

EL CAMINO REAL/DOWNTOWN VISION PLAN

Workshop #1: Issues and Opportunities

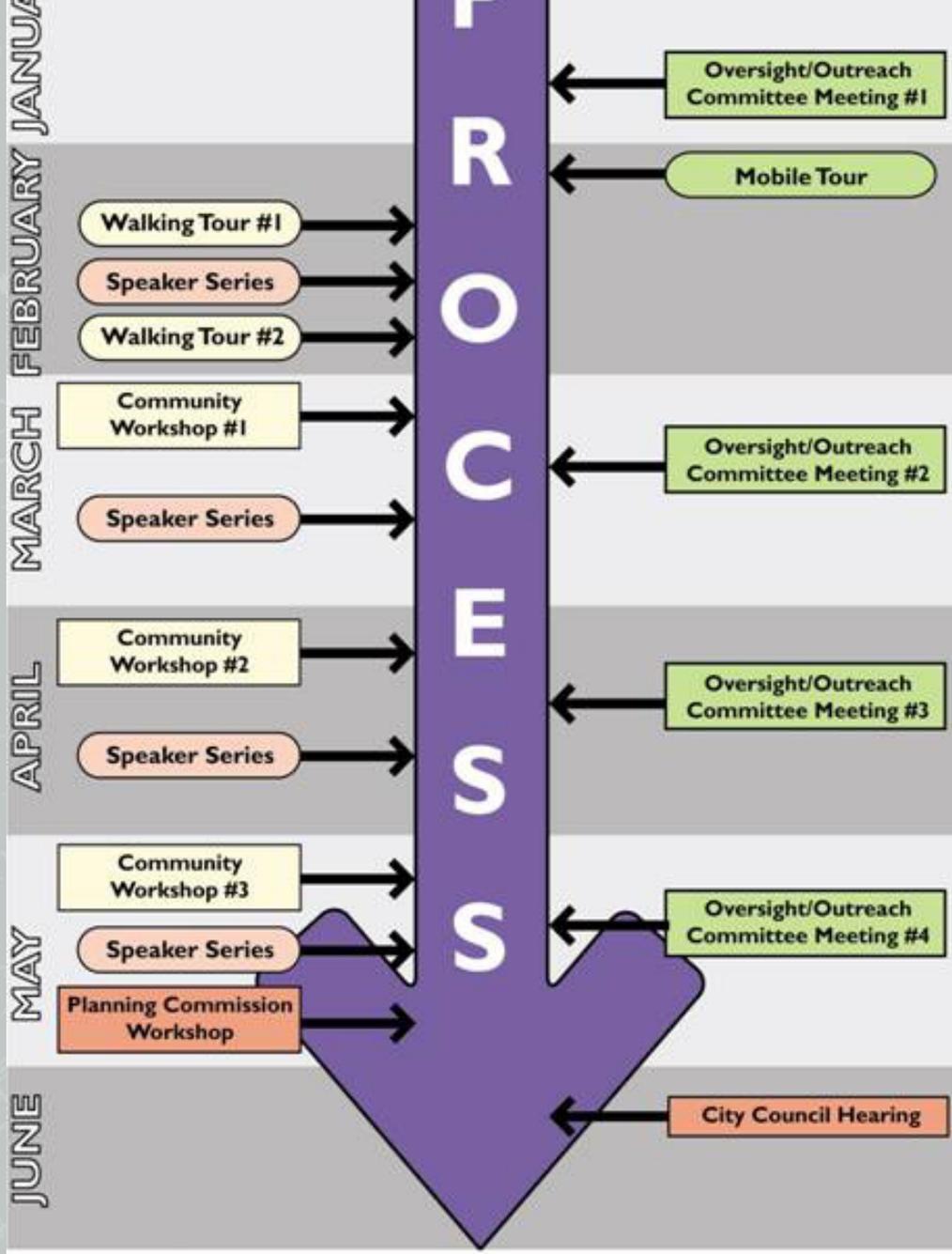


AGENDA

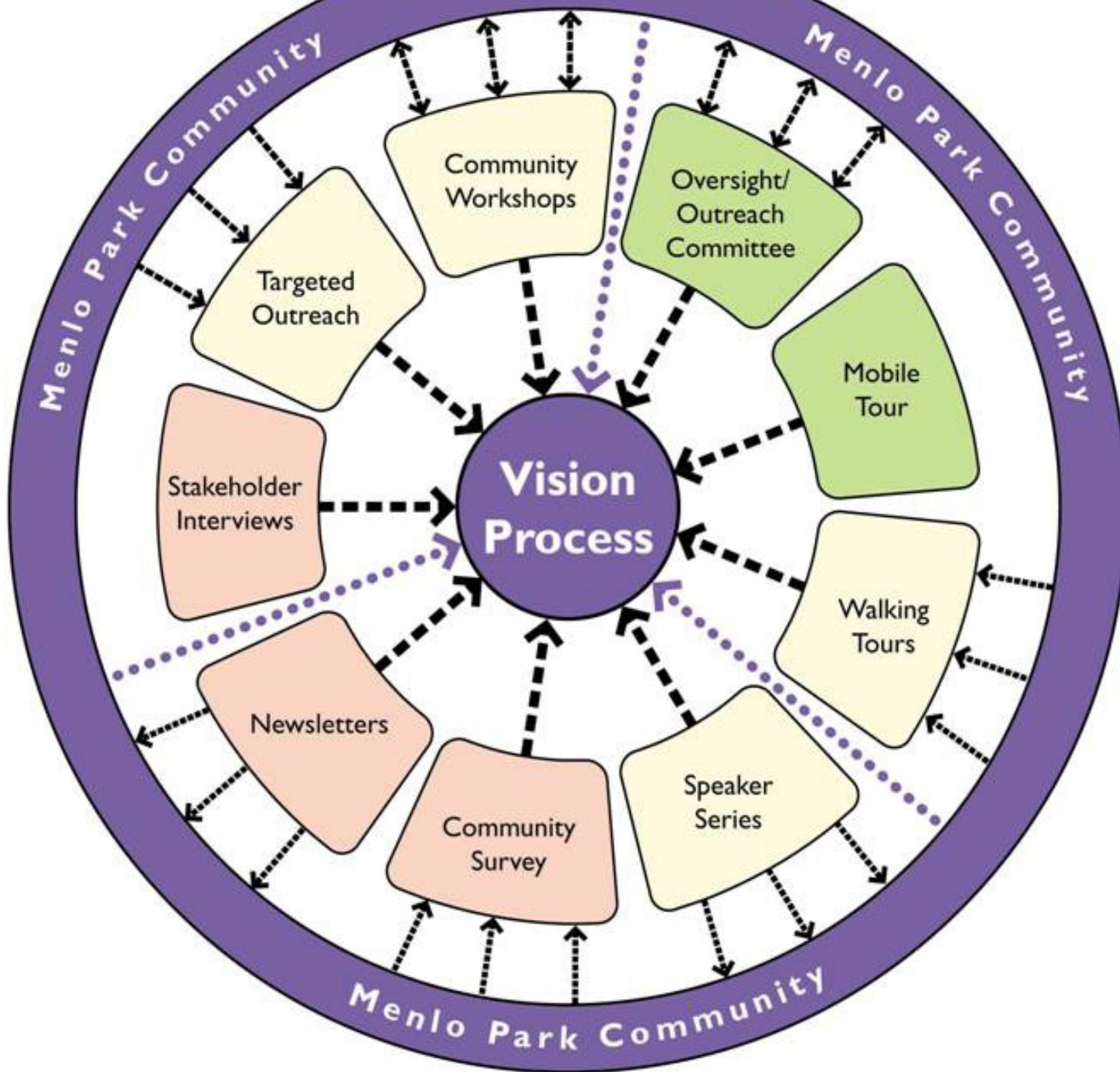
- ◆ Overview of Vision Process
- ◆ Discussion of Vision Process
- ◆ Issues and Opportunities
- ◆ Discussion/Identification of Additional Issues and Opportunities

PURPOSE OF THE VISION PLAN PROCESS

- ◆ Examine a Range of Alternative Concepts
- ◆ Determine a Feasible Future
- ◆ Identify Opportunities for Economic Revitalization
- ◆ Create a Comprehensive Vision for the Study Area
- ◆ Determine and Recommend *Next Steps*



