



MEETING DATE: 06/20/11  
ITEM NO. 1

COUNCIL AGENDA REPORT

DATE: June 8, 2011  
TO: MAYOR AND TOWN COUNCIL  
FROM: GREG LARSON, TOWN MANAGER *Greg Larson*  
SUBJECT: NORTH 40 SPECIFIC PLAN UPDATE

RECENT ACCOMPLISHMENTS:

- Community Workshop #2 was held on May 18, 2011, at Calvary Church. Approximately 65 members of the public attended the workshop, most of them Los Gatos residents. Attendees participated in a visual preference survey (VPS) and provided comments on a conceptual-site plan. Attachment 1 is summary minutes of the workshop. Attachment 2 is public comments received at the workshop and via email. VPS results were provided to Council and Commission members at the May 25, 2011, Joint Study Session and via email.
- The North 40 Advisory Committee met on May 19, 2011, to debrief on Community Workshop #2. Bay Area Economics (BAE) presented preliminary findings on the market study that is in progress, followed by a question and answer session. Advisory Committee members took the same visual preference survey that was presented at the community workshop. Three members of the public attended the meeting. Results of the VPS were provided to Council and Commission members at the Joint Study Session and via email.
- A Joint Town Council-Planning Study Session was held on May 25, 2011, at the Police Operations Building. Approximately 40 members of the public attended the meeting, and 15 spoke under verbal communications. The primary concerns expressed by the speakers were impact to Los Gatos schools, traffic and circulation, and protection of the Downtown. BAE presented findings from phase I of the market study, and the concept site plan and vision was presented by RRM Design Group and the project team. The PowerPoint presentation was provided to Council and Commission members via email.
- An online version of the visual preference survey went live on June 6, 2011. A link to the survey is posted on the Town's website and the link was emailed to the North 40 Advisory Committee members, the Youth Commission, Chamber of Commerce, and interested residents. The survey will remain active through July 1, 2011.

PREPARED BY: Wendie R. Rooney, Director of Community Development

Reviewed by: *WR* Assistant Town Manager *WR* Town Attorney \_\_\_\_\_ Clerk \_\_\_\_\_ Finance  
*WR* Community Development

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MAYOR AND TOWN COUNCIL  
SUBJECT: NORTH 40 SPECIFIC PLAN MONTHLY UPDATE  
*June 8, 2011*

NEXT STEPS:

- Refinement of conceptual design and site plan.
- The North 40 Advisory Committee will meet on Wednesday, June 29, 2011. Discussion topics include school impact, building scale, and visual perspectives and simulations.
- Tabulate results of online visual preference survey.

Attachments:

1. May 18, 2011 Community Workshop Minutes
2. Public comments received at community workshop #2 and via email
3. May 19, 2011 Advisory Committee Minutes
4. May 25, 2011 Council Commission Study Session Summary Minutes

WRR:SD:ct

## Los Gatos Community Workshop #2

Public Comments, May 18, 2011

### Comment/Question and Answer Period

1. Where are the community gardens? Urban farming? Emma Prusch Farms?
2. There currently is a barn on the land, how can we incorporate the barn into this design?
3. Let's not erase the "farm/orchard" concept. Although you have done an excellent first step, I feel as if the orchard is erased, as if there is no evidence that it once existed.
4. What about small community parks in the residential areas? Your current plan shows one small area to "fly kites" or throw a Frisbee. Thanks!
5. The mix of business and shopping looks good. It has a small downtown feel. But let's not lose sight of the history of the area (farmland, orchards, railroad, "Town vs. City")
6. If you took a survey of the opinions of Los Gatos citizens about this project, 90% of the people would say it is way over-developed. Money always wins!
7. It's a shame we can't have more open spaces.
8. The vision inside the plan is good.
9. I would like to see more interfaces with the outside of the project area to encourage bicycle and pedestrian connections (include components that are more visually conducive to encourage people to use other modes besides driving in).
10. Los Gatos Blvd. / Samaritan intersection is a problem with traffic, as well as the Los Gatos Blvd. /Lark intersection. Cut-through traffic in nearby neighborhoods such as Carlton Ave. is a concern.
11. What distinguishes this plan from the 1999 Draft North 40 Specific Plan? The new plan is not integrated or user friendly. Wendie Rooney commented that the original plan was primarily a commercial development. The principle difference is integrating residential uses into the plan.
12. Never envisioned buildings as intensive as what is being proposed.
13. "More of the same" is what we want for LG. We do not want bldg. heights and intensity that you are showing in the ppt.
14. Looks like it should be called Santana Row South.
15. Land shouldn't be covered with bldgs.
16. We want an open feeling for storefronts on Los Gatos Blvd. Solid storefronts @ Los Gatos Blvd. needs to be broken up.
17. Outdoor mall feel is bad.
18. We want more community outdoor space for social activities.
19. Incorporate orchard/farm space into the site. (Agriculture).

