



Planning & Transportation Commission

Staff Report (ID # 10918)

Report Type:	Study Session	Meeting Date: 4/29/2020
Summary Title:	North Ventura Coordinated Area Plan--Planning Alternatives Review and Discussion	
Title:	Study Session to Review and Comment on the Draft Alternatives Proposed for the North Ventura Coordinated Area Plan. Environmental Assessment: Exempt from the California Environmental Quality Act (CEQA), Not a Project. For More Information Contact Planner Chitra Moitra at Chitra.Moitra@CityofPaloAlto.org.	
From:	Jonathan Lait	

Recommendation

This report provides the Planning and Transportation Commission (PTC) with an update on the North Ventura Coordinated Area Plan (NVCAP) project. Staff recommends that the PTC review the staff report and provide input on the draft plan alternatives. No formal action will be taken.

Report Summary

The purpose of the NVCAP planning process is to capture the City's vision for this neighborhood in a regulatory document. The document would include land use policies, development standards, and design guidelines for future development. The neighborhood would include multi-family housing units, ground-floor retail spaces, public open spaces, and creek improvements. An interconnected street grid would take advantage of the area's proximity to the Caltrain station, the California Avenue retail corridor, and the El Camino Real arterial.

Staff and the Working Group are refining draft alternatives to advance City Council adopted goals and the vision for the plan area. This report provides an overview of activities undertaken to date and presents three draft alternatives for the PTC's consideration.

Background

NVCAP Project Area

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The NVCAP project area lies within the Ventura neighborhood of Palo Alto. It is comprised of approximately 60 acres, roughly bounded by Page Mill Road, El Camino Real, Lambert Avenue, and the Caltrain tracks. The plan area is near key community destinations such as the California Avenue Caltrain Station, California Avenue Business District, and Stanford Research Park. The plan area represents a rare opportunity within the City to plan proactively for a transit-oriented, mixed-use neighborhood.

The draft existing conditions report contains information about the opportunities and constraints within the plan area. The full report is available [online](#).¹ The following sections summarize some key characteristics and aspects of the plan area.

Demographics

The NVCAP site and surrounding area contain 749 individuals in 271 households. Attachment A shows the plan area and the census area from which this information is derived. Over half of the local population is white, a large portion is also Asian. A smaller number identify as black or other races. The percentage of black residents is higher than elsewhere in the City.

The neighborhood contains many children, young adults, and middle-aged individuals. The average age for women in the neighborhood is 38.6 years, and 42.1 years for men. The average household size is 2.75 people. The average rental household size (3.03) is larger than the average ownership household size (2.41). 21% of all households are single-person households.

The NVCAP site and surrounding area contain individuals of various educational and economic backgrounds. Most individuals have a college education or advanced degree; a good number have only a high school or partial college education, as well. The per capita income in the area is \$68,119. Finally, the average household income varies greatly across the neighborhood from under \$10,000 to over \$250,000. However, the greatest number of households (98) fall in the greater than \$200,000 per household range.

Of those who commute to work, most individuals report a short commute of 30 minutes or less. This is likely representative of the site's close proximity to a wide variety of employment opportunities. While some individuals work from home in the area, many of those who do commute walk, bike, or take public transportation. About half of the population commutes by driving alone, which is a very low percentage when compared to other Peninsula neighborhoods. Notably, all households own cars, with the majority owning two or more cars.

The NVCAP site contains 62 businesses. The majority of these are small businesses; about half of all businesses in the area employ ten or fewer people. Altogether, 2,562 people work within the NVCAP site.

¹ Draft Existing Conditions Report:
<https://www.cityofpaloalto.org/civicax/filebank/blobdload.aspx?BlobID=73918&t=52731.83>

Most the site's commercial uses are offices. Other uses include services, manufacturing and processing, healthcare, lodging, and auto-related uses. Notably, the area contains few retail or eating and drinking establishments.

Note: The data presented here is based on self-reported 2017 Business Registry Certificate business statistics. It, therefore, may not capture all businesses.

Land Use, Opportunity Sites, and Parcel Ownership

The area currently has a wide range of land uses, including single-family detached homes and a multi-family apartment complex north of Park Boulevard. Permitted uses include small- and mid-sized retail, automotive service centers, gyms, small and large offices, and light industrial uses. Existing buildings generally range from one to three stories, with a mix of new and older buildings. The [land use map](#) shows parcel-by-parcel use of the plan area (Attachment B). This map also shows Housing Opportunity Sites as identified in the City's certified Housing Element.

There are 101 parcels in the plan area. Approximately 39 acres (or 65% of the plan area) are owned by ten property owners. This [parcel ownership map](#) (Attachment C) shows the distribution of common, contiguous owners. The current site consolidation pattern indicates opportunities for the construction of multi-family housing.

There are 19 housing inventory sites in the plan area, as listed in Appendix B-1 of the certified Housing Element 2015-2023. These sites are prioritized for housing development and, under current zoning, can cumulatively yield upwards of 364 units. The [Housing Inventory Map](#) shows the distribution of the housing inventory sites in the plan area with their realistic yield capacity.

The Sobrato Organization owns 340 Portage Avenue, the former location of Fry's Electronics. As the parcel map shows, Sobrato owns surrounding properties as well, bringing their total holdings to approximately 15.52 acres. At 12.5 acres, 340 Portage Avenue remains the largest single parcel and, with a yield of 221 units, is the largest housing opportunity site. Currently, this parcel is zoned RM-30. In fall of 2019, the property owner disclosed plans to retain the building at 340 Portage Avenue rather than to demolish it. Maintaining the current building and its retail and office uses limits the ability to realize housing units on this site.

The original use of 340 Portage Avenue and the adjacent office building at 3201-3225 Ash Street was the cannery established by Thomas Foon Chew in 1918. At one time, his cannery was the third largest in the world. The cannery represents an important piece of Chinese American history and a link to the Valley of Hearts Delight era of regional history. The buildings are eligible for the California Register of Historic Resources (CRHR).

The second largest parcel is 395 Page Mill Road, the Cloudera site developed and owned by 395 Page Mill LLC / Jay Paul Company. The 9.8-acre site contains approximately 225,000 sf of office space, a parking structure, and a surface parking lot providing 704 automobile parking spaces.

Circulation and Connectivity

Two major arterials, Page Mill Road and El Camino Real, border the northwest and southwest edges of the site, respectively. The Caltrain corridor borders the northeast edge of the plan area; the Caltrain Station pedestrian and bicycle underpass is the closest crossing to points east of Alma Street. Although the plan area is within walking distance to many services and amenities, the major arterials and rail-line act as barriers to pedestrians and bicyclists, including pedestrian and bicycle access to schools in the Midtown and Barron Park neighborhoods.

The plan area is accessible to regionally significant transit facilities, including the California Avenue Caltrain Station, VTA bus routes along El Camino Real, and the Stanford University Marguerite service. The street network is generally accessible in the east-west direction (terminating at Park Boulevard). However, this network is fractured north-south, such that Park Boulevard and El Camino Real are the only continuous streets extending between California and Lambert Avenues. A primary bicycle corridor, Park Boulevard, runs through the area.

Open Space & Natural Features

A channelized portion of the Matadero Creek runs along the southern end of the plan area. The creek has no public access nor geomorphic functions, and it is a poor habitat with poor aesthetic conditions. Boulware Park is located just south of Lambert Avenue, immediately outside the plan area boundary. The NVCAP site is within a half-mile walk of public parks totaling 3.5 acres, including Boulware Park, Sarah Wallis Park, and J. Bowden Park (Attachment D).

Existing California-Olive-Emerson (COE) Plume

The California-Olive-Emerson (COE) Superfund site plume is partially within the plan area. The plume was first discovered in the late 1980s. As cleanup efforts progress, plume concentrations have decreased over time. There are about 55 testing wells in the plan area, both active and destroyed. All these wells are monitored on a semi-annual basis by the Regional Water Quality Control Board for groundwater chemistry and elevation. Mitigation measures and monitoring would be required for any future residential development or restoration of Matadero Creek. This [map](#) shows the extension of the plume in the plan area.

Coordinated Area Plan for North Ventura

The area plan's genesis lies in the 2015-2023 Housing Element and Land Use & Community Design Element of the City's 2030 Comprehensive (Comp) Plan, which calls for site-specific planning in the North Ventura area. The Comprehensive Plan anticipated this location as suitable for a significant amount of new housing in a mixed-use, walkable neighborhood. Program L4.10.1 of the Land Use and Community Design Element² of the Comp Plan directs staff to prepare a coordinated area plan for this neighborhood.

² Program L4.10.1 Prepare a coordinated area plan for the North Ventura area and surrounding California Avenue area. The plan should describe a vision for the future of the North Ventura area as a walkable neighborhood with

Project Initiation and Project Grant (2017)

In September 2017, the Valley Transportation Authority (VTA) awarded a grant of \$638,000 to the City of Palo Alto for the preparation of a coordinated area plan for the northern part of the Ventura neighborhood. The Sobrato Organization provided \$112,000 in matching funds, plus \$138,000 towards the required environmental analysis. In November 2017, the City Council adopted a resolution to pursue the planning effort and grant funding. The City Council also formally initiated the planning effort in accordance with the Palo Alto Municipal Code (PAMC) Chapter 19.10 Section 19.10.020.³

Project Goals

On March 5, 2018, the City Council adopted the preliminary goals and objectives for the coordinated area plan, along with the boundary area for the NVCAP project (Attachment E). The adopted goals addressed the following topics: (1) Housing and Land Use; (2) Transit, Pedestrian, and Bicycle Connections; (3) Connected Street Grid; (4) Community Facilities and Infrastructure; (5) Balance of Community Interests; (6) Urban Design, Design Guidelines, and Neighborhood Fabric; and (7) Sustainability and the Environment.

In June 2018, after a competitive solicitation process, the City Council appointed consultant Perkins + Will to assist the City and Working Group in preparation of the NVCAP.

Community Engagement

The NVCAP planning process includes a comprehensive community outreach. This outreach program includes (1) regular monthly Working Group meetings; (2) stakeholder group meetings⁴; (3) study sessions and periodic check-ins with decision-makers at key project milestones; (4) community workshops; and (5) a robust project website.⁵

Working Group

In April 2018, the City Council appointed a 14-member Working Group (listed on Attachment F) to serve as an advisory body to assist in the planning effort ([Staff Report](#)).⁶ The Working Group includes residents, property owners, and business owners within the plan area and surrounding neighborhoods. The group also includes one representative each from the PTC, the Architectural Review Board, and the Parks and Recreation Commission. Staff and Working

multi-family housing, ground floor retail, a public park, creek improvements and an interconnected street grid. It should guide the development of the California Avenue area as a well-designed mixed-use district with diverse land uses and a network of pedestrian-oriented streets.

³ Details on the grant funding and resolution are available at:

<https://www.cityofpaloalto.org/civicax/filebank/documents/61744>

⁴ At project onset, Perkins+Will conducted stakeholder interviews with property owners, commercial tenants, area residents, affinity groups, and other advocates (affordable housing representatives, bicycle groups, environmental representatives, etc.).

⁵ <https://www.paloaltonvcap.org>

⁶ <https://www.cityofpaloalto.org/civicax/filebank/documents/64658>

Group members have met regularly (with 11 meetings since October 2018); the [website](#) lists all of the meetings and topics discussed.⁷

Joint City Council and Working Group Town Hall Meeting (March 2019)

At the March 2019 Town Hall meeting, the City Council received an update on the NVCAP project ([Staff Report](#))⁸ and expanded the scope of the planning process. When presented with a contract for expanded services in August of 2019, the Council approved the amended contract that included the expanded scope. Council, however, did not approve additional budget to support that scope. The gap in funding effectively meant the City needed to work to fulfill the original project scope. Separately, on August 2019, the Council did approve the analysis of naturalization options for Matadero Creek.

Historic Study and Historic Resources Board (HRB) Meeting (July 2019)

A survey, conducted by Page and Turnbull in January 2019, of all properties 50 years and older within the NVCAP area revealed that no properties are listed on the City of Palo Alto Historic Inventory, the National Register of Historic Places (NRHP), or the CRHR. ([NVCAP Preliminary Historic Resource Eligibility Analysis](#)). Page and Turnbull found only 340 Portage Avenue and the associated office building at 3201-3225 Ash Street eligible for listing on the CRHR. The properties are also eligible for the NRHP. The properties are eligible at the local level of significance under Criterion 1 (Events) for association with the history of the canning industry in Santa Clara County. These properties were part of the Bayside Canning Company, developed by Thomas Foon Chew in 1918.⁹ Canning ceased around 1949. Since then, the building has been altered and has had many tenants.

The properties qualify as historic resources for the purposes of development review under the California Environmental Quality Act (CEQA). Actual CRHR listing is not required for the properties to qualify as historic resources.

In July 2019, the HRB reviewed the Page and Turnbull's Historic Resource Evaluation (HRE) and heard public testimony from five speakers. The HRB concurred with the HRE findings that the

⁷ <https://www.paloaltonvcap.org/working-group-meetings>

⁸ The NVCAP [Draft Existing Conditions Memo](#) was presented at this meeting.

⁹ This site was Mr. Chew's second cannery, strategically located alongside the railroad spur of the Southern Pacific Railroad's Los Gatos branch, which facilitated shipments and Matadero Creek for a ready water supply. The cannery was expanded over the next several decades. The site operated as the Bay Side Cannery and then as the Sutter Packing Company in 1929. The cannery continued to grow through World War II and was closed in 1949. Although the building has undergone some exterior alterations throughout the expansion, aerial photos from 1965 reveal that the building continues to have the same shape and general form today. Following the closure of the cannery, the site was occupied by an extensive retailer Maximart and later, other retail and office uses. The last significant and largest tenant was Fry's Electronics. The HRE provides a detailed history and a construction chronology on pages 34-36 ([340 Portage Ave. HRE](#)).

properties are historically significant and CRHR and NRHP eligible ([Staff Report¹⁰ and Meeting Minutes](#)).¹¹

Matadero Creek Study and Parks and Recreation Commission Meeting (January 2020)

The City hired consulting firm Wetlands Research Associates (WRA) to evaluate the feasibility of three levels of naturalization for the portion of Matadero Creek adjacent to the plan area. The options range from partial to full naturalization of the creek. The final report is underway.

The Parks and Recreation Commission reviewed the draft feasibility analysis and designs in January of 2020 ([Staff Report and Attachments](#)). The Commissioners felt that restoration of soft bottom on the creek bed, addition of walking and biking paths, while maintaining the current creek easement, would be most feasible. This balances the desire to provide a natural amenity and restore nature with the desire to constrain costs and preserve land for housing development. The study also explores extending naturalization of the creek into the portion that flows through Boulware Park, connecting the park and project area.

City School Committee

Staff presented to the City School Committee on December 2018 and again on February 20, 2020. Palo Alto Unified School District Board Members indicated an interest to site a new school to serve new families conceived in the draft alternatives. The City is supportive of working together to understand student yield from proposed typologies and suitable sites. Given the land ownership constraints, it is unlikely the plan will result in zoning privately owned land for exclusive use as a public school.

