

**NORTH 40 SPECIFIC PLAN**  
**TC, PC and AC Kickoff Workshop Summary**  
*March 30, 2011*

The Town Council (TC), Planning Commission (PC), and North 40 Specific Plan Advisory Committee (AC) held a kickoff workshop on March 30<sup>th</sup>. The purpose of this kickoff was to inform the TC/PC/AC of the Specific Plan process and to gather feedback regarding overall town essence, land use, circulation, public spaces, and architectural character. The TC/PC/AC was asked to participate in a brainstorming exercise to voice their issues, ideas, and concerns regarding these topics. Their comments were recorded on large posters. Upon completion of the brainstorming exercise, each member was given twelve green sticker dots and three red sticker dots. They were then asked to use their dots as a voting mechanism and place them on high priority items that they were in agreement with or in disagreement with. A summary of the input that received the highest support, least support and mixed results is provided below and a complete dot exercise tally is attached.

**Essence of Los Gatos**

Highest Support

- Los Gatos is a walking community
- The Los Gatos General Plan does a good job summarizing the Town's core values
- Los Gatos residents enjoy a high quality of life
- The community is architecturally unique
- Los Gatos has a strong education system

Least Support

Only positive feedback was received in this category.

Mixed Results

Only positive feedback was received in this category.

**Land Use**

Highest Support

- Senior housing
- Performing arts complex or center
- Conference center (250-400 people)
- Destination retail
- Large commercial stores
- Entry-level housing
- Electronics/large appliance store
- Urban marketplace
- Incorporation of an orchard feature to reflect the area's history
- Restaurants (4 green dots, 1 red dot)

Least Support

- Costco with rooftop use received a strong negative response (9 red dots)
- An indoor public sports complex received no support and some negative responses (3 red dots)

Mixed Results

The one notable item of contention in the Land Use category was a Target store, with 6 red and 4 green dots.

**Architectural Character**

Highest Support

- Provide a diversity in architecture as well as an appearance that the development was constructed over time
- Pedestrian scaled buildings
- Avoid maximizing buildout of site
- Tall buildings should be strategically placed
- Provide a variety of architectural styles; an eclectic mix from historic through modern styles

Least Support

- Participants did not like the idea of mimicking the look of Downtown Los Gatos in the Specific Plan area
- Big box stores were not supported, even under the pretense that the facilities' architecture would be unique

Mixed Results

There were no items that showed any mixed results in the Architectural Character category.

**Public Spaces**

Highest Support

- Outdoor entertainment opportunities
- Sidewalk dining
- Gathering spaces - plazas/paseos
- Historic orchard/perimeter
- Pocket parks

Least Support

Only positive and mixed results were received in this category.

Mixed Results

The one notable item of contention in the Public Space category was a dog park, with 4 red and 2 green dots.

## **Circulation**

### Highest Support

- Emphasis on pedestrians versus vehicles
- Don't compound congestion at existing intersections (Los Gatos Boulevard/Lark Boulevard)
- Incorporate traffic calming elements

### Least Support

Only positive feedback was received in this category.

### Mixed Results

Only positive feedback was received in this category.

## **Miscellaneous Ideas and Issues**

### Highest Support

While no items received overwhelming support, of the items discussed, the following received the highest amount of support in this category:

- Site plan design is key for pedestrian flow
- A balanced mix of uses
- Creation of new neighborhoods
- Ambient light/shielded
- Cluster/hide parking
- Buffer to Hwy 17 and Hwy 85 - viewshed

### Least Support

Only positive and mixed results were received in this category.

