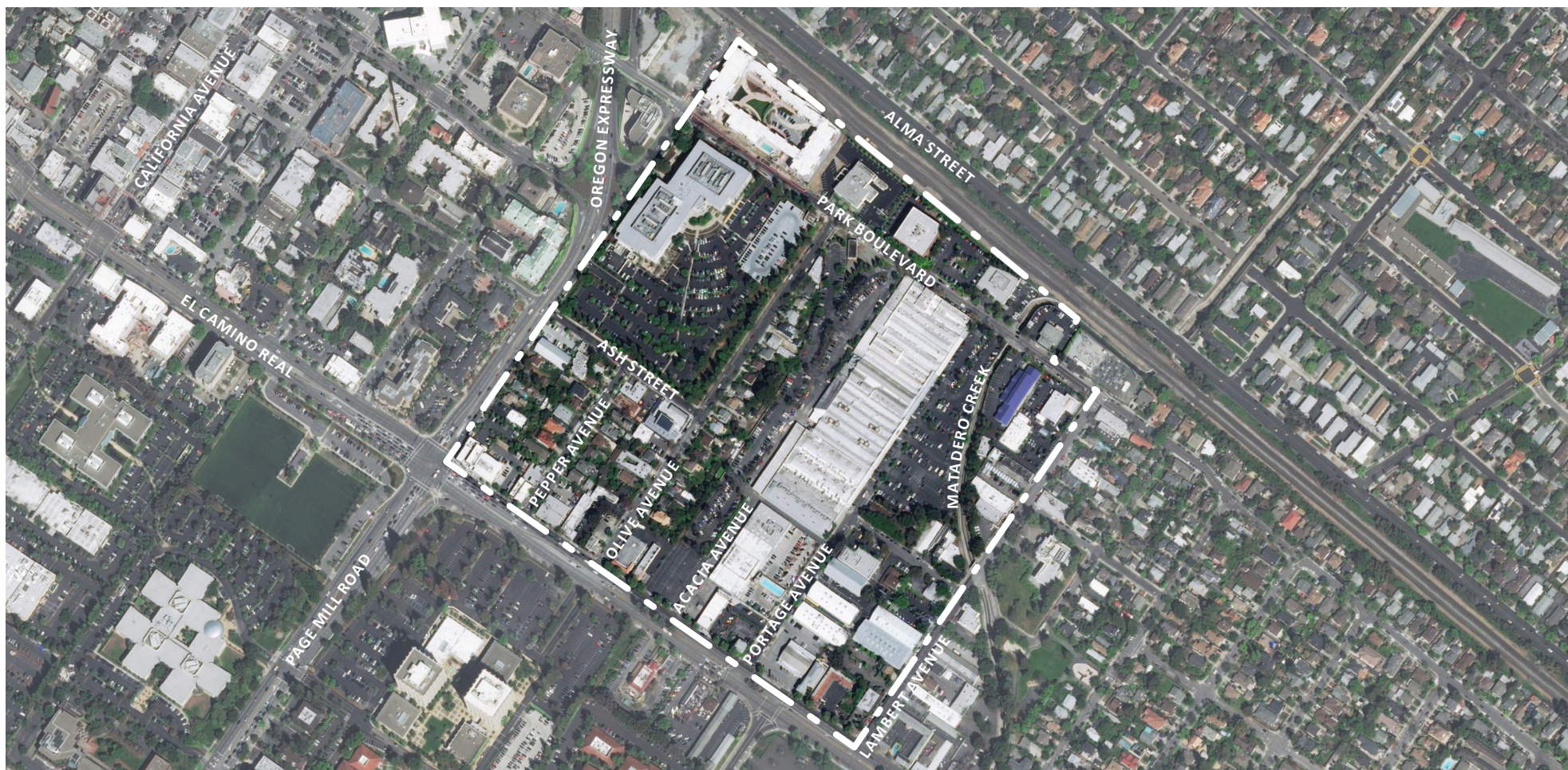




CITY OF PALO ALTO  
**North Ventura**  
COORDINATED AREA PLAN



**WORKING GROUP MEETING #2**

NOVEMBER 15, 2018

# AGENDA

Call to Order: 5:30 PM

Welcome: 5:30 pm – 5:40 pm

Agenda Items: 5:40 pm – 7:15 pm

1. Self-Guided Site Tour Report Back

2. Consultants Findings on Existing Conditions

3. Assets and Opportunities Discussion

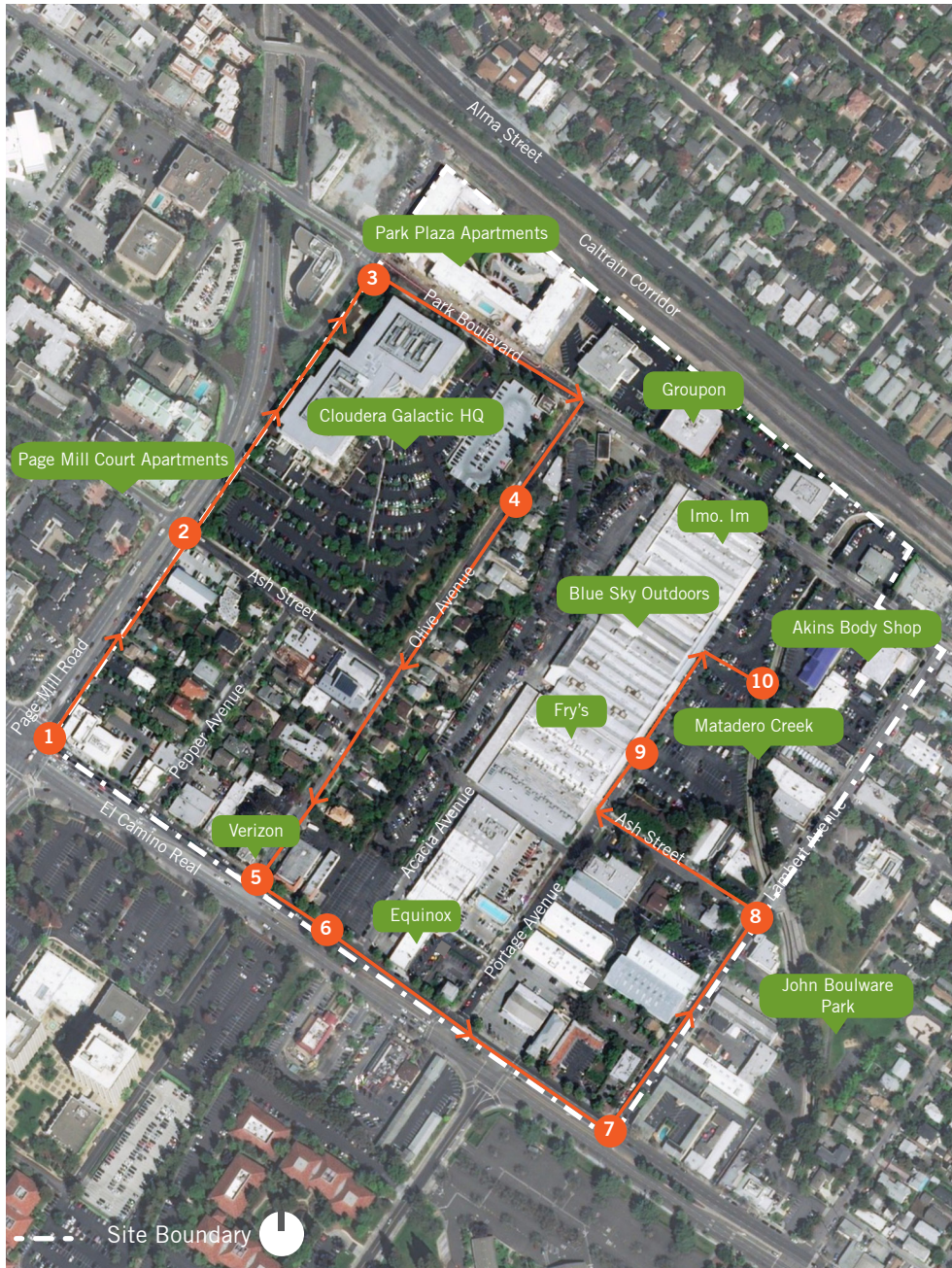
Public Comment: 7:15 pm – 7:25 pm

Wrap Up and Homework

Adjournment: 7:30 PM



# Self Guided Tour



## WALKING TOUR

We invite you to share with us how you experience the North Ventura neighborhood and give feedback on what elements of the site you enjoy and your vision for what aspects could be improved. We anticipate the walking tour to take approximately 1.5 to 2 hours.

- 1 **Page Mill Road and El Camino Real:** As a potential gateway to the site, what public realm improvements would you like to see? This might include wider sidewalks, street trees, signage, improved pedestrian crossings etc.
- 2 **Page Mill Road and Ash Street:** For the surface parking lot at the corner of Ash Street and Page Mill Road, do you have any suggestions for improvements or other uses that you would like to see here?  
Notice the Page Mill Court Apartments across the street (outside project boundary); do you have any observations about the development scale in view of planning context applicable to NVCAP site?
- 3 **Page Mill Road and Park Boulevard:** What are your observations about the plaza at the southeast corner of Page Mill Road and Park Plaza? Do you have any suggestions for how the plaza use may be further enhanced? How does the experience of this street and open space compare the street and entry plaza across Page Mill Road?  
  
Notice the Park Plaza Apartments across Park Boulevard; how does the building and the ground floor retail impact the street? What other public benefits would you like to see with new development?
- 4 **Park Boulevard:** What would you consider as successful ped-bike components of Park Boulevard? What improvements would you like to see?
- 5 **Olive Avenue and El Camino Real:** Notice how Olive Avenue meets El Camino Real; could there be improvements made to this intersection? This might include wider sidewalks, street trees, signage, improved pedestrian crossings etc.
- 6 **El Camino Real:** Notice the surface parking lot to the west of Acacia Avenue; are there improvements or other uses you would like to see here?
- 7 **El Camino Real and Lambert Avenue:** How would you describe your experience as you've walked along El Camino Real from Olive Avenue to Lambert Avenue? How might this experience be improved? This might include wider sidewalks, street trees, signage, improved pedestrian crossings etc.
- 8 **Lambert Avenue and Ash Street:** Notice the small plaza and culverted creek at the southeast corner of Lambert Avenue and Ash Street? Are there any creek and open space improvements that could be considered as part of the CAP?
- 9 **Ash Avenue and Portage Avenue:** What do you like about the Fry's Electronics building? Are there other uses that you would like to see here? Do you have suggestions for improvements or uses for the adjoining surface parking lot?
- 10 **Matadero Creek:** How would you like to see the condition of and access to the creek improved?

# CONSULTANTS FINDINGS ON EXISTING CONDITIONS



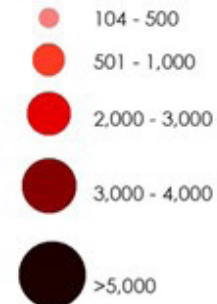
**TRANSPORTATION**

# Key Intersection Volumes - Motorized Vehicles

- Heavy volumes along El Camino Real and Page Mill Road – presents severance issues for walking and cycling connections to the site;
- Intersection of El Camino Real and Page Mill Road extremely busy;
- Lower volumes within site area and on the eastern and southern perimeters present opportunities for walking and cycling

