H.1 LAND USE CLASSIFICATIONS

Purpose

Use classifications describe one or more uses of land having similar characteristics, but do not list every use or activity that may appropriately be within the classification. The Specific Plan regulations rely on these defined use classifications and specify in separate schedules the land uses permitted without any discretionary review or public hearing, those uses subject to specific standards or limitations, and those uses requiring approval of an Administrative Permit or Use Permit.
Classification of Uses

A. Uncertainty of Uses. When there is uncertainty, the Community Development Director ("Director") shall determine whether a specific use should be considered within one or more use classifications or not within any classification in this chapter. The Director may determine that a specific use is not within a classification if its characteristics are substantially incompatible with those typical of uses named within the classification. Decisions by the Director may be appealed to the Planning Commission.

B. Accessory or Primary Use. The Director shall determine whether a use is a primary or accessory use of a building or space. For purposes of this determination, an accessory use is a use that is incidental and accessory to the principal permitted or conditionally permitted use on a site and customarily provided or accepted with the use. Decisions by the Director may be appealed to the Planning Commission. The Director shall use the following criteria in making his/her determination:

1. The description of the use or uses in relationship to the characteristics of each use category.
2. The relative amount of site or floor space and equipment devoted to the activity.
3. The relative amounts of sales from each use.
4. The relative number of employees in each use.
5. Building and site arrangement.
6. How the use advertises itself.
7. Whether the use would be likely found independent of the other use on the site.

C. Separate Classification of Each Establishment. Where a single lot contains activities that resemble two or more different activity types, each of the principal activities conducted on a single lot by each individual establishment, management, or institution shall be classified and regulated separately.

Commercial Use Classifications

A. Adult Business Establishments. Establishments whose primary business is the offering of materials, products, and/or services that have sexual arousal, sexual gratification, and/or sexual stimulation and which are not customarily open to the general public because they exclude minors by virtue of their age. This classification includes adult arcades, adult bookstores, adult cabarets, adult hotel/motel, adult motion picture theaters, adult theaters, modeling studios, adult merchandise stores, and sexual encounter centers. It does not include any establishment offering professional services conducted, operated, or supervised by medical practitioners, physical therapists, nurses, chiropractors, psychologist, social workers, marriage and family counselors, osteopaths, and persons holding unrevoked licenses or certificates under applicable California State law or accreditation from recognized programs when performing functions pursuant to the respective license or certificate.

B. Animal Sales and Services.

1. Animal Boarding. Provision of shelter and care for small animals on a commercial basis. This classification includes activities such as feeding, exercising, grooming, and incidental medical care.

2. Animal Clinics and Hospitals. Medical care for small animals on a commercial basis, including grooming and boarding of animals for no more than 30 days if incidental to the hospital use and limited to animals receiving medical care.

3. Animal Retail Sales and Service. Retail of animal products and small animals. Ancillary provision of bathing and trimming services is permitted, provided such services take place within an entirely enclosed building.

C. Automobile/Vehicle Sales and Services.

1. Automobile/Vehicle Sales and Leasing. Sales or leasing of new or used automobiles, motorcycles, trucks, and/or lawn and garden-type tractors, including storage and incidental maintenance. Sales of used vehicles may represent a portion of the business, but do not represent the majority of the inventory.
2. Gas Stations and Light Vehicle Service. Establishments engaged in the retail sale of gas or diesel fuel, lubricants, parts, and accessories, including gasoline service stations; gas convenience marts; quick-service oil, tune-up, brake and muffler shops; and tire sales and installation, where repairs are made or service provided in enclosed bays and vehicles are not typically stored overnight. This classification excludes establishments providing engine repair, body and fender work, vehicle painting, towing, or repair of heavy trucks or construction vehicles.

D. Banks and Other Financial Institutions. Financial institutions providing retail banking services. This classification includes only those institutions engaged in the on-site circulation of money, including credit unions.

E. Business Services. Establishments that primarily provide goods and services to other businesses on a fee or contract basis, including printing and copying, blueprint services, advertising and mailing, office equipment rental and leasing, office security, photo finishing, and model building.

F. Commercial Recreation. Provision of participant or spectator recreation to the general public, excluding public park and recreation facilities.
   1. Small-scale. This classification includes small, generally indoor facilities, such as poolrooms and amusement arcades, although some facilities may be outdoor, including: dance halls, gymnasiums, handball, badminton, racquetball, or tennis club facilities less than 20,000 square feet. This classification may include restaurants, snack bars, and other incidental food and beverage services to patrons.
   2. Cinemas. Facilities for showing films and motion pictures.

G. Eating and Drinking Establishments. Businesses primarily engaged in serving prepared food and/or beverages for consumption on or off the premises.

1. Restaurants, Full/Limited Service. Restaurants providing food and beverage services to patrons who order and are served while seated and pay after eating, with possible takeout service provided, as well as establishments where food and beverages are prepared and may be consumed on the premises, taken out, or delivered, but where no table service is provided and patrons pay before eating. Includes restaurants that sell ready-to-eat prepared foods and beverages for immediate consumption on- or off-premises that are packaged and served in or on disposable wrappers, containers, or plates. This classification includes full service restaurants, cafeterias, delis, coffee shops, and snack bars but excludes take-out only establishments. Alcohol service, outside seating, and live entertainment are not permitted except by administrative permit or use permit as allowed in the Land Uses table.

2. Restaurants, Take-Out Only. Establishments where food and beverages are prepared and may be taken out or delivered, but may not be consumed on the premises. No seating is provided on the premises.

3. Bars and Lounges. Businesses serving beverages for consumption on the premises as a primary use and including on-sale service of alcohol including beer, wine, and mixed drinks.

H. Funeral and Interment Service. Establishment primarily engaged in services involving the care, preparation or disposition of human dead other than in a cemetery. Typical uses include crematory, columbarium, mausoleum, or mortuary.

I. Hotels and Motels. Establishments offering lodging to transient patrons. These establishments may provide additional services, such as conference and meeting rooms, restaurants, bars, spas, or recreation facilities available to guests or to the general public. This classification includes motor lodges, motels, hostels, extended-stay hotels, and tourist courts, but does not include rooming hotels, boarding houses, or residential hotels designed or intended to be used for sleeping for a period of 30 consecutive days or longer.
J. **Offices, Business and Professional.** Offices of firms or organizations providing professional, executive, management, or administrative services, such as accounting, advertising, architectural, computer software design, engineering, graphic design, insurance, interior design, investment, and legal offices. This classification excludes hospitals, banks, and savings and loan associations.

K. **Offices, Medical and Dental.** Offices for a physician, dentist, or chiropractor, including medical/dental laboratories incidental to the medical office use. This classification excludes medical marijuana dispensing facilities, as defined in the California Health and Safety Code.

L. **Personal Improvement Services.** Provision of instructional services or related facilities, including photography, fine arts, crafts, dance, or music studios; driving schools; and diet centers, reducing salons, spas, and single-purpose fitness studios, such as yoga studios or aerobics studios. This classification is intended for more small-scale storefront locations and is distinguishable from small-scale commercial recreation uses that tend to occupy larger sites and generate more noise.

M. **Personal Services.**
   1. **General.** Provision of recurrently non-medical services of a personal nature. This classification includes barber and beauty shops, clothing rental, seamstresses, tailors, dry cleaning agents (excluding large-scale bulk cleaning plants), shoe repair shops, and self-service laundries.
   2. **Restricted.** Personal services that may have a blighting or deteriorating effect on the surrounding area and may need to be dispersed and subject to standards to minimize impacts. This classification includes check-cashing services; palm reading; therapeutic massage services; and tattooing, piercing, or similar services.

N. **Retail Sales.** The retail sale and rental of merchandise not specifically listed under another use classification.
   1. **General.** This classification includes drug stores, pharmacies, department stores, clothing stores, furniture stores, pet supply shops, hardware stores, video rental stores, and businesses retailing the following goods: toys, hobby materials, handcrafted items, jewelry, cameras, photographic supplies and services (including portraiture and retail photo processing), medical supplies and equipment, electronic equipment, records, sporting goods, kitchen utensils, hardware, appliances, antiques, art supplies and services, paint and wallpaper, carpeting and floor covering, office supplies, bicycles, and new automotive parts and accessories (excluding vehicle service and installation). Retail sales may be combined with other services such as office machine, computer, electronics, and similar small-item repairs.

2. **Convenience Market.** Retail establishments that sell a limited line of groceries, prepackaged food items, tobacco, magazines, and other household goods. This classification does not include delicatessens or specialty food shops.

3. **Food and Beverage Sales.** Retail sales of food and beverages for off-site preparation and consumption. Typical uses include markets, groceries, retail bakeries and specialty food stores.

4. **Liquor Sales.** Licensed retail sales of packaged alcoholic beverages, including wine, ale and beer, for off-premises consumption.

