

# EL CAMINO REAL/DOWNTOWN SPECIFIC PLAN

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Draft Plan Review – Meeting 4

City Council

Tuesday, October 4, 2011

# Meeting Overview

- Brief overview presentation
- Receive public comment
- Geographic area review and preliminary recommendations
  - El Camino Real (other than ECR SE zoning district)
- Review and finalize overall direction on the Draft Specific Plan

# 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](http://www.menlopark.org/specificplan))



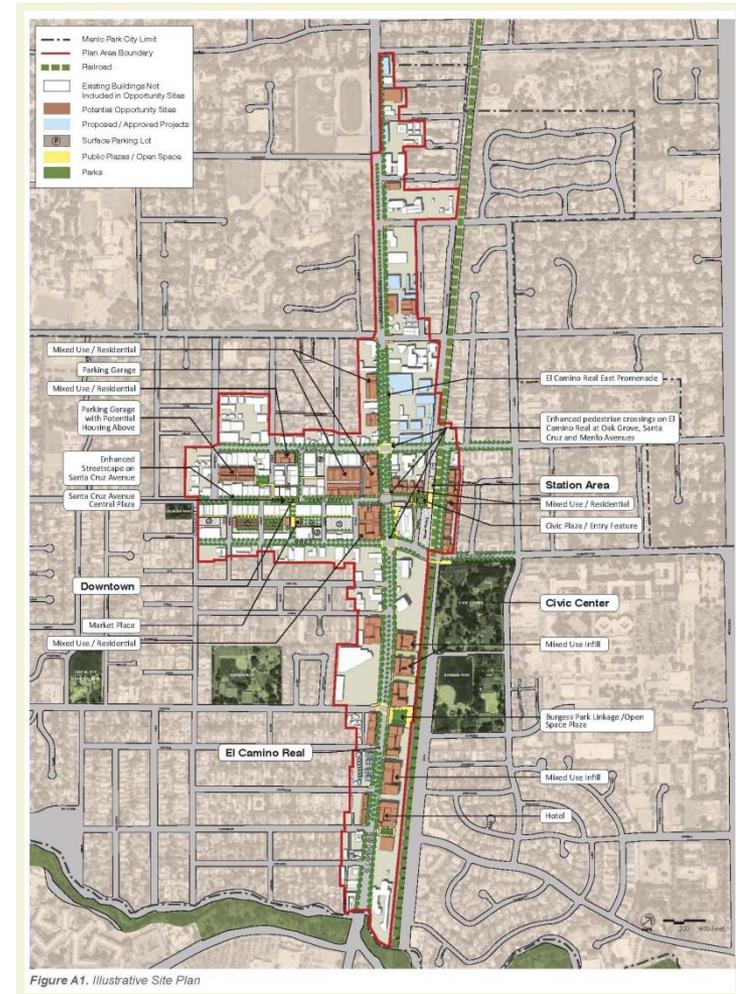
# El Camino Real/Downtown Specific Plan

## 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

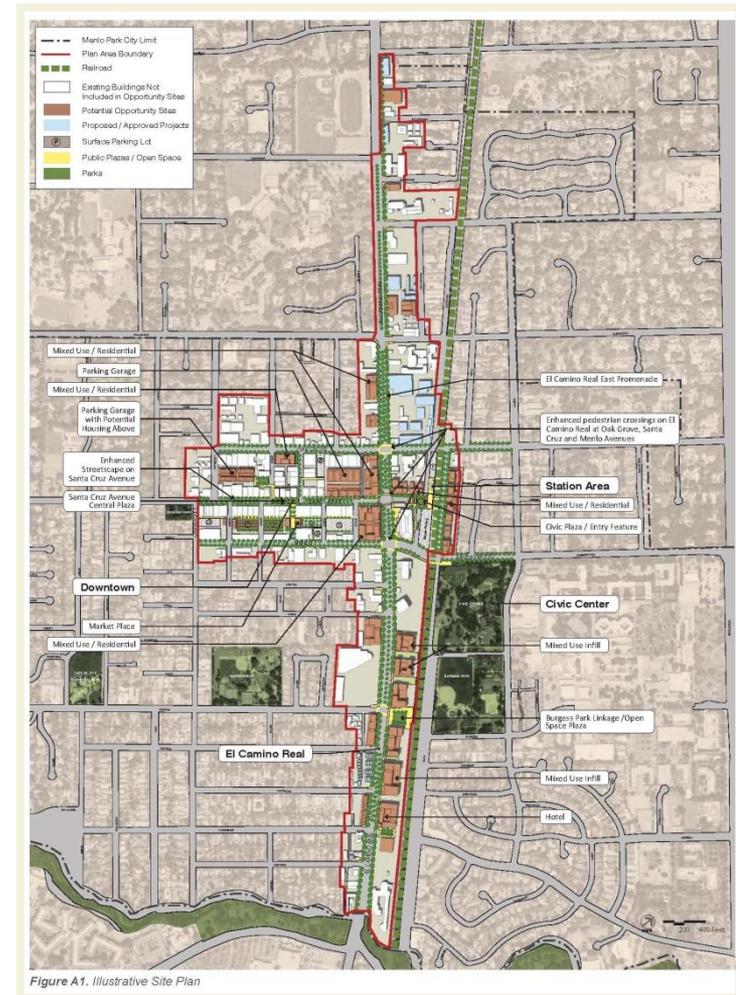
## What is it not?

