

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

SUMMARY MINUTES OF THE NORTH 40 ADVISORY COMMITTEE MEETING
OF AUGUST 4, 2011, HELD IN THE TOWN COUNCIL CHAMBERS LOBBY, 110 E.
MAIN STREET, LOS GATOS, CALIFORNIA.

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

ATTENDANCE

Advisory Committee members: Joe Pirzynski, Barbara Spector, John Bourgeois, Barbara Cardillo, Todd Jarvis, Dan Ross, Gordon Yamate

AC members absent: Marcia Jensen, Marico Sayoc, Jim Foley, Perry Hirari, Tim Lundell, Deborah Weinstein

Town Staff: Wendie Rooney, Community Development Director; Sandy Baily, Planning Manager; Suzanne Davis, Senior Planner; Joel Paulson, Senior Planner; Jennifer Savage, Associate Planner, Jessica von Borck, Economic Vitality Manager

Town Consultants: Debbie Rudd, Jami Williams and Josh Cross, RRM Design Group; David Shiver, BAE

Project Team: Paula Krugmeier, BAR Architects; David Janes, SGPA; Pat Hurst; Don Capobres, and Alan Chamorro, Grosvenor

Public: Lee Quintana, Len Pacheco, Susan Buxton, Ed Schell, Iraj Jim Parravi

Debbie Rudd explained the purposed of the meeting and showed where we are in the specific plan process.

ECONOMIC STUDY:

Jessica von Borck commented that the Economic Study is still in draft form. The final document will be provided to the Committee members late next week. The objective of the study was to define the community and identify the leakages, attractions and opportunities. Opportunities and strategies have been developed for the all commercial areas studied, including the North 40 and Downtown. The retail trade area (RTA) was identified. The retail trade area population increased by about 5% from 2000 to 2010, while the Town's increased by 3%. The RTA is projected to increase 5% by 2020 while the Town's will increase by about 2%. Employment trends include a large influx of people on a daily basis. Large employers located at Town borders, such as Mission Oaks and Good Samaritan Hospitals, provide purchasing potential for the North 40.

The market assessment includes the North 40, Los Gatos Boulevard, Downtown and four neighborhood commercial centers. Sales trends show a decline and recovery in the Downtown, with neighborhood centers staying static. Los Gatos Blvd. experienced more of a decline, primarily due to loss of auto dealerships, and then leveled off in 2010/11.

Residents are purchasing appliances, specialty food and general merchandise outside of Town since these goods are generally not provided in Town. There are opportunities to provide goods and services that are needed and desired by the community.

There is a need for 700,000 to 900,000 square feet of Class A office space, high end hotel rooms, and meeting facilities for larger groups (250+ people).

Retail opportunities for the North 40 include the following:

- Large format retail (appliances, general merchandise)
- Specialty food
- Formula retail
- Neighborhood commercial
- Theaters/entertainment

Strategies to encourage synergy between the North 40 and the Downtown and other retail centers:

- Reinforce Downtown's role as a community hub and social center
- Branding and identity for Los Gatos shopping districts
- Coordinated market campaign
- Enhance Downtown merchant vitality programs
- Provide shuttle and/or bike share program to link Downtown with the North 40

Debbie Rudd noted that strategies can be incorporated into the specific plan as action items.

Jessica von Borck presented strategies and opportunities for the different land use categories:

Retail development strategies:

- Promote new retailers that will provide missing services and goods
- Capture existing sales leakage at the North 40 to generate more sales tax

Office development strategies:

- Promote new office space to expand Town inventory
- Pursue concept of a Los Gatos "Innovation Center"

Hotel and meeting space opportunities:

- Boutique hotel
- Destination conference center

- Incorporate new meeting space into hotel development

Next steps:

Prioritize opportunities using the following criteria:

- General Plan consistency
- Market feasibility (demand)
- Complementary to Downtown
- Economic vitality
- Environmental sustainability
- Fiscal impacts

QUESTION & ANSWER PERIOD:

Gordon Yamate asked if there has been consideration to online trade. *Jessica von Borck* commented that some items, such as books, DVDs and music CDs are often purchased online, and that has been detrimental to some retail outlets such as Borders. *David Shiver* commented that the internet reinforces retail sales in some areas. People use the internet for research, then walk into retail outlets to see and test products being more informed.

Todd Jarvis asked if there is information on entrepreneurs and how that relates to the need for space in Town, and how to keep it successful. *Jessica von Borck* noted that many CEOs who have chosen to locate their businesses in Los Gatos do so because they live here. *David Shiver* commented that it is important to create a community with a variety of uses to support the office space. The goal is to create an attractive, desirable community.

Barbara Spector asked about an innovation center and if it would be a start-up where people start and then move on, or if the program would be different. *Jessica von Borck* commented that the key is creating a community that has flexible space. Innovation centers tend to be one whole space as opposed to a space that is divided up.

Barbara Spector questioned whether locating formula retail in the North 40 would compete with the Downtown. How can specific merchant types be defined. *David Shiver* commented that the North 40 retailers would bring a different shopping experience with formula retail (as opposed to smaller independent retailers that comprise much of the Downtown). *Jessica von Borck* commented that the intent is to provide different services and products that are not all available in the Downtown and building sizes (floor plates) that would accommodate other types of retail in the North 40.

