

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



CONNECTMENLO

menlo park land use & mobility update

Open House

January 8, 2015



Workshop Format



CONNECTMENLO

menlo park land use & mobility update

Slide 2

- **Welcome & Introductions**
- **Presentation: Project summary, background information and land use alternatives**
- **Activity: Take the land use survey & Review the display boards**
- **Summary: Next Steps**



Materials for Review

Slide 3

- **Display Boards**
 - ▣ **Guiding Principles**
 - ▣ **Key Planning Considerations**
 - ▣ **Graphics of approved projects**
 - ▣ **Examples of development types**
 - ▣ **Planned Transportation Modifications**
- **Options Maps**
 - ▣ **Three Alternatives for Potential Future Development**



CONNECTMENLO

menlo park land use & mobility update

Slide 4

Why are we updating the General Plan?

City Council Project Objectives



CONNECTMENLO

menlo park land use & mobility update

Slide 5

- ❑ Establish and achieve the community's vision
- ❑ Realize economic and revenue potential
- ❑ Land use changes expected only in the M-2 Area
- ❑ Streamline development review process
- ❑ Improve mobility for all travel modes
- ❑ Preserve neighborhood character
- ❑ Reduce emissions and adapt sustainably



CONNECTMENLO

menlo park land use & mobility update

Slide 6

*Where are we in the
General Plan process?*



Project Steps & Schedule

Slide 7

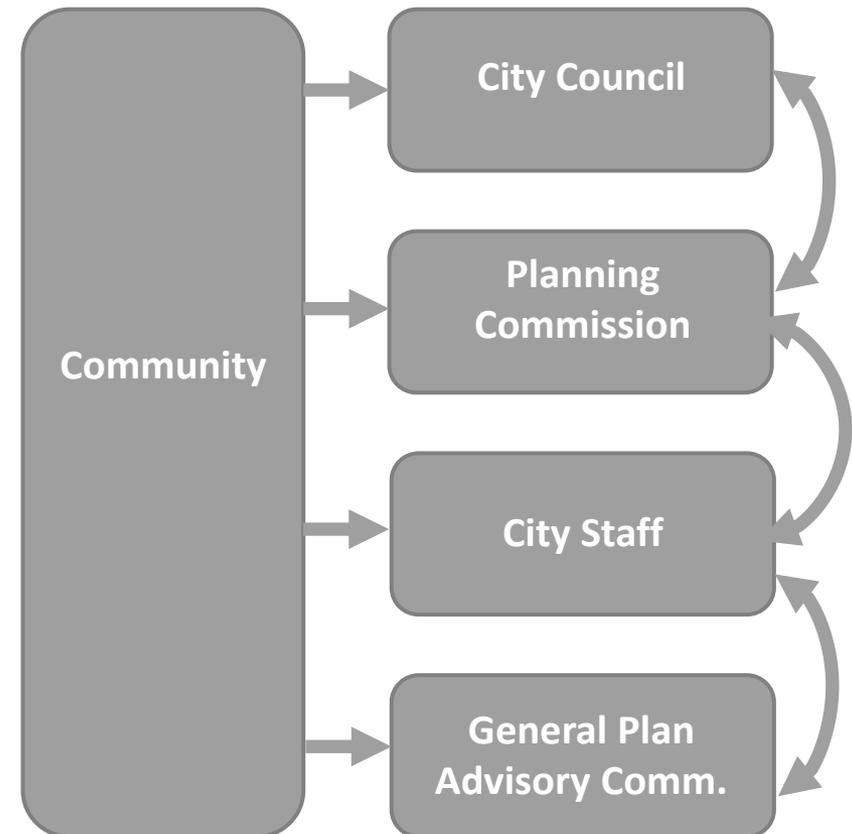
- **Guiding Principles: Aug – Dec 2014**
- **Land Use Alternatives: Dec 2014 – April 2015**
- **Goals, Policies & Programs: Feb – July 2015**
- **Zoning Changes: Mar – Aug 2015**
- **Fiscal Analysis & EIR: May 2015 - June 2016**
- **Final Adoption: June 2016**



Community Input to Date

Slide 8

- Aug** – GPAC Meeting 1
- Sept** – Community Workshop 1, Online Survey 1, Economics Symposium & Focus Group
- Oct** – Mobile Bus Tours, Mobile App Launch, Stakeholder Meetings, Transportation Symposium & Focus Group
- Nov** – Belle Haven Open House 1, GPAC 2, Council Presentation
- Dec** – GPAC 3, Council/Planning Commission Meetings



Community Input



CONNECTMENLO

menlo park land use & mobility update

Slide 9

T-Mobile 3G 1:25 PM

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
Mountain View
Esri, HERE, DeLorme [...]