VISION PLAN



COMMUNITY WORKSHOPS

- ◆ Issues and Opportunities—Today
- ◆ Alternative Future Visions—April 3rd
- ◆ A Draft Vision—May 1st
- ◆ Planning Commission Review—May 19th



EL CAMINO REAL/ DOWNTOWN VISION PLAN

COMMUNITY WORKSHOP #1

Thursday, March 6, 2008

7:00 p.m-9:00 p.m

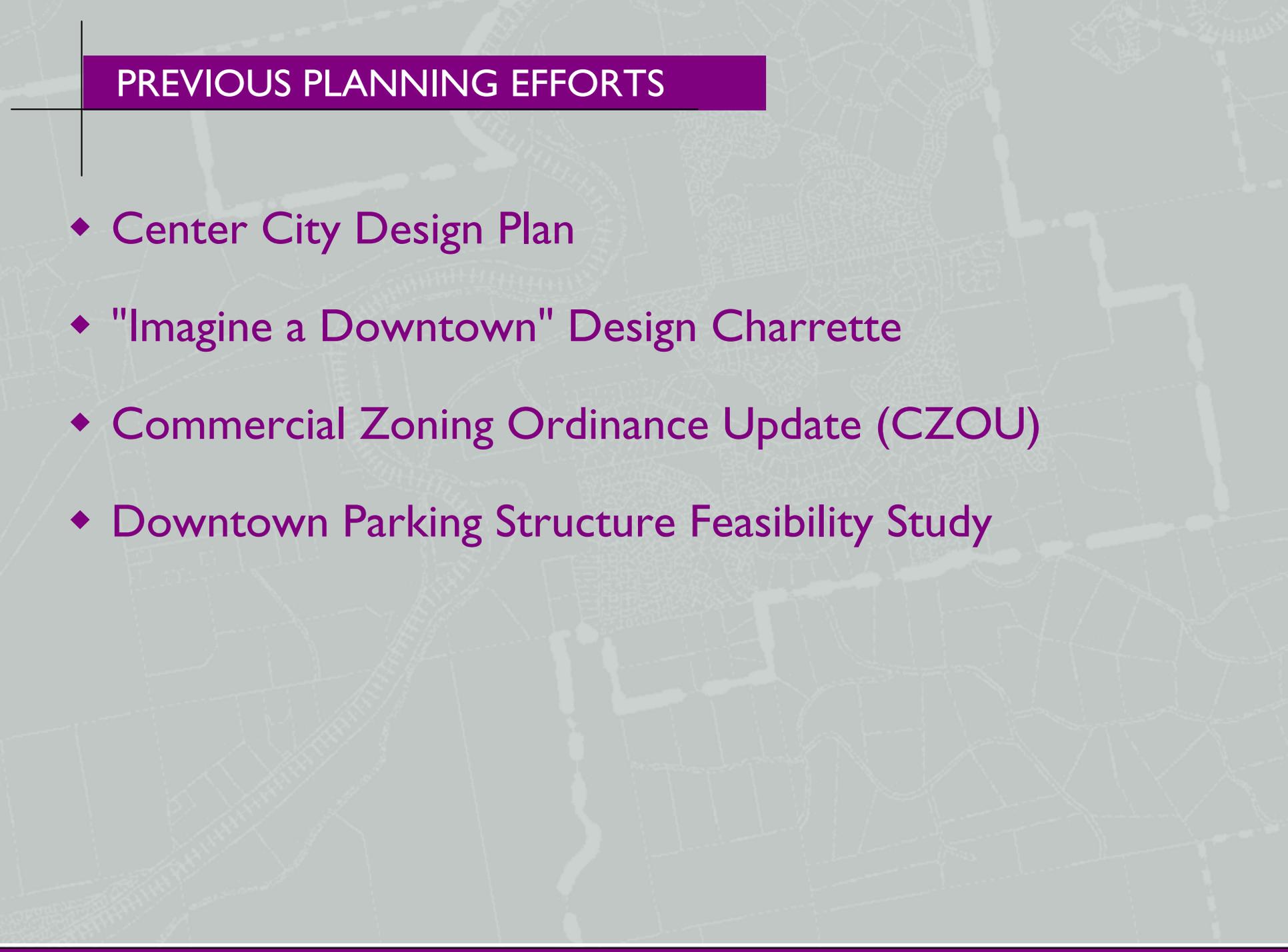
Recreation Center Ballroom
701 Laurel Street, Menlo Park

