



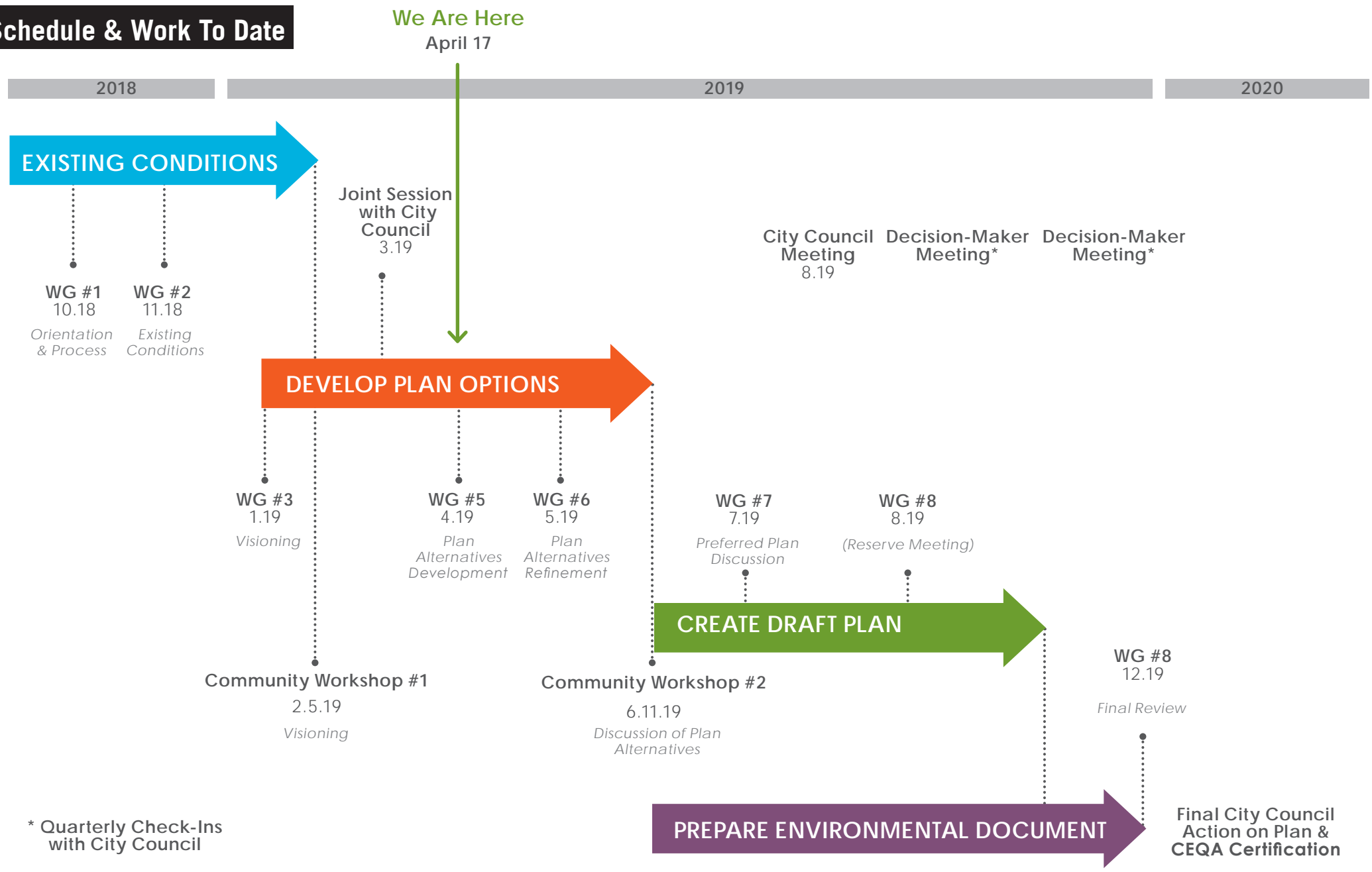
CITY OF PALO ALTO
North Ventura
COORDINATED AREA PLAN



Agenda

1. Schedule and Work to Date
2. What We've Heard
3. Planning Framework
 - Historic Context
 - Matadero Creek
 - Open Space
 - Mobility Considerations
 - Urban Design Framework
4. Possible Building Types
5. Potential Uses for NVCAP
6. Planning Game
7. Report-out on Ideas and Trade-offs

Schedule & Work To Date



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

"Too much concrete."

MORE LANDSCAPING
LESS SURFACE PARKING

MITIGATE THE HEAT ISLAND EFFECT
IMPROVE THE PEDESTRIAN EXPERIENCE

"We need more street trees."

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

DIGNIFIED ARCHITECTURE
CHARM AND LIVEABILITY
VARIED ROOF-LINES

"Keep our neighborhood diverse and inclusive."

SOCIOECONOMIC DIVERSITY
ETHNIC DIVERSITY
NO DISPLACEMENT
AFFORDABILITY

"Reduce cut-through traffic from at Olive and Pepper Streets."

LIMIT CAR ACCESS TO & THROUGH THE SITE

"Open space that is welcoming and feels public."

SAFETY
PLACE FOR FAMILIES

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

STEPBACKS TO REDUCE VISUAL MASS
LOWER HEIGHTS AT SIDEWALK

"Connect to Cal Ave."

SAFE CROSSING AT PAGE MILL ROAD & ASH
IMPROVE PARK BLVD

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

Planning Framework

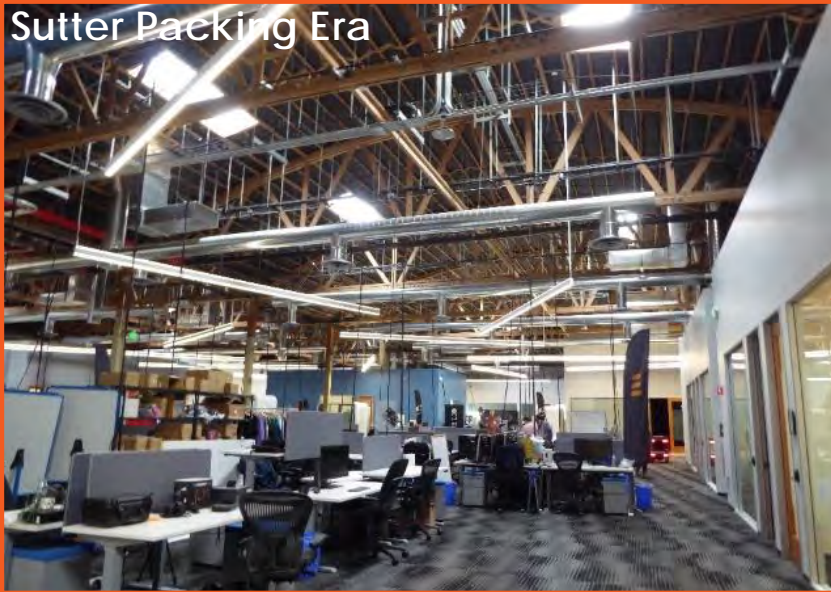
Historic Context: Buildings

- Two eras: the Chew Family era (1918-1936) and the Sutter Packing era (1928-1949)