1 Bike Lane Improvem...

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





CONNECTMENLO

menlo park land use & mobility update

Slide 10

What have we learned?

Guiding Principles



CONNECTMENLO

menlo park land use & mobility update

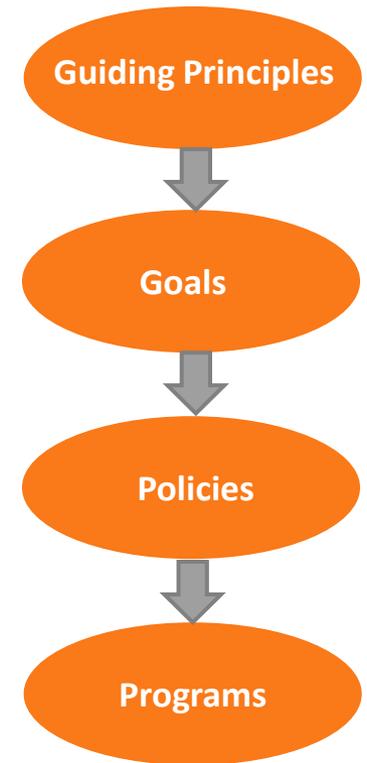
Slide 11

- **Citywide Equity**
- **Healthy Community**
- **Competitive and Innovative Business Destination**
- **Corporate Contribution**
- **Youth Support and Education Excellence**
- **Great Transportation Options**
- **Complete Neighborhoods and Commercial Corridors**
- **Accessible Open Space and Recreation**
- **Sustainable Environmental Planning**

Guiding Principles

Slide 12

- ❑ **Overarching Vision Statements**
- ❑ **Land Use Decisions should reflect their intent**
 - ❑ **Starting now with Alternatives**
- ❑ **Set the stage for General Plan programs**
 - ❑ **Actions the City will take**





Key Findings Thus Far

- **Traffic, traffic, traffic**
 - Halting development won't solve regional issue
 - Will require multiple innovative solutions
- **Willingness to have development if:**
 1. **Development directly benefits Belle Haven**
 2. **Increases city revenue**



Key Planning Considerations

Slide 14

- High and rising housing demand and costs
- Strong market for multi-family, office/R&D uses & “live-work-play” mix of retail, housing, jobs
- Planned but unfunded public improvements
- Severe traffic is primarily pass-through
- Need for multi-modal improvements and more transit, including Dumbarton Rail
- Health and fitness influenced by geography

Benefits Desired by Community



CONNECTMENLO

menlo park land use & mobility update

Slide 15

- **Community-serving retail (grocery, pharmacy, etc.)**
- **Healthy food and dining options**
- **Educational and library improvements**
- **Traffic-calming on residential streets**
- **Job creation for local residents**
- **Medical services**
- **Transit station**



Potential City Projects

Slide 16

- **Citywide street, sidewalk & bike improvements**
- **Bedwell Bayfront Park enhancements**
- **Senior Center and pool upgrades**
- **Flood control**
- **Storm drain system upgrades**
- **Streetscape beautification**



