

**Presentations from the**

**June 4, 2018**

**City Council Meeting**



THE KITAHAMA PLAZA



EXHIBIT B

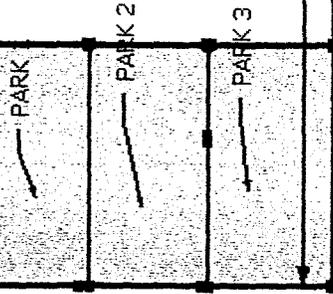
620 EMERSON

40'

100'

620 EMERSON ST.

102' 6"



TREE (E)

ALLEY

20'

20'

EAST  
EY

# EXHIBIT A

## FINAL ENGINEER'S REPORT

for

## UNIVERSITY AVENUE AREA OFF-STREET PARKING ASSESSMENT DISTRICT

Prepared for:

City of Palo Alto  
California

Prepared by:

 Harris & Associates

March, 2001

m a k i n g

p u b l i c

p r o j e c t

h a p p e n

Assessment Number	Assessor's Parcel Number	Owner's Name	Mailing Number	Address Street	City	State	Zip	Site Address	Square Footage	Parking Required	Parking Provided	A.D. Parking Participation	Parking Benefit Units	Preliminary Assessment	Final Assessment
211	120-28-088	City of Palo Alto (High-Alma South Lot) attn: Joe Saccio	250	Hamilton Avenue 4th Floor	Palo Alto	CA	94301		0	0	0	0	0	\$0.00	\$0.00
212	120-28-089	Vandervoort, Jill	1005	Edgewood dr.	Palo Alto	CA	94303-2821	542 High	0,375	28	0	20	28	\$130,338.20	\$130,338.20
213	120-28-090	Mills, Joan F. Et Al	887	Loma Verde Av	Palo Alto	CA	94303-4118	133 Hamilton	0	0	0	0	0	\$0.00	\$0.00
214	120-28-091	Fasani, Steven I. Trustee & Et Al	887	Loma Verde Av	Palo Alto	CA	94303-4118	830 Alma	8,250	25	8	17	17	\$85,221.17	\$85,221.17
215	120-28-092	Greenan, Charles J III Trustee	700	Emerson Av	Palo Alto	CA	94301-2410	520 Alma	5,823	23	0	23	23	\$115,289.23	\$115,289.23
216	120-28-093	Vandervoort, Jill Trustee	1005	Edgewood dr.	Palo Alto	CA	94303-2821	525 Alma	7,892	31	0	31	31	\$155,403.31	\$155,403.31
217	120-28-094	Bellomo, Victor C. and Margaret M.	753	E. El Camino Real	Sunnyvale	CA	94080	102 University	14,185	57	0	57	57	\$285,741.57	\$285,741.57
218	120-28-095	City of Palo Alto	250	Hamilton Avenue	Palo Alto	CA	94303	450 Bryant	10,210	73	20	44	44	\$220,572.44	\$220,572.44
219	120-28-097	505 Hamilton Ave Paris LP	3336	E 32nd St. Ste #217	Tulsa	OK	74135	180 University	30,750	147	0	147	147	\$738,012.48	\$738,012.48
220	120-28-098	Iverson, Nellie J. and Milton C. Trustee	810	Sand Hill Cr.	Menlo Park	CA	94025-7100	220 University	7,390	30	0	30	30	\$150,350.30	\$150,350.30
221	120-28-099	City of Palo Alto attn: Joe Saccio	250	Hamilton Avenue 4th Floor	Palo Alto	CA	94301		0	0	0	0	0	\$0.00	\$0.00
222	120-28-100	251 University Avenue Associates	259	University Av Ste. 200	Palo Alto	CA	94301	251 University	17,835	71	0	71	71	\$355,823.71	\$355,823.71
223	120-28-101	Digital Equipment Corp		P.O. Box 404	Maynard	MA	01754-0404	130 Lytton	47,234	180	118	71	71	\$355,823.71	\$355,823.71
224	120-28-102	101 University	555	California St. Ste. 2850	San Francisco	CA	94104	101 University	41,320	165	30	120	120	\$303,839.27	\$303,839.27
225	120-28-103	250 University Avenue Associates	259	University Av Ste. 200	Palo Alto	CA	94301	250 University	41,500	169	66	100	100	\$501,301.00	\$501,301.01
226	120-28-104	City of Palo Alto	250	Hamilton Avenue	Palo Alto	CA	94303	250 University	0	0	0	0	0	\$0.00	\$0.00
227	120-28-105	G. Drew Gibson Jr.	1731	Technology Dr Suite 340	San Jose	CA	95110	400 Emerson	8,110	32	32	0	0	\$0.00	\$0.00
228	120-28-106	Emerson Associates	20725	Valley Green Dr. Ste 200	Cupertino	CA	95014-1703	414 Emerson	2,888	11	0	0	0	\$40,104.08	\$40,104.08
229	120-27-002	Zachariah Inc.	2917	24th Av	San Francisco	CA	94132-1835	118 Hamilton	7,484	30	8	22	22	\$110,288.22	\$110,288.22
230	120-27-003	Zachariah Inc.	2917	24th St.	San Francisco	CA	94110-4128	138 Hamilton	3,345	13	2	11	11	\$55,143.11	\$55,143.11
231	120-27-004	Bibbler, James O. and Linda J.	158	Hamilton Av	Palo Alto	CA	94301-1819	150 Hamilton	1,875	8	1	7	7	\$35,091.07	\$35,091.07
232	120-27-005	Bibbler, James O. and Linda J.	158	Hamilton Av	Palo Alto	CA	94301-1818	150 Hamilton	3,750	15	2	13	13	\$65,189.13	\$65,189.13
233	120-27-008	Lawrence S. Kuechler	50	North First Street	San Jose	CA	95113	185 Hamilton	13,084	52	4	48	48	\$240,824.48	\$240,824.48
234	120-27-007	Casa, Olga	180	Hamilton	Palo Alto	CA	94304	100 Hamilton	49,997	200	5	195	195	\$977,535.95	\$977,535.95
235	120-27-008	Thotts Bros. Inc.		P.O. Box 21	Palo Alto	CA	94302	200 Hamilton	15,150	81	0	81	81	\$305,783.01	\$305,783.01
236	120-27-009	Galley Properties LLC	60181	Schweh House Rd.	Bend	OR	97707-2321	234 Hamilton	8,450	28	0	28	28	\$120,338.28	\$120,338.28
237	120-27-010	Forest Casa Reef LLC		P.O. Box 80177	Palo Alto	CA	94306	248 Hamilton	5,000	20	0	20	20	\$100,280.20	\$100,280.20
238	120-27-011	City of Palo Alto (Civic Center) attn: Joe Saccio	250	Hamilton Avenue 4th Floor	Palo Alto	CA	94303	250 Hamilton	70,000	200	142	138	138	\$691,705.39	\$691,705.39
239	120-27-012	Rector, Doris J. Trustee & Et Al	3398	Truman Av.	Mountain View	CA	94040	818 Ramona	8,185	33	0	33	33	\$185,429.33	\$185,429.33
240	120-27-013	Barnes Sheila M.	1588	Castilleja Av	Palo Alto	CA	94308-1048	830 Ramona	8,802	28	2	24	24	\$120,312.24	\$120,312.24
241	120-27-014	436 Ramona Associates	355	Santa Rita Av	Palo Alto	CA	94301-3942	638 Ramona	4,740	19	2	17	17	\$85,221.17	\$85,221.17
242	120-27-015	Tahir, Ravil and Galina	3510	Lower Lock Av	Belmont	CA	94002-1306	642 Ramona	3,040	12	4	8	8	\$40,104.08	\$40,104.08
243	120-27-016	Palo Alto Art Club, The	888	Ramona St	Palo Alto	CA	94301-2545	608 Ramona	7,573	30	1	29	29	\$145,377.29	\$145,377.29
244	120-27-017	Holeman, E.H. Trustee & Et Al	101	Shell Rd	Waterloo	CA	95070-9882	221 Forest	8,475	34	3	31	31	\$155,403.31	\$155,403.31
245	120-27-018	Castina Cleaners Inc	103	Forest Av	Palo Alto	CA	94301-2511	203 Forest	3,308	13	1	12	12	\$60,158.12	\$60,158.12
246	120-27-019	Yong, Alexander A. and Martha L. Trustee	870	Newell Rd	Palo Alto	CA	94303-2847	851 Emerson	2,480	10	0	10	10	\$50,130.10	\$50,130.10
247	120-27-020	Maxwell, Donald R. and Theresa M. Et Al		P.O. Box 128	Palo Alto	CA	94302-0128	843 Emerson	5,500	22	0	22	22	\$110,280.22	\$110,280.22
248	120-27-021	Melchor Corporation	035	Emerson St.	Palo Alto	CA	94301-1810	835 Emerson	0	0	0	0	0	\$0.00	\$0.00
249	120-27-022	Melchor Corporation	035	Emerson St.	Palo Alto	CA	94301-1810	835 Emerson	2,400	10	2	8	8	\$40,104.08	\$40,104.08
250	120-27-023	Thotts Bros. Inc.		P.O. Box 21	Palo Alto	CA	94302	825 Emerson	8,820	27	0	27	27	\$135,351.27	\$135,351.27
251	120-27-024	Thotts Bros. Inc.		P.O. Box 21	Palo Alto	CA	94302	818 Emerson	8,978	27	6	21	21	\$105,273.21	\$105,273.21
252	120-27-025	Konigsreiter, Ruth E. Et Al	1147	Pome Av	Sunnyvale	CA	94087-2234	820 Emerson	3,900	14	3	11	11	\$55,143.11	\$55,143.11
253	120-27-026	Palo Alto Theatre Corporation	700	Emerson St.	Palo Alto	CA	94301-2410	824 Emerson	14,405	58	0	58	58	\$290,754.58	\$290,754.58
254	120-27-027	Aldinger, Leroy R. Trustee & Et Al	74	Dalma Dr.	Mountain View	CA	94041-2322	844 Emerson	8,369	33	2	31	31	\$155,403.31	\$155,403.31
255	120-27-028	Thomas, Sherman L. Trustee & Et Al	30601	Lower Valley Rd.	Teichspiel	CA	93561-8589	835 High	4,900	20	5	15	15	\$75,195.15	\$75,195.15
256	120-27-029	Pierce, Steve and Carolyn L.	208	Cowper St.	Palo Alto	CA	94301-1206	821 High	740	3	1	2	2	\$10,028.02	\$10,028.02
257	120-27-030	Bernstein, Martin D.	817	High St.	Palo Alto	CA	94301-1828	817 High	1,391	6	0	6	6	\$0.00	\$0.00
258	120-27-031	Zachariah Inc.	2917	24th St.	San Francisco	CA	94131-1535	822 High	0	0	0	0	0	\$0.00	\$0.00
259	120-27-032	Zachariah Inc. (see note 7)	2917	24th St.	San Francisco	CA	94132-1535	854 High	17,184	69	37	32	32	\$160,418.32	\$160,418.32
260	120-27-033	U.S. Trust Company of Ca., TTEE	515	S. Flower St. Suite 2700	Los Angeles	CA	90071-2420	860 High	8,250	25	0	25	25	\$125,325.25	\$125,325.25
261	120-27-042	U.S. Trust Company of Ca., TTEE (see note 8)	515	S. Flower St. Suite 2700	Los Angeles	CA	90071-2420	863 Alma	10,892	44	21	23	23	\$115,209.23	\$115,209.23
262	120-27-043	U.S. Trust Company of Ca., TTEE	515	S. Flower St. Suite 2700	Los Angeles	CA	90071-2420	841 Alma	0	0	0	0	0	\$0.00	\$0.00
263	120-27-084	Birgit, Samuel and Marlene J. Trustee	888	High St.	Palo Alto	CA	94301-1825	138 Forest	4,892	19	0	19	19	\$95,247.19	\$95,247.19
264	120-27-087	Seabrook LLC Et Al	0738	W. Rowland Av.	Uplinton	CO	80128	100 Hamilton	72,040	280	120	158	158	\$787,068.80	\$787,068.80

Note 7: onsite parking provided on APN 120-27-037 is credited to this APN  
Note 8: onsite parking provided on APN 120-27-042 is credited to this APN



Assessment Number	Assessor's Parcel Number	Owner's Name	Mailing Number	Address Street	City	State	Zip	Site Address	Square Footage	Parking Required	Parking Provided	A.D. Parking Participation	Parking Benefit Units	Preliminary Assessment	Final Assessment
265	120-01-001	Investors of Forest Plaza	172	University Av	Palo Alto	CA	94301-1831	171 Forest	4,024	16	0	10	10	\$80,208.18	\$80,208.18
266	120-01-012	Investors of Forest Plaza	172	University Av	Palo Alto	CA	94301	151 Forest	3,579	14	0	14	14	\$70,182.14	\$70,182.14
267	120-01-023	Investors of Forest Plaza	172	University Av	Palo Alto	CA	94301	095 High	8,144	25	0	25	25	\$125,325.25	\$125,325.25
269	120-02-001	Mari, Eric R. and Janie N. Trustee	075	Gilman St.	Palo Alto	CA	94301-2528	075 Gilman	1,500	0	0	6	6	\$30,078.06	\$30,078.06
269	120-02-002	Palo Properties LLC	375	Forest Av	Palo Alto	CA	94301	375 Forest	4,497	18	0	18	18	\$90,234.18	\$90,234.18
270	120-02-021	Levell, Dennis A. Et Al	502	Waverley St.	Palo Alto	CA	94301	265 Forest	1,972	8	0	8	8	\$40,104.08	\$40,104.08
271	120-02-022	Charlton, Randolph S. Trustee & Et Al	730	Seale Av	Palo Alto	CA	94303-3401	385 Forest	1,899	7	0	7	7	\$35,091.07	\$35,091.07
272	120-08-012	Wood, Allen D. Trustee	3213	Cowper St.	Palo Alto	CA	94308-3004	440 High	450	2	0	2	2	\$10,026.02	\$10,026.02
273	120-08-013	Wood, Allen D. and Mary L. Trustee	3213	Cowper St.	Palo Alto	CA	94308-3004	421 Alma	550	2	0	2	2	\$10,026.02	\$10,026.02
274	120-08-047	City of Palo Alto (High-Alma North Garage) attn: Joe Saccio	250	Hamilton Avenue 4th Floor	Palo Alto	CA	94303		0	0	0	0	0	\$0.00	\$0.00
TOTAL													8,146	45,904,133	45,848,090

↑  
2,124



# Palo Alto Voter Views of Potential Ballot Measures

*Key Findings of a Survey of Palo Alto Voters  
Conducted May 12-23, 2018*



OPINION  
RESEARCH  
& STRATEGY

# Methodology

- 1,003 interviews with likely November 2018 voters in Palo Alto
- Conducted May 12-23, 2018, via online interviews and landline and wireless phones
- Margin of sampling error of +/-4.2% at the 95% confidence interval
- Due to rounding, some percentages do not add up to 100%
- Selected comparisons to past surveys, including the exploratory survey conducted in late April
- Selected questions framed to meet the requirements of a California Business Roundtable initiative (CBRI), designed to make it more difficult to pass local government tax increases, which may appear on the November ballot and apply retroactively



