



COMMUNITY DEVELOPMENT DEPARTMENT

Council Meeting Date: September 11, 2012
Staff Report #: 12-134

Agenda Item #: I-1

INFORMATION ITEM: Overview of the Proposed Public Meeting and Development Agreement Negotiation Process for the Facebook West Campus Project Located at the Intersection of Willow Road and Bayfront Expressway

This is an information item and does not require Council action.

OVERVIEW

Proposal

On June 28, 2012, the City received a preliminary application on behalf of Facebook Incorporated to initiate review of the Facebook West Campus, which is the second phase of the Facebook Campus project. Staff has been working with the applicant since that time to refine the project design and on August 27, 2012, the applicant submitted project plans and associated reports required for project analysis. Select plan sheets from this submittal are included as Attachment A. The project plans reflect the design of architect Frank Gehry, who is the architect of record for the project. His previous work includes many well-known buildings, including the Guggenheim Museum in Spain, the Experience Music Project in Seattle and the Walt Disney Concert Hall in Los Angeles.

The approximately 22-acre West Campus is located at the intersection of Willow Road and Bayfront Expressway. The site is currently addressed 312 and 313 Constitution Drive, with the anticipation that the address will be updated in the near future to better reflect the location of the project site. This second phase of the Project proposes demolition of the existing two buildings and associated site improvements. Subsequently, the applicant seeks to construct an approximately 433,555 square foot building on top of surface parking that would include approximately 1,540 parking spaces. The proposed project is consistent with the M-2 (General Industrial District) zone requirements, except for the height of the structure, which would exceed the 35-foot maximum height limit in the M-2 zone. As such, a rezone to M-2-X (General Industrial, Conditional Development) plus approval of a Conditional Development Permit (CDP) would be required to exceed the height limit. The entitlement process for the West Campus includes the following review and permit approvals:

- **Rezone from M-2 to M-2-X and Conditional Development Permit:** to permit the structure to exceed the 35-foot building height maximum in the M-2 zone;

- **Heritage Tree Removal Permits:** to permit the removal of heritage trees that are located within the development envelope of the proposed project;
- **Below Market Rate Housing Agreement:** per the requirements of the City's Municipal Code, a Below Market Rate (BMR) Housing Agreement is required, which would help increase the affordable housing supply by requiring the applicant to provide monies for the BMR fund;
- **Lot Merger:** to combine the two legal lots that make up the project site;
- **Development Agreement:** which results in the provision of overall benefits to the City and adequate development controls in exchange for vested rights in West Campus Project approvals;
- **Environmental Review:** An Environmental Impact Report (EIR) was prepared and certified by the City Council on May 29, 2012 that analyzed the potential environmental impacts associated with both the East Campus and West Campus components of the project. Given that there have been refinements to the project design since the environmental review was completed, additional environmental review will be conducted to confirm that the proposed project does not result in environmental impacts that were not already identified in the EIR. Staff anticipates that an addendum to the previously certified EIR will be required as part of the project review process; and
- **Adopt a the Statement of Overriding Considerations and Mitigation Monitoring and Reporting Program:** which includes specific findings that the West Campus Project includes substantial benefits that outweigh its significant, and adverse environmental impacts, and establishes responsibility and timing for implementation of all required mitigation measures.

Activities to Date

As indicated previously, the Facebook Campus Project includes two project sites inclusive of the East Campus and West Campus. The Project is being processed in phases, with the East Campus entitlements approved by the City Council in May and June of 2012. The 56.9 acre East Campus is located at 1601 Willow Road and was previously occupied by Oracle (formally Sun Microsystems). The site is currently developed with nine buildings, which contain approximately 1,035,840 square feet. As part of the project approvals in May and June, the City Council took the following actions:

