



**MARKET TOWN AT NEW TOWN CENTER**

Final Planned Development Plan

HERCULES CALIFORNIA

5 June 2008



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# FINAL PLANNED DEVELOPMENT PLAN

P R E P A R E D F O R

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The Red Barn Co.  
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S e c t i o n   A   -   I n t r o d u c t i o n

Project Description

# HERCULES NEW TOWN CENTER

## F i r s t P h a s e - P N R P a r c e l - M a r k e t T o w n

Hercules New Town Center (HNTC) is a proposed 35-acre mixed-use urban transit-based development at the interchange of the I-80 Freeway and Highway 4, in the City of Hercules, California. The project is within the City of Hercules Redevelopment Area and is made up of 7 parcels, ranging in size from approximately 3 acres to over 8 acres. The entire HNTC project will be phased based on parcel development availability.

This FPDP document represents the first phase of the HNTC, known as “Market Town” for entitlement purposes. It is planned on a 6.62-acre parcel and will contain approximately 320 residential units and 56,000 SF of retail space, along with a 80,000 SF of office space. The site will additionally contain two parking structures. These structures and a row of parking spaces along the front drive, totaling up to a maximum of 1,002 spaces, will provide for all the parking needs of the three uses.

Along with the buildings, the site will provide for extensive pedestrian activities for all users of the site. Thus, the site will contain three open space areas focused on the individual uses. There will be an office building “plaza” as the south pedestrian entry to the project, a mixed-use “town square” attached to the Market House, and a more private residential “courtyard” which opens onto the live-work retail ‘mews’.



The proposed Mews is the smallest and quietest part of the shopping experience of Market Town. It is intended to be similar to mews found just outside of a large estate stables that were ultimately converted to individual homes and eventually used as small shops for local residents. This is why the Mews will be designed and marketed as Live/Work spaces, and not just retail.

As part of the overall pedestrian and shopping experience for the Market Town project, the Market House will provide a unique place to rest, read a book or even just people watch. Designed to look like the 'original historic' building, Market House will be approximately 800 SF of enclosed interior space with another 200 SF open-air under-roof. The building will sit within a small courtyard with tables and chairs and an outdoor fireplace.

Within the Market Town project, standard retail experiences are planned such as; anchors, in-line shops, and financial institutions. But in addition to these tenants, small unique retail activities will be housed in a variety of spaces. These additional special retail spaces will include, a small pavilion close to the corner of Sycamore and San Pablo Avenues. This pavilion is intended to be open air and may serve as an information counter, newspaper stand or even a flower shop. Other special retail areas are those found under the auto drive in building B1 and the patio area of the B1 restaurant across from the Market House.

This Final Planned Development Plan is designed for use by the developer, architects, designers, builders, planners and regulators in their respective roles in developing buildings and places on the PNR site.