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## 3.7 LAND USE

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### Introduction

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This section describes the existing and proposed land uses within and around the project area, and evaluates the potential for land use incompatibilities to occur with development of the proposed project. New development adjacent to existing land uses, particularly if it is much more intensive or involves operations or activities whose effects extend beyond the property, may create land use incompatibilities through changes in air quality, increased noise, or increased traffic; these potential impacts are analyzed in other technical sections of this DEIR (see Sections 3.2, Air Quality; 3.8, Noise; and 3.11, Traffic and Circulation).

This section also addresses the consistency of the proposed project with applicable land use goals and policies from the *City of Menlo Park General Plan* (adopted in 1994) and the *City of Menlo Park Municipal Code*, Title 16 Zoning Ordinance (as amended through 2005) that were specifically adopted to mitigate, or avoid, a significant environmental effect. The General Plan and Municipal Code consistency analysis is provided for environmental review; however, the City Council would ultimately determine the proposed project's consistency with the goals and policies contained in the City's General Plan and other City planning documents.

CEQA does not treat project consequences relating solely to land use, socio-economic, or population, employment or housing issues as direct physical impacts to the environment. An EIR may provide information regarding land use, planning and socio-economic effects; however, CEQA does not recognize these types of project consequences as typical impacts on the physical environment. The impact assessment focuses on changes in land use, use compatibility, and general plan consistency, to the extent that potential general plan conflicts may lead to physical impacts on the environment. Physical effects on the environment that could result from implementation of the proposed project are addressed in the appropriate technical sections of Chapter 3 of this DEIR.

The Initial Study prepared for the project (see Appendix B) determined that the proposed project would not divide the surrounding community and would not conflict with any applicable habitat or natural community conservation plans. Therefore, these two topics are not further discussed in this section.

Comments received on the Notice of Preparation (NOP) and made during the June 4, and June 19, 2007 public scoping meetings (see Appendix C) did not raise concerns associated with land use issues.

### Setting

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#### Project Area and Vicinity

The City of Menlo Park City limits encompasses an area of about 18 square miles (11,520 acres), including nearly 12 square miles (7,680 acres) of the San Francisco Bay and wetlands. The approximately 6.5-square-mile urbanized portion of the City is virtually built out. The approximately

16-acre project area is located between US 101 to the south, Marsh Road to the west, Bayfront Expressway to the north, and Chrysler Drive to the east. North of the project area, across Bayfront Expressway, is the hilly open space of Bedwell Bayfront Park and the San Francisco Bay beyond.

The project area is composed of two separate blocks; the 7-acre Independence site (located on Independence Drive) and the 9-acre Constitution site (located on Constitution Drive). The block bounded by Independence and Constitution Drives that bisects the project area is not a part of this project (see Figure 2-2 in Chapter 2, Project Description). Existing land uses on the Independence site include one- and two-story buildings surrounded by surface parking lots, landscaping, and tree-lined roadways. One parcel on the western portion of the site, between the most westerly parcel occupied by a low-rise office building and a research and development (R&D)/office building to the east, is vacant with exposed dirt. Similarly, existing development on the Constitution site includes one- and two-story buildings as well as an undeveloped vacant parcel with exposed dirt.

