

DOWNTOWN LOS ALTOS VISION | KICK-OFF EVENT SUMMARY

Tuesday, April 18, 2017: 5-7pm | Veterans Community Plaza, Downtown Los Altos

Attendees:

COMMUNITY MEMBERS

Approximately 200 workshop participants

CITY OF LOS ALTOS

Jeannie Bruins, City Council Member

Chris Jordan, City Manager

Jon Biggs, Community Development Director

Erica Ray, Public Information Coordinator

David Kornfield, Planning Services Manager

Zachary Dahl, Planning Manager

Jennifer Quinn, Economic Development Manager



RRM DESIGN GROUP

Debbie Rudd

Matthew Ottoson

PLAN TO PLACE

Dave Javid



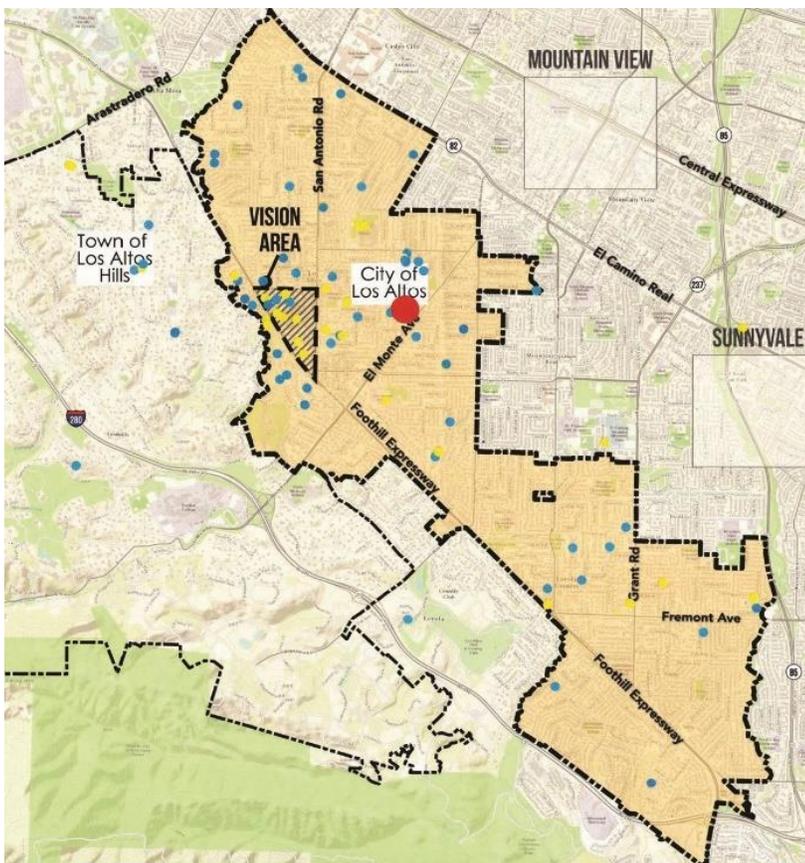
Summary Memo

Approximately 200 community members attended the kickoff event for the Downtown Los Altos Vision project held on Tuesday, April 18, 2017, from 5-7:00 p.m. at the Veterans Community Plaza in Downtown. The objective of the Kickoff Event encouraged discussion and brainstorming through interactive and hands-on exercises pertaining to the vision area. The event provided information to community members about the planning and visioning process to encourage feedback on opportunities and concerns. The format of the workshop included several participatory exercises located at five different stations that were intended to involve community members and gain a greater understanding of their opinions and input regarding Downtown Los Altos. Each of the stations posed questions to participants that helped frame the exercise, with additional direction provided regarding interaction with the station boards. Questions posed to community members included:

- *Where do you live and/or work?*
- *How do you get to and around downtown, and where do you typically park?*
- *What destinations do you visit most in Downtown and why?*
- *What future destinations, uses, and/or public spaces would entice you to go Downtown?*
- *What is your vision for Downtown's future vitality or vibrancy?*

Station #1: Where do you live and/or work?

Community members were asked to use dots to designate where they live and where they work on a regional, project area context map. Blue dots were used to designate where participants live and yellow dots where participants worked. While no formal quantification of responses was tallied, the Station #1 map provides for a baseline of where event participants live and/or work within the community in order to ensure that over the life of the engagement process, all Los Altos neighborhoods are adequately reached as part of the community engagement efforts. As workshops and pop-up events continue to occur, the live/work maps will be compared to ensure adequate coverage of each neighborhood within the community.

