



**ISSUES OF EXTENDING RETAIL ALONG STEVENS CREEK BOULEVARD**

Relocating all retail along the Stevens Creek Boulevard frontage creates non-viable retail for the western half of the site. This plan is inferior to the current plan of concentrating retail at the corner of Mary Avenue and Stevens Creek Boulevard for the following reasons:

1. Access to the Site by Vehicle:
  - a. The main vehicle access points occur at the midpoint of the site, via the Mary Ave and Stevens Creek Boulevard. There is no direct access point to the west portion of the site from Stevens Creek Boulevard. This limits car access to retail.
  - b. The retail at the west end of the site would be difficult to see and access for east traveling vehicle traffic due to the planted median, proposed Oak grove landscape setback and traffic lanes. The site can only be accessed via U-turn on Stevens Creek Boulevard or turning onto Mary and then through the site.
  - c. The retail at the west end of the site would be difficult to access for west traveling vehicle traffic - especially if the mid-site access point on Stevens Creek Boulevard is missed or retail isn't seen until after this point.
  
2. Access to the Site by Foot or Public Transportation:
  - a. The main site access point for foot traffic and public transportation is at the corner of Mary Avenue and Stevens Creek Boulevard. The retail at the west end of the site is not readily accessible from this main site access point. This reduces opportunities for foot traffic and retail viability at the west end.
  - b. Locating the retail along the entire frontage, spreads retail over a greater distance, which reduces retail synergies, foot traffic and retail viability.
  - c. The original plan concentrates retail where the housing population is densest (at the southeast corner) in order to promote convenient and visible retail which hopefully facilitates successful retail.
  
3. Viable amount of retail onsite and orientation of retail:
  - a. The retail study indicates that only 15,000 SF of retail is viable on this site. 20,000 SF is planned per city request.
  - b. 20,000 SF of retail distributed over the full frontage of Stevens Creek Boulevard results in single sided retail at the west end that isn't readily accessible from the on-site parking. This makes the retail less viable. Retail parking can't be added at this location without removing additional residential units.
  - c. Retail that only fronts Stevens Creek Boulevard isn't readily visible to residents on-site, making it less viable.
  - d. It would take approximately 28,500 SF of retail to have internally and externally fronting retail along Stevens Creek Boulevard. It would also need adjacent surface parking that would further reduce residential units. In addition, more retail would create more traffic trips and congestion than the original plan.
  - e. The removal of retail around the Central Green diminishes this area as a central marketplace and gathering hub for the development, and it reduces opportunities for synergies with retail and community events that may occur in the Central Green.

