

REVIEW THE PROPOSED COMMUNITY AMENITIES



The amenities described below were identified during the Belle Haven Vision Plan and during the first year of the ConnectMenlo process. They were ranked in this order in a survey in March/April, 2015. Approximate cost estimates have been added for each amenity.

Place a dot to the left of the amenities that you think are most important.

Transit and Transportation Improvements	Jobs and Training at M-2 Area Companies	Social Service Improvements	
A. Sidewalks, lighting, and landscaping – \$100 per linear foot <i>Enhance landscaping and lighting and fill gaps in sidewalk to improve the overall walkability</i>	A. Job opportunities for residents – \$10,000 in specialized training per employee <i>Local employers have a hiring preference for qualified residents</i>	A. Education improvements in Belle Haven – \$10,000 per student <i>Improvements to the quality of student education and experience in Belle Haven</i>	
B. Traffic-calming on neighborhood streets – \$100,000 per block/intersection <i>Address cut-through traffic with design features</i>	B. Education and enrichment programs for young adults – \$10,000 per participant <i>Provide programs that target students and young adults to be competitive in the job market, including existing tech jobs</i>	B. Medical center – \$6 million to construct (\$300 per square foot) <i>Medical center providing health care services and out-patient care</i>	
C. Bike trails, paths or lanes – \$100,000/ mile <i>Install new bike lanes and pedestrian paths and connect them to existing facilities and BayTrail</i>	C. Job training programs and education center – \$10,000 per participant <i>Provide residents with job training programs that prepare them with job skills</i>	C. Library improvements at Belle Haven – \$300,000 <i>Expand library programs and activities, especially for children</i>	
D. Dumbarton Rail– \$175 million to construct and open trolley <i>Utilize the right-of-way for new transit line between Redwood City and Menlo Park in the near term with stations and a new bike/pedestrian path</i>	D. Paid internships and scholarships for young adults – \$10,000 per participant <i>Provide internships at local companies and scholarships to local youth to become trained for tech jobs</i>	D. High-Quality Affordable Housing – \$440,000/unit less land; \$82,000 typical per-unit local gap financing needed for a tax-credit project <i>Integrate quality affordable housing units into new development</i>	
E. Innovative transportation solutions (i.e. personal rapid transit) – Price Varies <i>Invest in new technology like pod cars and transit that uses separate tracks</i>	Energy, Technology, & Utilities Infrastructure		
F. Bus service and amenities – \$5,000 per rider seat <i>Increase the number of bus stops, bus frequency and shuttles, and bus shelters</i>	A. Underground power lines – \$200/foot min.; \$50,000/project <i>Remove overhead power lines and install them underground along certain roads</i>	F. Add restroom at Onetta Harris Community Center – \$100,000 <i>Additional restroom at the community center</i>	
Community-serving Retail			
A. Grocery store – \$15 million to construct (\$200 per sq ft) plus 25% soft costs, financing, etc.; \$3.7 million for 2 years of subsidized rent <i>A full-service grocery store providing a range of goods, including fresh fruits, vegetables and meat and dairy products</i>	B. Incentives for private home energy upgrades, renewable energy, and water conservation – \$5,000 per home <i>Offer financial assistance or other incentives to help area residents pay for energy-efficient and water conserving home improvements</i>	G. Pool House remodel in Belle Haven – \$300,000 <i>Remodel pool for year-round use with new heating and changing areas</i>	
B. Restaurants – \$1.5 million (3,000 sq ft at \$400 per sq ft plus 25% for soft costs, financing, etc.) <i>A range of dining options, from cafes to sit-down restaurants, serving residents and local employees</i>	C. Telecommunications investment – \$250 per linear foot <i>Improve the area’s access to wifi, broadband, and other new technologies</i>	Park and Open Space Improvements	
C. Pharmacy – \$3.75 million (15,000 sq ft at \$200 per sq ft, plus 25% for soft costs, financing, etc.) <i>A full-service pharmacy that fills prescriptions and offers convenience goods</i>	D. Soundwalls adjacent to Highway 101– \$300,000 (\$600/foot) <i>Construct soundwalls between Highway 101 and Kelly Park to reduce sound</i>	A. Tree planting – \$10,000 per acre <i>Plant trees along streets and parks to increase tree canopy</i>	
D. Bank/ATM – \$1.88 million (3,000 sq ft at \$500 per sq ft plus 25% for soft costs, financing, etc.) <i>A bank or credit union branch with an ATM</i>		B. Bedwell Bayfront Park improvements – \$300,000 <i>Improve access to the park and trails within it</i>	
		C. Community garden(s) – \$26,000 to construct ~0.3 acres, 25 beds, 2 picnic tables <i>Expand space for community to plant their own produce and flower gardens</i>	
		D. Dog park – \$200,000 for 0.5 acre (no land cost included) <i>Provide a dedicated, enclosed place where dogs can run</i>	

