



GILROY OUTLETS MASTER PLAN

2013
PREPARED BY | BRENTON GIBBONS

AN INSIDE LOOK

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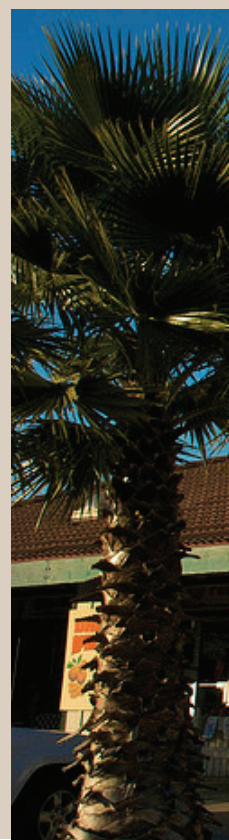


gilroy

A COMMUNITY WITH A SPICE FOR LIFE

What makes a community unique? What is it that lets it stand apart from others? Is it its history in which its foundation was built upon? Would it be its geographical location? Or would be its diverse population of residents? In essence all of these are the threads that create the fabric of a community. The City of Gilroy is woven together with each of these threads, making it stand apart. Its humble beginnings from a stagecoach stop to a thriving Silicon Valley suburb has allowed the community to make a name for itself. The serene California location nestled in the Santa Clara Valley, flanked by rolling foothills makes the backdrop like that of a priceless Ansel Adams landscape portrait. Its geographical locale has allowed fusion amongst the natural and built environment, making it seem effortless to have both entities coincide. Yet, it is more than just the setting that makes Gilroy unique; It is also its built form. The original grid layout with large tree lined streets allows a glimpse back to the foundation of the city's planning methodology. Turn of the century homes co-exist amongst modern day residences housing our evolving population.

The final and most crucial component to a cohesive and successful community is the passion and resiliency of the residents. It is the common bond amongst citizens to come together to provide a better life for themselves, their children and future generations. This longing for a balanced, healthy and thriving community runs in Gilroyans blood. It is part of their internal make-up, their DNA. It is this bond that no one can put a price on. It is what leads the citizens to come together in times of need and to rejoice in times of celebration. There is no community with a heart beating as loud and as proud as Gilroy. Regardless of race, religion, income and political affiliation, Gilroyans find common ground and collaborate to have the city's education system, amenities and community events surpass even their own expectations. Gilroy in essence is one, one singular community with the capacity and capability to exceed greatness as a model 21st Century city. With their drive, devotion, dedication and excitement for a better future, Gilroyans can only expect greatness and a future with high prospects.





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HUMBLE BEGINNINGS...

The City of Gilroy has a rich history as a cultural center with visible links back to its humble beginnings. Prior to the colonization of the Spanish in the late 1700's and the creation of the El Camino Real, the South County was home to the Ohlone Indians, who at the time occupied much of the coast and coastal valley's of California. The Ohlone Indians were the dominant inhabitants until 1800 when the Mission Era was at its height. During this time much of the local valley land was subdivided into ranchos. These ranchos were large working farms focusing on crop production and cattle herding. In 1814 European Settler John Cameron left his homeland of Scotland and made his way to the America's, landing in what is known as



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Monterey, California, which is 40 mile southwest of Gilroy. Cameron adopted his mother's maiden name of Gilroy upon his quest to this new world, and kept it till he passed. The young Gilroy made his way inland eventually finding love with Clara Ortega in 1821, who was his employer's daughter. The Ortega family owned one of the largest ranchos in the valley. Both John and Clara had 9 children and settled on the ranchos, where current Gilroy is today. The city's name comes from John Gilroy as being seen as one of the original settlers of European Origin.

[Historical references noted by the City of Gilroy: <http://www.cityofgilroy.org/cityofgilroy/>]



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City Timeline

1843

The Martin Family is one of the first homesteaders in the area

1850

Established as a stage coach stop between San Jose and Monterey

1865

Gilroy Hot Springs in the Eastern Foothills are discovered and opened

1867

Gilroy is designated an unincorporated Town

1870

The City of Gilroy is incorporated and established

1880's

Gilroy is designated as the Tobacco Capital of the World and the Dairy and Cheese Capital



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1906

The Historic City Hall is completed and the infamous Great San Francisco earthquake strikes in April

1920

Gilroy becomes known as the Prune Capital of the World as orchards become the primary crop

1979

1st Annual Gilroy Garlic Festival is held after being designated the Garlic Capital, in August the Gilroy-Coyote Quake rocks the city

1989

101 Freeway connection is underway from San Jose, Loma Prieta earthquake strikes in October

2006

Downtown Gilroy undergoes one of the largest revitalization projects in city history

2008

GUSD opens the second public high school in Gilroy in more than 50 years

[Historical references noted by the City of Gilroy: <http://www.cityofgilroy.org/cityofgilroy/>]



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In 1843 the South County became a hotbed for settlers making their way out west on prospects for gold, open lands and new life in uncharted territory. The Martin Family was one of the original homesteaders in the area from the famed wagon trains from the Midwest. As part of one of the first cross-country caravans the Martin family left Iowa and settled in the Gilroy vicinity. By this time the northern communities of San Jose and San Francisco were bustling under population booms. This led to Gilroy being established as a stagecoach stop in 1850. This crucial event eventually led to a greater population boom in the area leading to Gilroy being designated as a town in 1867 and eventually an incorporated city in 1870. By the late 19th century crops and agricultural production had made its home in the Gilroy area based on its rich agricultural soils and ideal climate conditions for production. Some of the earliest crops were hay, alfalfa and tobacco. By the 1880's the city's influence in such areas as Tobacco Production and Dairy Farming led to the designation of Gilroy being the Tobacco Capital and Dairy Capital in the United States.

With the arrival of the 20th Century, formalized public institutions and landmarks still seen in the city today began to spring up including the Historic Gilroy City Hall which was completed in 1906, Wheeler Hospital and the Strand Theater. This time also led to a boom in orchard crop production which by the early 1920's yet again named Gilroy the Prune Capital. By mid century the population in the once western rural town was on the rise and the San Francisco Bay Area and Monterey Bay Area's to the north and west grew in population and popularity.



By 1979 Gilroy was on an uphill climb not only being 20 miles from the growing Silicon Valley, but also being noted worldwide as the Garlic Capital. Unlike other titles the city has received, the city presently is still considered the Garlic Capital which has made its mark on the map. To celebrate the unique crop, the community holds an annual Garlic Festival in July, which began in 1979. As the 1980's and 1990's came and went the city exploded yet again with population doubling during this time period due to the economic driver of Silicon Valley to the north. The completion of the 101 Freeway to San Jose further solidified the link between Gilroy and the San Francisco Bay, ensuring long term growth. Presently the City of Gilroy is thriving as a suburb community to San Jose with a population that in 2010 crested over the 50,000 marker. The city seeks to continue to expand and become a cultural, family friendly community for generations to come.

[Historical references noted by the City of Gilroy: <http://www.cityofgilroy.org/cityofgilroy/>]

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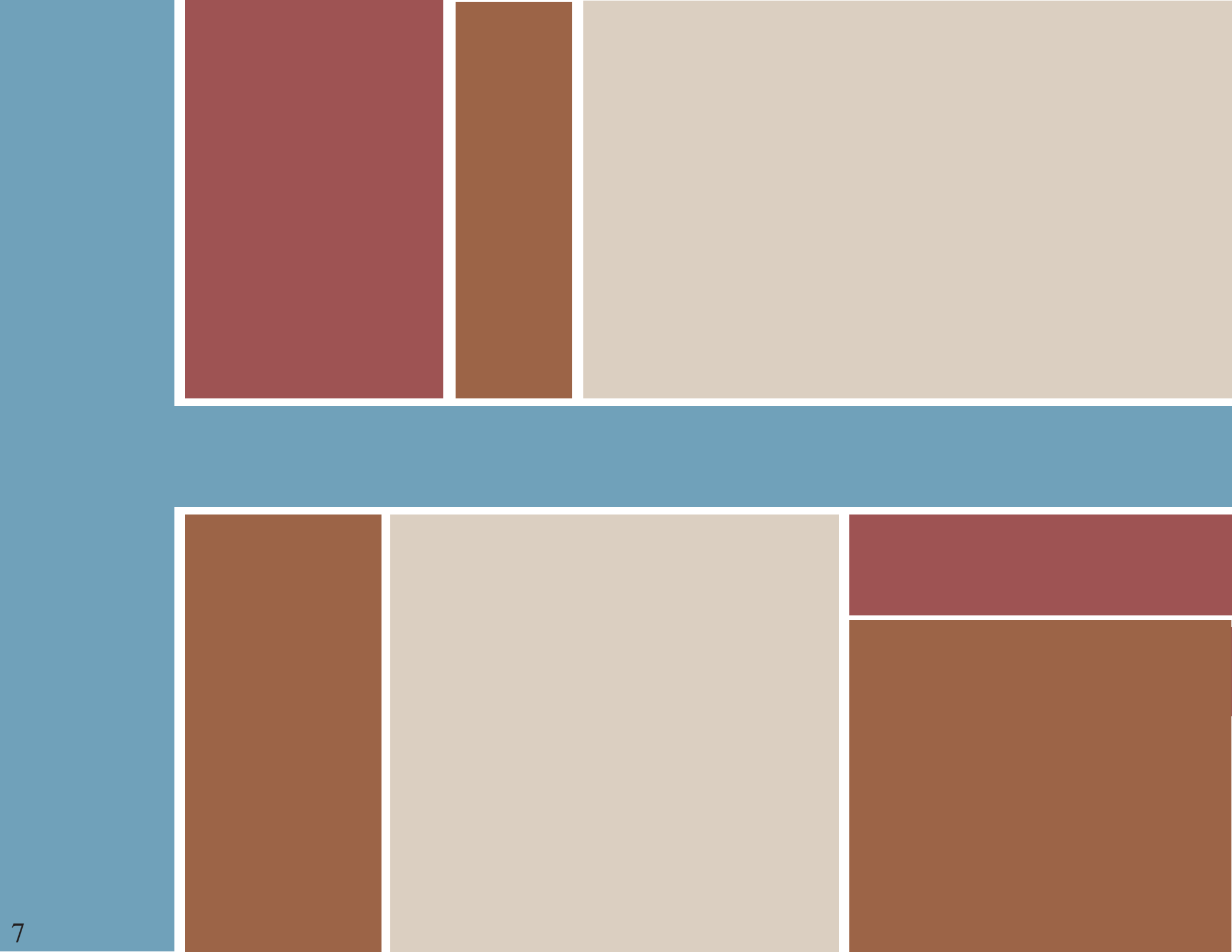


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EXISTING

CONDITIONS

Downtown

- Gateway District
- Expansion District
- Cannery District
- Transitional District
- Historic District
- Civic/Cultural Arts District



Land Use Plan Map

Residential

- HILLSIDE
- LOW DENSITY
- MEDIUM DENSITY
- HIGH DENSITY
- NEIGHBORHOOD DISTRICT
- RURAL RESIDENTIAL

Commercial

- DOWNTOWN SPECIFIC PLAN
(see map/legend bottom left)
- PROFESSIONAL OFFICE
- GENERAL SERVICES
- VISITOR SERVING

Industrial

- CAMPUS INDUSTRIAL
- INDUSTRIAL PARK
- GENERAL INDUSTRIAL

Other

- HECKER PASS SPECIAL USE DISTRICT
- OPEN SPACE
- PARK/RECREATION FACILITY
- PUBLIC/QUASI-PUBLIC FACILITY
- EDUCATIONAL FACILITY
- GLEN LOMA RANCH SPECIFIC PLAN
- URBAN SERVICE AREA

CIRCULATION LEGEND

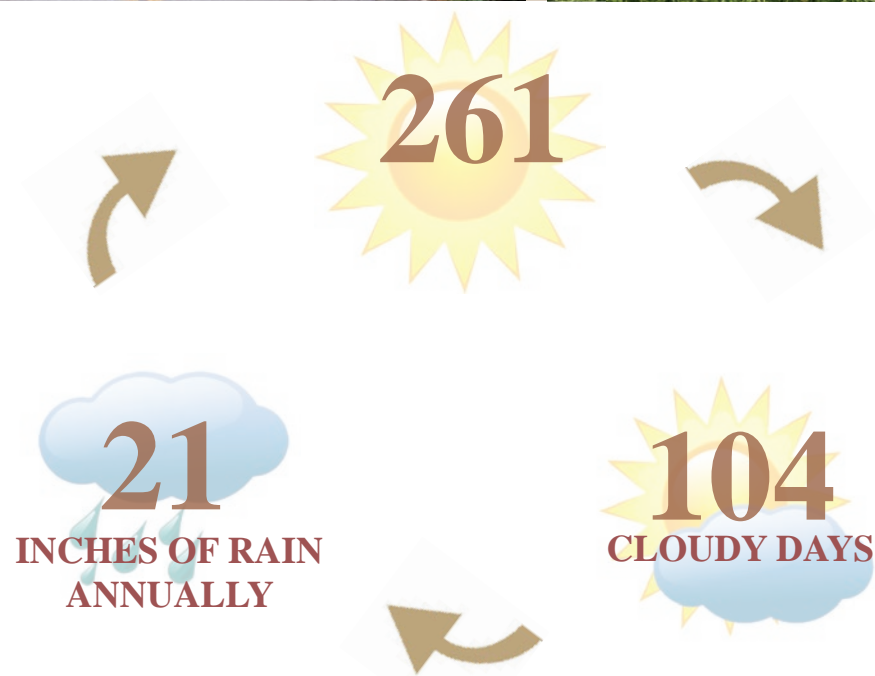
- FREIGHTWAY
- EXPRESSWAY
- ARTERIAL
- COLLECTOR

GILROY LAND USE MAP



IDEAL CLIMATE

The city of Gilroy predominantly has a comfortable climate, which can easily be relatable to a Mediterranean type of climate. The relative humidity is quite low. Summer temperatures can range from the mid 70's to the upper 90's, while the winter temperatures range from the low 50's to the low 60's. Occasionally the Santa Clara Valley including the city will reach lower temperatures that or below the freezing mark. This temperature shift usually occurs in late January thorough mid-February. Gilroy receives on average 21 inches of rainfall per year, which is lower than the U.S. average. The city is not known for extreme weather but on occasion has dealt with such circumstances.





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REGIONAL EXTREMES

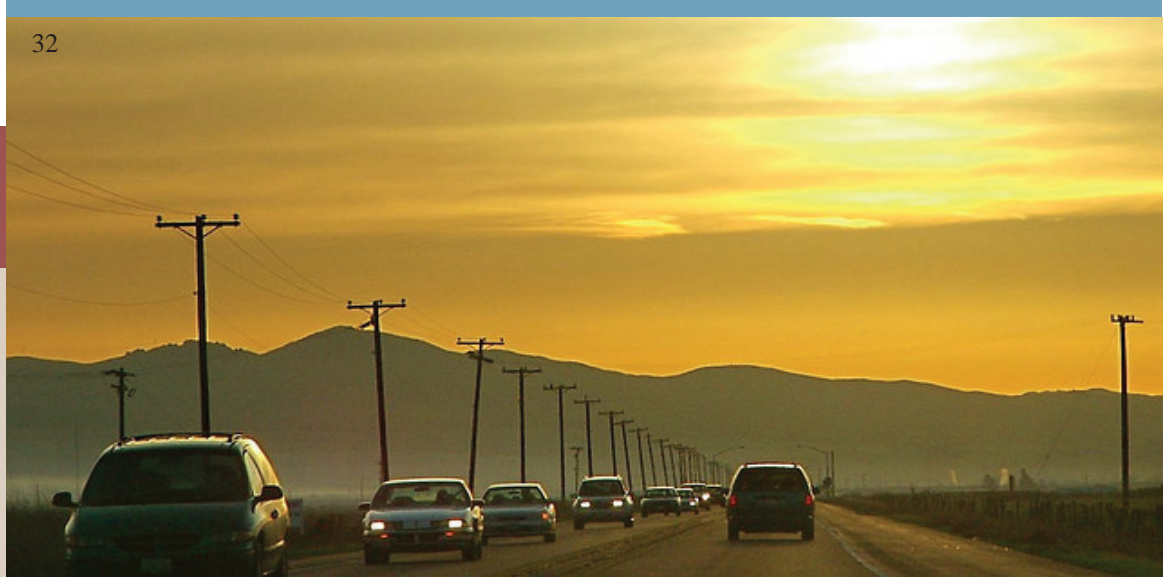
Over the last decade Gilroy has experienced instances of dustings of snow, the last being that in February of 2011 [Image 30]. In 1998, 2007, and 2010 the City of Gilroy also experienced an unusual weather phenomenon to California: tornados. In 1998, the stronger than expected El Nino spun an F1 tornado on the eastern edge of the city behind the current Gilroy premium outlets; while in 2007 an F0 tornado touched down at the intersection of Mesa Road and Santa Theresa Blvd, less than a quarter mile from Gavilan College. In both cases only minor damage was reported with no injuries. Santa Clara County on a whole does on occasion experience tornadic weather with the most notable being the Bay Area outbreak on May 4, 1998. On that day over eight sighted tornados touched down across the county, including the most prominent in the Silicon Valley suburb of Sunnyvale [Image 33] which caused moderate damage and numerous injuries. In October of 2012 Gilroyans also experienced another round of chaotic weather when the city experienced a hailstorm [Image 34], the first of its kind, recorded in the city.

[Hazard references noted by the City of Gilroy General Plan - Hazards pg 87-88]

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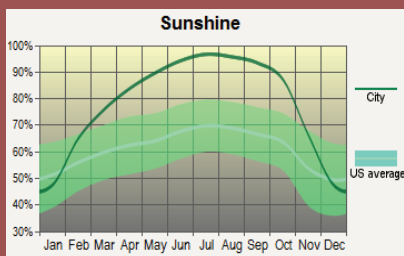
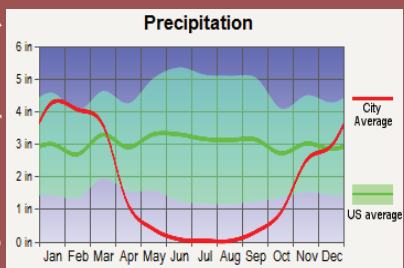
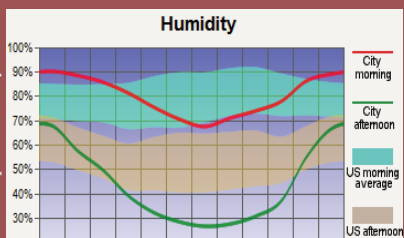
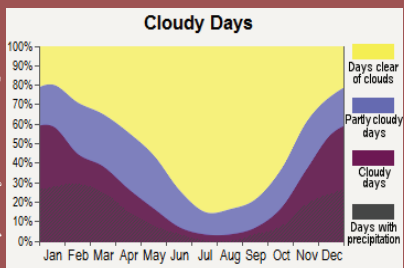
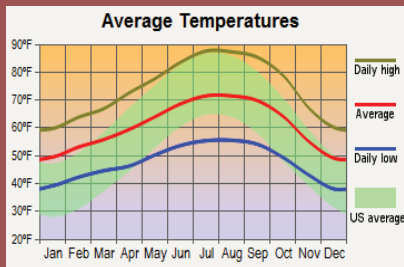


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UNDER YOUR FEET

The current outlet property is composed of two primary soils as identified by the U.S. Soil Taxonomy [Image 38: Soil Survey Map]. The two soils are categorized as Inceptisols and Alfisols. These soil types are critical to the stabilization of the agricultural economy in the city and county and provide nutrients for lush and vibrant environment. Inceptisols soils are located on the far southeast section of the current outlet center site, within close proximity to Llagas Creek. Such soils as Inceptisols are widely spread and are usually found near the locations of drainage basins or rivers ("Encyclopedia britannica -," 2012). The soil is seen as arable, but is seen as conducive to erosion and waterlogging. The remainder of the site is comprised of Alfisol soil. Alfisol's are considered arable soils which allow for upwards of 3 months of agriculture use. This soil mainly is prevalent in Mediterranean climates suitable for crops such as grapes, wheat, and corn ("Encyclopedia britannica -," 2012).

SEISMIC HAZARDS

The city of Gilroy and the proposed outlet redevelopment site is home to many impacts be that both man-made and natural. These hazards have had an effect on the current proposed site and or could potentially affect it at a future date. The natural hazards that affect the site are numerous, but the primary ones that are always of great concern would be that of Seismic Activity and Flooding. The Bay Area and California in general is no stranger to Earthquakes, they seem to part of our daily lives. But unlike some communities Gilroy is located at a unique crossroad of faults which calls for special attention in regards to seismic planning and mitigation. At the end of the Santa Clara Valley the city is situated within a triangular location of the three active fault lines: Sargent Fault, Calaveras Fault and San Andreas Fault [Image 39]. All three faults pose different seismic effects around the city and surrounding region, the most potent being the San Andreas. The infamous fault known world-wide crosses paths with the 101 Freeway five miles south of town and then runs north along the Santa Cruz Mountain range on the west side of the city.

The Calaveras Fault too begins on the southern point of city and runs north along the Diablo Mountain Range on the east side of town. The proximity that the city is makes the likelihood of shaking from a seismic event on one of the two faults extremely high. Further perpetuating the issues would be our prime soils, and numerous creeks and streams. This has caused liquefaction in several neighborhoods, which was common during the Loma Prieta Earthquake in 1989. The history of earthquakes has also been a rocky one. The city on average has experienced several large earthquakes, the most notable being the 1906 Great San Francisco Earthquake, the 1979 Coyote Lake Earthquake, 1984 Morgan Hill Earthquake [Image 43], 1989 Loma Prieta Earthquake and the 2002 Gilroy Earthquake [Image 42]. Through all of the quakes mentioned, the city of Gilroy suffered moderate to substantial damage.

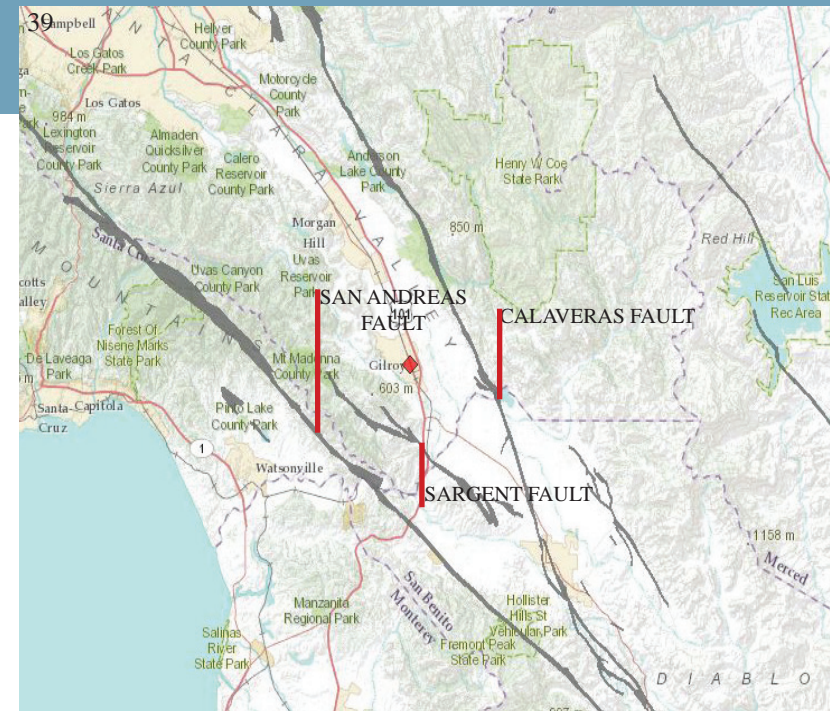


Image 39: The red diamond signifies the City of Gilroy, while the dark grey bands signify major regional faults.

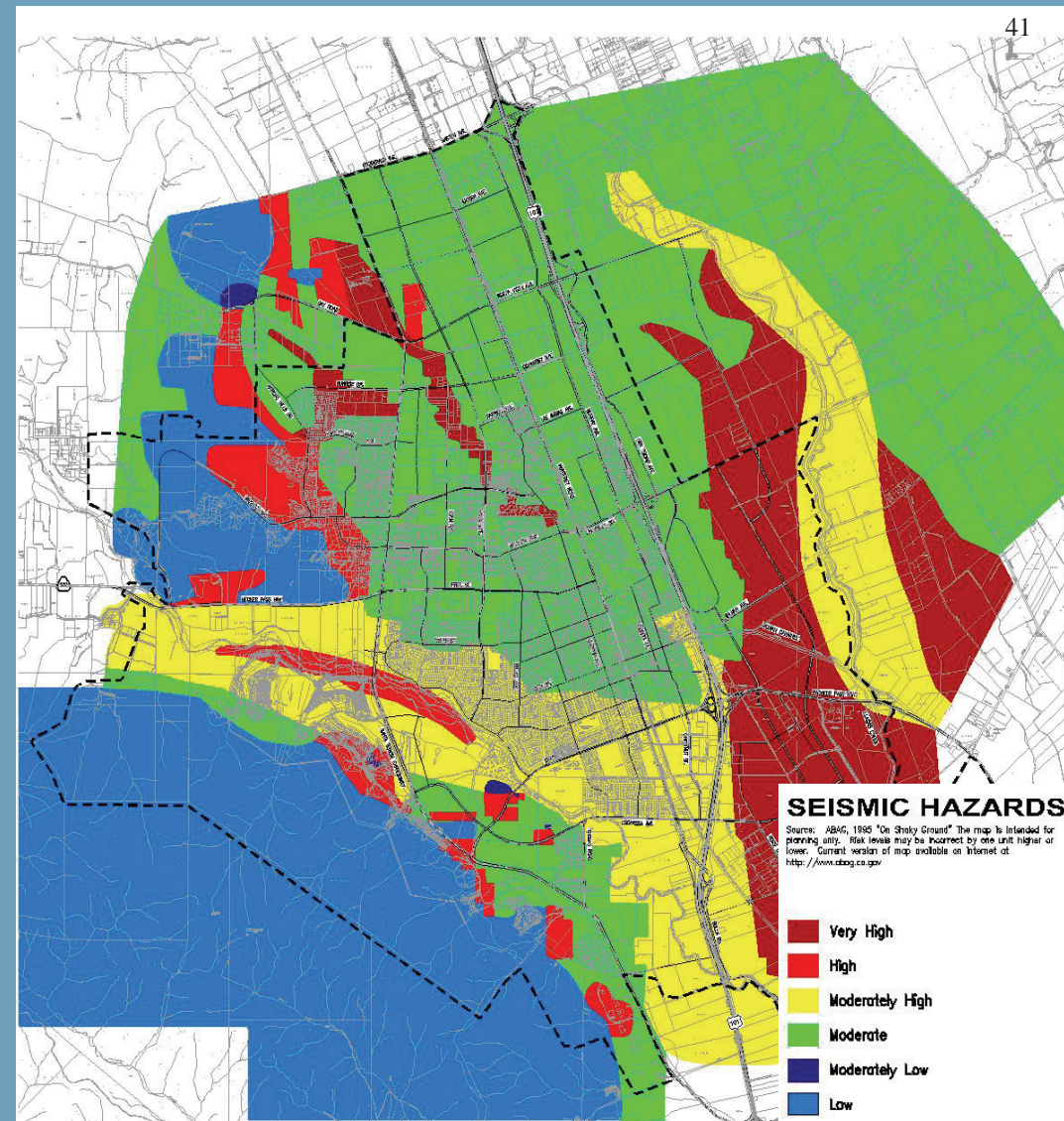


Image 40: The 2002 Gilroy Earthquake caused a propane explosion in this San Jose neighborhood.

Significant Regional Earthquake Magnitudes

1836	1838	1868	1906	1911	1979
6.8	7.0	7.0	8.0	6.2	6.1
South Bay 35 miles away	Peninsula 50 miles away	East Bay 45 miles away	San Francisco 70 miles away	South Bay 10 miles away	South Bay 4 miles away

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1980

6.0

East Bay
75 miles away

1984

6.2

South Bay
10 miles away

1989

7.0

South Bay
17 miles away

1993

5.1

South Bay
2 miles away

2002

5.0

South Bay
0 miles away

2007

5.6

South Bay
22 miles away



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THE POWER OF FLOWING CURRENTS

Flooding is also of great concern to the area. Gilroy is based at the crossroads of two large regional creeks and streams, and is positioned within a vast floodplain. On the east side of the city's urban boundary is Llagas Creek. This creek in particular is no stranger to flooding [Image 48]. Past bank erosion due to private development and the expanse of the encroaching agricultural fields has created a flat plain prime for flooding. In response drainage ditches have been added with the help of erosion control and bank stabilization to maintain the natural element of a fully functioning creek. Uvas Creek on the west half of the city runs through dense neighborhood, before winding its way through the city's largest park, Christmas Hill [Image 45]. It is here where the river can get particularly dangerous due to its close proximity to neighborhoods. In response to this hazard, mitigation was proposed with the development of a levee system and flood canals. The levee system spans over three miles in length and keeps the waterway at bay when it reaches or overtops its flood levels. The canals were strategically placed on the northern and eastern locales in the city where flood water can easily accumulate and become stagnant. These canals have been of great use in the past decade and decreased the flooding risks in the city considerably.

