

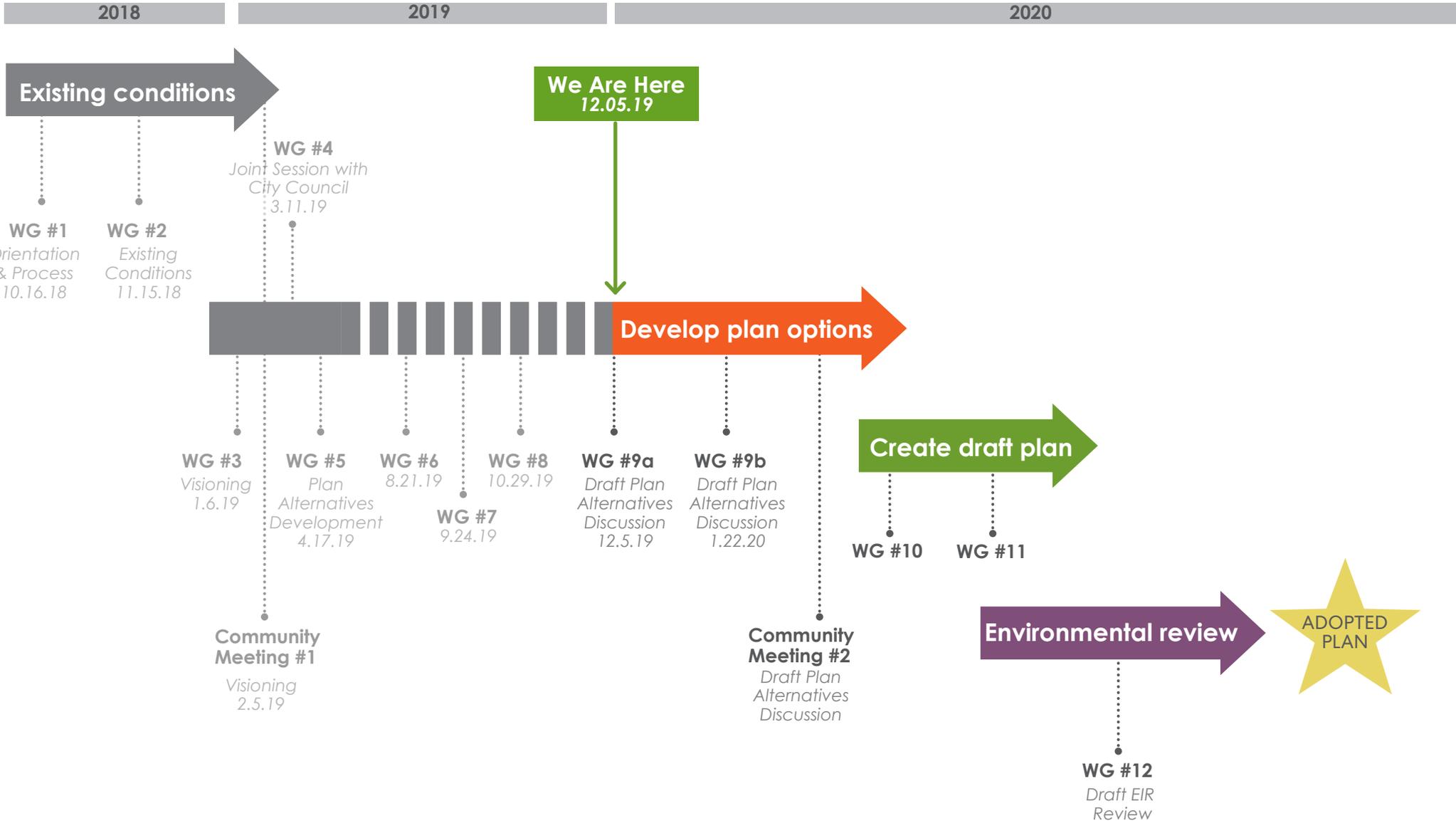
CITY OF PALO ALTO
North Ventura
COORDINATED AREA PLAN



NORTH VENTURA COORDINATED AREA PLAN
DRAFT PLAN ALTERNATIVES

Work To Date

12/5/19



What We've Heard

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

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

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

"Honor the history of the site."

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

"A neighborhood for bikers and walkers."

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

"Highlight the creek."

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

"Too much concrete."

- MORE LANDSCAPING
- LESS SURFACE PARKING

"We need more street trees."

- MITIGATE THE HEAT ISLAND EFFECT
- IMPROVE THE PEDESTRIAN EXPERIENCE

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

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

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

- LIMIT CAR ACCESS TO & THROUGH THE SITE

"Open space that is welcoming and feels public."

- SAFETY
- PLACE FOR FAMILIES

"Keep our neighborhood diverse and inclusive."

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

"Connect to Cal Ave."

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

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

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

- STEPBACKS TO REDUCE VISUAL MASS
- LOWER HEIGHTS AT SIDEWALK

What We've Heard

Planning Game April 17, 2019

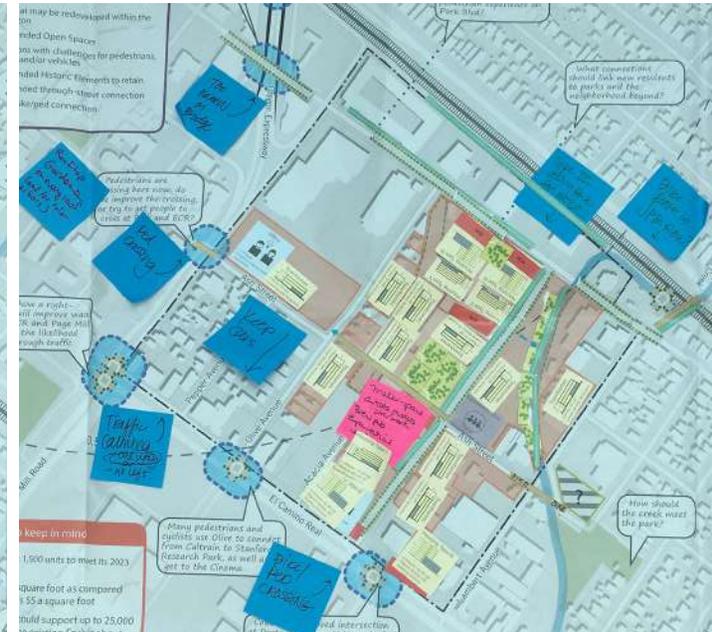
12/5/19



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



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



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

What We've Heard

Major Themes

12/5/19

CIRCULATION

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

OPEN SPACE

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

- Consistent
- Divergent

What We've Heard

Major Themes

12/5/19

DISTRICT CHARACTER

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

● Consistent
● Divergent

What We've Heard

12/5/19

Major Themes

HOUSING TYPES

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

GROUND FLOOR USE & PROGRAM

- Create a mixed-use neighborhood -----> ● Balance of uses
 - Small, neighborhood-serving office
 - Experiential retail
 - Creative lab / maker space
- Limit office -----> ● New office
 - No net-new
 - Limit size of new office
- Create a community use on Fry's site
- Retail location
 - El Camino Real (ECR)
 - Portage

