

EL CAMINO REAL/DOWNTOWN SPECIFIC PLAN

Draft Plan Review – Meeting 4: El Camino Real
Planning Commission
Thursday, August 4, 2011

Meeting Overview

- Provide an overview of El Camino Real aspects of plan
 - Public Improvements
 - Private Improvements
- Receive public comment
 - July 11 meeting intended as the primary comment opportunity (comments summarized in July 21 staff report Attachment A), but additional input welcomed at geographic area meetings
- Opportunity for Planning Commission technical or clarification questions
- Provide tentative recommendations for El Camino Real

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)



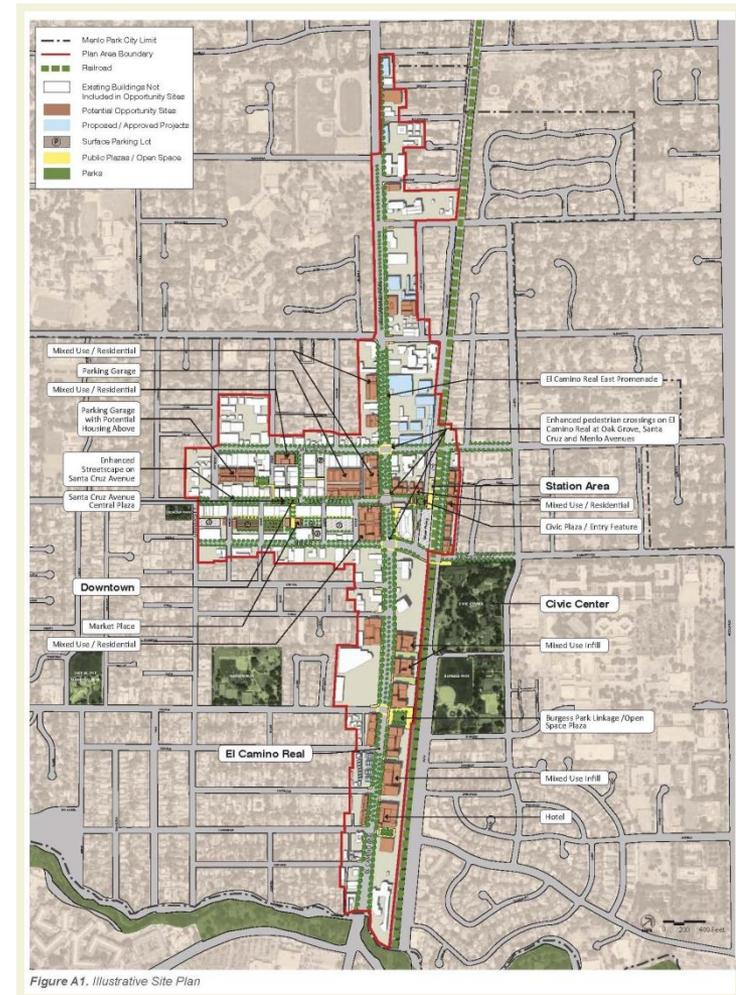
El Camino Real/Downtown Specific Plan

What is the Specific Plan?

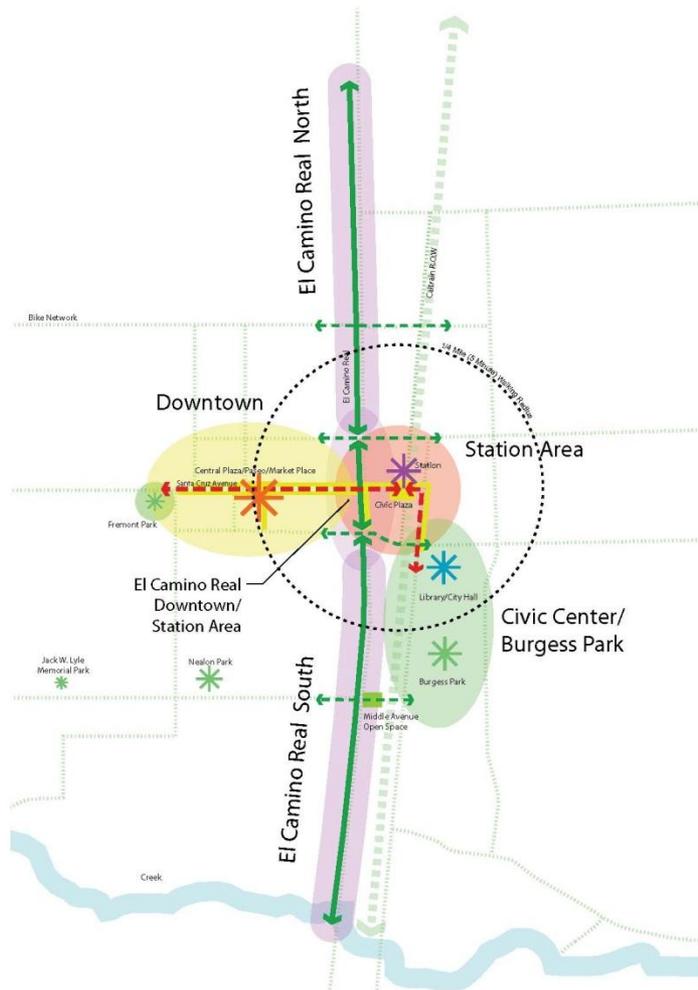
- A clear and action-oriented plan for the next 20 to 30 years
- A detailed framework for public space improvements
- A strong foundation for private development
- Currently, a *draft* document

