

June 9, 2009

# Menlo Park Specific Plan

City of Menlo Park

Perkins+Will  
ESA  
Fehr Peers  
Strategic Economics  
BKF



# Agenda

Review of Schedule

Review of Community Meeting #1

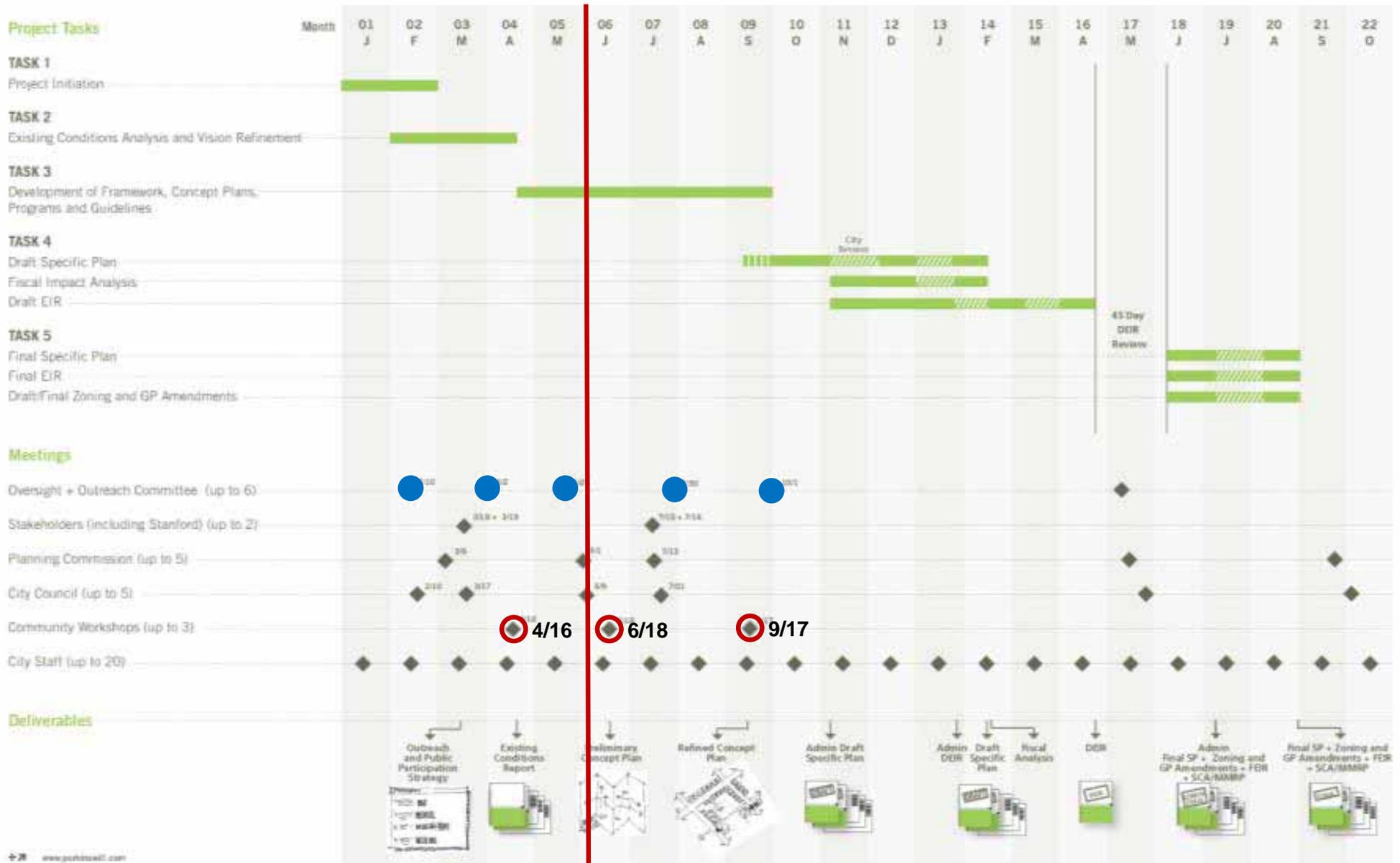
Plan Elements/Evaluation Approach

Outline of Community Workshop # 2

# Project Schedule — DRAFT

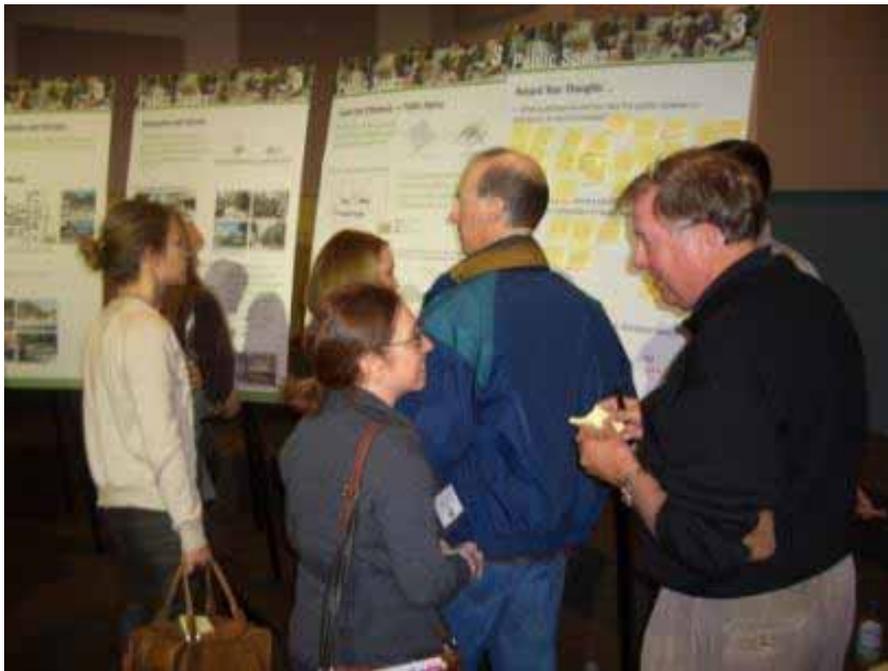
## Menlo Park El Camino Real/Downtown Specific Plan, EIR and Amendments

10 February 2009



# Review: Community Meeting





# Community Meeting #1

April 16 , 2009

## Recurring Themes

- Improve pedestrian realm and bicycle network
- Better vibrancy through mix of uses, extending hours
- Building to (3) stories on Santa Cruz/Downtown; (4 to 5) on east side of ECR; lower on west
- Desire for vacant stores to be occupied
- Increase alternative modes of transport- including shuttle
- Redesign Santa Cruz/Downtown to create more usable public space
- Don't reduce parking; reorganize it

# Community Meeting #1

April 16 , 2009

## Connectivity and Traffic

- 50/50 on increasing traffic delay on ECR for better pedestrian environment
- Improve bike connections
- Consider below-grade regional circulation on El Camino Real
- Improve alternative modes of transport (shuttle, frequent bus services etc...)
- East-west connectivity: Bridges and Tunnels should be considered

# Community Meeting #1

April 16 , 2009

## Vibrancy

- Provide mix of uses (Entertainment, Retail, Restaurants, Residential, Office)
- Create a place for all ages
- Cultural aspects to be considered (performance art, music, festivals)
- Longer hours in the downtown
- Development to be favorable to small local businesses
- Vibrancy for ECR requires higher density, residential, special uses, below-grade solutions for ECR, and better pedestrian realm

# Community Meeting #1

April 16 , 2009

## Public Space

- More activities, arts programs, farmer's market, dogs, dining, flexibility and synergy
- Most people would give up street parking to gain public space and wider sidewalks
- Most people are willing to have more development to gain public space
- Increase height, encourage development through density bonuses
- Stronger open space requirements for larger developments
- Have a good strategy (parking structures) to deal with parking demand

# Community Meeting #1

April 16 , 2009

## Character

- Predominantly accepting of 3 stories in the downtown, 4 stories if appropriately designed (massing, step-backs etc...)
- Acceptance of higher buildings on ECR, primarily east side up to 5 stories if appropriately massed and set back
- Need to make buildings more friendly (Palo Alto and Pasadena examples)
- Questions surround what constitutes a “Village”

