



**MENLO PARK EL CAMINO REAL/  
DOWNTOWN SPECIFIC PLAN  
DRAFT**

**CITY COUNCIL  
AUGUST 30, 2011  
PROCESS/PLAN OVERVIEW (6PM)**

# PRESENTATION OBJECTIVES

- Present a project overview:
  - Project History and Vision Plan Goals
  - Specific Plan Process
  - Key Elements of Draft Specific Plan
    - Note: summary does not include Planning Commission recommendations, which are available in 8/30 staff report as Attachment A

# PROJECT HISTORY AND PURPOSE

## Instigating Factors (pre-2007)

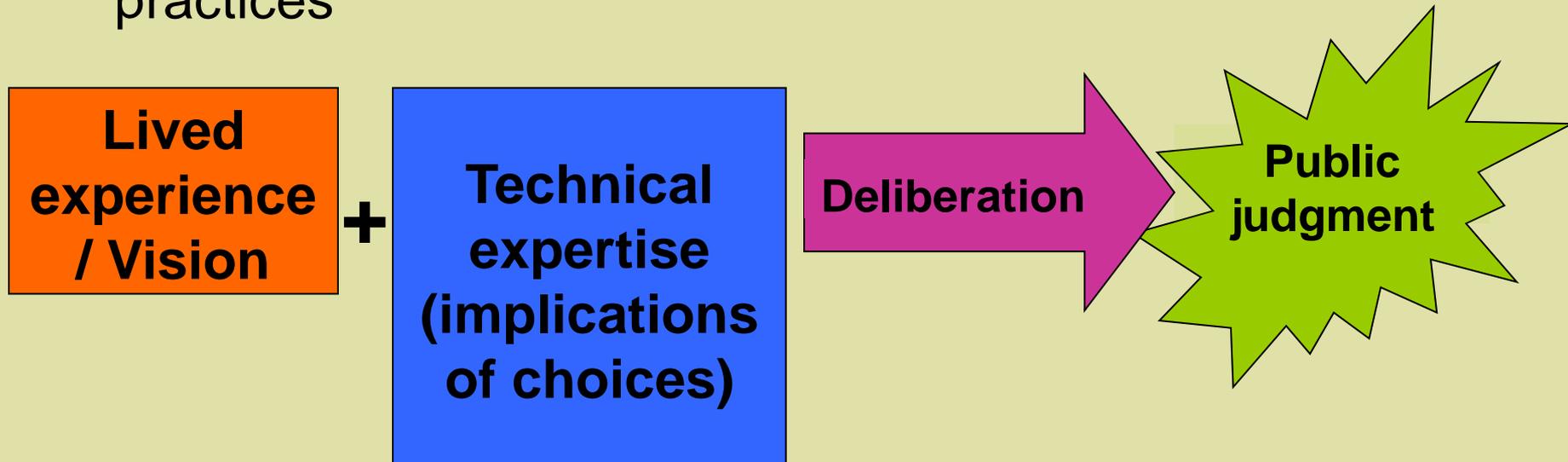
- Loss of car dealerships on El Camino Real
- Requests for project-specific General Plan and Zoning Ordinance Amendments, in particular around the station area- *note: project has always included both El Camino Real and Downtown*
- Desire for a comprehensive, long-term, community-focused approach



# PROJECT HISTORY AND PURPOSE

## Initial Process Development (early/mid-2007)

- Extensive work with Council Subcommittee and full Council to set up work plan
- Established a two phase-approach: general visioning (Phase I) followed by detailed planning (Phase II)
- Process in line with community engagement best practices



## VISION PLAN (PHASE I) – 2007-2008

- Open-ended: allowed for a full range of outcomes, from modest refinements of current regulations to a significant redesign
- *Interest-based* planning (based on values/needs), as opposed to *positional* (based on specific outcomes)
- Consultant selected through fully-open process: community members invited to review proposals, attend interviews, and provide input

# VISION PLAN (PHASE I) – 2007-2008

- Commenced in October 2007
  - Citywide newsletter/survey
  - Educational speaker series
    - *Initial forum:* past Menlo Park plans and planning in peer communities



## Help Imagine Menlo Park's Future

*Published by the City of Menlo Park*

In the coming months, Menlo Park will start work on a "Vision Plan" for the future of Downtown and the El Camino Real corridor. Community members can help lead the way by considering topics such as:

- What kinds of new businesses does our City need?
- Would you like to see more housing in Downtown and along El Camino Real?
- How tall should new buildings be?
- Should the City build public parking garages?
- What changes would you like to see on the streets for motorists, bicyclists, and pedestrians?



Corner of El Camino Real and Ravenswood/Menlo Avenues, early 1980s—car lot and clothing store.



Corner of El Camino Real and Ravenswood/Menlo Avenues, 2007—Menlo Center, home of Kepler's Books and Café Rotonde.

The visioning project will benefit from the input of a wide range of people, including residents, business owners, elected and appointed officials, developers, and architects. The City Council believes that your active participation is crucial to the success of this project. Current opportunities for involvement include:

- **Email List:** Sign up to receive project bulletins by emailing [throgers@menlopark.org](mailto:throgers@menlopark.org).
- **Survey:** Fill out and return the short survey below to provide your initial thoughts.

As the project moves forward, additional activities and resources will be available:

- **Speaker Series:** Attend upcoming educational forums on a range of planning/transportation topics, including a history of previous Menlo Park plans for these areas.
- **Community Workshops:** Starting in January, attend workshops or other meetings to learn more and offer your input.
- **Newsletters:** Watch for more newsletters like this one, providing status updates and listing upcoming events.
- **Project Web Page:** Review the project site at [http://www.menlopark.org/projects/condem\\_eardowntown.htm](http://www.menlopark.org/projects/condem_eardowntown.htm) for background information and other resources.

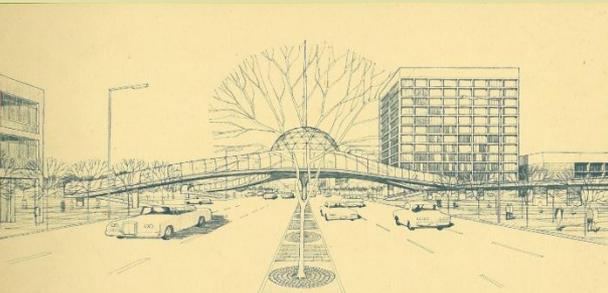
Si usted necesita más información sobre este proyecto por favor llamar 650-350-6718, y pregunte por Maria Juana.

### El Camino Real/Downtown Vision Plan – Initial Survey

Help us begin planning our future by filling out and returning the following short survey. You can also fill out the survey online by going to: <http://www.menlopark.org/>

Contact Information:  
 Thomas Rogers, Associate Planner  
[throgers@menlopark.org](mailto:throgers@menlopark.org)  
 650-350-6712

- Name \_\_\_\_\_ Email Address \_\_\_\_\_  
 Postal address \_\_\_\_\_
- As you envision the El Camino Real corridor evolving over the next 10 - 20 years...
  - What would you like to see change? \_\_\_\_\_
  - What would you like to stay the same? \_\_\_\_\_
- As you envision Downtown evolving over the next 10 - 20 years...
  - What would you like to see change? \_\_\_\_\_
  - What would you like to stay the same? \_\_\_\_\_
- What should this El Camino Real/Downtown visioning and planning effort be named? \_\_\_\_\_
- Any other comments? \_\_\_\_\_




DESIGN CONCEPTS

Building Volume (20') (2000)

RV1 Shape the mixed building mass to reinforce the utilization and experience of the street.

RV2 Reduce height and mass distribution of new development to adjust to existing structures.

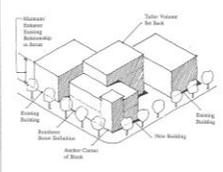


Image 10: Starting Vision Determines a Project's Relationship to the Street and Existing Buildings.

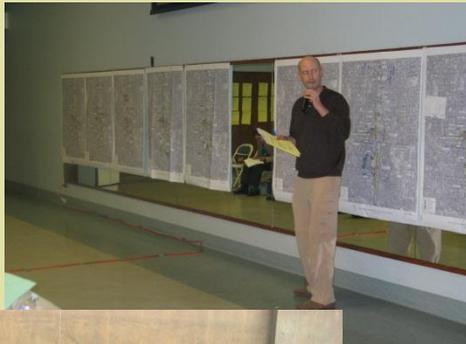
Menlo Park Center City Design Guidelines Draft 1/08

Option A & B - Ground Level Plan with Commercial Space



# VISION PLAN (PHASE I) – 2007-2008

- Included two walking tours, three community workshops, multiple Oversight/Outreach Committee meetings (including mobile tour), one Planning Commission workshop, and two City Council Meetings



# VISION PLAN (PHASE I) – 2007-2008

- Promoted by five citywide mailings (including two return surveys) sent to all residential and commercial owners/occupants, and focused outreach from the project Oversight and Outreach Committee (task force comprised of Commissioners, other residents, business/property owners)
- Vision Plan unanimously accepted by City Council on July 15, 2008; provides foundation for Specific Plan



# VISION PLAN (PHASE I) – 2007-2008

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.

## SPECIFIC PLAN (PHASE II) – 2009-2011

- Scope of Vision Plan set the stage for next phase – Specific Plan to establish detailed regulations, policies, and guidelines
- Match or exceed community engagement process set by Phase I
- Incorporate lessons learned from Phase I (e.g., more frequent check-ins with Planning Commission and City Council)
- New consultant selected through fully-transparent RFP and interview process

# SPECIFIC PLAN (PHASE II) – 2009-2011



**Shaping Our Future Together**  
 El Camino Real/Downtown Specific Plan

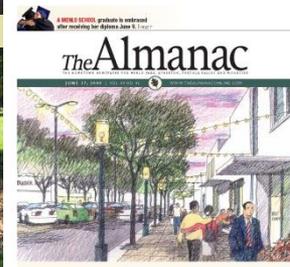
**Help Develop a Lasting Legacy for Our Downtown**  
 Development of the El Camino Real/Downtown Specific Plan is a long-term project. The **third community workshop will be held on September 17th**, during which refined concepts and a preferred alternative based on input from the previous community meetings will be presented and discussed. The results of this workshop will set the foundation for the draft version of the Specific Plan.