- **Approved an Amended and Restated Conditional Development Permit (CDP):** The Council approved an amended and restated CDP to convert the existing employee cap of 3,600 employees to a vehicular trip cap. The vehicular trip cap specifies a maximum of 2,600 trips during the AM Peak Period from 7:00 a.m. to 9:00 a.m. and the PM Peak Period from 4:00 p.m. to 6:00 p.m. and a maximum of 15,000 daily trips. The trip cap will allow approximately 6,600 employees to occupy the East Campus;
- **Approved Heritage Tree Removal Permits:** to authorize removal of one heritage tree on the East Campus and seven heritage trees on the West Campus

to facilitate construction of improvements to the existing undercrossing of Bayfront Expressway;

- **Approved a Development Agreement:** which results in the provision of overall benefits to the City and adequate development controls in exchange for vested rights in East Campus Project approvals;
- **Certified the Environmental Impact Report:** which analyzes the potential environmental impacts of the proposed Project inclusive of the East Campus and West Campus; and
- **Adopted the Statement of Overriding Considerations and Mitigation Monitoring and Reporting Program:** which includes specific findings that the East Campus Project includes substantial benefits that outweigh its significant, and adverse environmental impacts, and establishes responsibility and timing for implementation of all required mitigation measures.

Council review and action on the East Campus entitlements is complete and subsequent project review will focus on the review and permit approvals required for the West Campus component of the Facebook Campus Project.

Detailed information regarding the Facebook Campus Project, including the EIR, Fiscal Impact Analysis (FIA) and all staff reports is provided on the Facebook Campus Project page, which is available at:

http://www.menlopark.org/projects/comdev_fb.htm

The Facebook Campus Project page will continue to be updated as project review associated with the Facebook West Campus progresses.

Proposed Process

Attachment B is the Facebook West Campus Preliminary Draft Permitting Schedule, which is generally based on the process that was used for the Facebook East Campus project. However, some refinements have been made based upon the fact that the East Campus review process included preparation of both an EIR and FIA, which analyzed the impacts of both phases of the Facebook Campus Project, and also included the appointment of a Council Development Agreement sub-committee.

The schedule is relatively aggressive, targeting completion of land use entitlements for the West Campus by the end of March 2013. This preliminary draft schedule reflects the opportunity to leverage work and public outreach already completed as part of the East Campus project review process, as well as a staff recommendation to utilize the same Council Development Agreement sub-committee members for negotiation of the West Campus Development Agreement to streamline the process. The City's negotiating team would be comprised of the City Manager, City Attorney, Public Works Director, and Development Services Manager. The City Attorney and the City Manager would

consult with the Council Subcommittee, comprised of Mayor Keith and Council Member Cline, at key junctures in the negotiation process.

As reflected in the Facebook West Campus Preliminary Draft Permitting Schedule included as Attachment B, the processing of the West Campus proposal is anticipated to take approximately 30 weeks. This draft schedule includes nine public meetings, inclusive of five City Council meetings. If needed, additional meetings could be added to this framework, but the goal would be that additional meetings would be special meetings of the body and would not extend the overall timeline. It should be noted that all proposed meetings in 2013 are tentative dates, as the Council will not adopt the 2013 meetings calendar until December 2012.

If the City Council believes that the preliminary draft schedule, as proposed, is generally acceptable, then the next step for the Council would be to provide direction on the Development Agreement parameters at its meeting on October 30, 2012. The October 30, 2012 meeting was previously not included on the Council's calendar and would have to be added. Addition of this meeting is critical in order to maintain the schedule as currently proposed. If the Council would like to discuss the draft process in more detail to consider major changes, then the Council could agendaize this topic as a regular business item at its September 18, 2012 meeting.

IMPACT ON CITY RESOURCES

The applicant is required to pay planning permit fees, based on the City's Master Fee Schedule, to fully cover the cost of staff time spent on the review of the project. The applicant is also required to bear the cost of the associated environmental review. For the environmental review, the applicant deposits money with the City and the City pays the consultants. In addition, public benefits negotiated as part of the Development Agreement would serve to help offset any potential impacts of the Project.

