



CITY OF
**PALO
ALTO**

NORTH VENTURA COORDINATED AREA PLAN COMMUNITY SURVEY

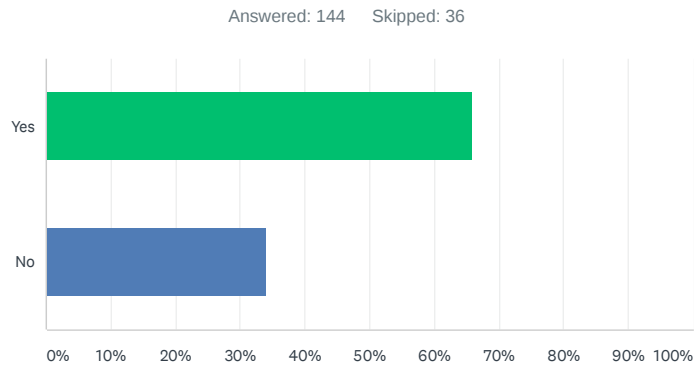
SUMMARY DATA
Compiled April 23, 2020

Q1 Contact Information

Answered: 145 Skipped: 35

ANSWER CHOICES	RESPONSES	
Name	100.00%	145
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	98.62%	143
Phone Number	0.00%	0

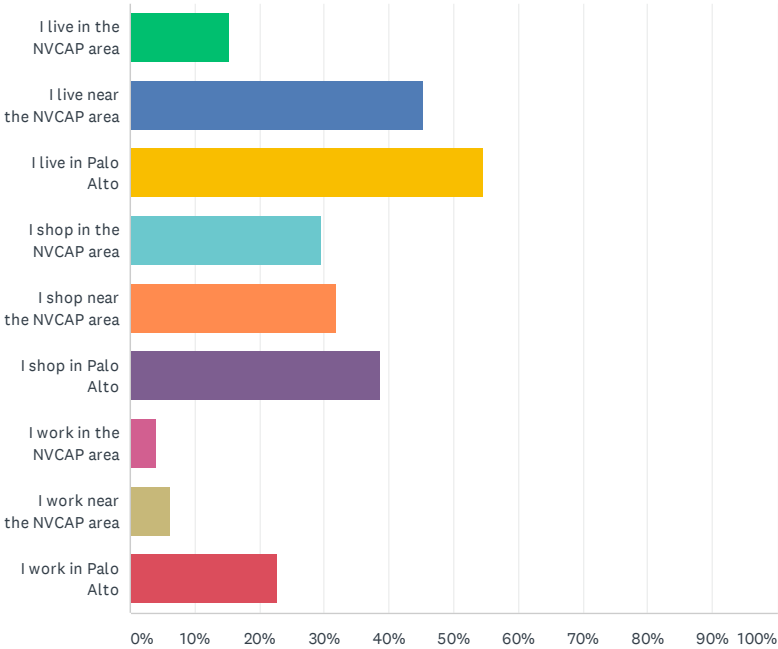
Q2 I would like to be added to the NVCAP mailing list.



ANSWER CHOICES	RESPONSES	
Yes	65.97%	95
No	34.03%	49
TOTAL		144

Q3 My relationship to the NVCAP area is:

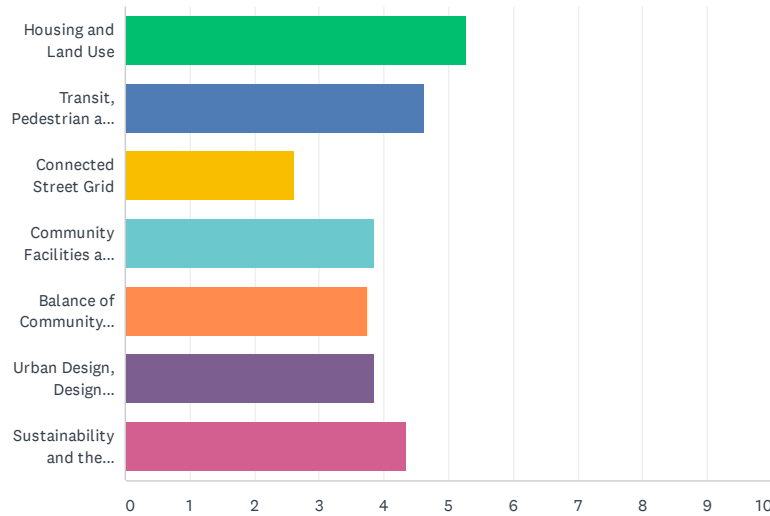
Answered: 176 Skipped: 4



ANSWER CHOICES	RESPONSES	
I live in the NVCAP area	15.34%	27
I live near the NVCAP area	45.45%	80
I live in Palo Alto	54.55%	96
I shop in the NVCAP area	29.55%	52
I shop near the NVCAP area	31.82%	56
I shop in Palo Alto	38.64%	68
I work in the NVCAP area	3.98%	7
I work near the NVCAP area	6.25%	11
I work in Palo Alto	22.73%	40
Total Respondents: 176		

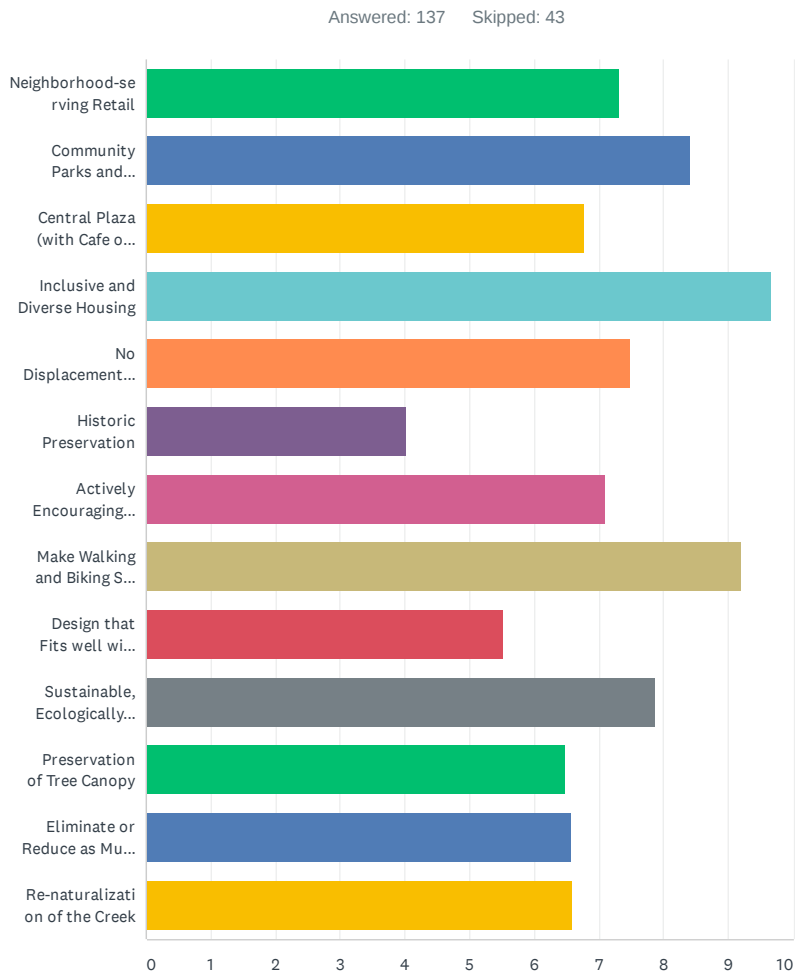
Q4 Goals: The City Council adopted seven goals for the NVCAP area. Read more about these goals [here](#). Please rank these goals in order of importance, with #1 being the most important.

Answered: 141 Skipped: 39



	1	2	3	4	5	6	7	TOTAL	SCORE
Housing and Land Use	45.26% 62	16.06% 22	8.03% 11	7.30% 10	5.11% 7	11.68% 16	6.57% 9	137	5.28
Transit, Pedestrian and Bicycle Connections	8.03% 11	31.39% 43	21.17% 29	14.60% 20	8.03% 11	12.41% 17	4.38% 6	137	4.62
Connected Street Grid	2.29% 3	4.58% 6	8.40% 11	12.98% 17	16.79% 22	19.08% 25	35.88% 47	131	2.62
Community Facilities and Infrastructure	9.70% 13	10.45% 14	12.69% 17	20.90% 28	21.64% 29	16.42% 22	8.21% 11	134	3.84
Balance of Community Interests	14.29% 19	12.03% 16	11.28% 15	13.53% 18	14.29% 19	15.04% 20	19.55% 26	133	3.75
Urban Design, Design Guidelines, and Neighborhood Fabric	9.63% 13	12.59% 17	21.48% 29	10.37% 14	16.30% 22	14.81% 20	14.81% 20	135	3.85
Sustainability and the Environment	14.60% 20	14.60% 20	18.98% 26	20.44% 28	15.33% 21	8.03% 11	8.03% 11	137	4.36

Q5 Priorities: The Working Group identified several priorities that, if achieved, would help realize the Working Group’s vision statement. Read the vision statement here. Please rank these priorities in order of importance, with #1 being the most important.



