



Vibrancy

April 16, 2009

Vision Goals for Vibrancy

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.

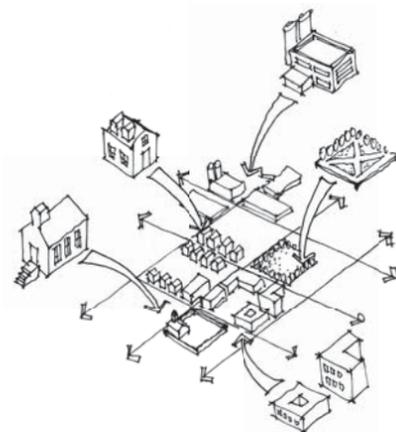
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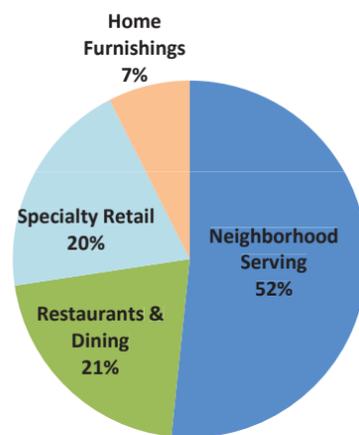
Vibrancy and Density, Mix of Land Uses and Connectivity

Downtown vibrancy in the form of foot traffic and retail sales, is related to a concentration of development, a diversity of uses and pedestrian orientation and connectivity.

Source: Strategic Economics, 2009.

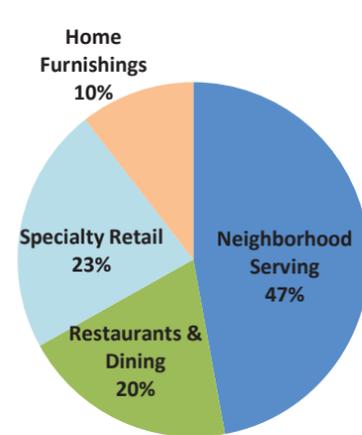


Retail Sales in Project Area



Source: Strategic Economics, 2009.

Retail Sales in Downtown Menlo Park



Source: Strategic Economics, 2009.



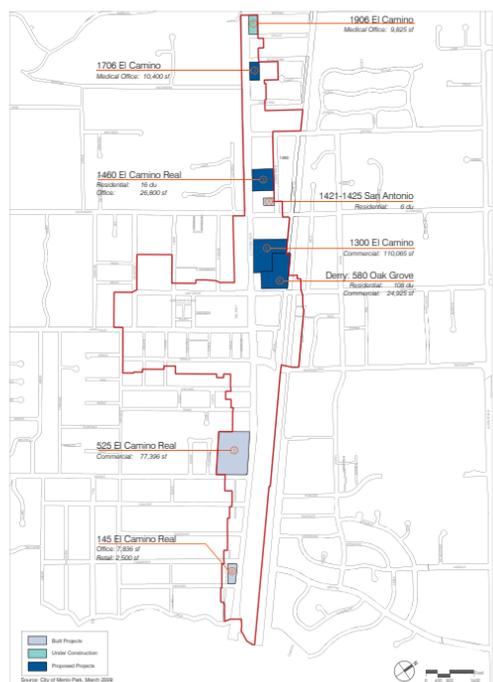
Did You Know ... !

- Market demand for a wide variety of office use, retail, services and housing remains strong in Menlo Park

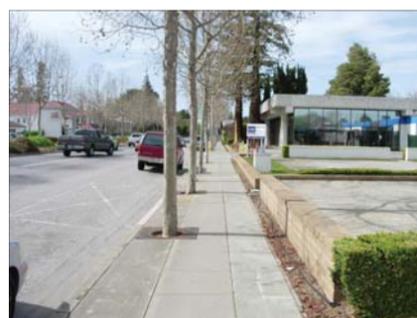
Source: Strategic Economics, 2009.

A balance of activities is essential to maintain liveliness during the day as well as at night.

