



**NORTH VENTURA COORDINATED AREA PLAN
WORKING GROUP MEETING
COVER MEMO**

THURSDAY, DECEMBER 5, 2019

City Hall – Community Meeting Room
250 Hamilton Avenue
Palo Alto, CA 94301
5:30 PM

The Working Group Meeting #9a packet contains the following items:

1. Working Group #9a Meeting Agenda
2. Staff Memo for Working Group Meeting #9a
3. Draft Plan Alternatives Discussion Materials



NORTH VENTURA COORDINATED AREA PLAN WORKING GROUP MEETING AGENDA

Thursday, December 5, 2019

City Hall - Community Meeting Room
250 Hamilton Avenue
Palo Alto, CA 94301
5:30 PM TO 8:30 PM

Call to Order: 5:30 PM

1. Welcome and Housekeeping: 5:30 PM -5:45 PM
2. Oral Communications: 5:45 PM-6:00 PM

Discussion Items: 6:00 PM*

1. Discussion of Naturalization Options for Matadero Creek by WRA: 6:00–6:30 PM
2. Planning Alternatives- Elements of the Plan Discussion: 6:30 PM-8:00 PM

Oral Communications: 8:15 PM

Wrap Up & Adjournment: 8:30 PM

Future Meeting/Workshops:

*Listed times are estimates.



NORTH VENTURA COORDINATED AREA PLAN WORKING GROUP MEETING

STAFF MEMO

THURSDAY, DECEMBER 5, 2019

City Hall – Community Meeting Room
250 Hamilton Avenue
Palo Alto, CA 94301
5:30 PM

The purpose of this meeting is:

- (1) To get an update from WRA, the firm hired by the City to assess the potential for naturalization of portions of the Matadero Creek; and
- (2) To allow Perkins + Will (consultants) to present three draft plans and to allow Working Group members to discuss the three draft plan alternatives.

Matadero Creek Study

The WRA team will present briefly the four naturalization scenarios for Matadero Creek restoration ranging from no action to maximum naturalization. The scenarios will vary from each other in form and functions in different degrees.

Plan Alternatives Discussion

Perkin + Wills will present draft three plan alternatives based on the Working Groups preferences and vision for the plan area. The preferences received from the Working Group were both qualitative and quantitative on topics ranging from circulation, open space, district character, housing types, and ground floor use. Staff and consultants have used the Working Group preferences to build three iterative alternatives that build up sequentially toward a shared vision. The Working Group will be discussing and evaluating three draft alternatives in two consecutive meetings and help to determine a preferred vision for the plan area. Following is a short summary of the salient features of each of the alternatives.

Alternative 1 is leveraging existing industrial structure of 340 Portage Avenue building to convey a sense of place. Examples of such visions are drawn from The Barlow, Sebastopol, CA, Swan's Market, Oakland CA, and Hughes Warehouse, San Antonio Texas. The vision for circulation pattern is to create vibrant street patterns with limited vehicular access, new pedestrian and bike access, and creating new street grid patterns proportionate to new development. This alternative proposes preservation of 340 Portage Avenue and 3201-3205 Ash Street structures and creates a sense of place around it. It takes into consideration potential creek restoration, creation of accessible open space and pocket parks. The

proposal includes a variety of housing types with special design standards for new development abutting the existing single family residential homes. Diverse use for 340 Portage Avenue building is proposed to activate public realm along Portage Avenue and 3201-3205 Ash Street is proposed for community use.

Alternative 2 is adaptively reusing the existing structure at 340 Portage Avenue and 3201-3205 Ash Street to create dynamic and flexible social space. This plan also draws in visions from The Barlow, Sebastopol, CA, Hayes Valley, San Francisco and Pixar HQ, Emeryville, CA. The circulation pattern proposes limiting cut through traffic, adding pedestrian routes to enforce car-free environment, and proposing new streets from the center of the plan area to create central flexible social space. This alternative emphasizes creating “Flex Spaces” that can be programmed for a variety of active uses like farmer’s market, play space, etc. The plan encourages all housing types and contains office use in the existing 340 Portage Avenue footprint.

Alternative 3 is leveraging thoughtful design to create a robust mixed-use and diverse community. It incorporates multi-generational spaces, variety of housing types, and diversity of uses. It proposes extending Acacia Street to connect with Olive Avenue, providing pedestrian access through use of existing easements on Ash Street. The vision of this option is creating walkable neighborhoods with buildings fronting active core. This option maximizes housing development with additional sites beyond those identified in the Housing Element, neighborhood serving ground floor retail, small creative office spaces, and community use spaces.

Plan Alternative Activity

Following a high-level overview of the draft alternatives and a question and answer period with the NVCAP consultant team, the Working Group will break into small groups to review each alternative in more detail for each of the plan components: 1) Circulation; 2) Open Space; 3) District Character; 4) Housing Types; and 5) Ground Floor Use and Program. The small groups will move around the room recording their thoughts and preferences on 5 large boards dedicated to each plan component. City staff and members of the NVCAP consultant team will join each small group to answer questions and facilitate discussion. After recording input for each plan component, the small groups will reconvene as a full group to share takeaways and summarize points of convergence and divergence. This activity will highlight points of consensus and areas for further study for the consultant team. Each Working Group member is highly encouraged to provide input to this discussion. This draft alternative discussion will be continued through to the January 21st Working Group Meeting.

In preparation for the December 5th, 2019 meeting, please review the following materials available on the project website and reflect on some of the example questions provided below:

October 29th Working Group Meeting Presentation

<https://www.cityofpaloalto.org/civicax/filebank/blobdload.aspx?BlobID=73906&t=59991.84>

Draft existing Conditions Memo

<https://www.cityofpaloalto.org/civicax/filebank/blobdload.aspx?BlobID=73918&t=52731.83>

NVCAP Area Parcel Catalog

<https://www.cityofpaloalto.org/civicax/filebank/blobdload.aspx?BlobID=73915&t=48379.39>

1. As you review the transportation and mobility information, can you identify the current patterns of circulation to and through the site? What are the greatest barriers to pedestrian and bicycle movement through the site?
2. As you review the parcel catalog, note the housing units, parking requirements, and permitted uses allowed. Reflecting on the allowable uses, can uses you desire (brewery, doctor's office, etc.) be allowed currently or would zoning need to change?
3. Do the alternatives provide the right mix and diversity of uses for the desired vibrant, walkable neighborhood?
4. How does the overall experience and character of each alternative align with your vision for the neighborhood?
5. Please identify your thoughts on the relative strengths and weaknesses of the each draft alternative.



