

**Planning Commission  
 El Camino Real/Downtown Specific Plan  
 Meeting 5: Review/Wrap-Up – August 22, 2011  
 Summary of Written Correspondence Received After Staff Report Publishing  
 (Including Materials Submitted at Meeting)**

<u>Correspondent</u>	<u>Date Received</u>	<u>Sent to PC Group Email?</u>
Transportation Commission	August 18, 2011	N
Hugh and Jean Macdonald	August 20, 2011	Y
Patti Fry	August 21, 2011	Y
Barbara Mason	August 21, 2011	N
Nancy Couperus	August 22, 2011	Y
Patricia Boyle (Housing Commission)	August 22, 2011	N
Adina Levin	August 22, 2011	N
Chuck Bernstein	August 22, 2011	Y
Sam Sinnott	August 22, 2011	N

## Recommendations to the Planning Commission and City Council regarding the El Camino/Downtown Menlo Park Specific Plan

1. Appoint one member of the Transportation Commission to convey our decision to the Planning Commission on Aug 22<sup>nd</sup>. The Transportation Commission recommends that the City Council approve the Specific Plan.
2. The Transportation Commission also expresses concerns with the transportation component of the plan and wishes to work with the Planning Commission to modify the transportation component of the Plan to make it more acceptable such as:
  - Parking Structures-timing and construction of the parking structures
  - El Camino Real (4 or 6 travel lanes)
  - Ravenswood/El Camino-what should be the City's policy in terms of the improvements for this intersection?
  - Input regarding implementation of specific improvements such as the Chestnut Paseo, parking garage access points
  - Trial implementation of transportation components of the Plan-Paseo, Dreagers and Crane access points, and other feasible opportunities
  - Senior Mobility-plan should include policies that address senior mobility

## Rogers, Thomas H

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**From:** Hugh Macdonald <babahu@gmail.com>  
**Sent:** Saturday, August 20, 2011 1:11 AM  
**To:** \_Planning Commission  
**Subject:** Menlo Downtown

I just want to express my own and my wifes opinion that when Palo Alto put in the parking garages and changed downtown we found it crowded and unpleasant and now avoid the area. We like the open and easy Menlo Park of today. Plus I think this is a bad time to spend a lot of money as I don't think it will improve the business atmosphere enough to pay for the changes. In my opinion I'm afraid I will have a harder time getting to Menlo businesses.

Generally I favor the open space nature of the changes you propose -- it sounds nice -- but I don't find examples in other citys where this idea has worked.. I more favor the modifications proposed by Nancy Couperus and her group.

Sincerely,  
Hugh and Jean Macdonald  
300 Yale Road

## Rogers, Thomas H

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**From:** Patti L Fry <pattilry@gmail.com>  
**Sent:** Sunday, August 21, 2011 3:47 PM  
**To:** \_Planning Commission  
**Subject:** more comments on draft Specific Plan and FIA  
**Attachments:** ECR Downtown draft Specific Plan and FIA 20110821.pdf

Dear Commission,

Please find attached some additional comments on the draft Specific Plan, with emphasis on the proposed Implementation, Fiscal Impact Analysis, and summary Recommendations of the Commission to date. Included is a graphic showing the potential costs related to the proposed Downtown parking changes.

Thanks again for your thoughtful and thorough review of this important and complex set of documents.

Patti Fry  
Menlo Park resident  
Former Planning Commissioner

August 21, 2011

Dear Planning Commission and Staff:

Thank you again for your willingness to conduct extra meetings to analyze and discuss the draft El Camino Real/Downtown Specific Plan. Your thoughtful discussion and recommendations are appreciated.

These comments focus first on the proposed Implementation, then on the Fiscal Impact Analysis, and last on the cumulative list of your recommendations.

### **Implementation**

#### **Project Review Process** (pages G14, 15)

The current Use Permit-based process and similar Conditional Development Permit process and their associated public review and input are proposed to be eliminated for most uses. This is the case even near neighborhoods like Allied Arts/Stanford Park and Park Forest, and is true even at the much larger Public Benefit Bonus levels of development proposed to be allowed.

For most all projects, Architectural Review (which deals solely with aesthetics) therefore would be the only public review process remaining. For larger projects, there would remain a review of potential Public Benefits but that review would not include the ability to modify anything in the project itself. While these changes certainly would be a welcome process for developers, they shut out community input and remove opportunities to mitigate adverse impacts through conditions of approval. While the proposed Guidelines may be helpful in that regard, they are new to Menlo Park and are untested in their ability to control undesirable impacts on neighborhoods.

*Suggested changes:*

*\*\* Continue with the Use Permit process for all development at the Public Bonus Benefit level size, and for all Office (general and medical) uses near neighborhoods.*

*\*\* Test drive (without enforcement of them) the Guidelines on projects coming before the Planning Commission prior to the Specific Plan going into effect, allowing potential modifications prior to implementation. Continue the current Use Permit/Conditional Use Permit process unless/until it's clear there can be adequate control of adverse situational impacts from projects.*

*\*\* Compare Guidelines with concerns expressed during public review of El Camino projects over the past 5 years (including Safeway center) to determine what concerns may not be addressed by Guidelines and whether Architectural Control is a sufficient process to address community concerns. Revise process accordingly.*

*\*\* Strengthen the Architectural Control new finding to require "substantial" conformance with the guidelines, not merely "broadly conforms".*

*\*\* Review the Guidelines annually, with recommendations from the Planning Commission for strengthening them as needed.*

#### **Maximum Allowable Development** (page G16)

While there is a statement that there is maximum allowable development and a recommended process for monitoring development, there is no stated mechanism for limiting total development or development by use beyond that examined in the EIR.

The draft Specific Plan, and DEIR analysis, makes it clear that it illustrates only one example of what might result from the new standards. There is no mechanism for monitoring or limiting the impacts of development, such as car trips, even if the actual development scenario is dissimilar to the example illustrated.

The new development standards would allow much greater development, however. For example, the stated 680 residential units could be built on only 11.3 (or 17 or 34) acres of the total 130 acre project area, depending on whether the density of a project were 60 or 40 or 20 units/acre. Similarly, while the proposed Office FAR is "limited" to ½ the proposed base or bonus FAR, the new base FAR in most cases is more than double the currently allowed FAR (and the bonus FAR even more), yet the DEIR concludes that the Plan will only add 51% more commercial square footage than current zoning.

Supposedly "market forces" would determine the mix of development. The proposed Plan appears to promote Office uses. As shown in the FIA (page 8), office is projected to be more attractive financially for development than retail (\$650/sf and \$560/sf valuation, respectively). The "market" effect shown in the FIA (page 7) estimates that Retail SF along El Camino would decrease by 8,200 SF while office would increase by 266,820 SF. Also shown (page 12) is that retail is projected to yield \$300/SF sales tax revenue to the city but office would yield \$ zero/SF to city coffers.

The Specific Plan allows substantially greater development (more than double and triple what is currently allowed in many instances), ostensibly necessary to promote redevelopment and "vibrancy". In contrast, the nearby Town & Country shopping center is attractive and extremely popular after its recent renovation that added only a modicum of additional square footage and no housing or office.

The Plan is estimated to bring 1,357 new jobs to Menlo Park on top of 2,500 new jobs from Menlo Gateway and several thousand more from the Facebook and Stanford expansion projects. The city currently has a supposed jobs/housing deficit of about 900 units. Yet the Specific Plan projects a housing increase of 680 units.

