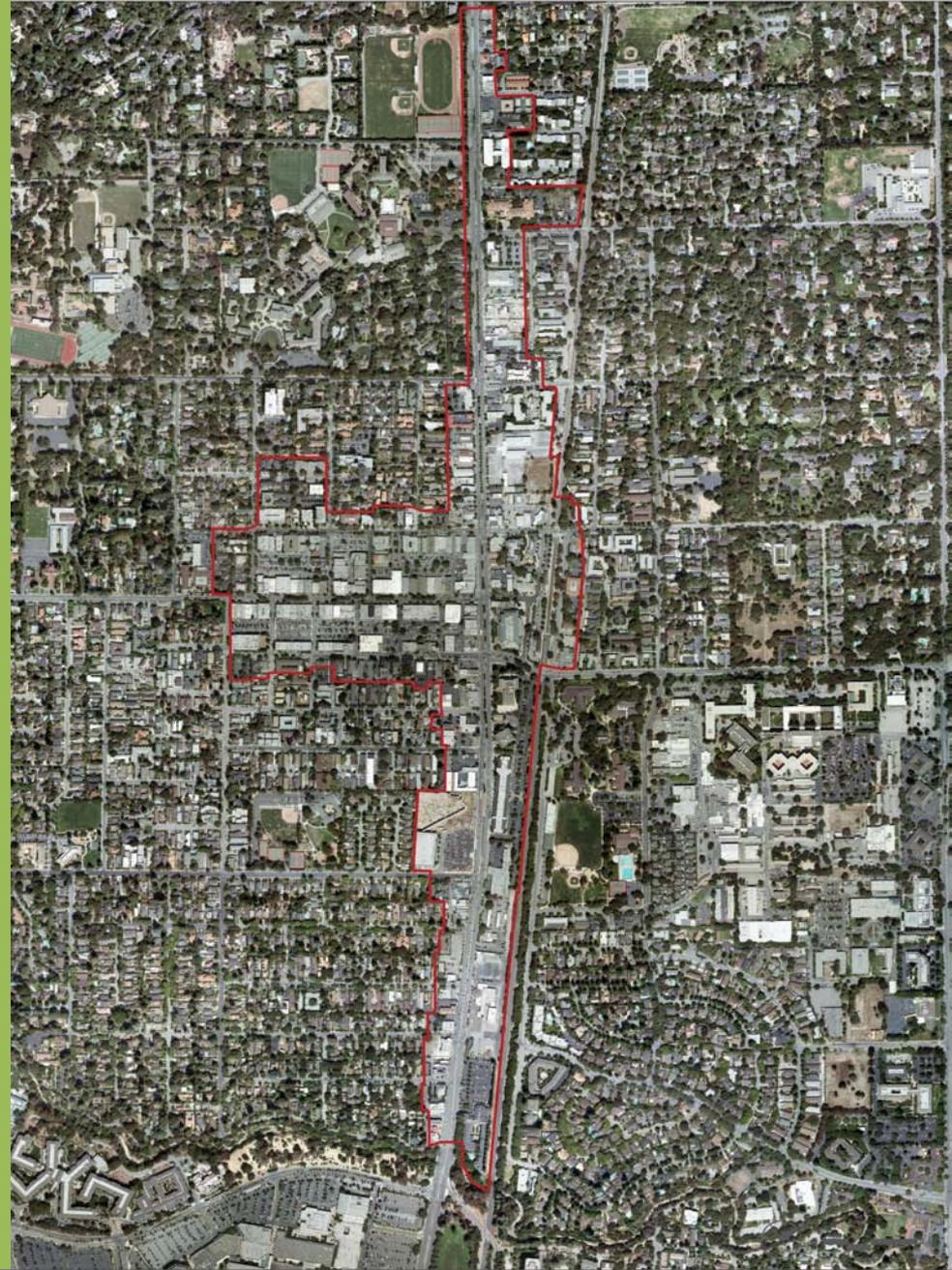


July 30, 2009

Menlo Park Specific Plan

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Agenda

Review of Schedule

Review of Community Meeting #2