North Ventura Coordinated Area Plan (NVCAP) Community Survey

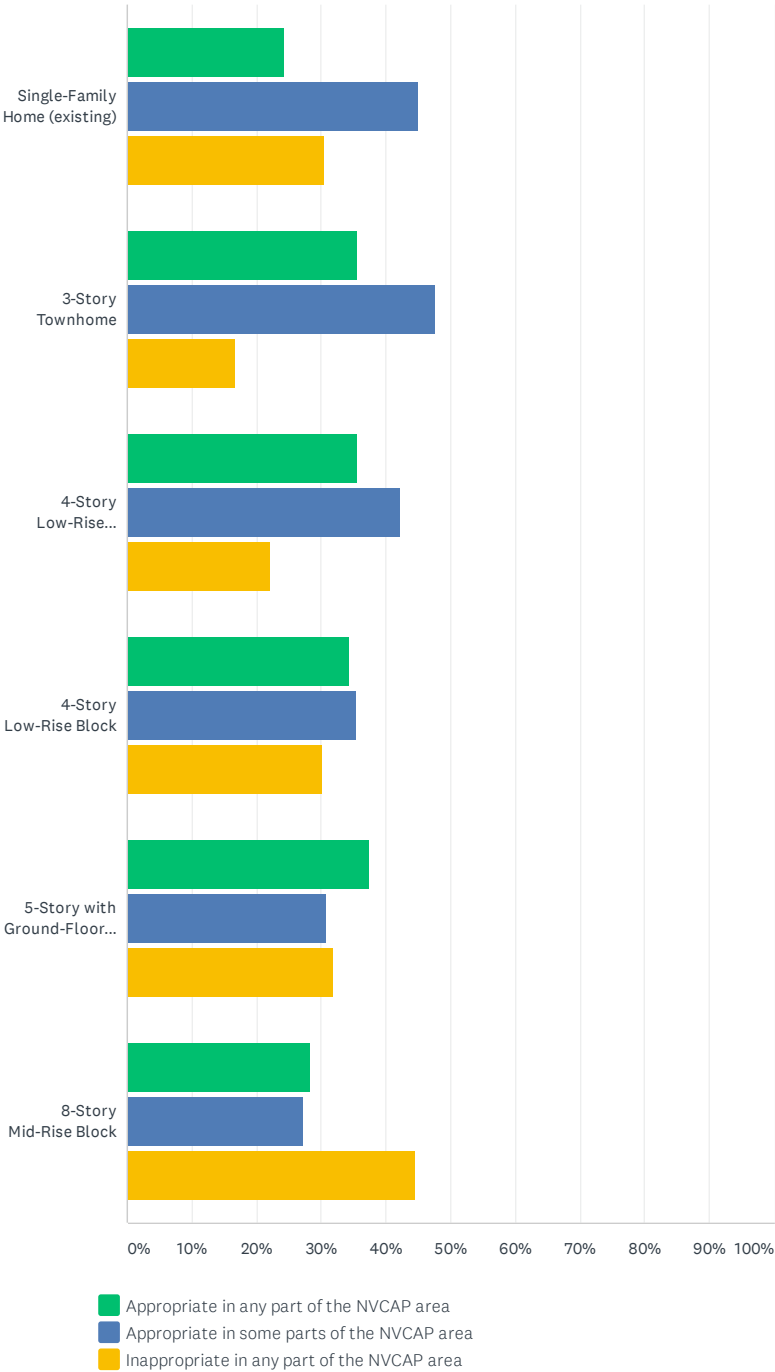
	1	2	3	4	5	6	7	8	9	10	11	12	13
Neighborhood-serving Retail	4.58% 6	6.87% 9	11.45% 15	9.92% 13	9.16% 12	9.16% 12	7.63% 10	9.16% 12	6.87% 9	9.92% 13	2.29% 3	6.87% 9	6.11% 8
Community Parks and Gardens	4.62% 6	6.15% 8	10.00% 13	20.77% 27	11.54% 15	15.38% 20	7.69% 10	8.46% 11	5.38% 7	3.08% 4	3.85% 5	3.08% 4	0.00% 0
Central Plaza (with Cafe or Pub)	6.35% 8	5.56% 7	12.70% 16	3.17% 4	9.52% 12	5.56% 7	8.73% 11	6.35% 8	8.73% 11	6.35% 8	11.11% 14	8.73% 11	7.14% 9
Inclusive and Diverse Housing	40.30% 54	9.70% 13	6.72% 9	7.46% 10	3.73% 5	3.73% 5	3.73% 5	3.73% 5	4.48% 6	5.22% 7	3.73% 5	2.99% 4	4.48% 6
No Displacement of Current Residents	8.80% 11	8.80% 11	12.00% 15	6.40% 8	9.60% 12	8.00% 10	6.40% 8	6.40% 8	4.80% 6	8.00% 10	7.20% 9	7.20% 9	6.40% 8
Historic Preservation	5.65% 7	6.45% 8	2.42% 3	0.81% 1	1.61% 2	1.61% 2	1.61% 2	4.84% 6	5.65% 7	9.68% 12	4.84% 6	12.90% 16	41.94% 52
Actively Encouraging Arts, Culture, and Community	3.15% 4	3.15% 4	6.30% 8	8.66% 11	13.39% 17	11.02% 14	11.02% 14	11.81% 15	13.39% 17	6.30% 8	3.94% 5	5.51% 7	2.36% 3
Make Walking and Biking Safe and Pleasant to and from Likely Destinations	9.30% 12	24.81% 32	10.08% 13	8.53% 11	9.30% 12	10.85% 14	7.75% 10	3.88% 5	6.98% 9	1.55% 2	3.88% 5	2.33% 3	0.78% 1
Design that Fits well with Existing Context	3.23% 4	4.03% 5	7.26% 9	8.87% 11	4.84% 6	2.42% 3	5.65% 7	6.45% 8	4.84% 6	7.26% 9	17.74% 22	18.55% 23	8.87% 11
Sustainable, Ecologically Aware Design	6.87% 9	14.50% 19	6.87% 9	9.92% 13	8.40% 11	9.16% 12	9.16% 12	8.40% 11	5.34% 7	6.87% 9	5.34% 7	6.11% 8	3.05% 4
Preservation of Tree Canopy	1.61% 2	5.65% 7	7.26% 9	6.45% 8	7.26% 9	6.45% 8	12.90% 16	8.06% 10	12.10% 15	15.32% 19	9.68% 12	1.61% 2	5.65% 7
Eliminate or Reduce as Much Cut-through Traffic as Possible	7.03% 9	5.47% 7	4.69% 6	7.03% 9	7.81% 10	9.38% 12	6.25% 8	7.81% 10	10.94% 14	7.81% 10	9.38% 12	11.72% 15	4.69% 6
Re-naturalization of the Creek	3.97% 5	5.56% 7	9.52% 12	7.94% 10	5.56% 7	8.73% 11	7.14% 9	11.11% 14	5.56% 7	7.94% 10	11.90% 15	8.73% 11	6.35% 8

Q6 Do you have additional goals or priorities for the area? (1000 character limit)

Answered: 84 Skipped: 96

Q7 Please indicate your preferences for these building typologies in the NVCAP area.

Answered: 115 Skipped: 65



North Ventura Coordinated Area Plan (NVCAP) Community Survey

	APPROPRIATE IN ANY PART OF THE NVCAP AREA	APPROPRIATE IN SOME PARTS OF THE NVCAP AREA	INAPPROPRIATE IN ANY PART OF THE NVCAP AREA	TOTAL	WEIGHTED AVERAGE
Single-Family Home (existing)	24.32% 27	45.05% 50	30.63% 34	111	2.06
3-Story Townhome	35.51% 38	47.66% 51	16.82% 18	107	1.81
4-Story Low- Rise Greenway	35.58% 37	42.31% 44	22.12% 23	104	1.87
4-Story Low- Rise Block	34.38% 33	35.42% 34	30.21% 29	96	1.96
5-Story with Ground-Floor Retail	37.50% 39	30.77% 32	31.73% 33	104	1.94
8-Story Mid- Rise Block	28.16% 29	27.18% 28	44.66% 46	103	2.17

Q8 3-Story Townhome

Answered: 55 Skipped: 125

ANSWER CHOICES	RESPONSES	
Pros	72.73%	40
Cons	85.45%	47
Suggestions	50.91%	28
Questions	21.82%	12

Q9 4-Story Low-Rise Greenway

Answered: 46 Skipped: 134

ANSWER CHOICES	RESPONSES	
Pros	76.09%	35
Cons	69.57%	32
Suggestions	50.00%	23
Questions	21.74%	10

Q10 4-Story Low-Rise Block

Answered: 43 Skipped: 137

ANSWER CHOICES	RESPONSES	
Pros	69.77%	30
Cons	74.42%	32
Suggestions	48.84%	21
Questions	20.93%	9

Q11 5-Story with Ground-Floor Retail

Answered: 54 Skipped: 126

ANSWER CHOICES	RESPONSES	
Pros	68.52%	37
Cons	68.52%	37
Suggestions	46.30%	25
Questions	22.22%	12

Q12 8-Story Mid-Rise Block

Answered: 62 Skipped: 118

ANSWER CHOICES	RESPONSES	
Pros	70.97%	44
Cons	72.58%	45
Suggestions	45.16%	28
Questions	19.35%	12

Q13 If there are any variant typologies (ex. 2-story townhomes, 10-story blocks, etc.) that you would be interested in seeing in the plan area that are not represented here, please indicate your preferences, as well as where you feel they would be appropriate. (1000 character limit)

