

# WEST HAVEN WATERFRONT VISION PLAN





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**CAL POLY**  
SAN LUIS OBISPO



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# INTRODUCTION

In spring 2013, graduate students in the City and Regional Planning Program coordinated with the City of Menlo Park and Redwood City to develop a “vision plan” for the West Haven Waterfront. Over the course of the past few months the project team has led the effort to develop the West Haven Waterfront Vision Plan, with input and collaboration from local residents, business owners, employees, and City staff.

The Vision Plan sets forth recommendations for both short and long-term revitalization and development of the West Haven Waterfront. The Plan begins Chapter 1 with an analysis of the existing conditions of the project area. Chapter 2 identifies various opportunities and constraints for the vision based off of environmental factors, regulatory documents, existing infrastructure and development, and market forces. Chapter 3 highlights the community outreach process, where community members were able to express their ideas and visions for the project area. From this input, the project team created six goals in Chapter 4 that guide the Vision Plan document, with corresponding principles and implementation objectives.

The West Haven Waterfront Vision Plan aims to create an active, user-friendly and accessible waterfront with amenities and programs that serve the surrounding community. The Plan also focuses on ecological preservation and sustainable development in order to ensure the longevity of the area for generations to come.

Figure 1: View of Project Area





# PART 1

## EXISTING CONDITIONS & OUTREACH





Figure 2: Current signage at project area



Figure 3: Aerial image of project area



Figure 4: Current site on the project area

## Chapter 1

# PROJECT BACKGROUND

## 1.1 City Profile

The City of Menlo Park is located on the San Francisco Peninsula on the eastern edge of San Mateo County. U.S. Route 101 runs north-south through the city, connecting it directly to major metropolitan cities San Jose, 20 miles to the south, and San Francisco, 32 miles to the north. The city encompasses a total land area of 19 square miles and is bordered by the San Francisco Bay and the cities of Palo Alto, Atherton, and Redwood City.

Menlo Park has become home to a number of key businesses related to information technology and finance, partly due to its location in one of the world's largest technology centers in the Silicon Valley. The largest employer in the city is Facebook, followed by Oracle America, and SRI International.

## 1.2 History and Demographics

**Menlo Park Population Pyramid 2010**

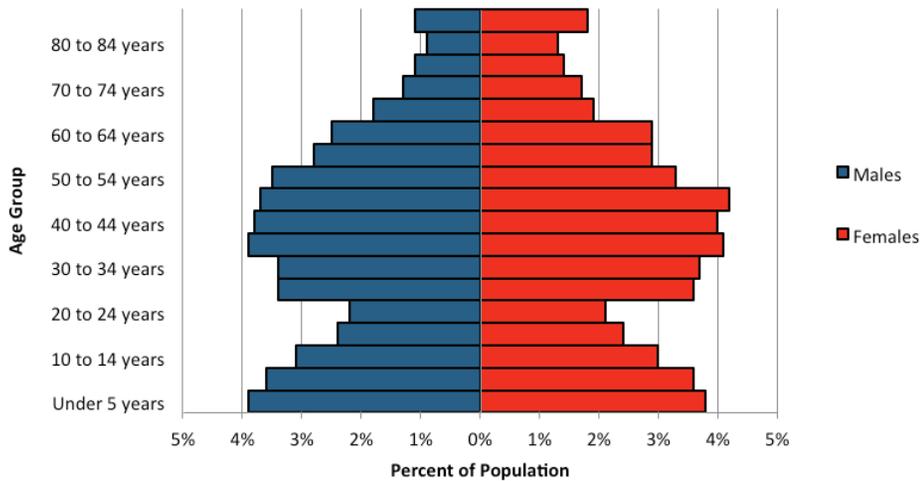


Figure 5: Menlo Park Population Pyramid, 2010

Menlo Park was incorporated in 1927 with a population of 2,200. Prior to incorporation, it was a part of the original 35,420-acre Rancho de Las Pulgas owned by Don Luis Arguello, the ninth governor of California. In 1853, Arguello sold the land to Dennis Oliver and D. McGlynn who named the area “Menlo Park.” The city population began to steadily increase after the construction of the railroad in 1863, and has since grown to its current size of 32,206.

Approximately 61.8% percent of the city’s population obtained a Bachelor’s degree or higher, ranking it among the highest rates of education by city in the state of California.

As of 2010 the median age in Menlo Park is 38.7 years with a relatively even ratio of females and males. In 2010 over 70% of the city’s residents identified themselves as White, while 9.9% identified themselves as Asian, 4.8% as Black or African American, 8.7% as Some Other Race, and 4.5% as Two or More Races.

In 2010, there was a total of 13,085 housing units, with a median home price of \$750,000. Owner-occupied housing units account for 56.1% of the city’s total housing units, while 43.9% are rented. The median monthly housing costs for mortgaged owners was \$3,990, non-mortgaged owners \$713, and renters \$1,756. Pursuant to the state mandated Regional Housing Need and Allocation, Menlo Park is in the process of adopting an updated Housing Element that will accommodate projected housing affordability and supply.

Industry Type	Percentage of Total Jobs
Educational services, health care, social assistance	26.40%
Professional, scientific, management, administrative, waste management services	22.60%
Manufacturing	9.60%

Figure 6: Table of Menlo Park’s Industry Sectors

The US Bureau of Labor Statistics reported that in December of 2012 the unemployment rate for the city was 4.9%, compared to 9.8% for the state. The median household income is \$110,301, with over 75% of the population

earning \$50,000 or greater. Due to Menlo Park's proximity to Stanford University and other educational institutions, educational services, health care, and social assistance makes up a large share of the city's employment sectors. The largest employer is Facebook, which has approximately 6,600 employees in the city.

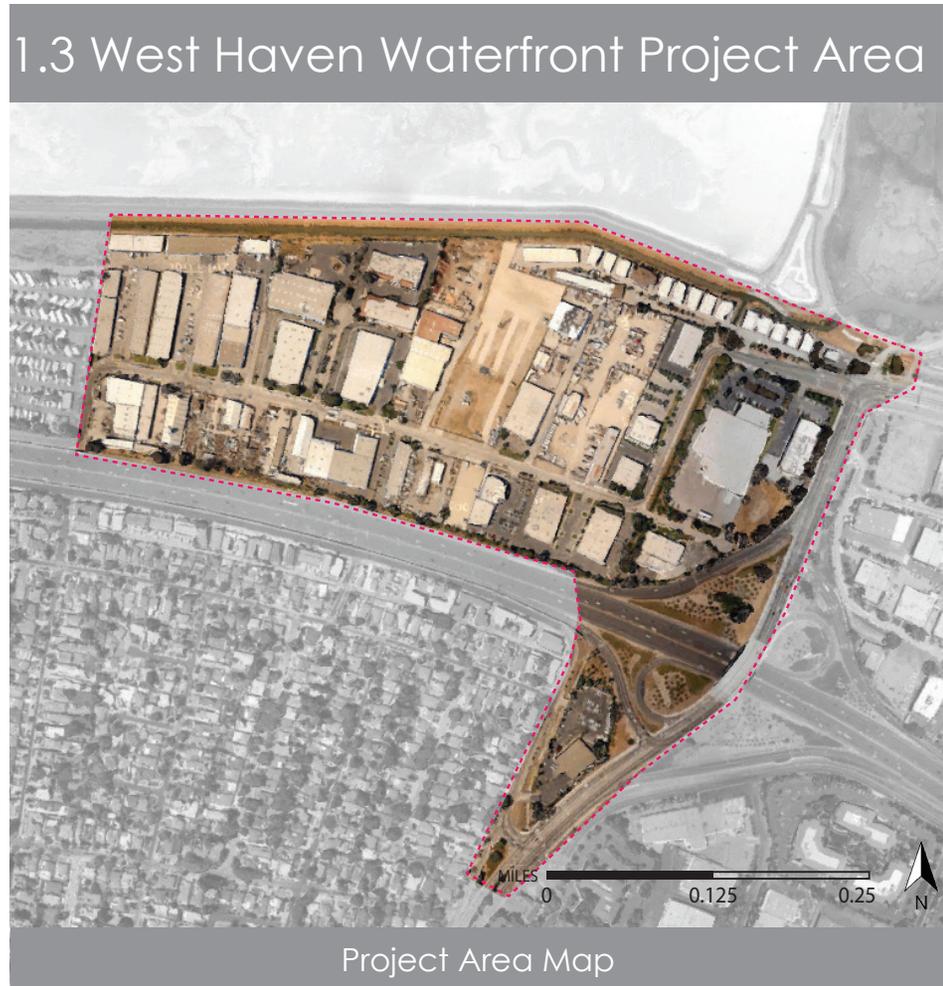


Figure 7: Map of Westhaven Waterfront Project Area



Located along Haven Avenue, the West Haven Waterfront Project Area is an industrial district located at the north end of the Bayfront Expressway. The area lies in the heart of Silicon Valley, between the City of Menlo Park and Redwood City. Situated between the beautiful San Francisco Bay and Highway 101, the area ends on the border of unincorporated San Mateo County and Redwood City. The Project Area also extends along Marsh Road over Highway 101 and ends at the intersection of Marsh Road and Florence Street.

From a regional standpoint, the project area is isolated from the rest of Menlo Park and Redwood City by Highway 101. To the north, in unincorporated San Mateo County, is a mobile home park, Trailer Villa, and to the southwest is a residential area in Redwood City. The area directly to the northeast is the floodplain zone which includes the Bedwell Bayfront Park.