5. **Restricted.** Restricted retail sales establishments include the following:
   a. Firearms Sales. Retail or wholesale of firearms, cannons, guns, pistols, revolvers, rifles, airguns, BB guns or pellet guns or any instruments that throws or projects bullets or missions of any kind to any distance by means of elastic force, air or any explosive substance; ammunition or any projectiles that can be projected or propelled; and related merchandise.
   b. Tobacco Sales. Retail sales in which 20 percent or more of the floor area or display area is devoted to tobacco-related products, or which 75 percent or more of gross sales receipts are derived from the sale or exchange of tobacco-related products.
   c. Drug Paraphernalia. Retail sales in which 20 percent or more of the floor or display area is devoted to drug paraphernalia.
Public, Semipublic, and Service Use Classifications

A. **Clubs and Lodges.** Meeting, recreational, or social facilities of a private or nonprofit organization primarily for use by members or guests, including residential accommodations that are available to members or guests on a temporary basis for periods of less than 30 consecutive days, but excluding residential hotels. This classification includes union halls and social clubs.

B. **Community Social Service Facilities.** Any noncommercial facility, such as homeless shelters, emergency shelters and facilities providing social services such as job referral, housing placement and which may also provide meals, showers, and/or laundry facilities, typically for less than 30 days. Specialized programs and services related to the needs of the residents may also be provided. This classification excludes transitional housing facilities that provide living accommodations for a longer term.

C. **Cultural Institutions.** Public or non-profit institutions engaged primarily in the display or preservation of objects of interest in the arts or sciences that are open to the public on a regular basis. This classification includes performing arts centers; libraries; museums; historical sites; aquariums; art galleries; and zoos and botanical gardens.

D. **Day Care Center.** Establishments providing non-medical care for one or more persons on a less than 24-hour basis. This classification includes nursery schools, preschools, and day-care centers for children or adults and any other day-care facility licensed or certified by the State of California, excluding small or large family day-care.

E. **Parking Facilities, Public.** The exclusive or primary use of a parcel for parking in either an open paved area or structure used for parking motor vehicles, owned by a public agency or under contract to a public agency.

F. **Public Safety Facilities.** Facilities for public safety and emergency services, including a facility that provides police and fire protection and other emergency medical services.

G. **Religious Facilities.** A facility used primarily for religious services, including churches, mosques, synagogues, temples, and similar religious facilities. This classification excludes private schools, as defined in this Code, other educational facilities, administrative facilities and offices, community centers, and other uses when not incidental to a facility used primarily for religious services.
H.2 URBAN DESIGN GLOSSARY

A

ARCADE
A length of sidewalk with enclosed building mass above which is supported by a series of arches on columns or piers.

ARCHITECTURAL PROJECTION
A projecting or protruding element attached to a building, such as a canopy, awning, signage and exterior light shelf.

ARTICULATION
See ‘Building Articulation.’

B

BALCONY
An open, habitable portion of an upper floor that extends beyond or is recessed within a building’s exterior wall, which is not supported from below by vertical columns or piers but is instead supported by either a cantilever or brackets or the building mass below.

BAY WINDOW
A window or group of windows that project(s) from a building wall.

BICYCLE LANE (CLASS II)
One-way striped lane on a street or expressway dedicated for bicycles.

BICYCLE PATH (CLASS I)
Right-of-way completely separated from any street or highway that is dedicated for bicyclers.

BICYCLE ROUTE (CLASS III)
Route shared with pedestrians and motor vehicle traffic that is also available to bicyclers and is marked only with signs.

BIOFILTRATION PLANTER
A landscape element designed to capture runoff from streets and pavement areas to permit water quality treatment by infiltration through soil media.

BIOFILTRATION UNIT
A landscape element with a concrete structure and openings that are designed to capture runoff from streets and pavement areas to permit water quality treatment by infiltration through an engineered medium or filter.

BLANK (BUILDING) WALL:
A side of a building lacking any windows or architectural features.

BLOCK
An area, typically rectangular in shape, bounded by public rights-of-way (i.e., streets and/or open space).

BLOCK OPENING/BREAK
A break in the street wall that allows for a visual and/or physical connection to the interior of the block.

BRISE SOLEIL
A usually horizontal projection extending from a building façade to shield glass from the sun. Brises soleils may or may not include louvers to provide passive solar heating in the winter months.

BUFFER
Open space, landscaped area, fence, wall, planting and/or building that screens one use or property from another, usually to block noise, lights or other nuisances.
BUILD-TO LINE
The line to which a building façade is built up to, establishing a vertical plane at that line.

BUILDING ARTICULATION
The manner in which portions of a building form are expressed (materials, color, texture, pattern, modulation, etc.) and come together to define the structure. Such expression gives emphasis to architectural elements (windows, balconies, porches, entries, parapets, etc.) that create a complementary pattern or rhythm, dividing larger buildings into smaller identifiable pieces.

BUILDING BASE
The lower portion of a building located immediately above grade.

BUILDING BREAK
Visual break in the building plane that provides for additional street edge modulation, variety and visual interest and helps avoid long, continuous façades along streets. Building breaks extend through the entire height and depth of the building and act to separate buildings and create open spaces. Building breaks can also take the form of deep recesses that create a perception of distinct building mass and volume.

BUILDING FRONTAGE
A vertical side of a building that faces the primary street or open space.

BUILDING HEIGHT
The height of the building measured from the average natural grade to the highest roof, with exceptions for rooftop mechanical equipment that are screened from view and integrated into the design of the building.

BUILDING MATERIALS
All materials visible from the exterior of a development, including materials used for walls, roofs, windows, doors and architectural or decorative features applied to the building façade.

BUILDING PROFILE
An outline or frame within which a building may be built. It is often used to indicate building height and where (i.e. at what height and angle) a building must employ upper-story setbacks.

BUILDING PROJECTION
A projecting or protruding element of a building, integrated into the building design and often used by building inhabitants, such as balconies, bay windows, dormer windows and parapets.

BULK LIMIT
Massing controls for building floors above a specific height to mitigate impact of taller structures. Horizontal and diagonal maximum dimensions of floor are typically used as control criteria.

COMMON OUTDOOR OPEN SPACE
Usable outdoor space commonly accessible to all residents and users of the building for the purpose of passive or active recreation.

CORNICE
A projecting horizontal decorative molding along the top of a wall or building.

COURT YARD
An enclosed or semi-enclosed open space, with both planted and paved areas, which is privately owned and to which there may or may not be public access.

CURB CUT
A location where there is a break in the street curb, such as where a driveway intersects the curb. The sloping driveway apron “cuts” the curb.

CURB RADIUS
A curved edge of street paving at an intersection used to describe the sharpness of a corner.
DENSITY

The number of dwelling units to lot size, expressed in acres.

DESIGN REVIEW

Formal review of a proposed project through the established process relevant to the size and nature of the proposed project.

DROUGHT-TOLERANT PLANTS

Plants, many of them native, with the ability to survive with little or no irrigation other than available rainfall.

DWELLING UNIT

A room or group of rooms—including sleeping, eating, cooking, and sanitation facilities—that constitutes an independent housekeeping unit, occupied or intended for occupancy by one household on a long-term basis (i.e., for more than 30 days).

FLOOR AREA RATIO (FAR)

The ratio of gross floor area of all buildings and structures to lot area, expressed in square feet. The FAR, along with dwelling units per acre, define the permitted development intensity allowed on a parcel.

FRONTAGE ZONE

The area of a public sidewalk located between the pedestrian thru zone and adjacent building or property line, assuming the sidewalk dimension allows for it. Depending on the location of the building, a frontage zone may accommodate outdoor seating and planting.

FURNISHINGS ZONE

The area of a public sidewalk, located between the pedestrian thru-zone and the adjacent street, that accommodates public amenities such as street trees, street lamps and benches.

GATEWAY

A principal or ceremonial point of entrance into a district or neighborhood. Gateways may be distinguished through distinctive landscape treatment or public art.

IMAGEABLE

The ability to represent, reflect or symbolize for the benefit of public perception. Places are imageable through such devices as street character, architectural style, public art, landmarks, planting, materials and setting.

IMPERMEABLE

Not able to be infiltrated by water.

FAÇADE

Any vertical, exterior face or wall of a building that is adjacent to or fronts on a street, mid-block walkway, park or plaza. Such walls are often distinguished from other faces by architectural details.

FAÇADE HEIGHT / FAÇADE VERTICAL HEIGHT

The height of the façade beyond which upper stories of a building step back from the main building plane.

FAÇADE MODULATION

See “Modulation.”

FLEX SPACE

A space, such as a parking lot or open space, that is designed to be flexible to allow for temporary events.
MASS AND SCALE
The visual perception of the organization of the gross floor area of the structure compared to adjoining development.

MASSING
The overall exterior shape of a building or structure (i.e., three dimensional bulk of a structure: height, width, and depth); the proportion aspect of the physical elements of the form.

MIXED-USE DEVELOPMENT
Developments in which two or more land uses are included.

