

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



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Housing Commission

Meeting

May 28, 2015



Meeting Overview



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- **Background on ConnectMenlo Process**
- **Housing Landscape**
- **Panel Discussion**
 - ▣ **Wayne Chen**
 - ▣ **Pilar Lorenzana-Campo**
 - ▣ **Daniel Saver**
 - ▣ **Libby Siefel**
- **Question & Answer Session**

City Council Project Objectives



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

Project Milestones



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- **Guiding Principles:** *complete*
- **EIR Maximum Potential Development “Alternative”:** **June 2015**
- **Draft Goals, Policies & Programs:** **Aug 2015**
- **Draft Zoning Changes:** **Aug 2015**
- **Fiscal Analysis & EIR:** **Sept 2015 – June 2016**
- **Final Adoption:** **July 2016**

Guiding Principles



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▣ *Citywide Equity*

Menlo Park neighborhoods are protected from unreasonable development and unreasonable cut-through traffic, share the benefits and impacts of local growth, and enjoy equal access to quality services, education, public open space, housing that complements local job opportunities with affordability that limits displacement of current residents, and convenient daily shopping such as grocery stores and pharmacies.

Draft Max. Potential Development



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- **Two distinct places: Jefferson & Willow**
- **Supports the Guiding Principles but will require programs to manage traffic and parking**
- **Allows new development in exchange for increased revenue & community amenities**
 - *~2M sq ft nonresidential beyond current General Plan*
 - *~4500 new housing units*
 - *~600 hotel rooms*
 - *~5000+ new jobs*



Housing Being Considered

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- **Strengthen market for full-service grocery and other retail uses**
- **Expanded ridership base for various types of transit**
- **Alleviate potential for additional commute traffic**
- **Potential locations:**
 - **~1500 units on Facebook East Campus**
 - **~2000 units in Willow Road Area**
 - **~1000 units in Jefferson Drive Area**

Community Amenities Survey



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- **194 online and paper surveys received**
- **Amenities list based on rankings from March 12 Workshop**
- **136 identified Belle Haven residents**
- **Will help City Council determine which community amenities happen first**

Overall Ranking Results



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Transit and Transportation Improvements
Sidewalks, lighting, and landscaping
Traffic-calming on neighborhood streets
Bike trails, paths or lanes
Dumbarton Rail
Innovative transportation solutions (i.e. personal rapid transit)
Bus service and amenities
Community-serving Retail
Grocery store
Restaurants
Pharmacy
Bank/ATM
Jobs and Training at M-2 Area Companies
Job opportunities for residents
Education and enrichment programs for young adults
Job training programs and education center
Paid internships and scholarships for young adults

Social Service Improvements
Education improvements in Belle Haven
Medical center
Library improvements at Belle Haven
High-Quality Affordable Housing
Senior service improvements
Add restroom at Onetta Harris Community Center
Pool House remodel in Belle Haven
Energy, Technology, and Utilities Infrastructure
Underground power lines
Incentives for private home energy upgrades, renewable energy, and water conservation
Telecommunications investment
Soundwalls adjacent to Highway 101
Park and Open Space Improvements
Tree planting
Bedwell Bayfront Park improvements
Community garden(s)
Dog park

Demographic Data Highlights



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		Belle Haven Neighborhood (Census Tract 6117)	Menlo Park (Citywide)
Population		5,647 (17%)	32,450
Household Size		3.99	2.52
Housing Units	Single-Family	1,051 (71.7%)	8,207 (62.3%)
	Multi-Family	415 (28.3%)	4,965 (37.7%)
Median Income		\$57,588	\$112,262
Population with Bachelor's Degree or Higher		18.4%	70.4%

Jobs/Housing Calculations



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- **Jobs per Households**
 - **Jobs = ~25,800**
 - **Households = ~12,500**
 - **Jobs Housing Ratio = 2.1**

- **Jobs per Employed Residents**
 - **Jobs = ~25,800**
 - **Employed Residents = ~15,700**
 - **Jobs Housing Ratio = 1.6**