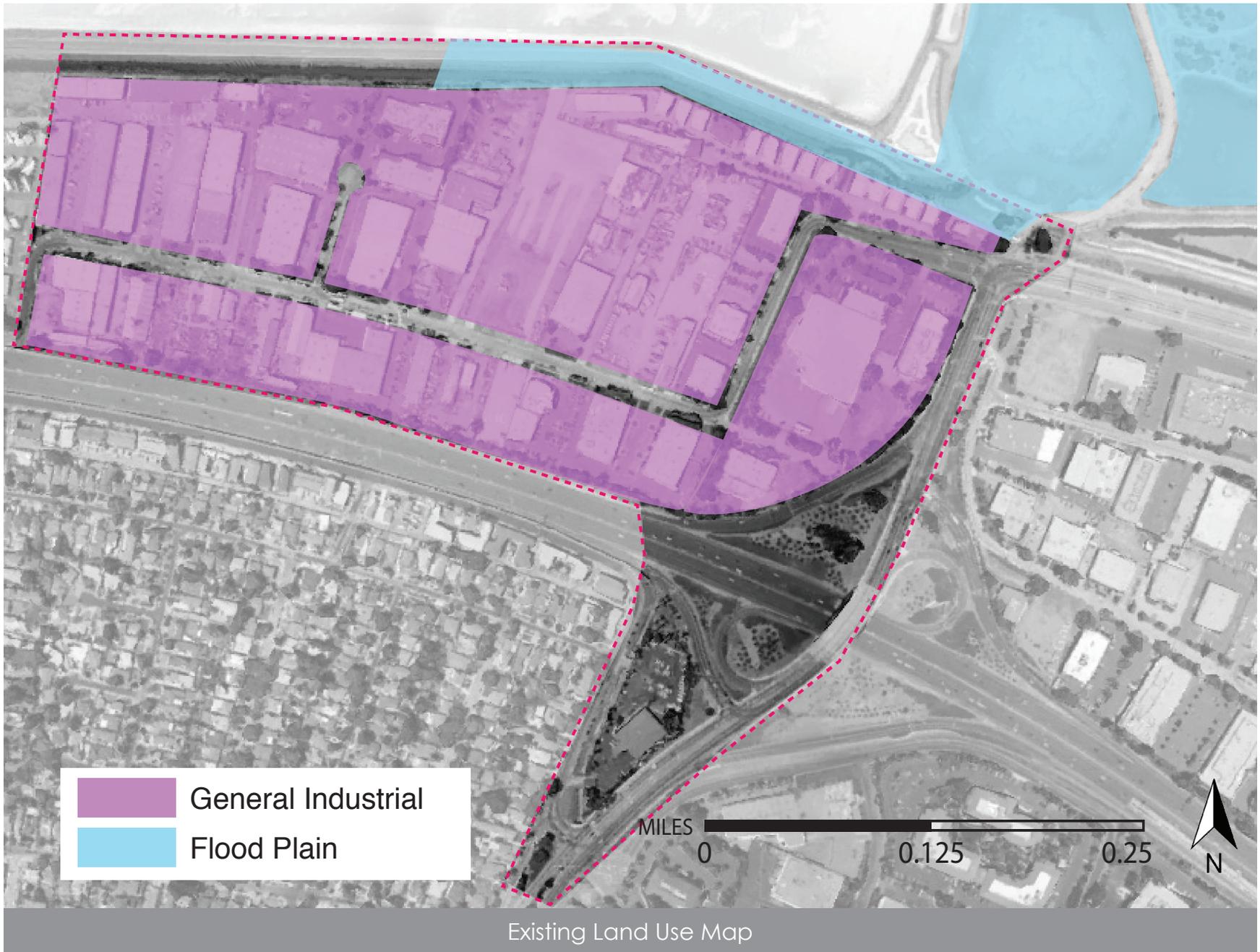


Figure 9: Existing land use map



Figure 10: View of Haven Avenue



Figure 11: View of Project Area

## 1.4 Existing Land Uses

The City of Menlo Park provides a diverse array of services, industries, and housing options for both residents and employees. The majority of the city is currently zoned for multiple residential densities, commercial, and retail land uses.

The West Haven Waterfront Project Area, located in the northeastern region of the city along the bay, is currently zoned for general industrial (M-2), which allows for a variety of warehousing, industry, and other services. The Redwood City portion of the Haven Area is also zoned for general industrial use.

The West Haven Waterfront project area has unique attributes that allow for a wide array of future development opportunities. Proximity to local employers such as Facebook and access to major highways provide the opportunity to explore different land uses. The City of Menlo Park is in the process of updating the Housing Element through the 2007 - 2014 planning period. Through this process, the City has identified five sites to establish a new district or change the existing zoning to allow for higher density residential and infill development. Specifically, the properties located from 3605-3665 Haven Avenue have been chosen as one of the sites scheduled for a zoning ordinance change from M-2 General Industrial to R-4-S (AHO), High Density Residential, Special with an Affordable Housing Overlay.

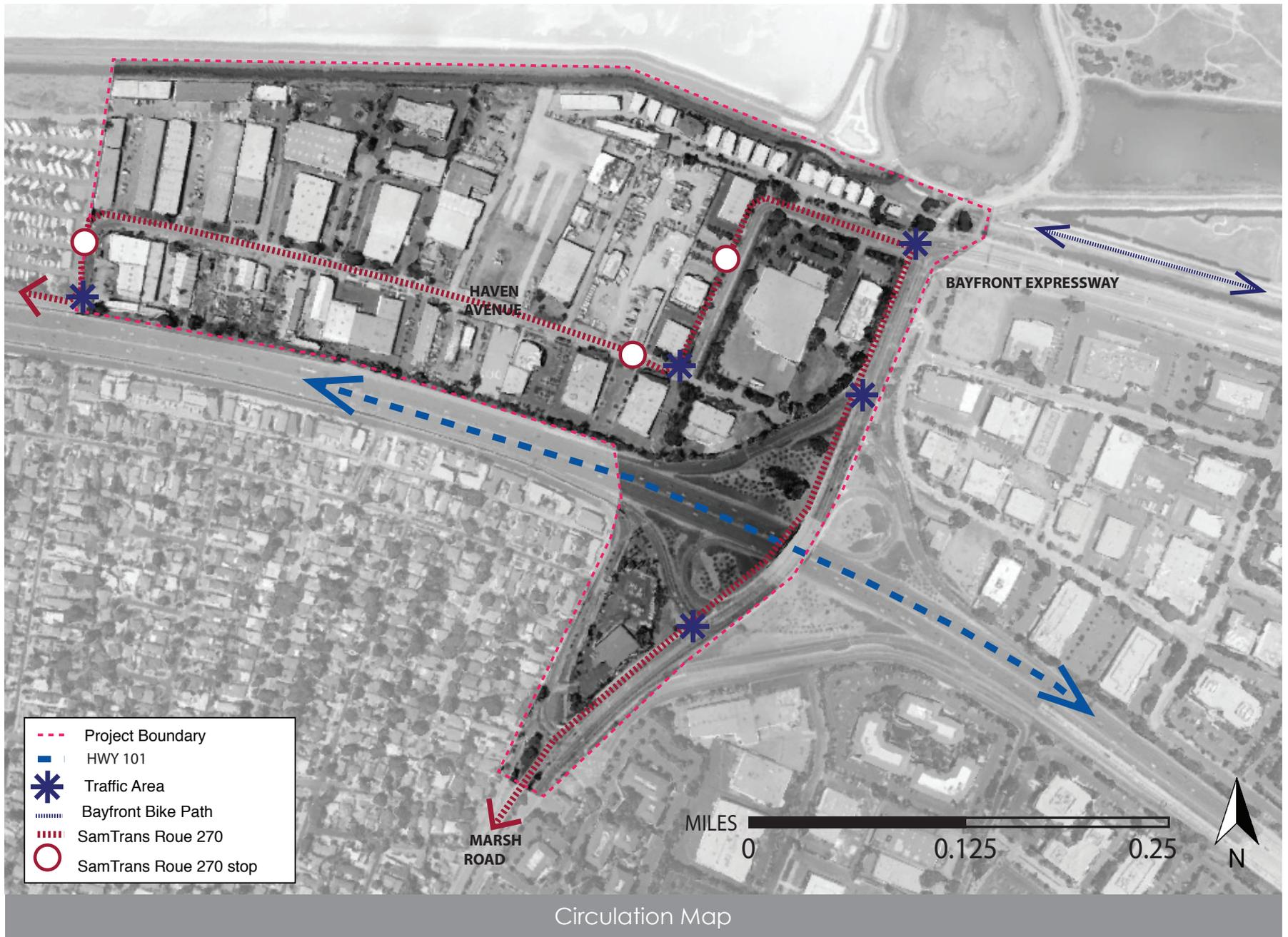


Figure 12: Circulation Map

In April 2013 a land use inventory was completed in order to ensure accurate and up to date information in regards to the physical and built aspects of the West Haven Waterfront. At the entrance to the project area, just off Marsh Road and the Bayfront Expressway, is a FedEx Express Shipping Center and Menlo Atherton Storage. Continuing along Haven Avenue, the area maintains mostly industrial uses. Large parking lots are interspersed with industrial and warehouse buildings, which range in height from one to two stories. Due to the area's industrial land uses, the jobs in the project area remain mostly industry-related, while the greater region has a more diverse employment portfolio.

