



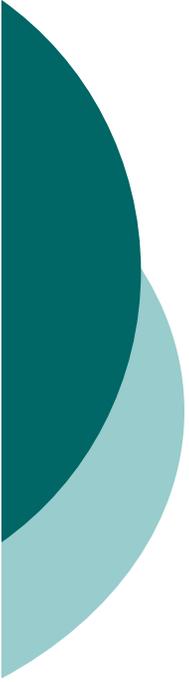
City of Menlo Park El Camino Real/Downtown

City Council Meeting
October 13, 2009
Staff Presentation



Community Engagement

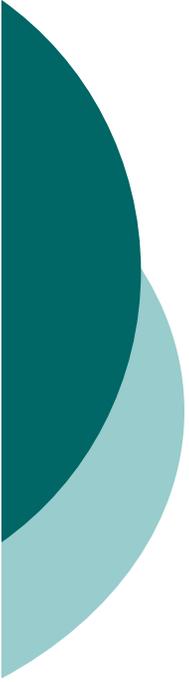
- What sequence of decisions is needed to develop public judgment?



Community Engagement

Key concepts for the sequence

- Public Judgment
 - An overarching goal for all community engagement processes
 - Legitimate, lasting and supportable
 - Distinguished from public opinion that is not dependant upon factual information and consideration of broader interests



Community Engagement

Key concepts for the sequence

- Consensus

- Described as a decision everyone agrees to live with, even though people may have had to give up something they wanted and did not achieve their solution of first choice
- Consensus is not unanimity



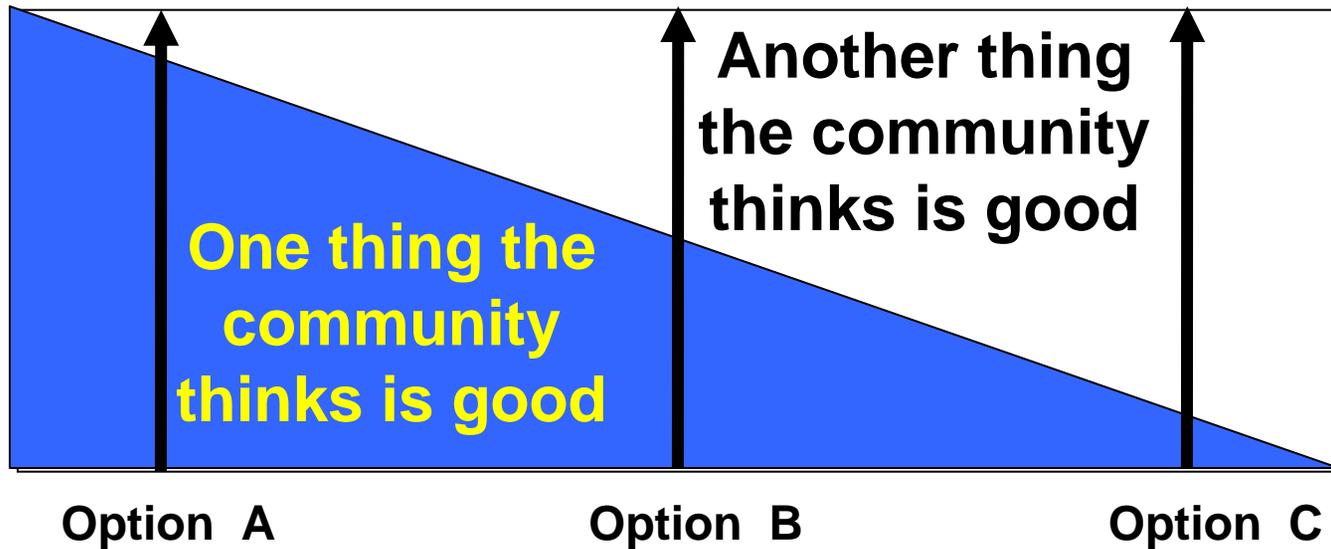
Community Engagement

Sequencing for Consensus

- Provides equal opportunity for everyone to influence the outcome
- Gives participants the ability to find common ground and discuss choices other than yes or no
- Encourages solutions representing multiple alternatives
- Allows “win-win” results without a vote to reinforce sense of community