CONNECTMENLO

menlo park land use & mobility update

Slide 17

Future Development

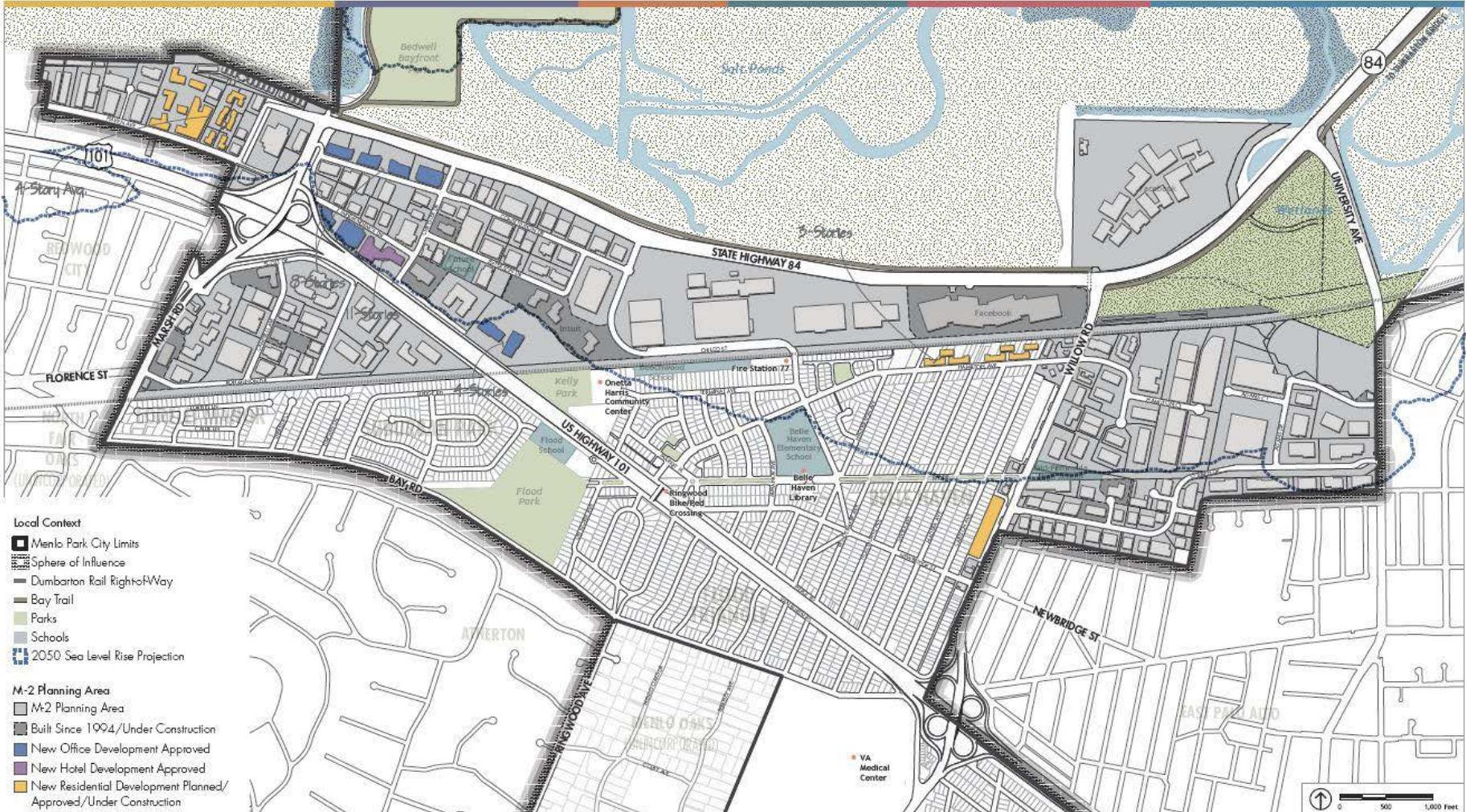
Alternative 1



CONNECTMENLO

menlo park land use & mobility update

Slide 18



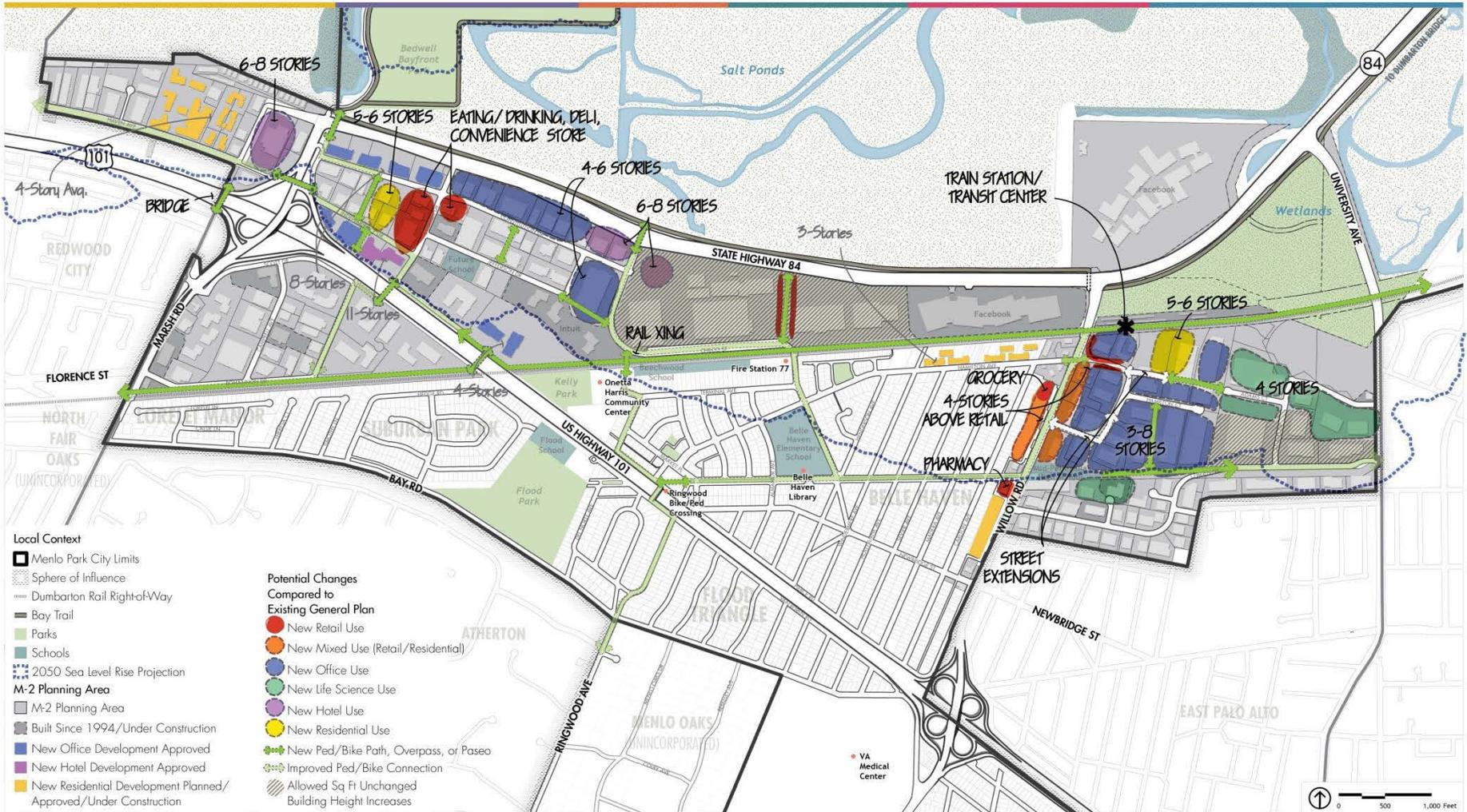
Alternative 2



CONNECTMENLO

menlo park land use & mobility update

Slide 19





CONNECTMENLO

menlo park land use & mobility update

Slide 21

Survey Demonstration

Go to: www.menlopark.org/connectmenlo

Click on: Top left tab “Community Workshops, Events, & Survey”

Click on: [Online Survey](#)

Accessing the Survey



CONNECTMENLO
menlo park land use & mobility update

Slide 22

The screenshot shows a web browser window displaying the City of Menlo Park website. The browser's address bar shows the URL www.menlopark.org/739/ConnectMenlo-General-Plan-Update. The website header includes the City of Menlo Park logo and navigation links for Agendas, Alerts, Calendar, and Jobs. A search bar is located in the top right. The main navigation menu includes: GOVERNMENT, SERVICES, OUR COMMUNITY, DOING BUSINESS, and I WANT TO... The 'GOVERNMENT' menu is expanded, and the 'Community Workshop, Events and Survey' link is circled in red. Other links in the menu include Consultant Selection Process, Current Status, General Plan Advisory Committee, Maps and Graphics, Presentations and Staff Reports, Notify Me!, Report a Concern, Speak Up!, Open Government, and Register Online. The main content area features a 'ConnectMenlo' section with the logo and tagline 'menlo park land use & mobility update'. Below this, there is a paragraph of text dated March 26, 2013, and a 'Latest News' section with a link for 'January 8, 2015 - ConnectMenlo Open House'. A 'Contact Us' section lists Deanna Chow and Justin Murphy. A printer warning window is visible in the bottom right corner of the browser window.

