



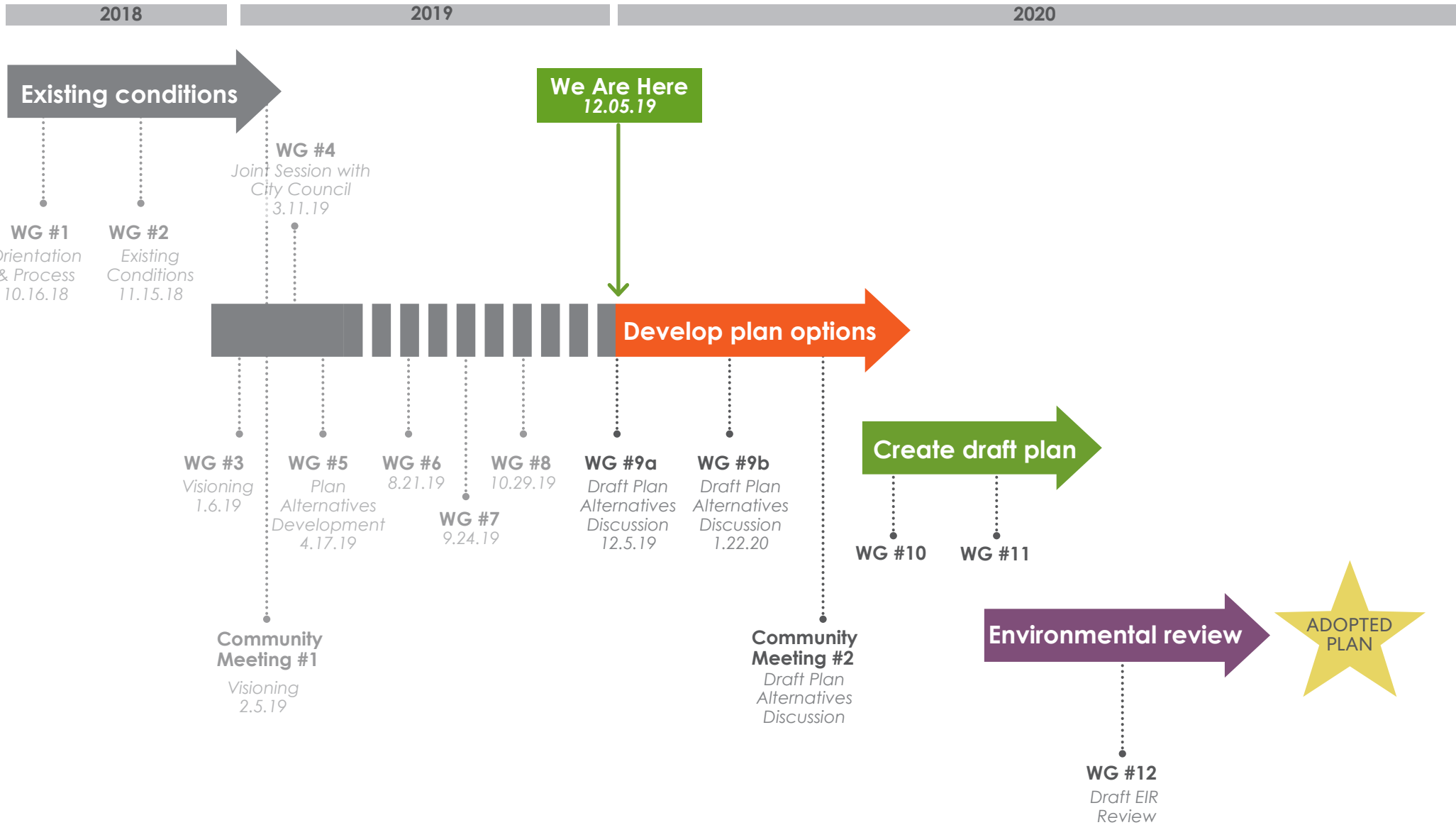
CITY OF PALO ALTO  
**North Ventura**  
COORDINATED AREA PLAN



**NORTH VENTURA COORDINATED AREA PLAN**  
**DRAFT PLAN ALTERNATIVES**

# Work To Date

12/5/19



# What We've Heard

"Create housing for our teachers, nurses, and firefighters."

- AFFORDABLE HOUSING
- HOUSING OF ALL TYPES
- SENIOR HOUSING
- ARTIST'S HOUSING

"Include as much affordable housing in NVCAP as possible."

"Honor the history of the site."

- KEEP FRY'S
- RAILROAD SPUR
- CHINESE AMERICAN HISTORY
- CANNING INDUSTRY

"A neighborhood for bikers and walkers."

- CONTINUE BIKE LANES ON PARK BLVD
- REDUCE CAR TRAFFIC
- WIDER SIDEWALKS
- LANDSCAPE BUFFERS

"Highlight the creek."

- SLOW THE FLOW
- RESTORE VISUAL ACCESS
- CREATE A LINEAR PARK
- PROVIDE HABITAT

"Too much concrete."

- MORE LANDSCAPING
- LESS SURFACE PARKING

"We need more street trees."

- MITIGATE THE HEAT ISLAND EFFECT
- IMPROVE THE PEDESTRIAN EXPERIENCE

"Reduce cut-through traffic through the Plan Area."

- LIMIT CAR ACCESS TO & THROUGH THE SITE

"Good design that is sensitive to existing family homes."

