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**Subject:** FW: Letter regarding Policy Changes and One Way Pilot  
**Attachments:** Letter to Town on Policy Changes and One Way Street.pdf

**From:** Jim Foley <[jimfoley@lacadainvestments.com](mailto:jimfoley@lacadainvestments.com)>  
**Sent:** Friday, September 27, 2019 3:58 PM  
**To:** Council <[Council@losgatosca.gov](mailto:Council@losgatosca.gov)>  
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**Subject:** Letter regarding Policy Changes and One Way Pilot

Please find attached a letter for these subjects scheduled to be discussed at next week's Town Council meeting.

Thank you,

**Jim Foley**

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Honorable Mayor and Town Council,

2019 has shown tremendous progress towards revitalizing downtown Los Gatos under your guidance. The 13+ policy changes, among other efforts including but not limited to the one-way street trial on North Santa Cruz Ave and the Parklet Program, have set Los Gatos up to compete with other newer and more vibrant dining and entertainment districts in the South Bay and on the Peninsula. While progress has been made, in order to achieve the goals we all share, more time is needed to test and implement the vision provided by these critical policy changes. Any policy change set to sunset or have any limitation needs to be made permanent at this time. Town Council always has the option to invoke future policy changes if any issues arise.

Regarding the policy changes, we have only just begun to see some new restaurants and businesses locate in Los Gatos. In fact, as of this date, not one of the businesses that has been able to take advantage of the suspension of ordinance 2021 or the policy on formula retail has opened for business. There are two very exciting tenants that are locating on two of the hard corners of N Santa Cruz and Main St. and each business has utilized each of the aforementioned policy changes. They will be wonderful additions that will attract more diners and shoppers to downtown, but we need more. There are several in the pipeline but the new mantra of "Los Gatos is Open for Business" needs to proliferate further, and prove to other less confident members of the business community that the message is true and we want them to embrace Los Gatos and bring their businesses here.

Regarding the policy changes like the rescission of the alcoholic beverage policy, the entertainment by right prior to 10pm, the policy on outdoor seating, the traffic impact fee, and the de-coupling of seats to parking, these adjustments have already demonstrated very evident change in the existing restaurants and many are experiencing more success. Many of the restaurants are still unaware of these changes and/or are just beginning to explore taking advantage of the changes.

Regarding the one-way street trial, while we have heard many complaints from the community, we have heard equally as many members of the community embrace it or say they are indifferent. Many people find the parking quite easy. We are continually seeing more people enjoying the temporary parklets. With the more permanent parklets on the way in coming weeks, we feel it would be a shame to go through the pain of reverting the street configuration at this time. This configuration needs longer testing and if the configuration requires change in any way it should evolve to test something different or better and not simply revert back to the way it was. Keep progress moving forward.

Future considerations to be made by the council to further promote the vision include but are not limited to supporting the PBID process, reevaluating the traffic impact fee, creating an incentive program for new businesses in the commercial core, and improving the bottlenecks with the building department in order to expedite plan checks and issuance of building permits for tenant improvements and small redevelopment projects.

We feel patience is prudent in all of these matters and continue to support and embrace the direction the Town is headed under your leadership.

Thank you,

A handwritten signature in black ink, appearing to read "Jim Foley".

Jim Foley  
La Cañada Investments, LLC