

**ATTACHMENT A
UPDATED DRAFT GOALS, POLICIES & PROGRAMS for the
LAND USE & COMMUNITY DESIGN ELEMENT**

Land Use Definitions

Open Space

Publicly Owned Conservation Land: Open lands whose primary purpose is the preservation and enhancement of the natural state of the land and its plants and animals. Only resource management, recreation, and educational activities compatible with resource conservation are allowed.

Public Park: Open lands whose primary purpose is active recreation and whose character is essentially urban. These areas, which may have been planted with non-indigenous landscaping, require a concerted effort to maintain recreational facilities and landscaping.

Streamside Open Space: This designation is intended to preserve and enhance corridors of riparian vegetation along streams. Hiking, biking, and riding trails may be developed in the streamside open space. The corridor will generally vary in width up to 200 feet either side of the center line of the creek. However, along San Francisquito Creek between El Camino Real and the Sand Hill Road bridge over the creek, the open space corridor varies in width between approximately 80 and 310 feet from the center line of the creek. The aerial delineation of the open space in this segment of the corridor, as opposed to other segments of the corridor, is shown to approximate scale on the Proposed Land Use and Circulation Map.

Open Space/Controlled Development: Land having all the characteristics of open space but where some development may be allowed on private properties. Open space amenities must be retained in these areas. Residential densities range from 0.1 to 1 dwelling unit per acre but may rise to a maximum of 2 units per acre where second units are allowed, and population densities range from 1 to 4 persons per acre.

Residential

Single Family Residential: This designation applies to residential neighborhoods primarily characterized by detached single-family homes, typically with one dwelling unit on each lot. Private and public schools and churches are conditional uses requiring permits. Second units or duplexes may be allowed in select, limited areas where they would be compatible with neighborhood character and do not create traffic and parking problems. The net density in single family areas will range from 1 to 7 units per acre, but rises to a maximum of 14 units in areas where second units or duplexes are allowed. Population densities will range from 1 to 30 persons per acre.

Multiple Family Residential: The permitted number of housing units will vary by area, depending on existing land use, proximity to major streets and public transit, distance to shopping, and environmental problems. Net densities will range from 8 to 40 units and 8 to 90 persons per acre. Density should be on the lower end of the scale next to single family residential areas. Densities higher than what is permitted by zoning may be allowed where measurable community benefits will be derived, services and facilities are available, and the net effect will be compatible with the overall Comprehensive Plan.

Village Residential: Allows residential dwellings that are designed to contribute to the harmony and pedestrian orientation of a street or neighborhood. Housing types include single family houses on small lots, second units, cottage clusters, courtyard housing, duplexes, fourplexes, and small apartment buildings. Design standards will be prepared for each housing type to ensure that development successfully contributes to the street and neighborhood and minimizes potential negative impacts. Net densities will range up to 20 units per acre.

Transit-Oriented Residential: Allows higher density residential dwellings in the University Avenue/Downtown and California Avenue commercial centers within a walkable distance, approximately 2,500 feet, of the City's two multi-modal transit stations. The land use category is intended to generate residential densities that support substantial use of public transportation and especially the use of Caltrain. Design standards will be prepared to ensure that development successfully contributes to the street and minimizes potential negative impacts. Individual project performance standards will be developed, including parking, to ensure that a significant portion of the residents will use alternative modes of transportation. Net density will range up to 50 units per acre, with minimum densities to be considered during development of new City zoning regulations.

Commercial

Neighborhood Commercial: Includes shopping centers with off-street parking or a cluster of streetfront stores that serve the immediate neighborhood. Examples include Charleston Center, Edgewood Center, and Midtown. Typical uses include supermarkets, bakeries, drugstores, variety stores, barber shops, restaurants, self-service laundries, dry cleaners, child care and hardware stores. In locations along El Camino Real and Alma Street, residential and mixed use projects may also locate in this category. Non-residential floor area ratios will range up to 0.4.

Regional/Community Commercial: Larger shopping centers and districts that have a wider variety of goods and services than the neighborhood shopping areas. They rely on larger trade areas and include such uses as department stores, bookstores, furniture stores, toy stores, apparel shops, restaurants, theaters, and non-retail services such as banks. Non-retail uses such as medical and dental offices may also locate in this designation. Examples include Stanford Shopping Center, Town and Country Village, and University Avenue/Downtown. In some

locations, residential and mixed use projects may also locate in this category. Non-residential floor area ratios range from 0.35 to 2.

Service Commercial: Facilities providing citywide and regional services and relying on customers arriving by car. These uses do not necessarily benefit from being in high volume pedestrian areas such as shopping centers or Downtown. Typical uses include auto services and dealerships, motels, lumberyards, appliance stores, and restaurants, including fast service types. In almost all cases, these uses require good automobile and service access so that customers can safely load and unload without impeding traffic. In some locations, residential and mixed use projects may be appropriate in this land use category. Examples of Service Commercial areas include San Antonio Road, El Camino Real, and Embarcadero Road northeast of the Bayshore Freeway. Non-residential floor area ratios will range up to 0.4.

Mixed Use: The Mixed Use designation is intended to promote pedestrian-oriented places that layer compatible land uses, public amenities and utilities together at various scales and intensities. The designation allows for multiple functions within the same building or adjacent to one another in the same general vicinity to foster a mix of uses that encourages people to live, work, play, and shop in close proximity. Most typically, mixed use developments have retail on the ground floor and residences above. Floor area ratios will range up to 1.15, although development located along transit corridors or near multi-modal centers will range up to 2.0 FAR with up to 3.0 FAR possible in areas resistant to revitalization. The FAR above 1.15 will be used for residential purposes.

Commercial Hotel: This category allows facilities for use by temporary overnight occupants on a transient basis, such as hotels and motels, with associated conference centers and similar uses. Restaurants and other eating facilities, meeting rooms, small retail shops, personal services, and other services ancillary to the hotel are also allowed. This category can be applied in combination with another land use category. Floor area ratio will range up to 2.0 for the hotel portion of the site.

Research/Office Park: Office, research, and manufacturing establishments whose operations are buffered from adjacent residential uses. Stanford Research Park is an example. Other uses that may be included are educational institutions and child care facilities. Compatible commercial service uses such as banks and restaurants, and residential or mixed uses that would benefit from the proximity to employment centers, will also be allowed. Additional uses, including retail services, restaurants, commercial recreation, churches, and private clubs may also be located in Research/Office Park areas, but only if they are found to be compatible with the surrounding area through the conditional use permit process. In some locations, residential and mixed use projects may also locate in this category. Maximum allowable floor area ratio ranges from 0.3 to 0.5, depending on site conditions.