- DIGNIFIED ARCHITECTURE
- CHARM AND LIVEABILITY
- VARIED ROOF-LINES

"Keep our neighborhood diverse and inclusive."

- SOCIO-ECONOMIC DIVERSITY
- ETHNIC DIVERSITY
- NO DISPLACEMENT
- AFFORDABILITY

"Connect to Cal Ave."

- SAFE CROSSING AT PAGE MILL ROAD & ASH
- IMPROVE PARK BLVD

"Open space that is welcoming and feels public."

- SAFETY
- PLACE FOR FAMILIES

"Please no modern, ugly, bare buildings. Palo Alto is famous for Craftsman and Spanish style housing."

"Enforce sufficient setbacks so we aren't living in an urban canyon."

- SETBACKS TO REDUCE VISUAL MASS
- LOWER HEIGHTS AT SIDEWALK



Planning Game April 17, 2019

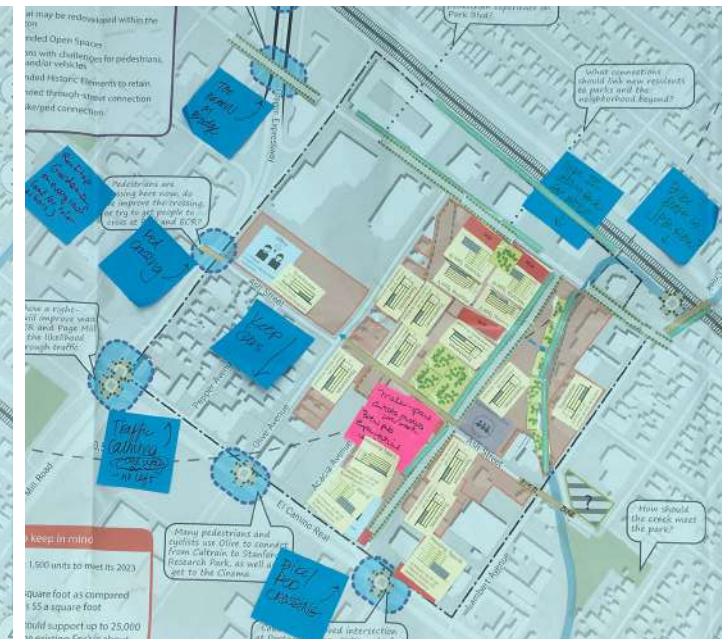
*Planning Game April 17, 2019*



Group 1 "A mix of housing to promote a diverse neighborhood with townhomes at the edge and mixed housing (height) at the heart."



Group 2 “Liveable neighborhood where housing is a priority.”



**Group 3** “A diverse, bicycle-oriented and affordable neighborhood.”

# What We've Heard

Major Themes

12/5/19

## CIRCULATION

- Connect Ash -----> ● Ash Connection
  - For all modes of travel
  - Only for bikes and peds
- Prioritize bike and ped access on Park
- Extend Portage -----> ● Portage Connection
  - For all modes of travel
  - Only for bikes and peds
- Mitigate cut-through traffic

## OPEN SPACE

- Public and accessible -----> ● Open space location
  - Center of Plan Area
  - Next to creek
  - Adjacent to retail and other active ground floor uses

- Consistent
- Divergent

# What We've Heard

Major Themes

12/5/19

## DISTRICT CHARACTER

- Inclusive and diverse
  - Adaptive reuse
  - Sensitive to existing context (single-family housing, industrial legacy)
  - Community oriented
  - Featured identity ----->
- Arts District
    - Studios and galleries
    - Creative labs
  - Cultural District
    - Experiential retail
    - Maker space, small-scale production
    - Mix of uses
- Consistent  
● Divergent

# What We've Heard

Major Themes

12/5/19

## HOUSING TYPES

- Variety and affordability
- Height with guidelines for character and form
- Limit the number of tall buildings (85') -----> ● Location of tall buildings
  - Park
  - Oregon Expressway
  - ECR

## GROUND FLOOR USE & PROGRAM

- Create a mixed-use neighborhood -----> ● Balance of uses
  - Small, neighborhood-serving office
  - Experiential retail
  - Creative lab / maker space
- Limit office -----> ● New office
  - No net-new
  - Limit size of new office
- Create a community use on Fry's site