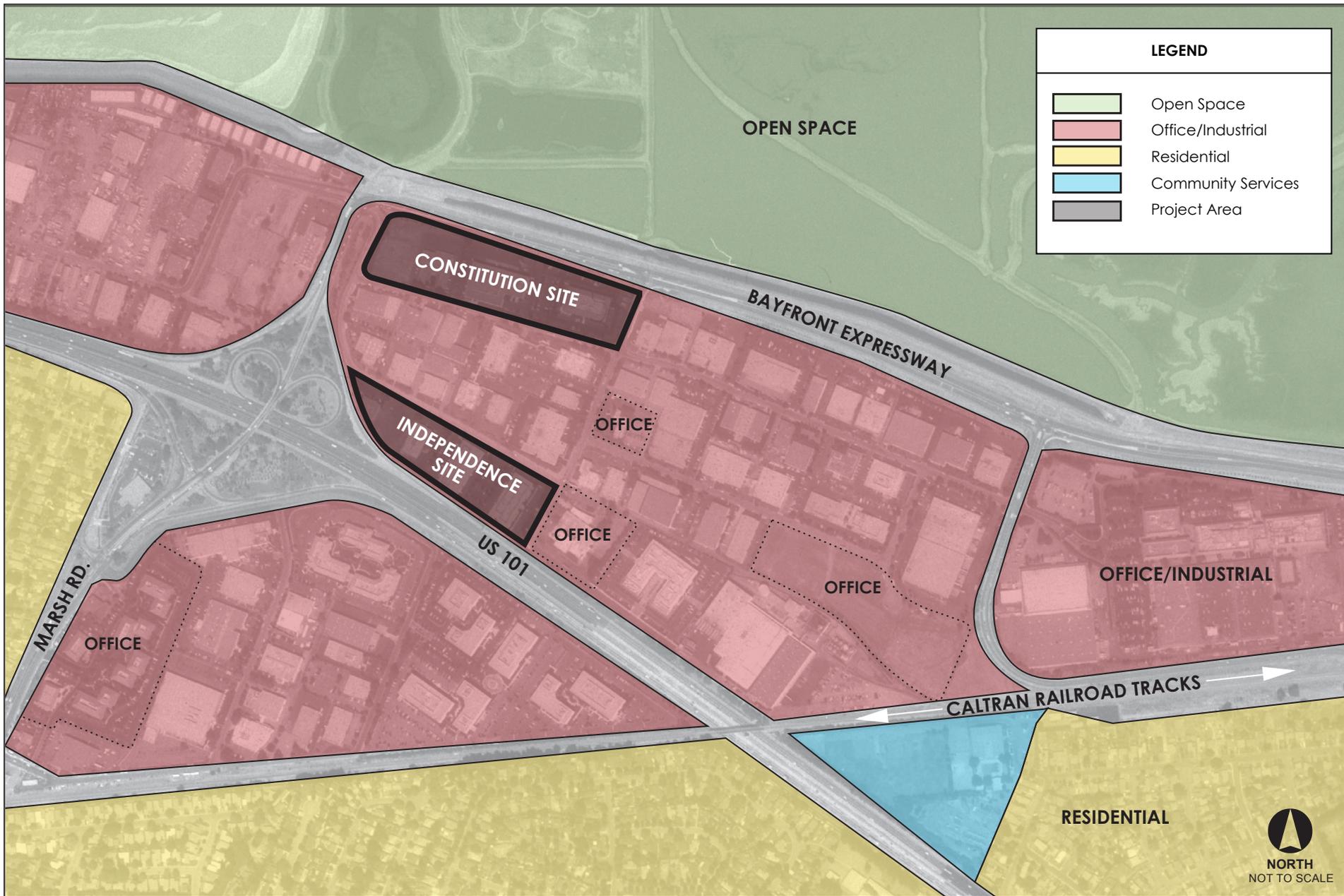
Figure 3.7-1 shows the current land uses in the vicinity of the project area. As shown, there are industrially zoned areas to the east, west, and south of the project area. The residential areas closest to the project area are the Belle Haven community to the southeast, across the Dumbarton Rail line tracks, the Lorelei Manor and Suburban Park neighborhoods located across US101 and southeast of Marsh Road, and neighborhoods in Redwood City located across US101 located to the northwest of Marsh Road. While the Belle Haven community, including the Onetta Harris Community Center, is less than 0.3 miles from the southeastern edge of the project area, it is geographically and physically separated by the railroad tracks and other industrial land uses.

## **General Plan Land Use Designations and Zoning**

**Land Use Designations.** The project area is designated for Limited Industry in the Menlo Park General Plan. The Limited Industry designation allows for light manufacturing and assembly, distribution of manufactured products, research and development facilities, industrial supply, incidental warehousing, offices, limited retail sales (such as sales to serve businesses in the area), public and quasi-public uses, and similar and compatible uses. Under the Limited Industry designation, hotel and other commercial uses are not allowed.

Several elements of the General Plan, in addition to the Land Use and Circulation Elements, are relevant to the use and development of the project area. Relevant policies from the General Plan are listed in the Regulatory Setting Section.

**Zoning.** Title 16 of the Menlo Park Municipal Code was adopted by the City and is designed to “preserve and extend the charm and beauty inherent to the residential character of the city; to regulate and limit the density of population; encourage the most appropriate use of land; to conserve land and stabilize the value of property; to provide adequate open space for light, air, and fire protection; to lessen traffic congestion; to facilitate the provision of community facilities; to encourage tree and shrub planting; to encourage building construction of pleasing design; and to provide the economic and social advantages of a planned community.” The zoning ordinance establishes specific zoning districts and



**FIGURE 3.7-1**  
**Project Land Use Map**

D411048.01

Source: USGS, 2009

identifies permitted and conditionally permitted uses. The ordinance also establishes development regulations such as building height, land coverage by buildings, and floor area limits or ratios (FARs).