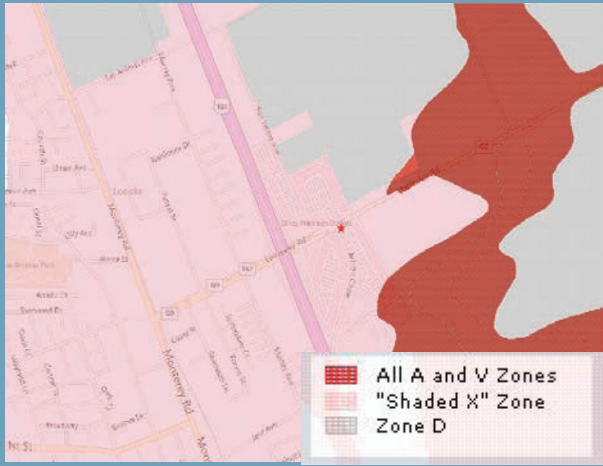


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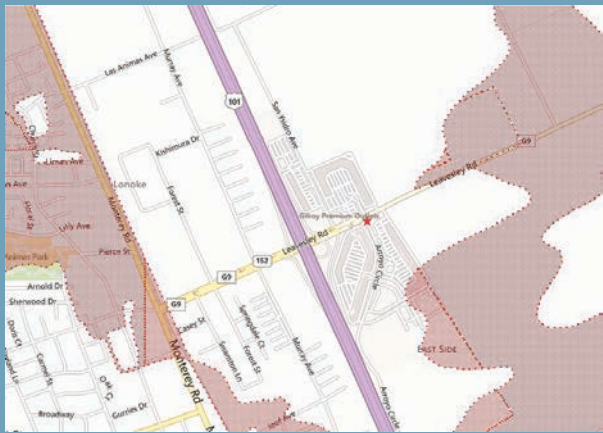


NATIONAL ENVIRONMENTAL PROTECTION AGENCY FLOOD MAPS

[Flood references noted by the NepaAssist: <http://www.epa.gov/compliance/nepa/nepassist-mapping.html>]



GILROY FLOOD CHANNELS



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FIGHTING THE FLAMES

The Bay Area including all nine counties also views the threat of wildfires as of primary concern. Gilroy topography includes a flat plain with sloping hills to the east and the dense Santa Cruz Mountains to the west. Both open space and county lands are primed with fuel for fires provided by a range of natural growth. During the summer months, rain accumulation is quite low which dries out the surrounding hills and ranges. This creates a very dry environment which is conducive to wildfires. Occasionally during the summer months the city will have isolated thunderstorms, which usually cause dry lightning. This dry lightning is the main culprit of most wildfires in the region.

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THE WHITEHURST FIRE

In late June of 2008 a line of rare severe thunderstorms moved across southern Santa Clara County, bringing gusty winds, hail and cloud to ground lightning to communities of Morgan Hill and Gilroy. The frequent lightning strikes posed a sizable threat to the area due to the dry mountains and hillsides which are common during the summer months. Unfortunately the conditions and prime dry brush for fuel, fed two wildfires in the vicinity both started by the frequent lightning. One of these wildfires known as the Whitehurst Fire started at the intersection of Whitehurst Road and Highway 152 West in the Mt. Madonna County Park [Image 55]. The Whitehurst Fire covered the south county including the City of Gilroy in a blanket of smoke, and lasted for a period of five days, until it could be completely contained by Cal Fire with the aid of local and regional units. In total the fire closed a primary East-West connector to the coast, cutting off access to hundreds of home, and cost an estimated \$250,000 to contain.

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EXISTING TRANSPORTATION

Available and adequate transportation is essential to any thriving community. The city of Gilroy is uniquely positioned to offer such amenities to its citizens as well as other regional communities. Based on the proximity to the Silicon Valley and San Francisco, Gilroy is able to have a multi-modal system ranging from a network of vehicular routes, regional commuter rail, regional bus service and local bus service. Gilroy is also a transit stop for Greyhound service to and from Northern and Southern California including a direct link to the Central Valley. Local and regional bus service is provided by the Valley Transit Authority otherwise known as VTA. VTA offers route service between Gilroy, and San Jose with connections to commuter light rail in South San Jose [Image 62]. Local service is also provided throughout the city. Gilroy was also fit with the VTA's newest transportation addition, the Community Bus. The Community Bus services stops at local grocery stores, the library, the Sports Complex and Gilroy Outlets. It provides locals with a more direct route to amenities. Commuter Rail service is provided by Caltrain [Image 60]. Caltrain services the South Bay from Gilroy through the Peninsula, ending in Downtown San Francisco. This rail is primary mode of mass transit for the Peninsula and Silicon Valley. As part of a cohesive system, Caltrain does link with other mass transit options such as the Altamont Commuter Rail to Sacramento, BART to Oakland and the East Bay, as well as Amtrak service nationwide.

TRANSPORTATION ACCESS

Source: Gilroy EDC

AIRPORT ACCESS

San Jose Mineta International Airport	31 miles
San Francisco International Airport	67 miles

HIGHWAYS

U.S. Highway 101	0 miles
CA State Highway 152	0 miles

RAILWAYS

Union Pacific Railroad	1 mile
Gilroy Caltrain Station	1 mile
San Jose Amtrak Station	29 miles



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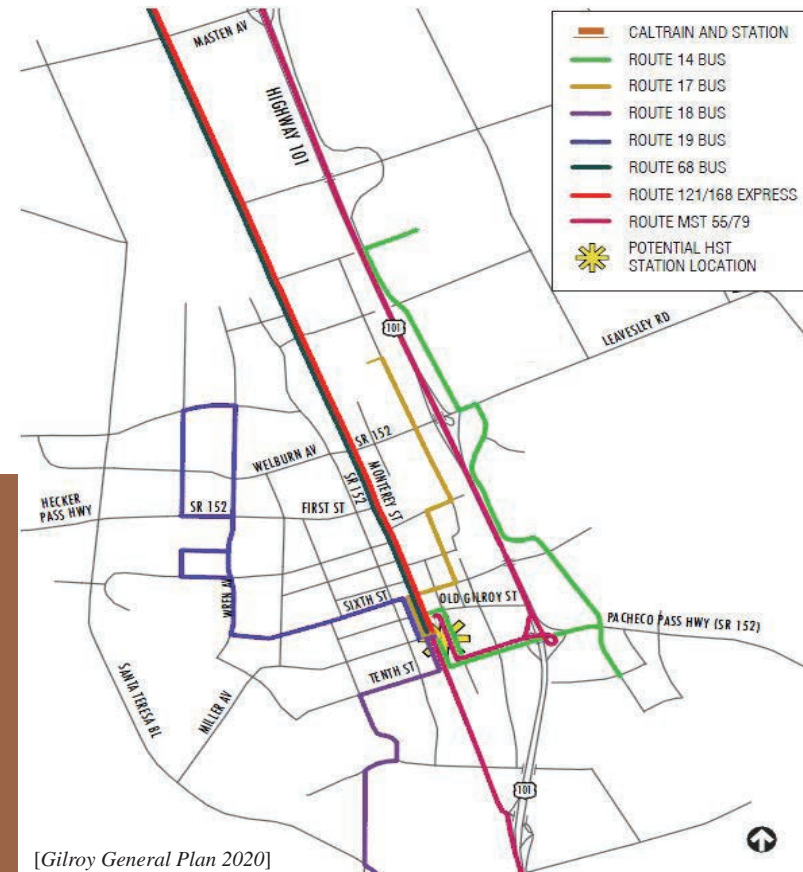
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[Gilroy General Plan 2020]

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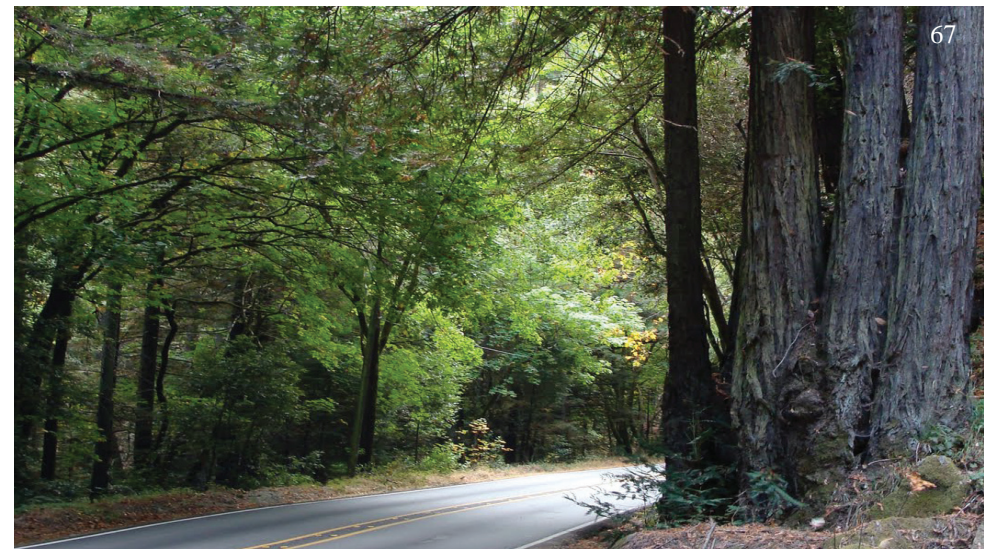
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VEHICLE INFRASTRUCTURE

Beyond mass transit, Gilroy is connected by a number of vehicular links which make the city a prime junction. Highway 101 which is a north-south connector dissects Gilroy in half and is the main feeder of traffic into the city. On the west end of town Monterey Road or Monterey Highway brings traffic in from Downtown San Jose, eventually narrowing down to two lanes in Downtown Gilroy. Before Highway 101 was extended to Gilroy in the early 1990's, Monterey Rd/Hwy served as the primary link to Salinas and Los Angeles. Highway 152 West also known as First Street (in the city) serves as a the connector to Mt. Madonna County Park and Watsonville via Hecker Pass [Image 67]. Highway 152 East via Pacheco Pass serves as one of only three east-west Central Valley connectors [Image 66], the others being Interstate 80 through Vacaville and Interstate 580 through Livermore. The highways are a heavily used trade route which links Highway 101 with Interstate 5 and Highway 99.



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MAJOR REGIONAL
ARTERIES



South Valley
Freeway
20 mi away



Highway 152
East-West
0 mi away



Golden State
Highway
83 mi away



Highway 101
0 mi away



Sinclair
Freeway
30mi away



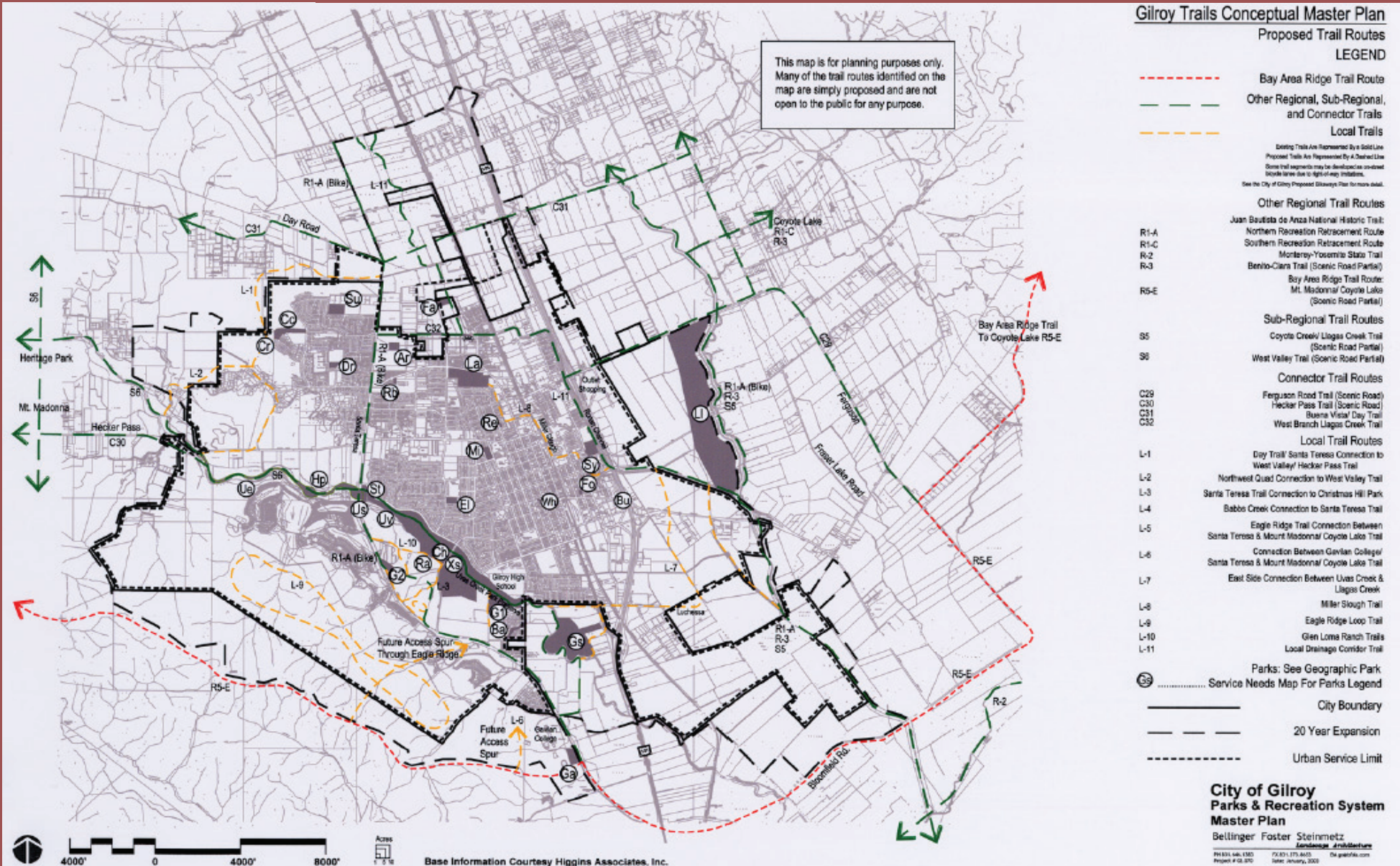
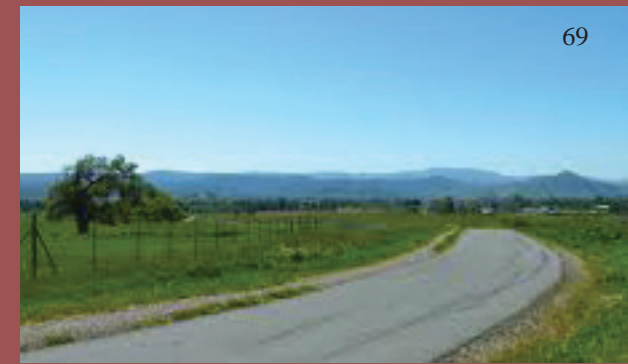
Nimitz
Freeway
35mi away



Interstate 5
45 mi away

MULTI-MODAL ACCESSIBILITY

The City of Gilroy prides itself on the extensive network of trails. The city created links with several local and regional trails which enhances the recreational options in the community. Below is the Parks and Recreation Master Plan from the Gilroy General Plan. The Master Plan conveys the numerous intersections and connections which make the trail system in the city complete and cohesive.



GRAPHIC SCALE
0 5000 10000
(IN FEET)

BICYCLE TRANSPORTATION PLAN MAP

CLASS 1- PATH
CLASS 2- LANE
CLASS 3- ROUTE

BICYCLE INTERCHANGE
PUBLIC BIKE LOCKERS
TRANSIT CENTER

NOTE: WHEN BIKE LANES AND PATHS ARE BOTH ON THE SAME ROAD SECTION, NO LANE IS NECESSARY ON THE SIDE OF THE ROAD WHICH HAS THE PATH.



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CYCLING NETWORK

Gilroy over the last fifteen years has done an overhaul of its cycling network as the growth in population has increased steadily and the projected growth is seen to increase even further. As the population rises so does the demand for an efficient transportation system including several modes, in order to accommodate the needs of the citizens. In the recent years bicycling as a mode of transportation has gained popularity leading to the addition of lanes and trails to the city.

The city has designated several classes of bike lanes for major arterial's and internal connector streets. Many of the streets that did not previously have right of ways for bikes had to be adapted. This adaption led to the variety of bike lane classes. To create a cohesive system, the city's bike lanes have been linked to local and regional trails through the use of bicycle interchanges. To further entice cyclists to take to the streets, the city has proposed the placement of public bicycle lockers to be located at several prime bicycling interchanges. In the 2020 General Plan, the city lays out a blueprint for future infrastructure improvements for bicycling which can be seen to the left.

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Oct 10, 2012, 2:00 PM



**Gilroy 2020
General Plan**

HIGGINS ASSOCIATES





GILROY POVERTY LEVEL

	Households Below Poverty Line	Percent of Total
Cupertino	543	3.9%
Gilroy	869	7.4%
Mountain View	701	4.4%
Palo Alto	609	4.1%
San Jose	14,420	6.6%
Santa Clara	1,396	5.3%
Sunnyvale	1,430	4.4%
Santa Clara County	23,000	5.7%

Sources: Claritas, 2009; BAE, 2009.

AN EVOLVING DEMOGRAPHIC

California is a very diverse state with a large immigrant base and a population of varying ages, races, views, and ethnic backgrounds. Gilroy, like California too has a large immigrant constituency and expanding population. Since the founding of the city in the mid 1800's its primary ethnic link has been that of the Latino race. This is because the area was primarily developed by the Spanish through the Missionera along the El Camino Real. Today Gilroy is predominantly divided between two races according to the City Data Survey Records where in 2010 the Hispanic/Latino population became the most dominant population with 57%, while the white population stood at 31% (City Data Survey Records). Gilroy is also home to numerous other ethnic groups such as those seen [insert chart from Quick Facts].

The gender make-up of the city is divided pretty evenly with the Male and Female population registering each at 50% (Quick Facts, American Fact Finder 06-10). While the gender may be proportional, there is a wide gap between the ages of the population. As seen in [chart showing the age spread from Quick Facts] there is a disproportionate senior population which hints that Gilroy is primarily a younger family setting, compared to other Bay Area communities that have a higher senior population. This percent number of seniors is shown to rise over the next 20 years due to the fact the aging baby boomer population. Thus, the future will consist of a 180 degree shift with a larger senior population (Quick Facts, American Fact Finder 06-10).

GILROY INCOME DISTRIBUTION

	Less than \$35,000	\$35,000 to \$74,999	\$75,000 to \$149,999	\$150,000 or More	Median HH Income (a)
Cupertino	11.2%	17.3%	36.2%	35.3%	\$119,009
Gilroy	19.8%	31.3%	37.3%	11.6%	\$73,564
Mountain View	17.6%	27.6%	34.0%	20.8%	\$83,359
Palo Alto	16.8%	20.3%	29.7%	33.3%	\$104,948
San Jose	17.8%	27.3%	36.4%	18.5%	\$83,106
Santa Clara	17.6%	26.9%	38.5%	17.1%	\$83,711
Sunnyvale	15.1%	26.0%	37.7%	21.2%	\$89,206
Santa Clara County Total	16.6%	25.7%	35.4%	22.2%	\$88,430

Note:
(a) Median household income data is not available for Unincorporated County, Urban County, or CDBG Jurisdictions
Sources: Claritas, 2009; BAE, 2009.



AGES OF POPULATION IN GILROY	
SUBJECT	GILROY, CALIFORNIA
SEX AND AGE	
Total population	46,807
Male	22,825
Female	23,982
Under 5 years	3,921
5 to 9 years	4,185
10 to 14 years	4,323
15 to 19 years	3,384
20 to 24 years	3,068
25 to 34 years	6,002
35 to 44 years	6,671
45 to 54 years	6,298
55 to 59 years	2,600
60 to 64 years	1,769
65 to 74 years	2,225
75 to 84 years	1,541
85 years and over	820



COMMUNITY COMPOSITION

57.8%	HISPANIC
31.4%	WHITE
6.7%	ASIAN
2.0%	TWO OR MORE RACES
1.5%	AFRICAN AMERICAN
.04%	AMERICAN INDIAN
.02%	PACIFIC ISLANDER
.01%	OTHER



SANTA CLARA COUNTY CITY GROWTH RATES

State/County/City	Total Population		Percent
	1/1/2011	1/1/2012	Change
California	37,427,946	37,678,563	0.7
Santa Clara	1,794,337	1,816,486	1.2
Campbell	39,610	39,882	0.7
Cupertino	58,665	59,022	0.6
Gilroy	49,316	50,158	1.7
Los Altos	29,136	29,460	1.1
Los Altos Hills	7,969	8,027	0.7
Los Gatos	29,613	29,854	0.8
Milpitas	66,637	66,966	0.5
Monte Sereno	3,360	3,373	0.4
Morgan Hill	38,255	39,127	2.3
Mountain View	74,618	75,275	0.9
Palo Alto	64,853	65,544	1.1
San Jose	957,369	971,372	1.5
Santa Clara	117,998	118,813	0.7
Saratoga	30,153	30,363	0.7

GILROY EDUCATIONAL ATTAINMENT

EDUCATIONAL ATTAINMENT		
Population 25 years and over	27,926	27,926
Less than 9th grade	3,814	13.7%
9th to 12th grade, no diploma	2,915	10.4%
High school graduate (includes equivalency)	5,962	21.3%
Some college, no degree	5,819	20.8%
Associate's degree	2,538	9.1%
Bachelor's degree	4,757	17.0%
Graduate or professional degree	2,121	7.6%
Percent high school graduate or higher	(X)	75.9%
Percent bachelor's degree or higher	(X)	24.6%

HOUSEHOLD TYPES GILROY V. CALIFORNIA

Subject	Gilroy city, California	
	Estimate	Percent
HOUSEHOLDS BY TYPE		
Total households	14,147	14,147
Family households (families)	11,163	78.9%
With own children under 18 years	6,386	45.1%
Married-couple family	8,494	60.0%
With own children under 18 years	4,773	33.7%
Male householder, no wife present, family	599	4.2%
With own children under 18 years	389	2.7%
Female householder, no husband present, family	2,070	14.6%
With own children under 18 years	1,224	8.7%
Nonfamily households	2,984	21.1%
Householder living alone	2,547	18.0%
65 years and over	1,163	8.2%
Households with one or more people under 18 years	7,093	50.1%
Households with one or more people 65 years and over	2,913	20.6%
Average household size	3.24	(X)
Average family size	3.68	(X)



DIVERSITY OF HOUSING

Housing to all communities is an important asset as it houses the population and plays a critical role in creating the urban form. Gilroy like its fellow communities takes pride in its citizens and aims to provide equal and fair housing to all through a diverse housing stock. In order to provide adequate housing to the population being served, steps must be taken to assess the needs and current market in Gilroy and the surrounding Santa Clara Valley.

According to the US Census Bureau the Median household income for the City of Gilroy is \$73,564 (Figure 1: Gilroy Economic Plan). Compared to Santa Clara County, the state of California and the US Median household income, the average take home is quite high. One of the primary reasons for the income spike in the area is the proximity in which Gilroy is located to tech industry employers in both Silicon Valley and Monterey Bay.

The current housing market in Gilroy according to the current Housing Element (2007-2014) provides a multitude of housing options for the assortment of incomes that the population acquires on an annual basis. Since the early 1970's the housing market in Gilroy had been relatively affordable because the Silicon Valley expansion had not affected the South County yet economically. This changed rapidly though through the 1980's and 1990's when the local real estate market experienced

2010 Housing Statistics, Year Built for Gilroy, CA

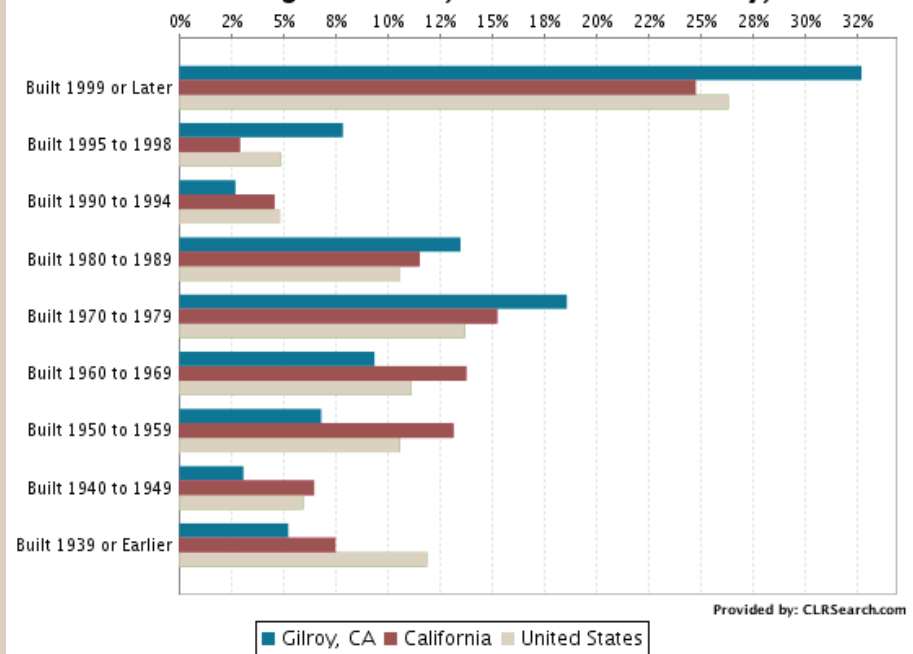


Table 4.33: Rental Market Characteristics, 2Q 2009

	North County (a)	Central County (a)	Central West (a)	South County (a)
Average Rent	\$1,568	\$1,542	\$1,975	\$1,409
Average Unit Size	807	861	892	865
Average Rent/Sq Ft	\$1.94	\$1.79	\$2.21	\$1.63
% Change in Monthly Rent, 2007-2009	-3.0%	0.6%	7.7%	1.2%
Vacancy Rate				
2007	2.9%	3.4%	9.0%	10.0%
2009	5.1%	5.6%	4.8%	5.1%

Notes:

(a) The geographic regions are defined as follows:

North County: Palo Alto, Mountain View, Los Altos, Los Altos Hills, Sunnyvale

Central County: Cupertino, Santa Clara, San Jose, Campbell

Central West: Saratoga, Los Gatos, Monte Sereno

South County: Morgan Hill, Gilroy

Sources: RealFacts, 2009; BAE, 2009.

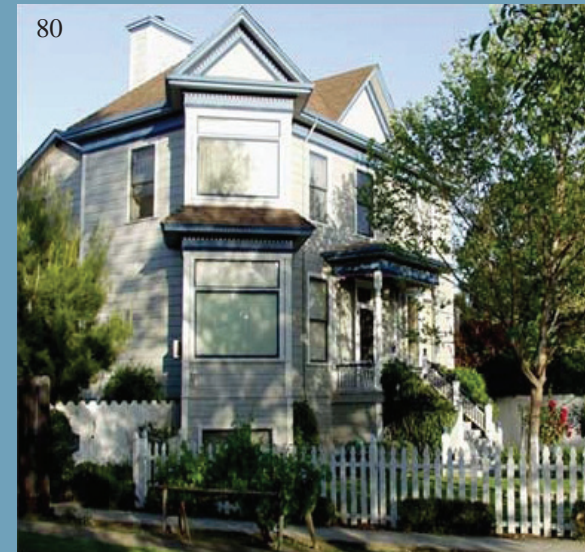
[Rental Market Characteristics noted by RealFacts 2009]

sharp increases in the price of housing, including the cost of monthly rentals. By the early 2000's prices spiked to all time highs and the real estate market not only in Gilroy, but nationwide was on the rise. The location and ease of access to the local job market only increased the ballooning market, making Gilroy even less affordable. At the heels of the housing collapse the prices dropped from their highs to moderately priced homes compared to the California average. By 2009 the deflating market caused prices to lower across the board (Figure 2: City Data Gilroy). By 2011, the prices fell even more in the South County and Gilroy creating an even more volatile market (Figure 3: Gilroy Economic Plan). Gilroy's housing make-up primarily consists of housing stock devoted towards Single Family dwellings. The city's original grid street network allowed for the expansion over the last 40 years, specifically the last 20 years for an explosion in subdivision growth [Image 79]. But as the market slowly regains its previous strength, the trend in housing is shifting. The current economic downturn has made a majority of the housing market out of reach of many, due to the reeling job market and unemployment locally and regionally. This in turn has spurred to life the rental market which in the last 3 years has gained ground. For the growing demand of rentals the city has had to change its perspective on housing and embrace rental market, which usually centers on smaller and denser housing options. This altering has caused primary focus to be on the addition and development of dense housing to meet the new and growing needs of the community.

The task of embracing smaller living options is not an easy one, since many discourage these new growth principles based on Gilroy's past rural character. But inevitably to create a more cohesive market and to meet the demand Gilroy has adopted policies to encourage such growth. One of the large initiatives was to introduce downtown mixed-use living in the style of lofts [Image 82]. These have proven to have been popular, but do the economic recession the vacancy rate has spiked. New develop-

	Total Occupied Units	Owner	Renter
Cupertino	18,408	63.7%	36.3%
Gilroy	14,408	62.1%	37.9%
Mountain View	31,244	41.6%	58.4%
Palo Alto	25,525	55.8%	44.2%
San Jose	295,221	61.4%	38.6%
Santa Clara	42,034	45.0%	55.0%
Sunnyvale	52,585	46.8%	53.2%
Santa Clara County	595,646	59.4%	40.6%

Sources: Claritas, 2009; BAE, 2009.



ments have also tagged onto the smart growth principals of dense growth, smaller lots and infill opportunities. To keep both advocates for the changing housing market and for those who are skeptical happy, developers have introduced compact single family infill developments. To increase these types of housing options the city has introduced a number of infill development incentives (Housing Element, Action 9.B, 5-14). These have proven to have been quite popular and continue to remain consistent with the city's General Plans goals to encourage infill development [Image 88] (Housing Element, Policy 10.11, 5-7).

