



**TOWN OF LOS GATOS**  
**PLANNING COMMISSION STAFF REPORT**  
**Meeting Date: March 26, 2014**

**ITEM NO: 2**  
**DESK ITEM**

PREPARED BY: Jennifer L. Savage, Associate Planner  
[jsavage@losgatosca.gov](mailto:jsavage@losgatosca.gov)

APPLICATION NO: Conditional Use Permit Application U-14-002

LOCATION: **81 W. Main Street** (south side of W. Main Street, approximately 340 feet southeast of N. Santa Cruz Avenue)

APPLICANT/  
CONTACT PERSON: Anna Pizzo

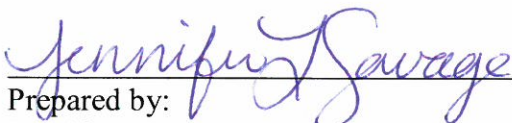
PROPERTY OWNER: Vermont Building, LLC/Sue Farwell

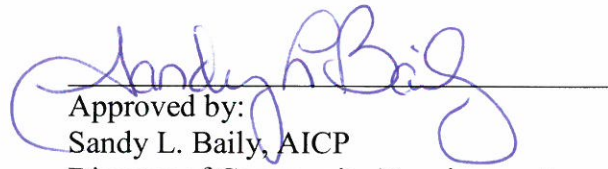
APPLICATION SUMMARY: Requesting approval to modify a Conditional Use Permit to increase seating and provide full alcoholic beverage service for a restaurant (Zona Rosa) on property zoned C-2:LHP. APN 529-01-025.

EXHIBITS: 1-7. Previously received with the March 26, 2014, staff report  
8. Public Comment (two pages), received March 21, 2014

REMARKS:

The Town received the attached public comment (Exhibit 8) after the staff report was distributed.

  
Prepared by:  
Jennifer L. Savage, AICP  
Associate Planner

  
Approved by:  
Sandy L. Bailly, AICP  
Director of Community Development

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March 17, 2014

Farwell Family  
Vermont Building, LLC  
113 Edelen Avenue  
Los Gatos, CA, 95030

Town of Los Gatos  
110 E. Main Street  
Los Gatos, CA, 95030

**RECEIVED**

**MAR 21 2014**

**TOWN OF LOS GATOS  
PLANNING DIVISION**

### Planning Commission

Please accept this letter of justification for the property located at 81 W. Main Street, Los Gatos, CA, 95030 as it relates to the Zona Rosa application for a modification to the existing conditional use permit. Zona Rosa has a very small and successful restaurant on The Alameda in San Jose and we believe Zona Rosa will be a great addition to the charm of Los Gatos providing a small family-owned business with great food, character, and service. We firmly believe that Zona Rosa will be a wonderful addition to the Town and it has our full confidence and support.

This location has a long history of food service. It has operated with a restaurant CUP for the past 22 years, and was a bakery and chocolatier prior to the restaurant designation. There have been a number of prior food concepts that have operated at this location with little long-term success. All of these concepts operated as both a casual sit-down and take-out food use and were more in line with a high volume fast food/to-go concept. None of these concepts have been a long-term success and as a result we seek the Commission's support for a modification of the conditional use permit to allow for the successful eatery Zona Rosa to occupy this location.

One of the major issues for this location is the limited number of permitted seats which currently stands at six (6). The request for extra seating is to allow Zona Rosa to operate as a full service restaurant rather than a take-out restaurant. The history for this location has shown that the take-out/limited seating food business model is unsustainable in the long run. The building itself has 39 parking spaces available for use, with 31 of the parking spaces currently being utilized by the adjoining tenants. The additional seats requested by Zona Roas will use 5 of the remaining 8 parking spaces for the building. Zona Rosa has taken into consideration the planning staff's recommendation to not "max" out the parking and seating allowed for the building.

In addition to the request for increased seating, Zona Rosa also seeks approval for a full liquor license to compliment the food service. This request is limited in nature in that Zona Rosa only desires to provide a very limited number of mixed drinks (primarily Margaritas) which are also available at its existing location on the Alameda in San Jose. Anna Pizzo of Zona Rosa has met with the planning staff on a

number of occasions and understands the Town's policy to discourage stand-alone bars and late night drinking. Zona Rosa has no desire to create a bar atmosphere or install a bar or food counter that might promote or emphasize the availability of alcohol. Again, the service of alcohol is only to compliment the service of food and allow for its business and customer base to have a consistent dining experience regardless of the location (i.e. W. Main Street or The Alameda). Zona Rosa has also voluntarily chosen to limit hours of operation to 10:00pm which will include the weekend.

We respectfully request that the commission support this application as it is sent on to the Town Council for final consideration. The concept of modifying the existing use to focus on a sit down dining experience rather than a take-out model will provide for a more successful and long-standing business in our Town. We believe that the addition of Zona Rosa will continue to enhance the W. Main Street corridor and will continue to bring people past the "corner" of W. Main Street and N. Santa Cruz Avenue and perhaps help lure more foot traffic to "cross the bridge" to E. Main Street.

We feel the growth of this restaurant space is ideal for our building. The new energy and the leadership of Anna Pizzo and her proven experience as a restaurant operator will be a great addition for our existing tenants and for the Town of Los Gatos. Anna's concept of using local farmers and purveyors as well as seasonal and traditional specialties will provide a unique alternative to the existing restaurants in Town.

Your consideration is appreciated.