POLICY ISSUES

The proposed project will ultimately require the Council to consider certain land use entitlements. Staff will be identifying policy issues during the Council's review of the project such as public benefit related to the Development Agreement. The negotiation of the Development Agreement is projected to commence after the Council discusses Development Agreement parameters, which is anticipated to occur at its meeting on October 30, 2012.

ENVIRONMENTAL REVIEW

An Environmental Impact Report (EIR) was prepared and certified by the City Council on May 29, 2012 that analyzed the potential environmental impacts associated with both the East Campus and West Campus components of the project. Given that there have been refinements to the project design since the environmental review was completed, additional environmental review will be conducted to confirm that the

proposed project does not result in environmental impacts that were not already identified in the EIR. Staff anticipates that an addendum to the previously certified EIR will be required as part of the project review process.

Signature on file

Rachel Grossman
Associate Planner
Report Author

Signature on file

Justin Murphy
Development Services Manager

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting. In addition, the City has prepared a project page for the proposal, which is available at the following address:

http://www.menlopark.org/projects/comdev_fb.htm. This page provides up-to-date information about the project, allowing interested parties to stay informed of its progress. The page allows users to sign up for automatic email bulletins, notifying them when content is updated.

ATTACHMENTS

- A. Facebook West Campus Plan Submission , Select Plan Sheets, August 27, 2012
- B. Facebook West Campus, Preliminary Draft Permitting Schedule

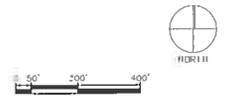
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west campus

facebook west campus plan
submission
august 27, 2012

RECEIVED
AUG 27 2012
BY PLANNING





DUMBARTON RAILWAY

BAYFRONT EXPRESSWAY

WILLOW ROAD

WEST LOT - EMPLOYEE & VISITOR PARKING

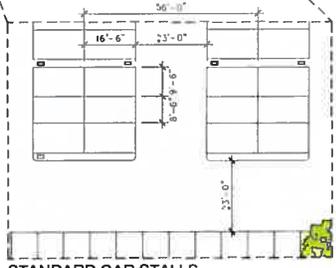
EAST LOT - EMPLOYEE PARKING

	WEST LOT	EAST LOT	TOTAL
REGULAR STALLS 8'-6" x 18'-0"	357	1,032	1389
ENERGY EFFICIENT VEHICLE STALLS (EEV) 8'-6" x 16'-0"	34	91	125*
ADA COMPLIANT VEHICLE STALLS 8'-0" x 18'-0" (W/ 5'-0" ACCESS AISLE)	10	10	20
ADA COMPLIANT VAN STALLS 8'-0" x 18'-0" (W/ 8'-0" ACCESS AISLE)	2	4	6
TOTAL VEHICLE PARKING			1540
BICYCLE PARKING	40	48	88

* 8% OF TOTAL PARKING (APPROX 123 SPACES) SHALL BE DESIGNATED PARKING FOR LOW-EMISSION, FUEL EFFICIENT AND CARPOOL/VAN POOL VEHICLES. OF THIS TOTAL, UP TO 4 SPACES ARE ELECTRIC VEHICLE SPACES WITH CHARGING STATIONS, CONSISTENT WITH CALGREEN REQUIREMENTS.
WEST CAMPUS TO PROVIDE BICYCLE PARKING FOR A MINIMUM OF 5% OF TOTAL MOTORIZED VEHICLE PARKING CAPACITY (7). SHORT TERM BIKE RACKS SHALL BE PROVIDED WITHIN 20' OF MAIN ENTRANCES (CONSISTENT WITH CAL-GREEN 391) TO FACILITATE ON-CAMPUS BIKE SHARE.



