COMMUNITY DEVELOPMENT DEPARTMENT

Council Meeting Date: December 9, 2014
Staff Report #: 14-200

Agenda Item #: SS-1 & B-1

STUDY SESSION:	Review and Provide General Direction on 1) the draft Guiding Principles for ConnectMenlo and 2) the Potential General Plan Land Use Alternatives to be Considered at Upcoming Community Workshop
REGULAR BUSINESS:	Acceptance of Guiding Principles for ConnectMenlo

RECOMMENDATION

Staff recommends that the City Council and Planning Commission consider the staff report, presentation and public comment, and review and provide general direction on:

1. The draft Guiding Principles for ConnectMenlo; and
2. The potential General Plan land use alternatives to be considered at the upcoming community workshop.

After the conclusion of the joint study session and under the regular business portion of the agenda, staff recommends that the City Council act to accept the draft Guiding Principles (Attachment A), including any revisions that may result from the discussion during the study session.

BACKGROUND

The General Plan serves as the City's comprehensive and long range guide to land use and development in the City's jurisdiction, and is required by State law. The General Plan provides a framework for land use and development decisions consistent with the established community vision. The City Council established early in the process that the General Plan land use update would be focused on the M-2 (General Industrial) area, which includes the business parks generally located between US Highway 101 and the San Francisco Bay. A map of the M-2 area is included in Attachment B.

The General Plan Update has been branded ConnectMenlo, with its logo depicting the major roadway intersections of the M-2 area, and its meaning serving to illustrate the interconnectedness between land use and mobility and connectivity between people and places. The project schedule is included as Attachment C and the process is anticipated to be completed in Summer 2016. A list of the events and activities to date are listed in Attachment D for reference. The events and activities have varied in content, format and purpose, some being more educational in nature like the

symposiums while other events, such as the workshops and focus groups, were aimed at soliciting opinions and ideas.

The General Plan Advisory Committee (GPAC) is holding its third meeting on December 4, 2014 after the release of this staff report. Any updates from the GPAC, including potential input on the draft Guiding Principles and Land Use Alternatives, will be presented at the December 9 Council meeting.

ANALYSIS

Draft Guiding Principles

For the General Plan update, the Guiding Principles represent the vision and overarching themes that guide development of the goals, policies and implementation programs, and thus a common feature and key component of a General Plan. The draft Guiding Principles are broad statements intended to reflect the community's values and vision for the future. ConnectMenlo's draft Guiding Principles, included as Attachment A, are the result of collective input of participants at two community workshops held in September 2014, comments received during a month-long survey process (both on-line and paper versions), and feedback from the General Plan Advisory Committee (GPAC) in November 2014. The various iterations of the Guiding Principles are included as Attachments E through G, using ~~strikeout~~ and <u>underline</u> formats, where applicable to show the evolution of the principles to date.

The ordering of the principles generally represents the outcome of the survey rankings, with the first listed principle being the top priority and receiving the highest cumulative ranking, the second principle receiving the second highest ranking, and so on. The draft Guiding Principles were presented to the City Council on November 18, 2014 and published in the Almanac newspaper on November 26 and December 3, 2014.

Following the presentation to the City Council on the draft Guiding Principles, the City Council expressed an interest in continuing to work to gain greater clarity in the draft principles. For comparison, Attachment H includes a comparison table of the 1994 General Plan Guiding Principles, the El Camino Real/Downtown Plan's Vision, and the ConnectMenlo's draft Guiding Principles. The proposed draft Guiding Principles are focused on potential changes to the M-2 Area and are not intended to replace the vision of the Specific Plan, nor reflect land use changes in other parts of the City. The Guiding Principles will be used as a "compass" for the ConnectMenlo project and will help inform the development of land use alternatives and goals, policies and programs of the General Plan.

The purpose of the December 9 study session is to provide the City Council, Planning Commission and members of the public an opportunity to further discuss and potentially refine the principles. A separate agenda item under Regular Business on December 9 will allow the City Council to accept the draft Guiding Principles as potentially refined from the study session, in order to move forward to the next stage of the ConnectMenlo process. Should more substantial changes result from the study session and require additional work to finalize the language, the draft Guiding Principles can return at the

December 16 City Council meeting for action, potentially as a consent calendar item, in order to maintain the Council established timeline for the project.

Land Use Alternatives in the M-2 Area

On December 18, 2014, the community is invited to attend a workshop to discuss potential land use alternatives for the M-2 area. The goal of the workshop is for participants to create a list of land use priorities, discuss potential sizes and heights of new buildings of different types (office, retail, hotel, residential, etc.), and to identify on a map where those land uses should be located. The desired outcome of the workshop is to synthesize the input to create a series of alternatives that can be the subject of an on-line survey that would run for approximately one month. The online survey will include an innovative mapping tool that will allow participants the opportunity to balance the potential tradeoffs of benefits and impacts.

One of the alternatives will include maintaining the status quo based on the current General Plan. With each of the remaining alternatives, there will likely be a different focus and potentially different benefits and impacts associated with each alternative. For example, potential themes could include land uses that focus on providing services and housing to match job creation, enhancing choices for non-single-occupant vehicle travel, and supporting municipal fiscal health. Amongst these land use alternatives, however, there will likely be some commonalties. These include increased floor area ratios from what is currently allowed, tools to manage traffic and parking associated with increased development, clustering of similar types of uses for synergy, and strategies for sustainability and climate change.

