

September 17, 2009

Menlo Park Specific Plan

City of Menlo Park

Perkins+Will
ESA
Fehr Peers
Strategic Economics
BKF



Community Workshop #3

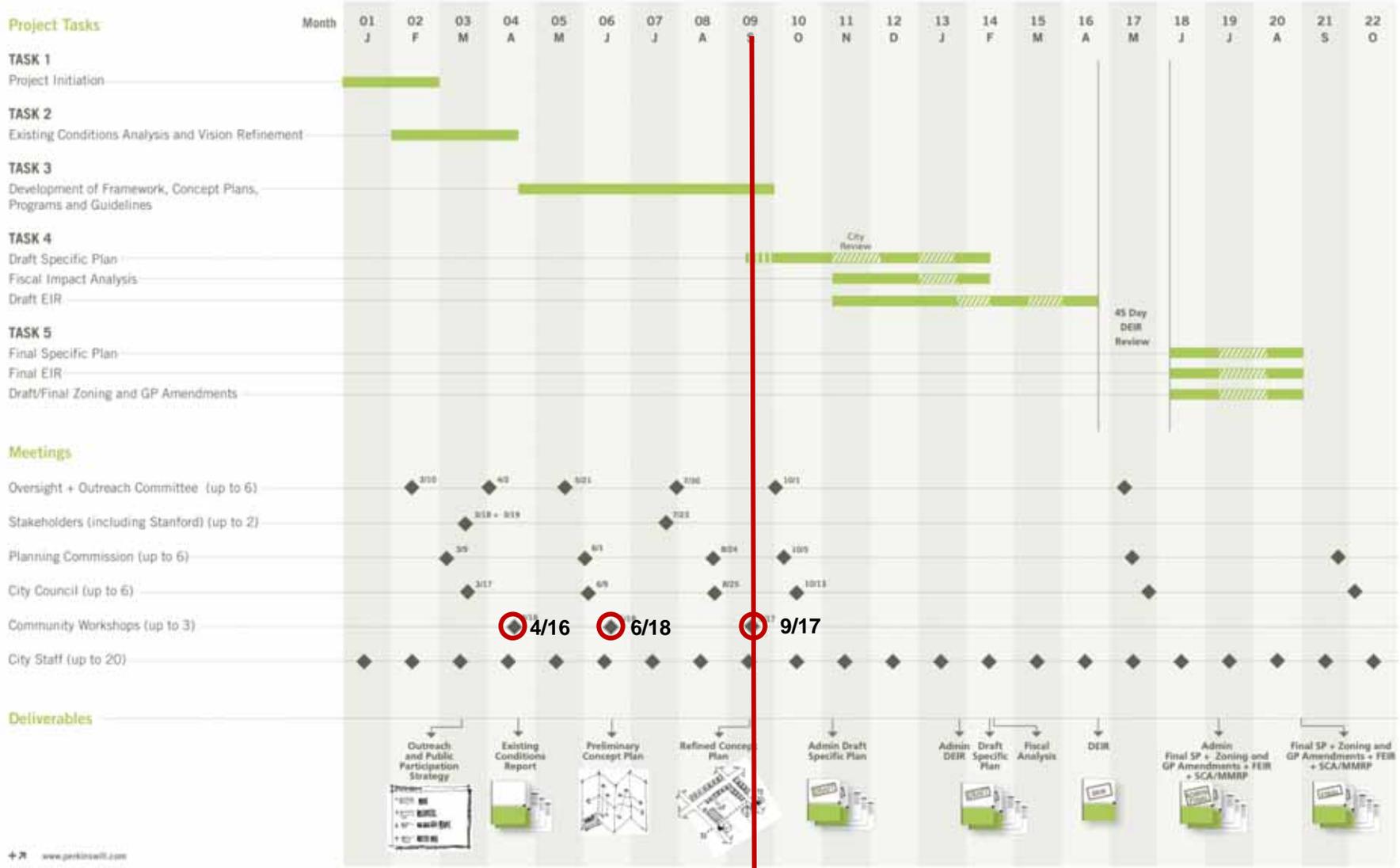
September 17, 2009

Objectives

- To present an Emerging Plan developed from Community Workshops #1 and #2
- To gain critical feedback on the Emerging Plan
- To help decide on final revisions, including options, to the Emerging Plan

Project Schedule — DRAFT
Menlo Park El Camino Real/Downtown Specific Plan, EIR and Amendments
17 July 2009

PER
+



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Next Steps

September 17, 2009

- Community Workshop #3 September 17
- Oversight/Outreach Committee Meeting October 1
- Planning Commission Meeting October 5
- City Council Meeting October 13
- Draft Specific Plan/Draft EIR Commences Mid-October

Community Workshop #3

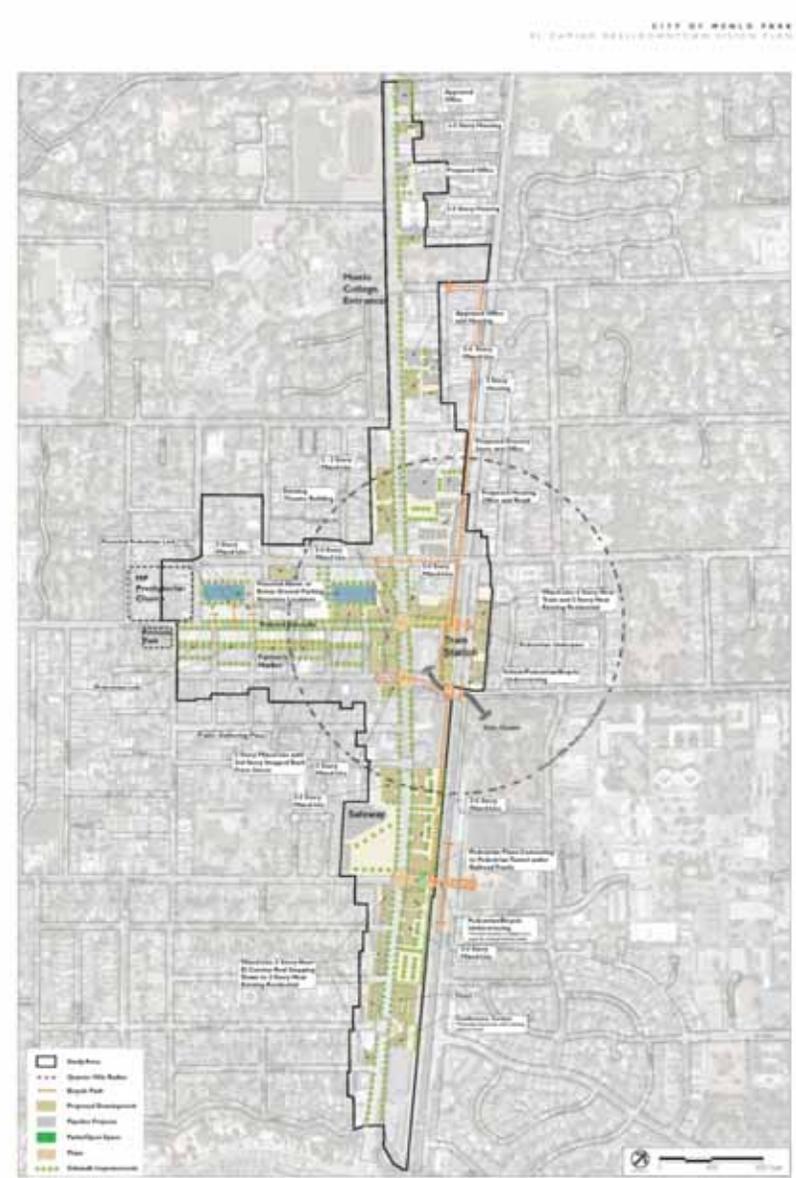
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Schedule for Tonight

