CITY OF MENLO PARK

STAFF REPORT

Planning Commission
Meeting Date: **9/21/2015**
Staff Report Number: **15-015-PC**

Study Session: **General Plan and Bayfront Area (M-2 Area) Zoning Update Environmental Impact Report Scoping and Study Session**

Recommendation

Staff recommends that the Planning Commission conduct a scoping session for the environmental impact report (EIR) and a study session on the General Plan (Land Use and Circulation Elements) and Bayfront Area (M-2 Area) Zoning Update. The Planning Commission should open the discussion for public comment and provide input to staff on each item. No formal action is required, but comments will be transmitted to the City Council for their review and consideration at its upcoming meeting October 6, 2015.

Policy Issues

The General Plan and M-2 Zoning update process will consider a number of policy issues. The General Plan, itself, is a policy document that will serve as the blueprint for future development in the City. The goals, policies and programs established in the Land Use and Circulation Elements are intended to identify where development is appropriate, the type of land uses that would be permitted, and how development and infrastructure improvements would occur in the City. The General Plan goals, policies and programs should support the aspirations of the Guiding Principles and reinforce the community's values and vision for what the City can be.

As part of the process, an EIR is being prepared. The EIR will inform the public and decision-makers of the potential impacts as a result of the proposed changes. The Council may need to consider whether the proposed changes outweigh the environmental impacts or whether a project alternative, which could result in less impacts, but potentially meeting less of the objectives, is preferable.

Background

The General Plan serves as the City's comprehensive and long range guide to land use and infrastructure development in the City, and is required by State law. Since Summer 2014, the City has embarked on the General Plan update process known as ConnectMenlo.

Thus far, approximately 50 meetings, events and activities related to ConnectMenlo have occurred to help educate and inform, share ideas, and gather input on the potential changes in the current M-2 Area, now referred to as the Bayfront Area, of the City and overall citywide circulation. A schedule of ConnectMenlo events and activities is included as Attachment A. Members of the community, property owners and other interested parties from varying organizations have been involved, and broad community outreach continues to be a key aspect of the process. The General Plan Advisory Committee (GPAC), comprised of Council, Commission and community representatives has also played an important role in helping guide the process.

The Planning Commission and City Council have already provided key input into the acceptance of the Guiding Principles in December 2014 and the release of the Notice of Preparation (NOP), which described the maximum potential development that could occur in the Bayfront Area in June 2015.

Over the past three months, staff has been focused on drafting and fine-tuning the goals, policies and programs of the Land Use and Circulation Elements and has begun creating the Bayfront Area zoning districts. During this time, the ConnectMenlo team conducted a number of meetings and community events to engage with the GPAC and community to focus on these items. Three GPAC meetings and two open houses were conducted between the end of June and mid-September 2015. The common themes raised at these meetings were housing, traffic, community amenities, emergency services, and sustainability and resiliency. The meetings and events are summarized in Attachments B-F. Additional information related to these items, including presentations and handouts, is available for review on the ConnectMenlo webpage at www.menlopark.org/connectmenlo.

Analysis

EIR Scoping Session

An EIR is being prepared, and is used to help inform the public and decision-makers of the potential environmental effects of the proposed General Plan and Bayfront Area Zoning update. Per the California Environmental Quality Act (CEQA), projects of statewide, regional or areawide significance shall conduct a scoping meeting. A local general plan, element, or amendment where an EIR is prepared is considered a project of statewide, regional, or areawide significance. The Planning Commission meeting of September 21, 2015 will serve as ConnectMenlo's EIR scoping session, and will provide an opportunity for the Commission and members of the public to provide comments on what they believe should be addressed in the environmental analysis.

This EIR scoping session is generally conducted during the 30-day Notice of Preparation (NOP) comment review period, which was held from June 18 to July 20, 2015, following the City Council's authorization to release the NOP. The NOP, which is included as Attachment G, is typically the first formal step in the EIR review process, and it is distributed to all responsible agencies that may have discretionary approval over the project, as well as other agencies and organizations that may have an interest in the project. The EIR scoping session is being conducted at this time because drafts of the Land Use and Circulation Elements are now available for review and can help inform the content that should be considered in the EIR. The scoping session provides an additional opportunity for public comment. During the NOP comment review period, the City received 16 letters from jurisdictions, organizations, agencies and members of the public. A copy of the written NOP comments is located on the project website. A summary of all the NOP comments received during the comment review period is included as Attachment H. The written comments received during the NOP period along with the verbal comments received during the scoping session will be considered during the preparation of the Draft EIR. Comments will not be responded to individually; however, all written comments on the NOP will be included in an appendix in the Draft EIR and a summary of all comments received during the NOP review period and scoping session will be summarized in the Draft EIR.

The Draft EIR will analyze whether the proposed General Plan Land Use and Circulation Element Updates and the Bayfront Area (M-2 Area) Zoning Update would have significant environmental effects in the following areas:

- Aesthetics
- Air Quality
- Biological Resources
- Cultural Resources
- Geology, Soils, and Seismicity
- Greenhouse Gas Emissions
- Hazardous Materials and Hazards
- Hydrology and Water Quality
- Land Use and Planning Policy
- Noise
- Population and Housing
- Public Services and Utilities
- Recreation
- Transportation and Circulation

A transportation impact analysis (TIA) is being prepared, and will focus on intersections, roadway segments, routes of regional significance and vehicles miles traveled (VMT). A coordinated TIA is being prepared for both the General Plan update and the proposed Facebook Campus Expansion project to ensure consistency and address both near-term and long-term transportation impacts from both projects. In addition, a water supply evaluation will be developed as part of the EIR to determine which, if any, strategies may be needed to ensure adequate water supply for anticipated development.

The Draft EIR is also required to evaluate a reasonable range of alternatives to the project that would achieve most of the objectives of the project, but would avoid or reduce the project's potentially significant environmental impacts. The City is currently considering analysis of a no project alternative and a reduced project alternative that would minimize the effects of potentially significant environmental impacts.

Study Session

The September 21, 2015 Planning Commission meeting will also serve as a study session on the Draft Land Use and Circulation Elements and the proposed Bayfront Area zoning districts. The Draft Introduction to the General Plan, Draft Land Use Element and Draft Circulation Element, as they were presented to the GPAC at its July and August 2015 meetings, are included as Attachments I-K, respectively. Proposed revisions to address the GPAC and public's comments received on the documents are included as Attachment L. For reference, summaries of the GPAC's discussion are included as Attachments B-D, and comments from the public at the September 2015 Open Houses and individual correspondence are included as Attachments E-F and M, respectively. Along with the feedback received from the study session, staff will continue to refine the language and prepare updated Draft Land Use and Circulation Elements for the City Council's input at its meeting on October 6, 2015.

The Land Use and Circulation Elements are two of the seven mandated elements (or chapters) of a General Plan. In 2013, the City updated its Open Space/Conservation, Noise and Safety Elements. In 2014, the City adopted its most recent Housing Element for the 2015-2023 planning period. Therefore, the focus of ConnectMenlo is to update the Land Use and Circulation Elements, which date from 1994. These two elements are central components of the General Plan because they describe which land uses should be allowed in the City, where those land uses should be located, how those land uses may be accessed and connected, and how development of those uses should be managed to minimize impacts and maximize benefits to the City and its residents. The General Plan must be internally consistent across elements, and within an element, the goals, policies and programs must be consistent with and complement one another.

Although required by State law, a General Plan is customized to reflect the values and vision of each jurisdiction. The General Plan update process began with the development of the Guiding Principles. The Guiding Principles were established through a collaborative process in the Fall of 2014 and describe the kind of place that community members want Menlo Park to be. The Guiding Principles, which are noted in the Draft Introduction document (Attachment I) are supported by the goals, policies and programs of the Land Use and Circulation Elements. A *goal* is a general, overall desired outcome, a *policy* is a specific statement of commitment that sets a direction for the City to follow, and a *program is* an action carried out

pursuant to a policy to achieve a specific goal. The goals, policies and programs will be used to help guide future land use decisions and plan for future capital improvements in the City. For example, each year, the Planning Commission evaluates the Capital Improvement Plan (CIP) for consistency with the General Plan prior to its adoption into the budget.

Along with the General Plan update, a number of programs identified in the Draft Land Use and Circulation Elements are intended to be concurrently implemented. While policies set the overall direction, they often do not define the specific details about how to achieve a goal or by which metric success will be measured. At the programmatic level, performance standards, procedures, and regulations can be established to achieve goals. For example, the programs in the table below, as identified by program number in the Draft Land Use and Circulation Elements, are intended to be implemented simultaneously with the General Plan update and serve as tools to help reinforce goals and policies as development and infrastructure improvements occur in the City.

Implementation Programs

Land Use Element Programs	Circulation Element Programs
LU1.A Bayfront Area Zoning Ordinance Consistency	C2.G Zoning Requirements for Bicycle Storage
LU1.C Infill Development Streamlined Review	C2.H Zoning Requirements for Shared-Use Pathways
LU 4.C Community Amenity Requirements	C2.L Transportation Impact Analysis Guidelines
LU. 6.I Sea Level Rise Regulations	C3.A Transportation Impact Metrics
LU 6.D Open Space Requirements and Standards	C6.A Transportation Demand Management Guidelines

Draft Land Use Element

The Draft Land Use Element, incorporated as Attachment J, includes a regional land use framework for context, discusses the overall City's land use composition and defines the General Plan land use designations and goals, policies and programs. The goals, policies and programs from the 1994 Land Use Element were used as the basis for the development of the proposed goals, policies and programs and retain the same values of neighborhood preservation, environmentally sound planning, and economic stability, while acknowledging the desirability of live/work/play environments that can be created with increased development in appropriate locations. Although the primary focus of land use changes has been located in the Bayfront Area (M-2 Area), the goals, policies and programs in the Land Use Element are applicable citywide. The proposed seven Land Use Element goals are the following:

- **Goal LU-1 Orderly Development:** Promote the orderly development of Menlo Park and its surrounding area.

- **Goal LU-2 Neighborhood Preservation:** Maintain and enhance the character, variety and stability of Menlo Park's residential neighborhoods.

- **Goal LU-3 Neighborhood-Serving Uses:** Retain and enhance existing and encourage new neighborhood-serving commercial uses, particularly retail services, to create vibrant commercial corridors.

- **Goal LU-4 Business Development and Retention:** Promote the development and retention of business uses that provide goods or services needed by the community that generate benefits to the City, and avoid or minimize potential environmental and traffic impacts.

- **Goal LU-5 Downtown/El Camino Real:** Strengthen Downtown and the El Camino Real Corridor as a vital, competitive shopping area and center for community gathering, while encouraging preservation and enhancement of Downtown's atmosphere and character as well as creativity in development along El Camino Real.

- **Goal LU-6 Open Space:** Preserve open-space lands for recreation; protect natural resources and air and water quality; and protect and enhance scenic qualities.

- **Goal LU-7 Sustainable Services:** Promote the development and maintenance of sustainable public and quasi-public facilities and services to meet the needs of Menlo Park's residents, businesses, workers, and visitors.

The proposed General Plan land use designations and goals, policies and programs seek to both preserve the qualities of the City and to accommodate change that can benefit the community through increased revenue that supports services and direct provision of amenities that enhance the quality of life in Menlo Park. The General Plan land use designations refer to a category of distinct types of land uses. Each designation establishes the general type of uses and range of development intensities. A land use designation is closely aligned with one or more zoning districts. In general, the General Plan land use designations have remained unchanged, with the exception of the addition of several new categories, including Office, Life Sciences, and Mixed Use Residential, which are all within the Bayfront Area.

The suggested edits to the Draft Land Use and Circulation Elements included in Attachment L mostly reflect edits that refine and/or help clarify the intent of the goal, policy and or program without changing the intent. However, staff has included one new program (LU-2.B) to the Draft Land Use Element related to the development review process for single-family residences. This program has been included in the Capital Improvement Plan, but remains unfunded. Staff believes that the additional program supports the overall goal to maintain and enhance the character and stability of Menlo Park's residential neighborhoods by providing more predictability during the single-family residential review process.

Housing Issues

During the ConnectMenlo process, the topic of housing has been raised as a key issue. The concerns about displacement, the need for more affordable housing and the desire for more equity in distribution of affordable housing across the City have been discussed. Staff recognizes the importance of the issue not just on a local level, but also as a timely regional topic. The City currently has existing regulations/ordinances and adopted guidelines, such as the City's Below Market Rate Housing (BMR) Program and BMR Guidelines, and an adopted Housing Element that includes policies and programs to address these issues. The Housing Element includes policies that encourage a variety of housing choices, support mixed-use developments, especially in proximity to transit and services, promote the distribution of higher density housing through the City, and implement BMR housing preferences for people who live

and work in Menlo Park. In addition, staff is preparing options to further address these issues and will present them to the City Council at an upcoming meeting for consideration. If change is desired to the existing regulations, then the modifications would need to occur through an ordinance amendment, not a through a new goal or policy. For more discussion on how the City is responding to housing-related issues, please see Attachment N.

Bayfront Area (M-2 Area) Zoning Summary

As briefly mentioned earlier in this report, there are number of programs that will be concurrently implemented with the General Plan update. One of the key items is the development of the Zoning Ordinance update to create the associated Bayfront Area zoning districts for consistency with the proposed new General Plan land use designations. Attachment O includes a summary chart of the various proposed new zoning districts in the Bayfront Area and a map with the proposed locations of the districts. In addition to development regulations (e.g., allowed uses, setbacks, floor area ratio, and height), the intent is to also create design standards (e.g., articulation and modulation and building orientation) for new development. The ConnectMenlo team is in the process of drafting the full Zoning Ordinance text and concepts are planned to be shared later this Fall with members of the public.

During the ConnectMenlo process, questions have been raised about how public amenities will be determined and whether housing should be considered a community amenity (credit) for the communities amenities process. In addition, comments have been made about the potential development regulations, including whether there should be a minimum requirement for retail and service uses in a mixed use area and/or whether the floor area ratio (FAR) for office uses should be restricted in areas where mixed use is encouraged, and whether the proposed FAR for residential use is high enough to support the density and feasibility of a project. As part of the study session, the Planning Commission may wish to provide feedback on these questions as well as initial input on the preliminary work on the proposed zoning districts.

Draft Circulation Element

The Draft Circulation Element, included as Attachment K, describes distinct issues and opportunities that Menlo Park is likely to face during the next 25 years, as well as strategies for addressing them. The proposed revisions to the Draft Circulation Element to address public and GPAC member comments are included as Attachment L. Although Menlo Park has a relatively high-quality transportation system, its efficiency is often impacted by regional commute traffic at peak travel times. The topic of traffic and congestion has been often raised as a concern during the ConnectMenlo process. With the proposed Circulation Element, the focus and vision for mobility in Menlo Park increasingly provides transportation options for residents and employees to improve access to a safe and connected network of facilities, encourage physical activity and health, and reduce greenhouse gas emissions. The Planning Commission should consider the draft document along with the proposed revisions and may wish to provide input on the overall direction of the goals and policies and the specific programs.

The proposed seven Circulation Element goals are the following:

- **Goal Circ-1 Safe Transportation System:** Provide and maintain a safe, efficient, attractive, user-friendly circulation system that promotes a healthy, safe and active community and quality of life throughout Menlo Park.

- **Goal Circ-2 Complete Streets:** Increase accessibility for and use of streets by pedestrian, bicyclists, and transit riders.

- **Goal Circ-3 Sustainable Transportation:** Increase mobility options to reduce traffic, congestion, greenhouse gas emissions, and commute travel time.

- **Goal Circ-4 Health and Wellness:** Improve Menlo Park's overall health, wellness and quality of life through transportation enhancements.

- **Goal Circ-5 Transit:** Support local and regional transit that is efficient, frequent, convenient, and safe.

- **Goal Circ-6 Transportation Demand Management:** Provide a range of transportation choices for the Menlo Park community.

- **Goal Circ-7 Parking:** Utilize innovative strategies to provide efficient and adequate vehicle parking.

Providing transportation options is essential for moving people around, but to also maintain a high quality of life. The idea of "complete streets" was adopted in 2013 as a policy and expresses the City's desire and commitment to maintain streets that are routinely planned, designed, operated and maintained with consideration of the needs and safety of all travelers. Complete streets establish comprehensive, integrated transportation networks and allow for users to move easily around the City using multiple modes of transportation. A key component of providing complete streets is establishing and promoting the suitability of streets for various travel modes and adjacent land uses. New to the Draft Circulation Element is a revamped street classification system, which would replace the Federal Highway Administration categories such as arterial, collector and local streets with Menlo Park-specific classifications such as Boulevard, Avenue, Connector, and Bicycle Boulevard. The street classification map (Figure 2) and table (Table 1) in the document depict and explain how the classifications would be applied to the roadway network and define objectives to be met when the City resurfaces or redesigns a specific street.

Transportation demand management strategies (TDM) will also play an important role in improving mobility throughout the City by reducing vehicle trips and parking demand by shifting travel mode and travel time during the day to take advantage of road capacity and reduce congestion.

In addition to traffic itself, the metric for which transportation impacts will be measured has raised some concern during the ConnectMenlo process. Such concerns include that the current metrics may lead to automobile-focused spot improvements at intersections which have negatively impacted safe bicycle, pedestrian and transit networks while failing to reduce travel demand and traffic congestion. Historically, the City, based on the California Environmental Quality Act (CEQA) has used automobile level of service (LOS), a measurement of time delay at signalized intersections and volume on roadway segments. Through the City's Transportation Impact Analysis (TIA) Guidelines, thresholds were developed to determine when impacts would be considered significant. Recent changes in California law replaces the use of LOS with a new metric called vehicles miles traveled (VMT). With these changes, LOS will no longer be used during the City's environmental review process. However, to address concerns that were raised by the GPAC during review of the draft Circulation Element, LOS would be used as a supplemental tool to determine operational impacts, such as when a new signal is warranted. As part of the change, the City's TIA Guidelines will need to be amended, removing impact criteria such as 0.8 second delay at intersections. As noted earlier, the change to the TIA Guidelines are expected to occur concurrent with or closely follow the General Plan update.

Schedule

The ConnectMenlo process is a little past the halfway mark, and is anticipated to be completed in July 2016. The Planning Commission meeting of September 21 is just one opportunity for the Planning Commission and public to provide comments. Following input on September 21 and from the Council on October 6, staff will continue to review and enhance the document for completeness, including adding timeframes and responsible parties for each of the programs, and may further refine the language and restructure the document for comprehension and consistency.

A draft of the upcoming ConnectMenlo schedule is included as Attachment P. Staff is proposing two new meetings in the Fall 2015 timeframe to discuss the proposed Bayfront Area zoning in more detail, and may potentially seek the Planning Commission's input during this stage if there is interest. At that time, there may be a second opportunity to review the Draft Land Use and Circulation Elements. There is interest by the GPAC to continue serving and additional GPAC meetings may also be scheduled to receive input on the refined goals, polices and program language, the draft Bayfront Area zoning text, and the process for determining community amenities in the upcoming months. Staff will present to the Council an updated schedule on October 6 for their review and guidance.

Conclusion

The Planning Commission meeting of September 21, 2015 is structured in two parts: 1) the EIR scoping session and 2) a study session on the Draft Land Use and Circulation Elements and the proposed Bayfront Area (M-2 Area) zoning update summary. Although no formal action is required, the Planning Commission should provide comments and seek public input on these two items. The comments received at the meeting are anticipated to be incorporated as part of a revised Draft Introduction and Draft Land Use and Circulation Elements and presented at the City Council meeting on October 6, 2015.

Impact on City Resources

The General Plan Update scope of services and budget was approved by the City Council on June 17, 2014, and amended in April 2015 to accommodate additional outreach.

Environmental Review

An EIR is being prepared for the project. Following the release of the Draft EIR, a public hearing will be held by the Planning Commission to provide an opportunity for verbal public comment. Written comments on the Draft EIR will also be solicited at that time. Comments will then be addressed as part of the Final EIR, which would be reviewed at a subsequent meeting.

Public Notice

Public Notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting. Public notification also consisted of publishing a notice in the local newspaper. Potentially interested jurisdictions, agencies and organizations were mailed the notice of the NOP with the EIR scoping meeting date, a citywide notice was mailed to all occupants and property owners, and two ads were published in the Almanac newspaper. In addition, the ConnectMenlo project page is available at www.menlopark.org/connectmenlo. This page provides up-to-date information about the project page, allowing interested parties to stay informed of its progress.

Appeal Period

No action is required by the Planning Commission at this time.

Attachments

A. Schedule of ConnectMenlo Activities and Events (August 2014-September 2015)
B. Summary of General Plan Advisory Committee Meeting of June 30, 2015
C. Summary of General Plan Advisory Committee Meeting of July 23, 2015
D. Summary of General Plan Advisory Committee Meeting of August 24, 2015
E. Summary of Open House of September 2, 2015
F. Summary of Open House of September 9, 2015
G. Notice of Preparation (NOP) for the Environmental Impact Report
H. Summary of Notice of Preparation Comments Received During NOP Comment Review Period
I. Draft Introduction
J. Draft Land Use Element
K. Draft Circulation Element
L. Proposed Revisions to the Draft Land Use and Circulation Elements
M. Correspondence Received on the Draft Land Use and Circulation Elements
N. Summary of Housing-Related Activities and Strategies
O. Bayfront Area Zoning Summary Chart and Map
P. Upcoming ConnectMenlo Schedule

Exhibits to Be Provided at Meeting – None

Report prepared by:
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CONNECTMENLO
menlo park land use & mobility update

ConnectMenlo Activities and Events
(August 2014 – September 2015)

Meeting Topic	Meeting Date
GPAC Meeting #1	August 25, 2014
Launch ConnectMenlo Survey – Guiding Principles	September 10, 2014
Workshop #1 – Guiding Principles	September 11, 2014
Workshop #1 – Guiding Principles (repeat)	September 17, 2014
Symposium #1: Growth Management & Economic Development	September 23, 2014
Focus Group #1: Receive community feedback on ideas discussed at Symposium #1	September 29, 2014
Mobile Tour #1: Menlo Park	October 1, 2014
Stakeholders Meeting	October 2, 2014
Symposium #2 – Transportation – LOS Case Studies	October 8, 2014
Mobile Tour #2 – Other Communities	October 14, 2014
Focus Group #2 – Receive community feedback on ideas discussed at Symposium #2	October 16, 2014
Launch ConnectMenlo mobile app	October 20, 2014
End Survey on Guiding Principles	October 26, 2014
GPAC Meeting #2	November 10, 2014
City Council Presentation – Guiding Principles	November 18, 2014
GPAC Meeting #3	December 4, 2014
Joint City Council/Planning Commission Study Session – Guiding Principles	December 9, 2014
City Council – Accept the Guiding Principles	December 16, 2014

Meeting Topic	Meeting Date
Workshop #2- Present Future Land Use and Circulation in M-2 Area	December 18, 2014
Launch ConnectMenlo Survey – M-2 Area Land Use Alternatives Map	December 30, 2014
Open House	January 8, 2015
Release Pubic Review Draft Existing Conditions Reports	Week of January 12, 2015
City Council Status Report	January 13, 2015
End Survey on Land Use Alternatives	Tuesday, January 20, 2015
GPAC Meeting #4 – Review Findings from Workshop #2 and Land Use Alternatives	Wednesday, January 28, 2015
Comment Deadline for Public Review Draft Existing Conditions Reports	Week of February 9, 2015
Planning Commission Status Report	Monday, February 9, 2015
GPAC Meeting #5 – Discuss Preferred Alternative	Thursday, February 12, 2015
City Council Status Report	Tuesday, February 24, 2015
Workshop #3 Review Preferred Land Use Alternative and Community Programs	Thursday, March 12, 2015
Launch ConnectMenlo Survey – Community Programs/Amenities	March 17, 2015
Open House #3 Review Preferred Land Use Alternative and Community Programs Survey	Thursday, March 19, 2015
GPAC Meeting #6 – Review Findings from Workshop #3	Wednesday, March 25, 2015
Joint City Council/Planning Commission Meeting on Preferred Land Use Alternative	Tuesday, March 31, 2015

Meeting Topic	Meeting Date
City Council Schedule Update	Tuesday, April 14, 2015
End Survey on Community Amenities	Monday, April 20, 2015
Community Open House	Saturday, May 2, 2015
Community Open House	Thursday, May 7, 2015
City Manager's Budget Workshop	Tuesday, May 26, 2015
Housing Commission Meeting – Housing Panel Discussion	Thursday, May 28, 2015
Joint Transportation and Bicycle Commission Meeting on Circulation/Transportation Issues	Monday, June 1, 2015
GPAC Meeting #6.5 on Preliminary Draft Notice of Preparation (NOP) with Description of Maximum Development Potential and Review Results of Community Program Survey	Wednesday, June 3, 2015
Belle Haven Community Resource Fair	Saturday, June 6, 2015
Planning Commission Meeting on Draft NOP with Description of Maximum Development Potential	Monday, June 8, 2015
City Council Meeting to Authorize Release of NOP with a Maximum Development Potential	Tuesday, June 16, 2015
Downtown Block Party	Wednesday, June 17, 2015
Notice of Preparation (NOP) for Environmental Impact Report (EIR) comment period	Thursday, June 18, 2015 to Monday, July 20, 2015
GPAC Meeting #7 – Review Draft General Plan Policies and Consistency Analysis	Tuesday, June 30, 2015
GPAC Meeting #8 – Review Draft Land Use and Circulation Elements and Zoning Ordinance Update	Thursday, July 23, 2015

Meeting Topic	Meeting Date
GPAC Meeting #8.5 – Review of Draft Land Use and Circulation Elements and Zoning Ordinance Update	Monday, August 24, 2015
Community Open House on Draft Land Use and Circulation Elements and Zoning Ordinance Update	Wednesday, September 2, 2015
Community Open House on Draft Land Use and Circulation Elements and Zoning Ordinance Update	Wednesday, September 9, 2015

CONNECTMENLO
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Menlo Park General Plan and M-2 Zoning Update General Plan Advisory Committee Meeting #7 Summary

General Plan Advisory Committee (GPAC) Meeting #7 was conducted on June 30, 2015 (6 – 8:00 pm) in the Lower Level Meeting Room of the Main Library Room 800 Alma Street, Menlo Park, CA 94025.

GPAC MEMBERS PRESENT

Ray Mueller, City Council (Co-Chair)
Peter Ohtaki, City Council (Co-Chair)
Harry Bims, At-Large
David Bohannon, At-Large
Vince Bressler, At-Large
James Cebrian, Parks and Recreation Commission
Kristin Duriseti, Environmental Quality Commission
Adina Levin, Transportation Commission
Roger Royse, At-Large
Katherine Strehl, Planning Commission
Michele Tate, Housing Commission

CITY STAFF AND CONSULTANTS PRESENT

Justin Murphy, Assistant Community Development Director
Deanna Chow, Senior Planner
Kyle Perata, Associate Planner
Nikki Nagaya, Transportation Manager
Leigh Prince, City Attorney's Office
Charlie Knox, PlaceWorks

MEETING PURPOSE

The primary purposes of the meeting were to provide a brief update of the Notice of Preparation (NOP), to review and discuss the draft goals, policies, and programs of the Land Use and Circulation Elements, to provide an overview of the proposed street classification system, and review the project schedule and upcoming meetings

PlaceWorks Principal Knox welcomed everyone and conducted the meeting presentation, which included the following review topics and issues for discussion. See the project website at www.menlopark.org/connectmenlo for a copy of the presentation.

- Overview of the Notice of Preparation for the Environmental Impact Report
- Review and Discussion of Draft Land Use Element Goals, Policies and Programs
- Review and Discussion of Circulation Element Goals, Policies and Programs
- Review and Discussion of Proposed Street Classification System

COMMENTS

GENERAL COMMENTS

Committee members and members of the public were asked to provide feedback on the topics discussed in the presentation.

Are there speed design guidelines for different types of streets? What does each category indicate? Changes in design can foster appropriate speed.

> *Response:* Every street will not be prescribed an exact speed, but could consider a range of appropriateness. Going forward, we will look for range of treatments and design options that are appropriate for individual segments.

Information was requested at last meeting during public comments, and it would be helpful to know whether the information is coming or not. The information requested is to help people understand goals, policies, and programs. How many residents responded to survey and how many listed Belle Haven addresses – tally of number respondents? Can I see the responses of the people that gave a Belle Haven address?

> *Response:* Staff will follow up directly with the requestor for clarity.

What is the importance of hotels? Information from the City of what it means to have a hotel in terms of expected revenue would be useful.

> *Response:* Project calls for pro forma to determine viability, but the level of detail has yet to be determined. Staff will further review.

As part of the requested information, the Belle Haven neighborhood should be compared to other neighborhoods for housing units and population, not just at the citywide level.

> *Response:* Some data is available now. City-data.com would have some of this information from the American Community Survey. The City currently has information detailed for Belle Haven and the City as a whole, and will follow up with the requestor regarding the other neighborhoods.

This General Plan update will affect the entire city and outreach has been confined to Belle Haven, which is important but the rest of community should be involved and there should be additional outreach. What is planned?

> *Response*: Additional outreach and meetings can be done, but we would have to look at schedule and logistics. We will look at ways to get the broader community involved.

Attendance at the meeting because passionate about the town we live in and more outreach would be better, as indicated in a recent email submitted to the City Council on this topic.

Response: The EIR scoping meeting at Planning Commission in September is an entire community event. We can also discuss the possibility of a broader meeting. At tonight's meeting, this is an opportunity to provide feedback.

What does the General Plan update mean for traffic and for the City's budget? People would like to understand what it means to be a regional job center.

Response: Comments tonight will help inform any additional outreach.

The housing panel discussion was phenomenal and very helpful to understanding the issues. The housing panel should be invited to be part of a future City Council meeting because it is better to hear the discussion live. They drive home the point about being a regional job center.

Response: Noted. We can consider doing the panel discussion again.

In the minutes from the last GPAC meeting, it should be highlighted that the housing panel discussion should be at the Council level.

Response: It would be good to have both the transportation and housing discussions at the city Council if the schedule allows.

LAND USE GOALS, POLICIES AND PROGRAMS COMMENTS

As a recent Environmental Quality Commission (EQC) appointee, I am attending the meeting to share some thoughts to compliment the comments shared by the EQC GPAC representative. It is imperative that the elements of sustainability get explicitly named in the wording. This tracks to the City's GHG reduction targets, water usage, and sea level changes. Transparency is important in the development process. Are we going to be clear about the incremental costs to development? It is imperative to address these issues and make sure we take the time now to put them into the process. Do we have a plan to make sure that these requirements are clear to applicants?

There is only one program for aesthetics. Goal #1 is to enhance the character of residential neighborhoods. Is this the only policy keeping neighborhoods clean and neat? Does this apply to commercial properties? El Camino Real properties are vacant and blighted. Don't think the City has any blight rules, but policies and program to support this are needed.

Response: The goal is written more broadly to apply to commercial and residential. The idea has been targeted towards residential but in the spirit of protecting residential neighborhoods, it should also apply to commercial properties.

Policy LU1.4 encourages the development of residential units for smaller households. There should also be policies to limit the loss of housing. An example is when a multiple family property is removed to become one unit. Establish

regulations where multiple family zones can't build to the maximum if only doing one unit. LU1.8 should be expanded to limit the loss or reduction of residential units, in addition to loss/conversion of residential to non-residential.

> *Response:* This is contained in the Housing Element policies. The Housing Element is updated every 8 years, with annual progress reporting. The Housing Element discusses limiting the conversion and loss of units. LU1.8 could also be updated to say limit the loss of residential units.

Goal# 3 – There should be consideration for a policy or program about keeping neighborhood serving retail/commercial to support the goal. The City needs to retain what we have. In Goal #5 – other communities have adopted other elements related climate change. Have we considered this? LU5.C should include reference to citywide goals since we have aspirations.

> *Response:* The creation of a separate element related to climate change is a matter of City Council preference and the direction would need to come from them.

Goal 5.d discusses open space and we should be very careful about what we are promoting and how. Other communities use building footprint and landscaping to encourage open space. Make sure open space is truly open space and public as well. Can do better job of distinguishing what trying to accomplish here.

> *Response:* This is a good comment. The zoning standards would clarify the requirements.

LU6.3 and 6.4 discusses groundwater policies and programs, which should be expanded to evaluate the status of groundwater in addition to preserving it. There is nothing about fees in terms of programs. It would be nice to get reimbursed for infrastructure costs. The project is more than just the M-2 Area, because it does touch upon the rest of the community and changes in these elements are citywide. 1994 maximum development was built out by 1997 and past that now. Growth beyond that limit should be officially part of the project.

> *Response:* The EIR will look at the existing condition on the ground, which may include more than the previous general plan allowed. The EIR will look at existing conditions and "no project". The "no project" scenario would be what the existing general plan would allow.

We believe that the maximum amount evaluated for impacts in the 1994 General Plan has been met. We know the zoning now allows more development than has been studied, and to include that in no project does not let the community understand what the zoning allows in terms of growth.

> *Response:* The "no project" scenario is what is above and beyond the existing condition that can still happen, so we will have that information through the no project. There is a whole piece that is not M-2 and we are looking at what development remains there. We are going to try to have that either by parcel or geographically. From a CEQA perspective, the zoning and development changes are focused on M-2, but this project's environmental review will account for growth outside of M-2 area.

The Menlo Park Fire Protection District echoes the sentiments about new development, and agrees that new development should pay the cost of their impacts on infrastructure and services, including the Fire District. It is

important to make sure that public service providers will benefit. If there is an impact, there should be fees assessed, such as the Fire Impact Fee.

Regarding Goal #1, I would like to see policy or program about code enforcement. Part of it is working with property owners or residents and it would be nice to have code enforcement well-staffed.

I like strategies for affordable housing, but need something stand alone for affordable housing, in general. As time goes on, we may find some strategies are more effective than others. We need to be flexible for which strategy makes sense at the time.

A letter from the EQC was submitted. The proposed goals, policies and programs contain limited policies on sustainability and climate change. We need more expert input on that subject and should consider a sustainability or climate change element specifically. Other communities are adding those to their general plans and are worth considering. The language around the more traditional policies and programs is more forceful and the policies and programs around sustainability are softer and stronger/more active language should be substituted. The only metric was GHG emissions and our Commission discussed extending that to resource use in general and resource efficiency use. We should establish metrics for operations and evaluate operations over time to see if things are actually working in the field.

> *Response:* The update is not set up for separate documents. In general, do these items belong in a Sustainability Element of the General Plan or the Climate Action Plan (CAP). The joining of documents is not always the desire of individual cities. What is the right place for it should be looked at through this process. The CAP is where people have looked for the metrics and reporting, with goals and ways to measure if goal is working.

The concern is that CAP is going to come in overtime, but construction is happening now and if we don't have requirements in GP update, we will miss an opportunity.

Transportation tends to be largest source of GHG emissions and goals should identify metrics that we can measure.

> *Response:* The General Plan takes you to zoning requirements and the CAP leads to ordinances. We have an opportunity take what is in the CAP and drive them towards zoning or ordinance requirements to have a greater impact.

The Council should have a policy discussion on the Climate Action Plan and the General Plan coordination.

> *Response:* Noted.

Policy LU 4.3 encourages auto dealerships. This subject to save dealerships came up years ago and it wasn't economical, so why is this in here now?

> *Response:* The discussion could be broadened to be on auto-related uses in appropriate locations. Should it be auto-related businesses instead of dealerships? Should the policy use a term that includes both?

Policy LU 6.7 includes language to avoid development in seismic and other hazard others areas. Should development occur in these areas of Menlo Park then?

> *Response:* The Safety Element deals with these issues. The idea is that there are mitigations for earthquakes and the building code requirements are considered adequate mitigations to make sure development is safe. If the is policy taken out, people might be concerned.

With regard to Goal #4, the Zoning Ordinance will establish multiple M-2 zoning districts. Suggest three geographic locations that would help develop better zoning ordinance.

> *Response:* The proposed Zoning Ordinance changes are likely heading to something more complicated based on uses such as life sciences areas, office areas, and mixed-use areas with residential and ground floor retail. The various uses lend themselves to different development regulations.

Too many zones can get confusing.

> *Response:* Some of the zoning will continue to match citywide zoning districts, but some of the districts will be very specific for sub areas within M-2.

With regard to Goal #6 and LU 6.5, there does not seem to be an associated program to encourage new commercial development to implement separate irrigation systems. If an alternate water source is identified in the future, then the irrigation infrastructure will already be in place. This is important for larger campuses.

With regard to Goal 7, LU7.7 and LU7.D, the focus is to encourage excellence in education city wide. A little stronger language may be needed. We have heard about the importance of education from the Belle Haven community in this process and vision process. Can some of fees be used to enhance schools (public education benefit), particularly in the Belle Haven neighborhood, and can we define the methodology to enhance schools?

> *Response:* LU 4.C establishes the program to create Zoning Ordinance requirements for community amenities. Although schools are not listed directly, the intent is that schools would be part of the community amenities.

Reference to the Fire Impact Fee should be listed since it is being considered by the District. The policies should also discuss fire response infrastructure that needs to be maintained. Goal #3 neighborhood serving commercial uses, specifically retail, is important. LU 5.C regarding greenhouse gas emissions should reference City goals.

There may be support in County to create a JPA for purpose of providing educational equities.

Does LU 4.5 mean that development of a certain size should contribute to public benefit?

> *Response:* We will determine the appropriate size ("certain minimum scale,") for contributions. The Planning Commission will review GPAC guidance for zoning requirements.

For LU 1.9, related to blight, this seems like great spot for stronger language such as "require" property owners to maintain properties instead of "encourage". LU5.5 regarding St. Patrick's Seminary as a 10-acre site for open space was mentioned in the 1994 element and is not mentioned today.

Response: Staff can check the 1994 General Plan with the Vintage Oaks subdivision about the 10 acre area.

For LU 5.6, I would like to see the Bay Trail inserted.

Will this come back with these revisions?

Response: Yes.

CIRCULATION GOALS, POLICIES AND PROGRAMS COMMENTS

What is VMT? Is it moving away from something people can relate to – LOS and wait times?

Response: LOS is understanding and is not totally going away. VMT is a good measure of a project in terms of the number of trips and vehicle miles is it producing. VMT can provide relative impact of project and a way to measure GHG and other emissions. VMT per capita tells the relative impact of a project and tells the mitigations for how many trips and miles would need to be taken off the road through TDM and other measures.

The shift from LOS to VMT seems like a shift from congestion management to GHG and pollution management.

We should be careful that we have some goals that are Menlo Park specific. VMT is comparison to region wide average, and goals that might achieve something better should be referenced in this document. Let's be careful with how the word "mitigate" is used because sometimes it can't be done.

Response: In the EIR process, a City Council can make a finding to override an unmitigatable condition. The City Council would have to adopt finding that the proposed project outweighs the impacts or some portion of the project could not be approved.

In the street classification document, the orientation of streets should be more clear (e.g. University Drive between X and Y. The San Mateo Drive bike route should also reference Wallea Drive.

The Fire District recognizes that the Circulation Element applies to the whole city. The document should clearly identify all emergency access routes. The Fire District would like the City to be consulting with the District on changes and issues should be addressed. Traffic calming measures and complete street designs should be analyzed for how it might impact emergency access to existing and proposed buildings. For the M-2 Area, please consider new emergency access routes. For example, trails could be designed to double as emergency access routes.

Response: At a couple of different workshops, we have heard comments on using the Dumbarton Rail for emergency access.