You are invited to share your thoughts on the future of the El Camino Real and Downtown areas of Menlo Park! As part of the El Camino Real/Downtown Vision Plan, this workshop will provide an opportunity for community members to voice their opinions, concerns, goals and vision for the future of these important commercial areas of Menlo Park, as well as a chance to learn about and discuss the results of earlier public walking tours and surveys.

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

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





PREVIOUS PLANNING EFFORTS

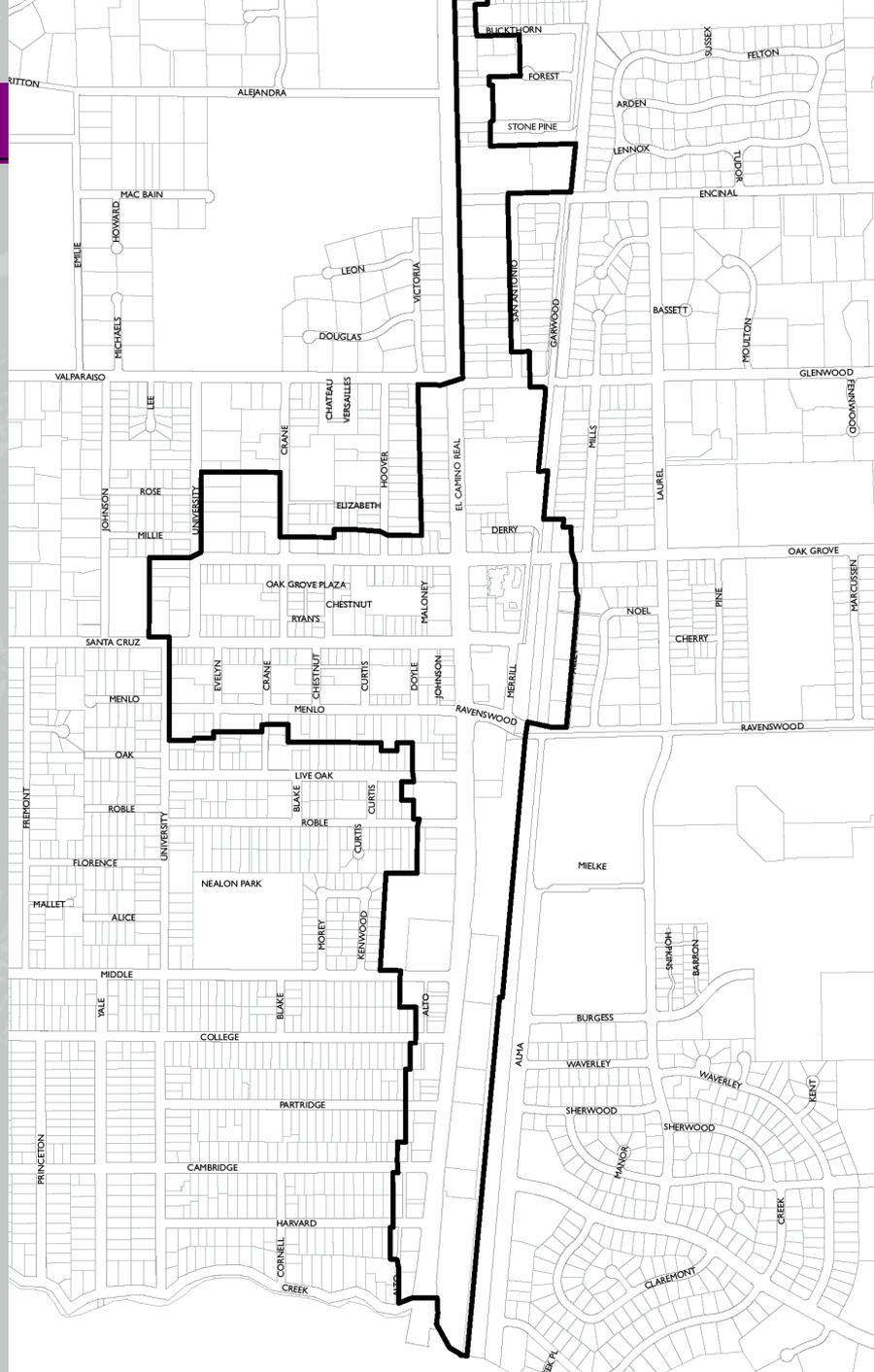
- ◆ Center City Design Plan
- ◆ "Imagine a Downtown" Design Charrette
- ◆ Commercial Zoning Ordinance Update (CZOU)
- ◆ Downtown Parking Structure Feasibility Study

