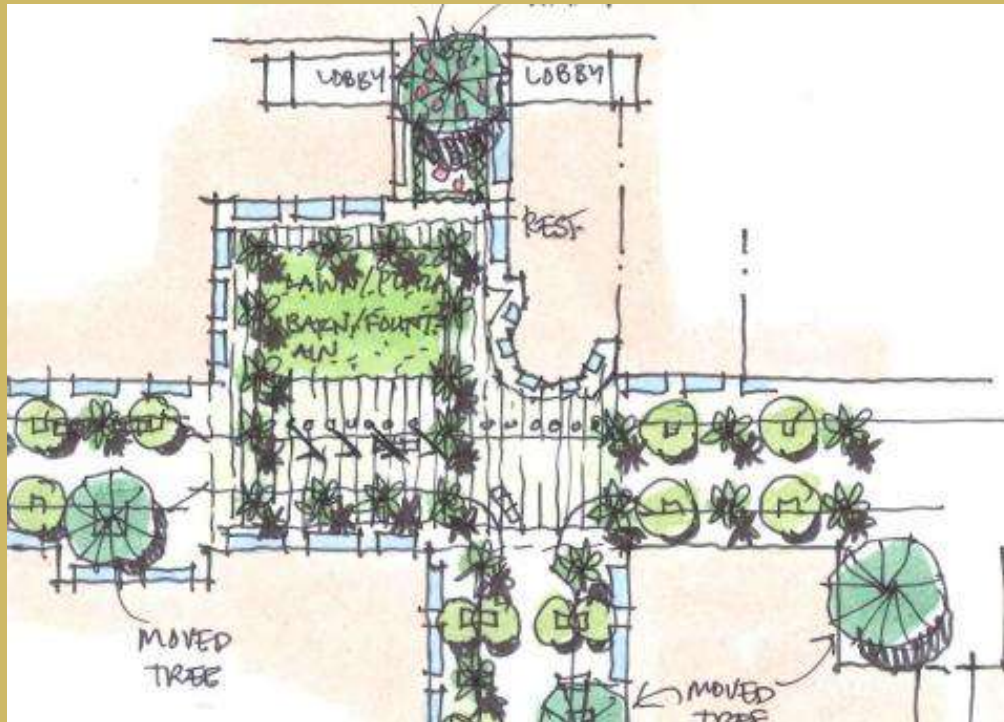
- 1) Create a variety of **open spaces** (range from public gathering spaces to lanes and paseos)
- 2) Provide a **variety of uses**
- 3) Create a **buffer to the freeway**; scale down at the edges to preserve view corridors
- 4) Reflect the **property's history** as an **orchard** in the landscape or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



# 1. A Variety of Spaces

## CENTRAL SQUARE

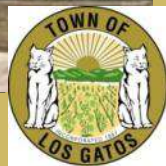
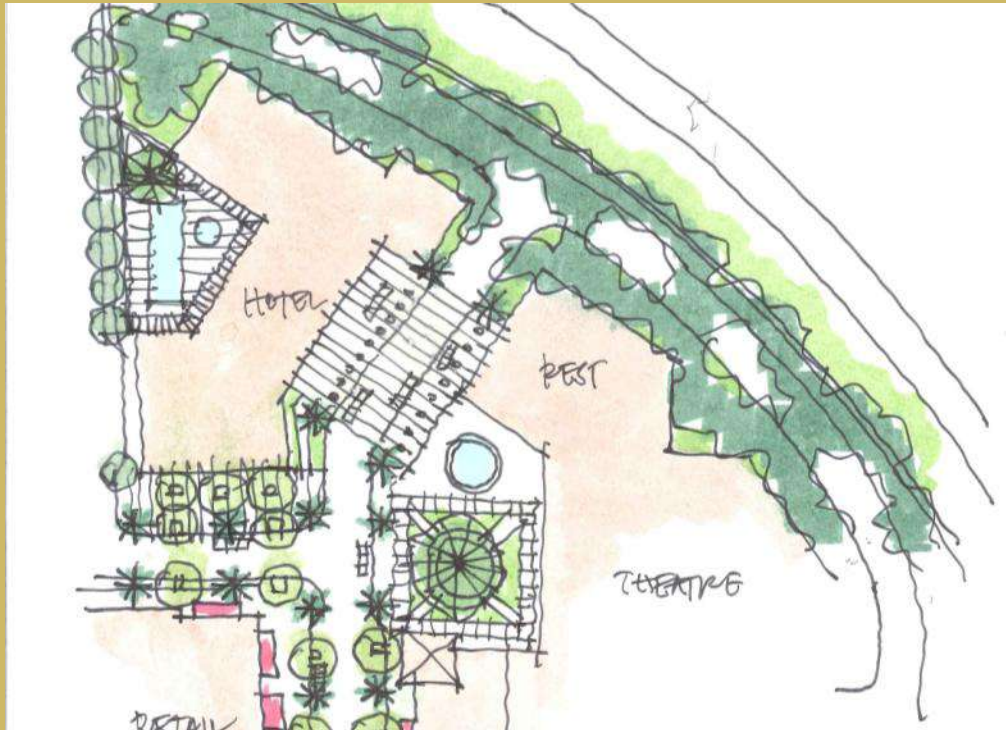
- The heart of the district