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



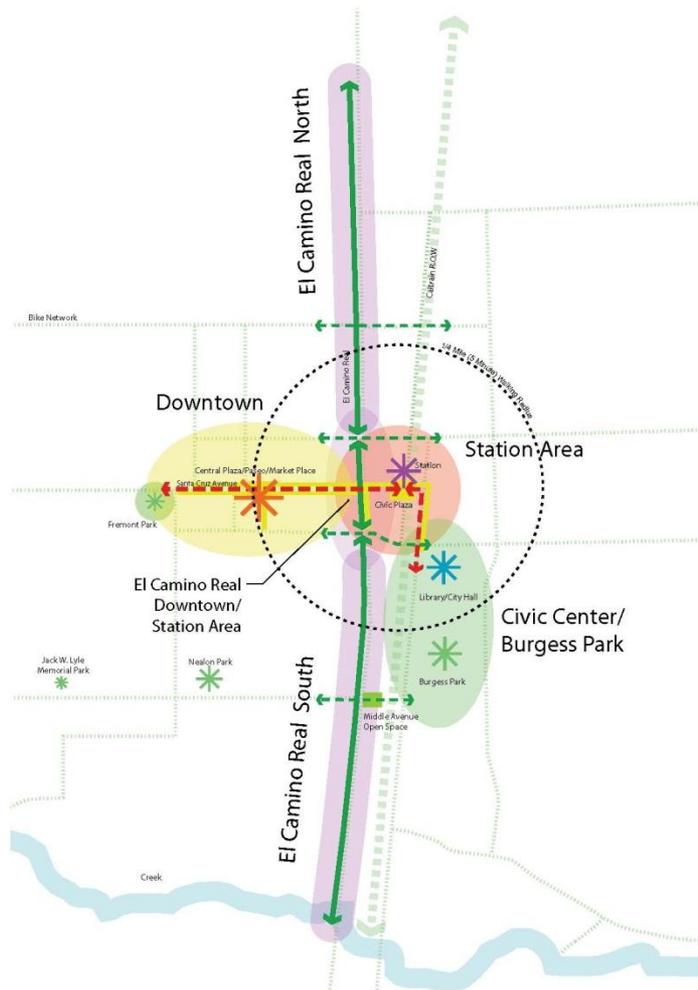
# El Camino Real/Downtown Specific Plan

- 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)
    - Originally 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)

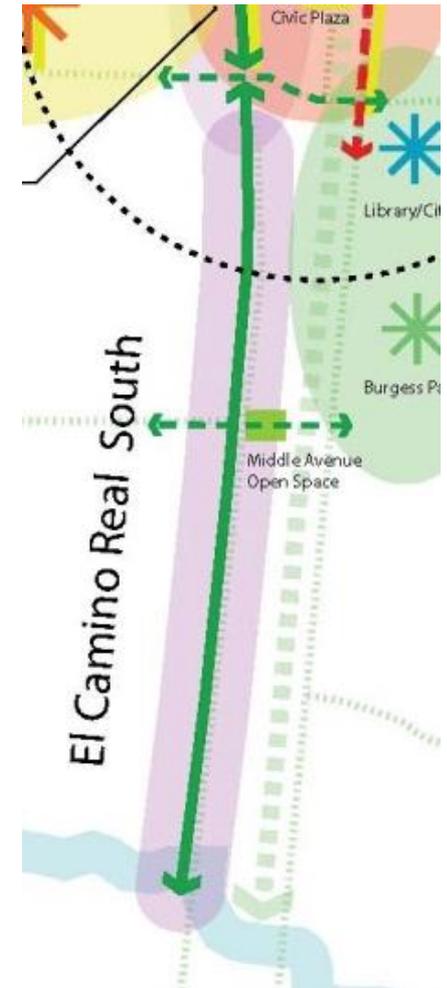
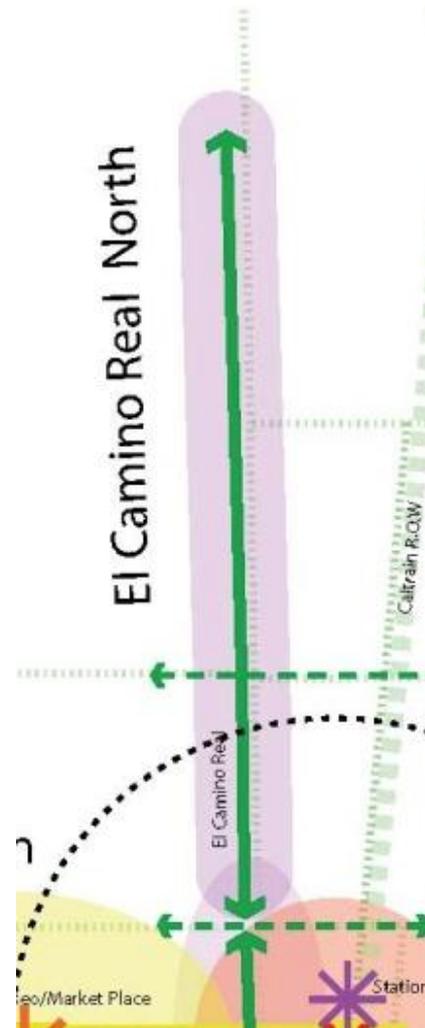
Commission recommends moving forward subject to specific revisions/questions (included as staff report Attachment B). Housing, Transportation, and Bicycle Commissions also have provided positive recommendations

