



GODBE RESEARCH
Gain Insight



City of Los Altos: 2015 Downtown Planning Survey

• June 2015

The City of Los Altos commissioned Godbe Research to conduct a tracking survey of residents with the following research objectives:

- Gauge resident satisfaction with downtown Los Altos;
- Assess attitudes and perceptions about various aspects of downtown Los Altos, and parking in particular;
- Gauge resident preferences for recent development and future directions of downtown;
- Compare 2015 data with similar data from the 2012 survey; and
- Identify any differences in opinions due to demographic and/or behavioral characteristics.

- Data Collection Telephone Interviewing
- Universe 21,772 adults, 18+ in the City of Los Altos.
- Fielding Dates March 20 through March 29, 2015
- Interview Length 20.5 minutes
- Sample Size n=401 residents
n=350 Voter File
n=51 Random Digit Dial
- Margin of Error $\pm 4.85\%$

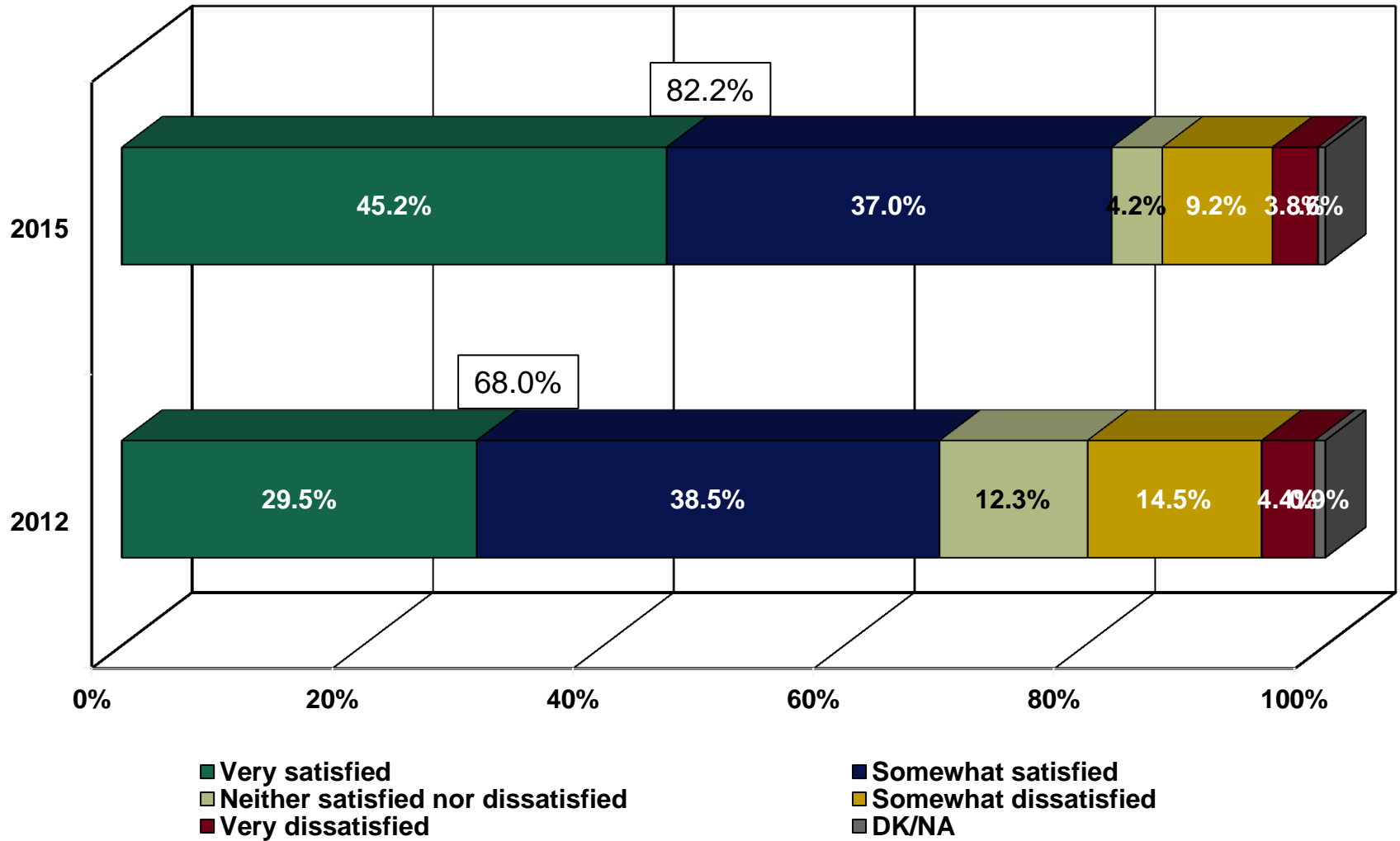


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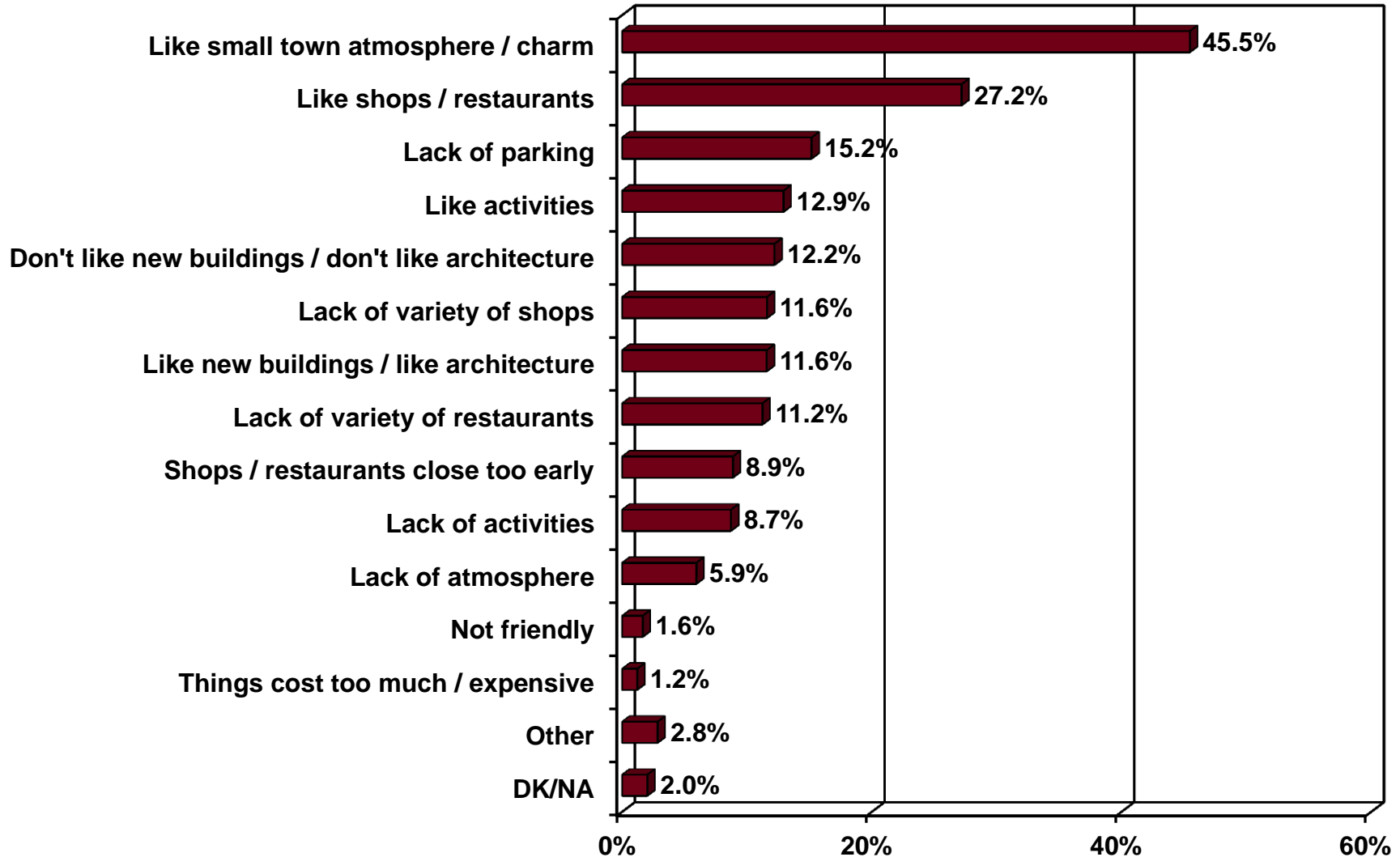