## Legend

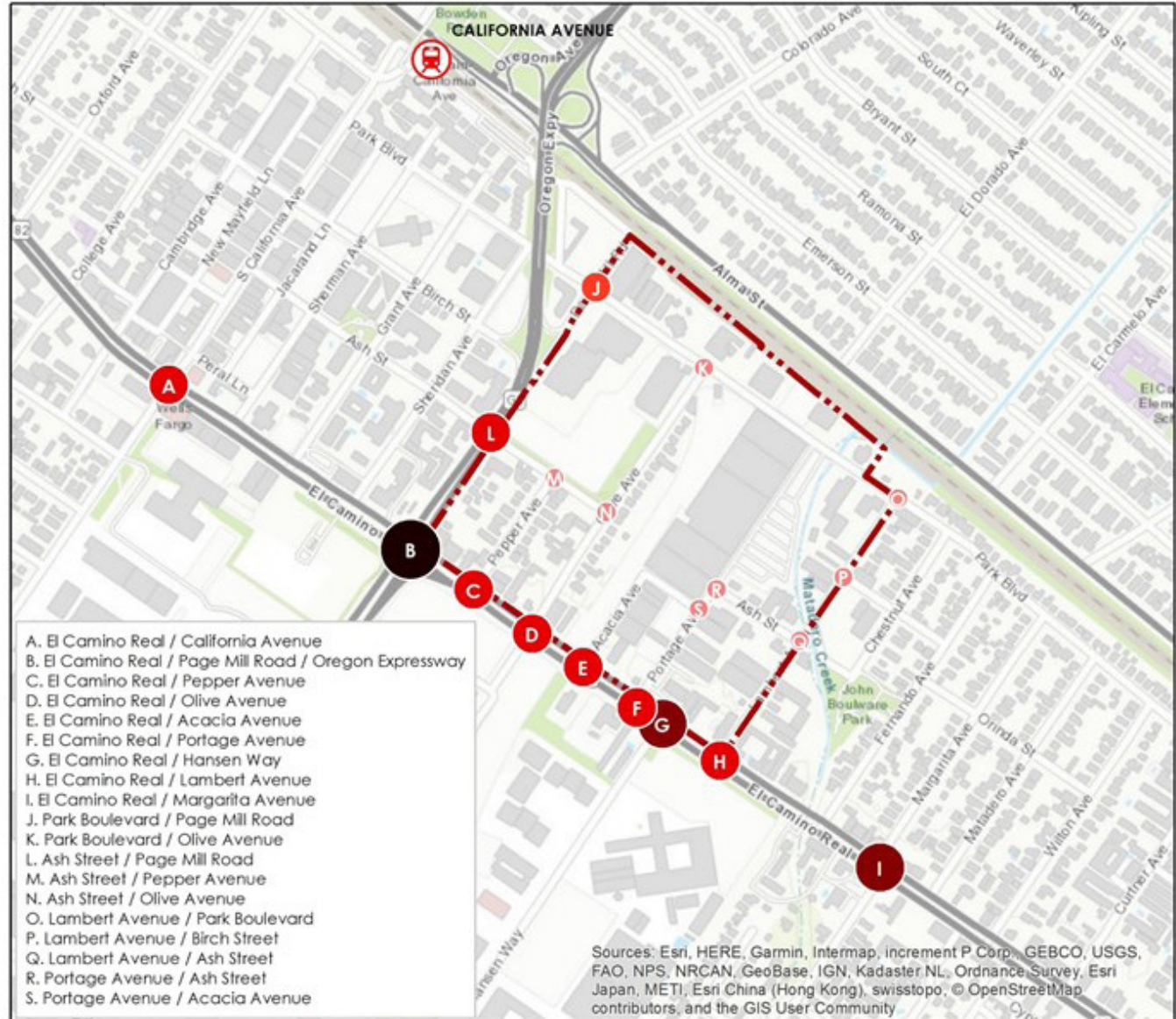
### Vehicles



 Caltrain Station

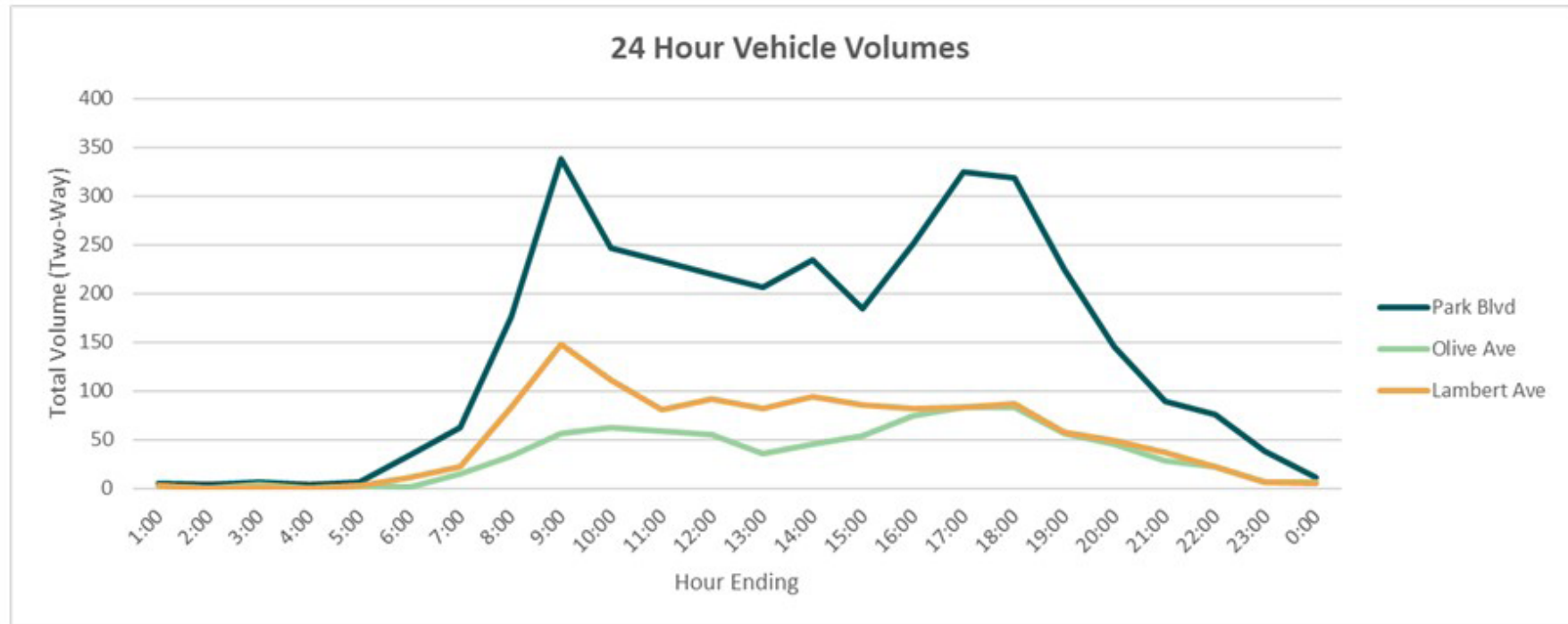
 Site Boundary

0 250 500 1,000 Feet





# Daily Vehicle Volumes



- Daily traffic volumes are low through the site on Olive Avenue;
- However, some evidence of ‘rat-running’ through the site from El Camino Real to Oregon Expressway, via Olive Avenue and Ash Street, especially in the AM Peak;
- Need to consider the potential for rat-running in development proposals;
- Traffic volumes around eastern and southern perimeters experience some ‘spikes’ in peak hours but are also generally low, presenting opportunities for enhancing walking and cycling links to Caltrain station etc.

# Bikeways and Pedestrian Networks

- Good provision along Park Boulevard (well utilized);
- Transit stops generally well served by bike lanes / routes to offer first and last mile connections;
- Opportunities to provide better penetration and connectivity through the site and across the railway.

## Legend



Caltrain Station



Bus Stops

## Caltrain Rail Crossings



Existing Bike/Pedestrian Crossing



Existing Grade Separation



Planned Bike/Pedestrian Crossing

## Existing Bicycle Infrastructure

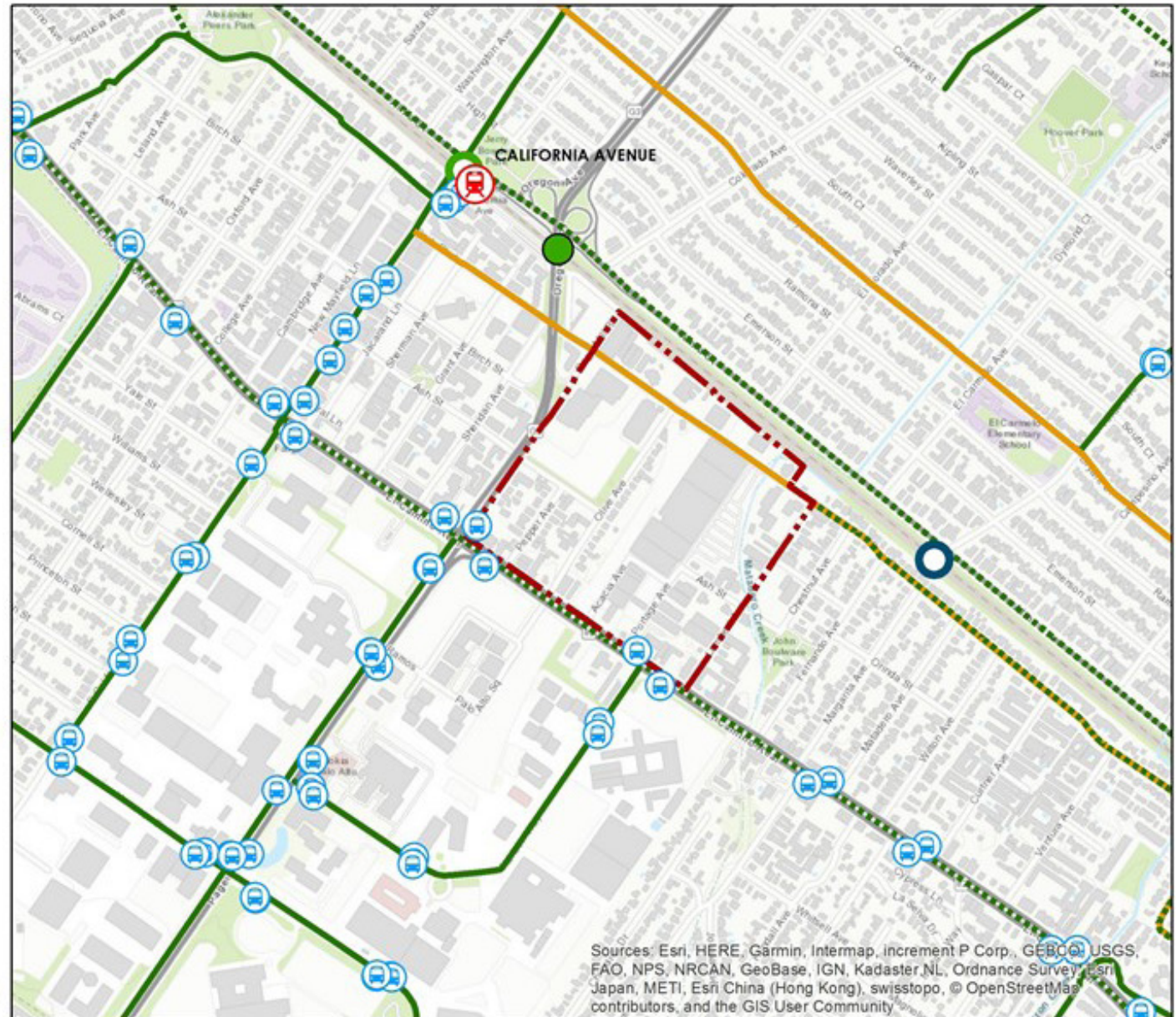
Bike Lane (Class II)

Bike Route (Class III)

Bike Boulevard

Site Boundary

0 250 500 1,000  
Feet



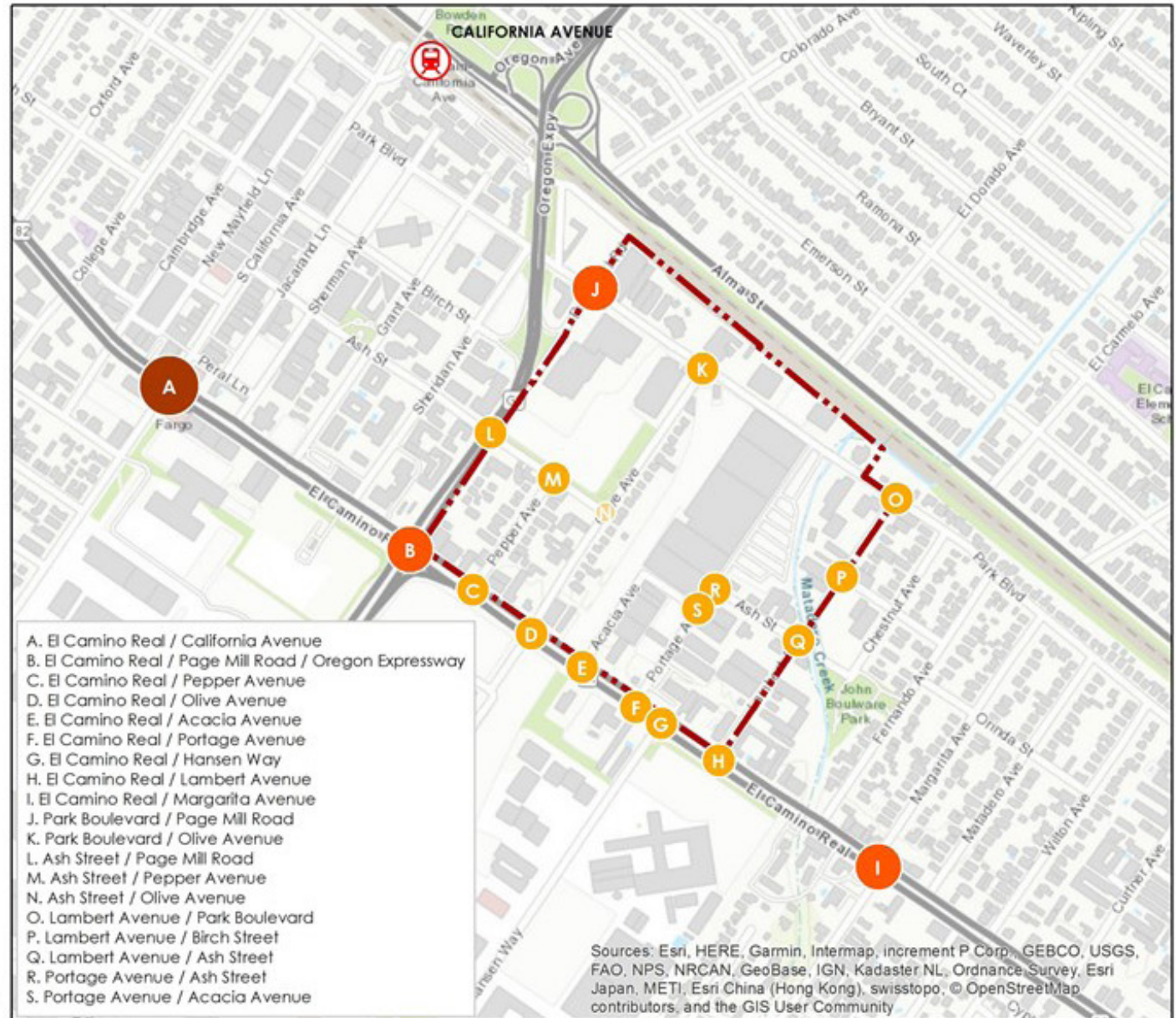
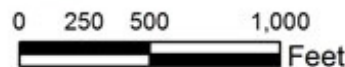


# Key Intersection Volumes - Walking

- Pedestrian volumes high along El Camino Real at major intersections
- Volumes are generally low through the site in comparison, especially along Olive Avenue;
- Opportunities to provide better penetration and connectivity through the site and across the railway.

## Legend

### Pedestrians





# Travel Distances - Walking

- Walking distances achievable in 5, 10 and 15 minutes from intersection of Olive Avenue / Ash Street;
- Oregon Expressway is a barrier to walkability to parts of California Avenue and the Caltrain Station;
- Olive Avenue acts as a barrier to north-south connectivity through the site;
- Limited crossing points along the railway also act as a barrier to walking distances to the east.