Character – *What buildings appeal to you on the boards? Top 6 below.*



# Alternatives, now Plan Elements

“Compact Village”



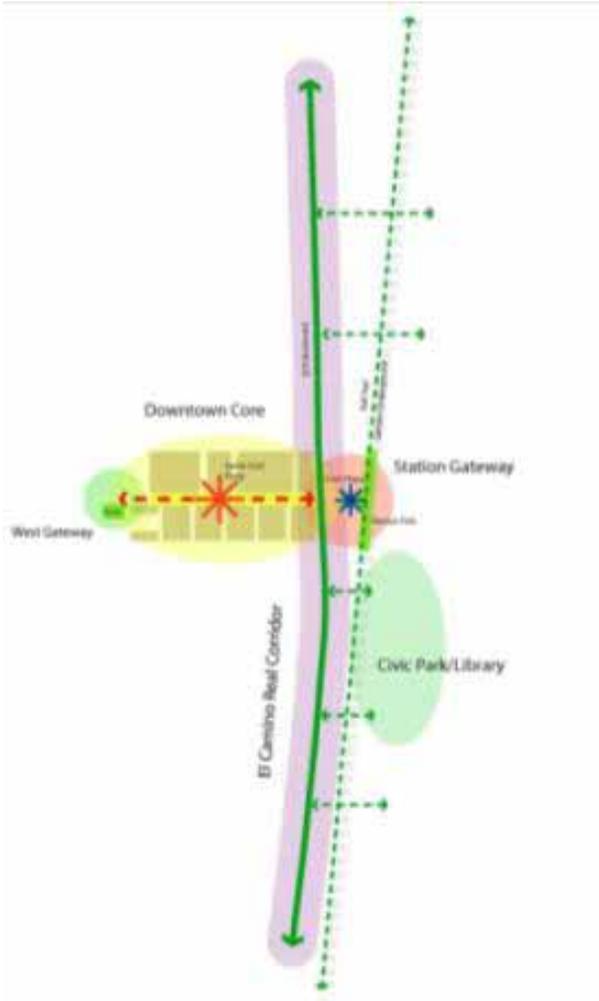
“Connected Downtown”



“Central Station”



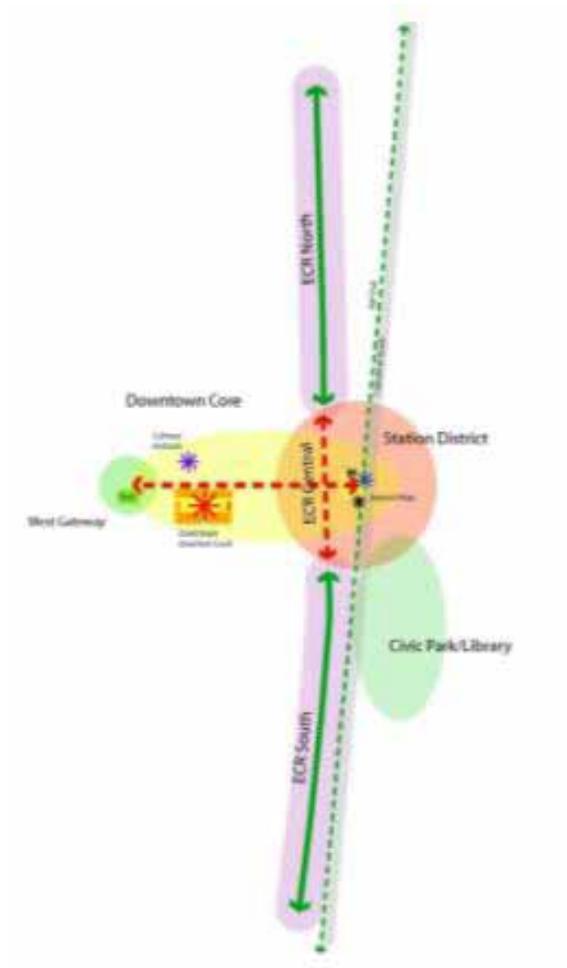
# “Compact Village”