Key Findings

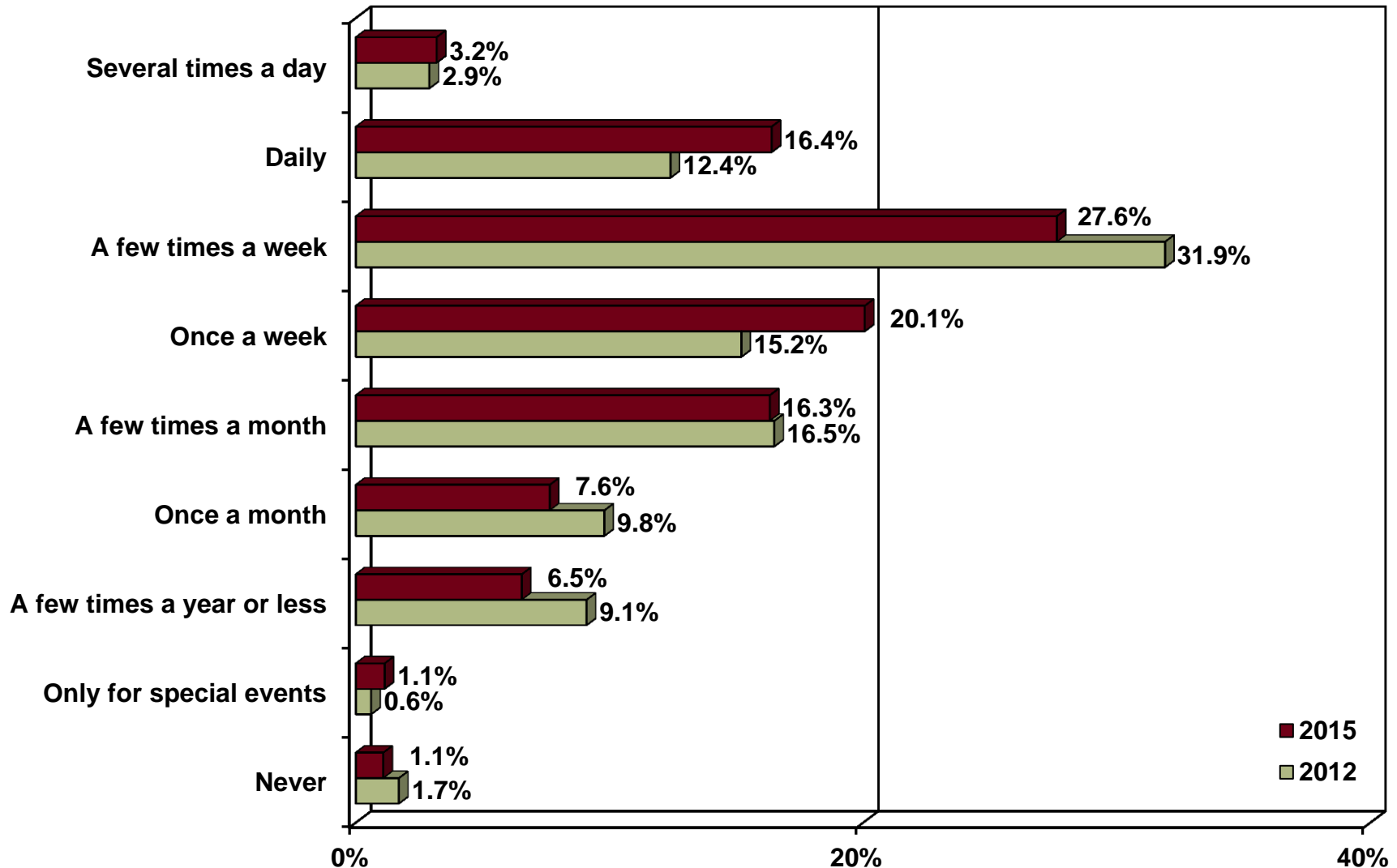
Q1. Satisfaction with Downtown Los Altos



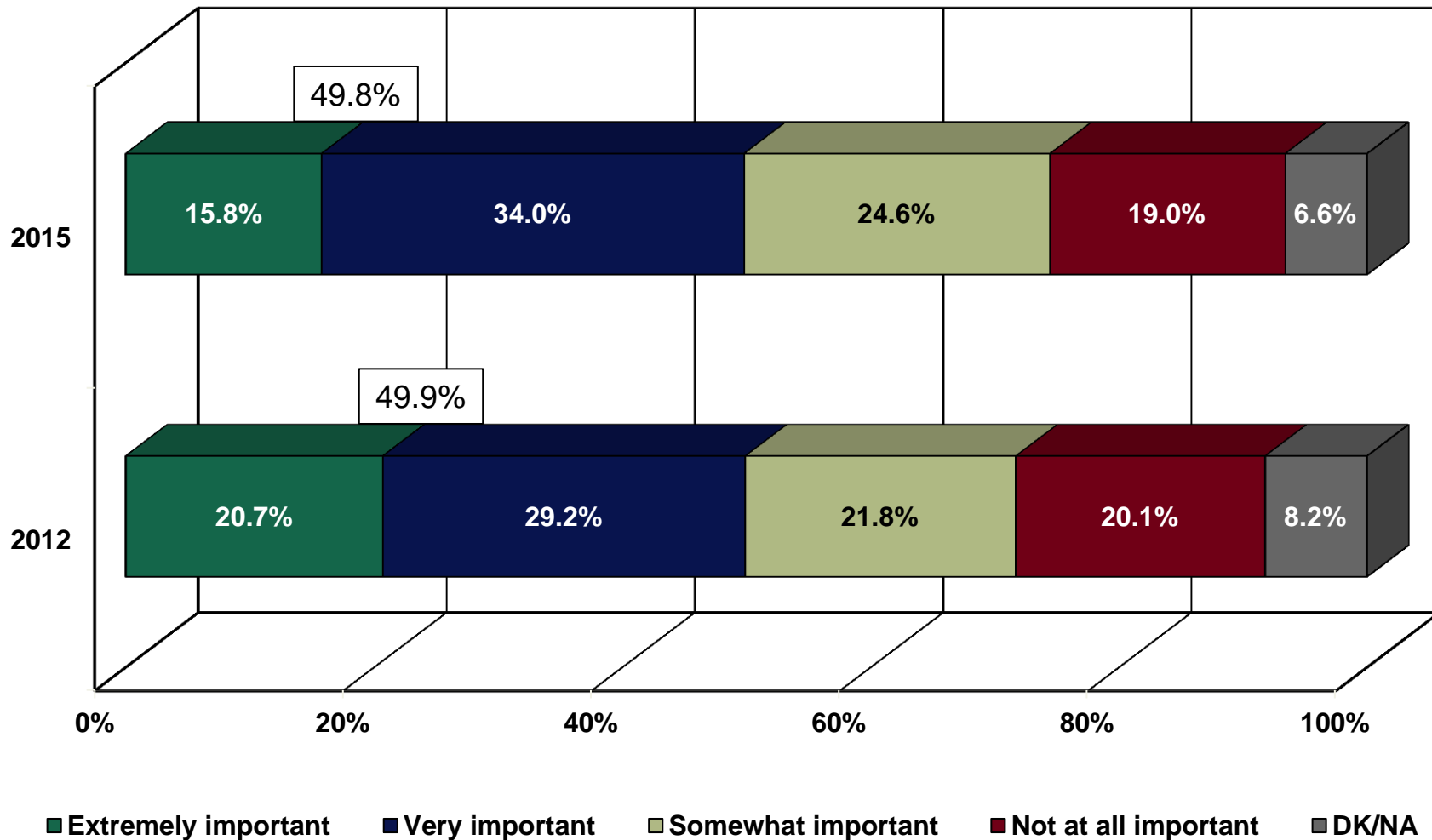
Q2. Reasons for Satisfaction or Dissatisfaction with Downtown (n=401)



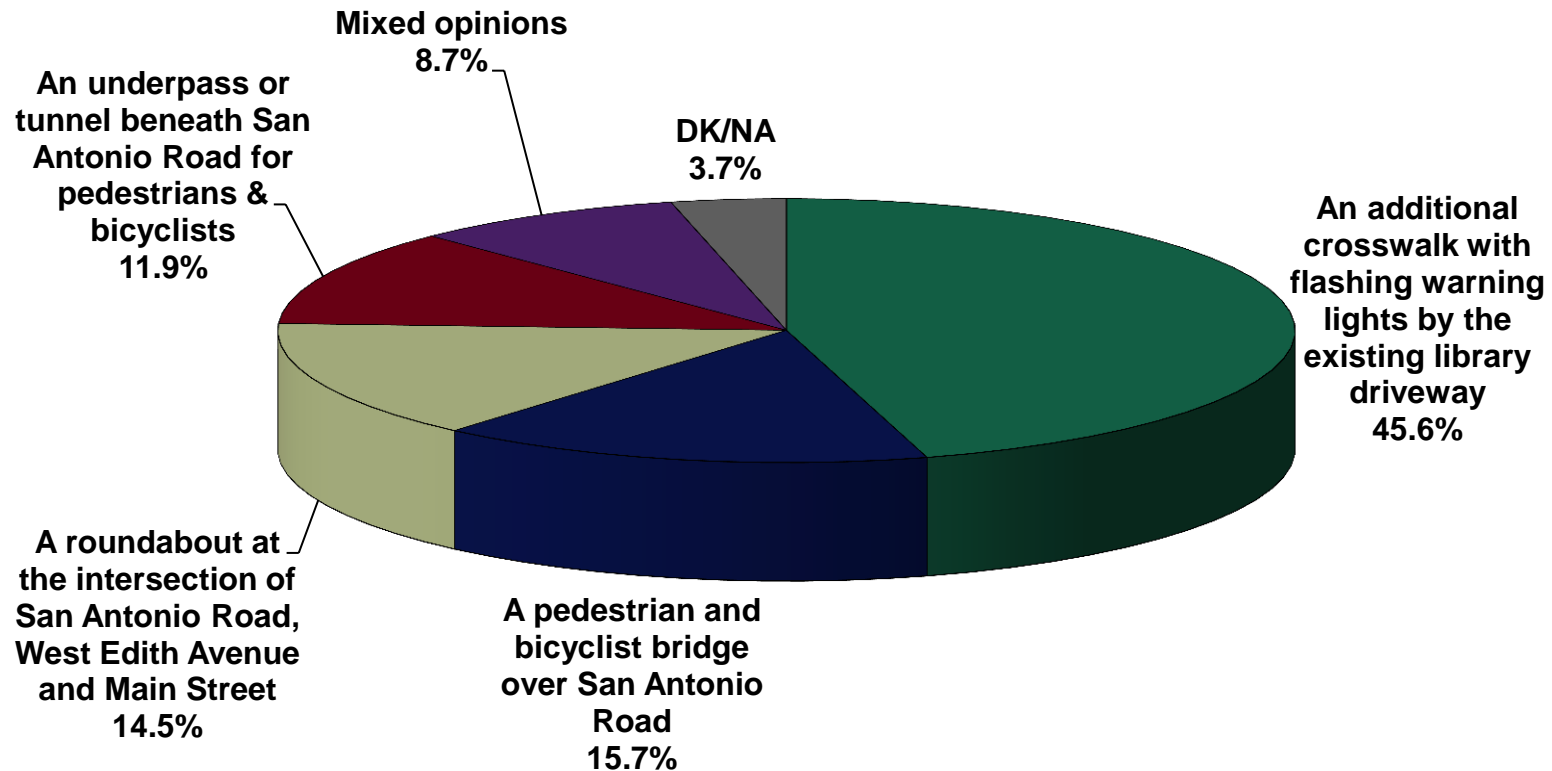
Q3. Frequency of Visiting Downtown Los Altos