Light Industrial: Wholesale and storage warehouses and the manufacturing, processing, repairing, and packaging of goods. Emission of fumes, noise, smoke, or other pollutants is strictly controlled. Examples include portions of the area south of Oregon Avenue between El Camino Real and Alma Street that historically have included these land uses, and the San Antonio Road industrial area. Compatible residential and mixed use projects may also be located in this category. Floor area ratio will range up to 0.5.

Institutional

School District Lands: Properties owned or leased by public school districts and used for educational, recreational, or other non-commercial, non-industrial purposes. Floor area ratio may not exceed 1.0.

Major Institution/Special Facilities: Institutional, academic, governmental, and community service uses and lands that are either publicly owned or operated as non-profit organizations. Examples are hospitals and City facilities.

Major Institution/University Lands: Academic and academic reserve areas of Stanford University. Population density and building intensity limits are established by conditional use permit with Santa Clara County. These lands are further designated by the following sub-categories of land use:

Major Institution/University Lands/Campus Single Family Residential: Single family areas where the occupancy of the units is significantly or totally limited to individuals or families affiliated with the institution.

Major Institution/University Lands/Campus Multiple Family Residential: Multiple family areas where the occupancy of the units is significantly or totally limited to individuals or families affiliated with the institution.

Major Institution/University Lands/Campus Educational Facilities: Academic lands with a full complement of activities and densities that give them an urban character. Allowable uses are academic institutions and research facilities, student and faculty housing, and support services. Increases in student enrollment and faculty/ staff size must be accompanied by measures that mitigate traffic and housing impacts.

Major Institution/University Lands/Academic Reserve and Open Space: Academic lands having all the characteristics of open space but upon which some academic development may be allowed provided that open space amenities are retained. These lands are important for their aesthetic and ecological value as well as their potential for new academic uses.

GOAL L-1: A Compact, and Resilient City, Providing Residents And Visitors With Attractive Neighborhoods, Work Places, Shopping Districts, Public Facilities, And Open Spaces.

Concentrating Development within the Urban Service Area

POLICY L-1: Limit future urban development to currently developed lands within the urban service area. The boundary of the urban service area is otherwise known as the urban growth boundary. Retain undeveloped land west of Foothill Expressway and Junipero Serra as open space, with allowances made for very low-intensity development consistent with the open space character of the area. Retain undeveloped land northeast of Highway 101 as open space. [L1]

NEW POLICY: Focus on attracting and encouraging land uses that address the needs of the community.[L2]

POLICY L-5: Promote infill development compatible with its surroundings in the urban service area to ensure a compact, efficient development pattern. (PTC Policy L1.7) Maintain the scale and character of the City.[L3]

NEW PROGRAM: Work with property owners, developers and neighbors to identify barriers to infill development of affordable, below market and attainable housing and actions that attempt to remove these barriers. (PTC Program L1.7.1) [L4]

NEW POLICY: Ensure that future development addresses potential risks from climate change and sea level rise. *[Note that the revised Safety Element will include a much more extensive discussion of this issue along with policies and programs to respond.] [L5]*

NEW PROGRAM: Review development standards applicable in areas susceptible to flooding from sea level rise, including east of Highway 101, West Bayshore and East Meadow Circle, and the area east of San Antonio Road and north of East Charleston, and update requirements as needed to ensure that new development is designed and located to provide protection from potential flooding impacts. [Comp Plan Draft EIR Mitigation Measure GHG-3. Note that additional mitigation measures to address sea level rise and climate change adaptation will be added to the revised Safety Element.] [L6]

Regional Cooperation

POLICY L-2: Maintain an active engagement with Santa Clara County, San Mateo County, neighboring cities, other public agencies including school districts and Stanford University regarding land use and transportation issues. [L7]

PROGRAM L-1: Maintain and update as appropriate the 1985 Land Use Policies Agreement that sets forth the land use policies of the City, Santa Clara County and Stanford University with regard to Stanford unincorporated lands. [L8]

NEW POLICY: Participate in regional strategies to address the interaction of jobs, housing balance and transportation issues. [L9][This section was retitled as “Guiding Building Design and has been moved to Goal L-6 per 6/24 subcommittee discussion.]

Cumulative Growth Management and Monitoring

NEW POLICY: Provide positive stewardship of development in Palo Alto and manage change to benefit the community. [L10]

NEW PROGRAM: Review regulatory tools available to the City and identify actions to preserve and enhance the livability of residential neighborhoods and the vitality of commercial and employment districts, including improved code enforcement practices. [L11]

Cumulative Cap Options – Choose One or More to Carry Forward

- NEW POLICY (no cumulative cap on non-residential uses): A well designed, compact, and resilient City maintains a healthy mix of non-residential uses. The City will monitor non-residential development over time in addition to applying performance measures designed to promote sustainability and ensure the highest quality of development with the least possible impacts. [L12]
- NEW POLICY (citywide cap on office/R&D plus performance measures): Maintain a citywide cap of _____ new square feet of office/R&D development using 2015 as the baseline and monitor development towards this cap on an annual basis. Assess the effectiveness at creating a sustainable community of performance measures applied to development and other sustainability measures undertaken by the entire community in 2025 and remove or adjust the cap and/or performance measures accordingly. [Numbers to be discussed at a future meeting][L13]
- NEW POLICY (citywide cap on office/R&D minus SUMC plus performance measures): Maintain a citywide cap of _____ new square feet of office/R&D development, exempting medical office uses associated with SUMC. Use 2015 as the baseline and monitor development towards the cap on an annual basis. Assess the effectiveness of performance measures applied to development and other sustainability measures undertaken by the entire community in 2025 and remove or adjust the cap and/or performance measures accordingly. [L14]

- NEW POLICY (citywide cap on office/R&D and hotel plus performance measures): Maintain a citywide cap of _____ new square feet of office/R&D and hotel development using 2015 as the baseline and monitor development towards this cap on an annual basis. Assess the effectiveness of performance measures applied to development and other sustainability measures undertaken by the entire community in 2025 and remove or adjust the cap and/or performance measures accordingly. [L15]

Cumulative Cap & Performance Measures – Implementation Programs

- NEW PROGRAM (citywide cap re-evaluation): Reevaluate the cumulative cap when the amount of new office/R&D [and hotel] square footage entitled since 2015 reaches _____ square feet. Concurrently consider removal or potential changes to the cap and/or to the amount of additional development permitted by the City’s zoning ordinance. [L16]
- NEW PROGRAM (performance measure reevaluation): Assess the effectiveness of performance measures in 2025 and revise them as necessary. [L17]
- NEW PROGRAM (adjust development potential to reflect citywide cap): Assess non-residential development potential in the CC and CS zoning districts, and convert non-retail commercial FAR to residential FAR. [L18]