The results of the workshop and survey will be presented to the GPAC at a meeting tentatively scheduled on January 20, 2015 followed by a Planning Commission/City Council joint session on January 27 to review the various alternatives. Based on the guidance at those meetings, the process would begin to develop a preferred alternative, which would then be evaluated from an environmental and fiscal perspective. The environmental and fiscal review process is expected to begin in late Spring 2015. A tentative schedule of upcoming meetings and events is included as Attachment I.

During the study session, staff is seeking feedback and general guidance from the City Council and Planning Commission on the proposed approach to the workshop and the online survey as described above.

Correspondence

The City has received one piece of correspondence related to the draft Guiding Principles. The correspondence is included as Attachment J for the Council's consideration.

IMPACT ON CITY RESOURCES

The General Plan Update scope of services and budget was approved by the City Council on June 17, 2014.

POLICY ISSUES

The General Plan and M-2 Zoning update process will consider a number of policy issues. Future goals, policies and programs for the General Plan land use and circulation elements will need to reflect the values and implement the Guiding Principles that are established now.

ENVIRONMENTAL REVIEW

The General Plan and M-2 Zoning update is subject to the California Environmental Quality Act (CEQA) and an Environmental Impact Report (EIR) will be prepared at the appropriate time in the process. The acceptance of the Guiding Principles is not a project under CEQA.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting. In addition, the City sent an email update to subscribers of the General Plan Update project page. This page provides up-to-date information about the project, allowing interested parties to stay informed of its progress and allow users to sign up for automatic email bulletins, notifying them when content is updated or meetings are scheduled. The page is currently available at the following location: www.menlopark.org/connectmenlo.

ATTACHMENTS

A. Draft Guiding Principles
B. M-2 Area Map
C. ConnectMenlo Schedule
D. ConnectMenlo Activities and Events to Date
E. Draft Guiding Principles following Workshop #1
F. Draft Guiding Principles following the Survey
G. Draft Guiding Principles following GPAC meeting #2
H. Comparison Table of 1994 General Plan Guiding Principles, the El Camino Real/Downtown Plan's Vision, and the Draft ConnectMenlo Guiding Principles
I. ConnectMenlo Upcoming Activities and Events
J. Correspondence from George Fisher, dated December 2, 2014

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DRAFT GUIDING PRINCIPLES
(As of 11/12/14)

A **guiding principle** is an overarching statement that describes the kind of place community members want Menlo Park to be. Guiding principles will be used as a compass for ConnectMenlo and will lead to General Plan goals, policies and programs.

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

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 travelling by foot, bicycle, shuttle, bus, car and train, including daily service along the Dumbarton Rail Corridor.

Complete Neighborhoods
Menlo Park's 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.

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.

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M-2 AREA MAP

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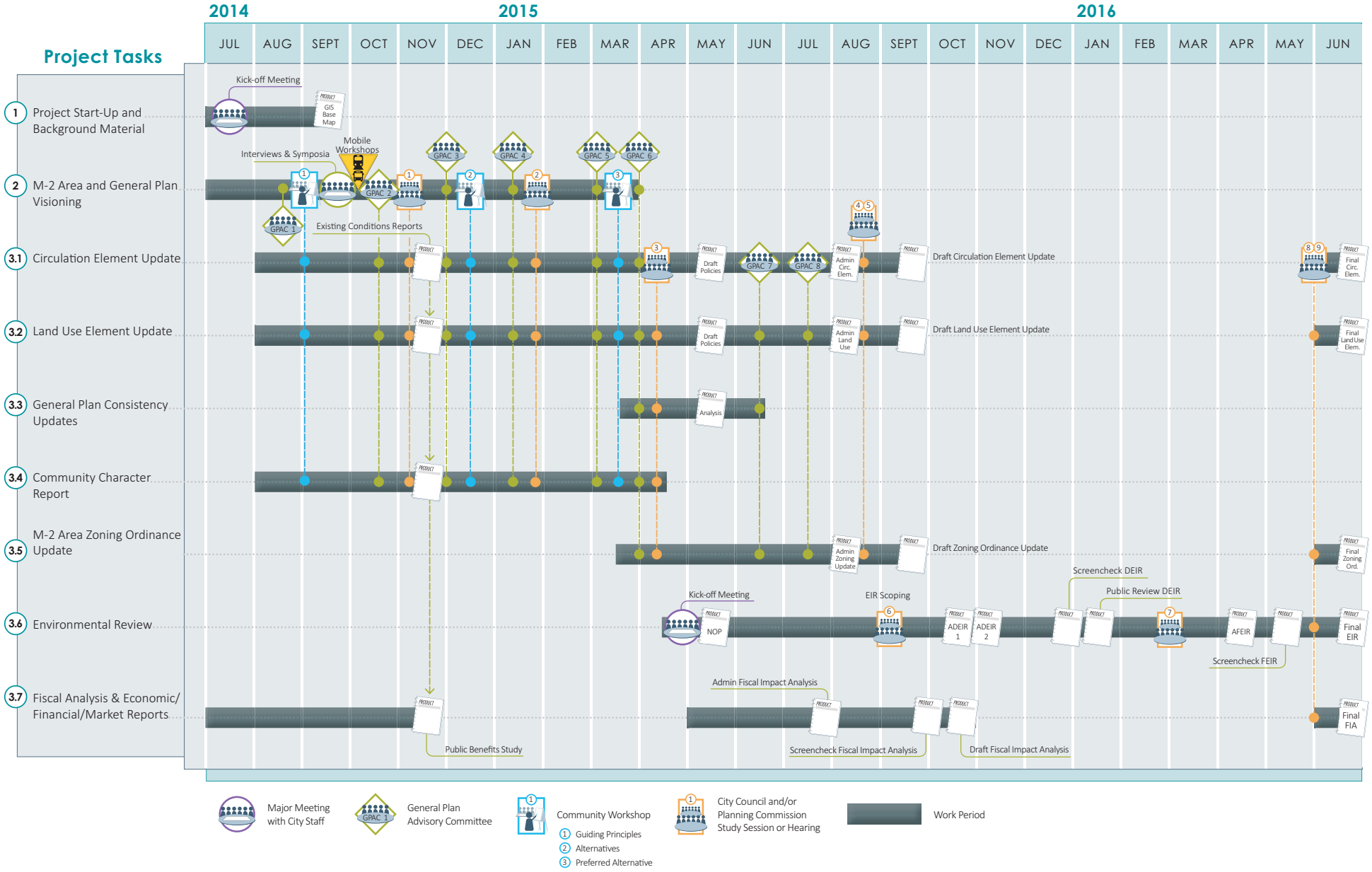
City of Menlo Park General Plan and M-2 Area Zoning Update Schedule



