EL CAMINO REAL/DOWNTOWN VISION PLAN

Workshop # 2: El Camino Real

City of Menlo Park | *April 3, 2008*

AGENDA

- Background Discussion
- Small Group Discussion
  - Vision
  - Design Alternatives
  - Focus on El Camino Real
- Reports Back from Small Groups

COMMUNITY WORKSHOPS

- Issues and Concerns—March 6th
- **Vision and Design Alternatives: El Camino Real—Today**
- Vision and Design Alternatives: Downtown—May 1st
- Draft Vision and Concept Plan: Planning Commission Workshop—May 19th

CITY OF MENLO PARK

EL CAMINO REAL/
DOWNTOWN VISION PLAN

COMMUNITY WORKSHOP #2

Thursday, April 3, 2008
7:00 p.m-9:00 p.m
Recreation Center Ballroom
701 Laurel Street, Menlo Park

You are invited to share your thoughts on the future of the El Camino Real and Downtown areas of Menlo Park! Workshop participants will hear about and provide feedback on a range of alternatives for the Study Area.

For more information:
Contact Thomas Rogers at
(650) 330-6722, or
THRogers@menlopark.org

Project Website: *http://www.menlopark.org/projects/comdev_ecrdowntown.htm*

AVAILABLE INFORMATION

- Walking Tour Summary of Comments
- Stakeholder Interviews Summary
- Menlo Park Survey Summary of Comments
- Community Workshop #1 Comments
- Community Workshop #1 Summary of Responses to "What improvement would you like to see?"

INPUT SO FAR

- Oversight and Outreach Committee
  - Meetings #1 & 2
  - Mobile Tour
- Stakeholder Interviews
- Walking Tours
- Two Community Surveys
  - Initial Survey: ~600 responses
  - Follow-up Survey: ~2000 responses
- Community Workshop #1

STAKEHOLDER INTERVIEWS

- City Staff
- Schools, Churches & Seniors
- Architects & Developers
- Property Owners/Managers
- Business Owners
- Former City Council Members
- Residents
- Applicants for Oversight & Outreach Committee

WALKING TOURS—EL CAMINO REAL NORTH

- Plant more trees
- Improve bike/pedestrian environment and safety
- Orient storefronts toward El Camino
- Use land efficiently
- Ensure attractive buildings and signage
- Limit number of access driveways

WALKING TOURS—EL CAMINO REAL SOUTH

- Place parking under buildings
- Plant more trees
- Recreation, housing, hotels, and/or retail on empty car dealer lots
- Balance pedestrian and vehicular needs
- Improve quality and visibility of businesses and signage
- Businesses should not compete with Downtown

WALKING TOURS—DOWNTOWN

- Safety for and coordination among all transportation modes
- Improve access across tracks to Alma
- New retail, office and/or housing for station area
- Consistent and attractive storefronts in Downtown
- Parking plazas more pedestrian friendly
- Consolidate parking in structure or underground
- More open spaces/plazas

WALKING TOURS—DOWNTOWN

- Multi-story buildings with housing to support retail
- Nighttime businesses/nightlife
- Improve Santa Cruz Avenue streetscape
- More consistent signage, but still allow for flexibility
- Preserve scale and uses on north side of Oak Grove and south side of Menlo Avenue

COMMUNITY SURVEY

- 40% live in the Study Area
- 90% visit Downtown daily or weekly
- Nearly 70% visit El Camino Real daily or weekly
- Specialty retail and restaurants rated highest for Downtown
- Mixed-use rated highest for El Camino Real

Help Imagine Menlo Park's Future

In October 2007, the City conducted an initial survey to gain a better understanding of the community's desires for El Camino Real and Downtown. We received over 500 responses! Thanks to those who participated! This survey follows up with some more focused questions, and will be used to help structure the Community Workshops and associated visioning activities. Please refer to the enclosed newsletter for more information about the Vision Plan process and to see the portions of Menlo Park that are included in the Study Area.