The parcels within the project area are currently zoned General Industrial (M-2) District, which permits warehousing, manufacturing, printing, assembling, and office uses. Development regulations for the M-2 district include a maximum land cover by structures of 50 percent of the site, maximum FAR of 45-55 percent, and a maximum building height of 35 feet; however, additional height may be permitted with a conditional development permit.

## **Regulatory Setting**

**City of Menlo Park General Plan.** The *Menlo Park General Plan* guides the physical development and character of the City. The General Plan sets forth City policies regarding the types and locations for future land uses and activities and is used by the City Council and Planning Commission in considering planning and land use decisions. Applicable land use goals, policies and programs from the Land Use Element, Circulation and Transportation Element, Open Space and Conservation Element, Seismic Safety and Safety Element, and Noise Element of the General Plan are listed below.

### ***Land Use Element***

**Goal I-E:** To promote the development and retention of commercial uses which provide significant revenue to the City and/or goods or services needed by the community and which have low environmental and traffic impacts.

**Policy I-E-1:** All proposed commercial development shall be evaluated for its fiscal impact on the city as well as its potential to provide goods or services needed by the community.

**Policy I-E-2:** Hotel uses may be considered at suitable locations within the commercial and industrial zoning districts of the City.

**Policy I-E-4:** Any new or expanded office use must include provisions for adequate off-street parking, mitigating traffic impacts, and developing effective alternatives to auto commuting, must adhere to acceptable architectural standards, and must protect adjacent residential uses from adverse impacts.

**Goal I-F:** To promote retention, development, and expansion of industrial uses which provide significant revenue to the City, and are well designed, and have low environmental and traffic impacts.

**Policy I-F-1:** Industrial development shall be allowed only in already established industrial areas and shall not encroach upon Bay wetlands.

**Policy I-F-3:** Modifications in industrial operations required to keep firms competitive should be accommodated, so long as any negative impacts on the environment and adjacent areas are satisfactorily mitigated.

**Policy I-F-5:** Convenience stores and personal service uses may be permitted in industrial areas to minimize traffic impacts.

**Policy I-G-10:** Extensive landscaping should be included in public and private development, including greater landscaping in large parking areas. Where appropriate, the City shall encourage placement of a portion of the required parking in landscape reserve until such time as the parking is needed. Plant material selection and landscape and irrigation design shall adhere to the City's Water Efficient Landscaping Ordinance.

**Policy I-G-11:** Well-designed pedestrian facilities should be included in areas of intensive pedestrian activity.

**Policy I-H-2:** The use of water-conserving plumbing fixtures in all new public and private development shall be required.

**Policy I-H-3:** Plant material selection and landscape and irrigation design for City parks and other public facilities and in private developments shall adhere to the City's Water Efficient Landscaping Ordinance.

**Policy I-H-7:** The use of reclaimed water for landscaping and other feasible uses shall be encouraged.

**Policy I-H-9:** Urban development in areas with geological and earthquake hazards, flood hazards and fire hazards shall be regulated in an attempt to prevent loss of life, injury and property damage.

**Policy I-H-11:** Buildings, objects, and sites of historic and/or cultural significance should be preserved.

**Policy I-H-12:** Street orientation, placement of buildings, and use of shading should contribute to the energy efficiency of the community.

### ***Circulation and Transportation Element***

**Goal II-A:** To maintain a circulation system using the Roadway Classification System that will provide for the safe and efficient movement of people and goods throughout Menlo Park for residential and commercial purposes.

**Policy II-A-1:** Level of Service D (40 seconds average stopped delay per vehicle) or better shall be maintained at all City-controlled signalized intersections during peak hours, except at the intersection of Ravenswood Avenue and Middlefield Road and at intersections along Willow Road from Middlefield Road to US 101.

**Policy II-A-4:** New development shall be restricted or required to implement mitigation measures in order to maintain the levels of service and travel speeds specified in Policies II-A-1 through II-A-3.

**Policy II-A-8:** New development shall be reviewed for its potential to generate significant traffic volumes on local streets in residential areas and shall be required to mitigate potential significant traffic problem.

**Goal II-B:** To promote the use of public transit.

**Policy II-B-1:** The City shall consider transit modes in the design of transportation improvements and the review and approval of development projects.

**Policy II-B-2:** As many activities as possible should be located within easy walking distance of transit stops, and transit stops should be convenient and close to as many activities as possible.

### ***Open Space and Conservation Element***

**Goal 2:** To encourage the enhancement of boulevards, plazas and other urban open spaces in residential, commercial and industrial neighborhoods.

