



COMMUNITY DEVELOPMENT DEPARTMENT

Council Meeting Date: December 16, 2014
Staff Report #: 14-218

REGULAR BUSINESS: Accept the Guiding Principles for ConnectMenlo (General Plan and M-2 Area Zoning Update)

RECOMMENDATION

Staff recommends that the City Council accept the draft Guiding Principles for ConnectMenlo (General Plan and M-2 Area Zoning Update) as shown in Attachment A.

ANALYSIS

On December 9, 2014, the City Council and Planning Commission held a joint study session on the Guiding Principles and the approach to the community workshop and on-line survey regarding land use alternatives.

The Council and Commission discussed each principle and provided feedback. Attached is staff's understanding of the consensus amongst the Council and Commission. Attachment A is a clean version and Attachment B is a redline version (~~strikeout~~ and underline).

If the Council or any community members have additional edits to suggest, please email them to connectmenlo@menlopark.org prior to the Council meeting.

The Guiding Principles as acted upon by the City Council on December 16, 2014 will be used as part of the upcoming community workshop on Land Use Alternatives on Thursday, December 18 at 7 p.m. at the Senior Center located at 110 Terminal Avenue. After the workshop, an online survey to gather community input will run until mid-January. On Thursday, January 8, an Open House will be held at the Neighborhood Service Center at 871 Hamilton Avenue at 6:30 p.m. to build upon the workshop and encourage participation during the survey period.

IMPACT ON CITY RESOURCES

The General Plan Update scope of services and budget was approved by the City Council on June 17, 2014.

POLICY ISSUES

The General Plan and M-2 Zoning update process will consider a number of policy issues. The Guiding Principles will be considered when preparing the goals, policies and programs for the General Plan land use and circulation elements and associated updates to the Zoning Ordinance.

ENVIRONMENTAL REVIEW

The General Plan and M-2 Zoning update is subject to the California Environmental Quality Act (CEQA) and an Environmental Impact Report (EIR) will be prepared at the appropriate time in the process. The acceptance of the Guiding Principles is not a project under CEQA.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting. In addition, the City sent an email update to subscribers of the General Plan Update project page. This page provides up-to-date information about the project, allowing interested parties to stay informed of its progress and allow users to sign up for automatic email bulletins, notifying them when content is updated or meetings are scheduled. The page is currently available at the following location: www.menlopark.org/connectmenlo.

ATTACHMENTS

- A. Draft Guiding Principles – clean version
- B. Draft Guiding Principles – redline version

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Report reviewed by:
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DRAFT GUIDING PRINCIPLES (As of 12/11/14)

These Guiding Principles describe the kind of place that community members want Menlo Park to be. City representatives and community members developed them in a collaborative public process for consideration in guiding growth and preserving the city's unique features over the next 20 years. Future change in Menlo Park will involve a careful balance of benefits and impacts, as charted in the General Plan goals, policies, and programs. While growth is planned to occur generally between US 101 and the Bay, these aspirational Principles have community-wide application, including protecting the character of residential neighborhoods and expanding transportation options.

Citywide Equity

Menlo Park neighborhoods share the benefits and impacts of local growth and enjoy equal access to quality services, education, public open space, housing that complements local job opportunities with affordability that limits displacement of current residents, and convenient daily shopping such as grocery stores and pharmacies.

Healthy Community

Everyone in Menlo Park can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations; land owners and occupants take pride in the appearance of property; Menlo Park achieves code compliance and prioritizes improvements that promote safety and healthy living; and the entire city is well-served by emergency services and community policing.

Corporate Contribution

In exchange for added development potential, construction projects provide physical benefits in the adjacent neighborhood (such as Belle Haven for growth north of US 101), including jobs, housing, schools, libraries, neighborhood retail, childcare, public open space, , high speed internet access, and transportation choices.

Youth Support and Education Excellence

Menlo Park children and young adults have equal access to excellent childcare, education, meaningful employment opportunities, and useful training, including internship opportunities at local companies.

Great Transportation Options

Menlo Park provides thoroughly-connected, safe and convenient transportation, adequate emergency vehicle access, and multiple options for people traveling by foot, bicycle, shuttle, bus, car, and train, including daily service along the Dumbarton Rail Corridor.

