

Monica Renn

From: Randi Chen <randi@losgatoschamber.com>
Sent: Friday, May 15, 2020 11:16 AM
To: Monica Renn; Catherine Somers; Jim Foley
Subject: Chamber proposal
Attachments: Proposed map of N Santa Cruz closure.pdf; Recovery Proposals.pdf

Hi Monica -

Attached is our proposal for outside dining and retail, amended after we spoke yesterday. I've also attached a proposed map for the closure of N. Santa Cruz on Saturday & Sunday, to get an idea of what that could look like. Sorry the map is on 2 pages, with a third page showing the possible layout of the restaurant areas.

Thank you!

Randi Chen
408-354-9300, 408-502-9821 (direct)





To: Los Gatos Town Council and Town Manager

From: Los Gatos Chamber of Commerce

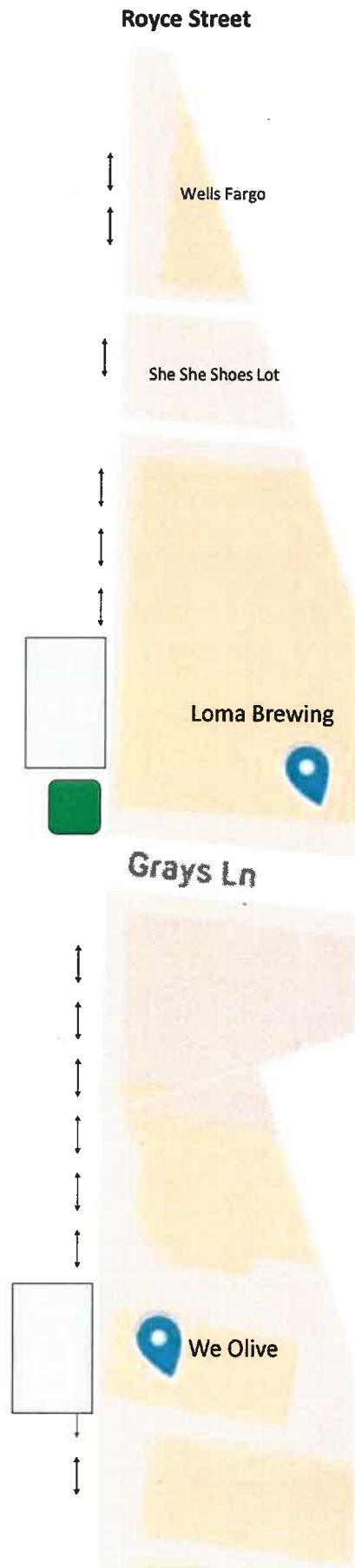
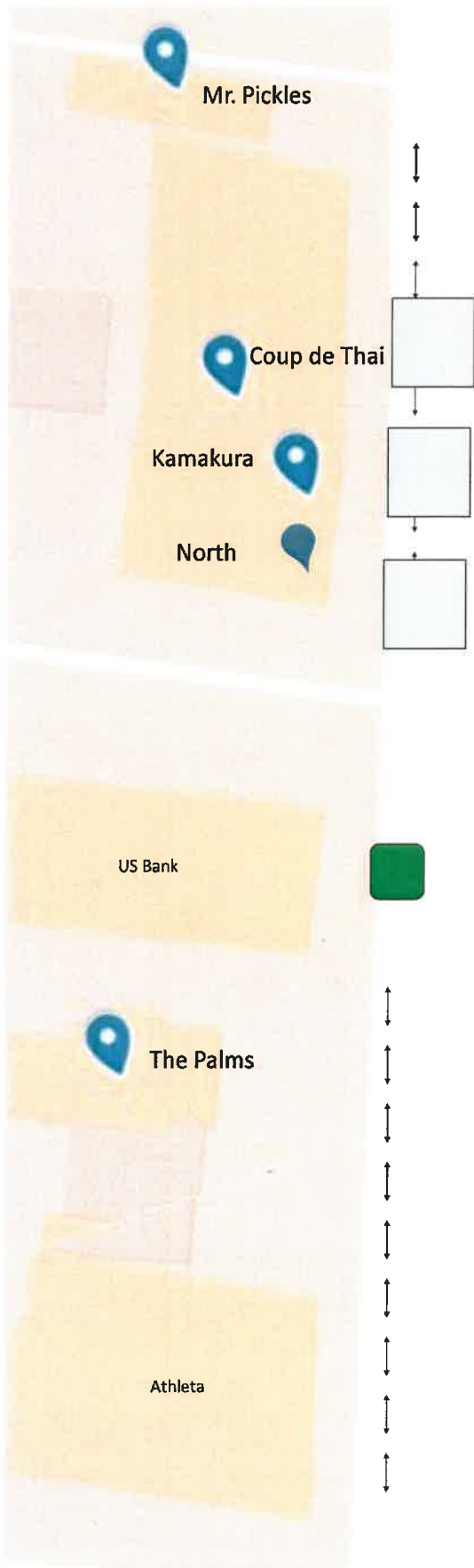
Proposal: Ideas for Recovery Phases