**September 17th Community Workshop**  
 (held on September 17th to consider key strategies and features of a preferred alternative for El Camino Real and Downtown's Urban Plan)

**What:** Specific Plan Workshop #3  
**When:** Sept. 17 – 7:00 p.m. (premier at 6:30 p.m.)  
**Where:** 1988 Santa Cruz Ave. (corner Fresno and Alameda)

Because the Specific Plan will guide the direction for downtown El Camino Real over the next 30 years, you are strongly encouraged to participate in this final workshop. You will be helping decide what the heart and soul of our town will be like for future generations.

You will have a chance to weigh in on proposed public improvements, including expanded public spaces, wider sidewalks on Santa Cruz Avenue, and enhanced crossings of El Camino Real. You will also have an opportunity to comment on preferred direction for the look, size, and character of private developments, with its associated traffic and fiscal implications and potential public benefits. This is your chance to make your voice heard and transform our community's exciting vision into an enduring reality.



**THE BEST-LAID PLANS...**

At the first workshop, approximately 100 participants received through facilitated display stations submitting nearly a thousand individual comments on key issues such as connectivity and traffic, public spaces, and community vibrancy and character. The input helped planners shape the concept plans that were considered at the second workshop. Beyond the broader visioning process and identifying more specific alternatives for new building uses, and connectivity and public amenities.

Approximately 150 people attended the second workshop during which participants broke into groups to review alternative plan elements and approaches. These included land use mixes, vehicle/pedestrian/bicycle circulation, building height/spacing, and parking and public space options, which were shown via thematic maps, diagrams, 3D modeling scenarios, and photographs.

Stronging the results of the first two Specific Plan workshops have helped the project team refine key strategies and features of the preferred alternative plan that will be reviewed at the third community workshop on September 17th.

**Shaping Our Future Together**  
 El Camino Real/Downtown Specific Plan

**Shaping the Heart of Our Town for the Next 30+ Years**  
 The El Camino Real/Downtown Specific Plan will set the direction for downtown El Camino Real and El Camino Real for the next 30+ years. You are encouraged to participate in this unique opportunity to help decide what our town will be like for future generations. This is your chance to make your voice heard and transform our community's exciting vision into an enduring reality. Please join the City of Menlo Park on the June 18th workshop!

**June 18th Community Workshop**  
 (held on June 18th to consider the preliminary concept alternatives for the Specific Plan)

**What:** Specific Plan Workshop #2  
**When:** June 18, 2009 – 7:00 p.m.  
**Where:** 1988 Santa Cruz Ave. (corner Fresno and Alameda)

3D Modelings for the site plans are being used to formulate and evaluate potential improvements.

**Your Input Matters!**  
 At the first Specific Plan workshop on April 16th, community members expressed a variety of ideas and input during a series of interactive planning sessions. About a hundred participants submitted nearly a thousand comments on key issues such as connectivity and public spaces, and community vibrancy and character.

The purpose of this workshop was to help shape the Specific Plan vision goals, better understand the existing opportunities and constraints of the area, and generate a list of key issues to be addressed in the final plan. The workshop provided a chance for community members to share their ideas and concerns, and to provide input on the plan's direction. The workshop provided a chance for community members to share their ideas and concerns, and to provide input on the plan's direction.

The workshop featured an interactive presentation, facilitated by a series of group activities as participants shared thoughts and ideas on key issues. Participants provided input on conditions and opportunities. Participants then were organized in relation to specific questions and covered them on the display boards. The final summary from each session facilitated and a final opportunity for questions and comments.



## Outreach

- Two newsletters and one postcard to all property owners/occupants, and multiple MenloFocus inserts
- Two extra mailings to all project area property owners/occupants
- Promotions at Block Parties
- Posters at prominent locations
- Oversight and Outreach Committee direct outreach
- Regular updates to Chamber of Commerce and Downtown Group
- Newspaper coverage
- Regular email alerts = over 950 people

# SPECIFIC PLAN (PHASE II) – 2009-2011

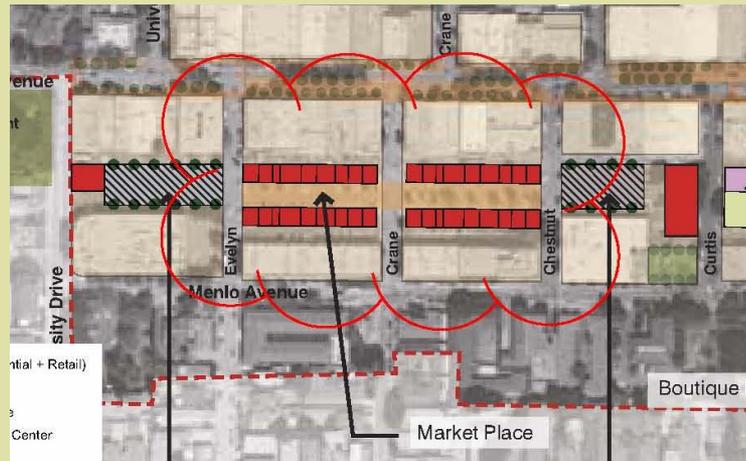
- **Community Workshop #1 – April 16, 2009**
  - Review/prioritize Vision Plan goals
  - Consider opportunities/constraints and trade-offs
- **Community Workshop #2 – June 18, 2009**
  - Review of alternative approaches, with details on land use mixes, circulation options, and parking scenarios
- **Community Workshop #3 – September 17, 2009**
  - Review emerging plan and provide input on revisions
- Strong and diverse workshop attendance



# SPECIFIC PLAN (PHASE II) – 2009-2011

Overall process iterative- plan repeatedly revised and improved, and then presented again for input; for example:  
Market Place concept:

1



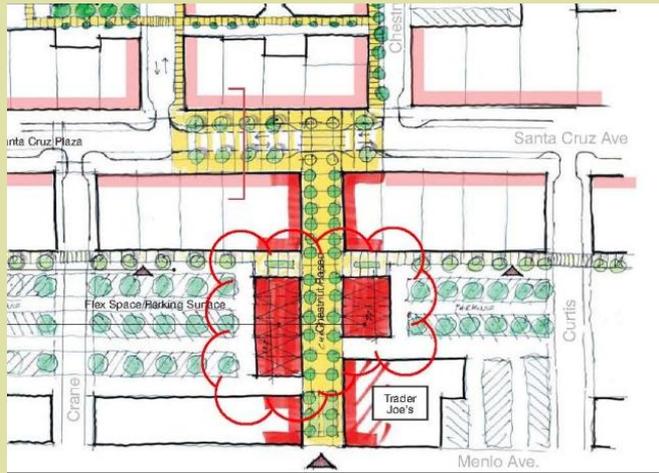
Workshop #2 – June 18,  
2009



# SPECIFIC PLAN (PHASE II) – 2009-2011

Overall process iterative- plan repeatedly revised and improved, and then presented again for input; for example:  
Market Place concept:

2



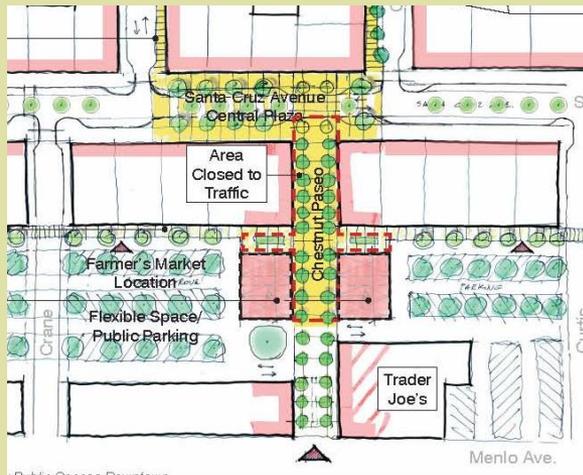
Workshop #3 –  
September 17, 2009



# SPECIFIC PLAN (PHASE II) – 2009-2011

Overall process iterative- plan repeatedly revised and improved, and then presented again for input; for example:  
Market Place concept:

3



Draft Specific Plan –  
April 7, 2010



This iterative process continues- still looking for improvements and refinements



# DRAFT 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

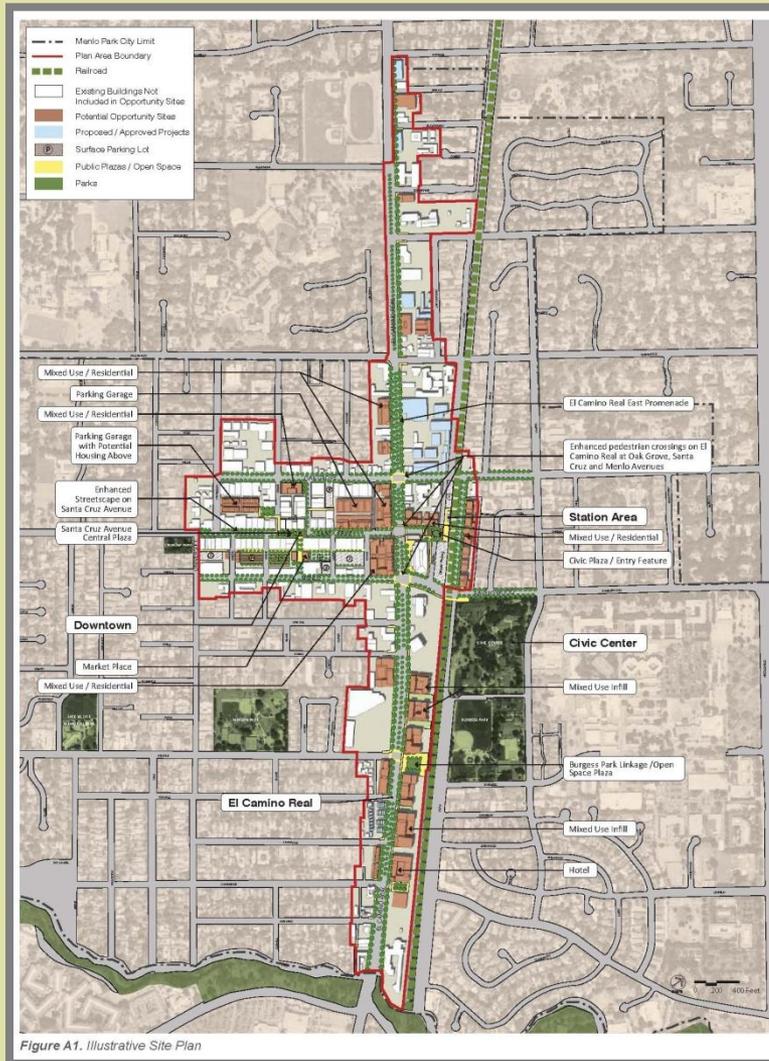
# DRAFT SPECIFIC PLAN

## Contents

- A. Plan Overview
- B. Plan Context
- C. Plan Principles,  
Framework + Concepts
- D. Public Space
- E. Land Use + Building  
Character
- F. Circulation
- G. Implementation
- H. Appendix



# DRAFT SPECIFIC PLAN



## A: Plan Overview

- Summary of plan and its objectives
- Setting and background
- Specific Plan requirements
- Use of the document
- Planning process
- Vision Plan goals

# DRAFT SPECIFIC PLAN

## A: Plan Overview

### Use of the document

### Typical components:

- Intents
- Standards
- Guidelines
- Conceptual Drawings
- Sample quotations

*Plan relays potential development/improvement concepts, but actual build-out will likely vary from these projections.*

- A. OVERALL DESCRIPTION / INTENT:** Each section / sub-section typically begins with an overall description that outlines the general objectives and intent.
- B. QUOTES / COMMENTS:** Quotes / comments from the community workshops appear in the sidebar to highlight the voices of the participants. The workshop number indicates where the quote / comment was collected. Occasionally, important points of emphasis also appear in the sidebar.
- C. PHOTO:** Photos that appear in the sidebar are intended to relay general principles and not serve as exact models.
- D. STANDARDS:** These are the aspects that **must** be implemented (strict requirements) for public and private development.
- E. GUIDELINES:** These are the aspects that **should** be implemented (not strict requirements) for public and private development.
- F. CONCEPTUAL DRAWING:** Conceptual drawings serve as examples of one potential design, to be refined if and when the improvement is to be built.