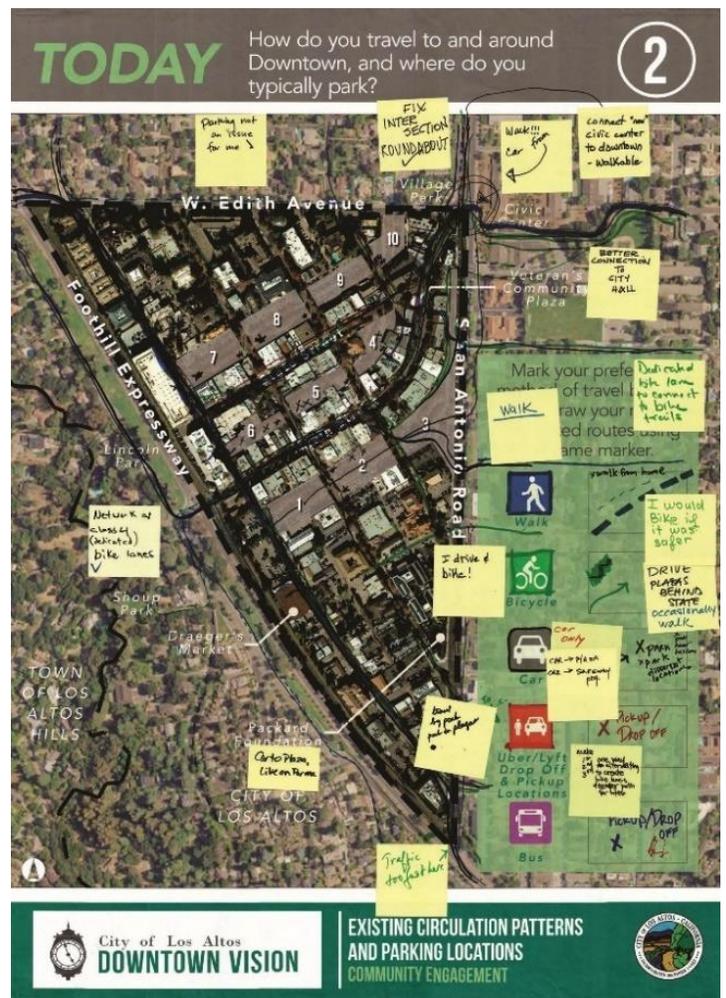


Station #2: How do you travel to and around Downtown, and where do you typically park?

Community members were provided five (5) modes of travel – walk, bicycle, drive, rideshare, and public transit – and asked to mark their preferred route of travel to Downtown. Each mode of travel was color coordinated to provide context to their preferred route of travel. Participants could provide additional information about the route they indicated using sticky notes.



Based on community member feedback, Main Street, State Street, and First Street/Los Altos Avenue were the most heavily utilized within the Downtown area. Both West Edith Avenue and San Antonio Road were also indicated as being frequently utilized by participants. The intersection of West Edith Avenue/San Antonio Road/Main Street was identified as a focal point for entering Downtown from the east and the Foothill Expressway/Main Street intersection from the west. Walking, bicycling, and driving were the dominate modes of travel, with rideshare and public transit showing minimal to no utilization by participants.



Station #3: What destinations do you visit most in Downtown and why?

Community members were asked to use colored dots to identify destinations, buildings, and/or outdoor spaces frequented most often within the Downtown. Red colored dots were utilized to identify buildings, while green dots were representative of outdoor spaces. For buildings, the most frequented places in Downtown were located primarily along Main Street, State Street, and First Street. The top building locations most frequented by participants were Safeway, Red Berry Coffee/Spot A Pizza Place/The American Italian Deli, and Draeger’s Market. For outdoor spaces, the most frequented locations in Downtown were the Veteran’s Community Plaza followed by several outdoor dining/seating areas located along Main Street and State Streets.





Station #4: What future destinations, uses, and/or public spaces would entice you to go Downtown?

