



CITY OF  
**PALO  
ALTO**

## **NORTH VENTURA COORDINATED AREA PLAN**

### **COMMUNITY SURVEY**

**Live: April 10, 2020 - April 20, 2020**

## North Ventura Coordinated Area Plan (NVCAP) Community Survey

### 1. Introduction

The City of Palo Alto is in the process of preparing a coordinated area plan for the North Ventura neighborhood. The project area is approximately 60 acres, roughly bounded by Page Mill Road, El Camino Real, Lambert Avenue, and the Caltrain tracks. The North Ventura Coordinated Area Plan (**NVCAP**) intends to strengthen the neighborhood fabric by creating walkable, mixed use neighborhoods with multi-family housing, ground-floor retail, public open spaces, and interconnected street grids. City staff, along with Council, appointed fourteen Working Group members representing residents, property owners, and business owners in the neighborhood. They are currently in the process of drafting plan alternatives for the area, and the City is seeking your participation in this survey to understand the community's vision, goals, and land use preferences. Your responses to this survey will inform this understanding.

Each section of the survey covers one topic. The seven topics covered are: Vision, Housing, Design, Land Uses, Transportation, Parks and Open Space, and the Alternatives. The "Alternatives" presented are preliminary **draft** plans, and further information about the project and those plans can be found [here](#). You are welcome to provide as much input as you are able, though you may skip any questions you'd like.

### 1. Contact Information

Name

Email Address

### 2. I would like to be added to the NVCAP mailing list.

☐

Yes

☐

No

### 3. My relationship to the NVCAP area is:

☐

I live in the NVCAP area

☐

I shop in the NVCAP area

☐

I work in the NVCAP area

☐

I live near the NVCAP area

☐

I shop near the NVCAP area

☐

I work near the NVCAP area

☐

I live in Palo Alto

☐

I shop in Palo Alto

☐

I work in Palo Alto



## North Ventura Coordinated Area Plan (NVCAP) Community Survey

### 2. Topic: Vision

4. **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.



Housing and Land Use



Transit, Pedestrian and Bicycle Connections



Connected Street Grid



Community Facilities and Infrastructure



Balance of Community Interests



Urban Design, Design Guidelines, and Neighborhood Fabric



Sustainability and the Environment

5. **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.



Neighborhood-serving Retail



Community Parks and Gardens



Central Plaza (with Cafe or Pub)



Inclusive and Diverse Housing



No Displacement of Current Residents



Historic Preservation



Actively Encouraging Arts, Culture, and Community



Make Walking and Biking Safe and Pleasant to and from Likely Destinations



Design that Fits well with Existing Context



Sustainable, Ecologically Aware Design



Preservation of Tree Canopy



Eliminate or Reduce as Much Cut-through Traffic as Possible



Re-naturalization of the Creek

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

### 3. Topic: Housing

The preliminary draft alternatives (available [here](#)) include five housing types. These include 3-, 4-, 5-, and 8-story buildings. All proposed buildings provide one underground parking space for every housing unit.

## Building Typologies

01/21/19

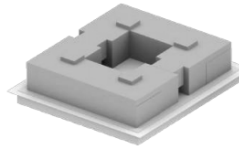
- “Building blocks” of housing that could be arranged in a variety of ways throughout the NVCAP Plan Area
- All typologies are considered “feasible” to construct given current Palo Alto development conditions

#### Townhomes



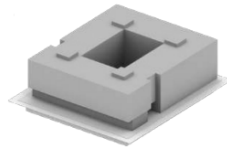
- 3-stories, attached units
- Typical Density = 33 du/acre
- 1 parking space / unit
- For-sale model
- Individual unit entries with front stoops
- Ground floor parking, accessed via rear alley

#### Low-Rise 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

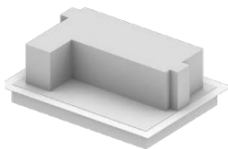
#### + Neighborhood Serving Commercial



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

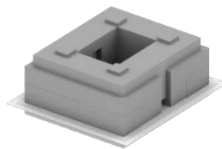
*\*More units required to make the ground floor commercial viable*  
*Neighborhood-serving commercial uses could include: restaurants, coffee shops, pharmacies, local merchants, or specialty foods*

