



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

**PLANNING COMMISSION  
JULY 11, 2011**

## MEETING OBJECTIVES

- Present a project overview:
  - Project History and Vision Plan Goals
  - Specific Plan Process
  - Key Elements of Draft Specific Plan
- Relay key topics for upcoming meetings:
  - Geographic areas
  - Public vs. Private improvements
  - Interrelationships
  - City Council guidance
- Receive public comment
- Provide an opportunity for Planning Commission procedural/technical questions

# PROJECT HISTORY AND PURPOSE

## Instigating Factors (pre-2007)

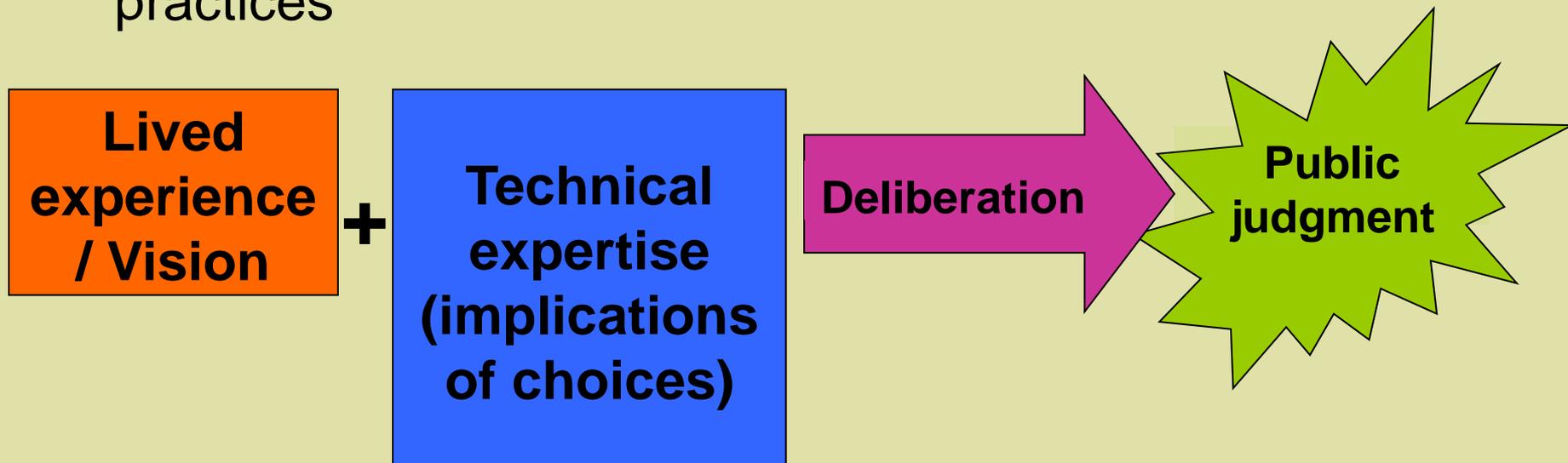
- Loss of car dealerships on El Camino Real
- Requests for project-specific General Plan and Zoning Ordinance Amendments, in particular around the station area- *note: project has always included both El Camino Real and Downtown*
- Desire for a comprehensive, long-term, community-focused approach



# 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**

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 will 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?

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:

- **Small Talk**: Sign up to receive project bulletins by emailing [thompson@menlopark.org](mailto:thompson@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 in 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/under\\_construction.html](http://www.menlopark.org/projects/under_construction.html) for background information and other resources.

It is our sincere wish to thank you for your interest in our future plans. For more information, please contact the Planning Commission at (650) 354-7100, ext. 100 or [planning@menlopark.org](mailto:planning@menlopark.org).