*Suggested changes:*

*\*\* Promote housing and retail/restaurant over office uses by limiting the office development standard to the current maximum FAR limits, which are in most cases substantially higher than what is currently built.*

*\*\* Institute a mechanism to limit plan area development to the total maximums approved in the final Specific Plan, by use (adjusted as suggested above). This might provide a "first come, first served" incentive for development.*

*\*\* Promote low-impact housing such as senior housing as "the" means to get Public Benefit Bonus levels of density, rather than allow bonus levels for general housing.*

#### Funding and Public Benefit Bonus

Far more funding could be available for public improvements if the Public Benefit Bonus standards began at current maximum development standards. The consultant has claimed that development "incentives" are necessary to fill vacant properties. Clearly, it is not the standards that are the problem: nearly all of the vacant properties on El Camino have projects that were approved in recent years but remain un-built, and each was designed using the current zoning standards. Two remaining properties are 389 El Camino where there is a project far into the proposal process and Stanford land (on southeast El Camino between Big 5 and the creek) that is currently under ground leases that won't expire until 2014.

All of the vacant storefronts Downtown could be filled with retail or restaurants now without any change to building standards. As the Commission knows, there is no current requirement for obtaining a Use Permit for these uses. And the current Downtown vacancy rate is the envy of other cities!

With taller heights proposed to be allowed, property owners have new flexibility to build the same base square footage even when wider setbacks are required.

The list of potential Public Benefits includes LEED, which may not be substantially more energy-conserving than California's and Menlo Park's stringent green building measures.

The draft Specific Plan is unclear about whether the Public Benefit Bonus level standards are available on a a sort of pro-rated basis that depends upon the portion of bonus development comprising the public benefit use (e.g., senior housing) or whether the maximum amount is available if only some eventual fraction of the project includes an identified public benefit.

*Some suggested changes:*

*\*\* Limit the Base FAR for Residential to current FAR maximums. Allow Public Benefit Bonus density for low-impact housing such as senior housing and for affordable housing (not even BMR).*

*\*\* Establish the Bonus standards to be inclusive of all development (e.g., BMR or other units with local or state bonus incentives).*

*\*\* Limit the Base FAR for Office (general and medical/dental) to current FAR maximums.*

*\*\* To favor retail/restaurants and housing along El Camino, eliminate the Public Benefit Bonus level for Office on El Camino and Station Area and continue current designation of Office use as a Conditional Use.*

*\*\* Allow bonus FAR for Office in the Downtown area for use by non-religious nonprofit organizations.*

*\*\* Eliminate Platinum LEED as the basis for approving bonus levels. See more about LEED below in the FIA section.*

*\*\* Negotiated contributions related to Public Benefit Bonus level development for desired uses should go to public improvements such as under/over-crossing of train tracks and El Camino, comprehensive Class-1 or Class-2 bike routes, in addition to sidewalk widening and downtown garage.*

### Phasing of Public Improvements

The traffic flow impacts of closing Chestnut Street, developing pocket parks and structures within existing parking plazas (e.g., behind Trader Joe's and Draeger's) do not appear to have been studied. The community workshops did not discuss impacts of potential specific changes, either in cost or in terms of traffic congestion.

Neither the proposed bike lanes on Oak Grove nor the proposed train track under-crossings connect to any comprehensive bike routes through town east-west or north-south.

*Suggested changes:*

*\*\* Simulate pocket parks, parking lot structures (e.g., garages, buildings, etc.) in each affected lot, and the paseo and Marketplace. This should be done asap using temporary barriers and story poles to help inform the final Specific Plan before its adoption. These simulations could be done in sequential logical groupings such as garages, paseo and marketplace, pocket parks.*

*\*\* Similarly, story poles (or equivalent) should be used to illustrate proposed Station Area and El Camino changes.*

*\*\* The Council should assign the Bike Commission to create a comprehensive Class-2 and Class-1 bike route plan throughout town, with special emphasis on east-west connectivity in multiple locations across both the train tracks and El Camino. The plan also should ensure safe connectivity of pedestrians and the non-spandex segment of bikers between logical trip origins and destinations such as downtown and library, Allied Arts and library, Willows and Safeway, Willows and Hillview Middle School, west Menlo and Menlo-Atherton High School, etc. The proposed changes on Oak Grove for bike lanes should not be made until it is clear they would be part of such a comprehensive system.*

*\*\* Implement the Santa Cruz central area sidewalk widening, working very closely with downtown business and property owners to minimize the degree and duration of negative impact on business operations.*

**Fiscal Impact Analysis**

The Fiscal Impact Analysis (FIA) has just arrived at this late stage in the Planning Commission and public’s review of the draft Specific Plan and its impacts. Apparently the city’s volunteer Finance/Audit Committee has not been asked to review and provide input to the Council regarding the FIA. Numerous questions are worthy of in-depth discussion, such as

- What are the total potential tax impacts on taxpayers? The Menlo Park Fire District impact costs are not included at all in the FIA. Tax impacts will be the result of both the net impacts on the City and the Fire District.
- What are the impacts on schools expected to be for the entire Project? The analysis of impacts on school districts stops at 2019, without any statements from school officials as to what future impacts might look like
- What are the expected impacts on the City/taxpayers for construction costs? The FIA appears to exclude all costs of construction for garages, and possibly other amenities such as sidewalk widening. Debt service on bonds for such construction also does not seem to be included.
- What are the expected financial impacts of utility improvements mentioned in the draft Specific Plan Implementation section G28-33 (e.g., storm drain upgrades, sanitary sewer upgrades, water supply and delivery upgrades “to meet water use or fired code requirements for the new development.”
- Does the FIA encompass the entire Project area, or only consider selected sites that were deemed “potential opportunity sites”? If the latter, which ones and what would be the impact if the entire area were developed? What assumptions are made about existing development?

The two proposed garages represent a large amount of the General Fund cost, both from construction costs and ongoing maintenance and operating costs. According to page 21, in addition to the \$32,500 – \$37,500 per space upfront construction cost (not included in the FIA), the annual operating and maintenance costs are far greater than that of plaza parking (see chart on following page):.

<b>COMPARISON OF ANNUAL OPERATING COSTS</b>				
Surface lot of 249 spaces	249		amortized per year	
			Per lot	Per space
Annual Operations and Maintenance	\$8,964	per year	\$8,964	\$36
10-year minor rehabilitation	\$374,745	every 20 years	\$18,737	\$75
20-year major rehabilitation	\$1,620,990	every 20 years	\$81,050	\$326
	total amortized/year ->		\$108,751	\$437
			amortized per year	
Parking structure - 650 spaces	650		Per lot	Per space
Annual Operations and Maintenance	\$585,000	per year	\$585,000	\$900
<i>Higher annual amortized costs for parking structure spaces -&gt;</i>			<b>\$476,249</b>	<b>\$463</b>

Source: page 21 of FIA

It appears that positive financial impacts of the Plan are entirely dependent upon at least one new hotel. As stated on FIA page 3, "without any hotels could result in General Fund losses of approximately \$250,000 annually." That is the equivalent of 8.333 SF of Retail, at the projected sales tax revenue of \$300/SF. It is unclear as to whether the existing El Camino hotels are assumed to remain.

The FIA shows on page 7 that Retail on El Camino is projected to decrease by 8,200 SF, the equivalent of \$2,460,000 of potential sales tax revenue, no doubt because of the greater developer value of office relative to retail/restaurant. At the same time, Office development is projected to increase by 266,820 SF, with no sales tax benefit.

Menlo Park's retail/restaurant enterprises must compete with nearby Stanford Shopping Center, Town & Country, and downtown Palo Alto. Their ability to remain competitive may depend on unique advantages such as ease and price of parking. The proposed parking plaza changes Downtown would not only remove easily accessible parking but also potential increase the price to park. (See attached graphic of physical and financial impacts of Proposed Downtown Parking at end of this note).

