



CONNECTMENLO

menlo park land use & mobility update

Recommended Land Use Element Goals, Policies, and Program (as of June 24July 6, 2015)	
Goal 1	
Goal LU1 Maintain and enhance the character, variety and stability of Menlo Park’s residential neighborhoods.	
Policies	
LU1.1	Require new residential development to possess high-quality design that is compatible with the scale, look, and feel of the surrounding neighborhood and that respects the city’s residential character.
LU1.2	Require accessible, attractive open space that is well maintained and uses sustainable practices and materials in all new multiple dwelling and mixed-use development.
LU1.3	Allow mixed use projects with residential units if project design addresses potential compatibility issues such as traffic, parking, light spillover, dust, odors, and transport and use of potentially hazardous materials.
LU1.4	Encourage development of housing, including for smaller households, in the El Camino Real/Downtown Specific Plan area, consistent with the Specific Plan’s standards and guidelines, and the areas near/around the Specific Plan area.
LU1.5	Encourage development of second residential units on single-family lots consistent with adopted City standards.
LU1.6	Require residential developments of five or more units to comply with the provisions of the City's Below-Market Rate (BMR) Housing Program, including eligibility for increased density above the number of market rate dwellings otherwise permitted by the applicable zoning and other exceptions and incentives.
LU1.7	Require all electric and communications lines serving new development to be placed underground.
LU1.8	Limit the loss in the number of residential units or conversion of existing residential units to non-residential uses, unless there is a clear public benefit or equivalent housing can be provided to ensure the protection and conservation of the City’s housing stock to the extent permitted by law.
LU1.9	Encourage Require property owners to maintain buildings, yards, and parking lots in a clean and attractive condition.
LU1.10	Promote residential uses in mixed-use arrangements and the clustering of compatible uses such as employment center, shopping areas, open space and parks, within easy walking and bicycling distance of each other and transit stops.
Programs	
LU1.A	Work with property owners to ensure that buildings, yards, landscaping, and trees are well maintained, and that property is free of litter, in prompt compliance with City codes.
Goal 2	
Goal LU2 Strengthen Downtown and the El Camino Real Corridor as a vital, competitive shopping area and center for community gathering, while encouraging preservation and enhancement of Downtown's atmosphere and character as well as creativity in development along El Camino Real.	
Policies	
LU2.1	Implement the El Camino Real/Downtown Specific Plan to ensure a complementary mix of uses with appropriate siting, design, parking, and circulation access for all travel modes.
Goal 3	
Goal LU3	Retain and enhance existing <u>and encourage new</u> neighborhood-serving commercial uses, <u>particularly retail services,</u> and encourage the formation of new clusters in appropriate areas.

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Policies	
LU3.1	Encourage underutilized properties in and near existing shopping districts to redevelop with attractively designed commercial, residential, or mixed-use development that complements existing uses and supports pedestrian and bicycle access.
LU3.2	Limit the impacts of neighborhood shopping areas on traffic, parking, noise, light spillover, and odors.
LU3.3	Encourage the formation of new neighborhood retail clusters in appropriate areas.
Programs	
LU3.A	Review, and update as necessary, Zoning Ordinance provisions related to neighborhood-serving commercial uses, including, but not limited to sign requirements.
Goals 4	
Goal LU4 Promote the development and retention of business uses that provide goods or services needed by the community, that generate benefits to the City, and avoid or minimize potential environmental and traffic impacts.	
Policies	
LU4.1	Encourage emerging technology and entrepreneurship, and prioritize commercial development that provides fiscal benefit to the City, local job opportunities, and/or goods or services needed by the community.
LU4.2	Allow hotel uses at suitable locations in mixed-use and nonresidential zoning districts.
LU4.3	Encourage establishment of auto dealerships in appropriate areas.
LU4.4-3	Limit parking, traffic, and other impacts of mixed-use and nonresidential development on adjacent uses, and promote high-quality architectural design and effective transportation options.
LU4.5-4	Require mixed-use and nonresidential development of a certain minimum scale to support and contribute to programs that benefit the community and the City, including education, transit, transportation infrastructure, neighborhood-serving amenities, child care, housing, job training, , and meaningful employment for Menlo Park youth and adults.
LU4.6-5	Allow development near the Bay only in already developed areas.
LU4.7-6	Allow modifications to business operations and structures that promote revenue generating uses for which potential environmental impacts can be mitigated.
LU4.8-7	Allow local-serving retail and personal service uses in employment centers that support walkability and can reduce auto trips.
LU4.9-8	Evaluate proposed mixed-use and nonresidential development of a certain minimum scale for its potential fiscal impacts on the City and community.
Programs	
LU4.A	Establish Zoning Ordinance requirements for mixed-use, commercial, and industrial development proposals of a certain minimum scale to include analysis of potential fiscal impact on the City, and establish guidelines for preparation of fiscal analyses.
LU4.B	Update the strategic policies in the City's Economic Development plan periodically as needed to reflect changing economic conditions or objectives in Menlo Park and/or to promote land use activities desired by the community.
LU4.C	Establish Zoning Ordinance requirements for new mixed-use, commercial, and industrial development to support and contribute to programs that benefit the community and City, including <u>public or private</u> education, transit, transportation infrastructure, neighborhood-serving amenities, child