# Support for a Transient Occupancy Tax Increase

# Given a potential change in law in November, two versions of measure language were tested.

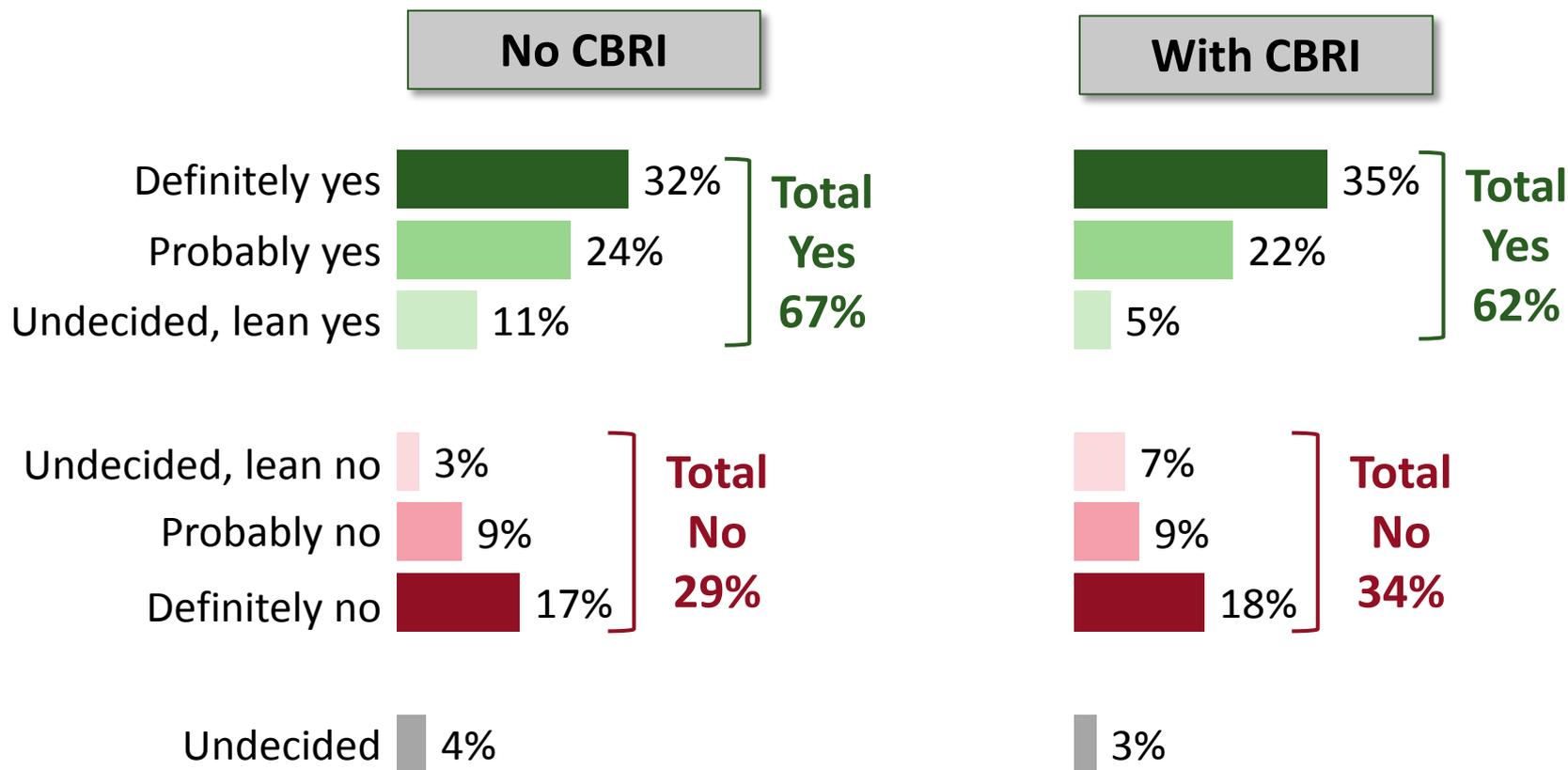
## No CBRI

To provide funding for vital City services such as ensuring a modern, stable 911 emergency communications network, earthquake safe fire stations, emergency command center; improving pedestrian/bicyclist safety; ensuring safe routes to schools; maintaining City streets, roads, sidewalks; and other City services, shall the City of Palo Alto adopt an ordinance increasing the transient occupancy tax paid by hotel, motel, short-term rental guests by 2%, providing approximately \$3.4 million annually until ended by voters, subject to annual audits?

## With CBRI

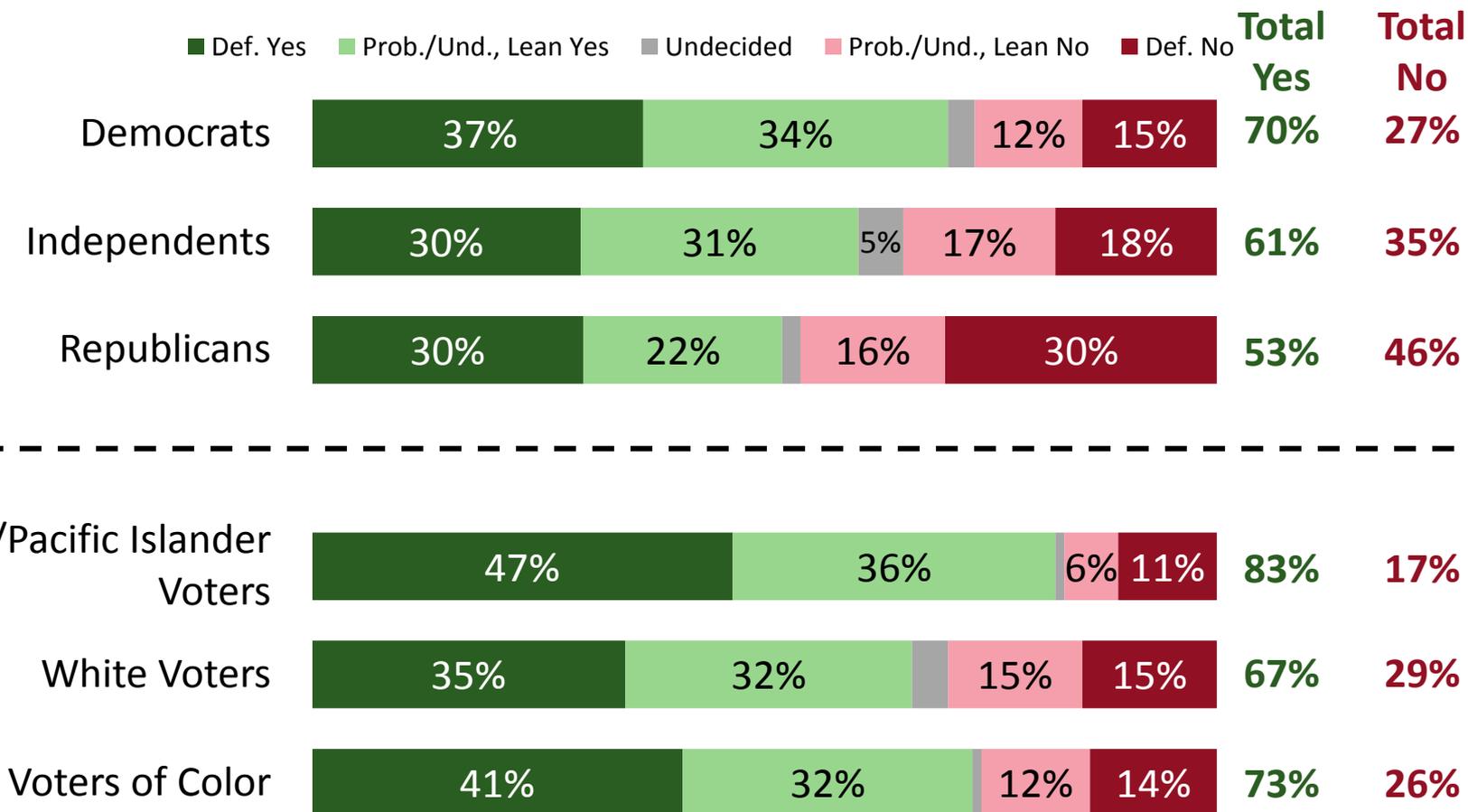
To provide funding for vital City services such as ensuring a modern, stable 911 emergency communications network, earthquake safe fire stations, and emergency command center; improving pedestrian, and bicyclist safety; ensuring safe routes to schools; maintaining City streets, roads, and sidewalks; and for unrestricted general revenue purposes, shall the City of Palo Alto adopt an ordinance increasing the transient occupancy tax paid by hotel, motel, short-term rental guests by 2%, providing approximately \$3.4 million annually until ended by voters, subject to annual audits?"

# With the CBRI-required language, the measure falls short of two-thirds, but each version is well above a majority.



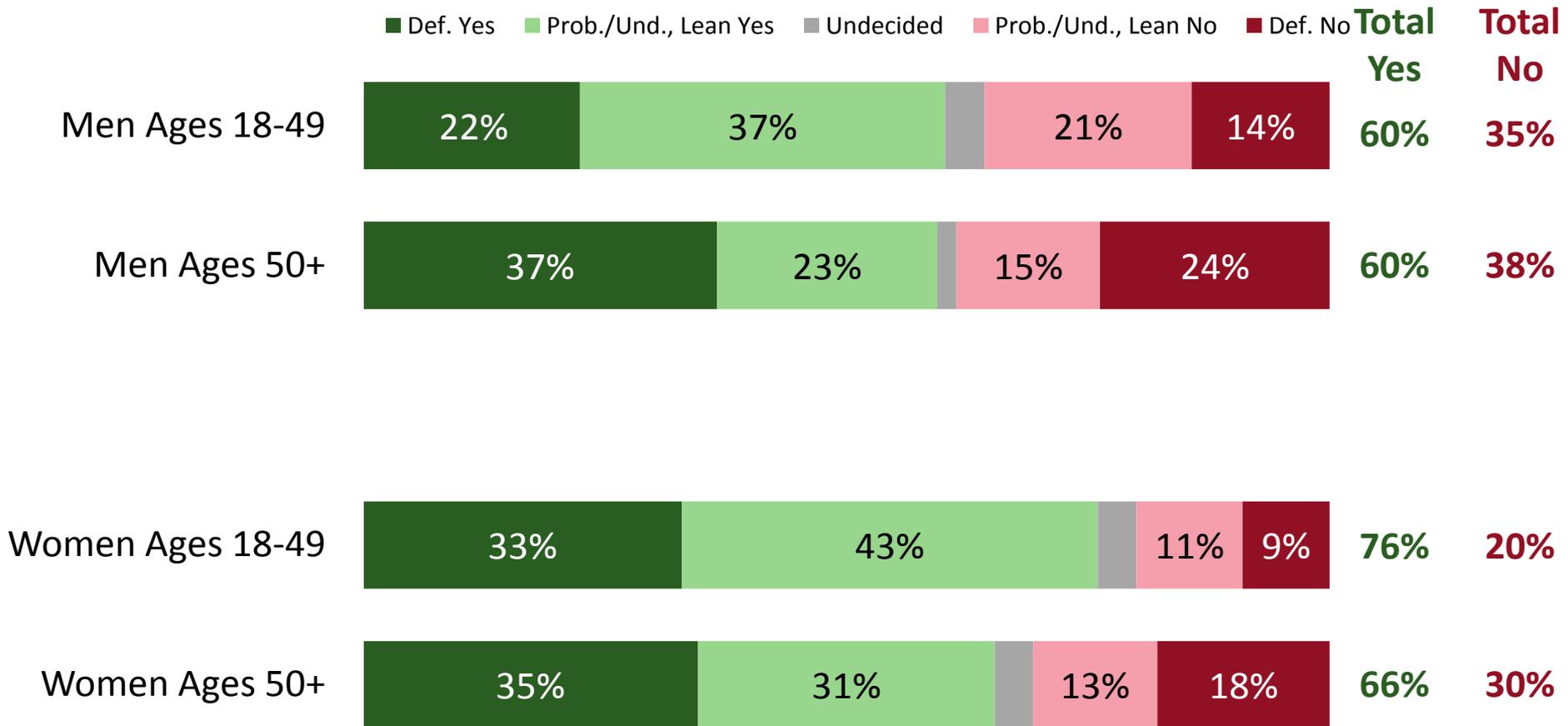
# Seven in ten Democrats back the measure, as do three in five independents; support is stronger among voters of color.

*Initial Vote by Party & Ethnicity*



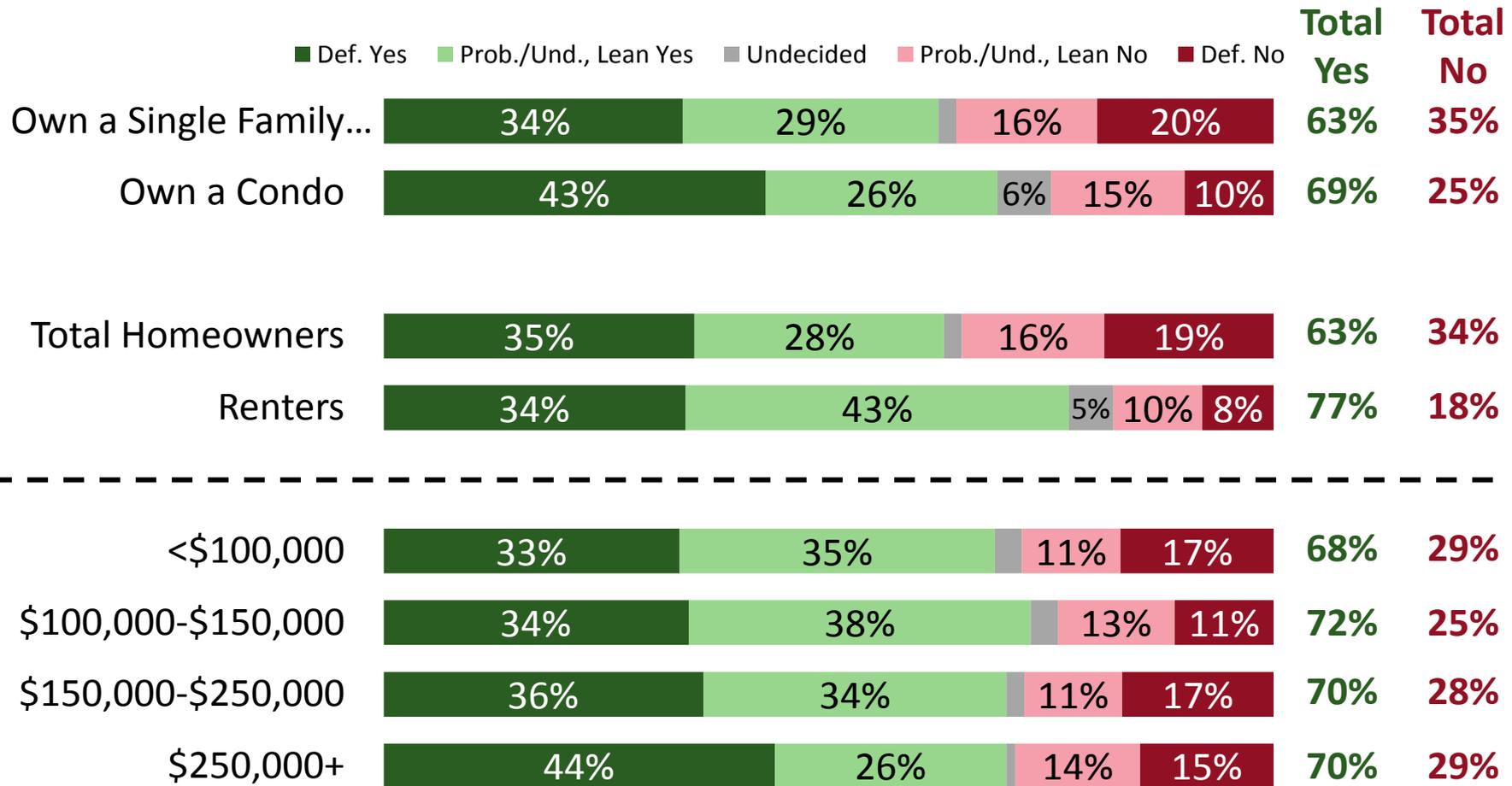
# Three-quarters of women under 50 support the measure, as do two-thirds of older women.