Stanford University – Brief Presentation

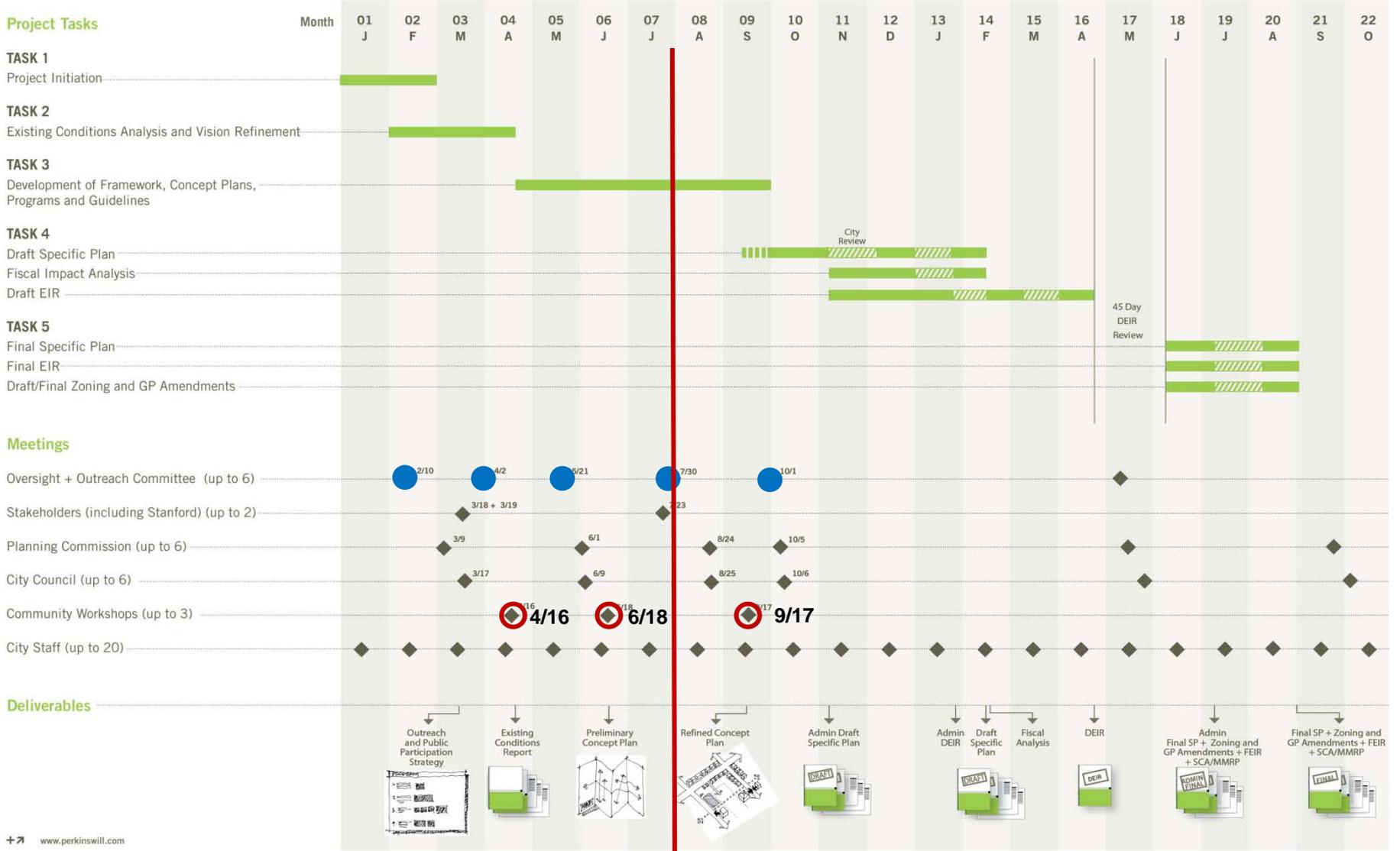
Next Steps – Preferred Alternative

Outline of Community Workshop # 3

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



17 July 2009



Review:

Community Meeting #2

Community Meeting #2

June 18, 2009

Consideration of Concepts

- Presentation
- Break-Out Sessions
 1. Downtown + Station Area: Vibrancy/Land Use and Character
 2. Downtown + Station Area: Connectivity and Public Space
 3. El Camino Real and Rail Corridor: Connectivity, Vibrancy and Character
- Report Back







Vibrancy/Land Use + Character

Approach 1: Residential Focus			<p>Economic Considerations Higher density residential development may result in efficiencies in service provision and higher revenues, contributing to a more robust tax base for the local government. The greater number of residents will help to support a greater amount of business development, including nighttime activities and daytime retail.</p> <p>Residential = 600 units Retail = 133,000 sq. ft. Commercial/Office = N.A.</p> <p>Hotel = N.A. Parking = 1,600 spaces Traffic Counts = 8,000 trips</p>
Approach 2: Mix of Uses			<p>Economic Considerations Office development would support residential development in the downtown station address.</p> <p>Residential = 228 units Retail = 87,500 sq. ft. Commercial/Office = 190,000 sq. ft.</p> <p>Hotel = 100 rooms Parking = 1,300 spaces Traffic Counts = 7,000 trips</p>
Approach 3: Station Focus + Market Place			<p>Economic Considerations Higher density residential development may result in efficiencies in service provision and higher revenues, contributing to a more robust tax base for the local government. The greater number of residents will help to support a greater amount of business development, including nighttime activities and daytime retail. A carpooling program could result in less local traffic, and a carpooling program could result in less local traffic, and a carpooling program could result in less local traffic.</p> <p>Residential = 548 units Retail = 181,000 sq. ft. Commercial/Office = N.A.</p> <p>Hotel = 80 rooms Parking = 1,300 spaces Traffic Counts = 8,000 trips</p>

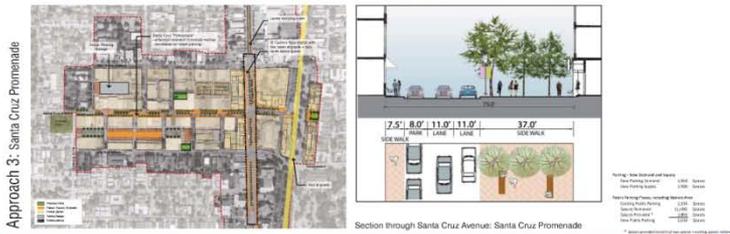
A. What elements of the plan provide the best opportunities for a vibrant downtown? (i.e. mix of uses, destination, location and mix of housing)

B. What scale and character of development helps achieve a vibrant downtown and is sensitive to "village" character? (i.e. building massing and modulation, building heights)

Character: Height + Massing		Precedents	
<p>Santa Cruz Avenue at Curtis: 2-3 stories</p>	<p>Santa Cruz Avenue at Curtis: 3-4 stories</p>	<p>Venetian Massing</p>	<p>Mixed-use with Retail at Ground Floor</p>
<p>Santa Cruz Avenue at ECR: 3-4 stories</p>	<p>Santa Cruz Avenue at ECR: 4-5 stories</p>	<p>Comfortable Sidewalks</p>	<p>Vibrant Ground Floor Uses</p>
<p>University Drive from Santa Cruz: 2-3 stories</p>	<p>University Drive from Santa Cruz: 3-4 stories</p>	<p>Market Place</p>	<p>Boutique Hotel</p>

Downtown + Station Area 2

Connectivity + Public Space



Types of Public Spaces

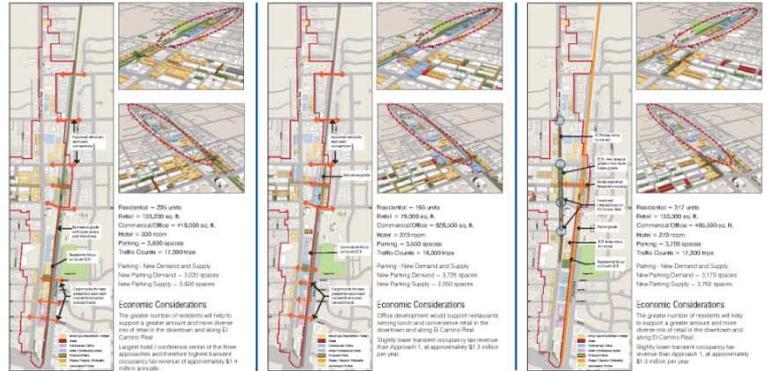


A. What elements of the plans provide the best overall pedestrian/bicycle experience and opportunities for community social space? (i.e. clear pedestrian network, wider sidewalks, amount and type of public space, inter-connectedness of public space)