- Consistent
- Divergent

Articulating a Shared Vision

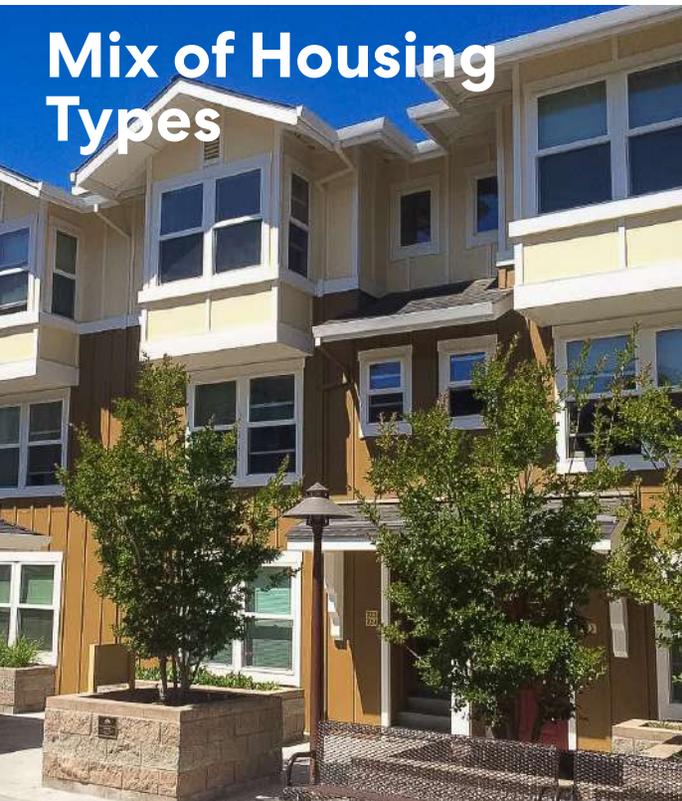
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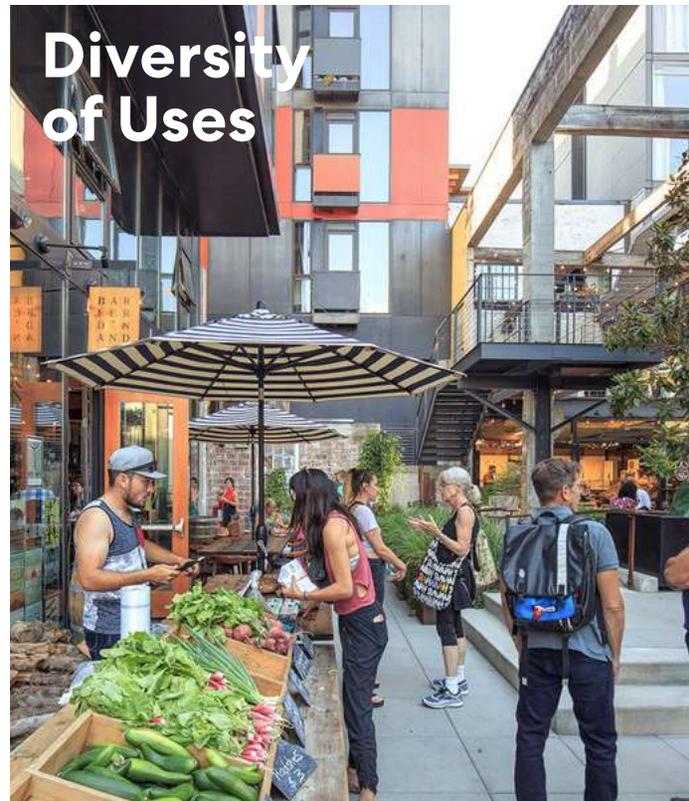
**Accessible
Open Spaces**