**Policy 2:** Include landscaping and plazas on public and private lands and well-designed pedestrian facilities in areas of intensive pedestrian activity. Require greater landscaping in extensive parking areas.

### ***Seismic Safety and Safety Element***

**Future Land Use Policy 11:** Require submission of geologic, seismic, and/or soils reports prior to taking action on development proposals for locations identified as potential problem areas in this element.

**Future Land Use Policy 13:** Require that all new development incorporate adequate hazard mitigation measures to reduce risks from natural hazards.

**Future Land Use Policy 15:** Require that potential geologic, seismic, soils, and/or hydrologic problems confronting public or private development be thoroughly investigated at the earliest stages of the design process, and that these topics be comprehensively evaluated in the Environmental Impact Report for each project, by persons of competent geologic expertise.

### ***Noise Element***

**Goal:** To reduce noise levels in noisy areas to levels compatible with the land uses in those areas.

**Goal:** To prevent the escalation of noise levels in areas where noise-sensitive uses are located.

**Policy:** Analyze in detail the potential noise impacts of any actions that the City may take or act upon which could significantly alter noise levels in the community.

**City of Menlo Park Municipal Code (Title 16, Zoning Ordinance).** Title 16 of the Menlo Park Municipal Code was adopted as a precise zoning plan for the City and is designed to “regulate and

limit the density of population; encourage the most appropriate use of land; to conserve land and stabilize the value of property,” among other provisions. The Zoning Ordinance defines the zoning districts into which the city is divided and identifies the land uses which are permitted and conditionally permitted. The ordinance also establishes development regulations such as building height, land cover by buildings, and floor area restrictions. The project area is currently zoned M-2 and the project is proposing the creation of a new M-3 zoning district (described in detail in Chapter 2, Project Description).

## **Impacts and Mitigation Measures**

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### **Land Use Analysis Methodology**

This section discusses the potential impacts of the proposed project that would be allowed under the proposed General Plan Amendment/Zoning Ordinance Amendment (GPA/ZOA, see Chapter 2, Project Description, for more information on the proposed GPA/ZOA). CEQA requires that an EIR consider whether a proposed project may conflict with any applicable land use plan, policy, or regulation (including, but not limited to the general plan, specific plan, or zoning ordinance) that was adopted for the purpose of avoiding or mitigating an environmental effect (see Appendix G to the CEQA Guidelines). This environmental determination differs from the larger policy determination of whether a proposed project is consistent with a jurisdiction’s General Plan. The former determination (that intended for consideration in a CEQA document) is based on, and limited, to, a review and analysis of environmental matters and is made by the preparers of the EIR. The latter determination, by comparison, is made by the decision-making body of the jurisdiction and is based on a jurisdiction’s broad discretion to assess whether a proposed project conforms to the policies and objectives of its General Plan as a whole. In addition, the broader General Plan consistency determination takes into account all evidence in the record concerning the project characteristics, its desirability, as well as its economic, social, and other non-environmental effects. As such, the Menlo Park City Council, the decision-makers here, may determine that the proposed project is (or is not) consistent with the City’s General Plan despite any conclusion reached by the EIR that the proposed project may (or may not) conflict with policies adopted for the purpose of avoiding or mitigating an environmental impact.

Case law interpreting the Planning and Zoning Law (Gov. Code, Section 65000 et seq.) makes it clear (i) that the meaning of such policies is to be determined by the City Council, as opposed to City staff, EIR consultants, or members of the public, and (ii) that the City Council’s interpretations of such policies will prevail if they are “reasonable,” even though other reasonable interpretations are also possible (see *No Oil, Inc. v. City of Los Angeles* (1987) 196 Cal.App.3d 223, 245-246, 249 (*No Oil*)). Courts have also recognized that, because General Plans often contain numerous policies emphasizing differing legislative goals, a development project may be “consistent” with a General Plan, taken as a whole, even though the project appears to be inconsistent or arguably inconsistent with some such policies (see *Sequoyah Hills Homeowners Association v. City of Oakland* (1993) 23 Cal.App.4th 704, 719). Furthermore, courts strive to “reconcile” or “harmonize” seemingly disparate General Plan policies (see *No Oil, supra*, 196 Cal.App.3d at p.244). Thus, for example, where a General Plan land use map or diagram permits certain land uses, it is unlikely that generic textual policies favoring open

space preservation would be seen as overriding the map or diagram designation. In light of these considerations, the discussions in this EIR on the subject of General Plan consistency represent the best attempt of City staff and the City's EIR consultant to advise the City Council of their opinions as to whether the proposed project is consistent with identified goals and policies of the City's General Plan. The public should recognize, however, that the opinions expressed in this DEIR are not binding on the City Council in the exercise of its discretion.