At the Transportation Commission's last meeting, we went through and a made batch of recommendations. We then applied these recommendations to staff's recommendations. On memo bullet #1, which relates to programs 3A and

3B, these are excellent goals, but the objectives for a TMA are described in a narrow way. A TMA can collect money and use it for a variety of programs that might include shuttles and a variety of programs to reduce trips and VMT. Bullet #2 relates to CIRC 3.D - having TDM plans and guidelines is an excellent goal. Bullet points #2 and #3 make recommendations that there should be transparent, public, and regular reporting. Goal to have a majority of trips by biking, walking, and transit is a good high level goal. Specific areas of the City might have a more finely tuned goal – specific areas should have more specific goals. The next bullet point on TIA pertains to Circulation Element 1.B - review and update TIA guidelines. There should also be a transportation impact fee for non-driving modes of travel. Bullet point #5 pertains to policy 1.1, where it's about using measurements of safety for travel modes and the recommendation is to have counting of use of non-motorized travel modes. Right now the City focuses on major automobile intersections for counts –focusing on cars. We should have a robust program for counting bicycles and pedestrians. The next three other points are related to Caltrain. Menlo Park should have goal to continue to its support extension to Transbay. For Policy 2, let's recommend that electrification allows for more frequent service in cost effective manner. In Policy 6.3, where it talks about Caltrain and parking, Caltrain has a multi-modal access policy and the recommendation would be to support Caltrain's policy to reduce vehicles trips to stations. Parking in-lieu fee and other projects should be able to use it to reduce trips. We should consider a parking price policy to encourage other travel modes and look at forecasting methods for multiple travel modes and mixed use demand. For Policy 1.5, the Transportation Commission contemplated updating the street classification system with a focus on safety guidelines for different types of streets. If we have street classification that has designed speed goals, this might replace the need to petition neighbors for safety improvement and could replace the NTMP.

Does the Circulation Element push for grade separation for Caltrain? Policy 1.10 works to reduce use of City streets as alternatives to highways, which the wording is unclear.

> *Response:* We want to encourage people from using local streets to get up and down the peninsula, such as Middlefield.

I don't see anything about working with Facebook to connect campuses to create a system. As the City, we should be talking with them about this idea. The TIF is not an ongoing source of revenue and is not an adequate source of revenue to fund improvements. We will need to find ways to build infrastructure. Business revenue tax is regressive. The City should be getting significant revenue as a job center, not just from sales tax. We have technology for on demand systems for human driven cars, and this the future of public transport. Some of the policies have an antiquated look at transportation. There will be autonomous vehicles, potentially buses, and we need to think about the type of zoning that might encourage that behavior. There is the potential for self-driving vehicles and possible self-metering to avoid things like cut through traffic.

The latter part of CIRC 1.10 is confusing. I recall a discussion of a more direct connection between Bayfront Expressway and Highway 101, such as near term improvements to the Marsh intersection. Re-word to encourage more direct connection between Bayfront and 101 at Marsh. For Program 2.A - work with SamTrans to provide appropriate service – should include timing with Caltrain schedules. We should add Goal #7 regarding language about improving emergency response access. There are multiple items that Jon Johnston (Fire District) brought up that are worthy and would be useful to state as its own goal such as prioritize routes of response.

On Policy 1.3, it talks about minimizing cut through traffic on local streets and there is another goal to encourage pedestrians and bike access through developments. Policy 1.3 should be specific to vehicles and clear that it promotes a clear network for bicycles and pedestrians. At the new housing developments on Haven Avenue, there are barriers to bicycle and pedestrian connectivity. Is that a goal in the Bike and Pedestrian Plan or should it be in the General Plan?

> *Response:* The Bicycle Plan has goals about reducing barriers. For pedestrians, we have a Sidewalk Master Plan that prioritizes construction of sidewalks.

The plan needs strong cross reference between GHG goals and VMT goals.

I received a meeting notice for development at 300 Constitution Drive. Are we encouraging development prior to the General Plan?

> *Response:* There are projects that are happening at the same time as the General Plan Update, but Facebook's new project will be reviewed separately.

The process should have another community open house to cover different locations in the City. The meeting may need to be at the end of August/early September.

We can work with staff to find a date for the other meeting. Little house might be a good spot.

At the end of the GPAC's discussion, Charlie Knox indicated that these items will be further refined for the next GPAC meeting, and will see it in more in the format and context of what the Elements would look like. The public can review and provide comments on the draft Land Use and Circulation Element Goals, Policies, and Programs until July 17th.

CONNECTMENLO
menlo park land use & mobility update

Menlo Park General Plan and M-2 Zoning Update
General Plan Advisor Committee
Meeting #8 Summary

General plan Advisory Committee (GPAC) meeting #8 was conducted on July 23, 2015 (6-8 pm) in the Lower Level Meeting Room of the Main Library Room Alma Street, Menlo Park, CA 94025.

GPAC MEMBERS PRESENT

Ray Mueller, City Council (Co-Chair) – by phone
Peter Ohtaki, City Council (Co-Chair)
David Bohannon, At-Large
Vince Bressler, At-Large
Kristin Duriseti, Environmental Quality Commission
Adina Levin, Transportation Commission
Roger Royse, At-Large
Katherine Strehl, Planning Commission
Michele Tate, Housing Commission
Matthew Zumstein, Bicycle Commission

CITY STAFF AND CONSULTANTS PRESENT

Justin Murphy, Assistant Community Development Director
Deanna Chow, Senior Planner
Nikki Nagaya, Transportation Manager
Charlie Knox, PlaceWorks
Jessica Alba, Nelson Nygaard

MEETING PURPOSE

The primary purposes of the meeting were to review public and agency comments on the Environmental Impact Report Notice of Preparation (NOP) and to review and discuss drafts of : General Plan designations and zoning for the M-2 Area; goals, policies, and programs of the Land Use and Circulation Elements; and street classifications. See the project website at www.menlopark.org/connectmenlo for a copy of the presentation.

PlaceWorks Principal Charlie Knox conducted the meeting, starting with an overview of the agenda items, ConnectMenlo objectives, and project milestones.

A total of 16 comments were received after the NOP public review period, which ended on July 20. Comments addressed topics such as job-housing balance, affordability, displacement, open space preservation, flooding, fire protection, shoreline protection, traffic congestion, and wildlife protection. Knox confirmed that the EIR Analysis is based on the Maximum Potential Development Map developed during the ConnectMenlo process and that the City Council may consider different alternatives or configurations.

NOP-RELATED COMMENTS

Community and Committee members were asked to provide feedback. Committee comments are identified by member name throughout this meeting summary.

What is the existing mix of development citywide, not just in the M-2 Area, and how much of that projected growth could be achieved under current General Plan provisions?

> *Response: S*ince the Bayfront (M-2) Area is the sole location where additional development potential above what the current General Plan and zoning would be allowed, we have calculated what's on the ground and potential growth there. We are working on the parallel calculations citywide for inclusion in the EIR.

What is the growth potential in the Life Sciences area along University Avenue near the railroad tracks and the adjacent area designated Open Space?

> *Response:* That LS area is designed to accommodate purchase and transfer of development potential to the area designated LS-B (Life Sciences-Bonus) so that wetlands can be preserved. The adjacent Open Space is owned by Caltrans and is not planned for development.

The General Plan Update is a good opportunity to address the issue of housing affordability and job-housing balance.

> *Response (GPAC Member Levin):* I am glad that job-housing balance is being addressed during the General Plan Update process.

REVIEW AND DISCUSSION OF LAND USE ELEMENTS AND M-2 AREA ZONING UPDATE

Charlie Knox summarized that the draft Land Use Element and zoning framework are intended to promote live/work/play environments, sustainable practices, greenhouse gas reduction, water conservation, and quality of life by including three new designations/zoning districts in the "Bayfront Innovation" (M-2) Area: Office, Life Sciences, and Mixed Use Residential.

The draft zoning offers "Bonus" floor area within the Office and Life Sciences districts when the developer provides community amenities, as identified during the ConnectMenlo process. The Office zoning supports commercial development and facilities for both employees and nearby residents, whereas supporting uses in the Life Sciences district are intended for onsite employees.

The Residential-Mixed Use district is designed so that property owners can propose appropriate locations for ground floor, street-fronting retail and services, such as along Willow Road. Limited areas such as along Haven Ave are expected to remain in Light Industrial use.

GPAC Member Bressler: Will the EIR address maximum buildout? How will it address traffic?

> *Response:* Yes, the EIR will summarize maximum buildout and the associated potential impacts. The EIR will include both traditional Level of Service (LOS) and newer Vehicle Miles Travelled (VMT) measures of traffic.

When was the term "Bayfront" created? Are we seeing it for the first time?

Response: Yes, we are introducing the idea of the "Bayfront Innovation Area" for your review and comment.

What are the next steps in the ConnectMenlo process?

Response: There are two community open houses planned following GPAC review and prior to Planning Commission and City Council review of the Draft General Plan Elements and Zoning. A Planning Commission EIR scoping meeting is planned for September.

Why is the Bonus not applicable to Mixed Use Residential (R-MU)? Community members would like to see more affordable housing encouraged or required within the Bayfront area.

Response: Housing has been characterized by the community as a needed complement to employment, so a minimum amount of housing is specified instead of a bonus. The zoning could require a certain proportion of the housing to be "affordable."

The columns that reflect current zoning should be identified as such in the zoning overview table.

Preservation of open space can result in clustering and using the maximum FAR.

We should consider a Community Benefits District and a Transportation Demand Management district (TDM) for the Bayfront area. Should we have a zoning map overlay for TDM?

Response: TDM can be a requirement but is not typically shown on City zoning maps.

A "net zero" energy use requirement should be considered for any new development.

What is the process for determining the requirements for community benefits tied to increased development potential?

Response: We expect that a certain percentage of the increase in value attributable to new development potential will be required to go towards the community benefits.

GPAC Member Bohannon: TDM tends to be project specific. When do Transportation Management Areas (TMA's) get formed? Can the city help a private leader or offer incentives to become a part of a TMA?

Response: The property owners can form a TMA at any time. The City can help facilitate TMA formation.

Developers measure project feasibility based return on investment. They will try to create an environment that is attractive and desirable. There is a chance that we might lose developers who use the traditional real estate metrics. It will be difficult to adapt to new metrics.

We should focus on promoting vertical development. Will it be possible to build higher than the current development standards?

Response: Development will need to be consistent with adopted standards.

Is affordable housing a community benefit? We also need to consider senior housing.

Response: We have discussed the need for both affordable housing, including for Menlo Park residents who may need places to move to. Senior housing can be included as a portion.

Impacts of development on surrounding neighborhoods and displacement issues need to be considered. Commercial linkage fees should also be considered.

GPAC Member Tate: There needs to be more specific language regarding housing affordability and displacement policies. Policies for community benefit need to be incorporated.

How are Land Use Elements and Housing Element policies related?

> *Response:* They need to be consistent. The Housing Element policies respond to specific State requirements and are updated more frequently. The Menlo Park Housing Element was updated earlier this year.

GPAC Member Levin: Speaking with reference to TDM for a geographical area, for a multi-tenant arrangement, the idea of a Transportation Management Area might be a better option.

GPAC Member Ohtaki: We should encourage variation in building heights across the Bayfront area. We should be flexible regarding mixed-use development to make sure we get community benefits from all development, including in the Mixed Use Residential.

Will the General Plan Update include a discussion about setbacks and open space?

> *Response:* Yes

Is there an incentive for developing a certain percentage of retail provided?

> *Response:* Yes, in that retail is one of the "community amenities" that can allow additional office development.

We should incorporate a tiered concept for how much in the way of community amenities will be required (e.g., for smaller versus larger projects).

GPAC Member Duriseti: The language regarding water supply needs to be stronger. Policy LU 6.5 regarding reclaimed water should be linked to zoning requirements. Program LU 6.A for energy efficiency can include net zero emission goals.

GPAC Member Bressler: We need to address the issue of housing affordability, study the availability of playing field space, and emphasize quality of life issues.

GPAC Member Bohannon: We need to focus on building heights, not stories. The limiting factor is FAR regulations. Less density provides less opportunity. More vertical development frees up ground space. Higher density can also help in encouraging developers to provide more affordable housing. Therefore, height limits should be increased to a maximum of 140 feet northwest of Chilco/Constitution.

REVIEW AND DISCUSSION OF DRAFT CIRCULATION ELEMENT

Charlie Knox provided an overview of the Draft Circulation Element. Due to time constraints, this item was continued to the next GPAC meeting.

From: Adina Levin <aldeivnian@gmail.com>
Sent: Thursday, July 09, 2015 3:48 PM
To: Nagaya, Nicole H; Michael Meyer; Bianca Walser
Cc: cknox@placeworks.com; Jessica Alba; Chow, Deanna M
Subject: Transportation Commission recommendations for General Plan Circulation Policies
Attachments: TransportationCommissionGeneralPlanCirculationRecommendations (1).pdf; GeneralPlanTransportationRecommendations-WithPolicyCross-Reference.pdf

Hi, Nikki, Bianca, Michael, and all,

Attached please find the list of recommendations for the General Plan Circulation Goals, Policies, and Programs, as voted on by the Transportation Commission at last night's meeting.

The draft Circulation Goals, Policies and Programs are going in a great direction to update the city's policy for a multi-modal transportation system, promoting health, safety, quality of life, and the city's climate goals. These recommendations are proposed refinements.

Nikki, please let me know if you have any clarifying questions about wording with regard to clarity and fit with the style of the policy language. Other staff and consulting team members, feel free to ask clarifying questions regarding the intent of any of these recommendations.

For reference, here is the Transportation Commission subcommittee memo that outlines the rationale behind most of the specific recommendations, with the additional recommendations cross-referenced.

Thanks and best,

- Adina

Adina Levin
Friends of Caltrain
http://greencaltrain.com
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Transportation Commission Recommendations: Circulation Element

Following are the recommendations from the Transportation Commission regarding the Menlo Park General Plan Circulation Element Goals, Policies and Programs, as approved in the Transportation Commission Meeting on Wednesday, July 8 2015.

Overall, the new draft represents significant progress toward updating the city's policies to support a multi-modal transportation system, promoting health, safety, quality of life, and the city's climate goals.

Following is a set of recommendations to strengthen the overall goals, referenced to the July 6, 2015 draft Circulation Element Goals, Policies and Programs listed in the linked document: http://menlopark.org/DocumentCenter/View/7556

1) Circ 1.1. The City should set goals and metrics to evaluate the effectiveness of the Complete Streets policies.
2) Circ 1.5. The updated street classification system should include target design speeds appropriate for a street's roles in the classification system. Remove reference to existing Neighborhood Traffic Management Program; replace with the following program below.
3) New Program. Implement a program to proactively review Menlo Park streets for adherence to Complete Streets policies and Street Classification guidelines, with priorities given to areas with citizen requests, utilizing a consensus-oriented process of citizen engagement to assess the appropriate set of improvements to meet the Complete Streets and Street Classification policies and guidelines
4) Circ. 3.A, 3.B, 3.C, and 3.D. The Transportation Management Associations should be given specific goals (for mode share, vehicle trips, and/or VMT) for each geographic operating area, with targets appropriate to the characteristics and potential for the area.
5) Circ 5.6, new Policy after Safe Routes to Schools. Create programs promoting Safe Routes to Shopping and Destinations, modeled after the successful Safe Routes to School programs. These programs would improve multi-modal access to key shopping areas and other popular community destinations (for example Library, Civic Center) for users of all ages through education, engineering and enforcement.
6) Goals. The NOTE following Circ 6.B describes an forthcoming proposed update of goals for safety, efficiency etc. Recommendation: These goals should include Vision Zero, reducing vehicle miles per capita, and reducing greenhouse gas emissions following the city's GHG policy.
7) Circ 6.1 and 6.B provide positive updates regarding parking policies. To this section, add a new Policy. Consider the use of parking prices to manage parking supply availability (including dynamic pricing models e.g. Redwood City), and consider parking prices to provide appropriate incentives for the use of sustainable transportation modes.

8) Circ 1B. Updates to Transportation Impact Analysis should consider factors such as mixed land use, multiple transportation modes and induced travel demand when analyzing the transportation impacts of developments, land use plans, and transportation projects.
9) Update Circ 5D or add a new policy. Menlo Park should have a complete transportation network serving all users of varying ages and abilities and all transportation modes. A complete transportation network integrates transit from multiple providers.
10) New. Consider policies and programs for the following emerging transportation technologies and models
    a) Consider carshare as part of new developments in downtown and M2 areas
    b) Consider microtransit network offerings (such as LyftLine, Uberpool) for first/last mile and medium distance commuting (5 miles)
    c) Consider public/private partnerships with providers of mini-transit (such Bridj and other emerging services) for long-distance commuting
    d) Consider an ordinance encouraging ebike and e-kick scooters
    e) Consider electric people mover routes from Belle Haven to Downtown to Sharon Heights
    f) Consider appropriate policies for self-driving cars as they become available in the market

Menlo Park General Plan Transportation Suggested Policies

Here is the list of policy areas where we might want to propose General Plan changes, organized by goals.

First, these are the transportation "guiding principles" as approved by City Council in December: http://menlopark.org/DocumentCenter/View/6160

Menlo Park provides thoroughly-connected, safe and convenient transportation, adequate emergency vehicle access, and multiple options for people traveling by foot, bicycle, shuttle, bus, car, and train, including daily service along the Dumbarton Rail Corridor.

Complete Streets - Safe transportation for all modes

Street Classification systems. Menlo Park uses street classification system common in mid-20th century US, whereby streets are classified by their role in moving vehicles; neighborhood streets are quiet streets with few vehicles; collectors carry more vehicles gathered from neighborhood streets; arterials have high vehicle traffic. A high traffic street in a business district is treated the same as in a thinly populated area. Newer classification methods also take into account other roles that streets play in serving adjacent neighborhoods and businesses, and serving multiple modes of travel. Redwood City and Mountain View have examples of alternative classifications its newer General Plan.

- Menlo Park should update street classification system to incorporate roles of streets at serving people not just vehicles. (Y - Circ. 1.5)
- Consider appropriate design speed levels and over time re-design streets to achieve appropriate speeds (N - Circ. 1.5) - consider NTMP

Mayor's challenge - Complete streets and Vision Zero. Menlo Park has adopted a Complete Streets policy requiring all users and modes to be considered when making significant changes. When the Complete Streets policy was adopted, there was an intent to refine the policy based on Menlo Park's needs, goals, and values during the General Plan update. Also, the policy was adopted without metrics; there was an intent to adopt metrics, during or before the General Plan update.

Circ 1.7 - do we need to say we want metrics?

Vision Zero is a powerful framework already adopted in San Francisco, San Jose, and other cities setting a goal of zero vehicle deaths and injuries, and utilizing data for effective investments.

Adopt a Vision Zero policy (will this be covered in the note following Circ 6B?)

- Utilize collision data to identify locations, corridors, and patterns correlated with injuries and fatalities (Circ 1-A)
- Use data-driven results to focus engineering efforts to improve street safety
- Utilize data-driven results to focus enforcement attention on behaviors correlated with injuries and fatalities (not just easy citations)
- Set a goal for a citywide low-stress bicycle network (see Google proposal in Mountain View as an example)

Efficient use of land and money

Parking policies. The mid-20th century convention was to require subsidized vehicle parking for each development separately, planned for the highest expected use in the year. Menlo Park already includes some alternatives in the Downtown Specific Plan, e.g. unbundling parking, and lower requirements for walkable areas with transit access.

There are policy options to review and consider with regard to parking requirements, technology, pricing, funding, and more.

- Use in-lieu fees and parking revenues for programs to reduce driving and reduce the amount of needed parking (Circ. 6B)
- Include priced parking as a transportation demand management menu item in all areas
- Use technology to find available parking spaces
- Unbundled parking for commercial in addition to residential developments. (Circ. 6.1) Unbundled commercial parking allows employers to offer parking cashout (providing employees who don't use parking with cash benefits up to the value of the parking space)
- Encourage shared parking for uses with complementary needs (Circ. 6.1)
- Encourage existing buildings with underutilized parking to offer shared parking (there is at least one business specializing in making stranded parking assets available

Transportation Demand Management and Transportation Management Associations. Menlo Park already requires larger developments to implement programs and benefits to reduce vehicle trips, such as shuttles, transit passes, and carpool programs. These programs are most familiar in the context of large organizations such as Facebook, Stanford, and Google. TMAs are a mechanism becoming increasingly common in nearby cities to fund and manage TDM programs for multiple properties in a given area. The goal is to enable areas with smaller, multi-tenant, and mixed use development to benefit from effective traffic reduction. (Circ1F ?) Circ 3.A, 3.B, 3.C.

- Create a citywide TMA nonprofit with geographical operating areas with targeted vehicle trip and mode share goals (Circ 3D - more specific goals??)
- TMA participation should be required for new commercial and larger residential development, and optional for existing businesses and property managers
- Require public reporting of trip/mode share performance results (see San Mateo best practice). This holds participants accountable and can allay fears of skeptics (Circ. 3.D)
- Fund the TMA utilizing a combination of development fees, member fees, parking revenues, and (potentially) per capita employee fees
- Require organizations that underperform to increase investment (instead of immediately charging penalties)
- Partner with TMAs in nearby cities (Palo Alto, Mountain View, Redwood City, San Mateo, even San Jose) to solve problems for people who commute between these cities. (Circ 3.2)

Modernized planning and funding for multi-modal transportation

CEQA, Level of Service, and Transportation Impact Fund.
The California legislature passed a law, AB 743, changing the transportation impact metric under the California Environmental Quality Act (CEQA) from automotive level of service (LOS, (VMT) vehicle delay at intersections at the peak period) to vehicle miles traveled per capita. The process to adopt this metric is in progress. Historically, the goal of Menlo Park's Transportation Impact Fee (TIF) has been to allay vehicle congestion by expanding roadway capacity, risking induced demand and making active transportation less safe and more difficult. Menlo Park's Transportation Impact Fee does allow some investment in non-automotive transportation, but the primary modifications included in the Fee program are for roadway capacity modifications.

- Menlo Park should incorporate VMT analysis immediately in environmental impact reports, to have longest-lasting, legally stable outcomes (Circ2 ?)
- Menlo Park should use VMT/capita reduction as the primary metric for

transportation impact mitigation
- Menlo Park should conduct a nexus study allowing the TIF program to be updated allow a higher share of investment in non-single occupant vehicle transportation (Circ 1B - ok or should it be more specific?)

Transportation forecasting. In 20th century transportation planning, there developed robust tools and methods to forecast vehicle traffic. Methods forecasting the use of other modes, and incorporating land use factors such as mix of uses, were less well developed, and therefore not incorporated in quantitative planning. Menlo Park currently has about 35% non-auto commute mode share for residents. It would be responsible to incorporate this large amount of travel into quantitative assessment if possible. Other nearby cities, including Mountain View and the City of San Mateo, are incorporating multiple modes, land use and policy factors in transportation forecasting.

- Update transportation forecasting incorporating up-to-date practices considering multiple modes of transportation and land use mix to predict vehicle trips and mode share (Circ 1B - should it be more specific)
- Consider induced demand as professionally appropriate when evaluating vehicle capacity increases

New and improved transit services

Caltrain and other dedicated ROW. Caltrain electrification is scheduled to be implemented by 2020. It will increase the amount of riders that Caltrain can carry and the frequency of service that Caltrain can provide, because of technology and cost changes. In addition, High Speed Rail will be working over the next 2 years to plan the "blended system." And in the next few years, there will likely be a funding and implementation plan for the Downtown Extension to Transbay, making Caltrain accessible to downtown SF and many more transit connections. Grade separations in Menlo Park will help with safety, local connectivity, and help enable increased transit frequency

- Menlo Park should move forward with grade separations
- Menlo Park should encourage San Mateo County and other sources to fund grade separations
- Passing tracks will help improve capacity of the system and reduce vehicle traffic - Menlo Park locations should be considered fairly for best performance
- Pursue options to utilize Dumbarton Corridor starting with connection to Redwood City

Emerging Transportation Technologies. There are several important technology trends that are likely to affect transportation in Menlo Park during the lifetime of the general plan. Sharing technologies and services (carshare, rideshare) allow more intensive use of vehicles, and relatively less private vehicle use. Electric vehicles generate less emissions, but have new infrastructure requirements (charging stations, new loop detectors that can detect EVs). Driverless cars are expected to come on the market, and may change patterns of vehicle ownership, parking, and road capacity.

- Consider carshare as part of new developments in downtown and M2 areas
- Review outcomes of bikeshare phase 2 pilot on Peninsula cities and adopt if the models are effective
- Consider microtransit (LyftLine, Uberpool) for first/last mile and medium distance commuting (5 miles)
- Consider minitransit (e.g. RidePal) for longer-distance commuting
- Consider an ordinance encouraging ebike and e-kick scooters
- Consider electric people mover routes from Facebook to Caltrain to Sharon heights

From: Elidia Contreras Tafoya <lvcontreras@gmail.com>
Sent: Saturday, July 11, 2015 11:13 PM
To: _connectmenlo
Cc: carlos Navarrete; Carmen Contreras; Daniel Bubee Tafoya; menlo1238
Subject: Comments for Connect Menlo Goals, Policies and Programs

Dear City Staff,

After reviewing the draft document for the Connect Menlo goals and policies, I have several comments:

For Goal 1:

LUI4: Encourage and prioritize development of median- income housing, including for smaller households, in the El Camino Real/Downtown Specific Plan area, consistent with the Specific Plan's standards and guidelines, and the areas near/around the Specific Plan area.

Also, encourage residents to take a proactive approach to understanding the law regarding their property rights [It has come to our attention that several neighbors had their homes canvassed over the last year to "identify" areas in the Belle Haven community that were not up to code].

In addition, as a long-time resident of Belle Haven, I would like to also have priority of new home purchases go to current City of Menlo Park/Belle Haven residents.

Furthermore, putting a limit on more housing development in the Belle Haven area should be highly encouraged. With more housing properties, instead of commercial or mixed-used being parceled, the property taxes for current home owners escalate, and long-time home owners are being displaced from their homes to make room for others who are only investing in the community.

For Goal 2:

The downtown plan should also be encouraged here in the Belle Haven/ Willow corridor near retail.

For Goal 3:

Encourage new neighborhood retail clusters, while preserving the look and feel of the neighborhood.

For Goal 4:

"Limit development near the Bay only in already developed areas."

LU4.C - Include subsidy programs

For Goal 5:

"LU5.4 Require new residential development to dedicate land for park and recreation purposes." In lieu fees should not be used around areas of BMR placement. Requiring parks and rec purposes has tremendous benefits that outweigh fees that money cannot buy.

For Goal 7:

LU7.5 Work with adjacent jurisdictions to ensure that decisions regarding potential land use activities near Menlo Park include consideration of residents, and City and Menlo Park community objectives.

LU7.7 Encourage excellence in public education citywide, as well as use of school facilities for recreation by youth to promote healthy living These two (public education and recreation use in school facilities) should stand as their own separate objectives.

Any additional information that needs clarification, please feel free to email me.

Thank you,

Elidia Contreras Tafoya

Elidia Contreras Tafoya, MPH(c)
Cell: 650-743-8520
Office: 650-724-1982

From: George Fisher <georgecfisher@gmail.com>
Sent: Sunday, August 02, 2015 4:50 PM
To: Nagaya, Nicole H
Cc: Murphy, Justin I C; Chow, Deanna M
Subject: Re: Revisions to Circulation Element General Plan

Nikki, in thinking my requests for more Priority in the Circulation goals for neighborhood traffic protections, and more specific program language this weekend, I reviewed the following Jeff Tumlin and Knox question answers at the Joint Bicycle transportation committee meeting.

His statements (1.)that performance metrics are reflective of city values and menlo park needs to distill a list of objectives and transportation performance metrics, which will vary from street to street,and
(2.)differing roadway surrounding land uses (residential v commercial are important, as well as (3) Knox's statement that the performance metrics are a customizable set of criteria that will differ for each neighborhood, all support my requests.

I am now even more concerned given staff moving forward with TDM with the planning commission now. apparently putting all risk of developer compliance and effectiveness of that compliance on the neighborhoods, rather than waiting for the General Plan process. I hope you, Justin and Deanna can help. Thank you. Here are the quotes:

"Question 6: how similar do the transportation metrics/guidelines looking across cities?

Tumlin: Performance metrics are reflective of local values and those vary from city to city. Menlo Park needs to distill a list of objectives and identify what data is readily available to determine a short list of transportation performance metrics. Different metrics make sense on different streets—each street will have a different threshold and need for side walk width, tree canopy, bike facilities, etc.

Knox: **It is a customizable set of criteria and will differ for each neighborhood** or type of street. We will use this Genera Plan process to provide these metrics and will be providing draft policy in the coming months (emphasis added)

Comment: The transportation commission has a general plan sub committee. We should provide some policy recommendations. We have a street classification system that is based on vehicles.

Tumlin: the typical set of designations defines the street based on how cars use them. Some streets are more important for pedestrians, bike cars and some are used by all modes. Its important to look at how streets serve each mode **and the land uses along them; they differ based on the surrounding land uses (residential v commercial. (emphasis added)"**

Thanks, George

On Mon, Jul 27, 2015 at 3:19 PM, Nagaya, Nicole H <nhnagaya@menlopark.org> wrote:

Thank you, George. I'll review this and get back to you by the end of the week.

Best,

Nikki

Nicole H. Nagaya, P.E.

Transportation Manager

City of Menlo Park

P: 650.330.6781

e: nhnagaya@menlopark.org

From: George Fisher [mailto:georgecfisher@gmail.com]
Sent: Monday, July 27, 2015 1:03 PM
To: Nagaya, Nicole H
Cc: Murphy, Justin I C; Chow, Deanna M
Subject: Revisions to Circulation Element General Plan

Nikki, I suggest the following changes to the current revised General Plan Circulation Goals, Policies and Programs.

1. Change the title of first section to SAFE EFFICIENT TRANSPORTATION SYSTEM PROMOTING QUALITY OF LIFE THROUGHOUT MENLO PARK.

2. Insert a new Policy Cir-1.2 and change existing 1.2 to 1.3 and follow similarly with rest: " Street Classification. Utilize a street classification system with target design volumes, speeds or other metrics to further safety, efficiency, and residential quality of life."

a. Comment: design traffic volumes and speed and other metrics are integrally related with quality of life, particularly in residential neighborhoods as well as safety, and "efficiency." Including quality of life is important to maintain that quality given the State's attempted preemption of CEQA with VMT, in the State's summary universal attempt to keep overall statewide greenhouse gases at a minimum. Street classification is less important with increasing accessibility for pedestrians, bicyclists, and transit riders, the revised Goal Cirk-2.

b. Comment: Something similar is included under Goal Cir 2-" increase accessibility for and use of streets by pedestrians, bicyclist and transit riders". That the goal behind the complete streets policy, but it does mention traffic, neighborhoods, or quality of life all included within the new Goal Circ. -1. There are no resident or neighborhood goals or protections in Coal Cir 2. The current policy circ 2.3 also needs to be revised because more is involved in street classification than safety and efficiency, as stated in Goal 1.

3. Insert a new Program Circ- 1A and demote current program Circ-1-A and rest of Circ-1 programs: "Manage Neighborhood Traffic: Establish and periodically update the Street classification System in Goal Circ-1 and supporting Circulation System Assessment routes and gateways ("CSA) and Transportation Impact Analysis Guidelines (TIA) and record current roadway usage and volumes (ATD, and AM and PM peak hours to monitor design usage and prevention of new project and congestion cut through traffic through residential neighborhoods."

a. Comment, protection of residential Neighborhoods and residential quality of life require more standards and metrics than provided through the Vehicle Miles Traveled per capita (VMT) which is an overall summary statistic compared to other summary statistics, and provides no useful information or protection to local roadway circulation and usage.

4. Somewhere in Circ Programs include the current Transportation Impact Guideline provision, page 6 of 7 Paragraph VI. Mitigation, "The goal of mitigation should be such that there are no net adverse impacts on the circulation network. . . . If roadway or other operational measures would not achieve this objective, the consultant shall identify a reduction in the project size, which would with other measures, reduce impacts below the significant level (emphasis added)."

5. Other reorganization in the new draft circulation goals consistent with these suggestions may be desirable

The above is a skeleton framework to continue and maintain in the revised general plan the many previous general plan significant protections for neighborhoods and quality of life for residents. Again these are independent of any state CEQA changes relating to overall minimization of vehicle trips to preserve environmental protections against greenhouse gases and global warming. However protection of neighborhoods and residential quality of life are consistent with such goals, and more importantly make Menlo park a desirable place to live. Residential roadway protections and quality of life should not be simply omitted in the revised general plan of 4 million square new feet of commercial space. Loss of our quality of life for new development would be tragic.

I would be happy to discuss this or answer any questions. Thanks for your help.

George

--
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From: HARRY BIMS <harrybims@me.com>
Sent: Tuesday, June 30, 2015 9:24 PM
To: Chow, Deanna M
Subject: Re: GPAC Meeting - June 30 (Tuesday), 6-8 p.m.; Lower Level Meeting Room in the Main Library

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Deanna,

I had a couple more suggestions for the Recommended Circulation Element.

a) In support of Policies CIRC1.8, CIRC1.9 and CIRC2.4, my suggestion is to add a program CIRC2.B "Work with BART to provide Dumbarton Rail Service between Union City and Redwood City with a train station that serves the M-2/Belle Haven area.

b) For Policy CIRC1.`, my suggestion is to add a program CIRC1.J "Review and update the Traffic Analysis Zones" Guidelines, as needed.

and for the Draft Menlo Park Street Typology, I recommend classifying Chilco (South of Dumbarton Rail), and Ivy Drive as "Mixed Use Collector". These streets are currently being used to collect traffic that enters and exits the Belle Haven, and also supports public transportation and emergency vehicle access to and from the neighborhood.

Harry

On Jun 26, 2015, at 3:38 PM, Chow, Deanna M <DMChow@menlopark.org> wrote:

Hello GPAC,

The next GPAC meeting is on **Tuesday, June 30**, from 6-8 p.m. in the Lower Level Meeting Room at the Main Library (please note new location). Hopefully you have all now received an email with a link to the meeting agenda and associated materials. I am also providing the link below for reference. We have a full agenda as we begin to discuss the goals, policies and programs for both the Land Use and Circulation Elements. If you would like a copy of the packet before the meeting, please let me know and we can make arrangements. Otherwise, we will provide hard copies at the meeting. Should you have questions regarding any of the items, please let us know. We appreciate the heads up.

GPAC agenda and materials

If anyone knows that he/she is unable to attend the meeting or will be only able to participate in a portion of the meeting, please let us know. Please remember that a quorum is necessary to conduct the meeting. A light dinner will be served.

Thanks again for your service on the GPAC.

Have a nice weekend -
Deanna

Deanna Chow
Senior Planner
City of Menlo Park | Community Development Department
701 Laurel Street | Menlo Park, CA 94025
650.330.6733 direct | 650.330-6702 main
www.menlopark.org

<image001.jpg>

"I learned the value of hard work by working hard." - Margaret Mead

From: Nagaya, Nicole H
Sent: Tuesday, July 21, 2015 9:38 PM
To: Chow, Deanna M; Murphy, Justin I C
Subject: Fwd: comments on the circulation element
Attachments: comments on the circulation element.docx; ATT00001.htm

From: Maurice Shiu <mshiu147@gmail.com>
Date: July 21, 2015 at 9:33:45 PM PDT
To: "Nagaya, Nicole H" <nhnagaya@menlopark.org>, Bianca Walser <Bianca.walser@gmail.com>
Subject: comments on the circulation element

My thoughts as an individual.

comments on the circulation element

In general, the circulation element uses the previous automobile centric circulation policies and attempts to make the policies more friendly to the other modes. A better approach will be to start new rather than cut and paste the old one.

Goal 1: May want to substitute the word circulation with mobility.

policy 1.1 e.g. of safety and efficiency should include examples of other modes such as single mode collision rate versus multi-mode collision rate and percent of work trips using other modes etc.

1.2 so far, the El Camino Real plan only address vehicles, buses and bicycles. If you look at the sidewalks, many of them are not handicapped accessible. Timing for pedestrian phase of the signal need to be lengthen to accommodate older residents.

1.3 New development will also need to address the path of travel between the development to the nearest transit stop.

1.4 Metrics for signal timing and parking at intersection in the California UTCD manual may not be compatible with older American standards recommended by FHWA.

1.6. Until the CMP do away with the LOS standard, this statement will be contrary to the stated objectives of the City's circulation element.

1.7 Residents with disabilities are left out.

1.8 This is good. But better will be to work with the neighboring jurisdictions to identify and improve missing links in all modal system.

1.10 suggest adding local residential streets rather than city streets.

Under goal 5, people with disabilities is only mentioned in policy 5.1, should be in all policies.

MENLO SPARK

Climate Neutral for a Healthy, Prosperous Menlo Park

Via email: connectmenlo@menlopark.org.

Re: Comments on ConnectMenlo Draft Goals, Policies, and Programs of the Land Use and Circulation Elements

Dear General Plan Advisory Committee Members and City of Menlo Park staff:

We are grateful for the time and effort that the General Plan Advisory Committee and City staff have invested in the General Plan Update, "ConnectMenlo," which is an important and powerful tool for guiding the future of Menlo Park. Menlo Spark is an independent nonprofit organization working with businesses, residents and government partners to achieve a climate-neutral Menlo Park within ten years. We are writing in strong support of the ConnectMenlo draft Circulation and Land Use elements, with some strengthening recommendations.

Although the General Plan must tackle a variety of complex topics in city planning and development, climate change and environmental sustainability have emerged as urgently important issues that require significant attention in City planning. With its broad scope and long-term vision, a General Plan that commits to strict reductions in greenhouse gas emissions and more sustainable practices is a powerful tool in addressing traffic congestion and helping Menlo Park become a leader in this critical area.

Menlo Park is well positioned to find unique, innovative solutions to fight climate change that also improve the community for all residents. Fortunately, many cities, some in the San Francisco Bay Area, have already implemented ambitious policies in sustainable transportation and buildings to serve as a model. Menlo Park can build on these ideas, while adapting them to a local context, in order to become a leader in sustainability. In the coming weeks, we will create a comprehensive report of sustainable policies and examples – projects that reduce a city's greenhouse gas emissions while also improving the community in numerous ways – which we will provide to the City as the ConnectMenlo process continues. We hope that the General Plan Advisory Committee will incorporate our suggestions, as well as the superb recommendations from the Transportation Commission and the Environmental Quality Commission, into the new General Plan Update.

Transportation represents almost 40% of greenhouse gas emissions from Menlo Park,[1] and consequently is an area of great potential for improvement. The General Plan Advisory Committee and staff have already proposed many excellent improvements to the 1994 General

[1] Menlo Park Climate Action Plan Assessment Report, 2013.

Plan. Menlo Spark especially supports and would like to highlight the policies and programs encouraging:

- Complete Streets and alternative transportation metrics like Vehicle Miles Traveled (CIRC 1.1, 1.13);
- Transportation demand management (CIRC 3.1, 3.2, 3.3, 3.A, 3.B, 3.D);
- Carbon-free transportation options like bicycling and walking (CIRC Goals 4 and 5);
- Improved public transit and reuse of the Dumbarton Corridor (CIRC 2.3 & 2.4); and
- Improved parking policies (CIRC 6.1 and 6.B).

