MEETING OBJECTIVES

• Present an overview of the draft plan
• Highlight how comprehensive input can be contributed in May-June, when the associated environmental and fiscal analyses are available
• Relay how community members can obtain copies of the plan
• Provide an opportunity for detail/clarification questions in break-out format
PRESENTATION OVERVIEW

• Project History and Purpose
• Vision Plan (Phase I) Process and Result
• Specific Plan (Phase II) Process
• Draft Specific Plan Overview
• Next Steps
PROJECT HISTORY AND PURPOSE

Instigating Factors (pre-2007)

• Loss of car dealerships on El Camino Real
• Requests for project-specific General Plan and Zoning Ordinance Amendments, in particular in the station area
• Desire for a comprehensive, long-term, community-focused approach
PROJECT HISTORY AND PURPOSE

Initial Process Development (early/mid-2007)

- Extensive work with Council Subcommittee and full Council to set up work plan
- Established a two phase-approach: general visioning (Phase I) followed by detailed planning (Phase II)
- Process in line with community engagement best practices

Lived experience / Vision + Technical expertise (implications of choices) → Deliberation → Public judgment
VISION PLAN (PHASE I) – 2007-2008

• Open-ended: allowed for a full range of outcomes, from modest refinements of current regulations to a significant redesign

• *Interest-based* planning (based on values/needs), as opposed to *positional* (based on specific outcomes)

• Consultant selected through fully-open process: community members invited to review proposals, attend interviews, and provide input
VISION PLAN (PHASE I) – 2007-2008

• Commenced in October 2007
  – Citywide newsletter/survey
  – Educational speaker series

• Initial forum: past Menlo Park plans and planning in peer communities
VISION PLAN (PHASE I) – 2007-2008

• Included two walking tours, three community workshops, multiple Oversight/Outreach Committee meetings (including mobile tour), one Planning Commission workshop, and two City Council Meetings
VISION PLAN (PHASE I) – 2007-2008

- Promoted by five citywide mailings (including two return surveys) sent to all residential and commercial owners/occupants, and focused outreach from the project Oversight and Outreach Committee (task force comprised of Commissioners, other residents, business/property owners)
- Vision Plan unanimously accepted by City Council on July 15, 2008; provides foundation for Specific Plan
VISION PLAN (PHASE I) – 2007-2008

1. **Vision Plan Area Character**: Maintain a village character unique to Menlo Park.
2. **East-West Connectivity**: Provide greater east-west, town-wide connectivity.
3. **El Camino Real Circulation**: Improve circulation and streetscape conditions on El Camino Real.
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.
9. **Housing**: Provide residential opportunities in the Vision Plan Area.
10. **Open Space**: Provide plaza and park spaces.
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.
SPECIFIC PLAN (PHASE II) – 2009-2010

- Scope of Vision Plan set the stage for next phase – Specific Plan to establish detailed regulations, policies, and guidelines
- Match or exceed community engagement process set by Phase I
- Incorporate lessons learned from Phase I (e.g., more frequent check-ins with Planning Commission and City Council)
- Include traffic and fiscal analyses throughout process, so that impacts can be considered as planning proceeds
- New consultant selected through fully-transparent RFP and interview process
SPECIFIC PLAN (PHASE II) – 2009-2010

Outreach

- Two newsletters and one postcard to all property owners/occupants (additional postcard coming in May)
- Two extra mailings to all project area property owners/occupants
- Promotions at Block Parties
- Posters at prominent locations
- Oversight and Outreach Committee direct outreach
- Regular updates to Chamber of Commerce and Downtown Group
- Newspaper coverage
- Regular email alerts = over 900 people
SPECIFIC PLAN (PHASE II) – 2009-2010

• Community Workshop #1 – April 16, 2009
  – Review/prioritize Vision Plan goals
  – Consider opportunities/constraints and trade-offs

• Community Workshop #2 – June 18, 2009
  – Review of alternative approaches, with details on land use mixes, circulation options, and parking scenarios

• Community Workshop #3 – September 17, 2009
  – Review emerging plan and provide input on revisions

• Strong and diverse workshop attendance
SPECIFIC PLAN (PHASE II) – 2009-2010

Overall process iterative- plan repeatedly revised and improved, and then presented again for input; for example:

Market Place concept:

1. Workshop #2 – June 18, 2009
2. Workshop #3 – September 17, 2009
3. This iterative process continues- still looking for improvements and refinements
SPECIFIC PLAN (PHASE II) – 2009-2010

Regular review by key bodies:
• Oversight and Outreach Committee (five meetings)
• Planning Commission (four meetings)
• City Council (four meetings)

These check-in sessions provided an opportunity to relay status updates and receive high-level direction.
What is the Specific Plan?

