

PERKINS
+ WILL

Memo - *DRAFT*

To: Thomas Rogers, City of Menlo Park

From: Hoffheimer, Mark; Narkar, Poonam

Date: July 15, 2009

Subject: Community Workshop #2 - Summary

Community Workshop #2 - Summary of Comments

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I. Purpose and Process

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

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

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

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

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

II. Break-Out Session Questions

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

III. Recurring Themes

1. Downtown and Station Area - Vibrancy and Character

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

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

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

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

2. Downtown and Station Area - Connectivity and Public Space

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

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

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

- Improve existing parks, such as Fremont Park
- General agreement on wider sidewalks on both sides of Santa Cruz Avenue with safe, pedestrian-friendly environment and walkable space paramount to vibrancy and village character

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

- Remove some parking spaces on Santa Cruz Avenue to provide wider sidewalks OK
 - Retain some parking for handicap accessibility
 - Retain some parking for short-term parking convenience
 - A couple of groups supported completely removing parking from Santa Cruz Avenue if parking is provided in a alternate location close-by
- Parking must remain accessible to existing retail
- Downtown parking structure(s) were generally OK, provided they are well designed and integrated into the downtown fabric
- There was limited discussion on the location of parking structures.
 - The limited discussion favored placing parking structures in parking plazas south of Santa Cruz Avenue
 - It also suggested placing parking over Trader Joe's
- Existing surface parking should be improved.
- Integrate bike facilities into next phase of work

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

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

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

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

cc: Project File

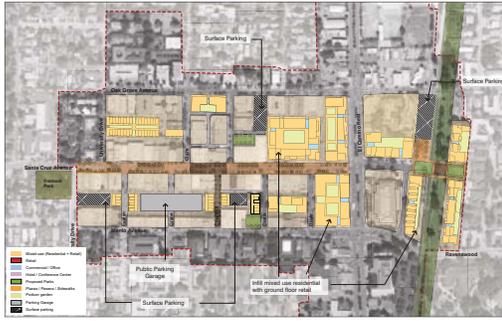
IV. Appendix

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Downtown + Station Area

Vibrancy/Land Use + Character

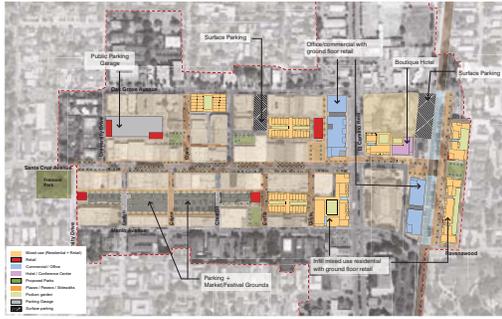
Approach 1: Residential Focus



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

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

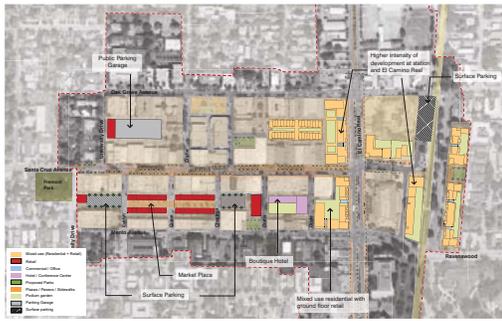
Approach 2: Mix of Uses



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

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

Approach 3: Station Focus + Market Place



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

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

Character: Height + Massing



Santa Cruz Avenue at Curtis: 2-3 stories



Santa Cruz Avenue at Curtis: 3-4 stories



Santa Cruz Avenue at ECR: 3-4 stories



Santa Cruz Avenue at ECR: 4-5 stories



University Drive from Santa Cruz: 2-3 stories



University Drive from Santa Cruz: 3-4 stories

Precedents



Varied Massing



Mixed-use with Retail at Ground Floor



Comfortable Sidewalks



Vibrant Ground Floor Uses



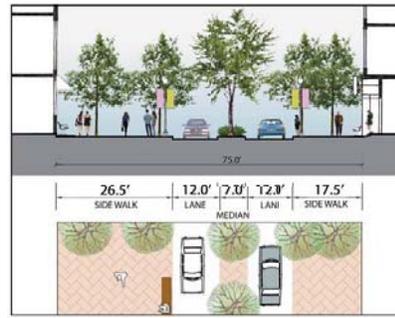
Market Place



Boutique Hotel

Connectivity + Public Space

Approach 1: Two Plazas



Section through Santa Cruz Avenue : Santa Cruz Plaza

Parking - New Demand and Supply	
New Parking Demand	1,200 Spaces
New Parking Supply	1,950 Spaces
Public Parking Plazas, including Station Area	
Existing Public Parking	1,550 Spaces
Spaces Removed	(1,500) Spaces
Spaces Provided *	2,300 Spaces
New Public Parking	2,300 Spaces

* Spaces provided consists of new spaces + existing spaces retained

Approach 2: Plazas + Paseos

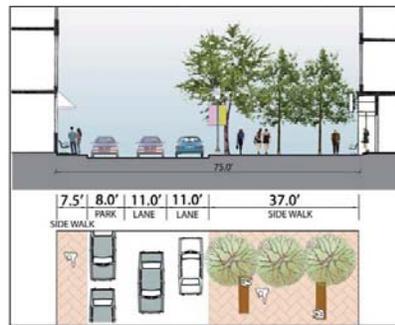


Section through Santa Cruz Avenue : Widened Sidewalk

Parking - New Demand and Supply	
New Parking Demand	1,450 Spaces
New Parking Supply	1,900 Spaces
Public Parking Plazas, including Station Area	
Existing Public Parking	1,550 Spaces
Spaces Removed	(800) Spaces
Spaces Provided *	2,050 Spaces
New Public Parking	2,050 Spaces

* Spaces provided consists of new spaces + existing spaces retained

Approach 3: Santa Cruz Promenade



Section through Santa Cruz Avenue: Santa Cruz Promenade

Parking - New Demand and Supply	
New Parking Demand	1,550 Spaces
New Parking Supply	1,300 Spaces
Public Parking Plazas, including Station Area	
Existing Public Parking	1,350 Spaces
Spaces Removed	(1,300) Spaces
Spaces Provided *	1,800 Spaces
New Public Parking	2,050 Spaces

* Spaces provided consists of new spaces + existing spaces retained

Types of Public Spaces

Plazas



Parks



Paseos



Sidewalks



Connectivity + Vibrancy + Character

Approach 1: Mix of Commercial + Residential

Improved vehicular east-west connections

Rail below grade with open space and trail (shown)

Residential focus on South ECR

Opportunity for new pedestrian east-west connections across railroad tracks

Residential = 295 units
Retail = 133,200 sq. ft.
Commercial/Office = 418,000 sq. ft.
Hotel = 300 room
Parking = 3,600 spaces
Traffic Counts = 17,000 trips

Parking - New Demand and Supply
New Parking Demand = 3,020 spaces
New Parking Supply = 3,600 spaces

Economic Considerations
The greater number of residents will help to support a greater amount and more diverse mix of retail in the downtown and along El Camino Real.
Largest hotel / conference center of the three approaches and therefore highest transient occupancy tax revenue of approximately \$1.4 million annually.

- Residential (Green)
- Commercial/Office (Blue)
- Hotel/Conference Center (Red)
- Public/Private (Yellow)
- Landmark/Preserve (Purple)

Approach 2: Focus on Commercial Uses

Improved vehicular east-west connections

Rail above grade

Commercial focus on South ECR

Opportunity for new pedestrian east-west connections across railroad tracks

Residential = 165 units
Retail = 79,000 sq. ft.
Commercial/Office = 828,500 sq. ft.
Hotel = 270 room
Parking = 3,550 spaces
Traffic Counts = 16,000 trips

Parking - New Demand and Supply
New Parking Demand = 3,725 spaces
New Parking Supply = 3,550 spaces

Economic Considerations
Office development would support restaurants serving lunch and convenience retail in the downtown and along El Camino Real.
Slightly lower transient occupancy tax revenue than Approach 1, at approximately \$1.3 million per year.

- Residential (Green)
- Commercial/Office (Blue)
- Hotel/Conference Center (Red)
- Public/Private (Yellow)
- Landmark/Preserve (Purple)

Approach 3: Mix of Commercial + Residential

ECR lanes ramp to tunnel

ECR - two lanes at grade, two lanes below grade

Grade separated pedestrian crossing

Improved intersections on El Camino Real

Rail at grade

ECR lanes ramp to tunnel

Residential focus on South ECR

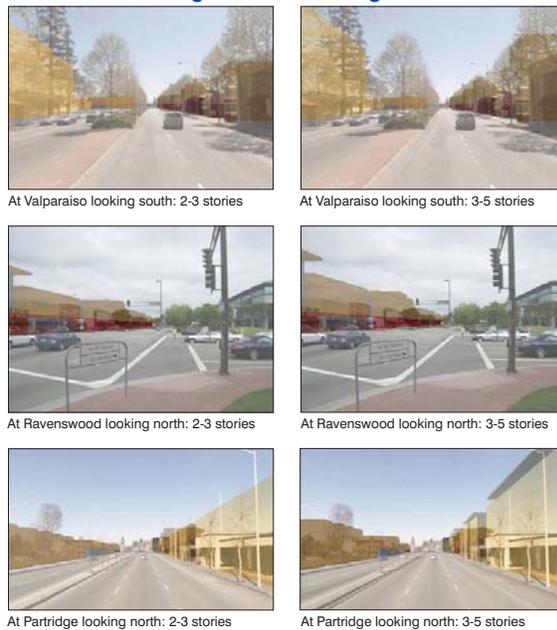
Residential = 317 units
Retail = 133,000 sq. ft.
Commercial/Office = 465,500 sq. ft.
Hotel = 270 room
Parking = 3,700 spaces
Traffic Counts = 17,000 trips

Parking - New Demand and Supply
New Parking Demand = 3,170 spaces
New Parking Supply = 3,750 spaces

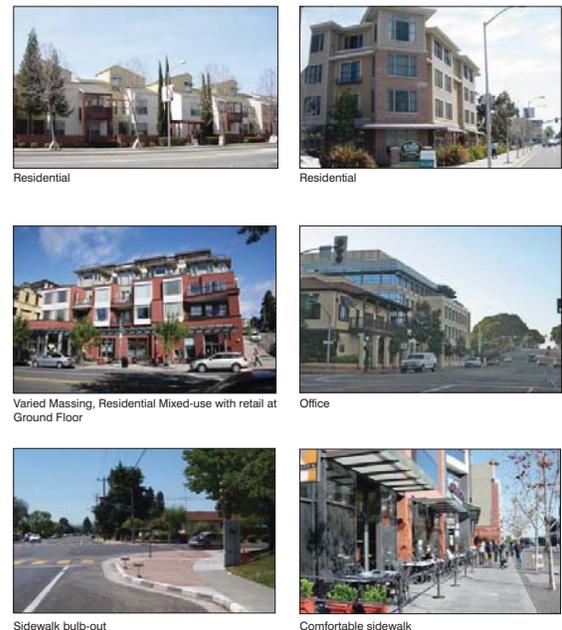
Economic Considerations
The greater number of residents will help to support a greater amount and more diverse mix of retail in the downtown and along El Camino Real.
Slightly lower transient occupancy tax revenue than Approach 1, at approximately \$1.3 million per year.

- Residential (Green)
- Commercial/Office (Blue)
- Hotel/Conference Center (Red)
- Public/Private (Yellow)
- Landmark/Preserve (Purple)

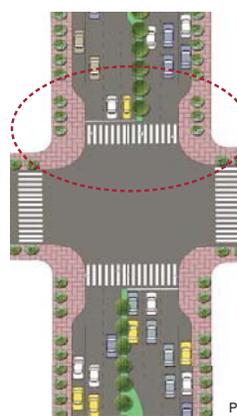
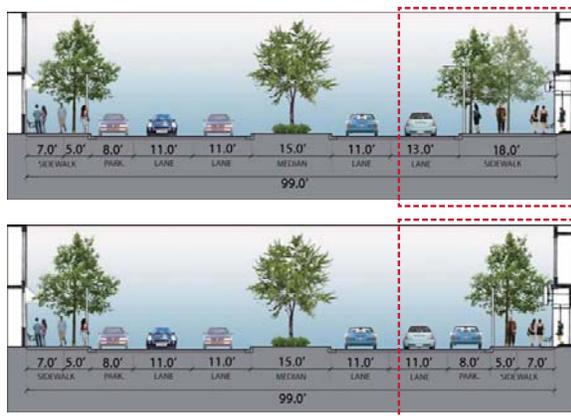
Character: Height + Massing



Precedents



Typical Section through El Camino Real



Potential Improvements for Crossing of El Camino Real:

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

Plan showing bulb-outs at street intersection

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REPORT-BACKS – AUDIO TRANSCRIPTION

TABLE 1

Sessions 1 and 2

- As far as downtown, the group is concerned about close convenient parking for downtown businesses. Anything that closes off streets and streets with parking would need to be mitigated in some way.
- There is a concern that development in the parking plazas might detract from an existing feeling that has some openness and sunniness. Have vistas now that might be eliminated.
- Up to four stories in downtown might be okay if there were some adequate setbacks on the sidewalks and sidewalk space and not just a solid wall where the building starts.
- We felt that eliminating the parking (Approach 1) on Santa Cruz and having the big sidewalks on both sides had a good shot at providing vibrancy.
- Also, if you eliminate the parking, it seems that people wouldn't be driving on Santa Cruz as much because they wouldn't be able to find a parking space and would go somewhere else. Don't know if that is a peripheral circulation pattern that if you need to get to a parking spot, might take another road to get to it.
- The idea of having a wide sidewalk on one side and a narrow sidewalk on another was not that popular with our group. Seemed like there were winners and losers because if you were on the wide side, you were doing better.
- The plazas and paseos, the plan that we looked at seemed like it had too many but the concept might be attractive.
- People thought that Mountain View provided an attractive model of vibrancy with Castro Street.
- Did not really talk that much about bicycles. Might be good to have bicycle paths designated on the plans and graphics.
- The plan with less parking is better for bicycles. Bikes and cars parking is kind of a bad mix.

Session 3

- As far as El Camino, definitely do not want tall residential buildings lining the streets like you might see in Redwood City; that is not something that would be correct for Menlo Park.
- For development on El Camino, like where the car dealers were, there is a feeling that that should be limited to the 35 feet height limit with the exception of a hotel or planned unit development conference center that may be four-to-five-story, something like Stanford Park but even taller would be okay.

- There was the thought that we should encourage new technology businesses like Tesla.
- Avoid a lot of extra housing that does not have much ambiance that would be sort of ugly.
- Be sensitive to the Allied Arts area, not to have a lot of housing backing right up to that side of El Camino.
- We were told that there was a Grand Boulevard initiative for El Camino that envisions all the way from SF to San Jose making the street more community friendly and we should be keeping that in mind, be aware of it and work with them because it seems like they are proposing some interesting things.
- We want to do whatever we can to keep traffic from being dumped into El Camino, Menlo Park/El Camino from Stanford, from Alma. Don't know what is feasible but seems like we are getting the short end of the stick in some of this.

TABLE 2

- Footprint is more important to us than absolute height of a building.
- Storefront design is important, as well as pedestrian, vehicular, bike access.
- Each building has to have character.
- Residential open balconies to the back.
- Setback the top stories, height is okay.
- Reference to Santana Row is nice but too homogenous because of single developer.
- Residential retailers are welcome especially on Santa Cruz.
- Eastside of El Camino, we feel is better for office and the west side is better for residential/retailers.
- Setbacks in the front and back, we felt that it is more desirable to setback in the rear.
- Concern about public spaces and train station becoming home for homeless people.
- Need for housing downtown for boomers and elder community.
- Wider sidewalks are preferred, liked idea of Las Ramblas, very appealing.
- Marketplace idea as a permanent structure received mixed reviews.
- Better idea is an open public area that doubles as farmers market.
- Have to have parking garage structure.
- Large public space desirable.
- Piazza enlivened by retail and restaurants.
- Diversity in parking configuration; convenient parking, especially for elderly people.
- Residential development is desirable near Middle and El Camino all the way to train station.
- Affordable housing that is senior friendly.
- Visual interest created by buildings that are not orthogonal to the street.
- Don't want same mistake as the Big Five strip, want access from El Camino.

- Eliminate parking on El Camino to create new bike lanes and wider sidewalks.
- Idea was explored for creating alleyways with very slow moving traffic parallel to El Camino that would access stores along El Camino.
- An emphatic “No” to trenching or tunneling of El Camino.
- Suggest rooftop parking in new buildings.
- Suggest parking structures be tucked behind other taller buildings.
- Widespread preference for bike lanes for each east/west crossing.
- Propose that we trade development rights for covering costs of tunneling the rail (not a Menlo Park decision but it is a way to pay for sinking the rail underneath the ground).

TABLE 3

Session 1

- With respect to the downtown and station area, one of the overarching things we talked about with regard to all three was that apparently there was a Climate Action Plan that was already done, and we think that it is important to keep in mind what the climate impact will be on any decision that we make.
- There is also concern about the congestion that increased residences will bring. Already at maximum capacity with respect to our schools and traffic and if we increase our residential by too much, we need to consider that.
- It is also very critical that Menlo Park identity be maintained and we don’t turn into Santana Row, Redwood City, Palo Alto—we’re Menlo Park. So we want to be careful that when driving down El Camino, you know you are at Menlo Park and don’t lose that identity.
- The Ferry Plaza concept was attractive in concept. There was a concern whether it was going to be an all day or everyday kind of market place or farmer’s market on the weekends. Concerned about being in competition with Redwood City or Palo Alto who already have vibrant farmer’s markets in place.