We recommend that the final Plan include stronger language that prioritizes these carbon-free transportation modes and specific, quantitative goals to reduce automobile traffic and energy consumption. In addition, we recommend the following measures in the area of circulation to reduce greenhouse gas emissions, relieve congestion, improve safety, and support a more vibrant city:

- Reduced Traffic Congestion:
    - Analyze and implement congestion management pricing as an important method of reducing peak traffic. Specifically, Menlo Park should evaluate and solicit congestion pricing on the Dumbarton Bridge to curtail commute traffic and rush-hour gridlock, and the associated greenhouse gas emissions. This could also serve as important source of funding for alternative transportation.
    - Collaborate with transit agencies and businesses to provide more frequent, higher quality transportation alternatives, modern amenities, and new technologies (such as a people mover). A more pleasant transit experience will attract a diversity of users, reducing traffic and pollution.
    - Develop specific goals to reduce the percentage of people who drive alone and increase rates of carpooling, transit use, biking, walking and other alternatives.
- Improved Bicycle Infrastructure and Policies:
    - Create and connect bike and pedestrian routes through the City and link them with neighboring jurisdictions. Wherever possible, build protected bike lanes, which have been shown to greatly increase bike traffic and reduce accidents.[2]
    - Update the City's bike parking standards to ensure that public spaces, residences, and businesses provide abundant, secure bike parking to accommodate current and future bicyclists. Additionally, mandate guidelines for racks and indoor bike storage to minimize theft and improve ease of use for bicyclists.[3]
- Efficient Parking Policies:
    - Create a demand-based priced parking program in the downtown business district, following successful projects in Redwood City, San Mateo, San Francisco,[4] and many other cities, to encourage multimodal transportation, decrease congestion, and support the needs of local businesses. In addition, consider increasing the costs of long-term parking permits to reflect the true cost

[2] Also referred to as "cycle tracks," or NACTO Class IV bike lanes. Monsere, Chris et al. "Lessons from the Green Lanes: Evaluating Protected Bike Lanes in the U.S." Portland State University, 2014. Study Number NITC-RR-583

[3] San Francisco's Bicycle Parking: Standards, Guidelines, Recommendations provides a thorough guide to bicycle parking best practices.

[4] SFPark's demand based parking plan reduced rates and congestion, according to the Pilot Project Evaluation.

of parking and encourage alternative transportation, and investigate creating priced or permitted parking in the M-2 area.

- Make parking across the City simple, convenient, and effective by utilizing solar-powered "smart meters" that accept credit cards and smartphone app payment while tracking usage data to improve pricing, similar to those used in Santa Monica, Los Angeles, and other cities with great success.[5]

More than half of the City's greenhouse gas emissions come from buildings, through electricity and natural gas use.[6] The draft Land Use component already contains many great goals, policies, and programs that will aid in Menlo Park's efforts to reduce greenhouse gas emissions. There are several policies that we especially support:

- Encouragement of mixed-use development, smaller housing, and amenities that support walkable communities (LU 1.3, 1.4, Goal 4);
- Vibrant downtown areas (LU Goal 2);
- Environmental protections (LU Goal 5, 5.B, 5.C);
- Sustainable public facilities (LU Goal 6, 6.1, 6.9, 6.A); and
- Coordinated land use and transportation planning (LU 7.1, 7.2, 7.E).

Given the urgent need to reduce carbon emissions and the wide variety of innovative green technologies available in Menlo Park and the Silicon Valley area, the General Plan Update should go further in requiring more forward-looking green building standards. We recommend the following land use guidelines, building standards, and supporting policies:

- Prioritize Sustainable Buildings:
  - Accelerate implementation of California's planned energy efficiency requirements[7] by requiring that all new developments in the M2 and El Camino Real-downtown planning areas meet Net-Zero Energy standards.[8]
  - Provide support, incentives, and expedited permitting to residents, businesses, and developers pursuing net-zero buildings, green retrofits, and other sustainable projects. Successful programs have been created in Lancaster, California[9] and other cities.
- Support Electric Vehicles:
  - Require electric-vehicle charging stations at all *new* multi-family residences, businesses, and public parking facilities.[10]

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[5] San Jose's On-Street Smart Meter Report, created after installation of their smart meters, indicates that "overwhelming majority were satisfied or very satisfied" with the new meters, and they reported much more consistent occupancy rates and higher reliability. The report also recommends expanding the program to the Convention Center Meter District.

[6] Menlo Park Climate Action Plan Assessment Report, 2013.

[7] The 2013 Integrated Energy Policy Report (see page 36) discusses upcoming California Building standards that will require all new residential buildings to meet net-zero standards by 2020, with commercial buildings meeting this standard by 2030. Note that the California Building Energy Efficiency Standards are required to meet life cycle cost effectiveness requirements. This applies to any ZNE requirement included in those standards. We expect any additional or early requirements by the City of Menlo Park to take into account special and narrow circumstances in which achieving ZNE is not feasible and provide comparable, alternative compliance pathways in those instances.

[8] Menlo Park currently requires that new construction in the ECR and Downtown areas meet LEED Silver requirements, according to the ECR and Downtown Land Use Plan, see standard E3.8 on page E38: http://www.menlopark.org/DocumentCenter/View/293,

[9] A summary of Lancaster's green building policies can be found in this article.

[10] Current California regulations require that most new construction be "EV ready," so that chargers can be easily installed. However, we support installing chargers by default in those circumstances.

- Create Stronger and Simpler Public Benefits:
    - Restructure public benefits and development fees to include transportation-in-lieu fees, credits for positive renewable energy generation, and other considerations to incentivize sustainability. Create a clear, standardized system to facilitate greener developments.

The rapid development of clean technologies and the impending net-zero energy state requirements make these suggestions achievable, cost-effective, and beneficial for the City's long-term economy. By adopting a leadership role in this area, Menlo Park will get ahead of the state's energy requirements and showcase new technology. In addition, sustainable buildings command a higher lease rate, are more comfortable for their occupants, and save significant money in utility bills.

This General Plan Update is a great opportunity to not only set important policies and plans for development, but also outline the broad direction for the City. At this critical time for addressing global climate change, a strong, forward-looking General Plan is crucial in setting sustainable priorities. Please consider these recommendations as well as those of the Transportation and Environmental Quality Commissions as important steps to lead Menlo Park towards a more sustainable future. We look forward to providing substantial examples and analysis supporting these recommendations in the near future. If you have any questions or feedback, please do not hesitate to contact us.

Sincerely,
Dale Hall, Research Associate

Diane Bailey, Executive Director
diane@menlospark.org

From: Patti L Fry <pattilfry@gmail.com>
Sent: Wednesday, July 22, 2015 10:59 PM
To: _connectmenlo
Subject: comments regarding General Plan Process and GPP
Attachments: comments re GPP 20150722.pdf

Please find comments attached regarding the General Plan process and some specific detailed comments about the 7/6/15 draft of the GP Goals, Policies, Programs. I regret I am unable to attend the GPAC meeting this week and hope that this input proves helpful.

Patti Fry
Former Planning Commissioner

COMMENTS REGARDING JULY 6 DRAFT GENERAL PLAN GOALS/POLICIES/PROGRAMS

Dear GPAC and City,

The process to update Menlo Park's current General Plan (1994), needs to provide our community with information about existing development throughout the city - not just in M-2 Area. It also needs to help our community consider whether (and how) to manage citywide growth over the next 20 years. The current draft of the Plan's Goals/Policies/Programs and descriptions of what will be studied in the EIR fall far short of providing that information.

A staggering amount of growth is proposed without sufficient information The current GP Notice of Preparation (NOP) discloses a proposed huge increase in development in one part of town (M-2 Area near Belle Haven neighborhood) -- a whopping 44% increase of commercial development over what currently exists there (8.75 million square feet, according to the city's Economic Development Plan). The proposed additional commercial development of 3.85 million square feet alone deserves very careful analysis. Other, larger communities have gone into uproar over projected commercial growth in the 100's of thousands, rather than multiple millions, of square feet. Palo Alto has been considering growth limits of 50 thousand net new square feet of office/R&D per year. If adopted, it would take Palo Alto 65 years to develop what much-smaller Menlo Park is contemplating in just one part of our town over the next 20 years.

The GP NOP does not disclose what the current mix of development is. It does not disclose what growth could occur city-wide, using current GP rules. It does not allow our community to decide if that potential citywide growth would occur in the right places or in the right mix. Instead, the update assumes that the current "course and speed" of development is fine. But those "old" GP provisions would be applied to a community that is very different than in 1994: Sand Hill Road is now connected to El Camino Real; businesses pack employees more densely (more than double than in 1994); the water supply is nearly tapped out, even in normal times; schools have been rebuilt more than once but are near capacity; streets are clogged with commuters; SUN Microsystems and Tyco are gone and Facebook is here; no auto dealerships; no Roger Reynolds Nursery; housing is in such short supply that Menlo Park has been sued for not keeping current in providing it.

The projected 20-year growth of the 1994 General Plan was reached in the 1990's. But growth continued without a re-evaluation of the GP's provisions. The impacts and benefits of growth since then have never been studied to allow our community to decide whether that "course and speed" was still a desirable approach. Although late, NOW is the time to examine potential growth city-wide, and tweak (or overhaul) that Plan as appropriate. The GP update process does not offer this opportunity.

We should not assume that Menlo Park is on the right path for the next 20 years. In Palo Alto, the developer appetite for office space has displaced desired retail. Menlo Park has lost significant retail revenue. What are the trends? What might happen with redevelopment of the Big 5 shopping center and Sunset Magazine sites? Are the current General Plan's provisions adequate?

Proposed changes to the General Plan remove most of current measurable goals and associated triggers to action. Our community cares deeply about school crowding, pedestrian and bicyclist safety, and superior quality of life; our community seeks to ease - not increase - traffic congestion and to minimize cut-through traffic; our community wants to "do our part" to address housing shortages (not worsen the jobs/housing imbalance) and to address climate change aggressively. The General Plan is supposed to guide the future of Menlo Park, and provide the means to address such goals and concerns.

COMMENTS REGARDING JULY 6 DRAFT GENERAL PLAN GOALS/POLICIES/PROGRAMS

A number of current (1994) General Plan provisions identify targets to be attained, and the required actions if they are not (e.g., specific allowable metrics related to traffic congestion, with a requirement that the city either limit growth or impose mitigation). Unfortunately, the proposed new Goals/Policies/Programs remove nearly all of the current Menlo Park-specific targets and action triggers. They do not add new ones that reflect community aspirations in a measurable way.

What gets measured, gets done. The GP needs to include more measurable objectives and triggers for action if these are not met.

The total "streamlining" of development relinquishes decisions about future growth to the whims of the market. The General Plan update draft implies that it will allow a variety of land uses, and will modify the process for approving development. Think about the possibility of 3.85 million square feet of commercial and other development near Facebook that may or may not include the retail and housing envisioned.

Streamlining can remove subsequent opportunities for citizens' voices about development that will affect them. It can remove mechanisms for the Council or Planning Commission to modify whatever projects are brought forward by developers. Too much streamlining is akin to putting bricks on the accelerator of a [development] car and trusting that the car will end up in 20 years where it was originally aimed.

Do not assume that periodic reviews (e.g., every 5 years) of the General Plan will be adequate for managing the mix of growth. Remember that the 1994 General Plan's projected 16-year growth was built out within 3 or 4 years.

Recommendations:

1. Broaden the scope of the General Plan Update conversation so it includes the entire city, not just the M-2 Area. And so it involves the entire community, not just Belle Haven neighborhood.

   There should be explicit citywide information about what HAS BEEN built (e.g., existing mix of uses and locations), and what has been approved but not yet built. Then provide information about what growth beyond those baselines COULD BE BUILT over the next 20 years, assuming the current General Plan provisions (e.g., zoning rules). There needs to be an assessment of the impacts of that growth. The GP only provides information about the M-2 Area, and the proposed EIR does not study the potential citywide growth separately.

   The above information allows community conversation about whether future citywide growth should use the current General Plan provisions or whether any of those provisions should be modified or new mitigation instituted.

   As it stands now, the GP Update totally ignores the fact that potential citywide growth over the next 20 years can be managed to achieve community goals and its impacts may be mitigated. The GP Update process eliminates the community's ability to discuss this.

2. Establish specific measurable Menlo Park goals that address the kinds of quality of life considerations described above (e.g., safety, congestion, climate change, jobs/housing, schools) and measurable goals for revenue that supports city services and infrastructure improvements.

Menlo Park has high aspirations in many areas (e.g., climate change), so do not rely solely on regional or state targets. Include these measurable Menlo Park-specific targets in the General Plan and identify steps to be taken if they are not being met.

3. Structure the General Plan so that allowable growth is linked to pre-defined levels of service, including:
    a. Capacity of our schools to accommodate students without overcrowding
    b. Ability of our city's infrastructure to support increased demand for essentials such as sewage treatment, stormwater drainage, water delivery for daily and emergency uses
    c. Commensurate growth in parks and open space for healthy living and fun
    d. Attainment of city goals for revenue, sustainability, climate change
    e. Maintenance and renewal of public works, such as streets, sidewalks, parks, other facilities

Thus, if growth threatens to over-run the City's (or School Districts') ability to accommodate it, then growth can be managed so that it aligns with service capabilities.

Growth can bring renewal and benefits. Unfettered growth can bring dire consequences. Linkages such as those described in this section can ensure that growth can be managed so that it brings the most benefits with the least harm as it occurs.

Respectfully submitted electronically

Patti Fry, Former Menlo Park Planning Commissioner

Attachment: COMMENTS – GENERAL PLAN 7/6/15 DRAFT GOALS/POLICIES/PROGRAMS

Based on a review of recommended Land Use and Circulation Element Goals, Policies, and Programs documents dated July 6, 2015 and the Land Use and Circulation Element Policy Evaluation documents, I offer the following comments and recommendations, by proposed Goals, Policies, and Program ("GPP"). A great deal of thoughtful work has gone into the draft General Plan Goals, Policies, Programs documents. However, some additional changes still are needed, and these comments focus on those.

An over-arching theme in these comments is that the GPP needs to incorporate more action verbs and reference measurable results and enforcement actions if the results are not met. **What gets measured, gets done.**

LAND USE ELEMENT GPP

LU1.7 – is the requirement to underground utilities meant to apply to major renovations too?

LU1 Programs – there still isn't any Program that would establish a blight ordinance with standards, monitoring, enforcement, particularly for long-vacant sites and buildings. See example on next page in recent photos of recurring and long-standing blight on El Camino Real. Menlo Park can control such blight but it needs to institute the mechanism to do so.

Goal 3 – It's good to see retail added to the goal but an emphasis on retail is not carried into Policies and Programs. We know loss of retail is a big issue in Palo Alto. We know retention/addition of retail is important to our community and that there is risk of continued loss while the rest of the city grows.

LU3.1 Retail should be added to this list in support of the Goal.

LU3.3 – this mentions only forming <u>new</u> neighborhood retail clusters and does not speak to <u>preserving</u> existing retail clusters. This is important when considering the potential redevelopment of the Big 5 shopping center site, for example.

LU3 Policies – there aren't any that reflect OSC 4.1 Policy about a balance of jobs/housing.

There also isn't any strong statement like in the current GP Policies I-C-1 and I-C-2 that highlight importance of <u>retail</u> and a <u>balanced mix of uses</u>. These current policies respectively stress encouraging "new and upgraded retail development along El Camino Real near downtown, especially stores that will complement the retailing mix of Downtown" and "small-scale offices shall be allowed along most of El Camino Real in a balanced pattern with residential or retail development." This wording should be returned.

The El Camino Real/Downtown Specific Plan was deemed compliant with the current General Plan and accepted by the community. It is important for any future modifications to the Specific Plan that these Policies remain clear in the updated General Plan. Proposed LU2.1 falls short of this as worded.

Goal 4 – the proposed goal omits mention of promoting and retaining business uses that "provide significant revenue to the City", as described in current Goal I-E. This specificity should be returned.

LU4.1 the reference to "fiscal benefits" is a watered down version of the strong statements in current GP where it describes "uses that generate sales and use tax revenues to the City"

CURRENT ILLUSTRATIONS OF BLIGHT

1300 El Camino Real July 11, 2015

Adjacent property on El Camino Real July 11, 2015

Land Use Element GPP, cont.

LU4.8 this is another opportunity to mention retail, such as by adding to what is evaluated "for its ability to provide goods and services to the community".

LU4.A – there is no reference to measurable objectives for the fiscal impact, just guidelines for analysis

LU4.B – this does not mention that strategic policies in the Economic Development Plan should also reflect GP GPP. Missing is wording such as in the current Goal I-E and its policies: "provide significant revenue to the City and/or goods or services needed by the community"

LU5.7 this does not include the word "protect" as in the current GP, and it should

LU5.G "Consider developing an adaptation plan" is very weak. Why not "Develop an adaptation plan"?

LU6.3 add to the phrase "for use during both normal and dry years" the concept of use in emergencies

LU6.A does this only apply to City projects?

LU5.B "Consider instituting appropriate controls" is very weak. Why not commit to creating a Plan?

LU6.C this needs to include enforcement, not just "monitor".

Policies and Programs for Goal 6 should refer to plans and goals created and referenced in the OSC Element

LU7.6 Streamlining needs to take into account city goals.

LU7.A Add reference to OSC so that zoning ordinance changes also reflect sustainability GPP

LU7.B Streamlining also should specifically help achieve city goals, including those for jobs/housing balance, City revenue production, balance of uses (including retail).

LU7.D this is weak. It should state that partnering with schools districts includes understanding projected capacity and determining together what ties there will be between the allowable pace of development and the schools districts' capacity to support that growth.

<u>Minor comments</u>, mostly what appear to be typos:

LU1.4 – the word "in" seems to be missing in the final clause (before "the areas near/around…")

LU5.D the new phrase at beginning should read "Review, and update" without "d" in "updated"

<u>General comments</u> about LU – there are no references to service level goals that are tied to development and its pace or amount. See cover letter for examples (capacity of schools, infrastructure, resources such as water supply, etc.). Because the GPP promote streamlining, there should be some mechanism to rein in development so it doesn't outpace the ability to support it or to maintain a very high quality of life.

There should be a commitment to updating the LU Element at least every five years as part of a comprehensive coordinated review of the entire GP. The tardy and piecemeal updating of Elements needs to stop.

CIRCULATION ELEMENT GPP

CIRC1.A the program should review and update the circulation system based on data that includes neighborhood cut-through traffic (safety and quality of life issues), traffic speeds (relates to ability to convert drivers into pedestrians and bicyclists), and traffic congestion on roadways and intersections (safety issue and related to neighborhood cut-through traffic).

CIRC1.G the program weakens the current GP policy by omitting language about "an action plan detailing steps to implement the program" This should be added back. Otherwise the policy is just to "inventory" and update "design details".

CIRC4.A this policy should reference goals that guide the Comprehensive Bicycle Development Plan. As worded it only mentions pursuit of funding. Funding to accomplish what?

CIRC3.B the commuter shuttle services should make connections to "transit", not just to "rail" as stated

CIRC4.B there is no stated need to link the Comprehensive Bicycle Development Plan with General Plan Goals and Policies. The Bicycle Plan would be stronger if it clearly supported General Plan goals

CirC3.E this is a weak program (simply to "work with"). It should contain some measurable objectives that are monitored and enforced.

CIRC4.E needs to add "and enforce" between "monitor" and "intersection sight clearance". Monitoring alone is weak.

<u>General CIRC comments</u> – the proposed CIRC GPP removes all standards from the existing General Plan that relate to traffic speeds and traffic congestion on roadways and intersection. These represent important metrics regarding safety and potential neighborhood cut-through traffic. Measurable objectives are very important to include. Collision rates and VMT are not adequate. Traffic speeds influence the comfort of pedestrians and bicyclists to walk or bike rather than drive. Traffic congestion results in cut-through traffic and longer commute travel time. The proposed GPP does not address these and should.

The proposed GPP also removes current General Plan links between goals associated with metrics and what is to happen if the goals are not achieved. The current General Plan explicitly states in II-A-4, for example that "New development shall be restricted or required to implement mitigation measures in order to maintain the levels of service and travel speeds specified in Policies II-A-1 through II-A-3." There should be a tie like this between measurable objectives and allowable/pace of growth and required mitigation.

CONNECTMENLO
menlo park land use & mobility update

Menlo Park General Plan and M-2 Zoning Update
General Plan Advisory Committee
Meeting #8.5 Summary

General plan Advisory Committee (GPAC) meeting #8.5 was conducted on August 24, 2015 (5:30-8:30 pm) in the Oak Room at the Arrillaga Family Recreation Center, Menlo Park, CA 94025.

GPAC MEMBERS PRESENT

Ray Mueller, City Council (Co-Chair)
Peter Ohtaki, City Council (Co-Chair)
Harry Bims, Planning Commission
David Bohannon, At-Large
Vince Bressler, At-Large
James Cebrian, Parks and Recreation Commission
Kristin Duriseti, Environmental Quality Commission
Adina Levin, Transportation Commission
Katherine Strehl, Planning Commission
Michele Tate, Housing Commission

CITY STAFF AND CONSULTANTS PRESENT

Justin Murphy, Assistant Community Development Director
Deanna Chow, Senior Planner
Nikki Nagaya, Transportation Manager
Charlie Knox, PlaceWorks

MEETING PURPOSE

The primary purposes of the meeting were to review and discuss drafts of: the General Plan Introduction and Circulation Element, Land Use Element, and Bayfront ("M-2") Area Zoning Framework. GPAC also discussed upcoming Community Open Houses and next steps in the ConnectMenlo process. See the project website at www.menlopark.org/connectmenlo for a copy of the presentation.

PlaceWorks Principal Charlie Knox conducted the meeting, starting with an overview of the agenda items, ConnectMenlo objectives, and project milestones. City staff assisted Mr. Knox with some of the responses to GPAC and community questions, as follows.

REVIEW AND DISCUSSION OF DRAFT CIRCULATION ELEMENT

GPAC Comment

Levin: Can roadway classifications and targets for trip reduction be adjusted in the future.

Response: Yes, they accommodate project-specific or geographic variation.

Strehl: Why is Willow Road classified differently on either side of Bay Road?

Response: The number of lanes changes to four lanes and it is a State Route through Belle Haven.

Levin: Will the classifications for Willow Road help promote commuting by bike to the Bayfront Area?

Response: Yes. The classifications point bicyclists to the best and safest ways to get from place to place in the City, such as the Ringwood bridge instead of Willow to cross US 101 (though that may change in the future with planned Caltrans improvements).

Mueller: Are there any streets that could belong in a different classification that might cause concern?

Response: The descriptions really express prioritization of modes, and facilities for additional modes can be added in any location.

Durisetti: Safe routes to school efforts should involve Atherton at Middlefield Road and Encinal Avenue and connect the Flood Triangle neighborhood through Marsh Road. We should keep level of service (LOS) as a metric at least to make sure that development is held accountable to mitigate congestion.

Strehl: Cut-through commute traffic is now affecting The Willows as well as Belle Haven.

Levin: 50% of East Bay-based Stanford employees drive, compared to 70% in Palo Alto, due to programs to reduce VMT. We should emphasize VMT with LOS as a backup.

Bressler: Two different animals: VMT is about shortening trips, and LOS is about getting around your neighborhood. If we are going to have one, we need to have the other.

Ohtaki: Circulation Program 3.A should say "Supplement" instead of "Replace" LOS with vehicle miles traveled (VMT) as a measurement of traffic impacts.

Response: Agreed. LOS will still be valuable for identifying key intersections where delays might occur, and will be used to supplement VMT.

Mueller: Is the Circulation Element doing enough to seek emerging technology solutions, like driverless cars, people movers, and ultralight rail, and where could some of these go?

Bressler: We need a program calling for funding these types of projects, and we need to tie funding to any increased zoning.

Response: We have a policy supporting transportation innovations, but we can consider adding a program to seek funding for solutions. Fixed systems like people movers and ultralight rail would have to go in or above major rights-of-way like Willow Road.

Tate: We should look into Caltrans relinquishment of Willow Road from Bayfront to Us 101.

Response: We can add a program to that effect.

Bohannon: The eventual location of the major grocery store desired in Belle Haven might determine where the main street environment is centered, and a grocery store will require significant subsidy from project developers in the Bayfront Area. Middlefield Road in Midtown Palo Alto seems about as wide as Willow Road through Belle Haven and has a "main street" feel.

Public Comment

Have we considered emergency vehicle response times?

> *Response:* Yes, there are several policies and programs regarding improving access and maintaining response times for ambulances, fire trucks, and law enforcement vehicles.

Policy 1.2 appears as if transportation funding spending has to be spent on existing infrastructure before anything can be spent on new infrastructure.

> *Response:* We'll revise it to say existing "rights of way."

Policy 2.C about consolidating bike and pedestrian plans should be expanded to include all transportation modes; Policy 2.G should not only say that bicycle parking needs to be safe and secure, but also convenient; and Program 6.A should require (not just "intend") that the majority of trips associated with significant new development take place by biking, walking, transit, including with monitoring and enforcement measures

> *Response:* Agreed.

When thinking about circulation and traffic, we also should think about housing. The effects of displacement include families having to commute further, which points to a need for housing at all income levels. Why isn't there a "Main Street" Classification in Belle Haven?

> *Response:* Although Willow Road is not classified as a Main Street (like Santa Cruz Ave.) primarily due to its width and Caltrans ownership, the community vision for Willow is a retail corridor and community gathering place, and therefore in part a main street environment for Belle Haven. Other locations are possible, such as Hamilton Avenue or one or more paseos.

The idea of joining Hamilton Avenue and Adams Drive to connect Willow Road and University Avenue raises some serious issues, such as difficulty of turning movements at University.

REVIEW AND DISCUSSION OF DRAFT LAND USE ELEMENT AND BAYFRONT (M-2) AREA ZONING FRAMEWORK

GPAC Comment

Tate: We need retail, especially small businesses that are relevant to the people who are here now.

Mueller: The City's Below-Market Rate requirement is for ownership. We could require provision of affordable rental housing for new development in the Bayfront Area.

> *Response:* We'll add "affordable to all income levels" to Program LU-4.C, which specifies community amenities to be provided by any significant new development.

Bressler: We'll be fortunate to get 4,500 new housing units, and we'll need Development Agreements to make sure we're getting community amenities.

Bims: There are other voices in Belle Haven that don't think we should have a large increase in housing, including affordable housing. We need to look at parking allotment. With limits on the number of vehicles per dwelling, there will be fewer residents to offset the cost of each unit.

Levin: Will the zoning specify the size of residential units? It seems like we'll need a range, including very small dwellings.

> *Response:* We haven't considered the idea of prescribing unit sizes. That is usually left to the market.

Tate: We need to support small businesses, administrative offices, and mom and pop retail in the Bayfront Area so it's not all tech and biotech. We need parklets and a dog park in Belle Haven, as well as affordable housing that is comparable in quality to market rate units.

> *Response:* We can add parks to Program LU-4.C, which specifies community amenities.

<u>Public Comment</u>

We should be careful about extending the requirement to fund community amenities to activities that might be amenities in and of themselves, such as retail and housing. Such requirements could work against the purpose of creating live/work/play environments.

> *Response:* Affordable housing is considered an amenity. Requirements for other housing and retail projects to provide community amenities have not yet been proposed.

Retail and housing, other than affordable units, should be required to provide community amenities. Market rate housing seems like a benefit to developers, not a community amenity. It's hard to say how much new development we should allow to get retail when we don't know what the retail might be (other than grocery). We should require affordable housing units to be built (rather than in-lieu fees paid) and included in mixed-income buildings.

> *Response:* We can specify "for all income levels" in Program LU-4.C.

Retail Commercial and Professional and Administrative Office could each be major land use designations, instead of being grouped under Commercial, to emphasize the difference between them because as seen in the Specific Plan area, market forces can push out non-residential uses.

> *Response:* Connect Menlo is not intended to change designations or zoning outside of the Bayfront Area.

Maximum Retail floor area ratio of 25% in the Office designation might be too low.

Maximum 50% floor area ratio in Mixed Use Residential might not yield the desired number of units.

Policy LU-3.3 should include preserving existing neighborhood retail and small businesses; Program LU-3A regarding neighborhood serving commercial zoning should encourage a mix of uses; and Program LU-6.G should say "Develop" instead of "Consider developing " an adaptation plan for climate change, sea level rise, etc.

> *Response:* Agreed

Program LU-6.I should mention include State guidance for sea level rise planning and apply to areas influenced by sea level rise (such as San Francisquito Creek).

Response: Agreed

SEPTEMBER 2 & 9 OPEN HOUSES AND NEXT STEPS

GPAC Comment

Levin: What information will we be providing to the community about design standards so people can envision what places might look like and offer feedback?

Response: We'll have visual examples at the Open Houses, and we're planning public meetings in October -- perhaps a symposium followed by a focus group, like we've done for other topics.

Ohtaki: Please try to use electronic signs to announce the Open Houses as we did for the last round. The City Council should consider keeping GPAC together to review the potential formulas for community amenities before that goes to Planning Commission and City Council.

Levin: We should consider involving City commissions to comment on the Draft EIR.

CONNECTMENLO
menlo park land use & mobility update

Menlo Park General Plan and M-2 Zoning Update
Open House Summary Notes
September 2, 2015
Downtown Paseo

From Comment Cards

1. Displacement and affordability are huge problems in Menlo Park. Part of city-wide equity and healthy communities.

2. I bike from West Menlo to Downtown Palo Alto frequently as my commute, especially during the summer. But I think bike lanes on El Camino are not a good idea and take away from valuable traffic capacity.—Russ Hall

3. Thank you for holding this. Very informative. Re transportation planning: I encourage full exploration of using the Dumbarton rail extension either to connect to Caltrain in Redwood City and/or over the bay or to install light rail there. I also want to see the passageway under the tracks east of El Camino at Middle Ave. happen. Please keep this moving forward. We also need a multi-story parking garage downtown especially if we lose parking on El Camino.

4. What strategies will you use to avoid displacing current residents? How will you ensure that current residents benefit from future development?

5. Would be great to see more housing affordability throughout Menlo Park, including on the westside.

6. Very concerned about displacement of current community members! What is the plan to prevent that? Just cause for eviction?! Yes!!

7. Please continue to make safe bicycle transportation a priority. Expand bike use!

8. Regional collaboration ; common fare systems; safe routes to school, bussing kids rather than encouraging parents to drive and drop off

9. Woodland backs up – solution to stop sign that is currently there?

10. Sand Hill Road has swarms of recreational bike riders on weekends – yet bicycles get low priority. Bike lanes exist, but 280 intersections is too dangerous. See plan at 280.

11. What specific mechanisms to promote affordability and limit displacement.

Questions and Comments from Q&A Session

Q: What are you doing to solve the regional traffic problem?
A: Requires regional cooperation, including property owners. New employers will have certain restrictions. Also a new street classification system is being proposed as part of the update.

Q: With new housing, what is City doing to provide affordable housing and prevent displacement?
A: There will be some requirements for affordable housing but the formula hasn't been developed yet.

Q: What collaboration has occurred with schools (public and private) to address transportation/traffic problems, especially in the morning? Buses?
A: We are promoting walking and biking to schools. There are some conversations between City and school District.

Q: Is there water and sewage treatment capacity to support planned development?
A: Sewage treatment: yes. Water—the City is looking at additional water sources. If water supply is not sufficient, new development can't be approved.

Q: How will City ensure that existing businesses and residents benefit from new development and are not pushed out?
A: No way to ensure. But expectation is that they will benefit.

Q: Is there consideration of higher density development on Santa Cruz Ave. and El Camino? Also reduce parking requirements.
A: General Plan Update is focused on the M-2 Area near the Belle Haven neighborhood. The El Camino Real/Downtown Specific Plan allows for higher density housing, and there are currently proposals being reviewed. Downtown parking discussion will be in October.

General Comments

1. Can we add bike parking at Tinker Park? There is not enough.

2. Consider 1st source hiring, job training, resources for small business development.

3. Concern about displacement of businesses and tenants especially in Belle Haven. Profound socioeconomic segregation exists in Menlo Park. Promote integration. Don't be part of the problem.

CONNECTMENLO
menlo park land use & mobility update

Menlo Park General Plan and M-2 Zoning Update
Open House Summary Notes
September 9, 2015
Senior Center in Belle Haven

From Comment Cards

1. Thank you for the efforts to let people know to attend this meeting through emails, NextDoor, and street signs, also through the schools.

   Thanks for the child care.

   We understand that land is expensive but we need a good park for kids and families. Also this can be incorporated for a beautiful development for sailing, for pier shopping areas-- something to think about. We are at the Bayfront, everybody can be pleased.

   Invest at Belle Haven schools. We need a better structure in our school. Talk between school district and city council officials.

   Make a secondary dwelling unit more accessible and easier to develop and build.

2. Rent stabilization is interesting. It is something that I would/could support. However, it will not help renters in single family homes or people living in new apartment buildings. What will be done to help residents who are renting and fear being priced out? Will you build more affordable housing in all neighborhoods of Menlo Park?

3. Long shot request/question: Feasibility of opening road from Chilco directly through tracks into Onetta Harris parking area.

4. I am happy that Belle Haven is changing for the better. Looking ahead into the future, I hope there is a good solid school for our children. I am thankful that my child attends a school as nurturing and welcoming as Beechwood with excellent teachers and staff. My wish is that the school that could possibly be offered to this community is in the best interest of all the children in the Belle Haven community.

   Also, the people that have lived in this community have only had a couple of choices in terms of grocery shopping. We are not paying higher prices because we chose to, it's because it's all that's available, so I wish that along with a very nice supermarket such as

Andronico's or Whole Foods, Draeger's type store, there will also be a moderate priced supermarket for the people who live in this area that are gardeners, nannies, housekeepers, caregivers, teachers, etc. that do not bring home much money. I do wish you take this into consideration.

5. City of Menlo Park should provide greater basic services to Belle Haven, e.g. trash, sidewalks, and neighborhood watch signs. This area is not receiving the same level of services as West Menlo Park.

   Expand hours and services of Belle Haven library.

   Expand hours and services of community pool.

   Thank you for meeting!

   Include Belle Haven Elementary in City of Menlo Park school system. Outrageous that it is not!

6. The menlofire.org Standards of Cover Assessment for 2015 in Menlo Park mentions it's difficult for emergency vehicles to cover their assigned areas at peak traffic times of day. I suggest Menlo Fire add a heliport near stations 77, 2 and 1 so trauma and burn victims can be transported via helicopter when it's required. Realize all trauma and burn centers are located outside San Mateo County!

7. Would love to see a green stripe along Chilco for pedestrian safety and along Willow Road with updated construction plan (in reference to colorized lanes to make bicyclists paths more visible).

8. Active boardwalk along the Bayfront for picnics, fireworks viewing.

9. The proposed trail should include a dog park with public art representative of the community for all to enjoy – along with a bike trail.

10. Southern exit from 84 to Embarcadero and San Antonio along the Bayfront to remove traffic (discussed in the 70s).

<u>Questions and Comments from Q&A Session</u>

Q: How is input from visioning process and other input being considered?
A: Input will go to GPAC then Planning Commissions then City Council.

Q: How is traffic being addressed when development is happening first?

A: Property owners are not required to mitigate current traffic problems but they are cooperating. Will take everything we can to resolve traffic problems.

Q: How will you deal with sea level rise?
A: Because of property values, cities and others are building up levees up. Sea level rise would cover most of Belle Haven if not for the levees. Focus is on building a barrier—levees.

Q: When will final decisions be made, especially how much community benefit, e.g. affordable housing?
A: In the next few weeks, the Council will review the framework for zoning and value capture will be discussed later this Fall. Will get more community input on this.

Q: Does the Council need to make a decision on upzoning before they decide community benefit? This is a tradeoff.
A: All those decisions will be made in public by summer of 2016.

Q: What about places for children to play? Parks?
A: Zoning will require some public open space. People asked for improvements to Bayfront Park.

Q: How and who decided market-rate housing would fit in Belle Haven? Concern about changing the culture.
A: Development is market-driven. Development community sees that if they create jobs here, they need to provide housing here. Want to balance new jobs and housing.

Q: How and when will community find out about benefits like jobs, training, education and other community benefits?
A: City Council will need to determine priorities.

Q: Where are we on Dumbarton Rail?
A: No decision has been made. Bus rapid transit is an option. Rail has advantage but is expensive. Existing rails to RWC are cheaper.

Q: Job training and paid internships: will we really offer something to youth going through the development center?
A: Developers and City will negotiate priorities. No commitment from developers to fund specific things yet. There is a place for job training center, but no plan/commitment.

Q: I don’t remember new development going before the community. Can the City set aside property for the community? Are same development requirements applied to west Menlo Park? Imbalance between both sides of Menlo Park.
A: Demand for development is in the Bayfront area. There are bigger parcels of land here. Loss of RDA money has been an issue.

Q: What kind of businesses are coming in?
A: City controls rules for development. Life science: research and development. Office: social media, software, computer services.

Q: Where can we see the results of the community benefits survey?
A: They are online.

Q: Prior map showed a future school site. Still there?
A: Yes.

Q: What about local entrepreneurs? Where can they find office space? Life sciences—not good for communities to be around? East Palo Alto is on the other side of the wall.
A: Some programs support small businesses and entrepreneurs in multiple ways.
A: Life sciences work involves checmicals and truck transportation. Idea was to keep it in the middle and have companies be able to grow and stay in Menlo Park.

Q: What will be done with comments?
A: They will be captured. Some echo what has already been said.
Comments, questions will go to Planning Commission. Comments, questions and decisions will be posted online.

Q: What can residents in Belle Haven do to preserve neighborhood and culture?
A: Property owners have choices. Renters don't. Residents could ask for rent stabilization and just cause for eviction.

Q: What can be done to improve education? Shouldn't have to have Tinsley.

A: School district and City are separate entities. Interest in having conversations between City and School District. School District not subject to City zoning. Three school districts serve Belle Haven: Ravenswood, Menlo Park, Las Lomitas.

General Comments

1. Thank you for Spanish translation and childcare. How about a meeting in Spanish with English translation?

2. Need more parks for playing and picnicking this side of Menlo Park.

3. Want a supermarket.

4. Mixed income housing would be better here in Belle Haven.

5. Traffic on Willow and Marsh cuts through the community.

6. Yes, RDA benefitted Belle Haven. But the City is still responsible for funding things in Belle Haven. Now Belle Haven needs to be funded by general budget.

7. Thank you for underpass—big improvement.
8. Trash on streets. Increase library and pool hours. Faded neighborhood watch signs. Obvious different between both sides of the freeway.

9. Concern about local entrepreneurs not being able to afford rents.

10. Sidewalks in poor condition. Need fixing.

11. Rent stabilization and just cause for eviction are not in General Plan. People can push for this. Also the map doesn't have to look the way it does. You can demand changes.

12. More affordable housing in General Plan would help renters. Could prioritize affordable housing for Belle haven residents.

