

Menlo Park General Plan & M-2 Area Zoning Update

General Plan Advisory Committee Meeting 1

August 25, 2014



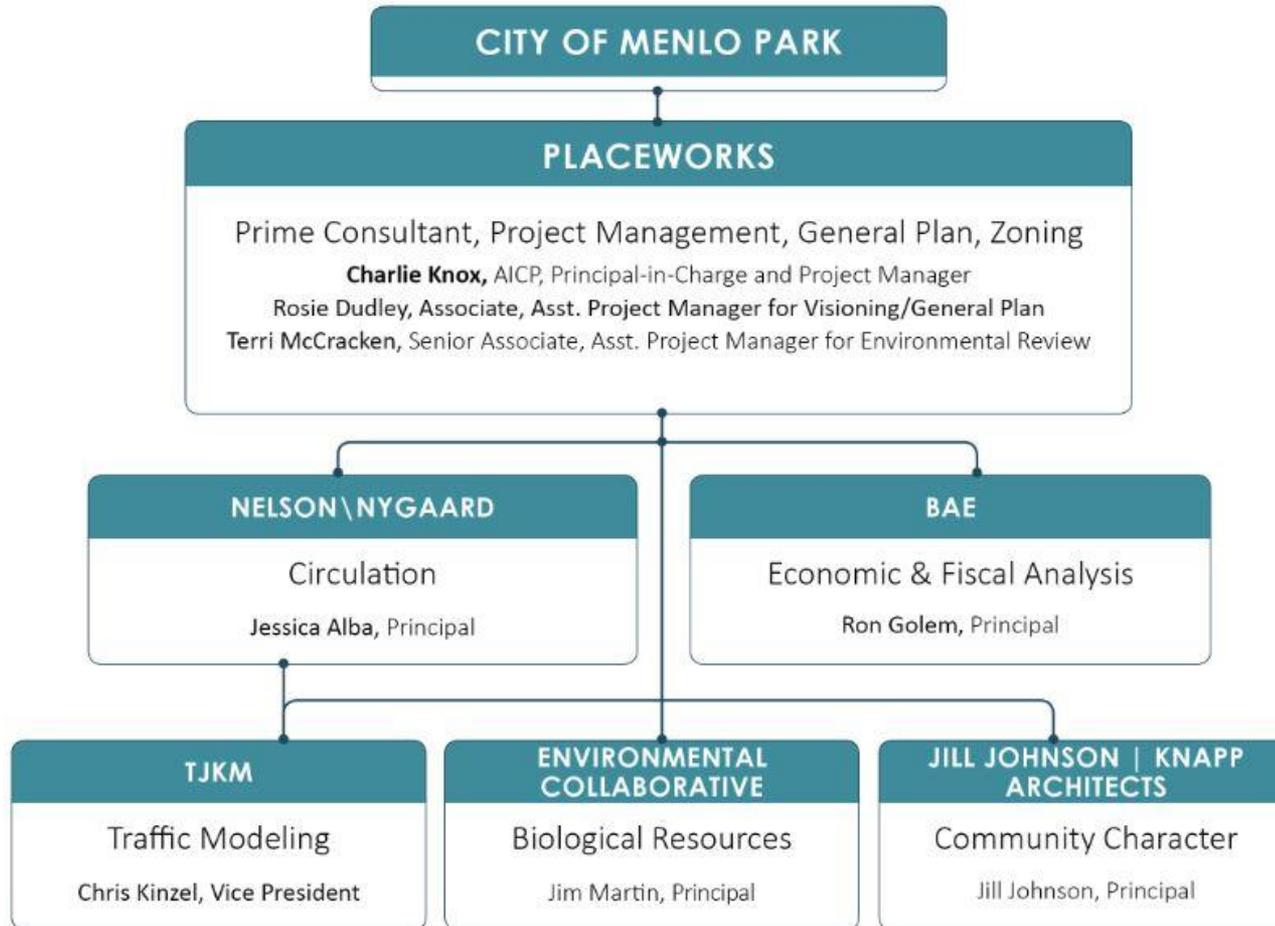
Tonight's Agenda

Slide 2

- 6:00p Welcome and Introductions
- 6:20p Committee Training and Ground Rules
- 6:50p Project Background
- 7:10p Preparation for Workshop 1
- 7:45p Concluding Remarks
- 8:00p Adjourn

