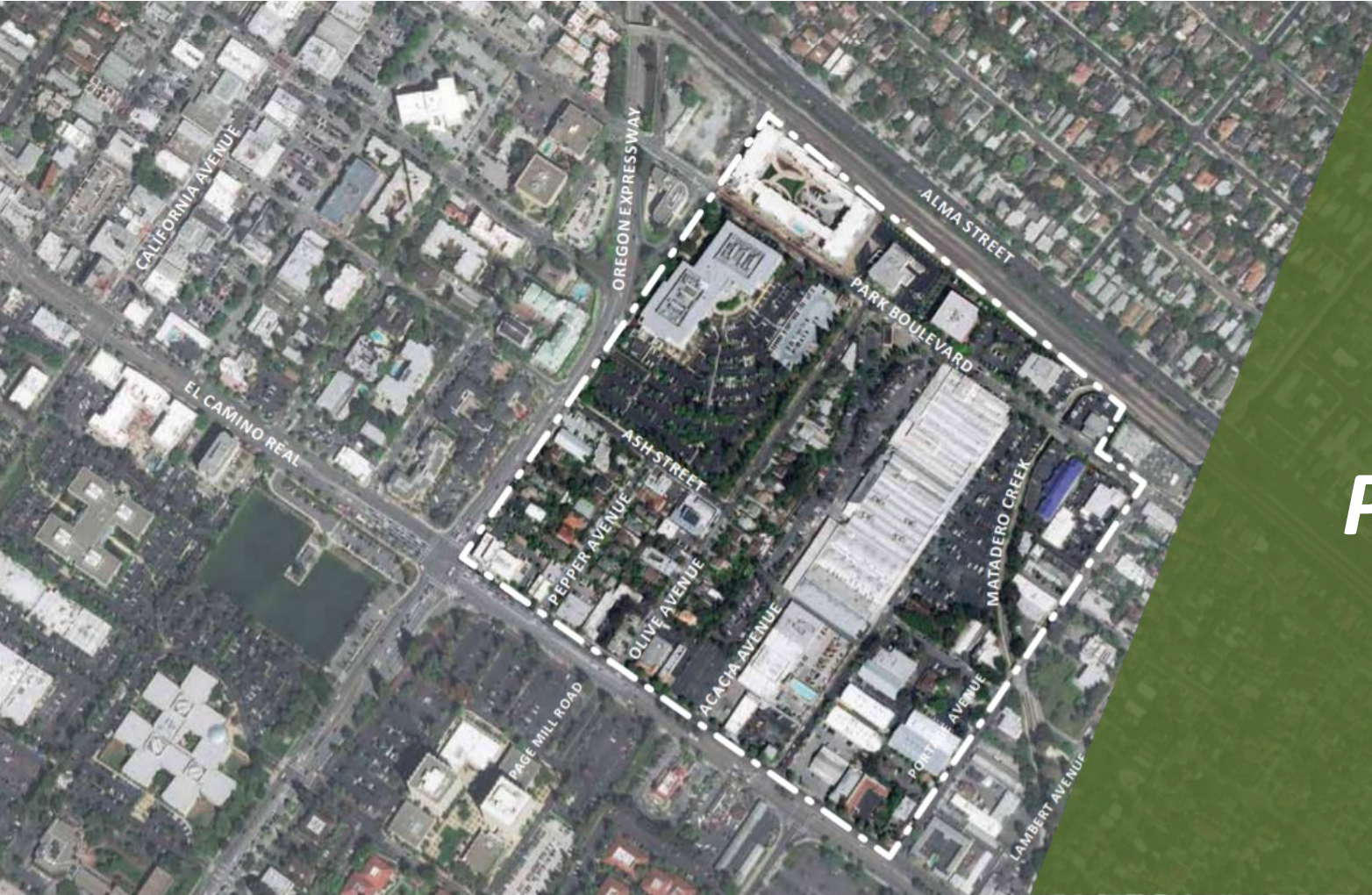




CITY OF PALO ALTO
North Ventura
COORDINATED AREA PLAN



City Council

PLAN ALTERNATIVES (continued)