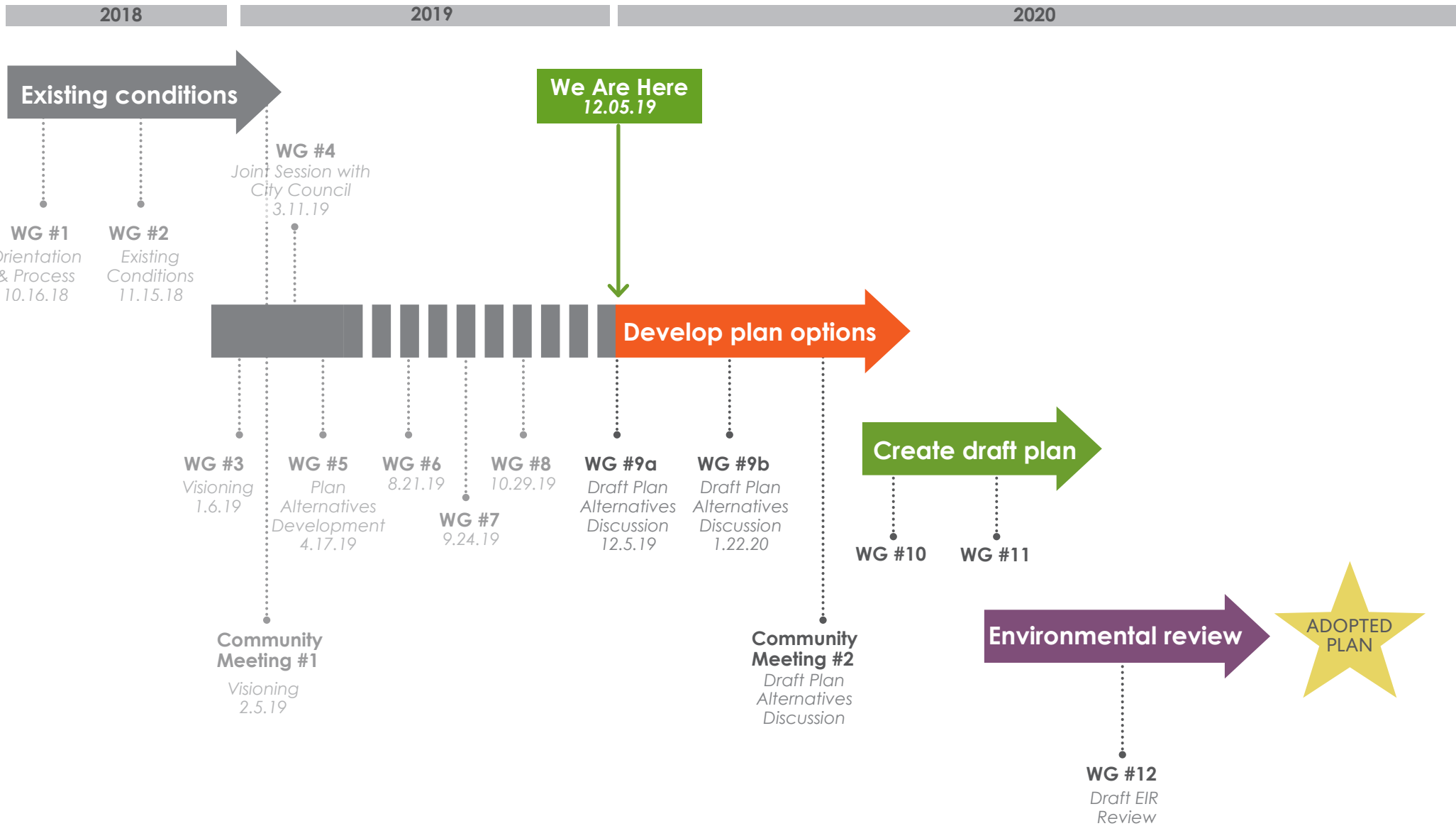
CITY OF PALO ALTO
North Ventura
COORDINATED AREA PLAN



NORTH VENTURA COORDINATED AREA PLAN
DRAFT PLAN ALTERNATIVES

Work To Date

12/5/19



What We've Heard

"Create housing for our teachers, nurses, and firefighters."

- AFFORDABLE HOUSING
- HOUSING OF ALL TYPES
- SENIOR HOUSING
- ARTIST'S HOUSING

"Include as much affordable housing in NVCAP as possible."

"Honor the history of the site."

- KEEP FRY'S
- RAILROAD SPUR
- CHINESE AMERICAN HISTORY
- CANNING INDUSTRY

"A neighborhood for bikers and walkers."

- CONTINUE BIKE LANES ON PARK BLVD
- REDUCE CAR TRAFFIC
- WIDER SIDEWALKS
- LANDSCAPE BUFFERS

"Highlight the creek."

- SLOW THE FLOW
- RESTORE VISUAL ACCESS
- CREATE A LINEAR PARK
- PROVIDE HABITAT

"Too much concrete."

- MORE LANDSCAPING
- LESS SURFACE PARKING

"We need more street trees."

- MITIGATE THE HEAT ISLAND EFFECT
- IMPROVE THE PEDESTRIAN EXPERIENCE

"Reduce cut-through traffic through the Plan Area."

- LIMIT CAR ACCESS TO & THROUGH THE SITE

"Good design that is sensitive to existing family homes."

- DIGNIFIED ARCHITECTURE
- CHARM AND LIVEABILITY
- VARIED ROOF-LINES

"Keep our neighborhood diverse and inclusive."

- SOCIO-ECONOMIC DIVERSITY
- ETHNIC DIVERSITY
- NO DISPLACEMENT
- AFFORDABILITY

"Connect to Cal Ave."

- SAFE CROSSING AT PAGE MILL ROAD & ASH
- IMPROVE PARK BLVD

"Open space that is welcoming and feels public."

- SAFETY
- PLACE FOR FAMILIES

"Please no modern, ugly, bare buildings. Palo Alto is famous for Craftsman and Spanish style housing."

"Enforce sufficient setbacks so we aren't living in an urban canyon."

- STEPBACKS TO REDUCE VISUAL MASS
- LOWER HEIGHTS AT SIDEWALK

What We've Heard

Planning Game April 17, 2019

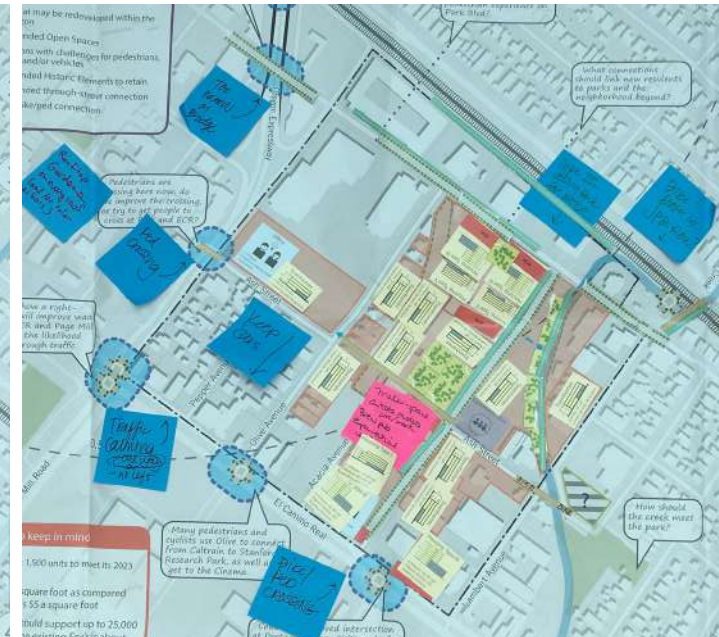
12/5/19



Group 1 "A mix of housing to promote a diverse neighborhood with townhomes at the edge and mixed housing (height) at the heart."



Group 2 "Liveable neighborhood where housing is a priority."



Group 3 "A diverse, bicycle-oriented and affordable neighborhood."

What We've Heard

Major Themes

12/5/19

CIRCULATION

- Connect Ash -----> ● Ash Connection
 - For all modes of travel
 - Only for bikes and peds
- Prioritize bike and ped access on Park
- Extend Portage -----> ● Portage Connection
 - For all modes of travel
 - Only for bikes and peds
- Mitigate cut-through traffic

OPEN SPACE

- Public and accessible -----> ● Open space location
 - Center of Plan Area
 - Next to creek
 - Adjacent to retail and other active ground floor uses

- Consistent
- Divergent

What We've Heard

Major Themes

12/5/19

DISTRICT CHARACTER

- Inclusive and diverse
 - Adaptive reuse
 - Sensitive to existing context (single-family housing, industrial legacy)
 - Community oriented
 - Featured identity ----->
- Arts District
 - Studios and galleries
 - Creative labs
 - Cultural District
 - Experiential retail
 - Maker space, small-scale production
 - Mix of uses
- Consistent
● Divergent

What We've Heard

Major Themes

12/5/19

HOUSING TYPES

- Variety and affordability
- Height with guidelines for character and form
- Limit the number of tall buildings (85') -----> ● Location of tall buildings
 - Park
 - Oregon Expressway
 - ECR

GROUND FLOOR USE & PROGRAM

- Create a mixed-use neighborhood -----> ● Balance of uses
 - Small, neighborhood-serving office
 - Experiential retail
 - Creative lab / maker space
- Limit office -----> ● New office
 - No net-new
 - Limit size of new office
- Create a community use on Fry's site

