Downtown Vision

What type of environment would you like to see in the Downtown area in the future?

Responses

1. Which of the following best describes Downtown Los Altos for you? (Check up to three)

	%	Count
A Village	40.4%	626
Charming	37.2%	577
Compact	19.6%	304
Small Town	54.6%	847
Dated	28.2%	438
Boring	23.5%	364
Attractive	21.5%	334
Stagnant	30.8%	478
Busy	6.8%	105

2. How frequently do you visit Downtown? (Check only one)

	%	Count
Daily	22.5%	349
A few times a week	55.2%	855
Once a month	18.2%	282
A few times a year	3.9%	60
Never	0.2%	3

3. What activities bring you Downtown most frequently? (Check all that apply.)

	%	Count
Events (e.g. farmers market, festivals, etc.)	58.2%	904

Downtown Vision

What type of environment would you like to see in the Downtown area in the future?

	%	Count
Kid activities	10.0%	156
Classes (e.g. yoga, Pilates, martial arts, etc.)	10.7%	166
Services (e.g. bank, nail/hair salon, dry cleaners, etc.)	64.8%	1006
Coffee/snack/ice cream	59.0%	916
Lunch	49.5%	769
Dinner	56.9%	883
Grocery shopping	63.6%	988
Other shopping	36.0%	559
Medical	5.7%	89
Meet friends	43.3%	672
Work	7.7%	120
Other	12.4%	193

4. Why do you shop/dine at places OTHER than Downtown? (Check all that apply.)

	%	Count
Better grocery store	26.7%	415
Outlet stores	9.0%	140
Easier and more convenient parking	23.3%	362
For services I cannot get Downtown	53.4%	828
To find items I cannot get Downtown	64.9%	1007
More activities and events	19.3%	300
More options for entertainment	37.5%	582

Downtown Vision

What type of environment would you like to see in the Downtown area in the future?

	%	Count
More shops and restaurants open later	49.3%	765
More stores and restaurants in one place	24.5%	381
Variety of restaurants	61.4%	953
To access national retailers (e.g. Apple, Gap, Macy's, Old Navy, etc.)	45.4%	705
Other	15.7%	244

5a. What is your perception of Downtown Los Altos TODAY? (Check only one)

	%	Count
Too quiet	33.3%	514
Just right	23.2%	358
Quiet	34.4%	531
Active	8.4%	130
Lively	0.7%	11

5b. What do you want Downtown Los Altos to be in the future? (Check only one)

	%	Count
Quieter than now	1.8%	27
Like it is now	20.8%	320
Not as quiet as now (e.g. similar to the level of activity in Downtown Menlo Park)	24.6%	378
Active (e.g., similar to the level of activity in Downtown Los Gatos, Burlingame, or Carmel)	37.3%	574

Downtown Vision

What type of environment would you like to see in the Downtown area in the future?

	%	Count
Lively (e.g., similar to the level of activity in Downtown Palo Alto or Mountain View)	15.5%	238

6. What would entice you to go Downtown more often? (Check your top five preferences.)

	%	Count
Easier/safer way to get Downtown from Library and Community Center	10.6%	164
More bicycle friendly routes	10.5%	161
Evening entertainment options	48.9%	753
More high-end restaurants	18.5%	285
More outdoor dining	41.4%	638
Greater variety of restaurants	59.9%	922
More casual family restaurants	41.3%	636
Microbrew/wine bar/gastropubs	35.5%	547
More coffee shops	7.4%	114
More community gathering spaces	19.9%	307
More events (e.g. farmers market, festivals, etc.)	21.6%	333
More gym/yoga/martial arts studios	4.1%	63
More parking	26.0%	400
Movie theater	28.6%	441
Theater for live performances	20.2%	311
Other	18.2%	281

7. In the next 20 years, what primary uses would you like to see Downtown mixed in with commercial

uses? (Check all that apply.)

	%	Count
Put housing above stores and restaurants	55.1%	781
Add offices above stores and restaurants	52.7%	747
Add standalone housing (apartments or condos)	20.9%	297
Other	26.4%	374

8a. In the future, how tall should we allow buildings to be? (Check only one)

	%	Count
No change in height – maintain building heights similar to today	18.3%	282
Mostly 2 stories (approximately 30 – 35 feet)	36.3%	560
Mostly 3 stories (approximately 45 feet)	27.3%	421
Allow buildings taller than 3 stories	7.5%	115
Other	10.7%	165

9. In thinking about parking Downtown, what would you prefer? (Check all that apply.)

	%	Count
Above ground parking structure	14.6%	225
Below ground parking structure	32.4%	498
Both above and below ground parking structures	49.9%	768
Enhanced parking management (parking meters and enforcement)	6.4%	99

	%	Count
No additional parking is necessary	14.8%	228
Other	14.2%	219

10. Name three other Downtowns, and the features or attributes of each, that you would like to see incorporated in a vision for Downtown Los Altos.

Answered	1,186
Skipped	368

11. Your Age Group

	%	Count
< 18	0.5%	8
18-29	1.5%	23
30-39	7.4%	114
40-49	21.5%	332
50-64	37.4%	577
65-74	20.5%	317
75+	11.2%	173

12. Your Gender

	%	Count
Female	59.7%	920
Male	37.9%	584
No answer	2.4%	37

13. Do you have children (under 18 years old) living at home?

	%	Count
Yes	37.2%	575
No	60.1%	928
No answer	2.7%	41

14. Where do you live and/or work in Los Altos?

Dark Blue – North Los Altos

	%	Count
Live	35.0%	539
Work	11.4%	175

Bright Yellow – Old Los Altos

	%	Count
Live	9.2%	142
Work	1.8%	28

Brown – Central Los Altos

	%	Count
Live	15.6%	241
Work	4.7%	73

Downtown Vision

What type of environment would you like to see in the Downtown area in the future?

Light Blue – Rancho Neighborhood

	%	Count
Live	3.8%	59
Work	0.8%	12

Lime Green – Loyola Corners

	%	Count
Live	2.6%	40
Work	1.2%	18

Teal Green – The Highlands

	%	Count
Live	5.5%	84
Work	0.8%	13

Purple – South Los Altos

	%	Count
Live	9.6%	148
Work	1.4%	21

Bright Red – Country Club

	%	Count
Live	2.8%	43
Work	0.5%	8

Light Peach – Los Altos Hills

	%	Count
Live	11.2%	172
Work	1.8%	28

Downtown Vision

What type of environment would you like to see in the Downtown area in the future?

Gray – Unincorporated areas

	%	Count
Live	1.8%	28
Work	0.5%	7

Other

	%	Count
Live	1.0%	15
Work	7.6%	117

Live

Average	99064.36
Total	16,940,005.00
Count	171
Skipped	1,383

Work

Average	96020.57
Total	45,417,729.00
Count	473
Skipped	1,081

---

16. To ensure the accuracy of this questionnaire, please provide your address in the box below. (Address information will remain confidential and will not be used for any solicitation or marketing purposes).

Answered	1,391

Skipped	163

17. How long have you lived in Los Altos?

	%	Count
0-5 years	15.0%	228
6-10 years	12.3%	187
11-15 years	11.6%	177
16-20 years	11.0%	168
21-25 years	11.4%	173
> 25 years	38.7%	588

Email (Email address information will remain confidential and will not be used for any solicitation or marketing purposes).

Answered	1,140
Skipped	414