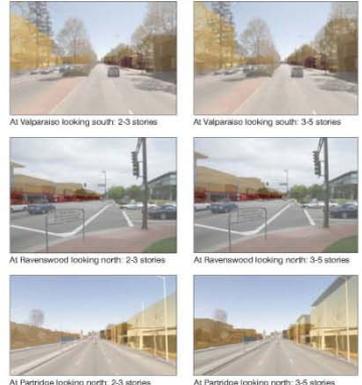
B. What parking locations best address the need for downtown parking? (i.e. parking access, proximity to uses)

Connectivity + Vibrancy + Character

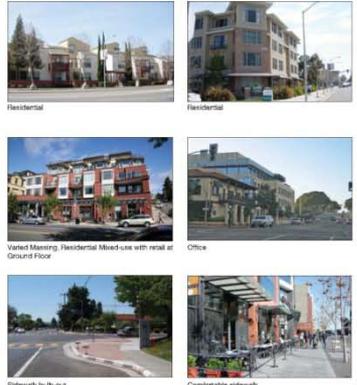
Approach 1: Mix of Commercial + Residential Approach 2: Focus on Commercial Uses Approach 3: Mix of Commercial + Residential



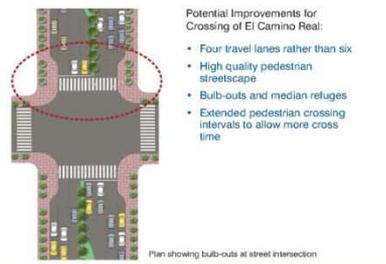
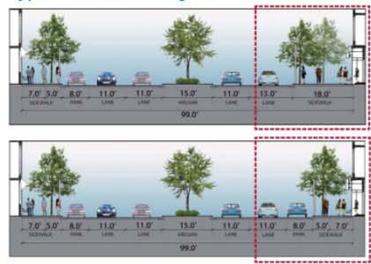
Character: Height + Massing



Precedents



Typical Section through El Camino Real



A. What uses, scale and character of development are appropriate for El Camino Real and sensitive to adjacent residential neighborhoods? (i.e. mix of uses, location of housing, building massing and modulation, building heights)