## 1.5 Circulation

Roads in and bordering the project area are heavily used by vehicular traffic, including bicycles, cars, heavy trucks, and buses. The project area is split by Haven Avenue from east to west and bordered by Marsh Road, which runs north to south. Marsh Road connects to Haven Avenue and also serves as a connector to U.S. Route 101 and the Bayfront Expressway.

Haven Avenue, the main transportation corridor, has a single lane headed in each direction from east to west. During peak hours Haven Avenue experiences substantial traffic flow from commuters looking to bypass U.S. Route 101. Haven Avenue serves a large volume of heavy trucks, which



Figure 13: View of a site in project area



Figure 14: View of a site in project area



Figure 15: View of a site in project area

are traveling to and from industrial sites in the area. Only a portion of the sidewalks along Haven Avenue are paved. Most businesses have private parking, and in addition there is unrestricted on-street parking on both sides of the street. The circulation flow for the area is counter-cyclical, meaning that there is an influx of commuters into the area during the morning, and an outflow in the evening. There are currently no residences in the project area, so no morning or evening commuters exist.

The project area is not connected to the San Francisco Bay Trail. Bicyclists currently ride on Haven Avenue, however it lacks any bike lanes or markings. The only current public transportation serving the area is SamTrans Route 270 which connects to the Redwood City Caltrain Station.



Figure 16: San Francisco Bay Trail



Figure 17: SamTrans Bus



Figure 18: Haven Avenue



Figure 19: View of the Bay



Figure 20: Storage facilities along the bayfront

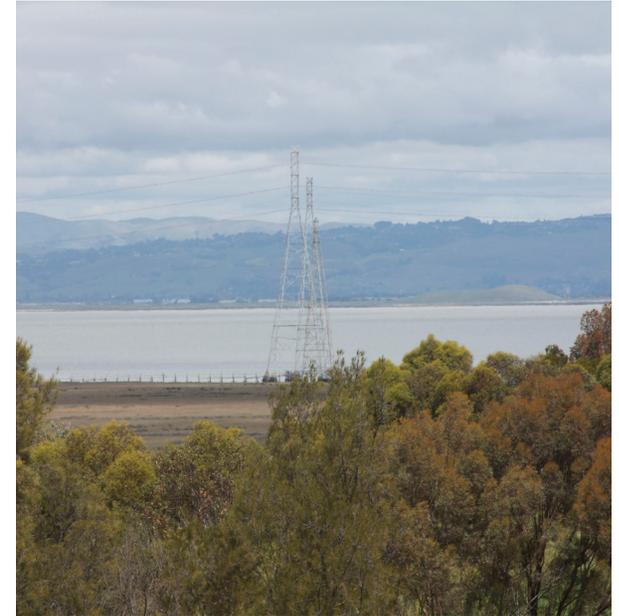


Figure 21: High transmission power lines in the project area

## 1.6 Natural Environment

Menlo Park's Open Space/Conservation Element of the General Plan exists to protect natural resources and areas in order to prevent wasteful destruction. The protection of these areas helps to maintain economic, recreational, ecological, and scenic value.

The project area is relatively flat and about four to ten feet above sea level and is adjacent to salt marshes, mudflats, and developed land. The ecological systems in Menlo Park

include Coastal Salt Marsh and Salt Ponds, Tidal Mudflats, San Francisquito Creek, Oak Woodlands, and Grasslands. The project area is mostly Developed Baylands along the bayshore which are paved and developed on diked and filled coastal marshes that are cut off from tidal influence.

### **Parks and Recreation Facilities**

The Menlo Park Community Services Department operates parks and recreational facilities in the city, and aims to have five acres of parks per 1,000 residents. Currently there is 220 acres, with a ratio of 6.8.

Bedwell Bayfront Park is a short walking distance from the project area. The Park is about 155 acres and has an extensive trail system as part of the San Francisco Bay Trail, which allows hiking, running, bicycling, and dog walking. The park is located on the site of a former landfill, and has a methane recovery plant located on the northern end.

The site is also near the South Bay Salt Pond Restoration area, which is the largest tidal wetland restoration project on the West Coast. The restoration project seeks to support wetland habitats, provide public access and recreation, as well as flood management in the South Bay.



Figure 23: Trail in Bayfront Park



Figure 22: Entrance to Bayfront Park



Figure 24: Trail in Bayfront Park

## Noise

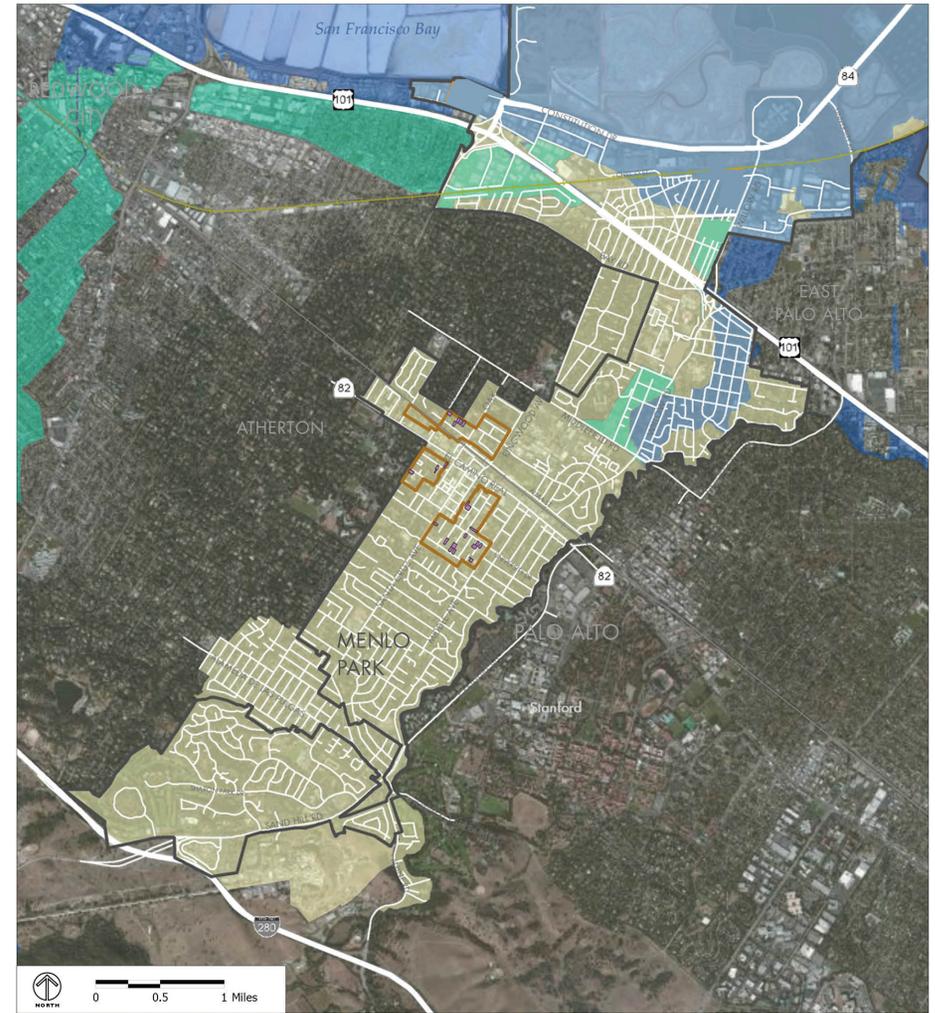
Haven Avenue, from the Bayfront Expressway to Marsh Road, is currently measured above the maximum dba level of 60 dba during the daytime (7:00 a.m. - 10:00 p.m.), and 50 dba during the nighttime.

## Safety and Hazards

The Safety Element of Menlo Park's General Plan outlines Geologic Hazards, Hydrology, Hazardous Materials, Fire Hazards, and Emergency Preparedness. The closest fault near Menlo Park is the San Andreas, which is about 2.5 miles west of Interstate 280. The USGS predicts that there is a 62% chance of an earthquake of 6.7 magnitude or greater by 2032, which would result in major damage to structures and foundations in the project area; bay fill and soil characteristics result in a high potential for seismically-induced liquefaction.

The project area is also within the 100-year floodplain subject to tidal flooding in the San Francisco Bay. All State Agencies planning to develop in areas susceptible to sea-level rise are required by law to plan for a range of scenarios for 2050 and 2100. The project area is particularly vulnerable, as the San Francisco Bay Area Conservation and Development Commission (BCDC) expects the sea-level rise in the area to be 69 inches.

The Project Area also has three sites that are noted as Hazardous Materials Locations: General Circuits at 3549



FEMA Special Flood Hazard Areas

100 Year Floodplain  
500 Year Floodplain

City Limits  
Sphere of Influence

FEMA Special Flood Hazard Areas

Figure 25: FEMA projection of 100- and 500-year floodplain for project area

Haven Avenue, which is under corrective action under the Resource Conservation and Recovery Act; General Circuits Inc. at 3585 Haven Avenue, which is under corrective action and needs evaluation; and General Circuits Inc. at 3549 Haven Avenue, which is non-operating and has been referred to the EPA.

Menlo Park has adopted the Annex to the 2010 Association of Bay Area Governments Local Hazard Mitigation Plan, which has various strategies to prepare for emergencies such as earthquakes and fires.