Slide 22

www.menlopark.org/739/ConnectMenlo-General-Plan-Update

blair church and flynn

myConnections: Engage your community - connect to news, events and information you care about. [View more information...](#) Sign In

CITY OF MENLO PARK CALIFORNIA

GOVERNMENT SERVICES OUR COMMUNITY DOING BUSINESS I WANT TO...

Community Workshop, Events and Survey

Consultant Selection Process

Current Status

General Plan Advisory Committee

Maps and Graphics

Presentations and Staff Reports

Notify Me!

Report a Concern

Speak Up!

Open Government

Register Online

You are here: Home > Government > City Departments > Community Development > Projects > Comprehensive Planning Projects > ConnectMenlo (General Plan Update)

ConnectMenlo

CONNECTMENLO
menlo park land use & mobility update

On March 26, 2013, the City Council adopted goals for calendar year 2013. One goal is to initiate work on the update of the General Plan. The General Plan is a legal document, required by state law, which serves as the City of Menlo Park's "constitution" for development and the use of its land. It is a comprehensive, long-range document, detailing proposals for the physical development of the City, and of any land outside its boundaries but within its designated "sphere of influence."

The City's current General Plan (specifically the Land Use and Circulation Elements) was updated in 1994 and includes outdated land use and traffic projections to the year 2010. The City Council has asked staff to put into place a process and related funding to comprehensively update the Plan. The update would focus on the Land Use and Circulation Elements and would include a geographic focus on the M-2 zoning area, plus other areas of the City aside from the El Camino Real and Downtown areas.

Topics that will be part of the discussion would include items such as Complete Streets and a Greenhouse Gas Reduction Strategy.

ConnectMenlo mobile app

Now you can stay informed on the go. Download the mobile app to also view what we saw on our recent mobile tours!

To download the mobile app, please follow the instructions below:

Contact Us

Deanna Chow
Senior Planner
[Email](#)

650-330-6733

Justin Murphy
Development Services Manager
[Email](#)

650-330-6725

Latest News

January 8, 2015 - ConnectMenlo Open House

The Open House will build off the December 18 workshop regarding potential land use alternatives in the M-2 Area. [Read on...](#)

[View All](#)

Settings | HP Support | Shop for Supplies | Supplies Details

2:32 PM 1/8/2015

Accessing the Survey



CONNECTMENLO

menlo park land use & mobility update

Slide 23

www.menlopark.org/870/Community-Workshop-Events-and-Survey

blair church and flynn

+myConnections: Engage your community - connect to news, events and information you care about. [View more information...](#) [Sign In](#)

CITY OF MENLO PARK CALIFORNIA

GOVERNMENT SERVICES OUR COMMUNITY DOING BUSINESS I WANT TO...

Community Workshop, Events and Survey

Consultant Selection Process

Current Status

General Plan Advisory Committee

Maps and Graphics

Presentations and Staff Reports

Notify Me!

Report a Concern

Speak Up!

Open Government

Register Online

You are here: Home > Government > City Departments > Community Development > Projects > Comprehensive Planning Projects > ConnectMenlo (General Plan Update) > Community Workshop, Events and Survey

Community Workshop, Events and Survey

DATE	TOPIC	LOCATION
January 8, 2015	Open House	Neighborhood Service Center 871 Hamilton Avenue 6:30 - 8:30 p.m.
January 18, 2015 (Deadline)	Online Survey	Menlo Park
TBD	GPAC Meeting #4 - Review Findings from Workshop #2 and Recommend Land Use Alternatives	Arrillaga Recreation Family Center (Cypress Room) 700 Alma Street 6:00 - 8:00 p.m.

Past Community Workshop, Events and Survey

DATE	TOPIC	LOCATION
August 25, 2014	GPAC Meeting #1 (Meeting Agenda , Meeting Summary and Presentation)	Arrillaga Family Recreation Center (Oak Room) 700 Alma Street 6:00 - 8:00 p.m.
September 11, 2014	Workshop #1 (I Love Menlo Park Statement , I Wish Menlo Park had Statement , Presentation , Workshop Materials and Workshop #1 Summary)	Menlo Park Presbyterian Church (Social Hall) 700 B Santa Cruz Avenue 7:00 - 9:00 p.m.
September 17, 2014	Workshop #1 (Repeat) (I Love Menlo Park Statement , I Wish Menlo Park had Statement , Presentation , Workshop Materials and Workshop #1 Summary)	Senior Center (Ballroom) 100 Terminal Avenue 7:00 - 9:00 p.m.