Todd Jarvis commented on the daytime population of the Town and asked if it will be possible to have a theme for the North 40 and what that will be. *Debbie Rudd* said that can be included in the vision statement for the specific plan once it is know what the community wants. A theme can be articulated through architecture, types of businesses, and/or signage.

Dan Ross asked about establishing a list of retail types. *Debbie Rudd* said the specific plan will not identify retailers, but it can define and limit pad sizes. Retailers require specific pad sizes so by regulating building space will address the types of retailers.

Barbara Cardillo commented that appliances, building materials and general merchandise are needed and asked if leakage can be dollarized. *Jessica von Borck* commented that the leakage is about \$88 million.

Barbara Cardillo asked if it can be determined how much money visitors are spending. More data is needed to help clarify what the space should be. *Jessica von Borck* commented that there is potential to capture more. The Market Study includes a lot of data. She further commented that people come to Town for a variety of reasons and destinations including wineries, the Los Gatos Creek trail, Vasona Park, Downtown, and food.

Debbie Rudd commented that providing retail sizes that are not available in the Downtown can help attract businesses that cannot locate in Downtown due to size requirements and regulations.

Todd Jarvis asked about uses that are compatible with a walking community versus a driving community.

Jessica von Borck noted that the Market Study will be sent to the Committee on Friday, August 12.

BRAIN STORMING EXERCISE

Debbie Rudd explained the process and commented that the public is welcome to observe and can provide comments at the end of the exercise. The goal is to determine what the Committee wants to see on the North 40 site, and what it does not want. The primary purpose is to determine the type of commercial center and the types of businesses that are desired. This is meant to be a big picture exercise; the intent is to provide an overview.

Land Uses:

Possible residential products types:

- Single-family detached
- Townhomes (attached)
- Multi-family

Parks, plazas and open space (public and private)

Retail tenant types:

- Neighborhood retail in-line (800 to 2,000 sf)
- Destination retail in-line (2,000 to 12,000 sf)

- Flagship retailer (10,000 to 25,000 sf)
- Major retail 18,000 to 50,000 sf)
- Destination anchor (80,000 to 125,000 sf)
- Big box anchor (100,000 to 130,000 sf)

Boutique hotel

Entertainment

- Multi-plex cinema
- Live entertainment
- Health club

Office

Instructions:

- a. decide on a category
- b. decide which uses to include (how much of each commercial and residential type is appropriate)
- c. layout a conceptual site plan with provided puzzle pieces
- d. uses can be stacked
- e. more than one concept plan can be created
- f. industry experts are available to answer questions and provide guidance

Following the approximate one hour site planning exercise, the groups gave a presentation on their plans. A summary of the presentation is provided in the following:

Plan 1 - Barbara S & Barbara C.

Givens:

- Market hall
- Boutique hotel
- Innovation Center
- Small green spaces

Goals for retail:

- Protect leakage (large retail)
- Personality and tone of retail important
- Did not define stores
- Concern about competing with Downtown

Residential:

- Senior housing should not be isolated
- Provide a diversity of housing types, including single-family
- Lot of greenery

- Include resident serving businesses (small pad)

Other:

- Upscale office
- Restaurants
- Roads should terminate into something other than parking
- Entrance with trees

Plan 2 – Gordon, John & Dan

Key plan elements:

- Orchard theme
- Retain orchard presence along the Boulevard and project entrance
- Market Hall needs to be a prominent feature
- Boutique hotel
- Live entertainment theater/venue
- Limit residential along freeways
- In-line retail and cafes opening on to green space
- Multi-story parking garages
- Office incubator
- Public art piece/focal point at corner of LGB & Lark
- Integrated residential throughout
- 2 larger destination retail spaces
- Market Hall similar to Ferry Building; food uses, perhaps include a restaurant
- Artifacts or similar unique store with agrarian feel
- Give prominence to hotel
- Restaurants needed
- Small pocket spaces (similar to Carmel)
- Large park or passive space with historic presence (one acre)

Plan 3 – Todd & Joe

- Theme – walking community
- Nice entrance to enhance shopping experience
- Multi-tiered parking around outside
- Develop in a way that encourages people to spend time there
- Green belt along Los Gatos Boulevard (hide development and retain Los Gatos character)
- Medical office
- Underground parking on a limited basis
- Boutique hotel
- Live entertainment to accommodate 250 people
- Flagship retail

- One major retail anchor tenant
- Restaurants
- Retain green within interior
- Park to be used by residents and retail users
- Single-family residences
- Senior housing
- Innovation center with restaurant
- Keep parking close by; people should not be required to cross parking lots to get places
- Tiered parking, 2 to 3 levels, primarily along freeway (noise abatement)
- Inviting place
- Marketplace in the heart of walking area

Next Steps:

- Additional Advisory Committee meeting set for September 22, 2011 to discuss building form
- Informational items from this agenda (online survey results, traffic and schools) will be carried over to the September 22 meeting


PUBLIC COMMENT:

Len Pacheco commented that he is very much interested in the project. The successful relationship between the Stanford Shopping Center and Senior housing should be considered. A semi-circular layout that takes the highways into consideration could be used.

Lee Quintana commented that most of the plans have the market hall near the main entrance, and perhaps the entrance should be widened to accommodate and call attention to it.

The meeting was adjourned at 9:00 pm. The next Advisory Committee meeting is scheduled for September 22, 2011.

Prepared by:



Suzanne Davis, AICP
Senior Planner