## 1.7 Infrastructure and Public Services

### Schools

The West Haven Waterfront Project Area is located within the Redwood City School District, which currently has additional capacity for more students. Any other potential impacts to The Redwood City School District would be offset by School Impact Fees. The Redwood City School District receives money from the State as needed to ensure a basic (standard) amount of per student spending. If the property tax revenue from any proposed development within the project area does not provide enough funds for the increased student population, State funds will make up for the difference.



Figure 26: Menlo Park FD Engine

### Law Enforcement, Fire Protection, & E.M.S.

Menlo Park Law Enforcement is located at the Menlo Park Civic Center at 701 Laurel Street. The Police Department currently has 47 sworn police officers. In the Project Area Census Tract # 17, a total of 206 crimes were reported in 2012. The primary law enforcement issues within the project site are auto burglary (70 cases), simple assault (49 cases). However, reported crime in the Census Tract decreased by 20% from 2011 to 2012.

Fire services in the project area are provided by the Menlo Park Fire District (MPFD), containing seven stations, serving a population of about 93,000 people within 30 square miles. The closest stations are Station #5 located at 4101 Fair Oaks Ave and Station #77 located at 1467 Chilco Ave. Ambulance service in San Mateo County is provided by American Medical Response and emergency notification is contracted with Blackboard Connect.

## Water

The majority of Menlo Park's water is supplied from the San Francisco Public Utilities Commission (SFPUC) whose main water source is snowmelt from the Sierra Nevada, which collects in the Hetch Hetchy watershed. A secondary source of water is collected from rainfall within the Alameda Watershed. Currently the project area is provided water by the Menlo Park Municipal Water District (MPMWD), and is within their High Pressure Zone. The MPMWD has discussed the installation of a hard water connection with Redwood City at Haven Avenue, however, a pressure reducing valve would be required on the Menlo Park side, since the average water pressure there is more than double that on the Redwood City side. A temporary connection could be made during rare emergencies.

## Stormwater/Wastewater

The West Bay Sanitary District collects the wastewater within the City of Menlo Park. Any wastewater collected from the project area will be transported by The West Bay Sanitary District to the Menlo Park Pumping station along a main line. This water then goes to the South Bayside System Authority Regional Treatment Plant in San Carlos.

## Waste Management/Recycling

The South Bayside Waste Management Authority provides waste management services for the City of Menlo Park. Waste collection, disposal, and recycling services are provided by Allied Waste Industries. Solid waste (non-hazardous) is transported to the Shoreway Recycling and Disposal Center in San Carlos, which has an allowable capacity of 3,000 tons of waste per day. Once processed, waste is delivered to the Ox Mountain Sanitary Landfill in Half Moon Bay, which has a capacity of 37,900,000 cubic yards. This landfill is anticipated to have sufficient capacity until 2018. The City of Menlo Park provides curb side recycling within the City, which would include the project area. All recyclable materials are also delivered for processing at the Shoreway Recycling and Disposal Center.



Figure 27: Hetch Hetchy

# OPPORTUNITIES

## Land Use

- There is a demand for housing in the area.
- The project area has the potential to incorporate housing and late night amenities for Facebook employees.
- There is a strong demand for amenities such as food, music venues, and personal services for residents.

## Circulation

- The site is currently served by SamTrans Bus Route 270.
- The right-of-way on Haven Avenue offers the opportunity to create streetscaping on both sides of the street.
- It is possible to expand the San Francisco Bay Trail through the project area.
- The counter-cyclical circulation patterns make residential development more attractive for the area.

## Natural Environment

- The project site is in a desirable location next to the bayfront.

## Health and Safety

- There is a relatively young and active demographic in the area.

## Infrastructure

- Existing canal between bay and project area can be a space for recreational development.



Figure 28: Residential neighborhood with amenities



Figure 29: SamTrans Route 270



Figure 30: Bayfront location



Figure 31: Active and young demographic



Figure 32: Bayfront Canal

# CONSTRAINTS



Figure 33: Industrial Structure in Project Area



Figure 34: Truck traffic on Haven Avenue



Figure 35: Flooding Risk



Figure 36: Highway 101



Figure 37: High voltage power lines

## Land Use

- Potential conflicts between industrial and residential land uses.
- Employees in the area may not utilize the proposed residential developments, preferring other locations.
- Project area has a high inventory of industrial structures which may not be able to serve other uses.

## Circulation

- Lack of connectivity to surrounding area.
- Heavy traffic from commuters and truckers traveling through the project area.
- Local workers use of private shuttles limits mobility in the area.
- Currently there are no sidewalks in the project area, which is dangerous for pedestrians.
- Bike lanes don't connect through the area, making it dangerous for cycling.

## Natural Environment

- There is a very high flood likelihood for the Atherton Channel.
- Sea level rise, earthquakes, and other hazards potentially endanger the project area.

## Health and Safety

- The project area lacks access to food services.
- Highway 101 produces high noise volume and pollution.

## Infrastructure

- The existence of high voltage transmission power lines through the project area.
- Existing sewer systems may not be able to provide service for additional capacity.
- There may be flooding problems for existing sewer systems.
- New residential units would put a strain on the current water supply in the project area.



Figure 38: Surveying at Facebook



Figure 39: Outreach at Community



Figure 40: Community Outreach at Kite Day

## Chapter 3

# COMMUNITY OUTREACH

## 3.1 Outreach Events

Several outreach events were held in order to receive opinions and recommendations from various stakeholders. Many of the design objectives and conceptual goals for the West Haven Waterfront Vision Plan were developed from community input.

Such outreach events included:

- Administering surveys to Facebook employees.
- Administering surveys and speaking with community members at Bayfront and Burgess Parks.
- Advertising and hosting a “Community Picnic” event.
- Meeting with community members at Menlo Park’s Kite Day Event and Cinco de Mayo Celebration.
- Surveying various community members in downtown Menlo Park.

## 3.2 Outreach Results

Some of the major themes identified throughout the various outreach events included:

- A desire for walkable, public spaces.
- Interest in parks and recreation facilities (including community gardens).
- A desire for more commercial spaces in the area (including a movie theater).
- Extending the Bay Trail through the project area.
- The addition of a safer bike/pedestrian overpass over Highway 101.
- Increased connectivity with the surrounding communities.
- Concerns about traffic and flooding within the project area.

More in-depth survey results and community responses are included in the West Haven Waterfront Community Outreach Report.

# PART 2

## VISION STATEMENT & GOALS



# VISION

*The West Haven Waterfront Vision Plan imagines a new and vibrant destination on Menlo Park's Bayfront. The plan promotes a mixed-use community that supports a wide range of economic activity, with services and amenities that will help the area to thrive. It envisions expanded mobility along Haven Avenue through the adoption of a Complete Streets program, while also increasing connectivity to the surrounding region. The Plan encourages responsible development that respects the natural environment and effectively restores and enhances the area's ecological resources. The West Haven Waterfront Vision Plan will foster the long-term health of residents by enabling healthy living, and by providing opportunities for recreation and access to open spaces and trails. Through a combination of responsibly integrated land uses, the plan will produce a vibrant and memorable community, to be enjoyed by both residents and visitors.*

# CONCEPTUAL DIAGRAM

## WEST HAVEN WATERFRONT VISION PLAN



INCREASE ECONOMIC VITALITY

IMPROVE WALKABILITY, CONNECTIVITY, AND ACCESS TO THE BAYFRONT



RESTORE AND ENHANCE ECOLOGICAL CHARACTER AND QUALITY

MIXED-USE DEVELOPMENT



PROMOTE A HEALTHY, ACTIVE, AND VIBRANT LIFESTYLE

PLAN FOR SUSTAINABLE DEVELOPMENT

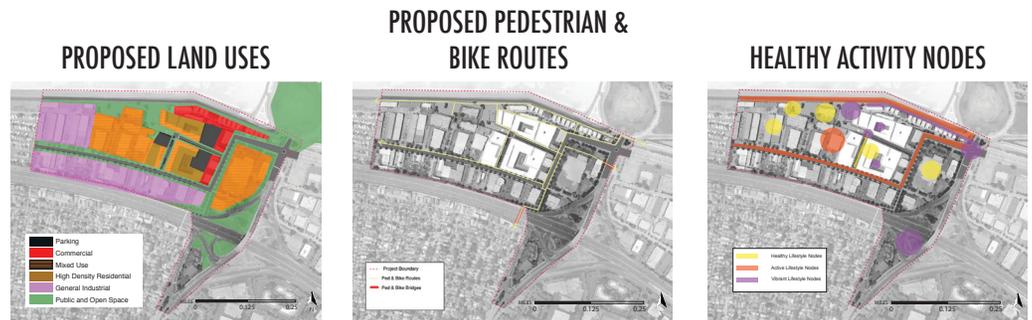


### VISION

The West Haven Waterfront Vision Plan imagines a new and vibrant destination on Menlo Park's Bayfront. The plan promotes a mixed-use community that supports a wide range of economic activity, with services and amenities that will help the area to thrive. It envisions expanded mobility along Haven Avenue through the adoption of a complete streets program, while also increasing connectivity to the surrounding region. The plan encourages responsible development that respects the natural environment and effectively restores and enhances the area's ecological resources. The West Haven Waterfront Vision Plan will foster the long term health of residents by enabling healthy living, and by providing opportunities for recreation and access to open spaces and trails. Through a combination of responsibly integrated land uses, the plan will produce a vibrant and memorable community, to be enjoyed by both residents and visitors.