Community Engagement

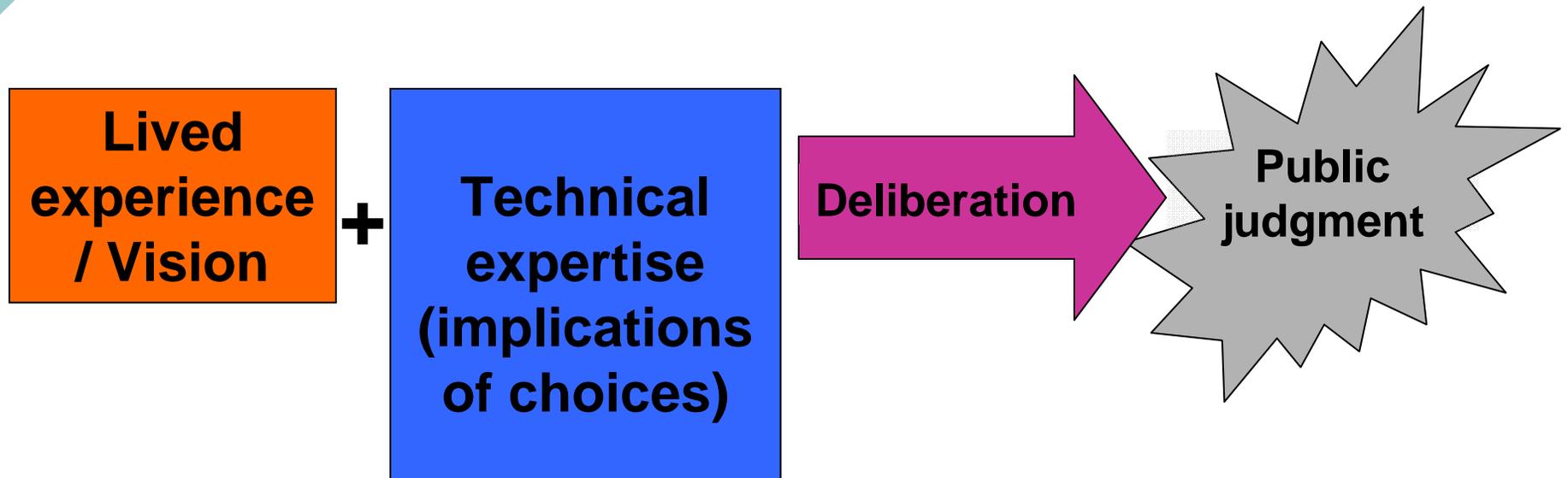
Consensus decisions balance competing values



