

# H.

# APPENDIX

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## **H.1 LAND USE CLASSIFICATIONS**

### **Purpose**

Use classifications describe one or more uses of land having similar characteristics, but do not list every use or activity that may appropriately be within the classification. The Specific Plan regulations will rely on these defined use classifications and specify in separate schedules the land uses permitted without any discretionary review or public hearing, those uses subject to specific standards or limitations, and those uses requiring approval of an Administrative Permit or Use Permit.

## Classification of Uses

- A. Uncertainty of Uses.** When there is uncertainty, the Community Development Director (“Director”) shall determine whether a specific use should be considered within one or more use classifications or not within any classification in this chapter. The Director may determine that a specific use is not within a classification if its characteristics are substantially incompatible with those typical of uses named within the classification. Decisions by the Director may be appealed to the Planning Commission.
- B. Accessory or Primary Use.** The Director shall determine whether a use is a primary or accessory use of a building or space. For purposes of this determination, an accessory use is a use that is incidental and accessory to the principal permitted or conditionally permitted use on a site and customarily provided or accepted with the use. Decisions by the Director may be appealed to the Planning Commission. The Director shall use the following criteria in making his/her determination:
1. The description of the use or uses in relationship to the characteristics of each use category.
  2. The relative amount of site or floor space and equipment devoted to the activity.
  3. The relative amounts of sales from each use.
  4. The relative number of employees in each use.
  5. Building and site arrangement.
  6. How the use advertises itself.
  7. Whether the use would be likely found independent of the other use on the site.
- C. Separate Classification of Each Establishment.** Where a single lot contains activities that resemble two or more different activity types, each of the principal activities conducted on a single lot by each individual establishment, management, or institution shall be classified and regulated separately.

## Commercial Use Classifications

- A. Adult Business Establishments.** Establishments whose primary business is the offering of materials, products, and/or services that have sexual arousal, sexual gratification, and/or sexual stimulation and which are not customarily open to the general public because they exclude minors by virtue of their age. This classification includes adult arcades, adult bookstores, adult cabarets, adult hotel/motel, adult motion picture theaters, adult theaters, modeling studios, adult merchandise stores, and sexual encounter centers. It does not include any establishment offering professional services conducted, operated, or supervised by medical practitioners, physical therapists, nurses, chiropractors, psychologist, social workers, marriage and family counselors, osteopaths, and persons holding unrevoked licenses or certificates under applicable California State law or accreditation from recognized programs when performing functions pursuant to the respective license or certificate.
- B. Animal Sales and Services.**
1. **Animal Boarding.** Provision of shelter and care for small animals on a commercial basis. This classification includes activities such as feeding, exercising, grooming, and incidental medical care.
  2. **Animal Clinics and Hospitals.** Medical care for small animals on a commercial basis, including grooming and boarding of animals for no more than 30 days if incidental to the hospital use and limited to animals receiving medical care.
  3. **Animal Retail Sales and Service.** Retail of animal products and small animals. Ancillary provision of bathing and trimming services is permitted, provided such services take place within an entirely enclosed building.
- C. Automobile/Vehicle Sales and Services.**
1. **Automobile/Vehicle Sales and Leasing.** Sales or leasing of new or used automobiles, motorcycles, trucks, and/or lawn and garden-type tractors, including storage and incidental maintenance. Sales of used vehicles may represent a portion of the business, but do not represent the majority of the inventory.

- 2. Gas Stations and Light Vehicle Service.** Establishments engaged in the retail sale of gas or diesel fuel, lubricants, parts, and accessories, including gasoline service stations; gas convenience marts; quick-service oil, tune-up, brake and muffler shops; and tire sales and installation, where repairs are made or service provided in enclosed bays and vehicles are not typically stored overnight. This classification excludes establishments providing engine repair, body and fender work, vehicle painting, towing, or repair of heavy trucks or construction vehicles.
- D. Banks and Other Financial Institutions.** Financial institutions providing retail banking services. This classification includes only those institutions engaged in the on-site circulation of money, including credit unions
- E. Business Services.** Establishments that primarily provide goods and services to other businesses on a fee or contract basis, including printing and copying, blueprint services, advertising and mailing, office equipment rental and leasing, office security, photo finishing, and model building.
- F. Commercial Recreation.** Provision of participant or spectator recreation to the general public, excluding public park and recreation facilities.
- 1. Small-scale.** This classification includes small, generally indoor facilities, although some facilities may be outdoor, including: dance halls, gymnasiums, handball, badminton, racquetball, or tennis club facilities less than 20,000 square feet, poolrooms, and amusement arcades. This classification may include restaurants, snack bars, and other incidental food and beverage services to patrons.
  - 2. Cinemas.** Facilities for showing films and motion pictures.
- G. Eating and Drinking Establishments.** Businesses primarily engaged in serving prepared food and/or beverages for consumption on or off the premises.
- 1. Restaurants, Full Service.** Restaurants providing food and beverage services to patrons who order and are served while seated and pay after eating. Takeout service may be provided. Alcohol service, outside seating, and live entertainment are not permitted except by administrative permit or use permit as allowed in the Land Uses table.
  - 2. Restaurants, Limited Service.** Establishments where food and beverages are prepared and may be consumed on the premises, taken out, or delivered, but where no table service is provided and patrons pay before eating. Limited Service Establishments include restaurants that sell ready-to-eat prepared foods and beverages for immediate consumption on- or off-premises that are packaged and served in or on disposable wrappers, containers, or plates. This classification includes cafeterias, delis, coffee shops, and snack bars but excludes take-out only establishments. Alcohol service, outside seating, and live entertainment are not permitted except by administrative permit or use permit as allowed in the Land Uses table.
  - 3. Restaurants, Take-Out Only.** Establishments where food and beverages are prepared and may be taken out or delivered, but may not be consumed on the premises. No seating is provided on the premises.
  - 4. Bars and Lounges.** Businesses serving beverages for consumption on the premises as a primary use and including on-sale service of alcohol including beer, wine, and mixed drinks.
- H. Funeral and Interment Service.** Establishment primarily engaged in services involving the care, preparation or disposition of human dead other than in a cemetery. Typical uses include crematory, columbarium, mausoleum or mortuary.
- I. Hotels and Motels.** Establishments offering lodging to transient patrons. These establishments may provide additional services, such as conference and meeting rooms, restaurants, bars, spas, or recreation facilities available to guests or to the general public. This classification includes motor lodges, motels, hostels, extended-stay hotels, and tourist courts, but does not include rooming hotels, boarding houses, or residential hotels designed or intended to be used for sleeping for a period of 30 consecutive days or longer.

- J. Offices, Business and Professional.** Offices of firms or organizations providing professional, executive, management, or administrative services, such as accounting, advertising, architectural, computer software design, engineering, graphic design, insurance, interior design, investment, and legal offices. This classification excludes hospitals, banks, and savings and loan associations.
- K. Offices, Medical and Dental.** Offices for a physician, dentist or chiropractor, including medical/dental laboratories incidental to the medical office use. This classification excludes medical marijuana dispensing facilities, as defined in the California Health and Safety Code..
- L. Personal Improvement Services.** Provision of instructional services or related facilities, including photography; fine arts; crafts; dance or music studios; driving schools; diet centers, reducing salons, spas, and single-purpose fitness studios, such as yoga studios or aerobics studios. This classification is intended for more small-scale storefront locations and is distinguishable from small-scale commercial recreation uses that tend to occupy larger sites and generate more noise.
- M. Personal Services.**
1. **General.** Provision of recurrently non-medical services of a personal nature. This classification includes barber and beauty shops, clothing rental, seamstresses, tailors, dry cleaning agents (excluding large-scale bulk cleaning plants), shoe repair shops, and self-service laundries.
  2. **Restricted.** Personal services that may have a blighting or deteriorating effect on the surrounding area and may need to be dispersed and subject to standards to minimize impacts. This classification includes check-cashing services, palm reading, therapeutic massage services, and tattooing, piercing or similar services.
- N. Retail Sales.** The retail sale and rental of merchandise not specifically listed under another use classification.
1. **General.** This classification includes drug stores, pharmacies, department stores, clothing stores, furniture stores, pet supply shops, hardware stores, video rental stores, and businesses retailing the following goods: toys, hobby materials, handcrafted items, jewelry, cameras, photographic supplies and services (including portraiture and retail photo processing), medical supplies and equipment, electronic equipment, records, sporting goods, kitchen utensils, hardware, appliances, antiques, art supplies and services, paint and wallpaper, carpeting and floor covering, office supplies, bicycles, and new automotive parts and accessories (excluding vehicle service and installation). Retail sales may be combined with other services such as office machine, computer, electronics, and similar small-item repairs.
  2. **Convenience Market.** Retail establishments that sell a limited line of groceries, prepackaged food items, tobacco, magazines, and other household goods. This classification does not include delicatessens or specialty food shops.
  3. **Food and Beverage Sales.** Retail sales of food and beverages for off-site preparation and consumption. Typical uses include markets, groceries, retail bakeries and specialty food stores.
  4. **Liquor Sales.** Licensed retail sales of packaged alcoholic beverages, including wine, ale and beer, for off-premises consumption.
  5. **Restricted.** Restricted retail sales establishments include the following:
    - a. **Firearms Sales.** Retail or wholesale of firearms, cannons, guns, pistols, revolvers, rifles, airguns, BB guns or pellet guns or any instruments that throws or projects bullets or missions of any kind to any distance by means of elastic force, air or any explosive substance; ammunition or any projectiles that can be projected or propelled; and related merchandise.
    - b. **Tobacco Sales.** Retail sales in which 20 percent or more of the floor area or display area is devoted to tobacco-related products, or which 75 percent or more of gross sales receipts are derived from the sale or exchange of tobacco-related products.
    - c. **Drug Paraphernalia.** Retail sales in which 20 percent or more of the floor or display area is devoted to drug paraphernalia.

## Public, Semipublic, and Service Use Classifications

- A. Clubs and Lodges.** Meeting, recreational, or social facilities of a private or nonprofit organization primarily for use by members or guests, including residential accommodations that are available to members or guests on a temporary basis for periods of less than 30 consecutive days, but excluding residential hotels. This classification includes union halls and social clubs.
- B. Community Social Service Facilities.** Any noncommercial facility, such as homeless shelters, emergency shelters and facilities providing social services such as job referral, housing placement and which may also provide meals, showers, and/or laundry facilities, typically for less than 30 days. Specialized programs and services related to the needs of the residents may also be provided. This classification excludes transitional housing facilities that provide living accommodations for a longer term.
- C. Cultural Institutions.** Public or non-profit institutions engaged primarily in the display or preservation of objects of interest in the arts or sciences that are open to the public on a regular basis. This classification includes performing arts centers; libraries; museums; historical sites; aquariums; art galleries; and zoos and botanical gardens.
- D. Day Care Center.** Establishments providing non-medical care for one or more persons on a less than 24-hour basis. This classification includes nursery schools, preschools, and day-care centers for children or adults and any other day-care facility licensed or certified by the State of California, excluding small or large family day-care.
- E. Government Offices.** Administrative, clerical, or public contact offices of a government agency, including postal facilities, together with incidental storage and maintenance of vehicles. This classification excludes corporation yards, equipment service centers, and similar facilities that primarily provide maintenance and repair services and storage facilities for vehicles and equipment.
- F. Parking Facilities, Public.** The exclusive or primary use of a parcel for parking in either an open paved area or structure used for parking motor vehicles, owned by a public agency or under contract to a public agency.
- G. Public Safety Facilities.** Facilities for public safety and emergency services, including a facility that provides police and fire protection and other emergency medical services.
- H. Religious Facilities.** A facility used primarily for religious services, including churches, mosques, synagogues, temples, and similar religious facilities. This classification excludes private schools, as defined in this Code, other educational facilities, administrative facilities and offices, community centers, and other uses when not incidental to a facility used primarily for religious services.

## H.2 URBAN DESIGN GLOSSARY

### A

#### ARCADE

A length of sidewalk covered by enclosed building mass above which is supported by a series of arches on columns or piers.

#### ARTICULATION

See 'Building Articulation'

### B

#### BALCONY

An open, habitable portion of an upper floor that extends beyond or is recessed within a building's exterior wall that is not supported from below by vertical columns or piers but is instead supported by either a cantilever or brackets or the building mass below.

#### BAY WINDOW

A window or group of windows that project(s) from a building wall.

#### BICYCLE LANE (CLASS II)

One-way striped lane on a street or expressway dedicated for bicyclers.

#### BICYCLE PATH (CLASS I)

Right-of-way completely separated from any street or highway that is dedicated for bicyclers.

#### BICYCLE ROUTE (CLASS III)

Route shared with pedestrians and motor vehicle traffic that is also available to bicyclers and is marked only with signs.

#### BIOFILTRATION PLANTER

A landscape element that is designed to capture runoff from streets and pavement areas to permit water quality treatment by infiltration through soil media.

#### BIOFILTRATION UNIT

A landscape element with a concrete structure and openings that are designed to capture runoff from streets and pavement areas to permit water quality treatment by infiltration through an engineered medium or filter.

#### BLANK (BUILDING) WALL:

A side of a building lacking any windows or architectural features.

#### BLOCK

An area, typically rectangular in shape, bounded by public rights-of-way (i.e. streets and/or open space).

#### BLOCK OPENING/BREAK

A break in the street wall that allows for a visual and/or physical connection to the interior of the block.

