

**Invitation to Apply to the Palo Alto
North Ventura Coordinated Area Plan Working Group**

Applications are due by close of business on April 9, 2018

The City of Palo Alto is seeking applications from community members interested in being on a working group that will help develop a plan for the future of the North Ventura area (otherwise known as the Fry's area). If you would like to be considered for inclusion on this group, please review the information below and submit a completed application form by the close of business on April 9, 2018.

Background

The North Ventura area is roughly bounded by Page Mill Road, El Camino Real, Lambert Avenue and the Caltrain tracks in Palo Alto and represents a rare opportunity within the City to plan proactively for a true transit-oriented mixed-use neighborhood. The project area includes one of the City's largest housing opportunity sites, which is currently occupied by Fry's Electronics, as well as a mix of small and large businesses and single family residences. The purpose of the North Ventura Coordinated Area Plan (NVCAP) is to provide a vision for the future of this area. The group will address areas including policies, development standards, and design guidelines. The NVCAP should strengthen the neighborhood fabric and consider infrastructure needs, providing for a mix of land uses that take advantage of the proximity of the Caltrain station, the California Avenue area, and El Camino Real.

Working Group Purpose and Role

The Working Group will consist of up to 14 community members appointed by the City Council to represent a diversity of interests and serve as an advisory body to City staff, the Architectural Review Board, the Planning & Transportation Commission and City Council. The group will help to shepherd the project through the planning process and will take on the following roles:

1. Discuss broad plan vision and goals
2. Conduct walking tours/site visits to visualize key issues and proposed plan policies
3. Review and respond to baseline data, analysis, recommendations, and presentations by staff, consultants, and property owners
4. Develop goals and policies, refine land use and transportation options, and address key issues and trade-offs
5. Serve as a conduit and resource for larger community input (i.e., workshops, tours, and online engagement)

Working Group members will be asked to review materials provided in advance of monthly meetings, and will be primarily engaged in reviewing and commenting on (rather than writing) draft plan language.

Term

The Working Group will be subject to the Brown Act, California's Open Meeting Law, and will hold regular, noticed and agendaized public meetings. The Working Group is expected to meet approximately monthly, starting in June 2018 and extending through December 2019. The Working Group will be advisory only, but will ultimately make a recommendation on adoption of the Coordinated Area Plan.

March 13, 2018

Composition

Members will be selected to ensure the group is representative of a diversity of community members including neighborhood and business perspectives. The following composition is proposed (members may address multiple criteria):

- (3) Residents: live within the planning area boundaries or the greater North Ventura neighborhood;
- (2) Residents: live within the greater Ventura neighborhood;
- (2) Residents: live within Mayfield;
- (2) Business Owners: work or own a business within the planning area boundaries or nearby (mix of small and larger businesses);
- (1) Property Owner;
- (1) Resident: live within Barron Park;
- (1) Planning & Transportation Commission (PTC) Member;
- (1) Architectural Review Board (ARB) Member; and
- (1) Parks and Recreation Commission Member

In addition to the working group members, representatives of the following groups will be invited to attend meetings on an as needed basis:

- Youth representative
- Palo Alto Unified School District
- Stanford
- Palo Alto Transportation Management Association
- Arts professional
- Land economics
- Palo Alto Housing
- Canopy

Qualifications

The City will select candidates needed to ensure a diversity of interests and expertise, including homeowners and renters and people of different ages and cultural backgrounds. Successful candidates must have energy and good ideas about the future of North Ventura and a willingness to meet on a monthly basis, and have demonstrated the ability to work collaboratively and effectively in a diverse group environment.

Applicants who are not appointed to the Working Group are nonetheless welcome to attend the regular meetings and provide their input. Two alternates will also be selected by the City Council in the event that a member resigns or fails to attend at least 75% of the meetings.

North Ventura Coordinated Area Plan Working Group Application

Name: _____
Mailing Address: _____
Phone: _____
Email Address: _____

Are you a Palo Alto resident? YES NO

Are you a resident of the Ventura, Mayfield or Barron Park neighborhood?

YES NO

If yes, which neighborhood? _____

Do you work in North Ventura or the surrounding area? YES NO

If yes, what is the name of your company/business? _____

What is the address of your company/business? _____

Do you own a business in North Ventura or the surrounding area?

YES NO

If yes, what is the name of your company/business? _____

What is the address of your company/business? _____

Do you own property in North Ventura or the surrounding area? YES NO

If yes, what is the property address? _____

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Board Members or Commissioners?

YES NO

If yes, which department/body? _____

Are you generally available and committed to attend approximately monthly meetings between June 2018 and December 2019? YES NO

Check any that apply to you:

Renter

Homeowner

Parent of School Aged Child or Student in Palo Alto Schools

Experience with Issues Relevant to Youth, Seniors, or People with Disabilities

Member of other local business/neighborhood/community organization (please specify:

_____)

March 13, 2018

Please briefly indicate any education or experience you have in the fields of planning and urban design, land economics or development, sustainability and environmental issues, transportation and mobility, parks and open space, or other relevant fields:

Please describe your involvement/experience in community activities, volunteer work, civic organizations, and how you have connected with others in the community:

Why are you interested in serving on the Working Group?