- Retail location
  - El Camino Real (ECR)
  - Portage

- Consistent
- Divergent



# Articulating a Shared Vision

12/5/19



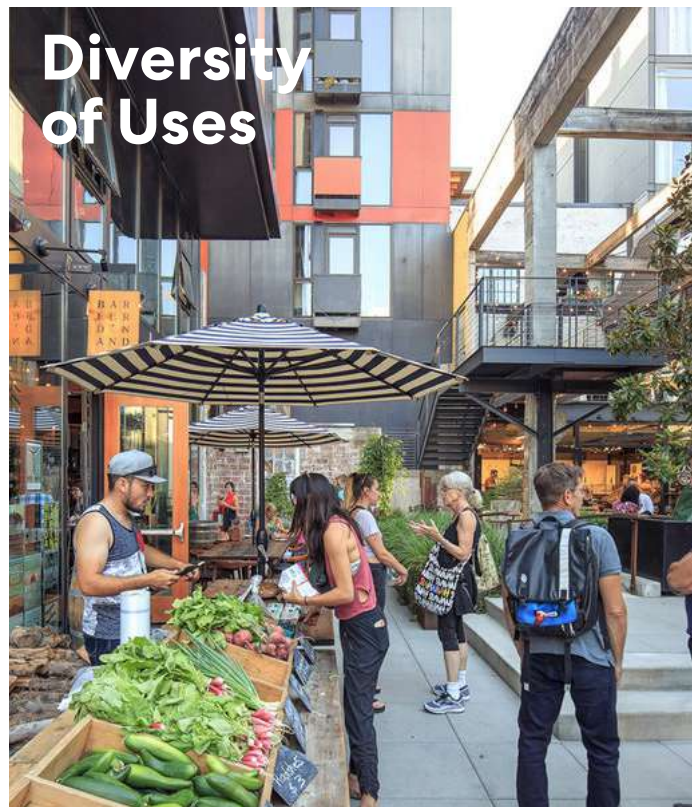
**Accessible  
Open Spaces**



**Vibrant  
Street  
Experience**



**Mix of Housing  
Types**



**Diversity  
of Uses**



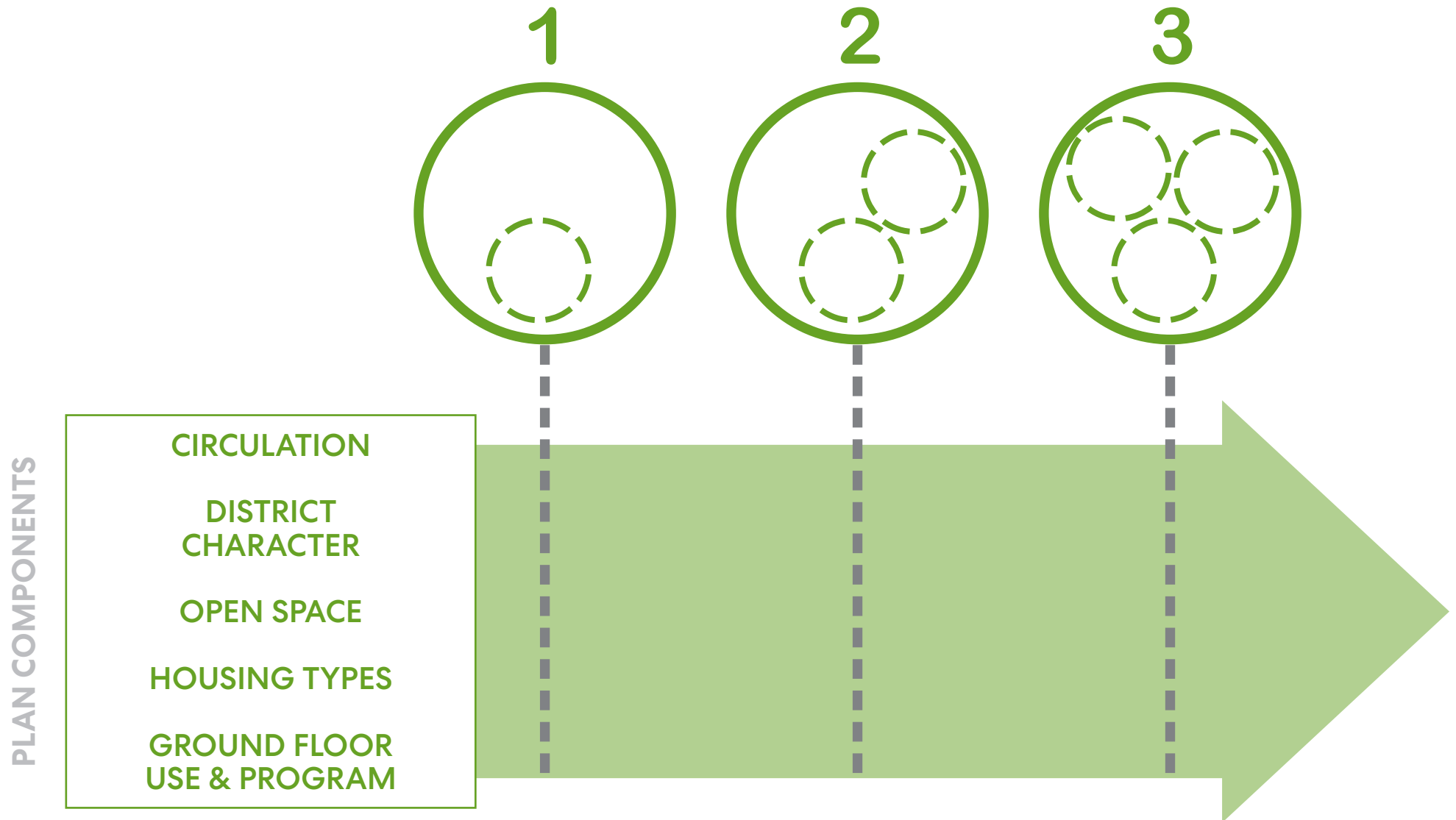
**Sustainable  
Design**



# 3 Plan Alternatives Toward a Shared Vision

12/5/19

*Iterative alternatives that build sequentially toward a shared vision*



# Draft Plan Alternatives Overview



## When reviewing the Draft Plan Alternatives, consider the following:

- Do the alternatives provide the right mix and diversity of uses for the desired vibrant, walkable neighborhood?
- How does the overall experience and character of each alternative align with your vision for the neighborhood?
- Please be prepared to share your thoughts on the relative strengths and weaknesses of the alternatives for our next WG meeting on Thursday, December 5.