Consultant Team

Slide 3

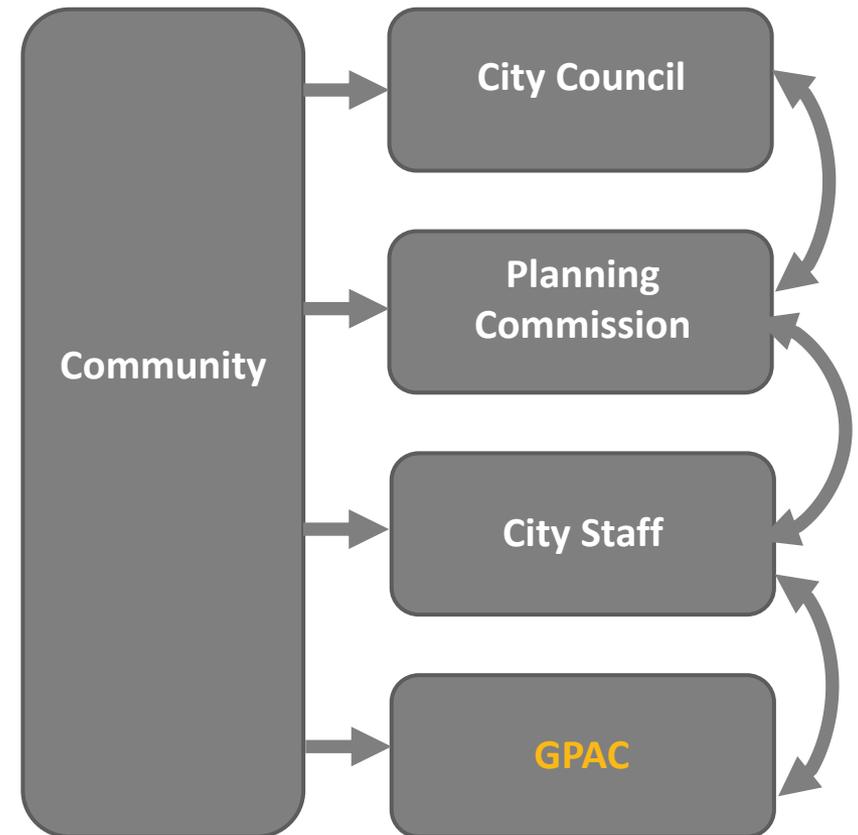


- Here tonight: Charlie Knox, Rosie Dudley, Eric Panzer

General Plan Advisory Committee

Slide 4

- Appointed by City Council
- Provides input & recommendations to City staff, Planning Commission & City Council on General Plan & M-2 Zoning Update
- Project Ambassadors



Committee Ground Rules

Slide 5

- GPAC is subject to the Brown Act
 - Goal: Conduct business in open, accessible, publicized meetings
- Avoid Serial Meetings
 - No group emails
 - Chair and staff set agendas, objectives
- Avoid Conflicts of Interest
- Be Inclusive and Respectful of All Opinions

Key Activities to Date

Slide 6

- **Aug 2013** – City Council initiates General Plan Update
- **Sept 2013** – City issues a request for consultant qualifications
- **Dec 2013** – Council conducts study session on scope of work and establishes project objectives
- **Jan-Feb 2014** – Bicycle, Environmental Quality, Housing, Parks & Recreation, Planning, and Transportation Commissions provide recommendations regarding project scope
- **March 2014** – City issues Request for Proposals
- **April-May 2014** – Selection Committee interviews proposers
- **June 2014** – Council awards contract to PlaceWorks team
- **Aug 2014** – Council appoints GPAC and public process begins