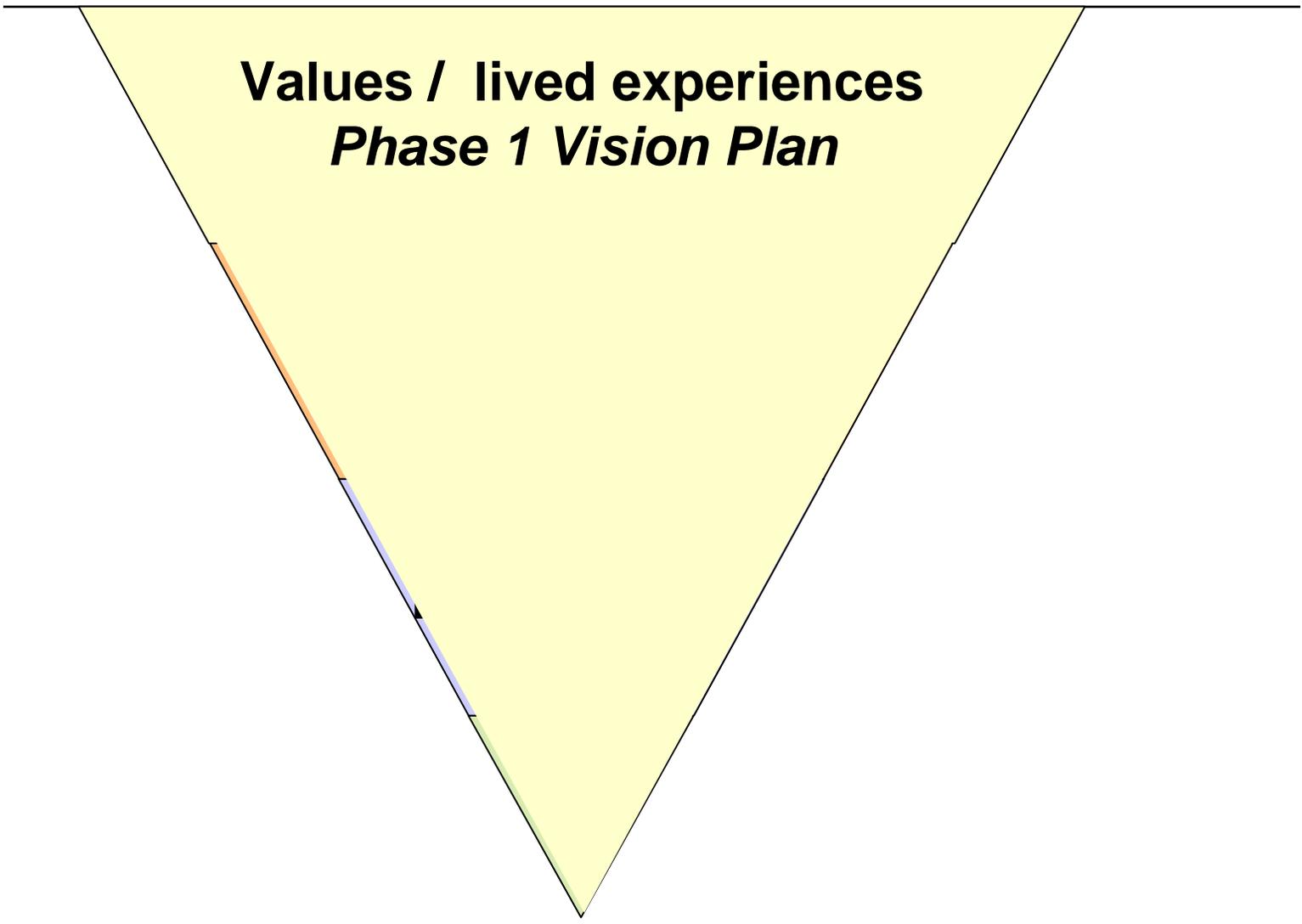
Community Engagement

Sequence of Decisions

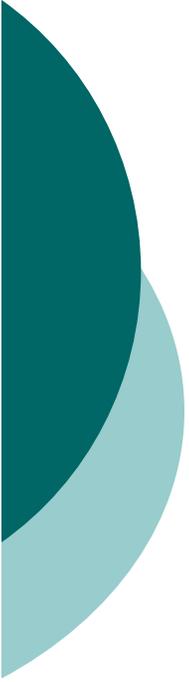
- For public judgment and consensus:



Community Engagement



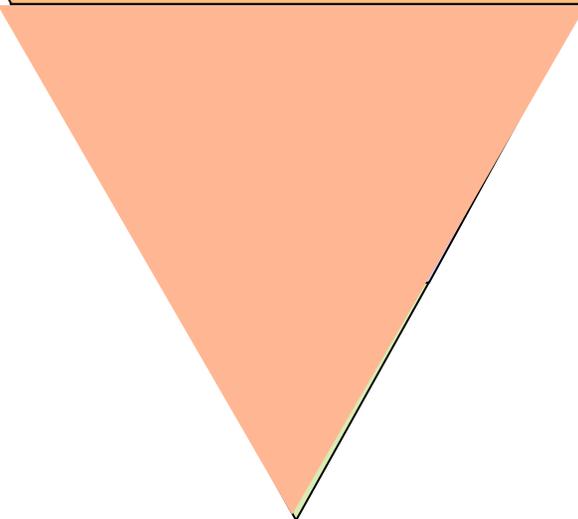
Values / lived experiences
Phase 1 Vision Plan