Annual Limit Options – Choose One or More to Carry Forward

- NEW POLICY (no annual limit): The quality of new development and its ability to address or avoid new impacts is more important than the pace or amount of development. *[Note to the subcommittee: after our last meeting, we realized we hadn’t included a possible policy for this option.]*[L19]
- NEW POLICY (citywide annual limit): Limit the amount of new office/R&D square footage permitted in the City on an annual basis to ____ square feet. [L20]
- NEW POLICY (citywide annual limit with SRP exemption): Limit the amount of new office/R&D square footage permitted in the City on an annual basis to ____ square feet, exempting new square footage in the Stanford Research Park if a cap on peak period auto trips is established and enforced. [L21]

Downtown Cap – Choose One or More to Carry Forward

- NEW PROGRAM (no downtown cap): Monitor non-residential development in Downtown on an annual basis, tracking new square footage by use, as well as commute trips by SOV and parking demand. [L22]
- NEW PROGRAM (retain downtown cap): Limit new office and hotel development in Downtown to ____ square feet, using January 1, 2015 as the baseline. Monitor this development on an annual basis, tracking new square footage as well as commute trips by SOV and parking demand. Reevaluate this Downtown development cap when the amount of new office and hotel square footage entitled since 2015 reaches _____ square feet and concurrently consider potential changes to the cap and/or to the amount of additional development permitted by the City’s zoning ordinance. Development in excess of the cap may be permitted during this re-evaluation process if the percentage of commute trips to/from Downtown by single occupant vehicle is less than __%. [L23]

Downtown Cap – Implementation Programs

- NEW PROGRAM (adjust downtown development potential to reflect the cap): Update the CD district zoning to convert some non-retail commercial FAR to residential FAR Downtown and consider revising the TDR program to create bonus residential, rather than commercial square footage. [L24]
- NEW POLICY (character of downtown): Promote Downtown Palo Alto as a commercial center occupied primarily by retail, professional offices & firms, small businesses and startups. [L25]
- NEW PROGRAM (character of downtown): Evaluate and adjust the zoning definition of office uses allowed in downtown to and consider ways to prioritize for small business and startups. [L26]

Performance Measures

- NEW POLICY (performance measures): In addition to conforming with building design and other policies within this element, new market-rate development, whether residential or non-residential, shall conform with performance measures established as policies elsewhere in this plan. Collectively, these policies are intended to promote sustainability and ensure that the City consists of well-designed and livable neighborhoods and centers. The measures address commute trips by single occupant vehicle, parking demand, potable water use, energy use, preservation of the urban forest and open space/habitat

areas, displacement of dwelling units, and avoidance of significant glare, noise and shade impacts. *[This policy and the performance measures themselves still need work.]* [L27]

- NEW POLICY (community sustainability metrics): The city will monitor community sustainability on a regular basis by using metrics related to greenhouse gas emissions, vehicle miles travelled, commute trips by single occupant vehicle, jobs/housing balance, and community diversity. *[This policy and the metrics themselves still need work.]*[L28]

GOAL L-2: An Enhanced Sense of “Community ” with Development Designed to Foster Public Life, Meet Citywide Needs and Embrace the Principles of Sustainability.

POLICY L-10: Maintain a citywide structure of Residential Neighborhoods, Centers, and Employment Districts. Integrate these areas with the City’s and the region’s transit and street system. [L29]

POLICY L-11: Enhance connections between commercial and mixed use centers and the surrounding residential neighborhoods by promoting walkable and bikable connections and a diverse range of retail and services that caters to the daily needs of residents. [L30]

NEW POLICY: As a key component of a diverse, inclusive community, allow and encourage a mix of housing types, sizes, and affordability, particularly smaller units and senior housing [L31]

[NOTE THAT POLICIES/PROGRAMS LINKING THE COMP PLAN AND S/CAP WILL BE LOCATED HERE, PENDING INPUT FROM THE SUSTAINABILITY SUBCOMMITTEE]

GOAL L-3: Safe, Attractive Residential Neighborhoods, Each With Its Own Distinct Character And Within Walking Distance Of Shopping, Services, Schools, And/or Other Public Gathering Places.

Neighborhood Character

POLICY L-12: Protect the character of residential neighborhoods by ensuring that new or remodeled structures are compatible with the neighborhood and adjacent structures. [Comp Plan Draft EIR Mitigation Measure AES-1] [L32]

NEW POLICY: Preserve residential and retail uses from conversion to office or short-term vacation rentals. [L33]

NEW PROGRAM: Evaluate and implement strategies to prevent illegal conversion of residential and neighborhood-serving retail space to retail office or short-term vacation rentals. [L34]

NEW POLICY: Support efforts to preserve rental housing units in existing neighborhoods. [L35]

New Program: Based on nexus studies, consider charging additional housing impact fees when redevelopment results in the loss of housing units or the replacement of rental housing units to ownership housing units. [L36]

NEW POLICY: Support the creation of workforce housing for City and school district employees as feasible. [L37]

NEW PROGRAM: Collaborate with PAUSD in exploring opportunities to build workforce housing. [L38]

POLICY L- 16: Encourage small-scale neighborhood-serving retail facilities such as coffee shops and corner stores at appropriate locations in residential areas. [L39]

Mix of Housing Types

POLICY L-13: In appropriate locations, encourage a mix of housing types such as micro-units, studios, co-housing, cottage, clustered housing and secondary dwelling units, to provide a more diverse range of housing opportunities. [Note to CAC: Program H3.3.5 of the adopted Housing Element is to explore modifications to development standards to further encourage second unit development.] [L40]

NEW POLICY: Recognize the contribution of cottage cluster housing to the character of Palo Alto and preserve and protect this type of development.[L41]

Residential Design

POLICY L-14: Ensure that new multifamily buildings, entries and outdoor spaces are designed and arranged so that each development has a clear relationship to a public street. [L42]

POLICY L-15: Create, preserve and enhance parks and publicly accessible, shared outdoor gathering spaces within walking and biking distance of residential neighborhoods. Ensure that each residential neighborhood has such spaces to encourage social interaction and the mental and physical health of Palo Alto community members. [L43]

NEW PROGRAM: Analyze existing neighborhoods and determine where publicly accessible shared, outdoor gathering spaces are below the citywide average. Create new public spaces, including public squares, parks and informal gathering spaces in these neighborhoods.[L44]

POLICY L-17: Treat residential streets as both public ways and neighborhood amenities. Provide and maintain continuous sidewalks, healthy trees, benches, and other amenities that promote walking and “active” transportation. [L45]

NEW PROGRAM: Review standards for streets and signage and update as needed to foster natural, tree-lined streets with a minimum of signage. [L46]

NEW POLICY: Ensure that new basements do not negatively affect adjacent homes and overall neighborhood character. [L47]

NEW PROGRAM: Evaluate the City’s policy of excluding basements from the gross floor area and maximum floor area ratio limits in the zoning ordinance and consider zoning revisions to limit basement size and increase basement setbacks from adjacent properties. [L48]

GOAL L-4: Inviting Pedestrian Scale Centers That Offer A Variety Of Retail And Commercial Services And Provide Focal Points And Community Gathering Places For The City’s Residential Neighborhoods And Employment Districts.

