

April 16, 2009

Menlo Park Specific Plan

City of Menlo Park

Perkins+Will
ESA
Fehr Peers
Strategic Economics
BKF



Agenda

Welcome and Sign-in (10 minutes)

Presentation of Key Concepts & Open House (20 minutes)

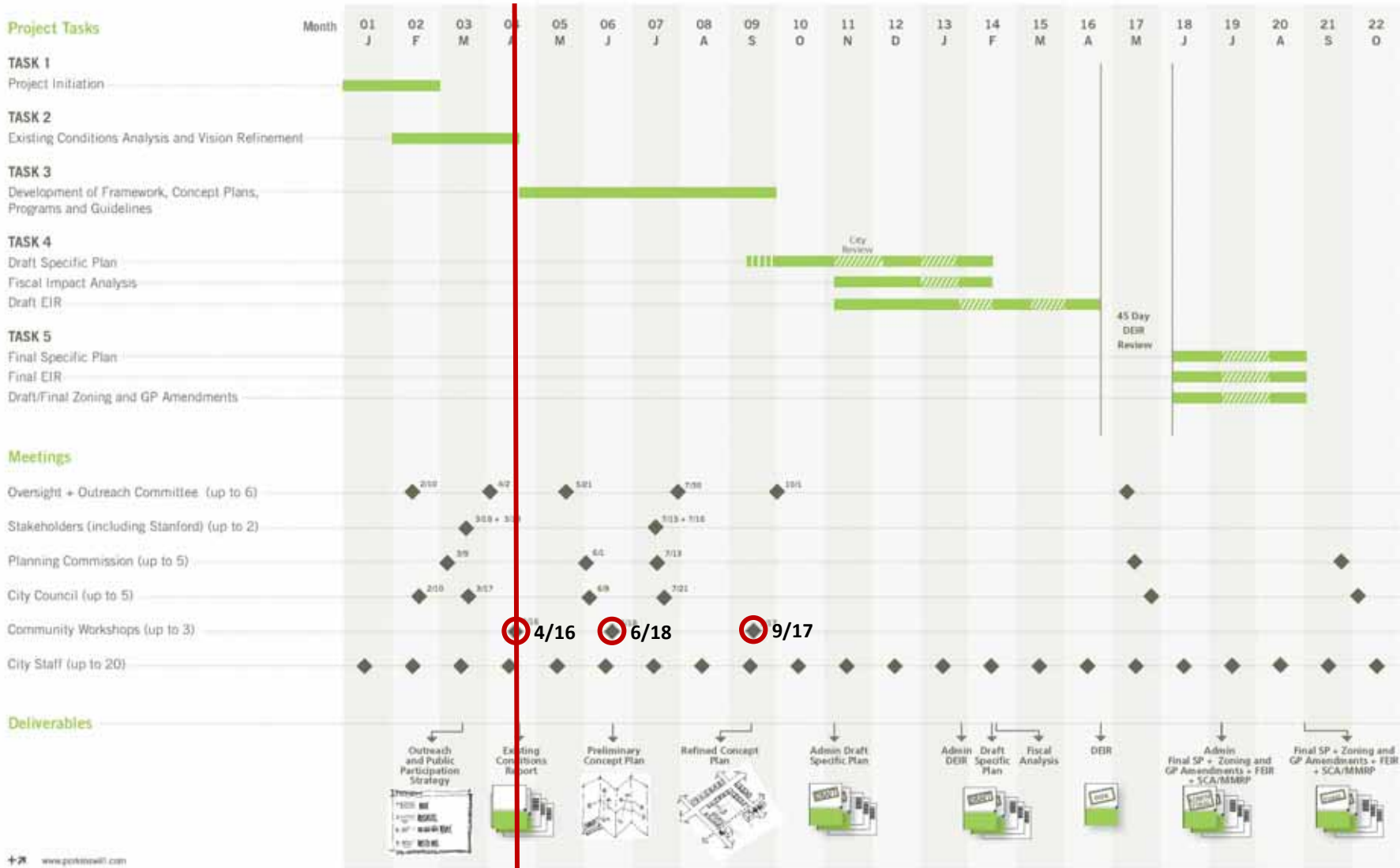
Breakout to Assigned Stations (75 minutes)

Report Back and General Comments (45 minutes)