20. Nothing was mentioned in the vision about agricultural history. Debbie Rudd noted that an economic study is being done.
21. Open space is more in the center as opposed to the perimeter streets; objective is to provide a more inviting entry from LGB (more important than the freeways).
22. Will it compete with downtown? Like the idea of a market hall (smaller version of the Ferry Building in San Francisco), something that is unique to the area.
23. May need to have higher buildings along the freeway and lower buildings and more open space along Los Gatos Blvd. would be desirable.
24. How will trucks and construction activity affect LGB?
25. Was a certain cost benefit analysis done? No idea how much square footage is being proposed.
26. How was economic impact evaluated?
27. What is the height of the freeway ramp?
28. What is the existing commercial that will remain on Los Gatos Blvd.?
29. How will the main road be transitioned?

#### Comment Sheets on back of Agenda's

1. Incorporate a real orchard and/or agricultural land
2. The plan as presented is far too "busy" and crowded.
3. There is far too much residential and crowded commercial.
4. There should be no earth turned until traffic congestion problems present and anticipated, are solved.
5. Why are the following uses suggested since we have plenty of them in the area: hotel, movie theater, health club.
6. Why is entertainment such a big part of the attention given since it was not highly important at the 1<sup>st</sup> meeting and in light of the planned residential units in the commercial area?
7. The Town Green in Windsor, CT is a large open area for community gathering and events, surrounded by shops, restaurants, and markets with low level buildings.
8. Would like to seem more European architectural influence with a mix of old and new.  
Thank you.
9. Where is the connection to the trail?
10. Schools:
  - a. Currently at capacity.
  - b. Currently out of bonding capacity by statute, we can't even ask the taxpayers to vote for a new bond to build more school space until the assessed values go up.
  - c. District actual student generation rates exceed the town plan on all recent residential development.

- d. Developer impact fees don't cover required cost of building
- e. LGUSD is Basic Aid – we get \$0 more/pupil
- 11. The value of homes as driven by school performances at risk.
- 12. Maybe Grovesnor could help pay for building school space off this site! If not, maybe willing to do so somewhere else.
- 13. Very concerned about traffic on LG Blvd. and nearby neighborhoods. As it is, cars cut through on Carlton Ave, Esther Dr. and Los Gatos
- 14. No large businesses like Best Buy.
- 15. No parking on L.G. Blvd.
- 16. Enlarge L.G. Blvd. with more lanes.
- 17. Not another Santana Row.
- 18. No bars (liqueur)
- 19. Did you say there would be underground parking?
- 20. Is there enough parking?

### Comments via Email

1. Via email – from [AgroEcology@aol.com](mailto:AgroEcology@aol.com) to Arlene, May 17, 2011

Hello Arlene,

Would the committee consider part of the North 40 plan a community garden ? There is a community garden at the 101 Fwy interchange in San Jose called Emma Prusch Park. The San Jose Mercury News printed this op-ed from our Los Gatos based group that we hope you might find interesting.

[http://www.mercurynews.com/opinion/ci\\_14687546](http://www.mercurynews.com/opinion/ci_14687546)

Les Kishler, co-director

[www.CommunityGardensAsAppleseeds.info](http://www.CommunityGardensAsAppleseeds.info)

2. Via email – from [Bniles1@aol.com](mailto:Bniles1@aol.com) to Suzanne Davis, May 18, 2011

Hi-- We are unable to attend tonight's meeting, but want you to know that we think a Costco should be part of the plan. Why do we keep giving our tax dollars to Santa Clara, San Jose and Santa Cruz, when that money should come to our town? We should not rely entirely on Netflix to bail us out.

Barbara Niles

3. Via email – from [bronco60@comcast.net](mailto:bronco60@comcast.net) to Suzanne Davis, May 21, 2011

Dear Ms. Davis,

Thank you for the opportunity to comment by email since I will be out of town on May 25. While there is a lot to be said, I'll make this concise.

The Vision, presented at the May 18 meeting, was disappointing. Despite heavy emphasis by the public on the "rural", "charming", "historic" essence of the Town and the desire to see the incorporation of agricultural/orchard use in the plan, the Vision was crowded and in fact, claustrophobic. Lining some streets with flowering fruit trees was the developer's concession to memorializing the agricultural heritage.

In addition, the Vision included a hotel, a health club and multi-plex cinemas. Why? The area is already saturated with all three and theaters would directly compete with the Los Gatos Theater which is currently for sale and is a truly historic anchor to our downtown.

Los Gatos schools are at capacity yet the developer jammed the housing, excessive in itself, at the south end of the property where it will directly impact Los Gatos schools.

I urge you to view this not as a stand-alone project but in conjunction with the rest of the projects on Los Gatos Blvd. and throughout the town.

As to circulation: LG Blvd at Samaritan/85 is already a nightmare. It will be worsened when the new Samaritan Cancer Center building becomes operational. The Lark Avenue/ LG Blvd. area is also congested. In the interest of residents in the area, those who patronize the hospital and medical facilities, and those who visit the Town via those intersections, all necessary widening and reconfiguration of those streets and intersections must be completed before one spade of earth is turned in the North 40.

Thank you for the effort the Town is taking to keep this in perspective.

Woody Nedom  
16280 Azalea Way

**TOWN OF LOS GATOS**  
**110 East Main Street, Los Gatos, CA 95032 (408) 354-6872**

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SUMMARY MINUTES OF NORTH 40 COMMUNITY WORKSHOP #2; WEDNESDAY,  
MAY 18, 2011, HELD IN THE CALVARY CHURCH PARKSIDE ROOM, 16330 LOS  
GATOS BOULEVARD, LOS GATOS, CALIFORNIA.