## Standards of Significance

A project would normally have a significant adverse land use impact if it would:

- **Impact Criterion #1:** Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the General Plan, the Zoning Ordinance or any specific plan), adopted for the purpose of avoiding or mitigating an environmental effect.

## Project Evaluation

The following analysis describes the potential impacts of the proposed project that would be allowed under the GPA/ZOA, including the proposed Menlo Gateway project.

*Impact LU-1: The proposed project would not conflict with the current General Plan designation and zoning district for the project area because the project is creating a new land use designation and zoning district. Therefore, there would be no impact under Criterion #1. (NI)*

As mentioned above, the Menlo Park General Plan designates the project area as Limited Industry. Currently, the Limited Industry land use designation does not explicitly allow for hotel, restaurant, and other commercial uses. The project sponsor seeks to allow these uses in the project area, as well as all of the uses currently allowed by the Limited Industry designation, and has therefore proposed a new land use designation, Mixed-Use Commercial Business Park. The Mixed-Use Commercial Business Park designation would allow for continuation of the light industrial uses (including manufacturing and assembly, R&D, and office use) and other service uses to accommodate existing and proposed new uses. The GPA would also increase the allowable FAR (currently 45 percent for office uses and 55 percent for industrial uses) to a combined 137.5 percent, resulting in higher intensity development. The GPA would meet the intent of the land use policies from the Land Use Element of the General Plan, such as Policy I-E-2, because the proposed project would allow hotel uses and Policy I-F-5 which encourages convenience and personal service uses to be permitted in industrial areas. A more detailed analysis of general consistency with applicable policies is included below. The proposed GPA to change the land use designation from Limited Industry to Mixed-Use Commercial Business Park would eliminate any inconsistencies between the proposed uses and the existing General Plan designation for the project area.

The project area is currently in the General Industrial (M-2) zoning district. In order to allow the uses proposed for the project area, an amendment to the zoning ordinance would be required. The project is proposing a ZOA to change the M-2 zoning to a new Mixed-Use Business Park (M-3) district. The

M-3 zoning district would include development regulations tailored to implement the new Mixed-Use Commercial Business Park land use designation. The proposed M-3 district would permit administrative and professional offices, R&D and light industrial uses, motel or hotel, health and fitness centers, restaurants/cafés, neighborhood-serving convenience retail, day care facilities, parking structures, and storage associated with a main use. Amending the zoning would eliminate inconsistencies with the proposed uses. Therefore, the proposed project would not conflict with the General Plan designation or zoning district, resulting in no impact.

***Impact LU-2:** The proposed project would generally be consistent with the Menlo Park General Plan policies; however, as demonstrated in Section 3.11, Traffic and Circulation, the proposed project would not satisfy the City policies regarding service at State-controlled intersections. (S)*

Under the Standards of Significance, Impact Criterion #1 indicates that a conflict with any applicable land use plan, policy, or regulation adopted for the purpose of avoiding or mitigating an environmental effect would be considered a significant adverse impact. A potential conflict would not necessarily indicate that the proposed project would have a significant environmental effect unless a physical change would occur. To the extent that physical impacts could result from such conflicts, the impacts are analyzed in the respective sections of this DEIR (i.e., Section 3.2, Air Quality, 3.3, Biological Resources, 3.8, Noise, etc.).

Table 3.7-1 lists the applicable goals and policies from the City of Menlo Park's General Plan and discusses the proposed project's consistency with their intent. As noted in this table, the proposed project is considered generally consistent with the intent of the applicable goals and policies, with the possible exception of several traffic policies concerning congestion at State-controlled intersections. Section 3.11, Traffic and Circulation, addresses the project-specific impacts associated with not meeting a specific threshold set forth in the City's policies. However, ultimately, the City Council shall determine if the proposed project is consistent with the *intent* of its General Plan goals and policies.

## **Cumulative Impacts**

Changes in the land use designation or zoning are not considered additive effects that when combined with other such actions would contribute to a cumulative effect or impact. For example, the loss of a specific resource, such as vernal pools or important farmland, when combined or added to other projects in the vicinity that may also be removing these resources, could result in a cumulative impact. However, reviewing the consistency with applicable plans or policies is inherently project-specific and is not relevant on a cumulative level.

