

TOWN OF LOS GATOS
110 East Main Street, Los Gatos, CA 95032 (408) 354-6872

NOTES FROM THE NORTH 40 ADVISORY COMMITTEE MEETING OF MAY 16, 2012,
HELD IN THE TOWN COUNCIL CHAMBERS, 110 E. MAIN STREET, LOS GATOS,
CALIFORNIA.

The meeting was called to order at 6:00 P.M. by Barbara Spector.

ATTENDANCE

Present: Joe Pirzynski, Barbara Spector, John Bourgeois, Barbara Cardillo, Todd Jarvis, Gordon Yamate, Matthew Hudes, Tim Lundell, Marcia Jensen, Dan Ross, Marico Sayoc

Absent: Jim Foley, Deborah Weinstein

Town Staff: Wendie Rooney, Community Development Director; Sandy Baily, Planning Manager; Joel Paulson, Senior Planner; Jessica von Borck, Economic Vitality Manager

Town Consultants: Debbie Rudd and Jami Williams, RRM Design Group

Project Team: Don Capobres and Alan Chamorro, Grosvenor

1. INTRODUCTIONS/PURPOSE OF MEETING/OVERVIEW OF THE PROCESS

Barbara Spector outlined the expectations of the meeting.

2. DISCUSSION OF USES AND IDEAS WITHIN THE SIX PRINCIPAL LAND USE CATEGORIES THAT REQUIRE FURTHER DIRECTION

Restaurants

Matthew Hudes

- Commented that he would like to see an economic analysis that explores negative impacts to the rest of the Town. He does not support blanket uses without the data.

Todd Jarvis

- Commented that he is concerned about the regional draw distinction.

Joe Pirzynski

- Commented that the Downtown is a regional magnet and that the North 40 should serve the new North 40 neighborhood and immediate area.

John Bourgeois

- Commented that the existing uses on the site need to be addressed.

Marcia Jensen

- Asked if the plan would require Conditional Use Permits (CUP) for restaurants or not and if the existing regulations apply.

Todd Jarvis

- Asked if a hybrid approach was possible.

Marico Sayoc

- Asked if the Specific Plan can override existing policies.
- Commented that the Specific Plan should comply with town-wide policies.

Barbara Spector

- Commented that the Specific Plan will comply with Town standards unless otherwise documented in the Specific Plan.

Joe Pirzynski

- Commented that stand-alone bars are not appropriate except for the existing Boulevard Tavern.

Barbara Spector

- Agreed with *Joe Pirzynski's* comment.

John Bourgeois

- Asked if wine tasting in the Market Hall would be considered a stand-alone bar.

Joe Pirzynski

- Commented that a wine bar has more of a retail component.

Marcia Jensen

- Commented that a CUP should be required for restaurants and that all the uses need to be considered.

Tim Lundell

- Asked if a CUP for an existing stand-alone bar was a vested right.

Barbara Cardillo

- Asked if a hotel or performing arts center with a bar was considered a stand-alone bar.

Barbara Spector

- Asked the Committee if stand-alone bars should be permitted or require a CUP and stated that the Boulevard Tavern could remain.

Joe Pirzynski

- Commented that we need to define stand-alone bar.

Todd Jarvis

- Commented that a stand-alone bar is a primary use.

Gordon Yamate

- Commented that the opportunity for boutique bars should not be eliminated and that stand-alone bars should require a CUP.
- Commented that there should be an added level of review for stand-alone bars and that further considerations could be written.

Joe Pirzynski

- Commented that we need oversight because restaurants could impact downtown.
- Commented that we need to start with neighborhood-serving restaurants.
- Commented that we do not want to recruit restaurants.
- Commented that review of restaurants will have to consider impacts on Downtown and show how they are neighborhood serving.

Barbara Spector

- Agrees with Joe Pirzynski's comment that we need controls.

Tim Lundell

- Commented that we need controls.

Mathew Hudes

- Commented that he would like to see a restaurant capacity study based on square footage or seating.
- Stated that there was 154,000 square feet of restaurants in town with a mean size of 2,000 square feet and that it was difficult to specify types of restaurants.

Todd Jarvis

- Commented that the restaurant complexion may change and that we need controls.

Marico Sayoc

- Commented that it was not practical to require a CUP for every restaurant.

