

General Plan (Land Use & Circulation) & M-2 Area Zoning Update



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menlo park land use & mobility update

City Council / Planning Commission Study Session

December 9, 2014

- *Finalize Guiding Principles*
- *Preview Next Community Workshop*



Project Objectives



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



Project Steps

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- **Guiding Principles (Vision) – Sept to tonight**
- **Existing Conditions Reports – Jan 2015**
- **Land Use Alternatives – Dec to Apr 2015**
 - Preferred Alternative becomes CEQA “Project” Description
- **Goals, Policies and Programs – Jan to Jun 2015**
 - Builds on Current General Plan (not replacement)
- **Zoning Provisions – Apr to Jul 2015**
 - Only changes needed to implement GP Programs
- **Fiscal Analysis – Apr to Sep 2015**
- **Environmental Impact Report – Apr 2015 to May 2016**

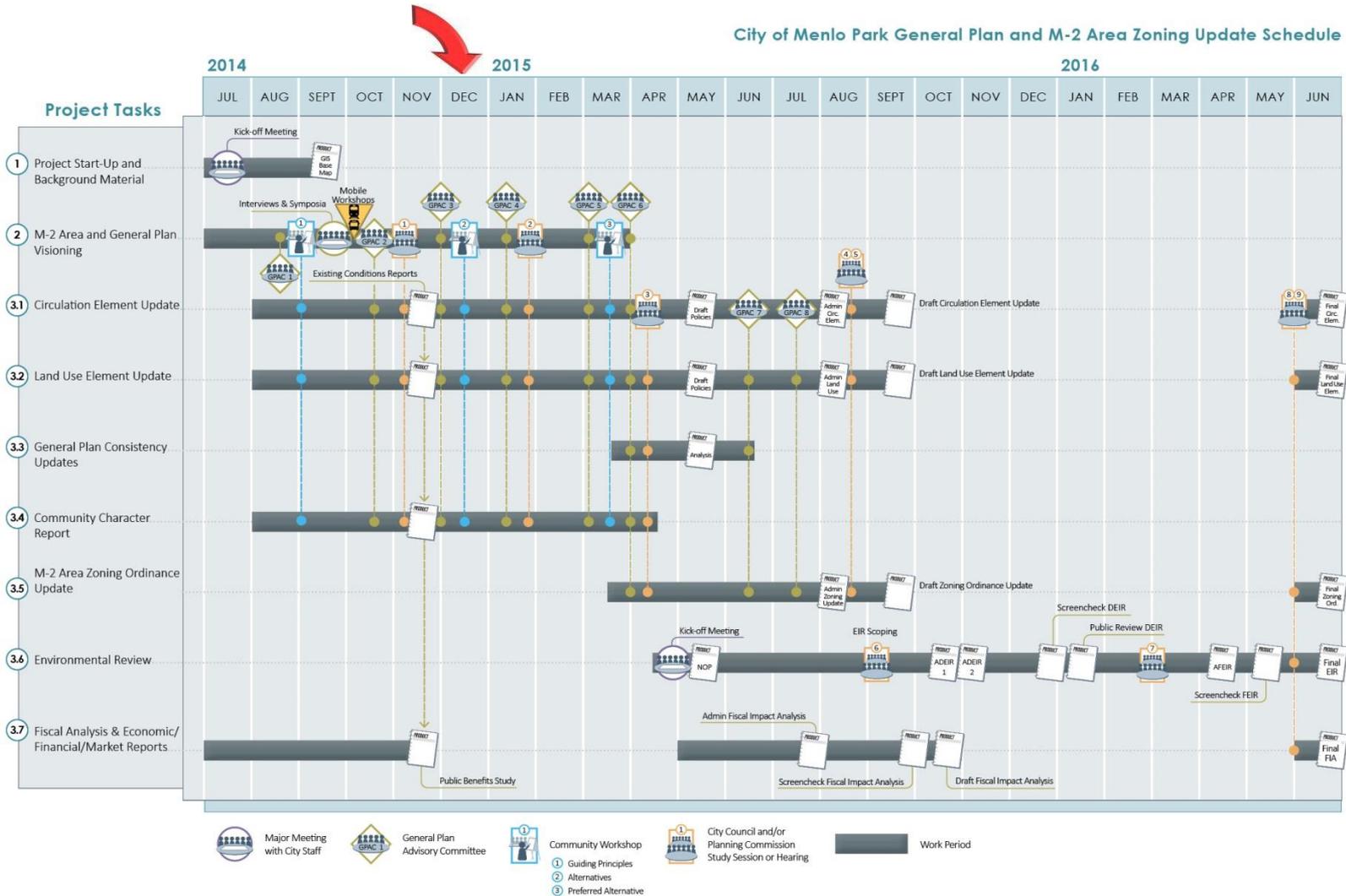
Project Schedule



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



Community Input to Date



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Aug – GPAC Meeting 1

Sept – Community Workshops,
Online Survey, Economics
Symposium & Focus Group

Oct – Mobile Bus Tours, Mobile
App, Stakeholder Meetings,
Transportation Symposium &
Focus Group

Nov – Belle Haven Open House,
GPAC 2, Council Presentation

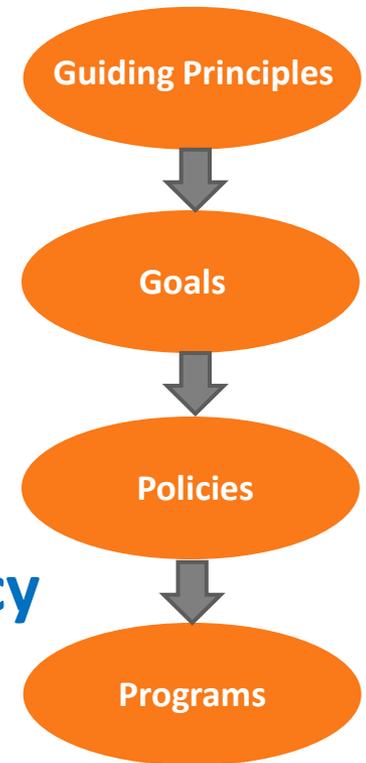
Dec – GPAC 3



From Principle to Program: Example

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- **Guiding Principle – Overarching Vision Statement**
Multi-modal Access
- **Goal – Desired end state/outcome**
Increased Transit Ridership
- **Policy – Direction needed to achieve Goal**
Enhance Midday Shuttle operations
- **Program – Action required to implement Policy**
Seek grant funding to expand service



Draft Guiding Principles



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□ *Potential Preamble - New*

A guiding principle is a statement that describes the kind of place community members want Menlo Park to be. These statements are intended to guide growth in Menlo Park through 2035 while preserving unique features of the community. Developed by community members and City officials during a collaborative public process, the principles are intended to be overarching themes acknowledging that potential change is planned to occur generally between US 101 and the Bay. What that change is and how to balance the change will be part of the goals, policies and programs discussion during the next phase of the General Plan process. Although some principles are geographically focused, they will have community-wide impact, particularly with respect to supporting the character of residential neighborhoods and seeking to improve transportation options.



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 that offers affordability to limit displacement of current residents, 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**

In exchange for added development potential, projects in the M-2 Area provide physical community benefits in Belle Haven, including jobs, 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

- ***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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Council and Commission Discussion on Draft Guiding Principles

Preview of Community Workshop up next

Alternatives Workshop Format



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

Workshop Materials



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□ Display Boards

- Guiding Principles
- Key Considerations
- Graphics of Approved Projects
- Graphic Examples of Development Types
 - *What does the live-work-play environment look like?*

