

CHAPTER 3

Project Description

This chapter includes a detailed description of the proposed Plan, which is the Menlo Park El Camino Real/Downtown Specific Plan (“Specific Plan” or “Plan”). Specifically, this chapter describes the existing characteristics of the Plan area, the objectives and key characteristics of the Plan, and approvals required to implement the Specific Plan.

3.1 Project Objectives

The overall focus of the Specific Plan was first established in the El Camino Real/Downtown Vision Plan unanimously accepted by the Menlo Park City Council on July 15, 2008. The Vision Plan established twelve goals that define the overall intent of the El Camino Real/Downtown Specific Plan to enhance community life, character and vitality through mixed-use infill projects sensitive to the small-town character of Menlo Park, and to improve connections across El Camino Real over the next 30 years, as expressed in twelve goals. The goals were subsequently used to inform and guide the preparation of the El Camino Real/Downtown Specific Plan and are embraced in the Specific Plan as guiding principles. The goals and guiding principles are listed below and together establish the project objectives.

The Vision Plan established the following twelve goals:

- Maintain a village character unique to Menlo Park.
- Provide greater east-west town-wide connectivity.
- Improve circulation and streetscape conditions on El Camino Real.
- Ensure that El Camino Real development is sensitive to and compatible with adjacent neighborhoods.
- Revitalize underutilized parcels and buildings.
- Activate the train station area.
- Protect and enhance pedestrian amenities on Santa Cruz Avenue.
- Expand shopping, dining and neighborhood services to ensure a vibrant downtown.
- Provide residential opportunities in the Vision Plan area.
- Provide plaza and park spaces.
- Provide an integrated, safe, and well-designed pedestrian and bicycle network.
- Develop parking strategies and facilities that meet the commercial and residential needs of the community.

Based on the goals of the Vision Plan, the Specific Plan was formulated with the following five “guiding principles”:

- Generate Vibrancy;
- Strengthen the Public Realm;
- Sustain Menlo Park’s Village Character;
- Enhance Connectivity; and
- Promote Healthy Living and Sustainability.

The Specific Plan includes policies intended to guide new development over the next 30 years. Implementation of the Specific Plan would require amendments to the Menlo Park General Plan (“General Plan”) and to the City of Menlo Park Zoning Ordinance. These amendments are included as a part of, and would be adopted concurrently with, the Specific Plan. Upon adoption, the objectives and policies contained within the Plan would supersede goals and policies in the General Plan with respect to the Plan area.

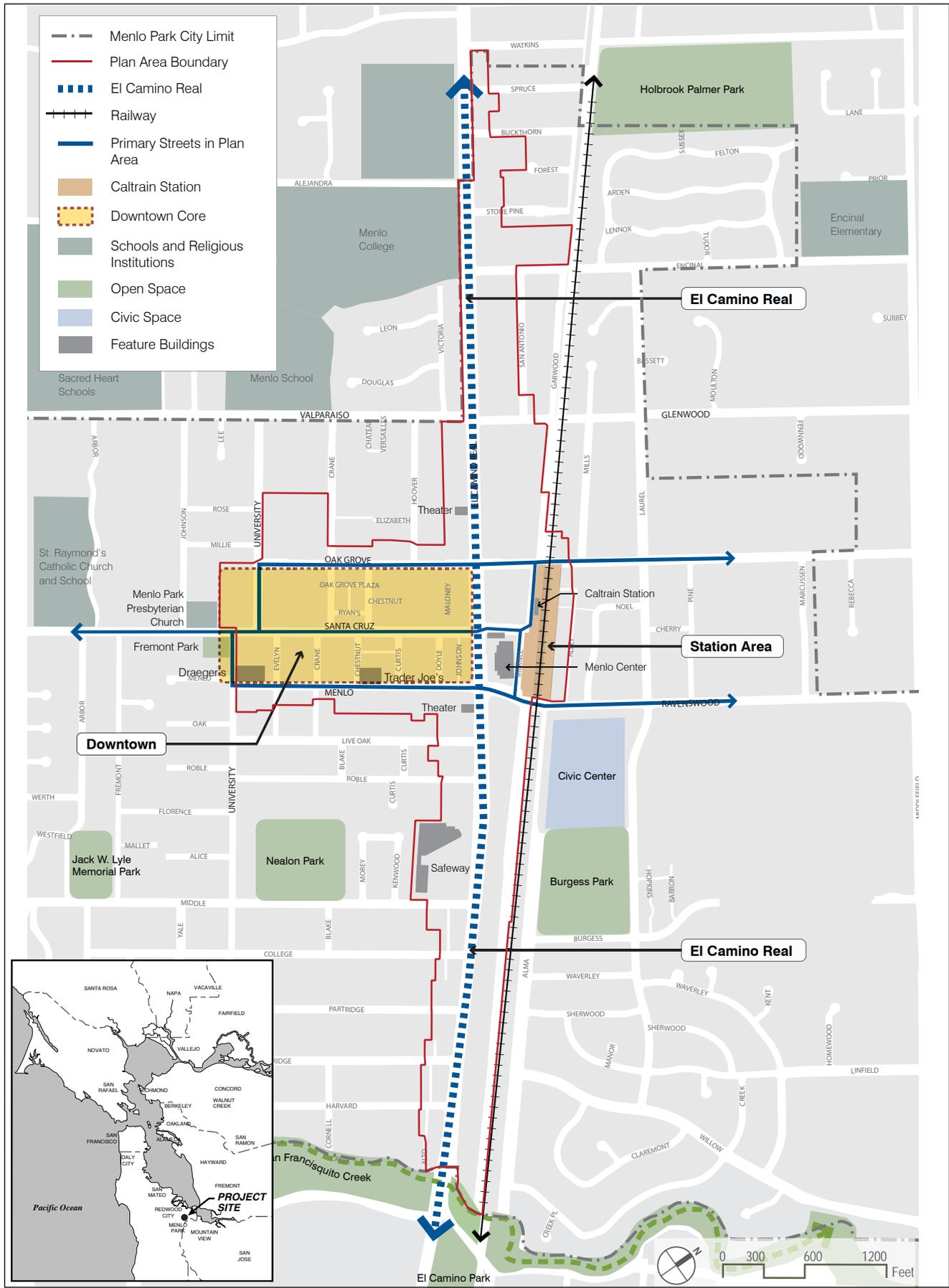
3.2 Location and Setting

3.2.1 Regional Setting

The City of Menlo Park is located approximately 30 miles south of San Francisco on the San Francisco Peninsula. **Figure 3-1** shows the location of the Plan area. Menlo Park has approximately 30,000 residents and is a part of a string of communities connected to San Francisco and San Jose via El Camino Real, Caltrain rail service and Interstate Highways 101 and 280.

The City of Menlo Park street grid is offset from exact compass directions. For the purposes of this discussion, streets that run relatively parallel to El Camino Real and the Caltrain tracks are described as running north (toward San Francisco) and south (toward San Jose). Similarly, streets that run relatively parallel to Santa Cruz Avenue and San Francisquito Creek are described as running east (toward the San Francisco Bay) and west (toward the Santa Cruz Mountains). The location of uses, buildings, and views are similarly described according to these directions.

The Specific Plan area is located along the length of El Camino Real within the City limits. It extends east to the Caltrain right-of-way and around the Caltrain Menlo Park Station to Alma Street, and it extends west along Oak Grove Avenue, Santa Cruz Avenue and Menlo Avenue to approximately University Drive. El Camino Real is designated as State Route (SR) 82, under California Department of Transportation (Caltrans) jurisdiction, and is one of the primary arterial roadways and commercial corridors of the San Francisco Peninsula. Caltrain is the major commuter rail line serving the San Francisco Peninsula, and it connects Menlo Park with San Francisco to the north and San Jose and Gilroy to the south. The Peninsula Corridor Joint Powers Board has jurisdiction over the Caltrain right-of-way. The California High Speed Rail (HSR) Authority is in the planning stages of constructing a HSR system, part of which would follow the Caltrain right-of-way connecting San Francisco and San Jose.



SOURCE: City of Menlo Park; Perkins + Will

Menlo Park El Camino Real/Downtown Specific Plan EIR . 208581
Figure 3-1
 Specific Plan Location Map

3.2.2 Local Setting

The Specific Plan area covers approximately 130 acres and includes the El Camino Real corridor, one of Menlo Park's most prominent corridors, the Caltrain station area, and the City's downtown core centered on Santa Cruz Avenue.

In addition, the Menlo Park Civic Center, which houses the local government buildings and Burgess Park, is located southeast of downtown, on the east side of the Caltrain right-of-way. Residential neighborhoods and institutional uses are also adjacent to the Specific Plan area.

Existing General Plan and Zoning

The General Plan includes land use designations applicable to the Plan area. Specifically, the downtown area of the Plan area falls within the Retail/Commercial land use designation. The majority of the properties along El Camino Real within the Plan area fall within the El Camino Real Professional/Retail Commercial land use designation. Some properties within the Plan area are designated Professional and Administrative Office and others are designated Medium Density Residential uses.

Surrounding the Plan area, properties are designated for Medium- and Low-Density Residential land use, as well as for Professional and Administrative Office land use. Properties in the Civic Center are designated for Public Facility land use.

The Plan incorporates changes to the existing zoning and land uses in the Plan area, and could affect the ratio of commercial uses to residential uses as well as change maximum building heights in the Plan area. All relevant aspects of the General Plan, Zoning Ordinance, and other applicable land use regulations, are discussed in detail in Section 4.9, *Land Use and Planning Policy*, in Chapter 4.

3.3 Specific Plan Characteristics

Building on the Vision Plan, the Specific Plan acknowledges the community's desire for a more active, vibrant downtown and station area, with a mix of uses that complement and support each other and bring vitality to the area, while still maintaining a village character.

The Plan focuses on creating new connected nodes of activity and social life that contribute to a renewed vibrancy with an integrated network of public spaces, including widened sidewalks, that invite strolling and public gathering and afford community life, identity, and sense of place. The Plan builds upon the unique qualities of El Camino Real and downtown, in particular the small town character of low-scale, diverse and local neighborhood-serving businesses, and the Plan accommodates future development in ways that complement the area's existing character.

The Plan integrates downtown, the station area and the Civic Center through sidewalk extensions at El Camino Real and widened sidewalks on Santa Cruz Avenue and Alma Street. The planned California HSR project—a separate project—provides the opportunity for new and improved

grade-separated pedestrian/bicycle crossings of the railroad tracks. The Plan provides a north-south connection with wider and more comfortable sidewalks on the east side of El Camino Real.

The Plan encourages walking, biking, and access to transit as alternate mobility modes, taking a comprehensive approach to sustainability and carbon emissions, utilizing best practices integrated with guidelines for both public and private improvements.

3.3.1 Specific Plan Area

The Plan area is easily accessible to transit, is pedestrian and bicycle friendly in many places, and has a mix of uses. The Plan seeks to build on the proximity of the downtown to the Caltrain station and the existing densities in the Plan area, on the basis that such transit access and walking and biking potential can allow for increased density and infill development with less new automobile traffic compared to similar amounts of development in other locations or areas not served by transit. The Plan also recognizes that the plans for HSR could provide opportunities to improve east-west connectivity. The grade separation required for the HSR project would eliminate at-grade crossings that currently exist at four locations within the Plan area. The grade separations would improve traffic operations at El Camino Real as well as provide an opportunity for a bicycle/pedestrian path improving north-south connectivity in the Plan area without forcing riders onto El Camino Real. However, it should be noted that the HSR grade separations have the potential for negative effects, depending on their final design and implementation.

3.3.2 Circulation Overview

The Specific Plan provides an overview of the existing policy context and transportation conditions as well as opportunities for improvements. Regarding the policy context, there are a number of agencies whose policies have applicability to the Specific Plan area. However, primary jurisdiction over the circulation system is with Caltrans for El Camino Real and the City of Menlo Park for the rest of the Plan area. A more detailed discussion of the policy context as well as the current traffic conditions is provided in Section 4.13, *Transportation, Circulation and Traffic*, of this Draft EIR.

Menlo Park currently has relatively short and discontinuous north-south and east-west roadways. This layout creates circuitous traffic routes within the City. Traffic congestion in the Plan area occurs primarily along El Camino Real and its intersections, with the highest levels of congestion occurring during the morning and evening peak commute hours.

Pedestrian and bicycle facilities offer attractive alternative modes of travel in the city, reflected by the fact that nearly six percent of work trips are made by bicycle or on foot in Menlo Park, well above both state and national averages. While pedestrian and bicycle accommodations are provided throughout much of the City, El Camino Real and the Caltrain tracks serve as a barrier to east-west travel. Further, there are discontinuities in the sidewalk system leading into the downtown area, and there are discontinuities in the bicycle network for north-south travel.

Transit service is provided by San Mateo County Transit District (SamTrans), Caltrain, and City of Menlo Park shuttles. HSR, which is in the planning stages, would pass through Menlo Park along the Caltrain right-of-way. HSR would be grade-separated at roadway intersections.

Parking in the Plan area is a mix of on-street spaces and off-street spaces in public and private parking lots. The downtown area has over 1,500 free public parking spaces, although many of the spaces have time restrictions, and a number of spaces can be occupied all day by paid parking permit holders. The peak parking demand occurs mid-day on weekdays, when about 80 percent of the available on- and off-street spaces are occupied, according to the 2010 Downtown Menlo Park Parking Study. The City's Municipal Code specifies minimum parking requirements for private development that are higher than average when compared to neighboring jurisdictions.

The Specific Plan looks at potential opportunities, such as the existing network of transit, pedestrian and bicycle facilities, mix of uses in the downtown, proximity of downtown to the Caltrain station, large city-owned parking plazas in the Plan area, and grade-separation of the HSR tracks, to improve circulation within the Plan area. There is also an opportunity to reduce the minimum parking requirements for some types of developments to account for the accessibility of the downtown to non-automobile users and the potential for shared parking.

3.3.3 Market Overview

Based on an examination of major demographic, economic and market conditions, the Specific Plan provides an overview of the mid- to long-term potential for residential, retail, office, and hotel and conference space uses in the Plan area.

Residential Uses

The Plan area is located near employment centers, regional transportation options, educational institutions, and the downtown retail core. The availability of nearby services and amenities are likely to attract single professionals, students, small families and seniors. These different household types demand a wide range of housing types, including small-lot single-family homes, townhouses, condominiums, and rental apartments.

While demand for a variety of housing types is strong, the Plan recognizes that location would determine the type of housing likely to be built. According to the Plan, properties along El Camino Real are better suited to higher-density housing, while properties facing residential streets parallel to El Camino Real are better suited to townhouses and small-lot single-family homes. Properties near the Caltrain station are ideal locations for higher-density, transit-oriented development, and properties within the downtown may be suitable for medium-density apartments, condominiums, and townhouses at a scale that is sensitive to the downtown village character.

Retail Market

The Plan area comprises two distinct retail districts. Downtown Menlo Park is a pedestrian-oriented shopping district that has evolved over time to include a range of independent retailers, including

grocery stores, home furnishings stores, women's apparel, specialty retail and restaurants. El Camino Real is geared toward more destination-oriented retailers that benefit from convenient auto access, strong linkage to other communities on the Peninsula, strong demographics, good visibility, and high traffic counts, which are desirable to many national and regional retailers, such as those at the Safeway Shopping Center. However, many lot dimensions on El Camino Real, particularly on the west side of the corridor, are challenging for standard retail configuration and parking ratios.

Office Market

The Plan states that Menlo Park is a desirable location for office uses due to its central location on the Peninsula and good access to major highways and bridges. Stanford University, the venture capital industry and the local residential population base are the primary source of demand for office space, attracting small and mid-size companies in real estate, venture capital, attorneys, and medical/dental, as well as high-tech and internet companies.