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ConnectMenlo Activities and Events (as of December 3, 2014)	
Meeting Date	**Meeting Topic**
August 25, 2014	GPAC Meeting #1
September 11, 2014	Community Workshop #1: Guiding Principles
September 17, 2014	Community Workshop #1 (repeat)
September 23, 2014	Symposium #1: Growth Management and Economic Development
September 29, 2014	Focus Group #1: Receive community feedback on ideas discussed at symposium #1
October 1, 2014	Mobile Tour #1: Menlo Park
October 2, 2014	Stakeholder's Meeting
October 8, 2014	Symposium #2: Transportation – LOS Case Studies
October 14, 2014	Mobile Tour #2: Sunnyvale, Mountain View and Foster City
October 16, 2014	Focus Group #2: Receive community feedback on ideas discussed at Symposium #2
November 5, 2015	Open House in Belle Haven
November 10, 2014	GPAC Meeting #2
November 18, 2014	City Council Presentation: Guiding Principles

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DRAFT GUIDING PRINCIPLES
COMMUNITY WORKSHOP #1
SEPTEMBER 11 & 17, 2014

The following draft Guiding Principles are based on the collective input of the participants at the two workshops.

Citywide Equity
Menlo Park neighborhoods have equal access to services, affordable housing, open space, schools, and daily shopping, such as grocery stores and pharmacies, and they share both the benefits and impacts of local growth.

Corporate Contribution
Menlo Park leverages new development to create robust community benefits, including jobs, housing, educational opportunities, childcare, public open space, access to telecommunications, and alternative transportation amenities, especially for the Belle Haven neighborhood regarding development in the M2 Area.

Healthy Community
Menlo Park prioritizes improvements that promote healthy living so that community members can walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations.

Complete Commercial Corridors
Menlo Park's thoroughfares house community-focused businesses and mixed-use developments that conveniently serve adjacent neighborhoods, while respecting the character of those neighborhoods.

Multi-Modal Access
Menlo Park provides thoroughly-connected, safe and convenient transportation, including innovative options for people travelling by foot, bicycle, shuttle, bus, train and car.

Youth Support and Education Equality
All Menlo Park children and young adults have access to high-quality child care, education, meaningful employment opportunities, and useful training.

Sustainable Environmental Planning
Menlo Park supports regional collaborative efforts and uses best practices to address climate change, adapt to sea-level rise, and promote energy conservation and renewable energy.

Innovative Business Destination
Menlo Park embraces emerging technologies, local intelligence, and entrepreneurship to grow and attract successful companies.

Revitalized Dumbarton Rail Right-of-Way
Menlo Park encourages improved regional connections by utilizing the Dumbarton Rail Corridor for daily transportation of people into and out of Menlo Park.

Accountable City Oversight
The City of Menlo Park conducts code enforcement diligently to ensure safe and healthy living and working conditions for all community members.

Accessible Open Space and Recreation
Menlo Park provides safe and convenient access to local and regional open space, recreational facilities, trails and enhancements to wetlands and the Bay.

The following pages show the specific statements endorsed by each small group.

Results from Workshop on September 11, 2014
The following lists each small group's guiding principles. The principles in **bold** represent the principles each group determined to be most important.

Group 1

1. **Preserve and enhance the community feel of the city while addressing equitable distribution of the impact of growth and affordable housing.**
2. **Safe access across the city for all modes, including crossing the 101 and the Bay, walking, biking, driving, and light rail.**
3. Integrate additional commercial activity into the city's existing fabric; make it walkable and adopt design guidelines for the city.
4. Access to grocery stores and inclusive (gateless) public open spaces.
5. Require new buildings to invest in the public realm.
6. Improve our schools by adopting best practices from neighboring districts and connecting to other districts.

Group 2

1. **Menlo Park is an equitable city. Residents have convenient access to neighborhood retail.**
2. **Menlo Park is a community with safe and convenient non-automotive transportation alternatives.**
3. Menlo Park has consistently well-maintained infrastructure.
4. Menlo Park residents have immediate access to recreation and open space.
5. Menlo Park offers housing near transit and Jobs to a diversity of residents, including long-time and new residents.

Group 3

1. **Increased regional connectivity (using the railroad) and safe pedestrian circulation/infrastructure.**
2. **Higher density mixed use in M-2 area to bring business.**
3. Enhanced waterfront and wetlands.

