
WEST HAVEN WATERFRONT VISION PLAN

CITY OF MENLO PARK



CAL POLY
SAN LUIS OBISPO



PAGE INTENTIONALLY LEFT BLANK

West Haven Waterfront Vision Plan

Prepared by

The 2013 Graduate Project Planning Laboratory
Spring Quarter 2013

William Crenshaw
Sonja Flores
Jennifer Franich
Sophia Lai
Matt Orbach

City and Regional Planning Department
College of Architecture and Environmental Design
California Polytechnic State University
San Luis Obispo

For the City of Menlo Park

Acknowledgments

The planning team would like to express our gratitude to the following individuals who were involved in this learning experience and planning process. This vision plan would not have been possible without the support and guidance from:

Advisors

Kelly Main, PhD
Instructor

Brian Harrington; MCRP candidate
Teaching Assistant

Special Thanks

Juan Bonilla
Deanna Chow
Justin Murphy
Kyle Perata
City and Regional Planning Office Staff

Contents

Introduction	7
Executive Summary	8
Vision Statement	10
Chapter Overview	13
Chapter 1: Existing Conditions	17
1.1. Introduction and History	18
1.2. Physical Context	20
1.3. Population and Employment	24
1.4. Land Use	28
1.5. Transportation and Connectivity	32
1.6. Services and Utilities	36
Chapter 2: Community Perceptions	43
Chapter 3: Conceptual Diagram	49
Chapter 4: Goals, Concepts, & Principles	53
References	76
Appendices	79
Appendix A: Existing Conditions	80
Appendix B: Community Outreach Report	98



INTRODUCTION



EXECUTIVE SUMMARY

THE WEST HAVEN WATERFRONT VISION PLAN IS THE PRODUCT OF A COLLABORATIVE EFFORT BETWEEN THE GRADUATE LEVEL PLANNING STUDIO CLASS AT THE CITY AND REGIONAL PLANNING DEPARTMENT AT CALIFORNIA POLYTECHNIC STATE UNIVERSITY AND THE CITY OF MENLO PARK. RESEARCH OF THIS AREA OF THE CITY, EFFORTS TO GAIN PUBLIC INPUT, AND THE EXPLORATION OF CREATIVE IDEAS RESULTED IN THE PRODUCTION OF THIS VISION PLAN.

As part of the 2013 Menlo Park Housing Element Update, which addressed the lack of available affordable housing, an area along Haven Avenue was chosen to be rezoned to high-density residential. Despite its prime location on the edge of the San Francisco Bay, near the Bayfront Expressway and Highway 101, and within the City of Menlo Park, the area is currently zoned for industrial use

and has no current residents. In order to accommodate future residents and assist in the transition to an area with a healthy mix of residential, industrial, and commercial uses, a vision plan based on extensive community outreach was created to reflect the values and needs of the community, businesses, and future residents.

The West Haven Waterfront Vision Plan first takes an in-depth look at the existing conditions around Haven Avenue in order to establish the existing character of the area, the parties that will be affected by the different aspects of the plan, and how to best combine new and existing uses. This analysis includes descriptions of the physical context, population and employment, land use, transportation and connectivity, and utilities and services.

The public outreach conducted, and results from that outreach, are then summarized



in order to show what residents perceive of the project area, what they would like to see there, and how that information influenced the creation of the original concept plan.

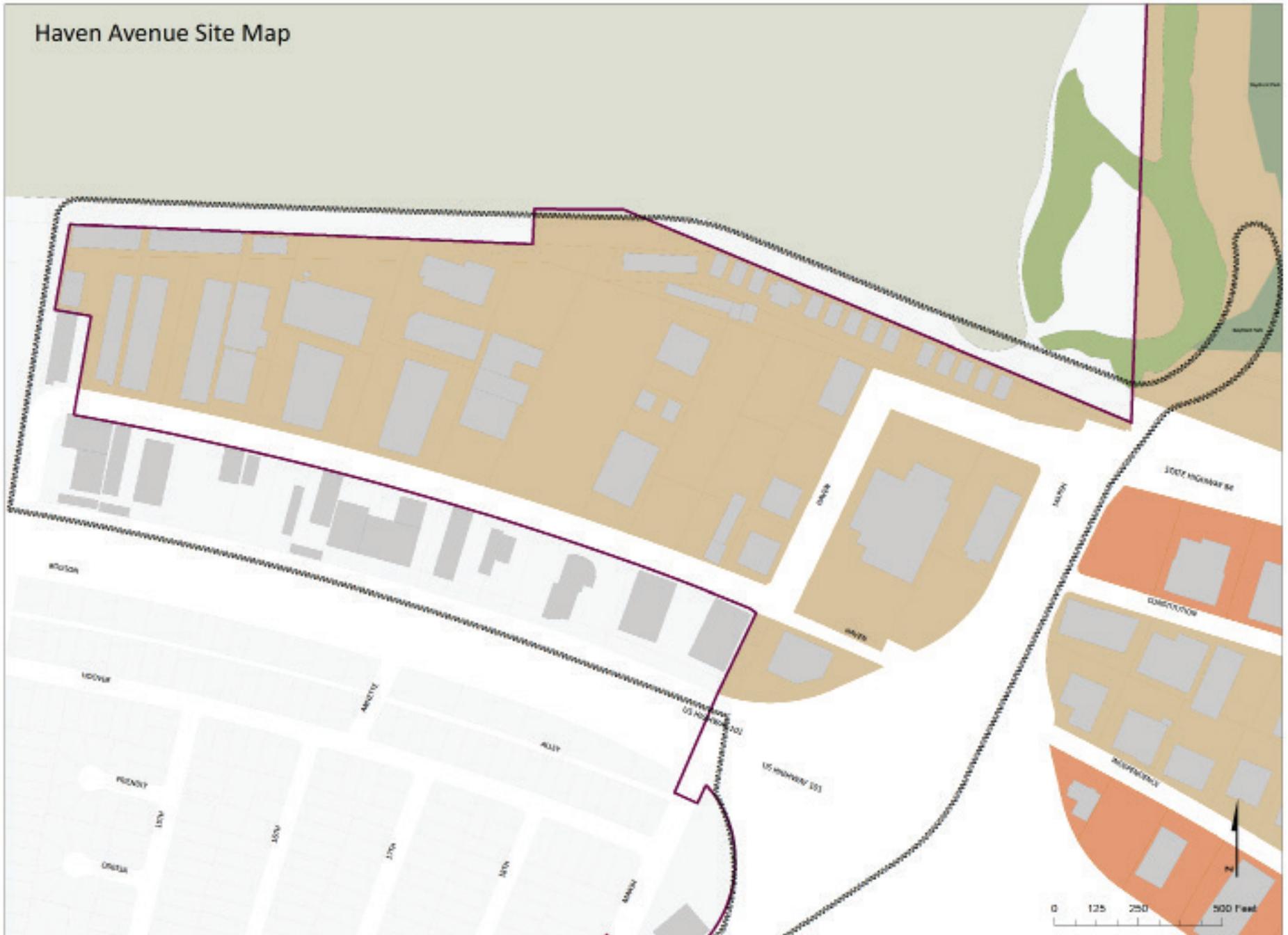
The concept plan is then presented, including visual representations of proposed changes, as well as more general themes that the plan addresses. Following the concept plan, the goals, concepts, and principles are put forth, laying the groundwork for what changes should be considered, why they apply to the site, and possible ways in which they could be implemented. Through this multiple step process, the plan was able to grow and evolve into one that incorporates the unique character of the area, takes advantage of the opportunities the location provides, and addresses the needs and desires of current and future Menlo Park residents.

VISION STATEMENT

THE WEST HAVEN WATERFRONT PLAN INCORPORATES THE AESTHETICS AND VALUES OF MENLO PARK INTO A PROGRESSIVE COASTAL VILLAGE SETTING. IN THIS VISION, WATER VIEW APARTMENTS SHARE THE BLOCK WITH INDUSTRIAL AND COMMERCIAL BUSINESSES, DEMONSTRATING HOW HISTORICALLY SEPARATED LAND USES CAN COEXIST IN A PRODUCTIVE AND ACCOMMODATING URBAN SETTING. THE COMPLETED BAY TRAIL THAT RUNS ALONG THE WATERFRONT, PEDESTRIAN AND BICYCLE OVERPASS FOR THE 101, AND IMPROVED HAVEN AVENUE STREETScape ALLOW BICYCLE AND PEDESTRIAN TRAFFIC TO COME AND GO FROM THE SITE WITH EASE, WHILE IMPROVED OFF STREET PARKING OPTIONS ACCOMMODATE INCREASED AUTOMOBILE VISITS. COFFEE SHOPS, RESTAURANTS, BARS, A NEIGHBORHOOD MARKET, AND A BREWERY ARE NESTLED AMONG THE OTHER SMALL BUSINESSES ALONG HAVEN AVENUE, PROVIDING NEW AND CURRENT MENLO PARK AND REDWOOD CITY RESIDENTS WITH AREAS TO SOCIALIZE. IN ADDITION, THE CLOSE PROXIMITY TO BEDWELL BAYFRONT PARK AND OPEN SPACES WITHIN THE PROJECT AREA GIVE VISITORS A CHANCE TO ENJOY OPEN SPACE, RECREATION, AND VIEWS OF THE BAY. THE WEST HAVEN WATERFRONT IS AN INNOVATIVE FUSION OF WORK SPACE AND AMENITIES, SERVING AS A MODEL FOR ANY AREA LOOKING FOR WAYS TO COMBINE AND EXPAND UPON EXISTING USES.

CONTEXT AND AREA MAPS





CHAPTER OVERVIEW

Chapter 1.1: Introduction and History

This chapter characterizes and contextualizes the West Haven Waterfront Plan (WHWP) Area. Information was gathered from existing Menlo Park plans, codes, and documents, as well as observations from site visits. The existing conditions and opportunities and constraints analyses provide an understanding of the area, from which further analysis and ideas for the future emerge.

Chapter 1.2: Physical Context

This section describes the existing physical conditions within the plan area. The plan area is located adjacent to Bedwell Bayfront Park along the San Francisco Bay.

Chapter 1.3: Population and Employment

This section presents a brief description of existing conditions in Menlo Park in terms of population, employment, and basic economic characteristics, with special focus on the plan area.

Chapter 1.4: Land Use

This section describes the land use and housing char-



acteristics of the 64 acres that comprise the West Haven Waterfront Vision Plan Area.

Chapter 1.5: Transportation and Connectivity

This section describes the existing transportation and connectivity conditions for the plan area. The plan area is separated from most of the city by US 101 and the Marsh Road corridor, but has many opportunities for greater connectivity with downtown Menlo Park, local services, and the region.



Chapter 1.6: Services and Utilities

This section describes the existing utilities, services, facilities, and amenities at the proposed project site. While each utility comes from a single provider, many services, facilities, and amenities are provided by both Menlo Park and Redwood City.

Chapter 2: Community Perceptions

This chapter summarizes the input gathered from the community outreach process, and the way that this input helped to form each goal. Information was gathered from several outreach events, surveys, and notes on conversations with participants.

Chapter 4: The Conceptual Diagram

The conceptual diagram is a visual representation of major goals, concepts, and principles brainstormed and refined by the vision plan team. This diagram acts as a complimentary document to the vision plan.

Chapter 3: Goals, Concepts, and Principles

This chapter outlines each goal, provides general concepts that contribute to the goal, and finally provides

principles that will assist in attainment of the goals and concepts. Each goal applies to the entire plan area, or to more specific areas, and are meant to provide guidance in further development of plans for this area.

Appendix

This section contains all research and information obtained from community outreach events, interviews, surveys, observations, references, etc.

PAGE INTENTIONALLY LEFT BLANK



CHAPTER I

EXISTING CONDITIONS

I.1 INTRODUCTION & HISTORY

Overview

This chapter characterizes and contextualizes the West Haven Waterfront Plan (WHWP) Area. The plan area is bound by the salt ponds to the north, US Highway 101 to the South, Marsh Road to the East, and the Menlo Park city limits to the west. Information was gathered from existing Menlo Park plans, codes, and documents, as well as observations from site visits. The existing conditions and opportunities and constraints analyses provide an understanding of the area, from which further analysis and ideas for the future may emerge.

History

The land now known as the City of Menlo Park was originally the home of Ohlone Indians, called by the Spaniards “Coastanoans”, or Coast-dwellers. In 1769 the exploration party led by Don Gaspar de Portola camped near “El Palo Alto” after their momentous discovery of San Francisco Bay, bringing Spanish rule to the area.

Little occurred to change the rural character of the community until the first World War, when, almost overnight, Menlo Park was populated by 43,000 soldiers in training at Camp Fremont. Menlo Park became an incorporated city in November 1927. Between 1943 and 1946 another military installation, Dibble General Hospital, was built to care for the thousands of sol-

diers injured in the South Pacific in World War II.

The city expanded in the post war years. Under the leadership of Charles P. Burgess, the City acquired 29 acres of Dibble General Hospital grounds at a price of \$4,000 an acre. Later, Santa Cruz Avenue was widened and improved and gradually became Menlo’s first street. Pioneering steps were taken in zoning control, off-street parking in the businesses district, establishment of the Administrative-Professional zoning, which attracted such companies as Stanford Research Institute, Sunset Magazine, and the U.S. Geological Survey, and, in 1952, led to the City’s first Master Plan.



Figure I.1.1 Early photo of Santa Cruz Avenue, Menlo Park (inmenlo.com)

PAGE INTENTIONALLY LEFT BLANK

1.2 PHYSICAL CONTEXT

Overview

This section describes the existing physical conditions within the plan area. The plan area is located adjacent to Bedwell Bayfront Park along the San Francisco Bay. Being a part of the Bay Area, the plan area has a moderate Mediterranean climate that adds to the views, and natural habitat areas surrounding it. This includes the wetlands around Bedwell Bayfront Park, which are home to numerous species of flora and fauna.

The following information was gathered from existing City documents, the Menlo Park General Plan, the El Camino Real/ Downtown Specific Plan-Environmental Impact Report (EIR), and a site and surrounding area visit.

Biology

Much of the natural habitat on the San Francisco Peninsula, including Menlo Park, has been converted or fragmented by urban development. This area is fully developed and occurs in a highly urbanized/landscaped context. The plan area is bounded on the northwest by Atherton Channel and the southeast by San Francisquito Creek.

Hazardous Materials

The plan area currently includes commercial and light industrial uses and open spaces. Due to the site location and the age of buildings, there are potential exposures to asbestos-contaminated soils from previous uses, and PCB-containing materials in existing

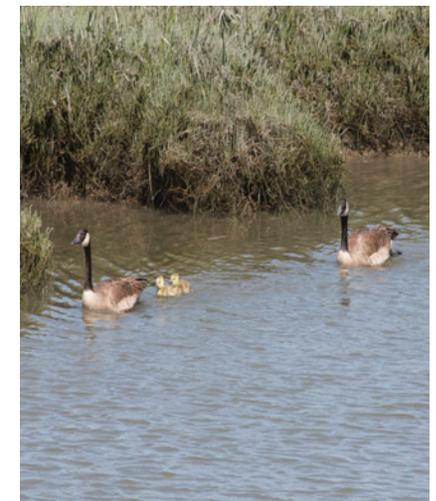


Figure 1.2.1 Water features near and within the plan area.

structures. A list of these contaminated sites surrounding our plan area are found in Appendix A.

Air Quality

The plan area is located in the southeastern portion of the Peninsula sub region. This region falls within the boundaries of the San Francisco Bay Area Air Basin. The nine-county Bay Area Basin is currently classified as non-attainment for the one-hour State ozone standard as well as non-attainment for the federal and State eight-hour standards (see Appendix A).

Bay Area Air Quality Management District's (BAAQMD) Community Air Risk Evaluation (CARE) program evaluates and reduces health risks associated with exposure to outdoor Toxic Air Contaminants (TACs) in the Bay Area. BAAQMD has identified six impacted communities in the Bay Area: Redwood City/East Palo Alto, Alameda County, eastern San Francisco, Richmond/ San Pablo, Concord, and San Jose. Major contributors to these health effects come from road mobile sources and aircraft flying over sensitive residential areas.



Figure 1.2.2 Existing uses in the plan area.

Aesthetics

Principles of aesthetics laid out in the general plan apply broadly across the City, including the plan area. The central purpose of the City's General Plan is to maintain Menlo Park's special character as a residential community that includes a broad range of residential, business, and employment opportunities and to provide for the change necessary to maintain a vital community. These goals and policies include the maintenance and conservation of heritage trees, and appropriately scaled signage. The City's Heritage Tree Ordinance serves to preserve large, healthy trees and native oaks. Appropriately scaled signage is encouraged in the plan area, in accordance with the General Plan, to protect against cluttered or overbearing signs that detract from the landscape, and to help merchants build a positive business image. These existing principals provide a basis for design standards to come in the plan area.



OPPORTUNITIES

Nature restoration:

Proximity of the site to wetlands and salt marshes in Bayfront Park may spur restoration and maintenance of natural habitat.

Street-scape:

Encouraging preservation and enhancement of historic features may conserve Menlo Park's character throughout the plan area. Established aesthetics standards could be better applied to the plan area.

Building development:

Incorporate sustainable construction policies and features where feasible to meet LEED program over long-term.

CONSTRAINTS

Nature restoration:

Wetlands and salt marshes may be at risk for flooding levels of project generated toxic air contaminants (TACs) which may lead to adverse health effects according to BAAQMD's Community Air Risk Evaluation (CARE) program.

Street-scape:

Sparsely developed or underdeveloped industrial parks in the plan area impede Menlo Park's positive character. There is a lack of trees, other vegetation, and landscaping in the plan area.

Building development:

Projects on infill sites in the plan area may disturb surrounding urban area uses. May also increase levels of project generated toxic air contaminants, which may lead to adverse health effects according to BAAQMD's Community Air Risk Evaluation (CARE) program. Increased long-term emissions of criteria pollutants associated with construction activities could contribute to an air quality violation.

I.3 POPULATION & EMPLOYMENT

Overview

This section presents a brief description of existing conditions in Menlo Park in terms of population, employment, and basic economic characteristics, with special focus on the plan area. The following information was collected from US Census data for 2000 and 2010, the use of the “On The Map” US Census data generator, and related city documents.