In the short-term, there is demand for additional medical office space in the Plan area because some medical buildings would be demolished as part of the new Stanford Medical Center. Demand for medical office space is slightly higher in the downtown area than El Camino Real due to the pedestrian environment and retail amenities. However, there is some community concern with medical office uses in the Plan area since they can generate a higher number of trips than non-medical offices, but typically do not have the same potential for revenue. In the mid- to long-term, there would likely be demand for additional office space in the Plan area. Proximity to Caltrain and the walkability and amenities of downtown are significant draws for office tenants.

Hotel Market

The Plan states that the El Camino Real corridor is well-positioned to attract a conference hotel because of its proximity and access to Stanford University, Sand Hill Road businesses, and the Silicon Valley region. The downtown is more appropriate for a small "boutique" hotel because of its pedestrian friendly environment, amenities, and services. Given trends in occupancy rates, room rates, and overnight visits in the Plan area, there is demand for one conference hotel by 2015 and a smaller boutique hotel in the mid- to long-term from 20 to 30 years.

3.3.4 Specific Plan Standards and Guidelines

The Plan proposes standards and general guidelines for development and public open space that would apply to the overall Plan area, and encourage sustainable practices. These guidelines are based on the guiding principles for the Specific Plan, which were developed from the Phase I Vision Plan. The guiding principles are to enhance public space, generate vibrancy, sustain Menlo Park's Village character, enhance connectivity, and promote healthy living and sustainability.

Standards are the rules that new development is required to follow. Standards set the basic framework within which new development takes place, regulating building placement, size and height through objective and measureable rules. Guidelines serve to encourage features of good

design and may include elements that are not as easily defined or measured but are essential to creating an overall character within the Specific Plan area. Standards and guidelines are both critical elements in the review of new development. Development projects would be required to adhere to applicable standards, while consistency with applicable guidelines would be a key component of the discretionary review of a development proposal.

The five guiding principles on which the standards and guidelines are based are described in more detail below.

Enhance Public Space: The Specific Plan would create an integrated network of public spaces that includes widened sidewalks, plazas, and parks that invite strolling, public gathering, and allows for community life, identity and sense of place. The Plan would support a more active and vibrant downtown and healthier living by encouraging walking, biking, and social gathering.

Generate Vibrancy: The Specific Plan would encourage a mix of retail, residential and office uses that complement each other to bring vitality and increased retail sales to the area. Further, the Plan would encourage development of underutilized and vacant land on El Camino Real while ensuring a building character that is modulated and in keeping with Menlo Park's small-town character.

Sustain Menlo Park's Village Character: The Specific Plan would build upon the unique qualities of downtown Menlo Park and El Camino Real, in particular its small town character of lower-scale buildings and diverse and local neighborhood-serving businesses. The Plan would regulate building form and scale of future development by using design controls and guidelines to complement the area's existing character.

Enhance Connectivity: The Specific Plan would integrate downtown, the Caltrain station area, and the Civic Center with widened sidewalks on Santa Cruz Avenue, Alma Street and El Camino Real. The Plan would encourage sidewalk extensions, enhanced crosswalks, and new grade-separated pedestrian and bicycle crossings of the railroad tracks to improve east-west connectivity.

Promote Healthy Living and Sustainability: The Specific Plan promotes health living and activity by encouraging walking, biking, and access to transit as alternatives to vehicular use supported by widened sidewalks and inviting public spaces. The Plan would encourage a comprehensive approach to sustainability and carbon emissions reduction, using best practices integrated with guidelines for public and private improvements.

3.3.5 Urban Design Framework

Expanding on the Plan's guiding principles the urban design framework introduces the general approach for the Plan area. The urban design framework emphasizes the following elements: distinct and connected areas, integrated corridor, walking and connected community, sensitive infill and living downtown, and mobility options and accessibility. It also establishes concepts for the Plan's three principal sub-areas: El Camino Real, station area, and downtown, as described below.

El Camino Real

The concept for this sub-area enhances overall street character, east-west connection opportunities and pedestrian safety and comfort by including additional street trees, median enhancements consistent with existing median treatments and sidewalk extensions at most crosswalks to improve pedestrian crossing of the corridor.

El Camino Real North: The concept for El Camino Real north of Oak Grove Avenue is for higher development intensities to support viable investment opportunities while keeping development character compatible with adjacent areas on both sides of the corridor. On the east side, the Plan enhances pedestrian comfort with wider sidewalks, using setback areas as needed. On the west side, guidelines for new construction address the existing character of narrow parcels and minimal setbacks, introducing the character of downtown to travelers from the north. Residential uses are encouraged closer to downtown and the station area.

El Camino Real/Downtown/Station Area: The concept for El Camino Real between Oak Grove Avenue and Menlo Avenue would reflect the higher intensity of the station area and the vibrancy of downtown. Buildings would have minimal setbacks and would address the street consistent with the downtown.

El Camino Real South: The concept for El Camino Real south of Menlo and Ravenswood Avenues recognizes the different conditions on the west and east side of the corridor. On the west side, development is compatible in scale of buildings and transition of building massing with the character of adjacent residential neighborhoods. On the east side, the concept takes advantage of larger parcel sizes and fewer property owners by incorporating public open spaces and a grade-separated pedestrian/bicycle linkage across the railroad tracks to Burgess Park and Alma Street. Design guidelines would modulate building massing and complement the City's small-town character.

Station Area

The concept for the station area is to create a statement at the train station as an arrival point into the City. The Plan envisions a Civic Plaza with a vertical civic element, such as a sculpture or clock tower that would serve as a landmark for visitors and rail passengers at the terminus of Santa Cruz Avenue. The Civic Plaza would be a central public space and vehicular pickup and drop-off area. The concept also includes new higher intensity residential development, both to the west of the railroad tracks and along Alma Street to the east of the railroad tracks, to maximize transit use and to enhance the station area and downtown activity and vibrancy. Development on the west side of El Camino Real and along Alma Street on the east would incorporate upper-story setbacks to provide a sensitive transition to adjacent areas, and retail on the ground floors would activate key public spaces.

Downtown

The concept for downtown emphasizes the existing small-town character, ensuring a variety of public spaces and smaller-scale buildings complementary to the existing character of the area. The concept enhances the character and functionality of Santa Cruz Avenue and positions it for a successful future through wider sidewalks and a refreshed streetscape.

The concept includes improvements that include a Santa Cruz Avenue Central Plaza and market place, linked by a pedestrian paseo on Chestnut Street. The Central Plaza accommodates vehicular circulation, although it could be closed for special events. The market place functions in conjunction with the Santa Cruz Avenue Central Plaza and the weekly Farmer's market and complements the established grocers in the area.

The concept envisions modifying the two existing parking plazas west of the market place into "flex space" which accommodates parking as it exists today as well as larger temporary events such as the Farmer's Market, evening movie screenings and summer art and community festivals. On the north side of downtown, two pocket parks, which serve as gateways to Santa Cruz Avenue Central Plaza and the center of downtown, provide places to sit and relax. Improved sidewalks would provide additional access from public parking areas and connectivity between key public spaces. Bicycle parking facilities at key locations would encourage use of alternative transportation and access to downtown.

The concept reinforces and enhances the overall tree canopy to provide shade and to mitigate for heat island effects. The concept retains the existing median trees in streetscape improvements on Santa Cruz Avenue.

3.3.6 Sustainability

The Specific Plan incorporates into its concepts and guidelines sustainability strategies reflected in the Leadership in Energy and Environmental Design (LEED) for Neighborhood Development (ND) rating system developed by the U.S. Green Building Council. These strategies are listed below.

- Reduction in automobile dependence by improving walkability, bicycle facilities and access to public transportation, and by providing a greater mix of use.
- Bicycle network and storage by proposing an enhanced bicycle network and facilities downtown.
- Housing and job proximity by proposing infill development and encouraging residential mixed-use opportunities for living and working downtown.
- Walkable streets by proposing wider sidewalks, enhanced public spaces, overall streetscape improvements and active ground floor retail.
- Compact development by optimizing land made possible through encouragement of new infill development and higher intensity development.
- Reduced parking footprint by reducing the amount of space dedicated to surface parking, providing shared parking facilities and integrating parking within development footprints.

- Transit facilities by enhancing the train station area and encouraging transit use through increased development intensity.
- Tree lined and shaded streets by preserving the extensive existing canopy where possible and replacing or adding to current cover as public or private improvements occur.
- Certified green buildings by encouraging a high level of certification for new buildings as well as retrofit of existing structures.
- Stormwater management by encouraging stormwater management with best practices for private developments as well as new public spaces and parks.
- Heat island reduction by reducing the amount of land dedicated to surface parking lots or by mitigating with tree canopy or other shading device, and by advocating green roofs through development guidelines.

3.3.7 Illustrative Plan and Development Program

Figure 3-2 shows the Illustrative Plan of how the Plan area could potentially build out over the next 30 years in conformance with the guiding principles, urban design framework, and standards and design guidelines of the Specific Plan.

At full build out as envisioned in the Illustrative Plan, the net new development is projected as:

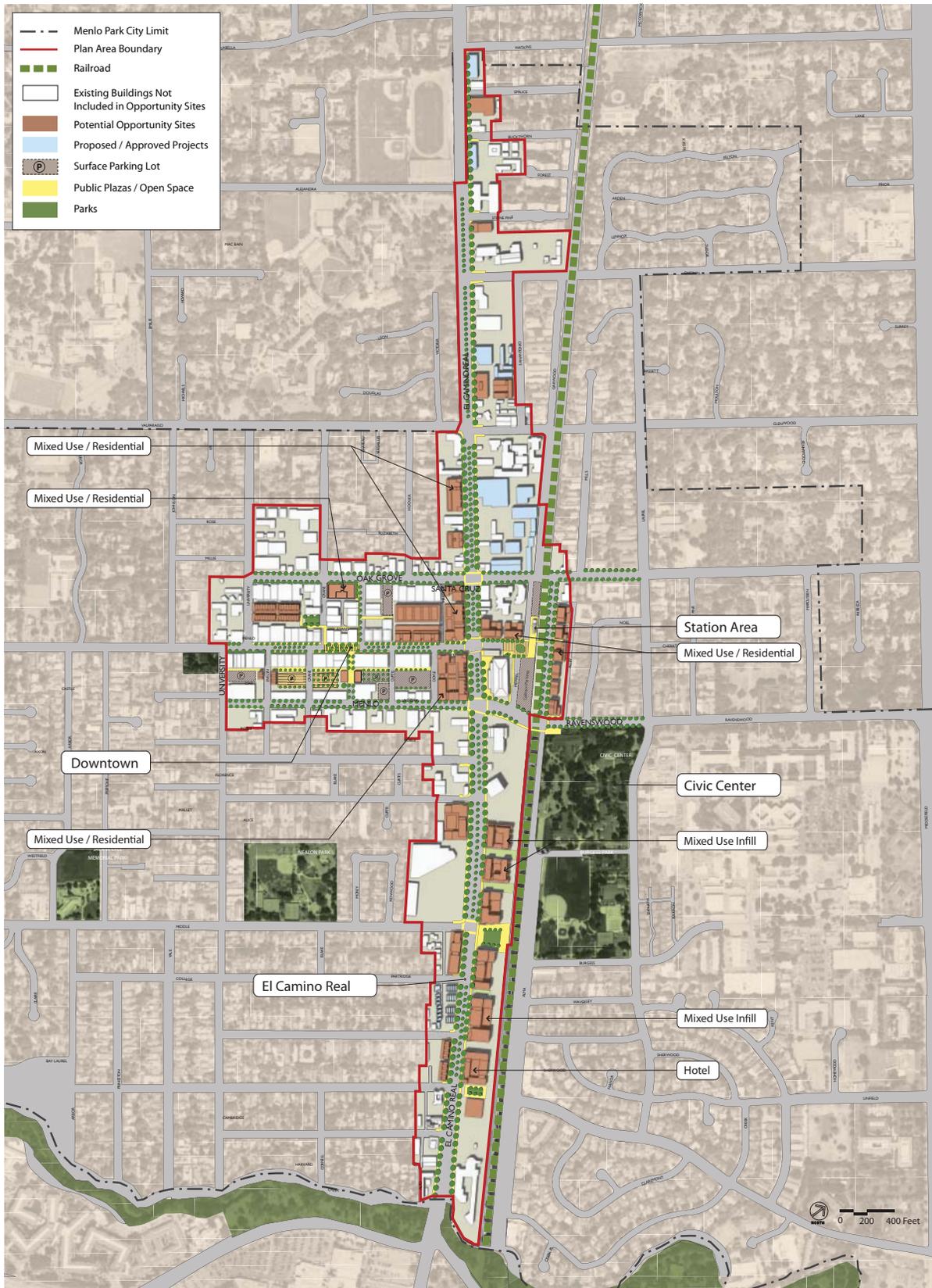
Residences	680 dwelling units
Retail Space	91,800 square feet
Commercial Space	240,820 square feet
Hotel	380 rooms
Parking Spaces	3,670 spaces (public and private)
Resident Population	1,537
Employment	1,357 jobs ¹

3.4 Public Space Standards and Guidelines

The Specific Plan proposes a comprehensive public space and pedestrian/bicycle network that promotes safe and attractive pedestrian, bicycle and vehicular connections throughout. The key concepts for public space in the Plan area include:

- Connected and walkable downtown and station area;
- Green and shaded downtown and station area;
- Bicycle network and access downtown and in the station area; and
- El Camino Real and east-west connectivity.

¹ The Draft Menlo Park El Camino Real/Downtown Specific Plan contains an error in the number of new jobs which will be corrected in the final Specific Plan. The corrected number of 1,357 new jobs has been used throughout the environmental evaluation contained in this EIR.



SOURCE: Perkins + Will

Menlo Park El Camino Real/Downtown Specific Plan EIR . 208581

Figure 3-2
Illustrative Plan

Figure 3-3 is an illustration of the proposed public space improvements. The sections below describe the intent and character of the guidelines for the three sub-areas: downtown, station area, and El Camino Real. **Table 3-2**, at the end of this chapter, lists the proposed guidelines for the Specific Plan.

