



MEMORANDUM

COMMUNITY DEVELOPMENT DEPARTMENT

To: North 40 Advisory Committee

From: *WR* Wendie R. Rooney, Director of Community Development

Subject: North 40 Advisory Committee Meeting Report

Date: August 20, 2012

The attached documents were received after the packet was distributed.

Exhibits:

Previously Distributed with August 15, 2012, AC Agenda Packet

1. North 40 Advisory Committee Land Use Discussion Summary
Attachment A - Los Gatos CH Zone Development Standards
2. North 40 Vision Statement
3. North 40 Draft Document Excerpt
4. North 40 Draft Goals and Policies
5. North 40 Draft District Map
6. North 40 Draft Development Standards
7. Los Gatos Boulevard Business Distribution
8. North 40 Draft Development Parameters Table
9. Letter from Don Capobres, Senior Vice President, Development, Grosvenor

Previously Distributed with August 15, 2012, Desk Item

10. Public Comments
11. Public Comments

Previously Distributed with August 21, 2012, Staff Report

12. Gen Y and Empty Nester Residential Design Summary
13. Excerpt from the Draft Affordable Housing Overlay Guidelines - Cottage Cluster Residential Product Type
14. Correspondence from AC Member Matthew Hudes

Distributed with this Desk Item

15. Email from Mark Brodsky dated August 15, 2012 (four pages)
16. Letter from Don Capobres, Senior Vice President, Grosvenor Americas
17. Email letter from Don Capobres, Senior Vice President, and Alan Chamorro, Vice President, General Manager, Grosvenor Americas

Wendie Rooney

From: Mark Brodsky <brodsky.mark@gmail.com>
Sent: Sunday, August 19, 2012 8:57 PM
To: Wendie Rooney; Arlene Holmboe; Cindie Taylor
Cc: Greg Larson; BSpector; Joe Pirzynski; Timothy Lundell
Subject: North 40 Historical Information, perhaps overlooked
Attachments: Los Gatos Weekly Times Feb 24 1999.jpg

Dear Los Gatos Staff,

Would you be so kind as to forward this message on to all the participants of the North 40 Commission and Planning group.

I was unable to find a complete email list of those involved.

Thank you

Mark Brodsky

One gets but one chance to make a first impression and; since I've yet to meet many on the committee, perhaps I do need to explain why my call for a bold North 40 design seemed a bit "enthusiastic".

I am most hopeful that we will be finally able to make the North 40 become a world class development richly needed by the community.

As the attached 1999 Weekly Times OP ED indicates, I've been hoping for this for over a decade. A lot of time and discussion has gone into defining the highest use of this site for a long, long time.

The difference now is that Grosvenor is the first partner with the resources and outlook to act in concert with our community's long term needs.

Many issues at Wednesday's meeting have been discussed at length previously. While they are still relevant concerns, some solutions may have already been proposed. Other issues were not mentioned.

Rather than provide you with even more reading material now, I would like to set up a time to meet personally with each one of you. I look forward to offering insight to items brought up Wednesday, as well some that seem to have been overlooked.

Of course as a former Mayor, I am well aware of Brown Act restrictions and will be careful not to violate any confidences.

We have a unique opportunity to work with a resource that will positively affect our town and city, and the region as a whole.

Think Local, and Act Global

Sincerely,

Mark Brodsky

PS The [www.Northlosgatos](http://www.Northlosgatos.com) site was created a long time ago, and has lots of pages because it was a visual summary of many, many points brought up in the design Charette. I particularly still like how North 40 linked to the community along Los Gatos Blvd <http://northlosgatos.com/page15.html> a road plan <http://northlosgatos.com/page19.html> and a below street level arcade addressing height on <http://northlosgatos.com/page20.html>

And, of course, the site reflects my bias to show how development can reduce traffic congestion throughout the town. As a 4 year member of the VTA Policy Advisory Committee, I can assure you of the limits of our county's ability to address our key requirements.

Do understand the site is not a fleshed out plan, just visual talking points. Years ago then Mayor Pirzynski thought some of the pages were "Disneyland". As a Monte Sereno resident I take that as a compliment. Walt first came to our Billy Jones before he built his park and the route of his railroad is a spot-on copy of ours.

However, Grosvenor is a bit more distinguished, and will add much more gravitas to the outcome.

Words can paint a raise picture or really

By MARK BRODSKY

Looking out my hotel room window, somewhere in Asia, I was struck by what I saw. There were alleyways, mixed-use commercial buildings, and a variety of housing types with pedestrian access, transit stops and interesting eateries. And all this done with the local charming style.

