



DRAFT GUIDING PRINCIPLES

A **guiding principle** is an overarching statement that describes the kind of place community members want Menlo Park to be. Guiding principles will be used as a compass for ConnectMenlo and will lead to General Plan goals, policies and programs.

The following draft Guiding Principles were developed with the collective input of the participants at two community workshops in September 2014 and further refined by the community via a survey (available online and distributed) conducted during October 2014. The survey requested community members to rank the principles in order of most important to least important and provided space for write-in comments regarding additions to the principles. There were 57 online surveys and 55 paper surveys submitted.

The section below lists each guiding principle according to how it ranked in the surveys. The text in red shows how the principle has been modified to incorporate the feedback received from the surveys. On the following page, a table summarizes the write-in comments and shows how they were addressed in existing principles or included in a new principle.

Revised Draft Principles

Citywide Equity

Menlo Park neighborhoods have equal access to quality services (especially for youth and elders), a range of affordable housing, open space, schools, and daily shopping, such as grocery stores and pharmacies, and they share both the benefits and impacts of local growth.

Healthy Community

Menlo Park enforces codes and prioritizes improvements that promote safety and healthy living so that community members are well-served by emergency response facilities and community policing, and can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations.

Corporate Contribution

Menlo Park leverages new development to create robust community benefits, including jobs, housing, educational opportunities, childcare, public open space, access to telecommunications, and alternative transportation amenities, especially for the Belle Haven neighborhood regarding development in the M-2 Area.

Youth Support and Education Equality

All Menlo Park children and young adults have access to high-quality child care, education, meaningful employment opportunities, and useful training.

Multi-Modal Access

Menlo Park provides thoroughly-connected, safe and convenient transportation, including emergency vehicle access and innovative options for people travelling by foot, bicycle, shuttle, bus, train and car.

Complete Commercial Corridors

Menlo Park’s thoroughfares house community-focused businesses and mixed-use developments that conveniently serve adjacent neighborhoods, while respecting the character of those neighborhoods.

Accessible Open Space and Recreation

Menlo Park provides safe and convenient access to local and regional open space, recreational facilities, trails and enhancements to wetlands and the Bay.

Sustainable Environmental Planning

Menlo Park supports regional collaborative efforts and uses best practices to address climate change, adapt to sea-level rise, protect natural resources, and promote energy conservation and renewable energy.

Innovative Business Destination

Menlo Park embraces emerging technologies, local intelligence, ~~and~~ entrepreneurship and development to grow and attract successful companies that generate tax revenue.

Revitalized Dumbarton Rail Right-of-Way

Menlo Park encourages improved regional connections by utilizing the Dumbarton Rail Corridor for daily transportation of people into and out of Menlo Park.

Property Upkeep

Menlo Park land owners and occupants take pride in the appearance and maintenance of property and buildings.

Integration of Survey Comments

The following table lists the themes distilled from the survey’s write-in comments (left column). Most of the comments either already are part of a principle or could be added to an existing principle, as annotated in the middle column, below. Proposed new text is noted in red to show how the principles could be adapted to incorporate the comment (right column, below). Some of the principles have been updated to address multiple comments. In that case, new text that pertains to a different comment is italicized, and not shown in red.

Survey Comment	Principle(s) That Already Address Comment	Proposed Change
Protect the Bay and the marshlands from over development and visual and physical access to them.	Accessible Open Space and Recreation	Sustainable Environmental Planning Menlo Park supports regional collaborative efforts and uses best practices to address climate change, adapt to sea-level rise, protect natural resources , and promote energy conservation and renewable energy.
Address sea-level rise.	Sustainable Environmental Planning	None needed.
Reduce greenhouse gases.	Sustainable Environmental Planning	None needed.

