

# Menlo Park General Plan & M-2 Area Zoning Update



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menlo park land use & mobility update

## Community Workshop 1: Guiding Principles

September 11, 2014





# Tonight's Activities

Slide 2

- 7pm Sign In/Opening Activity
- 7:15 Welcome and Introductions
- 7:25 Presentation by Consultant Team
- 7:40 Questions and Answers
- 8pm Small Group Activity
- 8:40 Group Reports
- 8:55 Closing Remarks
- 9pm Adjourn



# Project Components

Slide 3

- ▣ **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



# Project Objectives

Slide 4

- ❑ 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



# Key Activities to Date

Slide 5

- **Aug 2013** – City Council initiates General Plan Update
- **Sept 2013** – City issues a request for consultant qualifications
- **Dec 2013** – Council conducts a study session on the 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-June 2014** – Consultant Selection Process
- **Aug 2014** – Council appoints General Plan Advisory Commission; public process begins; GPAC meeting 1: Aug 25

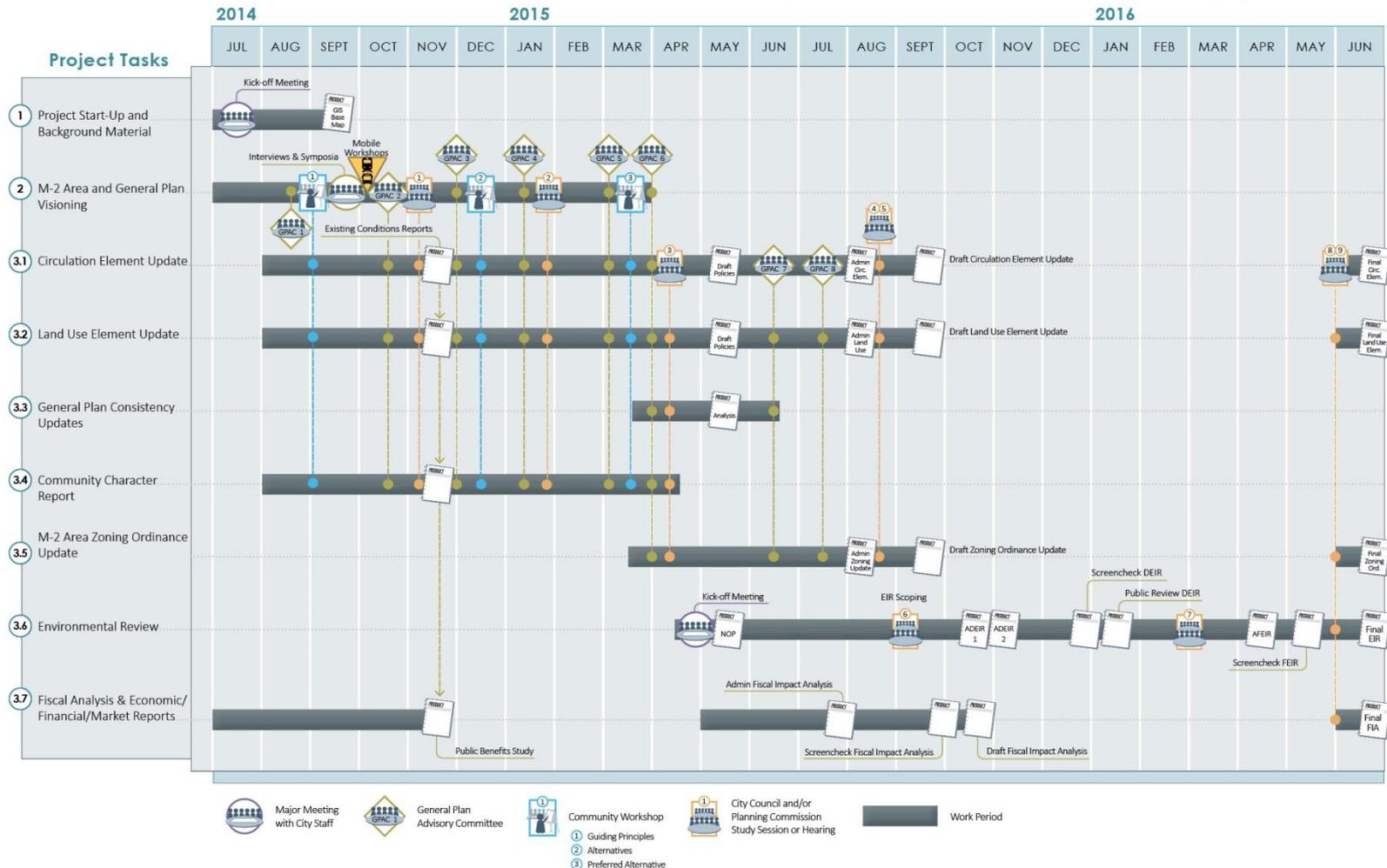
# Project Schedule



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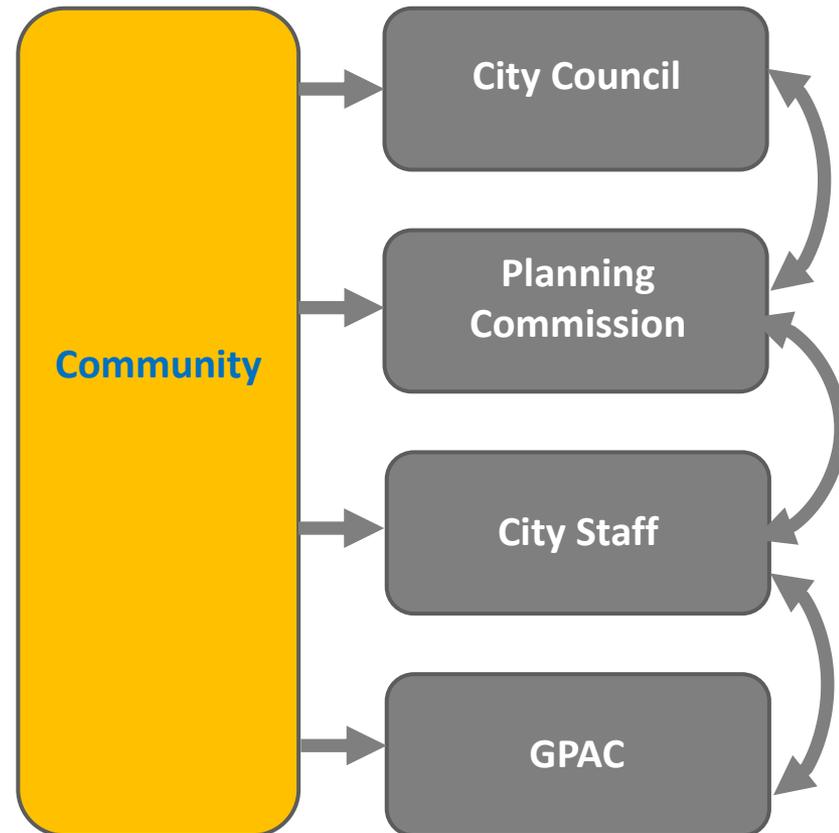
City of Menlo Park General Plan and M-2 Area Zoning Update Schedule



# General Plan Advisory Committee

Slide 7

- 13 Council Appointees, 6 from City Commissions: Bicycle, Housing, Transportation, Parks & Rec., Planning, Env. Qual.
- Input & recommendations to City staff, Planning Commission & City Council
- Project Ambassadors