In effort to provide equal housing for all Gilroy has worked closely with Santa Clara County under its Consolidated Plan 2010-2015 to tackle homelessness and housing affordability, including special needs housing (Figure 4: Gilroy Consolidated Plan). Gilroy is noted to have the 2nd highest homeless population behind the city of San Jose in Santa Clara County which makes the topic of equal housing all that more important of topic and issue to solve collectively (pg 10, Consolidated Plan). Gilroy currently works in collaboration with Santa Clara County to curb the issue of homelessness and the housing issues that arise from this minority population through a 10 Year Strategic Plan to end Chronic Homelessness (pg 19, Consolidated Plan).

[Housing references noted by the Gilroy General Plan - Gilroy Consolidated Plan]

Income Category	2007-2014 RHNA Need	Construction Achievements ¹	Adjusted RHNA Need
Very Low ²	319	1	318
Low	217	1	216
Moderate	271	23	248
Above Moderate	808	363 ³	445
Total	1,615	388	1,227
Source: RBF Consulting, 2007-2014 City of Gilroy Housing Element Table B-2, Adjusted RHNA Allocation 2007-2014, September 2011.			
1. Based on building permits finalized from January 2007 through December 2008. Does not include projects currently under construction or in the review and entitlement process.			
2. Extremely Low-Income need assumed to be 50 percent of Very Low-Income allocation = 159 units.			
3. Above Moderate-Income units from Department of Finance estimates.			

	Single Family Residences			Condominiums		
	Median Sales Price	Units Sold	% Change Sales Price from 2007	Median Sales Price	Units Sold	% Change Sales Price from 2007
Cupertino	\$986,500	111	-16.0%	\$642,500	34	-1.5%
Gilroy	\$355,000	293	-48.4%	\$185,000	38	-54.9%
Mountain View	\$985,000	98	-8.9%	\$505,000	99	-21.1%
Palo Alto	\$900,000	256	-17.4%	\$635,000	44	9.0%
San Jose	\$400,000	3,091	-44.4%	\$230,000	1,017	-54.0%
Santa Clara	\$509,500	214	-30.5%	\$357,500	96	-29.3%
Sunnyvale	\$529,000	215	-39.9%	\$499,500	104	-24.4%
Santa Clara County	\$447,000	4,918	-42%	\$294,500	1,645	-45%

(a) 2009 data includes January to May 2009. Median sales price and sales volume based on full and verified sales in zip codes associated with each jurisdiction.
Source: DataQuick, 2009; BAE, 2009.

Jurisdiction	Individuals			Persons in Families			Adults of Undetermined Gender/Age (b)			Total Homeless		
	2007	2009	Change	2007	2009	Change	2007	2009	Change	2007	2009	Change
Cupertino	37	53	16	12	12	(12)	4	8	4	53	61	8
Gilroy	235	292	57	308	265	(43)	117	42	(75)	660	599	(61)
Mountain View	55	31	(24)	10	10	-	57	35	(22)	122	76	(46)
Palo Alto	196	129	(67)	20	23	3	21	26	5	237	178	(59)
San Jose	2,523	2,519	(4)	515	384	(131)	1,271	1,290	19	4,309	4,193	(116)
Santa Clara	181	208	27	229	166	(63)	70	100	30	480	474	(6)
Sunnyvale	541	285	(256)	18	15	(3)	81	49	(32)	640	349	(291)
Santa Clara County (d)	4,049	4,911	(38)	1,257	1,068	(249)	1,896	2,067	171	7,202	7,086	(116)

Notes:
(a) This survey does not include people in rehabilitation facilities, hospitals, or jails. The 2007 Homeless Census and Survey was conducted from Jan. 29-30, 2007. The 2009 Census took place during Jan. 26-27, 2009.
(b) This category includes individuals whose family status, or sex, could not be determined by observers during point-in-time homeless count. These unsheltered individuals resided in vehicles, abandoned buildings, or other obscure locations. Importantly, data collection changed between 2007 and 2009; in 2009, sex and family status of these individuals was recorded whenever possible. This may explain, in part, a decrease in the number of persons observed in the encampment category between 2007 and 2009.
(c) In 2007, data for the City of Monte Sereno were not reported separately.
(d) Decrease in homeless counted during point-in-time estimate does not necessarily signify a corresponding decrease in homelessness due to difficulty in counting all homeless individuals. Similarly, a decrease in homeless count does not necessarily represent a loss of inventory in the County or City capacity, but rather a re-classification of the bed "type" that reflects a programming or funding change.
Sources: Santa Clara County Homeless Census, Applied Survey Research, 2007 & 2009; BAE, 2009.



LOS ARROYOS

FOREST PARK

SPOTLIGHT: SOUTH COUNTY HOUSING

According to the Gilroy Housing Element in the General Plan, the city seeks to provide adequate housing for all with the development of affordable units. The city and surrounding region is locally served by Gilroy based South County Housing. South County Housing like the city makes its primary goal of providing a diverse range of housing opportunities for families and individuals. South County specializes in several affordable housing sectors such as multifamily, transitional, farm worker, developmentally disabled and senior housing. Their 30 years of community building has made an impact on generations, and has added to the ever changing housing network in Gilroy.

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87



88



“Housing of different types, prices, and tenure (for sale and for rent) to meet the City’s “fair share” of regional housing need, mixing different housing types and price levels throughout the community and within each new neighborhood.”

-GILROY’S HOUSING GOAL

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SOBRATO APARTMENTS

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ASPEN GROVE

91



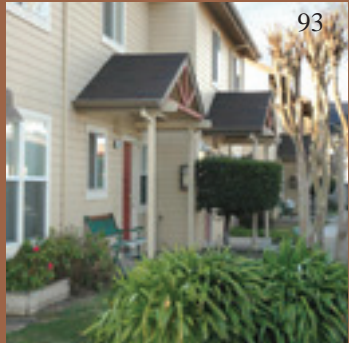
MAPLE GARDENS

92



WHEELER MANOR

93



REDWOODS APARTMENTS

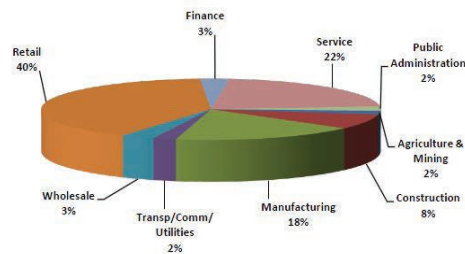


BUSTLING LOCAL ECONOMY

The economic condition in Gilroy has circulated around a number of industries since the city's founding in 1870. The original foundation that Gilroy was built upon revolved around the agricultural industries which included refining, processing, packaging and distribution services. Agriculture was the dominant economic force in the city until the early 1980's when the technology boom peaked creating what is known to many as Silicon Valley to the north. This local transformation within the Bay Area was critical for growth and development which is still ongoing. The rapid growth of Silicon Valley caused a surge in not only the financial markets, housing and land costs, but also locally produced commodity's. Thus the expansion for Gilroy was inevitable; all that was in question was how quick the change would occur.

Today Gilroy is a diverse location offering a multitude of services and growth opportunities which inherently creates the local economy. To fully grasp the complexity of the local market, it best understood to divide the components of the economy into sub-groups. The Gilroy General Plan which was last updated in June of 2002 follows similar suit, but seems to lack other critical pieces which makes the Gilroy Economy unique. The current General Plan refers to the Economic Setting spread into five categories: Development and Construction Analysis, Manufacturing and Wholesale, Regional Retail Service, Agriculture, and Downtown Revitalization (2-12 Gilroy General Plan, 2002). These groups do not accurately represent the existing economic setting in the city, and to do so thoroughly additions and revisions to the current list must be done. For the sake of this project, particular sub-groups noted by the city will remain. An updated perspective of the sub-groups would include the following:

EMPLOYMENT BY SECTOR
Source: Claritas 2010 Estimate



- Agriculture
- Manufacturing/Wholesale
- Redevelopment
- Local Retail
- Regional Retail
- Tourism



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98



ROOTS OF THE EARTH

The agriculture industry has been important in the prosperous nature of the community, which propelled the city into the 20th Century and continues to play a vital role. In the last two decades the ascension of the technological industry reduced a majority of Gilroy's agriculture as the local economy focused on the tech craze. Despite the slowing of this sector, agriculture still thrives amongst the city and in part places Gilroy on the map. The traditional crop production in Gilroy includes mainly onions, lettuce, and spinach, which is processed and packaged through the Gilroy Foods Processing Plant [Image 97] located on the east side of the city on State Highway 152 East. Gilroy's most notable crop, Garlic, is locally grown, processed, packaged and distributed across the country through Christopher Ranch. Other large local agriculture packaging industries would also include El Camino Packaging located on the southern end of town. In the last fifteen years a surge in viticulture has spread across the Santa Clara Valley due to rich soils which make agriculture prime for the region. In turn Vineyards have sprung up in and around the city ushering a new era of agricultural history. Lastly due to Gilroy's temperate climate and rich soils, moderate to large scale nurseries and seed businesses have made Gilroy their home. Well known nurseries to the Bay Area such as Bonfante Nurseries and Syngenta Flowers-Goldsmith Seeds [Image96] provide those seeking specialty flora a world class array of options to choose from.



MANUFACTURING

The Manufacturing and Wholesale market in Gilroy is growing since this sector of the economy is still an up and coming commodity to Southern Santa Clara County. As Silicon Valley continues to expand at its current rate, the trend has lured large corporations and businesses out of the valley and into the rapidly growing communities of Gilroy and Morgan Hill. As of 2002 these primarily industrial economic generators were located on the eastern and southern fringes of the city. Many were positioned at the intersection of key transportation corridors to maximize the easy of navigability to the production site. The prime proximity to both the Central Valley and Monterey-San Francisco Bay Area's has allowed such to thrive shown below:

- Repco Sales Company (Telecommunication, Transformer and Power Supply)
- Accent Manufacturing
- Digital Tech Display
- D.A.T. Farms Inc.
- California Mexican Products
- Kingstone Marble
- South Bay Metals
- Verasco Manufacturing

Due to the 2008 economic downturn the manufacturing industry locally has taken a hit like the rest of the country. Thus, the interest in relocating corporations due to the financial risk has slowed manufacturing development dramatically.





ABUNDANT GROWTH

The redevelopment and further continuation of new development in the city has created a booming economy of its own. Gilroy unlike some Bay Area communities is well situated with hundreds of thousands of acres which are prime for development for residential, commercial, public, and industrial uses. The Gilroy General Plan notes that “Local real estate development and construction industries are experiencing high demand for new residential, commercial and industrial development” (2-12 Gilroy General Plan, 2002). This demand is fed by the large stock of moderately priced housing and affordable land values compared to regional averages. This scenario makes Gilroy a magnet for home buyers, renters, entrepreneurs and large companies to make Gilroy home.

In the last decade development along the 10th Street and State Highway 152 East corridor has allowed for large big box development with such anchors as Costco and Walmart; While the residential sector has primarily focused on the western edge of the city along Santa Teresa Boulevard which was widened to four lanes to serve the growing population. Successful development in Gilroy over the past decade would include multiple projects which have boosted the local economy, including the Sunrise-Day Road Neighborhood [Image 108] (which is still under construction), Eagle Ridge development [Image 106] including a golf course and country club, and the revitalization of downtown Gilroy beginning in 2006. The most recent project which is in the pipeline would be Glen Loma Ranch [Image 105]. This project is set to break records as the largest development project in Gilroy’s history. The development is set to include multiple neighborhoods with distinct styles, greenbelts, walking trails, schools, a satellite post office, and a mixed use commercial core. But do to the current recession the project has been put on hold which sheds light on how the local market is being affected by the national downturn.





LOCAL TREASURES

Cities are a unique hotbed of commercial and retail centers ranging from local small business to large corporate chains, and Gilroy is no exception. Before the technology boom in Silicon Valley, Gilroy had a population of approximately 22,000 (2-15 Gilroy General Plan, 2002). Many of the businesses in town at the time were privately owned small business. It was not until after 1980 did Gilroy's diverse retail begin to include big box stores. Despite the rapid surge in big box stores the city has maintained its small town character by depending on local retail businesses in the inner city and downtown.

In 2006 the city began a complete overhaul of the downtown corridor along Monterey Road. The redevelopment called for new streets, sidewalks, traffic calming measures, streetscape furniture, lighting, landscaping, and the injection of downtown mixed use living. For a town on the verge of passing 50,000 in its population in 2006, this was a monumental step forward for the future of Gilroy. Part of the plan for the revitalized downtown, called for special attention towards small businesses, in hopes that they would stay downtown. In its first few years after the renewal, small downtown business thrived until the economic downturn forced many to close their doors.

[Economic references provided by the Gilroy General Plan & Downtown Specific Plan]

CONSUMER SPENDING

Source: Claritas 2010 Data (5-mile radius)

Category	Aggregate (1,000's)	Avg Household
Apparel	\$94,347	\$5,493
Sports & Entertainment	\$126,288	\$7,353
Food at Home	\$126,520	\$7,366
Health Care	\$90,535	\$5,271
Household Furnishing & Appliances	\$54,971	\$3,202
Housing Related & Personal	\$143,188	\$8,336
Transportation & Auto	\$205,324	\$11,954
Food away from Home	\$62,121	\$3,617
Education	\$44,645	\$2,599
Personal Care	\$23,272	\$1,355





REGIONAL RETAIL

Many growing cities across the Bay Area have find themselves in search of a broader variety of commercial and retail outlets to increase tax revenue and activity within their limits. Gilroy, with its abundance of land and ideal location for such regional shopping anchors, was prime for the development of large regional centers. This led to the growth of three prime areas where big box corporate developments were built [Image 115]. These three locations in particular are strategically placed to receive as much frontage and vehicle traffic as possible. 1st Street otherwise known as State Highway 152 West is one of the primary east-west routes that connects the 101 Freeway to Highway 1 along coast. 10thStreet also known as State Highway 152 East is again one of the primary east-west routes that connect the 101 Freeway to Interstate 5 and Highway 99in the Central Valley. Lastly, Leavesley Roadis a primary location for regional shopping anchors. Leaveslely Road is an important location because it is the first exit in Gilroy off the freeway and also links directly to State Highway 152 West.

But unlike other California communities Gilroy is home to one of the largest Premium Shopping Outlet Centers in the Country. The 170acre site has over 145 stores from some from some of the most recognizable brands in the fashion industry. The Gilroy Premium Outlets is a regional destination, and international tourist hub in the Bay Area. The expansive site not only brings tourists into Gilroy and the surrounding region, but also is large contributor to the city's annual tax revenues.

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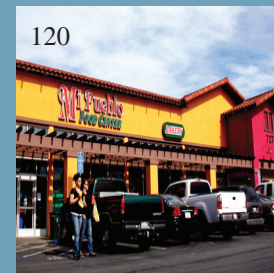
118



119



120



121



1 TENTH STREET CORRIDOR

Gilroy Auto Mall
Super Walmart
Lowe's
Costco
Kohls
Target
Old Navy
Sports Authority
Ross
Salvation Army
Best Buy
Orchard Supply Hardware
Smart & Final
Auto Zone
Burlington Coat Factory
Rite Aid

2 FIRST STREET THOROUGHFARE

Dollar Tree
ACE Hardware
Walgreens
CVS Pharmacy
Nob Hills Foods
Mi Pueblo
7 Eleven
Safeway
Sears
Goodwill

3 LEAVESLEY ROAD CORRIDOR

Precision Auto
Home Depot
Petco
Carpet One
Staples
Mancini's Sleepworld
7 Eleven



CALLING ALL TOURISTS

The final capstone to Gilroy's thriving economy would be based on the city's tourism. As mentioned previously the viticulture growth in the Santa Clara Valley has exploded in the last fifteen years and this growth has spurred the development of numerous local wineries, the most prestigious being Fortino Winery [Image 122] on State Highway 152 West. The city also boasts a very unique tourist attraction: Gilroy Gardens Family Theme Park. Gilroy Gardens formerly known as Bonfante Gardens is California's only horticultural based theme park. Situated at the base of the Santa Cruz Mountains, Gilroy Gardens offers themed rides centered around local food production and regional historic places. The park is dedicated toward a younger audience and offers hands on learning activities about the environment. Gilroy Gardens is also home to world class gardens, waterfalls, and nature exhibits for those who have a green thumb [Image 121/123].





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COMMUNITY EVENTS

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Throughout the year Gilroy also hosts a number of community events which bring in visitors from far and wide. In June, the city holds its annual Father's Day Hot Rod Show and Antique Fair held downtown. In July the city comes to life with the annual 4th of July pyrotechnic display [Image 127/128/129] which draws crowds from across Santa Clara County since Gilroy is one of the remaining cities that holds such a show. At the end of the month Gilroy's staple event occurs: The Gilroy Garlic Festival [Image 126]. The three day food and concert extravaganza takes place at Christmas Hill Park and has been running continuously since the early 1970's, drawing crowds upwards of 30,000 people. Come Black Friday, and so does all the shoppers. The nationwide shopping day becomes quite an experience at the Gilroy Premium Outlets when the stores open at Mid-night and remain open for a complete 48 hours. Lastly, the community comes together in December for the annual Christmas Tree Lighting downtown [Image 124]. The city has so much to offer that it's no wonder people keep coming back for more.

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132

SWIFT AS A BULLET

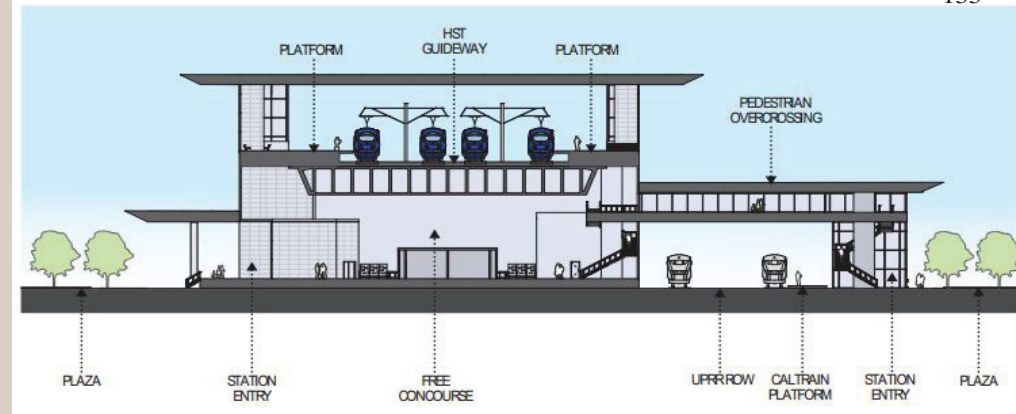
Voters in 2008 passed a Bond measure to strategize, plan, construct and fully operate a High Speed Train connecting Northern and Southern California. Many found that this was the way of the future, and expanding freeways and runways would not solve our traffic and transportation woes with a growing population. Part of the multi-billion dollar project is to connect cities along a route that was direct and easily accessible. The High Speed Rail is set to have stations from San Diego, Anaheim, Los Angeles, Bakersfield, San Jose, San Francisco and Sacramento. Between these larger communities, smaller cities were chosen to possibly house a station or stop to allow for a greater increase of travelers.

As part of the link to the Bay Area, the city of Gilroy was selected to be the first stop before Silicon Valley. Gilroy was seen as the perfect community candidate for a station based on its proximity to large urban centers and providing that it is the vehicular junction to the Central Valley from The Monterey and San Francisco Bay Area's. The High Speed Rail is set to take over 30 years to construct and finalize before complete operation. To tackle a project of this size, it has been divided into phases, one for the Central Valley, LA Basin, The Bay Area, Sacramento North and San Diego. The Bay Area is set to be Phase II for rail completion behind the Central Valley. With this new innovative way of travel for Californians, we will eventually be able to travel from San Francisco to Los Angeles in under 2 hours and from Gilroy to San Francisco in under 30 minutes.

[High Speed Rail images and references provided by the GilroyHST_Existing Conditions Report]

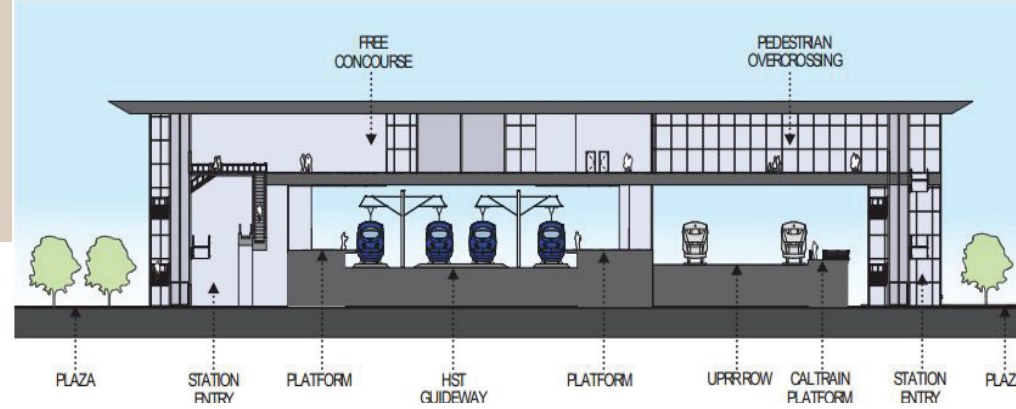
AERIAL STATION

133



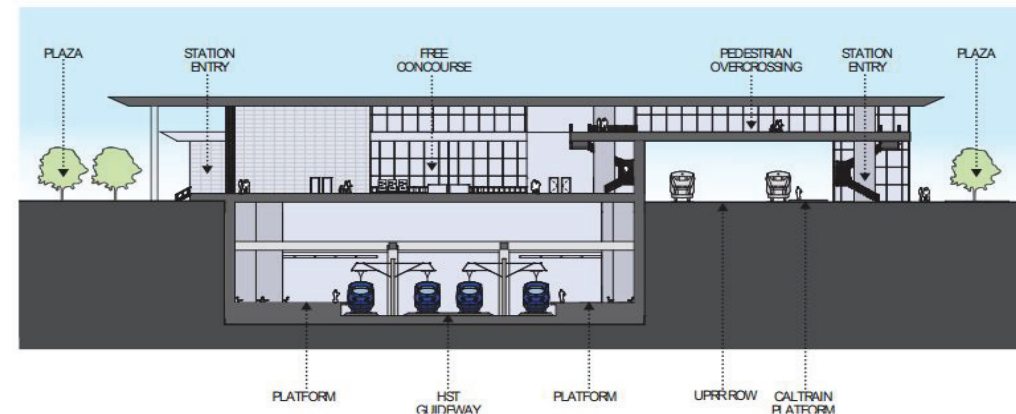
AT-GRADE STATION

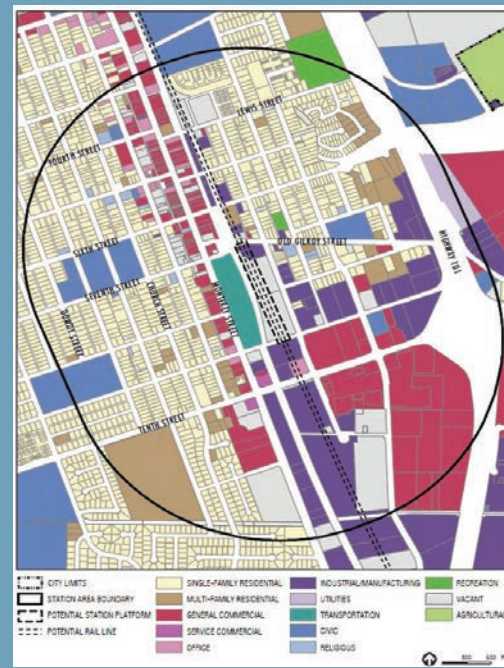
134



TRENCH STATION

135





DOWNTOWN STATION



















Once Gilroy was selected it was up to the newly formed High Speed Rail Authority, City Planners and the community to collaborate on where the new station should be built. Two different locations were chosen for the future station, one being behind the Outlets and the other being Downtown. After several studies were conducted, months of deliberation and community workshops, it was decided by the City Council that the station's home would be located Downtown. The next task at hand would be the future planning of the site and impacts that a station of this stature will have on the area and surrounding roads and neighborhoods. Under evaluation is the method in which the rail will dissect the city. Three options have been presented from a trench so the rail doesn't affect the ground level environment, possibly having the rail at grade with Caltrain and Union Pacific tracks or lastly elevated [Image 133/134/135]. The topic of the solutions is still being debated and is highly contested.

[High Speed Rail references provided by the GilroyHST_Existing Conditions Report]





LEGEND

SAFETY	TRANSPORTATION	HEALTH	EDUCATION	PARKS & RECREATION	SHOPPING	SERVICES
 FIRE DEPARTMENT	 TRANSIT AUTHORITY	 HOSPITAL	 ELEMENTARY	 SPORTS FIELDS	 GROCERY	 POST OFFICE
 POLICE DEPARTMENT	 CALTRAIN	 MEDICAL SERVICES	 MIDDLE SCHOOL	 PARKS	 RETAIL	 RECYCLING
 HIGHWAY PATROL	 GREYHOUND	 MEDI-VAC SERVICE	 HIGH SCHOOL			
			 COLLEGE-UNIVERSITY			



COMMUNITY SERVICES

The city of Gilroy serves its citizens by providing a diverse amount of necessary amenities. Some of these amenities are critical to the well-being and longevity of any community. Examples of these would be medical services, education institutions, safety services, religious venues, and community activity sites. The city of Gilroy currently is home to a regional hospital and medical campus. St. Louise Regional Hospital is located on the east side of the city adjacent to the Gilroy Outlets. This specific hospital site is special in comparison to other regional hospitals based that it has a regional heliport for life flight services [Image 145]. The hospital has two helicopters on site which are constantly being used to medivac patients to large medical centers such as Stanford and Oakland Children's Hospital. Multitudes of other medical service are provided through local urgent cares and the Kaiser Permanente Gilroy Campus.

In regards to education the city has a broad range of options. Gilroy is home to multiple elementary schools, middle schools, and two high schools [Image 148] which are governed under the Gilroy Unified School District. There are also a large number of private schools both with and without religious affiliations. Such private schools in the area would be Pacific West Christian Academy, St. Mary's School, Gavilan Hills Academy, Huntington Learning Center and Anchorpoint Christian Academy. Gilroy is also home to Gavilan College, a community college in the southwest corner of town.

144



145



146



Safety is essential to any community, and Gilroy does not lack in this area. The city has two base location offices of the California Highway Patrol (CHP), one on the northern and southern ends of town. Gilroy just completed a large state of the art Police Station [Image 149] in connection to a new jail in the last decade. The city is serviced by three fire stations which are strategically placed in a triangular pattern to provide complete coverage to all. Gilroy has a growing list of religious centers as well, spread throughout the city, providing a diverse option of places for worship.