13. Program for credit recovery: help residents improve credit. City should sponsor this.

Next Steps:
9/21 Planning Commission
9/29 City Council review Planning Commission recommendations
November: Community session on zoning details
Later: Community update on Planning Commission and City Council decisions

NOTICE OF PREPARATION
ENVIRONMENTAL IMPACT REPORT
CITY OF MENLO PARK

Date: June 18, 2015

To: State Clearinghouse
State Responsible Agencies
State Trustee Agencies
Other Public Agencies
Interested Organizations

From: Deanna Chow
Senior Planner
City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025

Subject: **Notice of Preparation (NOP) of the Draft Environmental Impact Report (EIR) for the Menlo Park General Plan (Land Use & Circulation Elements) and M-2 Area Zoning Update**

Lead Agency: City of Menlo Park Planning Division

Project Title: Menlo Park General Plan (Land Use & Circulation Elements) and M-2 Area Zoning Update, also known as ConnectMenlo

Project Area: City of Menlo Park

Notice is hereby given that the City of Menlo Park (the City) will be the Lead Agency and will prepare a program level environmental impact report (EIR) for the Menlo Park General Plan (Land Use & Circulation Elements) and M-2 Area Zoning Update, also known as ConnectMenlo ("proposed Project" or "Project"). The proposed Project, its location, and potential environmental effects are described below. Pursuant to the California Environmental Quality Act (CEQA) Guidelines (14 California Code of Regulations Section15060(d)), the City has determined that an EIR is required for the proposed Project, and therefore an Initial Study will not be prepared and the City will begin work directly on the EIR.

Even though ConnectMenlo is technically a "project" that requires environmental review under CEQA, as a collection of City policies and regulations it qualifies for program level analysis, which evaluates total potential effects on the environment due to anticipated growth and change, but does not require the kind of building-by-building mitigation activities that may be assigned to individual construction and development projects that follow adoption of the General Plan and Zoning Ordinance updates. The level of review and associated processing time needed for those

individual activities may be streamlined if they comply with overarching rules prescribed in the ConnectMenlo Update and EIR.

The City is requesting comments and guidance on the scope and content of the EIR from interested public agencies, organizations and individuals. With respect to the views of Responsible and Trustee Agencies as to significant environmental issues, the City needs to know the reasonable alternatives and mitigation measures that are germane to each agency's statutory responsibilities in connection with the Project. Responsible agencies may need to use the EIR prepared by the City when considering permitting or other approvals for the Project.

Comments on the NOP are due no later than the close of the NOP review period 5:00 p.m. on **Monday, July 20, 2015**. However, we would appreciate your response at the earliest possible date. Please send your written comments to Deanna Chow at the address shown above or email to connectmenlo@menlopark.org with "Menlo Park General Plan Update EIR" as the subject. Public agencies providing comments are asked to include a contact person for the agency.
A Scoping Session is currently tentatively scheduled to be held by the Planning Commission at its regular meeting on:

September 21, 2015, 7:00 p.m.
Menlo Park City Council Chambers
701 Laurel Street
Menlo Park, CA 94025

The scoping meeting will provide an opportunity for the City to summarize the General Plan and Zoning Code Update process. **The focus of the scoping meeting will be on the content to be studied in the EIR.** The Scoping Meeting is purposely being held several months after release of this Notice of Preparation to allow the community to participate in the development and review of proposed General Plan Land Use and Circulation Element goals, policies, and programs, and M-2 Area Zoning Ordinance provisions and Design Standards, as those are expected to provide mitigation of environmental effects, in addition to any mitigation measures prescribed in the EIR.

INTRODUCTION

The purpose of an EIR is to inform decision-makers and the public of the potential environmental effects of a proposed project. The EIR process is intended to provide environmental information sufficient to evaluate a proposed project and its potential to cause significant effects on the environment; examine methods of reducing adverse environmental impacts; and consider alternatives to a proposed project. A Fiscal Impact Analysis (FIA) is also being prepared to evaluate fiscal impacts on the City of Menlo Park and special districts from the proposed project.

The Menlo Park General Plan (Land Use & Circulation Elements) and M-2 Area Zoning Update EIR, also known as ConnectMenlo, will be prepared as a program EIR in accordance with CEQA and the CEQA Guidelines. The project location, project description, and the potential environmental effects that will be evaluated in the EIR are described generally below. As mentioned above, subsequent projects to General Plan and Zoning changes will be subject to a separate environmental review process.

PROJECT LOCATION

The Project Study Area consists of all land within the city of Menlo Park, its Sphere of Influence (where the City maintains a role in land use and transportation decisions through future annexations of unincorporated areas), and a proposed Planning Area (where the City believes the Menlo Park community should be able to participate in influencing land use and transportation decisions). As shown in Figure 1, Menlo Park is located at the southern edge of San Mateo County. The City is generally bounded by San Francisco Bay to the north and east; the cities of East Palo Alto and Palo Alto and Stanford University to the southeast; and Atherton, unincorporated North Fair Oaks, and Redwood City to the northwest. The City is accessed by Interstate 280 (I-280), U.S. Highway 101 (US 101), Caltrain, State Route 84 via the Dumbarton Bridge, and a variety of arterial, collector and residential streets, as well as regional and local pedestrian and bicycles routes. The majority of land in Menlo Park is designated for residential use; other General Plan land use categories include Industrial/Business Park, Open Space/Recreation, Commercial, and Public Facilities/Institutional.

The M-2 Area, which is the focus of future land use change under the Project, comprises the northern-most portion of Menlo Park. The M-2 Area (see Figure 2) is generally bounded by San Francisco Bay to the north; Redwood City to the west; East Palo Alto to the southeast; and the Menlo Park neighborhoods of Belle Haven, Flood Triangle, Suburban Park, and Lorelei Manor to the south. Currently, most land in the M-2 Area is designated for industrial/business park use. The M-2 Area contains major regional transportation links, including Bayfront Expressway (State Route 84), Willow Road (State Route 114), and University Avenue (State Route 109) all of which are utilized heavily to provide access to the Dumbarton Bridge.

PROJECT DESCRIPTION

Often described as each city's "constitution," general plans are required by State law to guide land use and development, usually for a period of 20 years. With the Menlo Park Housing, Open Space/Conservation, Noise, and Safety Elements having been recently updated, the focus of the Project is on the Land Use and Circulation Elements (as well as zoning provisions to implement any land use changes in the M-2 Area). These two elements are central components of the General Plan because they describe which land uses should be allowed in the City, where those

land uses should be located, how those land uses may be accessed and connected, and how development of those uses should be managed so as to minimize impacts and maximize benefits to the City and its residents.

The Land Use Element frames the type and scale of potential development that may occur over the next 20 years, particularly in the M-2 Area. The Circulation Element will address transportation issues throughout the City, and both updated Elements will be consistent with the other General Plan Elements and the El Camino Real/Downtown Specific Plan.
The Project also includes an update to the City's Zoning Ordinance provisions for the M-2 Area to implement the updated General Plan programs, as well as Design Standards for development in the M-2 Area.

Community engagement is the foundation of the Project. Updated planning policy language will only be meaningful if it helps achieve the community's vision for the future. The in-person public outreach and participation process has included workshops and open houses; mobile tours of Menlo Park and nearby communities; informational symposia; stakeholder interviews; focus groups; recommendations by a General Plan Advisory Committee (GPAC) composed of City commissioners, elected officials, and community members; and consideration by the City Council and Planning Commission at public meetings. Many more opportunities will occur throughout the process to ensure that community members play a central role in guiding the General Plan and Zoning Ordinance updates. In addition, the Project features a comprehensive website, online surveys, and a mobile app that provides access to information and documents.
The Menlo Park General Plan and M-2 Area Zoning Update will be evaluated using a program EIR that determines whether potential future land use and circulation system changes may result in impacts that need to be mitigated. By incorporating implementation provisions that purposely reduce environmental impacts, the proposed updates can be made largely "self-mitigating," which reduces the need for separate EIR mitigation measures, improves the efficiency of implementation, and increases the likelihood that development will be environmentally sustainable.

Given the potential for change in Menlo Park and especially the M-2 Area, the City Council established the following objectives for the Project:

- Establish and achieve the community's vision
- Realize economic and revenue potential
- Assume that changes to General Plan Land Use Designations and Zoning will occur only in M-2 Area
- Streamline the development review process
- Improve mobility for all travel modes

- Preserve neighborhood character throughout the city
- Reduce emissions and adapt sustainably

In pursuit of these goals, the Menlo Park General Plan and M-2 Area Zoning Update is making use of the following Guiding Principles, which reflect the stated goals of members of the public, elected officials, and various stakeholders who have participated in the Project, to date. These aspirational statements, accepted by the City Council in December 2014, describe the kind of place that community members want Menlo Park to be. City representatives and community members developed them in a collaborative public process for consideration in guiding growth and preserving the City's unique features over the next 20 years.

- **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.
- **Healthy Community:** Everyone in Menlo Park enjoys healthy living spaces, high quality of life, and can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations; land owners and occupants take pride in the appearance of property; Menlo Park achieves code compliance and prioritizes improvements that promote safety and healthy living; and the entire city is well-served by emergency services and community policing.
- **Competitive and Innovative Business Destination:** Menlo Park embraces emerging technologies, local intelligence, and entrepreneurship, and welcomes reasonable development without excessive traffic congestion that will grow and attract successful companies and innovators that generate local economic activity and tax revenue for the entire community.
- **Corporate Contribution:** In exchange for added development potential, construction projects provide physical benefits in the adjacent neighborhood (such as Belle Haven for growth north of US 101), including jobs, housing, schools, libraries, neighborhood retail, childcare, public open space, high speed internet access, and transportation choices.
- **Youth Support and Education Excellence:** Menlo Park children and young adults have equal access to excellent childcare, education, meaningful employment opportunities, and useful training, including internship opportunities at local companies.
- **Great Transportation Options:** Menlo Park provides thoroughly-connected, safe and convenient transportation, adequate emergency vehicle access, and multiple options for people traveling by foot, bicycle, shuttle, bus, car, and train, including daily service along the Dumbarton Rail Corridor.
- **Complete Neighborhoods and Commercial Corridors:** Menlo Park neighborhoods are complete communities, featuring well integrated and designed development along vibrant

commercial corridors with a live-work-play mix of community-focused businesses that conveniently serve adjacent neighborhoods while respecting their residential character.

- **Accessible Open Space and Recreation:** Menlo Park provides safe and convenient access to an ample amount of local and regional parks and a range of public open space types, recreational facilities, trails, and enhancements to wetlands and the Bay.
- **Sustainable Environmental Planning:** Menlo Park is a leader in efforts to address climate change, adapt to sea-level rise, protect natural and built resources, conserve energy, manage water, utilize renewable energy, and promote green building.

The Guiding Principles will help chart future change throughout Menlo Park through a careful balance of benefits and impacts, as charted in the General Plan goals, policies, and programs, whether applied to expanding transportation options citywide, to protecting the character of the city's residential neighborhoods, or to managing the growth expected to occur in the M-2 Area. How much the M-2 Area might grow has also been established through an intensive process of community workshops, public meetings, and surveys. Based on this significant body of community input, GPAC recommendations, and Planning Commission and City Council review, a theoretical level of maximum potential development that could be accommodated by the Project has been established (as depicted in Figure 3).

This maximum potential development would consist of approximately 2.1 million additional square feet of nonresidential building space and 4,500 additional multifamily dwelling units beyond what is already realistically achievable under the current Menlo Park General Plan Land Use Element. About 1.4 million square feet of the added nonresidential development would be concentrated in the area between Willow Road and University Avenue (primarily for new and expanded life sciences uses). About 2,000 of the additional dwelling units would be located in that same area, with another 1,000 units in the Jefferson Drive area, and 1,500 units on the Facebook East campus.

The nonresidential development would also include ground floor retail in a number of locations and roughly 500,000 square feet for three hotels with 200 rooms each, one in the Haven area, one in the Jefferson Drive area, and one on the Facebook West campus. The anticipated development would be estimated to increase the number of jobs in the M-2 Area by about 5,500 beyond the amount accommodated by the current General Plan.

In addition to the potential buildout of the Project, development capacity currently exists in the M-2 Area based on the current 1994 General Plan Land Use Element and existing zoning. This current buildout potential, estimated at 1.8 million square feet of nonresidential uses, will be included in the No Project Alternative required to be characterized in conjunction with analysis of the Project. Therefore, the theoretical potential maximum buildout in the M-2 Area, combining development capacities under the No Project condition plus the Project, would be about 3.9 million square feet of nonresidential development beyond what currently exists on the ground.

The No Project alternative will also include development potential in the rest of Menlo Park that also currently exists under the General Plan and zoning in place, an amount that is not proposed to change under the Project.

LAND USE ELEMENT UPDATE

The updated Land Use Element will reflect the Guiding Principles to ensure that goals, policies and programs integrate the extensive community input on the Project. Where appropriate, policies and programs will also respond to State legislation established since adoption of the 1994 General Plan. These actions range from items such as updating maps of flood prone areas to exercising the ability to adopt "Uniformly Applicable Development Standards" for reducing potential environmental impacts that then may allow individual "infill" development projects to undergo streamlined environmental review per recent changes in State Law.

In addition to reinforcing the community's vision for the city, the updated Land Use Element primarily will describe the changes shown in Figure 3 for future development in the M-2 Area, including any needed new Land Use Designations and changes in designations for individual parcels. The Land Use Element will also summarize the new pedestrian and bicycle improvements shown in Figure 3 to be installed as development occurs in the M-2 Area.

As with the updated Circulation Element, the updated Land Use Element will include programs that require new or expanded development to provide community amenities such as transportation and quality-of-life improvements, and others that describe how the City will utilize its Capital Improvement Program to prioritize needed infrastructure and physical projects throughout Menlo Park.

CIRCULATION ELEMENT UPDATE

Goals, policies, and programs in the updated Circulation Element will describe a variety of strategies and requirements to improve mobility and address congestion citywide, including Transportation Impact Analysis, Complete Streets, Transportation Demand Management (TDM), Traffic Management Associations, and the Neighborhood Traffic Management Program. It is important to note that a Complete Streets approach – where bicycle, pedestrian and transit usage are considered in evaluating the effectiveness and performance of a street or intersection – does not assume that all modes of travel can be well accommodated on every street, nor that sidewalks are appropriate in residential neighborhoods where they do not currently exist.

The updated Circulation Element will identify needed transportation system changes to address both existing issues and anticipated development, ranging from physical improvements such as right-of-way modifications, to transit service enhancements, to adjustments to regulations such as parking standards. A summary description of needed improvements and implementation mechanisms for updating the 2009 Transportation Impact Fee Study as an implementation program will specifically be included.

The Circulation Element Update will also specifically evaluate current off-street and on-street parking policies and requirements in the M-2 Area as they relate to providing an appropriate supply of parking and regulating the intensity of land uses. Parking impacts associated with the M-2 Area Zoning Update will be discussed qualitatively based on the proposed parking requirements.

M-2 AREA ZONING ORDINANCE UPDATE

The Project also includes an update to the City Zoning Ordinance for the M-2 Area to ensure consistency with the General Plan Update and previously adopted ordinances and policies. Zoning changes may be needed for any of the districts in the M-2 Area (M2, M3, C4, C2S, C2B, FP, PF, and U), and new districts within the M-2 Area may be created to reflect the community's preferences as established in the Guiding Principles and through additional input during the ConnectMenlo process. Modifications to zoning standards will also be recommended as needed to respond to updated State requirements.
Updates to zoning will also address the following topics, among others:

- Site standards, such as height, bulk, and building design; sidewalk and bike route dimensions; streetscape design; outdoor lighting; and operational issues (e.g., air quality, glare, vibration, and use and storage of hazardous materials);
- Types and mix of land uses;
- Potential affordable housing requirements, housing density bonus provisions, and related incentives, consistent with the City's Municipal Code and State law;
- Landscaping standards, including specific requirements for preliminary and final landscape plan submittal and review;
- TDM, off-street car parking, bicycle parking, and loading standards;
- Development contributions to community amenities and city programs and services;
- Best practices to ensure protection of wildlife and habitat; and
- Energy and water conservation construction and operation practices.

A Water Supply Assessment will be developed as part of the EIR to determine which, if any, strategies may be needed to ensure adequate water supply for anticipated development.

PUBLIC AGENCY APPROVALS

The EIR will evaluate the Project for potential impacts on the environment and analyze proposed goals, policies, and programs, as well as Zoning provisions and Design Standards, to determine the potential environmental consequences of future change under the updated General Plan Land Use and Circulation Elements and M-2 Area Zoning. The cumulative impacts discussion required per CEQA will consider relevant projects in and around the Planning Area that are not included as part of the Project.

CEQA requires that an EIR evaluate alternatives to a project that could reasonably attain the project objectives while reducing any significant impact of the project, as well as considering the "No Project" Alternative (i.e., what could happen if the Project were not to occur). With the establishment of a Maximum Potential Development alternative for the M-2 Area to ensure that adequate mitigation for any potential environmental is identified, it is expected that other EIR alternatives might describe some lesser subset of development to be considered by the City Council.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED

The EIR will analyze whether development anticipated pursuant to the proposed Project would have significant environmental effects in the following areas:

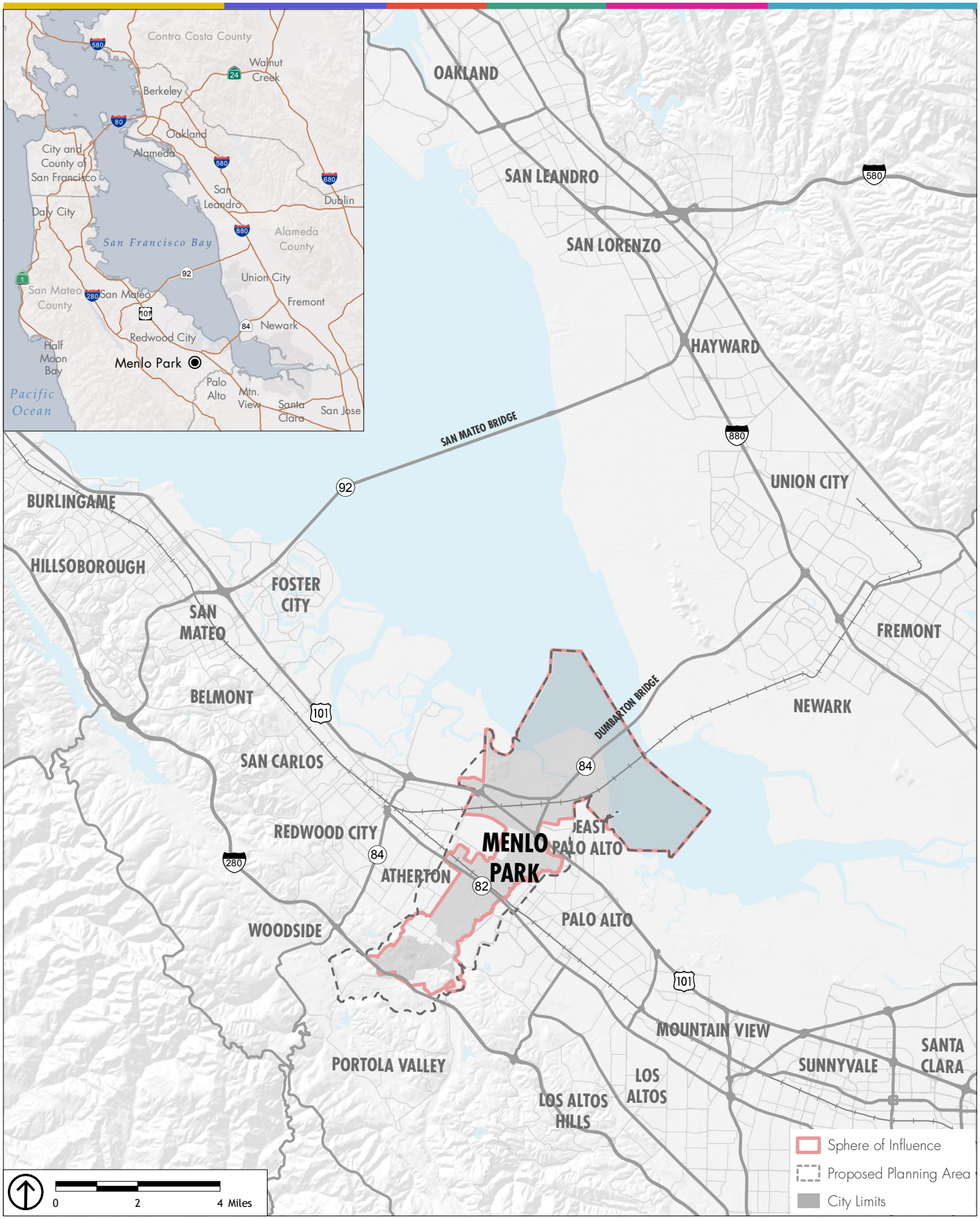
- **Aesthetic Resources:** the analysis will discuss potential impacts in terms of height and intensity, and the potential for increased light and glare impacts on the existing setting.
- **Air Quality:** the analysis will discuss the potential for local and regional air quality impacts from construction and demolition, and impacts from new development and traffic.
- **Biological Resources:** the analysis will discuss potential impacts on nesting birds, heritage and/or mature trees, and waterways, marshlands and other wildlife habitat.
- **Cultural Resources:** the analysis will discuss potential impacts on known historic buildings and cultural resources.
- **Geology, Soils, and Seismicity:** the analysis will discuss the potential for soil erosion and exposure to seismic risk, including liquefaction.
- **Greenhouse Gas Emissions:** the analysis will discuss the potential to generate greenhouse gases and for conflict with any applicable plan, policy, or regulation adopted for the purpose of reducing emissions of greenhouse gases.
- **Hazardous Materials and Hazards:** the analysis will discuss areas of potential soil or groundwater contamination, and the potential for exposure to hazardous materials.

- **Hydrology and Water Quality:** the analysis will discuss the potential for impacts on waterways, or exceedance of the capacity of stormwater drainage systems or violation of water quality standards or waste discharge requirements.
- **Land Use and Planning Policy:** the analysis will discuss the potential for anticipated development to divide an existing community or conflict with applicable land use policy and plans.
- **Noise:** the analysis will discuss potential impacts from demolition, construction, and operational activities.
- **Population and Housing:** the analysis will discuss the potential for inducing substantial population growth or displacing existing housing, businesses, or people.
- **Public Services and Utilities:** the analysis will discuss the potential for an increase in public services such as fire and police protection, solid waste, water supply, and wastewater disposal services. A Water Supply Assessment will determine whether any strategies may be needed to ensure adequate water supply for anticipated development.
- **Recreation:** the analysis will discuss the potential for an increase in the use of existing recreational facilities to the detriment of those facilities, or the need to create new recreational facilities.
- **Transportation and Circulation:** the analysis will discuss potential increases in traffic load on the circulation system that could result in inadequate emergency access, parking capacity, or travel efficiency for vehicles, transit and pedestrians and bicyclists.

The following topics are likely to be associated with less-than-significant impacts and are not expected to be evaluated in detail in the EIR:

- Agriculture and Forestry Resources
- Mineral Resources

ATTACHMENTS:
Figure 1: Menlo Park Regional Location
Figure 2: M-2 Area
Figure 3: M-2 Area Maximum Potential Development



CONNECTMENLO
menlo park land use & mobility update

FIGURE 1: MENLO PARK REGIONAL LOCATION

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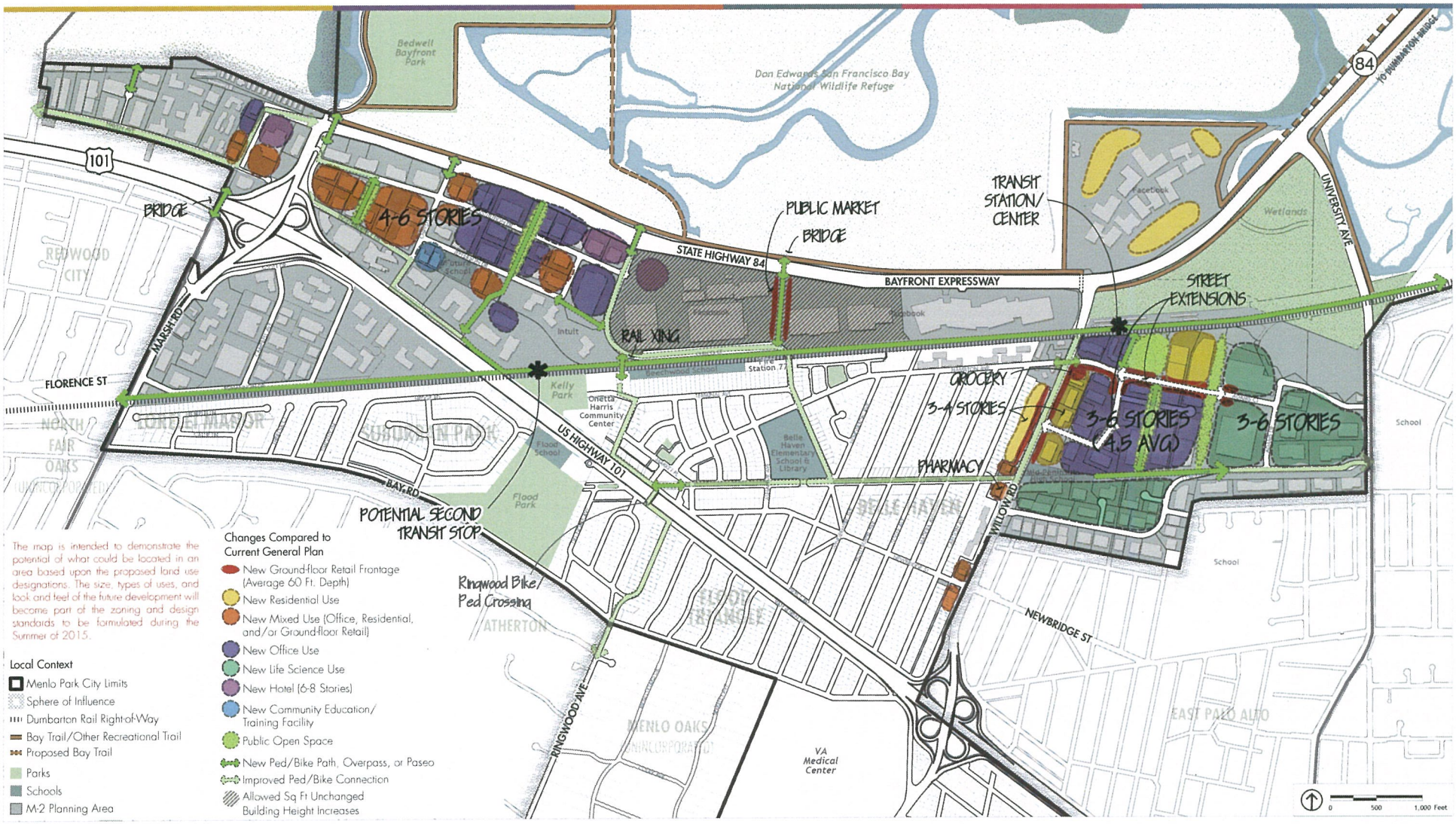
G12

FIGURE 2: M-2 AREA



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 Summer of 2015.

Local Context

- Menlo Park City Limits
- Sphere of Influence
- Dumbarton Rail Right-of-Way
- Bay Trail/Other Recreational Trail
- Proposed Bay Trail
- Parks
- Schools
- M-2 Planning Area

Changes Compared to Current General Plan

- New Ground-floor Retail Frontage (Average 60 Ft. Depth)
- New Residential Use
- New Mixed Use (Office, Residential, and/or Ground-floor Retail)
- New Office Use
- New Life Science Use
- New Hotel (6-8 Stories)
- New Community Education/ Training Facility
- Public Open Space
- New Ped/Bike Path, Overpass, or Paseo
- Improved Ped/Bike Connection
- Allowed Sq Ft Unchanged Building Height Increases

DRAFT M-2 AREA MAXIMUM POTENTIAL DEVELOPMENT

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menlo park land use & mobility update

PLACEWORKS

MEMORANDUM

DATE July 20, 2015

TO Justin Murphy and Deanna Chow

City of Menlo Park

FROM Charlie Knox and Terri McCracken

SUBJECT Summary of Comments on the Notice of Preparation (NOP) of the Draft Environmental Impact Report (EIR) for ConnectMenlo: Menlo Park General Plan (Land Use & Circulation Elements) and M-2 Area Zoning Update

The City issued the NOP for the Draft EIR on Thursday, June 18, 2015. The 30-day comment period closed at 5 pm on Monday, July 20, 2015. The City received 16 comment letters during this time. A summary of each comment letter is provided below and a copy of each comment letter is included as an attachment to this memo.

1) **Hannah Cha, Civic Spark Planner, San Francisco Bay Conservation and Development Commission, July 8, 2015.**

   The commenter acknowledges receipt of the NOP on Tuesday, June 23, 2015 and states that the San Francisco Bay Conservation and Development Commission (Commission) has not reviewed the NOP. The comments are based on Commission enabling law, the *McAteer-Petris Act,* the Commission's *San Francisco Bay Plan* (Bay Plan) – which serves as the Commission's federally approved management plan for the San Francisco Bay, and staff review of the NOP. The comment letter acknowledges the Commission's authority for permitting within its jurisdiction, including two priority use areas in Menlo Park: 1) the portion of the Don Edwards San Francisco Bay National Wildlife Refuge along the Bay shoreline, and 2) Bayfront Park. The commenter requests that the Draft EIR analyze the Project's consistency with *Bay Plan* land use designations and policies related to biological resources, recreation, public access and Bay Trail connectivity, climate change, flooding, sea level rise, Bay fill, shoreline protection, aesthetics, and protection of scenic views.

2) **Anne Morkill, Project Leader, San Francisco Bay National Wildlife Refuge Complex, United States Department of the Interior, Fish and Wildlife Service, July 17, 2015.**

   The commenter represents the Don Edwards San Francisco Bay National Wildlife Refuge (Refuge). The commenter requests that the Draft EIR analyze impacts to endangered species, and to hydrology and water quality impacts as they relate to biological resources (e.g. wildlife, wetlands, and subtidal habitat). The commenter is concerned with the Project's potential to increase the human-wildlife interface on their property from additional residential development, pedestrian and bicycling commute activity on the Bay Trail, and on- and off-leash domestic pets. Specifically, the commenter is concerned with

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nighttime impacts to wildlife from increased noise and light, increased predators and nuisance animals (e.g. raccoons, skunks, and crows). The commenter provides recommendations for wildlife habitat best management practices related to fencing and lighting.

The commenter expresses opposition to increased development in the M-2 area. In addition to impacts to biological resources, the commenter is concerned about increased traffic and congestion, and impacts to long-term restoration of Refuge properties.

3) Clem Molony, Resident, 1966 Menalto Avenue, Menlo Park, July 17, 2015.

The commenter expresses concerns about affordable housing and traffic congestion. The commenter requests that the Draft EIR use realistic, current, and conservative facility-use data so that potential environmental impacts are more accurately determined over the buildout horizon of the General Plan and, when needed, subsequent mitigation measures will more precisely reduce potential impacts. The commenter also requests that housing needs, specifically investments in affordable housing, be addressed in the General Plan.

4) Roy Molseed, Senior Environmental Planner, Santa Clara Valley Transportation Authority, July 20, 2015.

The commenter requests that the Draft EIR transportation section include an analysis of key roadway segments in the Santa Clara County Congestion Management Plan (CMP) near the San Mateo County border, including, but not limited to US Highway 101 and Interstate 280. The commenter does not provide a comprehensive list of intersections. In addition, the commenter requests that the proposed Project consider express lanes that are planned to be constructed and implemented in Santa Clara and San Mateo Counties (e.g. Regional Transportation Plan RTPID #240741 and #240742).

5) William Gibson, Planner, Long Range Planning Division, San Mateo County Planning and Building Department, July 20, 2015.

The commenter requests that the Draft EIR analyze potential impacts on surrounding communities including unincorporated North Fair Oaks, including on multi-modal circulation and housing affordability.

6) Eileen McLaughlin, Board Member, Citizens Committee to Complete the Refuge, July 20, 2015.

The commenter has expressed concerns about the relationship and timing of the Facebook EIR and the Draft EIR for the proposed Project. The commenter requests that the Draft EIR clearly explain this relationship. The commenter also requests that the Draft EIR analyze the potential impacts related to sea level rise and shoreline development, hydrology, flooding, biological resources with emphasis on the Don Edwards San Francisco Bay National Wildlife

Refuge (Refuge) and Pacific Migration flyway, water supply, and the multi-modal transportation and circulation with emphasis on the Pedestrian/Bike Bridge at Chilco. The commenter provides source and planning information that is recommended to be used for the analysis in the Draft EIR. In addition, the commenter requests that the Draft EIR provides a suitable set of alternatives and provides example alternatives to the proposed Project.

7) Jason Tanicone, Directing Attorney, Housing and Economic Advancement, Community Legal Services in East Palo Alto, et al, July 20, 2015.

The commenter requests that the City include how local and regional affordable housing needs will be met under the proposed Project, and to include a discussion about new jobs will result in Menlo Park. The commenter expresses a concern that the full scope of impacts may not be known at this time. The commenter requests that the Draft EIR include an analysis of affordable housing, housing access and direct and indirect displacement for low- and moderate-wage income populations, and jobs-housing balance. In addition, the commenter requests that the Draft EIR discuss commuter traffic, vehicles miles traveled, automobile congestion, greenhouse gas emissions, air quality, noise and community health impacts as they related to a jobs-housing balance/imbalance.

8) George C. Fisher, Resident, 1121 Cotton Street, Menlo Park, July 20, 2015.

The commenter expresses a concern that proposed Project's maximum potential development and the relationship to the analysis of environmental impacts in the Draft EIR. Specifically, the commenter requests additional details regarding updates related to the Circulation Element. The commenter requests a reasonable range of alternatives be included in the Draft EIR and suggests potential alternatives. In addition, the commenter requests an analysis of cut-through traffic be included in the Draft EIR.

9) Harold Schapelhouman, Fire Chief, Menlo Park Fire Protection District, July 20, 2015.

The commenter requests that the Draft EIR include a complete description of the existing conditions of the Menlo Park Fire Protection District (MPFPD), the standards of significance for determining impacts, and an analysis of impacts to the MPFPD (e.g. staffing, equipment, and facilities) as a result of increased density/intensity, building height, changes to design and development standards, cumulative impacts including the Facebook Project currently under environmental review and development in other communities but within the MPFPD jurisdiction, traffic and circulation impacts.

10) Carlos Martinez, City Manager, City of East Palo Alto, July 20, 2015.

The commenter requests that the Draft EIR for the proposed Project include an analysis of impacts to the City of East Palo Alto. The commenter has provided a list of 12 specific

intersections requested to be analyzed in the Draft EIR. The commenter requests the office density adequately reflect the high tech industry and that this be subsequently reflected in the traffic impact analysis. In addition, the commenter requests a job-housing balance, including proposed housing for future employees in Menlo Park, housing displacement, and affordable housing be included in the Draft EIR. The commenter requested City of East Palo Alto staff be included on all future noticing for the proposed Project, and provides their contact information. The commenter requests the Draft EIR consider connectivity options for adjacent pedestrian and bicycle paths and trails and an analysis of potential transit stops, including a multimodal rail/bus rapid transit station/center at University Avenue.

11) Tameeka Bennett, El Comite de Vecinos, Community Legal Services in East Palo Alto, Urban Habitat, and San Francisco Organizing Project- Peninsula Interfaith Action, Youth United for Community Action, July 20, 2015.

The commenter requests that the Draft EIR include an analysis of cumulative impacts including the already approved and currently-in-process projects in the Belle Haven neighborhood, and the *East Palo Alto's Ravenswood/4 Corners Transit Oriented Specific Plan*. The commenter requests the Draft EIR include a discussion of job-housing balance, access to local jobs, housing displacement and affordable housing. In addition, the commenter requests the Draft EIR analyze traffic and circulation related traffic impacts, including impacts related to multi-modal transportation options, including connectivity, bus rapid transit, transit, and the Dumbarton rail. The commenter provides a specific list of streets and intersections, and requests that these be analyzed in the Draft EIR. The commenter also requests impacts related to greenhouse gas emissions, sea level rise, hazards and hazardous materials, specifically from bio-science uses, and community health impacts.

12) Patti Fry, Resident, July 20, 2015.

The commenter expresses a concern about the level of detail of the proposed Project and questions if this is adequate to analyze the impacts in the Draft EIR, including the preparation of alternatives to be analyzed. The commenter requests additional details and clarification about existing conditions and baseline information, information on streamlining future projects, potential land use changes under the proposed Project and the no project alternative. The commenter suggests the outreach for the planning process has not been extensive enough.

13) Patricia Maurice, District Branch Chief, Local Development – Intergovernmental Review, California Department of Transportation, July 20, 2015.

The commenter suggests early collaboration with California Department of Transportation (Caltrans) leads to better outcomes for all stakeholders. The commenter requests specific information on traffic impact fees, funding and scheduling where improvements to Caltrans

right of way are proposed. The commenter requests an analysis of the travel demand of the proposed Project be included in the Draft EIR and notes that Caltrans is in the process of updating the *Caltrans' Guide for the Preparation of Traffic Impact Studies* (TIS Guide). The commenter provides a list of specific information to be included in the traffic impact analysis for the proposed Project and recommends that pedestrian, bicycling, and transit performance or quality of service measures and modeling as a means of estimating the project impacts. In addition, the commenter encourages the City to develop Travel Demand Management (TDM) policies to encourage usage of nearby public transit lines and reduce vehicle trips on the state highways.

14) Brielle Johnck, Resident, Menlo Park, July 19, 2015.

The commenter expresses concerns about the level of detail provided for the project description that the Draft EIR will be based on. The commenter requests the Project and Draft EIR include a discussion and analysis of job-housing balance, commuter cut-through traffic and impacts to public schools.

15) Adina Levin, Resident, Menlo Park, June 8, 2015.

The commenter expresses concerns about existing traffic congestion and requests that the Draft EIR provide an analysis of traffic and circulation impacts on Willow Road in Menlo Park, with emphasis on cumulative impacts and interagency coordination.

16) George Rodericks, City Manager, Town of Atherton, July 20, 2015.

The commenter requests that the Draft EIR for the proposed Project include an analysis of transportation and traffic, including level of service and stop-delay studies for 10 identified intersections with recognition of Atherton's policy to maintain all streets in a two-lane maximum width configuration, and studies of transportation alternatives between transportation hubs such as the Menlo Park Caltrain station and the project area, and review of the effects on emergency access to and through the Town . The commenter also requests that the DEIR include analysis on hydrology and water quality, particularly flooding in the Atherton Channel within the Town, and air quality impacts.

GENERAL PLAN INTRODUCTION

CONTEXT AND CONTENTS

Menlo Park lies in the Mid-Peninsula region between San Francisco and San Jose (see Introduction Figure 1). The city encompasses approximately 18 square miles, including almost 12 square miles of San Francisco Bay and wetlands. Menlo Park is part of an intensive global center for commerce, culture, employment, and education.

Sometimes described as a city's "Constitution," general plans are required by California law to guide land use and development, usually for a period of 10 to 20 years. Because of the connectedness of Menlo Park and surrounding communities in terms of traffic, housing, water supply, wastewater treatment, and natural resources, it is important for the City of Menlo Park to be involved in land use decisions outside the city limits in both a "Sphere of Influence" and a larger "Planning Area" (see Land Use Element Figure 1 and related discussion).

California Office of Planning and Research (OPR) guidelines emphasize that a general plan be built on public participation. Preparation of a general plan is an inclusive activity that highlights community concerns, but also provides a framework for coalescing often-competing objectives into a common vision for the future. By focusing attention on both near- and longer-term solutions, the general plan helps people see the community as a complex system that continually changes in response to problems and opportunities, and therefore it helps forge agreement on a course for action.