Commercial Centers and Mixed Use Areas

POLICY L-18: Encourage the upgrading and revitalization of selected Centers in a manner that is compatible with the character of surrounding neighborhoods, without loss of retail and existing small, local businesses. [L49]

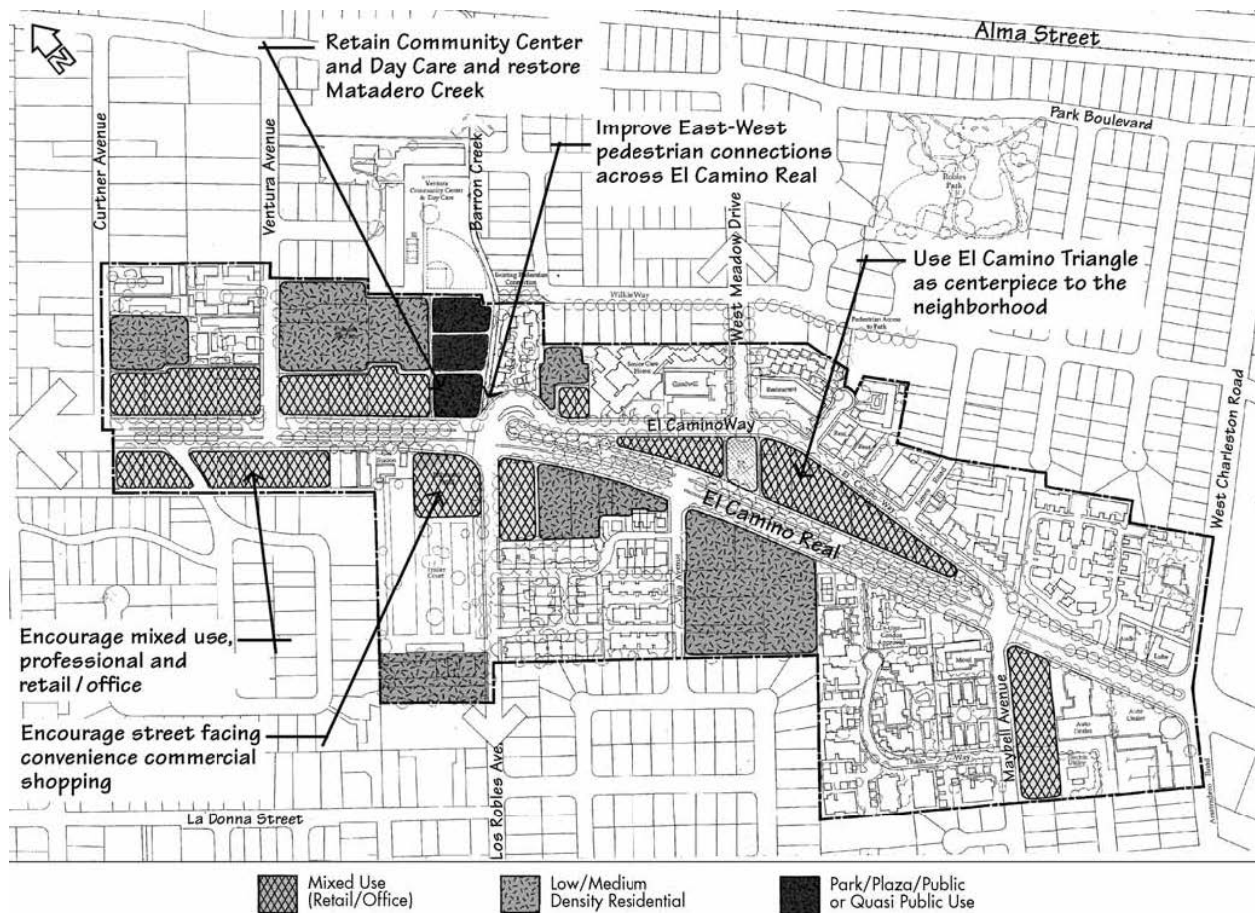
NEW PROGRAM: Evaluate the effectiveness of formula retail limits adopted for California Avenue and consider whether these limits should be applied in other Centers. Develop incentives for local small businesses where warranted.[L50]

NEW POLICY: Use coordinated area plans to guide development in areas of Palo Alto where significant change is foreseeable. Address both land use and transportation , define the desired character and urban design traits of the areas, identify opportunities for public open space, parks and recreational opportunities, and address connectivity to and compatibility with adjacent residential areas. [L51]

NEW PROGRAM: Prepare a coordinated area plan for the South El Camino corridor from Curtner Avenue to West Charleston Road, as shown in the diagram below. The plan should articulate a vision for the corridor as a well-designed complete street with an enhanced

pedestrian environment including wider sidewalks, increased building setbacks, public open spaces, safe pedestrian crossings at key intersections, trees and streetscape improvements. Mixed use residential and retail development on shallow parcels should be encouraged to support a more walkable and bikable environment along the corridor, with appropriate transitions to the surrounding single-family neighborhoods. The plan should also foster improved connections to surrounding destinations. [L52]

New Program: Consider preparing a coordinated area plan for the portion of San Antonio Road not included in the East Meadow Circle Concept Plan.[L53]



NEW PROGRAM: Prepare a coordinated area plan for the Fry's site and surrounding area. The plan should describe a vision for the future of the Fry's site as a walkable neighborhood with multi-family housing, ground floor retail, a public park, creek improvements, and an interconnected street grid. [L54]

NEW POLICY: Encourage broad community involvement in the planning process for proposed development, including the participation of neighborhood associations, particularly for

developments proposed in the South El Camino Real corridor and the Fry's site and surrounding area as an integral part of the preparation prior to completion of coordinated area plans.[L55]

POLICY L-20: Encourage street frontages that contribute to retail vitality in all Centers. Reinforce street corners in a way that enhances the pedestrian realm or that form corner plazas. [L56]