*Initial Vote by Gender by Age*

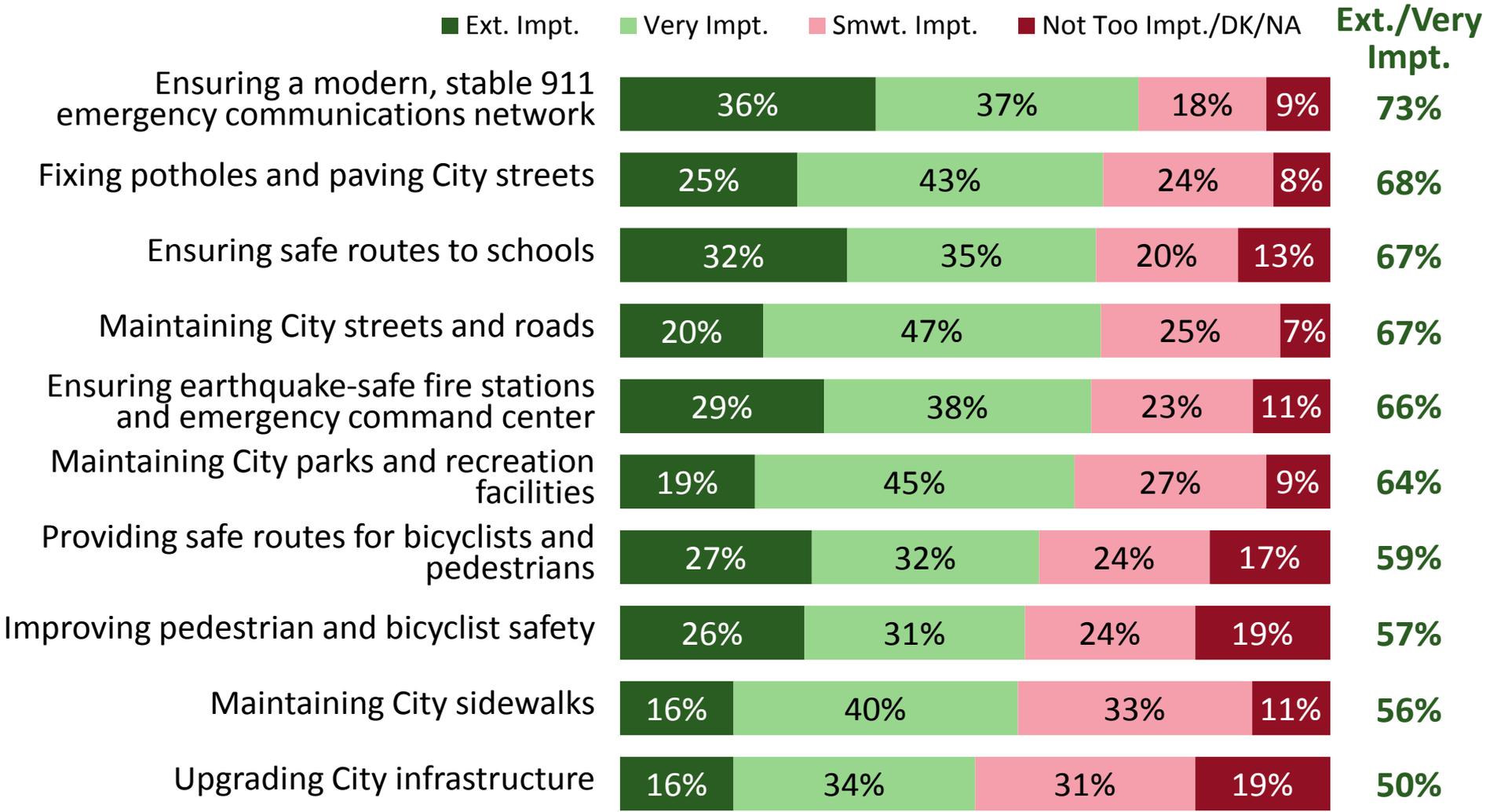


# Income makes little difference in support; three-quarters of renters back the measure.

*Initial Vote by Residence and Household Income*



# Palo Alto voters' highest priorities for a measure include public safety and road repairs.



Q3. I am going to read you a list of types of projects and objectives that could be funded by this measure. As I read each one, please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not too important?

# Fixing potholes is a growing concern, but other priorities are ranked similarly to prior years.

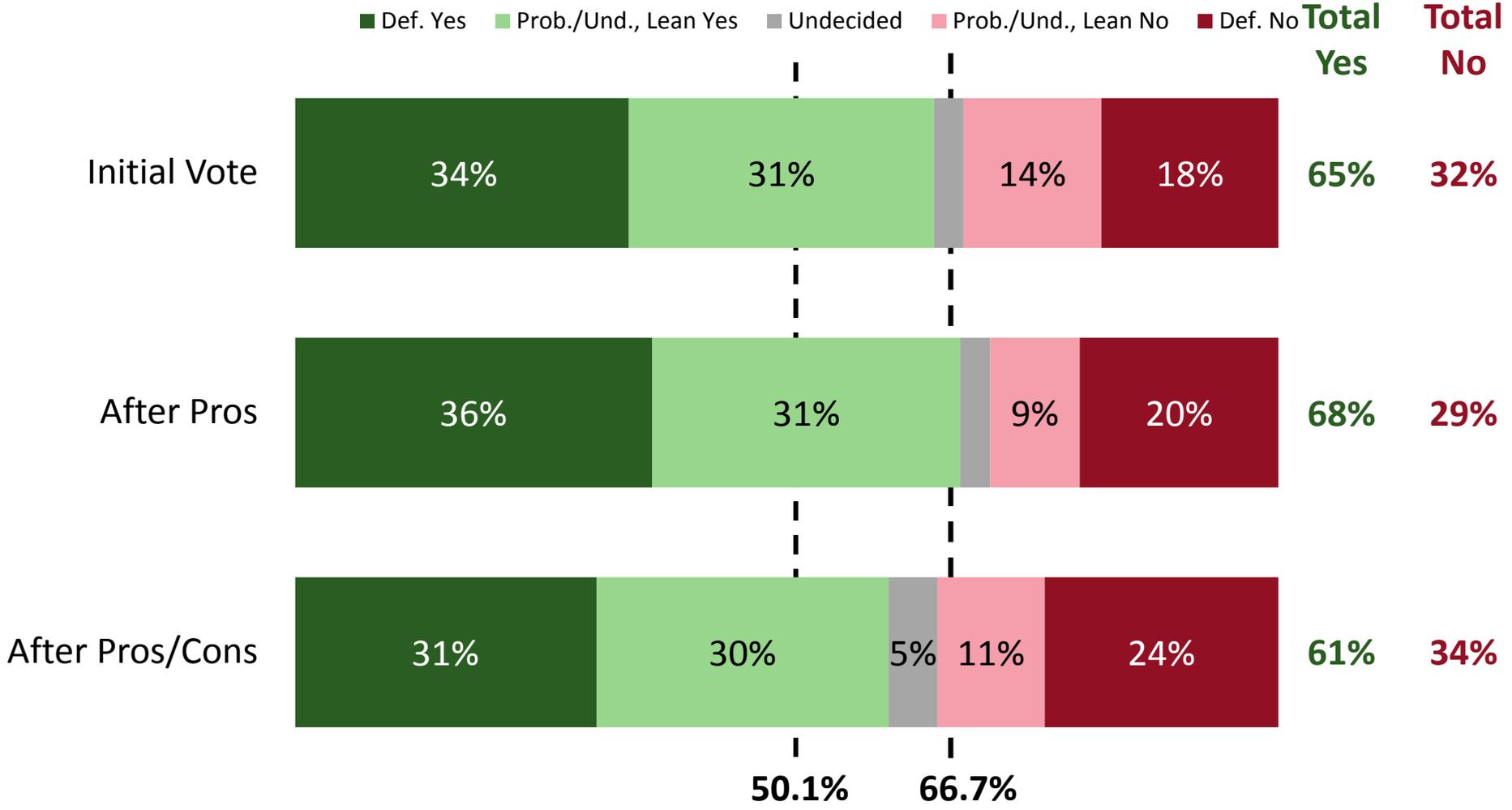
*(Extremely/Very Important)*

Projects/Objectives	2013	2014	2016	March/ April 2018	May 2018
Ensuring a modern, stable 911 emergency communications network	81%	78%	--	75%	<b>73%</b>
Fixing potholes and paving City streets	66%	57%	*54%	63%	<b>68%</b>
Maintaining City streets and roads	74%	69%	64%	66%	<b>67%</b>
Maintaining City parks and recreation facilities	74%	69%	64%	66%	<b>64%</b>
Providing safe routes for bicyclists and pedestrians	67%	66%	68%	61%	<b>59%</b>



# Messaging and Movement

# The measure retains solid majority support throughout, though not always over two-thirds.



# Supportive Arguments Tested

## (Ranked in Order of Persuasiveness)

**(PUBLIC SAFETY)** This measure will help fund vital seismic upgrades to the City's public safety and emergency response infrastructure, including local police and fire stations and the City's emergency command center. It will also help ensure the City has a modern, stable 911 emergency response communications network in case of disaster or emergency.

**(QUALITY OF LIFE)** Palo Alto's infrastructure is aging. Making investments in maintaining and improving local streets, sidewalks, bike lanes, and parks and recreation centers, as well as making vital safety upgrades to local infrastructure like our fire stations will help ensure that Palo Alto remains a safe, beautiful, and vibrant place to live, work and raise a family.

**(ROADS/SIDEWALKS)** Palo Alto's City streets, intersections, and sidewalks must be maintained and improved to minimize traffic congestion and maximize safety, including making dangerous intersections safer and helping to ensure that students have safe routes to school.

# Supportive Arguments Tested *(Continued)*

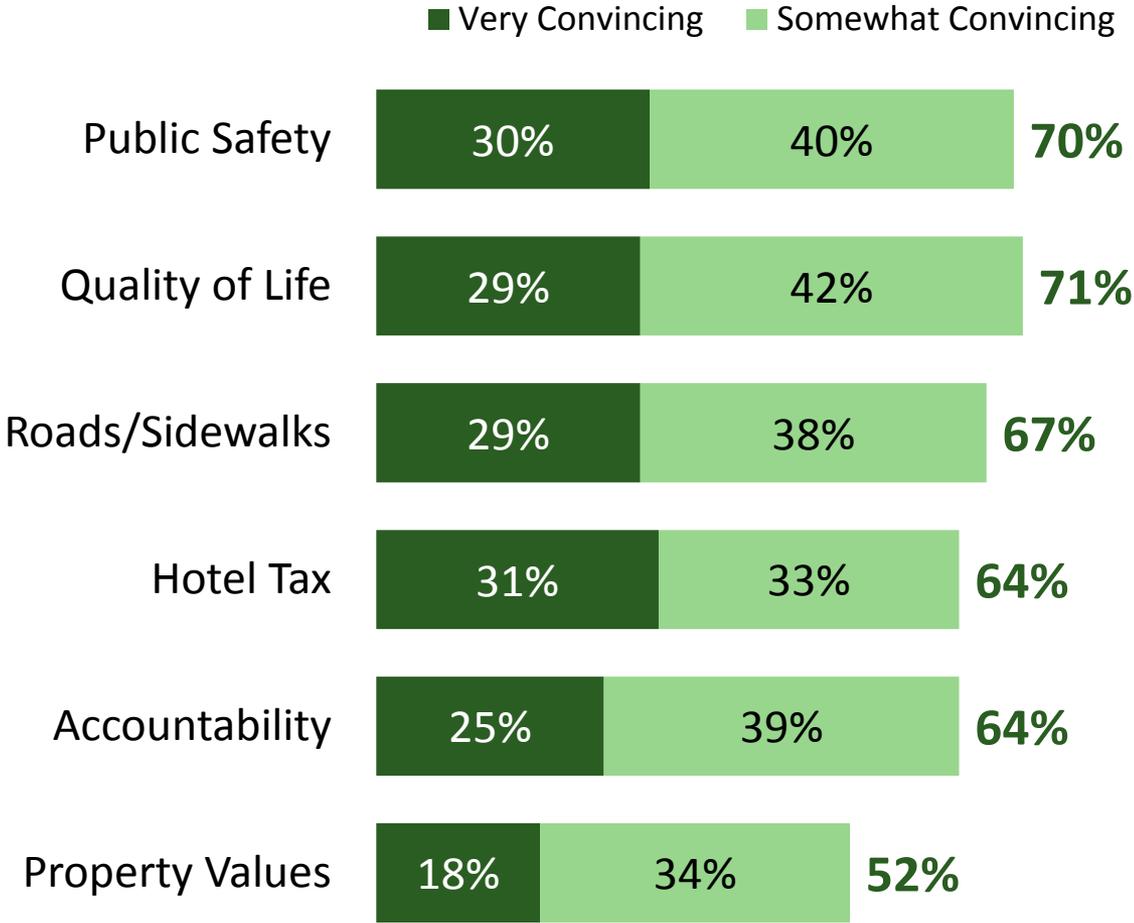
## (Ranked in Order of Persuasiveness)

**(HOTEL TAX)** The tax increased by this measure is only charged to local hotel guests, and will not increase taxes for local residents. This measure is designed to ensure that tourists and business travelers contribute to maintaining the local infrastructure they use during their stay, including streets and roads, park and recreation facilities, parking, sidewalks, and pedestrian and bike paths.

**(ACCOUNTABILITY)** This measure will be subject to strict accountability provisions like annual financial audits; full public disclosure of all spending; and a requirement that all funds be spent locally in Palo Alto. This will ensure funds are used efficiently, effectively, and as promised.

**(PROPERTY VALUES)** Safe neighborhoods and well-maintained streets and sidewalks are a big part of maintaining property values. By improving public safety and infrastructure, this measure will help to maintain or increase the value of our homes.

# Messages show broad appeal, but do not generate an intense reaction.



# Opposition Arguments Tested

## (Ranked in Order of Persuasiveness)

**(OVERRUNS)** The City cannot be trusted to spend tax dollars wisely. They have already raised our taxes more than once to pay for these same infrastructure projects, which are plagued by cost overruns and poor planning. We should not give them more of our money to waste.