Recent Development Projects: Built + Proposed

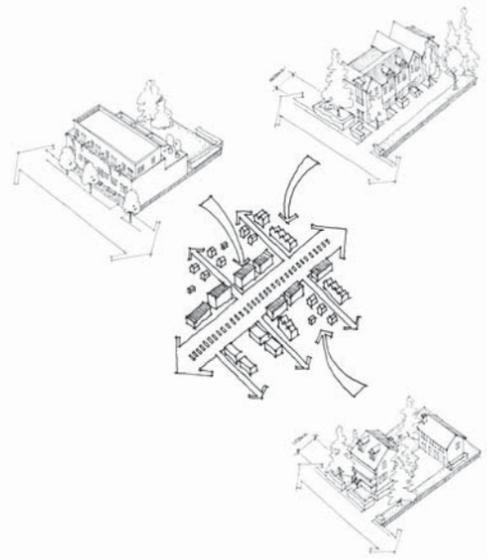


Examples of Vacant Buildings and Parcels on El Camino Real



Vibrancy and Housing Choices

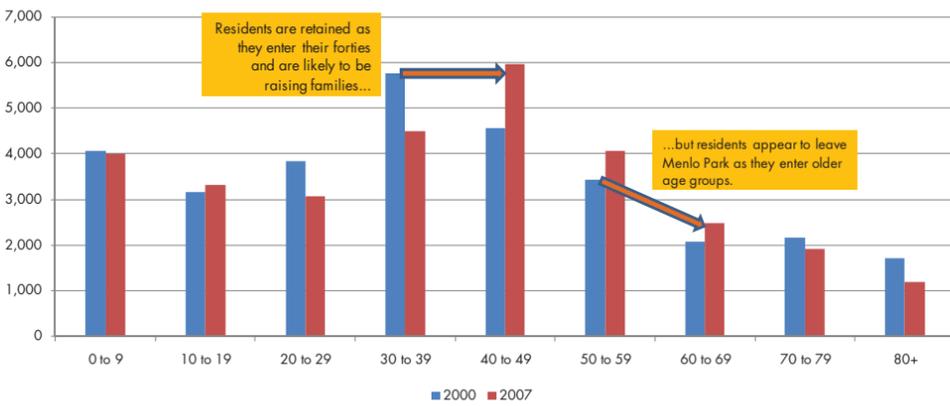
A wider variety of housing opportunities that cater to singles, young families, empty nesters and seniors improves vibrancy.



Did You Know ... !

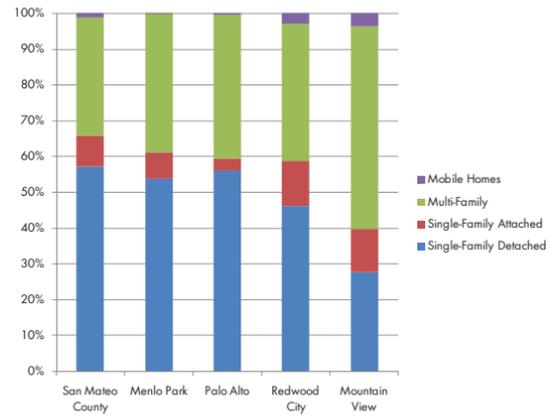
- The percent of Menlo Park families with children has increased significantly since 1990, outpacing San Mateo County. *Source: Claritas, 2009; US Census, 1990; US Census, 2000; Strategic Economics, 2009*
- Seniors who live in denser, walkable places near transit are less likely to stay at home alone. *Source: National Household Travel Survey, 2001*

Age Distribution by Number of Persons



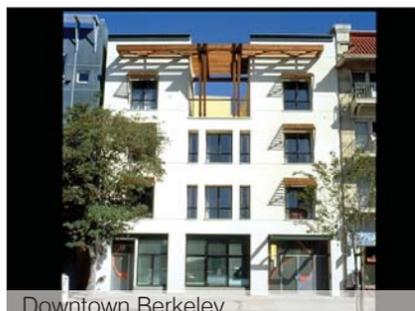
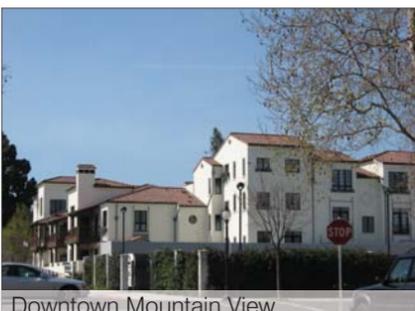
Source: US Census 2000, US Census 2007, Strategic Economics 2009

Composition of Housing Stock, 2009



Source: California Department of Finance (E-5), 2009; Strategic Economics, 2009

Higher Density Housing Types



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Vibrancy and Parking

A well crafted parking strategy can utilize existing spaces more efficiently, supporting businesses and vibrancy. Such strategies could include varying parking rates and hours and shared parking supported by in-lieu fees.

Did You Know ... !

- Approximately 2,100 sq.ft. of parking is required for every 1,000 sq.ft. of office space, assuming a parking standard of 6 spaces per 1000 sq.ft. this means that a three story, 30,000 sq.ft. office building would require 63,000 sq.ft. or 1.4 acres of parking

Surface parking in a downtown setting dampens vibrancy because it uses land that could be otherwise used for active uses or public uses

Surface parking in project area



Structured Parking



Surface Parking - Menlo Park





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Record Your Thoughts ...

1. When you go out, where do you spend your evenings and why? What would motivate you to spend more time in downtown Menlo Park, particularly at night?

2. What would you do to make El Camino Real more vibrant?