Chew Family Era



Sutter Packing Era

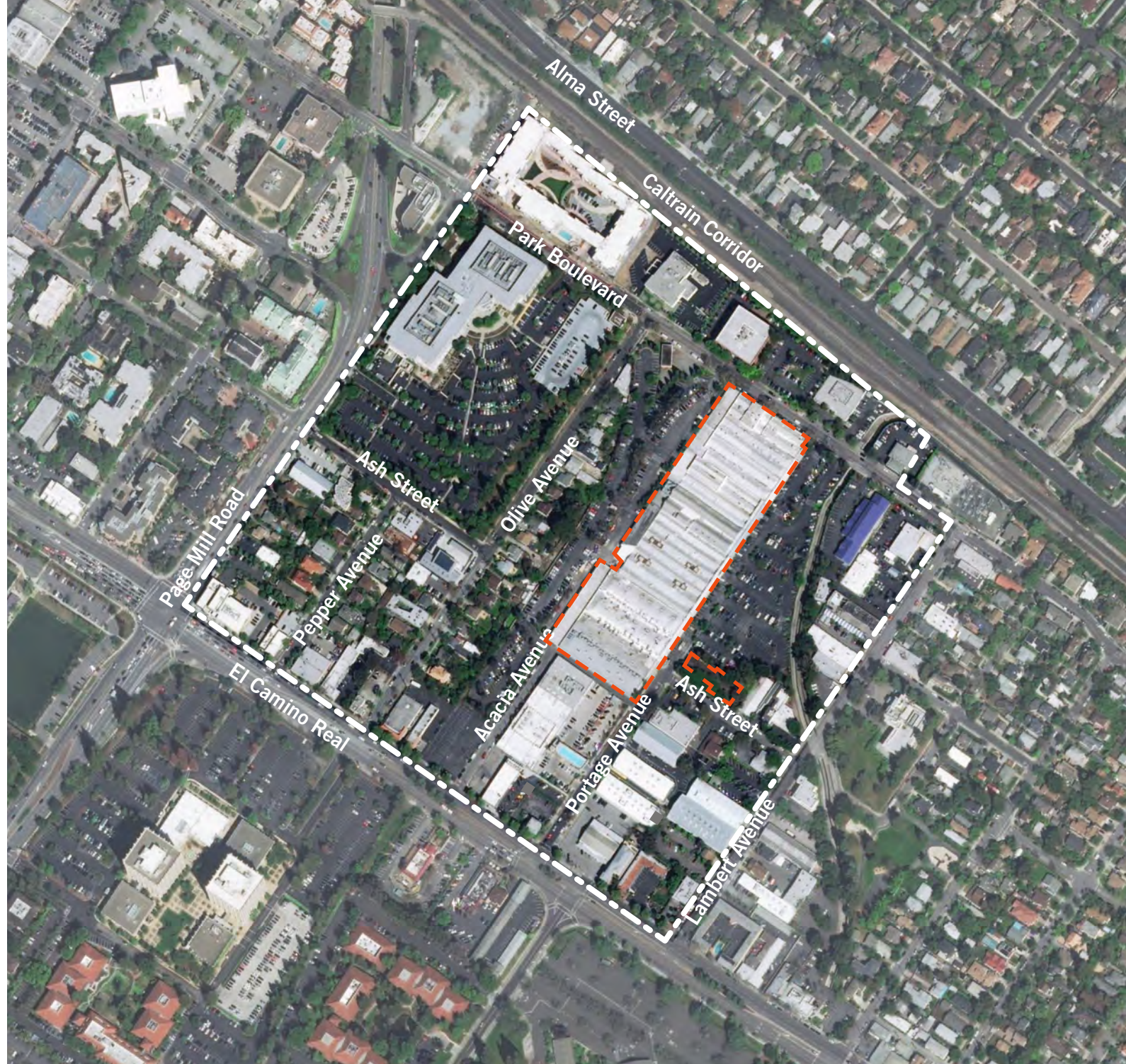


Office Building

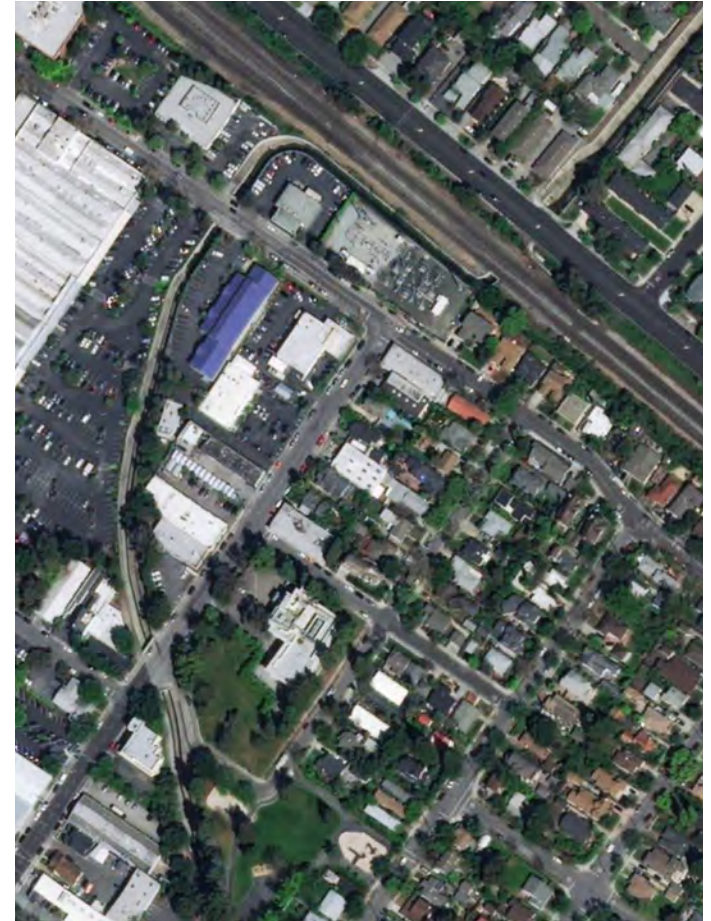


Historic Context: Buildings

- Town of Mayfield formed in 1855, what is now south Palo Alto
- In 1925 Mayfielders agreed to annexation by Palo Alto
- Fry's building is a complex of warehouses that were added over time; they are not recognized on the local registry
- Fry's Complex and the office building on Ash Street are eligible for listing on the California Register at the local level, for its association with the history of the canning industry in Santa Clara County
- No other buildings within the NVCAP boundary are eligible as historic resources

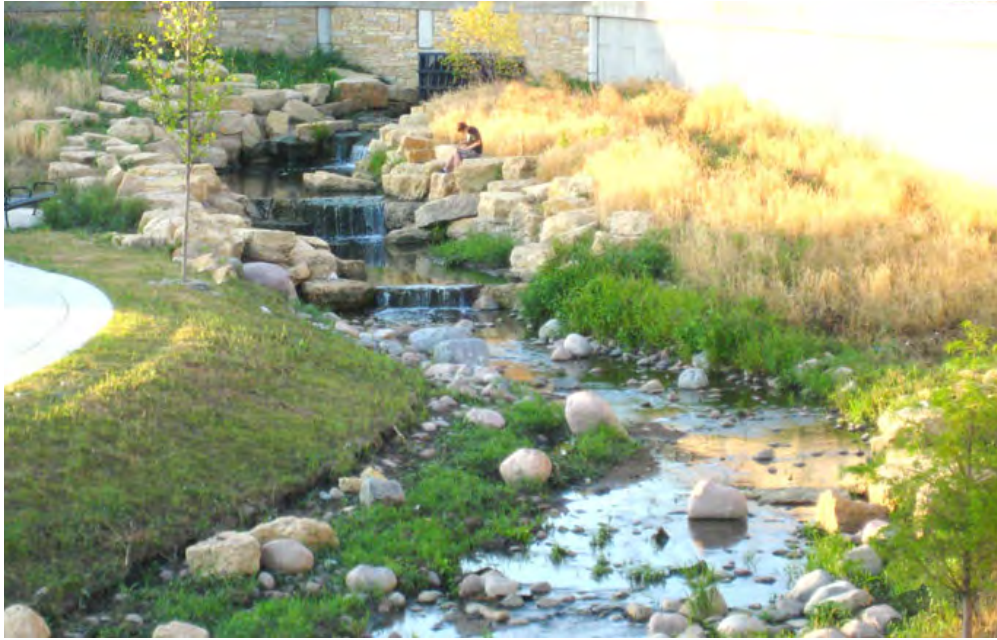


Matadero Creek: Existing Conditions



- Existing 60' easement inclusive of the creek
- Under the jurisdiction of the SCVWD
- Provides 100 year flood control for the Matadero Watershed
- Contamination plume is not currently beneath the creek, but has the potential to migrate

Examples of Other Creek Improvements



Naturalized Edge



Engineered Edge with Occupiable Space

- Assembling team of consultants to analyze feasibility of three scenarios:
 - Naturalization and removal of the concrete channel within the plan area
 - Partial naturalization and partial removal of the concrete channel
 - Retention of concrete channel with new occupiable space adjacent to channel

Open Space

- Existing Open Space
 - Boulevard Park
 - Sarah Wallis Park
- Middle of site is underserved even if Boulevard Park is extended
 - Extensions would bring total park up to 2.1 acres
 - Unknown if feasible

Potential Open Space Additions:

- Linear park along creek
 - 60' wide easement including the existing creek
 - 1.0 Acres
- Railroad Greenway
 - 60' wide
 - 1.2 Acres