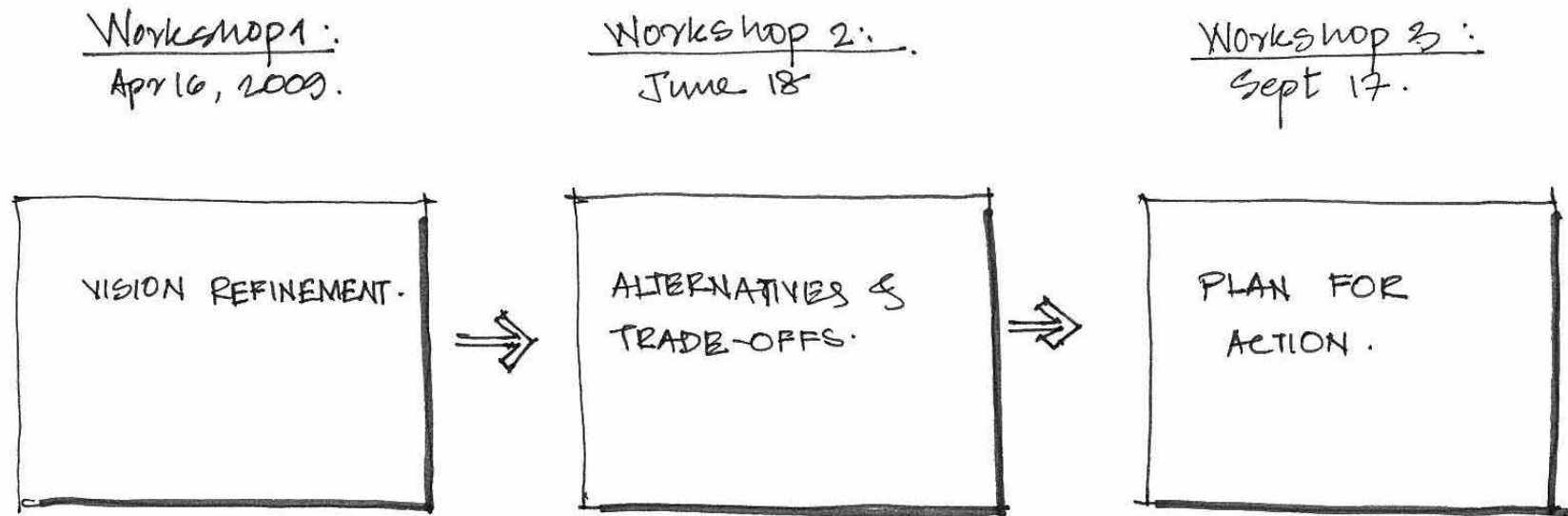
Specific Plan Process

- A Specific Plan is a **comprehensive development plan** for the project area.
- The El Camino Real/Downtown Specific Plan will contain elements such as **detailed land use regulations, design guidelines and infrastructure plans.**
- The Specific Plan process will incorporate **environmental and fiscal review** to evaluate potential benefits (e.g., tax revenue) and impacts (e.g., traffic) of different scenarios.

Project Schedule — DRAFT
Menlo Park El Camino Real/Downtown Specific Plan, EIR and Amendments
10 February 2009



Community Workshop Work Plan



Stakeholder Meetings

Stakeholder Meetings

March 18-19, 2009

City Council

Planning Commission

Stakeholder Groups

- Architects and Developers
- Schools, Religious Institutions and Other Institutions
- City Staff
- Property Owners, Property Managers and Real Estate Brokers
- Residents
- Business Owners
- Former City Council Members
- Open/Extra Session