Community Workshops

The first community workshop was held in February 2019. The workshop featured interactive discussions on several topics ranging from housing needs for the community, traffic conditions of the area, lack of open space, bike and pedestrian safety, and land use and urban design of the plan area. The community feedback helped to frame the basis of the proposed draft plans.¹²

The City hosted the second community workshop on February 27, 2020. This workshop was a joint effort for NVCAP and the City's Public Works Department's Boulware Park design improvement. The workshop solicited input on the three draft plan alternatives and endeavored to identify community priorities on various topics. Staff is reviewing the feedback received from this February workshop, which will further inform the proposed draft alternatives.¹³

Analysis

¹⁰ HRB staff report <https://www.cityofpaloalto.org/civicax/filebank/documents/72490>

¹¹ HRB meeting minutes <https://www.cityofpaloalto.org/civicax/filebank/documents/74501>

¹² The Community Workshop summary and presentations are available at [NVCAP Community Workshop #1](#).

¹³ The comments received from the Community Workshop #2 are listed here: [NVCAP Community Workshop #2](#)

Planning & Transportation Commission

Three draft plan alternatives have been created (Attachment G). Staff seeks input from the Planning and Transportation Commission on the draft alternatives. The alternatives will be refined based on feedback from the PTC, community, and Working Group.

Key Themes

The draft proposals are based on themes identified at the February 2019 workshop, including:

- the need for housing for all range of incomes, including affordable housing,
- an interest in naturalizing the creek as an open space amenity,
- a desire to improve bicycle and pedestrian connectivity over vehicular traffic, and
- quality design to create an interconnected neighborhood with community spaces.

The Working Group created a vision for the plan area that aligns with the above themes:¹⁴

The Working Group envisions the plan area to replicate a European square with open plaza, colorful public art, beautiful landscaping with green open spaces and lots of public amenities such as benches, trails, and bike paths. The building designs should fit well within the existing context, between three and six stories, interconnected with pedestrian and bicycle paths. The bustling plaza should have lots of local-serving retail uses such as cafes, small local markets, and theatres, which encourage lively foot traffic. The plan area also should provide diverse housing opportunities, with minimum intrusion from automobile traffic.

While the vision above has broadly shared consensus among the Working Group, there are areas of convergence and divergence regarding the appropriate means to realize the vision. In addition, some elements of the vision may not be feasible, even if they are desirable.

Supporting more access for pedestrians and bicyclists, while minimizing vehicular traffic is broadly supported. Likewise, the Working Group hopes local shops can be supported along the ground floor of new multi-family housing buildings. While the site is located near transit, the broader Palo Alto area is car-dependent. In addition, retailers may rely on patrons beyond the walkable neighborhood. Finding ways to limit new car trips while also supporting new retailers may prove challenging. In addition, new families will likely own cars. Though it is possible that, with the proximity to rail and jobs, many peak-hour trips can be made via transit, biking, or walking, thus minimizing impact to traffic congestion. Further study is needed regarding traffic impacts.

To promote walking and biking as the primary means of transportation, and to sustain neighborhood retail, the plan area will need walkable destinations as well as population density. The draft alternatives propose different amounts of housing density and retail. Many

¹⁴ [Working Group Vision](#)

Working Group members felt the proposed housing and job densities were too great. Calibrating walkability and retail with the population density and urban form remains a key discussion point for the Working Group.

Providing more open space within the plan area is a broadly shared goal. Many Working Group members support naturalization of the Matadero Creek, including a walking and biking path along the creek. A park or greenway running alongside the creek, in what is currently the 340 Portage parking lot, fronted with new shops and cafes lining Portage, has become a centerpiece of the vision. Establishing a publicly owned park here—or elsewhere in the plan area—would require either subdivision of the parcel and purchase of the land by City, or establishment of a community benefits agreement that included parkland dedication, or development standards requiring privately owned public open space. It would also require the parking for 340 Portage be provided offsite. While this vision is not impossible, it requires collaboration, coordination, and an incentive for the landowner to participate.

There is a strong feeling from many in the Working Group and neighborhood that no new office space be permitted in the NVCAP. Currently, there is 400,000 sf of existing office space in the plan area. With the lucrative office market in Palo Alto, not permitting new office space might make current owners of office space reluctant to redevelop their properties into housing that doesn't include some office space. Conversely, for redevelopment of an office building into housing to produce comparative revenues, the scale of the housing project may be larger than what the neighborhood desires. In addition, office workers are important daytime customers for neighborhood retail.

These challenges and trade-offs are not insurmountable. With critical thinking, collaboration, and dedication to working together, the NVCAP can be a feasible plan that achieves the shared vision of the Working Group.

Four Plan Elements

The draft alternatives address four plan elements: (1) building typologies, (2) circulation and traffic, (3) program and ground floor use, and (4) district character and open space.

1. Building Typologies

To realize the goal of providing housing and a bustling town square, Perkins + Will, with their subconsultant Strategic Economics, identified 5 housing typologies. Attachment H shows the referred building typologies used in the draft alternatives and the financial feasibility analysis supporting their development. At the time of their development—before the COVID-19 pandemic—the typologies were financially feasible. The analysis assumed ownership developments include the City's 15% inclusionary rate and that rental developments pay the in-lieu fee which supports development of affordable housing elsewhere in the City. All the proposed typologies are self-parked.

The draft plan alternatives contain the following five typologies:

- a) Townhomes: These are three-story, attached units with a typical density of 33 du/acre.
- b) Low-Rise Greenway: These are typically four stories with linear open space in front. The typical density is 107 du/acre.
- c) Low-Rise Block: These can be typically four stories with central open space. The typical density is 124 du/acre.
- d) Low-Rise Block with Neighborhood Serving Commercial: These are five stories with interior courtyards and ground-floor retail. The typical density is 147 du/acre.
- e) Mid-Rise Block: These can be up to eight stories high with an interior courtyard. The style typically steps back above six stories. The typical density is 159 du/acre.

Regarding design standards, the proposed housing typologies include some design standards, such as open space, location of parking, and use of front stoops. As presented, the typologies are primarily massing models that do not suggest one specific architectural style. This work remains to be completed with ample time for discussion regarding desired architectural approaches.

2. Circulation and Traffic

The alternatives propose improvements designed to increase connectivity to and through the plan area, while also seeking to limit increases in traffic. Increasing pedestrian and bicycle access while limiting vehicular access—particularly cut through traffic—is a broadly shared strategy for enhancing mobility in the plan area.

3. Program and Ground Floor Use

The draft alternatives propose mixed-use neighborhoods with a balance of retail and office uses. A mix of personal business and retail uses can be accommodated at different locations within the plan area.

4. Open Space

Open space in the draft alternatives falls into three categories: (1) publicly owned centralized open space, like parks or plazas; (2) publicly accessible but privately owned open space, like courtyards or rooftop gardens; and (3) public open spaces, such as greenways, connecting places. Providing the appropriate amount of open space as the neighborhood grows is essential to maintaining a high quality of life and addressing the current lack of open space.

Policy Proposals

Preventing displacement of current residents from the plan area remains a priority for the Working Group. Homeownership protects some residents from displacement, while others may be displaced if rents increase or if their homes are redeveloped. As the draft alternatives are refined, staff and the Working Group will consider and propose anti-displacement policies.

Additional policy proposals related to parking, open space, and other topics are needed to support the preferred alternative.

Draft Alternative 1: Minimum as per Comprehensive Plan

Draft Alternative 1 adds 386 housing units to the existing number of units. This number closely approximates the amount of housing allowed under the existing zoning, as identified in the City's 2015-2023 certified Housing Element.

Housing: Housing is concentrated on existing housing inventory sites through townhomes and multi-family buildings. All existing single-family homes along Olive and Pepper Avenues remain. Building heights range from three to four stories with higher heights concentrated along El Camino Real. Retention of 340 Portage Avenue and its surface parking limits overall housing yield and community benefits (open spaces, community amenities, etc.).

Commercial Use: 340 Portage Avenue will retain its existing office and retail uses in their current proportion. This option also assumes that existing office use on the housing inventory sites identified along Portage Avenue will be eliminated, resulting in a net reduction of office space by 45,000 sf. The existing Cloudera office use will remain.

Open Space and Community Space: This alternative proposes no centralized public open space or community facility space; it features private open space dedicated for the use of residents of multi-family buildings and privately owned, publicly accessible open space.

Draft Alternative 2: Prioritize Portage Avenue

Draft Alternative 2 imagines Portage Avenue as a vibrant commercial spine, lined with ground-floor retail and services. Portage Avenue is proposed to be extended to Park Boulevard, with a portion dedicated to non-motorized traffic.

Housing: This option proposes to add 979 housing units through a mix of single-family townhomes and multi-family residential complexes. A parking garage is proposed at the back of 340 Portage Avenue to replace the parking lost to development of housing along the Matadero Creek-adjacent side of the property.

Commercial Use: In this option, the 340 Portage Avenue building remains and the use is redistributed to 30,000 sf of retail and 210,000 sf of office. There is an increase in office square footage from 163,000 sf to 210,000 sf inside the 340 Portage Avenue site. It is anticipated that the increase in office square footage could partially subsidize proposed community benefits. Net office square footage for the project boundary overall in this option is reduced by 18,000 sf.

Open Space and Community Space: This option proposes approximately 1.10 acres of public open space, including 0.8 acres of centralized open space on the 340 Portage Avenue parcel. The 3201-3225 Ash Street building would be converted into a 6,000-sf community-directed space. This plan takes advantage of the proposed Matadero Creek naturalization.

Draft Alternative 3: Designed Diversity

Draft Alternative 3 proposes maximum development potential, leveraging the plan area's proximity to transit to increase intensity of housing and commercial use.

Housing: This alternative adds 2,475 housing units. This option proposes denser housing development, concentrating height and density along Page Mill Road and El Camino Real. 340 Portage Avenue and the Cloudera site are both replaced with housing and office space. Height limits range from three to eight stories, and development can reach a maximum of 100 dwelling units per acre.

Commercial Use: In this option, the 340 Portage Avenue building and Cloudera site would add 60,000 sf of additional office space each. Ground-floor retail use will be reduced by approximately 59,000 sf and will be concentrated mostly along El Camino Real.

Open Space and Community Space: This option will enable approximately 2.7 acres of open space, with 1.6 acres of centralized open space on the 340 Portage Avenue parcel and 0.5 acres on the Cloudera parcel. The 3201-3225 Ash Street building would be converted to community space.

Discussion

The draft alternatives have been created and presented to stimulate discussion regarding tradeoffs, preferences, and feasibility, allowing the community to grapple with and ultimately make choices. Conversation has indeed been stimulating. To gain feedback on these draft alternatives, staff developed, released, and eventually closed an online survey that gathered feedback on the three draft alternatives, as well as other discrete elements of the plan (architecture, retail uses, open space, etc.). While the survey respondents reflect a range of opinions that can be difficult to reconcile, the feedback received will allow the Working Group, staff, and consultant team to refine the next versions of the alternatives.¹⁵

In addition, three Working Group members have thoughtfully developed proposed alternatives. We expect to share these with the Working Group via email and discuss them during our first virtual Working Group meeting. We hope to hold that meeting in May. Members of the public also expressed interest in reviewing these options; representing them in the recent online survey seemed untimely since the full Working Group had not yet considered them.

Staff and the consultant team have listened to and responded to feedback we received in January 2020 (before the recent workshop and survey). The three alternatives represent a wide range of growth scenarios from 386 up to 2,467 new housing units. The alternatives also range from decreasing office space to increasing total office space by 18,000 sf. These elements and others were created in consideration of City Council, Working Group, and community feedback.

¹⁵ View the survey questions:

<https://www.cityofpaloalto.org/civicax/filebank/blobdload.aspx?BlobID=76365&t=68497.3>

View the responses to multiple choice questions:

<https://www.cityofpaloalto.org/civicax/filebank/blobdload.aspx?BlobID=76366&t=68497.31>

View the responses to open-ended questions:

<https://www.cityofpaloalto.org/civicax/filebank/blobdload.aspx?BlobID=76367&t=68497.31>

Staff worked with consultants to create a “go big with housing” alternative. We also heard initial feedback from the Working Group that all the options were too dense. As a result, the three draft alternatives before the PTC for consideration include a very low-density option (draft alternative 1) and a moderated density option (draft alternative 2), while maintaining a “go big with housing” option (draft alternative 3). Finally, due to the planned retention of 340 Portage Avenue by the property’s owner, only 1 draft alternative suggests demolition.

This spring, the City anticipates the release of new regional housing needs allocation (RHNA) from the State’s Housing and Community Development Department. To date, there is no indication that this process will be adjusted due to COVID-19. Based on preliminary projections and mapping available, it is expected that the Bay Area and Palo Alto will receive increased RHNA. In addition, the City hopes to begin work this year on our 2023 – 2031 Housing Element, which will need to include identification of Housing Opportunity Sites that can accommodate the RHNA. Adding further complexity, the City cannot use Housing Opportunity Sites that have been identified in the previous two housing element cycles. Thus, though sites such as 340 Portage Avenue remain excellent opportunities for housing and any housing constructed would contribute to meeting our RHNA targets, the site cannot be counted as a Housing Opportunity Site in the Housing Element. Certainly, the Ventura neighborhood and NVCAP area cannot absorb Palo Alto’s entire RHNA allocation; the area is only part of the solution. As the City plans for growth, locating housing and jobs near transit helps achieve smart growth, reduce green house gas emissions, and reduce peak hour commute trips.

Environmental Review

The City anticipates that either an Addendum or Supplemental Environmental Impact Report to the Comprehensive Plan Final Environmental Impact Report (2017) will be the appropriate level of environmental review. The level of environmental review depends upon plan development. EIR scoping meetings are planned for late 2020, followed by analysis through spring of 2021.

Public Notification and Outreach

Earlier sections of this report describe NVCAP outreach and engagement.

Next Steps

Staff are working with the co-chairs of the Working Group to plan how to best host Working Group meetings that allow the refinement of alternatives to continue. Following this effort, the draft alternatives and the Working Group preferred alternative will be presented to the City Council. Following Council direction on the concept plan, staff will prepare additional environmental analysis, draft the coordinated plan, and return to the PTC for recommendation to the City Council. Staff hopes a preferred plan can be identified in the early fall, which will allow the environmental analysis to begin.

Public Notification

The Palo Alto Municipal Code does not require notice of this item because it is a study session. Nevertheless, notice of a public hearing for this project was published in the *Daily Post* on April 17, 2020, which is 12 days in advance of the meeting.

Public Comments

As of the writing of this report, no project-related, public comments were received.