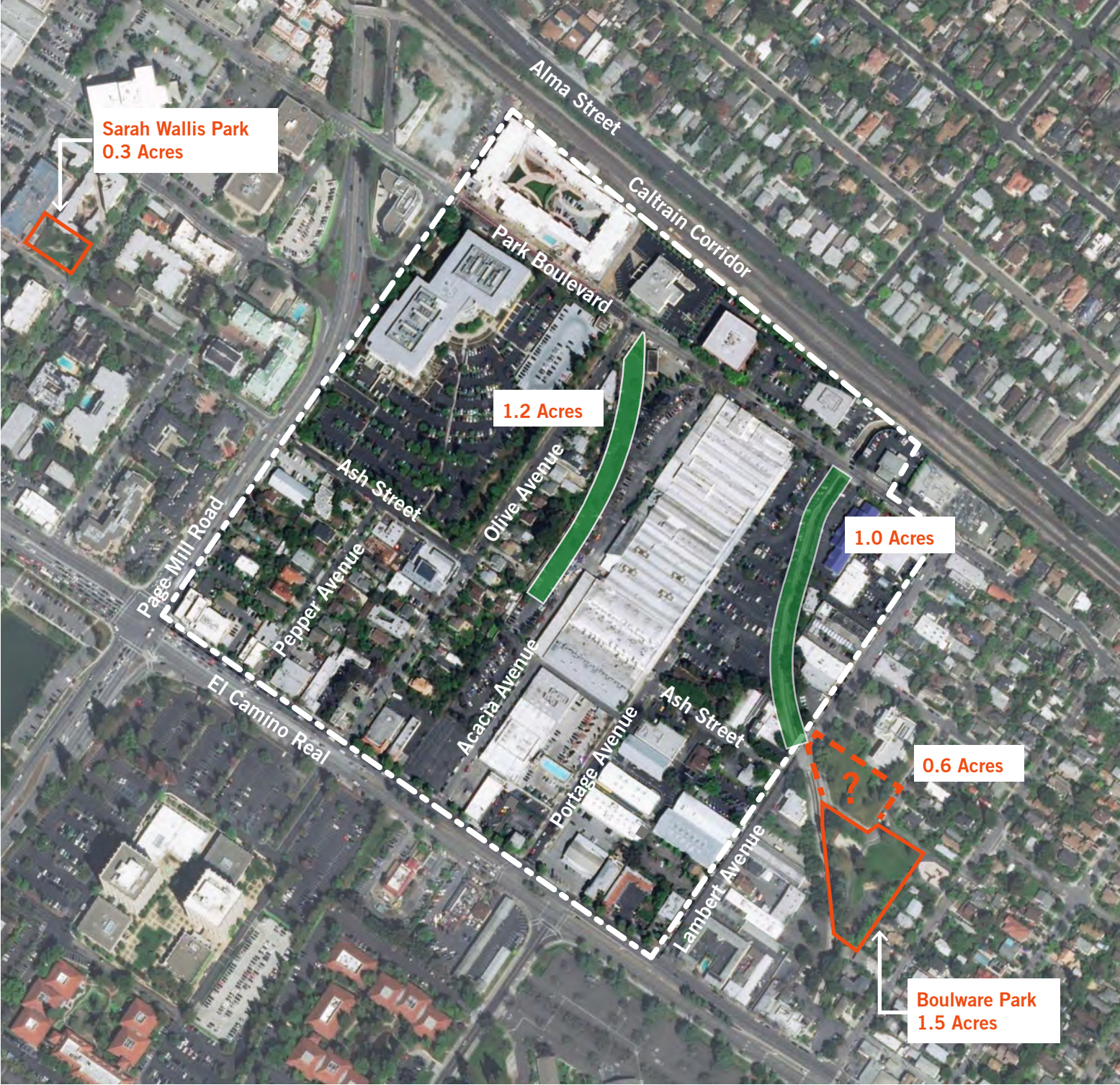
Existing Park

Potential Park

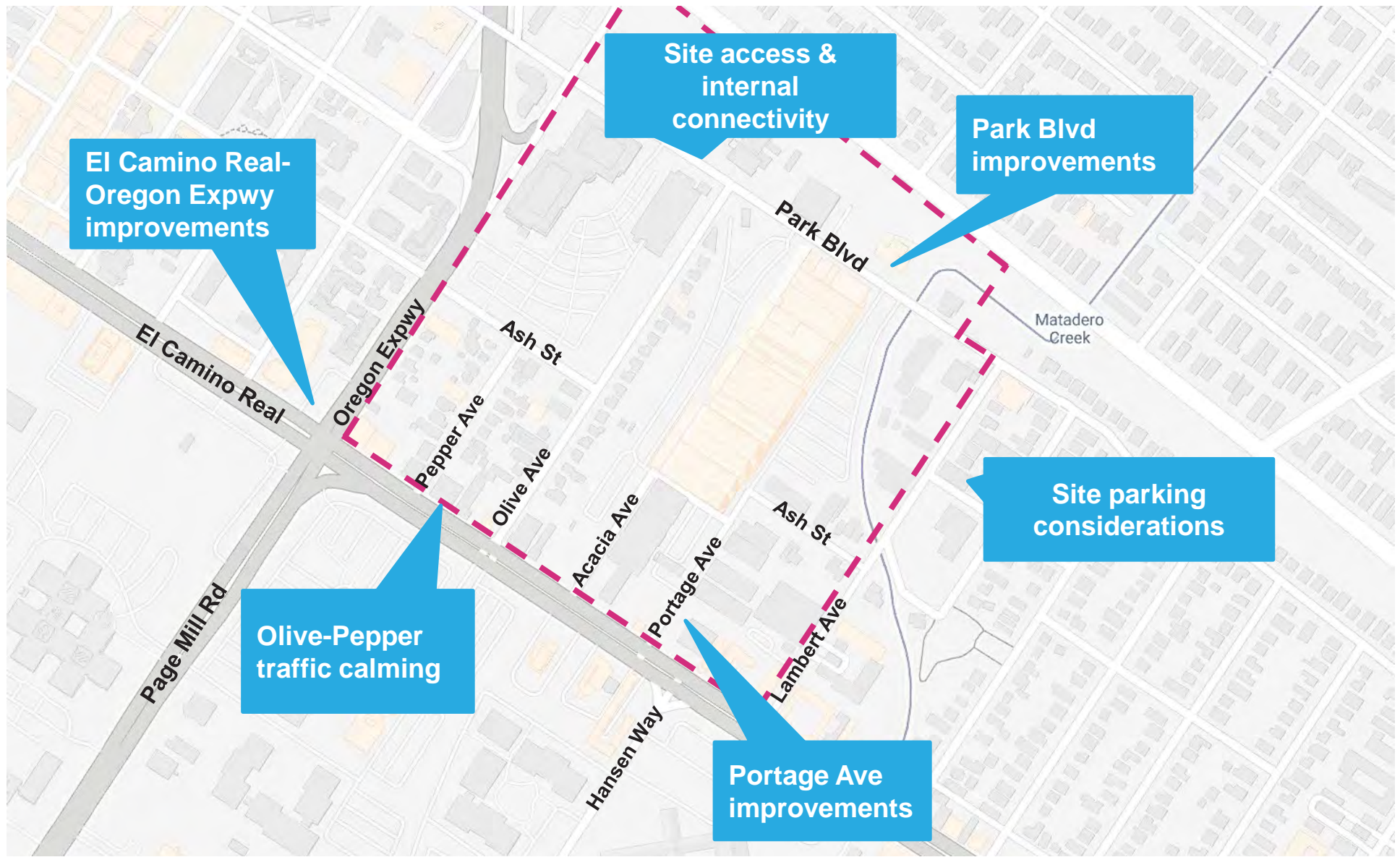
Potential Open Space Additions

1.0

Area in Acres



Mobility Considerations



El Camino Real – Oregon Expwy

Improve bike/ped crossings at Oregon and El Camino

Study bike/ped crossing at Ash

- Safety/Traffic/Cost concerns
- Further study needed

New right turn lane El Camino to Page Mill

- Other pedestrian safety improvements

Study new right turn lane from El Camino to Oregon

- Improve traffic operations along El Camino

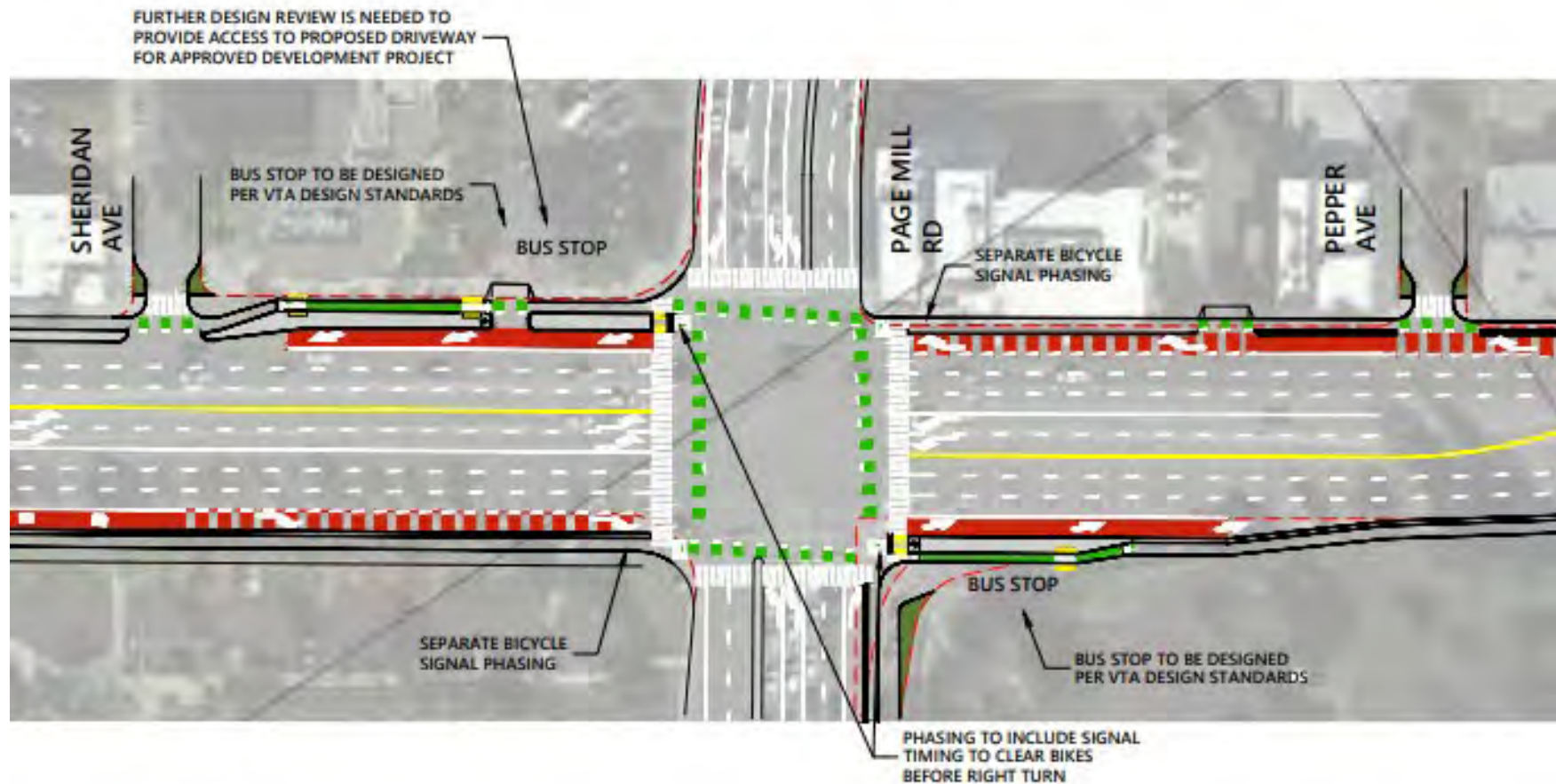
New carpool lanes on Page Mill west of El Camino