- A clear and action-oriented plan for the next 20 to 30 years
- A detailed framework for public space improvements
- A strong foundation for private development
- Currently, a draft document

What is it not?

- An individual private development project
- A final decision on every public improvement
DRAFT SPECIFIC PLAN

Contents
A. Plan Overview
B. Plan Context
C. Plan Principles, Framework + Concepts
D. Public Space
E. Land Use + Building Character
F. Circulation
G. Implementation
H. Appendix
A: Plan Overview

- Summary of plan and its objectives
- Setting and background
- Specific Plan requirements
- Use of the document
- Planning process
- Vision Plan goals
A: Plan Overview
Use of the document
Typical components:
• Intents
• Standards
• Guidelines
• Conceptual Drawings
• Sample quotations

Plan relays potential development/improvement concepts, but actual build-out will likely vary from these projections.
B: Plan Context

- Existing site context and character
- Opportunities and constraints
- Circulation overview
- Market overview
Information on existing character, opportunities and constraints, transportation overview, and market overview all previously presented at workshops, included for reference and context.
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C: Plan Principles, Framework + Program

- Guiding Principles
- Urban Design Framework
- Sub-Area Concepts
- Sustainability
- Illustrative Plan and Development Program

Chapter provides the structure for later topic chapters.
C: Plan Principles, Framework + Program

Guiding Principles – Refinements of Vision Plan Goals

• Enhance Public Space
• Generate Vibrancy
• Sustain Menlo Park’s Village Character
• Enhance Connectivity
• Promote Healthy Living and Sustainability
C: Plan Principles, Framework + Program

Urban Design Framework
- Distinct and Connected Areas
- Integrated Corridor
- Walking and Connected Community
- Sensitive Infill and Living Downtown
- Mobility Options and Accessibility

Sub Area Concepts
- El Camino Real, Station Area, Downtown
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C: Plan Principles, Framework + Program

Sustainability
General principles, expanded in following chapters

Illustrative Plan and Development Program
Projection for purposes of analysis; actual build-out will vary

• Residential: 680 dwelling units
• Retail space: 91,800 square feet
• Commercial space: 240,820 square feet
• Hotel: 380 rooms
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D: Public Space

Improvements grouped by Sub-Area:

• El Camino Real
• Station Area
• Downtown
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D: Public Space

Downtown

• Santa Cruz Avenue Central Plaza:
  – Signature public space for downtown
  – Two automobile lanes retained, but on-street parking removed
  – Curb removed to create flush surface, and paving enhanced
  – Pedestrian-oriented, with greater room for outdoor dining
  – Potential closures for special events
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D: Public Space

Downtown

Other improvements:

• *Widened sidewalks* on Santa Cruz Avenue
• *Chestnut Paseo* and *Market Place*
• *Flex space/surface parking*
• *Pocket parks* on Crane and Chestnut
D: Public Space

Station Area
- *Civic Plaza* at train station intended to celebrate arrivals and enhance entrance to Santa Cruz Avenue
- Stronger links to Civic Center through *Alma Street Civic Walk* and *Ravenswood Gateway*—leverage existing activity center
D: Public Space

El Camino Real

• North-South Walkability: substantial improvements over current conditions
  • East side: 15-foot sidewalks
  • West side: 12-to-15-foot sidewalks
• In most areas, property owners required to designate areas for public use, as parcels are redeveloped
  • East-West Connectivity (crosswalk enhancements)
• New open space at Middle Avenue, to incorporate grade-separated pedestrian-bicycle crossing to Burgess Park
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E: Land Use + Building Character

- Land Use Designations
- Development Standards and Guidelines
- Zoning District Tables and Diagrams
E: Land Use + Building Character

Land Use Designations and Use Regulations

- Comprehensive updating of current rules
- Uses established as permitted, permitted with limits, conditionally or administratively permitted, and prohibited
- Residential emphasis in station area and nearby
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E: Land Use + Building Character

Development Standards and Guidelines

Zoning Districts

• 10 new zones vs. current ordinance that has two primary districts and several smaller zones

• New zones reflect unique conditions with detailed and specific standards. For example, some areas back up to residential uses, others back up to the train tracks- as a result, requirements differ
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E: Land Use + Building Character

Development Standards and Guidelines

Density (FAR) and Intensity (dwelling units/acre) - New two-tier framework:

- **Base**: Includes increases over current standards to address community goals, such as: encourage redevelopment of underutilized parcels, activate train station area, and enhance downtown vibrancy.