September 20, 2021

www.paloaltonvcap.org

AGENDA

1. Responses to Questions/Discussion from June 14th Meeting

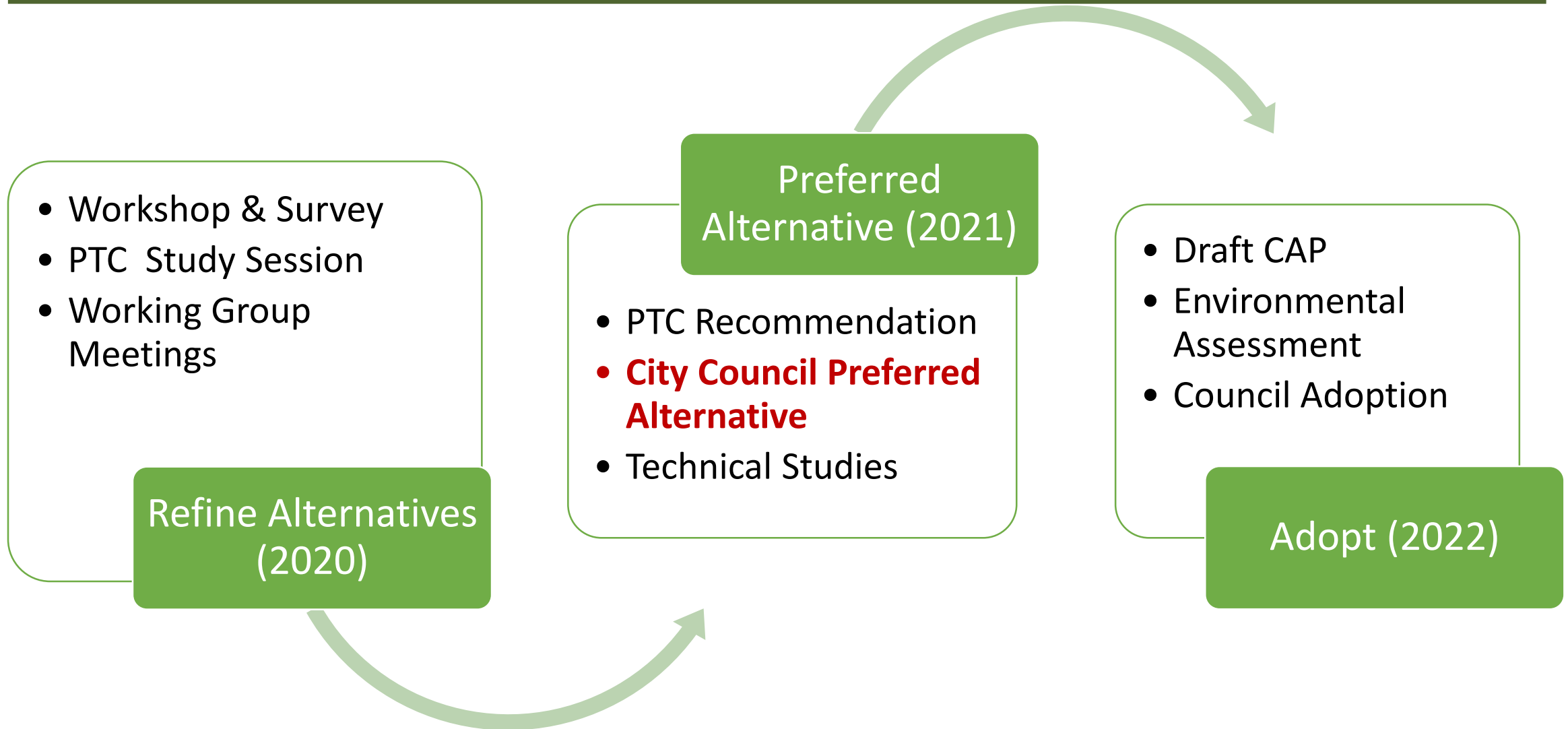
- Mix and match plan components (Att. A)
- Expanded Feasibility Analysis (Att. B)
- Commercial Development as Incentive (Att. C)
- Transportation and Parking (Att. D)