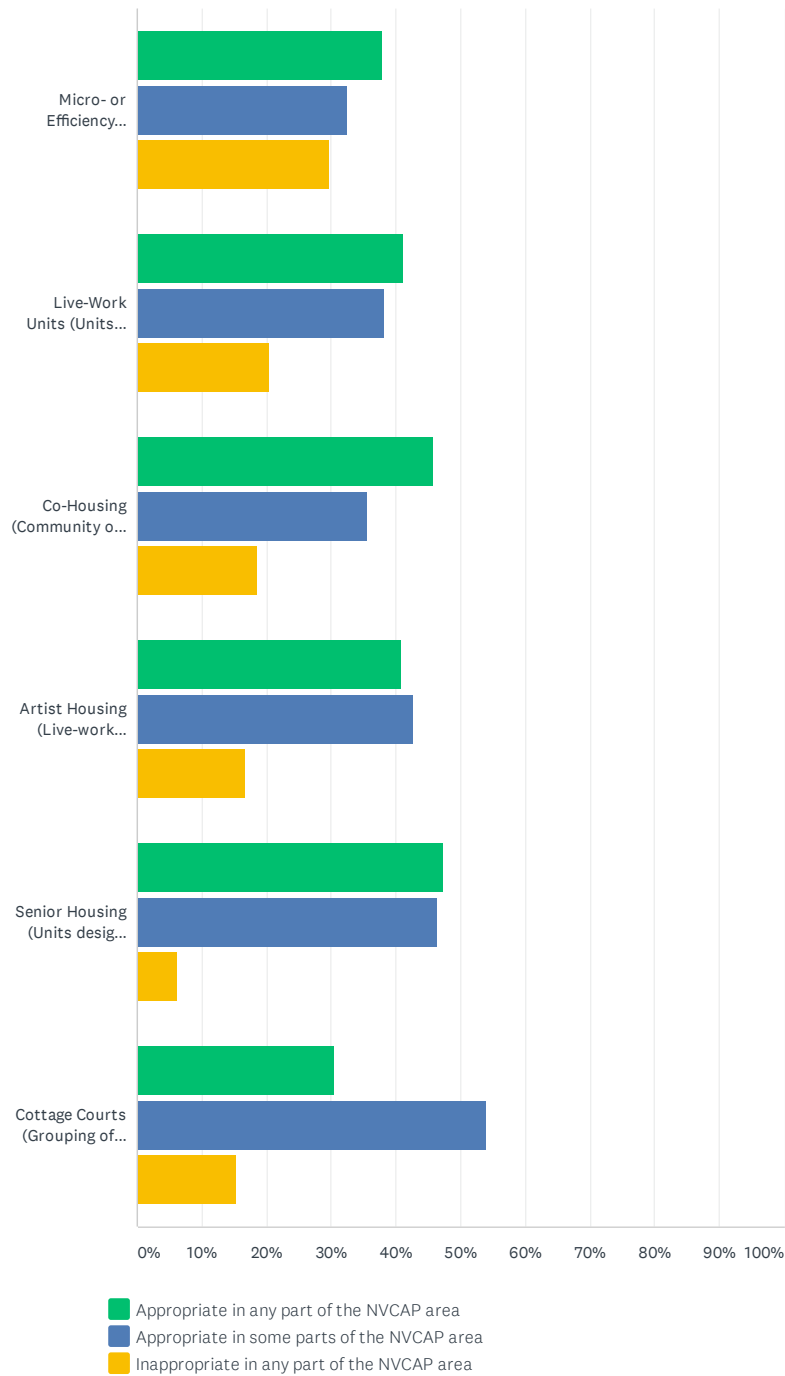
Answered: 42 Skipped: 138

Q14 If you would like to provide images of these preferences, please do so below.

Answered: 1 Skipped: 179

Q15 A number of non-traditional housing ideas have been suggested by Working Group and community members. Please indicate your preferences for these housing types.

Answered: 113 Skipped: 67

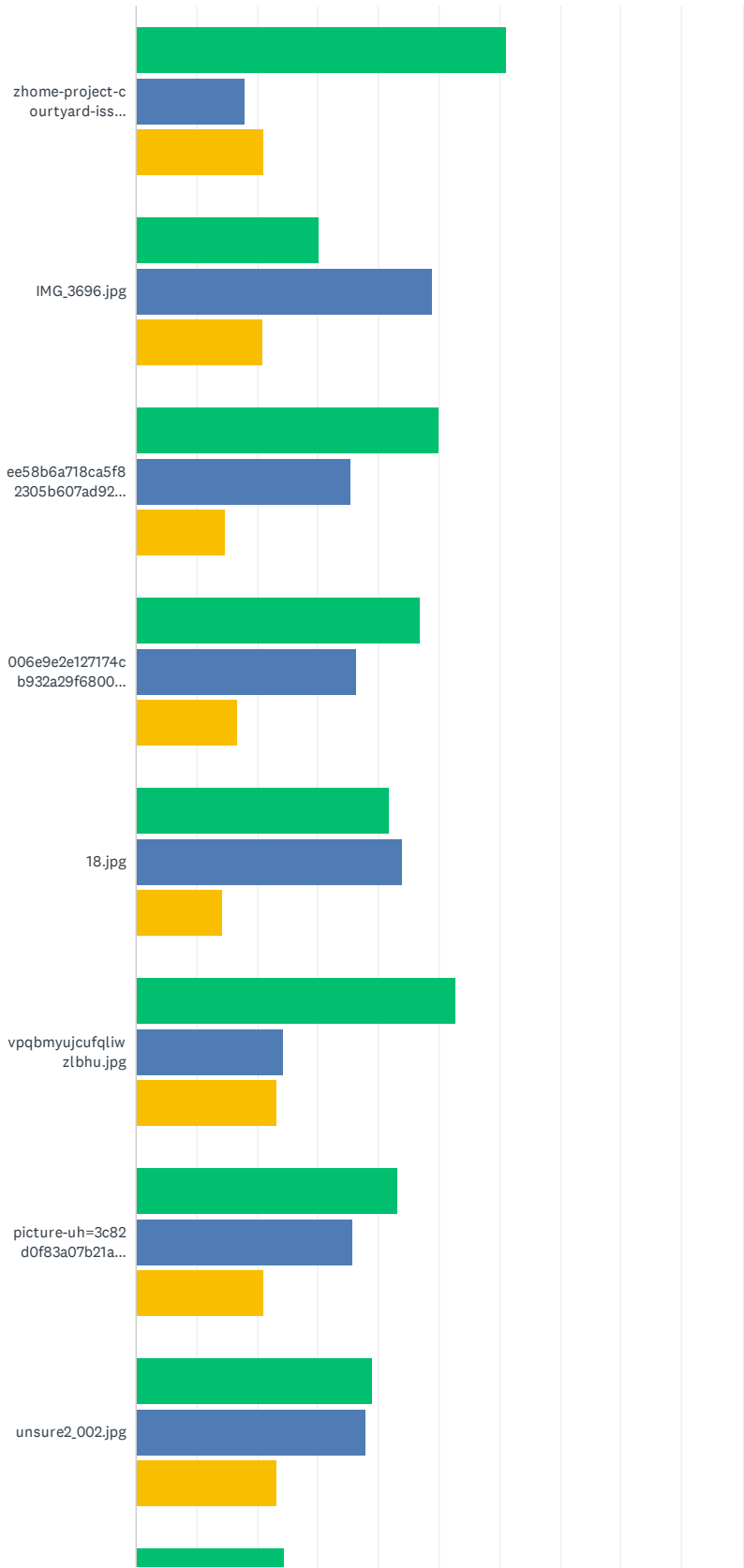


North Ventura Coordinated Area Plan (NVCAP) Community Survey

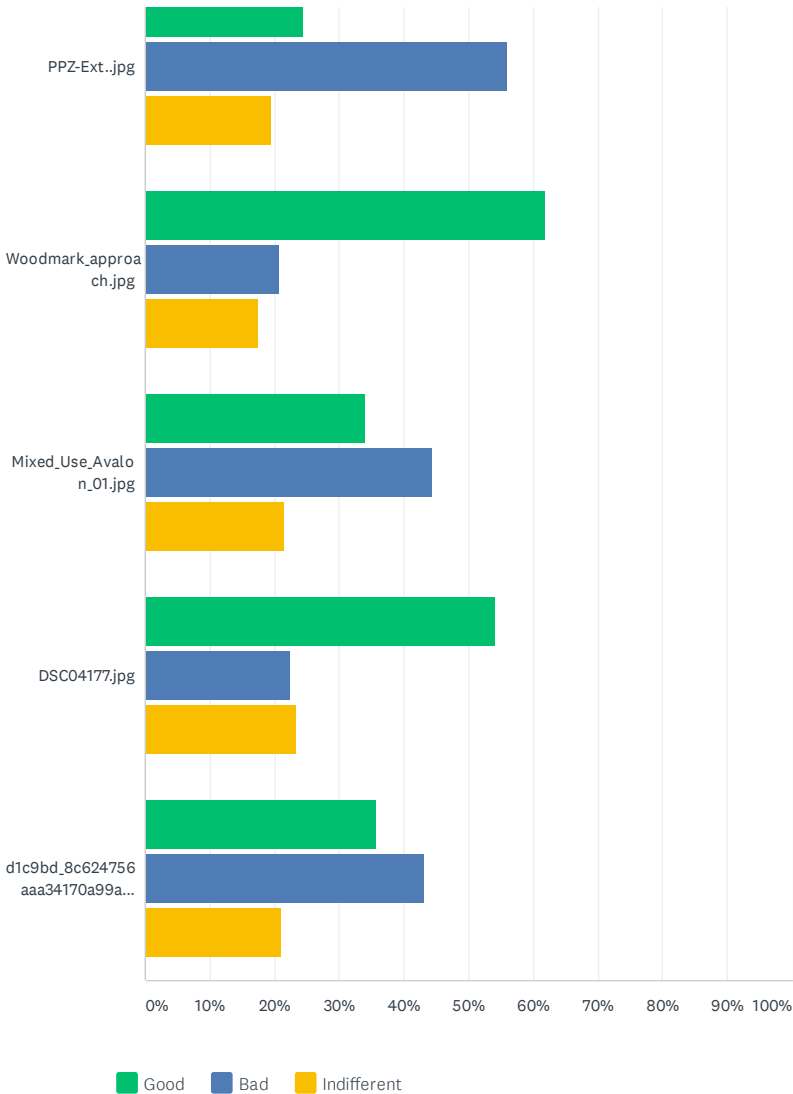
	APPROPRIATE IN ANY PART OF THE NVCAP AREA	APPROPRIATE IN SOME PARTS OF THE NVCAP AREA	INAPPROPRIATE IN ANY PART OF THE NVCAP AREA	TOTAL
Micro- or Efficiency Units (Units of 350 square feet or less, located near transit, with no required parking)	37.84% 42	32.43% 36	29.73% 33	111
Live-Work Units (Units that contain both workspace with living quarters)	41.12% 44	38.32% 41	20.56% 22	107
Co-Housing (Community of units sharing common areas and collaborative decision-making)	45.79% 49	35.51% 38	18.69% 20	107
Artist Housing (Live-work studios aimed at those working in creative disciplines)	40.74% 44	42.59% 46	16.67% 18	108
Senior Housing (Units designed to accommodate seniors)	47.27% 52	46.36% 51	6.36% 7	110
Cottage Courts (Grouping of small homes facing an inward, centralized courtyard)	30.63% 34	54.05% 60	15.32% 17	111

Q16 Please let us know how you feel about the following housing styles.
Indicate particular features or aspects of each design that you like or dislike (i.e., material, scale, lighting, activities, etc.).


