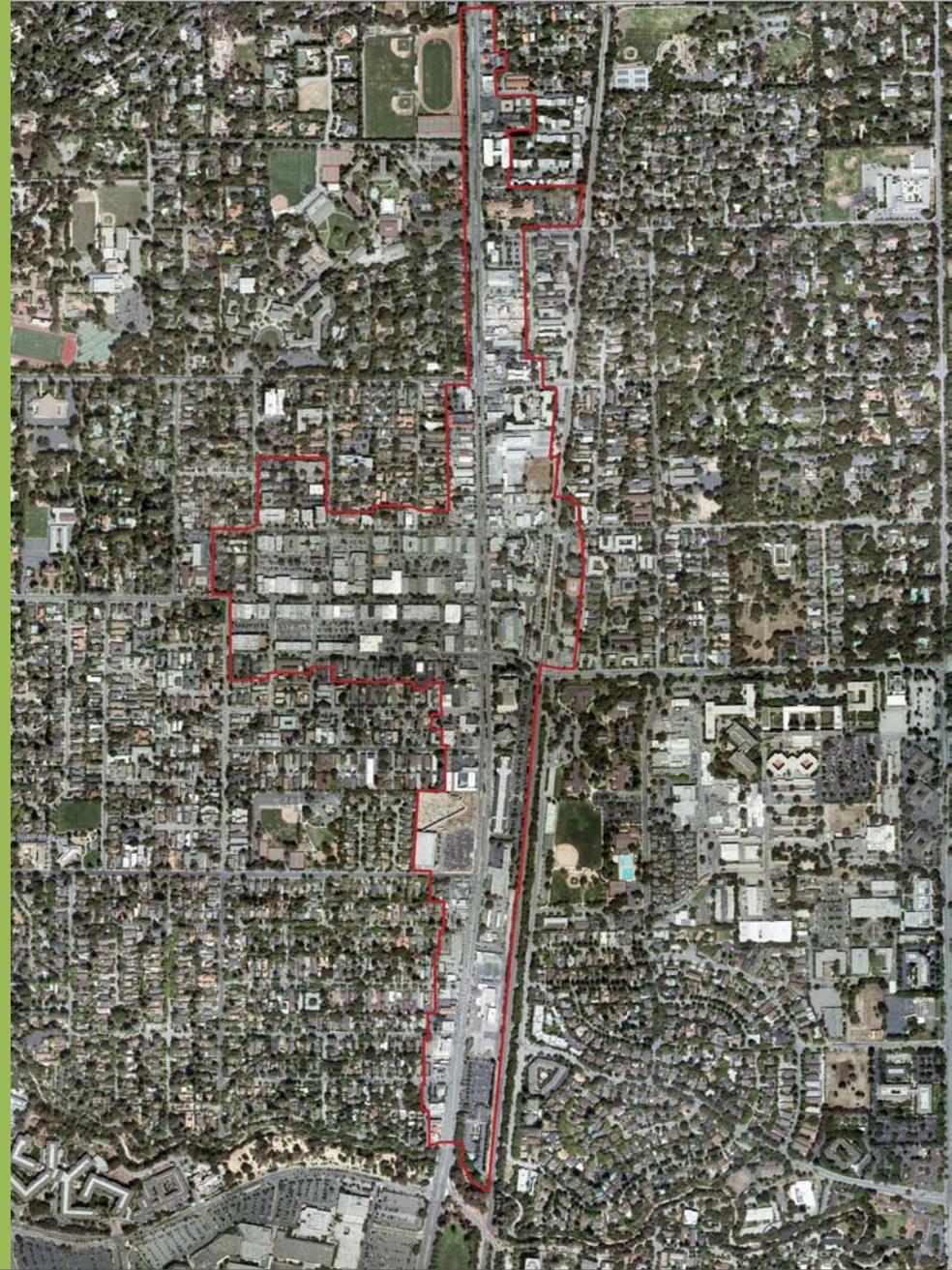


June 18, 2009

Menlo Park Specific Plan

Community Workshop #2

Perkins+Will
ESA
Fehr Peers
Strategic Economics
BKF



Agenda

Review of Community Meeting #1 (10 minutes)

Plan Elements/Concepts and Approaches (40 minutes)

Breakout Session (90 minutes)

Report Back (30 minutes)

Community Workshops Work Plan

Workshop #1, 16 April 2009 – Vision Refinement and Tradeoffs

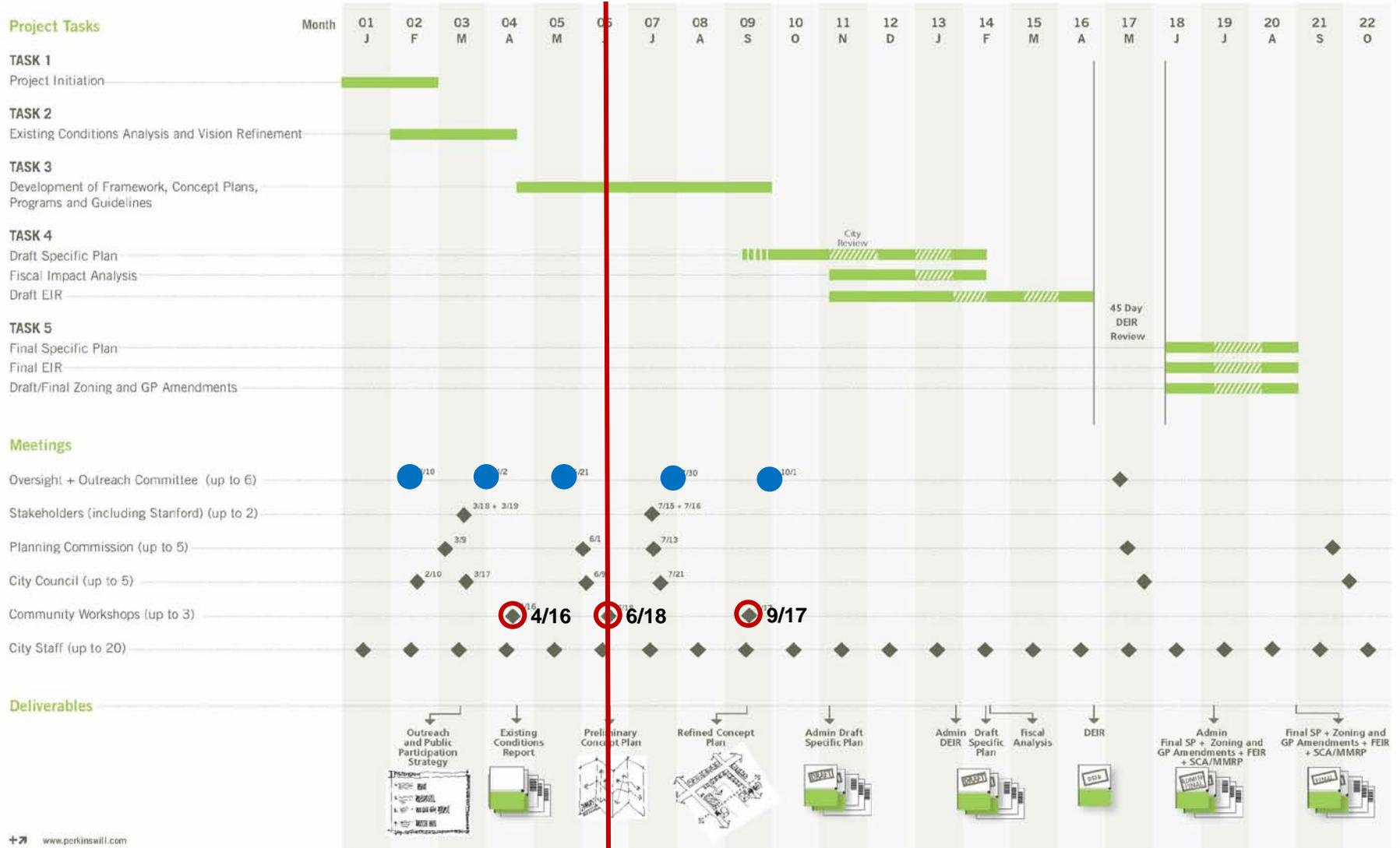
Workshop #2, 18 June 2009 – Plan Concepts/Elements/Approaches