3.4.1 Downtown

The plan establishes a recognizable center in downtown, which would be a central nexus of public spaces and locus of activity. This Central Plaza would be at the intersection of Santa Cruz Avenue and Chestnut Street. This central area, accompanied by an improved streetscape and widened sidewalks on Santa Cruz Avenue, elevates the character of downtown's "main street." The other public space improvements in downtown consist of:

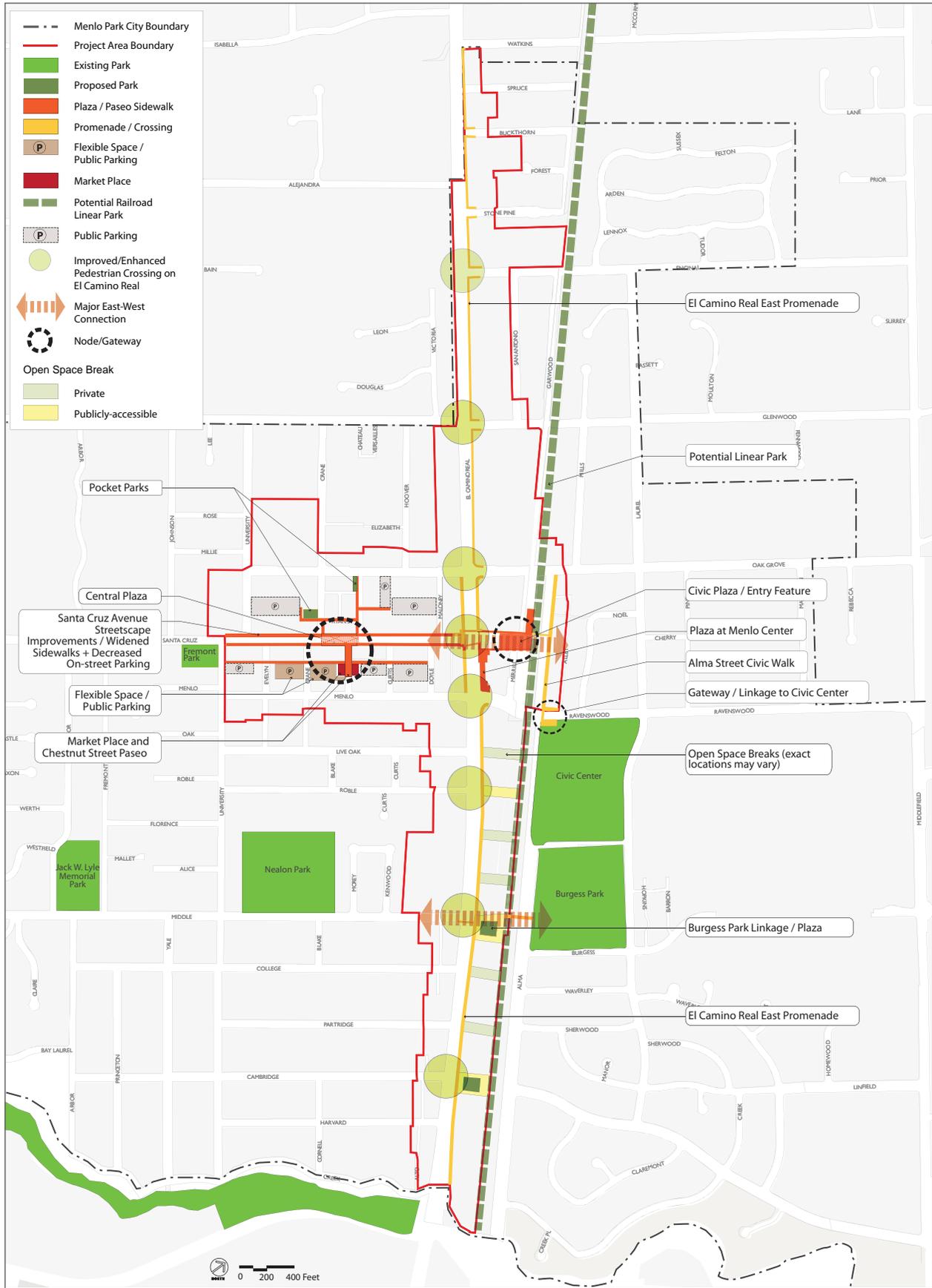
- Chestnut Paseo;
- Market Place;
- South Parking Plazas Pedestrian Link;
- Flexible Space/Parking;
- Crane Street and Chestnut Street/Oak Grove Avenue Pocket Parks; and
- Other Street/Alley Improvements.

Santa Cruz Avenue Sidewalks

The Specific Plan calls for enhancing Santa Cruz Avenue for pedestrians by widening sidewalks and providing space for informal gathering, sitting, and outdoor dining. The intent is to encourage walking and increase levels of street activity with wider, more functional sidewalks and to renew the image of downtown with updated streetscape elements. To achieve this, the Plan envisions a tree canopy with clear visibility to storefronts and retaining the median trees, which are iconic features of downtown. Other improvements would include:

- On the side with diagonal parking, replace the diagonal parking with parallel parking, narrow travel lane and widen sidewalk;
- On the side with parallel parking, retain parallel parking, narrow travel lane and widen sidewalk;
- Integrate street trees into on-street parking zones, particularly where sidewalks are narrowest; and
- Upgrade streetscape elements, such as benches, seating, trash receptacles, newspaper racks, paving, and street lighting.

Standard D.2.01 and Guidelines D.2.01 through D.2.14 of the Specific Plan (listed in Table 3-2 at the end of this chapter) would apply to all private and public development on Santa Cruz Avenue sidewalks.



SOURCE: Perkins + Will

Menlo Park El Camino Real/Downtown Specific Plan EIR . 208581

Figure 3-3
Public Space Plan

Santa Cruz Avenue Central Plaza

The Specific Plan envisions the Santa Cruz Avenue Central Plaza as a central public space on Santa Cruz Avenue between Chestnut Street and Crane Street. The street would remain open to traffic but on-street parking would be removed to make room for wider sidewalks. As desired, this portion of Santa Cruz Avenue could be closed to traffic for special events. The intent for this Plaza is to provide a central and distinctive public space located in the central portion of Santa Cruz Avenue. The Plaza would be used as a public gathering space and would accommodate ample seating.

Guidelines D.2.15 through D.2.21 of the Specific Plan (listed in Table 3-2 at the end of this chapter) would apply to the design of the Santa Cruz Avenue Central Plaza.

Chestnut Paseo

The Specific Plan proposes converting the northerly portion of Chestnut Street south of Santa Cruz Avenue into a pedestrian paseo extending the Santa Cruz Central Plaza experience south toward the market place and flexible space/parking area. This area would be closed to regular traffic, providing space for temporary vendors, benches, additional landscaping and space functionality. The paseo would be accessible to emergency vehicles and would allow access to Parking Plazas 6 and 7 at the south end of Chestnut Street.

Guidelines D.2.22 through D.2.28 of the Specific Plan (listed in Table 3-2 at the end of this chapter) would apply to the design of the Chestnut Paseo.

Market Place

The Specific Plan envisions the market place, located at Parking Plazas 6 and 7, as a space that activates the center of downtown in conjunction with the Central Plaza, Chestnut Paseo, and the flexible space/parking area to increase foot traffic for downtown retailers. It would complement and not compete with the Farmer's Market and the nearby Trader Joe's and Draeger's grocery stores. The Market Place would consist of small scale pavilions or buildings for permanent or temporary vendors, or a sheltered plaza related to the Farmer's Market and flexible space/parking area activities.

Guidelines D.2.29 through D.2.36 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design and purpose of the Market Place.

South Parking Plazas Pedestrian Link

The Specific Plan envisions a safe, well-lit, and inviting tree-lined pedestrian promenade or pathway that would connect Parking Plazas 4 through 8 with rear store entries, as well as the Market Place, the Chestnut Paseo and other streets leading to Santa Cruz Avenue. The pedestrian promenade would adjust the parking layout and would affect some parking spaces.

Guidelines D.2.37 through D.2.42 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design and purpose of the pedestrian promenade.

Flexible Space/Parking Area (Parking Plazas 5 and 6)

The Specific Plan proposes improving Parking Plazas 5 and 6, which are two surface parking lots south of Santa Cruz Avenue and adjacent to the proposed Chestnut Paseo and the Market Place, to allow for more flexibility in their usage. These flexible spaces would continue to provide parking during most times, but they would also be used to stage special community events such as the existing Farmer's Market, festivals, and movie screenings. The Plan proposes to incorporate sustainable design strategies into the improvements of this area.

Guidelines D.2.43 through D.2.47 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design of the improvements to Parking Plazas 5 and 6.

Crane Street and Chestnut Street/Oak Grove Avenue Pocket Parks

The Specific Plan proposes two pocket parks to serve as a destination for pedestrians, both local residents and downtown shoppers. Their locations function as small gateways to downtown from the north side parking areas and streets. The intent of the pocket parks is to provide smaller, more intimate open spaces north of Santa Cruz Avenue as part of downtown's public space network. The parks would be green and shaded with predominantly softscape seating areas.

Guidelines D.2.48 through D.2.51 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design of the pocket parks.

Other Street/Alley Improvements

On the north side of Santa Cruz Avenue, the Specific Plan calls for enhanced and welcoming connections between the proposed parking garages, pocket parks, and Santa Cruz Avenue and the Santa Cruz Avenue Central Plaza. These improvements consist of the Chestnut Street connector, Crane Street connector and parking north pathways. The intent of these pathways is to provide clear and comfortable connections from the proposed parking garages and pocket parks on the north side of downtown to Santa Cruz Avenue and the Central Plaza. The improvements would include widening the Chestnut Street west sidewalk and the Crane Street east sidewalk leading to the pocket parks.

Guidelines D.2.52 through D.2.56 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design of these pedestrian corridors.

3.4.2 Station Area

The Specific Plan proposes improving the Caltrain Station area as a major arrival and departure point within Menlo Park. The Plan establishes a central Civic Plaza at the intersection of the east end of Santa Cruz Avenue and the Caltrain Station as a unifying public space that organizes surrounding spaces and pedestrian and vehicular traffic. Other major public improvements in this area include Menlo Center Plaza, Alma Street Civic Walk and Ravenswood Gateway, all of which support the centrality of the Civic Plaza and create stronger connections to the plaza and downtown.

Because the future configuration of the proposed HSR line within the Caltrain right-of-way is unknown, the Plan's concept for the station area is meant to be flexible, accommodating any rail track configuration, whether below-grade, at grade, or elevated.

The public space improvements in the station area consist of:

- Civic Plaza;
- Menlo Center Plaza;
- Alma Street Civic Walk;
- Ravenswood Gateway; and
- Railroad Tracks/HSR Open Space.

Civic Plaza and Santa Cruz Avenue

The Specific Plan proposes a Civic Plaza at the eastern end of Santa Cruz Avenue by the Caltrain station, to celebrate arrival at the City. This plaza would serve as a landmark space and gateway to downtown and Menlo Park, a pickup and drop-off point for motorists and transit users and a civic public space integrating the historic train station. The intent is to create an improved transit plaza and an iconic civic plaza for downtown. Improvements would include streetscape enhancements, iconic trees such as native oaks, and landscaping that creates a unique sense of civic space.

Standards D.3.01 and D.3.02 and Guidelines D.3.01 through D.3.08 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design of the Civic Plaza.

Menlo Center Plaza

The Specific Plan proposes improvements to Menlo Center Plaza that make the plaza more functional as a civic space. Because the plaza is on private property, the City would have limited influence on the improvements for this area. The intent is to improve treatment of Menlo Center Plaza and its connections with the station Civic Plaza and the Civic Center and emphasize the presence of Menlo Center Plaza on El Camino Real.

Guidelines D.3.09 through D.3.11 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the improvements of the Menlo Center Plaza.

Alma Street Civic Walk

The Specific Plan proposes as part of the overall pedestrian network, a pedestrian pathway along Alma Street. This Alma Street Civic Walk would provide a comfortable and inviting pedestrian connection from the station area to the Civic Center and would help to increase the vitality of the station area and the downtown. The walk would be a tree-lined and safely lit.

Guidelines D.3.12 through D.3.19 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design of the Alma Street Civic Walk.

Ravenswood Gateway

The Specific Plan proposes creating a sense of gateway at the Ravenswood Avenue and Alma Street intersection into downtown and the Menlo Park Civic Center and Public Library areas. The improvements would focus on providing better definition of the southeast corner of the intersection as an identifiable entrance and front door to the library and Civic Center. Improvements would include providing streetscape and landscape improvements at the northeast and southeast corners of the Alma Street and Ravenswood Avenue intersection, providing a wider and safe pedestrian crossing coordinated with the Alma Street Civic Walk, and installing a landmark sign or art element.

Guidelines D.3.20 through D.3.25 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design of the Ravenswood Gateway.

Railroad Tracks/High Speed Rail Open Space

The future configuration of the proposed HSR line within the Caltrain right-of-way is unknown; however, the Specific Plan's proposed improvements would apply regardless of the final rail track configuration. It is assumed that HSR would generally fall within and follow the existing Caltrain right-of-way. Expansions of the right-of-way could be required, particularly in the Station Area, as well as between Glenwood Avenue and Oak Grove Avenue, where the current right-of-way is narrowest.

At this time, three rail track configurations for HSR are under consideration: locating the train tracks underground, elevating the railroad tracks, or keeping the tracks at grade and lowering the cross streets. All three configurations achieve a fundamental requirement that the tracks be grade-separated and completely separate from other trains and all other modes of transit (i.e., vehicular, bicycle and pedestrian). Under the current proposal, HSR would not stop at Menlo Park. However, Caltrain would continue to provide commuter rail service to Menlo Park. If HSR is placed in a tunnel, it is unclear at this time if Caltrain would also be placed in a tunnel, remain at-grade or have some other configuration.

Guidelines D.3.26 through D.3.29 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to improvements around the railroad tracks.

3.4.3 El Camino Real

The Specific Plan proposes enhancements that strengthen the image of the street and create a continuous and unified experience while recognizing the distinct areas that the corridor passes through. The improvements also create strong east-west linkages with surrounding areas and districts. The proposed enhancements are generally consistent with the *Grand Boulevard Initiative's Multi-Modal Strategy & Context-Sensitive Design Guidelines* (Draft).

The public space improvements for El Camino Real consist of:

- North-South Walkability; and
- East-West Connectivity.

North-South Walkability

The Specific Plan proposes streetscape improvements on El Camino Real that help unify the street experience by using trees, paving materials and lighting elements. It provides a pedestrian promenade on the eastern side of the street. Pedestrian improvements to the portions of El Camino Real north of Oak Grove Avenue and south of Menlo/Ravenswood Avenue would be achieved in part, within setback areas as adjacent development occurs.

In the downtown/station areas, between Oak Grove Avenue and Menlo/Ravenswood Avenue, the Specific Plan calls for widening the sidewalks to the greatest extent possible, by adjusting roadway and lane widths, while accommodating through traffic, bus turnouts and on-street parking, as needed. The Plan calls for the City, in conjunction with Caltrans, to undertake these improvements.

Improvements would include using building setbacks to create wider sidewalks and enhancing the sidewalks with consistent paving, street trees, and street furnishings.

Guidelines D.4.01 through D.4.05 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design of sidewalks along El Camino Real.

East-West Connectivity

El Camino Real Crossings

The Specific Plan proposes improvements for key intersections along El Camino Real and proposes improving crossing conditions at these locations, while reducing crossing time. In addition, the plan proposes two potential pedestrian/bicycle grade-separated crossings over the railroad tracks: one at the terminus of Santa Cruz Avenue in the station area, and one at Middle Avenue. The intent is to minimize the El Camino Real barrier effect and improve connectivity across El Camino Real by improving pedestrian crossing conditions.

Guidelines D.4.06 through D.4.11 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design of sidewalks along El Camino Real.

Burgess Park Linkage/Open Space Plaza

The Specific Plan identifies two locations for publicly accessible open space and grade-separated pedestrian and bicycle linkage across the railroad tracks. One is in the station area at the terminus of Santa Cruz Avenue and the other is at the terminus of Middle Avenue. The latter connects the western neighborhoods with Burgess Park and neighborhoods to the east. The plaza at Middle Avenue provides additional open space to both the community and the private development. The Plan proposes that the open space plaza should integrate with both the pedestrian promenade along El Camino Real and linkages to the east side of the Caltrain tracks. Adjacent buildings should activate the plazas with ground floor uses, such as cafes and small stores.

Guidelines D.4.12 through D.4.17 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design of the open space plaza and the pedestrian/bicycle link at Middle Avenue.

3.4.4 General Guidelines

The Specific Plan proposes overarching guidelines for public space improvements in the Plan area. The intent of the guidelines, in part, is to establish a coordinated streetscape and open space system.

Guidelines D.5.01 through D.5.21 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design of all the open space elements of the Plan as described above.

3.4.5 Sustainable Practices

The Specific Plan proposes sustainable practices for public space improvements based on the Leadership in Energy and Environmental Design (LEED) for Neighborhood Development.

