

Menlo Park General Plan & M-2 Area Zoning Update



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General Plan Advisory Committee Meeting 3

December 4, 2014



Agenda



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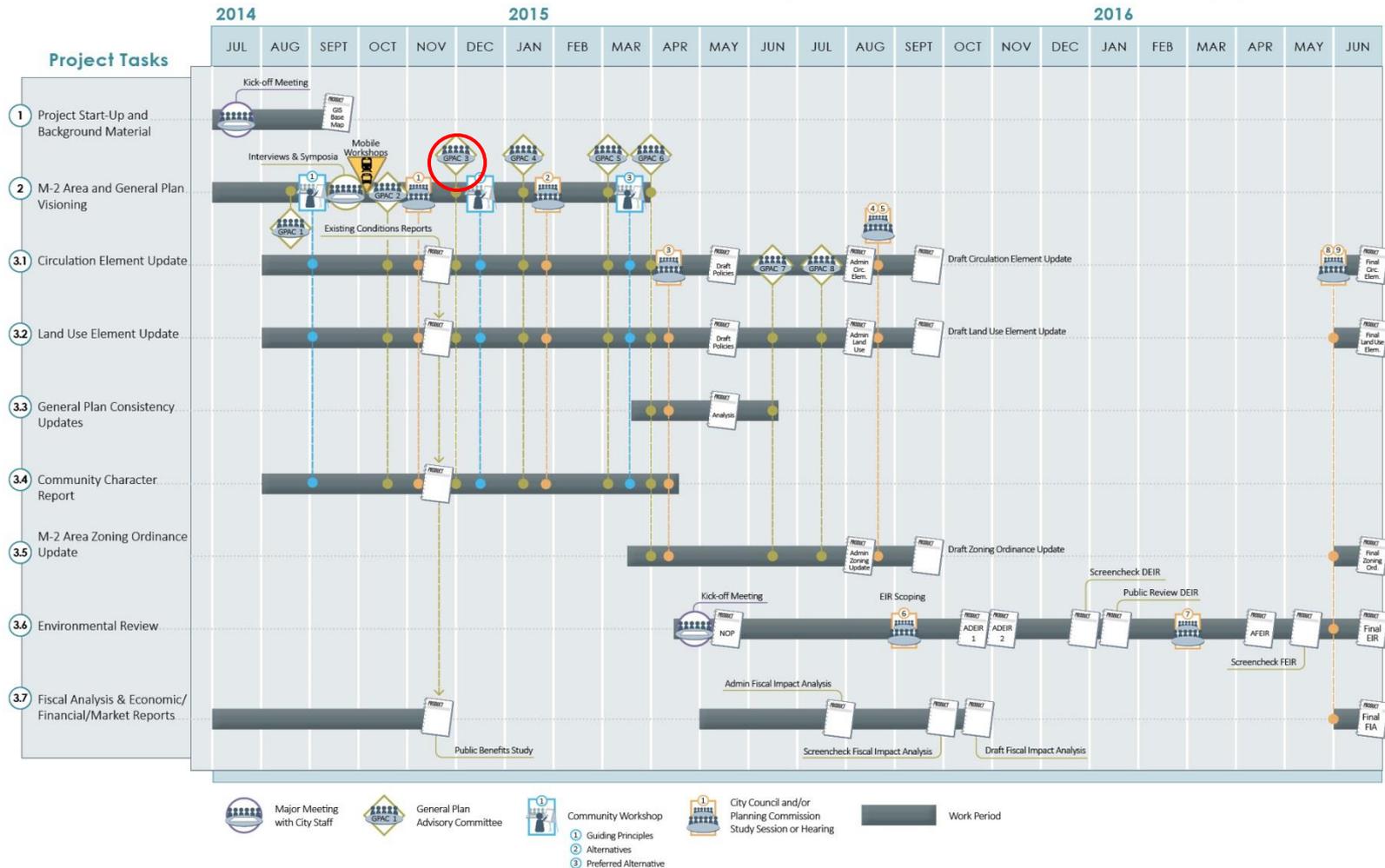
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- ▣ Meeting Purpose
- ▣ Revised Draft Guiding Principles
- ▣ Preview Dec 9 Council/Planning Commission Study Session
- ▣ Preview Dec 18 Alternatives Workshop

Project Schedule

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





Project Highlights to Date

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- **Aug** – Convene GPAC
- **Sept** – Community Workshops, Online Survey #1, Growth Management Symposium & Focus Group
- **Oct** – Mobile Bus Tours, Mobile App, Stakeholder Meetings, Transportation Symposium & Focus Group
- **Nov** – Belle Haven Open House, GPAC Review of Guiding Principles, City Council Presentation



Draft Guiding Principles

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□ **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

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□ **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

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□ **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.