# “Connected Downtown”



# “Central Station”



# Planning Commission Meeting

June 1, 2009

## Recurring Themes

- Do not present alternatives but focus on plan elements
- Show ideas for and evaluate discrete elements, areas
- Surprised by support for tall buildings on El Camino Real (4 to 5 stories)
- Show transition of buildings to adjacent residential neighborhoods and break down building massing

# Plan Elements – Broad Categories

- Downtown and Station Area – Connectivity and Public Space
- Downtown and Station Area – Vibrancy and Character
- El Camino Real and Rail Corridor – Connectivity and Character

# Plan Elements

- **Downtown and Station Area – Connectivity and Public Space**

- Connectivity

- Vehicular Circulation
    - Pedestrian and Bicycle Circulation
    - El Camino Real and RR Tracks Crossing
    - Parking Approach/Parking Pricing

- Public Space

- Santa Cruz Avenue – Streetscape
    - Public Space Network and Types
    - Parking Plazas and North/South Streets
    - Station Area

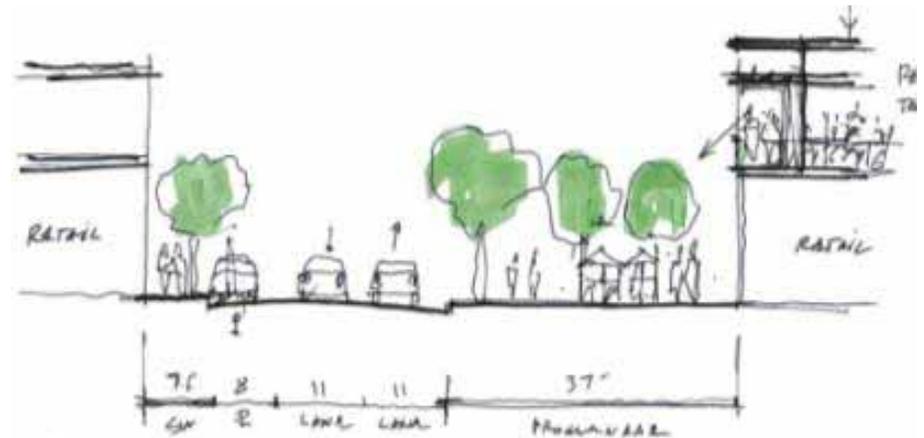
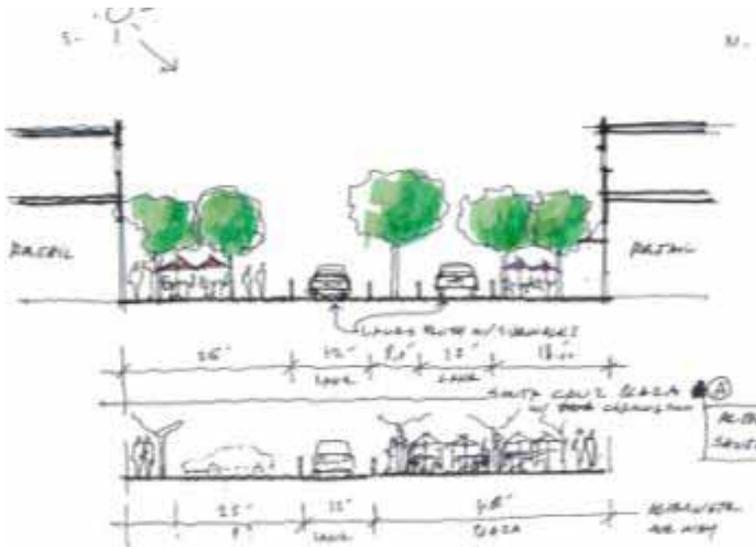
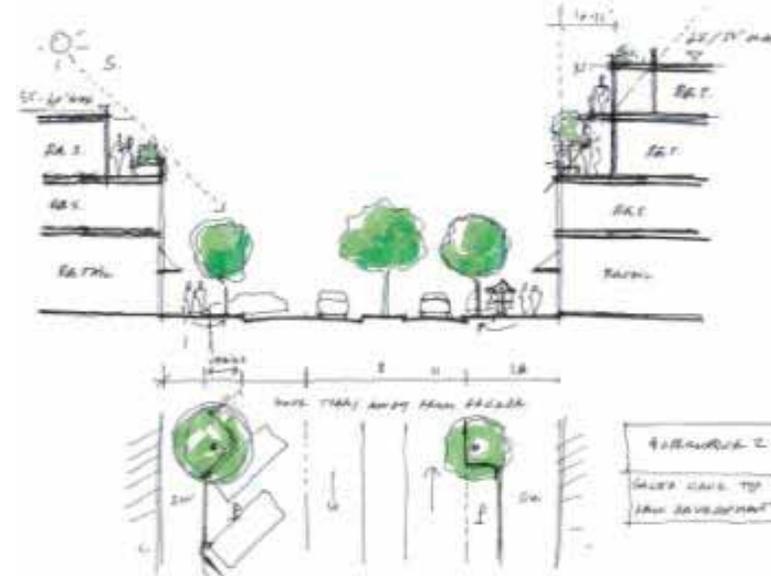
# Plan Elements