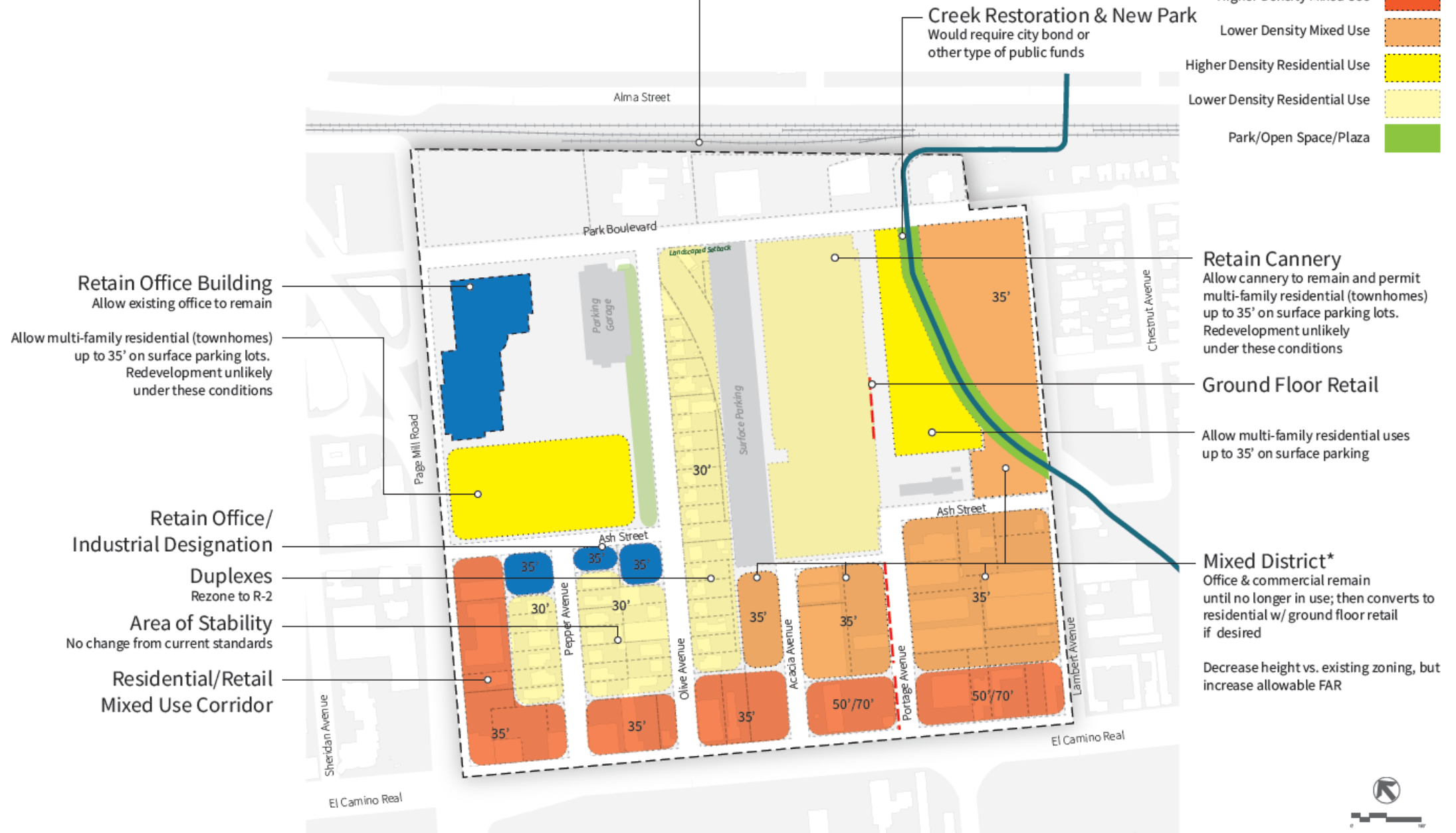
2. Reframe Choices for Preferred Alternative