- Retail location
 - El Camino Real (ECR)
 - Portage

- Consistent
- Divergent

Articulating a Shared Vision

12/5/19



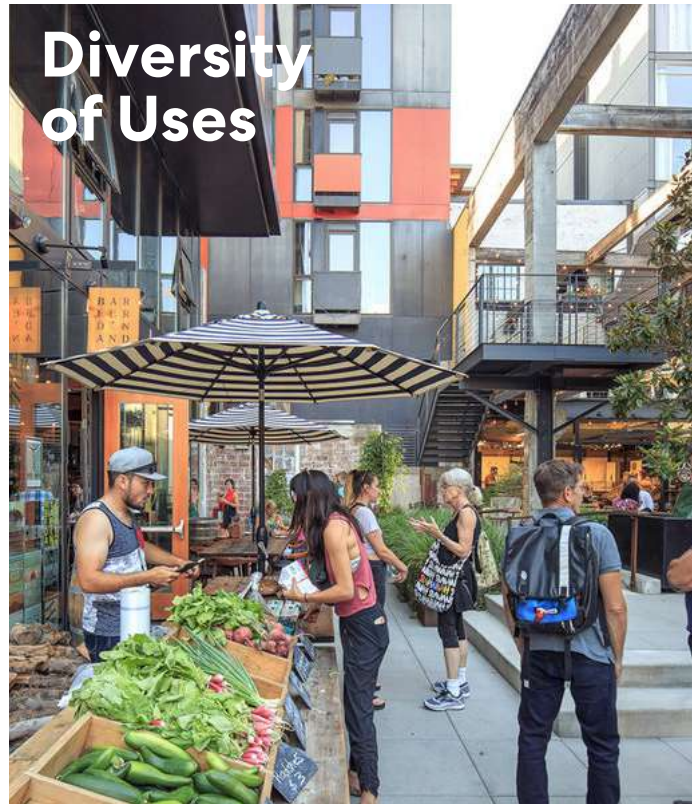
**Accessible
Open Spaces**



**Vibrant
Street
Experience**



**Mix of Housing
Types**



**Diversity
of Uses**

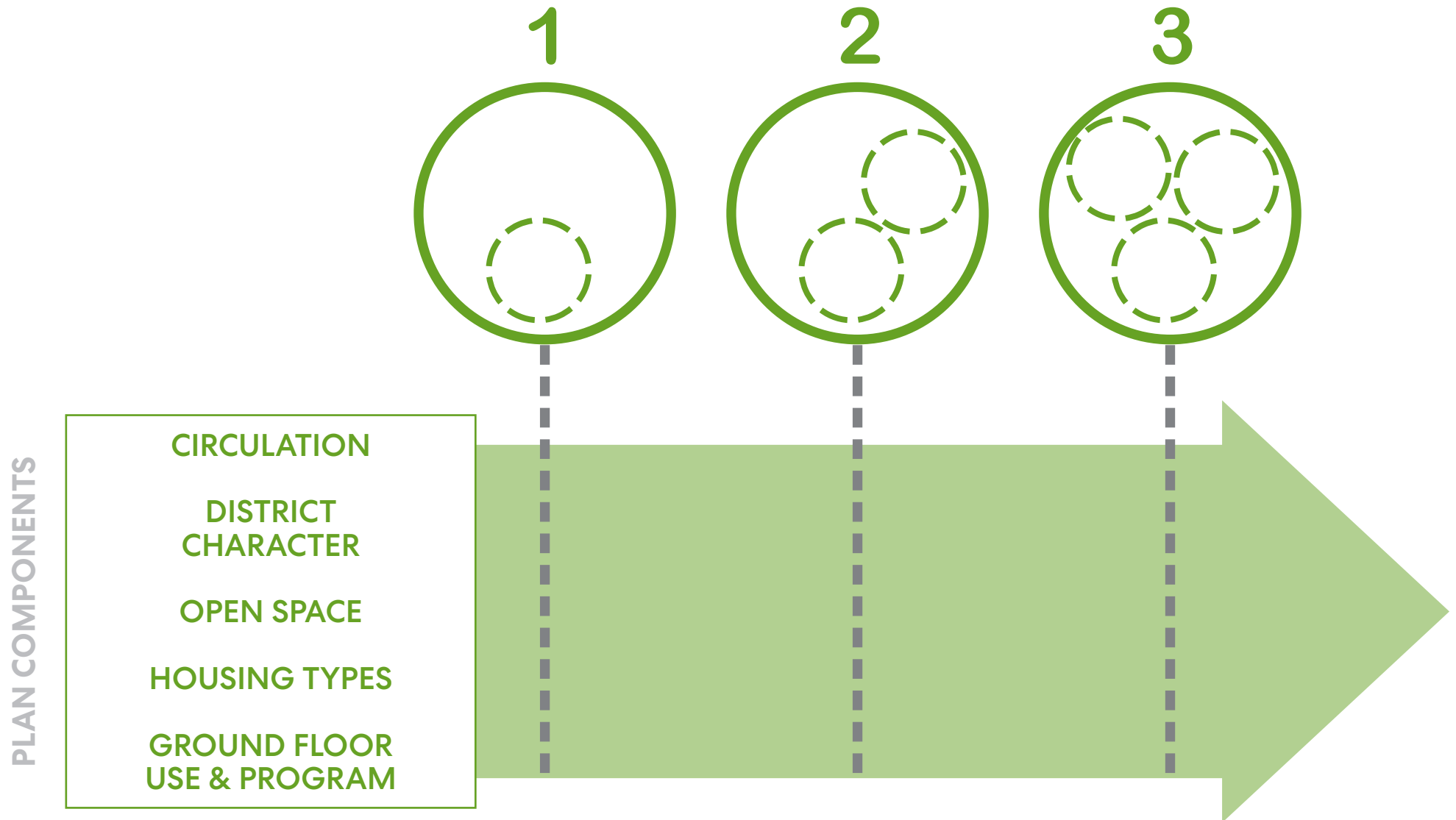


**Sustainable
Design**

3 Plan Alternatives Toward a Shared Vision

12/5/19

Iterative alternatives that build sequentially toward a shared vision



Draft Plan Alternatives Overview

When reviewing the Draft Plan Alternatives, consider the following:

- Do the alternatives provide the right mix and diversity of uses for the desired vibrant, walkable neighborhood?
- How does the overall experience and character of each alternative align with your vision for the neighborhood?
- Please be prepared to share your thoughts on the relative strengths and weaknesses of the alternatives for our next WG meeting on Thursday, December 5.

Alternative 1: Leading with Legacy

Leveraging existing industrial structures to convey a sense of place

12/5/19



Assembly Row, Somerville, MA



Hughes Warehouse, San Antonio, TX



The Barlow, Sebastopol, CA



Swan's Market, Oakland, CA

Alternative 1: Leading with Legacy

12/5/19



Circulation

- Street grid connectivity proportionate to new development
- No vehicular cut-through on Portage
- Ash and portion of Olive become one-way
- Portage and Acacia Street connect via horseshoe that keeps vehicles at edge of plan area
- New ped and bike access along the creek connects to nearby open space
- Reduce surface parking