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**ATTENDANCE**

Staff present: Wendie Rooney, Director of Community Development; Suzanne Davis, Senior Planner; John Gaylord, Associate Civil Engineer.

Consultants present: Jami Williams, Debbie Rudd and Lance Wierschem, RRM Design Group; Don Capobres and Whitney Sylvester, Grosvenor; Paula Krugmeier and Douglas Oliver, BAR, David Janes, SGPA; Bill Callaway, SWA

Public present: Larry Arzie, Florence & Earl Bell, Jenny Belser, Lynlee Bischoff, Ernie Boitano, Joanne Bosomworth, Russell Brutsche, Patty Connell, Cleve & Karen Dayton, Doug Dodd, Virginia Fiorentino, Rhodie Firth, Scott Forbes, Kathie & Jeff Gaylord, Janet Goodman, Rick Gosalvez, Rebecca Haggerty, Reg & Shirley Hildreth, Rachel Hinojosa, Deb Hope, Jim Howell, Jun Lambert, Peter Larko, Carol LaMarre, David Lawler, Kirstie Leary, Denise Leffers, Jean Libante, Michelle Loftis, Terry Martin, Cynthia & William McAlister, Milt Mintz, Patrick Mockler, Doug Moisenko, Samuel Munoz, Pat Nash, Woody Nedom, Jonathan Noble, Ingrid Oakley-Girvan, Soodie Odegard, Len Pacheco, Liana Palmer, Leslie Paulides, Rich Popejoy Jr., Lee Quintana, Frederick Rehhausser, Rob Rennie, Mary Roach, Gina Robinos, Ginger Rowe, Debbie Sacks, Ed Schell, Grant Sedgwick, Joan Tabb, E. Talbott, Joanne Talesfore, JJ Taughinbaugh, Anne Thatcher, Kim Walker, Mindy Wellington, Ryan & Eileen Werner, Laura Worthington-Forbes

**VERBAL COMMUNICATIONS**

None

**OPENING REMARKS**

The workshop was opened by *Mayor Joe Pirzynski*. He thanked everyone for coming and asked that the community comment on what is appropriate. He noted that the North 40 Advisory Committee will be meeting tomorrow evening and the public is welcome to attend.

*Debbie Rudd* explained that the workshop is broken into two components, a concept site plan and visual preference survey based on input that has been received to date. She provided background and showed where we are in the specific plan process.

*Jami Williams* presented the General Plan North 40 principles. She noted that the property is privately owned and that any property owner could propose a development in line with existing zoning. The specific plan will include a set of rules, land use, architectural building heights and forms, street network, and infrastructure to set the stage for future development.

*Debbie Rudd* summarized the results of the Town Council/Planning Commission/ Advisory Committee Kickoff workshop, Community Workshop #1 and Advisory Committee meeting #1. A tape dot exercise was done at the first two meetings to prioritize community needs. She presented the top priorities from each category, including the essence of Los Gatos, public spaces, architectural design, commercial sizes, and circulation.

*Wendie Rooney* commented that environmental impact analysis was completed for the 2010 General Plan update. Schools were one consideration, and the high level of education offered by Los Gatos schools is an important part of the community. Generation rates were developed to project the number of students that will be added by development of residential within the North 40. It is estimated that there will be about 95 school aged children within the southern part of the development that is part of the Los Gatos School Districts. (via an estimated 450 units; 300 attached, 60 apartments and 90 affordable units).

## **CONCEPT PLAN AND VISION**

*Debbie Rudd* commented that a vision and concept plan is to be presented showing how the space will be organized and how public spaces will be integrated. It is a pedestrian oriented plan with parking behind buildings, a variety of open spaces, scaled down at the edges with higher buildings strategically located, reflective of the property's history, supporting the arts, sustainable development, and eclectic architecture.

*Don Capobres* commented that this process fits very well with the way Grosvenor works. Grosvenor is a long-term hold company and wants the property to fit into the fabric of Los Gatos. The General Plan update process was followed and guiding principles have been considered in developing the plan:

- Concepts for food include a market hall, dining and café choices, uses that will bring a lot of vibrancy.
- Concepts for health include outdoor activities, a healthy environment, REI or a similar tenant is a possibility.
- Concepts for fun include things that kids enjoy such as an interactive fountain, and possibly a music venue.
- Sustainability is an important element of the project.

*Paula Krugmeier* commented that BAR Architects, SGPA Architects and SWA are working together to develop the plan.



*Debbie Rudd* explained that the specific plan is being prepared to plan holistically for the development of the entire site. There is no requirement for people to develop their properties, and no one is required to leave or sell their property.

*Paula Krugmeier* summarized key goals of the plan:

### **Pedestrian oriented**

#### **Walkable district**

- Mixed uses to the north, residential uses to the south, simple, clear circulation (T plan with curved and linear streets)
- Achieve a built over time look
- Multiple connections (entrance points) to the existing community
- Ease of access to parking
- Traffic calming measures; promote pedestrian and bicycle activity
- Frequent intersections make walkable blocks
- Drought tolerant and welcoming landscaping

#### **Variety of open spaces**

*Bill Callaway* showed concept designs for public and open spaces. Large existing trees can be saved and/or relocated. Concepts include:

- Heart of the district
- Entertainment plaza: possible hotel, entertainment venues
- The Commons: open greens and pocket parks

*Paula Krugmeier* talked about streets, and using them to promote pedestrian, flow and promote the goal of walkability. Paseos and lanes can be used to provide connections and passages between buildings.