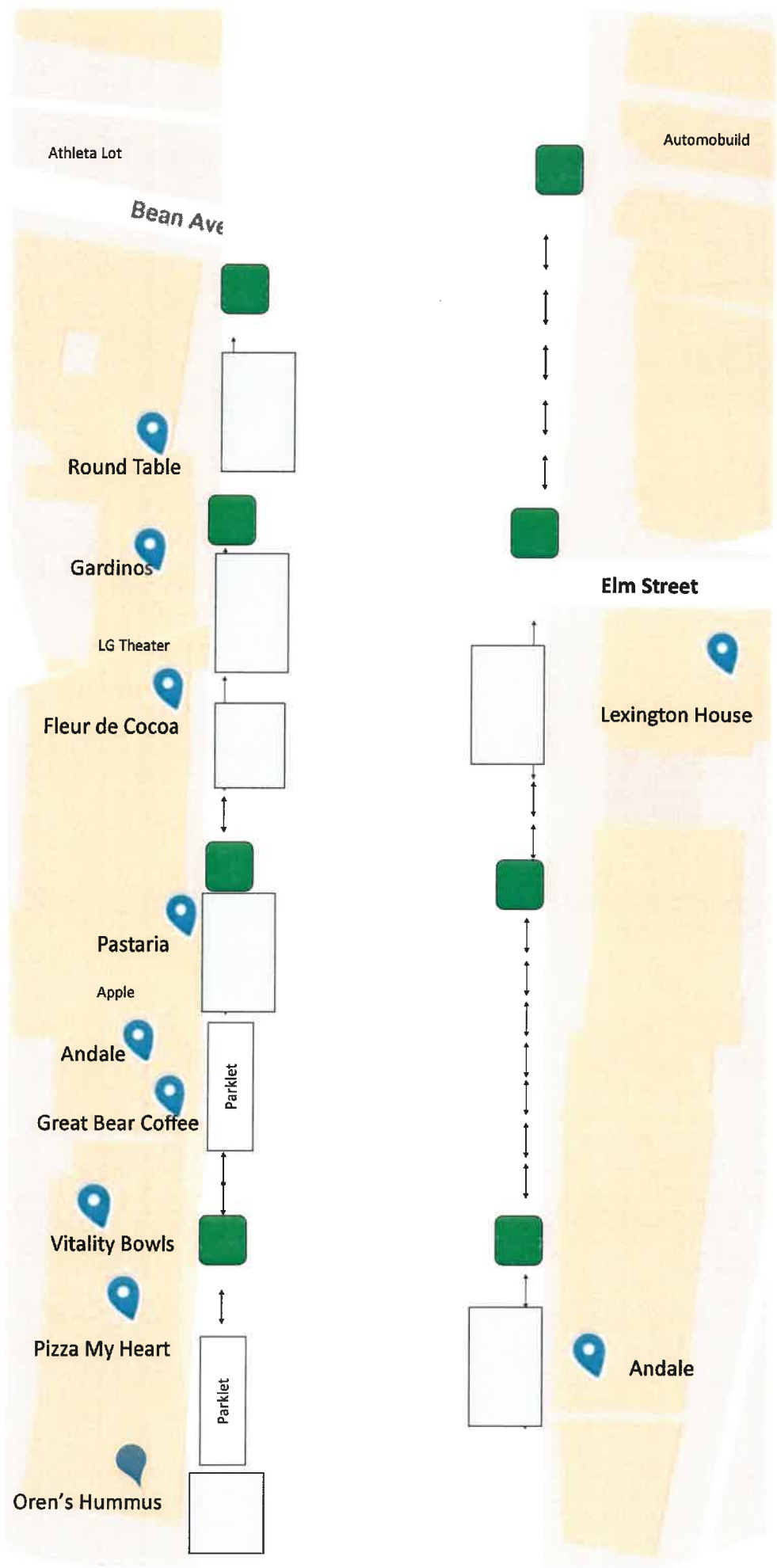
Date: May 15, 2020

Due to the COVID-19 crisis and the effect it has had on our business community, we have been researching ways in which we can help our restaurants, merchants and community members as we move through the phases of recovery. We have three suggestions (in order of importance) that comprise our efforts to increase the seating capacity for restaurants and increase foot traffic for our merchants, as they work to comply with the new health and safety protocols due to COVID-19.

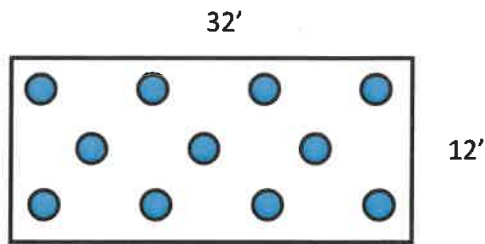
1. Town-wide, allow businesses to use the parking spaces in front of their locations for dining tables and retail displays on a daily basis.
 - a. We might consider the permanent blocking off of the parking spaces from Main Street to Royce or just to Bean.
 - b. If blocking off spaces from Main Street to Royce – we lose 72 parking spaces. To minimize the loss of parking spaces, the east side of N. Santa Cruz could remain open, except for 2 temporary parklets in front of Andale and Lexington House – thus the loss of parking spaces would be lessened to 42 spaces. Either way, our sidewalk space is expanded enough to address social distancing regulations.
 - c. In all cases, the business, whether restaurant or merchant, would be responsible for their space. They would use their own tables, keep it clean and disinfected, maintain all safety and health measures.
2. On Saturday and Sunday, close N. Santa Cruz Avenue between Main Street to Royce to allow a large pedestrian promenade where restaurants and retailers can expand onto the sidewalk and street and create a large pedestrian area for strolling. We propose closing the street from 3-9pm.