- 6:30 PM to 7:00 PM Doors Open/Preview
- 7:00 PM to 7:30 PM Presentation
- 7:30 PM to 8:45 PM Open House
- 8:45 PM to 9:30 PM Public Comment and Discussion
(2 minute time limit per person)
- 9:30 PM to 9:45 PM Conclusion and Next Steps

Phase 1 Vision Plan

- Extensive community visioning exercise conducted in 2007 and 2008
- Included an educational forum, walking tours, three community workshops, one Planning Commission workshop, and two City Council Meetings
- Promoted by five citywide mailings (including two return surveys) sent to all residential and commercial properties, as well as by focused outreach from the projected Oversight and Outreach Committee.
- Vision Plan unanimously accepted by City Council; provides foundation for Specific Plan



Phase 1 Vision Goals

1. Vision Plan Area Character: Maintain a **village character** unique to Menlo Park.
2. East-West Connectivity: Provide greater east-west, town-wide connectivity.
3. El Camino Real Circulation: **Improve circulation and streetscape conditions** on El Camino Real.
4. Neighborhood Context: Ensure that El Camino Real **development is sensitive** to and compatible with adjacent neighborhoods.
5. Vacant and Underutilized Parcels on El Camino Real: **Revitalize underutilized parcels** and buildings.
6. Train Station Area: **Activate the train station** area.
7. Santa Cruz Avenue Pedestrian Character: Protect and **enhance pedestrian amenities on Santa Cruz Avenue**.
8. Downtown Vibrancy: Expand shopping, dining and neighborhood services to **ensure a vibrant downtown**.
9. Housing: **Provide residential opportunities** in the Vision Plan Area.
10. Open Space: **Provide plaza and park spaces**.
11. Pedestrian and Bicycle Circulation: Provide an integrated, safe and well-designed **pedestrian and bicycle network**.
12. Parking: **Develop parking strategies** and facilities that meet the commercial and residential needs of the community.

Review of Community Meeting #2: Key Directions

Community Meeting #2

June 18, 2009

Consideration of Concepts

- Presentation
- Break-Out Sessions
 1. Downtown + Station Area: Vibrancy/Land Use and Character
 2. Downtown + Station Area: Connectivity and Public Space
 3. El Camino Real and Rail Corridor: Connectivity, Vibrancy and Character
- Report Back



El Camino Real/Downtown Specific Plan
City of Menlo Park

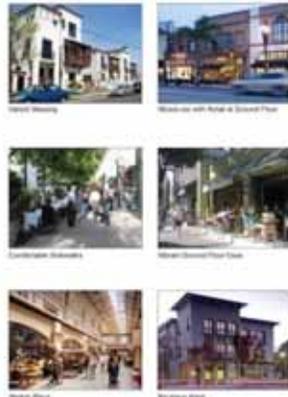
Vibrancy/Land Use + Character

Approach 1: Residential Focus			<p>Residential: + 400 units Retail: + 100,000 sq. ft. Commercial/Office: + 5.5</p> <p>Hotel: + 100 Parking: + 1,000 spaces Traffic: Trucks: + 6,000 trips</p> <p>Keynote Considerations: This approach provides a high density of residential units, which is a key element of a vibrant downtown. The greater amount of residential units will help to create a more vibrant and walkable neighborhood.</p>
Approach 2: Mix of Uses			<p>Residential: + 200 units Retail: + 50,000 sq. ft. Commercial/Office: + 100,000 sq. ft.</p> <p>Hotel: + 100 Parking: + 1,000 spaces Traffic: Trucks: + 7,000 trips</p> <p>Keynote Considerations: This approach provides a mix of uses, which is a key element of a vibrant downtown. The mix of uses will help to create a more vibrant and walkable neighborhood.</p>
Approach 3: Station Focus + Market Place			<p>Residential: + 300 units Retail: + 100,000 sq. ft. Commercial/Office: + 10</p> <p>Hotel: + 50 Parking: + 1,000 spaces Traffic: Trucks: + 6,000 trips</p> <p>Keynote Considerations: This approach provides a focus on the station and market place, which is a key element of a vibrant downtown. The focus on the station and market place will help to create a more vibrant and walkable neighborhood.</p>