□ Maps at Tables

- Blank Base Map
- Palette of Options



Selected Key Considerations

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

Base Map



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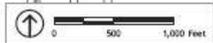
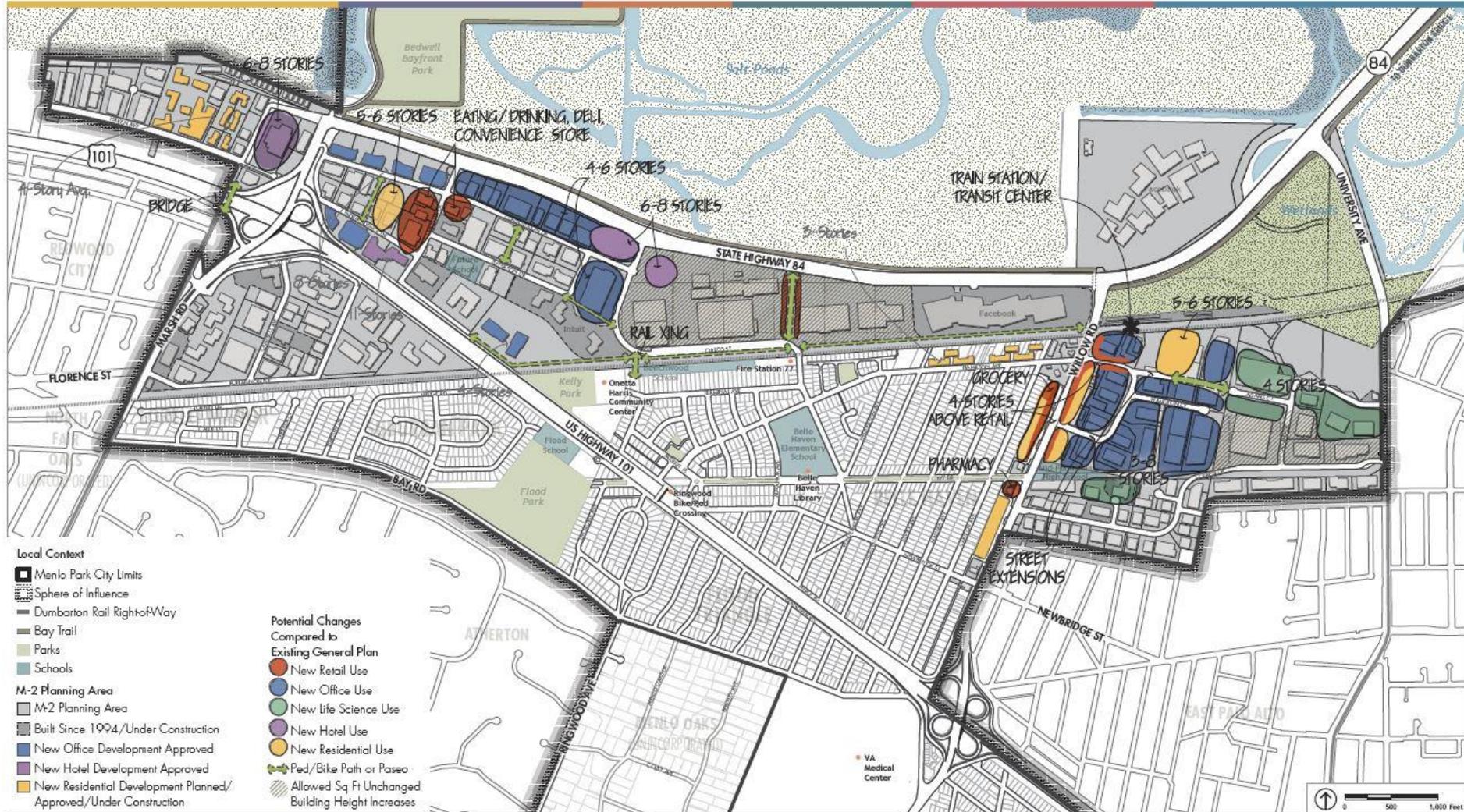
Options Map



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Workshop Outcome: “Alternatives”



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□ Potential Commonalities

- More development in M-2 than currently allowed, in exchange for increased revenue citywide & community benefits for Belle Haven
- Tools to manage traffic and parking, including a Transportation Management Association
- Sea level rise and climate change adaptation

□ 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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