Population and Demographics

The population of Menlo Park from 2000 to 2010 grew by approximately 4 percent to 32,026 residents. From 2000 to 2010, approximately 1,875 people in their 20’s and 30’s moved to Menlo Park, while roughly 1,740 people in their 40’s, and 50’s moved away from the city (see Appendix A, Figures A.3.1 and A.3.2). The addition of a younger demographic to the city represents a need for more diverse housing options as well as amenities within the plan area.

Income Characteristics

In 2010, the median annual household income for Menlo Park residents was \$107,860. In Menlo Park, median home values are roughly double those of the county as a whole. Median rents in Menlo Park are shown to be approximately 45 percent higher compared to the county as a whole. Forty-two percent of Menlo Park residents residing in owner-occupied units reportedly pay 30 percent or more of their household income towards ownership related housing costs, while 41 percent of renters reported paying

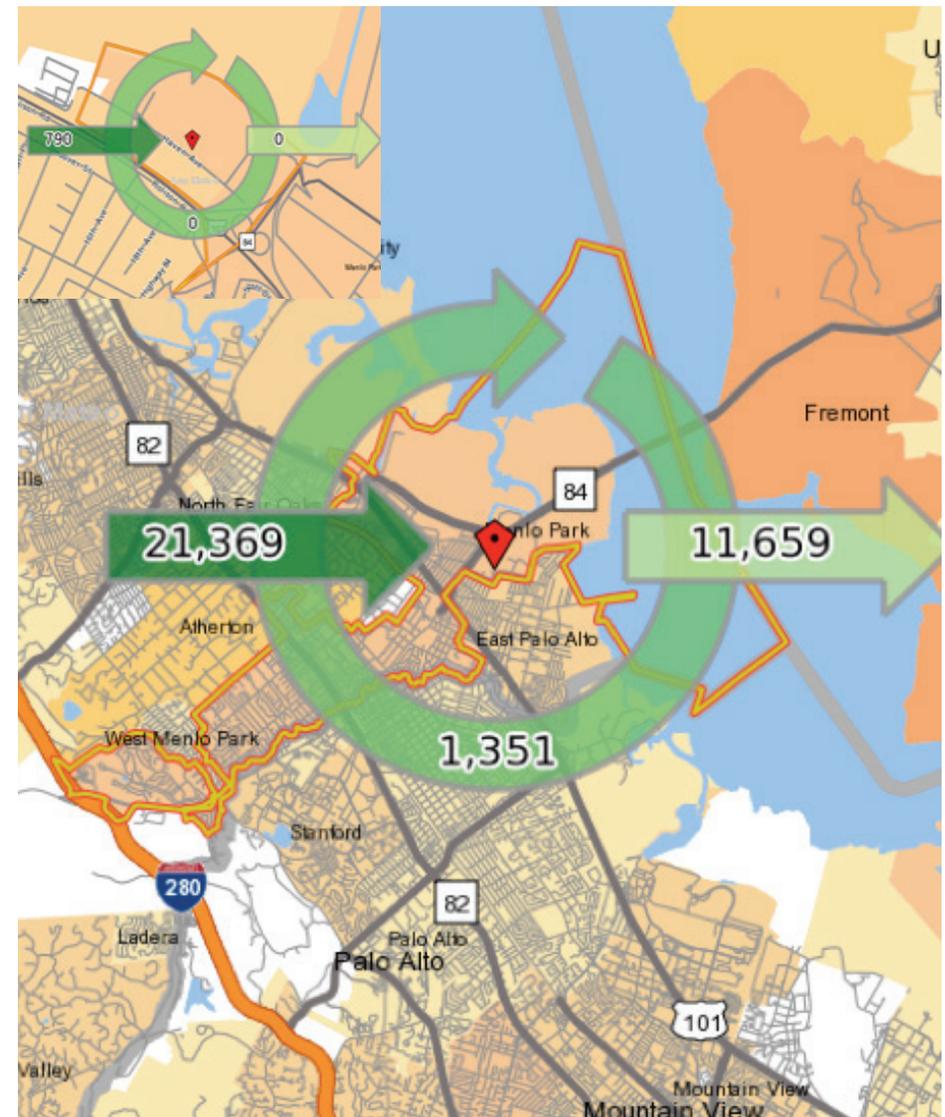


Figure I.3.1 Menlo Park Inflow/Outflow

30 percent or more of their household income towards rent. Providing affordable options within the plan area will be an important aspect to accommodate the young professional demographic that has been recently attracted to Menlo Park.

Employment and Economic Characteristics

Currently the job-to-residents balance shows a positive influx of daily workers. Roughly 22,000 people enter the city daily for work, while around 12,000 leave to work in the surrounding areas (Figure 1.3.1). Of the workers entering the city, 790 work within the plan area shown in top left (Figure 1.3.1). The greatest percentages of workers in the plan area commute 10-24 miles into the city (see Appendix A). Housing opportunities in the plan area will help to improve the jobs-housing balance in the city, and provide an opportunity to reduce travel times to work by providing more housing options for those employed in the area.

Economic Industry Data

High concentrations of industry sector employment in the plan area are observed in the “Finance and insurance, and real estate and rental leasing” and “Professional, scientific, management, administrative and technical services” sectors, at 25.6 percent, and 20.3 percent, respectively (see Appendix A). Despite its small size, the plan area is an important industrial hub, containing 61.9 percent of all of Menlo Park’s “Transportation, warehousing and utilities” sector jobs. It also contains 13.2 percent of all area jobs in the “Finance and insurance, and real estate and rental leasing” sector (see Appendix A).

Top Area Employers

Since the addition of the Facebook campus in 2011, Facebook represents Menlo Park’s largest employer with 13 percent of all jobs in the city (see Appendix A).

OPPORTUNITIES

Highway 101 Proximity:

Accessibility to plan area provides convenient access for residents and shoppers.

Business Opportunities:

Improvements to pedestrian amenities and overall street character may encourage a mix of residential and business possibilities.

Housing Need:

Recent rezoning efforts provide opportunities for the creation of housing for young professionals.

Population Growth:

Possibility to improve underutilized and vacant lands.

CONSTRAINTS

Highway 101 Proximity:

Limited north-south connectivity and opportunities for residential uses on south side of project area

Business Opportunities:

Area buildings house industrial uses, creating difficulty in increasing attractive and/or pedestrian friendly environments. Multiple jurisdictional influences.

Housing Need:

Possible land use conflicts between industrial and residential uses due to noise and pollution.

Population Growth:

Generated need for housing units, amenities, and services, especially that are affordable for young professionals.

PAGE INTENTIONALLY LEFT BLANK

I.4 LAND USE

Overview

This section describes the land use and housing characteristics of the West Haven Waterfront Plan Area. The project area covers approximately 64 acres.

Zoning

The plan area within Menlo Park city limits is zoned M2, and the General Plan land use designation is Limited Industry. The plan area within Redwood City is zoned Industrial Restricted (IR). Examples of some of the uses included in these zoning designations are warehouses, machine shops, cabinet shops, automobile and heavy equipment establishments, and public utility buildings. In recent history, industrial businesses and employees have been the primary users of the plan area.

An inventory of existing development in the area revealed the following uses: light manufacturing, storage, vacant, and limited single family residential (see figures I.4.1-5). Directly south of the plan area is the Highway 101 and an area of Redwood City zoned Residential Duplex (R-2). The location of Highway 101 provides access to the plan area.



Figure I.4.1 Existing Land Uses in plan area



Figure I.4.2 Existing Land Uses in plan area



Figure 1.4.3 Existing Land Uses in plan area

Open Space

Existing industrial uses are the predominant use in the West Haven Waterfront Plan area. Not including the public streets and sidewalks, there is very little public open space located in the plan area.

Housing

As of 2012, a two-bedroom fair market apartment rented for \$1,905 per month in San Mateo County. The annual income needed to afford this rent is \$76,200. It would be necessary to have a family working 4.6 full time jobs at minimum wage to afford this rent (National Low Income Housing Coalition, 2012 Out of Reach Report). These data indicate the need for affordable housing in San Mateo County.

As part of the City's recent housing element update, high-density residential uses will be allowed outright in the plan area. Conditional uses include ancillary neighborhood-serving commercial, as part of mixed-use developments.



Figure 1.4.4 Example of existing residential land use



Figure 1.4.5 Example of existing residential land use

OPPORTUNITIES

Introduction of R-4-2 Zone:

The City has designated 15 acres within the plan area to construct new housing units, with the option to introduce mixed-uses.

Adjacent Residential Uses:

Potential for increased customer base for commercial uses within the plan area.

Building Conditions:

Portions of the buildings are in moderate to good condition and can be reused or re-purposed.

Facebook West (existing) and Facebook East (proposed):

The close proximity of the existing campus and the proposed campus will provide users for both future residential and commercial development in the plan area.

Menlo Gateway:

Hotel uses in the Menlo Gateway area will provide potential activity for future commercial development in the plan area.

CONSTRAINTS

Introduction of R-4-2 Zone:

Current designs propose more inward facing or insular development.

Adjacent Residential Uses:

Increased connectivity will be necessary for the adjacent residents to access the plan area.

Building conditions:

Portions of the buildings are blighted in appearance and should be remodeled.

Facebook West (existing) and Facebook East (proposed):

Increased connectivity will be necessary for employees of the existing campus and the proposed campus to be able to access the plan area.

Menlo Gateway:

Increased connectivity will be necessary for employees of the existing campus and the proposed campus to be able to access the plan area.

PAGE INTENTIONALLY LEFT BLANK

I.5 TRANSPORTATION & CONNECTIVITY

Overview

This section describes the existing transportation and connectivity conditions for the West Haven Waterfront Plan area. The plan area is separated from most of the city by US 101 and the Marsh Road corridor, but has many opportunities for greater connectivity with downtown Menlo Park, services, and the region.

Existing Conditions

Vehicular Access

Vehicular access to the plan area is provided by Marsh Road and U.S. 101 (via the Marsh Road interchange). Properties within the plan area are served by Haven Avenue, which extends beyond the Menlo Park City boundary to Redwood City.

Public Transit

San Mateo County Transit District (SamTrans) provides bus service to the city, and Caltrain provides commuter rail service. The Menlo Park Caltrain station is located approximately 3.3 miles from the plan area. Transit and bike access is available adjacent to the station platform. Local shuttles are provided during commute hours by Caltrain, and reach the Marsh Road corridor, providing potential connectivity to future uses within the plan area. The city also provides a free midday shuttle which connects to several local destinations, and currently terminates two miles east of the project area.

Bike and Pedestrian Infrastructure

The City of Menlo Park Bike Plan provides vision, strategies, and actions for improving bicycling in Menlo Park. Long-term projects include: a separated bike path near the Bayfront Expressway, extending into the project area and connecting two existing portions of the Bay Trail, bike lanes along Marsh Road, and a Bayfront Expressway bicycle and pedestrian undercrossing.

Sidewalks within the plan area are deteriorating and some areas are missing walkways altogether. The 2009 Menlo Park Sidewalk Plan does not include the streets in the study area as priority streets.



Figure 1.5.1, Circulation Map, shows existing traffic flow for the plan area, including bus routes, traffic lights, stop signs, medians, railroads, crosswalks, and bike lanes.

OPPORTUNITIES

Marsh Road-US 101 Proximity:

The interchange provides ample vehicular access to the region.

Regional Transit Access:

The SamTrans station is a short distance by car, bike, or bus from the project area, providing opportunities for regional connectivity.

Pedestrian Accessibility:

Complete street initiatives have been instituted at the state, regional, and local level, supporting the potential for Haven Avenue to become a street that supports multiple forms of transportation.

Bicycle Infrastructure:

A designated bike path extension through plan area could serve the neighborhood.

Existing Transit Service:

The bus stop in the plan area provides adequate transit access, and can be modified to accommodate future uses.

CONSTRAINTS

Marsh Road-US 101 Proximity:

The highway separates the project area from downtown and the rest of the City.

Regional Transit Access:

SamTrans stop is out of walking distance from the site, and bike and transit access is limited.

Pedestrian Accessibility:

Inadequate sidewalks in many areas create local pedestrian access issues.

Bicycle Infrastructure:

The lack of bike facilities and bike paths in the plan area may create a phasing problem as residential development is constructed, due to a lack of connectivity between residents and destinations in the greater area.

Existing Transit Service:

The midday shuttle does not serve project area. A lack of pedestrian and bicycle infrastructure fails to provide support for the use of transit stops.

PAGE INTENTIONALLY LEFT BLANK

I.6 SERVICES & UTILITIES

Overview

This section describes the existing utilities, services, facilities, and amenities at the proposed project site. While each utility comes from a single provider, many services, facilities, and amenities are provided by both Menlo Park and Redwood City.

Utilities

Utilities at the project site each come from a single provider. Gas and electric are provided by the Pacific Gas and Electric Company (PG&E), water is provided by the Menlo Park Municipal Water District (MPMWD), wastewater is disposed of by the West Bay Sanitary District, and the city is under contract with Recology for solid waste management services.

Services

Responsibility for police services is divided between the Menlo Park Police Department and the Redwood City Police Department, with an average response time of ten minutes. Responsibility for fire protection services is divided between the Menlo Park Fire Protection District and the Redwood City Fire Department, with a response time of seven minutes. The plan area is in the Redwood City School District and the Sequoia Union High School District. Medical services are available at three hospitals within six miles, and there are two post office locations within five miles. Menlo Park and Redwood City also provide many community services that will be accessible to residents of the proposed residential project site. These include child care, teen, and senior services that provide recreational and educational programs, cultural events, and social services.



Figure I.6.1 Redwood City Fire Department (www.redwoodcity.org/fire)

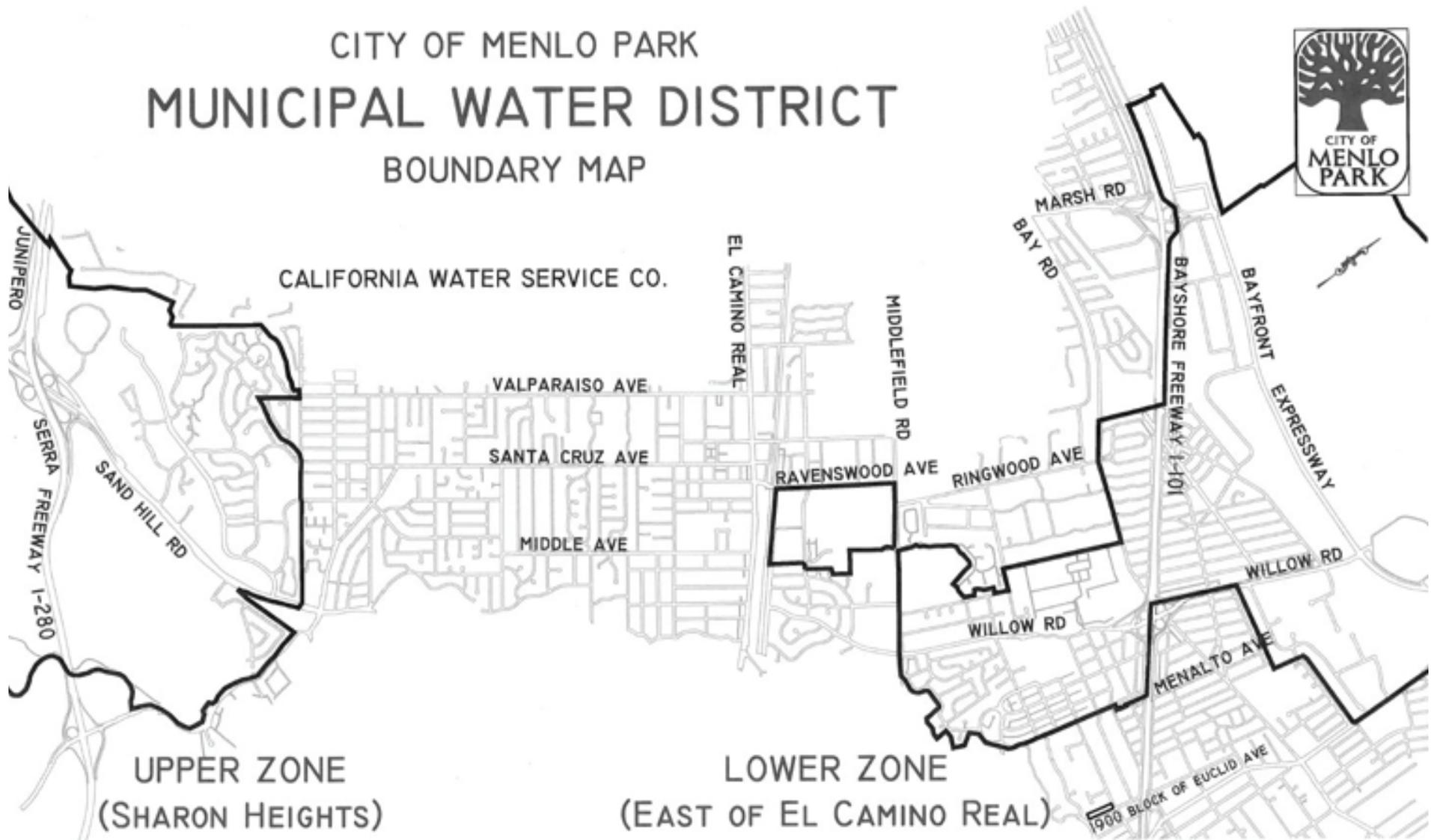


Figure 1.6.2 City of Menlo Park Municipal Water District Boundary Map (www.menlopark.org)

Facilities and Amenities

Many parks will be accessible to new residents within the plan area, including Bedwell Bayfront Park, which is less than a half mile away, and at least five others within five miles of the site. Most of the sports facilities available to future residents of the project site are located at or around these parks. Currently, there are no grocery stores within walking distance of the plan area, but there are several large chain grocery stores and smaller independent stores located within five miles. Several coffee shops, gas stations, restaurants, and laundry businesses are located within three miles of the plan area, but none are safely accessible on foot or by bike