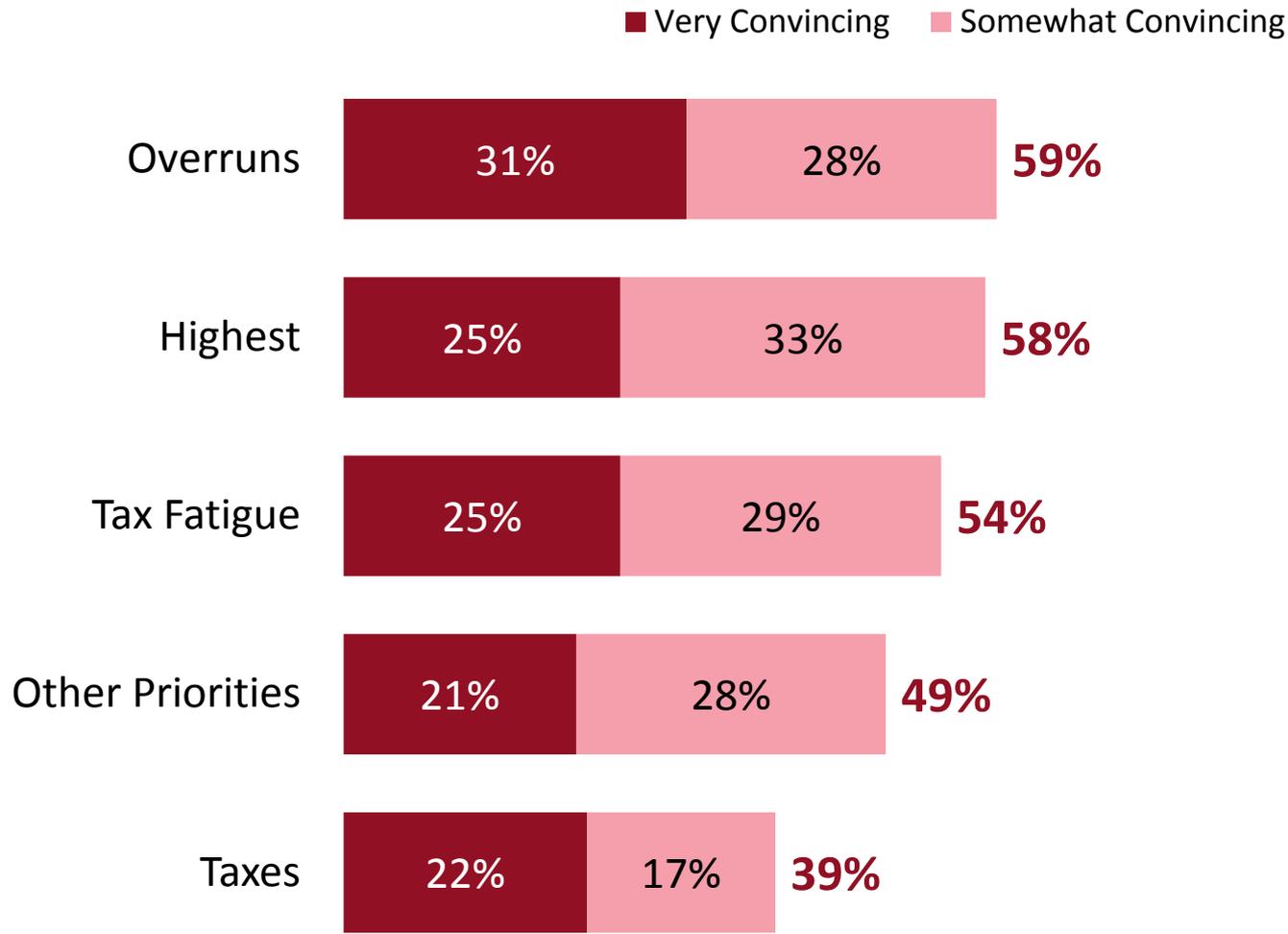
**(HIGHEST)** This measure will raise Palo Alto's hotel tax to the highest in the state – nearly as high as Anaheim, home of Disneyland. This will hurt small local hotels and motels, whose guests will choose to stay in nearby cities like Mountain View instead.

**(TAX FATIGUE)** Enough is enough. Palo Alto increased this same tax just two years ago – and on top of that, local voters are facing bridge toll increases, a school district tax measure, and state bonds and a recent gas tax increase. We have hit our limit and should not be increasing taxes any further.

**(OTHER PRIORITIES)** This measure will largely fund things like parking garages and bike lanes. They might be nice to have, but there are more important priorities for taxpayer dollars – like supporting more affordable housing.

**(TAXES)** Local taxes are already too high, and federal tax law changes will hit local homeowners especially hard. We should not vote for anything that raises our taxes.

# Overall, opposition messaging was less broadly persuasive.





# Voter Views of a Real Estate Transfer Tax

# After discussion of a potential TOT increase, support for a RETT increase was explored.

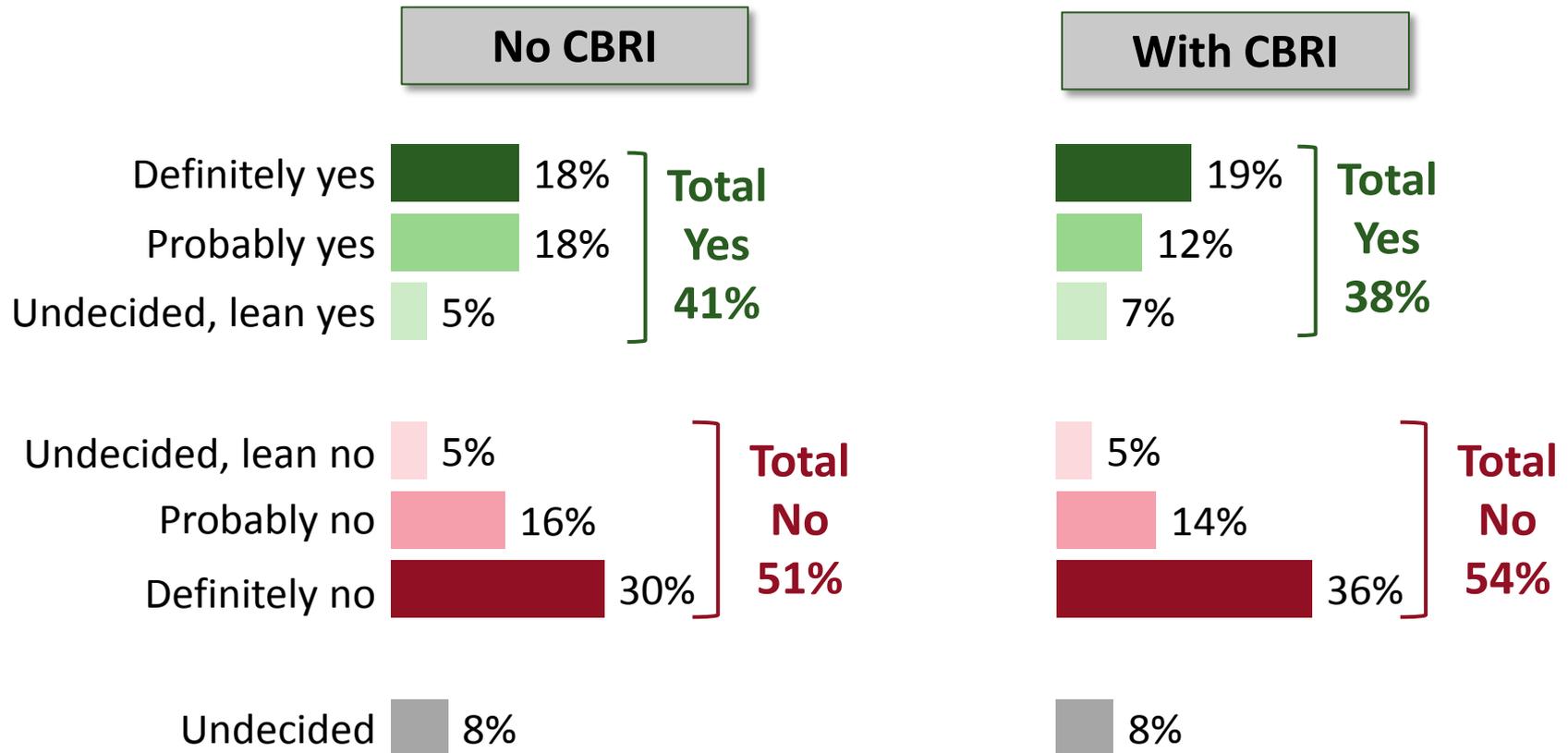
## No CBRI

To provide funding for vital City services including public safety; maintaining City streets, roads, and sidewalks; improving parks throughout the City; and improving infrastructure like the animal shelter and Junior Museum and Zoo, as well as other City services, shall the City of Palo Alto adopt an ordinance increasing the real estate transfer tax by \$1.10 per \$1,000, providing approximately \$2 million annually until ended by voters, subject to annual audits?

## With CBRI

To provide funding for vital City services including public safety; maintaining City streets, roads, and sidewalks; improving parks throughout the City; and improving infrastructure like the animal shelter and Junior Museum and Zoo, and for unrestricted general revenue purposes, shall the City of Palo Alto adopt an ordinance increasing the real estate transfer tax by \$1.10 per \$1,000, providing approximately \$2 million annually until ended by voters, subject to annual audits?

# Regardless of wording, this measure falls well short of even a simple majority.

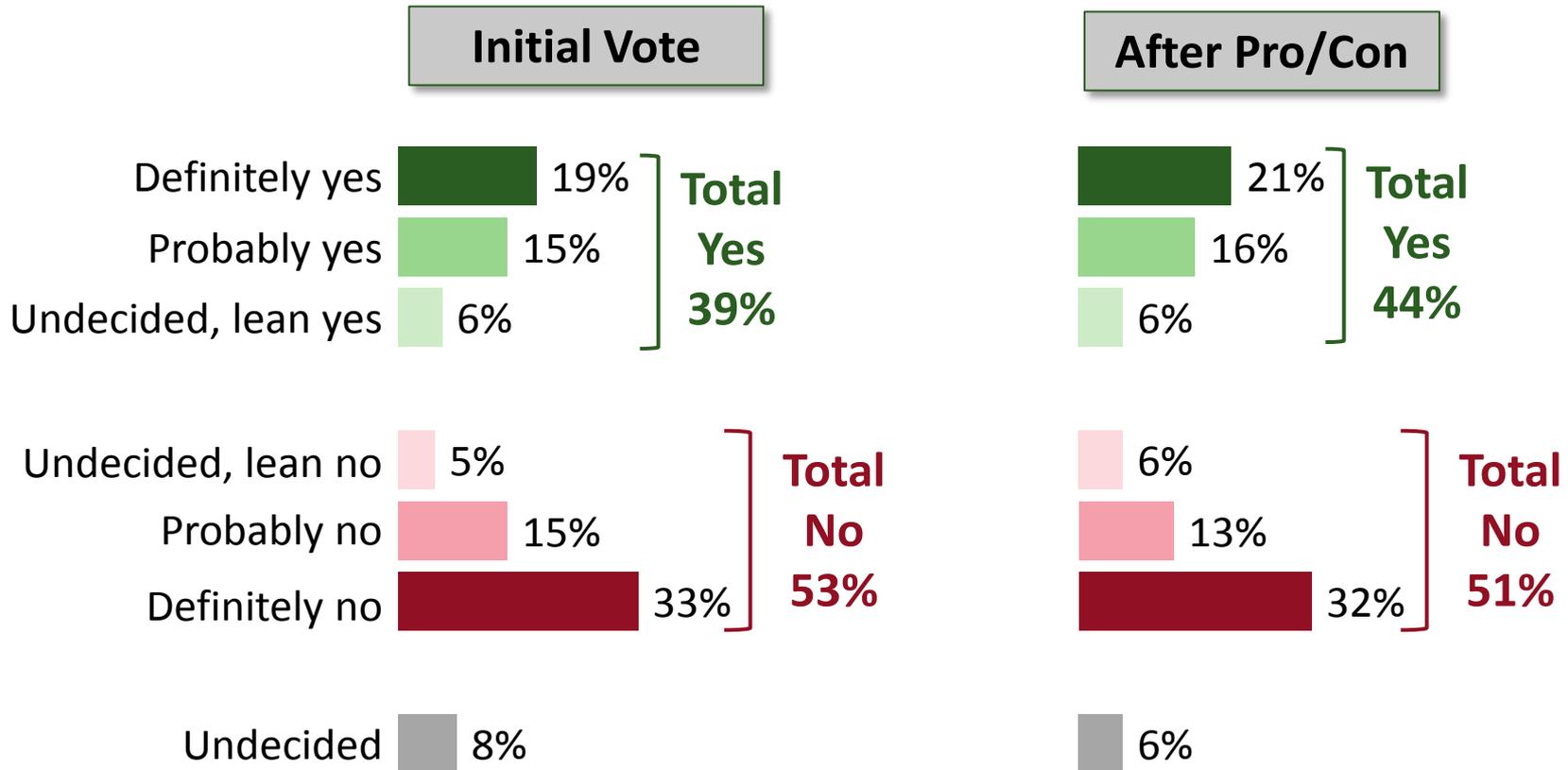


# Voters heard a brief exchange of pros and cons on the real-estate transfer tax measure.

**Supporters** of the measure say the tax increased by this measure is only applied to home sales in Palo Alto, and will not increase taxes for local residents. People who buy a home in Palo Alto should contribute to the City's infrastructure with a one-time investment when they buy the house, and our real estate transfer tax will still be one of the lowest in the Bay Area – one-quarter the cost in Berkeley and Oakland.

**Opponents** of the measure say that the cost of housing is already outrageous, and this tax is paid by both the buyer and seller. We shouldn't make it even more costly to buy a home in our community, and we shouldn't punish seniors who are looking to sell their home and downsize or fund their retirement.