At Station #4, community members were provided sticky notes and asked to identify future uses, buildings, and/or public spaces that would entice them to go Downtown more often. Comments generally indicated that a greater diversity of restaurants, community amenities, and recreational uses would draw them to Downtown more often. Other prevalent comments included providing additional locations or uses for teenagers to hang out at. Primary drawbacks of allowing additional uses and/or public spaces indicated by community members included the potential for increased traffic and decreased pedestrian safety, with the need for additional stop signs and parking also necessary. The following is a scan of all the written comments from participants.





TOMORROW

What future destinations, uses, and/or public spaces would entice you to go Downtown?

4



City of Los Altos
DOWNTOWN VISION

FUTURE OPPORTUNITIES FOR IMPROVEMENT
COMMUNITY ENGAGEMENT

More Public Art High Public Art things that light up an intersection create conversation	Free WiFi downtown	Have an app for Los Altos BIZ	Encourage more San Antonio	Bring Adaptive Parking Committee recommendations forward!	Reduce amount of land used up for parking change to parking garages	Remove cars from downtown. Pedestrian only.	PRIVE 1st Street
Downtown Green Fast Casual Restaurants	make it easier to get businesses downtown to have more public space to place shops	Move our Library downtown	Place part library downtown	Anything to do after dining	A neighborhood bar and cafe	retail shops open till 10pm	retail shops open till 10pm
Reduce BA Quality downtown Community space turn-friendly quality space	Green downtown (in 10 years) Dog Run - large dog park site of VE sidewalks! Yes to more sidewalks!	First ST Green Park & more green	Seats park	Community Pool	Downtown Green + space +	More Green! Underground parking	Have a Los Altos History App! + tours!
DOG PARK NEEDED	Community Space Downtown	Cafe community needs space	intercambio bike lane plaza, green space in top	SHATE PARK - Dog Park - Dog Street (dog) coffee shop BA LIBRARY + cafe	Dog park Suburban park	Upgrade Community Center	SHATEBAND PARK + DOG PARK!
higher quality restaurants more variety	More outside seating restaurants offices	more restaurants	Reasonably Priced casual Restaurants (Pizzeria)	Burger Joint	Another dog park (in park)	Less parking car parking more green space	Water sidewalks more restaurants more variety energy like Los Altos + views
A family-run cafe that has live folk music/jazz etc.	more restaurants like LA Grill	need more restaurants like LA Grill	Mexican Food!!!	More great restaurants - intercaso but high quality	More casual FRIENDLY restaurants (like Bostello)	Good flavor - bread - restaurant!	Better Quality Restaurants + shops!
Apple Store	bring a (kind of) Apple Store to downtown	bring a (kind of) Apple Store to downtown	Book Store	LEAD salons - more retail	Sequoia Old Man	more dining variety	more dining variety
Post Office on Main Street	bring a (kind of) Apple Store to downtown	bring a (kind of) Apple Store to downtown	Theater	More theater (more stage)	Men's clothing store	More dining variety	More dining variety
Discourage traffic from being repositioned downtown	No over-the-top parking in the neighborhood	bring a (kind of) Apple Store to downtown	I like shops to reduce cars on street	FIX PARKING PROBLEM	Better ways to get downtown from train station, that doesn't involve parking	More dining variety	More dining variety
Restaurant/dining options for teens	More flowers	More history built in downtown	Fix the roof of City buildings	People in front of buildings	No more traffic on 1st street!! (No office buildings)	One way streets	More dining variety
Allow 3 story buildings to be built more office space, when well supported retail!	No retail buildings like Safeway	More history built in downtown	Higher density - more vibrant activity - appeal to all generations	Keep downtown	space for teenagers -	More dining variety	More dining variety
Substance use program for neighborhood	More history built in downtown	More history built in downtown	Allow taller buildings!	Better bike ramps + ped crossing	SMART PEDESTRIAN FRIENDLY SPACE DEVELOPMENT	More dining variety	More dining variety
outdoor sidewalk dining	Wider sidewalks	More history built in downtown	Clean up the clutter on the sidewalk so the sidewalk is usable in sun + weather!	Better safe more walkways	Stop sign at each intersection on Main Street	bicycle pumps!	More dining variety



Station #5: What is your vision for Downtown's future vitality or vibrancy?