**Vibrant
Street
Experience**



**Mix of Housing
Types**



**Diversity
of Uses**

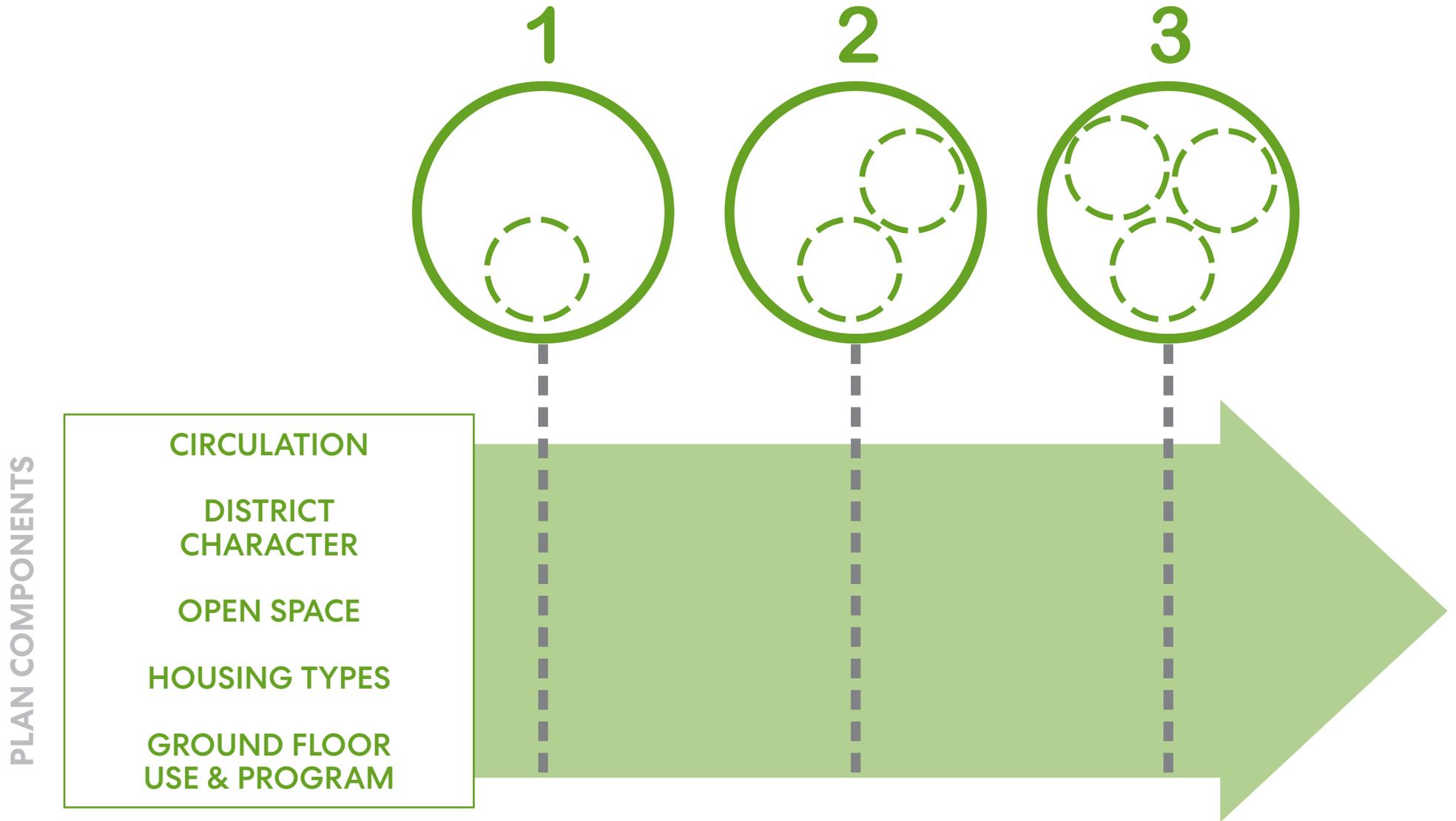


**Sustainable
Design**

3 Plan Alternatives Toward a Shared Vision

12/5/19

Iterative alternatives that build sequentially toward a shared vision



Draft Plan Alternatives Overview

When reviewing the Draft Plan Alternatives, consider the following:

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

Alternative 1: Leading with Legacy

Leveraging existing industrial structures to convey a sense of place

12/5/19



Alternative 1: Leading with Legacy

12/5/19



Circulation

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

Vibrant Street Experience

Vehicular Route

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Vibrant Street Experience

Limited Access Route

12/5/19



Alternative 1: Leading with Legacy

12/5/19



Circulation

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Vibrant Street Experience

Pedestrian-Priority Route

12/5/19



Alternative 1: Leading with Legacy

12/5/19



District Character

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

Open Space

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

○ Working Group Feedback

Accessible Open Spaces

A network of diverse open space opportunities

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Setbacks

Seattle, WA



Creek Path

San Luis Obispo, CA



Green, Occupiable Roofs

New York, NY

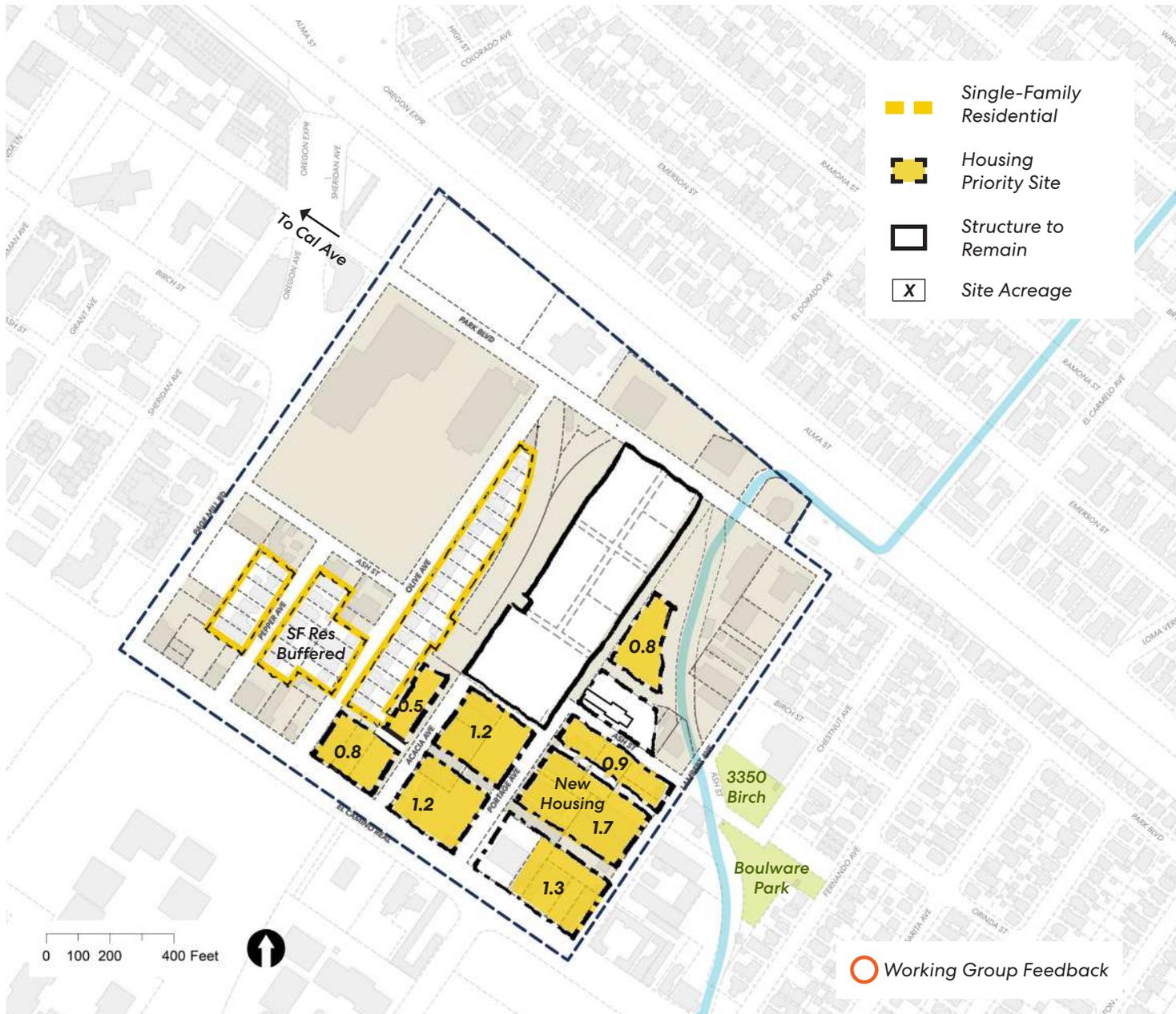


Mint Plaza,
San Francisco, CA

Setbacks, Entry Courts

Alternative 1: Leading with Legacy

12/5/19



Housing Types

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

Mix of Housing Types

Context-sensitive housing types

12/5/19



Multi-Family Apartments



Townhomes



Live-Work Lofts



Mixed-Use with Ground Floor Retail

Alternative 1: Leading with Legacy

12/5/19



Ground Floor Use & Program

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

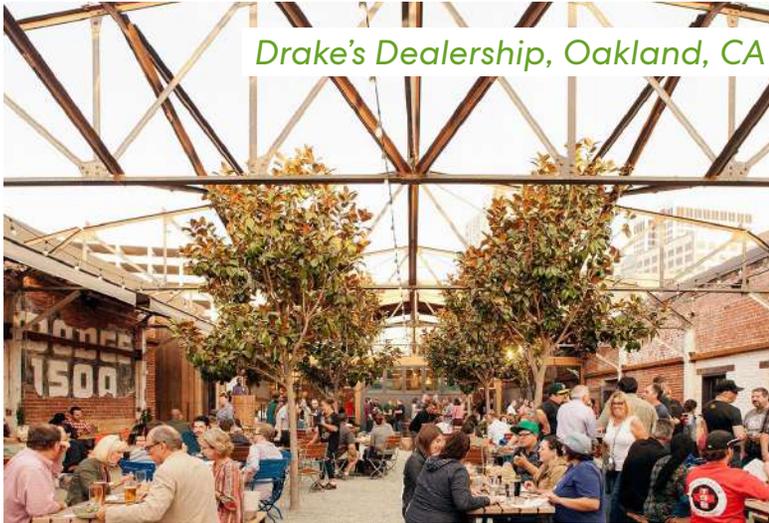
* Commercial Mix to include small office, creative lab, maker space among other uses.

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

Alternative 2: Adaptive Core

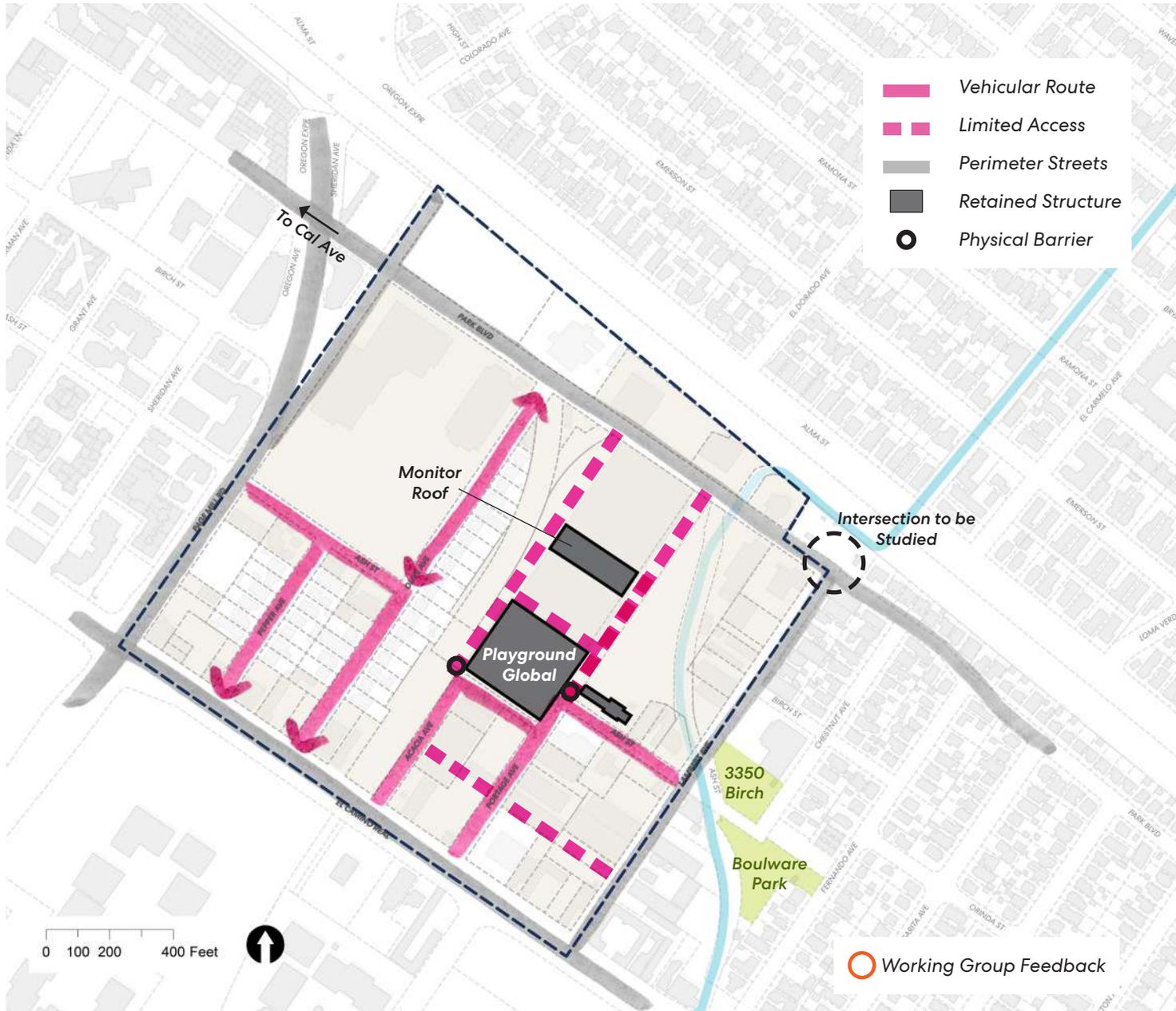
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Adaptively reuse existing structures to create dynamic and flexible social spaces