Vibrant Street Experience

Vehicular Route

12/5/19



Vibrant Street Experience

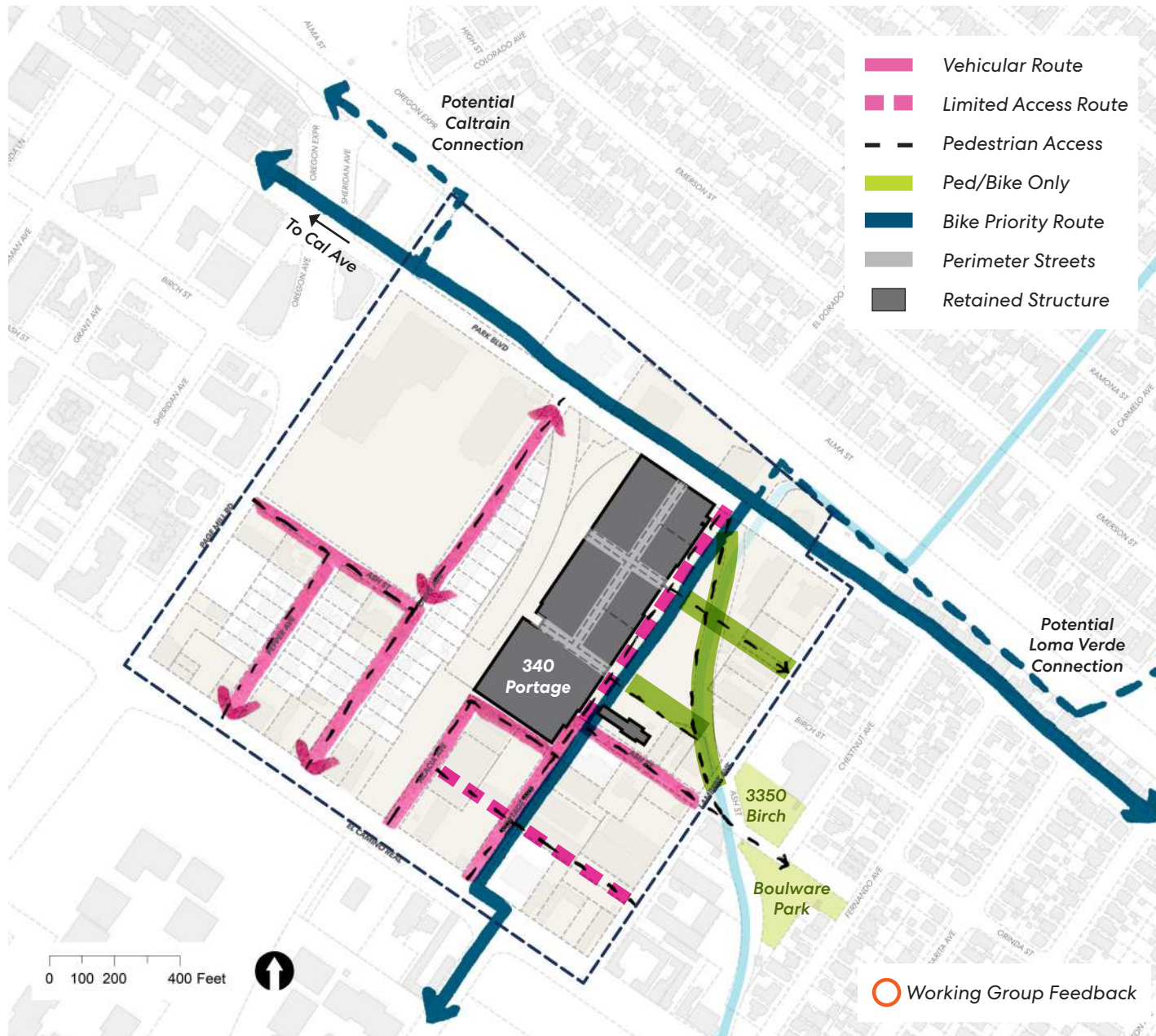
Limited Access Route

12/5/19



Alternative 1: Leading with Legacy

12/5/19



Circulation

- Street grid connectivity proportionate to new development
- No vehicular cut-through on Portage
 - Ash and portion of Olive become one-way
- Portage and Acacia connect via horseshoe that keeps vehicles at edge of plan area
 - New ped and bike access along the creek connects to nearby open space
 - Reduce surface parking

Vibrant Street Experience

Pedestrian-Priority Route

12/5/19



Alternative 1: Leading with Legacy

12/5/19



District Character

- Preserve buildings at 340 Portage and 3201-3205 Ash
- Add signage and streetscape elements to convey a special sense of place around Portage
- Development is sensitive to existing character of Single-Family (SF) residential

Open Space

- Portage serves as a central spine with generous setbacks and pockets of open space
- Potential creek restoration zone

Accessible Open Spaces

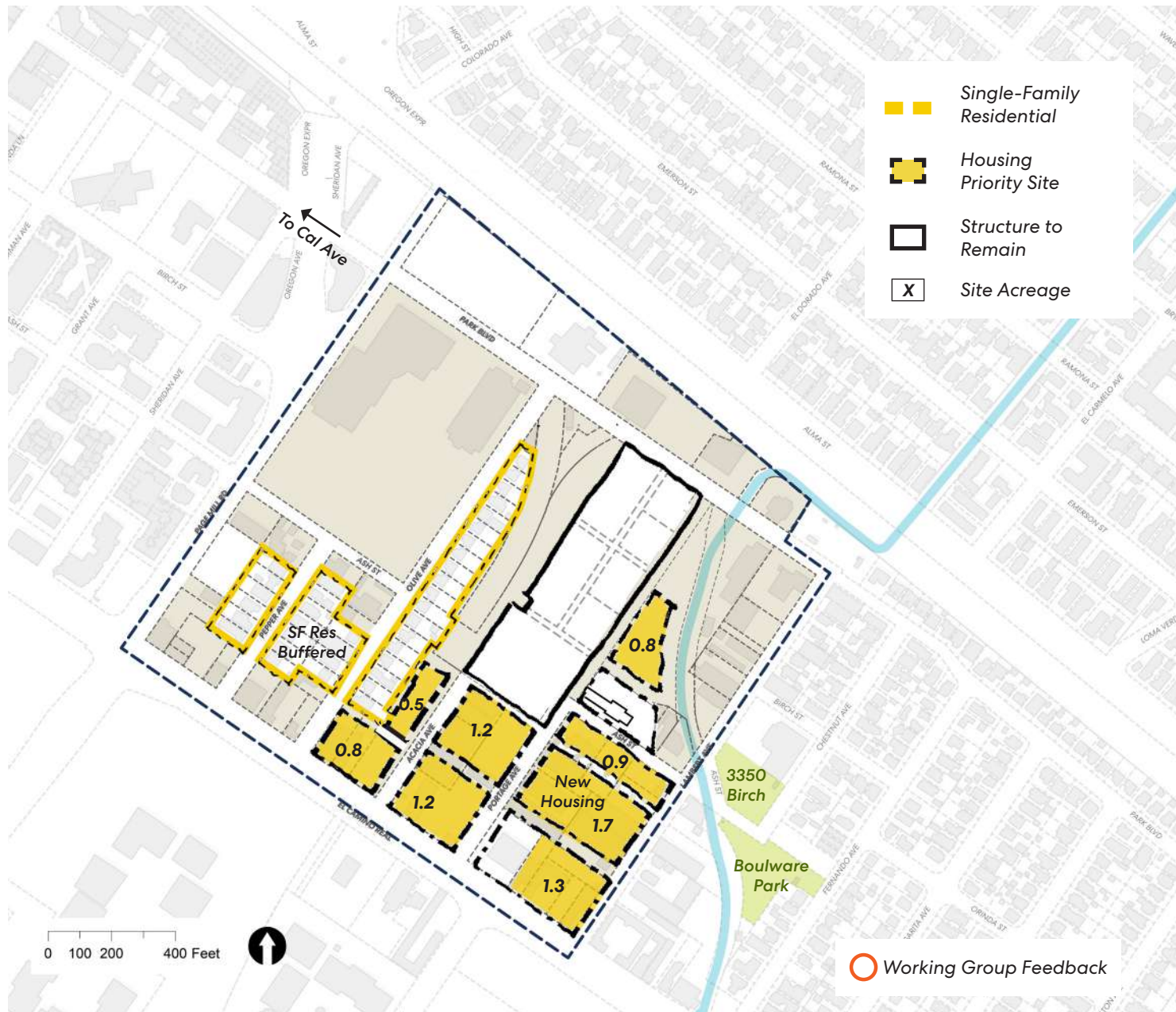
A network of diverse open space opportunities

12/5/19



Alternative 1: Leading with Legacy

12/5/19



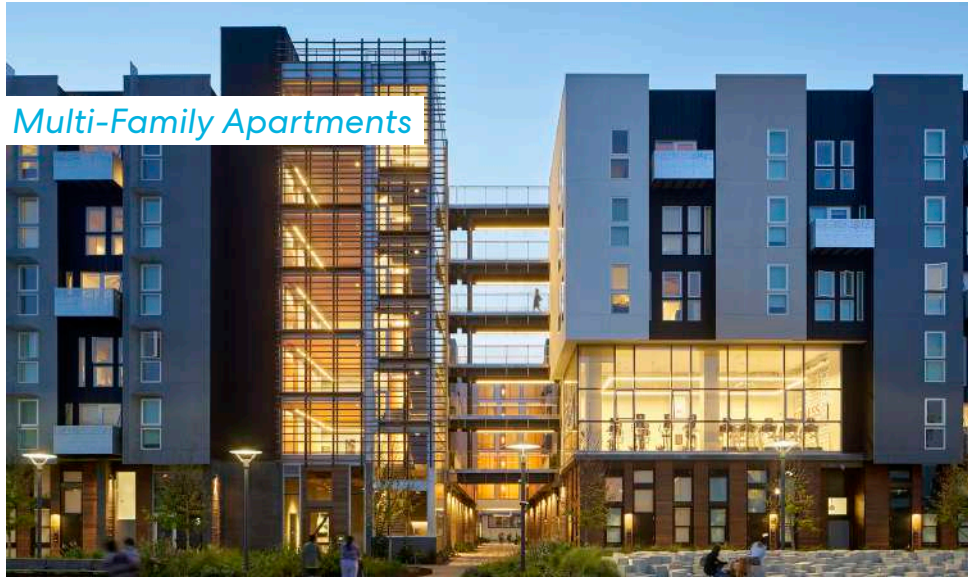
Housing Types

- Prioritize housing opportunity sites
- Include a variety of housing types
- Introduce special design standards for new development abutting existing single-family residential

Mix of Housing Types

Context-sensitive housing types

12/5/19



Multi-Family Apartments



Townhomes



Live-Work Lofts



Mixed-Use with Ground Floor Retail

Alternative 1: Leading with Legacy

12/5/19



Ground Floor Use & Program

- Diversify use within 340 Portage to activate public realm along Portage
- Promote 3201-3225 Ash as a community use

* Commercial Mix to include small office, creative lab, maker space among other uses.