# Arguments on each side leave it well short of a majority.





# Voter Views of a Soda Tax

# Two versions of a potential soda tax were tested at the end of the survey.

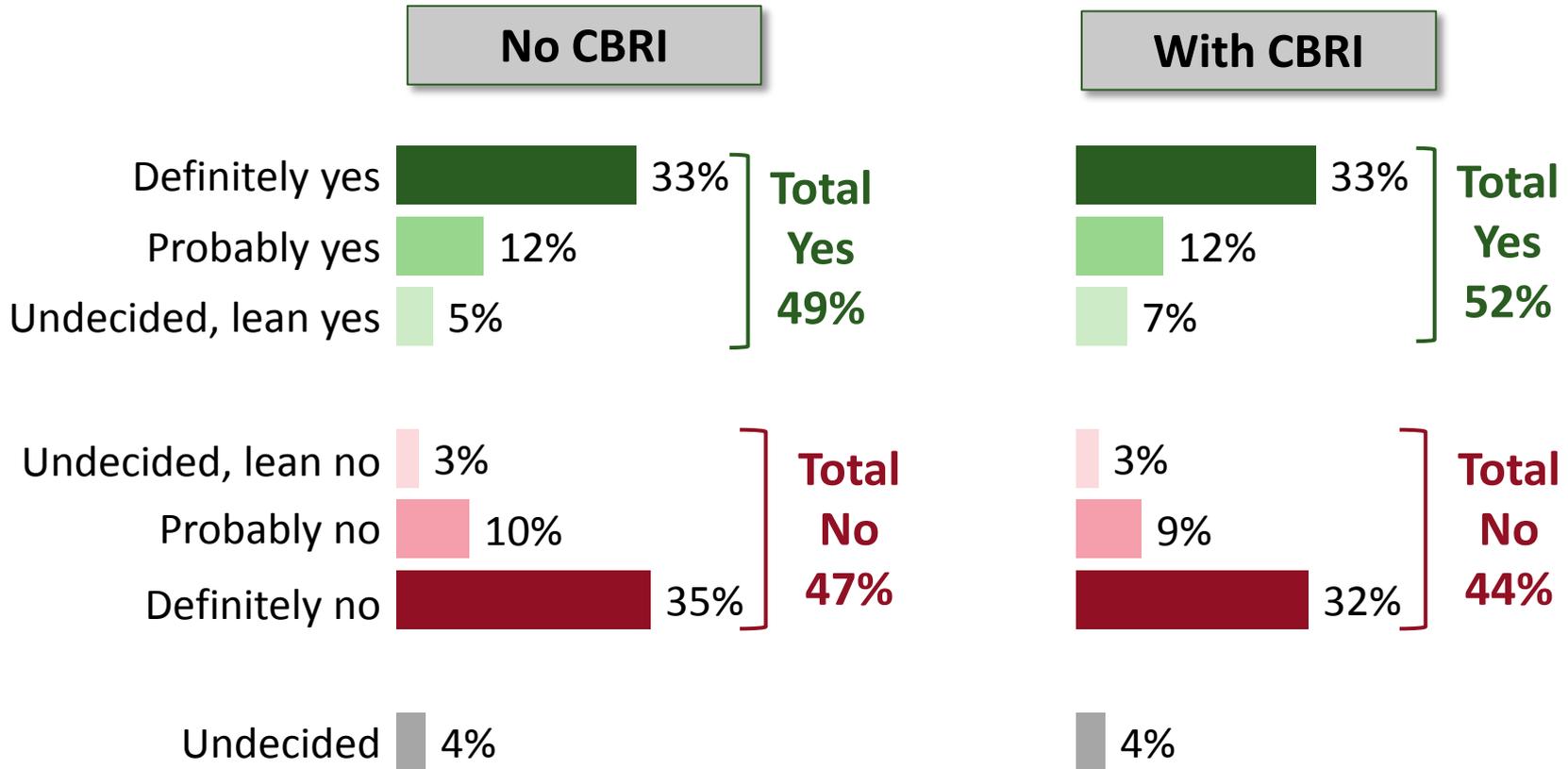
## No CBRI

Shall the City of Palo Alto impose a 2-cent per ounce general tax on the distribution of sugar-sweetened beverages, including products such as sodas, sports drinks, sweetened teas, and energy drinks, but exempting: milk products, 100% juice, baby formula, diet drinks, or drinks taken for medical reasons; providing an exemption for small businesses, and providing \$2.5 million annually for the City's General Fund?

## With CBRI

Shall the City of Palo Alto impose a 2-cent per ounce general tax on the distribution of sugar-sweetened beverages, including products such as sodas, sports drinks, sweetened teas, and energy drinks, but exempting: milk products, 100% juice, baby formula, diet drinks, or drinks taken for medical reasons; providing an exemption for small businesses, and providing \$2.5 million annually for unrestricted general revenue purposes?

# A soda tax is divisive, with a narrow majority of voters initially in support.





# Conclusions

# Conclusions

- A transient occupancy tax is clearly viable as a general tax, receiving well over majority support before and after messaging.
  - It likely would not be as a special tax, exceeding the two-thirds threshold only slightly after positive messaging.
- A real estate transfer tax increase is not viable. It starts under 40%, and fails to reach a majority even after messaging.
- Voters are deeply divided on a soda tax, with a slim majority in support.
  - However, it was tested as the third measure presented in the poll, and without any pro and con messaging.
- Generally, language conforming with requirements of the California Business Roundtable's initiative polls marginally worse; none of the measures tested appears likely to reach the two-thirds supermajority support the CBRI measure would require.

For more information, contact:



OPINION  
RESEARCH  
& STRATEGY

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# 2755 El Camino Real Multi-Family Residential Project

June 4, 2018



# Project Overview

- Ordinance for a Zoning Code Amendment to establish a new Workforce Housing Combining District
- Ordinance to amend the Zoning Map to add the Workforce Housing Combining District to the existing PF Zoned Property at 2755 El Camino Real
- Site and Design Application for demolition of the existing at-grade parking lot at 2755 El Camino Real and construction of a four story multi-family residential development that includes 57 rental units

# WH Combining District – Key Components

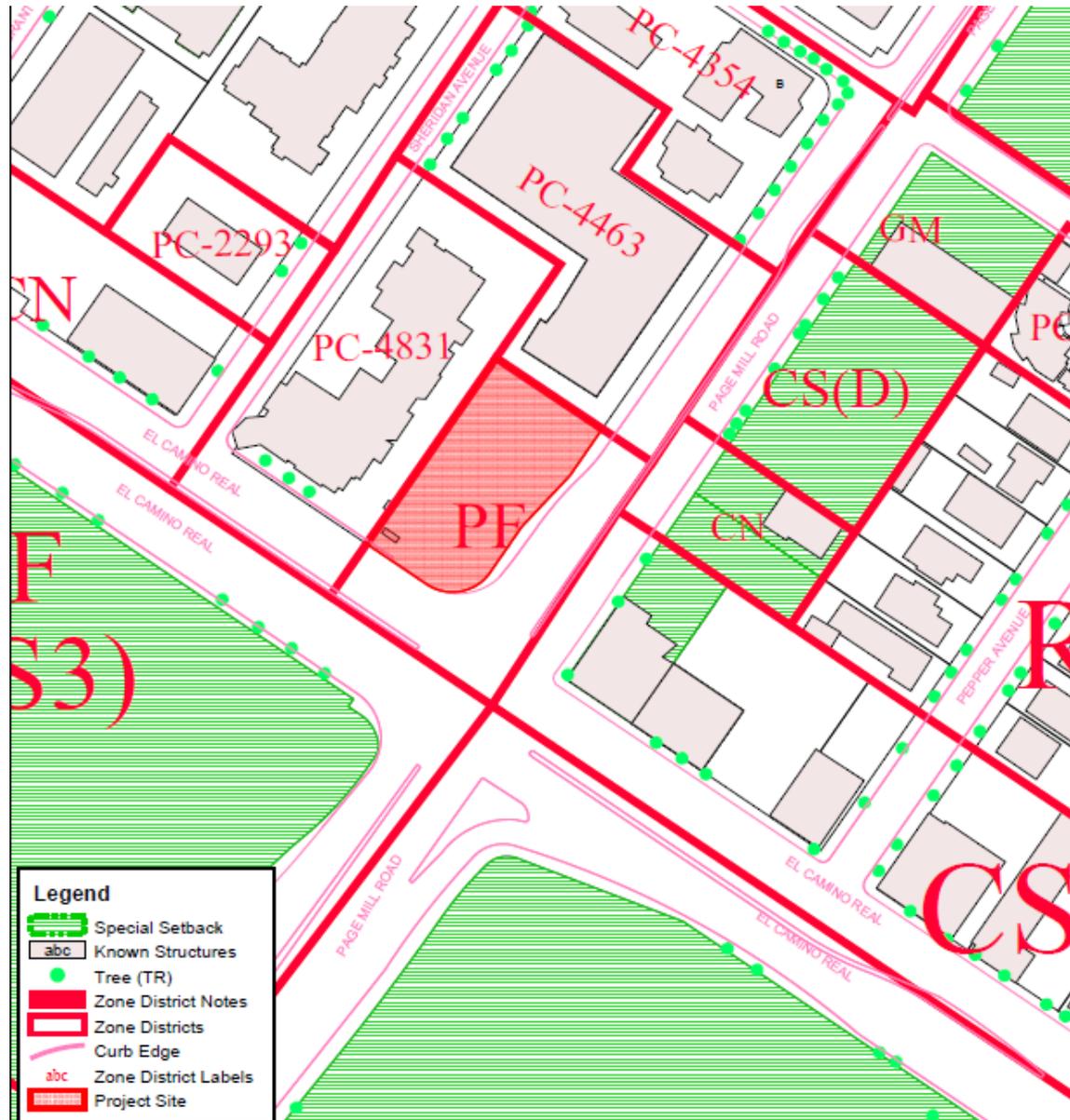
This new Combining District would incentivize housing, a key priority for the City of Palo Alto

- 20% of units deed restricted to 120-150% of AMI
- Local Employee Preference
- No limit on dwelling unit densities (i.e. units per acre)
- An allowed FAR of 2.0:1
- 1:1 parking space/unit or bedroom (with TDM plan)
- A restriction of unit size of up to 750 square feet

# Zoning Map Amendment

- Ordinance to amend the Zoning Map to add the Workforce Housing Combining District to the existing PF Zoned Property at 2755 El Camino Real
- Other sites would need to go through a Council process to apply the WH combining district to their site

# Location Map with Zoning



# Deed Restricted Units

- Ordinance would require 20% of the units to be deed restricted to 120-150% of AMI for any development applying WH overlay
- 12 units or 21% would be deed restricted in this project: 6 units to 140%, 6 units to 150%



# Santa Clara County: HCD Income Limits\*\*\*

Santa Clara County	%AMI*	Number of Persons in Household			
		1	2	3	4
4-Person Area Median Income: \$113,300	100%	\$79,300	\$90,650	\$101,950	\$113,300**
	120%	\$95,150	\$108,750	\$122,350	\$135,950
	130%	\$103,090	\$117,845	\$132,535	\$147,290
	140%	\$111,020	\$126,910	\$142,730	\$158,620
	150%	\$118,950	\$135,975	\$152,925	\$169,950
HCD Occupancy Guideline - Persons per Unit		Studio	1BR	2BR	3BR

\*US HUD's income limits are subject to adjustments and exceptions, and as a result the income limit figures referenced above do not equate exactly with the subject %AMI for the Income Category.

\*\* 113,300 is used as the baseline for 4-person at 100% Area Median Income

\*\*\* Number provided are approximate and extrapolated from the 100%; these numbers do not account for minor adjustments typically applied

# Local Preference

- To encourage reduced single occupancy vehicle use, local preference given to persons living or working within the City of Palo Alto then to persons working within 0.5 miles of a Caltrain station platform.



# Density and Unit Size

- As there is no limit on dwelling unit densities, the project would have 116 DU/AC
- The project would have an FAR of 2.0:1
- Unit size 530 sf



# Parking

- Parking ratio of 1 space per unit proposed in the ordinance
- Parking ratio of 1.2 spaces per unit proposed in the development



# Other Key Considerations

- Rezoning of Public Facility Zoned Parcels
- Transit Demand Management
- Enforcement



# Transit Demand Management

Transit Demand Management Program would reduce overall vehicle miles traveled, consistent with City, County, and State Goals. Plan includes:

- Caltrain GoPasses for all residents
- Valley Transit Authority EcoPasses for all residents
- Bicycles for resident use
- Carpool Matching Services
- Unbundled Parking
- Stipend toward transportation network companies for those that don't own a car

# Enforcement

- Annual monitoring and reporting requirements are outlined in the TDM plan and incorporated by reference into Condition of Approval 8
- Condition of Approvals 6 and 7 reinforce deed restriction requirements and require an agreement for monitoring and reporting associated with the deed restriction and local preference

# Recommended Motion

Staff recommends that Council:

- Adopt the mitigated negative declaration resolution and the mitigation monitoring and reporting plan;
- Adopt the proposed ordinance to establish a new Workforce Housing Combining District
- Adopt the proposed ordinance to amend the zoning map and apply the new combining district to 2755 El Camino Real
- Approve the site and design application based on the findings and subject to conditions of approval included in the draft Record of Land Use Action.