MODULATION
A stepping back or projecting forward of sections of a structure’s façade, within specified intervals of building width and depth, as a means of breaking up a structure’s apparent bulk. Building modulation is typically expressed through horizontal and/or vertical proportions.

OPEN SPACE
The portion of the building site that is open, unobstructed and unoccupied, and otherwise preserved from development, and used for public or private use, including plazas, parks, walkways, landscaping, patios and balconies. It is inclusive of Common Outdoor Open Space, Private Open Space and Public Open Space as defined in this glossary. It is typically located at ground level, though it includes open space atop a podium, if provided, and upper story balconies. Open space is also land that is essentially unimproved and devoted to the conservation of natural resources.

ORIENTATION
The means by which one discerns one’s location within a particular area, typically through landmarks and/or other features of the environment.

PARK
A natural, semi-natural or landscaped area constructed for public use.

PASEO
A public place or path designed for walking; a promenade.

PAVEMENT
A hard surface of brick, stone, concrete, asphalt, or special paver laid to facilitate pedestrian, bicycle, or vehicular passage.

PEDESTRIAN THRU-ZONE
The area of a public sidewalk located between the frontage zone and furnishings zone that allows for clear pedestrian access, free of obstructions.

PEDESTRIAN-ORIENTED
Designed such that the location of and access to buildings, the types of uses permitted on the street level and the storefront design and sidewalk design afford a safe, inviting, and comfortable environment to walk.

PERMEABLE OR PERVIOUS
Having pores or openings that permit water and/or air to pass through, typically associated with ground cover and paving materials. The use of pervious materials allows water to filter into the ground, which helps to filter pollutants and reduce erosion and flooding, and can aid in stormwater management.

PLAZA
A designated open space bounded by streets and/or buildings and including paved areas.

PODIUM
The base of a structure.

PODIUM PARKING
A building base used for above grade parking.
POPOS
Privately Owned Public Open Spaces (POPOS) are privately-owned publicly-accessible open spaces that complement and effectively extend the public realm (e.g. public sidewalks and open spaces).

PRIMARY ACCESS
The main entry point of a building.

PRIVATE OPEN SPACE
An area connected or immediately adjacent to a dwelling unit. The space can be a balcony, porch, ground or above grade patio or roof deck used exclusively by the occupants of the dwelling unit and their guests.

PROJECTION
A part of the building façade that extends outward beyond the primary façade plane.

PROPERTY LINE
The boundary that legally and geometrically demarcates a parcel or lot.

PUBLIC ART
Permanent or temporary physical works of art visible to the general public, whether part of a building or free-standing; can include sculpture, lighting effects, street furniture, paving, railings and signs.

PUBLIC OPEN SPACE
The open space, both green space and paved civic space, to which there is public access on a constant or regular basis, or for designated daily periods.

PUBLIC REALM
The parts of a city (whether publicly or privately owned) that are available, without charge, for everyone to use or see, including streets, squares and parks. Well-designed public realm spaces encourage and enable human interaction.

R

RIGHT-OF-WAY
A strip of land, including the space above and below the surface, that is platted, dedicated, condemned, established by prescription or otherwise legally established for the use by certain transportation and public use facilities, such as roadways, railroads, and utility lines.

RECESS
An indentation or small hollow, measured from the primary façade plane.

S

SCALE
The spatial relationship among structures along a street or block front, in particular the perceived height, bulk and proportions of a building relative to that of neighboring buildings and to the human form. Also refers to the quality of building that exhibits through its structural or architectural components the human functions.

SCREEN OR SCREENING
Partial or full enclosure of a space or area by solid materials, compatible with the materials and architectural design of the project, in order to block views of the area from nearby development or public rights-of-way.

SECONDARY ACCESS
Entry points of a building which are not the Primary Access.

SETBACK
The required or actual horizontal distance between the property line and the nearest front, side or rear wall of a building.

SHARED PARKING
A system wherein parking areas are shared by multiple users, where each user has peak parking demands at different times within a 24 hour period, thereby allowing some parking spaces to be shared.
SIDEWALK
The paved section of the public realm dedicated to pedestrian activity.

STEPBACK (UPPER-FLOOR SETBACK)
See ‘Upper-Floor Setback (Stepback).’

STORY
A habitable level within a building, excluding an attic or raised basement.

STORMWATER
Water that accumulates during precipitation events.

STREET EDGE
Refers to the ground/lower floors of buildings with a minimum setback, which line and frame the street.

STREETSCAPE
The design and environment of streets, roadways and public sidewalks and the interface between streets and adjoining parks, plazas and public and private development.

STREET WALL
The building façade along a property line adjacent to a public street. Typically refers to building façades with a minimum setback, which line and frame the street and define the public realm.

STRUCTURED PARKING
All constructed or erected parking facilities that serve a primary associated use and/or the general public.

SUSTAINABLE DEVELOPMENT
A development that is sensitive to its building site and surroundings, minimizes its consumption of resources and waste, and can be maintained over time with minimal impact on the environment—balancing near-term interests with the protection of the interests of future generations.

TRAFFIC VOLUME
The total number of vehicles measured within a given period of time.

TRANSPARENCY
Possessing the quality of transmitting light, typically referring to clear, ground-level, non-reflective windows. In storefronts, transparency refers to windows that are characterized by allowing visibility of a store’s goods or services.

UPPER-FLOOR SETBACK (STEPBACK)
The portion of the building or structure, above the primary façade height, stepped back a minimum distance from the exterior face of such building or structure, usually facing a street.

URBAN DESIGN FRAMEWORK
A set of assumptions, concepts, values and practices that constitute and structure a way of viewing and designing an urban environment, within which public and private improvements can take place.

VIEW CORRIDOR
A clear, unobstructed line of sight between two locations, at least one of which is generally an object of significance to the community (e.g., ridge line, river, historic building, etc.).

WAYFINDING
Refers to the user experience of orientation within the built
H.3 COMMUNITY WORKSHOPS

The three Community Workshop Memos associated with this Appendix include a summary and the presentation graphics for each workshop. The complete memos may be found on the City of Menlo Park's website.
COMMUNITY WORKSHOP #1 - SUMMARY OF COMMENTS

CONTENT

I. Purpose and Process

II. Recurring Themes

III. Workshop Stations

IV. Appendix: Workshop Boards + Comments

I. PURPOSE AND PROCESS

The purpose of the first Community Workshop aimed to help the community reconfirm the Phase I vision and goals, understand the existing conditions/constraints, and engage the primary issues and tradeoff related with future improvement of Downtown Menlo Park and creation of the Specific Plan.

The workshop process involved an overview presentation of the consultant analysis followed by an interactive session with community participants to understand and comment on four topics related to the study area. The four topics - 1) Connectivity, 2) Vibrancy, 3) Public Space, and 4) Character - were each setup as *stations* that both explained the relevance of the topic and asked a series of pertinent questions. Attendees of the workshop were sorted into four groups and asked to rotate around the room and visit the four topic stations, which were facilitated by two members of the consultant team, to gain an overall understanding of the interrelationship of topics. After each topic was discussed, each person recorded their response to the posted questions on a note and placed it on the station board. The workshop concluded with a wrap-up presentation of the findings and opportunity for workshop participants to voice individual comments and concerns. This process was organized to best direct the Concept Alternatives in the subsequent phase of work.
II. RECURRING THEMES

- Improve pedestrian realm, bicycle network and overall accessibility/connectivity (especially east-west connections) in the downtown.
- Interest to create more vibrancy in the downtown through a mix of uses, extending hours of stores and restaurants, supporting public open space with adjacent active uses, and creating/enhancing public space that would be suited for people of all ages.
- Buildings up to three (3) stories on Santa Cruz Avenue predominantly acceptable with appropriate design, massing modulation, and step-backs.
- Buildings up to four (4), perhaps five (5), stories along El Camino Real predominantly acceptable with appropriate design, massing modulation, and step-backs.
- Desire for existing, vacant stores/buildings to be occupied or renovated where feasible.
- Call for alternate transportation systems to better link downtown to neighborhood centers.
- Desire to renovate portions of Santa Cruz Avenue to create more usable public space.
- Interest in the closure of Santa Cruz Avenue for temporary events (i.e. Farmer's Market.)
- Do not reduce quantity of parking; reorganize it into parking structures.
- Interest in feasibility/cost analysis of putting regional traffic on El Camino below-grade.
III. WORKSHOP STATION COMMENTS

STATION #1 - CONNECTIVITY

1. Would you be willing to increase vehicular delay on El Camino Real to improve conditions for pedestrians?

   YES (31) vs. NO (31) ---- "In the middle" (4)

   YES
   • Willing to delay during non-commute hours.
   • Improve bike and pedestrian connectivity.
   • Interest in below-grade regional circulation.
   • As long as traffic does not disperse through neighborhoods

   NO
   • El Camino will never be a great walking street - improve pedestrian flow on other streets
   • Improve east-west connectivity by vertical separation (above/below grade)

Additional Comments
• Need for parking on El Camino

2. What would get you to use alternative means to get downtown?

   • Improved bike conditions (improved lanes, bike parking, grade separation, railway route)
   • Improved public transportation (downtown shuttle service, more frequent bus service)
   • Improved pedestrian conditions (add sidewalks - particularly west of downtown)
   • More mixed-use
   • Less traffic

STATION #2 - VIBRANCY

1. When you go out, where do you spend your evenings and why? What would motivate you spend more time in downtown Menlo Park, particularly at night?