# 1. A Variety of Spaces

## ENTERTAINMENT PLAZA

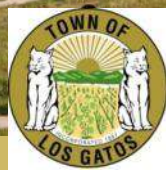
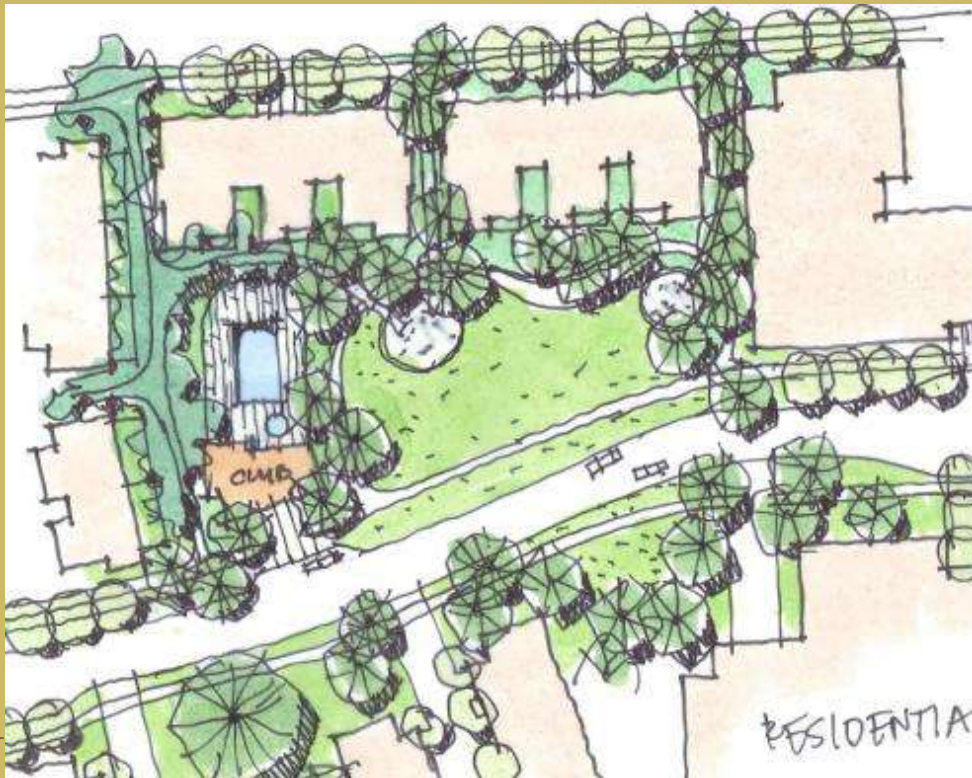
- Anchors the north end
- Secondary arrival point



