



# DRAFT PREFERRED ALTERNATIVE

## A MAP OF THE COMMUNITY'S VISION FOR THE M-2 AREA

A key step in the ConnectMenlo process is determining the community's preferred land use scenario for future development in the M-2 Area. Called the "Preferred Alternative," this map should be considered the "vision" for the area. The Preferred Alternative shows types and locations of future land uses and the associated building heights, as well as potential new roadway and bicycle/pedestrian connections. The total square footage, number of housing units, and jobs associated with the potential new development will be estimated based on the map and used to analyze potential environmental impacts. These metrics will also inform an economic analysis that will estimate the value of new development and therefore the level of developer contributions that may be required in order to allow that additional development (above what is currently permitted) to occur.

In some instances, the Draft Preferred Alternative shows community-preferred specific locations for land uses. For example, the map identifies two different potential locations for a grocery store/pharmacy based upon input received throughout the process. While this may be a desired outcome, property owners in the M-2 Area will have choices regarding how to use their property. Identification on the map does not guarantee that a specific use will be built or located on a particular parcel.

## HOW DID WE GET HERE?

In December 2014 and January 2015, the City of Menlo Park held a community workshop and an open house to review potential land use scenarios and offered online and paper surveys so that community members could review and rank these alternatives: (1) no change from the current General Plan, (2) a range of options suggested by community members and property owners between August and December 2014, and (3) a compilation of ideas from the December workshop. More than 170 people completed surveys, and many provided written comments about what they like or would change in the alternatives. Of those respondents, 85 people selected Alternative 3 as their preferred alternative – the one that grew out of the workshop in December.

The General Plan Advisory Committee (GPAC) reviewed these results at its January 28 meeting, and provided direction to City staff and consultants on how to modify Alternative 3 to become the Preliminary Draft Preferred Alternative. The GPAC reviewed the Preliminary Draft Preferred Alternative at their February 12 meeting and approved additional mixed use at the Newbridge Street/Willow Road intersection and housing on Facebook's East Campus and its properties near Willow Road.

The Draft Preferred Alternative will be presented at community events on March 12 and 19, and the on the community's feedback will be presented to GPAC, City Council, and Planning Commission in late March.

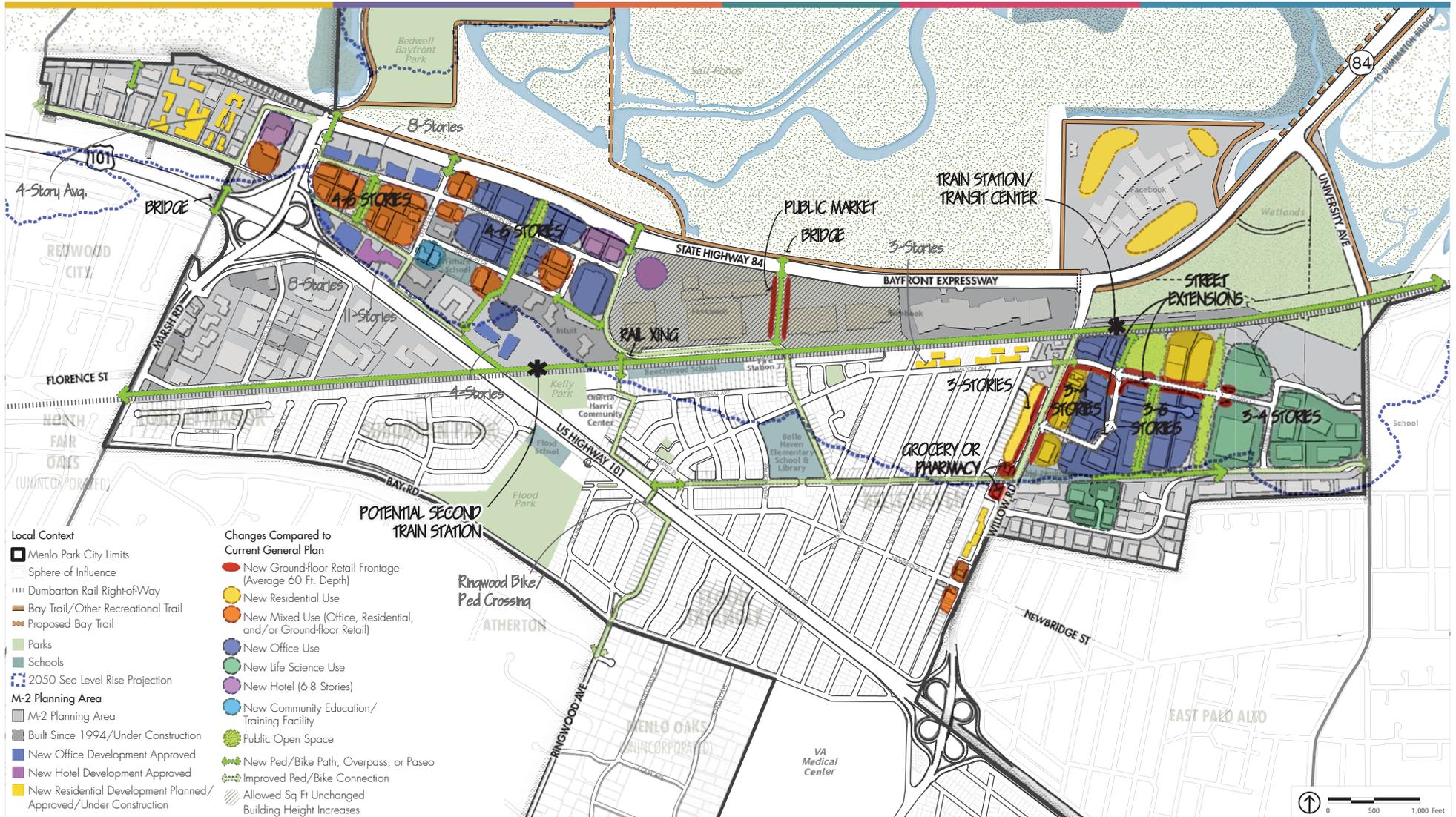
## DESCRIPTION OF CHANGES

The Draft Preferred Alternative includes a range of uses that can help transform the M-2 Area into more of a "live/work/play" environment, which the majority of survey respondents expressed as desirable. The map also shows a number of improved pedestrian and bicycle connections across the Dumbarton Rail Corridor, Bayfront Expressway, Willow Road, Marsh Road, and US 101. It envisions two separate districts to each foster a distinct sense of place and complement existing and approved development, with new housing, hotels, and retail and office uses made viable through increased local transit service, including along the Dumbarton Rail Corridor. One live/work/play district is framed by Marsh Road, Bayfront Expressway, Chilco Street, and US 101; the other lies along Willow Road and stretches to University Avenue. A new community education and training facility is envisioned on Jefferson Drive at Chrysler Drive, and new life sciences uses are proposed to be concentrated between Willow Drive and University Avenue.

The map is intended to demonstrate the potential of what could be located in an area based upon the proposed land use designations. The size, types of uses, and look and feel of the future development will become part of the zoning and design standards to be formulated during the Spring and Summer of 2015.



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# COMMENT CARD

After reviewing the description of the Draft Preferred Alternative and its process, please tell us what you think. Your comments will be integrated into the presentation to City Council in April and will help develop the Final Preferred Alternative.

**What do you like about the Draft Preferred Alternative?**

**What would you change about the Draft Preferred Alternative?**

**What other comments do you have on the Draft Preferred Alternative?**