Figure 1.6.3 Bedwell Bayfront Park, looking toward the plan area

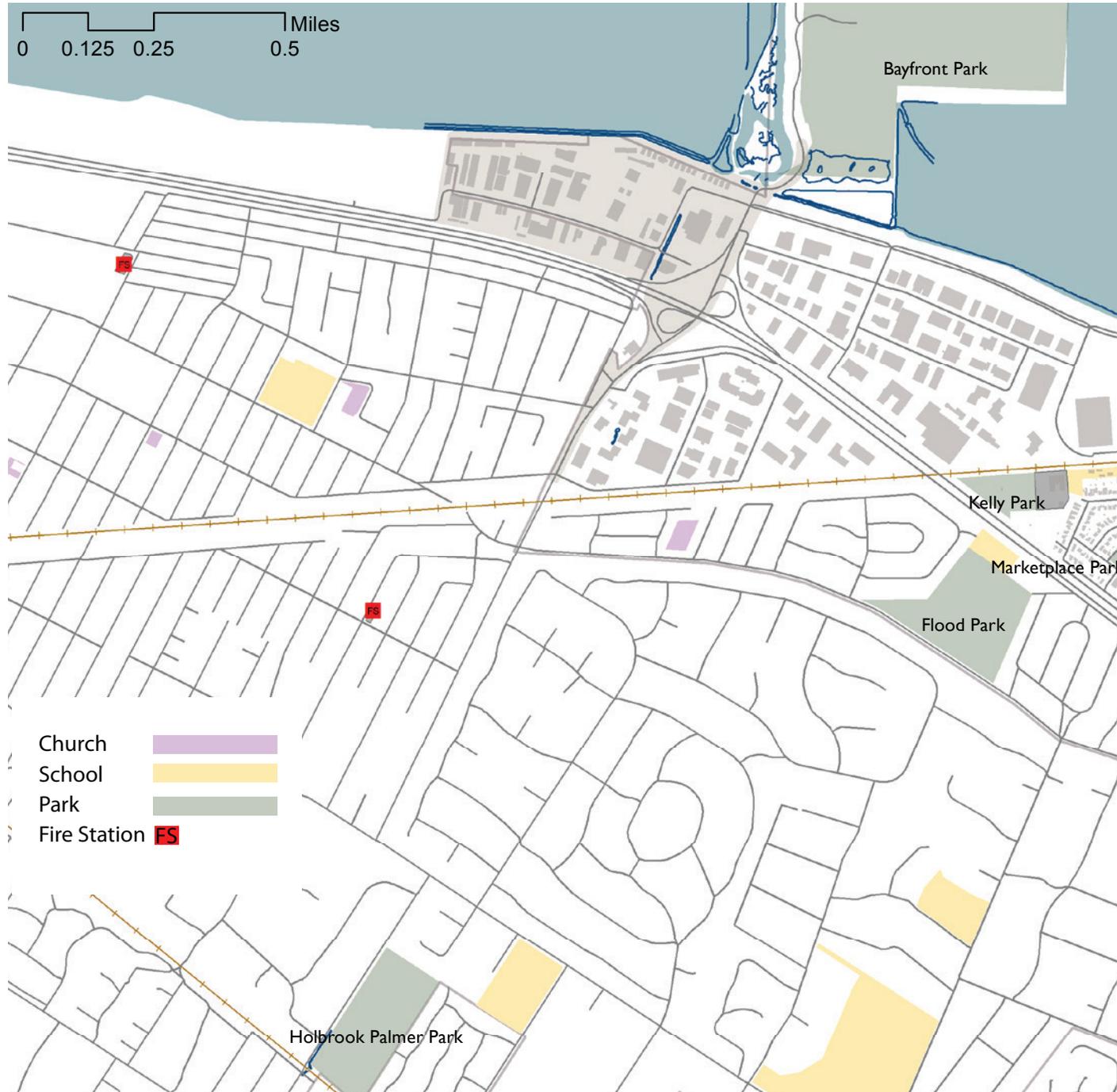


Figure 1.6.2, Services Map, shows existing churches, schools, parks, fire stations, and other features.

OPPORTUNITIES

Neighborhood Amenities:

Connection from the West Haven Waterfront plan area to the surrounding areas of Menlo Park and Redwood City can provide access for residents and employees.

Social Services:

Services available to future residents and current employees in the area from two different municipalities due to location.

Employment and Housing:

Employment in public sector jobs possibly available with two municipalities.

CONSTRAINTS

Neighborhood Amenities:

Lack of current facilities and amenities might isolate new development from the rest of Menlo Park and Redwood City. Most services available are not within safe walking or biking distance with current layout.

Social Services:

Most services available are not within safe walking or biking distance with current layout.

Employment and Housing:

Lack of existing facilities and amenities will hinder new residential development from integrating into the surrounding community

PAGE INTENTIONALLY LEFT BLANK



CHAPTER 2

COMMUNITY PERCEPTIONS



Figure 2.1.1 Community outreach during Kite Day at Bedwell Bayfront Park

During the weekends of April 19-20, 2013 and May 3-4, 2013, graduate students from the California Polytechnic State University, San Luis Obispo City and Regional Planning Program conducted outreach in both the City of Menlo Park and Redwood City. Outreach was conducted at the Facebook Campus, Burgess Park, Downtown Menlo Park, the Onetta Harris Community Center, the Belle Haven Senior Center Cinco de Mayo Celebration, and Kite Day held at Bedwell Bayfront Park.

The objective of the outreach was to gather input from both Menlo Park and Redwood City residents and visitors regarding future uses of the West Haven Waterfront Plan area. Surveys were conducted to gather resident and visitor input and general comments regarding the plan area were gathered as well. Sixty-two (62) surveys were collected and the surveys were conducted in both English and Spanish. The results of these surveys and an analysis of the findings can be found in Appendix B, Community Outreach Report.

The following is a list of the West Haven Waterfront Plan goals and the survey data used to form those goals.

Goal 1**Form an active, safe, healthy community**

Participants expressed the need for more public space, walkable and bike-friendly areas, beautification of streetscapes, and safety in the plan area. Overall, there were many comments about the lack of a formal bicycle path through the plan area. Residents expressed concerns about the safety of the area's bike infrastructure, especially due to increasing traffic along Haven Avenue. In addition, participants were concerned about the effects of pollution and noise due to the proximity of Highway 101, especially as residents move into the area. Accommodating young families and young professionals, as well as those in service sector jobs and the elderly, was expressed as a priority. As a result, one of the goals for the plan area is to **form an active, safe, and healthy community**.

Goal 2**Accommodate residents and businesses**

Participants expressed their desire to have a more pedestrian-friendly and aesthetically pleasing area that incorporates a variety of uses and takes advantage of the many natural resources surrounding the plan area. Furthermore, outreach participants wanted to see a variety of housing options and local amenities to complement new housing development. There is also a need for services such as restaurants, bars, grocery stores, and other necessities. In addition, there was some concern on behalf of the local businesses that they would be zoned-out or priced-out of their locations in warehouse or industrial buildings in the plan area. Therefore, goal two is **accommodate residents and businesses**.



Figure 2.1.2 Community outreach during Kite Day at Bedwell Bayfront Park



Figure 2.1.3 Community outreach in Downtown Menlo Park

the area, and the affects that these may have on residents to come. Bedwell Bayfront Park was said to be well-loved and utilized, and many participants indicated that they use the regional Bay Trail. The location of the plan area creates access issues to many existing natural spaces, as well as opportunities for improvements to these spaces. Goal four addresses the connections between those areas and the greater Menlo Park and Redwood City communities, and makes those areas safe, visible, and educational (when applicable). Goal four is to ***provide access to natural elements.***

Goal 5

Create a destination for residents and visitors

Many participants expressed that they there were either unaware of the plan area or had only driven by it while heading towards other activities. The area was generally not regarded as a destination area, mostly due to the industrial nature of the area. Participants expressed a need for certain activities and establishments that are lacking in Menlo Park, as well as concern for future residents that will need services and amenities near their homes. As a result, goal five for the plan area is to ***create a destination for residents and visitors.***



CHAPTER 3

CONCEPTUAL DIAGRAM

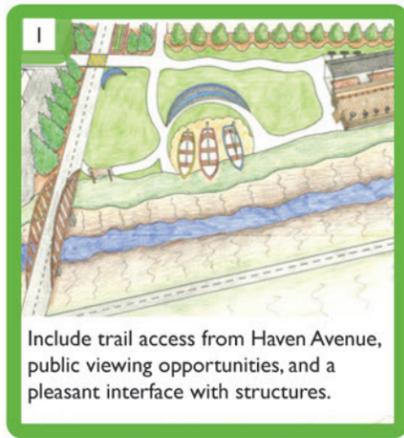
During the initial stages of the planning process Menlo Park and area residents were brought together to give guidance to the planning process. Visions from the community and stakeholders led to a set of Goals, Objectives and Principles, and an initial Concept Diagram illustrating the potential pattern of future development, which represents the physical expression of the Vision statement, Goals, Objectives, and Principles serves as a starting point for the next levels of plan development.

WEST HAVEN WATERFRONT VISION PLAN



GOALS | Form an active, safe, healthy community | Accommodate residents and businesses | Physically and visually connect the area with the rest of Menlo Park | Provide access to natural elements | Create a destination for residents and visitors

- Project Area Boundary
- City Limits
- Bike Routes
- Pedestrian Walkways
- Haven Avenue
- Vision Elements
- Vision Elements
- Vision Elements



Include trail access from Haven Avenue, public viewing opportunities, and a pleasant interface with structures.



Create a trail connection that is inviting for pedestrians and cyclists with public art and a well-landscaped trail.



Improve signage, include native plants, and add clearly marked crosswalks to make the entrance to Bayfront Park more appealing.



Recently proposed development.



Protect industrial uses and improve aesthetics to accommodate residents and commercial activity.



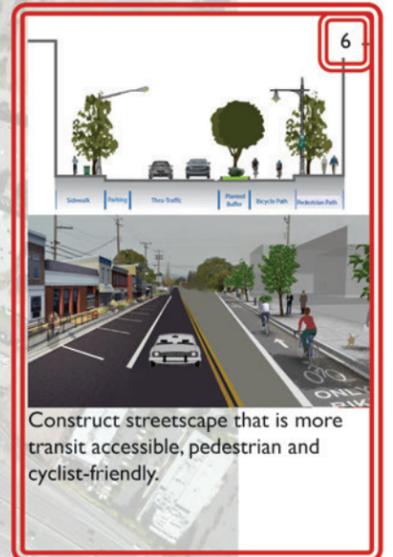
Provide a variety of services through adaptive reuse of structures and infill development.



Create mixed-use spaces that promote social interaction.



Create a bike and pedestrian overpass to allow safe access to and from the West Haven Waterfront area.



Construct streetscape that is more transit accessible, pedestrian and cyclist-friendly.



0 250 500 1,000 Feet

VISION

The West Haven Waterfront incorporates the aesthetics and values of Menlo Park into a progressive coastal village setting. Water view apartments share the block with industrial and commercial businesses, demonstrating how historically separated land uses can coexist in a productive and accommodating urban setting. The completed Bay Trail that runs along the waterfront, pedestrian and bicycle overpass for the 101, and improved Haven Avenue streetscape allow bicycle and pedestrian traffic to come and go from the site with ease, while improved parking and a new parking structure accommodate increased automobile visits. Coffee shops, restaurants, bars, a neighborhood market, and a brewery are nestled among the other small businesses along Haven Avenue, providing new and current Menlo Park and Redwood City residents with areas to socialize. In addition, the close proximity to Bedwell Bayfront Park gives visitors a chance to enjoy open space, recreation, and views of the bay. The West Haven Waterfront is an innovative fusion of work space and amenities, serving as a model for any area looking for ways to combine and expand upon existing uses.



CHAPTER 4

GOALS, CONCEPTS, AND PRINCIPLES

GOALS, CONCEPTS, & PRINCIPLES

Goal I: Form an active, safe, healthy community

Overview

Located next to Bedwell Bayfront Park, the Bay Trail, and the San Francisco Bay, there are numerous opportunities for the West Haven Waterfront area to encourage and provide infrastructure for active and healthy lifestyles. The following concepts and principles focus on ways future development can help achieve this goal, in both public and private spaces.

PUBLIC SPACES

Concept I.1

Provide safer and more walkable sidewalks

Principle I.1.1 Improve sidewalk conditions with better street lighting

Principle I.1.2 Frame streets with smaller setbacks for better enclosure

Principle I.1.3 Create walkable streets to promote social interaction through better streetscaping

Principle I.1.4 Create design guidelines that mandate adequate lighting and open space around commercial areas

Principle I.1.5 Create wider sidewalks along Haven Avenue to encourage mixed-use



Figure 4.1.1 Example of wider sidewalks (www.fourthstreetshop.com)

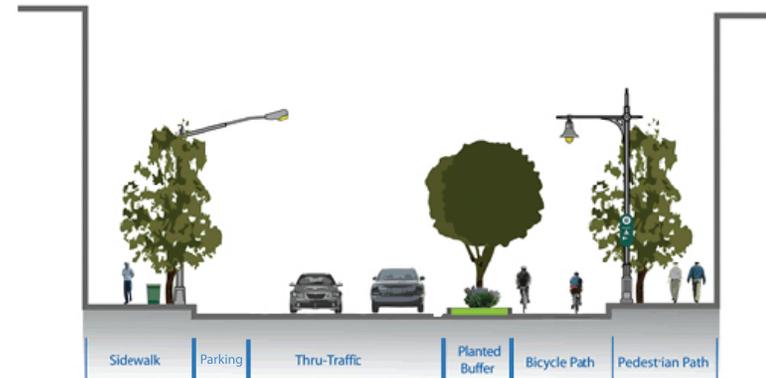


Figure 4.1.2 Cross section example of pedestrian spaces separated from vehicular traffic (imaginegriffith.org)

Concept 1.2**Minimize conflicts between vehicular, bicycle, and pedestrian traffic**

Principle 1.2.1 Slow traffic along Haven Avenue through traffic calming measures to reduce vehicle speeds and through traffic, for example, contrasting pedestrian crosswalks and a landscaped median

Principle 1.2.2 Provide pedestrian spaces separated from vehicular traffic

Concept 1.3**Encourage community programs and involvement**

Principle 1.3.1 Incorporate a bike-share program to encourage alternative transportation and increase family recreation opportunities



Figure 4.1.3 Bicycle share stands (www.borderstan.com)

Concept 1.4**Improve streetscape aesthetics to promote pedestrian activity**

Principle 1.4.1 Provide lighting for pedestrian and bicycle routes

Principle 1.4.2 Maintain existing trees on Haven Avenue and add trees along the Bay Trail

Principle 1.4.3 Maintain existing and plant additional, viable street trees along Haven Avenue to provide shading and cover



Figure 4.1.4 Well lit pedestrian/bicycle route (muscatinedowntown.com)

Concept 1.5

Educate and protect the community from hazards

Principle 1.5.1 Use Low Impact Development (LID) where possible, to reduce heat island effect, through measures such as high albedo (light color reflective) sidewalks

Principle 1.5.2 Construct stormwater infrastructure to reduce sheet-flow

Principle 1.5.3 Use LID techniques that reduce flooding during rain events and clean runoff prior to entering the bay

Principle 1.5.4 Create educational signs and art exhibits that address and educate the public about hazards- the potential impact of sea level rise on the region/waterfront



Figure 4.1.5 Educational sign regarding sea level rise (allamakeeswcd.org)



Figure 4.1.6 LID flooding and runoff techniques (greatergreater.com)

PRIVATE SPACES

Concept 1.6 Create standards and incentives to promote a visually interesting environment

Principle 1.6.1 Improve landscaping in parking areas, pedestrian spaces, and along streets

Concept 1.7 Protect residential areas from hazards

Principle 1.7.1 Use LID techniques to address storm water on site

Principle 1.7.2 Use vegetated barrier to further buffer development from Hwy 101 traffic

Principle 1.7.3 Create building standards to address flooding, for example, restricting commercial use on first floor of building and residential use on second floor of building



Figure 4.1.7 Industrial building reuse examples

Concept 1.8

Attract commercial and retail businesses that encourage healthy living

Principle 1.8.1 Provide incentives for businesses like bike shops, farmer's markets, and coffee shops to come to the area

Principle 1.8.2 Allow warehouse building re-purposing for uses such as climbing gyms, fitness centers, and other health-promotive businesses



Figure 4.1.8 Example of indoor farmers' market and industrial reuse (efet.net)



Figure 4.1.9 Indoor market (blogspot.com)

Goal 2: Accommodate residents and businesses

Overview

The West-Haven Waterfront planning area can become a model mixed-use residential and business development, ensuring sufficient economic growth to enhance the quality of life of area residents and visitors. Attracting desired uses and new businesses that are responsive to the needs of the area is paramount for creating a livable, self-sustaining, and harmonious space. The following planning concepts and principles support the attainment of this goal.

PUBLIC SPACES

Concept 2.1 Minimize land use conflicts

Principle 2.1.1 Phase land uses near residential to protect residents from light, noise, and pollution

Principle 2.1.2 Improve aesthetics to accommodate new residents, through screening or improving unattractive uses, and through the use of trees and vegetative barriers

Concept 2.2 Preserve light industrial uses

Principle 2.2.1 Compile design guidelines that encourage improvements to existing buildings that accommodate commercial uses without the need for full demolition or remodeling of buildings

Principle 2.2.2 Create a neighborhood industrial zone that allows light manufacturing and warehouse activities which do not negatively affect nearby residential areas

Principle 2.2.3 Maintain delivery truck access along Haven Avenue for local commercial and industrial businesses

Concept 2.3 Develop a parking strategy that addresses the retail needs of the area

Principle 2.3.1 Preserve surface on-street parking to encourage patronage of Haven Avenue businesses

PRIVATE SPACES

Concept 2.4 Improve aesthetics to promote an attractive business environment

- Principle 2.4.1 Revitalize underutilized parcels and buildings to accommodate new uses
- Principle 2.4.2 Residential development should reflect industrial character of the area
- Principle 2.4.3 Where possible, parking should be located behind or under structures and away from streets
- Principle 2.4.4 Reduce visual bulk, by include entranceways on large manufacturing and distribution structures
- Principle 2.4.5 Incorporate public art on building façades

Concept 2.5 Improve the jobs-housing balance in Menlo Park

- Principle 2.5.1 Current or future rezoning of sites to residential uses within the plan area should include incentives for the establishment of affordable housing units
- Principle 2.5.2 Provide a variety of residential opportunities
- Principle 2.5.3 Expand housing opportunities for young professionals

Concept 2.6 Develop a parking strategy that addresses the commercial and residential needs of the area

- Principle 2.6.1 Create parking policies that reduce parking along Haven Avenue
- Principle 2.6.2 Encourage the development of shared parking resources to serve the needs of all users

Concept 2.7 Minimize land use conflicts

- Principle 2.7.1 Promote infill development in the RWC strip to form a buffer between Hwy 101 noise and pollution
- Principle 2.7.2 Allow a mix of businesses, residences, and industries that can coexist harmoniously



Figure 4.2.1 Example of visual bulk reduction on manufacturing building (Verne Coffee Roasters, Santa Cruz)



Figure 4.2.2 Mixed-use streetscape

Goal 3: Physically and visually connect the area with the rest of Menlo Park

Overview

The West Haven Waterfront area has the potential for good physical and visual connectivity. An increase in pedestrian, bicycle, and transit circulation can contribute to the creation of an area suitable to the residents, visitors, and employees that frequent the neighborhood. This area can become an easily accessible asset to both Menlo Park and Redwood City. The following planning concepts and principles support attainment of this goal.