# 1. A Variety of Spaces

## THE COMMONS

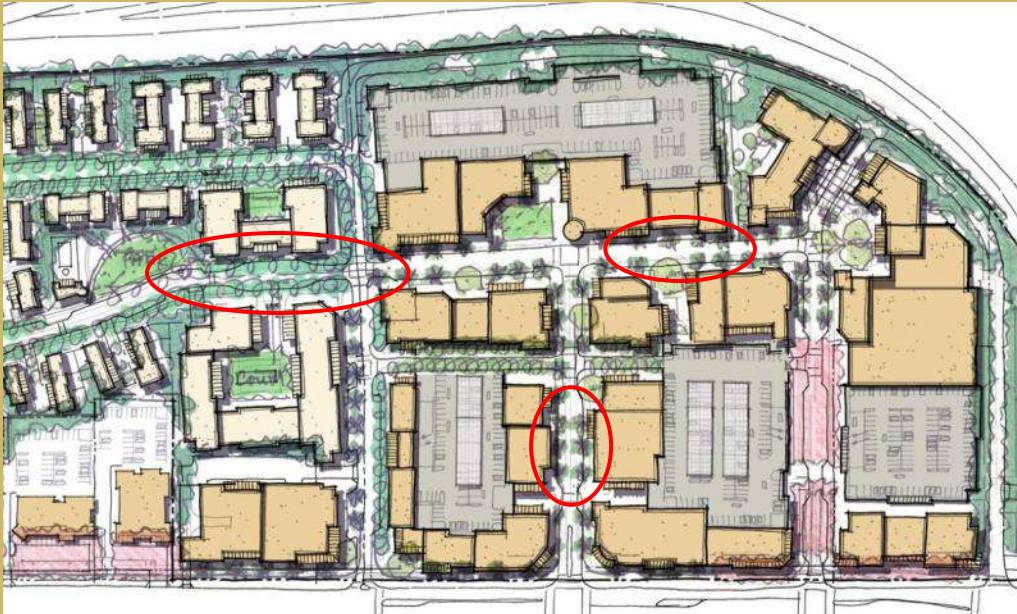
- Open greens and pocket parks



# 1. A Variety of Spaces

## STREETS

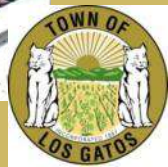
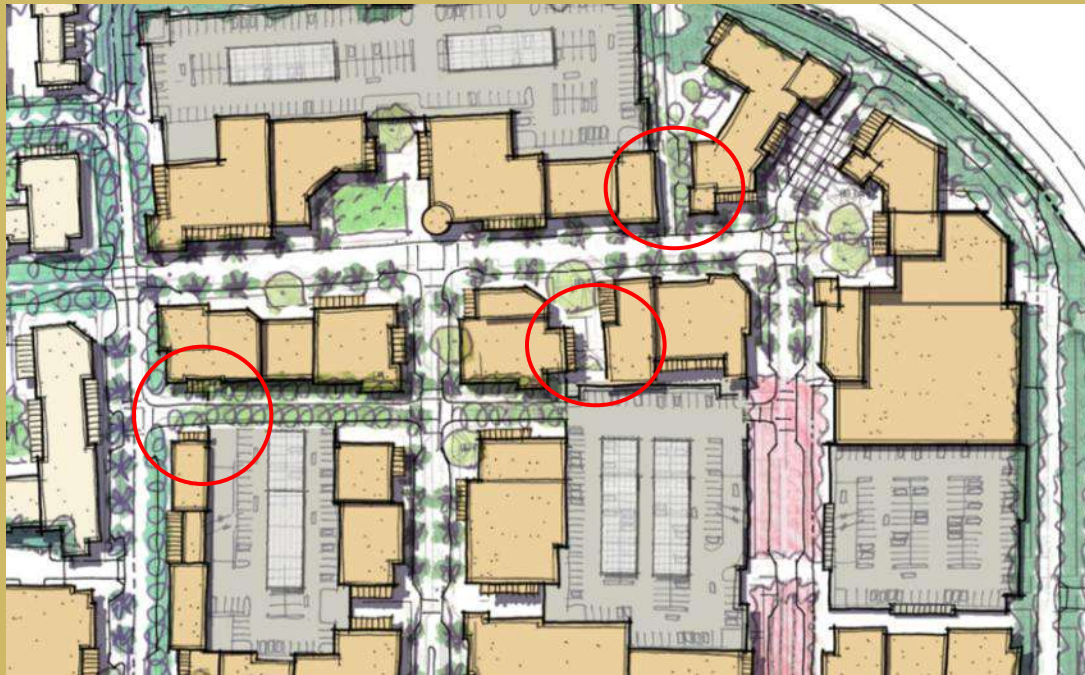
- Minimize the impact of the automobile through traffic calming and design measures
- Promote pedestrian flow
- Provide for variation in the street sections





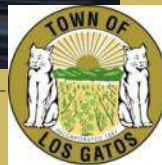
# 1. A Variety of Spaces

PASEOS and LANES

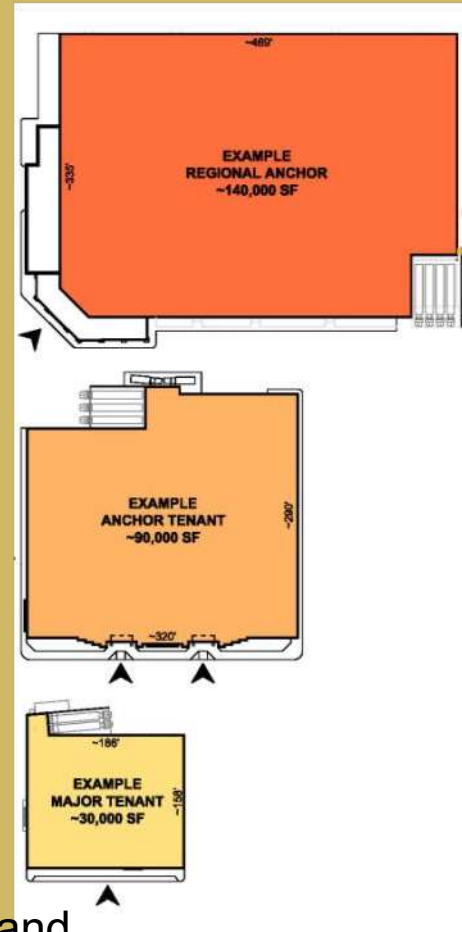
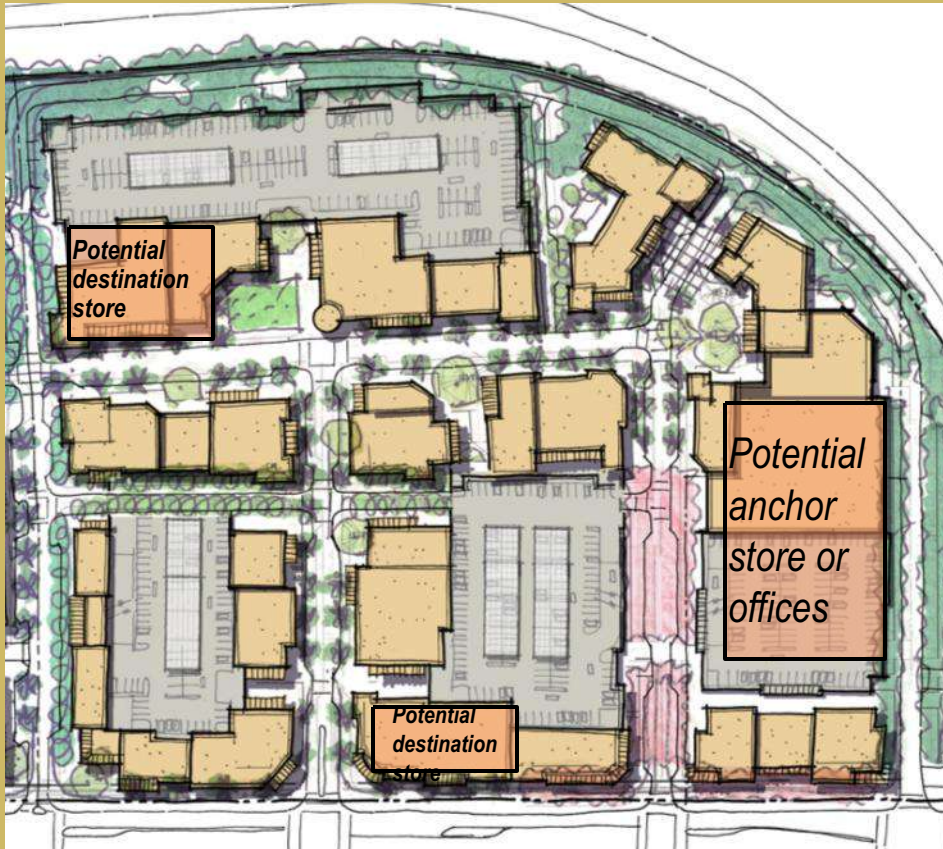


