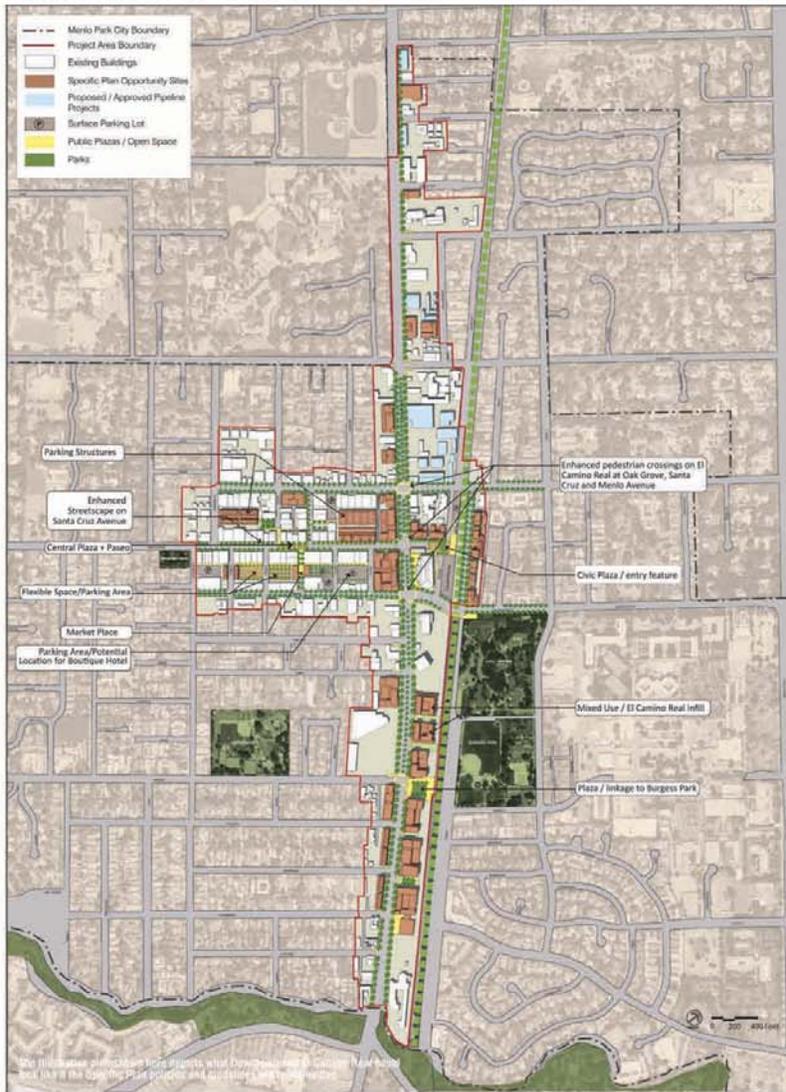


Illustrative Plan



Concept Plan



Proposed Land Use Plan



Vibrant Downtown



Connected Places



Walkability

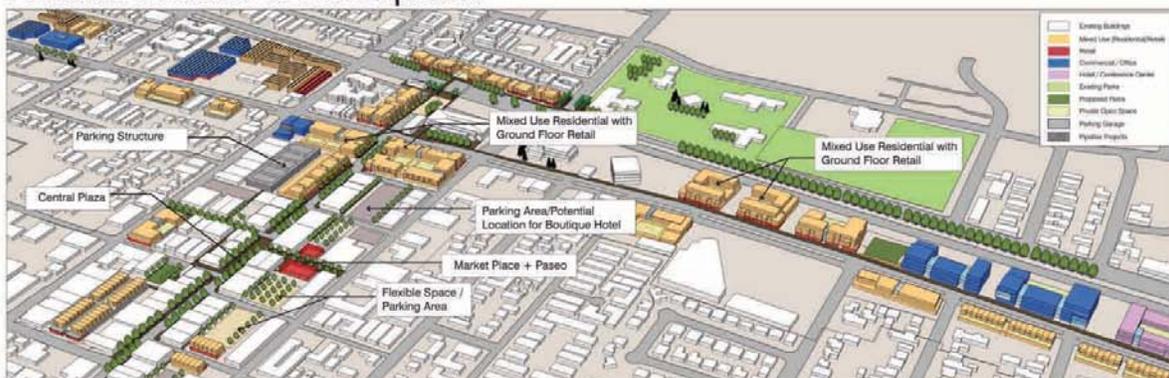


Living Downtown/Station Area



Integrating the Boulevard

Potential Scenario of Development



Downtown Public Space



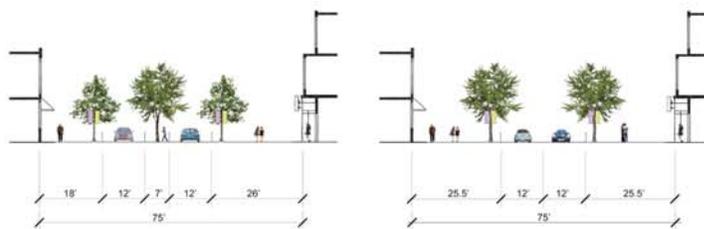
Illustration of Key Public Spaces Downtown



Illustration of Station Area

Santa Cruz Avenue Central Plaza

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



With Median

Without Median

Sections through proposed Central Plaza



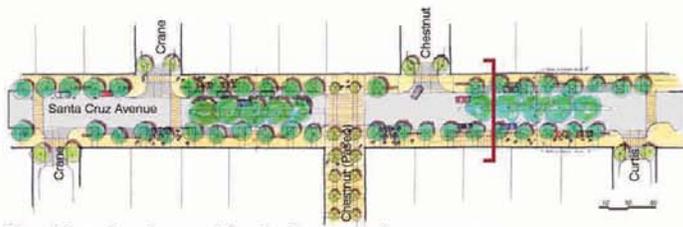
Illustration of Central Plaza



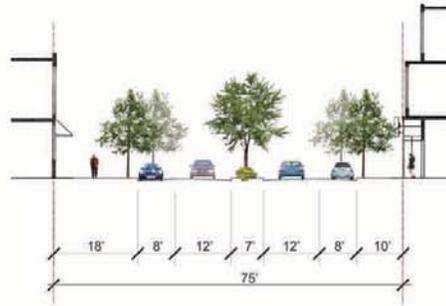
Santa Cruz Avenue, San Jose, CA

Santa Cruz Avenue Streetscape Concepts

Option 1: Moderate Streetscape Improvements (Median Trees Retained)