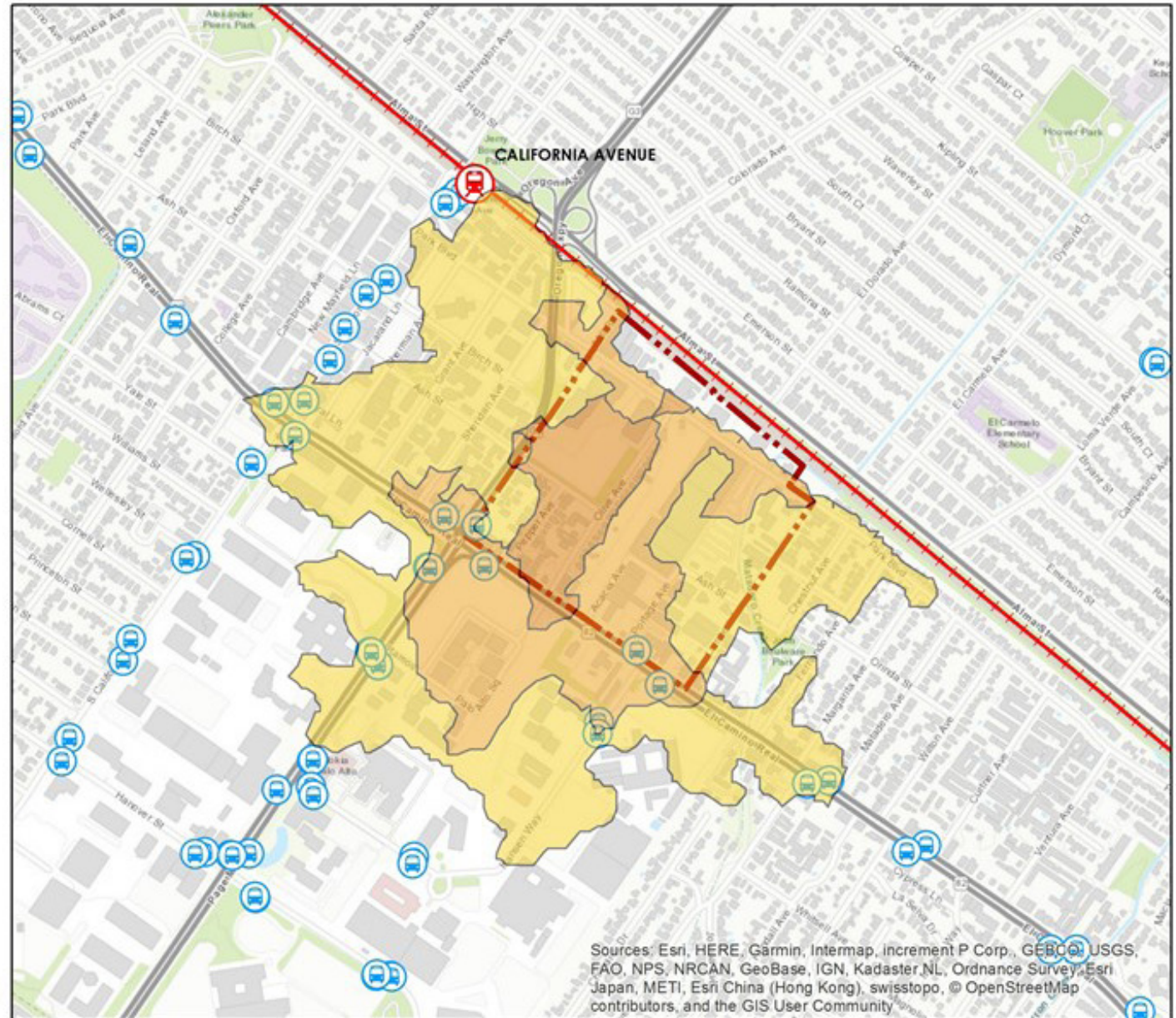
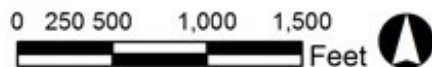
## Legend

### Walk

#### Time



### Regional Public Transit



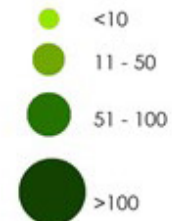


# Key Intersection Volumes - Biking

- High volumes along Park Blvd making use of the existing facilities and lower vehicular traffic volumes;
- As with walking, volumes through the site are low with Olive Avenue again acting as a barrier to north-south connectivity;
- Opportunity to enhance provision within the site and connect to existing enhancements along Park Blvd and enhance connections to Caltrain, California Avenue and beyond.

## Legend

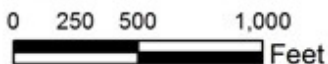
### Bikes



Caltrain Station



Site Boundary





# Travel Distances - Biking

- Biking distances achievable in 5, 10 and 15 minutes from intersection of Olive Avenue / Ash Street;
- Obviously a greater reach than walking with downtown Palo Alto achievable within 15 minutes;
- Enhanced penetration through the site and across the Railway would enhance bike distances, especially to the east by reducing existing severance areas;

## Legend

★ Downtown Palo Alto

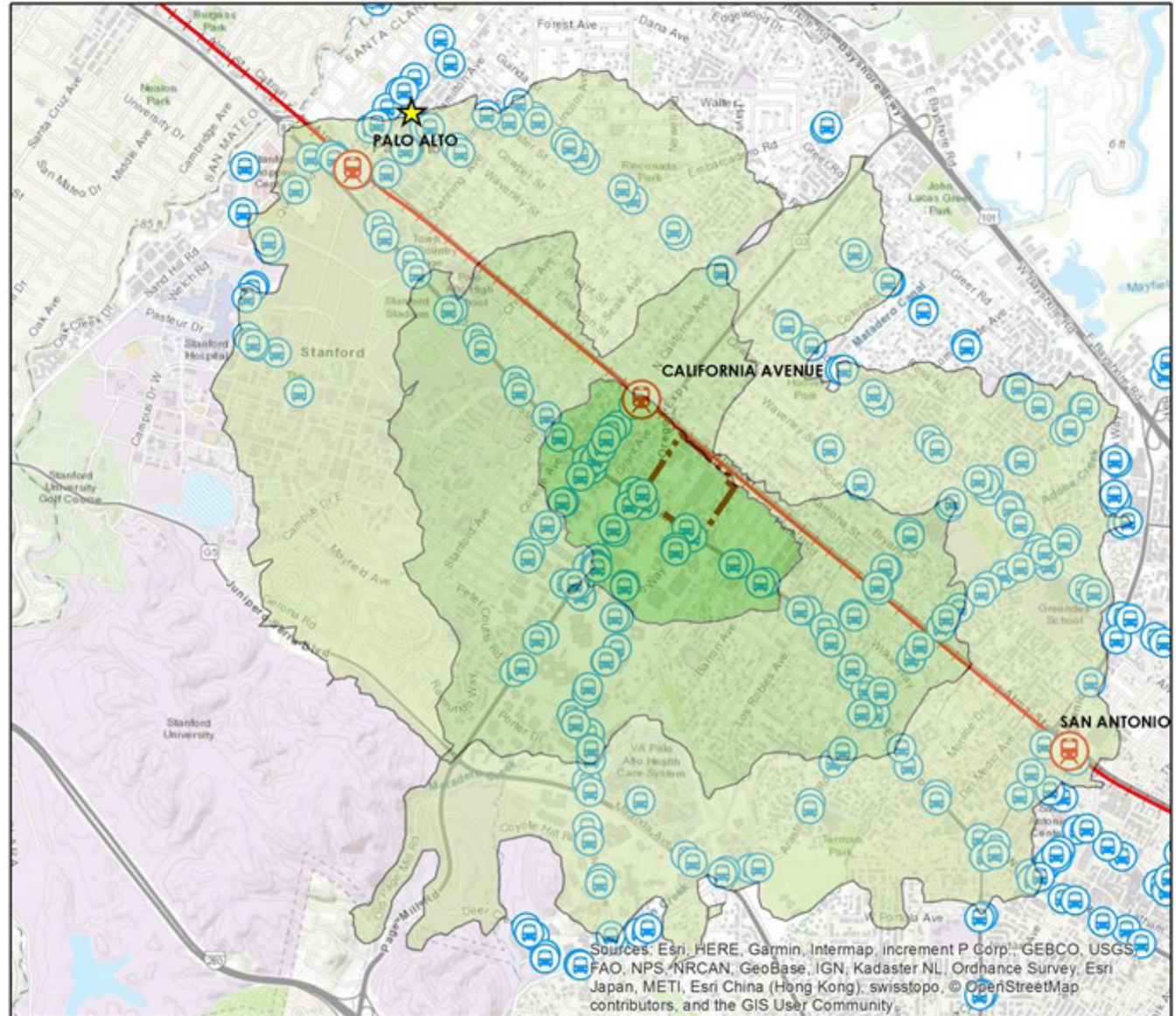
## Bike

5 min  
10 min  
15 min

## Regional Public Transit

Caltrain  
Caltrain Station  
Bus Stops  
Site Boundary

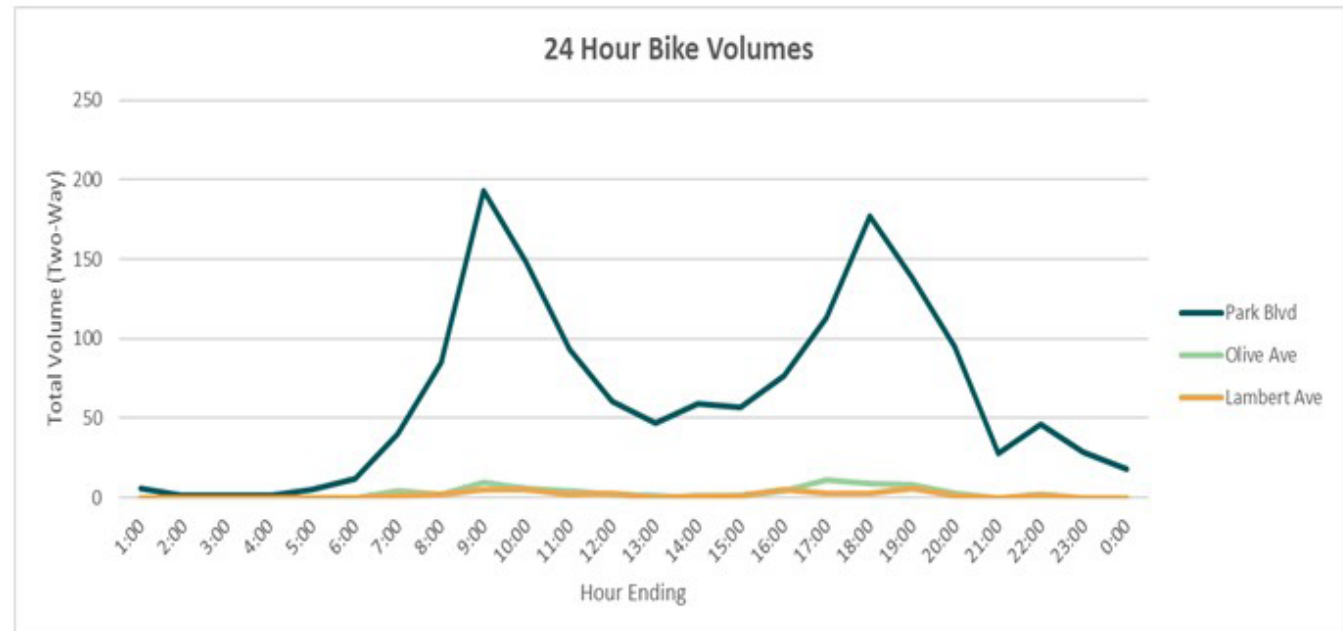
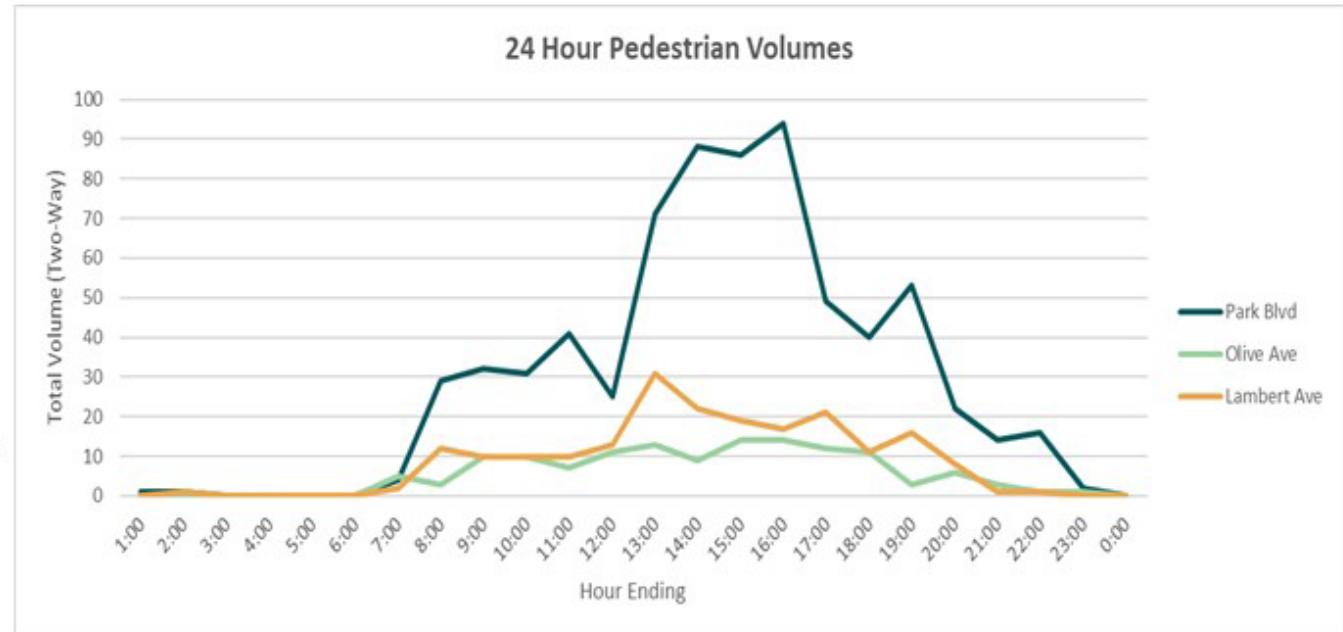
0 0.5 1 Miles





# Daily Walking and Cycling Volumes

- Daily walking and cycling volumes along Olive Avenue and Lambert are very low;
- Volumes are higher on Park Blvd with walking volumes highest during the middle of the day, whereas biking experiences very definite AM and PM peak volumes, along with consistent volumes through the day and evenings
- Increased walkability through the site and external connections could enhance walking and cycling volumes on streets like Olive Avenue and Lambert Avenue