1. Do you live, work, own property or own a business in the Study Area?
   (Please circle all that apply)

2. How often do you visit Downtown Menlo Park?
   Daily Weekly Once a Month Infrequently (circle one)

   How often do you visit establishments on El Camino Real?
   Daily Weekly Once a Month Infrequently (circle one)

3. Of the following business types, which do you think are needed most in Downtown Menlo Park?
   (rank the following, with 1 being the highest rank)
   specialty stores__ restaurants__ nightlife__ mixed-use*__ others _____

   Of the following business types, which do you think are needed most on El Camino Real?
   (rank the following, with 1 being the highest rank)
   specialty stores__ restaurants__ nightlife__ mixed-use*__ others _____

   **Mixed-use development is defined as the combination of two or more uses within one structure. For example, a two-story building with a retail use on the ground floor and a residential or office use on the second floor is classified as mixed-use.*

4. Please indicate the extent to which you agree with the following statement:
   More homes, including condominiums and apartments, are needed in Downtown Menlo Park.
   strongly agree agree neutral disagree strongly disagree (circle one)

   More homes, including condominiums and apartments, are needed on El Camino Real.
   strongly agree agree neutral disagree strongly disagree (circle one)

For the following issues, please rate the level of importance to you.

5. Bike/pedestrian crossing of El Camino Real
   very important important neutral unimportant very unimportant (circle one)

6. Bike/pedestrian crossing of Caltrain tracks
   very important important neutral unimportant very unimportant (circle one)

7. Improved traffic flow on El Camino Real
   very important important neutral unimportant very unimportant (circle one)

8. Increased parking Downtown
   very important important neutral unimportant very unimportant (circle one)

Additional Comments/Clarification

COMMUNITY SURVEY

- Highest average ranking
  - Bike/pedestrian crossing of El Camino Real
  - Traffic flow on El Camino
- 2nd highest rankings
  - Bike/pedestrian crossing of Caltrain
  - Increased parking Downtown
- 3rd highest rankings
  - Housing on El Camino Real
  - Housing in Downtown Menlo Park

COMMUNITY WORKSHOP #1

- Pedestrian and bicycle improvements and facilities
- Density to support new public amenities
- Underground Caltrain and/or El Camino
- Expand housing opportunities
- Preserve and encourage a diverse group of businesses
- Expand open space in Downtown