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	care, housing, job training, and meaningful employment for Menlo Park youth and adults.
Goal 5	
Goal LU5 Preserve open-space lands for recreation; protect natural resources and air and water quality; and protect and enhance scenic qualities.	
Policies	
LU5.1	Develop and maintain a parks and recreation system that provides areas and facilities conveniently located and properly designed to serve the recreation needs of all Menlo Park residents.
LU5.2	Require new nonresidential, mixed use, and multiple dwelling development of a certain minimum scale to provide ample open space in the form of plazas, greens, community gardens, and parks whose frequent use is encouraged through thoughtful placement and design.
LU5.3	Promote public open space design that encourages active and passive uses, and use during daytime and appropriate nighttime hours to improve quality of life.
LU5.4	Require new residential development to dedicate land, or pay fees in lieu thereof, for park and recreation purposes.
LU5.5	Maximize the retention of open space on larger tracts (e.g., portions of the St. Patrick's Seminary site) through means such as rezoning consistent with existing uses, clustered development, acquisition of a permanent open space easement, and/or transfer of development rights.
LU5.6	Protect and support public access to the Bay for the scenic enjoyment of open water, sloughs, and marshes, including restoration efforts, and completion of the Bay Trail.
LU5.7	Collaborate with neighboring jurisdictions to preserve and enhance the Bay, shoreline, San Francisquito Creek, and other wildlife habitat and ecologically fragile areas to the maximum extent possible.
LU5.8	Encourage extensive and appropriate landscaping in public and private development, including increased landscaping in large parking areas to promote sustainability and healthy living.
LU5.9	Provide well-designed pedestrian and bicycle facilities for safe and convenient multi-modal activity through the use of access easements along linear parks or paseos.
LU5.10	Encourage the maintenance of open space on Stanford lands within Menlo Park's unincorporated sphere of influence.
Programs	
LU5.A	Establish Zoning Ordinance requirements for minimum setbacks for new structures or impervious surfaces within a specified distance of the top of the San Francisquito Creek bank.
LU5.B	Establish performance standards in the Zoning Ordinance that requires new development to employ environmentally friendly technology and design to conserve energy and water, and minimize the generation of indoor and outdoor pollutants.
LU5.C	Develop a Greenhouse Gas (GHG) standard for development projects that would help reduce communitywide GHG emissions to meet City and Statewide reduction goals.
LU5.D	Establish Review, and updated as necessary, Zoning Ordinance requirements for provision of open space in all multiple dwelling, mixed-use and nonresidential development of a certain minimum scale that encourages active and passive uses and human presence during daytime and appropriate nighttime hours.
LU5.E	Establish Zoning Ordinance requirements for new residential developments over a certain minimum scale to include space that can be used to grow food, and to establish a process through which