#### BRISE SOLEIL

A horizontal projection extending from a building façade to shield glass from the sun. Brise soleil may or may not include louvers to provide passive solar heating in the winter months.

#### BUFFER

Open space, landscaped area, fence, wall, planting and/or building that screen one use or property from another, usually to block noise, lights or other nuisances.

#### BUILD-TO LINE

The line to which a building façade is built up to, establishing a vertical plane at that line.

## **BUILDING ARTICULATION**

The manner in which portions of a building form are expressed (materials, color, texture, pattern, modulation, etc.) and come together to define the structure. Such expression gives emphasis to architectural elements (windows, balconies, porches, entries, parapets, etc.) that create a complementary pattern or rhythm, dividing larger buildings into smaller identifiable pieces.

## **BUILDING BASE**

The lower portion of a building located immediately above grade.

## **BUILDING FRONTAGE**

A vertical side of a building that faces the primary street or open space.

## **BUILDING HEIGHT**

The height of the building measured from the average natural grade to the highest roof, with exceptions for rooftop mechanical equipment that are screened from view and integrated into the design of the building.

## **BUILDING MATERIALS**

All materials visible from the exterior of a development, including materials used for walls, roofs, windows, doors and architectural or decorative features applied to the building façade.

## **BULK LIMIT**

Massing controls for building floors above a specific height to mitigate impact of taller structures. Horizontal and diagonal maximum dimensions of floor are typically used as control criteria.

## **C**

### **COMMON OUTDOOR OPEN SPACE**

Usable outdoor spaces commonly accessible to all residents and users of the building for the purpose of passive or active recreation.

## **CORNICE**

A projecting horizontal decorative molding along the top of a wall or building.

## **COURTYARD**

An enclosed or semi-enclosed open space, with both planted and paved areas, which is privately owned and to which there may or may not be public access.

## **CURB CUT**

A location where a single driveway intersects a street curb. The sloping driveway apron “cuts” the curb.

## **CURB RADIUS**

A curved edge of street paving at an intersection used to describe the sharpness of a corner.

## **D**

### **DENSITY**

The number of dwelling units to lot size, expressed in acres.

### **DESIGN REVIEW**

Formal review of a proposed project through the established process relevant to the size and nature of the proposed project.

### **DROUGHT-TOLERANT PLANTS**

Plants, many of them native, with the ability to survive with little or no irrigation than available rainfall.

### **DWELLING UNIT**

A room or group of rooms -- including sleeping, eating, cooking, and sanitation facilities--that constitutes an independent housekeeping unit, occupied or intended for occupancy by one household on a long-term basis (i.e. for more than 30 days).

**F****FAÇADE**

Any vertical, exterior face or wall of a building that is adjacent to or fronts on a street, mid-block walkway, park or plaza. Such walls are often distinguished from other faces by architectural details.

**FACADE HEIGHT/FACADE VERTICAL HEIGHT**

The height of the facade beyond which upper stories of a building must step back from the main building plane.

**FACADE MODULATION**

See ‘Modulation’

**FLEX SPACE**

A space, such as a parking lot or open space, that is designed to be flexible to allow for temporary events.

**FLOOR AREA RATIO (FAR) - BASE**

The ratio of gross floor area of all buildings and structures to lot area, expressed in square feet. The FAR, along with dwelling units per acre, define the permitted development intensity allowed on a parcel.

**FLOOR AREA RATIO (FAR) - PUBLIC BENEFIT BONUS**

The maximum amount of building on a parcel that could be achieved in exchange for more housing and other public benefits, as determined through negotiations between the developer and the City.

**FRONTAGE ZONE**

The area of a public sidewalk located between the pedestrian thru zone and adjacent building or property line, assuming the sidewalk dimension allows for it. Depending on the location of the building, a frontage zone may accommodate outdoor seating and planting.

**FURNISHINGS ZONE**

The area of a public sidewalk located between the pedestrian thru zone and adjacent street that accommodates public amenities such as street trees, street lamps and benches.

**G****GATEWAY**

A principal or ceremonial point of entrance into a district or neighborhood. Gateways may be distinguished through distinctive landscape treatment or public art.

**GROSS FLOOR AREA**

The sum of the horizontal areas of all floors within the surrounding solid walls of a building covered by a roof measured to the outside surfaces of exterior walls or portions thereof.

**I****IMAGEABLE**

The ability to represent, reflect or symbolize for the benefit of public perception. Places are imageable through such devices as street character, architectural style, public art, landmarks, planting, materials and setting.

**IMPERMEABLE**

Not able to be infiltrated by water.

**M****MASS AND SCALE**

The visual perception of the organization of the gross floor area of the structure compared to adjoining development.

**MASSING**

The overall exterior shape of a building or structure (i.e. three dimensional bulk of a structure: height, width, and depth); the proportion aspect of the elements of the form.

## **MIXED-USE DEVELOPMENT**

Developments in which two or more land uses are included.

## **MODULATION**

A stepping back or projecting forward of sections of a structure's façade within specified intervals of building width and depth, as a means of breaking up a structure's apparent bulk. Building modulation is typically expressed through horizontal and/or vertical proportions.

## **O**

### **OPEN SPACE**

A natural area, park, square or plaza open to the sky and preserved from development for public use and outdoor recreation, conservation of valuable natural resources and/or structuring of urban development and form.

### **ORIENTATION**

The means by which one locates him or herself within a particular area, typically through landmarks and/or other features of the environment.

## **P**

### **PARK**

A natural, semi-natural or landscaped area constructed for public use.

### **PASEO**

A public place or path designed for walking; a promenade.

### **PAVEMENT**

A hard surface of brick, stone, concrete, asphalt or special paver to facilitate pedestrian, bicycle or vehicular passage.

### **PEDESTRIAN-THRU ZONE**

The area of a public sidewalk located between the frontage zone and furnishings zone that allows for clear pedestrian access, free of obstructions.

## **PEDESTRIAN-ORIENTED**

The characteristics of an area where the location and access to buildings, types of uses permitted on the street level, storefront design and sidewalk design afford a safe, inviting and comfortable environment to walk.

## **PERMEABLE OR PERVIOUS**

Having pores or openings that permit water and air to pass through, typically associated with ground cover and paving materials. The use of pervious materials allows water to filter into the ground, which helps to filter pollutants and reduce erosion and flooding, and can aid in storm-water management.

## **PLAZA**

A designated open space bounded by streets and/or buildings and including paved areas.

## **PODIUM**

The base of a structure.

## **PODIUM PARKING**

A building base used for parking above grade.

## **POPO**

Privately-owned, publicly-occupied spaces that complement and effectively extend the public realm (i.e. public sidewalks and open spaces).

## **PRIMARY ACCESS**

The main entry point of a building.

## **PRIVATE OPEN SPACE**

An area connected or immediately adjacent to a dwelling unit. The space can be a balcony, porch, ground or above grade patio or roof deck used exclusively by the occupants of the dwelling unit and their guests.

## **PROJECTION**

A part of the building facade that extends outward beyond the primary façade plane.

**PROPERTY LINE**

The boundary that legally and geometrically demarcates a parcel or lot.

**PUBLIC ART**

Permanent or temporary physical works of art visible to the general public, whether part of a building or free-standing: can include sculpture, lighting effects, street furniture, paving, railings and signs.

**PUBLIC OPEN SPACE**

The open space, both green space and paved civic space, to which there is public access on a constant and regular basis, or for designated daily periods.

**PUBLIC REALM**

The parts of a city (whether publicly or privately owned) that are available, without charge, for everyone to use or see, including streets, squares and parks. Well-designed public realm spaces encourage and enable human interaction.

**R****RIGHT-OF-WAY**

A strip of land, including the space above and below the surface, that is platted, dedicated, condemned, established by prescription or otherwise legally established for the use by certain transportation and public use facilities, such as roadways, railroads, and utility lines.

**RECESS**

An indentation or small hollow, measured from the primary façade plane.

**S****SCALE**

The spatial relationship among structures along a street or block front, in particular the perceived height, bulk and proportions of a building relative to that of neighboring buildings and to the human form. Also refers to the quality of building that exhibits through its structural or architectural components the human functions.

**SCREEN OR SCREENING**

Partial or full enclosure of a space or area by solid materials, compatible with the materials and architectural design of the project, in order to block views of the area from nearby development or public rights-of-way.

**SECONDARY ACCESS**

Entry points of a building which are not the Primary Access.

**SETBACK**

The required or actual horizontal distance between the property line and the nearest front, side or rear building wall of a building.

**SHARED PARKING**

A system of parking areas shared by multiple users, where each user has peak parking demands at different times within a 24 hour period, thereby allowing some parking spaces to be shared.

**SIDEWALK**

The paved section of the public realm dedicated exclusively to pedestrian activity.

**STEPBACK (UPPER-FLOOR SETBACK)**

See 'Upper-Floor Setback (Stepback)'

**STORY**

A habitable level within a building, excluding an attic or raised basement.

**STORMWATER**

Water that accumulates during precipitation events.

## **STREET EDGE**

Refers to the ground/lower floors of buildings with a minimum setback that line and frame the street.

## **STREETSCAPE**

The design and environment of streets, roadways and public sidewalks and the interface between streets and adjoining parks, plazas and public and private development.

## **STREET WALL**

The building façade along a property line adjacent to a public street. Typically refers to building facades with a minimum setback that line and frame the street and define the public realm.

## **STRUCTURED PARKING**

All constructed or erected parking facilities that serve a primary use and/or the general public.

## **SUSTAINABLE DEVELOPMENT**

A development that is sensitive to its building site and surroundings, minimizes its consumption of resources and waste and can be maintained over time with minimal impact on the environment; balancing near-term interests with the protection of the interests of future generations.

## **T**

### **TRAFFIC VOLUME**

The total amount of vehicles measured within a given period of time.

### **TRANSPARENCY**

Possessing the quality of transmitting light, typically referring to clear, ground-level, non-reflective windows. In storefronts, transparency refers to windows that are characterized by having visibility or accessibility to information of the store's goods or services.

## **U**

### **UPPER-FLOOR SETBACK (STEPBACK)**

The portion of the building or structure above such height that is stepped back a minimum distance from the exterior face of such building or structure which faces a street.

### **URBAN DESIGN FRAMEWORK**

A set of assumptions, concepts, values and practices that constitute and structure a way of viewing and designing an urban environment, within which public and private improvements can take place.

## **V**

### **VIEW CORRIDORS**

A passageway / corridor that provides clear, unobstructed line of sight between two locations, generally an object of significance to the community (i.e. ridge line, river, historic building, etc).

## **W**

### **WAYFINDING**

Refers to the user experience of orientation within the built environment and the process of organizing spatial and environmental information to help users navigate and find their way.

## **H.3 COMMUNITY WORKSHOPS**

The three Community Workshop Memos in this Appendix include a summary and the presentation graphics for each workshop. The complete memos may be found on the City of Menlo Park's website.

# PERKINS + WILL

## Memo

To: City of Menlo Park

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From: Mark Hoffheimer

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Date: May 8, 2009

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Subject: Community Workshop #1 - Summary

### **COMMUNITY WORKSHOP #1 - SUMMARY OF COMMENTS**

#### **CONTENT**

- I. Purpose and Process
- II. Recurring Themes
- III. Workshop Stations
- IV. Appendix: Workshop Boards + Comments

#### **I. PURPOSE AND PROCESS**

The purpose of the first Community Workshop aimed to help the community reconfirm the Phase I vision and goals, understand the existing conditions/constraints, and engage the primary issues and tradeoff related with future improvement of Downtown Menlo Park and creation of the Specific Plan.

The workshop process involved an overview presentation of the consultant analysis followed by an interactive session with community participants to understand and comment on four topics related to the study area. The four topics - 1) Connectivity, 2) Vibrancy, 3) Public Space, and 4) Character - were each setup as "stations" that both explained the relevance of the topic and asked a series of pertinent questions. Attendees of the workshop were sorted into four groups and asked to rotate around the room and visit the four topic stations, which were facilitated by two members of the consultant team, to gain an overall understanding of the interrelationship of topics. After each topic was discussed, each person recorded their response to the posted questions on a note and placed it on the station board. The workshop concluded with a wrap-up presentation of the findings and opportunity for workshop participants to voice individual comments and concerns. This process was organized to best direct the Concept Alternatives in the subsequent phase of work.

## II. RECURRING THEMES

- Improve pedestrian realm, bicycle network and overall accessibility/connectivity (especially east-west connections) in the downtown.
- Interest to create more vibrancy in the downtown through a mix of uses, extending hours of stores and restaurants, supporting public open space with adjacent active uses, and creating/enhancing public space that would be suited for people of all ages.
- Buildings up to three (3) stories on Santa Cruz Avenue predominantly acceptable with appropriate design, massing modulation, and step-backs.
- Buildings up to four (4), perhaps five (5), stories along El Camino Real predominantly acceptable with appropriate design, massing modulation, and step-backs.
- Desire for existing, vacant stores/buildings to be occupied or renovated where feasible.
- Call for alternate transportation systems to better link downtown to neighborhood centers.
- Desire to renovate portions of Santa Cruz Avenue to create more usable public space.
- Interest in the closure of Santa Cruz Avenue for temporary events (i.e. Farmer's Market.)
- Do not reduce quantity of parking; reorganize it into parking structures.
- Interest in feasibility/cost analysis of putting regional traffic on El Camino below-grade.