Housing Affordability



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- **Area Median Income for San Mateo County based on Household Size – 2015 Levels**
 - **Single Person = \$72,100**
 - **Four Person = \$103,000**
- **General standard of 30% of Income for toward Housing**
- **Market Rents**
- **Affordability Gap**

Household Incomes

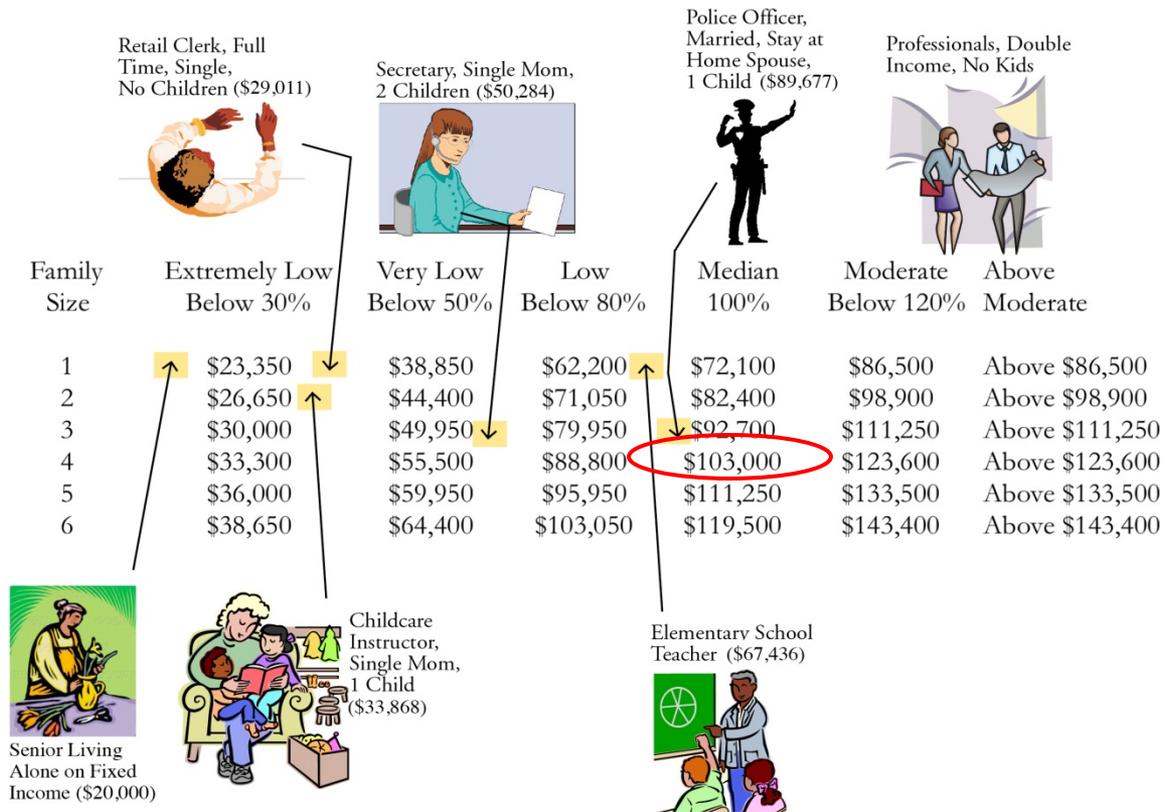


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City of Menlo Park and San Mateo County 2013 Household Incomes



Source: Official State Income Limits for 2013 (San Mateo County) as determined by the U.S. Department of Housing and Urban Development (HUD), adjusted for family size; the 2013 Area Median Income is \$103,000. Examples for the 2013 salaries are from California Employment Development Department for San Francisco, San Mateo, Redwood City (first quarter of 2013). Salary for a police officer is from the City of Menlo Park Memorandum of Understanding with the Menlo Park Police Officers' Association.



