

EL CAMINO REAL/DOWNTOWN SPECIFIC PLAN

Draft Plan Review – Meeting 1

City Council

Tuesday, August 30, 2011

Meeting Overview

- Brief overview presentation
- Receive public comment
- City Council review and approval of Draft Specific Plan review process
- Geographic area review and preliminary recommendations
 - Station Area (SA E and SA W) zoning districts
 - ECR SE zoning district

El Camino Real/Downtown Specific Plan

- Multi-year process to establish a clear long-term plan for the El Camino Real corridor and Downtown.
- Specific Plan process preceded by an initial visioning exercise to define broad goals
- Extensive community engagement and documentation of process on project web page (www.menlopark.org/specificplan)



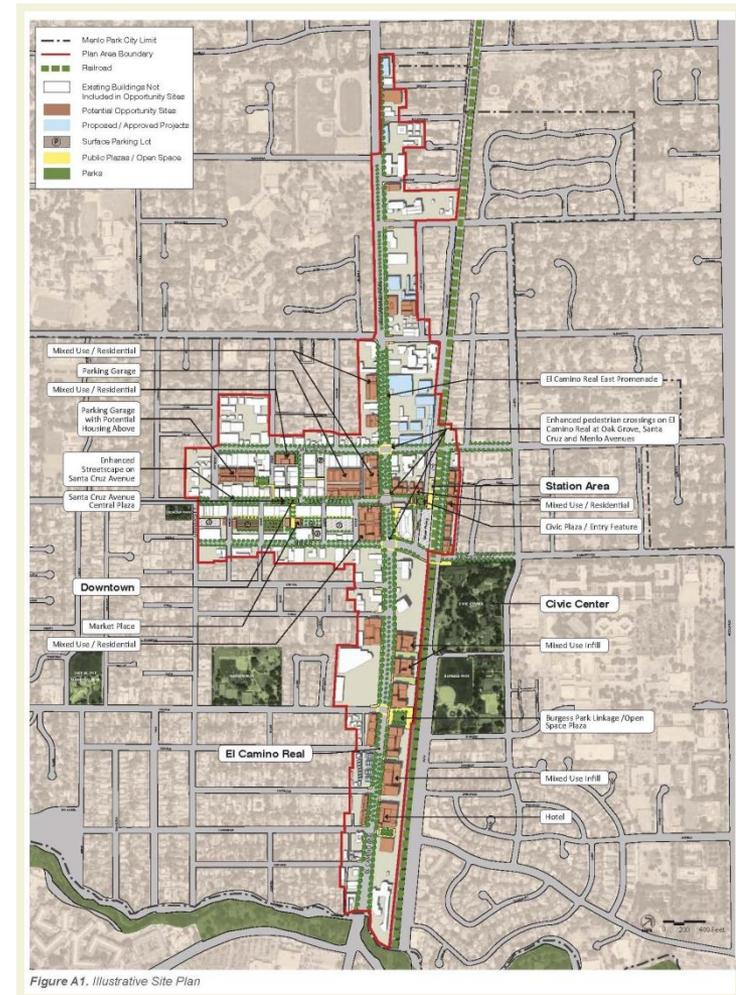
El Camino Real/Downtown Specific Plan

What is the Specific Plan?

- A clear and action-oriented plan for the next 20 to 30 years
- A detailed framework for public space improvements
- A strong foundation for private development
- Currently, a *draft* document

What is it not?