What is it not?

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



Geographic Areas



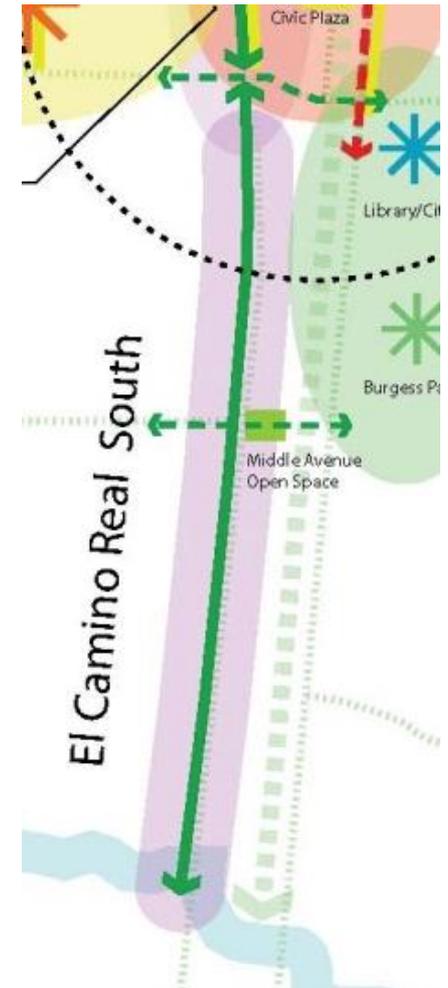
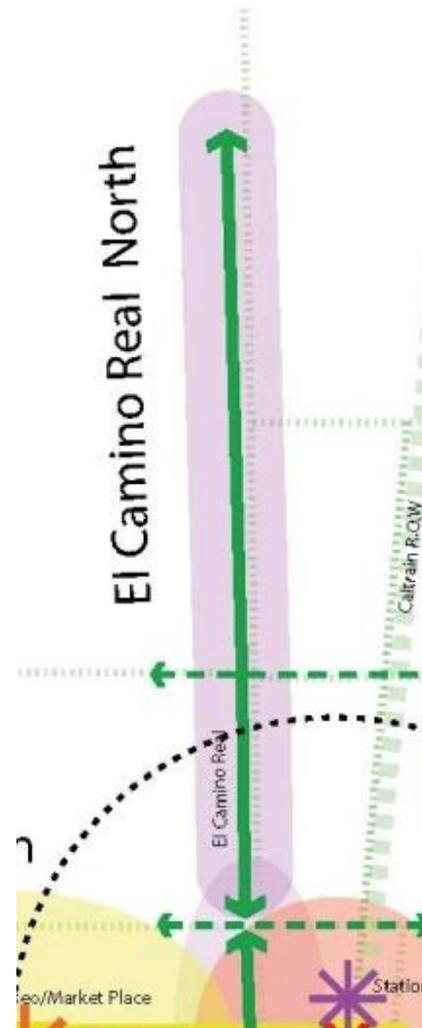
Planning Commission review of Draft Specific Plan divided by geographic zone:

- Station Area (July 21)
- Downtown (July 28)
- El Camino Real (August 4)

Tentative recommendations for individual zones to be reviewed comprehensively and finalized on August 22