From the description alone it sounds just like what we want for Los Gatos, but it was not even close. Before me was a perfect example of unplanned development. The result was a car-choked, congested, overpopulated, reeking mess. A description alone would not do it justice. It requires a picture. The same can be said about all the concept documents for Los Gatos Boulevard created by the many varied commissions and groups. A lot of citizens and town leaders spent countless hours working out the thousands of words to describe what the community needs. The reports and findings still do not convey how to get the one thing we really want!

What we all really want is more of Los Gatos with less of the congestion! This is what many of us have asked for in editorials and letters. We want the small-town feel, local businesses not franchises, and a sense of community but without the rush of traffic. Well, if we want that small-town feel, then we need to provide homes and services for our growing children, teachers and elderly parents. If we want our local businesses to succeed against the big chains, then we need to get them more customers without the congestion more cars would bring.

And, if we want a sense of community without the rush, then we need to deal with the population growth that assaults us on all fronts, and channel these forces to our benefit. I created www.northlogatos.com to offer a plan to achieve this. This is a plan to build a

town and less of a mall. The website has plenty of words to describe the problems and pictures to show the vision of a workable future for Los Gatos. Please log on and take the tour.

The vision of what we build must come before we set the floor-area ratios, units per acre, and hosts of other important but secondary planning factors.

The Los Gatos we love was not sketched out with magic markers on a map. Individuals with a vision of making something better for themselves developed it. Individuals wanting something better than sprawl and malls preserved it over the decades.

I, too, want something better for myself and my family. For years I sought out leaders and architects who could lay out a path to a better future.

I have sat in county general plan reviews, Golden Triangle task forces, transit authority meetings, on and on ad nauseum. I've met with councilmembers, supervisors, congressmen, mayors, commissioners and others, asking how this valley could better re-focus growth to combat congestion. I'm almost embarrassed to cite how many letters I've written.

The result of this search is www.northlogatos.com, my vision for this corner of the valley (La Rincónada de Los Gatos).

It is not because my vision is better than others. The honest truth is that no group or individual has put together so comprehensive a plan. It is the lack of others' visions that makes www.northlogatos.com the best plan available to combat the problems of urban sprawl. If there were something better, I'd be happy to support it!

Until that happens, www.northlogatos.com is the most logical strategy to create more of Los Gatos with useful transit and affordable housing.

The problems of congestion demand that we follow such a strategy out of self defense. We can wait no longer. An estimated 150,000 vehicles are moving into our valley in

the next 10 years. Many of them will want to have dinner here, and that alone could choke us to death with love.

There are other reasons we need to act now. Log on to www.northlogatos.com and take the 10-minute tour of North Los Gatos. If you do not have a computer at home, please visit any library and ask the nearest teenager for help.

Our children already have a feel about how the world will be linked together in the future. www.northlogatos.com shows how we can begin to make the best links for them right here.

And please write or email me with your comments and suggestions. I'm going to need lots of help. Development at the North 40 will happen one way or another. It will require the strong will of many people to prevent the current plans from making our lives worse.

North Los Gatos is the better alternative and if the people here have enough desire to help, it could work!

Einstein said, "Our world is filled with inventive minds." He would have been amazed by the world of wonders in our Silicon Valley. All of us have the privilege to live next to the major center of innovation for our society. We now have the greatest ability to communicate ideas and designs and methods of funding than any other civilization in history. Let's use these abilities and make it work.

By the way, as I do hold down a full-time job, version 2.4 of the site still has some kinks. The questionnaire is flaky, and you will need to explicitly email me at mark@northlogatos.com or mark@mlaser.com. Rome was not built in a day but the rent is due every month.

Mark Brodsky is a Monte Sereno resident. He was involved in the development of the Los Gatos Boulevard Plan and was active with the Los Gatos Boulevard Community Association.



GROSVENOR

August 20, 2012

Ms. Wendie Rooney
Community Development Director
Town of Los Gatos
110 East Main Street
Los Gatos, CA 95030

Re: School Impact

Dear Ms. Rooney:

We would like to submit this letter and the attached email as part of the North 40 Specific Plan Advisory Committee's meeting packet for August 21, 2012. The attached email was sent to members of the City Council as well as members of the Board of Trustees for the Los Gatos Unified School District.

The main points are:

- For a variety of reasons, the Los Gatos Unified School District finds itself in a very difficult budget situation. This is compounded by the District's dependence on property tax increases due to its State funding methodology. The District is forecasting budget deficits in excess of \$1 million over the coming years.
- The bulk of the North 40 property has some of the lowest property tax basis in the Town due to the long term ownership by the Yuki Family and its unimproved status. The Albright property will not experience such a property tax lift as this property has been improved over time.
- By generally using the development standards that the Advisory Committee is gravitating towards, the property tax generation on just the District's side of the property, will be in the \$1 million range ANNUALLY at build-out. There will be over \$1 million in impact fees generated.
- These standards present a density level that is significantly below what was studied in the General Plan. The District's student generation projections, as outlined in the staff report, now show, in a worst case scenario, 100 students being generated in K-8 over a ten year period. These generation numbers do not even factor in the housing product that the Advisory Committee is contemplating which will be more targeted towards the demographics without children. It is very likely that students generated will be significantly less.
- A property tax lift will be experienced almost instantaneously when/if the Yuki lands are entitled and ultimately sold. We are not able to provide details of that transaction due to contractual obligations; however, we have purchased a relatively small single family lot recently that was contained within the Yuki family-controlled land. The previous tax assessment was \$21,259. The current property tax assessment is \$928,000. This represents a 4250% increase—and we have not built anything.