147



148



149



43



GILROY UNIFIED SCHOOL DISTRICT

ELEMENTARY

RUCKER ELEMENTARY
EL ROBLE ELEMENTARY
ELIOT ELEMENTARY
GLEN VIEW ELEMENTARY
ROD KELLEY ELEMENTARY
LAS ANIMAS ELEMENTARY
LUIGI APREA ELEMENTARY
ANTONIO DEL BUONO ELEMENTARY

MIDDLE SCHOOL

SOLORSANO MIDDLE SCHOOL
BROWNELL MIDDLE SCHOOL
SOUTH VALLEY MIDDLE SCHOOL

HIGH SCHOOL

CHRISTOPHER HIGH SCHOOL
GILROY HIGH SCHOOL
MOUNT MADONNA HIGH SCHOOL

PRIVATE SCHOOLS

PACIFIC WEST CHRISTIAN
ANCHORPOINT CHRISTIAN
ST. MARY'S SCHOOL

ADULT EDUCATION

GUSD ADULT EDUCATION

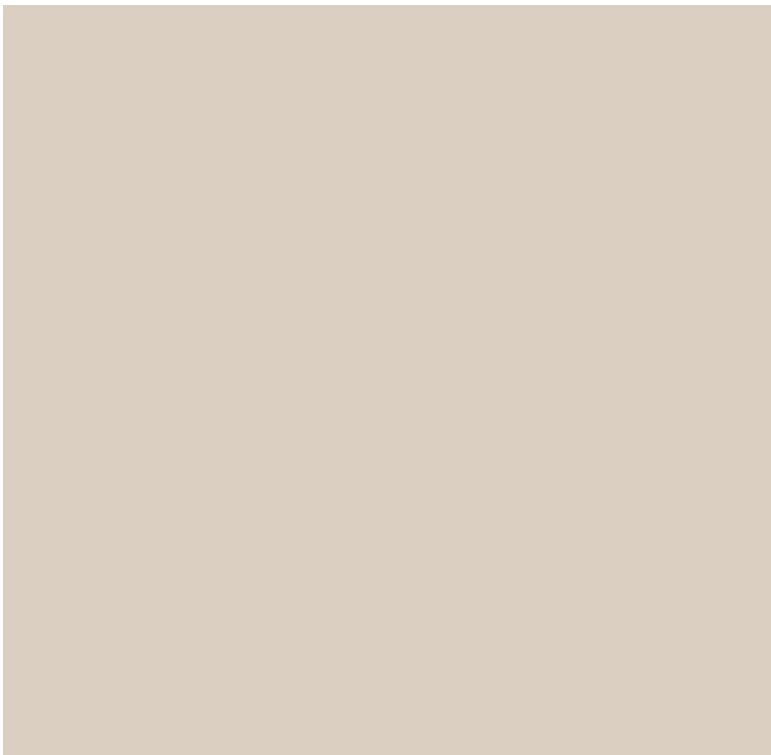
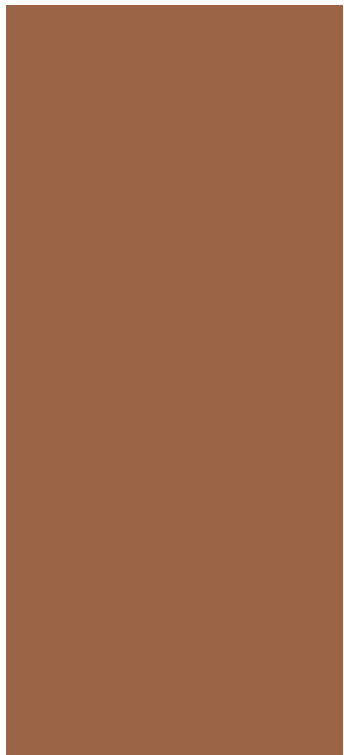
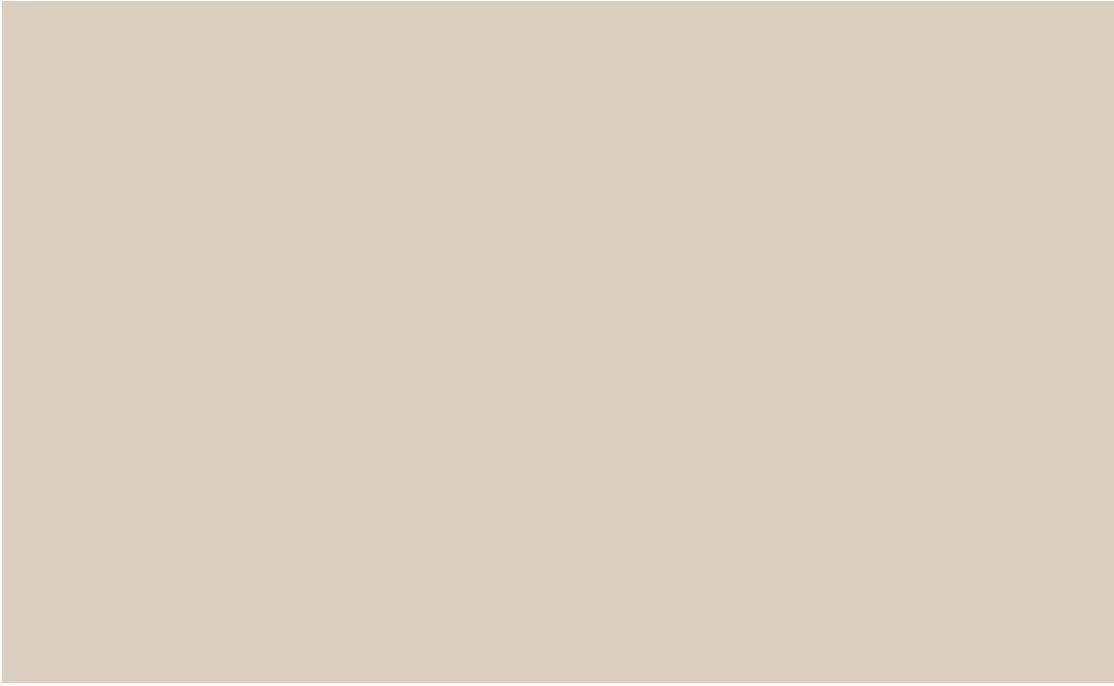
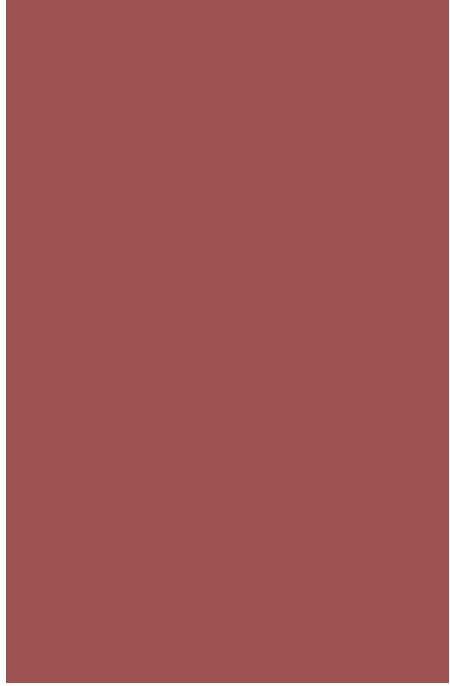
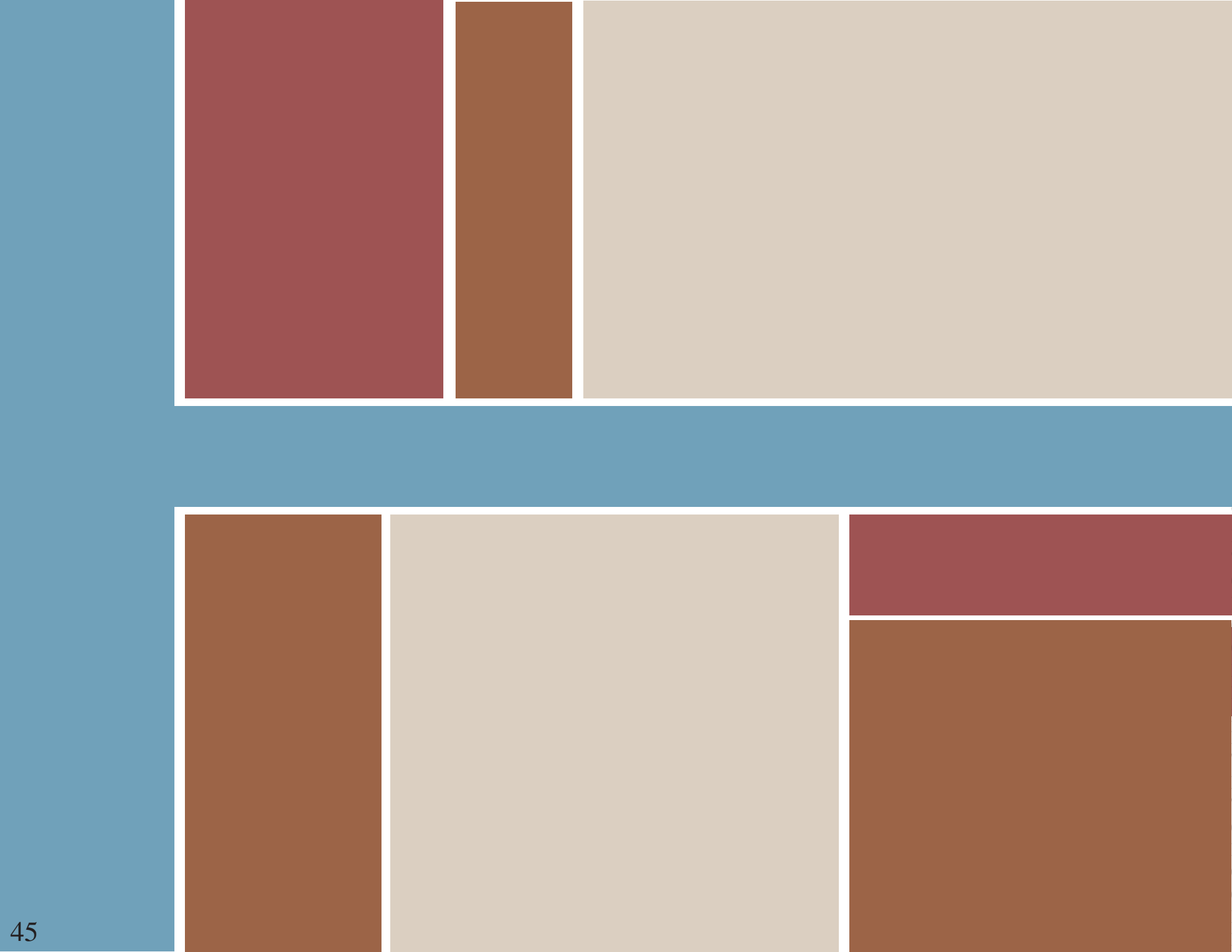
COLLEGES-UNIVERSITIES

GAVILAN COLLEGE

LIBRARY FOR A 21ST CENTURY CITY

In the spring of 2012, the City of Gilroy unveiled one of its newly completed city projects: The Gilroy Library. After years of planning and community input, the new center was constructed and open to the citizens. This was a crowning achievement since the Library was the final puzzle piece to the redevelopment of the Civic Promenade which includes City Hall, a Senior Center and the new Gilroy Police Station. The new library is almost four times the size of the previous one with conference rooms, a job training center, and serenity courtyard. The new building is also outfitted with some of the most environmentally friendly technology including a porous concrete parking lot, solar panels, bio-swales, censored lighting throughout and a heating and cooling system that automatically opens all the library windows based on temperature sensors.



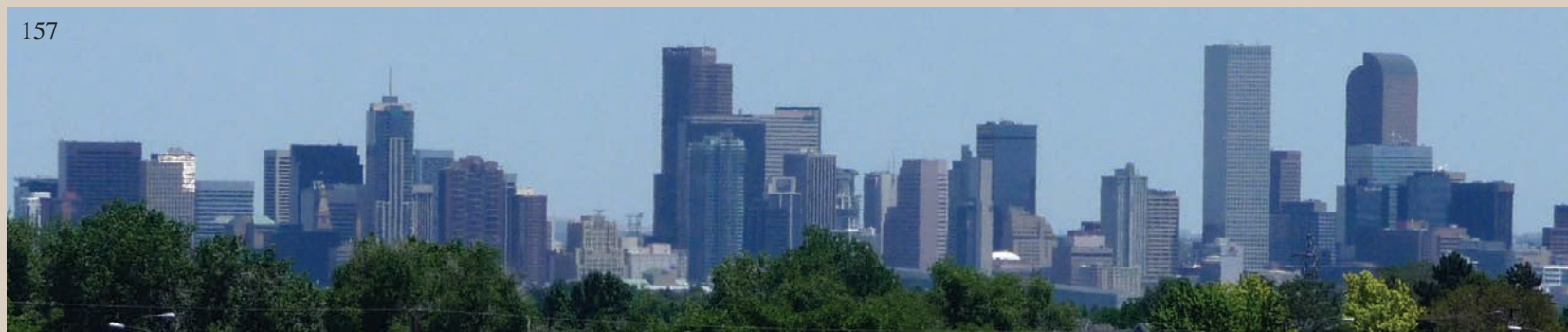


CASE STUDIES

Outside of Denver, Colorado, in the suburb of Lakewood is Belmar. Belmar is an up and coming Lifestyle Center with all the amenities necessary to live a comfortable life with numerous luxuries. Like many Lifestyle Centers, Belmar offers a variety of shopping choices, from large corporate anchors to specialty shops. Belmar also offers onsite living in the form of privately owned units and rentals. This creates a unique atmosphere, making the shopping site a hotbed of activity. Spread amongst the center is a plethora of dining options harboring specialty cuisines. The site also doesn't lack in entertainment, with a Century Theater and Lucky Strike Lanes Bowling Alley.

- Unique Retail Shops & Boutiques
- 10+ Full Service Restaurants
- Belmar Lofts
- Century Theater
- Lucky Strike Bowling

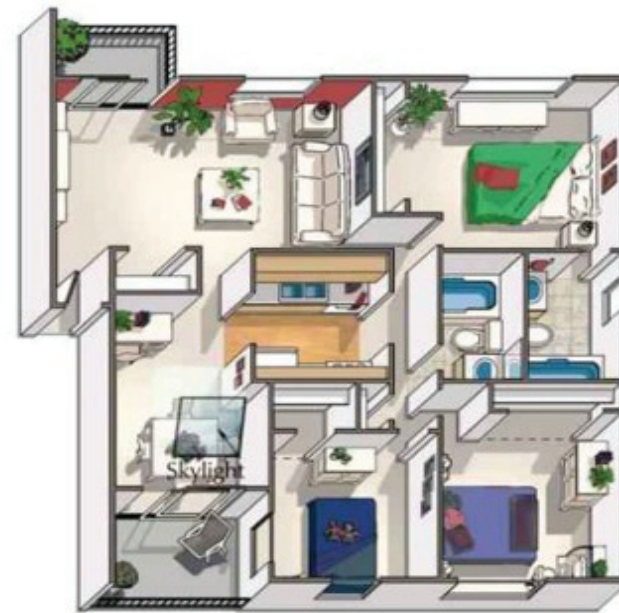
[Belmar information provided by: <http://www.belmarcolorado.com/>]



159



161



RESIDENT LIVING

“This is one of my favorite communities in Colorado and it’s the reason I purchased my home here. I would recommend Belmar as a destination for your day trip, to satisfy your restaurant cravings or even to find your new home”

SANDRA D. - DENVER, CO

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162



SANTANA ROW ■ SAN JOSE, CA



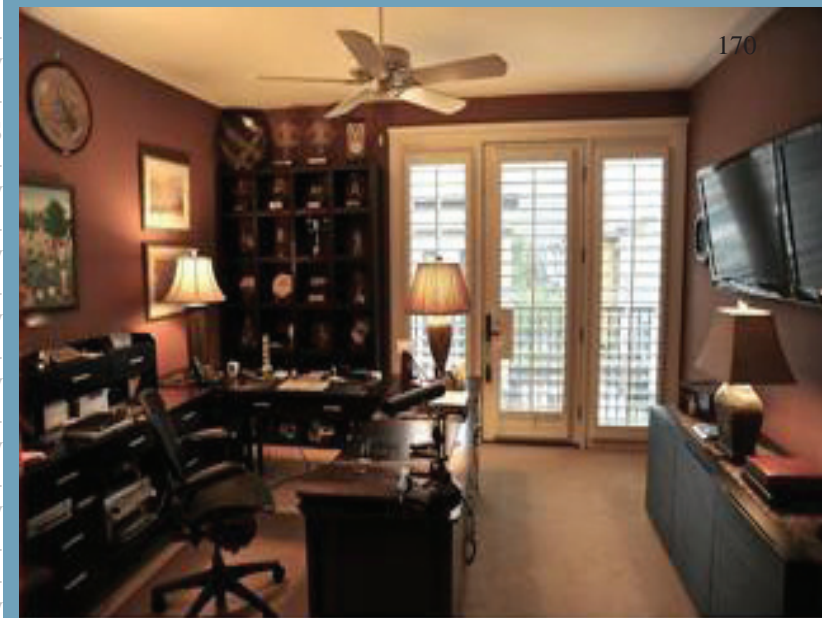
Santana Row in San Jose, California, is by far one of the greatest success stories for the development of Lifestyle Centers. Opened in the early 2000's, the mixed use site located on the northwest edge of the city of San Jose has drawn in visitors and residents alike, raising the bar on the experience of shopping and living. Santana Row is situated on 42 acres with a vibrant mix of housing and retail components. The site has a resident population of just over 1,000 residing in a mixture of privately owned and rental units. The housing options available range from condos, apartments, lofts and flats.

The design of the site is centered on the concept of creating a dense urban village in the heart of Silicon Valley. The architectural style was meant to mirror that of Spain, Italy and France. The tree lined streets are intermixed with sidewalk cafés and high-end specialty stores and boutiques. A lively park and courtyard on the south end of the complex is home to small bandstands and dancing at night. Santana Row is truly the model of class and elegance amongst the growing stock of Lifestyle Centers. It is no wonder why such centers are growing in popularity.

- 70 Retail Shops & Boutiques
- 20 Full Service Restaurants
- 9 Spas and Salons
- CineArts Movie Theater
- Hotel Valencia

[Santana Row information provided by: <http://www.santanarow.com/>]





RESIDENT LIVING



“I love the shopping atmosphere here! It feels like you’re walking through a miniature upscale town with all the luxury boutiques and fine dining”

CHRISTINE P. - SAN JOSE, CA



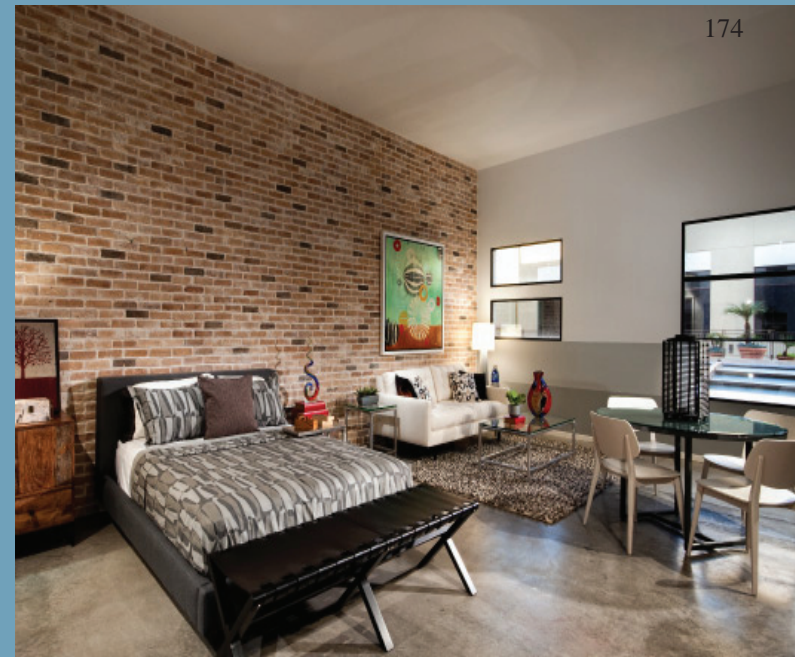


Located in the heart of Pasadena, California, Paseo Colorado is an eclectic mix of retail stores, numerous restaurants, and entertainment venues, onsite living encompassing a vibrant nightlife. This outdoor shopping mall cultivates everything California, with its expansive outdoor plazas lined with palm trees and vistas of the picturesque San Gabriel Mountains. The site incorporates over 20 restaurants and 70 shops linked by large corridors with café style seating maintaining a classic charm. The Terrace Apartments onsite allows residents the convenience of all the amenities the center provides, including walking distance to downtown Pasadena, and steps from the historic Pasadena City Hall, which on occasion is the backdrop for movie productions. Located on the lower level is a Metro Transit station which categorized Paseo Colorado as Transit Oriented Development or TOD. The site is also within close proximity to other local attractions such as Pasadena Jazz Institute, Pasadena Playhouse, Pacific Asia Museum, Norton Simon Museum of Art and the Boston Court Performing Arts Complex.

[Paseo Colorado information provided by:<http://www.paseocoloradopasadena.com/>]



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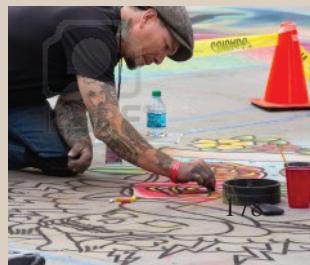
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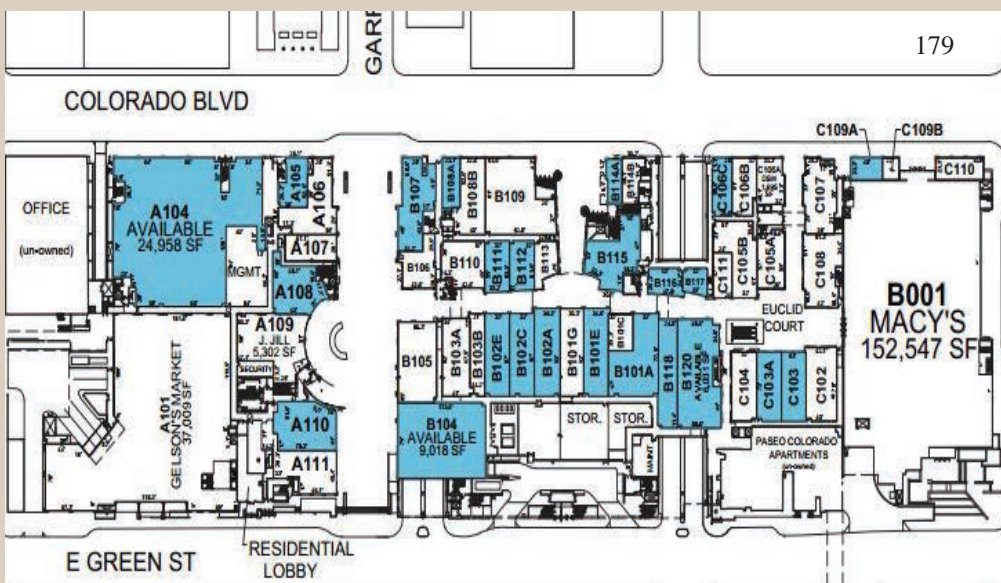
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177



179



RESIDENT LIVING



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THE DOMAIN ■ AUSTIN, TX



181

Opened in 2007 by Simon Properties, The Domain in Austin, Texas, set out to be the shopping mecca in the region. The site boasts contemporary architectural style with emphasis on natural tones, glass, stone, and xeriscaping. The intent of the site was to create a city within a city. Winding streets with plazas, fountains and parks blend with some of the finest shopping in Austin, making The Domain a trendy visitor spot. Unlike previous Simon Property sites, The Domain incorporated onsite housing to enhance the experience and livability of the shopping mall. The Residences at DOMAIN offer a variety of floor plans for tenants to choose from all within walking distance to shopping, dining and transportation. The site was constructed in two phases encompassing a total of 303 acres of shopping bliss. Both designated sections are anchored by stores such as Dillards and Sak Fifth Avenue. A third phase is under construction and set to open in 2013 with a Whole Foods and Nordstroms.

- Luxury Apartments
- 70 Retail Stores
- Three Sections
- Outdoor Mall
- IPIC Theaters
- Golf Center
- Westin Hotel and Convention Center
- 15 Restaurants
- Fiat of Austin Auto Dealer



182



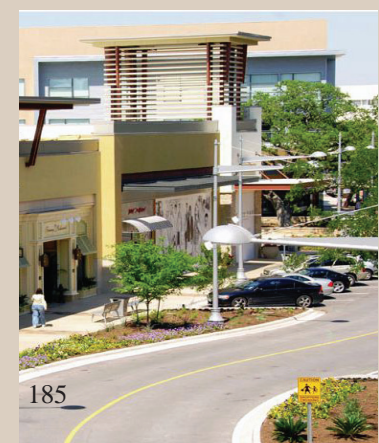
183

**“I loved the Domain!!!!
It is my shopping therapy destination!”**

MARY F. - AUSTIN, TX



184



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[The Domain information provided by: <http://www.simon.com/mall/the-domain>]



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RESIDENT LIVING



189

THE DOMAIN LAYOUT

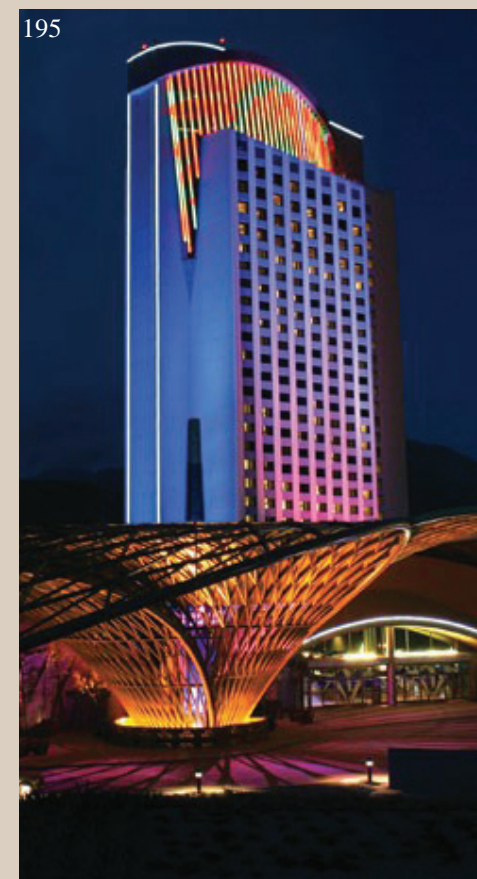


192

The Desert Hills Premium Outlets is considered to be one of the premier outlet centers in California located 20 miles from Palm Springs and 75 miles from Los Angeles. The Outlet Center is uniquely positioned along Interstate 10 adjacent to the Morongo Indian Reservation with over 130 stores. Unlike many outlet centers, Desert Hills specializes in high-end retailers from Gucci, Versace, Prada, Louis Vuitton, and Burberry. The center focuses less on the vehicle and more on the pedestrian experience by facing the shops inward on large outdoor corridors lined with palm trees. This shifts the focus away from the large surface lots surrounding the site. The outlet center does not offer lodging accommodations, but is strategically placed next to the Morongo Casino which offers a hotel tower, spa, bowling lanes, movie theater and a two-level casino. The outlet center and casino paired together within a short walk from each other creates a vibrant shopping and entertainment district.

- 130 High-End Specialty Outlets
- Emphasis on pedestrian environment
- Morongo Casino and Tower
- Proximity to Palm Springs & Los Angeles

[Desert Outlets information provided by: <http://www.premiumoutlets.com/outlets/outlet/>]

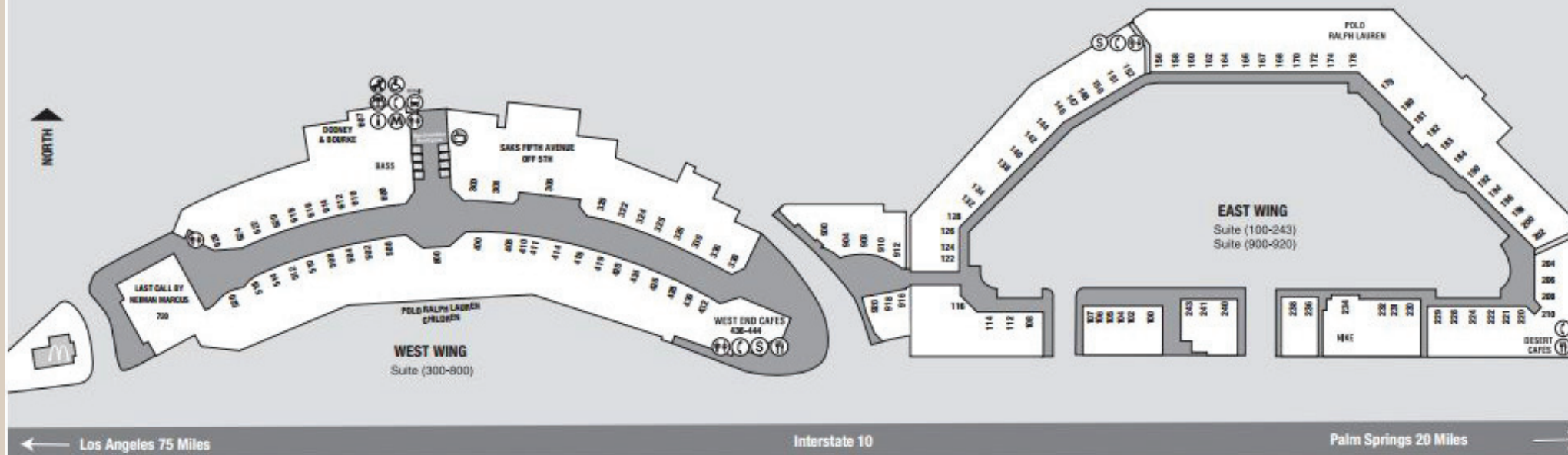




“The Desert Hills Premium Outlets has a TON of stores! This is definitely the place to shop if you’re in the desert, from Indio to Twentynine Palms.”