Guidelines D.6.01 through D.6.08 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the design of all the open space elements of the Plan as described above.

3.5 Land Use and Building Character Standards and Guidelines

3.5.1 Land Use Designations

The Specific Plan proposes reclassifying the Plan area with five new land use designations:

- El Camino Real Mixed-Use
- El Camino Real Mixed-Use/Residential
- Downtown/Station Area Retail/Mixed-Use
- Downtown/Station Area “Main Street” Overlay
- Downtown Adjacent (Office/Residential)

These new land use designations would allow for a variety of uses, either in separate buildings or in mixed-use buildings. Detailed descriptions of the Land Use designations are provided in Section 4.9, *Land Use and Planning Policy*, of this Draft EIR.

3.5.2 Zoning Districts

The Specific Plan establishes 10 distinct zoning districts. The zoning districts are based on the larger land use designations and provide for a detailed approach to land use regulation through the application of standards and guidelines that work together to establish a district’s unique character and identity. Detailed descriptions of the zoning districts are provided in Section 4.9, *Land Use and Planning Policy*, of this report.

3.5.3 Use Regulations

The Specific Plan's proposed use regulations govern both new development and existing buildings within the Plan area. However, existing developments that are already regulated by a Use Permit, Conditional Development Permit, Planned Development Permit, or other binding limitation would continue to be regulated by existing site-specific regulations. The new use regulations were derived primarily from the existing use regulations, historical practices, and work conducted in 2006 for the Commercial Zoning Ordinance Update project, and revised to reflect the community preferences expressed throughout the Specific Plan process as well as the Specific Plan's guiding principles.

3.5.4 Special Land Use Topics

Uses Permitted with Limits: A guiding principle is that limiting uses should relate to specific concerns of the community. Community members have expressed interest in limiting certain types of uses for a variety of reasons, including limiting uses that could generate higher amounts of traffic, such as medical and dental offices; and ensuring a desired retail mix downtown, particularly on Santa Cruz Avenue. The Specific Plan outlines several mechanisms for limiting uses that might dominate the land use mix and impede desirable uses in a particular area. Based on a desire for mechanisms that are easy to understand and monitor by the general community, developers and City staff, the Plan includes mechanisms for limiting the size of specific types of uses and setting density limits on specific types of uses.

Independent Retail: The Specific Plan supports independent businesses by limiting the size of certain categories of uses. The strength of successful small independent retail revolves around specialization, differentiation and finding profitable, defensible and sustainable niches. Increasing the supply of local shoppers by encouraging more residential development in the downtown and station area would support downtown businesses. The Plan proposes two ways to support independent businesses as opposed to formula or chain retailers: 1) limit the size of particular establishments and 2) limit the location of particular establishments. The Specific Plan establishes size limits for certain types of uses discouraging larger chain retailers from locating in the downtown and station areas. It also limits ground-floor uses in the Downtown/Station Area "Main Street" retail/mixed use designation to primarily retail and restaurant uses. The Plan includes use limits and suggests that the City continue to monitor changes in the composition of uses over time and, as necessary, institute additional regulations that encourage independent retailers.

Market Place Concept on Chestnut Street: The intent of the market place is to reinforce and activate this area as the center of downtown, in conjunction with the network of paseos, widened sidewalks, pocket parks and the Central Plaza. A market place in Menlo Park needs to be tailored to the local market and existing character of the downtown and a program needs to be more effectively defined at the time that the City solicits a developer for the project. It should be relatively small (4,000 square feet or so) and complement the successful Farmer's Market, as well as the nearby Draeger's Market and Trader Joe's that provide an excellent foundation for the many functions typical of a market hall.

Non-Parking Improvements in Downtown Parking Plazas: The Specific Plan calls for enhanced public spaces and increased development intensities to increase downtown vibrancy, foot traffic and transit use. The Plan considers the publicly owned parking plazas as opportunities for public open space and selective infill, including retail and residential, in conjunction with new parking structures that satisfy parking demand in downtown Menlo Park for both visitors and employees. In all cases, parking in support of businesses must be the City's top priority when considering how, when and if to pursue development on public parking plazas. The Plan allows for non-parking uses on City-owned lots.

3.5.5 Development Standards and Guidelines

The Specific Plan uses a combination of both standards and guidelines to manage the design and construction of new buildings. The standards and guidelines are intended to encourage infill development on underutilized parcels of land while respecting the smaller scale, fine grain character of the downtown and the Plan area's proximity to existing residential uses. The categories of standards included in the Specific Plan are listed below:

- Intensity
- Height
- Building Setbacks
- Building Massing and Modulation
- Building Ground Floor, Entry and Retail Frontage Treatment
- Parking, Service and Utilities
- Private Open Space
- Sustainable Practices

Two of the above listed standards; intensity and height, are key factors in establishing the overall size of buildings. In the Specific Plan, they are used to help define the character of the El Camino Real corridor, station area and downtown by highlighting those areas where higher intensities and heights serve to enhance vibrancy, support transit use, and encourage the redevelopment of underutilized properties, as well as to enhance and protect those areas where it is important to strengthen the existing smaller scale, fine grain pattern of development. Table 3-2, at the end of this chapter, summarizes the intensity and height standards for all of the zoning districts within the Specific Plan area in order to highlight the relationships between the different areas.

Intensity

The Specific Plan defines the permitted development intensity using both the floor area ratio (FAR) system and, for residential uses, dwelling units per acre referred to as density. FAR, which determines the amount of building permitted on a parcel, is the ratio of gross floor area of all buildings and structures to lot area, expressed in square feet. Gross floor area is defined in Section 16.04.325 of the Zoning Ordinance, and includes detailed descriptions of what portions of a building are included and excluded in the calculation of gross floor area. Density is the ratio of dwelling units to lot size, expressed in acres.

Figure 3-4 shows the FAR and density for each of the Specific Plan Zoning Districts. The FAR and densities depict a base intensity and a public benefit bonus intensity (shown in parentheses). The base figures represent FAR and density that are permitted under the Specific Plan. The difference between the base amounts and the public benefit bonus amounts represent the amount of intensity that could be achieved in exchange for an identified public benefit. Under no circumstances may development exceed the public benefit bonus FAR and densities. The Specific Plan's increased allowable FARs and density also help stimulate redevelopment of underutilized parcels; activate the train station area and increase transit use; enhance downtown vibrancy and retail sales; and increase residential opportunities. The Plan places the highest intensity of development around the train station, consistent with goals mentioned above. It also focuses higher development intensities on the parcels on the east side of El Camino Real south of Ravenswood Avenue. These larger parcels could accommodate more development, and they are isolated from adjacent residential neighborhoods by El Camino Real to the west and the railroad tracks and Alma Street to the east. The Plan also emphasizes residential uses closest to downtown and the train station.

Height

Based on community input, the Specific Plan allows for buildings up to 38 feet tall in most locations and up to 60 feet in selected locations, principally in the station area and along the eastern side of El Camino Real south of Ravenswood Avenue.

The Specific Plan also includes standards for maximum façade heights along public rights-of-way, sidewalks and other public spaces and sensitive areas. As with existing height regulations, rooftop and mechanical equipment and solar panels would be allowed to exceed the height limits provided they be screened from view and integrated into the design of the building.

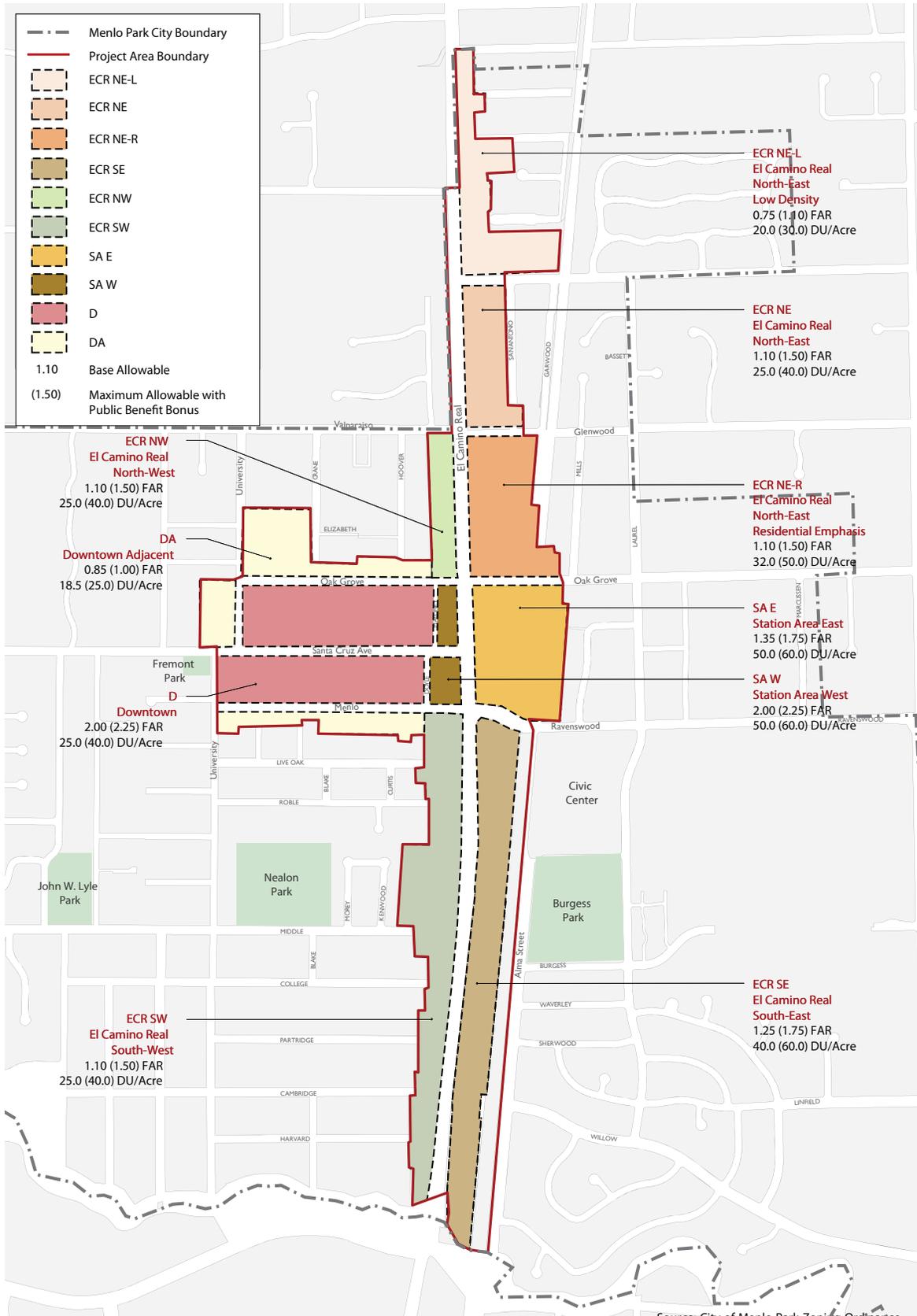
Building Setbacks

The Specific Plan uses setbacks to establish the minimum and in some cases the maximum, distance between a property line and wall of a building. Setbacks help define a street edge, provide adequate space for sidewalks, plazas, and landscaped open spaces, and help to manage building design and massing to ensure buildings fit well within the context of their specific location.

Consistent with the historic context in Menlo Park, where existing buildings are closest to the street in the downtown and along El Camino Real near downtown the Plan proposes setbacks of between zero and five feet to be consistent with the existing pattern of the area. In other areas, setbacks range from five to 20 feet, with the largest setbacks required along the east side of El Camino Real north and south of the downtown area. The larger setbacks are intended to accommodate wider sidewalks of 15 feet with differentiated clear zones for furnishings and walking.

Building Massing and Modulation

The Specific Plan's standards and guidelines for building massing and modulation help to reduce the monolithic character of a building, ensure that all new buildings complement the existing character of the area, ensure appropriate transitions to adjacent neighborhoods and provide



SOURCE: Perkins + Will

Menlo Park El Camino Real/Downtown Specific Plan EIR . 208581

Figure 3-4
Development Density and FAR Map

variety and visual interest. The standards and guidelines address a building's relationship with the street and other public spaces as well as its relationship to adjacent buildings and uses.

Guidelines E.3.4.01 through E.3.4.05 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to all development in the Plan area.

The Specific Plan incorporates four standards that help to accomplish the vertical and horizontal modulation: building and frontage breaks, façade modulation, building profiles and bulk.

Building and Frontage Breaks: The Specific Plan includes requirements for breaks between buildings to break up building mass and to provide publicly accessible open space, essential linkages and an improved pedestrian environment. Building and frontage breaks are more appropriate along El Camino Real than in the station area or downtown given the potential for development of larger buildings on larger parcels of land. The El Camino Real Southeast Zoning District (ECR SE) is a unique area because, with the exception of one small parcel, it is owned by three entities, including Stanford University. Stanford University owns two-thirds of the area (12.8 acres) and intends to prepare a comprehensive plan for the 8.5 acres of its site north of the Stanford Park Hotel once ground lease agreements have expired. In addition, this area is unique because the rear edges of the properties are bordered by the railroad tracks and Alma Street providing a large buffer to neighborhoods directly to the east.

Façade Modulation: The Specific Plan includes standards that require larger developments to provide visual interest by varying the building façade. Specifically, all zoning districts include a requirement that building façades in excess of 100 feet provide a change such as a recess, projection, or change in materials and/or colors, with the exception of downtown where the limit is 50 feet.

Building Profiles: The Specific Plan includes a standard in several zoning districts for a building profile at upper stories that would require a building to comply with a 45-degree building profile for all portions of a building above the façade maximum height specified for the zoning district. Similar to the height restrictions, the Specific Plan includes allowance for encroachments for rooftop mechanical equipment, solar panels and balconies.

Bulk: The Specific Plan includes bulk controls in certain zoning districts by requiring buildings to comply with a maximum dimension for buildings with upper stories above 45 feet.

Building Ground Floor, Entry and Retail Frontage Treatment

Since a building's ground floor is the most experienced by the pedestrian, the Specific Plan intent is to maximize the strategies that lead to vibrant and welcoming streets and a successful retail environment.

Guidelines E.3.501 through E.5.25 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to the treatment of ground floors, building entries, and retail frontage.

3.5.6 Parking, Service Access and Utilities

The Specific Plan's intent for parking, service access and utilities is to ensure that these areas are carefully considered to improve a building's character and to accommodate pedestrians.

Guidelines E.3.6.01 through E.3.6.14 of the Specific Plan (see Table 3-2 at the end of this chapter) apply to all zoning districts, although parcels within the downtown may not be required to provide off-street parking, subject to availability in public facilities. Parking requirements are discussed in more detail in Section 3.6.6 of this chapter.

3.5.7 Private Open Space

Because the provision for and treatment of private open space on individual parcels could enhance the character of public streets and sidewalks and private development, the Specific Plan's intent is to encourage private open space that could add to public open space in the area.

The proposed zoning districts include requirements for the provision of open space that range from no open space requirement in the downtown area and areas immediately surrounding downtown, to a minimum of 20 percent in areas adjacent to the downtown core, and a minimum of 30 percent in all remaining areas with the exception of the southeast side of El Camino Real where the requirement is 40 percent. Guidelines E.3.7.01 through E.3.7.05 of the Specific Plan (see Table 3-2 at the end of this chapter) would apply to private developments incorporating open space.

3.5.8 Sustainable Practices

The Specific Plan incorporates LEED Neighborhood Development strategies and recommends that the City adopt Policies E.3.8.3.01 through E.3.8.04 of the Specific Plan (see Table 3-2 at the end of this chapter) that reflect best practices for new developments.