   • Palo Alto (high-end restaurants, wine bars, "more interesting retail"), Redwood City (Century Theaters Complex), Mountain View, San Carlos, Santana Row - San Jose
   • Extending evening store hours
   • A destination cultural event (theater, movie, arts, music, festivals)
   • Mix of uses (entertainment, retail, restaurants, residential, office)
   • Residential downtown (above street-level uses/parking structure)
   • Places for people of all ages (teens, seniors, families, children)
   • Better retail storefronts
- Safer environment
- Dog-oriented public spaces

**What would you do to make El Camino Real more vibrant?**
- Higher density
- More residential
- Less store vacancies (renovate old theater)
- Improve pedestrian realm and public space
- Below-grade through traffic on El Camino
- Special uses or anchor retail (bowling alley, marquee store, ‘fox' theater, gym)

**STATION #3 - PUBLIC SPACE**

1. **What activities would you like the public spaces in downtown to accommodate?**

   - Variety - a variety of spaces (size, type and program) that appeal to people of all ages.
   - Art - places to sell/exhibit art that are both temporary and permanent.
   - Farmer's Market - temporary close down of Santa Cruz for weekly market in the street.
   - Dogs - places that are designed for dogs, including dog storefront "tie-ups."
   - Outdoor Dining - incorporate places for outdoor dining
   - Flexibility - allow streets to be flexible for variety of use (events, dining, games, etc.)
   - Synergy - support public spaces with active uses that are open day and night.
   - Parking - maintain adequate supply of parking within proximity to shops.

2. **Would you give up some parking spaces to gain public space and wider sidewalks in downtown?**

   Total votes: YES (46) vs. NO (8) ---- "In the middle" (5)

   **YES**

   - Reduced/removed street-parking paired with the structured parking to create opportunity for an enhanced pedestrian experience and creation of open space.
   - Increase maximum height limits for residential above parking (structures).
   - Maintain adequate amount of parking.

   **NO**

   - Reconfigure existing sidewalk space to create more room for pedestrian circulation and open space.  (i.e. remove planters, concrete walls, newspaper racks, etc.)
   - Do not remove parking along El Camino Real (currently inadequate)
3. Are you willing to allow for additional development in order to gain public space?

Total votes: YES (50) vs. NO (7) ---- "In the middle" (2)

YES

• Up to three to four (3-4) Stories
• Encourage development through density bonuses
• Open space requirements for larger developments
• Allow for development to be favorable to small, local businesses - non-corporate.

NO

• Present condition is acceptable
• Not if it is greater than two (2) stories on Santa Cruz Ave.

Additional Comments

• Depends on the impact of the development (visual, traffic)
• Concern about amount and adjacency/proximity of parking
• Improved bike ways and circulation of high importance
• Interest in creating parking structures in existing parking plazas
• Interest to incorporate public open space on top of parking structure
• Interest in reconfiguring Santa Cruz Ave. (Pedestrianize, Remove Median, etc.)
• Concern about safety and accessibility
STATION #4 - CHARACTER

1. What buildings appeal to you on the board? Why?
   - Top 6 - [Bldg# (votes)]
     
     above:  #18 (24), #20 (16), #15 (11)
     
     below:  #24 (11), #16 (10), #27 (10)

   - "Old charm", "Village", "Full of character", "Tall buildings that don't look tall", "Friendly"
   - "The village character is more about street vibrancy than building massing."
   - "Most El Camino Real developments are tacky, barely acceptable. We can do better. Need to push developers to higher aesthetics and creative standards."
   - Height variation, scale, color, materials, balconies, step-backs, setbacks, awnings, signage, diversity

2. Given what you know about village character, is it appropriate to have buildings taller than two stories in downtown? How much taller?

   Total votes: YES (34) vs. NO (7) ---- *In the middle* (22)

   YES
   - Predominantly accepting of 3 stories
   - Accepting of four (4) stories if appropriately designed (massing, step-backs, setbacks, materials) and not over bearing.
   - Some accepting of five (5) stories (with same conditions applied to four stories)
   - Need for good streetscape and ground floor design - *pedestrian friendly"

   NO
   - two (2) stories maximum
   - Concern about shading the street
Additional Comments

- "No village - call it community!"
- Depends on relationship to context/surroundings
- Residential on upper floors
- Accepting of more than two (2) stories with step-back condition (above two stories)

3. Is it appropriate to have taller buildings on El Camino Real relative to downtown? How much taller?

YES (36) vs. NO (3) ---- "In the middle" (29)

YES

- Predominantly accepting of four (4) stories
- Acceptance of five (5), maximum six (6), stories if appropriately designed (massing, step-backs, setbacks, materials) and not over bearing.
- Height should be biased towards the eastside of El Camino Real
- Need for good landscape design

NO

- Existing buildings are blighted - "don't need new buildings over two stories"
- More than two (2) stories is not appropriate for Menlo Park
- "Tall equals ugly - too big for a small town."

Additional Comments

- Buildings should front the street - setbacks detract from pedestrian experience
- "Village character is inappropriate for El Camino."
- Need for senior housing
- Uses should be predominantly residential
- Convert existing car lots to medical facilities
- Buildings should undulate in height and massing
- Most fit with overall goals of the City plans
IV. APPENDIX: WORKSHOP BOARDS + COMMENTS

1. GENERAL COMMENTS
   Page 1

2. WORKSHOP COMMENTS:
   1. Connectivity   Page 7
   2. Vibrancy       Page 15
   3. Public Space   Page 27
   4. Character      Page 37

3. WORKSHOP BOARDS:
   1. Connectivity
   2. Vibrancy
   3. Public Space
   4. Character
Vision Goals for Connectivity + Traffic


2. East-West Connectivity: Provide greater east-west, town-wide connectivity.


4. Neighborhood Context: Ensure that El Camino Real development is sensitive to and compatible with adjacent neighborhoods.

5. Vacant and Underutilized Parcels on El Camino Real: Revitalize underutilized parcels and buildings.

6. Train Station Area: Activate the train station area.

7. Santa Cruz Avenue Pedestrian Character: Protect and enhance pedestrian amenities on Santa Cruz Avenue.

8. Downtown Vibrancy: Expand shopping, dining and neighborhood services to ensure a vibrant downtown.


11. Pedestrian and Bicycle Circulation: Provide an integrated, safe and well-designed pedestrian and bicycle network.

12. Parking: Develop parking strategies and facilities that meet the commercial and residential needs of the community.
Travel Choices and Connectivity

Improved connectivity through travel choices - vehicular, transit, biking and walking - reduces total number of car trips and improve traffic flow.


Did You Know ... !

- The average time Menlo Park residents spend commuting to work is approximately 25 minutes. This compares to an average commute time of 27 minutes for residents in San Mateo County and the US and 29 minutes for residents in California. Source: Census 2000 & Fehr and Peers
- Only 20% to 30% of household trips are related to commutes. Source: National Household Travel Survey, 2001

Menlo Park Residents Work Travel Characteristics

Where do Menlo Park residents Work?

- 38.7% - Work at Home
- 37.9% - Commute to City
- 15.2% - San Francisco
- 5.4% - Palo Alto (including Stanford)

How do Menlo Park residents get to work?

- 16.5% - Public Transit
- 4.5% - Bicycle
- 4.1% - Pedestrian
- 76.9% - Single-Dweller Automobile

How long do they commute?

- 35.8% - 0-10 minutes
- 19.1% - 10-20 minutes
- 18% - 20-30 minutes
- 10.8% - 30-45 minutes
- 9.7% - 45-60 minutes
- 8.4% - 60-90 minutes
- 4.0% - 90 minutes or longer

Source: Census 2000 and Fehr & Peers

Hierachy of Streets

Legend:
- Arrows = Project Area
- Thick = Menlo Park City Limits
- Thin = Caltrain

Level of Service
- A: Average Peak Hour Volume < 500
- B: 501 - 1000
- C: 1001 - 2000
- D: 2001 - 3000
- E: > 3000

Intersections and Level of Service

Legend:
- Arrows = Project Area
- Thick = Menlo Park City Limits
- Thin = Caltrain

Level of Service
- A: Average Peak Hour Volume < 500
- B: 501 - 1000
- C: 1001 - 2000
- D: 2001 - 3000
- E: > 3000

Source: 2006 CMP Monitoring Traffic Counts on El Camino Real and Fehr & Peers

Ravenswood was congested in the AM and PM, but clears quickly. Minimal congestion observed on Oak Grove AM and PM. PM congestion observed on Oak Grove AM and PM. PM congestion backs up through Roble Ave, but clears in one cycle. LOTS OF VEHICLE TURNING MOVEMENT/BICYCLE PEDESTRIAN CONFLICTS AT RAVENSWOOD RDMS. Congestion from Ravenswood was not observed to spill back to Caltrain tracks.

