



# Working Group Meeting #3

#### NORTH VENTURA COORDINATED AREA PLAN

**Date + Time** January 16, 2019 | 5:30 pm – 8:30 pm **Location** Community Meeting Room, City Hall

# **Meeting Purpose and Outcomes:**

- Discuss WG precedents: why do you love this place?
- Discuss the relationship between qualitative and quantitative: how can we measure a successful place?
- Identify critical shared qualities among successful urban districts
- Introduce idea of vitality metrics
- Prototype "Day in the Life" exercise to envision a future NVCAP population

# **Attendance/Meeting Facilitators:**

### City staff:

Jonathan Lait – Interim Planning Director Elena Lee – Senior Planner Chitra Moitra – Planner Robin Ellner – Administrative Associate III

#### **Consultants:**

Geeti Silwal – *Principal* (P+W) Nivi Das – Project Manager (P+W) Kristen Hall – Lead Designer (P+W)

Rachael Cleveland – *Project Designer* (P+W) Dave Javid – *Engagement Principal* (Plan to Place)

Leah Chambers – Outreach Specialist (Plan to

Place)

**General public: 20** 





# **MEETING NOTES**

#### **AGENDA**

Call to Order: 5:30 PM

Welcome and Round Table Introductions: 5:30 pm - 5:40 pm

Agenda Items: 5:40 pm - 8:00 pm

4. Feedback on process to date

- 5. Working Group report back on places assignments
- 6. Consultant presentation What makes a place vibrant?
- 7. Break out discussion A day in the life

Oral Communication: 8:00 pm - 8:20 pm

Wrap Up: 8:20

Adjournment: 8:30 PM

#### Feedback and Questions on Process to Date

- Consider extending WG meetings to 3 hours
- Reiterate timeline for this project
- Request materials earlier to fully review, consultants to deliver Friday before WG meeting
- Potential for historic subcommittee? Adds significant time to process, is need justified?
- Existing conditions memo will be submitted for review
- Difference between WG and Comp Plan Group
  - o Comp Plan Group: Reviewed document and advise on policies and programs
  - Working Group: Identify opportunities and constraints, identify needs and act as liaison to explain private development goals with community

#### **WG Present Precedents**

Alex Lew: Emeryville, CA

Heather Rosen: Historic Scotland Keith Reckdahl: St. Anthony Main, MN Kirsten Flynn: Oak Park Arts District, IL

Siyi Zhang: Central Square, MA

Yunan Song: University Ave, Palo Alto, CA Angela Dellaporta: Various locations

Gail Price: Various locations

Terry Holzemer: The Barlow, Sebastopol, CA





# Emeryville

- · Industrial buildings
- · Ped/bite paths
- · terraceo/balconies
- \* convec restaurants
- · Mix Do peoply walking
- coan to xin .
- · milroads -> quantup

# St. ANTHONY MAIN

- · Mostly residential, Mix
- · feels like a reighbox hood
- · notdoor places
- · Little out-freezigh traffic
- · bike traffic t walking touls
- · law-flow, adolelustane Streets

# OLD TOWN BEINBUREH

- · reuse of old brillings/
- · activated, diversity a retail
- spaces + garming

# OAK PARK Sishiot

- malleys behind
- oconsistent Selloack
- o reason for viable retail
- omix of eract densities

2





# CENTRAL SQUARE cambridge · Inclusive events · local establishments + unique · mixed was

· dense housing

· multi-output

# DT PALO ALTO

- · close to milliony station
- · nice, quiet streets
- · MIX of uses
- · outdoor plaza
- · preserved history
- stree campy

# VARIOUS PLACES-Angela

- · reuse of industrial buildings
- · walkable, active
- with cheliveries + peals
- · interesting rooflines
- · hire/ped Baths
- " Streets for neighborhood

# VARIOUS PLACES - guil

- oraix of uses + densities
- prefab units
- · quality+ unful ped.
- · edible carders
- · Whimsy
- oneighborhood-designed crosshauks
- · green walls
- o public out

3

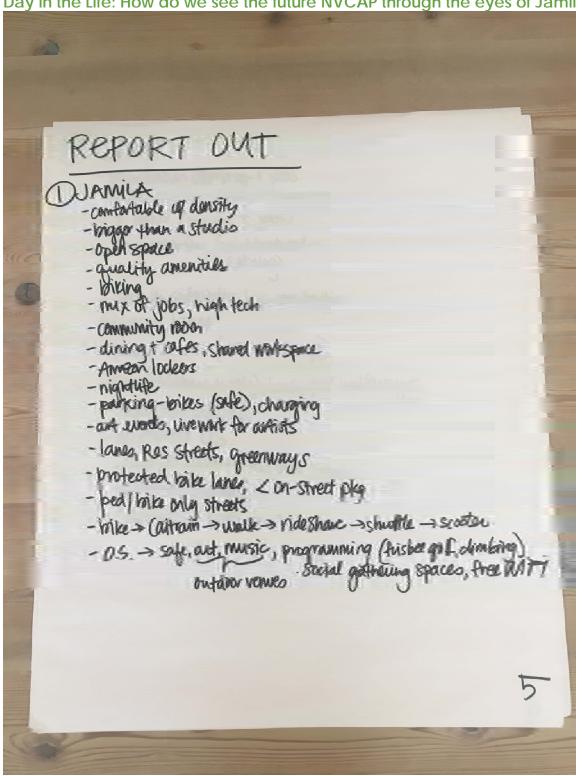


# PARKER SEBASTOPOL · walkable oformer cannery ocitizen duiven process · whimso public out · lots of housing · no office o mix of uses · Market, cafes - places to eat · Palo Atto character