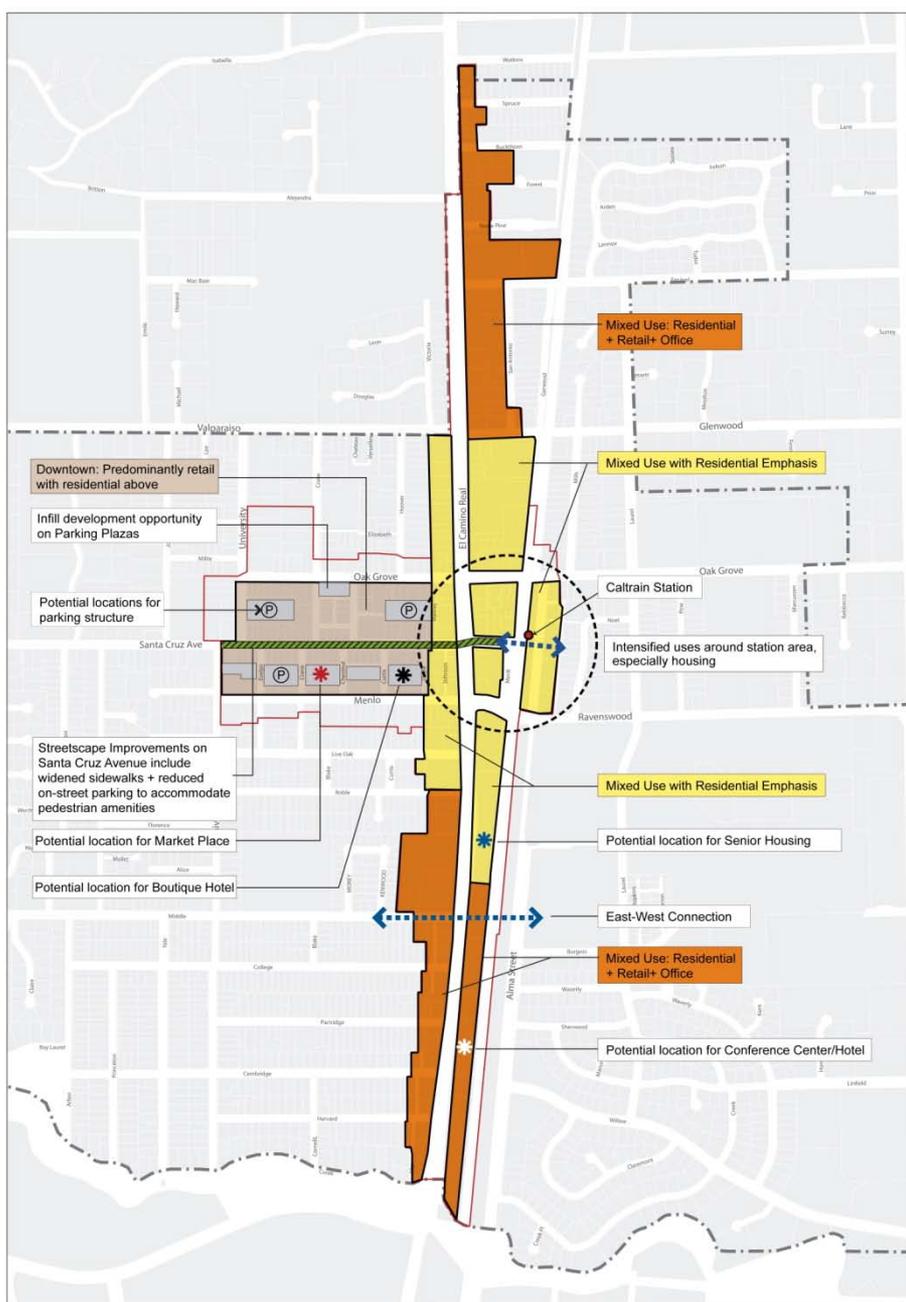
B. What elements of the plans best improve the corridor's character and pedestrian environment? (i.e. landscape improvements, wider sidewalks, ease of crossing El Camino Real)