MARIE F. - BOULDER, CO

DIRECTORY MAP



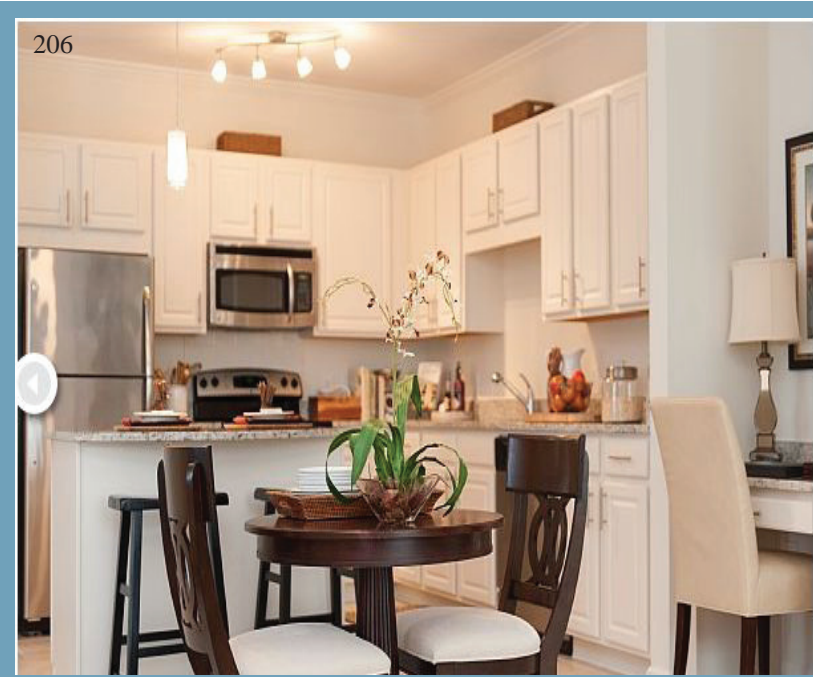
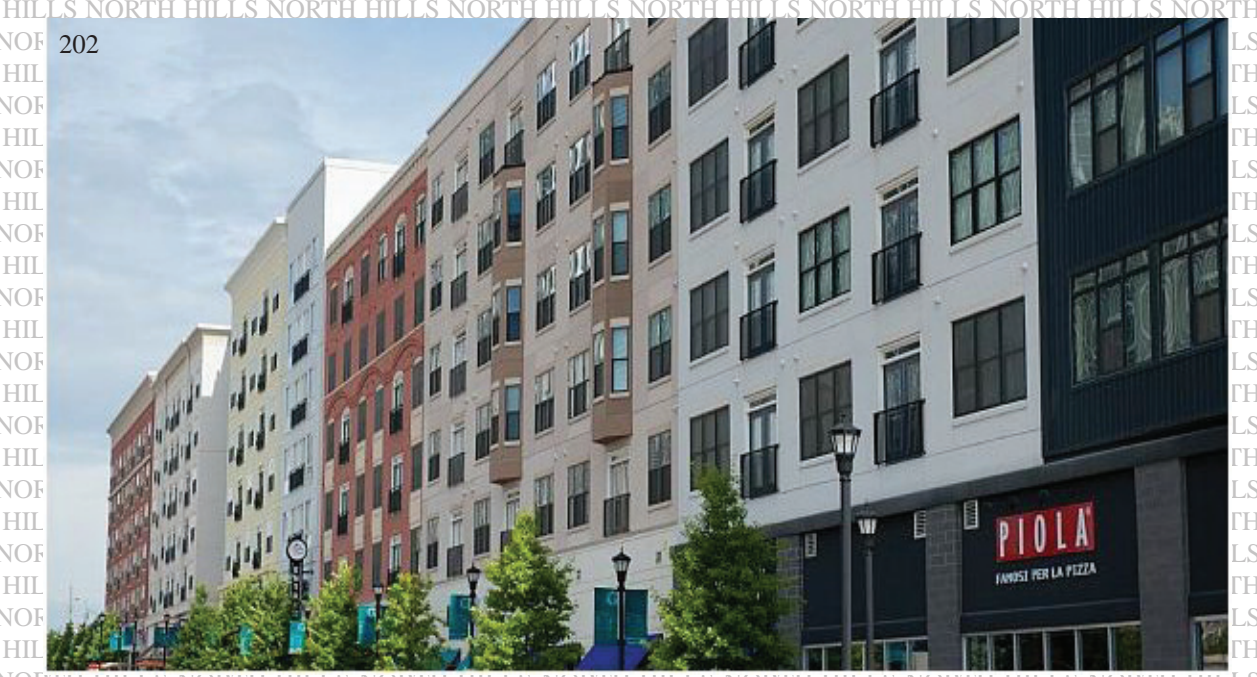
NORTH HILLS ■ RALEIGH, NC



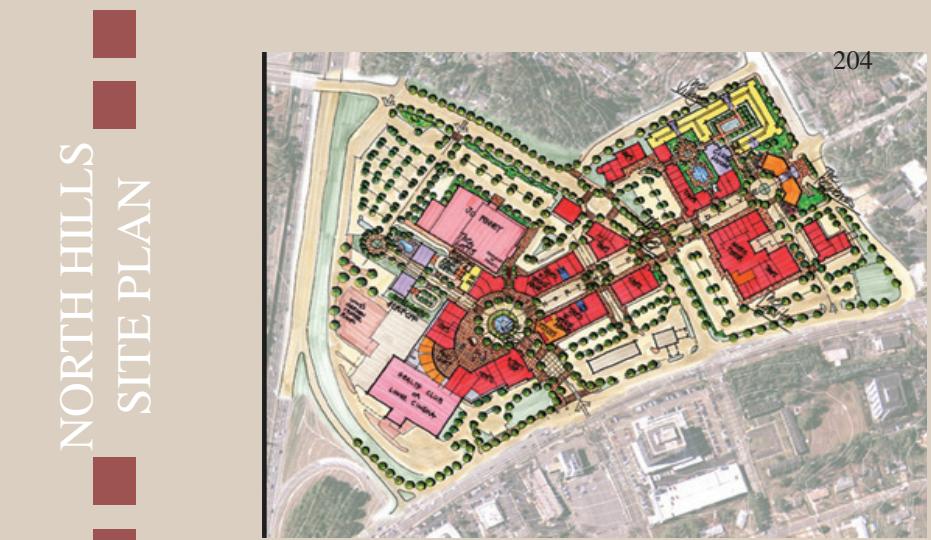
Most Lifestyle Centers are created as new developments interwoven into the fabric of an existing neighborhood. North Hills in Raleigh, North Carolina, is an exception to that. This hotbed of cultural activity and nightlife is trying to redefine what is presently known as Midtown Raleigh. Originally North Hills was the first 2-story air conditioned mall between the Northeast Megalopolis and Atlanta. Like many malls during the mid 20th Century, it eventually became less and less visited and was in need of redevelopment. The area surrounding the mall too went into decline in the late 1970's and early 1980's. In 1999 the mall was upgraded and reopened in 2001. The upgraded indoor mall was still not a success and ended up going under in 2003. In 2004 the mall was demolished and redeveloped again into an outdoor mixed-use center. Since its rebirth, the outdoor center has been a success, with continual development into 2010 with the addition of corporate offices, a convention center and adjacent hotel, including onsite living in the Park and Market Apartments. The site today boasts over 100 stores, anchored by two name brand giants. Most recently a retirement community has been added to create a cohesive environment for all. North Hills truly is a model for communities undergoing change. The site proves that redevelopment can revitalize an area, bringing it back to its former days of prosperity.

[North Hills information provided by:<http://www.northhillsraleigh.com/>]





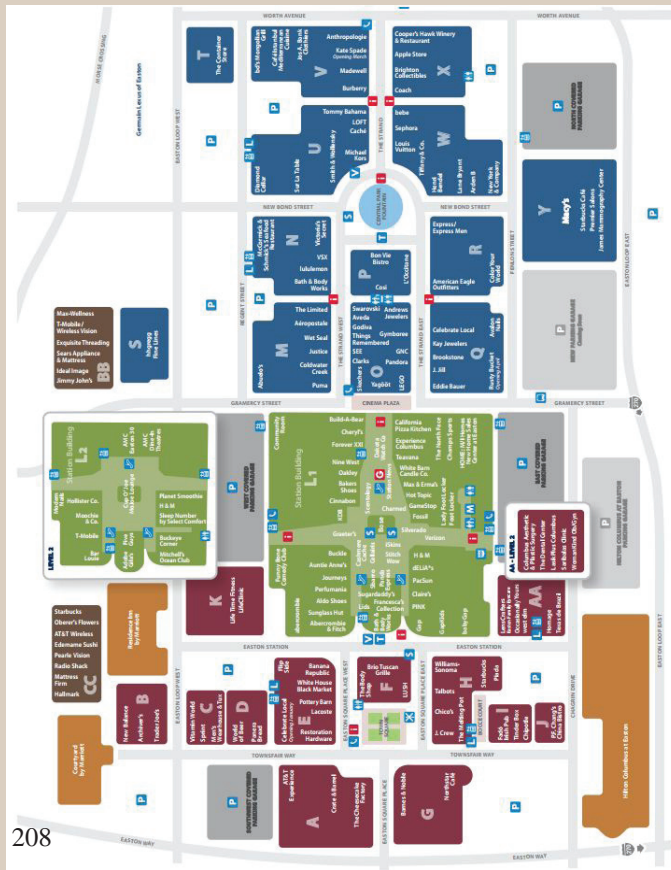
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RESIDENT LIVING



EASTON TOWN CENTER DIRECTORY



208

Labeled as Central Ohio's Premier Destination, Easton Town Center is a shopping, living, and lodging experience like none other. Located in Columbus, Easton Town Center opened to the public in 1999 covering 1,300 acres, with 90 acres devoted to retail and entertainment. Easton Town Center was designed and constructed to visually represent a small town including grid streets and a Main Street. The site is split into two sections, The Fashion District and South District. Both of these designated areas are full of shops, restaurants, hotels, housing and entertainment venues. The center of the site has a large fountain and faux glass rail station offering interior shopping for visitors and residents during the cold and snowy Ohio winters. Easton Town Center like other Life-style Centers offers onsite housing in the form of townhomes, apartments, lofts, condos and flats.

[Easton Town Center information provided by: <http://www.eastontowncenter.com/>]



“Easton’s clean, well-designed, outdoor layout makes you feel a bit like you’re in disneyland for adults!”

ADRIENNE C. - COLUMBUS, OH

210



A large, bright living room with a white sofa, two armchairs, and a tiled floor. The room features a fireplace with a 'Dorment' mantel, a large mirror, and a view into a kitchen area with a bar and stools. The number 213 is visible in the top right corner.

RESIDENT LIVING



Minutes from the Washington D.C. Beltway along the Potomac River is National Harbor. National Harbor is one of the largest mixed-use developments in the country offering shopping, dining, lodging, on-site living, and entertainment along the shores of the Potomac. National Harbor unlike most Lifestyle Centers has over 350 acres of premier waterfront real estate in which the designers for the site used to their advantage by providing waterfront activities and a marina. National Harbor offers guests and visitors a wide array of shopping choices from name brand chains, to small town one of a kind shops. Intermixed within the development are a host of restaurants offering the best variety of food outside of the D.C. Metro. National Harbor not only allows visitors to shop, but also has numerous lodging options so your stay can be complete. Those looking to live in the urban core concept envisioned by the site planners can look no further than National Harbor's variety of living possibilities. Tenants can enjoy multiple floor plan choices with sweeping views of the street nightlife, Potomac River, and Downtown Washington D.C.

- 350 acres on the Potomac River
- 40 Retail Venues
- Cinema Al Fresco

- 30 Restaurants
- 5 Bars-Nightclubs
- 6 Hotels

- 4 Housing Complexes
- Private Marina
- 15min from Downtown Washington D.C.

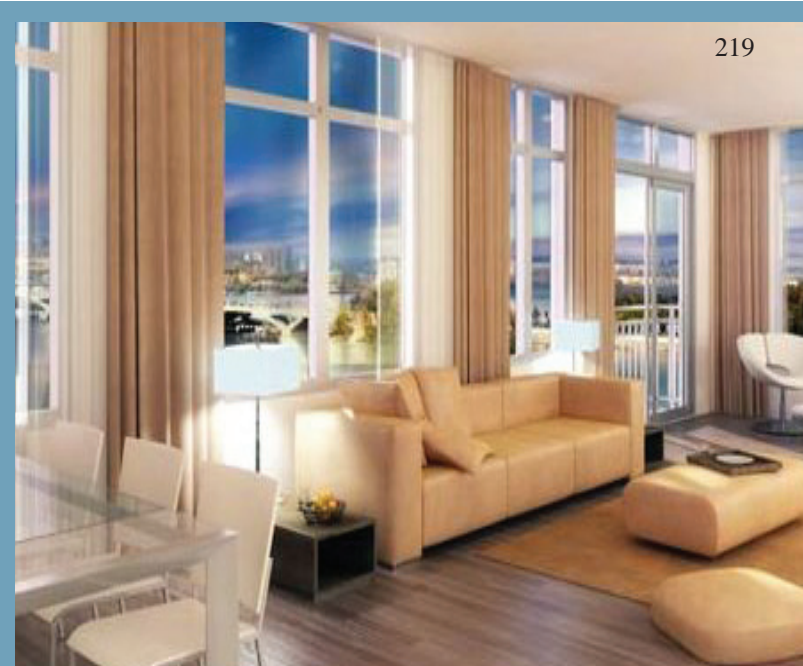
[National Harbor information provided by: <http://nationalharbor.com/>]



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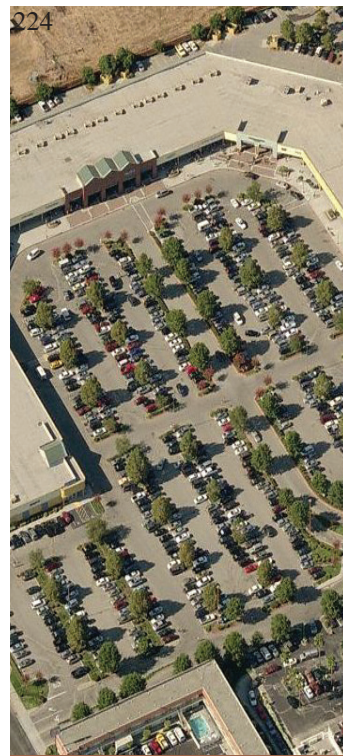
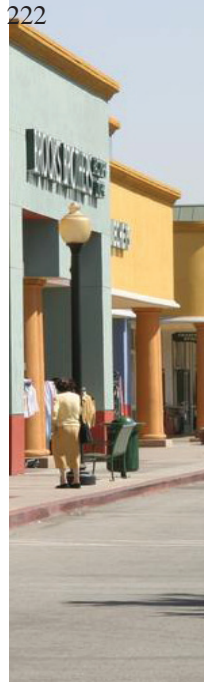


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RESIDENT LIVING



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CONCEPTUAL DEVELOPMENT

A NEW ERA OF RETAIL AND COMMERCIAL DEVELOPMENT

“We need to get back to basics, real markets and real people,
create a sense of place, a sense of belonging”

-Ken Wong

Vice Chairman, The Related Companies

Retail and Commercial Development is entering a new era, bringing with it a new identity and shedding its prior image. Retail development in the last 50 years has become stale, predictable and lacking a sense of identity. Suburbanization transformed the traditional shopping in downtowns, urban cores and villages to a thing of the past. Slowly but surely, the outward migration of the population moved into further separated communities called for the necessary action to provide outlier retail developments. Many of these are traditionally found in strip malls or conventional shopping malls. But these havens for shoppers have been in decline over the last twenty years, as consumers are looking for more variety, cheaper prices, and an overall more attractive environment. This has led to the development of shopping districts that encompass more than shopping, but an overall experience. This new breed of retail centers evokes community through design, smart growth principals, and conforms to infill development standards. Centers which abide by these new techniques of planning and developing retail and commercial properties are noted to be Lifestyle Centers and Hybrid Centers. These upcoming developments offer many amenities from retail stores, restaurants, entertainment, and possibly residential and lodging accommodations. Below are the definitions of these developments defined by the International Council of Shopping Centers (ICSC).

HYBRID CENTER

“A center that combines elements from two or more of the main shopping center types. Common hybrids include value-oriented mega-malls (combining mall, power center, and outlet elements), power-lifestyle centers (combining power center and lifestyle center elements), and entertainment-retail centers (combining retail uses with megaplex movie theaters, theme restaurants, and other entertainment uses).”

LIFESTYLE CENTER

“Most often located near affluent residential neighborhoods, this center type caters to the retail needs and “lifestyle” pursuits of consumers in its trading area. It has an open-air configuration and typically includes at least 50,000 square feet of retail space occupied by upscale national chain specialty stores. Other elements differentiate the lifestyle center in its role as a multi-purpose leisure time destination, including restaurants, entertainment, and design ambience and amenities such as fountains and street furniture that is conducive to casual browsing. These centers may be anchored by one or more conventional or fashion department stores.”

OUTLET CENTER

“This center type consists of manufacturers and retailers outlet stores selling brand-name goods at a discount. These centers are typically not anchored, although certain brand-name stores may serve as “magnet” tenants. The majority of outlet centers are often open air, configured either in a strip or as a village cluster, although some are enclosed.”

WHAT IS THE GILROY OUTLETS CONSIDERED?

The Gilroy Outlet Master Plan seeks to continue the birth of a new era of retail and commercial development. In order to create a unique one of a kind shopping experience, the Plan calls for the first of its kind Hybrid Outlet Center.

Hybrid Center + Lifestyle Center + Outlet Center = Hybrid Outlet Center

The Hybrid Outler Lifestyle Center will include not only some of the best outlet shopping retailers in world, but will also incorporate a host of new restaurants, entertainment, onsite transportation, office space, residential units, lodging accommodation and nightlife venues. The development seeks to put Gilroy on the map again for yet another one of a kind community amenity, one that will outshine the rest.

“The suburbanization of America is over. Infill development is going to be an important evolution as our economy changes. And it’s going to be good business. When the spigot turns back on, it’s going to be funding infill projects”

*-Morgan Dene Oliver
CEO Olive McMillan*



VISION AND GOALS



“The Gilroy Outlets will thrive as the premier shopping destination in the San Francisco and Monterey Bay Area’s. Being the 1st and only Outlet Hybrid Lifestyle Center in the country, the Gilroy Outlets seeks to set the standard for Hybrid Retail Development. The physical connections onsite will not only make the site as a whole cohesive, but those connections will also serve a dual role of strengthening the relationship with the City of Gilroy; thus creating a collaborative partnership .”

ADD A NEW DIVERSE NEIGHBORHOOD...

The City of Gilroy prides itself on providing a variety of neighborhoods formulated under the newly adopted Neighborhood Districts Plan. As per the objectives under the strategic Direction Element in the General Plan, the Gilroy Outlets Master Plan seeks to achieve these objectives by establishing a diverse housing stock. This blend of housing will have a variety of income groups integrated within it.

PROMOTE INFILL DEVELOPMENT...

To curb sprawl in the South County, the Gilroy Outlets Master Plan embraces the notion of promoting infill development. This will further enhance the development of high density neighborhoods and preserve open space and agricultural land.

DEVELOP ON ORIGINAL FOOTPRINT...

To ensure the longevity of prime agricultural lands adjacent to the current outlet site, a primary objective would be to restrain development on the current footprint. This concept aligns with the protection of Open Space adopted by the Gilroy General Plan in June of 2002.



To properly implement the desired goals and objectives of the Gilroy Outlets Master Plan there must be a clear nexus between the projections, needs assessment, policies and goals of the community through the General Plan, Comprehensive Plan, and other subsequent documents.

IMPLEMENT ENVIRONMENTAL STRATEGIES...

Implementing green strategies will reduce the impact of the development greatly. Such implementations can be applied to water usage, pollution emissions, waste deposit, and the electricity strain on the regional power grid.



INCREASE WALKABILITY...

Shifting the focus away from the automobile will provide a pedestrian friendly environment. This creates a walkable site connected by corridors, paseos, plazas, bike paths and greenbelt trails.

INFUSE MIXED USES THROUGHOUT THE SITE...

Infusing a variety of uses will make the Gilroy Outlets a one of a kind Bay Area destination and the 1st of its kind Outlets Hybrid Lifestyle Center. The site will contain not only retail, but also office, residential, lodging, dining, and numerous entertainment venues.

PROVIDE ONSITE TRANSPORTATION...

To embrace a 100% pedestrian site, there must be alternative accommodations to allow for ease of access across the site. The use of onsite transportation in the form of a street rail, trolley system will be provided.

VIABLE LINK TO THE CITY'S CORE...

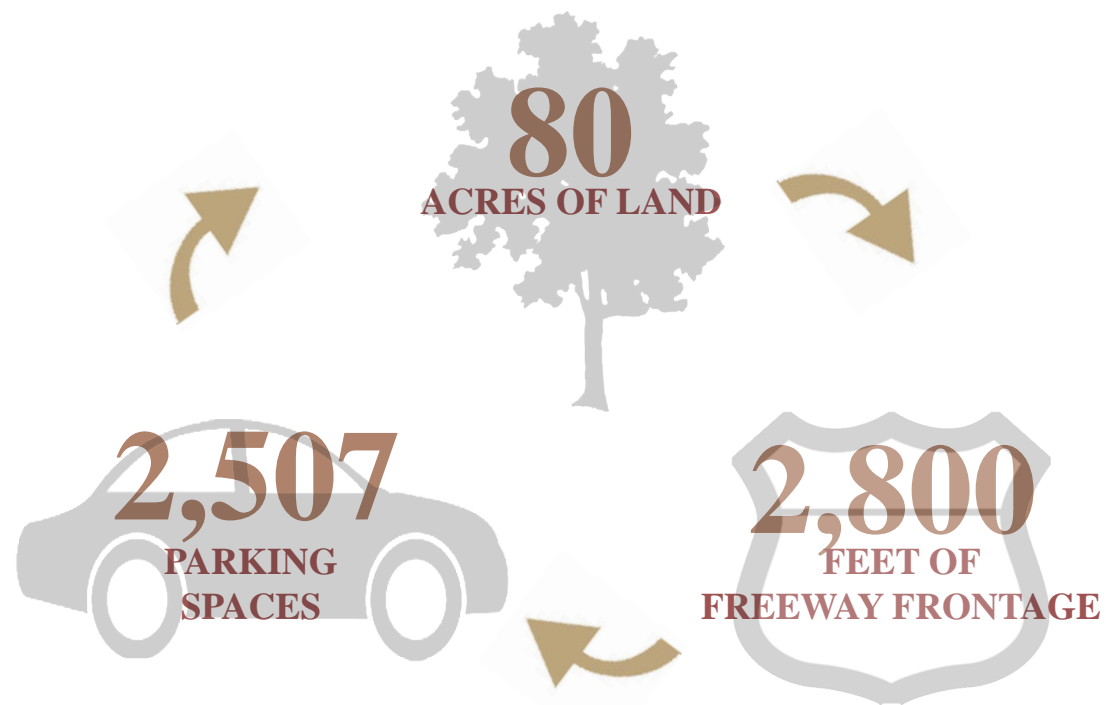
To ensure the livelihood of Downtown Gilroy and to support local business, the Gilroy Outlets Master Plan seeks to incorporate proposed future development to provide a viable connection to the downtown core. This will be achieved with the construction of a pedestrian bridge that allows visitors to mingle between both districts as well as a satellite outlet development downtown to spur growth.

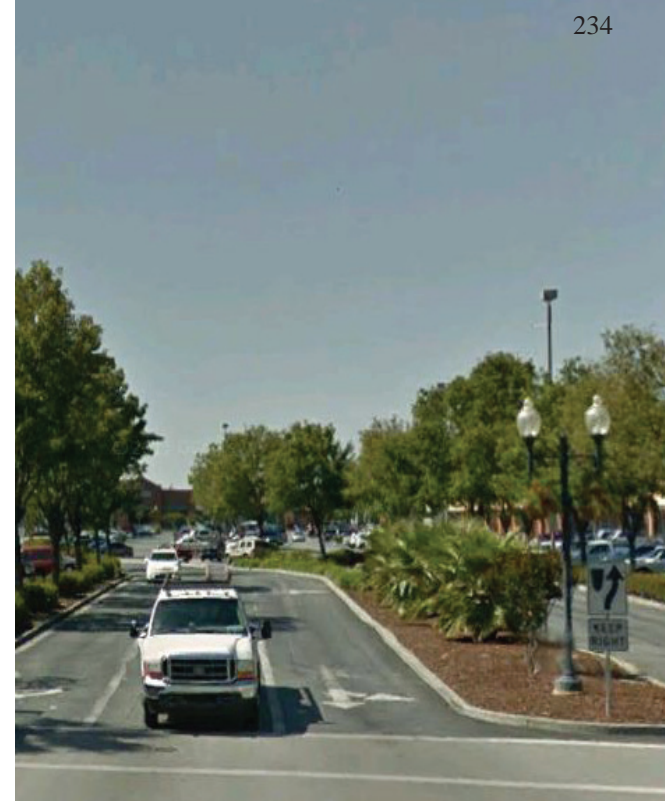




EXISTING SITE

The Gilroy Outlets are currently situated on 80 acres in the western half of the city of Gilroy. The site is primarily geographically flat, being previously part of the rich agricultural land which is still farmed today behind the outlet property. The Outlet Center is divided into four sections which were built in a calculated phasing plan in the early 1990's. The sections are lettered A, B, C, and D, which also refers to the order in which they were built. The four outlet areas are divided by a network of internal streets and boulevards with the largest being the east-west artery Leavesley Road; Leavesley Road also serves as the primary exit of Highway 101 for Gilroy and the Outlet Center. The two secondary streets which bisect the site are San Ysidro Ave and Arroyo Circle. San Ysidro Ave. runs north-south, connecting Leavesley Road to Buena Vista Ave and St. Louis Hospital. San Ysidro is a two-lane road which diverts local traffic around the outlets, allowing for less congestion onsite. Arroyo Circle is the final internal secondary route which too runs in a north-south direction linking the outlet site to Sixth Street and the Tenth Street/Highway 152 Corridor. This internal connector is a crucial traffic diverter during heavy commute hours.





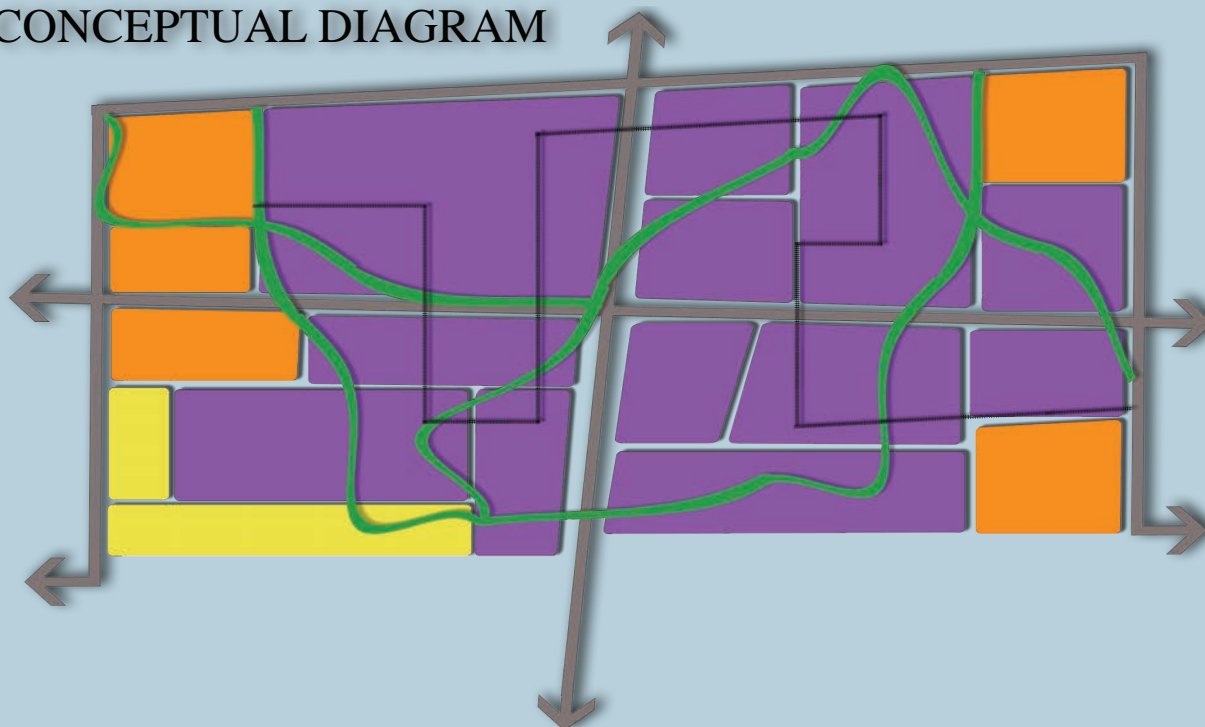
AERIAL OF EXISTING SITE

CURRENT OUTLET FOOTPRINT

PLANNED EXPANSION



CONCEPTUAL DIAGRAM



CONCEPTUAL LEGEND

- RESIDENTIAL
- PARKING STRUCTURES
- MIXED-USE
- STREET NETWORK
- GREENBELT
- ONSITE TRANSPORTATION

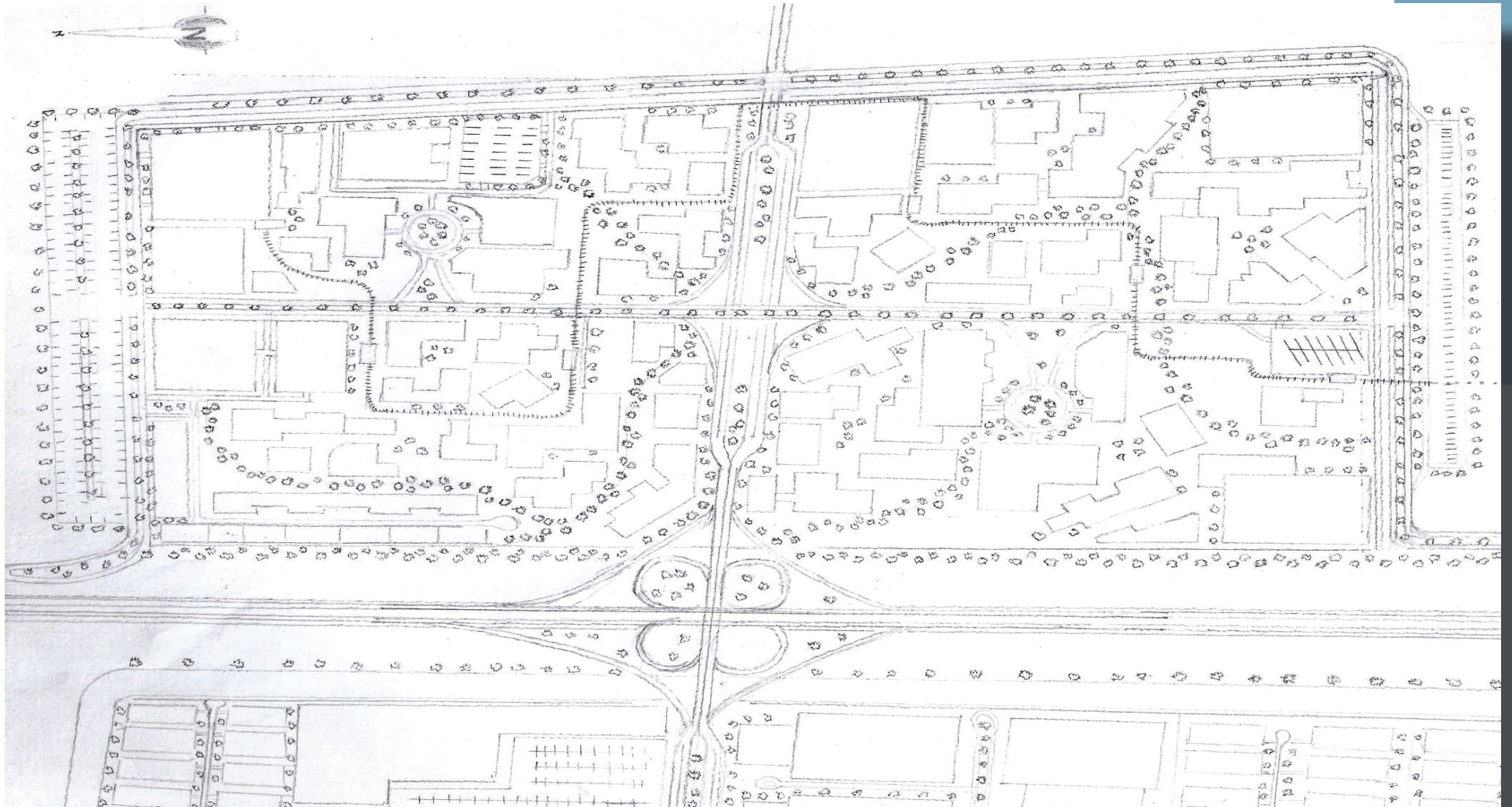
LAND USE DESIGNATIONS

The Gilroy Outlets Master Plan seeks to provide a variety of land use designations for the future site, in hopes of creating a diverse mix of uses. This can be achieved through intermixing office space and retail, while still ensuring their compatibility through both vertical and horizontal development types. The strategic direction was to not compartmentalize the site, creating a division. The site overall is currently designated as commercial, as referred to in the Gilroy General Plan. In order for a high mixture of uses to be considered onsite, the city must approve a zoning amendment or zoning change to allow uses currently not permitted onsite, such as residential. Once that is achieved, then designations onsite can be developed, proposed and finalized. These final designations have several conditions built into them, including the density of structures per lot or acre, required minimum and maximum height limits, structure setbacks, signage, and other regulations. These regulations will be composed into a set of Form Based Codes (FBC) which will direct individual development components.