Workshop #3, 17 September 2009 – Preferred Plan and Plan for Action

Project Schedule — DRAFT

Menlo Park El Camino Real/Downtown Specific Plan, EIR and Amendments

10 February 2009



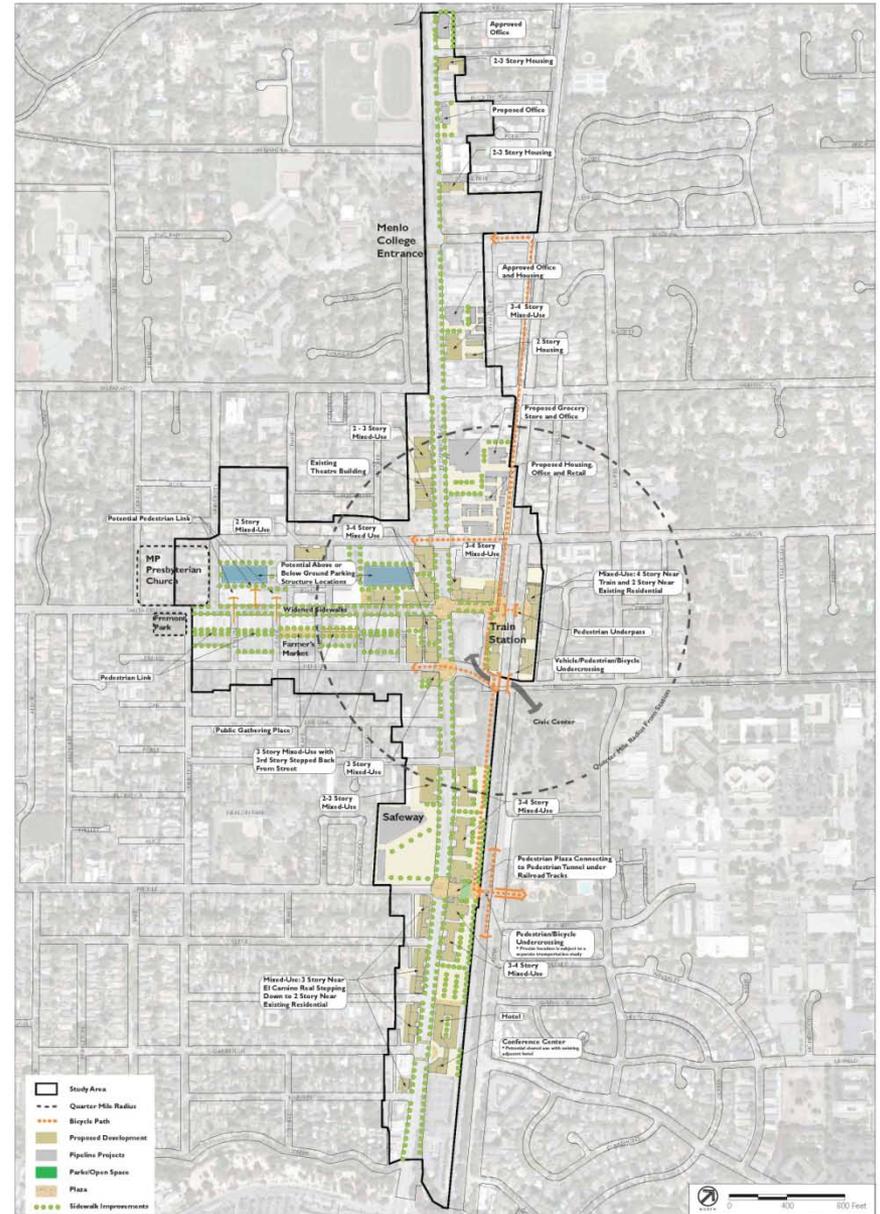
Community Workshop #2

Objectives for Tonight

- To present Plan Elements/Concepts developed from Community Workshop #1 to gain critical feedback
- To help discuss preferred Plan Elements/Concepts
- To help decide on key strategies, and features to be incorporated in the Preferred Alternative/Final Plan

Review: Community Meeting #1

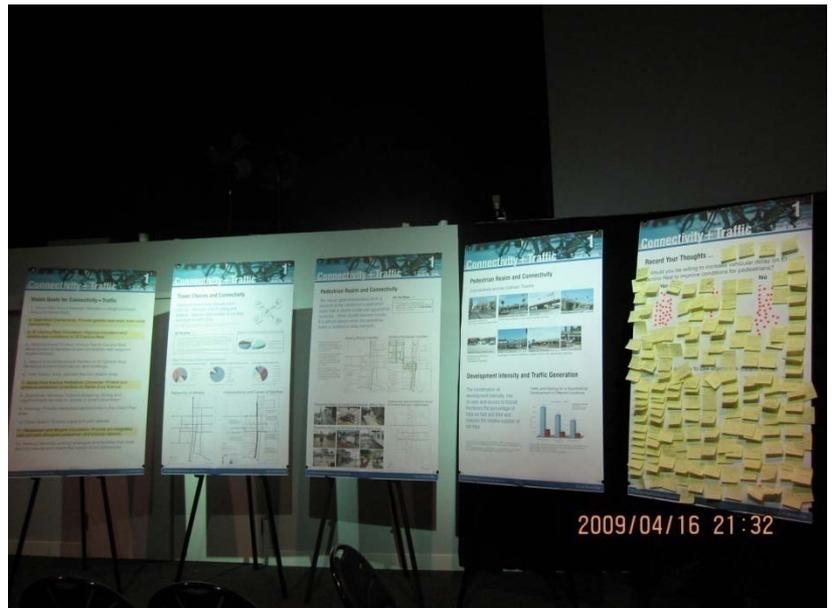
Phase 1 Vision Plan



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.





Community Meeting #1

April 16 , 2009

Recurring Themes

- Improve pedestrian realm and bicycle network
- Increase vibrancy through mix of uses, extending hours
- Building to (3) stories on Santa Cruz/Downtown; (4 to 5) on east side of ECR; lower on westside (3 stories max)
- Desire for vacant sites to be developed
- Increase alternative modes of transport- including shuttle
- Redesign Santa Cruz/Downtown to create more usable public space
- Don't reduce parking; reorganize it

Community Workshop #2

Geographic Areas for Plan Concepts/Elements

- Downtown and Station Area – Vibrancy and Character
- Downtown and Station Area – Connectivity and Public Space
- El Camino Real and Rail Corridor – Connectivity and Character

Downtown & Station Area

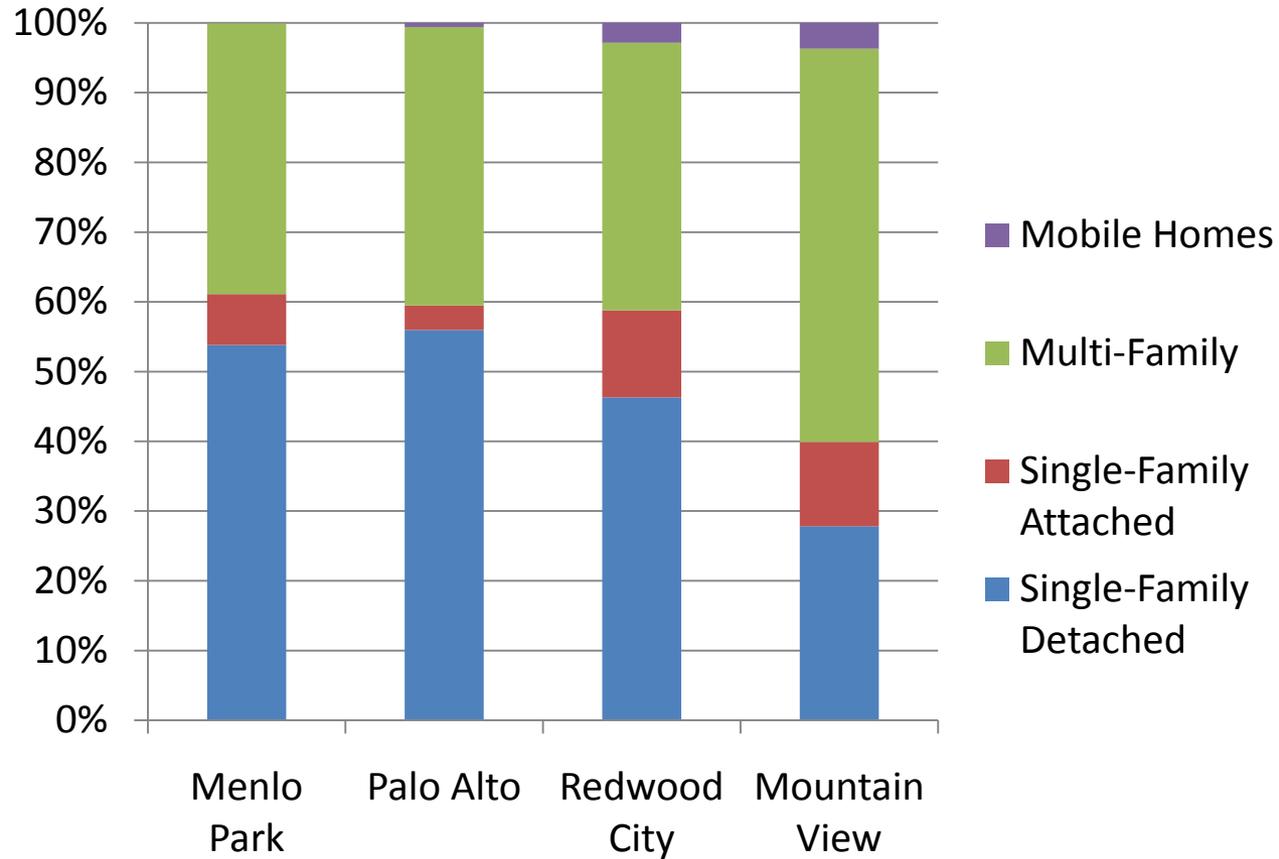
Vibrancy and Character

Market Analysis

- Key findings from the market analysis:
 - Strong long-term potential for multiple uses – residential, office, retail, hotel
 - Demand for a wider range of housing than currently found in Menlo Park
- Economic considerations as you evaluate the approaches:
 - New development in the area helps to support new retail and enhance existing retail
 - The *nature* of the retail will be influenced by amount of housing and office, quality of the pedestrian environment and traffic patterns
 - There is a benefit to concentrating retail within a walkable area
 - A greater amount of development may provide more revenue to offset costs associated with the plan
- Downsides if we don't act
- Our next steps (complete fiscal analysis, public benefits etc...)