*Suggested changes:*

*\*\* Recommend review of the FIA and draft Specific Plan by the city's Finance/Audit Committee to help inform city reviewers and the public of the fiscal impacts.*

*\*\* Obtain estimates of financial impacts on the MP Fire District, and on school districts in the years after 2019.*

*\*\* Increase potential for sales tax revenue by favoring retail/restaurant uses on both El Camino and Downtown as suggested above.*

*\*\* Support the Downtown Alliance recommendation of a single new parking garage in parking plaza 2*

*\*\* Eliminate new structures and pocket parks in the existing parking lots (e.g., Market Place buildings in the parking lots where the Farmers' Market operates and behind Trader Joe's; new building in lot between Draeger's and Peet's; mixed-use buildings or garages in lots behind Post Office, lot behind Flegel's, lot behind Posh Bagel, lot on Oak Grove between Crane and Chestnut, pocket park in lot across from Carpaccio). This would greatly reduce the costly need to build garage spaces to replace parking that is merely displaced by those structures.*

*\*\* Convert permanent paseo on south Chestnut to a temporary one that closes the street only on selected weekends or special events, to preserve parking and reduce need to build garage to replace parking that is merely displaced by the paseo and street closure..*

*\*\* Apply Public Benefit Bonus contributions to a public amenity fund that could help pay for a single garage, comprehensive bike route improvements..*

*\*\* Eliminate LEED development requirements. Menlo Park's and California's increasingly stringent green building requirements may be sufficient to promote green building. Without the cost of applying for and obtaining LEED certification, developers may be more able and willing to support public amenities.*

*\*\* Evaluate alternative revenue-producing ideas for parking plazas, such as solar carports that could generate revenue, while also minimize heat island effect of the lots, and shelter vehicles and riders from weather.*

**Cumulative Commission Recommendations** (Attachment A to the 8/22/11 staff report).

The recommended phased implementation of the Chestnut Paseo and Market Place on a Saturday or Sunday, only, will not demonstrate the effect of the proposed permanent closure of part of Chestnut and parts of parking plazas 6 (where Farmers' Market operates) & 7 (behind Trader Joe's). An immediate simulation of these features for 4 weeks would help provide important feedback about their viability and desirability.

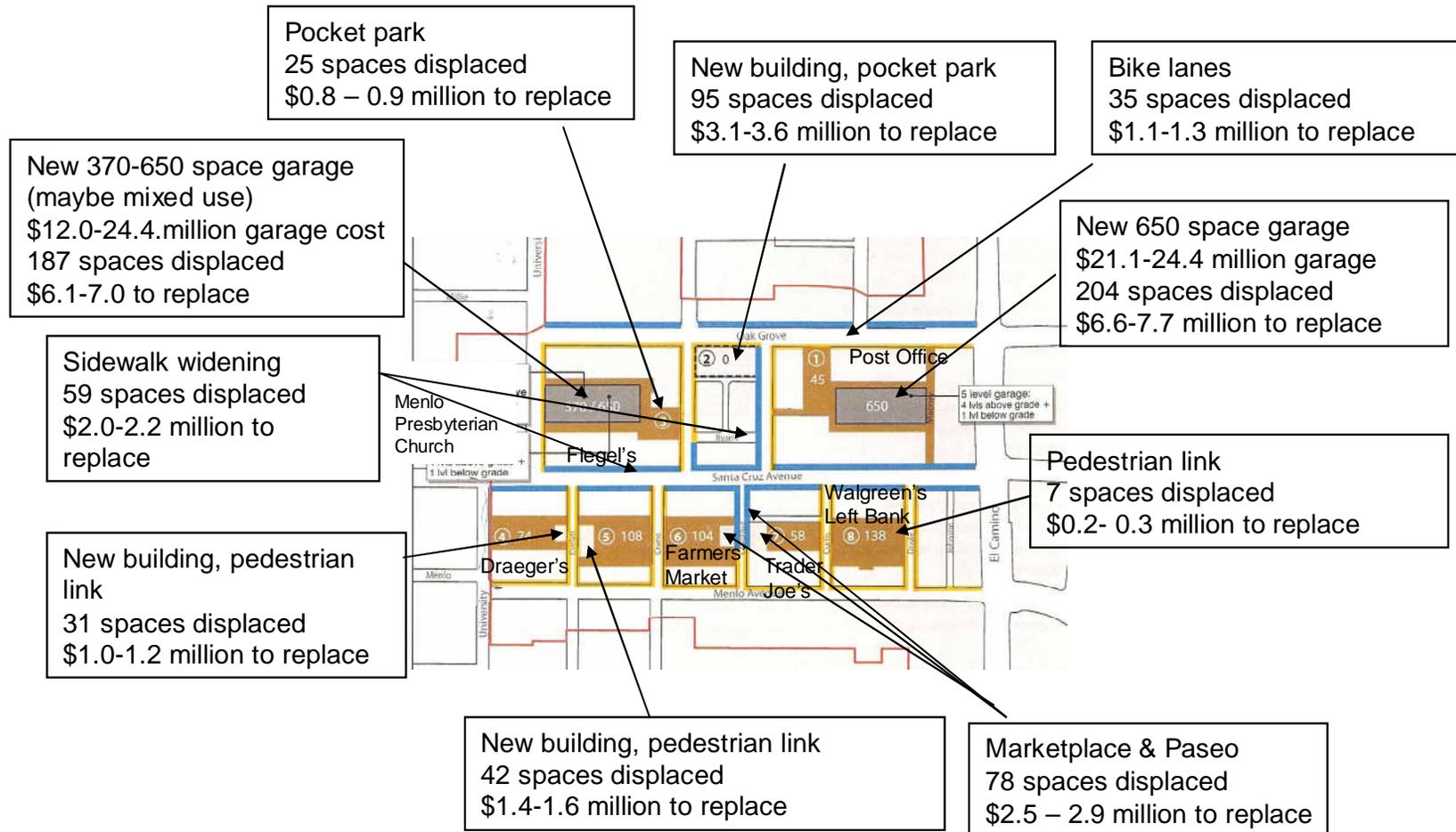
Along El Camino, the building façade modulation should require physical modulation at least every 50 feet to avoid the appearance of monolithic structures. Front façade height should be reduced in the ECR-SE area, in addition to the Station Area as recommended.

In addition to the Safety measures recommended, the Commission also should recommend multiple new safe east-west routes across both the train tracks and El Camino, with specific attention to Menlo/Ravenswood as well as a location south between there and the creek. Bicycle improvements should be part of a comprehensive city plan, not the proposed piecemeal changes.

There won't be another opportunity to fix this problem for the foreseeable future if these improvements are not made as part of this Plan. Consider bold recommendations such as under/over crossing of both the train tracks and El Camino, Class-1 path inside of the sidewalks on the east side of E Camino (could take place of part of required setback)

Respectfully submitted,  
Patti Fry

## PROPOSED DOWNTOWN PARKING



*Note: Assumes per garage parking space cost of \$32,500-\$37,500 per parking stall  
Sources: Draft Specific Plan pages F26, F29*

## Rogers, Thomas H

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**From:** Barbara Mason <babs412@yahoo.com>  
**Sent:** Sunday, August 21, 2011 9:32 PM  
**To:** Rogers, Thomas H  
**Cc:** camenlo@govdelivery.com  
**Subject:** Menlo Park Downtown Plan

Dear Thomas Rogers, City Council and Planning Committee Members:

I am concerned about the proposed plan for downtown Menlo Park and again must ask ... IF IT'S NOT BROKEN, WHY FIX IT? As I read some of the plans and the possible traffic congestion results, I can only think of some neighboring cities who seem to be tripping over themselves trying to repair their redevelopment plans that only drove away more people and businesses. Just look what is going on in Los Altos.