- **Public Benefit Bonus**: Absolute maximums subject to provision of negotiated public benefit

- **Office and Medical Office** subject to additional FAR limits, matching current practices and helping achieve greater diversity of uses.

<table>
<thead>
<tr>
<th>AREA</th>
<th>DEVELOPMENT INTENSITY</th>
<th>BUILDING HEIGHTS</th>
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<tbody>
<tr>
<td></td>
<td>LAND USE</td>
<td>FAR*</td>
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<tr>
<td>ECR NW</td>
<td>El Camino Real North-West</td>
<td>Mixed Use/Residential</td>
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<tr>
<td>ECR NE-1</td>
<td>El Camino Real North-East - Low Density</td>
<td>Mixed Use</td>
</tr>
<tr>
<td>ECR NE</td>
<td>El Camino Real North-East</td>
<td>Mixed Use/Residential</td>
</tr>
<tr>
<td>ECR NE-B</td>
<td>El Camino Real North-East - Residential Emphasis</td>
<td>Mixed Use/Residential</td>
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<td>ECR SW</td>
<td>El Camino Real South-West</td>
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<tr>
<td>ECR SE</td>
<td>El Camino Real South-East</td>
<td>Mixed Use/Residential</td>
</tr>
<tr>
<td>SA W</td>
<td>Station Area West</td>
<td>Retail/ Mixed Use</td>
</tr>
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<td>SA E</td>
<td>Station Area East</td>
<td>Retail/ Mixed Use</td>
</tr>
<tr>
<td>DA</td>
<td>Downtown Adjacent</td>
<td>Office/ Residual</td>
</tr>
<tr>
<td>B</td>
<td>Downtown Santa Cruz Avenue</td>
<td>Retail/ Mixed Use</td>
</tr>
</tbody>
</table>

*Special Plan limits the amount of general office allowed and the amount of medical office, based on community concerns, to the following:
Office, General - shall not exceed one half of the base FAR or public benefit bonus FAR
Office, Medical and Dental - shall not exceed one third of the base FAR or public benefit bonus FAR
FAR and DU/acre include both Base and Public Benefit Bonus standards, discussed in more detail in Section 6.3.3.3 “Intensity”

Table 22: Development Standards and Guidelines
E: Land Use + Building Character

Development Standards and Guidelines

**Height**
- Establishes new Façade Height maximum to address perceived height on all faces except interior side
- Overall height:
  - Predominant maximum of 38’, close to current base maximums (although properties can already exceed these with P-D or CDP designations)
  - Up to 48’ allowed for parking plaza improvements
  - 60’ allowed in station area and on east side of El Camino Real, south of Ravenswood Ave

**Setbacks**
- Limited in downtown and station area to reflect existing character
- Enhanced requirements on El Camino Real for sidewalk improvements
Development Standards and Guidelines

Massing and modulation

Strict new requirements for variation of building profiles and upper story setbacks *(uses façade height)*

Requirements would prohibit monolithic type of development as seen in some nearby cities.
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E: Land Use + Building Character

Sustainability

- LEED Silver certification *required* for many common project types, in particular: residential projects of three or more units, new commercial buildings of 5,000 square feet or more
- LEED ND (Neighborhood Development) Gold certification *recommended* for projects of 4 acres of more
- Recommends that standards be revisited every two years, due to changes in this field
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E: Land Use + Building Character

Zoning Districts Tables and Diagrams

Detailed standards and graphics for all 10 zoning districts, helping users understand what is possible with properties.
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F: Circulation

• Vehicle Circulation
• Pedestrian and Bicycle Improvements
• Parking Standards
• Downtown Parking Supply and Policies
F: Circulation

• Vehicle Circulation
  – El Camino Real
    • Retains overall lane configuration with minor modifications to better accommodate pedestrians and bicyclists
    • Lanes narrowed in central area to allow for wider sidewalks
  – Santa Cruz Avenue
    • Reconfigured and relocated parking for sidewalk extensions
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F: Circulation

• Pedestrian Improvements
  – El Camino Real crosswalks:
    • Basic Crossing Treatment –
      marked crosswalks, accessible
      pedestrian signals, sidewalk
      extensions
    • Special Crossing Treatment – high
      visibility crosswalks, enhanced
      pavement, countdown pedestrian
      signals, median islands