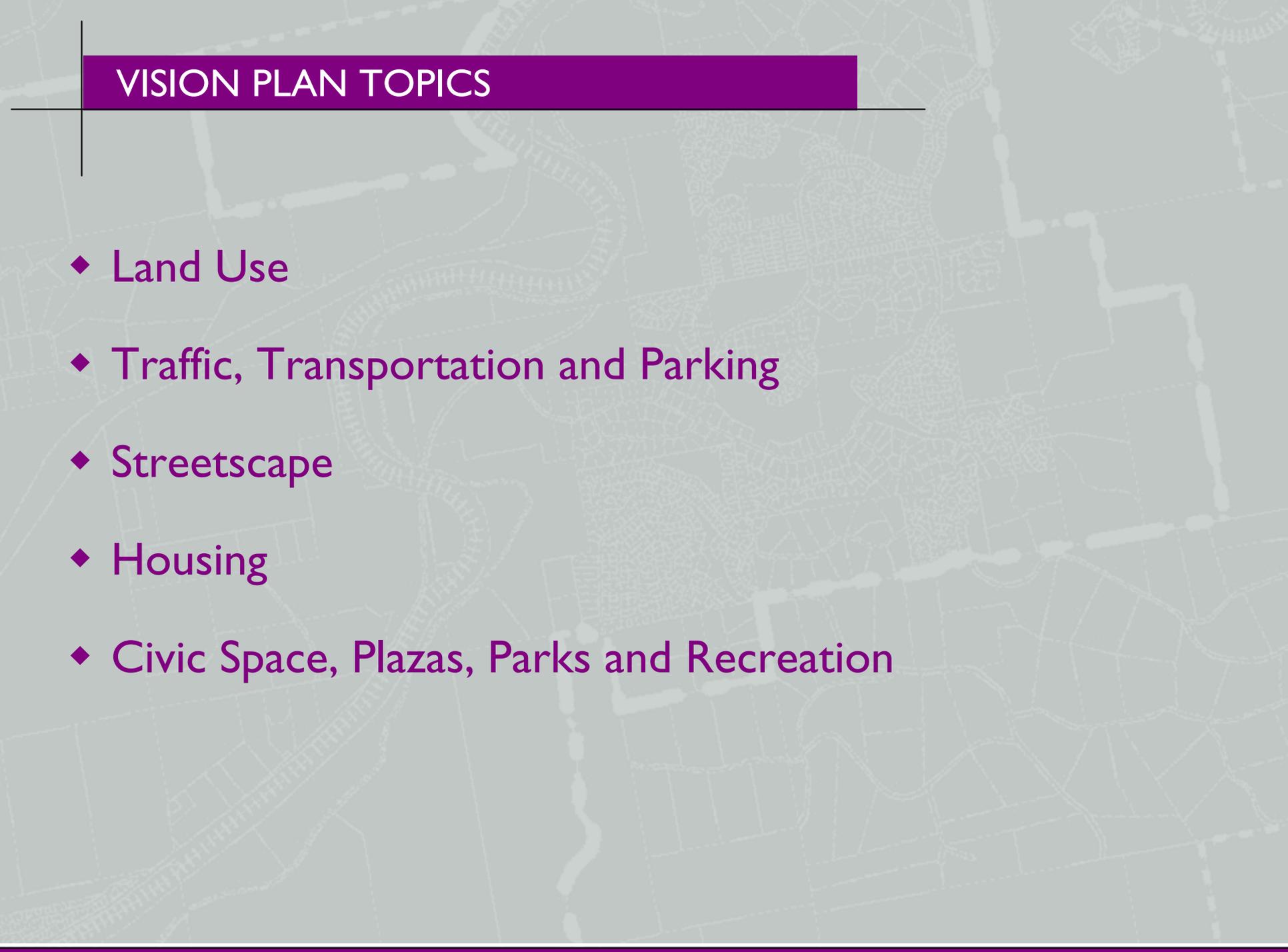
INPUT SO FAR

- ◆ Oversight and Outreach Committee
 - Meeting #1
 - Mobile Tour
- ◆ Stakeholder Interviews
- ◆ Walking Tours
- ◆ Two Community Surveys
 - Initial Survey: ~600 responses
 - Follow-up Survey: ~1800 responses