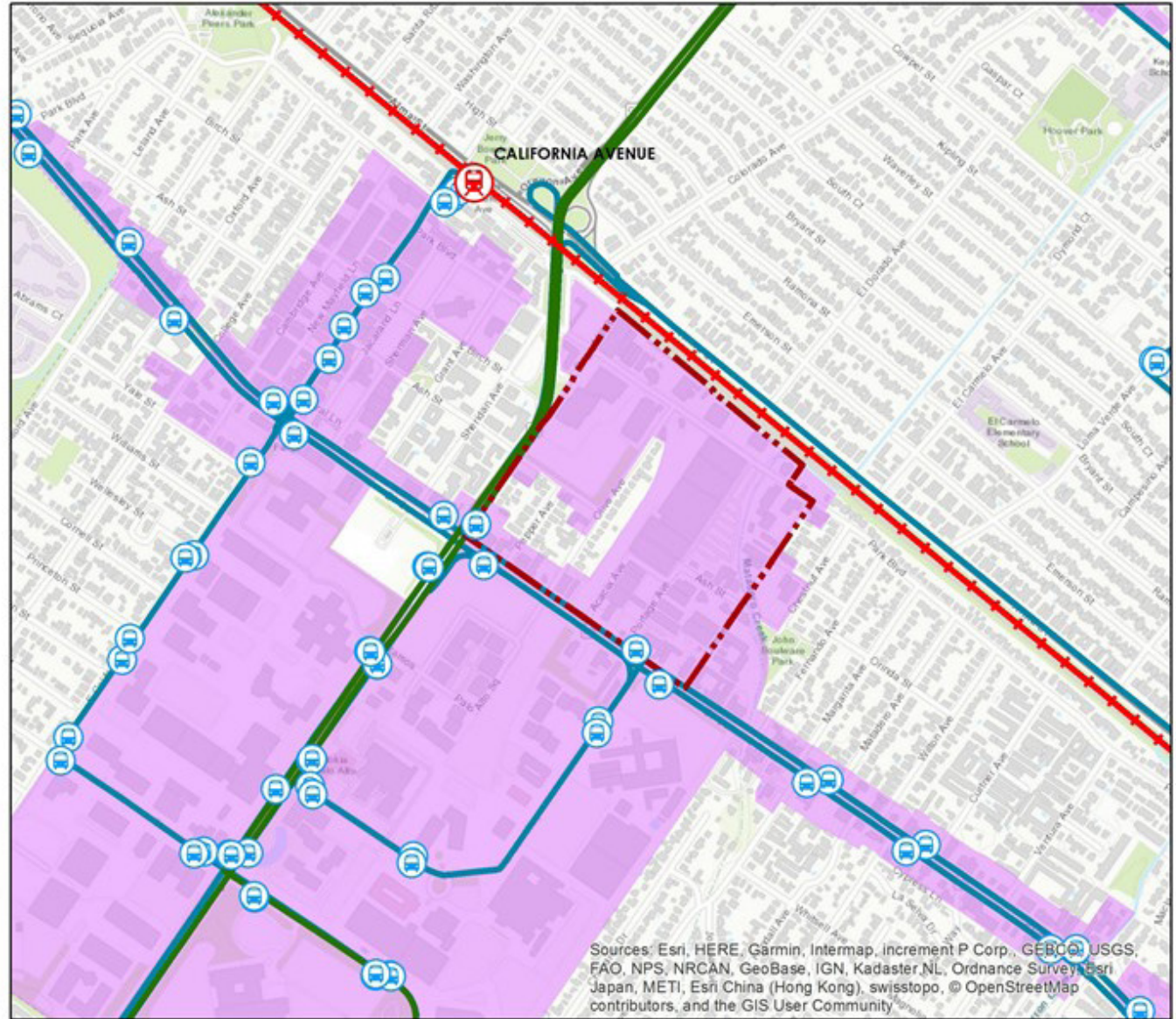
# Public Transportation Routes and Stops

- Generally good transit stop provision in the vicinity of the site;
- Caltrain Station within walking and cycling distance;
- Opportunities for better transit penetration through the site (coupled with walking/cycling connections) and connections to other mass transit services such as Caltrain

## Legend

-  Caltrain Station
-  Bus Stops
-  Caltrain
-  AC Transit
-  VTA
-  Employment/Commercial Centers
-  Site Boundary

0 250 500 1,000  
Feet





# Public Transit - Regional Scale

- Generally, good regional public transit connections available to San José, Milpitas and other residential areas to the south, to the north via Caltrain and SamTrans (at Palo Alto Transit Center) and east via Dumbarton Express;
- Key opportunity to enhance connections from the site to these routes, as well as connections to local services;

## Legend

★ North Ventura Site

## VTA routes serving NVCAP

22 Local  
 101 Express  
 102 Express  
 103 Express  
 104 Express  
 182 Express  
 522 Express

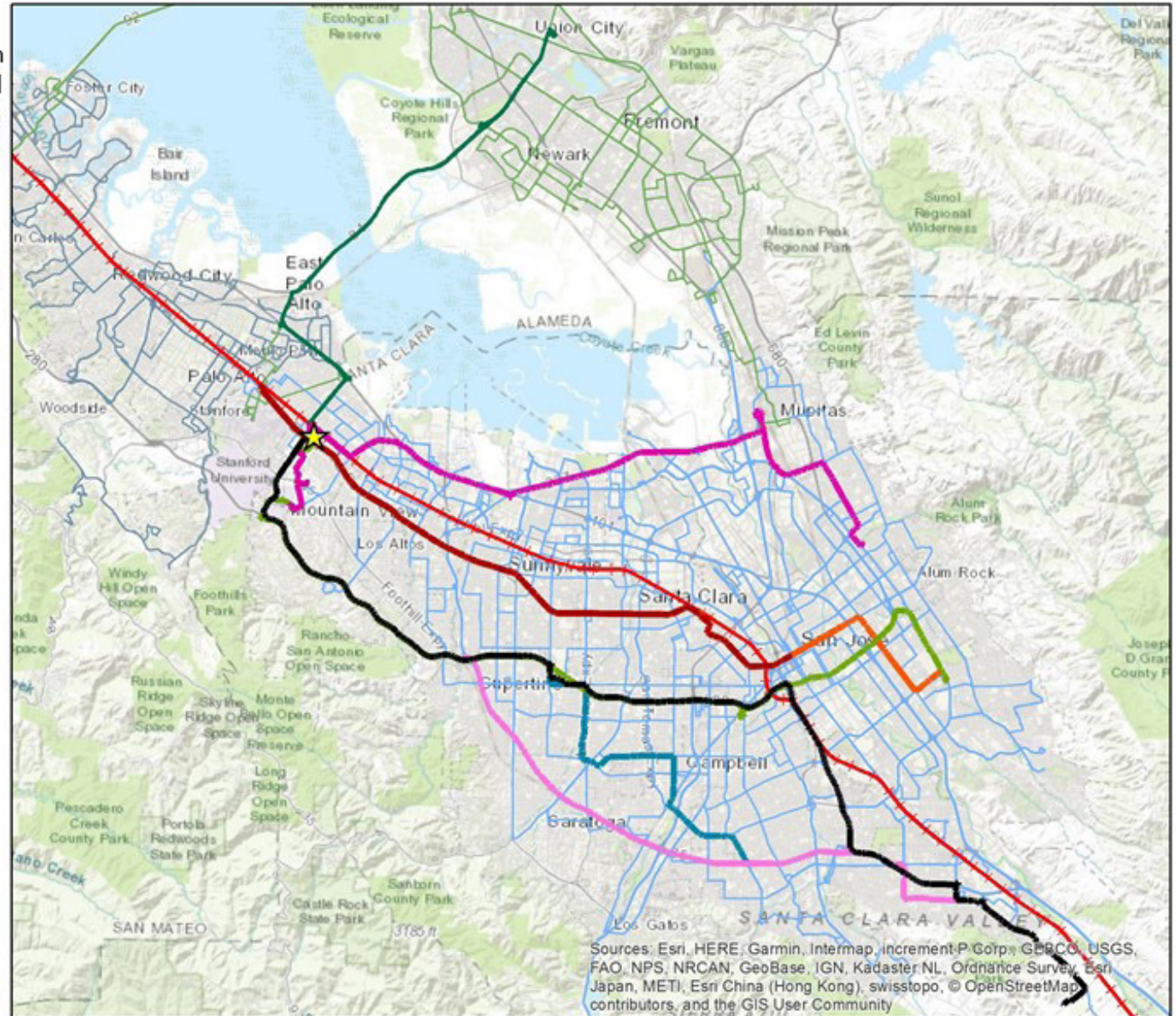
## AC Transit route serving NVCAP

Dumbarton Express

## Regional Public Transit

Caltrain  
 AC Transit Network  
 VTA Network  
 SamTrans Network

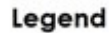
0 1 2 4 6 Miles





## Parking Locations - On-Street and Off-Street

- Significant amount of the site is taken up by parking provision, including approximately 2,400 off-street and approximately 500 on-street spaces;
- Off-street parking especially provides a barrier to permeability through the site;



### On-Street Parking

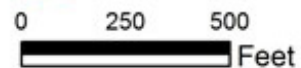
- On-street parking (approx. 500 spaces)

-  Not Allowed to Park

## Parking Lots

-  Parking Lots (approx. 2,400 spaces)

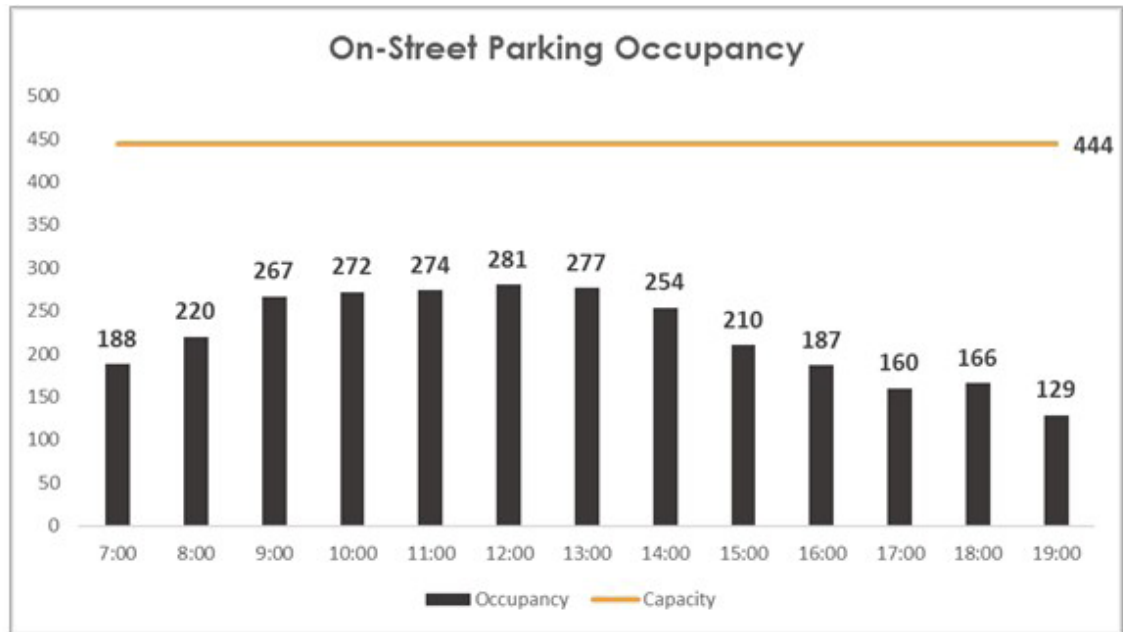
- 
- Site Boundary





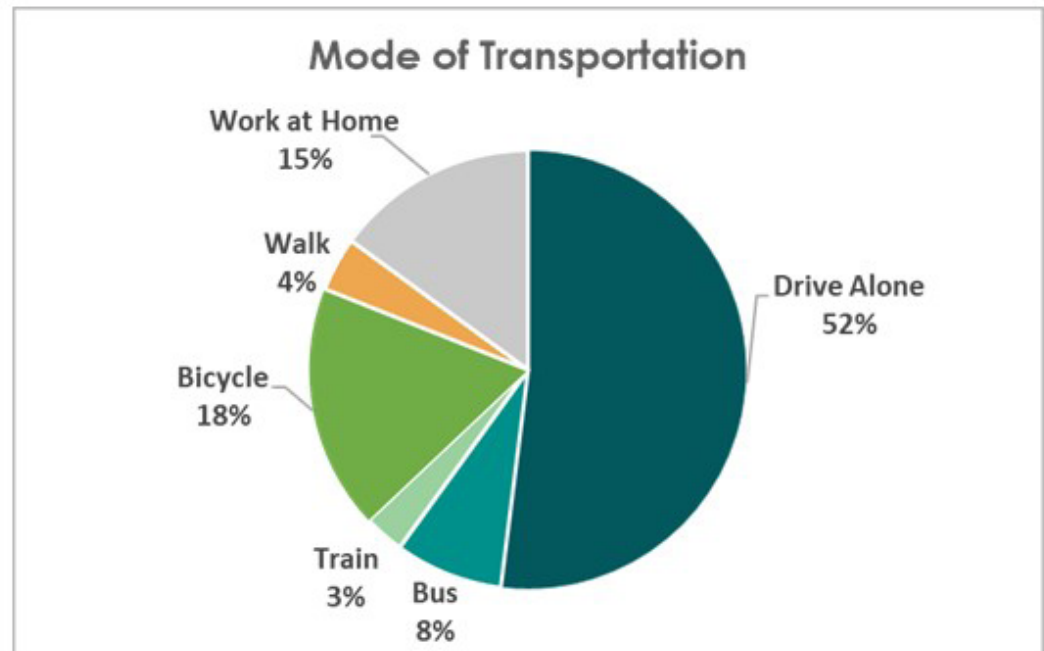
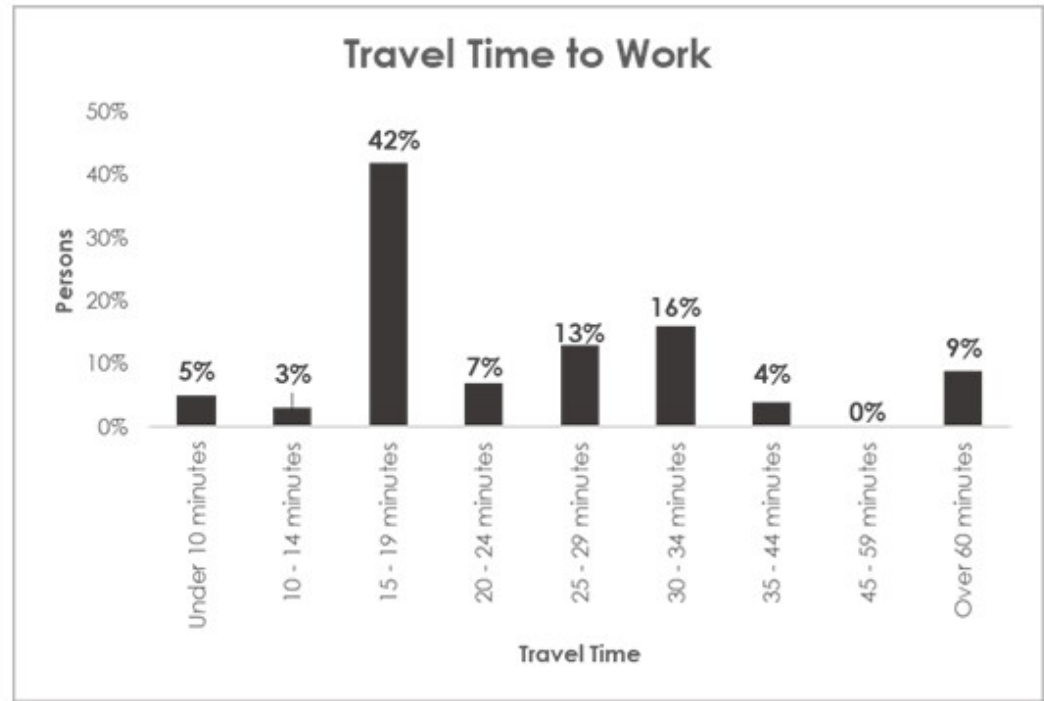
# Parking Data

- On-Street occupancy surveys show that peak levels are recorded during the working day but still capacity identified when compared to the overall provision (maximum occupancy of 63% against on-street park capacity;
- Significant levels of on-street parking still evident prior to 7am and after 7pm indicating on-street residential parking volumes are high;
- Duration of stay surveys indicate a high proportion of short stay parking in the area (< 3hrs) which suggests high levels of retail or business visits. Long stay commuter parking (6-9 hrs) is relatively modest on-street and it is assumed that the vast majority of these parking actions would be accommodated in the off-street car park provision within the site.