Session 2

- Approach 2 was a bit disjointed, difficult to draw people into the side streets, and also risky for pedestrian crossing. As it is right now, crossing Santa Cruz is dangerous.
- Unanimous in the no angled parking on Santa Cruz, it is already a hazard.
- Like idea of increasing park space, having more of Fremont Park. Liked Cambridge model. And living where we live, we have the advantage of making use of it year round.
- We also thought the 18-foot widened sidewalks on both sides of street would be fair to merchants on both sides, a nice compromise.

Session 3

- Apparently, bulbouts were already tried on Santa Cruz in the past, and they were a complete disaster, so we are concerned about those working.
- Existing parking on El Camino Real is not only important for merchants that are in place but also provides a shield for pedestrians from buses or speeding traffic; so it is a safety issue, as well.
- The vacant car lots are an eyesore. They have to go.
- Varied massing is important, as opposed to having three-to-four stories all the way down El Camino or Santa Cruz. Better to have varied heights, lends more to the village feel.
- One idea we came up with was for a tunnel under railroad tracks at Burgess that would increase connectivity to Safeway and Burgess Rec Center and make it more accessible and perhaps putting in some senior housing at that location to make it walkable to services.

TABLE 4**Session 1**

- Six people did not want any change, three people for Approach 3, one for Approach 2.
- Want parking accessible to retail (i.e., no parking structure—makes it harder to access retail stores) and want more attractiveness from the parking side.
- Some buildings can be up to three stories with setbacks.
- More streetscape improvements.
- Generally some support for more living spaces in downtown (but some disagreement), probably more towards the train station.
- Some people want the City Planning Department to be more flexible and some want less flexible.

Session 2

- Less support for parking structure; parking plazas work well.
- Wanted to see better utilization of the existing parks that we already have.
- Wider sidewalks are good and more sidewalk space is desirable.
- Did not want closing of side streets all the time, only certain occasions, maybe making some streets one-way.
- Improve existing surface parking.

Session 3

- Six people like underground Approach 1, none for Approach 2, and one for Approach 3.
- No support for undergrounding for El Camino Real.

- Approximately three stories for El Camino Real, anything higher should be setback.
- Should try to maximize landscapes between buildings.
- Some support for on west side of El Camino to turn buildings around to face downtown and clean up parking lot area. Having buildings face away from El Camino and then focus El Camino on traffic.
- Generally, support for wider sidewalks and increase buffer on El Camino Real and get people away from the traffic.

TABLE 5

Sessions 1 and 2

- Talking about downtown, the Marketplace idea was really attractive to us as a way to set Menlo Park apart. Santana Row was brought up as an example, but we want to do a better job than that.
- Having a boutique area would really represent village sensibility.
- Along Santa Cruz, boutique hotel idea along the lines of Garden Court in Palo Alto was mentioned.
- Table divided on bringing a lot of housing to downtown. Idea of adding vitality was great but whether housing was a way to do that is still up for discussion.
- Support for three stories with a setback as the maximum height, but making sure that sun exposure on the street was addressed.
- Wider sidewalks to allow more outdoor seating for restaurants was desirable; possibly bulbing out sidewalks in front of restaurants specifically to allow them more seating but still maintaining parking, or possibly trying Approach 1, widening sidewalk on both sides of the street, but maybe not for whole Santa Cruz but just try it on part of it.
- Theatre Street in Redwood City street was brought up as an example of how a destination could draw a lot of interest and people mingling, and having groupings of bench areas as in Palo Alto to create little gathering areas. We didn't really get into the paseo idea, but the idea of having more gathering areas on the street seemed a good idea.

Session 3

- In terms of El Camino, I think our consensus was three stories on the west and four stories on the east side.
- General idea of extending village sensibility along El Camino and giving people something to look at, a reason to slow down a little bit as they went through town
- Again, not a continuous wall of buildings that would give tunnel feel but rather a mixture of heights.

- We were looking at one of the examples, the varied massing residential mixed use with retail on the ground floor as an example of something that looked attractive from the street.
- Maybe put bike paths next to train tracks, since our overall idea was that El Camino was doomed to be high-speed route through city so people would want as few impediments as possible.
- More trees and landscaping to give the town a feel that people live here and really care about it.

TABLE 6

Session 1

- Like the idea of open marketplace mixed use, kind of like the Ferry building in San Francisco.
- Encourage ground floor retail.
- Mixed feelings regarding more residential, were not sure that residential support creates vibrancy.
- But did agree that housing by railroad tracks was a definite yes.
- Three-to-four-story buildings are okay only if they are stepped back, not monolithic height, mixed stories. One person wanted one story.

Session 2

- Too many closed streets (paseos).
- Liked idea of plazas
- Want more trees, more flowers and wider sidewalks, another park in addition to Fremont Park by the church.
- No festival grounds, would prefer marketplace.

Session 3

- No on any elevated tracks.
- Focus retail mainly in downtown not El Camino.
- Like mixed uses on El Camino.
- Some felt that El Camino should be three lanes with parking structure close to El Camino and some wanted two lanes with bulbouts; the choices were very divided; came down between those of us who want to write off El Camino as a disaster or those who want to make El Camino nicer.
- Minority (1 of 10) wants El Camino underground.

TABLE 7

- Our table dealt more with principles rather than specifics.

- We really like walkable space in downtown; there was no appetite for leaving things the way they are.
- We universally liked mixed use, a variety of housing, greater diversity of housing; we want people to be able to live and work downtown to stay downtown and have everything they need there, which means a great deal of housing throughout area.
- We also want to be sure that development provides that existing local businesses can economically survive, and that we use the development in a smart way, and we would hope that perhaps the City can take lead, since they are the largest landowner downtown, and be a developer or in partnership with developers and use space as marquee development areas.
- We like underground parking and lots of parking to bring people in, and it needs to be easy for people to park and get out of their cars to walk.
- We like paseos, closed streets, public spaces—tying living, working, and retail together.
- We'd like it to be bike friendly; we didn't see in the plans that there was a particular attention to bicycles.
- We recognize that to make it more vibrant, we have to have more people and more people means more housing and that means we have to go up. We do not mind three-to-five-story buildings as long as design accommodates the village feel and we like the step back, and we have to make the height appropriate to what is next door.
- Make buildings as green as possible.
- If this is ultimately blessed by the City Council in some form, if they could re-zone the entire area, that would give maximum opportunity to current landowners to develop it over a period of time.

TABLE 8

Sessions 1 and 2

- Downtown, we're interested in outside market idea, we imagine that as becoming retail space of some kind, analogous to having a Sunday market but all week long; we thought that different building options would be possible for that. Concerned whether it was viable in our community.
- Idea of hotel downtown seemed okay, not necessarily four stories if on Santa Cruz Ave, make closer to El Camino.
- Generally pro-mixed use, lower on office space downtown.
- Absolutely opposed to four-to-five-story buildings, more two-to-three stories with three-stories partially less 100 percent. Probably two stories on El Camino to keep cavernous feeling down.
- Overall emphasis on architectural soundness and attractiveness.
- Maintaining current scale and intimacy of downtown.
- Discussion of straightening out Ravenswood, sorting out that crossing.

- We were pretty much disposed toward the pedestrian aspects, the paseos and so on.
- We talked about parking garages in comparison to how they work in Palo Alto. We were uncertain if it would work with one alone, or do you need multiple locations so that people can be close enough to where they're going? We weren't sure what it's like from the consumer's perspective.
- Architectural style on the parking garages is absolutely essential.
- Not a lot of excitement about paid parking.

Session 3

- Concern with number of vehicle trips projected in all the proposals. To make anything habitable on El Camino, we thought massive setbacks are needed just to get the buildings away from El Camino Real so they could be nice places to do anything in.
- Eliminating parking on El Camino to free up space for sidewalk space.
- Usefulness of north/south and east/west bike connections.
- A bike tunnel would be useful; we talked about treating El Camino north and south separately; retail and commercial on the south but with a bike tunnel that could make housing possible because people would have access to Burgess and vice-versa.
- Building height on west side should be two-story to be friendly with residential areas. On the east side, three and plus stories, but the same as our thoughts on Santa Cruz, varied height and less than 100 percent, something similar to Menlo Square area. If any place gets high (pushing to four-story), be sensitive to people on east side.
- Not a lot of interest in tunnel.
- Improving crossings on El Camino, possibly having four-way crossings everywhere, and at Santa Cruz, possibly have a diagonal "scramble crossing" for weekends and off-peak hours.

TABLE 9

- Important to have businesses on the ground floor of Santa Cruz and avoid a canyon feeling.
- Want buildings with varied heights, setbacks of housing and so on would be good.
- Two-to-three stories with residential on top floors, some terraces on roof.
- Liked the plaza concept.
- Concerned that there were no bike lanes in the plans, these are important.
- Palo Alto has destinations, would like to see those for Menlo Park.
- Important for things to be pretty and green.
- Like a European model with pizzazz and important that design goes along with zoning. We don't just zone things; we make sure that there are variations,

modulations, tapering and so on. We like things to be higher in the middle of the blocks and lower towards the outsides.

- If there was a hotel, better to have it right in the center, next to the train station.
- Agreed to it would be good to have rear entrances to the businesses, especially if we get rid of parking.
- Along Santa Cruz, majority like Approach 1. While majority at our table was in favor of getting rid of parking along Santa Cruz, there was some disagreement, especially regarding the concern that elderly need to park close to the businesses.
- Like plazas and paseos.
- Keep the streetscape along Santa Cruz simple; mainly safety issue for drivers and bicyclists and pedestrians – can't be confusing.
- A lot of concern for bike safety for kids.
- Discussion of having theater or cultural opportunities, especially if we had a hotel, then we could accommodate it there.
- Regarding parking, there was agreement that Palo Alto does parking structures well, so we should see what they do and do more or less the same.
- Like stacked parking as well as underground parking.
- If parking is behind buildings than dumpsters should not be ugly.
- Agreed that there needs to be more east/west connection for kids going to school.
- City Hall and Burgess Park feel rather disconnected from Santa Cruz and we'd like to address that somehow.
- Agreed that residential by the train station would be good.
- On the east side of El Camino, three-to-five stories is the general consensus, on the west side, like two stories where there are houses and three-to-four where there are not.
- Discussed idea of underpass for pedestrians, going under the station tracks and possibly all the way to Santa Cruz because right now to go to the station, you have to cross El Camino and that is unpleasant and unsafe.

TABLE 10

Session 1

- Wider sidewalks would be good.
- Office use would be good, varied discussions on where it should be.
- Residential is also desirable.
- Good to make alternative use of parking plazas for marketplace or other than for parking – to develop them.

Session 2

- The canyon effect is bad, created by five stories without setbacks.
- Height with plazas and setbacks and stepbacks would be okay.

- Articulated architecture is desirable.
- Varied building forms with design control is good.
- Some consistency in design with massing, needs to be complementary. Needs to be variation in massing and complementary.
- Create zoning mechanisms to control massing. Five-story is okay but limited. Need variations in height. Saying two-story only is not what we want.
- There is a concern with traffic generation from more density and height.
- Create employee parking away from prime retail parking.
- Paseos very desirable.
- Wide sidewalks are desirable.
- Need to be careful about impact of closing streets; especially impact on emergency vehicles.
- Taking parking out of Santa Cruz to get more options is okay.
- Larger open spaces in addition to paseos would be nice.

Session 3

- Strong consensus to straighten El Camino (or Ravenswood?).
- Retail along west side of El Camino at southern portion is not encouraged. Offices against the residential is preferred.
- Assisted living projects would be nice.
- Massive low-cost housing/apartments are not desirable.
- Need to be sensitive to existing residential.
- Concerns about sidewalk width as it relates to building heights and massing and parcel depth.
- Bulbouts are good.
- There is a need for parking garages, but not everyone agreed.

TABLE 11

- Housing downtown would help housing situation and bring vibrancy with more people living downtown.
- Wider streets, and would be alright to lose surface parking but where we did, it would be fairer to have new parking lots near where the parking was removed.
- People living downtown create its own vibrancy.
- We do not want to market a major marketplace because we are so close to Stanford shopping center and don't want it to look like that.
- Make town more inviting to diversity.
- Noise would make housing near rail line undesirable.
- Conference center would be better to have near the rail line.
- Loved the idea of piazza.
- Also in favor of paseos, little alleyways with retail.

- Some concerns of maintaining small retailers.
- One person had an idea to make El Camino more for large scale, like rugs or design center.
- Downtown two- and three-story is the height limit.
- Several people thought even five-story is okay for along El Camino, with setbacks.
- Tunneling is impractical, expensive, and disruptive (but if it could happen miraculously, then it would be wonderful!).
- Downtown, two main plazas more appealing than one marketplace.
- Networks of small parks is a good idea.
- Remove all parking from Santa Cruz was brought up several times and compensate with parking structures.
- Bicycle routes: Important to have bicycle paths/lanes and walking facilities; especially from Menlo Ave. to library.
- Like idea of underground railroad but didn't get into the high-speed rail issue.
- A couple people were very much in favor of a conference center and five stories alright there.
- Would like to see movie theater back.
- Watch for height and massing and have setbacks and five-story only along El Camino or maybe on the edge of parking areas.

TABLE 12

Sessions 1 and 2

- In support of mixed uses of retail, office and residential.
- At intersections of El Camino and Santa Cruz and then at opposite end of Santa Cruz, architecturally needs to appear as a gateway.
- Like the idea of marketplace (e.g., Ferry Building).
- Support two-story in the front (streetside) and higher stories in the back.
- Paseos and plazas is a good idea (Approach 2), but too many street closures on the plan, only a few closures would be appealing.
- Like ideas of Maiden Lane in San Francisco and Cambridge, Massachusetts.
- Three hour parking limit but no meters.
- Retain parking on Santa Cruz for quick stops (e.g., pharmacy, dry cleaner).

Session 3

- Do not like tunneling on El Camino.
- Modulations and setbacks on El Camino Real.
- Additional residential is good, especially with proximity to train station and retail.
- Prefer boutique hotel to be downtown, not south on El Camino where it probably benefits Palo Alto more than us, perhaps at the corner of El Camino and Santa Cruz.

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P. 11
(9 pages total)

1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

For businesses, ^{convenient} close parking is important.
Maybe add on to existing buildings, retail on top.
Where do new residents park? Underground parking?
It seems that increased residential would require lots more parking.

Residential/office mix provides compatible uses.

People like openness.

Concern that existing office spaces will lose sunlight & vision out of windows -
Want a spacious feel.

Office not in downtown. More retail & service.

Missing: Up to 4 stories might be OK, but not a solid wall at sidewalk. Setbacks -
Sidewalk space is important to go along with taller buildings.



1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

P.2

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

Market place idea sounds good.
How would new "market place" retail (like Ferry Building?) affect existing businesses. Would it be a draw, or would it draw business away from existing?

Approach 1 is not popular.

Approach 3 seems best.

We didn't see where parking for housing would be. Under? Is this in addition to the parking count given in the plans?



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE (P-B)

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

Approach 1: diminishing parking would probably eliminate some traffic.
Good vibrancy.

Approach 3: may be a disadvantage for businesses on parking side vs wide sidewalk side.

Don't have so many trees that street is too dark.

Approach 2: People respond to the idea of passes and plazas.
Creates interesting connections.

Maybe not as much as shown on plan.

Promenade: not that popular.

Plazas & Passes - Too many street closures?

Get input from businesses what they want.

People like Mt. View / Castro.
People Don't like 5 & 4 story bldgs on El Camino in RWC



P. 4

2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

Approach A seems best for bike traffic.

Graphics don't have bicycle lanes.

Should be added to plans.

Add bike lanes to sections

No parking is better for bikes. (just traffic)



3. EL CAMINO REAL AND RAIL CORRIDOR – CONNECTIVITY, VIBRANCY & CHARACTER

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

p5

Stanford Land:

Not to be changed to academic use.

It is part of their income portfolio.

Avoid uses that generate lots of traffic visits, such as medical office.

Senior housing?

Hotel / Convention

New technology businesses, like Tesla.

Revenue generating uses.

Avoid housing with no curbance, right at street (no setback).

Allied Arts – Not compatible/massive housing!

Grand Boulevard initiative: Change character to friendly boulevard, locals could enjoy the street. San Francisco to San Jose (planning meeting Saturday)!



3. EL CAMINO REAL AND RAIL CORRIDOR - CONNECTIVITY, VIBRANCY & CHARACTER

B. What elements of the plans best improve the corridor's character and pedestrian environment? (e.g., landscape improvements, wider sidewalks, ease of crossing El Camino Real) p.6

Grand Boulevard initiative
Would it force dense development?
Maybe not. There was some skepticism.

Traffic gets diverted to El Camino to get to Stanford/Sand Hill Road.
Also, Alma traffic dumps onto El Camino in Menlo.

Height? 35 feet? 3 stories. Except maybe 4 for a hotel planned use. (Eg something like Stanford Park)
Planned Mixed Development. Maybe higher for that use. Not OK for residential to go to 4 or 5.
A series of developments like Menlo Station (Kaiser) where car dealerships were could be nice.

Concentrate pedestrian friendly to Santa Cruz & parts of El Camino, not the whole extent of El Camino.