POLICY L-21: Ensure all Centers provide centrally located gathering spaces that create a sense of identity and encourage economic revitalization. Encourage public amenities such as benches, trees, kiosks, restrooms and public art. [L57]

PROGRAM L-16: Study the feasibility of using public and private funds to provide and maintain landscaping and public spaces such as parks, plazas, sidewalks and public art within commercial areas.[L58]

PROGRAM L-17: Through public/private cooperation, provide obvious, clean, and accessible restrooms. [L59]

NEW PROGRAM: Collaborate with merchants to enhance the appearance of streets and sidewalks within all Centers. Encourage the formation of business improvement districts and undertake a proactive program of maintenance, repair, landscaping and enhancement- (Formerly POLICY L-22) [L60]

PROGRAM L-18: Identify priority street improvements that could make a substantial contribution to the character of Centers, such as widening sidewalks, narrowing travel lanes, creating medians, restriping to allow diagonal parking, and planting trees. [L61]

Regional Centers

University Avenue/Downtown

POLICY L-23: Maintain and enhance the University Avenue/Downtown area as a major commercial center of the City, with a mix of commercial, civic, cultural, recreational and residential uses. Promote quality design that recognizes the regional and historical importance of the area and reinforces its pedestrian character. [Comp Plan Draft EIR Mitigation Measure AES-1] [L62]

POLICY: Facilitate reuse of existing buildings, particularly downtown. [formerly PROGRAM L-20] [L63]

POLICY L-24: Ensure that University Avenue/Downtown is pedestrian-friendly and supports bicycle use. Use public art, trees, bicycle racks and other amenities to create an environment that is inviting to pedestrians and cyclists. [L64]

POLICY L-27: Improve connections to and from the University Avenue Multi-modal Transit Station area to establish a link between University Avenue/Downtown and the Stanford Shopping Center. [L65]

Stanford Shopping Center

POLICY L-26: Maintain Stanford Shopping Center as one of the Bay Area's premiere regional shopping centers. Promote bicycle and pedestrian use and encourage any new development at the Center to occur through infill, including housing and mixed use development on existing surface parking lots. [L66]

PROGRAM L-23: Identify strategies to reuse surface parking lots, while preserving adequate parking to meet demand.[L67]

New Program: Improve pedestrian, bicycle, and transit connections at Stanford Shopping Center. [formerly Program L-23] [L68]

POLICY: Maintain a Stanford Shopping Center development cap of 80,000 square feet of additional development beyond that existing on June 14, 1996.[formerly PROGRAM L-24] [L69]

Multi-Neighborhood Centers

California Avenue

POLICY L-28: Maintain the existing scale, character, and function of the California Avenue business district as a shopping, service, and office center intermediate in function and scale between Downtown and the smaller neighborhood business areas. [L70]

PROGRAM L-27: Create regulations for the California Avenue area that encourage the retention of smaller buildings to provide spaces for existing retail, particularly local, small businesses, including to allow for their replacement or rehabilitation.[L71]

POLICY L-30: Improve the transition between the California-Cambridge area and the single family residential neighborhood of Evergreen Park. Avoid abrupt changes in scale and density between the two areas. [L72]

POLICY L-31: Develop California Avenue area as a well-designed, mixed use district with diverse land uses and a network of pedestrian-oriented streets providing links to California Avenue. [L73]

South El Camino Real

NEW POLICY: Enhance the pedestrian environment along South El Camino Real, redesigning the street to provide wider sidewalks, increased building setbacks, safe pedestrian crossings at key intersections, trees, and streetscape improvements, consistent with the recommendations in the Rail Corridor Study and the Grand Boulevard Design Guidelines. [Former PROGRAM L-33 to be transformed into ongoing policy. Consistent with Comp Plan Draft EIR Mitigation Measure AES-1] [L74]

PROGRAM L-34: Provide better connections across El Camino Real to bring the Ventura and Barron Park neighborhoods together and to improve linkages to local schools and parks. [L75]

Town and Country Village

POLICY L-32: Recognize and preserve Town and Country Village as an attractive retail center serving Palo Altans and residents of the wider region. Future development at this site should preserve its existing amenities, pedestrian scale, and architectural character while also improving safe access for bicyclists and pedestrians and increasing the amount of bicycle and vehicle parking. [L76]

POLICY L-33: In Town and Country Village, encourage a vibrant retail environment and urban greening consistent with the Urban Forest Master Plan, incorporated here by reference. [L77]

POLICY L-34: In Town and Country Village, encourage improvement of pedestrian and auto circulation and landscaping improvements, including maintenance of existing oak trees and planting additional trees consistent with the adopted Urban Forest MasterPlan. [L78]

Neighborhood Centers

POLICY L-37: Maintain the scale, local-serving focus, and pedestrian orientation of Palo Alto's three Neighborhood Centers – Charleston Shopping Center, Edgewood Plaza and Midtown Shopping Center. Support their continued improvement and vitality. [L79]

PROGRAM L-36: Review and update the zoning code as needed to ensure it supports the types of uses and scale of buildings considered appropriate in Neighborhood Centers. [L80]

POLICY L-38: Encourage maximum use of Neighborhood Centers by ensuring that the publicly maintained areas are clean, well-lit, and attractively landscaped. [L81]

POLICY L-40: Maintain Midtown Shopping Center as an attractive, compact Neighborhood Center with diverse local-serving uses, a mix of one- and two-story buildings, adequate parking, and a network of pedestrian-oriented streets, ways and gathering places. Encourage retention of Midtown's grocery store and encourage a variety of neighborhood retail shops and services. [L82]

Goal L-5: High Quality Employment Districts, Each With Their Own Distinctive Character And Each Contributing To The Character Of The City As A Whole.

Employment Districts

POLICY L-42: Encourage Employment Districts to develop in a way that encourages transit, pedestrian and bicycle travel and reduces the number of auto trips for daily errands. [L83]

POLICY L-43: Provide landscaping, trees, sidewalks, pedestrian paths, and connections to the citywide bikeway system within Employment Districts. Pursue opportunities to include sidewalks, paths, low water use landscaping, reclaimed water, and trees in renovation and expansion projects. [L84]

POLICY: Design paths and sidewalks to be attractive and comfortable and consistent with the character of the area where they are located. [former PROGRAM L-44 to be recast as an ongoing policy rather than a one-time action.] [L85]

POLICY L-44: Foster compact employment centers served by a variety of transportation modes. [L86]

PROGRAM L-45: Create and apply zoning standards and design guidelines for commercial hotels, conference centers, and possible residential or mixed-use projects in Stanford Research Park, particularly near El Camino Real. [L87]

New Program: Evaluate the optimum number of future hotel rooms for Palo Alto and consider reductions in the allowable floor area ratio as necessary. [L88]

POLICY L-46: Maintain the East Bayshore and San Antonio Road/Bayshore Corridor areas as diverse business and light industrial districts, consistent with the approved East Meadow Circle Concept Plan (Appendix Y of this Comprehensive Plan). [L89]

New Program: Implement the 2012 East Meadow Circle Concept Plan (Appendix Y of this Comprehensive Plan) when approving new development or other improvements within the Plan area. [L90]

GOAL L-6: Well-Designed Buildings That Create Coherent Development Patterns And Enhance City Streets And Public Spaces.