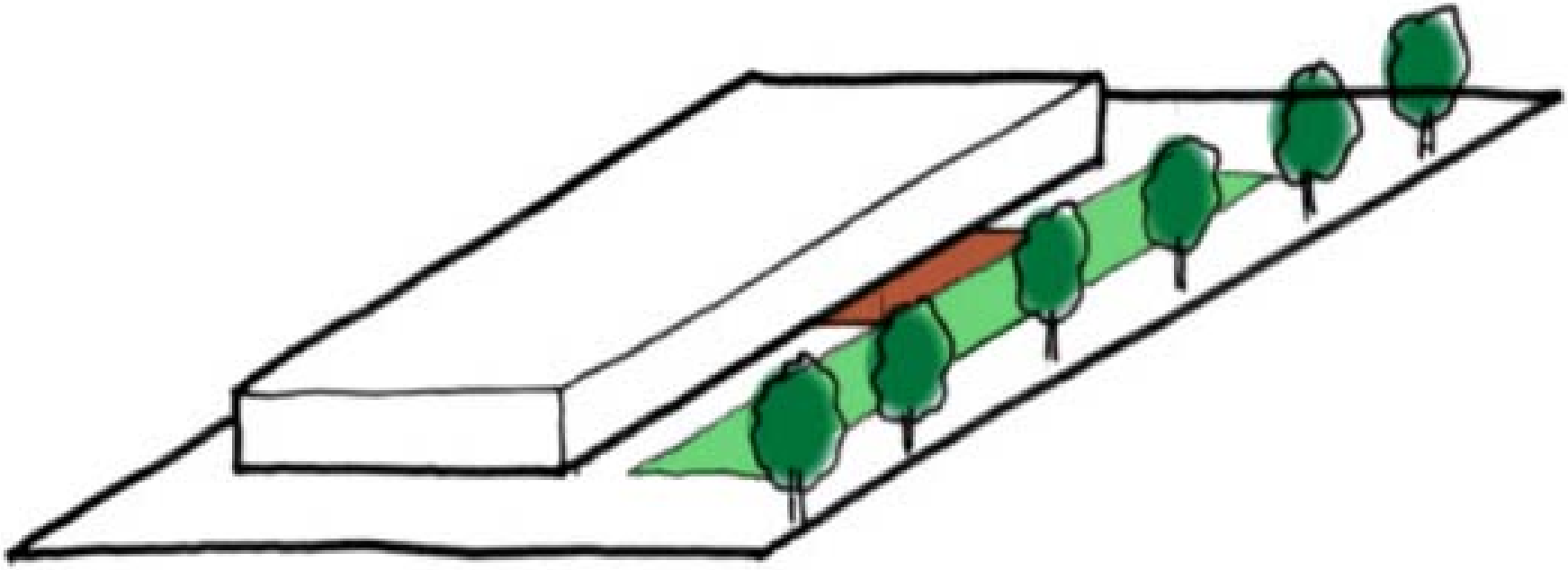
COMMUNITY WORKSHOP #1

- Encourage high-quality and variety in new buildings
- Plant more trees
- Consolidate parking in a structure or underground
- More nightlife and nighttime businesses
- Improve traffic on El Camino

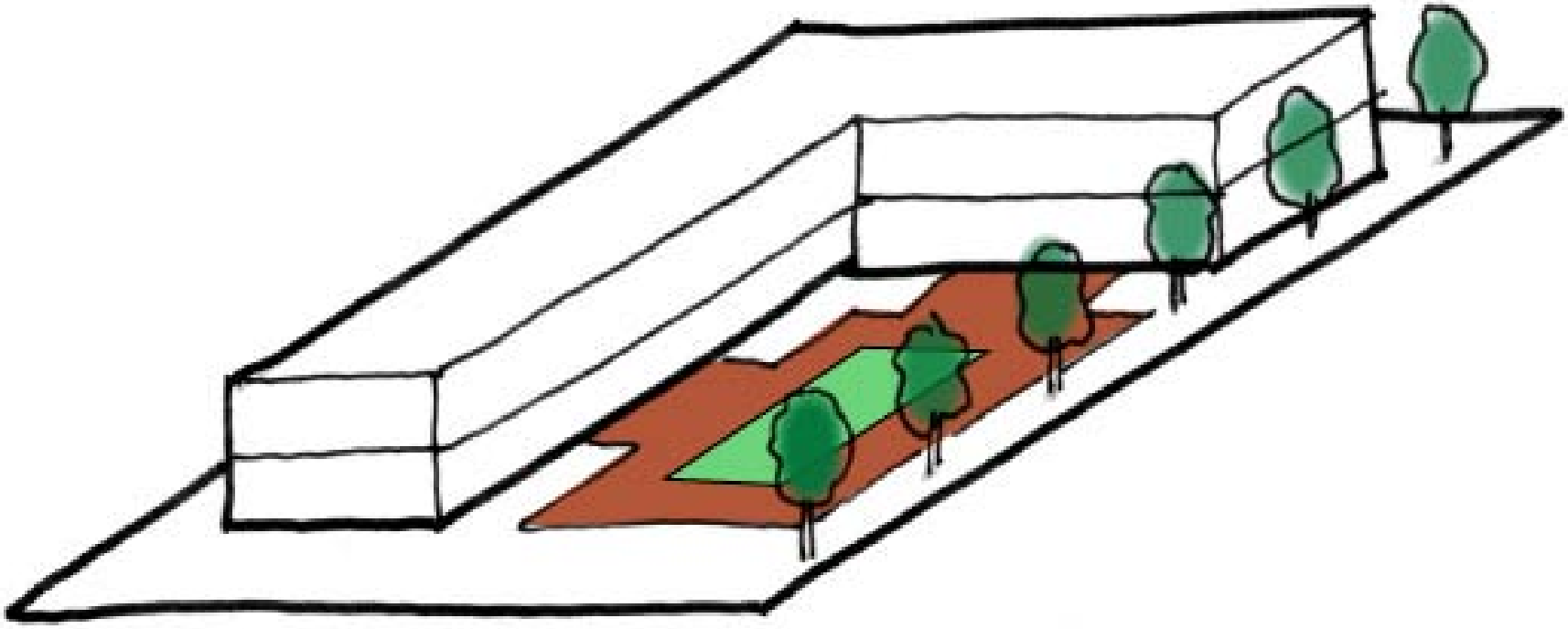
DEVELOPMENT AND PUBLIC AMENITY

- Higher intensity development provides value for developers.
- City can trade higher intensity for amenities
  - Parks and playing fields
  - Plazas
  - Parking structures
  - Sidewalk improvements
  - Street trees