# Alternative 1: Leading with Legacy

12/5/19

*Leveraging existing industrial structures to convey a sense of place*



Assembly Row, Somerville, MA



Hughes Warehouse, San Antonio, TX



The Barlow, Sebastopol, CA



Swan's Market, Oakland, CA



# Alternative 1: Leading with Legacy

12/5/19



## Circulation

- Street grid connectivity proportionate to new development
- No vehicular cut-through on Portage
- Ash and portion of Olive become one-way
- Portage and Acacia Street connect via horseshoe that keeps vehicles at edge of plan area
- New ped and bike access along the creek connects to nearby open space
- Reduce surface parking

# Vibrant Street Experience

*Vehicular Route*

12/5/19

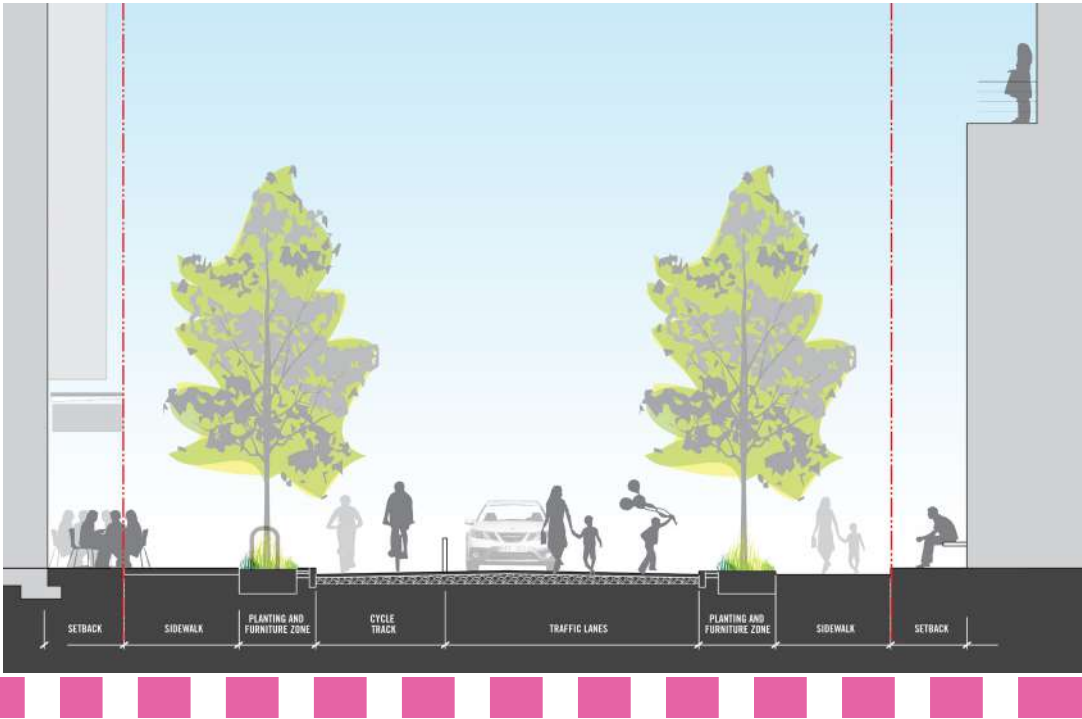




