

**From:** Sue Farwell  
**Sent:** Thursday, January 14, 2021 3:03 PM  
**To:** Monica Renn <mrenn@losgatosca.gov>  
**Subject:** Re: Community & Economic Vitality Discussion: January 19 at 7 p.m.

Monica,

Please include the letter below into your presentation to the Council of the 1/19/21 meeting.

Thanks,  
Sue

Esteemed Council Members,

I am writing to you today to implore you to move forward to help all our Los Gatos businesses survive these drastic closures and limited business openings during the enforced SIP. I believe our council should be a strong voice for our business community, you should be “bending the ear” of our Board of County Supervisors, the Health Director and ultimately our Governor to open outdoor dining and hair salons as well as championing our retail stores.

I will address the parklet program and the Grant monies proposed. I am a big believer and supporter of the parklets; I know more permanent parklets will only enrich our Town’s viability, survivability and ambience. The last motion approved by the Town only allows Grant money to those businesses that haven’t provided for ADA access to the temporary parklets, and Grant money to those businesses that haven’t built permanent parklets.

This is incredibly wrong and unfair to those business that have spent money to be sure their temporary parklet complied to ADA access standards and those business that have spent upwards of \$90,000 for permanent parklets. The Council should allow all businesses the same access and the same amount of funds for the parklets, regardless of their status as ADA compliant or permanent. Those monies for the permanent parklets already completed can be used to insure the construction of a safe canopy for inclement weather that is fire rated to allow for the placement of propane heaters. The money given should be equal for all, not just for those business that did nothing to insure safe access to the temporary parklets, that’s rewarding bad behavior.

The next issue is the future for new business. The council has done a great job of streamlining the planning side of opening a new business, but the building side of the equation is woeful at best. It can take months and months to get thru the building permitting phase and this can be devastating to a new business. The Council must act to expedite the building departments review of plans and approvals. By sending out all the plan check reviews instead of an in-house review the process is incredibly slow. The Council must review this procedure and develop a more efficient or expedited building permit process.

The other issue for the future are the fees charged by the Town. A business license waiver is a small but tangible benefit for existing businesses. If the Council is serious about having an immediate impact in revitalizing our Town’s shuttered and vacant buildings as more businesses fail due to the mandated SIP by California, then it is critical to reduce all the fees charged for planning and building permits. Cutting these fees drastically and expediting the process for new business is significant and essential.

I appeal to you tonight to approve all Grant monies for temporary and permanent parklets to be available to all businesses, eliminate all business license fees for 2021, look at reducing the permitting fees on new business and create a committee to address the building department permitting process.

Thank you,  
Sue Farwell

On Jan 12, 2021, at 2:50 PM, Monica Renn <[mrenn@losgatosca.gov](mailto:mrenn@losgatosca.gov)> wrote:

Good afternoon Los Gatos Business Community- Happy New Year, I hope this email finds you in good health!

I'm connecting today to let you know that we are returning to the Town Council this coming **Tuesday, January 19, 2021 at 7 p.m. via Zoom** to continue our discussions on economic recovery, community vitality, and a semi-permanent parklet program. The Town continues to be committed to the health, safety, and recovery of Los Gatos and is seeking ways to support our entire community, including you, our valued businesses

I'm seeking your input and ideas on tangible items or initiatives that the Council could consider that offer additional business and community support as we weather the pandemic and look towards recovery.

Currently, the staff report includes discussions around continued rent forgiveness for Town-owned properties, consideration for business license modifications for specific business sectors unable to operate due to the public health order, a semi-permanent parklet incentive program including grants to assist with the build-out of parklets, and a timeline for the temporary krail parklets.

**If you have thoughts on these, other economic recovery, or community vitality initiatives, please email them to me directly.**

- Comments received before 11 a.m. on Thursday, 1/14 will be included with the original staff report for the Council.
- Comments received between 11:01 a.m. on Thursday, 1/14 and 11 a.m. on Tuesday, 1/19 will be provided for the Town Council as a part of a written addendum or desk item.
- As always, we welcome you to join the conversation via Zoom at the Town Council meeting on Tuesday 1/19 at 7 p.m. where comments may be provided verbally. The zoom link will be available with the staff report that comes out this Thursday evening.

Thank you for your continued collaboration and resiliency. We have an incredible business community in Los Gatos and I remain optimistic for our future. I have tried to reach as many business stakeholders as possible with this email, however please feel free to share with other businesses so that we may reach as much of our community as possible.

Kindly,

Monica Renn  
Economic Vitality Manager  
Town of Los Gatos