Building Height:

Dutch have tall buildings jutting up at Menlo / El Camino. Taper buildings back. Avoid tunnel effect.

Bulb outs seem good as far as pedestrians, but it would cause traffic to back up more than it already does.

Maybe have red lights in all directions so pedestrians can go in any direction. You could go diagonally more efficiently than two separate crossings. Grand Boulevard indicators would address El Camino issues, to. Caltrans needs to be involved / provide approval.

Keep in mind that the proposed schemes would not be implemented suddenly, but would be a guideline for a natural evolution of development in the future.

Develop guidelines that would not make big changes (eg not tall residential on El Camino)

Keep 35 foot height limit: Would this be economically feasible ~~from~~ economic firm (higher for planned unit Hotel) study this.

The only place for higher would be between ECR & tracks, south part (Stanford Land). If it is hotel, it would not have as much impact on Allied Arts as medical office

Maybe $\frac{1}{3}$ residential / $\frac{2}{3}$ commercial/office on El Camino

No more batch plants / car dealers on ECR

Downtown

- Close convenient parking needed for downtown businesses
- Developing in parking plazas would take away existing open feeling
- Up to 4 stories OK if set back
- Marketplace might be OK.
- Show bike lanes on plans
- Eliminate parking seems good on Santa Cruz. Good for vibrancy, traffic reduction, bike safety.
- Use a mixture of plazas & passages w/ wide sidewalks.

El Camino

Work w/ Grant Boulevard Initiative

Keep 35 ft, ht limit, except hotel/com. ctr.

could be for 5 stories. No 4 story wall of bldgs.

Protect Allied Arts from higher traffic development.

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1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

- Footprint more important than ft. storefront design, is important as well as pedestrian, wheelchair & bike - ex: Amsterdam.
 - Each block had character + personality
 Residential Open balconies to the back - village feel.
 - Set back top stories - height is ok
 - Reference to Santana Row - nice but too homogeneous - single developer
 - * ~~Residential~~ Residential/Retail is welcome - especially on Santa Cruz
 - EAST SIDE better for office
 - WEST SIDE FOR RESIDENTIAL/RETAIL
 - * Set back in the front & back? The group felt that more desirable to set back the rear.
 - Work hard on the design guidelines.
- ~~Comments~~



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

- * Concern about public spaces around train station becoming a gathering place for homeless, loitering etc unless it is connected to the businesses - ie. cafes
 - Need for housing downtown for boomers, elder communities.
 - Wider sidewalks are preferred. Ramblas example was appealing
 - Marketplace idea as a permanent structure mixed reviews. Better as an open ^{public} area that doubles up as farmers market
 - Gotta have a parking garage structure large
- A public space is desirable - A piazza enhanced by retail, restaurants

Diversity in the parking configuration - convenient parking especially for elderly people.



3. EL CAMINO REAL AND RAIL CORRIDOR – CONNECTIVITY, VIBRANCY & CHARACTER

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

- Residential develop desirable near @ Middle of El Camino all the way to the train station
- Affordable housing that is senior friendly.
- ↓ • Visual interest created by bldgs that are not orthogonal to the street creating found spaces.

Don't want same mistake as the Big 5 strip.

Access bldgs from El Camino

- Eliminate parking on El Camino new bike lane, wider sidewalk
- ~~Eliminate landscaping for visibility on south side of helpers adjacent to Ravenswood, more bike lanes~~
^{concrete upland, walkability}
- ~~Oak grove lights are dangerous~~
- ~~alleylane from Cambridge to Ravenswood adjacent to tracks.~~
- No to trenching & tunneling of El Camino
- Rooftop parking in new buildings

- Taller parking structures behind taller buildings
- ~~Dedicated bike lanes~~
- ~~trade street parking for bike lanes on Santa Cruz~~
- Bike lanes for each east/west crossing
- Track development rights for ~~development~~ costs / ^{Private} funding of tunneling the rail.

TABLE 2

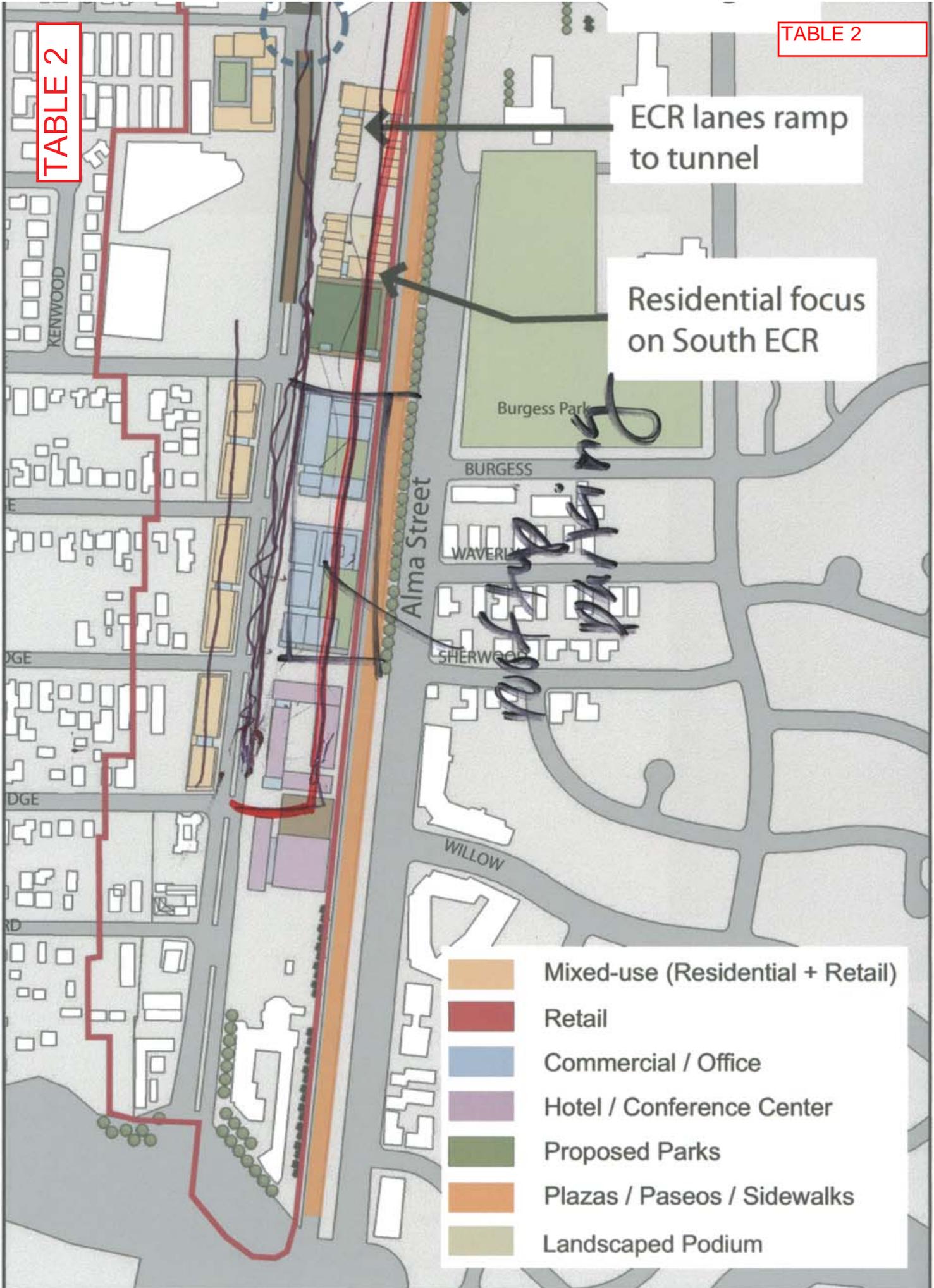
TABLE 2

ECR lanes ramp to tunnel

Residential focus on South ECR

100% Mixed Use

-  Mixed-use (Residential + Retail)
-  Retail
-  Commercial / Office
-  Hotel / Conference Center
-  Proposed Parks
-  Plazas / Paseos / Sidewalks
-  Landscaped Podium



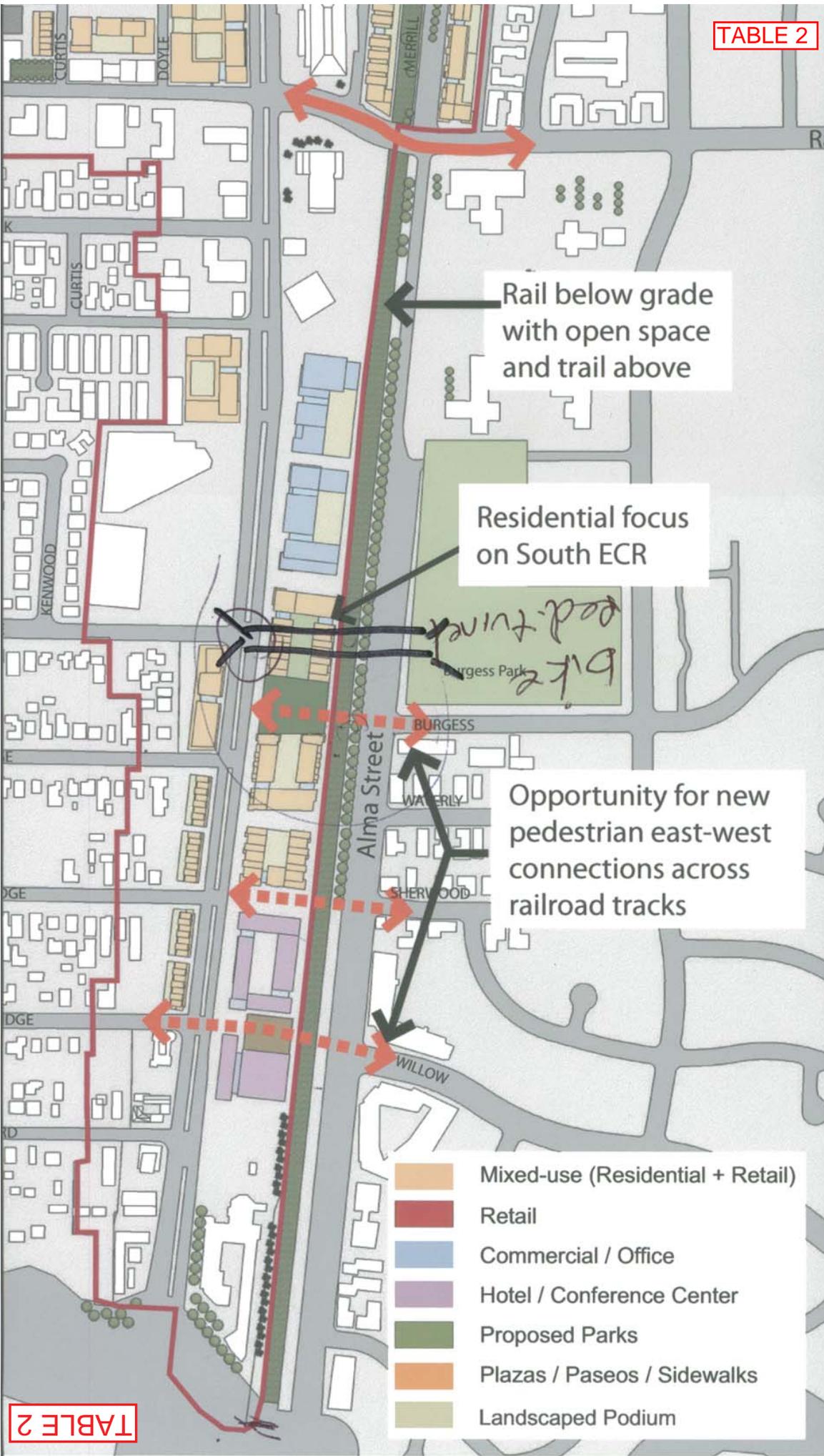


TABLE 2

TABLE 2



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Climate impact

El Camino Real/Downtown Specific Plan Workshop #2

Table # 3

Recorder Notes - June 18, 2009

Residential congestion

MP identity maintained



1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

① Increase in residential will impact schools/traffic & we're

② capacity now - need to be cognizant of type of use.

③ "Village" ≠ 3-4 stories

④ Market place (approach #3) attractive. Keep downtown close to what it is now but give "face lift" + close a couple side streets. Concerned about impact of traffic/parking.

⑤ Traffic is currently a nightmare - development will exacerbate.

⑥ Redwood City & Palo Alto are nighttime destinations - need MORE reasons to stay → concerned about competition from neighboring cities

⑦ Menlo Park will never be Palo Alto nor should it be - it would be a mistake to make it into something else (ie Santa Monica Blvd). Need to fix parking (structure). Need to be mindful of Climate ~~Impact~~ Action Plan.

⑧ Need to be mindful of light onto Santa Cruz when considering Massing. What would it do to existing trees?

Ferry
Concept
attractive
but
difficult
to
compete



1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

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

① Boutique hotel = too boxy. RWC apts is too tunnel-like

② Be mindful of daylight/shadows when considering massing. What would it do to existing trees?

③ Varied massing so important



plazas
No angled parking

2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

- ① Approach #2 feels disjointed. It also poses a safety risk. Crossing needs to be addressed!
 → difficult for people to take advantage
- ② Parking structure would bring us in line w/ the times. Gives us an opportunity to enjoy the walk
- ③ Trees block signage, but also important to character of downtown.
- ④ Concentrated areas more likely to succeed (approach 1 or 3) However we might be able to do approach #2 in phases to encourage people to explore
- ⑤ Likes idea of places to sit w/ coffee/sandwich (like Fremont Park). Merchants on side streets need more accessibility.
- ⑥ Cambridge Model would be used YEAR round here. Parks important.



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

- ① angled parking dangerous Plus can make sidewalks equal
- ② promenade sidewalks great but concerned about fairness to merchants on both sides
- ③ increase disabled parking on street.
- ④ 18' sidewalks allow for dining ≅ thru traffic
→ bigger parking garage
- ⑤ Stanford shopping mall Structures are beautiful & we should mimic color/texture

Bulbouts
won't work

Carl's eyesore varied massive important

El Camino Real/Downtown Specific Plan Workshop #2

Recorder Notes - June 18, 2009

Burgess tunnel would be great

Table # 3

existing parking important



3. EL CAMINO REAL AND RAIL CORRIDOR - CONNECTIVITY, VIBRANCY & CHARACTER

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

Mark H

- ① ↑ massing @ vacant car lots @ southside
- ② Need to keep existing parking on street
- ③ Glad that ECR is no longer "auto row" wants to move Kepler's / Barrone's feel further down.
- ④ The abandoned auto dealers are eyesore - awful. Ideal for housing.
- ⑤ bike / ped access underground to East / West if Rail is @ grade
- ⑥ Connecting Burgess this way would be huge (C. ECR & Middle)
- ⑦ Massing is going to look very different dependent upon landscaping
- ⑧ Varied massing. Plazas like Kepler's
- ⑨ Kepler's looks a little toll to replicate too often.
- ⑩ Senior living @ Middle? Connect Burgess & Safeway



3. EL CAMINO REAL AND RAIL CORRIDOR – CONNECTIVITY, VIBRANCY & CHARACTER

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

- ① Keep existing parking on street for benefit of merchants & safety of pedestrians
- ② Bike ped access @ Middle underground RR tracks like in Palo Alto.
- ③ MP is choke point for ECR because we lose lanes.
- ④ Lack of MPPD enforcement harms ped. safety
- ⑤ ~~lack~~ Lack of rt turn lanes concerning
- ⑥ Bulb outs @ Santa Cruz were a disaster
- ⑦ Would diagonal crossings work?
- ⑧ ~~Not~~ Against anything over 3 stories on E side of ECR → traffic issue.

Sum 1st Page

Forum... #4.

