



OUR PALO ALTO 2030 – THE SUMMIT GROUP REPORTS

Q5: Please share with us your group's top two ideas related to GROWTH MANAGEMENT.

1. Higher housing density with more stories. Higher density allows better transit options. 2. Connecting Cal Ave. and University Ave. with a corridor of mix use (retail/housing) in order to address the housing / job unbalance.

Add housing above parking lots. Mixed industry & housing.

Allow new development in commercial zone to build higher than 50ft height in exchange for keeping ground floor for retail with rent capped to level comparable.

Allow new development only if impacts are mitigated and there are measurable community benefits e.g. fees for affordable housing, parks, transit.

Annual growth limits, adjusted based on mitigating impacts. That is, if impacts are mitigated more growth can be allowed, but if impacts increase growth, Make interim retail protection ordinance permanent. In ground floor retail zones area, revert to retail on any change of tenant or use, not only after on.

C-3: we back the offset approach, with "zoning ground floor as retail."

Calculate and charge full impact fees on all new development. Citywide central funds for affordable housing, traffic, parking, open space/parks, libraries.

Cap commercial office space growth to .25% a year. Protect quality of schools.

Council should restrict retail to a certain size, but should try to encourage maintenance of retail.

Create financial incentives for businesses to encourage micro-housing, higher density housing, co-housing for seniors, and allow backyard cottages. Require conditional use permits to encourage rational growth of diverse retail.

D-4: Protect and zone for "local serving"/small businesses in order to preserve the "feel" of Palo Alto (a shared and treasured value). D4: Preserve and encourage class diversity (to go along with growing ethnic diversity).

D5 Manage housing unit size to manage direct and indirect impacts, D5 Meter and offset growth focused on traffic congestion. Build village-like multi-use facilities with retail + office + housing.

"Develop a systems map showing interrelationships --growth, traffic, sustainability, quality. Bruce Heister, Jobs/housing ratio is only one metric. Need other measures e.g. Distance commuted, kind feel do we aim for or tolerate."

Embrace growth with tough love and mitigation.



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Establish cap and trade for car trips for employers | commercial districts by developing transparent and accurate way to auto counts by business. Until...

Favor enforceable offsets to growth as the only balanced approach. Consider the positive impacts of growth: economic, social, and cultural diversity, along with larger tax base.

Find ways to combine office uses and cultural spaces. Real, full-cost mitigation fees effectively linked to programs that address the impacts.

"Growth management: Metering overall growth to 0.25%/year Retail: Rezone to provide local neighborhoods with personal services and goods."

Growth should be MANAGED not STOPPED. Use offsets, Want areas that are more a mix of denser commercial, retail, & residential in feel.

Meter and offset growth focused on traffic congestion.

Metering with built in offsets that leads to an ultimate cap based on a water maximum availability and other finite resources.

Mixed use housing/retail - min or no office. 101 Alma + retail. 10 stories. Meter office growth to housing growth.

More mixed use building with retail on bottom and housing on top. Make University Ave. a pedestrian promenade.

Need to subsidize retail.... ground floor protections are good... Still need to find somewhere for employees to live - encourage diversity and the soul of Palo Alto through more affordable housing (especially for employees of city services).

New developments in commercial/retail areas should be required to be mixed use w/ retail on bottom floors, office spaces in middle and residential housing, Innovations for senior and multi-generational housing by changing zoning restrictions on remodels, building micro housing and building senior housing in...

Office development must have a hard cap. First floor retail only zone must be expanded. All new developments need to be fully parked.

Offsets for growth like no new trips, net energy & water use, would be OK to control growth for our group, Affordable retail space can also help with the conversation of ground floor retail. "Parks/open space have not kept pace with building. We mourn the loss of appropriately sized livable neighborhoods. The city's policies have diminished."



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Permanent restriction of office space on first floor of commercial area - and reclaim current offices for retail. Explore housing options - mixed use for retail/housing and office/housing in office park areas, senior housing on underutilized church grounds, consider...

Preserve retail by making urgency ordinance permanent, Make any new development offset its impact and not hide behind public benefit pretense...

Promote diversity while trying to better balance the housing to jobs issue. Continue emergency ordinance for retail, allowing for future situational requirements.

Public art.

Quantitative model to forecast impact of growth and decide how much to meter. Protect quality of schools.

Require new buildings to be taller and mixed use (bottom retail, middle office, top housing).

Requirement for development to dedicate the first floor to retail while providing increased height limits for mixed use buildings. Employer incentives for not using personal transportation.

Rezone office space to housing. Lots of space for infill development.

Some retail should be protected, but where and how should be carefully analyzed. City should bring together retail owners and employers and high density.

Strengthen local retail, increasing ground floor use, better define and enforce agreed mitigations.

Support micro-units for housing along El Camino and increase height limits on El Camino. Satellite parking with shuttles.

"Sustainable Prosperity issues from table D-7:

- (1) Make urgency ordinance for ground floor retail permanent and city-wide
- (2) Tax businesses using office space"

Tie commercial space bonuses in new buildings to residential units not residential square footage

Tie growth of commercial space with comparable growth in retail/housing space. (Similar to efforts around affordable housing.) Encourage metered pace with growth offsets for adverse effects.

Tie TDM programs to a site, not a tenant, to ensure their permanence. Make them measurable and enforceable. Tie increased intensity of use of a site to requirements for mitigation.

"Two answers for growth:



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- More affordable housing for teachers, police, fire, service employees tiered according to respective salaries of each group
- a"

We prefer a cap. Still need to deal with more traffic and parking demand. Negative impact of growth is intensity of use, parking and infrastructure. And impact on schools.

Zoning changes to encourage more density too allow secondary units on a property of 7000 ft² vs. 8000 ft², or allow people to convert garages, Include schools in this discussion for parking and class sizes which affects traffic.