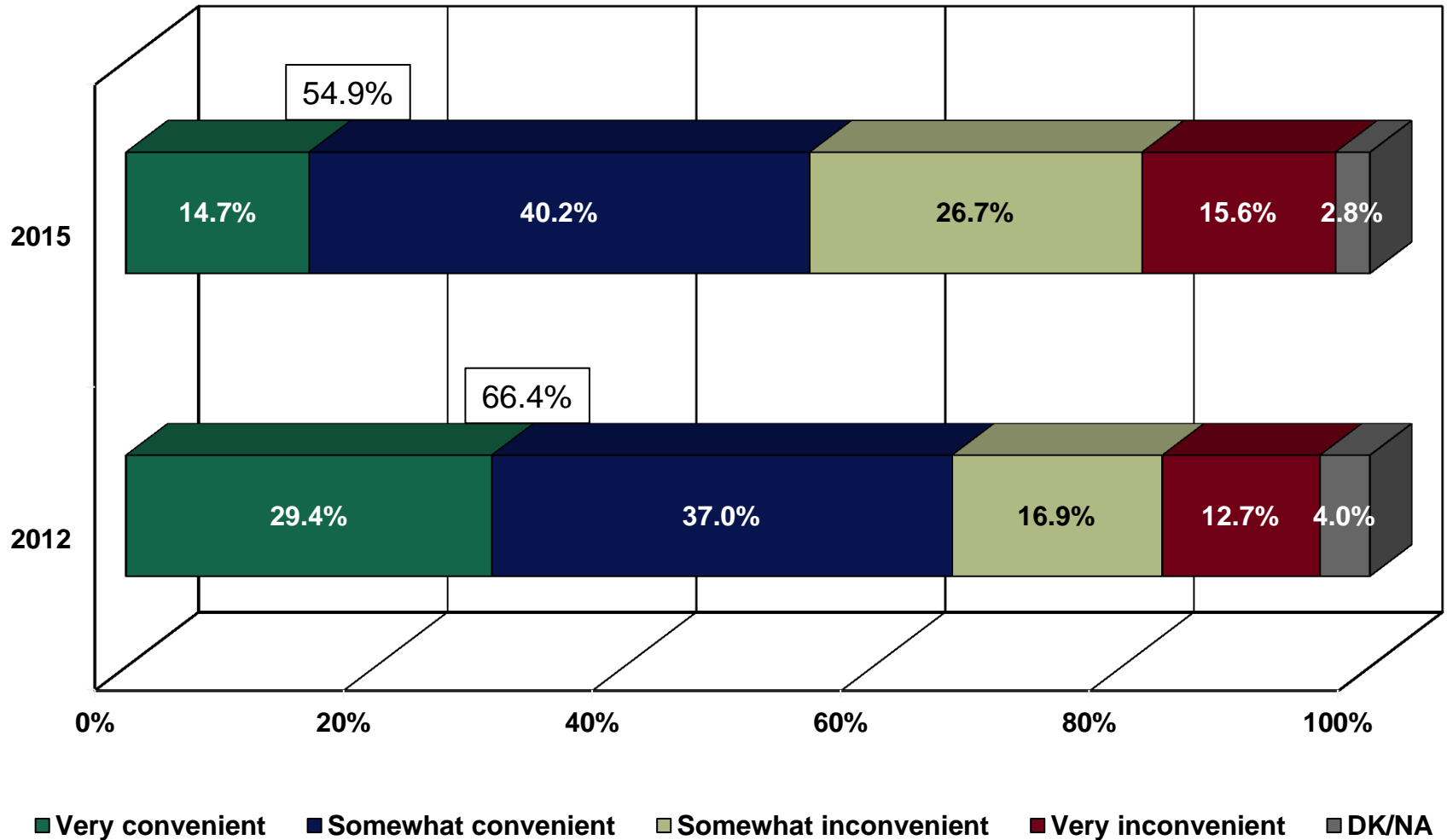
Q4. Importance of a Convenient Connection Between Downtown and Community Center



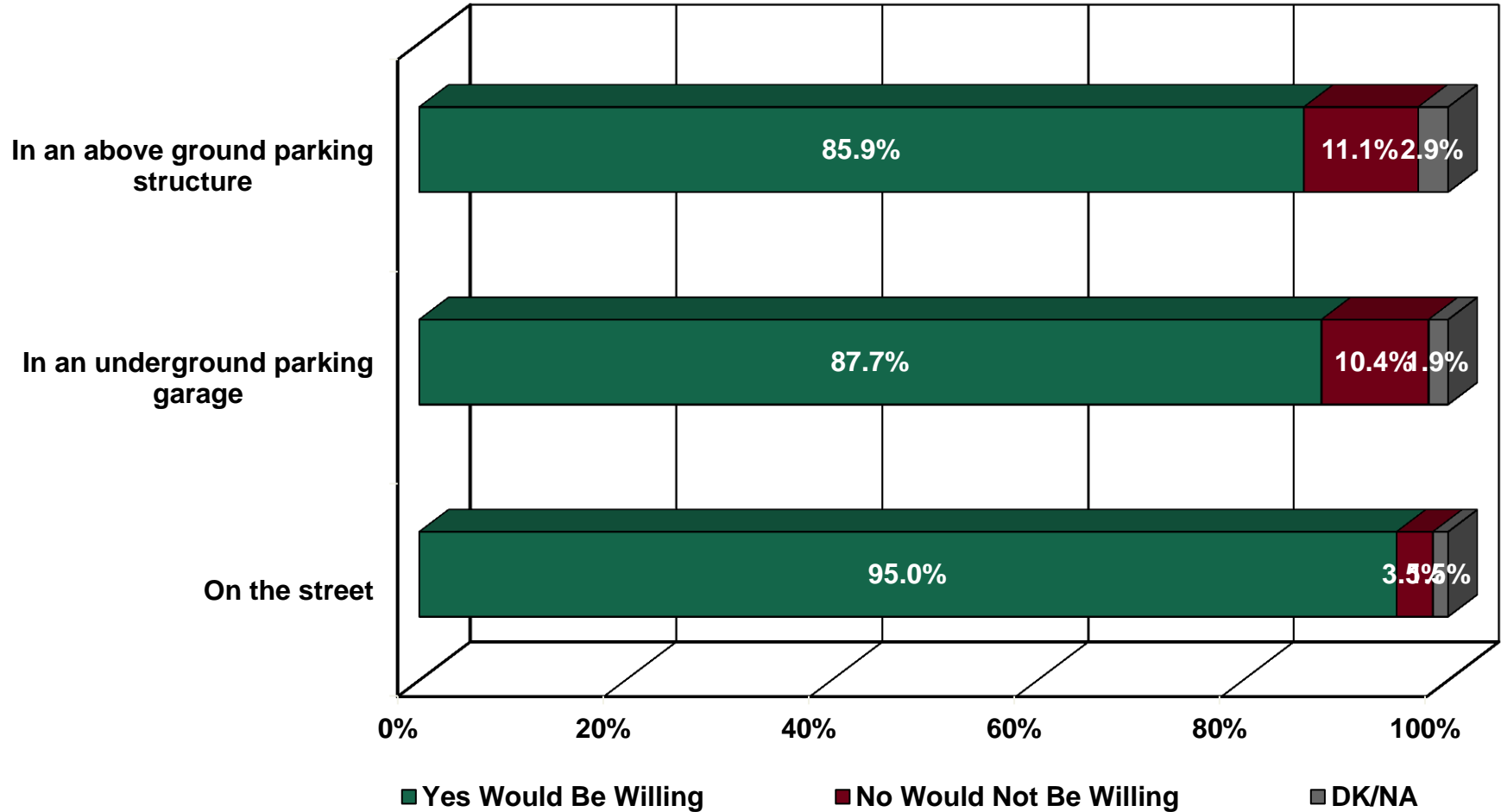
Q5. Preferences for Connection Between Downtown and Community Center (n=299)



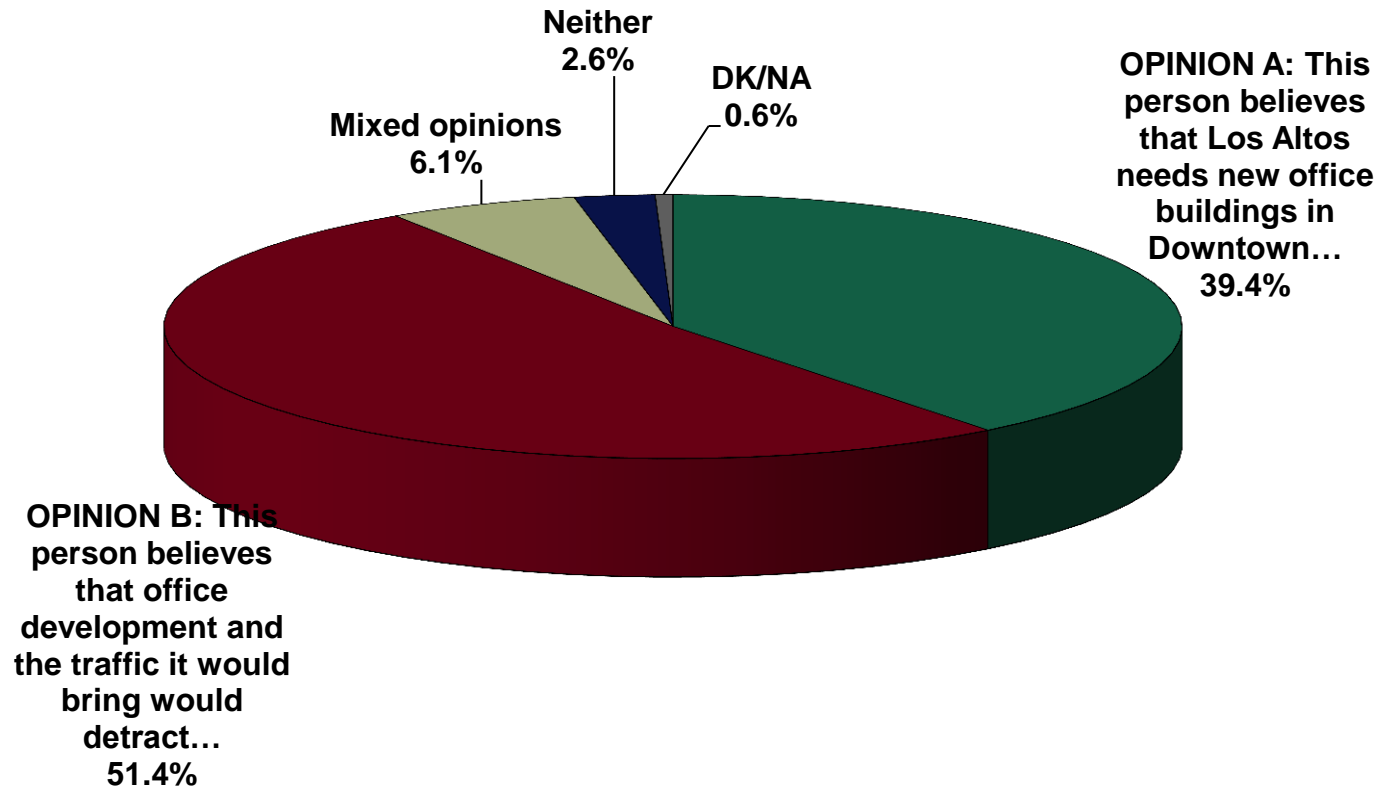
Q6. Convenience of Parking in Downtown



Q7. Parking Location Preferences (n=401)