Group 4

1. **Belle Haven should be incorporated into the Menlo Park school district.**
2. **Attract more businesses specifically retail, restaurants, and markets.**
3. Better access across freeway (pedestrian, bicycle)
4. Better education and park facilities.
5. Support mixed-use development including retail and major supermarket.
6. Better use of open space for recreational purposes (e.g. dog park).
7. Same standard of service across Menlo Park, including Belle Haven.
8. More transportation options, including light rail.
9. Quieter neighborhoods near freeways and major thoroughfares.

Results from Workshop on September 17, 2014
The following lists each small group's guiding principles. The principles in **bold** represent the principles each group determined to be most important.

Group 1

1. **Menlo Park is a community where residents have equal access to education, public services, and enrichment programs.**
2. **Menlo Park is a community that leverages economic development for robust community benefits, such as schools, access to tele-communications, renewable energy, etc.**
3. Menlo Park is a city of complete communities where residents have opportunities to live, work, shop, and play in their neighborhoods.
4. Menlo Park actively works to rigorously assess and reduce environmental impacts and reliance on fossil fuels, in ways that meaningfully improve the wellbeing of residents.
5. Menlo Park is a community that respects existing neighborhood identity and character.
6. Menlo Park is a community where residents have convenient neighborhood access to daily necessities and services.
7. Menlo Park residents enjoy safe and convenient pedestrian, bicycle, and transit access to all areas of the city.
8. Menlo Park residents enjoy strong regional transit connections.
9. Menlo Park applies cutting edge technology to improve transit access and connectivity.

Group 2

1. **We support community-serving commercial, mixed-use development.**
2. **Better school system in Belle Haven.**
3. **Employment opportunities and training for youth in the community (e.g. paid internships, scholarships from the tech companies here).**
4. Commercial development generating revenue for neighborhoods.
5. Maintain and improve existing parks and open space in Belle Haven.
6. Safe routes for students.
7. Better, safer bike lanes and pedestrian facilities.
8. Businesses/places serving families.

Group 3

1. **All residents have access to high quality public schools.**
2. **More resources allocated to code enforcement and accountability.**
3. **All residents and employees have access to healthy food/dining options.**
4. **Consider public benefits for all residents from new development.**
5. Increasing alternatives access for commuters.
6. Increasing traffic-calming features in residential.
7. Consider land use compatibility.

Group 4

1. **Using rights-of-way for effective and efficient transportation for all modes (e.g. rail line).**
2. **Enhance human and environmental health through:**
    a. **Accessibility/connectivity**
    b. **Commercial services**
    c. **Enhanced greenery**
    d. **Climate change preparation**
3. A safe place to live and work.
4. Placing the appropriate services within the community to increase walkability.
5. Enhanced, cohesive design of buildings with mix of uses.

Group 5

1. **Belle Haven should be out of Ravenswood school district.**
2. **Zoning that accommodates business owners as well as community members.**
3. **Attracting new businesses and creating new jobs.**
4. Better access to community services, quality super market and drug store.

Group 6

1. **Access to supermakert and medical services.**
2. **Better educational opportunities.**
3. **People live closer to jobs, recreation, shopping, and other services.**
4. **Better citywide and neighborhood connectivity.**
5. **Create pedestrian bridges to increase accessibility.**
6. Promote intimate residential development.
7. Maintain neighborhood inter-connectivity.
8. Shared responsibility regarding the upkeep and maintenance of Menlo Park.

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DRAFT GUIDING PRINCIPLES
(As of 11/7/14)

A **guiding principle** is an overarching statement that describes the kind of place community members want Menlo Park to be. Guiding principles will be used as a compass for ConnectMenlo and will lead to General Plan goals, policies and programs.

The following draft Guiding Principles were developed with the collective input of the participants at two community workshops in September 2014 and further refined by the community via a survey (available online and distributed) conducted during October 2014. The survey requested community members to rank the principles in order of most important to least important and provided space for write-in comments regarding additions to the principles. There were 57 online surveys and 55 paper surveys submitted.

The section below lists each guiding principle according to how it ranked in the surveys. The text in red shows how the principle has been modified to incorporate the feedback received from the surveys. On the following page, a table summarizes the write-in comments and shows how they were addressed in existing principles or included in a new principle.

Revised Draft Principles

Citywide Equity
Menlo Park neighborhoods have equal access to quality services (especially for youth and elders), a range of affordable housing, open space, schools, and daily shopping, such as grocery stores and pharmacies, and they share both the benefits and impacts of local growth.

Healthy Community
Menlo Park enforces codes and prioritizes improvements that promote safety and healthy living so that community members are well-served by emergency response facilities and community policing, and can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations.

Corporate Contribution
Menlo Park leverages new development to create robust community benefits, including jobs, housing, educational opportunities, childcare, public open space, access to telecommunications, and alternative transportation amenities, especially for the Belle Haven neighborhood regarding development in the M-2 Area.

Youth Support and Education Equality
All Menlo Park children and young adults have access to high-quality child care, education, meaningful employment opportunities, and useful training.

Multi-Modal Access

Menlo Park provides thoroughly-connected, safe and convenient transportation, including emergency vehicle access and innovative options for people travelling by foot, bicycle, shuttle, bus, train and car.

Complete Commercial Corridors
Menlo Park's thoroughfares house community-focused businesses and mixed-use developments that conveniently serve adjacent neighborhoods, while respecting the character of those neighborhoods.

Accessible Open Space and Recreation
Menlo Park provides safe and convenient access to local and regional open space, recreational facilities, trails and enhancements to wetlands and the Bay.