Citywide Below Market Rate (BMR) Ordinance



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- ❑ For-sale projects of 20 or more housing units provide 15% at “moderate-income” level or lower
- ❑ Commercial developments 10,000 sq ft or greater pay an in-lieu fee
 - Office and R&D (\$15.57/sq ft)
 - All other commercial and industrial (\$8.45/sq ft)

Proposed M-2 Housing Requirement



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- ❑ 15% of units in bonus residential projects to be “low, very low, or extremely low” income level
- ❑ Bonus development can also provide similar housing above that 15% as an amenity anywhere in Menlo Park

Belle Haven Households by Income



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Income Category	Income Range	Number of Households	Percentage of Belle Haven Households
Extremely Low	\$0 - 35,150	430	30%
Very Low	\$35,151 - \$58,600	359	25%
Low	\$58,601 - \$93,580	336	23%
Moderate	\$93,581 - \$123,600	181	13%
Other	Above \$123,600	124	9%

Median household income:
Citywide = \$115,650
Belle Haven = \$53,971

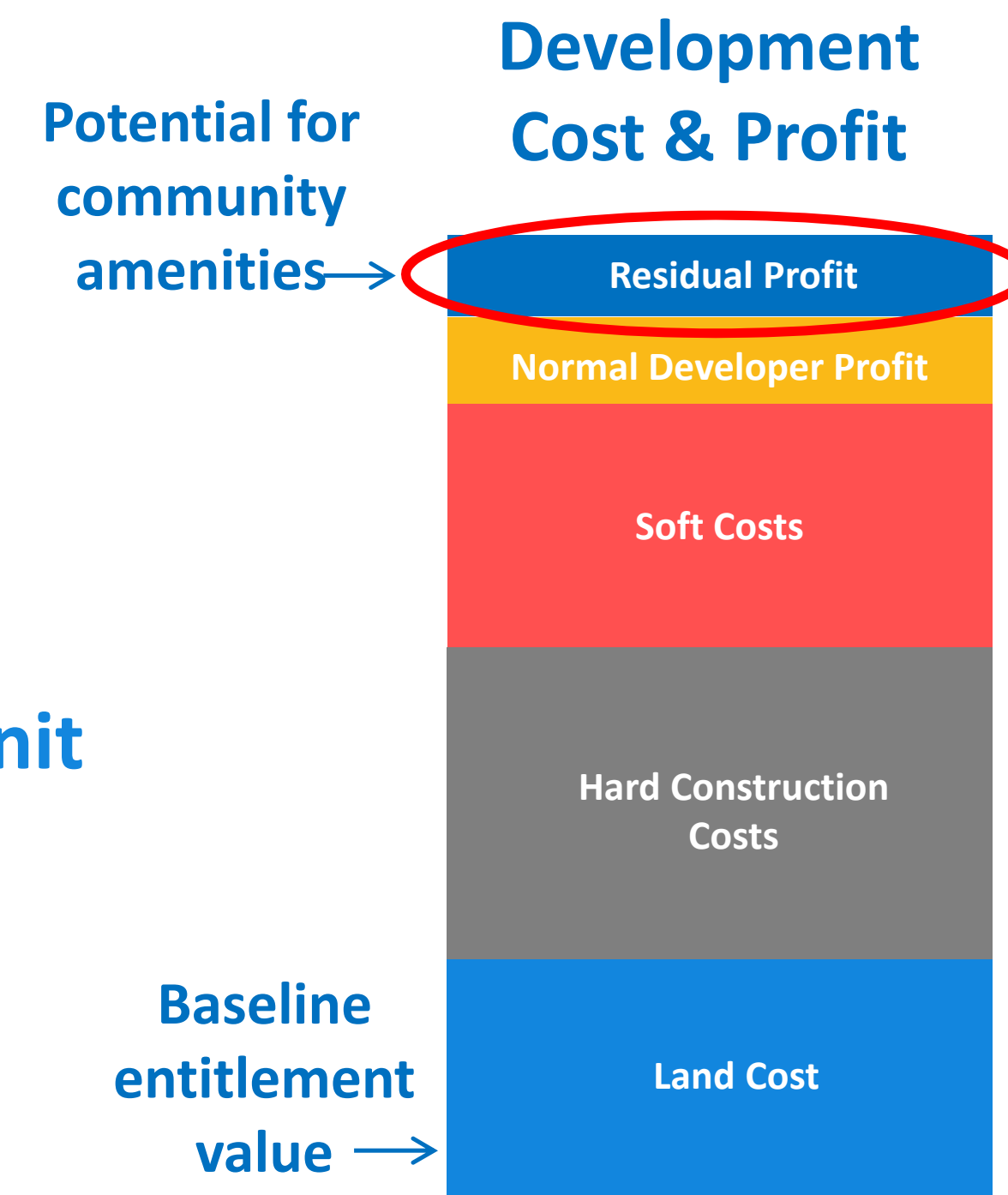
*Based on 2010-2014 American Community Survey 5-Year Estimates from the US Census Bureau; Belle Haven data taken from San Mateo County Census Tract 6117, which includes M-2 Area and Bohannon Business Park, but not other residential neighborhoods.
 Income ranges set by San Mateo County for household of four; Census data reflects households of various sizes.*