## 2. A Variety of Uses

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



## 2. A Variety of Uses: Compatible Uses

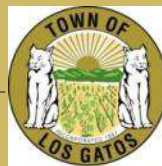


~140,000 sq. ft.  
warehouse-sized store.  
Not compatible

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

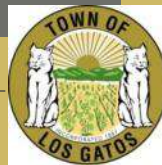
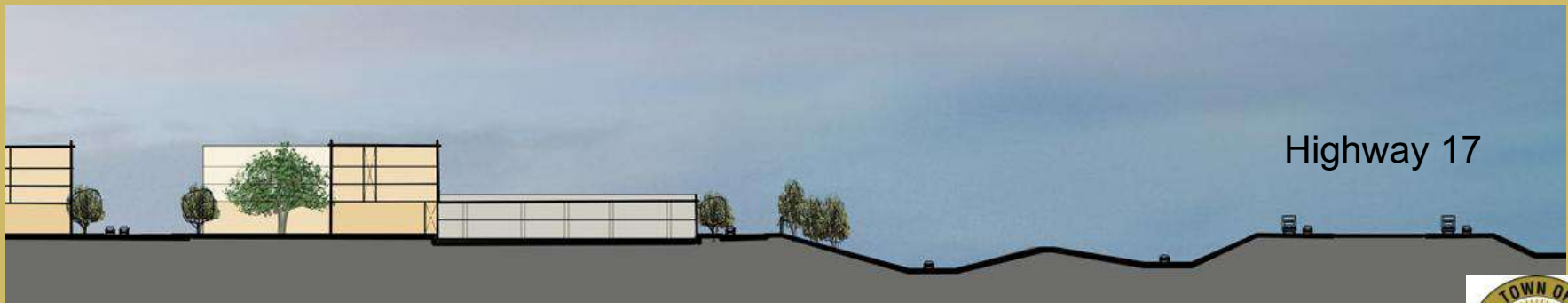
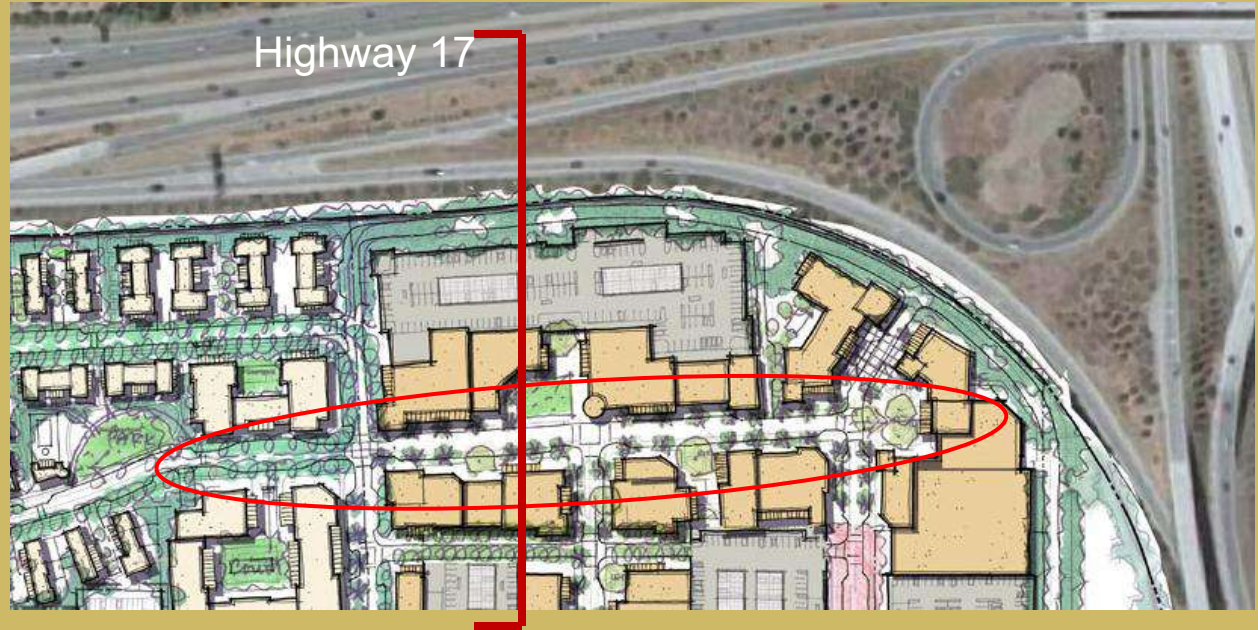
~30,000 sq. ft.  
destination store