 - a. To be equitable, this scenario can include restaurants and retailers who are not in the designated area by assigning them a space to which they can bring merchandise or serve takeout. We could also utilize parking lots (US Bank, She She Shoes, etc) for this purpose.
 - b. This plan should not impact University Avenue residents in the same way it did when N. Santa Cruz was one-way, since it is outside of truck delivery times, school drop off/ pick up times and beach traffic.
 - c. In all cases, the business, whether restaurant or merchant, would be responsible for their space. They would use their own tables, keep it clean and disinfected, maintain all safety and health measures.
 - d. See attached diagram for possible set up.
3. Close a few additional streets as public parks, similar to what the Town is doing on Grays Lane. We could consider a closure at Bachman and Bean from N. Santa Cruz to Wilder.

If we do not work fast and make some accommodations in the immediate future, we risk losing up to 40% of our existing restaurants and retailers.

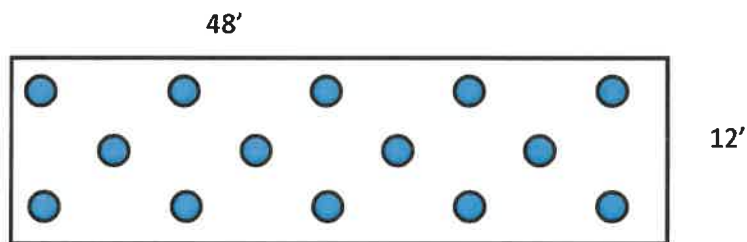




Proposed restaurant areas with tables



2 parking space Dining area = 8-11 tables (center row may not be feasible)



3 parking space Dining area = 10-14 tables (center row may not be feasible)

Monica Renn

From: Salomeh Zohouri
Sent: Wednesday, May 20, 2020 6:38 PM
To: Monica Renn
Subject: Re: The Towns is seeking your input!

Hi Monica,

Thank you for organizing this. Those ideas are all great. I wish I had some ideas, but I'm exhausted taking care of my 3 year old and juggling the shop, deliveries, and packing/shipping. My brain just hasn't been thinking!