**Table 3.7-1  
Consistency Analysis of the Proposed Project with the Relevant Provisions of the  
Menlo Park General Plan**

Goals and Policies ↓	Consistency Analysis ↓
<b>Land Use Element</b>	
<b>Goal I-E: To promote the development and retention of commercial uses which provide significant revenue to the City and/or goods or services needed by the community and which have low environmental and traffic impacts.</b>	
<b>Policy I-E-1:</b> All proposed commercial development shall be evaluated for its fiscal impact on the city as well as its potential to provide goods or services needed by the community.	<b>Consistent:</b> The fiscal aspects of the proposed commercial development associated with the project have been evaluated in the <i>Bohannon Fiscal Analysis</i> commissioned by the applicant, as well as the City’s independent fiscal impact analysis prepared by Bay Area Economics.
<b>Policy I-E-2:</b> Hotel uses may be considered at suitable locations within the commercial and industrial zoning districts of the City.	<b>Consistent:</b> The proposed GPA/ZOA would permit a hotel to be developed in the project area. Objectives of the project applicant include developing the site for an increased and diverse economic return and providing hotel space to serve the perceived demand for business travelers in the City.  All of the environmental impacts identified for the proposed project can be mitigated to less-than-significant levels with the exception of several project-generated traffic, air quality, noise, and water supply impacts. Refer to the discussion below regarding the goals and policies of the General Plan Circulation and Transportation Element for additional information.
<b>Policy I-E-4:</b> Any new or expanded office use must include provisions for adequate off-street parking, mitigating traffic impacts, and developing effective alternatives to auto community, must adhere to acceptable architectural standards, and must protect adjacent residential uses from adverse impacts.	<b>Consistent:</b> There are no residential areas adjacent to the project area. Adequate off-street parking would be provided by the proposed specific developments. Architectural components would be reviewed by the City during the project review phase concurrent with the EIR review. Aesthetics are discussed in Section 3.1, Aesthetics, of this DEIR and no significant adverse aesthetic impacts are noted for the proposed project. A Transportation Demand Management program is included for the proposed project and mitigation measures are proposed for significant traffic impacts (refer to Section 3.11, Traffic and Circulation). See also the discussion below regarding the goals and policies of the General Plan Circulation and Transportation Element for additional information.
<b>Goal I-F: To promote the retention, development, and expansion of industrial uses which provide significant revenue to the City, and are well designed, and have low environmental and traffic impacts.</b>	
<b>Policy I-F-1:</b> Industrial development shall be allowed only in already established industrial areas and shall not encroach upon Bay wetlands.	<b>Consistent:</b> The proposed GPA would allow for continuation of light industrial uses in the project area under the proposed Mixed-Use Commercial Business Park designation. The GPA would not change the amount of land available for industrial use, and the project area’s location is not immediately adjacent to Bay wetlands, so no encroachment of this habitat would occur.

**Table 3.7-1**  
**Consistency Analysis of the Proposed Project with the Relevant Provisions of the**  
**Menlo Park General Plan**

Goals and Policies ↓	Consistency Analysis ↓
<p><b>Policy I-F-3:</b> Modifications in industrial operations required to keep firms competitive should be accommodated, so long as any negative impacts on the environment and adjacent areas are satisfactorily mitigated.</p>	<p><b>Consistent:</b> As noted, the proposed GPA would allow for continuation of light industrial uses in the project area under the proposed Mixed-Use Commercial Business Park designation.</p> <p>All of the environmental impacts identified for the proposed project can be mitigated to less-than-significant levels, with the exception of several traffic, as well as air quality, noise, water supply impacts (Refer to Sections 3,11, Traffic and Circulation, 3.2, Air Quality, 3.7, Noise, 3.12, Utilities, and 3.13, Climate Change).</p>
<p><b>Policy I-F-5:</b> Convenience stores and personal service uses may be permitted in industrial areas to minimize traffic impacts.</p>	<p><b>Consistent:</b> The proposed GPA would allow for an increase in services including hotel, restaurant, health club, and retail services within an area that also supports new and existing industrial uses.</p>
<p><b>Policy I-G-10:</b> Extensive landscaping should be included in public and private development, including greater landscaping in large parking areas. Where appropriate, the City shall encourage placement of a portion of the required parking in landscape reserve until such time as the parking is needed. Plant material selection and landscape and irrigation design shall adhere to the City's Water Efficient Landscaping Ordinance.</p>	<p><b>Consistent:</b> The proposed project would be required to comply with all applicable City ordinances, including the City's Water Efficient Landscaping Ordinance. Please see Chapter 2, Project Description, for more detail on the project's proposed landscaping plan.</p>
<p><b>Policy I-G-11:</b> Well-designed pedestrian facilities should be included in areas of intensive pedestrian activity.</p>	<p><b>Consistent.</b> The proposed Menlo Gateway development application requires walkways and landscaping be included to encourage pedestrian activity and connectivity. Please see Chapter 2, Project Description for more information.</p>
<p><b>Policy I-H-2:</b> The use of water-conserving plumbing fixtures in all new public and private development shall be required.</p>	<p><b>Consistent.</b> The proposed project includes water-conserving plumbing features as well as other water conservation methods (see Chapter 2, Project Description, for more detail).</p>
<p><b>Policy I-H-3:</b> Plant material selection and landscape and irrigation design for City parks and other public facilities and in private developments shall adhere to the City's Water Efficient Landscaping Ordinance.</p>	<p><b>Consistent:</b> The project has been designed to be consistent with the City's landscaping requirements and to adhere to the City's Water Efficient Landscaping Ordinance, see also Policy I-G-10, above.</p>
<p><b>Policy I-H-7:</b> The use of reclaimed water for landscaping and other feasible uses shall be encouraged.</p>	<p><b>Consistent:</b> The City currently does not require the use of reclaimed water for landscaping. However, the project is proposing to use drought tolerant landscaping to minimize water for irrigation. See discussion above under Policy I-H-3 and Policy I-G-10.</p>