Answered: 104 Skipped: 76



North Ventura Coordinated Area Plan (NVCAP) Community Survey



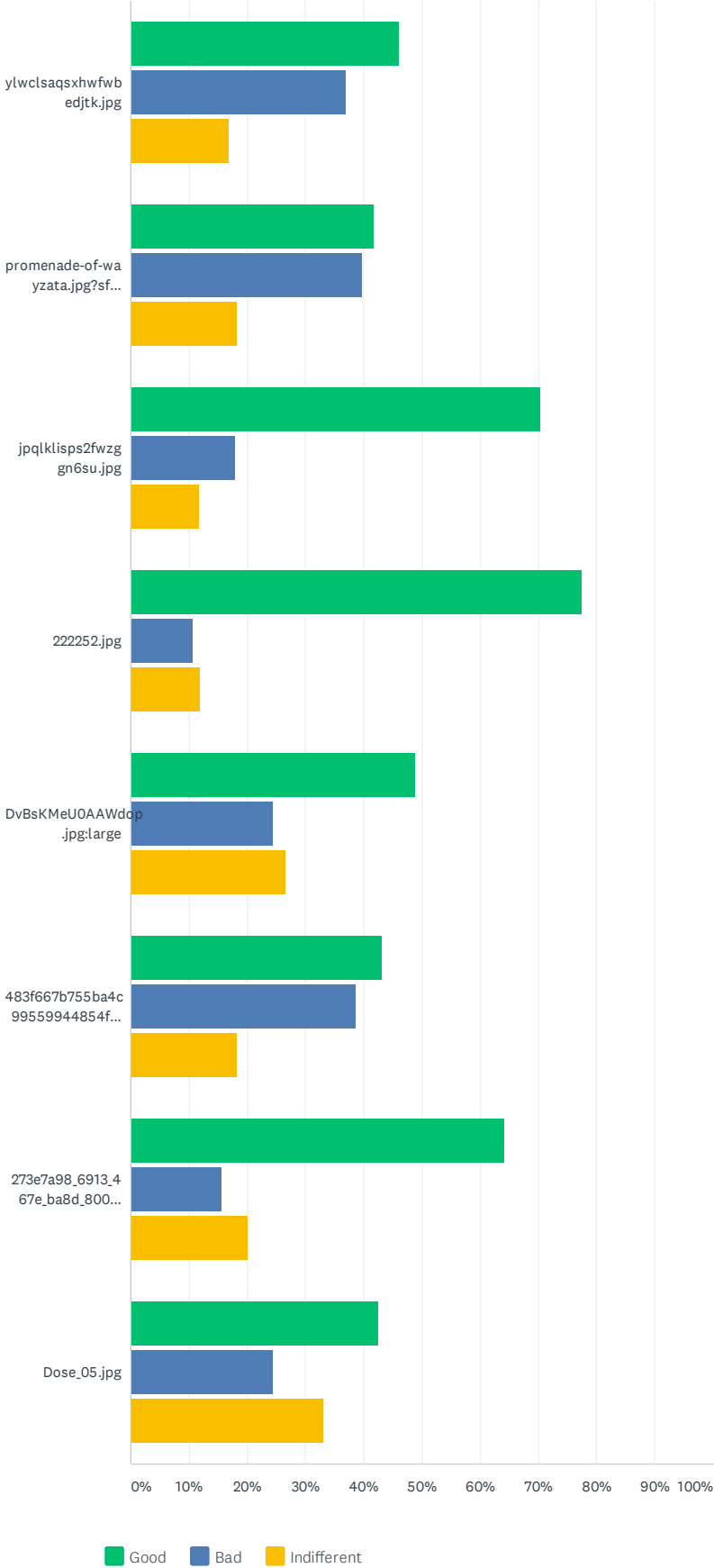
North Ventura Coordinated Area Plan (NVCAP) Community Survey

	GOOD	BAD	INDIFFERENT	TOTAL	WEIGHTED AVERAGE
	61.05% 58	17.89% 17	21.05% 20	95	1.60
	30.21% 29	48.96% 47	20.83% 20	96	1.91
	50.00% 48	35.42% 34	14.58% 14	96	1.65
	46.88% 45	36.46% 35	16.67% 16	96	1.70
	41.84% 41	43.88% 43	14.29% 14	98	1.72
	52.63% 50	24.21% 23	23.16% 22	95	1.71
	43.16% 41	35.79% 34	21.05% 20	95	1.78
	38.95% 37	37.89% 36	23.16% 22	95	1.84
	24.49% 24	56.12% 55	19.39% 19	98	1.95
	61.86% 60	20.62% 20	17.53% 17	97	1.56
	34.02% 33	44.33% 43	21.65% 21	97	1.88
	54.08% 53	22.45% 22	23.47% 23	98	1.69
	35.79% 34	43.16% 41	21.05% 20	95	1.85









Q17 Please let us know how you feel about the following office and retail styles. Indicate particular features or aspects of each design that you like or dislike (i.e., material, scale, lighting, activities, etc.).

Answered: 103 Skipped: 77

North Ventura Coordinated Area Plan (NVCAP) Community Survey



North Ventura Coordinated Area Plan (NVCAP) Community Survey

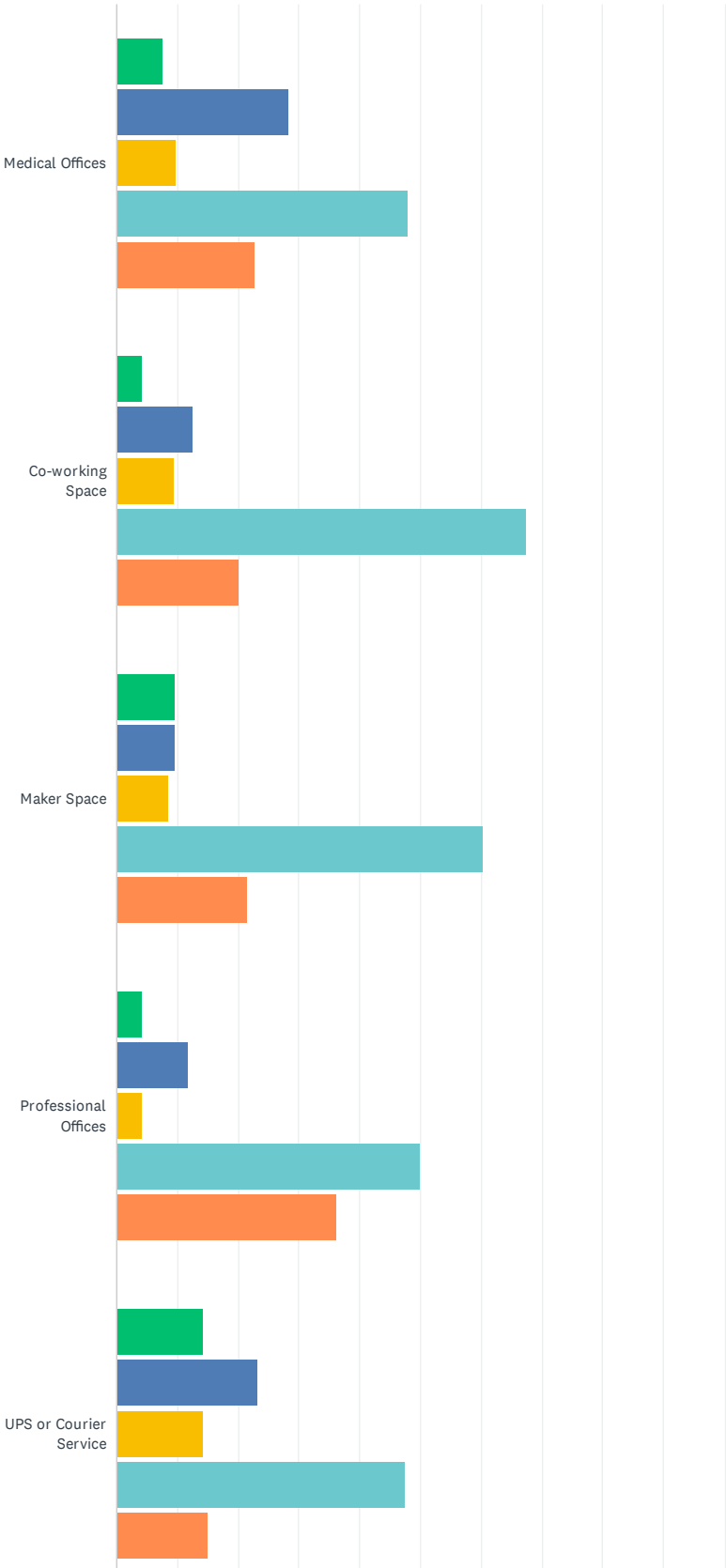
	GOOD	BAD	INDIFFERENT	TOTAL	WEIGHTED AVERAGE
	46.07% 41	37.08% 33	16.85% 15	89	1.71
	41.94% 39	39.78% 37	18.28% 17	93	1.76
	70.21% 66	18.09% 17	11.70% 11	94	1.41
	77.42% 72	10.75% 10	11.83% 11	93	1.34
	48.94% 46	24.47% 23	26.60% 25	94	1.78
	43.01% 40	38.71% 36	18.28% 17	93	1.75
	64.21% 61	15.79% 15	20.00% 19	95	1.56
	42.55% 40	24.47% 23	32.98% 31	94	1.90