PROCESS SNAPSHOT



Alternative 1



Alternative 2



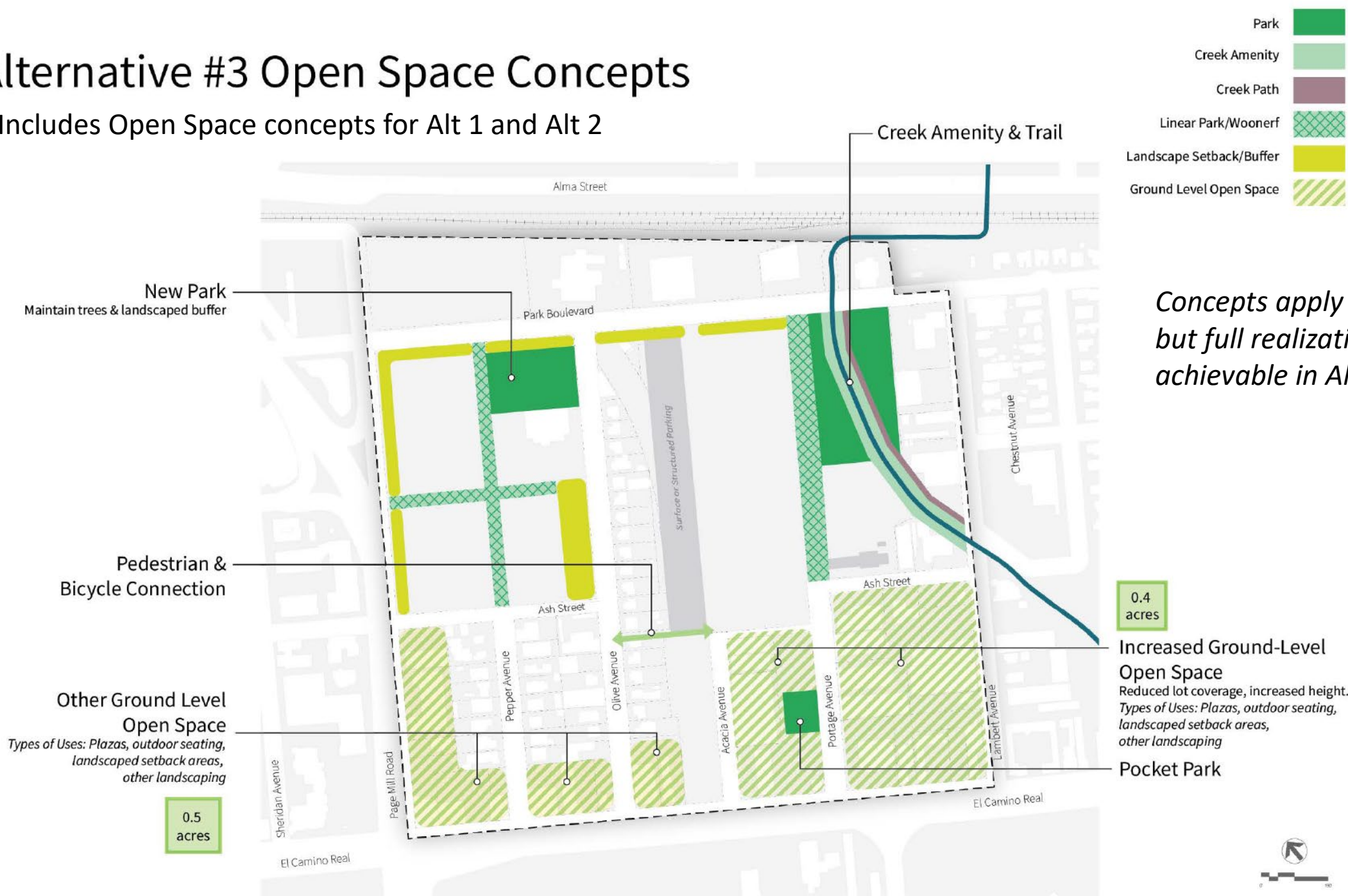
Alternative 3B

- Office/Industrial
- Retail
- Higher Density Mixed Use
- Lower Density Mixed Use
- Higher Density Residential Use
- Lower Density Residential Use
- Park/Open Space/Plaza



Alternative #3 Open Space Concepts

*Includes Open Space concepts for Alt 1 and Alt 2



Concepts apply to all alternatives, but full realization only achievable in Alternative #3B