At Station #5, community members were provided with a sticky dot and asked to indicate their ideal level of future activity within the Downtown on a scale of minimal activity to very active. The scale of activity ranges included minimal activity, balance of activity, and very active, with in between activity range options also available. Participants were also provided the opportunity to elaborate on their ideal level of activity choice through the utilization of sticky notes that were then affixed to the board.

Based on placement of sticky dots, approximately 38 community members indicated that they desired a very active Downtown environment, 7 wanted somewhere between a very active and a balance of activity, 13 chose a balance of activity, 1 desired somewhere between a balance of activity and minimal activity, and 4 wanted minimal activity. Twelve additional sticky dots were placed at Station #5 in association with sticky notes that did not have clear association with any of the activity choices; therefore, they were not included within the final totals included above. Though people wanted more activity Downtown, they indicated that they did not want to be as active as Palo Alto or Mountain View. Los Gatos was the most highly referenced example for the desired level of vitality and vibrancy for Downtown Los Altos.

Those participants who chose to elaborate on their decision generally indicated that diverse, high quality retail would be the most attractive for Downtown, especially restaurants or cafes, that would aid in enhancing vitality or vibrancy. Parks and plazas also ranked highly, especially when paired with entertainment related uses (theaters, movie nights, bowling) or public amenities (new library or community center) in also enhancing vitality or vibrancy.

Community members also again indicated that they would like to see more teen-oriented uses and a better nightlife overall. A significant criticism was that most restaurants closed too early, and that there were not enough family-friendly options available. Participants also indicated

that they wanted to reduce the height and scale of future development to preserve scenic vistas, encourage parking along the boundary of the Downtown, and provide underground parking with plazas/green space above as part of ensuring future vitality or vibrancy. The following is a scan of all the written comments from participants.

TOMORROW

What is *your* vision for Downtown's future vitality or vibrancy?

5

Place a dot on the scale below identifying your ideal level of activity in the Downtown.

MINIMAL ACTIVITY

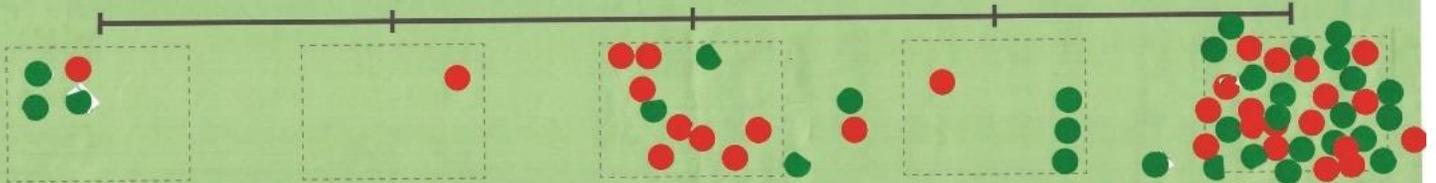
Minimal night life, limited opportunities for additional residential or office uses.

BALANCE OF ACTIVITY

Some night life, restaurants stay open later, some opportunities for additional residential, retail, or office uses.

VERY ACTIVE

More night life, restaurants stay open late, more opportunities for residential, retail, or office uses, regular public events



Elaborate on your choice above by using sticky notes and placing them below. What are the advantages or drawbacks for these levels of activity?



DOWNTOWN LOS ALTOS VISION

April 18, 2017 - Kickoff Event

Summary Memo: Appendix

The following information is the summation of information received from community members at the Kickoff Event from each station.

Station #2

Today – How do you travel to and around Downtown, and where do you typically park?

Station #2 Comments

The following bullet points are a collation of the additional information provided by community members regarding travel routes to Downtown. Those items that were repeated or that received a 'check mark' on the same sticky note, indicative of agreement with the statement, are provided below with a (#) after the text.