Salomeh
Kitsch Couture

On Thu, May 14, 2020 at 3:55 PM Monica Renn <mrenn@losgatosca.gov> wrote:

Good afternoon Business Community!

The Mayor has scheduled a Special Meeting for the Town Council to be held on **Tuesday, May 26 at 7 p.m.** to discuss a plan that promotes economic recovery and community vitality including creative ways to support our businesses as we look forward to a time when regulations begin to loosen, and retail and restaurants may expand their service options.

With this, we are asking you to weigh in on ideas and opportunities that you believe could be implemented to support your business and your customers. We have received several ideas to date including street closures, expanded seating options for restaurants on the sidewalks and parking spaces, and the creation of more temporary spaces or pop-up parks that provide car-free public spaces for the community to enjoy while still being able to social distance.

If you have thoughts on these or other opportunities, please let us know! You may email me directly or send your comments to ExperienceLG@losgatosca.gov. I will compile the responses and share them with the Town Council before the meeting on May 26.

Additionally, we will be doing outreach through social media to engage the broader community. If you have customers that would like to support your thoughts or send in their own, please encourage them to email ExperienceLG@losgatosca.gov.

The staff report for this meeting will be published with meeting's agenda on Thursday, May 21 along with instructions on how to register to "attend" the meeting through zoom. If you have questions, I'm happy to help.

Monica Renn

From: Willie Harmatz
Sent: Sunday, May 17, 2020 11:10 AM
To: Monica Renn
Subject: Re: The Towns is seeking your input!

This is Willie Harmatz, the owner of Athletic Performance at 55 W. Main St., in Los Gatos.

I was wondering when can we open the front door of our business and only allow one person in the store at a time, as long as they wear a mask and I wear a mask and gloves to pick up a special order. I see no difference in this, than a restaurant customer picking you a food order. Mine proposal is even safer because they all pay by phone.

Thanks,
Willie
Athletic Performance

-----Original Message-----

From: Monica Renn <mrenn@losgatosca.gov>
To: Monica Renn <mrenn@losgatosca.gov>
Cc: <chamber@losgatoschamber.com> (chamber@losgatoschamber.com) <chamber@losgatoschamber.com>
Sent: Thu, May 14, 2020 3:55 pm
Subject: The Towns is seeking your input!

Good afternoon Business Community!

The Mayor has scheduled a Special Meeting for the Town Council to be held on **Tuesday, May 26 at 7 p.m.** to discuss a plan that promotes economic recovery and community vitality including creative ways to support our businesses as we look forward to a time when regulations begin to loosen, and retail and restaurants may expand their service options.

With this, we are asking you to weigh in on ideas and opportunities that you believe could be implemented to support your business and your customers. We have received several ideas to date including street closures, expanded seating options for restaurants on the sidewalks and parking spaces, and the creation of more temporary spaces or pop-up parks that provide car-free public spaces for the community to enjoy while still being able to social distance.

If you have thoughts on these or other opportunities, please let us know! You may email me directly or send your comments to ExperienceLG@losgatosca.gov. I will compile the responses and share them with the Town Council before the meeting on May 26.

Additionally, we will be doing outreach through social media to engage the broader community. If you have customers that would like to support your thoughts or send in their own, please encourage them to email ExperienceLG@losgatosca.gov.

The staff report for this meeting will be published with meeting's agenda on Thursday, May 21 along with instructions on how to register to "attend" the meeting through zoom. If you have questions, I'm happy to help.

Kindly,
Monica Renn
Economic Vitality Manager
Town of Los Gatos

Monica Renn

From: Valerie Kelly
Sent: Tuesday, May 19, 2020 10:28 AM
To: Experience LG
Subject: Covid Ideas!

While the summer is here, let's block North Santa Cruz, let the restaurants and vendors have tables set up outside, like the farmer's market. Wear masks, social distance, have hand sanitizer stations, even set up an entrance and scan for fevers. We need to give our town merchants more than curbside!! We got this LG! There are so many brilliant people in this town, I just know we can do it right

Best,
Val

Monica Renn

From: Jennah Delp
Sent: Monday, May 18, 2020 5:45 PM
To: Experience LG
Subject: suggestion

Can we close down Santa Cruz so that restaurants can offer more outdoor dining? This would help to curb summer traffic as well.