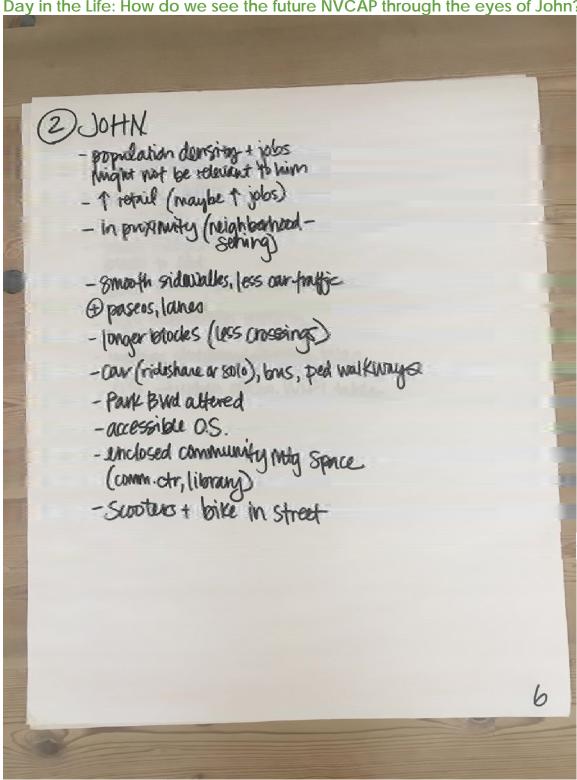
Day in the Life: How do we see the future NVCAP through the eyes of Jamila?





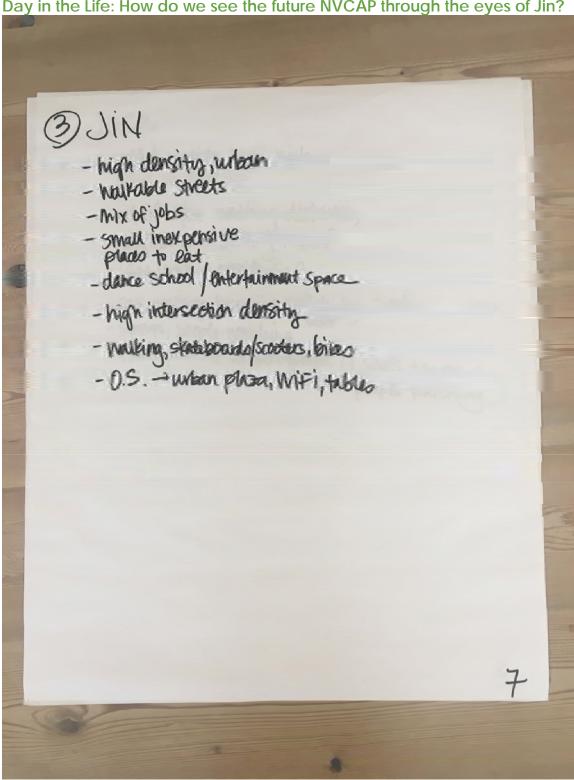


Day in the Life: How do we see the future NVCAP through the eyes of John?





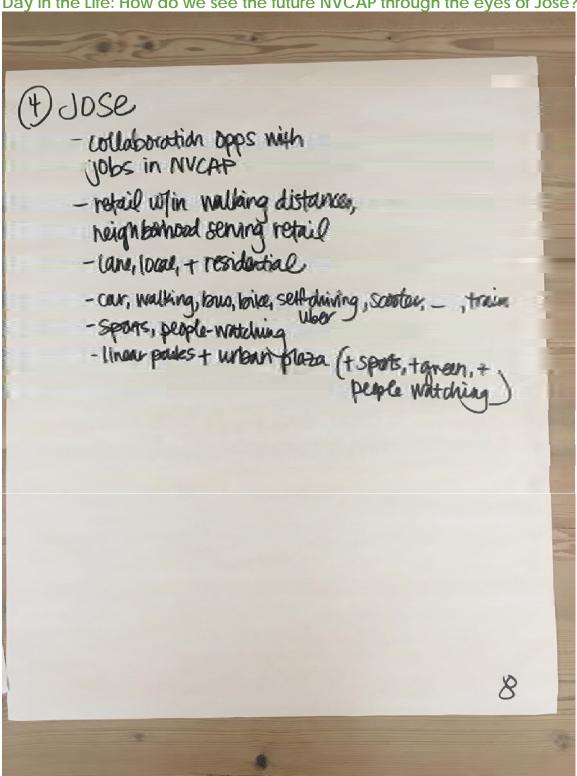
Day in the Life: How do we see the future NVCAP through the eyes of Jin?







Day in the Life: How do we see the future NVCAP through the eyes of Jose?





## Feedback, what worked, what could be improved?

#### What worked well?

- Fun and engaging
- Examples of future residents are good and necessary to get us to think beyond own experiences
- Precedents were interesting, but too much data

#### What could be improved?

- Clarify the maps so that we know exactly where neighborhood or district is and clarify that all at same scale
- Concern that the exercise is too complicated for the community workshop and won't allow the community to feel their input and opinion is being considered
- Suggestions were to give the public opportunity to expand characters or add a quality, or imagine their daughters or sons? Or allow public to select which personality
- Specific changes to characters: Jose wouldn't drive to Stanford; Jamila wouldn't take the train, need to add a family person, include someone with less financial means
- Consider other metrics
  - o Miles of separated bike trails and ped paths
  - o Retail in ped-friendly areas
  - o # of car trips in and out
  - # of street events

#### **Public comment**

- Liked the exercise, helpful to focus on non-design folks, good way to stretch our thinking
- Refine place selections so that they are clearly different
- Affordable housing should be a community concern
- SOFA working group had more diversity: representation on the committee from affordable housing, retail, childcare, open space, and historic experts