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

Innovative Business Destination
Menlo Park embraces emerging technologies, local intelligence, ~~and~~ entrepreneurship and development to grow and attract successful companies that generate tax revenue.

Revitalized Dumbarton Rail Right-of-Way
Menlo Park encourages improved regional connections by utilizing the Dumbarton Rail Corridor for daily transportation of people into and out of Menlo Park.

Property Upkeep
Menlo Park land owners and occupants take pride in the appearance and maintenance of property and buildings.

Integration of Survey Comments

The following table lists the themes distilled from the survey's write-in comments (left column). Most of the comments either already are part of a principle or could be added to an existing principle, as annotated in the middle column, below. Proposed new text is noted in red to show how the principles could be adapted to incorporate the comment (right column, below). Some of the principles have been updated to address multiple comments. In that case, new text that pertains to a different comment is italicized, and not shown in red.

Survey Comment	Principle(s) That Already Address Comment	Proposed Change
Protect the Bay and the marshlands from over development and visual and physical access to them.	***Accessible Open Space and Recreation***	***Sustainable Environmental Planning*** Menlo Park supports regional collaborative efforts and uses best practices to address climate change, adapt to sea-level rise, protect natural resources, and promote energy conservation and renewable energy.
Address sea-level rise.	***Sustainable Environmental Planning***	None needed.
Reduce greenhouse gases.	***Sustainable Environmental Planning***	None needed.

Survey Comment	**Principle(s) That Already Address Comment**	**Proposed Change**
Offer affordable housing outside of Belle Haven; Provide low and very low income housing.	***Citywide Equity***	***Citywide Equity*** Menlo Park neighborhoods have equal access to *quality* services *(especially for youth and elders),* a range of affordable housing, open space, schools, and daily shopping, such as grocery stores and pharmacies, and they share both the benefits and impacts of local growth.
Offer basic services (grocery store, library, bank, pharmacies, and recreational areas in M-2 and Belle Haven. Keep community-serving small businesses.	***Healthy Community*** ***Citywide Equity***	None needed.
Make emergency services and response a priority.	***Multi-Modal Access*** ***Healthy Community***	***Multi-Modal Access*** Menlo Park provides thoroughly-connected, safe and convenient transportation, including emergency vehicle access and innovative options for people travelling by foot, bicycle, shuttle, bus, train and car. ***Healthy Community*** Menlo Park enforces codes and prioritizes improvements that promote safety and healthy living so that community members are well-served by emergency response facilities and *community policing, and* can *safely* walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations.
Improve downtown's image and make more friendly to development; build more destinations like Barrone.	***Complete Commercial Corridors*** ***Innovative Business Destination***	***Innovative Business Destination*** Menlo Park embraces emerging technologies, local intelligence, entrepreneurship and development to grow and attract successful companies *that generate tax revenue*.

Maintain Menlo Park's village-like character; preserve small town atmosphere.	***Complete Commercial Corridors***	None needed.
Survey Comment	**Principle(s) That Already Address Comment**	**Proposed Change**
Clean up the city with code enforcement, increased community policing, surveillance, and street sweeping. Address violations (e.g. illegal dumping by residents; Caltrans' ballast rocks and graffiti covered railcars; off-leash, aggressive dogs; police profiling; illegal parking; and speeding).	***Healthy Community***	**New Principle:** ***Property Upkeep*** Menlo Park land owners and occupants take pride in the appearance and maintenance of property and buildings. Or add to: ***Healthy Community*** Menlo Park enforces codes and prioritizes improvements that promote safety and healthy living so that community members *are well-served by emergency response facilities and* community policing and can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations.
Generate tax revenue to support our community; If additional development rights are granted, then the recipient should be required to solve jobs/housing imbalance.	***Innovative Business Destination***	***Innovative Business Destination*** Menlo Park embraces emerging technologies, local intelligence, entrepreneurship *and development* to grow and attract successful companies that generate tax revenue.
Bring Belle Haven Elementary into the city school district.	***Citywide Equity***	[The principle doesn't say change school districts, but it says equal access to quality schools.] ***Citywide Equity*** Menlo Park neighborhoods have equal access to quality services *(especially for youth and elders), a range of* affordable housing, open space, schools, and daily shopping, such as grocery stores and pharmacies, and they share both the benefits and impacts of local growth.

The update should be guided by these three words: growth, prosperity, and progress!	None. The principles don't use these words, but they have the same intent.	None needed.
Survey Comment	**Principle(s) That Already Address Comment**	**Proposed Change**
Honor history of the Belle Haven neighborhood and that development meets the needs of the Belle Haven community: 1. Ensure housing rates do not drive out honest and hard-working families. 2. Recruit and employ local residents. 3. Mentor and help develop home based businesses /micro-enterprises, cultivate, develop and support local residents to run for city council. 4. Offer PAL loans to longtime renters as a means of helping them stay if they desire. 5. Provide safe, affordable after-school services, a youth center and recreation facilities for kids. 6. Provide more services for the elderly.	***Corporate Contribution*** ***Youth Support and Education Equality*** ***Citywide Equity*** ***Accessible Open Space and Recreation*** Our principles don't get as specific as #1, 2, 3, and 4, however some of these points could be addressed in programs of the Land Use Element.	***Citywide Equity*** Menlo Park neighborhoods have equal access to *quality* services (especially for youth and elders), *a range of* affordable housing, open space, schools, and daily shopping, such as grocery stores and pharmacies, and they share both the benefits and impacts of local growth.
Create "Complete Streets" to address traffic mitigation, reduce carbon emissions, have healthier communities, and convenient access to recreation. Sustainable and accessible funding must come from businesses and corporations that are/become integral parts of our community.	***Multi-Modal Access*** ***Corporate Contribution***	None needed.
Improve multi-modal connections: 1. Close the gap in the Bay Trail. 2. Provide ped/bike in Dumbarton ROW with destinations (dog park, amenities, gym along the way). 3. Turn two lanes of Willow into transit and left turn-only lanes. 4. Define "multi-modal."	***Multi-Modal Access*** Our principles don't get this specific, however some of these points could be addressed in programs of the Transportation Element.	None needed.