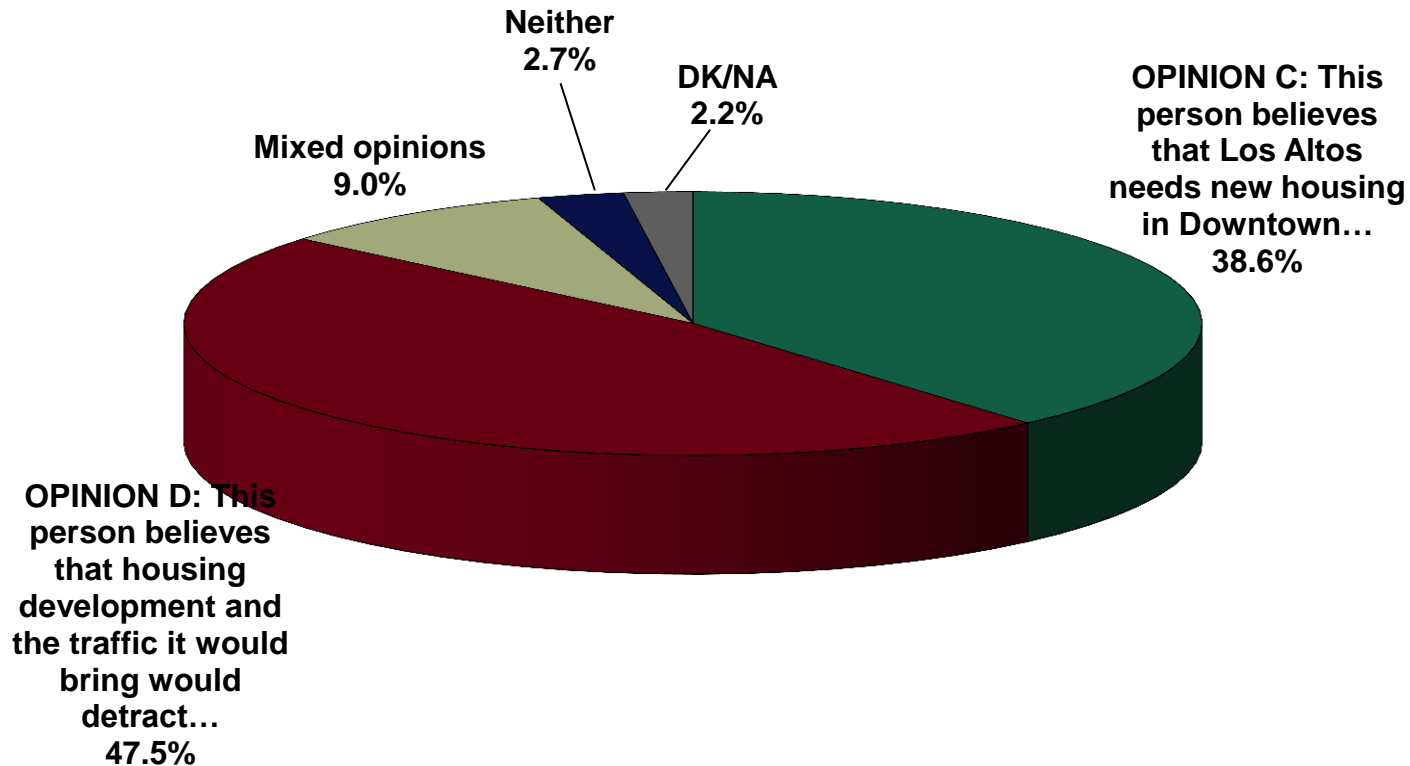
Q8. Comparison of Opinions on Office Development in Downtown Los Altos (n=401)



2012 - Q21. Comparison of Opinions on Office and Housing Development in Downtown Los Altos (Q21; n=413)

- 42.5% - Needs new office buildings and housing in Downtown
- 42.0% - Development and traffic it would bring would detract from small town character
- 9.4% - Mixed opinions
- 3.8% - Neither
- 2.2% - DK/NA

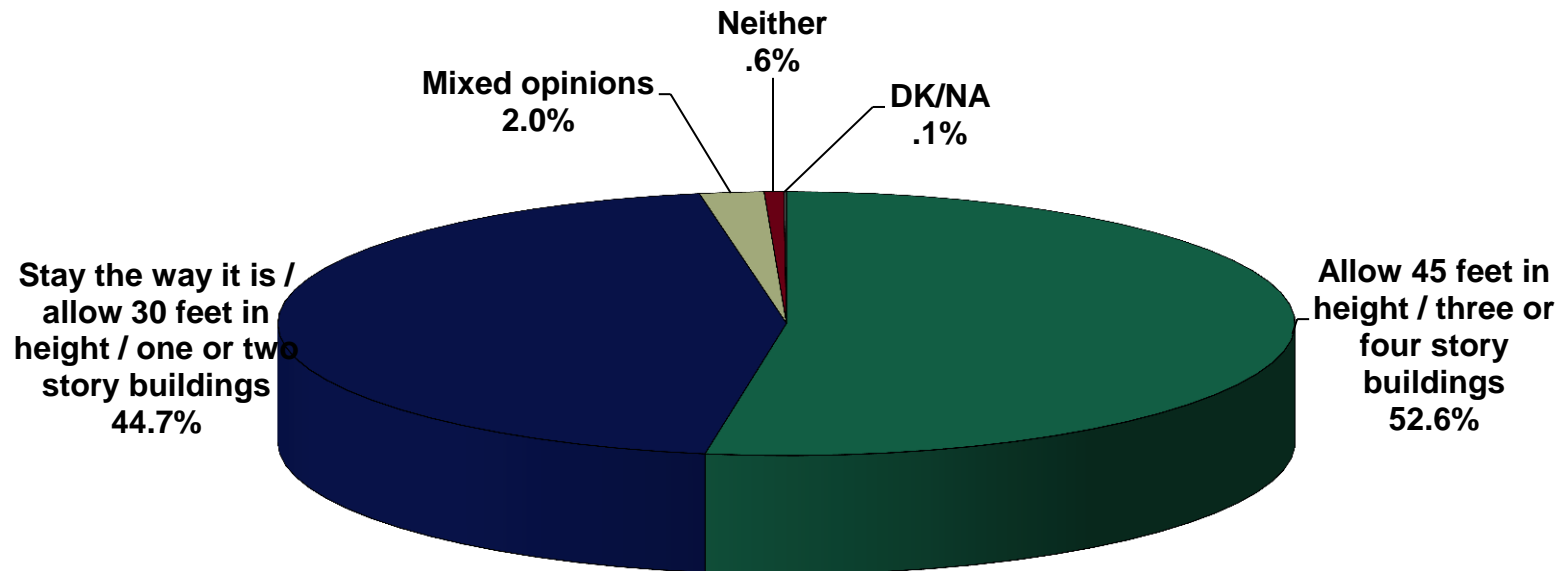
Q9. Comparison of Opinions on Housing Development in Downtown Los Altos (n=401)



2012 - Q21. Comparison of Opinions on Office and Housing Development in Downtown Los Altos (Q21; n=413)

- 42.5% - Needs new office buildings and housing in Downtown
- 42.0% - Development and traffic it would bring would detract from small town character
- 9.4% - Mixed opinions
- 3.8% - Neither
- 2.2% - DK/NA

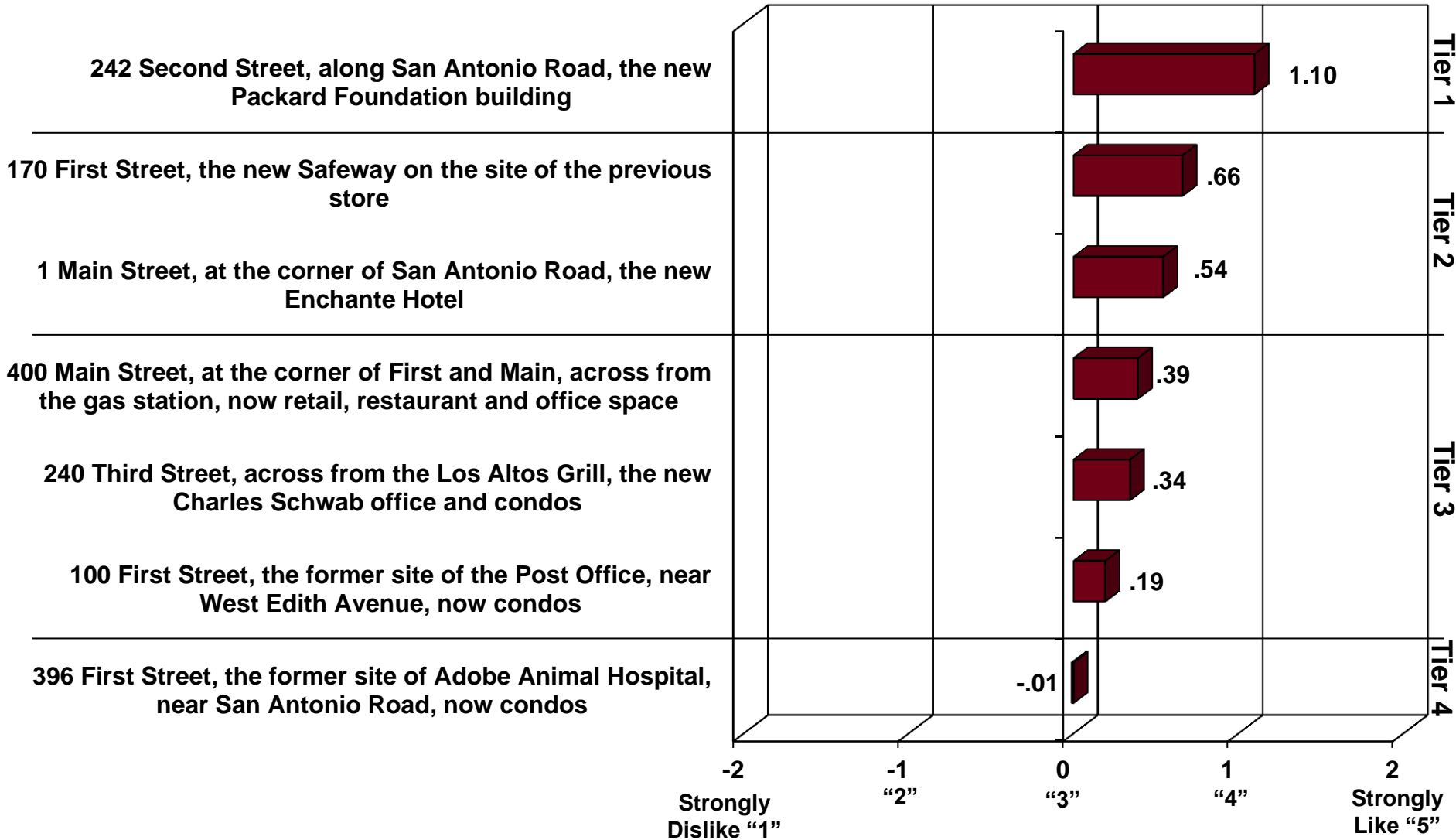
Q10. Opinion on Changing Building Regulations to Allow 3 or More Story Buildings (n=245)