### III. WORKSHOP STATION COMMENTS

#### STATION #1 - CONNECTIVITY

**1. Would you be willing to increase vehicular delay on El Camino Real to improve conditions for pedestrians?**

YES (31) vs. NO (31) ---- "In the middle" (4)

#### YES

- Willing to delay during non-commute hours.
- Improve bike and pedestrian connectivity.
- Interest in below-grade regional circulation.
- As long as traffic does not disperse through neighborhoods

#### NO

- El Camino will never be a great walking street - improve pedestrian flow on other streets
- Improve east-west connectivity by vertical separation (above/below grade)

#### Additional Comments

- Need for parking on El Camino

**2. What would get you to use alternative means to get downtown?**

- Improved bike conditions (improved lanes, bike parking, grade separation, railway route)
- Improved public transportation (downtown shuttle service, more frequent bus service)
- Improved pedestrian conditions (add sidewalks - particularly west of downtown)
- More mixed-use
- Less traffic

#### STATION #2 - VIBRANCY

**1. When you go out, where do you spend your evenings and why? What would motivate you spend more time in downtown Menlo Park, particularly at night?**

- Palo Alto (high-end restaurants, wine bars, "more interesting retail"), Redwood City (Century Theaters Complex), Mountain View, San Carlos, Santana Row - San Jose
- Extending evening store hours
- A destination cultural event (theater, movie, arts, music, festivals)
- Mix of uses (entertainment, retail, restaurants, residential, office)
- Residential downtown (above street-level uses/parking structure)
- Places for people of all ages (teens, seniors, families, children)
- Better retail storefronts

- Safer environment
- Dog-oriented public spaces

***What would you do to make El Camino Real more vibrant?***

- Higher density
- More residential
- Less store vacancies (renovate old theater)
- Improve pedestrian realm and public space
- Below-grade through traffic on El Camino
- Special uses or anchor retail (bowling alley, marquee store, 'fox' theater, gym)

STATION #3 - PUBLIC SPACE

***1. What activities would you like the public spaces in downtown to accommodate?***

- Variety - a variety of spaces (size, type and program) that appeal to people of all ages.
- Art - places to sell/exhibit art that are both temporary and permanent.
- Farmer's Market - temporary close down of Santa Cruz for weekly market in the street.
- Dogs - places that are designed for dogs, including dog storefront "tie-ups."
- Outdoor Dining - incorporate places for outdoor dining
- Flexibility - allow streets to be flexible for variety of use (events, dining, games, etc.)
- Synergy - support public spaces with active uses that are open day and night.
- Parking - maintain adequate supply of parking within proximity to shops.

***2. Would you give up some parking spaces to gain public space and wider sidewalks in downtown?***

Total votes: YES (46) vs. NO (8) ---- "In the middle" (5)

YES

- Reduced/removed street-parking paired with the structured parking to create opportunity for an enhanced pedestrian experience and creation of open space.
- Increase maximum height limits for residential above parking (structures).
- Maintain adequate amount of parking.

NO

- Reconfigure existing sidewalk space to create more room for pedestrian circulation and open space. (i.e. remove planters, concrete walls, newspaper racks, etc.)
- Do not remove parking along El Camino Real (currently inadequate)

**3. Are you willing to allow for additional development in order to gain public space?**

Total votes: YES (50) vs. NO (7) ---- "In the middle" (2)

YES

- Up to three to four (3-4) Stories
- Encourage development through density bonuses
- Open space requirements for larger developments
- Allow for development to be favorable to small, local businesses - non-corporate.

NO

- Present condition is acceptable
- Not if it is greater than two (2) stories on Santa Cruz Ave.

Additional Comments

- Depends on the impact of the development (visual, traffic)
- Concern about amount and adjacency/proximity of parking
- Improved bike ways and circulation of high importance
- Interest in creating parking structures in existing parking plazas
- Interest to incorporate public open space on top of parking structure
- Interest in reconfiguring Santa Cruz Ave. (Pedestrianize, Remove Median, etc.)
- Concern about safety and accessibility

## STATION #4 - CHARACTER

### 1. What buildings appeal to you on the board? Why?

- Top 6 - [Bldg# (votes)] above: #18 (24), #20 (16), #15 (11)  
below: #24 (11), #16 (10), #27 (10)



- "Old charm", "Village", "Full of character", "Tall buildings that don't look tall", "Friendly"
- "The village character is more about street vibrancy than building massing."
- "Most El Camino Real developments are tacky, barely acceptable. We can do better. Need to push developers to higher aesthetics and creative standards."
- Height variation, scale, color, materials, balconies, step-backs, setbacks, awnings, signage, diversity

### 2. Given what you know about village character, is it appropriate to have buildings taller than two stories in downtown? How much taller?

Total votes: YES (34) vs. NO (7) ---- "In the middle" (22)

#### YES

- Predominantly accepting of 3 stories
- Accepting of four (4) stories if appropriately designed (massing, step-backs, setbacks, materials) and not over bearing.
- Some accepting of five (5) stories (with same conditions applied to four stories)
- Need for good streetscape and ground floor design - "pedestrian friendly"

#### NO

- two (2) stories maximum
- Concern about shading the street

#### Additional Comments

- "No village - call it community!"
- Depends on relationship to context/surroundings
- Residential on upper floors
- Accepting of more than two (2) stories with step-back condition (above two stories)

### ***3. Is it appropriate to have taller buildings on El Camino Real relative to downtown? How much taller?***

YES (36) vs. NO (3) ---- "In the middle" (29)

#### YES

- Predominantly accepting of four (4) stories
- Acceptance of five (5), maximum six (6), stories if appropriately designed (massing, step-backs, setbacks, materials) and not over bearing.
- Height should be biased towards the eastside of El Camino Real
- Need for good landscape design

#### NO

- Existing buildings are blighted - "don't need new buildings over two stories"
- More than two (2) stories is not appropriate for Menlo Park
- "Tall equals ugly - too big for a small town."

#### Additional Comments

- Buildings should front the street - setbacks detract from pedestrian experience
- "Village character is inappropriate for El Camino."
- Need for senior housing
- Uses should be predominantly residential
- Convert existing car lots to medical facilities
- Buildings should undulate in height and massing
- Most fit with overall goals of the City plans

## **IV. APPENDIX: WORKSHOP BOARDS + COMMENTS**

**1. GENERAL COMMENTS**                      Page 1

### **2. WORKSHOP COMMENTS:**

- 1. Connectivity                      Page 7
- 2. Vibrancy                      Page 15
- 3. Public Space                      Page 27
- 4. Character                      Page 37

### **3. WORKSHOP BOARDS:**

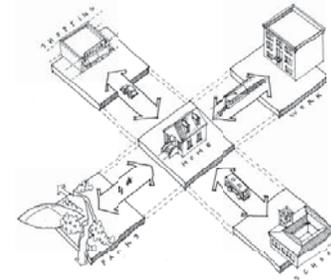
- 1. Connectivity
- 2. Vibrancy
- 3. Public Space
- 4. Character

## Vision Goals for Connectivity + Traffic

1. Vision Plan Area Character: Maintain a village character unique to Menlo Park.
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12. Parking: Develop parking strategies and facilities that meet the commercial and residential needs of the community.

## Travel Choices and Connectivity

Improved connectivity through travel choices - vehicular, transit, biking and walking - reduces total number of car trips and improve traffic flow.

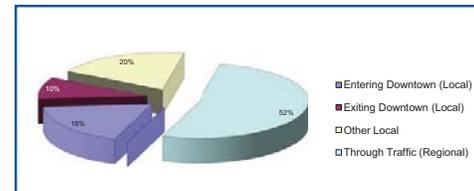


Source: Cervero R., Duncan M., MCP, Walking, Bicycling, and Urban Landscapes: Evidence From the San Francisco Bay Area, American Journal of Public Health September 2003, Vol 93, No. 9

### Did You Know ... !

- The average time Menlo Park residents spend commuting to work is approximately 25 minutes. This compares to an average commute time of 27 minutes for residents in San Mateo County and the US and 29 minutes for residents in California. Source: Census 2000 & Fehr and Peers
- Only 20% to 30% of household trips are related to commutes. Source: National Household Travel Survey, 2001

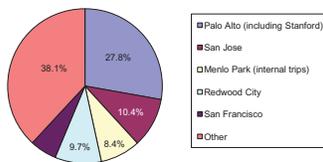
### Regional vs. Local Vehicle Traffic on El Camino Real



Source: 2006 CMP Monitoring Traffic Counts on El Camino Real and Fehr & Peers

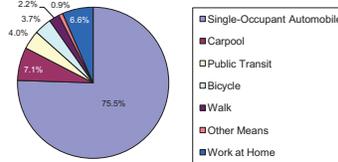
## Menlo Park Residents Work Travel Characteristics

Where do Menlo Park residents work?



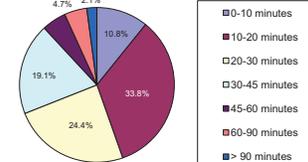
Source: Census 2000 and Fehr & Peers

How do Menlo Park residents get to work?



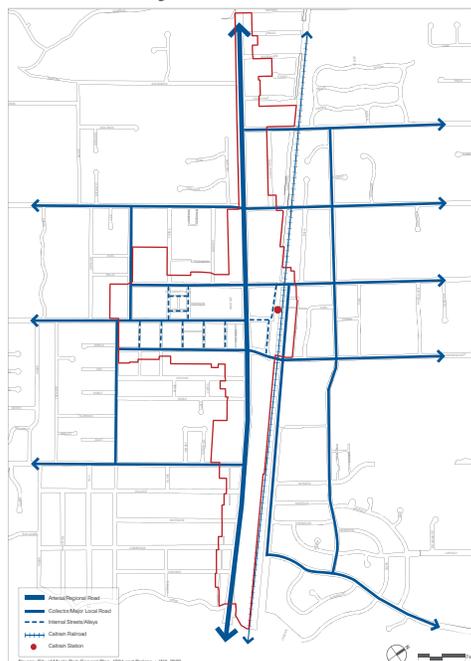
Source: Census 2000 and Fehr & Peers

How long do they commute?

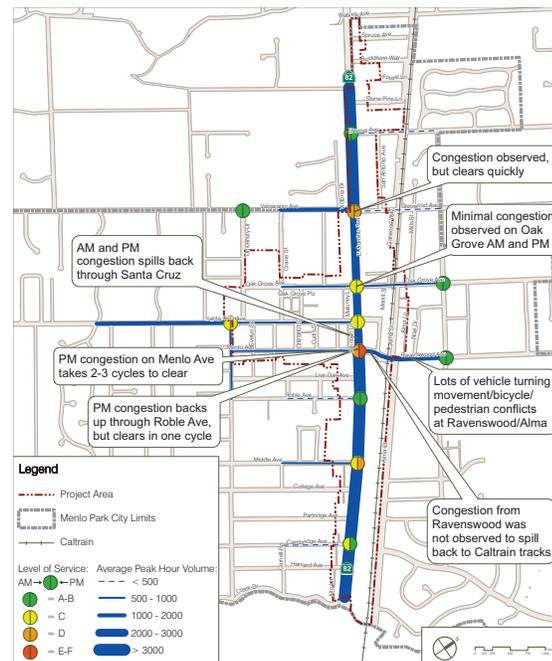


Source: Census 2000 and Fehr & Peers

## Hierarchy of Streets



## Intersections and Level of Service



## Pedestrian Realm and Connectivity

The reason great intersections work is because of the creation of a pedestrian realm that is clearly visible and apparent to motorists. When streets become unsafe, it is almost always when the pedestrian realm is minimal or does not exist.

### Did You Know ... !

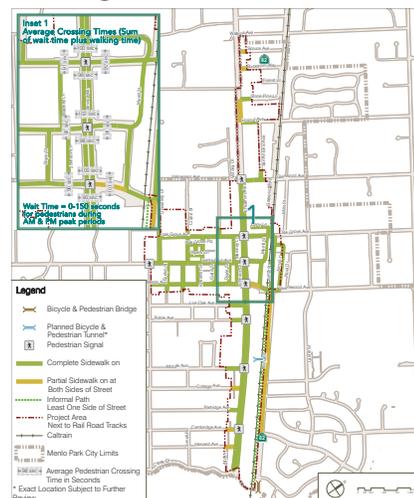
- The maximum waiting time for pedestrians to cross El Camino Real in Menlo Park ranges from **0-150 seconds** (Source: Fehr and Peers)

- Bike Paths (Class I) are paved pathways separated from roadways that are designed for the exclusive use of bicycles and pedestrians.
- Bike Lanes (Class II) are lanes for bicyclists adjacent to the outer vehicle travel lanes. These lanes have special land markings, pavement legends and signage.
- Bike Routes (Class III) are generally located on low traffic volume streets. They are signed for bike use, but have no separated bike right-of-way or lane striping.