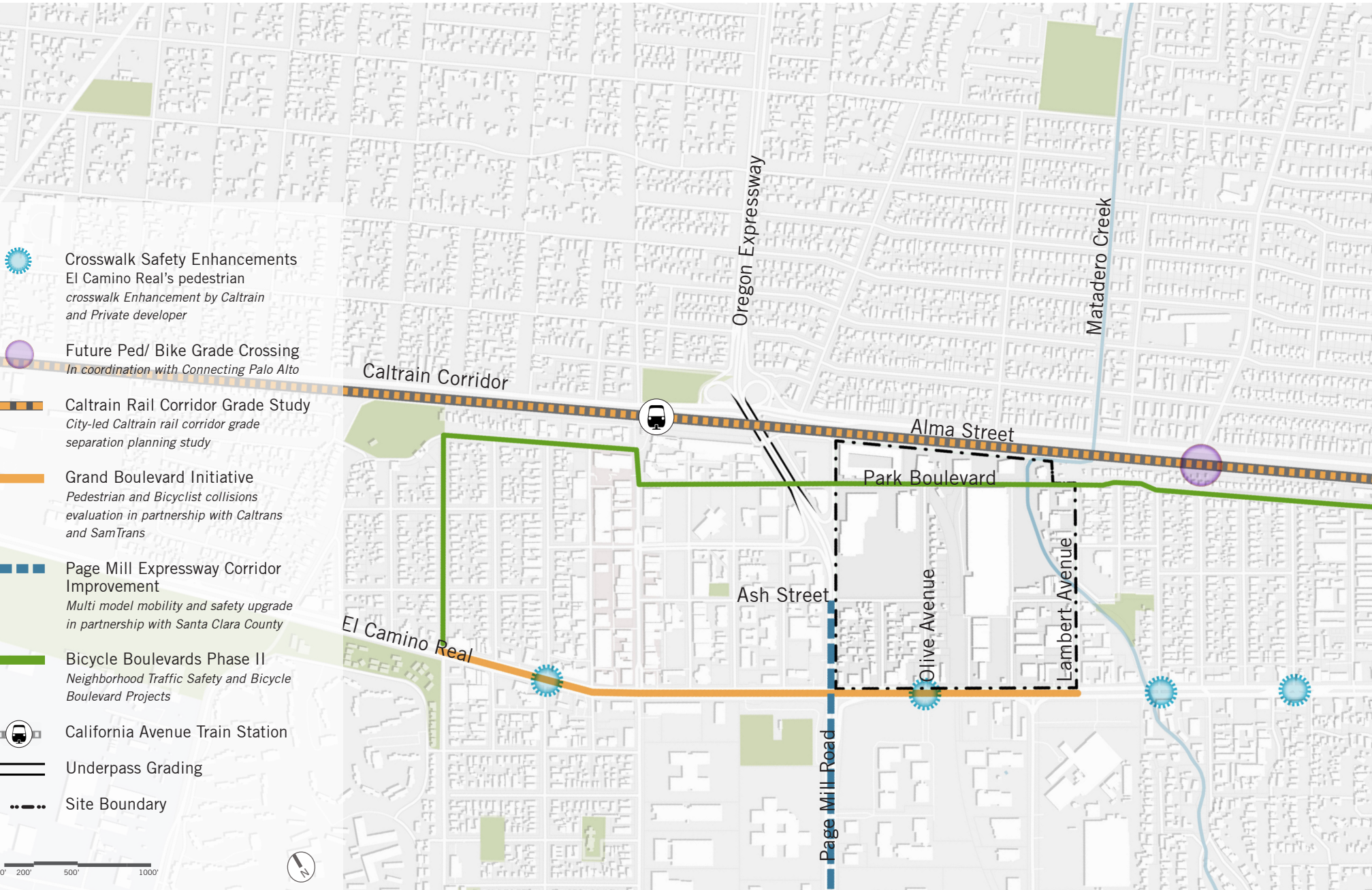
# Travel Behavior

- Vast majority of trips to and from work are in the 15-19 minute bracket;
- However, the dominant mode of transport is still single occupancy vehicles;
- There are opportunities to redress this through the enhancement of walking and cycling provision, as well as access to transit;
- Also opportunities for businesses in the area to employ TDM measures and incentives to help shift the balance towards more sustainable modes of travel.