Modes of Travel

- Park different locations each time (3)
- Walk (2)
- Walk six miles to work and home
- Usually bike into town
- Park car at the Edith/San Antonio intersection and walk from there
- Drive and bike
- Drive through the plazas behind State Street
- Occasionally walk
- Car only
- Car to plaza or Safeway parking
- Travel by park path in plaza

General Transportation Related Comments

- Network of Class 4 (dedicated) bike lanes needed (2)
- Fix intersection of Edith Avenue/San Antonio Road with a roundabout (2)
- Need frequent transport to train/light rail, with a shuttle to the Downtown for non-drivers
- Need a better bike route from the Civic Center to the Downtown
- Promote more of a walking culture. Discourage driving if you live less than a ½ mile away and are mobile
- Put cars underground on San Antonio Road to link the Downtown and community center
- Improve bike and pedestrian friendliness along Main and State
- Shuttle between Downtown South Los Altos, El Camino Hospital, and schools—would serve seniors and students, reducing traffic
- Connect “new” civic center to Downtown (make walkable)
- Provide better connection to City Hall

- Dedicated bike lane to connect bike trails
- Participant would bike if it was safer
- Make 1st, 2nd, and 3rd Street one way to create bike lanes and easier path for bikes
- Traffic is too fast at the intersection of Foothill Expressway/San Antonio Road
- Carto Plaza, like on Parma

Station #3

Today – What destinations do you visit most in Downtown and why?

Station #3 Comments

The information provided below contains the top responses provided by community members indicating the destinations they visit most Downtown. Responses were indicated via sticky dots provided to participants. Red colored dots identified buildings, while green dots were utilized to identify outdoor spaces.

Buildings

The top three responses or most highly trafficked destinations/buildings included:

- Safeway (28)
- Shops along Main Street, to the east of 3rd Street, including Red Berry Coffee, Spot A Pizza Place, and The American Italian Deli (27)
- Draeger's Market (23)

Outdoor Spaces

The top three responses or highly trafficked outdoor spaces included:

- Veterans Community Plaza at Main and State Streets (8)
- Outdoor seating areas in front of Chase Bank (Main Street) (1)
- Outdoor seating areas outside Costume Bank (State Street) (1)

Station #4

Tomorrow - What future destinations, uses, and/or public spaces would entice you to go Downtown?

Station #4 Comments

The information provided below contains all of the responses provided by community members indicating their ideal level of activity in Downtown. Responses were provided via sticky notes and have been categorized into major themes. Those items that were repeated or that received a 'check mark' on the same sticky note, indicative of agreement with the statement, are provided below with a (#) after the text. The top three responses for future destinations, uses, and/or public spaces that would entice community members to go Downtown more often include:

- More diverse restaurants (16)
- Community green space (15)
- Theater (14)
- Less pricey dining options (14)

Restaurants

- More diverse restaurants (16)
 - Like LA Grill (5)
 - Vegan restaurant
- Less pricey dining options (14)
 - Bagel store
 - Family oriented (9)
 - Fast casual
- More outdoor dining settings (6)
- Family run café (4)
- Burger joint (3)

Community Amenities

- Community green space (15)
 - Picnic/dining spaces
 - Along 3rd Street
 - Parking underground
- Dog park (10) (some people indicated that they wanted this outside of Downtown)
- Free Wi-Fi downtown (8)
- Skate park (6)
 - Somewhere between Loyola and downtown
- 1st Street Green Project
- Community pool (5) (some people indicated that they wanted this outside of Downtown)
- Los Altos app (5)
- Public art (4)
- Improve community center (3)
- Community meeting space/café (3)
- Community square
- Multi-purpose spaces for evening/dance

Theater

- Theater (14)

Retail/Commercial

-
- Fewer salons, more retail (11)
 - Bookstore (7)
- More chain stores to bring foot traffic (8)
 - Sephora/Old Navy (3)
 - Affordability
 - Bring a limited number of high quality chain stores
 - Apple/GAP/Athletica (5)
 - AG Ferrari

- Men's clothing store
- Allow companies to locate in downtown perimeter to increase foot traffic (2)
- Move post office on Main Street
- Business bridges

Teen Hangouts

- Space for teenagers (13)
 - Bowling, foosball, bocce, etc.
- Restaurant and dining options for teens (5)

Pedestrians and Bicycles

- Stop signs at Main Street (12)
- Make sidewalks wide enough for restaurants (7)
- Bulb outs by restaurants (5)
- Safer crosswalks (4)
 - Four-way stops
- Provide bike lanes (2)
- Clean sidewalks of clutter
- Smart, pedestrian friendly/scale development
- Bike pumps

Library

- Move the library downtown (10)
 - Near pkg. 8 (2)
 - Only if it brings more foot traffic
- Don't move library downtown (9)

Nightlife

- More activities for after dinner (10)
 - Accessible by 45+ (6)
 - Retail open until 9pm

