










# 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






## Downtown Vision

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





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

# Downtown Vision

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

		%	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



## Downtown Vision

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

		%	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

Total

Count 171

Skipped 1,383

---

## Work

Average

Total

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







# Downtown Vision

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

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