**A**

**Santa Cruz Avenue Sidewalks**

The Specific Plan calls for improving the pedestrian realm on Santa Cruz Avenue, increasing street activity and enhancing the image of downtown by enhancing sidewalk paving, street space treatment, planting, lighting and outdoor dining and introducing new streetscape improvements. This plan establishes sidewalk treatment zones, creating a pedestrian clear zone and more pleasant and functional sidewalks. It establishes the right-of-way between tree lines, on-street parking and sidewalks in order to focus on an enhanced pedestrian experience while still accommodating vehicular circulation and on-street parking.

**INTENT**

- Encourage walking and increase levels of street activity with wider, more functional sidewalks.
- Revise the image of downtown with updated streetscape elements.

**Character**

- This canopy with clear visibility to storefronts.
- Multiple trees retained, which are iconic features of downtown.

**Improvements**

- Retain existing median trees and integrate them into new streetscape design.
- Replace diagonal parking with parallel parking, and on-street parking with wider sidewalks.
- On the side with diagonal parking, replace the diagonal parking with parallel parking, narrow tree lines and widen sidewalk.
- On the side with parallel parking, retain parallel parking, narrow tree lines and widen sidewalk.
- Integrate street trees into on-street parking zones, particularly where sidewalks are narrow.

**PHOTO**

**QUOTES**

"I would absolutely trade parking spaces on Santa Cruz and El Camino for well-treed parking garages with safe, pleasant pedestrian paths." (Workshop #1)

"I like the wider sidewalks on Santa Cruz" (Workshop #1)

**C**

**D**

**E**

**CHAPTER D: PUBLIC SPACE**

Upgrade streetscape elements, such as benches, lighting, trees, landscaping, landscaping, parking, and street lighting.

**Standards**

- D2.01: Sidewalk improvements on Santa Cruz Avenue shall retain existing median trees to the extent possible.

**Guidelines**

Streetscape improvements on Santa Cruz Avenue should include the following:

- D2.01: Provide widest sidewalk possible while retaining on-street parallel parking.
- D2.02: Introduce park pedestrian crossings by using elements such as marked crossings, clear signage, supplemental lighting, and curb extensions.
- D2.03: Introduce street trees in parking zone to maximize sidewalk width, particularly in those areas where a 12-foot minimum clear sidewalk dimension cannot be achieved.
- D2.04: Coordinate with streetscape improvements in the adjacent area.
- D2.05: Consider the following as criteria for streetscape lighting solution: timeless, functional, easy maintenance, durability and sustainability.
- D2.06: Address curb lighting for vehicular circulation and comfortable lighting for pedestrians consider additional decorative lighting for nighttime.

**PHOTO**

"I like the wider sidewalks on Santa Cruz" (Workshop #1)

**F**

**CHAPTER D: PUBLIC SPACE**

Figure D1: Side view through Santa Cruz Avenue showing two parallel streets with parallel parking, median trees retained, diagonal parking preserved, tree canopy over sidewalk and on-street parking.

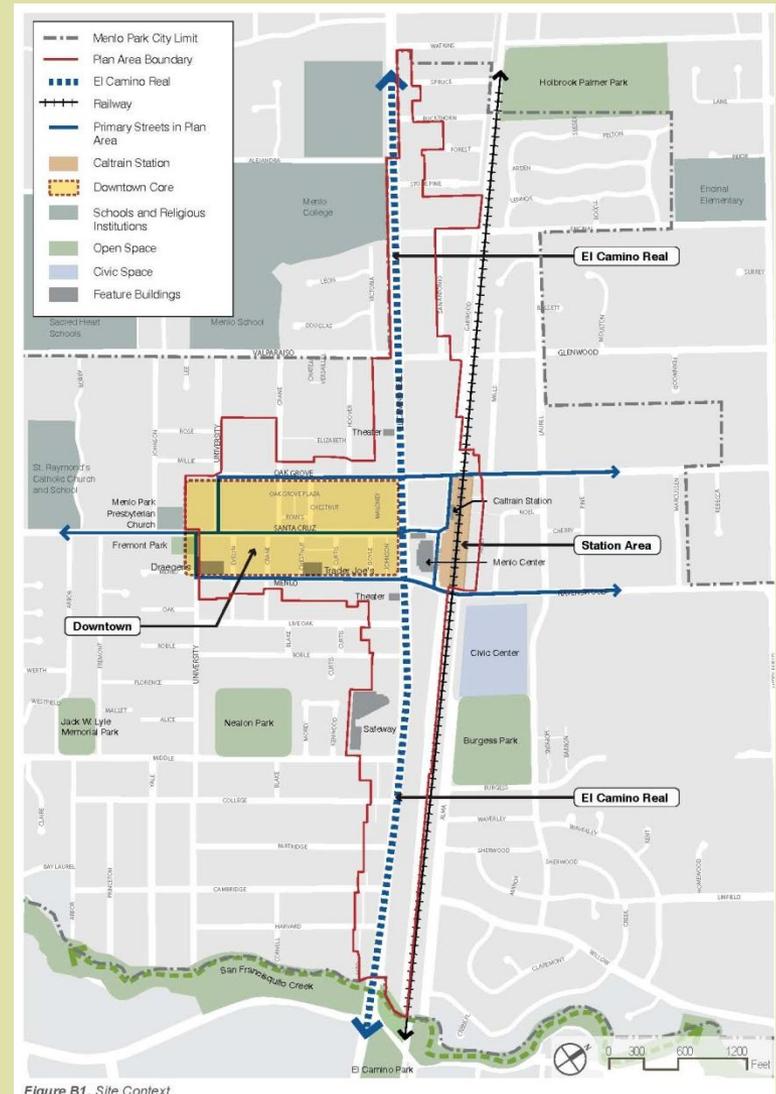
Figure D2: Plan view of Santa Cruz Avenue with edge streetscape improvements. This plan shows how the Center Plaza could include the new sidewalk.

Figure A5. Type of information found within Specific Plan

# DRAFT SPECIFIC PLAN

## B: Plan Context

- Existing site context and character
- Opportunities and constraints
- Circulation overview
- Market overview



