



September 30, 2019

Honorable Mayor and Town Council:

By way of your leadership, we have seen noticeable progress toward the revitalization of downtown Los Gatos this year. Various provisional policy changes have shown strong potential, setting the foundation for our Town to once again become the local bustling place that it used to be with people walking the streets, shopping and dining. But, more time is needed for this initial promise to manifest itself. In light of this, it is imperative that the recent progress made through the policy changes not be undone; those set to sunset or have any limitation must be made permanent so that headway made this year is cemented and may serve as a basis for future improvement as well. The result will be a solidification of the message that Los Gatos warmly welcomes all those who seek to positively add to the strong fabric that is our community.

As we are all keenly attune, new restaurants and businesses have steadily continued to open in Los Gatos recently, and existing ones have or are starting to renew their operations and/or the physical quality of their buildings as enabled by policy changes like the rescission of the alcoholic beverage policy, the entertainment by right prior to 10pm, the outdoor seating policy, the traffic impact fee, the de-coupling of seats to parking, and the minor exterior renovations classification. However, to date, none have taken advantage of the suspension of Ordinance 2021 or the policy on Formula Retail. Two of the prominent corners along North Santa Cruz Avenue are set to be occupied by such Formula Retailers, and they will certainly be fantastic additions to the downtown through their service of our Town and attraction of more diners and shoppers.

The reality, though, is we need more quality tenants, shoppers, and diners to reach the critical mass necessary to realize our collective goals. Likewise, there are still many businesses that have either just become aware of the changes, or still do not know about them. For their sake, and the sake of reinforcing the positive progress made this year by way of the changes, it is vital to establish these changes as permanent. Should there ever be unforeseen second-order consequences from establishing such permanency, it is fully within the Council's rights and power to eliminate such rule(s) to preserve the quality of our amazing Town. Moreover, as we at McCarthy Ranch have seen firsthand through our leasing efforts at our Highway 9 project, many businesses are looking to locate at the North 40 as opposed to downtown. To remove the economic incentives to locate downtown as the first phase of the North 40 comes online is, in essence, a "double whammy" to the area that we feel is avoidable.

Thus, with all the above in mind, as a final thought I encourage the Council to continue to good work and offer the following as ideas which stand to further promote our collective vision of an always improving Los Gatos:

- Support for the PBID process
- Reevaluating the traffic impact fee
- Creating an incentive program for new businesses in the commercial core
- Improving building department review bottlenecks in order to expedite plan checks and issuance of building permits for tenant improvements and small redevelopment projects.

With an eye to toward an ever-improving future for Los Gatos, we at McCarthy Ranch wholeheartedly support the Council's direction and look forward to many further positive changes.

Sincerely,

Bobby Caya
McCarthy Ranch

ATTACHMENT 8

Monica Renn

From: REDEMPTION <shopredemption@gmail.com>
Sent: Tuesday, October 1, 2019 10:04 AM
To: Monica Renn
Subject: Vitality and land use resolutions

Hi Monica

Not sure who to address this too, but here is our feedback on the vitality and land use streaming.

We are writing to ask that you do not let the vitality and streamlining resolutions sunset at the end of the year, if they are indeed due to do so. From what we understand from the Chamber, the lessened restrictions are having a positive effect on potential businesses' attitude towards the downtown and the rent difficulties. We ourselves did not try and attempt to put up signage when we first opened, but will definitely be doing so now with the easier permitting process.

We commend the Town in taking these initial steps and hope they will continue to take action to allow the downtown to thrive for merchants and visitors alike. With the commercial rent prices bring what they are, everything that can be done needs to be done to attract new and exciting businesses, while still supporting the existing merchants that work so hard to make the Downtown what it is.

Thanks!

Tammy and David
REDEMPTION

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