

Vision Goals for Character

1. Vision Plan Area Character: Maintain a village character unique to Menlo Park.
2. East-West Connectivity: Provide greater east-west, town-wide connectivity.
3. El Camino Real Circulation: Improve circulation and streetscape conditions on El Camino Real.
4. Neighborhood Context: Ensure that El Camino Real development is sensitive to and compatible with adjacent neighborhoods.
5. Vacant and Underutilized Parcels on El Camino Real: Revitalize underutilized parcels and buildings.
6. Train Station Area: Activate the train station area.
7. Santa Cruz Avenue Pedestrian Character: Protect and enhance pedestrian amenities on Santa Cruz Avenue.
8. Downtown Vibrancy: Expand shopping, dining and neighborhood services to ensure a vibrant downtown.
9. Housing: Provide residential opportunities in the Vision Plan Area.
10. Open Space: Provide plaza and park spaces.
11. Pedestrian and Bicycle Circulation: Provide an integrated, safe and well-designed pedestrian and bicycle network.
12. Parking: Develop parking strategies and facilities that meet the commercial and residential needs of the community.

Character

What defines the character of a place?

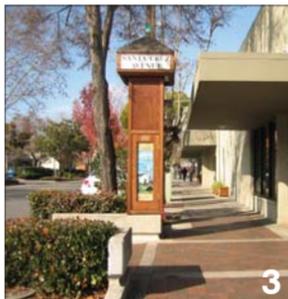
Physical form and experiences define the character of a place



Historical Connections



Streets



Pedestrian Realm



Public Open Space



Building Relationships

Village Character can be enhanced by:



- Compatible scale of buildings



- Varied Massing



- Small storefronts



- Informal social spaces



- Local "authentic" businesses



- Comfortable, walkable space

Building Pattern - Santa Cruz Avenue Storefronts



Downtown exhibits a pattern of smaller buildings and storefronts as compared to buildings on much of El Camino Real.

Street Character

The best streets are comfortable to walk along with leisure and safety. They have definition, a sense of enclosure with their buildings; distinct ends and beginnings, usually with trees.



Streets moderate the form, structure and comfort of urban communities.

Downtown Building Articulation & Massing

Building Articulation



Entry Articulation



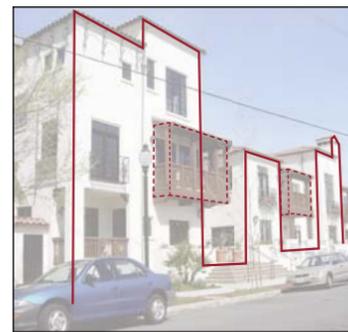
Fenestration / Detail



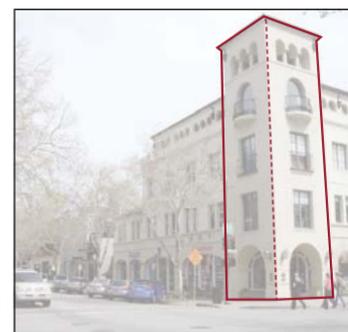
Massing & Scale Modulation



Undulated Massing



Corner Element



Storefront Address



Awnings and Signage

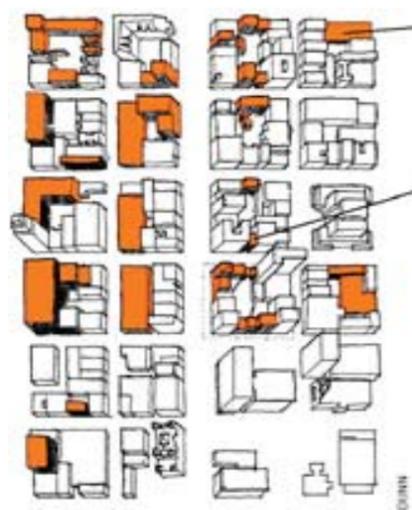


Clerestory Wall / Articulated Windows



Compatible Scale

New infill development that is compatible in scale with existing buildings will preserve and enhance community character



infill massing in downtown stockton

infill buildings in downtown fill in the empty places and marginal areas

infill buildings should fit in with the scale of adjacent buildings

El Camino Real Building Articulation & Massing

1-3 Story



El Camino - Menlo Park 20



El Camino - San Carlos 21

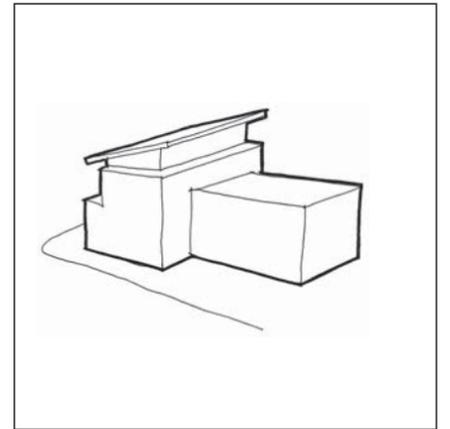


El Camino - Menlo Park 22



El Camino - Los Altos 23

Strategies for building massing and articulation



Massing Variation / Roof Form

3-4 Story



El Camino - Menlo Park 24



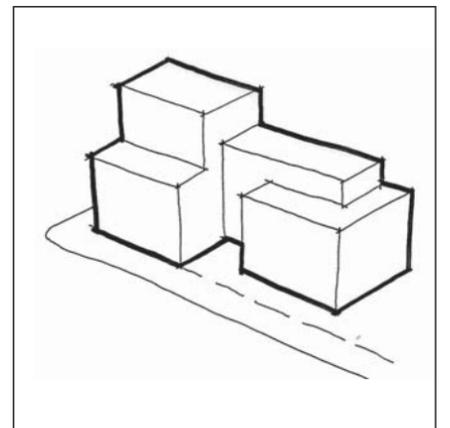
Mountain View 25



El Camino - Menlo Park 26



San Luis Obispo 27



Setback / Stepback

4+ Story



El Camino - Menlo Park 28



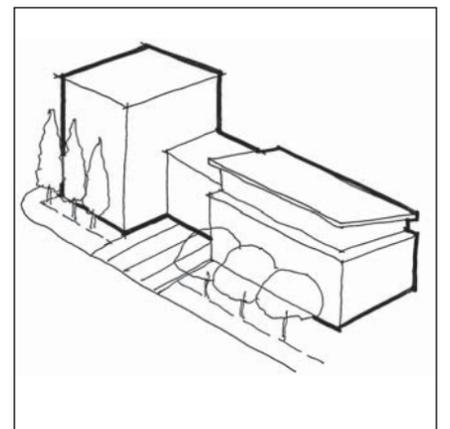
Redwood City 29



El Camino - Redwood City 30



El Camino - Redwood City 31



Landscape / Lobby Entry



Character

4

April 16, 2009

Record Your Thoughts ...

1. What buildings appeal to you on the board? Why?

2. Given what you know about village character, is it appropriate to have buildings taller than two stories in downtown? How much taller?

3. Is it appropriate to have taller buildings on El Camino Real relative to downtown? How much taller?