I have lived in Menlo Park since 1953 and absolutely love this town. What I love most is that we've managed to continue to have the small community feeling and our downtown has continued to be foot friendly and very accessible. Whenever I drive down Santa Cruz Avenue I'm happy to see the new and unique stores opening there. Compare this to downtown Palo Alto with all their parking structures. I and many others I've spoken with avoid going there unless absolutely necessary.

While I'm quite happy with downtown Menlo Park, what I'm not happy with is the way El Camino Real looks. When this idea of improvements first came to the news a couple of years ago, I assumed they were talking about El Camino Real.

The focus should be taken off downtown and put where it belongs ... El Camino Real. It seems there is much we could do with that land that may not affect traffic or air quality. What about a small movie complex with 4-6 theatres. The parking could be in back toward the railroad tracks, or better yet within walking distance of the train station. Has this idea ever been considered? If you spend anytime going to the Cinemark in Redwood City, you must realize there is a market for another movie theatre in this area.

Another thought I've had for quite some time is why CalTrain wouldn't consider a parking structure on the lot on Merrill between Santa Cruz and Ravenswood. The people that work in downtown could park there for a small monthly fee, thus freeing up even more spots downtown.

I'm sure these ideas aren't as simplistic as they seem, but worth some consideration.

Again, please think about what the proposed changes will do to our welcoming downtown area and traffic congestion. It's important for the sense of community to continue in Menlo Park.

Thank you for listening.  
Barbara Mason

## Rogers, Thomas H

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**From:** Nancy Couperus <couperusj@sbcglobal.net>  
**Sent:** Monday, August 22, 2011 10:30 AM  
**To:** \_Planning Commission  
**Cc:** \_CCIN  
**Subject:** Comments - Monday, August 22nd Planning Commission Meeting

TO: Planning Commission Members

FROM: Nancy Couperus – downtown property owner and a founder of the Sunday Farmers Market

Downtown may be looking a little tired in places and need some renewal, but, we don't need to destroy the village to save it.

Downtown isn't just a revenue-generator for the City. It provides needed services for the community. The easy, convenient parking that the surface parking plazas provide (close-in parking to back entrances) is one of the major reasons that our small businesses are able to compete successfully with Palo Alto's Downtown and Stanford's Shopping Center. Our vacancy rate hovers around 5% - the envy of neighboring cities.

If we lose that convenience and easy accessibility, we will lose what the residents and shoppers value most – the small businesses that distinguish Menlo Park's downtown from the strip malls and the over-congested downtowns strangled by too much development.

I have a couple of recommendations to make – for your short-term (5-year) plan:

- (1) Story Poles – People cannot visualize a parking structure that is 48 feet high. Story poles would provide that perspective
- (2) Trial projects (for one month) before approving the Final Specific Plan

In addition to street widening -

Close off south Chestnut Street for the Paseo with the amenities you want to provide, and let the community judge whether the loss of access from Santa Cruz Avenue and loss of parking for the structures in the two plazas make sense.

Include the pocket parks as well to see how they work out in practice.

Cities are experimenting with a lot of different ideas to create “vibrancy.” While that's good, we also need to be careful. In yesterday's San Francisco Chronicle this short piece was written by former mayor Willie Brown:

*“I went on a stroll around downtown to check out those new “parklets” that are popping up along the streets. They look like overgrown flower boxes, with some bushes and a bench that roll up curbside.*

*First of all, they take up a whole lot of parking spaces.*

*Second, they really are being treated as parks, especially by the homeless. The first one I came across had obviously been used as a bathroom.*

*The second one I visited, a guy and gal were “socializing” in the bushes.”*

Patricia Boyle  
510 Sand Hill Circle  
Menlo Park, CA 94025

TO: Members of the Menlo Park Planning Commission

FROM: Patricia Boyle  
Chr., Menlo Park Housing Commission

Re: Recommendations from the Menlo Park Housing Commission  
Action taken at the August 3, 2011 Housing Commission Meeting

(This statement was delivered to the Planning Commission hearing  
on August 4, 2011. I'm providing a printed statement)

The Menlo Park Housing Commission supports the ECR/Downtown Specific Plan's framework for private and public improvements on El Camino REal, Downtown and the Station area. More Specifically recommend:

Placement of housing adjacent to the El Camino transit corridor for seniors no longer driving and jobholders needing connection to transit lines.

Improve the east/west connectivity, creating a more walkable, vibrant and safe community especially the crossings at Ravenswood and Santa Cruz

Replace blighted infill space with housing for a variety of income groups including the required below market rate requirements.

Better utilization of Public land by consolidating parking into parking structures. The air space above the structures could be developed into small condominium units. This may partially pay for the overall structure. By eliminating parking lot "heat islands" it would reduce overall greenhouse gas.

We are concerned that no housing has been developed on El Camino Real since the Menlo Square Development in 1990. Those units and the apartment units at the corner of Stone Pine and El Camino are the only housing units on the ECR.

Currently there are no new housing proposals in the pipeline. The affordable housing waiting list for applicants living or working in Menlo Park has over 75 applicants waiting for 1-2 bedroom units,

We believe that the community engagement process has been thorough and appreciate the Planning Commission's efforts to seek additional community input.



## Rogers, Thomas H

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**From:** Adina Levin <aldeivnian@gmail.com>  
**Sent:** Monday, August 22, 2011 4:56 PM  
**To:** Rogers, Thomas H  
**Cc:** mslomiak@comcast.net; Carol McClelland; Gita Dev; Bonnie McClure  
**Subject:** Attention: Planning Commission - feedback from MPGRCC community meeting

On Wednesday, August 17, over 25 people gathered at the Menlo Park Library at a meeting sponsored by the Menlo Park Green Ribbon Citizens' Committee, in partnership with Silicon Valley Bicycle Coalition and Sierra Club.

The Menlo Park Green Ribbon Citizens' Committee was founded in 2007 to provide the City of Menlo Park with citizen input to help the city formulate its strategy to respond to Climate Change. The work that was done at that time was the genesis of what has become the city's Climate Action Plan. Since then, the MPGRCC has sponsored a variety of community educational activities to address Climate Change, including the Drive Less Challenge, a contest to reduce driving alone, which has grown to 10 cities on the peninsula.

The goal of the August 17 meeting was to enable more Menlo Park residents to learn about the Downtown Plan and brainstorm ideas for improvement from the perspective of Climate Change. Thomas Rogers gave a presentation about the plan, and representatives of the Sierra Club presented their feedback that had been submitted to the city in comments to the EIR.

The group then brainstormed a number of suggestions to reduce the climate impact of the downtown plan. These suggestions do not represent a position of the MPGRCC as an organization, but represent the points of view of individuals attending the meeting.

While the suggestions are the recommendations of individuals, the MPGRCC as a group has an overall level mission to improve the city's response to climate change, and to improve citizen engagement on this issue. We encourage the Planning Commission to consider climate/environmental impacts in the Downtown Plan.

Here is a set of individual suggestions from that meeting for your consideration:

- **Important to encourage bike and pedestrian use:** Show east/west and north/south routes completely planned out. Consider a class 3 boulevard along the railroad track with east west commute route
- **East West connectivity** across El Camino - consider approaching CalTrans again, now that CalTrans has a new mandate to allow exceptions for Priority Development Areas and staff with a mission to improve bike/ped access
- **GHG & Bike ped safety** : Consider **slower auto traffic (17mph or 15 mph)** for safety of bikes and peds as well as for less GHG at slower speeds
- **Make sure parking garages are "friendly"**: - by hiding cars behind nice facades or storefronts, or housing, use roofs for solar collection, consider a nice pedestrian alley between existing stores rear and new parking garages with possible new storefronts facing alley - cars hidden inside.
- **Incentives for developing housing** and also affordable housing - rather than new office space because Menlo Park has a jobs housing imbalance (too many jobs)
- Consider including area east of the railroad station in Downtown plan (Thomas Rogers suggested that this area could be taken up in another specific plan later- this one focused only on commercial zoning sites)
- **Support stepping the facades**, and breaking up the volumes, to reduce height and mass impact.
- **Suggest setback for buildings along El Camino** to automatically reduce height impact on street - also allow landscape trees to soften facades.
- **Safer bike lanes on El Camino:** Consider asking for some land along El Camino from owners- for safer bike lanes- in exchange for upzoning their properties and creating added value to property owners.