PUBLIC SPACES

Concept 3.1

Provide pedestrian and bicycle access to and within the area

Principle 3.1.1 Construct bicycle and pedestrian lanes over US Highway 101

Principle 3.1.2 Provide signage to allow easy navigation in and around the area

Principle 3.1.3 Create bike infrastructure, such as bike lanes and bike racks, for ease of access to neighborhood services

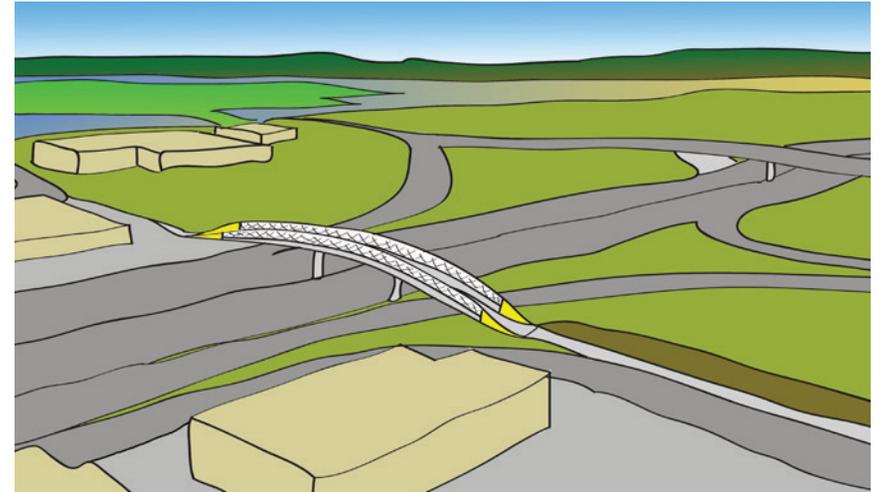


Figure 4.3.1 Bicycle and pedestrian lanes over U.S. Highway 101



Figure 4.3.2 Signage that allows easy navigation (Streetscapes.biz)

Concept 3.2 Promote an environment that supports pedestrian and bike activity

Principle 3.2.1 Include bike lane along Haven Ave to promote pedestrian and bike activity

Principle 3.2.2 Include a pedestrian-path for bicyclists and pedestrians along the Bay Trail

Concept 3.3 Improve connectivity along Haven Ave and connect plan area to nearby residential neighborhoods

Principle 3.3.1 Connect bike lanes in the region to new lanes along Haven Avenue

Principle 3.3.2 Complete the sidewalks network in the plan area

Concept 3.4 Increase regional connectivity

Principle 3.4.1 Create safe, multi-modal connections to Menlo Park Station and Downtown Menlo Park

Principle 3.4.2 Complete the bay trail through the plan area

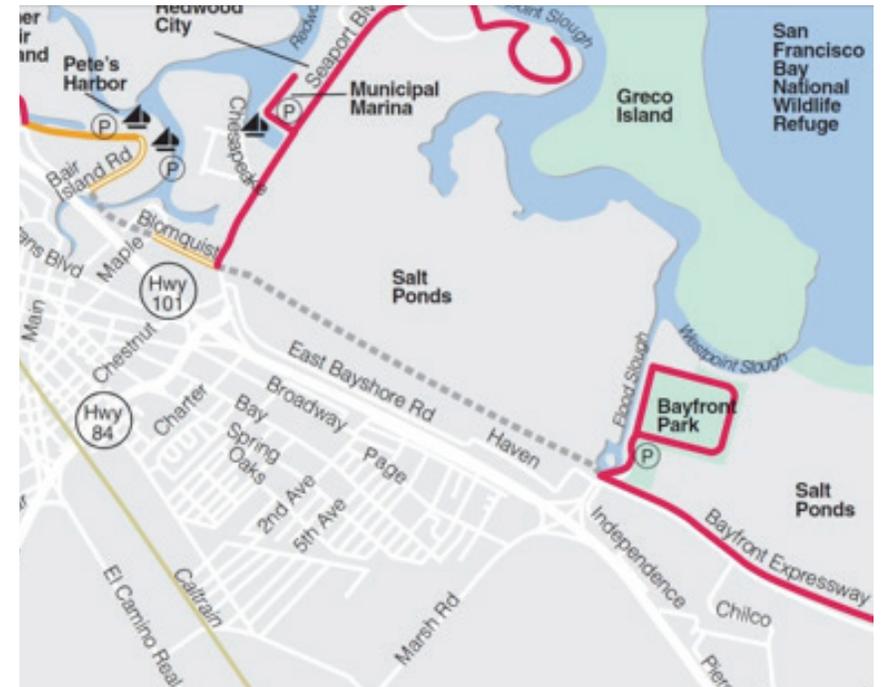


Figure 4.3.3 Map of the Menlo Park portion of the San Francisco Bay Trail (baytrail.org)

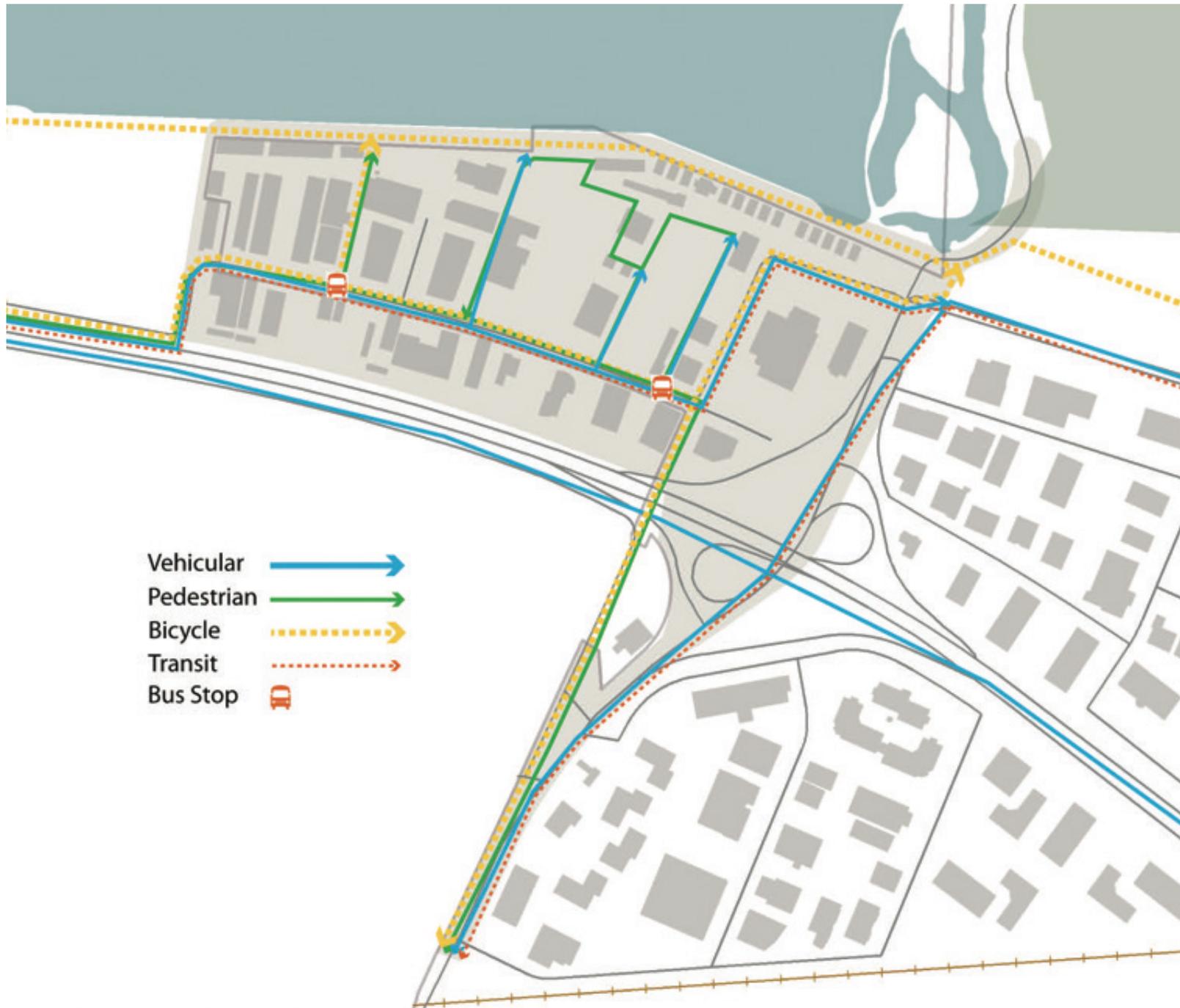


Figure 4.3.4 Conceptual Circulation Diagram

Concept 3.5**Create a multi-modal transit hub**

- Principle 3.5.1 Provide bike lockers and cyclist amenities
- Principle 3.5.2 Connect parking to public areas and the Bay Trail
- Principle 3.5.3 Extend Menlo Park shuttle service along Haven Avenue
- Principle 3.5.4 Create a bus pull-out for safe access and traffic flow
- Principle 3.5.5 Create public transit stops
- Principle 3.5.6 Work with incoming commercial and retail businesses to provide vehicle parking



Figure 4.3.5 Bicycle station (static2.businessinsider.com)

Concept 3.6**Infuse Menlo Park character into the plan area**

- Principle 3.6.1 Incorporate public art that reflects local history and town character
- Principle 3.6.2 Incorporate design elements found in downtown Menlo Park, such as community bulletin boards and hanging signs
- Principle 3.6.3 Integrate tree and vegetation elements consistent with downtown Menlo Park and specifically recommended by the Menlo Park Heritage Tree list
- Principle 3.6.4 Maintain vegetation and green space that is consistent with Menlo Park

Concept 3.7**Accentuate the history and character of the plan area through design elements**

- Principle 3.7.1 New development should be built according to the industrial context of adjacent uses and neighborhoods
- Principle 3.7.2 Maintain an industrial aesthetic in public areas



Figure 4.3.6 Tree and vegetation elements (athertontree.org)

PRIVATE SPACES

Concept 3.8

Incorporate Menlo Park character, as well as elements unique to the plan area, into new and existing development

Principle 3.8.1 Encourage public art on exteriors of buildings, especially near public areas

Principle 3.8.2 Integrate low-cost, high-impact retrofitting in areas to remain light-industrial

Principle 3.8.3 Encourage a unique mix of uses and building styles

Concept 3.9

Provide bicycle and pedestrian infrastructure

Principle 3.9.1 Create incentives to encourage pedestrian-oriented spaces such as courtyards and seating areas

Principle 3.9.2 Provide bike storage spaces for residents, employees, and customers

Goal 4: Provide access to natural elements

Overview

One of the most important and under-utilized assets of the project site is its close proximity to Bedwell Bayfront Park and the San Francisco Bay. There are also many ways in which open spaces and natural elements can be incorporated within the neighborhood itself. This goal, and the supporting concepts and principles, focus on the ways in which future development can take advantage of these opportunities.

PUBLIC SPACES

Concept 4.1

Provide connections from natural elements to residential, commercial, and public spaces

- Principle 4.1.1 Create accessible and visible routes from residential areas to Bedwell Bayfront Park and other public spaces within the plan area
- Principle 4.1.2 Create a public walkway and public space adjacent to the waterfront and connected to the Bay Trail
- Principle 4.1.3 Create view corridors from Haven Avenue to the waterfront
- Principle 4.1.4 Enhance Atherton Creek as a visual and biological resource for public enjoyment and wildlife habitat



Figure 4.4.1 Example of an accessible and visible route (parksandrecreation.idaho.gov)



Figure 4.4.2 Example of a creek as a visual resource, San Luis Obispo Creek (novorestaurant.com)

Concept 4.2

Increase signage to guide visitors

Principle 4.2.1 Erect interpretive signs to educate visitors about the salt marshes, history of the area, visible features across the bay, environmental information, and animal and plant species

Principle 4.2.2 Provide directory maps at bus stops, parking areas, and at Bay Trail access points



Figure 4.4.3 Directory maps (thinkconfluence.com)

PRIVATE SPACES

Concept 4.3

Encourage local businesses to take advantage of views

Principle 4.3.1 Encourage building design along the waterfront that takes advantage of views of open space, through elements such as windows, decks, and mounted binoculars

Principle 4.3.2 Where possible, provide areas for enjoyment of salt ponds and Bayfront Park views from rooftops



Figure 4.4.4 Rooftop garden (thefifthstate.com)

Concept 4.4**Increase areas where people can reach the water's edge on both public and private property**

Principle 4.4.1 Work with property owners to create access points to the waterfront through or along the edge of their property

Principle 4.4.2 Create a boardwalk that is adjacent to the waterfront

Principle 4.4.3 Provide pathways, viewpoints, and other infrastructure that gives the public access to the creek, the Bay Trail, and the salt ponds in and around private areas



Figure 4.4.5 Providing access points to the Haven Avenue waterfront

Goal 5: Create a destination for residents and visitors

Overview

The West Haven Waterfront plan area has the potential to become a destination for residents and visitors. The plan area has been relatively unknown to many Menlo Park and Redwood City community members. However, the introduction of public art, improved streetscapes, and improved urban design qualities will help to draw residents and visitors to the area. The following planning concepts and principles support the attainment of this goal.

PUBLIC SPACES

Concept 5.1

Increase visibility of key areas including Haven Avenue, Bedwell Bayfront Park, and the entrance to the City of Menlo Park

Principle 5.1.1 Incorporate signage and or gateway arches at the entrance to the neighborhood

Principle 5.1.2 Improve the entrance to Bayfront Park through sign redesign, landscaping improvements, and accessibility



Figure 4.5.1 Signage and gateway arch, City of Encino, CA (activerain.com)



Figure 4.5.2 Outdoor dining area, Washington D.C. (blog.preservationnation.org)

Concept 5.2

Create a streetscape to accommodate residents and visitors

Principle 5.2.1 Construct sidewalks along Haven Avenue that are at least eight feet wide to accommodate outdoor seating, outdoor dining areas, and pedestrian-oriented areas

Principle 5.2.2 Incorporate short-term street parking and bike racks in appropriate areas

Principle 5.2.3 Create a designated area for food trucks

Principle 5.2.4 Install directional and identification signs in order to promote wayfinding

Principle 5.2.5 Create a pedestrian street that serves as a public space amenity

Principle 5.2.6 Incorporate short-term street parking and bike racks in appropriate areas

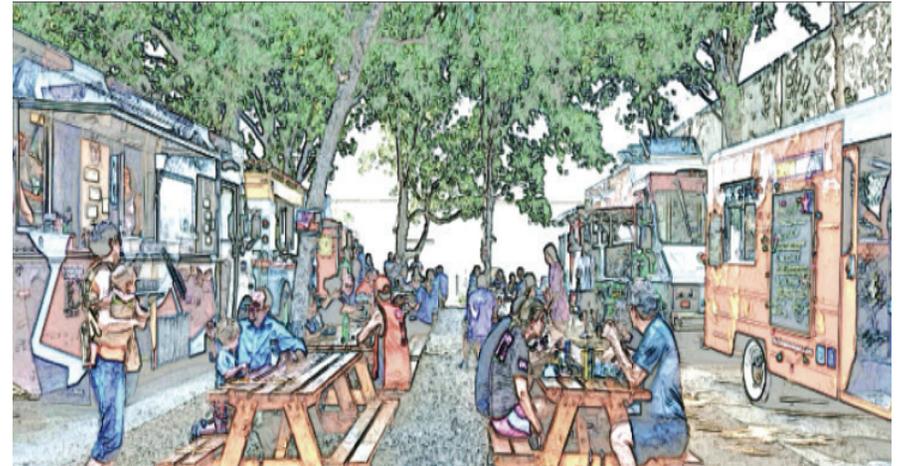


Figure 4.5.3 Mixed-use (imgur.com)



Figure 4.5.4 Example of a pedestrian street (eveandersson.com)



Figure 4.5.7 Photo of street furniture in Taiwan (archithings.com)

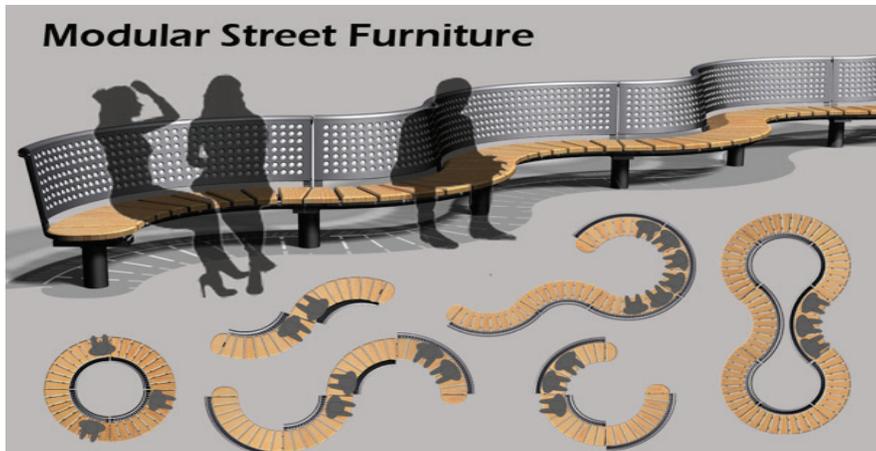


Figure 4.5.8 Modular street furniture (coroflot.com)

Concept 5.3 **Create active and passive recreation areas**

Principle 5.3.1 Provide public furniture on streets to encourage socialization areas for users, such as modular street furniture.

