



NORTH VENTURA COORDINATED AREA PLAN WORKING GROUP MEETING

****REVISED** AGENDA**

Tuesday, May 26, 2020

Virtual Meeting
5:30 PM TO 7:30 PM

Instructions for Virtual Meeting Participation **REVISED AGENDA**

****BY VIRTUAL TELECONFERENCE ONLY****

Pursuant to the provisions of California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of Covid-19, this meeting will be held by virtual teleconference only, with no physical location. The meeting will be broadcast live on Cable TV Channel 26 and Midpen Media Center at <https://midpenmedia.org/local-tv/watch-now/>. Members of the public may comment by sending an email to NVCAP@CityofPaloAlto.org or by attending the Zoom virtual meeting to give live comments. Instructions for the Zoom meeting can be found on the last page of this agenda.

Call to Order: 5:30 PM

- Welcome and Housekeeping: 5:30 PM -5:35 PM
- Oral Communications: 5:35 PM-5:45 PM

Discussion Items: 5:45 PM – 7:15 PM*

- Working Group discussion of the draft alternatives – 100 minutes
 - o Overview of Working Group submitted draft alternatives

Each alternative and its creators have **3 minutes** to provide brief overview of their alternative. Followed by a round robin where each Working Group member has up to 1 minute to provide feedback.

- Alternatives G & K - Angela Dellaporta
- Alternative H - Kirsten Flynn
- Alternative J - Waldek Kaczmarek
- Alternative L - Gail Price
- Alternative M - Terry Holzemer, Keith Reckdahl

- o Overview of February 26, 2020 draft alternatives & Round Robin Discussion – 20 minutes

- Discussion of possible Ad-hoc subcommittees to facilitate small group meetings - 5 minutes

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Oral Communications: 7:20 – 7:30 PM

Adjournment 7:30 pm

Future Meeting/Workshops: To be determined

*Listed times are estimates.

Members of the Public may provide public comments to teleconference meetings via email, or by teleconference.

1. **Written public comments on** North Ventura Coordinated Area Plan may be submitted by email to NVCAP@CityofPaloAlto.org
2. **Spoken public comments using a computer** will be accepted through the teleconference meeting. To address the Working Group members, click on the link below for the appropriate meeting to access a Zoom-based meeting. Please read the following instructions carefully.
 - A. You may download the Zoom client or connect to the meeting in-browser. If using your browser, make sure you are using a current, up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer.
 - B. You will be asked to enter an email address and name. We request that you identify yourself by name as this will be visible online and will be used to notify you that it is your turn to speak.
 - C. When you wish to speak on an agenda item, click on “raise hand”. The moderator will activate and unmute attendees in turn. Speakers will be notified shortly before they are called to speak. The Zoom application will prompt you to unmute your microphone when it is your turn to speak.
 - D. When called, please limit your remarks to the time limit allotted.
 - E. A timer will be shown on the computer to help keep track of your comments.
3. **Spoken public comments using a smart phone** will be accepted through the teleconference meeting. To address the Council, download the Zoom application onto your phone from the Apple App Store or Google Play Store and enter the Meeting ID below. Please follow instructions B-E above.
4. **Spoken public comments using a phone** use the telephone number listed below. When you wish to speak on an agenda item hit *9 on your phone so we know that you wish to speak. You will be asked to provide your first and last name before addressing the Board. You will be advised how long you have to speak. When called please limit your remarks to the agenda item and time limit allotted.

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<https://zoom.us/join>

Meeting ID: 912 9575 9994

<https://zoom.us/j/91295759994>

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WORKING GROUP MEETING #11 STAFF MEMO

Introduction

This staff report outlines the structure of the May 26, 2020 meeting of the Working Group of the North Ventura Coordinated Area Plan (NVCAP). This report aims to prepare members of the Working Group to participate in a healthy discussion and rich dialogue during its virtual meeting.

NVCAP Update

NVCAP Process

Like many aspects of life and local government, the NVCAP process has been disrupted by the COVID-19 global pandemic. The Working Group held its last meeting in January 2020. The City and Working Group hosted a community workshop on February 27, 2020. The March and April Working Group meetings, however, were cancelled.

Furthermore, the United States' and global economies have entered a recessionary period. Due to the enduring nature of the pandemic, limited treatments, and no vaccine, the topography of the recovery remains uncertain. These circumstances may dampen the short-term construction of housing, retail, or offices. In addition, the nature of the virus has left many to interrogate the demand for new offices in a remotely working world; ask how retail will survive and function; and wondering if demand for housing in expensive markets will diminish significantly.

Understanding the impact COVID-19 has on future trends will certainly aid in careful and thoughtful planning. It is unlikely, though, that even with a recession and outmigration, that the housing crisis facing the Bay Area will dissipate. The state of California remains committed to releasing new Regional Housing Needs Allocation (RHNA) targets to regions. The timeline has been set back, but the project has not been postponed. Planning for transit-oriented housing in the Ventura neighborhood remains a worthwhile endeavor. As such the NVCAP process will continue.

The current goal of this phase is for the Working Group, staff, and consultants to develop two draft alternatives. This will require taking the best of the many draft alternatives to create two draft alternatives that, though distinct, achieve the goals set forward by the City Council and realize the Working Group's vision. These draft alternatives must also respond to, incorporate, and ultimately meet the needs of the public as well.

To achieve this, staff and the co-chairs discussed potential meeting sequences. Staff propose:

- May - Full Working Group Meeting – The purpose of this meeting is to listen and understand reflections of Working Group members regarding draft alternatives.
- June – Two separate small group meetings of Working Group members. These meetings would seek to develop two draft alternatives. The smaller group format is intended to promote more in-depth dialogue. Each group would have distinct attendees.
- July – Fully Working Group Meeting – The purpose of this meeting would be to consolidate the insights of the previous two meetings into two draft alternatives.
- Late Summer & Fall - Refine two draft alternatives – The consultant team would develop graphic representations of the two draft alternatives, complete with accurate measurements and quantities.
- Advisory Body & Decision-Makers Meetings – Receive direction from advisory bodies (Planning and Transportation Commission) and decision-makers (City Council) regarding the preferred alternative.
- Studies – Once a preferred alternative has been selected, studies can be performed to be understand the impacts of the draft alternative.
- City Council – Review, propose updates to, endorse, or provide direction regarding preferred alternative.
- Develop Plan Documents & Environmental Review – Staff and consultants work together to develop the plan documents and environmental review for the plan.
- Plan Adoption – Ultimately, City Council will need to adopt the plan and environmental document.

Staff will continue to work with co-chairs and receive input from other Working Group members to ensure the schedule balances discussion and deliberation with advancing the project.

NVCAP Budget & Funding

Due to the COVID-19 pandemic, the City of Palo Alto needs to cut \$39 million from the fiscal year 2021 budget. Despite the severe cuts, the NVCAP project remains funded. Pending finalization of the budget by City Council, the Planning and Development Services Department proposes to have sufficient staff resources to continue the NVCAP process.

The project is also funded by a Caltrans grant, matching funds provided by the Sobrato Foundation—including funds for environmental review. The Caltrans grant and other funds are dedicated to the NVCAP. In addition, staff are proposing to apply for a Local Early Action Planning (LEAP) grant offered by the state of California for projects that accelerate housing production. Area plans are considered eligible projects.

NVCAP Meeting Goal

Working Group Meeting Purpose

The purpose of the May 26, 2020 Working Group meeting is to allow Working Group members to share their thoughts regarding draft plan alternatives and to listen the thoughts and to listen to the thoughts and opinions of their fellow Working Group members. Through active listening and thoughtful commentary, the Working Group can uncover areas of convergence and divergence, crystalize insights, and propose new ideas. These can be explored further in the June meetings of the Working Group as smaller groups seek to refine the multitude of ideas down to two draft alternatives.

Meeting Structure

Due to the states of emergency declared by California Governor Gavin Newsom, Santa Clara County, and the City of Palo Alto, the NVCAP Working Group will hold its May 2020 meeting via virtual meeting platform Zoom. Pursuant to the provisions of California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of Covid-19, this meeting will be held by virtual teleconference only, with no physical location. Members of the Working Group and members of the public may participate by using a phone to dial in, by using a computer to join via web browser, or via smart phone on the Zoom application. Due to this, the meeting is scheduled for two hours.

During the meeting, Working Group members who created draft alternatives will have three minutes to provide an overview of their alternative. Following that, Working Group members will have up to 1 minute to share feedback regarding that draft alternative.

Working Group members may share any feedback they like. Some guided questions developed by the co-chairs and staff include:

- *What is one aspect of the alternative that is most important to you?*
- *What is one aspect of the alternative that could be improved?*
- *What item is featured in this alternative that you found missing in other alternatives?*

Since many Working Group members were unable to attend the January 21st WG meeting that featured three draft alternatives, there will be a short refresher presentation regarding these. This presentation will be followed by one round robin sharing session.

Draft Plan Alternatives

Staff presented three draft alternatives to the Planning and Transportation Commission on May 13, 2020. The staff report can be read here^[1]. To learn more about the alternatives, please refer to the materials and report prepared for the February 27, 2020 Community Workshop, which can be found here

<https://www.cityofpaloalto.org/civicax/filebank/blobdload.aspx?BlobID=75521&t=65883.06>

This staff report includes all the Alternatives prepared by different members of the Working Group. The Working Group members who have contributed to the Alternatives are:

- Alternatives G & K (Angela Dellaporta)
- Alternative H (Kirsten Flynn)
- Alternative J (Waldek Kaczmariski)
- Alternative L (Gail Price)
- Alternative M (Terry Holzemer, Keith Reckdahl and Rebecca Sanders)

The Alternatives G, K, H, J, and L were shared on April 29, 2020 as “homework” to prepare for this meeting. These were also shared on the project website and forwarded to the Planning & Transportation Commission members. Staff received feedback from eleven Working Group members (see **Attachments A and B**). Alternative M was submitted after the homework due date and is being shared via this meeting packet for review and comments.

Feedback for Consideration

A variety of feedback has been provided on the alternatives. As stewards of the NVCAP, Working Group members and staff must read, analyze, understand, and integrate this feedback into future alternatives. The volume of feedback and conflicting nature of some comments makes integration a challenge. Through careful consideration, seeking to accentuate areas of agreement and strength, and negotiating areas of divergence, the Working Group, staff, and consultants can create two draft alternatives to bring forward to advisory and decision-making bodies.

Sources of feedback for consideration include:

- January 2020 – Online responses from Working Groups regarding first three draft alternatives presented on January 21, 2020. Five Working Group members submitted

comments. The links below provide a staff summary of comments on draft Alternatives and all the comments (raw data) received from the Working Group survey.

[Summary of Comments on Draft Alternatives from Working Group Survey](#)
[All Comments on Working Group Survey](#)

- February 2020 - The North Ventura Community Workshop #2 was held on February 26th, 2020 and was very well attended by area residents. Staff received valuable input from the community on topics such as housing/building types and design, open space and its uses and, types of retail uses preferred. The two links below have the staff summary of feedback received on the individual Alternatives, suggestions and questions from the community and refer to the comprehensive comments received from the workshop.

[Summary of Comments on Draft Alternatives from Community Workshop#2](#)
[All Comments from Community Workshop #2](#)

- April 2020 – To expand the reach of the workshop beyond those who could attend in person, the City developed and launch an online survey. Over 150 respondents provided feedback regarding the three draft alternatives presented in February. The first link lists comments received on the draft Alternatives from the community survey. The links below provide comprehensive input to all open-ended questions as well as survey summary (raw data) for all questions in the survey.

[Summary of Comments on Draft Alternatives from the Community Survey](#)
[All Comments from Community Survey \(Part 1\)](#)
[All Comments from Community Survey \(Part 2\)](#)

- April 2020 - The Planning and Transportation Commission (PTC) held a study session on the North Ventura Coordinated Area Plan on April 29th, 2020 and reviewed the draft Alternatives. The first link below provides a staff summary of the PTC discussion on the draft alternatives and the second link is the verbatim PTC Meeting Minutes.

[Summary of PTC Meeting on Draft Alternatives](#)
[April 29th PTC Meeting Minutes](#)

Next Meeting Dates:

Two virtual WG meetings are planned for June 9 and June 23. These will be two-hour long meetings and will be held with subgroups of seven WG members. At these meetings the WG members will get an opportunity to discuss in details the alternatives, and the tradeoffs. These will be reported back to the whole group in the last WG meeting in July 2020.

[\[1\] https://www.cityofpaloalto.org/civicax/filebank/documents/76381](https://www.cityofpaloalto.org/civicax/filebank/documents/76381)

**NORTH VENTURA COORDINATED AREA PLAN
WORKING GROUP and STAFF
PROPOSED DRAFT ALTERNATIVES
MAY 26, 2020**

ALTERNATIVE G



LEGEND:

Residential Multifamily— Yellow
Cottage Court Units--- White

Each Lego piece represents 2 stories
Office--- Blue
Retail--- Red

Community Space---Pink
Parking --- Gray

This draft alternative has been proposed by Co-chair Angela Dellaporta.

Key Features of Alternative G:

1. Approximately **6 acres of public park and open space**, including a **centrally located “town square”** (adjacent to creek), as well as community gardens and “mini-squares”.
2. **Cafe and pub space** to attract people to the town square, the public park, and the **naturalized creek**.
3. Cars and parking on periphery or underground. **Bikes and peds prioritized**. Emergency vehicle access throughout.
4. “Nooks and crannies” in the layout of most residences, in addition to the **cottage courts**, to create **the feeling of a small village and foster a sense of community**.
5. **Adaptive reuse** of the historic Cannery and Dormitory buildings. Retain Global Playground space.