Alternative Actions

In addition to the recommended action, the PTC may:

1. Continue the project to a date (un)certain; or
2. Recommend project denial based on revised findings.

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Attachments:

- Attachment A: Plan Area Map within Census Tract (PDF)
- Attachment B: North Ventura and Surrounding Area Land Use Map (PDF)
- Attachment C: NVCAP Parcel Ownership Map (PDF)
- Attachment D: Existing Pedestrian Connectivity to Nearby Destinations Map (PDF)
- Attachment E: City Council Adopted NVCAP Goals and Objectives (PDF)
- Attachment F: NVCAP Working Group Roster (PDF)
- Attachment G: Draft Proposed Planning Alternatives (PDF)
- Attachment H: Building Typologies & Financial Feasibility Presentation (PDF)

¹⁶ Emails may be sent directly to the PTC using the following address: planning.commission@cityofpaloalto.org

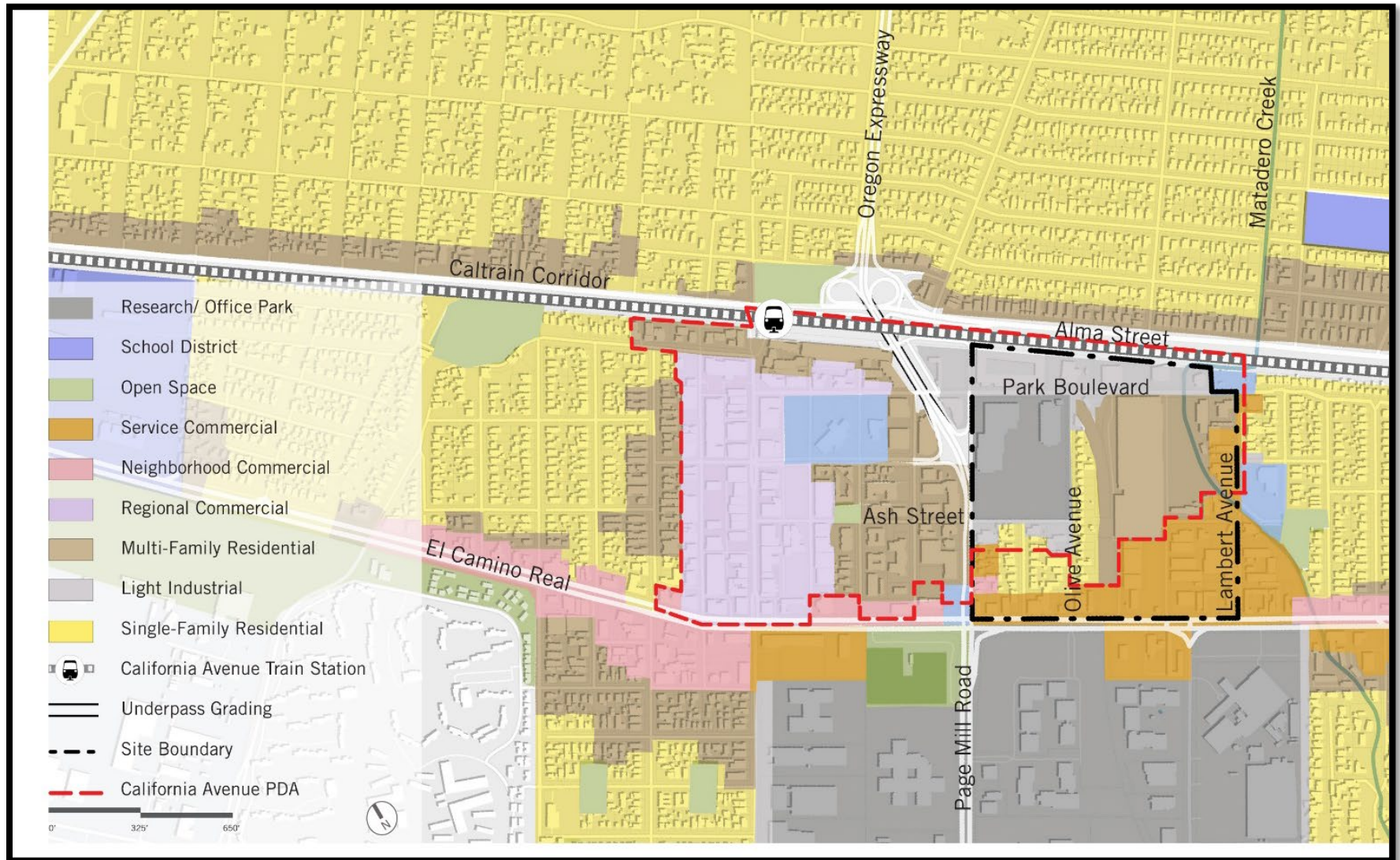
CENSUS DATA

This document uses data from Census Tract 5107 Block Group 1 to study the demographics and other characteristics of the NVCAP site. City Staff believe this data provides a useful baseline for the neighborhood as a whole as well as the NVCAP site.

The NVCAP site lies almost entirely within Census Tract 5107 Block Group 1. However, this Census designated area of study also extends beyond the bounds of the NVCAP site to capture a portion of the surrounding Ventura neighborhood. Please see the map to the right to better understand the relationship between the NVCAP site and Census Tract 5107 Block Group 1.

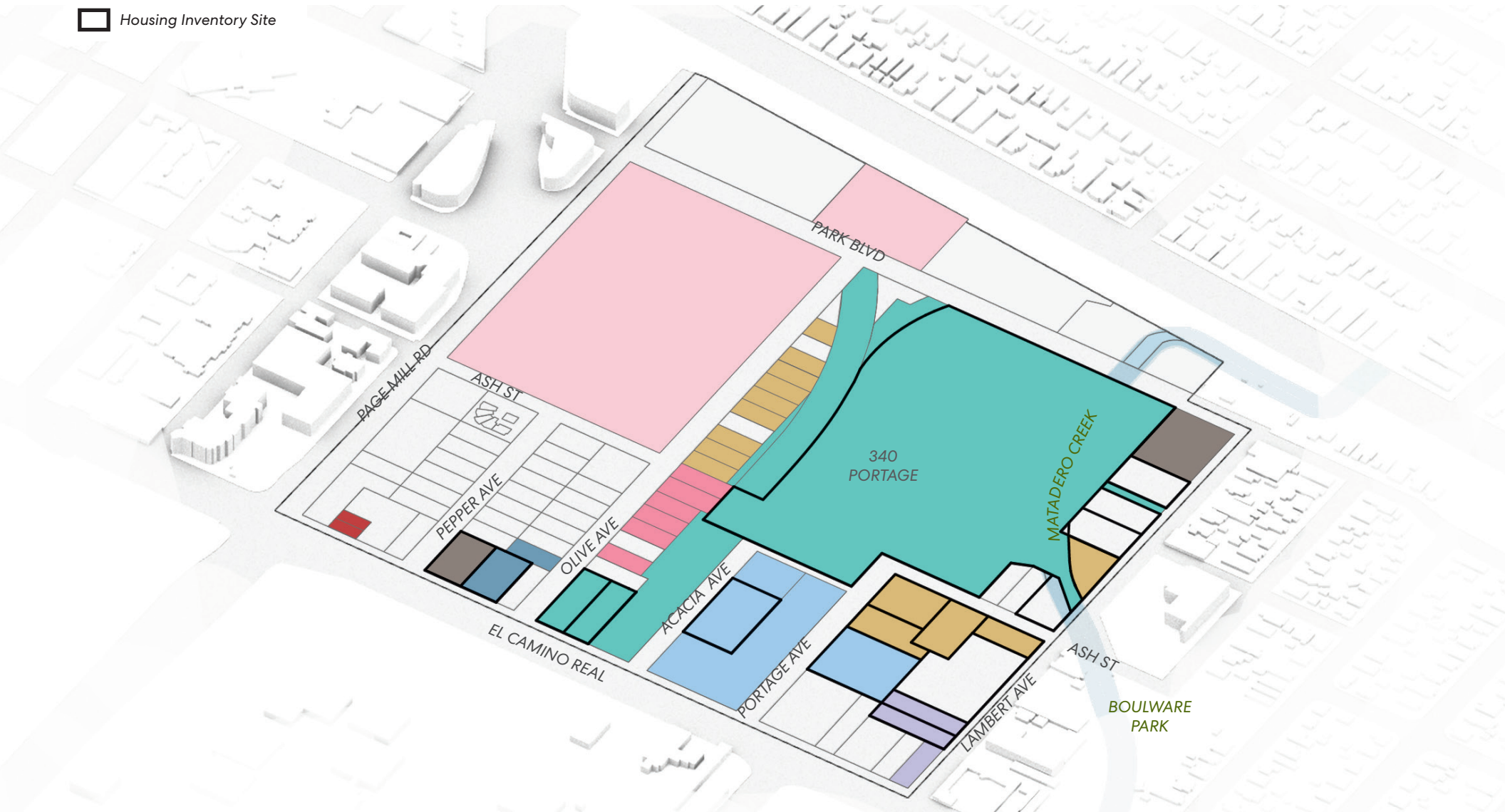


North Ventura and Surrounding Area Land Use Map



Common & Contiguous Ownership

Housing Inventory Site



December 18, 2018
Re: DRAFT - Existing Conditions and Analysis Memo



Figure 4: Existing pedestrian connectivity to nearby destinations

North Ventura Coordinated Area Plan Project Goals, Objectives, Milestones and Boundary March 5, 2018¹

The North Ventura area is roughly bounded by Page Mill Road, El Camino Real, Lambert Avenue and the Caltrain tracks in Palo Alto and represents a rare opportunity within the City to plan proactively for a true transit-oriented mixed-use neighborhood. The project area includes one of the City's largest housing opportunity sites, which is currently occupied by Fry's Electronics, as well as a mix of small and large businesses and single family residences. The purpose of the North Ventura Coordinated Area Plan (NVCAP) is to provide a vision for the future of this area. The group will address areas including policies, development standards, and design guidelines. The NVCAP should strengthen the neighborhood fabric and consider infrastructure needs, providing for a mix of land uses that take advantage of the proximity of the Caltrain station, the California Avenue area, and El Camino Real.

NVCAP Goals

1. **Housing and Land Use**
Add to the City's supply of multifamily housing, including market rate, affordable, "missing middle," and senior housing in a walkable, mixed use, transit-accessible neighborhood, with retail and commercial services and possibly start up space, open space, and possibly arts and entertainment uses.
2. **Transit, Pedestrian and Bicycle Connections**
Create and enhance well-defined connections to transit, pedestrian, and bicycle facilities, including connections to the Caltrain station, Park Boulevard and El Camino Real.
3. **Connected Street Grid**
Create a connected street grid, filling in sidewalk gaps and street connections to California Avenue, the Caltrain Station, and El Camino Real where appropriate.
4. **Community Facilities and Infrastructure**
Carefully align and integrate development of new community facilities and infrastructure with private development, recognizing both the community's needs and that such investments can increase the cost of housing.
5. **Balance of Community Interests**
Balance community-wide objectives with the interests of neighborhood residents and minimize displacement of existing residents and small businesses.

¹ Approved by City Council on March 5, 2018

6. Urban Design, Design Guidelines and Neighborhood Fabric

Develop human-scale urban design strategies, and design guidelines that strengthen and support the neighborhood fabric. Infill development will respect the scale and character of the surrounding residential neighborhood. Include transition zones to surrounding neighborhoods.

7. Sustainability and the Environment

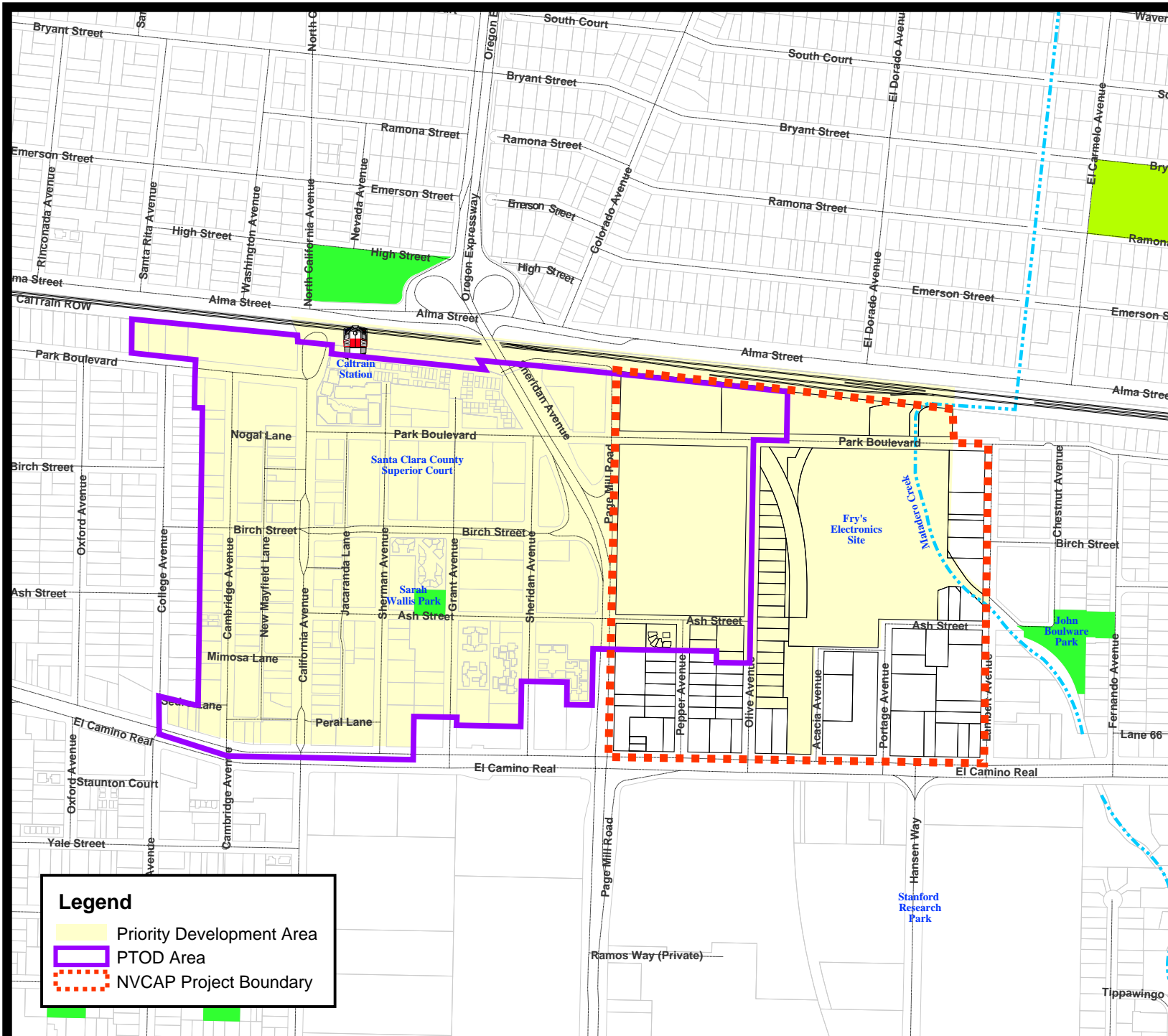
Protect and enhance the environment, while addressing the principles of sustainability.

NVCAP Objectives

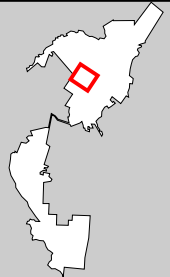
1. Data Driven Approach: Employ a data-driven approach that considers community desires, market conditions and forecasts, financial feasibility, existing uses and development patterns, development capacity, traffic and travel patterns, historic/cultural and natural resources, need for community facilities (e.g., schools), and other relevant data to inform plan policies.
2. Comprehensive User Friendly Document and Implementation: Create a comprehensive but user-friendly document that identifies the distribution, location and extent of land uses, planning policies, development regulations and design guidelines to enable development and needed infrastructure investments in the project area
3. Guide and Strategy for Staff and Decision Makers: Provide a guide and strategy for staff and decision-makers to bridge the gap between the goals and policies of the Comprehensive Plan and individual development projects in order to streamline future land use and transportation decisions.
4. Meaningful Community Engagement: Enable a process with meaningful opportunities for community engagement, within the defined timeline, and an outcome (the CAP document) that reflects the community's priorities.
5. Economic Feasibility: A determination of the economic and fiscal feasibility of the plan with specific analysis of market place factors and incentives and disincentives, as well as a cost-benefit analysis of public infrastructure investments and projected economic benefits to the City and community.
6. Environmental: A plan that is protective of public health and a process that complies with the requirements of the California Environmental Quality Act.