#### **Variety of uses**

*David Janes* discussed a variety of potential uses, including residential, retail, dining, fitness, entertainment (possibly a theater complex) and hospitality (boutique hotel with approximately 125 rooms).

- Residential over commercial in some locations.
- Range of uses
- Dining: small cafes to larger restaurants
- Activate and synergize streets.
- Anchor tenants at ends of streets.

*Paula Krugmeier* discussed the importance of creating buffers to the freeways. Parking along the

North 40 Community Workshop #2

May 18, 2011

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freeway can provide a good buffer. Landscape buffers will also be used.

- Two-stories along Los Gatos Blvd.
- Residential uses on both sides of the property.

*Bill Callway* discussed reflecting the site's history, through planting flowering trees, planting large specimen trees, and use of historic or historic looking structures such as a barn or other agrarian design.

*David Janes* indicated that parking will be provided in multiple areas. Parking fields will be heavily landscaped. Solar access may be integrated into roofs of parking structures.

*Paula Krugmeier* commented that supporting the arts is an important element, as is sustainability and water conservation.

## QUESTIONS AND COMMENTS

*Debbie Rudd* opened a question and answer/comment session. The following comments were received from workshop attendees:

- Like the vision so far. Interface to the outside of the community seems to be missing; encourage people to walk and bike into the area, not just drive (include components that are more visually conducive to encourage people to use other modes besides driving in).
- Existing traffic problems; intersection of Samaritan Drive is already impacted and additional traffic will cause gridlock. Same for Lark Avenue and Los Gatos Blvd. Cut-through traffic in nearby neighborhoods such as Carlton Avenue is a concern.
- What distinguishes this from the 1999 Draft North 40 Specific Plan? *Wendie Rooney* commented that the original plan was primarily a commercial development. The principle difference is integrating residential uses into the plan.
- Never envisioned buildings as intensive as what is being proposed.
- The transition zone between the community and this site is Los Gatos Blvd. There appears to be intensive commercial uses along LGB; there needs to be more of an open feeling.
- The plans has an outdoor mall feel to it. Need more community gardens, outdoor uses.
- Incorporate part of orchard, agricultural use into the site plan.
- Nothing was mentioned in the vision about agricultural history. *Debbie Rudd* noted that an economic study is being done.
- *Don Capobres* commented that the intention is not to have a development that is inward facing and unwelcoming to the community. He suggested a market hall fronting on Los Gatos Blvd. Grosvenor's web-site is: [logatosnorth40.com](http://logatosnorth40.com)
- The open space is more in the center as opposed to the perimeter streets; objective is to provide a more inviting entry from LGB (more important than the freeways).

- Paula Krugmeier noted that a 40-foot sidewalk is shown along Los Gatos Blvd, with space for a double or triple row of trees.
- Concerned about uses that will compete with the Downtown. Like the idea of a market hall (smaller version of the Ferry Building in San Francisco), something that is unique to the area. May need to have higher buildings along the freeway and lower buildings and more open space along Los Gatos Blvd.
- Construction impacts to Los Gatos Blvd. needs to be considered. Debbie Rudd noted that it will be looked at with the EIR
- Was a certain cost benefit analysis done? No idea how much square footage is being proposed.
- What uses are being retained on Los Gatos Blvd.?
- How will the main road be transitioned?

### **VISUAL PREFERENCE SURVEY**

*Jami Williams* explained the visual preference survey process. Voting is anonymous. Three topics will be discussed, public space, architectural style and building form. Participants voted on 46 slides within these categories (vote choices: appropriate, may be appropriate, neutral, may not be appropriate and not appropriate).

*Debbie Rudd* explained that the results of the survey will be printed out and provided for the architects, Town staff and officials and the public. The Advisory Committee will be taking the same survey.

### **ADJOURNMENT**

The workshop was adjourned at 8:20 pm.

Prepared by:



Suzanne Davis, AICP  
Senior Planner

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**110 East Main Street, Los Gatos, CA 95032 (408) 354-6872**

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SUMMARY MINUTES OF **NORTH 40 ADVISORY COMMITTEE**; THURSDAY, MAY 19, 2011, HELD IN THE TOWN COUNCIL CHAMBERS LOBBY, 110 E. MAIN STREET, LOS GATOS, CALIFORNIA.