Source: Census 2000 and Fehr & Peers

El Camino Real/Downtown Specific Plan
City of Menlo Park
Pedestrian Realm and Connectivity

The reason great intersections work is because of the creation of a pedestrian realm that is clearly visible and apparent to motorists. When streets become unsafe, it is almost always when the pedestrian realm is minimal or does not exist.

- Bike Paths (Class I) are paved pathways separated from roadways that are designed for the exclusive use of bicycles and pedestrians.
- Bike Lanes (Class II) are lanes for bicyclists adjacent to the outer vehicle travel lanes. These lanes have special land markings, pavement legends and signage.
- Bike Routes (Class III) are generally located on low traffic volume streets. They are signed for bike use, but have no separated bike right-of-way or lane striping.

Did You Know ... !

- The maximum waiting time for pedestrians to cross El Camino Real in Menlo Park ranges from 0-150 seconds
  (Source: Fehr and Peers)
Pedestrian Realm and Connectivity

Connectivity across Caltrain Tracks

At-grade crossing at Oak Grove Avenue, Menlo Park
Underpass crossing in San Carlos (raised rail line)
Underpass crossing in Redwood City (depressed roadway)
Underpass crossing in Belmont (raised rail line with depressed roadway)

Development Intensity and Traffic Generation

The combination of development intensity, mix of uses and access to transit increases the percentage of trips on foot and bike and reduces the relative number of car trips


Shared Parking, Urban Land Institute, 2nd Edition
Record Your Thoughts ...

1. Would you be willing to increase vehicular delay on El Camino Real to improve conditions for pedestrians?
   Yes
   No

2. What would get you to use alternative means to get downtown?
Vision Goals for Vibrancy


2. East-West Connectivity: Provide greater east-west, town-wide connectivity.


4. Neighborhood Context: Ensure that El Camino Real development is sensitive to and compatible with adjacent neighborhoods.

5. Vacant and Underutilized Parcels on El Camino Real: Revitalize underutilized parcels and buildings.

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12. Parking: Develop parking strategies and facilities that meet the commercial and residential needs of the community.
Vibrancy and Density, Mix of Land Uses and Connectivity

Downtown vibrancy in the form of foot traffic and retail sales, is related to a concentration of development, a diversity of uses and pedestrian orientation and connectivity.


A balance of activities is essential to maintain liveliness during the day as well as at night.

Recent Development Projects:
Built + Proposed

Examples of Vacant Buildings and Parcels on El Camino Real

Did You Know ... !

• Market demand for a wide variety of office use, retail, services and housing remains strong in Menlo Park.

Vibrancy and Housing Choices

A wider variety of housing opportunities that cater to singles, young families, empty nesters and seniors improves vibrancy.

Did You Know ... !

• The percent of Menlo Park families with children has increased significantly since 1990, outpacing San Mateo County. Source: Claritas, 2009; US Census, 1990; US Census, 2000; Strategic Economics, 2009

• Seniors who live in denser, walkable places near transit are less likely to stay at home alone. Source: National Household Travel Survey, 2001

Age Distribution by Number of Persons

Composition of Housing Stock, 2009


Source: California Department of Finance (E-5), 2009; Strategic Economics, 2009

Higher Density Housing Types
Vibrancy and Parking

A well crafted parking strategy can utilize existing spaces more efficiently, supporting businesses and vibrancy. Such strategies could include varying parking rates and hours and shared parking supported by in-lieu fees.

Did You Know ... !

- Approximately 2,100 sq.ft. of parking is required for every 1,000 sq.ft. of office space, assuming a parking standard of 6 spaces per 1000 sq.ft. this means that a three story, 30,000 sq.ft. office building would require 63,000 sq.ft. or 1.4 acres of parking

Surface parking in a downtown setting dampens vibrancy because it uses land that could be otherwise used for active uses or public uses.

Structured Parking

Surface Parking - Menlo Park

Palo Alto
Redwood City
San Luis Obispo
El Camino Real, Menlo Park
Downtown Menlo Park
Downtown Menlo Park
Record Your Thoughts ...

1. When you go out, where do you spend your evenings and why? What would motivate you to spend more time in downtown Menlo Park, particularly at night?

2. What would you do to make El Camino Real more vibrant?
Vision Goals for Public Space


2. East-West Connectivity: Provide greater east-west, town-wide connectivity.


4. Neighborhood Context: Ensure that El Camino Real development is sensitive to and compatible with adjacent neighborhoods.

5. Vacant and Underutilized Parcels on El Camino Real: Revitalize underutilized parcels and buildings.

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11. Pedestrian and Bicycle Circulation: Provide an integrated, safe and well-designed pedestrian and bicycle network.

12. Parking: Develop parking strategies and facilities that meet the commercial and residential needs of the community.
Plazas, Parks, Sidewalks and Streets

Public space is comprised of plazas, parks, sidewalks and streets, and they are the places where the social life of a community takes place.

Existing Plazas and Parks

There are limited plazas or parks in the downtown area

Public spaces in downtown enhance community character and create an identity

Examples of Plazas and Parks
Sidewalks and Streets

“Sociability is a large part of why cities exist and streets are a major if not the only public place for that sociability to develop”

- Alan Jacobs

Sidewalks as Connectors

Downtown Menlo Park

Sidewalk Extensions as Public Spaces

“...streets are places of social and commercial encounter and exchange. They are where you meet people - which is a basic reason to have cities in any case.”

- Alan Jacobs

Streets as Public Spaces
Land Use Efficiency + Public Space

Efficient use of land provides opportunity to integrate public space within development.

Existing public parking in downtown

Removal of some on-street parking and surface parking (i.e. parking plazas) provides opportunities for additional public space downtown.

Taller, more compact buildings provide opportunities for public space

As compared to surface parking, structured parking allows for public space and other uses

Phase I Vision Plan: Santa Cruz Avenue

Existing street section/plan

Proposed street section/plan
Record Your Thoughts ...

1. What activities would you like the public spaces in downtown to accommodate?

2. Would you give up some parking spaces to gain public space and wider sidewalks in downtown?
   
   Yes  
   No

3. Are you willing to allow for additional development in order to gain public space?

   Yes  
   No
Vision Goals for Character


2. East-West Connectivity: Provide greater east-west, town-wide connectivity.


4. Neighborhood Context: Ensure that El Camino Real development is sensitive to and compatible with adjacent neighborhoods.

5. Vacant and Underutilized Parcels on El Camino Real: Revitalize underutilized parcels and buildings.

6. Train Station Area: Activate the train station area.

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12. Parking: Develop parking strategies and facilities that meet the commercial and residential needs of the community.
What defines the character of a place?

Physical form and experiences define the character of a place.

Village Character can be enhanced by:

- Compatible scale of buildings
- Informal social spaces
- Varied Massing
- Local “authentic” businesses
- Small storefronts
- Comfortable, walkable space

Building Pattern - Santa Cruz Avenue Storefronts

Downtown exhibits a pattern of smaller buildings and storefronts as compared to buildings on much of El Camino Real.

Street Character

The best streets are comfortable to walk along with leisure and safety. They have definition, a sense of enclosure with their buildings; distinct ends and beginnings, usually with trees.

Streets moderate the form, structure and comfort of urban communities.
Downtown
Building Articulation & Massing

Building Articulation

Entry Articulation

Fenestration / Detail

Massing & Scale Modulation

Undulated Massing

Corner Element

Storefront Address

Awnings and Signage

Clerestory Wall / Articulated Windows

Compatible Scale

New infill development that is compatible in scale with existing buildings will preserve and enhance community character.
El Camino Real
Building Articulation & Massing

1-3 Story

3-4 Story

4+ Story

Strategies for building massing and articulation

Massing Variation / Roof Form

Setback / Stepback

Landscape / Lobby Entry
Record Your Thoughts ... 

1. What buildings appeal to you on the board? Why?

2. Given what you know about village character, is it appropriate to have buildings taller than two stories in downtown? How much taller?

3. Is it appropriate to have taller buildings on El Camino Real relative to downtown? How much taller?
Community Workshop #2, June 18, 2009 - Summary of Comments

Content
I. Purpose and Process
II. Break-Out Session Questions
III. Recurring Themes
IV. Appendix
   i. Workshop Boards
   ii. Report-back - Audio Transcription
   iii. Recorder Notes
   iv. Additional Public Comments

I. Purpose and Process

The purpose of the second Community Workshop was to build upon the discussion from the first workshop, organized around connectivity, vibrancy, public space and character, and to discuss and identify the plan elements that will help inform the preferred alternative.