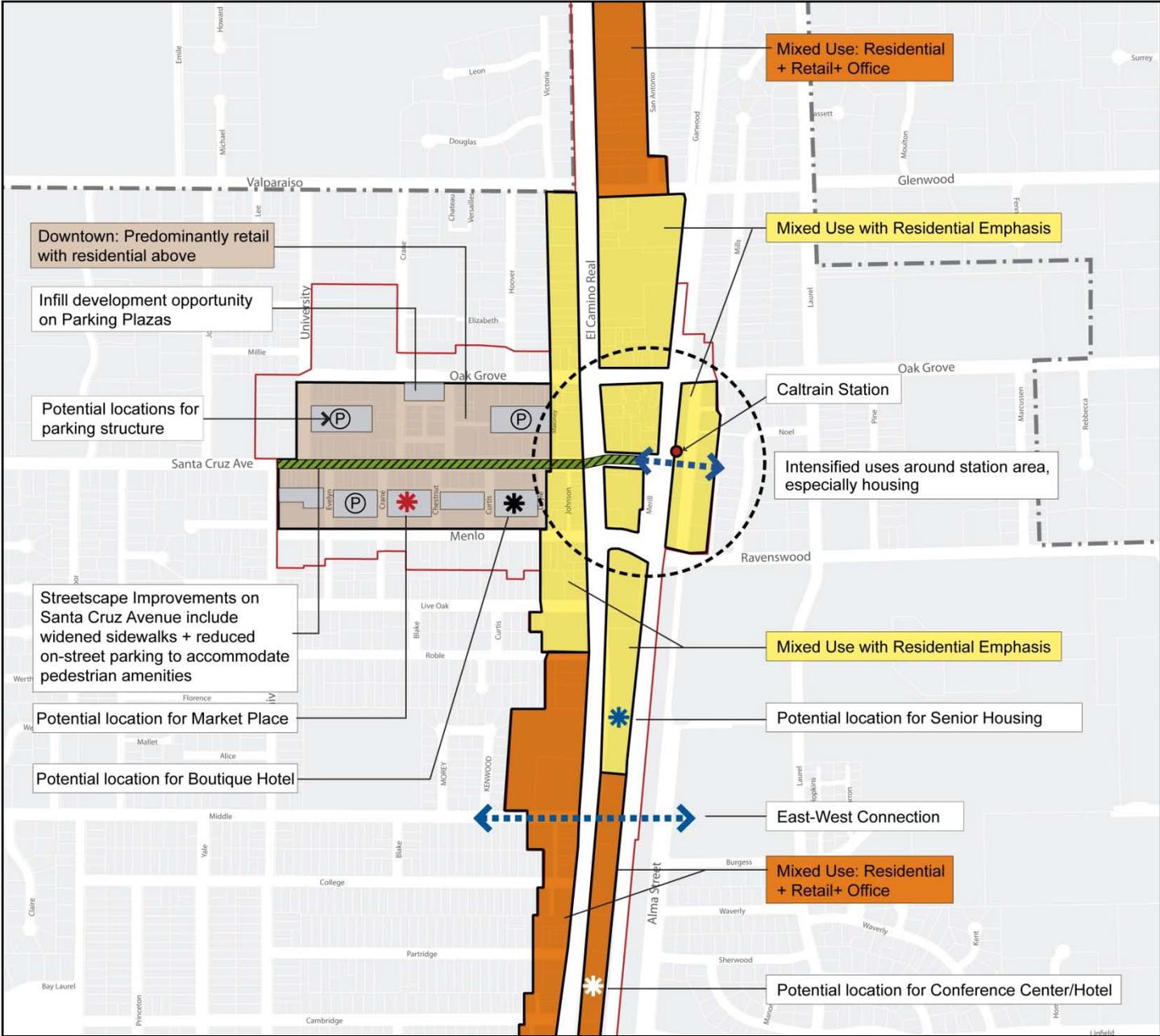
Community Meeting #2

June 18, 2009

Recurring Themes for

- Vibrancy (Land Use)
- Public Space
- Connectivity





Downtown: Predominantly retail with residential above

Infill development opportunity on Parking Plazas

Potential locations for parking structure

Streetscape Improvements on Santa Cruz Avenue include widened sidewalks + reduced on-street parking to accommodate pedestrian amenities

