



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 02/03/2026

ITEM NO: 15

ADDENDUM

DATE: February 3, 2026

TO: Mayor and Town Council

FROM: Chris Constantin, Town Manager

SUBJECT: **Introduce an Ordinance of the Town Council Amending the Town's Special Events Regulations in Chapter 14 to Establish an Entertainment Zone, Pursuant to State Law, Allowing Outdoor Consumption of Alcoholic Beverages During Permitted Events**
Ordinance Title: An Ordinance of the Town Council of The Town of Los Gatos Amending Article X, "Special Events," of Chapter 14, "Licenses and Miscellaneous Business Regulations," of the Town Of Los Gatos Town Code to Establish an Entertainment Zone Pursuant to SB 969

RECOMMENDATION: Introduce an Ordinance of the Town of Los Gatos amending Article X, "Special Events," of Chapter 14, "Licenses and Miscellaneous Business Regulations," of the Town of Los Gatos Town Code to Establish an Entertainment Zone Pursuant to SB 969.

REMARKS:

Attachment 3 contains public comment received before 11:01 a.m. on Monday, February 2, 2026.

Attachments Received with the Staff Report:

1. Draft Ordinance
2. Redline Special Events Code

Attachment Received with this Addendum:

3. Public comments



February 1, 2026

Town of Los Gatos
110 East Main Street
Los Gatos, CA 95030

Dear Mayor and Los Gatos Town Council Members:

On behalf of the Los Gatos Chamber of Commerce, I respectfully submit our support for the proposed Entertainment Zone ordinance pursuant to SB 969 and appreciate the thoughtful, permit-based framework developed by Town staff. We are aligned with the intent to allow temporary, Town-approved activations that support downtown vitality while maintaining strong standards for safety, compliance, and community character.

We support the focus on activating public rights-of-way, voluntary participation by businesses, prioritization of brick-and-mortar establishments within the Commercial Zone, and coordination with the Police Department through the existing special event permit process.

As this ordinance moves into implementation, businesses have expressed interest in clear, consistent direction through permit conditions and staff guidance, particularly regarding event-level responsibilities, boundary management, and cost allocation. Addressing these items through official guidance will help ensure predictable and business-friendly activation.

We appreciate the collaborative process to date and look forward to continued partnership as this ordinance moves forward.

Respectfully,

Jennifer Lin
Chief Executive Officer
Los Gatos Chamber of Commerce
On behalf of the Board of Directors

From: [Linda S](#)
To: [Clerk](#)
Cc: [Council](#)
Subject: Public Comment Item #15 Town Council meeting 2/3/26
Date: Friday, January 30, 2026 5:33:15 PM

[EXTERNAL SENDER]

Dear Los Gatos Town Council,

I am writing in **strong support** of policies that allow restaurants to sell alcoholic beverages “to-go,” including through the establishment or expansion of entertainment districts in our town.

Having lived in various parts of the country—including areas where to-go alcohol sales have been permitted for years—I’ve seen firsthand how this policy benefits both patrons and businesses. When to-go options are available, customers can enjoy their purchases in true moderation. They don’t feel pressured to finish everything on-site, which actually encourages responsible consumption rather than waste or overindulgence.

Every purchase at a restaurant is an investment in a good experience. I occasionally enjoy hearty meals or an alcoholic beverage, but always in moderation. For example, if a server asks if I’d like fries with my meal, I’m far more likely to say yes knowing I can take leftovers home to enjoy later without overeating now. The same logic applies to drinks. I enjoy an occasional glass of wine or cocktail with dinner (in extreme moderation), but if I only want a sip or two, I hesitate to order a full pour that might go unfinished. However, if I know I could take the rest home, I would almost certainly order the full glass—turning a potential “no” into a “yes.”

This small flexibility leads to meaningful economic gains for local restaurants. To-go alcohol options boost sales, increase overall check averages, and improve customer satisfaction, helping establishments thrive, support jobs, and contribute to a more vibrant downtown, especially in preparation for major 2026 events like FIFA World Cup watch parties. Allowing to-go beverages aligns perfectly with efforts to make our town more inviting, walkable, and economically dynamic.

I believe expanding to-go alcohol sales—whether standalone or within designated entertainment districts—would increase economic vitality for our restaurants and retailers while empowering patrons to moderate their consumption responsibly. Los Gatos has so much to offer, and this forward-thinking step would help our downtown and neighborhoods feel even more lively and welcoming.

Thank you for considering this proposal. I urge approval and would welcome any opportunity to discuss further.

Sincerely,
Linda Swenberg

P.S. Why doesn’t this district extend north of Los Gatos-Saratoga Road?