Proposed NVCAP Project Milestones

<i>Milestone</i>	<i>Tentative Timeframe*</i>
City Staff submit PDA Planning Grant proposal to VTA	July 2017
PDA Planning Grant Awarded by VTA Board of Directors	September 7, 2017
Plan Initiation, Council resolution confirming grant support, and agreement with Sobrato Organization for matching funds	November 6, 2017
Budget adjustments and Council approval of preliminary Project Boundaries and Goals/Objectives, and Project Schedule	March 5, 2018
Solicit Applications for the Working Group Issue RFP for Consultant Services	March 2018
Council Appointment of Working Group Members	April 2018
Consultant Contract Award on Council Consent Agenda	May 2018
Project Kickoff	May 2018
First Working Group Meeting	June 2018
Community Meetings and Check-in Meetings with PTC and Council	As Needed
Council to Review Draft Plan and Initiate Environmental Review	First Quarter 2019
Project Substantially Complete (18 Months Following Project Kickoff)	December 2019
Project Adoption	Mid 2020
<i>*All milestones and dates subject to modification.</i>	



The City of
Palo Alto



NVCAP Project Boundary

This map is a product of the
City of Palo Alto GIS





APPOINTED NVCAP WORKING GROUP

The NVCAP Working Group is comprised of 11 citizens appointed by City Council and also includes one representative from the Architectural Review Board, one from the Parks and Recreation Commission and one from the Planning & Transportation Commission.

APPOINTEES

- Angela Dellaporta - Resident within greater N. Ventura neighborhood (north of Ventura Ave)
- Kirsten Flynn – Resident and Business owner or work in surrounding area
- Terry Holzemer - Resident within Mayfield
- Waldek Kaczmarek - Resident within NVCAP
- Gail Price - Resident within Barron Park
- Heather Rosen – Resident within greater Ventura neighborhood
- Lund Smith - Property owner
- Yunan Song - Resident within NVCAP
- Tim Steele - Property owner
- Lakiba Pittman - Resident within NVCAP and business owner
- Siyi Zhang - Resident within greater Ventura neighborhood
- Doria Summa – Planning and Transportation Commissioner
- Alex Lew – Architectural Review Board Member
- Keith Reckdahl – Parks and Recreation Commissioner



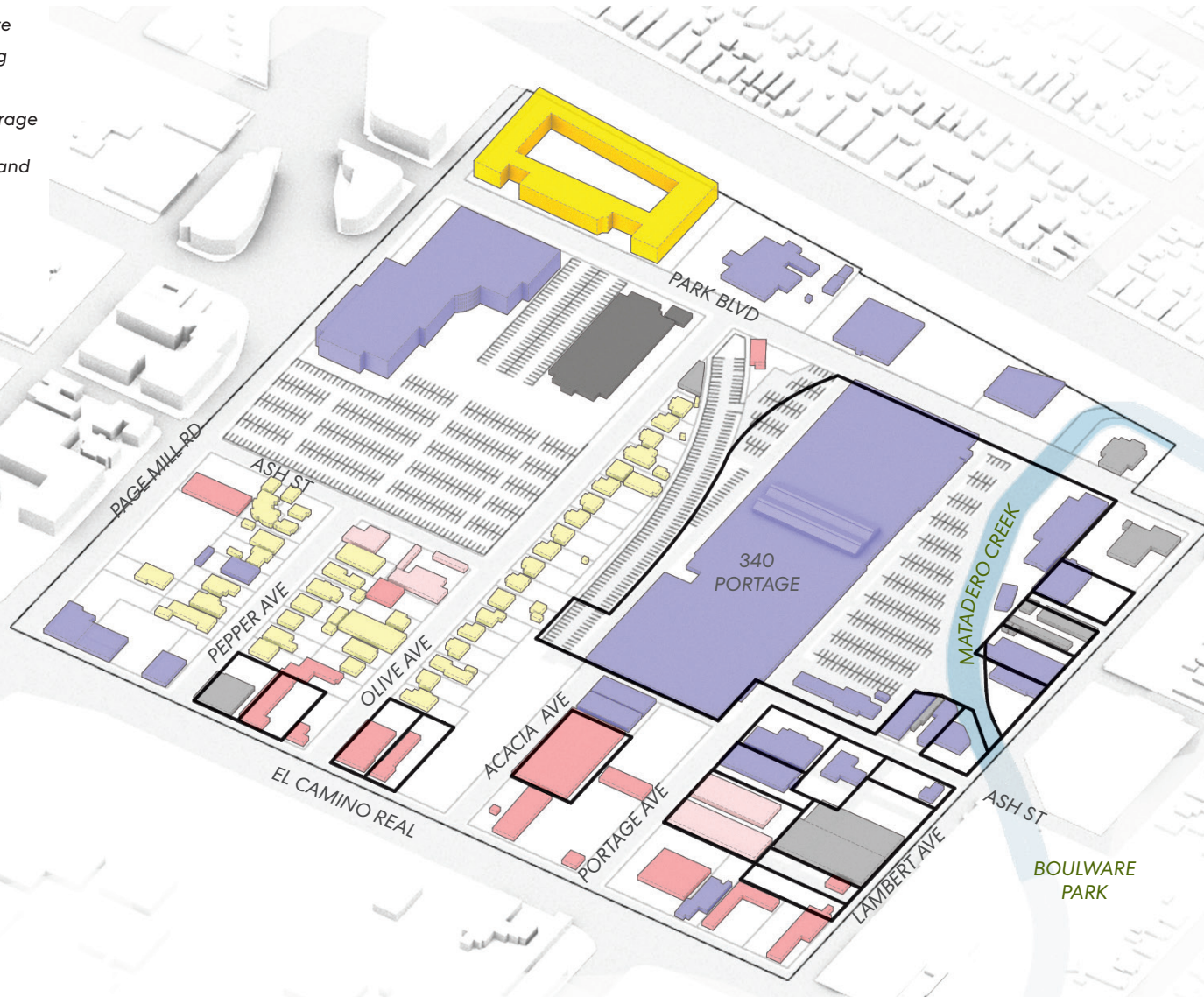
CITY OF PALO ALTO
North Ventura
COORDINATED AREA PLAN



NORTH VENTURA COORDINATED AREA PLAN
DRAFT PLAN ALTERNATIVES

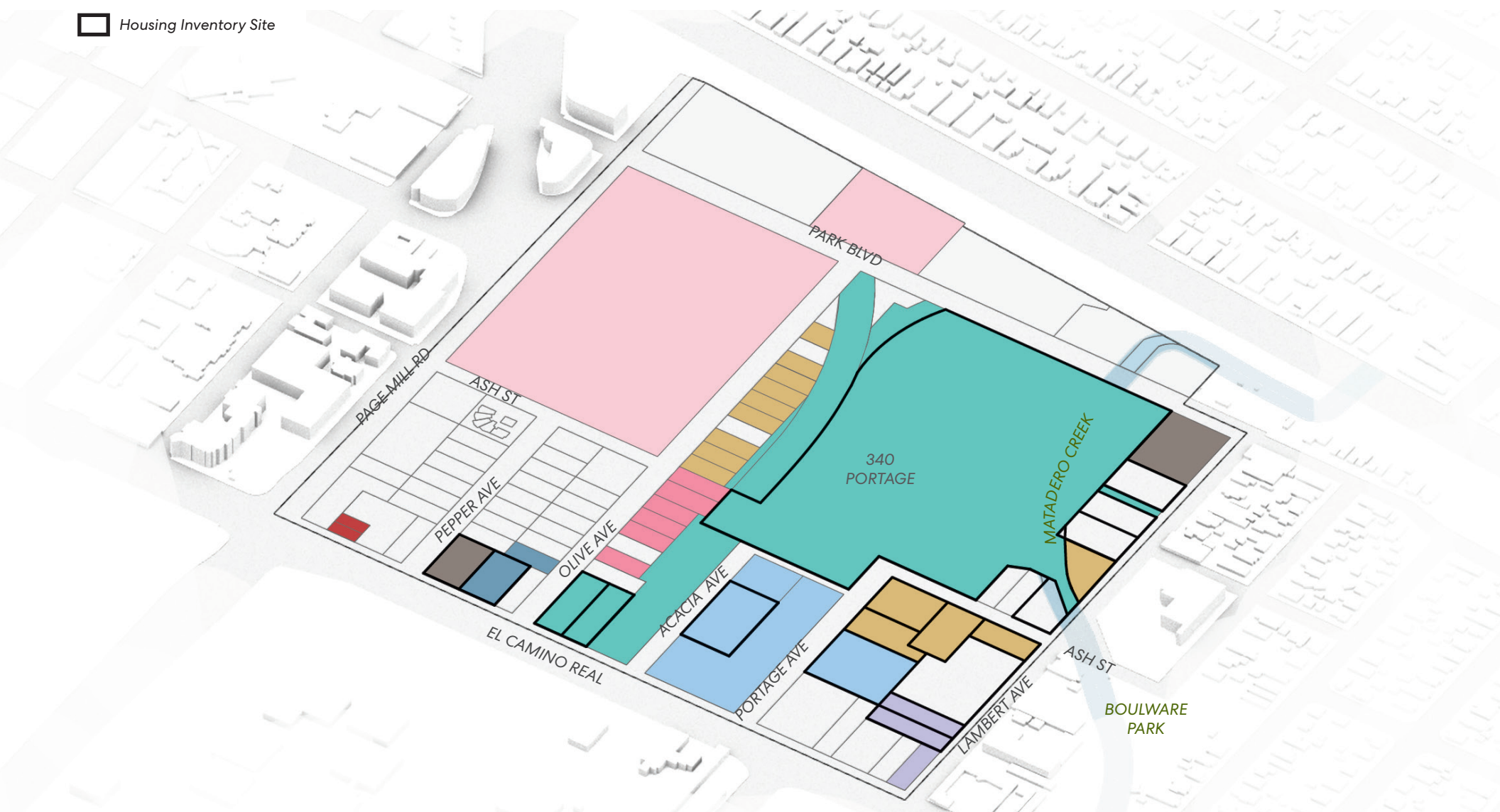
Housing Inventory Sites & Existing Use

- Housing Inventory Site
- Single Family Housing
- Multi-family Housing
- Auto, Industry, or Storage
- Neighborhood-Serving Commercial and Recreational
- Personal Services
- Office
- Parking



