

Letter of Justification

Date: 17 August 2025

Job: Los Gatos Luxury Cars (The Luxury Collection) Rolls-Royce Showroom Remodel
Address: 620 Blossom Hill Road, Los Gatos, CA
TWM# 18-113

Related CUP: U-22-012

INTRODUCTION

On behalf of the applicant, this Letter of Justification accompanies the submitted architectural plans for the renovation and expansion of the existing Rolls-Royce showroom within the Los Gatos Luxury Cars campus. The project has been designed to align with the Town's adopted **Conditions of Approval under U-22-012** and to elevate the retail experience consistent with Rolls-Royce brand standards.

PROJECT SCOPE

- **Showroom Expansion:** Renovation of the existing 2,480 sq. ft. showroom with an **892 sq. ft. addition**, expanding the display area and improving customer experience.
- **Exterior Improvements:** Installation of new horizontal façade signage on the **North and West elevations**. Signage reflects the approved brand identity while maintaining compliance with the Town's signage requirements.
- **Site Modifications:** The **only modification** proposed under this application is limited to the **West parking lot in front of the Rolls-Royce showroom**, where the layout will be reconfigured and re-stripped from **17 existing stalls to 13 stalls** in order to improve vehicular circulation and enhance ADA accessibility. **No changes are proposed to any other portion of the site's parking or circulation system**, and the overall site continues to comply with the approved COA requirements for circulation and stall management.

Reference to B24-0849: Improvements previously approved under Building Permit B24-0849—including the east Service Shop and Lotus showroom, site work and parking stalls, fire turning radius, and west side entry—are incorporated into the proposed plans. These approvals form part of the baseline conditions against which the current Rolls-Royce showroom remodel is coordinated.

COMPLIANCE WITH CONDITIONS OF APPROVAL (U-22-012)

This project maintains full compliance with the existing Conditions of Approval (COA) as adopted under U-22-012. Key compliance points include:

1. **Use:** The facility continues to operate exclusively as an automobile dealership for display, sales, leasing, financing, and servicing of vehicles.
2. **Hours of Operation:** Sales and service operations will remain within the approved hours (Sales: M–F 8:00 a.m.–8:00 p.m., Sat–Sun 9:00 a.m.–6:00 p.m.; Service: Office 7:30 a.m.–5:30 p.m. M–F, Bays 8:00 a.m.–5:00 p.m. M–F, Sat 8:00 a.m.–12:00 p.m.).
3. **Deliveries & Vehicle Washing:** No changes are proposed to existing operations; deliveries will continue between 9:00 a.m.–4:00 p.m. (M–Sat) and outdoor vehicle washing will not occur between 8:00 p.m.–8:00 a.m.
4. **Parking & Circulation:** In accordance with the Conditions of Approval for U-22-012, employee and customer parking will remain distinct from vehicle display areas, with all stalls properly striped and signed to ensure intended use. Directional signage visible from Blossom Hill Road will also be maintained. **See Site Modifications for the new changes.**
5. **Display Areas:** Consistent with the Conditions of Approval under U-22-012, vehicle display will remain limited to the approved display pads and designated locations. **No display will occur within required landscaped setbacks,** and no new display areas are proposed as part of this application.
6. **Service Bays & Employment:** The project does not increase the approved 21 service bays or 25 employees.
7. **Screening & Landscaping:** Existing landscaping and the required 6' masonry wall with vine screening along the rear property line will remain unchanged.
8. **Lighting & Signage:** Exterior lighting will continue to comply with Town standards to prevent off-site impacts. Proposed signage will be processed under a separate Sign Permit application, consistent with COA requirements.
9. **Administrative & Regulatory Compliance:** The applicant will obtain all required building permits, accessibility upgrades per CBC Ch. 11B will be addressed during construction, and a Certificate of Use & Occupancy and Business License will be secured prior to operation.

CONCLUSION

The proposed renovation and expansion of the Rolls-Royce showroom enhances the customer experience and brand representation while fully adhering to the Conditions of Approval for U-22-012. The improvements respect operational limits, circulation requirements, and site controls established by the Town, ensuring consistency with prior approvals, including Building Permit B24-0849, while modestly upgrading the facility.

GENERAL PLAN COMPLIANCE:

2020

2. Vision (B Role) - Supports an active business community that provides a wide variety of goods and services and a broad range of employment opportunities, minimizing the need to travel to other communities.
3. Land Use Element - Goal Policy LU-12.4 Retain and enhance auto dealerships.

2040 Draft

3.5 Community Development:

Balance of Land Uses: Provide and support a balance of residential, commercial, office, institutional and industrial businesses within the Town.

LU-8.7 Transition of Commercial and Retail Spaces; Encourage the re-use of commercial and retail spaces to allow additional compatible uses that reflect on-going market changes and shopping habits.

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