- **Downtown and Station Area – Vibrancy and Character**
  - Land Use Mix and Intensity
  - Building Massing and Modulation
  - Building Height
- **El Camino Real and Rail Corridor – Connectivity, Public Space and Character**
  - El Camino Real – Streetscape
  - El Camino Real – Adjacent Public Space
  - El Camino Real and RR Tracks Crossing
  - Building Massing and Modulation – East and West Sides of ECR
  - Building Height – East and West Sides of ECR

# Plan Elements – Visual Aids

- Plans
- Sections
- 3D Models
- Photomontages
- Precedent Photos
- Data Summary
  - Program Summary (residential units, retail, office/commercial, etc.)
  - Parking Counts
  - Traffic Counts
  - Qualitative Intersection Impact Analysis
  - Qualitative Fiscal Analysis

# Sections Downtown



# 3-D Model View

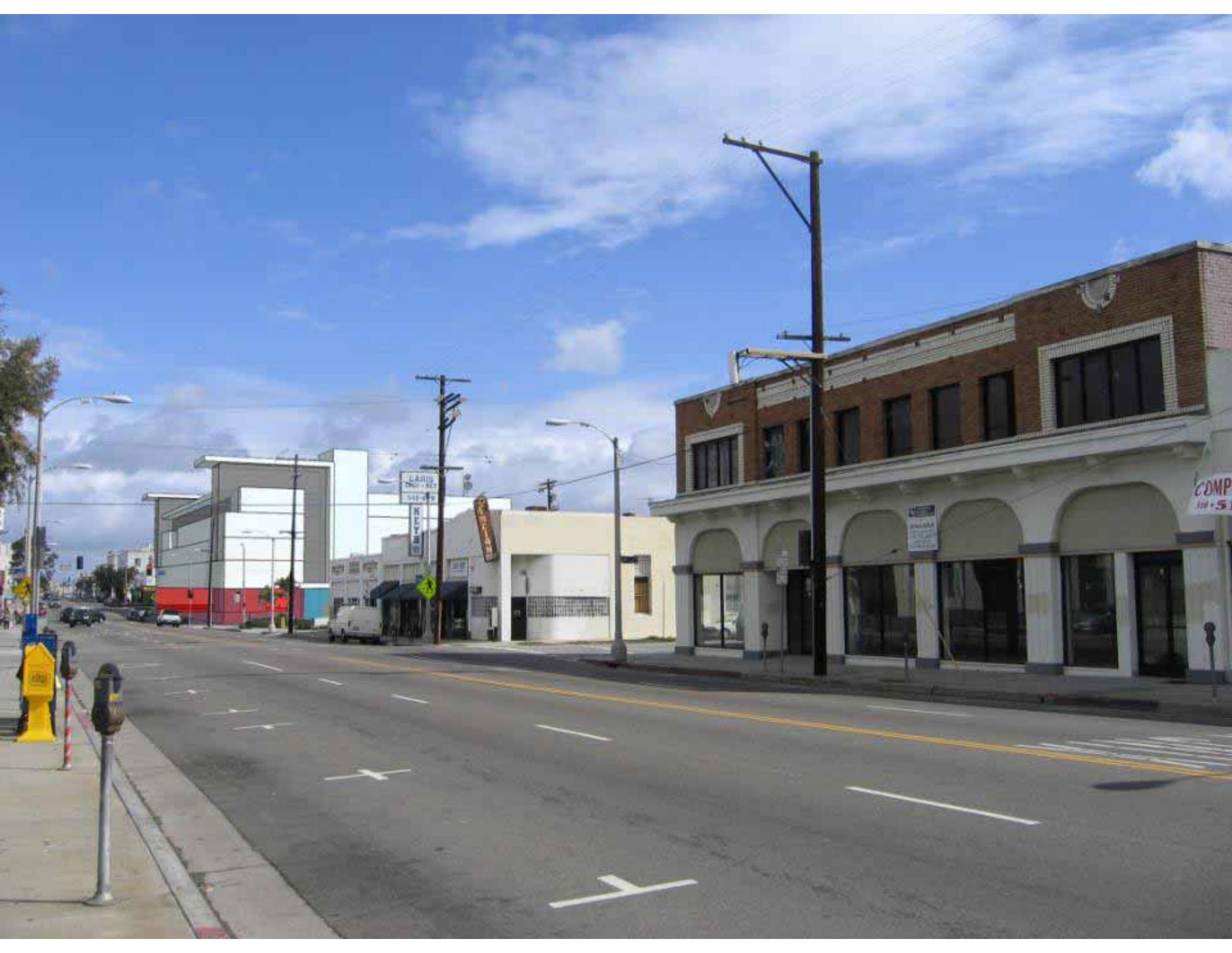
## Downtown – existing



# 3-D Model View

Downtown – proposed (in progress)





COMP  
1st + 5

ALABAMA  
STATE DEPARTMENT OF  
TRANSPORTATION

LAND  
INCORPORATED  
KEYSTONE

YIELD



COMP  
1st + 5

ALABAMA  
STATE DEPARTMENT OF  
TRANSPORTATION

LAND  
SHELVING  
KEYWAY

Yield

# Evaluation Approach for Community Workshop #2

# Downtown and Station Area

## Connectivity and Public Space

- What approach provides the best overall pedestrian experience? (i.e. clear pedestrian network, wider sidewalks, clear pedestrian pathways, ease of crossing at El Camino Real, public social space)
- What approach best addresses downtown parking? (i.e. parking location, access, and proximity to uses)
- What approach offers the best opportunities for community social space? (i.e. amount and type of public space, inter-connectedness of public space)

# Downtown and Station Area

## Vibrancy and Character

- What approach provides the best opportunities for a vibrant downtown? (i.e. mix of uses, destinations, location and mix of housing)