# DRAFT SPECIFIC PLAN

## B: Plan Context

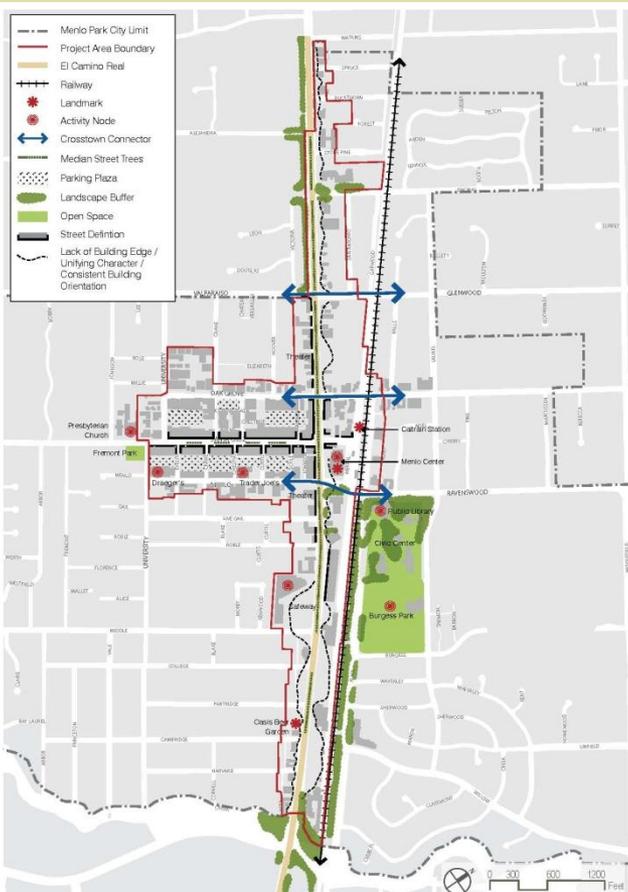


Figure B2. Site Character



Figure B3. Opportunities and Constraints

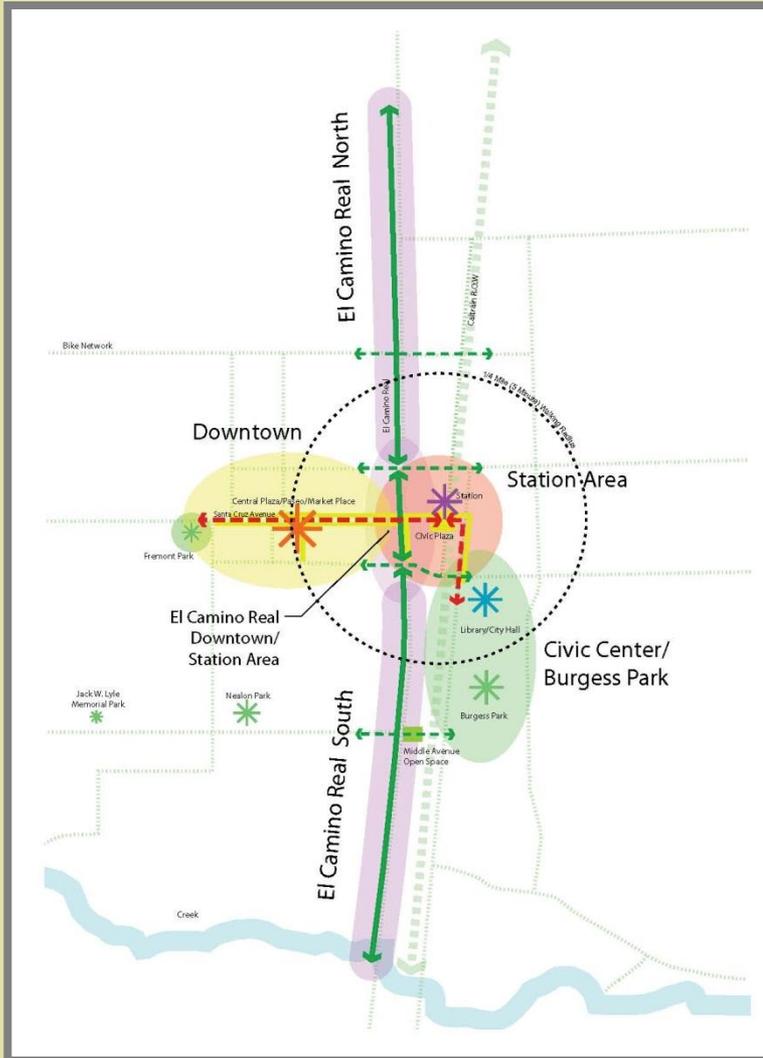


Streetscape - Downtown (Menlo Park, California); Santa Cruz Avenue consists of small, distinct storefronts, in one- and two-story buildings, that line and define the street

Information on existing character, opportunities and constraints, transportation overview, and market overview all previously presented at workshops, included for reference and context.

# DRAFT SPECIFIC PLAN

## C: Plan Principles, Framework + Program



- Guiding Principles
- Urban Design Framework
- Sub-Area Concepts
- Sustainability
- Illustrative Plan and Development Program

# DRAFT SPECIFIC PLAN

## C: Plan Principles, Framework + Program

### Guiding Principles – *Refinements of Vision Plan Goals*

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

Descriptions excerpted in Attachment B.

# DRAFT SPECIFIC PLAN

## C: Plan Principles, Framework + Program

### Sustainability

General principles, expanded in following chapters

### Illustrative Plan and Development Program

*Projection for purposes of analysis; actual build-out will vary*

- Residential: 680 dwelling units
- Retail space: 91,800 square feet
- Commercial space: 240,820 square feet
- Hotel: 380 rooms

# DRAFT SPECIFIC PLAN

## D: Public Space

Improvements grouped by Sub-Area:

- El Camino Real
- Station Area
- Downtown

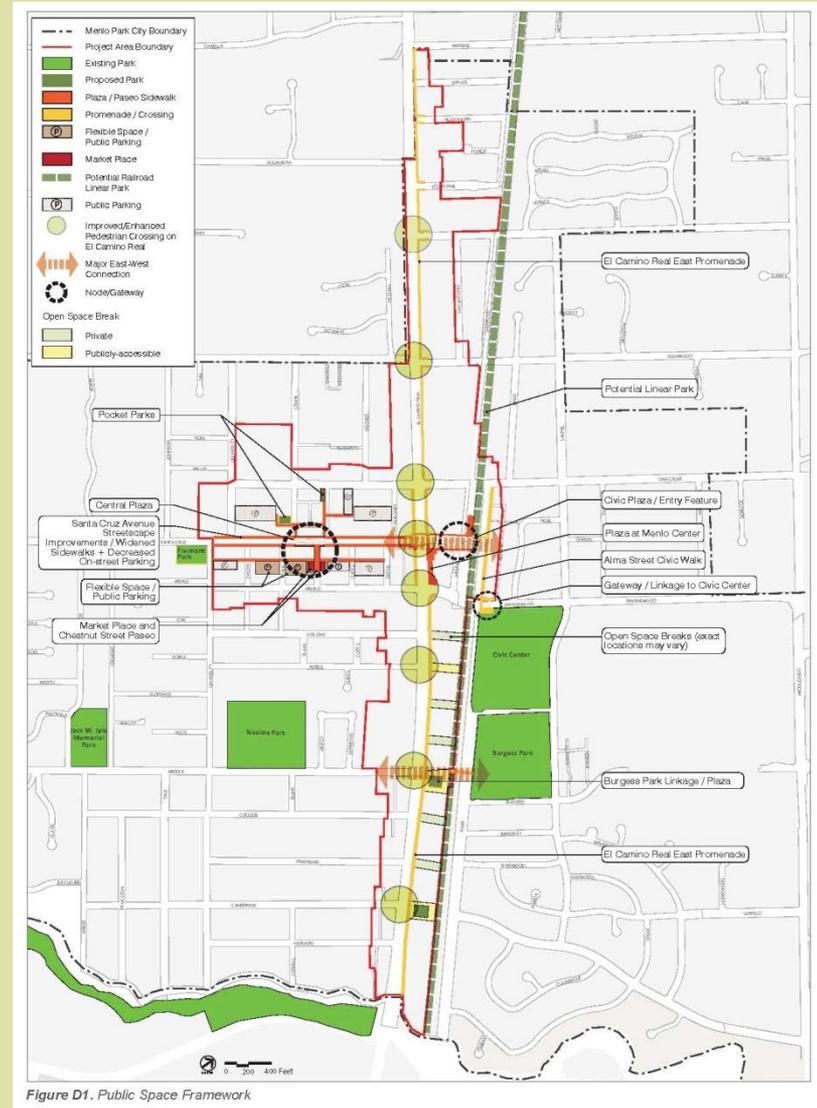


Figure D1. Public Space Framework

# DRAFT SPECIFIC PLAN

## D: Public Space

### Downtown

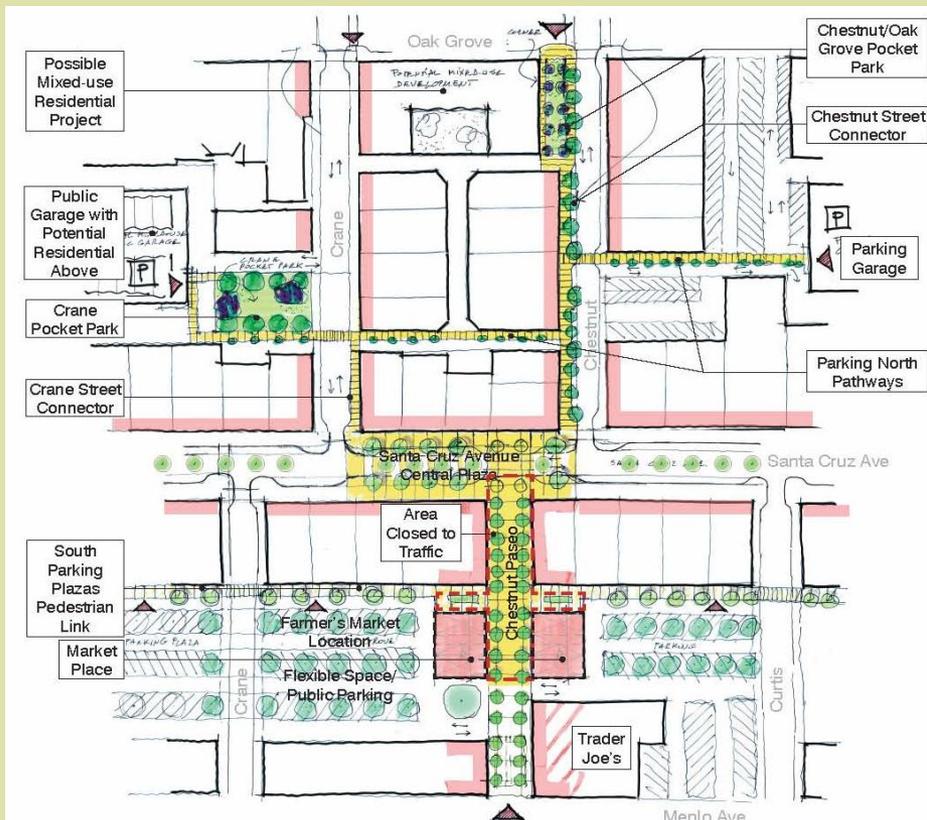
- *Santa Cruz Avenue Central Plaza:*

- Signature public space for downtown
- Two automobile lanes retained, but on-street parking removed
- Curb removed to create flush surface, and paving enhanced
- Pedestrian-oriented, with greater room for outdoor dining
- Potential closures for special events



# DRAFT SPECIFIC PLAN

## D: Public Space



### Downtown

Other improvements:

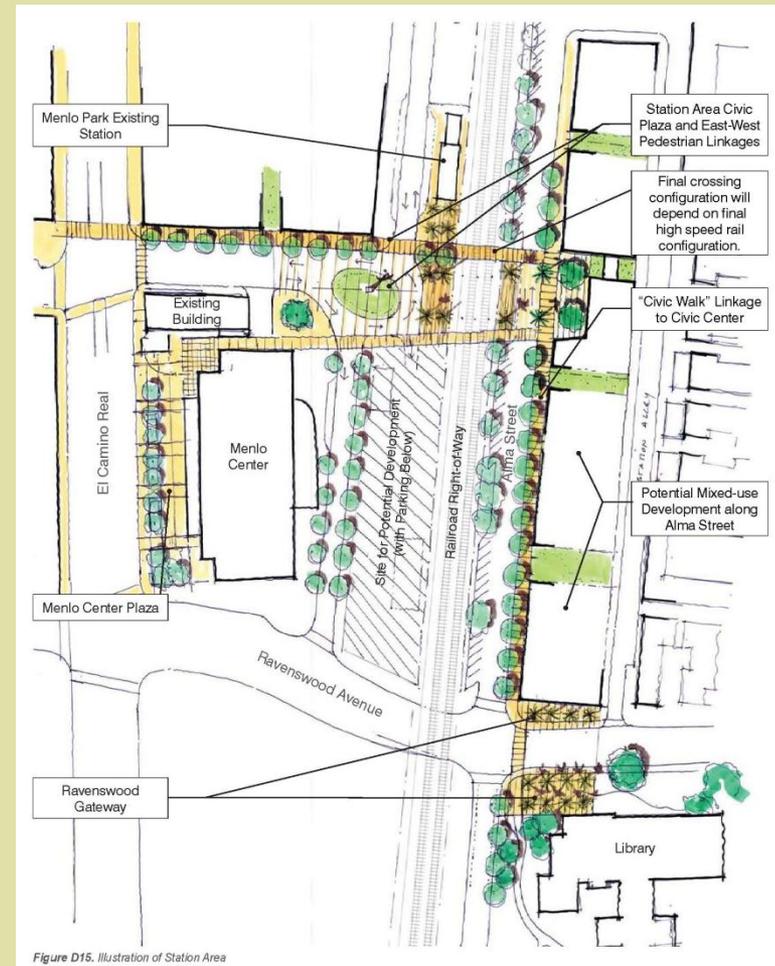
- *Widened sidewalks on Santa Cruz Avenue*
- *Chestnut Paseo and Market Place*
- *Flex space/surface parking*
- *Pocket parks on Crane and Chestnut*

