

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

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SUMMARY MINUTES OF THE NORTH 40 ADVISORY COMMITTEE MEETING  
OF JUNE 29, 2011, HELD IN THE TOWN COUNCIL CHAMBERS LOBBY, 110 E.  
MAIN STREET, LOS GATOS, CALIFORNIA.

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The meeting was called to order at 6:00 P.M. by Mayor Joe Pirzynski.

**ATTENDANCE**

Members present: Barbara Spector, Joe Pirzynski, Barbara Cardillo, John Bourgeois, Gordon Yamate, Todd Jarvis, Jim Foley

Members absent: Marcia Jensen, Marico Sayoc, Deborah Weinstein, Dan Ross, Perry Hariri, Tim Lundell, Chuck Sloan

Staff present: Wendie Rooney, Community Development Director; Sandy Baily, Planning Manager; Suzanne Davis, Senior Planner; Joel Paulson, Senior Planner; Jessica Von Borck, Economic Vitality Manager

Town consultants: Jami Williams and Debbie Rudd, RRM Design Group

Project team: Paula Krugmeier, BAR; David Janes, SGPA, Don Capobres, Whitney Sylvester and Alan Chamorro, Grosvenor

Public present: Milt Mintz, Lee Quintana, Gina Robinos, Samuel Munoz, Susan Buxton

**VERBAL COMMUNICATIONS**

None

**INTRODUCTION**

*Wendie Rooney* explained that the purpose of the meeting is to get everyone to the same understanding with regard to the specific plan process and document content and where the assumptions that went into the concept plan came from.

*Jami Williams* commented that the meeting has been organized in response to questions raised at the last Advisory Committee meeting. She reviewed an organization chart showing relationships between the Town, specific plan consultant and project team, and where community feedback fits in.

*Barbara Cardillo* asked for clarification on how future development will be proposed. *Jami Williams* commented that it would be based on the specific plan.

*Wendie Rooney* explained that the General Plan includes policies related to development of the North 40. There are 14 principles that are the basis for the specific plan. The traffic analysis that was done for the General Plan updated included the North 40. The assumptions that were built into the General Plan include up to 750 residential units and up to 580,000 square feet of commercial on the North 40. There is about 80,000 square feet of existing commercial, so the potential to be added is about 500,000 square feet. The General Plan calls for provisions of coordinated infrastructure and a variety of regional destination and local serving commercial uses.

*Joe Pirzynski* noted that the residential is to be mixed types, and integrated into the development, that it is not just one type of residential. *Wendie Rooney* commented on relevant General Plan goals, policies and actions.

*Debbie Rudd* commented that the 1999 draft North 40 Specific Plan is being reviewed and relevant information will be incorporated into the specific plan. The 1999 plan is the foundation. Key elements of the plan that are being carried forward are creation of a unique, pedestrian oriented environment, retail along Los Gatos Boulevard, destination retail/limited neighborhood commercial, preservation of the agricultural heritage, provision of view corridors, and locating parking lots along the side or back of the site.

*Wendie Rooney* commented that Engineering will address the frontage road concept in the 1999 plan at the August 4 meeting, and explain why staff is not supportive of a frontage road.

In regards to the frontage road, *Debbie Rudd* noted that because the area is being comprehensively planned, the number of curb cuts on Los Gatos Boulevard can be consolidated, which addresses one engineering concern. The property is privately owned and can be developed by owners independently. A contrast between a specific plan and planned development was provided.

*Gordon Yamate* asked about existing residences and how those will be treated. *Debbie Rudd* explained that there is no eminent domain authority, and owners can choose not to develop, however, if they do want to develop it must be consistent with the specific plan. *Wendie Rooney* noted that there are several existing nonconforming uses, including a tavern and kennel.

*Debbie Rudd* explained the required elements of a specific plan.

## **SCHOOL IMPACT**

*Wendie Rooney* commented that there have been many questions on school impact. The Town collaborated with the Los Gatos school districts in developing a methodology for

student generation rates that were acceptable to all. An estimated 1600 units could be generated within the Town over the next 10 years. In order to determine a student generation rate for housing types that were not presently represented in the town, other representative school districts were surveyed. These districts had similar API scores. The Irvine school district generation rates were used for a variety of housing product types since it has a mix of similar housing types and high performing schools. Both school districts agreed on the generation rates that were used for projecting future student enrollment. Generation rates were developed for different housing types and grade levels. In regards to the North 40 site, the General Plan EIR analyzed the greatest possible impact (450 units on the north side assumed). On the northern half a maximum of 300 units was assumed. Affordable housing has a slightly higher generation rate.