- What approach provides a scale and character of development that helps achieve a vibrant downtown and is sensitive to "village" character? (i.e. building massing and modulation, building heights)

# El Camino Real and Rail Corridor

## Connectivity and Character

- What approach best improves the corridor's character and pedestrian environment? (i.e. landscape improvements, wider sidewalks, ease of crossing El Camino Real)
- What approach provides a scale and character of development sensitive to adjacent residential neighborhoods? (i.e. building massing and modulation, buildings heights)

# Community Workshop #2

## Outline

# Community Workshop Work Plan

Workshop #1, 16 April 2009 – Vision Refinement and Tradeoffs

Workshop #2, 18 June 2009 – Plan Elements and Evaluation

Workshop #3, 17 September 2009 – Preferred Alternative and Plan for  
Action

## Community Workshop #2 Outline

# Objectives

- To present Plan Elements developed from Community Workshop #1 to gain critical feedback
- To help evaluate Plan Elements
- To help decide on key strategies, and features to be incorporated in the Preferred Alternative/Final Plan

## Community Workshop #2 Outline

### Format

- Presentation to review key directions from Community Workshop #1
- Presentation of how these key directions lead to Plan Element Concepts
- Presentation of Plan Elements and Evaluation Approach
- Break-out groups to discuss Plan Elements for comments
- Report back from each group

June 1, 2009

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# Questions for City Council

1. Are there techniques and approaches used in Workshop #1 that might be appropriate for the second workshop?
2. Are there any comments or questions regarding the focus on geographic areas (Downtown and El Camino Real) and Plan Elements?
3. Are there any comments or questions about the overall approach for Workshop #2? Do you feel that the approach uses the right complement of visual aids