Character: Height + Massing



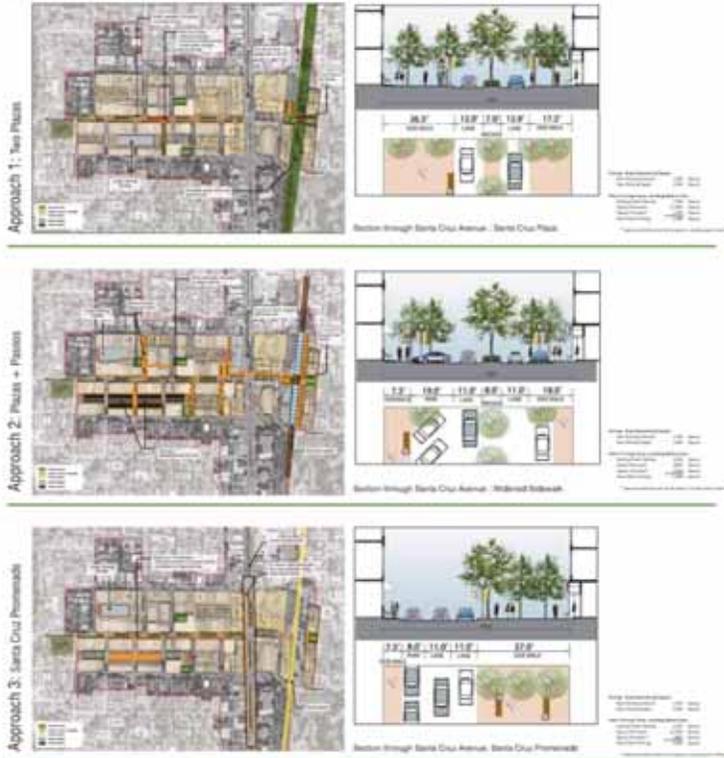
Precedents



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

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

Connectivity + Public Space



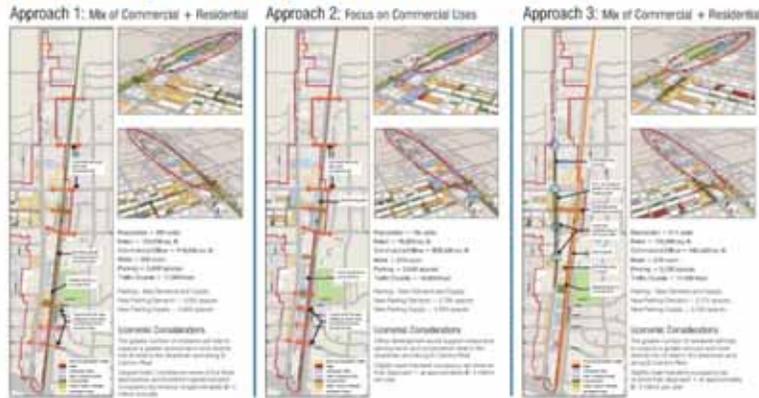
Types of Public Spaces



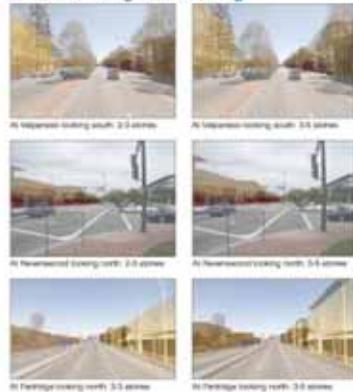
- A. *What elements of the plans provide the best overall pedestrian/bicycle experience and opportunities for community social space? (i.e. clear pedestrian network, wider sidewalks, amount and type of public space, interconnectedness of public space)*

- B. *What parking locations best address the need for downtown parking? (i.e. parking access, proximity to uses)*

Connectivity + Vibrancy + Character



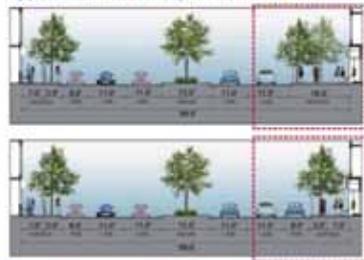
Character: Height + Massing



Precedents



Typical Section through El Camino Real



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

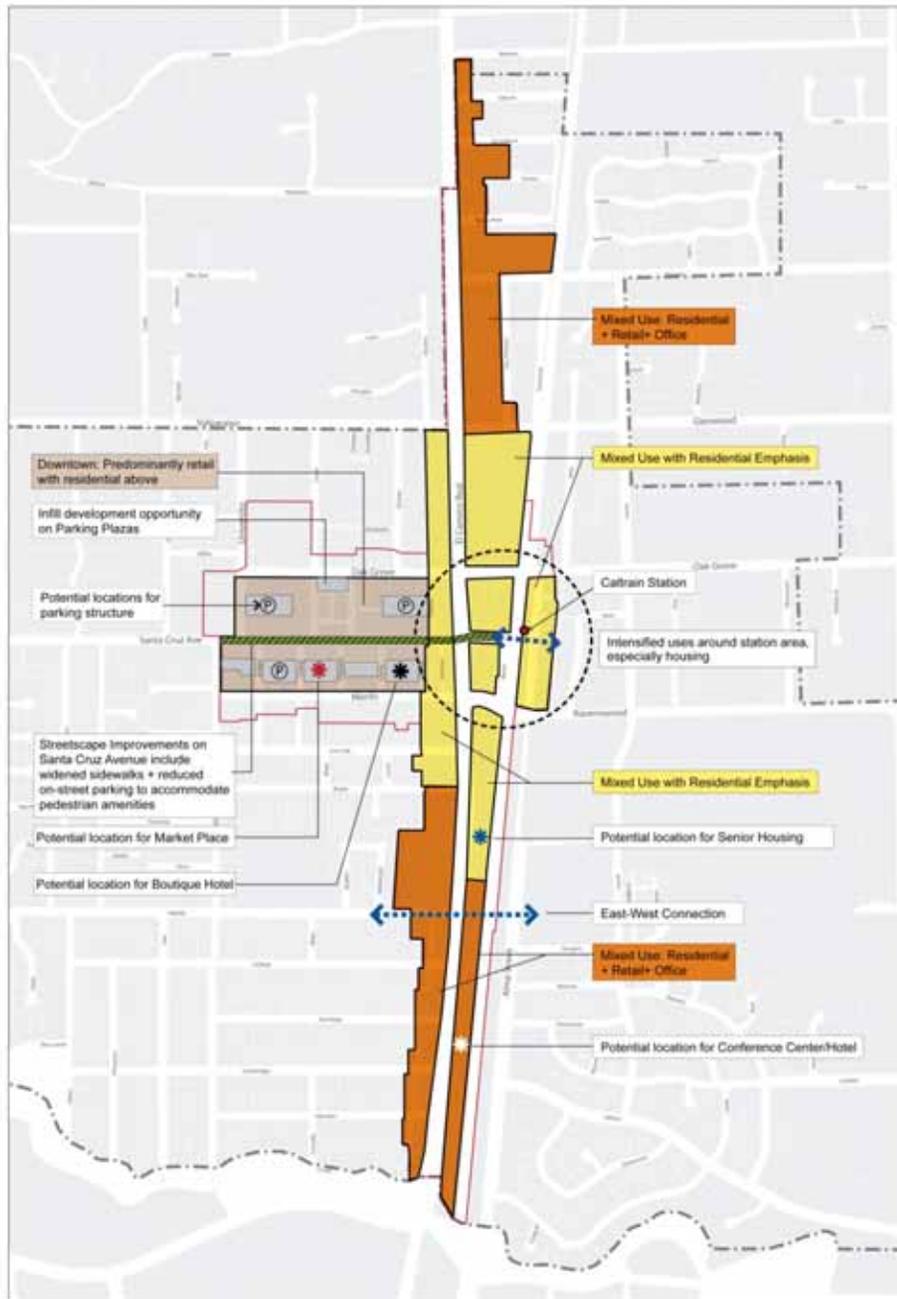
B. *What elements of the plans best improve the corridor's character and pedestrian environment? (i.e. landscape improvements, wider sidewalks, ease of crossing El Camino Real)*