- Santa Clara County Expressways Plan

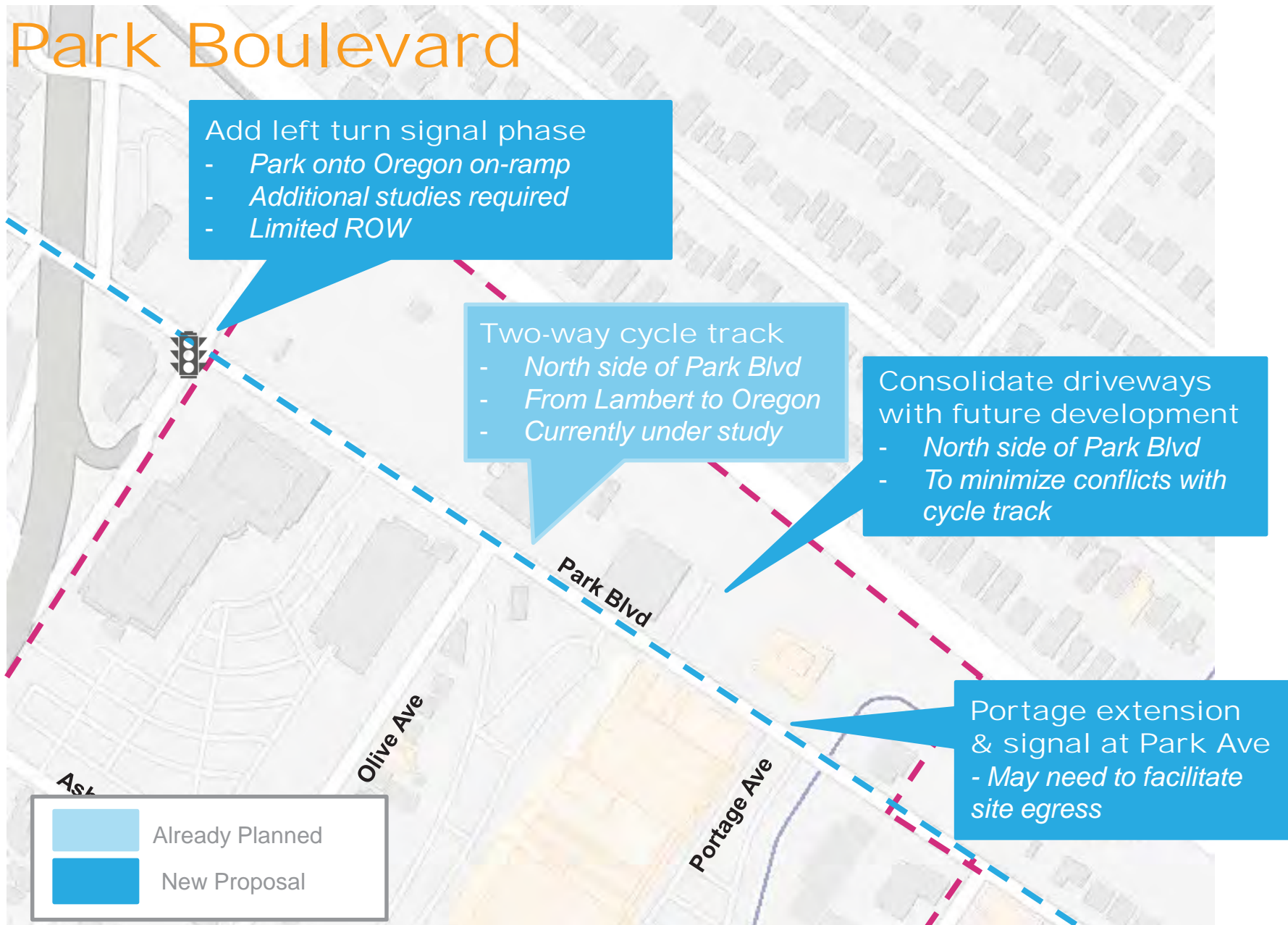
Already Planned

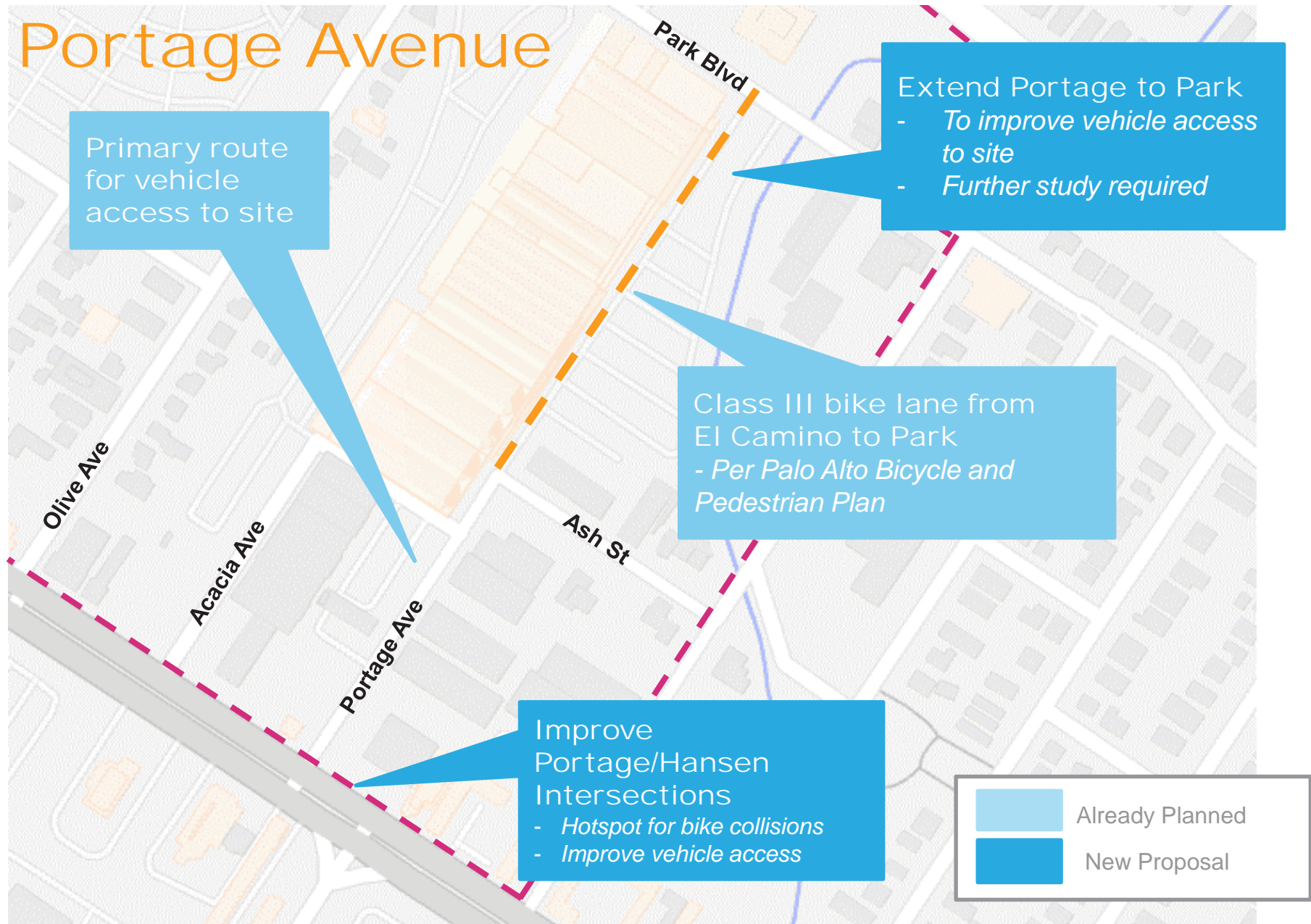
New Proposal

Vision for El Camino/Oregon Expwy from Grand Boulevard Palo Alto Safety Study



Park Boulevard



