



MEETING DATE: 2/6/06

ITEM NO.

6

COUNCIL AGENDA REPORT

DATE: FEBRUARY 1, 2006
TO: MAYOR AND TOWN COUNCIL
FROM: DEBRA J. FIGONE, TOWN MANAGER
SUBJECT: LOS GATOS LITTLE LEAGUE

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- A. CONSIDER REQUEST TO INSTALL SPONSORSHIP BANNERS ON THE OUTFIELD FENCE AT BAGGERLY FIELD AND BALZER FIELD
B. ADOPT RESOLUTION AUTHORIZING THE TOWN MANAGER TO APPROVE AN AMENDMENT TO THE LICENSE AGREEMENT WITH LOS GATOS LITTLE LEAGUE TO ALLOW INSTALLATION OF SPONSORSHIP BANNERS ON THE OUTFIELD FENCE AT BAGGERLY FIELD AND BALZER FIELD

RECOMMENDATION:

- 1. Consider Los Gatos Little League's request (Attachment 1) to install sponsorship banners on the outfield fence at Baggerly Field and Balzar Field.
2. Adopt resolution (Attachment 2) authorizing the Town Manager to approve an amendment to the license agreement with Los Gatos Little League to allow installation of sponsorship banners on the outfield fence at Baggerly Field and Balzar Field.

BACKGROUND:

In May 1996, Los Gatos Little League requested that the Town of Los Gatos consider renaming the Blossom Hill Little League "Baggerly Field." In March 1997, the Town Council authorized the naming Blossom Hill Little League field at Blossom Hill Park "Baggerly Field." As noted in the minutes of the meeting, the Town Council also stated that no further sign be added to the outfield fence but that donors to the Little League could have their name displayed (Attachment 3).

PREPARED BY:

[Handwritten signature: John E. Curtis]
JOHN E. CURTIS
Director of Parks and Public Works

Reviewed by: Assistant Town Manager [initials] Attorney Clerk Administrator
Finance [initials] Community Development Revised: 2/1/06 2:39 pm

DISCUSSION:

Staff received a request dated January 6, 2006 from David Burt, Events Coordinator, of the Los Gatos Little League to display sponsorship banners on the outfield fences at Baggerly Field and Balzer Field. With the loss of fields at the schools, new field locations are needed due to the school construction and there is a cost associated with using them. The League has leased fields from Union School District, Los Gatos High School, and the Jewish Community Center. The additional cost to the league has strained their budget and the league has raised player registration fees. Fees from the sponsorship banners would help offset the increase in field costs as would sponsorship banners. The sponsorship banners would be approximately four feet tall by six feet wide and would be placed in the inside of the outfield fence. The banners would go up no sooner than one week prior to the day of the first official season game and come down no later than one week after the last official game. Approving this request of the Little League to add sponsorship signs to the outfield walls will require the Town Council to amend the current agreement, which does not address this issue.

The minutes of the March 3, 1997 Council meeting reflect an intent at the time, and this amendment to the agreement of July 28, 2005 with the Little League will clarify the agreement by specifically allowing the placement of sponsorship banners during the Little League season.

CONCLUSION:

It is recommended that Council adopt a resolution authorizing the Town Manager to approve an amendment to the license agreement with Los Gatos Little League to allow the installation of sponsorship banners.

ENVIRONMENTAL ASSESSMENT:

Installing sponsorship banners is not a project defined under CEQA, and no further action is required.

FISCAL IMPACT:

There is no fiscal impact.

Attachments:

1. Proposal from Los Gatos Little League dated January 6, 2006
2. Resolution authorizing the Town Manager to approve an amendment to the License Agreement with Los Gatos Little League
3. Town Council Minutes Dated March 3, 1997

Proposal

January 6, 2006

To: The Town of Los Gatos
From: Los Gatos Little League Baseball
David Burt, Events Coordinator
(408) 356-8111, (408) 375-7252

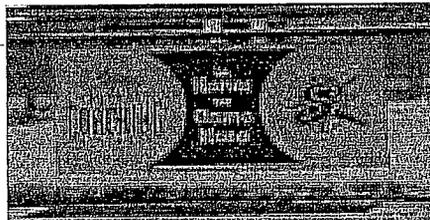
Re: **Sponsor Banners at Baggerly and Balzer Fields**

Los Gatos Little League is requesting permission from the Town to display sponsorship banners at Baggerly Field and Balzer Field for the duration of the 2006 baseball season.