ADA CAR/VAN STALLS



STANDARD CAR STALLS

LEGEND

- SITE SECURITY CONTROL STATION
- BUILDING SECURITY CONTROL STATION
- TRASH COLLECTION
- BICYCLE PARKING
- ENERGY EFFICIENT VEHICLE PARKING
- ADA COMPLIANT VEHICLE AND VAN PARKING
- NON-OFFICE SPACE/AMENITIES/MECHANICAL
- INTERIOR CORE/STAIR



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WA.3.1: PARKING PLAN
SCALE: 1"=60'
11X17 SCALE IS 1"=120'
AUGUST 27 2012

BAYFRONT EXPRESSWAY



DRAWING LEGEND:

1 SMALL CONF RM	5 STORAGE ROOM	SHIPPING / RECEIVING	17 RESTROOM
2 MEDIUM CONF RM	6 PURPLE TIE LAUNDRY	IDF / MDF ROOM / VOIP	18 JANITOR'S CLOSETS
3 LARGE CONF RM	7 IT SUPPLY DEPOT / KIOSK	UPS	
4 SHARED PRIVATE OFFICE	8 POP-UPS	LIBRARY	
	9 MOTHER'S ROOM		
	10 MAIL / COPY / PRINT CENTER		
	11 MICRO KITCHEN	IT HELP DESK / IT STORAGE	CAFETERIA / CAFE
	12 GAME ROOM		

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WA.3.2: FIRST FLOOR PLAN

SCALE: 1"=60'
 11X17 SCALE IS 1"=120'
 AUGUST 27 2012

DEVELOPMENT STANDARDS	PROPOSED PROJECT	M-2 ZONING ORDINANCE
LOT AREA	963,684 SF	25,000 SF MIN.
AVERAGE LOT WIDTH	500.75 FT	100 FT MIN.
AVERAGE LOT DEPTH	1846.4 FT	100 FT MIN.
SETBACKS		
FRONT	219 FT	20 FT
REAR	60 FT	0 FT
SIDE (LEFT)	60 FT	10 FT
SIDE (RIGHT)	60 FT	10 FT
BUILDING COVERAGE		
COVERAGE; (INCLUDES BUILDING ENCLOSURE, EXTERIOR TERRACES, SECURITY STATIONS)	480,904 SF 49.90 %	481842 SF 50 %
FAR (FLOOR AREA RATIO)	433,555 SF / 963,684 SF 44.99 %	433,657 SF / 963,684 SF 45 %
SQUARE FOOTAGE BY FLOOR		
GROUND FLOOR	14,218 SF	
FIRST FLOOR	413,690 SF	
ROOF LEVEL	5,197 SF	
ACCESSORY BUILDING (SECURITY STATIONS)	450 SF	
TOTAL SQUARE FOOTAGE	433,555 SF	433,657 SF
BUILDING HEIGHT ABOVE AVG. NATURAL GRADE	73 FT	35 FT
PARKING		
PARKING PROVIDED ONSITE	1,540 SPACES	
CALCULATED BASIS: 1 SPACE / 300 SF		1,446 SPACES

PERVIOUS / IMPERVIOUS SURFACES	
GROUND FLOOR	
PERVIOUS LANDSCAPE (OUTSIDE BUILDING FOOTPRINT)	245,125 SF
PERVIOUS EMERGENCY VEHICLE ACCESS LANE	125,048 SF
IMPERVIOUS PAVING (OUTSIDE BUILDING FOOTPRINT)	113,800 SF
ACCESSORY BUILDING ROOFS (IMPERVIOUS AREA)	461 SF
FIRST FLOOR	
IMPERVIOUS TERRACE	63,573 SF
ROOF LEVEL*	
PERVIOUS GREEN ROOF LANDSCAPE	236,531 SF
PERVIOUS GREEN ROOF PATH	52,934 SF
IMPERVIOUS ROOF	126,212 SF
TOTAL PERVIOUS SURFACE WITH GREEN ROOF	659,638 SF 68 %
TOTAL IMPERVIOUS SURFACE WITH GREEN ROOF	304,046 SF 32 %
TOTAL PERVIOUS SURFACE EXCLUDING GREEN ROOF	370,173 SF 38 %
TOTAL IMPERVIOUS SURFACE EXCLUDING GREEN ROOF	593,511 SF 62 %

