



FACEBOOK CAMPUS EXPANSION PROJECT

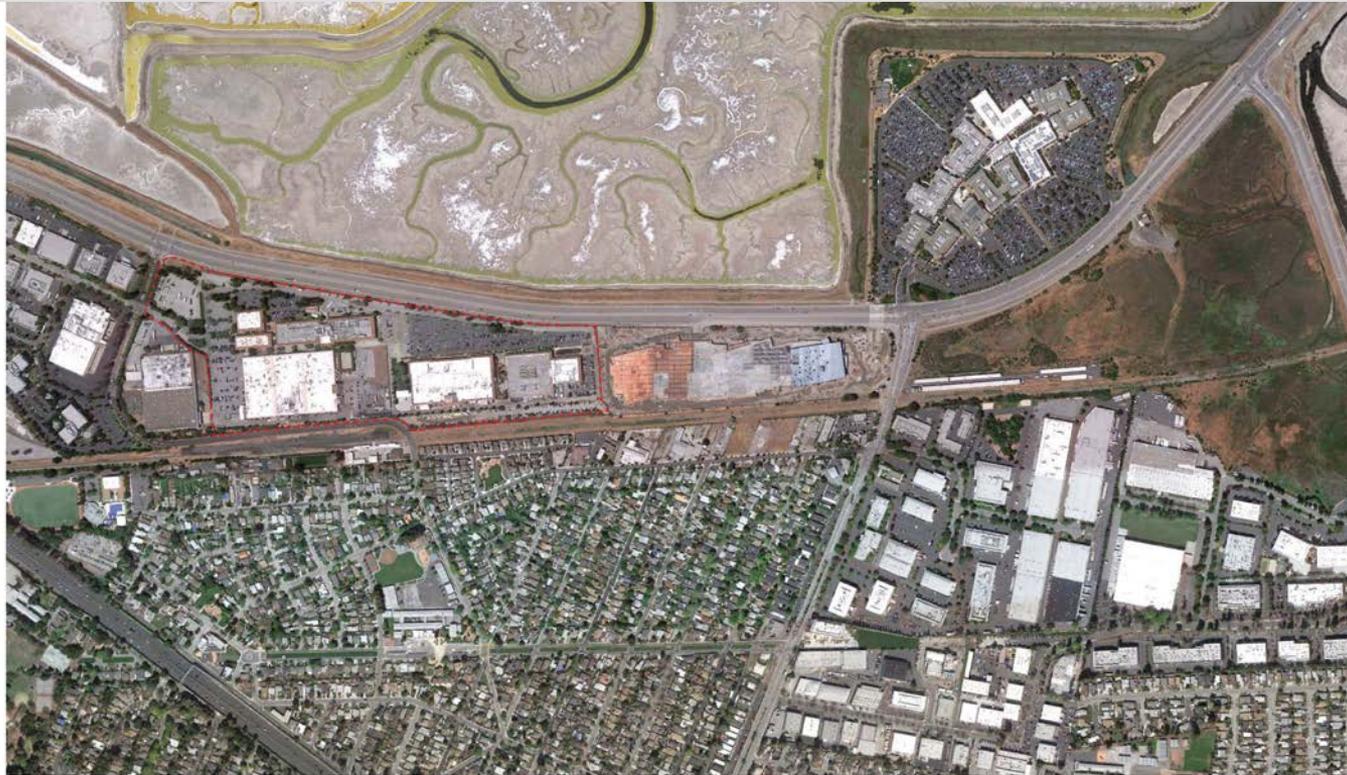
Draft Environmental Impact Report & BMR Agreement Presentation

Housing Commission Meeting (June 29, 2016)

AGENDA

- Project Summary
- California Environmental Quality Act (CEQA)
- Draft EIR Population and Housing Analysis
- Process to Review and Comment
- Displacement Analysis
- Proposed BMR Agreement
- Project Status and Schedule
- Project Sponsor Presentation
- Commission Discussion
- Recommendation on BMR Agreement