2012 - Q22. Opinion on Changing Building Regulations to Allow Three or More Story Buildings (Q22; n=215; believe need new..., or mixed from Q21)

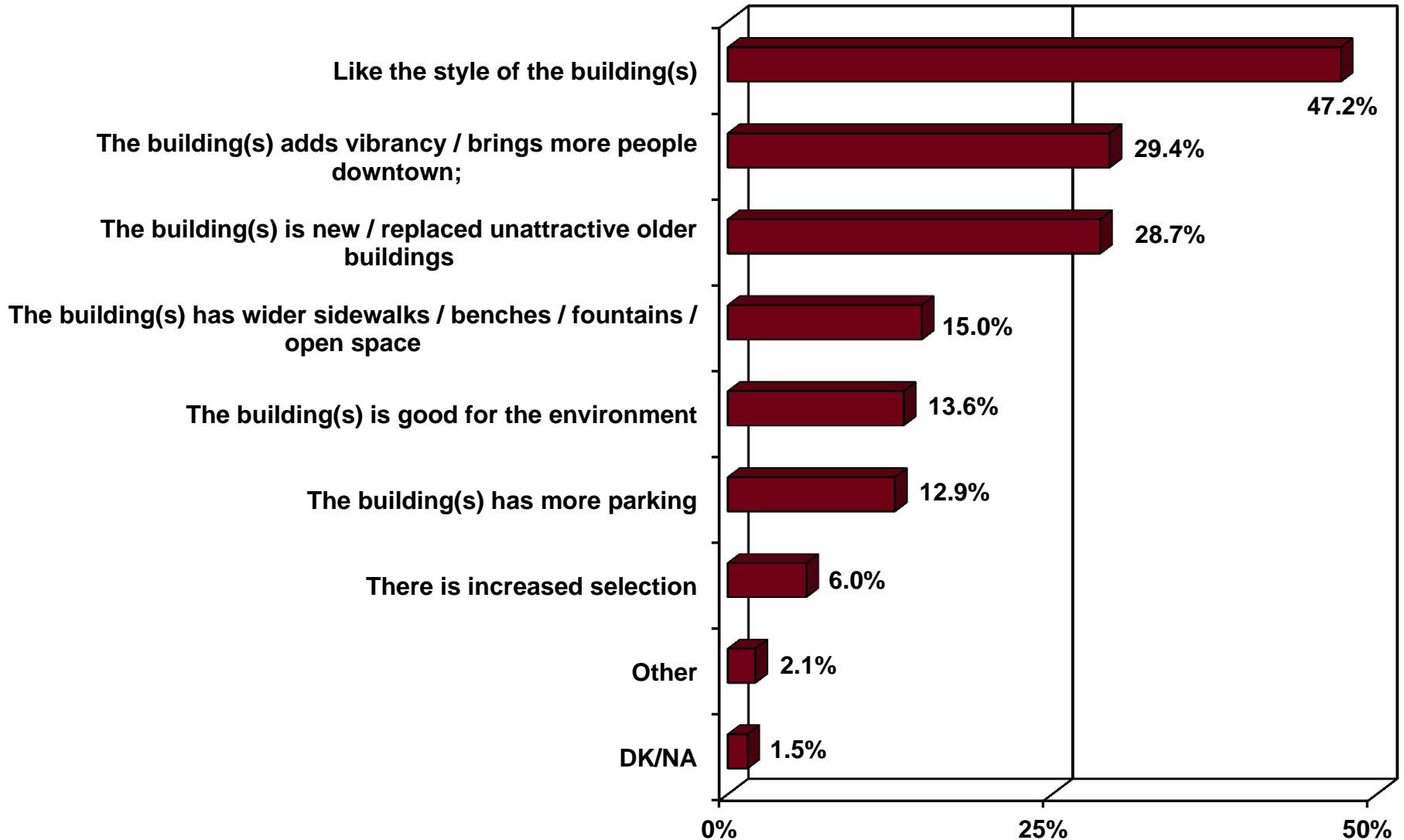
- 41.9% - Allow 3 or more story buildings
- 47.3% - Stay the way it is now
- 7.5% - Mixed opinions
- 1.9% - Neither
- 1.4% - DK/NA

Q11. Perceptions of Individual Developments (n=401)

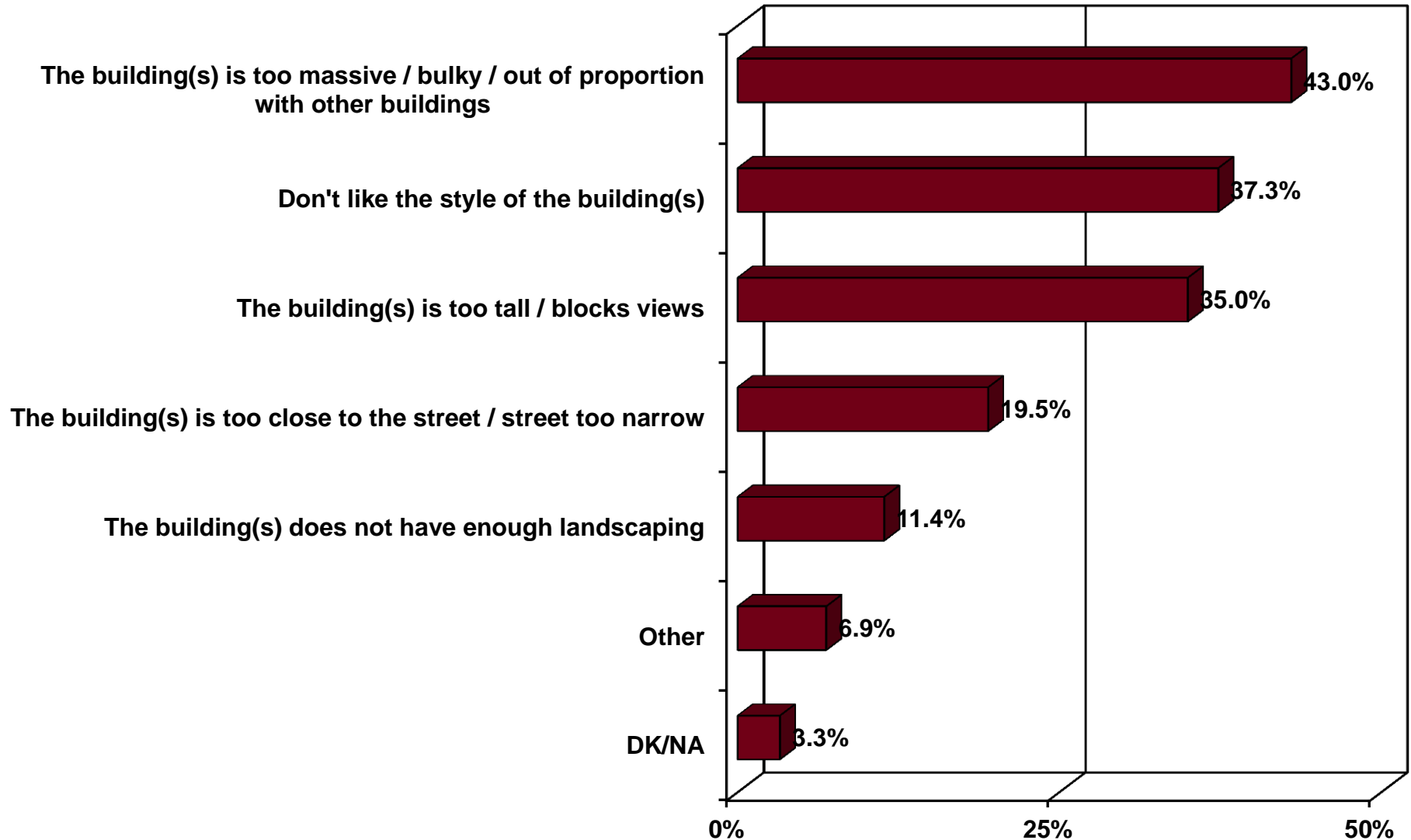


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Strongly Like 5" = +2, "4" = +1, "3" = 0, "2" = -1, and "Strongly Dislike 1" = -2.