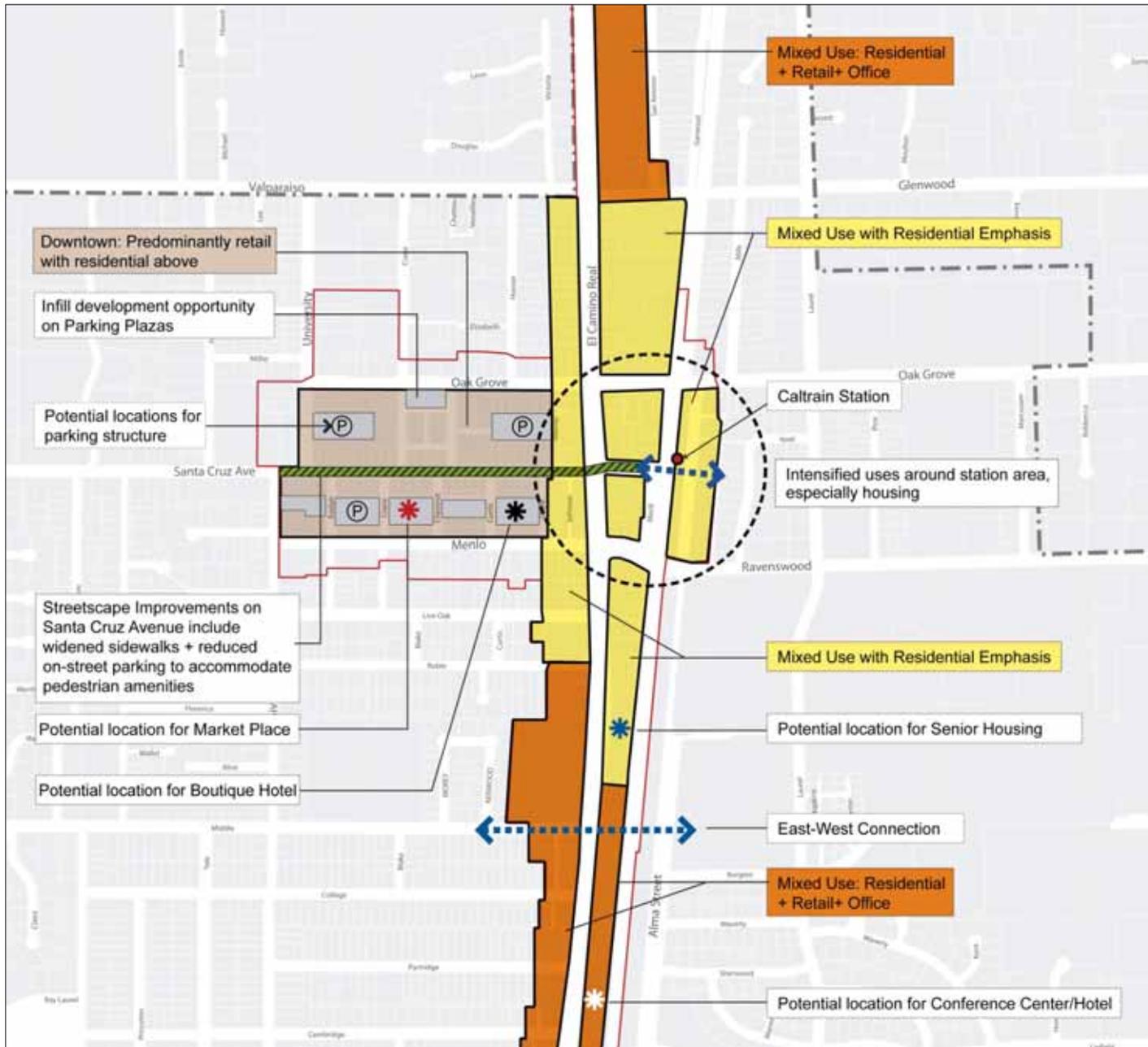
Community Meeting #2

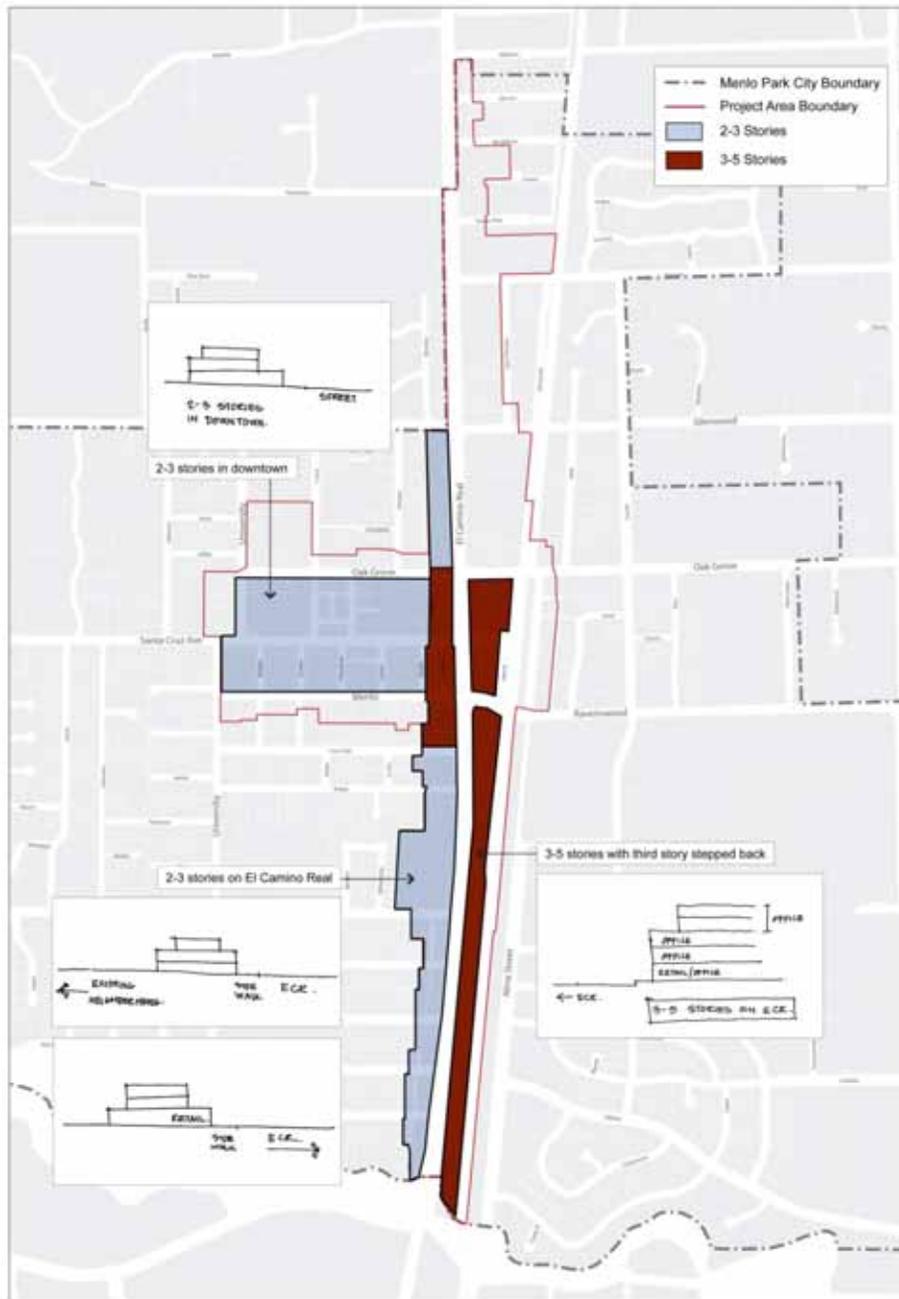
June 18, 2009

Recurring Themes for

- Vibrancy (Land Use)
- Public Space
- Connectivity







Recurring Themes for Character

- Massing modulation, building articulation and upper story setbacks to break down building scale
- Massing should be sensitive to and compatible with adjacent existing residential
- Traffic generation a major concern

Path to an Emerging Plan: Evaluation and Refinement

Path to an Emerging Plan

Evaluation and Refinement

- Oversight and Outreach Committee Meetings
- Planning Commission Meetings