Monica Renn

From: Sue Farwell
Sent: Monday, May 18, 2020 1:56 PM
To: Monica Renn
Subject: Re: The Towns is seeking your input!

I cant stress enough that the allowance or "permitting" for outdoor dining and shopping options are critical and cannot be held up by the bureaucracy of the process!

There should be \$0.00 fees, it should be handled as a right not a request if you can provide adequate space for walking/passing on the sidewalks and any encroachments permits should be issued in a day with no processing fee.

The Town needs to be aggressive with options and push for our businesses now like they are a vested partner in their success. If the businesses survive, the downtown will survive, and the council should act and think like an owner, not a politician at this dire point in re-opening.

As always, thanks for your help with continuing to help with the success/survival of Los Gatos businesses.

On May 18, 2020, at 11:54 AM, Monica Renn <mrenn@losgatosca.gov> wrote:

Thank you for these thoughts. May I add the whole string, including Andrea's email to the public comment?

From: Sue Farwell
Sent: Friday, May 15, 2020 9:35 AM
To: Monica Renn <mrenn@losgatosca.gov>
Cc: Experience LG <ExperienceLG@losgatosca.gov>
Subject: Fwd: The Towns is seeking your input!

Monica,

Thanks of reaching out...here are Andrea's thought's and I agree with all of them. I like the idea of closing the road and allowing tables and dining outside even if closing the road is problematic.

We must have dining allowed on the sidewalks, alleys and some parking spaces or our restaurants will not survive. This process HAS TO BE FREE, SIMPLE AND NO PERMITTING DELAYS! I can't stress how important this is and how difficult the town can be in this process. If the restaurant can give the sidewalks 4'-6' of clearance they must as a RIGHT be allowed outdoor seating in front of their restaurant, no permits. These are desperate times and it is critical for the town to jump on the bandwagon and save our small businesses. Simple 4' barricades next to the tables should suffice for separation during this time, not an elaborate design oriented approval process. The owners can easily decorate the barriers with greener cloth material that looks like vines or ivy to hid the railings.

For the retail side of the equation, it is more difficult. Sidewalk sales and displays are great, but then you need a sales rep out on the street to watch the merchandise. I know you will get a lot more input from some of our strong retailers so I defer to their wisdom.

The Town needs to fight for or businesses survival and be willing to move off the slow pace of bureaucracy with their permitting during the entire Covid 19 crisis, be it a year or two from now.

If i have any more suggestions I'll be sure to reach out,

Thanks,

Sue

Begin forwarded message:

From: Andrea Romano

Subject: Re: The Towns is seeking your input!

Date: May 15, 2020 at 8:16:24 AM PDT

To: Sue Farwell

Cc: Anna Pizzo, Teri Hope

, Demetra

My thoughts:

Allow seating to be added to the sidewalks with no additional permitting or fees required.

Allow seating in parking areas or alleys with no additional permitting or fees required.

Eliminate business license fees for 2020.

I don't know the solution to this but they have got to figure out how to eliminate the summer beach gridlock that will start at the end of the month. They need to get aggressive with this. They should reach out to Waze, etc and make them not divert traffic onto surface streets. Maybe they close the on ramp at the end of N. Santa Cruz. I understand it's 'owned' by CalTrans but maybe CalTrans will be more open to the idea given the current economic crisis the town is facing. I know it's not popular but it will benefit more businesses vs. disrupting a few. If they close the ramp they can put signs up stating no access to highway 17 at the corner of Los Gatos Blvd and Highway 9 and again at the turns to N. Santa Cruz and University from Highway 9. Beach traffic will joke downtown and the shops are going to suffer.

I have mixed feelings about closing the roads. If they do a road closure they will need to do a more robust rollout than what they did with the one way on N. Santa Cruz. I know they did a lot of outreach but based on the volume of negative responses the methods used didn't reach a lot of the community. It's challenging to get everyone's attention but more work will need to be done to socialize the concepts and get more of the community on board.

Open the permitting department and get the inspections and planning approvals completed. I know a lot of businesses are stuck trying to get plans approved.

Keep the unlimited parking available on the weekends.

Highlight the parking lot near Chase Bank. BIG SIGNS. Clean up the pedestrian crossing of Highway 9. Paint the crosswalks with bright paint, rainbows, something interesting.