El Camino Real

- Local- and regional-serving artery
- Plan enhances overall street character, east-west connection opportunities and pedestrian safety and comfort
- Plan recognizes and addresses the character of various areas along the corridor



El Camino Real



Illustrative rendering of one potential development scenario- all graphics conceptual

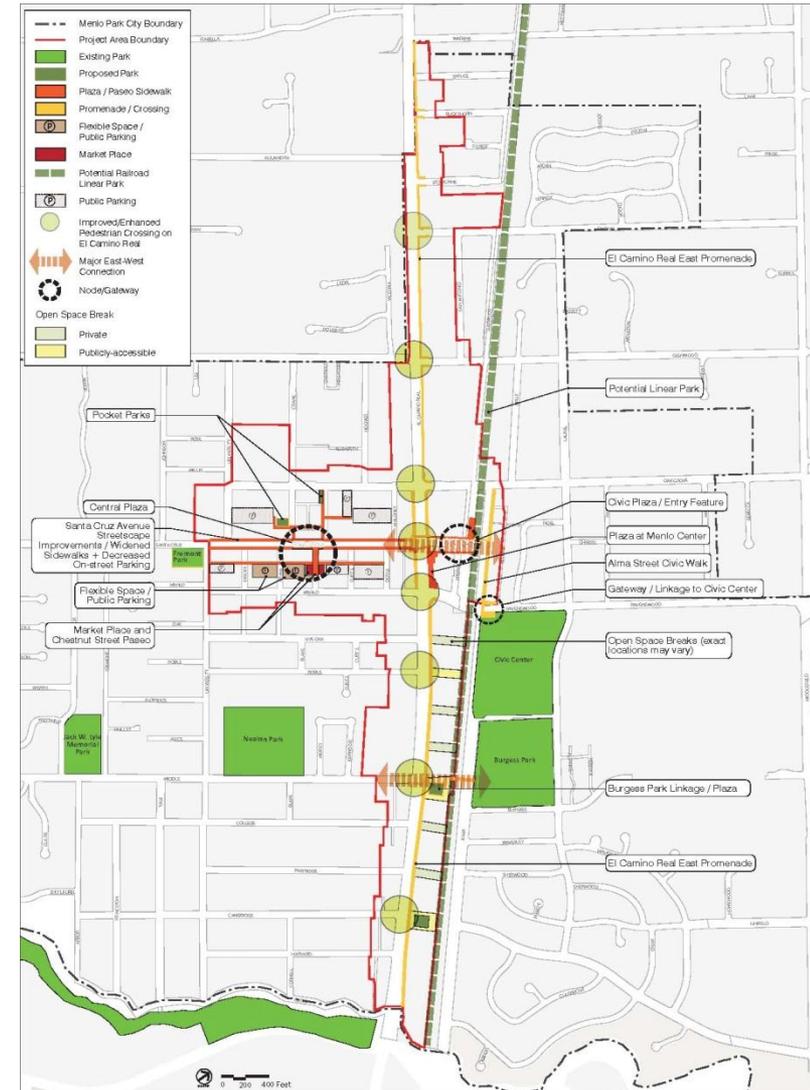
El Camino Real



Illustrative rendering of one potential development scenario- all graphics conceptual