Design of Buildings and Public Space

POLICY L-48: Promote high quality design and site planning that is compatible with surrounding development and public spaces. [Comp Plan Draft EIR Mitigation Measure AES-1] [L91]

PROGRAM L-53: Promote awards programs and other forms of public recognition for projects of architectural merit that contribute positively to the community.[L92]

POLICY : Use the Zoning Ordinance, design review process, design guidelines, and Coordinated Area Plans to ensure high quality residential and commercial design. [formerly PROGRAM L-48] [L93]

NEW POLICY: Require bird-friendly design. [L94]

NEW PROGRAM: Develop guidelines for bird-friendly building design that minimizes hazards for birds and reduces the potential for collisions.[L95]

POLICY: In areas of the City having a historic or consistent design character, encourage the design of new development to maintain and support the existing character. [This is labeled as a program in the existing Comp Plan but should more accurately be a policy since it is an ongoing statement to guide design. It is included in the Comp Plan Draft EIR as Mitigation Measure AES-1.] [L96]

POLICY L-3: Guide development to respect views of the foothills and East Bay hills from public streets in the developed portions of the City. [L97]

POLICY L-49: Design buildings to revitalize streets and public spaces; to promote personal safety, public health and well-being; and to enhance a sense of community and personal safety. Provide an ordered variety of entries, porches, windows, bays and balconies along public ways where it is consistent with neighborhood character; avoid blank or solid walls at street level; and include human-scale details and massing. [L98]

[This section moved from Goal L-1]

POLICY L-4: Maintain and strengthen Palo Alto's varied residential neighborhoods while sustaining the vitality of its commercial areas and public facilities. [L99]

NEW POLICY: (BUILDING HEIGHTS - OPTION 1 – 7 “approval” votes +1 email vote)

Maintain the current 50-foot height limit on building heights in Palo Alto. [L100]

NEW POLICY: (BUILDING HEIGHTS - OPTION 2 – 4 “approval” votes)

Maintain a 50-foot height limit on building heights in Palo Alto, but allow heights up to a maximum of 55 feet for residential and retail mixed use projects to allow flexibility in floor to ceiling heights and enhance the livability in multi-family residential units. [L101]

NEW POLICY: (BUILDING HEIGHTS - OPTION 3– 7 “approval” votes + 1 email vote)

Building height limits up to a maximum of 65 feet may be considered for areas well-served by transit, services and retail as a way to facilitate a mix of multifamily housing, including affordable units, units targeted to seniors and other special needs populations, and micro-units designed to accommodate younger members of the workforce.

NEW PROGRAM: Revise the Zoning ordinance to establish criteria and conditions that must be met in order to allow building heights up to 65 feet. Criteria shall address affordability of the residential units; compatibility with surrounding land uses; sensitivity to context; proximity to transit, services and retail; and mitigation or avoidance of adverse impacts on traffic and parking conditions. [L102]

NEW POLICY: (BUILDING HEIGHTS - OPTION 4– 10 “approval” votes + 1 email vote)

Building height limits over 50 feet may be considered for areas well-served by transit, services and retail as a way to facilitate a mix of multi-family housing, including affordable units, units targeted to seniors and other special needs populations, and micro-units designed to accommodate younger members of the workforce. [L103]

NEW PROGRAM: Revise the Zoning Ordinance to establish criteria and conditions that must be met in order to allow building heights higher than 50 feet. Criteria shall address affordability of the residential units; compatibility with surrounding land uses; sensitivity to context; proximity to transit, services and retail; and mitigation or avoidance of adverse impacts on traffic and parking conditions. [L104]

POLICY L-6: Promote gradual transitions in the scale of development where residential districts abut more intense uses in order to minimize negative impacts where land use transitions occur. Avoid abrupt changes in scale and density between residential and non-residential areas and between residential areas of different densities. [L105]

NEW PROGRAM: Review architectural standards to assure they effectively address land use transitions. [L106]

NEW POLICY: Preserve exposure to natural light for single-family residences. [L107]

POLICY L-9: Create opportunities for new mixed use development consisting of housing and retail. [L108]

NEW PROGRAM: Update the municipal code to include zoning changes that allow a mix of retail and residential uses but no office uses. The intent of these changes would be to encourage a mix of land uses that contributes to the vitality and walkability of commercial centers and transit corridors. [L109]

PROGRAM L-10: Modify design standards for mixed use projects to promote a pedestrian-friendly relationship to the street, including elements such as rear parking or underground parking, street-facing windows and entries, and landscaping along the street. [L110]

NEW PROGRAM: Consider revising development standards in the Community Commercial, Service Commercial, and Downtown Commercial Districts (CC, CS, and CD) and the Neighborhood Commercial District (CN) along El Camino Real and Alma Street to incentivize the conversion of non-retail commercial FAR to residential use. [L111]

NEW PROGRAM: Update the zoning code to preserve ground-floor retail and limit the displacement of existing retail from neighborhood centers. [L112]

NEW POLICY: Discourage the use of fences that obscure the view of houses from the street (was Program L-52). [L113]

POLICY L-50: Encourage high quality signage that is attractive, energy-efficient, appropriate for the location and balances visibility needs with aesthetic needs.[L114]

GOAL L-7: Conservation And Preservation Of Palo Alto's Historic Buildings, Sites, And Districts.