# Vibrant Street Experience

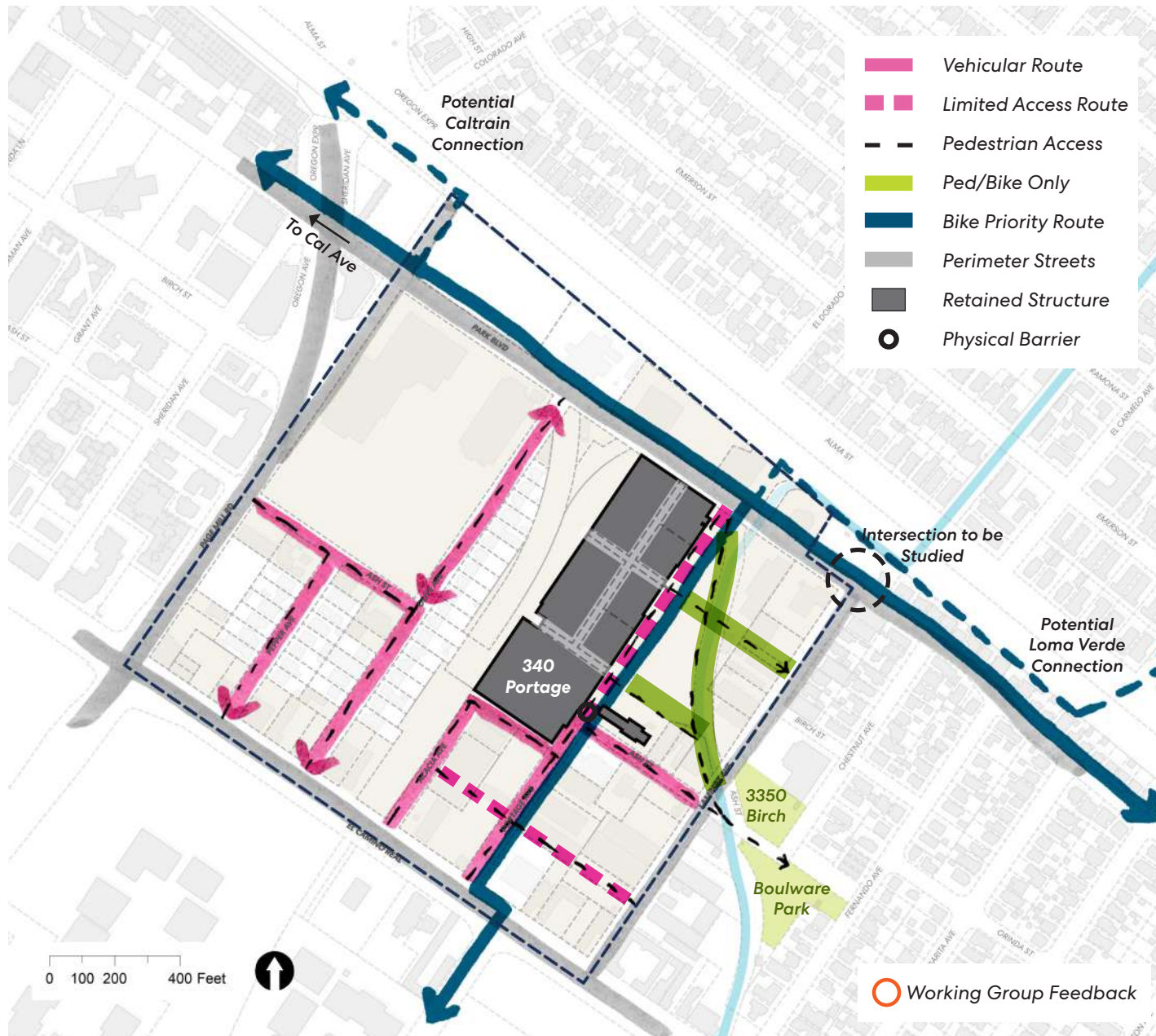
Limited Access Route

12/5/19



# Alternative 1: Leading with Legacy

12/5/19



## Circulation

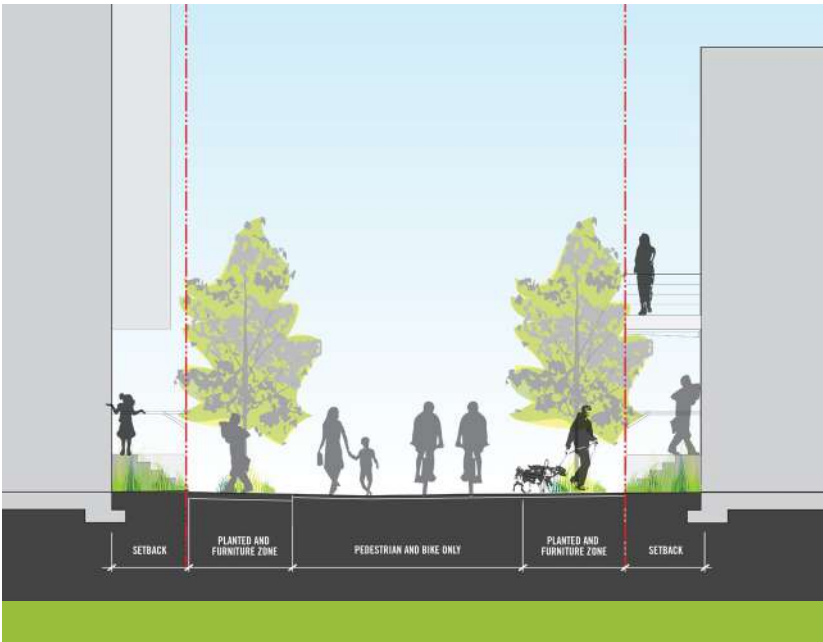
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# Vibrant Street Experience

*Pedestrian-Priority Route*

12/5/19





# Alternative 1: Leading with Legacy

12/5/19



## District Character

- Preserve buildings at 340 Portage and 3201-3205 Ash
- Add signage and streetscape elements to convey a special sense of place around Portage
- Development is sensitive to existing character of Single-Family (SF) residential

## Open Space

- Portage serves as a central spine with generous setbacks and pockets of open space
- Potential creek restoration zone



