

2 Land Use and Community Design Implementation Plan

No.	Program (unless marked as Policy)	General		Financing			Action					
		Lead Dept. or Agency	Timing (in years)	New CIP (GF unless noted)	Operating Budget (GF unless noted)	Other Financing	Ordinance or other Legislation	Study or Plan	Guidelines, Standards or Monitoring	Inter-Agency Coord	Development Review	Ongoing Public Education & Outreach
L-1	<i>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.</i>	Planning/ Planning	on going		Existing					■		
L-2	<i>City staff will monitor Stanford development proposals and traffic conditions within the Sand Hill Road Corridor and annually report to the Planning Commission and City Council.</i>	Planning/ Planning & Transportation	on going		Existing					■		
L-3	<i>Maintain and periodically review height and density limits to discourage single uses that are inappropriate in size and scale to the surrounding uses.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update	■		■	
L-4	<i>Review and change zoning regulations to promote gradual transitions in the scale of development where residential districts abut more intense uses.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-5	<i>Establish new performance and architectural standards that minimize negative impacts where land use transitions occur.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-6	<i>Revise the City's Neighborhood Commercial (CN) and Service Commercial (CS) zoning requirements to better address land use transitions.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-7	<i>Establish a system to monitor the rate of non-residential development and traffic conditions related to both residential and non-residential development at key intersections including those identified in the 1989 Citywide Study and additional intersections identified in the Comprehensive Plan EIR. If the rate of growth reaches the point where the citywide development maximum might be reached, the City will reevaluate development policies and regulations.</i>	Planning/ Planning & Transportation	0-2		Existing	Grants			■			

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L-8	Limit new non-residential development in the Downtown area to 350,000 square feet, or 10 percent above the amount of development existing or approved as of May 1986. Re-evaluate this limit when non-residential development approvals reach 235,000 square feet of floor area.	Planning/ Planning	on going		Existing				■			
L-9	Continue to monitor development, including the effectiveness of the ground floor retail requirement, in the University Avenue/Downtown area. Keep the Planning Commission and City Council advised of the findings on an annual basis.	Planning/ Planning	on going		Existing				■			■
L-10	<p>Create and apply the following four new Mixed Use zoning standards:</p> <ul style="list-style-type: none"> A "Live/Work" designatin that permits individuals to live on the same site where they work by allowing housing and other uses such as office, retail, and light industrial to co-exist in the same spac, and "Retail/Office"; "Residential/Retail" and "residential/Office" designations that permit a mix of uses on the same site or nearby sites. Design standards for all mixed use designations providing for buidlings with one to three stories, rear parking, or underground parking, street-facing windows and entries, and zero setback along the street except that front gardens may be provided for ground floor residential uses. 	Planning/ Planning & Attorney's Office	3-8		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update	■		■	
L-11	Establish pedestrian-oriented design guidelines for residences that encourage features that enliven the street.	Planning/ Planning & Attorney's Office	0-2		\$50,000 - \$500,000 one time		■	■	■			

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L-12	<i>Where compatible with neighborhood character, use Zoning and the Home Improvement Exception Process to create incentives or eliminate obstacles to remodel houses with features that add street life and vitality.</i>	Planning/ Planning	on going		Existing						■	■
Policy L-13	Evaluate alternative types of housing that increase density and provide more diverse housing opportunities.	Planning/ Planning & Attorney's Office	on going		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-13	<i>Create and apply zoning standards for Village Residential housing prototypes. Develop design guidelines for duplexes, townhouses, courtyard housing, second units, and small lot that ensure that such housing is compatible with single family neighborhoods and other areas where it may be permitted.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update	■		■	
L-14	<i>Create and apply zoning standards for Transit-Oriented Residential housing prototypes, including consideration of minimum density standards. Develop design guidelines that ensure that such housing is compatible with single family neighborhoods and other areas where it may be permitted.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-15	<i>Establish a planning process for Centers that identifies the desired character of the area, its role within the City, the locations of public gathering spaces, appropriate land uses and building forms and important street and pedestrian connections to surrounding Residential Neighborhoods.</i>	Planning/ Planning	8-12		\$50,000 - \$500,000 one time	Grants	■	■	■			
L-16	<i>Study the feasibility of using public and private funds to provide and maintain landscaping and public spaces such as parks, plazas, and sidewalks within commercial areas.</i>	Community Services, Public Works & Planning/ Planning	on going		Existing			■			■	