# Planned Improvements



# URBAN DESIGN

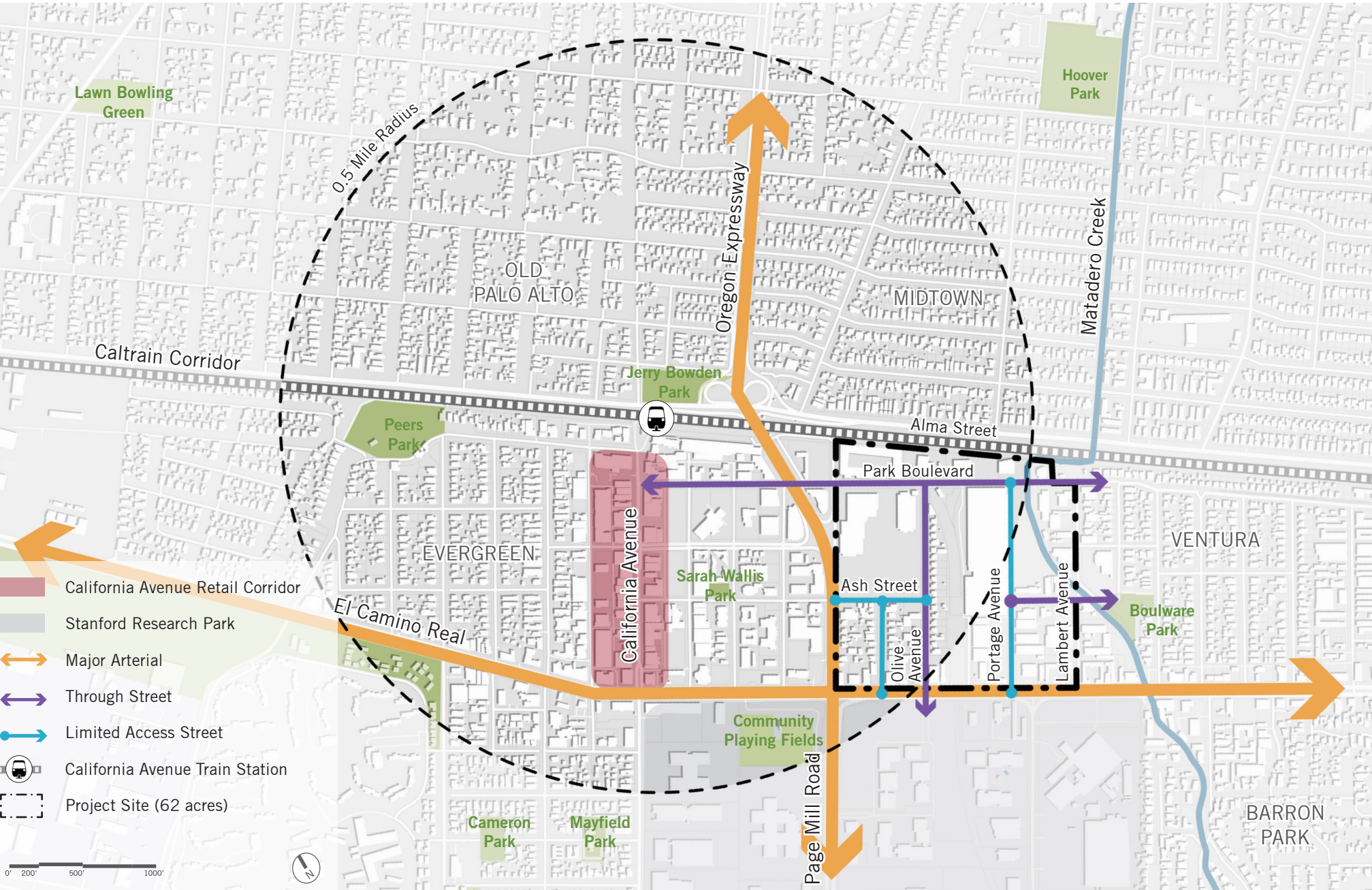


# Land Use as per Comprehensive Plan 2030



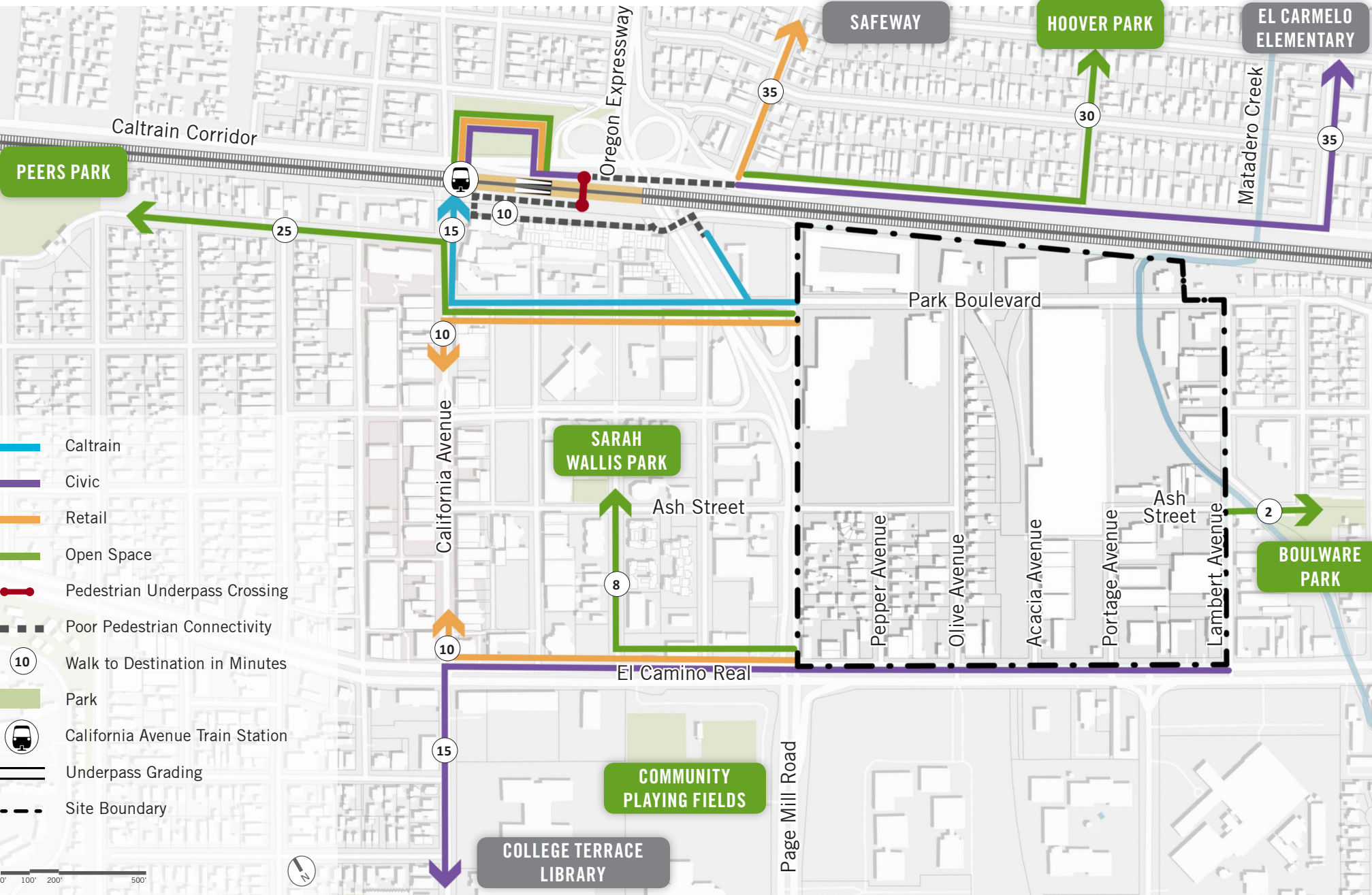


# Key Destinations and Connections

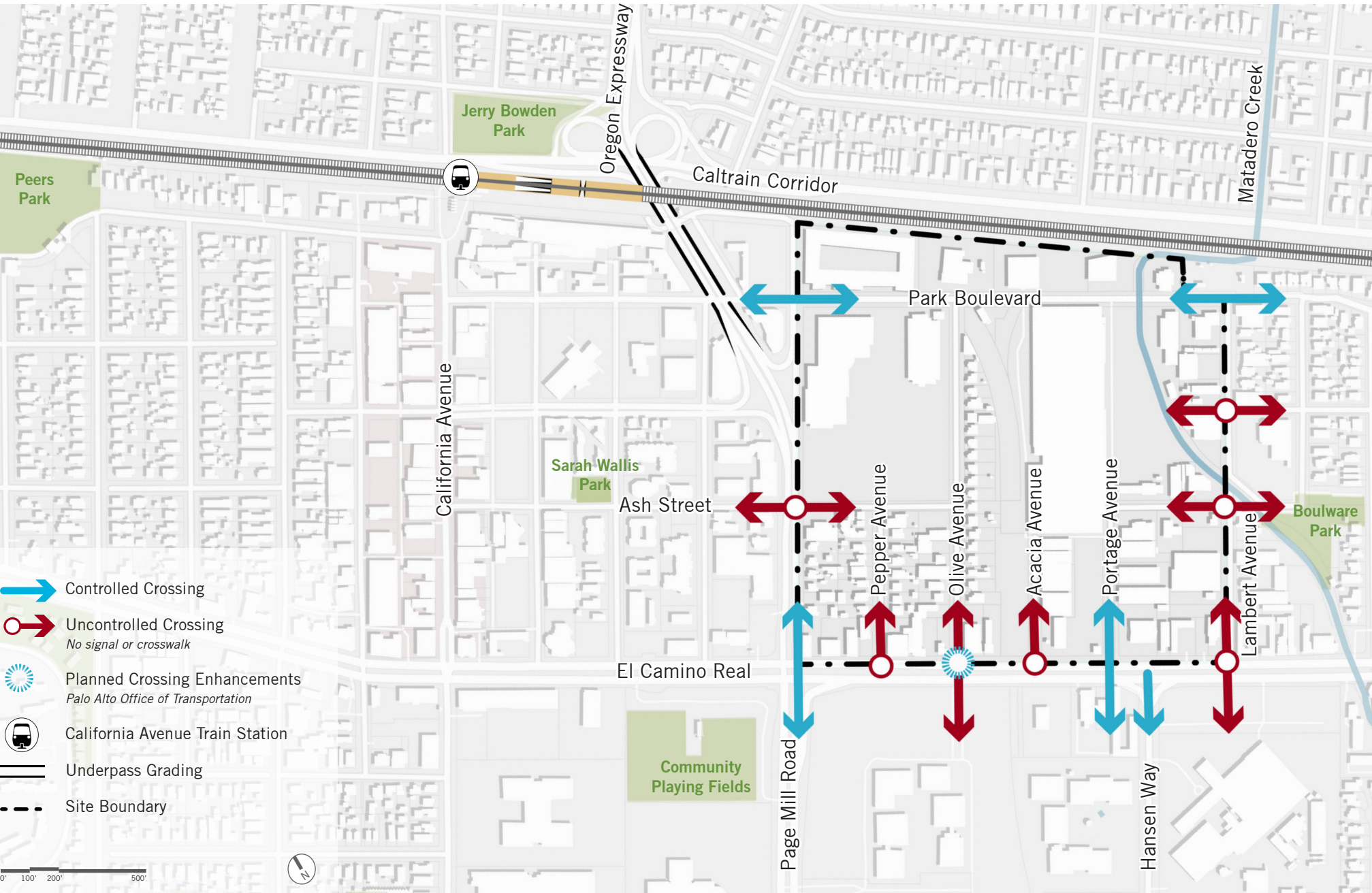




# Existing Pedestrian Connectivity to Nearby Destinations



# Existing Pedestrian Access to Project Site



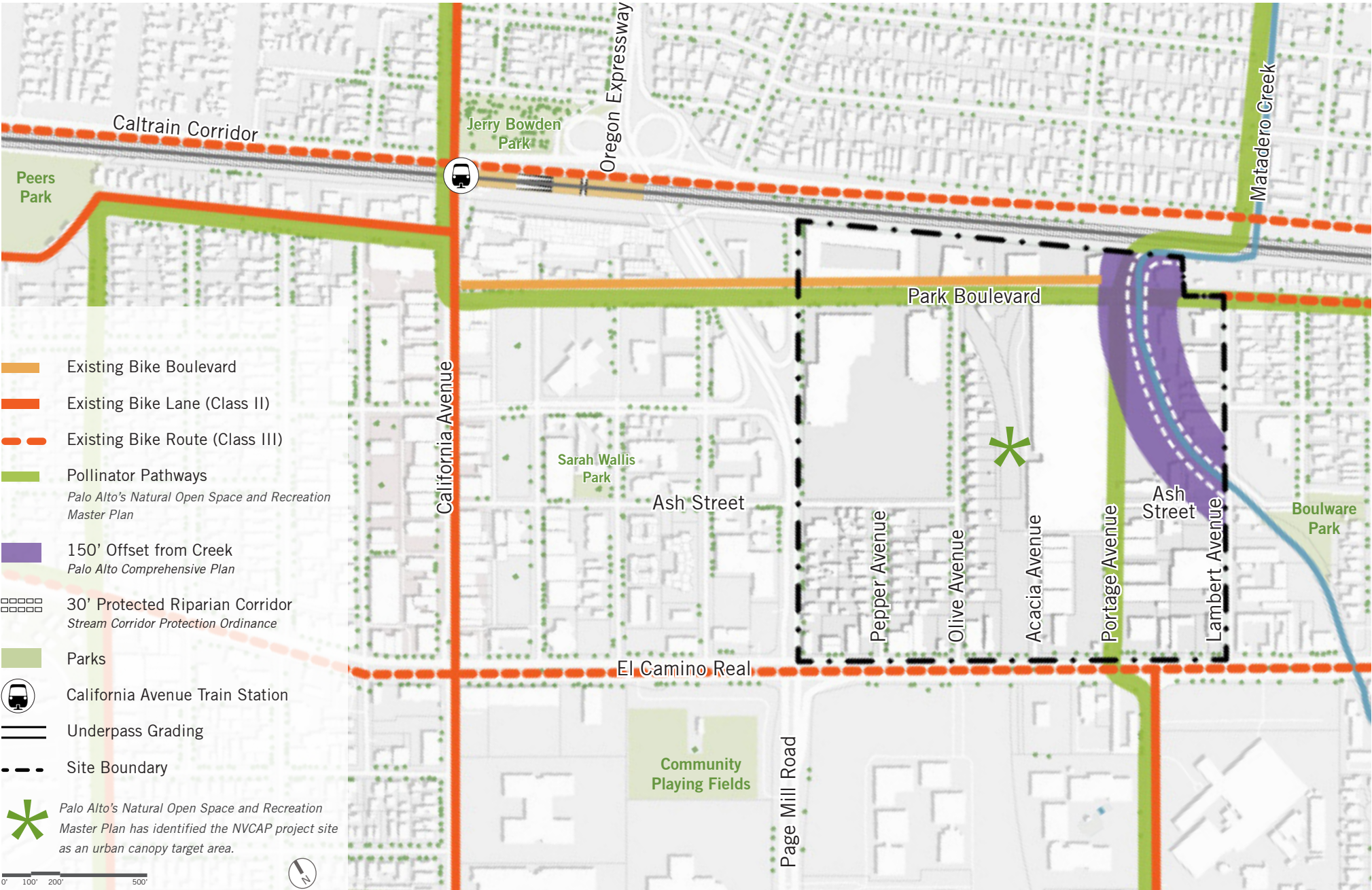


# Existing Pedestrian Connectivity within Project Site





# Open Space and Creek Corridor





# Project Context



1  
RECENTLY COMPLETED NEW DEVELOPMENT



2  
APPROVED OR CURRENT PLANNING PROJECTS

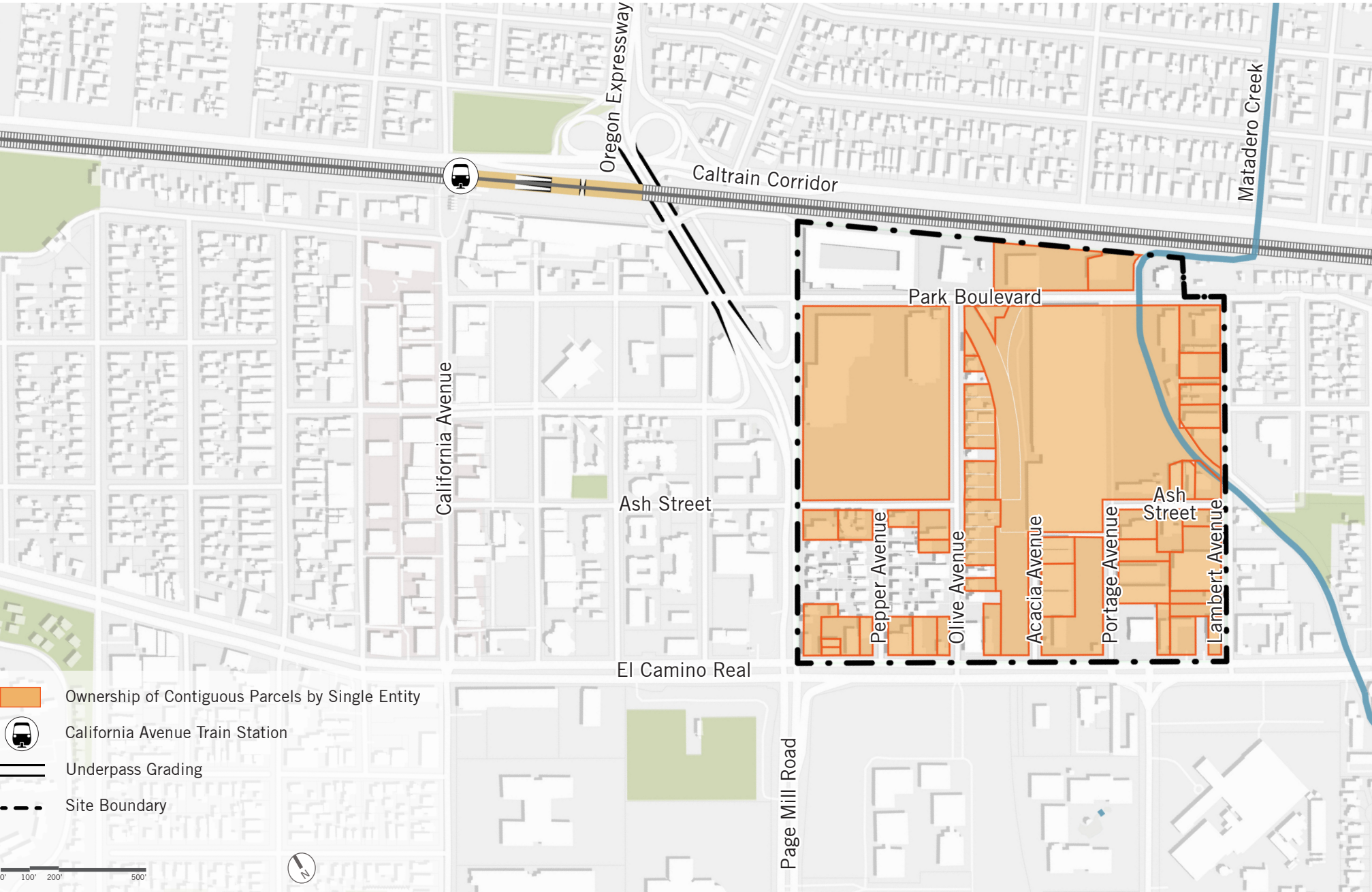


# Project Context





# Project Context



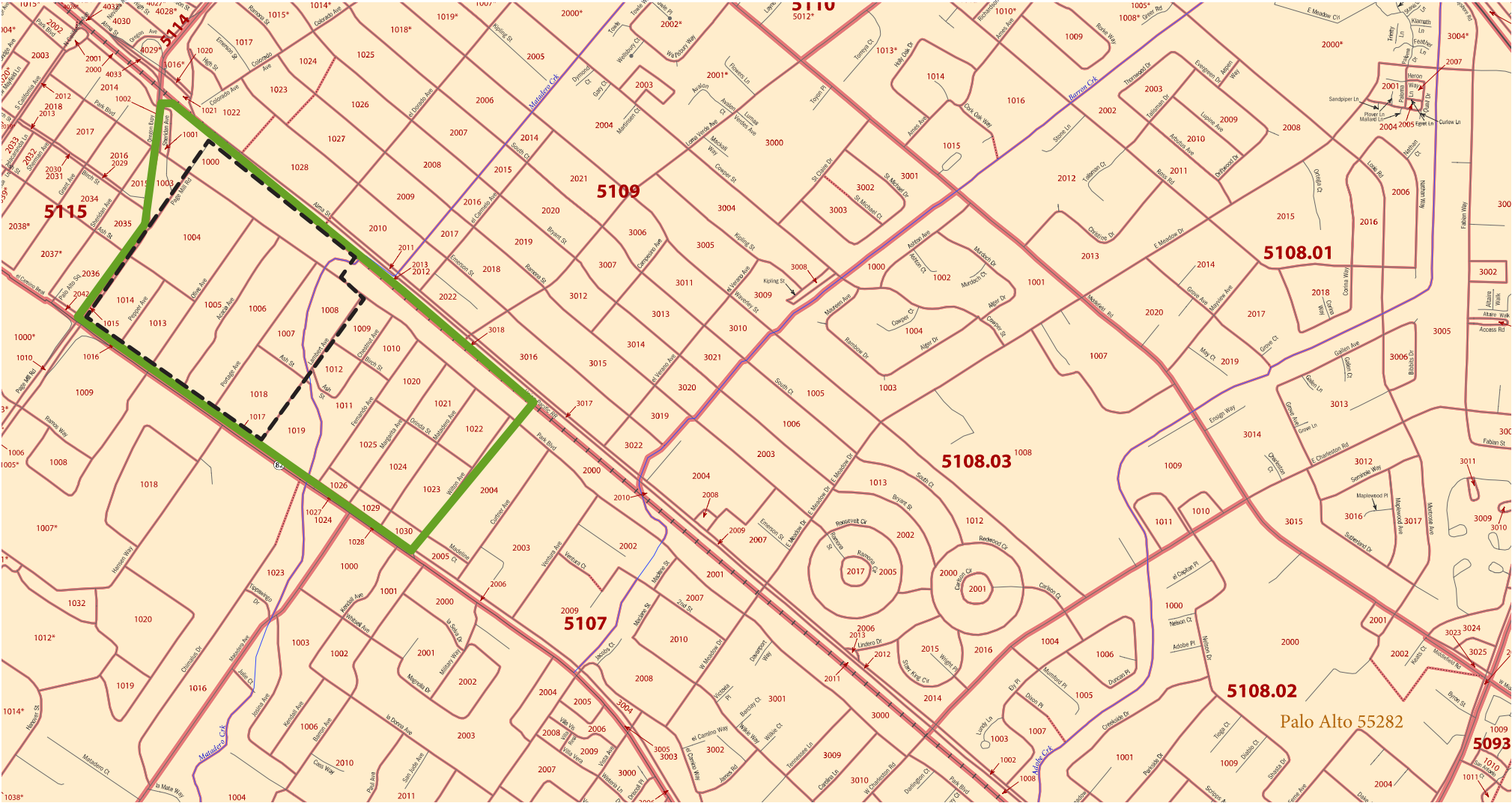
# CENSUS DATA



# Census Blocks

----- Census Block Group 5107

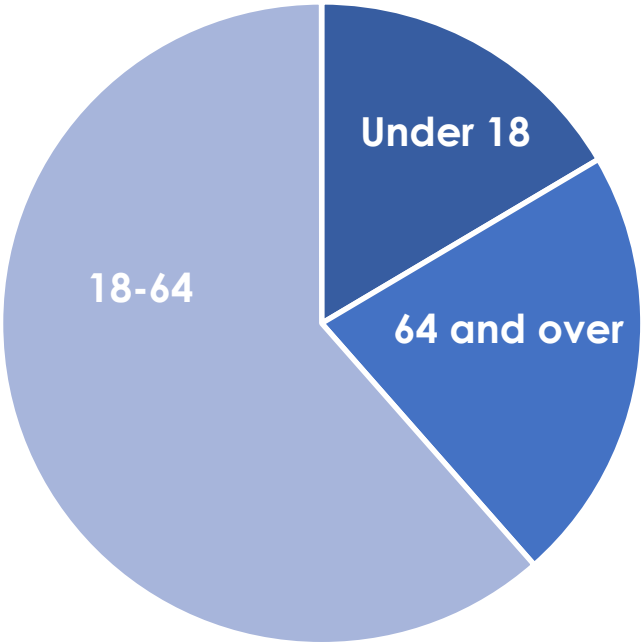
———— Census Block Group 5107





# Population

The total population of the NVCAP project site is **749 people**. The majority of people living in this area are working-age adults. There are fewer children and more seniors in this area than Palo Alto generally.