Common & Contiguous Ownership

 Housing Inventory Site



Alternative Assumptions

Plan Area Existing Conditions

128 Housing Units

578k gsf Class A Office








152k gsf Retail

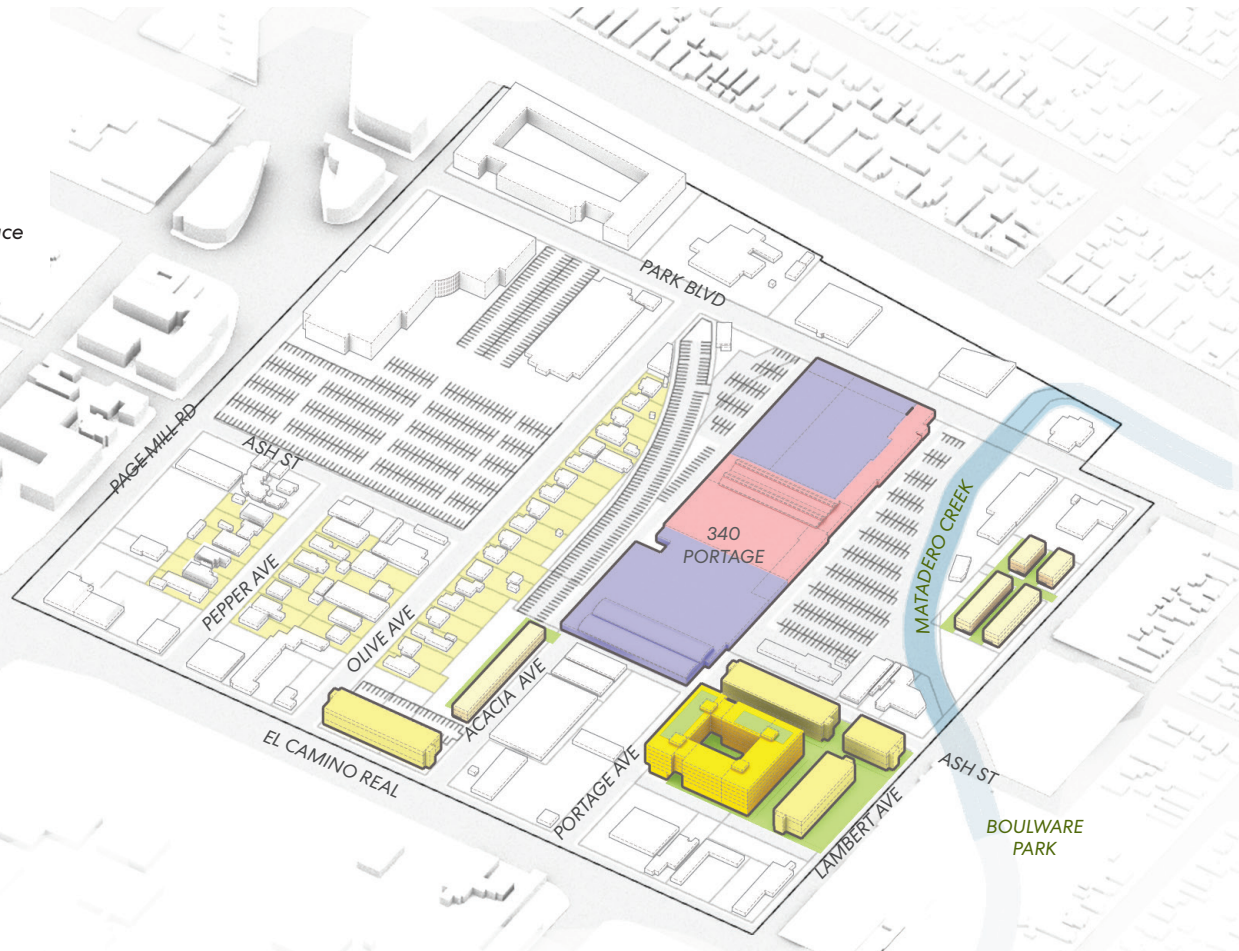
2,441 Parking Spaces

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

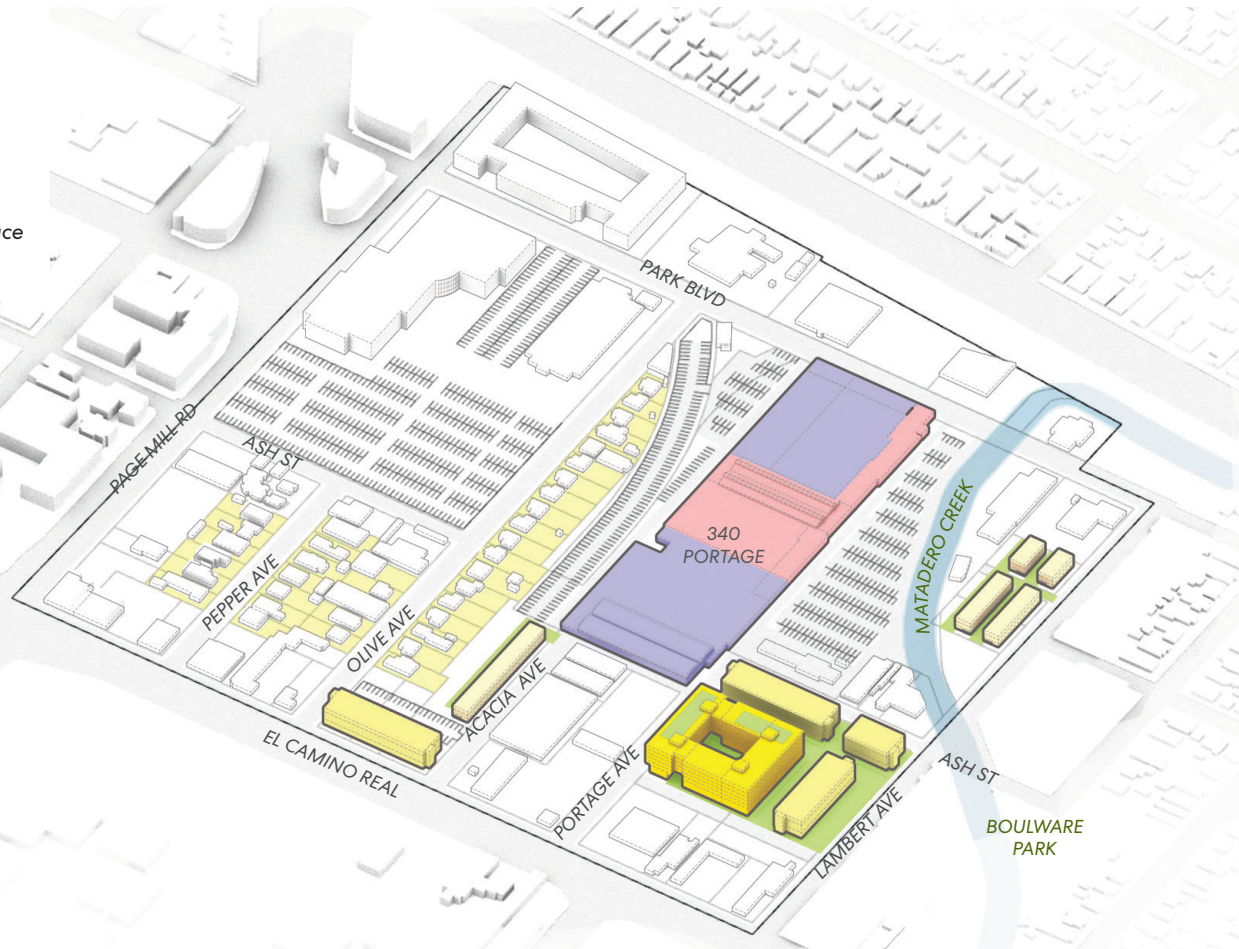
** Centralized open space only. Does not include Boulware Park or 3350 Birch site.

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.

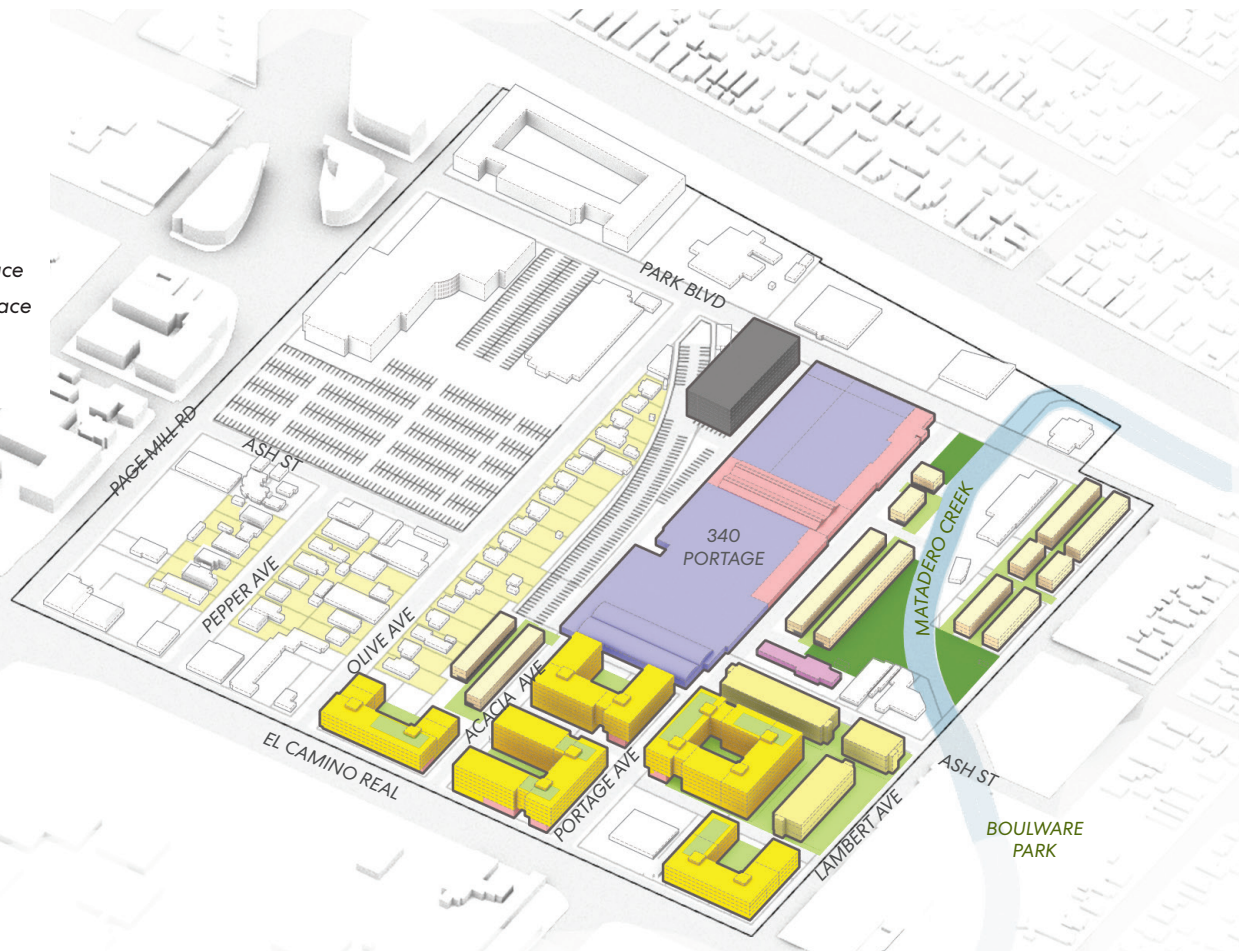
*** Centralized open space only. Does not include Boulware Park or 3350 Birch site.

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

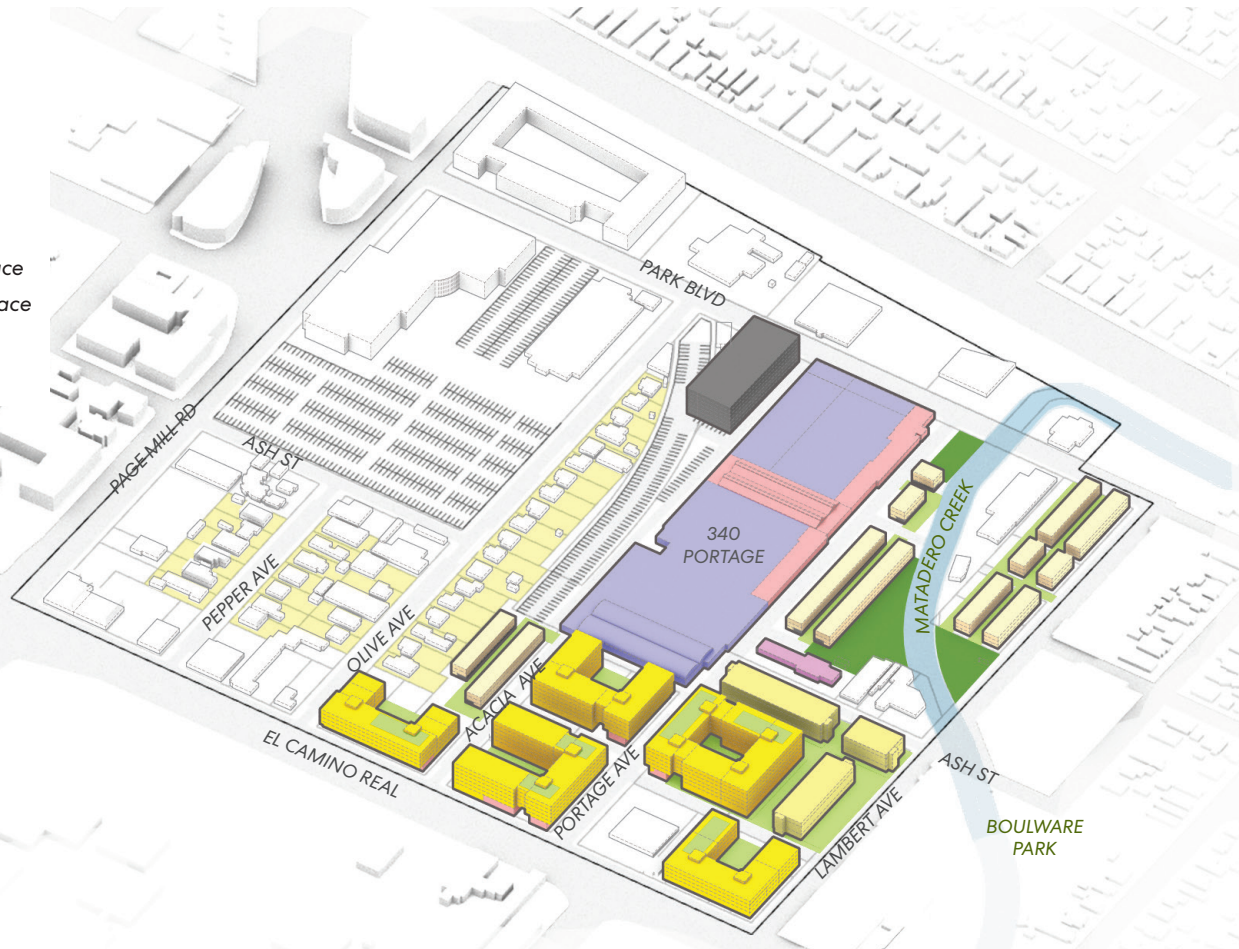
** Centralized open space only. Does not include Boulware Park or 3350 Birch site.

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

* 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 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

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



**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

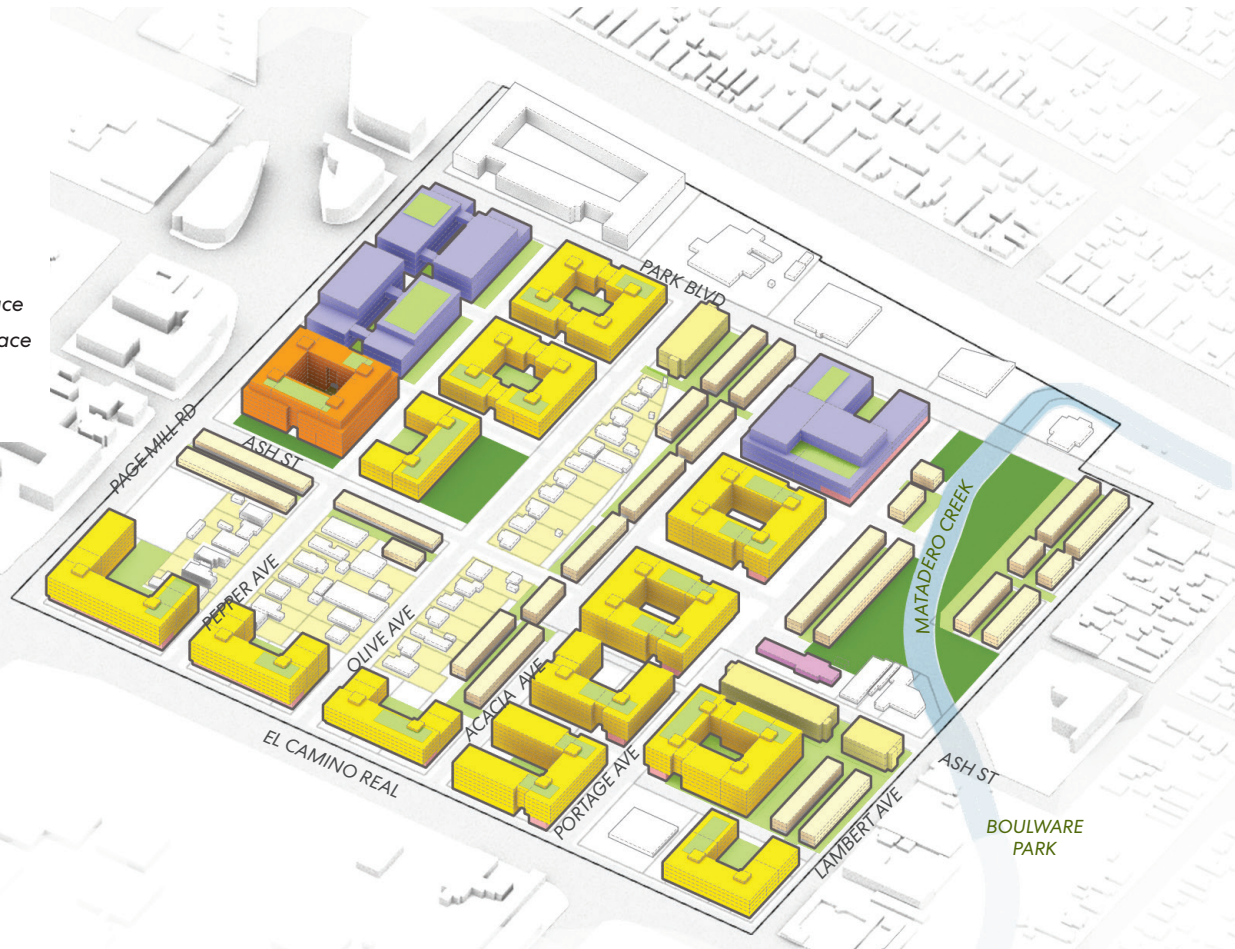
** Centralized open space only. Does not include Boulware Park or 3350 Birch site.

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

* 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.