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L-17	<i>Through public/private cooperation, provide obvious, clean, and accessible restrooms available for use during normal business hours.</i>	Community Services, Public Works & Planning/ Planning	on going		\$50,000 - \$500,000 on going	Public/ Private Partnership					■	
L-18	<i>Identify priority street improvements that would make a substantial contribution to the character of Centers, including widening sidewalks, narrowing travel lanes, creating medians, restriping to allow diagonal parking, and/or planting street trees.</i>	Planning/ Planning & Public Works	3-7	If proceed, over \$1,000,000	\$50,000 - \$500,000 one time	Assessments & Public/ Private Partnership		■	■		■	
L-19	<i>Support implementation of the Downtown Urban Design Guide.</i>	Manager's Office	on going	Infrastructure If proceed, over \$1,000,000	Existing	Grants, Assessments & Public/ Private Partnership				■	■	■
L-20	<i>Facilitate reuse of existing buildings.</i>	Planning/ Planning	on going		Existing						■	
L-21	<i>Improve the University Avenue/Downtown area by adding landscaping and bicycle parking and encouraging large development projects to benefit the public by incorporating public art.</i>	Planning/ Planning	on going	\$500,000 - \$1,000,000	\$50,000 - \$500,000 on going	Public/ Private Partnership					■	
L-22	<i>Prepare a Coordinated Area Plan for the SOFA and Palo Alto Medical Foundation (PAMF) site.</i>	Planning/ Planning	0-2		\$50,000 - \$500,000 one time	Public/ Private Partnership		■				
L-23	<i>Identify strategies to re-use surface parking lots and improve pedestrian and transit connections at Stanford Shopping Center.</i>	Planning/ Planning	0-2		Existing	Public/ Private Partnership		■		■		
L-24	<i>Maintain a Stanford Shopping Center development cap of 80,000 square feet of additional development beyond that existing on June 14, 1996.</i>	Planning/ Planning	on going		Existing						■	

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L-25	<i>Prepare a Coordinated Area Plan for the University Avenue Multi-modal Transit Station Area. (See Also T-14)</i>	Planning/ Planning	0-2		\$50,000 - \$500,000 one time	Grants & Public/Private Partnership		■	■	■		
L-26	<i>Establish the following unranked community design priorities for the University Avenue Multi-modal Transit Station Area:</i> <ul style="list-style-type: none"> . <i>Improving pedestrian, bicycle, transit, and auto connections to create an urban link between University Avenue and Stanford Shopping Center.</i> . <i>Creating a major civic space at the CalTrain Station that links University Avenue and Palm Drive</i> . <i>Infilling underutilized parcels with a mix of uses such as shopping, housing, office, hotel, and medical facilities.</i> . <i>Improving public park space.</i> . <i>Protecting views of the foothills by guiding building heights and massing.</i> 	Planning/ Planning	0-4		\$50,000 - \$500,000 on going	Grants & Public/Private Partnership		■	■	■		
L-27	<i>Create regulations for the California Avenue area that allow for the replacement or rehabilitation of smaller buildings while preventing buildings that are out of scale and character with the existing buildings.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-28	<i>Work with merchants, property owners, and City representatives to create an urban design guide for the California Avenue business district.</i>	Planning/ Planning	8-12		\$50,000 - \$500,000 one time	Public/Private Partnership		■	■			
L-29	<i>Revise zoning of the California Avenue business district to reduce the non-residential development potential to levels comparable to other commercial areas in the City while retaining substantial residential development potential.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				