Survey Comment	Principle(s) That Already Address Comment	Proposed Change
Offer affordable housing outside of Belle Haven; Provide low and very low income housing.	Citywide Equity	Citywide Equity Menlo Park neighborhoods have equal access to <i>quality</i> services (<i>especially for youth and elders</i>), a range of affordable housing, open space, schools, and daily shopping, such as grocery stores and pharmacies, and they share both the benefits and impacts of local growth.
Offer basic services (grocery store, library, bank, pharmacies, and recreational areas in M-2 and Belle Haven. Keep community-serving small businesses.	Healthy Community Citywide Equity	None needed.
Make emergency services and response a priority.	Multi-Modal Access Healthy Community	Multi-Modal Access Menlo Park provides thoroughly-connected, safe and convenient transportation, including emergency vehicle access and innovative options for people travelling by foot, bicycle, shuttle, bus, train and car. Healthy Community Menlo Park enforces codes and prioritizes improvements that promote safety and healthy living so that community members are well-served by emergency response facilities and community policing , and can <i>safely</i> walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations.
Improve downtown’s image and make more friendly to development; build more destinations like Barrone.	Complete Commercial Corridors Innovative Business Destination	Innovative Business Destination Menlo Park embraces emerging technologies, local intelligence, entrepreneurship and development to grow and attract successful companies <i>that generate tax revenue</i> .
Maintain Menlo Park’s village-like character; preserve small town atmosphere.	Complete Commercial Corridors	None needed.

Survey Comment	Principle(s) That Already Address Comment	Proposed Change
<p>Clean up the city with code enforcement, increased community policing, surveillance, and street sweeping. Address violations (e.g. illegal dumping by residents; Caltrans' ballast rocks and graffiti covered railcars; off-leash, aggressive dogs; police profiling; illegal parking; and speeding).</p>	<p>Healthy Community</p>	<p>New Principle: Property Upkeep Menlo Park land owners and occupants take pride in the appearance and maintenance of property and buildings.</p> <p>Or add to: Healthy Community Menlo Park enforces codes and prioritizes improvements that promote safety and healthy living so that community members are well-served by emergency response facilities and community policing and can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations.</p>
<p>Generate tax revenue to support our community; If additional development rights are granted, then the recipient should be required to solve jobs/housing imbalance.</p>	<p>Innovative Business Destination</p>	<p>Innovative Business Destination Menlo Park embraces emerging technologies, local intelligence, entrepreneurship and development to grow and attract successful companies that generate tax revenue.</p>
<p>Bring Belle Haven Elementary into the city school district.</p>	<p>Citywide Equity</p>	<p>[The principle doesn't say change school districts, but it says equal access to quality schools.]</p> <p>Citywide Equity Menlo Park neighborhoods have equal access to quality services (especially for youth and elders), a range of affordable housing, open space, schools, and daily shopping, such as grocery stores and pharmacies, and they share both the benefits and impacts of local growth.</p>
<p>The update should be guided by these three words: growth, prosperity, and progress!</p>	<p>None. The principles don't use these words, but they have the same intent.</p>	<p>None needed.</p>

Survey Comment	Principle(s) That Already Address Comment	Proposed Change
<p>Honor history of the Belle Haven neighborhood and that development meets the needs of the Belle Haven community:</p> <ol style="list-style-type: none"> 1. Ensure housing rates do not drive out honest and hard-working families. 2. Recruit and employ local residents. 3. Mentor and help develop home based businesses /micro-enterprises, cultivate, develop and support local residents to run for city council. 4. Offer PAL loans to longtime renters as a means of helping them stay if they desire. 5. Provide safe, affordable after-school services, a youth center and recreation facilities for kids. 6. Provide more services for the elderly. 	<p>Corporate Contribution</p> <p>Youth Support and Education Equality</p> <p>Citywide Equity</p> <p>Accessible Open Space and Recreation</p> <p>Our principles don't get as specific as #1, 2, 3, and 4, however some of these points could be addressed in programs of the Land Use Element.</p>	<p>Citywide Equity</p> <p>Menlo Park neighborhoods have equal access to <i>quality</i> services (especially for youth and elders), a range of affordable housing, open space, schools, and daily shopping, such as grocery stores and pharmacies, and they share both the benefits and impacts of local growth.</p>
<p>Create "Complete Streets" to address traffic mitigation, reduce carbon emissions, have healthier communities, and convenient access to recreation.</p> <p>Sustainable and accessible funding must come from businesses and corporations that are/become integral parts of our community.</p>	<p>Multi-Modal Access</p> <p>Corporate Contribution</p>	<p>None needed.</p>
<p>Improve multi-modal connections:</p> <ol style="list-style-type: none"> 1. Close the gap in the Bay Trail. 2. Provide ped/bike in Dumbarton ROW with destinations (dog park, amenities, gym along the way). 3. Turn two lanes of Willow into transit and left turn-only lanes. 4. Define "multi-modal." 	<p>Multi-Modal Access</p> <p>Our principles don't get this specific, however some of these points could be addressed in programs of the Transportation Element.</p>	<p>None needed.</p>