



Shaping Our Future Together

El Camino Real/Downtown Specific Plan



Help Develop a Lasting Legacy for Our Downtown

Development of the El Camino Real/Downtown Specific Plan is entering a decisive phase for community input. **The third community workshop will be held on September 17th**, during which refined concepts and a preferred alternative—based on input from the previous community meetings—will be presented and discussed. The results of this workshop will set the foundation for the draft version of the Specific Plan.

Because the Specific Plan will guide the direction for downtown and El Camino Real over the next 30 years, you are strongly encouraged to participate in this final workshop. You will be helping decide what the heart and soul of our town will be like for future generations.



September 17th Community Workshop

Join us on September 17th to consider key strategies and features of a preferred alternative for El Camino Real and Downtown Menlo Park:

- What:** Specific Plan Workshop #3
- When:** Sept. 17 – 7:00 p.m. (preview at 6:30 p.m.)
- Where:** 700B Santa Cruz Ave. (enter from rear parking plaza, behind Ace Hardware)

You will have a chance to weigh in on proposed public improvements, including expanded public spaces, wider sidewalks on Santa Cruz Avenue, and enhanced crossings of El Camino Real. You will also have an opportunity to consider a preferred direction for the use, size, and character of private development, with its associated traffic and fiscal implications and potential public benefits. This is your chance to make your voice heard and transform our community's exciting vision into an enduring reality.

A Plan Taking Shape

The community workshops are at the heart of the Specific Plan process. At the first two Specific Plan workshops—on April 16 and June 18—community members engaged in a number of interactive planning exercises to move beyond the broader goals of last year's visioning process and develop more specific alternatives for new buildings, uses, and public amenities.

At the first workshop, approximately 100 participants rotated through facilitated display

stations, submitting nearly a thousand individual comments on key issues such as connectivity and traffic, public space, and community vibrancy and character. This input helped planners shape the concept plans that were considered at the second workshop.

Approximately 150 people attended the second workshop, during which participants broke into groups to review alternative plan elements and approaches. These included land use mixes, vehicular/pedestrian/bicycle circulation, building heights/massing, and parking and public space options, which were shown via thematic maps, diagrams, 3D modeling scenarios, and photomontages.

Together, the results of the first two Specific Plan workshops have helped the project team refine key strategies and features of the preferred alternative plan that will be reviewed at the third community workshop on September 17.





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Next Steps

Once community input from the final workshop has been evaluated, the project team will work to produce a Draft Specific Plan, with recommendations for land use, building character, and public improvements. At the same time, the team will also conduct a thorough fiscal impact analysis and Draft Environmental Impact

Report, which will be presented for full public review and comment. Ultimately, a Final Specific Plan will be produced that will include specific recommendations for zoning and General Plan amendments, subject to Planning Commission review and recommendation, and then City Council review and action in 2010.

A Little History ...

The Specific Plan effort was preceded by a community visioning process in 2008. The resulting Vision Plan was the product of extensive public input collected during workshops, surveys, walking tours, and other outreach activities. While the purpose of the Vision Plan was to identify a broad conceptual vision for the future of El Camino Real and Downtown Menlo Park, the focus of the Specific Plan is to confirm and refine the Vision Plan's objectives; understand the benefits, costs and tradeoffs of potential improvements; and formulate specific policies, guidelines, and strategies for implementing public and private improvements in the project area.



In preparation for the third Community Workshop, the project's Oversight and Outreach Committee, the Planning Commission, and the City Council all held working sessions after Community Workshop #2 to review input received to date and discuss the upcoming workshop's approach and format:

- *Oversight/Outreach Committee: July 30*
- *Planning Commission: Aug. 24*
- *City Council: Aug. 25*

For more information about the Specific Plan—including past workshop presentations, materials, and summary notes—or to sign up for project e-mails, please visit www.menlopark.org/specificplan or contact Thomas Rogers at:

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