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DRAFT GUIDING PRINCIPLES
(As of 11/12/14)

A **guiding principle** is an overarching statement that describes the kind of place community members want Menlo Park to be. Guiding principles will be used as a compass for ConnectMenlo and will lead to General Plan goals, policies and programs.

The following draft Guiding Principles were developed with the collective input of the participants at two community workshops in September 2014 and further refined by the community via a survey (available online and distributed) conducted during October 2014. The survey requested community members to rank the principles in order of most important to least important and provided space for write-in comments regarding additions to the principles. There were 57 online surveys and 55 paper surveys submitted.

The section below lists each guiding principle according to how it ranked in the surveys. The text in underline and ~~strikeout~~ how the principle has been modified to incorporate the feedback received from the GPAC and members of the public at the GPAC's November 10, 2014 meeting. On the following page, a table summarizes the comments and shows how they were addressed in existing principles.

Revised Draft Principles

Citywide Equity
Menlo Park neighborhoods share the benefits and impacts of local growth and enjoy ~~have~~ equal access to quality services ~~(especially for youth and elders)~~, education, public open space, a range of ~~affordable~~ housing in balance with local job opportunities, ~~open space, schools,~~ and convenient daily shopping~~,~~ such as grocery stores and pharmacies~~, and they share both the benefits and impacts of local growth.~~.

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; ~~so that community members are~~ and the entire city is well-served by emergency services ~~response facilities~~ and community policing.~~, and can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations.~~

Corporate Contribution
New development in M-2 Area provides physical benefits in Belle Haven, including ~~Menlo Park leverages new development to create robust community benefits, including jobs,~~ housing, schools, libraries, neighborhood retail, ~~educational opportunities,~~ childcare, public open space, ~~access to~~ telecommunications, and ~~alternative~~ transportation choices ~~amenities, especially for the Belle Haven neighborhood regarding development in the M-2 Area.~~

Youth Support and Education Equality
All Menlo Park children and young adults have access to high-quality child-care, 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 ~~including~~ emergency vehicle access, and ~~innovative~~ multiple options for people travelling by foot, bicycle, shuttle, bus, ~~train and~~ car and train, including daily service along the Dumbarton Rail Corridor.

Complete ~~Commercial Corridors~~Neighborhoods
Menlo Park's neighborhoods are complete communities, featuring well integrated and designed development and vibrant commercial areas with a mix of ~~thoroughfares house~~ community-focused businesses ~~and mixed-use developments~~ that conveniently serve adjacent neighborhoods~~,~~ while respecting their character. ~~of those neighborhoods~~.

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.

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

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.

~~***Revitalized Dumbarton Rail Right-of-Way***~~
~~*Menlo Park encourages improved regional connections by utilizing the Dumbarton Rail Corridor for daily transportation of people into and out of Menlo Park.*~~

~~***Property Upkeep***~~
~~*Menlo Park land owners and occupants take pride in the appearance and maintenance of property and buildings.*~~

Integration of Survey Comments

The following table lists the comments made by GPAC members and community members (left column). Each comment was considered and responded to (middle column). Proposed new text is noted in red to show how the principles could be adapted to incorporate the comment (right column). Some of the principles have been updated to address multiple comments. In that case, new text that pertains to a different comment is italicized, and not shown in red.

GPAC Comment/Public Comment	Response and Principle(s) That Already Address Comment	Proposed Change
Since increased employment and housing growth could exert additional pressures on schools, growth should be leveraged for expansion and improvement of school facilities and overall access to high quality education.	The content of several Guiding Principles addresses these concerns. As the project moves forward, more specific goals, policies, and programs will be explored to address these needs. ***Citywide Equity*** ***Corporate Contribution*** ***Youth Support and Education Equality*** *(no change needed)*	***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*.* ***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.*
Jobs/housing balance, although a regional concern, is something that Menlo Park should seek to ensure through its General Plan land uses and policies. Achieving a jobs/housing balance requires specific and unambiguous policy, and future development to comply with adopted standards.	It is important to consider potential pitfalls of tackling jobs/housing balance on a project-by-project basis. Strict standards could have unintended consequences for regional competitiveness and thus associated provision of community benefits. ***Citywide Equity***	***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*.*
Menlo Park should consider requiring new developments to provide funding for affordable housing, consistent with practices used by other cities in the region.	The exact mechanisms that are used to connect new development to the provision of affordable housing will be considered in greater detail as the project moves into subsequent phases where specific General Plan policies and zoning standards are considered.	None needed.