**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>.

1. Name \_\_\_\_\_ Email Address \_\_\_\_\_  
 Postal address \_\_\_\_\_

2. As you envision the El Camino Real corridor evolving over the next 10 – 20 years...

a. What would you like to see change? \_\_\_\_\_

b. What would you like to stay the same? \_\_\_\_\_

3. As you envision downtown evolving over the next 10 – 20 years...

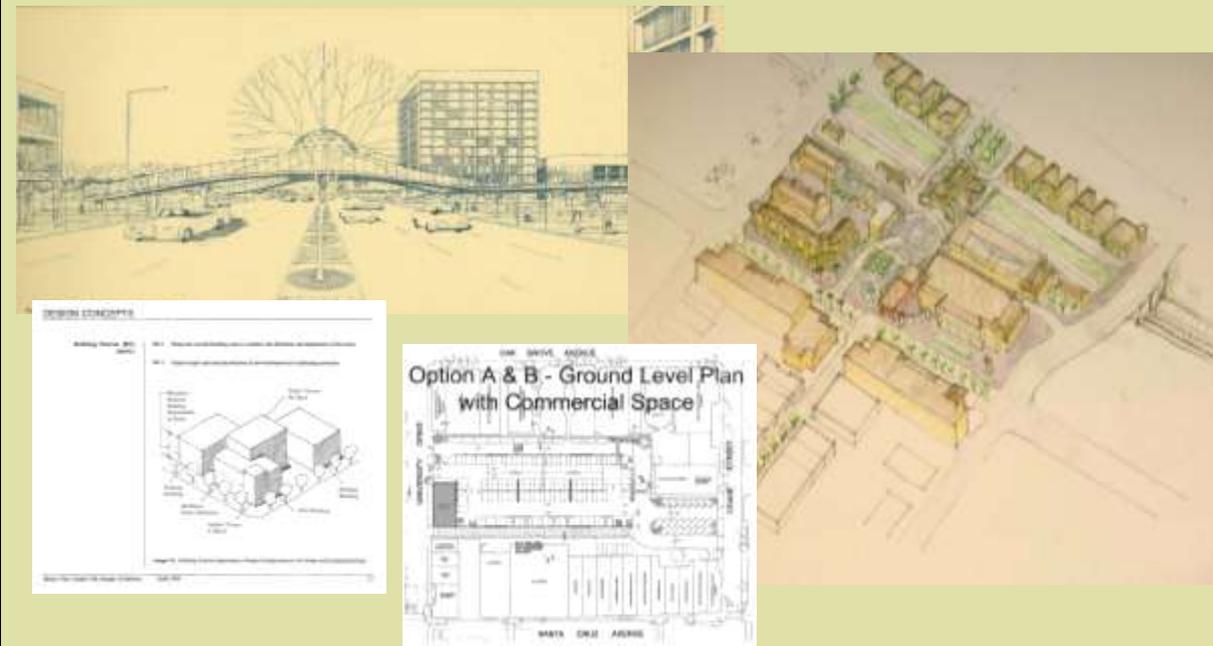
a. What would you like to see change? \_\_\_\_\_

b. What would you like to stay the same? \_\_\_\_\_

4. What should this El Camino Real/Downtown visioning and planning effort be named? \_\_\_\_\_

5. Any other comments? \_\_\_\_\_

City of Menlo Park  
 Planning Commission  
 1000 El Camino Real, Suite 100  
 Menlo Park, CA 94025  
 (650) 354-7100



# 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



## 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

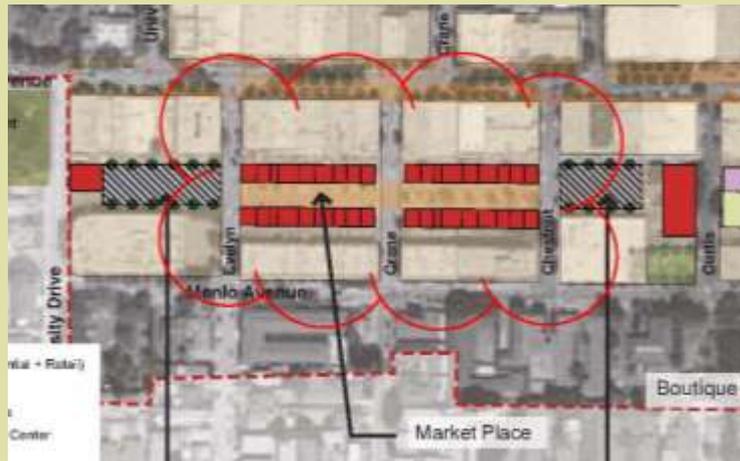
- **Community Workshop #1 – April 16, 2009**
  - Review/prioritize Vision Plan goals
  - Consider opportunities/constraints and trade-offs
- **Community Workshop #2 – June 18, 2009**
  - Review of alternative approaches, with details on land use mixes, circulation options, and parking scenarios
- **Community 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



