



MEETING DATE: 04/18/11
ITEM NO. 1

COUNCIL AGENDA REPORT

DATE: April 12, 2011
TO: MAYOR AND TOWN COUNCIL
FROM: GREG LARSON, TOWN MANAGER *Greg Larson*
SUBJECT: NORTH 40 SPECIFIC PLAN UPDATE

BACKGROUND:

As noted in the February 7, 2011, Town Council report approving the contract with RRM, Staff recommended providing a monthly status report to the Town Council on the progress of the specific plan. This is the first of such reports, and it is anticipated that the majority of these reports will be included on the Consent Calendar for informational purposes. The reports will be structured to provide a summary of recent accomplishments and next steps. If the need arises for more Town Council discussion and direction at particular milestones throughout the process, staff will include a discussion section as well as a recommendation.

Finally, pursuant to the Planning Commission's existing practices, the Commissioners who serve on the GPC will provide regular updates to the Planning Commission during the specific plan process.

RECENT ACCOMPLISHMENTS:

- On March 30, 2011, a kick-off workshop was held with the Town Council, Planning Commission, and North 40 Advisory Committee. Activities included brainstorming and a tape dot exercise to identify and prioritize issues and items of importance.
- Community workshop #1 was held on April 2, 2011, at Calvary Church. Approximately 60 residents attended the workshop. The same prioritization exercises used at the kick-off meeting were done at the community meeting.
- The first meeting of the North 40 Advisory was held on April 7, 2011. RRM Design Group summarized the results from the March 30 and April 2 workshops (see attachment 1), and the group discussed various issues including school impact, senior living, the economic study that is in progress, and linkage between the North 40, Los Gatos Blvd. and Downtown. In

PREPARED BY: *WRR* Wendie R. Rooney, Director of Community Development

Reviewed by: *PS* Assistant Town Manager *AT* Town Attorney _____ Clerk _____ Finance
Community Development

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April 11, 2011

addition the Committee agreed to add another meeting prior to the drafting of the specific plan to discuss development and design standards. This meeting will occur on June 29, 2011, from 6:00 p.m. to 8:30 p.m.

NEXT STEPS:

- Community workshop #2 will be held on May 18, 2011, at Calvary Church from 6:00 p.m. to 8:00 p.m. A visual preference survey that will focus on building form and style, public spaces, street standards, open space, etc., will be presented. In addition, BAE, the Town's economic consultants, will be presenting preliminary findings on the market study that is presently underway.
- The North 40 Advisory Committee will meet on Thursday, May 19, 2011, to debrief on the community workshop.
- An advisory committee meeting has been added to the schedule; the meeting will be held on June 29, 2011, from 6:00 p.m. to 8:30 p.m. to discuss development and design standards.

Attachments:

1. April 7, 2011, North 40 Advisory Committee Agenda and attachments

WRR:SD:ct



AGENDA
TOWN OF LOS GATOS
NORTH 40 SPECIFIC PLAN ADVISORY COMMITTEE
THURSDAY, APRIL 7, 2011
6:00 P.M. TO 8:30 P.M.
TOWN COUNCIL CHAMBERS LOBBY
110 E. MAIN STREET
(408) 354-6874

Verbal Communications (three minute time limit)

1. Introductions
2. Project Process – Where we are in process
3. Review of Kickoff Workshop and Community Workshop Results
4. Compare and Contrast Workshop Results
5. Next Steps

DISTRIBUTION:

North 40 Specific Plan Advisory Committee
Town Council, Planning Commission
Los Gatos Library
Greg Larson, Town Manager
Pamela Jacobs, Assistant Town Manager
Wendie Rooney, Community Development Director
Sandy Baily, Planning Manager
Suzanne Davis, Project Planner
Todd Capurso, Director of Parks and Public Works
Scott Seaman, Chief of Police
Regina Falkner, Community Services Director
Debbie Rudd, Jami Williams - RRM Design
Don Capobres, Whitney Sylvester - Grosvenor

The Town of Los Gatos has adopted the provisions of Code of Civil Procedure Sec. 1094.6; litigation challenging a decision of the Council must be brought within 90 days after the decision is announced unless a shorter time limit is require by state or federal law.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Suzanne Davis at (408) 354-6875. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to this meeting (28 CFR Section 35, 102-35.104).