Principle 5.3.2 Create spaces that accommodate families and children, such as a playgrounds within walking distance from residential areas

Concept 5.4 **Encourage urban design qualities that attract residents and visitors**

Principle 5.4.1 Incorporate courtyards and plazas to achieve better imageability

Principle 5.4.2 Achieve human scale through increasing the number of small planters and other streetscape elements

Principle 5.4.3 Increase public art throughout the plan area, promoting complexity

PRIVATE SPACES

Concept 5.5

Create a diverse mixture of uses and activities within the plan area that encourage both day and evening use by residents and visitors

Principle 5.5.1 Allow tourist, retail, office, commercial, and continued light industrial uses in plan area, especially along Haven Avenue and the pedestrian street; examples of these uses include hotels, shopping, and dining

Principle 5.5.2 Encourage uses that are open during nighttime hours such as movie theaters and breweries

Principle 5.5.3 Provide amenities for incoming residents such as grocery stores and schools

Principle 5.5.4 Include mixed-use development that encourages active street-level retail uses

Principle 5.5.5 Create design guidelines for new residential and commercial development that are non-insular to promote interaction with the surrounding community



Figure 4.5.9 Public art, City of San Luis Obispo Utility Box Beautification project (joebachelor.net)

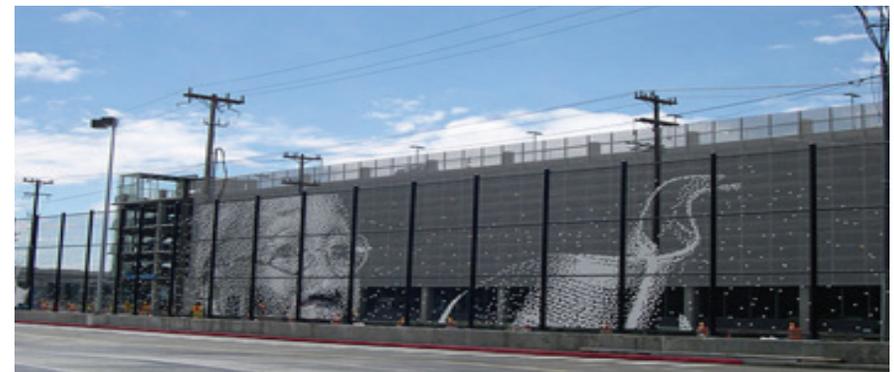


Figure 4.5.10 Public art, chain link fence art piece by Christian Moeller (www.4culture.org)

Concept 5.6

Take advantage of attributes of the area

Principle 5.6.1 Provide incentives for new development to allow rooftop access to the public, and include rooftop landscaping that is aesthetically pleasing

Principle 5.6.2 Require the use of construction materials that evoke an industrial feel in new commercial developments



Figure 4.5.11 The Willows Market, Menlo Park. Example of a neighborhood-serving grocery store/deli (yelp.com)

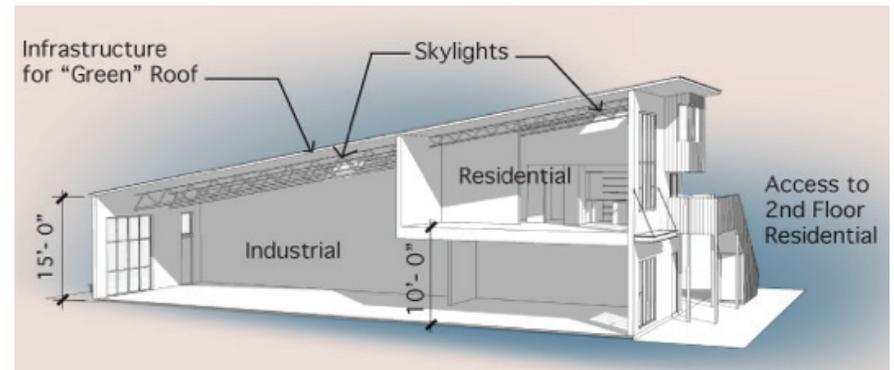


Figure 4.5.12 Example of development with first floor commercial/industrial 'flex' space (delaware-addition.com)



Figure 4.5.15 The two buildings on the right are examples of non-rectangular building shapes (Ewing's Walkable Urban Design Field Manual)



Figure 4.5.16 Example of quasi-public space, Court Street shopping Center outdoor dining and seating area, San Luis Obispo (cpexecutive.com)

Concept 5.7

Encourage urban design qualities that attract residents and visitors

Principle 5.7.1 Include courtyards, plazas, identifiers on buildings, and the development of buildings with non-rectangular shapes (i.e. pitched roofs or varied building trim) in order to create a distinct and memorable area

Principle 5.7.2 Achieve human scale through increasing the proportion of windows at street level and the number of small planters

Principle 5.7.3 Increase the proportion of street wall on both sides of streets and the proportion of active uses fronting the street to increase transparency

Principle 5.7.4 Achieve complexity through increasing the number of basic and accent building colors

Principle 5.7.5 Encourage the inclusion of quasi-public spaces in private development by offering incentives such as increased density or a decrease in height/setback restrictions

References

City of Menlo Park, Community Development Department. (2013). Adopted 2007 – 2014 City of Menlo Park Housing Element.

City of Menlo Park, Community Development Department. (2012). Certified Menlo Park El Camino Real and Downtown Specific Plan Final Environmental Impact Report.

City of Menlo Park, Community Development Department. (2012). City of Menlo Park El Camino Real/Downtown Specific Plan. Website: http://www.menlopark.org/departments/pln/he/amendments/6152_HE_Land_Use_OSCNS_signed.pdf Retrieved on June 1, 2013.

City of Menlo Park, Community Development Department. (2008). City of Menlo Park El Camino Real/Downtown Vision Plan.

City of Menlo Park, Community Development Department. (2013). City of Menlo Park Housing Element Update, General Plan Consistency Update, and Zoning Ordinance Amendments Environmental Assessment.

City of Menlo Park, Community Development Department. (2013). City of Menlo Park Land Use Element General Plan Text Amendment.

City of Menlo Park, Community Development Department. (2009). 1300 El Camino Real Project EIR iv. Setting, Impacts and Mitigation Measures B. Population and Housing. LSA Associates, INC. Website: <http://www.menlopark.org/departments/pln/1300ECR/DEIR/4b-PopHousing.pdf> Retrieved on May 1, 2013.

City of Menlo Park, Community Development Department. (2011). Menlo Park Municipal Code: Heritage Tree Ordinance. Website: <http://www.menlopark.org/departments/pln/htree/HeritageTreesOrd1324.pdf> Retrieved on May 1, 2013.

City of Menlo Park. (2012). Menlo Park Demographics. Website: <http://www.menlopark.org/departments/pln/he/workshops/8.%20Housing%20Need%20Summary.pdf> Retrieved on May 1, 2013.

Clemente, O., Ewing, R., Handy, S., Brownson, R., & Winston, E. (2005). *Measuring Urban Design Qualities—An Illustrated Field Manual*. Princeton, NJ: Robert Wood Johnson Foundation.

Menlo Park Historical Association (1985). Retrieved from <https://sites.google.com/site/mphistorical>.

National Low Income Housing Coalition. (2012). Out of Reach 2012: America's Forgotten Housing Crisis. Website: <http://nlihc.org/sites/default/files/oor/2012-OOR.pdf> Retrieved on June 1, 2013.

U.S. Census Bureau. (2000) Economic Census Menlo Park city California, Table DPO3: Selected Statistics by Economic Sector. American Community Survey. United States. Website: <http://factfinder.census.gov/servlet/DatasetMainPageServlet> Retrieved on May 1, 2013.

U.S. Census Bureau. (2010) Economic Census, Table DPO3: Selected Statistics by Economic Sector. American Community Survey. Menlo Park. United States. Website: <http://factfinder.census.gov/servlet/DatasetMainPageServlet> Retrieved on May 1, 2013.

U.S. Census Bureau. (2010) Geography-Menlo Park city, California: Profile of General Population and Housing Characteristics, Table DP-1: United States. Website: <http://factfinder.census.gov/servlet/DatasetMainPageServlet> Retrieved on May 1, 2013.

U.S. Census Bureau. (2010) Work Area Profile Report. Menlo Park city California: OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2010). United States. Website: <http://onthemap.ces.census.gov/> Retrieved on May 1, 2013.



APPENDICES

Appendix A: Existing Conditions

INTRODUCTION

Overview

This appendix characterizes and contextualizes the West Haven Waterfront Plan (WHWP) Area. The plan area is bound by the salt ponds to the north, US Highway 101 to the South, Marsh Road to the East, and the Menlo Park city limits to the west. Information was gathered from existing Menlo Park plans, codes, and documents, as well as observations from site visits. The existing conditions and opportunities and constraints analyses provide an understanding of the area, from which further analysis and ideas for the future may emerge. The appendix offers more information than Chapter 1.

1.2. PHYSICAL CONTEXT

Wind

The Bay Area is known for its cool, windy climate, and frequent stratus clouds. Average wind speeds are greatest in the summer and least in the fall. Winds exhibit a diurnal variation with the strongest winds occurring in the afternoon and lightest winds occurring in the early morning.

Cultural Resources

Menlo Park was settled by native Californians between 12,000 and 6,000 years ago. Penutian peoples migrated into central California around 4,500 years ago and were firmly settled around San Francisco Bay by 1,500 years ago. The descendants of the native groups who lived

between the Carquinez Strait and the Monterey area are the Ohlone, although they are often known as Costanoan.

Section 16.54 of the City of Menlo Park Zoning Ordinance provides for an Historic Site District (H) for “the protection, enhancement, perpetuation and use of structures, sites and areas that are reminders of people, events or eras, or which provide significant examples of architectural styles and the physical surroundings in which past generations lived.” This section of the ordinance allows the City Council to designate historical resources or sites, and restricts the Department of Community Development from approving or issuing a permit for any construction, alteration, removal or demolition of a designated structure, unless it is in keeping with various architectural controls provided in Section 16.68.

Hazardous Materials

In San Mateo County, remediation of contaminated sites is performed under the oversight of the San Mateo County Environmental Health (SMCEH) and the San Francisco Bay Regional Water Control Board (RWQCB). The SMCEH works closely with the State Water Resources Control Board to provide regulatory oversight of groundwater contamination and cleanup of soil.

The City of Menlo Park does not currently include any policies or goals that specifically relate to the use of hazardous materials in their existing General Plan. However, the City’s Municipal Code, Chapter 16 Zoning ordinance requires a conditional use permit for hazardous materials use in M1, M-2, and M-3 zoning districts.

**TABLE 4.7-1
HAZARDOUS MATERIALS RELEASE SITES IDENTIFIED WITHIN THE PLAN AREA**

Site Name	Address	Cleanup Status	List
Tosco #3652	1380 El Camino Real	Completed – Case Closed	LUFT
Rayberg Lumber	1460 El Camino Real	Completed – Case Closed	LUFT
Beltramo Property	1452, 1458 and 1460 El Camino Real	Open – Site Assessment	Other
Red Carpet Car Wash	1436 El Camino Real	Open - Remediation	LUFT
Norge/Atherton Cleaners	1438 El Camino Real	Open – Site Assessment	Other
Shell	1400 El Camino Real	Completed – Case Closed	LUFT
Chevron 9-6375	1377 El Camino Real	Completed – Case Closed	LUFT
Stanford Cadillac	1300 El Camino Real	Completed – Case Closed	LUFT
Wo Sing Cleaners	570 Derry Lane	Open – Site Assessment	Other
BP Oil (Independent)	1200 El Camino Real	Completed – Case Closed	LUFT
Kulakoff Development	1190 El Camino Real	Completed - Case Closed	LUFT
College Park Convalescent	1275 Crane Street	Completed – Case Closed	LUFT
Nicholson Property	931 Menlo Oaks Drive	Completed – Case Closed	LUFT
Magnussen Buick-GMC	550 El Camino Real	Completed – Case Closed	LUFT
Stanford Lincoln Mercury	444 El Camino Real	Open – Site Assessment	LUFT
Exxon 7-0225	389 El Camino Real	Completed – Case Closed	LUFT
Exxon 7-3910	145 El Camino Real	Completed – Case Closed	LUFT

LUFT – Leaking Underground Fuel Tank List

Bold face type indicates ongoing investigation or remediation

SOURCE: RWQCB GeoTracker, DTSC EnviroStor 2009

Figure A.2.1

Noise

The main contributors to the noise environment in the El Camino Real/Downtown Specific Plan area include roadway noise and noise associated with the nearby Caltrain line. There are a number of hotels

located along El Camino Real in the project vicinity. Located over three miles east of the El Camino Real/Downtown area is the Palo Alto Airport of Santa Clara County. Because this airport is located over three miles east of the El Camino Real/Downtown area, it can be assumed that the plan area would not expose its residents or employees to excessive noise levels associated with airport operations. Additionally, there are no private airstrips within the vicinity of the El Camino Real/Downtown and no impact would occur.

The Noise Element contains land use compatibility guidelines under which the “normally acceptable” noise environment for new residential uses is 60 dBA, Ldn. At noise levels between 60 and 70 dBA, Ldn, the noise environment is “conditionally acceptable” for residential uses, meaning that new construction should normally be undertaken only following a detailed analysis of noise reduction requirements. Above 70 dBA, Ldn, the noise environment is “normally unacceptable” for residences and if new construction does proceed, noise insulation features must be included in the project. The compatibility guidelines contain comparable, but less stringent, standards for development of new commercial uses.

Air Quality

The Bay Area Air Quality Management District (BAAQMD) is the regional agency with jurisdiction over the nine-county region located in the Basin. Existing air quality levels in the plan area can be generally inferred from measures collected by BAAQMD at its closest station, which is the Redwood City Station. In March 2010, BAAQMD published the draft Bay Area 2010 Clean Air Plan, which explains how the Basin will achieve compliance with the State one-hour air quality standard for ozone as expeditiously as practicable and how the region will reduce transport of ozone and ozone precursors to neighboring air basins.

Hydrology and Water Quality

Groundwater Hydrology

The plan area is within the Santa Clara Valley Groundwater Basin. The basin is composed mainly of geologically young fluvial, alluvial fan, and basin deposits of clay, silt, sand, and gravel. Businesses located within the plan area with documented releases to soil or groundwater have reported groundwater levels ranging from 29 to 45 feet below the ground surface, as discussed in the Hazardous Materials section. Groundwater along El Camino Real is likely to be shallowest closer to Atherton Channel and San Francisquito Creek, and deepest along the drainage divide, in the middle of the plan area.

The Santa Clara Groundwater Basin is further divided into sub basins based on topographic divides and the location of various groundwater aquifers. The plan area is part of the San Mateo Plain Groundwater Sub-basin, and its southeastern boundary is marked by San Francisquito Creek. The southeastern side of the creek is part of the Santa Clara Groundwater Sub-basin. Groundwater flow direction is primarily in the direction of the San Francisco Bay, but may be locally influenced by the creeks or groundwater wells.

Water Quality

The plan area lies within the San Francisco Bay hydrological region. The San Francisco Bay hydrological region extends from southern Santa Clara County north to Tomales Bay in Marin County, and inland to the confluence of the Sacramento and San Joaquin rivers. In this plan area, surface drainage generally flows from southwest to northwest, conveying water from the Santa Cruz Mountains to the southern San Francisco Bay.

**TABLE 4.2-2
AMBIENT AIR QUALITY STANDARDS AND BAY AREA ATTAINMENT STATUS**

Pollutant	Averaging Time	State Standard		National Standard	
		Concentration	Attainment Status	Concentration	Attainment Status
Ozone	One Hour	0.09 ppm	Non-attainment	–	–
	Eight Hour	0.07 ppm	Non-attainment	0.075 ppm	Non-Attainment
Carbon Monoxide	One Hour	20 ppm	Attainment	35 ppm	Attainment
	Eight Hour	9.0 ppm	Attainment	9 ppm	Attainment
Nitrogen Dioxide	One Hour	0.18 ppm	Attainment	0.1 ppm	Unclassified
	Annual	0.030 ppm	Not applicable	0.053 ppm	Attainment
Sulfur Dioxide	One Hour	0.25 ppm	Attainment	–	–
	24 Hour	0.04 ppm	Attainment	0.14 ppm	Attainment
	Annual	–	–	0.03 ppm	Attainment
Respirable Particulate Matter (PM ₁₀)	24 Hour	50 µg/m ³	Non-Attainment	150 µg/m ³	Unclassified
	Annual	20 µg/m ³	Non-Attainment	–	–
Fine Particulate Matter (PM _{2.5})	24 Hour	–	–	35 µg/m ³	Non-Attainment
	Annual	12 µg/m ³	Non-Attainment	15 µg/m ³	Attainment
Lead	Monthly	1.5 µg/m ³	Attainment	–	–
	Quarterly	–	–	1.5 µg/m ³	Attainment

Figure A.2.2

The major surface water bodies in the project vicinity are the southern portion of San Francisco Bay, San Francisquito Creek, Atherton Channel (also know as Atherton Creek), and Searsville Lake. Figure 1.2.3 (refer to Appendix) describes the creeks, watershed area, length and character of the two creeks in Menlo Park. Atherton Creek runs through our plan area and drains out to the San Francisco Bay.

Wind

The Bay Area is known for its cool, windy climate, and frequent stratus clouds. Average wind speeds are greatest in the summer and least in the fall. Winds exhibit a diurnal variation with the strongest winds occurring in the afternoon and lightest winds occurring in the early morning.

Aesthetics

As used in this report, “heritage tree” means:

- 1) A tree or group of trees of historical significance, special character or community benefit, specifically designated by resolution of the city council;
- 2) An oak tree (*Quercus*) which is native to California and has a trunk with a circumference of 31.4 inches (diameter of ten (10) inches) or more, measured at fifty-four (54) inches above natural grade.
- 3) All trees other than oaks, which have a trunk with a circumference of 47.1 inches (diameter of fifteen (15) inches) or more, measured fifty-four (54) inches above natural grade.