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**ATTENDANCE**

Members present: Barbara Spector, John Bourgeois; Marcia Jensen, Marico Sayoc, Barbara Cardillo, Todd Jarvis, Jim Foley, Tim Lundell, Dan Ross Deborah Weinstein, Gordon Yamate

Members absent: Joe Pirzynski, Chuck Sloan, Marissa Miller, Perry Hariri

Staff present: Wendie Rooney, Director of Community Development; Suzanne Davis, Senior Planner; Fletcher Parsons, Civil Engineer; Jessica von Borck, Economic Vitality Manager; Joel Paulson, Senior Planner; Jennifer Savage, Associate Planner; Jarett Blaskey, Parks & Public Works

Consultants & N40

Team present: Debbie Rudd, Jami Williams and Lance Wierschem, RRM Design Group; Paula Krugmeier, BAR Architects, David Janes, SGPA; Bill Callaway, SWA; Don Capobres and Whitney Sylvester, Grosvenor; David Shiver and Ray Kennedy, Bay Area Economics

Public present: Carol Lind, Lee Quintana, Fred Rehhausser

**OPENING REMARKS**

The meeting was called to order by *Barbara Spector*. Self-introductions were made.

*Debbie Rudd* explained that the purpose of the meeting is to provide background, present preliminary findings of the on-going market study, view a concept plan and vision, and participate in a visual performance survey. She briefly reviewed the specific plan process and showed progress to-date.

*Jessica Von Borck* introduced Ray Kennedy and David Shiver from Bay Area economics (BAE).

**MARKET STUDY**

*David Shiver* commented that BAE was tasked by the Town to conduct a market study for the North 40 and other commercial areas in town. BAE has been studying retail, office and hotel and meeting facilities. Findings are preliminary and will be refined to as the process moves forward. A leakage analysis has been done to determine what residents are leaving town for and what people are coming into town for. Basic trends are a decline in 2009 with a rebound in retail sales

in 2010. Data is show with and without Netflix included (Netflix accounted for 44% of sales tax in 2010). Evaluation of business districts indicates that the Downtown had a decline and is now rebounding. Los Gatos Boulevard has stabilized and is showing a slight rebound.

*Ray Kennedy* commented that on a per capita basis the Town was doing well in retail sales in 2008, with overall sales declining since then.

*David Shiver* commented that restaurant and food stores are particularly strong for the Town versus the County. No sales are generated by general merchandise (Target, Costco, Macy's, etc.). Motor vehicle sales are still strong. Injections also include health and personal care stores, food service. There is a need for building materials and garden equipment and supplies and general merchandise stores. On the office side, the Town has an 11% vacancy rate which is lower than the region. Asking rents are above average. The target market is the end user. Hotel and lodging has strong occupancy and provides strong revenue. Town has outperformed the County in these categories. Main sources of demand include business travelers drawn by Downtown amenities, weekend leisure travel and wedding parties. The North 40 is a good location for a hotel given the location, high visibility and proximity to freeways. Meeting facilities are limited in Town and existing facilities are inadequate for corporate events and meetings. Demand is for facilities for 200+ people and has breakout space as well as modern technology.

## CONCEPT PLAN AND VISION

*Debbie Rudd* commented that feedback has indicated a desire for a pedestrian oriented environment, creating a variety of open spaces, recognizing the site's history, sustainable and smart development practices

*Don Capobres* commented that the public outreach process works well with Grosvenor's operation and philosophy. The vision for the plan includes outdoor activities, sustainable, smart development, vibrancy, innovative, quality design. The objective is to create a timeless project with the following elements:

- Food: slow food movement, dining and outdoor cafes
- Health: wellness through lifestyle, outdoor activities
- Fun: areas for kids, places where people can congregate, arts/music venue
- Sustainable

*Paula Krugmeier* commented that community outreach has indicated a strong desire for a walkable environment. The focus so far has been more on public domain and spaces rather than design details. Goals are as follows:

### Walkable district

- Mix of uses to north, residential to south
- Simple, clear circulation
- District heart

- Vistas and axes terminate in key views
- Sense of landmarks, space and variety
- Implement plan over time
- Edge development scaled down
- Multiple entrance points along Los Gatos Blvd.
- Ease of access to parking
- Traffic calming measures throughout project; promote pedestrian and bicycle activity
- Blocks and elements not oversized
- Building entries to activate streets
- Drought tolerant planting and landscape
- Streets and plazas that feel right, with facades and dimensions that provide a sense of place

### **Create variety of public spaces**

*Bill Callaway* showed concept sketches of various areas including a central square (the heart of the district). Other key concepts are:

- Retention of large specimen trees
- Bring paving across intersections to allow spaces to be shut off for special events
- Entertainment plaza anchors the north end and provides a secondary arrival point
- The commons, open greens and pocket parks; could include a pool
- Orchard theme will be incorporated into the development

*Paula Krugmeier* talked about streets and having multiple entrances. Paseos and lanes can be used to break up buildings and provide a variety of outdoor spaces of varying sizes.

### **Variety of uses**

*David Janes* discussed the wide range of retail uses that are being considered, a range of restaurants, from small café to larger restaurant, boutique hotel with up to 125 rooms, fitness center and office use. Anchoring ends of streets with larger tenants to create draw between areas. Like uses can be located together. He showed three sizes of retail spaces.

### **Create buffer to the freeway**

*Paula Krugmeier* commented on the need to buffer the site from the freeways. A layering concept is being used, including landscaping and parking structures as buffers.

### **Scale down at the edges**

- Wide sidewalk with heavy landscaping
- Lower height buildings along Los Gatos Blvd.

### **Reflect the property's history**

*Bill Callaway* showed concepts including rows of flowering trees, specimen trees for a built over time look, and agricultural essence.