Each general plan in California is required to address specific provisions for seven mandated "elements" listed in Government Code Section 65302—land use, circulation, housing, conservation, open space, noise, and safety. These elements may be combined, and general plans may also address other topics that relate to local physical development. The

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Menlo Park General Plan includes a combined Open Space/Conservation, Noise, and Safety Element.

Each element must include goals, policies, and programs that explain how the City will address local issues relating to growth, change, preservation, and environmental quality. A **goal** expresses a desired outcome or end-state; a **policy** sets a direction for the City to follow in order to meet one or more goals; and a **program** is an action carried out pursuant to a policy to achieve a specific goal. Programs may identify City departments with primary responsibility and targeted timeframes for accomplishment.

The Housing Element includes quantified housing production objectives and explanations of how those may be achieved, and the Open Space/Conservation, Noise, and Safety Element contains programs to ensure the protection of persons and property from a variety of environmental risks. The Land Use Element describes “designations” that outline parameters for physical development, and the Circulation Element contains a map and descriptions of the street classification system based on a range of travel modes.

The central purpose of the Menlo Park General Plan is to maintain the community's special character that includes a range of residential, business, and employment opportunities, and to accommodate change that will help maintain a vital community. All of the General Plan elements in combination seek to create a vibrant city, with neighborhoods, shopping, entertainment, and employment destinations that together comprise a sustainable, healthy environment for all community members both now and in the future.

Many issues addressed in the Menlo Park General Plan center on the connection between land use and transportation, as exemplified by the impacts of regional commuting, which at peak-travel times can account for most traffic in the city. Issues related to the potential effects of climate change also influence planning in Menlo Park, especially along its border with San Francisco Bay, where expected sea level rise and coastal flooding require innovative means to protect property and occupants.

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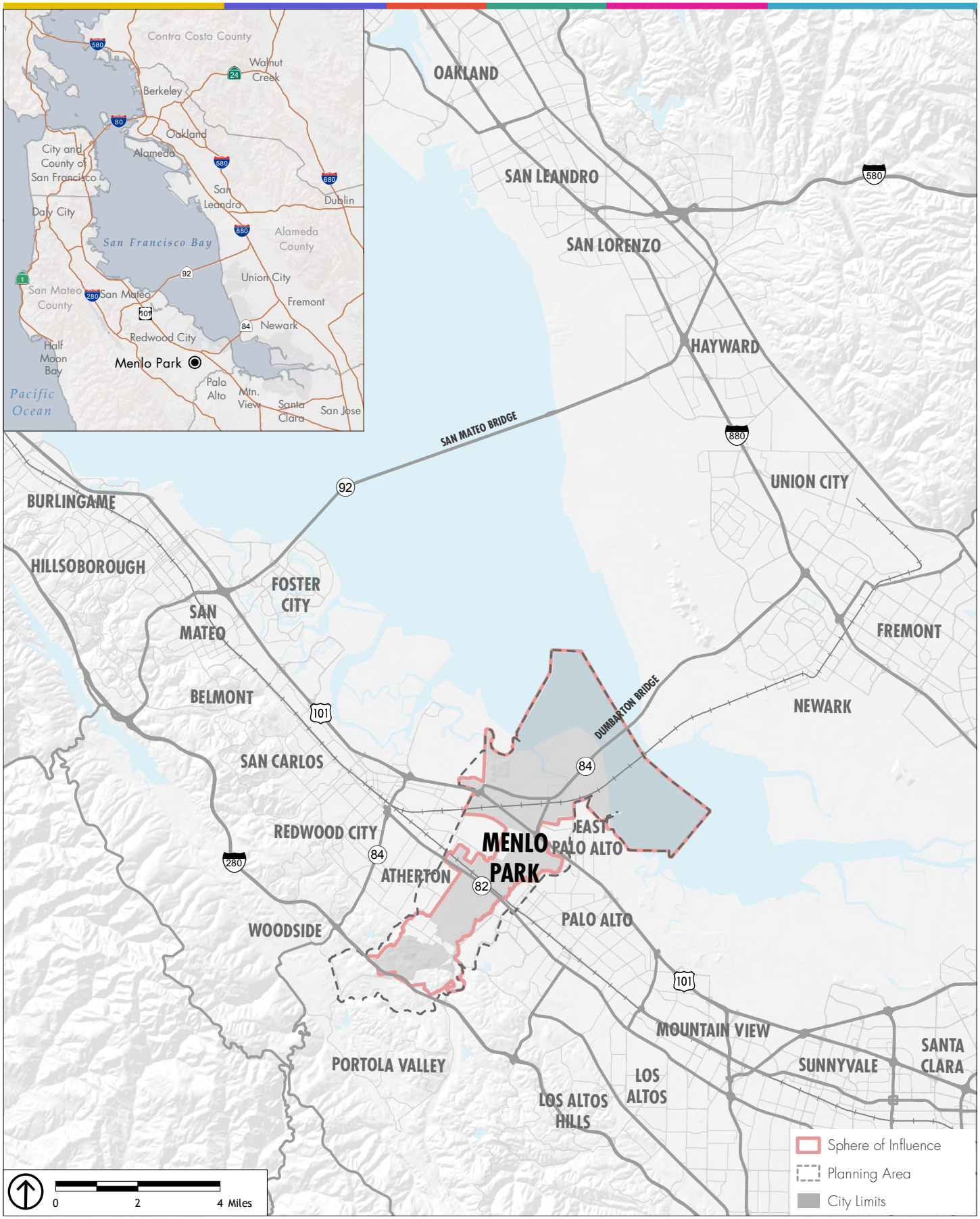

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FIGURE 1: MENLO PARK REGIONAL LOCATION

In addition, the General Plan reflects ever-increasing awareness of the importance of energy and water conservation, as well as the need to reduce greenhouse gas emissions to meet City and statewide goals. Efforts to increase community resiliency and to adapt sustainably to environmental change touch all General Plan elements.

EVOLUTION OF THE PLAN

Menlo Park first issued a citywide "Master Plan" in 1952, which was updated as a General Plan in 1966 after a two-year process involving a citizen committee of more than 100 members. A subsequent effort began in 1972 when the City Council and members from City commissions, boards, and advisory committees formed a task force to examine pressing issues. The "Toward 2000" General Plan adopted in 1974 included an Open Space and Conservation Element for the first time. New State mandates led to updates of the Safety (1976) and Noise (1978) Elements. Review in 1984 by an ad hoc committee of Planning Commission and City Council members concluded that while most of the General Plan remained valid, the Land Use, Circulation, and Housing Elements required updating. A series of community forums in 1984 led to updates of those elements by 1986.

In 1988 the City initiated another General Plan update largely to incorporate new standards for development that could be used to conduct traffic analyses. First drafts were released in 1989, with a second round in 1991, and a third that resulted in the adoption of the 1994 Land Use and Circulation Elements. The Open Space/Conservation, Noise, and Safety, Elements were consolidated and updated in 2013. Updating of the Housing Element follows a separate State-mandated cycle, and an update was adopted in 2014 for the 2015–2023 planning period.

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A variety of additional plans and studies have supplemented the General Plan since the 1994 update, including:

- Center City Design Plan (1996–1998)
- Willow Road Land Use Plan (1997)
- Smart Growth Initiative (1999)
- Land Use and Circulation Study (2000)
- Comprehensive Bicycle Development Plan (2004)
- Commercial Streamlining and Zoning (2004–2006)
- Imagine a Downtown (2005)
- El Camino Real and Downtown Vision Plan (2008)
- City Sidewalk Master Plan (2008)
- El Camino Real/Downtown Specific Plan (2012)
- Belle Haven Vision Plan (2013)

In addition, the City adopted a Climate Action Plan in 2009 designed to help reduce local greenhouse gas emissions. This set of strategies, updated periodically (including in 2014), focuses on areas such as energy use, transportation, solid waste, and recycling to help meet emission reduction goals.

ConnectMenlo

By 2015, population and job growth in Menlo Park and the surrounding region had fueled soaring property values, significant physical and social change, and often-severe traffic congestion. The 2016 "ConnectMenlo" update of the Land Use and Circulation Elements combined extensive in-person and survey-based public engagement to craft a community vision in the form of Guiding Principles (see following section) for maintaining and even enhancing quality of life in Menlo Park in the face of unprecedented growth and desirability of the city as a place to live and do business. The City Council identified the area generally between US 101 and the Bay adjoining the Belle Haven Neighborhood (now known as the Bayfront Innovation Area), where the transition from traditional industrial uses was well underway, as the primary location for potential change in the city over the coming decades. This is an area with a unique opportunity to create a sustainable environment that balances growth, creates a sense of place, enhances the quality of life, and minimizes impacts.

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Through ConnectMenlo, it became clear that Bayfront property owners, major companies, their employees, and nearby residents shared a strong vision for creating "live/work/play" environments with a comfortable and attractive mixture of employment, housing, and retail and service uses. As embodied in the Guiding Principles, the Menlo Park community also concluded that any new significant development should be required to provide tangible community amenities as part of the right to proceed. Of course, these live/work/play environments must also be carefully planned to complement and not detract from the highly-valued residential character of Menlo Park's many and diverse neighborhoods, nor the well-established live/work/play environment in the Downtown.

Consistent with this preferred approach, as new development occurs, the City may grant added development potential in exchange for community benefits provided by individual projects and acquired through implementation of General Plan programs by way of the Zoning Ordinance. These amenities will support key resources of the community, including jobs, housing, schools, libraries, neighborhood retail, childcare, public open space, telecommunications access, and transportation choices. Zoning provisions called for in the Bayfront area include specific formulas for providing amenities, as well as definitions of the amenities prioritized by the community and City Council.

Regional Planning Initiatives

Land use planning efforts in Menlo Park are also influenced by a number of regional programs, perhaps foremost of which is Plan Bay Area, overseen by the four primary regional planning agencies: the Association of Bay Area Governments, the Metropolitan Transportation Commission, the Bay Area Air Quality Management District, and the San Francisco Bay Conservation and Development Commission. Plan Bay Area is the "Sustainable Communities Strategy" required for the nine-county region pursuant to Senate Bill 375 (effective 2008), which directs the California Air Resources Board to set targets for reducing greenhouse gas emissions from cars and light trucks.

Plan Bay Area ties funding for local transportation projects to meeting emission reduction targets. One way to reduce emissions is to locate travel origins and destinations together, such as in live/work/play environments, and another way is to protect open space areas. The Menlo Park General Plan strives to achieve both of these objectives. The

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El Camino Real/Downtown Specific Plan Area falls within a "Priority Development Area" recognized under the Plan Bay Area framework as appropriately concentrating trip origins and destinations.

Another regional plan that affects Menlo Park is the Water Quality Control Plan for the San Francisco Bay Basin administered by the San Francisco Bay Regional Water Quality Control Board. The Basin Plan establishes watershed management programs to protect water quality that include examining inputs into drainages and downstream water bodies. Compliance with the Basin Plan involves adherence to stormwater control requirements for land use activities in Menlo Park.

The San Mateo County General Plan governs land use in several areas within the Menlo Park Sphere of Influence. Land use activities in these unincorporated areas, especially around Alameda de Las Pulgas, influence conditions in Menlo Park. The County also oversees a Congestion Management Program applicable to all the jurisdictions in the County and aimed at reducing traffic congestion and improving air quality. The program promotes infill development along major transit corridors, as well as alternative forms of transportation, and encourages integration of land use and transportation planning efforts.

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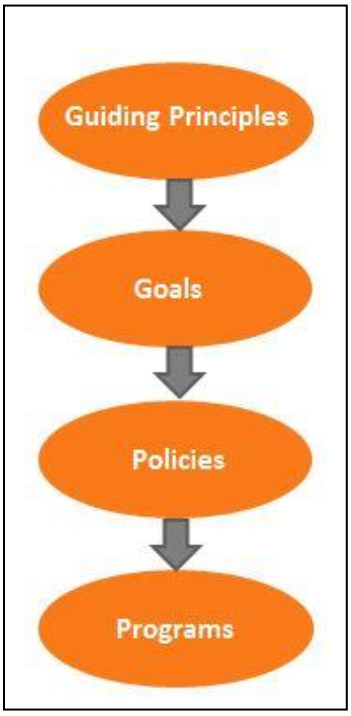
GUIDING PRINCIPLES

Guiding Principles were established by the Menlo Park community during the ConnectMenlo process to focus the update of the Land Use and Circulation Elements. These principles emanated from numerous community meetings and workshops, the recommendations of a General Plan Advisory Committee, review by the Planning Commission, and finally acceptance by the City Council. Each policy statement in the Land Use and Circulation Element supports at least one, and often many, of the Guiding Principles. The goals, policies, and programs in the Housing Element and Open Space/Conservation, Noise and Safety Element were carefully analyzed to ensure consistency between them and the Guiding Principles. The goals, policies, and programs promote the values established in the Guiding Principles.



The Guiding Principles describe the kind of place that community members want Menlo Park to be. City representatives and community members developed them collaboratively to guide growth and preserve the city's unique features. Future change in Menlo Park will involve a careful balance of benefits and impacts, as charted in the General Plan goals, policies, and programs. While growth is planned to occur generally between US 101 and the Bay, these nine aspirational Principles have community-wide application, including protecting the character of residential neighborhoods and expanding transportation options.

- 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.
- Healthy Community. Everyone in Menlo Park enjoys healthy living spaces, high quality of life, and can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations; land owners and occupants take pride in the appearance of property; Menlo Park achieves code compliance and prioritizes improvements that promote safety and healthy living; and the entire city is well-served by emergency services and community policing.
- Competitive and Innovative Business Destination. Menlo Park embraces emerging technologies, local intelligence, and entrepreneurship, and welcomes reasonable development without excessive traffic congestion that will grow and attract successful companies and innovators that generate local economic activity and tax revenue for the entire community.
- Corporate Contribution. In exchange for added development potential, construction projects provide physical benefits in the adjacent neighborhood (such as Belle Haven for growth north of US 101), including jobs, housing, schools, libraries, neighborhood retail, childcare, public open space, high speed internet access, and transportation choices.
- Youth Support and Education Excellence. Menlo Park children and young adults have equal access to excellent childcare, education,

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meaningful employment opportunities, and useful training, including internship opportunities at local companies.

- **Great Transportation Options.** Menlo Park provides thoroughly-connected, safe and convenient transportation, adequate emergency vehicle access, and multiple options for people traveling by foot, bicycle, shuttle, bus, car, and train, including daily service along the Dumbarton Rail Corridor.
- **Complete Neighborhoods and Commercial Corridors.** Menlo Park neighborhoods are complete communities, featuring well integrated and designed development along vibrant commercial corridors with a live-work-play mix of community-focused businesses that conveniently serve adjacent neighborhoods while respecting their residential character.
- **Accessible Open Space and Recreation.** Menlo Park provides safe and convenient access to an ample amount of local and regional parks and a range of public open space types, recreational facilities, trails, and enhancements to wetlands and the Bay.
- **Sustainable Environmental Planning.** Menlo Park is a leader in efforts to address climate change, adapt to sea-level rise, protect natural and built resources, conserve energy, manage water, utilize renewable energy, and promote green building.

The Guiding Principles build on an overall philosophy established during the 1994 Land Use and Circulation Elements update that calls for:

- Ensuring that development has a human scale, is pedestrian and bike friendly, and provides tangible benefits to the Menlo Park community.
- Protecting open space and natural resources.
- Minimizing the exposure of people and property to health and safety hazards.
- Minimizing traffic congestion and limiting through traffic in residential neighborhoods.
- Promoting the rehabilitation of existing housing and the upgrading of existing commercial development.
- Enhancing the city's economic vitality and fiscal health.

Finally, the Guiding Principles also embody the notion that sustainability involves a balanced economy and diversified business base that can survive economic cycles, as well as equity in the provision of education, and public services for all community members.

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LAND USE ELEMENT TABLE OF CONTENTS

Overview 1

Land Use Framework 2

- Regional Context 2
- Planning Boundaries 2

City Composition 5

- Neighborhoods 5
- Commercial Areas 5
- Employment Centers 8
- Open Space 10

General Plan Land Use Designations 10

- Residential 11
- Commercial 12
- Bayfront Area 12
- Specific Plan Area 14
- Parks and Recreation 14
- Public /Quasi-Public 15
- Baylands 15

Goals, Policies, and Programs 17

- Orderly Development 17

DRAFT

Neighborhood Preservation 19
Neighborhood-Serving Uses 21
Business Development and Retention 21
Downtown/El Camino Real 23
Open Space 24
Sustainable Services 27

FIGURES

1: Planning Boundaries 3
2: Community Features 7
3: Comparison of Land Uses 8
4: Major Land Use Designations 9

TABLES

1: Land Use Designations and Zoning Districts 16
2: Summary of Programs ..... [To be inserted]

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LAND USE

OVERVIEW

The Land Use Element is a required component of all general plans in California, and it serves as a city's blueprint for land use, in this case over a 25-year horizon. Land use policy can have a profound impact on the physical development of a community. The Land Use Element reflects the composition of Menlo Park, which is highly valued by the community, and embodies the community's vision for preservation and change over the coming decades.

Menlo Park has a developed area of about seven square miles, of which about 20 percent is streets or other public or utilities areas. More than half of the developable land in Menlo Park is residential, but the city's neighborhoods are all close to, and therefore both derive benefits and feel impacts from, nonresidential land use activities. The specific locations and adjacency of land uses in the city can help or hinder access to amenities, such as parks, shopping, commercial and public services, employment, and healthy food, all of which are closely tied to community health, socioeconomic mobility, and overall quality of life.

Until the 19th century it was typical for land uses to be mixed together. The same buildings that contained residences often also served as places of business. Beginning in the late 19th century, in response to impacts of industrialization and safety concerns, it became more common to separate land uses. Now cities are increasingly returning to mixing land uses in appropriate locations where compatibility issues can be mitigated or avoided. The Menlo Park community's vision for any significant new development in the city is that it place housing, jobs, and retail and service uses in close proximity and provide tangible benefits to adjacent residential neighborhoods.

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LAND USE FRAMEWORK

Menlo Park's identity is primarily defined by its mosaic of distinctive residential neighborhoods, which represent a variety of urban forms and architectural styles, as well as the community's central role in the dynamic culture and economy of the San Francisco Bay Area.

Regional Context

Situated in the "Mid-Peninsula," approximately halfway between San Francisco and San Jose (see Figure 1 in the Introduction), Menlo Park is a hub of investment and scientific innovation, complementing academic standout Stanford University and the larger economic engine of Silicon Valley. Menlo Park has also forged its own character with its unique contributions to the economic and intellectual landscape, both regionally and globally.

Menlo Park hosts institutions that are renowned both nationally and worldwide. The US Geological Survey Menlo Park Science center remains the Survey's western flagship research center; SRI International has been a world leader in science and technology for more than 50 years; and Sand Hill Road hosts many influential investment firms, leading it to be known as the Venture Capital Corridor. Finally, the location and expansion of major companies has drawn international attention and even tourism to the Bayfront Area.

Menlo Park shares a serrated border with portions of unincorporated San Mateo County and the municipalities of Atherton, Palo Alto, East Palo Alto, Fremont, and Redwood City. San Francisco Bay and adjacent wetlands comprise roughly two-thirds of Menlo Park, which uniquely defines the geography and setting of the city, creating both challenges and opportunities. Atherton Channel and San Francisquito Creek are also important natural features for Menlo Park as well as City borders.

Planning Boundaries

Menlo Park is subject to a variety of political, administrative, and service area boundaries that have implications for land use planning in Menlo Park (see Figure 1). The Menlo Park city limit comprises the areas under jurisdiction of the City and subject to its land use designations, zoning restrictions, municipal code, and other regulations.

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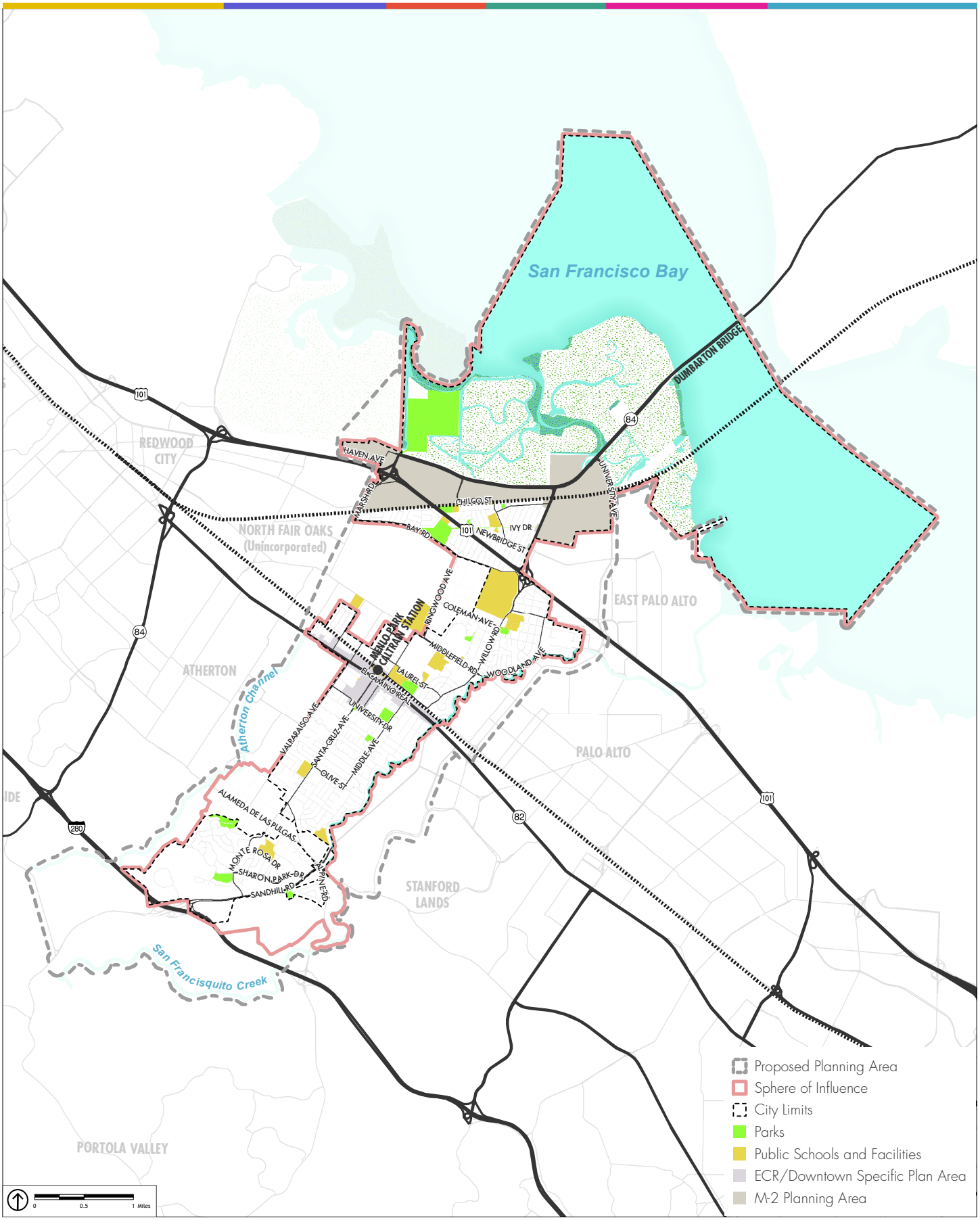

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FIGURE 1: PLANNING BOUNDARIES

Some unincorporated areas outside of the city limit have a Menlo Park mailing address and may share certain services with the city, but are regulated by the County of San Mateo. Planning for the orderly development of these areas is important to preserving quality of life for the Menlo Park Community.

Sphere of Influence

Established through San Mateo County Local Agency Formation Commission, the City's Sphere of Influence is a planning boundary outside the city limits that indicates the City's potential future boundary. The Sphere of Influence includes three areas: Menlo Oaks, Alameda de las Pulgas, and SLAC National Accelerator Laboratory. The primary purpose of the Sphere is to ensure the provision of services while encouraging preservation of open space. Land uses within the Sphere of Influence provide benefits such as shopping and employment, but also create impacts such as traffic, that affect Menlo Park.

Planning Area

The Planning Area boundary sometimes extends beyond the Sphere of Influences to include areas that could experience indirect effects of City policies and land uses within Menlo Park. Although City General Plan policies and Zoning regulations do not apply in these locations, General Plan policies consider these areas and their relationship to the incorporated areas of Menlo Park. The Planning Area Boundary for Menlo Park extends beyond the city limit to encompass portions of Palo Alto, East Palo Alto, Atherton, and unincorporated San Mateo County. The purpose of these extended areas is to capture portions of the San Francisquito Creek and Atherton Channel watersheds, as well as areas of adjacent communities, that could impact or be impacted by land use, development, and other changes in Menlo Park.

Service Areas

In addition to the jurisdictional boundaries relevant to the General Plan, Menlo Park is subject to a number of boundaries relating to utilities and other service providers. These boundaries are generally not coterminous with Menlo Park's other administrative boundaries. Service area boundaries exist for the Menlo Park Fire Protection District, the Menlo Park Police Department, sewer service providers, and water

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service providers. In addition, five separate school districts serve portions of the city.

CITY COMPOSITION

Menlo Park is known for a range of urban, suburban, and natural features, including a variety of high quality residential neighborhoods, an attractive Downtown, beautiful parks and open space, established business centers, and an emerging center for innovation and technology (see Figure 2). The following text, map, and chart describe and depict key physical components of the community. The General Plan land use designations and goals, policies, and programs in this Land Use Element seek both to preserve the cherished qualities of the city and to accommodate change that can benefit the community through increased revenue that supports services and direct provision of amenities that enhance quality of life in Menlo Park.

NEIGHBORHOODS

Menlo Park's many residential neighborhoods are distinguished by a wide array of characteristics that describe the built environment and reflect their diversity. Among many features, neighborhood character may be experienced via architectural styles, streetscape conditions, topography, street trees, lot sizes, building forms, landscaping, public art, and open spaces. Figure 3 shows that more than half of the developable land in Menlo Park is in residential use. Preserving the unique qualities of the city's neighborhoods is a primary policy directive of this Land Use Element.

COMMERCIAL AREAS

Menlo Park contains a number of retail/commercial centers that act as a focus of community and commercial activity. Some centers are characterized primarily by retail and/or services, while others contain a mix of commercial uses and community facilities. One of the most important functions of commercial businesses in Menlo Park is to provide goods and services needed to support the surrounding neighborhoods. Neighborhood-serving retail areas include the intersection of Menalto and Gilbert Avenues, and a number of small retail clusters along Willow Road, such as at Middlefield Road, Ivy Drive,

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Newbridge Street, Hamilton Avenue, and between O'Keefe Street and US 101.

Downtown and the El Camino Real corridor represent the primary concentration of commercial uses in Menlo Park, both to serve nearby neighborhoods and also regional consumers. In addition to being an important thoroughfare in Downtown, Santa Cruz Avenue serves as Menlo Park's primary shopping and dining street. El Camino Real hosts a number of commercial uses and also serves as a major thoroughfare connecting Menlo Park to Atherton, Redwood City, Palo Alto, and other Peninsula and South Bay cities. Together, Santa Cruz Avenue and El Camino Real feature a variety of uses, including restaurants, shops, offices, hotels, residences, places of worship, and mixed-use sites, making the area a bustling and diverse focal point of the City.

Although considerably smaller and less heavily trafficked than Downtown, the Sharon Heights Shopping Center is the only major shopping center in Menlo Park outside of Downtown and off of El Camino Real. Located along Sand Hill Road, the Sharon Heights Shopping Center contains primarily neighborhood-serving retail goods and services, including a grocery store, a gas station, a pharmacy, and a coffee shop.

Although the commercial and mixed uses along Alameda de Las Pulgas are not within Menlo Park (and therefore City regulations do not apply to uses there), the area is bounded on three sides by city neighborhoods. The corridor features a variety of restaurants shops, and other services. Stanford Shopping Center is another center outside of Menlo Park that nonetheless provides important commercial retail and services for the Menlo Park community. Located along El Camino Real and Sand Hill Road, Stanford Shopping Center is a large, open-air mall with a wide variety of restaurants and retail stores that serves as a regional draw.

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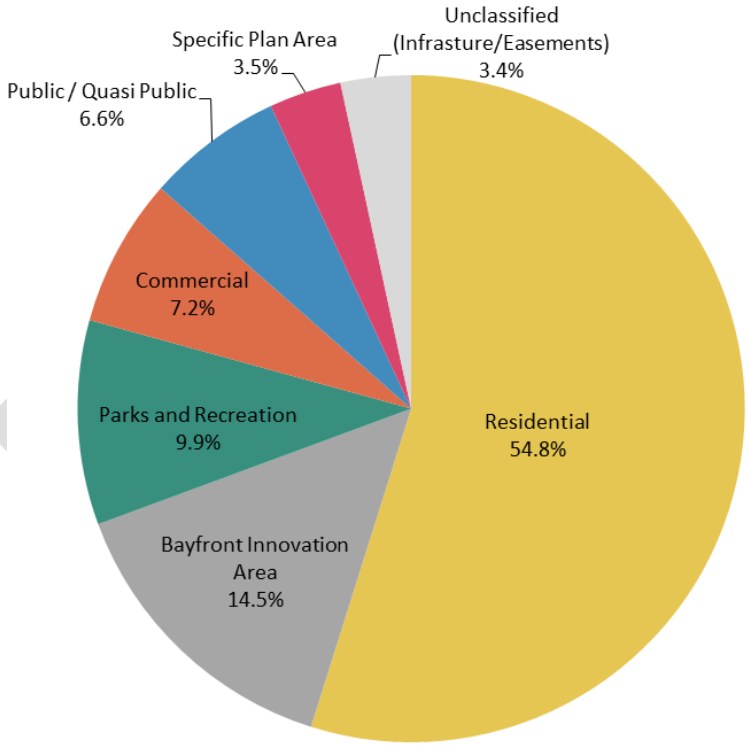
FIGURE 2: COMMUNITY FEATURES

EMPLOYMENT CENTERS

Businesses are an essential component of the local economy, as they have the potential to employ local residents and generate a significant portion of the revenue that the City of Menlo Park depends on to provide quality services to the community. Menlo Park is home to a number of large employers, which are generally concentrated in several clusters: the Bayfront Area, the Veterans Administration Medical Center, central/Downtown Menlo Park, and the Venture Capital Corridor along Sand Hill Road. Major employers can generate demand for services and housing, but also in turn provide needed community amenities through land use incentives, such as in the Bayfront Area.

FIGURE 3: COMPARISON OF LAND USES



Source: City of Menlo Park

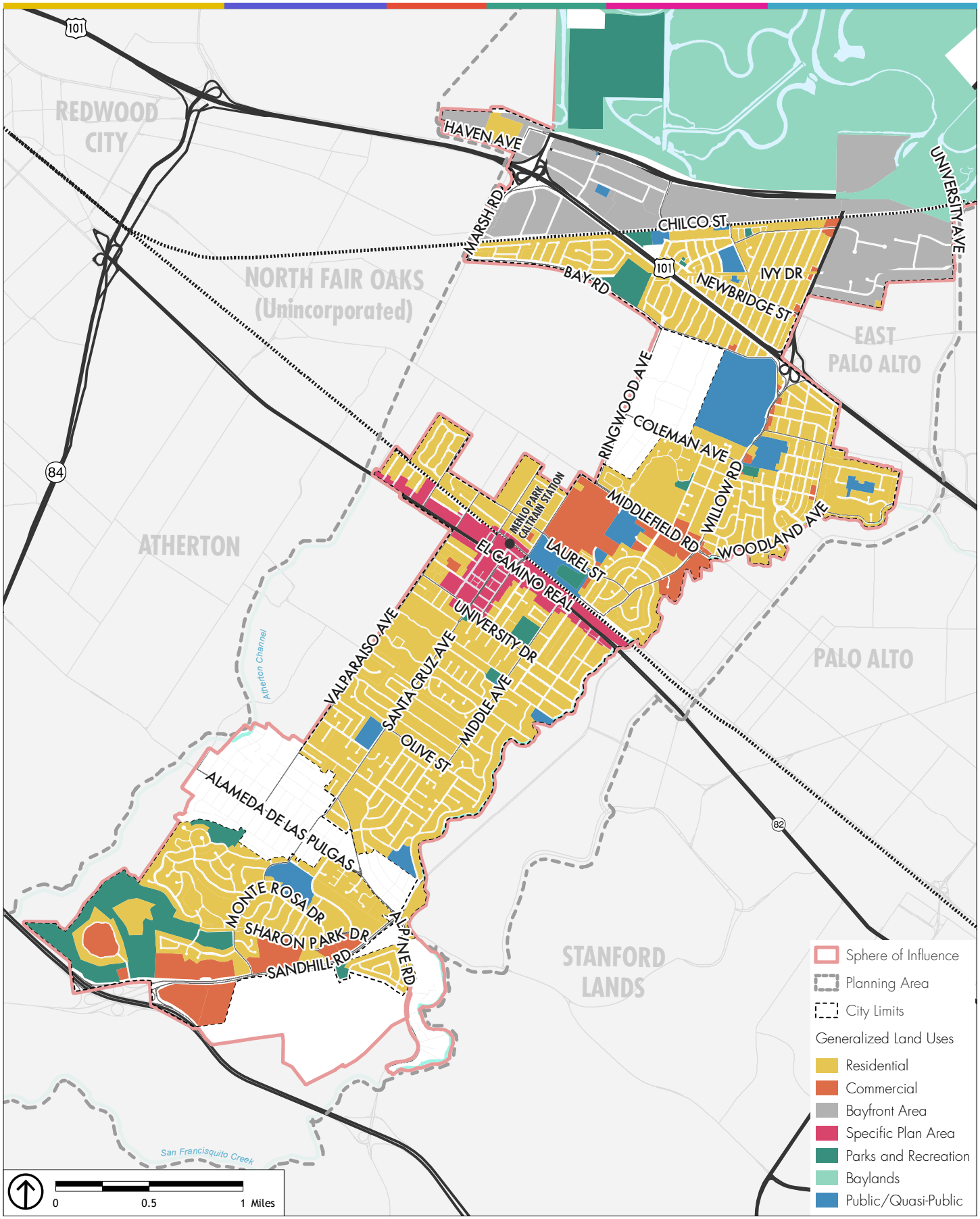


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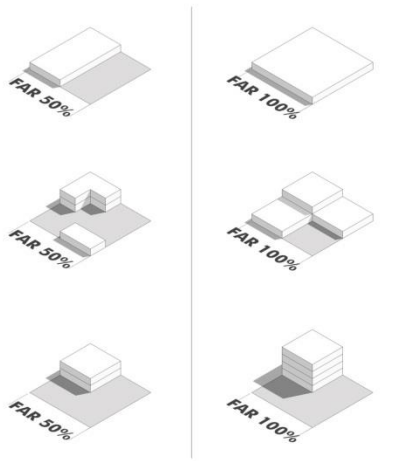
FIGURE 4: MAJOR LAND USE DESIGNATIONS

Open Space

Preservation of scenic, habitat, and recreational resources in Menlo Park is key to retaining the city's special sense of place. Among its many natural features, Menlo Park is known for its high-quality active and passive recreation areas, including Bedwell Bayfront Park, which is a regional draw. Menlo Park also values the restoration and conservation efforts in the Baylands that provide habitat for a wide variety of plants and animals adjacent to the Don Edwards National Wildlife Refuge. Successful conservation of these areas requires employing sustainable, forward thinking management practices.

GENERAL PLAN LAND USE DESIGNATIONS

The physical components of the city can be grouped into broad land use categories, such as residential and commercial. Distinct types of land uses are grouped into categories called "designations" under the General Plan. Each designation establishes the general types of uses and a range of development intensities. Residential development is usually described in terms "density," measured in dwelling units per acre, while nonresidential uses are typically characterized by "intensity" expressed in floor area ratio (FAR), which determines the amount of building square footage relative to lot area.



FLOOR AREA RATIO
Possible configurations for Floor Area Ratio, which describes how large buildings can be compared to property

In Menlo Park, Zoning districts and General Plan land use designations are closely aligned. The City's General Plan Land Use Diagram is integrated with the City's Zoning Map, which shows the parcel-specific delineation of the Zoning districts throughout the city and depicts the land use pattern for future development in Menlo Park. Table 1 shows the correspondence between General Plan land use designations and Zoning districts.

Zoning is a means to implement the General Plan by refining the specific uses and development standards within a designation. Zoning districts specify regulatory standards such as allowed uses, FAR, minimum setbacks, parking requirements, height restrictions, and other aspects of development. For example, a one-story building that covers half of a parcel would have an FAR of 50 percent, while a three-story building that covers 25 percent of a lot would have an FAR of 75

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percent. A development can take different shapes and forms, even with the same FAR, given other development regulations that also must be considered.

The following paragraphs describe the General Plan land use designations and standards of density and building intensity. Figure 4 depicts the general locations of land use designations but is not intended to portray designations at the parcel level. The City's current Zoning Map shows zoning districts on a parcel-by-parcel basis, which then directly corresponds with specific General Plan land use designations. Land uses in the El Camino Real and Downtown area are governed by the El Camino Real/Downtown Specific Plan.

Residential

Residential land uses are those where people live, such as single family homes, duplexes, or apartment/condominium buildings. Single family neighborhoods comprise more than two-thirds of residential land in Menlo Park, both within traditional neighborhood street grids and also more curvilinear suburban arrangements. Residential land uses designations in the city are as follows:

Very Low Density Residential. This designation provides for single family detached homes, secondary dwelling units, public and quasi-public uses, and similar compatible uses. Density shall be a maximum of 4.3 units per net acre and floor areas shall be limited to those identified in the applicable zoning district, which is typically 2,800 square feet plus 25 percent of the lot area over 7,000 square feet for lots 5,000 square feet or greater in area.

Low Density Residential. This designation provides for single family detached homes, secondary residential units, public and quasi-public uses, and similar and compatible uses. Density shall be a maximum of 8.9 units per net acre and floor areas shall be limited to those identified in the applicable zoning district, which is typically 2,800 square feet plus 25 percent of the lot area over 7,000 square feet for lots 5,000 square feet or greater in area.

Medium Density Residential. This designation provides for single family detached and attached homes, duplexes, multi-family units, garden apartments, condominiums, public and quasi-public uses, and similar and compatible uses. Density shall be a maximum of 12.4 units per net

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acre, and up to 30 units per acre in designated areas around the El Camino Real/Downtown Specific Plan boundary. FAR shall be in the range of 40 to 75 percent, as identified in the applicable zoning district.

High Density Residential. This designation provides for multi-family units, garden apartments, condominiums, senior rental housing, public and quasi-public uses, and similar and compatible uses. Density shall be a maximum of 40 units per net acre, and may be up to 97 units per net acre for senior rental housing. The maximum FAR shall be 100 percent.

COMMERCIAL

Commercial designations accommodate a range of business types, from neighborhood-serving retail and services, to shopping centers, to a variety of office uses. Commercial uses may occur independently or in mixed-use configurations, including alongside or in the same buildings as residential dwellings. Commercial designations in Menlo Park are:

Retail/Commercial. This designation provides for retail services, personal services, professional offices, banks, savings and loans, restaurants, cafes, theaters, residences, public and quasi-public uses, and similar and compatible uses. Residential density shall not exceed 30 units per net acre. The maximum FAR for non-residential uses shall be in the range of 40 percent to 50 percent, and 90 percent for residential uses, as identified in the applicable zoning district.