#### 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

#### Mid-Rise Block

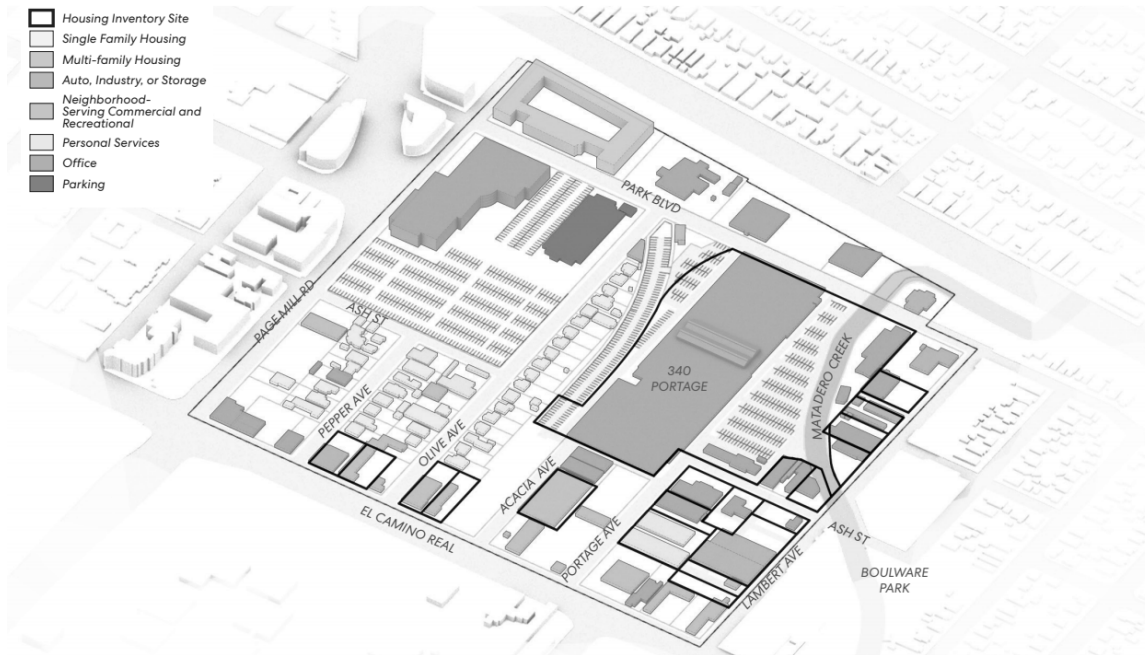


- Up to 8 stories, with central open space
- Stepbacks above 6 stories
- Typical Density = 159 du/acre
- Rental model
- 1 parking space / unit
- Individual ground floor unit entries with front stoops
- Underground parking

# Housing Inventory Sites & Existing Use

02/21/20

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



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

Appropriate in any part of the  
NVCAP area

Appropriate in some parts of the  
NVCAP area

Inappropriate in any part of the  
NVCAP area

Single-Family Home  
(existing)

☐☐☐

Please list streets on which you feel this housing type would be appropriate (Page Mill, Pepper, Olive, Acacia, Portage, Lambert, El Camino, Ash, Park, etc.).

3-Story Townhome

☐☐☐

Please list streets on which you feel this housing type would be appropriate (Page Mill, Pepper, Olive, Acacia, Portage, Lambert, El Camino, Ash, Park, etc.).

4-Story Low-Rise  
Greenway

☐☐☐

Please list streets on which you feel this housing type would be appropriate (Page Mill, Pepper, Olive, Acacia, Portage, Lambert, El Camino, Ash, Park, etc.).

4-Story Low-Rise Block

☐☐☐

Please list streets on which you feel this housing type would be appropriate (Page Mill, Pepper, Olive, Acacia, Portage, Lambert, El Camino, Ash, Park, etc.).

5-Story with Ground-  
Floor Retail

☐☐☐

Please list streets on which you feel this housing type would be appropriate (Page Mill, Pepper, Olive, Acacia, Portage, Lambert, El Camino, Ash, Park, etc.).

8-Story Mid-Rise Block

☐☐☐

Please list streets on which you feel this housing type would be appropriate (Page Mill, Pepper, Olive, Acacia, Portage, Lambert, El Camino, Ash, Park, etc.).

Please comment on the pros and cons and offer any questions or suggestions you have regarding the building typologies. (1000 character limit each)

8. 3-Story Townhome

Pros

Cons

Suggestions

Questions

#### 9. 4-Story Low-Rise Greenway

Pros

Cons

Suggestions

Questions

#### 10. 4-Story Low-Rise Block

Pros

Cons

Suggestions

Questions

#### 11. 5-Story with Ground-Floor Retail

Pros

Cons

Suggestions

Questions

#### 12. 8-Story Mid-Rise Block

Pros

Cons

Suggestions

Questions

13. 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)

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

Choose File

Choose File

No file chosen

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

	Appropriate in any part of the NVCAP area	Appropriate in some parts of the NVCAP area	Inappropriate in any part of the NVCAP area
Micro- or Efficiency Units (Units of 350 square feet or less, located near transit, with no required parking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live-Work Units (Units that contain both workspace with living quarters)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Co-Housing (Community of units sharing common areas and collaborative decision-making)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artist Housing (Live- work studios aimed at those working in creative disciplines)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior Housing (Units designed to accommodate seniors)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cottage Courts (Grouping of small homes facing an inward, centralized courtyard)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please specify if there is a different non-traditional housing type you would prefer. (1000 character limit)

## North Ventura Coordinated Area Plan (NVCAP) Community Survey

### 4. Topic: Design

The following images were presented at the community workshop on February 27, 2020 as examples of architecture and building style.