**SE estimates that the Plan Area could support up to 25k of additional neighborhood-serving retail to meet the needs of 364 units anticipated in Comprehensive Plan.

Alternative 2: Adaptive Core

12/5/19

Adaptively reuse existing structures to create dynamic and flexible social spaces



Drake's Dealership, Oakland, CA



Hughes Warehouse, San Antonio, TX



Hayes Valley, San Francisco, CA



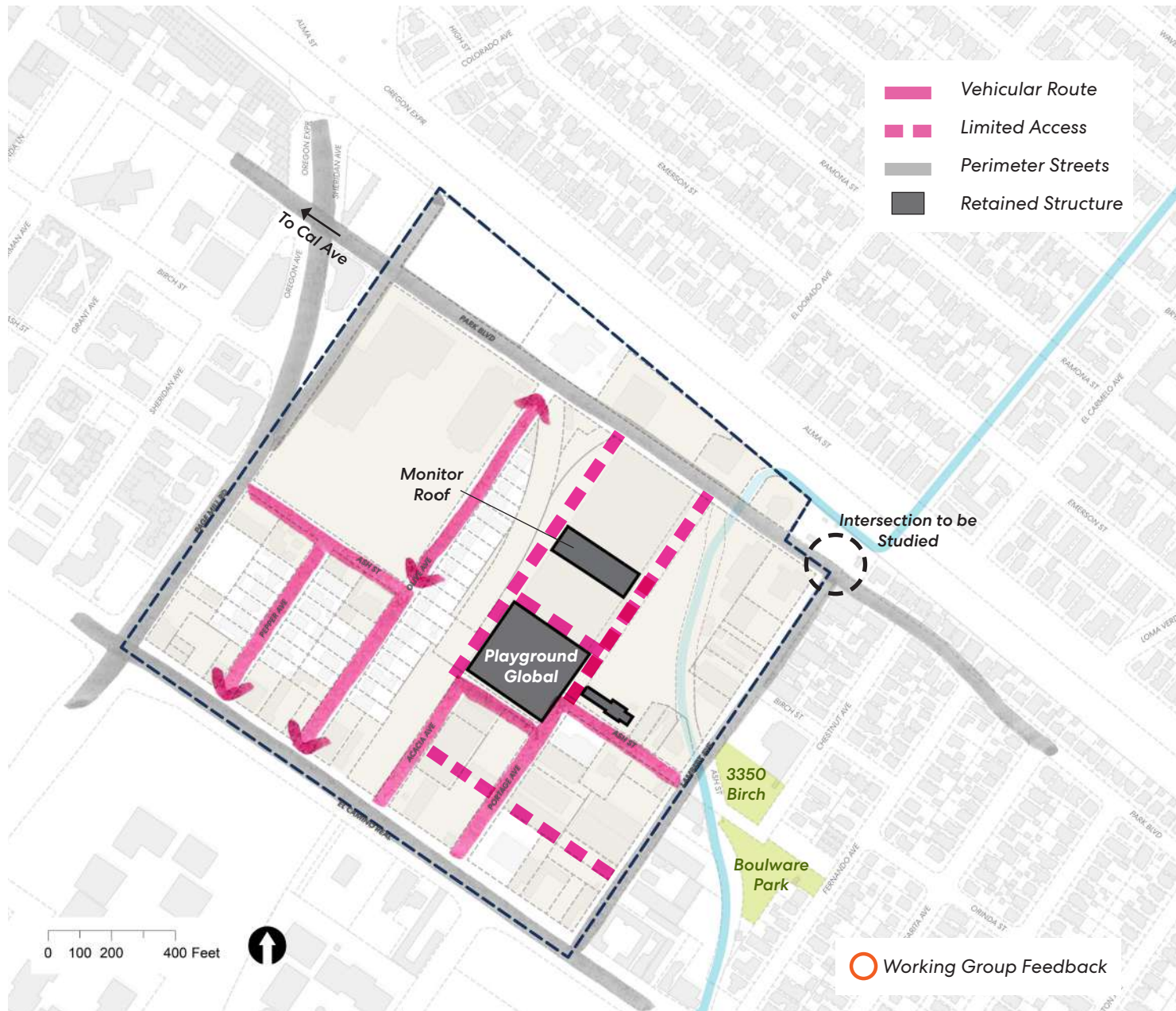
The Barlow, Sebastopol, CA



Pixar HQ, Emeryville, CA

Alternative 2: Adaptive Core

12/5/19

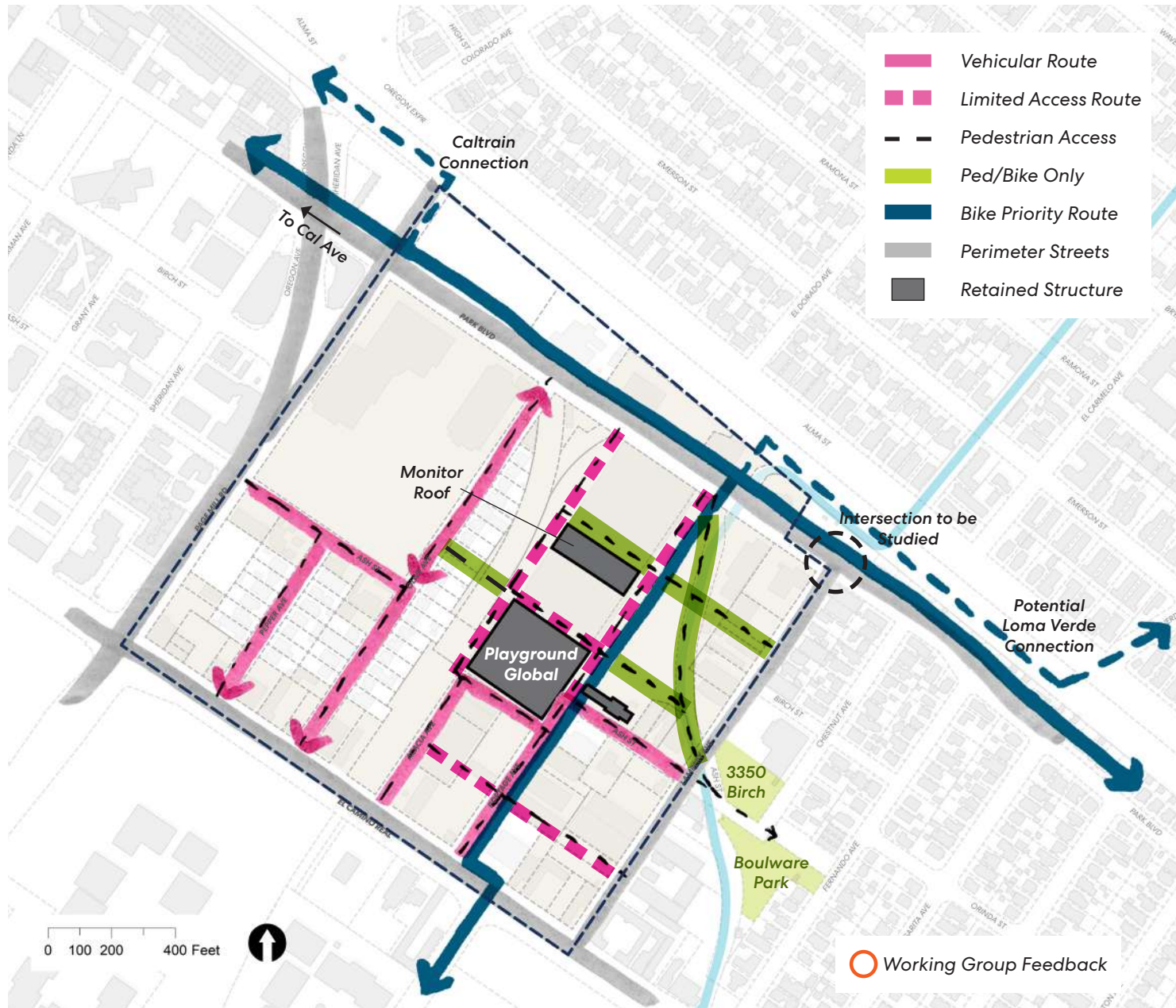


Circulation

- Limit cut-through traffic through the site along Acacia extension
- Introduce limited access streets to enable partial preservation of 340 Portage footprint