- City Council Meetings

- Traffic Generation and Impacts
- Development Prototypes – Financial Feasibility
- Financial Analysis and Fiscal Impacts
- Strategies for Public Parking Downtown
- Improvements to El Camino Real – East/West Connectivity
- Improvements to Santa Cruz Avenue and Overall Public Space

Community Workshop #3

Community Workshop #3

September 17, 2009

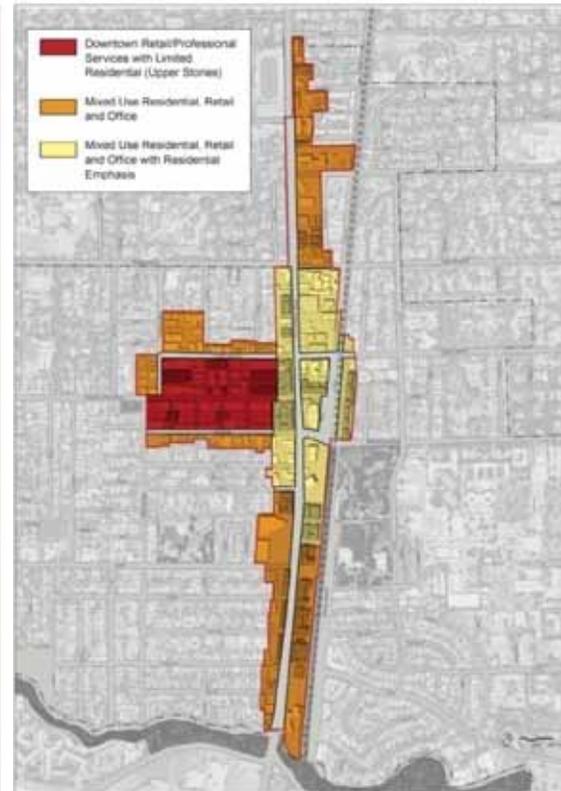
Open House Format

- Four Identical Stations, each with Six Boards:
 1. Emerging Plan
 2. Public Space (2 Boards)
 3. Character, Height and Massing
 4. Vibrancy/Land Use
 5. Connectivity and Traffic
- One Station with Background Information