CREEKS IN THE PLAN AREA

Creek Name	Watershed Area (sq miles)	Channel Length (miles) ^a	Location Relative to Project Area	Surface Water Character
San Francisquito Creek	45.6	118.3 (90.6)	Southwestern border crossing perpendicular to El Camino Real	Open Creek
Atherton Channel	8.9	30.7 (3.6)	Northeastern border crossing perpendicular to El Camino Real	Concrete Channel west of El Camino Real, Storm Drain and Concrete Channel east of El Camino Real. Opens at reach for part of Holbrook Palmer Park and along some of Marsh Road.

^a Channel length represents total length of main stem stream plus all tributaries. Parentheses indicate the length of the creek that has been unmodified. The rest of the creek exists as engineered channels, culverts or storm drains.

SOURCES: Sowers, J.M., Givler, R.W., et al., *Creek and Watershed Map of the San Francisco Peninsula: a Digital Database, version 1.0*, William Lettis and Associates, Inc., Walnut Creek, CA, 1:24,000 scale, 2007.; San Mateo Countywide Water Pollution Prevention Program (SMCWPPP), July 2007. *San Mateo County Watershed Data in a GIS*. http://www.flowstobay.org/cs_watershed_studies.php, accessed January 16, 2009.

Figure A.2.3

I.3 POPULATION AND EMPLOYMENT

Overview

This section presents a brief description of existing conditions in Menlo Park in terms of population, employment, and basic economic characteristics within the planning area. The following information was collected from US Census data for 2000 and 2010, “On The Map” US Census data generator, as well as related city documents.

Population and Demographics

The population of Menlo Park from 2000 to 2010 grew by approximately 4 percent, from 30,785 in 2000 to 32,026 by 2010. The growth rate in Menlo Park has varied substantially over previous decades. The four percent growth rates observed over the past decade are well below the peak growth rate of 9.8 percent experienced in the 1990s during the dotcom boom. The current 4 percent growth rate represents a faster rate than the county average as a whole. During the same period the county experienced 1.6 percent of growth from 2000-2010. In 2010 Menlo Park contained approximately 4.5 percent of the county’s total population, and was the seventh largest city in San Mateo County. Menlo Park has a smaller population than the neighboring Cities of Redwood City 76,815 and Palo Alto 64,403 (in Santa Clara County), and a larger population than the neighboring Town of Atherton 6,914 and City of East Palo Alto 28,155.

From 2000 to 2010, the median age in Menlo Park increased from 37.4 to 38.7. Although Menlo Park has an aging population, roughly 1,875 people in their 20s and 30s moved to Menlo Park between 2000 and

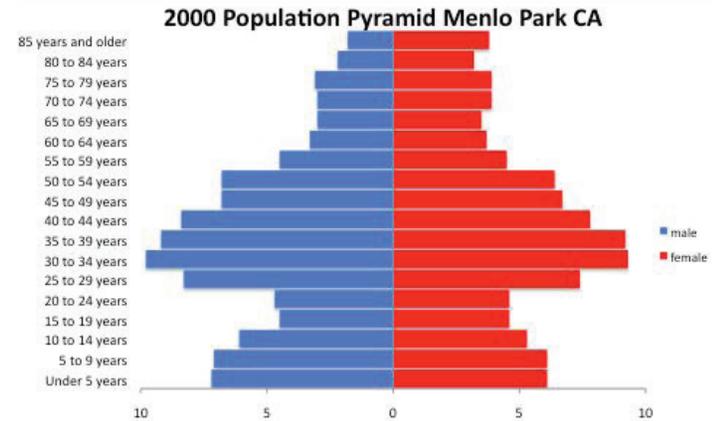


Figure A.3.1 Population Pyramid, 2000

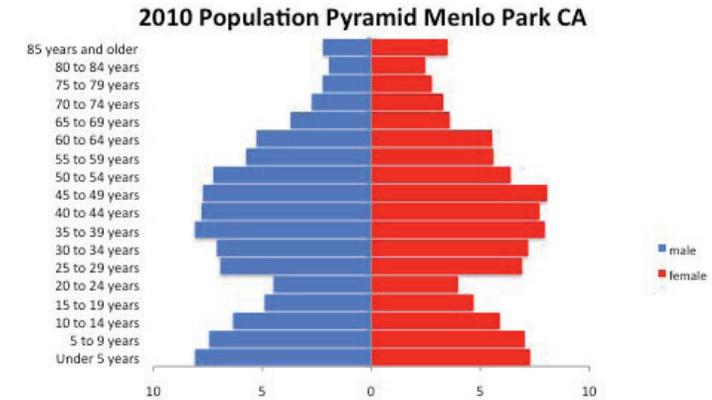


Figure A.3.2 Population Pyramid, 2010

2010, while roughly 1,740 people in their 40’s, and 50’s moved away from the city. Menlo Park over the past 10 years has also become more attractive to families. In

2000, 57 percent of the population was considered families. In 2010, that number has increased to 61 percent of the population, with the average family size being 3.2. In 2000, 39 percent of the population was between the age of 20 and 44. By 2010, this number had dropped to 34 percent of the population. Correspondingly, the number of residents between the ages of 45 and 65 increased from 21 to 26 percent of the population (Figures A.3.1 & A.3.2).

In 2010, Menlo Park was approximately 74 percent White, 13 percent Asian, and less than six percent African American. Approximately 18 percent of Menlo Park's population is considered to be Latino/Hispanic (as designated by the US Census). Almost one quarter of residents, 24 percent, were born in a different country. Males and females are roughly equally represented in Menlo Park with 48.4 percent male and 51.6 percent female. Menlo Park enjoys a high level of educational attainment. In 2010, almost 70 percent had at least a bachelor's degree, with 35 percent having a graduate or professional degree.

Income Characteristics

In 2010, incomes in Menlo Park were higher than the county as a whole. The median annual household income for Menlo Park residents was \$107,860., This represents over 25 percent more than the median county-wide annual household income of \$85,942. Within Menlo Park there is roughly a 30 percent disparity between median incomes of male full time workers (\$100,738) and female full time workers (\$71,826). Even with Menlo Park's high levels of income and educational attainment, poverty remains a concern for some residents. Slightly over 6 percent of residents fell below the poverty line in 2010, with single mothers caring for children being most susceptible to poverty. Unemployment in the area as of 2013 is roughly 5 percent for Menlo Park, 6.3 percent for Redwood City, 7.2 percent for Palo Alto, and 15 percent for East Palo Alto; indicating that Menlo Park is performing better than much of the surrounding areas.

In Menlo Park, median home values roughly double that of the county as a whole. In 2010, the median home value in Menlo Park was

approximately \$1.2 million for single family homes and \$895,000 for condominiums, compared to \$634,000 for single-family and \$410,000 for condominiums county-wide. Median rents in Menlo Park are shown to be approximately 45 percent higher when compared to the county as a whole. The median rent in Menlo Park was \$2,416, compared to \$1,660 in the county. 42 percent of Menlo Park residents residing in owner-occupied units reported paying 30 percent or more of their household income towards ownership related housing costs, while 41 percent of renters reported paying 30 percent or more of their household income towards rent. Although paying over 30 percent of income is considered a threshold for measuring affordability, higher incomes observed in this area possibly cause for this to be less of a concern and priority than in less affluent areas.

The city job base has grown over time, but has fluctuated greatly with trends in the technology industry. In 2000, Menlo Park had roughly 36,000 jobs. Because of the dotcom bust, the city lost roughly 10,000 jobs and 50 percent of its pre-bust tax revenues in the five-year period between 2000 and 2005. In 2000, Menlo Park had almost twice as many jobs as residents in the workforce. There were almost 17,700 more people who commuted in to Menlo Park than who commuted out, which caused the city's population to grow by more than 57 percent during the day, noted as one of the highest changes in the state. Currently the job-to-residents balance shows a positive influx of daily workers. Roughly 22,000 people enter the city daily for work, while around 12,000 leave the city to work in the surrounding areas (Figure A.3.3). 790 of these workers entering the city work in the Haven Ave Plan area shown in top left (Figure A.3.3).

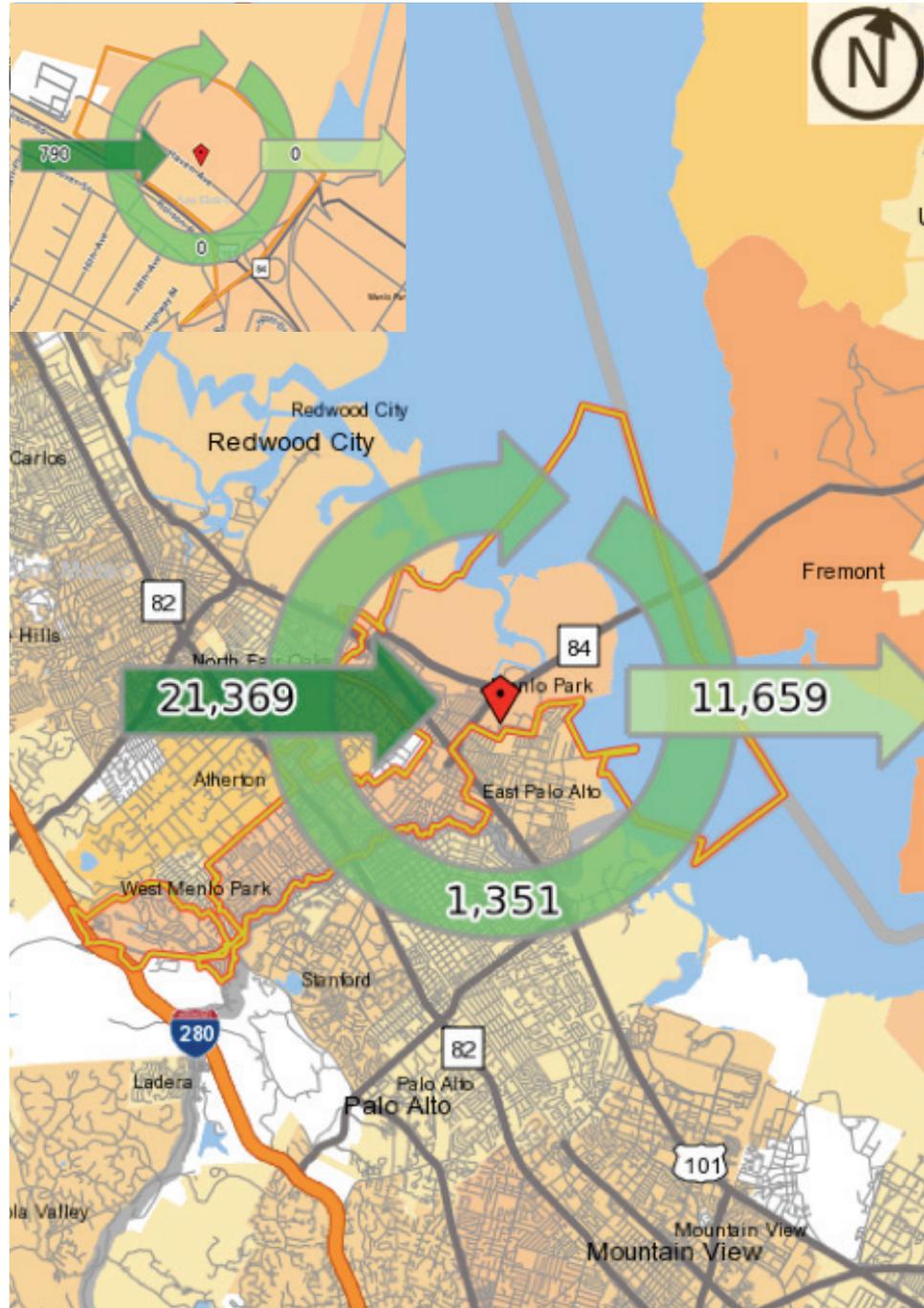
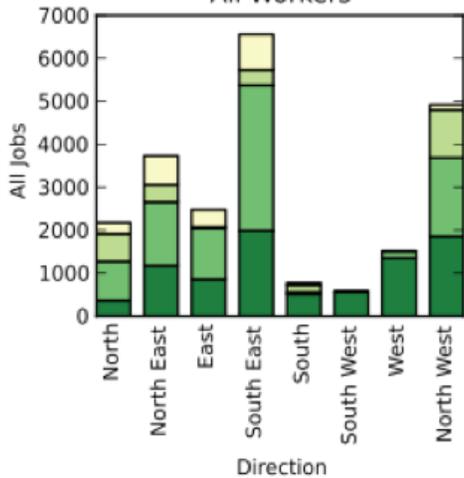


Figure A.3.3 Menlo Park Inflow/Outflow

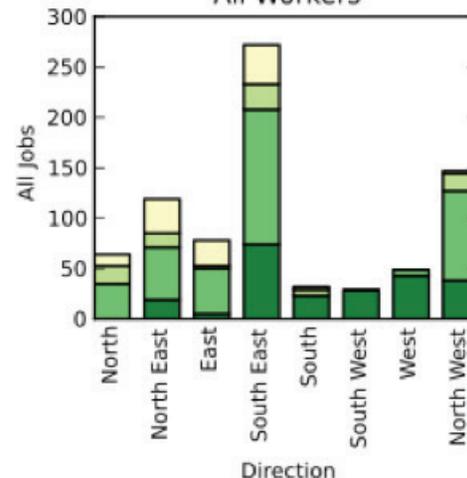
Job Counts by Distance/Direction in 2010
All Workers



Jobs by Distance - Work Census Block to Home Census Block		
2010		
	Count	Share
Total All Jobs	22,720	100.0%
Less than 10 miles	8,653	38.1%
10 to 24 miles	9,028	39.7%
25 to 50 miles	2,712	11.9%
Greater than 50 miles	2,327	10.2%

Figure A.3.4 Menlo Park Commute Distance

Job Counts by Distance/Direction in 2010
All Workers



Jobs by Distance - Work Census Block to Home Census Block		
2010		
	Count	Share
Total All Jobs	790	100.0%
Less than 10 miles	231	29.2%
10 to 24 miles	361	45.7%
25 to 50 miles	83	10.5%
Greater than 50 miles	115	14.6%

Figure A.3.5 Haven Avenue Commute Distance

Because the ratio of jobs to people in Menlo Park is skewed, and many area residents work outside the city, many people commute daily to work in the city. Mean commute times to work for Menlo Park residents was 21 minutes in 2010. For incoming commuters working in the city limits of Menlo Park, distances traveled to reach work varies widely, with

the greatest number of workers coming from the southeast and traveling between 10 and 24 miles. (Figure A.3.5). These numbers are similar within the West Haven Avenue Waterfront plan area with the greatest number of workers coming from 10-24 miles southeast into the city for work (Figure A.3.4).

Jobs by NAICS Industry Sector: Menlo Park 2010		
	Count	Share
Educational services, health care and social assistance	4,429	28.00%
Professional, scientific, management, administrative technical services	3,618	22.90%
Finance and insurance, and real estate and rental and leasing	1,528	9.70%
Manufacturing	1,358	8.60%
Other services, except public administration	903	5.70%
Retail trade	900	5.70%
Information	884	5.60%
Arts, entertainment, and recreation, and accommodation and food service	712	4.50%
Public administration	504	3.20%
Wholesale trade	405	2.60%
Construction	368	2.30%
Transportation and warehousing, and utilities	176	1.10%
Agriculture, forestry, fishing and hunting, and mining	26	0.20%

Figure A.3.6 2010 Menlo Park Job Count and Share

Economic Industry Data

Higher concentrations of industry sector employment in Menlo Park are within two employment sector areas, accounting for roughly 50 percent of the total share: “educational services, health care and social services” 28 percent, and “Professional, scientific, management, administrative and technical services” 22.9 percent (Figure A.3.6). Higher concentrations of industry sector employment in the Haven Avenue project area are observed in “Finance and insurance, and real estate and rental leasing” 25.6 percent, and “Professional, scientific, management, administrative and technical services” 20.3 percent (Figure A.3.7). Unique to the Haven Avenue area is that, for its small land area within this city, it contains 13.2 percent of all area jobs in the “Finance and insurance, and real estate and rental leasing”, sector and 61.9 percent of all “Transportation, warehousing and utilities” sector jobs (Figure A.3.7 below).

Jobs by NAICS Industry Sector: Haven Ave Project Area 2010			
	Count	Share	% of all jobs
Finance and insurance, and real estate and rental and leasing	202	25.60%	13.22%
Professional, scientific, management, administrative technical services	160	20.30%	4.42%
Manufacturing	123	15.60%	9.06%
Transportation and warehousing, and utilities	109	13.80%	61.93%
Information	47	5.90%	5.32%
Retail trade	45	5.70%	5.00%
Wholesale trade	27	3.40%	6.67%
Construction	13	1.60%	3.53%
Educational services, health care and social assistance	9	1.10%	0.20%
Other services, except public administration	7	0.90%	0.78%
Public administration	2	0.30%	0.40%
Arts, entertainment, and recreation, and accommodation and food service	1	0.10%	0.14%
Agriculture, forestry, fishing and hunting, and mining	0	0.00%	0.00%

Figure A.3.7 2010 Haven Project Area Count, Share and Proportion

Top Area Employers

Menlo Park is home to many employers. The following companies and institutions are the top employers ranked in descending order (Figure A.3.8)

City's Principal Employers	Rank	% of Total Labor Force
Facebook, Inc	1	13%
SRI International	2	8%
TE Corporation	3	4%
SHR Hotel, L.L.C.	4	3%
Intuit Inc	5	3%
E*Trade Financial Corporation	6	3%
Safeway Stores Inc	7	2%
Pacific Biosciences of California	8	2%
Evale Inc	9	2%
total		40%

Figure A.3.8 2012 Top Area Employers



Figure A.4.1 Existing Land Uses in plan area



Figure A.4.2 Existing Land Uses in plan area

I.4. LAND USE

Overview

This section describes the land use and housing characteristics of the West Haven Waterfront Plan Area. The plan area covers approximately 64 acres.