*All new construction dependent upon the approval of property owners.
No displacement of current residents. Pittman and Adams properties remain as is.
Properties on the East side of Park remain as is.*

Alternative G

Housing

Multi Family: 1260 units

Cottage Courts: 30 units

Total Units: **1478** (including existing and pipeline)

Density: 25 units/ acre

Average unit size: of 770 sf. Variety of heights.

Office: 200 K + 300 K (Cloudera) = **500K sf**

Office located on Park Blvd., 340 Portage Av., and Lambert Av.

Retail: **54 K sf** new including cafes, pubs

Community Space: 15 k sf

Mayfield Medical Clinic on 3200 Ash Street

6 acres of open space including centrally located town square

Parking: Parking garages at the back of 340 Portage and on Lambert Av.

Cloudera parking lot fully developed by housing, small retail and green space in between buildings

340 Portage Av site has multiple use including office, retail, housing and parking structure.

Portion of existing 340 Portage parking lot reserved for Plaza space

Partial retaining of the 340 Portage historic structure

Community space on Portage and Ash crossing (340 Portage site) Community garden and walking trails along Matadero Creek

ALTERNATIVE K



LEGEND:

Residential Multifamily— Yellow
Cottage Court Units--- White

Each Lego piece represents 2 stories

Office---Blue
Retail--- Red

Community Space---Pink
Parking --- Gray

This draft alternative has been proposed by Co-chair Angela Dellaporta.

Key Features of Alternative K

- 1. ~ 6 acres of public park and open space, including a centrally located Town Square/Plaza adjacent to Park Blvd.
- 2. Cafes/pubs and housing located near naturalized creek and open space, to attract people.
- 3. Adaptive reuse of historic cannery building and Dormitory, as well as Global Playground.
- 4. Bikes and peds prioritized throughout, and along Park and Lambert. Pedestrians (no bikes) along creek. Access for cars limited, but possible. Parking along old railroad spur provides buffer zone.
- 5. Cottage court homes (no more than 2 stories) along Olive where feasible.

All new construction dependent upon the approval of property owners.
No displacement of current residents. Pittman and Adams properties remain as is.
Properties on the East side of Park remain as is.

Alternative K

Housing

Multi Family: 1380 units
Cottage Courts: 11 units
Total Units: 1580 (including existing and pipeline)
Density: 27 units/ acre
Average unit size: of 770 sf.
Office: 160K + 300 K (Cloudera) = 460K sf
Office located on Park Blvd., 340 Portage, and Lambert Av.
Retail: 38 K sf

Community Space: 15k sf

Mayfield Medical Clinic at 3200 Ash Street site
Plaza proposed on 340 Portage site facing Park Blvd.
Parking: Parking garages at the back of 340 Portage and on Lambert Av.

Cloudera parking lot fully developed by housing, small retail and green pathway space

Existing 340 Portage parking lot reserved for housing and small Park

Community space on Portage and Ash crossing (looks like 340 Portage site)
Cottage Court units and multifamily proposed along existing R-1 single family zone

ALTERNATIVE H



LEGEND:

**Residential Multifamily— Yellow
Cottage Court Units--- White**

Each Lego piece represents 2 stories

Office---Blue
Retail--- Red

Community Space---Pink
Parking --- Gray

This draft alternative has been proposed by Working Group member Kirsten Flynn

Key Features of Alternative H:

1. **Preserve the Fry's building** in order to provide a sense of place and to provide **income sources** for community space, park space and low-income housing.
2. Office space also to **provide income source for above.**
3. **Permeability** for multiple modes of transportation - some cars but mostly bikes and peds.
4. **Preserve rail spur** for future transportation
5. **Mayfield Medical clinic**

*All new construction dependent upon the approval of property owners.
No displacement of current residents. Pittman and Adams properties remain as is. Properties on the East side of Park remain as is.*

Alternative H Housing

Multi Family: 870 units

Cottage Court: None

Total Units: **1070** (including existing and pipeline)

Density: 19 units/ acre

Average unit size: of 770 sf.

Office: 180K + 300 K (Cloudera) = **480K sf**

Office located on Park Blvd., 340 Portage, and Lambert Av.

Retail: 90 K sf including a mini Target, cafes, and pubs

Community Space: 7.6 k sf

Mayfield Medical Clinic at 3200 Ash Street site

Open space next to the Matadero Creek

Parking: Parking garages at the back of 340 Portage and on Ash Street.

Cloudera parking lot developed into housing but less dense. Bike connection through it.

340 Portage parcel has greenway pass through the site with office, retail and multifamily housing use facing Park Blvd.

Portion of existing 340 Portage parking lot reserved for housing

Multifamily housing along Lambert Street along with Office. Portage extended to Park Blvd. for bike and pedestrian use only.



LEGEND:		
Residential Multifamily— Yellow	Office--- Blue	Community Space---Pink
Cottage Court Units--- White	Retail--- Red	Parking --- Gray

LEGEND:		
Residential Multifamily— Yellow	Office--- Blue	Community Space---Pink
Cottage Court Units--- White	Retail--- Red	Parking --- Gray

LEGEND:		
Residential Multifamily— Yellow	Office--- Blue	Community Space---Pink
Cottage Court Units--- White	Retail--- Red	Parking --- Gray

LEGEND:		
Residential Multifamily— Yellow	Office--- Blue	Community Space---Pink
Cottage Court Units--- White	Retail--- Red	Parking --- Gray

LEGEND:		
Residential Multifamily— Yellow	Office--- Blue	Community Space---Pink
Cottage Court Units--- White	Retail--- Red	Parking --- Gray

This draft alternative has been proposed by Working Group member Waldek Kaczmarek

Key Features of Alternative J

- 1. **Park Blvd: a vibrant avenue of activity** for office workers during the day and residents during the evenings. **Prioritize bikes and pedestrians.** No car parking. Small public park. Offices and neighborhood-serving retail.
- 2. **Residential Zone in center.** Greenway typology with public open space, reduced car traffic, a large public park.
- 3. El Camino: **Commercial/retail space for regional businesses**, with housing above, parking close to ECR.
- 4. **Retain the historic Monitor Building** (for 2-story office use) and **Dormitory** (for a community and historical center).
- 5. **Permeable in all directions** by bikes and cars.

*All new construction dependent upon the approval of property owners.
No displacement of current residents. Pittman and Adams properties remain as is.
Properties on the East side of Park remain as is.*

Alternative J

Housing

Multi Family: 1400 units
Cottage Court: None
Total Units: **1600** (including existing and pipeline)
Density: 28 units/ acre
Average unit size: of 770 sf. Variety of heights.
Office: 250K + 300 K (Cloudera) = **550K sf**
Office located on Park Blvd., 340 Portage, and Lambert Av.
Retail: 150K sf

Community Space: 7.6 k sf

Mayfield Medical Clinic at 3200 Ash Street site
Central park at the 340 Portage parking lot site and a second park facing Park Blvd.
Parking: Parking garages located at the back of 340 Portage Av., on Cloudera site facing Page Mill Av. and on Equinox site

Housing above retail on ECR and along Lambert Av.

Cloudera parking lot fully developed by housing, parking structure and green pathway space.

Portion of existing 340 Portage parking lot reserved for housing and rest for central Park
Walking trails along Matadero Creek. Bike path connecting Park Blvd and El Camino Real through Olive Av.

ALTERNATIVE L



LEGEND:

Residential Multifamily— Yellow
Cottage Court Units--- White

Each Lego piece represents 2 stories

Office---Color Blue
Retail--- Red

Community Space---Pink
Parking --- Gray

This draft alternative has been proposed by Co-chair Gail Price

Key Features of Alternative L

1. The **mixture of housing types**, design, and densities provides multiple opportunities to create needed **housing for individuals and families of various ages, incomes, and circumstances**. There is space for **clinics and support services**.
2. The **retail/commercial opportunities** throughout the site serve residents and employers/ employees in the immediate area and throughout the community.
3. **Significant office square footage** complements other land uses and provides a strong economic anchor both now and, in the years, to come. The design promotes **phasing** of the site.
4. The open space, multipurpose paths, proximity to Caltrain and transit, and landscaping provide a beautiful pedestrian and bike environment that can be enjoyed by everyone. The sustainable plan **deemphasizes car use** and promotes public health.
5. The community benefits include ample opportunities for social, casual and formal entertainment and arts and recreational programs. The **2-story community building** is an accessible, important asset.

Alternative L

Housing

Multi Family

Townhouses

Total Units: **1850-2200** (including existing and pipeline)

Density: 40 units/ acre

Office: 105 k

Office located on Park Blvd., 340 Portage, and Lambert Av.

Retail: 95 K sf including various retail and commercial uses

Community Space: 15k sf (Mayfield Medical Clinic)

Estimated open space is 6 acres

Parking: Structured parking (below grade or podium style). Eliminate free-standing parking structures and surface parking.

Cloudera parking lot fully developed by housing, ground floor retail with office and housing above and multipurpose pathway

Existing 340 Portage site and parking lot reserved for multifamily housing, and office use. Multipurpose pathways and small green space located in between buildings

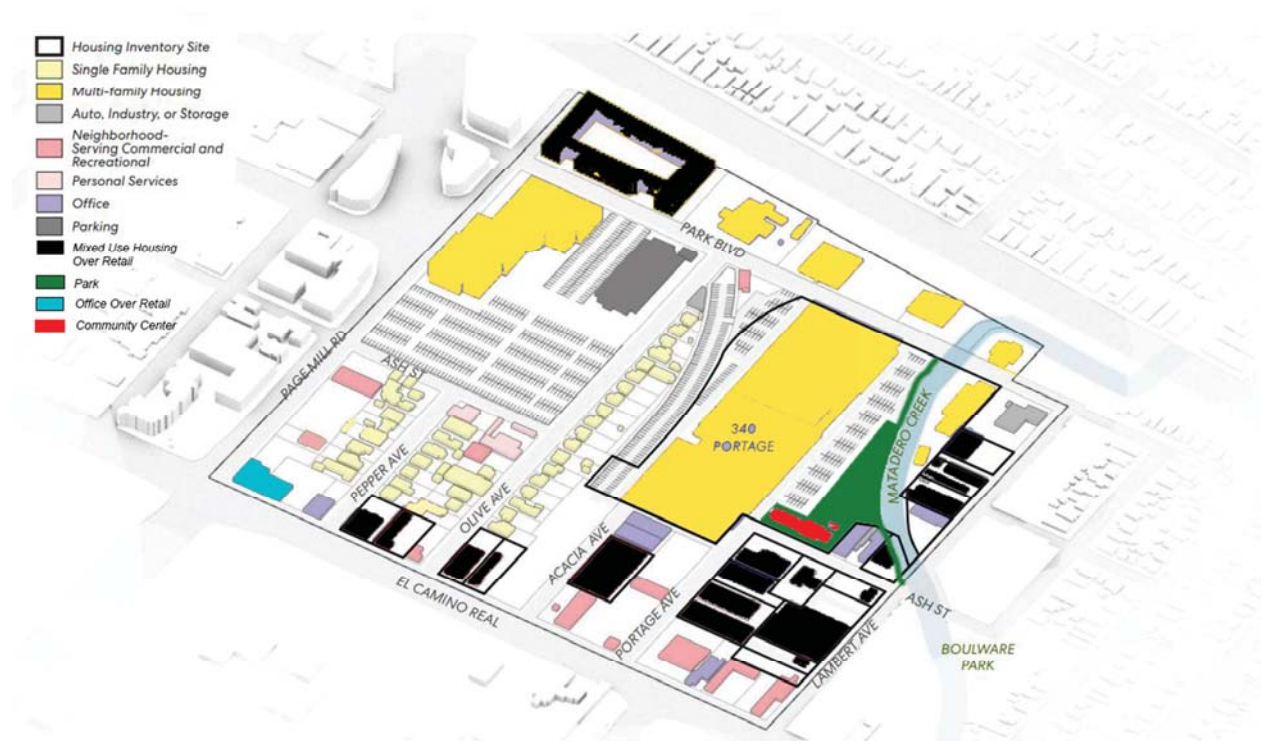
Long swathes of open space (landscaped and public space) along Acacia, Pepper and Olive Ave.

Cottage Court units and multifamily proposed along existing R-1 single family zone

ALTERNATIVE M

Focused on Community Needs

- Welcomes teachers, seniors, people with disabilities, first responders, city workers, and other community members with approximately 400 below market rate housing units
- Provides up to approximately 770 other housing units through office phase-out and focused zoning
- Reduces peak hour traffic
- Improves job/housing imbalance
- Offers more space for community-serving retail, local services, and health providers
- Creates new community center and parkland
- Reduces cut-through traffic
- Beautifies streets
- Preserves all existing residences with no displacement of owners and tenants
- Fully parks all new buildings to prevent impacting neighbors and streets
- Preserves historic Fry's site building via adaptive reuse
- Widens bike lanes on Park by eliminating street spaces for parked cars
- Does not rely on developer incentives to provide key benefits
- Treats Ventura the same as other Palo Alto neighborhoods by not increasing allowed density



This alternative comes from NVCAP **Working Group Members Keith Reckdahl and Terry Holzemer** and Ventura Neighborhood Association Moderator **Becky Sanders**, with consultation from others experienced in affordable housing and local zoning.