*POTENTIAL GREEN ROOF AREA REPORTED IS SUBJECT TO REFINEMENT

TREES*	
NUMBER OF EXISTING HERITAGE TREES	73
NUMBER OF EXISTING HERITAGE TREES TO REMAIN	39
NUMBER OF EXISTING HERITAGE TREES REMOVED	34
NUMBER OF EXISTING HERITAGE TREES IN POOR HEALTH	160
NUMBER OF EXISTING HERITAGE TREES IN POOR HEALTH TO REMAIN	53
NUMBER OF EXISTING HERITAGE TREES IN POOR HEALTH REMOVED	107
NUMBER OF EXISTING NON-HERITAGE TREES	392
NUMBER OF EXISTING NON-HERITAGE TREES TO REMAIN	25
NUMBER OF EXISTING NON-HERITAGE TREES REMOVED	367
NUMBER OF NEW TREES	
GROUND LEVEL SITE TREES	254
TERRACE TREES (POTENTIAL)	24
ROOF GARDEN LEVEL TREES (POTENTIAL)	148
TOTAL NUMBER OF SITE TREES (NEW SITE TREES PLUS EXISTING TREES TO REMAIN)	371

*TREE DISPOSITION REPORTED ABOVE IS BASED ON AVAILABLE LOCATION DATA AND IS SUBJECT TO REVISION BASED ON ACTUAL TREE SITE LOCATION RELATIVE TO PROPOSED PROJECT DEVELOPMENT.



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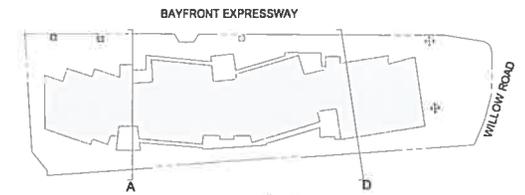
WA.3.6: PROPOSED AREA STATEMENT

