



Menlo Park's Redevelopment Area

- The Story of RDAs and Menlo Park's RDA



Las Pulgas Redevelopment Area

- RDA's were created to
 - Assist with eliminating blight in a designated area
 - Achieve desired private investment and development
 - Create jobs, revitalize businesses, rehab and add to housing stock and reverse deteriorating trends



Las Pulgas Redevelopment Area

- State law created a method of funding called “tax increment financing”
 - When City Council approves a redevelopment plan, property within the plan area has a total tax value; when the value increases the taxes from the increase (the increment) are allocated back to the plan area.
 - Other taxing agencies (like the State) lose part of the new property taxes generated by redevelopment but continue to receive base revenues and non property-tax revenues



Las Pulgas Redevelopment Area

- The City of Menlo Park created and adopted the initial Las Pulgas Community Development Plan for the area in 1981



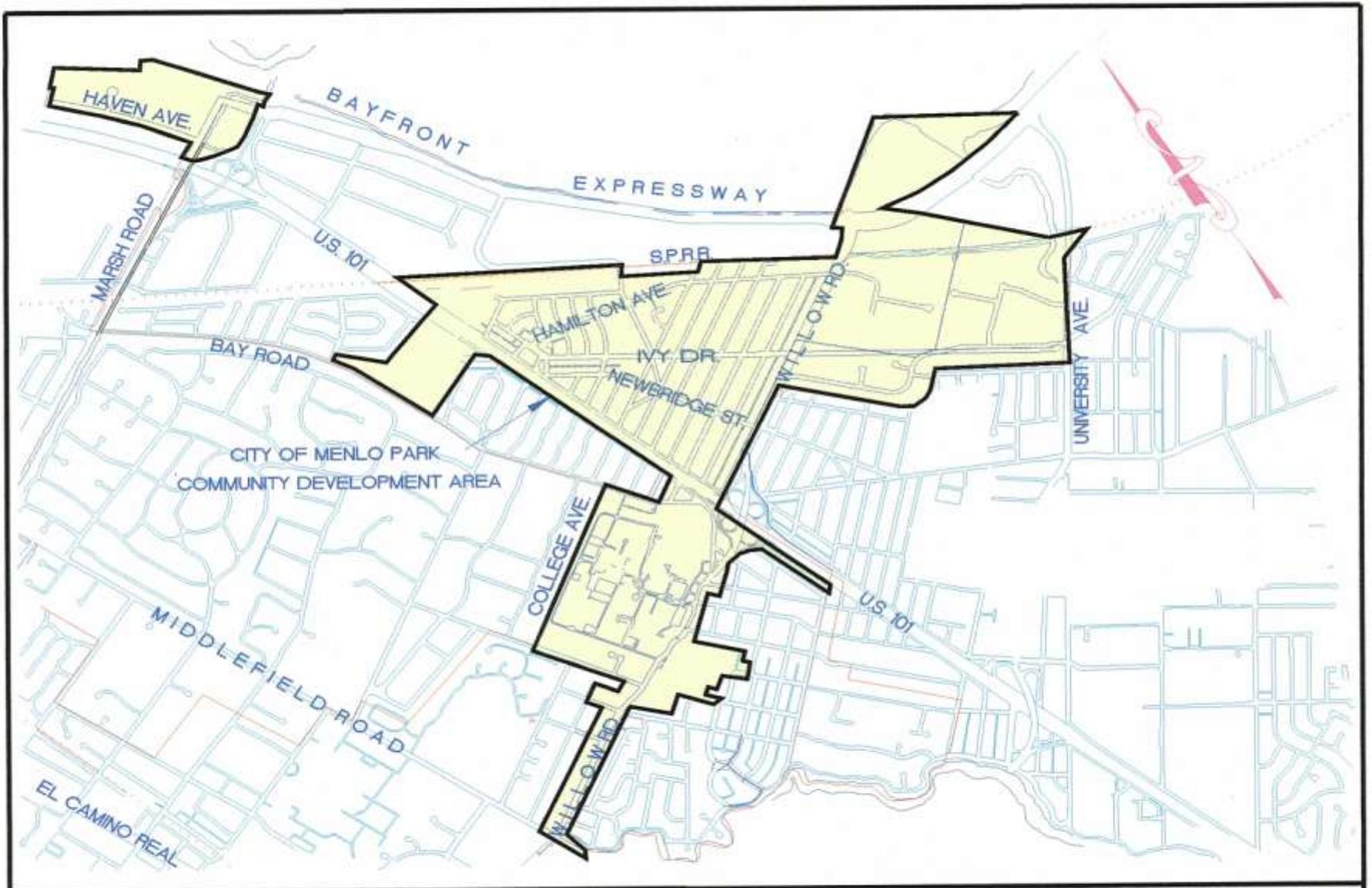
Las Pulgas Redevelopment Area

- Since 2001, over \$31,000,000 in capital projects have been completed
- Over \$1,000,000 annually allocated in support of ongoing programs



Las Pulgas Redevelopment Area

- The Las Pulgas Redevelopment Area covers 857 acres
- Bounded generally on the north by San Francisco Bay, on the northwest by Redwood City, and on the southeast by East Palo Alto
- Includes parts with zoning designations M2 (light industrial) and R1 (residential)



**CITY OF MENLO PARK
COMMUNITY DEVELOPMENT AREA**



Las Pulgas Redevelopment Area

- RDA Projects must meet these criteria
 - Enhance the overall living environment of the area
 - Promote home ownership and home improvement opportunities in the area
 - Encourage private sector investment together with the provision of additional public amenities
 - Increase local employment opportunities and the expansion of existing commercial enterprises in the area