**Table 3.7-1  
Consistency Analysis of the Proposed Project with the Relevant Provisions of the  
Menlo Park General Plan**

<b>Goals and Policies ↓</b>	<b>Consistency Analysis ↓</b>
<b>Policy I-H-9:</b> Urban development in areas with geological and earthquake hazards, flood hazards and fire hazards shall be regulated in an attempt to prevent loss of life, injury and property damage.	<b>Consistent:</b> The project area is partially contained within a flood hazard area. The proposed project would be required to meet FEMA and California Building Code standards such that there would be no significant flood hazard (see Section 3.5, Flood Hazards).  Due to the stringent federal, state and local requirements regarding design and construction, the proposed project would be required to conform to existing building and safety standards regarding geologic, soils, seismic, and fire hazards, which would mitigate any potential impacts.
<b>Policy I-H-11:</b> Buildings, objects and sites of historic and/or cultural significance should be preserved.	<b>Consistent:</b> No historic structures are located in the project area. Mitigation measures to address the discovery of archaeological resources in the project area would involve monitoring by an archaeologist as described in Section 3.4, Cultural Resources, of this EIR.
<b>Policy I-H-12:</b> Street orientation, placement of buildings, and use of shading should contribute to the energy efficiency of the community.	<b>Consistent:</b> The proposed project would be required to comply with Title 24 conservation standards such that the proposed project would not wastefully use gas and electricity (see Section 3.12, Utilities). Please also refer to Chapter 2, Project Description, of this document, for a summary of architectural and design features intended to enhance energy efficiency and sustainability.
<b>Circulation and Transportation Element</b>	
<b>Goal II-A: To maintain a circulation system using the Roadway Classification System that will provide for the safe and efficient movement of people and goods throughout Menlo Park for residential and commercial purposes.</b>	
<b>Policy II-A-1:</b> Level of Service D (40 seconds average stopped delay per vehicle) or better shall be maintained at all City-controlled signalized intersections during peak hours, except at the intersection of Ravenswood Avenue and Middlefield Road and at intersections along Willow Road from Middlefield Road to US 101.	<b>Consistent:</b> Project generated traffic would not exceed the City's criteria (40 seconds average delay) for the generation of significant traffic impacts at any City-controlled intersections in the project vicinity. There are four City-controlled intersections in the project vicinity that would be affected by project traffic, but none would exceed an average delay of 40 seconds.
<b>Policy II-A-4:</b> New development shall be restricted or required to implement mitigation measures in order to maintain the levels of service and travel speeds specified in Policies II-A-1 through II-A-3.	<b>Consistent:</b> Although mitigation measures are established to control traffic, and the project sponsor intends to implement a Transportation Demand Management program to increase public transit use, the proposed project would result in traffic volumes exceeding City standards identified in the General Plan. The violations occur at State-controlled intersections, where the City recognizes that it has no control over these intersections or modifications to them. Accordingly, Policy II-A-3 specifically call for the City to work with Caltrans to achieve the desired levels of traffic flow. The project sponsor and the City will consult with Caltrans to address the project impacts.