Background Analysis

Streetscape Study – Santa Cruz Avenue South



El Camino Real Building Study



2 Story Commercial



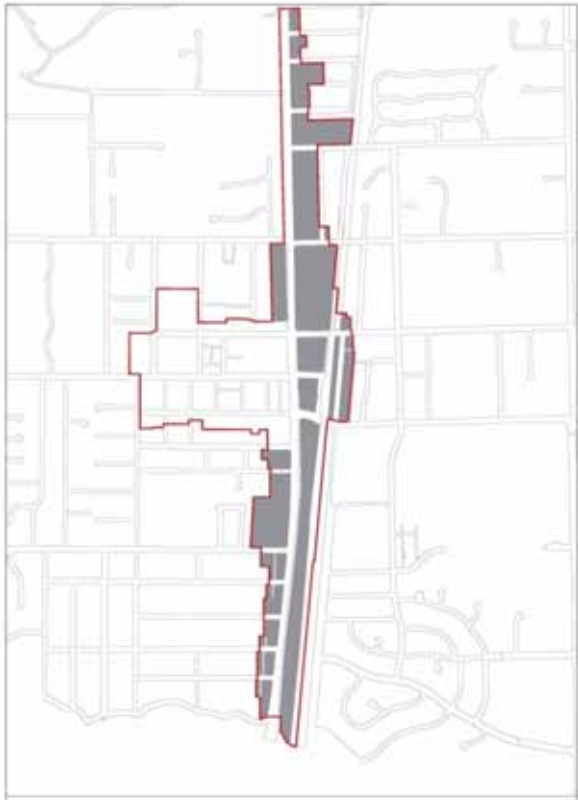
3-4 Story Residential



4+ Story Residential



4+ Story Commercial



Block Study

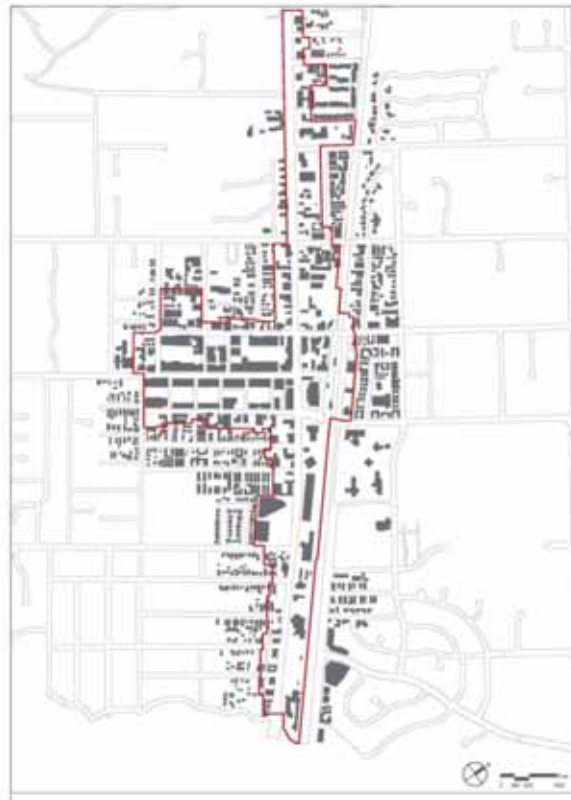


Figure Ground



Paved Surfaces

3-D Model View

Overview 1



3-D Model View

Santa Cruz view looking east



Further Analysis (on-going)

Market Analysis/Review of Market Conditions

Reviewing Traffic Counts and Conditions

Infrastructure Analysis

Community Workshop #1

Community Workshop #1

Vision Refinement

Goal

- To **understand choices and lay the foundation** for formulating alternatives

Objectives

- To **re-confirm Phase I** vision and goals
- To understand **existing conditions and constraints**
- To understand and consider critical **inter-relationships/tradeoffs**

Phase One Vision Goals

Community Workshop #1

Phase One Vision Goals (12 Total)

- Maintain a **village character** unique to Menlo Park
- Provide greater east-west, town-wide **connectivity**
- Improve **circulation and streetscape** conditions on El Camino Real
- Ensure that El Camino Real **development is sensitive** to and compatible with adjacent neighborhoods
- **Revitalize underutilized** parcels and buildings
- **Activate** the train station area

Community Workshop #1

Phase One Vision Goals (12 Total)

- Protect and enhance **pedestrian amenities** on Santa Cruz Avenue
- Expand **shopping, dining and neighborhood services** to ensure a vibrant downtown
- Provide **residential opportunities** in the Vision Plan Area
- Provide **plaza and park spaces**
- Provide an integrated, safe and well-designed **pedestrian and bicycle network**
- Develop **parking strategies and facilities** that meet the commercial and residential needs of the community

Community Workshop #1

Vision Refinement

Planning Principles: Inter-relationships/Tradeoffs

Character

- Village character and scale/density
- Differences between El Camino and Santa Cruz

Vibrancy

- Vibrancy and density, mix of uses, connectivity
- Mix of land uses and traffic/parking