### VISIONARIO

El Plan Visionario para el área de Haven imagina un nuevo y vibrante destino en el malecón de Menlo Park. El plan promueve una comunidad de uso mixto que sostenga una variedad de actividades económicas con servicios e instalaciones que ayudarán al área prosperar. El Plan promueve un desarrollo responsable que respete el entorno natural y que restaure efectivamente y aumente los recursos ecológicos del área. El Plan Visionario para el área de Haven fomentará a largo término la salud de los residentes promoviendo una vida saludable y proveyendo oportunidades para recreación y acceso a espacios abiertos y senderos. A través de la combinación de usos de suelo integrados, el Plan Visionario para el área de Haven producirá una comunidad vibrante y memorable, que será disfrutada tanto por residentes como visitantes.



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Figure 41: Conceptual Diagram

# CHAPTER 4: GOALS

## **Increase Economic Vitality**

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Maximize investment potential for resilient infrastructure and services. Allow for future development that will increase the residential population and create economic opportunities to support and expand existing markets.

## **Improve Walkability, Connectivity, and Access to the Bayfront**

---

Connect new and existing thoroughfares to the surrounding areas and expand public access to the bayfront. The adoption of Complete Streets will promote walkability and a multimodal transportation network.

## **Restore and Enhance Ecological Character and Quality**

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Plan for future generations by utilizing sustainable and resilient practices. The project area will have many new green spaces and polluted sites will be regenerated with new parks and landscaping features that connect with the waterfront and Bayfront Park.

## **Mixed-Use Development**

---

Enhance the experience of the West Haven Waterfront with new and compatible recreational, commercial, residential, and cultural uses. These uses should be programmed with various activities in order to keep both residents and visitors engaged with the community.

## **Promote a Healthy, Active, and Vibrant Lifestyle**

---

Encourage healthy living by providing opportunities for recreation throughout the area as well as access to open spaces and trails. Create public art and public spaces to provide beautiful and memorable places that people can gather around for interaction and recreation, while also instilling a strong sense of community.

## **Plan for Sustainable Development**

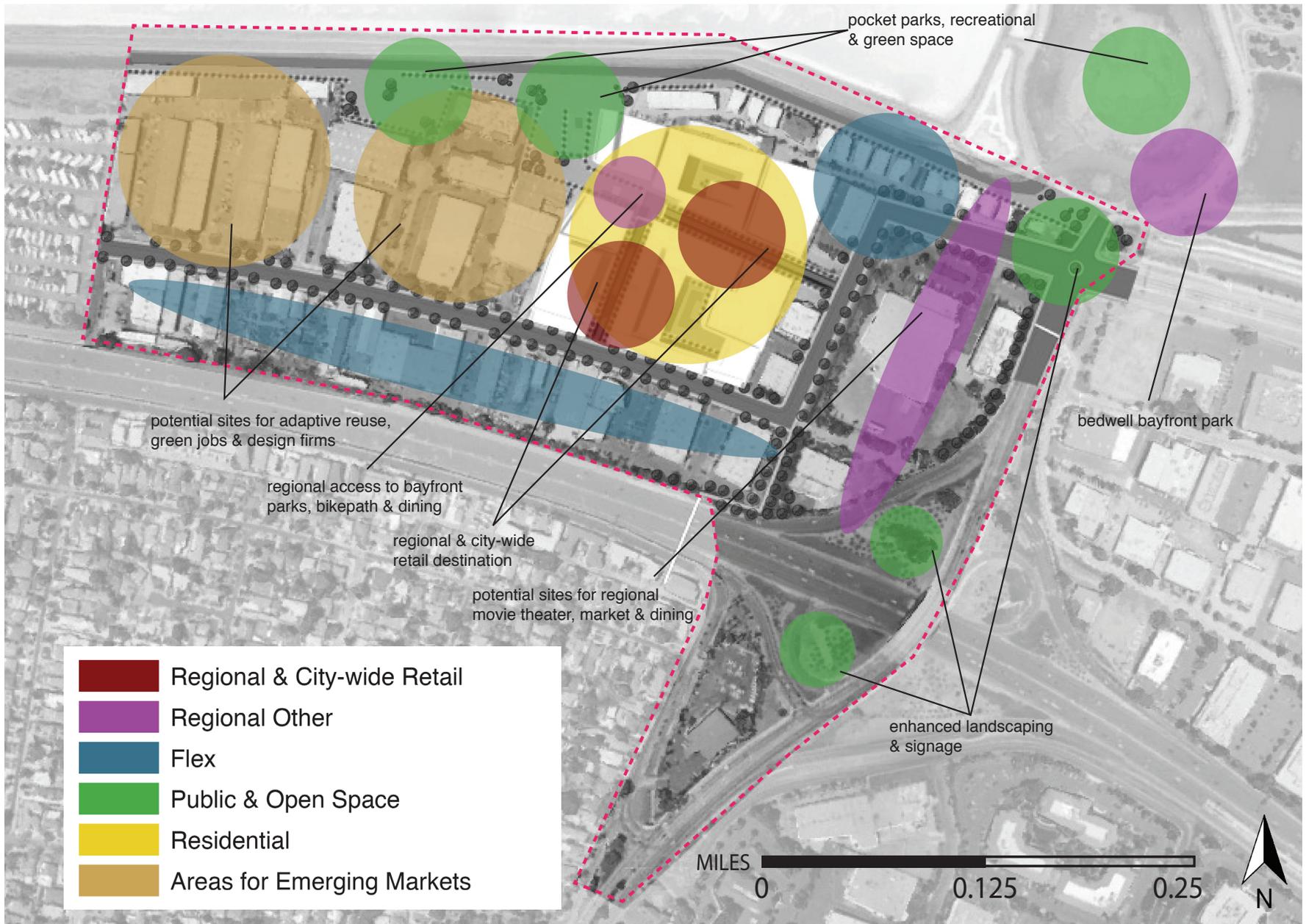
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Plan for incremental and environmentally responsible development in order to create a sustainable model for the future of the West Haven Waterfront project area and the greater South Bay region.



## INCREASE ECONOMIC VITALITY

*Maximize investment potential for resilient infrastructure and services.  
Allow for future development that will increase the residential population  
and create economic opportunities to support and expand existing and  
emerging markets.*



Marketing Map

Figure 42: Marketing Map

## 4.1 Increase Economic Vitality

### **Principle: Increase Local Residential Population**

A new residential population can support new businesses in the project area.

#### OBJECTIVES:

Change zoning ordinances to allow for increased residential and commercial uses.

Entice local employees to reside in proximity to the project area.

Ensure that public infrastructure and utilities can support a growing population.



Figure 43: Entrance to Facebook campus

### **Principle: Establish a Commercial Industrial Flex Zone District**

The Flex Zone is intended to encourage commercial, light industrial, office, technology, retail, and service uses to maximize the compatibility and efficiency of land uses.

#### OBJECTIVES:

Create a reasonable balance between the interests of existing property owners in freely developing their property with greater flexibility in land uses.

Protect the interest of surrounding properties.

Ensure the development of compatible commercial and light industrial uses.

### **Principle: Introduce New Economic Development Policy**

The introduction of new economic development policies will expedite the development in the West Haven Waterfront project area.

#### OBJECTIVES:

Enable the General Plan to provide for increased building densities (FARs), as well as using vacant and underutilized land and buildings.

Encourage landowners to develop uses that support a residential population using such mechanisms as transfer of development rights, public/private partnerships and tax abatements. Uses could include:

specialty retail, restaurants, offices, and related uses for the benefit of residents, employees, businesses, property owners, and visitors.

**Principle: Establish Regional Draws in the Project Area**

The current community demand for regional shopping, entertainment, and restaurants has the potential to make the area more attractive for residents and visitors.

**OBJECTIVES:**

Attract emerging companies in the green, technology, and design fields.

Use anchor stores, such as national retail chains, to attract a wide range of visitors to the area.

Add entertainment venues to bring in additional visitors.