El Camino Real: Public Improvements

- North-South Walkability
- East-West Connectivity
- Bicycle Improvements



El Camino Real: Public Improvements

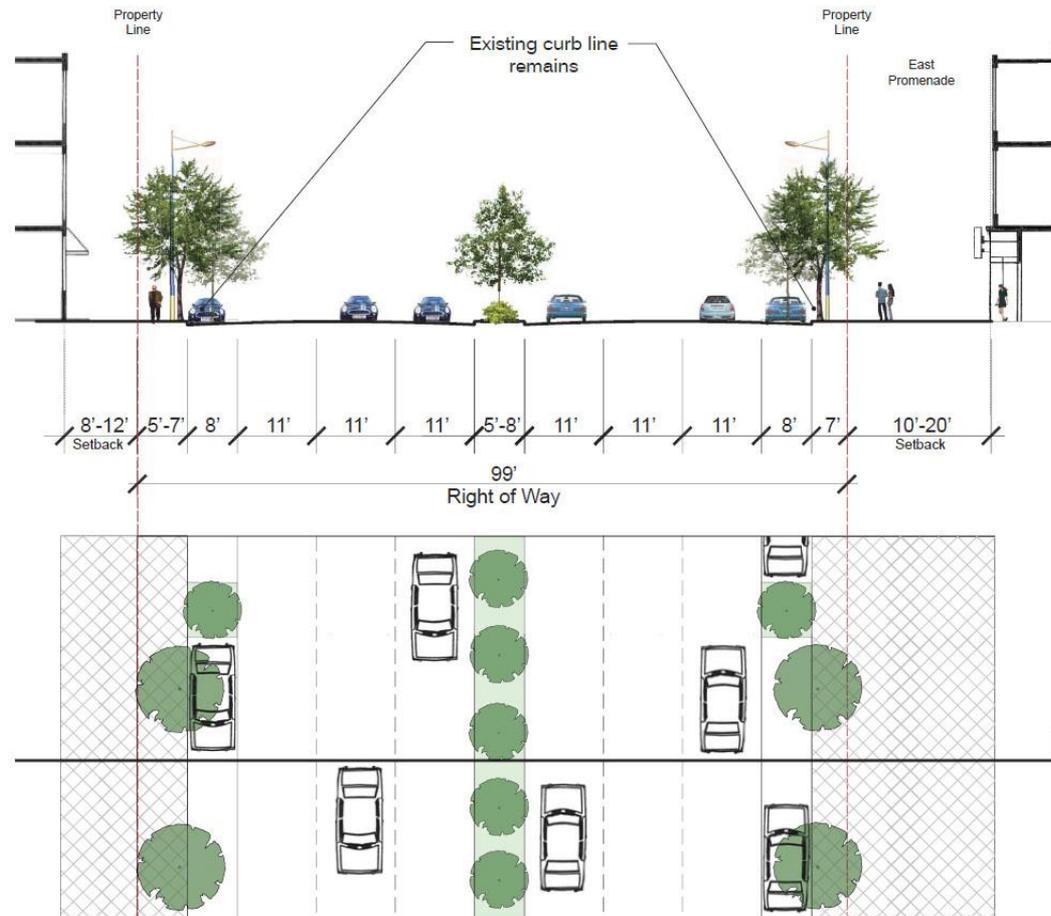
North-South Walkability

- East side: Sidewalks 15' wide (10' pedestrian through zone)
- West side: Sidewalks 12' wide (8' pedestrian through zone) over majority of corridor
- Most improvements to take place in conjunction with adjacent property redevelopment- sidewalks located in part on private property setback areas
- No changes to number of auto through-lanes or parking

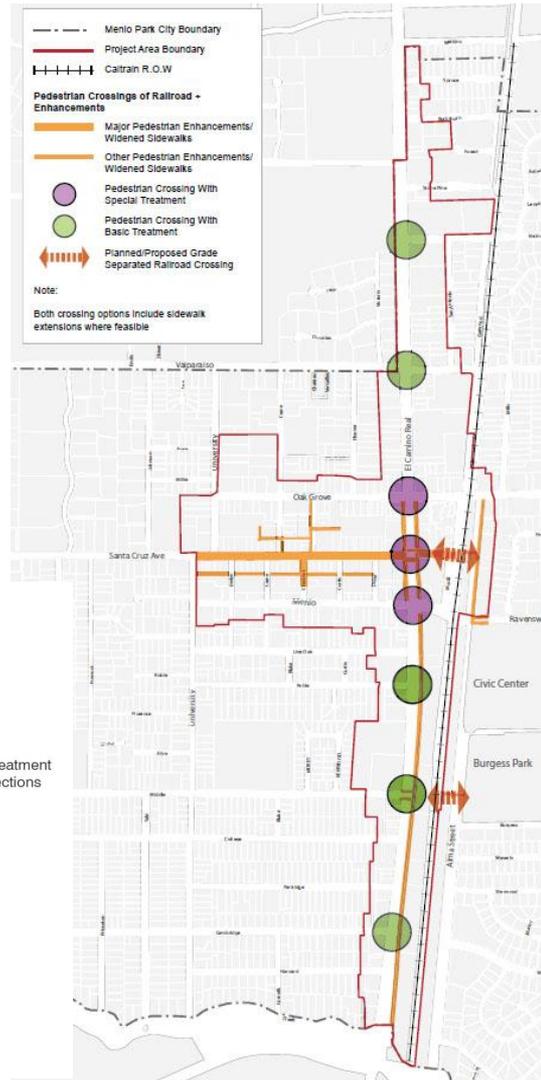
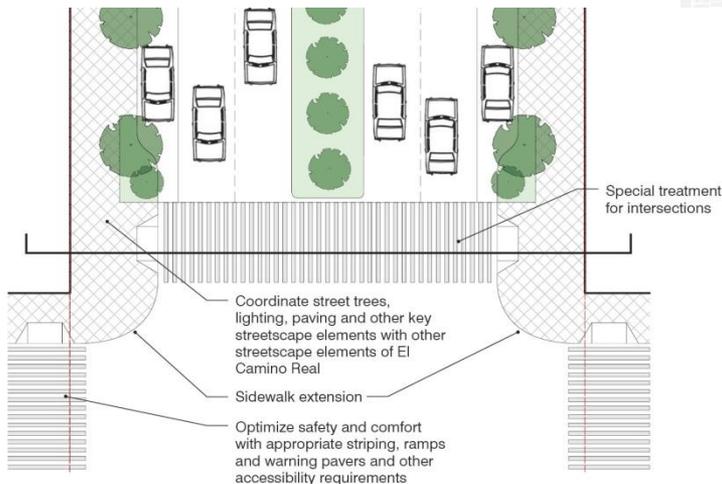