Illustrative Plan



Proposed Land Use Plan



Vibrant Downtown



Connected Places



Walkability



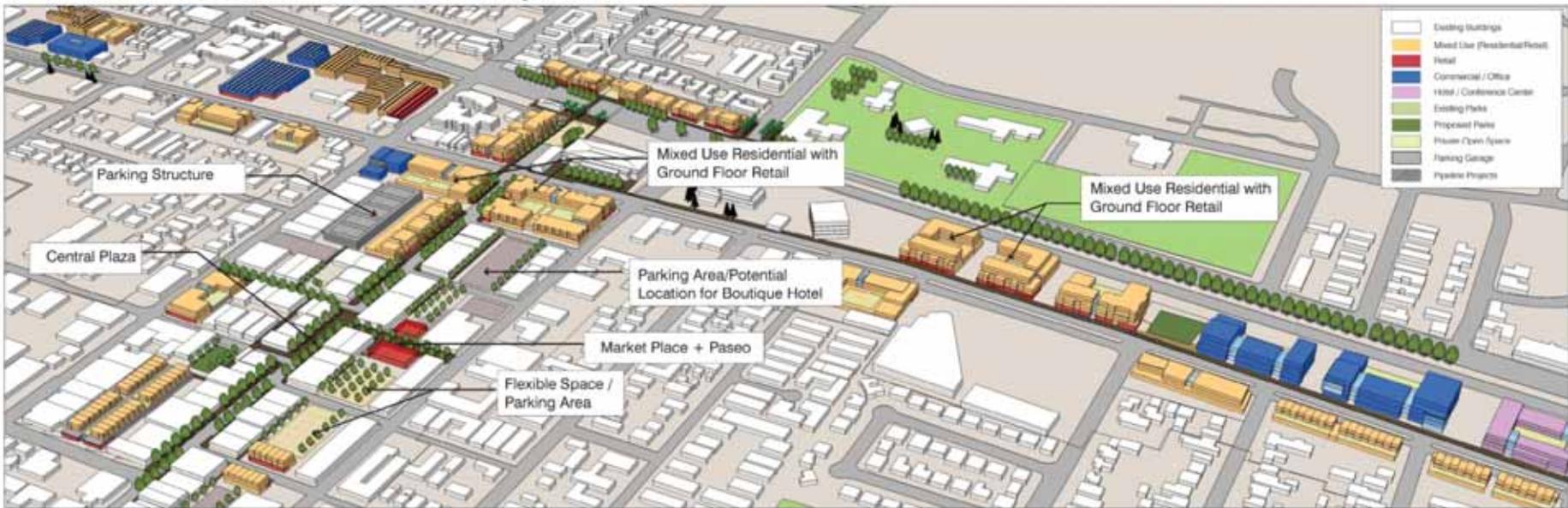
Living Downtown/Station Area



Integrating the Boulevard



Potential Scenario of Development



Downtown Public Space



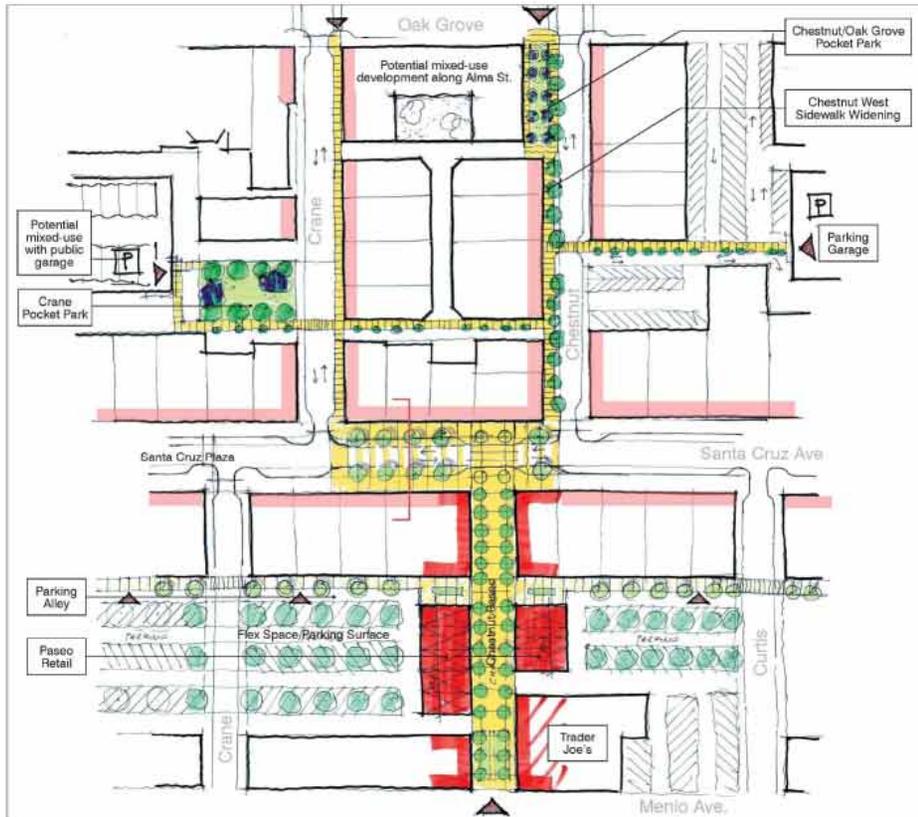
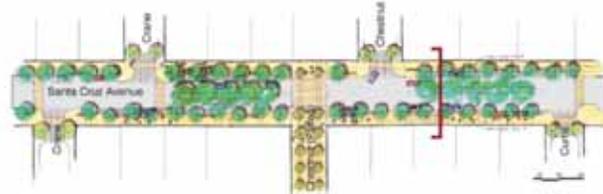


Illustration of Key Public Spaces Downtown

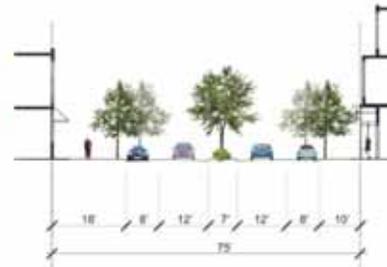
Illustration of Station Area

Santa Cruz Avenue Streetscape Concepts

Option 1: Moderate Streetscape Improvements (Median Trees Retained)



Plan of Santa Cruz Avenue with major Streetscape Improvements



Section through Santa Cruz Avenue

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



12' wide sidewalk, Palo Alto, CA



Illustration of 18' wide sidewalk

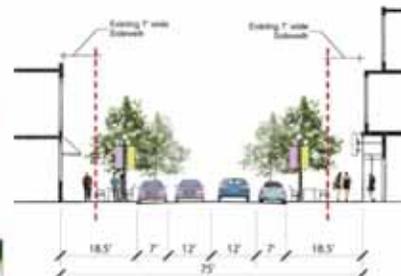


Existing Santa Cruz Ave.

Option 2: Major Streetscape Improvements (Median Trees Removed)



Plan of Santa Cruz Avenue with major Streetscape Improvements



Section through Santa Cruz Avenue

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



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



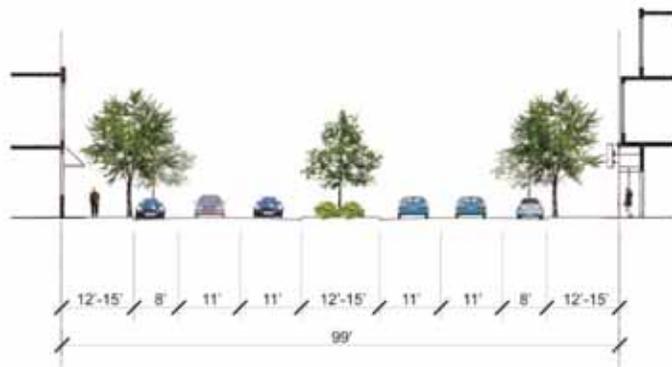
Illustration of 18.5' wide sidewalk



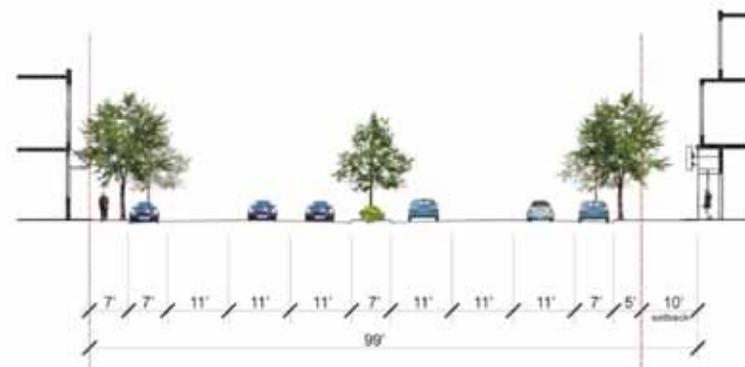
Existing Santa Cruz Ave.



