General Plan (Land Use & Circulation) & M-2 Area Zoning Update

City Council Consideration of EIR Notice of Preparation

June 16, 2015
Meeting Purpose

- **Review**
  - Community Amenities Survey Results
  - May 2015 Open Houses
  - “Budget 101,” Housing Commission, Transportation & Bicycle Commissions, General Plan Advisory Committee and Planning Commission Meetings

- Consider Planning Commission Recommendation regarding ConnectMenlo EIR Notice of Preparation:
  - M-2 Area Maximum Potential Development
City Council Project Objectives

- Establish and achieve the community’s vision
- Realize economic and revenue potential
- Land use changes expected only in M-2 Area
  - Directly Involve M-2 Property Owners
- Streamline development review process
- Improve mobility for all travel modes
- Preserve neighborhood character
- Reduce emissions and adapt sustainably
Project Milestones

- Guiding Principles: complete
- EIR Maximum Potential Development “Alternative”: now
- Draft Goals, Policies & Programs: Aug 2015
- Draft Zoning Changes: Aug 2015
- Fiscal Analysis & EIR: June 2015 – June 2016
- Final Adoption: July 2016
Community Amenities Survey

- 194 online and paper surveys received
- Amenities list based on rankings from March 2015 Workshop
- 136 self-identified Belle Haven residents
- Will help City Council determine which community amenities happen first
## Overall Ranking Results

<table>
<thead>
<tr>
<th>Transit and Transportation Improvements</th>
<th>Social Service Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalks, lighting, and landscaping</td>
<td>Education improvements in Belle Haven</td>
</tr>
<tr>
<td>Traffic-calming on neighborhood streets</td>
<td>Medical center</td>
</tr>
<tr>
<td>Bike trails, paths or lanes</td>
<td>Library improvements at Belle Haven</td>
</tr>
<tr>
<td>Dumbarton Rail</td>
<td>High-Quality Affordable Housing</td>
</tr>
<tr>
<td>Innovative transportation solutions (i.e. personal rapid transit)</td>
<td>Senior service improvements</td>
</tr>
<tr>
<td>Bus service and amenities</td>
<td>Add restroom at Onetta Harris Community Center</td>
</tr>
<tr>
<td></td>
<td>Pool House remodel in Belle Haven</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community-serving Retail</th>
<th>Energy, Technology, and Utilities Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery store</td>
<td>Underground power lines</td>
</tr>
<tr>
<td>Restaurants</td>
<td>Incentives for private home energy upgrades, renewable energy, and water conservation</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>Telecommunications investment</td>
</tr>
<tr>
<td>Bank/ATM</td>
<td>Soundwalls adjacent to Highway 101</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Jobs and Training at M-2 Area Companies</th>
<th>Park and Open Space Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job opportunities for residents</td>
<td>Tree planting</td>
</tr>
<tr>
<td>Education and enrichment programs for young adults</td>
<td>Bedwell Bayfront Park improvements</td>
</tr>
<tr>
<td>Job training programs and education center</td>
<td>Community garden(s)</td>
</tr>
<tr>
<td>Paid internships and scholarships for young adults</td>
<td>Dog park</td>
</tr>
</tbody>
</table>
Most Common Written Comments

- Increase maintenance in Belle Haven
  - Beautification efforts
  - Infrastructure improvements
  - Code and law enforcement
- Enable current residents to stay
- Reduce traffic, improve pedestrian/bike facilities and utilize Dumbarton rail corridor
- Improve education in Belle Haven
May Community Open Houses

- **Purpose**
  - Learn more about ConnectMenlo
  - Provide feedback on the land use map

- **Stations**
  - ConnectMenlo Overview
  - Land Use
  - Community Amenity Survey Results
  - Circulation
  - Property Owner Plans

- **Facilitated Q&A**
Follow-up Meetings

- Menlo Park Budget 101
- Housing Commission
  - Demographic data and housing policies
  - Panel discussion
    - Affordable housing policies and strategies
    - Anti-displacement strategies
    - Urban Village development
- Transportation and Bicycle Commissions
  - Tools to address congestion and parking
  - Multi-modal improvements
  - New performance metrics
Draft Max. Potential Development

The map is intended to demonstrate the potential of what could be located in an area based upon the proposed land use designations. The size, types of uses, and look and feel of the future development will become part of the zoning and design standards to be formulated during the Summer of 2013.

Local Context
- Menlo Park City Limits
- Sphere of Influence
- Embarcadero Rail Right-of-Way
- Bay Trail/Other Recreational Trail
- Proposed Bay Trail
- Parks
- Schools
- M2 Parking Areas

Changes Compared to Current General Plan:
- New Ground Floor Retail Frontage (Average 200 Ft. Depth)
- New Residential Use
- New Mixed Use (Office, Residential, and/or Ground Floor Retail)
- New Office Use
- New Life Science Use
- New Hotel (10+ Stories)
- New Community Education/Training Facility
- Public Open Space
- New Ped/Util Path, Overpass, or Passer
- Improved Ped/Bike Connection
- Allowed Sq Ft Unchanged
- Building Height Increases
Draft Max. Potential Development

- Two distinct places: Jefferson & Willow
- Supports the Guiding Principles but will require programs to manage traffic and parking
- Allows new development in exchange for increased revenue & community amenities
  - ~2.1Msf nonresidential on top of current General Plan
  - ~4500 new housing units
  - ~600 hotel rooms
  - ~5500 new jobs
Housing Being Considered

- Strengthen market for full-service grocery and other retail uses
- Expand ridership base for various types of transit
- Alleviate potential for additional commute traffic

Potential locations

- ~1500 units on Facebook East Campus
- ~2000 units in Willow Road Area
- ~1000 units in Jefferson Drive Area
Topics for Further Study

- Address infrastructure
- M-2 Area design standards
  - Pedestrian-friendly buildings and streetscape
  - Vary size and form
  - Respect adjacent neighborhood building heights
- Require community benefits in exchange for additional development potential
- Develop policies to address affordable housing to keep existing residents
EIR Notice of Preparation

- Required by CEQA
- Public review/comment period of EIR Scope
  June 18 – July 20
- EIR will utilize Maximum Potential Development Map as basis for analysis
- Scenarios with less or more of certain types of development can be separate EIR Alternatives
- “No Project” alternative – development under existing rules and regulations
Next Steps

- Council consideration of NOP – June 16
- NOP Comment Period – June 18-July 20
- GPAC Review of Draft goals, policies, programs – June 30
- GPAC Review of Draft Land Use & Circ Elements – July 23
- Community Workshop: Draft LU & Circ Elements – Aug 13
- Plng Comm review of Draft GP Elements & Zoning – Aug 24
- Council consideration of GP Elements & Zoning – Sept 8
- EIR Scoping Session with Planning Comm – Sept 21
For More Information

- Visit:  [www.menlopark.org/connectmenlo](http://www.menlopark.org/connectmenlo)
- Download App at:  [connectmenlo2go.com](http://connectmenlo2go.com)
- Contact:  Deanna Chow  
  Senior Planner  
  City of Menlo Park  
  Tel: (650) 330-6733  
  Email:  [connectmenlo@menlopark.org](mailto:connectmenlo@menlopark.org)