Barbara Spector

- Commented that we need to look at square footage and number of seats as well as the typical size and the overall number of seats in the area.

Marcia Jensen

- Asked what the link between square footage and number of seats is and stated that she wants a comprehensive review process.

Gordon Yamate

- Commented that dictating types of restaurants was problematic.
- Commented that we need restaurants that can serve large groups.

Mathew Hudes

- Commented that there should be a square footage maximum for restaurants, not a square footage maximum for categories of restaurants.

Barbara Spector

- Asked what the immediate area was.

Wendie Rooney

- Stated that the Council prioritized the unmet needs in the vision statement by: the North 40, surrounding neighborhood, major surrounding employers, and the Town.

Barbara Spector

- Commented that she does not want to include the whole Town.

Joe Pirzynski

- Asked what the neighborhood is since we do not know what will be included in the North 40.
- Commented that we cannot define square footage or type until we know the neighborhoods served.
- Commented that we need to holistically define what will not impact the Downtown, but will serve the immediate area.

Marico Sayoc

- Commented that the neighborhoods along Los Gatos Boulevard have unmet needs including family restaurants and restaurants for large groups like sports teams.

Todd Jarvis

- Commented that lunch diners have limited time and asked how far people will travel for dinner.

Marcia Jensen

- Commented that we need to know what the neighborhood is.

Barbara Spector

- Commented that we need to define the neighborhood.
- Asked if Los Gatos Boulevard is part of the neighborhood.
- Commented that a large venue for casual dining is an unmet need.
- Commented that we need further definition to define restaurant.

Marico Sayoc

- Commented that she does not want all chain restaurants.

John Bourgeois

- Commented that there should be a square footage cap for all restaurants and that he does not want a restaurant row.

Barbara Spector

- Asked if there was consensus for independent and formula restaurants and a total square footage for restaurants. (Consensus was achieved)

Barbara Cardillo

- Asked how developers determine the mix for restaurants.

Joe Pirzynski

- Commented that there should not be a theme for restaurants, there should be a significant eclectic mix, and there should be a focus on the historic buildings and agricultural use.

Mathew Hudes

- Commented that there should not be a theme.

Marcia Jensen

- Agrees with Matthew Hudes.

Barbara Spector

- Agrees with Matthew Hudes.

Recreation and Entertainment

John Bourgeois

- Add "Provide passive open space."

Joe Pirzynski

- Agreed with *John Bourgeois* and added that it should be integrated throughout the site in parking lots and transitional spaces like in Yountville where they incorporated vineyards.

Marcia Jensen

- Commented that open space is not landscaping in parking lots and that the open space should not be programmed space.

John Bourgeois

- Commented that the Market Hall should incorporate adequate natural open space.

Marico Sayoc

- Commented that she does not want small lot single-family.

Todd Jarvis

- Referenced a development in Roseville where open space was incorporated along roadways.

Barbara Spector

- Commented she wanted an open feel to the site with passive open space. (Consensus was achieved)

Dan Ross

- Commented that a multi-purpose facility may draw regionally and that the market should drive the size.

Barbara Spector

- Commented that a multi-purpose facility should serve the entire Town and that it needs to be large enough for conferences.

Joe Pirzynski

- Commented that there should not be a 200 seat amphitheater, but maybe a facility could be tied to a hotel.
- Commented that we need community space that can accommodate 200 people.

Marcia Jensen

- Asked if multi-purpose was different than meeting/conference space.

Tim Lundell

- Commented that a conference/community meeting space like in the City of Cupertino would be nice, but a revenue source will be needed to support it.

Barbara Spector

- Commented that she would like to see a 200-250 person venue incorporated into a hotel.
- Commented that a separate art show/cultural venue was not economically feasible. (Consensus was achieved)
- Remove the movie theater. (Consensus was achieved)

Marcia Jensen

- Commented that there is not a current policy regarding a Market Hall.
- Commented that a Market Hall is not a restaurant and not a farmers market.
- Asked if the individual uses in a Market Hall would require a CUP.

Barbara Spector

- Commented that the Market Hall should be agrarian and not include typical retail like clothing stores.

Matthew Hudes

- Commented that there should not be a CUP required for every stall.
- Commented that he would like a definition of a Market Hall.

John Bourgeois

- Commented that he did not want indoor sports specified.

