

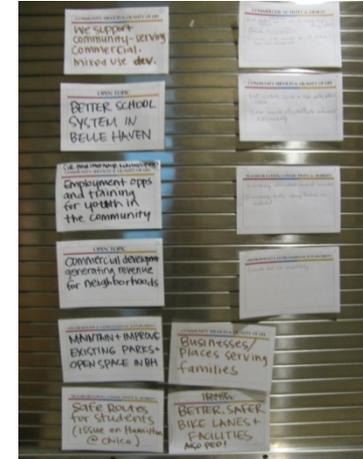
Menlo Park General Plan & M-2 Area Zoning Update



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menlo park land use & mobility update

City Council Presentation

November 18, 2014





Presentation Topics

Slide 2

- ▣ **ConnectMenlo Project to Date**
- ▣ **Guiding Principles Role & Process**
- ▣ **How General Plan Update “Alternatives” will be prepared**

Project Objectives

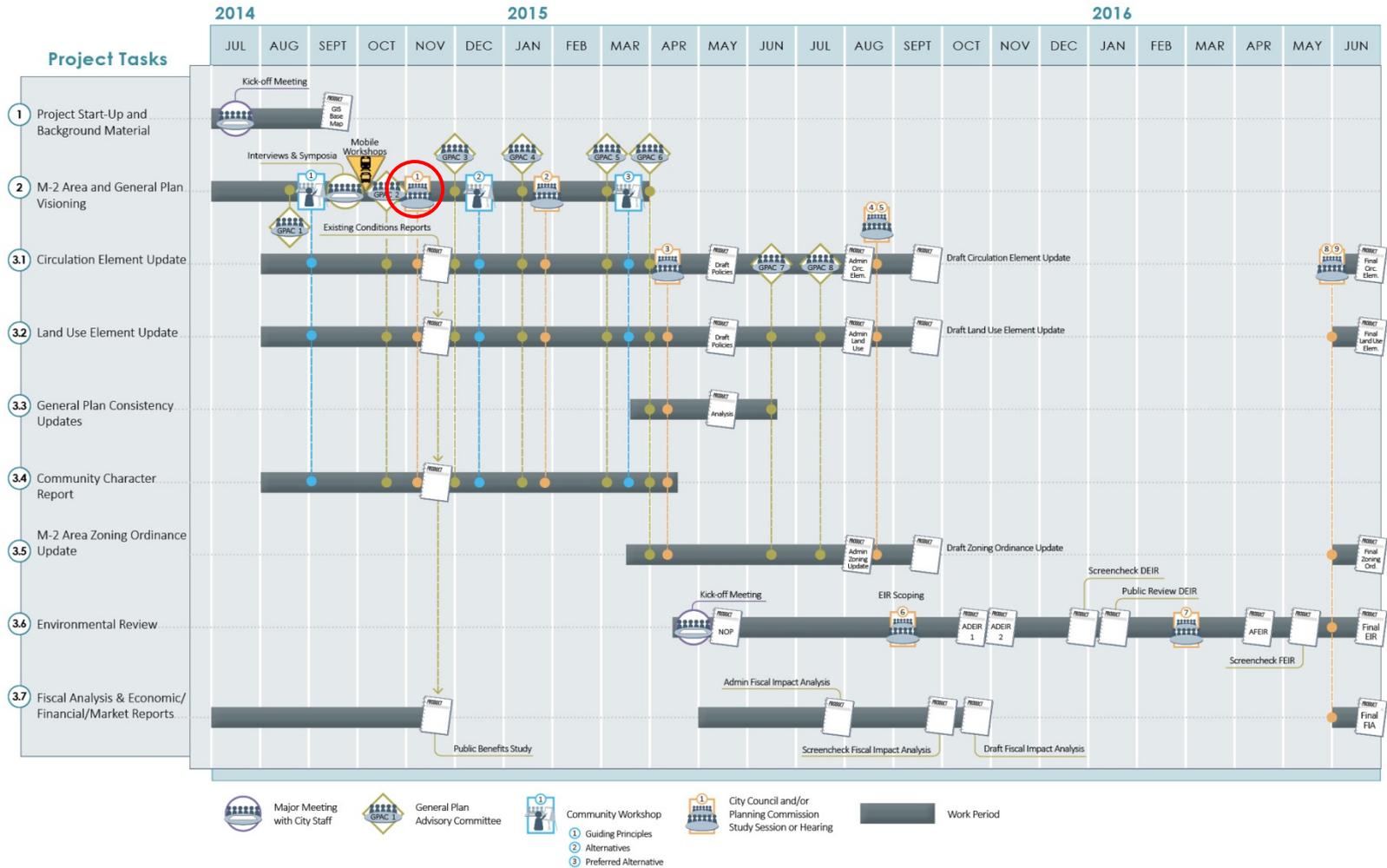
Slide 3

- ❑ Establish and achieve the community's vision
- ❑ Realize economic and revenue potential
- ❑ Institute equitable, efficient land use processes
- ❑ Improve mobility for all travel modes
- ❑ Reduce emissions and adapt sustainably
- ❑ Preserve neighborhood character