Connectivity

- Connectivity and travel choices
- Traffic and density

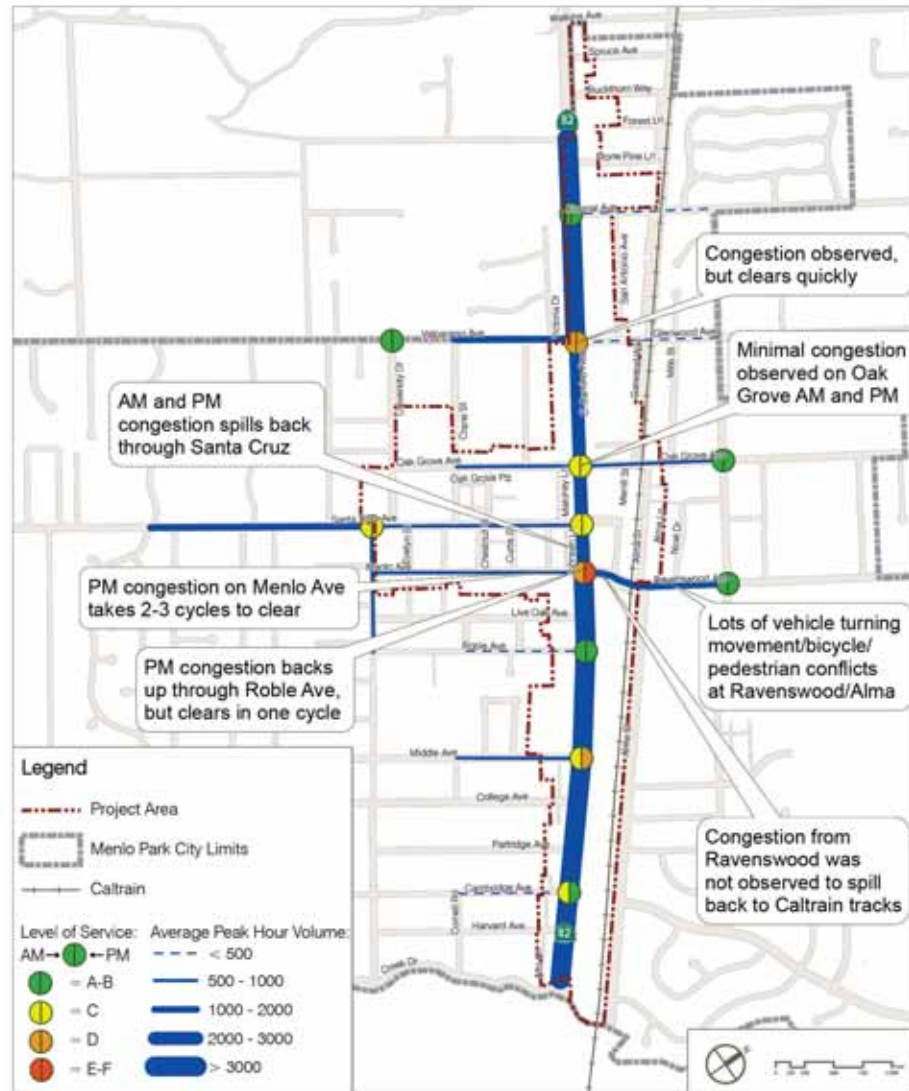
Public Space

- Public space and land use efficiency
- Pedestrian/ bicycle space and traffic capacity

Connectivity and Traffic

Station #1

Intersections and Level of Service



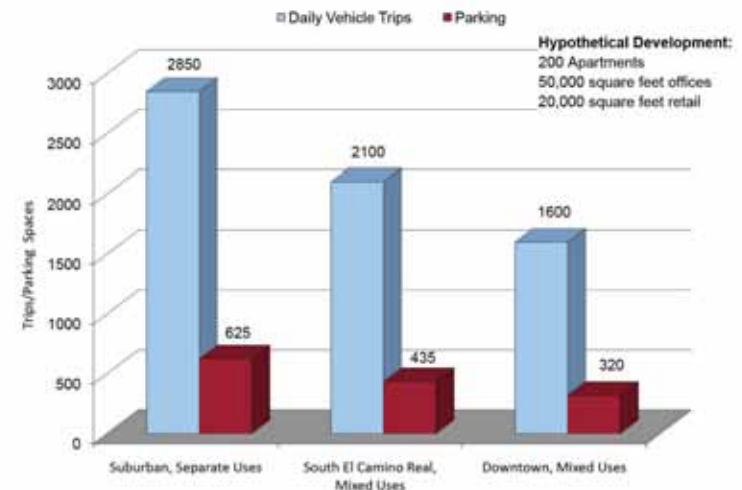
Development Intensity and Traffic Generation

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

Source: Kitamura, R., Mokhtarian, P.L., & Laidet, L. (1997). *A Microanalysis of Land Use and Travel in Five Neighborhoods in San Francisco Bay Area*. *Transportation*, 24, 125-158.