With construction at Dave's Avenue and Blossom Hill Schools we have lost most of our baseball fields for one or two years and are leasing space from the Union School District, Los Gatos High School and the JCC. This additional cost is putting quite a strain on our budget even though we have raised the player registration fees for the 2006 season.

In addition to creating a community partnership with our organization, these temporary banners would help us generate enough revenue to continue the Little League program through these difficult budgetary times. Most Little League Baseball groups in our area, including Saratoga and Lincoln Glen, have had local business sponsorship banners posted at their fields for years. It's just a part of their program. In fact, several Los Gatos businesses have purchased signs at the Saratoga Little League field because we haven't had it available here in our town. When I played Little League Baseball here in Los Gatos, we had local businesses names on our hats and jerseys... Sporleader Shell, La Hacienda and Villa Felice to name a few. Local business sponsorship is and always will be a part of Little League Baseball.

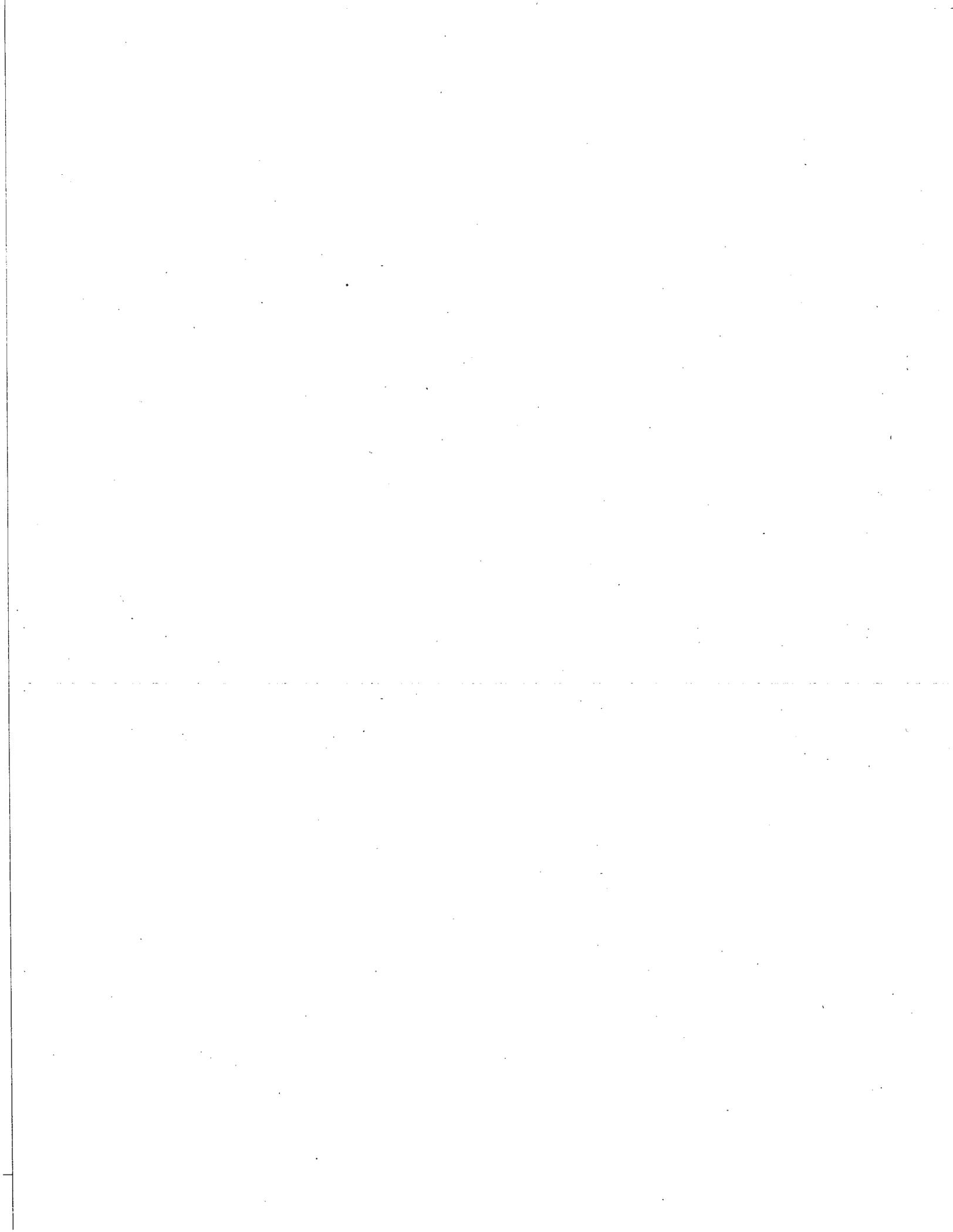
Our signs would be approximately four feet tall by six feet wide and facing in toward the field at field level. They would be very difficult to see from anywhere outside the baseball field itself and shouldn't create any issues with the neighbors of both fields. They would be professionally constructed and similar in size and design. We would put them up at the beginning of the baseball season and take them down at its conclusion. Below is an example of a Saratoga Little League sign.