Alternative 2: Adaptive Core

12/5/19

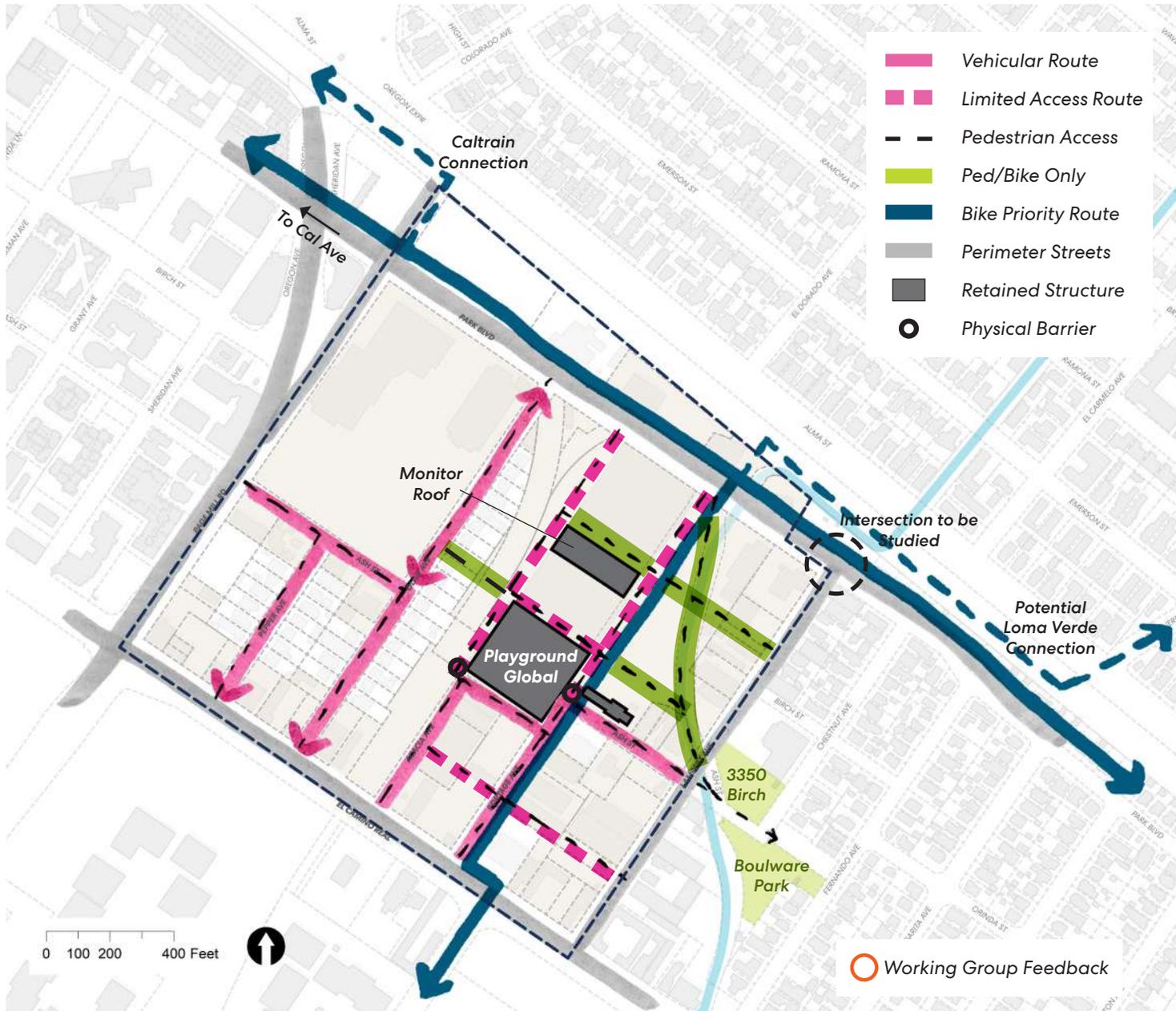


Circulation

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

Alternative 2: Adaptive Core

12/5/19



Circulation

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

Alternative 2: Adaptive Core

12/5/19



District Character

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

Open Space

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

Flex-Space

Adaptable space serving as an incubator for future uses

12/5/19

Interim Flexible Programming