**Multiple parking areas**

*David Janes* commented that parking fields are being broken up and hidden by structures where possible. Where garages can be seen, heavy landscaping will be planted.

*Paula Krugmeier* commented that solar panels may be integrated into parking structures. Parking is being located so it is not fronting on Los Gatos Blvd.

**Sustainable building practices**

- Power field lighting and fountains with solar.
- Holistic approach to design

**QUESTIONS AND COMMENTS**

- *John Bourgeois* commented that he appreciate the difficulties in balancing the issues and demands of all the different groups. Do not want something that will compete with the Downtown. How will this development be different from the Downtown. *Don Capobres* noted that Grosvenor wants to do place making, high end residential, a market hall; more practical mixed use with a neighborhood serving component as well as regional draw retail. *Debbie Rudd* noted that the landscape and buildings can be designed at a smaller scale with good articulation.
- *Jim Foley* commented that the proposal is much better and classier than Santana Row. He would like to see a neighborhood oriented development.
- *Jessica Von Borck* commented that one of the goals of the economic study is identifying what the community's needs are, and then hopefully providing those types of uses which will be different from those in the Downtown.
- *Barbara Cardillo* would like a sense of how much retail will be supportive of the N40 neighborhood (restaurant and eclectic shops). *David Janes* stated that a neighborhood size retail component is about 100,000 square feet. A community center would be up to 300,000 square feet. Relying on the leakage study to determine the most appropriate uses. The current concept includes up to 200,000 square feet of retail with a health or fitness center.
- *Gordon Yamate* commented on the level of activity and traffic in the Downtown versus what will be occurring in the North 40. *David Janes* noted that the City of Petaluma is developing retail sites outside of the downtown and the local business association was supportive of more retail that would actually assist the downtown area in advertising and bringing more shoppers to their community.
- *Barbara Spector* asked where comments should be directed. *Wendie Rooney* indicated that comments should go to Debbie Rudd at RRM Design Group.
- *Debbie Rudd* commented that perspective sketches will be shown at the June meeting.



## **VISUAL PREFERENCE SURVEY**

*Jami Williams* explained the visual preference survey process. Voting is anonymous. Three topics will be discussed, public space, architectural style and building form. Participants voted on 46 slides within these categories. Survey results will be presented at the May 25, 2011 study session.

*Debbie Rudd* showed images that had strong support or opposition at the community workshop.

## **NEXT STEPS**

- May 25, 2011 Town Council/Planning Commission Joint Study Session
- Concept design refinement
- June 29, 2011 Advisory Committee meeting
- Specific Plan draft

## **PUBLIC COMMENT**

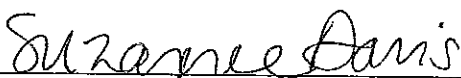
*Lee Quintana* commented that she was at the workshop last night and she voted the way the advisory committee did. She expressed concern about the proximity of the residential to the freeway and exposure to noise and air quality. There should be some written recognition of the Yuki family in addition to the orchard use. The online survey should reach out to all people, not just organized groups. She noted that Kaiser Permanente just put solar panels on all their garages.

*Fred Rehhausser* commented that there should be more outreach to North 40 property owners along Los Gatos Blvd.

## **ADJOURNMENT**

The meeting was adjourned at 8:20 pm. The next Advisory Committee meeting is scheduled for June 29, 2011.

Prepared by:

  
Suzanne Davis, AICP  
Senior Planner

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**TOWN OF LOS GATOS**  
**110 East Main Street, Los Gatos, CA 95032 (408) 354-6872**

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SUMMARY MINUTES OF A JOINT STUDY SESSION OF THE **TOWN COUNCIL AND PLANNING COMMISSION** OF THE TOWN OF LOS GATOS FOR MAY 25, 2011, HELD IN THE POLICE OPERATIONS BUILDING, 15900 LOS GATOS BOULEVARD, LOS GATOS, CALIFORNIA.

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The meeting was called to order at 6:05 P.M. by Mayor Joe Pirzynski.

**ROLL CALL**

Town Council present: Mayor Joe Pirzynski, Vice-Mayor Steve Rice, Diane McNutt, Steve Leonardis, Barbara Spector

Commission present: Marico Sayoc, John Bourgeois, Charles Erekson, Marcia Jensen, Jane Ogle, Joanne Talesfore

Commissioners absent: Tom O'Donnell

Staff Present: Greg Larson, Town manager; Pamela Jacobs, Assistant Town Manager; Wendie Rooney, Director of Community Development; Suzanne Davis, Senior Planner; Joel Paulson, Senior Planner; Jessica Von Borck, Economic Vitality Manager; Fletcher Parsons, Associate Civil Engineer

Consultants present: Debbie Rudd and Jami Williams, RRM Design Group; Ray Kennedy and David Shiver, BAE; Paula Krugmeier, BAR Architects; David Janes, SGPA; Bill Callaway, SWA

Others present: Larry Arzie, Patricia Ernstrom, Rhodie Firth, Eleanor Gallmeister, Mr. Gardner, Kirstie Leary, Jeff Milde, Milt Mintz, Gerry Mirassou, Len Pacheco, Lee Quintana, Wendy Riggs, Ginger Rowe, Susan Testa, Melinda Wellington

**VERBAL COMMUNICATIONS**

*Rhodie Firth* commented that she attended both community meetings. She summarized the prioritization exercise from workshop #1 and stated that the visual preference survey was well done, however, was is very disillusioned with the process.