# Accessible Open Spaces

*A network of diverse open space opportunities*

12/5/19





# Alternative 1: Leading with Legacy

12/5/19



## Housing Types

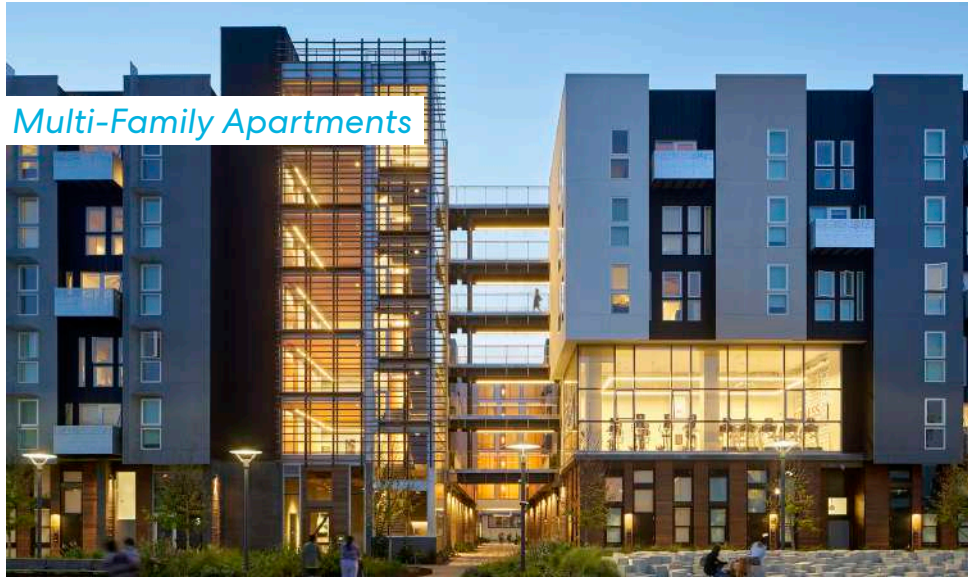
- Prioritize housing opportunity sites
- Include a variety of housing types
- Introduce special design standards for new development abutting existing single-family residential



# Mix of Housing Types

Context-sensitive housing types

12/5/19





# Alternative 1: Leading with Legacy

12/5/19



## Ground Floor Use & Program

- Diversify use within 340 Portage to activate public realm along Portage
- Promote 3201-3225 Ash as a community use

\* Commercial Mix to include small office, creative lab, maker space among other uses.

\*\*SE estimates that the Plan Area could support up to 25k of additional neighborhood-serving retail to meet the needs of 364 units anticipated in Comprehensive Plan.



# Alternative 2: Adaptive Core

12/5/19

Adaptively reuse existing structures to create dynamic and flexible social spaces



Drake's Dealership, Oakland, CA



Hughes Warehouse, San Antonio, TX



Hayes Valley, San Francisco, CA



The Barlow, Sebastopol, CA



Pixar HQ, Emeryville, CA



# Alternative 2: Adaptive Core

12/5/19



## Circulation

- Limit cut-through traffic through the site along Acacia extension
- Introduce limited access streets to enable partial preservation of 340 Portage footprint