Chophouse Row, Seattle, WA

Later Stage Development



Alternative 2: Adaptive Core

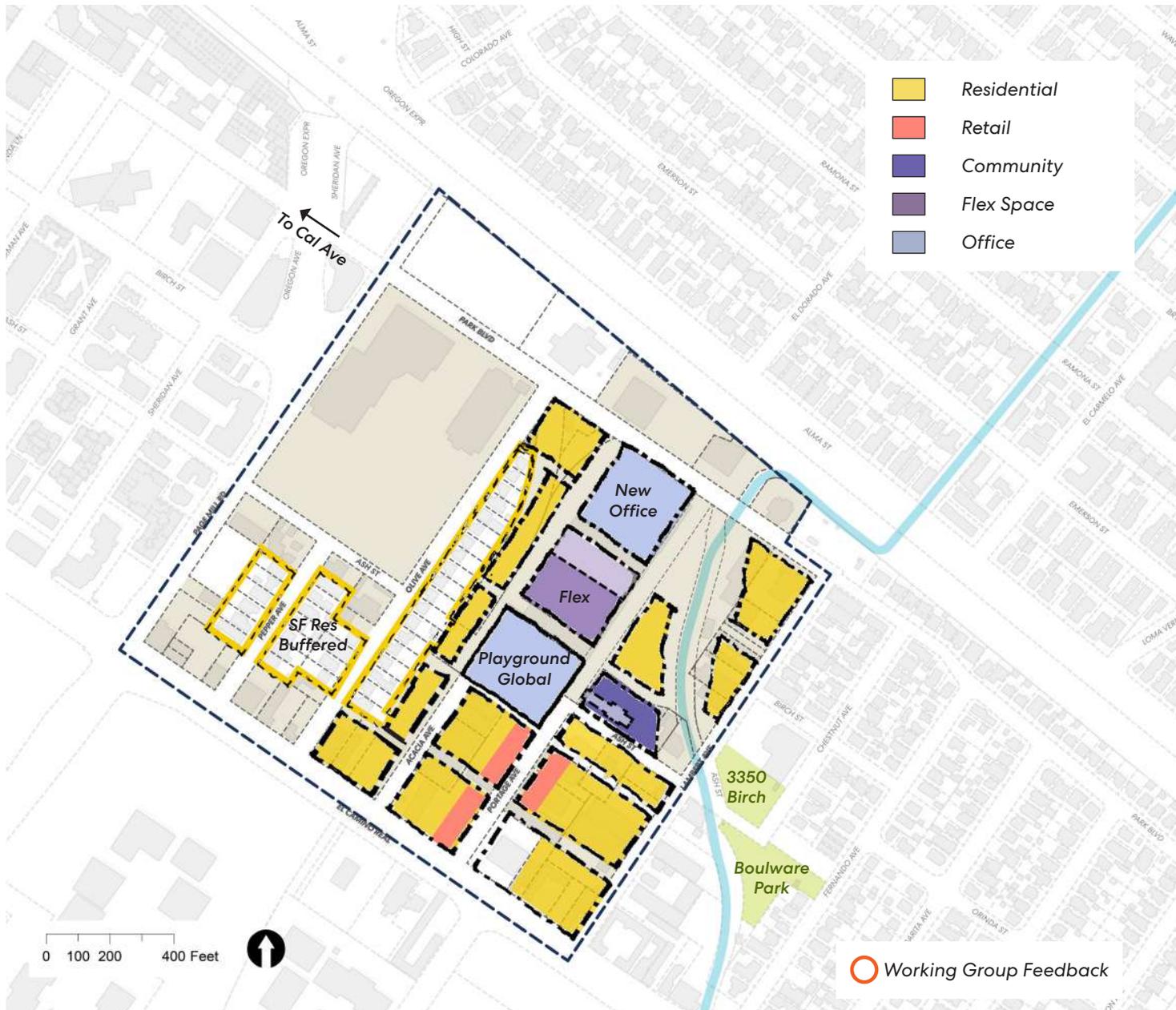


Housing Types

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

Alternative 2: Adaptive Core

12/5/19



Ground Floor Use & Program

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

Alternative 3: Designed Diversity

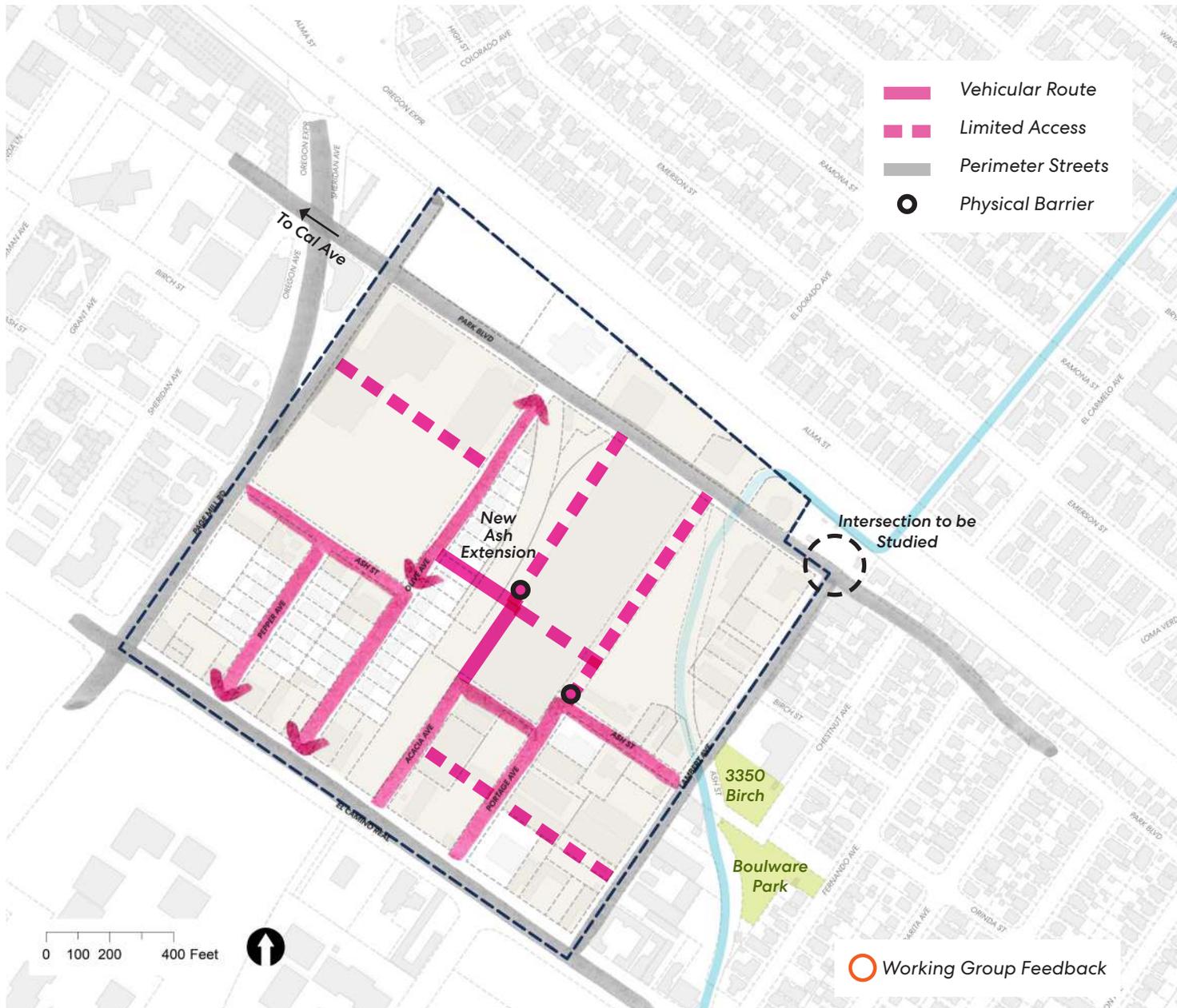
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Leveraging thoughtful design to create a robust mixed-use and diverse community