The workshop process involved a presentation of concepts developed by the consultant team based on Phase I Vision Plan, feedback from Phase II Community Workshop 1 (held April 16, 2009), feedback from the Oversight and Outreach Committee, Planning Commission and City Council, and analysis conducted by the consultant team. It was followed by a break-out session involving a facilitated discussion at a table. There were twelve tables with approximately 10 participants per table and a facilitator. One member from each group volunteered to be the recorder for the group. At each table there were 3 boards, two of which focused on the downtown and station area and one focused on El Camino Real:

1. Downtown and Station Area - Vibrancy and Character
2. Downtown and Station Area - Connectivity and Public Space
3. El Camino Real and Rail Corridor - Connectivity, Vibrancy and Character
The boards had graphics illustrating concepts for arrangement of land uses, development intensity, public realm improvements and building massing and heights. There were two questions per board that encouraged the group to discuss the pros and cons of concepts presented. The group could express their opinion about the featured concepts as well as provide additional suggestions for improvements.

The workshop concluded with the recorder from each group reporting back on the major themes and ideas discussed at their table.

II. Break-Out Session Questions

1. Downtown and Station Area - Vibrancy and Character
   A. What elements of the plan provide the best opportunities for a vibrant downtown? (i.e. mix of uses, destination, location and mix of housing)
   B. What scale and character of development helps achieve a vibrant downtown and is sensitive to "village" character? (i.e. building massing and modulation, building heights)

2. Downtown and Station Area - Connectivity and Public Space
   A. What elements of the plans provide the best overall pedestrian/bicycle experience and opportunities for community social space? (i.e. clear pedestrian network, wider sidewalks, amount and type of public space, inter-connectedness of public space)
   B. What parking locations best address the need for downtown parking? (i.e. parking access, proximity to uses)

3. El Camino Real and Rail Corridor - Connectivity, Vibrancy and Character
   A. What uses, scale and character of development are appropriate for El Camino Real and sensitive to adjacent residential neighborhoods? (i.e. mix of uses, location of housing, building massing and modulation, building heights)
   B. What elements of the plans best improve the corridor's character and pedestrian environment? (i.e. landscape improvements, wider sidewalks, ease of crossing El Camino Real)
III. Recurring Themes

1. Downtown and Station Area - Vibrancy and Character
   
   A. What elements of the plan provide the best opportunities for a vibrant downtown? (i.e. mix of uses, destination, location and mix of housing)
      
      - Balanced mix of uses generally OK
      - Infill development on public parking plazas OK
      - More support for retail and residential uses in downtown (with consideration for impacts to traffic, parking, schools, etc.), with less overall support for office in downtown
      - Boutique hotel OK
      - Some support for market place concept
        - Provides a differentiation for Menlo Park
        - Questions about viability during the week
        - Concerns about what impacts a new Market Place will have on existing businesses
      - More development near transit station OK - especially housing
      - Some support for a "destination" in downtown similar to Palo Alto and Theatre District in Redwood City. There was also some support for theatres, cultural uses and a market place downtown, as a potential destination and identity for Menlo Park.

   B. What scale and character of development helps achieve a vibrant downtown and is sensitive to "village" character? (i.e. building massing and modulation, building heights)
      
      - An overall agreement on having buildings up to three (3) stories in downtown, with appropriate design, massing modulation, and upper story (third floor) stepback.
      - Integrated design and character, sensitive to village fabric, to help address height issues
      - Street-level design important; ground-floor retail/business encouraged
      - Shadows from buildings important; they should be considered when determining height and massing of buildings - avoid canyon effect and retain spacious and open feel

2. Downtown and Station Area - Connectivity and Public Space
   
   A. What elements of the plans provide the best overall pedestrian/bicycle experience and opportunities for community social space? (i.e. clear pedestrian network, wider sidewalks, amount and type of public space, inter-connectedness of public space)
      
      - Overall a strong support for public space in downtown - ideas for public space varied from a large open space, two main plazas, a park similar to Fremont Park to a network of small parks. There was little discussion on the location of these public spaces
      - There was more support for plazas and limited support for paseos, due to concerns about closing too many streets for paseos - suggestions for considering street
closure only few times in a year, instead of permanently closing them to make paseos

- Improve existing parks, such as Fremont Park
- General agreement on wider sidewalks on both sides of Santa Cruz Avenue with safe, pedestrian-friendly environment and walkable space paramount to vibrancy and village character

B. What parking locations best address the need for downtown parking? (i.e. parking access, proximity to uses)

- Remove some parking spaces on Santa Cruz Avenue to provide wider sidewalks OK
  - Retain some parking for handicap accessibility
  - Retain some parking for short-term parking convenience
  - A couple of groups supported completely removing parking from Santa Cruz Avenue if parking is provided in an alternate location close-by
- Parking must remain accessible to existing retail
- Downtown parking structure(s) were generally OK, provided they are well designed and integrated into the downtown fabric
- There was limited discussion on the location of parking structures.
  - The limited discussion favored placing parking structures in parking plazas south of Santa Cruz Avenue
  - It also suggested placing parking over Trader Joe's
- Existing surface parking should be improved.
- Integrate bike facilities into next phase of work

3. El Camino Real and Rail Corridor - Connectivity, Vibrancy and Character

A. What uses, scale and character of development are appropriate for El Camino Real and sensitive to adjacent residential neighborhoods? (i.e. mix of uses, location of housing, building massing and modulation, building heights)

- Support for mixed use development on El Camino Real
- Residential development along El Camino Real, particularly east side, OK
  - Add senior housing with access to amenities
- Conference Center on east side of El Camino Real, near Stanford Hotel OK
- Buildings three (3) to five (5) stories on east side of El Camino Real acceptable
  - Four (4), perhaps five (5), stories along the east side of El Camino Real, particularly south of downtown, predominately acceptable with appropriate design, massing modulation (to break down building scale), building articulation, and upper stories (fourth and fifth floor) stepped back
  - Strongly discouraged canyon effect caused by tall, faceless buildings directly adjacent to El Camino Real
  - Setbacks, scale and character are important
  - New buildings should be compatible in height with adjacent buildings
- Buildings two (2) to three (3) stories along the west side of El Camino Real acceptable
Community Workshop 2: Summary of Comments

- Buildings up to three (3) stories along the west side of El Camino Real predominantly acceptable with appropriate design, massing modulation (to break down building scale), building articulation, and upper story (third floor) setback – massing should be sensitive to any adjacent existing residential
- Little to no discussion regarding building heights on El Camino Real in the downtown area (i.e.: between Oak Grove and Menlo Avenue)
  - Traffic generation is a major concern

B. What elements of the plans best improve the corridor’s character and pedestrian environment? (i.e. landscape improvements, wider sidewalks, ease of crossing El Camino Real)
  - Strong support for improving East-West crossings/connections (i.e., access, safety, bike/pedestrian) such as pedestrian undercrossing under the rail tracks at Santa Cruz Avenue and in the Middle Avenue area.
  - Little to no support for undergrounding El Camino Real (two lanes underground between Oak Grove and Roble)
  - Split on El Camino Real bulb-outs

cc: Project File
Community Workshop 2: Summary of Comments

IV. Appendix

i. Workshop Boards
ii. Report-back - Audio Transcription
iii. Recorder Notes
iv. Additional Public Comments
**Approach 1: Residential Focus**

- **University Drive from Santa Cruz:** 2-3 stories
- **Santa Cruz Avenue at ECR:** 3-4 stories
- **Santa Cruz Avenue at Curtis:** 2-3 stories
- **Approach 2: Mix of Uses**
  - **University Drive from Santa Cruz:** 3-4 stories
  - **Santa Cruz Avenue at ECR:** 3-4 stories
  - **Santa Cruz Avenue at Curtis:** 3-4 stories
- **Approach 3: Station Focus + Market Place**
  - **University Drive from Santa Cruz:** 2-3 stories
  - **Santa Cruz Avenue at ECR:** 4-5 stories

**Character: Height + Massing**

- **Santa Cruz Avenue at Curtis:** 2-3 stories
- **Santa Cruz Avenue at Curtis:** 3-4 stories
- **Santa Cruz Avenue at ECR:** 3-4 stories
- **Santa Cruz Avenue at ECR:** 4-5 stories
- **University Drive from Santa Cruz:** 2-3 stories
- **University Drive from Santa Cruz:** 3-4 stories

**Economic Considerations**

Higher density residential development may result in efficiencies in service provision and higher revenues, contributing to a more neutral to positive net fiscal impact for residential land uses.

The greater number of residents will help to support a greater amount and more diverse mix of retail, including nighttime activities and lifestyle retail.