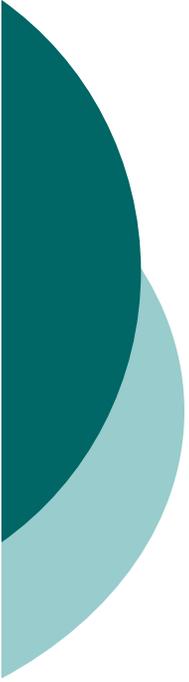


Community Engagement

Values / lived experiences
Phase 1 Vision Plan

**Information sharing / ideas
and their implications**
Workshops 1 & 2



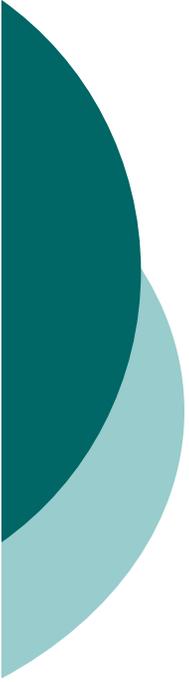


Community Engagement

Values / lived experiences
Phase 1 Vision Plan

**Information sharing / ideas
and their implications**
Workshops 1 & 2

Deliberation of alternatives
***Workshop 3 and Draft
Specific Plan/EIR***



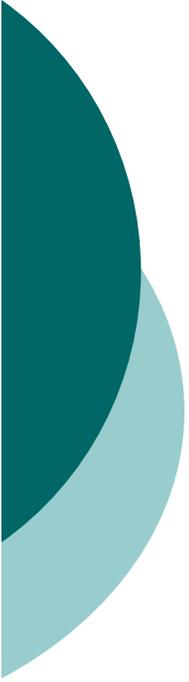
Community Engagement

Values / lived experiences
Phase 1 Vision Plan

**Information sharing / ideas
and their implications**
Workshops 1 & 2

Deliberation of alternatives
***Workshop 3 and Draft
Specific Plan/EIR***

Public Judgment
***Final Specific Plan / Zoning and GP
Amendments***



Community Engagement

Extensive outreach and participation

- Phase One Vision Plan

- Workshops, walking tours, speaker series, two surveys, five newsletters to all property owners/occupants, total engagement = 2,600+

- Phase Two Specific Plan

- Workshop attendance = almost 400 people
- Regular email alerts = almost 900 people
- Three newsletters and postcards to all property owners/occupants
- Extra flyers and postcard to all project area property owners/occupants

Vision Plan (Phase 1)

- Extensive community visioning exercise conducted in 2007 and 2008
- From start, project area encompassed both Downtown and El Camino Real
- Open-ended: allowed for a range of outcomes, from validation/modest refinements of current regulations to a wholesale redesign
- *Interest-based* planning (based on values/needs), as opposed to *positional* (based on specific outcomes)

Help Imagine Menlo Park's Future

In the coming months, Menlo Park will start work on a "Vision Plan" for the future of Downtown and the El Camino Real corridor. Community members can help lead the way by considering topics such as:

- What kinds of new businesses does our City need?
- Would you like to see more housing in Downtown and along El Camino Real?
- How tall should new buildings be?
- Should the City build public parking garages?
- What changes would you like to see on the streets for motorists, bicyclists, and pedestrians?

The visioning project will benefit from the input of a wide range of people, including residents, business owners, elected and appointed officials, developers, and architects. The City Council believes that your active participation is crucial to the success of this project. Current opportunities for involvement include:

- **Email List:** Sign up to receive project bulletins by emailing thor@menlopark.org
- **Survey:** Fill out and return the short survey below to provide your initial thoughts.