Existing Bicycle Facilities



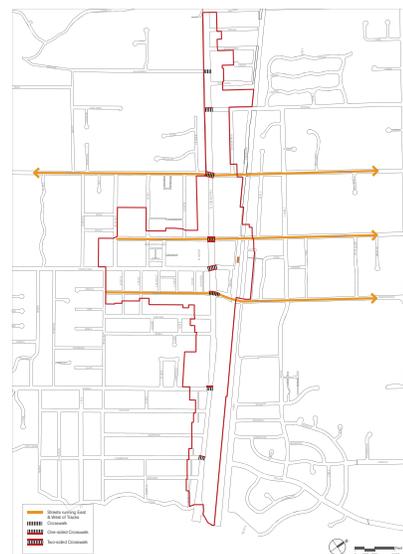
Existing Pedestrian Facilities



Pedestrian Realm on Santa Cruz Avenue, Menlo Park



Existing east west connections across El Camino Real and Caltrain tracks



Pedestrian Realm on El Camino Real in Menlo Park



## Pedestrian Realm and Connectivity

### Connectivity across Caltrain Tracks



At-grade crossing at Oak Grove Avenue, Menlo Park



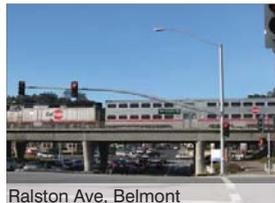
E. San Carlos Ave, San Carlos  
San Carlos



Holly Street, San Carlos



Jefferson Avenue, Redwood City  
Underpass crossing in Redwood City (depressed roadway)



Ralston Ave, Belmont  
Underpass crossing in Belmont (raised rail line with depressed roadway)

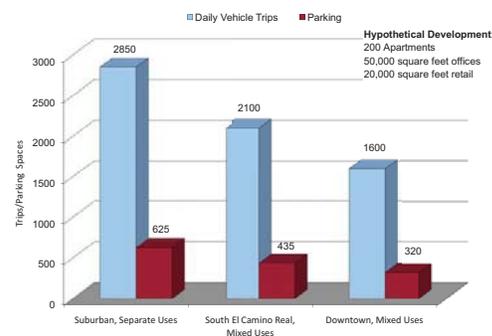


Ralston Ave, Belmont

## Development Intensity and Traffic Generation

The combination of development intensity, mix of uses and access to transit increases the percentage of trips on foot and bike and reduces the relative number of car trips

### Traffic and Parking for a Hypothetical Development in Different Locations



Source: Kitamura, R., Mokhtarian, P.L., & Laidet, L. (1997). A Microanalysis of Land Use and Travel in Five Neighborhoods in San Francisco Bay Area. *Transportation*, 24, 125-158.  
Lee, C & Vernez Moudon, A. (2006). The 3Ds + R: quantifying land use and urban form correlates of walking. *Transportation Research Part D*, 11, 204-215.

Source: *Traffic Generated by Mixed-Use Developments -- A Six-Region Study Using Consistent Built Environment Measures*, forthcoming Transportation Research Board Paper, Fehr & Peers.  
*Shared Parking*, Urban Land Institute, 2nd Edition

## Record Your Thoughts ...

1. Would you be willing to increase vehicular delay on El Camino Real to improve conditions for pedestrians?

**Yes**

**No**

2. What would get you to use alternative means to get downtown ?

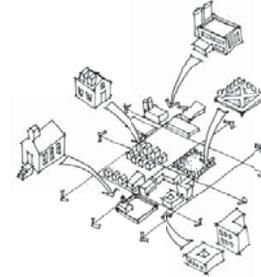
## Vision Goals for Vibrancy

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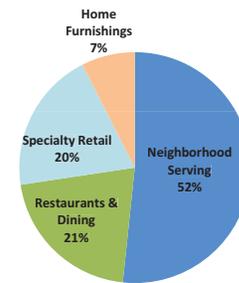
## Vibrancy and Density, Mix of Land Uses and Connectivity

Downtown vibrancy in the form of foot traffic and retail sales, is related to a concentration of development, a diversity of uses and pedestrian orientation and connectivity.

Source: Strategic Economics, 2009.

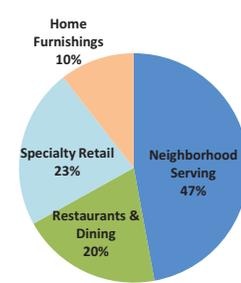


Retail Sales in Project Area



Source: Strategic Economics, 2009.

Retail Sales in Downtown Menlo Park



Source: Strategic Economics, 2009.



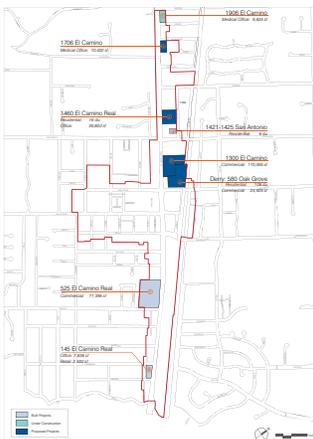
### Did You Know ... !

- Market demand for a wide variety of office use, retail, services and housing remains strong in Menlo Park

Source: Strategic Economics, 2009.

A balance of activities is essential to maintain liveliness during the day as well as at night.

Recent Development Projects: Built + Proposed

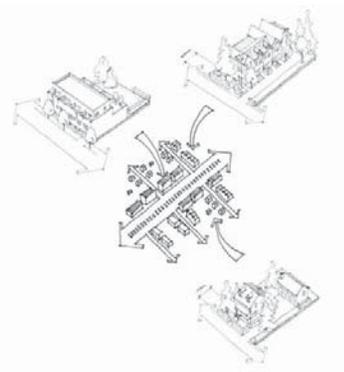


Examples of Vacant Buildings and Parcels on El Camino Real



## Vibrancy and Housing Choices

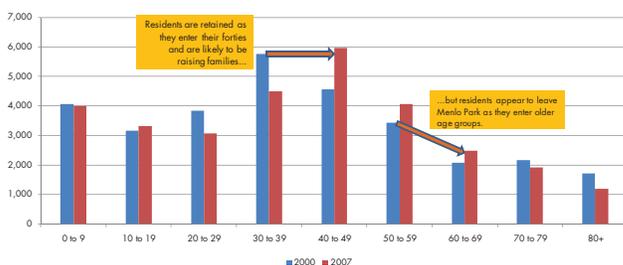
A wider variety of housing opportunities that cater to singles, young families, empty nesters and seniors improves vibrancy.



### Did You Know ... !

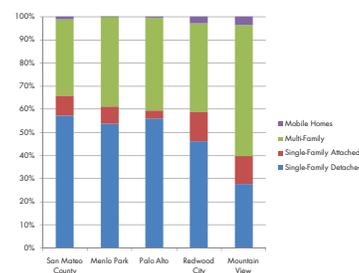
- The percent of Menlo Park families with children has increased significantly since 1990, outpacing San Mateo County. *Source: Claritas, 2009; US Census, 1990; US Census, 2000; Strategic Economics, 2009*
- Seniors who live in denser, walkable places near transit are less likely to stay at home alone. *Source: National Household Travel Survey, 2001*

### Age Distribution by Number of Persons



Source: US Census 2000, US Census 2007, Strategic Economics 2009

### Composition of Housing Stock, 2009



Source: California Department of Finance (E-5), 2009; Strategic Economics, 2009

### Higher Density Housing Types



## Vibrancy and Parking

A well crafted parking strategy can utilize existing spaces more efficiently, supporting businesses and vibrancy. Such strategies could include varying parking rates and hours and shared parking supported by in-lieu fees.

### Did You Know ... !

- Approximately 2,100 sq.ft. of parking is required for every 1,000 sq.ft. of office space, assuming a parking standard of 6 spaces per 1000 sq.ft. this means that a three story, 30,000 sq.ft. office building would require 63,000 sq.ft. or 1.4 acres of parking

Surface parking in a downtown setting dampens vibrancy because it uses land that could be otherwise used for active uses or public uses

### Surface parking in project area

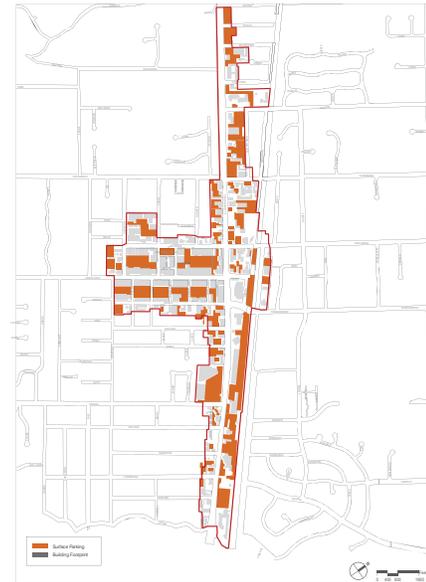
Surface parking in project area



Building footprint in project area



Parks and Plazas in project area



### Structured Parking



### Surface Parking - Menlo Park





# Vibrancy

2

April 16, 2009

## Record Your Thoughts ...

1. When you go out, where do you spend your evenings and why? What would motivate you to spend more time in downtown Menlo Park, particularly at night?

2. What would you do to make El Camino Real more vibrant?

## Vision Goals for Public Space

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# Plazas, Parks, Sidewalks and Streets

Public space is comprised of plazas, parks, sidewalks and streets, and they are the places where the social life of a community takes place.

## Existing Plazas and Parks



There are limited plazas or parks in the downtown area

Public spaces in downtown enhance community character and create an identity

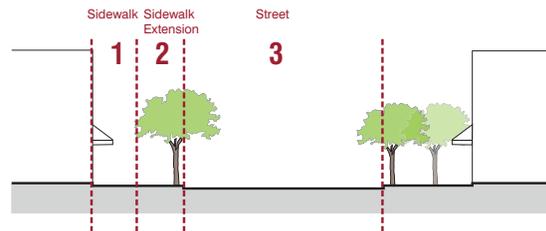
### Examples of Plazas and Parks



## Sidewalks and Streets

“Sociability is a large part of why cities exist and streets are a major if not the only public place for that sociability to develop”

- Alan Jacobs



### Sidewalks as Connectors



Downtown Menlo Park



Downtown Examples

### Sidewalk Extensions as Public Spaces



“...streets are places of social and commercial encounter and exchange. They are where you meet people - which is a basic reason to have cities in any case.”

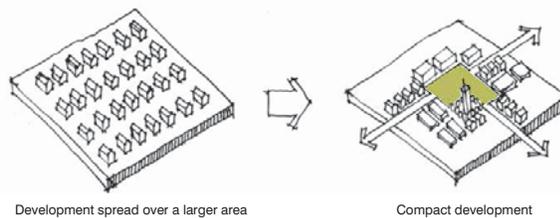
- Alan Jacobs

### Streets as Public Spaces



## Land Use Efficiency + Public Space

Efficient use of land provides opportunity to integrate public space within development

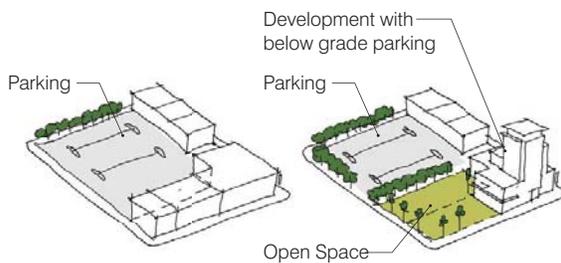


### Existing public parking in downtown

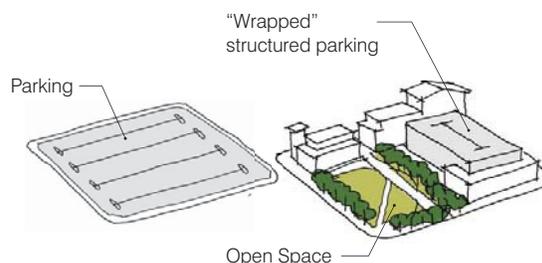


Removal of some on-street parking and surface parking (i.e. parking plazas) provides opportunities for additional public space downtown.

Taller, more compact buildings provide opportunities for public space



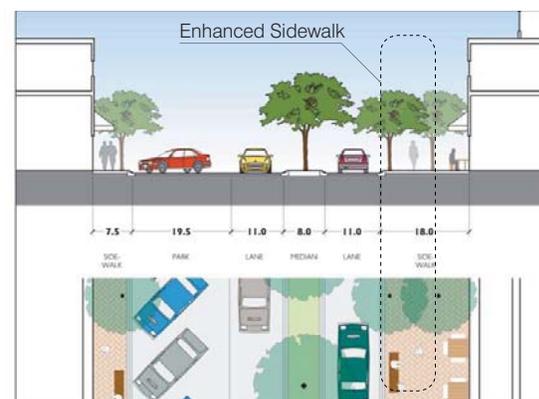
As compared to surface parking, structured parking allows for public space and other uses



### Phase I Vision Plan: Santa Cruz Avenue Existing street section/plan



### Proposed street section/plan





## Record Your Thoughts ...

1. What activities would you like the public spaces in downtown to accommodate?

2. Would you give up some parking spaces to gain public space and wider sidewalks in downtown?

Yes

No

3. Are you willing to allow for additional development in order to gain public space?

Yes

No

## Vision Goals for Character

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## What defines the character of a place?

Physical form and experiences define the character of a place



Historical Connections      Streets      Pedestrian Realm      Public Open Space      Building Relationships

### Village Character can be enhanced by:



- Compatible scale of buildings



- Informal social spaces



- Varied Massing



- Local "authentic" businesses

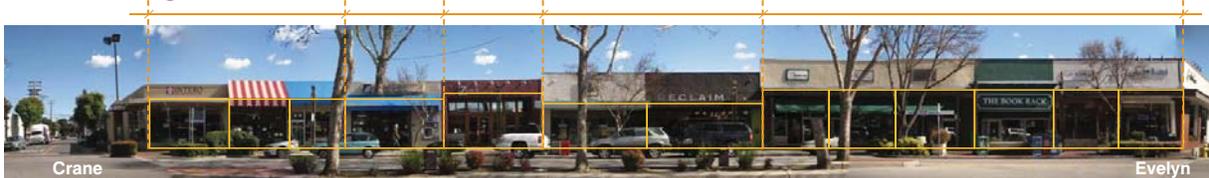


- Small storefronts



- Comfortable, walkable space

### Building Pattern - Santa Cruz Avenue Storefronts



Downtown exhibits a pattern of smaller buildings and storefronts as compared to buildings on much of El Camino Real.