- 6 people → 100 Δ

- 3 " → App 3

- 1 " → App 2

Other: ~~no~~ ~~parking~~ parking accessible to retail (no parking
↳ hard to access retail ~~to~~ structure)

- Some bldgs up to 3 stories of setbacks

- More streetscape improvements

- support living dtown (mixed) → disagreements
→ toward train

- planning dept more flexible (mix)

Pg 2

- No support parking structure

- Parking plazas ~~don't~~ work well (mix)

- Better utilization of existing parks

- Wider sidewalks good → more walk space

- ~~1~~ Close side streets sometimes only
→ 1 way

- Improve existing surface pkg

Page 3 ECR

6 people → App 1 Underground

Ø → " 2

1 " → App 3

No support undergrounding ECR

3 stories ECR, Higher should be setbacks (a lot)

- Maximize landscape bet bldg

- West side ECR → turn around, face d town

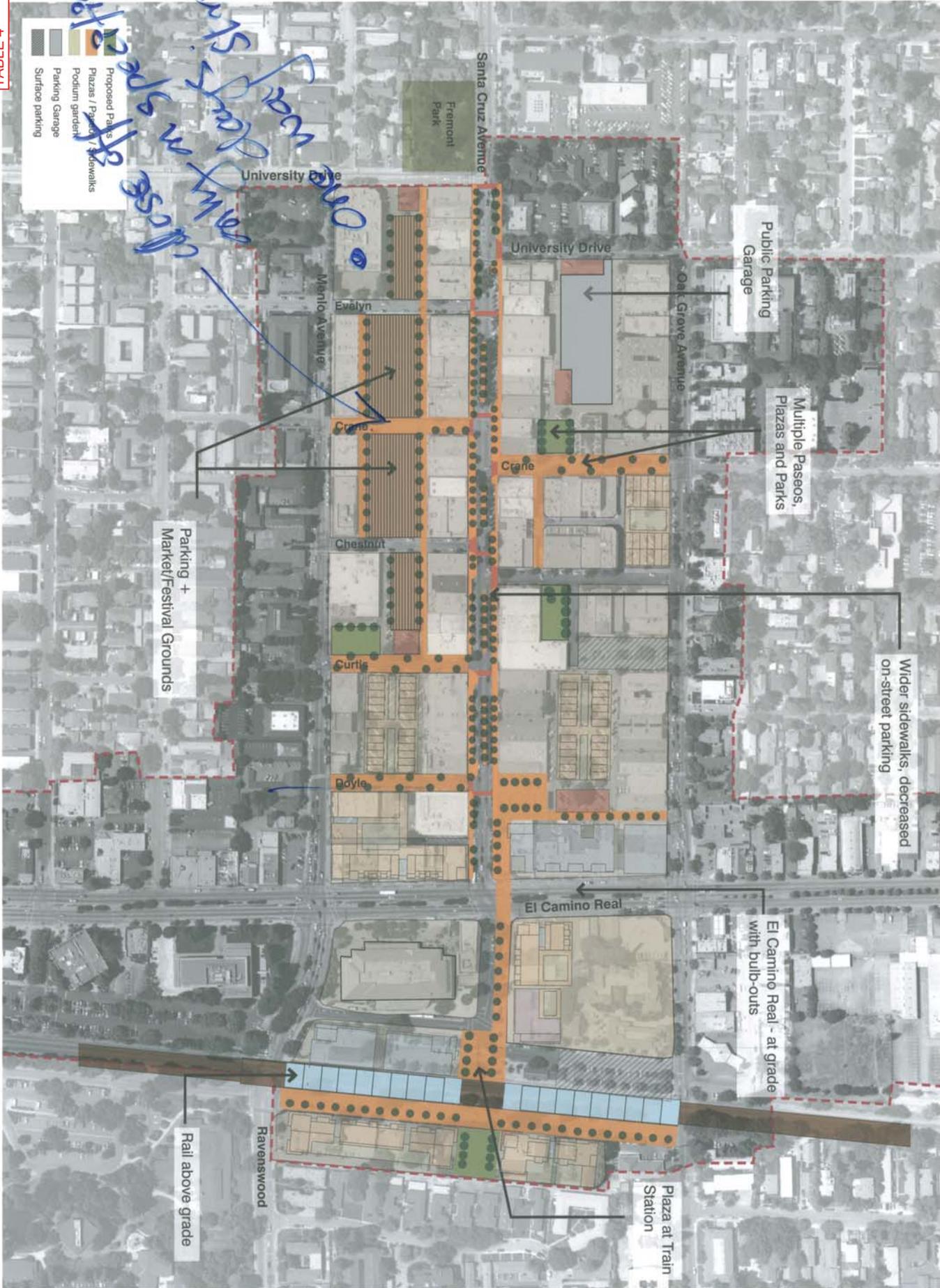
- Move activity

- Wider sidewalk, buffer to ECR

Approach 2: Plazas + Paseos

TABLE 4

TABLE 4



Handwritten notes:
 One way street
 Plaza starts on Santa Cruz

- Proposed Parks
- Plazas / Paved / Sidewalks
- Pedium garden
- Parking Garage
- Surface parking

Parking +
Market/Festival Grounds

Public Parking
Garage

Multiple Paseos,
Plazas and Parks

Wider sidewalks, decreased
on-street parking

El Carrino Real - at grade
with bulb-outs

Plaza at Train
Station

Rail above grade

- parking wrapped with retail
- accessibility to pkg
- lack of connectivity bet Stanford Chmn & Menlo Park.
- enhance connect (via transit)
- MP has mix of uses dev. on

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

- develop along rail corridor.
- support transit
- no approach w/ satisfactory
- Change = 6 ppl.

Economic Considerations
 Higher density residential development may result in efficiencies in service provision and higher revenues, contributing to a more neutral to positive net fiscal

TABLE 4

TABLE 4

El Camino Real tunnel could result in less local traffic in downtown / station subarea, thereby reducing retail sales.

lighter activities and thereby retain.

TABLE 4

• some bldgs 3 stories

on S Cruz ave.

• more streetscape

improve ments

• support living in downtown.

• some feel otherwise.

• planning dept needs to be more flexible.

TABLE 4



• present pky plazas are favored
 - work well!
 • better utilization of existing parks.
 • more neighborhood parks
 • support utilization of Santa Cruz
 • Prefer underground rail.

Parking - New Demand and Supply	
New Parking Demand	1,450 Spaces
New Parking Supply	1,300 Spaces
Public Parking Plazas, including Station Area	
Existing Public Parking	1,350 Spaces
Spaces Removed	(800) Spaces
Spaces Provided *	2,050 Spaces
New Public Parking	2,600 Spaces

* Spaces provided consists of new spaces + existing spaces returned

TABLE 4

• do not support
 underground pky.
 • Improve surface pky.

TABLE 4

TABLE 4

Precedents

*push away from buildings to front door ECR -> toward downtown.
 • more activity on ground floor.*

Residential = 165 units
 Retail = 79,000 sq. ft.
 Commercial/Office = 828,500 sq. ft.
 Hotel = 270 room
 Parking = 3,550 spaces
 Traffic Counts = 16,000 trips

Parking - New Demand and Supply

New Parking Demand = 3,725 spaces
 New Parking Supply = 3,550 spaces

Economic Considerations

Office development would support restaurants serving lunch and convenience retail in the downtown and along El Camino Real. Slightly lower transient occupancy tax revenue than Approach 1, at approximately \$1.3 million per year.



do not support underground ECR.

set back bldgs over 3 stories.

maximize landscape

best buildings -> 3 stories

Residential = 317 units
 Retail = 133,000 sq. ft.
 Commercial/Office = 465,500 sq. ft.
 Hotel = 270 room
 Parking = 3,700 spaces
 Traffic Counts = 17,000 trips
Parking - New Demand and Supply
 New Parking Demand = 9,170 spaces
 New Parking Supply = 3,750 spaces
 The greater number of residents will help to support a greater amount and more diverse mix of retail in the downtown and along El Camino Real.
 Slightly lower transient occupancy tax revenue than Approach 1, at approximately \$1.3 million per year

prefer lower

buildings 3 stories



improve streets

Residential



Intersections on
 El Camino Real
 Rail at grade
 ECR lanes ramp
 to tunnel
 Residential focus
 on South ECR



1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

- concerns about high speed rail affecting ^{all} over design.
Overall goal: specific plan for Menlo Park
re-establish zoning (change)
define elements such open space,

≈ Santana Row - Marketplace unique news.
vs. Stanford mall = boutique feeling
downtown gets good comments - draws people
locally. - you have all this parking
behind the scenes.

→ adequate parking in MP. sometimes limited
~~no~~ parking structured (pk garage) hard to
pay?

- more office space is demand?
- ~~home~~ residential not desirable.
- MP not retail attractive? we have multiple
vacant storefront.
- housing around downtown.
nice shops & good restaurants.
boutique hotel. - garden ct. hotel in P: D.

a lot more residential not the interest of
the group.

debate about family - increased demand
in schools?

housing -> ability to create vibrancy.

examples in SF - many to show that
it does work

height of buildings -

the light in Santa Cruz is different

shade on south side - don't want to create

~~3~~ -> stepped-back (3 story on SC) ^{dark} tunnel.

-> 4 seems too high.

1 & 2 - seemed old & decrepit.

-> 2 stories of housing over retail.

height - total might be a better way to
think about the h.

HI majority in favor.



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

open up the sidewalk - opening up for outdoor seating for restaurants.

- remove parking to improve traffic flow along ^{SE}

- bulb out sidewalk only in areas in front of restaurants. - once a restaurant,

* always a restaurant

- Venice - closure of alley ways.

- ~~do~~ benches in isolation (vs. grouping area)

< H does get crowded.

mix and match of the two.

RC - theatre street.

public sculpture - not such a priority

* landscape art - * nice planters.



3. EL CAMINO REAL AND RAIL CORRIDOR – CONNECTIVITY, VIBRANCY & CHARACTER

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

→ Relationship to the train station

improve it as important transit.

let people live w/out driving.

height issues. - worried about tunnel effect.

current heights - 3

only 1 four story building near downtown.

office buildings that are close enough to train station so people can go straight to work.

not continuous stream of tall buildings
sawtooth approach.

something that will slow down - give something for people to see - make you feel like you're entering a village.

varied massing, residential mixed-use
example.

Munger Law School - Stanford.

as example of tall buildings next to open space

diversity of buildings - mix of 2 & 5 stories
so it's not ~~a~~ monolithic.

we will zone for more density if we
get these things = parks etc. ^{public} benefits

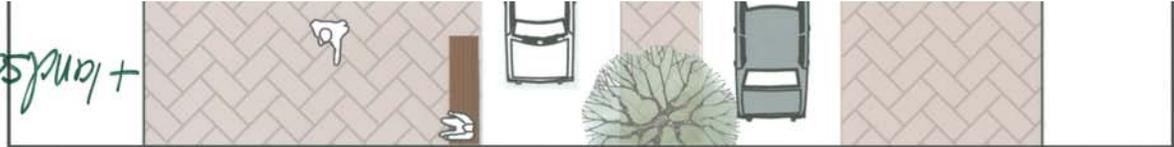
bike lane. - next to the tracks?

EC. - never going to be a lovely walking path
5 ft. ~~for~~ for good bike path.

wants

* more trees along El Camino.

consensus on heights - 4 story w/ setback.
~~4~~



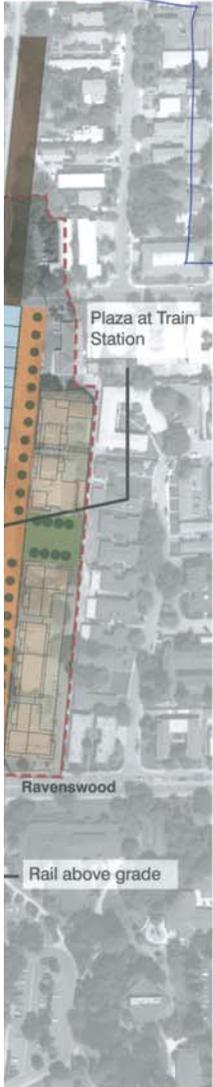
+ landscape

1/4" [1+ blocks]

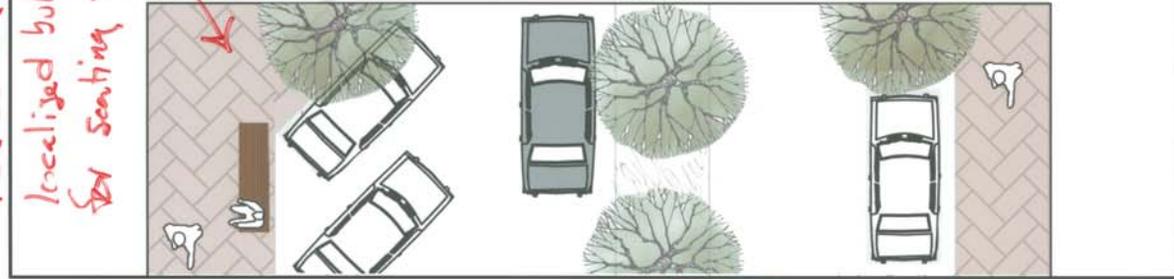
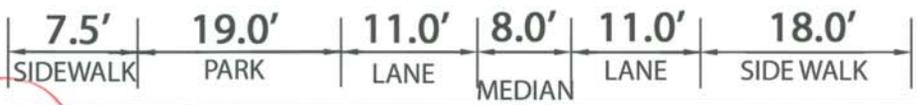
Section through Santa Cruz Avenue : Santa Cruz Plaza

Parking - 1
New I
New I

Public Par
Existi
Space
Space
New I



*related to restaurant
localized bulb outs
by seating*

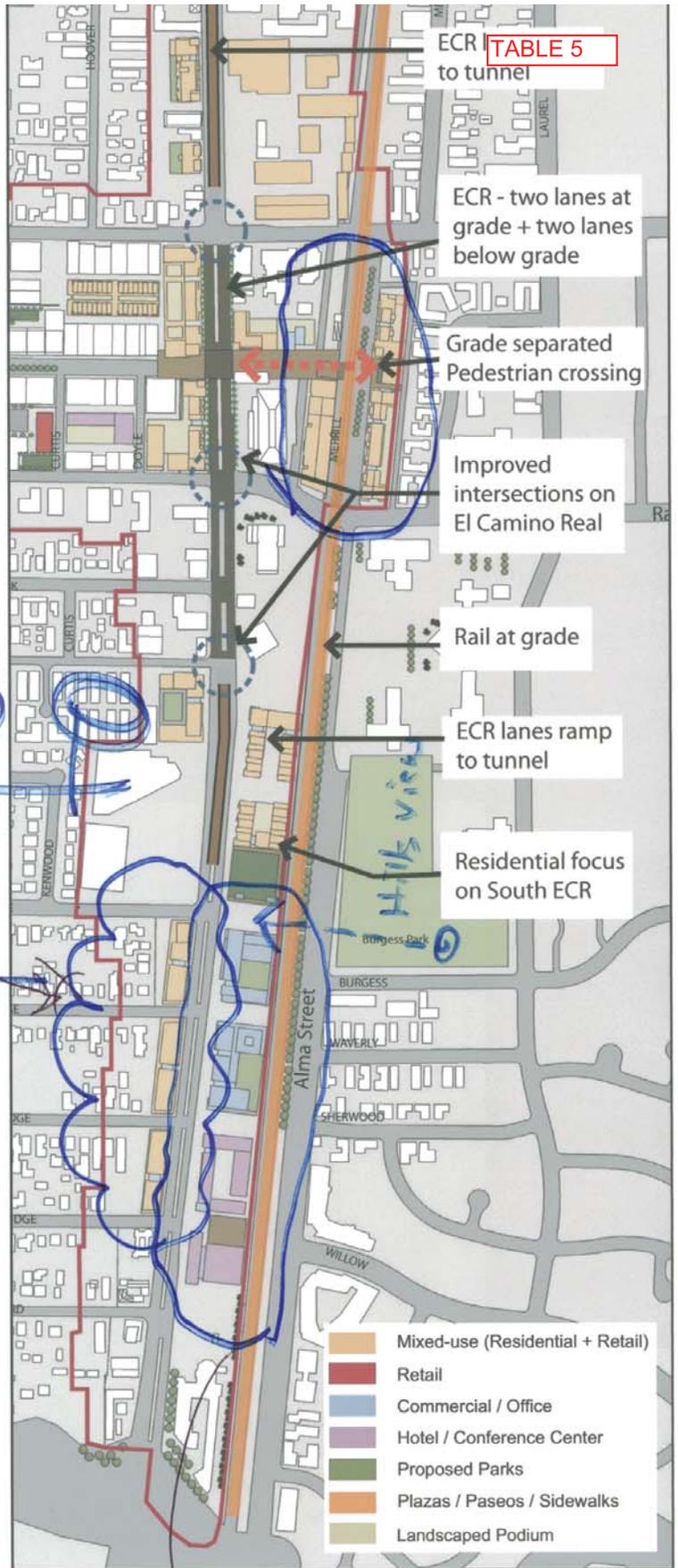


Section through Santa Cruz Avenue : Widened Sidewalk

Parking - 1
New I
New I

Public Par
Existi
Space
Space
New I





its

828,500 sq. ft.

ces

000 trips

Id and Supply

d = 3,725 spaces

= 3,550 spaces

iderations

ould support restaurants
venience retail in the
El Camino Real.

it occupancy tax revenue
approximately \$1.3 million

*Setback
at res. n'bnr*

*ACCESS
CONCENTRA*

2-3

3-4?

Precedents

Like → mix in w/ shadow block open photo



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

Office



TABLE 5

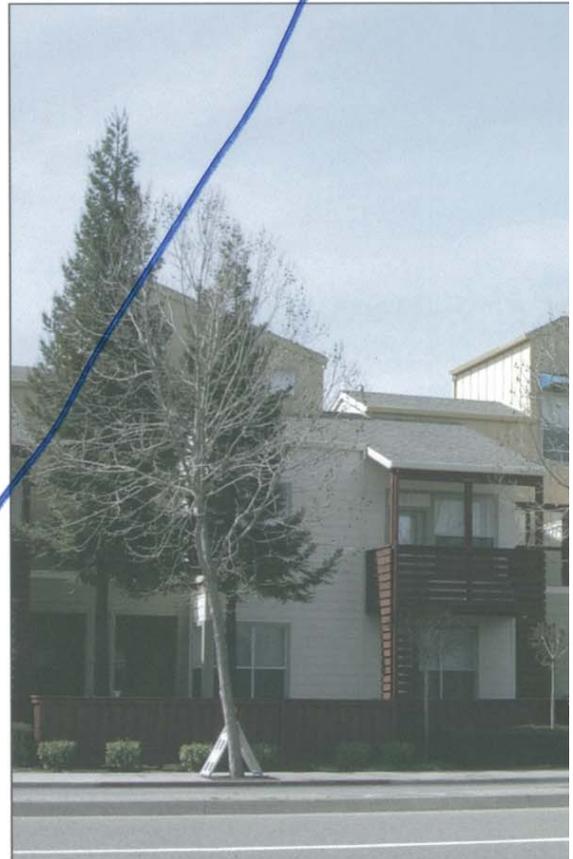
Office development would support restaura serving lunch and convenience retail in th downtown and along El Camino Real.