Zoning

The plan area within Menlo Park City limits is zoned M2 and the general plan land use designation is Limited Industry. The plan area within the Redwood City limit is zoned IR, which is industrial restricted. Examples of some of the uses included in these zoning designations are: warehouses, machine shops, cabinet shops, automobile and heavy equipment establishments, and public utility buildings. In recent history, the plan area has only had industrial zoning designations. Therefore, industrial businesses and their employees have been the primary users of the plan area.

An inventory of existing development in the area revealed the following uses: light manufacturing, storage, vacant, and limited single family residential (see figures A.4.1-6). Directly south of the plan area is the I01 Freeway and an area of Redwood City zoned as R-2, Residential Duplex. The close location of the I01 allows increased access to the plan area. The close location of the area zoned R-2 within the Redwood City limits indicates that if the plan area were to have increased commercial uses allowed, then there are residents in close proximity that could frequent those businesses.

Nonresidential Land Uses

Existing industrial uses are the predominant use in the West Haven Waterfront Plan Area. Not including the public streets and sidewalks, there is very little public open space located in the plan area. This indicates that in the plan area there is a need for increased public open space.



Figure I.4.3 Existing Land Uses in plan area



Figure A.4.5 Example of existing residential land use



Figure A.4.4 Example of existing residential land use

Planned rezoning to New High Density Residential (R-4-S)

As part of the City's recent housing element adoption, an ordinance was created to establish design guidelines for sites designated R-4-2. Conditional uses allowed in the R-4-2 zone include ancillary neighborhood serving commercial uses up to five percent of the site area of 10,000 square feet, whichever is less, that is part of mixed-use development and the number of dwelling units for the site is in accordance with the anticipated number of units identified in the Housing Element. However limited, this indicates that mixed-use is allowed on this site within the plan area. This change could introduce commercial uses to the plan area.

Housing

As of 2012, in San Mateo County the hourly wage necessary to afford a 2 bedroom fair market rent apartment was \$36.63 per hour. A 2-bedroom fair market apartment rented for \$1,905 per month in the county. The annual income needed to afford this rent was \$76,200. It would be necessary to have a family working 4.6 full time jobs at minimum wage to afford this rent (National Low Income Housing Coalition, 2012 Out of Reach Report). These data indicate the need for affordable housing in San Mateo County. It is recommended that any current or future rezoning of sites to residential uses within the plan area include affordable housing units.

I.5 TRANSPORTATION AND CONNECTIVITY

Overview

This section describes the existing transportation and connectivity conditions for the Haven Avenue study area. The project area is bound by the salt ponds to the north, US Highway 101 to the South, Marsh Road to the East, and the Menlo Park city limits to the west. The project area is separated from most of the city by US 101 and the Marsh Road corridor, but has many opportunities for greater connectivity with downtown Menlo Park, services, and regional transit.

The following information was gathered from existing City documents, the Menlo Park General Plan, and a site and surrounding area visit. The circulation map (Figure A.5.1) shows traffic flow for the study area, including bus routes, traffic lights, stop signs, medians, railroads, crosswalks, and bike lanes.

Existing Conditions

Vehicular Access

Vehicular access to the project area is provided by Haven Avenue, Marsh Road, and US 101. The interior of the area is made up of wide narrow blocks and lacks a grid street pattern. Parcels within the project site are served by Haven Avenue, a collector street, which begins at the west terminus of I-84 and is the primary thoroughfare for the site. It also extends beyond the Menlo Park City boundaries into Redwood City.

California Department of Transportation (Caltrans) is the primary state transportation agency. Caltrans approves the planning, design, and

construction of all improvements to the state highway system, including I-280, US 101, and State Route 82 (El Camino Real). US 101 (Bayshore Freeway) is an eight-lane north-south freeway that runs from Los Angeles, CA to Olympia, WA and serves as a major connection between Menlo Park and other Bay Area cities. Within the city limits, there is one high-occupancy vehicle (HOV) lane in both directions. The Marsh Road interchange is within the Haven Avenue project area.

Complete streets regulations have been established by the California Complete Streets Act (assembly Bill 1358), Metropolitan Transportation Commission (MTC) and The City of Menlo Park (Menlo Park Complete Streets Policy, Resolution No. 6123, March, 2013), to ensure that updates to city plans meet the needs of all users of local streets, including wheelchair users, bicycles, and pedestrians.

Public Transit

San Mateo County Transit District (SamTrans) provides local and regional bus service to the area, and Caltrain provides commuter rail service. Local shuttles are provided during commute hours by Caltrain and during midday by the City, operating Monday through Friday only. Within the project area, stops are available for Caltrain shuttles only. Caltrain has proposed a service reduction that could eliminate off-peak service and other changes. However, Menlo Park would retain commute-hour service, helping to reduce the impact on city residents and workers.

SamTrans operates bus service in Menlo Park and connects the city with areas around San Mateo County and the Bay Area. The SamTrans Short Range Transit Plan focuses on optimizing the current system's condition and performance, including planning for transit-oriented development,



Figure A.5.1, Circulation Map, shows existing traffic flow for the plan area, including bus routes, traffic lights, stop signs, medians, railroads, crosswalks, and bike lanes.

information technology installation, vehicle expansion and replacement, and fare collection equipment. These efforts have been curtailed recently by budget constraints.

Caltrain operates commuter rail service between San Francisco and San Jose of approximately 100 trains per day. Travel time between San Francisco and the Menlo Park Caltrain Station is approximately 60 minutes, and time between San Jose and Menlo Park is approximately 40 minutes for local service. Express service to both large cities is less than 45 minutes and 25 minutes, respectively. Caltrain offers 22 weekday commute-hour express trains. The Menlo Park station is located east of El Camino Real, near downtown and approximately 3.3 miles from the study area. Bus and shuttle access is available adjacent to the station platform, and lockable, sheltered bike parking is provided. The Caltrain Short Range Transit Plan focuses on a systematic approach to optimizing the current system's condition and performance, including upgrading communication equipment, enhancing service at the San Francisco terminus, and eliminating holdout stations. Long-range improvements are planned to include electrification of the line to improve efficiency and reduce environmental impacts. These efforts have been curtailed recently by budget constraints.

Two free commute hour shuttles are provided between the Menlo Park Caltrain station and the Marsh Road/Willow Road office buildings. The shuttle is funded jointly by the Bay Area Air Quality Management District Transportation Fund for Clean Air, Peninsula Corridor Joint Powers, and the City of Menlo Park. The shuttles operate based on the Caltrain schedule. These shuttles reach the project area via the Marsh Road corridor and provide potential connectivity to future uses in the Haven study area.

The city also provides a free midday shuttle geared toward the senior community, though it is available to the general public. This shuttle connects to the Belle Haven Library, downtown Menlo Park, Stanford Shopping Center, Safeway, Stanford Medical Center, and terminates at the Menlo Park Senior Center, two miles east of the project area.

Bike Infrastructure

Under California Law, bicyclists are allowed to use all roadways unless posted as closed. However, the proximity to vehicular traffic causes a safety concern in some areas. San Mateo City/County Association of Governments (C/CAG), with support from the San Mateo County Transportation Authority (SMCTA), developed the Comprehensive Bicycle and Pedestrian Plan to address bicycle and pedestrian projects of county-wide significance. Goal 2 and 4 are relevant: 2: More People Riding and Walking for Transportation and Recreation; and 4: Complete Streets and Routine Accommodation of Bicycles and Pedestrians.

The City of Menlo Park 2005 Comprehensive Bicycle Development Plan (Bike Plan) provides vision, strategies, and actions for improving bicycling in Menlo Park. The Bike Plan includes the enhancement of the existing network and way-finding signs for better navigation around town. Long-term projects include a Class I bike path (separated from roadway) near the Bayfront Expressway, extending into the project area and connecting two existing portions, Class II bike lanes (separate lane, on road) at Marsh Road and the US 101 interchange, and a Bayfront Expressway bicycle and pedestrian undercrossing.

Pedestrian Infrastructure

Sidewalks within the project area are deteriorating in some areas and some areas are missing walkways altogether. The 2009 Menlo Park Sidewalk Plan identifies segments with no standard walkway or discontinuous walkway facilities, recommends policy changes and additions to existing programs, and provides criteria for the prioritization of sidewalk installation. This plan, however, does not include the streets in the study area as priority streets.

I.6. SERVICES AND UTILITIES

Overview

This section describes the existing utilities, services, facilities, and amenities at the proposed project site. While each utility comes from a single provider, many of the services available will be split between the cities of Menlo Park and Redwood City. The facilities and amenities are scattered throughout both cities as well, providing access to a variety of different options for potential residents, but also raising issues of safe and efficient transportation to and from those areas.

Utilities

Gas and Electric

The project site is served by the Pacific Gas and Electric Company (PG&E). In addition to providing natural gas and electric services, they have at least one high voltage transmission tower on the site. The existing tower and power lines will remain on the site after the proposed development. There are also overhead power lines that run the length of Haven Avenue that could be put underground using PG&E's Rule 20A Electric Undergrounding Program.

Water

The project site is in the Menlo Park Municipal Water District (MPMWD). The MPMWD is a member of the Bay Area Water Supply and Conservation Agency (BAWSCA), a group of twenty-four cities and water districts that buy water wholesale from the San Francisco Public Utilities Commission (SFPUC). In 2009, the MPMWD and the rest of the members of the BAWSCA signed the Water Supply Agreement (WSA) with the SFPUC, which has a twenty-five year term and provides for a 184 million gallon per day (MGD) supply assurance to the SFPUC wholesale customers collectively. MPMWD's Individual Supply Guarantee (ISG) is 4.465 MGD (or approximately 4,993 acre-feet



Figure A.6.2, Services Map, shows existing churches, schools, parks, fire stations, and other features.

per year). The water comes from local Bay Area supply and the Hetch Hetchy Regional Water System, is already treated, and does not require further treatment before use. The water system at the project site is also located in a high pressure zone that is hydraulically disconnected from other nearby zones with inter-tie capabilities and as a result it has no connections to the water systems of Palo Alto or Redwood City.

Wastewater

The project site is located in the West Bay Sanitary District, which includes Menlo Park, Atherton, East Palo Alto, Redwood City, and unincorporated areas of San Mateo and Santa Clara counties. The Menlo Park pumping station is located on the site, which is used to pump area wastewater to the South Bayside System Authority (SBSA) Regional Treatment Plant on Steinberger Slough, where it is treated and then discharged into the bay.

Solid Waste

The majority of the project site is located in the city of Menlo Park, which is under contract with Recology for waste management services. Recology is an integrated resource recovery and landfill diversion company, which offers refuse collection, recycling, composting, transfer station and landfill operations, and environmental services.

Services

Police

Responsibility for police services for the project site is split between the Menlo Park Police Department and the Redwood City Police Department. The Menlo Park Police Department covers the area east and south of Haven Avenue that is included in the City of Menlo Park and the Redwood City Police Department covers the area to the west of Haven Avenue that is included in the city of Redwood City.

Fire

Responsibility for fire protection services for the project site is split between the Menlo Park Fire Protection District and the Redwood City Fire Department.

Medical

There are three hospitals located in the vicinity of the project site: Kaiser Permanente Redwood City Medical Center (2.68 miles), Menlo Park Surgical Hospital (3.06 miles), and Sequoia Hospital (5.34 miles).

Educational

The project site is in the Redwood City School District and the Sequoia Union High School District. Children living at the project site would attend Taft Elementary School (1.6 miles), John F. Kennedy Middle School (5.66 miles), and Menlo-Atherton High School (2.95 miles). All of the schools are on the other side of Highway 101 and are not safely accessible on foot or by bike from the project site.

Postal

There are two post office locations in the vicinity of the project site: Oak Grove (3.43 miles) and Woodside Plaza (4.57 miles).

Community Services

The city of Menlo Park and the city of Redwood City provide many community services that will be accessible to residents of the proposed project site. The Menlo Park Community Services Department offers child care, teen, and senior services that include health, recreational, and educational programs, cultural events, and social services. The Redwood City Parks, Recreation, and Community Services Department offers programs for preschoolers, kids, teens, adults, and adults over fifty that include recreational, educational, and informational activities. Both also maintain facilities where these activities can take place.

Facilities and Amenities

Parks

The cities of Menlo Park and Redwood City have many parks that will be accessible to residents of the proposed project site. In Menlo Park, the closest are: Bedwell Bayfront Park (.49 miles), Flood Park (1.92 miles), and Kelly Park (2.21 miles). In Redwood City, the closest are: Hoover School Park (2.97 miles), Hawes Park (4.46 miles), and Red Morton Community Park (4.84 miles). Bedwell Bayfront Park is the only one that is safely accessible on foot or by bike from the project site.

Sports Facilities

The city of Menlo Park and the city of Redwood City also have many sports facilities that will be accessible to residents of the proposed project site. In Menlo Park, the closest are: the sports fields and pool at Kelly Park (2.21 miles); the Menlo Park Gymnastics Center, Burgess Street Pool, and Burgess Skate Park at Burgess Park (3.65 miles); and the Arrillaga Family Gymnasium (3.73 miles). In Redwood City, there are sports fields at Hoover School Park (2.97 miles), Hawes Park (4.46 miles), and Red Morton Community Park (4.84 miles) which also has the Herkner Pool and Phil Shao Memorial Skate Park. None of these facilities are safely accessible on foot or by bike from the project site.

Grocery Stores

The project site is located near a variety of grocery stores. In Menlo Park, the closest are: Michoacan Supermarket (2.48 miles), La Michoacana Market (2.5 miles), Trader Joe's (4.2 miles), and Safeway (4.4 miles). In Redwood City, the closest are: Grocery Outlet Bargain Market (3.2 miles), Costco (3.38 miles), Safeway (3.5 miles), and Whole Foods Market (3.6 miles). All of these options are located on the other side of Highway 101 and are not safely accessible on foot or by bike from the project site.

Gas Stations

The closest gas stations to the project site are: Marsh Road Chevron (0.93 miles), 76 Gas Station (1.9 miles), Chevron on Broadway (2.47 miles), and Costco Gas Station (2.97 miles).

Coffee Shops

There are three coffee shops within two miles of the project site: Connoisseur Coffee Company (1.5 miles), High Wheel Coffee (1.5 miles), and Starbucks Coffee (1.9 miles). None are safely accessible on foot or by bike from the project site.

Restaurants

There are several restaurants within three miles of the project site: El Grullo Taco Truck (0.0 miles), Yat Sing 2 (1.15 miles), Los Gallos Taqueria (1.20 miles), Tradiciones Peruanas (1.97 miles), Dashi Japanese Restaurant (2.33 miles), and La Viga Restaurant (2.7 miles). With the exception of the El Grullo Taco Truck, which is parked in front of the empty lot at the project site, none are safely accessible on foot or by bike from the project area.

Laundry

There are three locations within one mile of the project site that offer coin operated laundry and/or laundry services: Marsh Manor Cleaners (0.5 miles), Carousel Coin Laundry (0.7 miles), and Landmarc Laundry Services (0.9 miles). All of these are located on the other side of Highway 101 and are not safely accessible on foot or by bike from the project site.

Appendix B: Community Outreach Report

I. FACEBOOK

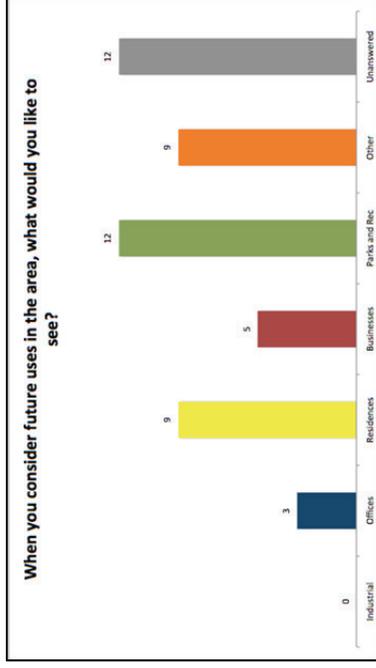
The first event in the outreach process was held at the main campus of the largest social media website in the world, Facebook, on April 19, 2013. The Facebook Campus is located in the South San Francisco Bay in the City of Menlo Park adjacent to the Bayfront Highway and minutes away from the West Haven Waterfront project site. The Campus is expected to build additional facilities across the street from its main campus in the near future. The additional space will increase Facebook's employee base and prompt the need to mitigate traffic congestion and provide housing for additional employees. Because of this expansion, Facebook is one of the main stakeholders in the vision process for the West Haven Waterfront Plan.



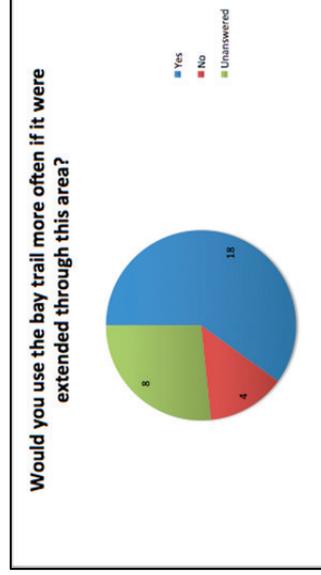
For the outreach, a team of Cal Poly City and Regional Planning Masters students visited the Facebook Campus to speak with employees and tour the facility. The students set up a booth in the middle of the Campus with maps of the plan area during lunch hours. The students then engaged in conversation with employees, and surveyed them concerning the plan area located nearby. After interviewing employees, the students were given a tour of the Campus' dining facilities and were later briefed on the upcoming campus expansion.

During the surveying and interviews, it was found that the majority of the employees resided in San Francisco (10), and only 1 person from both Menlo Park and Redwood City was able to respond. However, many of the respondents said that they used local recreational facilities, such as Bedwell-Bayfront Park (39%) and the Bay Trail (63%), thus were partially familiar with the surrounding area. However, most of the respondents (73%) were unfamiliar with the project site and didn't know it existed. 4 out of the 6 respondents who were familiar with the site only used it to "pass through" or "bypass Highway 101." When asked what they liked about the area, most respondents noted the views and outdoor space, as well as the proximity to their campus to use as an access point.