Contact Us

Deanna Chow
Senior Planner
[Email](#)
650-330-6733

Justin Murphy
Development Services Manager
[Email](#)
650-330-6725

Recent News

January 8, 2015 - ConnectMenlo Open House
The Open House will build off the December 18 workshop regarding potential land use alternatives in the M-2 Area.
[Read on...](#)

[View All](#)

Select Language | 2:32 PM 1/8/2015

Accessing the Survey



CONNECTMENLO
menlo park land use & mobility update

Slide 24

The screenshot shows a web browser window with the URL www.menlopark.org/298/Open-City-Hall?pd_url=http%3A%2F%2Fpeakdemocracy.com%2Fportals%2F112%2F2374#peak_democracy. The page features a navigation bar with links for HOME, INFO, SIGN IN, and HELP. A sidebar on the left contains options like 'Notify Me!', 'Report a Concern', 'Speak Up!', 'Open Government', and 'Register Online'. The main content area is titled 'Open City Hall' and includes a social media share bar (Facebook, LinkedIn, Twitter) and a call to action: 'Interested in future development & land use changes affecting Menlo Park over the next 20 years? The area of focus, between US 101 & SF Bay (M-2 zone), is part of the General Plan update. We've heard your ideas for suggested improvements/land uses, & now need help prioritizing where they should go.' Below this is a tabbed interface with 'Introduction' selected, followed by 'Listeners', 'Feedback', 'Your Priority List', and 'Outcome'. The 'Introduction' section contains text about a public workshop on December 18, 2014, at the Menlo Park Senior Center, where participants considered two land use alternatives for the M-2 Area. A 'Select Language' dropdown is visible in the bottom right corner.



2:33 PM
1/8/2015

Accessing the Survey



CONNECTMENLO
menlo park land use & mobility update

Slide 25

The screenshot shows a web browser window with the URL www.menlopark.org/298/Open-City-Hall?pd_url=http%3A%2F%2Fpeakdemocracy.com%2Fportals%2F112%2F2374#peak_democracy. The page features a navigation bar with links for HOME, INFO, SIGN IN, and HELP. A sidebar on the left contains options: Notify Me!, Report a Concern, Speak Up!, Open Government, and Register Online. The main content area is titled 'Open City Hall' and includes a social media share bar (Facebook, LinkedIn, Twitter) and a notification bubble with '187'. The primary text reads: 'Interested in future development & land use changes affecting Menlo Park over the next 20 years? The area of focus, between US 101 & SF Bay (M-2 zone), is part of the General Plan update. We've heard your ideas for suggested improvements/land uses, & now need help prioritizing where they should go.' Below this is a tabbed interface with 'Introduction' selected, followed by 'Listeners', 'Feedback', 'Your Priority List', and 'Outcome'. The 'Introduction' section contains the following text: 'At a public workshop on December 18, 2014, at the Menlo Park Senior Center, participants considered two land use alternatives for the M-2 Area. Alternative 1 represents no change from the existing 1994 General Plan. Alternative 2 incorporates a range of ideas for future development expressed by community members and property owners during the process, including more retail (grocery, bank, pharmacy, etc.) adjacent to the Belle Haven neighborhood, more walkable areas, and more mixed-use where you can live/work/play without getting in your car. In addition, the result of community input at the workshop showing different land use locations has been compiled into Alternative 3 for your consideration. Your ideas regarding the three Alternatives shown here will be used over the next several months to create a "Preferred Alternative" that will become a major part of the new General Plan. After you click the Post button below, please use the arrows to prioritize the Alternatives to