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L-30	Prepare a Coordinated Area Plan for the Cal-Ventura area. Use the land use diagram from the Community Design Workshop as the starting point for preparing this plan.	Planning/ Planning	8-12		\$50,000 - \$500,000 one time	Public/ Private Partnership		■	■	■		
L-31	<p>Establish the following unranked priorities for redevelopment within the Cal-Ventura Area:</p> <ul style="list-style-type: none"> Connect the Cal-Ventura area with the Multi-modal Transit Station and California Avenue. Provide new streets and pedestrian connections that complete the street grid and create a walkable neighborhood. Fry's Electronics site (300 Portage): Continued retail activity is anticipated for this site until 2019. A program should be developed for the future use of the site for mixed density multi-family housing and a park or other open space. Hewlett Packard: Uses that are compatible with the surrounding area and a site plan that facilitates pedestrian use of Park Boulevard. North of Sheridan Avenue: Development of one or more of the City-owned parking lots with primarily residential uses, provided that public parking spaces are replaced. Park Boulevard: Streetscape improvements. (Also see B-12 & B-17) 	Planning/ Planning	8-12		\$50,000 - \$500,000 (Includes B-12 & B-17 Costs) on going	Public/ Private Partnership		■	■	■		
L-32	Prepare a Coordinated Area Plan for the South El Camino Real area. Use the land use map from the Community Design Workshop as a starting point for preparing this Plan.	Planning/ Planning	8-12		\$50,000 - \$500,000 one time	Public/ Private Partnership	■	■	■	■		

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L-33	<i>Study ways to make South El Camino Real more pedestrian-friendly, including redesigning the street to provide wider sidewalks, safe pedestrian crossings at key intersections, street trees, and streetscape improvements.</i>	Planning/ Planning	8-12		\$50,000 - \$500,000 one time	Public/ Private Partnership	■	■	■	■		
L-34	<i>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.</i>	Planning/ Transportation & Community Services	3-7	\$50,000 - \$500,000	Less than \$50,000 one time			■		■		
L-35	<i>Consider Transfer of Development Rights (TDR) as a tool to encourage redevelopment and/or community-serving amenities along South El Camino Real.</i>	Planning	8-12		Less than \$50,000 one time		■	■	■		■	
L-36	<i>Evaluate current zoning to determine if it supports the types of uses and scale of buildings considered appropriate in Neighborhood Centers.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-37	<i>Encourage property owners within Neighborhood Centers to prepare master plans, with the participation of local businesses, property owners and nearby residents.</i>	Planning/ Planning	on going		Existing	Assessments & Public/ Private Partnership		■	■		■	■
L-38	<i>Revise land use and zoning designations as needed to encourage medium-density housing (20 to 25 units per acre) within or near Neighborhood Centers served by public transportation to support a more vital mix of commercial activities.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-39	<i>Prepare a Plan for Midtown with the participation of property owners, local businesses, and nearby residents. Consider the Midtown Economic Study and the land use concept identified during the 1994 Community Design Workshop in developing the plan. The plan should have a special emphasis on public improvements, including parking, street furniture and signage. (Also see L-37)</i>	Manager's Office	8-12	\$50,000 - \$500,000	\$50,000 - \$500,000 one time	Assessments & Public/ Private Partnership		■	■			

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L-40	<i>Make improvements to Middlefield Road in Midtown that slow traffic, encourage commercial vitality, make the street more pedestrian-friendly, and unify the east and west sides of the commercial area, with consideration given to traffic impacts on the residential neighborhood.</i>	Planning/Transportation	8-12	Infrastructure \$500,000 - \$1,000,000	\$50,000 - \$500,000 one time	Public/Private Partnership	■	■			■	
L-41	<i>Support bicycle and pedestrian trail improvements along a restored Matadero Creek within Hoover Park.</i>	Planning/Transportation	8-12	Infrastructure \$50,000 - \$500,000	Less than \$50,000 on going	Grants		■		■		
L-42	<i>Retain the existing housing along Colorado Avenue and consider increasing the density to allow townhouses, co-housing, and/or housing for the disabled.</i>	Planning/Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-43	<i>Modify existing zoning regulations and create incentives for employers to provide employee services in their existing buildings - for example, office support services, restaurants, convenience stores, public gathering places, and child care facilities - to reduce the need for employees to drive to these services.</i>	Planning/Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-44	<i>Design the paths and sidewalks to be attractive and comfortable and consistent with the character of the area where they are located.</i>	Planning/Transportation, Public Works, & Community Services	on going	Infrastructure \$500,000 - \$1,000,000	\$50,000 - \$500,000 one time			■	■		■	
L-45	<i>Create and apply zoning standards and design guidelines for commercial hotels and conference centers.</i>	Planning/Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost & less than \$50,000 for guidelines one time		Zoning Ord. Update	Zoning Ord. Update			■	
L-46	<i>Work with Stanford to prepare an area plan for the Stanford Medical Center.</i>	Planning/Planning	8-12		Less than \$50,000 one time	Public/Private Partnership		■		■	■	
L-47	<i>Undertake a Community Design workshop for the East Meadow Circle Area.</i>	Planning/Planning	8-12		\$50,000 - \$500,000 one time			■				

