# MEMORANDUM

## COMMUNITY DEVELOPMENT DEPARTMENT

**To:** North 40 Advisory Committee

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

**Subject:** North 40 Advisory Committee Meeting Report

**Date:** May 31, 2012

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This memo outlines the topics, proposed process, and anticipated outcomes for the June 5, 2012, North 40 Advisory Committee (AC) meeting.

On May 16, 2012, the AC discussed four of the six general land use categories that required further direction. The Committee provided additional direction and reached general agreement on many of the uses within the four of the six general land use categories that were discussed.

**June 5, 2012 AC Meeting Scope:**

The Organizing Committee, Chair and Vice Mayor Barbara Spector and Council Member Joe Pirzynski, met with the Town Manager and Planning Manager to determine how best to proceed with this AC meeting.

The group decided that the AC would discuss the remaining two general land use categories (Residential and Retail) that require further direction. The AC will first discuss the Residential category, followed by discussion on defining the neighborhoods that the North 40 uses would serve, and lastly the Retail category. The attachments provided with the May 16, 2012, AC meeting packet (Attachment 1, Attachment 2, and Attachment 3, Exhibits A through M) contain information, including industry standards, that respond to many of the questions that the Committee members raised at their April meeting. This additional material is intended to help the Committee members with their analysis and discussion of the remaining two general land use categories (Residential and Retail).

Within the context of defining the uses that would address unmet needs, at the May 16 2012, meeting, the Committee discussed which neighborhoods would be served by the North 40. Defining these neighborhoods will be considered prior to beginning the discussion on the Retail general land use category. Attachment 4 outlines two potential neighborhood areas (Project site and adjacent area) that were discussed by the Organizing Committee. Staff has also provided Attachment 5, which contains a broader area for discussion regarding other potential neighborhood areas, such as extended Los Gatos and beyond Los Gatos as discussed by the Organizing Committee. To further assist discussion of unmet needs for these neighborhoods, Attachments 4 and 5 illustrate other existing regional and nearby neighborhood shopping centers. Staff and consultants will be available to answer questions on this material.

The anticipated outcome of this process is to further refine scoping of each of the two remaining general land use categories and determine neighborhood areas that will be served, as consistent with the vision, in an attempt to gain consensus from the majority of the AC. The Chair, assisted by staff and consultants, will lead a Committee discussion on the two remaining general land use categories and defining the neighborhoods that will be served by the North 40. Staff and consultants will record the comments and, if necessary, provide a brief synopsis of the similarities and differences of the AC member responses to formulate a collective direction.

**Next Steps (June 20, 2012 AC Meeting):**

To continue timely progress in completing the Specific Plan, another AC meeting has been scheduled for June 20, 2012. The Organizing Committee and Town staff will determine the structure and process for this meeting after the conclusion of the AC's work on June 5, 2012. The goal of the June 20, 2012, meeting will be AC decisions on the general land use category locations, adjacent uses, sizes, and densities, and possibly even conceptual plans for the North 40.

Attachments:

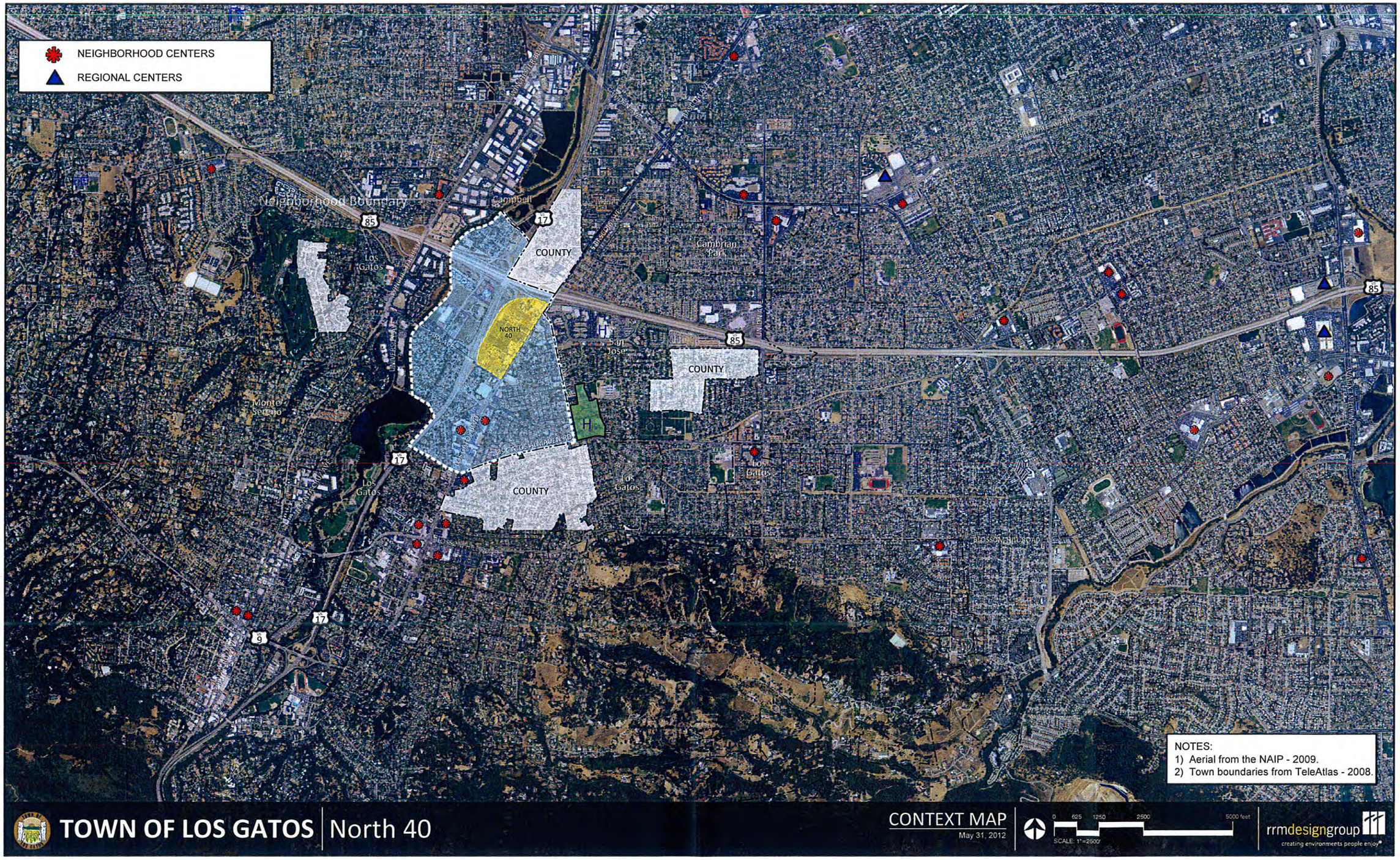
*Previously Submitted*

1. General land use categories, common ideas, and items that require additional discussion
2. AC meeting flip chart comments from April 24, 2012 meeting
3. Additional information provided by staff and RRM
   Exhibit A – Los Gatos restaurant sizes
   Exhibit B – 2011 Nadel retail tenant list
   Exhibit C – Photos of Rockridge Market Hall
   Exhibit D – Photos of Summerhill (Heritage Grove)
   Exhibit E – Office Summary
   Exhibit F – Los Gatos Lodge site background
   Exhibit G – Excerpt from Market Study regarding hotel needs
   Exhibit H – Information on different hotel types
   Exhibit I – Options for regulating retail
   Exhibit J – Generation Y and empty nester design summary
   Exhibit K – California School Financing
   Exhibit L – Neighborhood characteristics summary
   Exhibit M – Information regarding unmet demand from major employers

*Submitted with this Memo*

4. Map showing project site and adjacent area neighborhood designations
5. Map showing a broader area for other potential neighborhood designations such as extended Los Gatos and beyond Los Gatos
6. North 40 Vision Statement

NEIGHBORHOOD CENTERS
US 85
US 17
Campbell
Campbell
Los Gatos
WINCHESTER BLVD
COUNTY
S BASCOM AVE
Cambrian Park
Cambrian Park
UNIVERSITY AVE
LARK AVE
NORTH 40
San Jose
UNION AVE
COUNTY
NATIONAL AVE
Monte Sereno
LOS GATOS BLVD
LOS GATOS ALMADEN RD
SANTA CRUZ AVE
Los Gatos
COUNTY
Los Gatos
Los Gatos
NOTES:
1) Aerial from the NAIP - 2009.
3) Town boundaries from TeleAtlas - 2008.
TOWN OF LOS GATOS
North 40
NEIGHBORHOOD MAP
May 29, 2012
0 250 500 1000 2000 feet
SCALE: 1"=1000'
rrmdesigngroup
creating environments people enjoy®




**TOWN OF LOS GATOS** | North 40

CONTEXT MAP
May 31, 2012

## NORTH 40 VISION STATEMENT:

The North 40 reflects the special nature of our hometown. It celebrates our history, agricultural heritage, hillside views, and small town character. The North 40 is seamlessly woven into the fabric of our community, complementing other Los Gatos residential and business neighborhoods. It is respectful of precious community resources and offers unique attributes that enrich the quality of life of all of our residents.

## GUIDING PRINCIPLES TO ACHIEVE THIS VISION:

- The North 40 will look and feel like Los Gatos
- The North 40 will embrace hillside views, trees, and open space
- The North 40 will address the Town's residential and/or commercial unmet needs
- The North 40 will minimize or mitigate impacts on town infrastructure, schools, and other community services