Project Schedule

Slide 4

City of Menlo Park General Plan and M-2 Area Zoning Update Schedule





Project Highlights to Date

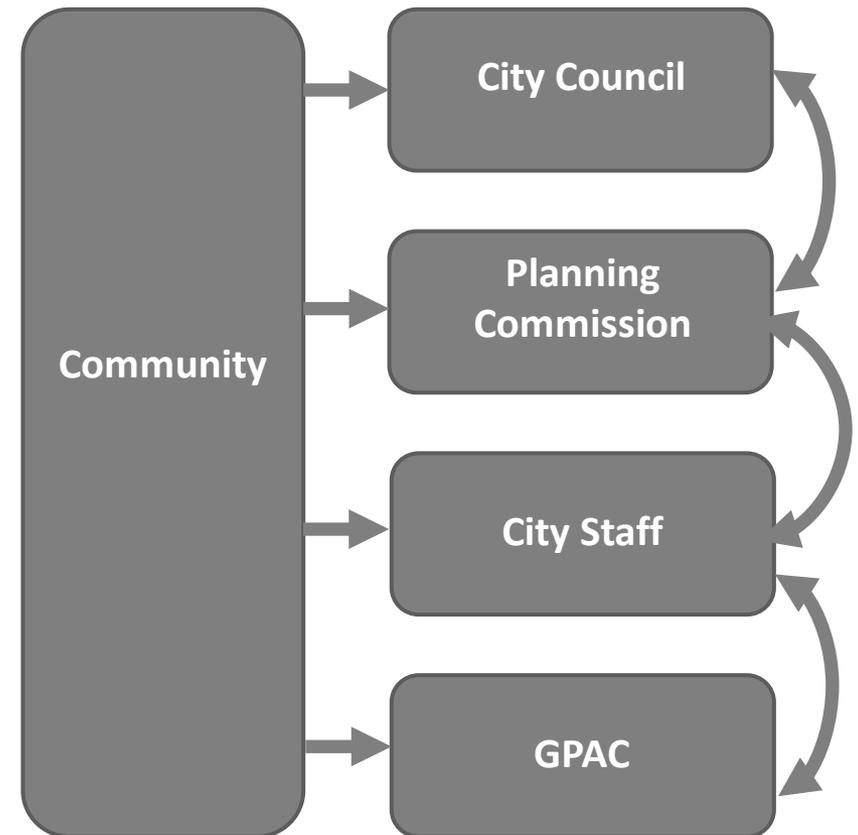
Slide 5

- Aug 25 – Gen Plan Advisory Comm Review of Process & Outreach
- Sept 11 & 18 – Community Workshops
- Sept 19-Oct 26 – First Online Survey
- Sept 23 – Growth Management Symposium
- Sept 29 – Growth Management Focus Group
- Oct 1 – Mobile Bus Tour of Menlo Park
- Oct 2 – Stakeholder Meetings (Business & property owners, environmental advocates, developers & commercial brokers)
- Oct 8 – Transportation Symposium
- Oct 14 – Mobile Bus Tour (Sunnyvale, Mountain View & Foster City)
- Oct 16 – Transportation Focus Group; Mobile App is live
- Nov 5 – Belle Haven Open House
- Nov 10 – GPAC Consideration of Guiding Principles

General Plan Advisory Committee

Slide 6

- **Appointed by City Council**
- **Provides input & recommendations to City staff, Planning Commission & Council**
- **Project Ambassadors**