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L-48	<i>Use the Zoning Ordinance, design review process, design guidelines, and Coordinated Area Plans to ensure high quality residential and commercial design.</i>	Planning/ Planning	on going		Existing						■	■
L-49	<i>In areas of the City having a historic or consistent design character, design new development to maintain and support the existing character.</i>	Planning/ Planning	on going		Existing						■	
L-50	<i>Undertake a comprehensive review of residential and commercial zoning requirements to identify additional architectural standards that should be incorporated to implement Policy L-49.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-51	<i>Use illustrations and form code methods for simplifying the Zoning Ordinance and to promote well-designed buildings.</i>	Planning/ Planning & Attorney's Office	0-2		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-52	<i>Discourage the use of fences that obscure the view of houses.</i>	Planning/ Planning & Attorney's Office	on going		Less than \$50,000 one time		■	■	■		■	■
L-53	<i>Promote awards programs and other forms of public recognition for projects of architectural merit that contribute positively to the community.</i>	Planning/ Planning	on going		Existing							■
L-54	<i>Review and update the City's Inventory of historic resources, including City-owned structures.</i>	Planning/ Planning	0-2		\$50,000 - \$500,000 Periodic	Grants		■				
L-55	<i>Reassess the Historic Preservation Ordinance to ensure its effectiveness in the maintenance and preservation of historic resources, particularly in the University Avenue/Downtown area.</i>	Planning/ Planning	0-2		\$50,000 - \$500,000 (Includes L-56 Costs) one time		■				■	

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L-56	<i>Maintain and strengthen the design review procedure for exterior remodeling or demolition of historic resources. Discourage demolition of historic resources and severely restrict demolition of Landmark resources.</i>	Planning/ Planning	0-2		Included in L-55 Cost			■			■	
L-57	<i>Encourage salvage of discarded historic building materials for re-use by the community.</i>	Planning/ Planning	on going		Existing			■			■	■
L-58	<i>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.</i>	Planning/ Planning	0-2		\$50,000 - \$500,000 on going			■			■	
L-59	<i>Allow parking exemptions for historic buildings to encourage rehabilitation. Require design review findings that the historic integrity of the building exterior will be maintained.</i>	Planning/ Planning	0-2		Existing						■	
L-60	<i>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. Planned Community (PC) zone properties in the Downtown also qualify for this program.</i>	Planning/ Planning	on going		Existing	Grants					■	■
L-61	<i>Allow nonconforming uses for the life of historic buildings.</i>	Planning/ Planning & Attorney's Office	on going		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update			■	
L-62	<i>Promote awards programs and other forms of public recognition for exemplary Historic Preservation projects.</i>	Planning/ Planning	on going		Existing							■