El Camino Real: Public Improvements

North-South Walkability



El Camino Real: Public Improvements



East-West Connectivity

- Special crossings at Oak Grove, Santa Cruz, and Menlo/Ravenswood Avenues
- Basic improvements at other signalized intersections
- Grade-separated pedestrian/bicycle crossings at Caltrain station and near Middle Avenue (latter including a significant plaza)

El Camino Real: Public Improvements



- **El Camino Real** – primarily a Class III bicycle route (shared auto/bike lanes), except north of Encinal (Class II bicycle lanes)
- **Alma Street and Garwood Way** - Class II and III lanes/routes provide alternate north-south paths
- **Laurel Street** – another Class II alternate north-south route

El Camino Real: Private Improvements

- New base development standards established to achieve inherent public benefits (redevelop underutilized properties, improve downtown activity, etc.)
- Public Benefit Bonus standards added to achieve extra benefits
- Scale of development reviewed through iterative community workshop process
- Much more detail and specificity than what current ordinances provide



El Camino Real: Private Improvements

Zoning Districts

- 6 new districts (compared to 2 primary districts, currently)
- Increase in districts allows development regulations to address unique conditions- El Camino Real a diverse corridor

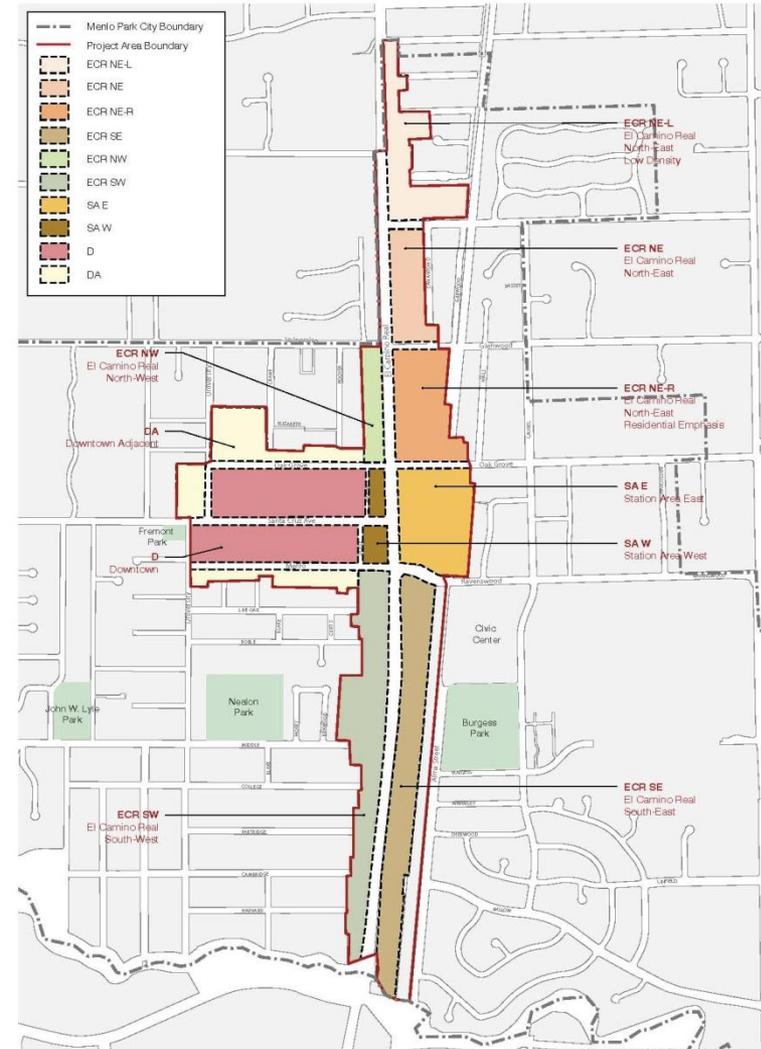


Figure E2. Zoning Districts

El Camino Real: Private Improvements

AREA	FAR	DU/AC RE	FAÇADE HEIGHT	MAXIMUM HEIGHT	SETBACKS (FRONT AND CORNER SIDE)
ECR NW	1.10 (1.50)	25.0 (40.0)	n/a	38'	5'
ECR NE-L	0.75 (1.10)	20.0 (30.0)	30'	38'	10'-20' (15' sidewalk)
ECR NE	1.10 (1.50)	25.0 (40.0)	n/a	38'	10'-20' (15' sidewalk)
ECR NE-R	1.10 (1.50)	32.0 (50.0)	n/a	38'	10'-20' (15' sidewalk) on El Camino Real; 7'-12' (11' sidewalk) on Oak Grove and Garwood
ECR SW	1.10 (1.50)	25.0 (40.0)	30' (rear)	38'	7'-12' (12' sidewalk) south of Live Oak Ave; 5' north of Live Oak Ave
ECR SE	1.25 (1.75)	40.0 (60.0)	45'	60'	10'-20' (15' sidewalk)

Zoning Districts

- Façade height used in several districts to address perceived height at edge
- Greater front and corner side setbacks than in Downtown/Station Area, in order to achieve sidewalk improvements
- ECR SE district standards similar to Station Area, in order to achieve revitalization of key properties

El Camino Real: Private Improvements

Plan-wide Regulations and Guidelines

- Sustainability (including LEED Silver certification)
- Active ground-floor uses
- Retail frontage
- Parking/service access

MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN (DRAFT)

E.3.5 Building Ground Floor, Entry and Retail Frontage Treatment