Writings related to an item on this meeting agenda distributed to members of the committee within 72 hours of the meeting are available for public review at the front desk of the Community Development Department between the hours of 8 a.m.-1 p.m., Monday through Friday, and the Town Clerk's Office and Town Library during regular business hours, at 110 E. Main Street. Copies of desk items distributed to members of the committee at the meeting are available for view in the Town Council Chambers Lobby.

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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 30th. 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, 2011

NORTH 40 SPECIFIC PLAN
TOWN OF LOS GATOS

CATEGORY	GREEN DOTS	RED DOTS
Essence of Los Gatos		
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
TOTAL:	30	0



TOWN COUNCIL PLANNING COMMISSION AND ADVISORY COMMITTEE KICKOFF WORKSHOP
 DOT EXERCISE RESULTS
 Wednesday, March 30, 2014

NORTH 40 SPECIFIC PLAN
TOWN OF LOS GATOS

CATEGORY	GREEN DOTS	RED DOTS
Land Use		
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
TOTAL:	55	19
Architectural Character		
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
TOTAL:	30	8



TOWN COUNCIL, PLANNING COMMISSION AND ADVISORY COMMITTEE KICKOFF WORKSHOP
 DOT EXERCISE RESULTS
 Wednesday, March 30, 2011

NORTH 40 SPECIFIC PLAN
 TOWN OF LOS GATOS

CATEGORY	GREEN DOTS	RED DOTS
Public Spaces		
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
TOTAL:	32	4
Circulation		
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
TOTAL:	18	0
Miscellaneous/Ideas and Issues		
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
TOTAL:	21	4

NORTH 40 SPECIFIC PLAN
Community Workshop #1 Summary
April 2, 2011

The Town of Los Gatos held its first North 40 Specific Plan community workshop on April 2nd, 2011 at the Calvary Church in Los Gatos. This workshop was held on a Saturday morning to encourage those who may not be able to participate on a weeknight evening. Approximately 60 people attended the workshop with many of those in attendance indicating that they were long-term residents. The purpose of this kickoff was to inform the community of the Specific Plan process and to gather feedback regarding overall town essence, land use, circulation, public spaces, and architectural character. The public 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 participant 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 has many trees and has a rural feeling
- Views of the mountains are an important component of the community and should be preserved
- Los Gatos is an environmentally-friendly community
- Los Gatos is a walkable community with pedestrian linkages and bike routes
- Los Gatos has many trails and bikeways
- Los Gatos does not have any big shopping centers
- Los Gatos is a historic community
- Los Gatos is a people-friendly town
- Los Gatos is a small charming town

Least Support

Only positive and mixed results were received in the Essence of Los Gatos category.

Mixed Results

- "Not urban - low density, not tall, orchards" received mixed results with 4 green and 3 red
- There was twice as much opposition to tall buildings as there was support

Land Use

Highest Support

- Develop an integrated vision for the North 40 site, Los Gatos Boulevard and the town
- Active recreation area
- Senior housing/assisted living (rental)
- Underground parking

- Other open spaces developed before North 40
- Small businesses
- Local family restaurants
- Environmental consideration (fewer mitigation measures)
- Long-term vision

Least Support

Only positive and mixed results were received in this category.

Top Mixed Results

- The concept of a new school was strongly supported with 8 green dots, but also somewhat opposed with 5 red dots.
- Medium or small box stores received equal amounts of support and opposition, with a total of 4 dots (2 red, 2 green).

Architectural Character

Highest Support

- 360° architecture
- Architecture that complements the existing town character
- Pedestrian-friendly design
- Diversity/eclectic architectural design

Least Support

Buildings with blended color (no standouts) received no support and 4 red dots in opposition.

Mixed Results

- Parking behind buildings received slightly more opposition than support (3 red dots, 2 green dots).
- Victorian style design was mostly disliked (3 red dots), with 1 green dot in support.