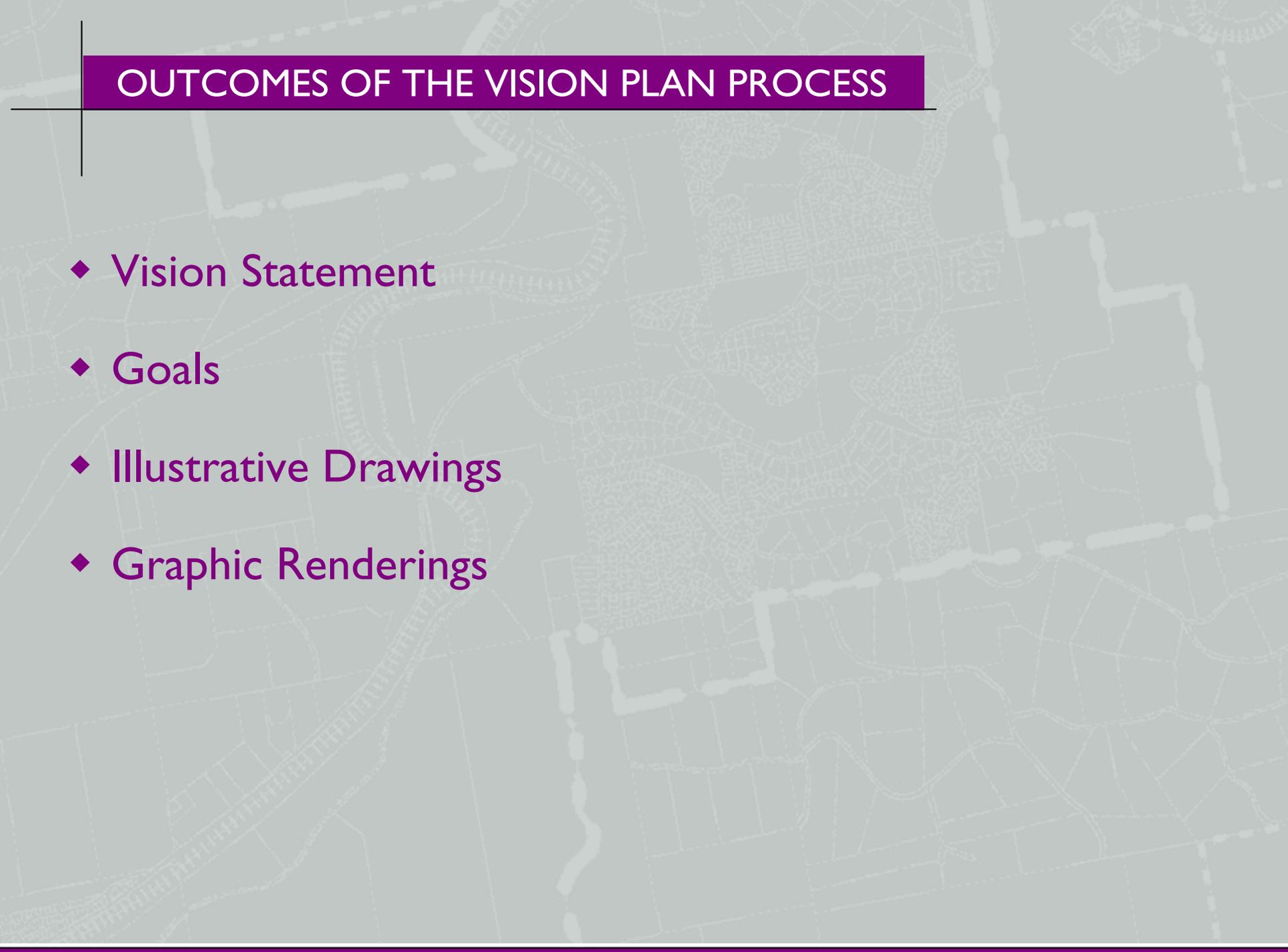
PLAN AREA





VISION PLAN TOPICS

- ◆ Land Use
- ◆ Traffic, Transportation and Parking
- ◆ Streetscape
- ◆ Housing
- ◆ Civic Space, Plazas, Parks and Recreation

The background of the slide is a light gray map of a city, showing a grid of streets and various urban features. A prominent purple horizontal bar at the top contains the title text. To the left of the map, there is a vertical black line that intersects the purple bar. Below the bar, a list of four items is presented, each preceded by a purple diamond symbol.

OUTCOMES OF THE VISION PLAN PROCESS

- ◆ Vision Statement
- ◆ Goals
- ◆ Illustrative Drawings
- ◆ Graphic Renderings

SAMPLE VISION STATEMENT AND GOALS

Irvington will be a walkable neighborhood with shopping and dining opportunities available to both local residents and the larger community. The heart of Irvington is the Five Corners. The historic character, commercial opportunities and pedestrian scale of the Five Corners area will provide the impetus for future development throughout **Irvington**....

Goal 1: Develop an identity for Irvington that reflects Irvington's history and distinguishes it from other Fremont districts.

Goal 7: Minimize the impact of vehicular through-traffic to the degree feasible while meeting circulation needs.





POSITIONAL vs. INTEREST-BASED APPROACH

Positional