Plan of Santa Cruz Avenue with major Streetscape Improvements



Section through Santa Cruz Avenue

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



12' wide sidewalk, Palo Alto, CA



Illustration of 18' wide sidewalk

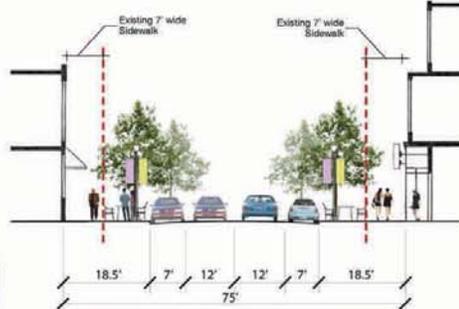


Existing Santa Cruz Ave.

Option 2: Major Streetscape Improvements (Median Trees Removed)



Plan of Santa Cruz Avenue with major Streetscape Improvements



Section through Santa Cruz Avenue

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



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



Illustration of 18.5' wide sidewalk



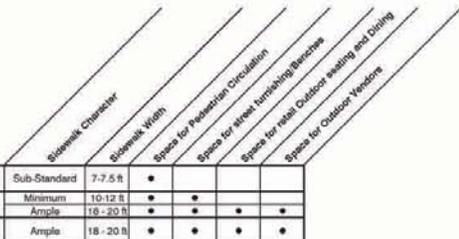
Existing Santa Cruz Ave.

Santa Cruz Sidewalk Options Comparison

Santa Cruz Sidewalk Options

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

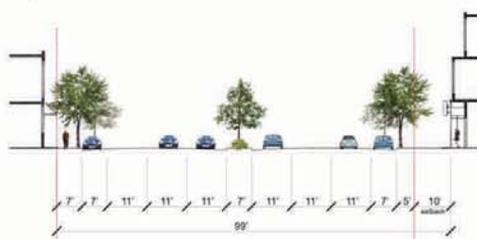
*alternating from one side to the other of the street