Alternative 2: Adaptive Core

12/5/19

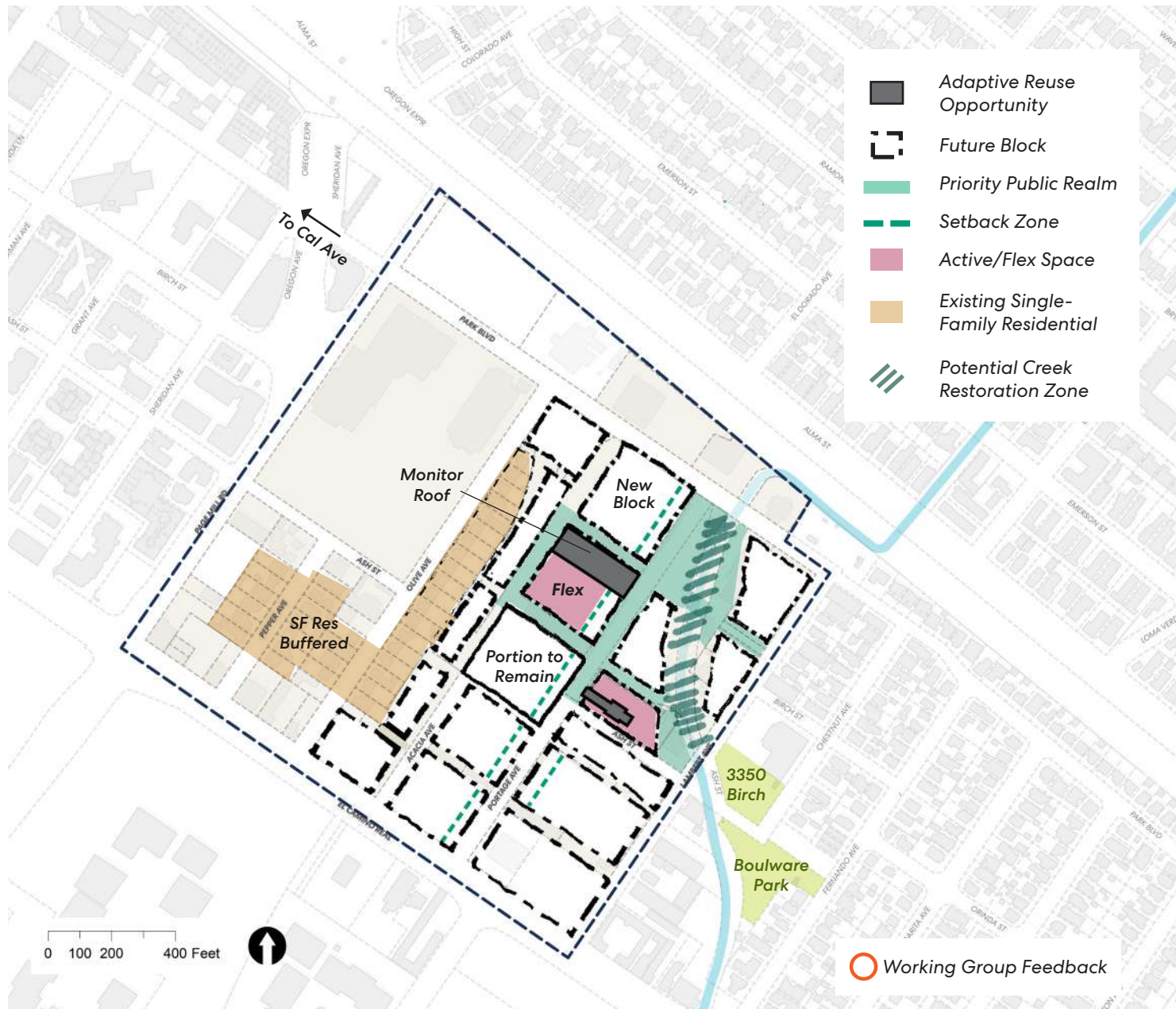


Circulation

- Limit cut-through traffic through the site along Acacia extension
- Introduce limited access streets to enable partial preservation of 340 Portage footprint
- Additional pedestrian priority routes reinforce “car-free environment”
- New streets through center of plan area frame a central, flexible social space

Alternative 2: Adaptive Core

12/5/19



District Character

- Further refine “walkable blocks”
- Adaptively reuse 340 Portage and 3201-3205 Ash
- “Flex space” provides semi-developed space that could be programmed for a variety of active uses (play space, outdoor movies, farmer’s market, etc.)

Open Space

- New streets around “flex space” double as vibrant public realm

Flex-Space

Adaptable space serving as an incubator for future uses

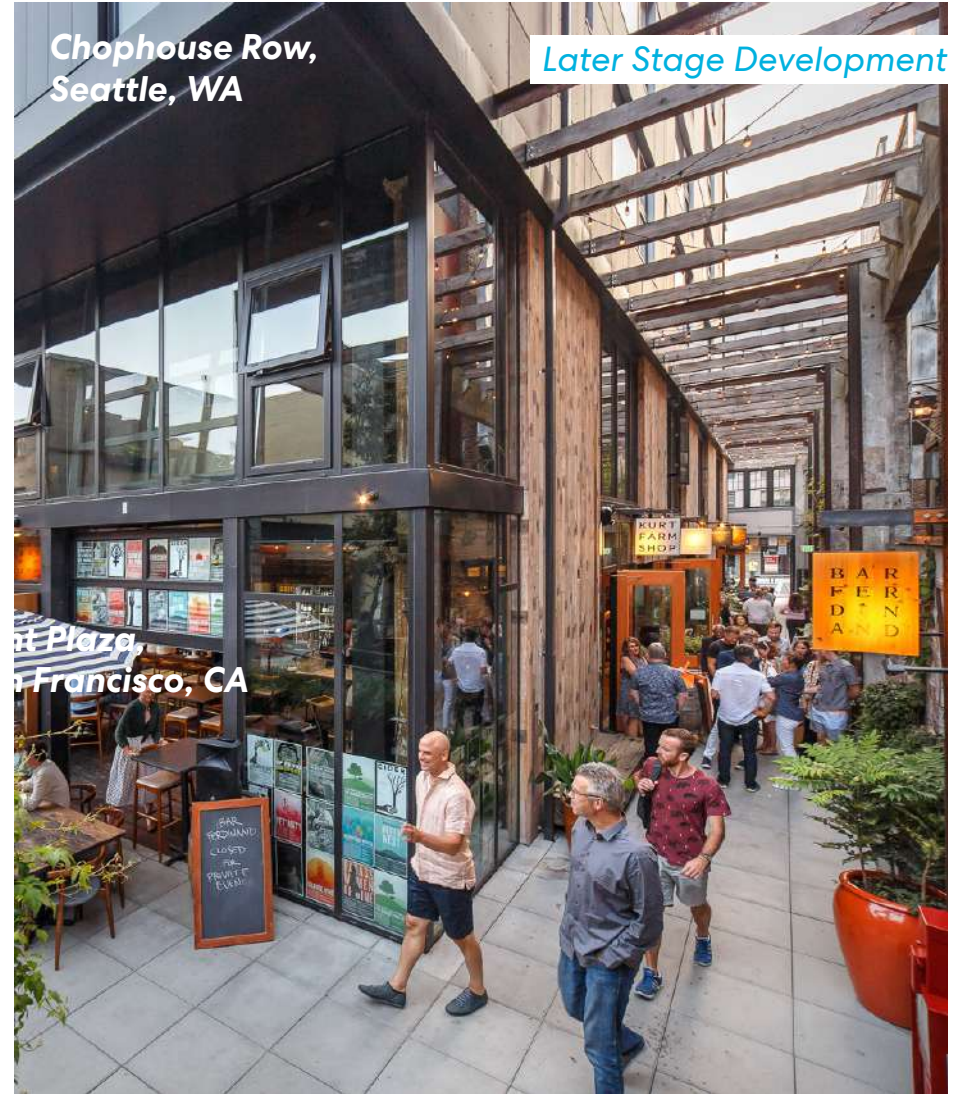
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Interim Flexible Programming