Professional and Administrative Office. This designation provides for professional offices, executive, general, and administrative offices, R&D facilities, banks, savings and loans, R&D facilities, residential uses, public and quasi-public uses, and similar and compatible uses. Residential density shall not exceed 18.5 units per net acre. The maximum FAR for non-residential uses shall be a maximum of 40 percent, as identified in the applicable zoning district.

BAYFRONT AREA

The purpose of the Bayfront Area designation is to create live/work/play environments. Therefore, this designation encourages office, residential, commercial uses, and several hotels, all in close proximity or integrated with one another. These designations are intended to foster innovation and emerging technologies; promote the creation of an employment district with travel patterns that are oriented toward

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pedestrian, transit, and bicycle use; and provide amenities to surrounding neighborhoods and fiscal support to the City leveraged through development intensity bonuses. The Office and Life Sciences designations allow increased development intensities with the provision of community amenities. Parcels in the same designation that are in close proximity may calculate residential density and FAR based on aggregate lot area provided that the maximum overall residential density and/or FAR of the combined parcels is not exceeded.

Light Industrial. This designation provides for light manufacturing and assembly, distribution of manufactured products, R&D facilities, industrial supply, incidental warehousing, offices, limited retail sales (such as sales to serve businesses in the area), public and quasi-public uses, and similar and compatible uses. The maximum FAR shall be in the range of 45 percent to 55 percent.

Commercial Business Park. This designation provides for light manufacturing and assembly, distribution of manufactured products, R&D facilities, industrial supply, incidental warehousing, offices, limited sales, services to serve businesses and hotel/motel clientele in the area (such as restaurants, cafes, and health/fitness centers), hotel/motel to serve the local and regional market, public and quasi-public uses, and similar and compatible uses. The maximum FAR shall be 45 percent, except through a negotiated Development Agreement, which could allow a maximum FAR of 137.5 percent, with office uses limited to 100 percent.

Office. This designation provides for office and research and development uses, business-oriented community education and training facilities, supportive commercial retail and personal services, residential, and hotel uses. The designation also accommodates existing and new light-industrial uses that are not in conflict with existing or planned commercial or residential uses in the vicinity. Hotels are allowed as options in several locations. The maximum base FAR shall be 45 percent and the maximum bonus FAR with community amenities shall be 100 percent. Maximum FAR for retail and service uses shall be 25 percent and for hotels shall be 175 percent.

Life Sciences. This designation provides for new life sciences and R&D uses, along with high-tech office and small-scale supportive commercial retail and personal services for nearby employment, residential and hotel uses. The designation also accommodates existing light-industrial

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uses and new light-industrial uses that are not in conflict with existing or planned commercial or residential uses in the vicinity. The maximum base FAR shall be 55 percent and the maximum bonus FAR with community amenities shall be 125 percent. Maximum FAR for retail uses shall be 25 percent.

Mixed Use Residential. This designation provides for higher density housing to meet the needs of all income levels. It also allows mixed use developments with integrated or stand-alone retail and services uses, and offices that comply with the purposes of the Office Designation. Retail uses can range from small-scale businesses that serve nearby employment to a large-format grocery that also serves adjacent neighborhoods. The Mixed Use Residential Designation is intended to promote live/work/play environments oriented toward pedestrians, transit, and bicycle use, especially for commuting to nearby jobs. Residential density shall not exceed 50 units per net acre. Maximum FAR shall be 50 percent for office uses, 25 percent for retail and service uses, and 100 percent for residential uses.

Specific Plan Area

El Camino Real/Downtown Specific Plan. This designation provides for a variety of retail, office, residential, personal services, and public and semipublic uses, as specified in detail in the El Camino Real/Downtown Specific Plan. Residential density shall be in the range of between 18.5 to 50 units per net acre (base-level maximum) or 25 to 60 units per net acre (public benefit bonus-level maximum). The maximum FAR shall be in the range of 85 percent to 200 percent (base-level maximum) or 100 percent to 225 percent (public benefit bonus-level maximum). Office (inclusive of medical and dental offices) FAR is limited to one-half of the appropriate total FAR, and medical and dental office FAR is limited to one-third of the appropriate total FAR.

Parks and Recreation

This designation provides for open space and conservation areas, public and private golf courses, and passive and active recreation uses. The maximum FAR shall be in the range of 2.5 percent to 30 percent.

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Public /Quasi-Public

This category accommodates facilities such as schools, libraries, government offices, and community facilities as follows:

Public Facilities. This designation provides for public and quasi-public uses such as government offices, fire stations, schools, churches, hospitals, public utility facilities, sewage treatment facilities, reservoirs, and similar and compatible uses. The maximum FAR shall not exceed 30 percent generally, although specific zoning may allow for a higher FAR. The City recognizes that it does not have the authority to regulate development by federal, State, or other certain governmental agencies, but the City will work cooperatively with these agencies in an effort to ensure their development is consistent with City goals, plans, and regulations and mitigates any impacts.

Allied Arts Guild. This designation applies to the Guild for artisans and craftsmen comprised of retail shops, workshops, restaurant, gardens and public grounds at 75 Arbor Road. The Guild was constructed in 1929 and has historic significance for both its relationship to the American Arts and Crafts Movement and the architecturally important buildings and gardens. Allowed uses shall be as established in the Allied Arts Guild Preservation Permit. The maximum FAR for the property shall be 15 percent.

Baylands

This designation provides for the preservation and protection of wildlife habitat and ecological values associated with the marshlands and former salt ponds bordering San Francisco Bay and similar compatible uses. The maximum amount of development allowed under this designation shall be 5,000 square feet of building floor area per parcel.

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TABLE 1: LAND USE DESIGNATIONS AND ZONING DISTRICTS

General Plan Land Use Designation	Applicable Zoning Districts	Acreage	Percentage of Non-Baylands Area
Residential		**1,929**	**54.9%**
Very Low Density Residential	Residential Estate (R-E) Residential Estate Suburban (R-E-S)	168	4.8%
Low Density Residential	Single Family Suburban Residential (R-1-S) Single Family Suburban Residential (Felton Gables) (R-1-S (FG)) Single Family Urban Residential (R-1-U) Single Family Urban Residential (Lorelei Manor) (R-1-U (LM))	1,372	39.0%
Medium Density Residential	Low Density Apartment (R-2) Apartment (R-3) Garden Apartment Residential (R-3-A) Historic Site (H)	355	10.1%
High Density Residential	High-Density Residential (R-4) High-Density Residential, Special (R-4-S) High-Density Residential, Special, Affordable Housing Overlay (R-4-S (AHO)) Retirement Living Units (R-L-U)	35	1.0%
Commercial		**254**	**7.2%**
Retail/ Commercial	Neighborhood Shopping (C-2) Neighborhood Shopping, Restrictive (C-2-A) Neighborhood Commercial, Restrictive (C-2-B) Neighborhood Commercial, Special (C-2-S) General Commercial (C-4) Parking (P)	42	1.2%
Administrative and Professional	Administrative and Professional, Restrictive (C-1) Administrative and Professional (C-1-A) Administrative, Professional and Research, Restrictive (C-1-C)	212	6%
Bayfront Area		**511**	**14.5%**
Office	Office (O)		
Life Sciences	Life Sciences (LS)		
Mixed Use Residential	Residential – Mixed Use (R-MU)		
Light Industrial	Light Industrial (I-L)		
Commercial Business Park	Commercial Business Park (CBP)		
Specific Plan Area	El Camino Real/Downtown Specific Plan (SP-ECR/D)	**122**	**3.5%**
Parks and Recreation*	Open Space and Conservation (OSC)	**349**	**9.9%**
Public / Quasi-Public	Public Facilities (P-F) Allied Arts Guild Preservation (AAGP)	**231**	**6.6%**
	Unclassified Utilities and Rail Rights-of-Way (U)	**121**	**3.4%**
Total Non-Baylands Area		**3,515**	
Baylands	Baylands Conservation (BC)	2,194	
Area within SF Bay		*4,965*	
	Total	**10,674**	

*Includes Bedwell Bayfront Park and the Stanford Golf Course area between Junipero Serra Boulevard and Sand Hill Road.

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GOALS, POLICIES, AND PROGRAMS

ORDERLY DEVELOPMENT

GOAL LU-1 Promote the orderly development of Menlo Park and its surrounding area.

POLICIES

Policy LU-1.1 **Land Use Patterns.** Cooperate with the appropriate agencies to help assure a coordinated land use pattern in Menlo Park and the surrounding area.

Policy LU-1.2 **Transportation Network Expansion.** Integrate regional land use planning efforts with development of an expanded transportation network focusing on mass transit rather than freeways, and support multi-modal transit development that coordinates with Menlo Park land uses.

Policy LU-1.3 **Land Annexation.** Work with interested neighborhood groups to establish steps and conditions under which unincorporated lands within the City's sphere of influence may be annexed.

Policy LU-1.4 **Unincorporated Land Development.** Request that San Mateo County consider Menlo Park's General Plan policies and land use regulations in reviewing and approving new developments in unincorporated areas in Menlo Park's sphere of influence.

Policy LU-1.5 **Adjacent Jurisdictions.** Work with adjacent jurisdictions to ensure that decisions regarding potential land use activities near Menlo Park include consideration of City and Menlo Park community objectives.

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Policy LU-1.6 **Infill Development Environmental Review.** Streamline the environmental review process for eligible infill projects by focusing the topics subject to review where the effects of infill development have not been addressed in a planning level decision or by "uniformly applicable development policies or standards," in accordance with CEQA Guidelines Section 15183.3.

Policy LU-1.7 **School Facilities.** Encourage excellence in public education citywide, as well as use of school facilities for recreation by youth to promote healthy living.

PROGRAMS

Program LU-1.A **Zoning Ordinance Consistency.** Update the Zoning Ordinance as needed to maintain consistency with the General Plan, including implementation programs identified in the Housing Element.

Program LU-1.B **Capital Improvement Program.** Annually update the Capital Improvement Program to reflect City and community priorities for physical projects related to transportation, water supply, drainage, and other community-serving facilities and infrastructure.

Program LU-1.C **Infill Development Streamlined Review.** Establish Zoning Ordinance provisions to streamline review of infill development through "uniformly applicable development policies or standards" (per CEQA Guidelines Section 15183.3) that reduce potential adverse environmental effects, such as: regulations governing grading, construction activities, storm water runoff treatment and containment, hazardous materials, and greenhouse gas emissions; and impact fees for public improvements, including safety and law enforcement services, parks and open space, and transit, bicycle, and pedestrian infrastructure.

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Program LU-1.D **School District Partnership.** Work with the school districts to aid in identifying opportunities for partnership with the City in promoting excellence in education and recreation at all schools serving Menlo Park residents.

Program LU-1.E **Assessment Districts and Impact Fees.** Pursue the creation of assessment districts and/or the adoption of development impact fees (e.g., fire impact fee) to address infrastructure and service needs in the community.

NEIGHBORHOOD PRESERVATION

GOAL LU-2 Maintain and enhance the character, variety and stability of Menlo Park's residential neighborhoods.

POLICIES

Policy LU-2.1 **Neighborhood Compatibility.** Require new residential development to possess high-quality design that is compatible with the scale, look, and feel of the surrounding neighborhood and that respects the city's residential character.

Policy LU-2.2 **Open Space.** Require accessible, attractive open space that is well maintained and uses sustainable practices and materials in all new multiple dwelling and mixed-use development.

Policy LU-2.3 **Mixed Use Design.** Allow mixed-use projects with residential units if project design addresses potential compatibility issues such as traffic, parking, light spillover, dust, odors, and transport and use of potentially hazardous materials.

Policy LU-2.4 **Second Units.** Encourage development of second residential units on single family lots consistent with adopted City standards.

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Policy LU-2.5 **Below-Market Rate Housing.** Require residential developments of five or more units to comply with the provisions of the City's Below-Market Rate (BMR) Housing Program, including eligibility for increased density above the number of market rate dwellings otherwise permitted by the applicable zoning and other exceptions and incentives.

Policy LU-2.6 **Underground Utilities.** Require all electric and communications lines serving new development to be placed underground.

Policy LU-2.7 **Conversion of Residential Units.** Limit the loss in the number of residential units or conversion of existing residential units to nonresidential uses, unless there is a clear public benefit or equivalent housing can be provided to ensure the protection and conservation of the City's housing stock to the extent permitted by law.

Policy LU-2.8 **Property Maintenance.** Require property owners to maintain buildings, yards, and parking lots in a clean and attractive condition.

Policy LU-2.9 **Compatible Uses.** Promote residential uses in mixed-use arrangements and the clustering of compatible uses such as employment center, shopping areas, open space and parks, within easy walking and bicycling distance of each other and transit stops.

PROGRAMS

Program LU-2.A **Property Maintenance Compliance.** Work with property owners to understand City codes and to ensure that buildings, yards, landscaping, and trees are well maintained, and that property is free of litter, in prompt compliance with City codes.

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NEIGHBORHOOD-SERVING USES

GOAL LU-3 **Retain and enhance existing and encourage new neighborhood-serving commercial uses, particularly retail services, to create vibrant commercial corridors.**

POLICIES

Policy LU-3.1 **Underutilized Properties.** Encourage underutilized properties in and near existing shopping districts to redevelop with attractively designed commercial, residential, or mixed-use development that complements existing uses and supports pedestrian and bicycle access.

Policy LU-3.2 **Neighborhood Shopping Impacts.** Limit the impacts of neighborhood shopping areas on traffic, parking, noise, light spillover, and odors.

Policy LU-3.3 **New Neighborhood Retail.** Encourage the formation of new neighborhood retail clusters in appropriate areas while enhancing and preserving the character of the neighborhood.

PROGRAMS

Program LU-3.A **Neighborhood-Serving Commercial Zoning Provisions.** Review, and update as necessary, Zoning Ordinance provisions related to neighborhood-serving commercial uses, including, but not limited to sign requirements.

BUSINESS DEVELOPMENT AND RETENTION

GOAL LU-4 **Promote the development and retention of business uses that provide goods or services needed by the community that generate benefits to the City, and avoid or minimize potential environmental and traffic impacts.**

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POLICIES

Policy LU-4.1 **Priority Commercial Development.** Encourage emerging technology and entrepreneurship, and prioritize commercial development that provides fiscal benefit to the City, local job opportunities, and/or goods or services needed by the community.

Policy LU-4.2 **Hotel Location.** Allow hotel uses at suitable locations in mixed-use and nonresidential zoning districts.

Policy LU-4.3 **Mixed Use and Nonresidential Development.** Limit parking, traffic, and other impacts of mixed-use and nonresidential development on adjacent uses, and promote high-quality architectural design and effective transportation options.

Policy LU-4.4 **Community Amenities.** Require mixed-use and nonresidential development of a certain minimum scale to support and contribute to programs that benefit the community and the City, including education, transit, transportation infrastructure, sustainability, neighborhood-serving amenities, child care, housing, job training, and meaningful employment for Menlo Park youth and adults.

Policy LU-4.5 **Bayfront Development.** Allow development near the Bay only in already developed areas.

Policy LU-4.6 **Business Uses and Environmental Impacts.** Allow modifications to business operations and structures that promote revenue generating uses for which potential environmental impacts can be mitigated.

Policy LU-4.7 **Employment Center Walkability.** Allow local-serving retail and personal service uses in employment centers that support walkability and can reduce auto trips.

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Policy LU-4.8 **Fiscal Impacts.** Evaluate proposed mixed-use and nonresidential development of a certain minimum scale for its potential fiscal impacts on the City and community.

PROGRAMS

Program LU-4.A **Fiscal Impact Analysis.** Establish Zoning Ordinance requirements for mixed-use, commercial, and industrial development proposals of a certain minimum scale to include analysis of potential fiscal impact on the City, and establish guidelines for preparation of fiscal analyses.

Program LU-4.B **Economic Development Plan.** Update the strategic policies in the City's Economic Development plan periodically as needed to reflect changing economic conditions or objectives in Menlo Park and/or to promote land use activities desired by the community.

Program LU-4.C **Community Amenity Requirements.** Establish Zoning Ordinance requirements for new mixed-use, commercial, and industrial development to support and contribute to programs that benefit the community and City, including public or private education, transit, transportation infrastructure, sustainability, neighborhood-serving amenities, child care, housing, job training, and meaningful employment for Menlo Park youth and adults (e.g. first source hjring).

DOWNTOWN/EL CAMINO REAL

GOAL LU-5 **Strengthen Downtown and the El Camino Real Corridor as a vital, competitive shopping area and center for community gathering, while encouraging preservation and enhancement of Downtown's atmosphere and character as well as creativity in development along El Camino Real.**

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POLICIES

Policy LU-5.1 **El Camino Real/Downtown Specific Plan.** Implement the El Camino Real/Downtown Specific Plan to ensure a complementary mix of uses with appropriate siting, design, parking, and circulation access for all travel modes.

Policy LU-5.2 **El Camino Real/Downtown Housing.** Encourage development of a range of housing types in the El Camino Real/Downtown Specific Plan area, consistent with the Specific Plan's standards and guidelines, and the areas near/around the Specific Plan area.

OPEN SPACE

GOAL LU-6 **Preserve open-space lands for recreation; protect natural resources and air and water quality; and protect and enhance scenic qualities.**

POLICIES

Policy LU-6.1 **Parks and Recreation System.** Develop and maintain a parks and recreation system that provides areas, play fields, and facilities conveniently located and properly designed to serve the recreation needs of all Menlo Park residents.

Policy LU-6.2 **Open Space in New Development.** Require new nonresidential, mixed use, and multiple dwelling development of a certain minimum scale to provide ample open space in the form of plazas, greens, community gardens, and parks whose frequent use is encouraged through thoughtful placement and design.

Policy LU-6.3 **Public Open Space Design.** Promote public open space design that encourages active and passive uses, and use during daytime and appropriate nighttime hours to improve quality of life.

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Policy LU-6.4 **Park and Recreational Land Dedication.** Require new residential development to dedicate land, or pay fees in lieu thereof, for park and recreation purposes.

Policy LU-6.5 **Open Space Retention.** Maximize the retention of open space on larger tracts (e.g., portions of the St. Patrick's Seminary site) through means such as rezoning consistent with existing uses, clustered development, acquisition of a permanent open space easement, and/or transfer of development rights.

Policy LU-6.6 **Public Bay Access.** Protect and support public access to the Bay for the scenic enjoyment of open water, sloughs, and marshes, including restoration efforts, and completion of the Bay Trail.

Policy LU-6.7 **Habitat Preservation.** Collaborate with neighboring jurisdictions to preserve and enhance the Bay, shoreline, San Francisquito Creek, and other wildlife habitat and ecologically fragile areas to the maximum extent possible.

Policy LU-6.8 **Landscaping in Development.** Encourage extensive and appropriate landscaping in public and private development, including increased landscaping in large parking areas to promote sustainability and healthy living.

Policy LU-6.9 **Pedestrian and Bicycle Facilities.** Provide well-designed pedestrian and bicycle facilities for safe and convenient multi-modal activity through the use of access easements along linear parks or paseos.

Policy LU-6.10 **Stanford Open Space Maintenance.** Encourage the maintenance of open space on Stanford lands within Menlo Park's unincorporated sphere of influence.

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PROGRAMS

Program LU-6.A **San Francisquito Creek Setbacks.** Establish Zoning Ordinance requirements for minimum setbacks for new structures or impervious surfaces within a specified distance of the top of the San Francisquito Creek bank.

Program LU-6.B **Performance Standards.** Establish performance standards in the Zoning Ordinance that requires new development to employ environmentally friendly technology and design to conserve energy and water, and minimize the generation of indoor and outdoor pollutants.

Program LU-6.C **Greenhouse Gas Emissions.** Develop a Greenhouse Gas (GHG) standard for development projects that would help reduce communitywide GHG emissions to meet City and Statewide reduction goals.

Program LU-6.D **Open Space Requirements and Standards.** Review, and update as necessary, Zoning Ordinance requirements for provision of open space in all multiple dwelling, mixed-use and nonresidential development of a certain minimum scale that encourages active and passive uses and human presence during daytime and appropriate nighttime hours.

Program LU-6.E **Space for Food Production.** Establish Zoning Ordinance requirements for new residential developments over a certain minimum scale to include space that can be used to grow food, and to establish a process through which a neighborhood can propose a site as a community garden.

Program LU-6.F **Design for Birds.** Explore whether new buildings along the Bayfront should employ façade, window, and lighting design features that make them visible to birds as physical barriers and eliminate conditions that create confusing reflections to birds.

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Program LU-6.G **Adaptation Plan.** Consider developing an adaptation plan, including funding mechanisms, to help prepare the community for potential adverse impacts related to climate change, such as sea level rise, extreme weather events, wildfire, and threats to ecosystem and species health.

Program LU-6.H **SAFER Bay Process.** Coordinate with the SAFER Bay process to ensure that the Menlo Park community's objectives for sea level rise/flood control, ecosystem protection, and recreation are adequately taken into consideration.

Program LU-6.I **Sea Level Rise.** Establish requirements for development projects of a certain minimum scale in areas mapped as prone to sea level rise to ensure protection of occupants and property from flooding and other potential effects of sea level rise.

Program LU-6.J **Green Infrastructure Plan.** Develop a Green Infrastructure Plan that focuses on implementing City-wide projects that mitigate flooding and improve water quality.

SUSTAINABLE SERVICES

GOAL LU-7 **Promote the development and maintenance of sustainable public and quasi-public facilities and services to meet the needs of Menlo Park's residents, businesses, workers, and visitors.**

POLICIES

Policy LU-7.1 **Sustainability.** Promote sustainable site planning, development, landscaping, and operational practices that conserve resources and minimize waste.

Policy LU-7.2 **Water Supply.** Support the efforts of the Bay Area Water Supply and Conservation Agency or other appropriate agencies to secure adequate water supplies for the Peninsula, to the extent that these efforts are in conformance with other City policies.

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Policy LU-7.3 **Supplemental Water Supply.** Explore and evaluate development of supplemental water sources and storage systems, such as wells and cisterns, for use during both normal and dry years, in collaboration with water providers and users.

Policy LU-7.4 **Water Protection.** Work with regional and local jurisdictions and agencies responsible for ground water extraction to develop a comprehensive underground water protection program in accordance with the San Francisquito Creek Watershed Policy, which includes preservation of existing sources and monitoring of all wells in the basin to evaluate the long term effects of water extraction.

Policy LU-7.5 **Reclaimed Water Use.** Implement use of adequately treated "reclaimed" (recycled/nonpotable water sources such as, graywater, blackwater, rainwater, stormwater, foundation drainage, etc.) water through dual plumbing systems for outdoor and indoor uses, as feasible.

Policy LU-7.6 **Sewage Treatment Facilities.** Support expansion and improvement of sewage treatment facilities to meet Menlo Park's needs, as well as regional water quality standards, to the extent that such expansion and improvement are in conformance with other City policies.

Policy LU-7.7 **Hazards.** Avoid development in areas with seismic, flood, fire and other hazards to life or property when potential impacts cannot be mitigated.

Policy LU-7.8 **Cultural Resource Preservation.** Promote preservation of buildings, objects, and sites with historic and/or cultural significance.

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Policy LU-7.9 **Green Building.** Support sustainability and green building best practices through the orientation, design, and placement of buildings and facilities to optimize their energy efficiency in preparation of State zero-net energy requirements for residential construction in 2020 and commercial construction in 2030.

PROGRAMS

Program LU-7.A **Green Building Operation and Maintenance.** Employ green building and operation and maintenance best practices, including increased energy efficiency, use of renewable energy and reclaimed water, and install drought-tolerant landscaping for all projects.

Program LU-7.B **Groundwater Wells.** Consider instituting appropriate controls within Menlo Park on installation of new wells and on pumping from existing and new wells to prevent ground subsidence, salinity intrusion into shallow aquifers (particularly in the Bayfront Area), and contamination of deeper aquifers that may result from changes in the ground water level.

Program LU-7.C **Sustainability Criteria.** Establish sustainability criteria and metrics for resource use and conservation and monitor performance of projects of a certain minimum size.

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CIRCULATION
TABLE OF CONTENTS

Overview 1

Safety for All Travel Modes 2
- Vision Zero 2

Street Network 4
- Complete Streets 4
- Street Classifications 5

Mobility Options 10
- Sustainable Transportation 10
- Health and Wellness 10
- Transit 12
- Transportation Demand Management 14
- Parking 15

Goals, Policies, and Programs 16
- Safe Transportation System 16
- Complete Streets 18
- Sustainable Transportation 23
- Health and Wellness 24
- Transit 25
- Transportation Demand Management 26
- Parking 28

DRAFT

FIGURES

Figure 1: Emergency Routes 3
Figure 2: Street Classifications 7
Figure 3: Bicycle Facilities – Existing and Proposed 11
Figure 4: Transit Infrastructure – Existing and Proposed 13

TABLES

Table 1: Description of Street Classifications 8
Table 2: Summary of Programs ..... [To be inserted]

DRAFT

CIRCULATION

OVERVIEW

The Circulation Element describes distinct issues and opportunities that the Menlo Park community is likely to face during the timeframe of the General Plan, as well as key strategies for addressing them. Enacting strategies that will be effective in creating the most functional circulation system possible for the full range of users and travel modes is the focus of the goals, policies, and programs in this Element.

Menlo Park has a high-quality transportation system that connects well internally and to the region, but its efficiency can be overmatched at times by the volume of vehicle traffic, most commonly due to regional commute traffic at peak travel times. Shifting some of that volume into other travel modes, such as walking, biking, transit, and high-occupancy vehicles, can reduce vehicle travel demand and help establish a more holistic, multi-modal transportation system that in turn can create more vibrant, sustainable, comfortable, safe, and economically productive streets.

The community's vision for mobility in Menlo Park includes an increasingly important focus on walking, bicycling, and public transit in an effort to provide residents and employees transportation options and reduce the dependency on private automobiles. These travel modes improve street safety, reduce greenhouse gas emissions, and improve Menlo Park's overall health, wellness, and livability. By contributing to making corridors and neighborhoods more pleasant and attractive places, this strategy to improve access for all modes of travel can significantly support environmental and economic sustainability.

The Menlo Park Circulation Element meets State requirements for the Circulation Element by containing "the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, any military airports and ports, and other local public utilities

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and facilities, all correlated with the land use element of the plan" per Government Code Section 65302(b). Further, it satisfies that Code Section's additional "Complete Streets" requirement (effective 2011), of "planning for a balanced, multi-modal transportation network that meets the needs of all users of streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan."

SAFETY FOR ALL TRAVEL MODES

Menlo Park has a diverse circulation system that is used for both local and regional travel. It consists of a network of roadways, transit routes, bicycle facilities, sidewalks, and pathways for both bicycle and pedestrian use. The foremost transportation-related priority for the community is safety. The geography of the city inherently creates potential safety issues, as the relatively narrow band that comprises Menlo Park traverses a major freeway and two rail arteries, and depends on several thoroughfares to serve school, commercial, neighborhood, crosstown, and regional traffic.

The City has installed a range of features to promote safety for pedestrians and bicyclists, from vehicle turn barriers to rail crossing gates, crosswalk lighting and pedestrian visibility flags, a bicycle/pedestrian freeway overpass, bicycle and pedestrian paths, and on-street bicycle lanes. The City also has installed speed tables, traffic circles, medians, landscaping, and other streetscape features to not only promote pedestrian and bicycle safety but also encourage slower driving speeds to reduce vehicle collisions.

VISION ZERO

Still, transportation safety can always be improved. "Vision Zero" is the simple notion that any loss of life on city streets is unacceptable. Humans, by nature make mistakes, and Vision Zero comprises design practices to keep road networks safe and protect all users of the street and adjacent spaces. Menlo Park has established a Vision Zero goal that incorporates four key efforts, including project prioritization through Capital Improvement Plan projects, engineering, education, and enforcement, to create safer streets by slowing vehicle traffic and reducing the impacts associated with vehicle travel.

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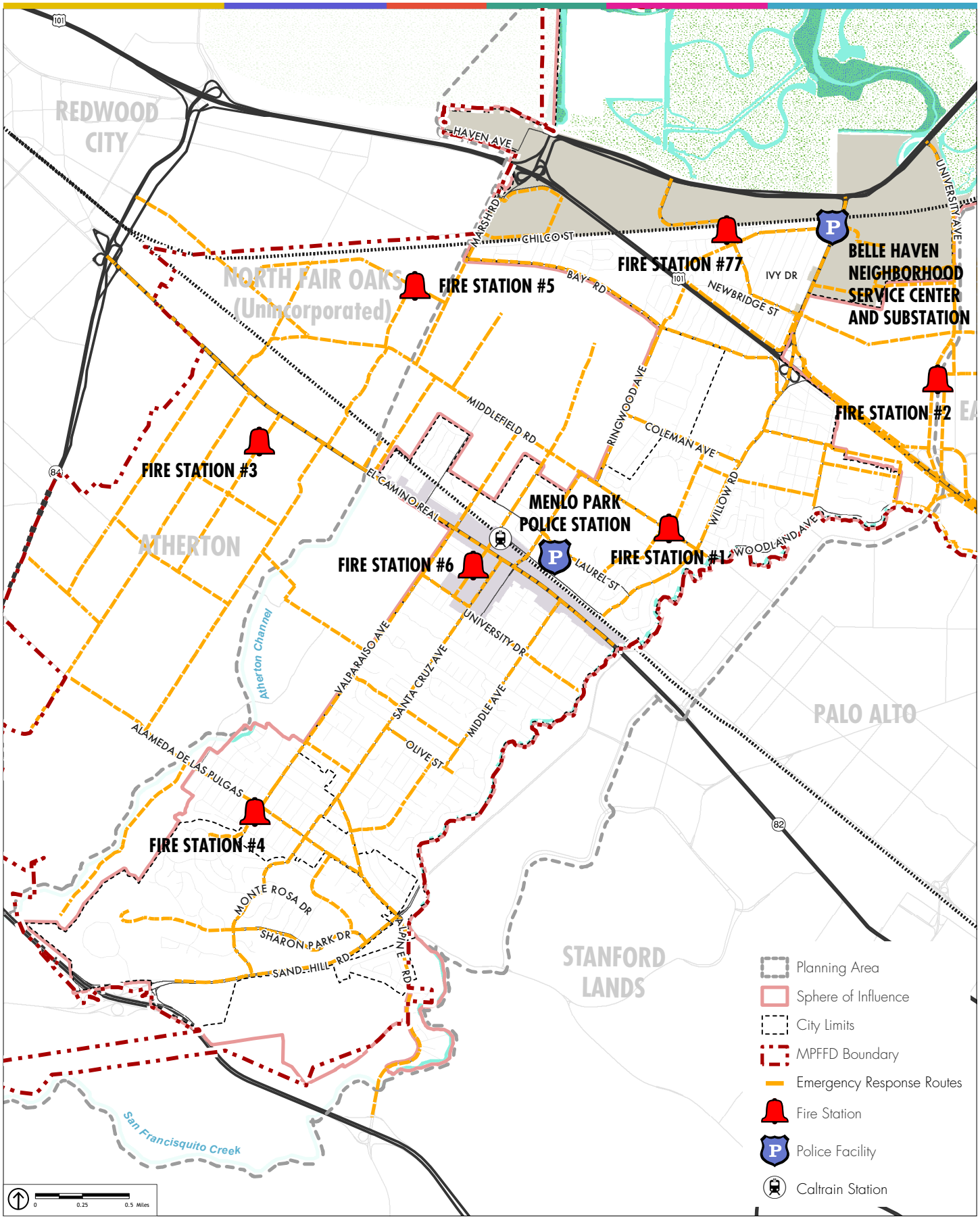

CONNECTMENLO
menlo park land use & mobility update

FIGURE 1: EMERGENCY ROUTES

Project prioritization through the City's Capital Improvement Plan promotes review of projects to ensure that the needs of non-motorized travelers are met in all stages of the design and implementation process. This effort also aims to upgrade existing infrastructure before incurring the costs associated with building new infrastructure. By using data driven findings, engineering efforts can more easily focus on critical safety components.

Education and enforcement address human behavior on roadways. The City of Menlo Park promotes education efforts that introduce safety programs for adults and youth to educate road users on their responsibilities. Enforcement encourages safe behavior and reduces unsafe behavior among pedestrians, bicyclists, and drivers.

Emergency response coordination is also part of planning for a safe transportation system. The Emergency Routes map shows routes identified by the Menlo Park Fire Protection District to ensure acceptable response times. These routes are used in response to emergency medical calls, vehicle collisions, hazardous material incidents, and fire incidents.

STREET NETWORK

As measured in land coverage and usage, the primary component of the Menlo Park circulation system is the city street network. Importantly, streets consist of more than just the pavement over which cars travel. Streets and the spaces adjacent to them can be environments for all kinds of activity, from fairs and block parties, to dog walking, ad hoc sidewalk conversations with neighbors, and even comfortable places to enjoy a meal. The significance of streets in determining the quality of neighborhoods and commercial areas depends on them being "complete," by providing safe, convenient, and attractive transportation options for all users and all travel modes.

COMPLETE STREETS

First adopted in 2013, the Complete Streets policy of the City of Menlo Park expresses the City's desire and commitment to create and maintain streets that are routinely planned, designed, operated, and maintained with consideration of the needs and safety of all travelers along and across the entire public right of way. This includes people of all ages and

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abilities who are walking, bicycling, using transit, traveling with mobility aids, driving vehicles, and transporting commercial freight.

Complete streets establish comprehensive, integrated transportation networks and allow for users to move easily around the City using multiple modes of transportation. Successful design of complete streets involves "livable street" design practices to preserve and enhance the aesthetics of the city. Carefully crafted design components can also support equity improvements within Menlo Park by identifying low-income and transit-dependent areas and establishing attractive pedestrian and bicycle facilities to, from, and within these neighborhoods.

In addition to completing the streets, Menlo Park has the opportunity to incorporate "green street" designs when retrofitting and designing streets. Green streets contain environmental features like trees, rain gardens, and infiltration planters to slow the course of runoff and filter it naturally before it reaches major waterways and sensitive plant and animal life.

Street Classifications

Another key component of providing complete streets is establishing and promoting the suitability of streets for various travel modes and adjacent land uses. The Street Classifications map and table depict and explain how the classifications are applied to the Menlo Park roadway network and define objectives to be met when the City resurfaces or redesigns a specific street.

The list of objectives in the Street Classifications is one means of ensuring that the City fulfills its Complete Streets mission. Prior to the adoption of this multi-modal approach, Menlo Park, like most cities, relied on classifications required by the Federal Highway Administration (FHWA) for projects seeking federal funding. This system is primarily automobile focused and does not take into consideration local context, land use, or built form. The Street Classifications table retains a correlation to the FHWA classification to ensure that Menlo Park remains eligible for federal transportation funds.

Some uses are independent of a street's normal form and function, such as routes for emergency vehicles, streets adjacent to major transit stations or school zones, and bicycle priority streets. These uses do not

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necessarily dictate the specific design of a street, but instead encourage design flexibility to better serve the specific purposes. For example, local access streets that can best serve bicycles should be clearly identified so that roadway and intersection features that would discourage bicyclists are not emphasized in their design. Similarly, emergency routes may require width and design exceptions to accommodate movements of emergency vehicles; for example, where a roundabout is appropriate for a particular intersection, its edges may need to be rounded so that large fire tucks can roll over them rather than have to swerve around them.