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



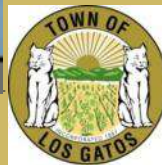
# 3. Create Buffers to the Freeway

- 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

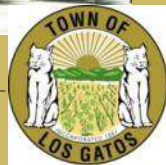


# 4. Reflect the Property's History

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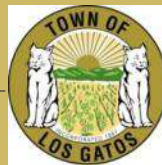
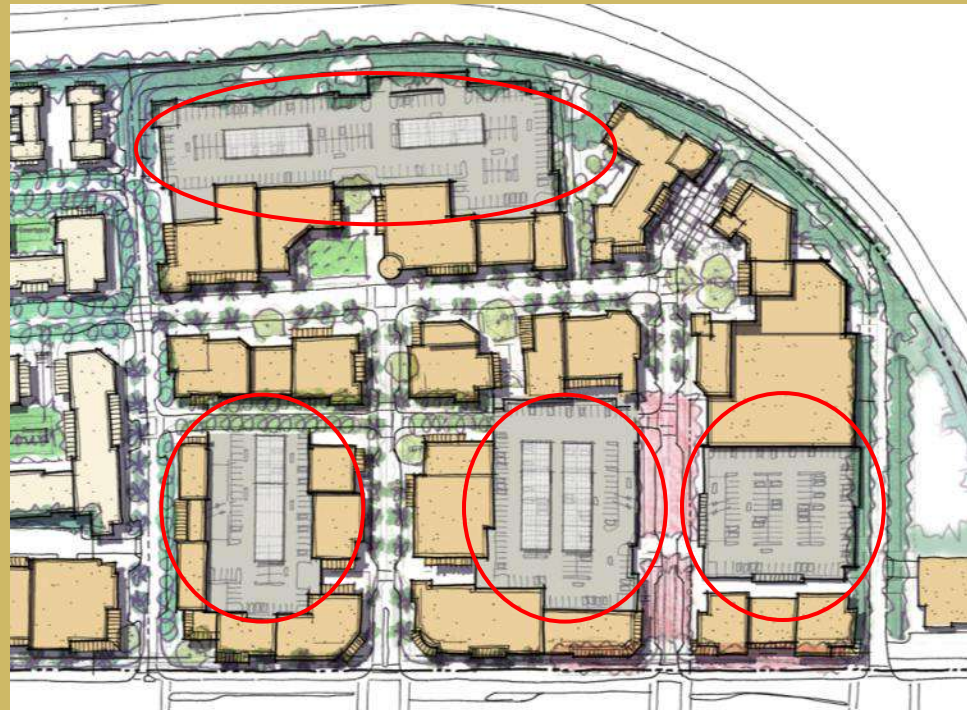
The property's agricultural roots will be referenced in landscape and architectural elements.

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



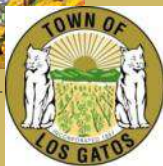
# 5. Multiple Parking Areas

- 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.







# 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 **public spaces** (range from public gathering spaces to lanes and paseos)
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  - 7) Provide **sustainable** and “smart” development practices
  - 8) Embrace **eclectic architecture**; 360 design
- 



# Concept Plan Comments/Concerns

---

## Community Input

**Vocal majority not  
supportive of concept  
plan**

**Positive comments  
received after meeting**

**Don't want another  
Santana Row**

**Internal vision good –  
need to integrate into  
adjacent  
neighborhoods**

**Encourage bike and  
pedestrian connections**

**Los Gatos Boulevard  
interface important**

**Like the market concept**

**Lack of orchard/site  
history**

**Traffic impacts are a  
concern**



# Concept Plan Comments/Concerns

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## Advisory Committee Input and Questions

**Economic impacts to downtown?**

**How much retail will be neighborhood serving for the new residential?**

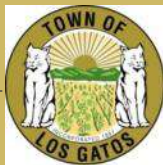
**Don't want another Santana Row, how can this be different?**