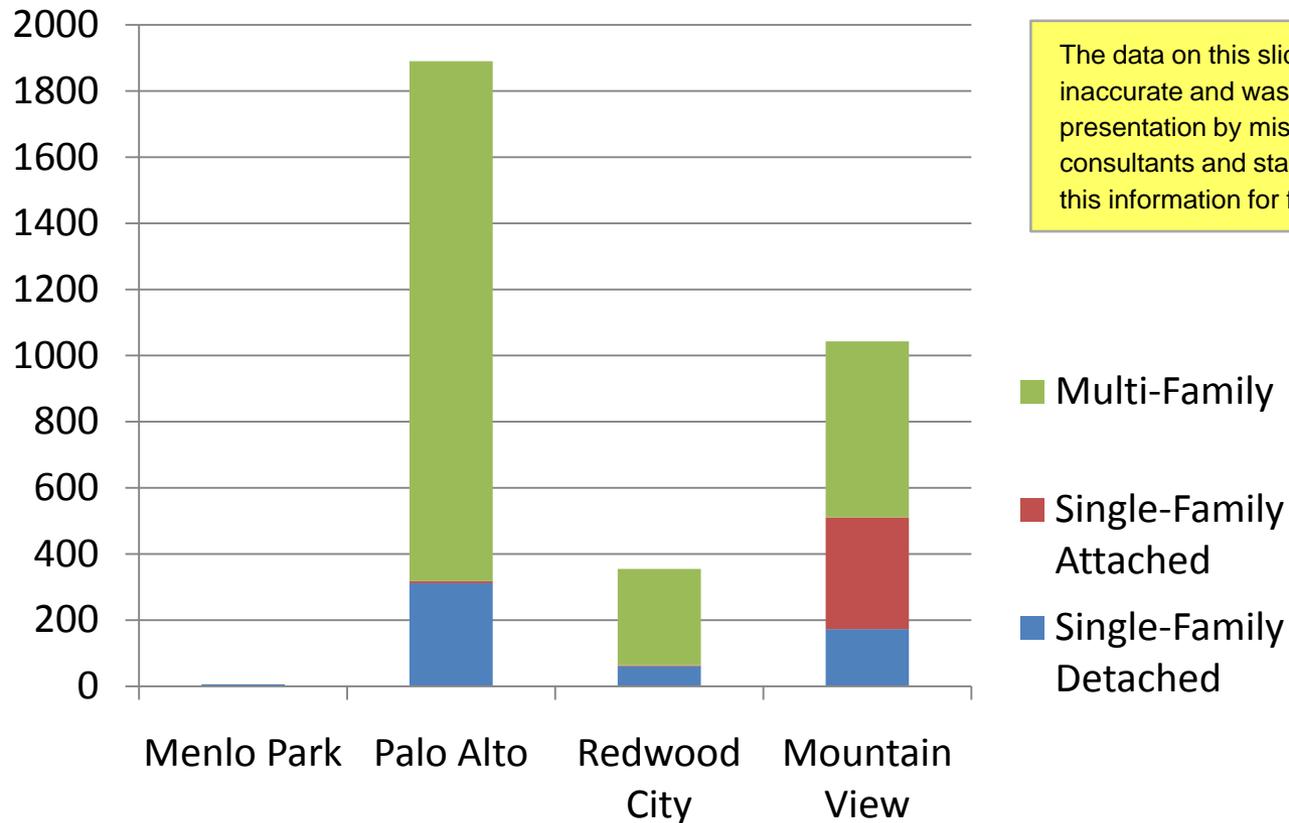
Market Analysis

Housing by Building Type



Market Analysis

New Housing Units by Type, 2000 - 2008

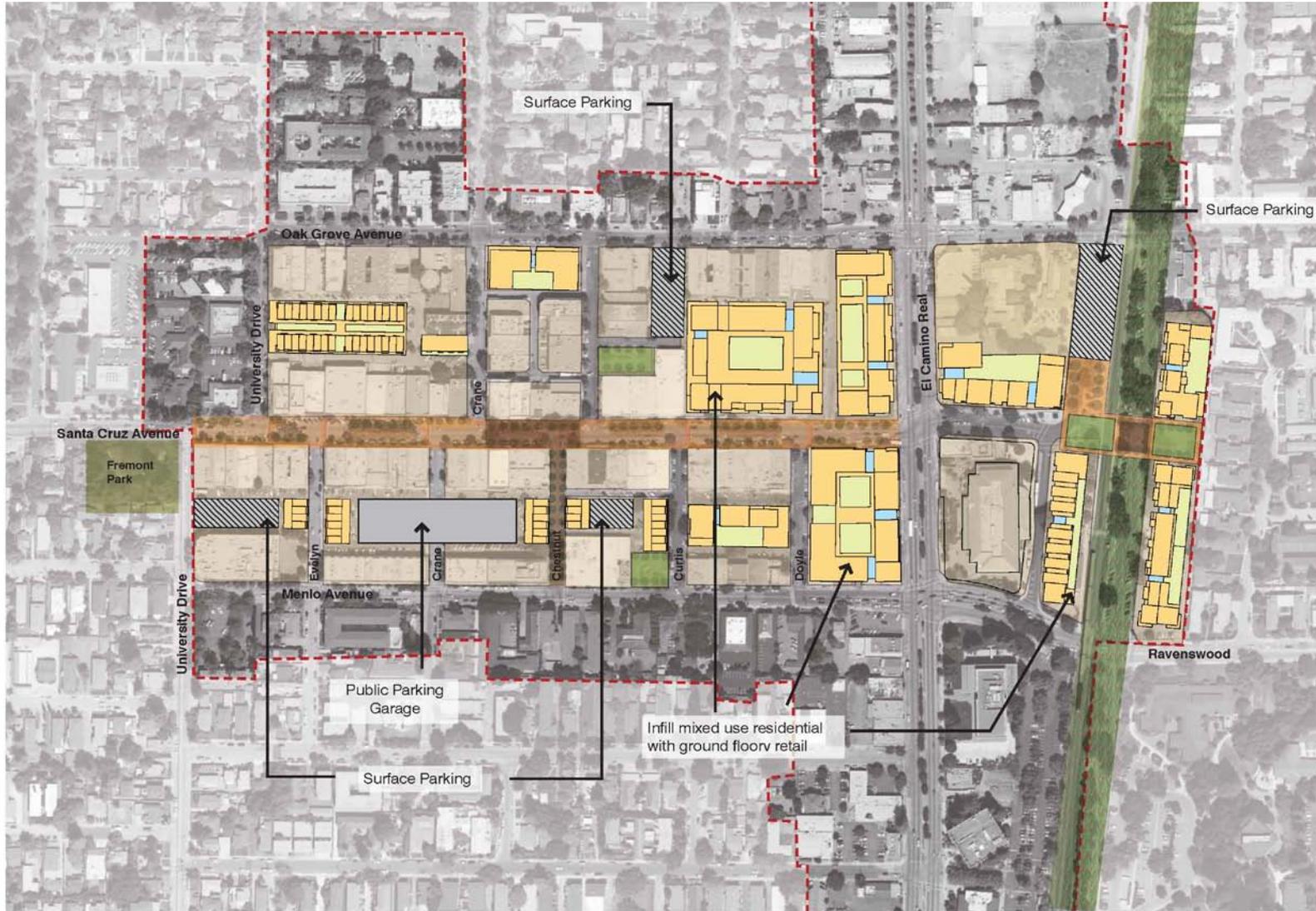


The data on this slide is known to be inaccurate and was included in the presentation by mistake. The consultants and staff are correcting this information for future analysis.

Plan Concepts/Elements

- Downtown and Station Area: Vibrancy & Character
 - Land Use Mix, Location and Intensity
 - Building Massing and Modulation
 - Building Height

Approach 1: Downtown and Station Area Residential Focus



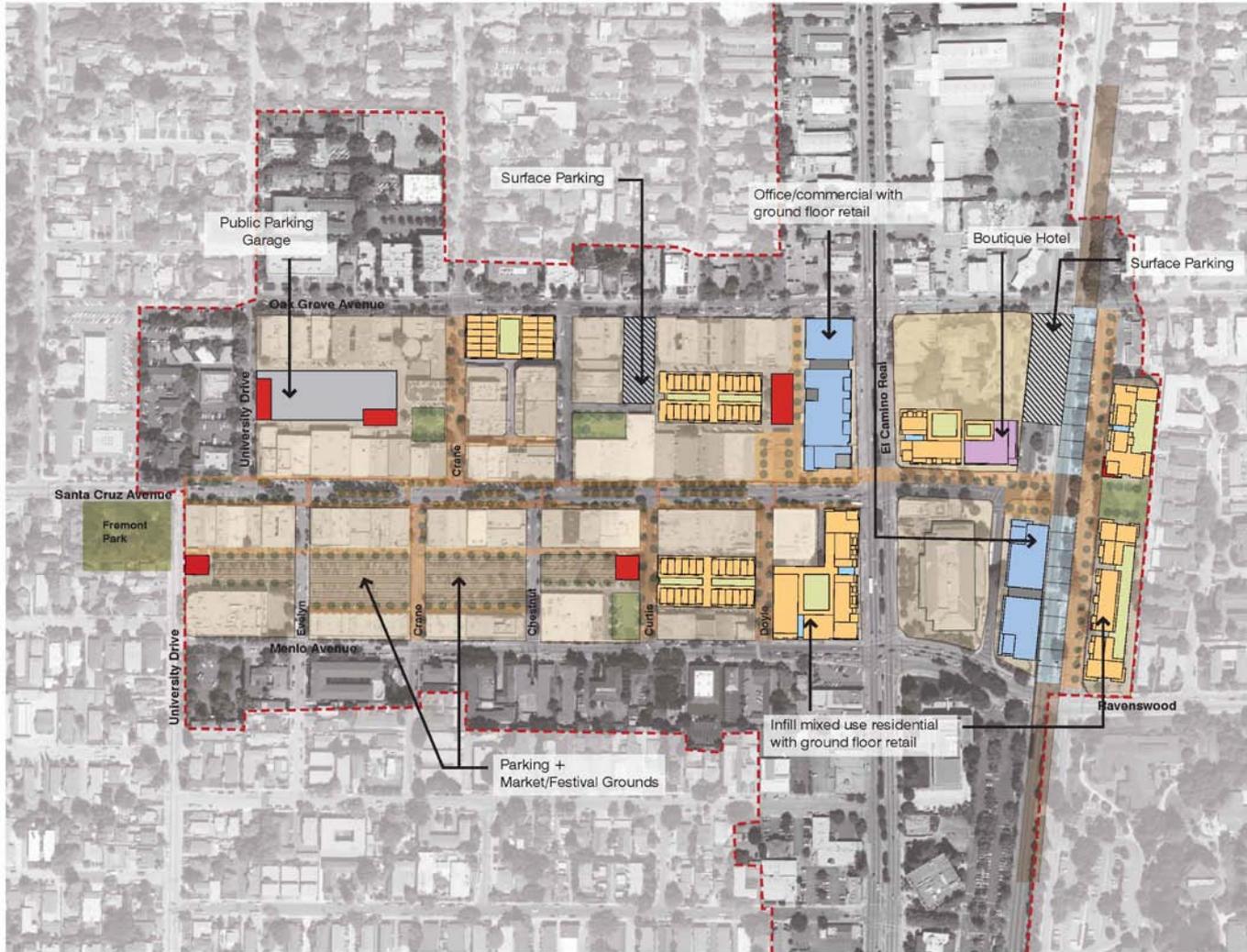
Downtown and Station Area



Concept Features:

- Downtown and Station Area – Vibrancy and Character
 - Emphasis on residential in the downtown
 - Ground floor retail concentration
 - 2-3-4 stories downtown with varied building massing
 - Maximum infill development