Adaptive Reuse of the Fry's Site

The site has been zoned for housing since the 1980s but the City Council granted it a special exemption for office and retail use so as to support Fry's Electronics. The owner, Sobrato Organization, has said housing wouldn't be profitable for it and wants to keep the present office uses. However, the office tenants are high-tech firms not serving the local community.

With Fry's now gone, we think it's time the site became housing, just as the city's zoning and housing inventory intended. Rather than providing incentives for the developer that inevitably increase traffic and density, we propose the City purchase the site and convert both the major building and the newer office building at 3250 Park Boulevard to below market rate housing. The wooden office building at 3201-3205 Ash will become a community center. Converting the major buildings from office to housing reduces parking requirements, enabling about three acres of new publically-owned parkland per our estimates.

Adaptive reuse of buildings is environmentally-desirable and enables the historic preservation of two buildings constructed by Chinese-American immigrant entrepreneur Thomas Foon Chew (pictured below), who created the third-largest fruit and vegetable canning company in the world in the early 1900s. Our city's Historic Resources Board determined that the buildings need to be preserved after an extensive historic review by an expert firm. Reuse of historic sites is common in cities other than Palo Alto, with architects creating wonderful modern interiors filled with light and open space.



Why Below Market Rate Housing?

It's by far our greatest housing need. Virtually all of Palo Alto's unmet RHNA (Regional Housing Needs Allocation) 2015-2023 goal is for low-income housing, with about 2/3 being for people earning 80% or less of the Santa Clara County median income. For-profit housing projects create very few, if any, below market rate units and will never provide enough directly or through in-lieu fees to meet our RHNA goals. Rather than falling further behind, we propose to prioritize below market rate housing to serve teachers, seniors, people with disabilities, first responders, city workers, and other community members who are being priced out of Palo Alto.

How Do We Pay for the Site?

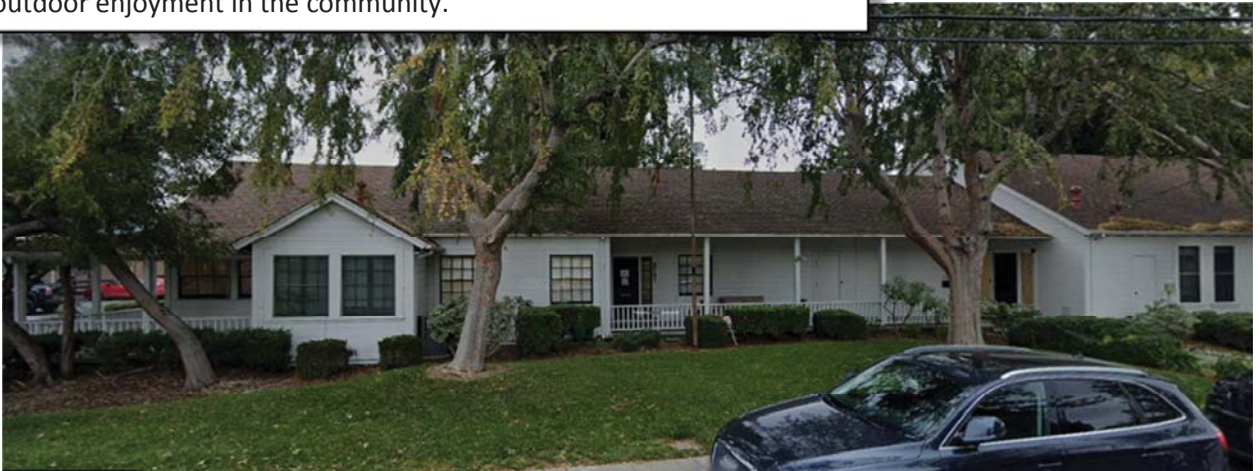
As is common for cities, Palo Alto can offer 30-year municipal bonds to finance the purchase of the Fry's site. Interest rates on such bonds are very low. Bond payments will then be covered partially by tenant rents and a portion of the revenue from the business tax revenue favored by many in the community and likely to return once the economy recovers. This will create no financial burden on Palo Alto residents nor on City finances.

A New Community Center and Parkland

Because the City will own the Fry's site, the historic building at 3201-3205 Ash (see below) that's part of the site can become a wonderful new community center. We envision the center housing a non-profit operating a small eatery, similar to Ada's Cafe, where residents of all ages will find comfortable and friendly service.

The center can also house community meetings, a historic display about the Fry's site and Thomas Foon Chew, and social events.

Adjacent to the community center can be new parkland, enabling indoor-outdoor events. The new parkland could also connect up with Boulware Park and its recent expansion to form a wonderful area for outdoor enjoyment in the community.



Safer Bike Travel on Park Boulevard

Commercial buildings on Park Boulevard are supposed to provide parking for all workers and visitors, yet cars are parking on the street. We should prevent on-street parking in bike lanes to improve the safety of one of our city's busiest bike routes.

Zone for the Community, Not High-Tech Offices

Over the years in Ventura, the City has allowed high-tech firms to replace local retail and community-serving offices such as health providers. These firms increase peak-hour traffic, price out local businesses, and mean we must go further to shop, dine, and get professional services.

We propose to end this trend by converting the zoning along El Camino and other streets in Ventura to allow only housing and true local-serving businesses. This will benefit residents, open up new housing opportunities, and benefit many local firms priced out of our community. It encourages walking and biking and helps convert North Ventura from an office park back into a neighborhood.

Without any increase to allowed density, we estimate this can add 349 to 431 housing units to the community with full parking.

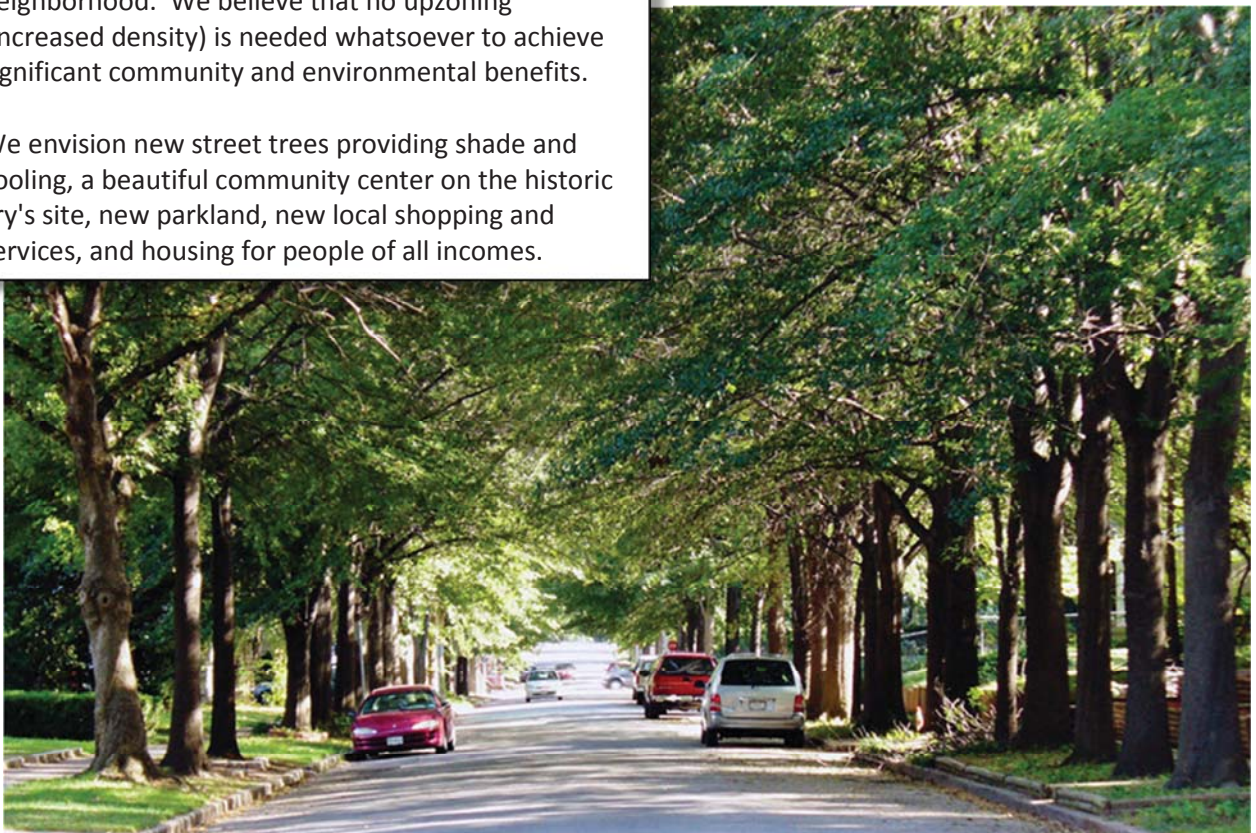
We also envision converting office buildings along Park to housing through creative reuse. We estimate this can add 238 to 340 additional housing units. Sufficient parking already exists on these sites

As noted, all new housing will be fully parked. Much of Ventura suffers already from overcrowded streets. Underparked new housing will only create more problems so we have avoided it.

Beautify, Don't Densify

Building office and housing towers in Ventura will create an enormous burden on one small neighborhood. We believe that no upzoning (increased density) is needed whatsoever to achieve significant community and environmental benefits.

We envision new street trees providing shade and cooling, a beautiful community center on the historic Fry's site, new parkland, new local shopping and services, and housing for people of all incomes.