• Bicycle Improvements
  – Complete and enhance City’s
    existing plan
  – New bicycle storage standards
    and guidelines
New parking standards

- Based on best practices and current industry standards
- Allowances for additional shared parking credits on a case-by-case basis
- Outside downtown, parking provided on-site; in downtown, parking requirement can potentially be met in public facilities

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Minimum Parking Rates</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Existing City Requirements</td>
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<tr>
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<td>Zoning Ordinance</td>
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<tr>
<td>Multi-Family Dwelling</td>
<td>2.0</td>
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<tr>
<td>General Office (per 1,000 sf gfa)</td>
<td>6</td>
</tr>
<tr>
<td>Medical Office (per 1,000 sf gfa)</td>
<td>8</td>
</tr>
<tr>
<td>Retail and Personal Service (per 1,000 sf gfa)</td>
<td>6</td>
</tr>
<tr>
<td>Supermarket (per 1,000 sf gfa)</td>
<td>6</td>
</tr>
<tr>
<td>Restaurants (per 1,000 sf gta/ga)</td>
<td>6</td>
</tr>
<tr>
<td>Quality</td>
<td>-</td>
</tr>
<tr>
<td>High Turnover</td>
<td>-</td>
</tr>
<tr>
<td>With Lounge</td>
<td>-</td>
</tr>
<tr>
<td>Hotel (per room)</td>
<td>-</td>
</tr>
</tbody>
</table>
DRAFT SPECIFIC PLAN

F: Circulation

Downtown Parking Supply and Policies

Two new parking garages to provide capacity for on-street and plaza parking spaces that would be relocated for public improvements (central plaza and widened sidewalks), selected infill development, and potential supply for private development.

Plan overall provides more options for parking- much of the current surface parking remains, enhanced by new options.
F: Circulation

Downtown Parking Supply and Policies

Downtown Shared Parking

Most parcels in downtown core may develop first 1.0 FAR with no on-site parking spaces (consistent with current policy).

For FAR above 1.0, parcels may either provide the required number of parking spaces on-site, or, if public parking spaces are available, pay a parking in-lieu fee (set to be equivalent to cost of garage space).
F: Circulation

Parking Management Plan

Results of current study to be incorporated. Describes options (time limits, metered parking, unbundled parking, parking benefit district, parking implementation plan).

Transportation Demand Management (TDM)

New requirement that all new developments (not just ones with trips > 100) prepare a TDM plan, which typically include elements such as transit pass subsidies, carpool incentives, and car-share programs.
G: Implementation

Actions to Enable and Implement Specific Plan

- **Statement of relationship to General Plan**: detailed correspondence table
- **General Plan and Zoning Ordinance Amendments**: Specific Plan will effectively supersede these documents for plan area, with certain exceptions
- **Review and processing of development applications**: retains overall current structure of Architectural Control and Use Permit
- **Nonconforming uses and structures**: existing approvals generally to be protected
G: Implementation

**Financing Methods and Sequencing**

- Specific Plan primarily lays out options for future action
- Recommends short/mid-term construction of one parking garage and Santa Cruz Avenue central plaza and sidewalk improvements
H: Appendix

- Use Definitions
- Urban Design Glossary
- Community Workshop Summaries and Discussion Boards
NEXT STEPS

• Tonight:
  – Breakout stations for detail/clarification questions on chapters
  – Initial plan distribution

• Coming soon:
  – Additional open house (Sun 4/11 @ 4pm) and Planning Commission study session (Mon 4/12 @ 7pm), both in City Council Chambers – same presentation as tonight
  – Release of Draft Environmental Impact Report (EIR) and Fiscal Impact Analysis (FIA) (*tentative: mid-May 2010*); Draft EIR release starts formal 45-day comment period
  – Meetings of Oversight/Outreach Committee, Planning Commission, and City Council to receive public comments on Draft Plan, EIR, and FIA and to provide comprehensive direction (*tentative: late May and June 2010*)
RESOURCES

- Project page: [http://www.menlopark.org/specificplan](http://www.menlopark.org/specificplan) (includes electronic copies of the draft plan)
- Email list (sign up on project page or just email request to project planner)
- Draft plan to be available for review at City offices and at main library
- Contact project planner Thomas Rogers with any comments or questions:
  - throgers@menlopark.org
  - 650-330-6722