Complete Neighborhoods and Commercial Corridors

Menlo Park neighborhoods are complete communities, featuring well integrated and designed development along vibrant commercial corridors with a live-work-play mix of community-focused businesses that conveniently serve adjacent neighborhoods while respecting their residential character.

Accessible Open Space and Recreation

Menlo Park provides safe and convenient access to an ample amount of local and regional parks and a range of public open space types, recreational facilities, trails, and enhancements to wetlands and the Bay.

Competitive and Innovative Business Destination

Menlo Park embraces emerging technologies, local intelligence, and entrepreneurship, and welcomes development that will grow and attract successful companies and innovators that generate local economic activity and tax revenue for the entire community.

Sustainable Environmental Planning

Menlo Park is a leader in efforts to address climate change, adapt to sea-level rise, protect natural and built resources, conserve energy, manage water, utilize renewable energy and promote green building.

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DRAFT GUIDING PRINCIPLES
(As of 12/11/14)

~~A guiding principle is a statement that describes the kind of place community members want Menlo Park to be. These statements are intended to guide growth in Menlo Park through 2035 while preserving unique features of the community. Developed by community members and City officials during a collaborative public process, the principles are intended to be overarching themes acknowledging that potential change is planned to occur generally between US 101 and the Bay. What that change is and how to balance the change will be part of the goals, policies and programs discussion during the next phase of the General Plan process. Although some principles are geographically focused, they will have community-wide impact, particularly with respect to supporting the character of residential neighborhoods and seeking to improve transportation options.~~

These Guiding Principles describe the kind of place that community members want Menlo Park to be. City representatives and community members developed them in a collaborative public process for consideration in guiding growth and preserving the city's unique features over the next 20 years. Future change in Menlo Park will involve a careful balance of benefits and impacts, as charted in the General Plan goals, policies, and programs. While growth is planned to occur generally between US 101 and the Bay, these aspirational Principles have community-wide application, including protecting the character of residential neighborhoods and expanding transportation options.

Citywide Equity

Menlo Park neighborhoods share the benefits and impacts of local growth and enjoy equal access to quality services, education, public open space, ~~a range of housing in balance with that complements~~ local job opportunities ~~that offers with~~ affordability ~~to that limits~~ displacement of current residents, and convenient daily shopping such as grocery stores and pharmacies.

Healthy Community

Everyone in Menlo Park can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations; land owners and occupants take pride in the appearance of property; ~~the City enforces codes Menlo Park achieves code compliance~~ and prioritizes improvements that promote safety and healthy living; and the entire city is well-served by emergency services and community policing.

Corporate Contribution

In exchange for added development potential, ~~construction projects in the M-2 Area provides~~ physical benefits in ~~Belle Haven the adjacent neighborhood (such as Belle Haven for growth north of US 101),~~ including jobs, housing, schools, libraries, neighborhood retail, childcare, public open space, ~~telecommunications,~~ high speed internet access, and transportation choices.

Youth Support and Education ~~Equality~~ Excellence

All Menlo Park children and young adults have equal access to ~~high-quality-excellent~~ childcare, education, meaningful employment opportunities, and useful training, including internship opportunities at local companies.

Multi-Modal Access Great Transportation Options

Menlo Park provides thoroughly-connected, safe and convenient transportation, adequate emergency vehicle access, and multiple options for people traveling by foot, bicycle, shuttle, bus, car, and train, including daily service along the Dumbarton Rail Corridor.

Complete Neighborhoods and Commercial Corridors

Menlo Park's neighborhoods are complete communities, featuring well integrated and designed development ~~and along~~ vibrant commercial ~~areas-corridors~~ with a live-work-play mix of community-focused businesses that conveniently serve adjacent neighborhoods while respecting their residential character.

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Sustainable Environmental Planning

Menlo Park ~~supports regional collaborative~~ is a leader in efforts ~~and employs best practices~~ to address climate change, adapt to sea-level rise, protect natural and built resources, ~~and promote~~ conserve energy, manage water conservation, ~~and utilize~~ renewable energy and promote green building.