- **Upzoning parcels should not be considered a gift:** It is being done for the good of Menlo Park and when the site is developed, there will be give-backs required in exchange for value added to the property.

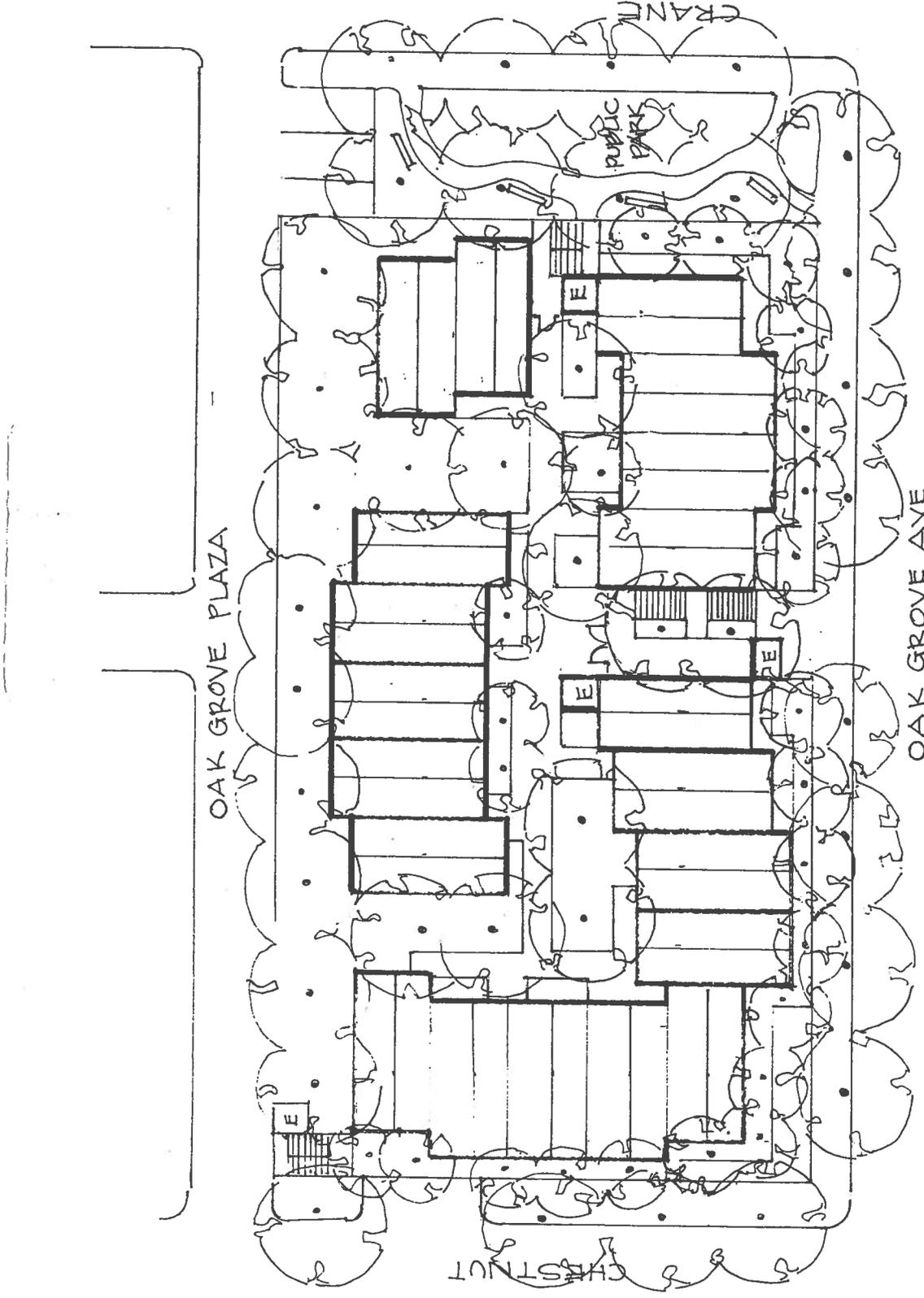
Adina Levin  
Menlo Park Green Ribbon Citizens' Committee

**ANALYSIS OF DOWNTOWN PLAN COMPONENTS**

	Market Rate	BMR	Retail	Commercial	Hotel 1	Hotel 2	Rounding	TOTAL
<b>ASSUMPTIONS</b>								
a. Residential Units	578	102						680
b. Population per Unit	2.38	2.38						
c. Vacancy Rate	0.05	0.05	0.10	0.10	0.35	0.35		
d. Sq. Ft.	693,600	122,400	91,800	240,820	162,500	38,000		1,349,120
e. Sq. Ft. per Worker			340	340				
f. Hotel Rooms					300	80		
g. Workers per Room					1	1		
h. Resident Equivalence					0.33	0.33		
i. Value per Unit					\$162,500	\$166,250		
j. Value per Sq. Ft.			\$560	\$650				
k. Turnover Rate (years)	7	7	15	15				
l. Prop. Tax Rate to MP [.099*.01]	0.00099	0.00099	0.00099	0.00099	0.00099	0.00099		
m. Transfer Tax Rate to MP	0.00055	0.00055	0.00055	0.00055	0.00055	0.00055		
n. Sales per Sq. Ft.			\$300					
o. Sales Tax Allocation to MP			0.01					
p. Room Rates					\$200	\$255		
q. Transit Occupancy Tax Rate					0.10	0.10		
r. VLF Prop. Tax Component	0.20	0.20	0.20	0.20	0.20	0.20		
s. VLF per Capita (Resident)	\$3.48	\$3.48	\$3.48	\$3.48	\$3.48	\$3.48		
t. Per Capita Revenue per Resident	\$394.90	\$394.90	\$394.90	\$394.90	\$394.90	\$394.90		
u. Per Capita Revenue per Employee	\$206.54	\$206.54	\$206.54	\$206.54	\$206.54	\$206.54		
w. Per Capita Expenditure per Resident	\$552.78	\$552.78	\$552.78	\$552.78	\$552.78	\$552.78		
x. Per Capita Expenditure per Employee	\$90.95	\$90.95	\$90.95	\$90.95	\$90.95	\$90.95		
? Size of Residential Units	1,200	1,200						
? Residential Sq. Ft. (to d, above)	693,600	122,400						
<b>CALCULATIONS</b>								
A Residents [a*b*(1-c)]	1,307	231	270	708			(1)	1,537
B Retail/Comm Workers [d/e]							(1)	977
C Hotel Workers [f/g]			270	708	300	80		380
D Total Workers [B+C]			270	708	300	80		1,358
E Resident Equivalents [D*h]			90	236	100	27	(1)	452
F Service Population [A+E]			90	236	100	27	(2)	1,989
G Assessed Value [a*i]	\$450,840,000	\$23,970,000	\$51,408,000	\$156,533,000	\$48,750,000	\$13,300,000		\$81,692,733
H Annual Turnover Value [G/k]	\$64,405,714	\$3,424,286	\$3,427,200	\$10,435,533				\$44,931
I Transfer Tax [H*m]	\$35,423	\$1,883	\$1,885	\$5,740				1.0000
J % of Transfer Tax (for Pro-Rating)	0.7884	0.0419	0.0420	0.1277				\$737,353
K Property Tax [G*J]	\$446,332	\$23,730	\$50,894	\$154,968	\$48,263	\$13,167		\$247,860
L Sales Tax [(1-c)*d*n*o]			\$247,860					\$1,907,490
M Transit Occupancy Tax [(1-c)*f*p*q*365]					\$1,423,500	\$483,990		
N Per Capita Expenses for Residents	\$552.78	\$552.78	\$552.78	\$552.78	\$552.78	\$552.78		
O Per Capita Expense for Employees	\$90.95	\$90.95	\$90.95	\$90.95	\$90.95	\$90.95		
N % of Sq. Ft. (for Pro-Rating of Garage)	0.5141	0.0907	0.0680	0.1785	0.1204	0.0282		1.0000