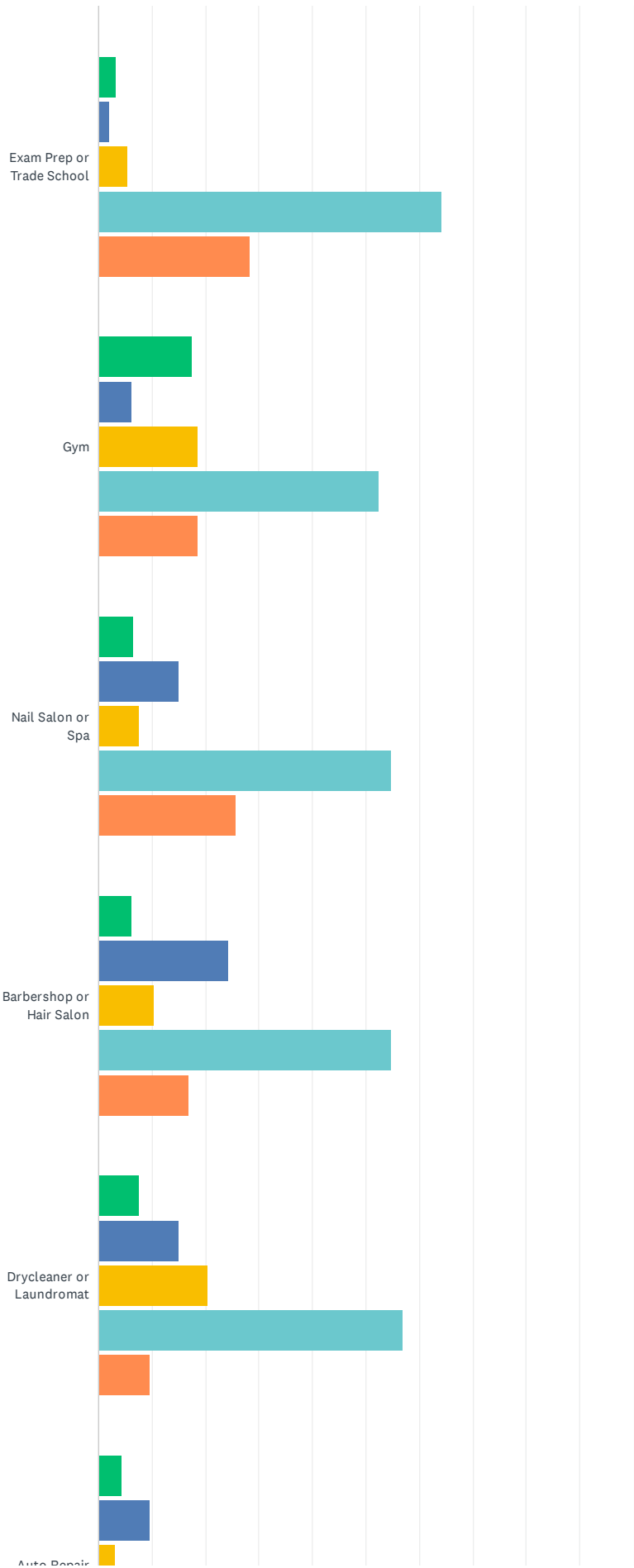
Q18 If you would like to provide images of architectural styles you want to see in the plan area, please do so below.

Answered: 3 Skipped: 177

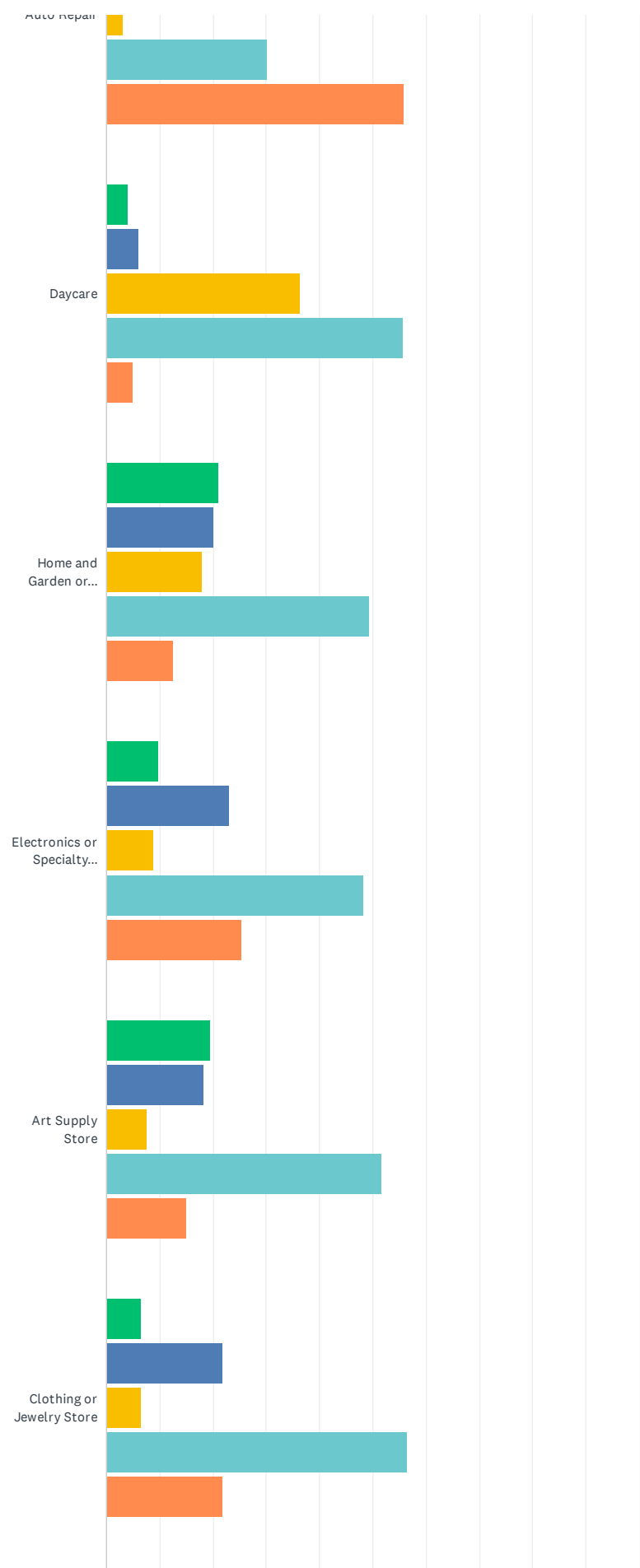
Q19 The list below includes businesses, services, and other land uses that could be allowed in the NVCAP area. Please review the list and note how you rate each use. (You may check multiple boxes for each use.)