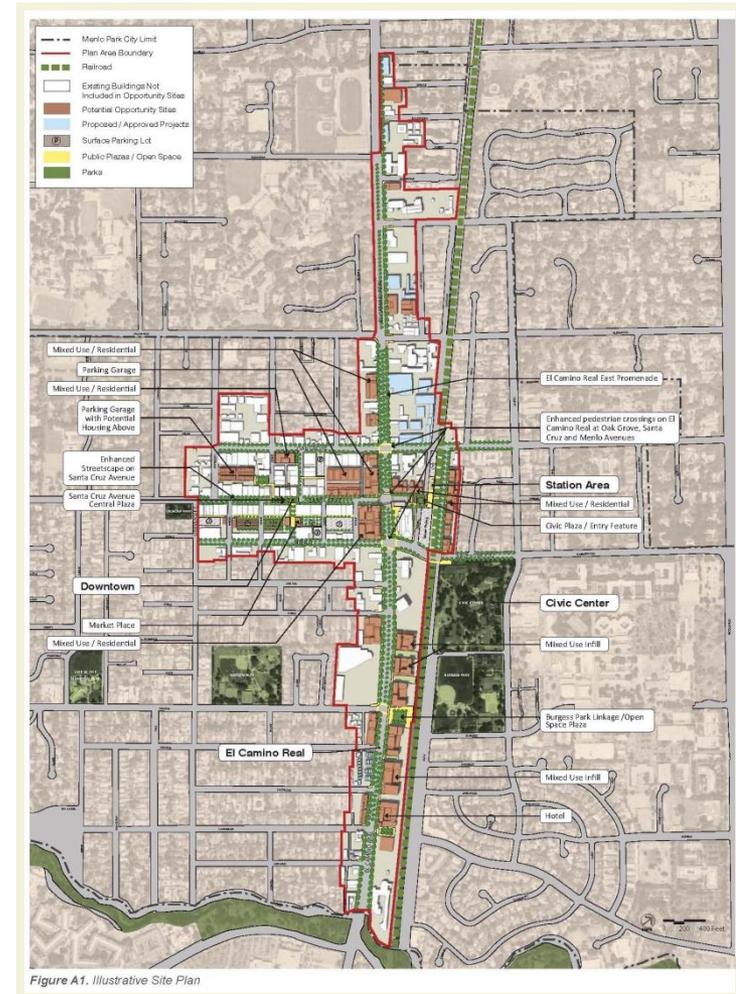
- An individual private development project
- A final decision on every public improvement



Draft Specific Plan released April 7, 2010

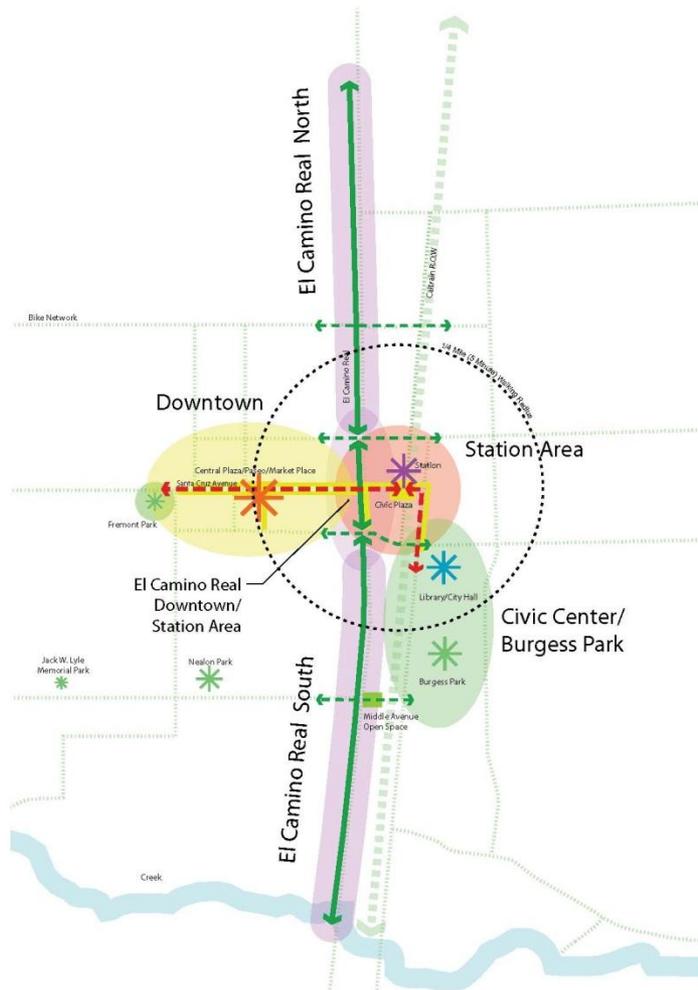
El Camino Real/Downtown Specific Plan

- Draft Plan discussion complemented by environmental and fiscal analyses:
 - Draft EIR (Environmental Impact Report)
 - Comment period April-June 2011
 - Responses to comments will come in Final EIR
 - Fiscal Impact Analysis (FIA)
 - Released August 16, 2011
 - Discusses impact on City General Fund and Special Districts