## Age



 Census Block 5107  
 Palo Alto

Population Under 18

**16.5%**  
**23%**

Population 64 and Over

**22%**  
**18%**

Median Age

**40.5**  
**39.8**

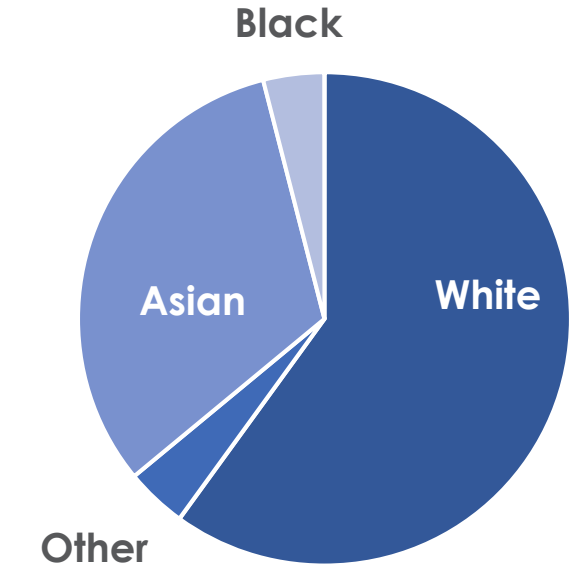
Total Population

**749**  
**67,178**



# Ethnicity and Race

The ethnic makeup of the NVCAP area mirrors that of Palo Alto as a whole. Over half of the local population identifies as White, and almost a third identifies as Asian. There is a very small population of people who identify as Black, Hispanic, or other ethnicities.



WHITE	60%	62%
BLACK	4%	1%
ASIAN	32%	31%
HISPANIC	NA	7.1%
OTHER	4%	NA

Census Block 5107  
Palo Alto

Note: The data is from a US Census Block Group larger than the site, but entirely within the Ventura Neighborhood. Palo Alto Data from US Census Bureau. <https://www.census.gov/quickfacts/fact/table/paloaltocitycalifornia/BZA010216#viewtop>. The data is from the 2016 Census and may not reflect recent changes.

# Households

The NVCAP area has more rental households (55%) than owner households (45%), and the average rental household is larger than the average owner household. This means that about 60% of people living in the NVCAP are renters.

Additionally, 21% of all households are single-person households. There may be a large demand in the area for smaller units or homes.

People per **Owner** Occupied Unit



People per **Renter** Occupied Unit



Single Person Households

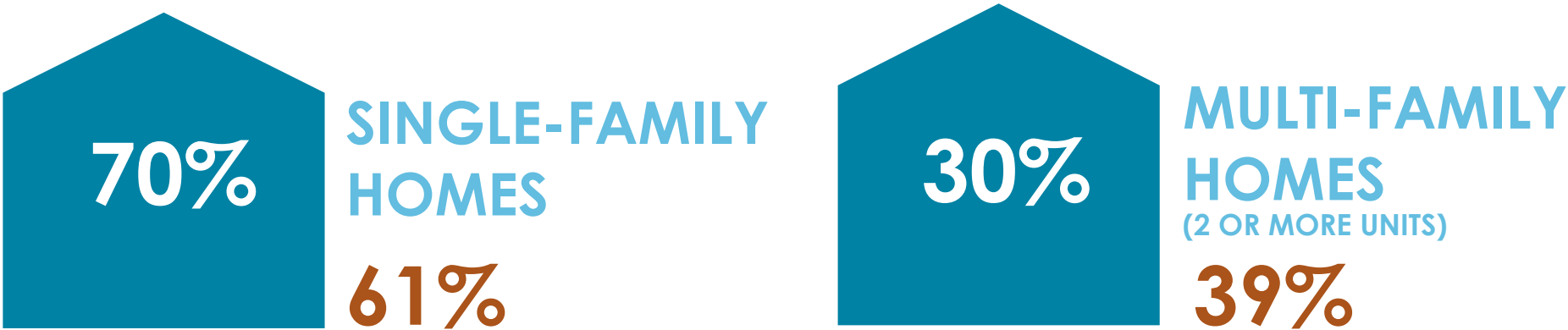


■ Census Block 5107  
■ Palo Alto



# Dwelling Units

The NVCAP site and surrounding area contains 749 individuals in **271 units** (households). 70% of dwelling units in this area are single family homes, as compared with 61% in Palo Alto as a whole.



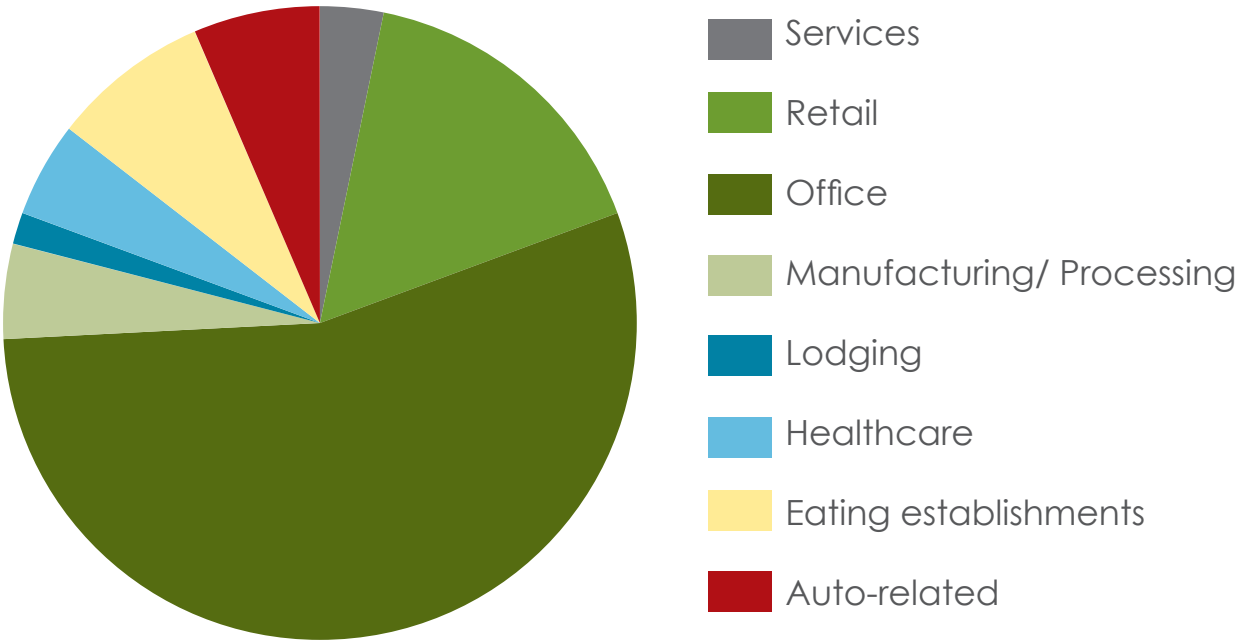
Census Block 5107  
Palo Alto

# Businesses in NVCAP

The NVCAP site contains 62 businesses, the majority of which are small and employ ten or fewer people. The largest company, Cloudera, employs 700 people. The majority of the site's commercial uses are offices. The area contains few retail or eating and drinking establishments.

**Jobs\***  
**3,381** Census Block 5107  
**111,968** Palo Alto

## Company Uses



## Top 10 Employers

- Cloudera
- Groupon
- Nauto
- Fry's Electronics
- Instart Login
- Integration Appliance
- Robinhood Markets
- AOL
- Carta
- CastAR

Note: The data presented here is based on self reported 2017 BRC business statistics. It therefore may not capture all businesses (such as home businesses) or recent changes.

\*Data from US Census Bureau <https://onthemap.ces.census.gov/>. The data is from the 2015 Census and may not reflect recent changes.

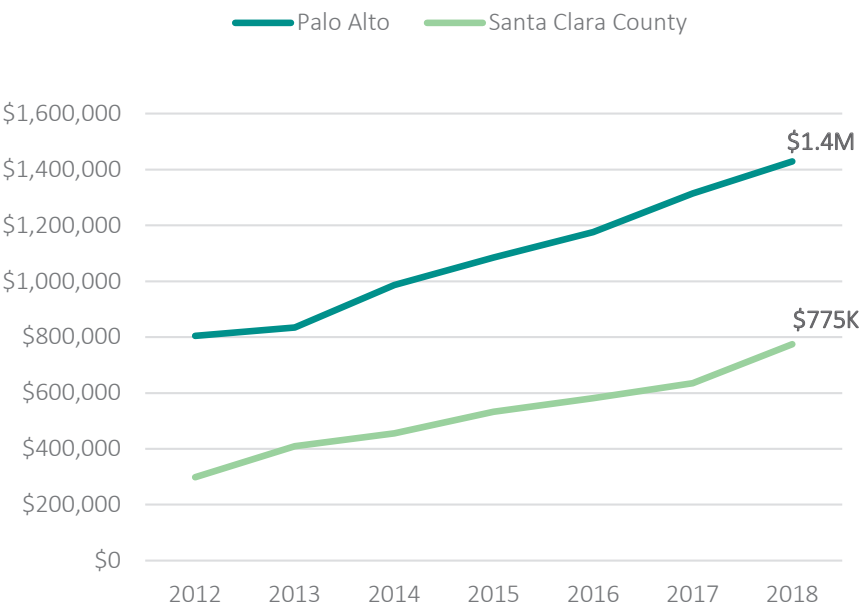


**ECONOMICS**

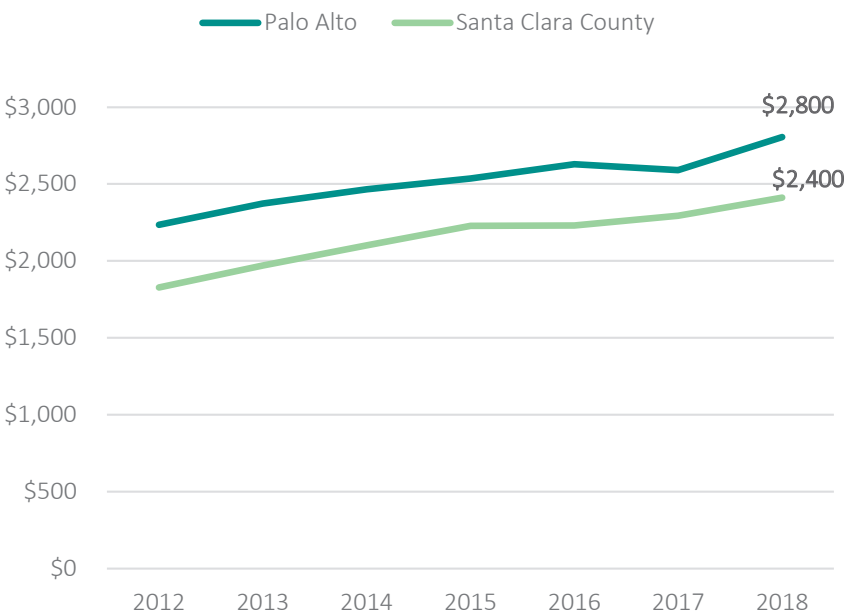
# Residential Market Trends

The cost of housing in Palo Alto is well above Santa Clara County and continues to rise

### Average Condo Sales Price



### Average Monthly Rent



Source: Redfin, 2012-2018; CoStar, 2012-2018.

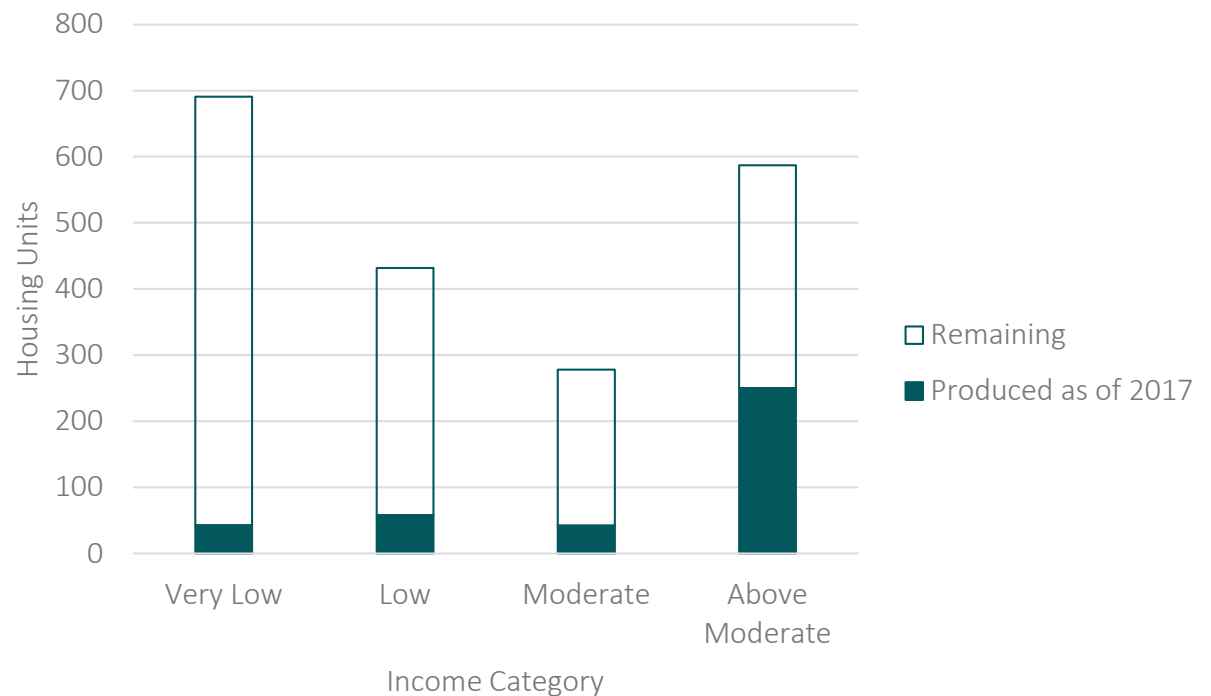


## Pace of Residential Permitting

By the end of 2017, Palo Alto was about 20 percent of the way toward meeting its 2015 to 2023 Regional Housing Needs Allocation (RHNA) overall