# DRAFT SPECIFIC PLAN

## D: Public Space

### Station Area

- *Civic Plaza* at train station intended to celebrate arrivals and enhance entrance to Santa Cruz Avenue
- Stronger links to Civic Center through *Alma Street Civic Walk* and *Ravenswood Gateway*- leverage existing activity center

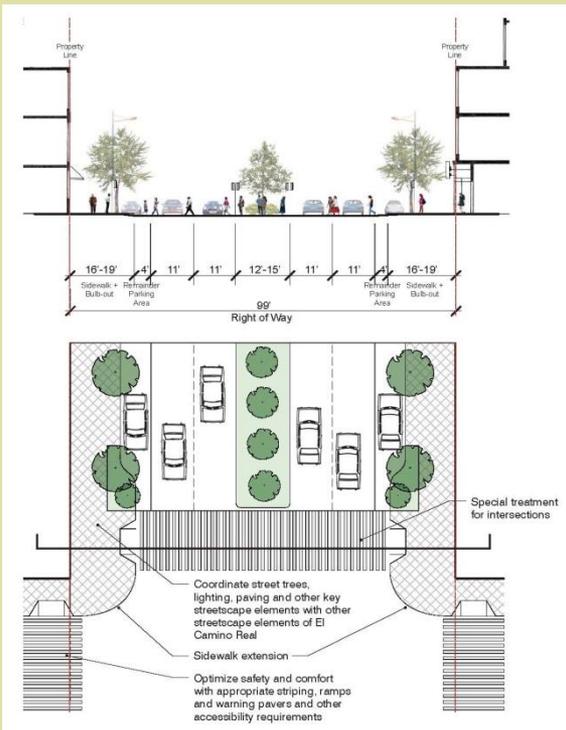


# DRAFT SPECIFIC PLAN

## D: Public Space El Camino Real



- North-South Walkability: substantial improvements over current conditions
  - East side: 15-foot sidewalks
  - West side: 12-to-15-foot sidewalks
  - In most areas, property owners required to designate areas for public use, as parcels are redeveloped
- East-West Connectivity (crosswalk enhancements)
- New open space at Middle Avenue, to incorporate grade-separated pedestrian-bicycle crossing to Burgess Park



# DRAFT SPECIFIC PLAN

## E: Land Use + Building Character

- Land Use Designations
- Development Standards and Guidelines
- Zoning District Tables and Diagrams

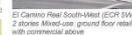


Figure E7. Building Placement

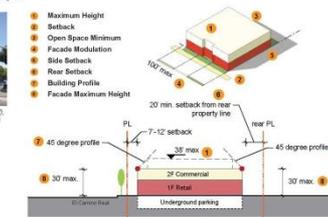
### Illustration of Standards + Guidelines

#### Mixed-use Commercial Project

- Maximum Height
- Setback
- Open Space Minimum
- Facade Modulation
- Side Setback
- Rear Setback
- Building Profile
- Facade Maximum Height

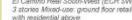


El Camino Real South-West (EDR SW), 2 stories Mixed-use ground floor retail with commercial above



#### Mixed-use Residential Project

- Maximum Height
- Setback
- Open Space Minimum
- Facade Modulation
- Upper-story Setback
- Side Setback
- Rear Setback
- Building Profile
- Facade Maximum Height



El Camino Real South-West (EDR SW), 2 stories Mixed-use ground floor retail with residential above

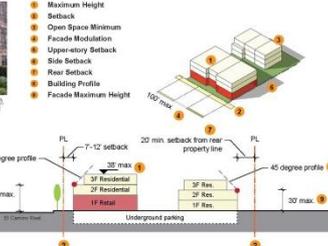


Figure E8. Mixed-use Commercial and Mixed-use Residential Projects South of Live Oak Avenue

Allowed/Use	Land Use Designations and Allowable Uses				
	El Camino Real Mixed Use	El Camino Real Mixed Use/Residential	El Camino Real Mixed Use/Residential LC	Development Station Area Mark Street Overlay	Development Adjacent Office/Residential
<b>Commercial</b>					
Adult Business Establishments	C	C	C	-	-
Animal Sales & Services	-	-	-	-	-
Animal Boarding	C	C	C	-	-
Animal Clinics and Hospitals	C	C	C	-	-
Animal Retail Sales and Service	P	P	P	LC (see text 5,000 SF)	-
Automobile/Vehicle Sales and Service	P	P	-	-	-
Car Washes and Light Vehicle Service	C	C	-	-	-
Bars and Fraternal Institutions	P	P	LC (see text 5,000 SF)	-	LC (see text 5,000 SF)
Business Services	P	P	LC (see text 5,000 SF)	-	LC (see text 5,000 SF)
<b>Commercial Recreation</b>					
Shops	C	C	C	-	-
Cinemas	C	C	P	-	-
<b>Eating &amp; Drinking Establishments</b>					
Restaurants, Full Service	P	P	P	P	-
Restaurants, Limited Service	P	P	LC (see text 3,000 SF)	LC (see text 3,000 SF)	-
Restaurants, Full-Service with alcohol and/or outdoor seating	A	A	A	A	-
Restaurants, Full-Service with Live Entertainment	C	C	C	C	-
Cinemas	P	P	LC (see text 3,000 SF)	-	-
	C	C	C	C	-
	P	P	P	P	-
	P	P	C	C	-



Figure E1. Land Use Designations

# DRAFT SPECIFIC PLAN

## E: Land Use + Building Character

Allowable Uses	Land Use Designations and Allowable Uses				
	El Camino Real Mixed Use	El Camino Real Mixed Use/Residential	Downtown/Station Area Retail/Mixed Use	Downtown/Station Area Main Street Overlay	Downtown Adjacent Office/Residential
<b>Commercial</b>					
Adult Business Establishments	C	C	-	-	-
Animal Sales & Services					
Animal Boarding	C	C	C	-	-
Animal Clinics and Hospitals	C	C	C	-	-
Animal Retail Sales and Service	P	P	P	LC (less than 5,000 SF)	-
Automobile/Vehicle Sales and Service					
Automobile/Vehicle Sales & Leasing	P	P	-	-	-
Gas Stations and Light Vehicle Service	C	C	-	-	-
Banks and Financial Institutions	P	P	LC (less than 5,000 SF)	-	LC (less than 5,000 SF)
Business Services	P	P	LC (less than 5,000 SF)	-	LC (less than 5,000 SF)
Commercial Recreation					
Small-Scale	P	C	C	-	-
Cinemas	C	P	P	-	-
<b>Eating &amp; Drinking Establishments</b>					
Restaurants, Full Service	P	P	P	P	-
Restaurants, Limited Service	P	P	LC (less than 3,000 SF)	LC (less than 3,000 SF)	-
Restaurants, Full/Limited Service with Alcohol and/or Outdoor Seating	A	A	A	A	-
Restaurants, Full/Limited Service with Live Entertainment	C	C	C	C	-
Restaurants, Take-Out Only	P	P	LC (less than 3,000 SF)	-	-
Bars and Lounges	-	C	C	C	-
Funeral & Intermment Service	C	C	-	-	-
Hotels and Motels	P	P	P	C	C
Offices, Business and Professional	L (no greater than one-half the base or public benefit bonus FAR)	L (no greater than one-half the base or public benefit bonus FAR)	L (no greater than one-half the base or public benefit bonus FAR)	L (no greater than one-half the base or public benefit bonus FAR and	L (no greater than one-half the base or public benefit bonus FAR)
Offices, Medical and Dental	L (no greater than one-half the base or public benefit bonus FAR)	L (no greater than one-half the base or public benefit bonus FAR)	L (no greater than one-half the base or public benefit bonus FAR)	L (no greater than one-half the base or public benefit bonus FAR and	L (no greater than one-half the base or public benefit bonus FAR)

Table E1. Land Use Designations and Allowable Uses

### Land Use Designations and Use Regulations

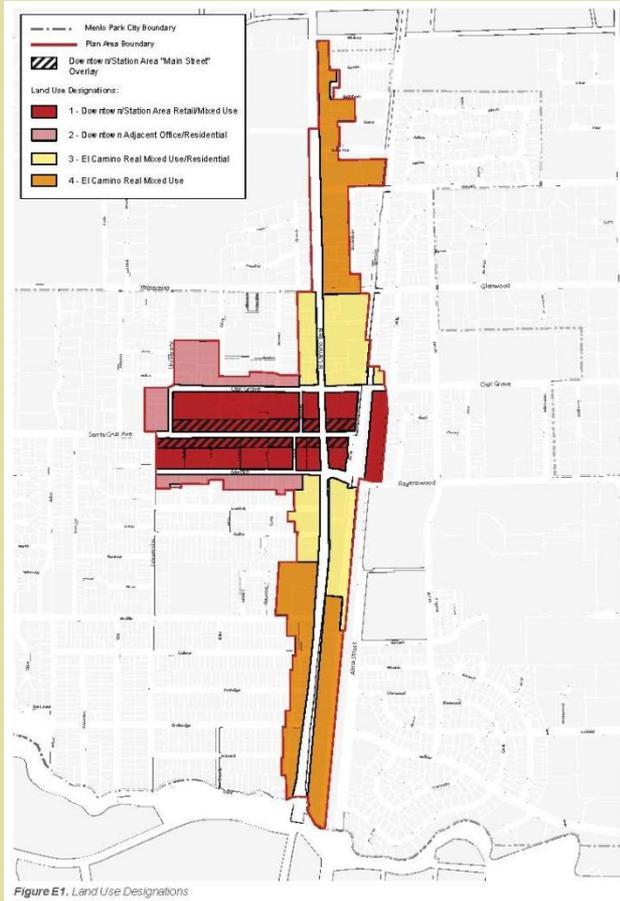


Figure E1. Land Use Designations

- Comprehensive updating of current rules
- Uses established as permitted, permitted with limits, conditionally or administratively permitted, and prohibited
- Residential emphasis in station area and nearby