# Alternative 2: Adaptive Core

12/5/19



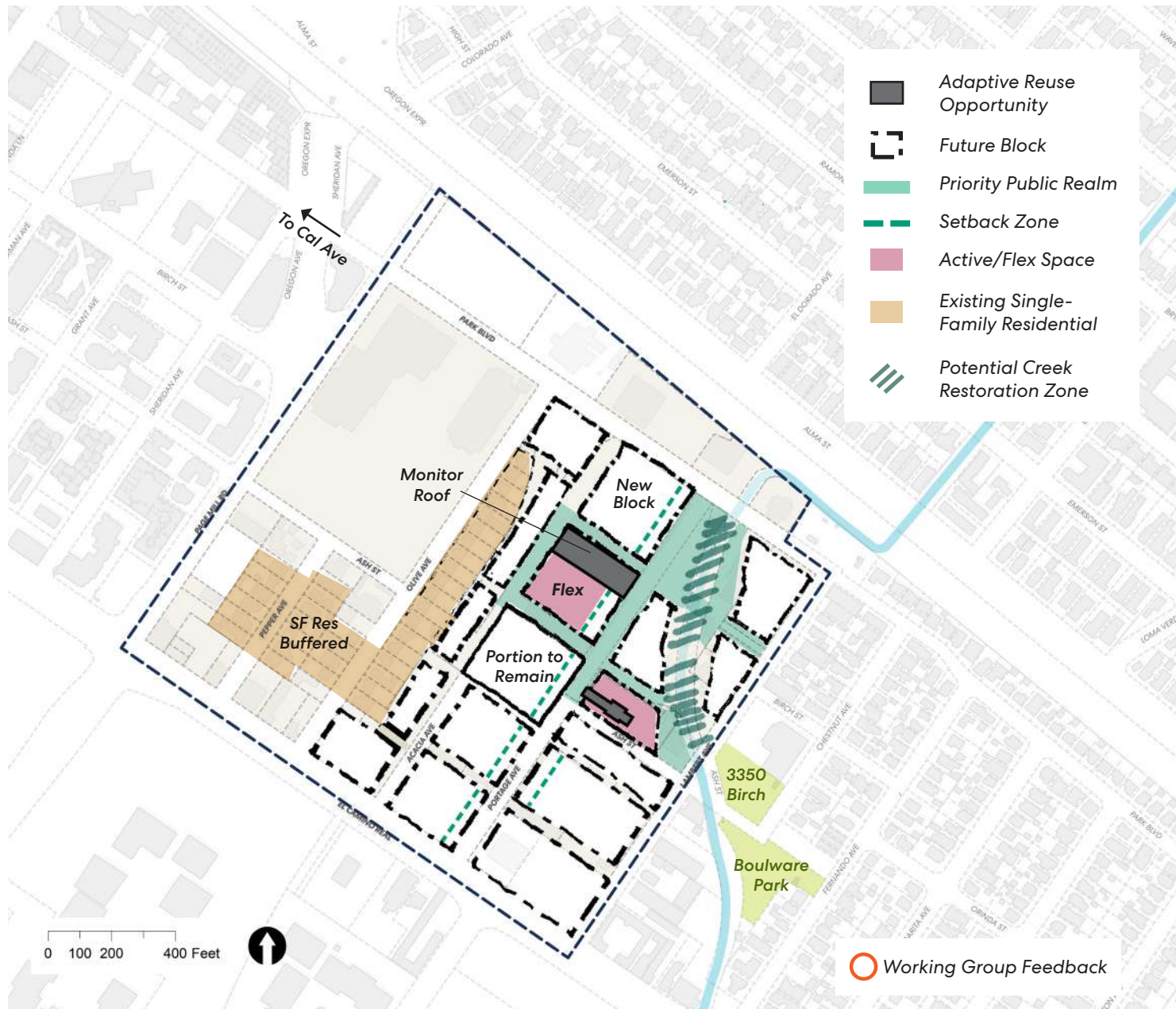
## Circulation

- Limit cut-through traffic through the site along Acacia extension
- Introduce limited access streets to enable partial preservation of 340 Portage footprint
- Additional pedestrian priority routes reinforce “car-free environment”
- New streets through center of plan area frame a central, flexible social space



# Alternative 2: Adaptive Core

12/5/19



## District Character

- Further refine “walkable blocks”
- Adaptively reuse 340 Portage and 3201-3205 Ash
- “Flex space” provides semi-developed space that could be programmed for a variety of active uses (play space, outdoor movies, farmer’s market, etc.)

## Open Space

- New streets around “flex space” double as vibrant public realm



# Flex-Space

Adaptable space serving as an incubator for future uses

12/5/19

Interim Flexible Programming



Chophouse Row, Seattle, WA

Later Stage Development





# Alternative 2: Adaptive Core

12/5/19

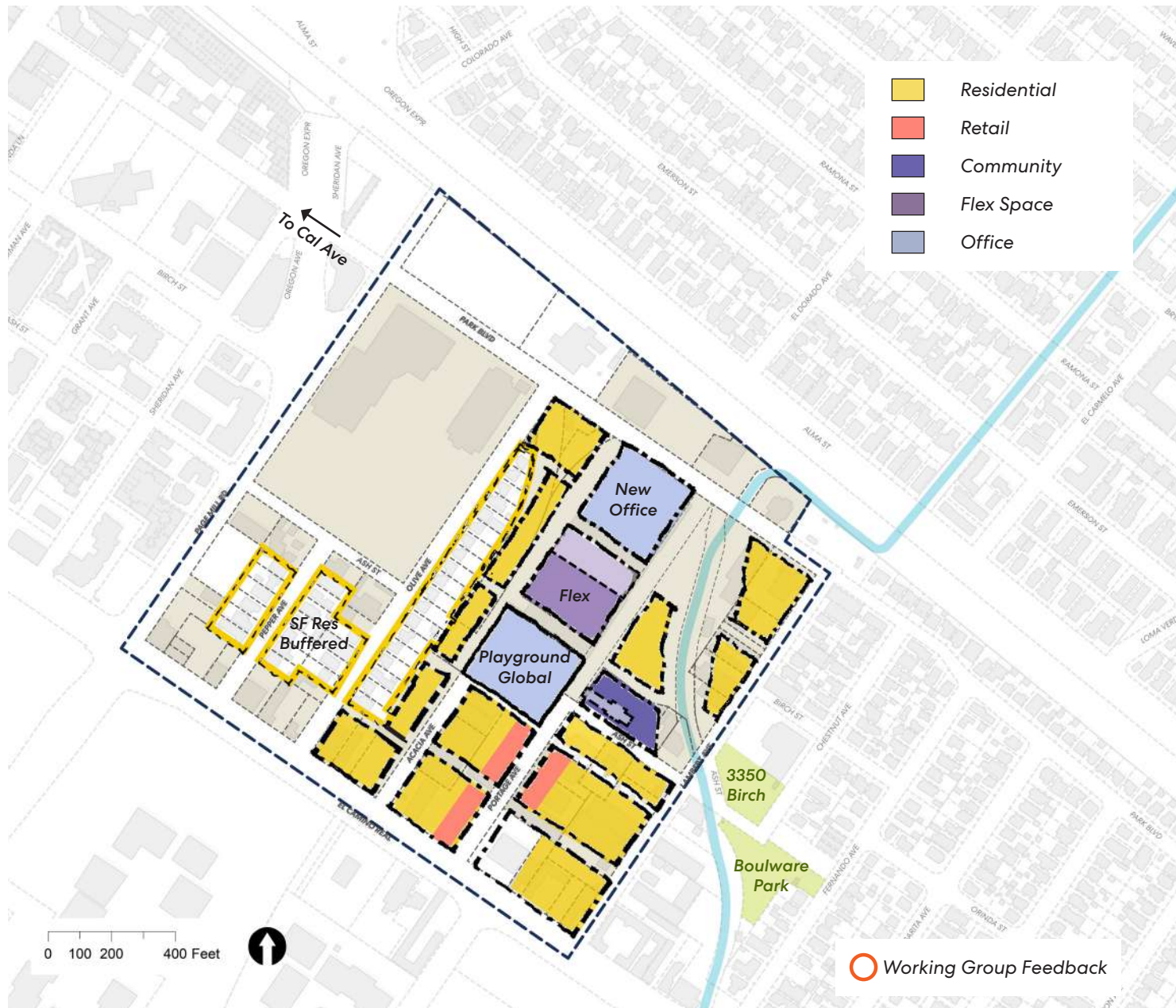


## Housing Types

- Incorporate all housing inventory sites
- Increase housing on Fry's Parcel
- Maintain special design standards for new development abutting existing single-family residential