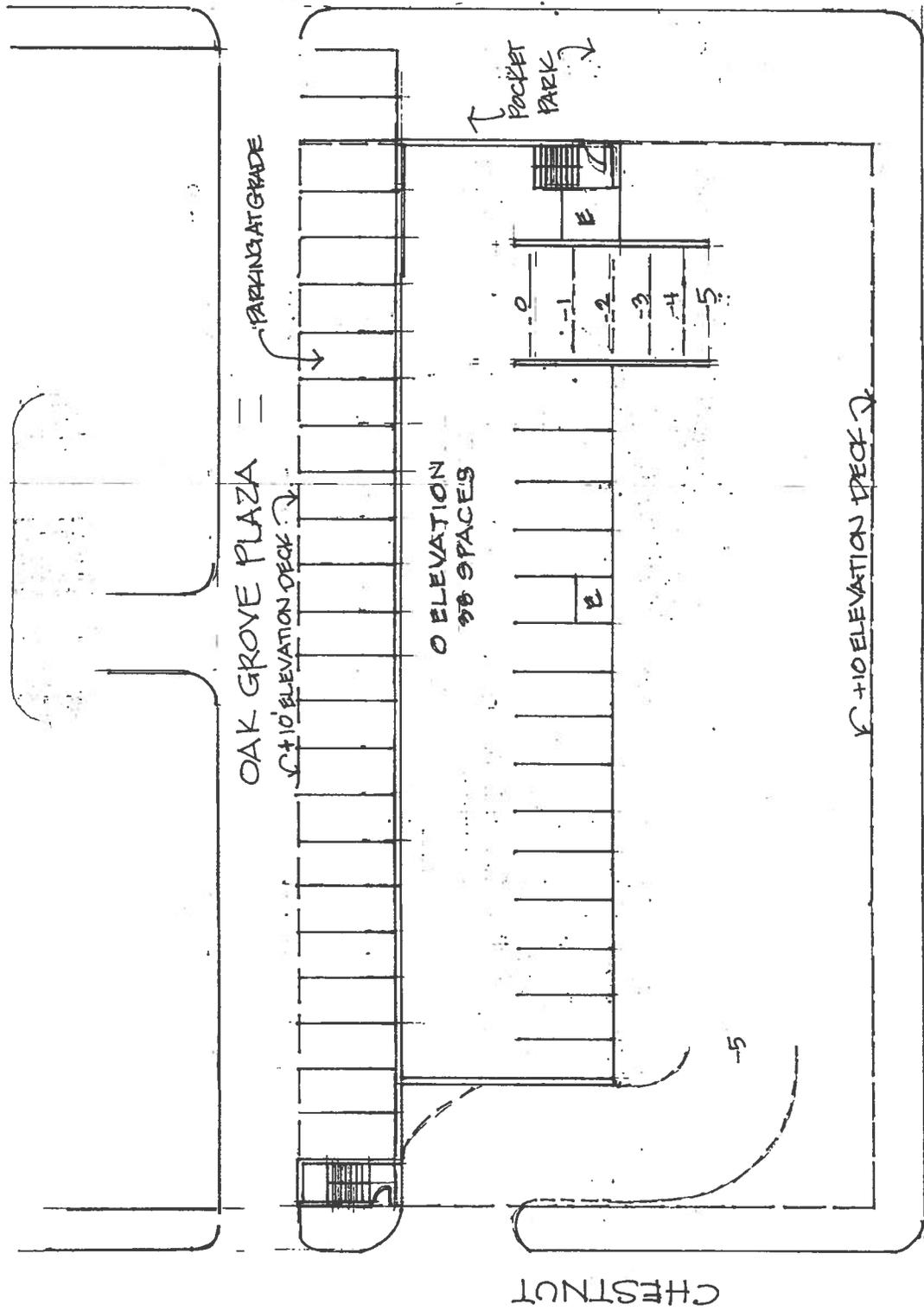
**ANALYSIS OF DOWNTOWN PLAN COMPONENTS**

	Market Rate	BMR	Retail	Commercial	Hotel 1	Hotel 2	Rounding	TOTAL
<b>REVENUE</b>								
<b>Property Tax</b>								
Calculated by Formula	\$446,332	\$23,730	\$50,894	\$154,968	\$48,263	\$13,167		\$737,353
Remainder (Dist. by % Transfer Tax)	\$2,673	\$142	\$142	\$433				\$3,390
<b>Total</b>	<b>\$449,004</b>	<b>\$23,872</b>	<b>\$51,036</b>	<b>\$155,401</b>	<b>\$48,263</b>	<b>\$13,167</b>		<b>\$740,743</b>
<b>Sales Tax</b>								
Calculated by Formula			\$247,860					\$247,860
Remainder (Difference Subtracted)			(\$100,034)					(\$100,034)
<b>Total</b>			<b>\$147,826</b>					<b>\$147,826</b>
<b>Transit Occupancy Tax</b>								
Calculated by Formula					\$1,423,500	\$483,990		\$1,907,490
Remainder (Dist. by Pro-Rating)					\$320,326	\$108,911		\$429,237
<b>Total</b>					<b>\$1,743,826</b>	<b>\$592,901</b>		<b>\$2,336,727</b>
<b>Property Transfer Tax</b>								
Calculated	\$35,423	\$1,883	\$1,885	\$5,740				\$44,931
Remainder (Dist. by Pro-Rating)	\$1,871	\$99	\$100	\$303				\$2,373
<b>Total</b>	<b>\$37,294</b>	<b>\$1,983</b>	<b>\$1,985</b>	<b>\$6,043</b>				<b>\$47,304</b>
<b>Vehicle License Fee</b>								
Calculated Property Tax Component	\$89,266	\$4,746	\$10,179	\$30,994	\$9,653	\$2,633		\$147,471
Calculated Per Capita (Resident)	\$1,310	\$234						\$1,545
<b>Subtotal</b>	<b>\$90,577</b>	<b>\$4,981</b>	<b>\$10,179</b>	<b>\$30,994</b>	<b>\$9,653</b>	<b>\$2,633</b>		<b>\$149,016</b>
Remainder (Dist. by Pro-Rating)	\$1,237	\$68	\$139	\$423	\$132	\$36		\$2,035
<b>Total</b>	<b>\$91,814</b>	<b>\$5,049</b>	<b>\$10,318</b>	<b>\$31,417</b>	<b>\$9,784</b>	<b>\$2,669</b>		<b>\$151,051</b>
<b>Per Capita Revenue</b>								
Calculated Per Resident	\$516,134	\$91,222	\$0	\$0	\$0	\$0		\$607,356
Calculated Per Employee	\$0	\$0	\$55,766	\$146,291	\$61,962	\$16,523		\$280,542
<b>Subtotal</b>	<b>\$516,134</b>	<b>\$91,222</b>	<b>\$55,766</b>	<b>\$146,291</b>	<b>\$61,962</b>	<b>\$16,523</b>		<b>\$887,898</b>
Remainder (Dist. by Pro-Rating)	(\$238,967)	(\$42,235)	(\$25,819)	(\$67,732)	(\$28,688)	(\$7,650)		(\$411,092)
<b>Total</b>	<b>\$277,167</b>	<b>\$48,987</b>	<b>\$29,947</b>	<b>\$78,559</b>	<b>\$33,274</b>	<b>\$8,873</b>		<b>\$476,806</b>
<b>TOTAL REVENUE</b>	<b>\$855,279</b>	<b>\$79,890</b>	<b>\$241,111</b>	<b>\$271,419</b>	<b>\$1,835,147</b>	<b>\$617,610</b>		<b>\$3,900,457</b>
<b>EXPENDITURES</b>								
<b>Per Capita</b>								
Calculated Per Residents	\$722,483	\$127,692	\$0	\$0	\$0	\$0		\$850,176
Calculated Per Employees	\$0	\$0	\$24,557	\$64,419	\$27,285	\$7,276		\$123,537
<b>Subtotal</b>	<b>\$722,483</b>	<b>\$127,692</b>	<b>\$24,557</b>	<b>\$64,419</b>	<b>\$27,285</b>	<b>\$7,276</b>		<b>\$973,712</b>
Remainder (Dist. by Pro-Rating)	(\$555)	(\$98)	(\$19)	(\$50)	(\$21)	(\$6)		(\$748)
<b>Total</b>	<b>\$721,928</b>	<b>\$127,594</b>	<b>\$24,538</b>	<b>\$64,370</b>	<b>\$27,264</b>	<b>\$7,270</b>		<b>\$972,964</b>
<b>Public Works (Pro-Rated by Sq. Ft.)</b>								
Calculated	\$390,775	\$68,960	\$51,720	\$135,678	\$91,553	\$21,409		\$760,095
Remainder (Dist. by Pro-Rating)	\$1,112,703	\$196,554	\$76,258	\$200,048	\$118,817	\$28,680		\$1,733,059
<b>TOTAL EXPENDITURES</b>	<b>\$1,112,703</b>	<b>\$196,554</b>	<b>\$76,258</b>	<b>\$200,048</b>	<b>\$118,817</b>	<b>\$28,680</b>		<b>\$1,733,059</b>
<b>NET REVENUE</b>	<b>(\$257,424)</b>	<b>(\$116,664)</b>	<b>\$164,853</b>	<b>\$71,371</b>	<b>\$1,716,330</b>	<b>\$588,931</b>		<b>\$2,167,398</b>