- Palo Alto is on track to meet its allocation in the Above Moderate income category
- Progress toward meeting RHNA goals in the lower income categories lags behind

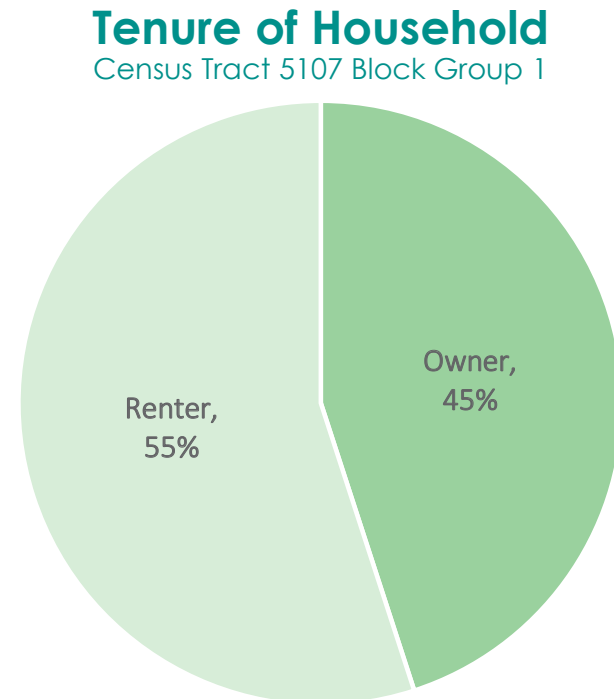
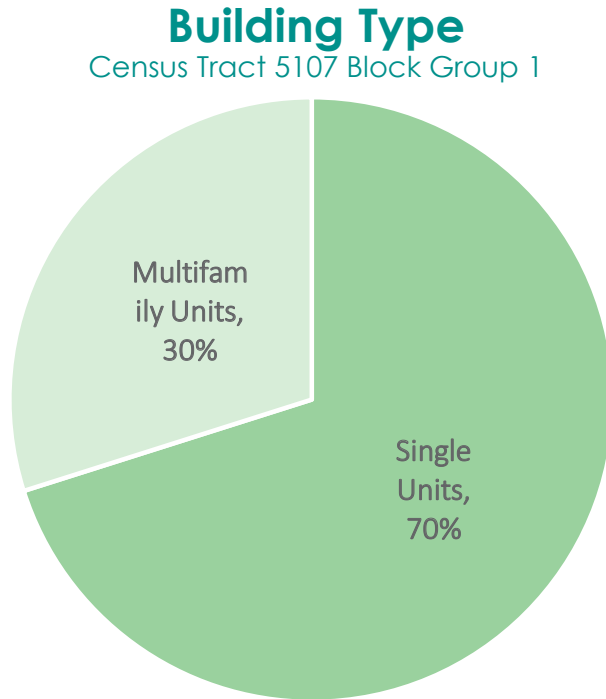
### Progress Toward Meeting 2015-2023 RHNA By Income Category



Source: City of Palo Alto Housing Element, 2015 to 2023; Annual Housing Element Progress Report, 2017.

## North Ventura Current Housing Stock and Tenure

North Ventura's housing stock is mostly single-family homes, and the majority of households are renters.



- Note that the above data is for a U.S. Census block group slightly larger than the plan area.
- Data are from the American Community Survey, 2012-2016, and do not include Park Plaza, completed in 2016 and containing 82 rental units

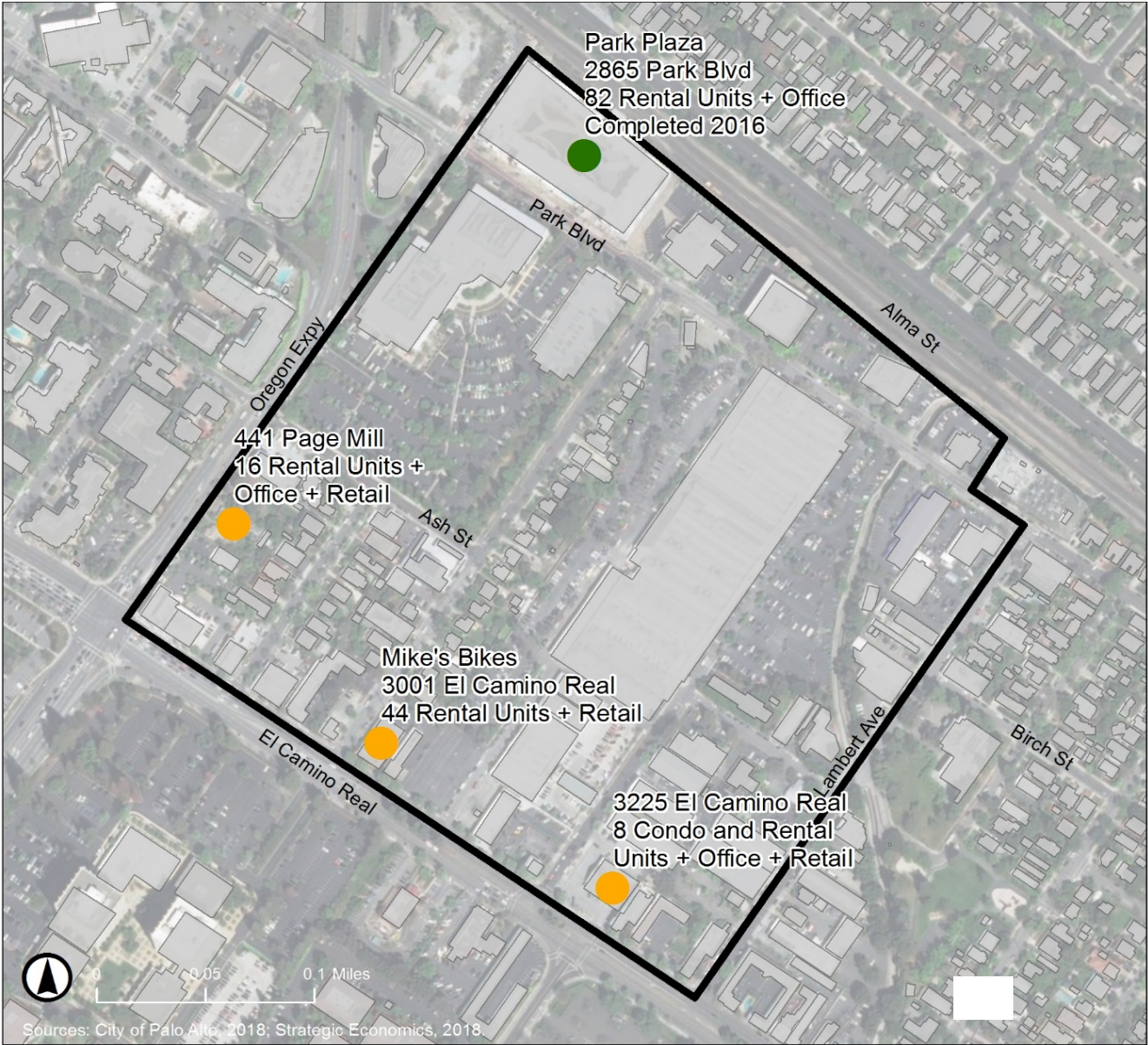
Source: US Census, American Community Survey 5 Year Estimates, 2012-2016; Perkins + Will, 2018.



# Residential Mixed-Use Development Activity in the Plan Area

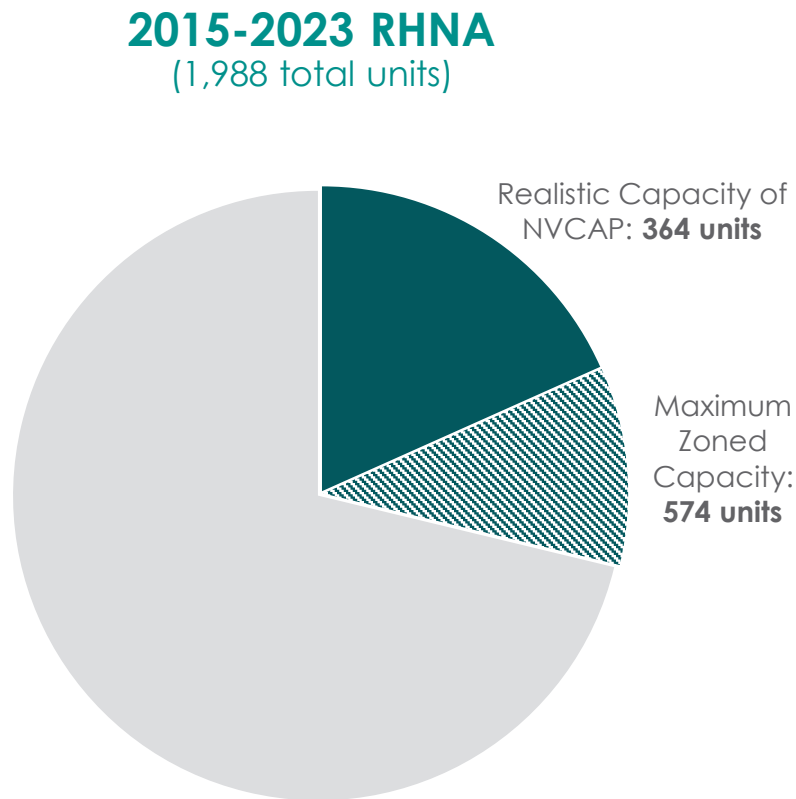
Recently Completed, Planned  
And Proposed Projects:  
Palo Alto NVCAP

- Building Status
- Completed
  - Planned / Proposed
  - NVCAP Boundary
  - Building Footprints



## Capacity of North Ventura Plan Area

The North Ventura plan area can accommodate a significant portion of Palo Alto's RHNA (at least 20% of the total allocation)



- According to the Housing Element, the current capacity is more realistically 364 dwelling units (or 20% of the total allocation)
- Under current zoning and parcelization patterns, the North Ventura plan area has a maximum zoned capacity of 574 new dwelling units
- With zoning modifications and land assembly, the plan area has the potential to accommodate units beyond what is estimated in the Housing Element

Source: City of Palo Alto Housing Element, 2015 to 2023; Annual Housing Element Progress Report, 2017.



## Barriers to Market Rate Residential

### Site availability

- Prevalence of small parcels: 16 of the 19 opportunity sites identified in the housing element are less than ½ acre

### Development Cost

- High land costs / high property acquisition value for existing commercial uses
- Escalating construction costs region-wide (labor and materials)
- Development fees and exactions

### Regulatory

- Zoning regulations may not offer sufficient land use incentives and flexibility to make developments pencil
- Retail replacement ordinance is a financial burden for some sites that cannot attract tenants
- Parking requirements increase cost of development, particularly on smaller parcels that can only accommodate underground parking

### Community Concerns

- Concerns about the impact of new development on existing neighborhoods, such as congestion

Source: City of Palo Alto Housing Element, 2015 to 2023; Interviews with area developers, 2018.

# Opportunities for Market Rate Residential

## Site availability

- Enough opportunity sites exist to make the plan area play a key role in meeting the City's housing needs (per Housing Element, at least 20% of the need can be met under current zoning)
- The Fry's site represents a significant opportunity for multifamily housing

## Market Factors

- Demand for a range of housing types remains strong, particularly for rental apartments and townhome-style dwellings near transit

## Development Costs

- Caltrain and bus transit on El Camino Real may support a reduction in off-street parking, which can significantly lower the cost of development

Source: City of Palo Alto Housing Element, 2015 to 2023; Interviews with area developers, 2018.



## Additional Considerations for Affordable Housing

### Barriers

- Declining federal sources for affordable housing widens the local funding gap
- Affordable housing developers must compete with market rate development for sites, driving up the cost of land acquisition

### Opportunities

- Transit proximity makes the area more competitive for a variety of affordable housing funding sources (AHSC, LIHTC)
- Palo Alto's Affordable Housing Overlay Ordinance allows for additional height and density for 100% affordable projects
- New state and county funding sources (SB2, Measure A)
- City's housing impact fees/in lieu fees augment the affordable housing funding at the local level
- Inclusionary requirement: enabling more market rate multifamily developments can help to create more affordable units

Source: City of Palo Alto Housing Element, 2015 to 2023; Interviews with area developers, 2018.

# ASSETS AND OPPORTUNITIES DISCUSSION



# **HOMEWORK**

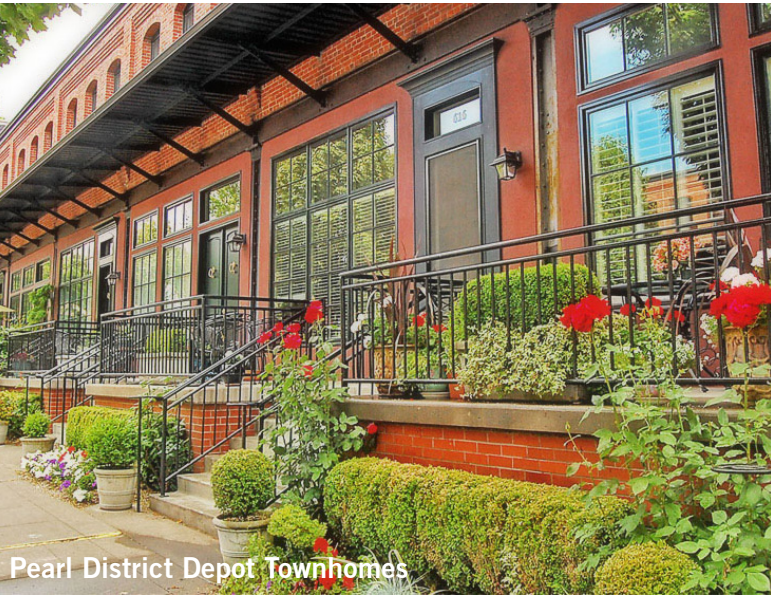
- 1.Pick a district that you think would be a good model for the NVCAP area.**
- 2.Select three images that represent this district**
- 3.Come prepared to tell us what you like about the images, and why you think this place would be a good model for the NVCAP.**

**Send your three images and a brief explanation to Elena Lee at [Elena.Lee@cityofpaloalto.org](mailto:Elena.Lee@cityofpaloalto.org) by December 03, 2018.**

Example: Pearl District - Portland



Jamison Park



Pearl District Depot Townhomes



Bike-Friendly, with bikeshare available