El Camino Real Streetscape Concept



El Camino Real Downtown - Proposed Cross-Section



El Camino Real South - Proposed Cross-Section

Height + Massing

Potential Scenario of Development



Downtown Village Character

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

El Camino Real/Station Area Character

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

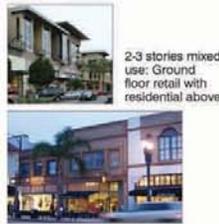
El Camino Real North/South Character

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

Downtown Village Character



Santa Cruz Avenue at Curtis: 2-3 stories



El Camino Real/Station Area Character



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



El Camino Real at Ravenswood: 3-5 stories

El Camino Real North/South Character



ECR at Partridge looking north: 3-5 stories



4 story office on east side of ECR

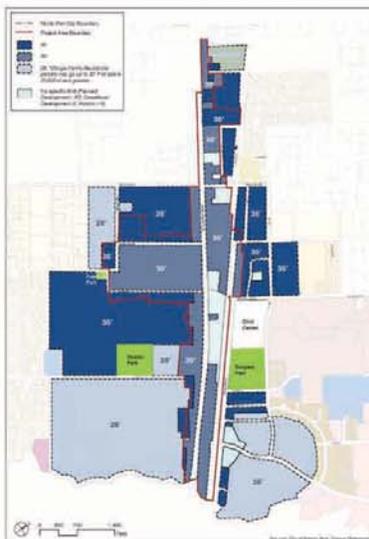


ECR at Ravenswood looking north: 3-5 stories

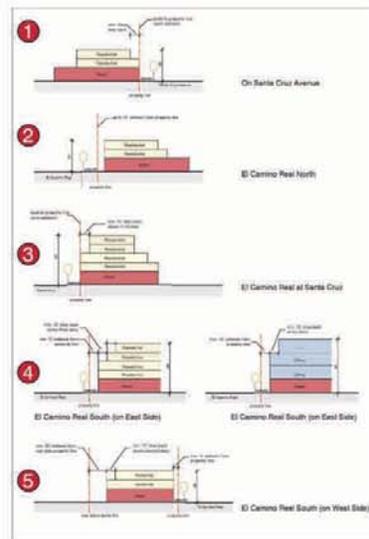


5 story mixed use: Ground Floor retail with residential above. Top story stepped back.

Existing Building Heights per Menlo Park Zoning Ordinance



Proposed Building Heights, Setbacks + Step backs



Fiscal Impact

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

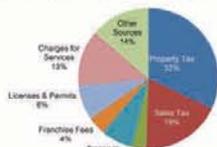
Emerging Plan Land Use Program

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

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

General Fund Revenues

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



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

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



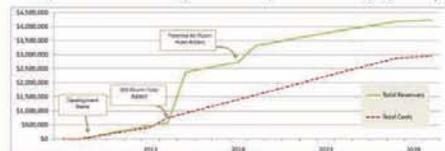
Source: Strategic Economics, 2009.

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

Fiscal impact change over time

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

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



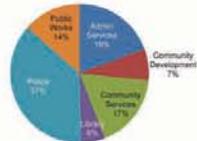
Source: City of Menlo Park, Strategic Economics, 2009.

Impact of Emerging Plan on General Fund

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

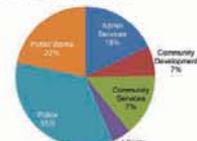
General Fund Expenditures by Department

Citywide Current Annual Distribution of General Fund Expenditures, by Department



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

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



Source: Strategic Economics, 2009.

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

Net new annual revenues and expenditures

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

Comparison of New Expenditures and Revenues at Buildout of Emerging Plan



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

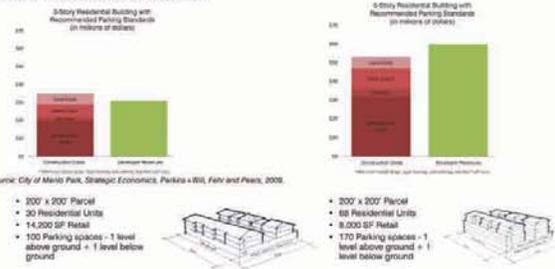
Financial Feasibility

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

Increased Heights and Development Feasibility

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

Generic Residential Development



Source: City of Menlo Park, Strategic Economics, Parkes + Will, Fehr and Peers, 2008.