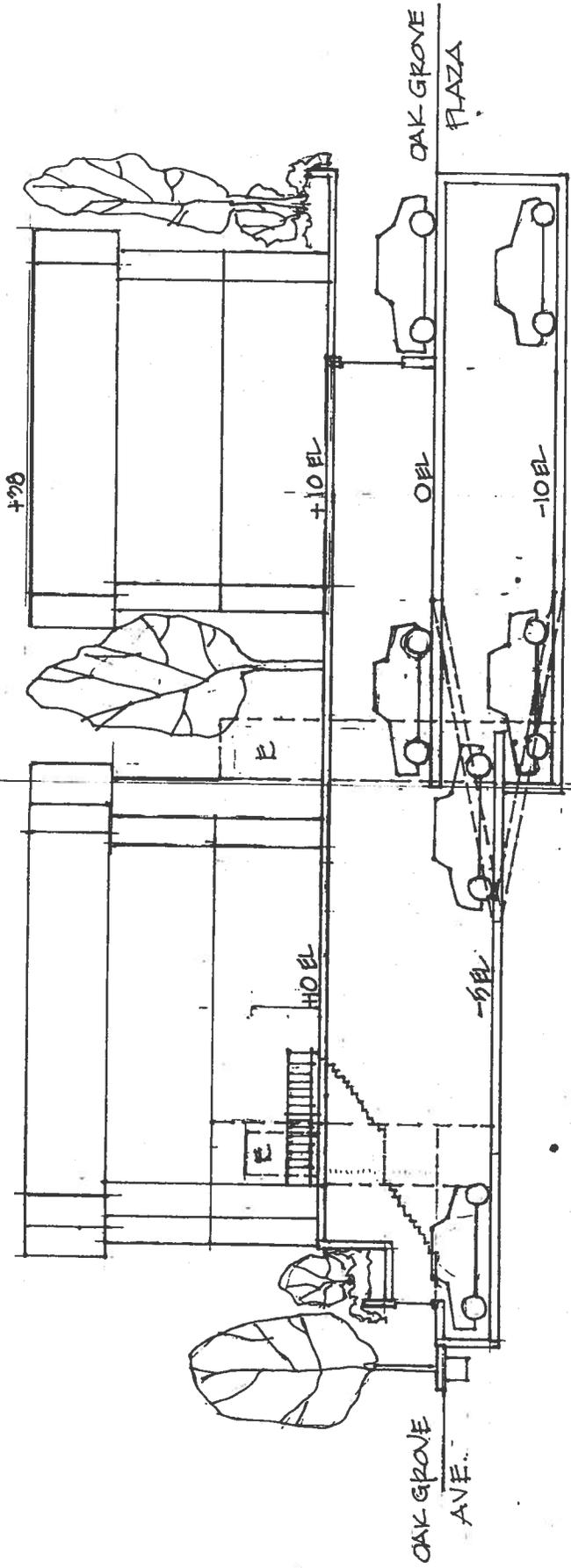
- LEVEL 1 +10 ELEVATION 20 RESIDENTS
- LEVEL 2 0' ELEV. 38 PARKING SPACES
- LEVEL 3 -5 ELEV. 28 PARKING SPACES
- LEVEL 4 -10 ELEV. 39 PARKING SPACES
- TOTALS: 20 RESIDENTS & 105 PARKING SPACES

Upper, Housing Level Plan (I)  
 1" = 16'  
 1/24/11

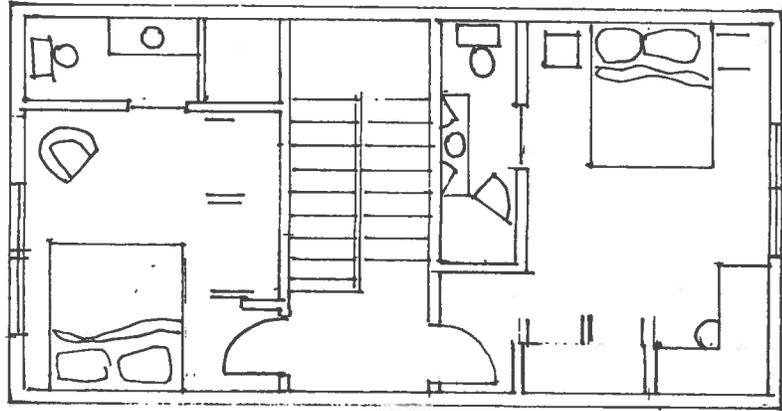
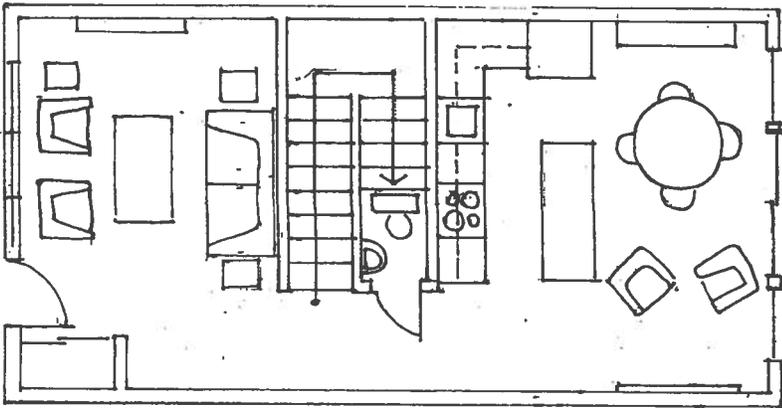