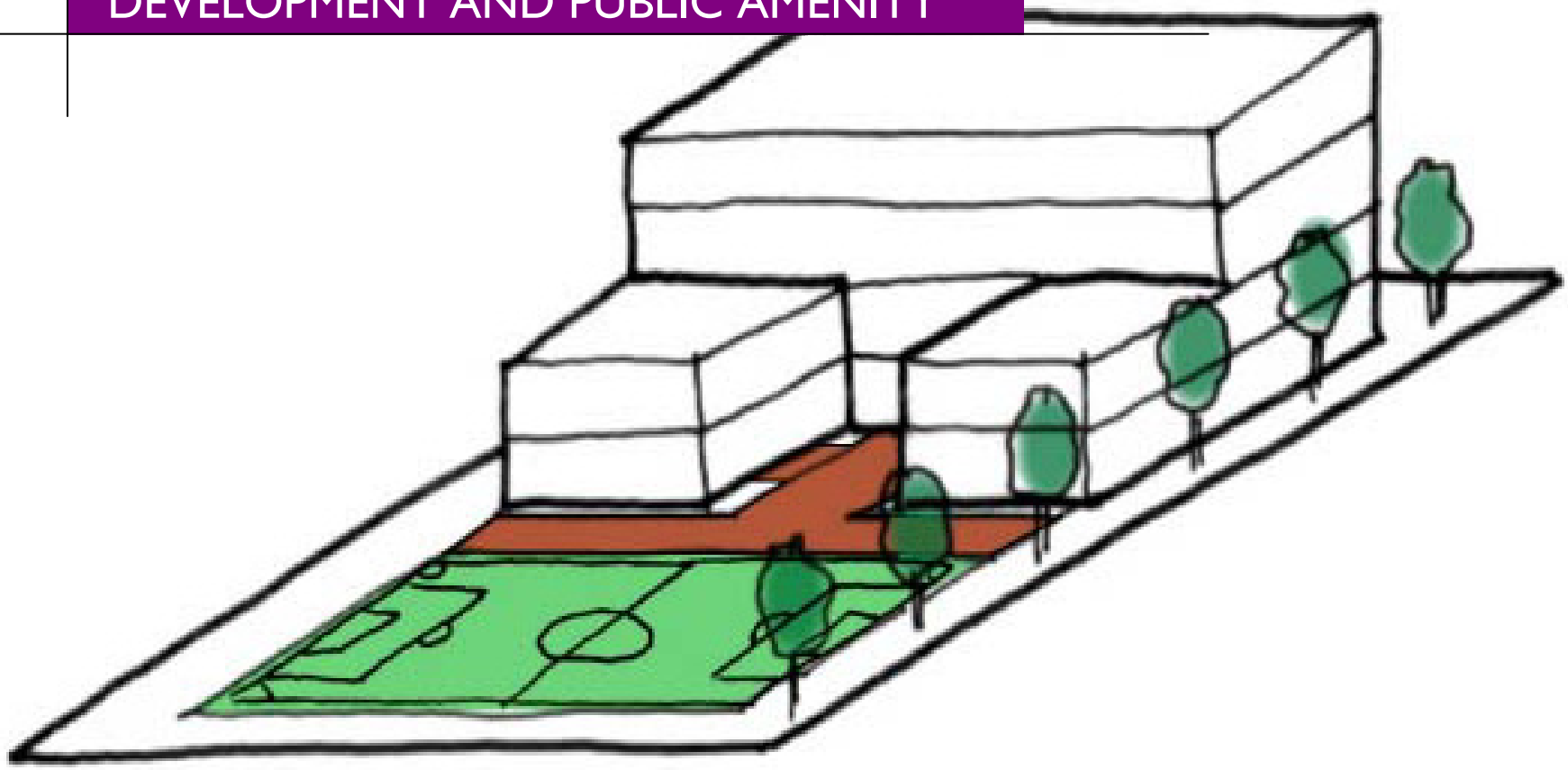
DEVELOPMENT AND PUBLIC AMENITY



DEVELOPMENT AND PUBLIC AMENITY



DEVELOPMENT AND PUBLIC AMENITY



DEVELOPMENT AND PUBLIC AMENITY

- Amenities can be funded in other ways:
  - City investments
  - Metered parking
  - Benefit assessment district
  - Competitive grant funding programs
  - Tax program

POSSIBLE LAND USES ALONG EL CAMINO REAL

- Multi-Family Residential
- Mixed-Use: Retail/Residential
- Office
- Mixed-Use: Retail/Office
- Hotel
- Parks/Play Fields

MULTI-FAMILY RESIDENTIAL

Burlingame

City of Menlo Park

MULTI-FAMILY RESIDENTIAL

San Mateo

City of Menlo Park

MULTI-FAMILY RESIDENTIAL

San Mateo

City of Menlo Park

MULTI-FAMILY RESIDENTIAL

Palo Alto

City of Menlo Park

MULTI-FAMILY RESIDENTIAL

Burlingame

City of Menlo Park

MULTI-FAMILY RESIDENTIAL

Graphic Rendering from Chino, CA

Traffic	Lowest number of daily trips, spread over the day
School Population	Highest impact—but lower than single-family residential
Community Services (fire/police)	Highest impact
Tax Revenue for City	Lowest revenue generation rate

RETAIL

Belmont

City of Menlo Park

Traffic	Highest number of daily trips, more concentrated at pm peak
School Population	No impact
Community Services (fire/police)	Low impact
Tax Revenue for City	Medium tax generator; higher than office

MIXED-USE: RETAIL/RESIDENTIAL

San Mateo

City of Menlo Park

MIXED-USE: RETAIL/RESIDENTIAL

Redwood City