Mobile Tours

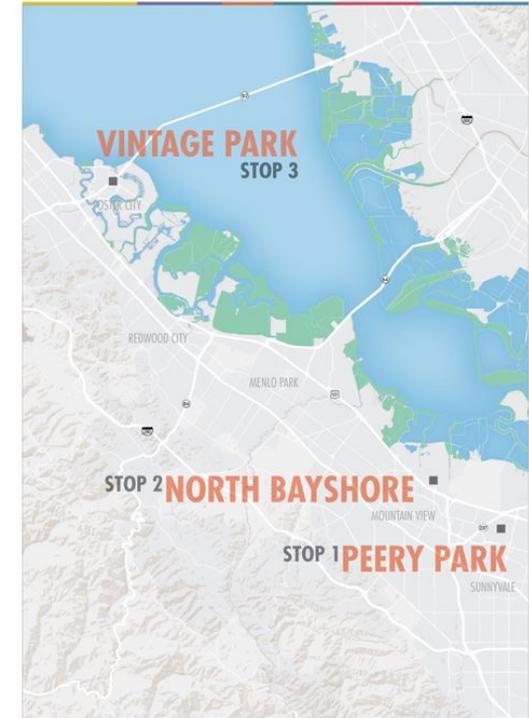
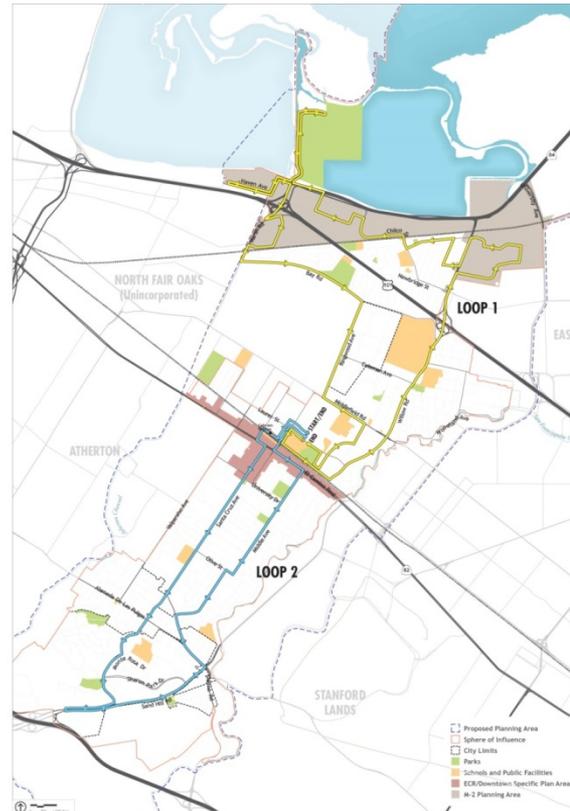


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Slide 7

- Unique vantage point
- Opportunity to learn from our past and from other cities



Mobile App ConnectMenlo2go.com



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Slide 8

Mobile Tour 1

The October 1 tour provided an overview of the existing character of Menlo Park neighborhoods, and...

HIDE TITLE

List Map Media

Woodside Portola Valley Los Altos Hills Moun View

Esri, HERE, DeLorme |... esri

1 Bike Lane Improvem...

City of Menlo Park Transportation Manager Nikki Nagaya describes some of the...

List Map Media

SHOW TITLE

4 Traditional One-Story Development

City of Menlo Park Development Services Manager Justin Murphy describes the traditional one-story concrete tilt-up development in the M-2 area along O'Brien Drive and contrasts it to recent 3-story development.

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POST A COMMENT OR PHOTO

Do you have an idea or comment about future land use or circulation in Menlo Park? Want to share a photo of an example you love or something that could be improved? Post your comment below and attach an image (if you have one).

LEAVE A REPLY



Key Findings

Slide 9

- Halting M-2 development won't reduce regional traffic
- Growing high-tech/R&D sector depends on live-work-play environment
 - Also desired by property owners and local residents
- Strong community support for additional M-2 Area development, if:
 - Annual revenues increase to provide services citywide
 - Belle Haven benefits directly (one-time capital projects)
 - New growth can mitigate its potential to worsen traffic



Desired Community Benefits

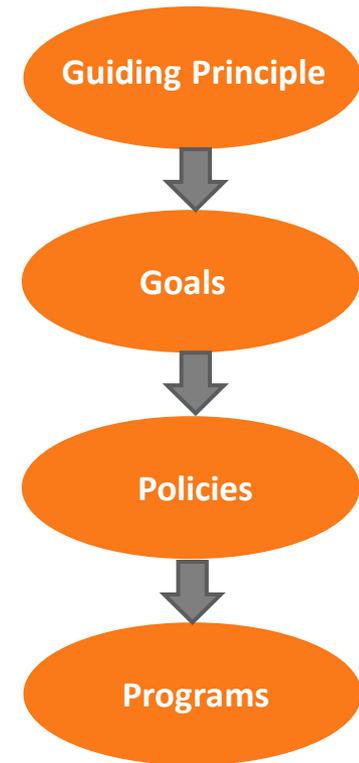
Slide 10

- **Belle Haven**
 - **Improved schools & educational opportunities**
 - **Community-serving retail**
 - Grocery store, pharmacy, bank/ATM, healthy food & dining options
 - Could also capture pass-through spending
 - **Community services**
 - Expanded library, medical care, job training & internships
- **Citywide**
 - **Willow Road circulation improvements**
 - **Improved pedestrian and bicycle facilities**