Answered: 104 Skipped: 76

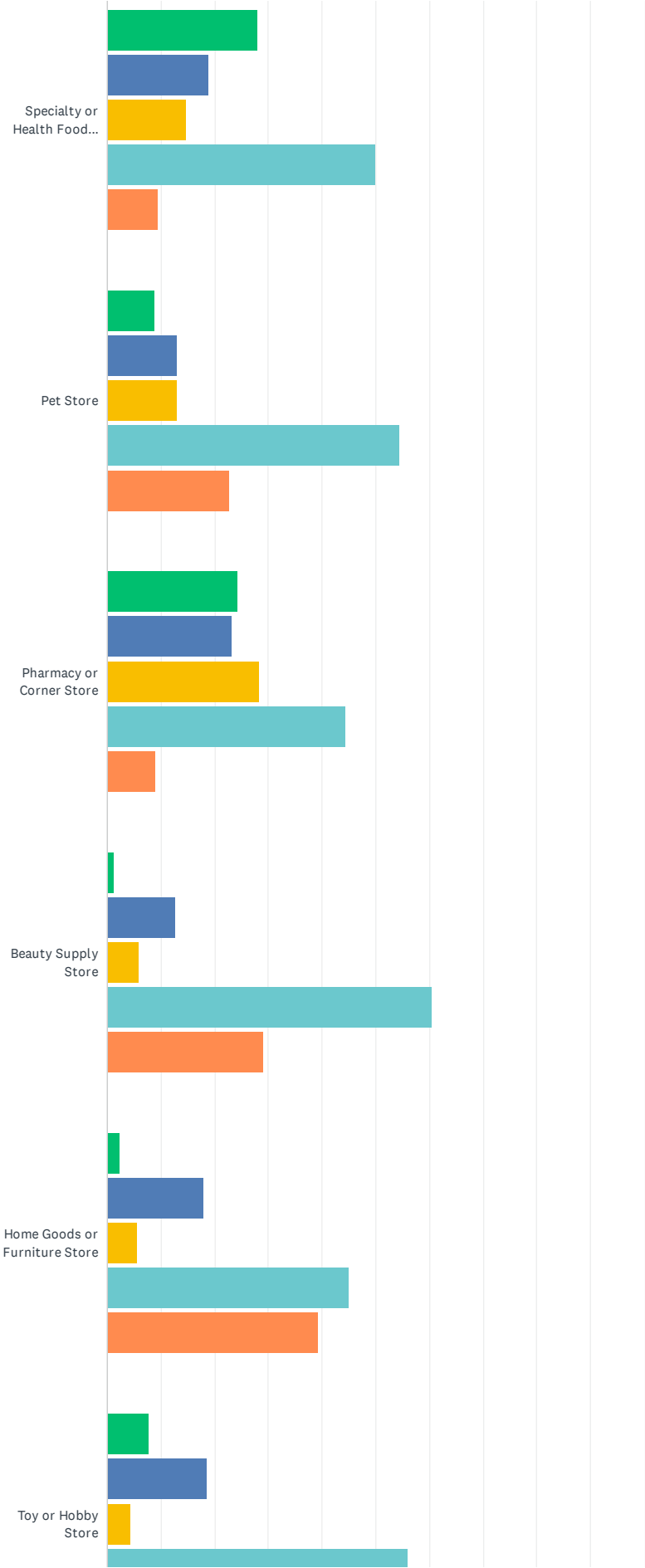




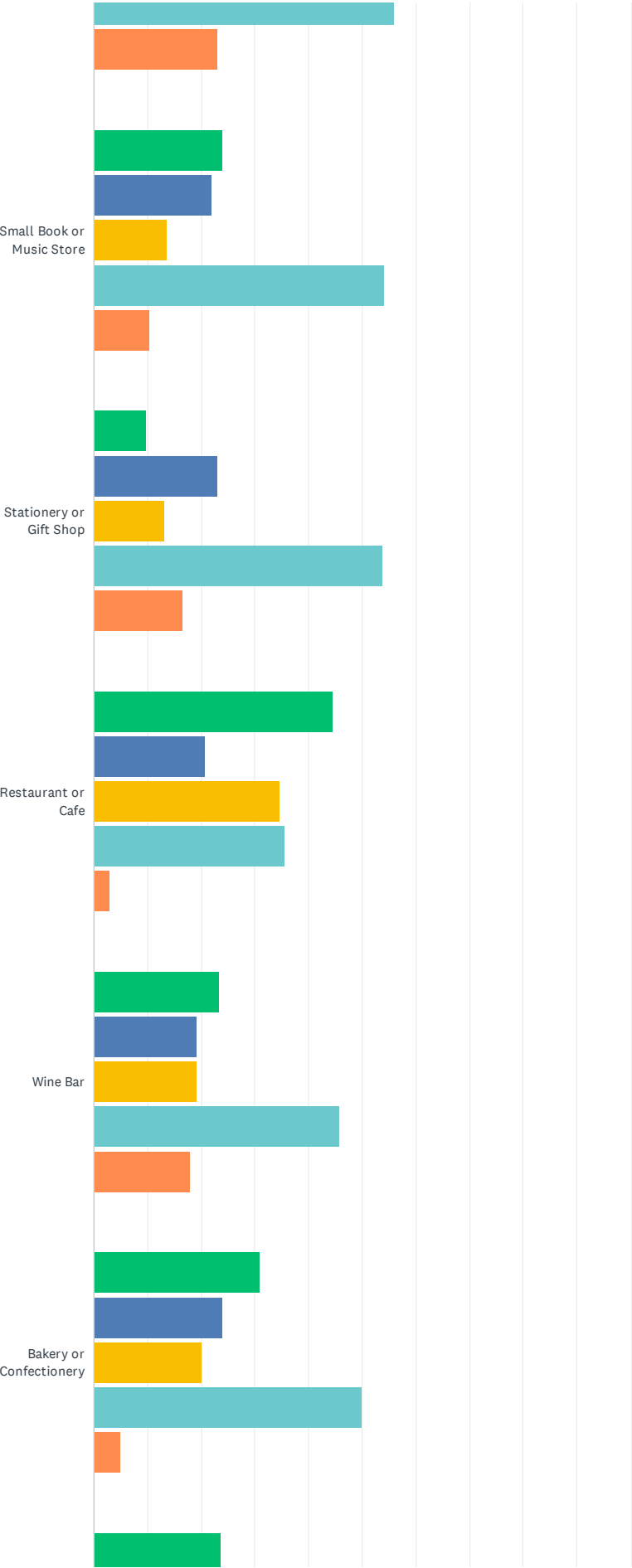
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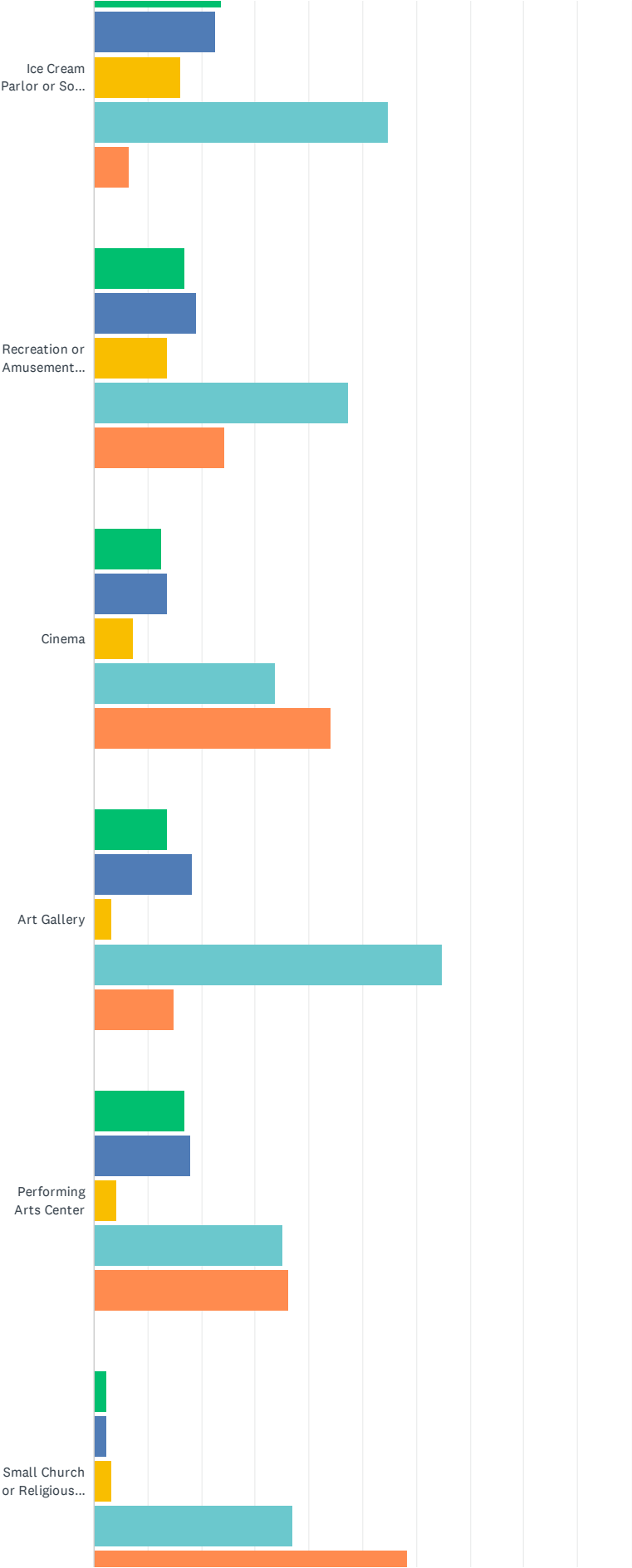
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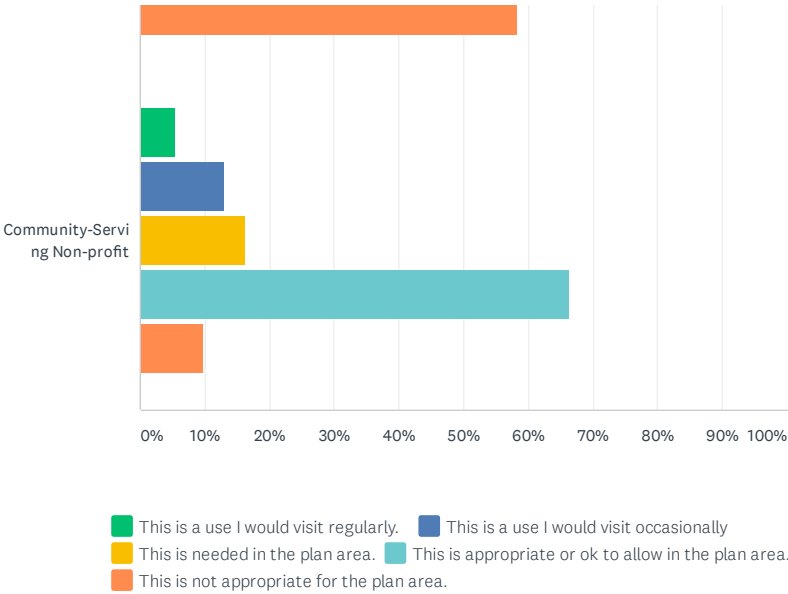
North Ventura Coordinated Area Plan (NVCAP) Community Survey



North Ventura Coordinated Area Plan (NVCAP) Community Survey



North Ventura Coordinated Area Plan (NVCAP) Community Survey



North Ventura Coordinated Area Plan (NVCAP) Community Survey

	THIS IS A USE I WOULD VISIT REGULARLY.	THIS IS A USE I WOULD VISIT OCCASIONALLY	THIS IS NEEDED IN THE PLAN AREA.	THIS IS APPROPRIATE OR OK TO ALLOW IN THE PLAN AREA.	THIS IS NOT APPROPRIATE FOR THE PLAN AREA.	TOTAL RESPONDENTS
Medical Offices	7.61% 7	28.26% 26	9.78% 9	47.83% 44	22.83% 21	92
Co-working Space	4.21% 4	12.63% 12	9.47% 9	67.37% 64	20.00% 19	95
Maker Space	9.68% 9	9.68% 9	8.60% 8	60.22% 56	21.51% 20	93
Professional Offices	4.26% 4	11.70% 11	4.26% 4	50.00% 47	36.17% 34	94
UPS or Courier Service	14.14% 14	23.23% 23	14.14% 14	47.47% 47	15.15% 15	99
Exam Prep or Trade School	3.26% 3	2.17% 2	5.43% 5	64.13% 59	28.26% 26	92
Gym	17.53% 17	6.19% 6	18.56% 18	52.58% 51	18.56% 18	97
Nail Salon or Spa	6.45% 6	15.05% 14	7.53% 7	54.84% 51	25.81% 24	93
Barbershop or Hair Salon	6.32% 6	24.21% 23	10.53% 10	54.74% 52	16.84% 16	95
Drycleaner or Laundromat	7.53% 7	15.05% 14	20.43% 19	56.99% 53	9.68% 9	93
Auto Repair	4.30% 4	9.68% 9	3.23% 3	30.11% 28	55.91% 52	93
Daycare	4.04% 4	6.06% 6	36.36% 36	55.56% 55	5.05% 5	99
Home and Garden or Hardware Store	21.05% 20	20.00% 19	17.89% 17	49.47% 47	12.63% 12	95
Electronics or Specialty Appliance Store	9.89% 9	23.08% 21	8.79% 8	48.35% 44	25.27% 23	91
Art Supply Store	19.35% 18	18.28% 17	7.53% 7	51.61% 48	15.05% 14	93
Clothing or Jewelry Store	6.52% 6	21.74% 20	6.52% 6	56.52% 52	21.74% 20	92
Specialty or Health Food Store (Cheese shop, chocolate boutique, etc.)	28.13% 27	18.75% 18	14.58% 14	50.00% 48	9.38% 9	96
Pet Store	8.70% 8	13.04% 12	13.04% 12	54.35% 50	22.83% 21	92
Pharmacy or Corner Store	24.24% 24	23.23% 23	28.28% 28	44.44% 44	9.09% 9	99
Beauty Supply Store	1.16% 1	12.79% 11	5.81% 5	60.47% 52	29.07% 25	86
Home Goods or Furniture Store	2.25% 2	17.98% 16	5.62% 5	44.94% 40	39.33% 35	89
Toy or Hobby Store	7.69% 7	18.68% 17	4.40% 4	56.04% 51	23.08% 21	91
Small Book or Music Store	23.96% 23	21.88% 21	13.54% 13	54.17% 52	10.42% 10	96
Stationery or Gift Shop	9.89% 9	23.08% 21	13.19% 12	53.85% 49	16.48% 15	91
Restaurant or Cafe	44.55% 45	20.79% 21	34.65% 35	35.64% 36	2.97% 3	101
Wine Bar	23.40% 22	19.15% 18	19.15% 18	45.74% 43	18.09% 17	94
Bakery or Confectionery	31.00% 31	24.00% 24	20.00% 20	50.00% 50	5.00% 5	100
Ice Cream Parlor or Soda Fountain	23.66% 22	22.58% 21	16.13% 15	54.84% 51	6.45% 6	93
Recreation or Amusement	16.84% 16	18.95% 18	13.68% 13	47.37% 45	24.21% 23	95