Las Pulgas Redevelopment Area

- Projects must meet these criteria
 - Promote commercial and industrial rehabilitation and infill construction in the area
 - Promote the development of affordable rental and ownership housing
 - Ameliorate present overcrowded housing conditions and seek to prevent them in the future
 - Accomplish these goals with a minimum displacement of any homeowner, tenant or business



Las Pulgas Redevelopment Area

Projects must also:

- Not benefit an individual or private business
- Be physically and economically feasible
- Be sustainable for the long term



Menlo Park's Redevelopment Area

- What the Menlo Park Redevelopment Plan has accomplished:



CITY OF
MENLO
PARK
410 IVY DRIVE

BELLE HAVEN
CHILD DEVELOPMENT
CENTER





Ivy Drive Plaza





Willow Corners Development





Belle Haven Branch Library





Hamilton Avenue Streetscape





Onetta Harris Senior Center





Onetta Harris Community Center





Kelly Park Renovations





Market Place Park Renovations





Belle Haven School Field Renovations





Overall Streetscape



Typical Street Repairs

- ✓ **Street Resurfacing**
- ✓ **Curb & Gutter Replacement**
- ✓ **Sidewalk and Driveway Repairs**
- ✓ **Tree Planting**

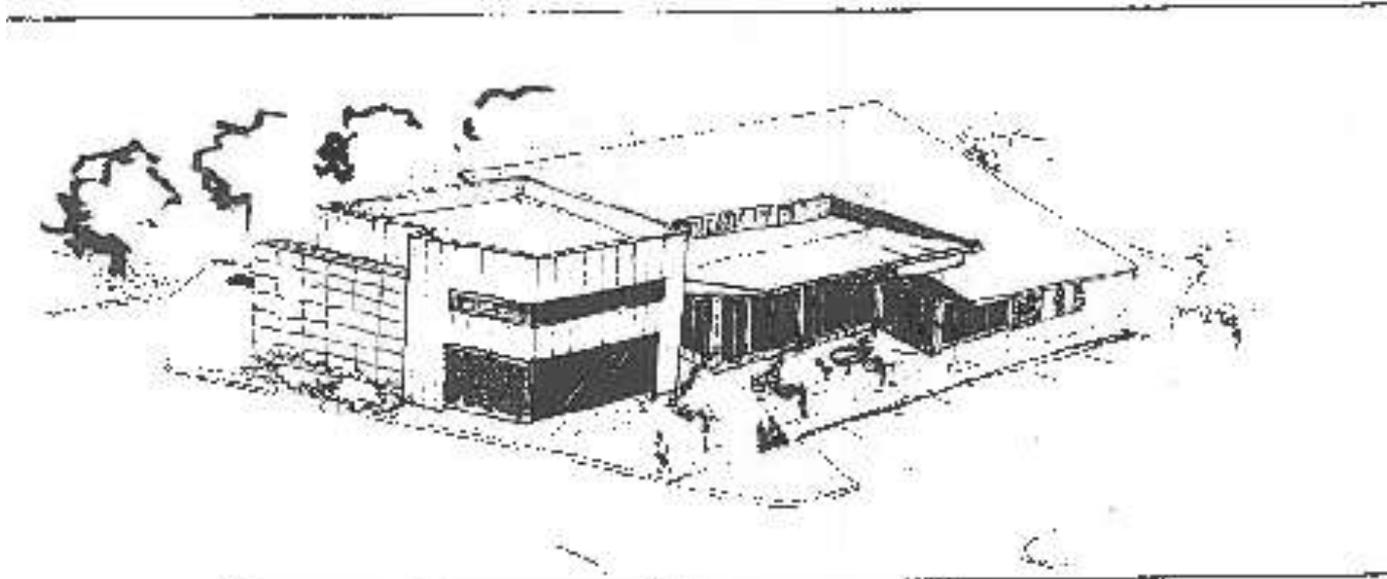


Hamilton Park & Housing

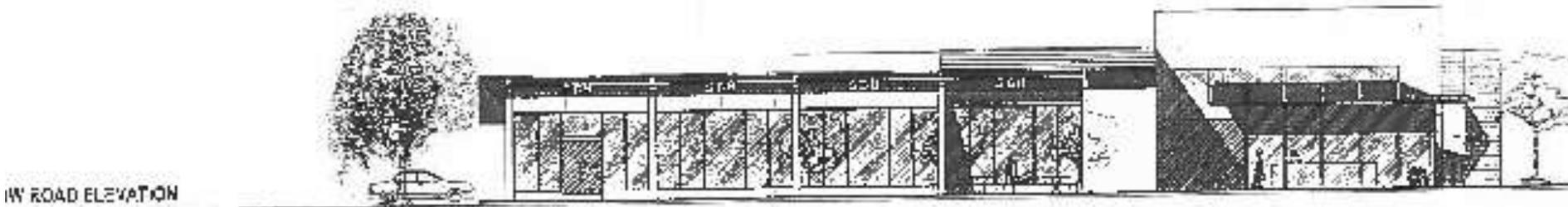




Planned Police Substation



TOWARDS NEIGHBORHOOD PLAZA



W ROAD ELEVATION



Services: Graffiti Abatement





Services: Police services



**Narcotics
Enforcement Team**

Code Enforcement



Menlo Park's Redevelopment Area

RDAs were dissolved by the state in
February, 2012