Alternative 3: Designed Diversity

12/5/19

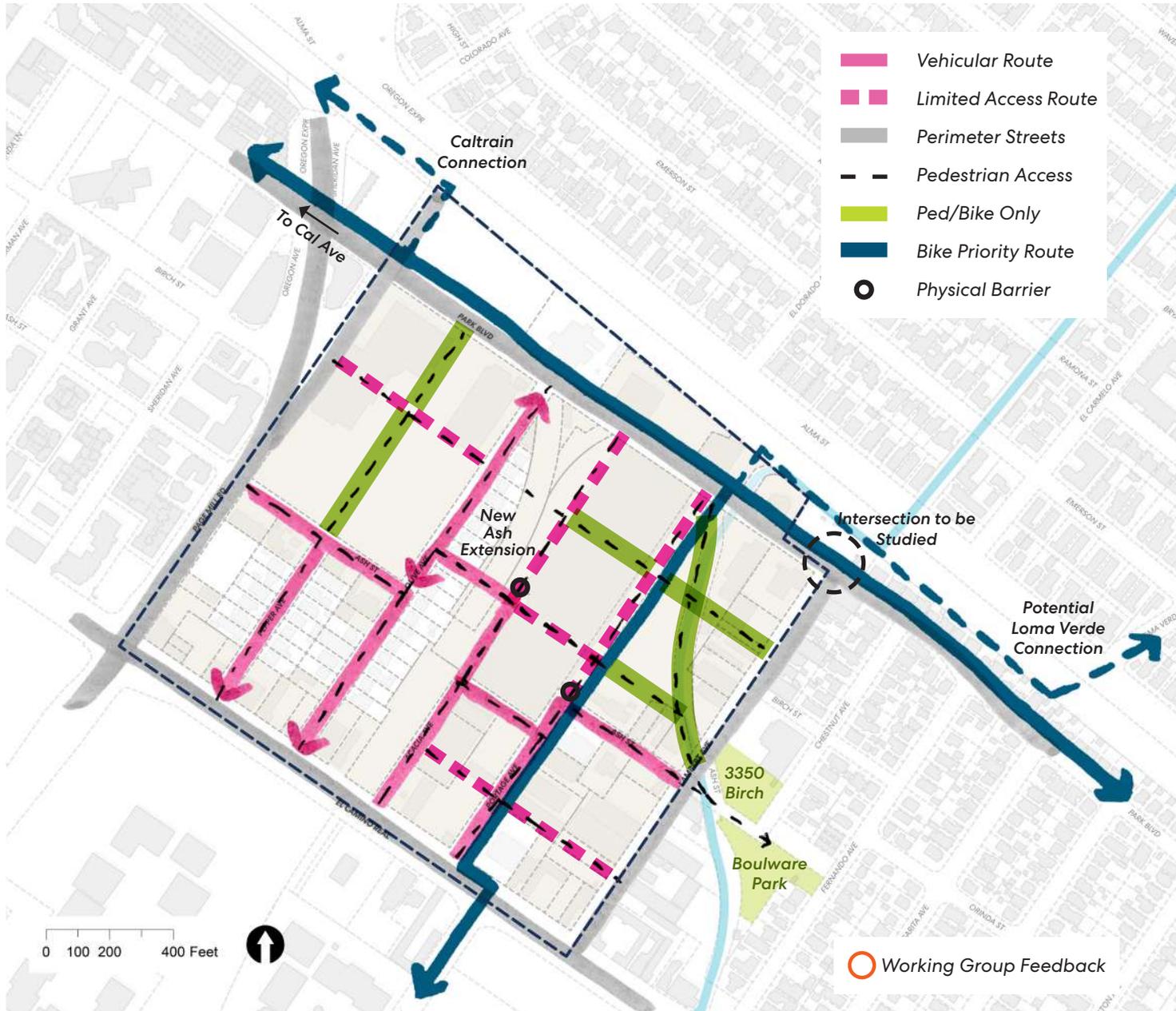


Circulation + Parking

- Formalize Acacia extension and connect to Olive

Alternative 3: Designed Diversity

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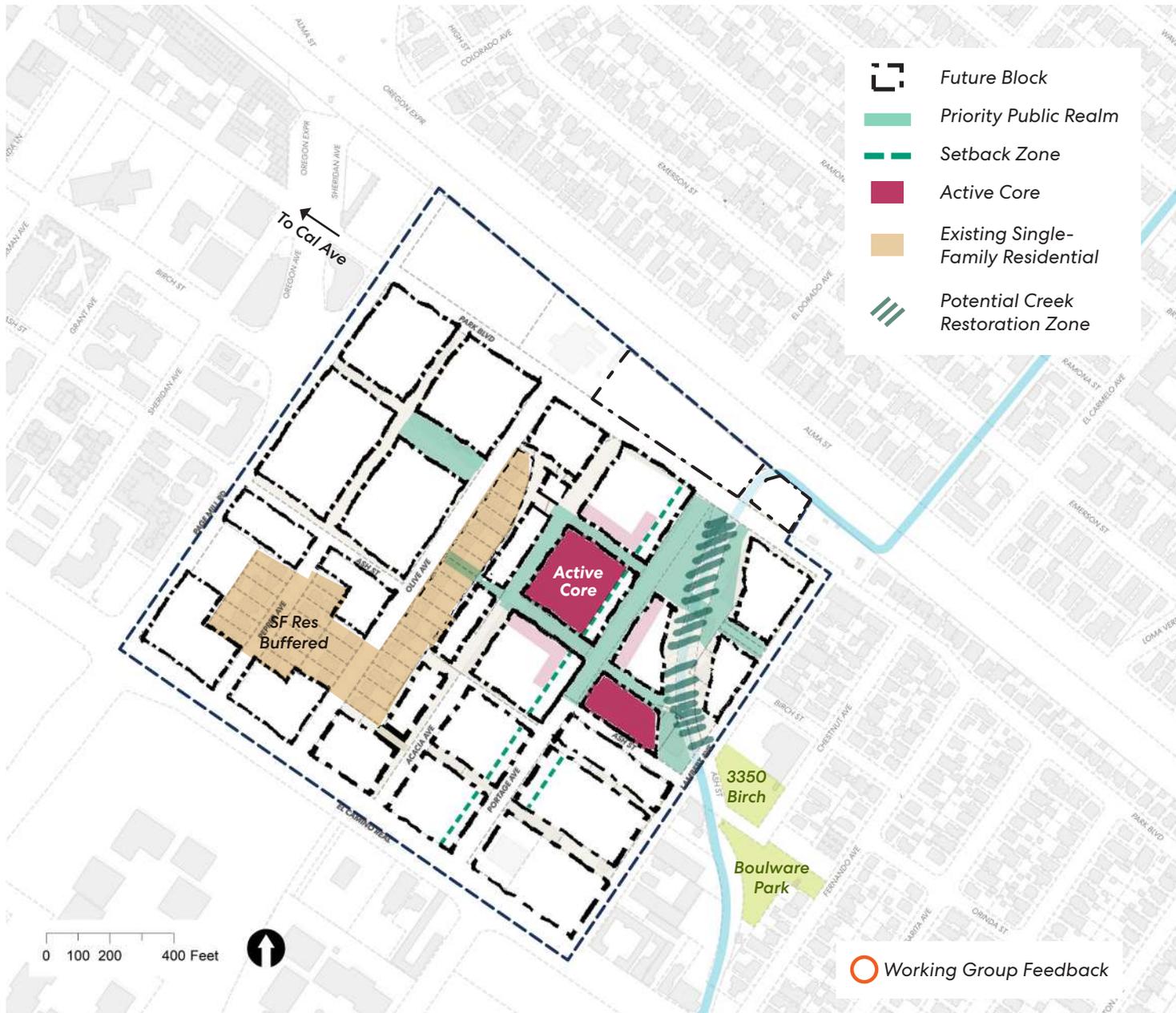