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Connectivity + Public Space

**Approach 1: Two Plazas**

Section through Santa Cruz Avenue: Santa Plaza

**Approach 2: Plazas + Paseos**

Section through Santa Cruz Avenue: Widened Sidewalk

**Approach 3: Santa Cruz Promenade**

Section through Santa Cruz Avenue: Santa Cruz Promenade

**Types of Public Spaces**

- Plazas
- Parks
- Paseos
- Sidewalks
**Connectivity + Vibrancy + Character**

**Approach 1: Mix of Commercial + Residential**
- Residential: 290 units
- Retail: 1,800 sq. ft.
- Commercial/Office: 490,000 sq. ft.
- Hotel: 300 rooms
- Parking: 3,800 spaces
- Traffic Count: 15,000 trips
- Parking: New Demand and Supply
- New Parking Demand: 3,000 spaces
- New Parking Supply: 4,000 spaces

**Economic Considerations**
- The greater number of residents will help to sustain a greater amount and more diverse mix of retail in the downtown and along El Camino Real.

**Character: Height + Massing**
- At Valparaiso looking south: 2-3 stories
- At Valparaiso looking south: 3-5 stories
- At Ravenswood looking north: 2-3 stories
- At Ravenswood looking north: 3-5 stories
- At Partridge looking north: 2-3 stories
- At Partridge looking north: 3-5 stories

**Precedents**
- Residential
- Commercial
- Mixed-use, residential focus
- Rail at grade
- El Camino Real - two lanes at intersections on below grade ECR - two lanes ramp

**Typical Section through El Camino Real**

**Potential Improvements for Crossing of El Camino Real:**
- Four travel lanes rather than six
- High quality pedestrian streetscape
- Bulb-outs and median refuges
- Extended pedestrian crossing intervals to allow more cross time
MEMO

To: Thomas Rogers, City of Menlo Park
From: Hoffheimer, Mark; Narkar, Poonam
Date: October 23, 2009
Subject: Community Workshop #3 - Summary

Community Workshop #3, September 17, 2009 - Summary of Comments

Content
I. Purpose and Process
II. Open House Questions
III. Question Answers/Recurring Themes
IV. Appendix
- Questionnaire - Responses Summary
- Summary of Individual Public Comment
- Workshop Boards - Emerging Plan (under separate cover)
- Workshop Boards - Background Information (under separate cover)
- Completed Questionnaires (under separate cover)
- Additional Comments - Post-Workshop thru 9/28 (under separate cover)

I. Purpose and Process
The purpose of the third and final Community Workshop was to:
- Present an Emerging Plan developed from Community Workshop #1 and #2;
- Gain critical feedback on the Emerging Plan; and
- Help decide on revisions to the Emerging Plan.

The following outlines the workshop format:
- Doors Open/Preview 6:30 PM to 7:00 PM
- Presentation 7:00 PM to 7:30 PM
- Open House 7:30 PM to 8:45 PM
- Public Comment 8:45 PM to 9:30 PM
- Conclusion and Next Steps 9:30 PM to 9:45 PM
The workshop process began with an open house preview, followed by a presentation, of the Emerging Plan. The Emerging Plan presented was based on the Phase I Vision Plan, feedback from Phase II Community Workshops 1 (held April 16, 2009) and 2 (held June 18, 2009), feedback from the Oversight and Outreach Committee, Planning Commission and City Council, and analysis conducted by the consultant team. The presentation was then followed by an open house format consideration of the Emerging Plan, where workshop participants were able to review and study six presentation boards (see Appendix) at one of four stations. Consistent with previous workshops, the content of the Emerging Plan was organized as follows:

- Illustrative Plan (Board 1)
- Public Space (Boards 2A and 2B)
- Building Character (Board 3)
- Vibrancy and Land Use Economics (Board 4)
- Connectivity and Traffic (Board 5)

Two facilitators were present at each station to explain concepts and answer questions. Each participant was asked to complete a questionnaire about the Emerging Plan to gauge community sentiment about various elements of the plan (discussed below). Participants could submit their completed questionnaire that evening or during the next ten days to the City's Community Development Department, Planning Division. The workshop concluded with an individual verbal public comment period.

After the workshop, the presentation boards were available (at 11 x 17) per the City's web site. In addition, full-size presentation boards have since been placed on display at the main Library (800 Alma Street) and in the windows of Kepler's Books (1010 El Camino Real). Comments were received up to ten days after the workshop via postal mail, fax, and e-mail.

II. Open House Questions

Questions included both multiple-choice and longer-form questions.

**Public Space (Boards 2A and 2B)**

1. Does the Emerging Plan have an adequate diversity of public spaces?
   - Yes; For the Most Part: Not Really; or No
2. Regarding Santa Cruz Avenue, do you prefer:
   - Option 1 (varied/wider sidewalks; retain median trees)
   - Option 2 (widest sidewalks; remove median trees)
3. What additions or changes to public space improvements should be considered?

**Building Character (Board 3)**

4. Does the Emerging Plan reflect an appropriate building character and massing for:
   - Downtown: Yes; For the Most Part: Not Really; or No
   - El Camino Real: Yes; For the Most Part: Not Really; or No
5. What changes should be considered?
Land Use Economics (Board 4)
6. Based on the findings from the fiscal impact and financial feasibility studies, is additional building height on El Camino Real (as shown - up to five stories) an acceptable tradeoff for increased City revenues and vibrancy and a greater likelihood of redevelopment?
   - Yes or No

Connectivity and Traffic (Board 5)
7. Does the Emerging Plan provide for adequate enhancements to east-west pedestrian and bicycle connectivity?
   - Yes; For the Most Part; Not Really; or No
8. Based on findings from the traffic study, is the increase in travel time an acceptable tradeoff for increased vibrancy and development of vacant parcels?
   - Yes or No
9. Is the change in distribution of the parking downtown acceptable?
   - Yes; For the Most Part; Not Really; or No
10. What additions or changes regarding pedestrian connectivity, traffic, parking, bicycle circulation and/or transit should be considered?

III. Questionnaire Answers/Recurring Themes

Approximately 130 people attend the community workshop. Of those who attended, approximately 95 participants completed and submitted the questionnaire. In the summary below, the numbers after the multiple-choice questions indicate the number of respondents who selected that option.

PUBLIC SPACE (BOARDS 2A AND 2B)

1. Does the Emerging Plan have an adequate diversity of public spaces?
   - Yes—35
   - For the most part—36
   - Not really—7
   - No—1

Summary: Numbers show strong support/affirmation that the plan has an adequate diversity of space—90% answered ‘yes’ or ‘for the most part.’

2. Regarding Santa Cruz Avenue, do you prefer:
   - Option 1 (varied/wider sidewalks; retain median trees)—42
   - Option 2 (widest sidewalks; remove median trees)—31

Summary: This was the closest split of all questions—58% supported Option 1, although submitted comments indicated some significant support for removing median trees to widen sidewalks.
BUILDING CHARACTER (BOARD 3)

4. Does the Emerging Plan reflect an appropriate building character and massing for:

a. Downtown?
   Yes—30
   For the Most Part—30
   Not Really—6
   No—9

b. El Camino Real?
   Yes—30
   For the Most Part—26
   Not Really—5
   No—10

Summary: Confirmation of the plan’s appropriateness of building character and massing is very strong for both downtown and El Camino Real. 80% stated “yes” or “for the most part” for downtown; and 79% for El Camino Real.

LAND USE ECONOMICS (BOARD 4)

6. Based on the findings from the fiscal impact and financial feasibility studies, is additional building height on El Camino Real (as shown—up to five stories) an acceptable tradeoff for increased City revenues and vibrancy and a greater likelihood of redevelopment?
   Yes—46
   No—28

Summary: 62% of respondents stated the tradeoff was acceptable; however, some comments questioned whether the tradeoff would be worth it if the City only realized the currently projected 4% increase in revenue. Based on some of the comments, there may have been confusion that the 4% represented the projected increase in project area revenues, when it actually represents the increase in overall City revenues ($1.6 million in total dollars).

CONNECTIVITY AND TRAFFIC (BOARD 5)

7. Does the Emerging Plan provide for adequate enhancements to east-west pedestrian and bicycle connectivity?
   Yes—17
   For the Most Part—39
   Not Really—14
   No—5

Summary: Affirmation that the plan provides adequately enhanced east-west bike/pedestrian connectivity—75% stated “yes” or “for the most part.”
8. Based on findings from the traffic study, is the increase in travel time an acceptable tradeoff for increased vibrancy and development of vacant parcels?
Yes—52                              No—21

**Summary:** While the results show 71% support for the increased travel time tradeoff, there were multiple comments about the “exponential” effect even a few seconds would have on El Camino Real traffic delays; and others also questioned the baseline traffic numbers shared at the meeting.

9. Is the change in distribution of parking downtown acceptable?
Yes—30
For the Most Part—26
Not Really—24
No—4

**Summary:** Support of the Emerging Plan’s distribution of parking downtown – 67% stated ‘yes’ or ‘for the most part’. However, this appears to be a hot-button issue, with some strong comments both for and against the parking concepts. A large number of comments were in support of parking structures.