# 2755 El Camino Real Multi-Family Residential Project

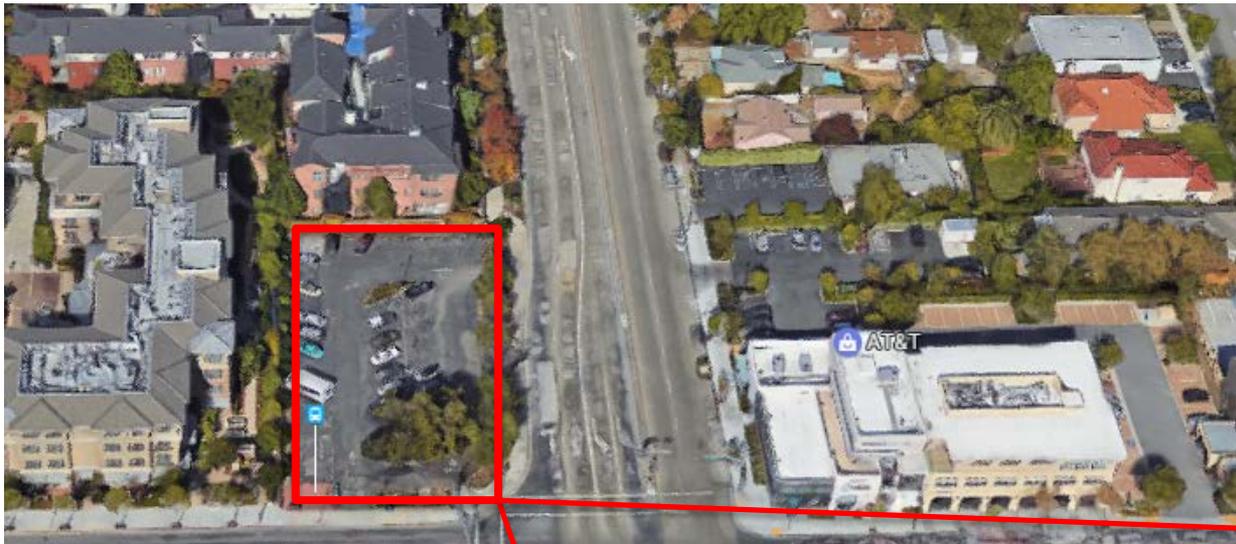
June 4, 2018



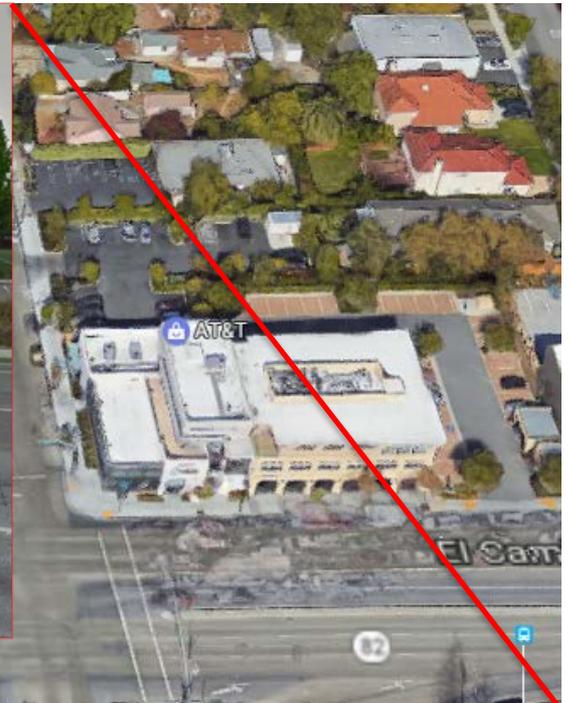
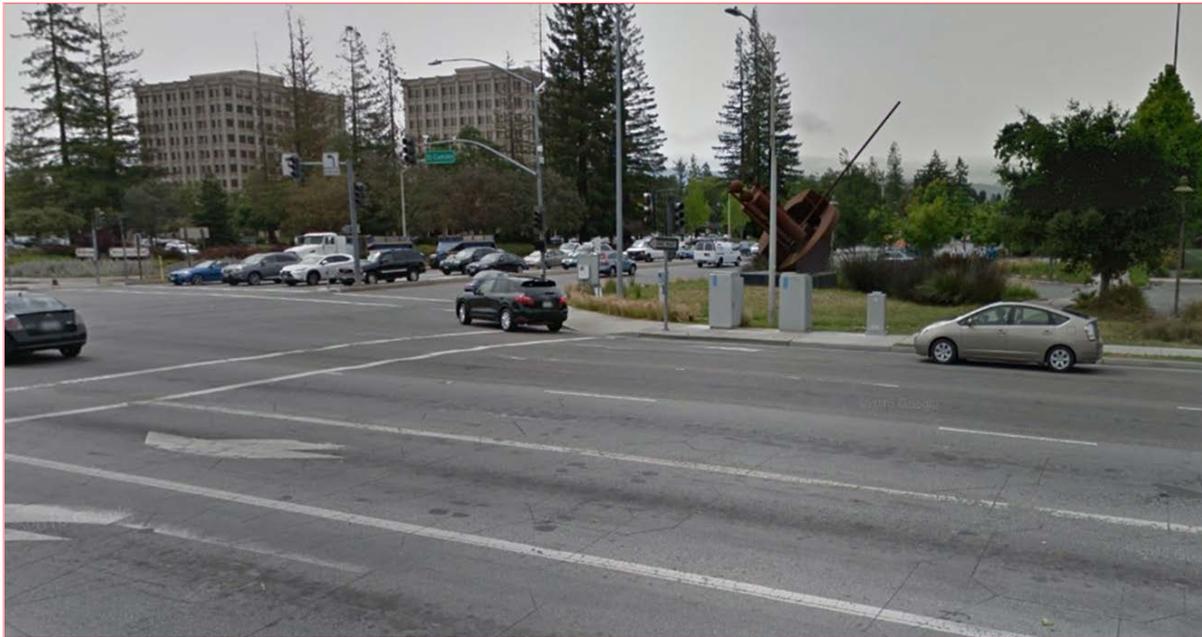
# Neighborhood Context

- Nearby zoning includes PC, CN, and CS
- Nearby retail, office, and residential uses range from 2 to 10-stories
- Immediately adjacent Senior Housing and Condominium complexes are of similar mass and scale (3-story and 4-story)
- Across El Camino Real from the Mayfield Soccer Complex

# Neighborhood Context



# Across El Camino Real



# Across Page Mill Road





# Parcels Not Owned by the City or in Caltrain ROW

APN	OWNER_01	LAND_USE_GIS
120-16-002	UNITED STATES POSTAL SERVICE	CC
120-15-102	PACIFIC BELL	CC
132-17-082	SANTA CLARA COUNTY	MF
132-17-072	SANTA CLARA COUNTY	MF
132-36-084	POLLOCK FRB LLC	MISP
124-29-008	SANTA CLARA COUNTY	MISP
124-29-017	SANTA CLARA COUNTY	MISP
132-31-074	SANTA CLARA COUNTY	MISP
124-28-053	LANDAU ROBERTA TRUSTEE & ET AL	CC
120-31-021	BOARD OF TRUSTEES OF THE LELAND STANFORD JU	MISP
120-33-044	SUTTER BAY MEDICAL FOUNDATION	MISP
147-08-053	PALO ALTO UNIFIED S D	S
142-02-025	LELAND STANFORD JR UNIVERSITY BOARD OF TR	SOS;MISP;CC

# RT-50 Comparison

	Proposed Project	Zoning District requirements
Height	50'	50'
Front Setback	11' 9" (12' sidewalk provided)	12'
Rear Setback	18'9"	10'
Street side Setback	5'	10'
Interior side setback	5'	
FAR	2.0:1	1.50:1 (2.0:1 for PC Districts)
Site Coverage	None required	
Open Space Coverage	~27%	Common open space adequate and suitable for the number of units served by the open space; balcony at least 2 feet in depth or loggia for private open space
parking	68 total: 64 covered (60 provided via lift system); 4 above grade	66 with TDM program
Dwelling units/acre	116	No limit

# CS Comparison

	Proposed Project	Zoning District requirements
Height	50'	40'
Front Setback	11' 9" (12' sidewalk provided)	0'-10' but must have a 12' sidewalk on El Camino Real
Rear Setback	18'9"	10'
Street side Setback	5'	5' (20' for a portion for special setback from Page Mill Rd)
Interior side setback	5'	10'
FAR	2.0:1	1.0:1 (.5:1 nonres and .5:1 residential)
Site Coverage	None required	50%
Open Space	~27%	35% coverage; 9,000 sf usable open space
parking	68 total: 64 covered (60 provided via lift system); 4 above grade	82.5 (60 must be covered) (would actually be different since this zoning would require some retail space vs. all housing).
Dwelling units/acre	116	20 (only allowed CN zoned housing inventory sites identified in the Housing Element)

# RM-40 Comparison

	Proposed Project	Zoning District requirements
Height	50'	40'
Front Setback	11' 9" (12' sidewalk provided)	0'-10' but must have a 12' sidewalk on El Camino Real
Rear Setback	18'9"	10'
Street side Setback	5'	5' (20' for a portion for special setback from Page Mill Rd)
Interior side setback	5'	10'
FAR	2.0:1	1.0:1 (.5:1 nonres and .5:1 residential)
Site Coverage	None required	50%
Open Space	~27%	35% coverage; 9,000 sf usable open space
parking	68 total: 64 covered (60 provided via lift system); 4 above grade	82.5 (60 must be covered) (would actually be different since this zoning would require some retail space vs. all housing).
Dwelling units/acre	116	20 (only allowed CN zoned housing inventory sites identified in the Housing Element)

# 2755 EL CAMINO REAL

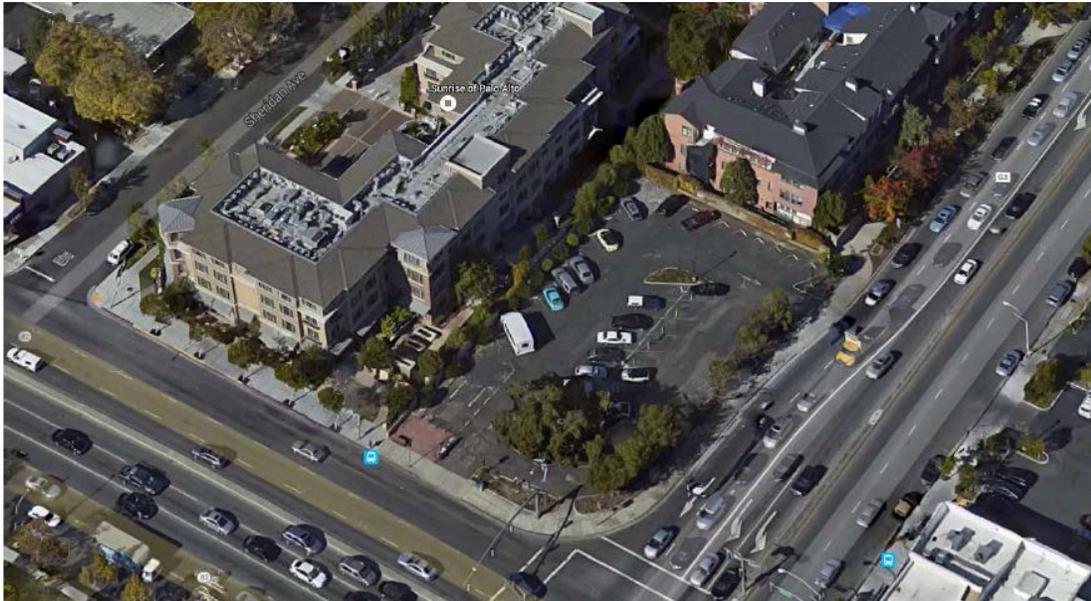


# ABOUT US



Palo Alto company with local expertise specializing in TOD and infill projects

# VTA SITE HISTORY



- Purchased by Pollock Finance Group in early 2014
- September 2015 Pollock's Proposed mixed-use primary office project and it was clear after the prescreening that housing was what council encouraged.
- Windy Hill returned with the project, incorporating council's input.

## •Milestone Dates:

- Study Session Application 7/16
- City Council Study Session 9/16
- Formal Application Submitted 12/16
- PTC Study Session 6/17
- ARB Hearing #1 6/17
- PTC Hearing 1/18 (APPROVAL)
- ARB Hearing #2 3/18
- ARB Hearing #3 4/18 (APPROVAL)

Started Q2 2016	Now
<p><b>Units: 60</b> <b>(30 Studios, 30 One Bedrooms)</b></p> <p><i>Concern:</i> *Too Dense</p>	<p><b>Units: 57</b> <b>(40 Studios, 17 One Bedrooms)</b></p> <p>*Decreased the Number of Units</p>
<p><b>FAR: 2.24</b></p> <p><i>Concern:</i> *Too Big</p>	<p><b>FAR: 2.00</b></p> <p>*Decreased the FAR from 2.24 to 2.00</p>
<p><b>Parking: 45 Stalls</b></p> <p><i>Concern:</i> *Under Parked, Guest Parking, Uber/Lyft, Deliveries, Over Flow into Neighborhoods</p>	<p><b>Parking: 68 Stalls</b></p> <p>*Added 23 Parking Spaces, Added Guest Parking, Drive Aisle, Space for Uber/Lyft, Deliveries, Excluded from RPP</p>
<p><b>Affordable: In lieu Fee</b></p> <p><i>Concern:</i> *No Affordable Units</p>	<p><b>Affordable: In lieu Fee and workforce housing agreement – 21% +/- deed restricted</b></p> <p>*Addressed the “Missing Middle”</p>
<p><b>Bike Parking</b></p> <p><i>Concern:</i> *Majority of long term Bike Parking was in Garage</p>	<p><b>Bike Parking</b></p> <p>*Moved all long-term Bike Parking to an easily accessible location on the main level.</p>
<p><b>Preference: NONE</b></p> <p><i>Concern:</i> *How do you know people from P.A. will live here?</p>	<p><b>Preference: Palo Alto employees or current residences</b></p> <p>*People currently living or working within a three (3) mile radius of the project or within the City of Palo Alto get first look at available Unit(s).</p>

*\*Concerns by Community Members, Staff, Elected Officials, or Appointed Officials*

## #7 Conditions of Approval – Planning Division

### ENFORCEMENT OF WORKFORCE HOUSING RESTRICTIONS AND LOCAL PREFERENCE

Prior to issuance of a ~~Building Permit~~ Certificate of Occupancy, the applicant and the Director of Planning and Community Environment shall agree to a process for monitoring, reporting, and validating workforce housing obligation in compliance with Condition of Approval 6 as well as the preferential leasing requirements, as required in compliance with the workforce housing combining district ordinance. The requirements for monitoring, reporting, and validating workforce housing obligations and preferential leasing requirements shall be documented in an agreement that shall be recorded against the property.

### LOCAL WORKFORCE PREFERENCE

All residential units within a workforce housing project shall be offered first to eligible households with at least one household member who currently lives or whose place of employment is within a three (3) mile radius of the project or within the City of Palo Alto. If units remain unoccupied after offers are made to this first category, those units shall be offered to eligible households with at least one household member whose place of employment is within one-half mile of a major fixed-rail transit stop.

# TRANSPORTATION DEMAND MANAGEMENT (TDM)



We are committed to a robust TDM Plan that addresses trip generation and parking.

- **Caltrain Go Pass**
  - Provide unlimited Caltrain rides for all residents.
- **VTA Eco Pass**
  - Provide unlimited VTA rides for all residents.
- **Improved Bus Shelter**
  - Upgrades to on-street bus shelter to encourage transit ridership
- **TNC subsidy**
  - The measures proposed would result in a 35% percent trip reduction in accordance with the Comp Plan.

# TDM STRATEGIES

- **Promotion and Organized Events**

- New Tenant Orientation Packets on transportation, commute alternatives, Bike to Work Day, Spare the Air, Rideshare Week, trip planning assistance, and transportation fair.

- **Annual Monitoring Program**

- Meet requirements and adjust strategies if needed

- **Unbundled Parking**

- **Carpool Ride - Matching Services**

- Allowing residents to easily be paired with potential carpool partners



- **Onsite Transportation Coordinator**

- Will provide welcome package for new tenants, distribute Go Passes and other memberships, and additional information

- **Onsite Bike Parking (85 Racks)**

- In Unit Bike Storage
- Secure and Accessible

- **Shared Bicycles onsite for resident use**

- **Transportation Information Board and Kiosk with Schedules**

- **Hotline/Online access to transportation information and coordinators**

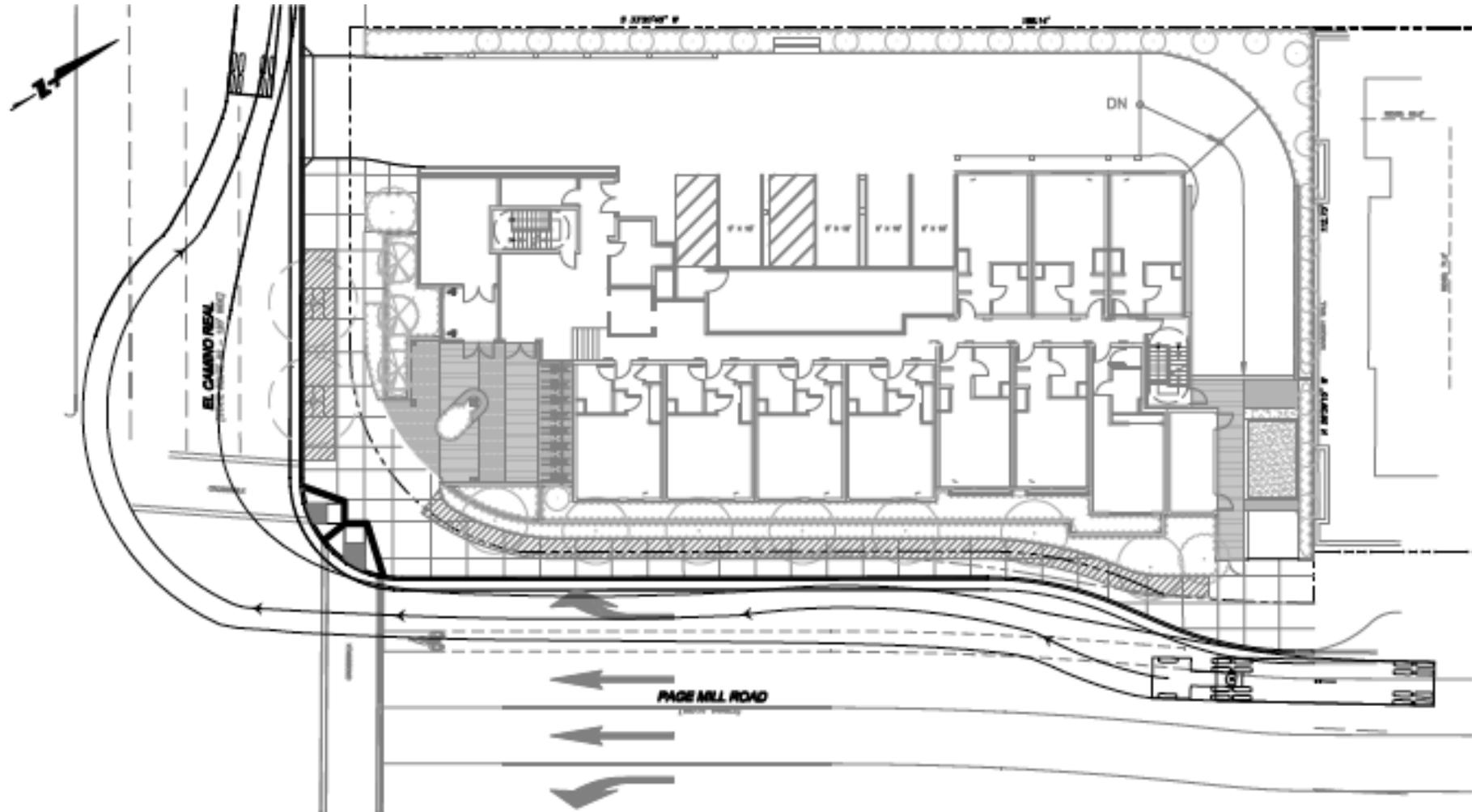
# SUSTAINABLE / GREEN DESIGN PRACTICES



- GreenTRIP certified by TransForm
- Designing for a LEED Silver equivalent
- All electric building contemplated (except water heaters)
- Drought tolerant / water light landscaping
- Electric charging stations
- Robust TDM Package
- Remediation of contaminated site