We understand we have more work to do and we are simply seeking the opportunity to get to the starting line with the Town. The Advisory Committee has done a lot of work and has provided us with much inspiration and direction. The next step must now be to earnestly begin drafting the Specific Plan and begin study of the environmental impacts.

We do not plan to present at the podium Tuesday night but would be happy to handle any questions that the Advisory Committee or staff have regarding this issue.

Sincerely,



A. Don Capobres
Senior Vice President
Grosvenor Americas

cc: Alan Chamorro

From: Alan Chamorro
To: "bspector@losgatosca.gov"
Cc: [Don Capobres](#)
Subject: The North 40 project: A timely opportunity for Los Gatos
Date: Friday, August 03, 2012 3:28:00 PM

**To: The North 40 Specific Plan Advisory Committee
c/o Committee Chair and Vice Mayor Barbara Spector:**

Greetings –

We hope you are having an enjoyable summer. We are writing to update you with recent information about the Los Gatos North 40 project that we urge you to consider as the Town continues its work on the North 40 Specific Plan in August.

The establishment of communities is one of the oldest American pastimes. These can be epicenters for innovation and the cultivation of new ideas. Places for parents to watch their children grow up and for those to rest after a lifetime of hard work. These places can ebb and flow with the passage of time but hopefully maintain the spirit of the past all while embracing the needs of the future. This desire for community is one of the few things that most people, no matter where they reside, have in common with one another.

Over time, idealistic plans for land development have become vastly more complicated, time-consuming, and expensive to make tangible. Yet, we still believe the fundamental goals are the same – thoughtful, respectful land use nurtures vibrant communities that make our lives better.

Today in Los Gatos we have the opportunity to do just this with the North 40 property. While we work together to plan and create a new Uptown neighborhood to fulfill unmet needs for Los Gatans on the north end of Town, we can also generate vital revenue for the Town and our schools. But we need to capitalize on this opportunity while we can.

According to estimates by consultants, and generally using the existing town standards as a guide for development, the North 40 development could:

- Generate more than \$1 million in additional annual property tax revenue for Los Gatos schools, two-thirds of it going to the Los Gatos Union School District.
- Generate more than \$1 million in one-time land use impact fees for the Los Gatos school districts.
- Depending upon the amount and makeup of retail planned into the project, generate significant, recurring, sales tax revenue for the Town to use for programs and services.

It should also be noted that these figures are based on significantly lower densities and impacts than those currently studied in the General Plan. We are pleased to make our consultants available to the Town, and will periodically revise and update these estimates as the project becomes more defined.

Couldn't our schools use this new revenue to restore needed and recently cut programs and services?

Couldn't the increased property tax base and new sales tax revenue help Los Gatos recover from budget constraints on town services and programs?

For decades now, town officials, school district leaders, merchants, residents and others have expressed their aspirations and concerns for the North 40.

We continue to work with the Town to thoughtfully plan the North 40. We are listening and we hear you.

In recent months, we have received clear guidance from the Town Council and the North 40 Specific Plan Advisory Committee that any plans for the North 40 should:

- Trim planned housing and retail development to be in line with existing Town standards and density levels.
- Present a commercial program that meets the needs of Los Gatos, specifically those in the north end of Town.
- Create residential designs that provide a mix of housing in a multi-generational setting and a walkable mixed-use environment, similar to the rest of Los Gatos.

Grosvenor is a privately-owned property group, active in some of the world's most dynamic cities. We recognize that our future success as a business is tied to the sustainable growth of the communities in which we have a presence. As a long-term owner and investor, we have a vested interest in helping to create attractive and vibrant communities where people want to live, work and play.

Building places can be fairly easy to do. However, building a community is something that requires patience and thoughtfulness and this is something we have been unwilling to compromise. We look forward to continuing with the Town's process and also to moving forward and realizing the potential that high-quality development on the North 40 can provide.

We are committed to collaborate with the community and will work hard to make the North 40 a community Los Gatos can point to with pride. It will be worth it, but it won't be easy. We need everyone to do their part to find solutions to obstacles and keep the process moving toward fruition.

We are at your service to answer any questions. Please feel free to email or call us at any time.

Warmest regards,

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