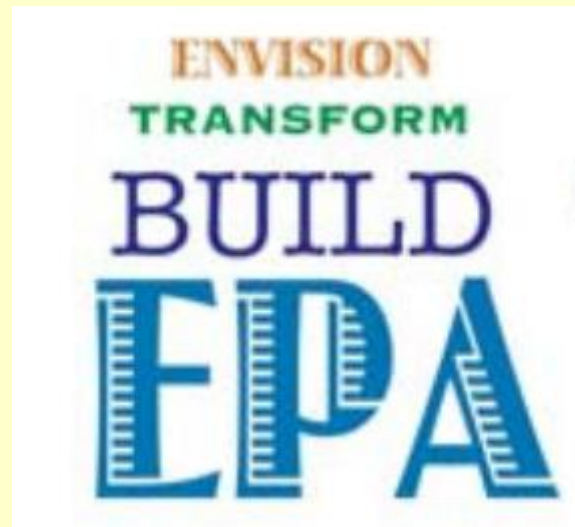


ETB-EPA Coalition East Palo Alto Council Hearing February 15, 2011



HOMEGROWN DESIGN FOR
COMMUNITY SELF-DETERMINATION

Typical Office Spaces



University Circle: Privatized spaces, no sense of community, not a place for social cohesion: Drive to work and drive home.

Offices & Active Ground Floors



The Bay Road corridor should be active along its full length from Demeter Street to Cooley Landing gateway.

Provide a diversity of active ground floor spaces

Provide a diversity of active ground floor spaces: retail to showrooms to services with transparent windows.



Offices & Active Ground Floors



Active ground floor on both sides of Bay Road, including south of Tara Road

Downtown EPA:

What We Want

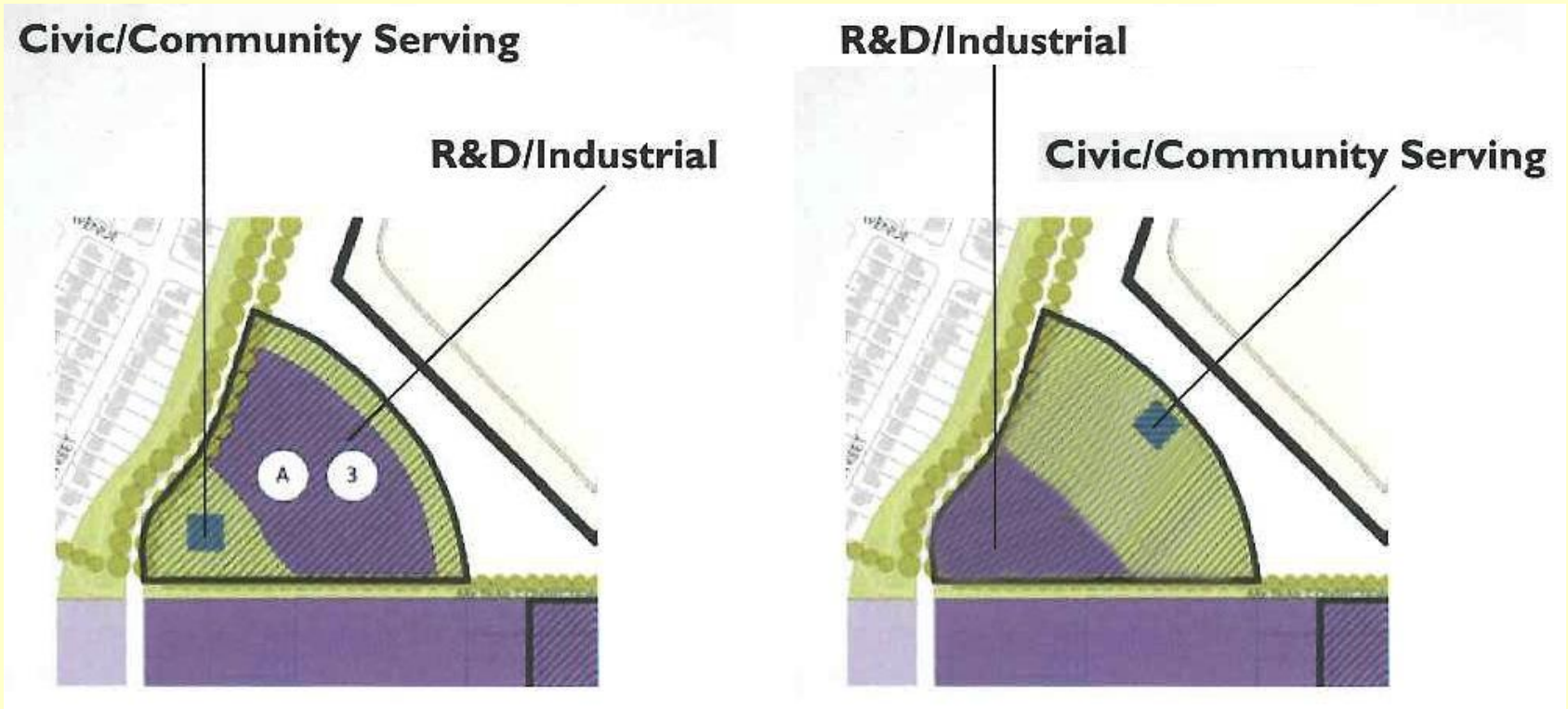
- Restaurants – with the option of outdoor seating; creating an active street
- Retail
- Storefront small business
- Plaza/fountain (maybe in the pocket parks)
- Artwork (statues, etc)
- Maintain the bus stops we have now
- Streetlights
- Food carts
- Street receptacles and recycling
- Activity fingers off to the side streets (Demeter, Pulgas, Tara)
- Create a pedestrian environment
- “Complete Streets” and bike lanes
- Street signs
- Cross walks
- Parking meters
- Trees
- Benches