# OTHER TRANSPORTATION IMPROVEMENTS

- Dedication of land for a right hand turn lane



# WHY?

- Jobs / Housing imbalance - 3.05 Jobs per employed resident
- Consensus within the Palo Alto leadership that additional housing is needed to serve the community, particularly for the “Missing Middle”.
- Provide housing in accordance with the goals and policies of the Palo Alto Comprehensive Plan, which requires 303 housing units added per year from 2018-2030.
- Provide for housing that maximizes its adjacency to transit amenities and reduces trips and parking demand.
- March 2018, PA Weekly – 107 units new supply within the last two years.
- Add to the diversity of housing by providing units that are more attainable than the typical Studio or One Bed in Palo Alto and providing 20% of units at levels of 140% and 150% of AMI.
- Provide housing opportunities for residents and employees already in Palo Alto through a local preference policy.

# BUILDING PLAN – FLOOR 1



- NOTES**
1. BIKE PARKING AREA SECURED WITH CLOSERS AND ELECTRONIC LOCKING MECHANISMS.
  2. CAR WASHING SHALL NOT BE PERMITTED ON SITE. ALL HOSE BIBS SHALL BE LOCKING TYPE. SIGNAGE SHALL BE PROVIDED STATING THAT CAR WASHING IS PROHIBITED ON SITE.



EL CAMINO REAL



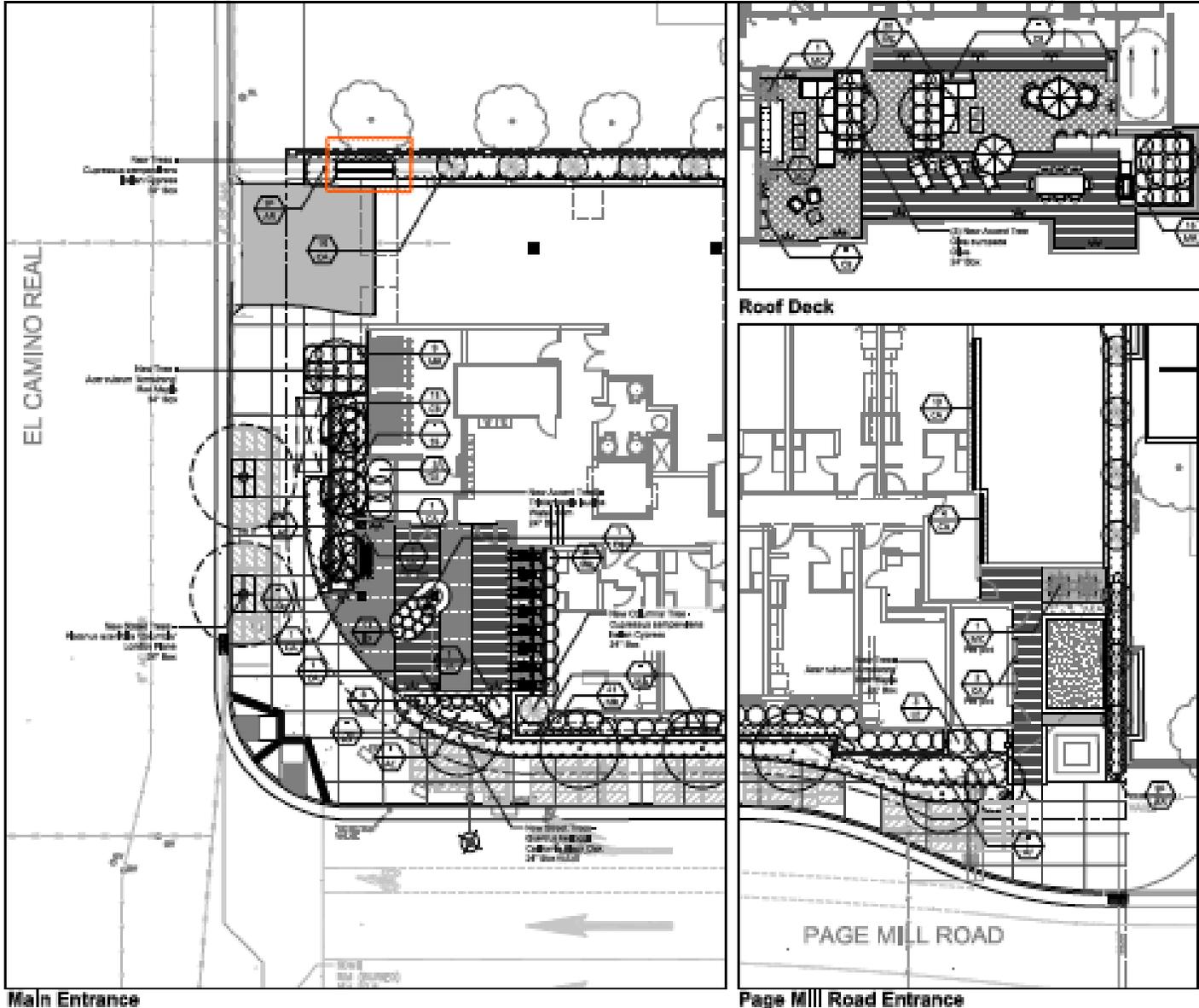
NOTE: Any construction within the public right-of-way must have an approved PERMIT AND CONSTRUCTION IN THE PUBLIC AND/OR TRIP TO COMPLETION OF THIS WORK.

**SHEET INDEX**

L1	Illustrative Landscape Plan - Street
L2	Illustrative Landscape Plan - Roof
L3	Concept Planting Plan
L4	Landscape Imagery
L5	Tree Disposal/Save Plan
T-1	Special Tree Protection Instruction Sheet
T-2	Tree Protection Report
T-3	Tree Protection Report
T-4	Tree Protection Report



# PLANTING PLAN



### PLANT PALETTE

NO.	SYM.	COMMON NAME	PLANT CODE	HT.	WIDTH	ROOTBALL
1	101	Japanese Maple	101	12'	12'	12" DB
2	102	Red-Flowered Dogwood	102	12'	12'	12" DB
3	103	Japanese Anemone	103	12'	12'	12" DB
4	104	Red Spirea	104	12'	12'	12" DB
5	105	Japanese Spirea	105	12'	12'	12" DB
6	106	Japanese Spirea	106	12'	12'	12" DB
7	107	Japanese Spirea	107	12'	12'	12" DB
8	108	Japanese Spirea	108	12'	12'	12" DB
9	109	Japanese Spirea	109	12'	12'	12" DB
10	110	Japanese Spirea	110	12'	12'	12" DB
11	111	Japanese Spirea	111	12'	12'	12" DB
12	112	Japanese Spirea	112	12'	12'	12" DB
13	113	Japanese Spirea	113	12'	12'	12" DB
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46	146	Japanese Spirea	146	12'	12'	12" DB
47	147	Japanese Spirea	147	12'	12'	12" DB
48	148	Japanese Spirea	148	12'	12'	12" DB
49	149	Japanese Spirea	149	12'	12'	12" DB
50	150	Japanese Spirea	150	12'	12'	12" DB

The above plant palette incorporates plant material that will fit into the scale character of the region, height and low water-use plants and other compatible materials of trees, shrubs, and ground covers are selected to complement the character of the project.

All planted materials to be irrigated with an approved automatic underground irrigation system. Irrigation water will be delivered by other irrigation systems. The system shall be designed to create efficient use of water through conservation techniques, and be in compliance with local codes (LSC), as required by the State of California.

An application and detailed landscape irrigation plan will be submitted with the building permit application package. All planting and irrigation will be in accordance with the City of Fremont Landscape Ordinance.

The final construction documents will include the contractor with an understanding of the design team for the maintenance of the planting areas, including care and watering of the site. The maintenance contractor shall provide all labor, equipment, material and supply for needed to properly maintain the landscape areas. An invoice will be used as evidence for the professional services provided.