**Need linkages to Los Gatos Boulevard and adjacent neighborhoods**

**Concept plan is better than Santana Row**

**Lack of orchard/site history**

**Traffic impacts need to be studied**



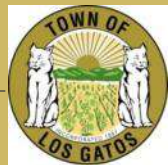
# Visual Preference Survey Results



# Public Spaces

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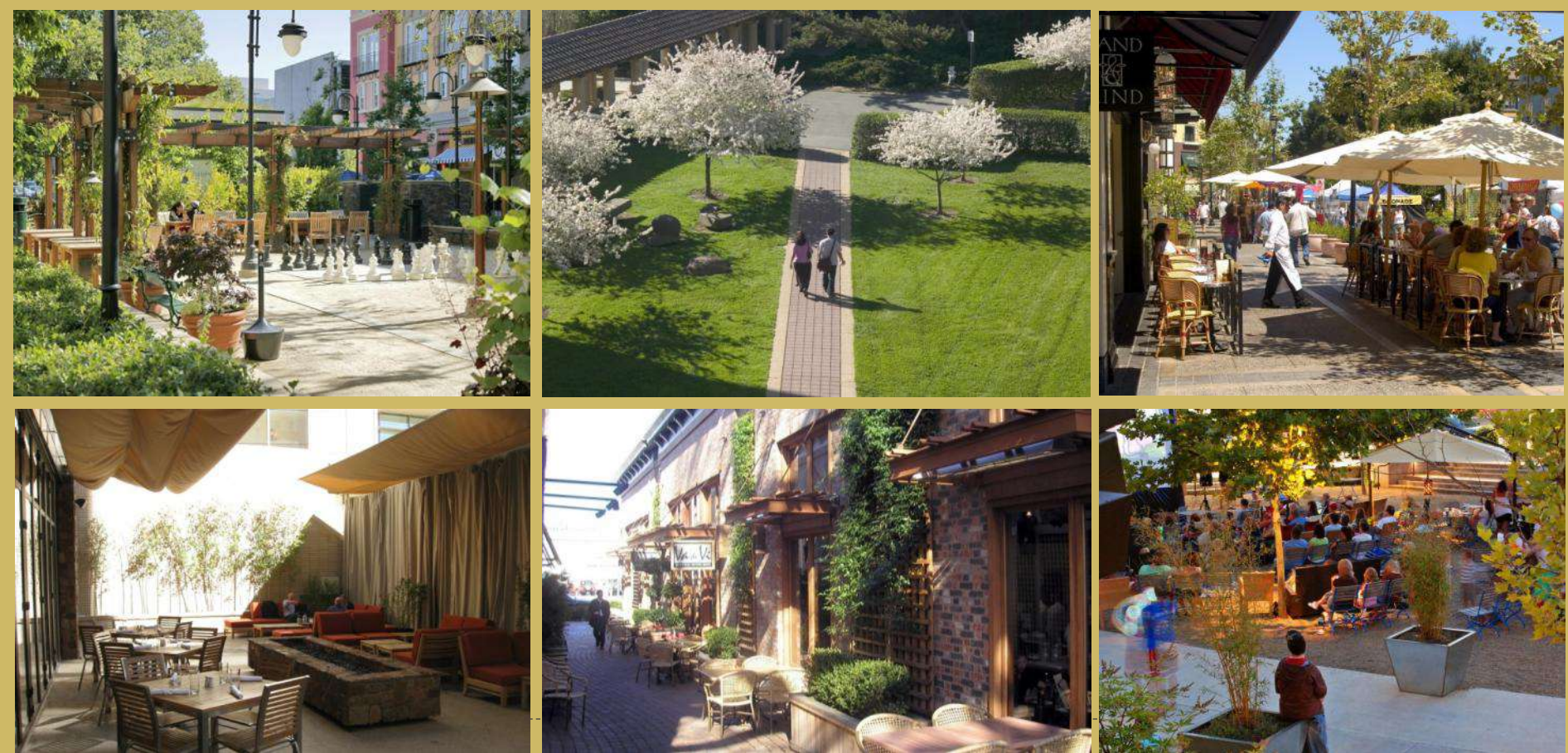
## Community Visual Preference Survey Input Strongly Supported



# Public Spaces

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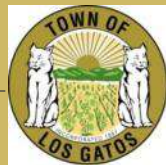
## Advisory Committee Visual Preference Survey Input Strongly Supported



# Architectural Style

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## Community Visual Preference Survey Input Strongly Supported



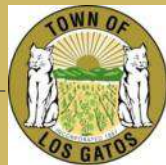
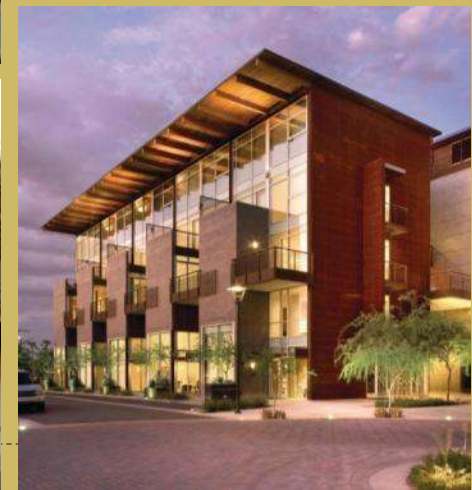


# Architectural Style

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## Advisory Committee Visual Preference Survey Input

Strongly Su



# Architectural Style

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## Community Visual Preference Survey Input Moderately Supported

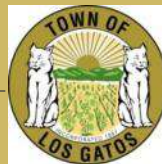


# Architectural Style

---

## Advisory Committee Visual Preference Survey Input

Moderately Supported



# Architectural Style

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## Advisory Committee Visual Preference Survey Input



# Architectural Style

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## Community Visual Preference Survey Input Strong Opposition