Wendie Rooney also discussed funding of basic aid schools such as Los Gatos and how state legislation, in particular SB 50, affects school funding. SB 50 allows school districts to levy school fees. Local jurisdictions may not charge additional fees beyond school impact fees or deny projects based on school impacts.

*Joe Pirzynski* commented that a generation rate is not shown for single family homes. *Wendie Rooney* noted that single family rates are a little higher and that rates will be calculated when the North 40 EIR is prepared.

*Joe Pirzynski* questioned whether all the residential will be multi-family units.

*Todd Jarvis* asked if a range of student generation rates can be provided, showing the high and low.

*Barbara Spector* commented that having a variety of housing types, a range should be possible.

*John Bourgeois* commented that the worst case scenario will be analyzed for the EIR.

*Wendie Rooney* commented that it would be difficult to provide a high and low range since the rates are based on particular types of housing products. The committee would need to decide on the type of a products, the number of units within each product type and a range could be calculated. *Wendie Rooney* agreed with John Bourgeois that the North 40 Specific Plan EIR will calculate the worst case scenario.

*Debbie Rudd* showed a map comparing the North 40 commercial district with the Downtown.

### **Question and answer period**

In reference to the school impact discussion, *Joe Pirzynski* asked how much population impact can be discussed when evaluating development; what is the Town allowed to regulate? *Wendie Rooney* commented that SB 50 prevents local jurisdictions from

denying a project due school impacts as long as school impact fees are assessed and paid. The State has determined that a project that has paid impact fees has mitigated the impact.

*Joe Pirzynski* commented that he would like to know the legal parameters, and what the boundaries are.

*Barbara Cardillo* commented that she would like to know the existing student enrollment versus capacity. *Wendie Rooney* noted that the General Plan EIR includes that information.

*Barbara Spector* asked if the project will generate more students than the capacity, how that is handled.

*Joe Pirzynski* would like to see the generation rates verified and tightened up to be able to respond to school districts. It will be important to have reliable information based on an actual proposal.

*Barbara Cardillo* asked if the Cambrian and Campbell school districts have a say in this. *Wendie Rooney* said yes, although the mixed use housing types that would likely be generated on the northern half have a very low generation rate. These districts are not as impacted and can accept more students.

*Barbara Cardillo* asked if a general breakdown can be provided on the types of retail.

*Barbara Spector* asked if the type of retail can be directed? *Wendie Rooney* said that we need to understand the baseline and what percentage of sales are coming from outside the community. The goal is to generally fill needs that are not currently being met in the community and to try and to find uses that would complement other uses in the community. Uses are sometimes commensurate with nearby uses, for example a restaurant may locating near a theater.

*Jami Williams* noted that more economic information will be available for the August 4 meeting.

*Jim Foley* commented that the Downtown, Los Gatos Boulevard and North 40 are separate areas, yet they interrelate. We don't want one to cannibalize another. Perhaps some existing policies in the Downtown need to be relaxed.

*Jessica Von Borck* commented that the BAE market study will include strategies and best practices that fit the community and its values. Other commercial areas are being looked at in addition to the North 40.

*Jim Foley* commented that it is important to look at the North 40 and how it fits in to the puzzle, not just how it will function on its own.

*Wendie Rooney* commented that a scope may be added to RRM's contract to update the Los Gatos Boulevard Plan.

*Gordon Yamate* commented on different demographics and school generation rates, and questioned whether the rates might be higher because of the draw of the Los Gatos school districts. *Wendie Rooney* commented on changing dynamics, including shifting of students from private to public schools, and combining of families. However, based on the 2000 and 2010 censuses, the trend in Los Gatos is an aging population that may eventually cause the number of students to decline.

*Barbara Cardillo* asked about impact to other service providers such as Police, Fire, and hospital. *Wendie Rooney* said that was evaluated with the General Plan EIR.