Traffic and Parking

- Underground parking with plaza on top (9)
- Connective civic center to main downtown core (5)
- One-way streets (5)
 - Make Main St. one way from Foothill and State one way to Foothill
 - Make 1st, 2nd, and 3rd one way
- Parking problems (3)
 - Jams at Edith and San Antonio; First and Main
 - Don't reduce the amount of parking
- No overflow of parking into neighborhoods (2)
- Change land used for parking to pedestrian only/greenspace (2)
- Remove cars from downtown (2)

- Provide other means of getting downtown
- Bridge over San Antonio
- Bring Citywide parking committee recommendations forward
- Repave 1st street
- No more traffic on 1st Street

Development Standards

- Keep building height in line with downtown character (5)
- No tall buildings (4)
 - Like Safeway
- Higher density leads to more vibrant activity
- Allow taller buildings
- Allow 3 stories to generate more office space
- Manage rents to support small businesses

Aesthetics

- Save the trees (5)
- Bring back old lamp posts (3)
- Clear up landscaping (3)
- More flowers (2)
- Need architectural guidelines (2)
- Fix city hall roof
- More history built into design features and activity
- Showcase technology and sustainable practices
- Temporary greens each summer
- Keep views
- Permanent lighting on roof lines, gables and windows to emphasize diverse building size (small LEDs)

Station #5

Tomorrow – What is your vision for downtown’s future vitality or vibrancy?

The information provided below contains all of the responses provided by community members indicating their ideal level of activity in Downtown beyond placement of the initial sticky dots. Responses were provided via sticky notes and have been categorized into major themes, indicating their ideal level of future activity within Downtown on a scale of minimal activity to very active. The scale of activity ranges included minimal activity, balance of activity, and very active, with in between activity rang options also available. Participants were also able to elaborate on their ideal level of activity choice through the utilization of sticky notes that were then affixed to the exhibits. Those items that were repeated or that received a ‘check mark’ on the same sticky note, indicative of agreement with the statement, are provided below with a (#) after the text. The top three responses for future Downtown vitality or vibrancy include:

- *Increase diversity of retail (18)*
- *Recreational land use opportunities (16)*
- *Green space (15)*

Station #5 Comments

Retail Commercial

- Increase diversity of retail (18)
 - Athletic shop, frozen yogurt, Boba tea (5), Jamba Juice
 - Move Bus Barn to downtown (3)
 - Full storefronts filled with vibrant, fun things (2)
 - More reasons to go downtown other than dining, such as bowling/game nights
 - Affordable retail, such as Earthworks
 - Gap, Old Navy, J. Crew—places that are affordable for children’s clothes
- Recreational land use opportunities (16)
 - Bowling (6)
 - Ice skating, more fun stuff
 - Plazas, restaurants, cafes, sidewalks, art
 - Places for kids
- More office to support retail and residential (7)
- Co-working space or maker space (3)
- No more giant buildings/development (3)
 - Limit to small offices, residential, more casual restaurants and a bookstore
 - Keep and renovate the old buildings. New development equals higher commercial rent equals places like Subway, T-Mobile. Prevent a corporate ghetto
- No more high traffic office buildings

Community Amenities

- Green space (15)
 - Don't locate across Foothill for Central plaza
 - Improve Veterans plaza off Main Street
- Downtown plaza or park (8)
 - Children's water play area
- Community gathering areas (3)
 - Parks with food and drink carts
- Skateboard park (4)
 - Across Foothill near Chaucer
- Dog park (4)
 - In the park at San Antonio and Edith
- Community room in the triangle (3)
- Walkable connection to Civic Center site (3)
- Community pool
- Mitchell Park for community center model (café, tennis courts, etc.)