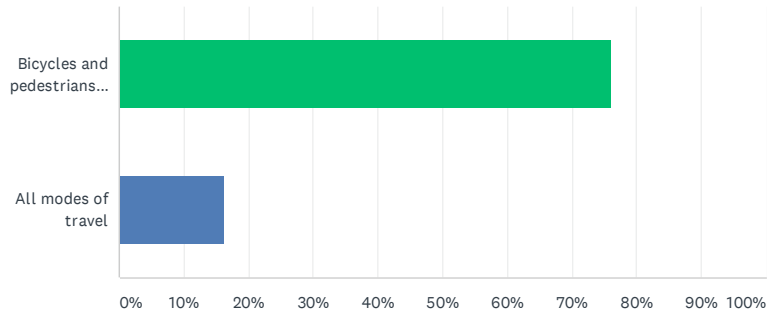
North Ventura Coordinated Area Plan (NVCAP) Community Survey

(Bowling alley,
arcade, etc.)

Cinema	12.63% 12	13.68% 13	7.37% 7	33.68% 32	44.21% 42	95
Art Gallery	13.64% 12	18.18% 16	3.41% 3	64.77% 57	14.77% 13	88
Performing Arts Center	17.02% 16	18.09% 17	4.26% 4	35.11% 33	36.17% 34	94
Small Church or Religious Organization	2.25% 2	2.25% 2	3.37% 3	37.08% 33	58.43% 52	89
Community-Serving Non-profit	5.43% 5	13.04% 12	16.30% 15	66.30% 61	9.78% 9	92

Q20 Do you support extending Portage Ave. from Ash St. to Park Blvd.
for:

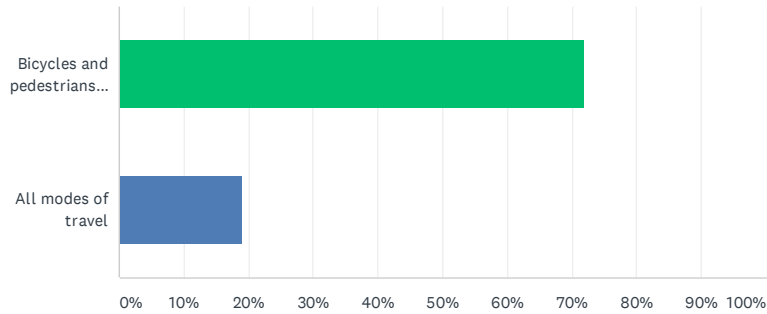
Answered: 92 Skipped: 88



ANSWER CHOICES		RESPONSES	
Bicycles and pedestrians only		76.09%	70
All modes of travel		16.30%	15
TOTAL			92

Q21 Do you support connecting Ash St. between Portage Ave. and Olive Ave. for:

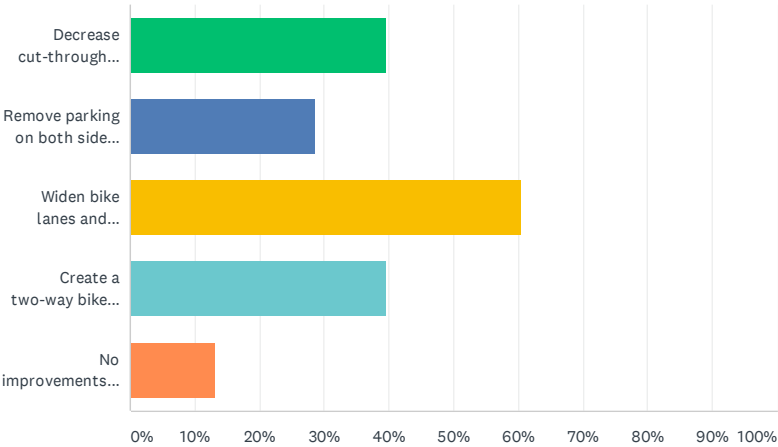
Answered: 89 Skipped: 91



ANSWER CHOICES		RESPONSES	
Bicycles and pedestrians only		71.91%	64
All modes of travel		19.10%	17
TOTAL			89

Q22 What improvements, if any, would you like to see that prioritize bicycle and pedestrian access on Park Blvd.?

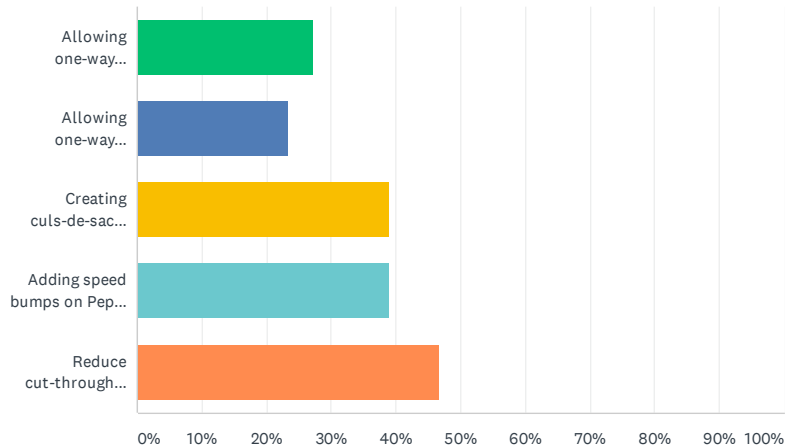
Answered: 91 Skipped: 89



ANSWER CHOICES	RESPONSES	
Decrease cut-through traffic (for example, making Park Blvd. one-way, creating culs-de-sac closed to vehicular traffic, etc.)	39.56%	36
Remove parking on both sides of Park Blvd.	28.57%	26
Widen bike lanes and sidewalks	60.44%	55
Create a two-way bike lane by removing parking on one side of Park Blvd.	39.56%	36
No improvements are necessary	13.19%	12
Total Respondents: 91		

Q23 What traffic calming measures along Pepper Ave. and Olive Ave. would you support?

Answered: 77 Skipped: 103



ANSWER CHOICES	RESPONSES	
Allowing one-way westbound traffic on Pepper Ave. (west of Ash St.)	27.27%	21
Allowing one-way westbound traffic on Pepper Ave. and Olive Ave. (west of Ash St.)	23.38%	18
Creating culs-de-sac closed to vehicular traffic	38.96%	30
Adding speed bumps on Pepper Ave. and Olive Ave.	38.96%	30
Reduce cut-through opportunities on Lambert, Olive, Pepper, and/or Ash Aves.	46.75%	36
Total Respondents: 77		

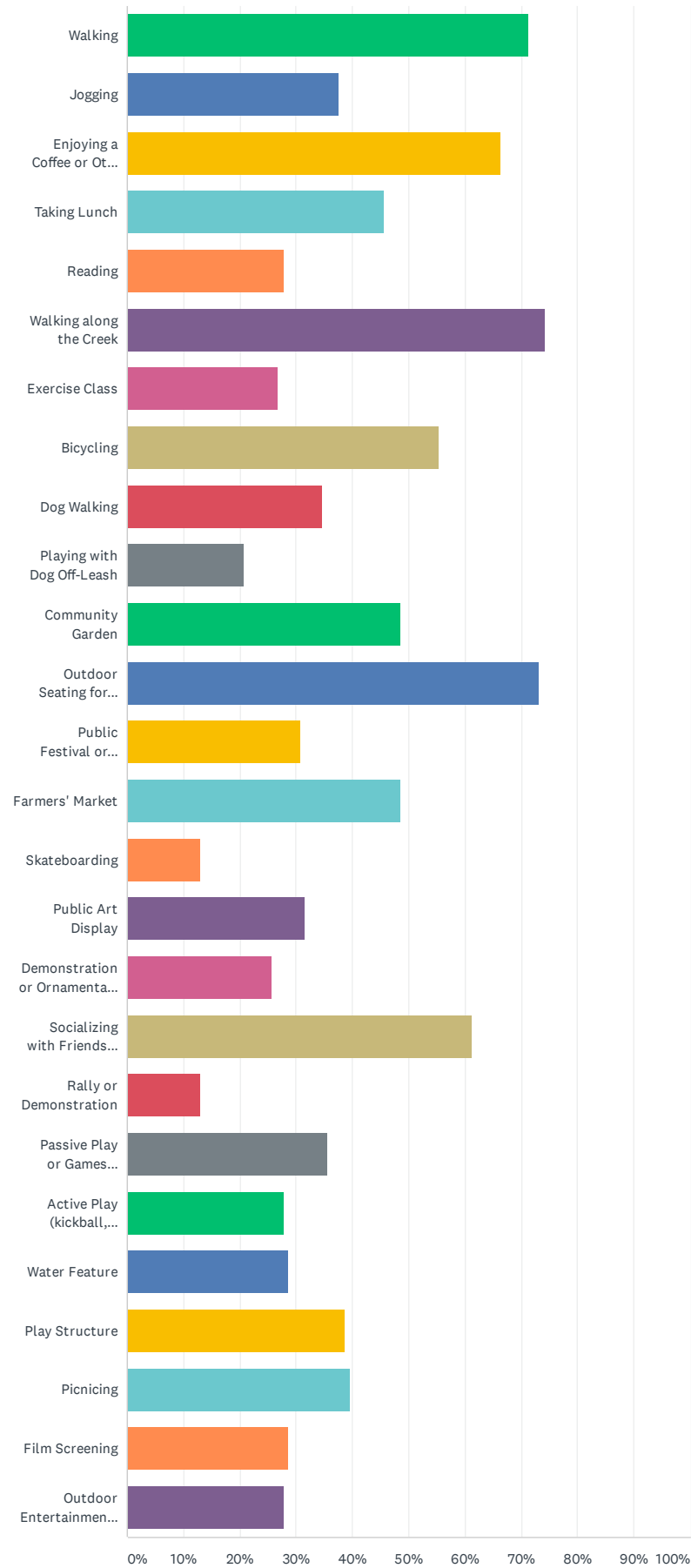
Q24 Are there any other transportation improvements you would like to see in the plan area, such as additional stoplights, reduced parking, etc.? Please indicate where you would like to see these improvements to the best of your ability. (1000 character limit)

Answered: 36 Skipped: 144

Q25 Below are amenities that may be located in the proposed open spaces, as well as activities that may occur there. Please select up to 10 activities you prefer or amenities that you would use.