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



CITY OF PALO ALTO

North Ventura

COORDINATED AREA PLAN



CITY OF
**PALO
ALTO**

NORTH VENTURA COORDINATED AREA PLAN

DRAFT PLAN ALTERNATIVES

Building Typologies

FUNDING FOR AFFORDABLE HOUSING

Extremely Low, Very Low, Low Income

- Low Income Housing Tax Credits are major source – especially at very low income and below (approx. 60% AMI and below)
- County funding sources (Measure A) target homeless and extremely low income households (30% AMI and below) and are very competitive
- State funding sources also target homelessness and low income households (80% AMI and below) and are very competitive
- City's housing impact fees/ in lieu fees augment affordable housing funding at the local level

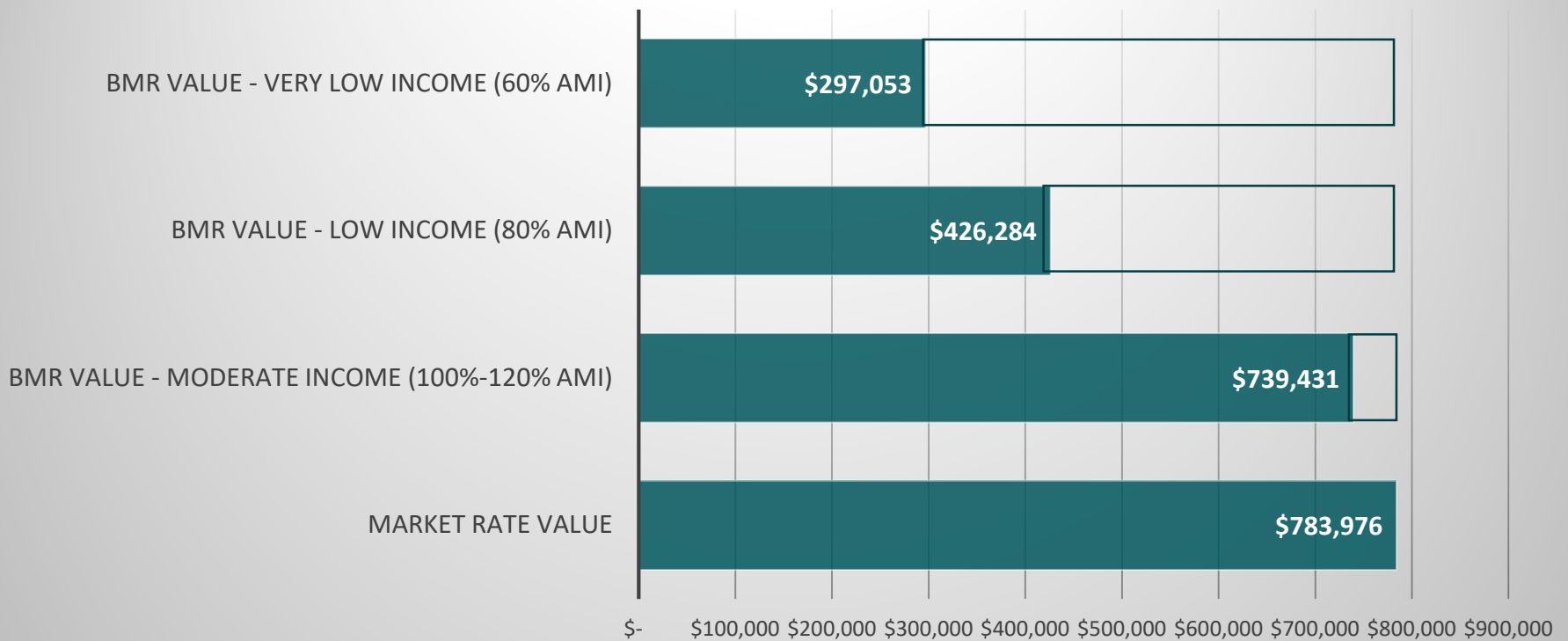
Moderate and Middle Income

- No existing subsidies at the federal, state, or county levels
- Inclusionary requirement for ownership housing targets moderate income households (100-120% AMI)

VALUE OF RENTAL UNITS

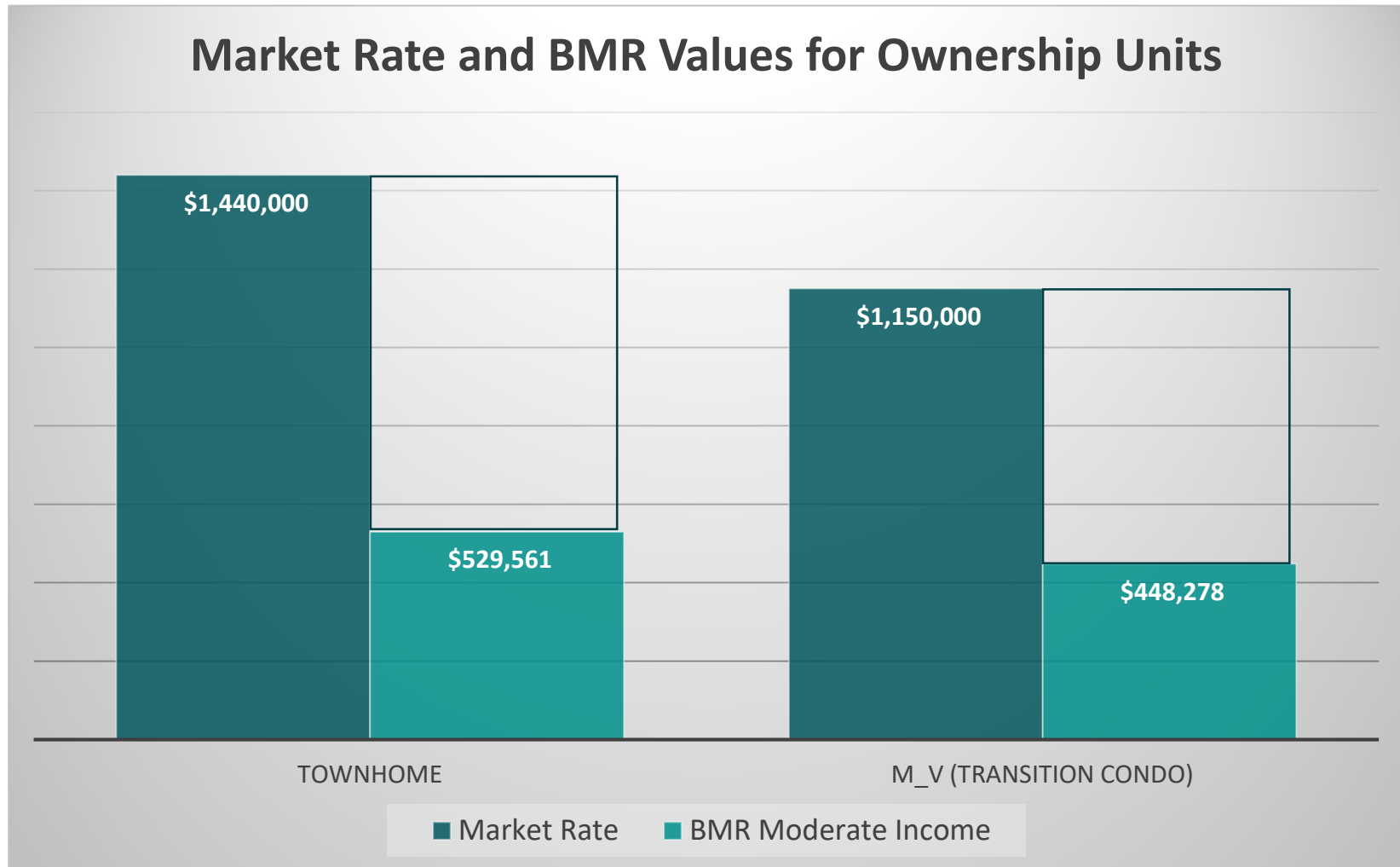
DEVELOPMENT COST FROM \$700K TO \$800K PER UNIT

Market Rate and BMR Values for Rental Units



VALUE OF OWNERSHIP UNITS

DEVELOPMENT COST FROM \$765K - \$980K PER UNIT



FEASIBILITY RESULTS: OWNERSHIP TYPOLOGIES

Prototype	Townhome	Low Rise Greenway (Condo)	Low-Rise Block (Condo)
Average Market Rate Sales Price / Monthly Rent	\$1,440K	\$1,150K	\$1,150K
Feasibility	Feasible	Feasible	Feasible
Community Benefits [a]			
Below Market Rate Units	3	8	18
Affordable Housing In-lieu Fee Revenue	\$0	\$0	\$0
Park Fee Revenue	\$147K	\$456K	\$969K

[a] Community benefits assume for-sale developments provide 15% BMR units on-site

- Ownership projects are feasible and can provide community benefits, including on-site BMR units and park fee revenues
- Higher density prototypes can contribute more community benefits than townhome developments

FEASIBILITY RESULTS:

RENTAL TYPOLOGIES

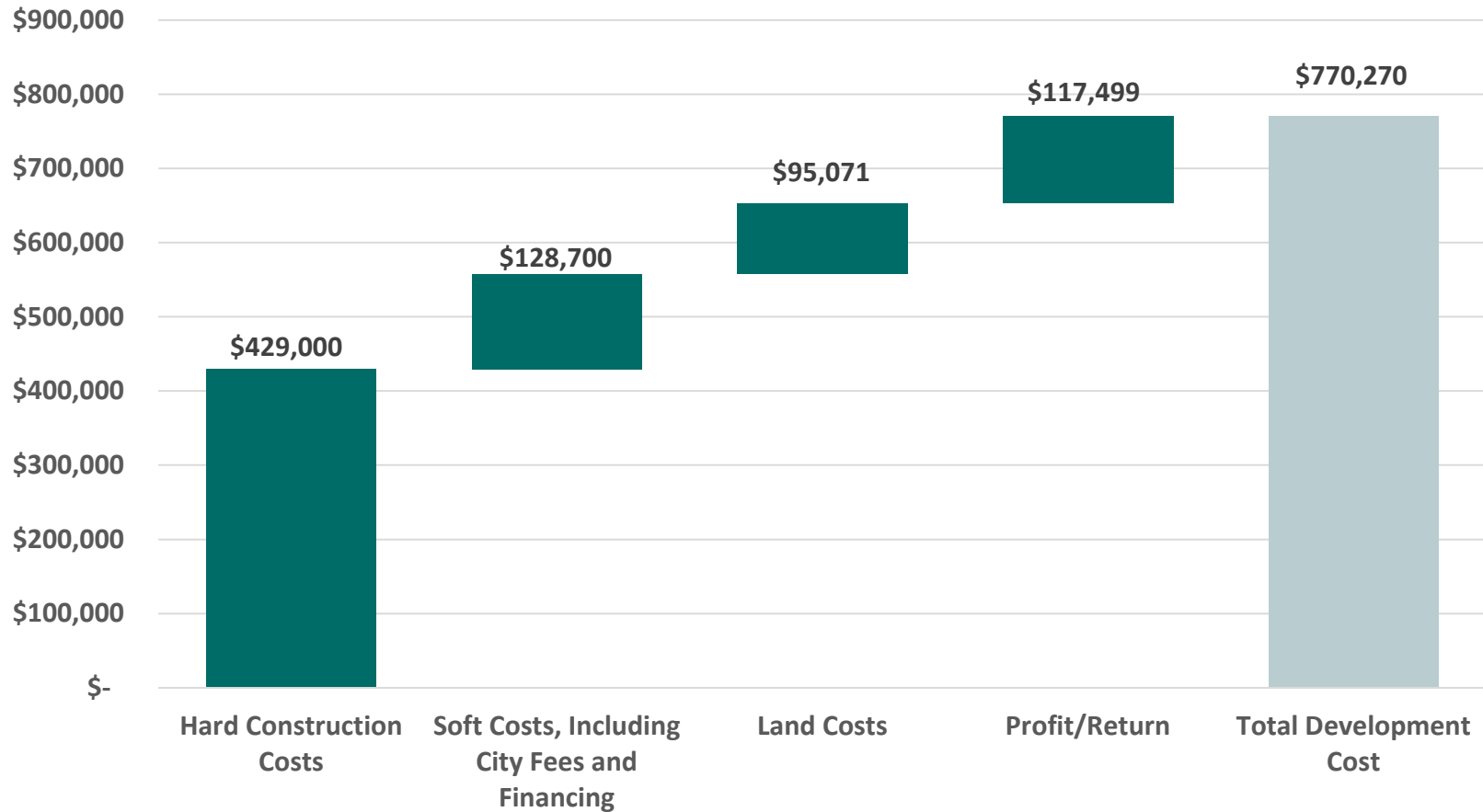
Prototype	Low Rise Greenway (Rental)	Low Rise Block (Rental)	Low-Rise with Retail (Rental)	Mid-Rise (Rental)	Mid Rise with Retail (Rental)
Average Market Rate Sales Price / Monthly Rent	\$4,290	\$3,850	\$3,850	\$4,675	\$4,675
Feasibility	Feasible	Feasible	Feasible	Feasible	Infeasible
Community Benefits [a]					
Below Market Rate Units	0	0	0	0	0
Affordable Housing In-lieu Fee Revenue	\$1,270K	\$2,484K	\$2,484K	\$3,441K	\$3,441K
Park Fee Revenue	\$321K	\$700K	\$790K	\$799K	\$827K

[a] Community benefits assume rental developments pay in-lieu fees for affordable housing rather than providing units on-site

- Rental projects are more financially constrained than ownership projects because values are lower but construction and land costs are similar
- Providing community benefits, including on-site BMR units, is more challenging in a rental project than an ownership project
- The mid-rise prototype does not feasibly support ground-floor retail

COST OF DEVELOPMENT

MARKET-RATE RENTAL UNIT IN 4-STORY “LOW-RISE”



COMPARING RENTAL HOUSING AND OFFICE PROTOTYPICAL SCENARIOS

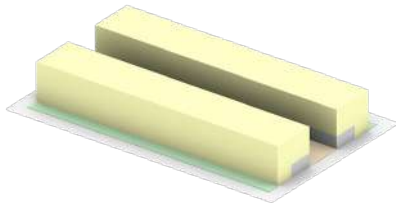
Land Use	Rental Apartment	Office
Building Type	4-story “low rise” with underground parking	2-3 story with structured parking
Total Development Costs per sq. ft.	\$988	\$1,097
Market-Rate Value per sq. ft.	\$1,005	\$1,224
Value per sq. ft. for BMR LI Units	\$547	n/a
Value per sq. ft. for BMR VLI Units	\$381	n/a
Average Value per sq. ft.	\$928	n/a
Net Value per sq. ft.	-\$59	\$127

- BMR requirements and city fees are a substantial cost for new housing development
- Depending on the prototype, office development could yield a higher net value than housing
- Office can potentially contribute more towards community benefits

Building Typologies

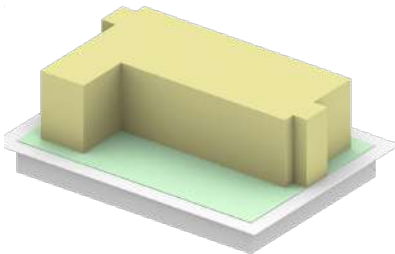
- “Building blocks” of housing that could be arranged in a variety of ways throughout the NVCAP Plan Area
- All typologies are considered “feasible” to construct given current Palo Alto development conditions

Townhomes



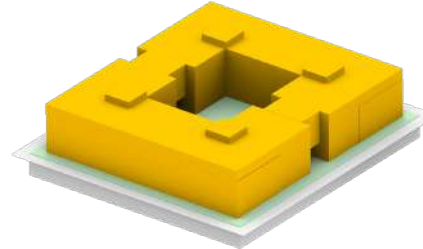
- 3-stories, attached units
- Typical Density = 33 du/acre
- 1 parking space / unit
- For-sale model
- Individual unit entries with front stoops
- Ground floor parking, accessed via rear alley

