

# Downtown Development Opportunities Sites



City Council Meeting –September 2, 2015

# LRPMP DIRECTION



# Marketing Campaign



- SVBJ Business of 408 Event
- ½ Page SVBJ Ads
- 12-Page Insert
- 3 Bus Tours
- Direct mailers to broker, developer lists
- Outreach to/at Industry Groups
- Website, E-blast, press releases

# Aggressive Marketing/Advertisement



**WISHING YOU PEACE,  
JOY & PROSPERITY  
IN 2014**

Ring in the New Year by taking advantage of  
**Morgan Hill's 2014 Development Opportunities:**  
Several sites (0.5 to 6 acres) will be released  
in an RFP for retail, mixed-use or housing in the  
heart of Downtown Morgan Hill.

**Morgan Hill's Downtown Development Opportunities**

*2014 Wish List*

<input type="checkbox"/> Grocery Store	<input type="checkbox"/> Market-Rate Rental
<input type="checkbox"/> Boutique Hotel	<input type="checkbox"/> Entertainment Uses
<input type="checkbox"/> More Top Shelf Restaurants	

Sign up at: [www.morganhill.ca.gov/2014opportunities](http://www.morganhill.ca.gov/2014opportunities)


**Morgan Hill**  
*Downtown Retail Development Opportunities*

Available via RFQ/P  
August 2014

*Eligible for residential allocations  
and sewer impact fee credits*

*Adjacent to CalTrain park-and-ride  
station and future 275-space  
parking structure*

*Streamlined approval*



**4 Development Sites, 1 Retail Shell**

**\$25M NEW PUBLIC INVESTMENT**

[www.oppsites.com/cities/morganhill](http://www.oppsites.com/cities/morganhill)

# Site 4



# Recent Milestones

- 1/4/15                      Proposals Received for all sites
- 2/18/15                      City Council approved purchase of Site 4 to pursue immediate development
- 3/20/15                      Proposals received for Site 4
- 5/20/15                      City Council approved ENA with Rodrigues/Imwalle (dba Monterey & Third Street Associates, LLC)

# DDA Deal Points

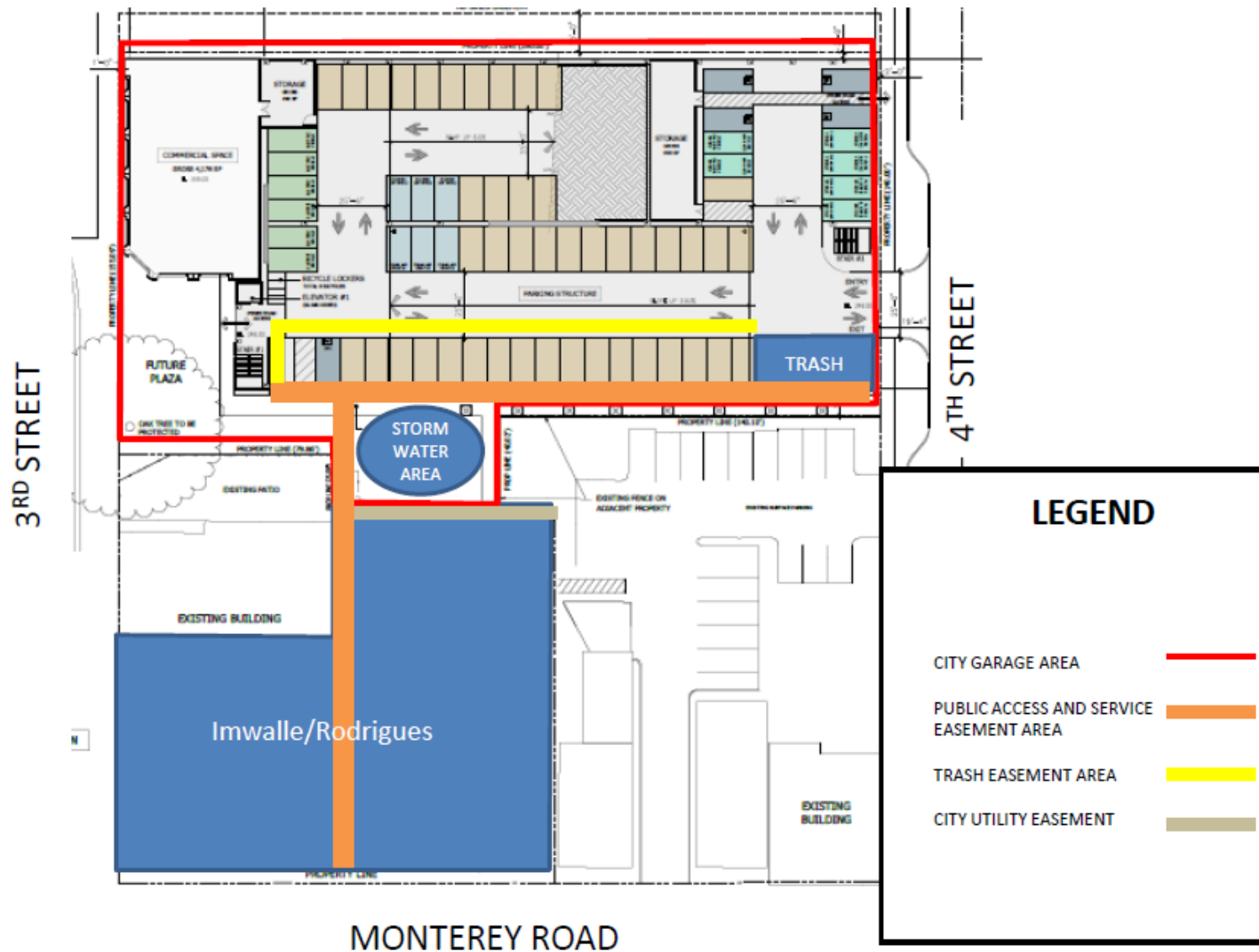
## Proposal

- 11,400 SF Premium Retail Development
- Two-story Height with large plaza
- Allows for Phased Development (5,200 for Phase I and 6,200 for Phase II)
- Public Access from the Downtown Parking Garage
- \$31,000 Contribution to Enlarge Trash Room in Garage
- Purchase price is \$525,000 (Sale to Occur Following Development Permits)
- Bike Hub Park to be Removed

## Site Layout



# Site Map with Easements



# Additional Community Benefit

- ❑ Access to Parking Garage from Monterey Road
- ❑ Coordinated Trash Management
- ❑ Public Service Easement to facilitate undergrounding of utilities
- ❑ Collaborative and Engaged ownership
- ❑ Implements Downtown Specific Plan
  - ▣ New/More Public Space
  - ▣ Statement Architecture
  - ▣ Activates Sidewalk
  - ▣ Destination Restaurants
  - ▣ Visual Extension of Downtown Investment