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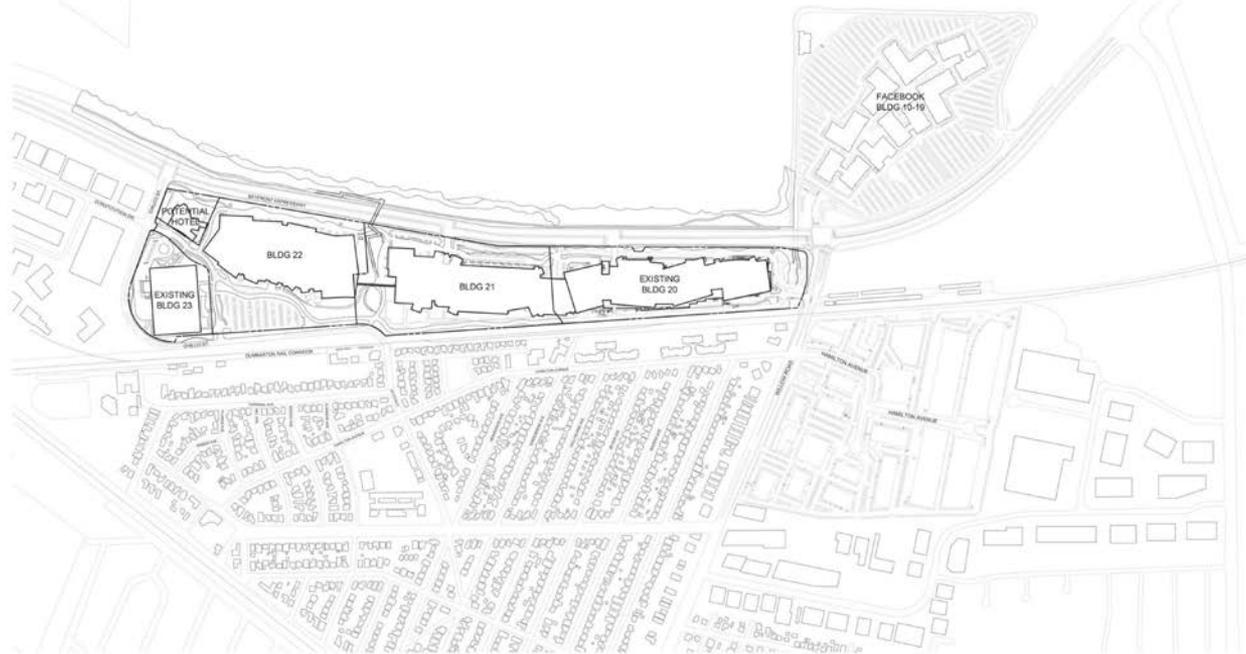
Facebook Campus Expansion

Buildings 21, 22 & Hotel Site
301-309 Constitution Drive, Menlo Park, California
Gehry Partners, LLP

AERIAL REGIONAL SITE VIEW | A0-02

SCALE : 1"= 300'
11X17 SCALE IS 1"= 600'

JULY 17, 2015



Facebook Campus Expansion

Buildings 21, 22 & Hotel Site
301-309 Constitution Drive, Menlo Park, California
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PROPOSED REGIONAL PLAN | A1-02

SCALE : 1"= 300'
11X17 SCALE IS 1"= 600'
FEBRUARY 26, 2016

PROPOSED DEVELOPMENT PROGRAM

Proposed project buildings	Gross Floor Area (GFA)	Buildings to be demolished	Proposed parking
Building 21	512,900 s.f.	307-308 Constitution Drive	1,476 spaces
Building 22	449,500 s.f.	301-306 Constitution Drive	1,294 spaces
Building 23 (Existing)	180,100 s.f.	Conversion of 300 Constitution Drive	518 spaces
Total Office	1,142,500 s.f.		3,288 spaces
Hotel	174,800 s.f.	n/a	245 spaces
Total Site	1,317,300 s.f.		3,533 spaces

OVERVIEW OF CEQA

- **Highly structured** by State law, guidelines and court cases
- **Informational document** to disclose impacts to the public and decision makers
- Impacts need to be associated with **physical effects on the environment** – not social or economic impacts
- Analysis considers **cumulative** impact of project
- Need to consider **feasible alternatives** to the project



TOPICS EVALUATED IN DRAFT EIR

- Aesthetics
- Air Quality
- Biological Resources
- Cultural Resources
- Geology and Soils
- **Greenhouse Gas Emissions**
- Hazardous Materials
- Land Use
- Noise
- Population and Housing
- Public Services
- **Transportation**
- Utilities and Service Systems
- Hydrology and Water Quality

OVERVIEW OF DRAFT EIR IMPACTS

- Classification of potential impacts
 - Potentially significant (PS)
 - Less-than-significant (LTS)
 - No Impact (NI)
 - The Draft EIR provides mitigations for PS impacts
 - Mitigations can reduce PS to a LTS level (LTS/M)
 - If mitigations would not diminish the effects to LTS, then impact is “Significant and unavoidable” (SU).