How did you learn about the Working Group formation? (check all that apply)

- Email from the City City Council Meeting Palo Alto Weekly Social Media
 Other: _____





Submit to:

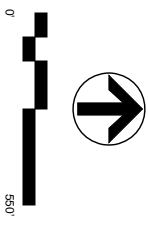
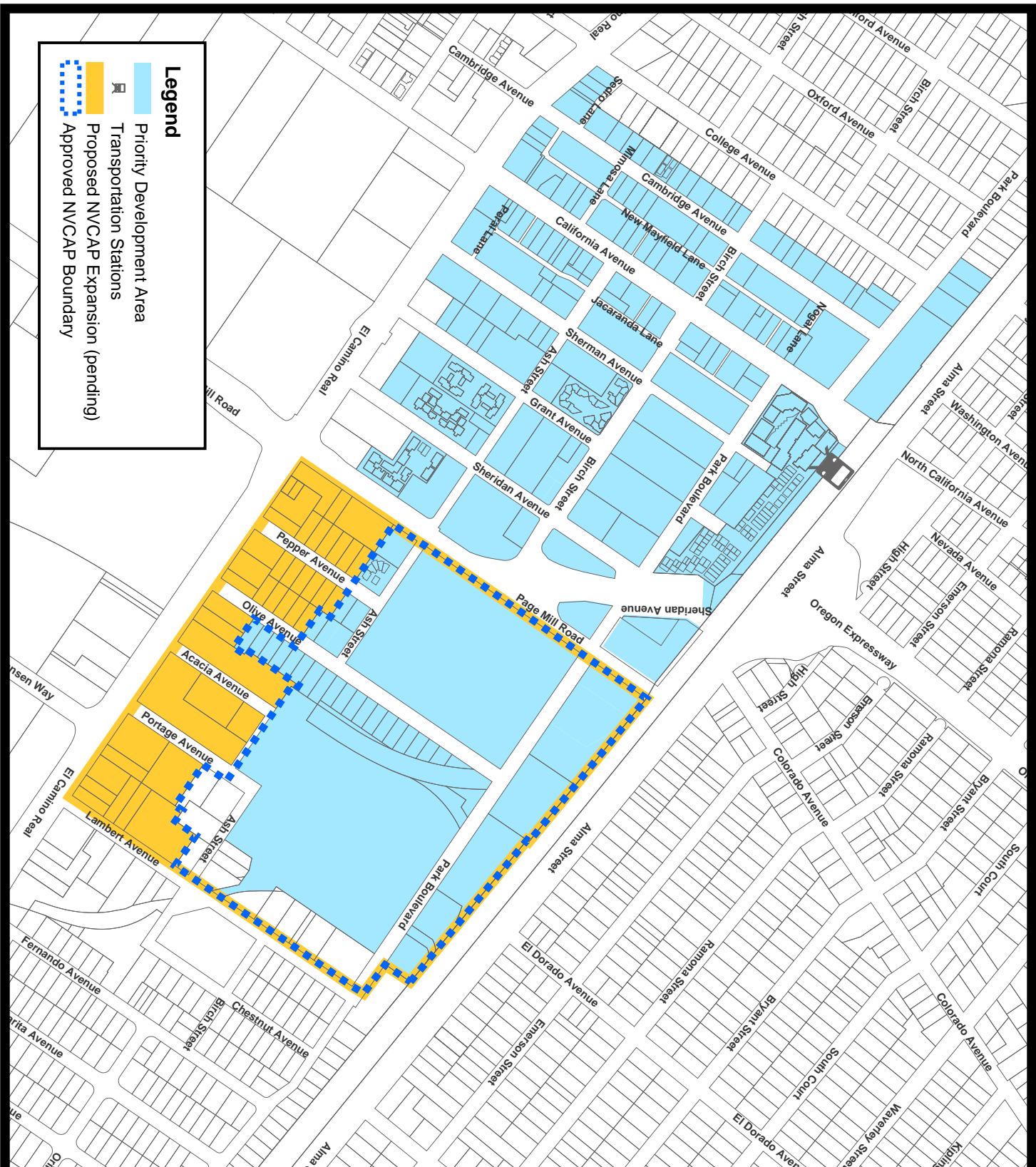
Department of Planning and Community Environment
Attention: Elena Lee
250 Hamilton Avenue, 5th floor
Palo Alto, CA 94301
NVCAP@cityofpaloalto.org

APPLICATIONS DUE April 9, 2018

March 13, 2018

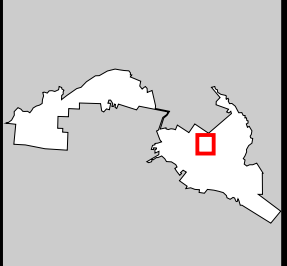
Legend

-  Priority Development Area
-  Transportation Stations
-  Proposed NVCAP Expansion (pending)
-  Approved NVCAP Boundary



This map is a product of the City of Palo Alto GIS

NVCAP Project Boundary



The City of
Palo Alto

