

TOWN OF LOS GATOS
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SUMMARY MINUTES OF THE NORTH 40 ADVISORY COMMITTEE MEETING OF THURSDAY, MAY 19, 2011, HELD IN THE TOWN COUNCIL CHAMBERS LOBBY, 110 E. MAIN STREET, LOS GATOS, CALIFORNIA.

ATTENDANCE

Members present: Barbara Spector, John Bourgeois; Marcia Jensen, Marico Sayoc, Barbara Cardillo, Todd Jarvis, Jim Foley, Tim Lundell, Dan Ross Deborah Weinstein, Gordon Yamate

Members absent: Joe Pirzynski, Chuck Sloan, Marissa Miller, Perry Hariri

Staff present: Wendie Rooney, Director of Community Development; Suzanne Davis, Senior Planner; Fletcher Parsons, Civil Engineer; Jessica von Borck, Economic Vitality Manager; Joel Paulson, Senior Planner; Jennifer Savage, Associate Planner; Jarett Blaskey, Parks & Public Works

Town Consultants: Debbie Rudd, Jami Williams and Lance Wierschem, RRM Design Group; David Shiver and Ray Kennedy, Bay Area Economics

Project Team: Paula Krugmeier, BAR Architects, David Janes, SGPA; Bill Callaway, SWA; Don Capobres and Whitney Sylvester, Grosvenor;

Public present: Carol Lind, Lee Quintana, Fred Rehhausser

OPENING REMARKS

The meeting was called to order by *Barbara Spector*. Self-introductions were made.

Debbie Rudd explained that the purpose of the meeting is to provide background, present preliminary findings of the on-going market study, view a concept plan and vision, and participate in a visual performance survey. She briefly reviewed the specific plan process and showed progress to-date.

Jessica Von Borck introduced Ray Kennedy and David Shiver from Bay Area economics (BAE).

MARKET STUDY

David Shiver commented that BAE was tasked by the Town to conduct a market study for the North 40 and other commercial areas in town. BAE has been studying retail, office and hotel and meeting facilities. Findings are preliminary and will be refined to as the process moves forward. A leakage analysis has been done to determine what residents are purchasing out of Town and what types of products are bought in Town. Basic trends show a decline in 2009 with a rebound

in retail sales in 2010. Data is show with and without Netflix included (Netflix accounted for 44% of sales tax in 2010). Evaluation of business districts indicates that the Downtown had a decline and is now rebounding. Los Gatos Boulevard has stabilized and is showing a slight rebound.

Ray Kennedy commented that on a per capita basis the Town was doing well in retail sales in 2008, with overall sales declining since then.

David Shiver commented that restaurant and food stores are particularly strong for the Town versus the County. No sales are generated by general merchandise (Target, Costco, Macy's, etc.). Motor vehicle sales are still strong. Injections into the market also include health and personal care stores, food service. There is a need for building materials and garden equipment and supplies and general merchandise stores. On the office side, the Town has an 11% vacancy rate, which is lower than the region. Asking rents are above average. Hotel and lodging has strong occupancy and provides strong revenue. Town has outperformed the County in these categories. Main sources of demand include business travelers drawn by Downtown amenities, weekend leisure travel and wedding parties. The North 40 is a good location for a hotel given the location, high visibility and proximity to freeways. Meeting facilities are limited in Town and existing facilities are inadequate for corporate events and meetings. Demand is for facilities for 200+ people and has breakout space as well as modern technology.

CONCEPT PLAN AND VISION

Debbie Rudd commented that feedback has indicated a desire for a pedestrian oriented environment, creating a variety of open spaces, recognizing the site's history, sustainable and smart development practices

Don Capobres commented that the public outreach process works well with Grosvenor's operation and philosophy. The vision for the plan includes outdoor activities, sustainable, smart development, vibrancy, innovative, quality design. The objective is to create a timeless project with the following elements:

- Food: slow food movement, dining and outdoor cafes
- Health: wellness through lifestyle, outdoor activities
- Fun: areas for kids, places where people can congregate, arts/music venue
- Sustainable

Paula Krugmeier commented that community outreach has indicated a strong desire for a walkable environment. The focus so far has been more on public domain and spaces rather than design details. Goals are as follows:

Walkable district

- Mix of uses to north, residential to south
- Simple, clear circulation

- District heart
- Vistas and axes terminate in key views
- Sense of landmarks, space and variety
- Implement plan over time
- Edge development scaled down
- Multiple entrance points along Los Gatos Blvd.
- Ease of access to parking
- Traffic calming measures throughout project; promote pedestrian and bicycle activity
- Blocks and elements not oversized
- Building entries to activate streets
- Drought tolerant planting and landscape
- Streets and plazas that feel right, with facades and dimensions that provide a sense of place

Create variety of public spaces

Bill Callaway showed concept sketches of various areas including a central square (the heart of the district). Other key concepts are:

- Retention of large specimen trees
- Bring paving across intersections to allow spaces to be shut off for special events
- Entertainment plaza anchors the north end and provides a secondary arrival point
- The commons, open greens and pocket parks; could include a pool
- Orchard theme will be incorporated into the development

Paula Krugmeier talked about streets and having multiple entrances. Paseos and lanes can be used to break up buildings and provide a variety of outdoor spaces of varying sizes.