Contribution Value Basics



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- Increase in density results in added profit
- Common methods for determining developer contribution
 - Negotiation (ECR/Downtown SP)
 - Flat fee per sq ft and/or housing unit
 - Percentage of increased profit



Proposed Approach



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- Appraisal determines added land value due to bonus development rights
 - Accounts for permitted use, FAR and location, and all costs associated with compliance with regulatory requirements
 - Done at time of permit review
 - Paid for by developer
 - Peer review option if appraisal is contested
- Bonus value is expressed in \$ per square foot of built floor area
- Developer contributes half of that value

Proposed Approach (Example)



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- 3-acre lot
- Base level Floor Area Ratio: 50%
 - 65,000 buildable square feet
- Land value = \$9.75 million
 - Appraised value is \$150 per buildable square foot
- Project will build 20,000 bonus square feet
 - Required amenities contribution = \$1.5 million
(Half of \$150 x 20,000)

DEVELOPER CONTRIBUTION METHODS

Contribution Value Method Summary



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Method	Benefits	Drawbacks
Traditional - Negotiated	<ul style="list-style-type: none"> Allows case-by-case analysis Adjusts to market cycles 	<ul style="list-style-type: none"> High City burden to administer Lack of consistent metrics Highly sensitive to pro forma assumptions
Traditional - Flat Fee per Square Foot or Unit	<ul style="list-style-type: none"> Simple to administer Predictable 	<ul style="list-style-type: none"> Does not adjust to market cycles Does not account for project specifics Highly sensitive to pro forma assumptions
Traditional – Percent of Profit	<ul style="list-style-type: none"> Moderately predictable Adjusts to market cycles 	<ul style="list-style-type: none"> Highly sensitive to pro forma assumptions
Proposed Approach Appraised FAR	<ul style="list-style-type: none"> Derived from market data Avoids complicated pro formas Can be structured to adjust to market cycles 	<ul style="list-style-type: none"> Appraisals can lag the market (up and down) If implemented for an area, periodic reappraisals required

Contribution Value: Other Cities' Practices



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Method	Jurisdictions	Jurisdiction Rates
Traditional - Negotiated	Menlo Park (ECR/DT Specific Plan)	N/A
	Palo Alto	
	Berkeley (Downtown Specific Plan)	
	Santa Monica	
Traditional - Flat Fee per Square Foot or Unit	Mountain View (ECR & San Antonio Precise Plans)	\$20
	San Francisco (Eastern Neighborhoods)	Res: \$12-\$16; Comm: \$20-\$24 + added inclusionary requirements
	San Diego (select areas)	\$17
Traditional - Percent of Profit	Culver City	50%
	San Francisco (Central SOMA Plan)	66%-75% (proposed target)
	Cupertino	15% (proposed, not adopted)
Proposed Approach Appraised FAR	N/A	N/A; potential innovative alternative

Contribution Value: Sample Projects



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Method	1020 Alma, Menlo Park	2211 Harold Way, Berkeley
Flat Fee per SF or unit	Monetary: \$31 / In-kind: \$35	\$100 from 75' to 120' in building height; \$150 above 120' (proposed)
Percent of Profit	Monetary: 17% / In-kind: 19%	Unknown
Proposed Approach Appraised FAR	Monetary: 11% / In-kind: 13%	N/A; no maximum FAR on project site
Comments	Public Benefit contribution will also include in-kind contribution of public plaza spaces, EV chargers, and a coffee kiosk	Project would also contribute additional non-monetary community amenities