- RESIDENTIAL
- LODGING
- RETAIL
- PARKS-OPEN SPACE
- PARKING
- PEDESTRIAN SURFACE

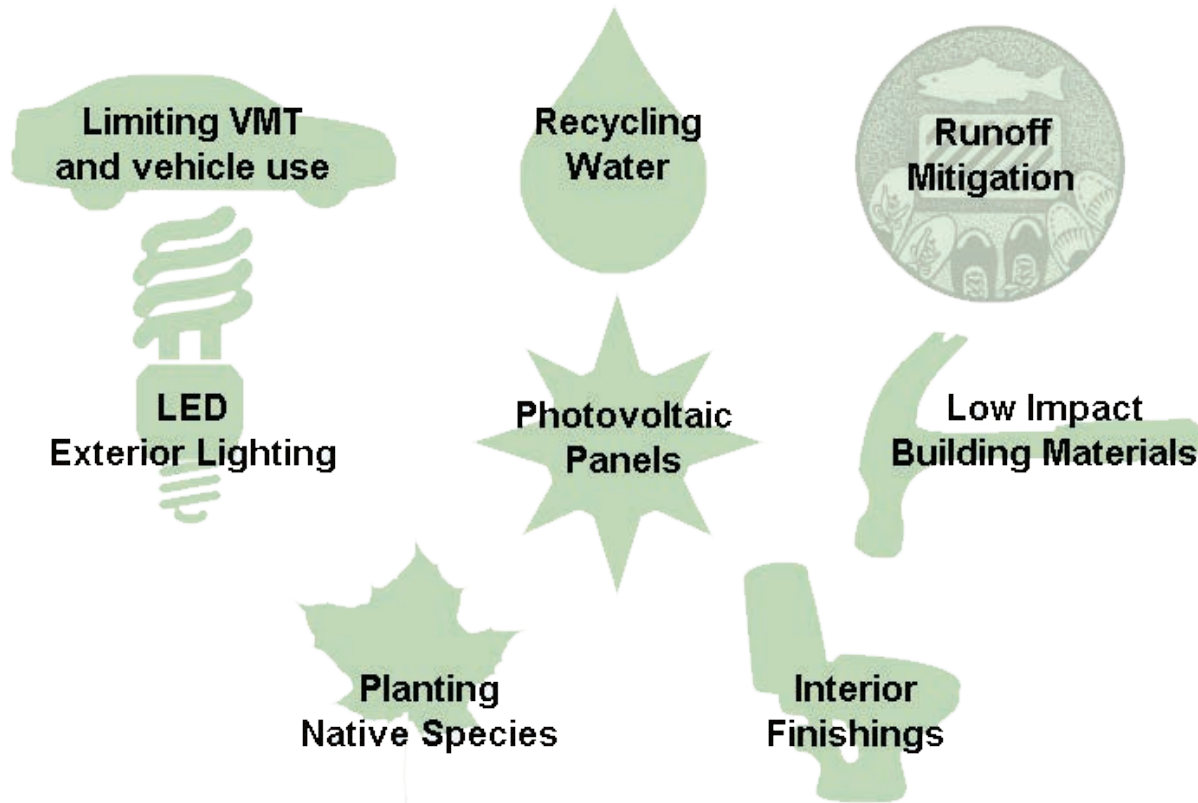


SITE PLAN



ENVIRONMENTAL CONSIDERATIONS

The Gilroy Outlets Master Plan prides itself on its commitment to planning and developing a site which takes every step possible to lessen its impact on the environment and burden on regional resources. The site calls for mitigation measures for water runoff during construction, overall power consumption, landscaping, and construction material considerations. To ensure that water runoff onsite during construction does not negatively affect local wildlife and agricultural lands at the rear of site, temporary water collection devices will be placed around the site, to collect unused water for reuse. To lower the impact on the local and regional power grid the site has taken extensive measures to mitigate the use of power through several avenues. First, the site will utilize LED lighting on all exterior and outdoor lighting sources including street fixtures. To curb light pollution, which has been a problem in the Bay Area, light shields will be placed on lights that release excessive luminosity into the night sky. All lit signs onsite, including the way-finding implementation measures will be lit with downward lighting to also reduce its potential toll on light pollution in the South County. Roadway infrastructure lighting will also be part of an integrated computer system onsite which is controlled by light sensors placed throughout the development which monitor the amount of natural light, thus when the sun begins to rise, outdoor lighting will slowly fade off. This would follow in the evening hours when the sun sets; outdoor lighting will slowly turn on based on the light that is picked up by the monitors.



PROPOSED MITIGATION PROGRAM

The Gilroy Outlets Master Plan proposes a unique mitigation measure for residents and visitors onsite. The proposal is a Vehicle Miles Traveled (VMT) Limiting Program called Eco-Pass. Eco-Pass is a subsidized transit pass that is linked with local and regional transportation authorities including Valley Transportation Authority (VTA) and Caltrain.

■ CALTRAIN ■ VTA BUS ■ VTA LIGHT RAIL ■ VTA COMMUNITY BUS

The pass is intended to entice visitors and residents alike to utilize local transportation and lessen their use of privately owned vehicles. The Eco-Pass Program will be fused in with room rates for visitors and monthly rental fees for residents with the remainder of the cost being diverted to the developer. Eco-Passes will be distributed based on the number of individuals residing in each household or number of guests staying in onsite accommodations. The pass will serve like a key card and can be swiped when entering local transportation entities. Collaboration amongst regional and local transportation authorities will be encouraged hopefully expanding such a program to similar developments around the Bay Area. Such an initiative is already in use for Peninsula Station, an Affordable Housing development in San Mateo, California. SAMTRANS, the county-wide transportation link is in partnership with Mid-Pen Housing, the developer, to provide this convenience to residents.

To ensure a successful program, the Master Plan seeks to expand VTA Bus and Community Bus Service onsite to allow residents and visitors the efficient option to use the local transit for daily outings. For those utilizing the Caltrain Commuter Rail service, the development has proposed four pick up stations at each of the four residential developments onsite. The stations will allow rail commuters a free ride to the Caltrain Station in Downtown Gilroy. Since Gilroy is the last stop on the Caltrain route it is has three set designated pick/drop off times. The Caltrain shuttles will serve each of those six times in total, in essence allowing commuters to leave their car onsite and be able to rely fully on public transportation.



239

All water usage on site will be recycled and used to as the primary water source for landscaping requiring it. This measure is in place to alleviate the pending demand of such a development and the water needed to adequately meet the potential needs. Appliances including washers and toilets, in onsite living units will also be low flow to reduce the amount of wasted water. To lower the burden on the local power grid, the Gilroy Outlets Master Plan is requiring that the site receive half of its power from on-site sources. This is being met with the use of an extensive solar panel system, with many of the structures utilizing roof space for the panels and subsequent equipment. Wind power is proposed in the form wind turbines on the rear of property adjacent to the agricultural fields and San Ysidro Avenue. In regards to construction and related elements, the plan strives to use the most environmentally friendly products on the market today. Recycled certified Timber, bamboo flooring in residences, low VOC paint, and porous concrete are a few of the implementations to ensure a more environmentally cohesive site.



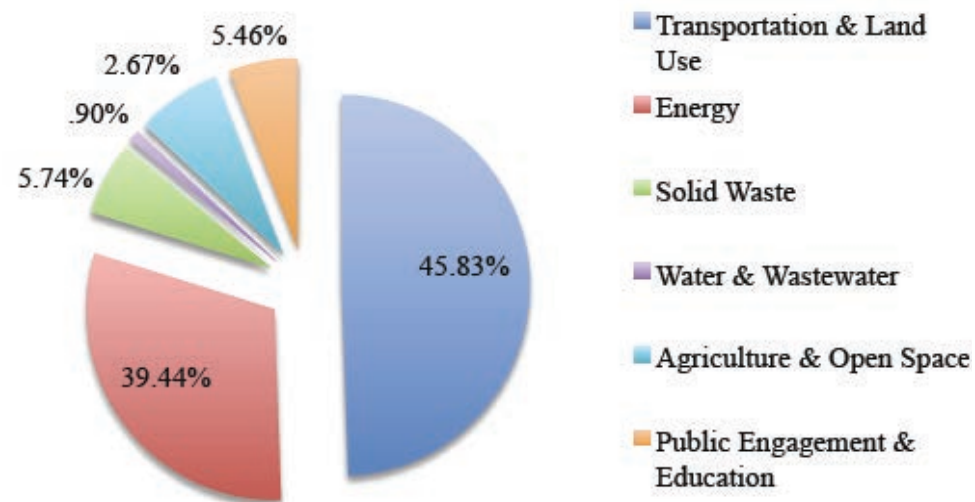


ASSEMBLY BILL 32

In 2006 Governor Arnold Schwarzenegger signed into law the Global Warming Solutions Act otherwise known as AB32. This law in particular is of great importance to the planning of the Gilroy Outlets primarily because the bill focuses on the reduction of greenhouse gas emissions in a variety of sectors. AB32, which is now law in the State of California, sets forth a regulation period to which cities and communities must lower their Greenhouse Gas emissions. The target year that these reductions must be completed by is 2020. In an effort to comply with state law as well as to create a more environmentally friendly community, Gilroy acted upon AB32 by creating a Climate Action Plan (CAP). The Gilroy CAP identified several sectors where Gilroy is contributing the most GHG's to environment, further perpetuating environmental issues. Once these sources were identified, goals and measures were set in place to reduce the impacts of such sources. The Gilroy Outlet Master Plan in conjunction with the city will adhere to these regulations by ensuring that new development will reduce its impact locally and regionally by providing mitigation measures.

2005 Gilroy Community- Wide Emissions by CO₂e

Sources	Greenhouse Gas Emissions	
	Metric Tons of CO ₂ E	Percent
Residential	58,335	12.3%
Commercial & Industrial	175,541	36.9%
Transportation	230,297	48.5%
Solid Waste	11,032	2.3%
Total	475,205	100%



2005 Gilroy Municipal Emissions

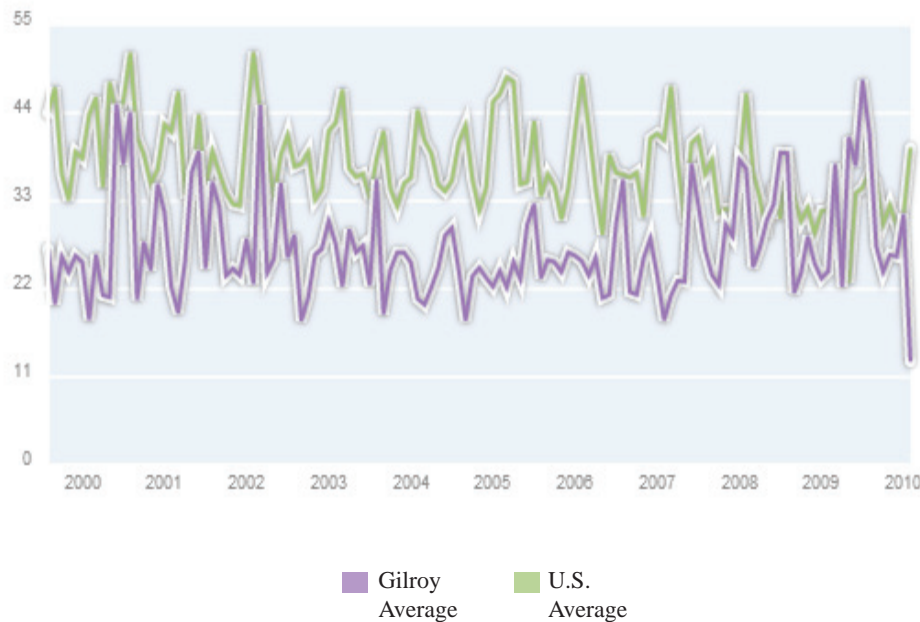
Sources	Greenhouse Gas Emissions	
	Metric Tons of CO ₂ E	Percent
Buildings and Facilities	675	25%
Vehicle/Transit Fleet	467	17.3%
Streetlights & Traffic Signals	379	14.0%
Water Delivery	986	36.5%
Wastewater	5	0.2%
Solid Waste	192	7.1%
Total	2,704	100%



SENATE BILL 375

Senate Bill 375 adopted in 2008 serves as the backbone for AB32. SB375 otherwise known as the Sustainable Communities and Climate Protection Act is closely aligned with AB32 by requiring Greenhouse Gas Emissions reductions for passenger vehicles. The Air Resources Board in conjunction with over 18 designated Metropolitan Planning Organizations (MPO's) has required these 18 jurisdictions to supply reduction target goals and policies to implement by 2020 and 2035. This bill also allows local planning agency's to play a key role in providing a sustainable community to its citizens. SB375 requires that each community cohesively integrates such environmentally friendly policies and reduction targets into such planning models as housing and transportation. To comply with SB375, the Gilroy Outlets Master Plan seeks to reduce vehicular usage through several mitigation measures from linking onsite-offsite transportation and supplying those residents onsite with transportation to regional rail.

Air Quality Index (AQI)

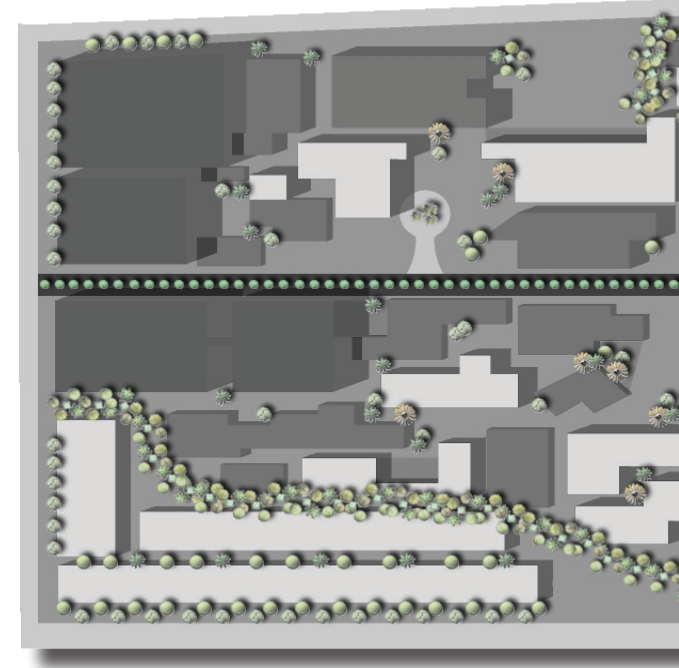


[Graph Provided by City Data: <http://www.city-data.com/city/Gilroy-California.html>]



LANDSCAPING

Landscaping onsite is a key element in creating a cohesive environment. The Gilroy Outlets Master Plan seeks to provide a harmonious landscape plan, by seizing the opportunity to focus solely on local and native species to the city and county. By continuing the planting of native species, the plan ensures the survival of the planted landscape, knowing that what is chosen is suitable for the environment. The goal of the Master Plan is not to plant non-native or evasive species which could cause harm to local fauna. Using native species will also lower the sites reliance on abundant water use. Some measures such as xeriscaping will also be used to offset the use of water onsite.



DESERT WILLOW



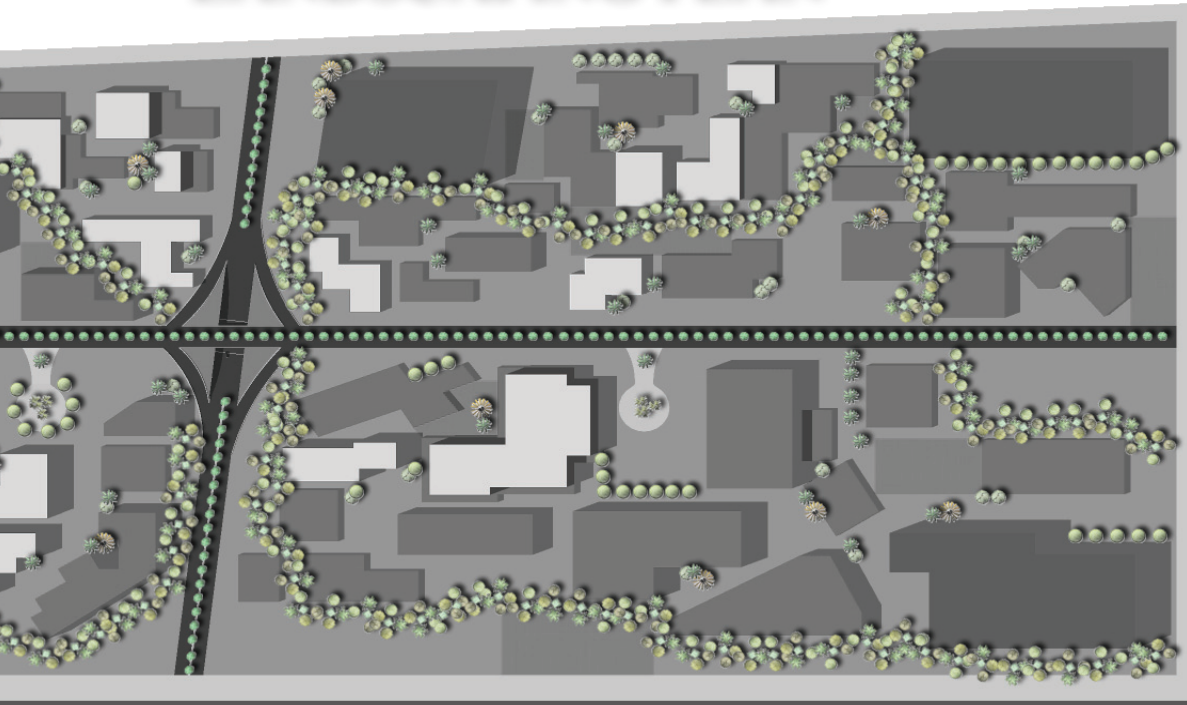
PRUNUS TREE



PINE TREE



LANDSCAPING PLAN



CATALINA IRONWOOD

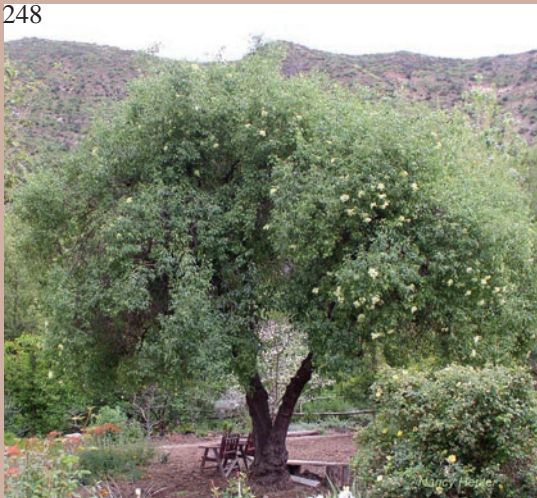


CALIFORNIA OAK



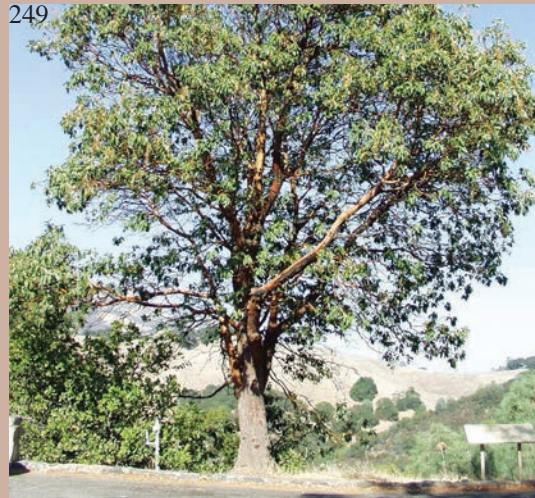
ELDERBERRY

248



ARBUTUS TREE

249



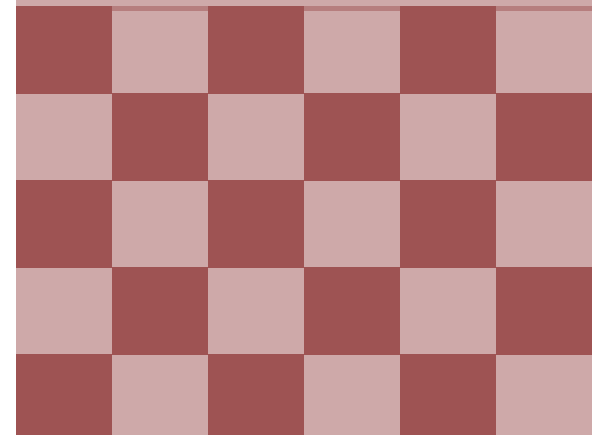
ROSE BUD TREE



NATURE WITHIN...

GREENBELTS, PARKS, AND ENVIRONMENT CORRIDORS

The proposed outlets seek to provide a common balance between the natural and built environment. This can be achieved through a variety of measures, including parks, greenbelts, and environment corridors. The plan seeks to remain consistent with Gilroy's Strategic Direction by creating and enhancing such components on the site. Greenbelts are proposed to be interwoven amongst the development, creating a natural visual connection, linking the neighborhoods. These greenbelts will be composed primarily of native species wherever possible and will provide shelter for the development's bikeway and trail system [Image 253]. Creating the greenbelts will not only provide shade to the site, but will also allow for the habitation of local bird species. The belts are designed to break up the concentrated forms of development, thus creating a more harmonious interaction between the natural and built environments. Preservation of open space onsite is proposed to be increased through the development of parks. These parks are set to provide greenery and open space to not only the residents but also visitors, who are taking a break from shopping. The long term goal of providing the open space, greenbelts and parks is to shade 75% of the site within 15years. Achieving this goal is one of the top priorities in making the development one of a kind.



SHADE GOAL

75%
OF THE SITE



15
YEARS

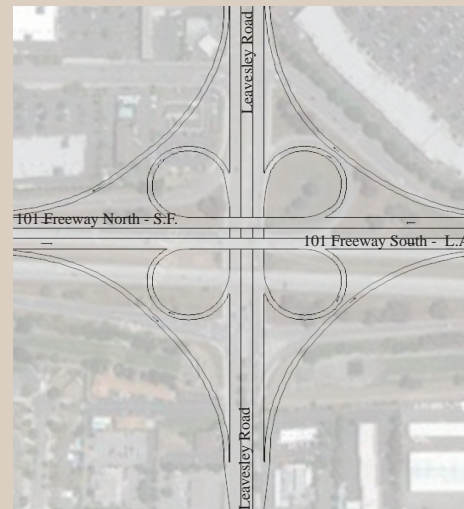
VEHICULAR CIRCULATION

The vehicular circulation onsite is organized into a hierarchy from major thoroughfares to internal arteries and perimeter connectors. The three major streets onsite are Leavesley Road which bisects the site running east-west bound. Leavesley Road is the primary link from the Outlet Center to the 101 Freeway and city of Gilroy. The Master Plan sets to expand Leavesley into a local expressway, widening the lanes from four lanes to six lanes. The expansion allows for a greater capacity of vehicles during weekends and peak commute hours. To not interfere with internal streets, and to reduce signaling intersections which slows down traffic, Leavesley Road will be tunneled in the center of the site, thus allowing north-south bound traffic to flow continuously [Image 264]. This will be achieved through the construction of a bridge running north to south and Leavesley Road being tunneled underneath and brought back up to ground level on the other side. For traffic seeking to merge onto the north-south connector, there will be on and off ramps. Arroyo Circle is the north-southbound internal street, which is divided into four lanes with a tree lined median creating a sense of enclosure, downplaying the surrounding infrastructure.



PROPOSED CLOVERLEAF INTERCHANGE

In order to provide a smooth transition from the freeway to the Outlets Center and local city streets, the Plan proposes the reconfiguration of the Leavesley Road Exit. Currently it is comprised of one round-about directing traffic northbound toward San Jose, and three straight-away onramps and offramps. The existing layout creates heavy vehicular congestion on a daily basis, since the both local traffic and outlet traffic exit at the same ramp. Reconfiguring the current interchange into a cloverleaf will allow the local traffic and outlet traffic to be split, lessening the congestion. The new layout will also allow for less signaling of the area, creating less stops for visitors and commuters.



Cloverleaf Example
101 Fwy - I880 Interchange: San Jose

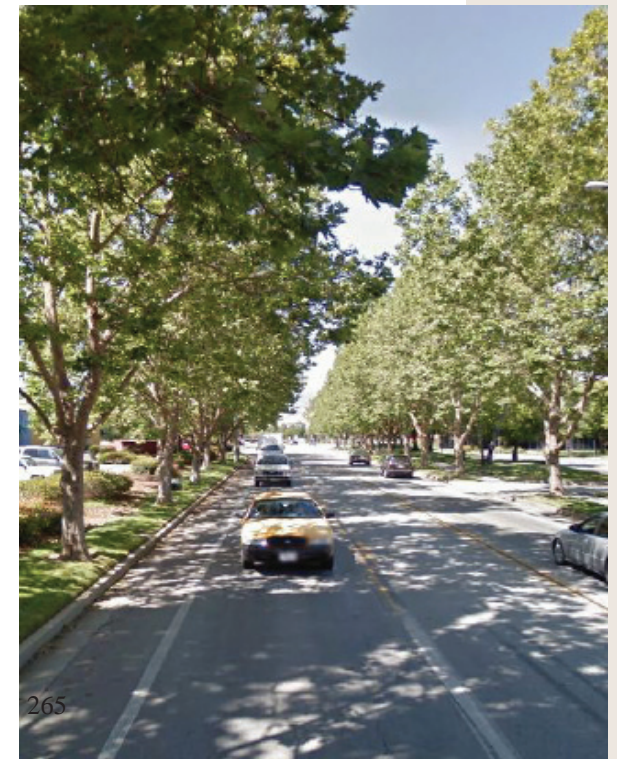


SOLAR LED LANE DIVIDERS

To enhance the safety of the circulation network onsite, all of the internal connectors will apply Solar LED lane dividers. These lane dividers require no accessory power source, because each device is equipped with a solar patch that is powered by the sun. At night, the lanes will light up creating better clarity for vehicular traffic traveling through the site.



Along the Arroyo Circle route there are four pedestrian crosswalks and two onsite transportation link crossings. Bike lanes for Arroyo Circle have been discouraged due to the high volume of anticipated traffic. In lieu of bike lanes, a network of bicycling paths has been proposed throughout the site. Both Arroyo Circle and Leavesley Road connect to the perimeter road San Ysidro Avenue, which is three lanes. San Ysidro conveniently connects all four neighborhoods and all parking structures, allowing motorists to navigate the site without having to hassle the internal streets. San Ysidro Avenue also provides direct access to St. Louise Hospital on the north end of the site as well as the 6th Street & 152 East Corridors. Like Arroyo Circle, San Ysidro Avenue has a tree lined median as well as a landscaped buffer separating the agricultural land adjacent to the rear of the site.



STREET PLANS

The street plans will remain consistent and uniform throughout the site. The thoroughfares will be lined with a center landscaped medians providing separation and a canopy enclosure. A separated bike lane will be denoted with a green coating and required markings to delineate its use. Sidewalks will be widened to ten feet in locations to maximize the space for pedestrians while allowing room for street vending and curb side dining. Street-scaping will include trees along the pedestrian walkways, benches, street lighting and uniform trash and recycling dispensers.