16. 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.).

Good Bad Indifferent



☐ ☐ ☐

Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Good Bad Indifferent



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)





Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)

☐ ☐ ☐



Please let us know what characteristics of this image you like or dislike. (1000 character limit)

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Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Good Bad Indifferent

Please let us know what characteristics of this image you like or dislike. (1000 character limit)

17. 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.).

Good Bad Indifferent



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)



Please let us know what characteristics of this image you like or dislike. (1000 character limit)







Please let us know what characteristics of this image you like or dislike. (1000 character limit)

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

Choose File

Choose File

No file chosen



## North Ventura Coordinated Area Plan (NVCAP) Community Survey

### 5. Topic: Land Uses

19. 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.)

	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.
Medical Offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Co-working Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maker Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional Offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UPS or Courier Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exam Prep or Trade School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gym	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nail Salon or Spa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Barbershop or Hair Salon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drycleaner or Laundromat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Auto Repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daycare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home and Garden or Hardware Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electronics or Specialty Appliance Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art Supply Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clothing or Jewelry Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialty or Health Food Store (Cheese shop, chocolate boutique, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pet Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmacy or Corner Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beauty Supply Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home Goods or Furniture Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toy or Hobby Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small Book or Music Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stationery or Gift Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

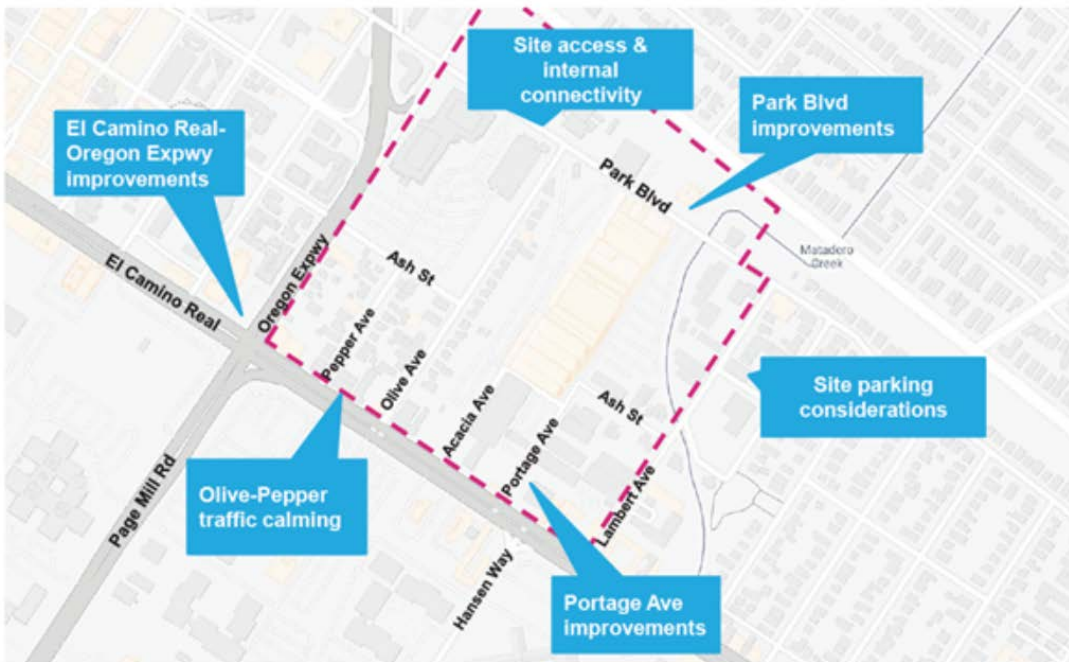
	This is a use I would visit regularly.	This is a use I would visit occasionally	This is needed in the plan area.	This is appropriate or ok to allow in the plan area.	This is not appropriate for the plan area.
Restaurant or Cafe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wine Bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bakery or Confectionery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ice Cream Parlor or Soda Fountain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation or Amusement (Bowling alley, arcade, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art Gallery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing Arts Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small Church or Religious Organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community-Serving Non-profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<div></div>				

## North Ventura Coordinated Area Plan (NVCAP) Community Survey

### 6. Topic: Transportation

This section includes a number of improvements proposed to complete the street grid, increase connectivity, and/or improve bicycle and pedestrian access in the plan area. Further traffic analysis is required to determine the feasibility of the options presented, as well as potential trade-offs in terms of increased congestion or reduced circulation in other neighborhoods. Please keep this in mind as you fill in this section. Our goal is to gather ideas and learn more about community expectations. Please feel free to provide further comments on question #24.