# DRAFT SPECIFIC PLAN

## E: Land Use + Building Character

### Development Standards and Guidelines

#### Zoning Districts

- 10 new zones vs. current ordinance that has two primary districts and several smaller zones
- New zones reflect unique conditions with detailed and specific standards. For example, some areas back up to residential uses, others back up to the train tracks- as a result, requirements differ

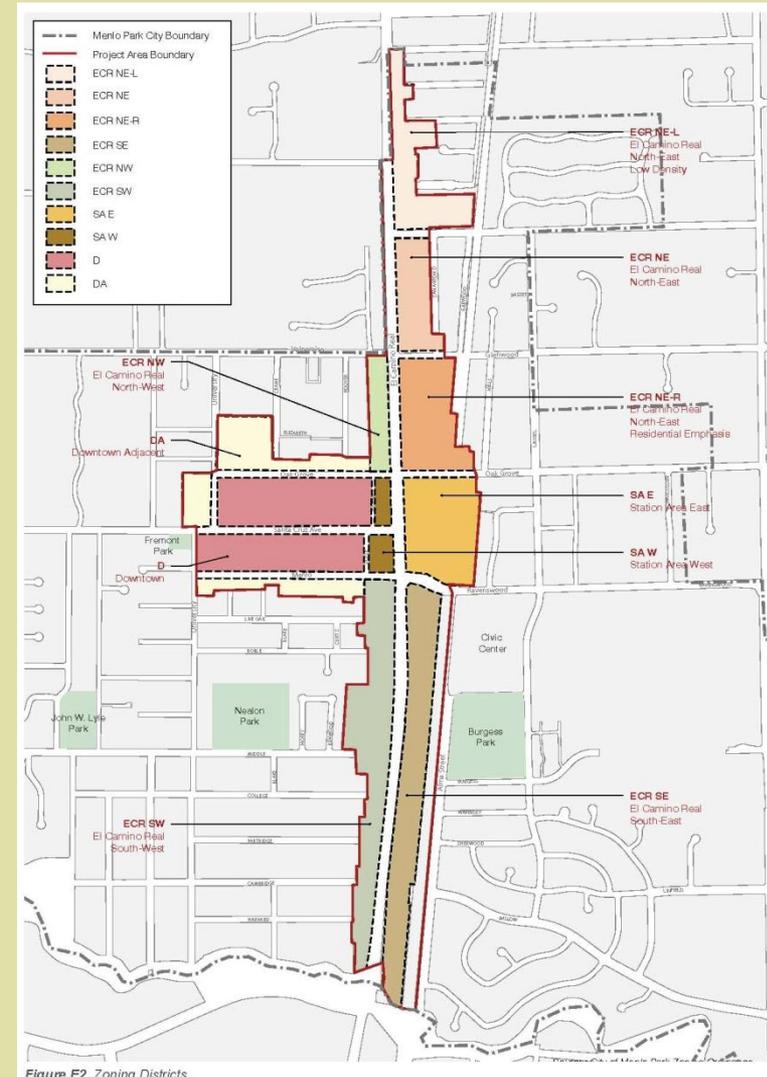


Figure E2. Zoning Districts

# DRAFT SPECIFIC PLAN

## E: Land Use + Building Character

### Development Standards and Guidelines

#### Density (dwelling units/acre) and Intensity (FAR) - New two-tier framework:

- **Base:** Includes increases over current standards to address community goals, such as: encourage redevelopment of underutilized parcels, activate train station area, and enhance downtown vibrancy.
- **Public Benefit Bonus:** Absolute maximums subject to provision of negotiated public benefit
- **Office and Medical Office** subject to additional FAR limits, matching current practices and helping achieve greater diversity of uses

Development Standards								
		DEVELOPMENT INTENSITY				BUILDING HEIGHTS		
		AREA	LAND USE	FAR*	DU/ACRE	HEIGHT MAX.	FAÇADE HEIGHT MAX.	
El Camino Real	El Camino Real North	ECR NW	El Camino Real North-West	Mixed Use/ Residential	1.10 (1.50)	25.0 (40.0)	38'	N.A.
		ECR NE-L	El Camino Real North-East - Low Density	Mixed Use	0.75 (1.10)	20.0 (30.0)	38'	30'
		ECR NE	El Camino Real North-East	Mixed Use	1.10 (1.50)	25.0 (40.0)	38'	N.A.
		ECR NE-R	El Camino Real North-East - Residential Emphasis	Mixed Use/ Residential	1.10 (1.50)	32.0 (50.0)	38'	N.A.
	El Camino Real South	ECR SW	El Camino Real South-West	Mixed Use/ Residential	1.10 (1.50)	25.0 (40.0)	38'	30' (rear side)
		ECR SE	El Camino Real South-East	Mixed Use/ Residential	1.25 (1.75)	40.0 (60.0)	60'	45'
Station	SA W	Station Area West	Retail/ Mixed Use	2.00 (2.25)	50.0 (60.0)	60'	45'	
	SA E	Station Area East	Retail/ Mixed Use	1.35 (1.75)	50.0 (60.0)	60'	45'	
Downtown	DA	Downtown Adjacent	Office/ Residential	0.85 (1.00)	18.5 (25.0)	38'	30'	
	D	Downtown Santa Cruz Avenue	Retail/ Mixed Use	2.00 (2.25)	25.0 (40.0)	38', 48' for Parking Plazas 1 & 3	30', 38' for Parking Plazas 1 & 3	

\*Specific Plan limits the amount of general office allowed and the amount of medical office, based on community concerns, to the following:

Office, General - shall not exceed one half of the base FAR or public benefit bonus FAR

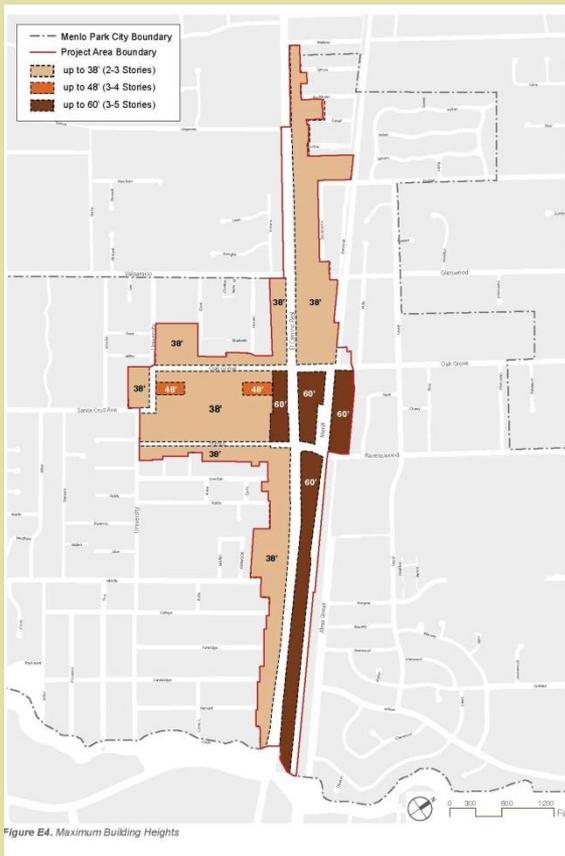
Office, Medical and Dental - shall not exceed one third of the base FAR or public benefit bonus FAR

FAR and DU/acre include both Base and Public Benefit Bonus standards, discussed in more detail in Section E.3.1 "Intensity"

Table E2. Development Standards and Guidelines

# DRAFT SPECIFIC PLAN

## E: Land Use + Building Character Development Standards and Guidelines



### Height

- Establishes new Façade Height maximum to address perceived height on all faces except interior side
- Overall height:
  - Predominant maximum of 38', close to current base maximums (*although properties can already exceed these with P-D or CDP designations*)
  - Up to 48' allowed for parking plaza improvements
  - 60' allowed in station area and on east side of El Camino Real, south of Ravenswood Ave

### Setbacks

- Limited in downtown and station area to reflect existing character
- Enhanced requirements on El Camino Real for sidewalk improvements

# DRAFT SPECIFIC PLAN

## E: Land Use + Building Character

### Development Standards and Guidelines

#### Massing and modulation

Strict new requirements for variation of building profiles and upper story setbacks (uses *façade height*)

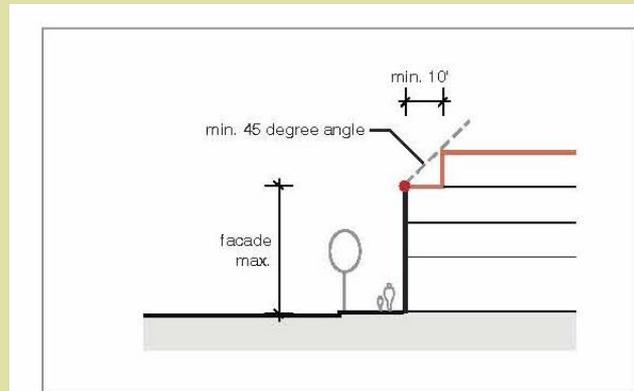


Figure E15. 45-degree building profile at upper stories

Requirements would prohibit monolithic type of development as seen in some nearby cities.

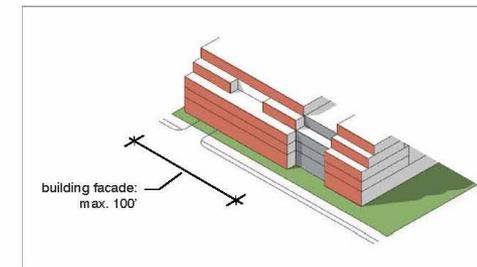


Figure E13. Building facade main plane maximum



✗ No. Continuous street frontage (Redwood City, California)



✓ Yes. Varied building facade main plane (Kirkland, Washington)

Figure E14. Vary building facade main plane

# DRAFT SPECIFIC PLAN

## E: Land Use + Building Character

### Sustainability

- LEED Silver certification *required* for many common project types, in particular: residential projects of three or more units, new commercial buildings of 5,000 square feet or more
- LEED ND (Neighborhood Development) Gold certification *recommended* for projects of 4 acres or more
- Recommends that standards be revisited every two years, due to changes in this field

# DRAFT SPECIFIC PLAN

## E: Land Use + Building Character

### Zoning Districts Tables and Diagrams

Detailed standards and graphics for all 10 zoning districts, helping users understand what is possible with properties.