### Mixed Results

- Large gateways or arches received 3 red dots in opposition and 1 green dot in support
- The retention basin/on-site stormwater treatment facility received 1 red and 1 green dot



TOWN COUNCIL, PLANNING COMMISSION AND ADVISORY COMMITTEE KICKOFF WORKSHOP

DOT EXERCISE RESULTS

Wednesday, March 30, 2015

NORTH 40 SPECIFIC PLAN  
TOWN OF LOS GATOS

CATEGORY	GREEN DOTS	RED DOTS
<b>Essence of Los Gatos</b>		
Walking community	6	0
General Plan summarizes core values	6	0
Quality of life	3	0
Architectural uniqueness and excellence	3	0
Strong education system	3	0
Environment/natural beauty	2	0
Setting - view of mountains	2	0
Arts	1	0
Recreation	1	0
History (preservation)	1	0
Multi-generational appeal	1	0
Inclusive - affordable and rental housing (diversity)	1	0
Small town community	0	0
Youth	0	0
Seniors	0	0
Sustainability	0	0
Vibrant social life	0	0
Respect for built environment	0	0
Family oriented	0	0
Climate	0	0
Involved	0	0
<b>TOTAL:</b>	<b>30</b>	<b>0</b>



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Wednesday, March 30, 2011

NORTH 40 SPECIFIC PLAN  
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CATEGORY	GREEN DOTS	RED DOTS
<b>Land Use</b>		
Senior housing (high-quality townhomes)	6	0
Performing arts complex or center	6	0
Large event meeting conference (250-400 people)	5	0
Destination retail	5	0
Target	4	6
Restaurants	4	1
Large commercial store	4	0
Entry-level housing	4	0
Orchard - historic feature	4	0
Electronics/appliance (large-scale)	4	0
Urban marketplace	4	0
Public meeting spaces (100-150 people)	1	0
Youth friendly businesses	1	0
Entertainment - music/movies	1	0
Lodging	1	0
Grocery - boutique	1	0
Costco with rooftop use such as a garden	0	9
Indoor sports complex - public	0	3
School	0	0
Faith community	0	0
<b>TOTAL:</b>	<b>55</b>	<b>19</b>
<b>Architectural Character</b>		
Diversity/comfortable/developed over time	6	0
Pedestrian scale	6	0
Avoid maximizing buildout of site	4	0
Strategically place tall buildings	4	0
Variety - inclusive of several architectural styles	3	0
Eclectic - historic - modern	2	0
Clustered buildings	1	0
No faux Mediterranean	1	0
Unique	1	0
No Santana Row	1	0
No cookie cutter architecture	1	0
Downtown Los Gatos look	0	4
Work with big box store to provide unique architecture	0	4
Timeless architecture	0	0
Avoid unarticulated walls	0	0
360° architecture	0	0
Centrally located tall buildings	0	0
<b>TOTAL:</b>	<b>30</b>	<b>8</b>



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CATEGORY	GREEN DOTS	RED DOTS
<b>Public Spaces</b>		
Outdoor entertainment	10	0
Sidewalk dining	8	0
Gathering - plaza/paseo	5	0
Historic orchard around the perimeter	4	0
Pocket parks	3	0
Dog park	2	4
Walking trail/bike	0	0
<b>TOTAL:</b>	<b>32</b>	<b>4</b>
<b>Circulation</b>		
Cars are not in control, people are	6	0
Lark/Los Gatos Boulevard (level D intersections) - don't compound existing signal issues	2	0
Incorporate traffic calming elements	2	0
Complete streets - pedestrian and bike access, separate vehicles, public transit, street trees, walkable	2	0
Frontage on alley	1	0
Bike paths	1	0
Work with safe routes to school	1	0
Avoid straight streets/include curves	1	0
Emergency egress	1	0
Connectivity to creek trail and light rail	1	0
Alley for service	0	0
Traffic and connections to schools	0	0
Consider frontage roads/traffic off Los Gatos Boulevard	0	0
<b>TOTAL:</b>	<b>18</b>	<b>0</b>
<b>Miscellaneous Ideas and Issues</b>		
Pedestrian mobility and flow - site plan design is key	4	0
Balanced mix of uses	4	0
New neighborhood	3	0
Ambient light/shielded	3	0
Cluster/hide parking from public view	2	0
Buffer to 17 & 85/viewshed	2	0
Large gateways/arches	1	3
Retention basin/on-site stormwater treatment	1	1
Sound mitigation	1	0
Create a sense of community	0	0
Destination for outsiders coming to Los Gatos	0	0
Quiet centralized place	0	0
<b>TOTAL:</b>	<b>21</b>	<b>4</b>