*Jeff Milde* commented that this is the first meeting he has attended. He is very concerned about mixed residential and how it will impact the schools.

*Larry Arzie* commented that is concerned about the highway circulation pattern (the developer has shown no circulation plans), and why conceptual drawings like Santa Row are being shown when that will not be approved. This will be a fabulous center and people will be drawn to it which will lead to the demise of the Downtown.

*Ginger Rowe* commented that she lives in Los Gatos and has a business downtown. She would be tempted to move her business to the North 40. She is concerned about the impact to the Downtown and that the project will lead to its demise.

*Len Pacheco* commented that he feels the plan is a work in progress. He is concerned about the apparent lack of consideration of the historical significance of the site.

*Susan Testa* commented that she has owned a business in the Downtown for the past 17 years. She thinks this is a terrible idea for the Downtown.

*Patricia Ernstrom* commented that she was born and raised in Los Gatos. The North 40 is an open space that is underdeveloped. From a density perspective it will change to fabric and community feel. This is the last open space in Town.

*Iraj* commented that he is working on a project called Fusion and is creating something for the community. He feels that 50% of the site should be used for parks, gardens and open space uses.

*Rob* commented that the development looks very inward focused. It is not integrated into the community and what is around the site. Means of ingress other than vehicular should be part of the project.

*Melinda Wellington* commented that she is concerned about bringing businesses in that will compete with the Downtown, and the impact high density housing will have on schools.

*Gerry Mirassou* commented that he was born in town as were his father and grandfather. The most important impact of the development is circulation and traffic.

*Lee Quintana* commented that there appears to be a disconnect between the General Plan and the types of development being approved.

*Mr. Gardner* commented that the Town does not need more kids. More open space is needed. He does not want to see big box stores, there should be places for families.

*Eleanor Gallmeister* commented that she is concerned about the impact to schools from new housing, as well as the traffic impact. There is no space for more students in Los Gatos schools.

*Kirstie Leary* commented that she has a huge concern about schools. There are other housing projects in the process that need to be considered. She is also concerned about traffic.

*Wendy Riggs* commented that the traffic impact from Santana Row is significant. She is concerned that existing traffic conditions will be exacerbated and about the impact to schools.

## **ITEM 1      NORTH 40 SPECIFIC PLAN**

*Joe Pirzynski* commented that this is the last large piece of undeveloped property and it is a gem. The Town Council and Planning Commission are listening. The proof will be in the product.

*Debbie Rudd*, RRM Design Group, explained that RRM has been hired by the Town to write the specific plan. She summarized public meetings to-date and the General Plan guiding principles.. She noted that property is privately owned and could be developed according to existing zoning. The Town will guide future development through the specific plan. She summarized the results of the kick-off and community workshops.

Bay Area Economics (BAE) provided an overview of the market study that is in progress:

*David Shiver* explained that BAE looked at retail sales trends and compiled information on retail, office, hotels and meeting facilities. A leakage analysis was done to determine unmet demand, the strengths and weaknesses of local retail and whether shoppers are being attracted to the Town. Netflix generated 44% of the Town's sales tax revenue in 2010. When Netflix is excluded, retail sales have declined. The key question is whether the Town is experiencing more sales based on its size (per capita). The Town is a strong attractor for automotive sales, grocery stores and restaurants. Leakage is occurring in general merchandise and building materials and hardware. There is 1.4 million square feet of office space in Los Gatos which is 12% of the west valley market. The vacancy rate of 11% is lower than the average for the region. Asking rents are above average in good times. There is a need for meeting facilities with space for 200 or more people. The site provides an opportunity for a boutique hotel.

### Questions on the market study:

*Marico Sayoc* asked for clarification on planned or proposed projects and how much floor area was included for the Albright site. *David Shiver* said 550,000+ square feet is being proposed and the existing floor area that would be demolished is deducted.

*Marico Sayoc* asked if the 10 minute radius is used to determine what the Town can pull in or what is drawing people out of town. *David Shiver* said that to some extent it is both.

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*Marcia Jensen* asked if the concept of how retail on the North 40 will impact the Downtown can be identified. Response: The issue will be addressed. Phase 2 of the market study will be to look at the performance of Downtown and Los Gatos Boulevard.

*Steve Rice* asked how much specialty retail will be included in the report and what the timing is. Response: The report should be completed in July. The specificity depends on the data that is available. A qualitative overview will be provided, but the report will probably not identify specific uses or retailers.

*Diane McNutt* commented that appliances and electronics are not currently available in Town, other than Apple. She asked if quantitative conclusions can be made about Apple and if there are specific categories besides appliances and electronics.

*John Bourgeois* asked why there is a difference in the hotel analysis versus retail. Response: Different methodologies are used for different uses. For hotels, drive time is a demand generator. It is the same for the office market.

*Barbara Spector* felt it is common sense that residents cannot buy appliances in Town and that there is not a department store. She asked if there is analysis based on common sense and/or known facts.