El Camino Real South-West (ECR SW)		
Land Uses	See Table E2; El Camino Real Mixed-Use and El Camino Real Mixed-Use/Residential Designations	
<b>Floor Area Ratio (FAR)</b>	Maximum for all uses, inclusive of Offices Public Benefit Bonus: 1.50	Base: 1.10
	Maximum for Offices, inclusive of Medical and Dental Offices One half of the Base or Public Benefit Bonus FAR, whichever is applicable	
	Maximum for Medical and Dental Offices One third of the Base or Public Benefit Bonus FAR, whichever is applicable	
<b>Density</b>	Base: 25 dwelling units per acre Public Benefit Bonus: 40 dwelling units per acre	
<b>Height</b>	Maximum heights Building height: 38 feet Façade height: 30 feet for all sides of a building except the interior side	Minimum heights Commercial ground floor, 13 feet clear interior height
	Allowed encroachments Roof-top and mechanical equipment and solar panels are allowed to exceed the building height limit provided they are integrated into the design of the building and screened from view as observed at an eye level horizontal to the top of the equipment	
<b>Setbacks</b>	Front and Corner Side (note, please reference Figure E27 for standards applying to specific street faces) Minimum: 7 feet, except north of Live Oak Avenue, where 5 feet is required. Maximum: 12 feet, except north of Live Oak Avenue, where 5 feet is the maximum. South of Live Oak Avenue, setback shall be sufficient to provide a minimum 12' foot wide sidewalk with a minimum 8 foot wide clear walking zone. A minimum 4 foot wide furnishings zone should be provided. Front setback areas shall be developed with sidewalks, grass, and/or landscaping. Parking is prohibited within front setback areas. Where sidewalks are provided, the sidewalk shall be coordinate with existing sidewalks and match or exceed City standard paving materials.	
<b>Side, Interior</b>	Minimum: 0 feet Maximum: 25 feet	
<b>Rear</b>	Minimum: 20 feet, except north of Live Oak Avenue, where 10 feet is required.	
<b>Upper Floor</b>	10 feet minimum above the maximum façade height for all sides of a building except the interior side.	

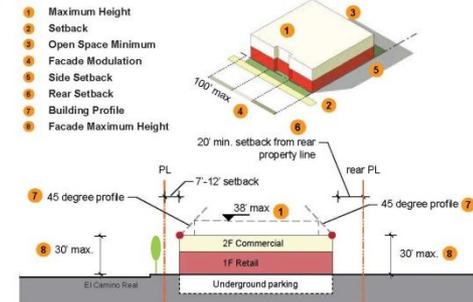
El Camino Real South-West (ECR SW)		
Land Uses	See Table E2; El Camino Real Mixed-Use and El Camino Real Mixed-Use/Residential Designations	
	Allowed Encroachments	Volumetric projections may project 6 feet maximum in depth and 50 feet maximum in length from the building face into the public right-of-way, sidewalk clear walking zone and/or other public space provided an 8 foot minimum clearance above the public right-of-way, sidewalk clear walking zone and/or other public space and provided that the total area of the volumetric projection shall not exceed 35% of the building façade built at the setback line, or property line in the case where a setback is not applicable.
	Canopies and awnings	Canopies and awnings may project 6 feet maximum from the building face provided an 8 foot minimum clearance above the public right-of-way, sidewalk clear walking zone and/or other public space.
<b>Massing and Modulation</b>	The portion of the building facing a street shall be parallel to the street.	
<b>Building Breaks</b>	For buildings south of Live Oak Avenue, building breaks are allowed provided a single break does not exceed 50 feet in width and the total of all of the breaks does not exceed 25% of the building footprint. Such building breaks may be at ground level or located above a parking podium (maximum height 18 feet).	
<b>Building Façade Modulation</b>	Building façades located on streets and public spaces shall not exceed more than 100 feet in length without a change in visual interest through the use of recesses, projections and/or color and/or material changes. Such recesses, projections and/or color and/or material changes shall have a minimum width of 6 feet and projections and recesses shall have a minimum depth of 4 feet.	
<b>Building Profile</b>	A 45-degree building profile is required for any portions of a building above the maximum façade height on the rear side of a building. On the rear, the building profile shall be measured from the maximum façade height at the minimum setback line. Intrusions such as balconies and dormers may project up to a maximum of 6 feet beyond the 45-degree profile. Upper story setback requirements shall supersede the building profile requirements, if more restrictive.	
<b>Bulk</b>	Not applicable.	
<b>Open Space</b>	All development 30% minimum, except for north of Live Oak Avenue which is 20% minimum. Development that includes residential Minimum of 100 square feet of open space per unit created as common open space or minimum of 80 square feet of open space per unit created as private space. Private open space shall have minimum dimensions of 6 feet by 8 feet. Residential open space, whether in common or private areas, shall count toward the minimum open space requirement for the development. Accessible open space above parking podiums up to 16 feet high will count toward the common open space requirement.	
<b>Parking</b>	See Chapter F for off-street parking and bicycle parking standards.	

#### Illustration of Standards + Guidelines

##### Mixed-use Commercial Project



El Camino Real South-West (ECR SW), 2 stories Mixed-use: ground floor retail with commercial above



##### Mixed-use Residential Project



El Camino Real South-West (ECR SW), 3 stories Mixed-use: ground floor retail with residential above

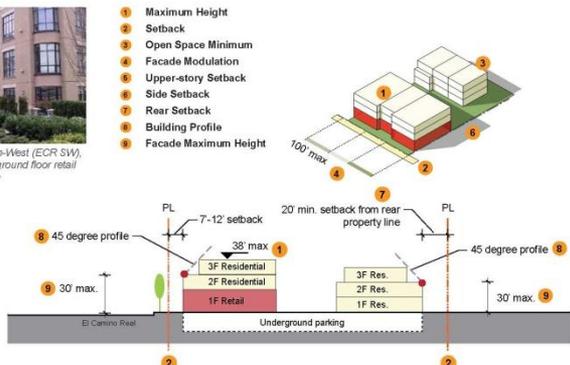


Figure E29. Mixed-use Commercial and Mixed-use Residential Projects South of Live Oak Avenue

# DRAFT SPECIFIC PLAN

## F: Circulation

- Vehicle Circulation
- Pedestrian and Bicycle Improvements
- Parking Standards
- Downtown Parking Supply and Policies

Land Use	Minimum Parking Rates					
	Existing City Requirements	Industry Sources	Local Sources	Specific Plan Rates <sup>1</sup>		
	Zoning Ordinance <sup>1</sup>	Use Based Guidelines <sup>2</sup>	ITE <sup>3</sup>	ULI <sup>4</sup>	MTC <sup>5</sup>	Future Supply
Multi-Family Dwelling	2.0	-	1.68	1.85 / 1.85 <sup>5</sup>	1.0 - 1.5	1.85
General Office (per 1,000 sf gfa)	6	3.3	3.27	3.8 / 0.38 <sup>5</sup>	2.0 - 3.0	3.8
Medical Office (per 1,000 sf gfa)	6	5	4.06	4.5 / 4.5 <sup>5</sup>	-	4.5
Retail and Personal Service (per 1,000 sf gfa)	6	5	3.05 / 3.42 <sup>7</sup>	3.6 / 4.0 <sup>5</sup>	1.5 - 2.5	4.0
Supermarket (per 1,000 sf gfa)	6	-	5.01 / 5.46 <sup>8</sup>	-	-	5.5
Restaurants (per 1,000 sf gfa/gia)	6	6	-	-	3.0 - 5.0	6
Quality High Turnover With Lounge	-	-	17.7 / 19.76 <sup>9</sup>	18.0 / 20.0 <sup>7</sup>	-	-
Hotel (per room)	-	1.1	1.05	1.25 / 1.16 <sup>7</sup>	-	1.25



# DRAFT SPECIFIC PLAN

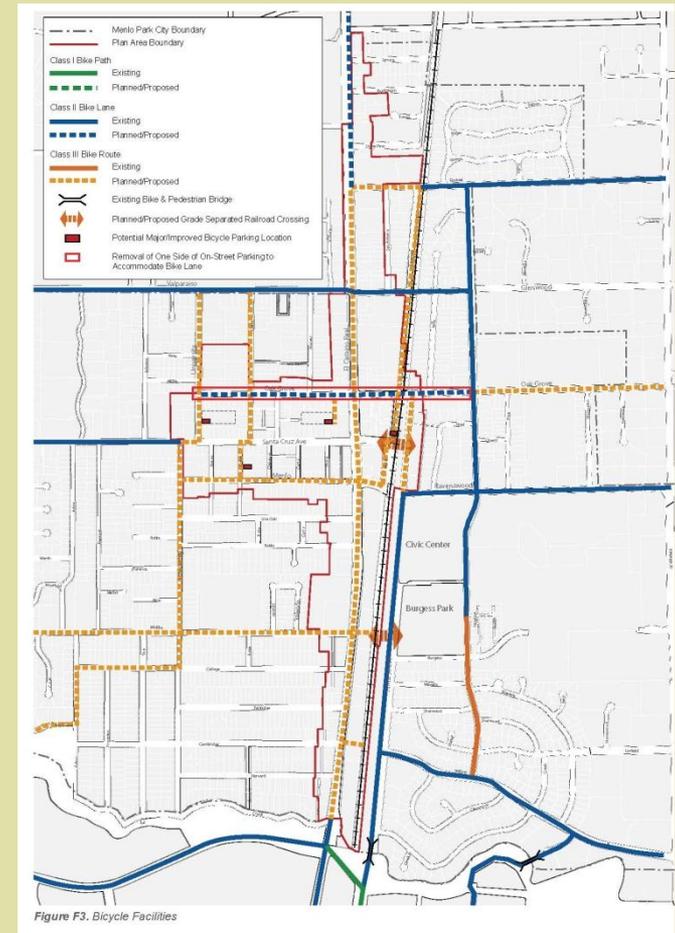
## F: Circulation

- Vehicle Circulation
  - El Camino Real
    - Retains overall lane configuration with minor modifications to better accommodate pedestrians and bicyclists
    - Lanes narrowed in central area to allow for wider sidewalks
  - Santa Cruz Avenue
    - Reconfigured and relocated parking for sidewalk extensions

# DRAFT SPECIFIC PLAN

## F: Circulation

- Pedestrian Improvements
  - El Camino Real crosswalks:
    - Basic Crossing Treatment – marked crosswalks, accessible pedestrian signals, sidewalk extensions
    - Special Crossing Treatment – high visibility crosswalks, enhanced pavement, countdown pedestrian signals, median islands
- Bicycle Improvements
  - Complete and enhance City's existing plan
  - New bicycle storage standards and guidelines