## Street Character

The best streets are comfortable to walk along with leisure and safety. They have definition, a sense of enclosure with their buildings; distinct ends and beginnings, usually with trees.



Streets moderate the form, structure and comfort of urban communities.

## Downtown Building Articulation & Massing

### Building Articulation



Menlo Park 14  
Entry Articulation



Menlo Park 15  
Fenestration / Detail

### Massing & Scale Modulation

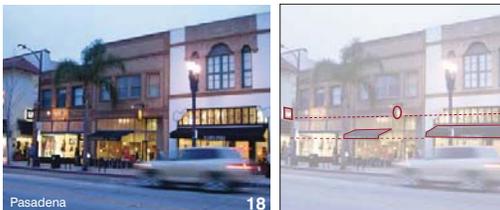


Mountain View 16  
Undulated Massing



Palo Alto 17  
Corner Element

### Storefront Address



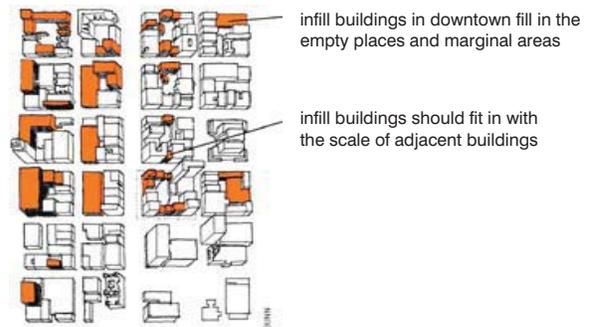
Pasadena 18  
Awnings and Signage



Palo Alto 19  
Clerestory Wall / Articulated Windows

## Compatible Scale

New infill development that is compatible in scale with existing buildings will preserve and enhance community character



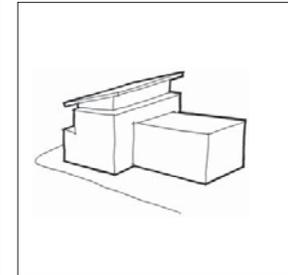
*infill massing in downtown stockton*

## El Camino Real Building Articulation & Massing

### 1-3 Story

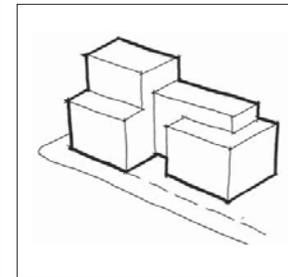


Strategies for building massing and articulation



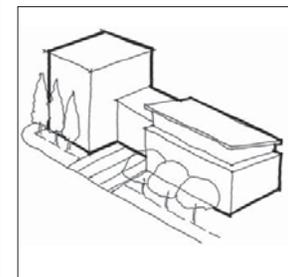
Massing Variation / Roof Form

### 3-4 Story



Setback / Stepback

### 4+ Story



Landscape / Lobby Entry



PERKINS  
+ WILL

Memo

To: Thomas Rogers, City of Menlo Park

---

From: Hoffheimer, Mark; Narkar, Poonam

---

Date: July 15, 2009

---

Subject: Community Workshop #2 - Summary

**Community Workshop #2, June 18, 2009 - Summary of Comments**

**Content**

- I. Purpose and Process
- II. Break-Out Session Questions
- III. Recurring Themes
- IV. Appendix
  - i. Workshop Boards
  - ii. Report-back - Audio Transcription
  - iii. Recorder Notes
  - iv. Additional Public Comments

**I. Purpose and Process**

The purpose of the second Community Workshop was to build upon the discussion from the first workshop, organized around connectivity, vibrancy, public space and character, and to discuss and identify the plan elements that will help inform the preferred alternative.

The workshop process involved a presentation of concepts developed by the consultant team based on Phase I Vision Plan, feedback from Phase II Community Workshop 1 (held April 16, 2009), feedback from the Oversight and Outreach Committee, Planning Commission and City Council, and analysis conducted by the consultant team. It was followed by a break-out session involving a facilitated discussion at a table. There were twelve tables with approximately 10 participants per table and a facilitator. One member from each group volunteered to be the recorder for the group. At each table there were 3 boards, two of which focused on the downtown and station area and one focused on El Camino Real:

1. Downtown and Station Area - Vibrancy and Character
2. Downtown and Station Area - Connectivity and Public Space
3. El Camino Real and Rail Corridor - Connectivity, Vibrancy and Character

The boards had graphics illustrating concepts for arrangement of land uses, development intensity, public realm improvements and building massing and heights. There were two questions per board that encouraged the group to discuss the pros and cons of concepts presented. The group could express their opinion about the featured concepts as well as provide additional suggestions for improvements.

The workshop concluded with the recorder from each group reporting back on the major themes and ideas discussed at their table.

## **II. Break-Out Session Questions**

1. Downtown and Station Area - Vibrancy and Character
  - A. What elements of the plan provide the best opportunities for a vibrant downtown? (i.e. mix of uses, destination, location and mix of housing)
  - B. What scale and character of development helps achieve a vibrant downtown and is sensitive to "village" character? (i.e. building massing and modulation, building heights)
2. Downtown and Station Area - Connectivity and Public Space
  - A. What elements of the plans provide the best overall pedestrian/bicycle experience and opportunities for community social space? (i.e. clear pedestrian network, wider sidewalks, amount and type of public space, inter-connectedness of public space)
  - B. What parking locations best address the need for downtown parking? (i.e. parking access, proximity to uses)
3. El Camino Real and Rail Corridor - Connectivity, Vibrancy and Character
  - A. What uses, scale and character of development are appropriate for El Camino Real and sensitive to adjacent residential neighborhoods? (i.e. mix of uses, location of housing, building massing and modulation, building heights)
  - B. What elements of the plans best improve the corridor's character and pedestrian environment? (i.e. landscape improvements, wider sidewalks, ease of crossing El Camino Real)

### III. Recurring Themes

#### 1. Downtown and Station Area - Vibrancy and Character

A. *What elements of the plan provide the best opportunities for a vibrant downtown? (i.e. mix of uses, destination, location and mix of housing)*

- Balanced mix of uses generally OK
- Infill development on public parking plazas OK
- More support for retail and residential uses in downtown (with consideration for impacts to traffic, parking, schools, etc.), with less overall support for office in downtown
- Boutique hotel OK
- Some support for market place concept
  - Provides a differentiation for Menlo Park
  - Questions about viability during the week
  - Concerns about what impacts a new Market Place will have on existing businesses
- More development near transit station OK - especially housing
- Some support for a "destination" in downtown similar to Palo Alto and Theatre District in Redwood City. There was also some support for theatres, cultural uses and a market place downtown, as a potential destination and identity for Menlo Park.

B. *What scale and character of development helps achieve a vibrant downtown and is sensitive to "village" character? (i.e. building massing and modulation, building heights)*

- An overall agreement on having buildings up to three (3) stories in downtown, with appropriate design, massing modulation, and upper story (third floor) stepback.
- Integrated design and character, sensitive to village fabric, to help address height issues
- Street-level design important; ground-floor retail/business encouraged
- Shadows from buildings important; they should be considered when determining height and massing of buildings – avoid canyon effect and retain spacious and open feel

#### 2. Downtown and Station Area - Connectivity and Public Space

A. *What elements of the plans provide the best overall pedestrian/bicycle experience and opportunities for community social space? (i.e. clear pedestrian network, wider sidewalks, amount and type of public space, inter-connectedness of public space)*

- Overall a strong support for public space in downtown - ideas for public space varied from a large open space, two main plazas, a park similar to Fremont Park to a network of small parks. There was little discussion on the location of these public spaces
- There was more support for plazas and limited support for paseos, due to concerns about closing too many streets for paseos - suggestions for considering street

closure only few times in a year, instead of permanently closing them to make paseos

- Improve existing parks, such as Fremont Park
  - General agreement on wider sidewalks on both sides of Santa Cruz Avenue with safe, pedestrian-friendly environment and walkable space paramount to vibrancy and village character
- B. What parking locations best address the need for downtown parking? (i.e. parking access, proximity to uses)*
- Remove some parking spaces on Santa Cruz Avenue to provide wider sidewalks OK
    - Retain some parking for handicap accessibility
    - Retain some parking for short-term parking convenience
    - A couple of groups supported completely removing parking from Santa Cruz Avenue if parking is provided in a alternate location close-by
  - Parking must remain accessible to existing retail
  - Downtown parking structure(s) were generally OK, provided they are well designed and integrated into the downtown fabric
  - There was limited discussion on the location of parking structures.
    - The limited discussion favored placing parking structures in parking plazas south of Santa Cruz Avenue
    - It also suggested placing parking over Trader Joe's
  - Existing surface parking should be improved.
  - Integrate bike facilities into next phase of work

### 3. El Camino Real and Rail Corridor - Connectivity, Vibrancy and Character

*A. What uses, scale and character of development are appropriate for El Camino Real and sensitive to adjacent residential neighborhoods? (i.e. mix of uses, location of housing, building massing and modulation, building heights)*

- Support for mixed use development on El Camino Real
- Residential development along El Camino Real, particularly east side, OK
  - Add senior housing with access to amenities
- Conference Center on east side of El Camino Real, near Stanford Hotel OK
- Buildings three (3) to five (5) stories on east side of El Camino Real acceptable
  - Four (4), perhaps five (5), stories along the east side of El Camino Real, particularly south of downtown, predominately acceptable with appropriate design, massing modulation (to break down building scale), building articulation, and upper stories (fourth and fifth floor) stepped back
  - Strongly discouraged canyon effect caused by tall, faceless buildings directly adjacent to El Camino Real
  - Setbacks, scale and character are important
  - New buildings should be compatible in height with adjacent buildings
- Buildings two (2) to three (3) stories along the west side of El Camino Real acceptable

- Buildings up to three (3) stories along the west side of El Camino Real predominantly acceptable with appropriate design, massing modulation (to break down building scale), building articulation, and upper story (third floor) setback – massing should be sensitive to any adjacent existing residential
  - Little to no discussion regarding building heights on El Camino Real in the downtown area (i.e.: between Oak Grove and Menlo Avenue)
  - Traffic generation is a major concern
- B. What elements of the plans best improve the corridor's character and pedestrian environment? (i.e. landscape improvements, wider sidewalks, ease of crossing El Camino Real)*
- Strong support for improving East-West crossings/connections (i.e., access, safety, bike/pedestrian) such as pedestrian undercrossing under the rail tracks at Santa Cruz Avenue and in the Middle Avenue area.
  - Little to no support for undergrounding El Camino Real (two lanes underground between Oak Grove and Roble)
  - Split on El Camino Real bulb-outs

cc: Project File

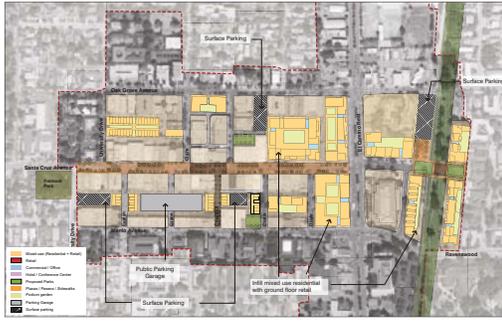
#### **IV. Appendix**

- i. Workshop Boards
- ii. Report-back - Audio Transcription
- iii. Recorder Notes
- iv. Additional Public Comments

# Downtown + Station Area

## Vibrancy/Land Use + Character

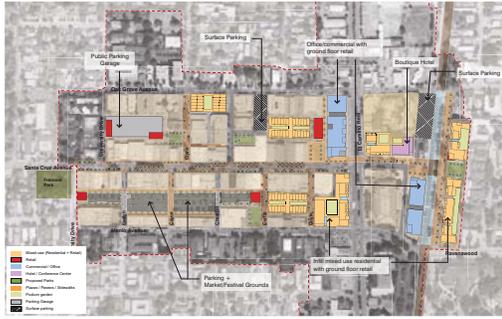
Approach 1: Residential Focus



**Economic Considerations**  
 Higher density residential development may result in efficiencies in service provision and higher revenues, contributing to a more neutral to positive net fiscal impact for residential land uses.  
 The greater number of residents will help to support a greater amount and more diverse mix of retail, including nighttime activities and lifestyle retail.

Residential = 600 units  
 Retail = 133,000 sq. ft.  
 Commercial/Office = N.A.  
 Hotel = N.A.  
 Parking = 1950 spaces  
 Traffic Counts = 8,000 trips

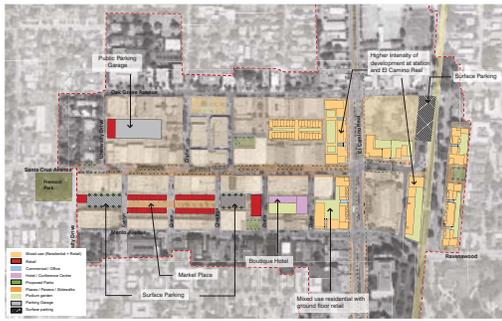
Approach 2: Mix of Uses



**Economic Considerations**  
 Office development would support restaurants specializing in lunch and convenience retail in the downtown / station subarea.