Slightly lower transient occupancy tax re than Approach 1, at approximately \$1.3 per year.

EXCHANGE FOR UP-ZONING:

- Open space
- Planting trees
- Parking structure cond. bnfm

Precede



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CEER



1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

What is vibrancy?

BOARD 1

Palo Alto vs. Menlo Park -- Should they compare?

Want food, drink, outdoors

All ages

- Wants friendly environment
- Likes open-market (#3)
- " mixed-used (#2) **APPROACH WITH MARKET HALL**
- ~~At~~ ^{Encourage} ground-floor retail
- Likes amenities: food, retail, hotel, marketplace
- ~~Attract more Menlo Park residents to downtown~~
- Mixed feelings about more residential
- Does residential support ~~residential~~ vibrancy?
- Housing by railroad tracks - Yes

6027
Table # 6



BOARD 1.

1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

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

- 3-4 ^(only) if stepped back
Not ~~monolithic~~ ^{STORY} height; mixed heights
1/10 ~~Minority~~ for one story

6521
6

BOARD 2



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

- Approach 2 = too many closed streets
- Plazas = good (PASEOS)
- More trees, more flowers PASEOS
- Wide sidewalks = good
- Parks in downtown
- No festival grounds; prefer marketplace

6



BOARD 3

3. EL CAMINO REAL AND RAIL CORRIDOR – CONNECTIVITY, VIBRANCY & CHARACTER

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

- No on elevated tracks.
- Focus ^{REVAL} mostly on downtown, not EC except closest to downtown.
- Limit parking on EC – 3 lanes each way?
 - Some want 2 lanes with bulbs
 - Some want 3 lanes with Parking Streets
 - Minority wants EC underground
- Need better East-West connectivity
 - Tunneling at Santa Cruz (from Ravenswood to Oak Grove?)
- 2 choices [very divided]:
 - Write off EC as a disaster
 - Make EC nicer

Where do bikes go?
EC would be improved by more setbacks.
- MIX-USES ON EL CAMINO



TABLE 6

Handwritten red notes:
 ANALYZE NO
 31 LEXEN
 NO FINISH
 RAINBOW
 2015

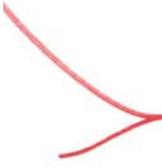
Economic Considerations

Office development would support restaurants serving lunch and convenience retail in the downtown and along El Camino Real.

Slightly lower transient occupancy tax revenue than Approach 1, at approximately \$1.3 million per year.

Prerequisites

Parks



Paseos



TABLE 6



TABLE 6



deal with principles

1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

more sidewalk cafe area
let restaurants expand into street
in way - 1/2

like market side

1 walkable space - inviting - / absence of village character
attention to diverse population

2 mixed use - variety - housing - greater diversity of housing

3 allow people to stay in town as they age -
wealth of public land for housing city could take best use for parking

4 underground parking to expansion of grade parking
need to involve property owners (united) - help
present merchants expand existing uses

5 more attractive, close cross streets
downtown living H+ 1.1.1.1
mixed use H+ 1.1.1.1 throughout

6 live & stay downtown - no need to drive
more people living downtown
" " in evening - more 7 day use as opposed to office 1.5 day
need to drive eyes & family

redevelop train station by retail & housing
public spaces, plazas, pedestrian friendly
underground parking & can have structure above
centralize parking - set parking off streets

7 economically supportive / incentives for
viability for independent businesses
attract people from other communities

would like train underground
expect it to be ~~raised~~ elevated



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

① redesign street closures to not ^{lose parking for bicycle} parson existing retail
bicycle lane in streets - clarify route for bicycle traffic ^{through area}
parson, close streets, park behind machine
Infill like Trader Joes w/ a parking deck
waiting on what will happen w/ train
improve crossing of El Camino

② Plazas yes yes - sketches of public places - ③ Approach 2 very attractive Plaza + these
④ tie to retail + housing -
keeps people + retail + housing focused + tied



3. EL CAMINO REAL AND RAIL CORRIDOR - CONNECTIVITY, VIBRANCY & CHARACTER

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

some mixed use - village suburbs of design may be OK

higher buildings step back 4-5 stories
step back model attractive

① must go up higher buildings - not sure how high
~~for~~ 2-5 dependent on location & design
~~treatment of building~~ Hotel, offices in this area
walk from Hotel to Santa Cruz

② market - transit hub - ~~area~~ like Ferry Bldg
→ like Ferry Bldg. by train station
integrate to downtown join buildings
But maybe best in downtown or Santa Cruz
landscape buildings -

flow of people through area

pay for parking - like Redwood City
extend parking time -
→ but do not want to reduce people
coming to downtown -



3. EL CAMINO REAL AND RAIL CORRIDOR - CONNECTIVITY, VIBRANCY & CHARACTER

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

1

if you want ~~the~~ vibrancy you have to have people & go up in heights of buildings

Keep it like it is ~~not~~ positive

idea of BMRtd shops - make sure existing retail & service shops can stay. ~~At your~~ City contribute land to developers.

Paris of San Mateo

2

~~of all buildings~~ ^{of all buildings} ~~guarantee~~ as much as possible highly energy efficient buildings

3

maximize vibrancy minimize car trips

3

parking needs to be easy so people will come - may pay something need enough ^{make} parking

activate retail so people will
sort of gaze along the streets

- ③ City use its land to be
core development areas
since this will happen over years
along whole area for
maximum development options
consistent w/ the plan to
encourage participation &
co-operative ventures

- ⑤ no desire to leave it
as it is —

Approach 2: Plazas + Paseos

TABLE 7

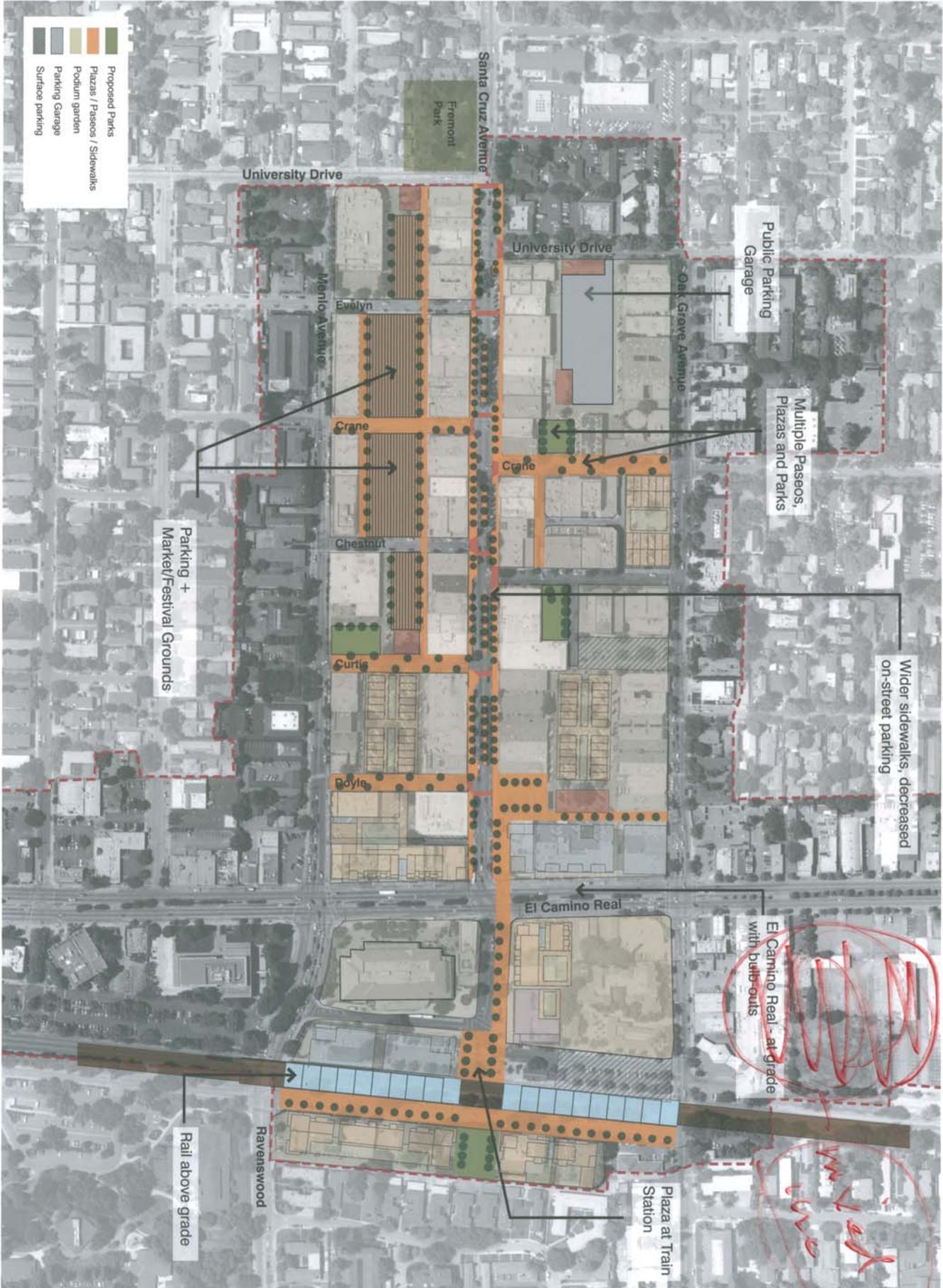


TABLE 7

Approach 3: Santa Cruz Promenade

TABLE 7

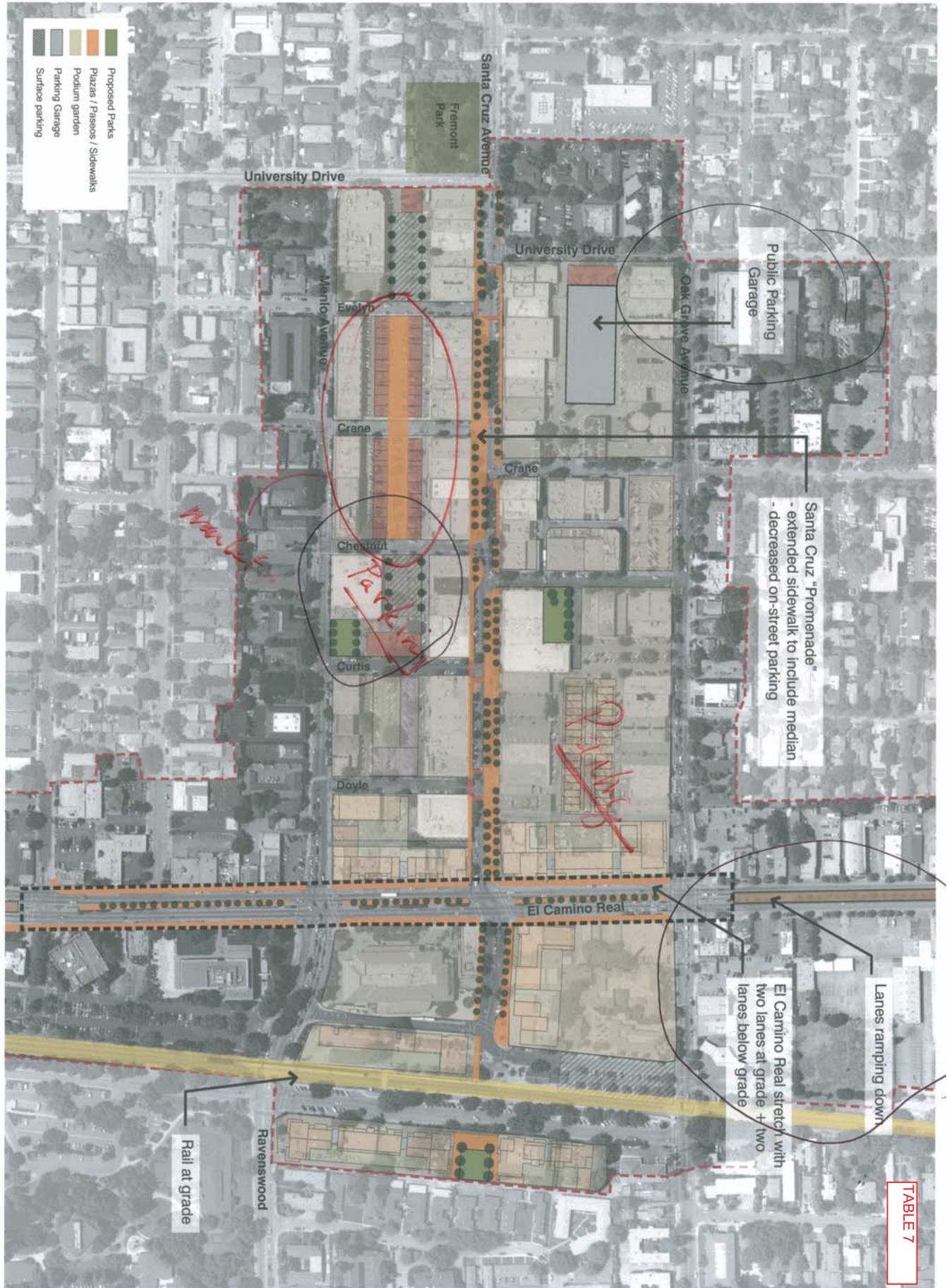


TABLE 7

Approach 3: Station Focus + Market Place

TABLE 7

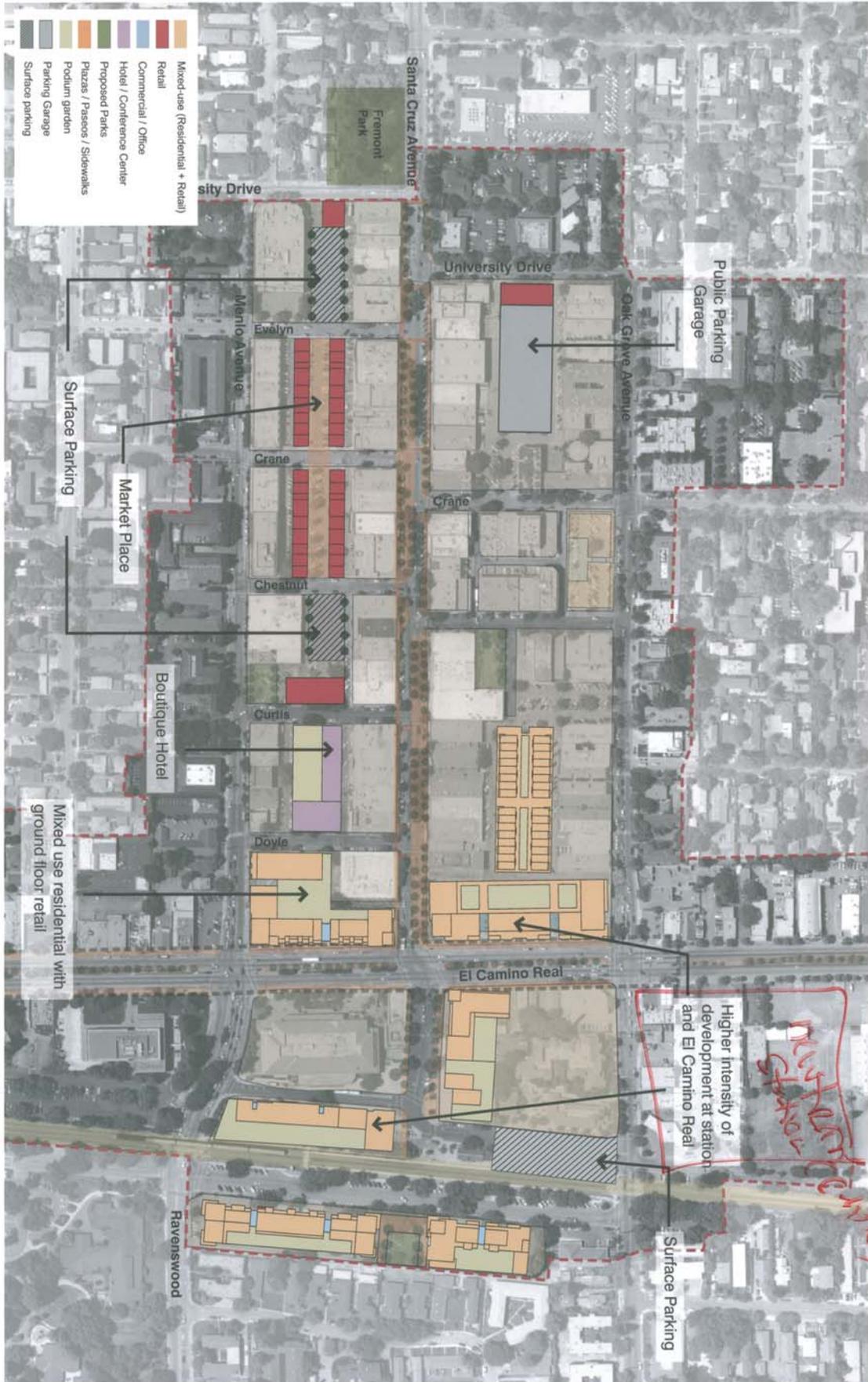
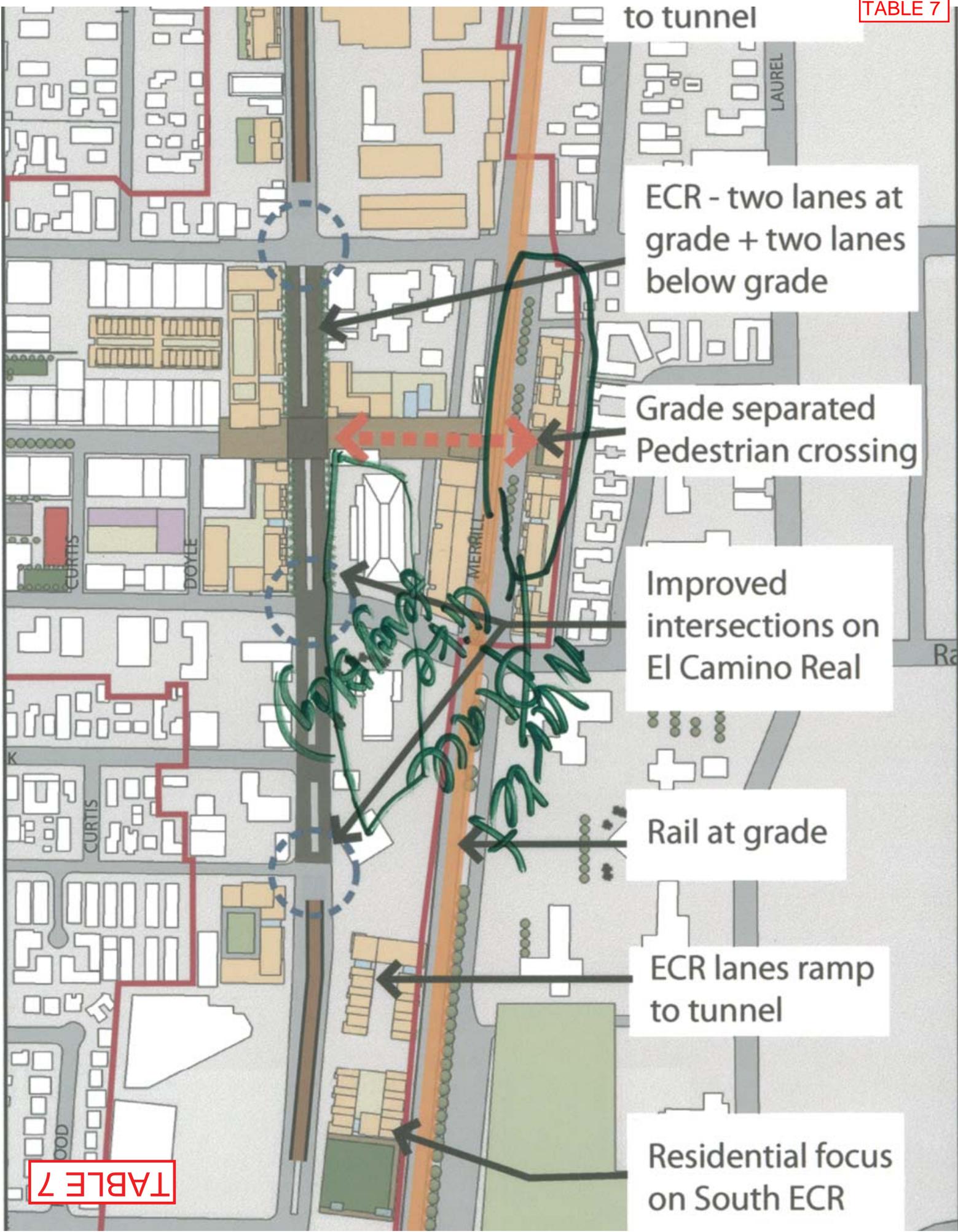