Last year Saratoga Little League sold 60 sponsorship banners which hang at Congress Springs Park all season long. We have not set any pricing as yet, but expect that we could hang thirty at each field.

We thank you for your consideration in advance.
Los Gatos Little League

Attachment 1



RESOLUTION

**RESOLUTION OF THE TOWN COUNCIL
OF THE TOWN OF LOS GATOS
AUTHORIZING THE TOWN MANAGER TO APPROVE AN
AMENDMENT TO THE LICENSE AGREEMENT WITH LOS GATOS LITTLE
LEAGUE TO ALLOW THE INSTALLATION OF SPONSORSHIP BANNERS
ON THE OUTFIELD FENCE AT BAGGERLY FIELD AND BALZER FIELD**

WHEREAS, the Town owns two baseball fields, Baggerly and Balzer Fields, and

WHEREAS, on July 28, 2005, the Town approved a license agreement with Los Gatos Little League for the use of Baggerly and Balzer Baseball Fields.

WHEREAS, Los Gatos Little League has requested an amendment to their license agreement to allow the installation of sponsorship banners on the outfield fence at Baggerly Field and Balzar Field.

RESOLVED, by the Town Council of the Town of Los Gatos, County of Santa Clara, State of California, that an amendment to the License Agreement with Los Gatos Little League may be approved by the Town Manager to allow for the installation of sponsorship banners on the outfield fence at Baggerly and Balzer Baseball Fields.

PASSED AND ADOPTED at a regular meeting of the Town Council of the Town of Los Gatos, California, held on the 6th day of February, 2006 by the following vote:

COUNCIL MEMBERS:

AYES:

NAYS:

ABSENT:

ABSTAIN:

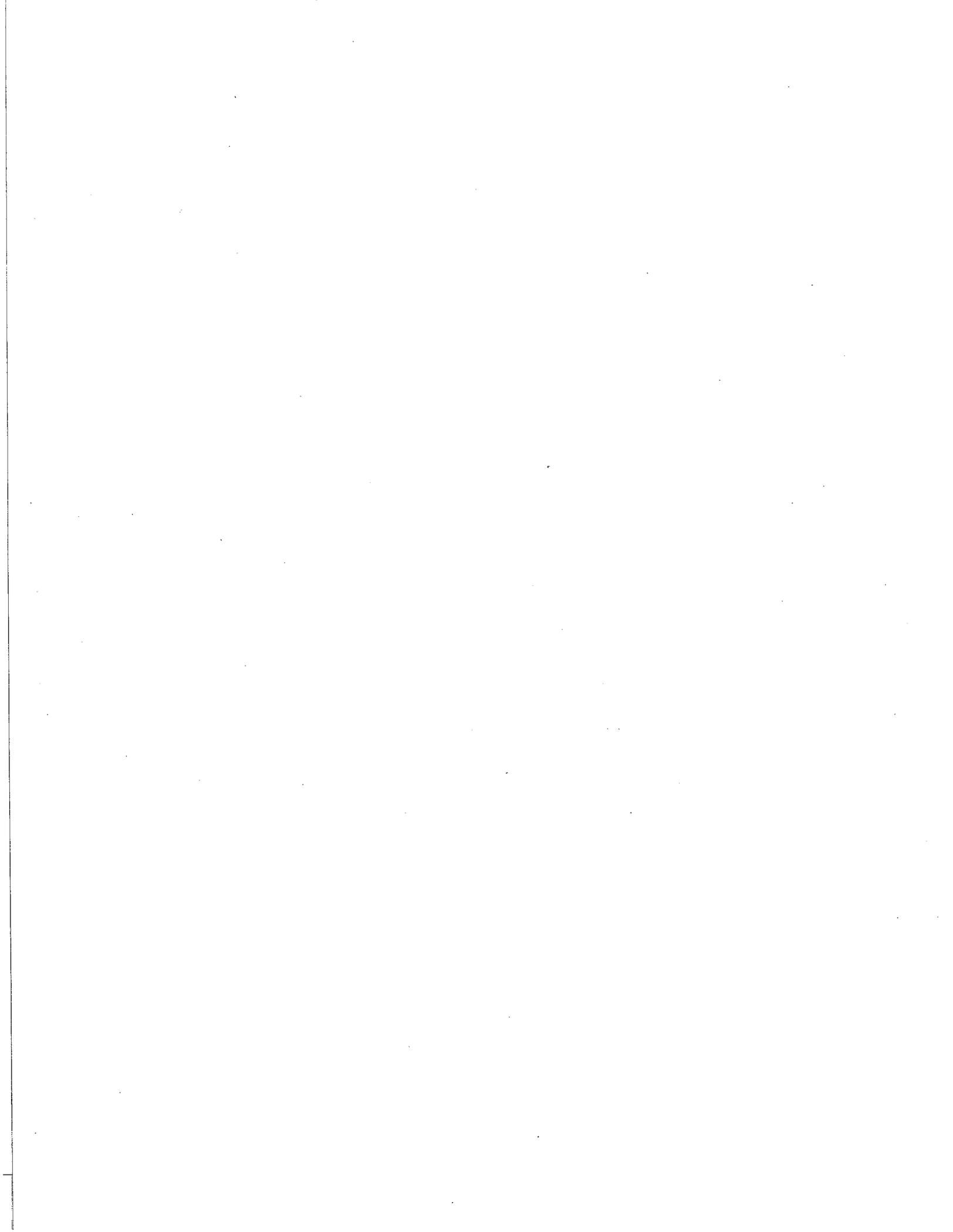
SIGNED:

MAYOR OF THE TOWN OF LOS GATOS
LOS GATOS, CALIFORNIA

ATTEST:

CLERK ADMINISTRATOR OF THE TOWN OF LOS GATOS
LOS GATOS, CALIFORNIA

Attachment 2



HEARINGS CONTINUED

LOS GATOS BOULEVARD 15450/CARL'S JR/RESTAURANT/CONT.

Motion by Mr. Attaway, seconded by Mr. Blanton, to close the public hearing. Carried unanimously.

Motion by Mr. Blanton, seconded by Mr. Hutchins, to grant the appeal for a fast food restaurant on Los Gatos Boulevard: After discussion these findings were added by the maker and seconder of the motion: Traffic study does not show a change in the level of traffic in any of the major intersections that were studied; Planning Commission did not have the proper latitude to make this decision due to Town's fast food restaurant policy; The existing building does not resemble the style of a fast food restaurant; The building is an existing and long empty building that will be put to good use; An existing building will be used and new development will not be needed; Minimal signage will be incorporated; There is community benefit in offering restaurants for families with young children, especially those with play areas; Carl's Jr. is providing a safe and pleasant family environment and a new facility for the children of this community; The area within a radius of 200 feet of the restaurant will be monitored for litter; The hours of operation will be 6 a.m. to 10 p.m.; Council accepts the recommended conditions of approval as shown in "Exhibit A" of the staff report with the change in item #2 limiting the hours of operation from 6 a.m. to 10 p.m.; Proposal is harmonious with the various elements and objectives of the General Plan; Proposal will not be detrimental to public health safety or general welfare; Proposal does not impair the integrity or character of the zone; Proposal provides restaurant use in an area that is designated for restaurant use. As this proposal relates to the Los Gatos Boulevard goals and objectives: The use is desirable to public convenience and welfare because it has historically been used as a restaurant and for food use and most recently the Carousel Restaurant; The existing parking is adequate for the use; It maintains existing building; It is in harmony with existing structures; The Los Gatos Boulevard Plan has at this point not changed the usage in this area. Carried by a vote of 4 ayes. Mr. Attaway voted no, upholding the policy of no additional fast food facilities in Los Gatos.