# Alternative 2: Adaptive Core

12/5/19



## Ground Floor Use & Program

- Office use is contained in former 340 Portage footprint
- Active “Flex” space serves as incubator for future program and development (ex. creative lab and maker space)



# Alternative 3: Designed Diversity

12/5/19

*Leveraging thoughtful design to create a robust mixed-use and diverse community*

Multi-Generational Spaces



Industrial Aesthetic



Diversity of Uses



Housing Variety





# Alternative 3: Designed Diversity

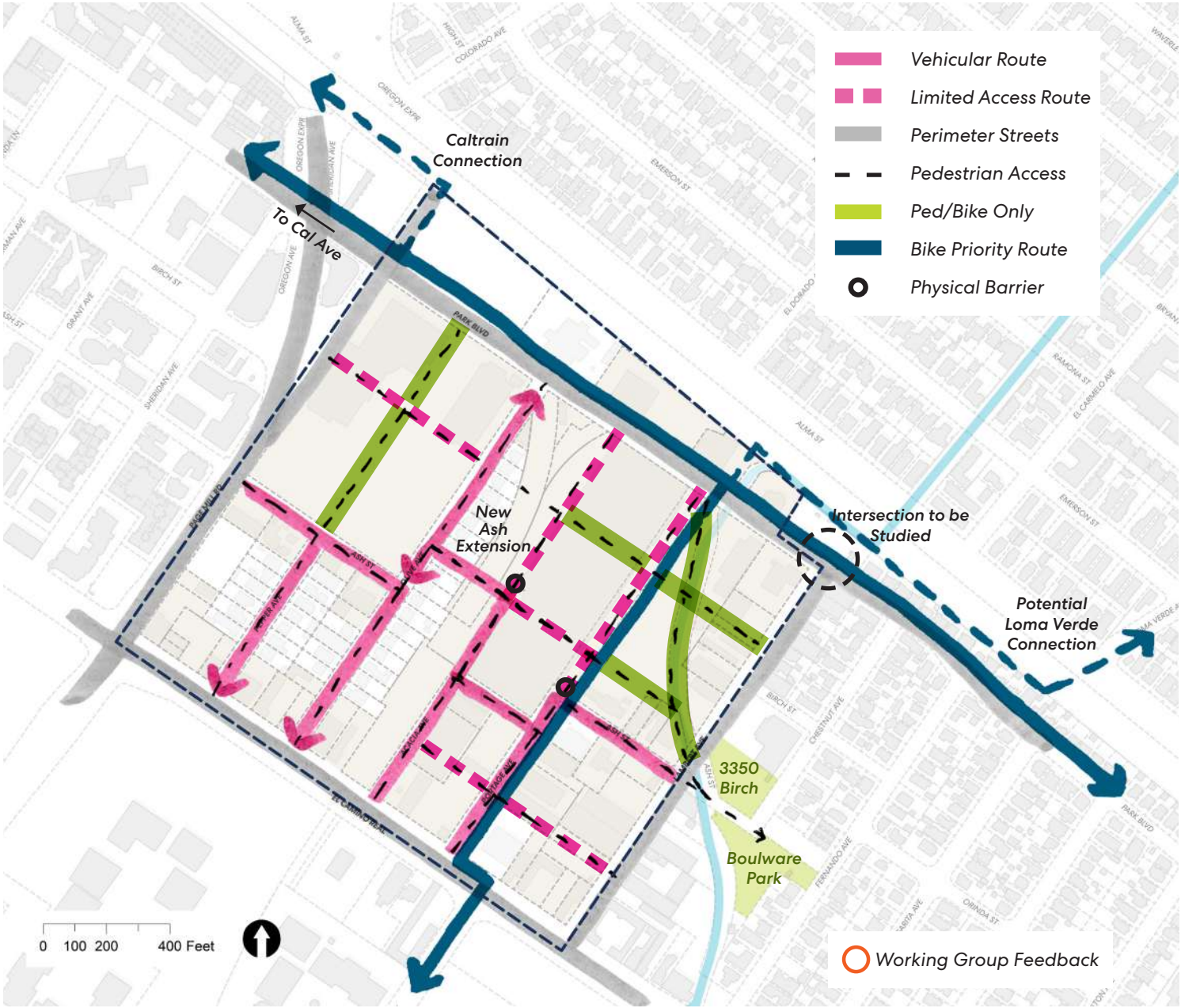
12/5/19





# Alternative 3: Designed Diversity

12/5/19



## Circulation & Parking

- Formalize Acacia extension and connect to Olive
- Expand public realm surrounding the former “flex” block
- Enhance street tree canopy

# Alternative 3: Designed Diversity

12/5/19



## District Character

- Walkable, neighborhood fabric is distributed across plan area
- Building frontages and public realm orient towards the “active core”
- Communicate historic significance with interpretive signage and other landscape elements

## Open Space

- Public realm as a connective fabric of the active core



## 12/5/19



- Introduce housing sites beyond those identified in the Comprehensive Plan
- Maintain special design standards for new development abutting existing single-family residential
  - Maximize housing development in the plan area

# Alternative 3: Designed Diversity

12/5/19





### Alternative 1: *Leading with Legacy*



### Alternative 2: *Adaptive Core*



### Alternative 3: *Designed Diversity*