City of Menlo Park

MIXED-USE: RETAIL/RESIDENTIAL

Graphic Rendering from Chino, CA

MIXED-USE: RETAIL/RESIDENTIAL

Graphic Rendering from Chino, CA

Traffic	Lower impact than only retail, but pm peaks because of retail. Some trips diverted because residents can shop close to home.
School Population	Lower impact than residential-only
Community Services (fire/police)	Lower impact than residential-only
Tax Revenue for City	Low tax generator

Mountain View

City of Menlo Park

OFFICE

Mountain View

City of Menlo Park

OFFICE

Mountain View

City of Menlo Park

Traffic	Low number of daily trips, higher number of trips at am/pm peaks
School Population	No impact
Community Services (fire/police)	Low impact
Tax Revenue for City	Low to medium tax generator; higher than residential

MIXED-USE: RETAIL/OFFICE

Palo Alto

City of Menlo Park

MIXED-USE: RETAIL/OFFICE

MIXED-USE: RETAIL/OFFICE

Palo Alto

City of Menlo Park

MIXED-USE: RETAIL/OFFICE

Palo Alto

City of Menlo Park

Traffic	Lower impact than retail only, am and pm peaks because of retail and office
School Population	No impact
Community Services (fire/police)	Medium impact
Tax Revenue for City	Medium tax generator; higher than residential

HOTEL

Traffic	Low number of daily trips, with more trips than office, BUT spread out over the day
School Population	No impact
Community Services (fire/police)	Low impact
Tax Revenue for City	Highest tax generator

