



## **PUBLIC CORRESPONDENCE**

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Parklet Program / Council Meeting Nov30,2021Item #9

The Parklet Program in downtown has been enjoyed by some people. There are however several issues that need to be addressed.

I would be in favor of extending the program for a year but not longer. We are still in the middle of the Covid pandemic and the future is uncertain. Making the program permanent is unwise at this time

The parklet program may have helped some restaurants, but it hurt the other small businesses whose storefronts and signs are blocked. Places like the Discovery Shop (which is a non-profit) has been told they cannot use the sidewalks or parking spots in front of their shop.

The Restaurant owners are getting thousands of square feet of free space, yet other businesses are being discriminated against and suffering.

The sidewalks and streets need to be cleaned. Either the restaurants should pay for cleaning or there should be a monthly fee for the city to clean the streets and sidewalks. Food on the ground is unsanitary and unsightly and a health hazard.

The original Parklet program limited the number of restaurants that could participate, but now it is a free for all. A restaurant was not allowed to have the parking spots in front of their business unless it was not across from another parklet. Now the staff report recommends that it is O.K. to have Parklets across from each other. No one is monitoring the situation. People can't walk on the sidewalk and all ADA rules are being ignored. Tables and chairs are not 6-10 feet apart. The current set up is dangerous as drivers can't see beyond the barrels for oncoming traffic. The streets are very narrow making it difficult for fire or emergency vehicles to drive down the street.

It was very surprising to see that there was no financial data in the staff report. The Economic Development Coordinator should have provided the numbers to show if the parklet program is indeed a success and has added tax revenue to the city or not. There should be a cost recovery analysis prior to making a final decision.

The \$500-dollar annual fee suggested in the report is extremely low. Rental space in Downtown Los Altos is \$3.50 a square foot each month. The Parklet Program should be one which benefits restaurant owners, retail stores, other business owners as well as the city finances. We need a fairer and more balanced program where everyone wins.

Sincerely

Roberta Phillips

**From:** [Pat Marriot](#)  
**To:** [Public Comment](#)  
**Subject:** PUBLIC COMMENT Item 9 November 30, 2021 parklets  
**Date:** Sunday, November 28, 2021 2:17:46 PM  
**Attachments:** [downtown sales tax 5.xlsx](#)

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Council Members:

The parklet staff report was written by our economic development coordinator, but there is no economic information in the report.

One of the goals of the parklet program is to “Stimulate the local economy through increased dining areas.”

How much stimulation are we hoping for?

I’m not arguing for or against parklets, but someone at City Hall should be able to quantify the financial advantages (and disadvantages) of the program.

Our quarterly sales tax reports come from the county and do not break out sales tax from downtown. The report does show that most of the “top 25” are not in the downtown

When I was on the Downtown Buildings Committee, several of us wondered how the new construction downtown – e.g., Safeway, condos – impacted sales tax revenue. I checked with LAVA and the Chamber of Commerce. Neither tracked downtown sales tax.

I put together my own spreadsheet (attached).

Regardless of COVID aberrations, someone at City Hall should be tracking and analyzing downtown economics in a way that lets us determine what changes help or hurt city finances.

Council should have economic information specific to downtown before making decisions on parklets, a theater or any other proposals.

Pat Marriott

From HdL consultant 9-9-16 Sales Tax Revenues by Geographic Area - 1Q 2016

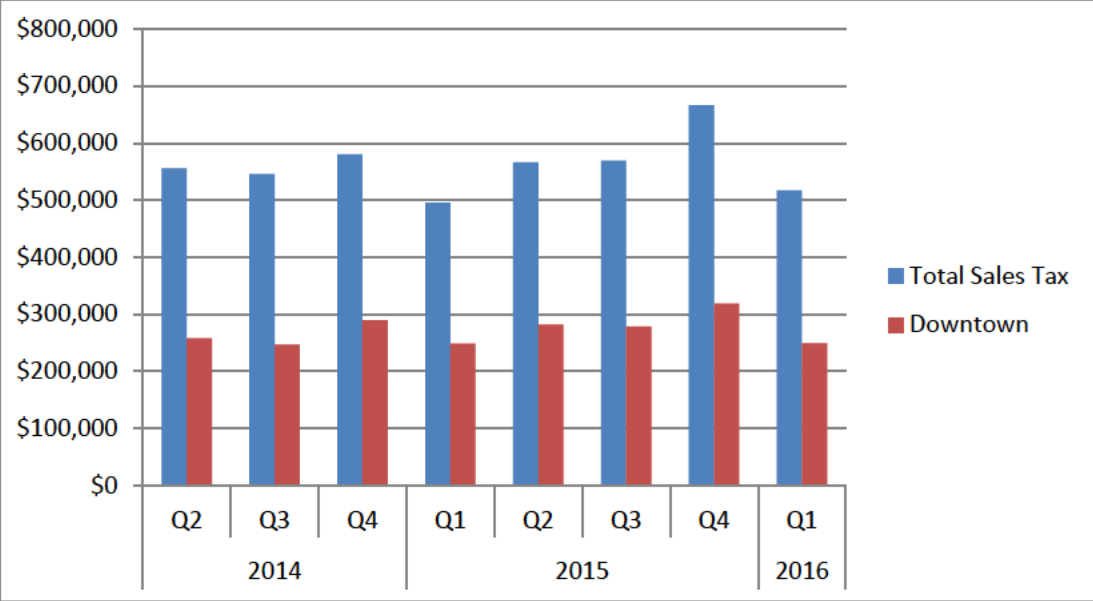
Total sales tax revenue: 1390 outlets

Downtown Triangle sales tax revenue: 456 outlets

ADJUSTED FOR ECONOMIC DATA

Geographic Area	Count	Current Year			Prior Year 4Q 2015	4Q 2016	3Q 2016	2Q 2016	1Q 2016	4Q 2015	3Q 2015	2Q 2015	1Q 2015
		4Q 2016	% Chg.	% of Ttl.									
0003 - Downtown Triangle	559	299,929	-3.7%	49.4%	311,608	299,929	274,131	260,195	244,794	311,608	274,254	276,976	244,059
Totals For Listed Geo Areas	559	299,929	-3.7%	49.4%	311,608	299,929	274,131	260,195	244,794	311,608	274,254	276,976	244,059
Totals For All Outlets	1,467	607,329	-8.8%	100.0%	666,027	607,329	571,218	568,030	515,983	666,027	569,420	566,417	495,512