	Corporate Contribution	
GPAC Comment/Public Comment	**Response and Principle(s) That Already Address Comment**	**Proposed Change**
Guiding Principles should be consolidated so that the draft principle regarding Dumbarton Rail is integrated with the Multi-Modal Access principle; and the draft principle regarding property upkeep is integrated into the Healthy Community principle.	***Multi-Modal Access*** ***Healthy Community***	***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.* ***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.* ~~***Revitalized Dumbarton Rail Right-of-Way***~~ ~~*Menlo Park encourages improved regional connections by utilizing the Dumbarton Rail Corridor for daily transportation of people into and out of Menlo Park.*~~ ~~***Property Upkeep***~~ ~~*Menlo Park land owners and occupants take pride in the appearance and maintenance of property and buildings.*~~
The Complete Commercial Corridors principle should be expanded to be more comprehensive, incorporating tenets of neighborhood design, including complete communities and the integration of neighborhoods with community facilities and retail areas.	***Complete*** ~~***Commercial Corridors***~~ ***Neighborhoods***	***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.

GPAC Comment/Public Comment	**Response and Principle(s) That Already Address Comment**	**Proposed Change**
The Innovative Business Destination principle should more clearly indicate that the City is seeking to attract businesses that could bring economic development and revenue to the City.	***Competitive and Innovative Business Destination***	***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.*
The Citywide Equity principle should specifically refer to libraries and a community benefit to be addressed.	Most neighborhoods in Menlo Park do not have libraries, so the expressed need for improving the Belle Haven library was retained in the Corporate Contribution principle. ***Corporate Contribution***	***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.*
The Multi-Modal Access principle should refer to emergency services after discussion of safe walking and biking to daily destinations since the latter is a higher priority than the former.	***Multi-Modal Access***	***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.*
The Open Space and Recreation principle should state explicitly that an adequate amount of park and open space will be provided.	***Accessible Open Space and Recreation***	***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.

GPAC Comment/Public Comment	Response and Principle(s) That Already Address Comment	Proposed Change
The Youth Support and Education Equality principle should stress connection between jobs/employment growth and robust job, internship, and training programs for Belle Haven and M-2 Area residents.	The principle will be revised to add reference to internship programs at local businesses. ***Youth Support and Education Equality***	***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.*
Issues of safety and access in Belle Haven should be carefully considered by all guiding principles.	As originally envisioned, the General Plan and M-2 Zoning Update Project will continue to focus on land use change and community benefits focused on the M-2 and Belle Haven areas. ***Citywide Equity****(no change needed)* ***Healthy Community*** ***Accessible Open Space and Recreation*** *(no change needed)* ***Multi-Modal Access***	***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.* ***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.*

COMPARISON OF GUIDING PRINCIPLES

1994 General Plan	El Camino Real/Downtown Vision Plan	ConnectMenlo Draft Guiding Principles
The current Menlo Park General Plan establishes ten principles to guide growth and land use policy to: provide guidelines for the development of the city's remaining vacant land, for revitalization of existing development, and for development of a transportation system and other public facilities in a manner that: 1. Maintains and enhances the residential quality of life in the city by emphasizing development which has a human scale and is pedestrian friendly. 2. Protects the city's open space and natural resources. 3. Minimizes the exposure of people and property to health and safety hazards. 4. Minimizes the adverse impacts of development on the city's public facilities and services. 5. Minimizes traffic congestion on city streets and limits through traffic in residential neighborhoods through sound land use planning. 6. Maintains the city's historical character by emphasizing an analysis of proposed transportation improvement projects which incorporates a balanced review of both the need for any proposed physical changes and the socio-economic impacts of the physical changes. 7. Promotes the rehabilitation of existing housing and the upgrading of existing commercial development. 8. Provides for expansion of the city's stock of affordable housing. 9. Allows for the orderly development of the city's employment and commercial base. 10. Maintains and enhances the city's economic vitality and fiscal health.	The heart of the Vision Plan is the 12 goals, which serve as the foundation for the Specific Plan: **Vision Plan Area Character:** Maintain a village character unique to Menlo Park. **East-West Connectivity:** Provide greater east-west, town-wide connectivity. **El Camino Real Circulation:** Improve circulation and streetscape conditions on El Camino Real. **Neighborhood Context:** Ensure that El Camino Real development is sensitive to and compatible with adjacent neighborhoods. **Vacant and Underutilized Parcels on El Camino Real:** Revitalize underutilized parcels and buildings. Train Station Area: Activate the train station area. **Santa Cruz Avenue Pedestrian Character:** Protect and enhance pedestrian amenities on Santa Cruz Avenue. **Downtown Vibrancy:** Expand shopping, dining and neighborhood services to ensure a vibrant downtown. **Housing:** Provide residential opportunities in the Vision Plan Area. **Open Space:** Provide plaza and park spaces. **Pedestrian and Bicycle Circulation:** Provide an integrated, safe and well-designed pedestrian and bicycle network. **Parking:** Develop parking strategies and facilities that meet the commercial and residential needs of the community.	***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.* ***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.* ***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.*