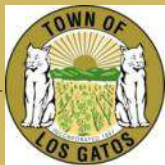
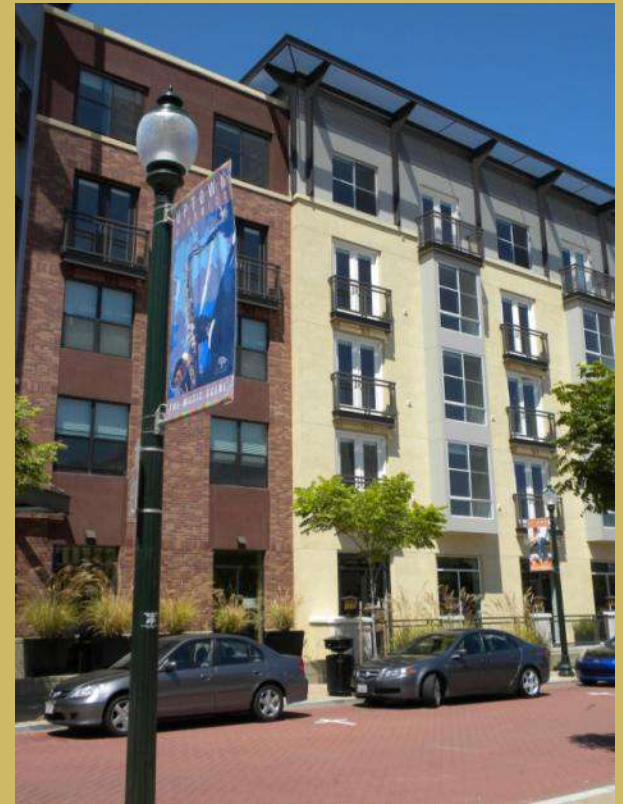


# Architectural Style

---

## Advisory Committee Visual Preference Survey Input

### Strong Opposition



# Building Form

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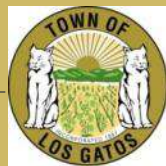
## Community Visual Preference Survey Input Strongly Supported



# Building Form

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## Advisory Committee Visual Preference Survey Input



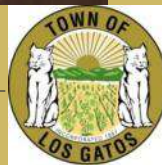
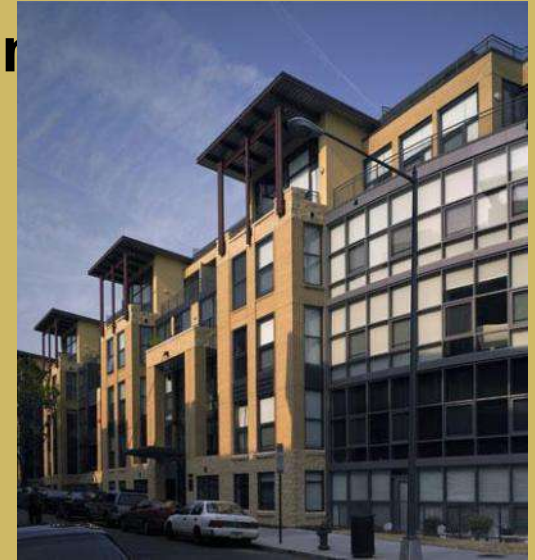


# Building Form

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## Advisory Committee Visual Preference Input

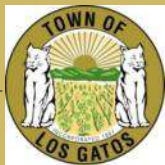
Moderately Supported



# Building Form

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## Community Visual Preference Survey Input Strong Opposition



# Building Form

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## Advisory Committee Visual Preference Survey Input



# Next Steps

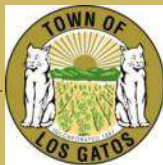
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Concept Design Refinement