The Specific Plan also includes Guidelines E.3.8.4.01 through E.3.8.4.20 for solar access, stormwater and wastewater management, landscaping, lighting, and Green building material use in new developments. These sustainable practices guidelines do not replace LEED certification requirements. The LEED certification system is based on minimum program requirements such as at least 1,000 feet of floor area, existing as a permanent structure, and complying with all applicable environmental laws. In addition, to attain LEED Silver certification, a project must earn a total of 50 to 59 points by:

- Curtailing pollution and soil erosion that results from construction, using at least 20 percent less water than the USGBC baseline for buildings of similar size and occupation, and/or implementing water conservation measures;
- Testing and balancing the main systems to assure optimum performance; use at least 10 percent less energy than the USGBC baseline, and contain systems that do not use chlorofluorocarbon-based refrigerants;
- Reusing and recycling materials during construction as well as in operation of the building;

- Including ventilation systems, off-gassing of materials, and including thermal comfort; including energy efficient and adequate lighting systems; and
- Including successful and innovative solutions for environmental and sustainable concerns.

3.6 Circulation

The Specific Plan accommodates all travel modes with an emphasis on pedestrians, bicyclists, and transit users. The Plan focuses new development in an area well served by transit and with a mix of uses in close proximity reducing the reliance on private motor vehicles, helping to minimize traffic congestion, reducing the amount of land dedicated to parking, and reducing greenhouse gas emissions. The Plan envisions the following elements.

- A vehicular circulation system that accommodates both local traffic and north/south through traffic on El Camino Real.
- An integrated pedestrian network of expansive sidewalks, promenades and paseos along El Camino Real and within downtown. The network provides opportunities for safe crossing of El Camino Real and the railroad tracks and connects the east and west sides of town, including the City's civic center with downtown.
- A bicycle network that builds upon existing plans and integrates more fully with downtown and proposed public space improvements in the area.
- An integrated circulation plan that supports transit use.
- A public parking strategy and management plan that efficiently accommodates downtown visitors and supports downtown businesses.
- Modified parking rates for private development based on current industry standards.

3.6.1 El Camino Real Improvements

The Specific Plan includes improvements to the southern portion of El Camino Real in the Plan area. In order to provide access to new development, particularly at the Stanford University property, the Plan proposes to use existing median breaks and traffic signals and, potentially, additional traffic signals if needed.

Further, since El Camino Real acts as a significant barrier to east-west pedestrian travel in the Plan area, the Plan proposes reducing crossing distance across El Camino Real by slightly narrowing the vehicle travel lanes and by adding curb extensions at key locations. Curb extensions could require the removal of a right-turn lane. Only locations with low right-turn volumes are considered, such as the southbound right-turn lanes at Oak Grove, Santa Cruz, and Menlo Avenues.

3.6.2 Downtown Streets Improvements

The Specific Plan includes improvements on Santa Cruz Avenue in the downtown area, specifically, widening sidewalks and relocating parking spaces. A portion of Chestnut Street south of Santa Cruz Avenue would be converted to pedestrian-only access. Oak Grove Avenue would be a bicycle-priority street with added bike lanes.

3.6.3 Pedestrian Improvements

The new development and redevelopment proposed in the Specific Plan would increase the number of pedestrians in the Plan area. The Plan proposes improved pedestrian crossing treatments such as marked crosswalks, accessible pedestrian signals and sidewalk extensions, and in some instances high-visibility crosswalks with enhanced pavement, accessible pedestrian signals, countdown pedestrian signals, sidewalk extensions and median islands/pedestrian refuges. The sidewalk extensions could require the removal of right-turn lanes, but the number of through lanes would not be affected.

The Specific Plan proposes three primary approaches to improve east-west connectivity across El Camino Real by reducing pedestrian crossing distance, improving pedestrian comfort and accommodation, and adding track-separated pedestrian/bicycle pathways across the railroad tracks.

With the exception of the areas within the downtown core, to improve north-south connectivity along El Camino Real, the Specific Plan proposes minimum 15-foot wide sidewalks on the east side of El Camino Real, inclusive of a 10-foot clear pedestrian through zone. The 15-foot wide sidewalk would include a five-foot wide zone for plantings as well as street lamps, trees, hydrants, and other street furnishings. Likewise, the Specific Plan proposes a minimum 12-foot sidewalk on the west side of El Camino Real, inclusive of an eight-foot wide clear pedestrian through zone and a four-foot wide furnishings zone. The plan proposes a narrower sidewalk on the west side, due to the tighter site conditions and narrower parcels on the west side of the street. Private developers would implement the improvements and the gains in sidewalk widths would be achieved over time by moving building frontages back as sites are redeveloped.

Within the downtown area on El Camino Real (between Oak Grove and Menlo Avenues), the Plan proposes 15-foot wide sidewalks separated from travel lanes by on-street parking. The sidewalks would consist of a 10-foot wide clear pedestrian zone and a five-foot wide furnishings zone. The gains in sidewalk widths would be achieved by narrowing vehicle travel lanes to 11 feet and extending the sidewalks. Private developers would implement the improvements as sites are redeveloped; or, by the City in association with Caltrans, which has jurisdiction over the roadway. Unlike other portions of El Camino Real, the gain in sidewalk widths along this section of the corridor would be achieved by extending the sidewalk, rather than moving building frontages back, consistent with the historic character of El Camino Real in this area (i.e., buildings are close to the street with zero setbacks).

As described previously, the Specific Plan proposes streetscape improvements, promenades, pedestrian paseos, plazas, pocket parks and conversion of surface parking lots to contribute to a more inviting pedestrian environment in and around downtown.

3.6.4 Bicycle Facilities

To improve east-west connectivity, the Specific Plan recommends a bicycle route on Encinal Avenue between El Camino Real and the railroad tracks; bike lanes on Oak Grove Avenue between University Drive and Laurel Street; bicycle routes on Menlo Avenue between University Drive and El Camino Real, and on Middle Avenue between San Mateo Drive and El Camino Real, and bicycle/pedestrian grade separated crossings of the railroad tracks at the train station and near Burgess Park depending upon the final configuration of the HSR project.

To improve bicycle access on the north-south axis of the Plan area, the Plan recommends a bicycle route on University Drive between Valparaiso and Menlo Avenues, a bicycle route on Crane Street between Valparaiso and Menlo Avenues, bike lanes on El Camino Real north and south of Encinal Avenue, a bicycle route along Garwood Way from Oak Grove Avenue to Encinal Avenue, and a bicycle route on Alma Street between Oak Grove and Ravenswood Avenue.

The Plan also recommends painted street markings that indicate where bicyclists should ride (known as sharrows), new bicycle parking facilities in the proposed parking garages, and new bicycle parking racks in the Plan area: in the proposed pocket parks, on the Chestnut Paseo, and along Santa Cruz Avenue.

In addition to the above, the Specific Plan supports bicycle storage in commercial development and proposes Standard F.5.01 and Guidelines F.5.01 through F.5.06 of the Specific Plan (see Table 3-2 at the end of this chapter) to be consistent with the requirements of LEED ND.

3.6.5 Transit Service

The Plan area is served by Caltrain, SamTrans bus service, and local shuttles. The Specific Plan proposes the following transit improvements to support the increase in population in the Plan area: accommodate potential bus rapid transit (BRT) service with the ongoing Grand Boulevard Initiative to serve added travelers on El Camino Real; increase shuttle service to serve added travel demand; improve east-west connectivity and reduce demand for parking in the Plan area; and continue and enhance employer sponsored programs that support and increase transit use.

The Grand Boulevard Initiative is a collaboration of 19 cities, two counties, and several regional and local agencies and other stakeholders with a goal of transforming the El Camino Real corridor from Daly City to San Jose. The Initiative seeks to balance the need for cars and parking with viable options for transit, walking and biking. The improvement of transit service along the corridor with BRT service is a major component of the Initiative. The Plan supports BRT and identifies potential BRT stops for northbound and southbound services within walking distance of the Caltrain station. These stops would be the responsibility of the transit agency providing BRT service.

There are free public shuttles operating in Menlo Park (funded by City/County Association of Governments, San Mateo County Transportation Authority, the Joint Powers Board, and the City). The headways are approximately 60 minutes for all shuttles. The Caltrain Shuttle Service

generally serves local employers and operates during the commute hours. The Midday Shuttle Service is popularly used by seniors and serves the Stanford Medical Center, Stanford Shopping Center, downtown Menlo Park, Menlo Park Caltrain station, Menlo Park Library, Veterans Administration Medical Center, the Menlo Park Senior Center, and the Onetta Harris Community Center. The Midday Shuttle Service operates during mid-day hours on weekdays, only. The Plan recommends adding additional shuttle buses to reduce the headways and including morning and evening as well as weekend service to the Midday Shuttle Service route. Shuttle routes would be modified to bring residents and employees to downtown thereby reducing automobile travel. Shuttle routes and service modifications would be dependent upon the pace of development and upon available funding.

3.6.6 Parking

Parking in the Plan area is currently on private lots, on the street, and in downtown public parking plazas. New development located in areas outside of the downtown as well as developments in the downtown with private parking lots provide parking on-site, based on the size and land use of the new development and City Zoning Ordinance regulations. Parking for most new downtown developments of up to 100 percent FAR is provided in the public parking plazas. Downtown developments are currently allowed an FAR of 200 percent, however must provide the additional parking for FAR above the 100 percent covered by the public parking plazas. This can be physically difficult and expensive. In order to support future development, the Specific Plan, recommends new off-street parking rates consistent with industry standards and the mixed use nature of the area, proximity to the Caltrain station and bus routes, the high use of walking and biking, and opportunities for shared parking. The table below shows the minimum parking rates under existing conditions and the Specific Plan.

**TABLE 3-1
MINIMUM PARKING RATES**

Land Use	Existing City Requirements		Specific Plan Rates ^c
	Zoning Ordinance ^a	Use Based Guidelines ^b	
Multi-Family Dwelling	2.00	-	1.85
General Office (per 1,000 sf gfa)	6.00	3.30	3.80
Medical Office (per 1,000 sf gfa)	6.00	5.00	4.50
Retail and Personal Service (per 1,000 sf gfa)	6.00	5.00	4.00
Supermarket (per 1,000 sf gfa)	6.00	-	5.50
Restaurants (per 1,000 sf gfa)	6.00	6.00	6.00
Hotel	-	1.10	1.25

NOTE: sf = square feet; gfa = gross floor area

^a City of Menlo Park Municipal Code, Title 16, Chapter 16.72; the primary districts in the Specific Plan area are C-3 and C-4 (ECR) which require six spaces per 1,000 sf gfa regardless of commercial use type; residential units require two space/dwelling unit.

^b City of Menlo Park Parking Reduction Policy, <http://www.menlo-park.org/departments/pln/parkredpolicy.pdf>

^c If a use is not listed in this table, a project applicant may propose a rate from Urban Land Institute Shared Parking for the review and approval of the Transportation Manager.

In the downtown area, proposed public space improvements and new development sites would decrease the number of existing public parking spaces in certain areas. For this reason as well as the need to build parking capacity for the future, the Plan proposes increasing the parking supply with the construction of up to two parking garages and implementing a parking management plan. The existing supply of public parking spaces in the public parking plazas and on-street is 1,595 spaces. The Plan determines that a maximum of 536 spaces for a total of 2,131 spaces could be gained with the inclusion of parking garages although this number could be lower depending on the final design of the garages. The Specific Plan proposes new policies for balancing the parking supply and demand in the downtown (see Table 3-2 at the end of this chapter).

Parking Management Plan

The Specific Plan recommends that the City prepare a Parking Management Plan to improve management and utilization of existing parking spaces downtown. The Parking Management Plan could encompass the following strategies:

- Vary time limits for parking to enhance turnover of the most convenient spaces;
- Implement pricing for parking to control parking occupancies;
- Unbundle parking to demonstrate the true cost of parking spaces, reduce the amount of parking needed and minimize underutilized parking;
- Establish a Parking Benefits District to capture parking revenues and finance public improvements downtown; and
- Prepare a Parking Implementation Plan.

Other Parking Management Plan strategies include:

- Create well-designed pedestrian-friendly linkages between the major parking areas (lots and garages) and downtown destinations (addressed in Public Space chapter); and
- Accommodate car-share programs to provide vehicles to those who need them infrequently.

3.6.7 Transportation Demand Management

The Specific Plan proposes Transportation Demand Management (TDM) programs for all new developments, including those that generate fewer than 100 peak hour trips. The intent of the TDM programs is to reduce the amount of peak period traffic on roadways and the associated parking demand by encouraging modes other than single-occupant vehicles for travel. TDM strategies could include the following.

- Transit subsidies/reimbursements to employees (“commuter check” or “Caltrain GO Pass”);
- Pedestrian/bicyclist subsidies for those who primarily walk/bike to work;
- Guaranteed ride home program for employees in event of emergency;

- Incentives such as “parking cash-out” program in which employees receive cash in lieu of receiving free parking, to encourage carpool and vanpool use;
- Car-Share programs and neighborhood electric vehicle programs to reduce the need to have a car or second car;
- Area wide TDM Coordinator to manage and promote TDM programs and oversee monitoring to determine program effectiveness;
- Preferential parking for carpoolers or alternative fuel vehicles; and
- Marketing and information programs to encourage alternative transportation modes (which could include collaborating with other local organizations such as the Peninsula Congestion Relief Alliance).

3.7 Implementation of the Specific Plan

The Specific Plan establishes a framework for the implementation of the Plan. There are five major components:

- Key Actions to Enable the Specific Plan;
- Key Actions to Implement the Specific Plan;
- Financing Methods for Public Improvements;
- Phasing of Public Improvements; and
- Utility Improvements.

3.7.1 Key Actions to Enable the Specific Plan

The key actions necessary include:

- Review of the relationship of the Specific Plan to the General Plan which is provided as part of the Draft Specific Plan; and
- General Plan and Zoning Ordinance Amendments.

The Plan includes within it a comprehensive set of General Plan-type components (e.g., goals, policies, land use designations, and circulation plans). As such, the General Plan will need to be amended to include the Specific Plan as part of the General Plan itself, governing the Plan area. The Specific Plan also includes Zoning Ordinance-type elements and as such preempts the Zoning Ordinance, unless otherwise specified. Detailed General Plan and Zoning Ordinance amendments will be reviewed concurrent with the Specific Plan to ensure that the Specific Plan is fully integrated into the General Plan and Zoning Ordinance.

3.7.2 Key Actions to Implement the Specific Plan

The following actions are necessary to implement the Specific Plan:

- Administration, Processing and Review of Applications;

- Nonconforming Structures and Uses; and
- Maximum Allowable Development.

The Plan would retain the existing Zoning Ordinance procedures for administration, processing, and review of the following types of land use applications.

Architectural Control: Architectural control procedures would apply to all new construction and additions of more than 100 square feet, as well as exterior modifications that would not be consistent with a previous design approval. The four existing findings for architectural control approval would be supplemented by a fifth finding regarding conformance with the Specific Plan guidelines. The Planning Commission would continue to make architectural control actions, which would be effective unless appealed to the City Council under the procedures outlined in Zoning Ordinance Chapter 16.86.

Use Permit: The use permit requirements would apply to new construction as well as changes of use for the particular conditional uses listed in the Specific Plan. For new construction of conditional uses, architectural control and use permit requests would be reviewed and acted upon concurrently. The Planning Commission would continue to make use permit actions, which would be effective unless appealed to the City Council under the procedures outlined in Zoning Ordinance Chapter 16.86.