Q12. Reasons for Strongly Liking At Least One of the Buildings Discussed (n=269)



Q13. Reasons for Strongly Disliking At Least One of the Buildings Discussed (n=117)



Like/Dislike by Rating of Building

242 Second Street

		11A. 242 Second Street, along San Antonio Road, the new Packard Foundation building									
		1 strongly dislike it		02		03		04		5 strongly like it	
		Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count
12. Why did you indicate you strongly like at least one of the buildings we have been discussing?	Like the style of the building(s)	61.8%	4	0.0%	0	35.2%	8	46.7%	17	53.9%	85
	The building(s) is new / replaced unattractive older buildings	0.0%	0	13.3%	2	20.5%	5	33.1%	12	32.6%	51
	The building(s) has wider sidewalks / benches / fountains / open space	34.7%	2	0.0%	0	18.2%	4	19.0%	7	16.3%	26
	The building(s) has more parking	0.0%	0	56.2%	8	16.8%	4	14.3%	5	8.4%	13
	There is increased selection	22.2%	1	0.0%	0	14.8%	3	1.8%	1	6.3%	10
	The building(s) is good for the environment	0.0%	0	0.0%	0	3.6%	1	9.7%	4	16.8%	26
	The building(s) adds vibrancy / brings more people downtown;	18.1%	1	30.5%	4	12.6%	3	32.3%	12	33.9%	53
	Other	12.5%	1	0.0%	0	3.0%	1	5.6%	2	1.5%	2
	DK/NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	.5%	1
13. Why did you indicate you strongly dislike at least one of the buildings we have been discussing?	Don't like the style of the building(s)	45.2%	4	5.8%	1	38.1%	6	30.4%	7	48.7%	19
	The building(s) is too tall / blocks views	30.3%	3	7.9%	1	46.0%	8	43.5%	10	40.9%	16
	The building(s) is too close to the street / street too narrow	17.0%	2	0.0%	0	13.2%	2	24.1%	6	31.0%	12
	The building(s) is too massive / bulky / out of proportion with other buildings	15.6%	2	77.3%	9	51.4%	9	52.2%	12	37.7%	15
	The building(s) does not have enough landscaping	0.0%	0	24.9%	3	19.4%	3	9.4%	2	13.1%	5
	Other	38.5%	4	0.0%	0	7.0%	1	3.1%	1	4.5%	2
		DK/NA	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%

Like/Dislike by Rating of Building

240 Third Street

		11B. 240 Third Street, across from the Los Altos Grill, the new Charles Schwab office and condos									
		1 I strongly dislike it		02		03		04		5 I strongly like it	
		Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count
12. Why did you indicate you strongly like at least one of the buildings we have been discussing?	Like the style of the building(s)	29.9%	4	61.5%	12	51.4%	34	38.1%	18	36.4%	22
	The building(s) is new / replaced unattractive older buildings	9.7%	1	37.1%	7	33.3%	22	32.0%	15	30.3%	18
	The building(s) has wider sidewalks / benches / fountains / open space	0.0%	0	12.3%	2	23.9%	16	7.9%	4	10.9%	6
	The building(s) has more parking	62.3%	8	12.6%	2	7.3%	5	9.8%	5	3.6%	2
	There is increased selection	0.0%	0	4.2%	1	5.4%	4	5.7%	3	6.6%	4
	The building(s) is good for the environment	0.0%	0	44.2%	8	22.0%	15	6.0%	3	5.3%	3
	The building(s) adds vibrancy / brings more people downtown;	5.5%	1	46.3%	9	19.5%	13	38.3%	18	35.9%	21
	Other	0.0%	0	3.8%	1	2.2%	1	1.5%	1	1.3%	1
DK/NA	0.0%	0	0.0%	0	0.0%	0	5.5%	3	1.2%	1	
13. Why did you indicate you strongly dislike at least one of the buildings we have been discussing?	Don't like the style of the building(s)	32.3%	8	41.8%	7	39.0%	14	41.4%	6	35.7%	3
	The building(s) is too tall / blocks views	28.0%	7	33.4%	5	40.5%	14	19.5%	3	54.8%	5
	The building(s) is too close to the street / street too narrow	13.0%	3	14.6%	2	22.6%	8	20.4%	3	23.4%	2
	The building(s) is too massive / bulky / out of proportion with other buildings	52.4%	13	36.9%	6	47.1%	16	41.8%	6	41.5%	4
	The building(s) does not have enough landscaping	4.1%	1	22.0%	3	14.1%	5	16.1%	2	0.0%	0
	Other	6.9%	2	9.3%	1	3.4%	1	11.2%	2	0.0%	0
	DK/NA	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0

Like/Dislike by Rating of Building

396 First Street

		11C. 396 First Street, the former site of Adobe Animal Hospital, near San Antonio Road, now condos									
		1 I strongly dislike it		02		03		04		5 I strongly like it	
		Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count
12. Why did you indicate you strongly like at least one of the buildings we have been discussing?	Like the style of the building(s)	49.4%	15	39.7%	10	61.7%	47	33.9%	16	33.3%	16
	The building(s) is new / replaced unattractive older buildings	14.7%	4	23.9%	6	34.5%	26	34.3%	16	24.9%	12
	The building(s) has wider sidewalks / benches / fountains / open space	18.1%	5	28.3%	7	22.1%	17	7.8%	4	8.1%	4
	The building(s) has more parking	37.1%	11	12.9%	3	10.4%	8	9.3%	4	3.9%	2
	There is increased selection	0.0%	0	7.8%	2	4.7%	4	9.7%	5	9.5%	4
	The building(s) is good for the environment	11.0%	3	28.2%	7	12.7%	10	8.7%	4	11.5%	5
	The building(s) adds vibrancy / brings more people downtown;	14.8%	5	18.8%	5	20.9%	16	43.2%	20	60.4%	29
	Other	4.8%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
DK/NA	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.5%	1	
13. Why did you indicate you strongly dislike at least one of the buildings we have been discussing?	Don't like the style of the building(s)	38.1%	20	28.7%	5	34.1%	7	60.3%	3	27.1%	2
	The building(s) is too tall / blocks views	33.4%	18	61.3%	10	44.5%	9	0.0%	0	18.0%	1
	The building(s) is too close to the street / street too narrow	22.8%	12	19.9%	3	20.4%	4	18.3%	1	9.0%	1
	The building(s) is too massive / bulky / out of proportion with other buildings	56.3%	30	26.7%	5	35.9%	7	53.3%	2	47.5%	4
	The building(s) does not have enough landscaping	7.9%	4	18.3%	3	13.2%	3	0.0%	0	24.2%	2
	Other	7.5%	4	4.3%	1	0.0%	0	24.3%	1	3.0%	0
	DK/NA	1.3%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0

Like/Dislike by Rating of Building

170 First Street

		11D. 170 First Street, the new Safeway on the site of the previous store									
		1 I strongly dislike it		02		03		04		5 I strongly like it	
		Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count
12. Why did you indicate you strongly like at least one of the buildings we have been discussing?	Like the style of the building(s)	70.0%	13	75.4%	11	46.6%	19	56.4%	29	37.8%	53
	The building(s) is new / replaced unattractive older buildings	12.8%	2	40.6%	6	30.6%	13	34.4%	18	27.4%	38
	The building(s) has wider sidewalks / benches / fountains / open space	23.6%	4	31.5%	5	12.2%	5	21.9%	11	10.5%	15
	The building(s) has more parking	8.1%	2	9.4%	1	24.7%	10	5.9%	3	13.2%	18
	There is increased selection	0.0%	0	0.0%	0	1.6%	1	4.6%	2	9.4%	13
	The building(s) is good for the environment	23.1%	4	37.5%	6	9.9%	4	12.2%	6	11.5%	16
	The building(s) adds vibrancy / brings more people downtown;	37.6%	7	6.2%	1	10.7%	4	22.4%	12	39.4%	55
	Other	0.0%	0	15.4%	2	0.0%	0	0.0%	0	2.4%	3
DK/NA	0.0%	0	0.0%	0	3.5%	1	0.0%	0	1.3%	2	
13. Why did you indicate you strongly dislike at least one of the buildings we have been discussing?	Don't like the style of the building(s)	39.7%	14	33.5%	8	25.6%	7	27.1%	3	58.3%	11
	The building(s) is too tall / blocks views	35.6%	12	35.1%	8	35.4%	10	34.8%	3	38.2%	7
	The building(s) is too close to the street / street too narrow	18.8%	7	26.3%	6	13.1%	4	15.6%	1	26.5%	5
	The building(s) is too massive / bulky / out of proportion with other buildings	43.9%	15	43.0%	10	44.8%	13	71.7%	7	26.9%	5
	The building(s) does not have enough landscaping	14.9%	5	21.5%	5	2.8%	1	12.4%	1	6.8%	1
	Other	6.4%	2	9.3%	2	5.6%	2	0.0%	0	7.4%	1
	DK/NA	2.3%	1	10.6%	2	0.0%	0	0.0%	0	3.4%	1

Like/Dislike by Rating of Building

100 First Street

		11E. 100 First Street, the former site of the Post Office, near West Edith Avenue, now condos									
		1 I strongly dislike it		02		03		04		5 I strongly like it	
		Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count
12. Why did you indicate you strongly like at least one of the buildings we have been discussing?	Like the style of the building(s)	68.2%	14	41.1%	12	47.8%	31	37.9%	27	46.9%	27
	The building(s) is new / replaced unattractive older buildings	21.9%	4	22.3%	6	36.4%	23	33.8%	24	25.8%	15
	The building(s) has wider sidewalks / benches / fountains / open space	19.6%	4	9.8%	3	12.3%	8	20.7%	15	14.7%	8
	The building(s) has more parking	13.0%	3	40.8%	12	13.6%	9	5.0%	3	4.4%	2
	There is increased selection	6.4%	1	5.1%	1	3.4%	2	7.6%	5	9.1%	5
	The building(s) is good for the environment	22.4%	5	18.2%	5	16.7%	11	5.7%	4	12.1%	7
	The building(s) adds vibrancy / brings more people downtown;	14.1%	3	7.3%	2	26.7%	17	27.3%	19	55.2%	31
	Other	0.0%	0	5.2%	2	2.3%	1	3.9%	3	0.0%	0
DK/NA	0.0%	0	0.0%	0	2.3%	1	2.7%	2	0.0%	0	
13. Why did you indicate you strongly dislike at least one of the buildings we have been discussing?	Don't like the style of the building(s)	37.3%	16	22.1%	5	36.9%	9	43.4%	4	55.1%	3
	The building(s) is too tall / blocks views	44.7%	20	20.3%	5	54.1%	14	18.1%	2	0.0%	0
	The building(s) is too close to the street / street too narrow	22.2%	10	14.4%	4	28.1%	7	15.8%	1	12.2%	1
	The building(s) is too massive / bulky / out of proportion with other buildings	34.9%	15	66.4%	16	26.7%	7	52.9%	5	66.4%	4
	The building(s) does not have enough landscaping	11.0%	5	2.7%	1	12.9%	3	47.6%	4	0.0%	0
	Other	7.6%	3	6.4%	2	7.9%	2	2.2%		4.1%	
	DK/NA	7.0%	3	3.2%	1	0.0%	0	0.0%	0	0.0%	0