Answered: 101 Skipped: 79

North Ventura Coordinated Area Plan (NVCAP) Community Survey



North Ventura Coordinated Area Plan (NVCAP) Community Survey

ANSWER CHOICES	RESPONSES	
Walking	71.29%	72
Jogging	37.62%	38
Enjoying a Coffee or Other Beverage	66.34%	67
Taking Lunch	45.54%	46
Reading	27.72%	28
Walking along the Creek	74.26%	75
Exercise Class	26.73%	27
Bicycling	55.45%	56
Dog Walking	34.65%	35
Playing with Dog Off-Leash	20.79%	21
Community Garden	48.51%	49
Outdoor Seating for Restaurant or Cafe	73.27%	74
Public Festival or Event	30.69%	31
Farmers' Market	48.51%	49
Skateboarding	12.87%	13
Public Art Display	31.68%	32
Demonstration or Ornamental Garden	25.74%	26
Socializing with Friends or Neighbors	61.39%	62
Rally or Demonstration	12.87%	13
Passive Play or Games (cards, chess, etc.)	35.64%	36
Active Play (kickball, frisbee, etc.)	27.72%	28
Water Feature	28.71%	29
Play Structure	38.61%	39
Picnicing	39.60%	40
Film Screening	28.71%	29
Outdoor Entertainment (mimes, troubadours, etc.)	27.72%	28
Total Respondents: 101		

Q26 Please review the three draft alternatives and provide your open-ended feedback for Alternative 1. More information on these drafts can be found [here](#). (2500 character limit)

Answered: 64 Skipped: 116

ANSWER CHOICES	RESPONSES	
Pros	46.88%	30
Cons	85.94%	55
Suggestions	34.38%	22
Questions	10.94%	7

Q27 Please review the three draft alternatives and provide your open-ended feedback for Alternative 2. More information on these drafts can be found here. (2500 character limit)

Answered: 61 Skipped: 119

ANSWER CHOICES	RESPONSES	
Pros	57.38%	35
Cons	80.33%	49
Suggestions	37.70%	23
Questions	8.20%	5

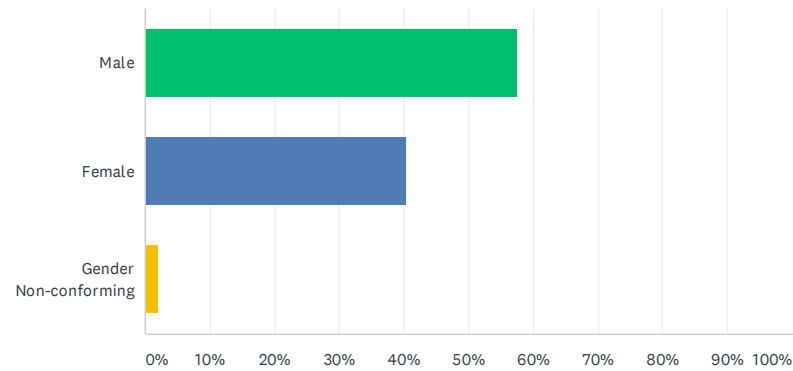
Q28 Please review the three draft alternatives and provide your open-ended feedback for Alternative 3. More information on these drafts can be found [here](#). (2500 character limit)

Answered: 72 Skipped: 108

ANSWER CHOICES	RESPONSES	
Pros	76.39%	55
Cons	62.50%	45
Suggestions	43.06%	31
Questions	20.83%	15

Q29 I identify as

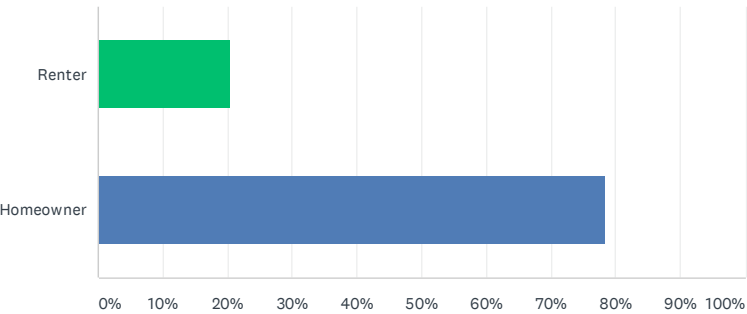
Answered: 99 Skipped: 81



ANSWER CHOICES	RESPONSES	
Male	57.58%	57
Female	40.40%	40
Gender Non-conforming	2.02%	2
TOTAL		99

Q30 I am a:

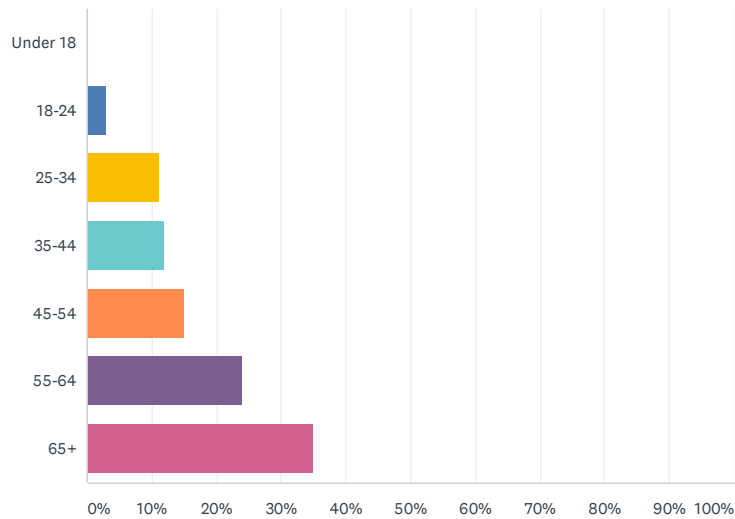
Answered: 102 Skipped: 78



ANSWER CHOICES	RESPONSES	
Renter	20.59%	21
Homeowner	78.43%	80
TOTAL		102

Q31 My age is:

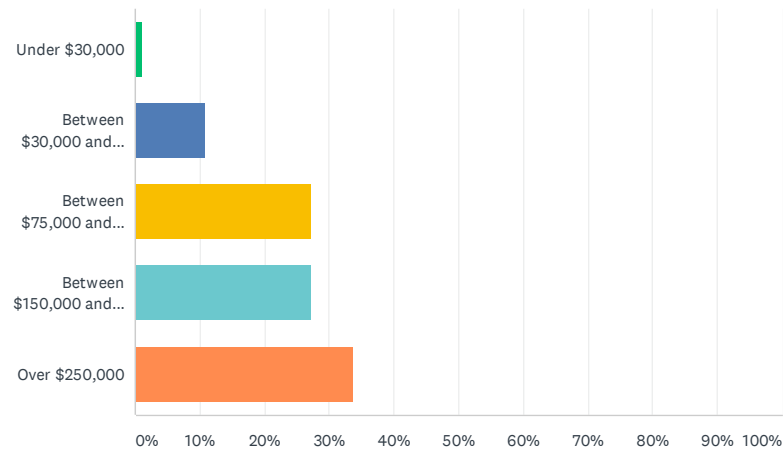
Answered: 100 Skipped: 80



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	3.00%	3
25-34	11.00%	11
35-44	12.00%	12
45-54	15.00%	15
55-64	24.00%	24
65+	35.00%	35
TOTAL		100

Q32 My household income level is:

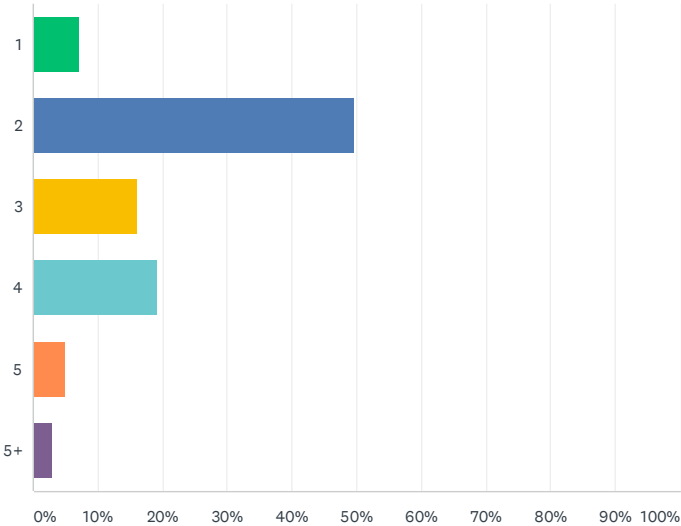
Answered: 92 Skipped: 88



ANSWER CHOICES	RESPONSES	
Under \$30,000	1.09%	1
Between \$30,000 and \$74,999	10.87%	10
Between \$75,000 and \$149,999	27.17%	25
Between \$150,000 and \$250,000	27.17%	25
Over \$250,000	33.70%	31
TOTAL		92

Q33 My household size (including myself) is

Answered: 99 Skipped: 81



ANSWER CHOICES	RESPONSES	
1	7.07%	7
2	49.49%	49
3	16.16%	16
4	19.19%	19
5	5.05%	5
5+	3.03%	3
TOTAL		99