Assessing the Alternatives



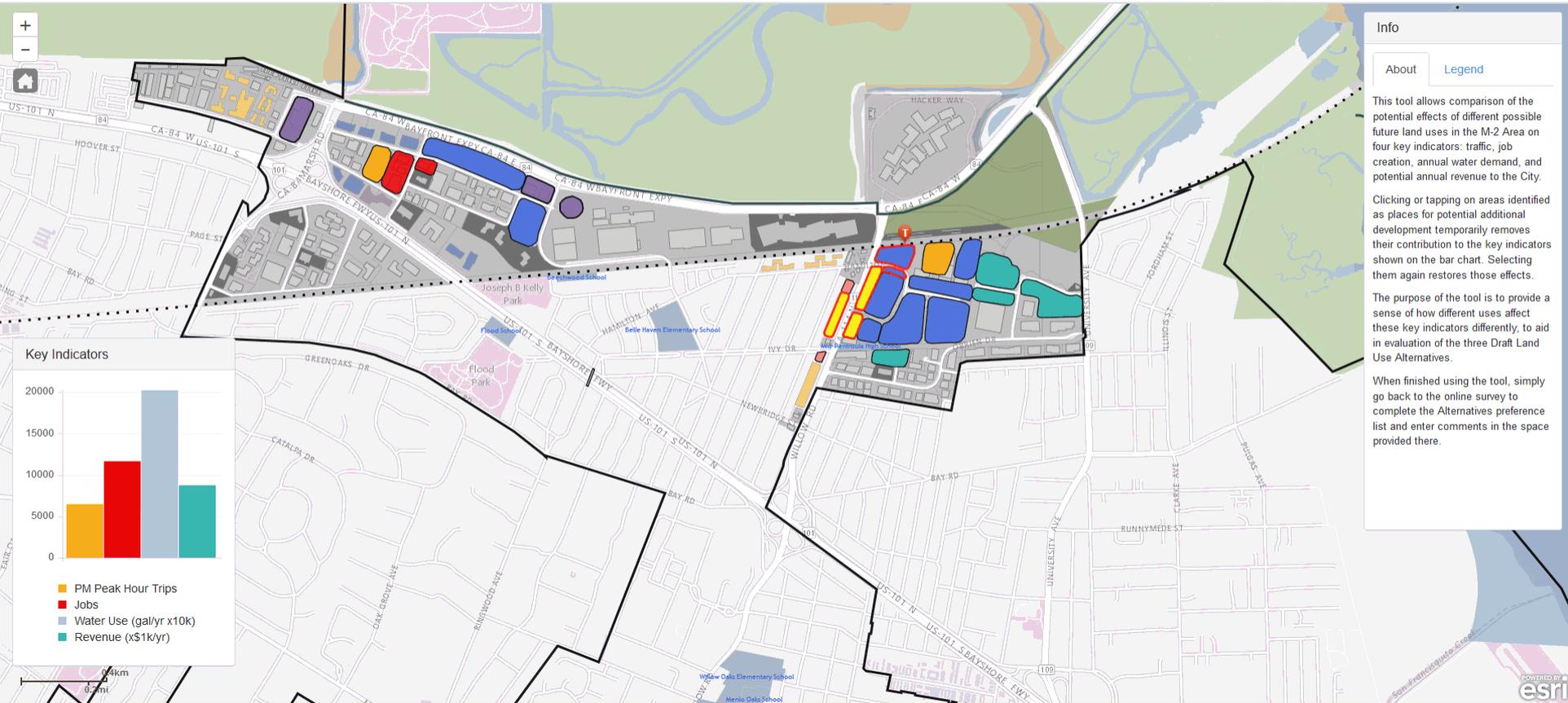
CONNECTMENLO
menlo park land use & mobility update

Slide 26



CONNECTMENLO
menlo park land use & mobility update

Menlo Park General Plan Update M-2 Area Potential Future Land Use Comparison Tool



POWERED BY
esri

Alternatives Process



CONNECTMENLO

menlo park land use & mobility update

Slide 27

- **Online survey – Jan 20**
- **GPAC Review –Jan 28**
- **Council/Planning Commission Review –Jan 27**
- **A single Preferred Alternative is developed**
 - **Likely to combine components from alternatives**

For More Information



CONNECTMENLO

menlo park land use & mobility update

Slide 28

- Visit: www.menlopark.org/connectmenlo
- Download App at: connectmenlo2go.com
- Contact: Deanna Chow
Senior Planner
City of Menlo Park
Tel: (650) 330- 6733
Email: connectmenlo@menlopark.org