Circulation & Parking

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

Alternative 3: Designed Diversity

12/5/19



District Character

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

Open Space

- Public realm as a connective fabric of the active core

Alternative 3: Designed Diversity

12/5/19

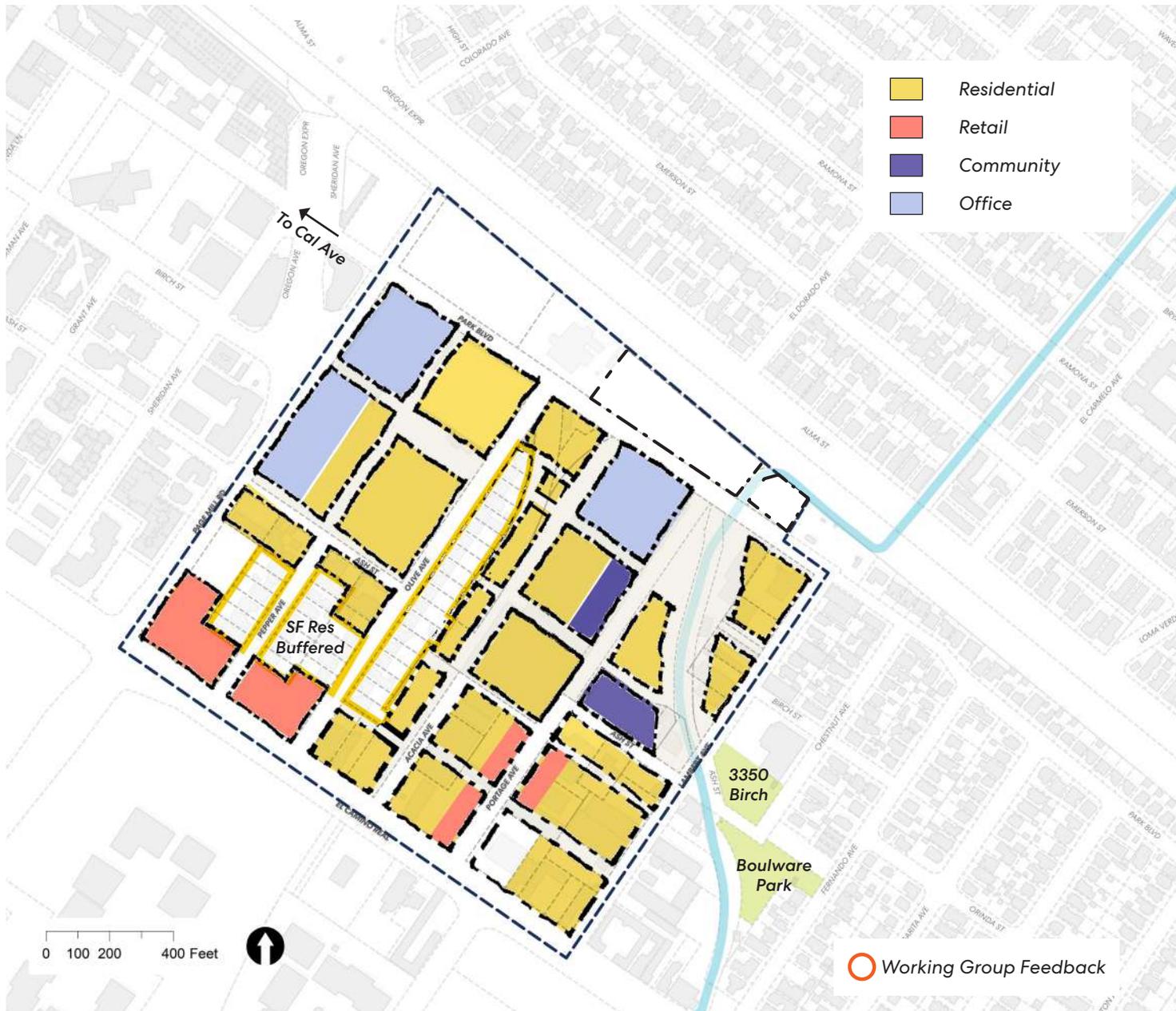


Housing & Height

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

Alternative 3: Designed Diversity

12/5/19



Ground Floor Use & Program

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

Alternative 1: *Leading with Legacy*



Alternative 2: *Adaptive Core*



Alternative 3: *Designed Diversity*



- Residential
- Retail
- Community
- Flex Space
- Office