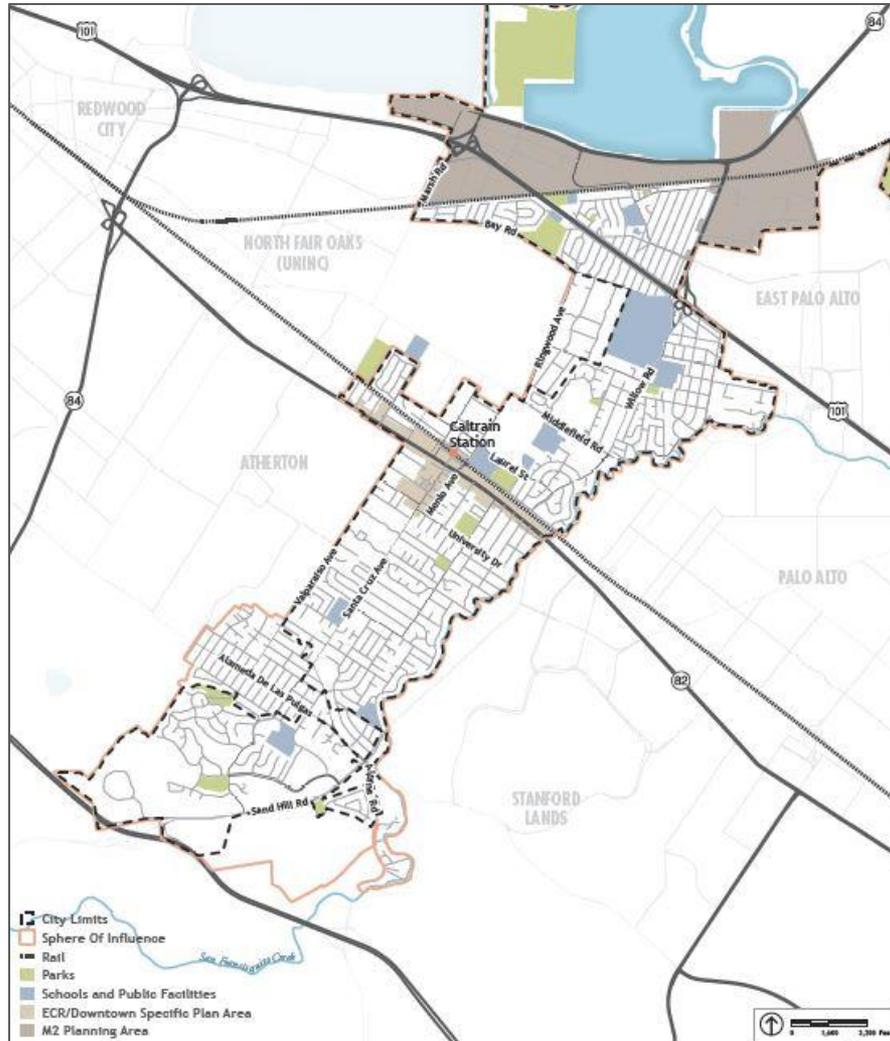
# Citywide Context



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# M-2 Area



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Slide 9



# General Plan – Our “Constitution”

Slide 10

- Community's 20-year vision for the future
- Comprehensive guide for decision-making
  - Leads to real physical change
- Vehicle for public engagement & education
  - Opportunity 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



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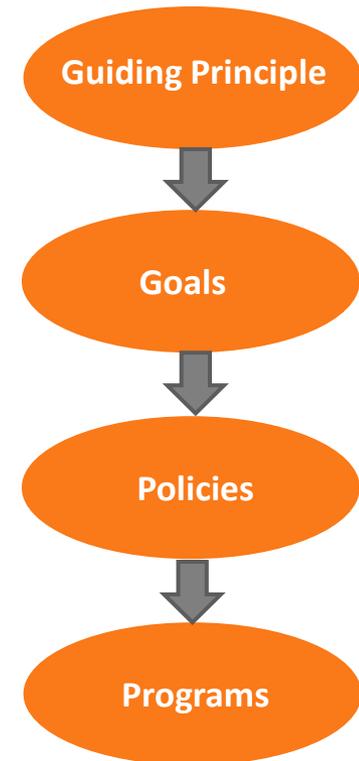
- Zoning Ordinance contains land use standards
- Update for M-2 area needed to:
  - Create certainty in land use review
  - Reflect updated General Plan
- EIR covers all project components
- Identifies potential impacts and measures needed to reduce or avoid them



# Guiding Principles (Vision)

Slide 12

- 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 13

- Guiding Principle: *Interconnected, Mobile Community*  
*“Everyone in Menlo Park has access to many convenient ways to get around town.”*
- 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*

# Guiding Principles – Steps



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- Community Workshop 1  
**Sept 11, 17**
- Online forum  
**Sept 19 – Oct 26**
- Present final list for  
GPAC consideration  
**Nov 10 or 12**

Prioritize: Drag **1** 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. Caring Community **1**
2. Emphasis on Community-Building **1**
3. Safe Community **1**
4. Easy Access to Healthy Food **1**
5. A Place Where People Want To Be **1**
6. Good Jobs, Education and Training **1**
7. Innovative Businesses and Entrepreneurship **1**
8. Local Businesses Succeed **1**
9. Recreation and Vacation Destination **1**
10. Impressive Gateways **1**
11. Convenient, Affordable, Eco-Efficient Transportation **1**
12. Interconnected, Mobile Community **1**
13. Economic Development Aligned with Natural Environment **1**
14. Waterfront as a Centerpiece of the Community **1**



# Upcoming Events

Slide 15

- ❑ Community Workshop 1 (repeat of tonight) – 7-9p  
**Wed Sept 17** Senior Center Ballroom
- ❑ Symposium 1 – 7-9p **Tues Sept 23** Council Chambers:  
*Growth Management & Economic Development*
- ❑ Focus Group 1 – 7-9p **Mon Sept 29** Juniper Room:  
*Growth Management & Economic Development*
- ❑ Mobile Tour 1 – 12:30-3:30p **Wed Oct 1**: Menlo Park
- ❑ Stakeholder Interviews – 9:30a-4p **Thurs Oct 2** Elm Room