Approach 2: Downtown and Station Area/ Mix of Uses Focus



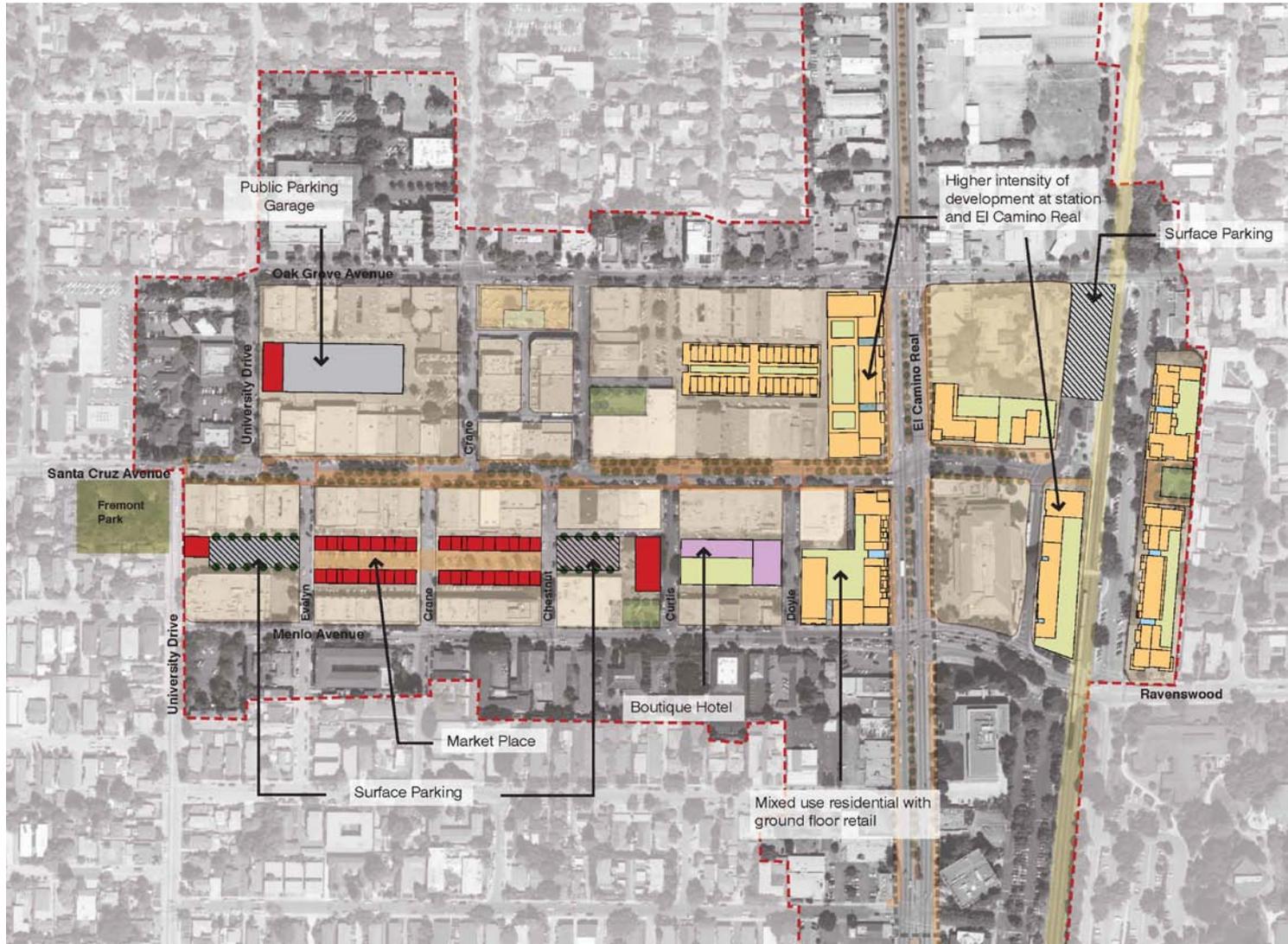
Approach 2: Downtown and Station Area/ Mix of Uses Focus



Concept Features:

- Downtown and Station Area
 - Mixed-use residential/office
 - Ground floor retail
 - 2-3-4 stories downtown
 - Boutique hotel
 - Festival grounds in parking plaza

Approach 3: Downtown and Station Area/ Station Area Focus



Approach 3: Downtown and Station Area/ Station Area Focus





Oak Hill Farm
TENN. MA.

FARMER'S GARDEN
Produce
EST. 1912 GREEN

CIAO BELLA
GELATO

ICE CREAM DONUTS
SPANISH SMOOTHIES
ESPRESSO-CAPPUCCINO

Waffle
WISCONSIN

Concept Features:

- **Downtown and Station Area**
 - More development around train station area
 - Ground floor retail
 - 2-3-4 stories downtown
 - Boutique hotel
 - Marketplace at parking plaza: destination

Downtown and Station Area

Heights and Massing



Santa Cruz Ave @ Curtis looking east



2-3 stories

Santa Cruz Ave @ Curtis looking east



3-4 stories

Santa Cruz Ave @ El Camino Real looking west



2-3 stories (4 @ ECR)

Santa Cruz Ave @ El Camino Real looking west



3-4 stories (5 @ ECR)

University @ Santa Cruz Ave looking east



2-3 stories

University @ Santa Cruz Ave looking east



3-4 stories

Downtown & Station Area

Connectivity and Public Space

Transportation Analysis

- Overview of transportation issues
 - Key elements under consideration
 - Elements considered but rejected
 - Parking and traffic effects of development plan
- Key elements under consideration
 - Realign Santa Cruz Avenue at El Camino Real
 - Close key roadways to create public space
 - Tunneling El Camino Real

Transportation Analysis

- Elements considered but rejected
 - Closure of Santa Cruz Avenue
 - Pedestrian overcrossing of El Camino Real
- Parking and traffic effects of development plan
 - Parking
 - The approaches include between 2,000 and 2,600 new public parking spaces
 - A 10-30% reduction in demand is expected with parking pricing
 - Traffic
 - New development generates between 22,000 and 26,000 daily trips
 - Auto trips are reduced by 25% in the downtown due to proximity to transit, mixed uses, walkability, and higher densities

Plan Concepts/Elements

- **Downtown and Station Area – Connectivity and Public Space**

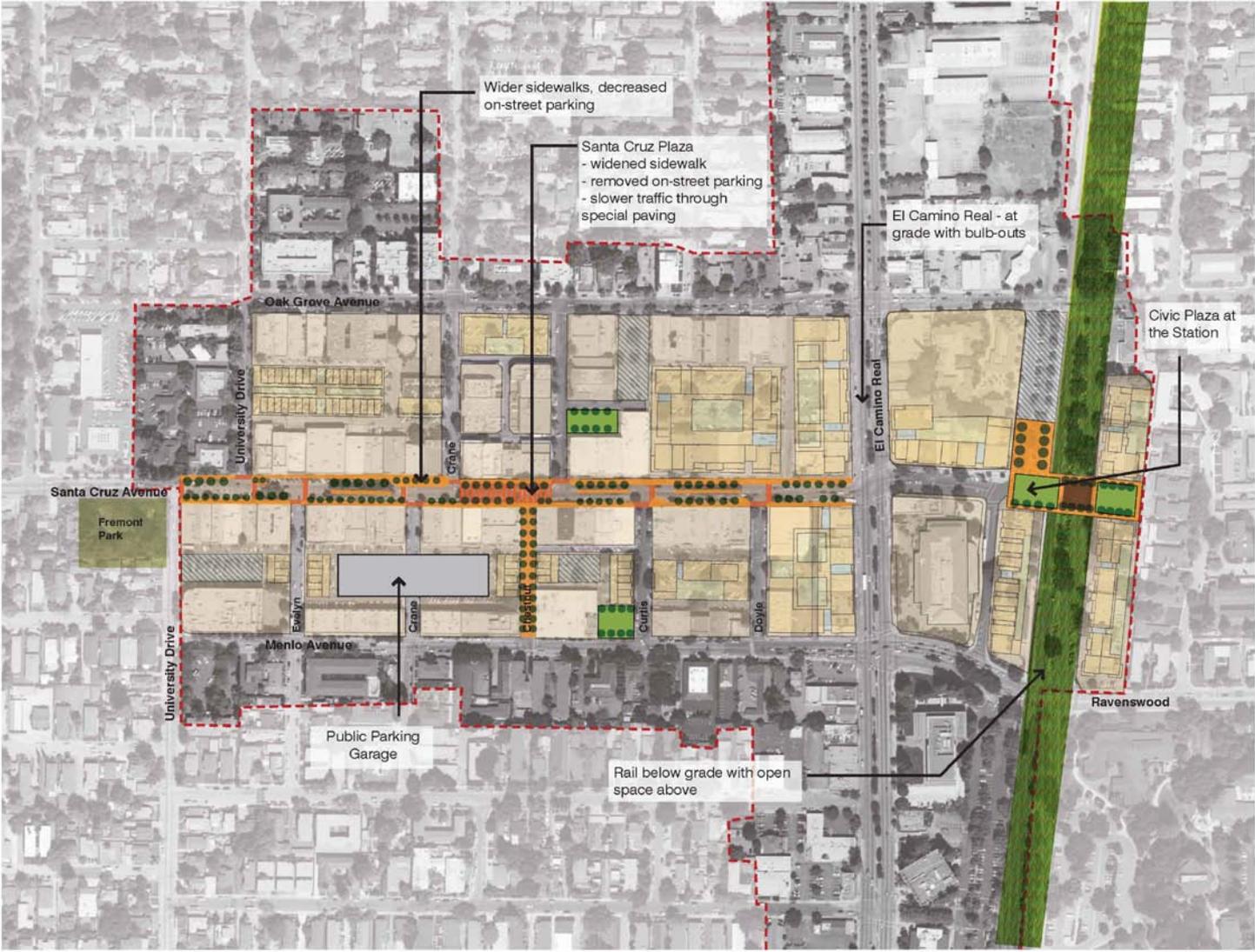
- Connectivity

- Vehicular Circulation
 - Pedestrian and Bicycle Circulation
 - El Camino Real and RR Tracks Crossing
 - Parking Strategy