*Charles Ereksen* asked how internet sales leakage is determined. Response: Point of sales data is used to determine leakage. Sales trend data incorporates internet purchases, and the data reflects the impacts of that trend.

*Charles Ereksen* asked about causes of the down trend. Response: There are two levels of leakage based on point of sale in market area or Town. Internet sales cannot be forecast, but current trends can be identified.

*Joanne Talesfore* asked how taxable sales are attributed to residents versus visitors to Town. Response: Demand is driven by residents. Supply is driven by reported sales within Town and the trade area. The two are then compared. Sources for demand numbers will be included in the report.

*Marico Sayoc* asked about retail changes and if there will be recommendations on the types of retail that will likely be most successful. Response: Retail trends are difficult to forecast. National trends can be referenced.

*Marico Sayoc* asked if there are requirements such as retail that relate to a boutique hotel. Response: Yes, restaurants are desirable, and other factors can be identified.

*Joe Pirzynski* commented on the need for assurance that the Downtown will not be adversely affected. It is important to protect the Downtown. Response: As best as possible, BAE will identify uses that can be located in the North 40 without negatively impacting Downtown.

### Conceptual Site Plan

*Debbie Rudd* summarized key goals of the plan.

*Don Capobres*, Grosvenor, commented that this is an open dialog. The North 40 is an important project for the Town. Schools and traffic are major concerns. Staff and consultants need to work with BAE to find uses to complement Downtown. The Los Gatos Boulevard frontage and how the street view and interface will work are important, as is the agricultural heritage. The concept of a market hall rather than a grocery store has been well received. Elements of the plan include food, health, fun and sustainability. It is Grosvenor's goal to develop a timeless project.

*Paula Krugmeier* summarized existing conditions and key plan components including having a pedestrian oriented, walkable community.

*Bill Callaway* discussed providing a variety of spaces including a central square, entertainment plaza and commons (greens and pocket parks).

*Paula Krugmeier* commented that streets are important to activate public spaces. Lanes and paseos can be used to provide connections and break up buildings.

*David Janes* discussed the variety of uses that are being considered including a mix of housing types, restaurant and retail. A fitness center, office space, entertainment and boutique hotel may also be included in the plan.

*Don Capobres* noted some different types of entertainment uses that are being considered including a cinema, comedy club and bowling.

*David Janes* discussed small, medium and large different retail sizes and how they will or will not fit the concept site plan.

*Paula Krugmeier* talked about providing buffers from the freeways, using building massing and orientation to protect public spaces from noise, and scaling down at the edges through use of lower buildings along Los Gatos Boulevard and taller buildings toward the center of the site. The agrarian history is to be reflected in the architecture and landscape elements. The Yuki

family history should be recognized. Supporting the arts and sustainable building practice are also important plan elements.

*Debbie Rudd* summarized comments received at the second community workshop that was held on May 18, and the May 19 Advisory Committee meeting. The visual preference survey results were presented.

Next Steps:

- Concept design refinement
- Online visual preference survey
- June 29 Advisory Committee meeting
- Draft specific plan and EIR

Questions and Comments

*Barbara Spector* commented that once uses are approved the specific tenants are determined by the developer.

*Marico Sayoc* commented that the site encompasses two school districts and asked why the residential is planned on the south end. *Don Capobres* clarified that the residential has been evenly distributed between the two school districts.

*Marico Sayoc* commented that sensitive receptors have been placed near the freeway.

*Diane McNutt* commented that the North 40 is an opportunity to fill in the gaps in the community. One thing that is needed is senior housing. She suggested focusing on this within the south side of the property as it will serve a need while not impacting the Los Gatos school districts. A movie theater is a concern. Focus on providing a new park versus green space. A new neighborhood is being created. A performing arts venue is desirable, but the Town already has large music events.

*Joanne Talesfore* commented that a performing arts venue is needed rather than a movie theater. A real community benefit would be parks that can be used for Town events. Incorporate buildings into the orchard (example: Saratoga Library).

*Steve Rice* commented that the amount of intensification will drive traffic and affect preservation of the agrarian use. There is not enough green space if targeting families. We want a great project as this will be the first new development in Town in many years.



*Charles Erekson* suggested that community input from the General Plan update process be reviewed.

*John Bourgeois* asked how much architectural detail will be included in the specific plan. The land use pattern and circulation are important components. *Debbie Rudd* noted that perspective sketches will be developed next and architecture needs to be considered.

*Marcia Jensen* commented that she is having trouble with the process. She feels they are looking at a Planned Development.

*Marico Sayoc* commented that land use is a concern. She is not convinced that the residential is located in the most appropriate areas. Land use should be based on available social services. In the development of architecture, uses should not be forgotten.

*Joanne Talesfore* commented that staff should work with the school district to reach a conclusion on student ratio generation figures. Shopping categories do not all need to be provided on this site.

*Joe Pirzynski* commented that we may not be able to accomplish everything on the wish list.

## **ITEM 2      CONDITIONAL USE PERMITS**

See official Council minutes for this item.

## **ADJOURNMENT**

The meeting was adjourned at 9:30 pm.

Prepared by:



Suzanne Davis, AICP  
Senior Planner

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