- ◆ Positions, postures, demands and wants get in the way of reaching an agreement
- ◆ Typically mutually exclusive, with losers and winners
- ◆ Relationships between parties have low value

Interest-Based

- ◆ Interests, needs
- ◆ Interests are interdependent
- ◆ Issues are not a strict “fixed sum”
- ◆ Relationships are valued

The background of the slide is a light gray map of a city area, showing streets, parks, and other urban features. A purple title bar is positioned at the top left, containing the text 'KEY ISSUES AND OPPORTUNITIES'. Below the title bar, a list of five key issues is presented, each preceded by a purple diamond symbol. The list items are: 'Traffic, Transportation and Parking', 'Economic Development', 'Open Spaces, Parks and Other Public/Recreation Spaces', 'Housing', and 'Re-use on El Camino Real'.

KEY ISSUES AND OPPORTUNITIES

- ◆ Traffic, Transportation and Parking
- ◆ Economic Development
- ◆ Open Spaces, Parks and Other Public/Recreation Spaces
- ◆ Housing
- ◆ Re-use on El Camino Real

TRAFFIC, TRANSPORTATION AND PARKING

- ◆ Pedestrian crossing of El Camino Real
- ◆ Auto/pedestrian/bicycle crossing of Caltrain tracks
- ◆ Bicycle lanes/facilities
- ◆ Adequacy of sidewalks
- ◆ Parking on El Camino Real
- ◆ Downtown parking plazas—possibility of structures
- ◆ Vehicular access to retail on El Camino Real
- ◆ High-Speed rail