### Item Budget Calculation Worksheet

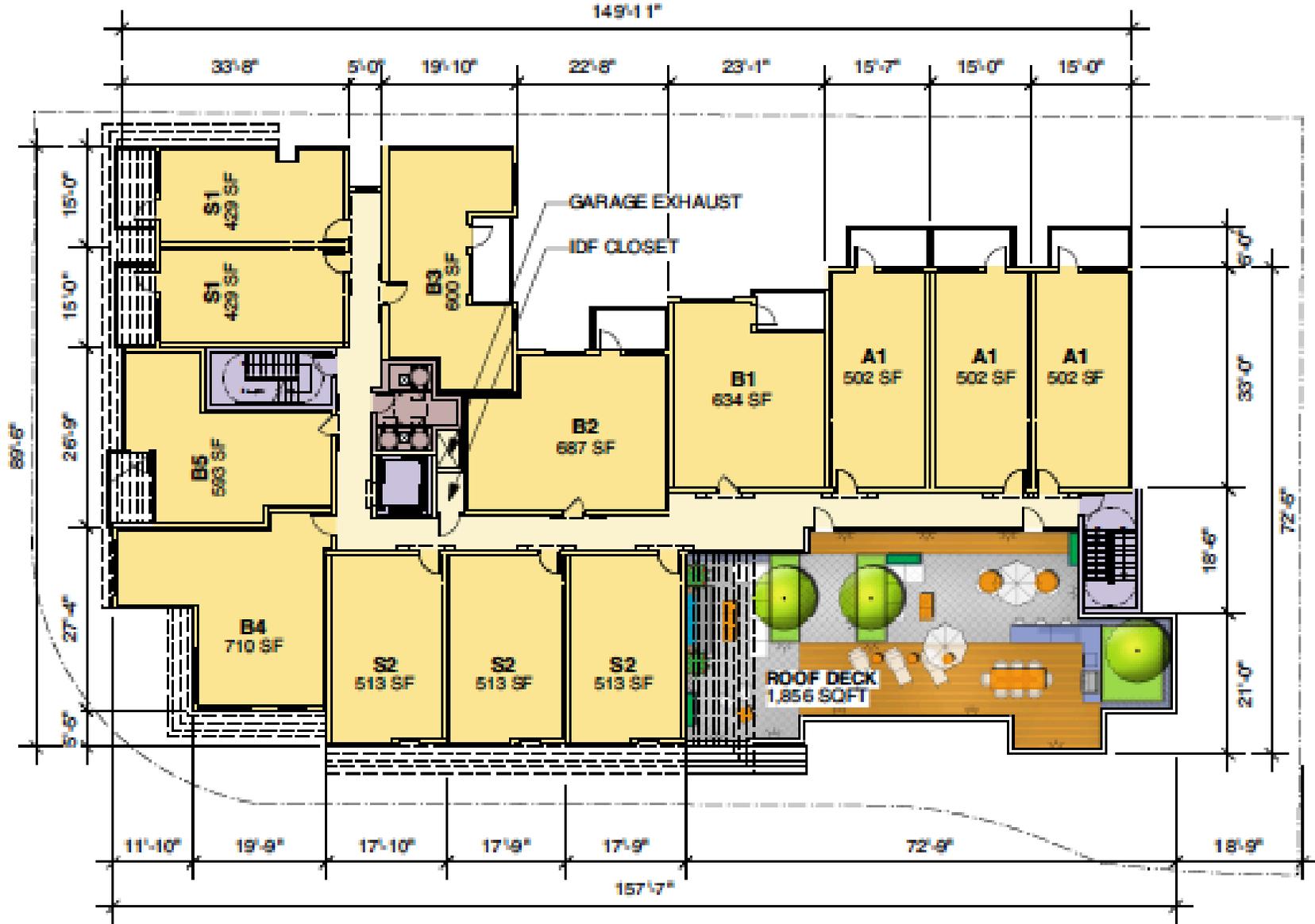
Worksheet: Budget Calculation Worksheet

Worksheet: Budget Calculation Worksheet

Item	Description	Quantity	Unit	Price	Total
1	Japanese Maple	1	Tree	12,000	12,000
2	Red-Flowered Dogwood	1	Tree	12,000	12,000
3	Japanese Anemone	1	Tree	12,000	12,000
4	Red Spirea	1	Tree	12,000	12,000
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7	Japanese Spirea	1	Tree	12,000	12,000
8	Japanese Spirea	1	Tree	12,000	12,000
9	Japanese Spirea	1	Tree	12,000	12,000
10	Japanese Spirea	1	Tree	12,000	12,000
11	Japanese Spirea	1	Tree	12,000	12,000
12	Japanese Spirea	1	Tree	12,000	12,000
13	Japanese Spirea	1	Tree	12,000	12,000
14	Japanese Spirea	1	Tree	12,000	12,000
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16	Japanese Spirea	1	Tree	12,000	12,000
17	Japanese Spirea	1	Tree	12,000	12,000
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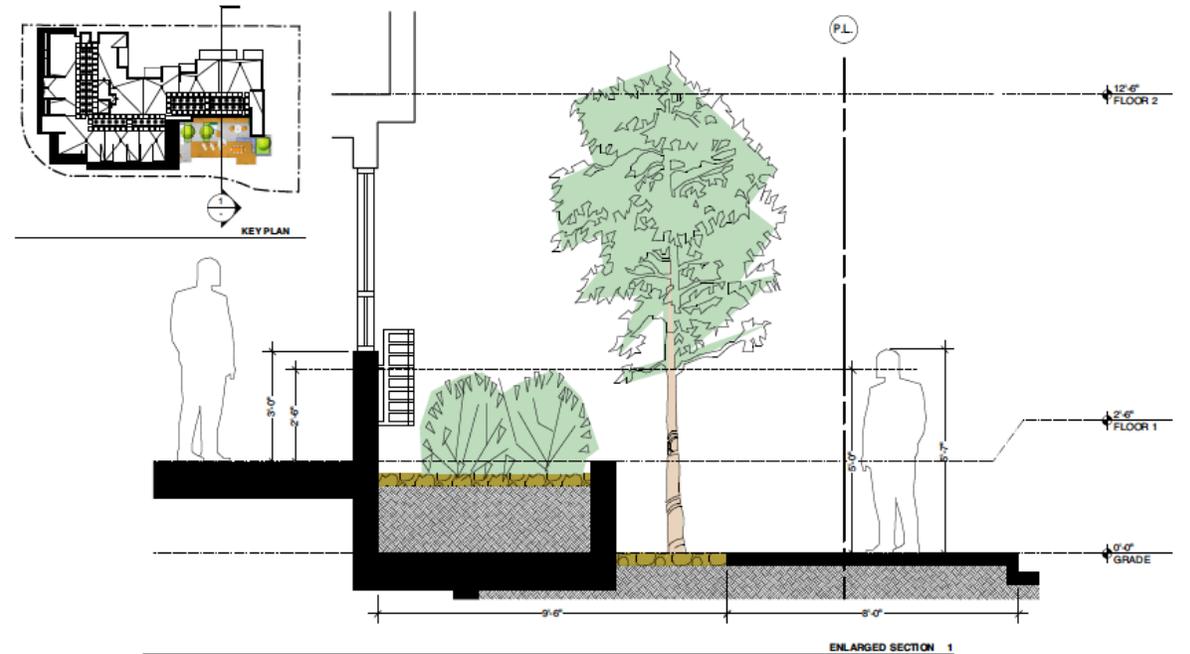
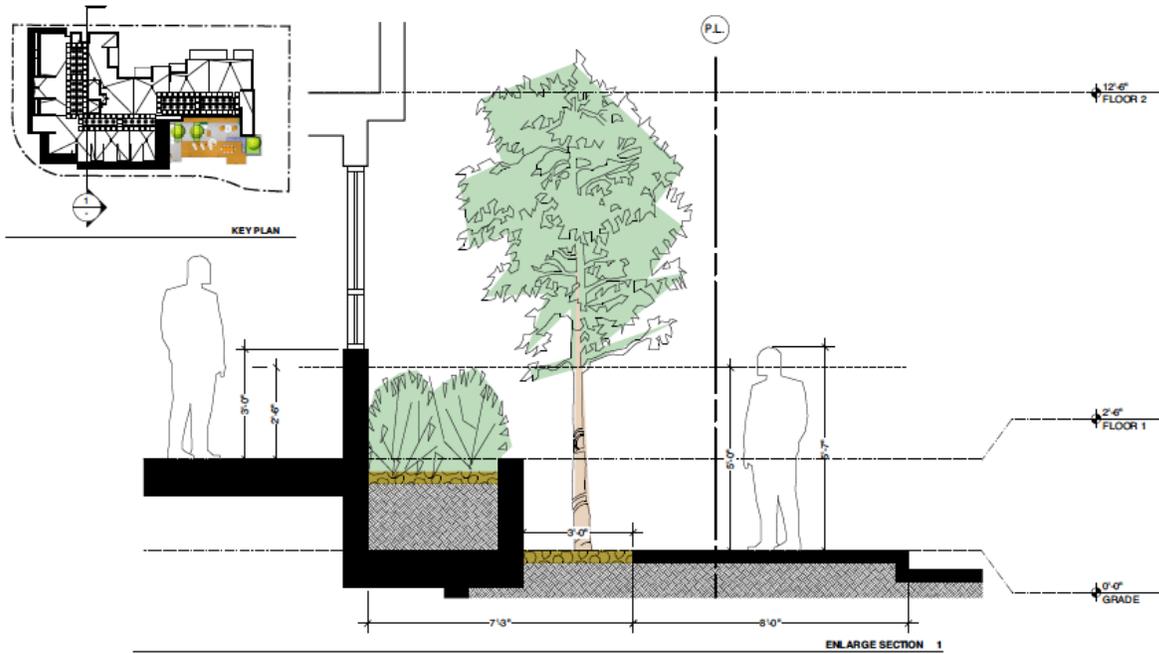


# BUILDING PLAN – FLOOR 4

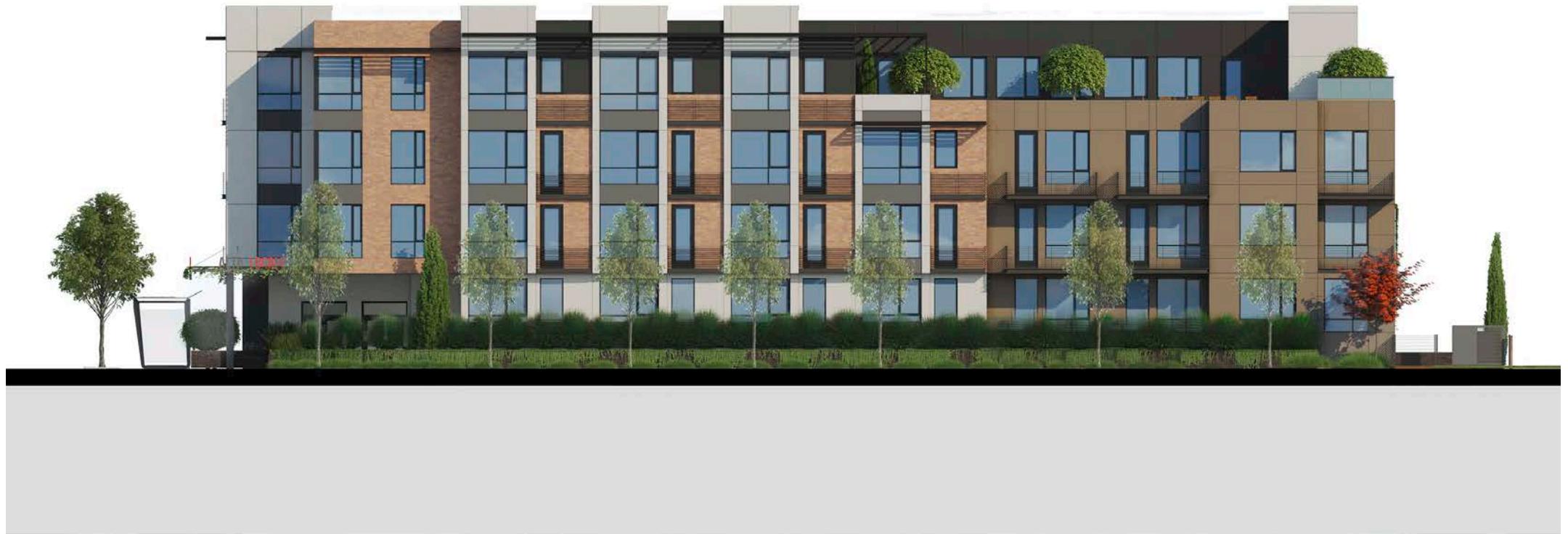




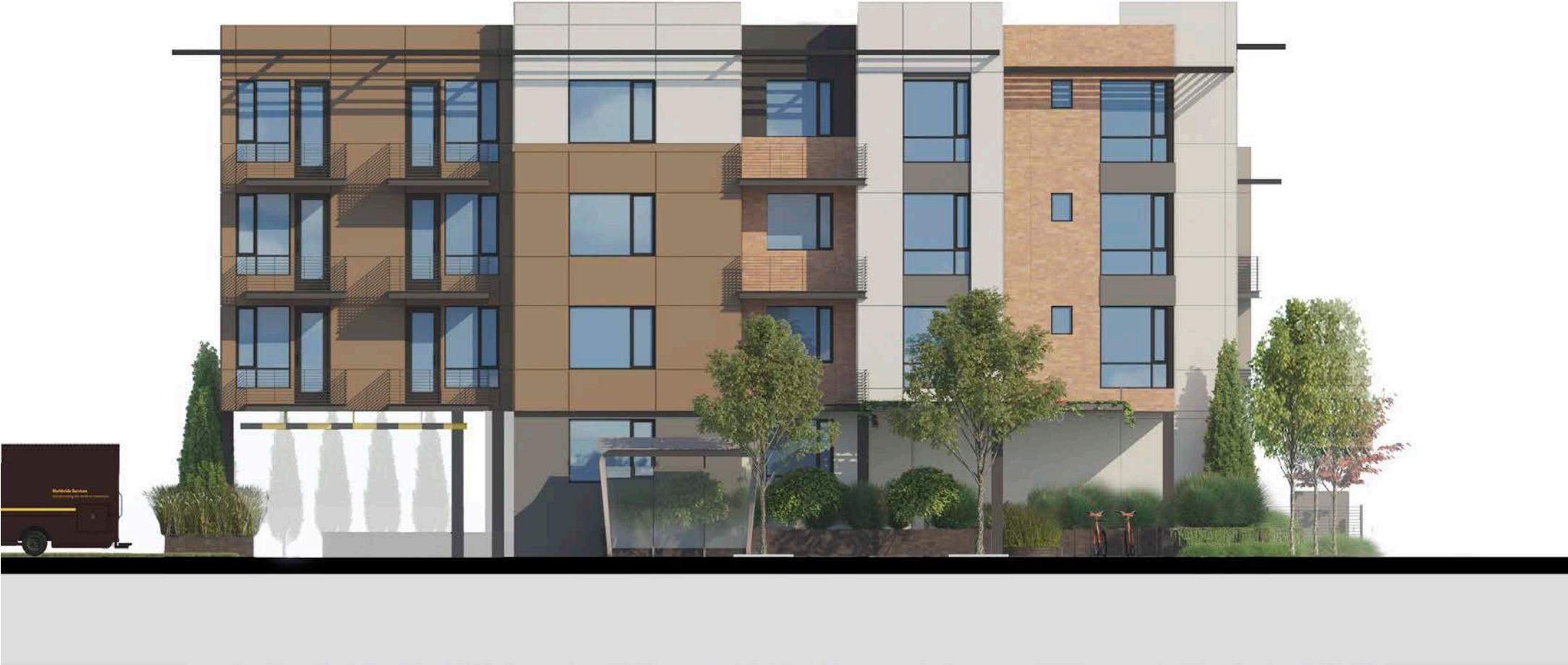
# STREET SECTIONS



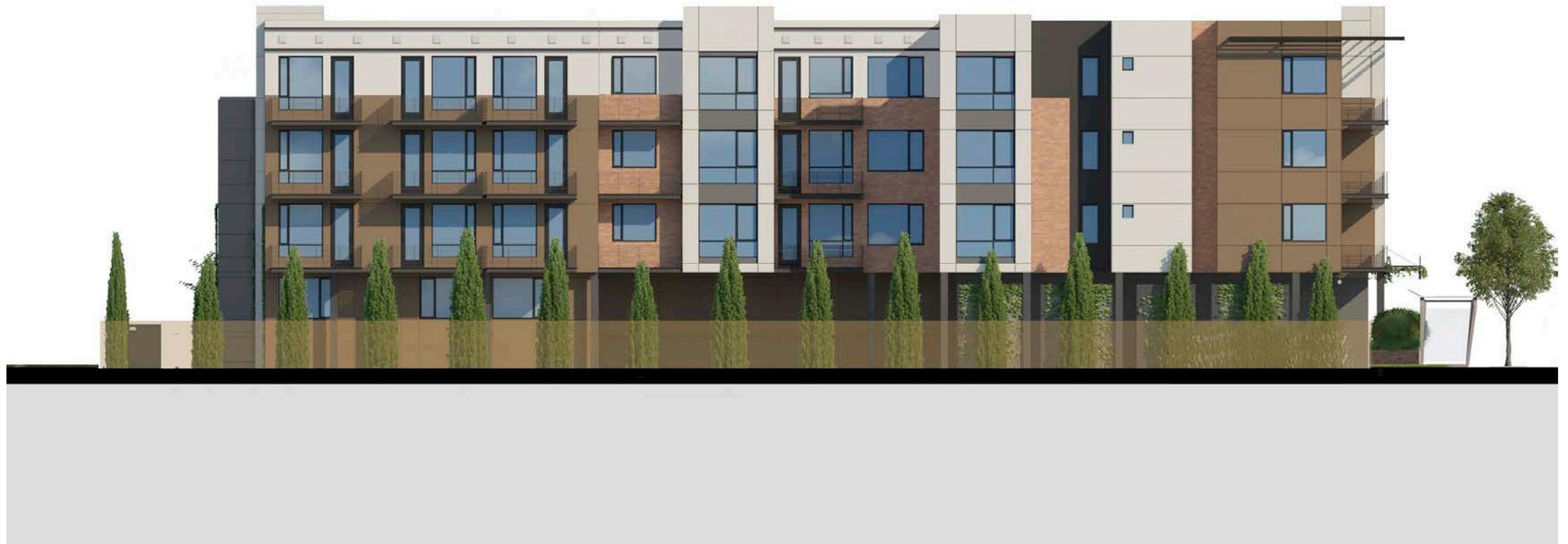
# ELEVATION – PAGE MILL ROAD



# ELEVATION – EL CAMINO



# ELEVATION – SOUTH



# ELEVATION – WEST







# BUILDING ELEVATIONS

NOTE: BUILDING HEIGHT IS MEASURED TO THE TALLEST PARAPET AND CONFORMING WITH PAMC SECTION 18.04(b)(7).

"Height" means, in all districts other than the R-E and R-1 residential district, the vertical distance above grade to the highest point of the coping of a flat roof or to the deck line of a mansard roof or to the average height of the highest gable of a pitched or hipped roof, except that in the R-2 and RMD districts the height of a pitched or hipped roof shall be measured to the height of the peak or highest ridge line. In the R-E and R-1 single family residential districts, height shall be measured from the highest point of the structure's roof, including wall parapets, to the grade. The height of a stepped or truncated building is the maximum height of any segment of the building.

18.04.02.04(b)  
BUILDING HEIGHT MEASURED FROM GRADE AT LOWEST POINT OF ADJACENT GROUND ELEVATION



# BUILDING ELEVATIONS

**NOTE:**  
BUILDING HEIGHT IS MEASURED TO THE TALLEST PARAPET AND CONFORMING WITH PAMC SECTION 18.04(57).

*Height means, for all districts other than the R-E and R-1 residence district, the vertical distance above grade to the highest point of the coping of a flat roof or to the deck line of a mansard roof or to the average height of the highest gable of a pitched or hipped roof, except that in the R-2 and RMD districts the height of a pitched or hipped roof shall be measured to the height of the peak or highest ridge line. In the R-E and R-1 single family residence districts, height shall be measured from the highest point of the structure's roof, including wall parapets, to the grade. The height of a stepped or terraced building is the maximum height of any segment of the building.*

18.04.030 64 (5)  
BUILDING HEIGHT MEASURED FROM GRADE AT LOWEST POINT OF ADJACENT GROUND ELEVATION