**Draft Alternatives Presented to the Working Group on
January 21st, 2020 Working Group Meeting**

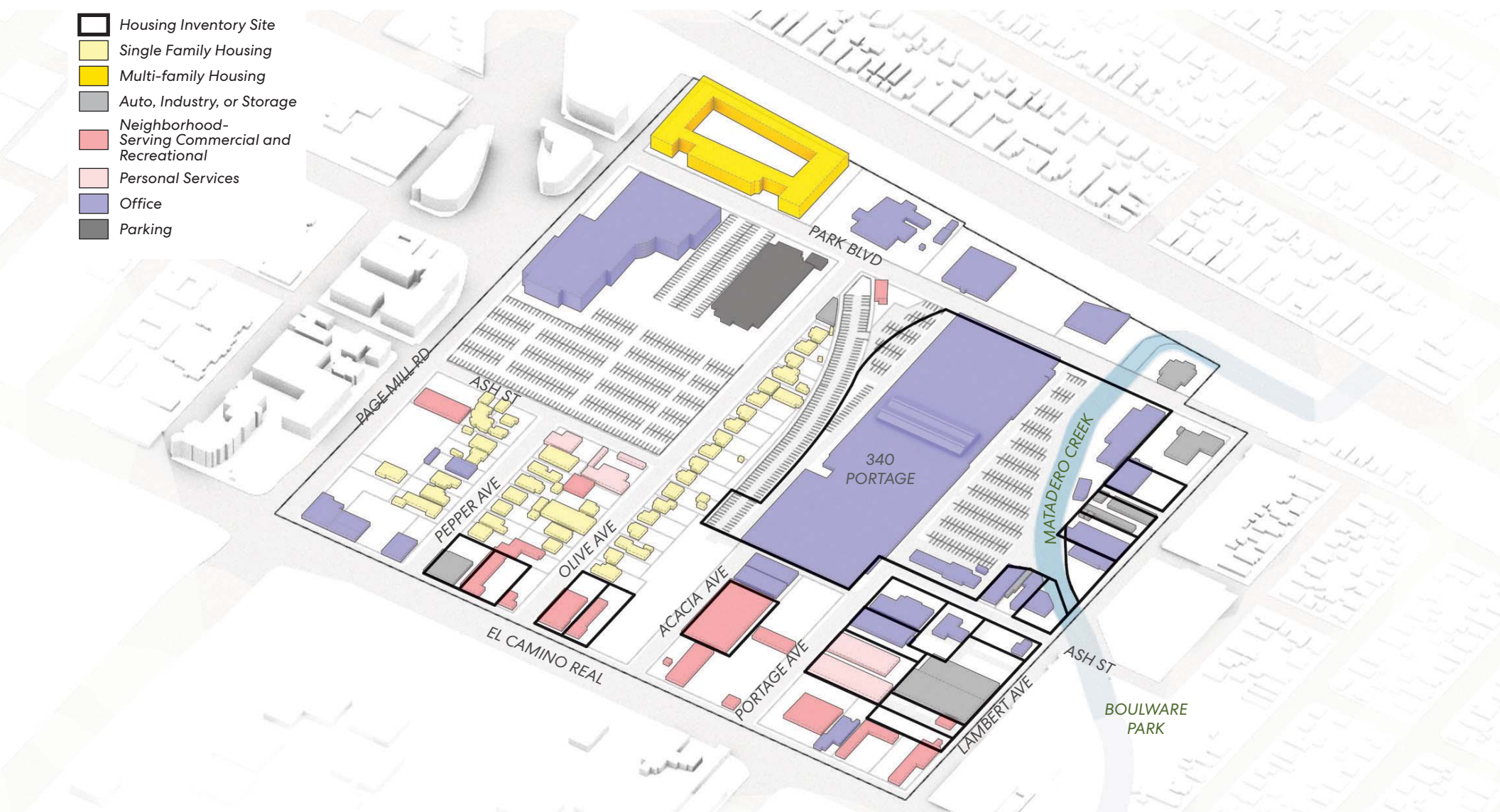


CITY OF PALO ALTO
North Ventura
COORDINATED AREA PLAN



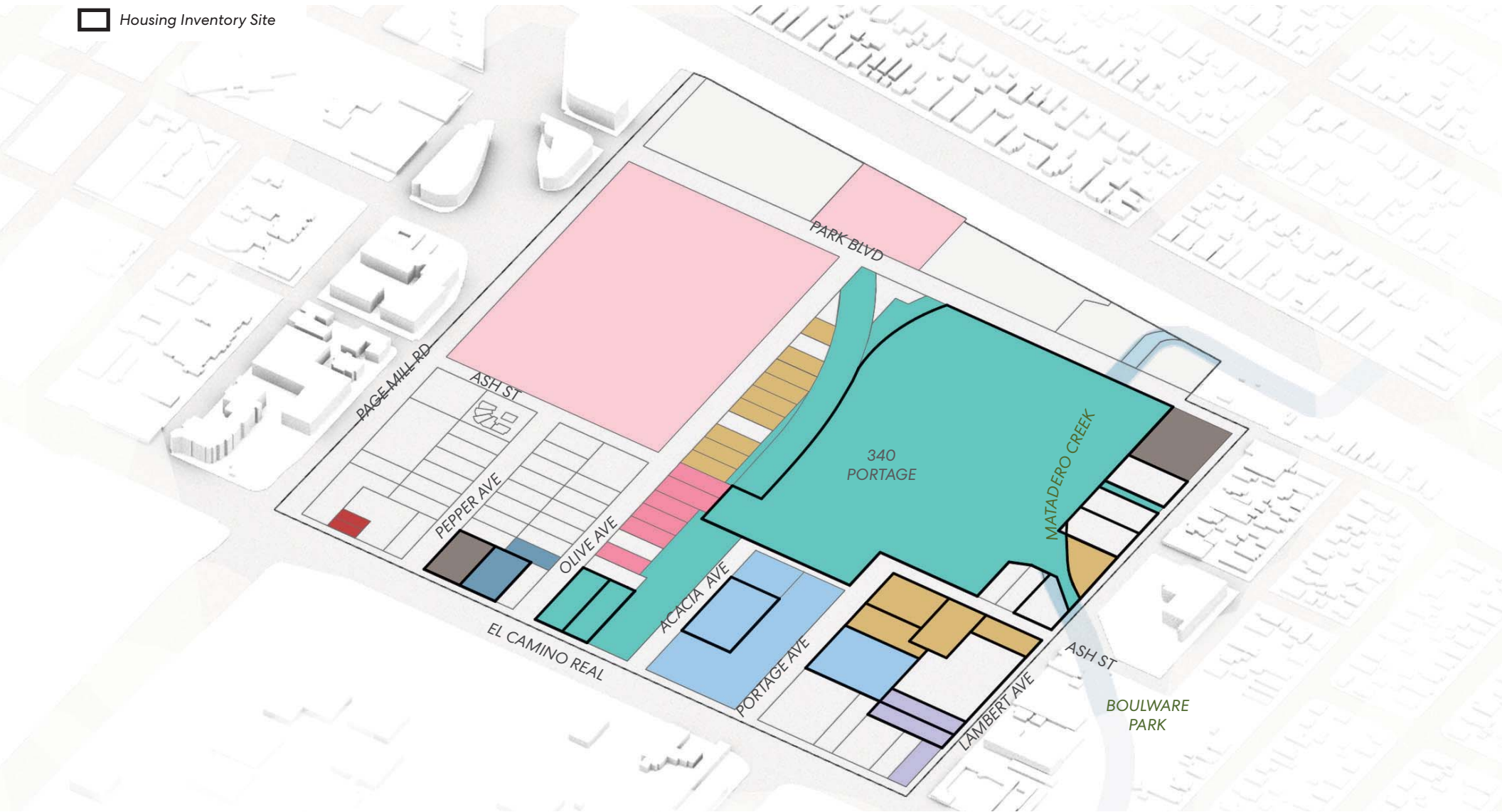
NORTH VENTURA COORDINATED AREA PLAN
DRAFT PLAN ALTERNATIVES

Housing Inventory Sites & Existing Use



Common & Contiguous Ownership

 Housing Inventory Site



Alternative Assumptions

Plan Area Existing Conditions

128 Housing Units

578k gsf Class A Office








152k gsf Retail

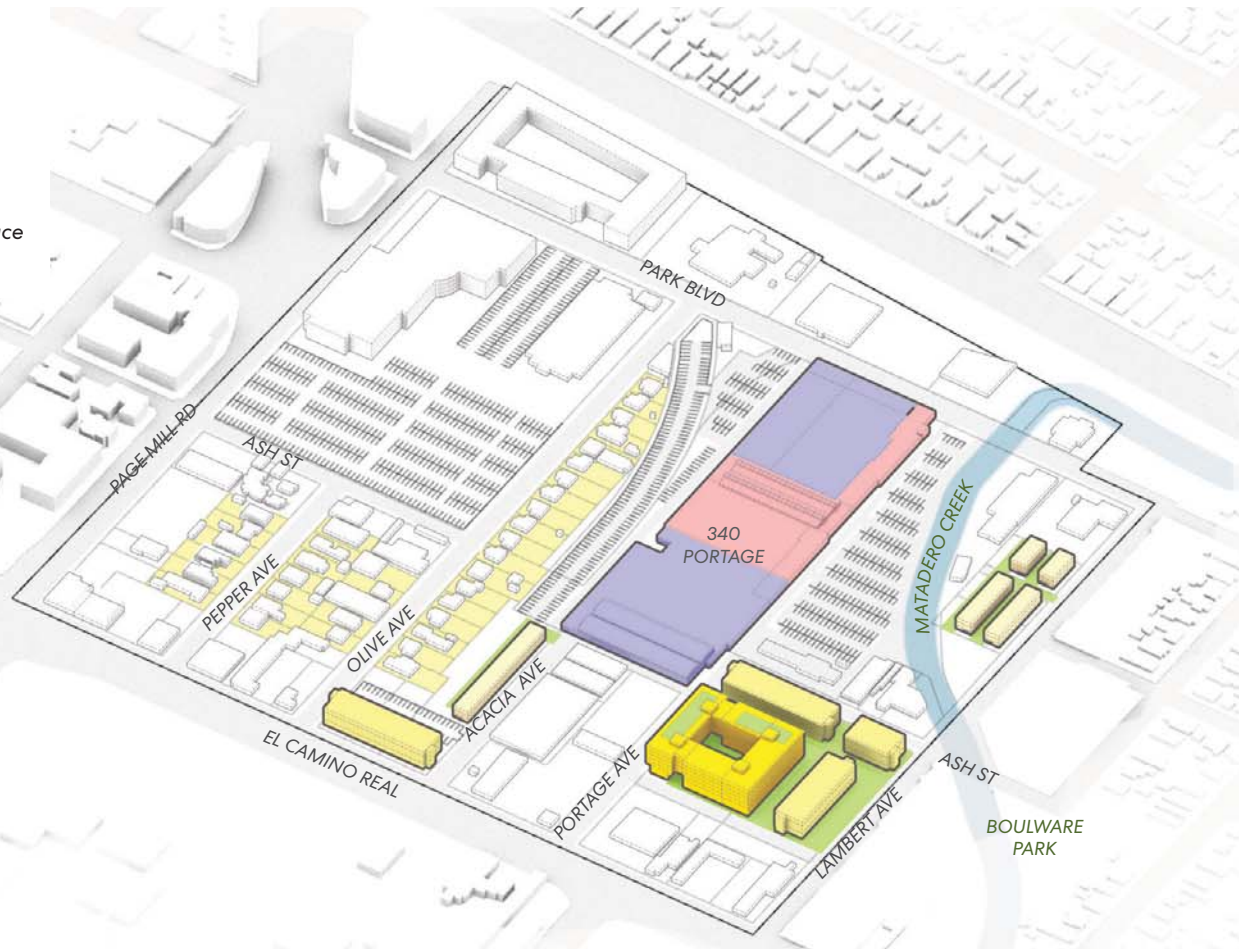
2,441 Parking Spaces

For All Alternatives

- All alternatives assume a plan horizon of 10-30 years depending on intensity
- Housing inventory sites are prioritized; existing office and retail use on housing inventory sites is eliminated
- Parcels with common, contiguous ownership are assumed to be consolidated over time
- Additional proposed office square footage subsidizes community benefits (housing, retail, open space, and community space)
- New jobs calculation is based on proposed office (1 employee/ 250sf) and retail (1 employee/500sf) program
- Location of housing typologies considers both proximity to transit and sensitive surrounding uses
- Alternatives' open space calculation includes only centralized open space that is not integrated with a housing typology
- All new residential construction is self-parked with underground garages
- Parking is calculated based on the following ratios: 1 space per housing unit; 1 space per 300 sf combined retail and office space

Alternative 1: Minimum as per Comprehensive Plan

-  Townhome
-  Low-Rise Greenway
-  Low-Rise Block
-  Neighborhood-Serving Commercial
-  Office
-  Integrated Open Space
-  Allowed Fourplex



Total Build Out Net Change



Housing
514 units
+386 units



Office
533k sf
-45k sf*



Retail
150k sf
-2k sf*



Open Space**
0 acres

* Existing office and retail uses located on Housing Priority Sites are eliminated with the exception of 340 Portage

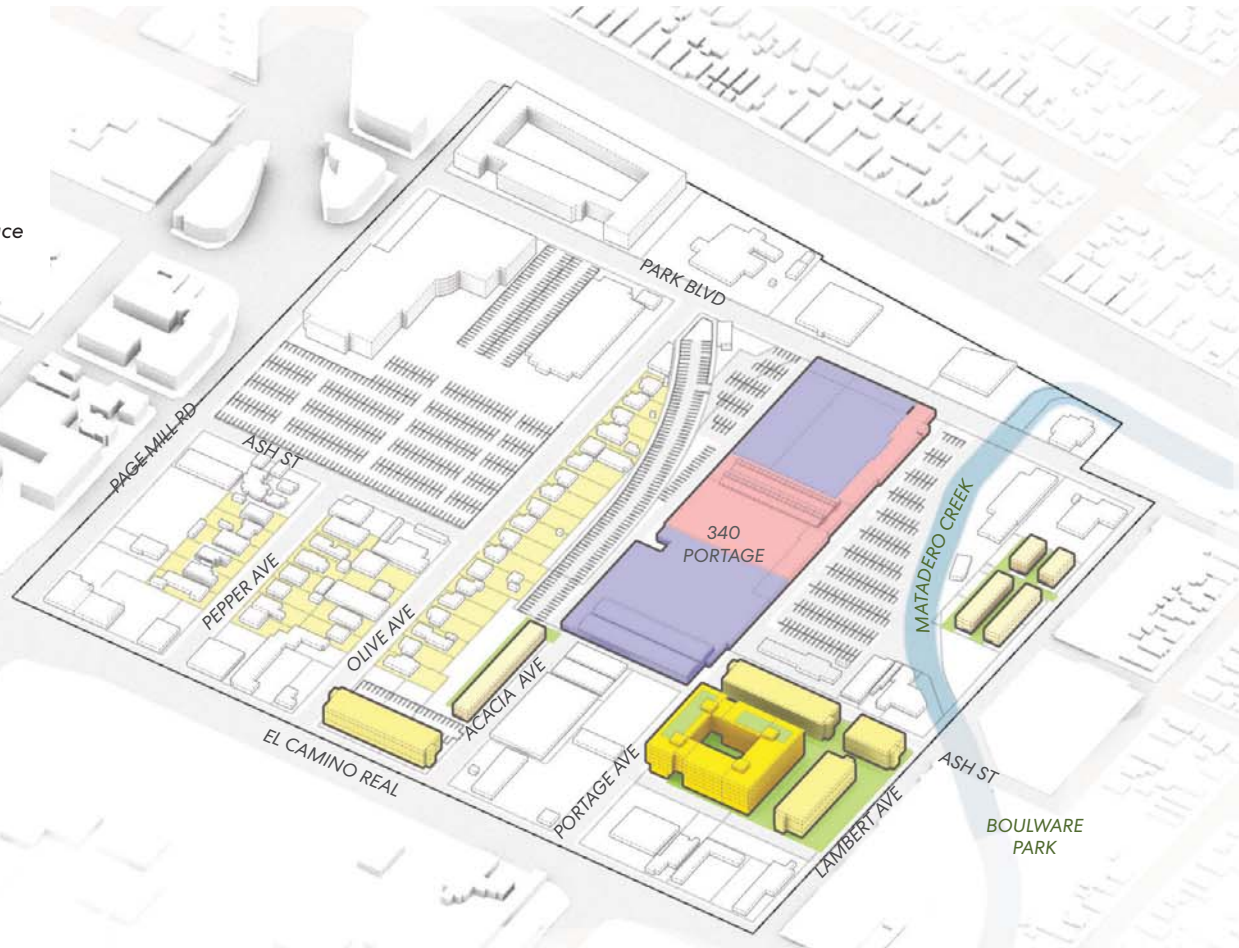
** Centralized open space only. Does not include Boulware Park or 3350 Birch site.