Administrative Permit: The administrative permit procedures would apply to certain uses as listed in the Specific Plan. The Community Development Director would continue to make administrative permit actions, unless appealed to the Planning Commission. Administrative permits are effectively limited to changes of use in existing buildings. If an administrative use is proposed concurrent with new construction, the administrative permit should be considered and acted upon by the Planning Commission concurrent with architectural control.

Variances: The variance procedures would continue to apply to requests to waive or modify certain development standards. Variances would not be required for guidelines. Currently, variances are not permitted for uses, or to permit relief in excess of 50 percent of any requirement. These requirements would continue to hold for the Plan area, and would be supplemented by an additional prohibition against variances for intensity (FAR) and density (dwelling units per acre) standards as established by the Specific Plan. The Planning Commission would continue to make variance actions, which would be effective unless appealed to the City Council under the procedures outlined in Zoning Ordinance Chapter 16.86. The existing findings for approval would be supplemented by a fifth finding related to the Specific Plan.

Conditional Development Permits and Planned Development Permits: Conditional Development Permits (CDP) and Planned Development Permits (P-D) would no longer be permitted in the Plan area.

Public Benefit Bonus Negotiated Agreement: In order to achieve the Public Benefit Bonus intensity, an applicant would need to propose public benefit(s) for the City's consideration. If

deemed appropriate, the benefit(s) would be memorialized through a development agreement or alternative approval process as determined by the City.

Nonconforming Uses and Structures

The Specific Plan may serve to bring some buildings and land uses into conformance that were previously deemed legal but nonconforming. However, some existing buildings and land uses may be impacted by the changes included in the Specific Plan. To protect existing buildings and land uses, the amendments to the Zoning Ordinance necessary for implementation of the Specific Plan would include language to provide protections for existing buildings and land uses.

Maximum Allowable Development

The Specific Plan establishes the maximum allowable development as 680 residential units and 474,000 square feet of non-residential uses including retail, office, and hotel. The Plan recommends that the Planning Division provide the Planning Commission and City Council with yearly informational updates of this record. After the granting of entitlement to 80 percent or more of the allowable residential units or non-residential square footage total, City Council would consider whether any actions are appropriate, such as amending the Specific Plan and/or conducting additional program-level environmental review. Absent other action by the City, development above the maximum thresholds could be permitted subject to project-level environmental review and approval.

Near Term Review of Specific Plan

The Specific Plan constitutes a significant and complex revision of the existing regulations, and there may be aspects of the plan that do not function precisely as intended when applied to actual future development proposals and public improvement projects. In order to address such issues comprehensively, the Specific Plan recommends that the City conduct a comprehensive audit of the Specific Plan after an interval of two to four years, with any modifications that are needed to be presented for Planning Commission review and City Council action.

3.7.3 Financing Methods for Public Improvements

The Specific Plan provides funding and financing alternatives for the proposed public space and facility improvements. Approval of the Specific Plan would not bind the City to specific financing methods and phasing decisions. These would require future individual actions of the City Council.

The Plan states that the first step in deciding how to finance identified public improvement projects is to determine whether the appropriate funding strategy is pay-as-you-go or debt financing.

- In the pay-as-you-go approach, the improvement would only be made once a sufficient amount of revenue is collected to fund the improvement. For example, the City currently collects development impact fees that are used to make improvements to infrastructure such

as recreation, transportation and other public facilities. Under a pay-as-you-go approach, improvement projects would not be undertaken until adequate fee or other revenues were collected.

- Under the debt financing approach, the money for an improvement is borrowed now through a financing method such as issuing bonds; the improvement is made now, and is paid for over time by revenue collected (such as taxes or fees).

The City General Fund is the primary source of funding for most essential City services such as police. It is unlikely that the General Fund would be a significant source of funding for infrastructure projects that have major funding needs. Thus, the City would need to determine how to generate additional revenue for implementation of the Plan. Potential sources of funding may be as follows:

- Benefit Assessment Districts;
- Development Impact and In-lieu Parking Fees;
- Parking Fees;
- Grants;
- Developer Contributions, Public Benefits and Public Amenity Fund;
- Sale or Lease of Publicly-Owned Properties;
- General Capital Improvement Project (CIP) Fund; and
- Shuttle Funding.

3.7.4 Phasing of Public Improvements

The City anticipates that development implementing the Specific Plan would take place over the next 30 years. However, the timing and sequence of development would depend upon numerous factors, including future market conditions, public investment, and private initiative and investment. The analysis in this EIR assumes full buildout would occur over the next 20 to 30 years.

The Specific Plan recommends the City make the following improvements in the short-term (i.e., within five years):

- Streetscape improvements on Santa Cruz Avenue, between University Drive and El Camino Real, including sidewalk widening, new street furnishings and a central plaza (48 parking spaces affected); and
- Street conversion of Chestnut Street, south of Santa Cruz Avenue, to a pedestrian paseo (11 parking spaces affected).

The above actions would affect a relatively modest number of parking spaces (59 total affected), with demand able to be absorbed in the existing parking plazas, based on recent capacity studies. The Specific Plan also recommends the City construct a parking garage on parking plaza 3 in the short term. Such a parking garage, with 650 spaces, would increase parking in that location by 438 spaces. This would allow for additional public space improvements, plus new private development using the shared parking facilities. This recommendation represents Option B for

this plaza site (all garage), although Option A (partial garage with residential units above) could also be considered.

The timing and sequencing of the above projects and other public improvements would be subject to further study prior to approval of any construction, with the overall intent of limiting potential effects on nearby businesses and other uses.

The Specific Plan generally recommends that public improvements be constructed in permanent form. However, some other cities have recently had initial success with temporary pocket park and sidewalk extension improvements. These trial installations have been relatively affordable due to the fact that basic infrastructure (e.g., curbs) is retained and enhanced with surplus equipment. In addition, the trials appear to have helped positively affect public opinion, by showing how such improvements function. The City could consider proposing certain improvements, such as the Santa Cruz Avenue central plaza, in temporary trial form.

3.7.5 Utility Improvements

Utility improvements are discussed in detail in Section 4.12, *Public Services and Utilities*, of this Draft EIR.

3.7.6 Storm Drainage

Since the Plan area is nearly fully developed in its existing condition, the Specific Plan would not significantly increase the storm water runoff flow rates in the Plan area. Newer, higher density projects in the area are expected to include more landscaped areas, including green roofs, than currently existing, which would potentially help to decrease storm water runoff. The Plan recommends the following measures to control stormwater runoff:

- The City should implement the proposed improvements of the May 2003 City of Menlo Park City-Wide Storm Drainage Study.
- The City should consider allowing for a variance for developers from design requirements regarding offsite storm-water freeboard (i.e., storm-water would be contained within the underground conveyance system) within the Specific Plan area, relative to the ten-year storm. Proposed projects in the Specific Plan area should be required to limit storm-water runoff to current conditions or less.
- The City should implement green roof measures and other sustainable practices to decrease storm drainage run-off.

3.7.7 Sanitary Sewer

The West Bay Sanitary District (WBSD) owns and maintains sewer facilities in the Plan area. The South Bayside System Authority (SBSA) owns and maintains the main line and wastewater treatment plant that serves the Plan area. Anticipated wastewater generation increases from the Specific Plan area are not expected to be limited by current or future capacity at the treatment

plant. The Specific Plan's build-out program, if achieved, would generate roughly a 1.5 percent increase over current treatment rates at the SBSA.

The Specific Plan recommends that sewer upgrades should occur in conjunction with the proposed streetscape improvements, as appropriate, to meet size and separation requirements with other utilities and to accommodate each development as they come on-line. Irrespective of the ability for existing local sewer infrastructure to meet future capacity needs, local lines may need to be replaced in conjunction with the streetscape improvements to mitigate existing inflow and infiltration issues within the Specific Plan area.

3.7.8 Water Supply and Delivery

The California Water Service Company's (Cal Water) Bear Gulch District supplies water and maintains water conveyance facilities for the Plan area. The Specific Plan's build-out program, if achieved, would result in an additional water demand equal to approximately 1.5 percent of 2010 through 2035 demand in the Bear Gulch District.

The Specific Plan recommends:

- The City should coordinate with Cal Water to prepare a water system master plan for replacement of water lines within the Specific Plan area to meet water use or fire code requirements for proposed new development.
- Water upgrades should occur in conjunction with the proposed streetscape improvements to meet size and separation requirements with other utilities.

3.8 Required Approvals and Actions

This EIR is intended to provide the information and environmental analysis necessary to assist the City in considering all the approvals and actions necessary to adopt the Menlo Park El Camino Real/Downtown Specific Plan. To summarize previous discussions in this chapter, the following actions are required by the City for adoption of the Plan:

- **Certification of the EIR.** Certify the Menlo Park El Camino Real/Downtown Specific Plan EIR and make environmental findings pursuant to CEQA.
- **Amendments to General Plan.** Amend General Plan text and maps to incorporate the Specific Plan.
- **Amendments to the Menlo Park Zoning Ordinance.** Amend Zoning Ordinance text and map to incorporate the Specific Plan

Although not required to approve the Plan, the City and other relevant responsible agencies that may be identified would be required to review and approve separate applications, conduct environmental review, and consider discretionary approvals required for the development of specific subsequent development proposals that cannot be known at this time. As previously

discussed, the City would review actual future development proposals within the Plan area for consistency with the Plan and for potential site specific significant environmental impacts.

The agencies below would be required to approve the proposed Specific Plan for development in areas under their jurisdiction that are within the Plan area:

- Caltrans—El Camino Real (State Route 82)
- Peninsula Corridor Joint Powers Board—Caltrain Right-of-Way.

**TABLE 3-2
MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN DRAFT
STANDARDS, GUIDELINES, AND POLICIES**

Note: Unless listed as a Standard or a Policy, the numbers in the left column refer to Specific Plan Guidelines.

D.2 DOWNTOWN	
Santa Cruz Avenue Sidewalks	
Streetscape improvements on Santa Cruz Avenue should include the following:	
Standard D.2.01	Streetscape improvements on Santa Cruz Avenue shall retain existing median trees to the extent possible.
D.2.01	Provide widest sidewalk possible while retaining on-street parallel parking.
D.2.02	Introduce safe pedestrian crossings by using elements such as marked crossings, clear signage, supplementary lighting, and curb extensions.
D.2.03	Introduce street trees in parking zone to maximize sidewalk width, particularly in those areas where a 12-foot-minimum sidewalk dimension cannot be achieved.
D.2.04	Coordinate with streetscape improvements in the station area.
D.2.05	Consider the following as criteria for streetscape furnishing selection: timeless, functional, easy maintenance, durability and sustainability.
D.2.06	Achieve safe lighting for vehicular circulation and comfortable lighting for pedestrians; consider additional decorative lighting for nightscape.
Sidewalk improvements on Santa Cruz Avenue should include the following:	
D.2.07	Organize sidewalks according to best practice functional zones: frontage zone (if space allows), pedestrian thru zone, furnishings zone and curb/parking zone. [As] illustrated in Figure D8 [of the Specific Plan], each zone should accommodate a specific function.
D.2.08	Incorporate a frontage zone, if space allows. A frontage zone lies between the adjacent building and pedestrian thru zone, assuming the sidewalk dimension allows for it, and it may accommodate outdoor seating and planting.
D.2.09	Incorporate a pedestrian thru zone, which allows for unimpeded pedestrian circulation, free of all obstruction, including utility boxes and fences for outdoor dining. The pedestrian thru zone should have a minimum width of 12 feet.
D.2.10	Incorporate a furnishings zone, which provides a buffer between the pedestrian thru zone and street traffic. The furnishings zone accommodates public amenities such as street trees, street lamps, benches, bike racks, kiosks, news racks, mailboxes, transit shelters, public art, plantings, utility poles and utility boxes. In some cases, the furnishings zone is also used for outdoor seating and dining by shops, cafes and restaurants. The furnishings zone should have a minimum width dimension of 5 feet.
D.2.11	Incorporate a curb/parking zone, which is the interface between the roadway and sidewalk and accommodates vehicular parking (See Figures D9 and D10 of the Draft Specific Plan)
D.2.12	Optimize flexibility and space for outdoor seating.
D.2.13	Avoid cluttering of sidewalk with excessive or encumbering streetscape elements.
D.2.14	Preserve good visibility of retail storefronts.
Santa Cruz Avenue Central Plaza	
The design of the Santa Cruz Avenue Central Plaza should include the following:	
D.2.15	Afford flexible use.
D.2.16	Allow for the area to be open or closed to traffic.
D.2.17	Provide a unifying overall treatment from building edge to building edge.
D.2.18	Consider a flush surface by raising the roadway to sidewalk level, creating a seamless, walkable space while also serving as a traffic calming device.
D.2.19	Incorporate and ensure continuity of the pedestrian thru zone as established for the length of Santa Cruz Avenue.
D.2.20	Consider incorporating additional landscaping materials within widened sidewalk areas.
D.2.21	Consider a civic art installation.

TABLE 3-2 (Continued)
MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN DRAFT
STANDARDS, GUIDELINES, AND POLICIES

Note: Unless listed as a Standard or a Policy, the numbers in the left column refer to Specific Plan Guidelines.

D.2 DOWNTOWN (cont.)	
Chestnut Paseo	
The design of the Chestnut Paseo should include the following:	
D.2.22	Afford flexible use.
D.2.23	Provide a unifying overall treatment, with enhanced paving, the width of the right-of-way.
D.2.24	Provide a flush surface by raising the roadway to sidewalk level, creating a seamless, walkable space.
D.2.25	Consider additional landscaping and a civic art installation.
D.2.26	Consider providing additional shade with permanent light tensile structure (i.e. structured, open-air, tent-like structure).
D.2.27	Coordinate treatment with Santa Cruz Avenue Central Plaza and market place.
D.2.28	Allow for emergency vehicular access throughout.
Market Place	
D.2.29	Programming of the market place should contribute to the Farmer's Market identity and presence in the region.
D.2.30	The market place improvement could be a roofed structure, an enclosed building(s), an extension of the paseo or a combination of the above. It could be disconnected structures or other improvements along either side of the Chestnut Paseo, or it could potentially straddle the paseo. The market place could have an approximate size of 4,000 square feet.
The design of the market place should include the following:	
D.2.31	Be oriented to activate the Chestnut Paseo, Farmer's Market and flex space during events.
D.2.32	Preserve and integrate into the concept the existing heritage oak tree.
D.2.33	Consider establishing a visual landmark from Santa Cruz Avenue and the parking plazas.
D.2.34	Coordinate treatment with the Chestnut Paseo and adjacent flex space/parking area.
D.2.35	Retain automobile access to and from Parking Plazas 6 and 7, toward the south end of Chestnut Street.
D.2.36	The design of the market place shall provide clear space as needed for emergency vehicles to pass through.
South Parking Plazas Pedestrian Link	
The design of the pedestrian promenade should include the following:	
D.2.37	Be continuous between University Drive and Doyle Street, incorporating pedestrian crosswalks across intersected streets.
D.2.38	Incorporate a 6-foot clear minimum pedestrian thru zone.
D.2.39	Be tree-lined for shade and properly lit for pedestrian safety.
D.2.40	Coordinate style and materials with the Chestnut Paseo.
D.2.41	Consider special paving treatment, including public art inlays or other creative use of the surface as well as sustainable materials such as permeable paving.
D.2.42	Consider special treatment of trash bins, utilities, etc. to create a more pleasing environment.
Flex Space/Parking Area (Parking Plazas 5 and 6)	
The design for improvements to Parking Plazas 5 and 6 should include the following.	
D.2.43	Optimize layout and functionality, including integration of the portion of Crane Street between the parking plazas and the pedestrian promenade on the northern edge of the parking plazas.
D.2.44	Preserve existing trees to the extent possible.
D.2.45	Provide the same number of parking spaces (or more) as exist today to the extent possible.
D.2.46	Consider opportunities for sustainable practices such as augmenting the permeability of surfaces, mitigating the heat island effect and producing renewable energy.
D.2.47	Consider creative lighting of the space, such as in-ground lights, to create identity and unique evening/ nightscape experience.