PARKS/PLAY FIELDS

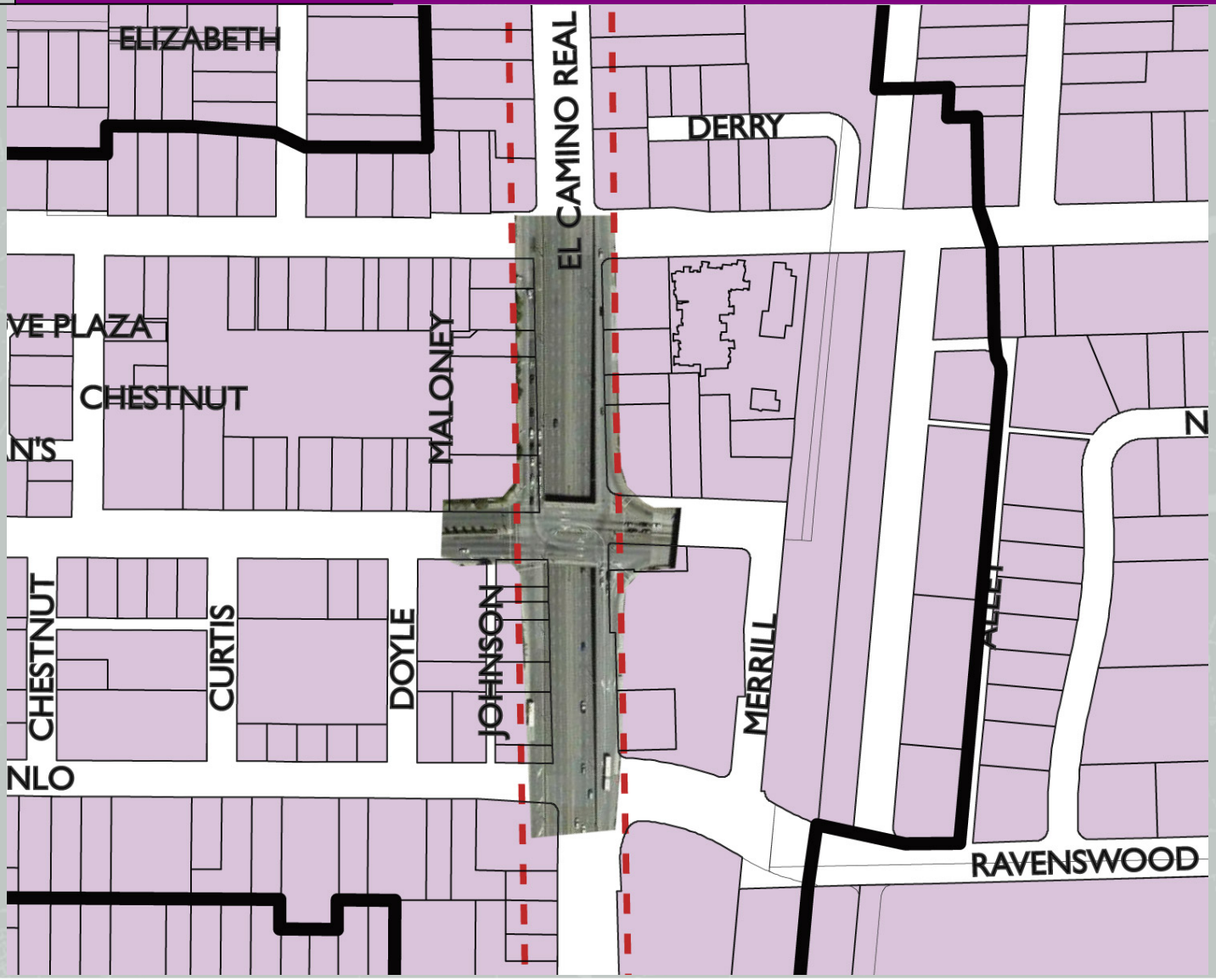
Palo Alto

City of Menlo Park

CIRCULATION

- Wider Sidewalks
- Modify El Camino to Consistent 2 or 3 Lanes
- Comprehensive East-West Circulation
- Alma Connection across San Francisquito Creek

TRENCH OR UNDERGROUND EL CAMINO REAL / CALTRAIN



SMALL GROUP DISCUSSION

- Selection of Notetaker
- Discuss a Vision for El Camino
- Review Concepts for Future of El Camino Real
- Develop a Consensus Conceptual Map to Reflect the Vision for El Camino Real
- Report back

EL CAMINO REAL/DOWNTOWN VISION PLAN

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