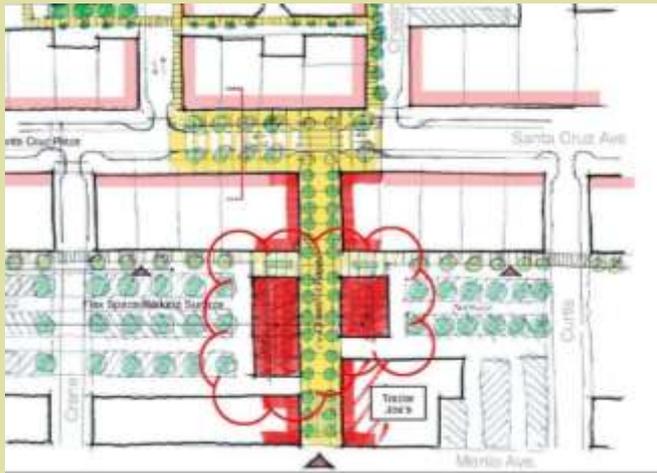
Workshop #2 – June 18,  
2009



# 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.

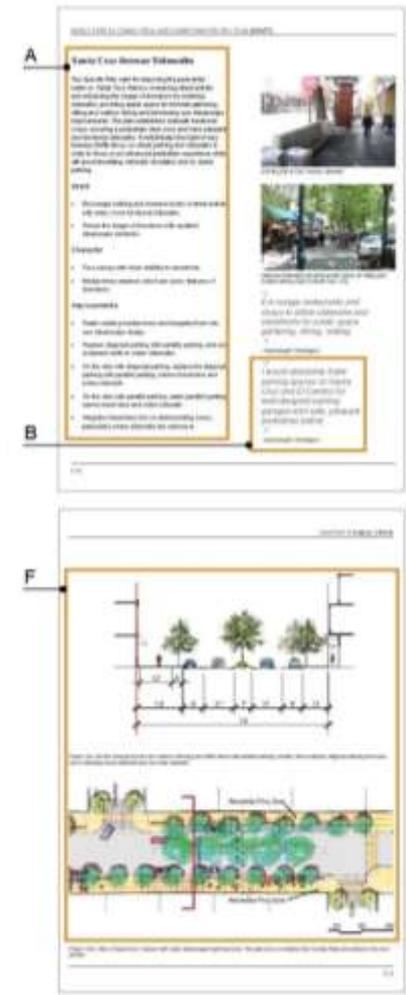


Figure AS. Type of information found within Specific Plan

# DRAFT SPECIFIC PLAN

## B: Plan Context

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



# DRAFT SPECIFIC PLAN

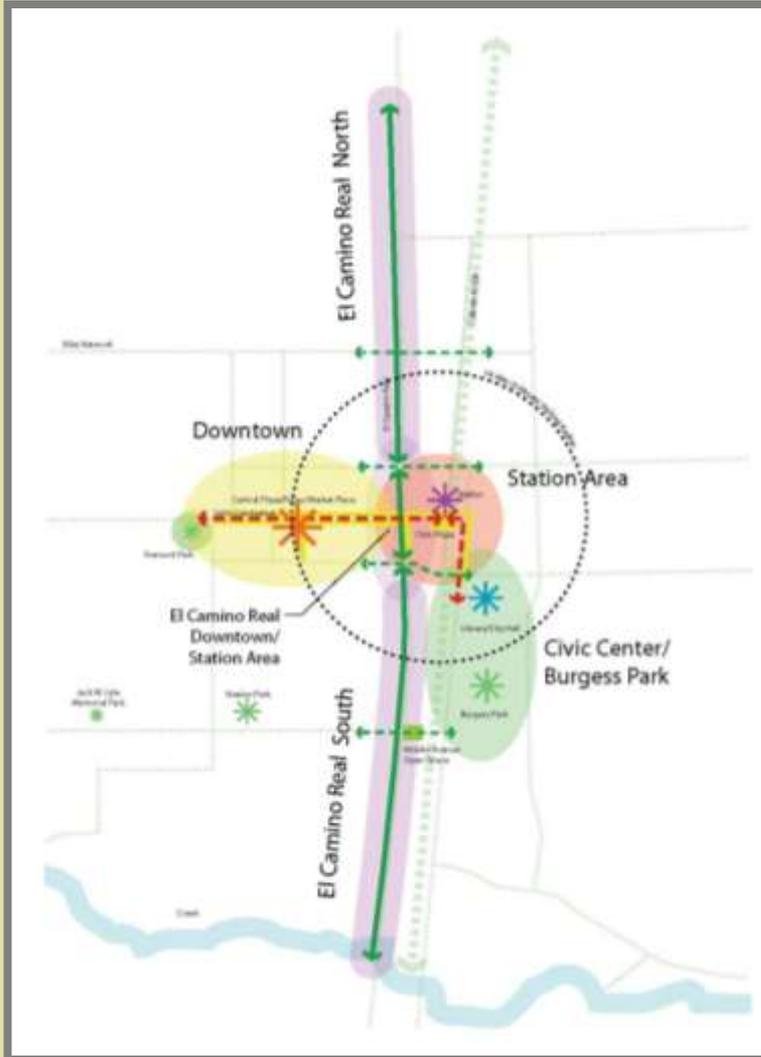
## B: Plan Context



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