FINAL EIR

- The Final EIR will include a response to comments and the Draft EIR
- Comments should focus on the following:
 - The environmental analysis
 - Adequacy of the EIR
 - City's compliance with CEQA
- Non-environmental comments will be noted



POPULATION AND HOUSING

- Purpose to characterize the potential for Project-induced population, housing, and employment changes
- Thresholds of Significance
 - Induce substantial population growth in an area, either directly or indirectly.
 - Displace a substantial number of existing housing units, necessitating the construction of replacement housing elsewhere.
 - Displace a substantial number of people, necessitating the construction of replacement housing elsewhere.
- Impacts Not Evaluated in Detail
 - Direct population growth and displacement of housing
 - Displacement of people



POTENTIAL IMPACTS POPULATION AND HOUSING



- Impact POP-1: Indirect Population Growth (LTS)
 - Construction employment (Temporary)
 - Likely local and not permanent relocation
 - Operation
 - 4.8 percent of employees could live in Menlo Park
 - 175 housing units; 457 residents
 - Less than the projected resident increase by 2020
 - Housing growth/demand
 - Vacancy rate is 5.6 percent (738 units)
 - Housing demand accommodated by Housing Element
 - Not a significant share of projected growth for the region



POTENTIAL CUMULATIVE IMPACTS ON POPULATION AND HOUSING



- Impact C-POP-1: Cumulative Increase in Population (LTS)
 - Project would not contribute to residential growth directly
 - Project would be 2.4 percent of total cumulative population growth
- Impact C-POP-2: Cumulative Increase in Housing Demand (LTS)
 - Cumulative development would not increase housing demand beyond growth projections

HOW TO REVIEW THE DRAFT EIR AND DRAFT FIA



- Hard copies available:
 - Administration Building (701 Laurel Street)
 - Main Library (800 Alma Street)
 - Belle Haven Branch Library (413 Ivy Drive)
- Online:
 - City-maintained project page (<http://menlopark.org/1012/Environmental-Impact-Report>)

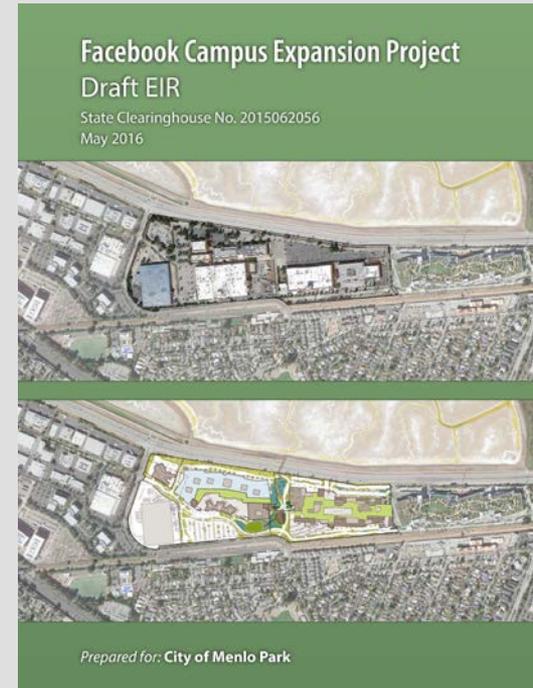
The screenshot shows the City of Menlo Park website with the following elements:

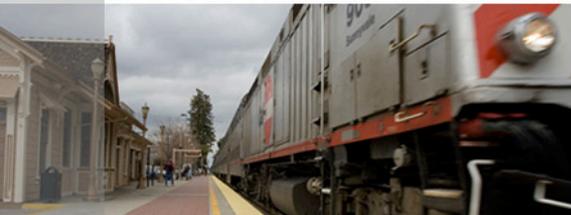
- Navigation:** GOVERNMENT, SERVICES, OUR COMMUNITY, DOING BUSINESS, I WANT TO...
- Left Sidebar:** Approved Facebook Campus, Environmental Impact Report, Presentations and Staff Reports, Project Plans, Notify Me!, Report a Concern, Speak Up!, Open Government, Register Online.
- Main Content:**
 - California Environmental Quality Act (CEQA)**
 - Environmental analysis of projects like the Facebook Project is required by the California Environmental Quality Act. For more information about CEQA, please see the CEQA website.
 - Draft Environmental Impact Report (DEIR)**
 - The Draft EIR was published on May 26, 2016, with a review period from May 26 to July 11, 2016. A public hearing on the Draft EIR will be held as part of the June 20, 2016 Planning Commission meeting. Comments on the Draft EIR may be made verbally at the June 20 meeting, or in writing to: Kyle Perata (email), Planning Division, 701 Laurel Street, Menlo Park CA 94025. All written comments must be received by July 11, 2016 at 5:30 p.m.
 - Table of Contents:**
 - Executive Summary
 - Chapter 1 - Introduction
 - Chapter 2 - Project Description
 - Chapter 3 - Environmental Impact Analysis
 - Introduction
 - 3.01 - Land Use
 - 3.02 - Aesthetics
 - 3.03 - Transportation/Traffic
 - 3.04 - Air Quality
 - 3.05 - Greenhouse Gas Emissions
 - 3.06 - Noise
 - 3.07 - Cultural Resources
 - 3.08 - Biological Resources
 - 3.09 - Geology and Soils
 - 3.10 - Hydrology and Water Quality
 - 3.11 - Hazards and Hazardous Materials
- Right Sidebar:** Contact Us (Kyle Perata, Senior Planner, Email, 650-330-6721), Related Links (Notice of Availability of DEIR, Facebook Campus Expansion Tentative Schedule, Planning Commission - 7/13/16 - Staff Report).