TABLE 7



to tunnel

ECR - two lanes at grade + two lanes below grade

Grade separated Pedestrian crossing

Improved intersections on El Camino Real

Rail at grade

ECR lanes ramp to tunnel

Residential focus on South ECR



1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

- Market area inside parkly lot (like Sunday market) - Out/in?
- Concern: Is it viable as a non-tourist

- Hotel downtown a plus
If on SC, close to ECR
Boutique = 80-100 rooms -
- 4 stories

Height

Radial

- Pro: residential } mix
- retail }
- lower on office space

- No 4-5 stories

- 2-3 stories OK for partial SC

- Keep 2 stories on ECR

- Has to be architecturally sound & attractive

- Maintain current scale & intimacy.

- Straighten Ravenswood

- Downtown pretty nice now -



1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

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

- No 4-5

- 2-3 stories - PARTIAL

- Has to be architecturally sound & beautiful
not ruin current scale & character

-



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

- Santa Cruz pedestrian aspects -

→ Not excited about paid policy

Architectural style is essential

[Party garage

2 below 3 above

- ~~the~~ median trees will function w/ 1-2 lots - options better - cf. Palo Alto

[Passes / look attractive
street closures]



3. EL CAMINO REAL AND RAIL CORRIDOR - CONNECTIVITY, VIBRANCY & CHARACTER

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

- Concern about # vehicle trips.

- Need very large setbacks to make ECR habitable

- Suggestion to allow park on ECR.

- ~~Need N/S~~ - add sidewalk

- Need N/S bike/ped connection

- Sensitivity to adjacent n'hoods
(Bldg height on West ECR -
More like 2 story)

- Mixed housing seems OK North of ECR.
- unclear how well would work on South.

- Treat ECR South/North differently.

- With like funding, mixed use @ ECR
South could work

→ over →

West side - 2 stories

East side - 3+ stories - Less than

100%

↳ Similar to Meib Square

- Corridor abt 4 story for
regions on east side of tracks

- Tunnel - unpractical

- Diagonal

- Diagonal or 4-way crossing

@ Santa

cross



3. EL CAMINO REAL AND RAIL CORRIDOR – CONNECTIVITY, VIBRANCY & CHARACTER

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

— SC Ave nice as it is

— Shady Ravenwood



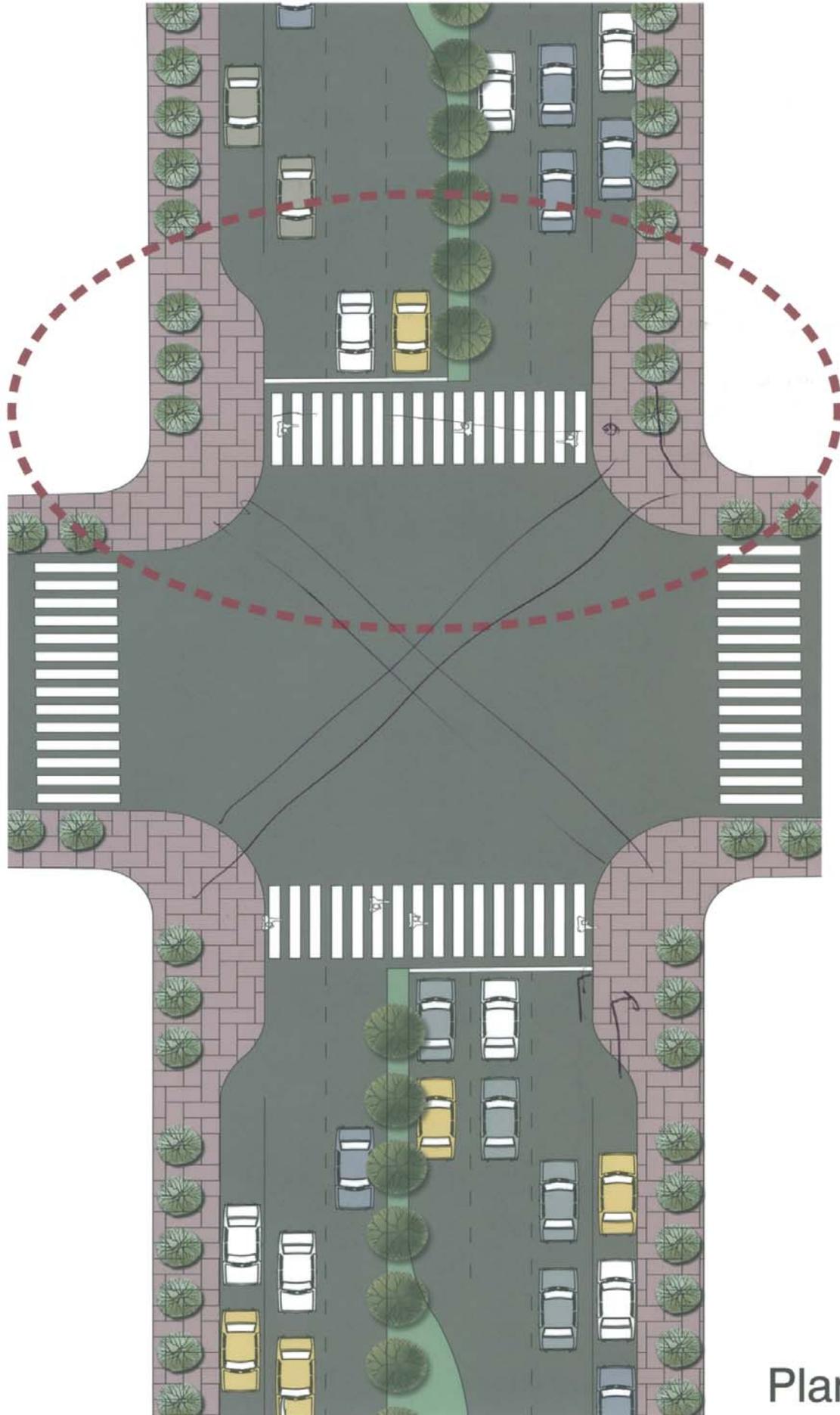
Santa Cruz Avenue at Curtis: 3-4 stories



Santa Cruz Avenue at ECR: ~~4-5~~ stories



University Drive from Santa Cruz: ~~3-4~~ stories



Plan s



1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

Important to have businesses on ground floor,
Avoid a canyon. Setbacks of housing on
top floors.

Narrow streets and people will slow down.

→ Becomes more pedestrian friendly.

Residential on top floor gives nice "lived in" feeling.

Concern: Where will these people park?
on top of roofs.

Terraces with restaurants are nice.

Plaza idea is important.

Concern: No bike lanes in pictures. There should be.

Disagreement: (1) Residential > Retail > office
(2) more balanced.

difference b/w. priority and percentage

There are "destinations" in Palo Alto. Good to create,
want things to be pretty + green.



1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

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

European model - avoid boxy, canyon feel.

Variety is good. Pizzazz.

Needs to be assurance that design goes along with zoning. not much if city should be set back,

i.e. maybe some of story but not 100%.

How does it step down? Integration is important, Santa Cruz should be lower than El Camino.

Hotel in central location is good.

"Little European walkway".

Modulation is good. Tapering. Middle is higher.

Some opposition to 4+ stories.

Consensus: if you do it, do it w/ sensitivity.

Rear entrances are good to have.



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

See San Carlos / San Luis Obispo:

Close main street one night a week,
worth considering.

Move parking to parking garage. Some would be upset.
Concern: Older people can't walk far, Planning commiss. testified to this.

Option #1 was liked the most.

— works well with rear entrances.

Plazas and paseos are good.
definitely do something.

Do away with parking → remove a visual distraction
for drivers.

Simplify visual feel for drivers.

Ped in front + bike in back is good.

Ped in front, cars + bikes in back.

Worry about bike safety for kids.

Outdoor theater, cultural stuff would be good.
Some multipurpose park w/ seated area.



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

See (A). (sorry.)

Also. Approach 3 → put garage closer to El Camino.

Don't make people drive through to park.

Can we have belowground parking?

— Parking on SC or not? * disagreement.

Stacked parking, underground, garage is good.

* Palo Alto does it well.

Make hotel pay for its own underground parking.

Beautify back parking area. Unifying artistic design.

idea

Suggestion: plugs in parking for electric cars.

Dumpsters etc. should not be ugly.

E-W needs to connect.

(kids going to school, parking, etc.)

Connect City Hall etc. to rest of town.

Multiple safe crossings are good.

Giant parking structure, deep underground, adjacent to train station. (McDonalds block?)



3. EL CAMINO REAL AND RAIL CORRIDOR – CONNECTIVITY, VIBRANCY & CHARACTER

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

Underpass for peds under station. Goes to parking structure.

Improves convenience to station.

Don't make people walk to one side or other.

Ped underpass from Santa Cruz to station (?)

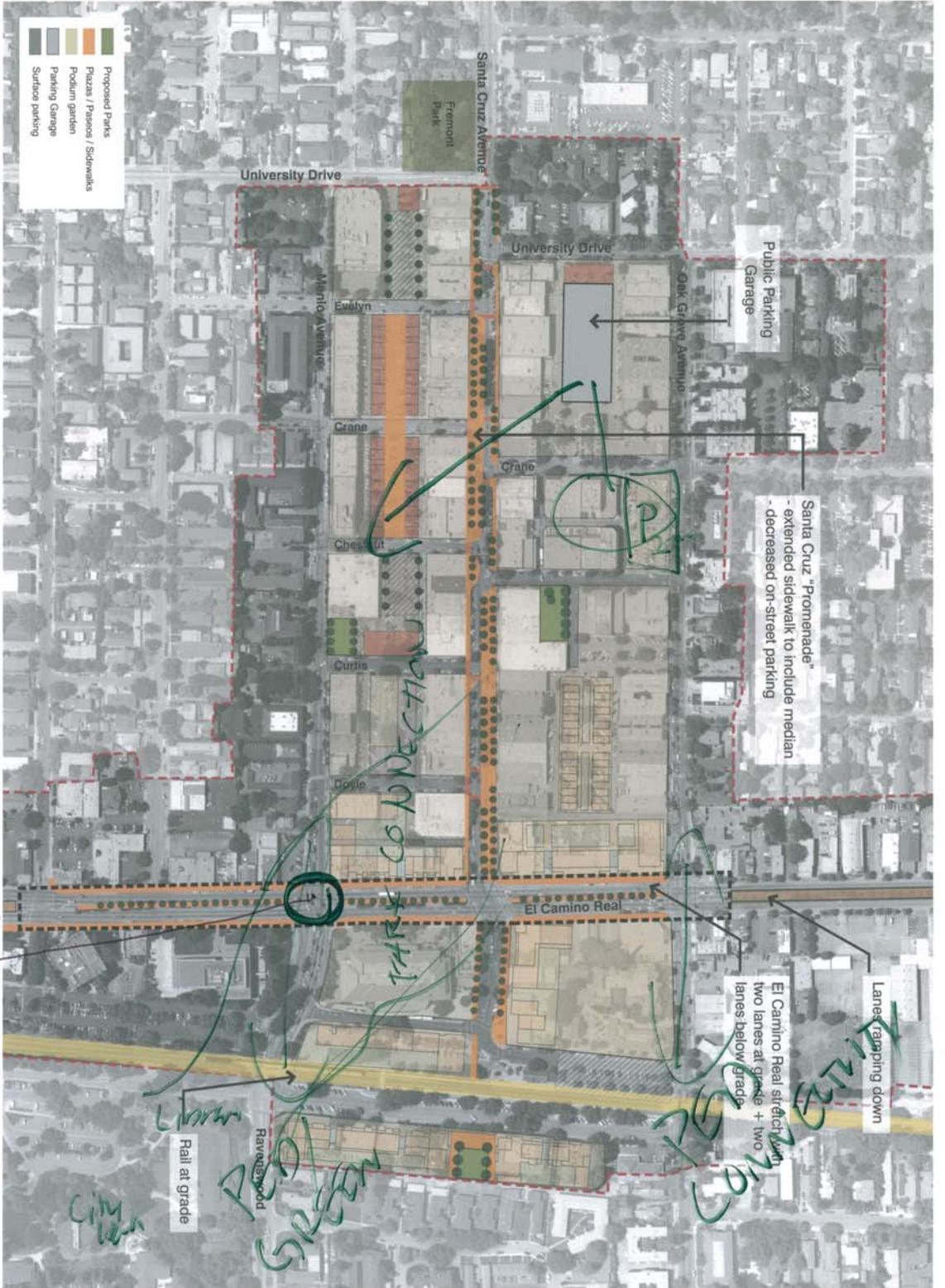
* EC is unsafe to cross now.

Many people don't cross.

McDonalds block is ugly.