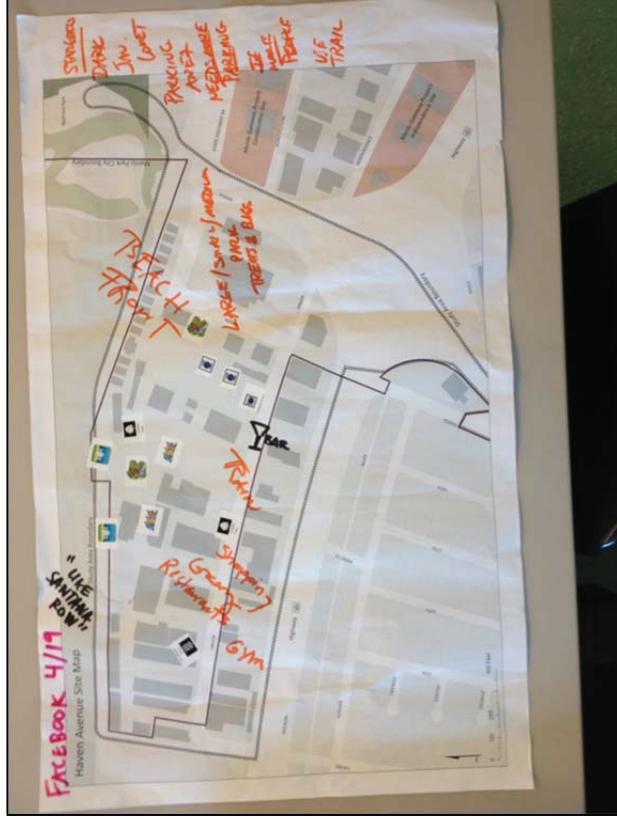
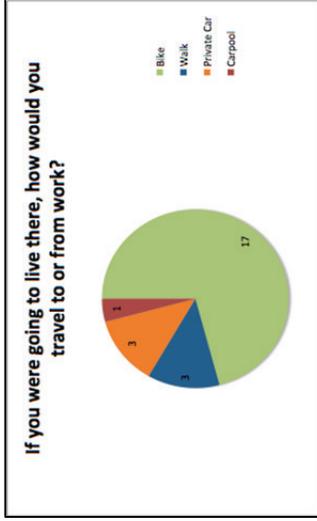
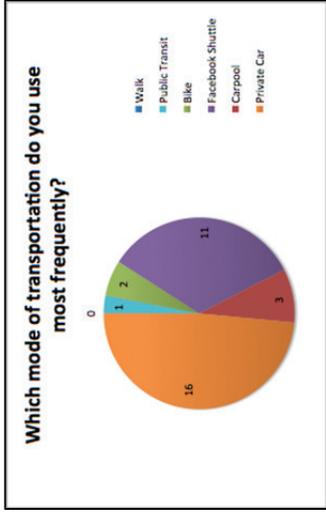




When asked about future uses they would like to see in the area, 12 people responded that they would like to see more parks and recreation facilities. The next most common answer was residential and “other”, with 9 respondents. Specifically, the “other” uses that were mentioned included: coffee and bagel shops, shops, restaurants, grocery stores, food trucks, retail, farmers markets, and other “safe and clean” uses. Respondents also noted that they would mostly like restaurants, bars, coffee shops, and grocery stores within walking distance, if they were to live in the area.

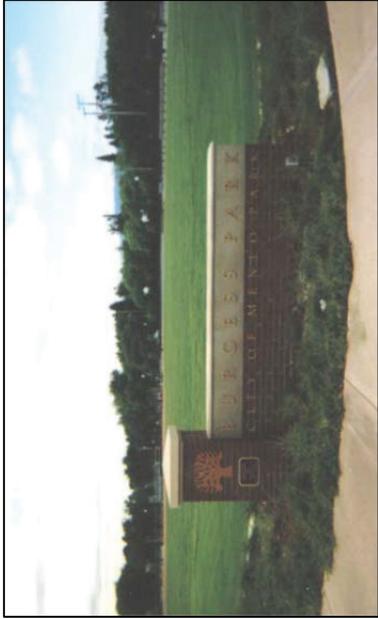


When asked if they would use the bike trail more often if it was extended through the area, 18 out of 22 who responded said that they would. In fact, access seemed to be a major theme throughout the surveys, and many respondents said that they would bike to work if they were to live in the area, as opposed to driving in their private car or taking the Facebook shuttle.



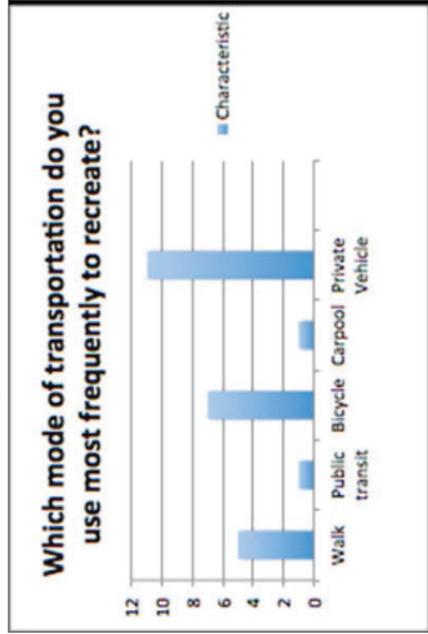
A few of the suggestions that were written on the plan area maps included shopping areas, restaurants, improved parking, more nightlife, parks, a health club, and bayfront access. One employee liked the idea of having an area that resembles Santana Row in San Jose. Many of the employees wanted more access to the bayfront, as well as a mix of uses (retail, residential, open space) scattered throughout the plan area.

II. BAYFRONT PARK AND BURGESS PARK

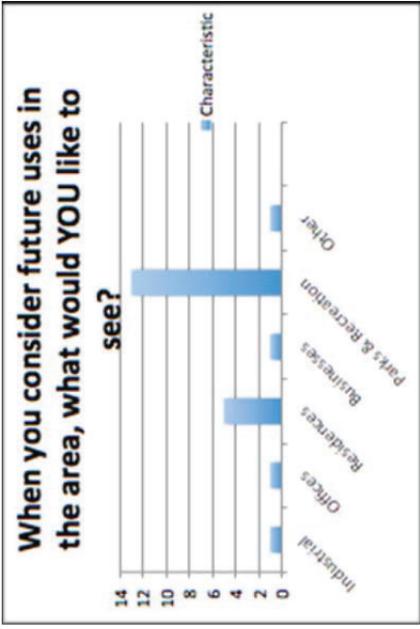


On April 20, 2013 from 11am to 1pm, graduate students from the California Polytechnic State University, San Luis Obispo’s City and Regional Planning Program conducted outreach in Bayfront Park and Burgess Park in the City of Menlo Park. The objective of the outreach was to gather input from residents of both Menlo Park and Redwood City in order to create a community vision for the West Haven Waterfront Plan area. Surveys were conducted to gather resident input and general comments regarding the plan area. In total, 26 surveys were collected at both locations. The following is a selection of key data collected through the survey process:

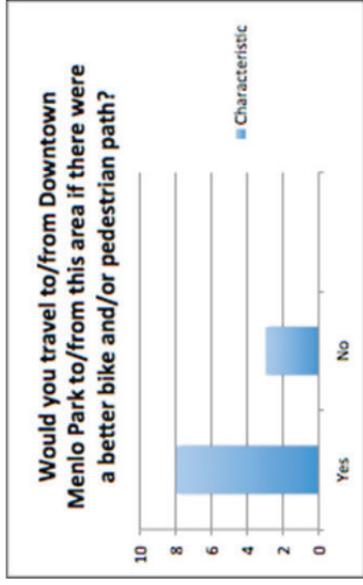
Mode of Transportation:



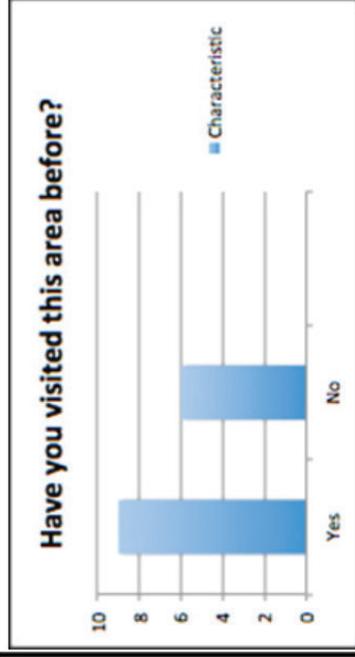
Community Vision for Plan area:



Plan area Access:



Plan area Community Recognition:



The general verbal input from survey respondents at both locations was that they were unfamiliar with the plan area and/or had never visited the site. Menlo Park residents said that they valued the following about their city: safety, cleanliness, number of amenities such as parks, and proximity to schools. The residents wanted the following changes to occur in the West Haven Waterfront Plan area: safety, walkability, transit stops, and beautification of the bike trail. Some of the other desired uses that were mentioned were mixed-use, businesses, retail, and nightlife. Respondents commented that it would make it easier for them to walk or bike to the plan area if the following occurred: more lighting, increased safety, and the addition of an overpass that was bike/pedestrian friendly.

III. COMMUNITY PICNIC/CINCO DE MAYO CELEBRATION

A community picnic at the Belle Haven Community Center was held to get feedback on preliminary plan ideas for the plan area on May 3rd at noon. The picnic was held adjacent to a concurrent Cinco de Mayo celebration, in an additional structure at the Community Center. Unfortunately, turnout specific for this Community Picnic was not high. Nonetheless, valuable input was received from several residents including a local business owner, a community activist, and a local family.

As the Cinco de Mayo celebration ended, participants at the event were asked to provide feedback on their way out. Some members were generous with their time, while others provided very brief general feedback. A majority of the public participation from the Cinco de Mayo event were Spanish speaking. Spanish speaking students approached participants to administer a brief survey gauging attitudes and familiarity with their home area, the study area, and Bayfront Park. A majority of respondents were senior citizens whom were brought over to the Belle Haven Community Center for this celebration.

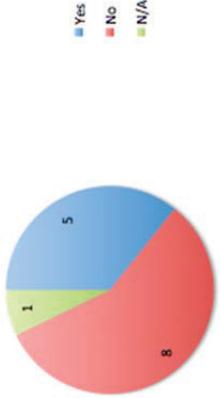
A majority of respondents at the Cinco de Mayo celebration were residents of East Palo Alto. Only three of the fifteen respondents lived in Menlo Park. An analysis of the short survey shows that half those questioned were not familiar with the area where the proposed plans are located. Most also do not use Bayfront Park. Those who are familiar with the plan area have been to the area to either check out what is there or have passed through to get to the freeway. Responses were greatly varied when it came to what would like to be seen in the plan area, but overall there was a general consensus there should be some type of change. A couple responses focused on public serving facilities such as a park or a community garden. Some stated there should be facilities catered to specific groups that feel underserved in Menlo Park such as children, seniors, and low-income residents. There also was interest in the construction of an entertainment destination, for example a movie theater.

Each of the three groups received general and specific feedback for the plan area and their proposed plans. Refreshments were provided and a number of informal conversations about the site and Menlo Park as a whole were discussed. As a whole the public engaged at the event were likely not future residents of the new housing zone, but may interact with the area through its connection to Bayfront Park, or if the study area brings in amenities not provided elsewhere in Menlo Park.

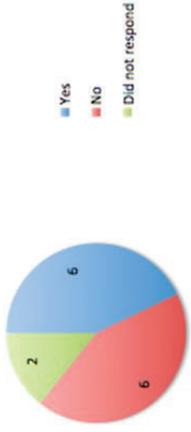
Some specific feedback included:

- Consideration of displaced jobs due to proposed new housing zone
- Consideration of displacing neighboring jobs adjacent to new housing zone. Higher rents, or targeted for future non industrial uses.
- Desire for a plaza/walkable space.
- Desire for a movie complex. (no theatre in Menlo Park)
- Generally in favor of bay trail, pedestrian bridge, and public space.

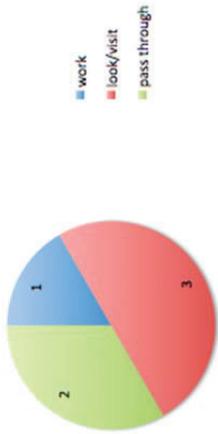
Do you use Bayfront Park?



Have you ever been to the Project Area?

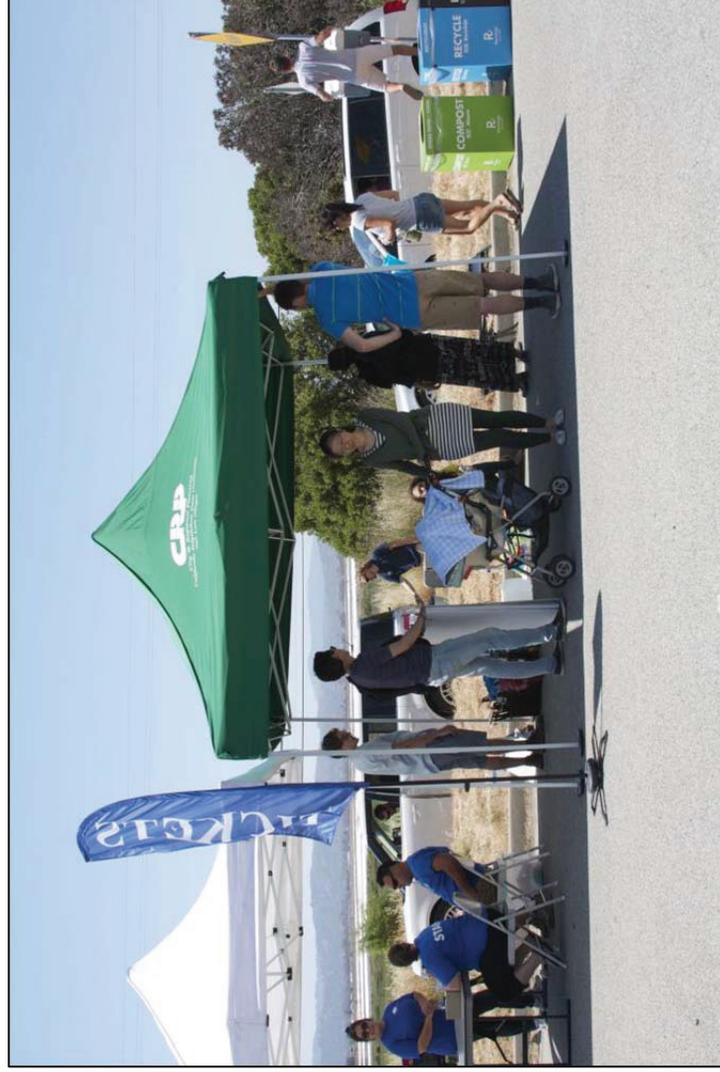


What do you do in this area?



IV. KITE DAY

The last community outreach event was held at Bedwell-Bayfront Park during Kite Day on Saturday, May 4th. Kite day is a free, annual community fair held by the City's Community Services Department. Families bring or buy a kite to fly on the windy central hill in the park. The outreach team set up a booth, providing shade, refreshments, and large display posters that detailed each team's conceptual diagram. Visitors to the booth were asked to give opinions on the plan area in its current condition, ideas for what they would like to see in the area, and feedback the students' preliminary ideas for the vision plan. Participants were given red and green "dot" stickers to indicate ideas that they liked or did not like. Pens were also provided to participants for writing ideas directly on the posters. Feedback ranged from long conversations between students and residents about many aspects of the conceptual diagrams, to short, general notions of the area.



Poster comments:

What would draw you to the area?

- Amusement parks

- Safety for residents
- More parks and open space
- Pedestrian walkways
- Market
- Connectivity
- Playground
- New school, and Preschool
- Activities for kids
- Larger open space corridors
- Children’s facilities
- Pre School
- Not large single story structures break it up with paths and varying heights/fronts
- Kids Park
- Children’s playground
- Preschool
- Pedestrian activity
- Bike path and pedestrian bridge
- Connect to Redwood City community
- Create variety



General Comments:

- Smelly location (salt pond and marsh in summer)
- People travel through the area to get to work
- South of plan area is a nice neighborhood but not well connected to plan area or DT Menlo Park
- RVC bike trail -not many places to cross R&R
- Also bad beyond FB to Dumbarton bridge
- What Impact would it have to local schools?
- Difficult roadway crossings
- Bad traffic towards Willow Road
- Who will it cater to?
- Flooding concerns
- Take advantage of surrounding area features
- Don’t incorporate with East Menlo Park (belle haven neighborhood)



Green Stickers:

- I Increase economic activity within area

- 1 Improve walkability, connectivity, and access to Bayfront Park
- 1 Improving Bayfront Park entrance
- 1 Mixed-use pedestrian mall
- 1 Local grocery store and other neighborhood services
- 2 Develop complementary uses and amenities
- 2 Bay Trail improvements and public art
- 3 Pedestrian bridge to connect plan area across I01

Red Stickers:

- 1 Bayfront Expressway experiences congestion towards Willow Road

Key findings

This event was well-attended, and several key findings resulted from the effort. One of the most repeatedly heard comments was that the Bay Trail should be continued throughout the project site, and beyond. Bayfront Park and the project site are isolated from the rest of the City, and could use better signage to denote their presence. Many residents would welcome bike and pedestrian improvements to these roadways, which are currently difficult to cross. Bicyclists also mentioned that a pedestrian bridge across Highway 101 would be extremely useful in terms of connectivity. Overall many felt that the area was congested and did not take enough advantage of its surrounding areas.

Visitors also made it clear that the neighborhood in the plan area should provide an array of amenities to both residents of the neighborhood and the public. There were comments regarding a variety of activities and services, including open space, markets, restaurants, walking trails, and facilities for children. Such amenities could increase economic activity as well as pedestrian activity. Citizens also wanted to see safety measures taken throughout the plan area. Some brought up the issue of school overcrowding, but given the target market for the residential units this will most likely be a nonissue.

Another key finding from numerous residents had to do with affordable housing in the City and plan area. Some expressed concern about themselves and people they know no longer being able to afford housing in Menlo Park, and anticipate this trend to grow with Facebook's presence. They were glad to hear that one of the developers planned on including 15% of the units as lower-income, but were concerned about gentrification throughout the City in general.

Based on this feedback, our teams focused efforts toward connectivity and accessibility for pedestrian and bicycles, and providing a range of amenities for both residents and the public. All teams already had some form of a Bay Trail connection and pedestrian bridge over Highway 101 in mind, so these ideas were reinforced. It was concluded that many felt that the area