Public Spaces

Highest Support

- Performing arts venue
- Event/festival area
- Connection to Vasona Trail
- A venue similar to Pruch Park - farm, park, classes
- Water play area
- Orchard
- Park
- Small gathering spaces (public)
- Farmer's market
- Flower gardens (colorful)

Least Support

Only positive and mixed results were received in the Public Spaces category.

Top Mixed Results

- The dog park was a very contentious issue with 12 green dots in support and 13 red dots in opposition.
- A fountain or other water feature was supported more than 2-to-1 over opposition to the concept (7 green dots, 3 red dots).
- A linear park, similar to Riverside Park in New York or those found in Portland, was mostly supported with 7 green dots, but there was some opposition to the concept with 2 red dots.

Circulation

Highest Support

- Community members are very concerned about the traffic impact on Los Gatos Boulevard (18 green dots) and somewhat concerned about the traffic impact on Lark Avenue (8 green dots).
- Community members would like the project to incorporate a pedestrian-friendly design.
- Community members would like to see bike lanes incorporated into the project.

Least Support

There were no items in the Circulation category that received a strong lack of support.

Mixed Results

There were no noteworthy items of contention in this category.

Miscellaneous Ideas and Issues

Highest Support

Saving the orchard received an overwhelming amount of support, with 13 green dots. It was observed that most of these came from a single community member.

Least Support

Stepped back buildings were opposed with 3 red dots.

Mixed Results

A movie theater was mostly opposed (3 red dots), with 1 green dot in support.



COMMUNITY WORKSHOP #1
DOT EXERCISE RESULTS
Saturday, April 2, 2011

NORTH 40 SPECIFIC PLAN
TOWN OF LOS GATOS

CATEGORY	GREEN DOTS	RED DOTS
Essence of Los Gatos		
Trees and rural setting	10	0
Preserve views of mountains	9	0
Environmentally friendly	9	0
Walkability - pedestrian linkages, bikes	7	0
Trails and bikeways outdoors	7	0
No big shopping centers	6	1
Historic	6	0
People-friendly	6	0
Small charming town	5	0
Los Gatos is not urban - low density, not tall, orchards	4	3
No tall buildings	4	2
Links surrounding communities	3	0
Desirable destination	3	0
Highly regarded schools	2	0
Community, excellence - school, vision	1	0
Diversity, eclectic - architecture, people	1	0
Town vs. city	1	0
Varied topography	1	0
Gateway to mountains	0	0
TOTAL:	85	6



COMMUNITY WORKSHOP III
 DOT EXERCISE RESULTS
 Saturday, April 2, 2011

NORTH 40 SPECIFIC PLAN
 TOWN OF LOS GATOS

CATEGORY	GREEN DOTS	RED DOTS
Integrated vision (Los Gatos Boulevard, whole town, North 40)	15	0
New school (elementary, no pre-fab)	8	5
Rec area (active)	7	0
Senior housing/assisted living (rental)	7	0
Underground parking	6	0
Other open spaces developed before North 40	6	0
Small businesses	5	1
Local family restaurants	5	0
Environmental consideration (lower mitigation measures)	5	0
Long-term vision	5	0
Farm land	4	0
No big box center (Home Depot, Costco, BBB, Nordstrom)	4	0
Variety of uses (retail)	4	0
Mixed income residential	3	1
Small parking lots/no large surface lots	3	0
Develop Infill areas first	3	0
No medium or small box	2	2
Density in the right places	2	1
Coordinate with Netflix development	2	0
Parking structures (well designed, sound buffer)	2	0
Well articulated large pad	1	2
Low impact on schools	1	0
No Costco	1	0
Needed uses in appropriate building forms	0	0
TOTAL:	101	12



COMMUNITY WORKSHOP #1
 DOT EXERCISE RESULTS
 Saturday, April 2, 2011

NORTH 40 SPECIFIC PLAN
 TOWN OF LOS GATOS

CATEGORY	GREEN DOTS	RED DOTS
Architectural Character		
360° architecture	12	0
Complement existing town character	11	0
Pedestrian-friendly designs	8	0
Diversity/eclectic	7	0
Blended and integrated architecture	4	0
Not strip mall	4	0
Buildings set back from Los Gatos Boulevard	3	0
Tuscan-Mediterranean	3	0
High quality	3	0
Balance high buildings with open space and low buildings	3	0
Parking behind buildings	2	3
Craftsman	2	1
Historic preservation	2	1
No Mission	2	1
Not modernist	2	1
Designate where high buildings go	2	0
Victorian	1	3
4 story max	1	2
Evolved over time	1	0
Small scale	1	0
No prefab	1	0
Authentic second story	1	0
Maximize views inward and outward	1	0
Incorporate historic elements	1	0
Blended color (no standout buildings)	0	4
TOTAL:	78	16