Project Objectives

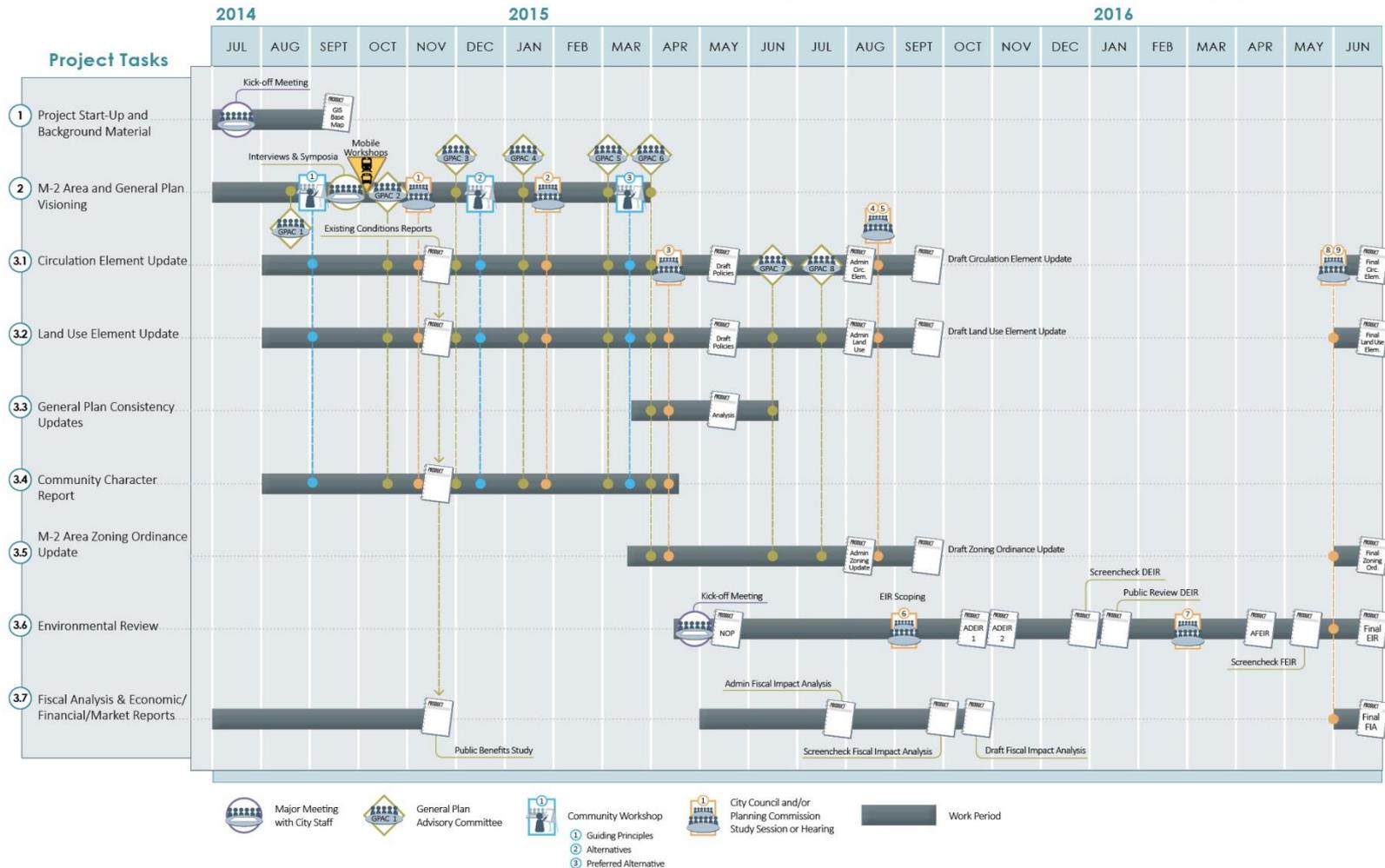
Slide 7

- Establish and achieve the community's vision
- Institute equitable, efficient land use processes
- Realize economic and revenue potential
- Reduce emissions and adapt sustainably
- Improve mobility for all travel modes
- Preserve neighborhood character