AUGUST 27 2012

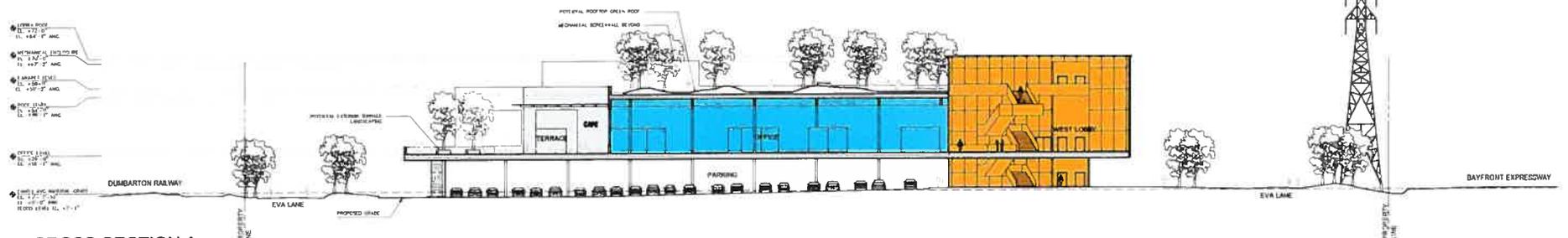
ATTACHMENT A

LEGEND

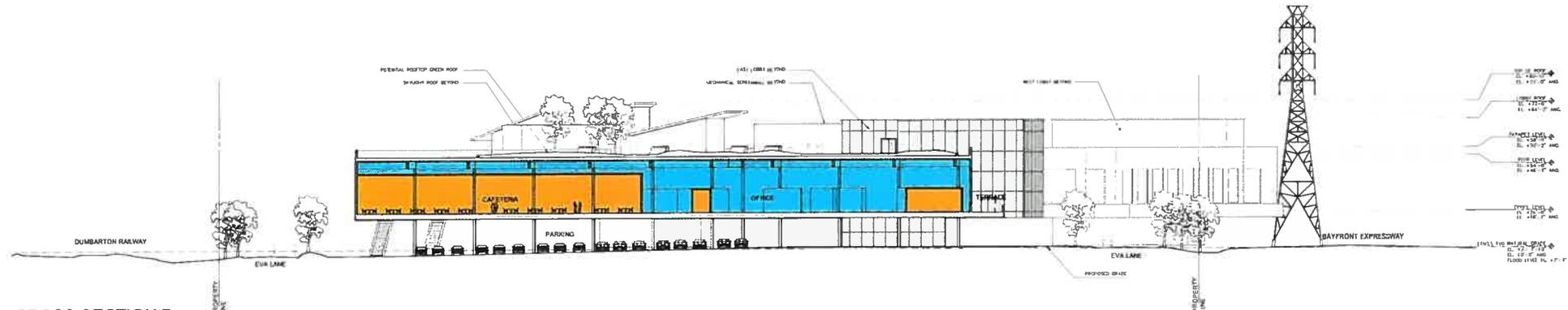
- OFFICE
- NON OFFICE - AMENITIES/MEETING ROOMS
- EXTERIOR TERRACE
- EXTERIOR STAIRS
- INTERIOR CORE/STAIR



KEY PLAN
SCALE 1/8" = 1'-0"



CROSS SECTION A
SCALE: 1" = 25'-0"



CROSS SECTION D
SCALE: 1" = 25'-0"

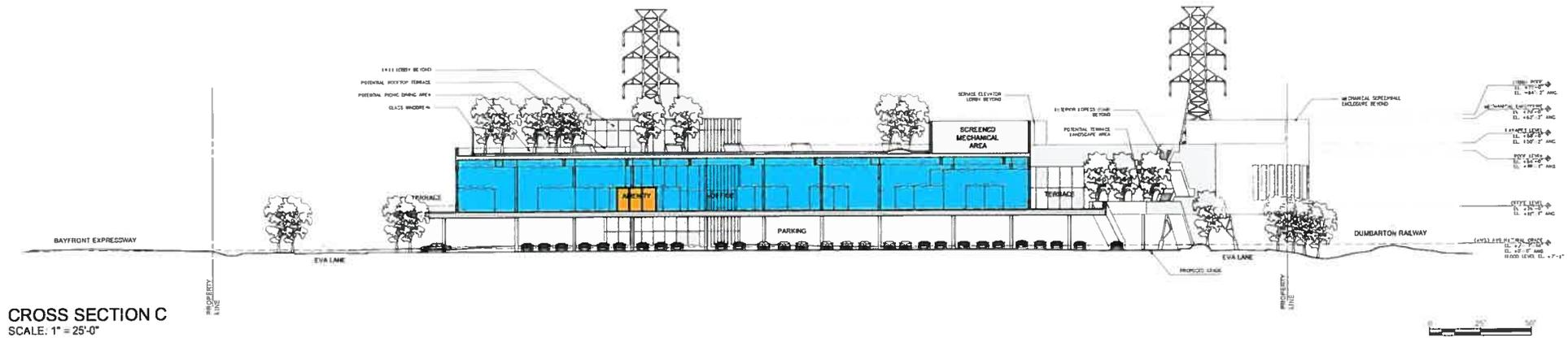
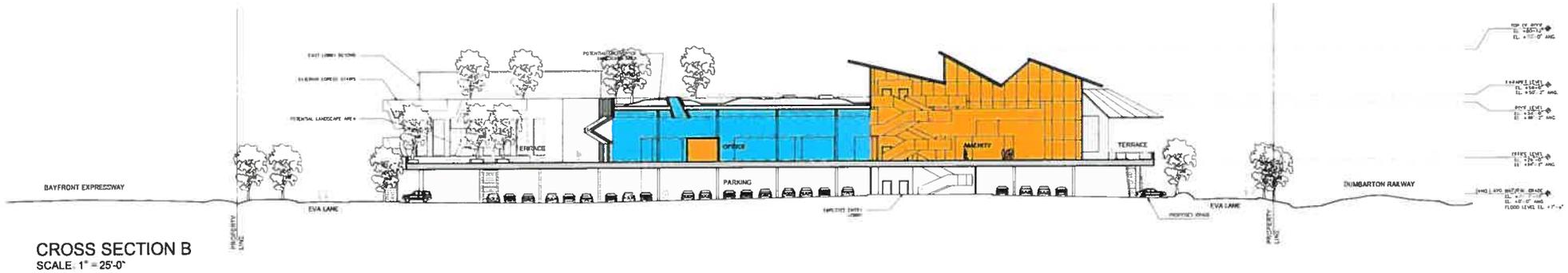
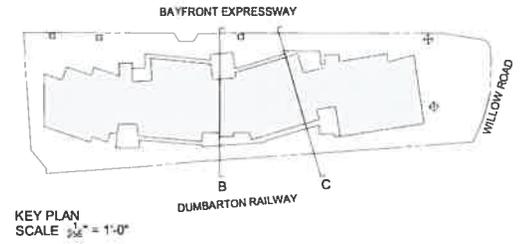
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WA.5.5: SITE SECTION
SCALE: 1" = 25'-0"
AUGUST 27 2012