# DRAFT SPECIFIC PLAN

## D: Public Space

### Downtown

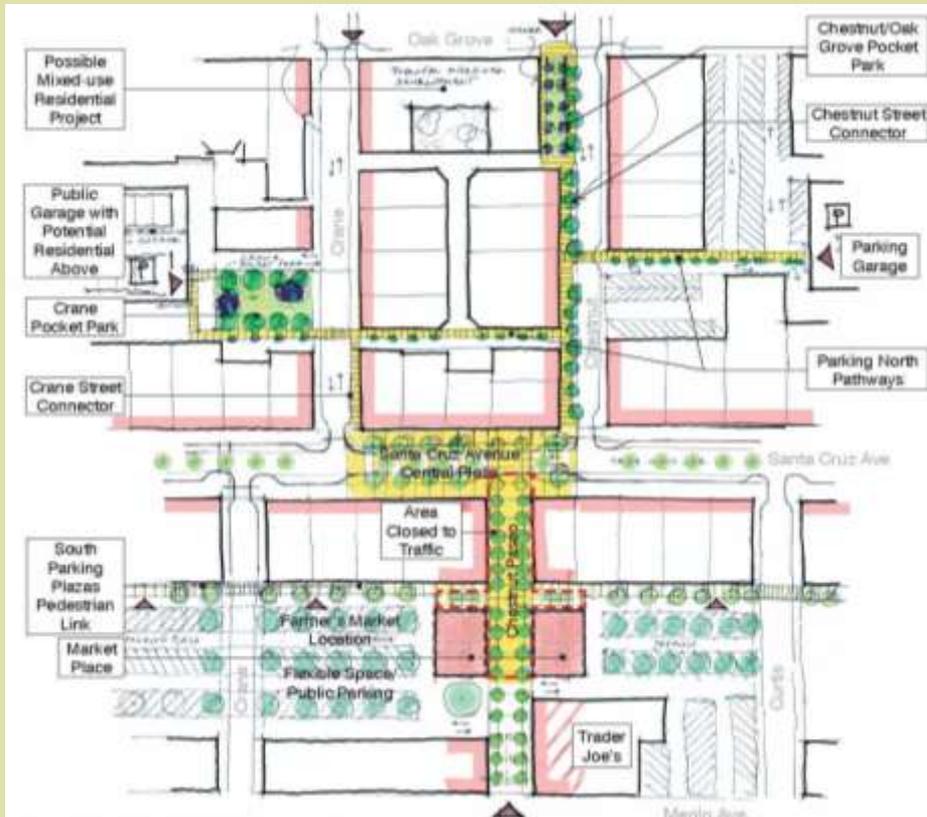
- *Santa Cruz Avenue Central Plaza:*

- 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

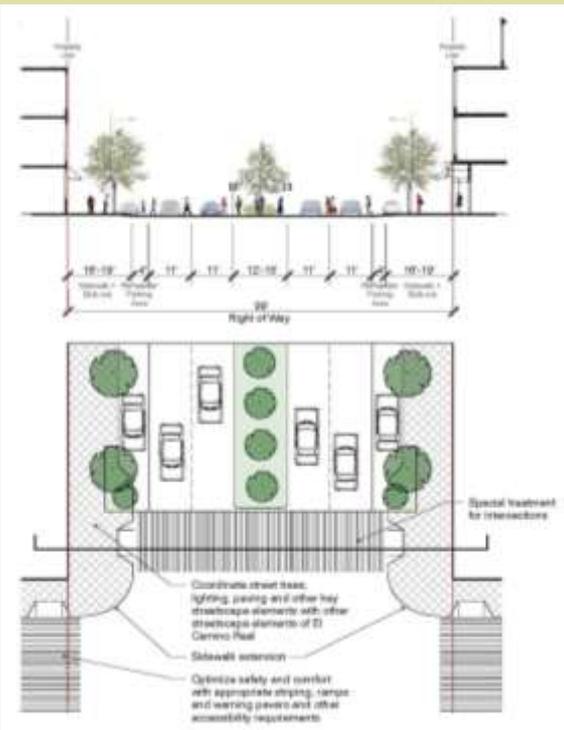


# DRAFT SPECIFIC PLAN

## 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

### 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.	FACADE HEIGHT MAX.		
El Camino Real	El Camino Real North	SCR NW El Camino Real North-West	Mixed Use/ Residential	1.10 (1.50)	25.0 (40.0)	38'	N/A	
		SCR 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	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	Station Area	SA W Station Area West	Retail/ Mixed Use	2.00 (2.75)	50.0 (80.0)	60'	45'	
		SA E Station Area East	Retail/ Mixed Use	1.85 (3.75)	50.0 (80.0)	60'	45'	
Downtown	Downtown	DA Downtown Adjacent	Office/ Residential	0.85 (1.00)	18.5 (25.0)	38'	38'	
		D Downtown Santa Cruz Avenue	Retail/ Mixed Use	2.00 (2.25)	25.0 (40.0)	38', 45' for Parking Plaza 1 & 3	38', 38' for Parking Plaza 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 5.1.1 "Intensity"