LEAVESLEY ROAD

ARROYO CIRCLE

SAN YSIDRO AVENUE

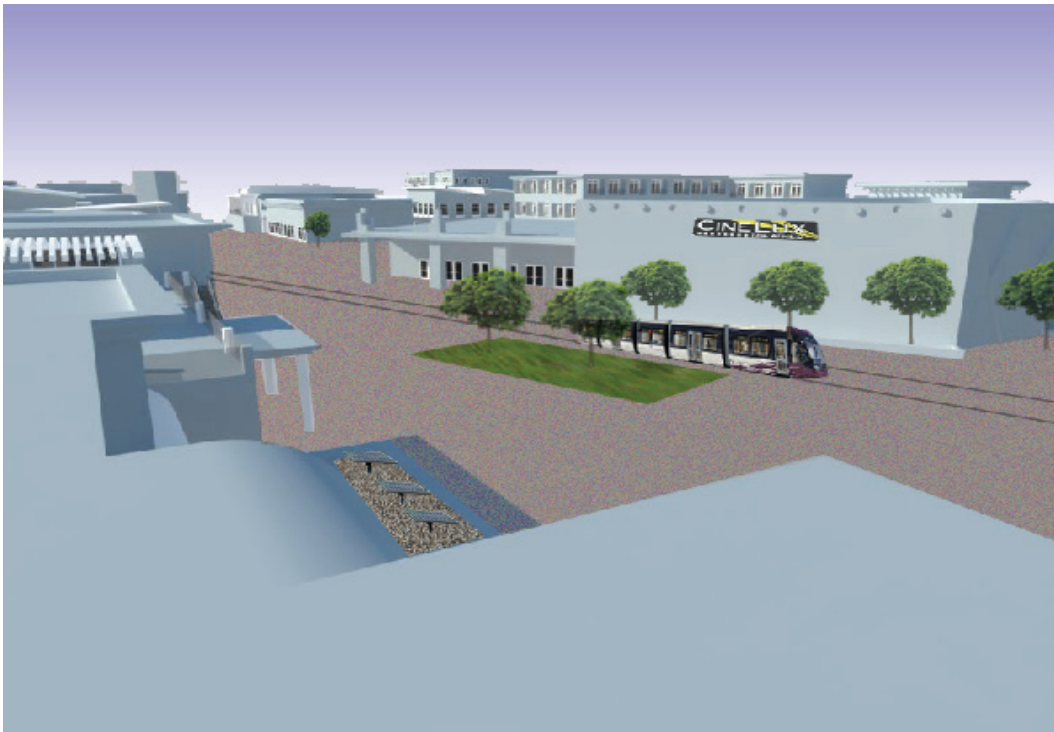
CASE STUDY 16TH STREET MALL DENVER, COLORADO

The 16th Street Mall in Denver was used as the primary case study in regards to transportation used for a large development. The 16th Street Mall is situated in Downtown Denver spanning over six city blocks providing some of the best shopping and dining in the city. Due to the scale of the development and the annual rate of visitors, the City of Denver thought it was in their best interest to provide a transit service linking the pedestrian mall. The mode incorporated was a free shuttle bus [Image 267] that is designated its own lane on the pedestrian only thoroughfare. The shuttle services numerous stops on both sides of the street providing quick access for both residents and visitors. The decision thus far to add the free shuttle has been a large success and is well received by residents and visitors.

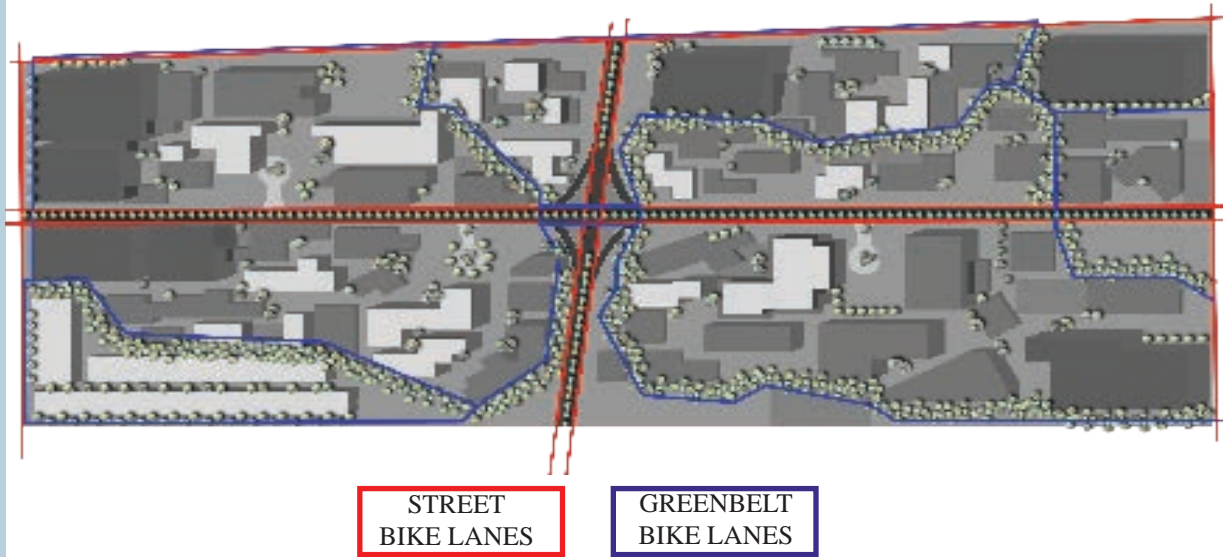


ONSITE TRANSPORTATION

The size of the proposed Gilroy Outlets spans approximately 184 acres. The site is completely walkable with an emphasis on pedestrian corridors, and an extensive trail and network system. Though, with a site as large as the outlets, there is still a challenge in accommodating visitors and residents who cannot make the complete trek across the site, or how inclement weather would inhibit pedestrian travel. To properly address the issue of site accessibility, the Gilroy Outlets Master Plan proposes an onsite transportation system in the form of light rail. The transit network will connect all four neighborhoods, conveniently stopping at all of the seven parking structures. The network will not only enhance the uniqueness of the development, but also create a more cohesive and accessible site.



ACTIVITY CORRIDOR CONCEPTS

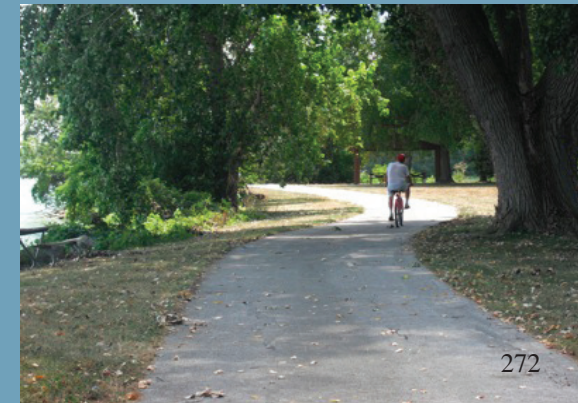


BICYCLE AND TRAILS

To create a healthy and active community for the residents of the Gilroy Outlets, the plan proposes an extensive bicycle and walking trail system [Bicycle Plan above]. This non-vehicular circulation network is to coincide with the greenbelt system. The network will connect the various neighborhoods throughout the site, allowing for ease of travel without having to hassle the hustle and bustle of the pedestrian shopping corridors. The bicycle paths are to increase the safety of riders by encouraging off street use, due to the congestion caused by vehicular traffic. To remain consistent with the goals of the city of Gilroy, the cycling and pedestrian network is proposed to connect to the existing trail network in the city. To achieve the connection, the plan calls for the Leavesley Road bike lanes to be extended and merged with the outlet trails. To further connect the city, a proposed pedestrian bridge over the 101 Free-way will provide a link to Downtown Gilroy. This will allow for not only residents of the site, but also residents of Gilroy to bike and walk into the site.



TWIN FALLS, IDAHO



CELINA, OHIO



DALLAS, TEXAS

PARKING

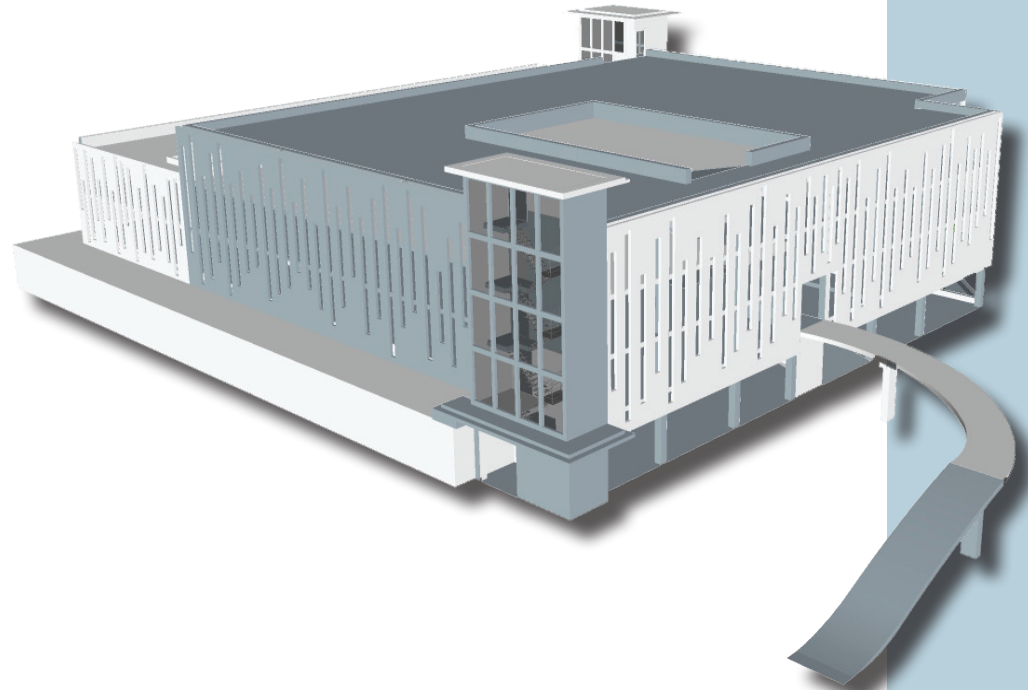
Parking is crucial to the success of any development, and the Gilroy Outlets Master Plan seizes to provide ample parking to visitors and residents. The current outlet site is configured around four primary surface lots, with the amount of space totaling approximately 2500 spaces. Under the current Gilroy General Plan's Parking Requirements the expansion of the site would require an additional amount of spaces. Taking into account the residential units, retail spaces, lodging accommodations, entertainment venues and dining locations the site will need to provide approximately 7500 parking spaces. To accommodate the sharp increase in required spaces, the parking plan proposes the construction of 7 parking structures with a maximum height of 80'. These structures will be strategically placed around the perimeter of the site, allowing the previous surface lots to be converted into a pedestrian only environments. The extra space with the movement of the parking to the perimeter will allow for the formation of internal neighborhoods, increased retail outlets, hotels and entertainment venues.



CURRENT OUTLET PARKING RATIO



PROPOSED OUTLET PARKING RATIO



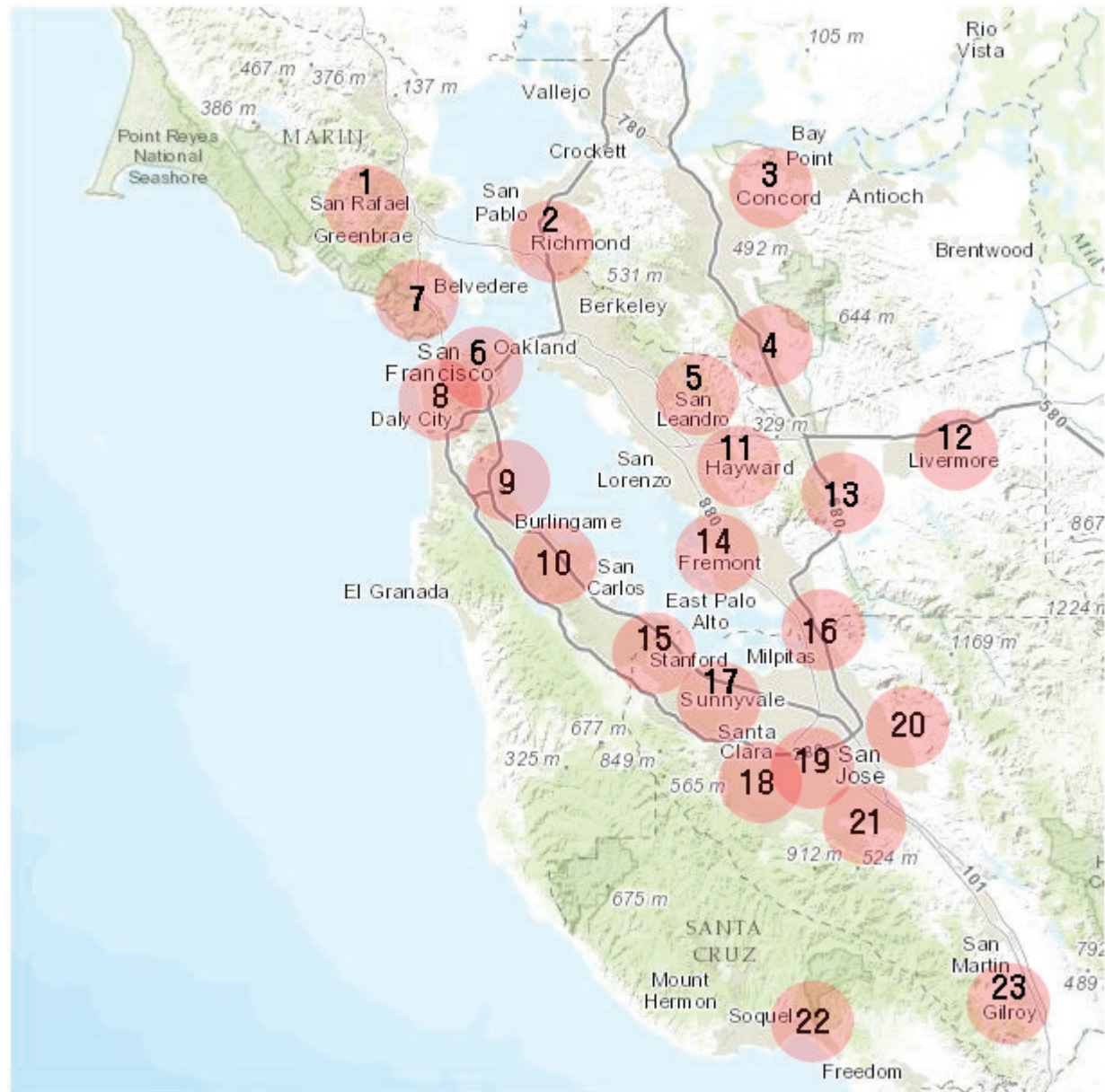
REGIONAL MALLS

The Bay Area is home to a number of high-end shopping venues making the opportunity for the Gilroy Outlets to stand out amongst the rest a challenge. Between the 23 shopping venues, spanning the 9 Bay Area Counties, the Gilroy Outlets is one of only three outlet centers. Its prime location allows for the site to serve a large portion of the population providing some leverage against regional competition. In seeking to provide the best for visitors and residents, the Outlet Plan took a look at these 22 other regional shopping destinations to determine what components could make the Gilroy location unique.

Currently the largest competition to the Gilroy Outlets would be the Livermore Outlets, located in Livermore, California, approximately 65 miles from Gilroy. In order to not lose visitor traffic to the newest California Outlet Center, the Gilroy Outlets plans on rebranding itself as Hybrid Lifestyle Center, the 1st of its kind to use outlets as its primary retailer. This would make it a first class shopping destination, including additional outlets, housing and lodging, ensuring the longevity of the site.



BAY AREA REGIONAL MALLS

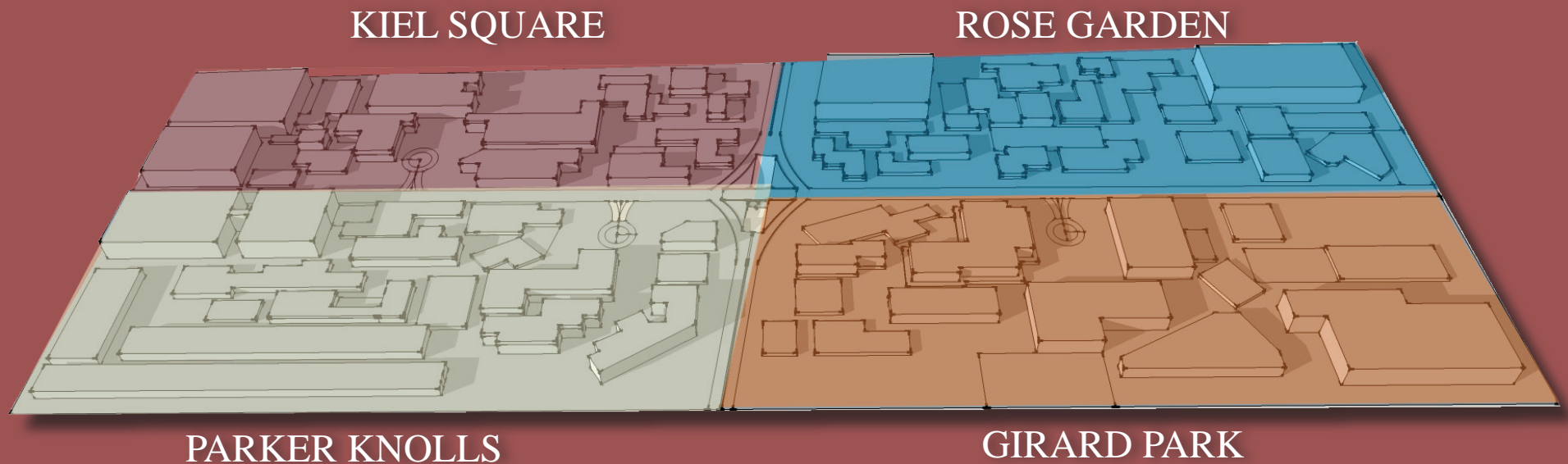


- Northgate Mall, San Rafael
- Hilltop Mall, Richmond
- Sun Valley Mall, Concord
- Hacienda Crossings, Dublin
- Bayfair Center, San Leandro
- Westfield San Francisco Centre
- Town Center, Corte Madera
- Serremonte, San Francisco
- Shops at Tanforan, San Bruno
- Hillsdale, San Mateo
- Southland Mall, Hayward
- Livermore Outlets, Livermore
- Stoneridge, Pleasanton
- New Park Mall, Fremont
- Stanford Shopping, Stanford
- Great Mall, Milpitas
- Vallco Shopping, Cupertino
- Santana Row, San Jose
- Westfield Valley Fair, San Jose
- Westfield Eastridge, San Jose
- Westfield Oakridge, San Jose
- Capitola Mall, Capitola
- Gilroy Outlets, Gilroy

THE NEIGHBORHOODS

The size and scale of the Outlets is set to be monumental, covering over 180 acres with several residential, lodging and dining options. In order to create a cohesive and harmonious site, the Gilroy Outlets Master Plan seeks to divide the site into four distinct neighborhoods. The neighborhoods are an important aspect to the project, being that they provide a unique character and identity to specific locations. The plan calls for the site to be divided into four sections or neighborhoods, each with their own name, architectural style, staple outlet store, and types of residential and lodging options. Each neighborhood in itself is like a miniature city, evoking its own vibe through the layout of its pedestrian connections, onsite transportation links and visitor-resident amenities.

In order to remain internally and externally consistent with prior governing documents, the Gilroy Master Plan designed the neighborhoods according to the guidelines for neighborhood development, discussed in the Strategic Direction Element in the Gilroy General Plan. The Gilroy General Plan calls for a diverse mix of housing for all income levels, with special attention paid to the connections between the neighborhood and the city. The neighborhood plan developed in the Gilroy Outlets Master Plan satisfies all the requirements found in the General Plan by offering a diverse residential stock, complete connections for pedestrians linking all the neighborhoods together and special attention paid to enhancing the quality of life for all residents. This will be achieved by providing ample outdoor recreation amenities through parks and trails, including entertainment for the entire family.



“Gilroy envisions neighborhoods that are attractive, safe, diverse, and healthy, containing housing that is affordable to a variety of income groups, thereby enhancing the quality of life for all Gilroy residents.”

STRATEGIC DIRECTION, GILROY GENERAL PLAN



NEIGHBORHOOD DESIGN CONCEPTS



279

FARGO, NORTH DAKOTA



280

ALEXANDRIA, VIRGINIA



281

JACKSONVILLE, OREGON



KIEL SQUARE

Neighborhood Profile

■ Name

Kiel Square

■ Location

Northeast Quad

■ # of Residential Units

150

■ Staple Outlet

Saks Fifth Avenue Off 5th

■ Omni Southern Silicon Valley

Kiel Square located in the northeast corner of the outlet development is home to a variety of specialty stores, restaurants, entertainment venues, housing and lodging options. The landmark structure in the Kiel Square neighborhood would be the Omni Southern Silicon Valley. Residents and guests alike will be able to roam numerous corridors and passageways linking the many stores in the neighborhood. The contrast to human scale and inviting streetscapes created a unique urban experience in the heart of the outlet center. Kiel Square also offers convenience, with two parking structures and an onsite rail station which connects all the districts onsite.



GIRARD PARK

Girard Park nestled in the southwest corner of the site is Girard Park. Designed around the concept of a pedestrian focused experience. Girard Park combines plazas with water features and artistic sculptures. Shopping and residential units tower over the district in their wake creating spaces for guest and resident interaction through the formation of pocket parks. The center piece of Girard Park is the grand plaza which is centered on a large round-about which directs guests to the Hyatt Regency. The Hyatt Regency Hotel tower rises above the plaza making it known as the heart of the neighborhood. For the convenience of visitors, Girard Park has two parking structures, RV/Bus/Truck Parking to accommodate those with larger vehicles. An onsite rail station is also located in the neighborhood.

Neighborhood Profile

- Name
Girard Park
- Location
Northeast Quad
- # of Residential Units
300
- Staple Outlet
Lacoste
- Hyatt Regency



PARKER KNOLLS

Neighborhood Profile

■ Name

Parker Knolls

■ Location

Northeast Quad

■ # of Residential Units

250

■ Staple Outlet

BCBG Max Azria

■ Holiday Inn Express

The quaint neighborhood of Parker Knolls is located in the northwest portion of the site. Parker Knolls boasts some of the best shopping and dining onsite. Heavily influenced by Roman Arches and gardens, Parker Knolls brings them together to form nooks, arched passageways, serenity gardens and pocket parks. The Knolls is also home to the largest housing development on the Gilroy Outlet site, allowing residents to become part of the daily excitement on the streets below. Narrow shopping corridors lined with flowers and native fauna are intermingled with outside cafes creating a lively outdoor environment. Parker Knolls is also home to Bailey Residences. This tiny neighborhood nestled in the north corner of the district is lined with narrow streets and tri-story brownstones. The neighborhood includes a playground, and access to the bike system, greenbelt trail, shopping and dining venues. Parker Knolls offer easy parking access with one parking structure and an onsite rail link station.



ROSE GARDEN

The Rose Garden Neighborhood is positioned in the southeast corner of the site. With expansive views of the Diablo Range and the park like open space for which the Southern Santa Clara County is known for, The Rose Garden seeks to capture that ideal and interweave it amongst the district. Filled with plazas, gardens, parks, fountains, and greenbelts, the Rose Garden is truly one of a kind. Guests and residents are treated to the aroma of fine food creations from the many cafes and bistro's, while be able to enjoy the signature scent of the rose, the staple flower of the neighborhood. Rose Garden is also home to Whole Foods, the only grocery store onsite. This provides the essentials to residents and visitors. Blair at Rose Garden is the primary residential development in the neighborhood offering a variety of housing floor plans. For guest convenience, there is 1 parking structure and a rail link.

Neighborhood Profile

■ Name

Rose Garden

■ Location

Northeast Quad

■ # of Residential Units

80

■ Staple Outlet

Michael Kors

■ Hampton Inn & Suites



RETAIL CONCEPTS





RETAIL ROSTER AND ADDITIONS

The largest attractor to the site will be the assortment of shopping venues. The current outlet center has 145 stores categorized in a variety of groups from Designer Fashions, Shoes, Accessories & Jewelry, Fine Leather & Luggage and many more. The goal for the retail component of the Master Plan is to retain the outlet stores currently onsite, and add an additional 40 to bring the total number to 185. The revitalized plan for the outlets will allow for the accommodation of such retailers being added to the roster of stores, thus making it the 2nd largest outlet center in the country. This is ideal for two reasons. First, adding more stores gives the shopper a better selection to choose from. Undoubtedly there will be something for everyone onsite. Secondly, it is a necessity to improve and add more retailers. The primary reason for it is to stay competitive in the regional market. The Bay area is home to only three outlet centers including the Gilroy location, and to remain the number one location, the types and amount of stores being offered to shoppers needs to be enhanced. The greatest competition to the Gilroy Outlets would be the newly completed Livermore Outlets in the East Bay. The strategy for keeping the regular bargain shoppers and increasing the annual amount of visitors is to provide brands that are not in the outlets already. These retailers, known as Luxury Retailers, can only be found in a specific few outlet centers nationwide. The Gilroy Outlet is planning on seizing the opportunity by providing such luxury stores with a brand new development, which is sure to increase visitors and shoppers annually, in turn driving up sales for retailers.



FASHIONS AND SPORTSWEAR

7 For All Mankind
Addias
Aeropostale
American Apparel
Ann Tylor Factory Store
Ashworth
Banana Republic Factory Store
Bass
BCBG Max Azria
Brooks Brothers Factory Store
Calvin Klein (2)
Champion
Charlotte Russe
Chico's
Coldwater Creek
Converse
Cotton On
DKNY
Dressbarn
Dressbarn Woman
Ecko Unltd
Eddie Bauer Outlet
Elie Tahari
Forever 21
Fox
Gap Outlet

Guess Factory Store
Hugo Boss Factory Store
Hurley
Izod
J. Crew
Jockey
Jones New York
Juicy Couture
L'eggs Hanes Bali Playtex
Lacoste
Lane Bryant Outlet
Levi's Outlet Store
Lucky Brand
Lululemon Athletica
Maidenform
Maxstudio.com
Michael Kors
Motherhood Maternity
Nautica
New York & Company
Nike Factory Store
PacSun
Paolo Giardini
Pearl Izumi
Polo Ralph Lauren
Puma

Quiksilver
Reebok
Robert Talbott
Rue21
Saks Fifth Avenue Off 5th
Suit Outlet
Timeberland
Tommy Hilfiger
True Religion Brand Jeans
U.S. Polo Assn.
Under Armour
Van Heusen (2)
Volcom
White House Black Market
Wilson's Leather
Zumiez

SHOES

Adidas
Aerosoles
Aldo
Bass
Bass Shoes
Clarks Bostonian
Cole Hahn

Converse
Crocs
DC Shoes
Easy Spirit
Famous Footwear Outlet
Foot Locker
Johnston & Murphy
Kenneth Cole
Naturalizer
New Balance Factory Store
Nike Factory Store
Nine West Outlet
Puma
Reebok
Rockport
Saks Fifth Avenue Off 5th
SAS Factory Shoe Store
Shoe Palace
Sketchers
Stride Rite Keds Sperry
Timberland
Vans
Vince Camuto

ACCESSORIES AND JEWELRY

Claire's Accessories
Coach
Coach Men's
Cole Hahn
Fossil
Gold Tie
Guess Factory Store
Kay Jewelers
Lids
Michael Kors
Movado Company Store
Solstice Sunglass Outlet
Sunglass Hut (2)
Time Factory Watch Outlet
Totes/Sunglass World
Zales Outlet

HOUSEWARES

Calphalon Kitchen Outlet
Corningware Corelle
Revere
Kitchen Collection
Le Creuset

GIFTS AND SPECIALTY

\$5 Sports
BareMinerals
Bath & Body Works
Beauty Outlet
Bose
The Cosmetics Company
Store
Crabtree & Evelyn
Fragrance Outlet
Gilroy Welcome Center
Jelly Belly
Lancome
Perfumania (2)
Sanrio
Sony
Vitamin World

LUGGAGE

Coach
The Luggage Factory
Samsonite
Wilson's Leather

40 PROPOSED ADDITIONAL RETAIL OUTLETS

Brighton Collectibles
Cabi Factory Store
Oakley Vault
Karen Kane
Rip Curl
2b bebe
AJX Armani Exchange
Burberry
Brunello Cucinelli
Barney's New York Outlet
Diesel
Etro
Gucci
Dolce & Gabbana
James Perse
HanesBrand
Last Call by Neiman Marcus
St. John Outlet
Salvatore Ferragamo
Versace
Theory
Polo Ralph Lauren Children
Ugg Australia
Jimmy Choo
Tumi
Kate Spade New York
Dooney & Bourke
Bottega Veneta
Harry & David
Elegant Pets
Anime Zone
Kasper
Disney Store
Perry Ellis
Ted Baker London
Spyder
Journey's
Steve Madden
Seiko The Company Store
Godiva Chocolatier



RESIDENCES

The residential component to the Gilroy Outlets Master Plan Development is unique in the fact that there are only a few developments in the Bay area that offer infill mixed use housing, infused in a retail district. The primary goal behind the housing is to create a cohesive mixture of uses incorporating housing units on the upper floors. This village style concept is proposed to be carried out in all four neighborhoods increasing the activity onsite. There are four housing developments to choose from onsite, each offering a variety of amenities, styles and floor plan.

■ BRAXTON

■ BAILEY

■ BLAIR

■ BRYCE

To remain consistent with the City of Gilroy's General Plan, the residential development will maximize on the allowed densities and utilize parking incentives to promote transit use. Affordable Housing will also be incorporated throughout each of the four residential developments ensuring equal housing opportunities for all. Underground parking will be provided for each of the complexes, which will satisfy the requirements stated by the City of Gilroy.