Chophouse Row, Seattle, WA

Later Stage Development



Alternative 2: Adaptive Core

12/5/19

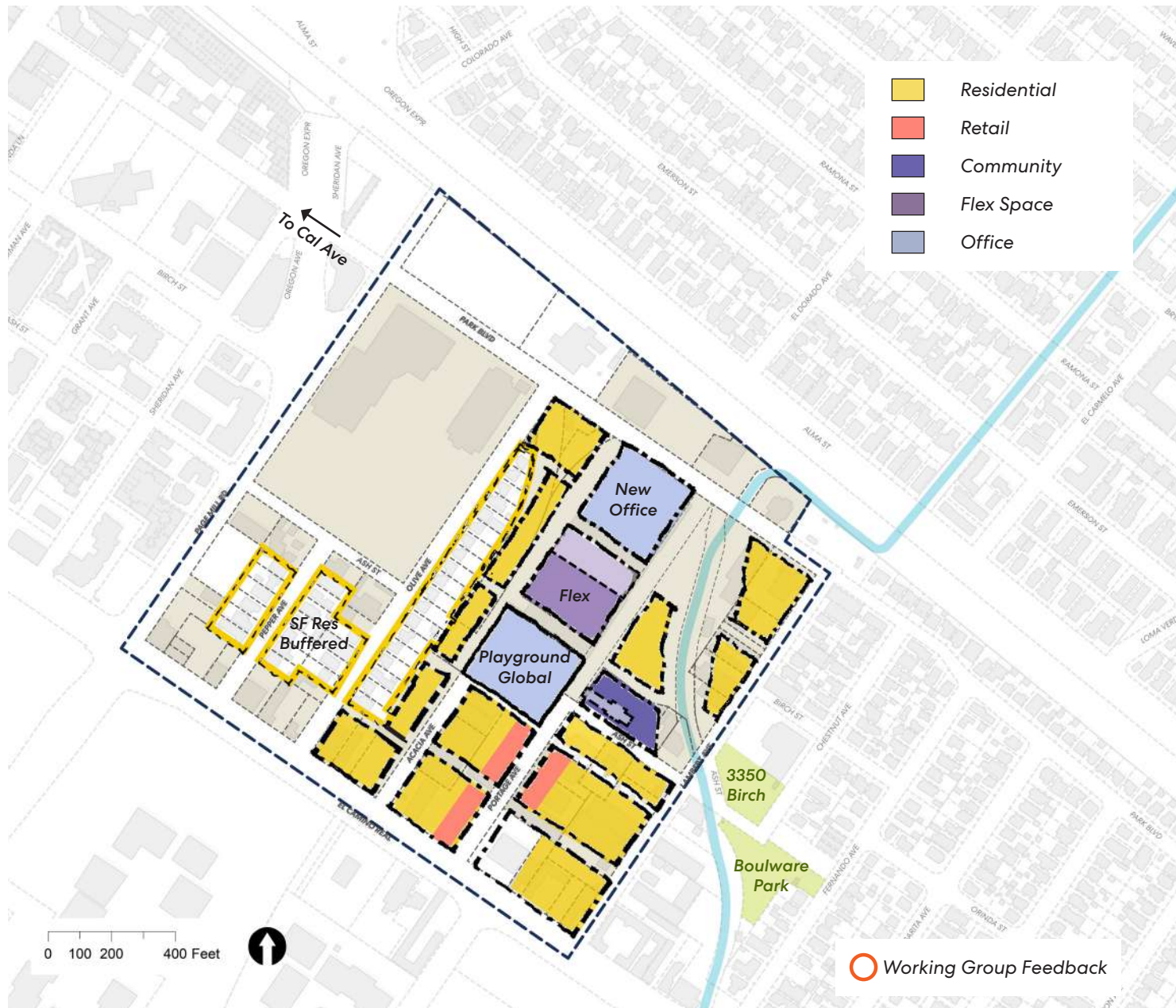


Housing Types

- Incorporate all housing inventory sites
- Increase housing on Fry's Parcel
- Maintain special design standards for new development abutting existing single-family residential

Alternative 2: Adaptive Core

12/5/19



Ground Floor Use & Program

- Office use is contained in former 340 Portage footprint
- Active “Flex” space serves as incubator for future program and development (ex. creative lab and maker space)