Table E2: Development Standards and Guidelines

# DRAFT SPECIFIC PLAN

## E: Land Use + Building Character

### Development Standards and Guidelines



#### Height

- Establishes new Facade 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

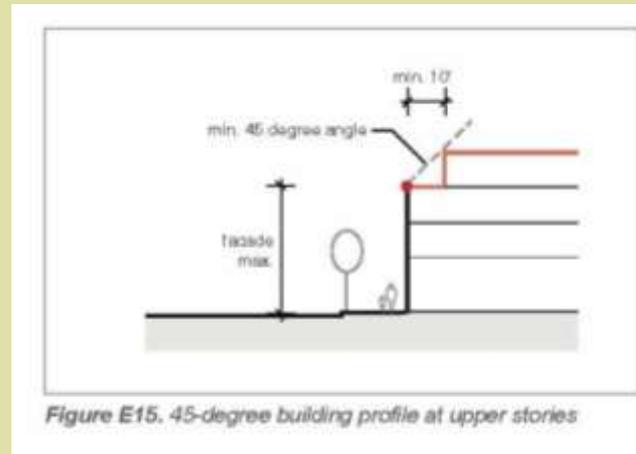
# DRAFT SPECIFIC PLAN

## 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*)



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

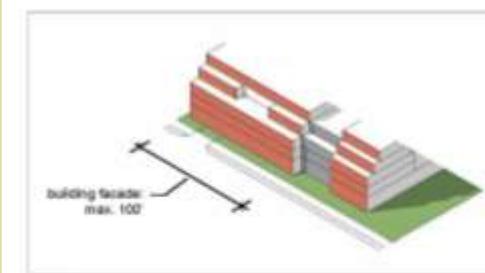


Figure E13. Building facade main plane maximum



✗ 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

## F: Circulation

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

Land Use	Minimum Parking Rates					Special Use Rates
	Existing City Standards	City Standard	Office	LLP	Office	
Multi-Family Dwelling	2.5	-	1.00	1.00 (1.00)*	1.0-1.5	1.00
General Office (per 1,000 of gfa)	6	2.5	3.25	3.0 (3.0)*	2.0-3.0	6.0
Medical Office (per 1,000 of gfa)	6	0	6.00	4.5 (4.5)*	-	6.0
Retail and Personal Service (per 1,000 of gfa)	6	0	6.00 (3.00)	6.0 (3.0)*	1.5-2.5	6.0
Supermarket (per 1,000 of gfa)	6	-	3.00 (3.00)*	-	-	6.0
Restaurants (per 1,000 of gfa)	6	0	-	-	2.0-3.0	6
Quality High Turnover Cafe/Lounge	-	-	15.0 (15.0)*	18.0 (18.0)*	-	-
Hotel	-	-	16.0 (16.0)*	20.0 (20.0)*	-	-
Mass Sport Venue	-	1.1	1.00	1.20 (1.16)*	-	1.00



# 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

### 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>a</sup>
	Zoning Ordinance <sup>b</sup>	Use Based Guidelines <sup>c</sup>	ITE <sup>d</sup>	ULI <sup>e</sup>	MTC <sup>f</sup>	Future Supply
Multi-Family Dwelling	2.0	-	1.68	1.85 / 1.85 <sup>g</sup>	1.0 - 1.5	1.85
General Office (per 1,000 sf gfa)	6	3.3	3.27	3.8 / 0.38 <sup>h</sup>	2.0 - 3.0	3.8
Medical Office (per 1,000 sf gfa)	6	5	4.06	4.5 / 4.5 <sup>h</sup>	-	4.5
Retail and Personal Service (per 1,000 sf gfa)	6	5	3.05 / 3.42 <sup>i</sup>	3.6 / 4.0 <sup>h</sup>	1.5 - 2.5	4.0
Supermarket (per 1,000 sf gfa)	6	-	5.01 / 5.46 <sup>i</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>j</sup>	18.0 / 20.0 <sup>j</sup>	-	-
	-	-	11.6 / 15.53 <sup>j</sup>	10.5 / 15.0 <sup>j</sup>	-	-
	-	-	15.3 / 18.75 <sup>j</sup>	-	-	-
Hotel (per room)	-	1.1	1.05	1.25 / 1.18 <sup>k</sup>	-	1.25

# DRAFT SPECIFIC PLAN

## F: Circulation

### Downtown Parking Supply and Policies



Existing and Future Downtown Parking Supply				
Parking Location	Existing Supply	Specific Plan Change	Change in Spaces	Future Supply
<b>Parking Places</b>				
Parking Place 1	380	Added Parking Garage <sup>1</sup>	400	380 <sup>2</sup>
Parking Place 2	20	Development Site and Pocket Park	45	0
Parking Place 3	210	Added Parking Garage <sup>1</sup> and Pocket Park	150/40 <sup>2</sup>	370/80 <sup>2</sup>
Parking Place 4	100	Pedestrian Link, Development Site	-21	79
Parking Place 5	100	Pedestrian Link, Development Site	-43	108
Parking Place 6	100	Market Place	-32	104
Parking Place 7	84	Pedestrian Link, Market Place	-38	58
Parking Place 8	140	Pedestrian Link	-7	133
<b>Total</b>	<b>1,194</b>		<b>321/641</b>	<b>1,541/1,827</b>
<b>On-Street Spaces</b>				
Santa Cruz Avenue	110	Subtract Widening	-49	61
Chestnut Street North	26	Subtract Widening	-11	15
Chestnut Street South	17	Chestnut Pedestrian	-11	6
Oak Grove Avenue	90	Added Side Lanes	-35	55
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>1,599</b>		<b>216/536</b>	<b>1,817/1,131</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 commercialized 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 G-1. 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 now starting detailed review of the Draft Specific Plan
- Commission recommendations to be considered by City Council, which will give direction on changes to draft
- Review informed by recent Draft EIR
- Fiscal impacts to be considered prior to Planning Commission final recommendations