Figure 44: Support of current businesses in the project



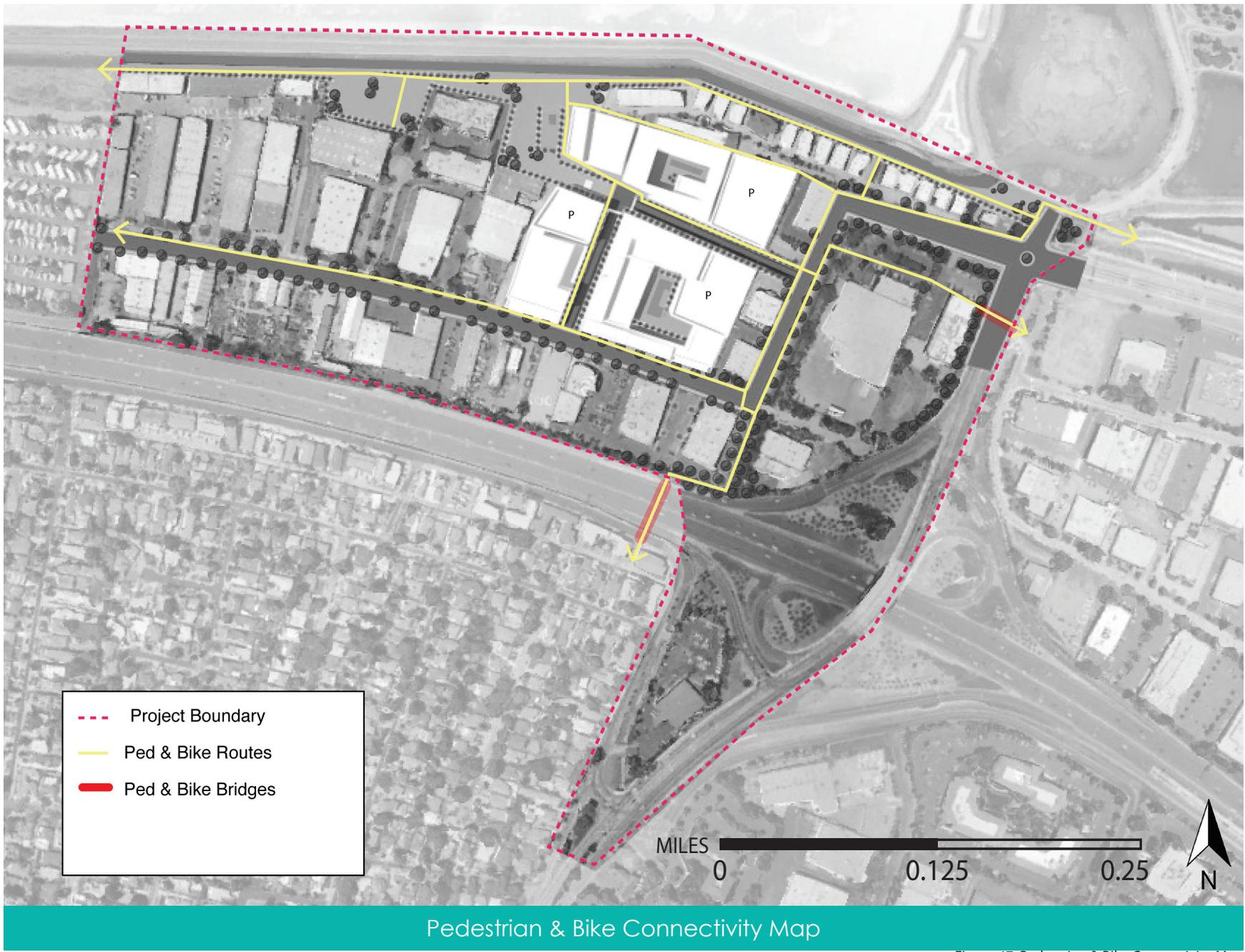
Figure 45: Mixed-use Movie theater like this one in Glendale, CA can serve as regional draws



Figure 46: Stores such as Apple can anchor additional

## IMPROVE WALKABILITY, CONNECTIVITY, AND ACCESS TO THE BAYFRONT

*Connect new and existing thoroughfares to the surrounding areas and expand public access to the bayfront. The adoption of Complete Streets will promote walkability and a multimodal transportation network.*



Pedestrian & Bike Connectivity Map

Figure 47: Pedestrian & Bike Connectivity Map



Figure 48: Rendering of pedestrian bridge over Marsh



Figure 49: Complete Street rendering

## 4.2 Circulation

### **Principle: Provide Safe Pedestrian and Bike Connections to the Surrounding Areas**

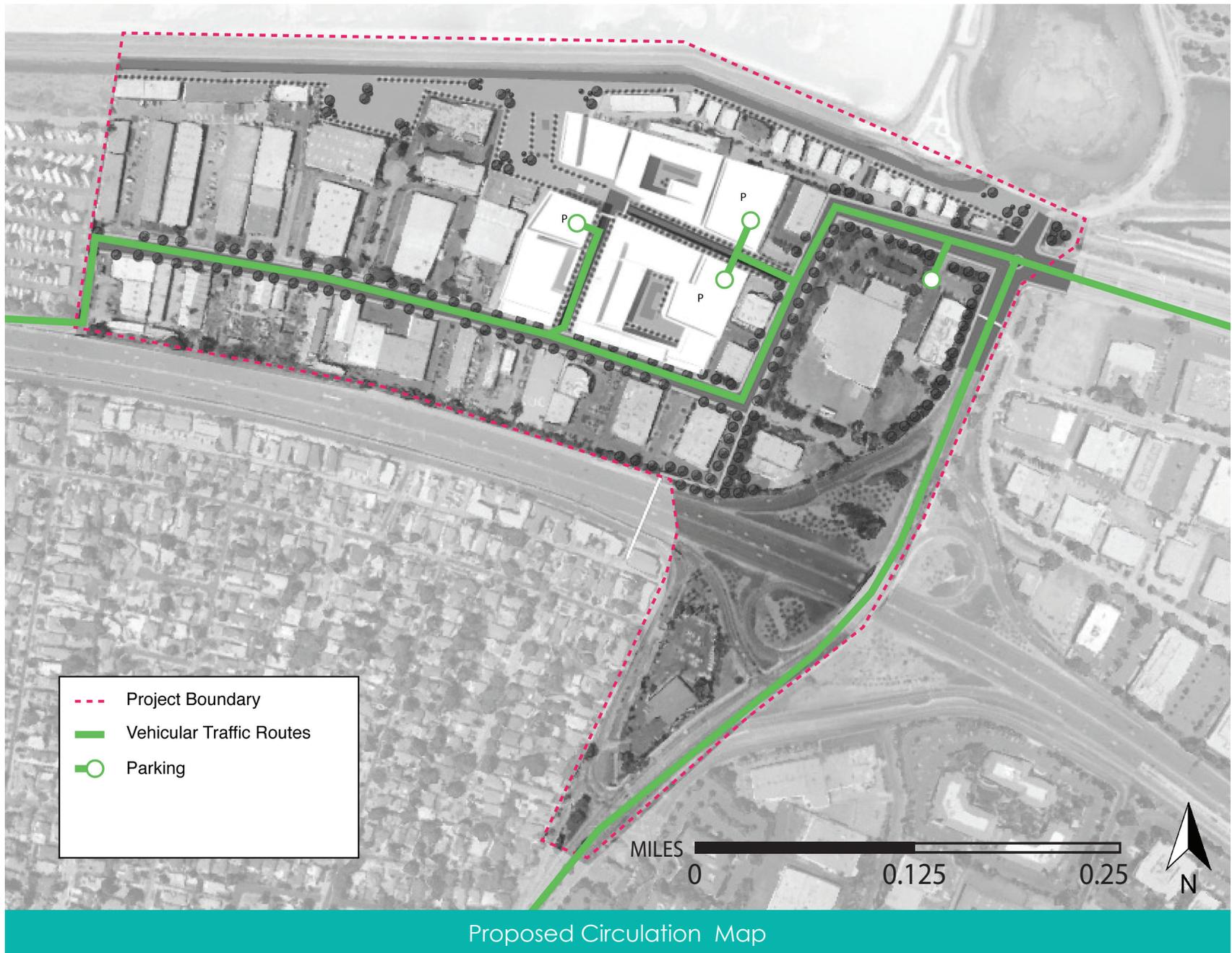
New paths and bridges for pedestrians and bicyclists bring residents and visitors away from busy intersections. The new West Haven Waterfront Trail will connect to the San Francisco Bay Trail and the surrounding community.

#### OBJECTIVES:

Create a continuous bike path, both along Haven Avenue and along the waterfront, from Bayfront Park to Redwood City, which will provide a link for the rest of the community.

Develop a safe pedestrian and bike bridge over Highway 101 to connect to Downtown Menlo Park and Redwood City.

Develop a safe pedestrian and bike bridge over Marsh Avenue to connect with the new “Menlo Gateway” development.



Proposed Circulation Map

Figure 50: Proposed Circulation Map

## Principle : Direct Vehicular Traffic Away from Residential Areas

Vehicular traffic will be directed to the periphery of the project area in order to provide a safe residential and commercial area for pedestrians.

### OBJECTIVES:

Construct parking structures at the exterior of the project area which serve residents and visitors.

Convert the entire length of Haven Avenue to one travel lane in each direction and one parking lane on the Menlo Park side of development.



Figure 51: Protected bike lanes in Evanston, Illinois

## Principle: Develop a Complete Streets Network

A Complete Streets network along Haven Avenue will allow for a diverse range of activities and amenities.

### OBJECTIVES:

Widen sidewalks up to 18 feet to allow for increased pedestrian activity.

Implement protected bike lanes along Haven Avenue using either a physical divider or painted lanes.

Limit street parking to one side of the street to allow for wider sidewalks, bike lanes, bus stops, and landscaping.

Implement traffic calming measures along Haven Avenue such as bulb-outs for pedestrians and landscaping along both sides of the street.