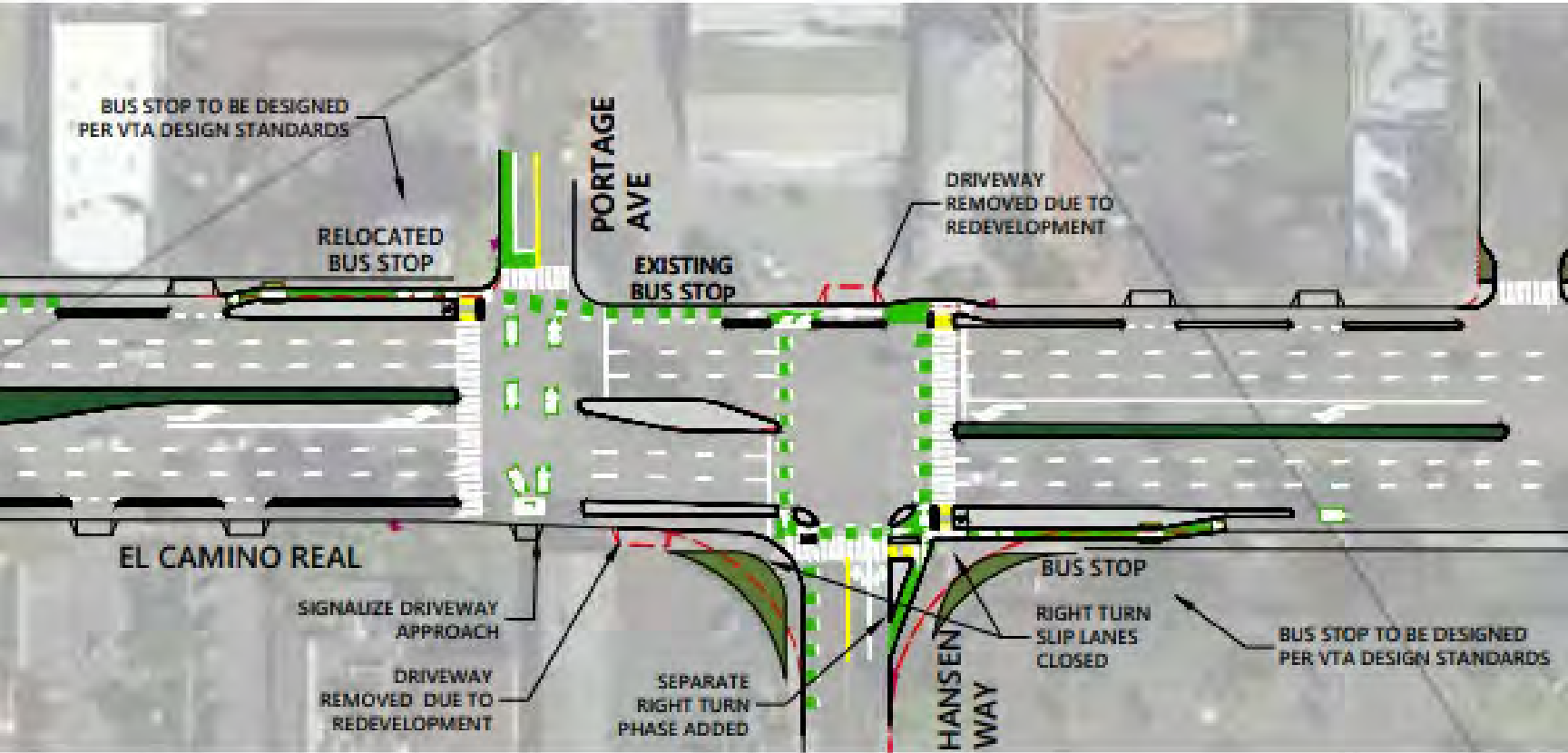


Mobility Considerations

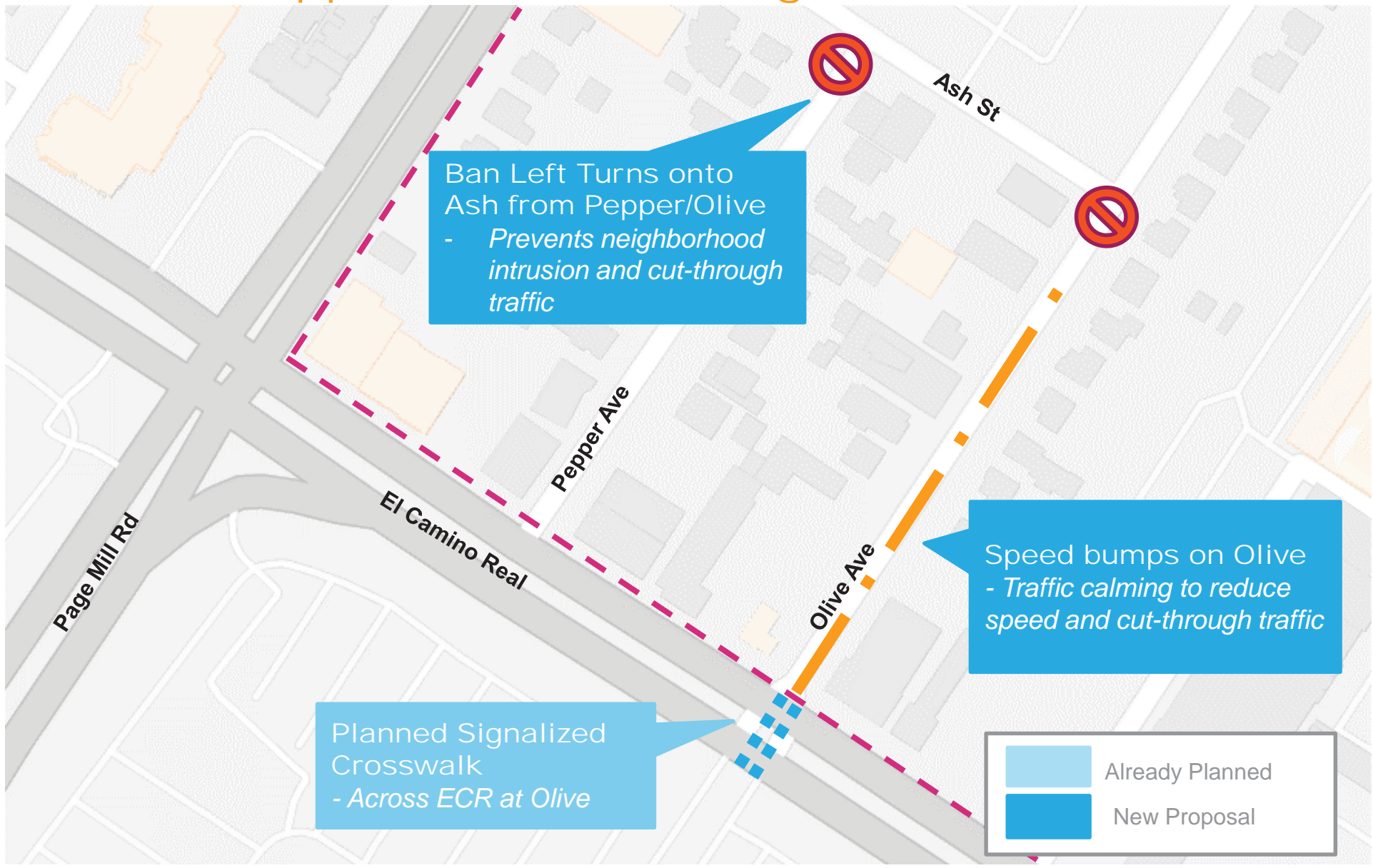


Vision for Portage-Hansen Intersection

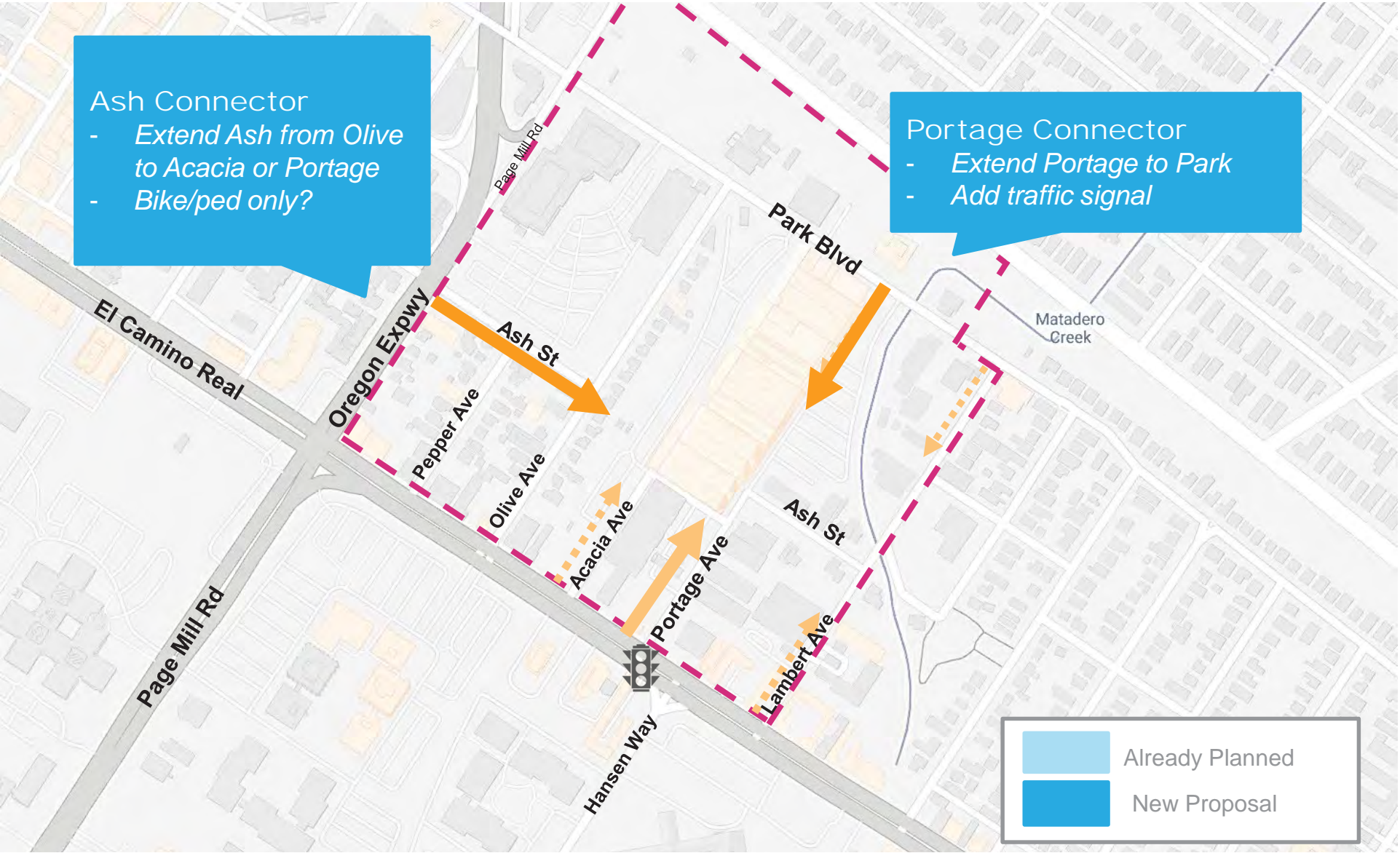
From Grand Boulevard Palo Alto Safety Study