#### Mobility Considerations



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

- ☐ Bicycles and pedestrians only ☐ All modes of travel

Comments

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

- ☐ Bicycles and pedestrians only ☐ All modes of travel

Comments

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

- ☐ Decrease cut-through traffic (for example, making Park Blvd. one-way, creating culs-de-sac closed to vehicular traffic, etc.)
- ☐ Remove parking on both sides of Park Blvd.
- ☐ Widen bike lanes and sidewalks
- ☐ Create a two-way bike lane by removing parking on one side of Park Blvd.
- ☐ No improvements are necessary

Other (please specify):



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

- ☐ Allowing one-way westbound traffic on Pepper Ave. (west of Ash St.)
- ☐ Allowing one-way westbound traffic on Pepper Ave. and Olive Ave. (west of Ash St.)
- ☐ Creating culs-de-sac closed to vehicular traffic
- ☐ Adding speed bumps on Pepper Ave. and Olive Ave.
- ☐ Reduce cut-through opportunities on Lambert, Olive, Pepper, and/or Ash Aves.

Other (please specify):

24. 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)

## North Ventura Coordinated Area Plan (NVCAP) Community Survey

### 7. Topic: Parks and Open Space

25. 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.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Walking                             | <input type="checkbox"/> Playing with Dog Off-Leash             | <input type="checkbox"/> Rally or Demonstration                           |
| <input type="checkbox"/> Jogging                             | <input type="checkbox"/> Community Garden                       | <input type="checkbox"/> Passive Play or Games (cards, chess, etc.)       |
| <input type="checkbox"/> Enjoying a Coffee or Other Beverage | <input type="checkbox"/> Outdoor Seating for Restaurant or Cafe | <input type="checkbox"/> Active Play (kickball, frisbee, etc.)            |
| <input type="checkbox"/> Taking Lunch                        | <input type="checkbox"/> Public Festival or Event               | <input type="checkbox"/> Water Feature                                    |
| <input type="checkbox"/> Reading                             | <input type="checkbox"/> Farmers' Market                        | <input type="checkbox"/> Play Structure                                   |
| <input type="checkbox"/> Walking along the Creek             | <input type="checkbox"/> Skateboarding                          | <input type="checkbox"/> Picnicing  |
| <input type="checkbox"/> Exercise Class                      | <input type="checkbox"/> Public Art Display                     | <input type="checkbox"/> Film Screening                                   |
| <input type="checkbox"/> Bicycling                           | <input type="checkbox"/> Demonstration or Ornamental Garden     | <input type="checkbox"/> Outdoor Entertainment (mimes, troubadours, etc.) |
| <input type="checkbox"/> Dog Walking                         | <input type="checkbox"/> Socializing with Friends or Neighbors  |   |

Other (please specify)

8. Topic: The Alternatives

## Alternative 1: Minimum as per Comprehensive Plan

02/21/20

- Townhome
- Low-Rise Greenway
- Low-Rise Block
- Neighborhood-Serving Commercial
- Office
- Integrated Open Space
- Allowed Fourplex

Total Build Out  
Net Change

	<b>Housing</b> 514 units +386 units
	<b>Office</b> 533k sf -45k sf*
	<b>Retail</b> 150k sf -2k sf*
	<b>Open Space**</b> 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.

26. 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)

Pros

Cons

Suggestions

Questions

## Alternative 2: Prioritize Portage

02/21/20

- 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

	<b>Housing</b> 1,107 units +979 units
	<b>Office</b> 560k sf -18k sf*
	<b>Retail</b> 150k sf -2k sf*
	<b>Open Space**</b> 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.

27. 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)

Pros

Cons

Suggestions

Questions

02/21/20

## 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 Boulevard Park or 3350 Birch site.

28. 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)

Pros

Cons

Suggestions

Questions

## North Ventura Coordinated Area Plan (NVCAP) Community Survey

### 9. Topic: Demographics

The following demographic questions are optional and do not need to be completed. If you would prefer not to provide the following information, you may submit your survey now.

29. I identify as

- ☐ Male
- ☐ Female
- ☐ Gender Non-conforming

30. I am a:

- ☐ Renter
- ☐ Homeowner

Other (please specify)

31. My age is:

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

32. My household income level is:

- ☐ Under \$30,000
- ☐ Between \$30,000 and \$74,999
- ☐ Between \$75,000 and \$149,999
- ☐ Between \$150,000 and \$250,000
- ☐ Over \$250,000

33. My household size (including myself) is