Summary of 2013 Rents

	Menlo Park		County	
	RealFacts	Craigslist	RealFacts	Craigslist
Studio	-	\$1,666	\$1,463	\$1,429
One Bedroom	\$2,495	\$2,202	\$2,004	\$1,990
Two Bedroom	\$2,725	\$3,202	\$2,285	\$2,660
Three Bedroom	\$4,177	\$5,537	\$3,400	\$3,758
Four Bedroom	-	\$7,065	-	\$6,418

Source: RealFacts Annual Trends Report, based on reporting from large apartment complexes, Craigslist Survey conducted in June and July 2013

Note: County Craigslist information derived from average of municipal sampling.



Ability to Pay for Rental Housing

	Annual Income	Maximum Affordable Monthly Rent	2012 Market Rent	Affordability Gap
Single Person				
Extremely Low Income	\$23,750	\$594	\$2,495	-\$1,901
Very Low Income	\$39,600	\$990	\$2,495	-\$1,505
Low Income	\$63,350	\$1,584	\$2,495	-\$911
Median Income	\$72,100	\$1,803	\$2,495	-\$693
Moderate Income	\$86,500	\$2,163	\$2,495	-\$333
Four Person				
Extremely Low Income	\$33,950	\$849	\$4,177	-\$3,328
Very Low Income	\$56,550	\$1,414	\$4,177	-\$2,763
Low Income	\$90,500	\$2,263	\$4,177	-\$1,915
Median Income	\$103,000	\$2,575	\$4,177	-\$1,602
Moderate Income	\$123,600	\$3,090	\$4,177	-\$1,087

Source: Baird + Driskell Community Planning; RealFacts (2013)

Note: Estimates based upon upper end of income bracket. Single person analysis based upon 1 bedroom 1 bath unit, four-person estimate is based on 3 bedroom 2 bath unit. Ability to pay is based upon 30% of income devoted to housing.



Housing Strategies

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- **Zoning/Density Bonuses**
 - ▣ Recent density increases
 - ▣ State Density Bonus Law
 - ▣ Affordable Housing Overlay Zone
- **Below Market Rate (BMR) Program/
Affordable Housing Nexus Fee Study**
 - ▣ Inclusionary Requirements - On-Site Units
 - ▣ Linkage Fees: Notice of Funding Availability (NOFA)

M-2 Area Development



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MENLO PARK

MULTI-FAMILY RESIDENTIAL & OFFICE DEVELOPMENT IN THE M-2 AREA

1 **3639 HAVEN AVENUE**
St. Anton Partners
394 Apartments
Anticipated Completion: Spring 2016

2

3 **MENLO GATEWAY**
Bohannon Development Company
694,669 SF Office /
230 Room Hotel

4

5 **777 HAMILTON AVENUE**
Greenheart Land Company
195 Apartments
Anticipated Completion: Spring 2016

6 **1200 BLOCK OF WILLOW ROAD**
MidPen Housing
90 Units Senior Housing

3645 HAVEN AVENUE
Greystar
146 Apartments
Anticipated Completion: Spring 2016

151 COMMONWEALTH DRIVE
The Sobrato Organization
259,920 SF Office
Anticipated Completion: 2016

Map labels: MARSH RD, BAYFRONT EXPY, US HIGHWAY 101, WILLOW RD

Next Steps



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- **Transportation and Bicycle Commissions – June 1**
- **General Plan Advisory Committee (GPAC) – June 3**
- **Planning Commission review of Draft NOP – June 8**
- **Council consideration of NOP – June 16**
- **NOP Comment Period – June 18-July 20**
- **GPAC 7: Draft goals, policies, programs – June 25**
- **GPAC 8: Draft Land Use & Circulation Elements – July 23**
- **Community Workshop: Draft LU & Circ Elements – Aug 13**
- **Planning Comm review of Draft GP Elements & Zoning – Aug 24**
- **Council consideration of GP Elements & Zoning – Sept 8**
- **EIR Scoping Session – Sept 21**

For More Information



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- Visit: www.menlopark.org/connectmenlo
- Download App at: connectmenlo2go.com
- Contact: Deanna Chow
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Thank You!