



MEETING DATE: 08/15/11
ITEM NO. 13

COUNCIL AGENDA REPORT

DATE: August 10, 2011
TO: MAYOR AND TOWN COUNCIL
FROM: GREG LARSON, TOWN MANAGER
SUBJECT: NORTH 40 SPECIFIC PLAN UPDATE

RECENT ACCOMPLISHMENTS:

- In an effort to address the questions that were raised at the May joint Town Council and Planning Commission meeting, the North 40 Advisory Committee met on June 29, 2011, and discussed school impacts and General Plan Policies that help guide the North 40 Specific Plan development, and reviewed a conceptual district plan that illustrated the relationship between the various districts (lower density residential, higher density residential, neighborhood retail, destination retail with office, destination retail with residential, entertainment anchor, etc.).
- The online visual preference survey ended on July 1, 2011. A total of 549 responses were received. The survey results will be provided in next month's update.
- An archaeological report was completed as part of the environmental analysis for the specific plan. Biological and historical evaluations are in progress.
- Bay Area Economics (BAE) submitted a draft Market Study and Business Development Strategy.
- The North 40 Advisory Committee met on August 4, 2011. Jessica von Borck presented findings from the draft Market Study, which was followed by a question and answer period. The Committee also discussed possible land uses and participated in a hands-on conceptual brainstorming exercise, which resulted in three different site plans for the various commercial and residential components.

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

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

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ADVISORY COMMITTEE MEETING ATTENDANCE:

The North 40 Advisory Committee (N40 AC) is comprised of the nine General Plan Committee (GPC) members and seven former General Plan Update Advisory Committee (GPAC) members. The N40 AC has held four committee meetings in addition to the joint Town Council, Planning Commission, and N40 AC Kick off meeting in March. Of the five meetings, only one was not on the original schedule that was distributed to members when the committee was formed.

There have been considerable committee member absences over the five meetings. This is partially due to the recently resignation of two GPC members who had work conflicts with the meetings. However, there are also three former GPAC members and two GPC members who have two or more absences. One in particular, Perry Hariri has not attended any meetings. Numerous attempts to contact him via email, phone and mail have failed; thus, staff is assuming he has relocated from Los Gatos. Two other former GPAC members have missed two meetings.

One of the principal concerns with the absences is that the committee meetings are intended to build on one another; consequently, when there are excessive absences, committee members are missing important links or foundations between the various meeting topics. Ultimately, these topics will help drive the specific plan development, and it is very important to have a well-informed committee to advise staff during this process.

The Town Council's policy on attendance requirements for all Town Commissions, Committee, and Boards (Resolution 2011-012) provides direction for regular standing advisory bodies; however, it does not address ad hoc advisory bodies such as the N40 AC. Overall, staff anticipates another two to three committee meetings for a total of approximately eight meetings. The most similar standing advisory body is one that meets 6 or more times within a 12 month period; and the allowed absences per the Council policy are 3 meetings. Based on this policy, staff would recommend that the same standard apply to the N40 AC. Should the Town Council agree with the staff recommendation, staff will inform committee members of this policy.

TOWN COUNCIL'S ROLE ON INPUT/DIRECTION DURING THE SPECIFIC PLAN DEVELOPMENT PROCESS:

Staff is requesting clarification from the Town Council on a procedural matter relative to the N40 AC role. Resolution 2011-010, the resolution establishing the N40 AC outlined the committee's role as follows:

Committee Role

The Committee shall serve as an advisory body that provides community input on product tasks associated with the update and completion of the North 40 Specific Plan. The role of the N40 Advisory Committee is to:

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- Work with staff and the consultant to review and refine the Specific Plan at key milestones
- Participate in community workshops
- Disseminate reports to Commissions and Council
- Review the Draft Specific Plan and make recommendations to the Planning Commission and Town Council

Moreover, in the February 7, 2011, Town Council staff report that outlined the options for an advisory committee, it was noted that staff would provide monthly status reports to the Town Council. The staff report further noted that throughout the process there will be a number of elements of the specific plan process that will require Town Council direction or concurrence.

In regards to the process, staff has interpreted both of these statements to provide direction that if and when a substantive issue occurred at the committee-level that warranted Town Council input, the issue would be raised to the Town Council for review to ensure the process results in an end product reflective of Council preference and direction. In discussions with a committee member, it appeared that the expectation was that the N40 AC would provide its recommendation and that would stand until such time during the specific plan adoption process the Town Council weighed in on the matter. Finally, it is important to note that this has not occurred at this point; however, to ensure good communication between staff and the committee and to address expectations, staff felt it would be prudent to seek Town Council's input and direction on this procedural matter.

NEXT STEPS:

- An additional North 40 Advisory Committee meeting was scheduled for September 22, 2011.
- Review of results from the August 4th concept site planning exercise.
- Development of building form sketches and vignettes, site plan with height zones, sections and axonometric perspectives.

Attachments:

1. June 29, 2011 Advisory Committee Minutes
2. August 4, 2011 Advisory Committee Minutes

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TOWN OF LOS GATOS
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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.

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.

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 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

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 there is 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.

- 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:



Suzanne Davis, AICP
Senior Planner

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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, Gina Robinos, Samuel Munoz

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 assessment area. Opportunities and strategies have been developed for the North 40. The retail trade area was identified. The retail trade area increased by about 5% from 2000 to 2010. The population of the Town is projected to increase 2 to 5% by 2020 while the retail trade area will increase by about 5%. 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.

- 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 known what the community wants. A theme can be articulated through architecture, types of businesses, and/or signage.

- 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
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- 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