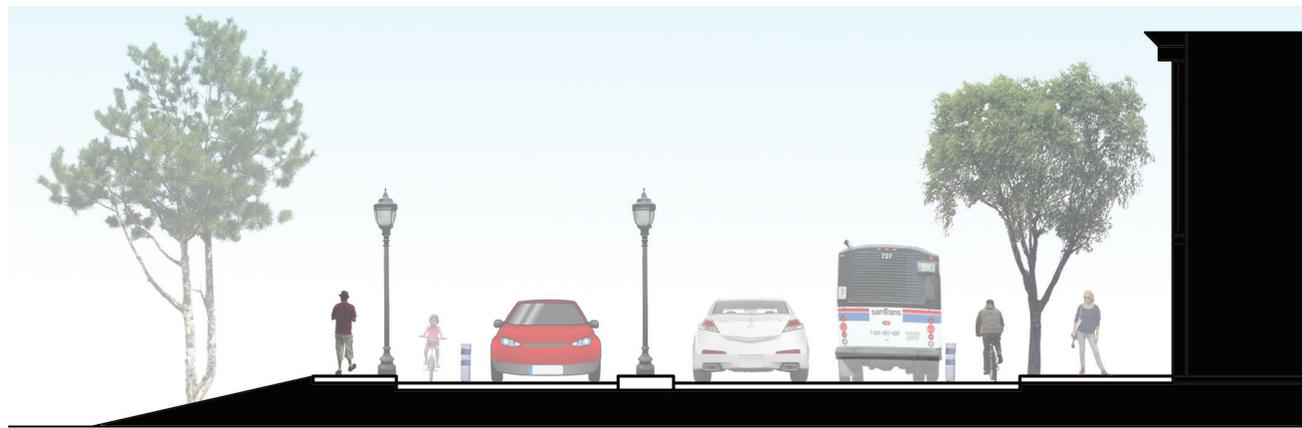


Figure 52: Wide sidewalks in downtown Menlo Park



8'	5'	11'	11'	8'	5'	18'
Sidewalk	Protected Bike Lane	Moving Lane	Moving Lane	Parking/ Bus Stop Lane	Protected Bike Lane	Sidewalk

Figure 53: Proposed streetscape for Haven Avenue going East-West



Creek

6'	5'	11'	4'	11'	10'	5'	8'
Sidewalk	Protected Bike Lane	Moving Lane	Median	Moving Lane	Moving Lane/ Bus Lane	Protected Bike Lane	Sidewalk

Figure 54: Proposed streetscape for Haven Avenue going North-South





## RESTORE AND ENHANCE ECOLOGICAL CHARACTER AND QUALITY

*Plan for future generations by utilizing sustainable and resilient practices. The project area will have many new green spaces and polluted sites will be regenerated with new parks and landscaping features that connect with the waterfront and Bayfront Park.*



Figure 55: Shade trees to help cooling



Figure 56: Pervious pavement

## 4.3 Environmental Quality

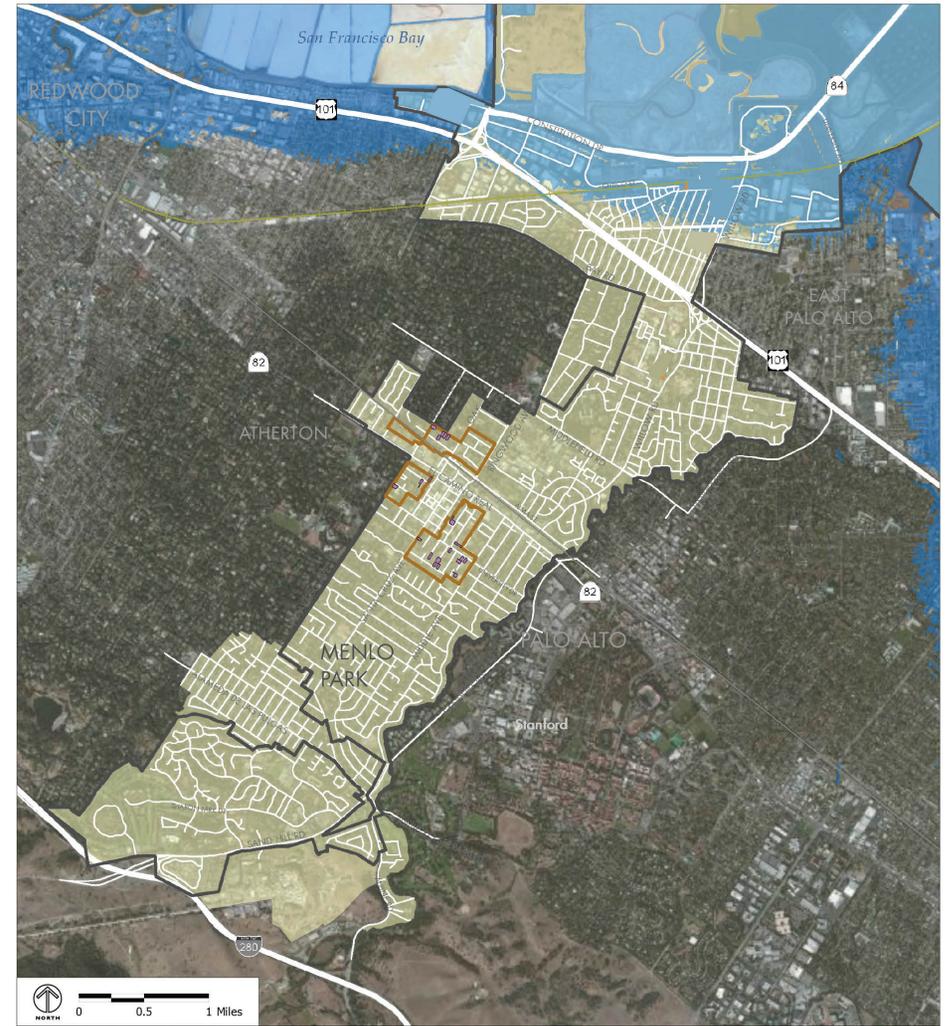
### Principle: Establish Ecological Resiliency

With the changing climate and subsequent hazards, the West Haven Waterfront will strive to become a resilient community that adapts to the threats of sea level rise, flooding, and other environmental challenges.

#### OBJECTIVES:

Plan for stormwater management, flooding, and rising sea levels through Low Impact Development measures including but not limited to: pervious pavement; creek overflow management; parkspace with depressions; retention/detention planters, and elevating development foundations.

Adapt to climate change threats such as heat waves and higher temperatures through strategies such as cool roofs, green roofs, cool pavement, shade trees, and resilient infrastructure.



Source: City of Menlo Park; The Planning Center | DC&E 2012; ESRI 2010; Knowles, Noah, USGS 2010.



Figure 57: Projected Sea Level Rise for project area

### **Principle: Re-generate Polluted Sites with New Parks**

Polluted and contaminated sites can be re-generated and restored to add green spaces and pocket parks for outdoor gathering and recreation.

#### **OBJECTIVES:**

Design aesthetically pleasing and environmentally progressive landscaping, using native plant species that are multi-functional for flood prevention and provide shade.

Create pocket parks on underutilized public spaces.



Figure 58: Green Roof

### **Principle: Increase Environmental Awareness**

By educating the public about ecological characteristics and ensuing environmental concerns, the community can become more engaged in creating a resilient and sustainable future for the project area.

#### **OBJECTIVES:**

Place signage throughout project area to educate users about ecological and environmental characteristics.

Work in conjunction with the Parks & Recreation Department and local school districts to promote environmental awareness programs and activities.



Figure 59: Bioswales



Figure 60: Ecological Signage in Grand Park, LA



## MIXED-USE DEVELOPMENT

*Enhance the experience of the West Haven Waterfront with new and compatible recreational, commercial, residential, and cultural uses. These uses should be programmed with various activities in order to keep both residents and visitors engaged with the community.*



Figure 61: Rendering of mixed-use development



Figure 62: Rendering of mixed-use development

## 4.4 Mixed-Use Development

### **Principle: Create Incentives and Remove Barriers to Spur Mixed-use Development**

The West Haven Waterfront will incorporate a mix of three land use functions – light commercial, residential, and industrial, which provides residents and visitors with access to multiple facilities and fosters social interactions.

#### OBJECTIVES:

- Change zoning ordinances to allow mixed-use zones.
- Offer incentives to developers who build mixed-use projects.

### **Principle: Maintain a Coherent Architectural Style and Urban Form**

The West Haven Waterfront Project Area will use a coherent architectural style and urban form that respects human scale and groups building typologies to reinforce a sense of community.

#### OBJECTIVES:

- Punctuate building frontages with setbacks for landscaping, seating, and building entrances.
- Incorporate welcoming entrances on buildings with awnings and decorative overhangs.
- Ensure that all new development and design is sensitive and compatible with adjacent neighborhoods.

### Principle: Establish Buffers

The southwestern side of the project area (Redwood City) is to remain as is, with light industrial and commercial acting as a buffer to protect residents from the noise and pollution concerns associated with Highway 101.

#### OBJECTIVES:

- Use parking structures as a noise and visual buffer between mixed-use residential and commercial areas.
- Maintain light industrial uses on the Redwood City side of the project area to act as a buffer from noise and pollution from Highway 101.

### Principle: Prioritize Public Spaces

The project area will prioritize the addition of both active and passive public spaces for community gathering and play.

#### OBJECTIVES:

- Locate an interactive public fountain or water feature within the project area.
- Provide outdoor seating and furniture in public areas.
- Develop spaces for active uses, such as basketball courts and open grassy areas for sports activities.