COMMUNITY WORKSHOP #1
DOT EXERCISE RESULTS
Saturday, April 2, 2011

NORTH 40 SPECIFIC PLAN
TOWN OF LOS GATOS

CATEGORY	GREEN DOTS	RED DOTS
Public Spaces		
Dog park	12	13
Performance venue	11	0
Event/festival area	10	0
Connect Vasona Trall	9	0
Pruch Park - farm, park, classes	9	0
Water play area	8	0
Fountains - water feature	7	3
Linear park (see Portland, Riverside Park-NY)	7	2
Orchard	6	0
Park	5	0
Small gathering spaces (public)	5	0
Farmer's market	5	0
Flower gardens → color	5	0
Pocket parks	3	0
Community garden	3	0
Publicly accessible	2	1
TOTAL:	107	19
Circulation		
Traffic impact on Los Gatos Boulevard	18	1
Pedestrian-friendly design	11	0
Traffic on Lark	8	0
Bike lanes	6	0
Meandering walkways	3	0
Minimal driveways	3	0
Blend Los Gatos Boulevard design	2	0
Divert around historical trees	2	0
Parking in back	2	0
Alleys	1	2
Revisit southbound ramp at Hwy 85	1	1
TOTAL:	57	4



COMMUNITY WORKSHOP #1

DOT EXERCISE RESULTS

Saturday, April 27, 2011

NORTH 40 SPECIFIC PLAN
TOWN OF LOS GATOS

CATEGORY	GREEN DOTS	RED DOTS
Miscellaneous Ideas and Issues		
Save the orchard	13	0
Art/landscaping to depict/preserve ag history	3	0
Arts and crafts	3	0
Linked walkways between buildings (e.g. Santa Barbara, San Luis Obispo)	2	0
Outdoor dining	2	0
Movie theater	1	3
No mistakes like the new Safeway (height)	1	0
Tennis courts	1	0
Community arts center	1	0
Stepped back buildings	0	3
Need storm drains and sewers	0	1
Los Gatos Boulevard gateway treatment	0	0
Appreciate local context SR85/SR17 - this is not downtown	0	0
	TOTAL:	
	27	7

April 7, 2011

Similarities

- Town is walkable
- Town has a strong education system
- Town enjoys the setting and views of mountains
- Pocket park(s) should be incorporated into the project
- Performing arts venue should be incorporated into the project
 - Indoor (TC/PC/AC)
 - Outdoor (Community)
- An orchard or preservation of farm land is desired
- Senior housing should be incorporated into the project
- 360° architecture should be incorporated into the project
- Project should be pedestrian oriented/friendly/scaled
- Architectural styles should be diverse/eclectic
- Architecture should appear as if it developed over time
- Tallest buildings should be centrally/strategically located
- Traffic impacts on Los Gatos Boulevard and Lark Boulevard should be studied
- Bike lanes and paths should be incorporated into the project
- Meandering streets and pathways should be incorporated into the project
- Alleys (buildings front onto alleys or allow for service) should be incorporated into the project
- Outdoor dining should be incorporated into the project
- Mix of uses – residential, commercial, outdoor gathering spaces

Items for Discussion

- Dog park
- Elementary school
- Large commercial footprints
 - Medium and small box stores (Community)
 - Big box stores (Community)
 - Large pad commercial, Target, destination retail (no Costco) (TC/PC/AC)
- Hotel and conference center (TC/PC/AC)
- Long-term vision and holistic vision (Community)
- Parking - behind buildings, underground, well design (Community)
- Public outreach
 - Privately owned property (City not developing, City leading outreach effort and Specific Plan)
 - Community survey for General Plan
 - Young families representation

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