Like/Dislike by Rating of Building

1 Main Street

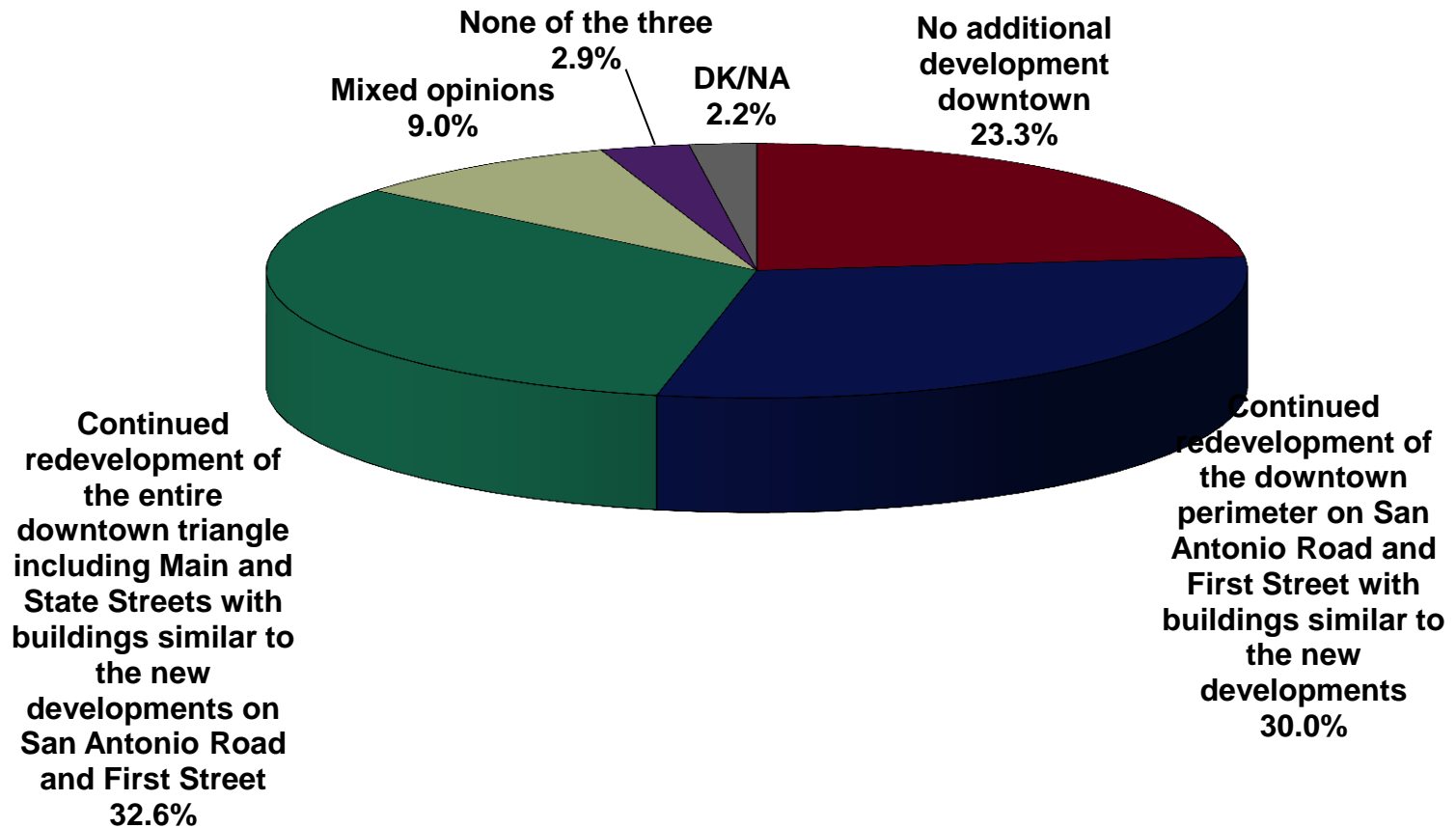
		11F. 1 Main Street, at the corner of San Antonio Road, the new Enchante (On-shawn-TAY) Hotel									
		1 I strongly dislike it		02		03		04		5 I strongly like it	
		Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count
12. Why did you indicate you strongly like at least one of the buildings we have been discussing?	Like the style of the building(s)	56.8%	15	34.7%	6	53.2%	21	36.5%	19	53.4%	63
	The building(s) is new / replaced unattractive older buildings	31.5%	8	26.4%	5	20.1%	8	35.8%	19	22.6%	27
	The building(s) has wider sidewalks / benches / fountains / open space	15.5%	4	21.1%	4	20.1%	8	8.0%	4	16.4%	19
	The building(s) has more parking	13.8%	4	12.5%	2	24.7%	10	6.5%	3	10.4%	12
	There is increased selection	5.5%	1	4.3%	1	1.7%	1	10.0%	5	6.8%	8
	The building(s) is good for the environment	11.9%	3	21.6%	4	19.1%	8	14.7%	8	11.8%	14
	The building(s) adds vibrancy / brings more people downtown;	16.8%	4	47.2%	9	23.2%	9	32.5%	17	30.7%	36
	Other	2.5%	1	0.0%	0	4.0%	2	5.2%	3	.6%	1
DK/NA	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	
13. Why did you indicate you strongly dislike at least one of the buildings we have been discussing?	Don't like the style of the building(s)	43.9%	21	17.3%	2	37.8%	8	17.0%	1	30.4%	7
	The building(s) is too tall / blocks views	44.3%	21	17.6%	2	51.9%	11	31.6%	2	22.5%	5
	The building(s) is too close to the street / street too narrow	19.9%	9	22.9%	3	27.8%	6	17.0%	1	12.9%	3
	The building(s) is too massive / bulky / out of proportion with other buildings	48.0%	22	53.9%	7	21.0%	5	66.5%	4	50.2%	11
	The building(s) does not have enough landscaping	15.1%	7	0.0%	0	15.6%	3	3.6%		11.9%	3
	Other	8.0%	4	5.9%	1	3.4%	1	5.5%		8.0%	2
	DK/NA	1.4%	1	6.4%	1	11.1%	2	0.0%	0	0.0%	0