TABLE 3-2 (Continued)
MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN DRAFT
STANDARDS, GUIDELINES, AND POLICIES

Note: Unless listed as a Standard or a Policy, the numbers in the left column refer to Specific Plan Guidelines.

D.2 DOWNTOWN (cont.)	
Crane Street and Chestnut Street/Oak Grove Avenue Pocket Parks	
The design of the pocket parks should include the following:	
D.2.48	Convey a "soft" character with ample use of softscape materials (e.g. grass and planting).
D.2.49	Provide shade and seating.
D.2.50	Consider use of seasonal plant materials and public art installation.
D.2.51	Emphasize safety and comfort for all users.
Other Street/Alley Improvements	
The design of the pedestrian connectors should include the following:	
D.2.52	Incorporate an 8-foot clear pedestrian zone.
D.2.53	Be tree-lined for shade and properly lit for pedestrian safety.
D.2.54	Provide safe crosswalks on Chestnut and Crane Streets for continuity of the network of connections.
D.2.55	Include way-finding signage.
D.2.56	Coordinate treatment with pocket parks and overall streetscape palette for Santa Cruz Avenue.
D.3 STATION AREA	
Civic Plaza + Santa Cruz Avenue	
The design of the Civic Plaza should include the following:	
Standard D.3.01	Preserve and highlight the existing historic train station building
Standard D.3.02	Accommodate bus turning and drop-off/pick-up of passengers
D.3.01	Provide a unifying treatment across the Plaza.
D.3.02	Allow for integrated vehicular circulation through the space.
D.3.03	Organize the plaza around, and integrate into its overall design, a central civic feature such as a fountain or sculpture; the major element should be located in a way that optimizes visibility from downtown, in particular from Santa Cruz Avenue.
D.3.04	Consider use of iconic trees to create a unique sense of civic space, such as native oak trees, that are distinctive from general surrounding landscaping but already featured at the station.
D.3.05	Incorporate lighting fixtures and decorative lighting to create a memorable space.
D.3.06	Accommodate various connection options across the Caltrain right-of-way depending on the final configuration of the high-speed rail line.
D.3.07	Provide 15 foot tree-lined sidewalk on the northern side of Santa Cruz Avenue, coordinated with improved sidewalks for the main part of the avenue downtown.
D.3.08	Optimize the interface with Menlo Center and connection to its plaza.
Menlo Center Plaza	
Enhancements to the Menlo Center Plaza should include the following:	
D.3.09	Coordinate with enhancements to El Camino Real streetscape and Civic Plaza.
D.3.10	Include benches or other seating furniture.
D.3.11	Provide a direct connection with the station Civic Plaza.
Alma Street Civic Walk	
The design of the Alma Street Civic Walk should include the following:	
D.3.12	Take into consideration the final configuration of the proposed high speed rail.
D.3.13	Provide a 15 foot minimum tree-lined sidewalk on the east side of Alma Street between the station area and Ravenswood Avenue, with an 8 foot wide minimum pedestrian thru zone

TABLE 3-2 (Continued)
MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN DRAFT
STANDARDS, GUIDELINES, AND POLICIES

Note: Unless listed as a Standard or a Policy, the numbers in the left column refer to Specific Plan Guidelines.

D.3 STATION AREA (cont.)	
Alma Street Civic Walk (cont.)	
D.3.14	Be safely lit to reinforce the pedestrian experience.
D.3.15	Coordinate with other improvements in the station area, creating a greater sense of connectivity and continuity.
D.3.16	Provide a safe pedestrian crosswalk between Civic Walk and the train station/Civic Plaza, depending on the final configuration of the proposed high speed rail and consistent with the guidelines for the Civic Plaza.
D.3.17	Incorporate a safe and upgraded pedestrian crossing at Ravenswood Avenue
D.3.18	Include pedestrian way-finding signage.
D.3.19	Preserve to the extent feasible heritage and other significant trees.
Ravenswood Gateway	
The design of the Ravenswood Gateway should include the following:	
D.3.20	Coordinate streetscape and landscape design improvements with Alma Street Civic Walk and station Civic Plaza.
D.3.21	Coordinate crossing treatment with Alma Street Civic Walk.
D.3.22	Consider use of iconic and differentiated trees, such as native oak trees.
D.3.23	Integrate lighting to achieve gateway and civic character.
D.3.24	Include a landmark sign or art element.
D.3.25	Include pedestrian way-finding signage.
Railroad Tracks/High Speed Rail Open Space	
D.3.26	If high speed rail is placed underground, the City should encourage a final configuration that includes Caltrain tracks. Such a configuration should be capped, with the roof of the tunnel able to accommodate public use, such as a linear park, at grade.
D.3.27	If high speed rail is placed underground as described above, a linear public park, accommodating pedestrians and bicyclists, should be considered for placement above ground as well as other appropriate commercial uses.
D.3.28	If high speed rail is elevated, the City should encourage a final configuration that includes Caltrain tracks. With such a configuration, the City should encourage a structure that provides maximum "porosity" with maximum visual and/or physical access underneath (e.g. elevated Bart tracks in the East Bay). The tracks should be elevated enough to allow for at grade passage underneath for vehicles, bicyclists and pedestrians. An earthen embankment or stark walls should be avoided. Wherever possible, an elevated configuration should incorporate landscaping to soften the visual impact.
D.3.29	If high speed rail is elevated as described above, the City should consider maximizing east-west pedestrian and bicycle connections underneath, in addition to those in the Specific Plan, where appropriate. The spaces should be safe and welcoming.
D.4 EL CAMINO REAL	
The design of the sidewalks along El Camino Real, whether within the El Camino Real corridor or within adjacent setback areas, should include the following:	
D.4.01	Take into consideration recommended criteria of the Grand Boulevard Initiative's <i>Multi-Modal Access Strategy & Context-Sensitive Design Guidelines</i> (draft).
D.4.02	Be 15 feet wide, at a minimum, on the east side of El Camino Real, inclusive of a 10-foot wide clear pedestrian thru zone.
D.4.03	Be 12 to 15 feet wide on the west side of El Camino Real, inclusive of a 8-foot wide clear pedestrian thru zone, in the downtown area between Oak Grove Avenue and Menlo Avenue.
D.4.04	Be 12 feet wide, at a minimum, on the west side of El Camino Real, inclusive of a 8-foot wide clear pedestrian thru zone, north of Oak Grove Avenue and South of Menlo Avenue.
D.4.05	Incorporate a coordinated set of streetscape improvements, including street trees, paving and lighting.

TABLE 3-2 (Continued)
MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN DRAFT
STANDARDS, GUIDELINES, AND POLICIES

Note: Unless listed as a Standard or a Policy, the numbers in the left column refer to Specific Plan Guidelines.

D.4 EL CAMINO REAL (cont.)	
East-West Connectivity	
The design of sidewalk extensions on El Camino Real should include the following:	
D.4.06	Take into consideration recommended criteria of the Grand Boulevard Initiative's <i>Multi-Modal Access Strategy & Context-Sensitive Design Guidelines</i> (draft).
D.4.07	Optimize crossing time by reducing curb-to-curb distance to the extent feasible.
D.4.08	Optimize safety and comfort with appropriate striping, ramps and warning pavers and other accessibility requirements.
D.4.09	Integrate additional landscaping and "low impact development" (LID) materials, such as pervious materials to manage storm water, where possible.
D.4.10	Incorporate special treatment for intersections in the downtown/station areas (i.e., Oak Grove Avenue, Santa Cruz Avenue and Menlo Avenue) to enhance connections between the two areas.
D.4.11	Coordinate street trees, lighting, paving and other key streetscape elements with other streetscape elements of El Camino Real above.
Burgess Park Linkage/Open Space Plaza	
The design of the open space plaza and pedestrian/bicycle linkage should include the following:	
D.4.12	Visually extend Middle Avenue.
D.4.13	Allow for seating and informal gatherings.
D.4.14	Provide green space and shaded areas.
D.4.15	Integrate with vehicular access needs and associated development.
D.4.16	Provide a pedestrian and bicycle linkage between El Camino Real, the new open space and Burgess Park at Middle Avenue; this linkage would involve a grade separated crossing if tracks remain at grade.
D.4.17	Emphasize safety and comfort for all users.
D.5 GENERAL GUIDELINES	
Walkable Streets/Streetscape Palette	
D.5.01	All pedestrian pathways should be continuous, direct, shaded and lit for safety.
D.5.02	The streetscape palette should be consistent and coordinated across downtown and the station area for main streetscape elements. The streetscape palette should also be consistent for El Camino Real.
Street Trees and Planting Materials	
D.5.03	The street tree canopy should be extended for shade, and street tree rows completed for continuity.
D.5.04	Iconic/differentiated trees should be used for civic spaces.
D.5.05	Indigenous plant materials should be used for reduced water consumption.
D.5.06	Deciduous/flowering plants could be used, where appropriate, for seasonal variation and additional interest.
Signage	
D.5.07	Signage should be coordinated, and it could be used to enhance downtown identity.
D.5.08	A comprehensive pedestrian way-finding system should be implemented.
Public Art	
D.5.09	Public art could be used to create focal points and mark destinations.
D.5.10	Public art could be incorporated into pathways (e.g. interpretive walk).
D.5.11	Temporary public art could be installed throughout downtown.
D.5.12	Public art could include lighting.
Durability and Maintenance	
D.5.13	Durability and easy maintenance should be considered when selecting streetscape furnishings.

TABLE 3-2 (Continued)
MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN DRAFT
STANDARDS, GUIDELINES, AND POLICIES

Note: Unless listed as a Standard or a Policy, the numbers in the left column refer to Specific Plan Guidelines.

D.5 GENERAL GUIDELINES (cont.)	
Accessibility	
D.5.14	Applicable accessibility codes shall be integrated into streetscape and public space design.
Surface Parking Guidelines	
Surface parking should include the following:	
D.5.15	Visually attractive, particularly when seen from streets and public spaces.
D.5.16	Address security and safety concerns with adequate lighting and sight lines.
D.5.17	Retain existing mature streets to the extent possible.
D.5.18	Incorporate canopy trees for shade.
D.5.19	Introduce safe pedestrian pathways, connecting the parking lot to building entries and public sidewalks, using elements such as, marked crossings, clear signage and supplementary lighting.
D.5.20	Surface parking lots should preserve existing mature trees to the extent possible
D.5.21	To reduce water consumption and heat island effect, parking lots should incorporate shade, use indigenous plant materials and use permeable materials, where appropriate
D.6 SUSTAINABLE PRACTICES	
Walkable Streets	
D.6.01	Healthy activity and walking should be encouraged through well designed and attractive public spaces.
D.6.02	Shaded streets and public spaces that optimize use and activity should be provided
Stormwater Management	
D.6.03	Pervious materials should be used on sidewalks and other paved surfaces wherever possible to minimize storm-water run-off from paved surfaces.
D.6.04	Large soil-filled, planted catch basins are encouraged as a part of sidewalk design. They should be coordinated with street trees, lighting, and infrastructure on the street.
Heat Island Affect Reduction	
D.6.05	Dark paved areas should be minimized.
D.6.06	Greening and the shading of spaces are encouraged.
Reduced Water Consumption, Maintenance and Durability	
D.6.07	Indigenous and drought resistant plant materials should be used.
Reduced Energy Consumption	
D.6.08	Reduced consumption/solar power fixtures should be used.
E.3 LAND USE DESIGNATIONS, ZONING DISTRICTS AND USE REGULATIONS	
E.3.4 Building Massing and Modulation	
E.3.4.01	Buildings should be sensitive to the scale and character of adjacent buildings on rear property lines.
E.3.4.02	Buildings should complement the low-scale, horizontal character of the Specific Plan area, and ensure a basic horizontal articulation, by differentiating the ground floor from the upper floors or roof.
E.3.4.03	Buildings should consider sun shading as part of a modulation and articulation strategy.
E.3.4.04	Buildings downtown should maintain a tight and varied rhythm of façades compatible with the existing character. In particular, they should relate to the typical 50 foot wide parcel width through building vertical modulation and façade articulation. Such techniques could include the use of change in façade rhythm, façade recesses, or change in materials or color.
E.3.45.05	Potential future developments or parking garages on downtown parking plazas should integrate with adjacent existing buildings and avoid monolithic massing by employing modulation strategies.

TABLE 3-2 (Continued)
MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN DRAFT
STANDARDS, GUIDELINES, AND POLICIES

Note: Unless listed as a Standard or a Policy, the numbers in the left column refer to Specific Plan Guidelines.

E.3 LAND USE DESIGNATIONS, ZONING DISTRICTS AND USE REGULATIONS (cont.)	
E.3.5 Building Ground Floor, Entry and Retail Frontage Treatment	
<i>Ground Floor Treatment</i>	
E.3.5.01	Buildings should orient ground-floor retail uses, entries and direct-access residential units to the street.
E.3.5.02	Buildings should activate the street by providing visually interesting and active uses, such as retail and personal service uses, in ground floors that face the street. If office and residential uses are provided, they should be enhanced with landscaping and interesting building design and materials. Blank walls at ground floor are discouraged and should be minimized.
E.3.5.03	For buildings where ground floor retail, commercial or residential use are not desired or viable, other project related uses, such as a community room, fitness center, daycare facility or sales center, should be located at the ground floor to activate the street.
E.3.5.04	Larger developments should avoid a long stretch of continuous or monotonous street frontage and provide visual interest by varying the building façade main plane. When unavoidable, continuous lengths of blank wall at the street should use other appropriate measures such as landscaping or artistic intervention.
E.3.5.05	The retail or commercial ground floor shall be designed for optimal flexibility.
E.3.5.06	Residential units located at ground level should have their floors elevated above street level for better transition and privacy, provided that local accessibility codes are met.
E.3.5.07	Buildings should provide ground floor transparency (i.e., windows) for retail uses, office uses and lobbies to enhance the visual experience from the sidewalk and street.
E.3.5.08	Buildings should avoid small recesses or setbacks treatments that are conducive to security issues for pedestrians.
E.3.5.09	Canopies and awnings should be integrated to the ground floor and overall building design to break up building mass, to add visual interest to the building and provide shelter and shade.
<i>Building Entries</i>	
E.3.5.10	Building entries should be oriented to a public street or other public space. Their treatment should be prominent and visually distinctive from the rest of the façade with creative use of scale, materials, glazing, projecting or recessed forms, architectural details, color, and/or awnings.
E.3.5.11	Multiple entries at street level are encouraged where appropriate.
E.3.5.12	Ground floor residential units are encouraged to have their entrance from the street.
E.3.5.13	For larger residential buildings with shared entries, the main entry should be through prominent entry lobbies or central courtyards facing the street. From the street, these entries and courtyards provide additional visual interest, orientation, and a sense of invitation.
E.3.5.14	Stoops and entry steps from the street are encouraged for individual unit entries when compliant with applicable accessibility codes. Stoops associated with landscaping create inviting, usable, and visually attractive transitions from private spaces to the street.
<i>Retail Frontage</i>	
E.3.5.15	Storefront design should be consistent with the building's overall design and contribute to establishing a well defined ground floor for the facades along streets
E.3.5.16	The distinction between individual storefronts, entire building façade, and adjacent properties should be maintained.
E.3.5.17	Storefront elements (windows, entrances, and signage) should provide clarity and lend interest to facades.
E.3.5.18	Individual storefronts should be clearly defined by architectural elements, such as piers and separations of glass.
E.3.5.19	Ground floor retail should have a primary entry from the sidewalk.
E.3.5.20	All individual retail uses should have direct access from the public sidewalk. For larger retail tenants, entries should generally occur at a minimum of every 50 feet, consistent with the typical lot size in downtown.
E.3.5.21	Recessed doorways for retail uses are encouraged and should be a minimum of two feet in depth. Recessed doorways provide cover or shade, help identify the location of store entrances, provide a clear area for out-swinging doors and offer the opportunity for interesting paving patterns, signage and displays.
E.3.5.22	Retail frontage, whether ground floor or upper floor, should have a minimum 50% transparency with clear vision glass; not heavily tinted or highly mirrored glass.