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a neighborhood can propose a site as a community garden.
LU5.F Explore whether new buildings along the Bayfront should employ façade, window, and lighting design features that make them visible to birds as physical barriers and eliminate conditions that create confusing reflections to birds.
LU5.G Consider developing an adaptation plan to help prepare the community for potential adverse impacts related to climate change, such as sea level rise, extreme weather events, wildfire, and threats to ecosystem and species health.
LU5.H Coordinate with the SAFER Bay process to ensure that the Menlo Park community’s objectives for sea level rise/flood control, ecosystem protection, and recreation are adequately taken into consideration.
LU5.I Establish requirements for development projects of a certain minimum scale in areas mapped as prone to sea level rise to ensure protection of occupants and property from flooding and other potential effects of sea level rise.
LU5.J Develop a Green Infrastructure Plan that focuses on implementing City-wide projects that mitigate flooding and improve water quality.
Goal 6
Goal LU6 Promote the development and maintenance of sustainable public and quasi-public facilities and services to meet the needs of Menlo Park's residents, businesses, workers, and visitors.
Policies
LU6.1 Promote sustainable site planning, development, landscaping, and operational practices that conserve resources and minimize waste.
LU6.2 Support the efforts of the Bay Area Water Supply and Conservation Agency or other appropriate agencies to secure adequate water supplies for the Peninsula, to the extent that these efforts are in conformance with other City policies.
LU6.3 Explore <u>and evaluate</u> development of supplemental water sources and storage systems, such as wells and cisterns, for use during both normal and dry years, in collaboration with water providers and users.
LU6.4 Work with regional and local jurisdictions and agencies responsible for ground water extraction to develop a comprehensive underground water protection program in accordance with the San Francisco Creek Watershed Policy, which includes <u>preservation of existing sources and the</u> monitoring of all wells in the basin to evaluate the long term effects of water extraction.
LU6.5 <u>Encourage/Implement</u> use of adequately treated “reclaimed” (“recycled/nonpotable water sources such as, graywater, blackwater, rainwater, stormwater, foundation drainage, etc.) water for outdoor and indoor uses, as feasible.
LU6.6 Support expansion and improvement of sewage treatment facilities to meet Menlo Park’s needs, as well as regional water quality standards, to the extent that such expansion and improvement are in conformance with other City policies.
LU6.7 Avoid development in areas with seismic, flood, fire and other hazards to life or property when potential impacts cannot be mitigated.
LU6.8 Promote preservation of buildings, objects, and sites with historic and/or cultural significance.
LU6.9 <u>Encourage/Support</u> sustainability and green building best practices through the orientation, design, and placement of buildings and facilities to optimize their energy efficiency.
Programs

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LU6.A	Employ green building and operation and maintenance best practices, including use of renewable energy and reclaimed water, and install drought-tolerant landscaping for all projects.
LU6.B	Consider instituting appropriate controls within Menlo Park on installation of new wells and on pumping from existing and new wells to prevent ground subsidence, salinity intrusion into shallow aquifers (particularly in the bayfront area), and contamination of deeper aquifers that may result from changes in the ground water level.
LU6.C	<u>Establish sustainability criteria and metrics for resource use and conservation and monitor performance of projects of a certain minimum size.</u>
Goal 7	
Goal LU7 Promote the orderly development of Menlo Park and its surrounding area.	
Policies	
LU7.1	Cooperate with the appropriate agencies to help assure a coordinated land use pattern in Menlo Park and the surrounding area.
LU7.2	Integrate regional land use planning efforts with development of an expanded transportation network focusing on mass transit rather than freeways, and support multi-modal transit development that coordinates with Menlo Park land uses.
LU7.3	Work with interested neighborhood groups to establish steps and conditions under which unincorporated lands within the City's sphere of influence may be annexed.
LU7.4	Request that San Mateo County consider Menlo Park's General Plan policies and land use regulations in reviewing and approving new developments in unincorporated areas in Menlo Park's sphere of influence.
LU7.5	Work with adjacent jurisdictions to ensure that decisions regarding potential land use activities near Menlo Park include consideration of City and Menlo Park community objectives.
LU 7.6	Streamline the environmental review process for eligible infill projects by focusing the topics subject to review where the effects of infill development have not been addressed in a planning level decision or by "uniformly applicable development policies <u>or standards</u> ," in accordance with CEQA Guidelines Section 15183.3.
LU7.7	Encourage excellence in public education citywide, as well as use of school facilities for recreation by youth to promote healthy living.
Programs	
LU7.A	Update the Zoning Ordinance as needed to maintain consistency with the General Plan, <u>including implementation programs identified in the Housing Element.</u>
LU7.B	Annually update the Capital Improvement Program to reflect City and community priorities for physical projects related to transportation, water supply, drainage, and other community-serving facilities and infrastructure.
LU7.C	Establish Zoning Ordinance provisions to streamline review of infill development through "uniformly applicable development <u>policies or standards</u> " (per CEQA Guidelines Section 15183.3) that reduce potential adverse environmental effects, such as: regulations governing grading, construction activities, storm water runoff treatment and containment, hazardous materials, and greenhouse gas emissions; and impact fees for public improvements, including safety and law enforcement services, parks and open space, and transit, bicycle, and pedestrian infrastructure.
LU7.D	Work with the school districts to aid in identifying opportunities for partnership with the City in promoting excellence in education and recreation at <u>all schools serving Menlo Park residents.</u>

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LU7.E Pursue the creation of assessment districts and/or the adoption of development impact fees (e.g., fire impact fee) to address infrastructure and service needs in the community.