BAGGERLY FIELD/BLOSSOM HILL PARK/LITTLE LEAGUE FIELD (19.23)

Mayor Benjamin noted that this was the time and place so noted to consider Los Gatos Little League request to name the Little League Field at Blossom Hill Park "Baggerly Field."

The following people from the audience spoke to this issue:

Bobbie Kramer, 240 Gregg Drive, asked who was Baggerly and why was the park being named after him.

Blair Hansen, 17342 Grosvenor Court, President, Los Gatos Little League, gave the explanation concerning Mr. Baggerly and his untiring help to the Little League.

Ken Rodrigues, 18495 Beck Ave., noted the logistics of the sign at the park and the appropriate size and placement of the plaque.

No one else from the audience addressed this issue.

BAGGERLY FIELD/BLOSSOM HILL PARK/CONT.

Motion by Mrs. Lubeck, seconded by Mr. Hutchins, that Council endorse the naming of the Little League Field at Blossom Hill Park "Baggerly Field" and approve the Parks Commission recommendations with the following requirements set by Council: That Council allow for the recognition of Mr. Baggerly in the placement of a plaque on the snack shop or behind home plate; That the sign that is currently there be allowed to remain for a period not to exceed two years; When the sign is removed the name may appear on the new Little League score board to be seen from both sides; In the meantime the back of the scoreboard sign be painted forest green; That no further signs be added to the outfield fence; That donors to the Little League can have their name displayed. Carried unanimously.

GENERAL PLAN UPDATE TASK FORCE/CONSIDERATION (20.46)

Lee Bowman, Town Planning Director, noted that at Council work shop the idea of a task force was brought up and asked to appear on a regular council meeting agenda for discussion and consideration of a task force. This task force would meet for a limited period of time, with a limited number of meetings, with a specific and limited agenda of considerations, and be sunsetted at a specific time. This would be the first step in the revision of the General Plan. The State requests that the General Plan be revised every five years. It was adopted in 1981, reviewed but not revised in 1985, and due to other things occupying the time of staff and Council was not addressed in 1995. This task force could become the first step in the final General Plan revision.

Mayor Benjamin would like the task force to come together before the summer vacations start. She would like the application forms, job description and timeline to be worked on by Council so that Council could review and revise their ideas before the March 17th meeting. She asked Council to articulate questions they would like answered by applicants. Determining the stake holders in the community and asking questions concerning their ideas and expectations of their neighborhoods was to be considered. Actually having representatives of a constituency would be desirable, if Council could be assured the representative was attempting and able to speak for a group. Reiterated: What is this committee to accomplish? What questions should be asked on the application form? When should they meet and for how long?

Council consensus to incorporate all Council input for a report on March 17, 1997.

LANDSCAPING AND LIGHTING ASSESSMENT DISTRICTS/FILING ANNUAL REPORTS

BLACKWELL DRIVE BENEFIT ZONE/KENNEDY MEADOWS BENEFIT ZONE

SANTA ROSA HEIGHTS BENEFIT ZONE/VASONA HEIGHTS BENEFIT ZONE

HILLBROOK BENEFIT ZONE/GEMINI COURT BENEFIT ZONE/RESOLUTION 1997-20 (21.14)

Motion by Mrs. Lubeck, seconded by Mr. Hutchins, that Council adopt Resolution 1997-20 entitled, RESOLUTION OF THE TOWN OF LOS GATOS ORDERING THE DISTRICT ENGINEER TO PREPARE AND FILE AN ANNUAL REPORT IN ACCORDANCE WITH STREETS AND HIGHWAYS CODE 22565 AND FOLLOWING, REGARDING LANDSCAPING AND LIGHTING ASSESSMENT DISTRICT 1, BLACKWELL DRIVE BENEFIT ZONE, KENNEDY MEADOW BENEFIT ZONE, SANTA ROSA HEIGHTS BENEFIT ZONE, VASONA HEIGHTS BENEFIT ZONE AND HILLBROOK BENEFIT ZONE; AND LANDSCAPING AND LIGHTING ASSESSMENT DISTRICT 2, GEMINI COURT BENEFIT ZONE OF THE TOWN OF LOS GATOS. Carried unanimously.