Guiding Principles (Vision)

- **Compass for project**
- **Overarching statements that describe the kind of place community members want Menlo Park to be**
- **Lead to General Plan goals, policies & programs**



From Principle to Program: Example

Slide 12

- Guiding Principle
Multi-modal Access
- Goal X – Desired end state/outcome
Increased Transit Ridership
- Policy X.1 – Direction City will follow to achieve goal
Enhance Midday Shuttle operations
- Program Xa – Step required to implement Policy
Seek new grant funding to expand service



Guiding Principles Process

Slide 13

- ❑ Drafted during Sept Community Workshops
- ❑ Posted online and distributed hardcopy for community review and ranking in Sept/Oct
- ❑ Received 112 survey responses
 - ❑ More than half from Belle Haven Residents
- ❑ Refined per General Plan Advisory Committee review **Nov 10**
- ❑ Council/Planning Commission Final Review **Dec 9**



Draft Guiding Principles

□ **Citywide Equity**

Menlo Park neighborhoods share the benefits and impacts of local growth and enjoy equal access to quality services, education, public open space, a range of housing in balance with local job opportunities, and convenient daily shopping such as grocery stores and pharmacies.

□ **Healthy Community**

Everyone in Menlo Park can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations; land owners and occupants take pride in the appearance of property; the City enforces codes and prioritizes improvements that promote safety and healthy living; and the entire city is well-served by emergency services and community policing.

□ **Corporate Contribution**

New development in the M-2 Area provides physical community benefits in Belle Haven, including housing, schools, libraries, neighborhood retail, childcare, public open space, telecommunications, and transportation choices.



Draft Guiding Principles

□ **Youth Support and Education Equality**

All Menlo Park children and young adults have access to high-quality childcare, education, meaningful employment opportunities, and useful training, including internship opportunities at local companies.

□ **Multi-Modal Access**

Menlo Park provides thoroughly-connected, safe and convenient transportation, adequate emergency vehicle access, and multiple options for people traveling by foot, bicycle, shuttle, bus, car, and train, including daily service along the Dumbarton Rail Corridor.

□ **Complete Neighborhoods**

Menlo Park neighborhoods are complete communities, featuring well integrated and designed development and vibrant commercial areas with a mix of community-focused businesses that conveniently serve adjacent neighborhoods while respecting their character.



Draft Guiding Principles

□ **Accessible Open Space and Recreation**

Menlo Park provides safe and convenient access to an ample amount of local and regional parks and open space, recreational facilities, trails, and enhancements to wetlands and the Bay.

□ **Competitive and Innovative Business Destination**

Menlo Park embraces emerging technologies, local intelligence, entrepreneurship, and development to grow and attract successful companies that generate local economic activity and tax revenue for the entire community.

□ **Sustainable Environmental Planning**

Menlo Park supports regional collaborative efforts and employs best practices to address climate change, adapt to sea-level rise, protect natural resources, and promote energy conservation and renewable energy.