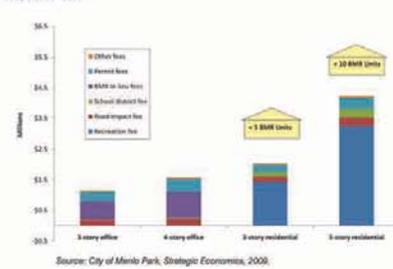
- 200 x 200' Parcel
- 30 Residential Units
- 14,200 SF Retail
- 100 Parking spaces - 1 level above ground + 1 level below ground

- 200 x 200' Parcel
- 68 Residential Units
- 9,200 SF Retail
- 170 Parking spaces - 1 level above ground + 1 level below ground

Increased Heights and Impact Fees

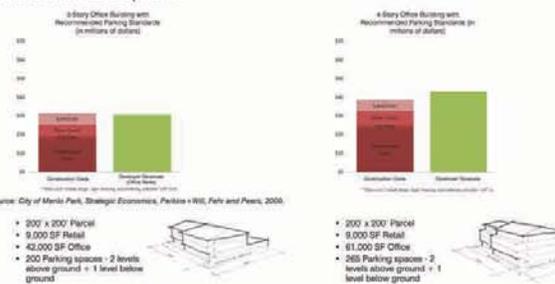
Increasing height limit provides additional impact fees for parks, schools, and roads and opportunities for below market rate (BMR) housing.

City Impact Fees



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

Generic Office Development



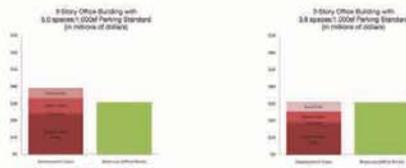
Source: City of Menlo Park, Strategic Economics, Parkes + Will, Fehr and Peers, 2008.

- 200 x 200' Parcel
- 9,000 SF Retail
- 42,000 SF Office
- 200 Parking spaces - 2 levels above ground + 1 level below ground

- 200 x 200' Parcel
- 9,000 SF Retail
- 61,000 SF Office
- 260 Parking spaces - 2 levels above ground + 1 level below ground

Reduced Parking Requirements and Financial Feasibility

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



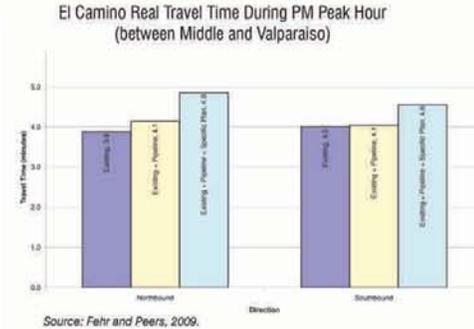
East-West Connectivity

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



Traffic on El Camino Real

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



Effects from other potential changes to El Camino Real

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

Bike Network



Transit



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	TABLE 1 PARKING RATES						
	City Requirements Zoning Code	Mixed Use Reduction	ITET	ULI	Recommended Rates Downtown	SP Area outside of Downtown	
Multi-Family Residential (R-4)							
Studio (per du)	1	—	1.68	1.85 / 1.85 ¹	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	3.6 / 3.38 ¹	3.0	3.6	
Retail (per 1,000 sf gfa)	5 - 5	5	4.32 / 5.45 ¹	3.6 / 4.0 ¹	2.9	3.6	
Restaurants (per 1,000 sf gfa)	8 - 8	8	—	—	6	8	
Quality High Turnover With Lounge	—	—	17.7 / 16.78 ¹ 11.6 / 10.53 ¹	16 / 20 ¹ 10.5 / 10.4	—	—	
Hotel (per room)	—	—	15.3 / 13.75 ¹	10 / 10 ¹	—	—	
Hotel (per room)	—	—	1.1	1.06	1.28 / 1.18 ¹	1.28	1.28

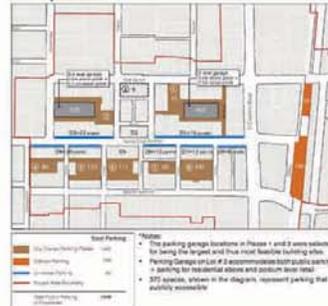
Notes: du = dwelling unit, sf = square foot, gfa = gross floor area.
 1 ITE parking supply rates derived from parking demand rates in *Parking Generation*, plus a 15% vehicle circulation factor.
 2 Weekday/weekend parking rates. Weekend data shown where available.
 Sources: City of Menlo Park Municipal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

Downtown Public Parking

Existing



Proposed



Charging and Time Restrictions

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

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

El Camino Real - On Street Parking

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