Existing Fry's building and Cloudera site to remain

- Housing is concentrated on housing inventory sites
- Fry's building remains with existing uses (77k retail, 163k office); this assumes a retail use with a regional draw
- All surface parking on 340 Portage Parcel remains
- Height concentrated along ECR
- Net office for Plan Area reduced by 45k sf; office is eliminated on housing inventory sites along Portage Ave
- No centralized public open space

Alternative 1: Minimum as per Comprehensive Plan

- Townhome
- Low-Rise Greenway
- Low-Rise Block
- Neighborhood-Serving Commercial
- Office
- Integrated Open Space
- Allowed Fourplex



New Program Details

Single-Family Units
(44k gross sf)
29 townhomes

Multi-Family Units
(250k gross sf)
357 apartments

Residents*
926 people

Jobs**
822 employees

Parking
1 space per unit on-site

Open Space/1k Residents
0 acres/1k residents
(City Target = 2 acres)***

Community Space
0k sf

* Assumes average household size of 2.4











**Assumes ratio of 1 job per 250 sf of office space and 1 job per 500 sf of retail space; jobs figure reflects only the proposed program, not final buildout.

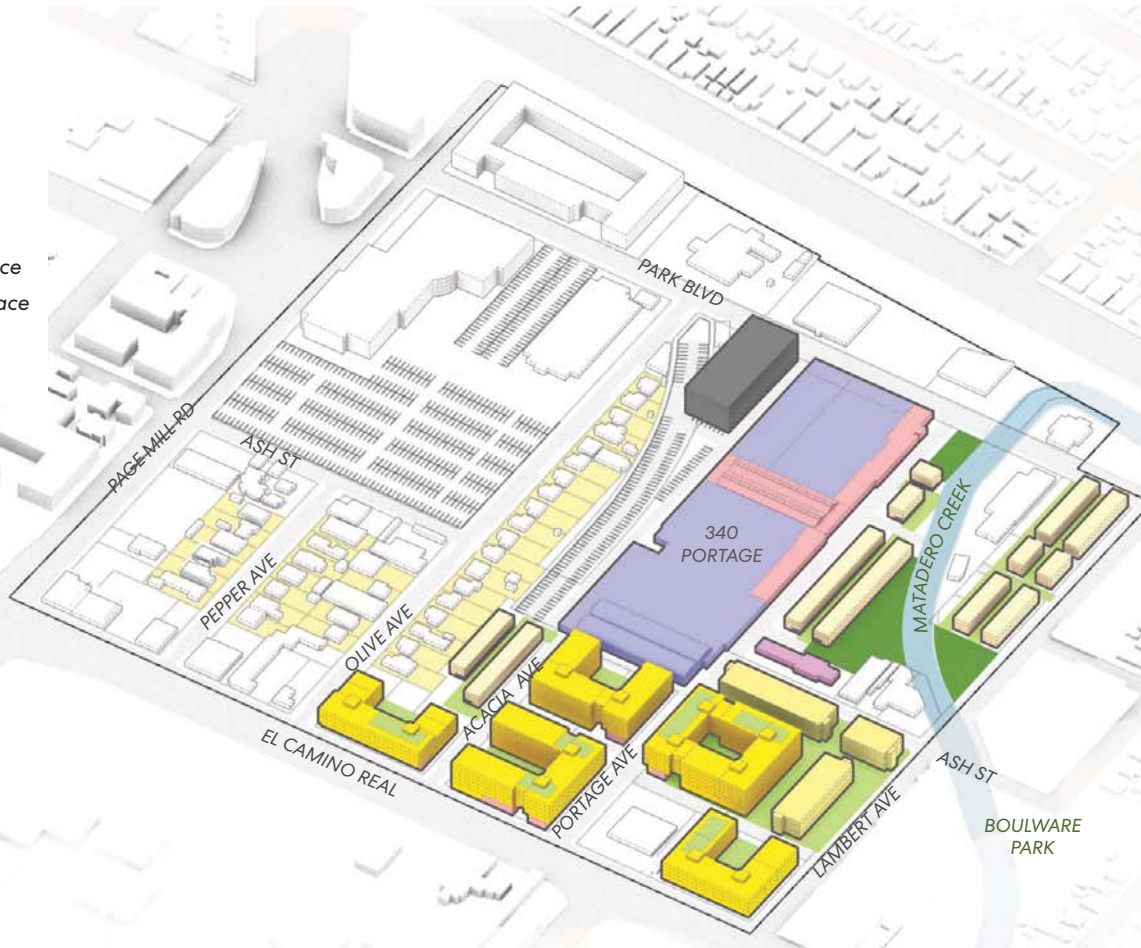
*** Centralized open space only. Does not include Boulware Park or 3350 Birch site.

Existing Fry's building and Cloudera site to remain

- Retaining the Fry's building and existing uses limits overall housing yield and community benefits (open space, community center)

Alternative 2: Prioritize Portage

-  Townhome
-  Low-Rise Greenway
-  Low-Rise Block
-  Neighborhood-Serving Commercial
-  Office
-  Community
-  Integrated Open Space
-  Centralized Open Space
-  Parking Structure
-  Allowed Fourplex



Total Build Out Net Change



Housing
1,107 units
+979 units



Office
560k sf
-18k sf*



Retail
150k sf
-2k sf*



Open Space**
1.1 acres

* Existing office and retail uses located on Housing Priority Sites are eliminated with the exception of 340 Portage

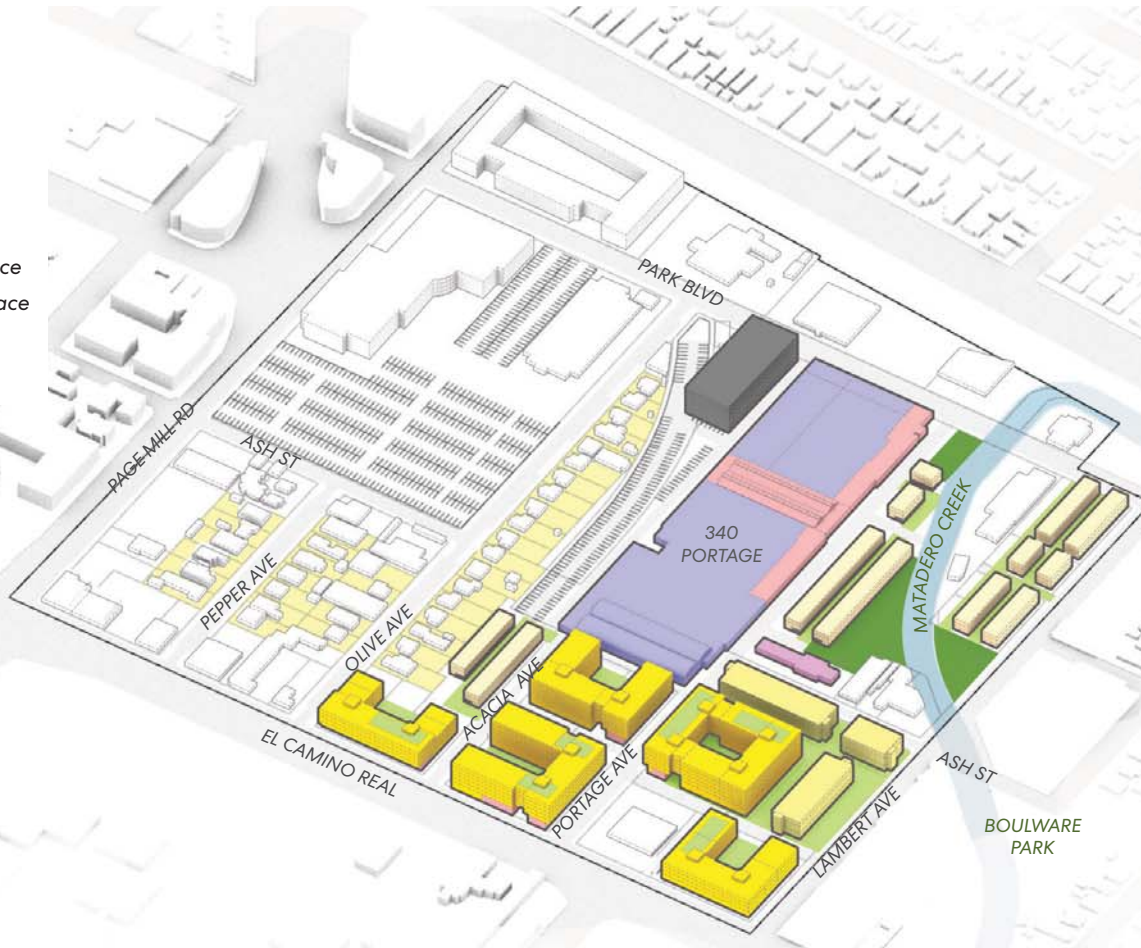
** Centralized open space only. Does not include Boulware Park or 3350 Birch site.

Existing Fry's building and Cloudera site to remain

- Assume parcel consolidation on housing priority sites where there is contiguous, common ownership
- Portage Avenue activated by ground floor use (retail, personal services)
- 340 Portage building remains and current use is redistributed to 30k retail and 210k office (formerly 77k retail, 163k office)
- Parking garage on 340 Portage to support office and regional retail
- 17 housing units on 340 Portage Parcel
- 6K former office building on Ash given to community use
- 0.8 acres of centralized open space at 340 Portage parcel
- Net office for Plan Area reduced by 18k sf

Alternative 2: Prioritize Portage

- Townhome
- Low-Rise Greenway
- Low-Rise Block
- Neighborhood-Serving Commercial
- Office
- Community
- Integrated Open Space
- Centralized Open Space
- Parking Structure
- Allowed Fourplex



Proposed Program Details

Single-Family Units
(74k gross sf)
49 townhomes

Multi-Family Units
(651k gross sf)
930 apartments

Residents*
2,350 people

Jobs**
1,040 employees

Parking
1 space per unit on-site

Open Space/1k Residents
0.4 acres/1k residents
(City Target = 2 acres)***

Community Space
6k sf

Existing Fry's building to remain and Cloudera site to remain: Trade-offs

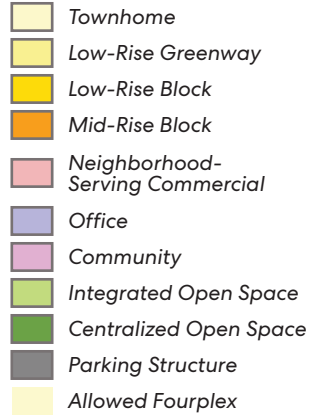
- Increasing office within the 340 Portage building incentivizes developer to contribute community and open space
- Retail concentrated along Portage creates an active, pedestrian boulevard

* Assumes average household size of 2.4

**Assumes ratio of 1 job per 250 sf of office space and 1 job per 500 sf of retail space; jobs figure reflects only the proposed program, not final buildout.

*** Centralized open space only. Does not include Boulware Park or 3350 Birch site.

Alternative 3: Designed Diversity



Total Build Out Net Change



Housing
2,603 units
+2,475 units



Office
597k sf
+18k sf*



Retail
93k sf
-59k sf*



Open Space**
2.7 acres












* Existing office and retail uses located on Housing Priority Sites are eliminated with the exception of 340 Portage

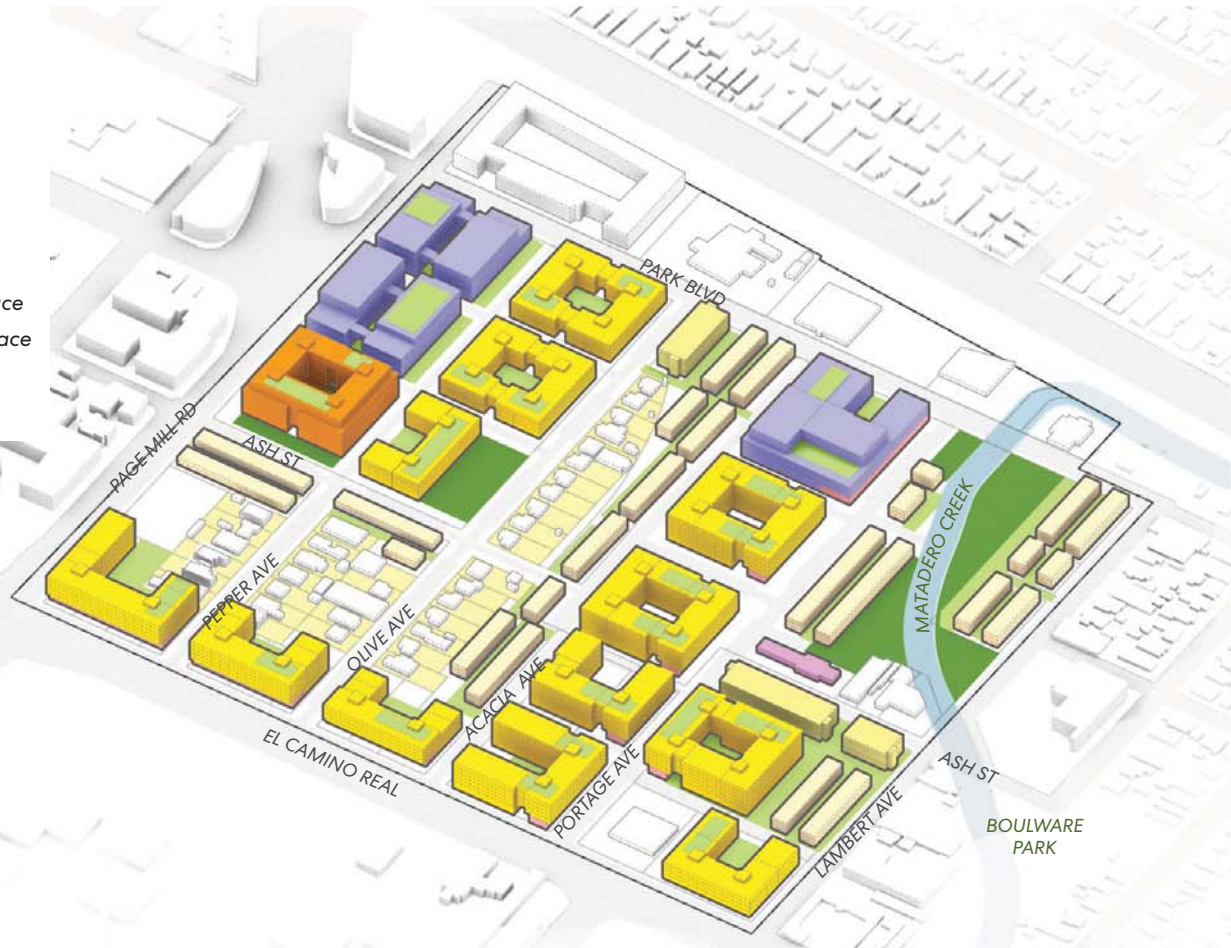
** Centralized open space only. Does not include Boulware Park or 3350 Birch site.