IV. Appendix

- Questionnaire - Responses Summary
- Public Comments Summary
- Workshop Boards - Emerging Plan (under separate cover)
- Workshop Boards - Background Information (under separate cover)
- Completed Questionnaires (under separate cover)
- Additional Comments - Post-Workshop thru 9/28 (under separate cover)
Public Space

Downtown Public Space

Illustration of Key Public Spaces Downtown

Illustration of Station Area

Santa Cruz Avenue Central Plaza

- Two traffic lanes raised to sidewalk level to create a flush surface
- Unified paving treatment building to building
- Parking lanes between Crane and Chestnut replaced with expanded sidewalks

Sections through proposed Central Plaza

With Median

Without Median

Illustration of Central Plaza

Santana Row, San Jose, CA
Santa Cruz Avenue Streetscape Concepts

**Option 1: Moderate Streetscape Improvements (Median Trees Retained)**

Plan of Santa Cruz Avenue with major Streetscape Improvements

- 12' wide sidewalk, Palo Alto, CA
- Illustration of 18' wide sidewalk
- Existing Santa Cruz Ave.

Section through Santa Cruz Avenue
- New Street Design with Diagonal Parking Removed and Median Trees Retained
- Two Traffic Lanes with Parallel Parking
- One Narrow Sidewalk and One Wide Sidewalk

**Option 2: Major Streetscape Improvements (Median Trees Removed)**

Plan of Santa Cruz Avenue with major Streetscape Improvements

- 16' wide sidewalk, Santa Cruz, CA
- Illustration of 18.5' wide sidewalk
- Existing Santa Cruz Ave.

Section through Santa Cruz Avenue
- New Street Design with Diagonal Parking and Median Trees Removed
- Two Traffic Lanes with Parallel Parking
- Two Extra Wide Sidewalks

**Santa Cruz Sidewalk Options Comparison**

<table>
<thead>
<tr>
<th>Sidewalk Options</th>
<th>Proposed Planning Standards</th>
<th>Aesthetics</th>
<th>Sidewalk Material</th>
<th>Traffic Space</th>
<th>Accessibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current sidewalk</td>
<td>7 1/2 ft.</td>
<td>Poor</td>
<td>Concrete</td>
<td>7 ft.</td>
<td>Low</td>
</tr>
<tr>
<td>Option 1 12' wide min.</td>
<td>10 ft.</td>
<td>moderate</td>
<td>Concrete</td>
<td>7 ft.</td>
<td>Low</td>
</tr>
<tr>
<td>Option 2 18.5' wide min.</td>
<td>10.5 ft.</td>
<td>good</td>
<td>Concrete</td>
<td>7 ft.</td>
<td>Low</td>
</tr>
<tr>
<td>Option 2 18.5' equal wide</td>
<td>18 ft.</td>
<td>very good</td>
<td>Concrete</td>
<td>7 ft.</td>
<td>Low</td>
</tr>
</tbody>
</table>

El Camino Real Streetscape Concept

**El Camino Real Downtown - Proposed Cross-Section**

**El Camino Real South - Proposed Cross-Section**
Height + Massing
Potential Scenario of Development

Downtown Village Character
The Emerging Plan supports and enhances Downtown’s village character, defined as a pedestrian-oriented district with smaller-scale buildings (2 to 3 stories), individual storefronts, local “authentic” businesses, and informal public spaces.

El Camino Real/Station Area Character
In support of transit and downtown businesses, the El Camino Real Corridor and Station Area fosters a pedestrian-oriented district with a higher intensity of development (3 to 5 stories). Buildings in this area have a mixed-use residential emphasis, with minimal setbacks for ground-floor retail and step-backs on upper stories. The plan proposes a transition in scale to match Downtown’s village character and adjacent residential neighborhoods.

El Camino Real North/South Character
As appropriate to the lot size and scale of the El Camino Real corridor, the plan supports higher intensity development, with 3 to 5 stories along the east-side (South El Camino Real) and 2 to 3 stories on the west-side. Buildings should employ varied massing and setbacks, with step-backs along the upper stories and a gradual transition in scale towards adjacent neighborhoods.

Existing Building Heights per Menlo Park Zoning Ordinance

Proposed Building Heights, Setbacks + Step backs
Fiscal Impact

The fiscal impact analysis looks at how potential new development resulting from the Emerging Plan could impact the City's General Fund on an annual basis.

<table>
<thead>
<tr>
<th>Land Uses</th>
<th>Emerging Plan Projects</th>
<th>Approved Projects</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Units</td>
<td>0.00</td>
<td>120</td>
<td>816</td>
</tr>
<tr>
<td>Retail SF (net)</td>
<td>0.00</td>
<td>14,800</td>
<td>100,000</td>
</tr>
<tr>
<td>Commercial SF (net)</td>
<td>24,000</td>
<td>10,375</td>
<td>24,545</td>
</tr>
<tr>
<td>Hotel Rooms</td>
<td>300</td>
<td>-</td>
<td>300</td>
</tr>
<tr>
<td>New Parking Supply (spaces)</td>
<td>3,570</td>
<td>929</td>
<td>4,239</td>
</tr>
</tbody>
</table>

The Emerging Plan could add: 1,027 new residents + 225 new jobs

Impact of Emerging Plan on General Fund
- The Emerging Plan could increase General Fund revenue by 10 percent and increase General Fund expenditure by 6 percent
- Other proposed and approved projects in the Plan area could increase revenues and expenditures by one percent

Financial Feasibility

The Financial Feasibility Analysis tests how the variables of building heights and parking requirements can affect project financial feasibility and city impact fees (roads, parks, schools) and BMR housing.

Increased Heights and Development Feasibility

Increasing height limits improves project feasibility and makes it more likely that mixed-use development will occur. Taller buildings also provide more space for office workers and residents in the downtown, who support local businesses.

Generic Residential Development

- 30’ x 100’ Plan
- 30 Rental Units
- 12,000 SF Retail
- 1,000 SF Parking
- 1 floor above ground
- 1 level below ground

Generic Office Development

- 24’ x 200’ Plan
- 120,000 SF Retail
- 12,000 SF Parking
- 2 levels above ground
- 1 level below ground

Increased Heights and Impact Fees

Increasing height limits provide additional impact fees for parks, schools, and roads and opportunities for below market rate (BMR) housing.

City Impact Fees

- City Impact Fees
- Differentiation

Reduced Parking Requirements and Financial Feasibility

Reduced parking requirements for office projects shrinks costs for the developer and improves the likelihood that properties on El Camino Real will be developed.
East-West Connectivity

Adding a typical 11-foot sidewalk extension on each side of a crossing of El Camino Real would reduce the pedestrian crossing time by about 25%. At a typical crossing speed of 3.5 feet per second, the crossing time would be reduced from 24 seconds (84-foot crossing) to 16 seconds (62-foot crossing). Specific improvements, such as sidewalk extensions, will be subject to detailed analysis as part of the Draft EIR, and could be removed or modified in response to findings.

Traffic on El Camino Real

Assuming no roadway changes, traffic generated by the proposed land uses would increase travel time per vehicle on El Camino Real between Middle and Valparaiso by one minute or less during peak travel times.

Effects from other potential changes to El Camino Real

- Removal of Right turn lanes at Oak Grove and Santa Cruz Avenue and installation of sidewalk extensions
- Increase in average vehicle delay by about 6 to 12% (9 to 4 seconds) during the PM peak hour.
- Changing lane configuration on El Camino Real to provide 3 through lanes in each direction
- Reductions in average vehicle delay by about 10% (7 seconds) at both Parkwood and Valparaiso Avenues. No sidewalk extensions possible.
- Implementing a pedestrian scramble phase at El Camino Real/Santa Cruz Avenue
- Increase in vehicle delay by about 8% (23 seconds) and increase in pedestrian walk times. Scramble phase means that all vehicles stop and pedestrians can cross in any direction.

Parking Standards

Recommended Parking Standards

The recommended parking rates account for the mixed use nature of the downtown area and reflect rates recommended by Parking Generation and Shared Parking manuals, two industry standard documents.

Downtown Public Parking

Existing

Proposed

Charging and Time Restrictions

Charging for parking can be used to manage the parking supply by encouraging turnover in highly desirable spaces or short term spaces (e.g., in front of dry cleaners so that patrons can drop off or pick up their cleaning).

- Price the most convenient/desirable spaces (typically curb side spaces) at a higher rate than less convenient spaces (such as in structures)
- Set and manage the parking price to encourage turnover of the most convenient/curb side spaces. A typical curb side parking so that 80% of spaces are occupied during peak periods. This helps businesses by increasing the availability of the most convenient parking spaces.
- Implement time restrictions based on the desired use of the spaces. Retail employees should not park in the best curb spaces, for example.

El Camino Real - On Street Parking

- The Emerging Plan retains most existing on-street parking on El Camino Real. In some instances, on-street parking may be removed for sidewalk extensions at crosswalks and for landscape improvements.