Historic Resources

POLICY L-51: Encourage public and private upkeep and preservation of resources that have historic merit, including residences listed in the City's Historic Resource Inventory, the California Register of Historical Resources, or the National Register of Historic Places. [L115]

PROGRAM L-54: Update and maintain the City's Historic Resource Inventory to determine all historic resources that are eligible for the California Register as well as important examples of California history or prehistory. Historic resources may consist of a single building or structure or a district. [Comp Plan Draft EIR Mitigation Measure CULT-1b] [L116]

PROGRAM L-55: Reassess the Historic Preservation Ordinance to ensure its effectiveness in the maintenance and preservation of historic resources, particularly in the University Avenue/Downtown area. [L117]

NEW POLICY: If a proposed development would affect a potential historic resource that has not been evaluated for inclusion into the City's Historic Resources Inventory, consider whether it is eligible for inclusion in the City's Inventory prior to the issuance of a demolition or alterations permit. [Comp Plan Draft EIR Mitigation Measure CULT-1b] [L118]

POLICY L-53: Actively seek state and federal funding for the preservation of buildings of historical merit and consider public/private partnerships for capital and program improvements. [L119]

POLICY L-55: Relocation may be considered as a preservation strategy when consistent with State and National Standards regarding the relocation of historic resources. [L120]

POLICY L-56: To reinforce the scale and character of University Avenue/Downtown, promote the preservation of significant historic buildings. [L121]

POLICY: Promote awards programs and other forms of public recognition for exemplary Historic Preservation projects. [formerly PROGRAM L-62] [L122]

POLICY: Streamline, to the maximum extent feasible, any future processes for design review of historic structures to eliminate unnecessary delay and uncertainty for the applicant and to encourage historic preservation. [formerly PROGRAM L-63] [L123]

NEW POLICY: Recognize mature oaks as important physical elements of the community that contribute to historic character. [L124]

Rehabilitation and Reuse

POLICY L-58: Promote adaptive reuse of old buildings. [L125]

PROGRAM: Develop incentives for the retention and rehabilitation of buildings with historic merit in all zones and revise existing zoning and permit regulations as needed to minimize constraints to adaptive reuse, particularly in retail areas.[formerly POLICY L-57] [L126]

PROGRAM L-57: Consider creating incentives to encourage salvage and reuse of discarded historic building materials. [L127]

PROGRAM L-58: For proposed exterior alterations or additions to designated Historic Landmarks, require design review findings that the proposed changes are in compliance with the Secretary of the Interior Standards for Rehabilitation.[L128]

POLICY: Allow compatible nonconforming uses for the life of historic buildings.[formerly PROGRAM L-61] [L129]

POLICY L-52: Ensure the preservation of significant historic resources owned by the City of Palo Alto. Allow such resources to be altered to meet contemporary needs only if the preservation standards adopted by the City Council are satisfied. [L130]

POLICY: Allow parking exceptions for historic buildings to encourage rehabilitation. Require design review findings that the historic integrity of the building exterior will be maintained. Formerly PROGRAM L-59] [L131]

NEW PROGRAM: Review parking exceptions for historic buildings in the Zoning Code to determine if there is an effective balance between historic preservation and meeting parking needs. [L132]

POLICY: Encourage and assist owners of historically significant buildings in finding ways to adapt and rehabilitate these buildings, including participation in state and federal tax relief programs.[formerly PROGRAM L-64] [L133]

PROGRAM L-60: Continue to use a TDR Ordinance to allow the transfer of development rights from designated buildings of historic significance in the Commercial Downtown (CD) zone to non-historic receiver sites in the CD zone. Revise the TDR Ordinance so that transferred development rights may be used only for residential development on the receiver sites. [L134]

Archaeological Resources

POLICY L-60: Protect Palo Alto's archaeological resources, including natural land formations, sacred sites, the historical landscape, historic habitats, and remains of settlements here before the founding of Palo Alto in the nineteenth century. [Comp Plan Draft EIR Mitigation Measure CULT-1c] [L135]

NEW POLICY: Continue to consult with tribes as required by California Government Code Section 65352.3. In doing so, use appropriate procedures to accommodate tribal concerns when a tribe has a religious prohibition against revealing precise information about the location or previous practice at a particular sacred site. [Comp Plan Draft EIR Mitigation Measure CULT-3] [L136]

POLICY: Assess the need for archaeological surveys and mitigation plans on a project by project basis, consistent with the California Environmental Quality Act and the National Historic Preservation Act.[Note to CAC: the referenced figure will likely be removed from the Comp Plan to protect the integrity of known and undiscovered archaeological resources.] [formerly PROGRAM L-67] [L137]

NEW POLICY: Require all new development to meet state codes regarding the identification and protection of archaeological and paleontological deposits. [L138]

GOAL L-8: Attractive And Safe Civic And Cultural Facilities Provided In All Neighborhoods And Maintained And Used In Ways That Foster And Enrich Public Life.

Civic Uses

NEW POLICY: Facilitate creation of new parkland to serve Palo Alto's residential neighborhoods, as consistent with the Parks, Trails, Open Space and Recreation Master Plan. [L139]

NEW PROGRAM: Encourage dedication of new land for parks through regulations and incentives for new development and programs to solicit bequests of land within the city. [L140]

NEW PROGRAM: Pursue opportunities to create linear parks over the Caltrain tracks in the event the tracks are moved below grade. [L141]

NEW PROGRAM: Explore ways to dedicate a portion of in-lieu fees towards acquisition of parkland, not just improvements. [L142]

NEW PROGRAM: Explore opportunities to dedicate City-owned land as parkland to protect and preserve its community serving purpose into the future. [L143]

POLICY L-74: Encourage use of innovative design methods and use data to understand how different community members use public space.[L144]

POLICY L-62: Provide comfortable seating areas and plazas with places for public art adjacent to library and community center entrances. [L145]

POLICY L-63: Encourage small-scale local-serving retail services, such as small cafes, delicatessens, and coffee carts, in Civic Centers. [L146]

NEW POLICY: Create facilities for civic and intellectual life, such as better urban public spaces for civic programs and speakers. [L147]

POLICY L-72: Recognize public art and cultural facilities as a community benefit. Encourage the development of new and the enhancement of existing public and private art and cultural facilities throughout Palo Alto. Ensure that such projects are compatible with the character and identity of the surrounding neighborhood. [L148]

POLICY L-64: Seek potential new sites for art and cultural facilities, public spaces, open space, and community gardens. [L149]

POLICY L-65: Encourage religious and private institutions to collaborate with the community and the surrounding neighborhood. [L150]

GOAL L-9: Attractive, Inviting Public Spaces And Streets That Enhance The Image And Character Of The City.