Try to make it more 'fun' to cross the street so guests don't mind parking at that end of town. It will help relieve parking congestion and will likely help businesses on the North Side(? Safeway side) of Highway 9.

That's all I have for now.

A

Andrea Romano

Owner



Centonove Web Site
408.384.4007

On Fri, May 15, 2020 at 7:24 AM Sue Farwell <_____
_____> wrote:

Hello all in the Vermont Building....any input please send to Monica Renn or to myself and I will forward all ideas on to Monica.

Begin forwarded message:

From: Monica Renn <mrenn@losgatosca.gov>
Subject: The Towns is seeking your input!
Date: May 14, 2020 at 3:55:33 PM PDT
To: Monica Renn <mrenn@losgatosca.gov>
Cc: "<chamber@losgatoschamber.com>
(chamber@losgatoschamber.com)"
<chamber@losgatoschamber.com>

Good afternoon Business Community!

The Mayor has scheduled a Special Meeting for the Town Council to be held on **Tuesday, May 26 at 7 p.m.** to discuss a plan that promotes economic recovery and community vitality including creative ways to support our businesses as we look forward to a time when regulations begin to loosen, and retail and restaurants may expand their service options.

Monica Renn

From: Marie Ag
Sent: Saturday, May 16, 2020 9:34 PM
To: Experience LG
Cc: Linda Lee Aggarwal
Subject: Los Gatos Town Experience Wish List

What this TOWN needs is going "back to basics". We need support, love and kindness and this can be done so simply. Most all businesses in downtown Los Gatos are hurting financially and we need to support them as much as we can. While the next two years we will be socializing "distantly" until we find a vaccine or build immunity, here is what the Town of LG should do:

1. Make downtown Los Gatos pedestrian and bike friendly. Create safe bike and walking lanes along HWY 9 into town and in all other directions crossing HWY 9 at Massol. ADD a stop sign here!
2. Create and build a "Victory Garden" to help support our restaurants, less fortunate and build community somewhere in town.. During World Wars I and II, governments encouraged citizens to plant and tend gardens on private property and in public parks. The idea was to secure a local food supply in light of interrupted farming cycles and food supply chains. But governments had another reason for promoting victory gardeners: to boost morale. We need this more than ever.

Learn about victory gardens and how to start one here:

<https://learn.eartheasy.com/articles/victory-gardens-are-back-heres-how-to-plant-yours>

3. Parking in DT: Allow more bike parking. With the pandemic this summer, encourage riding bikes, walking, etc. For Take-Outs: Create more temporary parking along N. Santa Cruz and Main Street for pick-up food at "curb-side".
4. Create more outdoor dining. With the pandemic, I think people might feel safer if they were dining outside.
5. It would be helpful if the Town built a four-story parking structure between N. Santa Cruz and University, just like in Palo Alto and Mountain View

Thanks!

Los Gatos Resident
@Greendale Dr

Monica Renn

From: Susan Testa
Sent: Saturday, May 16, 2020 6:51 PM
To: Experience LG
Subject: Idea

Hello,

Hope you are doing well.

I like the idea of closing North Santa Cruz from highway 9 to Main Street. Let the restaurants spill out on to the streets and let retail have pop ups. This should go on indefinitely. The residents should support.

Thanks,
Susan Testa
Founder of Romantiques

Sent from my iPhone

Monica Renn

From: Sima Patel
Sent: Friday, May 15, 2020 9:15 PM
To: Experience LG
Subject: Outdoor dining

I Support this initiative. Outdoor dining would be a great way to stimulate the down town area. We often find ourselves leaving Los Gatos to go to Palo Alto or other areas. We would love to stay in town and support local businesses

Monica Renn

From: Sue Farwell
Sent: Friday, May 15, 2020 9:35 AM
To: Monica Renn
Cc: Experience LG
Subject: Fwd: The Towns is seeking your input!

Monica,

Thanks of reaching out...here are Andrea's thought's and I agree with all of them. I like the idea of closing the road and allowing tables and dining outside even if closing the road is problematic.