Transportation Improvements



NEXT STEPS

- City Council selects preferred alternative
- Consultant (Perkins & Will) refines preferred alternative
- Consultant analyzes traffic, transportation improvements, and initiates CEQA analysis
- City Council considers analysis and refinements, directs staff to prepare draft plan and develop EIR



Preferred Alternative Components



MIX & MATCH PLAN COMPONENTS

	Alternative 1	Alternative 2	Alternative 3B
<i>Housing</i>	Townhomes and Corridors	Townhomes, Mid-Rise, Mixed Use	Townhomes, Six-Plexes Mid-Rise, Mixed Use
<i>340 Portage</i>	Maintain Cannery Building	Partial Demolition and Redevelopment	Full Demolition and Redevelopment
<i>Residential Parking</i>	1.5 sp./bedroom to 2 sp./unit	1.5 sp./unit to 2 sp./unit	1 sp./unit



COMPONENTS

1. Housing
2. Affordable Housing
3. Residential Parking Ratios
4. Commercial Uses – Office, R&D
5. Large Sites
 - 340 Portage (Cannery)
 - 395 Page Mill (Cloudera)
6. Retail & Retail-Like Uses
7. Commercial Parking
8. Matadero Creek
9. Parks & Open Space

HOUSING POTENTIAL, BY ALTERNATIVE

<i>Housing Units</i>	<i>Alternatives</i>		
	<i>Alt #1</i>	<i>Alt #2</i>	<i>Alt #3B</i>
Existing	142	142	142
New			
Realistic Potential	500	1,170	1,490
Maximum Potential	860	1,620	2,130



Alt 1 envisions lower density within the core of the district, higher density on the corridors

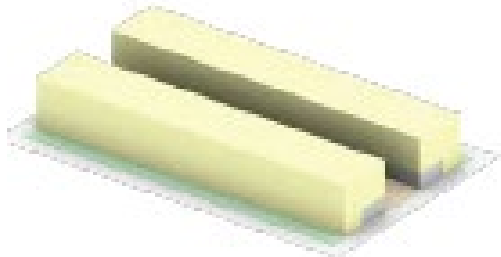
Key differences in Alt 2 and Alt 3 are parking ratios and R&D/office space

HOUSING TYPOLOGIES & TRADE-OFFS

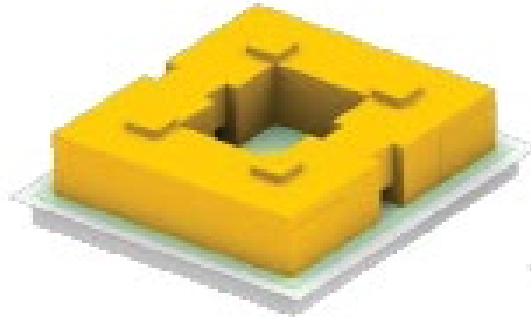
Fewer development impacts,
higher sales/rent prices,
fewer opportunities for retail
and amenities

More development impacts,
more opportunities for retail,
walkability, and amenities

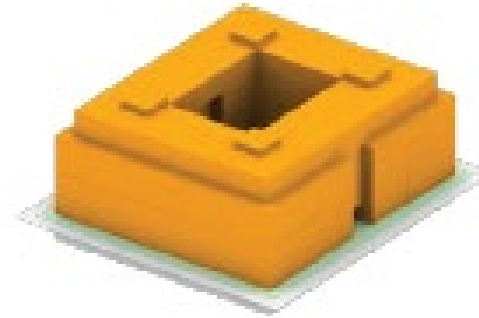
Townhomes



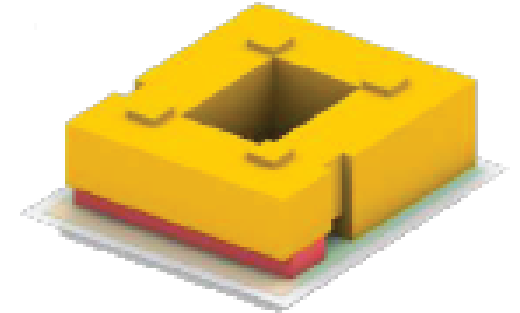
Low-Rise Block



Mid-Rise Block



**+ Neighborhood
Serving Commercial**





AFFORDABLE HOUSING

Proposed Policies

- ☐ ***Height Bonus*** for 100% Affordable or Workforce Housing (up to 70 feet)
- ☐ ***Increasing the inclusionary housing rate*** to 20% for ownership projects and 15% on-site for rental projects – increase to 20% includes 1:1 parking ratio.