# Upcoming Events, continued

Slide 16

- ❑ Symposium 2 – 7-9pm **Wed Oct 8** Council Chambers:  
*Transportation*
- ❑ Mobile Tour 2 – 12:30-3:30p **Tues Oct 14**: Other  
Communities
- ❑ Focus Group 2 – 7-9pm **Thurs Oct 16** Oak Room:  
*Transportation*
- ❑ GPAC 2 – 7-9pm **Thurs Nov 10 or 12** Elm Room:  
*Finalize Guiding Principles*
- ❑ City Council/Planning Commission Study Session 1  
– **Tues Nov 18**



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# Small Group Exercise



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- Create statements that describe the kind of community you want Menlo Park to be
  - Several themes to consider plus open topics
- Group Reports
  - Identify common ground
  - Start first draft of Guiding Principles to launch online forum

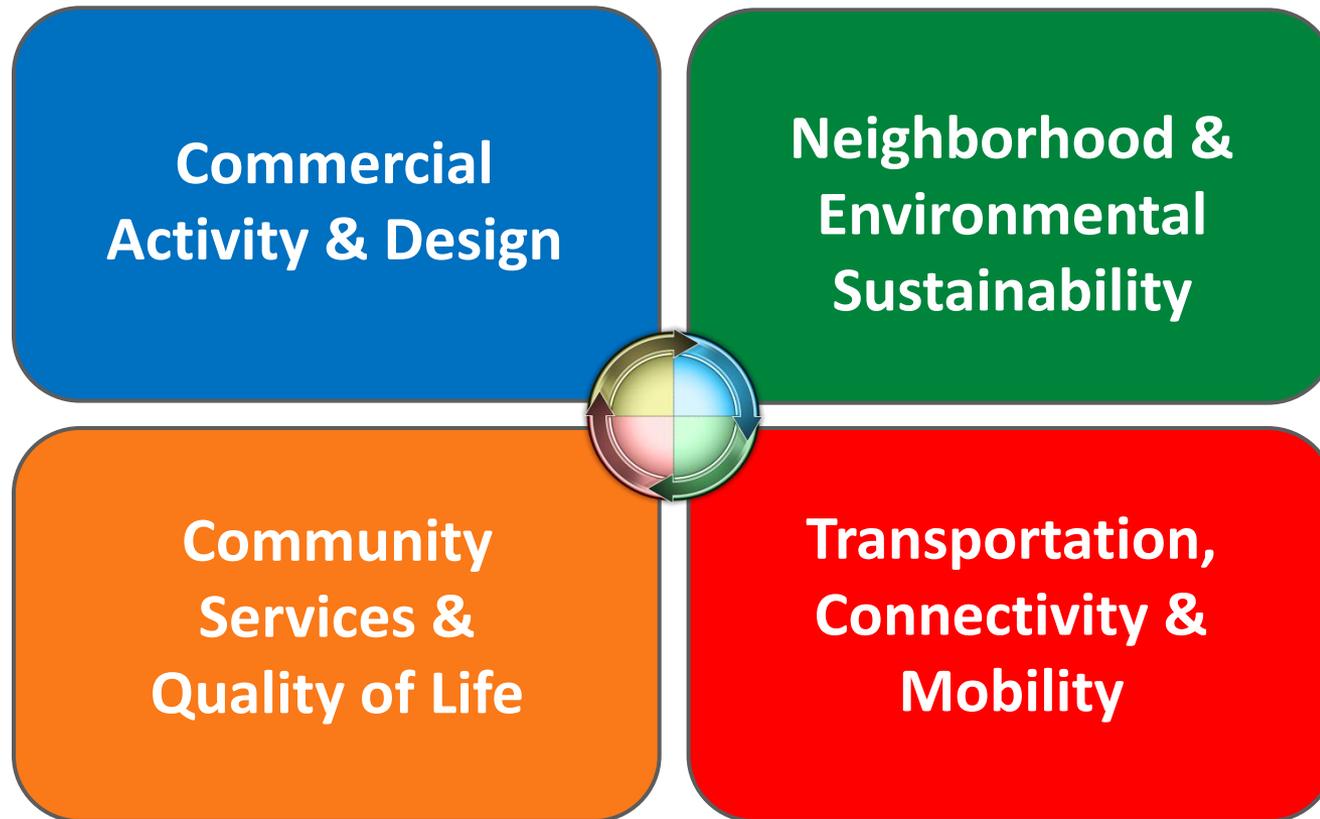
# Suggested Themes



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Slide 19





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# For More Information



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Slide 21

- ▣ Visit: [www.menlopark.org/connectmenlo](http://www.menlopark.org/connectmenlo)
- ▣ Contact: Deanna Chow  
Senior Planner  
City of Menlo Park  
Tel: (650) 330- 6733  
Email: [connectmenlo@menlopark.org](mailto:connectmenlo@menlopark.org)
- ▣ **PLEASE ENCOURAGE OTHERS TO GET INVOLVED!**