Similar Downtowns

- Like Los Gatos (13)
- Not the same as everywhere else (4)
 - Not Mountain View or Palo Alto
- Like Willow Glen (3)
 - Branding using signage, maps, and guides
- Model Castro Street in Mountain View (3)
 - It's so fun to walk around on Castro or University with family in the evening
- Like San Carlos (2)
- Saratoga loves its history
- Danville looks great (2)

Nightlife

- Restaurants should open later (12)
 - Open till 11 pm at least
 - Restaurants stay open after 10 pm—12 or later for bars (4)
 - Don't want to go to Palo Alto or Mountain View for nightlife (3)
 - Downtown is totally dead after 8
 - Like Noe Valley
- Late night dining options (6)
 - Need more popular restaurant to open till 12 pm
- More to do after dining (3)

- Things to do after dining
 - Piano bar (3)
 - Games for adults like bocce, darts, mini bowling (2)

Teen Hangout

- Teen hangout downtown—the shop park is not a destination (12)
 - Pool, shuffle board, foosball, air hockey, ping pong, etc. (9)
- Teen-friendly stores/food—they have money to spend (6)
 - Sephora, malt shop
- Place for kids to go while parents go downtown to eat and shop (2)

Restaurants

- Provide great, diverse dining (11)
 - Family friendly restaurants
 - Casual healthy restaurants like Pluto's (2)
 - E.g. Enchante and Honcho
 - Mexican food
- Keep Bumble (4)
 - Architectural style
 - Family friendly atmosphere and outdoor dining
- Outdoor eating and drinking (4)
- Redwood City-movie/restaurant block (3)
- Carmel—better mix of food and drink/casual

Library

- Bring the library downtown (9)
 - Move to 1st Street greens (4 yes, 3 no)
 - Could include a theater (2)
 - Could use old library as community center (2)
 - Could stay open until 9:00
 - The County pays for library services and soft costs

Aesthetics

- Preserve mountain vistas (7)
- How will you keep Los Altos quaint? (4)
- Informal, open, friendly, walkable, interesting
- Value our cultural assets and architectural standards (2)
 - Maintain village charm
- New modern architecture as Packard Found
- Pretty-up the city with flowers

- Fake green is ok, but don't give up too much to get it
- Incentivize merchants to pick up trash in vicinity of their establishments
- Put a roof on city hall

Traffic and Parking

- Take cars underground with plaza on top (6)
 - Lost parking under plaza 8,9,20,1,2,3
 - White Dot Parking Program
- Parking garage is good
- Bring parking committee recommendations forward—rationalize parking ratios
- Need a free downtown shuttle
- No parking overflow to adjacent neighborhoods
- In-lieu parking
- Support retail business (a low traffic use)

Development Standards

- Balanced approach. Good setbacks (7)
- Below 3 story buildings (6)
 - The 1-2 story shops allow the sky/mountains to be part of the shopping experience. Please do not build higher
 - More activities, restaurants, cafes without tall buildings. Keep the mountain views
 - We have enough 3 story buildings
- 3-story buildings (2)
 - Allow on State and Main
 - Allow 3 story offices supporting retail
 - 1st Street and San Antonio—step back 3rd floor
- Bigger downtown space foot prints accommodate retailers. Restaurants can invest (3)
- Strictly maintain existing parking ratios, lot configurations, stall sizes, etc. (2)
- Minimal development (2)
 - No more development
- Engage public/private development of Plaza 1,2,3 Drive under 3 (2)
- No development leads to slow downtown death
- Don't require a permit to power wash, just set hours

Community Events

- More community events (5)
 - E.g. holiday parade, pet parade, Easter egg hunt
 - Movie nights every week during summer (7)
- Very active for all ages (3)

- Nightlife, music, fun family events, movie nights, plays
- Limbo contests

Theater

- Theater (6)

Pedestrians and Bicycles

- Close Main or State for pedestrian use only (4)
- Village centric, bike and pedestrian friendly downtown (2)
- Need more feet on the street to save/support retail (2)
- Outside seating areas (2)
- Sidewalk cleaning—power wash
- Wider sidewalks to encourage outdoor seating, more vitality, cafes
- Don't need more feet on the street
- Street kiosks

General Comments

- Disappointed to see 1st and Main out of business. So many good memories with friends and family. Would like it back, Steins would be nice (3)
- Housing for teachers and city staff (3)
- More apartments and condos will be the ruin of this town. Keep commercial rents low, and we'll have interesting businesses pop up (2)
- Land lords and merchants need to hire a tenant coordinator (2)
- I live in the Hills. Los Altos is my downtown and commercial center. I like a lively downtown that has balance between social activities and small city/village feel. Avoid condo development and traffic at all costs (2)
- Live within our means
- Is there going to be an online engagement for more residents? There is a silent majority. Please reach out to them