Oak Grove Plaza  
 Street Level Parking Plan (2)  
 1" = 16'  
 1/29/10

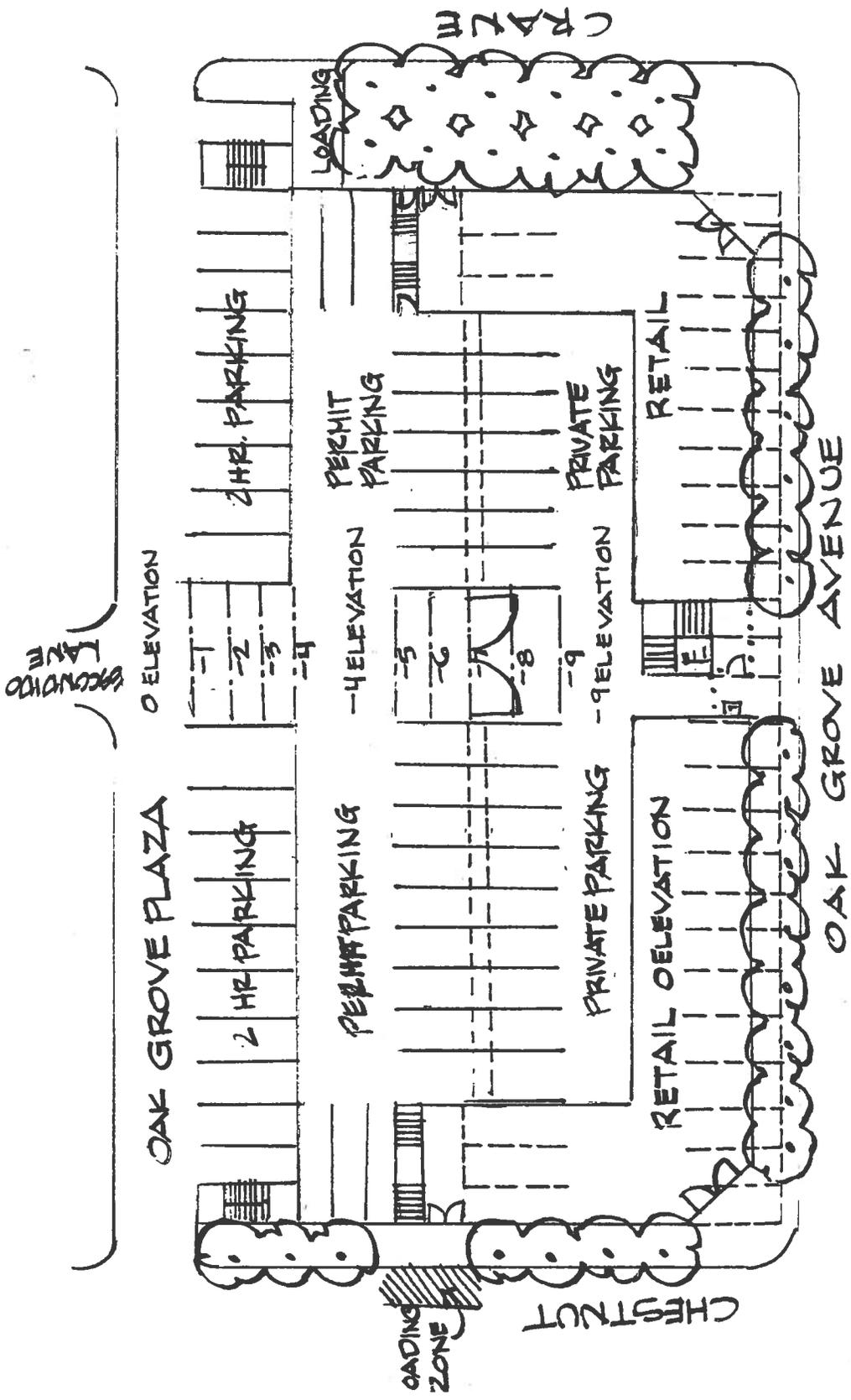




Crosssection All Levels  
 1" = 16'  
 1/24/11

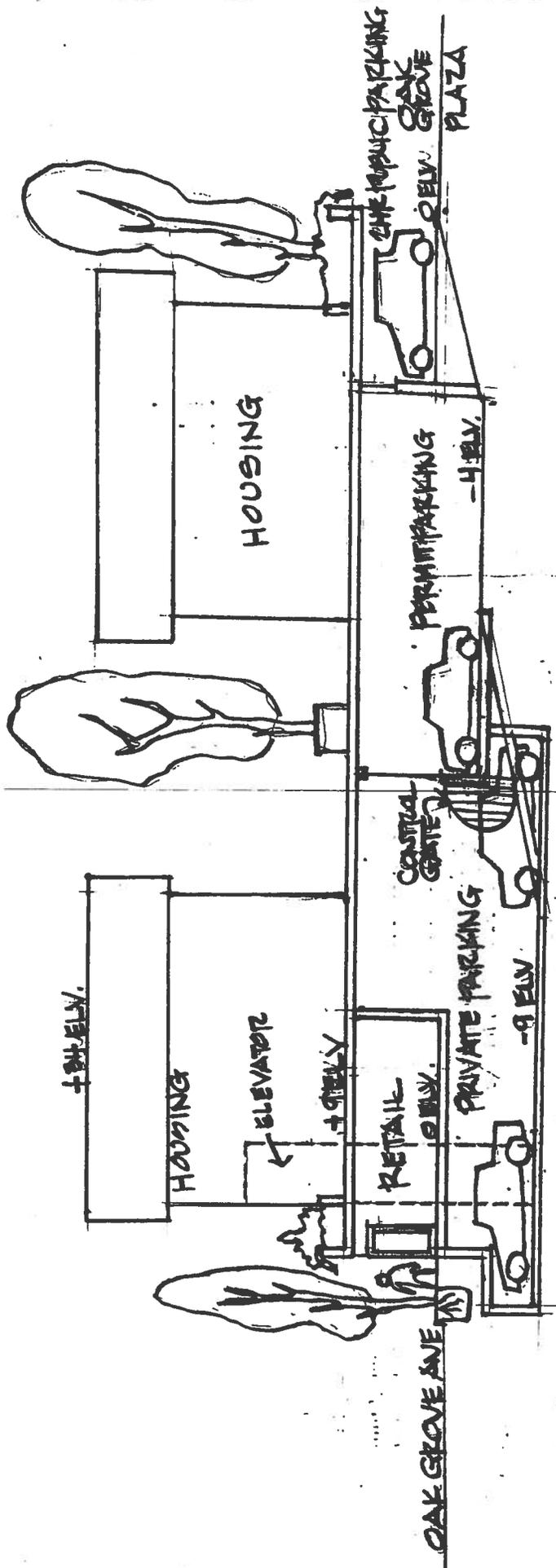


Possible Housing Floor Plans  
1" = 4' 1/24/11



- ELY-9 PRIVATE PARKING 47 SPACES
- ELY-4 PERMIT PARKING 22 SPACES
- ELY-0 2HR PARKING 20 SPACES
- ELY-0 RETAIL 7400 SF

Alternative Parking Plan  
w/ Retail  
1/24/11  
1"=16'



Cross section with Retail

1" = 16' 1/24/11