Low-Rise Greenway



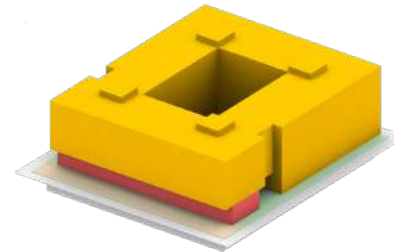
- 4-stories, with linear open space
- Typical Density = 107 du/acre
- For-sale or rental models
- 1 parking space / unit
- Individual ground floor unit entries with front stoops
- Underground parking

Low-Rise Block



- 4-stories with central open space
- Typical Density = 124 du/acre
- For-sale or rental models
- 1 parking space / unit
- Individual ground floor unit entries with front stoops
- Underground parking

+ Neighborhood Serving Commercial

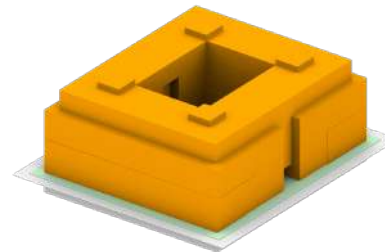


- 5* stories with central open space
- Typical Density = 147 du/acre*

**More units required to make the ground floor commercial viable*

Neighborhood-serving commercial uses could include: restaurants, coffee shops, pharmacies, local merchants, or specialty foods

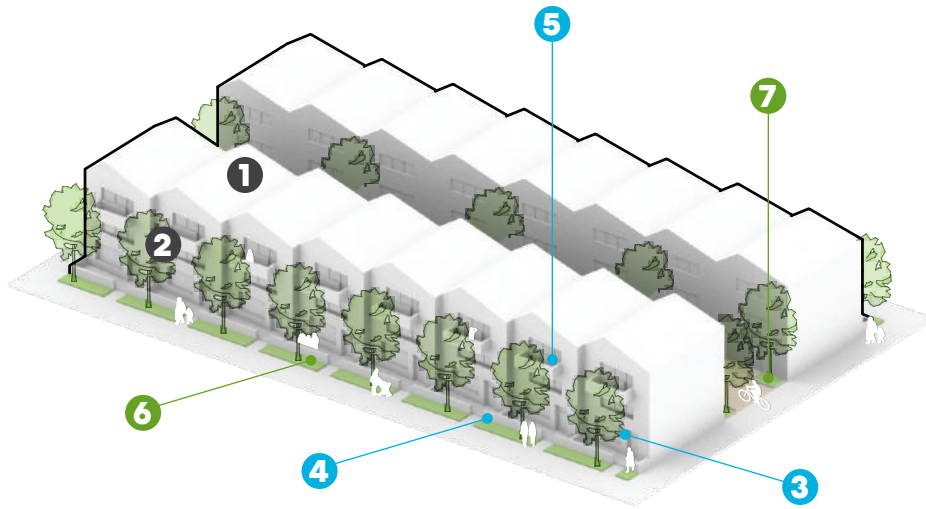
Mid-Rise Block



- Up to 8 stories, with central open space
- Stepbacks above 6 stories
- Typical Density = 159 du/acre
- Rental model
- 1 parking space / unit
- Individual ground floor unit entries with front stoops
- Underground parking

Building Typologies

Townhomes



Massing and Articulation

- 1 Varied roof lines and facade planes
- 2 Individually articulated units with a scale and rhythm that evokes the surrounding single-family residential character

Frontage Zone

- 3 Unit entries along street
- 4 Planting strip for screening and urban greening
- 5 Upper level balconies for increased street life

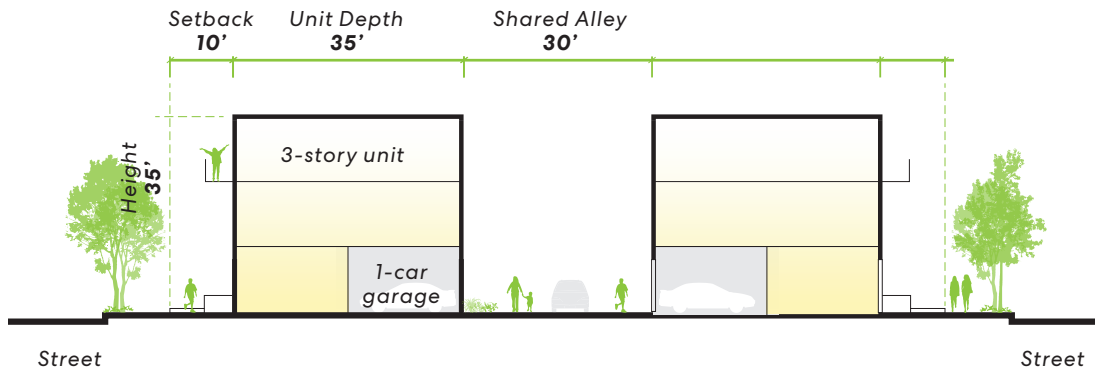
Usable Open Space

- 6 Individual front gardens for each unit
- 7 Shared alley provides open space and more pedestrian porosity through the neighborhood



Building Typologies

Townhomes



*Minimum Width = 120'

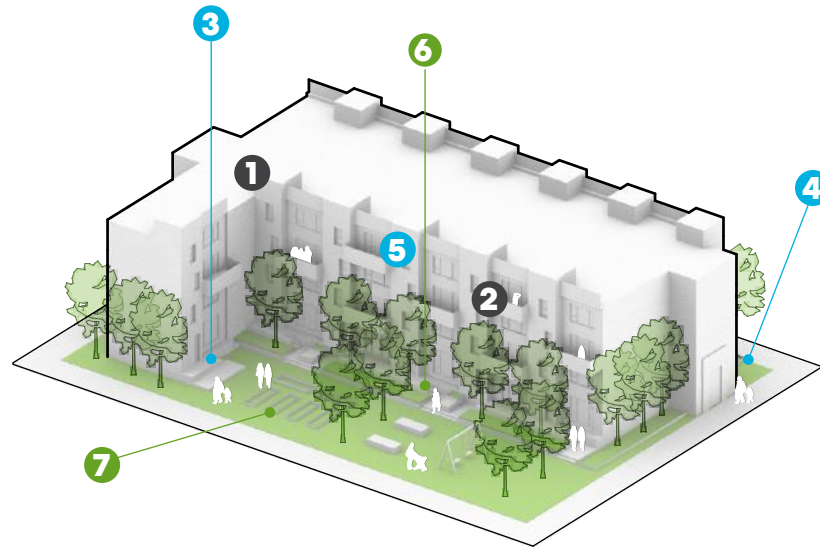
Typical Prototype Metrics

Stories	3
Ground Floor Height	15 ft.
Typical Floor Height	10 ft.
Total Height	35 ft.
Average Unit Size	1,500 s.f.
Dwelling Units	18
Density	33 du/acre
Parking Spaces	18 spaces
Parking Ratio	1 space/du



Building Typologies

Low-Rise Greenway



Massing and Articulation

- ① Varied facade planes
- ② Change in material, color, and massing to break building's volume down into a more human scale

Frontage Zone

- ③ Unit entries along street and public open space
- ④ Individual ground level terraces provide screening and urban greening
- ⑤ Upper level balconies for increased street life

Usable Open Space

- ⑥ Individual front gardens for each unit
- ⑦ Linear greenway offers publicly accessible open space



Union City, California



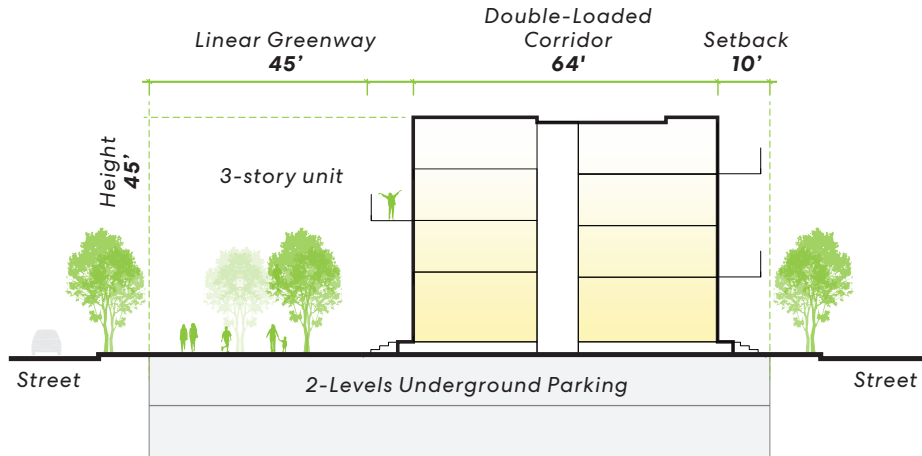
Hammarby, Stockholm



Hammarby, Stockholm

Building Typologies

Low-Rise Greenway



*Minimum Width = 120'

Typical Prototype Metrics

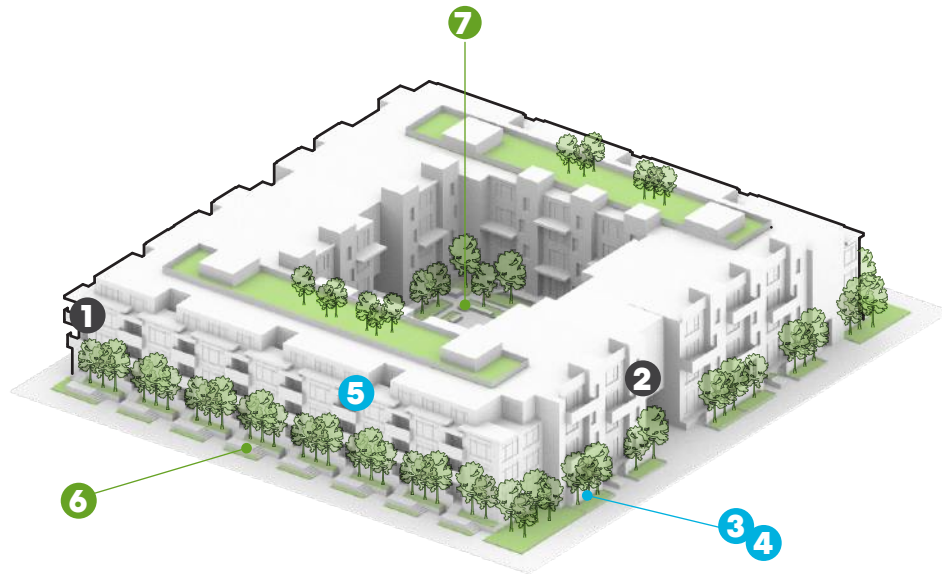
Stories	4
Ground Floor Height	15 ft.
Typical Floor Height	10 ft.
Total Height	45 ft.
Typical Unit Size*	700 s.f.
Dwelling Units	50
Density	107 du/acre
Parking Spaces	50 spaces
Parking Ratio	1 space/du

*700 sf = typical 1 bedroom rental unit
Typology assumes a mix of studios, 1- and 2-bedroom units



Building Typologies

Low-Rise Block



Massing and Articulation

- 1 Varied facade planes
- 2 Change in material, color, and massing to break building's volume down into a more human scale

Frontage Zone

- 3 Unit entries along street and public open space
- 4 Individual ground level terraces provide screening and urban greening
- 5 Upper level balconies for increased street life

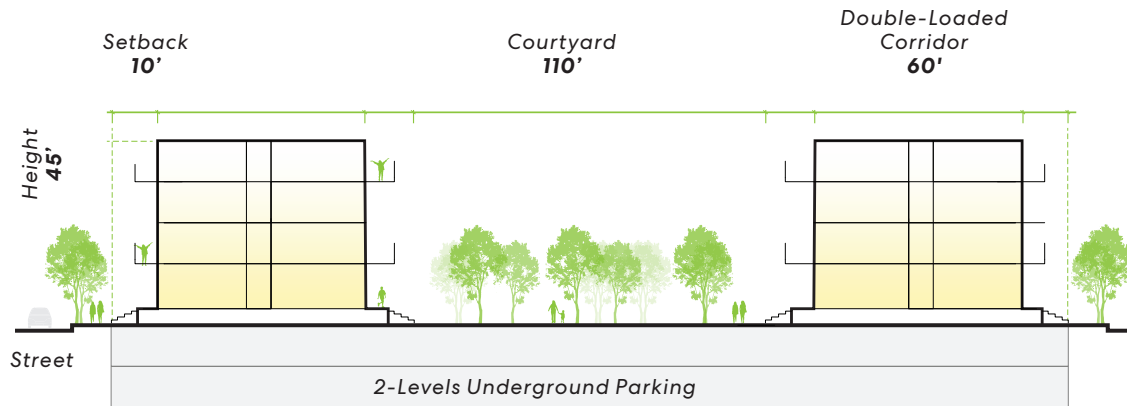
Usable Open Space

- 6 Individual front gardens for each unit
- 7 Internal courtyard offers publicly accessible open space



Building Typologies

Low-Rise Block



*Minimum Width = 250'

Typical Prototype Metrics

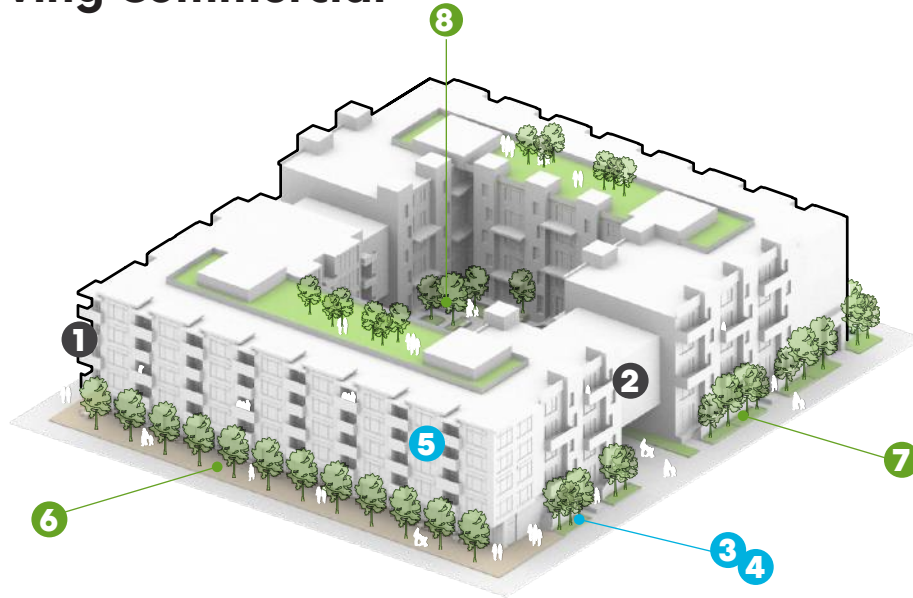
Stories	4
Ground Floor Height	15 ft.
Typical Floor Height	10 ft.
Total Height	45 ft.
Average Unit Size*	700 s.f.
Dwelling Units	156
Density	124 du/acre
Parking Spaces	156 spaces
Parking Ratio	1 space/du