Streets and Parking

POLICY L-69: Preserve the scenic qualities of Palo Alto roads and trails for motorists, cyclists, pedestrians, and equestrians. [L151]

POLICY: Recognize Sand Hill Road, University Avenue, Embarcadero Road, Page Mill Road, Oregon Expressway, Interstate 280, Arastradero Road (west of Foothill Expressway), Junipero Serra Boulevard/Foothill Expressway, and Skyline Boulevard as scenic routes.[formerly PROGRAM L-71] [L152]

NEW PROGRAM: Develop special setback requirements for development along scenic routes. [L153]

POLICY L-78: Encourage development that creatively integrates parking into the project, including by locating it behind buildings or underground wherever possible, or by providing for shared use of parking areas. Encourage other alternatives to surface parking lots that minimize the amount of land devoted to parking while still maintaining safe streets, a vibrant local economy, and sufficient parking to meet demand. [L154]

POLICY L-70: Enhance the appearance of streets and other public spaces through regular maintenance as well as tree and landscape planting and care of the existing canopy consistent with the Urban Forest Master Plan. [L155]

New Program: Continue to use the El Camino Real Design Guidelines, the Zoning Ordinance and the Urban Forest Master Plan to enhance the visual character of this corridor by addressing appropriate sidewalk widths and encouraging building forms, massing, and setbacks that relate to the street and the pedestrian, whether through traditional architectural forms or innovative new designs. [Comp Plan Draft EIR Mitigation Measure AES-1] Consider whether sidewalk widths and building setback should also be addressed along other major thoroughfares such as Alma Street and Charleston Road. [L156]

Public Spaces

NEW POLICY: Maintain and enhance existing public gathering places and open spaces and integrate new public spaces at a variety of scales. [L157]

NEW PROGRAM: Develop an ordinance that will require development projects of a certain size or location to prepare an analysis of potential shade/shadow impacts to public open spaces (other than public streets and adjacent sidewalks) between 9:00 a.m. and 3:00 p.m. from September 21 to March 21. Projects that are shown to shadow open spaces during these times shall mitigate these impacts through building and site design features. [Comp Plan Draft EIR Mitigation Measure AES-4] [L158] Gateways

POLICY L-71: Strengthen the identity of important community-wide gateways, including the entrances to the City at Highway 101, El Camino Real and Middlefield Road; the Caltrain stations; entries to commercial districts; Embarcadero Road at El Camino Real, and between Palo Alto and Stanford. [L159]

PROGRAM L-72: Develop a strategy to enhance gateway sites with special landscaping, art, public spaces, and/or public buildings. Emphasize the creek bridges and riparian settings at the entrances to the City over Adobe Creek and San Francisquito Creek. [L160]

Urban Forest

NEW POLICY: Incorporate the goals of the 2015 *Urban Forest Master Plan* into the Comprehensive Plan by reference in order to recognize the many benefits of trees in the urban context and foster a healthy and expanded tree canopy throughout the City. [L161]

NEW PROGRAM: Establish incentives to encourage trees, and low water use plantings in new development throughout the city. [L162]

NEW PROGRAM: Update City requirements regarding trees and other landscaping that capture and filter stormwater within surface parking lots to take advantage of new technology. (Formerly POLICY L-76) [L163]

Utilities and Infrastructure

POLICY L-79: Design public infrastructure, including paving, signs, utility structures, parking garages and parking lots to meet high quality urban design standards and embrace technological advances. Look for opportunities to use art and artists in the design of public infrastructure. Remove or mitigate elements of existing infrastructure that are unsightly or visually disruptive. [L164]

PROGRAM L-80: Continue the citywide undergrounding of utility wires. Minimize the impacts of undergrounding on street tree root systems and planting areas. [L165]

PROGRAM L-81: Encourage the use of compact and well-designed utility elements, such as transformers, switching devices, and backflow preventers. Place these elements in locations that will minimize their visual intrusion. [L166]

NEW POLICY: Provide utilities and service systems to serve all urbanized areas of Palo Alto and plan infrastructure maintenance and improvements to adequately serve existing and planned development. (From PTC recommendations POLICY L2.9 edited) [L167]

NEW PROGRAM Develop an Infrastructure Master Plan that projects the future needs of streets, underground utilities, and all City assets and plans for the incorporation of new technology that improves efficiency and effectiveness. (PTC PROGRAM L2.9.1) [L168]

NEW PROGRAM Implement the findings of the City's Infrastructure Blue Ribbon Committee and its emphasis for rebuilding our civic spaces. (PTC PROGRAM L2.9.8) [L169]

NEW PROGRAM Identify City-owned properties where combinations of wireless facilities can be co-located, assuming appropriate lease agreements are in place. (PTC PROGRAM L2.9.5) [L170]

Baylands

NEW POLICY: Regulate land uses in the Airport Influence Area to ensure consistency with the Palo Alto Airport Comprehensive Land Use Plan and the Baylands Master Plan. [L171]

NEW POLICY: Palo Alto is committed to preservation of the Baylands as called for in the Baylands Master Plan, which is incorporated here by reference. [L172]

GOAL L-10: Maintain an economically viable local airport with minimal environmental impacts.

NEW POLICY: Operate Palo Alto Airport (PAO) as a vital and efficient facility without significantly increasing its intensity or intruding into open space areas. PAO should remain limited to a single runway and minor expansion shall only be allowed in order to meet federal and state airport design and safety standards. [Previously POLICY T-57] [L173]

NEW PROGRAM: Relocate the terminal building away from the Runway 31 clear zone, allowing for construction of a new terminal. [Previously PROGRAM T-58] [L174]

NEW PROGRAM: Prepare an Airport Master Plan in accordance with Federal Aviation Administration requirements to address long-term facility needs and the future of PAO. City staff will ensure that the Airport Master Plan conforms with the Baylands Master Plan to the maximum extent feasible. [L175]

NEW PROGRAM: Identify and pursue funding to address maintenance, safety and security improvements needed at PAO. [L176]

NEW POLICY: Minimize the environmental impacts associated with PAO operations, including adverse effects on the character of surrounding open space, noise levels, and the quality of life in residential areas, as required by federal and State requirements. [L177]

NEW PROGRAM: Maintain landscaping consistent with the open space character of the baylands to screen the airport along Embarcadero Road and continue to provide a bicycle/pedestrian path adjacent to Embarcadero Road, consistent with the Baylands Master Plan and open space character of the baylands subject to airport federal and state regulations. [Previously PROGRAM T-57] [L178]

NEW PROGRAM: Maintain the native grasses planted on the abandoned second runway pad and leave as open space. This is subject to federal wildlife hazard requirements and guidelines for airports. [L179]

NEW PROGRAM: Revise lease agreements with flight schools, clubs, and rental service operators to require that those parties inform pilots of voluntary noise abatement procedures. [L180]

NEW PROGRAM: Establish a system for processing, tracking and reporting noise complaints regarding local airport operations. [L181]

NEW POLICY: Encourage the use of alternatives to leaded fuel in aircraft operating in and out of Palo Alto Airport. [L182]