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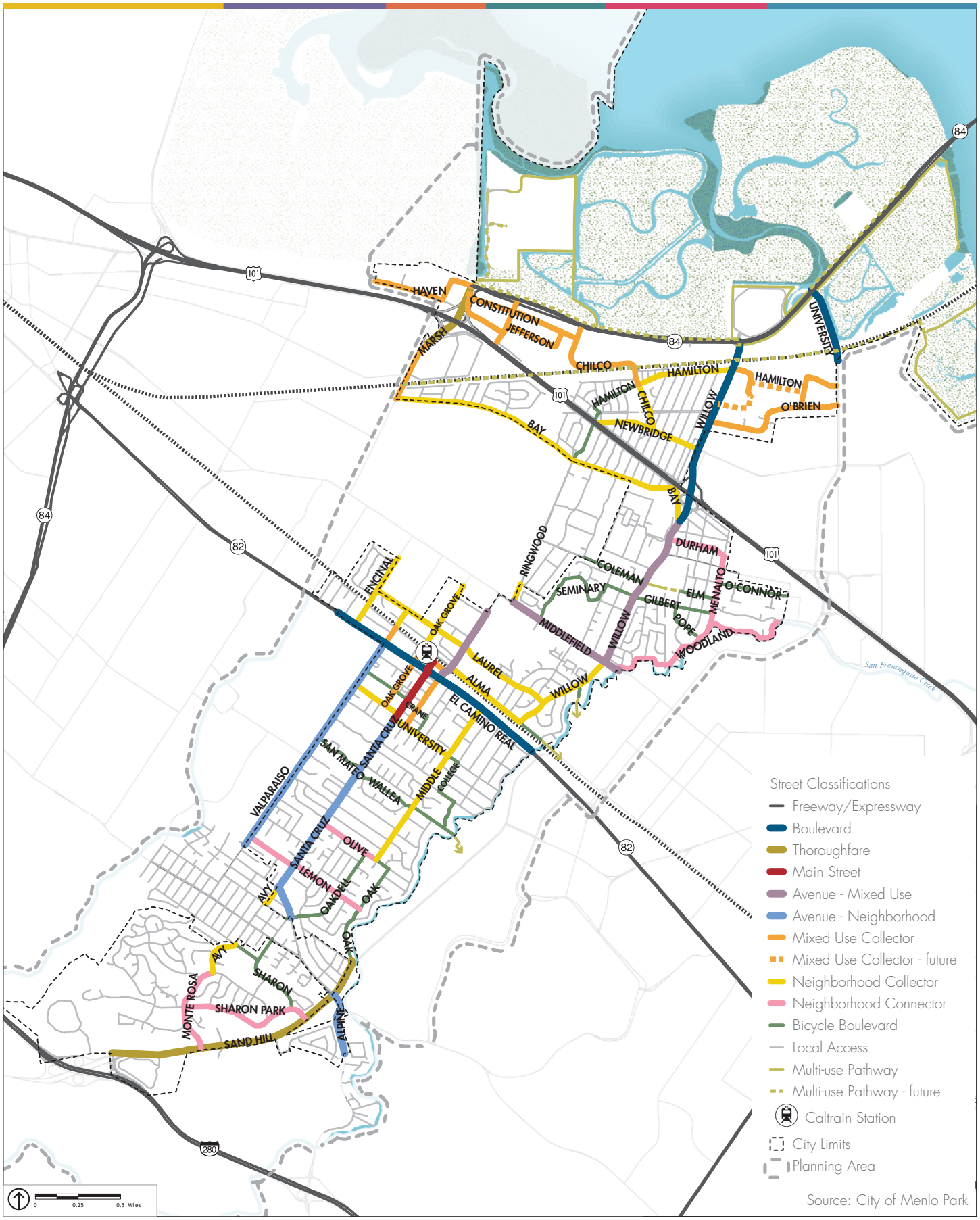

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FIGURE 2: STREET CLASSIFICATIONS

TABLE 1: DESCRIPTION OF STREET CLASSIFICATIONS

Classification	Mode Priority	Description and Guidelines	Examples	FHWA Category
Freeway/ Expressway	Vehicle: ● Other modes: N/A	*Limited access, major regional freeways and expressways that are part of the state and regional network of highways and subject to state design standards*.	Bayfront Expressway	Expressway
Boulevard	Bicycle: ◕ Pedestrian: ● Transit: ● Vehicle: ●	*Major thoroughfare with higher frequency of transit service and mixed commercial and retail frontages*. Provides access and safe crossings for all travel modes along a regional transportation corridor. Emphasizes walking and transit and accommodates regional vehicle trips in order to discourage such trips on nearby local roadways, through collaborations with other cities and agencies. In areas of significant travel mode conflict, bicycle improvements may have lower priority if appropriate parallel corridors exist.	El Camino Real	Primary Arterial
Thoroughfare	Bicycle: ◑ Pedestrian: ◑ Transit: ◑ Vehicle: ●	*Major thoroughfare, limited mixed commercial frontages*. Provides access and safe crossings for all travel modes along a regional transportation corridor. Emphasizes regional vehicle trips in order to discourage such trips on nearby local roadways, through collaborations with other cities and agencies.	Marsh Road, Sand Hill Road	Primary Arterial
Main Street	Bicycle: ◑ Pedestrian: ● Transit: ◑ Vehicle: ◑	*High intensity, pedestrian-oriented retail street.* Provides access to all travel modes in support of Downtown, includes on-street parking. Service to pedestrian-oriented retail is of prime importance. Vehicle performance indicators may be lowered to improve the pedestrian experience. Bicycle priority may be lower where appropriate parallel bicycle corridors exist.	Santa Cruz Avenue	Minor Arterial
Avenue – Mixed Use	Bicycle: ● Pedestrian: ● Transit: ● Vehicle: ◕	*Streets with mixed residential and commercial frontages that serve as a main route for multiple modes.* Distributes trips to residential and commercial areas. Provides a balanced level of service for vehicles, transit, bicycles, and pedestrians, wherever possible. Bicycle priority is greater along identified bicycle corridors. Pedestrian improvements are comfortable to walk along, and provide safe crossings at designated locations.	Willow Road (south of Bay), Middlefield Road	Minor Arterial
● = High Priority ◑ = Medium Priority ○ = Low Priority				

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Classification	Mode Priority	Description and Guidelines	Examples	FHWA Category
Avenue – Neighborhood	Bicycle: ● Pedestrian: ● Transit: ● Vehicle: ◕	*Streets with residential frontages that serve as a main route for multiple modes.* Distributes trips to residential areas. Provides a balanced level of service for vehicles, transit, bicycles, and pedestrians, wherever possible. Bicycle priority is greater along identified bicycle corridors. Pedestrian improvements are comfortable to walk along, and provide safe crossings at designated locations.	Santa Cruz Avenue (south of University Drive), Valparaiso Avenue	Minor Arterial
Mixed-Use Collector	Bicycle: ● Pedestrian: ● Transit: ◑ Vehicle: ◑	*Mixed-use street that serves a significant destination.* Prioritizes walking and bicycling. Accommodates intra-city trips while also distributing local traffic to other streets and areas.	Chilco St (n of rail corridor), O'Brien Drive, Haven Avenue	Collector
Neighborhood Collector	Bicycle: ● Pedestrian: ● Transit: ◑ Vehicle: ◑	*Primarily residential street that serves a significant destination.* Prioritizes walking and bicycling. Accommodates intra-city trips while also distributing local traffic to other streets and areas. Accommodating vehicle traffic while ensuring a high quality of life for residents is a key design challenge.	Bay Road, Laurel Street, Hamilton Avenue	Collector
Neighborhood Connector	Bicycle: ● Pedestrian: ● Transit: ○ Vehicle: ◑	*Low-medium volume residential through street*. Primarily serves residential neighborhoods. Provides high quality conditions for walking and bicycling and distributes vehicle, pedestrian, and bicycle trips to and from other streets.	Monte Rose Avenue, Woodland Avenue	Local
Bicycle Boulevard	Bicycle: ● Pedestrian: ● Transit: ○ Vehicle: ◑	*Low volume residential street, serving mostly local traffic, connecting key bicycle facilities*. Provides access primarily to abutting uses. These streets should offer safe and inviting places to walk and bike.	San Mateo Drive, Hamilton Avenue	Local
Local Access	Bicycle: ● Pedestrian: ● Transit: ○ Vehicle: ◑	*Low volume residential street, serving mostly local traffic*. Provides access primarily to abutting uses. These streets should offer safe and inviting places to walk and bike.	San Mateo Drive	Local
Multi-Use Pathway	Bicycle: ● Pedestrian: ● Transit: N/A Vehicle: N/A	*Pedestrian and bicycle pathway.* Provides priority access to pedestrians and bicycles only, per Caltrans pathway minimum standards. Multi-use pathways feature high-quality crossings where they traverse major roadways.	Bay Trail	N/A

● = High Priority ◑ = Medium Priority ○ = Low Priority

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MOBILITY OPTIONS

Providing transportation options for the Menlo Park community is essential to maintaining and even enhancing quality of life in the city. Even with a strong multi-modal transportation network, some single-occupant vehicle trips may still be necessary, and must be considered in the design and modification of the circulation system. The nature of single-occupant vehicles may change significantly over the timeframe of the General Plan, with non-emitting, self-propelling, and other vehicle technology advances on the horizon. For people to be able to use travel means other than driving alone, those other options must be safe, convenient, and if possible, even fun.

Sustainable Transportation

Sustainable transportation systems are those that support safe and healthy transportation, active living, and a sense of community where walking, bicycling, and transit are integral parts of daily life. Sustainable transportation promotes the reduction of greenhouse gas (GHG) emissions and per capita vehicle-miles traveled (VMT), which are major goals of the City's Climate Action Plan. Both GHG and VMT can be reduced through transportation improvements that make travel modes other than driving alone more accessible and safe to use. GHG can be further reduced through "green" vehicle technologies, including electric vehicles, bicycles, and scooters, and transportation advancements such as connected and autonomous vehicles, and the sharing economy (e.g., ride sharing, bike sharing, and car sharing).

Health and Wellness

The complete streets approach is also a public health initiative, as it promotes walking, bicycling, and access to public transit, which help increase recreation and also reduce local vehicle trips and vehicle-miles traveled, as well as local air pollution and GHG emissions. When people have safe places to walk near their homes, they are more likely to meet recommended levels of physical activity, ultimately improving public health through reduced rates of obesity and chronic disease, and increased life expectancy.

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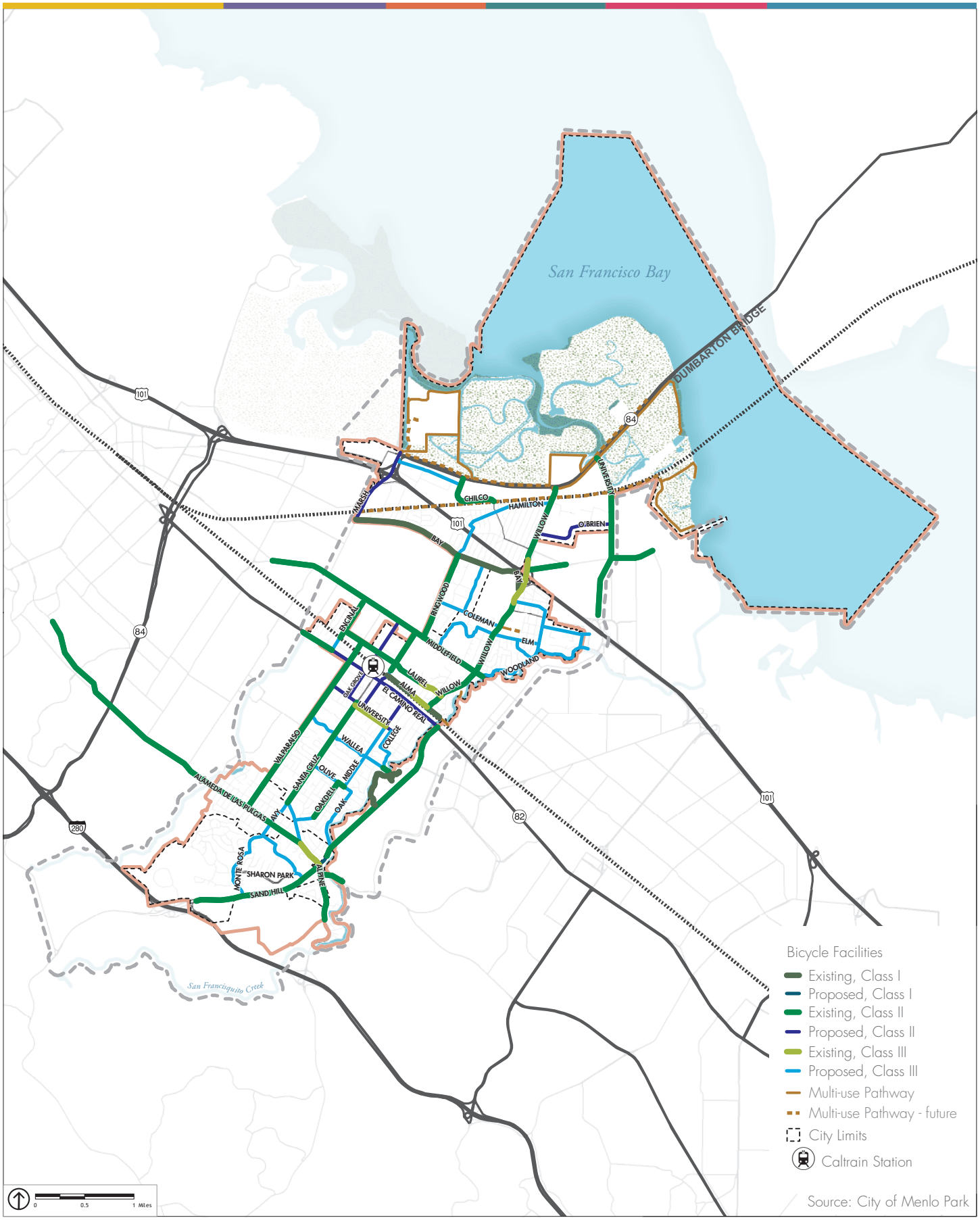

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FIGURE 3: BICYCLE FACILITIES - EXISTING AND PROPOSED

Complete streets and sustainable transportation systems also improve traffic safety by reducing speeds and making drivers more aware of other roadway users. Streets designed with public health and wellness in mind are associated with lower rates of vehicle collisions and pedestrian/bicyclist injuries than are street systems focused on moving automobiles most efficiently. By slowing traffic and improving visibility for pedestrians and bicyclists, complete, livable, green, and therefore sustainable, streets decrease the severity of injuries sustained by bicyclists and pedestrians. The Bicycle Infrastructure map highlights routes in Menlo Park that promote travel by bicycle.

Reducing the amount of vehicle trips and vehicle-miles traveled leads directly to a reduction in local air pollution. People who experience chronic exposure to pollution from heavy truck traffic, freeways, and other high-traffic arterials face an increased risk of premature death, respiratory diseases, and chronic illnesses. Traffic-related air pollution is particularly linked to asthma, especially among children.

Transit

Transit service is an essential component of the Menlo Park transportation system. Encouraging the use of transit can help reduce vehicular emissions and pollution, increase access to employment and activity centers for those without a car, and help individuals meet daily needs of physical activity. Increased transit frequency and corridor improvements are critical to the City's efforts to improve public transportation choices and regional access. The Transit Infrastructure map shows both the existing and planned transit routes in Menlo Park.

The City can improve local and regional bus service by collaborating with San Mateo County Transit (SamTrans), the Santa Clara Valley Transportation Authority (VTA), Stanford University, and private organizations to expand public and private service and to improve stops near attractors such as employment centers, commercial destinations, schools, and public facilities.

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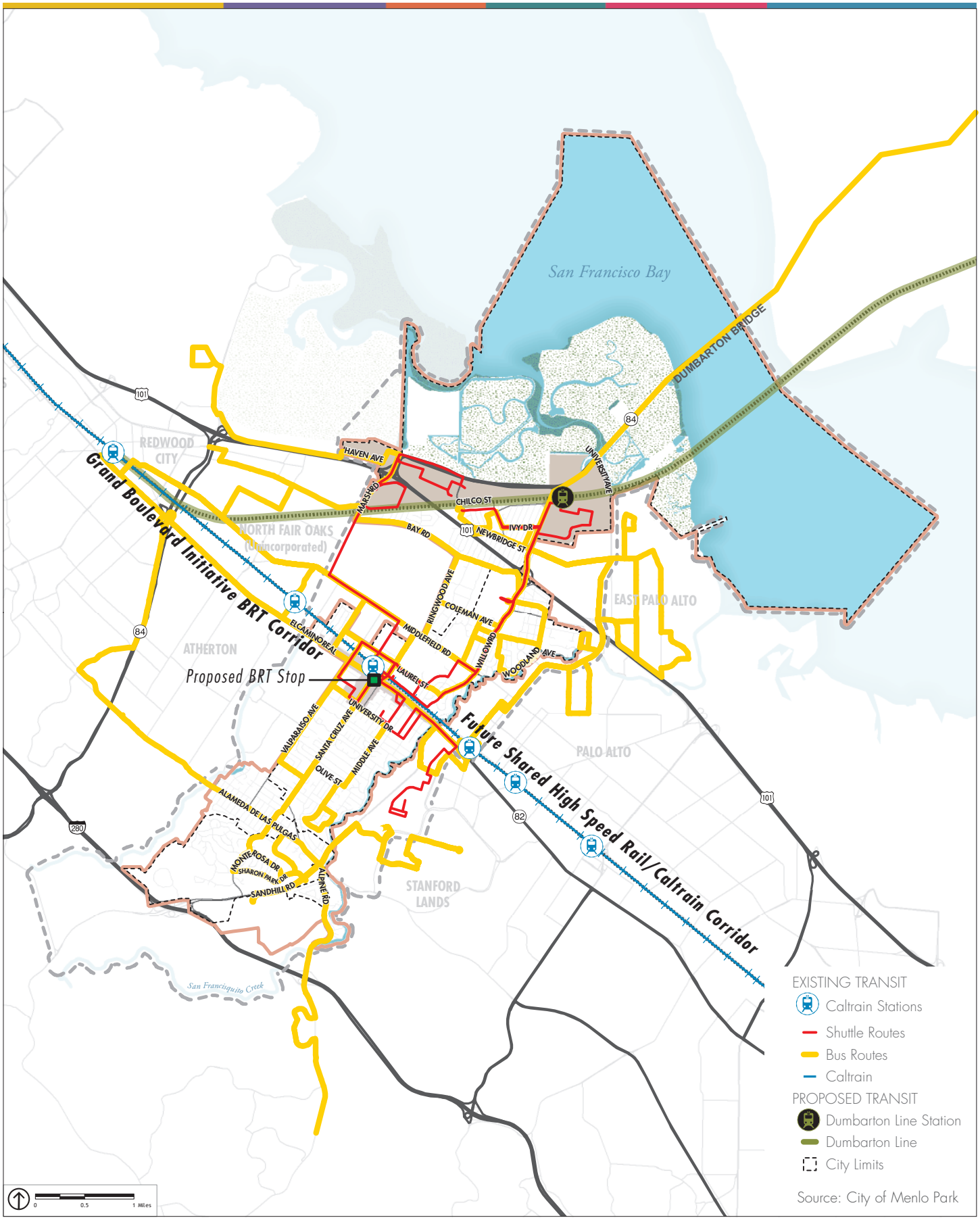

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FIGURE 4: TRANSIT INFRASTRUCTURE - EXISTING AND PROPOSED

Electrification of Caltrain between San Jose and San Francisco is planned to improve travel times and increase service frequency in the Caltrain corridor, and lays the framework for a future Caltrain/High Speed Rail blended system operating within the Caltrain right-of-way. Electrified rail service allows faster speeds, shorter travel times, reduced headways, and better overall connectivity with other regional transit systems. An increase in train frequency also supports an increased number of trains stopping at Menlo Park.

The City of Menlo Park has formed a City Council Rail Subcommittee to advocate for ways to reduce the negative impacts and enhance the benefits of High Speed Rail in Menlo Park. The Subcommittee has also established principles that are based on the City Council's position on High Speed Rail. Menlo Park supports the extension of Caltrain to Downtown San Francisco's Transbay Terminal, as well as grade separation efforts to make crossing the rail corridor safer. Reactivation of the Dumbarton Rail Corridor between Redwood City and Menlo Park is another means to provide additional fast and reliable transportation, by rail, bus rapid transit and/or pedestrian and bicycle paths that may ultimately connect to the Dumbarton Bridge.

Transportation Demand Management

Transportation Demand Management (TDM) programs are intended to reduce vehicle trips and parking demand by promoting the use of a variety of transportation options and shifting travel by mode and time of day to take advantage of available capacity to reduce crowding and congestion. By implementing TDM programs, municipalities and private entities can use available transportation resources more efficiently.

TDM programs can incorporate intelligent transportation systems and other technological solutions to offer applications that provide real-time information on transportation options. To ensure effectiveness, the City of Menlo Park can also encourage the development and maintenance of a Transportation Management Association (TMA). The primary goal of a TMA is to reduce vehicle trips to existing and planned developments in a particular area. A TMA can also assist residents, employees, business owners, and other community members in identifying and taking advantage of transportation options between activity centers and public

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transportation hubs. The City of Menlo Park can coordinate efforts with other agencies providing similar service within San Mateo and Santa Clara Counties and participate in efforts to increase transportation options near major activity centers.

Parking

Encouraging the development of an efficient and adequate parking supply can reduce the negative effects of parking on the pedestrian environment and surrounding neighborhoods and support the City's goals for complete streets, walkability, bikeability, and effective transit. The cost of providing parking can significantly affect the economic feasibility of both private development and City projects. Allowing appropriately-sized parking requirements can reduce barriers to new development and renovation of existing buildings while creating a healthy market for parking where parking spaces may be bought, sold, rented, and leased like any other commodity. Further, Menlo Park can take a holistic approach to parking management by treating parking as a public resource, encouraging more efficient use of public and private facilities, reviewing parking requirements to reduce the impact of parking facilities and reduce automobile use.

New developments can be encouraged to provide appropriate parking ratios with "unbundled" (separately costed) spaces while also making space for car sharing and electric-vehicle charging stations. A shared public parking approach and "park-once" strategies allow motorists to complete multiple daily tasks before moving their vehicle, thereby reducing both vehicle trips and parking demand, particularly in mixed-use areas. With decreased parking demand and establishment of public parking management strategies, the on- and off-street parking supply can be used more efficiently, ensuring that adequate parking is available for short-term and nearby uses. The inclusion of parking pricing at new developments or public parking facilities may be considered as part of a public parking management strategy to further manage this resource.

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GOALS, POLICIES, AND PROGRAMS

SAFE TRANSPORTATION SYSTEM

GOAL CIRC-1 Provide and maintain a safe, efficient, attractive, user-friendly circulation system that promotes a healthy, safe, and active community and quality of life throughout Menlo Park. [Goal CIRC-1]

POLICIES

Policy CIRC-1.1 **Vision Zero.** Eliminate traffic fatalities and reduce the number of non-fatal collisions by XX% [TBD per environmental review] by 2040.

Policy CIRC-1.2 **Project Prioritization.** Maximize the value of past investments by prioritizing infrastructure spending to support the maintenance and upgrading of existing transportation infrastructure before incurring the cost of constructing new infrastructure. Review capital improvement projects to ensure that the needs of non-motorized travelers are considered in planning, programming, design, reconstruction, retrofit, maintenance, construction, operations, and project development activities and products.

Policy CIRC-1.3 **Engineering.** Use data-driven findings to focus engineering efforts on the most critical safety projects.

Policy CIRC-1.4 **Education and Encouragement.** Introduce and promote effective safety programs for adults and youths to educate all road users as to their responsibilities.

Policy CIRC-1.5 **Enforcement Program.** Develop and implement an enforcement program to encourage safe travel behavior and to reduce aggressive and/or negligent behavior among drivers, bicyclists, and pedestrians.

Policy CIRC-1.6 **Emergency Response Routes.** Identify and prioritize emergency response routes in the citywide circulation system. [Policy CIRC-1.14]

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Policy CIRC-1.7 **Bicycle Safety.** Support and improve bicyclist safety through roadway maintenance and design efforts. [Policy CIRC-4.1]

Policy CIRC-1.8 **Pedestrian Safety.** Maintain and create a connected network of safe sidewalks and walkways within the public right of way [Policy CIRC-5.2] ensure that appropriate facilities, traffic control, and street lighting are provided for pedestrian safety and convenience, including for sensitive populations. [Policy CIRC-5.3]

Policy CIRC-1.9 **Safe Routes to Schools.** Support Safe Routes to School programs to enhance the safety of school children who walk and bike to school. [Policy CIRC-5.5]

PROGRAMS

Program CIRC-1.A **Pedestrian and Bicyclist Safety.** Consider pedestrian and bicyclist safety in the design of streets, intersections, and traffic control devices. [Policy CIRC-4.3]

Program CIRC-1.B **Safe Routes to Schools.** Work with schools to develop, implement and periodically update Safe Routes to School programs. Schools that have not completed a Safe Routes to Schools plan should be prioritized before previously completed plans are updated. [Program CIRC-5.A]

Program CIRC-1.C **Capital Improvement Program.** Annually update the Capital Improvement Program to reflect City and community priorities for physical projects related to transportation for all travel modes. [Program CIRC-1.C]

Program CIRC-1.D **Travel Pattern Data.** Bi-annually update data regarding travel patterns for all modes to measure circulation system efficiency (e.g., vehicle miles traveled per capita, traffic volumes) and safety (e.g., collision rates) standards. Coordinate with Caltrans to monitor and/or collect data on state routes within Menlo Park. [Program CIRC-1.A]

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Program CIRC-1.E **Emergency Response Routes Map.** In collaboration with the Menlo Park Fire Protection District and Menlo Park Police Department, adopt a map of emergency response routes that considers alternative options, such as the Dumbarton Corridor, for emergency vehicle access. Modifications to emergency response routes should not prevent or impede emergency vehicle travel, ingress, and/or egress. [Program CIRC-1.J]

Complete Streets

GOAL CIRC-2 Increase accessibility for and use of streets by pedestrians, bicyclists, and transit riders. [Goal CIRC-4]

Policies

Policy CIRC-2.1 **Accommodating All Modes.** Plan, design and construct transportation projects to safely accommodate the needs of pedestrians, bicyclists, transit riders, motorists, people with mobility challenges, and persons of all ages and abilities. [Policy CIRC-1.13]

Policy CIRC-2.2 **Livable Streets.** Ensure that transportation projects preserve and improve the aesthetics of the city. [Policy CIRC-1.13]

Policy CIRC-2.3 **Street Classification.** Utilize measurements of safety and efficiency for all travel modes to guide the classification and design of the circulation system, with an emphasis on providing "complete streets" sensitive to neighborhood context. [Policy CIRC-1.1]

Policy CIRC-2.4 **Equity.** Identify low-income and transit-dependent districts that require pedestrian and bicycle access to, from, and within their neighborhoods.

Policy CIRC-2.5 **Neighborhood Streets.** Support a street classification system with target design speeds that promotes safe, multimodal streets, and minimizes cut-through and high-speed traffic that diminishes the quality of life in Menlo Park's residential neighborhoods. [Policy CIRC-1.5]

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Policy CIRC-2.6 **Local Streets as Alternate Routes.** Work with appropriate agencies to discourage use of city streets as alternatives to, or connectors of, State and federal highways; to encourage improvement of the operation of US 101; and to explore improvements to Bayfront Expressway (State Route 84) and Marsh Road (and its connection to US 101), with environmental protection for adjacent marsh and wetland areas, to reduce traffic on Willow Road (State Route 114). [Policy CIRC-1.10]

Policy CIRC-2.7 **Walking and Biking.** Provide for the safe, efficient, and equitable use of streets by pedestrians and bicyclists through appropriate roadway design and maintenance, effective traffic law enforcement, and implementation of the City's Comprehensive Bicycle Development Plan and the El Camino Real/Downtown Specific Plan. [Policy CIRC-1.7]

Policy CIRC-2.8 **Pedestrian Access at Intersections.** Support full pedestrian access across all legs of signalized intersections. [Policy CIRC-5.4]

Policy CIRC-2.9 **Bikeway System Expansion.** Expand the citywide bikeway system through appropriate roadway design, maintenance, effective traffic law enforcement, and implementation of the City's Comprehensive Bicycle Development Plan, and the El Camino Real/Downtown Specific Plan. [Policy CIRC-4.2]

Policy CIRC-2.10 **Green Infrastructure.** Maximize the potential to implement green infrastructure by: a) Reducing or removing administrative, physical, and funding barriers; b) Setting implementation priorities based on stormwater management needs, as well as the effectiveness of improvements and the ability to identify funding; and c) Taking advantage of opportunities such as grant funding, routine repaving or similar maintenance projects, funding associated with Priority Development Areas, public private partnerships, and other funding opportunities.

Policy CIRC-2.11 **Design of New Development.** Require new development to incorporate design that prioritizes safe pedestrian and bicycle travel and accommodates senior citizens, people with mobility challenges, and children. [Policy CIRC-5.1]

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Policy CIRC-2.12 **State-Controlled Signals.** Work with Caltrans to ensure use of appropriate modern technology traffic signal equipment on State routes with the objective of meeting Caltrans' adopted performance metrics for state-controlled facilities in conjunction with good fiscal planning. [Policy CIRC-1.4]

Policy CIRC-2.13 **County Congestion Management.** Work with the County Congestion Management Agency to implement the Countywide Congestion Management Program and Deficiency Plans for City and State facilities, and avoid adding any Menlo Park streets or intersections to the Countywide Congestion Management Program. [Policy CIRC-1.6]

Policy CIRC-2.14 **Impacts of New Development.** Require new development to mitigate its impacts on the safety (e.g., collision rates) and efficiency (e.g., vehicle miles traveled (VMT) per capita) of the circulation system. New development should minimize cut-through and high-speed vehicle traffic on residential streets; minimize the number of vehicle trips; provide appropriate bicycle, pedestrian, and transit connections, amenities and improvements in proportion with the scale of proposed projects; and facilitate appropriate or adequate response times and access for emergency vehicles. [Policy CIRC-1.3]

Policy CIRC-2.15 **Regional Transportation Improvements.** Work with neighboring jurisdictions and appropriate agencies to coordinate transportation planning efforts and to identify and secure adequate funding for regional transportation improvements to improve transportation options and reduce congestion in Menlo Park and adjacent communities. [Policy CIRC-1.8]

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PROGRAMS

Program CIRC-2.A **Manage Neighborhood Traffic.** Following the adoption of a street classification system with target design speeds, establish design guidelines for each street classification. Periodically review streets for adherence to these guidelines, with priority given to preserve the quality of life in Menlo Park's residential neighborhoods and areas with community requests. Utilize a consensus-oriented process of engagement to develop an appropriate set of modifications when needed to meet the street classification guidelines.

Program CIRC-2.B **NACTO Design Guidelines.** Adopt the National Association of City Transportation Officials (NACTO) Urban Street Design Guide and Urban Bikeway Design Guide as supplements to the California Manual for Uniform Traffic Control Devices to enhance safety for users of all travel modes and improve aesthetics. [Program CIRC-1.D]

Program CIRC-2.C **Bicycle and Pedestrian Master Plan.** Prepare a citywide Bicycle and Pedestrian Master Plan that combines and updates the existing Bicycle Plan, includes provisions for overcoming barriers and identifying safe multi-modal routes to key destinations in the City, and replaces the existing Sidewalk Master Plan with a section that identifies areas in Menlo Park where the community and neighborhood have expressed a desire for sidewalk improvements. [Program CIRC-5.D]

Program CIRC-2.D **Pedestrian and Bicycle Facility Maintenance.** Remove debris on roadways and pedestrian/bike facilities, monitor intersection sight clearance, and repair pavement along all roadways and sidewalks; prioritize improvements along bicycle routes. [Program CIRC-4.E]

Program CIRC-2.E **Bikeway System Planning.** Review the citywide bikeway system pursuant to the Comprehensive Bicycle Development Plan and El Camino Real/Downtown Specific Plan, and other recent planning efforts every five years and update as necessary. [Program CIRC-4.B]

Program CIRC-2.F **Bicycle Improvement Funding.** Pursue funding for improvements identified in the Comprehensive Bicycle Development Plan and El Camino Real/Downtown Specific Plan. [Program CIRC-4.A]

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Program CIRC-2.G **Zoning Requirements for Bicycle Storage.** Establish Zoning Ordinance requirements for new development to provide secure bicycle storage and/or bike-sharing facilities. [Program CIRC-4.C]

Program CIRC-2.H **Zoning Requirements for Shared-Use Pathways.** Establish Zoning Ordinance requirements for new development to include public easements for shared-use pathways. [Program CIRC-4.D]

Program CIRC-2.I **Bike Sharing Program.** Work with local and regional organizations to develop and implement a citywide bike sharing program. [Program CIRC-4.F]

Program CIRC-2.J **Multi-modal Stormwater Management**. Identify funding opportunities for stormwater management that can be used to support implementation of multimodal improvements to Menlo Park's streets.

Program CIRC-2.K **Municipal Code Requirements.** Establish Municipal Code requirements for all new development to incorporate safe and attractive pedestrian and bicycle facilities, including continuous shaded sidewalks, pedestrian lighting, and other amenities. [Program CIRC-5.B]

Program CIRC-2.L **Transportation Impact Analysis Guidelines.** Review and update the City's Transportation Impact Analysis (TIA) Guidelines, as needed. Consider factors such as preserving residential quality of life, appropriate accounting for mixed land uses, use of multiple transportation modes and induced travel demand. [Program CIRC-1.B]

Program CIRC-2.M **Transportation Management Program.** Establish goals and metrics for the City's Transportation Management Program, and annually assess progress toward meeting those objectives. [Program CIRC-1.F]

Program CIRC-2.N **Transportation Design Details.** Develop a signage and pavement marking inventory. Prepare and periodically update design details for transportation improvements. [Program CIRC-1.G]

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Program CIRC-2.O **Traffic Signal Timing.** Periodically adjust traffic signal timing to support efficient and safe travel for all modes and emergency vehicles, including in conjunction with Caltrans on its rights-of-way. [Program CIRC-1.H]

Program CIRC-2.P **Plan Lines.** Review all "plan lines" indicating where City-owned rights-of-way exist but have not been constructed to determine whether those alignments should be maintained, modified, or abandoned, and identify locations where additional right-of-way is needed to accommodate roadway or bicycle/pedestrian improvements. [Program CIRC-1.I]

Program CIRC-2.Q **Caltrans.** Collaborate with Caltrans to achieve and maintain travel efficiency along Caltrans rights-of-way in Menlo Park consistent with the San Mateo County Congestion Management Plan. [Policy CIRC-1.2]

SUSTAINABLE TRANSPORTATION

GOAL CIRC-3 Increase mobility options to reduce traffic congestion, greenhouse gas emissions, and commute travel time. [Goal CIRC-2]

POLICIES

Policy CIRC-3.1 **Vehicle-Miles Traveled.** Support development and transportation improvements that help reduce per capita vehicle miles traveled.

Policy CIRC-3.2 **Greenhouse Gas Emissions.** Support development, transportation improvements, and emerging vehicle technology that help reduce per capita greenhouse gas emissions.

Policy CIRC-3.3 **Emerging Transportation Technology.** Support emerging technological transportation advancements, including connected and autonomous vehicles, emergency vehicle pre-emption, sharing technology, electric vehicle technology, electric bikes and scooters, and innovative transit options. [Policy CIRC-3.5]

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PROGRAMS

Program CIRC-3.A **Transportation Impact Metrics.** Replace Level of Service (LOS) metrics with Vehicle Miles Traveled (VMT) per capita and greenhouse gas emissions per capita metrics in the transportation impact and environmental review process.

Program CIRC-3.B **Emergency Response Coordination.** Equip all new traffic signals with pre-emptive traffic signal devices for emergency services. Existing traffic signals without existing pre-emptive devices will be upgraded as major signal modifications are completed.

HEALTH AND WELLNESS

GOAL CIRC-4 Improve Menlo Park's overall health, wellness, and quality of life through transportation enhancements.

POLICIES

Policy CIRC-4.1 **Global Greenhouse Gas Emissions.** Encourage the safer and more widespread use of nearly zero-emission modes, such as walking and biking, and lower emission modes like transit, to reduce greenhouse gas emissions.

Policy CIRC-4.2 **Local Air Pollution.** Promote non-motorized transportation to reduce exposure to local air pollution, thereby reducing risks of respiratory diseases, other chronic illnesses, and premature death.

Policy CIRC-4.3 **Active Transportation.** Promote active lifestyles and active transportation, focusing on the role of walking and bicycling, to improve public health and lower obesity.

Policy CIRC-4.4 **Safety.** Improve traffic safety by reducing speeds and making drivers more aware of other roadway users.

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PROGRAMS

Program CIRC-4.A **Partnerships.** Explore partnerships with private and public organizations (e.g., the County of San Mateo Health Department) to fund incentive programs and events that encourage multimodal transportation.

TRANSIT

GOAL CIRC-5 Support local and regional transit that is efficient, frequent, convenient, and safe. [Goal CIRC-2]

POLICIES

Policy CIRC-5.1 **Transit Service and Ridership.** Promote improved public transit service and increased transit ridership, especially to employment centers, commercial destinations, schools, and public facilities. [Policy CIRC-2.3]

Policy CIRC-5.2 **Transit Proximity to Activity Centers.** Promote the clustering of as many activities as possible within easy walking distance of transit stops, and locate any new transit stops as close as possible to housing, jobs, shopping areas, open space, and parks. [Policy CIRC-2.2]

Policy CIRC-5.3 **Rail Service.** Promote increasing the capacity and frequency of commuter rail service, including Caltrain; protect rail rights-of-way for future transit service; and support efforts to reactivate the Dumbarton Corridor for transit, pedestrian, bicycle, and emergency vehicle use. [Policy CIRC-2.4]

Policy CIRC-5.4 **Caltrain Enhancements.** Support Caltrain safety and efficiency improvements, such as positive train control, grade separation (with priority at Ravenswood Avenue), electrification, and extension to Downtown San Francisco (Transbay Terminal), provided that Caltrain service to Menlo Park increases and use of the rail right-of-way is consistent with the City's Rail Policy. [Policy CIRC-1.11]

Policy CIRC-5.5 **Dumbarton Corridor.** Work with Caltrain and appropriate agencies to reactivate the rail spur on the Dumbarton Corridor with appropriate transit service from Downtown Redwood City to Willow Road with future extension across the San Francisco Bay. [Policy CIRC-1.12]

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Policy CIRC-5.6 **Bicycle Amenities and Transit.** Encourage transit providers to improve bicycle amenities to enhance convenience, including access to transit including bike share programs, secure storage at transit stations and on-board storage where feasible. [Policy CIRC-4.4]

Policy CIRC-5.7 **New Development.** Ensure that new nonresidential, mixed-use, and multiple-dwelling residential development provides associated needed transit service, improvements and amenities in proportion with demand attributable to the type and scale of the proposed development. [Policy CIRC-2.1]

PROGRAMS

Program CIRC-5.A **Long-Term Transit Planning.** Work with appropriate agencies to agree on long-term peninsula transit service that reflects Menlo Park's desires and is not disruptive to the city. [Policy CIRC-2.5]

Program CIRC-5.B **SamTrans.** Work with SamTrans to provide appropriate community-serving transit service and coordination of schedules and services with other transit agencies. [Program CIRC-2.A]

TRANSPORTATION DEMAND MANAGEMENT

GOAL CIRC-6 Provide a range of transportation choices for the Menlo Park community. [Goal CIRC-3]

POLICIES

Policy CIRC-6.1 **Transportation Demand Management.** Coordinate Menlo Park's transportation demand management efforts with other agencies providing similar services within San Mateo and Santa Clara Counties. [Policy CIRC-3.2]

Policy CIRC-6.2 **Funding Leverage.** Continue to leverage potential funding sources to supplement City and private monies to support transportation demand management activities of the City and local employers. [Policy CIRC-3.3]

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Policy CIRC-6.3 **Shuttle Service.** Encourage increased shuttle service between employment centers and the Downtown Menlo Park Caltrain station. [Policy CIRC-3.4]

Policy CIRC-6.4 **Employers and Schools.** Encourage employers and schools to promote walking, bicycling, carpooling, shuttles, and transit use. [Policy CIRC-3.1]

PROGRAMS

Program CIRC-6.A **Transportation Demand Management Guidelines.** Update the City's Transportation Demand Management Guidelines to require new nonresidential, mixed use and multiple-dwelling development to provide facilities and programs intended to ensure that the majority of associated travel can occur by walking, bicycling, and/or transit, and to include vehicle trip reduction reporting goals and requirements. [Program CIRC-3.D]

Program CIRC-6.B **Transportation Management Association.** Participate in the formation of a Transportation Management Association (TMA) to assist local residents, employees, students, and other community members in identifying and taking advantage of travel options between employment centers and rail connections, Downtown, and nearby cities. Require new, large commercial and residential development to participate in the TMA. Establish goals for the TMA, such as those for mode share, vehicle trips, or VMT by geographic areas in the City. Collaborate or partner with adjacent cities' TMAs to ensure regional consistency. [Program CIRC-3.B]

Program CIRC-6.C **Transportation Impact Fee.** Require new and expanded development to pay a transportation impact fee, and update the fee periodically to ensure that development is paying its fair share of circulation system improvement costs for all modes of transportation. [Program CIRC-1.E]

Program CIRC-6.D **Peninsula Traffic Congestion Relief Alliance.** Consider joining the Peninsula Traffic Congestion Relief Alliance ("commute.org") to assist local employers with increasing biking and walking, transit, carpool, and vanpool and shuttle use for their employees. [Program CIRC-3.C]

DRAFT

Program CIRC-6.E **Employer Programs.** Work with local employers to develop programs that encourage walking, bicycling, and transit use. [Program CIRC-3.E]

PARKING

GOAL CIRC-7 **Utilize innovative strategies to provide efficient and adequate vehicle parking. [Goal CIRC-6]**

POLICIES

Policy CIRC-7.1 **Parking and New Development.** Ensure new development provides appropriate parking ratios, including application of appropriate minimum and/or maximum ratios, unbundling, shared parking, electric car charging, car sharing, and Green Trip Certified strategies to accommodate employees, customers and visitors. [Policy CIRC-6.1]

Policy CIRC-7.2 **Off-Street Parking.** Ensure both new and existing off-street parking is properly designed and used efficiently through shared parking agreements and, if appropriate, parking in-lieu fees.

Policy CIRC-7.3 **Park Once.** Support the establishment of shared public parking, particularly in mixed-use and retail areas, and of Park-Once strategies that allow motorists to park once and complete multiple daily tasks on foot before returning to their vehicle, helping to reduce vehicle trips and parking demand.

Policy CIRC-7.4 **Public Parking Management.** Improve the efficiency of the on- and off-street public parking system via parking management strategies that ensure adequate parking is available for nearby uses. Prioritize allocation of short-term retail customer parking in convenient on-street and off-street facilities. Locate long-term employee parking in such a manner that it does not create a shortage of customer parking adjacent to retail. Consider utilizing parking pricing as a strategy to balance demand and supply. [Policy CIRC-6.3]

DRAFT

Policy CIRC-7.5 **Parking Technology.** Utilize real-time wayfinding and parking technology to guide drivers to facilities with available parking.