*700 sf = typical 1 bedroom rental unit
Typology assumes a mix of studios, 1- and 2-bedroom units



Building Typologies

Low-Rise Block + Neighborhood Serving Commercial



Massing and Articulation

- 1 Varied facade planes
- 2 Change in material, color, and massing to break building's volume down into a more human scale

Usable Open Space

- 6 Linear spill-out social space activated by ground floor commercial use
- 7 Individual front gardens for each unit
- 8 Internal courtyard offers publicly accessible open space

Frontage Zone

- 3 Unit entries along street and public open space
- 4 Individual ground level terraces provide screening and urban greening
- 5 Upper level balconies for increased street life



San Francisco, California

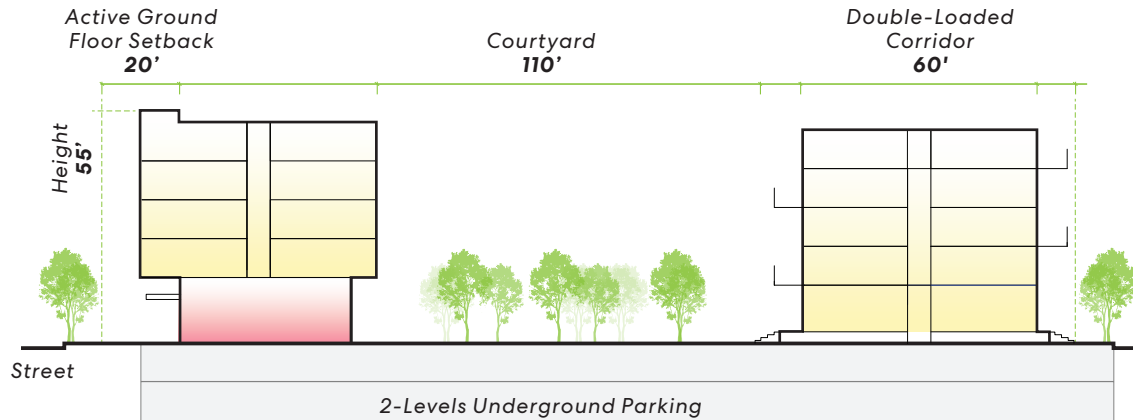


Seattle, WA



Building Typologies

Low-Rise Block + Neighborhood Serving Commercial



*Minimum Width = 250'

Typical Prototype Metrics

Lot Area	1.3 acres (55,000 s.f.)
Building Footprint	35,000 s.f.
Stories	5
Ground Floor Height	20 ft.
Typical Floor Height	10 ft.
Total Height	60 ft.
Average Unit Size*	700 s.f.
Dwelling Units	185
Density	147 du/acre
Parking Spaces	185 spaces
Parking Ratio	1 space/du

*700 sf = typical 1 bedroom rental unit
Typology assumes a mix of studios, 1- and 2-bedroom units



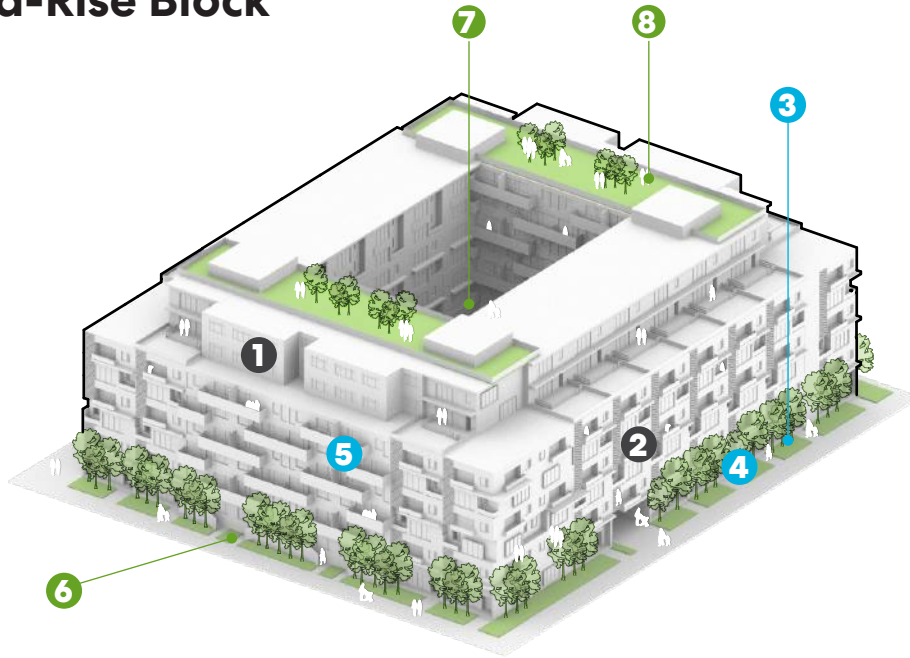
San Francisco, California



Seattle, WA

Building Typologies

Mid-Rise Block



Massing and Articulation

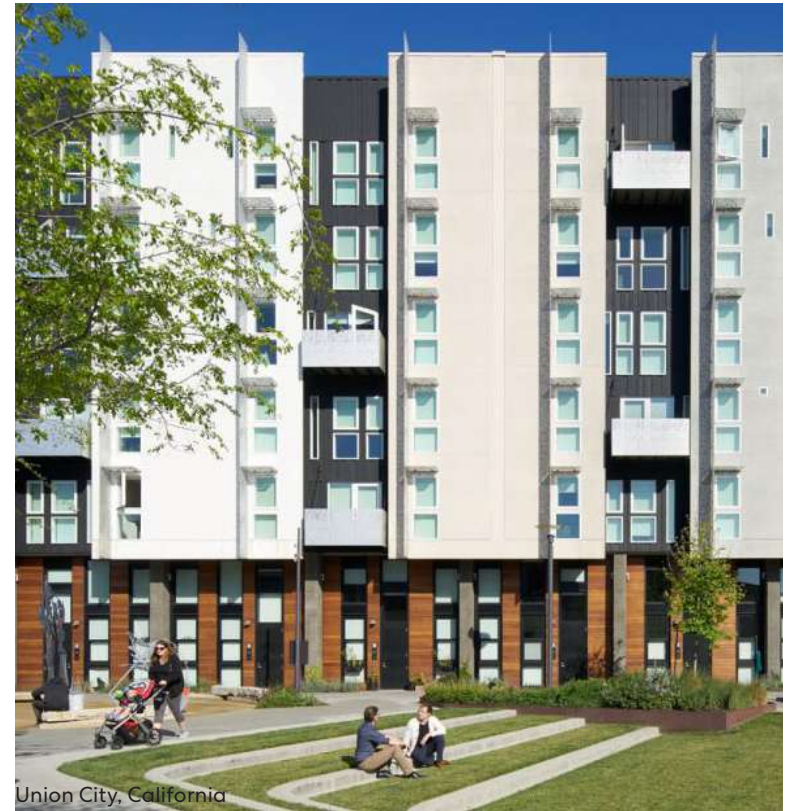
- ① Varied facade planes and setbacks above 6 stories
- ② Change in material, color, and massing to break building's volume down into a more human scale

Frontage Zone

- ③ Unit entries along street and public open space
- ④ Individual ground level terraces provide screening and urban greening
- ⑤ Upper level balconies for increased street life

Usable Open Space

- ⑥ Individual front gardens for each unit
- ⑦ Internal courtyard offers publicly accessible open space
- ⑧ Accessible green roofs



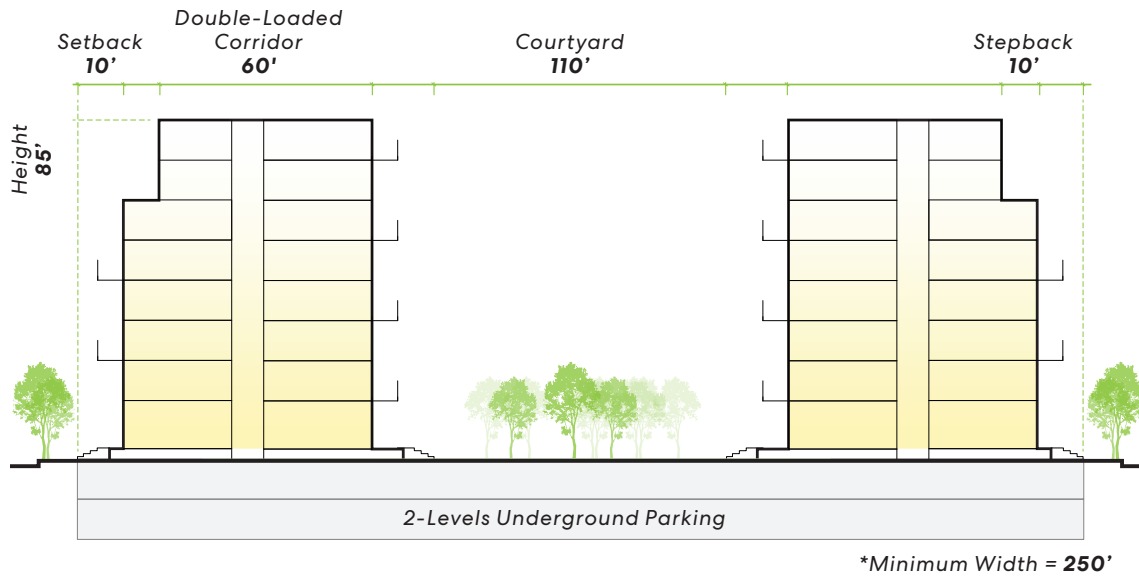
Union City, California



Houston, TX

Building Typologies

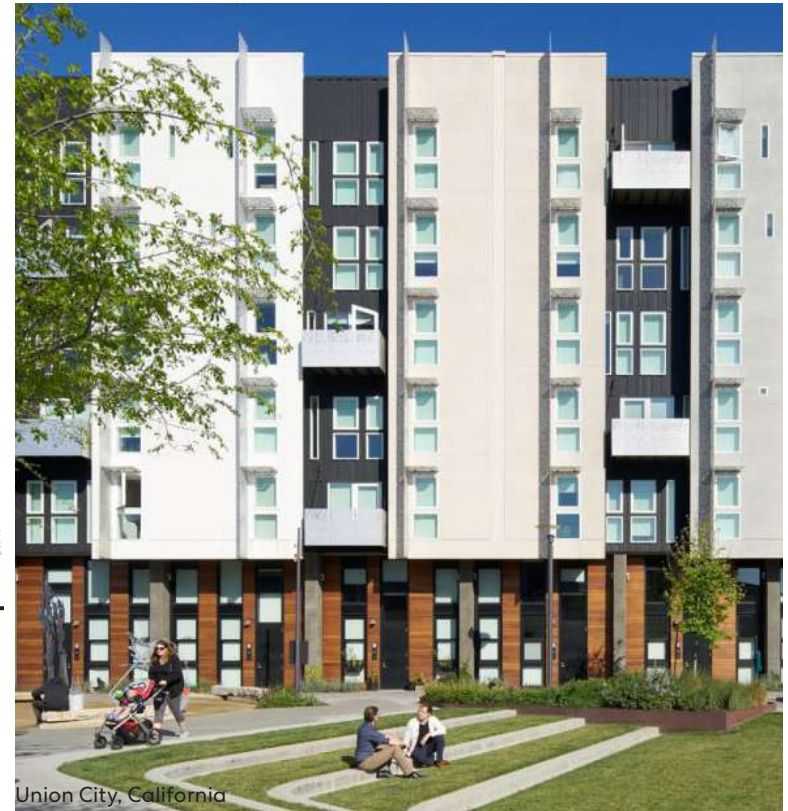
Mid-Rise Block



Typical Prototype Metrics

Lot Area	1.3 acres (55,000 s.f.)
Building Footprint	35,000 s.f.
Stories	8
Ground Floor Height	15 ft.
Typical Floor Height	10 ft.
Total Height	85 ft.
Average Unit Size*	1,000 s.f.
Dwelling Units	201
Density	159 du/acre
Parking Spaces	201 spaces
Parking Ratio	1 space/du

*1,000 sf average assumes a mix of 1, 2, and 3 bedroom units



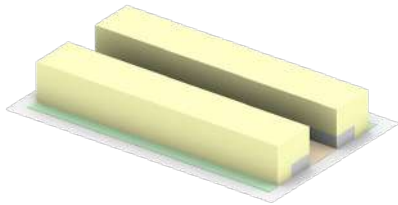
CITY OF PALO ALTO
NORTH VENTURA
COORDINATED AREA PLAN

Packet Pg. 60

Building Typology Trade-offs

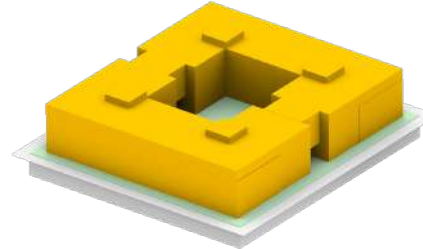
- All typologies work for a variety of architectural styles
- All typologies can incorporate stoops, balconies, varied rooflines, and setbacks that contribute to the public realm

Townhomes



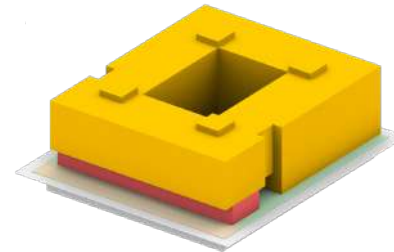
- 3-story, attached units
- Does not support ground floor retail
- For-sale product (\$1.4 Million/ 2-3 bdr)
- Individual front gardens; shared open space between rows that increases site circulation

Low-Rise Block



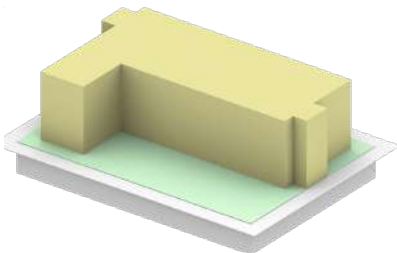
- 4-stories
- For sale and rental product (\$1.15 Million; \$3,850/month)
- Individual front gardens; publicly accessible internal courtyard
- Examples found throughout Palo Alto

+ Neighborhood Serving Commercial



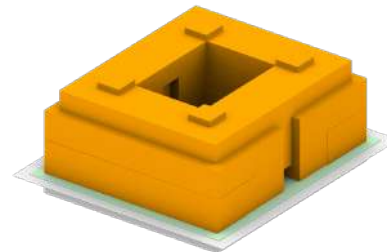
- 5 stories
- Supports retail on the ground floor
- Rental product (\$3,850/month)
- Spill-out space; publicly accessible internal courtyard
- Best suited to sites along main streets (Portage) or Plan Area edges to ensure visibility

Low-Rise Greenway



- 4-stories
- For sale and rental product (\$1.15 Million; \$4,290/month)
- Individual front gardens; publicly accessible greenway
- By reducing average unit size, increases open space opportunity
- Can act as a buffer between single-family homes and taller typologies and can fit on smaller parcels (less than one acre)

Mid-Rise Block



- Up to 8 stories
- Does not support ground floor retail
- Rental product (\$4,675/month)
- Publicly accessible internal courtyard
- Denser typology allows for larger average unit sizes and a greater mix of unit types