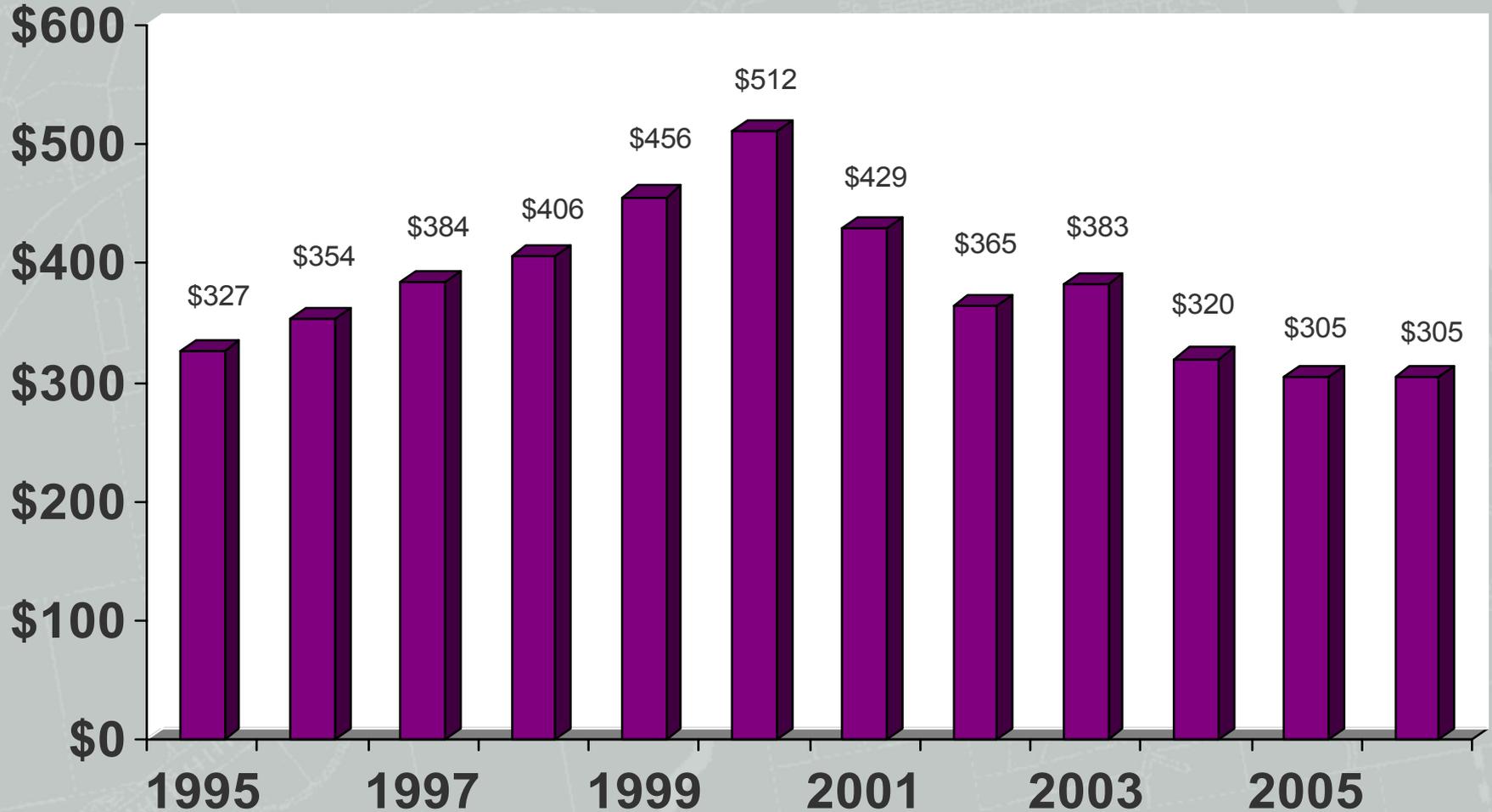
ECONOMIC DEVELOPMENT

- ◆ Appropriate land uses on El Camino Real
- ◆ Appropriate land uses in Downtown
- ◆ Uses that will generate revenue for the City



RETAIL STORE SALES IN MENLO PARK

In Millions of Dollars



OPEN SPACES, PARKS AND OTHER PUBLIC/RECREATION SPACES

- ◆ Regulation-size soccer fields (for teens and adults)
- ◆ Availability of public parks/plazas
 - Similar to plaza in front of Kepler's
 - Increasing parks/plazas as development takes place



HOUSING

- ◆ Housing near transit/transportation corridors
- ◆ Multi-family and mixed-use housing (ownership and rental)
- ◆ Affordability to a range of incomes
- ◆ Housing types and design



REUSE ON EL CAMINO REAL

- ◆ Reuse of vacant lots
- ◆ Appropriate/viable uses, including:
 - Housing
 - Retail
 - Office
 - Hotel/Conference Facilities
 - Mixed-Use
 - Parks
 - Playing Fields



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