Dec 9 Study Session



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- **Finalize Guiding Principles**
- **Review Purpose, Materials and Format for Dec 18 Community Workshop**

Dec 18 Workshop Format



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- **Welcome & Introductions**
- **Presentation: Process, considerations and land use alternatives**
- **Small Group Activity: Make your own alternative**
- **Report Back: Each group shares their alternative**
- **Summary: Commonalities & next steps**

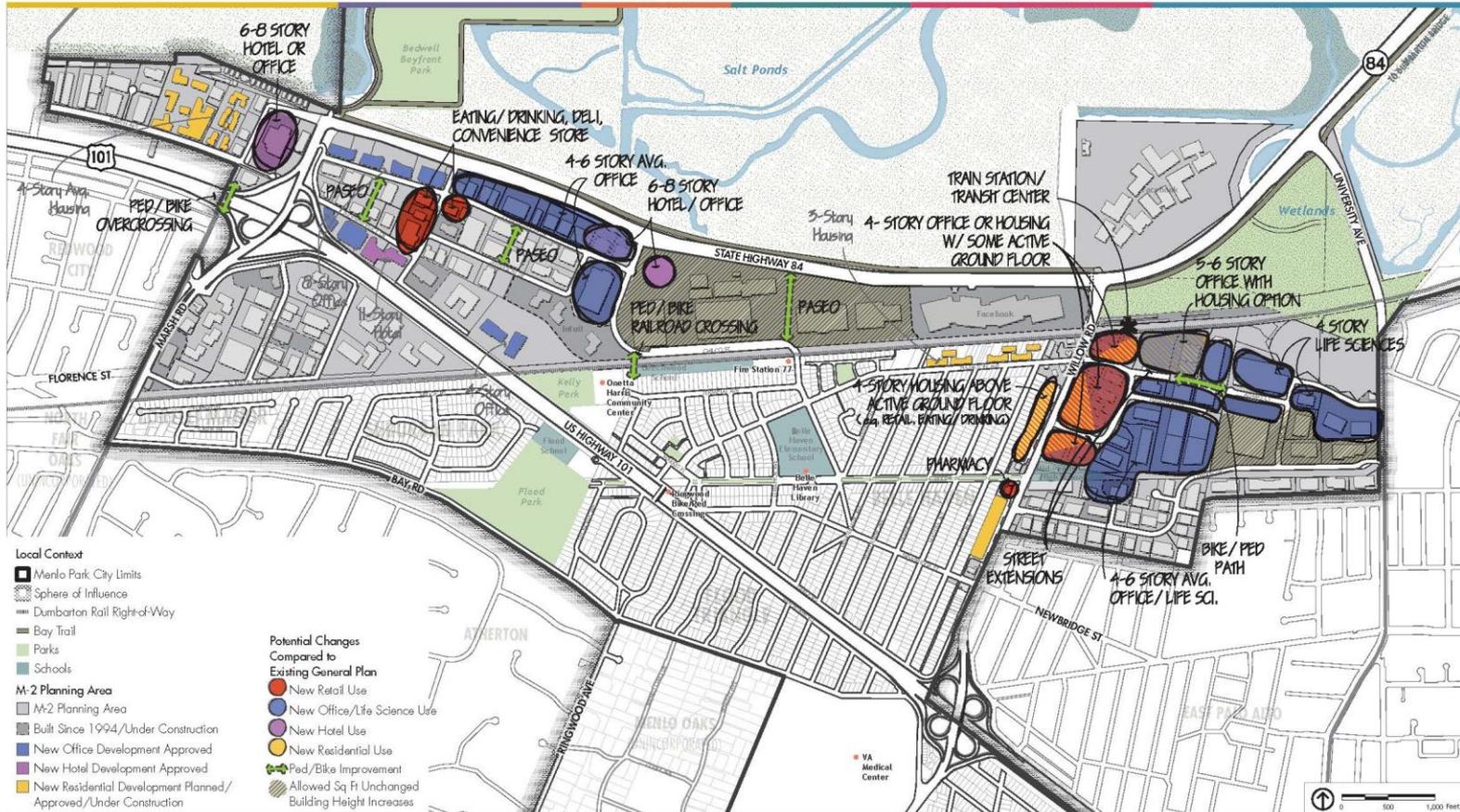
Workshop Materials: Options Map



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M-2 AREA LAND USE OPTIONS

Workshop Materials



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- Options Map
- Blank Basemap
- Display Boards
 - Guiding Principles
 - Key Considerations
 - Graphics of Approved Projects
 - Graphic Examples of Development Types





Selected Key Considerations

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- ❑ Increasing housing demand and costs
- ❑ Strong market for multi-family & office/R&D uses
- ❑ Demand in M-2/Belle Haven for retail & services
- ❑ Planned but unfunded public improvements
- ❑ Severe traffic primarily pass-through
- ❑ Demand for additional transit
- ❑ High rate of bicycling despite physical barriers
- ❑ Health and fitness influenced by geography

Workshop Outcome: “Alternatives”



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- **Expected Commonalities**
 - Higher Floor Area Ratios in the M-2 Area than currently allowed, in exchange for increased revenue citywide and community benefits for Belle Haven
 - Tools to manage traffic and parking, including a Transportation Management Association
- **Potential Differences: amount and locations of future development based on themes such as**
 - Services and housing to match job creation
 - Widest transportation choices
 - Best support of City fiscal health

Alternatives Process



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- Alternatives evaluated via month long online survey
- GPAC Review – **Jan 20?**
- Council/Planning Commission Review – **Jan 27?**
- A single “Preferred Alternative” is developed
- Preferred Alternative likely to combine components from starting-point themes

For More Information



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