El Camino Real Streetscape Concept



El Camino Real Downtown - Proposed Cross-Section



El Camino Real South - Proposed Cross-Section

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Building Character

3

Height + Massing

Potential Scenario of Development



Downtown Village Character

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

El Camino Real/Station Area Character

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

El Camino Real North/South Character

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

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Building Character

3

Downtown Village Character



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



Santa Cruz Avenue at Curtis: 2-3 stories

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Building Character

3

El Camino Real/Station Area Character



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

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

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Building Character

3

El Camino Real/Station Area Character



ECR at Ravenswood looking north: 3-5 stories



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

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Building Character

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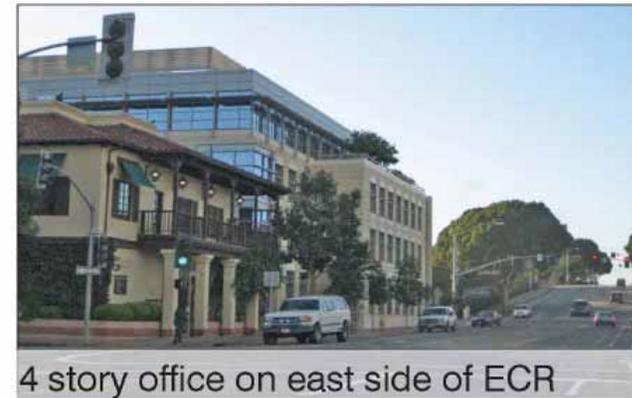
El Camino Real North/South Character



ECR at Partridge looking north: 3-5 stories



3 story residential on east side of ECR



4 story office on east side of ECR

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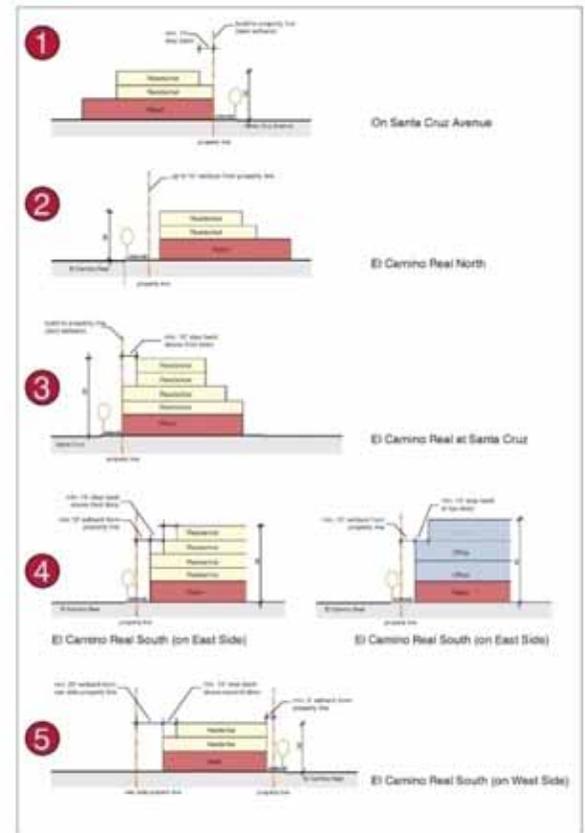
Building Character

3

Existing Building Heights per Menlo Park Zoning Ordinance



Proposed Building Heights, Setbacks + Step backs



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Vibrancy + Land Use Economics 4

Fiscal Impact

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

Emerging Plan Land Use Program

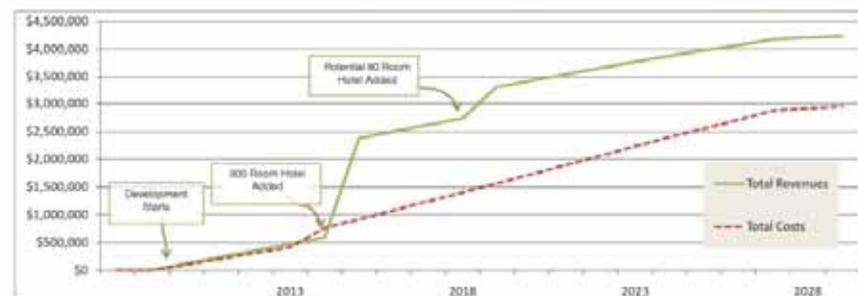
Land Uses	Emerging Plan Projects	Proposed and Approved Projects	Grand Total
Residential Units	680	130	810
Retail SF (net)	91,800	14,800	106,600
Commercial SF (net)	240,820	105,725	346,545
Hotel Rooms	380	—	380
New Parking Supply (spaces)	3,670	969	4,639

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

Fiscal impact change over time

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

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



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

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Vibrancy + Land Use Economics 4

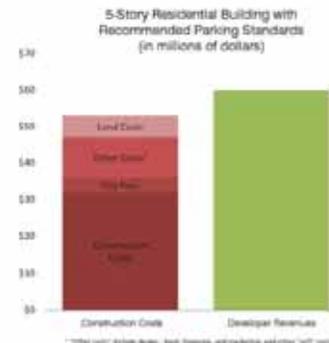
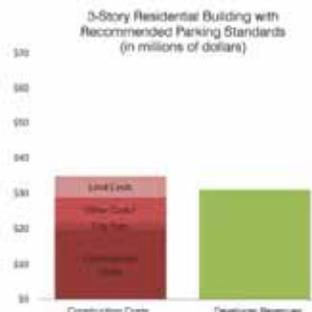
Financial Feasibility

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

Increased Heights and Development Feasibility

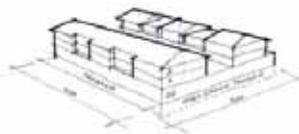
Increasing height limit improves project feasibility and makes it more likely that mixed-use development will occur. Taller buildings also provide more space for office workers and residents in the downtown, who support local businesses.

Generic Residential Development



Source: City of Menlo Park, Strategic Economics, Perkins+Will, Fahr and Peers, 2009.