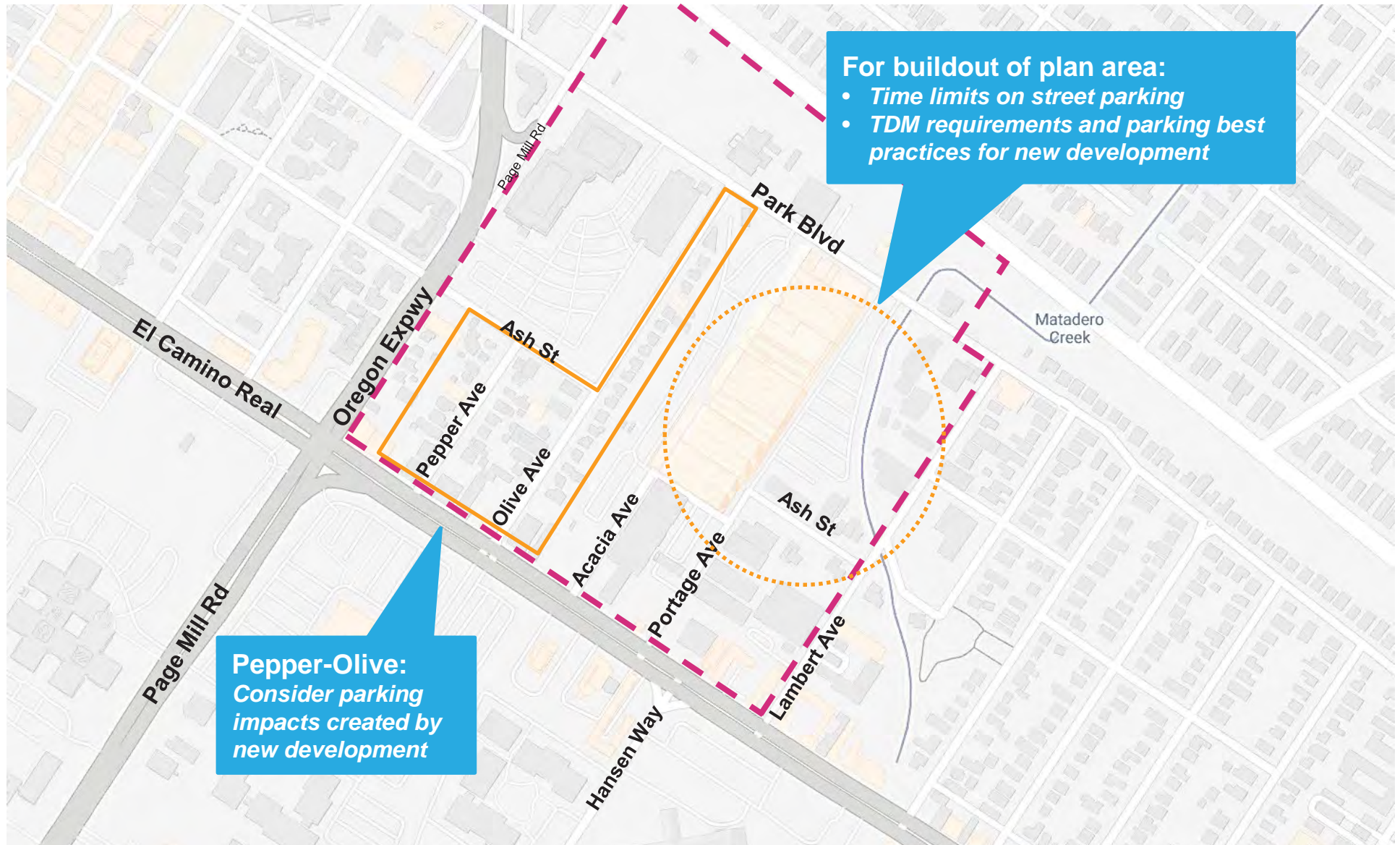
Olive – Pepper Traffic Calming



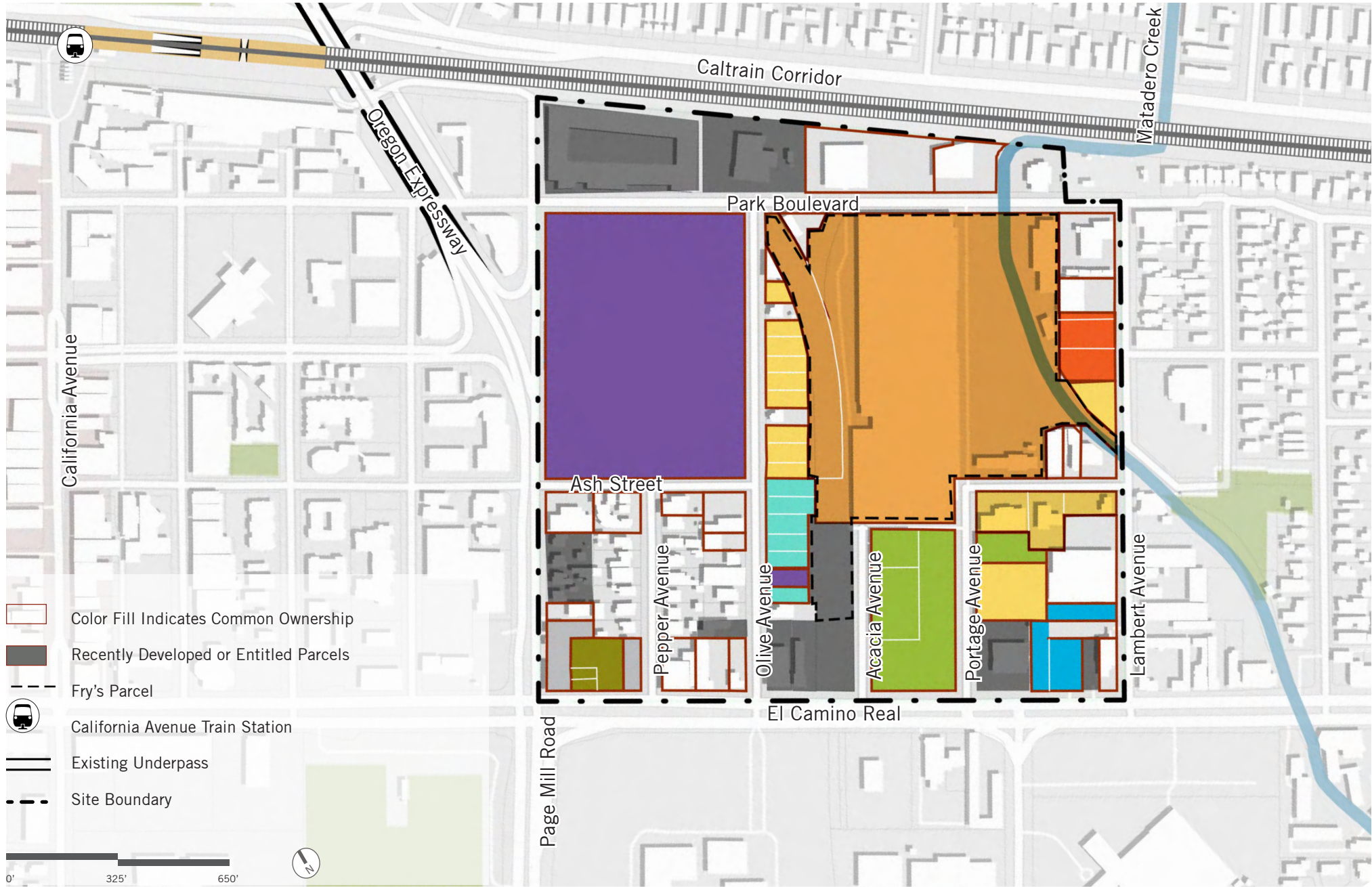
Site Access and Internal Connectivity



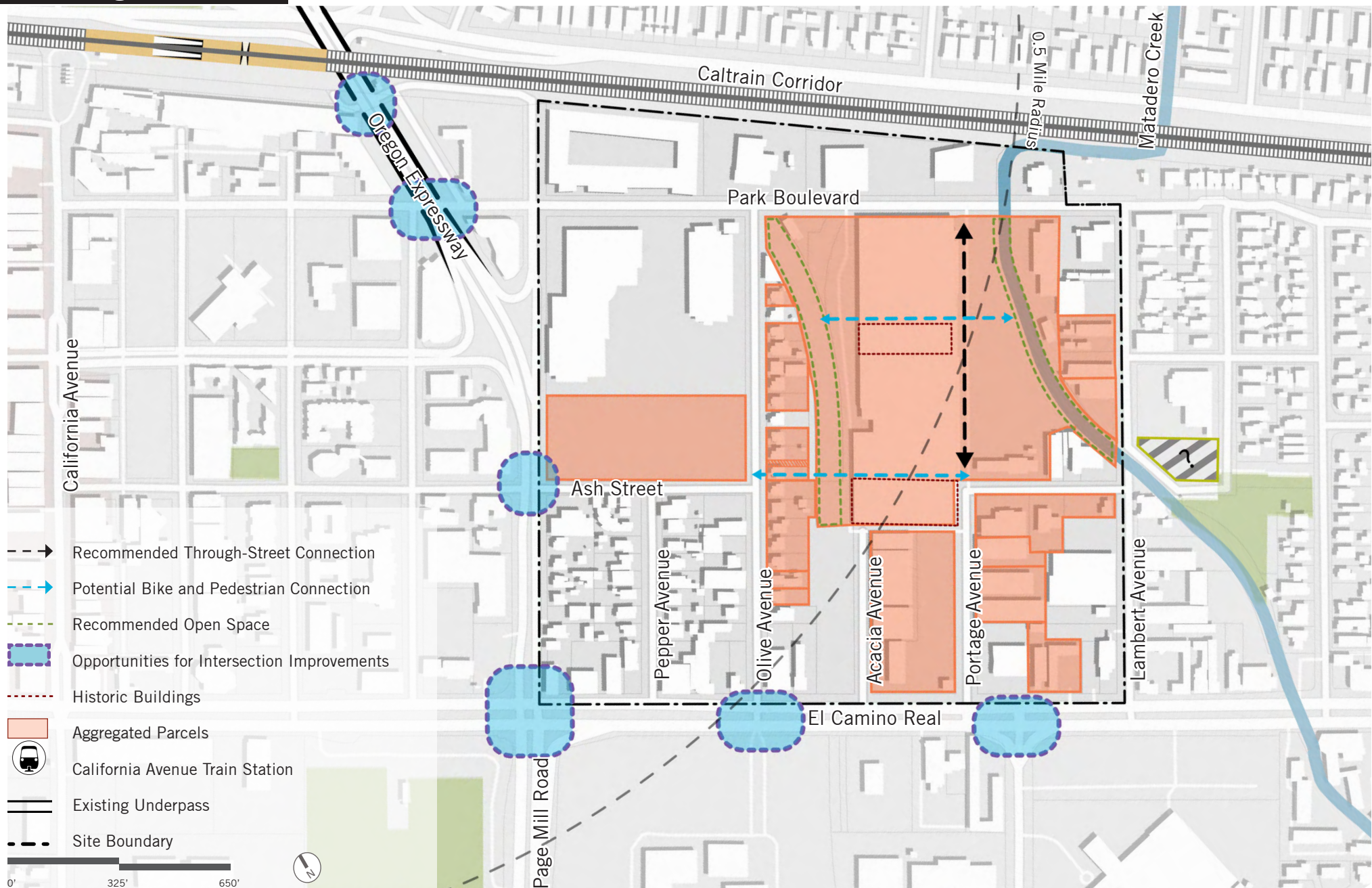
Parking Considerations



Parcel Ownership Conditions

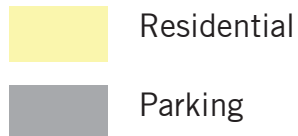
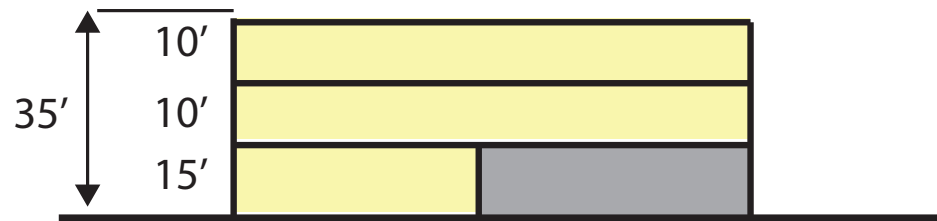


Urban Design Framework



Possible Building Type: Townhomes

- 30 du/acre
- 35' height
- Lucrative for-sale product
- More difficult to finance affordable units