Potential Policies

- ☐ Enhanced Infrastructure Financing District (EIFD)
- ☐ Land Dedication

AFFORDABLE HOUSING

Housing Type	Tenure	Parking	Parking Space/Unit	Commercial Parking	15% BMR	20% BMR
Residential Only (Condo/Townhome), 40-45 ft (4-story)	Own	100% below grade	1	NA	Highly Likely	Some-what Likely
Mixed-use, 45 ft (4-story w/ ground floor retail)	Own	50% below grade & 50% podium	1.1	1 sp/250 sq. ft.; exempt 3,000 sq. ft. GF retail	Highly Likely	Highly Likely
Mixed-use, 55 ft (5-story w/ ground floor retail)	Own	50% below grade & 50% podium	1.1	1 sp/250 sq. ft.; exempt 3,000 sq. ft. GF retail	Highly Likely	Highly Likely
Residential Only (Condo/Townhome), 40-45 ft (4-story)	Rent	100% below grade	1	NA	Not Likely	Not Likely
Mixed-use, 45 ft (4-story w/ ground floor retail)	Rent	50% below grade & 50% podium	1.1	1 sp/250 sq. ft.; exempt 3,000 sq. ft. GF retail	Some-what Likely	Some-what Likely
Mixed-use, 55 ft (5-story w/ ground floor retail)	Rent	50% below grade & 50% podium	1.1	1 sp/250 sq. ft.; exempt 3,000 sq. ft. GF retail	Highly Likely	Some-what Likely

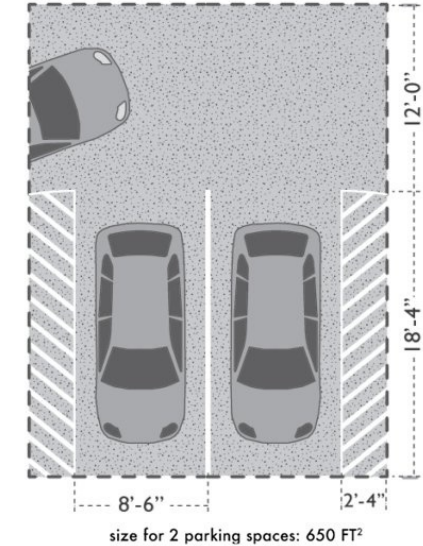
RESIDENTIAL PARKING RATIOS

Options:

- ❑ **Alt 1:** 1 space/bdrm to max 2/unit
- ❑ **Alt 2:** 1.5 space/unit
- ❑ **Alt 3B:** 1 space/unit*

**20% inclusionary for ownership is associated with 1 parking space per unit.*

Living Space vs. Parking Space





COMMERCIAL USES (Office, R&D)

Options:

- ☐ **Alt 1:** Fade over time; rezone parcels to housing and related retail/small professional
- ☐ **Alt 2:** Allow office and research and development square footage to be rebuilt in redeveloped buildings
- ☐ **Alt 3B:** Allow increases in office square footage as proposed
- ☐ **Other: Amortize** active office and research and development uses



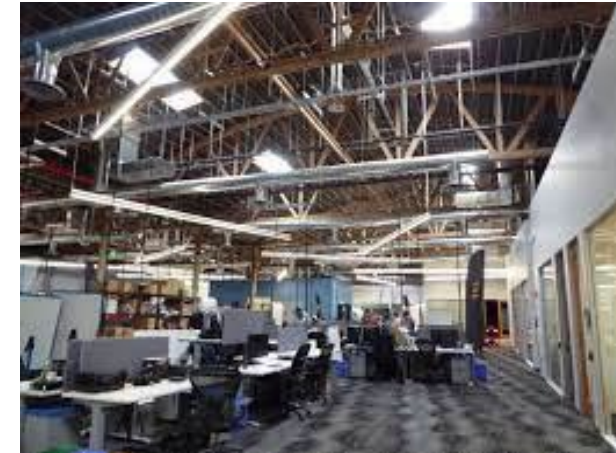
340 PORTAGE/CANNERY

Options:

- ☐ **Alt 1: Adaptive Reuse**
 - ☐ Housing
 - ☐ Office, R&D, Retail
- ☐ **Alt 2 or 3B: Redevelopment**
- ☐ **Other: Concept Proposal**
(includes townhomes)

Ash Office Building

- ☐ **All Alts: Preservation of Ash office**





395 PAGE MILL

- ☐ Mix of Uses
 - Alternatives vary regarding density of new housing and provision of office area
- ☐ Break up large block with walking and biking paths
- ☐ New public park



RETAIL USES

Amount of Retail Space

- ☐ Scale up/down with residential

Location of Retail Space

Potential locations: along ECR, Park Blvd. (near Caltrain) and Portage

Parking Rate

- ☐ Blended rate (like Downtown)
- ☐ Exemptions for small uses

Table 3: Retail Sales Demand and Capture

<i>Retail Sales Captured</i>	<i>Square Feet of Retail Space Per Household</i>
NVCAP captures 25% of total sales	15
NVCAP captures 50% of total sales	30
NVCAP captures 75% of total sales	45
From analysis performed by Strategic Economics 12/27/19	

COMMERCIAL PARKING RATIOS

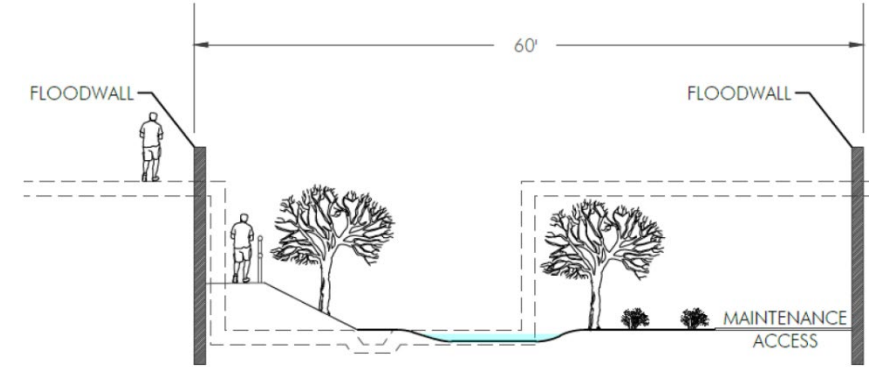
Table 4: Commercial Parking Ration Options

<i>Blended Rate</i>		<i>Ground Floor Exemptions</i>
Same as Downtown Palo Alto: 1 space/250 sq. ft.		Exempt first 1,500 sq. ft. of ground floor commercial
More progressive than the 1 space/250 sq. ft. used in Downtown.		Exempt first 2,000 sq. ft. of ground floor commercial
		Exempt first 3,000 sq. ft. of ground floor commercial



MATADERO CREEK IMPROVEMENTS

- ❑ **Concept 1A (Alt 3B):** Enhance existing easement corridor (65-foot width) and Boulware Park integration
- ❑ **Concept 2A:** moderate expansion, in 85-foot width corridor and Boulware Park integration
- ❑ **Concept 3:** Maximum naturalization, 100-foot width, expansion into Boulware Park





