



OFFICE OF THE CITY MANAGER

Council Meeting Date: May 13, 2014
Staff Report #: 14-087

Agenda Item #: F-2

REGULAR BUSINESS:

Approve a Modification to the Fiscal Year 2013-14 Budget to Appropriate \$30,000 from the Capital Improvement Program Fund Balance for the Santa Cruz Avenue Enhanced On-Street Seating Pilot Program as well as the Design for the Santa Cruz Avenue Enhanced On-Street Seating Pilot Program

RECOMMENDATION

Staff recommends that the City Council approve:

1. A modification to the Fiscal Year 2013-14 Budget to appropriate \$30,000 from the Capital Improvement Program Fund Balance for the Santa Cruz Avenue Enhanced On-Street Seating Pilot
2. The design for the Santa Cruz Avenue Enhanced On-Street Seating Pilot Program

BACKGROUND

During the 2014 City Council Goal Setting meeting, the City Council discussed enhancing opportunities for outdoor seating as a valuable tool for increasing vibrancy on Santa Cruz Avenue and supporting local merchants. Mayor Mueller suggested that staff consider this type of outdoor seating enhancement following a personal visit to Carlsbad, CA. Staff researched examples in other cities as well for developing the recommended plan. Mountain View's Outdoor Café Program has provided valuable insights for developing the proposed pilot program.

On March 25th, Mayor Mueller and Vice Mayor Carlton hosted a meeting at City Hall with a number of downtown Merchants who were interested in discussing opportunities for improving downtown. The discussion included additional public events, capital improvement projects and enhanced outdoor seating opportunities. The Merchants were supportive of the concept of an outdoor seating pilot program and liked the Mountain View model as well.

On April 21st, Mayor Mueller and City Staff hosted the first Quarterly Small Business Roundtable. Vice Mayor Carlton as well as Council Members Keith and Ohtaki also welcomed over 35 representatives from small businesses in Menlo Park. Menlo Park

Chamber of Commerce President/CEO Fran Dehn was in attendance as well and is supportive of the concept. Ms. Dehn regularly works directly with the City to develop strategies for enhancing the retail experience. A number of downtown business representatives attended and also shared their support for the concept of the downtown seating enhancement program.

ANALYSIS

Currently, \$80,000 has been budgeted in the FY 14-15 Capital Improvement Program (CIP) Budget for enhancing outdoor seating. This CIP Budget item was established as a result of the stated goals of the El Camino Real/Downtown Specific Plan. Specifically, (1) enhancing pedestrian amenities along Santa Cruz Avenue and (2) expanding shopping, dining and neighborhoods services. We are seeking \$30,000 from that future appropriation to accelerate the project.

The Specific Plan allows for public improvement pilot programs as “the basis for the review and consideration of a permanent installation.” This pilot program will provide the City with the opportunity to assess the level of public interest in similar permanent improvements on Santa Cruz Ave., while also supporting the City Council’s goal of providing escalated public space enhancements.

As staff considered potential locations for this pilot program, it became clear that the logical choice was parking area in front of the Left Bank Brasseries. Left Bank has obtained the proper outdoor seating permit and has established a track record of compliance with the conditions of their permit. The pilot program will have a *de minimis* effect on parking. As attachment A illustrates it will require the removal of only one 1-hour space, one 15-minute space and some motorcycle parking that is rarely used. The intersection of Santa Cruz and Doyle is controlled with stop signs reducing the speed of vehicular traffic and providing an additional margin of safety for the public.

If approved by the City Council, City Staff will formalize an agreement with The Left Bank Brasseries to provide the planters that will be used to section off the seating area, soil and trees if deemed desirable. The Left Bank Brasseries has agreed to provide tables and chairs for the area as well as install and maintain landscaping consistent with their existing landscaping in the planters. Staff has also made it clear that the planters and any landscaping in them belong to the City and may be removed at the end of the pilot program for use in other locations.

Staff will report back to the City Council with an assessment of the pilot program and recommendations for further permanent seating enhancements.

IMPACT ON CITY RESOURCES

There is no expected net fiscal impact to the Capital Improvement Program Fund as a result of this action. There is an equivalent amount of funding in the Downtown Streetscape Improvement Project (Specific Plan) slated for next fiscal year. These

funds will not be necessary if this appropriation is approved and can be administratively returned to fund balance during the year end closing process.

The appropriation of \$30,000 will allow for the scope of work necessary to complete the pilot program. The planters will be delivered and setup by the company that the City is purchasing them from. Staff will likely amend an existing contract with one of our landscaping contractors for installation of the soil and trees.

POLICY ISSUES

The pilot program has been developed in line with the goals and policies of the El Camino Real/Downtown Specific Plan as well as the City Council's goals for enhancing vibrancy Downtown and expediting public improvements.

ENVIRONMENTAL REVIEW

Council approval of this project includes a finding that it is categorically exempt under Class 4 (Section 153014 "Minor Alterations to Land") of the current CEQA Guidelines.

PUBLIC NOTICE

Public Notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting.