TABLE 9

Approach 3: Santa Cruz Promenade



Plazas

Types of Public Spaces

Parks

TABLE 9

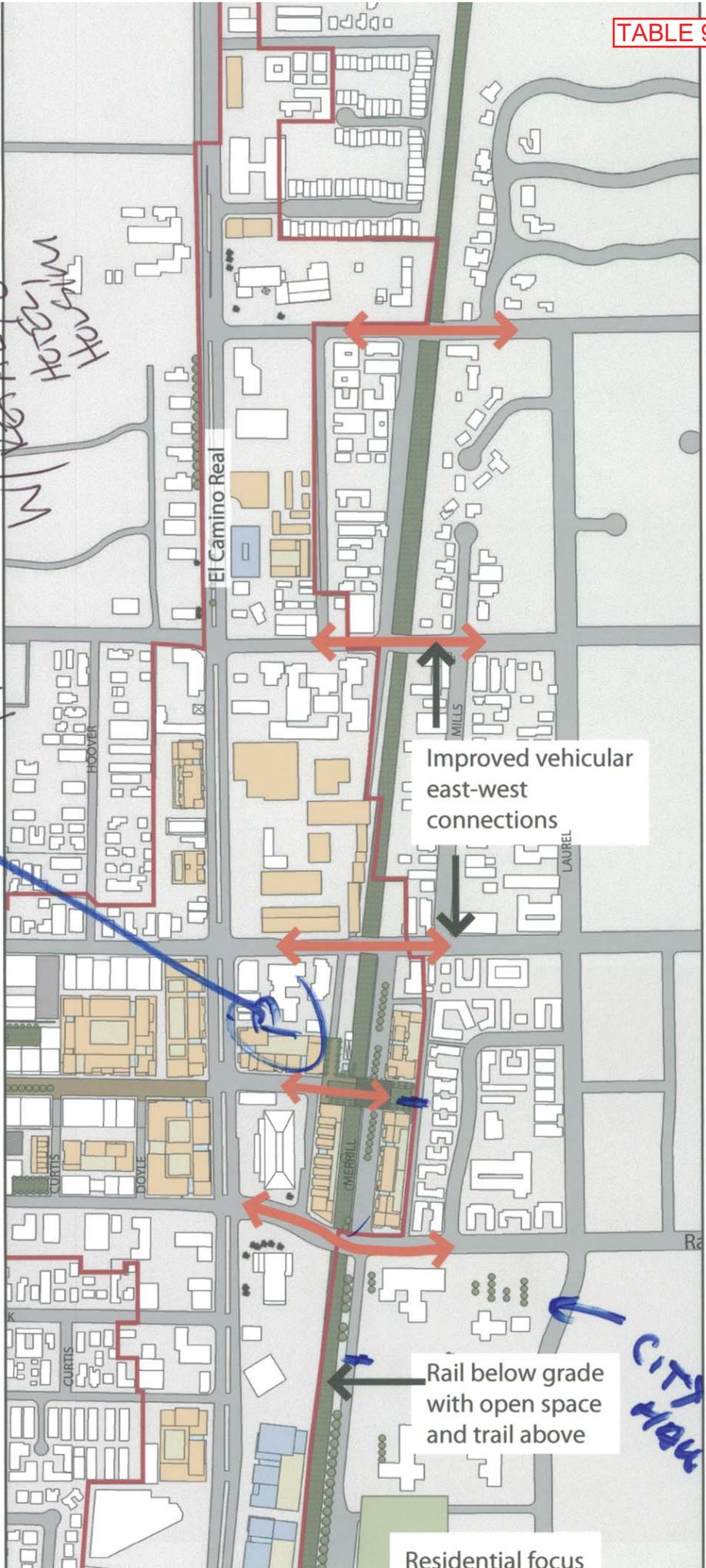
Handwritten notes:
 Bikes/PED friendly
 BUSY

Handwritten note:
 CITY PLAN

Handwritten note:
 PARK GREEN

Handwritten note:
 LANE TRAPPING

5 STORIES
PKU UNDERGROUND
W/ RESTAURANT
HOTEL
HOTEL



Improved vehicular east-west connections

Rail below grade with open space and trail above

Residential focus

CITY HALL

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1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

10

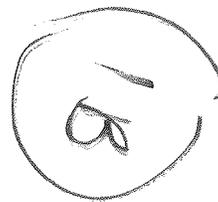
wider sidewalks

office - various thoughts about where

residential is desirable

make alternative use of the parking plazas - marketplace,

Table 10



~~2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE~~

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

canyon effect is bad (as created by 5 story - no setback)
height w/plaza - setbacks - step back is ok
articulated architecture - varied bldg forms - are good
need design control - consistencyⁱⁿ of design and of
massing, - complimentary massing variation
create zoning mechanisms to control massing
5 stories is ok - but limited
needs to be variation in heights
saying 2 stories only is not what we want
concern regarding traffic generation from density/height

Table 10 NADIVE

El Camino Real/Downtown Specific Plan Workshop #2

Table # _____

Recorder Notes - June 18, 2009



concern regarding paid parking downtown

3. EL CAMINO REAL AND RAIL CORRIDOR - CONNECTIVITY, VIBRANCY & CHARACTER

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

create employee parking away from prime retail parking

paseos are very desirable

wide sidewalks are desirable

need to be careful about impact of closing streets - what

about impact on emergency vehicles

taking parking off Santa Cruz is OK to get more options

some larger open spaces in addition to the paseos

strong consensus to straighten Santa Cruz at El Camino

office on west/south side - not to tall -

retail south/west won't work - no 'foot traffic'

assisted living project OK

massive low cost housing / apts - not desirable

need to be sensitive to existing residential

no canyon effect

concerns about relationship of sidewalk width,

as relates to bldg height/massing as it all

relates to parcel ~~at~~ depth

bulb outs good

need parking garages - not everybody agrees

2

A+B

3
A+B

2
A+B

2
A

TABLE 10

Retail = 79,000 sq. ft.

Commercial/Office = 828,500 sq. ft.

Hotel = 270 room

Parking = 3,550 spaces

Traffic Counts = 16,000 trips

Parking - New Demand and Supply

New Parking Demand = 3,725 spaces

New Parking Supply = 3,550 spaces

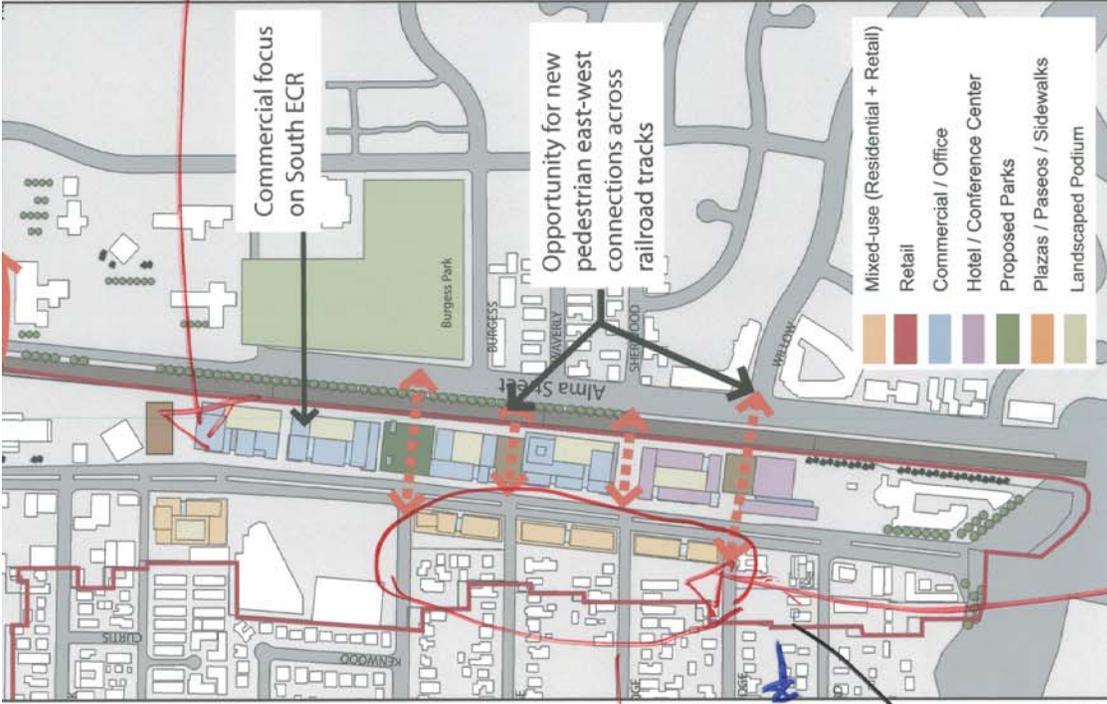
Economic Considerations

Office development would support restaurant serving lunch and convenience retail in the downtown and along El Camino Real.

Slightly lower transient occupancy tax revenue than Approach 1, at approximately \$1.3 million per year.

*HIGH OK
+KRE*

Preceden



*Keep!
Low.*

BE SENSITIVE TO BUSINESS IMPACT

CONCERN ABOUT

RETAIL IMPACT ON RESIDENTIAL

BAD AREA RETAIL FOR

STRA DELIVERIES, ETC.

help to diverse ing El the three ansient ately \$1.4

sing





1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

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

VIBRANCY

DA

What elements provide vibrancy & character

Approaches: Add residential townhomes

House
Downtown

understand retail ground floor

lose parking per King - need more

A) People moving downtown - not retail

Not marketplace - like Stanford Center

What about change in diversity - "International" marketplace could provide that.

El Camino biggest problem

uses marketplace like Ferry Bldg. Parking Big Plaza

3) focus around transportation (where?)

Rail

Housing ^{near} rail noise problem

Downtown is a marketplace

Hotel for revenue

Paris idea

More Rail to Stanford

Pages

Model after Los Altos... F.

Green elements

Ferry Bldg def use

VIBRANCY - uses - dead spaces Parks/offices

MIX USE

Retail downtown - same offices - upstairs

more places for retail

2

(1B)

Scale & character

2-3 stories

Much diff. opinions

3-4 ~~store~~

(4.5) Never heard of before along El Camino ok?

Height is missing density

Massing "Village" = open space. ht. to ground level

get rid of cars to park structure

height - low to purper. - height variance

Did pay more votes to keep smaller scale

The higher stories did not work for me.

2-3 stories - w/ set back & reports

Parking fees space for walking

El Camino 3 stories maybe

along parking areas - not me.

But offers 4 stories along parking

2 MAX. - 3 ok economically

District re location

Handwritten scribble at bottom right



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

- New York connect lawn Davis Times Sq
- 1) Santa Cruz (2 plazas) center wide sidewalks
- 2) Restrooms / small parks
- 3) Miden Santa Cruz

- Remove all parking from Santa Cruz
- "Compensate" Park Garages
- Open space from Peets w/ park across street

- Bike**
- Bicycles routes. Menlo Ave. to LIBRARY
 - Peets to Menlo Oak Grove
 - EL Camino Bike lane

- RR**
- Underground RR tracks
 - Down through new Bldgs. Bypassing El Camino
 - Big Public Space / Parking usually the parking lots on South side Santa Cruz

- Hotel**
- Movie theaters w/ parking & terrace
 - Close street - look at impact on new mansions
 - vicinity of North side Santa Cruz

- Parking**
- Use of Santa Cruz. Equitable development
 - Will link Peets to El Camino
 - Parking structures wherever for air filled



3. EL CAMINO REAL AND RAIL CORRIDOR - CONNECTIVITY, VIBRANCY & CHARACTER

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

Market for too much height dev. all of setbacks & height variance

Hotel w/ setback creek to Big 5 is Stanford Property

Commercial center / Restaurants 1 person night Revenue 5 stories etc!

Rail ends - Raised - as is. traffic

"Big Dig" - (Creek imp consideration)

Urban design - site specific

Rail - Impact land use - 200 ft. below or Consideration - in Rail corridor

Housing connect to main pt. RR problem

Housing at Burgess park Size of parcels & use considerations

Senior Housing where downtown letter Massing comp & Land Use considerations

Affordable housing state law all cities Privacy issues / shading shadows / palm

Green considerations EL Camino mix use No mixed detail so of middle No of General

- Santa Cruz Mkt. Research Corp / Designer
- on El Camino -
- level makes sense - TRAN Noise 1/2 mile from train station
- more in play downtown

• heights (3) 4 on westside. Mr. Leo. site specific. East side up to 5 stories except ^{corn} ~~say~~ where on residential.

DISAGREEMENT → All Agree on tracks & modulation.

- Tunnel El Camino traffic unrealistic exhaust
- Aesthetics of tunnels also.
- will sidewalk El Camino & parking ^{a deg.}

millinery 9/3

millinery 9/3

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1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

Let design dictate parking

* *Mixed uses - retail/office/residential preferred*

* *key points*



1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

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

Set up zoning that demands modulation that could go up to 4-5 stories

* Intersections at - El Camino Real + Santa Cruz
† - Santa Cruz Ave (© Pectis) needs to be architecturally appear as "gateway"

Ground floor only retail

* Really like the idea of a marketplace (ex: Ferry Bldg in SF)

* Prefer lower (2 story) in front/on street with higher bldgs in the back.



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

Approach #2 Paseos + Plazas a good idea but) ~~Too many~~
too many (5) - may be overboard. / closures
but a few
are appealing

Like wider sidewalks

Transit-oriented / connectivity b/w rail + downtown
for business + residential folks

* Like Maiden Lane in SF + Cambridge, MA examples

* 3hr pkg limit, no parking meters!

- Keep pkg on S.C. for quick stops to pharmacy / dry cleaners
Such as:

Tunnel is unrealistic, Barcelona is unrealistic

~~Parking structure~~



2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

** Do not do tunneling of El Camino Real*



3. EL CAMINO REAL AND RAIL CORRIDOR – CONNECTIVITY, VIBRANCY & CHARACTER

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

* Modulation & set-backs on ECR up to 4 stories
5' of very limited mass

Must be more open near jcn ^{with} Santa Cruz Ave.

* ~~Additional~~ Additional residential is good esp. ^{with} proximity of train station & retail



3. EL CAMINO REAL AND RAIL CORRIDOR – CONNECTIVITY, VIBRANCY & CHARACTER

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

3A ↙ If we do a boutique hotel, prefer it to be downtown ^{particularly at corner of Santa Cruz & ECR.} ↗ Gateway Project?
Not south on El Camino Real.
(benefits Palo Alto / Stanford Shop. Ctr more than M. Park)

3B ↓ Pedestrian walkways on the East side of the businesses (near RR) on the East side of ECR. ECR will not likely be an appealing pedestrian environment. Focus btwn RR + businesses.

Any dev. on east side of ECR must supply parking but this doesn't need to be on ECR. Can it go underground like Cafe Barrone?

Bulb outs good.

(?) Random sheet found post-meeting

→ Underground parking not desirable because of potential crime & steep slopes are scary for older ppl.

→ Parking structures to be tucked behind other tall buildings.

TABLE 12

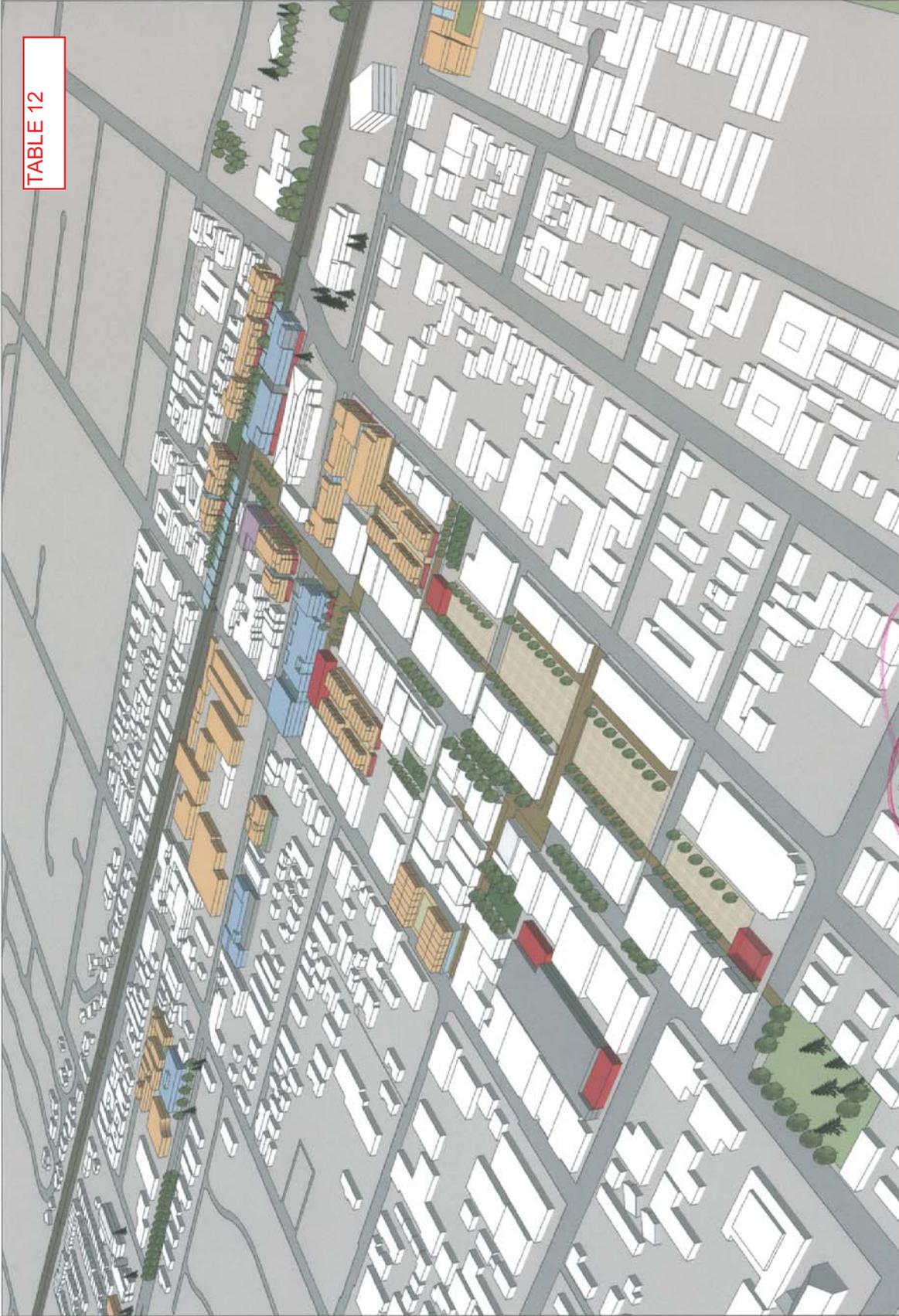


TABLE 12

Residential = 228 units
Retail = 87,800 sq. ft. ~~+~~
Commercial/Office = 180,000 sq. ft.