Joe Pirzynski

- Commented that it's contradictory not to allow some version of a farmer's market on a different day than the Downtown farmer's market.

John Bourgeois

- Commented that he was leaning towards no farmer's market maybe even having the Market Hall closed on Sunday.

Joe Pirzynski

- Agrees with *John Bourgeois*.
- Commented that maybe the Market Hall takes care of the farmer's market role for the immediate area.

Barbara Spector

- Commented that other arts/crafts shows were not farmers markets and they may be appropriate.

Office

Barbara Spector

- Commented that Class A should be moved to column A.

Dan Ross

- Asked if there was any executive space included.

Joe Pirzynski

- Asked for a definition of Class A.

Marcia Jensen

- Asked what primary use means.

Barbara Spector

- Commented that she would allow office in column A.

Matthew Hudes

- Commented that the percentage and range will address the primary use issue.

Hotel

Joe Pirzynski

- Commented that the Specific plan should define the type of hotel.
- Commented that an extended stay hotel might be needed more than a high end boutique hotel, but the market will ultimately drive it.

Todd Jarvis

- Commented that he is concerned about an extended stay because they do not have meeting space.

Dan Ross

- Asked for the current occupancy rates of existing hotels, what the demand from Good Samaritan Hospital might be, and what size site is needed for a hotel.

Barbara Spector

- Commented that this information could be provided at the next meeting.

Barbara Cardillo

- Commented that midscale hotels are underserved in the STR Report.

Joe Pirzynski

- Commented that Good Samaritan Hospital families and doctors could use a hotel on the North 40.
- Commented he does not see a boutique hotel there; wants a business type hotel.

Barbara Spector

- Commented that the criteria needs to include meeting space for 200-250 people.

Marcia Jensen

- Commented that she does not want to label the type.
- Commented that we should look at midscale, extended stay, and hotel types to accommodate office users.

Retail

Joe Pirzynski

- Asked if we want medium size box retail.

Barbara Spector

- Asked if we want medium size box retail.

John Bourgeois

- Commented that he could support medium size box retail like an appliance store.

Barbara Spector

- Commented that “allow” should be removed from the medium size box comment.

Joe Pirzynski

- Agrees with *John Bourgeois* and *Barbara Spector*.
- Commented retail should address unmet needs, and criteria are needed to test against tenants.

Barbara Cardillo

- Commented that retail should be ancillary.

Matthew Hudes

- Agreed with *Barbara Cardillo*.

Joe Pirzynski

- Commented that the retail will be market driven.
- Commented that there needs to be controls. (Consensus was achieved)

Todd Jarvis

- Commented that there should be maximum square footages for various categories in retail and there may be a requirement for a CUP.
- Commented that we need to review and analyze the mix in Downtown.

Joe Pirzynski

- Commented that all eight controls in Exhibit I of Attachment 3 are possibilities.

Barbara Spector

- Commented that the Advisory Committee needs to weigh in more on the potential tools for controlling retail.

Barbara Cardillo

- Commented that she needs more clarification of the retail categories.

Barbara Spector

- Commented that we could review that at the next meeting.

Mathew Hudes

- Commented that we need to be careful about retail impacting Downtown.
- Commented that we need to analyze the impacts to Downtown based on the percentage of overall retail, and in broad categories what the probability of impacts is.

3. DISCUSS PROCESS/NEXT STEPS FOR JUNE MEETING

Wendie Rooney stated that another Advisory Committee meeting will be scheduled in June to cover the rest of Attachment 1 and discuss type and size of retail.

VERBAL COMMUNICATIONS

Len Pacheco

- Asked that healthy eating be encouraged.
- Commented that restaurants should use locally sourced products.
- Commented that he is concerned about a hotel competing with the Downtown hotels.
- Asked for occupancy rates of our existing hotels.

Dale Miller

- Asked what the neighborhood is.
- Commented that traffic is a concern.

Larry Arzie

- Commented that formula restaurants are okay.
- Commented that a food hall/outdoor market should be considered.
- Commented that outdoor sales should be allowed.
- Commented that limiting space size is the only way to protect Downtown.
- Commented that spaces under 3,000 square feet should not be allowed except to serve the neighborhood.

Rob Renning

- Commented that competition with Downtown should not be created.

Meeting adjourned at 8:45 p.m.

Prepared by:


Joel Paulson
Senior Planner