Draft Specific Plan released April 7, 2010

Planning Commission Review



Planning Commission has conducted a detailed review of Draft Specific Plan, with a geographic focus:

- Overview/Background (July 11)
- Station Area (July 21)
- Downtown (July 28)
- El Camino Real (August 4)
- Review/Wrap-up (August 22)

Commission recommends moving forward subject to specific revisions/questions (included as staff report Attachment A).

City Council Review Process

Staff recommends expanding City Council review to three meetings:

- August 30, 2011
 - Introduction/overview
 - Review and approval of the Draft Specific Plan review process
 - Geographic area review
 - Station Area and ECR SE zoning districts
- September 13, 2011
 - Geographic area review
 - Downtown
 - El Camino Real (other than ECR SE zoning district)
- September 20, 2011
 - Non-geographic topics, including but not limited to:
 - Bicycle/pedestrian improvements
 - Fiscal Impact Analysis (FIA)
 - Public benefit
 - Review/wrap-up

Discussion Framework

City Council may consider the Specific Plan within the context of the Vision Plan Goals (Attachment D):

1. Vision Plan Area Character: Maintain a **village character** unique to Menlo Park.
2. East-West Connectivity: Provide greater **east-west, town-wide connectivity**.
3. El Camino Real Circulation: **Improve circulation and streetscape conditions** on El Camino Real.
4. Neighborhood Context: Ensure that El Camino Real **development is sensitive** to and compatible with adjacent neighborhoods.
5. Vacant and Underutilized Parcels on El Camino Real: **Revitalize underutilized parcels** and buildings.
6. Train Station Area: **Activate the train station** area.
7. Santa Cruz Avenue Pedestrian Character: Protect and **enhance pedestrian amenities on Santa Cruz Avenue**.
8. Downtown Vibrancy: Expand shopping, dining and neighborhood services to **ensure a vibrant downtown**.
9. Housing: **Provide residential opportunities** in the Vision Plan Area.
10. Open Space: **Provide plaza and park spaces**.
11. Pedestrian and Bicycle Circulation: Provide an integrated, safe and well-designed **pedestrian and bicycle network**.
12. Parking: **Develop parking strategies** and facilities that meet the commercial and residential needs of the community.

Discussion Framework

City Council may also consider the Specific Plan Guiding Principles (Attachment E):

- Enhance Public Space
- Generate Vibrancy
- Sustain Menlo Park's Village Character
- Enhance Connectivity
- Promote Healthy Living and Sustainability

Council should keep in mind “interrelationships”- how changes to one element can affect another.

Discussion Framework

- Planning Commission recommendations considered the foundation for the City Council's review
 - Note: PC recommendation to have the Finance and Audit Committee review the FIA would require additional Council direction about that Committee's role
- As Council discusses geographic areas and other topics in detail, staff recommends that the Council prioritize the discussion by having each Council Member list top 3 (or so) issues, so that areas of overlapping interest can be identified prior to diving into individual recommendations
- Staff can pull up graphics or other Plan details on screen as needed to help the discussion

Next Steps

- Meeting Process
 - Overview presentation
 - Receive public comment
 - City Council review and approval of Draft Specific Plan review process
 - Geographic area review and preliminary recommendations
 - Station Area (SA E and SA W) zoning districts
 - ECR SE zoning district
- Next Steps
 - City Council meetings of September 13 and 20
 - Final Specific Plan and EIR to return to Planning Commission and City Council in Winter 2011
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