Maximize Housing for Inclusivity and Diversity

- Leveraging the Plan Area's proximity to transit to increase intensity of housing and commercial use
- Concentrating height and density along ECR and Page Mill
- 340 Portage building is taken down to increase housing and site porosity
- 509 housing units and 60k sf new office at 340 Portage Parcel
- Existing ECR ground floor retail maintained with housing above
- 628 new multi-family units and 60k new office on Cloudera parcel
- Half acre of centralized open space at Cloudera
- 1.6 acres of centralized open space at 340 Portage parcel

Alternative 3: Designed Diversity

-  Townhome
-  Low-Rise Greenway
-  Low-Rise Block
-  Mid-Rise Block
-  Neighborhood-Serving Commercial
-  Office
-  Community
-  Integrated Open Space
-  Centralized Open Space
-  Parking Structure
-  Allowed Fourplex



Proposed Program Details

Single-Family Units
(209k gross sf)
139 townhomes

Multi-Family Units
(1.7 million gross sf)
2,336 apartments

Residents*
5,921 people

Jobs**
2,186 employees

Parking
1 space per unit on-site

Open Space/1k Residents
0.4 acres/1k residents
(City Target = 2 acres)***

Community Space
6k sf

Maximize Housing for Inclusivity and Diversity: Trade-offs

- Additional office sf at Cloudera is maintained within existing footprint
- Increasing office at Cloudera and 340 Portage incentivizes developer to create housing and provide open space
- Permitting housing to develop at a higher density (100 du/acre) encourages redevelopment
- Type III building increases the potential for a greater mix of unit types

* Assumes average household size of 2.4

**Assumes ratio of 1 job per 250 sf of office space and 1 job per 500 sf of retail space; jobs figure reflects only the proposed program, not final buildout.

*** Centralized open space only. Does not include Boulevard Park or 3350 Birch site.

Alternatives Summary Table															
	Alternative 1 (Minimum as per Comp Plan 2030)					Alternative 2 (Prioritize Portage Av)					Alternative 3 (Designed Diversity)				
	Housing (# of units)	Office (sf)	Retail (sf)	Open Space (acres)	Community Space (sf)	Housing (# of units)	Office (sf)	Retail (sf)	Open Space (acres)	Community Space (sf)	Housing (# of units)	Office (sf)	Retail (sf)	Open Space (acres)	Community Space (sf)
Existing SF	128	578,000	152,000	-	-	128	578,000	152,000	-	-	128	578,000	152,000	-	-
Total Build Out SF	514	533,000	150,000	0.00	0	1,107	560,000	150,000	1.10	6,000	2,595	596,000	93,000	2.70	6,000
Net Gain or Loss in SF	386	-45,000	-2,000	0.00	0	979	-18,000	-2,000	1.10	6,000	2,467	18,000	-59,000	2.70	6,000
Single Family Units Added (Townhomes)	29					49					139				
Multi Family Units Added (Apartments)	357					930					2,336				
Number of Residents Added <i>(Assumes average household size of 2.4)</i>	926					2,350					5,921				
Number of Jobs Added <i>(Assumes ratio of 1 job per 250 sf of office space and 1 job per 500 sf of retail space)</i>	822					1,040					2,186				

Source: Perkins + Will consultants and City of Palo Alto

**COMMENTS RECEIVED ON WORKING GROUP and STAFF
PROPOSED DRAFT ALTERNATIVES**

Draft Alternative	What aspects and features of this alternative do you like?	What suggestions do you have that could improve it?	What questions do you have?
G	<ul style="list-style-type: none">* Central plaza/square with retail space for pub/cafe* Cottage courts provide more density on Olive without adding too much height.* No car traffic cutting through development* Bikes and Peds prioritized		
H	<ul style="list-style-type: none">* Love the inclusion of Mayfield Medical Clinic* Bikes and Peds are prioritized	<ul style="list-style-type: none">* Perhaps replace some retail space with housing. I’m not sure that this larger amount of retail will thrive here.* Add a central Plaza/square somewhere, with retail that will draw people.	
J	<ul style="list-style-type: none">* Parking garage is on a busy street, not on Park Blvd.* Bikes and Peds are prioritized. I love the bike path that runs along the train tracks.	<ul style="list-style-type: none">* Maybe put some retail for pub/cafe adjacent to park space — especially the one on Park Blvd, which is already bike and Ped friendly. This will draw people and create community. It could feel more like a plaza or square.* Don’t allow cars to cut through on so many streets. Make them accessible to bikes and Peds only. Cars can reach buildings through underground parking.	
K	<ul style="list-style-type: none">* Plaza/square on Park Blvd will encourage walking and biking along Park. Adjacent retail space for pub/cafe will add to feeling of community.		
L	<ul style="list-style-type: none">* Love all the green space, and all the bike and ped paths throughout.* Nice to see Community Bldg included	<ul style="list-style-type: none">* Reduce height of residence buildings. These very tall buildings will appear out of place in Palo Alto .* Maybe add a central plaza or park to foster a sense of community. Just adding a little retail/pub/cafe	

		space adjacent to the central park area could do the trick	
<u>Draft 1: Minimum per Comprehensive Plan</u> (Feb)		* Put housing in, instead of parking spaces!	
<u>Draft 2: Prioritize Portage</u> (Feb)		* Use the Cloudera parking space for housing! * Park Blvd is a terrible place for a parking structure. It will encourage more cars on Park Blvd, which is what we want to avoid. If we need a parking structure, it should go near El Camino or on Page Mill.	
<u>Draft 3: Designed Diversity</u> (Feb)		* Include a central park or square, where people can meet, foster community. * Avoid repetition of housing types throughout. Create articulation and small squares or meeting places * reduce density	
<u>Draft 1: Leading with Legacy a and b</u> (Jan)			
<u>Draft 2: Adaptive Core</u> (Jan)			
<u>Draft 3: Designed Diversity</u> (Jan)			

Draft Alternative	What aspects and features of this alternative do you like?	What suggestions do you have that could improve it?	What questions do you have?
G	I like the way there is no displacement of current residents.	I don't like the idea to build high buildings on Cloudera packing lot. 1> This is probably not realistic as on normal working days, the packing lot is full and it belongs to Cloudera. 2> Page Mill is busy street, we already want to control traffic on Ash. It has huge impact on existing residents on Pepper and Olive(the only current residents in this area). 3> residents on pepper and olive will be surrounded by high buildings. I feel this density is too high considering the open area and parks around.	For such density, there is no enough parking. Do we keep the Cannery building?
H	In all alternatives, I like this one best. This one has more retail and offices compared to G. For buildings on Cloudera parking not it has small park and probably enough parking.	Same concern of build high density buildings on Cloudera parking lot as alternative G. I feel park is too small. residents on pepper and olive will be surrounded by high buildings	
I			
J	I like the way there is no displacement of current residents. I like there are green areas surround each building.	Same concern of build high density buildings on Cloudera parking lot as alternative G. Heavy traffic on Olive. I feel too crowded as a resident, so many high density buildings.	

K	I like the green space.	Same concern of build high density buildings on Cloudera parking lot as alternative G. residents on pepper and olive will be surrounded by high buildings	Are we going to make Olive bike route in this case?
L		Same concern of build high density buildings on Cloudera parking lot as alternative G. residents on pepper and olive will be surrounded by high buildings. I feel too crowded as resident. I feel this has less walking area and open space compared with current NVCAP area. I only see buildings.	
<u>Draft 1: Minimum per Comprehensive Plan</u> (Feb)			
<u>Draft 2: Prioritize Portage</u> (Feb)			
<u>Draft 3: Designed Diversity</u> (Feb)			

<u>Draft 1: Leading with Legacy</u> <i>a and b</i> (Jan)			
<u>Draft 2: Adaptive Core</u> (Jan)			
<u>Draft 3: Designed Diversity</u> (Jan)			

Draft Alternative	What aspects and features of this alternative do you like?	What suggestions do you have that could improve it?	What questions do you have?
G	Public Plaza associated with commercial space. No Parking along Park BLVD. Main Parking structure close to El Camino. Overall Unit Density sufficient to have impact on housing needs. Bikes and Peds prioritized. Greenway typology	North end of Olive, staying as Fence-off Residential splits continuity of space. There is not enough pedestrian connection to Park Ave.	
H	Good pedestrian connection to Park BLVD,	Keeping Fry's structure in the middle, plus Equinox, + Olive Ave residential, divides the site to North and South split - similar like it is now. Occasional connectors do not resolve the issue	
J	Keeping office close to pedestrian access from the train station, but parking close to El Camino. Greenway typography permeable to pedestrian traffic. Connecting to major bicycle ways. Strong pedestrian, but not car connection to Park Ave. No parking on Park BLVD. Using sites along El Camino for development. Commercial servicing greater Metropolitan area located along El Camino.	There is a typo in Key Features, it should say: 5. Permeable in all directions by bikes and pedestrian traffic	
K	Very well connected to Park BLVD. Interesting alternative connection to Boulevard Park. Greenway Typology. Using sites along El Camino for development. Big parking structure	Redeveloping R1 properties south of Ash St but living it North of Ash and therefore discontinuing pedestrian circulation from north-west to south- east	
L	Greenway typology. Good pedestrian connection to Park BLVD. Using the entire area for redevelopment - including sites along El Camino. Nice flow through the site	Relatively small office footprint might stifle redevelopment. I do not see how car access and parking is resolve	

<u>Draft 1: Minimum per Comprehensive Plan</u> (Feb)		Plan does not Address any objectives regarding redevelopment - no Housing is provided, Park BLVD is not improved, no Public space developed, no greens space created	
<u>Draft 2: Prioritize Portage</u> (Feb)	d	Although little better than scheme 1 - This scheme still develops only ¼ of the area. Big parking on Park BLVD - increasing car traffic there. No effort made to protect Park BLVD from additional car traffic No improvements to Park to make it pedestrian / Bike connection to California. Housing typography suggests wall-off communities. Very little of green, public areas. Bicycle connections are not considered.	
<u>Draft 3: Designed Diversity</u> (Feb)		Building typology suggests all wall-of communities. There is no public plaza, place that could serve as the heart of the community. It looks like an army camp - except short of flagpole plaza. No effort made to protect Park BLVD from additional car traffic No improvements to Park to make it pedestrian / Bike connection to California. It looks like part of a large city, but not a community by itself.	
<u>Draft 1: Leading with Legacy a and b</u> (Jan)	Option 1.B is more comprehensive than 1A – it creates more housing units. I like locating Parking structure close to ElCamino. Park along creek is nice	Schemes relay on street grid rather than community building urban elements. Typology encourages wall-off communities. Very little urban public space. Do not see pedestrian friendly elements – just a grid of street with independent housing units. Street connecting	

Complete homework by May 13 and return via email to NVCAP@cityofpaloalto.org

		directly to Park BLVD will increase traffic. I cannot see any concept on making Park a pedestrian / biking corridor. Existing 340 Portage building, with parking on back and Individual lots along Olive Ave Cut the site to North and South separated areas	
<u>Draft 2: Adaptive Core</u> <i>(Jan)</i>	This scheme is better than scheme 1 because creates more of public space in particular dividing 340 Portage building and connecting residential area, through it, to park along the creek	Similar comments to scheme 1	
<u>Draft 3: Designed Diversity</u> <i>(Jan)</i>	This scheme is the best of 3 from January. The most decisive- provides housing units we need, and most interconnected. Development spread evenly throughout the area. It is much more permeable.	comments are the same as for scheme 1 except this scheme is better connected between North and South (which is good think 😊)	

Draft Alternative	What aspects and features of this alternative do you like?	What suggestions do you have that could improve it?	What questions do you have?
G	I like the park area. I like how the buildings are not placed at different angles. I like the space assigned to Mayfield medical clinic. I like the residential-serving retail space. I like the bike paths. I like the stream bridge—make neighborhood more cohesive. Cottages could be a good way to transition the single-family homes to higher density.	Convert the office space to housing. Not sure whether tenants would like parking far from their homes.	
H	I like the residential-serving retail. Some people might dislike the Target, but it works for me. I like the space for the Medical Clinic. I like the bike pathways. Appreciate the step-up heights to protect neighbors.	Convert the office space to housing. Need more parkland. Not sure if preserving the rail spur is worth it.	
J	I like that it has a large amount of housing. I like that the housing has been spread out enough to make it seem livable. Like the upper-floor residential along El Camino. Like the Community Center. I like that the buildings are arranged with varying placement/angles.	Convert the office space to housing. Unless Page Mill/ECR intersection is improved, car-accessible roads will lead to cut-through traffic.	
K	I like the parkland and the plaza. I like how the buildings are not placed at different angles. I like the space assigned to Mayfield medical clinic. I like the residential-serving retail. I like the stream bridge—make neighborhood more cohesive. I like the bike paths. I like the residential buildings along El Camino. (This is very similar to G—I think I like this a little better. The plaza entrance is nice (concerts in the park!) and spreading the housing along the creek might be more livable).	Convert the office space to housing. I like the big buildings on ECR, but they may need more-gradual transitions to single-family house. Not sure whether tenants would like parking far from their homes.	