Need more

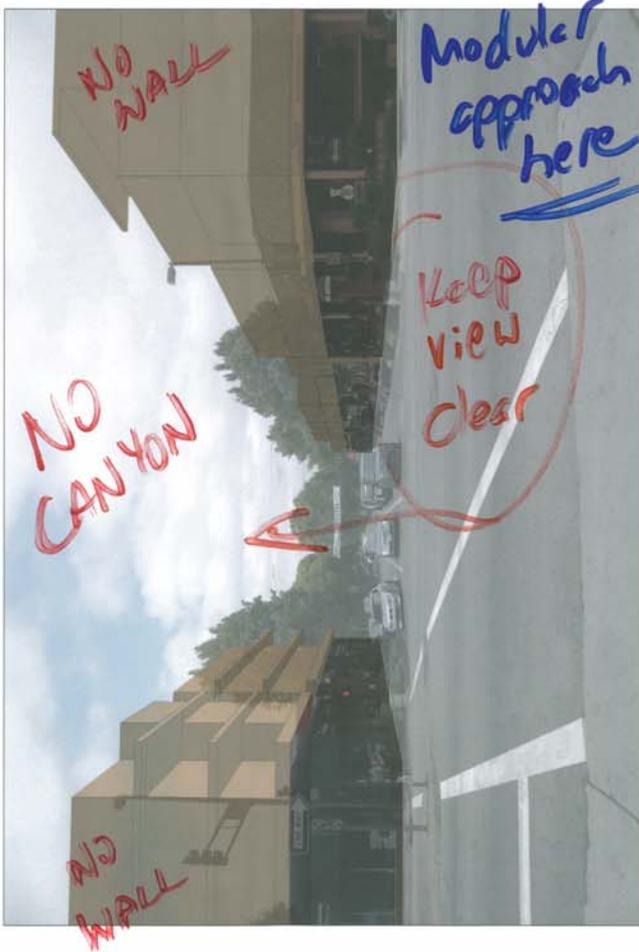
Hotel = 100 rooms
Parking = 1300 spaces
Traffic Counts = 7,000 trips

TABLE 12



Santa Cruz Avenue at ECR: 4-5 stories

~~No~~



Santa Cruz Avenue at ECR: 3-4 stories

NO WALL

NO WALL

NO CANYON

Keep view clear

Modular approach here

Plazas



Parks

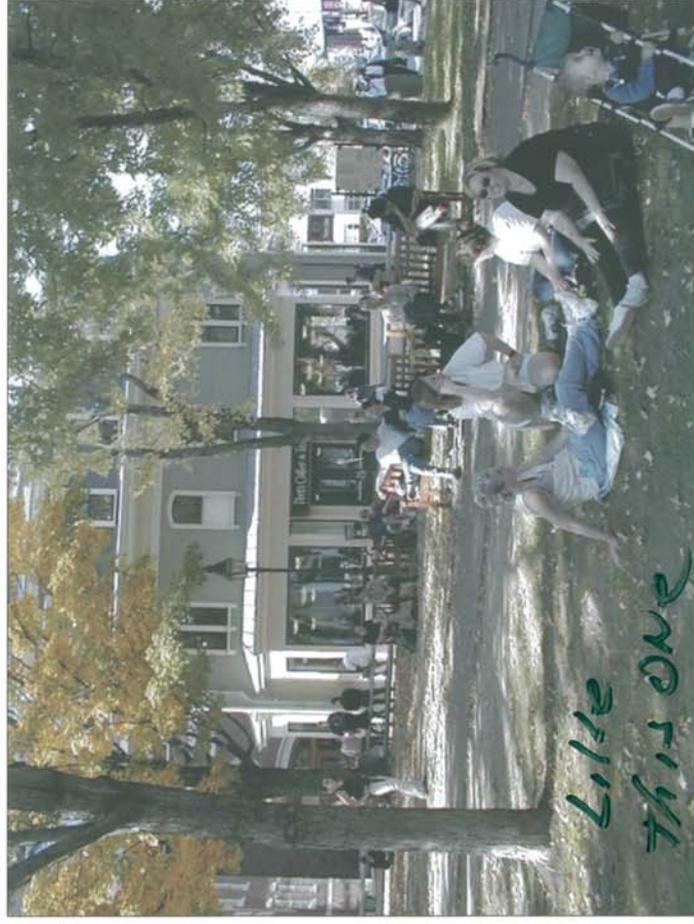


TABLE 12

TABLE 12

TABLE 12



Office

TABLE 12



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

Typical Section through El Camino Real

TABLE 12

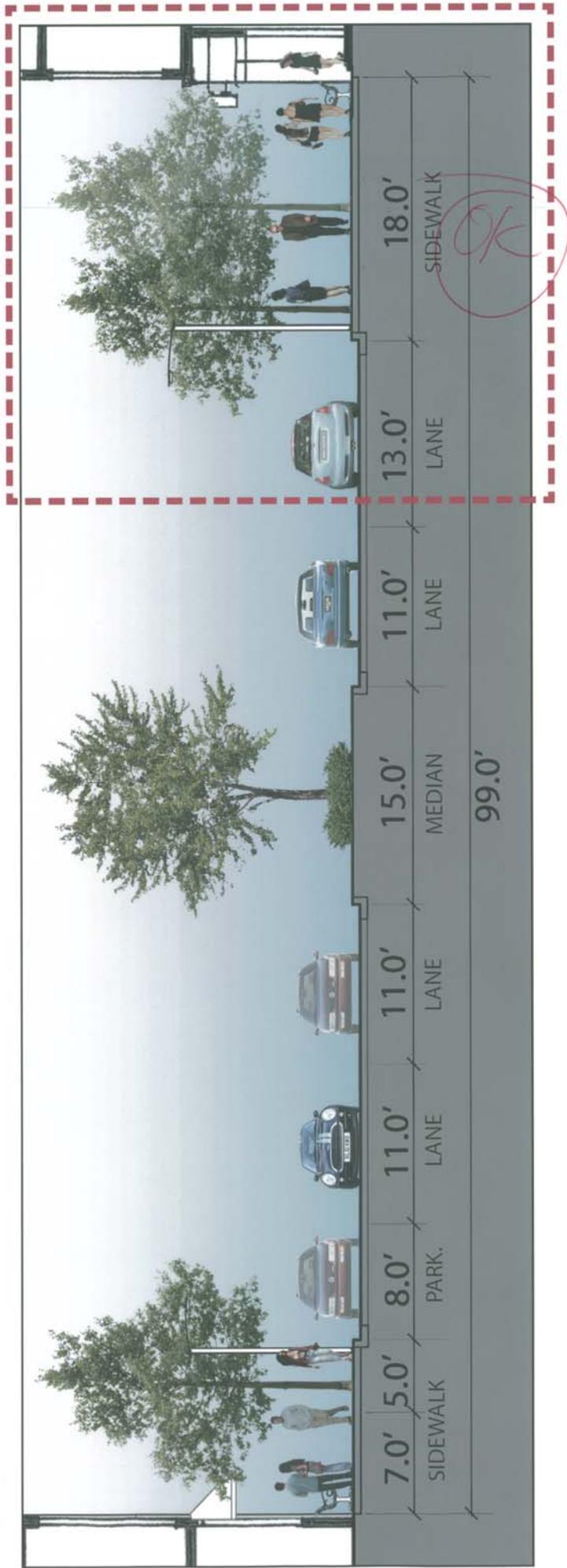


TABLE 12

Potential Improvements for Crossing of El Camino Real:

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

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El Camino Real/Downtown Specific Plan Workshop #2

We welcome your additional comments on the topics discussed tonight or any other input you may have. Please feel free to include additional sheets.

1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

- A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

Getting parking off the street is critical. Larger sidewalks are critical. Higher density - 4 stories max OK to pay for street amenities. Landmark destinations are important.

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

The village is at street level. Must be carefully designed. All storefronts reviewed. Massing OK if it is modulated and setback. → 4 stories OK

2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

Bicycle routes on Oak Grove & Menlo. Don't mix pedestrian & bikes. Connect ~~part~~ Cambridge & middle to cul-de-sacs on the east side of El C.

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

one west, one central, one east.

El Camino Real/Downtown Specific Plan Workshop #2



(continued from front)

3. EL CAMINO REAL AND RAIL CORRIDOR - CONNECTIVITY, VIBRANCY AND CHARACTER

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

5 story ok w/ setbacks &
large sidewalks.

Senior Housing on large lots.

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

Cul-de-sacs or plazas that align
with streets on the west side.

GENERAL COMMENTS:

Name _____

Address _____

Phone _____

E-mail _____

Submit comments by mail, fax, or e-mail to:

Mr. Thomas Rogers
City of Menlo Park, Planning Division
701 Laurel Street
Menlo Park, CA 94025

Fax: (650) 327-1653 | THRogers@menlopark.org



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- A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)
- B. What scale and character of development helps achieve a vibrant downtown and is sensitive to "village" character? (e.g., building massing and modulation, building heights)

2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

(continued on reverse)

El Camino Real/Downtown Specific Plan Workshop #2



(continued from front)

3. EL CAMINO REAL AND RAIL CORRIDOR - CONNECTIVITY, VIBRANCY AND CHARACTER

- A. What uses, scale and character of development are appropriate for El Camino Real and sensitive to adjacent residential neighborhoods? (e.g., 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? (e.g., landscape improvements, wider sidewalks, ease of crossing El Camino Real)

GENERAL COMMENTS:

I WOULD LIKE A UNIFYING COLonnADE LIKE IN BOLOGNA, ITALY OR SALDMONCA SPAIN. THIS WOULD BE A MODERN INTERPRETATION. ALSO THIS WOULD BE SIMILAR IN BACK PARKING AREAS

Name MAX SIMS

Address 1350 400VER #4
94025

Phone 650-537-7379

E-mail max@technolution.com

Submit comments by mail, fax, or e-mail to:

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City of Menlo Park, Planning Division
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- A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

Housing should appeal to singles or DINKS or retired people - not people with kids. Schools cannot absorb more students.

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

2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

Grade separation is necessary at Ravenswood/El Camino. Intersection operates at service class F in rush hour, will get worse as density increases. If we don't fix it now, it will need to be redone in about 6 years when traffic becomes intolerable.

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

Trader Joes as a ground floor tenant of a parking structure. Plus parking in post office lot, plus one behind Flegels.

El Camino Real/Downtown Specific Plan Workshop #2



(continued from front)

3. EL CAMINO REAL AND RAIL CORRIDOR - CONNECTIVITY, VIBRANCY AND CHARACTER

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

Move train station one block north to site of Derry project - combine transit hub, retail, parking, residential. Liken Ferry Building on steroids.

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

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El Camino Real/Downtown Specific Plan Workshop #2



(continued from front)

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

*Allow parking on Middle College
Parkway and Cambridge etc a 2 hour limit.*

no parking is not allowed now.

GENERAL COMMENTS:

- No mandatory retail north of Glenwood Ave or south of Middle Ave.
- Increase the distance for higher density housing from the train station to $\frac{1}{4}$ mile to $\frac{1}{3}$ or $\frac{1}{2}$ mile

Name Daniel A. Beltramo

Address 1540 El Camino Real

Phone 650 3263230 cell
650 2073570

E-mail _____

Submit comments by mail, fax, or e-mail to:

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City of Menlo Park, Planning Division
701 Laurel Street
Menlo Park, CA 94025

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El Camino Real/Downtown Specific Plan Workshop #2

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1. DOWNTOWN AND STATION AREA - VIBRANCY AND CHARACTER

- A. What elements of the plans provide the best opportunities for a vibrant downtown? (e.g., mix of uses, destinations, location and mix of housing)

Having local merchant's not Co-op
Box types. A bigger mix of retail
no more banks or Real Estate offices
City needs Sales TAX

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

H, surely is not high buildings
Keep it small & cool, but attractive
Having landlords, charge a reasonable rent.
Clean and well kept land scaping!!
GOOD lighting

2. DOWNTOWN AND STATION AREA - CONNECTIVITY AND PUBLIC SPACE

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

adding more benches at BUS stops

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

Adding 2nd story to central parking
 plaza! But with good taste not
just alot of cement.

El Camino Real/Downtown Specific Plan Workshop #2



(continued from front)

3. EL CAMINO REAL AND RAIL CORRIDOR - CONNECTIVITY, VIBRANCY AND CHARACTER

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

*Keep heights under 3 stories
Plenty of off street parking. 2ND DECK
little as possible drive ways on El Camino*

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

*Heavy landscaping, ease of crossing El Camino
maybe cross over bridge for pedestrians!*

JUN 25 2009

CITY OF MENLO PARK
BUILDING

GENERAL COMMENTS:

*Line up El Camino, empty car lots
first, with office, mix use and
Plenty of reasonable small apartments
for young people to start out life
more live music, Summer time! Bringing
customers to town, maybe come back!!*

Name John Chiappe

Address 1148 Crane St
Menlo Park, CA

Phone 759-8972 cell

E-mail _____

Submit comments by mail, fax, or e-mail to:

Mr. Thomas Rogers
City of Menlo Park, Planning Division
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Menlo Park, CA 94025

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From: [Rogers, Thomas H](#)
To: [Hoffheimer, Mark](#); [Pinto, Prakash](#);
[Castles, Peter](#);
cc: [Heineck, Arlinda A](#);
Subject: FW: downtown visioning
Date: Tuesday, June 23, 2009 6:08:45 PM

Another follow-up. I've worked with Carole on another project, although I didn't know she was as actively involved on this project.

From: Carole Grace [mailto:CaroleGrace@isp.com]
Sent: Tuesday, June 23, 2009 5:49 PM
To: Rogers, Thomas H
Subject: downtown visioning

Hi Thomas,

I wasn't able to stay for the roundtable discussion with the consultants last week, but would like to offer the following comments:

-closing some of the side streets to create "paseos" is a terrific idea. I'd nominate the streets that don't line up across Santa Cruz, since that's where I often see pedestrians bolting across the center median instead of zigzagging between mismatched corners.

-reducing on-street parking on Santa Cruz and widening the sidewalks would make Santa Cruz much more pleasant for outdoor dining and strolling.

-lining up the east/west intersection of Santa Cruz to shorten the pedestrian crossing distance is brilliant!

-build some parking garages and get rid of as much on street parking as possible, especially the parking along El Camino. I don't bike into town because the rabbit warren of cross streets and mess of traffic pulling in/out of parking lots and on street parking places- especially by TJ's, makes riding unpleasant at best. When the TJ at Town and Country opens, we may see a drop in traffic on Menlo at TJ's, which would be welcome relief.

-Sidewalks! Build more of them, build them wider, maintain them well, and line them with street trees. You guys really missed the mark when Vintage Oaks was built- those sidewalks are far too narrow, especially along Middlefield, and who the heck decided not to have a sidewalk leading out of Seminary on the north side where kids would be walking to Laurel, Encinal, MA? I lived there, so trust me, I know you all really blew it there.

-I'm not very fussy about height limits downtown as long as set backs, landscaping and building articulation prevent creating a canyon. The Schwab building on El Camino doesn't look too tall in large part because it is built at an angle and surrounded by tall trees. (It also had the advantage of replacing the very tall, incredibly ugly cement/gravel works towers- ie, residents were already used to seeing something very tall in that location.)

- I'd rather see some taller buildings that provide office space, retail, and residences downtown. On El Camino, I understand residents strong desire not to have a huge building looming over them, but also note that those backing up to Safeway were keen on keeping that tall wall as a sound barrier. Sometimes it's just a matter of what you're accustomed to...

-What I love about the mid-peninsula is that each town has a downtown. The south bay went directly from rural to strip mall sprawl crisscrossed by expressways, so instead of being able to walk through neighborhoods to a tree lined downtown filled with local shops, those in the south bay get De Anza blvd or Sunnyvale Center as their "downtown." "Village feel" to me conveys a small business district with locally owned shops and restaurants easily reached by residents on foot or bicycle as well as by car. Downtown Palo Alto has many buildings over 2 stories, yet it still maintains a small town feel.

You had a great turn out for the meeting; I hope you proceed with doing SOMETHING as a result of all this visioning. My favorite improvements over the past 50 years:

- replacing the cement plant with offices and shops on El Camino
- lining up Ravenswood with Menlo avenue
- installing trees along El Camino and Santa Cruz
- moving the stop sign at Draeger's (University at Menlo)

Least favorite:

not constructing grade separations at major rail crossings,
the "traffic calming" fiasco on Santa Cruz,
the lack of bike paths with any new development, (no, a little white line on the road does not count as a bike path)
inadequate sidewalks,
fundamentally, the parcel piecemeal development that lacks any vision or plan for the future.

Suggestions for the simple fixes that don't require a whole lot of "visioning":

Designate spaces for employee parking in the lots and let them park there all day

Designate some 3 hour spaces to give time for hair appointments, lunch and shopping, etc.

Change street lights to LED lights- upfront cost with longterm savings!
Eliminate most of the newsstands- esp. the ones alongside PEET's that
constrict that heavily used stretch of sidewalk
Maintain the sidewalks- downtown sure looks dirty, and Middle is overgrown

And finally, nobody has mentioned widening the sidewalk on the bridge at El
Camino and Sandhill. It is regularly used, and very narrow.

There's an "earful" for you, Thomas!

Carole Grace
100 Garland Drive
328-5881