# GEOGRAPHIC AREAS

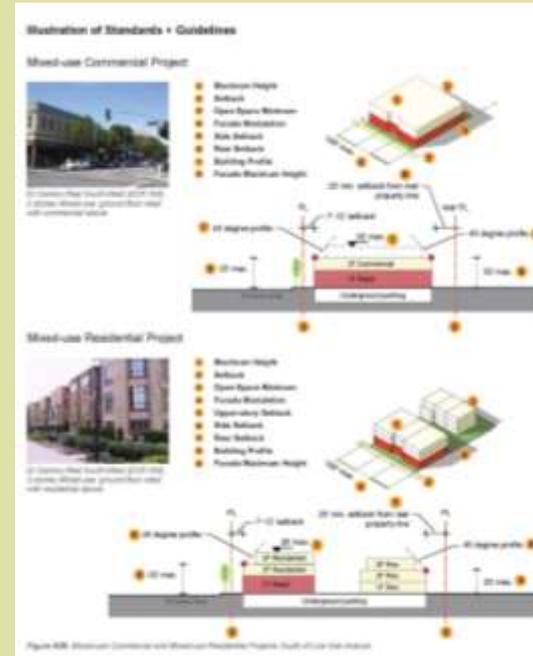


The next Planning Commission meetings to be divided by area:

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

Each meeting to end with tentative recommendations, to be finalized comprehensively at either the end of the 8/4 meeting or on 8/22.

# PUBLIC/PRIVATE IMPROVEMENTS



For each geographic area, the discussion will focus in turn on:

- Public improvements: sidewalks, parks, market place, public garages, bike lanes, etc.
- Private improvements: regulations and guidelines for buildings on private property

(Note: issues cross over between these categories, but it is an effective overall framework for the discussion)

# INTERRELATIONSHIPS

Many aspects of the plan are interdependent, for example:

- Downtown parking garages and public space improvements
- Bicycle infrastructure and automobile traffic/parking
- Revitalization of underutilized parcels/buildings and public benefits

Interrelationships to be considered on an ongoing basis

# CITY COUNCIL GUIDANCE

On June 14, 2011, the City Council provided thoughts for the Planning Commission's consideration, including:

- Ensure that Menlo Park's small-town (or "village") feel is maintained;
- Look at opportunities to provide more specifics on Public Benefit topic;
- Examine parking garages in detail: design, timing, financing, etc.;
- Look at timing/sequencing for other infrastructure improvements;
- Consider phased impacts of plan area being developed over time (i.e., it will not be built out all at once);
- Stay as objective as possible, consider facts and data; and
- Incorporate additional input from the Transportation Commission.  
*(scheduled for July 13)*

See Attachment E for detailed summary.

## PUBLIC COMMENT

- Intended to be primary public comment opportunity, so the Planning Commission can consider input comprehensively throughout review process
- Additional comment opportunities at next meetings, and at City Council stage (*August/September, approximately*)
- Menlo Park is a community of diverse opinions- commenters encouraged to acknowledge and respect differing opinions

# PLANNING COMMISSION QUESTIONS

- Opportunity for procedural/technical questions
- Can also raise key topics or concerns to be considered in upcoming meetings

# MEETING OVERVIEW

- Present a project overview
- Relay key topics for upcoming review
- Receive public comment
- Provide an opportunity for Planning Commission procedural/technical questions