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L-63	<i>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.</i>	Planning/ Planning	0-2		Existing			■			■	■
L-64	<i>Encourage and assist owners of historically significant buildings in finding ways to adapt and restore these buildings, including participation in state and federal tax relief programs.</i>	Planning/ Planning & Attorney's Office	on going		Existing			■	■			■
L-65	<i>Seek additional innovative ways to apply current codes and ordinances to older buildings. Use the State Historic Building Code for designated historic buildings.</i>	Planning/ Inspection Services	0-2		Existing						■	
L-66	<i>Revise existing zoning and permit regulations as needed to minimize constraints to adaptive re-use, particularly in retail areas.</i>	Planning/ Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-67	<i>Using the archaeological sensitivity map in the Comprehensive Plan as a guide, continue to 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.</i>	Planning/ Planning	on going		Existing						■	
L-68	<i>To help satisfy present and future community use needs, coordinate with the School District to educate the public about and to plan for the future use of school sites, including providing space for public gathering places for neighborhoods lacking space.</i>	City Manager, Community Services, & Planning/ Planning	on going	\$50,000 - \$500,000	\$50,000 - \$500,000 on going			■		■		■
L-69	<i>Enhance all entrances to Mitchell Park Community Center so that they are more inviting and facilitate public gatherings.</i>	Community Services	0-7	Infrastructure \$50,000 - \$500,000	Less than \$50,000 on going			■				

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L-70	<i>Study the potential for landscaping or park furniture that would promote neighborhood parks as outdoor gathering places and centers of neighborhood activity.</i>	Community Services	on going		Less than \$50,000 on going			■				
Policy L-62	Provide comfortable seating areas and plazas with places for public art adjacent to library and community center entrances. (Also see C-23)	Public Works/Community Services	0-12	Infrastructure \$500,000 - \$1,000,000	Less than \$50,000 on going	Assessments & Public/Private Partnership		■			■	
L-71	<i>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.</i>	Planning/Planning	on going		Existing						■	
Policy L-70	Enhance the appearance of streets and other public spaces by expanding and maintaining Palo Alto's street tree system.	Public Works	on going		\$50,000 - \$500,000 on going	Public/Private Partnership					■	■
L-72	<i>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 Francisco Creek. (Also see T-41 & T-42)</i>	Planning/Planning, Public Works, & Community Services	on going	\$500,000 - \$1,000,000		Grants		■	■	■	■	
L-73	<i>Revise the Zoning Ordinance to require the location of parking lots behind buildings rather in front of them, under appropriate conditions.</i>	Planning/Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-74	<i>Modify zoning standards pertaining to parking lot layout and landscaping for land uses within Employment Districts.</i>	Planning/Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				
L-75	<i>Consider Zoning Ordinance amendments for parking lot landscaping, including requiring a variety of drought-tolerant, relatively litter-free tree species capable of forming a 50 percent tree canopy within 10 to 15 years. Consider further</i>	Planning/Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update				

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	<i>amendments that would require existing nonconforming lots to come into compliance wherever possible.</i>											
L-76	<i>Evaluate parking requirements and actual parking needs for specific uses. Develop design criteria based on a standard somewhere between average and peak conditions.</i>	Planning/Transportation & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	Zoning Ord. Update	■		■	
L-77	<i>Revise parking requirements to encourage creative solutions such as valet parking, landscaped parking reserves, satellite parking, and others that minimize the use of open land for parking.</i>	Planning/Planning & Attorney's Office	3-7		Included in Zoning Ord. Update Cost		Zoning Ord. Update	■			■	
L-78	<i>Encourage the use of Planned Community (PC) zoning for parking structures Downtown and in the California Avenue area.</i>	Planning/Transportation	on going		Existing	Assessments, Fees, Charges & Public/Private Partnership		■			■	
L-79	<i>Undertake a coordinated effort by the Public Works, Utilities, and Planning Departments to establish design standards for public infrastructure and examine the effectiveness of City street, sidewalk and street tree maintenance programs.</i>	Public Works	0-7		\$50,000 - \$500,000 one time			■	■			
L-80	<i>Continue the citywide undergrounding of utility wires. Minimize the impacts of undergrounding on street tree root systems and planting areas.</i>	Utilities	on going	Infrastructure over \$1,000,000 (Utilities)	Existing (Utilities)			■	■			
L-81	<i>Encourage the use of compact and well-designed utility elements, such as transformers, switching devices, and back flow preventers. Place these elements in locations that will minimize their visual intrusion.</i>	Utilities	on going		Existing (Utilities)				■		■	