Online Survey

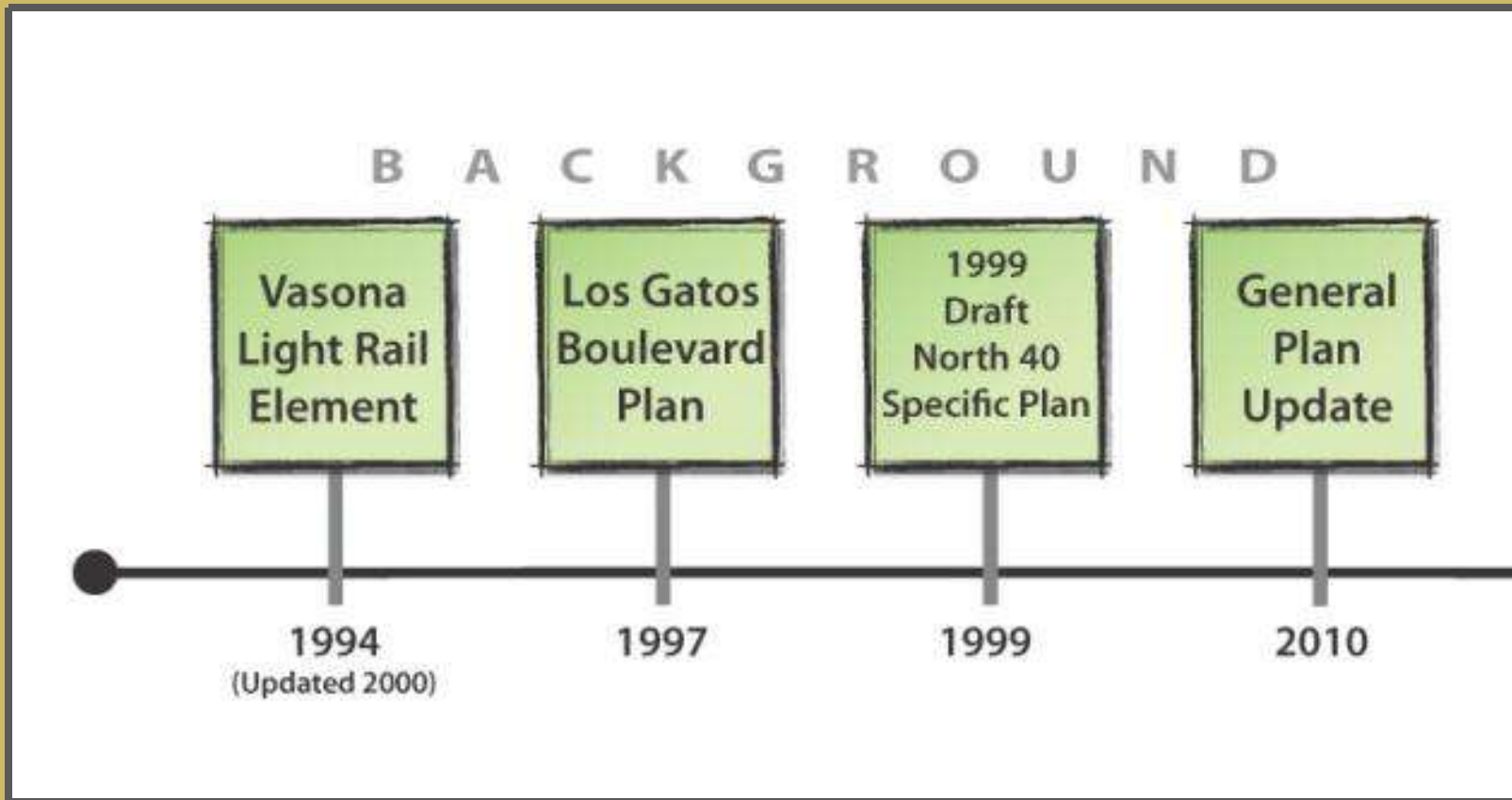
June 29<sup>th</sup> Advisory Committee Meeting

Specific Plan and EIR

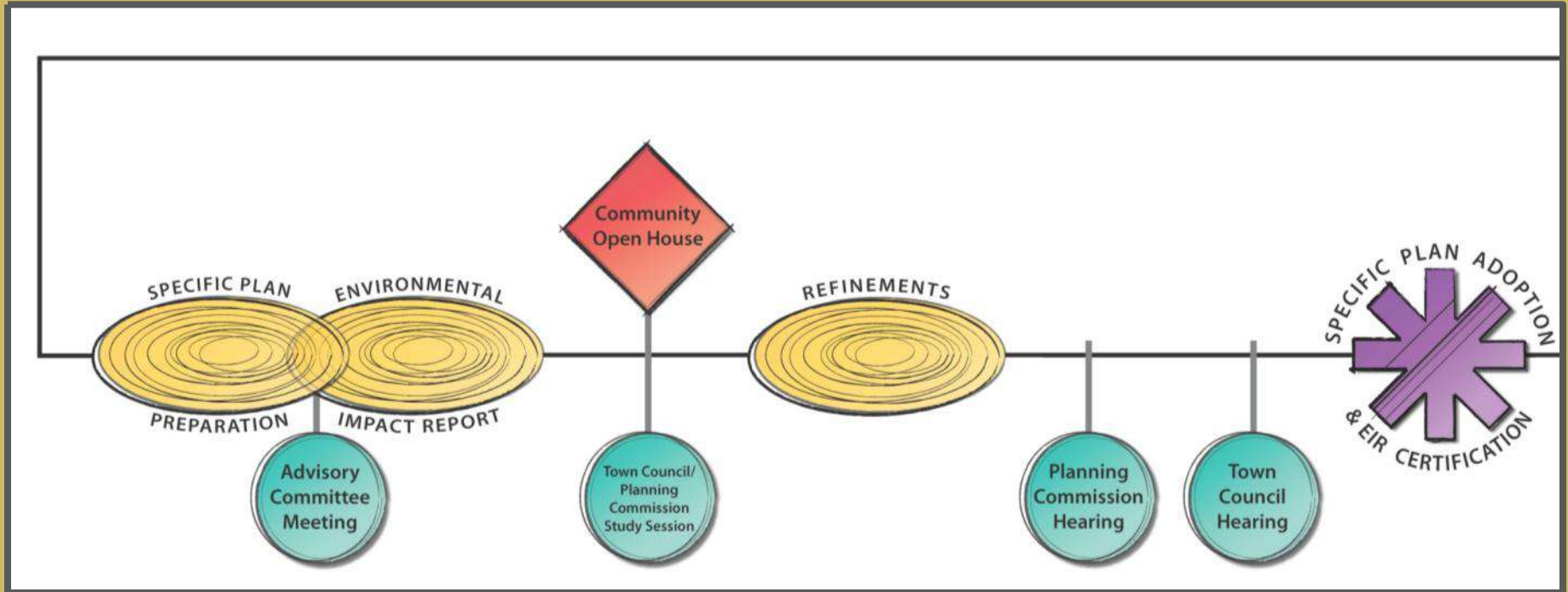


# Project Process

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# Project Process



# Project Process

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