- Parking in structure or podium

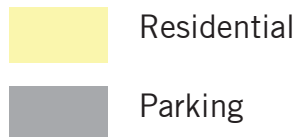


Possible Building Type: Townhomes



Possible Building Type: Multi-family Residential or Mixed Use (Type V)

- 85 du/acre
- 65' height limit
- Option for 15' groundfloor for retail, office, or community space
- At least 15% affordable units
- Parking below grade or in podium



Possible Building Type: Multi-family Residential or Mixed Use (Type V)

45'



55'

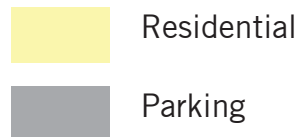
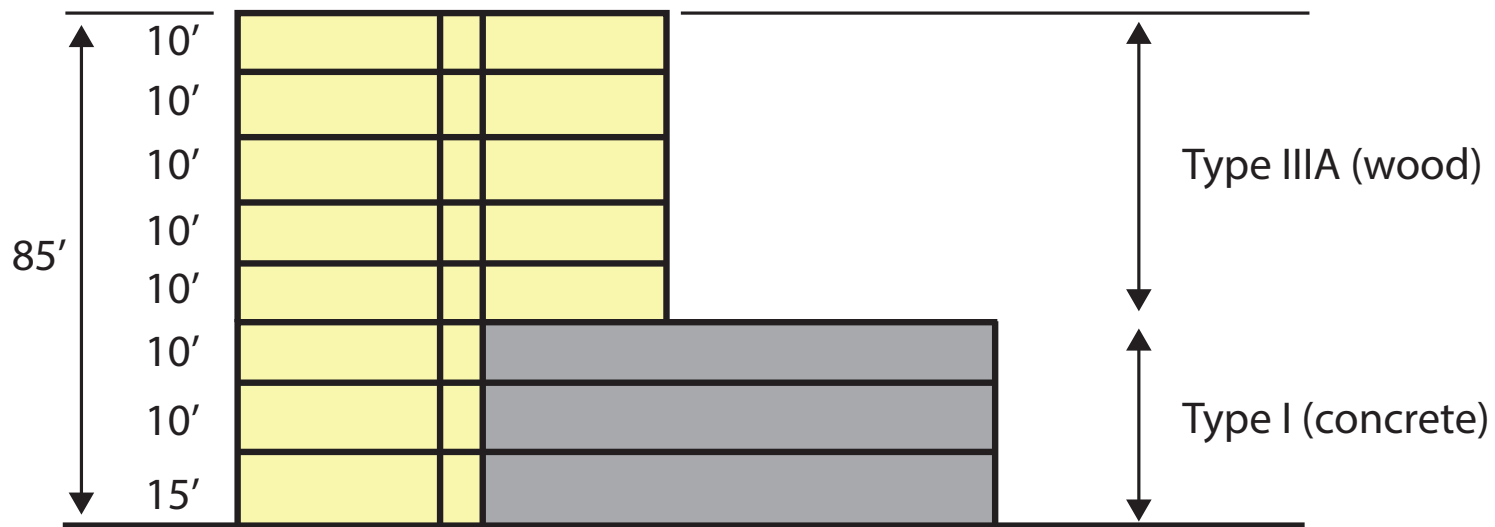