Alternative 3: Designed Diversity

12/5/19

Leveraging thoughtful design to create a robust mixed-use and diverse community

Multi-Generational Spaces



Industrial Aesthetic



Diversity of Uses

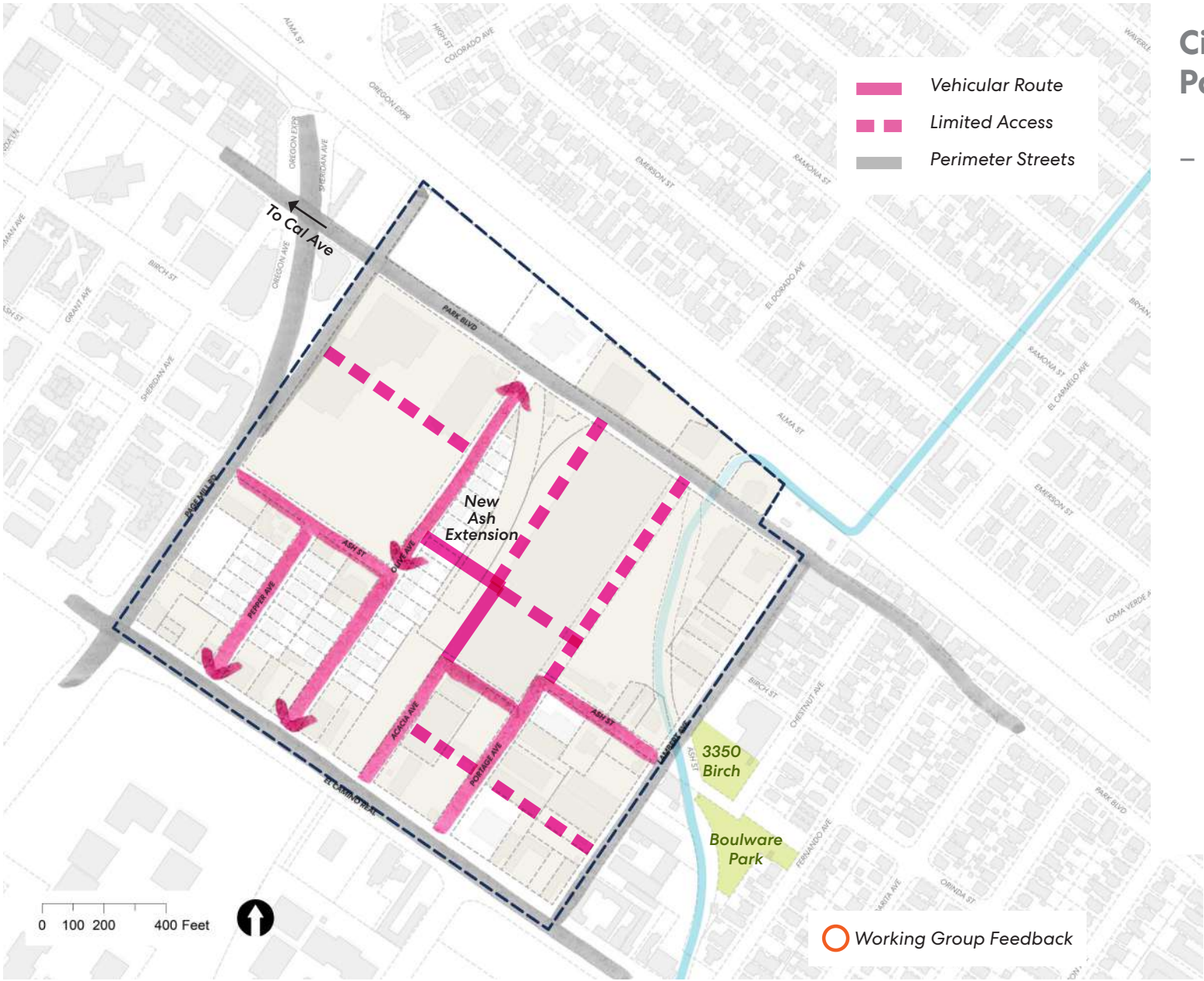


Housing Variety



Alternative 3: Designed Diversity

12/5/19

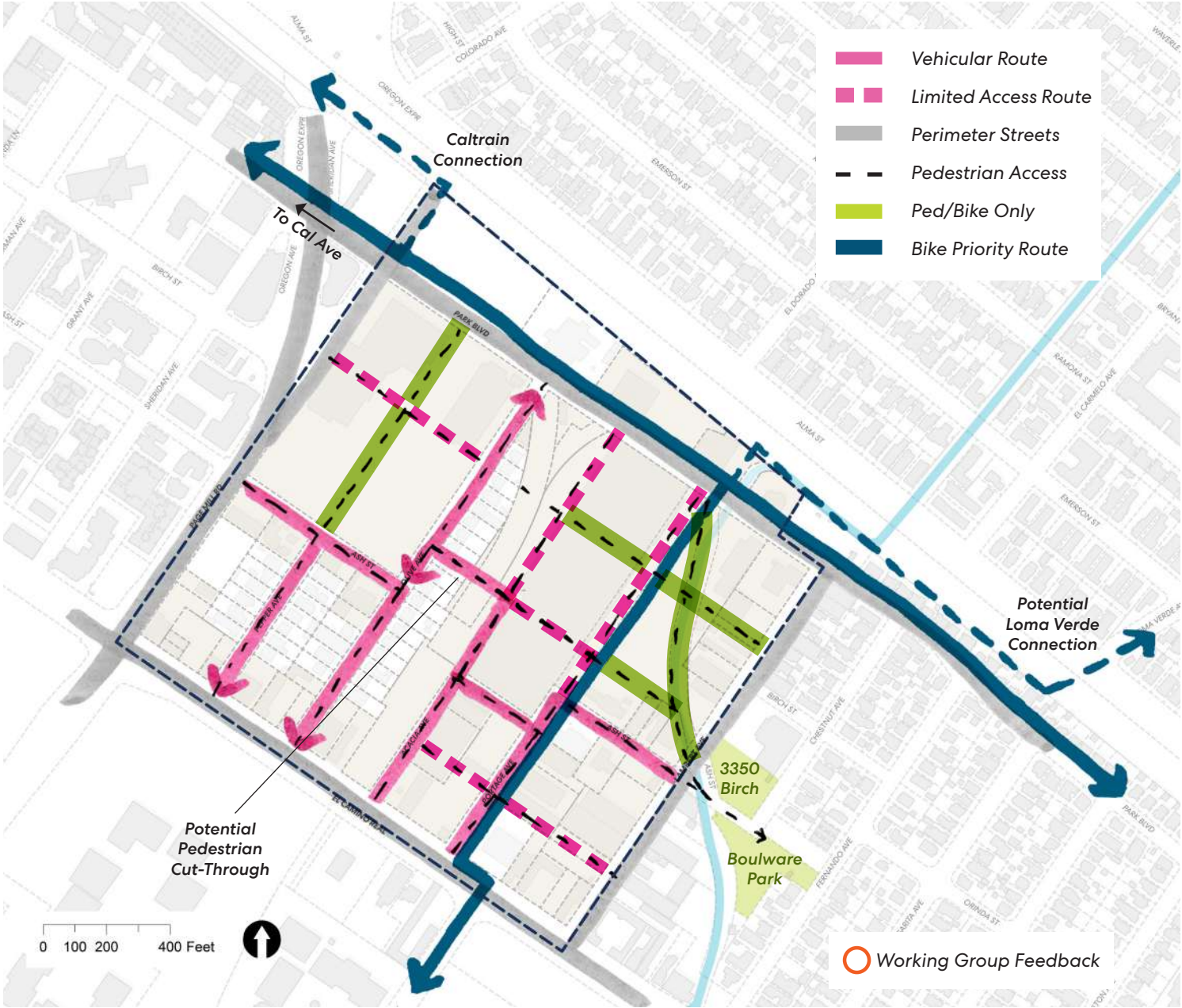


Circulation + Parking

- Formalize Acacia extension and connect to Olive

Alternative 3: Designed Diversity

12/5/19

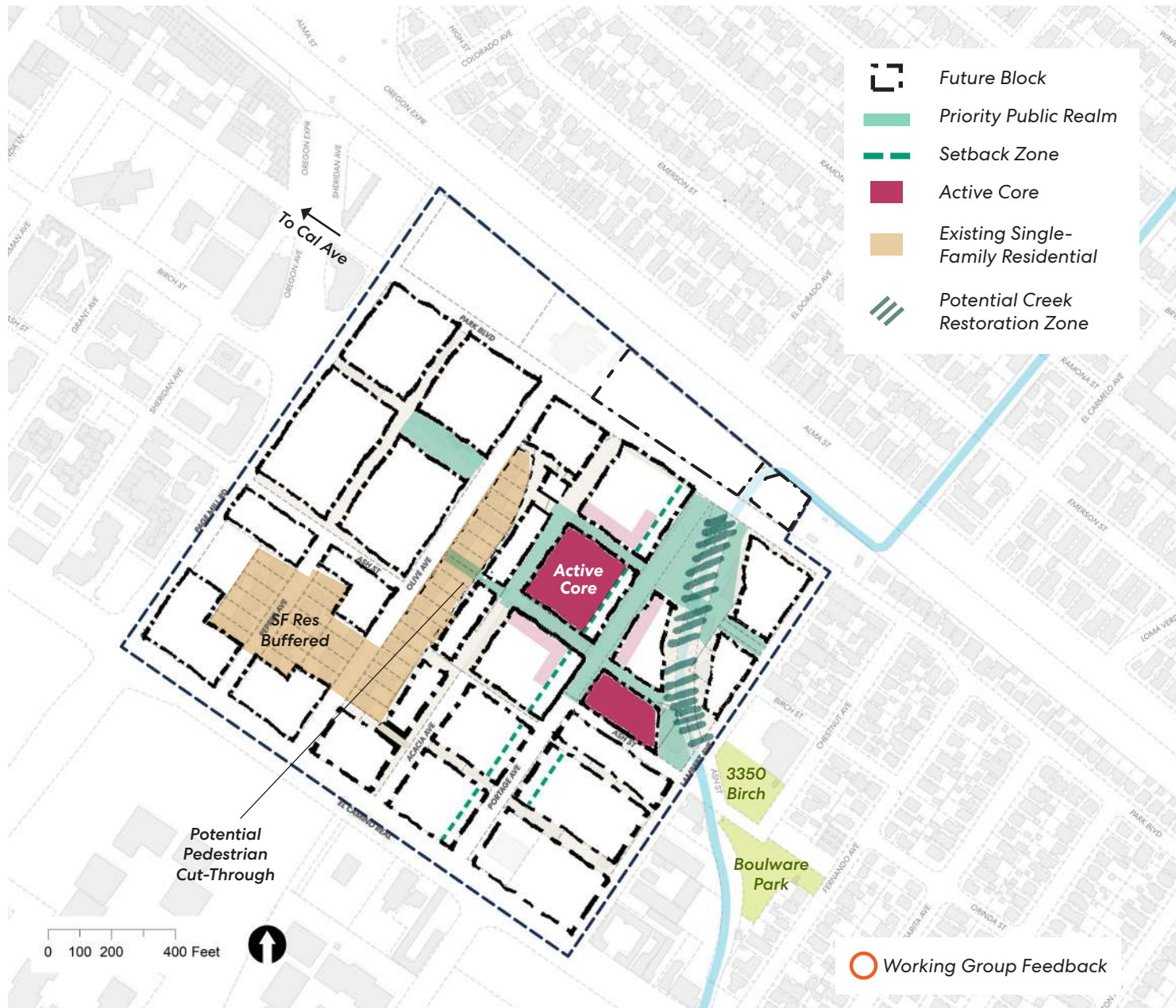


Circulation & Parking

- Formalize Acacia extension and connect to Olive
- Expand public realm surrounding the former “flex” block
- Enhance street tree canopy

Alternative 3: Designed Diversity

12/5/19



District Character

- Walkable, neighborhood fabric is distributed across plan area
- Building frontages and public realm orient towards the “active core”
- Communicate historic significance with interpretive signage and other landscape elements

Open Space

- Public realm as a connective fabric of the active core

Alternative 3: Designed Diversity

12/5/19



Housing & Height

- Introduce housing sites beyond those identified in the Comprehensive Plan
- Maintain special design standards for new development abutting existing single-family residential
 - Maximize housing development in the plan area

Alternative 3: Designed Diversity

12/5/19



Ground Floor Use & Program

- Maximize active ground floor use including neighborhood-serving retail, community use, small office, creative lab, and maker space

Alternative 1: *Leading with Legacy*



Alternative 2: *Adaptive Core*



Alternative 3: *Designed Diversity*