As the project moves forward, additional activities and resources will be available:

- **Speaker Series:** Attend upcoming educational forums on a range of planning/transportation topics, including a history of previous Menlo Park plans for these areas.
- **Community Workshops:** Starting in January, attend workshops or other meetings to learn more and offer your input.
- **Newsletters:** Watch for more newsletters like this one, providing status updates and listing upcoming events.
- **Project Web Page:** Review the project site at http://www.menlopark.org/projects/atlantic_cord/downtown.htm for background information and other resources.

El Camino Real/Downtown Vision Plan – Initial Survey

Help us begin planning our future by filling out and returning the following short survey. You can also fill out the survey online by going to <http://www.menlopark.org/>

Contact Information
 Thomas Rogers, Associate Planner
 thor@menlopark.org
 650.329.7177

1. Name _____ Email Address _____
 Postal address _____

2. As you envision the El Camino Real corridor evolving over the next 30 - 20 years...

a. What would you like to see change? _____

b. What would you like to stay the same? _____

3. As you envision Downtown evolving over the next 10 - 20 years...

a. What would you like to see change? _____

b. What would you like to stay the same? _____

4. What should this El Camino Real/Downtown visioning and planning effort be named? _____

5. Any other comments? _____

Vision Plan (Phase 1)

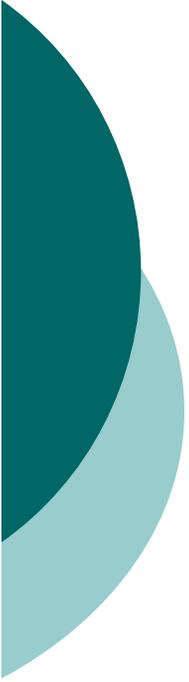
- Included an educational forum, walking tours, three community workshops, one Planning Commission workshop, and two City Council Meetings



Vision Plan (Phase 1)

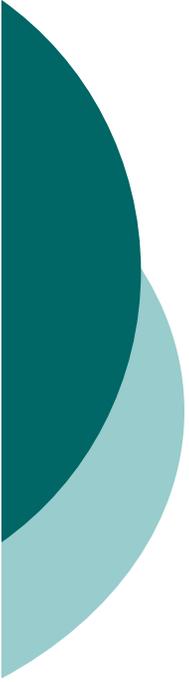
- Promoted by five citywide mailings (including two return surveys) sent to all residential and commercial owners/occupants, as well as by focused outreach from the project Oversight and Outreach Committee.
- Business community included from the start, with two Committee members specifically designated for Chamber of Commerce property/business owner designees, as well as extensive supplemental outreach
- Vision Plan unanimously accepted by City Council; provides foundation for Specific Plan





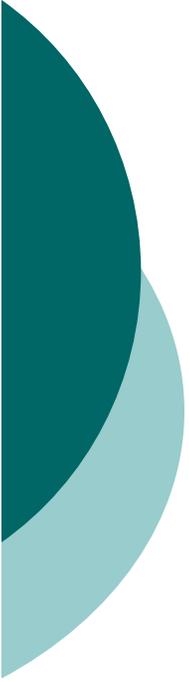
Vision Plan (Phase 1): Goals

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.



Specific Plan – “Realizing the Vision”

- Scope of Vision Plan set the stage for next phase – preparation of Specific Plan to establish a comprehensive plan for El Camino Real and Downtown
- Specific Plan establishes regulations, policies, and guidelines – more detail in consultant presentation
- Plan is realized over time as individual properties propose development; not a wholesale or instantaneous process



Specific Plan – “Realizing the Vision”

- Specific Plan process aims to match/exceed community engagement process set by Phase 1
- Community Workshop #1 – April 16, 2009
 - Review/prioritization of Vision Plan goals
 - Consideration of opportunities/constraints and trade-offs
- Community Workshop #2 – June 18, 2009
 - Review of alternative approaches, with details on land use mixes, circulation options, and parking scenarios
- Plan creation iterative, building on previous comments and documented in detail