ATTACHMENT A

LEGEND

- OFFICE
- NON OFFICE - AMENITIES/MEETING ROOMS
- EXTERIOR TERRACE
- EXTERIOR STAIRS
- INTERIOR CORE/STAIR



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WA.5.6: SITE SECTION
SCALE: 1" = 25'-0"

AUGUST 27 2012

Number	Task	Time Required	Target Completion Date
1	<i>Submittal</i>		<i>August 27, 2012</i>
2	Council Meeting - Info item on proposed process		September 11, 2012
4	Planning Commission - Study Session		September 24, 2012
5	Public Outreach Meeting in Belle Haven		October 18, 2012
6	City Council Meeting - Regular Business Item DA Parameters		October 30, 2012
7	<i>Prepare and complete Addendum - will be released as part of February PC hearing</i>	90 days**	<i>December 25, 2012</i>
8	<i>Negotiations</i>	75 days***	<i>January 14, 2013</i>
9	City Council Meeting - Regular Business Item for Term Sheet Review		February 5, 2013
10	Housing Commission - BMR Agreement		February 13, 2013
11	Planning Commission - Public Hearing on Project Proposal, including review of addendum, rezoning, CDP, lot merger, heritage tree removal permits, BMR Agreement, Development Agreement, SOC, and MMRP		February 25, 2013
12	City Council - Public Hearing on Project Proposal, including review of addendum, rezoning, CDP, lot merger, heritage tree removal permits, BMR Agreement, Development Agreement, SOC, and MMRP		March 19, 2013
13	City Council - second reading of rezoning and DA ordinances		March 26, 2013
		Total Weeks	31
<p>* To maintain these timelines, the applicant shall provide project resubmittals, inclusive of required plan sets and reports in a timely fashion. All 2013 dates are estimates, as the Council and Planning Commission schedules have not been adopted. Demolition of the remaining two buildings and grading for new construction is part of this submittal, therefore, these actions cannot occur until after completion of the environmental review process. The West Campus Remediation Project, under the purview of the Department of Toxic Substance Control (DTSC), is a distinct project.</p>			
<p>** Preparation period begins on anticipated approval date for scope amendment which is expected on September 26, 2012</p>			
<p>***Negotiations period begins on anticipated Council meeting date to discuss the DA Parameters and Process, which is anticipated on October 30</p>			