OPEN SPACE

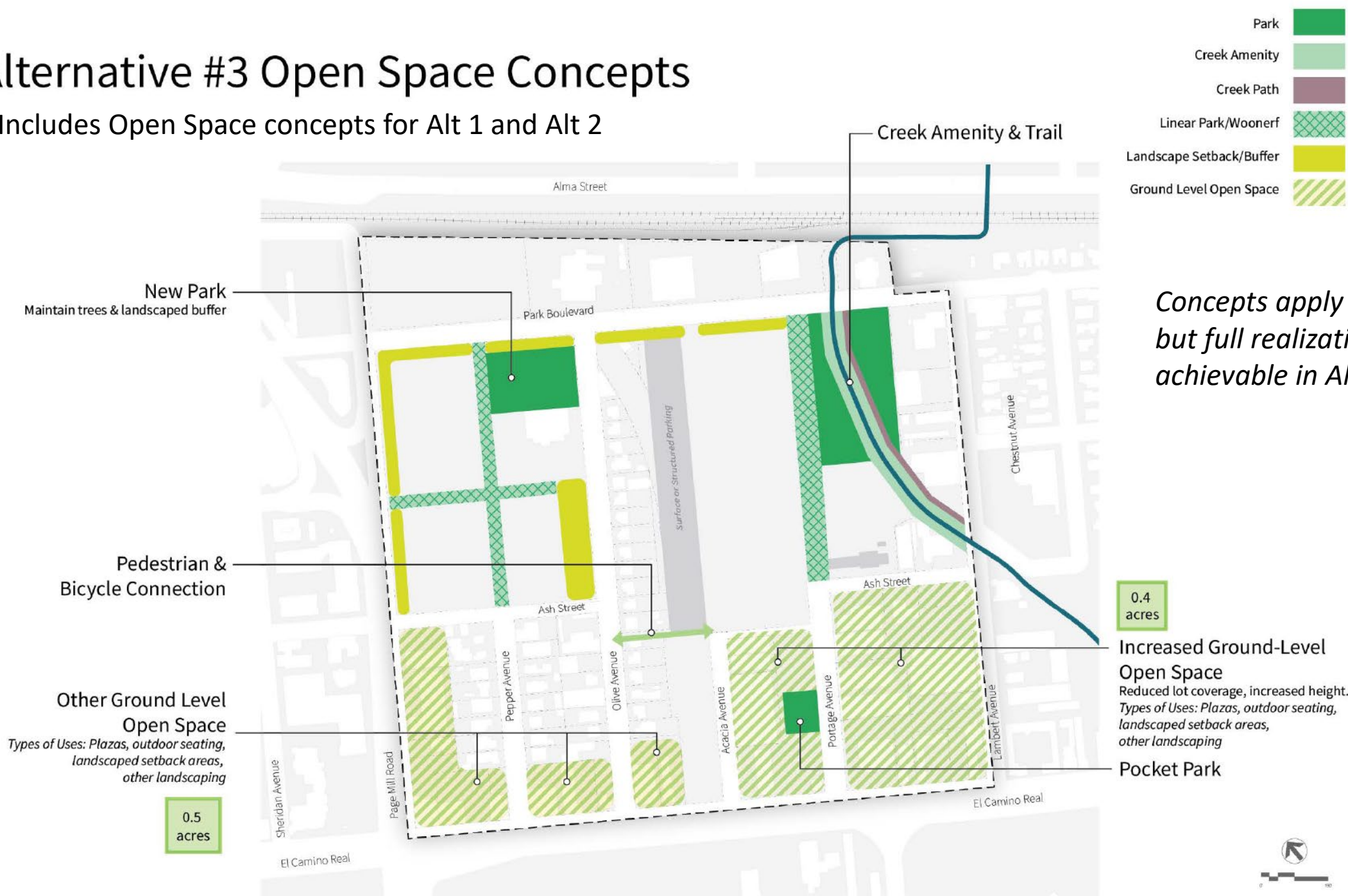
Primary tools:

- Parkland dedication
 - Parks Impact Fees
 - Public Lands/Financing
 - Range of Types: Plazas, Greenways, POPOS
-
- Park in Alt 3B has most park space
 - Can consider more privately owned public open space



Alternative #3 Open Space Concepts

*Includes Open Space concepts for Alt 1 and Alt 2



Concepts apply to all alternatives, but full realization only achievable in Alternative #3B





Discussion & Action



COUNCIL DISCUSSION & ACTION

- ☐ Select Components of Council Preferred Alternative
- ☐ Provide Direction to Staff

PTC AND STAFF RECOMMENDATION

Planning & Transportation Commission and City staff recommend “Alternative #3B” as the preferred alternative

Alternative 3B





CITY OF PALO ALTO

North Ventura

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