# City Council Review Process

- 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
- September 20, 2011
  - Non-geographic topics, including:
    - Bicycle/pedestrian improvements
    - Fiscal Impact Analysis (FIA)
    - Public benefit
    - Land uses
- October 4, 2011
  - Geographic area review: El Camino Real (other than ECR SE zoning district) [*deferred from September 13 and 20*]
  - Review/wrap-up [*deferred from September 20*]

# El Camino Real Direction

- Key public and private space improvements summarized in staff report (p. 4-7)
- ECR SE zoning district previously addressed, at August 30 meeting
- *Council Members Fergusson and Ohtaki have conflicts of interest with ECR SW zoning district and southern portions of associated land use designations*



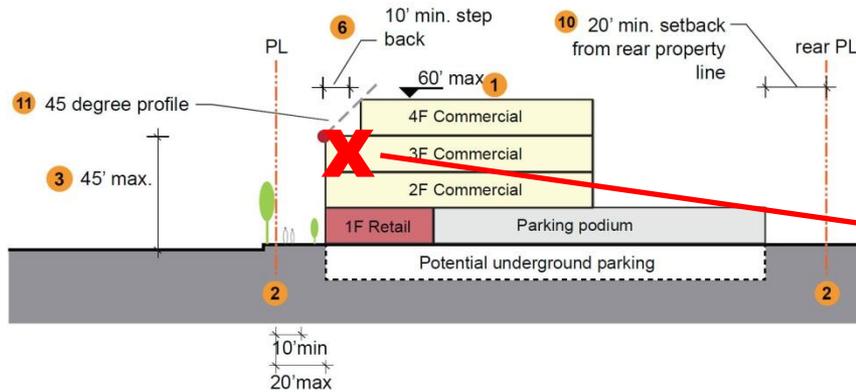
# Review and Finalization of Overall Direction on Draft Specific Plan

- City Council preliminary direction included as Attachment A
- Key aspects include:
  - Market Place/Chestnut Paseo concept to be tested prior to finalization
  - Other mixed-use buildings on parking plazas eliminated
  - Parking Plaza 2 included as a possible location for a parking structure
  - Parking structure height limited to be consistent with adjacent existing/planned buildings
  - Option for combo housing/parking on Plaza 3 eliminated



*Graphics intended only to relay general intent of change;  
Plan to be comprehensively updated following CC action*

# Review and Finalization of Overall Direction on Draft Specific Plan



- City Council preliminary direction included as Attachment A

- Key aspects include:

- Façade height maximum reduced in SA E, SA W, and ECR SE zones by one full story
- Overall height maximum reduced in SA W zone by one full story



*Graphics intended only to relay general intent of change; Plan to be comprehensively updated following CC action*

# Review and Finalization of Overall Direction on Draft Specific Plan

- City Council preliminary direction included as Attachment A
- Key aspects include:
  - Bicycle Commission recommendations incorporated, in particular the use of bicycle *lanes* in lieu of *routes* where feasible
  - More information/analysis to be provided on public benefit topic
  - Changes to land use categories in order to incentivize some desired uses
  - Staff to continue to work with Fire District with regard to Station 6 development standards
  - Preliminary response provided regarding Stanford correspondence; Council direction needed tonight (*reminder: Council Member Fergusson has conflict with regard to ECR SE district*)

# Discussion Framework

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

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 G):

- 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.

# Next Steps

- Meeting Process
  - Overview presentation
  - Receive public comment
  - Geographic area review and preliminary recommendations
    - El Camino Real (other than ECR SE zoning district)
  - Review and finalize overall direction on the Draft Specific Plan
- Next Steps
  - Final Specific Plan and EIR to return to Planning Commission and City Council in Winter 2011; additional refinements can be considered at that time
- <http://www.menlopark.org/specificplan>
- [throgers@menlopark.org](mailto:throgers@menlopark.org)