



**NORTH VENTURA COORDINATED AREA PLAN  
WORKING GROUP MEETING  
COVER MEMO**

**THURSDAY, DECEMBER 5, 2019**

City Hall – Community Meeting Room

250 Hamilton Avenue

Palo Alto, CA 94301

5:30 PM

The Working Group Meeting #9a packet contains the following items:

1. Working Group #9a Meeting Agenda
2. Staff Memo for Working Group Meeting #9a
3. Draft Plan Alternatives Discussion Materials



**NORTH VENTURA COORDINATED AREA PLAN  
WORKING GROUP MEETING  
AGENDA**

**Thursday, December 5, 2019**

City Hall - Community Meeting Room  
250 Hamilton Avenue  
Palo Alto, CA 94301  
5:30 PM TO 8:30 PM

Call to Order: 5:30 PM

1. Welcome and Housekeeping: 5:30 PM -5:45 PM
2. Oral Communications: 5:45 PM-6:00 PM

Discussion Items: 6:00 PM\*

1. Discussion of Naturalization Options for Matadero Creek by WRA: 6:00–6:30 PM
2. Planning Alternatives- Elements of the Plan Discussion: 6:30 PM-8:00 PM

Oral Communications: 8:15 PM

Wrap Up & Adjournment: 8:30 PM

Future Meeting/Workshops:

\*Listed times are estimates.



## **NORTH VENTURA COORDINATED AREA PLAN WORKING GROUP MEETING**

### **STAFF MEMO**

**THURSDAY, DECEMBER 5, 2019**

City Hall – Community Meeting Room  
250 Hamilton Avenue  
Palo Alto, CA 94301  
5:30 PM

The purpose of this meeting is:

- (1) To get an update from WRA, the firm hired by the City to assess the potential for naturalization of portions of the Matadero Creek; and
- (2) To allow Perkins + Will (consultants) to present three draft plans and to allow Working Group members to discuss the three draft plan alternatives.

#### **Matadero Creek Study**

The WRA team will present briefly the four naturalization scenarios for Matadero Creek restoration ranging from no action to maximum naturalization. The scenarios will vary from each other in form and functions in different degrees.

#### **Plan Alternatives Discussion**

Perkin + Wills will present draft three plan alternatives based on the Working Groups preferences and vision for the plan area. The preferences received from the Working Group were both qualitative and quantitative on topics ranging from circulation, open space, district character, housing types, and ground floor use. Staff and consultants have used the Working Group preferences to build three iterative alternatives that build up sequentially toward a shared vision. The Working Group will be discussing and evaluating three draft alternatives in two consecutive meetings and help to determine a preferred vision for the plan area. Following is a short summary of the salient features of each of the alternatives.

*Alternative 1* is leveraging existing industrial structure of 340 Portage Avenue building to convey a sense of place. Examples of such visions are drawn from The Barlow, Sebastopol, CA, Swan's Market, Oakland CA, and Hughes Warehouse, San Antonio Texas. The vision for circulation pattern is to create vibrant street patterns with limited vehicular access, new pedestrian and bike access, and creating new street grid patterns proportionate to new development. This alternative proposes preservation of 340 Portage Avenue and 3201-3205 Ash Street structures and creates a sense of place around it. It takes into consideration potential creek restoration, creation of accessible open space and pocket parks. The

proposal includes a variety of housing types with special design standards for new development abutting the existing single family residential homes. Diverse use for 340 Portage Avenue building is proposed to activate public realm along Portage Avenue and 3201-3205 Ash Street is proposed for community use.

*Alternative 2* is adaptively reusing the existing structure at 340 Portage Avenue and 3201-3205 Ash Street to create dynamic and flexible social space. This plan also draws in visions from The Barlow, Sebastopol, CA, Hayes Valley, San Francisco and Pixar HQ, Emeryville, CA. The circulation pattern proposes limiting cut through traffic, adding pedestrian routes to enforce car-free environment, and proposing new streets from the center of the plan area to create central flexible social space. This alternative emphasizes creating “Flex Spaces” that can be programmed for a variety of active uses like farmer’s market, play space, etc. The plan encourages all housing types and contains office use in the existing 340 Portage Avenue footprint.

*Alternative 3* is leveraging thoughtful design to create a robust mixed-use and diverse community. It incorporates multi-generational spaces, variety of housing types, and diversity of uses. It proposes extending Acacia Street to connect with Olive Avenue, providing pedestrian access through use of existing easements on Ash Street. The vision of this option is creating walkable neighborhoods with buildings fronting active core. This option maximizes housing development with additional sites beyond those identified in the Housing Element, neighborhood serving ground floor retail, small creative office spaces, and community use spaces.

### **Plan Alternative Activity**

Following a high-level overview of the draft alternatives and a question and answer period with the NVCAP consultant team, the Working Group will break into small groups to review each alternative in more detail for each of the plan components: 1) Circulation; 2) Open Space; 3) District Character; 4) Housing Types; and 5) Ground Floor Use and Program. The small groups will move around the room recording their thoughts and preferences on 5 large boards dedicated to each plan component. City staff and members of the NVCAP consultant team will join each small group to answer questions and facilitate discussion. After recording input for each plan component, the small groups will reconvene as a full group to share takeaways and summarize points of convergence and divergence. This activity will highlight points of consensus and areas for further study for the consultant team. Each Working Group member is highly encouraged to provide input to this discussion. This draft alternative discussion will be continued through to the January 21<sup>st</sup> Working Group Meeting.

In preparation for the December 5<sup>th</sup>, 2019 meeting, please review the following materials available on the project website and reflect on some of the example questions provided below:

October 29<sup>th</sup> Working Group Meeting Presentation

<https://www.cityofpaloalto.org/civicax/filebank/blobdload.aspx?BlobID=73906&t=59991.84>

Draft existing Conditions Memo

<https://www.cityofpaloalto.org/civicax/filebank/blobdload.aspx?BlobID=73918&t=52731.83>

NVCAP Area Parcel Catalog

<https://www.cityofpaloalto.org/civicax/filebank/blobdload.aspx?BlobID=73915&t=48379.39>

1. As you review the transportation and mobility information, can you identify the current patterns of circulation to and through the site? What are the greatest barriers to pedestrian and bicycle movement through the site?
2. As you review the parcel catalog, note the housing units, parking requirements, and permitted uses allowed. Reflecting on the allowable uses, can uses you desire (brewery, doctor's office, etc.) be allowed currently or would zoning need to change?
3. Do the alternatives provide the right mix and diversity of uses for the desired vibrant, walkable neighborhood?
4. How does the overall experience and character of each alternative align with your vision for the neighborhood?
5. Please identify your thoughts on the relative strengths and weaknesses of the each draft alternative.