Project Schedule

Slide 8

City of Menlo Park General Plan and M-2 Area Zoning Update Schedule



Project Brand

Slide 9



CONNECTMENLO

menlo park land use & mobility update

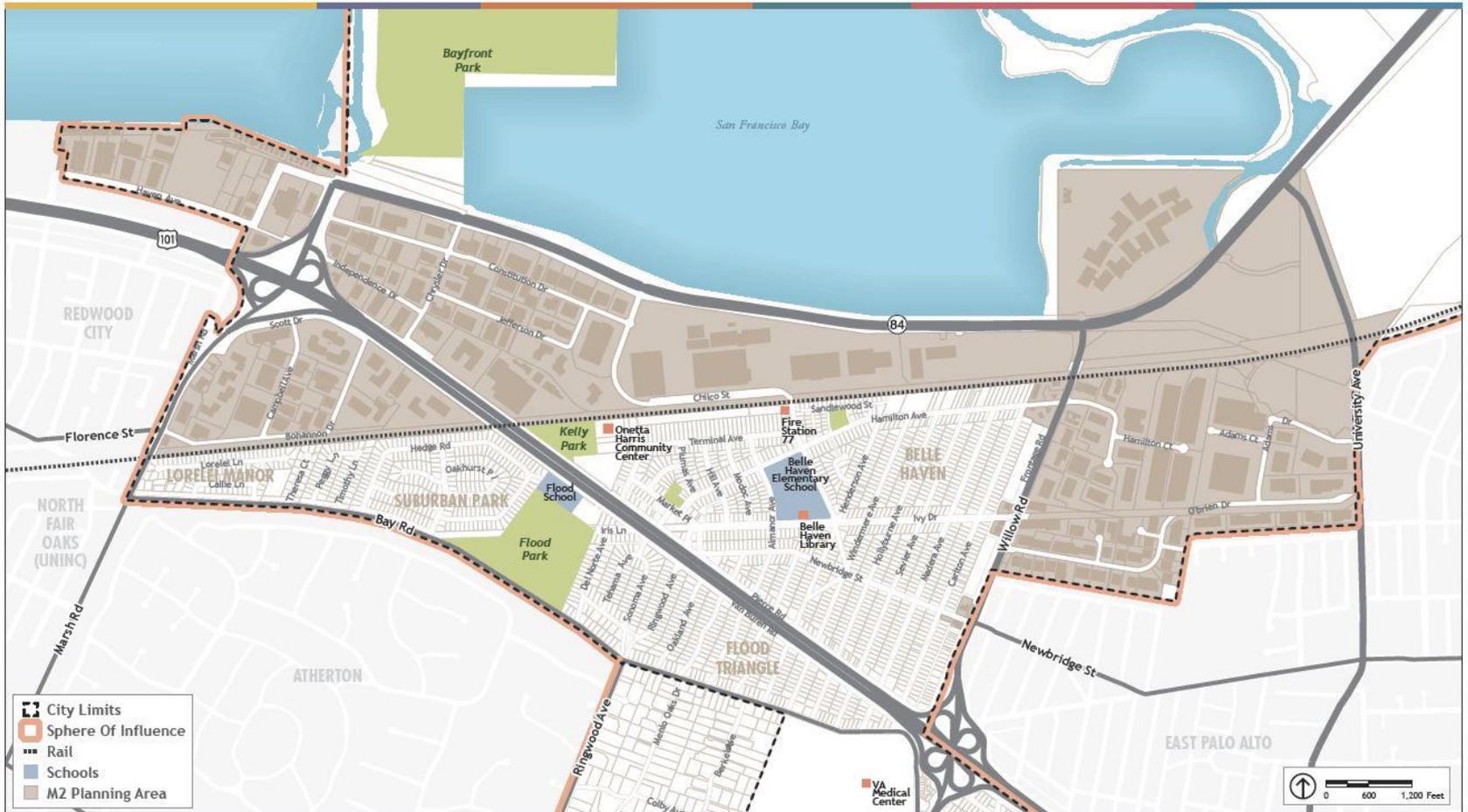
Citywide Context

Slide 10



M-2 Area

Slide 11



Project Components

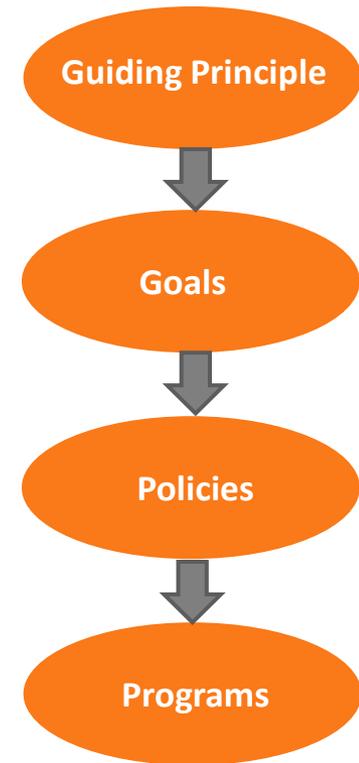
Slide 12

- ▣ **Guiding Principles (Visioning)** – carry through entire project
- ▣ **General Plan Update (Land Use & Circulation Elements)** – blueprint for the future
- ▣ **M-2 Zoning Update** – implement the General Plan
- ▣ **Environmental Impact Report (EIR)** – identify and address potential impacts

Guiding Principles (Vision)

Slide 13

- Compass for project
- Overarching statements that describe the kind of place community members want Menlo Park to be
- Lead to General Plan goals, policies, & implementing programs



From Principle to Program: Example

Slide 14

- Guiding Principle
Interconnected, Mobile Community
- Goal X – Desired end state/outcome
Increased Transit Ridership
- Policy X.1 – Direction City will follow to achieve goal
Enhance Midday Shuttle operations
- Program Xa – Step required to implement Policy
Seek new grant funding to expand service

General Plan – Our “Constitution”

Slide 15

- Community's 20-year vision for the future
- Comprehensive guide for decision-making
 - Leads to real physical change
- Vehicle for public engagement & education
 - Opportunity starting now to include your priorities
- Required “Elements”
 - Land Use & Circulation included in this update
 - Conservation, Housing, Open Space, Noise & Safety updated in the past two years

Zoning Update & EIR

Slide 16

- Zoning Ordinance contains land use standards
- Update for M-2 area needed to:
 - Create certainty in land use review
 - Reflect updated General Plan
- EIR covers all project components
- Identifies potential impacts and measures needed to reduce or avoid them

Guiding Principles – Steps

Slide 17

- Community Workshop 1
Sept 3, 11