Residential = 226 units  
 Retail = 87,800 sq. ft.  
 Commercial/Office = 180,000 sq. ft.  
 Hotel = 100 rooms  
 Parking = 1300 spaces  
 Traffic Counts = 7,000 trips

Approach 3: Station Focus + Market Place



**Economic Considerations**  
 Higher density residential development may result in efficiencies in service provision and higher revenues, contributing to a more neutral to positive net fiscal impact for residential land uses.  
 The greater number of residents will help to support a greater amount and more diverse mix of retail, including nighttime activities and lifestyle retail.  
 El Camino Real tunnel could result in less local traffic in downtown / station subarea, thereby reducing retail sales.

Residential = 548 units  
 Retail = 161,500 sq. ft.  
 Commercial/Office = N.A.  
 Hotel = 80 rooms  
 Parking = 1300 spaces  
 Traffic Counts = 9,000 trips

### Character: Height + Massing



Santa Cruz Avenue at Curtis: 2-3 stories



Santa Cruz Avenue at Curtis: 3-4 stories



Santa Cruz Avenue at ECR: 3-4 stories



Santa Cruz Avenue at ECR: 4-5 stories



University Drive from Santa Cruz: 2-3 stories



University Drive from Santa Cruz: 3-4 stories

### Precedents



Varied Massing



Mixed-use with Retail at Ground Floor



Comfortable Sidewalks



Vibrant Ground Floor Uses



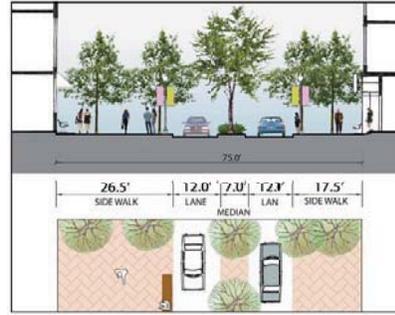
Market Place



Boutique Hotel

## Connectivity + Public Space

Approach 1: Two Plazas



Section through Santa Cruz Avenue : Santa Cruz Plaza

**Parking - New Demand and Supply**

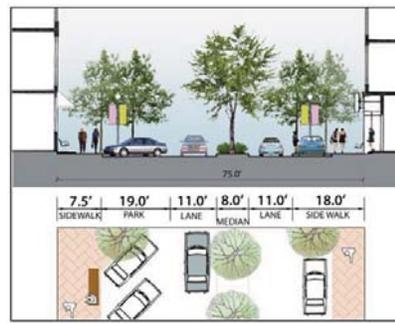
New Parking Demand	1,200	Spaces
New Parking Supply	1,950	Spaces

**Public Parking Plaza, including Station Area**

Existing Public Parking	1,550	Spaces
Spaces Removed	(1,500)	Spaces
Spaces Provided *	2,350	Spaces
New Public Parking	2,000	Spaces

\* Spaces provided consists of new spaces + existing spaces retained

Approach 2: Plazas + Paseos



Section through Santa Cruz Avenue : Widened Sidewalk

**Parking - New Demand and Supply**

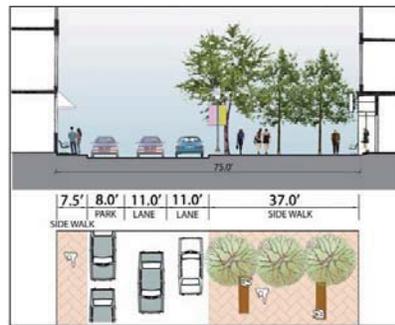
New Parking Demand	1,450	Spaces
New Parking Supply	1,900	Spaces

**Public Parking Plaza, including Station Area**

Existing Public Parking	1,550	Spaces
Spaces Removed	(800)	Spaces
Spaces Provided *	2,050	Spaces
New Public Parking	2,000	Spaces

\* Spaces provided consists of new spaces + existing spaces retained

Approach 3: Santa Cruz Promenade



Section through Santa Cruz Avenue: Santa Cruz Promenade

**Parking - New Demand and Supply**

New Parking Demand	1,550	Spaces
New Parking Supply	1,300	Spaces

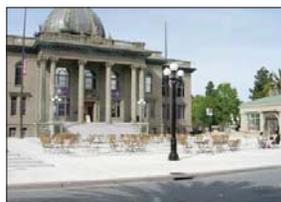
**Public Parking Plaza, including Station Area**

Existing Public Parking	1,350	Spaces
Spaces Removed	(1,300)	Spaces
Spaces Provided *	1,800	Spaces
New Public Parking	2,050	Spaces

\* Spaces provided consists of new spaces + existing spaces retained

## Types of Public Spaces

Plazas



Parks



Paseos

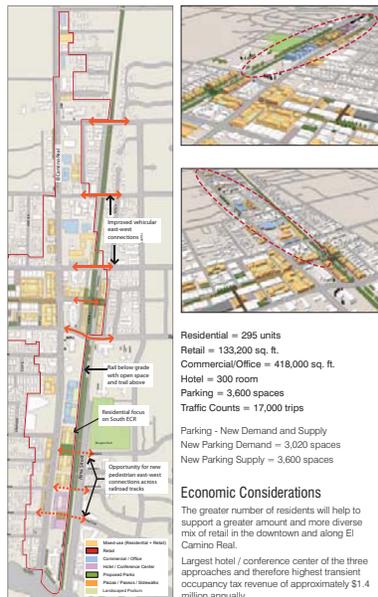


Sidewalks

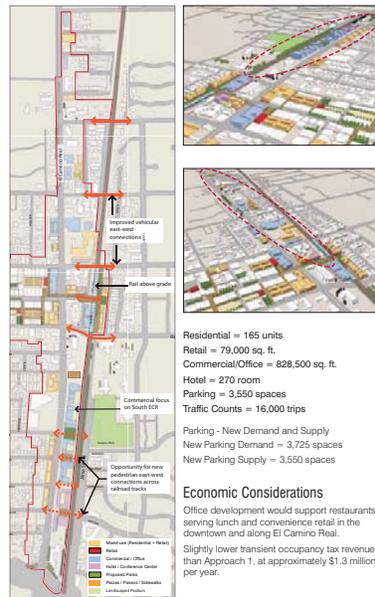


## Connectivity + Vibrancy + Character

### Approach 1: Mix of Commercial + Residential



### Approach 2: Focus on Commercial Uses



### Approach 3: Mix of Commercial + Residential



## Character: Height + Massing



At Valparaiso looking south: 2-3 stories



At Valparaiso looking south: 3-5 stories



At Ravenswood looking north: 2-3 stories



At Ravenswood looking north: 3-5 stories



At Partridge looking north: 2-3 stories



At Partridge looking north: 3-5 stories

## Precedents



Residential



Residential



Varied Massing, Residential Mixed-use with retail at Ground Floor



Office

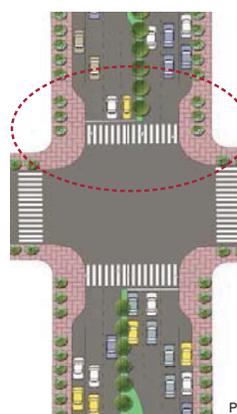
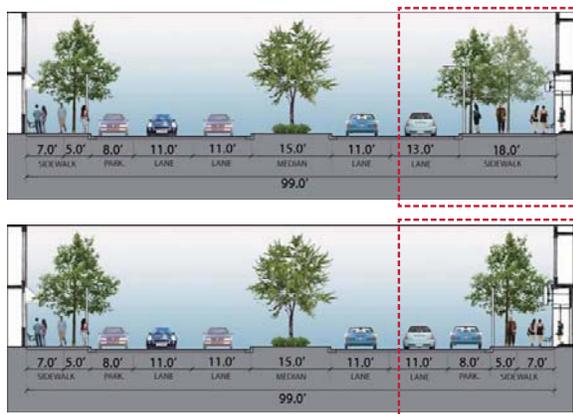


Sidewalk bulb-out



Comfortable sidewalk

## Typical Section through El Camino Real



### Potential Improvements for Crossing of El Camino Real:

- Four travel lanes rather than six
- High quality pedestrian streetscape
- Bulb-outs and median refuges
- Extended pedestrian crossing intervals to allow more cross time

Plan showing bulb-outs at street intersection

PERKINS  
+ WILL

Memo

To: Thomas Rogers, City of Menlo Park

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From: Hoffheimer, Mark; Narkar, Poonam

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Date: October 23, 2009

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Subject: Community Workshop #3 - Summary

**Community Workshop #3, September 17, 2009 - Summary of Comments**

**Content**

- I. Purpose and Process
- II. Open House Questions
- III. Question Answers/Recurring Themes
- IV. Appendix
  - Questionnaire - Responses Summary
  - Summary of Individual Public Comment
  - Workshop Boards - Emerging Plan (under separate cover)
  - Workshop Boards - Background Information (under separate cover)
  - Completed Questionnaires (under separate cover)
  - Additional Comments - Post-Workshop thru 9/28 (under separate cover)

**I. Purpose and Process**

The purpose of the third and final Community Workshop was to:

- Present an Emerging Plan developed from Community Workshop #1 and #2;
- Gain critical feedback on the Emerging Plan; and
- Help decide on revisions to the Emerging Plan.

The following outlines the workshop format:

- Doors Open/Preview 6:30 PM to 7:00 PM
- Presentation 7:00 PM to 7:30 PM
- Open House 7:30 PM to 8:45 PM
- Public Comment 8:45 PM to 9:30 PM
- Conclusion and Next Steps 9:30 PM to 9:45 PM

The workshop process began with an open house preview, followed by a presentation, of the Emerging Plan. The Emerging Plan presented was based on the Phase I Vision Plan, feedback from Phase II Community Workshops 1 (held April 16, 2009) and 2 (held June 18, 2009), feedback from the Oversight and Outreach Committee, Planning Commission and City Council, and analysis conducted by the consultant team. The presentation was then followed by an open house format consideration of the Emerging Plan, where workshop participants were able to review and study six presentation boards (see Appendix) at one of four stations. Consistent with previous workshops, the content of the Emerging Plan was organized as follows:

- Illustrative Plan (Board 1)
- Public Space (Boards 2A and 2B)
- Building Character (Board 3)
- Vibrancy and Land Use Economics (Board 4)
- Connectivity and Traffic (Board 5)

Two facilitators were present at each station to explain concepts and answer questions. Each participant was asked to complete a questionnaire about the Emerging Plan to gauge community sentiment about various elements of the plan (discussed below). Participants could submit their completed questionnaire that evening or during the next ten days to the City's Community Development Department, Planning Division. The workshop concluded with an individual verbal public comment period.

After the workshop, the presentation boards were available (at 11 x 17) per the City's web site. In addition, full-size presentation boards have since been placed on display at the main Library (800 Alma Street) and in the windows of Kepler's Books (1010 El Camino Real). Comments were received up to ten days after the workshop via postal mail, fax, and e-mail.

## II. Open House Questions

*Questions included both multiple-choice and longer-form questions.*

### **Public Space (Boards 2A and 2B)**

1. Does the Emerging Plan have an adequate diversity of public spaces?
  - Yes; For the Most Part; Not Really; or No
2. Regarding Santa Cruz Avenue, do you prefer:
  - Option 1 (varied/wider sidewalks; retain median trees)
  - Option 2 (widest sidewalks; remove median trees)
3. What additions or changes to public space improvements should be considered?

### **Building Character (Board 3)**

4. Does the Emerging Plan reflect an appropriate building character and massing for:
  - Downtown: Yes; For the Most Part; Not Really; or No
  - El Camino Real: Yes; For the Most Part; Not Really; or No
5. What changes should be considered?

**Land Use Economics (Board 4)**

6. Based on the findings from the fiscal impact and financial feasibility studies, is additional building height on El Camino Real (as shown - up to five stories) an acceptable tradeoff for increased City revenues and vibrancy and a greater likelihood of redevelopment?
- Yes or No

**Connectivity and Traffic (Board 5)**

7. Does the Emerging Plan provide for adequate enhancements to east-west pedestrian and bicycle connectivity?
- Yes; For the Most Part; Not Really; or No
8. Based on findings from the traffic study, is the increase in travel time an acceptable tradeoff for increased vibrancy and development of vacant parcels?
- Yes or No
9. Is the change in distribution of the parking downtown acceptable?
- Yes; For the Most Part; Not Really; or No
10. What additions or changes regarding pedestrian connectivity, traffic, parking, bicycle circulation and/or transit should be considered?

**III. Questionnaire Answers/Recurring Themes**

Approximately 130 people attend the community workshop. Of those who attended, approximately 95 participants completed and submitted the questionnaire. In the summary below, the numbers after the multiple-choice questions indicate the number of respondents who selected that option.

**PUBLIC SPACE (BOARDS 2A AND 2B)****1. Does the Emerging Plan have an adequate diversity of public spaces?****Yes—35****For the most part—36****Not really—7****No—1**

**Summary:** Numbers show strong support/affirmation that the plan has an adequate diversity of space—90% answered ‘yes’ or ‘for the most part.’

**2. Regarding Santa Cruz Avenue, do you prefer:****Option 1 (varied/wider sidewalks; retain median trees)—42****Option 2 (widest sidewalks; remove median trees)—31**

**Summary:** This was the closest split of all questions—58% supported Option 1, although submitted comments indicated some significant support for removing median trees to widen sidewalks.