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General Plan Update Meeting Schedule*			
Event	**Meeting Date**	**Time**	**Location**
GPAC Meeting #3	Thursday, December 4, 2014	6-8:30 p.m.	Oak Room, Arrillaga Family Recreation Center
Joint City Council/Planning Commission Study Session on Guiding Principles and Draft Alternatives	Tuesday, December 9, 2014	7:00 p.m.	City Council Chambers
Workshop #2 – Land Use Alternatives in the M-2 Area	Thursday, December 18, 2014	7-9 p.m.	Menlo Park Senior Center
GPAC Meeting #4 – Review Findings from Workshop #2 and Recommend Land Use Alternatives	Tuesday, January 20, 2015	6-8 p.m.	TBD
Joint City Council/Planning Commission Meeting on GPAC Recommended Land Use Alternatives	Tuesday, January 27, 2015	7:00 p.m.	City Council Chambers
GPAC Meeting #5 – Discuss Preferred Alternative	Thursday, March 5, 2015	6-8 p.m.	TBD
Workshop #3 (1 of 2) – Review Preferred Land Use Alternative	Thursday, March 12, 2015	7-9 p.m.	TBD
Workshop #3 (2 of 2) – Review Preferred Land Use Alternative	Thursday, March 19, 2015	7-9 p.m.	TBD
GPAC Meeting #6 – Review Findings from Workshop #3	Thursday, April 2, 2015	6-8 p.m.	TBD
Joint City Council/Planning Commission Meeting on Acceptance of Preferred Land Use Alternative	Tuesday, April 14, 2015	7:00 p.m.	City Council Chambers
*Note: Actual meeting dates, times, and locations are subject to change.			

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Malathong, Vanh

From: George Fisher <georgecfisher@gmail.com>
Sent: Tuesday, December 02, 2014 10:16 PM
To: Murphy, Justin I C
Cc: Peter Ohtaki; Ohtaki, Peter I; Ray Mueller; Chow, Deanna M
Subject: Re: connect menlo- General plan review

Thank you. I am not sure what the purpose of guiding principles may be. Everybody loves God and Motherhood. I do agree however that the specific plan is what it is, and up to Council to consider what to do with it, given greatly changed circumstances and questions of city due diligence.

My concern is that I am fearful that amendments to the general plan may slip by without full consideration, or be based upon Guiding principles rather than objective considerations of the affects upon neighborhoods or development. My experience in the specific plan is that comments of public workshops can be taken out of context.

I am concerned that agreement upon guiding principles or platitudes may be considered to provide a basis for general plan amendments. That would be neither prudent nor wise. without adequate study of a fully disclosed study or basis for any amendments. I do have a concern, because I do not understand VMT, TAZ, or other unfamiliar terms and how they may affect reality of circulation or transportation in our neighborhoods or city. Thanks, George

On Tue, Dec 2, 2014 at 6:16 PM, Murphy, Justin I C <JICMurphy@menlopark.org> wrote:

Hi George,

Thank you for reviewing the principles and providing feedback. We will share your comments with the General Plan Advisory Committee (GPAC) on Thursday evening, and we'll include your comments in the staff report that will be released this Thursday for next week's meeting with the Planning Commission/City Council.

You raise points that merit consideration by the GPAC and Council/Commission, but there is one item that I would like to clarify now. The Guiding Principles are not intended to be used to consider changes to the Specific Plan. If you would like to discuss this aspect further, let me know.

Sincerely,

Justin Murphy

Community Development Department

(650) 330-6725

jicmurphy@menlopark.org

From: George Fisher [mailto:georgecfisher@gmail.com]
Sent: Tuesday, December 02, 2014 11:46 AM
To: Chow, Deanna M; Murphy, Justin I C
Cc: Peter Ohtaki; Ohtaki, Peter I; Ray Mueller
Subject: connect menlo- General plan review

I understand that the two of you are contact persons for connect menlo project considering general plan revisions and M-2 changes. I am interested in the General Plan update, particularly circulation and transportation. I have reviewed the agenda for the meeting on Dec. 4 and 9 and do not see these matters on the agenda. If I am mistaken, please let me know.

I do have comments I would appreciate your raising for consideration on the Guiding Principles, which I am not clear whether these just relate to M2 or are city wide. suggested revisions are as follows:

"Complete Commercial CorridorsNeighborhoods

Menlo Park's neighborhoods are complete communities, featuring well integrated and designed development and vibrant commercial areas with a mix of thoroughfares house community-focused businesses and mixed-use developments that conveniently serve adjacent neighborhoods, while respecting their character. of those neighborhoods."

"Citywide Equity

Menlo Park neighborhoods share the benefits and impacts of local growth and enjoy have equal access to quality services (especially for youth and elders), education, public open space, a range of affordable housing in balance with local job opportunities, open space, schools, and convenient daily shopping, such as grocery stores and pharmacies, and they share both the benefits and impacts of local growth.".

These are simply not true for each neighborhood, as the residents of Allied arts and other neighborhood representatives have experienced in recent discussions of the Specific Plan, and proposed Stanford and Greenheart projects. The proposed Stanford project is neither in Allied arts or Linfield oaks, yet imposes more burdens than benefits on those neighborhoods. Any consideration of neighborhoods must include adjacent commercial areas not part of the neighborhoods and the affects of development in those areas on the neighborhoods. Although Architectural guidelines talk about retaining the character of adjoining neighborhoods in approval of commercial developments, I understand from Thomas Rogers statements that that required finding has already been determined by adoption of the specific plan, which under precedent is binding, and the planning commission may not change that precedent.

Perhaps the neighborhoods and definitions and interaction between them and commercial areas of them should be clarified in the Guiding Principles, particularly if these principles are to be the basis of Land Use and circulation changes to the Specific Plan. Individual neighborhoods are connected with other neighborhoods as well as commercial areas, and the interaction between them should be more clearly dealt with. Certainly some consideration needs to be given in revision of the general plan to equal consideration between residential neighborhoods primarily benefitting residents, and commercial areas primarily benefitting investors, particular in areas of circulation and transportation. Any general principles should not simply recite platitudes but should deal with the real problems we are experiencing at great agony to the city government and its residents.

Thanks, George

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George C. Fisher

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