

151 EAST MAIN STREET

Commercial Design Guidelines Review

June 15, 2024

The corner of East Main Street and High School Court has been designed to promote high quality neighborhood-oriented retail of approximately 2,416 SF.

The retail space has been designed consistent with the Town's Commercial Design Guidelines in the following ways:

Sections 1.3/1.4/1.5/3.1/3.2/3.3

- Ensure that new development reinforces and supports the special qualities of the Town of Los Gatos by relating small scale retail that is neighborhood serving by designing creative store façade, pedestrian scale glazing and architectural detailing while at the same time promoting outdoor seating that takes advantage of the beautiful views to the mountains beyond.
- Establish a high level of design quality using rich-historic building materials such as brick, precast detailing, awnings and landscaping that are consistent with other pedestrian scale projects located in downtown Los Gatos.
- Provide visual continuity along the street frontage by creating corner commercial that ties architecturally to the pedestrian oriented residential entries along East Main Street. The raised planters and seating walls along the street will further promote pedestrian oriented design features that enhance excellent architectural detailing of the proposed building.
- Careful attention to architectural and landscape details similar to the Town's residential structures by designing residential scale details and design features. The brick details are from period architecture found in the early 1900's consistent with other buildings built in 1900-1940 located in downtown Los Gatos.
- Rich architectural fabric with interesting details by providing unique 1920's historic detailing such as, iron balconies and light fixtures. Recessed entries at the ground floor with a strong base of precast concrete. Architectural trim details of brick and precast concrete provide contrast in detailing and scale.

Additional guidelines that have been used in the design of this project:

- Reinforce the special qualities of the Town's visual character.
- Good design can enhance the viability of a business.
- Highest quality architectural, landscape and site development.
- High quality materials and craftsmanship.
- Avoidance of architecturally trendy buildings in favor of more timeless qualities.
- Mixed use buildings are encouraged wherever appropriate to the surrounding neighborhood.
- Provide a unified design around all sides of buildings.
- Integrate the screening for all trash and service areas into the design of buildings.
- Screen all roof equipment.
- Maintain a high degree of transparency at all window areas.
- Utilize colors that are appropriate to the use and surrounding area.
- Architecture character and detailing shall be sensitive to historic structures remaining in the CBD.
- Diversity of design shall be encouraged with timeless character sought over trendy architectural styles.
- Reinforcement of retail lintages along retail-oriented side streets wherever possible. One good way of accomplishing this is with the use of corner entries and adjacent display windows on both street frontages.
- Primary access to any second floor uses shall be from the fronting commercial street.
- Maintain transparent storefronts and public right-of-way walls.
- Utilize high quality storefront materials.
- Install awnings when weather and sun exposure protection are desired.

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