Lee, C & Vernez Moudon, A. (2006). *The 3Ds + R: quantifying land use and urban form correlates of walking*. *Transportation Research Part D*, 11, 204-215.

Traffic and Parking for a Hypothetical Development in Different Locations



Source: *Traffic Generated by Mixed-Use Developments -- A Six-Region Study Using Consistent Built Environment Measures*, forthcoming *Transportation Research Board Paper*, Fehr & Peers. *Shared Parking*, Urban Land Institute, 2nd Edition

Community Workshop #1

Connectivity and Traffic

1. Would you be willing to increase vehicular delay on El Camino Real to improve conditions for pedestrians?
2. What would get you to use alternative means to get downtown ?

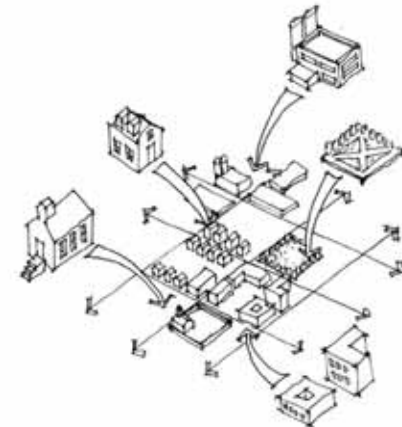
Vibrancy

Station #2

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.

Source: Strategic Economics, 2009.



Surface parking in project area

Surface parking in project area



Building footprint in project area



Parks and Plazas in project area

▪ 0.27 Acres



Vibrancy

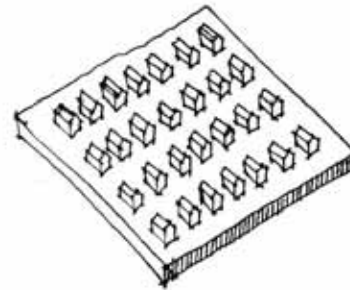
1. When you go out, where do you spend your evenings and why? What would motivate you to spend more time in downtown Menlo Park, particularly at night?
2. What would you do to make El Camino Real more vibrant?