- 200' x 200' Parcel
- 30 Residential Units
- 14,200 SF Retail
- 100 Parking spaces - 1 level above ground + 1 level below ground



- 200' x 200' Parcel
- 68 Residential Units
- 8,000 SF Retail
- 170 Parking spaces - 1 level above ground + 1 level below ground



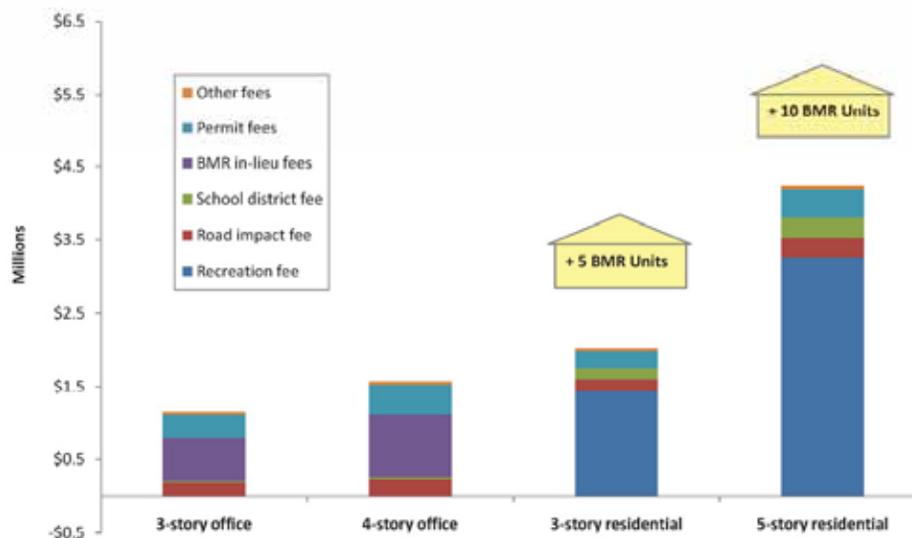
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Vibrancy + Land Use Economics 4

Increased Heights and Impact Fees

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

City Impact Fees



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

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Connectivity + Traffic

5

East-West Connectivity

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



Sidewalk Extensions



Class I Bike Path



Class II Bike Path



Class III Bike Path

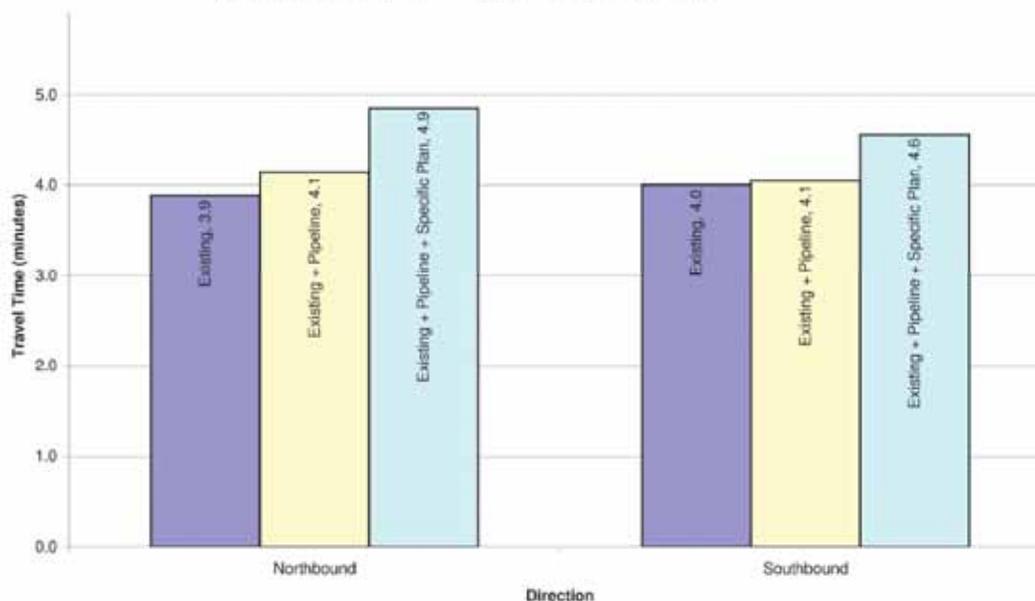
Traffic on El Camino Real

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

Effects from other potential changes to El Camino Real

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

El Camino Real Travel Time During PM Peak Hour (between Middle and Valparaiso)



Source: Fehr and Peers, 2009.

Parking Standards

Recommended Parking Standards

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

Land Use	City Requirements		Industry Sources		Recommended Rates	
	Zoning Code	Mixed Use Reduction	ITE1	ULI	Downtown	SP Area outside of Downtown
Multi-Family Residential (R-4)						
Studio (per du)	1	-	1.68	1.85 / 1.85 ²	1.3	1.85
1 Bedroom (per du)	1.5	-				
2 Bedroom (per du)	2	-				
Other Residential (per du)	2	-				
General Office (per 1,000 sf gfa)	3.3 - 6.0	3.3	3.27	3.8 / 0.38 ²	3.0	3.8
Retail (per 1,000 sf gfa)	6	5	4.32 / 5.45 ²	3.6 / 4.0 ²	2.9	3.6
Restaurants (per 1,000 sf gfa)	6	6	--	--	6	8
Quality High Turnover With Lounge	---	---	17.7 / 19.78 ² 11.6 / 15.53 ² 15.3 / 18.75 ²	18 / 20 ² 10.5 / 15 ² 10 / 10 ²	---	---
Hotel (per room)	-	1.1	1.05	1.25 / 1.18 ²	1.25	1.25

Notes: du = dwelling unit, sf = square feet, gfa = gross floor area.
 1 ITE parking supply rates derived from parking demand rates in Parking Generation, plus a 15% vehicle circulation factor.
 2 Weekday/weekend parking rates. Weekend data shown where available.
 Sources: City of Menlo Park Municipal Code, Title 16 Zoning, Chapter 16.72. City of Menlo Park Parking Reduction Policy, <http://www.menlopark.org/departments/pln/parkredpolicy.pdf>. Institute of Transportation Engineers Parking Generation (3rd Edition, 2004). Urban Land Institute Shared Parking (2nd Edition, 2005).

Tonight's Activities

Community Workshop #3

September 17, 2009

This Evening's Workshop

- Open House 7:30 to 8:45 PM
 - Four Identical Stations describing the Emerging Plan
 - Two Facilitators at Each Station
 - Questionnaire to Complete
 - Discussion/Dialog among Attendees
- Open Mic 8:45 to 9:30 PM
- Final Comments 9:30 to 9:45 PM

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