## **DISTRICT PLAN**

*Debbie Rudd* presented the neighborhood district plan showing 11% is neighborhood serving commercial, 40% is destination retail, 20% is entertainment/anchor complex, existing is 24% and 5% is hospitality. She then showed a map with ¼ mile and ½ mile radii shown. The goal is to connect Los Gatos Boulevard through bikeways, beautification and with existing neighborhoods. It can become an activated space with room for outdoor dining and pedestrian areas.

*Barbara Cardillo* asked about compensating for grading differences. *Paula Krugmeier* noted that the greatest differential is about 12 feet, and while there is less slope moving northward, there is a slope along most of Los Gatos Boulevard.

*Barbara Spector* asked about review of cumulative traffic impact.

*Gordon Yamate* commented that there used to be a tunnel that connected the site with Oka Road.

*Barbara Cardillo* asked about the appropriate amount of neighborhood serving commercial. 11% does not seem like enough.

*Barbara Spector* asked if a more refined concept will be developed based on comments (yes).

*Joe Pirzynski* commented that the majority of the retail is destination based. The residential component appears to have been reduced. The greatest traffic impact will be at Samaritan and Highway 85. *Wendie Rooney* noted that entertainment is a quasi-destination use that draws from inside and outside the community.

*Joe Pirzynski* commented that drawing from the in-Town population for destination retail and the primary access will be by automobile. How will this affect the Boulevard and Downtown? We don't want to impact the Downtown or create another Santana Row.

*Barbara Spector* commented that she is concerned about the amount of destination retail, the volume of traffic that will be generated, how it will impact the Downtown, what types of height and signage these types of uses will need.

*Wendie Rooney* noted that the traffic assumptions that were used for the General Plan will be presented at the next meeting, and as part of the RRM contract, a consultant has been retained to help develop a sign program.

*Barbara Cardillo* commented that there have been a number of statements made about competition with the Downtown and the need to have that concern addressed. *Wendie Rooney* noted that staff is very cognizant of that concern. *Debbie Rudd* commented that the General Plan and draft specific plan both include provisions for destination retail. It is understood that large parking lots and strip mall look is not desirable. How to create a great space while still protecting the Downtown is the challenge. Ideally something can be done to help the Downtown.

*Jim Foley* commented that a lot of time should be spent on this issue and how it can be addressed through the economic study.

*Barbara Cardillo* asked if the percentage of neighborhood serving retail can be looked at further. She thinks it may not be enough to support the new residential.

*Joe Pirzynski* commented that uses may change from what is shown on the map. For example, a larger entertainment or conference center or hotel could be proposed. *Debbie Rudd* noted that some flexibility can be written into the specific plan.

*Joe Pirzynski* commented that some residents in Santana Row have found it to be problematic to live in the complex.

*Barbara Spector* commented that people who live in Santana Row are experiencing noise and crowd issues. *Wendie Rooney* noted the need to find the right mix and location of uses and analysis of impacts.

*Joe Pirzynski* commented on the need to not exclude single family residential; it might not be appropriate to restrict it to attached and/or multi-family units. *Debbie Rudd* noted that the goal is to find the product that can be most successful.

#### **NEXT STEPS:**

- Next Advisory Committee meeting August 4, 2011
- Building form and heights

- Traffic study analysis
- Online survey update
- Specific Plan and EIR

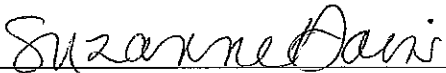
**PUBLIC COMMENT:**

*Lee Quintana* commented that the assumptions made in the General Plan were “up to” estimates and are maximums. One way to reduce impacts is to restrict land use. It seems like there are a lot of chicken and egg scenarios here, and many issues that are inter-mixed. There should be alternatives provided to get solid feedback. There are ways to limit land use, such as maximum square footages, limiting the number of formula stores. A project cannot be denied based on school impacts, but there are other impacts that can be used for denial that relate to schools. “If we don’t change our direction we will get where we are going”.

*Iraj Parravi* commented that this is a very precious piece of land and we need to think out of the box. There is a lot of vacant land on Los Gatos Boulevard and it is devastating. There should be gardens and waterways. He has a concept project he would like to present.

The meeting was adjourned at 8:25 pm. The next Advisory Committee meeting is scheduled for August 4, 2011.

Prepared by:

  
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Suzanne Davis, AICP  
Senior Planner