Potential location for Market Place

Potential location for Boutique Hotel

Mixed Use: Residential + Retail + Office

Mixed Use with Residential Emphasis

Caltrain Station

Intensified uses around station area, especially housing

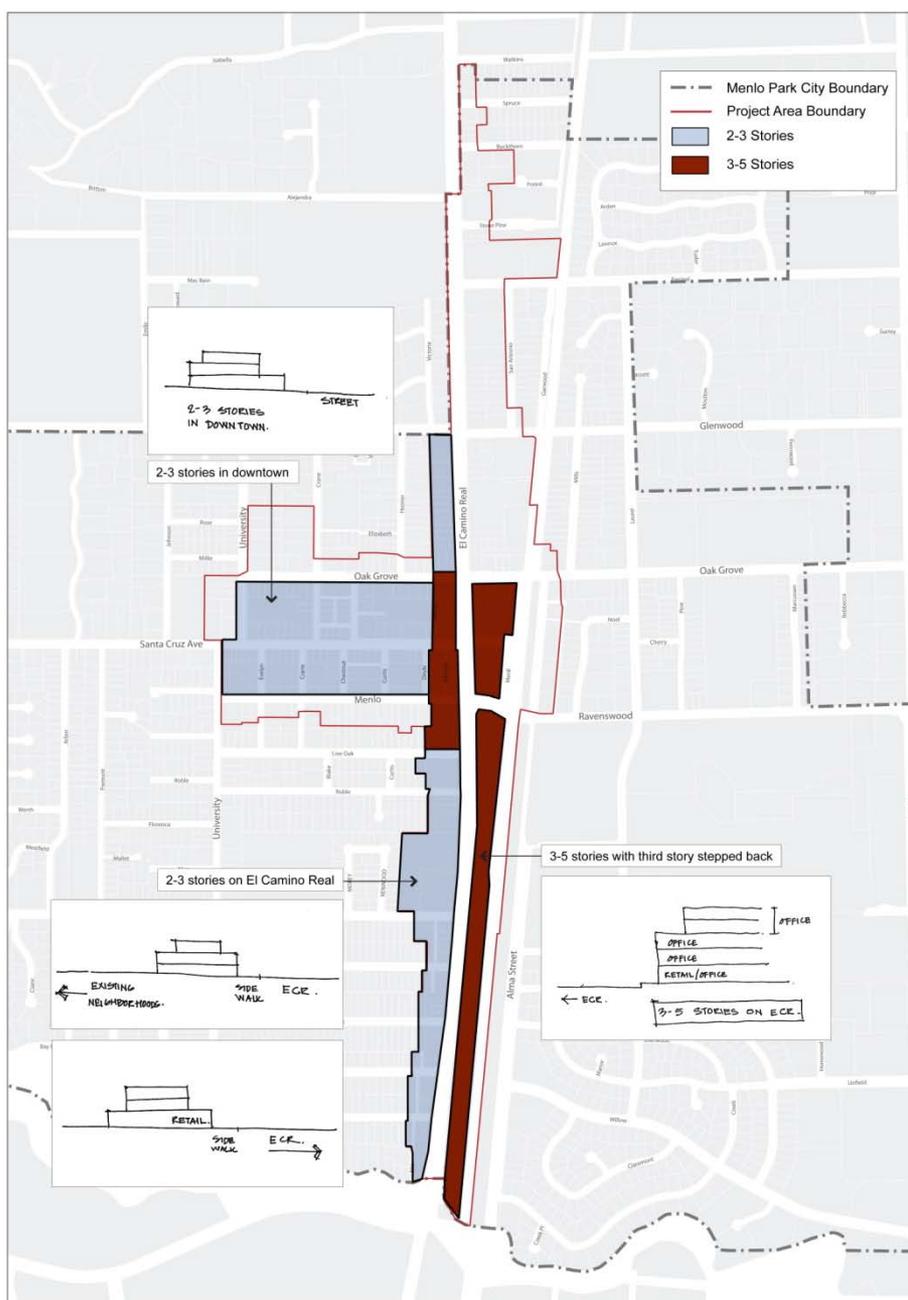
Mixed Use with Residential Emphasis

Potential location for Senior Housing

East-West Connection

Mixed Use: Residential + Retail + Office

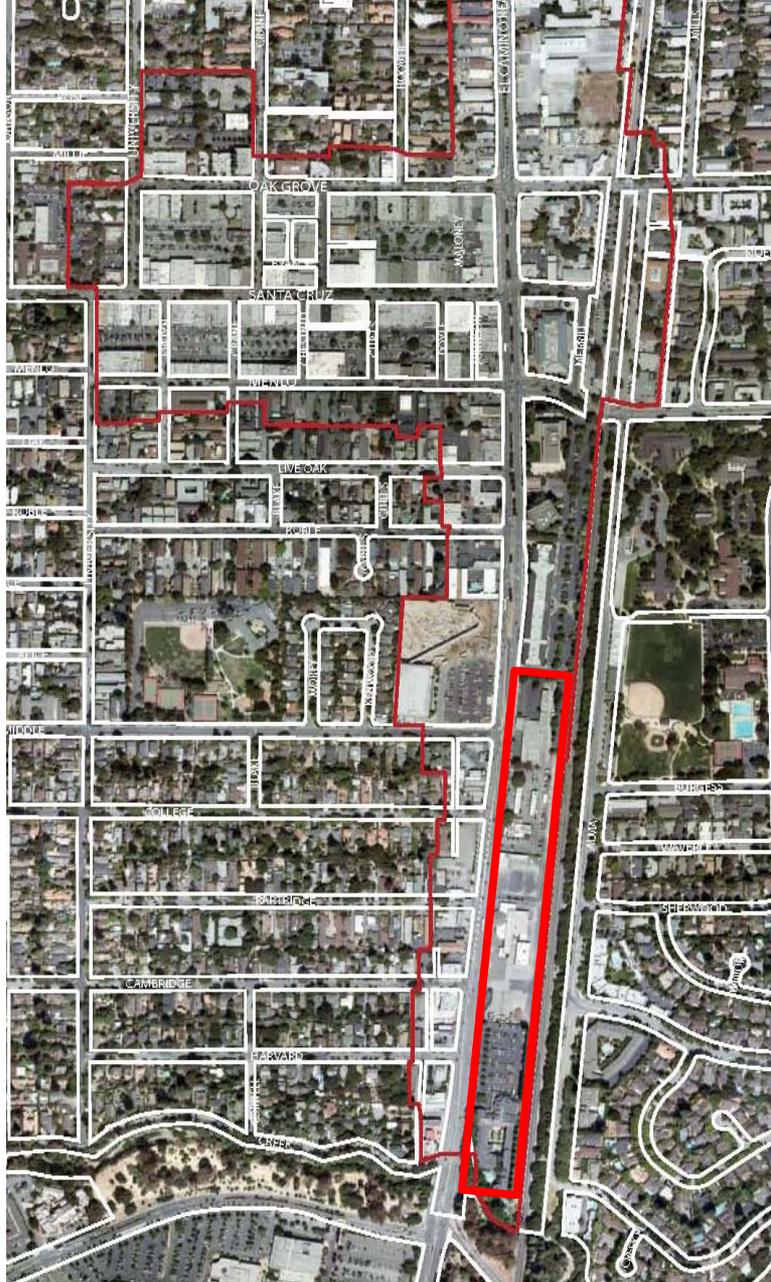
Potential location for Conference Center/Hotel



Recurring Themes for Character

- Massing modulation, building articulation and upper story setbacks to break down building scale
- Massing should be sensitive to and compatible with adjacent existing residential
- Traffic generation a major concern

Stanford Property – Brief Presentation



Stanford Property

- Stanford owns 6 parcels at the southern end of El Camino Real
- Combination of short-term and long-term leases
- Total Acreage = 12.8 acres
 - 4.24 acre Stanford Park Hotel
 - 8.56 acre other 5 parcels
- Stanford plans to redevelop 8.56 acres in a comprehensive, integrated manner after 2013
- Stanford foresees a market-driven mix of office (including medical office), hotel, retail and possibly not-for-sale residential uses
- Stanford has not prepared any plan for the site at this time

Next Steps – Preferred Alternative

Path to a Preferred Alternative

Evaluation and Refinement

- Traffic Generation and Impacts
- Development Prototypes – Financial Feasibility
- Economics of Density – Public Benefits and Density Bonus
- Managing and Pricing Public Parking Downtown
- Improvements to El Camino Real – East/West Connectivity
- Improvements to Santa Cruz Avenue and Overall Public Space
- Bicycle Connectivity
- Potential Impacts to Schools

Path to a Preferred Alternative

Upcoming Public Meetings

- Planning Commission Study Session – August 24, 2009
- City Council Study Session – August 25, 2009
- Community Workshop #3 – September 17, 2009

Community Workshop #3

Outline

Community Workshop #3

September 17, 2009

Objectives

- To present a Preferred Alternative developed from Community Workshops #1 and #2 to gain critical feedback
- To help evaluate the Preferred Alternative
- To help decide on key strategies and final revisions to be incorporated in the Preferred Alternative/Final Plan

Community Workshop #3

September 17, 2009

Format

- Presentation of Preferred Alternative
- Break-Out Stations for Review of Preferred Alternative
- Town Hall Meeting for Feedback

July 30, 2009

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