**Table 3.7-1  
Consistency Analysis of the Proposed Project with the Relevant Provisions of the  
Menlo Park General Plan**

<b>Goals and Policies ↓</b>	<b>Consistency Analysis ↓</b>
<p><b>Policy II-A-8:</b> New development shall be reviewed for its potential to generate significant traffic volumes on local streets in residential areas and shall be required to mitigate potential significant traffic problems.</p>	<p><b>Consistent:</b> Traffic and circulation impacts for the proposed project are evaluated in Section 3.11, Traffic and Circulation, and mitigation is included where necessary to address traffic concerns. Because the project is located in a developed commercial area and is not proximate to residential neighborhoods the project does not adversely impact local, residential streets. The traffic analysis evaluates roadway segments and provides mitigation, where feasible, to address impacts to roadways.</p>
<p><b>Goal II-B: To promote the use of public transit.</b></p>	
<p><b>Policy II-B-1:</b> The City shall consider transit modes in the design of transportation improvements and the review and approval of development projects.</p>	<p><b>Consistent:</b> The proposed project includes a Transportation Demand Management program that includes transit options and alternative travel modes to promote transit, bicycling and walking.</p>
<p><b>Policy II-B-2:</b> As many activities as possible should be located within easy walking distance of transit stops, and transit stops should be convenient and close to as many activities as possible.</p>	<p><b>Consistent:</b> Shuttle stops providing service to the Menlo Park Caltrain station are located on Constitution Drive. Other transit service either travels near or on the periphery of the project area, but currently there are no stops. The proposed project includes a Transportation Demand Management plan that includes additional shuttles to facilitate the use of transit.</p>
<p><b>Open Space and Conservation Element</b></p>	
<p><b>Goal 2: To encourage the enhancement of boulevards, plazas and other urban open spaces in residential, commercial and industrial neighborhoods.</b></p>	
<p><b>Policy 2:</b> Include landscaping and plazas on public and private lands and well-designed pedestrian facilities in areas of intensive pedestrian activity. Require greater landscaping in extensive parking areas.</p>	<p><b>Consistent:</b> The project includes landscaping and pedestrian facilities to promote walking and a pleasant pedestrian environment. The project area is not located in an area of the City that has a high level of pedestrian activity, regardless the project is proposing extensive landscaping and plazas consistent with this policy.</p>
<p><b>Seismic Safety and Safety Element</b></p>	
<p><b>Future Land Use Policy 11:</b> Require submission of geologic, seismic, and/or soils reports prior to taking action on development proposals for locations identified as potential problem areas in this element.</p>	<p><b>Consistent:</b> Soils reports have been prepared for the proposed project, consistent with this policy.</p>
<p><b>Future Land Use Policy 13:</b> Require that all new development incorporate adequate hazard mitigation measures to reduce risks from natural hazards.</p>	<p><b>Consistent:</b> The project is located in an urbanized area of the City. The Initial Study prepared for the project (see Appendix B) addresses the potential for liquefaction and other soils-related hazards. The project will comply with all applicable state and local laws and requirements for addressing hazards associated with natural events such as earthquake or flooding. Natural hazards are related to flooding have been addressed through compliance with FEMA requirements and other federal, state, and local requirements, consistent with this policy.</p>

**Table 3.7-1  
Consistency Analysis of the Proposed Project with the Relevant Provisions of the  
Menlo Park General Plan**

<b>Goals and Policies ↓</b>	<b>Consistency Analysis ↓</b>
<p><b>Future Land Use Policy 15:</b> Require that potential geologic, seismic, soils, and/or hydrologic problems confronting public or private development be thoroughly investigated at the earliest stages of the design process, and that these topics be comprehensively evaluated in the Environmental Impact Report for each project, by persons of competent geologic expertise.</p>	<p><b>Consistent:</b> The project applicant prepared a Soils report for the project prior to project design. Soils/geologic conditions are analyzed in the Initial Study (see Appendix B) prepared for the project and potential impacts are evaluated. The DEIR includes an analysis of the potential impacts to hydrology; see Section 3.5, Hydrology and Water Quality.</p>
<p><b>Future Land use Policy 16:</b> Require that all private roads be designed to allow unrestricted access to all emergency vehicles as a prerequisite to the granting of permits and approvals for construction.</p>	<p><b>Consistent:</b> The project has been designed to meet City standards regarding emergency vehicle access. No adverse impacts regarding emergency vehicle access to the site were identified.</p>
<b>Noise Element</b>	
<p><b>Goal: To reduce noise levels in noisy areas to levels compatible with the land uses in those areas.</b></p> <p><b>Goal: To prevent the escalation of noise levels in areas where noise-sensitive uses are located.</b></p>	
<p><b>Policy:</b> Analyze in detail the potential noise impacts of any actions that the City may take or act upon which could significantly alter noise levels in the community.</p>	<p><b>Consistent:</b> Noise issues and potential noise impacts associated with the project are addressed in Section 3.8, Noise.</p>