Like/Dislike by Rating of Building

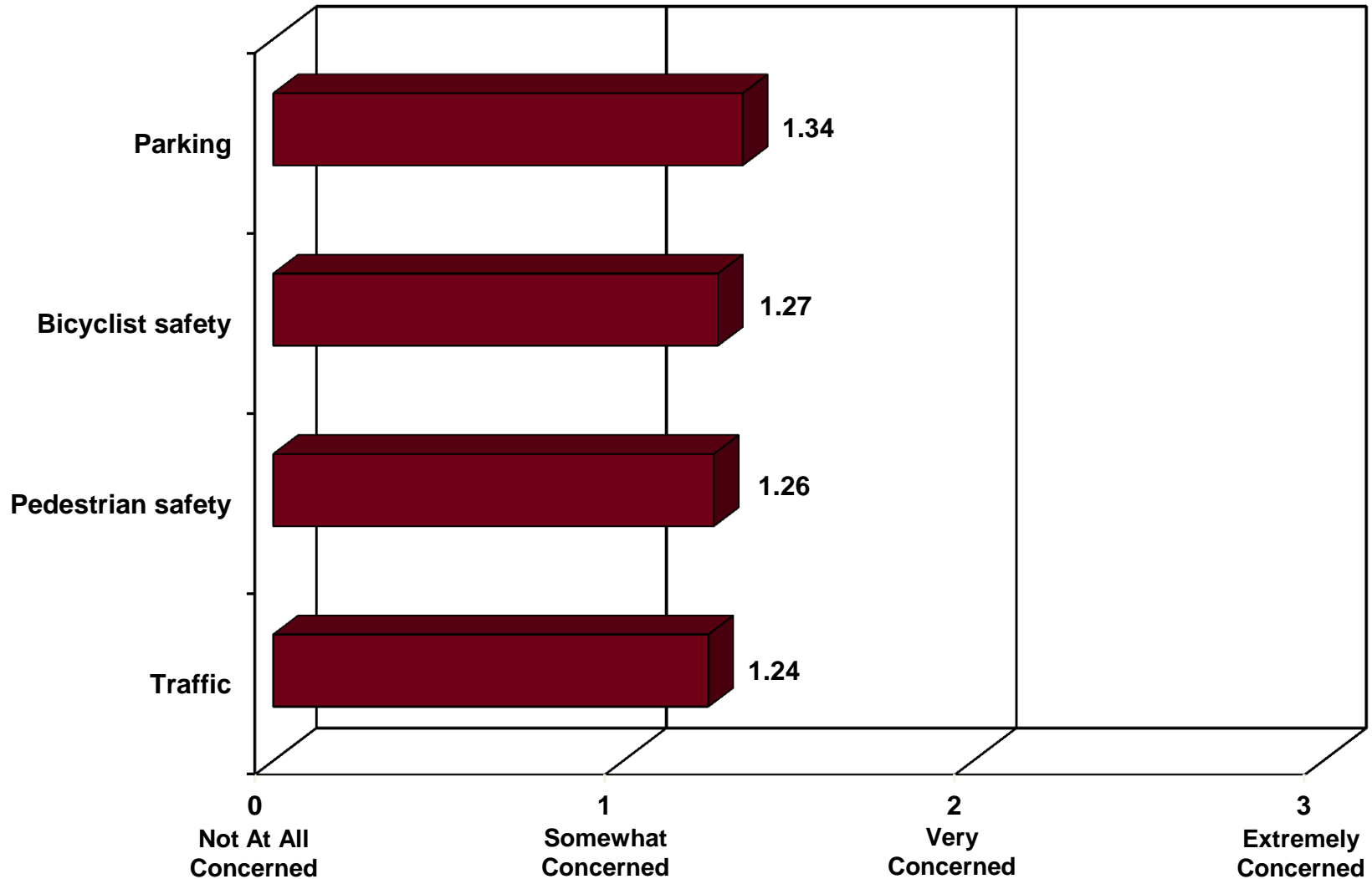
400 Main Street

		11G. 400 Main Street, at the corner of First and Main, across from the gas station, now retail, restaurant and office space									
		1 I strongly dislike it		02		03		04		5 I strongly like it	
		Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count
12. Why did you indicate you strongly like at least one of the buildings we have been discussing?	Like the style of the building(s)	72.5%	11	53.6%	11	51.0%	28	38.0%	31	43.9%	29
	The building(s) is new / replaced unattractive older buildings	13.5%	2	28.8%	6	22.8%	12	28.1%	23	37.2%	25
	The building(s) has wider sidewalks / benches / fountains / open space	13.2%	2	15.9%	3	20.3%	11	19.3%	16	5.8%	4
	The building(s) has more parking	10.2%	2	10.5%	2	8.6%	5	19.1%	15	5.5%	4
	There is increased selection	5.1%	1	3.2%	1	2.7%	1	2.7%	2	9.8%	6
	The building(s) is good for the environment	3.1%		41.1%	9	12.8%	7	10.5%	9	8.1%	5
	The building(s) adds vibrancy / brings more people downtown;	16.3%	3	25.1%	5	30.1%	16	29.6%	24	38.8%	26
	Other	4.3%	1	3.8%	1	2.7%	1	2.5%	2	0.0%	0
DK/NA	0.0%	0	0.0%	0	1.3%	1	0.0%	0	4.0%	3	
13. Why did you indicate you strongly dislike at least one of the buildings we have been discussing?	Don't like the style of the building(s)	53.6%	17	16.8%	4	45.1%	9	23.4%	6	56.8%	5
	The building(s) is too tall / blocks views	40.1%	13	41.7%	10	33.9%	6	29.1%	7	22.5%	2
	The building(s) is too close to the street / street too narrow	24.5%	8	19.8%	5	25.9%	5	11.6%	3	16.4%	2
	The building(s) is too massive / bulky / out of proportion with other buildings	50.0%	16	35.9%	9	33.7%	6	61.1%	15	23.7%	2
	The building(s) does not have enough landscaping	13.7%	4	24.8%	6	7.9%	2	5.5%	1	0.0%	0
	Other	4.7%	2	2.7%	1	8.3%	2	6.9%	2	2.6%	0
	DK/NA	0.0%	0	15.8%	4	0.0%	0	0.0%	0	0.0%	0

Q14. Preferences on Future Downtown Development (n=401)

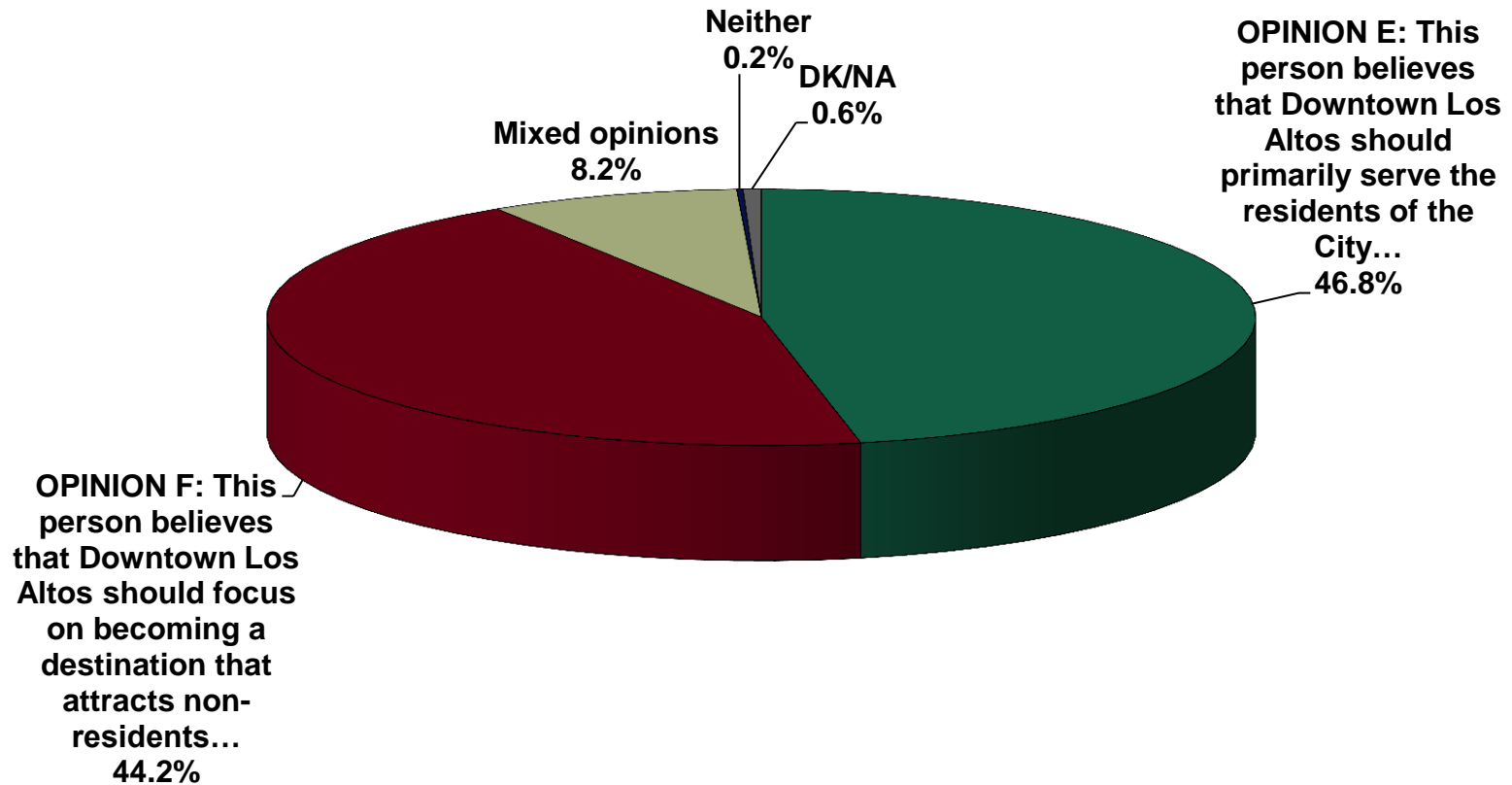


Q15. Areas of Potential Concern in Downtown (n=401)

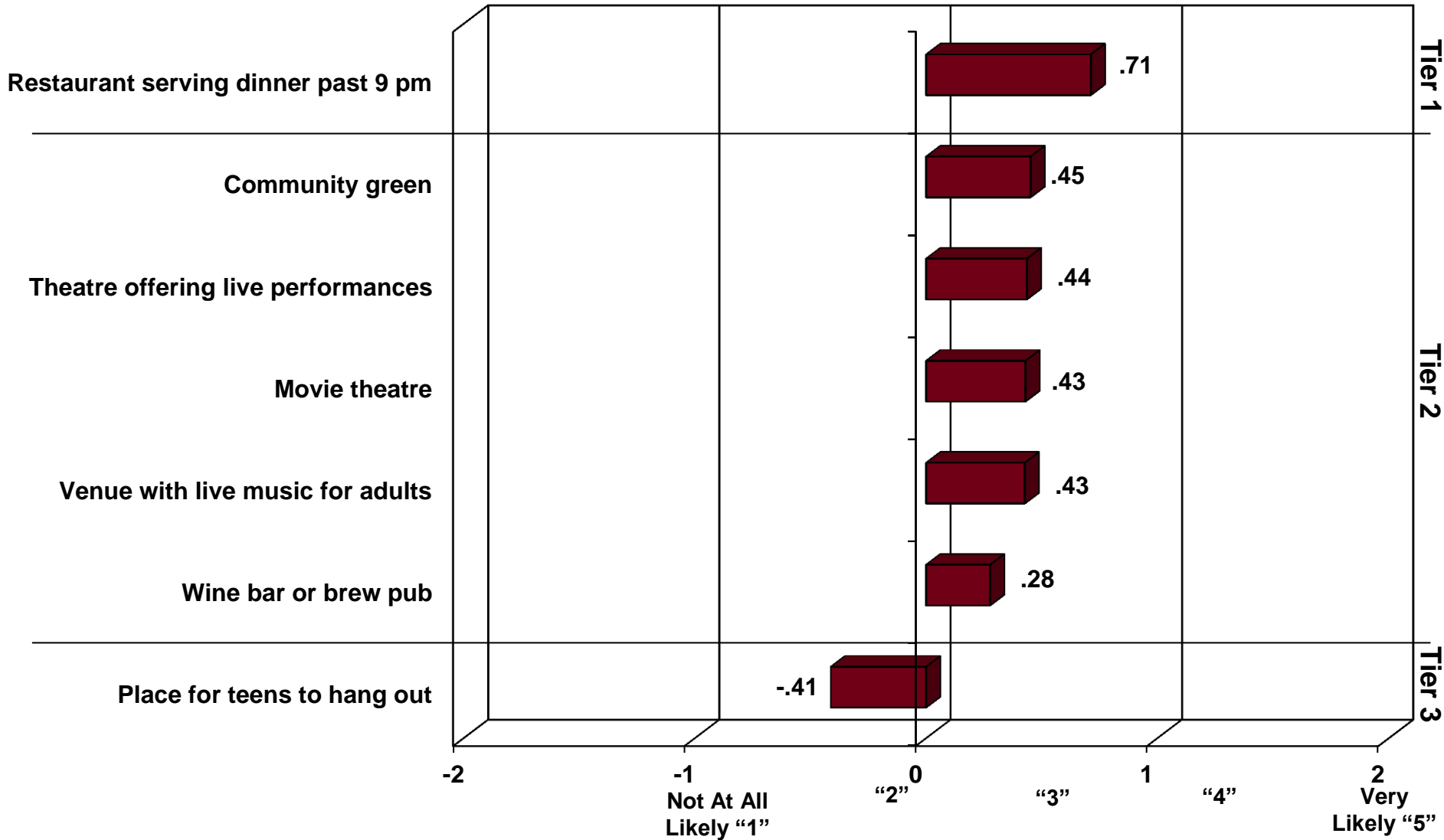


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Concerned" = +3, "Very Concerned" = +2, "Somewhat Concerned" = +1, and "Not At All Concerned" = 0.

Q16. Comparison of Opinions About Focus of Downtown Los Altos (n=401)



Q17. Likelihood of Patronizing Various Types of Business in Downtown Los Altos (n=401)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Likely 5" = +2, "4" = +1, "3" = 0, "2" = -1, and "Not At All Likely 1" = -2.



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