TABLE 3-2 (Continued)
MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN DRAFT
STANDARDS, GUIDELINES, AND POLICIES

Note: Unless listed as a Standard or a Policy, the numbers in the left column refer to Specific Plan Guidelines.

E.3 LAND USE DESIGNATIONS, ZONING DISTRICTS AND USE REGULATIONS (cont.)	
E.3.5 Building Ground Floor, Entry and Retail Frontage Treatment (cont.)	
E.3.5.23	Storefronts should remain un-shuttered at night and provide clear views of interior spaces lit from within. If storefronts must be shuttered for security reasons, the shutters should be located on the inside of the store windows and allow for maximum visibility of the interior.
E.3.5.24	Storefronts should not be completely obscured with display cases that prevent customers and pedestrians from seeing inside.
E.3.5.25	Signage should not be attached to storefront windows.
E.3.6 Parking, Service and Utilities	
E.3.6.01	The location, number and width of parking and service entrances should be limited to minimize breaks in building design, sidewalk curb cuts and potential conflicts with streetscape elements.
E.3.6.02	In order to minimize curb cuts, shared entrances for both retail and residential use are encouraged. In shared entrance conditions, secure access for residential parking should be provided.
E.3.6.03	When feasible, service access and loading docks should be located on secondary streets or alleys and to the rear of the building.
E.3.6.04	The size and pattern of loading dock entrances and doors should be integrated with the overall building design.
E.3.6.05	Loading docks should be screened from public ways and adjacent properties to the greatest extent possible. In particular, buildings that directly adjoin residential properties should limit the potential for loading related impacts, such as noise. Where possible, loading docks should be internal to the building envelope and equipped with closable doors. For all locations, loading areas should be kept clean.
E.3.6.06	Surface parking should be visually attractive, address security and safety concerns, retain existing mature trees and incorporate canopy trees for shade. See Section D.5 for more complete guidelines regarding landscaping in parking areas.
E.3.6.07	All utilities in conjunction with new residential and commercial development should be placed underground.
E.3.6.08	Above ground meters, boxes and other utility equipment should be screened from public view through use of landscaping or by integrating into the overall building design.
Parking Garages	
E.3.6.09	To minimize or eliminate their visibility and impact from the street and other significant public spaces, parking garages should be underground, wrapped by other uses (i.e., parking podium within a development), and/or screened from view through architectural and/or landscape treatment. Where appropriate, active retail uses should be placed at the ground floor of a parking garage along the façade facing the street.
E.3.6.10	Whether free-standing or incorporated into overall building design, garage facades should be designed with a modulated system of vertical openings and pilasters, with design attention to an overall building façade that fits comfortably and compatibly into the pattern, articulation, scale and massing of surrounding building character.
E.3.6.11	Shared parking is encouraged where feasible to minimize space needs, and is effectively codified through the plan's off-street parking standards and allowance for shared parking studies.
E.3.6.12	Lighting in parking garages should provide adequate security, but should be screened and controlled so as not to disturb surrounding properties.
E.3.6.13	A parking garage roof should be approached as a usable surface and an opportunity for sustainable strategies, such as installment of a green roof, solar panels or other measures that minimize the heat island effect.
E.3.6.14	To promote the use of bicycles, secure bicycle parking should be provided at the street level of public parking garages.
E.3.7 Private Open Space	
E.3.7.01	Private and/or common open spaces are encouraged as part of building modulation and articulation to enhance building facades.
E.3.7.02	Private developments should provide accessible and usable common open space for building occupants and/or the general public.
E.3.7.03	For residential developments, private open space should be designed as an extension of the indoor living area, providing an area that is usable and has some degree of privacy.

TABLE 3-2 (Continued)
MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN DRAFT
STANDARDS, GUIDELINES, AND POLICIES

Note: Unless listed as a Standard or a Policy, the numbers in the left column refer to Specific Plan Guidelines.

E.3 LAND USE DESIGNATIONS, ZONING DISTRICTS AND USE REGULATIONS (cont.)	
E.3.7 Private Open Space (cont.)	
E.3.7.04	Landscaping in setback areas should define and enhance pedestrian and open space areas. It should provide visual interest to streets and sidewalks, particularly where building facades are long.
E.3.7.05	Landscaping of private open spaces should be attractive, durable and drought resistant.
3.8.3 Sustainable Practices	
Policy E.3.8.3.01	The recommendations in Menlo Park's Climate Action Plan (CAP) relating to environmentally responsible construction and development and the reduction of GHG emissions should be supported.
Policy E.3.8.3.02	LEED certification, at a silver level or higher, should be required for the types of projects listed below. The applicable LEED® versions of performance standards are: LEED®- v3 (2009) New Construction; LEED®- v3 (2009) Core and Shell; LEED®- v3 (2009) Schools; and LEED®- v3 (2009) Commercial Interiors. LEED certification, at a silver level or higher, should be required for: <ul style="list-style-type: none"> • Newly constructed Group R (Residential) occupancy buildings with three or more dwelling units; • Newly constructed commercial buildings of Group B (occupancies including among others office, professional and service type transactions) and Group M (occupancies including among others display or sale of merchandise such as department stores, retail stores, wholesale stores, markets and sales rooms) that are 5,000 gross square feet or more; • New first-time build-outs of commercial interiors that are 20,000 gross square feet or more in buildings of Group B and M occupancies; and • Major alterations that are 20,000 gross square feet or more in existing buildings of Group B, M and R occupancies, where interior finishes are removed and significant upgrades to structural and mechanical, electrical and/or plumbing systems are proposed.
Policy E.3.8.3.03	Because the development of larger parcels provides the ability to incorporate cost effective carbon reduction features and renewable energy sources, development projects over 4 acres of land should have more stringent sustainability requirements and GHG reduction targets. These could include being certified at a LEED ND (neighborhood development) level of gold, and mandating a phased reduction of GHG emissions over a period of time, such as those prescribed in the 2030 Challenge.
Policy E.3.8.3.04	Because green building standards are constantly evolving, the requirements in this section should be reviewed and updated on a regular basis of at least every two years.
<i>Solar Access Guidelines</i>	
E.3.8.4.01	Buildings should incorporate narrow floor plates to allow natural light deeper into the interior.
E.3.8.4.02	Buildings should reduce use of daytime artificial lighting through design elements, such as bigger wall openings, light shelves, clerestory lighting, skylights, and translucent wall materials.
E.3.8.4.03	Buildings should allow for flexibility to regulate the amount of direct sunlight into the interiors. Louvered wall openings or shading devices like <i>bris soleils</i> help control solar gain and check overheating. <i>Bris soleils</i> , which are permanent sun-shading elements, extend from the sun-facing facade of a building, in the form of horizontal or vertical projections depending on sun orientation, to cut out the sun's direct rays, help protect windows from excessive solar light and heat and reduce glare within.
E.3.8.4.04	Where appropriate, buildings should incorporate arcades, trellis and appropriate tree planting to screen and mitigate south and west sun exposure during summer. This guideline would not apply to downtown and the station area where buildings have a minimum setback and street trees provide shade.
E.3.8.4.05	To maximize use of solar energy, buildings should consider integrating photovoltaic panels on roofs.
<i>Stormwater and Wastewater Management Guidelines</i>	
E.3.8.4.06	Buildings should incorporate intensive or extensive green roofs in their design. Green roofs harvest rain water that can be recycled for plant irrigation or for some domestic uses. Green roofs are also effective in cutting-back on the cooling load of the air-conditioning system of the building and reducing the heat island effect from the roof surface.
E.3.8.4.07	Projects should use porous material on driveways and parking lots to minimize stormwater run-off from paved surfaces.
E.3.8.4.08	Effective stormwater management techniques are recommended. Such techniques could include bioswales on surface parking lots and rain gardens in landscaped areas.

TABLE 3-2 (Continued)
MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN DRAFT
STANDARDS, GUIDELINES, AND POLICIES

Note: Unless listed as a Standard or a Policy, the numbers in the left column refer to Specific Plan Guidelines.

E.3 LAND USE DESIGNATIONS, ZONING DISTRICTS AND USE REGULATIONS (cont.)	
3.8.3 Sustainable Practices (cont.)	
<i>Landscaping Guidelines</i>	
E.3.8.4.09	Planting plans should support passive heating and cooling of buildings and outdoor spaces.
E.3.8.4.10	Regional native and drought resistant plant species are encouraged as planting material.
E.3.8.4.11	Provision of efficient irrigation system is recommended, consistent with the City's Municipal Code Chapter 12.44 "Water-Efficient Landscaping".
<i>Lighting Guidelines</i>	
E.3.8.4.12	Energy-efficient and color-balanced outdoor lighting, at the lowest lighting levels possible, are encouraged to provide for safe pedestrian and auto circulation.
E.3.8.4.13	Glare into dwelling units and light pollution into the night sky should be minimized by use of fixtures with low cut-off angles.
E.3.8.4.14	Improvements should use ENERGY STAR qualified fixtures to reduce a building's energy consumption.
E.3.8.4.15	Installation of high-efficiency lighting systems with advanced lighting control, including motion sensors tied to dimmable lighting controls, are recommended.
<i>Green Building Material Guidelines</i>	
E.3.8.4.16	The reuse and recycle of construction and demolition materials is recommended. The use of demolition materials as a base course for a parking lot keeps materials out of landfills and reduces costs.
E.3.8.4.17	The use of products with identifiable recycled content, including post-industrial content with a preference for post-consumer content, are encouraged.
E.3.8.4.18	Building materials, components, and systems found locally or regionally should be used, thereby saving energy and resources in transportation.
E.3.8.4.19	A design with adequate space to facilitate recycling collection and to incorporate a solid waste management program, preventing waste generation, is recommended.
E.3.8.4.20	The use of material from renewable sources is encouraged.
F.5 BICYCLE STORAGE STANDARDS AND GUIDELINES	
Standard F.5.01	Outside downtown, new commercial development shall provide secure bicycle and storage facilities on-site.
F.5.01	Visitor and customer bicycle racks should be positioned in areas with active visual surveillance and night lighting, and protected from damage from nearby vehicles.
F.5.02	Outside downtown, bicycle racks should be located within 50 feet of each building's main entries. For retail buildings or other buildings with multiple main entries, bicycle racks should be proportionally disbursed within 50 feet of business or other main entries.
For retail outside downtown, the following secure bicycle storage facilities should be provided as follows.	
F.5.03	At least one accessible, indoor, secure bicycle storage space per retail worker for 10% of retail worker planned occupancy.
F.5.04	Secure visitor/customer bicycle racks on-site, with at least one bicycle space per 5,000 square feet of retail space, but no fewer than one bicycle space per business or four bicycle spaces per project site, whichever is greater.
For commercial non-retail outside downtown, the following secure bicycle storage facilities should be provided as follows:	
F.5.05	At least one accessible, indoor, secure bicycle storage space per occupant for 10% of planned occupancy.
F.5.06	Secure visitor bicycle racks on-site with at least one bicycle space per 10,000 square feet of commercial non-retail space but not fewer than four bicycle spaces per building.

TABLE 3-2 (Continued)
MENLO PARK EL CAMINO REAL AND DOWNTOWN SPECIFIC PLAN DRAFT
STANDARDS, GUIDELINES, AND POLICIES

Note: Unless listed as a Standard or a Policy, the numbers in the left column refer to Specific Plan Guidelines.

PARKING DEMAND AND SUPPLY POLICIES	
Policy 1	City to set up system to monitor parking supply and demand, including the number of spaces that must be accommodated by those displaced by public amenity improvements.
Policy 2	For parcels that are not associated with private parking lots that are currently part of the P (Parking) district: <ol style="list-style-type: none"> a. Parking for the first 1.0 FAR can be accommodated in public parking plazas, consistent with current policy; no in-lieu fee required; and b. Parking for additional FAR, up to the zoning district maximum, can be accommodated either/both: <ol style="list-style-type: none"> i. On-site; and/or ii. In public parking plazas if the required number of spaces is available; in-lieu fee required.
Policy 3	For parcels that are associated with private parking lots that are currently part of the P (Parking) district (see Figure F5 [of the Specific Plan]): <ol style="list-style-type: none"> a. If a P parcel is redeveloped, parking for the first 1.0 FAR can be satisfied by accommodating the parking provided by the P district parcel either/both: <ol style="list-style-type: none"> i. On-site (e.g. underground); and/or ii. In public parking plazas if the required number of spaces is available; in-lieu fee required. b. Parking for additional FAR, up to the zoning district maximum, can be accommodated either/both: <ol style="list-style-type: none"> i. On-site; and/or ii. In public parking plazas if the required number of spaces is available; in-lieu fee required.

**TABLE 3-3
DEVELOPMENT STANDARDS**

Area	Zoning District		Development Intensity			Building Heights		
			Land Use	FAR ¹	DU/Acre	Height Max	Façade Height Max	
EL CAMINO REAL	El Camino Real North	ECR NW	El Camino Real North-West	Mixed Use/ Residential	1.10 (1.50)	25.0 (40.0)	38'	N.A.
		ECR NE-L	El Camino Real North-East-Low Density	Mixed Use	0.75 (1.10)	20.0 (30.0)	38'	30'
		ECR NE	El Camino Real North-East	Mixed Use	1.10 (1.50)	25.0 (40.0)	38'	N.A.
		ECR NE-R	El Camino Real North-East-Residential Emphasis	Mixed Use/ Residential	1.10 (1.50)	32.0 (50.0)	38'	N.A.
	El Camino Real South	ECR SW	El Camino Real South-West	Mixed Use/ Residential	1.10 (1.50)	25.0 (40.0)	38'	30' (rear side)
		ECR SE	El Camino Real South-East	Mixed Use/ Residential	1.25 (1.75)	40.0 (60.0)	60	45'
Station	SA W	Station Area West	Retail/ Mixed Use	2.00 (2.25)	50.0 (60.0)	60'	45'	
	SA E	Station Area East	Retail/ Mixed Use	1.35 (1.75)	50.0 (60.0)	60'	45'	
Downtown	DA	Downtown Adjacent	Office/ Residential	0.85 (1.00)	18.5 (25.0)	38'	30'	
	D	Downtown Santa Cruz Avenue	Retail/ Mixed Use	2.00 (2.25)	25.0 (40.0)	38' 48' for Parking Plazas 1 & 3	30' 38" for Parking Plazas 1 & 3	

Specific Plan limits the amount of general office allowed and the amount of medical office, based on community concerns, to the following:

Office, General—shall not exceed one half of the base FAR or public benefit bonus FAR

Office, Medical and Dental—shall not exceed one third of the base FAR or public benefit bonus FAR

FAR and DU/acre include both Base and Public Benefit Bonus standards, discussed in more detail in Section E.3.1 "Intensity" of the Specific Plan

SOURCE: Perkins + Will, 2010