



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 08/20/2019

ITEM NO: 17

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DATE: August 15, 2019  
TO: Mayor and Town Council  
FROM: Laurel Prevetti, Town Manager  
SUBJECT: Approve the Draft General Plan Vision Statement and Guiding Principles

**RECOMMENDATION:**

Approve the draft General Plan Vision Statement and Guiding Principles.

**BACKGROUND:**

The Los Gatos General Plan update process has so far included the following:

- All-hands kick-off meeting (August 23, 2018)
- Launch of the General Plan update website: losgatos2040.com (early September 2018)
- EngagementHQ (Topics and surveys opened October 1, 2018)
- Newsletter #1 General Plan Overview (October 1, 2018)
- Community Workshop #1: Assets, Issues, Opportunities, and Vision (October 17, 2018)
- GPAC Meeting #1 (October 30, 2018)
- GPAC Meeting #2 (December 11, 2018)
- Democracy Tent Presentation (March 14, 2019)
- Background Report (March 15, 2019)
- Newsletter #2: Background Report Summary (March 20, 2019)
- Spring into Green Booth (April 14, 2019)
- GPAC Meeting #3 (April 23, 2019)
- GPAC Meeting #4 (April 30, 2019)
- GPAC Meeting #5 (May 23, 2019)
- GPAC Meeting #6 (June 20, 2019)
- Planning Commission Meeting on Vision Statement and Guiding Principles (July 10, 2019)

**PREPARED BY:** Jennifer Armer, AICP  
Senior Planner

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Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, Community Development Department Director, and Finance Director

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BACKGROUND (continued):

- GPAC Meeting #7 (June 18, 2019)
- GPAC Meeting #8 (August 15, 2019)

Additional outreach activities have included informational booths at the Farmers Market, the Library, and Music in the Park.

On April 23, 2019, the General Plan Update Advisory Committee (GPAC) began its discussion of the existing General Plan Vision and identified potential modifications. On April 30, 2019, the GPAC discussed the efforts from the previous meeting, along with draft Vision Statements provided by individual Committee members and Mintier Harnish Planning Consultants. The discussion resulted in a draft Vision Statement. On May 23, 2019, the GPAC made minor modifications to the draft Vision Statement, developed draft Guiding Principles, and voted to recommend approval to the Planning Commission and Town Council (see Attachment 1 which contains the GPAC recommendations).

On July 10, 2019, the Planning Commission reviewed the draft Vision Statement and Guiding Principles and voted to recommend approval to the Town Council with modifications. Attachment 1 contains the staff report and Attachment 2 contains the verbatim minutes for the Planning Commission meeting.

DISCUSSION:

The following are the draft Vision Statement and Guiding Principles developed and recommended by the GPAC on May 23, 2019, with modifications recommended by Planning Commission on July 10, 2019, shown below in underlined and ~~striketrough~~ font:

A. Vision Statement

The Town of Los Gatos is a ~~safe,~~ welcoming, ~~and~~ family-oriented, and safe community nestled in the beautiful foothills of the Santa Cruz Mountains. The Town is a sustainable community that takes pride in its small-town character and provides a range of housing opportunities, historic neighborhoods, local culture and arts, excellent schools, and a lively and accessible downtown. Los Gatos offers a choice of mobility options, superior public facilities and services, and an open and responsive local government that is fiscally sound. Los Gatos has a dynamic and thriving economy that includes a mix of businesses throughout Town that serves all residents, workers, and visitors.

DISCUSSION (continued):

B. Guiding Principles

**Transportation** — Provide a well-connected transportation system that enables safe access for all transportation modes, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities.

**Sustainability** — Manage, conserve, and preserve Los Gatos' natural environment for present and future generations. Identify and provide opportunities to enhance the Town's sustainability policies and practices.

**Protect Natural Resources** — Protect the natural resources and scenic assets that define Los Gatos, including open space preserves, recreational trails, surrounding hillsides, and natural waterways.

**Fiscal Stability / Responsibility** — Provide high quality municipal services to the Los Gatos community while sustaining the Town's long term fiscal health.

**Government Transparency** — Conduct governmental processes in an open manner and encourage public involvement in Town governance.

**Community Vitality** — Invigorate downtown Los Gatos as a special place for community gathering, commerce, and other activities for residents and visitors. Foster the economic vitality of all Los Gatos business locations. Preserve and enhance the Town's historic resources and character while guiding as an on-going asset to the community into the future. Create the fundamentals for a prominent innovation economy in order to generate opportunities for residents in Town.

**Diverse Neighborhoods** — Foster appropriate investments to maintain and enhance diverse neighborhoods, housing opportunities, and infrastructure to meet the needs of all current and future residents.

**Inclusivity** — Promote ethnic, cultural, and socio-economic diversity and equity to enhance the quality of life in Los Gatos.

**Promote Public Safety** — Maintain and enhance Los Gatos as a safe community through preparation and planning, education, and community design that is responsive to the full range of potential natural and man-made hazards and safety issues.

PUBLIC COMMENTS:

No written public comments have been received.

CONCLUSION:

Based on the recommendation of the GPAC and Planning Commission, staff recommends that the Town Council review and approve the draft General Plan Vision Statement and Guiding Principles included in the staff report.

ALTERNATIVES:

Alternatively, Town Council can:

1. Approve the draft General Plan Vision Statement and Guiding Principles with modifications;  
or
2. Remand the draft General Plan Vision Statement and Guiding Principles to the GPAC or Planning Commission with specific direction; or
3. Deny the draft General Plan Vision Statement and Guiding Principles and keep the existing General Plan Vision Statement; or
4. Continue the matter to a date certain with specific direction.

FISCAL IMPACT:

This action has no fiscal impact. Funding for the General Plan Update comes from the General Plan Update Fund. Sufficient funds are available in this account.

COORDINATION:

This report has been coordinated with the Town Manager's Office.

ENVIRONMENTAL ASSESSMENT:

These actions have no effect on the environment and are not subject to the California Environmental Quality Act. A final decision on the wording of the Vision Statement and Guiding Principles will be considered along with the approval of the 2040 General Plan. An Environmental Impact Report will be prepared as part of the General Plan update process.

Attachments:

1. July 10, 2019 Planning Commission Staff Report (four pages)
2. July 10, 2019 Planning Commission Verbatim Minutes (19 pages)