We must have dining allowed on the sidewalks, alleys and some parking spaces or our restaurants will not survive. This process HAS TO BE FREE, SIMPLE AND NO PERMITTING DELAYS! I can't stress how important this is and how difficult the town can be in this process. If the restaurant can give the sidewalks 4'-6' of clearance they must as a RIGHT be allowed outdoor seating in front of their restaurant, no permits. These are desperate times and it is critical for the town to jump on the bandwagon and save our small businesses. Simple 4' barricades next to the tables should suffice for separation during this time, not an elaborate design oriented approval process. The owners can easily decorate the barriers with greener cloth material that looks like vines or ivy to hid the railings.

For the retail side of the equation, it is more difficult. Sidewalk sales and displays are great, but then you need a sales rep out on the street to watch the merchandise. I know you will get a lot more input from some of our strong retailers so I defer to their wisdom.

The Town needs to fight for or businesses survival and be willing to move off the slow pace of bureaucracy with their permitting during the entire Covid 19 crisis, be it a year or two from now.

If i have any more suggestions I'll be sure to reach out,

Thanks,

Sue

Begin forwarded message:

From: Andrea Romano
Subject: Re: The Towns is seeking your input!
Date: May 15, 2020 at 8:16:24 AM PDT
To: Sue Farwell
Cc: Anna Pizzo, Teri Hope

Demetra

My thoughts:

Allow seating to be added to the sidewalks with no additional permitting or fees required.
Allow seating in parking areas or alleys with no additional permitting or fees required.

Eliminate business license fees for 2020.

I don't know the solution to this but they have got to figure out how to eliminate the summer beach gridlock that will start at the end of the month. They need to get aggressive with this. They should reach out to Waze, etc and make them not divert traffic onto surface streets. Maybe they close the on ramp at the end of N. Santa Cruz. I understand it's 'owned' by CalTrans but maybe CalTrans will be more open to the idea given the current economic crisis the town is facing. I know it's not popular but it will benefit more businesses vs. disrupting a few. If they close the ramp they can put signs up stating no access to highway 17 at the corner of Los Gatos Blvd and Highway 9 and again at the turns to N. Santa Cruz and University from Highway 9. Beach traffic will joke downtown and the shops are going to suffer.

I have mixed feelings about closing the roads. If they do a road closure they will need to do a more robust rollout than what they did with the one way on N. Santa Cruz. I know they did a lot of outreach but based on the volume of negative responses the methods used didn't reach a lot of the community. It's challenging to get everyone's attention but more work will need to be done to socialize the concepts and get more of the community on board.

Open the permitting department and get the inspections and planning approvals completed. I know a lot of businesses are stuck trying to get plans approved.

Keep the unlimited parking available on the weekends.

Highlight the parking lot near Chase Bank. BIG SIGNS. Clean up the pedestrian crossing of Highway 9. Paint the crosswalks with bright paint, rainbows, something interesting. Try to make it more 'fun' to cross the street so guests don't mind parking at that end of town. It will help relieve parking congestion and will likely help businesses on the North Side(? Safeway side) of Highway 9.

That's all I have for now.

A

Andrea Romano

Owner



Centonove Web Site

408.384.4007

On Fri, May 15, 2020 at 7:24 AM Sue Farwell <_____> wrote:

Hello all in the Vermont Building....any input please send to Monica Renn or to myself and I will forward all ideas on to Monica.

Monica Renn

From: Amy Fasnacht -
Sent: Thursday, May 14, 2020 6:52 PM
To: Experience LG
Subject: Economic recovery

Hi Monica,

Thanks for asking for input. I bet the town is very busy trying to figure these things out.

It seems to me, after reading some of the data on how this virus is transmitted, that the most dangerous interactions involve people near to each other for an extended period of time (more than a few minutes). That is, we apparently need to receive about 1000 viruses in order to actually get Covid19 and this involves an extended interaction with someone. So it seems like public gatherings, restaurants, and bars are actually the best places to contract this. Stores don't seem to be much of a problem.

So it is somewhat ironic that stores are the last things to open, after restaurants. Many stores have a very low people-to-square-footage ratio, much lower than restaurants.

But having said this, I think Los Gatos needs to follow the direction from higher authorities, and follow the paths that other Bay Area towns decide to take. None of us really knows the right answer.

Although my business will undoubtedly be the LAST to open, I appreciate all the efforts the town and chamber are making to get us through this.

By the way, my business is MOVING!! To 100 W Main, the old Lulu Pom.
We are excited.

Amy