Downtown EPA:

What We Don't Want

- Liquor stores
- Parking garages (no entrances or structures facing/ on Bay Road)
- Parking lots (facing or on Bay Road)
- Gas station
- Power substation
- Untreated contaminated land
- Abandoned businesses
- Curb cuts on Bay Road

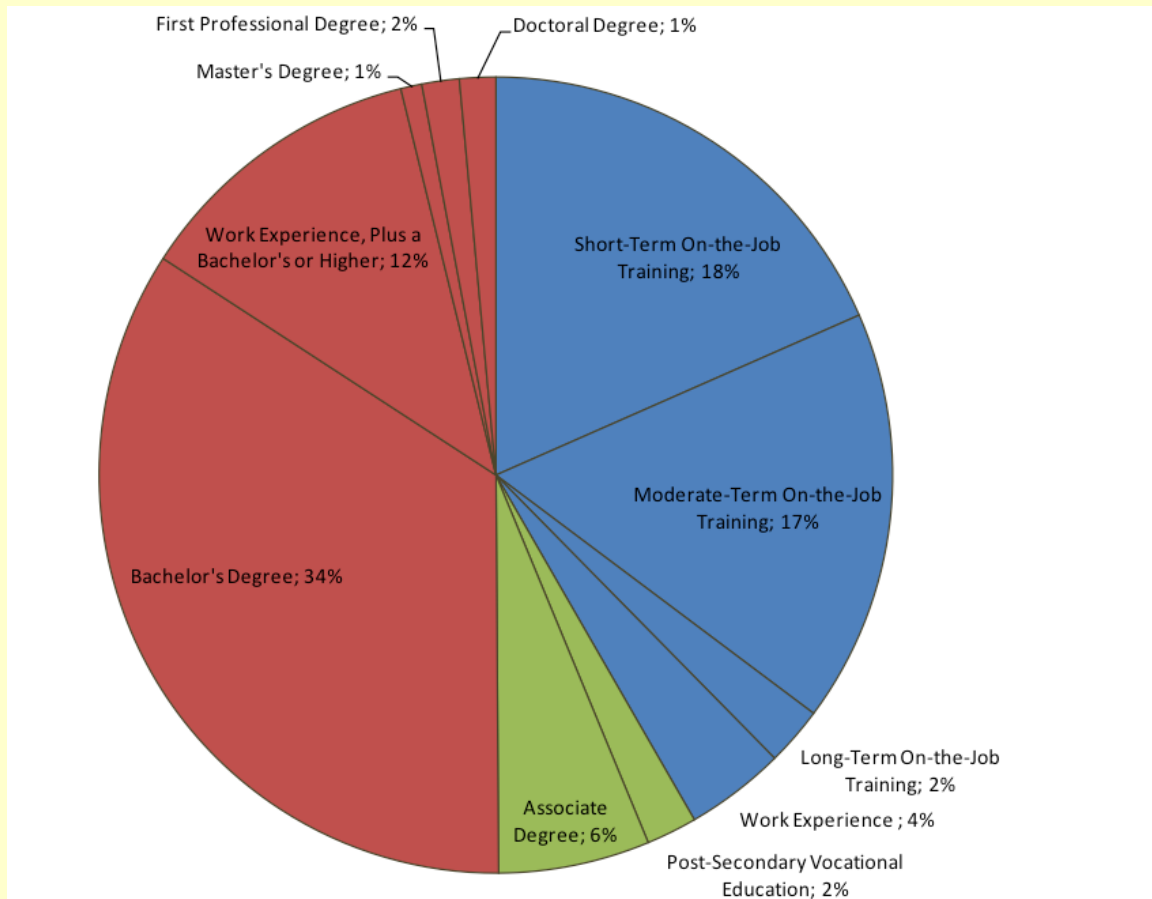
Facciola Site



R&D/Industrial at Bay

Community Use at Bay

Diversity in Jobs



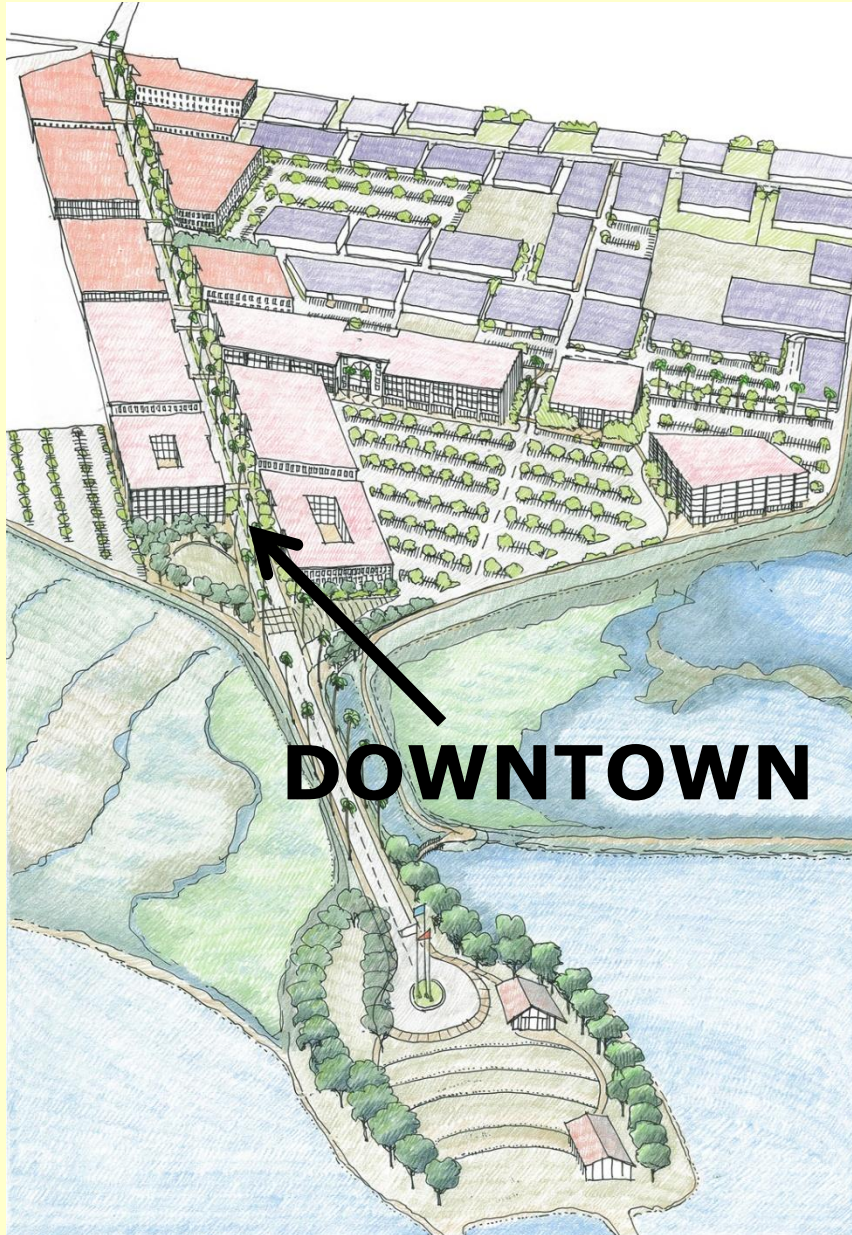
- Nearly all middle-skill occupations **pay a living wage**.
- Examples of occupations requiring an Associate degree include scientific and engineering technicians, nurses and medical technicians, computer support **technicians**, legal and executive secretaries, and paralegals.
- Common occupations requiring post-secondary vocational training include **welders**, automobile service technicians, repair and installation workers, nursing aides, and architectural and **engineering drafters**.
- Among professional office use industries, most middle-skill occupations are concentrated in legal services, insurance, and architectural and engineering services. **But zoning for office space will not guarantee that middle-skill jobs are created.**

Based on UC Berkeley's Center for Community Innovation (using Staff's data)

SUMMARY

1. Active Ground Floor Uses
2. A True Downtown for East Palo Alto residents
3. Bayside Community Use at the Facciola Site
4. Jobs for EPA residents
5. What are the Next Steps?

NEXT STEPS



1. What kind of industries will locate to EPA? What jobs can EPA residents get from these industries?
2. What will buildings look like in the RBD? How tall will buildings be? What will Floor Area Ratios look like? How much parking will be required?
3. How will building/not building the Access Road affect the RBD's build-out and University Village?
4. What are the next steps and how will these questions be answered in the Specific Plan?