HOW TO COMMENT ON THE DRAFT EIR



- Written comments may be sent to:
 - Letter: Kyle Perata
Senior Planner
City of Menlo Park
701 Laurel Street, CA 94025
 - Email: ktperata@menlopark.org
 - Fax: 650-327-1653
- Draft EIR comment period closes Monday, July 11th at 5:30 P.M.





DISPLACEMENT ANALYSIS



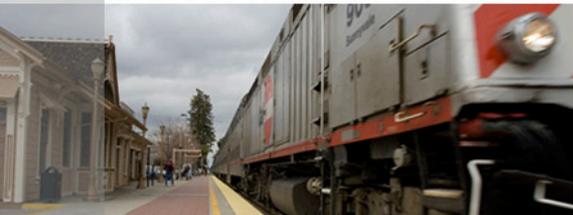
- Comments on Notice of Preparation (NOP)
 - Request to evaluate potential displacement in East Palo Alto
 - Not an impact under CEQA
 - Separate document and analysis from the Draft EIR
 - Displacement analysis includes Belle Haven neighborhood
- Analysis Methodology
 - Comparative review of real estate trends
 - Comparative Geographies
 - Hayward (selected zip codes); Fruitvale/Oakland; North Richmond; Bayfair/San Leandro; East San Jose/North Valley; Downtown Redwood City; Mountain View; San Mateo County (entire)
 - Estimate of direct demand
 - Based on Facebook employees in East Palo Alto and the Belle Haven neighborhood
 - Estimate of indirect demand
 - Rental and housing data



DISPLACEMENT ANALYSIS CONCLUSIONS



- Direct displacement from the project unlikely
 - Existing workforce housing patterns
 - 7,475 employees at Menlo Park Campus
 - 0.37% in East Palo Alto (28)
 - 0.24% in Belle Haven neighborhood (18)
 - Direct demand for housing units
 - 21 units in East Palo Alto (0.27% of existing housing stock)
 - 10 units in Belle Haven neighborhood (0.67% of existing housing stock)
 - Approximately 1-2% of expected vacant units per year over next five years (assumed build out)
 - Additional housing construction in vicinity
- Indirect displacement from the project potentially modest
 - Would contribute to regional job growth but potential impacts spread throughout Bay Area
 - Home prices in each community increased comparably to range of increase throughout region
 - Rental increases in each neighborhood and comparison communities have increased



BELOW MARKET RATE (BMR) AGREEMENT



- BMR Ordinance applies to project
 - Requirement to provide units or pay in-lieu fee
 - Site not zoned for housing
 - Other sites owned by applicant not currently zoned for housing
- Three options
 - Pay in-lieu fee of \$6,298,727.54
 - Provide 20 off-site units
 - Provide a combination of off-site units and payment of an in-lieu fee
- Phased project
 - Building 21
 - Building 22
 - Hotel
 - 2 years from issuance of building permit to comply per phase



PROPOSED BMR IN-LIEU FEE AND EQUIVALENT UNIT COUNT

Project Components	In-Lieu Fee	Equivalent Units
Building 21 (Demolish Buildings 307-309)	\$4,298,791.77	13
Building 22 (Demolish Buildings 301-306)	\$522,875.77	2
Hotel	\$1,477,060.00	5
Total	\$6,298,727.54	20





SCHEDULE OF MEETINGS DURING DRAFT EIR REVIEW PERIOD



- ✓ June 6 - Joint Bicycle/Transportation Commission meeting – 5:30 P.M.
- ✓ June 6 – Bicycle Commission meeting – 7:00 P.M.
- ✓ June 8 – Transportation Commission meeting – 7:00 P.M.
- ✓ June 20 – Planning Commission public hearing/study session – 7:00 p.m.
- ✓ June 21 – Council meeting – 7:00 P.M.
- ✓ June 22 – Environmental Quality Commission meeting – 6:30 P.M.
- June 29 – Housing Commission meeting – 5:30 P.M.
- Tentative meetings:
 - August 22 – Planning Commission recommendation 7:00 P.M. (tentative)
 - September 13 – City Council initial actions 7:00 P.M. (tentative)
 - September 22 – City Council final actions 7:00 P.M. (tentative)
 - For full meeting schedule and locations please visit the City-maintained project page.



THANK YOU