Variety of uses

David Janes discussed the wide range of retail uses that are being considered, a range of restaurants, from small café to larger restaurant, boutique hotel with up to 125 rooms, fitness center and office use. Anchoring ends of streets with larger tenants to create draw between areas. Like uses can be located together. He showed three sizes of retail spaces.

Create buffer to the freeway

Paula Krugmeier commented on the need to buffer the site from the freeways. A layering concept is being used, including landscaping and parking structures as buffers.

Scale down at the edges

- Wide sidewalk with heavy landscaping
- Lower height buildings along Los Gatos Blvd.

Reflect the property's history

Bill Callaway showed concepts including rows of flowering trees, specimen trees for a built over time look, and agricultural essence.

Multiple parking areas

David Janes commented that parking fields are being broken up and hidden by structures where possible. Where garages can be seen, heavy landscaping will be planted.

Paula Krugmeier commented that solar panels may be integrated into parking structures. Parking is being located so it is not fronting on Los Gatos Blvd.

Sustainable building practices

- Power field lighting and fountains with solar.
- Holistic approach to design

QUESTIONS AND COMMENTS

- *John Bourgeois* commented that he appreciates the difficulties in balancing the issues and demands of all the different groups. He felt that the Town does not want something that will compete with the Downtown. How will this development be different from the Downtown? *Don Capobres* noted that Grosvenor wants to do place making, high end residential, a market hall; more practical mixed use with a neighborhood serving component as well as regional draw retail. *Debbie Rudd* noted that the landscape and buildings can be designed at a different scale with good articulation.
- *Jim Foley* commented that the proposal is much better and classier than Santana Row. He would like to see a neighborhood oriented development.
- *Jessica Von Borck* commented that one of the goals of the economic study is identifying what the community's needs are, and then hopefully providing those types of uses which will be different from those in the Downtown.
- *Barbara Cardillo* would like a sense of how much retail will be supportive of the N40 neighborhood (restaurant and eclectic shops). *David Janes* stated that a neighborhood size retail component is about 100,000 square feet. A community center would be up to 300,000 square feet. He commented that they are relying on the leakage study to determine the most appropriate uses. The current concept includes up to 200,000 square feet of retail with a health or fitness center.
- *Gordon Yamate* commented on the level of activity and traffic in the Downtown versus what will be occurring in the North 40. *David Janes* noted that the City of Petaluma is developing retail sites outside of the downtown and the local business association was supportive of more retail that would actually assist the downtown area in advertising and bringing more shoppers to their community.
- *Barbara Spector* asked where comments should be directed. *Wendie Rooney* indicated that comments should go to Debbie Rudd at RRM Design Group.
- *Debbie Rudd* commented that perspective sketches will be shown at the June meeting.

VISUAL PREFERENCE SURVEY

Jami Williams explained the visual preference survey process. Voting is anonymous. Three topics will be discussed, public space, architectural style and building form. Participants voted on 46 slides within these categories. Survey results will be presented at the May 25, 2011 study session.

Debbie Rudd showed images that had strong support or opposition at the community workshop.

NEXT STEPS

- May 25, 2011 Town Council/Planning Commission Joint Study Session
- Concept design refinement
- June 29, 2011 Advisory Committee meeting
- Specific Plan draft

PUBLIC COMMENT

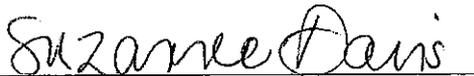
Lee Quintana commented that she was at the workshop last night and she voted the way the advisory committee did. She expressed concern about the proximity of the residential to the freeway and exposure to noise and air quality. There should be some written recognition of the Yuki family in addition to the orchard use. The online survey should reach out to all people, not just organized groups. She noted that Kaiser Permanente just put solar panels on all their garages.

Fred Rehhausser commented that there should be more outreach to North 40 property owners along Los Gatos Blvd.

ADJOURNMENT

The meeting was adjourned at 8:20 pm. The next Advisory Committee meeting is scheduled for June 29, 2011.

Prepared by:



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Senior Planner