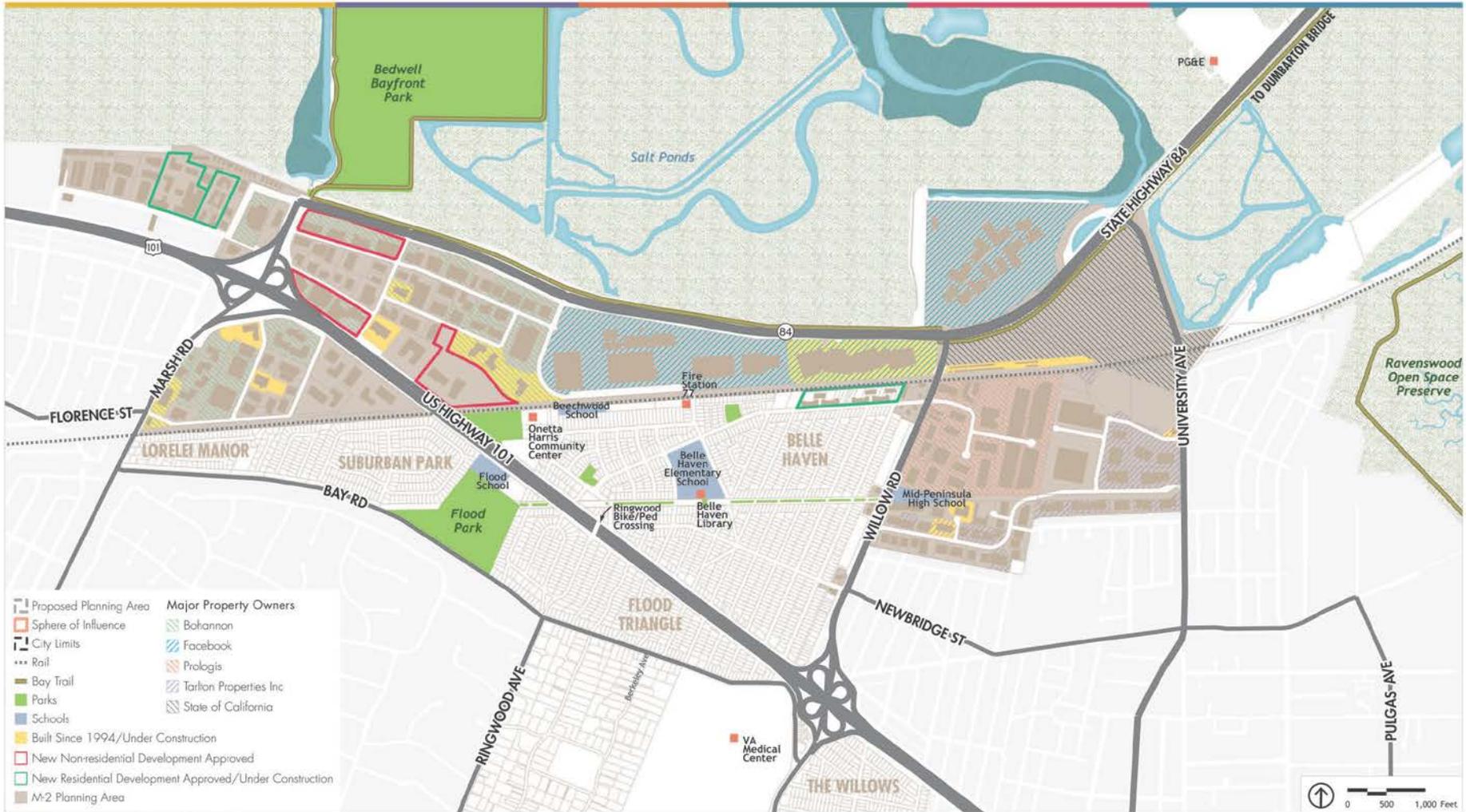
M-2 Area Land Use Alternatives



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Slide 17



Alternatives Features



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Slide 18

- ❑ **Identify locations for specific types of uses, including uses necessary to complement employment growth in the M-2 Area**
 - ❑ Community-serving retail, hotels, and housing
 - ❑ Publicly accessible open space, plazas, paseos & gathering places
- ❑ **Identify potential heights and sizes for new buildings**
 - ❑ Responsive to market demand
 - ❑ Accommodate modern development formats



Alternatives Input & Review

Slide 19

- **Community Members to refine options at December workshop**
 - **Development themes to include current General Plan plus additional new themes for M-2 Area & commercial areas of Belle Haven**
- **Themes evaluated via online survey; reviewed by GPAC & City Council/Planning Commission**
- **A single “Preferred Alternative” to be developed**
- **Preferred Alternative likely to combine components from starting-point themes**



Alternatives Commonalities

Slide 20

- **Higher Floor Area Ratios in the M-2 Area than currently allowed, in exchange for:**
 - Annual revenue stream for citywide services
 - One-time community benefits for Belle Haven
- **Tools to manage traffic and parking associated with development, including:**
 - Potential Dumbarton Rail service
 - Bicycle and pedestrian amenities
 - Transportation Management Association
- **Clusters where similar types of uses are encouraged**
- **Sustainability and climate change strategies**



Alternatives Themes

Slide 21

- **Alternatives to be based on distinct themes that, for example, focus on land uses that:**
 - **Provide services and housing to match job creation**
 - **Enhance choices for non single-occupant vehicle travel**
 - **Best support municipal fiscal health**



Upcoming Meetings

Slide 22

- **Dec 3 or 4** – GPAC Preparation for Alternatives Workshop
- **Dec 9** – Council/Planning Commission Study Session to finalize Guiding Principles and provide direction on Alternatives development
- **Dec 17 or 18** – Alternatives Community Workshop
- **Jan 15** (*tentative*) – GPAC Review of Workshop and Online Survey Findings
- **Jan 27** (*tentative*) – City Council/Planning Commission Study Session to guide Preferred Alternative

For More Information



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- Visit: www.menlopark.org/connectmenlo
- Download App at: connectmenlo2go.com
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