ATTACHMENTS

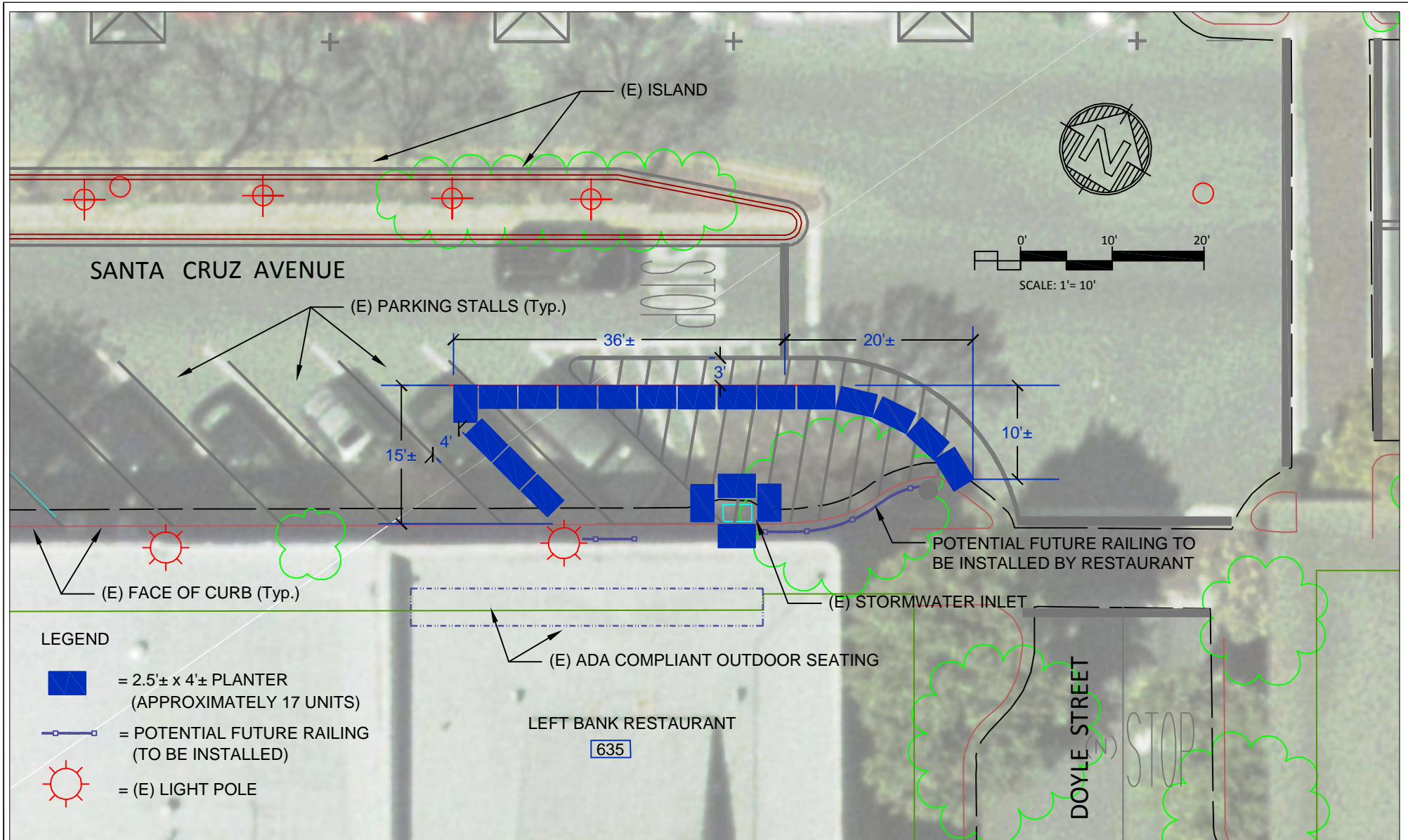
- A. Santa Cruz Avenue Enhanced On-Street Seating Pilot Program Design
- B. Example Railing Detail
- C. Example Planter Detail

Report prepared by:




Jim Cogan

Economic Development Manager

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LEGEND

-  = 2.5'± x 4'± PLANTER (APPROXIMATELY 17 UNITS)
-  = POTENTIAL FUTURE RAILING (TO BE INSTALLED)
-  = (E) LIGHT POLE

DATE: 08-08-14	APPROVED:
SCALE: AS SHOWN	
DRAWN BY: RAD	
DESIGNED BY: LBANK	
CHECKED BY: RAD	
SURVEYED BY:	
	FERNANDO G. BRAVO, P.E., ENGINEERING SERVICES MANAGER
	CITY OF MENLO PARK
	04366 R.C.E. #
	DATE

NO.	BY	DATE	REVISIONS

 **CITY OF MENLO PARK**
ENGINEERING DIVISION
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 PHONE (650) 330-8740 FAX (650) 327-6497

PILOT ON-STREET SEATING PLAN (PLANTERS)
LEFT BANK RESTAURANT
635 SANTA CRUZ AVENUE

SHEET	1
OF	1 SHEETS
PROJ. NAME	LBANK

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EXAMPLE RAILING DETAIL



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EXAMPLE PLANTER DETAIL



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