**BUILDING CHARACTER (BOARD 3)**

**4. Does the Emerging Plan reflect an appropriate building character and massing for:**

**a. Downtown?**

**Yes—30**

**For the Most Part—30**

**Not Really—6**

**No—9**

**b. El Camino Real?**

**Yes—30**

**For the Most Part—26**

**Not Really—5**

**No—10**

**Summary:** Confirmation of the plan’s appropriateness of building character and massing is very strong for both downtown and El Camino Real. 80% stated “yes” or “for the most part” for downtown; and 79% for El Camino Real.

**LAND USE ECONOMICS (BOARD 4)**

**6. Based on the findings from the fiscal impact and financial feasibility studies, is additional building height on El Camino Real (as shown—up to five stories) an acceptable tradeoff for increased City revenues and vibrancy and a greater likelihood of redevelopment?**

**Yes—46**

**No—28**

**Summary:** 62% of respondents stated the tradeoff was acceptable; however, some comments questioned whether the tradeoff would be worth it if the City only realized the currently projected 4% increase in revenue. Based on some of the comments, there may have been confusion that the 4% represented the projected increase in project area revenues, when it actually represents the increase in overall City revenues (\$1.6 million in total dollars).

**CONNECTIVITY AND TRAFFIC (BOARD 5)**

**7. Does the Emerging Plan provide for adequate enhancements to east-west pedestrian and bicycle connectivity?**

**Yes—17**

**For the Most Part—39**

**Not Really—14**

**No—5**

**Summary:** Affirmation that the plan provides adequately enhanced east-west bike/pedestrian connectivity—75% stated “yes” or “for the most part.”

**8. Based on findings from the traffic study, is the increase in travel time an acceptable tradeoff for increased vibrancy and development of vacant parcels?****Yes—52****No—21**

**Summary:** While the results show 71% support for the increased travel time tradeoff, there were multiple comments about the “exponential” effect even a few seconds would have on El Camino Real traffic delays; and others also questioned the baseline traffic numbers shared at the meeting.

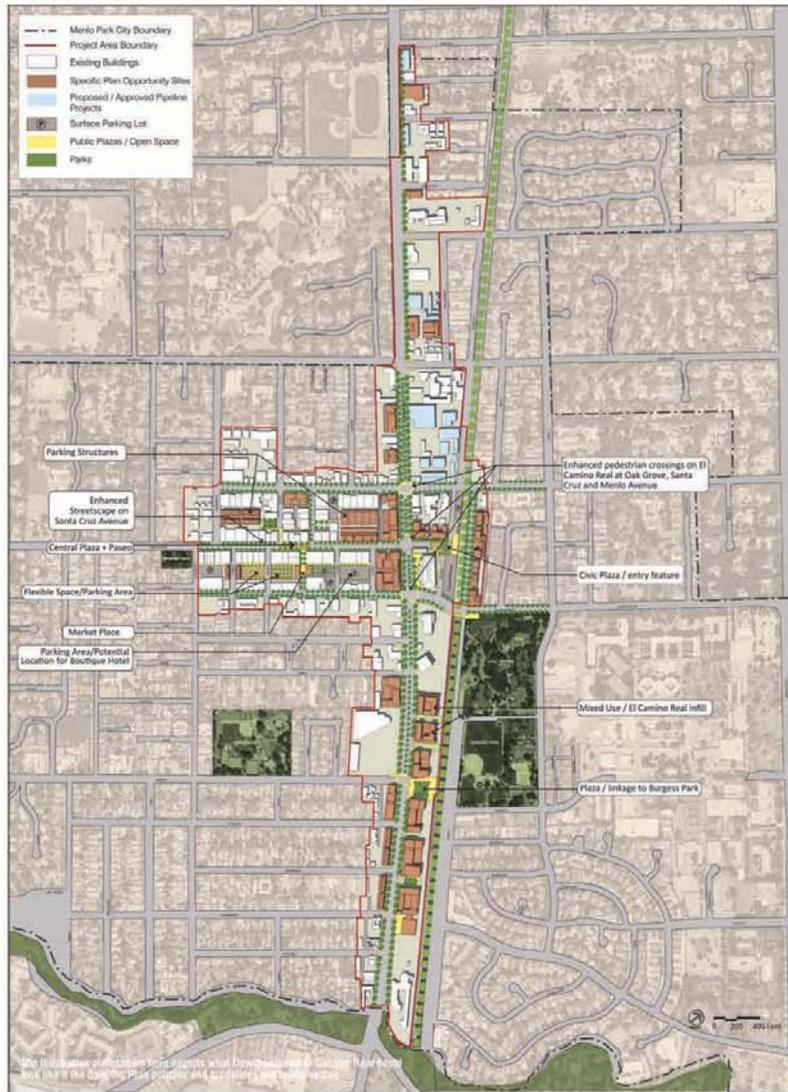
**9. Is the change in distribution of parking downtown acceptable?****Yes—30****For the Most Part—26****Not Really—24****No—4**

**Summary:** Support of the Emerging Plan’s distribution of parking downtown – 67% stated ‘yes’ or ‘for the most part’. However, this appears to be a hot-button issue, with some strong comments both for and against the parking concepts. A large number of comments were in support of parking structures.

**IV. Appendix**

- Questionnaire - Responses Summary
- Public Comments Summary
- Workshop Boards - Emerging Plan (under separate cover)
- Workshop Boards - Background Information (under separate cover)
- Completed Questionnaires (under separate cover)
- Additional Comments - Post-Workshop thru 9/28 (under separate cover)

## Illustrative Plan



## Concept Plan



## Proposed Land Use Plan



Vibrant Downtown



Connected Places



Walkability

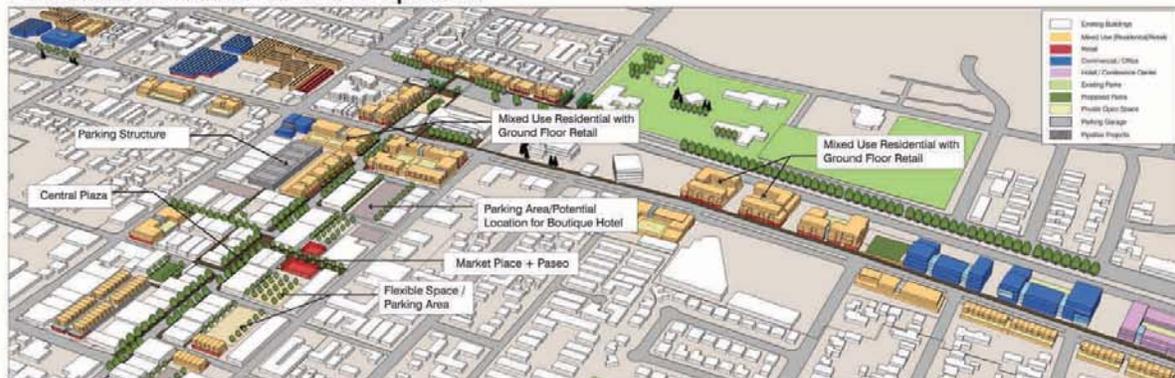


Living Downtown/Station Area



Integrating the Boulevard

## Potential Scenario of Development



## Downtown Public Space



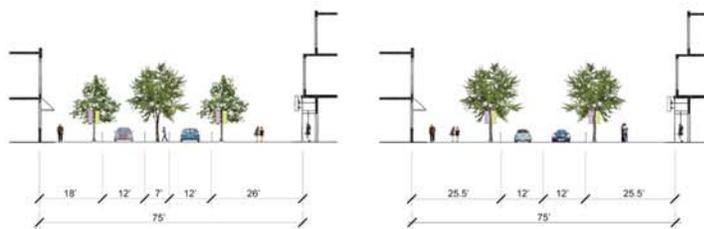
Illustration of Key Public Spaces Downtown



Illustration of Station Area

## Santa Cruz Avenue Central Plaza

- Two traffic Lanes raised to sidewalk level to create a flush surface
- Unified paving treatment building to building
- Parking lanes between Crane and Chestnut replaced with expanded sidewalks



With Median

Without Median

Sections through proposed Central Plaza



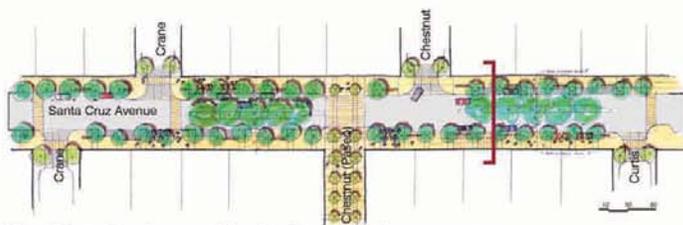
Illustration of Central Plaza



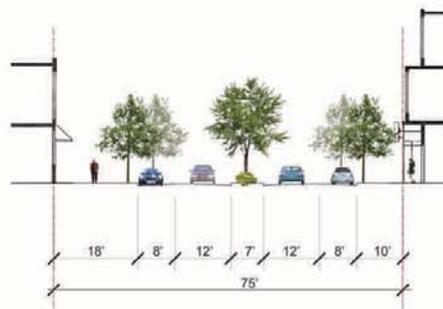
Santana Row, San Jose, CA

## Santa Cruz Avenue Streetscape Concepts

### Option 1: Moderate Streetscape Improvements (Median Trees Retained)



Plan of Santa Cruz Avenue with major Streetscape Improvements



Section through Santa Cruz Avenue

- New Street Design with Diagonal Parking Removed and Median Trees Retained
- Two Traffic Lanes with Parallel Parking
- One Narrow Sidewalk and One Wide Sidewalk



12' wide sidewalk, Palo Alto, CA



Illustration of 18' wide sidewalk

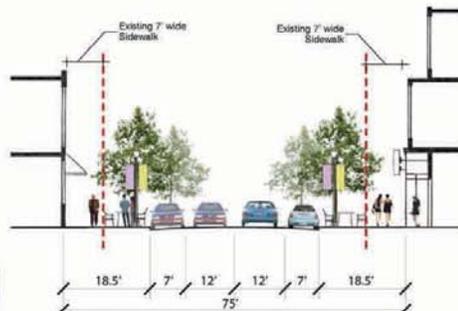


Existing Santa Cruz Ave.

### Option 2: Major Streetscape Improvements (Median Trees Removed)



Plan of Santa Cruz Avenue with major Streetscape Improvements



Section through Santa Cruz Avenue

- New Street Design with Diagonal Parking and Median Trees Removed
- Two Traffic Lanes with Parallel Parking
- Two Extra-Wide Sidewalks



18'-20' Pacific Avenue, Santa Cruz, CA



Illustration of 18.5' wide sidewalk



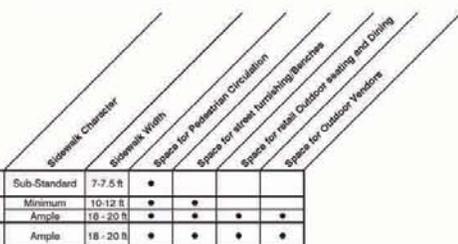
Existing Santa Cruz Ave.

## Santa Cruz Sidewalk Options Comparison

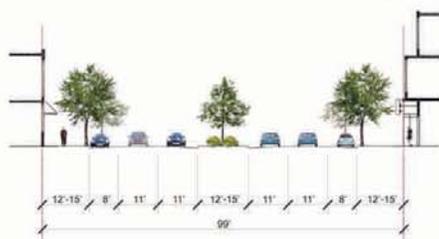
Santa Cruz Sidewalk Options

		Sub-Standard	7-7.5 ft	•	•	•	•
Existing Sidewalks	2 very narrow sidewalks	Minimum	10-12 ft	•	•	•	•
Option 1	1 narrow sidewalk and 1 wide sidewalk*	Ample	18-20 ft	•	•	•	•
Option 2	2 equal wide sidewalks	Ample	18-20 ft	•	•	•	•

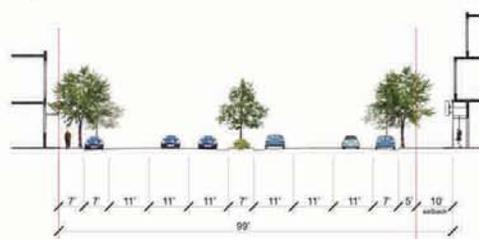
\*alternating from one side to the other of the street



## El Camino Real Streetscape Concept



El Camino Real Downtown - Proposed Cross-Section



El Camino Real South - Proposed Cross-Section

## Height + Massing

### Potential Scenario of Development



#### Downtown Village Character

The Emerging Plan supports and enhances Downtown's village character, defined as a pedestrian-oriented district with smaller-scale buildings (2 to 3 stories). Individual storefronts, local "authentic" businesses, and informal public spaces.

#### El Camino Real/Station Area Character

In support of transit and downtown businesses, the El Camino Real Corridor and Station Area fosters a pedestrian-oriented district with a higher intensity of development (3 to 5 stories). Buildings in this area have a mixed-use residential emphasis, with minimal setbacks for ground-floor retail and step-backs on upper stories. The plan proposes a transition in scale to match Downtown's village character and adjacent residential neighborhoods.

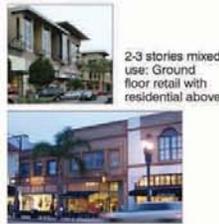
#### El Camino Real North/South Character

As appropriate to the lot size and scale of the El Camino Real corridor, the plan supports higher intensity development, with 3 to 5 stories along the east-side (South El Camino Real) and 2 to 3 stories on the west-side. Buildings should employ varied massing and setbacks, with step-backs along the upper-stories and a gradual transition in scale towards adjacent neighborhoods.

