

“A Rose in a Wheatfield
is a Weed”

John E. McNellis
Palo Alto, Ca

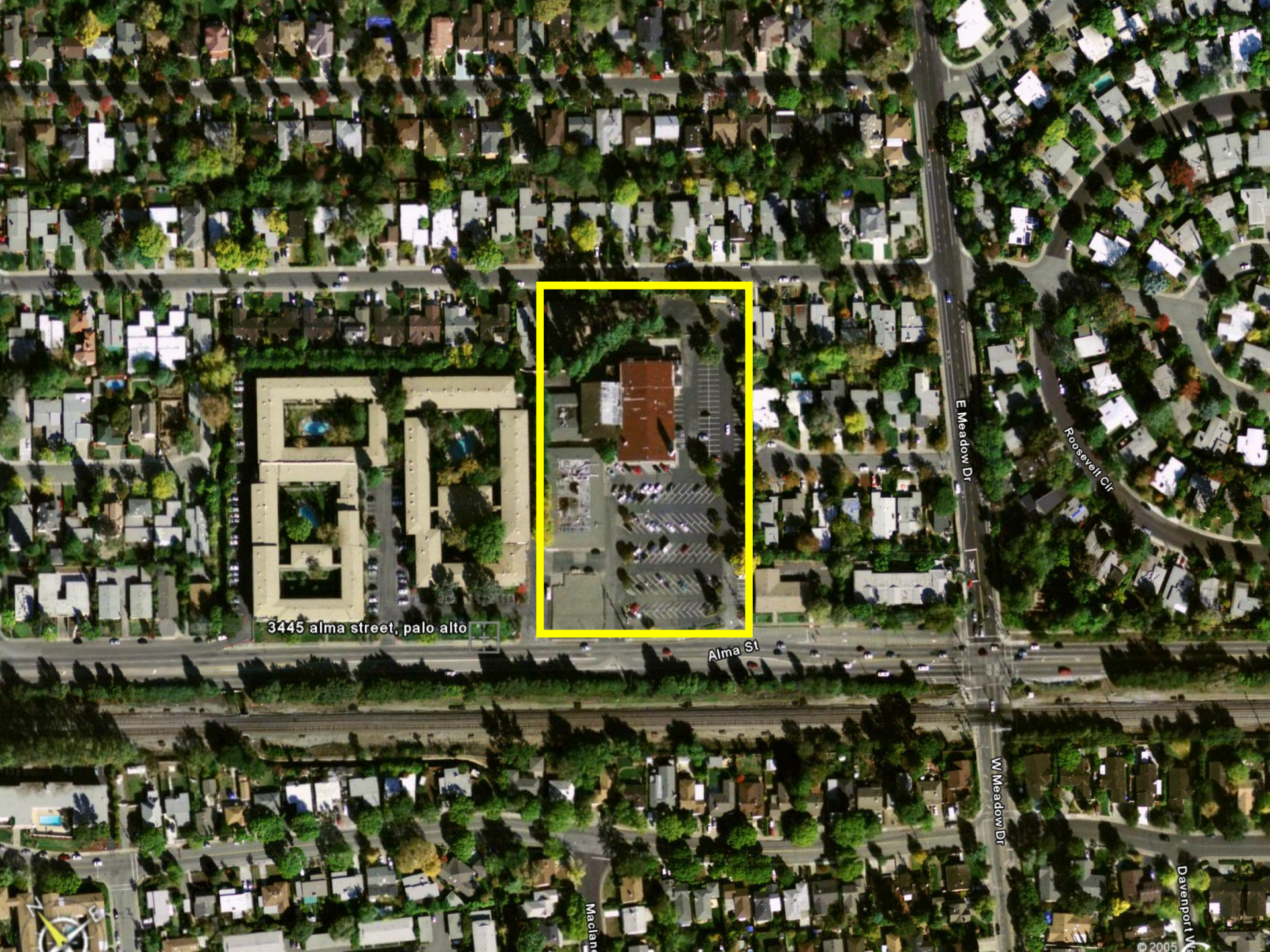
Is retail more than
location, location,
location?

- Yes, yes, yes.

Retail

- Location
- Visibility
- Ease of Access (“Nobody goes there anymore, it’s too crowded”)
- Parking*
- Design

*or pedestrians



3445 alma street, palo alto

Alma St

E Meadow Dr

Roosevelt Cir

W Meadow Dr

Maclean

Davenport W

© 2005

Alma Village

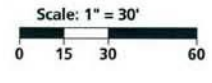
- Broken-down shopping center in Palo Alto.
- City requires a supermarket in a location everyone—except city gadflies—agrees should be purely residential.

Alma Street

Apartments
(3-Story)

Existing Apartments
(3-Story)

A Street



Existing Apartments
(2-Story)

Proposed
Retail
Building

Plaza with Table Seating

Sign 1: Main
Entrance Sign 1310

Play Area

Lawn

Private Yards,
Typ.

Private Yard, Typ.

D Street

C Street

B Street

Existing
Office
(1-Story)

Existing
House
(2-Story)

Emerson
Street

Existing
House
(1-Story)

Existing House
(1-Story)

Ramona Street







A Rose Garden

- Mixed-use flourishes on University Avenue.
- Why? Density, pedestrians and day-time population.
- Restaurants need lunch and dinner.



BORDER
BOOKS-MUSIC-CA

lululemon

athletica

428

2 HOUR
4-5 PM
MON-FRI

432

lululemon



athletica

at Now. Wine Later.
Camp. April 2012



**LAND OF WESTLAKE URBAN
HIGH DENSITY RESIDENTIAL
37-50 DU/ACRE
3.89 ACRES
144-195 DU TOTAL**

LANDS OF SOBRATO
HIGH DENSITY RESIDENTIAL
55-70 DU/ACRE
11.3 ACRES
621-791 DU TOTAL

APTES BLDG.
BLDG. A - 5 STORIES
284 UNITS

CONDO BLDG.
BLDG. C - 5 STORIES
150 UNITS

9.56 AC

APTES BLDG.
BLDG. B - 5 STORIES
249 UNITS

Aerial view of the development with landscaping. The green box indicates the area responsible for the development.

3410

LANDS OF SOBRATO
 HIGH DENSITY RESIDENTIAL
 55-70 DU/ACRE
 10.7 ACRES
 588-749 DU TOTAL


3420

0.61 AC

0.55 AC

0' 80' 160'

SCALE: 1" = 80'



LAWRENCE STATION SANTA CLARA

Common Mistakes

- Structural columns in the middle of retail space.
- Front doors on high traffic, non-pedestrian street with parking in rear.
- Architectural elements that obscure store fronts (e.g. setting retail back 15 feet beneath a heavy arcade) or inhibit signage.
- No “blocking and tackling”: missing vertical shafts for vents, grease traps, delivery areas and garbage.

Lesson

- Bring in a specialist for each proposed use in a project before you commit to it.

Apple Store vs. apple stand