RESIDENCE SQUARE FOOTAGES

Studio | 450 – 550 sq ft

1 Bedroom/1 Bath Apartment | 645 – 656 sq ft

2 Bedroom/1 Bath Apartment | 700 – 900 sq ft

2 Bedroom/2 bath Apartment + Study | 1044 sq ft

1 Bedroom/1 Bath Condominium | 600 – 700 sq ft

2 Bedroom/2 Bath Condominium | 700 – 1000 sq ft

3 Bedroom/2 Bath Condominium | 1500 sq ft

3 Bedroom/2 Bath Penthouse | 1400 – 1950 sq ft

4 Bedroom/2 Bath Penthouse | 1800 – 2300 sq ft

4 Bedroom/3 Bath Penthouse | 2100-3000 sq ft

ORIGINAL HOUSING CONCEPTS



RESIDENTIAL INSPIRATIONS



WEST HOLLYWOOD
CALIFORNIA



HANOVER
NEW HAMPSHIRE



SOUTH LOS ANGELES
CALIFORNIA





BRAXTON

AT KIEL SQUARE



of Units:

50 units

Type(s):

1br/1bth, 2br/1bth, 2br/2bth, 4br/3bth

*Bottom floor units will have patio, upper level residences will have a balcony

*Stainless steel appliances, Terrazzo Tile Floors

Parking:

Gilroy requires 1 1/2 parking spaces for either 1br or 2br dwelling units. In this case Braxton will be required to have (75) spaces for 50 du's

*Possibly apply for density bonuses to alleviate number of spaces required

*Between 13 guest spaces will be required

Amenities:

Onsite laundry facilities will be provided, community room/lobby, playground, all units will be set-up for laundry if desired, fireplace room

Accessibility:

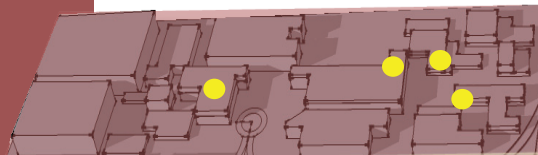
Priority for ground floor units will be given to those with disabilities, the building will have a central core stairwell including two emergency access wells, an elevator(s) will be positioned within each residential building providing ease of access

Landscaping:

Xeriscaping, drought tolerant plants, emphasis on native Santa Clara County trees, shrubbery, and grass, outdoor solar lighting

Environmental:

Energy star appliances, low-flow toilets, sensory lighting in public corridors, sensory lighting residential units, double pane windows, recycled building products (bamboo floors, cork floors, cabinetry, carpet, counters, fencing, etc.), low VOC paint, insulation, *solar panels where applicable



[Development and Parking Standards consistent with Gilroy General Plan]

BRYCE

AT GIRARD PARK



of Units:

150 -200 units

Type(s):

Studio 1br/1bth, 2br/1bth, 2br/2bth, 3br/2bth

Parking:

*Bottom floor units will have patio, upper level residences will have a balcony
Gilroy requires 1 1/2 parking spaces for either 1br or 2br dwelling units. In this case Bryce will be required to have (225) spaces for 150 du's, and (300) spaces for 200 du's

*Possibly apply for density bonuses to alleviate number of spaces required

*Between 37-50 guest spaces will be required

Amenities:

Onsite laundry facilities will be provided, community room/lobby, playground, all units will be set-up for laundry if desired

Accessability:

Priority for ground floor units will be given to those with disabilities, the building will have a central core stairwell including two emergency access wells, an elevator(s) will be positioned within each residential building providing ease of access

Landscaping:

Xeriscaping, drought tolerant plants, emphasis on native Santa Clara County trees, shrubbery, and grass, outdoor solar lighting

Environmental:

Energy star appliances, low-flow toilets, sensory lighting in public corridors, sensory lighting in residential units, double pane windows, recycled building products (bamboo floors, cork floors, cabinetry, carpet, counters, fencing, etc.), low VOC paint, insulation, *solar panels where applicable

[Development and Parking Standards consistent with Gilroy General Plan]



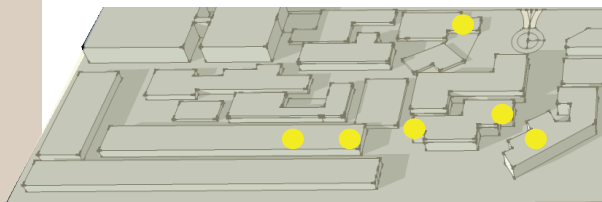


BAILEY

AT PARKER KNOLLS



RESIDENCES AT PARKER KNOLLS



of Units:

Type(s):

Parking:

150 units

Studio, 1br/1bth, 2br/1bth, 2br/2bth

Gilroy requires 1 1/2 parking spaces for either 1br or 2br dwelling units. In this case Bryce will be required to have (225) spaces for 150 du's

*Possibly apply for density bonuses to alleviate number of spaces required

*Between 37 guest spaces will be required

Amenities:

Accessibility:

Onsite laundry facilities will be provided, community room/lobby, playground
Priority for ground floor units will be given to those with disabilities, the building will have a central core stairwell including two emergency access wells, an elevator(s) will be positioned within each residential building providing ease of access

Landscaping:

Xeriscaping, drought tolerant plants, emphasis on native Santa Clara County trees, shrubbery, and grass, outdoor solar lighting

Environmental:

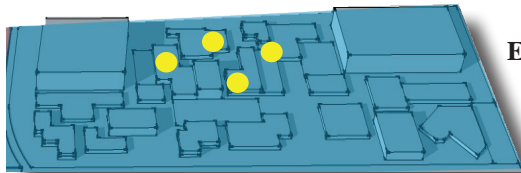
Energy star appliances, low-flow toilets, sensory lighting in public corridors, sensory lighting in residential units, double pane windows, recycled building products (bamboo floors, cork floors, cabinetry, carpet, counters, fencing, etc.), low VOC paint, insulation,

*solar panels where applicable

[Development and Parking Standards consistent with Gilroy General Plan]

BLAIR

AT THE ROSE GARDEN



of Units:

80

Type(s):

Studios, 1br/1bth, 2br/1bth, 3br/2bth, 4br/2bth, 4br/3bth

*Upper level residences will have a balcony

Parking:

Gilroy requires 1 1/2 parking spaces for either 1br or 2br dwelling units. In this case Blythe will be required to have (120) spaces for 80 du's

*Possibly apply for density bonuses to alleviate number of spaces required

*Between 20 guest spaces will be required

Amenities:

Onsite laundry facilities will be provided, community room/lobby, tech center, all units will be set-up for laundry if desired

Accessability:

Priority for ground floor units will be given to those with disabilities, the building will have a central core stairwell including two emergency access wells, an elevator(s) will be positioned within each residential building providing ease of access

Landscaping:

Xeriscaping, drought tolerant plants, emphasis on native Santa Clara County trees, shrubbery, and grass, outdoor solar lighting

Environmental:

Energy star appliances, low-flow toilets, sensory lighting in public corridors, sensory lighting residential units, double pane windows, recycled building products (bamboo floors, cork floors, cabinetry, carpet, counters, fencing, etc.), low VOC paint, insulation, *solar panels where applicable

[Development and Parking Standards consistent with Gilroy General Plan]



PROPOSED ACCOMMODATIONS

A crucial component to a lifestyle center is to provide lodging accommodations. The addition of four hotels is proposed for the outlet site, allowing a variety of options for the visitor. The goal behind hotel selection for the development was to bring a diverse group of accommodations with varying rates. The selection was narrowed down to four chains in which the development is bidding to have onsite including a Holiday Inn Express, Hampton Inn, Omni Resort and Hyatt Regency. This selection allows families of all income categories to have the opportunity to shop and stay in the development. The size of the hotels allow for the possibility of conventions and regional events which will boost not only annual tourism for the outlets but for the City of Gilroy as well.



Hyatt Regency

Average Price a night - \$170
(Hyatt House \$138 - based on Silicon Valley)
234 Guestrooms - 250sq ft
7,000 Business Center



Hampton Inn and Suites

Average Price a night - \$85-120
(Price based on San Jose Airport location)
150 Guestrooms - 250sq ft
75 are Suites - 300sq ft



Omni

Average Price a night - \$150-\$220
(Price based on Downtown San Diego)
200 Guestrooms - 360sq ft
5,000 Meeting Room
2,000 Meeting Room



Holiday Inn Express

Average price a night - \$70-\$100
(Price based on Fremont, CA location)
120 Guestrooms - 200sq ft
940sq ft Business Center





GILROY LODGING ACCOMMODATIONS

- Best Western Forest Park Inn
- Quality Inn & Suites
- Super 8
- Gilroy Inn
- Ramada Inn
- America's Best Value
- Motel 6
- Hilton Garden Inn
- Garlic Farm Inn



DINING

The current outlet site lacks sufficient dining and the Master Plan for the outlets seeks to solve that issue by adding 16 restaurants. The restaurants are meant to appeal to a variety of demographics with varying cuisine categories and costs per establishment. The goal is to capitalize on Bay Area specialties which will be utilized onsite. Local dining establishments such as Amber, Bella Saratoga, Max's Grill and Sonoma Chicken Coop would ideally be located onsite. The addition of a restaurant focusing on our local crop, garlic, is also being proposed.



CATEGORY	RESTAURANT	COST
Grill	Applebee's, Sonoma Chicken Coop	\$\$
Diner	Max's Grill	\$
Steakhouse	Ruth's Chris	\$\$\$
Deli	Eriks Deli	\$
Asian Fusion	PF Changs	\$\$
Italian	Bella Gilroy	\$\$\$
Indian	Amber	\$\$\$
Pastry	Noah's Bagels	\$
Japanese	Benihana	\$\$
Salad	Fresh Choice	\$
Vegetarian	The Naturalist	\$\$
Mexican	Burrito Factory	\$
Burgers	Red Robin, Eureka	\$\$
Specialty	Garlic Festival Restaurant	\$\$



ENTERTAINMENT

THEATERS, NIGHTCLUBS, OUTDOOR CONCERTS

To maintain a thriving and lively atmosphere throughout the development, the Master Plan seeks to provide a variety of entertainment options and amenities for both residents and visitors. The largest entertainment venue proposed for the site would be a Cinelux Theater. The theater would be located in the Parker Knolls neighborhood adjacent to Arroyo Circle allowing the theater to have street presence. The theater is planned to be the central hub of the neighborhood and one of the primary attractions onsite. Girard Park like Parker Knolls is proposed to be home to Music Square in the central plaza in front of the Hyatt Regency. Guests and visitors will be able to relax and enjoy the sound of local artists which are to be playing throughout the year. For families, numerous parks and playgrounds will provide much needed space for children. The parks are set to be dispersed amongst the shopping districts. A miniature golf course and arcade is also proposed for the Kiel Square Neighborhood.

For residents and visitors 21 and older, The Gilroy Master Plan proposes a variety of bars, pubs and nightclubs to enhance the nightlife. These venues are to be intermingled within the shopping corridors in order to not impede on the residential units in the vicinity.



296



297



ONSITE AMENITIES

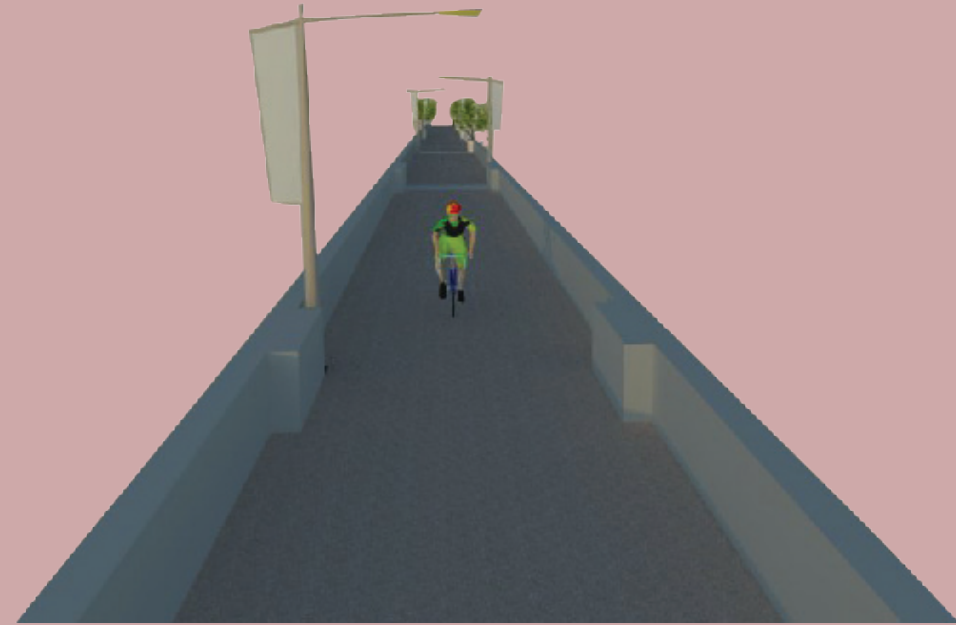
- 24 Hour Fitness
- Whole Foods
- Caltrain Express Link
- Laundromat
- Community Clubhouse
- Childcare Facilities
- Gilroy Unified School District Bus Stop
- Onsite Banking
- USPS Extension

A DOWNTOWN CONNECTION...

The Gilroy Outlets Master Plan realizes the sensitivity of the development on the local Gilroy market, and the toll the current outlet center has had on local small business. The plan envisions a partnership with the city and local small businesses to ensure a prosperous and vibrant future for both parties. In order to create this atmosphere, the Gilroy Outlets Master Plan seeks several ideas that could potentially strengthen these ties. The first initiative proposed is to create a downtown connection from the Gilroy Outlets to Downtown Gilroy in hopes of creating an open route for both visitors and travelers. This connection would consist of a pedestrian and cycling bridge that would begin at the south end of the outlet development in the Girard Park Neighborhood. This downtown connection would be a further extension of the trail and bicycling network planned for the outlet center. The path would be widened to accommodate both pedestrian and cycling access and would run adjacent to the current Arroyo Circle alignment connection to the Sixth and Tenth Street Corridors.

The route would then be elevated over the 101 Freeway via a bridge. This bridge would be located between the Leavesley Road Interchange and Sixth Street Bridge. This particular location was chosen for a freeway crossing due to its direct link to a downtown connector street and local park. San Ysidro Park will serve as the first node where the pedestrian connection stops. Having the bridge connect to a local park allows for those making the trek downtown, a shady place to stop, relax and enjoy the public facilities that the city of Gilroy offers. From here the downtown link will run down what is currently known as Lewis Street, ending in the heart of downtown. Lewis Street currently is a residential street lined with single family residential homes, mainly from the early periods of the city. To accommodate the anticipated foot traffic from the outlet center, Lewis Street is proposed to undergo a phased revitalization plan. The plan calls for expanding the sidewalks on the north side of the street to a width of ten feet to allow for cycling and pedestrians. On street parking will be eliminated to make way for the expansion and addition of a landscaped median separating the bike/sidewalks from the street. Intersections on Lewis Street are currently operating under the use stop signs, and will be upgraded with the addition of signals to control traffic, both vehicular and pedestrian. Traffic calming measures such as bulbouts, speed humps and textured and lit crosswalks are proposed to promote the safety for all in the area. Modernized street furniture and lighting will be utilized throughout Lewis Street creating a vibrant and lively environment. As per the City of Gilroy's goals to create distinct and unique neighborhoods, the enhancement of Lewis Street will be the catalyst and role model for the revitalization of local neighborhoods, paving the way for possible city wide place making and beautification projects.

PEDESTRIAN - CYCLING BRIDGE CONCEPT



298 PROPOSED BRIDGE LOCATION



DOWNTOWN CONCEPT

GILROY OUTLETS

OUTLET-DOWNTOWN
PEDESTRIAN CONNECTION

PEDESTRIAN BRIDGE

REVITALIZED LEWIS
STREET

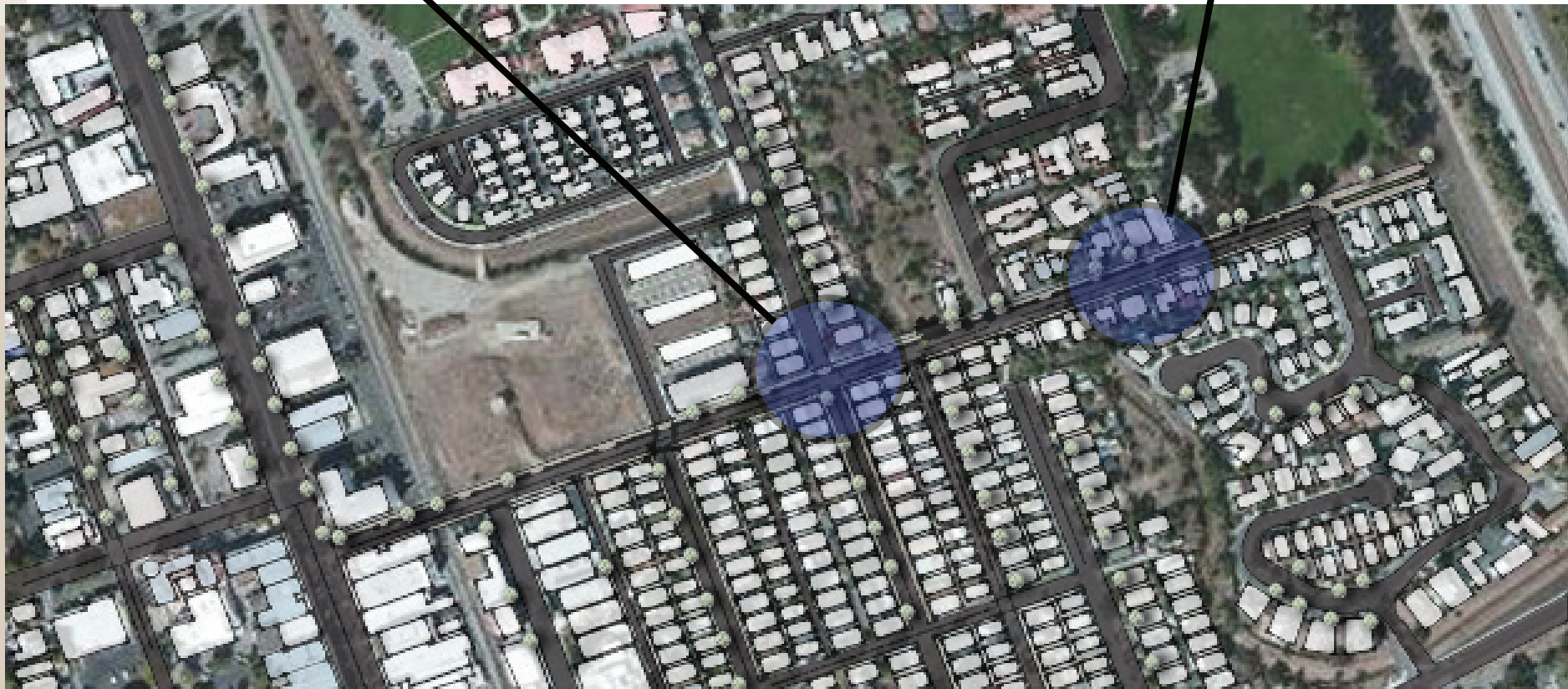
SATELLITE OUTLETS
DOWNTOWN



CURRENT DAY LEWIS STREET 300



LEWIS STREET FUTURE CONCEPT



The Gilroy Outlets Master Plan seeks to make it the model for outlet centers and is seeking to reinvent the way planners, architects, developers, and the general public view outlet centers. To achieve this goal, the plan proposes the first of its kind Satellite Outlets for the City of Gilroy. Downtown Gilroy currently is in a slump due to current economic times and the fact that it is trying to compete fiercely with local shopping centers including the Gilroy Outlets. This in turn has left many downtown shops vacant, making the newly revitalized downtown empty and bleak. The Satellite Outlets Plan proposes to bring life back downtown with a firm partnership between the outlet center and city leaders. The Satellite Outlets call for the placement of a select amount of outlet retailers positioned in downtown Gilroy, filling some of the vacant and underutilized retail locations. The placement of such stores would be on the north end of downtown from Lewis Street to Third Street. By bringing some top notch stores downtown and integrating them within the current fabric, foot traffic and vehicle traffic will be increased leading to more vibrant and lively downtown. The infrastructure is currently in place for this one of a kind development all that is required is the shoppers and city leaders to make it a success.

4TH ST. AT MONTEREY HWY



PROPOSED 4TH ST. AT MONTEREY HWY 301

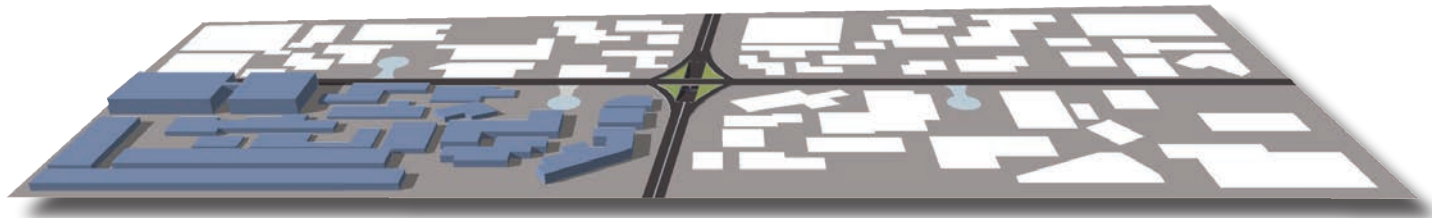
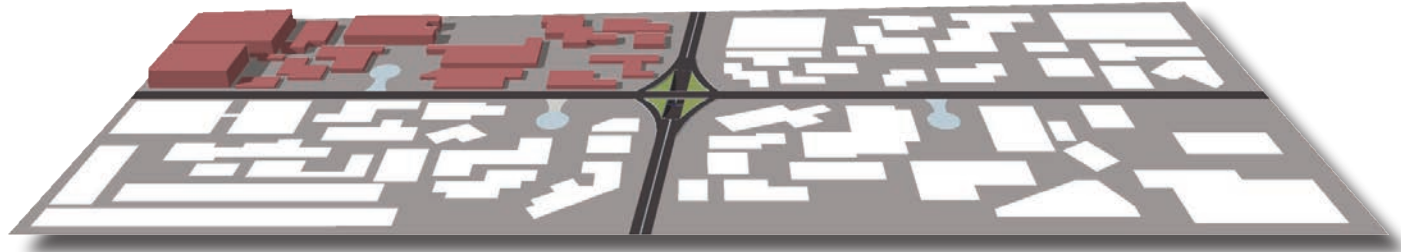




In order to ensure that the downtown remains an active and thriving core, the Gilroy Outlets Master Plan proposes two other developments to further enhance the area. Currently the only movie theater in Gilroy, Platinum Theaters is located 2 miles from downtown in an industrial district, out of reach for pedestrians [Image 302]. The Gilroy Outlets Master Plan proposes the relocation of Platinum Theaters downtown to the location of the old Strand Theater at the corner of Lewis Street and Monterey Road. The relocation will create an anchor for downtown, creating foot traffic 24/7, allowing the customers to also boost the local dining and bar establishment's downtown. Revitalizing the old Strand Theater back to its original roots in the community will also allow it to serve as a primary focal point and definite place for people to congregate [Image 303]. The second infrastructure project proposed would be the development of a parking structure at the corner of Fourth Street and Monterey Road [Image 301]. This downtown structure would provide ample parking for both residents and visitors to downtown, and could serve as over flow parking for downtown events such as the Antique Fairs, Memorial and Fourth of July Parades and numerous other community wide events.



DEVELOPMENT PHASING



The Gilroy Outlets Master Plan's Phasing Sequence seeks to begin development in the Kiel Square and Rose Garden Neighborhoods which are adjacent to the back of the site. This order is desired particularly to not interrupt the heavily congested Leavesley Road exit on Highway 101.

■ ■ ■ PHASE 1

KIEL SQUARE - Phase 1 of the Gilroy Outlets Master Plan will consist of what is currently Section B of the Outlets, soon to be the Kiel Square Neighborhood. The perimeter street San Ysidro Avenue will be constructed before Outlet/Neighborhood Construction to allow for construction vehicles and visitor outlet traffic overflow. Phase 1 will be beginning with the construction of the parking garage then to the first installation of the onsite transportation rail. The Outlets and Residences will be built first to allow a faster turnaround for outlets displaced during construction. The Omni Resort will be the final leg of construction for Phase 1.

■ ■ ■ PHASE 2

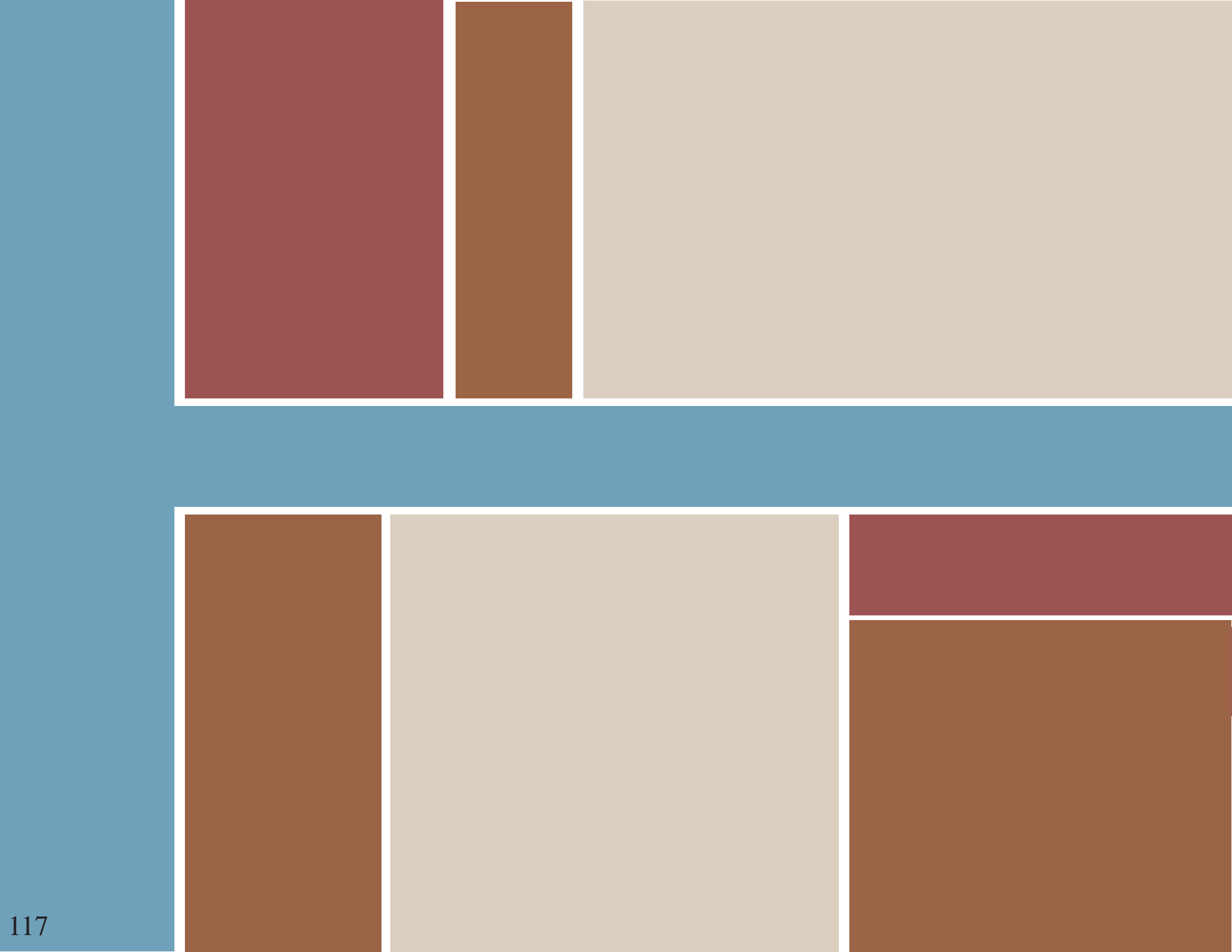
ROSE GARDEN -Phase 2 of the Gilroy Outlets Master Plan will consist of what is currently Section C of the Outlets, soon to be the Rose Garden Neighborhood. Phase 2 will be beginning with the construction of the two parking structures to offset the loss of surface lots. The second installation of the onsite transportation rail will be laid and connected. Outlets and Residences will be built first to allow a faster turnaround for outlets displaced during construction. The Holiday Inn Express will be the final leg of construction for Phase 2.

■ ■ ■ PHASE 3

PARKER KNOLLS - Phase 3 of the Gilroy Outlets Master Plan will consist of what is currently Section D of the Outlets, soon to be the Parker Knolls Neighborhood. During this phase Leavesley Road and Arroyo Circle will be closed and detoured onto the new San Ysidro Avenue. Phase 3 will be beginning with the construction of the two parking garages, then to the third installation of the onsite transportation rail. The Outlets and Residences will be built first to allow a faster turnaround for outlets displaced during construction. The Hampton Inn will be the final leg of construction for Phase 3.

■ ■ ■ PHASE 4

GIRARD PARK - Phase 4 of the Gilroy Outlets Master Plan will consist of what is currently Section A of the Outlets, soon to be the Girard Park Neighborhood. The completion of the Arroyo Circle Realignment and Leavesley Road overcrossing will be completed in this phase. Phase 4 will be begin with the construction of the parking garage then to the final installation of the on site transportation rail. The Outlets and Residences will be built first to allow a faster turn around for outlets displaced during construction. The Hyatt Regency will be the final leg of construction for Phase 4.



PROJECT

CREDITS

COVER

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PREFACE & HISTORY

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