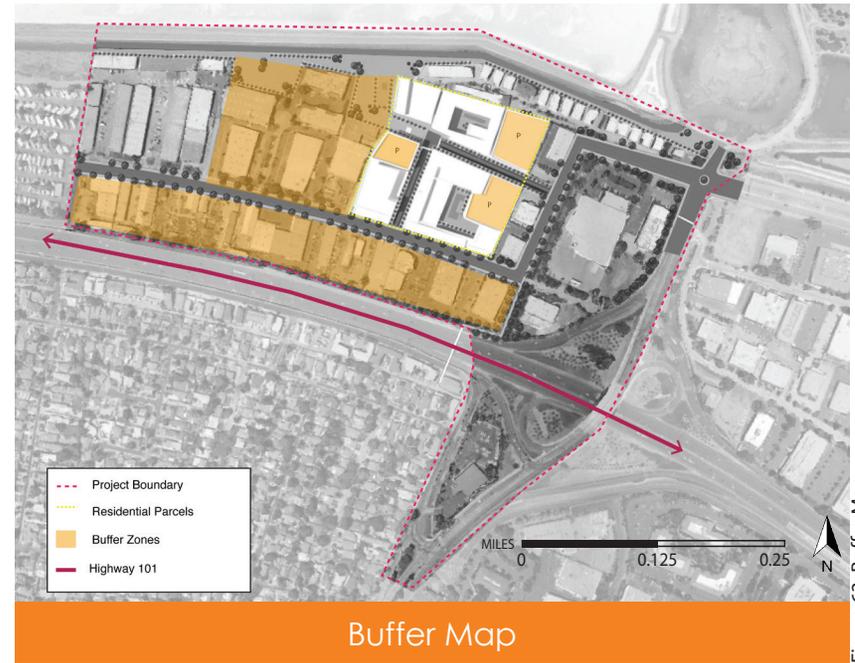


Figure 63: Buffer Map



Figure 64: Public Spaces Map



## PROMOTE A HEALTHY, ACTIVE, AND VIBRANT LIFESTYLE

*Encourage healthy living by providing opportunities for recreation throughout the area as well as access to open spaces and trails. Create public art and public spaces to provide beautiful and memorable places that people can gather around for interaction and recreation, while also instilling a strong sense of community.*



Healthy, Active, and Vibrant Lifestyle Proposed Nodes

Figure 65: Healthy, Active, & Vibrant Lifestyle

## 4.5 Healthy, Active, and Vibrant Lifestyle

### **Principle: Increase Access to Healthy and Local Food**

Providing residents and visitors with access to healthy and local food will not only enhance the overall public health, but will establish a sense of place and identity within the community.

#### OBJECTIVES:

Hold regular Farmer's Markets which feature local food vendors and other community businesses in order to increase local food access and create a sense of place in the neighborhood.

Introduce a permanent market or grocery store in the project area to serve the local community.

Allow zoning for community gardens on the site, which can help to keep the community connected as well as provide an educational opportunity for families, children, and residents. Community gardens can help to instill a responsibility in its stewards and keep food available.



Figure 66: Rendering of a community garden



Figure 67: Rendering of a farmers market

## Principle: Create Spaces for Active Recreation

Areas for active recreation in various forms will be accessible by different members of the community in order to promote healthy living.

### OBJECTIVES:

Encourage the development of a fitness facility within the project area.

Promote the use of biking in the project area by providing quality infrastructure for bicyclists.

Incorporate walking paths, sports facilities, and playgrounds as well as a variety of programmed activities in new park spaces.



Figure 68: Rendering of proposed bike path

## Principle: Establish a Sense of Place

In order to establish a sense of place and enhance the aesthetics of the community, it is important to provide memorable gathering areas.

### OBJECTIVES:

Identify potential locations and provide funding for public art, such as building faces along the freeway.

Ensure entrances to the community and public spaces are memorable and artistic.



Figure 69: Example of public art in a community





# PLAN FOR SUSTAINABLE DEVELOPMENT

*Plan for incremental and environmentally responsible development in order to create a sustainable model for the future of the West Haven Waterfront Project Area and the greater South Bay region.*



Figure 70: Rendering of a retrofitted building

## 4.6 Sustainable Development

### **Principle: Improve Local and Regional Environmental Quality**

The West Haven Waterfront will utilize sustainable principles to guide future development.

#### OBJECTIVES:

Incentivize or require developers to follow sustainable design guidelines such as LEED certification.

Adaptively reuse existing buildings to create distinctive places.

Encourage green infrastructure and building practices, including low impact development.



Figure :71 Rendering of a public market space

### **Principle: Practice Environmental Justice**

The West Haven Waterfront will promote equal access to parks and schools as well as a diversity of housing options including affordable, low income and market rate housing. The area will also mitigate hazardous by-products of new and existing industry to acceptable rates as set forth by the Bay Area Air Quality Management District (BAAQMD).

#### **OBJECTIVES:**

Ensure and promote equal public access to all parks and open spaces in the project area.

Create desirable housing options for all members of the community, including affordable and senior housing.  
Strengthen regulation of hazardous material use in local industrial areas.





## PHASE 1

Year 0-3

Initial Residential Development  
 Haven Avenue Street Redesign  
 Landscaping and Greening



## PHASE 2

Year 4-6

Remaining Residential Development  
 Waterfront Redesign  
 Bay Trail Extension  
 Mixed Use Commercial Development  
 Ecological Enhancements



## PHASE 3

Year 7-10

Community Development  
 Reinforcing Regional Linkages



# PART 3

## APPENDICES

# APPENDIX A: BACKGROUND INFORMATION

## Circulation Background Information

Menlo Park maintains a high degree of connectivity with the surrounding cities and with the region. U.S. Route 101, Highway 280 and El Camino Real (Route 82) are the major vehicular transportation corridors that run through the city north and south. As a grade separated transportation corridor, U.S. Route 101 bisects the city and disconnects the Menlo Park's downtown from its waterfront. Highway 280 is on the western periphery and El Camino Real as the main arterial. The major east and west corridors are Willow Road and Santa Cruz Avenue.

The major transit providers in the city are CalTrain, VTA, and SamTrans. The CalTrain Menlo Park station is directly adjacent to El Camino Real and serves commuters going north toward San Francisco and south toward San Jose. The VTA runs route 22 from the Eastridge Transit Center to Palo Alto, and the 971 (Dumbarton Express) from Union City BART to Palo Alto. Menlo Park is served by SamTrans routes 83, 85, 270 and 281.

The City of Menlo Park has a Comprehensive Bicycle Development Plan that is intended to create a citywide vision for traffic and transportation facilities for bicyclists of all skill levels. The plan was approved in 2004, and is

currently in its implementation phase. Due to these efforts, the city has been cited as a "Bronze Level Bicycle Friendly Community" from the League of American Cyclists. Currently the city has a variety of Class I Bike Paths, Class II Bike Lanes, and Class III Bike Routes.

Downtown Menlo Park on Santa Cruz Avenue is a pedestrian oriented street. The sidewalks are wide, and are enhanced by "bulb-outs" and paved pedestrian crossings. Other sidewalks in the city are not as wide but are mostly adequate. Bedwell Bayfront Park has a number of pedestrian trails, and is a part of the San Francisco Bay Trail, that has been envisioned as a 400-mile network of bicycling and hiking trails connecting the shoreline of all nine Bay Area counties.

# APPENDIX B: GLOSSARY OF TERMS

**Adaptive Reuse:** the process of reusing an old site or building for a purpose other than which it was built or designed.

**Counter-cyclical Traffic Flow:** a flow of traffic when there is an influx of commuters into the area during the morning, and an outflow of commuters in the evening.

**Complete Streets:** transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation choice. Many Complete Streets programs will allow for safe travel for those walking, bicycling, driving private automobiles, riding public transportation, or truck delivery.

**Detention Basins:** detain water temporarily, then release the water through a pipe or channel. Volume of storage needed is reduced.

**Flex Zoning:** permits the developer or building owner to change the use of the building (assuming that building codes are met for the new use) without undergoing a lengthy variance or approval process.

**Human Scale:** human scale in architecture can describe buildings with sight lines, acoustic properties, task lighting, ambient lighting, and spatial grammar that fit well with human senses.

**Multimodal Transportation Network:** a transportation network that includes at least two different modes of transportation.

**Retention Basin:** an artificial lake with vegetation around the perimeter, used to manage stormwater runoff to prevent flooding and downstream erosion, and improve water quality in an adjacent river, stream, lake or bay. After retaining stormwater, drainage occurs through evaporation or percolation.

**School Impact Fees:** fees imposed by a local government on any new or proposed school development project to pay for all or a portion of the costs of providing public services to the new developments. These fees are considered to be a charge on new developments to help fund and pay for the construction or needed expansion of offside capital improvements. They are usually implemented to help reduce the economic burden on local jurisdictions that are trying to deal with population growth within the area.

**LEED Certification:** Leadership in Energy and Environmental Design (LEED) consists of a suite of rating systems for the design, construction and operation of high-performance green buildings, homes and neighborhoods.

**Low Impact Development (LID):** LID is an approach to land development (or re-development) that works with nature to manage stormwater as close to its source as possible.

**Pervious Pavement:** a type of pavement with a base and subbase that allow the movement of stormwater through the surface. In addition to reducing runoff, this effectively traps suspended soils and filters pollutants from the water.

**Tax Abatements:** The reduction of or exemption from taxes granted by the government for a specified period to encourage economic development

**Transfer of Development Rights:** Transferable development rights (TDR) is a way of controlling land use to complement zoning and strategic planning for more effective urban growth management and land conservation. Developers can purchase the development rights of certain properties within a designated “sending district” and transfer the rights to another “receiving district” to increase the density of their new development.

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