A building's ground floor is the portion of the building most experienced by the pedestrian. Its treatment can affect the overall experience and feeling of safety of the passerby. Well designed ground floor treatments, building entries and retail frontage help ensure a pleasant and safe pedestrian experience and help create a successful retail environment and an appropriate transition between buildings and sidewalks and other public places. The careful design of these features, either in isolated locations or along a shopping street such as Santa Cruz Avenue, is an essential component to overall building design.

The Specific Plan encourages use of the following guidelines in order to maximize the strategies that lead to a vibrant and welcoming street and successful retail environment.

Guidelines

Ground Floor Treatment

E.3.5.01 Buildings should orient ground-floor retail uses, entries and direct-access residential units to the street.

E.3.5.02 Buildings should activate the street by providing visually interesting and active uses, such as retail and personal service uses, in ground floors that face the street. If office and residential uses are provided, they should be enhanced with landscaping and interesting building design and materials. Blank walls at ground floor are discouraged and should be minimized.

E.3.5.03 For buildings where ground floor retail, commercial or residential use are not desired or viable, other project-related uses, such as a community room, fitness center, daycare facility or sales center, should be located at the ground floor to activate the street.



Well designed ground floor treatment and retail frontage ensuring a pleasant and safe pedestrian experience (Vancouver, Canada)



Guideline E.3.5.01. Ground-floor uses and entries oriented to the street (Portland, Oregon)



Guideline E.3.5.02. Active uses at ground-floor (San Francisco, California)

El Camino Real: Private Improvements

Parking

- New rates established by use
- Option for shared parking reductions
- ECR developments required to provide all parking on-site

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



Discussion Framework

Planning Commission may consider the Specific Plan within the context of the Vision Plan Goals (Attachment C):

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

Planning Commission may also consider the Specific Plan Guiding Principles (Attachment D):

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

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

Next Steps

- Meeting Process
 - Public Comment
 - Technical or clarification questions
 - Tentative recommendations for El Camino Real
 - Potentially note other topics for consideration at August 22 finalization
- Next Steps
 - Comprehensive Review and Finalization (August 22)
 - City Council Review (August/September)
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