# DRAFT SPECIFIC PLAN

## F: Circulation

### New parking standards

- Based on best practices and current industry standards
- Allowances for additional shared parking credits on a case-by-case basis
- Outside downtown, parking provided on-site; in downtown, parking requirement can be met in public facilities, if space is available

Minimum Parking Rates						
Land Use	Existing City Requirements		Industry Sources		Local Sources	Specific Plan Rates <sup>6</sup>
	Zoning Ordinance <sup>1</sup>	Use Based Guidelines <sup>2</sup>	ITE <sup>3</sup>	ULI <sup>4</sup>	MTC <sup>5</sup>	Future Supply
Multi-Family Dwelling	2.0	-	1.68	1.85 / 1.85 <sup>5</sup>	1.0 - 1.5	1.85
General Office (per 1,000 sf gfa)	6	3.3	3.27	3.8 / 0.38 <sup>5</sup>	2.0 - 3.0	3.8
Medical Office (per 1,000 sf gfa)	6	5	4.06	4.5 / 4.5 <sup>5</sup>	-	4.5
Retail and Personal Service (per 1,000 sf gla)	6	5	3.05 / 3.42 <sup>7</sup>	3.6 / 4.0 <sup>5</sup>	1.5 - 2.5	4.0
Supermarket (per 1,000 sf gfa)	6	-	5.01 / 5.46 <sup>5</sup>	-	-	5.5
Restaurants (per 1,000 sf gfa/gla)	6	6	-	-	3.0 - 5.0	6
Quality High Turnover With Lounge	-	-	17.7 / 19.78 <sup>7</sup>	18.0 / 20.0 <sup>7</sup>	-	-
	-	-	11.6 / 15.53 <sup>7</sup>	10.5 / 15.0 <sup>7</sup>	-	-
	-	-	15.3 / 18.75 <sup>7</sup>	-	-	-
Hotel (per room)	-	1.1	1.05	1.25 / 1.18 <sup>7</sup>	-	1.25

# DRAFT SPECIFIC PLAN

## F: Circulation

### Downtown Parking Supply and Policies



Existing and Future Downtown Parking Supply				
Parking Location	Existing Supply <sup>1</sup>	Specific Plan Change	Change in Spaces	Future Supply
<b>Parking Plazas</b>				
Parking Plaza 1	249	Added Parking Garage <sup>2</sup>	446	695 <sup>4</sup>
Parking Plaza 2	95	Development Site and Pocket Park	-95	0
Parking Plaza 3	212	Added Parking Garage <sup>3</sup> and Pocket Park	158/436 <sup>5</sup>	370/650 <sup>5</sup>
Parking Plaza 4	105	Pedestrian Link, Development Site	-31	74
Parking Plaza 5	150	Pedestrian Link, Development Site	-42	108
Parking Plaza 6	136	Market Place	-32	104
Parking Plaza 7	94	Pedestrian Link, Market Place	-36	58
Parking Plaza 8	145	Pedestrian Link	-7	138
<b>Total</b>	<b>1,186</b>		<b>361/641</b>	<b>1,547/1,827</b>
<b>On-Street Spaces</b>				
Santa Cruz Avenue	116	Sidewalk Widening	-48	68
Chestnut Street North	26	Sidewalk Widening	-11	15
Chestnut Street South	17	Chestnut Paseo	-11	6
Oak Grove Avenue	80	Added Bike Lanes	-35	45
Other Streets	170	No Change	0	170
<b>Total</b>	<b>409</b>		<b>-105</b>	<b>304</b>
<b>Downtown Core Area Total</b>	<b>1,595</b>		<b>256/536</b>	<b>1,851/2,131</b>

Two new parking garages to provide capacity for on-street and plaza parking spaces that would be relocated for public improvements (central plaza and widened sidewalks), selected infill development, additional time limit flexibility, and potential supply for private development.

Plan overall provides more options for parking- much of the current surface parking remains, enhanced by new options.

# DRAFT SPECIFIC PLAN

## F: Circulation

### Downtown Parking Supply and Policies

#### Downtown Shared Parking

Most parcels in downtown core may develop first 1.0 FAR with no on-site parking spaces (consistent with current policy).

For FAR above 1.0, parcels may either provide the required number of parking spaces on-site, or, if public parking spaces are available, pay a parking in-lieu fee (set to be equivalent to cost of garage space).



# DRAFT SPECIFIC PLAN

## G: Implementation

### Actions to Enable and Implement Specific Plan

- **Statement of relationship to General Plan:** detailed correspondence table
- **General Plan and Zoning Ordinance Amendments:** Specific Plan will effectively supersede these documents for plan area, with certain exceptions
- **Review and processing of development applications:** retains overall current structure of Architectural Control and Use Permit, with refined requirements
- **Nonconforming uses and structures:** existing approvals generally to be protected

City of Menlo Park General Plan Goals and Policies		Specific Plan Relationship with Policies
SECTION I: LAND USE POLICIES (1994)		
Residential		
Goal I-A	To maintain and improve the character and stability of Menlo Park's existing residential neighborhoods while providing for the development of a variety of housing types. The preservation of open space shall be encouraged.	
I-A-1	New construction in existing neighborhoods shall be designed to emphasize the preservation and improvements of the stability and character of the individual neighborhood.	The Specific Plan area does not include existing residential neighborhoods (although some residential uses exist in the plan area) and, as such, this policy is not directly relevant. However, the Specific Plan includes standards and guidelines for building design to ensure that new infill development will be sensitive to adjacent residential uses.
I-A-2	New residential developments shall be designed to be compatible with Menlo Park's residential character.	The Specific Plan area does not include existing residential neighborhoods (although some residential uses exist in the plan area) and, as such, this policy is not directly relevant. However, the Specific Plan includes standards and guidelines for building design to ensure that new infill development will be sensitive to adjacent residential uses.
I-A-3	Quality design and usable open space shall be encouraged in the design of all new residential developments.	The Specific Plan includes standards and guidelines to encourage quality design in infill development. Additionally, architectural review will be required for new development to ensure consistency with the standards and guidelines. The standards include specific requirements for open space in residential developments.
I-A-4	Residential uses may be combined with commercial uses in a mixed use project, if the project is designed to avoid conflicts between the uses, such as traffic, parking, noise, dust and odors.	The Specific Plan allows for mixed use commercial and residential development that will be subject to architectural review to ensure design features that help address compatibility issues.
I-A-5	Development of housing, including housing for smaller households, is encouraged in commercially-zoned areas in and near Downtown. (Downtown is defined as the area bounded by Alma Street, Ravenswood Avenue/Menlo Avenue, University Drive and Oak Grove Avenue.) Provisions for adequate off-street parking must be assured.	The Specific Plan encourages housing development along El Camino Real and in the station and downtown areas through increased allowable development intensities. It requires adequate off-street parking.
I-A-6	Development of residential uses on the north side of Oak Grove Avenue and on the south side of Menlo Avenue adjacent to the Downtown commercial area is encouraged.	The Specific Plan allows for housing development in these areas.
I-A-8	Residential developments of ten or more units shall comply with the requirements of the City's Below-Market Rate (BMR) Housing Program.	The City's Below Market Rate (BMR) Housing Program, which now requires development of five or more units to participate in the BMR program, will continue to apply to the Specific Plan.

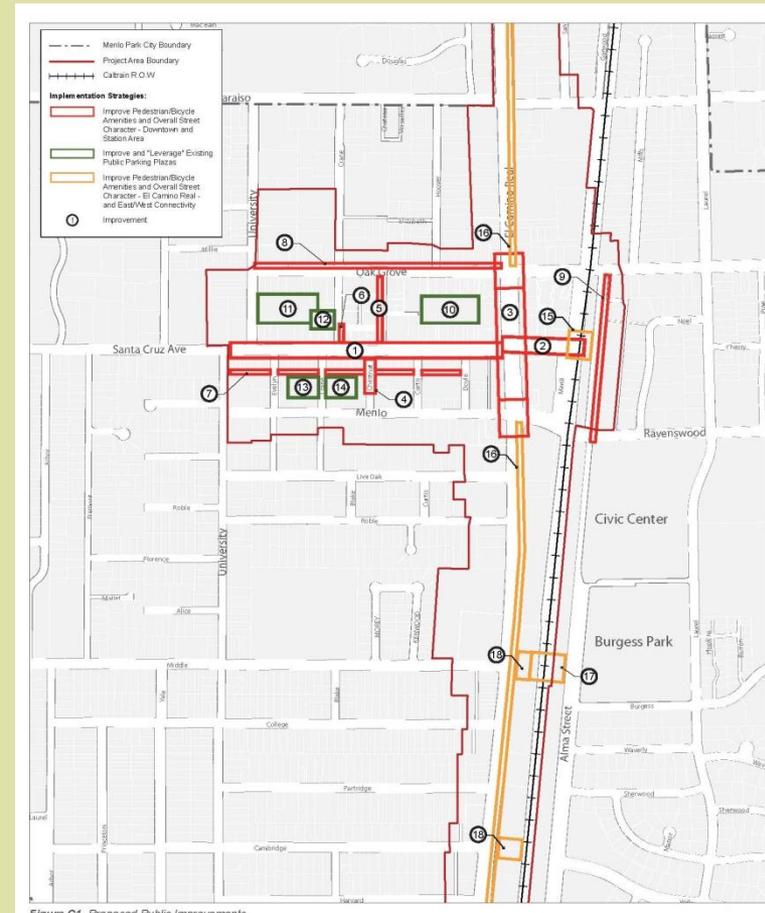
Table G1. El Camino Real/Downtown Specific Plan/City of Menlo Park General Plan Consistency Analysis

# DRAFT SPECIFIC PLAN

## G: Implementation

### Financing Methods and Sequencing

- Specific Plan primarily lays out options for future action
- Recommends short/mid-term construction of one parking garage and Santa Cruz Avenue central plaza and sidewalk improvements



# DRAFT SPECIFIC PLAN

## **H: Appendix**

- Use Definitions
- Urban Design Glossary
- Community Workshop Summaries and Discussion Boards

# REVIEW OF DRAFT SPECIFIC PLAN

- Planning Commission has completed initial detailed review of Draft Specific Plan
- Commission recommendations included as Attachment A in 8/30 City Council staff report; serve as basis for Council's discussion
- City Council to start its review at 7 P.M. and continue through two additional meetings on 9/13 and 9/20 (*review process subject to CC approval*)