L	It achieves a LOT of housing. I appreciate the significant parkland (although it is insufficient considering the number of residents).	Convert the office space to housing. This design doesn't help the jobs/housing imbalance as much as it could have. Probably too urban for Palo Alto; some of the buildings are very tall. Traffic within the area could be ugly. Also, a bit worried about cut-through traffic.	
<u><i>Draft 1: Minimum per Comprehensive Plan</i></u> <i>(Feb)</i>			
<u><i>Draft 2: Prioritize Portage</i></u> <i>(Feb)</i>			
<u><i>Draft 3: Designed Diversity</i></u> <i>(Feb)</i>			
<u><i>Draft 1: Leading with Legacy a and b</i></u> <i>(Jan)</i>			
<u><i>Draft 2: Adaptive Core</i></u> <i>(Jan)</i>			

<u>Draft 3: Designed Diversity</u> <i>(Jan)</i>			
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Draft Alternative	What aspects and features of this alternative do you like?	What suggestions do you have that could improve it?	What questions do you have?
G	I like the different housing types, especially the prominence of the 2 story cottage court units. I also appreciate that no current residents are being displaced. I like the large community center space.	The office space feels pretty imbedded in the residential space in a way that may not meld together well. I also think there could be more retail space.	I'm curious about the adaptive reuse of the Cannery building and how feasible that would be given what was said at the last meeting.
H	I like the rooftop gardens and the amount of retail space plus the Mayfield Medical Clinic. I like the location of the office space and the retail space, it feels more cohesive.	I wish there was more variety of residential unit types.	I wonder if there would be a enough parking given the additional retail space.
J	I like the park space and the commercial space reserved for businesses serving the community. I like the layout of commercial vs. residential. I like the bike path and park space.	I would worry about the location of the cafe/restaurant and that it would see enough business.	Would the community center have enough space for purposes beyond the memorial hall? Are there any single family housing units? Is there sufficient parking?
K	I like the large community center and the layout of the residential – office locations. I like the retail units under the other buildings. I like the bridge over Oregon Expwy. I like the open park space	I wish there was more retail/restaurant space.	Im wondering if there is enough parking for the multi-family residential units
L	A bit hard to read but I like the layout and the allotment.	The office space right next to the residential one could be a bit odd, would have to see how it plays out specifically.	I'm curious about the parking element and how the retail space would look.

<u>Draft 1: Minimum per Comprehensive Plan</u> (Feb)	I like the amount of housing and retail space.	There is no open space, this would be very disruptive to the current community.	Where is the parking?
<u>Draft 2: Prioritize Portage</u> (Feb)	I like the community center and the retail/office space. I like the rooftop gardens on the building.	The retail space across from the townhomes is an interesting choice, would have to see some more detail on how that would look.	Is the only parking structure the one on El Camino?
<u>Draft 3: Designed Diversity</u> (Feb)	I like the location of the office to residential space and the amount of residential added. I like the amount of open space	Not a lot of retail space	Where is the parking?
<u>Draft 1: Leading with Legacy a and b</u> (Jan)			
<u>Draft 2: Adaptive Core</u> (Jan)			
<u>Draft 3: Designed Diversity</u> (Jan)			

Complete homework by May 13 and return via email to NVCAP@cityofpaloalto.org

Draft Alternative	What aspects and features of this alternative do you like?	What suggestions do you have that could improve it?	What questions do you have?
G		Central Square needs more visibility. Changing the use of Frys building would trigger a complete building code upgrade, which may not be feasible. Not much parking is shown for 340 Portage. Layout of housing at Cloudera layout needs to work with underground parking layout. Open space for Cloudera housing looks like leftover space. Individual “ownership” of some open space brings variation. Retail at Cloudera needs visibility and access.	Is there a concept for El Camino, Portage, and Acacia?
H	Corner park at Ash & Olive: corner location for visibility is good, but lack of mixed use means limited users. Community use at old cannery office. Mid-block park between tall buildings on Portage and Lambert.	Changing the use of Frys building would trigger a complete building code upgrade, which may not be feasible. Not much parking is shown for 340 Portage. Community use next to housing can have noise issues. Stepped housing type is typically not feasible due to 2 min required exit stairs. Square 4x4 housing is unusual: housing types are typically narrow for light and ventilation.	Is there a concept for El Camino, Portage, and Acacia?
J	Reuse monitor building at 340 Portage. Community use at old cannery office with adjacent park. Large retail space on El Camino with shared parking garage. Ash connection.	The amount of retail on El Camino should be studies with access, parking, and catchment area. Consider an alternate of this option with offices on El Camino and housing on Park Blvd: El Camino has traffic noise and open space for units at back of buildings would be in shade. Railroad spur bike path would be useful if there was an underpass at El Camino (as in Mt View). Bike path behind 195 Page Mill may not be feasible with new Caltrain electrification facility.	
K	The concept of a mixed use plaza on Park is interesting.	Put as many different uses and paths in and around the Central Plaza to make a lively place. Clinic should be in a more visible location. El Camino housing could have roof gardens to take advantage of the view of the hills. Provide a transition between El Camino multifamily and existing single family. Retail at Cloudera needs visibility and access. 4 story 2x2 housing typology is inefficient because of the stairs and elevators. All of those angles may underground parking layout difficult.	
L		Too many things appear infeasible: architectural layout efficiency, stairs-elevators, parking, fire truck access, tall buildings shading each other, and required parking for such tall buildings. Add transitions between new tall buildings and existing one story houses.	Why resurrect the 1950’s concept of towers in a park?

<u>Draft 1: Minimum per Comprehensive Plan</u> (Feb)			
<u>Draft 2: Prioritize Portage</u> (Feb)			
<u>Draft 3: Designed Diversity</u> (Feb)			
<u>Draft 1: Leading with Legacy a and b</u> (Jan)			
<u>Draft 2: Adaptive Core</u> (Jan)			
<u>Draft 3: Designed Diversity</u> (Jan)			

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Draft Alternative	What aspects and features of this alternative do you like?	What suggestions do you have that could improve it?	What questions do you have?
G	This alternative does a good job addressing the need for housing in the City. The plan mostly recognizes that the existing office space needs to remain to provide economic incentive to add housing instead of replacing the office with housing. Lots of community space a plus, but I think improving creek is too expensive and unrealistic.	On the individual property level redevelopment will only occur if office is not replaced by housing. For example, several parcels along Ash and Lambert have existing office space. Redevelopment will only occur if owners get credit for existing office, and then housing is allowed on top of that.	Currently the bike / ped path goes through 395 Olive, a property that we happen to own. If this plan were adopted, how would the City propose to handle this? Eminent domain, transfer of development rights, etc.?
H	I like the pockets of green space around the site in smaller areas as opposed to one big green space. I like the addition of apartments, but don't think it is enough.	Given recent events and retail struggling to survive even pre-Covid 19, I think 90K of retail is too much. Retail works facing El Camino and maybe Park, but can't survive at the interior of the site with the exception of a mini-Target. Again, some apartments have entirely replaced office which isn't realistic.	Are the proposed apartments on Lambert, Ash, and Portage all 4 stories high, or are some on Portage shown as 6 stories high?
J	This does not take into account existing owners and constraints, but I think this scheme does the best job of showing what is possible on the site if there was a clean slate. It all fits together well and the proposed uses work where they are shown such as the retail on El Camino and Park.	Main downside of this plan is whether or not it is viable given is better option on some sites that currently have office so owners can keep office and add housing.	
K	Emphasis on housing and green space.	The plan doesn't seem to flow very well and probably not very efficient when it comes to all the separate multi-family buildings. The underground parking will also be very expensive! The improvement to the creek also doesn't seem realistic.	
L	This would obviously make a big statement and add a lot of housing which is much needed in the City.	This plan has no chance of getting approved and is not in character with other areas of Palo Alto.	

<u><i>Draft 1: Minimum per Comprehensive Plan</i></u> <i>(Feb)</i>	Preserves existing buildings and keeps office space in place while adding to the housing supply.	Missed opportunity to add more housing.	
<u><i>Draft 2: Prioritize Portage</i></u> <i>(Feb)</i>	Most realistic plan of what is possible while keeping basic ownership and structures in place on the Sobrato site. It also preserves the basic character of the neighborhood.	This plan does not recognize the value of existing office space on some of the Ash and Lambert parcels. In order to incentivize redevelopment, mixed use should be encouraged so office can be preserved and housing can be added.	
<u><i>Draft 3: Designed Diversity</i></u> <i>(Feb)</i>	This plan would add a lot of housing, but would eliminate the existing Fry’s building and change the character of the neighborhood fairly dramatically.		

General Comments

I appreciate the various alternatives prepared by the Consultants and various members of the NVCAP Working Group. My comments will address all of the alternatives.

New Alternatives (Working Group)

New Alternatives General Comments:

General comments about Working Group Alternatives: Each incorporates many elements of the Vision for the area but the issues remains where and how this can be achieved throughout the NVCAP boundaries. If this is an opportunity site, there should be a greater mixtures of densities, I believe.

Most Alternatives assume small housing units (750 square feet). While this size will be plentiful, it is likely that a broader range of unit sizes are needed to serve individuals and families. The smaller units size was the key factor in the Consultants' Alternatives too.

A key point of difference among the alternatives remains how to utilize the 340 Portage Site. Another area is the potential for naturalization of the creek. Although a great idea, the feasibility regarding how this could be achieved vis a vis the Santa Clara Water District guidelines and easements remains an issue. Additionally, improvements of the creek area many have a direct impact on the feasibility of how all the adjacent parcels can be developed or redeveloped.

None of the alternatives noted additional ways to honor the history of 340 Portage site through extensive signage

The alternatives do not consider any other pattern of streets or land uses. The discussion, thus far, has not included any serious recognition of the potential for changes in parcel ownership and flexibility in the uses, design, and densities under consideration., including the potential for parcel mergers. It makes sense that the Alternatives at this stage do not consider

Alternative G

Features Liked

- Reflects many elements of the WG Vision for the subject site
- Pedestrian and bicycle connections are good through the site and an important feature.
- Ample office square footage

Improvements

- Cottage courts as alternative is good in some areas but does not provide sufficient housing ; perhaps need more housing types, designs, and densities Pepper/Olive are not seen as opportunity areas for some more types of housing diversity and moderate scale
- Additional retail would be useful to serve community, subregional, and commuter demand since close to Caltrain and California Avenue.

Alternative H

Features Liked

- Reflects many element of the Working Group vision for the subject planning area.
- Naturalization of the creek is good idea and widely supported if feasible.

- Open space near Ash and Olive is done well but more is needed
- Recognition of the rail spur and potential for linkage to bike and pedestrian trails is good addition
- Noting the importance of Mayfield Medical Clinic is important

Improvements

- Expand the bicycle and pedestrian connections through the site
- Needs more residential density, especially near El Camino and Page Mill
- Disperse the retail and office uses to better complement residential, community and commuter users of area.
- Very low housing densities and only modifying half of the NVCAP site
- Office and retail should also be closer to "north" of site to residents, commuters and Caltrain riders..
- About 40% of the site has no or little change and does not take advantage of location near Caltrain commercial area and range of housing needs.

Alternative J

Features Like

- Bike and pedestrian connectivity are well marked and make sense and especially the bike path along Acacia corridor.
- Using Portage as a continuous travel corridor is good.
- The varied heights and designs and building orientations provide visual interest and less sterile environment.
- Need more retail dispersed closer to the residential units in the top half of the subject site to serve residents and office workers.
- The overall design and land uses for this Alternative are very strong. The detailed plans provide a clearer understanding of the design intent.
- Significant landscaping and open space are great assets for the site..
- The "take back" concept for Olive and Pepper below Ash would be a great asset and be only limited to local cars and not serve as cut thru areas.
- The walking path along the creek is good if it is feasible.
- The examples of retail and personal services are very good and meet local and regional needs.
- Provides potential for complementing redevelopment of the California Avenue corridor and active Caltrain station.

Improvements

- Fewer parking structures if we assume less car usage and better mobility options.
- Most of the residential units are around 2 - 4 stories and the taller buildings 6 stories plus should also be along El Camino Real and Page Mill and El Camino intersection area.
- The overall unit yield of the design is not sufficient to meet the need in Palo Alto now and over the next 5 to 20 years.
- Great residential density would be an asset. Retaining Monitor Building reduces potential for more residential units or mixed use of that portion of the site.

Alternative K

Features Liked

- The number of multi family units is modest but does enhance the number of units above what currently exist.
- Parking structure near periphery is a good decision.
- The plaza concept for formal and informal activities is a needed asset.
- Community use building an asset for the area.
- Location of Parking structure at periphery is a good idea.

