

## HOW TO COMPLETE THE ONLINE M-2 AREA LAND USE SURVEY

### STEP 1.

Visit the online survey at [www.menlopark.org.connectmenlosurvey](http://www.menlopark.org.connectmenlosurvey).

### STEP 2.

Please sign in. Click on “SIGN IN” at the top of the page.

If you are not yet a registered user, please take a moment to complete the registration process.



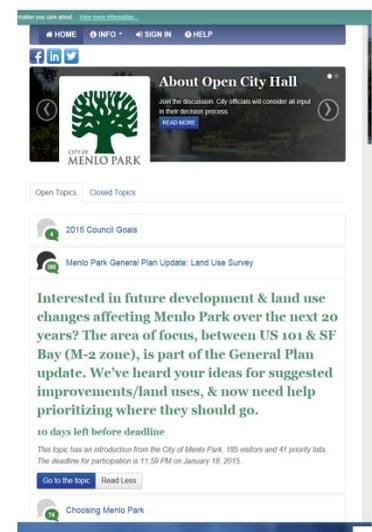
### STEP 3.

After signing in, the Open City Hall mainpage will appear. Please select “Menlo Park General Plan Update Land Use Survey”



### STEP 4.

Once on the survey homepage, click “Go to the topic” button to continue.



**STEP 5.**

Please read the Introduction. Click on “read more” to expand the view. The three land use maps are viewable by clicking on the respective Alternative names. Each map is a PDF and will open in a new window so the maps can be compared.

**STEP 6.**

If you would like additional resources to aid in your review process, please click on the “online mapping tool” link. The interactive tool will open in a new window and allow you to remove sites from the potential land uses shown in Alternative 2. As land use changes are removed, the bar chart will adjust accordingly to show the impacts (increase or decrease) on vehicle trips in the PM peak hours (4-6 p.m.), number of jobs, water usage, and revenue to the City.

**Introduction**

At a public workshop on December 18, 2014, at the Menlo Park Senior Center, participants considered two land use alternatives for the M-2 Area. Alternative 1 represents no change from the existing 1994 General Plan. Alternative 2 incorporates a range of ideas for future development expressed by community members and property owners during the process, including more retail (grocery, bank, pharmacy, etc.) adjacent to the Belle Haven neighborhood, more walkable areas, and more mixed-use where you can live/work/play without getting in your car. In addition, the result of community input at the workshop showing different land use locations has been compiled into Alternative 3 for your consideration.

Your ideas regarding the three Alternatives shown here will be used over the next several months to create a "Preferred Alternative" that will become a major part of the new General Plan.

After you click the Post button below, please use the arrows to prioritize the Alternatives to show your preference. You can add comments in the space provided below, including what, if any, changes you would suggest to your preferred Alternative. Click on the name of the Alternative to open a map that shows its details.

**Alternative 1. Current General Plan** Alternative 1 represents no change in the land uses beyond what is already anticipated by the existing 1994 General Plan. The current General Plan land use designation and zoning district for the M-2 Area primarily allows general industrial uses, which includes warehousing, manufacturing, research and development and office. Personal services, convenience stores and cafes are intended to only serve employees in the immediate area, with limited hours and days of operation. Housing is not permitted.

**Alternative 2. Range of Options** Alternative 2 incorporates a range of ideas for future development expressed by community members and property owners during the process, including more retail (grocery, bank, pharmacy, etc.) adjacent to the Belle Haven neighborhood, more walkable areas, and more mixed-use where you can live/work/play without getting in your car. Willow Road between Hamilton Avenue and Ivy Drive would serve as the primary retail corridor in this alternative.

**Alternative 3. Workshop Compilation** Alternative 3 also includes a range of new development types, including housing, retail and hotels, but shows different locations for them. Alternative 3 shows more mixed-use residential and retail in the area bordered by Bayfront Expressway, Chilco Street, the Dumbarton Railway, US 101, and Marsh Road, clustered around a new transit station near Kelly Park. Unlike Alternative 2, it does not include housing between Willow Road and University Avenue, and instead prioritizes the area for office, life sciences, and open space, with some retail.

You can view the [online mapping tool](#) where you can compare the potential effects of development on each "potential change" site shown in the Range of Options Alternative (Alternative 2). As you turn individual sites on and off, you can see associated relative changes in estimated water use, traffic generation and parking demand, job creation, and annual revenue to the City of Menlo Park. The Key Indicators are based on a combination of industry standard factors -- such as the Institute of Transportation Engineers Trip Generation Manual, 9th Edition (2009), and water demand estimates by type of use based on estimates from recent environmental impact reports (EIRs), and customized data for current M-2 Area uses, such as the Estimated Gross Annual Fiscal Revenue and Jobs (Bay Area Economics, 2014). Hotels are assumed to have 300 rooms, and multi-family residential units are estimated at a density of 35 dwelling units per acre. These indicators may help you determine which Alternative you prefer and with what, if any, modifications.

To aid you in choosing a preferred land use alternative, please click here to [view Sample Development Prototypes](#) of various office, mixed-use, and

Have a question? [View Frequently Asked Questions](#) about the M-2 Land Use Alternatives or [email the project team](#).

[read less](#)

You may also wish to view photos of various development types (click on “View Sample Development Prototypes”), which are intended serve examples of potential development and to spark discussion.

**STEP 7.**

Now you are ready to rank the alternatives. Please click on the blue “Post” button at the bottom of the page. This will take you to the survey.

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To aid you in choosing a preferred land use alternative, please click here to [view Sample Development Prototypes](#) of various office, live/work/play environments.

Have a question? [View Frequently Asked Questions](#) about the M-2 Land Use Alternatives or [email the project team](#).

[read less](#)

**Feedback**  
58 priority lists

**Your Priority List**  
Click the button to post your priority list

[Post](#)

Deadline: 11:59 PM on January 20, 2015

## STEP 8.

Please insert the number 1, 2, or 3 in the box next to each alternative. One (1) equals your most preferred alternative and 3 represents your least preferred. Once you have entered the numbers, click on “Update List” and the alternatives should appear in the order that you ranked them. Alternatively, you may move each alternative heading into the order that you prefer. Hover the mouse over the item that you would like to move (the alternative should now appear highlighted) and then right click the mouse and drag the item into the order you prefer.

We also encourage you to add comments in the “Statement” box. We would like to hear what you liked and disliked about the Alternatives, and what changes, if any, you would make.

## STEP 9.

Once you are ready to submit your survey responses, please click on the blue “Submit” button at the bottom of the page.

Public Plan Configure Reports Statement Review

### Interested in future development & land use changes affecting Menlo Park over the next 20 years? The area of focus, between US 101 & SF Bay (M-2 zone), is part of the General Plan update. We've heard your ideas for suggested improvements/land uses, & now need help prioritizing where they should go.

Introduction Listeners Feedback Your Priority List Outcome

How to prioritize

List Order	Item	Details
1	Alternative 2. Range of Options	Details
2	Alternative 1. Maintain the Current General Plan	Details
3	Alternative 3. Workshop Compilation	Details

Update List Restore Defaults

Statement

Check out our [guidelines for civility](#)

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Fields marked with \* are required

Submit Preview

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Select Language | PEAK DEMOCRACY

## THANK YOU VERY MUCH FOR YOUR PARTICIPATION.

We hope you stay involved in the process. If you have not yet already, please subscribe to receive email bulletins about ConnectMenlo at [www.menlopark.org/connectmenlo](http://www.menlopark.org/connectmenlo).

To see what other community members have said, please click the “Feedback” button.