- Online forum
Sept 8 - 30
- Present Final List to
GPAC
Oct 30

Prioritize: Drag  up or down to reflect how you would prioritize the items. The top priority should be at the top of your list with your lowest priority at the bottom of the list.

1. 
2. 
3. 
4. 
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14. 

Community Workshop 1

Slide 18

- Appetizer (Introductory Activity)
 - “What I like” and “What I wish we had”
- Main Course (Small-group Exercise)
 - Create statements that describe the kind of community you want Menlo Park to be
 - Several themes to consider plus open topics
- Dessert (Group Reports)
 - Identify common ground

Suggested Themes

Slide 19

**Commercial
Activity & Design**

**Neighborhood &
Environmental
Sustainability**

**Community
Services &
Quality of Life**

**Transportation,
Connectivity &
Mobility**

Upcoming Meetings

Slide 20

- Community Workshop 1 – 7-9pm **Wed Sept 3** Senior Center Ballroom, repeated **Thurs Sept 11** Presbyterian Church Social Hall
- Symposium 1 – 7-9pm **Wed Sept 24** Council Chambers: Growth Management & Economic Development
- Mobile Tour 1 – 12:30-3:30pm **Wed Oct 1**: Menlo Park
- Symposium 2 – 7-9pm **Wed Oct 8** Council Chambers: Transportation
- Mobile Tour 2 – 12:30-3:30p **Tues Oct 14**: Other Communities
- GPAC 2 – 7-9pm **Thurs Oct 30**: Review Public Input to Date and Guiding Principles
- City Council/Planning Commission Study Session 1 – **Tues Nov 18**: Guidance on Land Use Alternatives

2015-16 GPAC Meetings

Slide 21

- **GPAC 3: Preparation for Workshop 2 (Alternatives)**
- **GPAC 4: Workshop 2 Findings**
- **GPAC 5: Preparation for Workshop 3 (Preferred Alternative)**
- **GPAC 6: Workshop 3 Findings**
- **GPAC 7: Draft Goals, Policies & Programs and Zoning provisions**
- **GPAC 8: Revised Goals, Policies & Programs and Zoning provisions**

For More Information

Slide 22

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- ▣ Contact: Deanna Chow
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