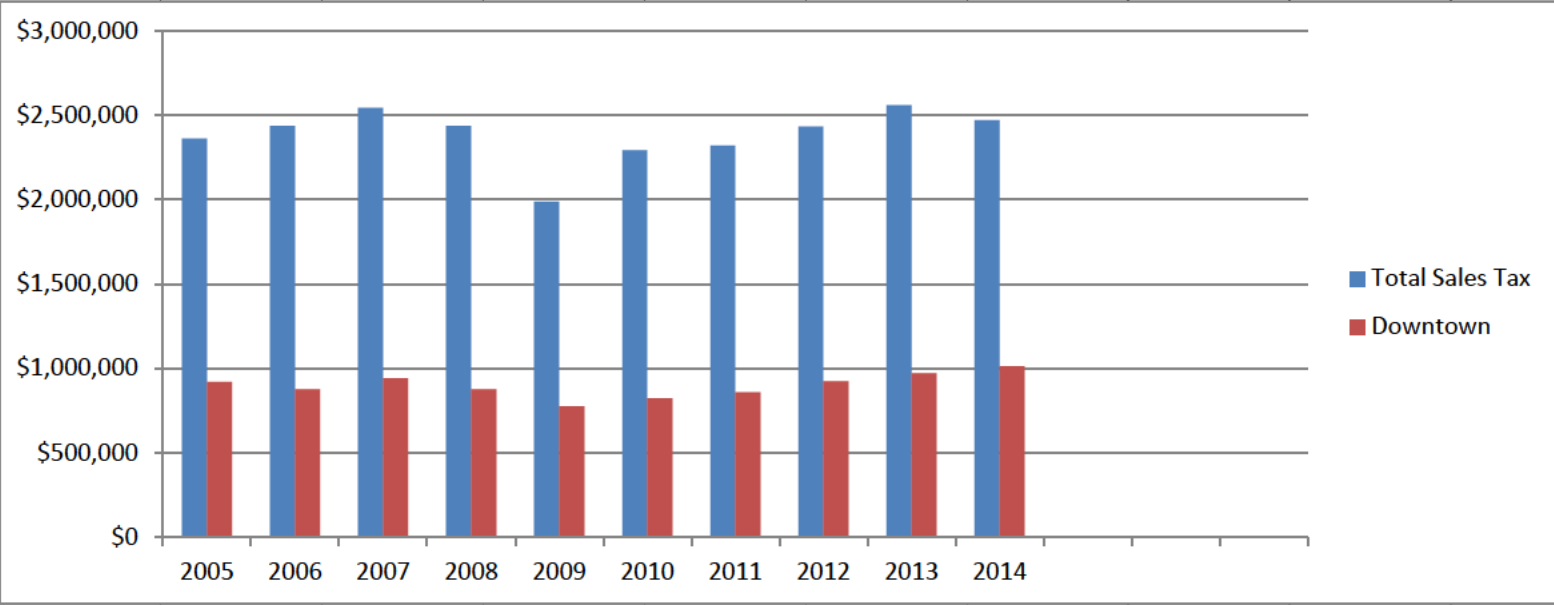
	2014			2015			2016
	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Total Sales Tax</b>	\$556,308	\$545,827	\$580,758	\$495,340	\$566,360	\$569,371	\$666,701
<b>Downtown</b>	\$258,687	\$247,263	\$289,886	\$248,810	\$282,392	\$279,039	\$319,316
<b>% of Total</b>	47%	45%	50%	50%	50%	49%	48%



- June 2010: Safeway demolition
- Aug 2010: Main Street sewers
- Aug 2010: First Street utility undergrounding
- Aug 2010: San Antonio streetscape
- Aug 2010: State & Main crosswalks, benches, etc.
- Jan 2011: Water mains
- Apr 2011: More utility undergrounding
- July 2011: First Street streetscape
- June 2013 Safeway demolition
- July 2014: Safeway opened
- Jan 2015? First Street condos open
- April 2015: Pharmaca opened
- July 2015: Cetrella opened



From Marcia Somers: Given = Downtown Sales Tax and % of Total through 2014						Downtown outlets = 389					From
	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	
<b>Total Sales Tax</b>	\$2,363,108	\$2,436,586	\$2,544,559	\$2,436,661	\$1,988,864	\$2,292,256	\$2,321,568	\$2,433,376	\$2,560,068	\$2,470,676	
<b>Downtown</b>	\$921,612	\$877,171	\$941,487	\$877,198	\$775,657	\$825,212	\$858,980	\$924,683	\$972,826	\$1,012,977	
<b>% of Total</b>	39%	36%	37%	36%	39%	36%	37%	38%	38%	41%	



Downtown sales tax increase between 2005 and 2014 =		\$91,365
Percent increase =		9.91%
Consumer Price Index (CPI) rose	21.40%	between 2005 and 2014. This would make 2014 downtown tax =
		\$1,118,837
Thus, accounting for inflation, the downtown sales tax increase would only be:		-\$105,860
This is an increase over 2005 of only		