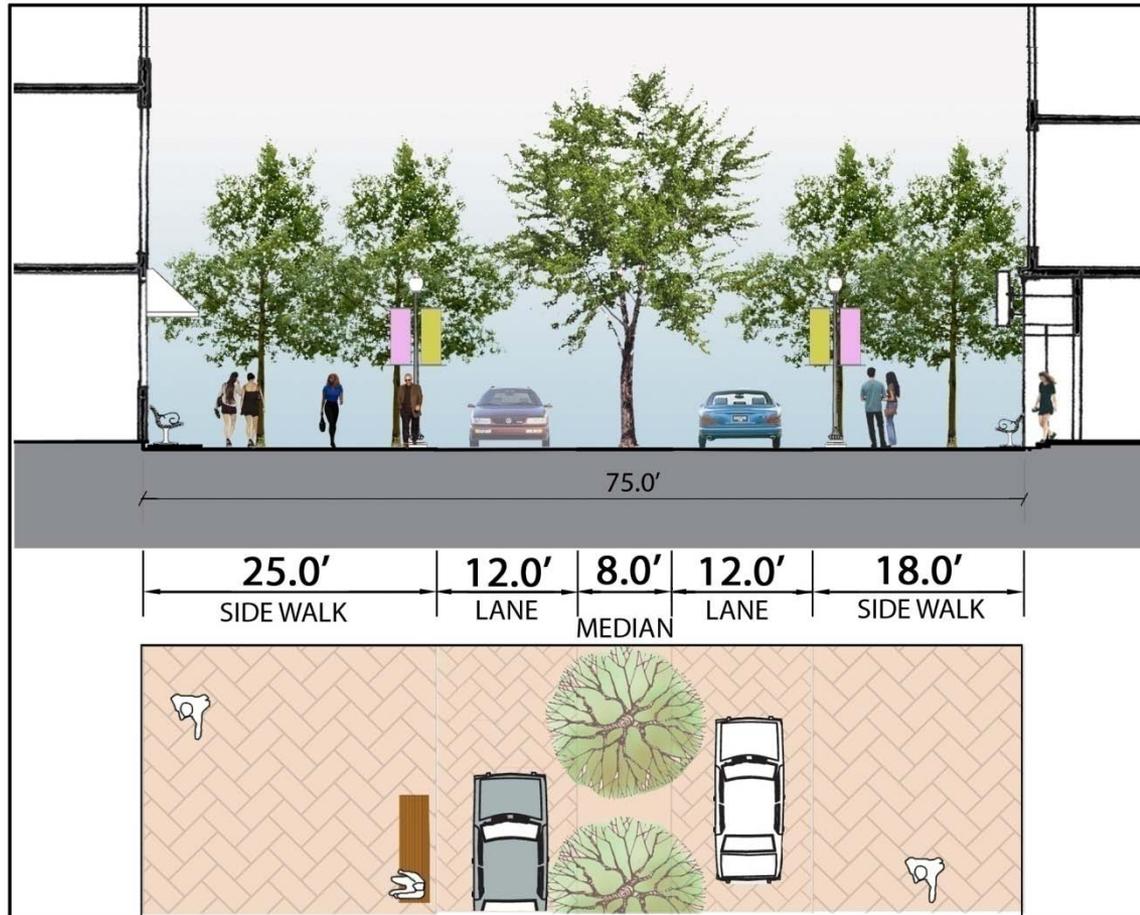
- Public Space

- Santa Cruz Avenue – Streetscape
 - Public Space Network and Types
 - Parking Plazas and North/South Streets
 - Station Area

Approach 1: Downtown and Station Area Two Plazas



Downtown and Station Area:



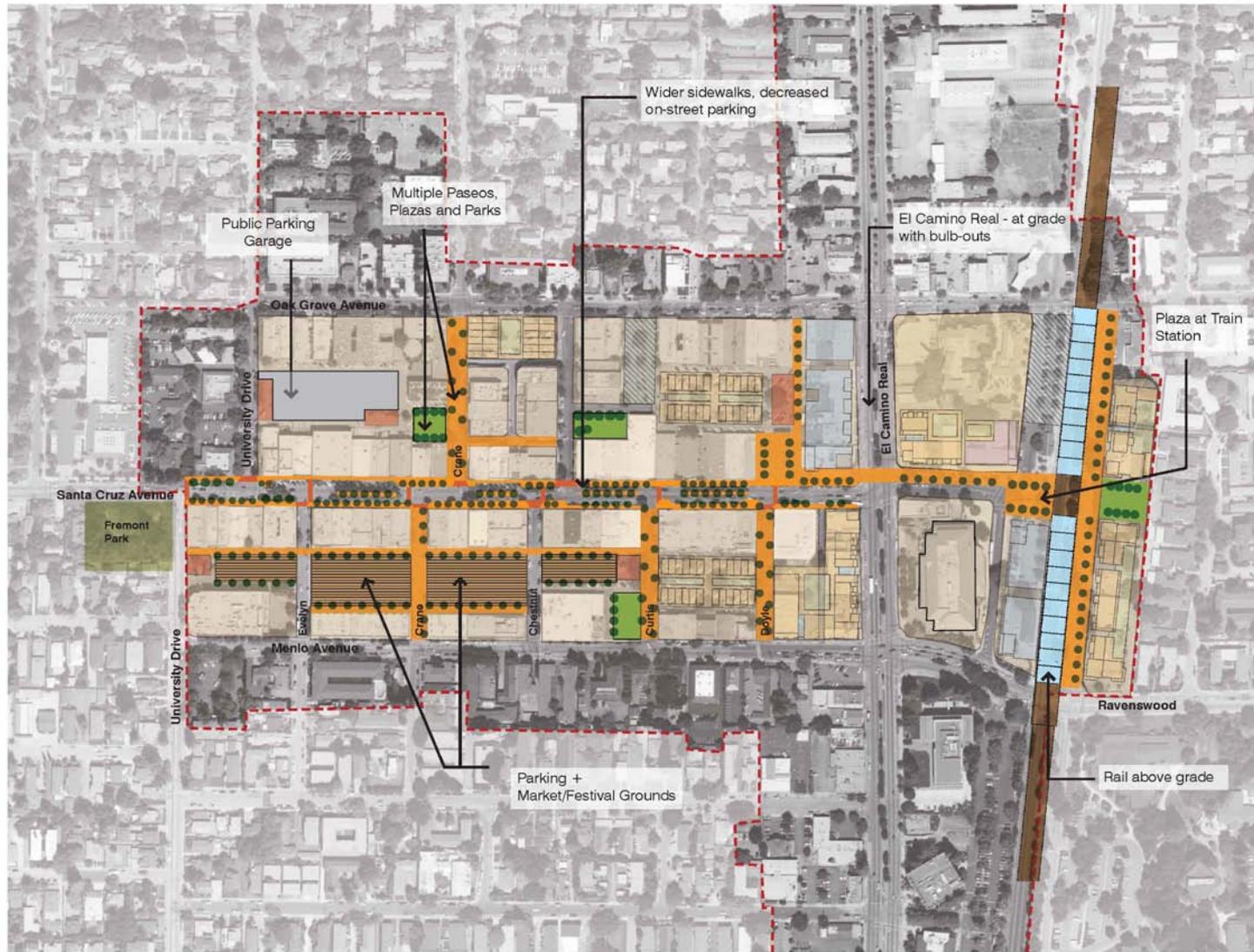
**ALTERNATIVE 1A
SANTA CRUZ PLAZA
NEW DEVELOPMENT**



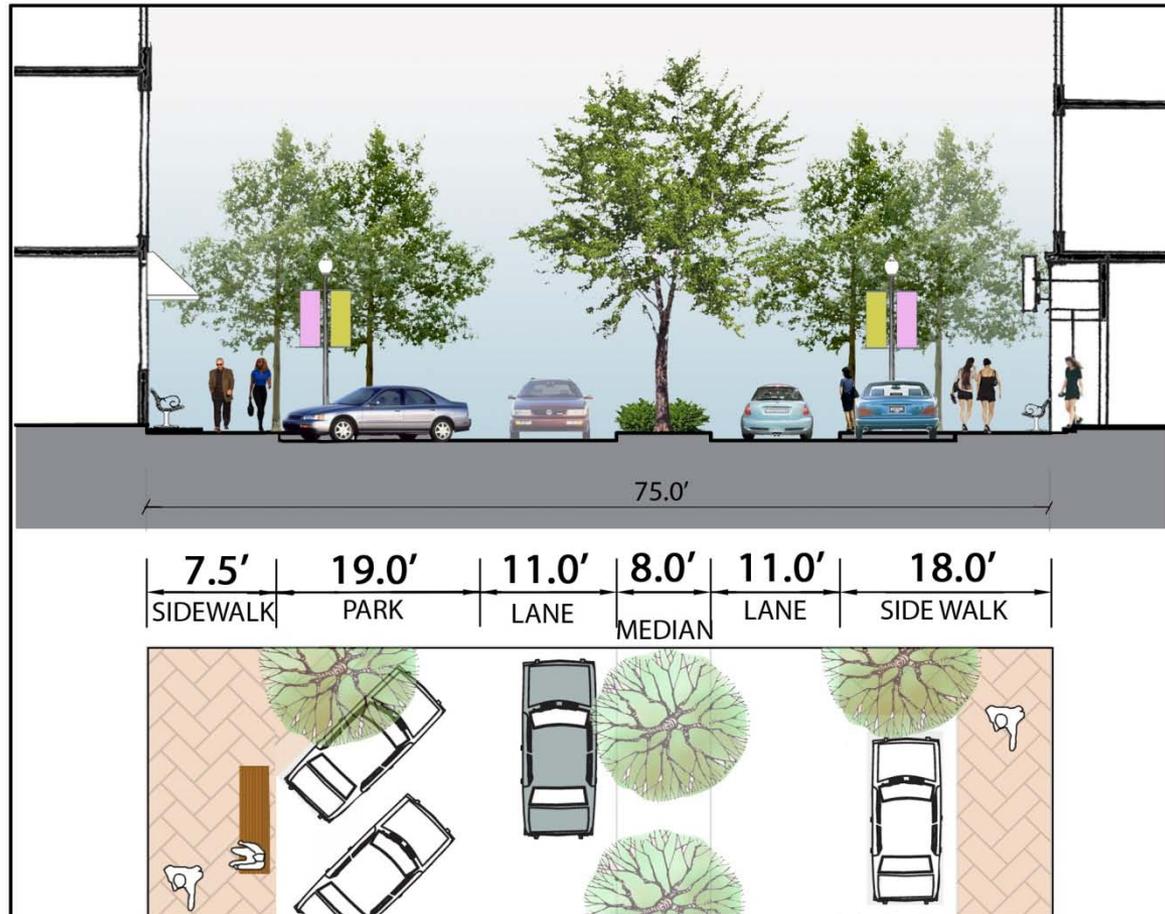
Features:

- **Downtown and Station Area**
 - 2 main plazas with a focus on Santa Cruz Avenue
 - Open space above rail
 - Wider sidewalks
 - Decreased on-street parking
 - Includes parking structure and shared parking in infill development

Approach 2: Downtown and Station Area/ Plazas and Paseos



Downtown and Station Area:



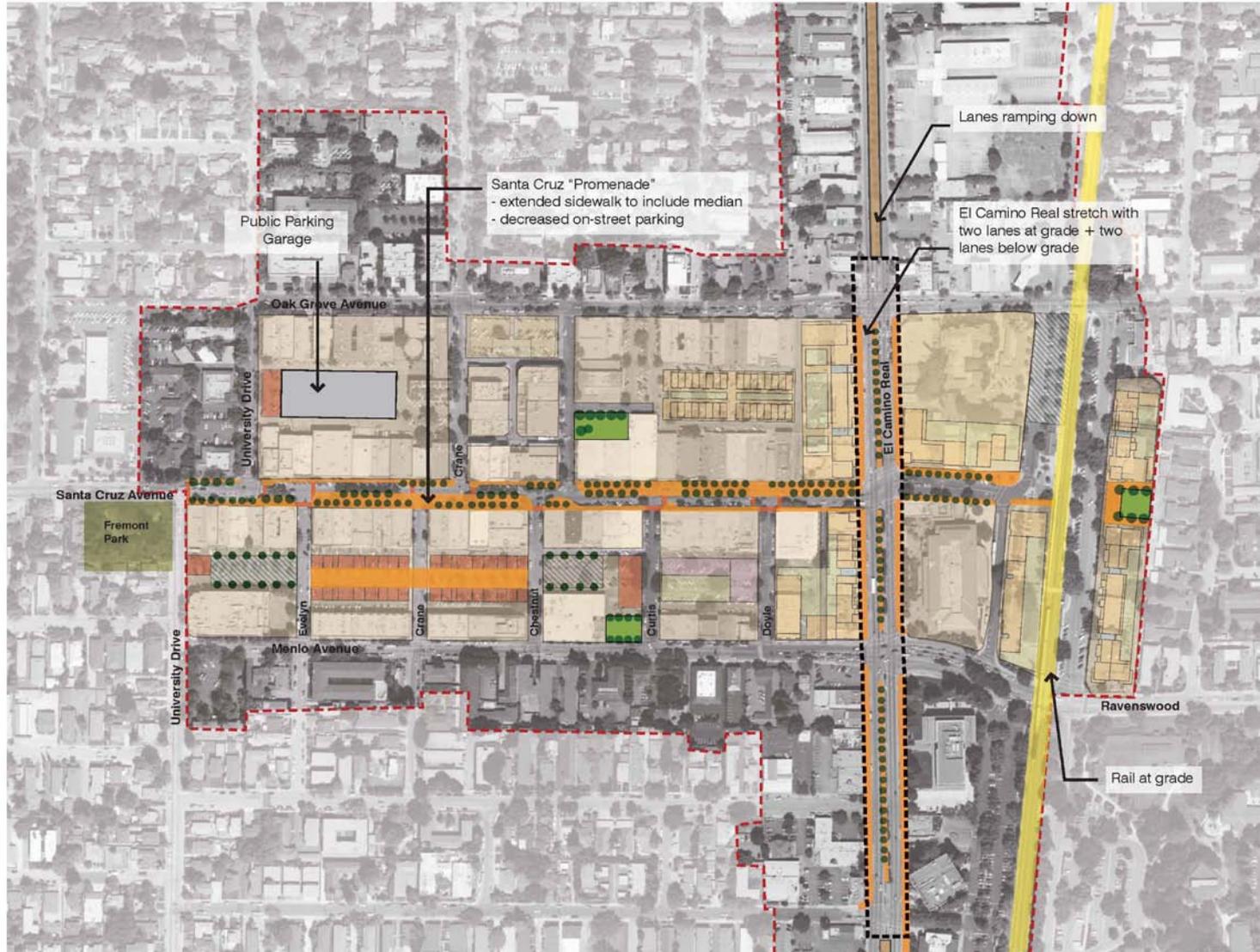
**ALTERNATIVE 2
SANTA CRUZ TYPICAL
NEW DEVELOPMENT**

Features:

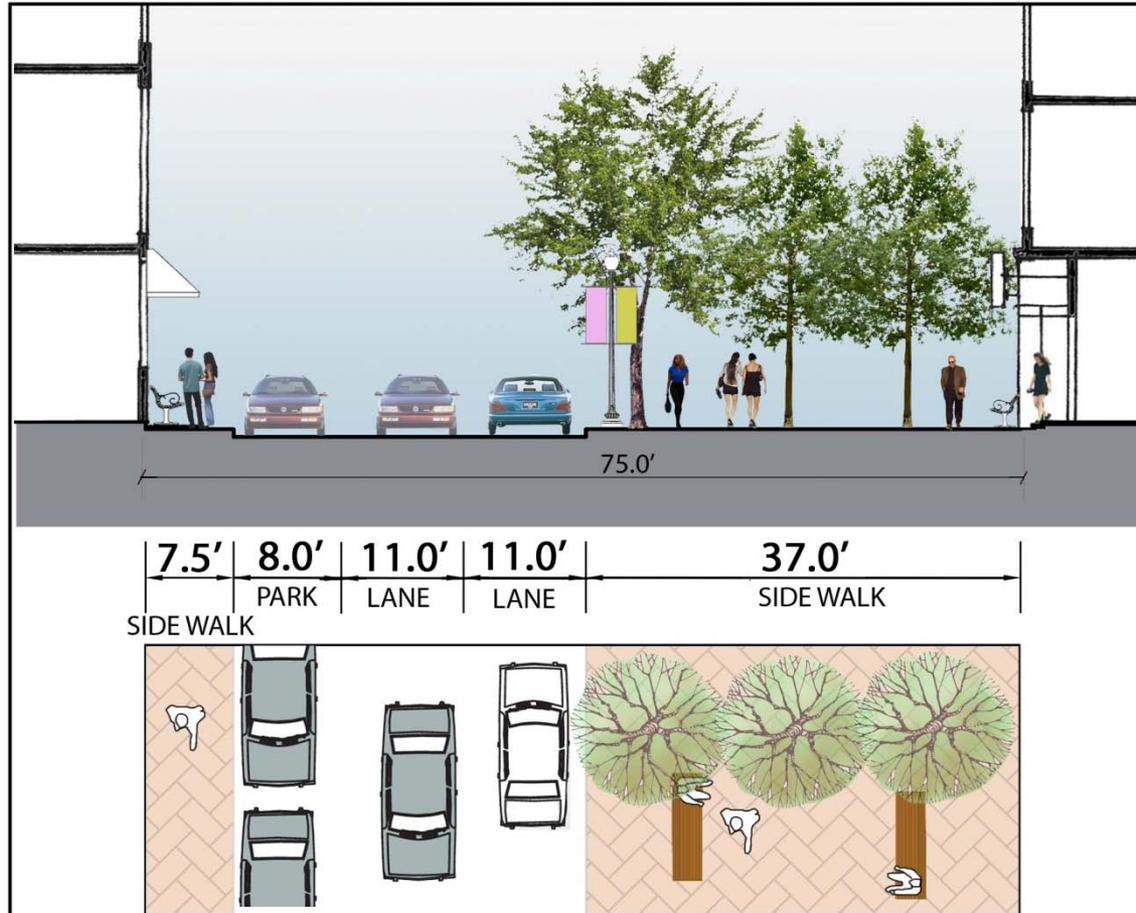
- **Downtown and Station Area**
 - Focus on network of plazas and paseos
 - Maximum amount of pedestrian/open space
 - Selected street closures connecting network of parks and plazas
 - Includes parking structure and shared parking in infill development



Approach 3: Downtown and Station Area/ Santa Cruz Promenade



Downtown and Station Area:



ALTERNATIVE 3 SANTA CRUZ PROMINANDE NEW DEVELOPMENT



Grec2003
VILLE DE GREC

Features:

- **Downtown and Station Area**
 - Major promenade along Santa Cruz Avenue
 - Marketplace is a primary public space/destination
 - Widest sidewalk opportunity for Santa Cruz
 - Includes parking structure and shared parking in infill development
 - Decreased on-street parking

El Camino Real

Vibrancy + Character + Connectivity

El Camino Real

Connectivity, Vibrancy and Character

- El Camino Real – Land Uses
- El Camino Real – Streetscape
- El Camino Real - Crossing
- Building Massing and Modulation – East and West Sides of ECR
- Building Height – East and West Sides of ECR

El Camino Real Building Study



2 Story Commercial



3-4 Story Residential



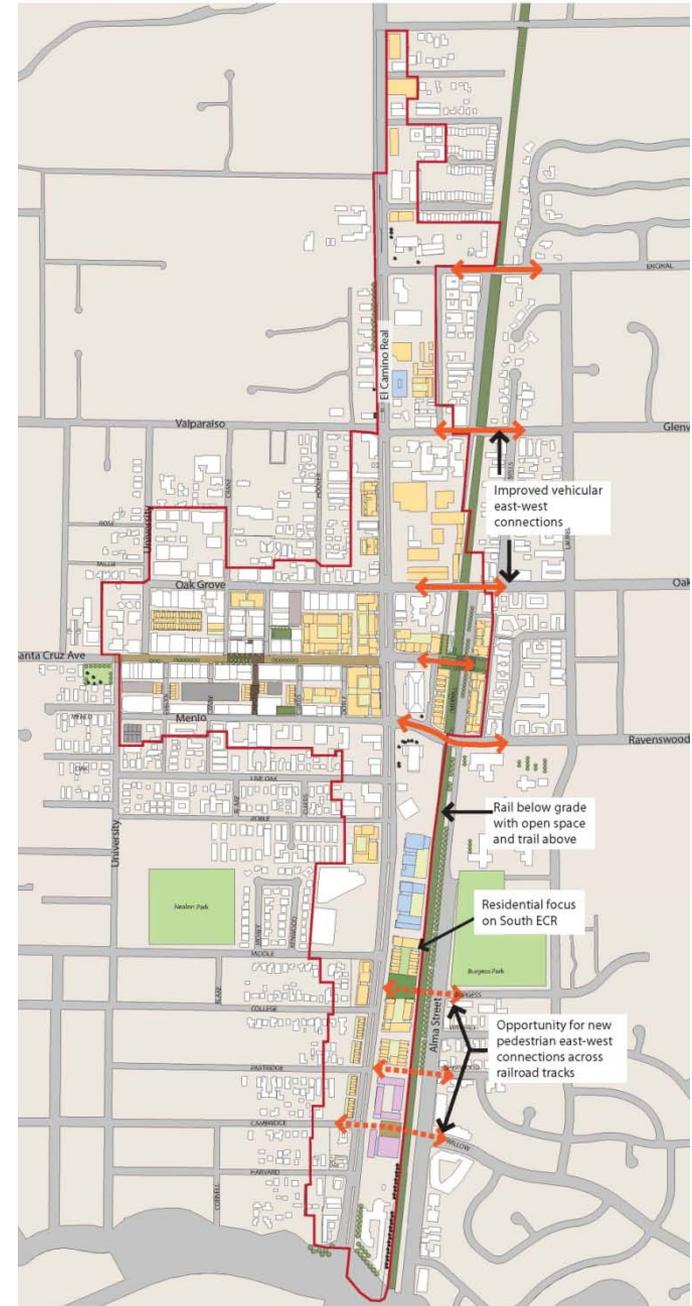
4+ Story Residential



4+ Story Commercial

El Camino Real #1:

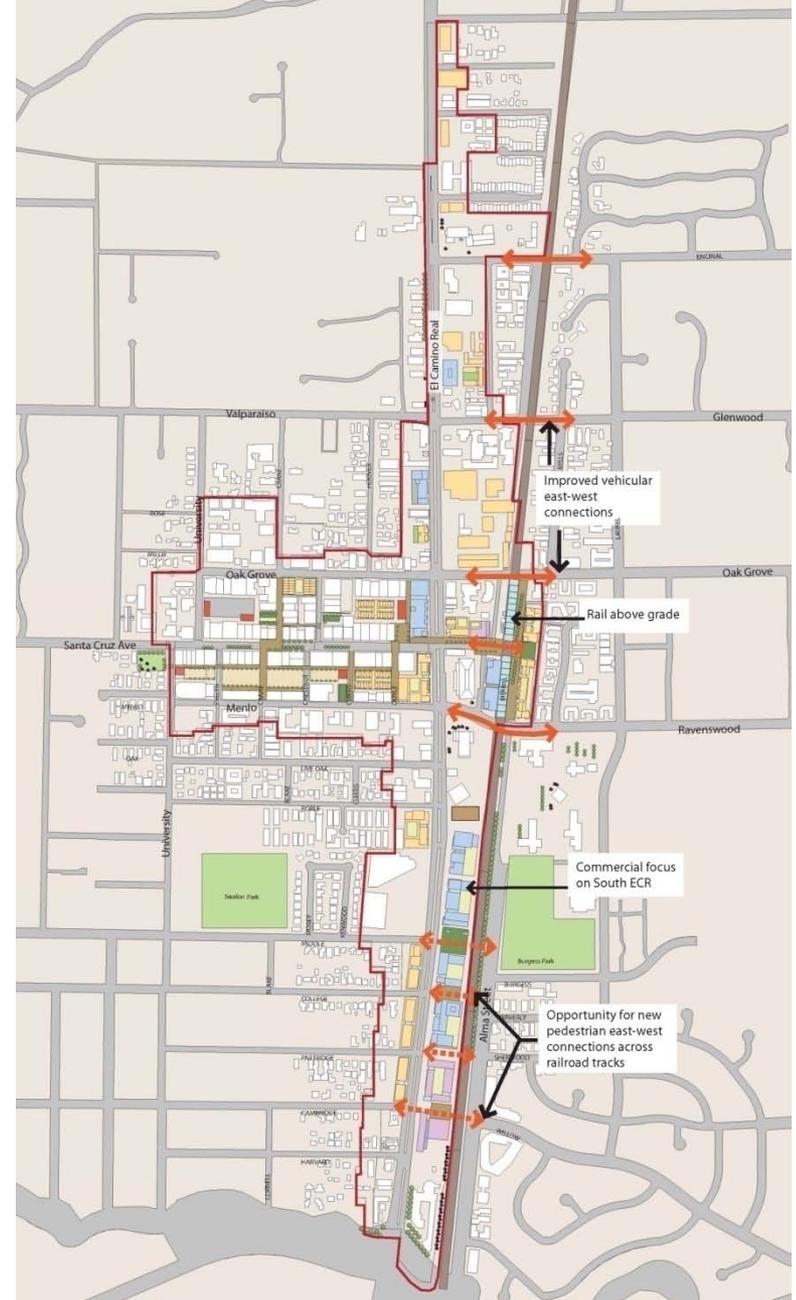
- Assumes High Speed Rail is underground
- Mix of uses: residential/commercial/retail
- Hotel and Conference center
- Bulb-outs and extended crossing intervals
- Linear park on top of tracks
- Maximum East-West crossings of tracks





El Camino Real #2:

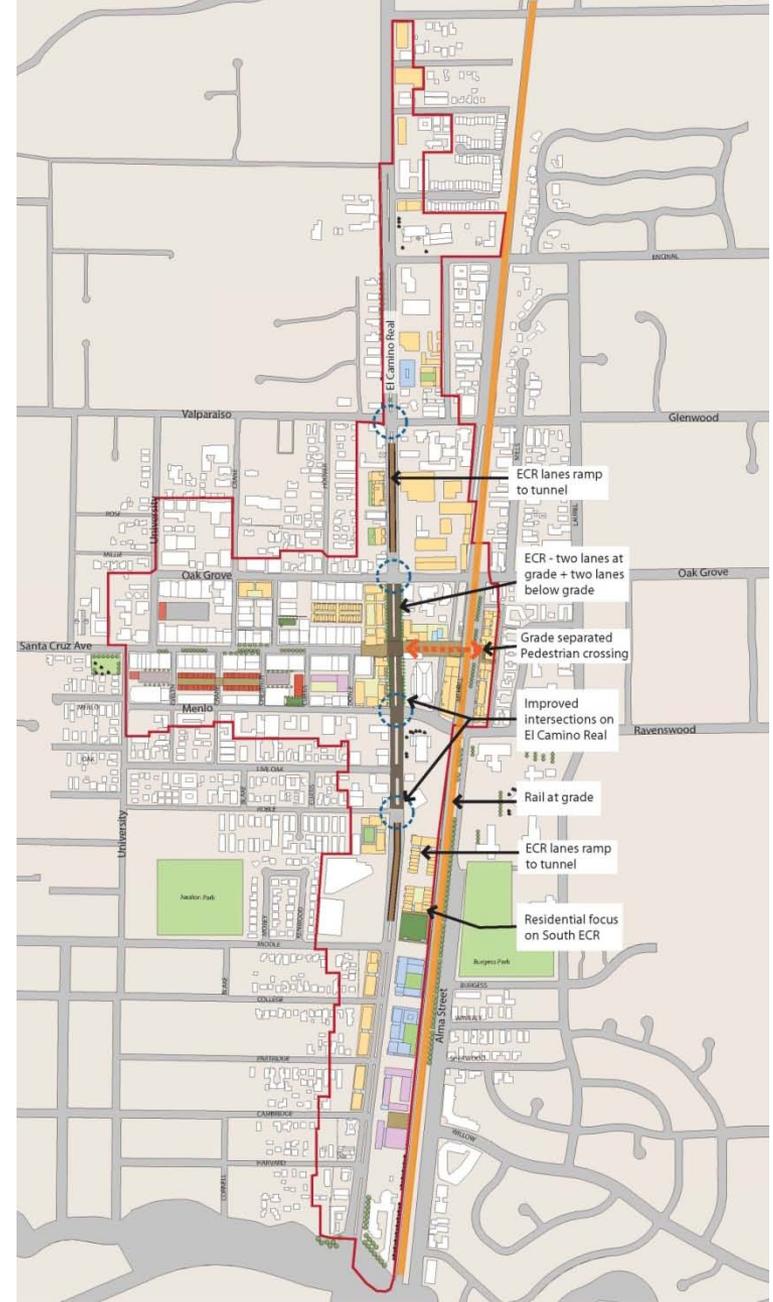
- Assumes High Speed Rail is elevated
- Mix of uses w/greater emphasis on office
- Hotel and Conference center
- Bulb-outs and extended crossing intervals
- Moderate east-west crossings





El Camino Real #3:

- Assumes at grade RR tracks
- Mix of uses: residential/commercial/retail
- Hotel and Conference center
- Bulb-outs and extended crossing intervals
- Depressed El Camino in the downtown
- Maximum crossings of El Camino
- Ramps to tunnel impacts pedestrian realm