#### Downtown Village Character



Santa Cruz Avenue at Curtis: 2-3 stories



2-3 stories mixed use: Ground floor retail with residential above

#### El Camino Real/Station Area Character



Santa Cruz Avenue at El Camino Real: 3-5 stories



3-5 stories mixed use: Ground floor retail with residential above

#### El Camino Real North/South Character



ECR at Partridge looking north: 3-5 stories



4 story residential on east side of ECR

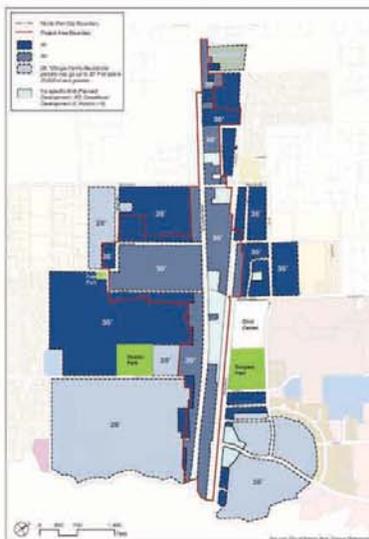


ECR at Ravenswood looking north: 3-5 stories

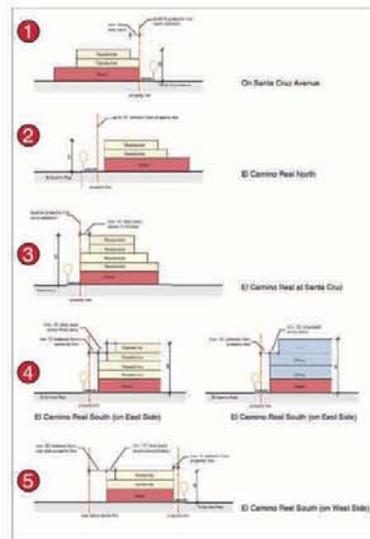


5 story mixed use: Ground Floor retail with residential above. Top story stepped back.

#### Existing Building Heights per Menlo Park Zoning Ordinance



#### Proposed Building Heights, Setbacks + Step backs



## Fiscal Impact

The fiscal impact analysis looks at how potential new development resulting from the Emerging Plan could impact the City's General Fund on an annual basis.

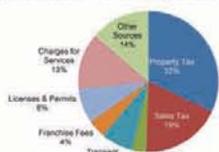
### Emerging Plan Land Use Program

Land Uses	Emerging Plan Projects	Proposed and Approved Projects	Grand Total
Residential Units	680	130	810
Retail SF (net)	91,800	14,800	106,600
Commercial SF (net)	240,820	105,725	346,545
Hotel Rooms	380	---	380
New Parking Supply (spaces)	3,670	969	4,639

The Emerging Plan could add: 1,537 new residents + 929 new jobs

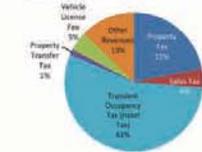
### General Fund Revenues

Citywide Current Distribution of General Fund Revenues, 2008-2010 Budget



Source: City of Menlo Park, Strategic Economics, 2009.

Emerging Plan Net Annual General Fund Revenues, at Build-out



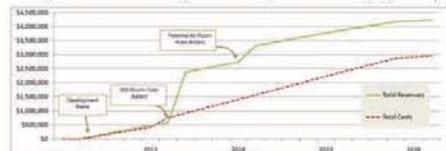
Source: Strategic Economics, 2009.

Most of the revenue from the Emerging Plan comes from the Property Tax and Transient Occupancy Tax (a tax on hotel rooms). Transient Occupancy Tax is locally controlled, the State of California cannot take this money. Adding Hotels increases Transient Occupancy Tax. This can help the City maintain a diverse revenue stream, which protects against future fluctuations that might happen with any given revenue source.

### Fiscal impact change over time

The Emerging Plan will have a positive fiscal impact on the City's General Fund

### Fiscal Impact over time throughout Development of Emerging Plan (2009-2030)



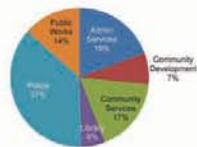
Source: City of Menlo Park, Strategic Economics, 2009.

### Impact of Emerging Plan on General Fund

- The Emerging Plan could increase General Fund revenue by 10 percent and increase General Fund expenditure by 6 percent
- Other proposed and approved projects in the Plan area could increase revenues and expenditures by one percent

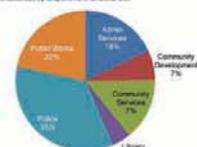
### General Fund Expenditures by Department

Citywide Current Annual Distribution of General Fund Expenditures, by Department



Source: City of Menlo Park, Strategic Economics, 2009.

Emerging Plan Annual Distribution of General Fund Expenditures, by Department at Build-out



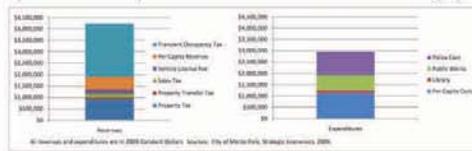
Source: Strategic Economics, 2009.

The impact on City services lines up quite well with the way the city provides services now. To calculate this impact, Strategic Economics worked with the City's police, Public Works, Library and Finance Departments.

### Net new annual revenues and expenditures

Most new revenues from the Emerging Plan will come from transient occupancy tax, offering a boost to City revenues.

### Comparison of New Expenditures and Revenues at Buildout of Emerging Plan



Source: City of Menlo Park, Strategic Economics, 2009.

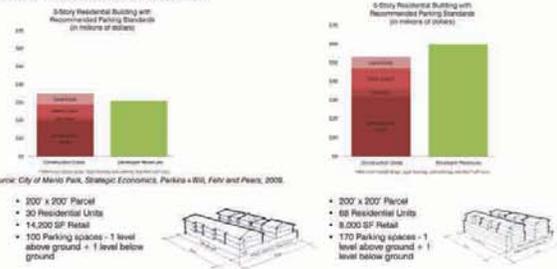
## Financial Feasibility

The Financial Feasibility Analysis tests how the variables of building heights and parking requirements can affect project financial feasibility and city impact fees (roads, parks, schools) and BMR housing.

### Increased Heights and Development Feasibility

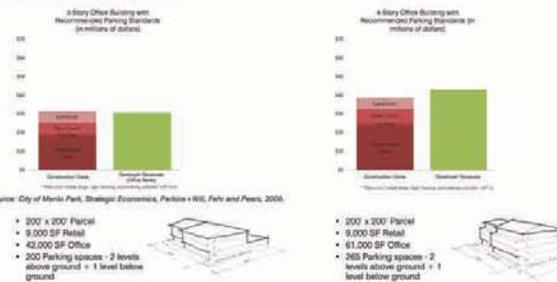
Increasing height limit improves project feasibility and makes it more likely that mixed-use development will occur. Taller buildings also provide more space for office workers and residents in the downtown, who support local businesses.

### Generic Residential Development



Source: City of Menlo Park, Strategic Economics, Parkes + Will, Fehr and Peers, 2009.

### Generic Office Development

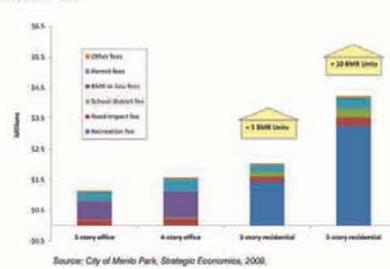


Source: City of Menlo Park, Strategic Economics, Parkes + Will, Fehr and Peers, 2009.

### Increased Heights and Impact Fees

Increasing height limit provides additional impact fees for parks, schools, and roads and opportunities for below market rate (BMR) housing.

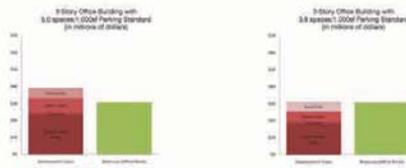
### City Impact Fees



Source: City of Menlo Park, Strategic Economics, 2009.

### Reduced Parking Requirements and Financial Feasibility

Reduced parking requirements for office projects shrinks costs for the developer and improves the likelihood that properties on El Camino Real will be developed.



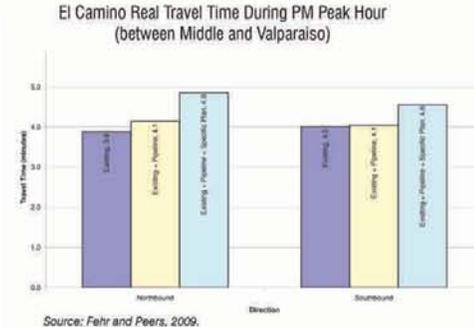
## East-West Connectivity

Adding a typical 11-foot sidewalk extension on each side of a crossing of El Camino Real would reduce the pedestrian crossing time by about 25%. At a typical crossing speed of 3.5 feet per second, the crossing time would be reduced from 24 seconds (84-foot crossing) to 18 seconds (62-foot crossing). Specific improvements, such as sidewalk extensions, will be subject to detailed analysis as part of the Draft EIR, and could be removed or modified in response to findings.



## Traffic on El Camino Real

Assuming no roadway changes, traffic generated by the proposed land uses would increase travel time per vehicle on El Camino Real between Middle and Valparaiso by one minute or less during peak travel times



## Effects from other potential changes to El Camino Real

- Removal of Right turn lanes at Oak Grove and Santa Cruz Avenue and installation of sidewalk extensions**  
 Increase in average vehicle delay by about 8 to 12% (3 to 4 seconds) during the PM peak hour.
- Changing lane configuration on El Camino Real to provide 3 through lanes in each direction**  
 Reduction in average vehicle delay by about 15% (8 seconds) at both Ravenswood and Valparaiso Avenues. No sidewalk extensions possible.
- Implementing a pedestrian scramble phase at El Camino Real/Santa Cruz Avenue**  
 Increase in vehicle delay by about 88% (23 seconds) and increase in pedestrian wait times. Scramble phase means that all vehicles stop and pedestrians can cross in any direction.

## Parking Standards

### Recommended Parking Standards

The recommended parking rates account for the mixed use nature of the downtown area and reflect rates recommended by *Parking Generation* and *Shared Parking* manuals, two industry standard documents.

Land Use	City Requirements		Industry Sources		Recommended Rates	
	Zoning Code	Maxed Use Reduction	ITE1	ULI	Downtown	SP Area outside of Downtown
Multi-Family Residential (R-4)	1 Studio (per du)	1	1.68	1.85 / 1.85 <sup>2</sup>	1.3	1.85
	1 Bedroom (per du)	1.5				
	2 Bedroom (per du)	2				
Other Residential (per du)	3.3 - 6.0	3.3	3.27	3.6 / 3.38 <sup>2</sup>	3.0	3.6
General Office (per 1,000 sq ft)	5	5	4.32 / 5.45 <sup>1</sup>	3.6 / 4.0 <sup>1</sup>	2.9	3.6
Retail (per 1,000 sq ft)	8	8			6	8
Restaurants (per 1,000 sq ft)						
Quality High Turnover With Lounge	Quality		17.7 / 16.78 <sup>1</sup>	16 / 20 <sup>1</sup>		
	High Turnover		11.6 / 10.53 <sup>1</sup>	10.5 / 10.4 <sup>1</sup>		
	With Lounge		15.3 / 13.75 <sup>1</sup>	10 / 10 <sup>1</sup>		
Hotel (per room)		1.1	1.06	1.28 / 1.18 <sup>1</sup>	1.28	1.28

Notes: du = dwelling unit, sq = square foot, cfs = gross floor area.  
 1 ITE parking supply rates derived from parking demand rates in *Parking Generation*, plus a 15% vehicle circulation factor.  
 2 Weekday/weekend parking rates. Weekend data shown where available.  
 Sources: City of Menlo Park Municipal Code, Title 16 Zoning, Chapter 16.72, City of Menlo Park Parking Reduction Policy. <http://www.menlopark.org/department/parking/parkingpolicy.pdf>, Institute of Transportation Engineers Parking Generation (2nd Edition, 2004), Urban Land Institute Shared Parking (2nd Edition, 2005).

## Bike Network



## Transit

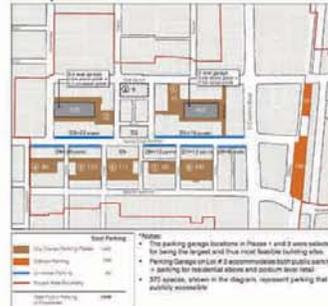


## Downtown Public Parking

### Existing



### Proposed



## Charging and Time Restrictions

Charging for parking can be used to manage the parking supply by encouraging turnover in highly desirable spaces or short term spaces (e.g., in front of dry cleaners so that patrons can drop off or pick up their cleaning)

- Price the most convenient/desirable spaces (typically curbside spaces) at a higher rate than less convenient spaces (such as within structures)
- Set and manage the parking price to encourage turnover of the most convenient/desirable spaces. A typical rule of thumb is to price curbside parking so that 85% of spaces are occupied during peak periods. This helps businesses by increasing the availability of the most convenient parking spaces.
- Implement time restrictions based on the desired use of the spaces. Retail employees should not park in the best curbside spaces, for example.

## El Camino Real - On Street Parking

- The Emerging Plan retains most existing on-street parking on El Camino Real. In some instances, on-street parking may be removed for sidewalk extensions at crosswalks and for landscape improvements.