Public Space

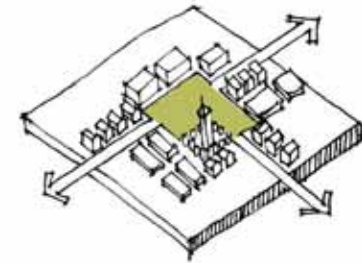
Station #3

Land Use Efficiency + Public Space

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



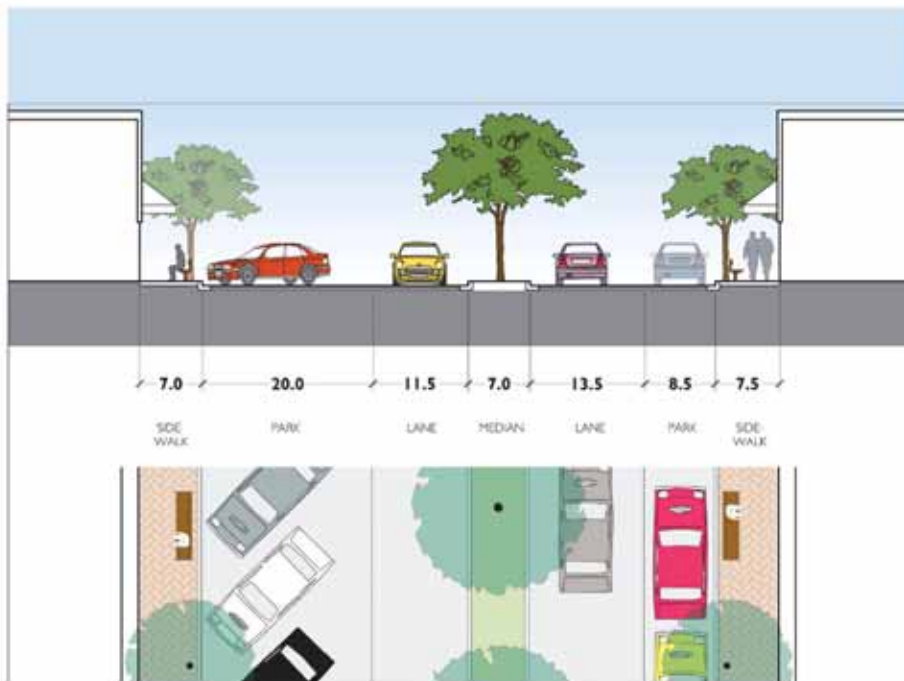
Development spread over a larger area



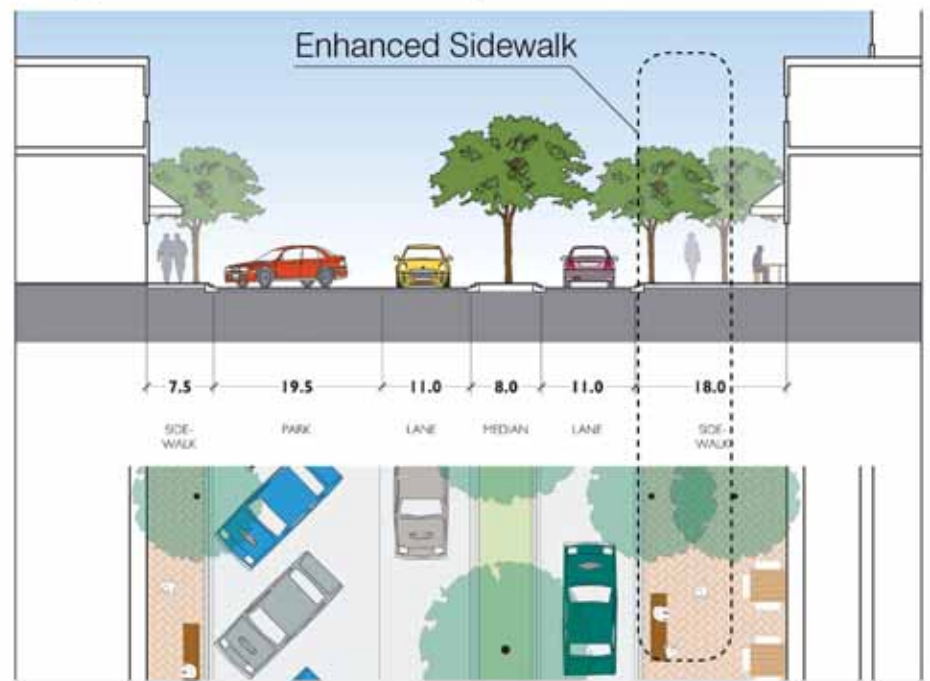
Compact development

Phase I Vision Plan: Santa Cruz Avenue

Existing street section/plan



Proposed street section/plan



Community Workshop #1

Public Space

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

Character

Station #4

Character

Village Character can be enhanced by:



- Compatible scale of buildings



- Informal social spaces



- Varied Massing



- Local “authentic” businesses



- Small storefronts



- Comfortable, walkable space

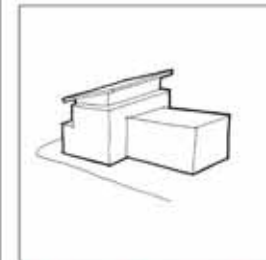
Character

El Camino Real Building Articulation & Massing

1-3 Story

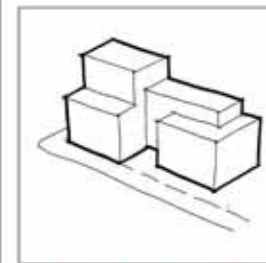


Strategies for building massing and articulation



Massing Variation /
Roof Form

3-4 Story



Setback / Stepback

Character

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?

Open House Format

Community Workshop #1

Open House Format

- Go to your assigned Station (1, 2, 3, or 4)
- Short (5 minute) presentations by facilitators
- Review material, ask questions at each station
- Use post-its, dots and comment card to write down thoughts
- Rotate to next station at the end of 15+ minutes (75 minutes)
- General comments by everyone
- Have fun!

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