El Camino Real @ Ravenswood looking north

3-4 stories



El Camino Real @ Ravenswood looking north

4-5 stories



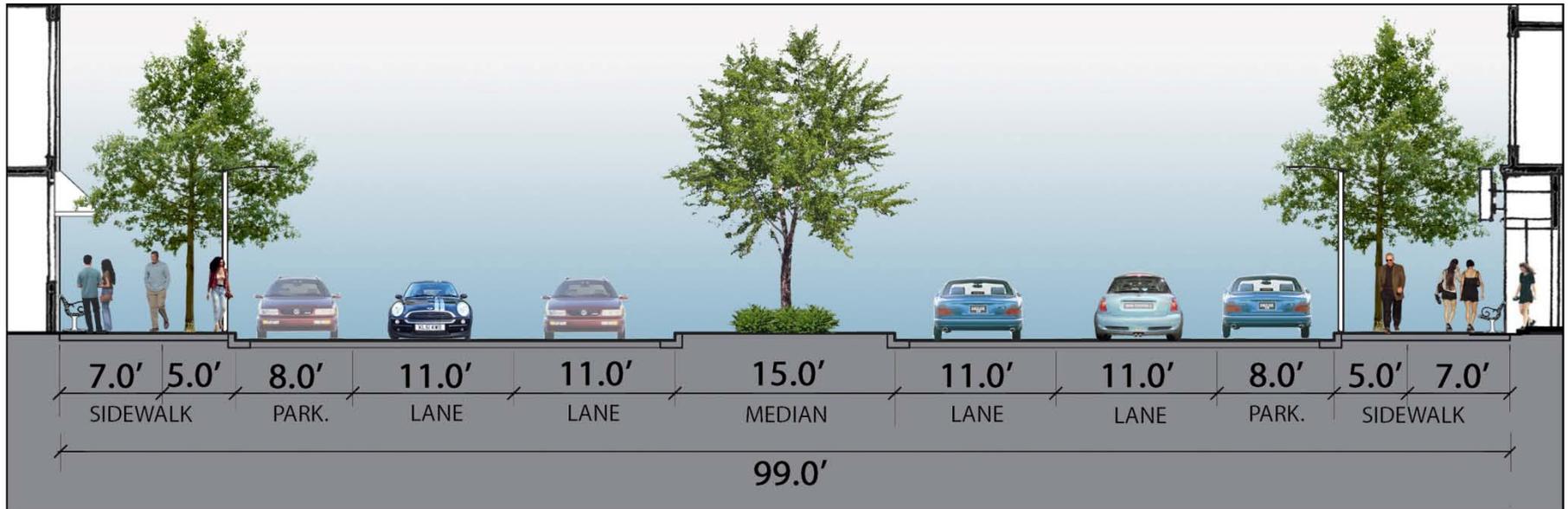
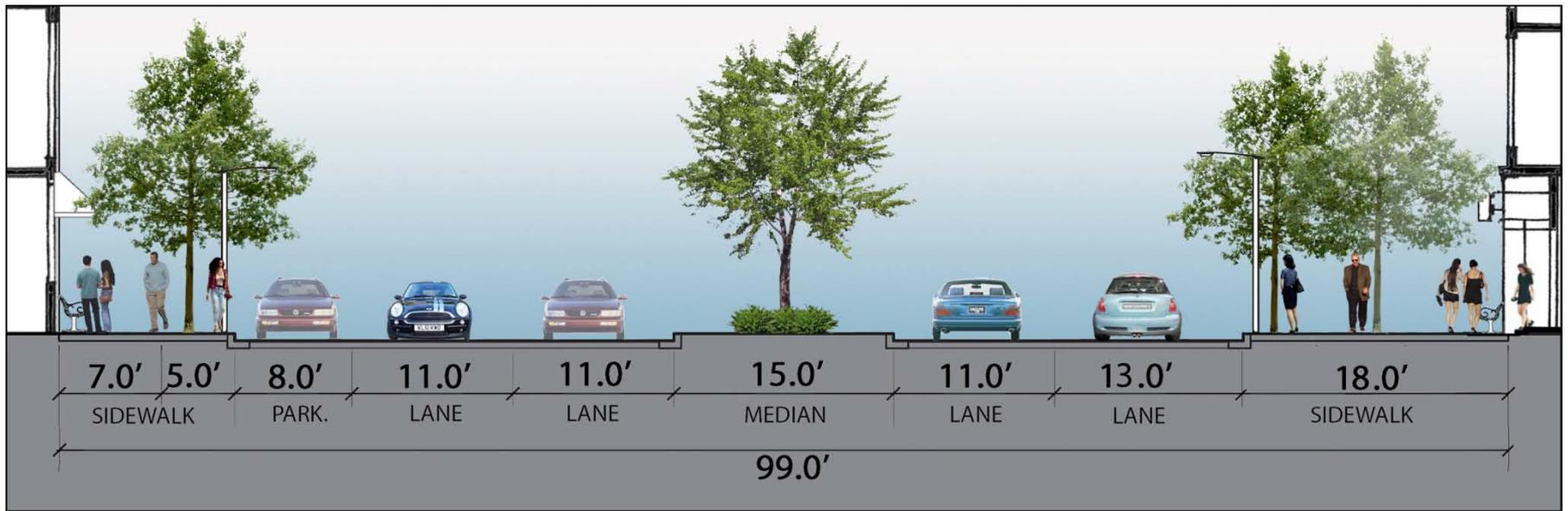
El Camino Real @ Partridge looking north

2 stories on west side, 3-4 stories on east

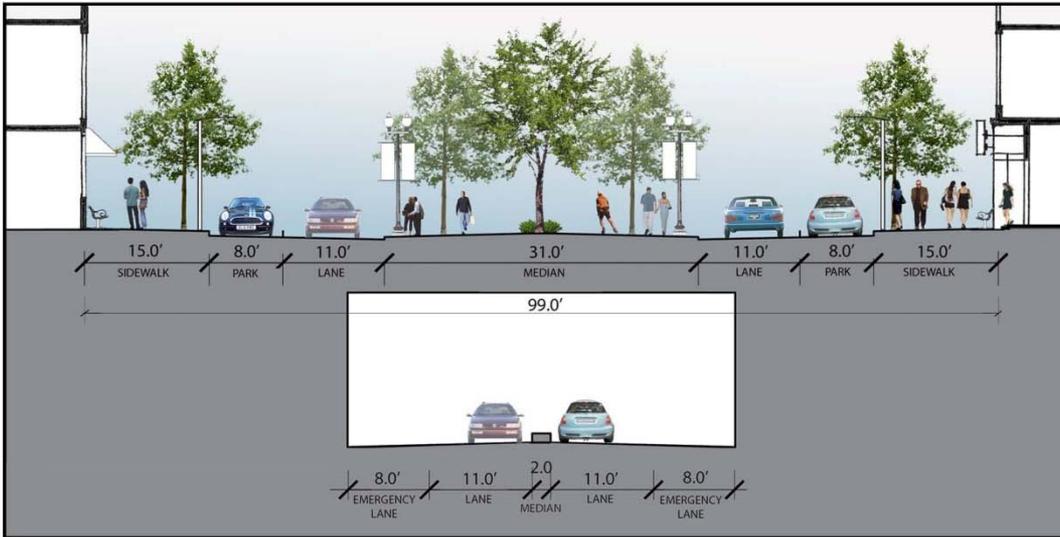


El Camino Real @ Partridge looking north

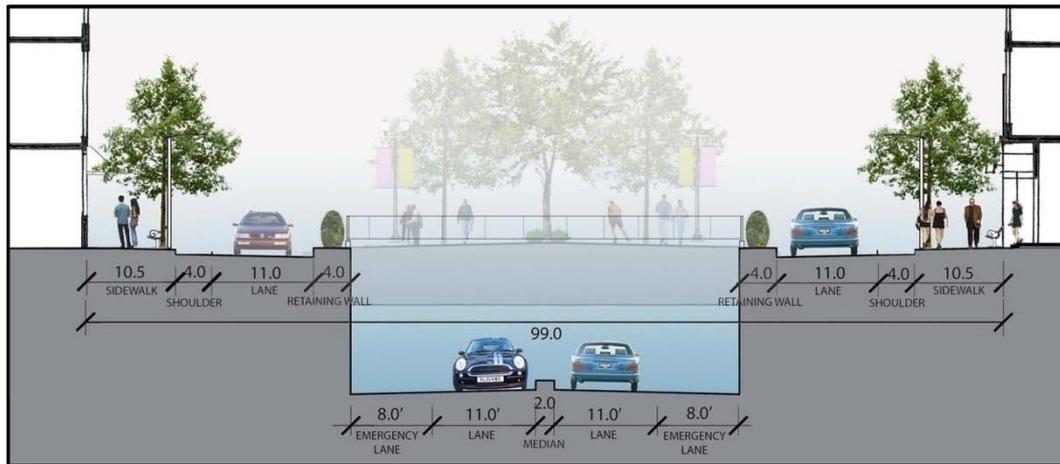
3 stories on west side, 4-5 stories on east



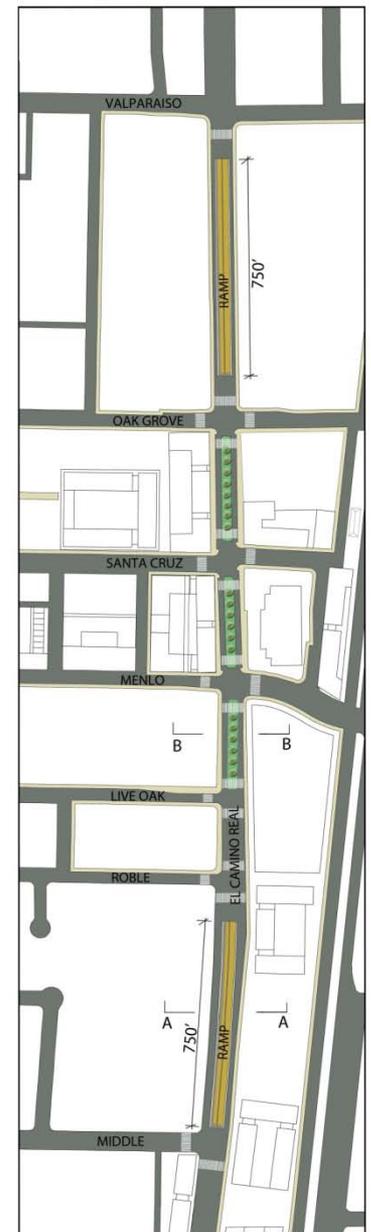
El Camino Real



B SECTION ALTERNATIVE #1 - TUNNEL CONDITION WITH WIDE MEDIAN ABOVE



A SECTION - RAMP CONDITION



DOWNTOWN TUNNEL PLAN

El Camino Real



Community Workshop #2

Questions for Discussion

Vibrancy/Land Use + Character

Approach 1: Residential Focus			<p>Economic Considerations</p> <p>High density residential development may result in efficiencies in service provision and higher revenues, contributing to a more vibrant downtown and local impact for residential land sales.</p> <p>The greater number of development steps to support a greater amount of in-house development of retail, including top floor retail and design sales.</p>
	<p>Residential = 600 units Retail = 133,000 sq. ft. Commercial/Office = N.A.</p>	<p>Hotel = N.A. Parking = 1560 spaces Traffic Counts = 8,000 trips</p>	
Approach 2: Mix of Uses			<p>Economic Considerations</p> <p>Office development would support residential, specializing in niche and construction work in the downtown station address.</p>
	<p>Residential = 258 units Retail = 102,000 sq. ft. Commercial/Office = 180,000 sq. ft.</p>	<p>Hotel = 100 rooms Parking = 1200 spaces Traffic Counts = 7,000 trips</p>	
Approach 3: Station Focus + Market Place			<p>Economic Considerations</p> <p>High density residential development may result in efficiencies in service provision and higher revenues, contributing to a more vibrant downtown and local impact for residential land sales.</p> <p>The greater number of development steps to support a greater amount of in-house development of retail, including top floor retail and design sales.</p> <p>It cannot be determined if it would result in increased traffic in downtown station address, thereby reducing retail sales.</p>
	<p>Residential = 548 units Retail = 161,000 sq. ft. Commercial/Office = N.A.</p>	<p>Hotel = 80 rooms Parking = 1200 spaces Traffic Counts = 8,000 trips</p>	

Character: Height + Massing



Precedents



Downtown and Station Area

Vibrancy and Character

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

Downtown and Station Area

Connectivity and Public Space

- **What concepts/elements provide the best overall pedestrian/bicycle experience and opportunities for community social space?** (i.e. clear pedestrian network, wider sidewalks, amount and type of public space, inter-connectedness of public space)
- **What parking locations best address the need for downtown parking?** (i.e. parking access, proximity to uses)

El Camino Real and Rail Corridor

Vibrancy + Connectivity + Character

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

June 18, 2009

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