Improvements

- Very little retail compared to the needs of the entire site and considering the NVCAP location.
- Expansion of bike and pedestrian connections would be useful— especially "east to west."
- Office is location in the interior of site and not clear of there would be expanded or new office on the Cloudera site.
- No change of Olive or Pepper to allow for more small units seems like a lost opportunity.
- Portage between El Camino and Ash could add more residential uses of various design and sizes..
- Very low density in housing along Olive, Acacia and Pepper. Possibly could be enhanced with duplex, triplex, etc. Option for some parcels.
- Desirable to add some more open space and landscaping in section of full site west of Ash towards El Camino. The full site would benefit from more landscaping, including trees.

Alternative L

NOTE: The first paragraph of this alternative is from another alternative and does not apply. The alternative images are small and cannot really convey the alternative concepts.

It appears that the total office square footage and the retail square footage are underestimated.
There is a new submittal of images of the site which should be bigger (attached).

Features Liked

- Additionally, the density and diversity of land uses are designed to be complementary of one another and provide a significant increase in housing types, design, and density and heights to reduce massing and provide visual interest.
- The overall mixture of uses remain economically viable and will be able to better address the needs, including housing, office, and retail to serve a Palo Alto population (now 67,000) projected to be 73,600 in 2025 and 84,000 in 2035.
- The overall size and design of Alternative L is at a scale that supports completing this implementation of this Alternative orbits equivalent in phases. It supported a range of densities and flexibility as conditions change over time.
- There is awareness of stepped back multi story design, variation from right-angle orientation to provide visual interest and more privacy for lower residential uses in the vicinity.
- See the Key Elements noted in description of Alternative L.

Improvements

- There was no statement about street design that safer accommodates delivery services and temporary parking to serve retail and ride share services.
- Street design should also consider possibility of increased street closures only used by local residents.
- With less car usage, there needs to be a greater reduction in on-street parking and parking provisions
- Both the office and limited parking structures should be designed to be converted to housing if needed.. There are Bay Area developers that have done this in 2018.
- There should be mention of a boutique hotel (potentially) also designed to be converted to residential units in the future. This is dependent upon a return of demand for hotels in the area.

Consultant Alternatives

Alternative 1 and 2:

I believe these alternatives do not fully capture the potential for the NVCAP study area. The amount of housing, in particular, is not of the density that can serve the area and City over a 5-20 year period. There should be more mixed use opportunities on the site. Providing a better range of housing densities and locations may help reduce somewhat the cost of building "affordable housing" and will serve greater numbers of people. The alternatives did not take advantage of opportunities at the Cloudera site.

Alternative 3: This is the strongest of the three alternatives but is not visually attractive because the site plans throughout are similar. The redevelopment of the Cloudera site shows the potential of the area. Over the next several years what the “mixed use” balance will be is in flux. There is a good amount of open space and public space and the bicycle and pedestrian connection seem appropriate.

The additional plans presented by our hard working co-chairs and working group members contain some interesting ideas.

- Plan G; The parkland envisioned on the south side of Fry's along the creek including the land under the smaller historic building on Ashe connecting to Boulware Park across the creek seems a great idea . However, no zoning development standards or ownership scenarios on how to acquire the land are proposed. Using the smaller historic building as a community center is also a great idea, but would require the city to purchase or lease; currently it is an office building.
- Plan J is the only plan that addresses the east (train side) of Park. But, instead of continuing the pattern of mixed-use building containing housing, I was disappointed that Plan J just envisions what is already there; office.

While some interesting ideas are presented, I am concerned that all of the plans resemble the initial three alternatives in that they do not consider parcel ownership, the capacity of the current zoning to increase housing options and local serving businesses, or the need for new zoning. In addition, I have the following concerns about the plans:

- The plans imagine that private land can be used by the public as parks.
- All of the plans envision siting the clinic on private parcels. There is no certainty of the clinic's ability to acquire this land. Nor do we know where the clinic would like to locate.
- I feel like the actual placement of buildings between the plans seems very hard to compare. Are we really creating different scenarios or simply "re-arranging the deck chairs"?
- The plans do not address the fundamental components of planning, namely zoning and development standards.
- I am concerned that many of the plans seem to assume the need for considerable additional office in order to accommodate a perceived need for sufficient profits for the property owners. I do not believe this should be a constraint in our plans.
- The plans do not include sufficient affordable housing. Adding affordable housing is a value shared by the working group.
- The existing CS zones have the potential for adding housing in mixed-use projects which has not been calculated.

I look forward to the robust conversations we will have sifting through the various alternatives.

North Venture Coordinated Area Plan Draft Alternatives (1/21/20) Comments:

I feel the three alternatives prepared by Perkins & Will capture enough of the possibilities and that the additional alternatives prepared by committee members are primarily variations of the possibilities and such I am keeping my comments focused on the three prepared by the City consultant.

General comments:

1. The owner has stated that he has no plans to redevelop 340 Portege in the foreseeable future so I think it appropriate not to comment on alternatives that significantly alter and demolish this building.
2. For retail to remain viable it needs easy access, strong visibility and signage, clear access and convenient and available parking.
3. The bricks and mortar retail industry has been shrinking and is projected to keep shrinking significantly over the next several years. This is especially true in the bay area where real estate is extremely expensive combined with this communities' early adoption of online commerce. This is impacting all sizes and types of retail. Larger format stores are consolidating, reducing foot prints, reducing total store counts and moving towards online sales. This has reduced the demand for larger format retail stores. Those remaining can choose the best located store options. Location, location, location
4. The obvious redevelopment opportunity sites are typically under developed sites often with large parking surface parking lots.
5. It is impractical to look at a site that has been built recently or still represents a highest and best use economically and indicate their site in the plan as a redevelopment opportunity.
6. Naturalizing Matadora Creek adjacent to 340 Portege is impractical. It will increase the chances of flooding upstream and would consume a significant amount of 340 Portege's parking lot. It would also inhibit 340 Portege's ability to park sufficiently without redeveloping the whole site.

Alternative 1:

- I do not believe that 77,000 sq ft of retail in the 340 Portege building is feasible for all of the reasons stated above. Primarily #1 and secondarily #2.
- Why is there no redevelopment shown for the large parking lot at Page Mill and Ash? It is an easy redevelopment opportunity for housing not yet identified as a Housing inventory site. It should be shown as an opportunity site in all alternatives.
- Why isn't Palo Alto Housing's site on El Camino shown?
- Why is there a net reduction of office in this alternative?

Alternative 2:

- A reduced retail use within 340 Portage might be possible if the existing surface parking were to remain. The retail location would need to move more towards Ash at the terminus of Portage.
- The proposed housing on the right side of 340 Portage can't happen and have the retail located at the same location. The surface lot parking will be needed to support the proposed retail and existing uses.
- The retail could be removed from 340 Portage and the residential on the right side might be possible with a one level parking deck on the opposite of the main building that would replace the lost parking. However, this would make it even more difficult to locate any retail in the middle of this building. However, a small retail presence could be explored in the first level of the new parking deck along the Park Blvd frontage.
- Not sure how we ask the owner of 340 Portage to dedicate an 8,000 sq ft office building as community space?
- How do you acquire the green space along Lambert?
- Why isn't there housing planned for the parking lot at Page Mill and Ash? See comment for Alt 1
- Mikes Bikes was recently entitled and is appropriately reflected in Alt 1. Why would you show it more intensely developed in Alt 2?

Alternate 3:

- I can only suggest that for me it is unimaginable and improbably to expect that practically every existing or currently entitled building in the plan area would be raised and re-entitled to develop the area with such intensities. I also think it impractical to expect the City and Community to support such densities and expectations.

Draft Alternative	What aspects and features of this alternative do you like?	What suggestions do you have that could improve it?	What questions do you have?
G	I like the bridge over the creek, to connect the neighborhoods, I like the green space by the creek. I like the idea of slightly more dense housing typologies along Olive. I like that the parking structure is not by the bike boulevard. I like that the office is mixed throughout the area, leading to less ‘dead zones’ at night.	Some somewhat dense housing might be added along El Camno, and some apartments, on the E side of Park, especially near the retail at the 340 Portage site.	It is hard to tell how high these buildings are intended to be.
H	Retains The historical part of 340 Portage for a sense of place. I like the pass through for both bikes and peds in 340 portage, and mid block between Portage and Lambert. I like the fact that there are two “Playable” areas of green space, by the creek and at Ash and Olive. I like that there are many “paths’ through the neighborhood for bikes and peds.. Nice bike path along the creek. Mix of distributed small office, retail, housing. Tall housing stepped back where it adjoins SFH. Tall housing by Page Mill, and walkable to train.	They could add housing along east side of Park, or along El Camino. Make Portage look like a gateway into the neighborhood, but only till Ash.	
M- new plan	I like that it listens to the original intention of the zoning, rather than what will pencil for developer (and who knows, and this point) I like that it focuses on BMR housing, as this is consistently important to the community, and no other plan even tries to meet this need. I like that it puts housing over the low Equinox building. I like that it puts a lot of housing along ECR	Creative funding could make this happen, Equity partnership. I have a STRONG concern around putting housing in such a large floor plane building, as there is inadequate access to daylight and egress. I believe this building would have to be broken up with light wells or corridors to have this work as housing. I think some small office should be added to this plan both as a location for neighborhood serving professionals, and to help make it financially viable. Could be limited to offices under 5000 sf, to eliminate company HQ. A 2-3 employee company would need 500-800 sf, a two person dental office 800 sf. I worry that the retail in this plan is not viable, as it is off ECR, and there is not density surrounding it to create foot traffic. I do not like	Do we have a count on how many units this would add? Would it make a dent in our RHNA goals???

		that the 340 Portage building still divides the neighborhood, without creating additional connectivity for pedestrians. I also worry that it does not create enough housing to help with the housing crisis.	
J	I like the pocket park along Park. I like preservation of the monitor section for 340 Portage, I like the preservation of the historic wood frame office. I like the many places to walk through the buildings N-S. I LOVE the location of the city park space next to the creek, and the flow of green space down Ash to Page mill. I like the tall buildings close to the train. I like the idea of taller buildings along ECR with parking under, retail or office on ground floor and apartment housing above. I like the idea of offering an alternative bike route along the railroad tracks, as Park and Page Mill is a challenging bike/car intersections. This is a well thought out and complete plan!!!!	I wish more of the 340 portage building could be retained through adaptive reuse.	Would you tolerate more office along ECR?
K	I like the density of housing between Page Mill and Olive, west of the Cloudera building. I like the Plaza along Park	I would like to see some more sections of small neighborhood serving professional office scattered throughout the plan area, particularly at the N end, where it would be accessible to Caltrain	
L	I like the tall office and housing along Page mill, I like that there is a fair amount of housing along ECR. I like the park along the creek.	I feel that this plan creates a height barrier between the low density housing in the existing Ventura Neighborhood S. of the plan area, and the new low density housing in the center of the plan area.	
<u>Draft 1: Minimum per Comprehensive Plan (Feb)</u>	I like that it preserves 340 Portage,	Add parkland!!!!!! Add creative low and medium density housing, add housing near retail on E side of park to help generate local traffic for retail along	This is essentially step one of a staged plan that includes Draft 2 and 3, not a unique plan option.

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		Portage.	
<u>Draft 2: Prioritize Portage</u> (Feb)	I like dense housing along ECR. I like the retail along Portage.	Move the parking away from Park Blvd. Orient the blocks of townhouses so they do not block visual access to creek. Add parkland. Distribute office space to many locations/hubs throughout the plan area to encourage neighborhood serving small office, rather than company HQ	
<u>Draft 3: Designed Diversity</u> (Feb)		This will create traffic that is FUBAR. The street grid would encourage cut through traffic as people try to avoid Page Mill and ECR, too much density will add too many inhabitants to mitigate traffic. Perhaps with aggressive and innovative mass transit solutions, and improved bike traffic solutions this could work, but those solutions require space, and I do not see that there is space set aside for these solutions. This plan would require more parkland and perhaps a school site, to take care of this number of additional residents. This plan also does not retain a sense of place or charm, or create a connection between NVCAP area, S Ventura and Cal Ave area.	
<u>Draft 1: Leading with Legacy a and b</u> (Jan)	I love 1B, There is a lot of housing density short walking distance from Caltrain. There is a lot of office density near Caltrain. Like the location of parking garage	The tall building at Ash and Page Mill should step down in height towards Ash. I would like to see more permeable housing typologies i.e. Low Rise Greenway rather than blocks, between Olive and Pepper, even if that creates a few less units, in order to make a more walkable neighborhood. The Low rise blocks are appropriate along El Camino, as it gives those inhabitants a sheltered greenspace. I would like to see a pedestrian path through the 340 Portage building. There should not be a block of units blocking passage from the retail/town square/park to the creek area.	
<u>Draft 2: Adaptive Core</u>	The housing is well located on the Cloudera Site, and	The housing block between Portage and the creek is	

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<i>(Jan)</i>	the additional office (close to transit) would incentivize this development. The townhomes between 340 Portage offer a buffer to the SFH along Olive and Pepper. Good location for parking garage.	a block to flow, and visual access to the creek. The buildings along Ash should step down in height on the west side. We should limit office size to encourage neighborhood serving small office, and entrepreneurial office, over company HQ	
<u>Draft 3: Designed Diversity</u> <i>(Jan)</i>	This creates a nice dense, and consistent streetscape of housing along ECR.	Not enough green space for the density of people, too much of the green space is “private” not enough flow through of pedestrian. Too much flow through of cars. Too much density along a designated bike boulevard, this plan will lead to less bike transportation, and dead bicyclists. There should be some neighborhood serving commercial and SMALL office.	