45'



Possible Building Type: Multi-family Residential or Mixed Use (Type III)

- 120 du/acre
- 85' height limit
- Option for 15' groundfloor for retail, office, or community space
- At least 15% affordable units
- Parking below grade or in podium

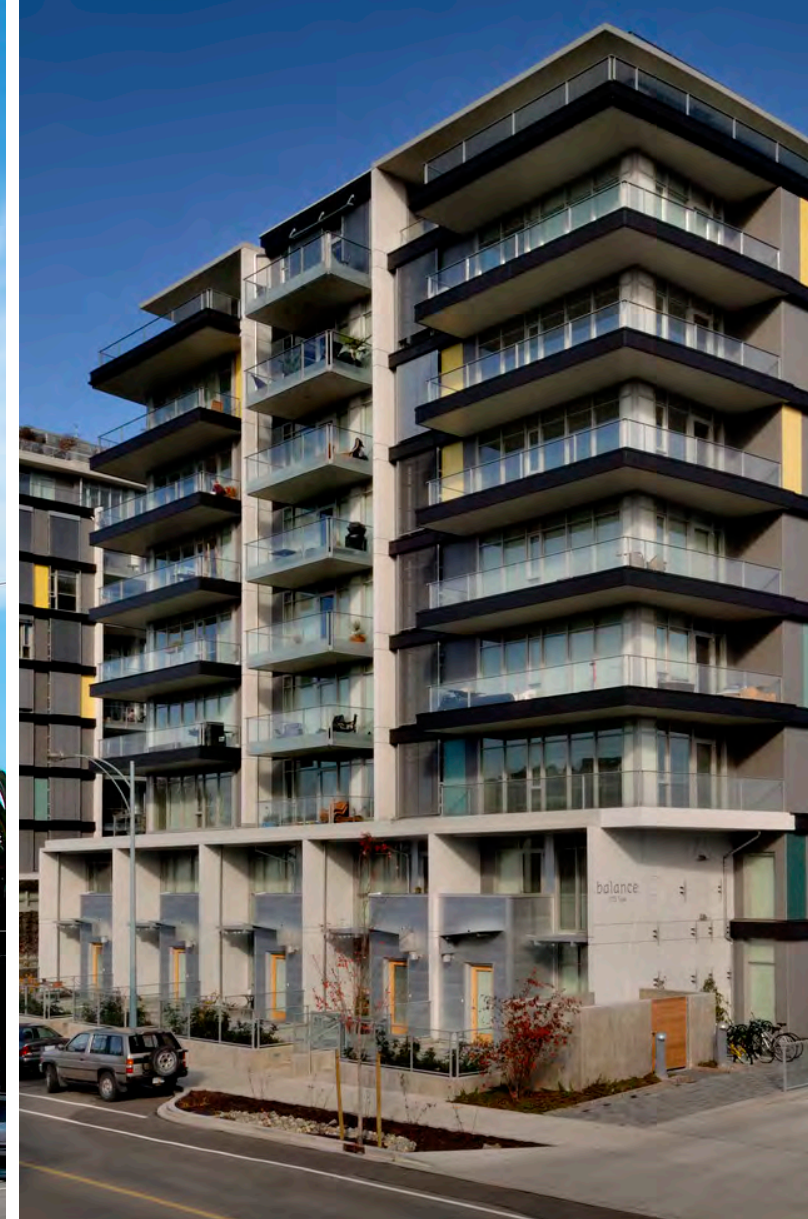


Possible Building Type: Multi-family Residential or Mixed Use (Type III)

75'



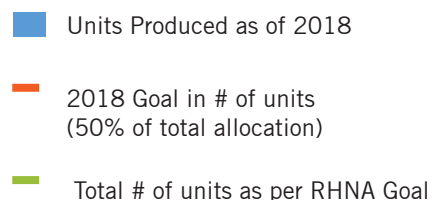
85'



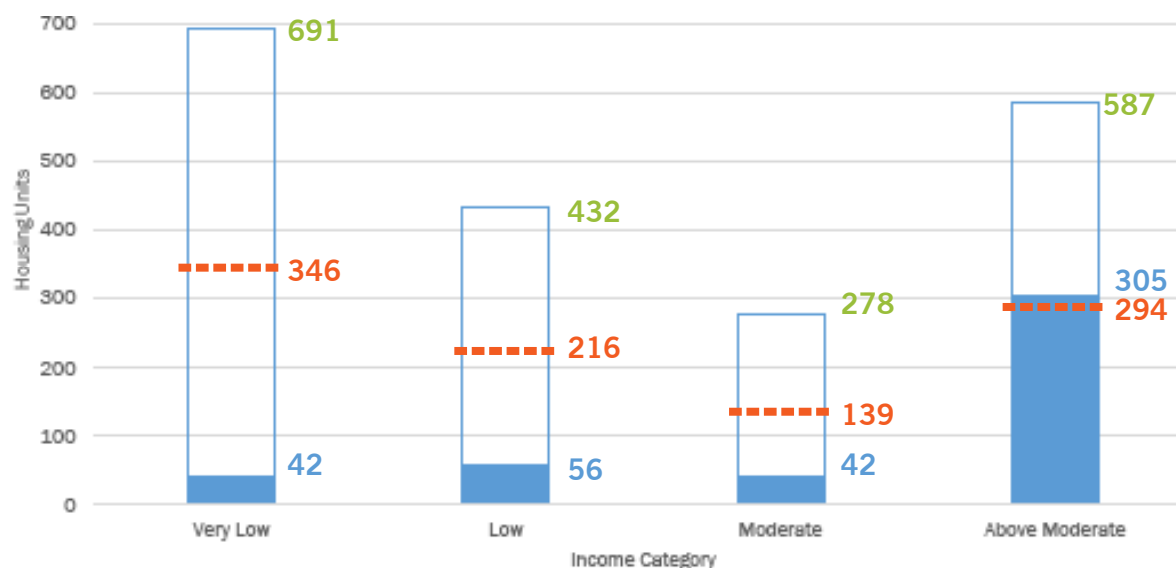
Pace of Residential Permitting

By the end of 2018 Palo Alto was about 22 percent of the way toward meeting its 2015 to 2023 Regional Housing Needs Allocation (RHNA) overall

- Palo Alto is on track to meet its allocation in the Above Moderate income category
- Progress toward meeting RHNA goals in the lower income categories lags behind



Progress Toward Meeting 2015-2023 RHNA By Income Category



Source: City of Palo Alto Housing Element, 2015 to 2023; Annual Housing Element Progress Report, 2017.

Potential Uses for NVCAP

Housing

Affordable Housing

Office

Retail

- Current residential zoning for the Fry's site is RM-30
 - 30 dwelling units per acre
 - This can be equivalent to 35 feet of height
 - Potential for density in RM-30 to increase with Housing Work Plan
- The areas of the site that could most likely to be redeveloped into housing are currently occupied by commercial uses

Potential Uses for NVCAP

Housing

Affordable
Housing

Office

Retail

- Our economic consultant estimates that new 100% affordable projects require a density of 120 units per acre (about 5 stories) to be viable in Palo Alto
- Affordable housing is very difficult to fund
- In January 2019, the City Council approved the first 100% affordable housing project in seven years
- The City requires that at least 15% of all units built for sale are offered as affordable units and the payment of a housing mitigation fee for rentals OR inclusionary units as an alternative

Potential Uses for NVCAP

Housing

Affordable
Housing

Office

Retail

- Palo Alto is at the top of the market for office and R&D space
- Office space is very valuable in this area; the annual cap (equal to ~50,000 sf) has increased the premium office space demands
- Currently the NVCAP site is occupied by mostly small to medium businesses
- \$8-9 per square foot for office in the plan area; \$5-7 per square foot for R&D in plan area (rental housing pays about \$5 per square foot)

Potential Uses for NVCAP

Housing

Affordable
Housing

Office

Retail

- Fry's lease is up at the end of 2019
- The nature of retail is changing
- Our economic consultant says that big box retailers are unlikely to locate in North Ventura, making an uncertain future for the Fry's space
- Additional retail in the plan area will rely on more people living and working in this area for support