Policy CIRC-7.6 **Caltrain Parking and Access.** Work with the Joint Powers Board to improve bicycle and pedestrian access to Caltrain stations while providing adequate parking at the Menlo Park Caltrain station that does not negatively impact nearby uses. [Policy CIRC-6.3]

PROGRAMS

Program CIRC-7.A **Parking Requirements.** Evaluate parking requirements, including bicycle and electric vehicle spaces, and update the Parking Stall and Driveway Guidelines. Consider the effect on demand due to various contextual conditions such as parking pricing, transportation demand management strategies, transit accessibility, walkability and bikeability. [Program CIRC-6.A]

Program CIRC-7.B **Parking In-Lieu Fees.** Explore adoption of a parking in-lieu fee to fund public parking structures and to support a reduction in parking demand. [Program CIRC-6.B]

DRAFT

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DRAFT

Recommended Changes to Draft Land Use and Circulation Policies and Programs for the September 21, 2015 Planning Commission Meeting

Program LU-2.B

Single-Family Residential Development. Update the Zoning Ordinance requirements for single-family residential developments to create a more predictable and expeditious process while providing a method for encouraging high-quality design in new and expanded residences.

Policy LU-3.3

~~**New**~~ **Neighborhood Retail.** Preserve existing neighborhood-serving retail, especially small businesses, and ~~E~~encourage the formation of new neighborhood retail clusters in appropriate areas while enhancing and preserving the character of the neighborhood.

Program LU-3.A

~~**Neighborhood-Serving**~~ **Commercial Zoning Provisions.** Review, and update as necessary, Zoning Ordinance provisions related to neighborhood-serving commercial uses, ~~including, but not limited to sign requirements~~ in part to ensure that an appropriate and attractive mix of uses can be provided.

Policy LU-4.7

Employment Center Walkability. ~~Allow~~ Promote local-serving retail and personal service uses in employment centers and transit areas that support walkability and ~~can~~ reduce auto trips, including along a pedestrian-friendly, retail-oriented street in Belle Haven.

Program LU-4.A

Fiscal Impact Analysis. Establish Zoning Ordinance requirements for mixed-use, commercial, and industrial development proposals of a certain minimum scale to include analysis of potential fiscal impact on the City, school districts, and special districts, and establish guidelines for preparation of fiscal analyses.

Program LU-4.B

Economic Development Plan. Update the strategic policies in the City's Economic Development plan periodically as needed to reflect changing economic conditions or objectives in Menlo Park and/or to promote land use activities desired by the community, including small businesses and neighborhood-serving retail.

Program LU-4.C

Community Amenity Requirements. Establish Zoning Ordinance requirements for new mixed-use, commercial, and industrial development to support and contribute to programs that benefit the community and City, including public or private education, transit, transportation infrastructure, public safety facilities, sustainability, neighborhood-serving amenities, child care, housing for all income levels, job training, parks, and meaningful employment for Menlo Park youth and adults (e.g., first source hiring).

Program LU-4.D

Sign Requirements. Update the Municipal Code requirements and design guidelines for off-site and on-site signage in compliance with Federal and State laws while providing a method for encouraging high-quality design in advertising for Menlo Park businesses.

Program LU-6.G

Adaptation Plan. Work with emergency service providers to ~~Consider~~ develop~~ing~~ an adaptation plan, including funding mechanisms, to help prepare the community for potential adverse impacts related to climate change, such as sea level rise, extreme weather events, wildfire, and threats to ecosystem and species health.

Program LU-6.H

SAFER Bay Process. Coordinate with the SAFER Bay process to ensure that the Menlo Park community's objectives for sea level rise/flood ~~control~~protection, ecosystem ~~protection~~enhancement, and recreational trails are adequately taken into consideration.

Program LU-6.I

Sea Level Rise. Establish requirements based on State Sea Level Rise Policy Guidance for development projects of a certain minimum scale in areas ~~mapped as prone to~~ potentially affected by sea level rise to ensure protection of occupants and property from flooding and other potential effects~~, of sea level rise~~.

Program LU-6.J

Green Infrastructure Plan. Develop a Green Infrastructure Plan that focuses on implementing City-wide projects that mitigate flooding and improve storm water quality.

Program LU-7.B

Groundwater Wells. ~~Consider instituting appropriate controls within Menlo Park on installation of new wells and on~~Monitor pumping from existing and new wells to identify and prevent potential ground subsidence, salinity intrusion into shallow aquifers (particularly in the Bayfront Area), and contamination of deeper aquifers~~ that may result from changes in the ground water level~~.

Policy CIRC-1.2

Capital Project Prioritization. ~~Maximize the value of past investments by prioritizing infrastructure spending to support the m~~Maintai~~e~~n~~ance~~ and upgrade~~ing~~ ~~of~~ existing ~~transportation infrastructure~~rights-of-way before incurring the cost of constructing new infrastructure, and~~. Review capital improvement projects to~~ ensure that the needs of non-motorized travelers are considered in planning, programming, design, reconstruction, retrofit, maintenance, construction, operations, and project development activities and products.

Program CIRC-1.B

Safe Routes to Schools. Work with schools and neighboring jurisdictions to develop, implement and periodically update Safe Routes to School programs. Schools that have not completed a Safe Routes to Schools plan should be prioritized before previously completed plans are updated.

Program CIRC-1.F
Coordination with Emergency Services. Coordinate and consult with the Menlo Park Fire Protection District in establishing circulation standards to assure the provision of high quality fire protection and emergency medical services within the city.

Program CIRC-2.C
~~**Bicycle and Pedestrian**~~ **Transportation Master Plan.** Prepare a citywide ~~Bicycle and Pedestrian Master~~Transportation Plan that includes roadway system improvements and combines and updates the existing Bicycle Plan, includes provisions for overcoming barriers and identifying safe multi-modal routes to key destinations in the city, and replaces the existing Sidewalk Master Plan with a section that identifies areas in Menlo Park where the community and neighborhood have expressed a desire for sidewalk improvements. Update the Transportation Master Plan at least every five years, or as necessary.

Program CIRC-2.G
Zoning Requirements for Bicycle Storage. Establish Zoning Ordinance requirements for new development to provide secure bicycle and convenient storage and/or bike-sharing facilities.

Program CIRC-2.R
Caltrans Relinquishment. Investigate the potential for relinquishment by Caltrans of State Route 114, (the portion of Willow Road between Bayfront Expressway and US 101 near Bay Road).

Policy CIRC-3.3
Emerging Transportation Technology. Support efforts to fund emerging technological transportation advancements, including connected and autonomous vehicles, emergency vehicle pre-emption, sharing technology, electric vehicle technology, electric bikes and scooters, and innovative transit options.

Program CIRC-3.A
Transportation Impact Metrics. ~~Replace~~ Supplement ~~Level of Service (LOS) metrics with~~ Vehicle Miles Traveled (VMT) ~~per capita~~ and greenhouse gas emissions per capita metrics with Level of Service (LOS) in the transportation impact ~~and environmental~~ review process, and utilize LOS for identification of potential operational improvements, such as traffic signal upgrades and coordination, as part of the Transportation Master Plan.

Program CIRC-6.A
Transportation Demand Management Guidelines. Update the City's Transportation Demand Management Guidelines to require new nonresidential, mixed use and multiple-dwelling development to provide facilities and programs ~~intended to~~that ensure ~~that the~~a majority of associated travel can occur by walking, bicycling, and/or transit, and ~~to~~ that include vehicle trip reduction reporting goals, ~~and~~ requirements, and monitoring and enforcement mechanisms.

Program CIRC-7.B
Parking In-Lieu Fees. Explore adoption of a parking in-lieu fee to fund ~~public parking structures and to support a reduction in parking demand~~ a variety of tools that provide additional parking, access to parking, or reduction in vehicle trips.

From: HARRY BIMS <harrybims@me.com>
Sent: Tuesday, June 30, 2015 9:24 PM
To: Chow, Deanna M
Subject: Re: GPAC Meeting - June 30 (Tuesday), 6-8 p.m.; Lower Level Meeting Room in the Main Library

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Deanna,

I had a couple more suggestions for the Recommended Circulation Element.

a) In support of Policies CIRC1.8, CIRC1.9 and CIRC2.4, my suggestion is to add a program CIRC2.B "Work with BART to provide Dumbarton Rail Service between Union City and Redwood City with a train station that serves the M-2/Belle Haven area.

b) For Policy CIRC1.`, my suggestion is to add a program CIRC1.J "Review and update the Traffic Analysis Zones" Guidelines, as needed.

and for the Draft Menlo Park Street Typology, I recommend classifying Chilco (South of Dumbarton Rail), and Ivy Drive as "Mixed Use Collector". These streets are currently being used to collect traffic that enters and exits the Belle Haven, and also supports public transportation and emergency vehicle access to and from the neighborhood.

Harry

On Jun 26, 2015, at 3:38 PM, Chow, Deanna M <DMChow@menlopark.org> wrote:

Hello GPAC,

The next GPAC meeting is on **Tuesday, June 30**, from 6-8 p.m. in the Lower Level Meeting Room at the Main Library (please note new location). Hopefully you have all now received an email with a link to the meeting agenda and associated materials. I am also providing the link below for reference. We have a full agenda as we begin to discuss the goals, policies and programs for both the Land Use and Circulation Elements. If you would like a copy of the packet before the meeting, please let me know and we can make arrangements. Otherwise, we will provide hard copies at the meeting. Should you have questions regarding any of the items, please let us know. We appreciate the heads up.

GPAC agenda and materials

If anyone knows that he/she is unable to attend the meeting or will be only able to participate in a portion of the meeting, please let us know. Please remember that a quorum is necessary to conduct the meeting. A light dinner will be served.

Thanks again for your service on the GPAC.

Have a nice weekend -
Deanna

Deanna Chow
Senior Planner
City of Menlo Park | Community Development Department
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650.330.6733 direct | 650.330-6702 main
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<image001.jpg>

"I learned the value of hard work by working hard." - Margaret Mead

From: Adina Levin <aldeivnian@gmail.com>
Sent: Thursday, July 09, 2015 3:48 PM
To: Nagaya, Nicole H; Michael Meyer; Bianca Walser
Cc: cknox@placeworks.com; Jessica Alba; Chow, Deanna M
Subject: Transportation Commission recommendations for General Plan Circulation Policies
Attachments: TransportationCommissionGeneralPlanCirculationRecommendations (1).pdf; GeneralPlanTransportationRecommendations-WithPolicyCross-Reference.pdf

Hi, Nikki, Bianca, Michael, and all,

Attached please find the list of recommendations for the General Plan Circulation Goals, Policies, and Programs, as voted on by the Transportation Commission at last night's meeting.

The draft Circulation Goals, Policies and Programs are going in a great direction to update the city's policy for a multi-modal transportation system, promoting health, safety, quality of life, and the city's climate goals. These recommendations are proposed refinements.

Nikki, please let me know if you have any clarifying questions about wording with regard to clarity and fit with the style of the policy language. Other staff and consulting team members, feel free to ask clarifying questions regarding the intent of any of these recommendations.

For reference, here is the Transportation Commission subcommittee memo that outlines the rationale behind most of the specific recommendations, with the additional recommendations cross-referenced.

Thanks and best,

- Adina

Adina Levin
Friends of Caltrain
http://greencaltrain.com
650-646-4344

Transportation Commission Recommendations: Circulation Element

Following are the recommendations from the Transportation Commission regarding the Menlo Park General Plan Circulation Element Goals, Policies and Programs, as approved in the Transportation Commission Meeting on Wednesday, July 8 2015.

Overall, the new draft represents significant progress toward updating the city's policies to support a multi-modal transportation system, promoting health, safety, quality of life, and the city's climate goals.

Following is a set of recommendations to strengthen the overall goals, referenced to the July 6, 2015 draft Circulation Element Goals, Policies and Programs listed in the linked document: http://menlopark.org/DocumentCenter/View/7556

1) Circ 1.1. The City should set goals and metrics to evaluate the effectiveness of the Complete Streets policies.
2) Circ 1.5. The updated street classification system should include target design speeds appropriate for a street's roles in the classification system. Remove reference to existing Neighborhood Traffic Management Program; replace with the following program below.
3) New Program. Implement a program to proactively review Menlo Park streets for adherence to Complete Streets policies and Street Classification guidelines, with priorities given to areas with citizen requests, utilizing a consensus-oriented process of citizen engagement to assess the appropriate set of improvements to meet the Complete Streets and Street Classification policies and guidelines
4) Circ. 3.A, 3.B, 3.C, and 3.D. The Transportation Management Associations should be given specific goals (for mode share, vehicle trips, and/or VMT) for each geographic operating area, with targets appropriate to the characteristics and potential for the area.
5) Circ 5.6, new Policy after Safe Routes to Schools. Create programs promoting Safe Routes to Shopping and Destinations, modeled after the successful Safe Routes to School programs. These programs would improve multi-modal access to key shopping areas and other popular community destinations (for example Library, Civic Center) for users of all ages through education, engineering and enforcement.
6) Goals. The NOTE following Circ 6.B describes an forthcoming proposed update of goals for safety, efficiency etc. Recommendation: These goals should include Vision Zero, reducing vehicle miles per capita, and reducing greenhouse gas emissions following the city's GHG policy.
7) Circ 6.1 and 6.B provide positive updates regarding parking policies. To this section, add a new Policy. Consider the use of parking prices to manage parking supply availability (including dynamic pricing models e.g. Redwood City), and consider parking prices to provide appropriate incentives for the use of sustainable transportation modes.

8) Circ 1B. Updates to Transportation Impact Analysis should consider factors such as mixed land use, multiple transportation modes and induced travel demand when analyzing the transportation impacts of developments, land use plans, and transportation projects.
9) Update Circ 5D or add a new policy. Menlo Park should have a complete transportation network serving all users of varying ages and abilities and all transportation modes. A complete transportation network integrates transit from multiple providers.
10) New. Consider policies and programs for the following emerging transportation technologies and models
    a) Consider carshare as part of new developments in downtown and M2 areas
    b) Consider microtransit network offerings (such as LyftLine, Uberpool) for first/last mile and medium distance commuting (5 miles)
    c) Consider public/private partnerships with providers of mini-transit (such Bridj and other emerging services) for long-distance commuting
    d) Consider an ordinance encouraging ebike and e-kick scooters
    e) Consider electric people mover routes from Belle Haven to Downtown to Sharon Heights
    f) Consider appropriate policies for self-driving cars as they become available in the market

Menlo Park General Plan Transportation Suggested Policies

Here is the list of policy areas where we might want to propose General Plan changes, organized by goals.

First, these are the transportation "guiding principles" as approved by City Council in December: http://menlopark.org/DocumentCenter/View/6160

Menlo Park provides thoroughly-connected, safe and convenient transportation, adequate emergency vehicle access, and multiple options for people traveling by foot, bicycle, shuttle, bus, car, and train, including daily service along the Dumbarton Rail Corridor.

Complete Streets - Safe transportation for all modes

Street Classification systems. Menlo Park uses street classification system common in mid-20th century US, whereby streets are classified by their role in moving vehicles; neighborhood streets are quiet streets with few vehicles; collectors carry more vehicles gathered from neighborhood streets; arterials have high vehicle traffic. A high traffic street in a business district is treated the same as in a thinly populated area. Newer classification methods also take into account other roles that streets play in serving adjacent neighborhoods and businesses, and serving multiple modes of travel. Redwood City and Mountain View have examples of alternative classifications its newer General Plan.

- Menlo Park should update street classification system to incorporate roles of streets at serving people not just vehicles. (Y - Circ. 1.5)
- Consider appropriate design speed levels and over time re-design streets to achieve appropriate speeds (N - Circ. 1.5) - consider NTMP

Mayor's challenge - Complete streets and Vision Zero. Menlo Park has adopted a Complete Streets policy requiring all users and modes to be considered when making significant changes. When the Complete Streets policy was adopted, there was an intent to refine the policy based on Menlo Park's needs, goals, and values during the General Plan update. Also, the policy was adopted without metrics; there was an intent to adopt metrics, during or before the General Plan update.

Circ 1.7 - do we need to say we want metrics?

Vision Zero is a powerful framework already adopted in San Francisco, San Jose, and other cities setting a goal of zero vehicle deaths and injuries, and utilizing data for effective investments.

Adopt a Vision Zero policy (will this be covered in the note following Circ 6B?)

- Utilize collision data to identify locations, corridors, and patterns correlated with injuries and fatalities (Circ 1-A)
- Use data-driven results to focus engineering efforts to improve street safety
- Utilize data-driven results to focus enforcement attention on behaviors correlated with injuries and fatalities (not just easy citations)
- Set a goal for a citywide low-stress bicycle network (see Google proposal in Mountain View as an example)

Efficient use of land and money

Parking policies. The mid-20th century convention was to require subsidized vehicle parking for each development separately, planned for the highest expected use in the year. Menlo Park already includes some alternatives in the Downtown Specific Plan, e.g. unbundling parking, and lower requirements for walkable areas with transit access.

There are policy options to review and consider with regard to parking requirements, technology, pricing, funding, and more.

- Use in-lieu fees and parking revenues for programs to reduce driving and reduce the amount of needed parking (Circ. 6B)
- Include priced parking as a transportation demand management menu item in all areas
- Use technology to find available parking spaces
- Unbundled parking for commercial in addition to residential developments. (Circ. 6.1) Unbundled commercial parking allows employers to offer parking cashout (providing employees who don't use parking with cash benefits up to the value of the parking space)
- Encourage shared parking for uses with complementary needs (Circ. 6.1)
- Encourage existing buildings with underutilized parking to offer shared parking (there is at least one business specializing in making stranded parking assets available

Transportation Demand Management and Transportation Management Associations. Menlo Park already requires larger developments to implement programs and benefits to reduce vehicle trips, such as shuttles, transit passes, and carpool programs. These programs are most familiar in the context of large organizations such as Facebook, Stanford, and Google. TMAs are a mechanism becoming increasingly common in nearby cities to fund and manage TDM programs for multiple properties in a given area. The goal is to enable areas with smaller, multi-tenant, and mixed use development to benefit from effective traffic reduction. (Circ1F ?) Circ 3.A, 3.B, 3.C.

- Create a citywide TMA nonprofit with geographical operating areas with targeted vehicle trip and mode share goals (Circ 3D - more specific goals??)
- TMA participation should be required for new commercial and larger residential development, and optional for existing businesses and property managers
- Require public reporting of trip/mode share performance results (see San Mateo best practice). This holds participants accountable and can allay fears of skeptics (Circ. 3.D)
- Fund the TMA utilizing a combination of development fees, member fees, parking revenues, and (potentially) per capita employee fees
- Require organizations that underperform to increase investment (instead of immediately charging penalties)
- Partner with TMAs in nearby cities (Palo Alto, Mountain View, Redwood City, San Mateo, even San Jose) to solve problems for people who commute between these cities. (Circ 3.2)

Modernized planning and funding for multi-modal transportation

CEQA, Level of Service, and Transportation Impact Fund.
The California legislature passed a law, AB 743, changing the transportation impact metric under the California Environmental Quality Act (CEQA) from automotive level of service (LOS, (VMT) vehicle delay at intersections at the peak period) to vehicle miles traveled per capita. The process to adopt this metric is in progress. Historically, the goal of Menlo Park's Transportation Impact Fee (TIF) has been to allay vehicle congestion by expanding roadway capacity, risking induced demand and making active transportation less safe and more difficult. Menlo Park's Transportation Impact Fee does allow some investment in non-automotive transportation, but the primary modifications included in the Fee program are for roadway capacity modifications.

- Menlo Park should incorporate VMT analysis immediately in environmental impact reports, to have longest-lasting, legally stable outcomes (Circ2 ?)
- Menlo Park should use VMT/capita reduction as the primary metric for

transportation impact mitigation
- Menlo Park should conduct a nexus study allowing the TIF program to be updated allow a higher share of investment in non-single occupant vehicle transportation (Circ 1B - ok or should it be more specific?)

Transportation forecasting. In 20th century transportation planning, there developed robust tools and methods to forecast vehicle traffic. Methods forecasting the use of other modes, and incorporating land use factors such as mix of uses, were less well developed, and therefore not incorporated in quantitative planning. Menlo Park currently has about 35% non-auto commute mode share for residents. It would be responsible to incorporate this large amount of travel into quantitative assessment if possible. Other nearby cities, including Mountain View and the City of San Mateo, are incorporating multiple modes, land use and policy factors in transportation forecasting.

- Update transportation forecasting incorporating up-to-date practices considering multiple modes of transportation and land use mix to predict vehicle trips and mode share (Circ 1B - should it be more specific)
- Consider induced demand as professionally appropriate when evaluating vehicle capacity increases

New and improved transit services

Caltrain and other dedicated ROW. Caltrain electrification is scheduled to be implemented by 2020. It will increase the amount of riders that Caltrain can carry and the frequency of service that Caltrain can provide, because of technology and cost changes. In addition, High Speed Rail will be working over the next 2 years to plan the "blended system." And in the next few years, there will likely be a funding and implementation plan for the Downtown Extension to Transbay, making Caltrain accessible to downtown SF and many more transit connections. Grade separations in Menlo Park will help with safety, local connectivity, and help enable increased transit frequency

- Menlo Park should move forward with grade separations
- Menlo Park should encourage San Mateo County and other sources to fund grade separations
- Passing tracks will help improve capacity of the system and reduce vehicle traffic - Menlo Park locations should be considered fairly for best performance
- Pursue options to utilize Dumbarton Corridor starting with connection to Redwood City

Emerging Transportation Technologies. There are several important technology trends that are likely to affect transportation in Menlo Park during the lifetime of the general plan. Sharing technologies and services (carshare, rideshare) allow more intensive use of vehicles, and relatively less private vehicle use. Electric vehicles generate less emissions, but have new infrastructure requirements (charging stations, new loop detectors that can detect EVs). Driverless cars are expected to come on the market, and may change patterns of vehicle ownership, parking, and road capacity.

- Consider carshare as part of new developments in downtown and M2 areas
- Review outcomes of bikeshare phase 2 pilot on Peninsula cities and adopt if the models are effective
- Consider microtransit (LyftLine, Uberpool) for first/last mile and medium distance commuting (5 miles)
- Consider minitransit (e.g. RidePal) for longer-distance commuting
- Consider an ordinance encouraging ebike and e-kick scooters
- Consider electric people mover routes from Facebook to Caltrain to Sharon heights

From: Elidia Contreras Tafoya <lvcontreras@gmail.com>
Sent: Saturday, July 11, 2015 11:13 PM
To: _connectmenlo
Cc: carlos Navarrete; Carmen Contreras; Daniel Bubee Tafoya; menlo1238
Subject: Comments for Connect Menlo Goals, Policies and Programs

Dear City Staff,

After reviewing the draft document for the Connect Menlo goals and policies, I have several comments:

For Goal 1:

LUI4: Encourage and prioritize development of median- income housing, including for smaller households, in the El Camino Real/Downtown Specific Plan area, consistent with the Specific Plan's standards and guidelines, and the areas near/around the Specific Plan area.

Also, encourage residents to take a proactive approach to understanding the law regarding their property rights [It has come to our attention that several neighbors had their homes canvassed over the last year to "identify" areas in the Belle Haven community that were not up to code].

In addition, as a long-time resident of Belle Haven, I would like to also have priority of new home purchases go to current City of Menlo Park/Belle Haven residents.

Furthermore, putting a limit on more housing development in the Belle Haven area should be highly encouraged. With more housing properties, instead of commercial or mixed-used being parceled, the property taxes for current home owners escalate, and long-time home owners are being displaced from their homes to make room for others who are only investing in the community.

For Goal 2:

The downtown plan should also be encouraged here in the Belle Haven/ Willow corridor near retail.

For Goal 3:

Encourage new neighborhood retail clusters, while preserving the look and feel of the neighborhood.

For Goal 4:

"Limit development near the Bay only in already developed areas."

LU4.C - Include subsidy programs

For Goal 5:

"LU5.4 Require new residential development to dedicate land for park and recreation purposes." In lieu fees should not be used around areas of BMR placement. Requiring parks and rec purposes has tremendous benefits that outweigh fees that money cannot buy.

For Goal 7:

LU7.5 Work with adjacent jurisdictions to ensure that decisions regarding potential land use activities near Menlo Park include consideration of residents, and City and Menlo Park community objectives.

LU7.7 Encourage excellence in public education citywide, as well as use of school facilities for recreation by youth to promote healthy living These two (public education and recreation use in school facilities) should stand as their own separate objectives.

Any additional information that needs clarification, please feel free to email me.

Thank you,

Elidia Contreras Tafoya

Elidia Contreras Tafoya, MPH(c)
Cell: 650-743-8520
Office: 650-724-1982

From: Nagaya, Nicole H
Sent: Tuesday, July 21, 2015 9:38 PM
To: Chow, Deanna M; Murphy, Justin I C
Subject: Fwd: comments on the circulation element
Attachments: comments on the circulation element.docx; ATT00001.htm

From: Maurice Shiu <mshiu147@gmail.com>
Date: July 21, 2015 at 9:33:45 PM PDT
To: "Nagaya, Nicole H" <nhnagaya@menlopark.org>, Bianca Walser <Bianca.walser@gmail.com>
Subject: comments on the circulation element

My thoughts as an individual.

comments on the circulation element

In general, the circulation element uses the previous automobile centric circulation policies and attempts to make the policies more friendly to the other modes. A better approach will be to start new rather than cut and paste the old one.

Goal 1: May want to substitute the word circulation with mobility.

policy 1.1 e.g. of safety and efficiency should include examples of other modes such as single mode collision rate versus multi-mode collision rate and percent of work trips using other modes etc.

1.2 so far, the El Camino Real plan only address vehicles, buses and bicycles. If you look at the sidewalks, many of them are not handicapped accessible. Timing for pedestrian phase of the signal need to be lengthen to accommodate older residents.

1.3 New development will also need to address the path of travel between the development to the nearest transit stop.

1.4 Metrics for signal timing and parking at intersection in the California UTCD manual may not be compatible with older American standards recommended by FHWA.

1.6. Until the CMP do away with the LOS standard, this statement will be contrary to the stated objectives of the City's circulation element.

1.7 Residents with disabilities are left out.

1.8 This is good. But better will be to work with the neighboring jurisdictions to identify and improve missing links in all modal system.

1.10 suggest adding local residential streets rather than city streets.

Under goal 5, people with disabilities is only mentioned in policy 5.1, should be in all policies.

From: Patti L Fry <pattilfry@gmail.com>
Sent: Wednesday, July 22, 2015 10:59 PM
To: _connectmenlo
Subject: comments regarding General Plan Process and GPP
Attachments: comments re GPP 20150722.pdf

Please find comments attached regarding the General Plan process and some specific detailed comments about the 7/6/15 draft of the GP Goals, Policies, Programs. I regret I am unable to attend the GPAC meeting this week and hope that this input proves helpful.

Patti Fry
Former Planning Commissioner

COMMENTS REGARDING JULY 6 DRAFT GENERAL PLAN GOALS/POLICIES/PROGRAMS

Dear GPAC and City,

The process to update Menlo Park's current General Plan (1994), needs to provide our community with information about existing development throughout the city - not just in M-2 Area. It also needs to help our community consider whether (and how) to manage citywide growth over the next 20 years. The current draft of the Plan's Goals/Policies/Programs and descriptions of what will be studied in the EIR fall far short of providing that information.

A staggering amount of growth is proposed without sufficient information The current GP Notice of Preparation (NOP) discloses a proposed huge increase in development in one part of town (M-2 Area near Belle Haven neighborhood) -- a whopping 44% increase of commercial development over what currently exists there (8.75 million square feet, according to the city's Economic Development Plan). The proposed additional commercial development of 3.85 million square feet alone deserves very careful analysis. Other, larger communities have gone into uproar over projected commercial growth in the 100's of thousands, rather than multiple millions, of square feet. Palo Alto has been considering growth limits of 50 thousand net new square feet of office/R&D per year. If adopted, it would take Palo Alto 65 years to develop what much-smaller Menlo Park is contemplating in just one part of our town over the next 20 years.

The GP NOP does not disclose what the current mix of development is. It does not disclose what growth could occur city-wide, using current GP rules. It does not allow our community to decide if that potential citywide growth would occur in the right places or in the right mix. Instead, the update assumes that the current "course and speed" of development is fine. But those "old" GP provisions would be applied to a community that is very different than in 1994: Sand Hill Road is now connected to El Camino Real; businesses pack employees more densely (more than double than in 1994); the water supply is nearly tapped out, even in normal times; schools have been rebuilt more than once but are near capacity; streets are clogged with commuters; SUN Microsystems and Tyco are gone and Facebook is here; no auto dealerships; no Roger Reynolds Nursery; housing is in such short supply that Menlo Park has been sued for not keeping current in providing it.

The projected 20-year growth of the 1994 General Plan was reached in the 1990's. But growth continued without a re-evaluation of the GP's provisions. The impacts and benefits of growth since then have never been studied to allow our community to decide whether that "course and speed" was still a desirable approach. Although late, NOW is the time to examine potential growth city-wide, and tweak (or overhaul) that Plan as appropriate. The GP update process does not offer this opportunity.

We should not assume that Menlo Park is on the right path for the next 20 years. In Palo Alto, the developer appetite for office space has displaced desired retail. Menlo Park has lost significant retail revenue. What are the trends? What might happen with redevelopment of the Big 5 shopping center and Sunset Magazine sites? Are the current General Plan's provisions adequate?

Proposed changes to the General Plan remove most of current measurable goals and associated triggers to action. Our community cares deeply about school crowding, pedestrian and bicyclist safety, and superior quality of life; our community seeks to ease - not increase - traffic congestion and to minimize cut-through traffic; our community wants to "do our part" to address housing shortages (not worsen the jobs/housing imbalance) and to address climate change aggressively. The General Plan is supposed to guide the future of Menlo Park, and provide the means to address such goals and concerns.

COMMENTS REGARDING JULY 6 DRAFT GENERAL PLAN GOALS/POLICIES/PROGRAMS

A number of current (1994) General Plan provisions identify targets to be attained, and the required actions if they are not (e.g., specific allowable metrics related to traffic congestion, with a requirement that the city either limit growth or impose mitigation). Unfortunately, the proposed new Goals/Policies/Programs remove nearly all of the current Menlo Park-specific targets and action triggers. They do not add new ones that reflect community aspirations in a measurable way.

What gets measured, gets done. The GP needs to include more measurable objectives and triggers for action if these are not met.

The total "streamlining" of development relinquishes decisions about future growth to the whims of the market. The General Plan update draft implies that it will allow a variety of land uses, and will modify the process for approving development. Think about the possibility of 3.85 million square feet of commercial and other development near Facebook that may or may not include the retail and housing envisioned.

Streamlining can remove subsequent opportunities for citizens' voices about development that will affect them. It can remove mechanisms for the Council or Planning Commission to modify whatever projects are brought forward by developers. Too much streamlining is akin to putting bricks on the accelerator of a [development] car and trusting that the car will end up in 20 years where it was originally aimed.

Do not assume that periodic reviews (e.g., every 5 years) of the General Plan will be adequate for managing the mix of growth. Remember that the 1994 General Plan's projected 16-year growth was built out within 3 or 4 years.

Recommendations:

1. Broaden the scope of the General Plan Update conversation so it includes the entire city, not just the M-2 Area. And so it involves the entire community, not just Belle Haven neighborhood.

   There should be explicit citywide information about what HAS BEEN built (e.g., existing mix of uses and locations), and what has been approved but not yet built. Then provide information about what growth beyond those baselines COULD BE BUILT over the next 20 years, assuming the current General Plan provisions (e.g., zoning rules). There needs to be an assessment of the impacts of that growth. The GP only provides information about the M-2 Area, and the proposed EIR does not study the potential citywide growth separately.

   The above information allows community conversation about whether future citywide growth should use the current General Plan provisions or whether any of those provisions should be modified or new mitigation instituted.

   As it stands now, the GP Update totally ignores the fact that potential citywide growth over the next 20 years can be managed to achieve community goals and its impacts may be mitigated. The GP Update process eliminates the community's ability to discuss this.

2. Establish specific measurable Menlo Park goals that address the kinds of quality of life considerations described above (e.g., safety, congestion, climate change, jobs/housing, schools) and measurable goals for revenue that supports city services and infrastructure improvements.

Menlo Park has high aspirations in many areas (e.g., climate change), so do not rely solely on regional or state targets. Include these measurable Menlo Park-specific targets in the General Plan and identify steps to be taken if they are not being met.

3. Structure the General Plan so that allowable growth is linked to pre-defined levels of service, including:
    a. Capacity of our schools to accommodate students without overcrowding
    b. Ability of our city's infrastructure to support increased demand for essentials such as sewage treatment, stormwater drainage, water delivery for daily and emergency uses
    c. Commensurate growth in parks and open space for healthy living and fun
    d. Attainment of city goals for revenue, sustainability, climate change
    e. Maintenance and renewal of public works, such as streets, sidewalks, parks, other facilities

Thus, if growth threatens to over-run the City's (or School Districts') ability to accommodate it, then growth can be managed so that it aligns with service capabilities.

Growth can bring renewal and benefits. Unfettered growth can bring dire consequences. Linkages such as those described in this section can ensure that growth can be managed so that it brings the most benefits with the least harm as it occurs.

Respectfully submitted electronically

Patti Fry, Former Menlo Park Planning Commissioner

Attachment: COMMENTS – GENERAL PLAN 7/6/15 DRAFT GOALS/POLICIES/PROGRAMS

Based on a review of recommended Land Use and Circulation Element Goals, Policies, and Programs documents dated July 6, 2015 and the Land Use and Circulation Element Policy Evaluation documents, I offer the following comments and recommendations, by proposed Goals, Policies, and Program ("GPP"). A great deal of thoughtful work has gone into the draft General Plan Goals, Policies, Programs documents. However, some additional changes still are needed, and these comments focus on those.

An over-arching theme in these comments is that the GPP needs to incorporate more action verbs and reference measurable results and enforcement actions if the results are not met. **What gets measured, gets done.**

LAND USE ELEMENT GPP

LU1.7 – is the requirement to underground utilities meant to apply to major renovations too?

LU1 Programs – there still isn't any Program that would establish a blight ordinance with standards, monitoring, enforcement, particularly for long-vacant sites and buildings. See example on next page in recent photos of recurring and long-standing blight on El Camino Real. Menlo Park can control such blight but it needs to institute the mechanism to do so.

Goal 3 – It's good to see retail added to the goal but an emphasis on retail is not carried into Policies and Programs. We know loss of retail is a big issue in Palo Alto. We know retention/addition of retail is important to our community and that there is risk of continued loss while the rest of the city grows.

LU3.1 Retail should be added to this list in support of the Goal.

LU3.3 – this mentions only forming <u>new</u> neighborhood retail clusters and does not speak to <u>preserving</u> existing retail clusters. This is important when considering the potential redevelopment of the Big 5 shopping center site, for example.

LU3 Policies – there aren't any that reflect OSC 4.1 Policy about a balance of jobs/housing.

There also isn't any strong statement like in the current GP Policies I-C-1 and I-C-2 that highlight importance of <u>retail</u> and a <u>balanced mix of uses</u>. These current policies respectively stress encouraging "new and upgraded retail development along El Camino Real near downtown, especially stores that will complement the retailing mix of Downtown" and "small-scale offices shall be allowed along most of El Camino Real in a balanced pattern with residential or retail development." This wording should be returned.

The El Camino Real/Downtown Specific Plan was deemed compliant with the current General Plan and accepted by the community. It is important for any future modifications to the Specific Plan that these Policies remain clear in the updated General Plan. Proposed LU2.1 falls short of this as worded.

Goal 4 – the proposed goal omits mention of promoting and retaining business uses that "provide significant revenue to the City", as described in current Goal I-E. This specificity should be returned.

LU4.1 the reference to "fiscal benefits" is a watered down version of the strong statements in current GP where it describes "uses that generate sales and use tax revenues to the City"

CURRENT ILLUSTRATIONS OF BLIGHT

1300 El Camino Real July 11, 2015

Adjacent property on El Camino Real July 11, 2015

Land Use Element GPP, cont.

LU4.8 this is another opportunity to mention retail, such as by adding to what is evaluated "for its ability to provide goods and services to the community".

LU4.A – there is no reference to measurable objectives for the fiscal impact, just guidelines for analysis

LU4.B – this does not mention that strategic policies in the Economic Development Plan should also reflect GP GPP. Missing is wording such as in the current Goal I-E and its policies: "provide significant revenue to the City and/or goods or services needed by the community"

LU5.7 this does not include the word "protect" as in the current GP, and it should

LU5.G "Consider developing an adaptation plan" is very weak. Why not "Develop an adaptation plan"?

LU6.3 add to the phrase "for use during both normal and dry years" the concept of use in emergencies

LU6.A does this only apply to City projects?

LU5.B "Consider instituting appropriate controls" is very weak. Why not commit to creating a Plan?

LU6.C this needs to include enforcement, not just "monitor".

Policies and Programs for Goal 6 should refer to plans and goals created and referenced in the OSC Element

LU7.6 Streamlining needs to take into account city goals.

LU7.A Add reference to OSC so that zoning ordinance changes also reflect sustainability GPP

LU7.B Streamlining also should specifically help achieve city goals, including those for jobs/housing balance, City revenue production, balance of uses (including retail).

LU7.D this is weak. It should state that partnering with schools districts includes understanding projected capacity and determining together what ties there will be between the allowable pace of development and the schools districts' capacity to support that growth.

<u>Minor comments</u>, mostly what appear to be typos:

LU1.4 – the word "in" seems to be missing in the final clause (before "the areas near/around…")

LU5.D the new phrase at beginning should read "Review, and update" without "d" in "updated"

<u>General comments</u> about LU – there are no references to service level goals that are tied to development and its pace or amount. See cover letter for examples (capacity of schools, infrastructure, resources such as water supply, etc.). Because the GPP promote streamlining, there should be some mechanism to rein in development so it doesn't outpace the ability to support it or to maintain a very high quality of life.

There should be a commitment to updating the LU Element at least every five years as part of a comprehensive coordinated review of the entire GP. The tardy and piecemeal updating of Elements needs to stop.

CIRCULATION ELEMENT GPP

CIRC1.A the program should review and update the circulation system based on data that includes neighborhood cut-through traffic (safety and quality of life issues), traffic speeds (relates to ability to convert drivers into pedestrians and bicyclists), and traffic congestion on roadways and intersections (safety issue and related to neighborhood cut-through traffic).

CIRC1.G the program weakens the current GP policy by omitting language about "an action plan detailing steps to implement the program" This should be added back. Otherwise the policy is just to "inventory" and update "design details".

CIRC4.A this policy should reference goals that guide the Comprehensive Bicycle Development Plan. As worded it only mentions pursuit of funding. Funding to accomplish what?

CIRC3.B the commuter shuttle services should make connections to "transit", not just to "rail" as stated

CIRC4.B there is no stated need to link the Comprehensive Bicycle Development Plan with General Plan Goals and Policies. The Bicycle Plan would be stronger if it clearly supported General Plan goals

CirC3.E this is a weak program (simply to "work with"). It should contain some measurable objectives that are monitored and enforced.

CIRC4.E needs to add "and enforce" between "monitor" and "intersection sight clearance". Monitoring alone is weak.

<u>General CIRC comments</u> – the proposed CIRC GPP removes all standards from the existing General Plan that relate to traffic speeds and traffic congestion on roadways and intersection. These represent important metrics regarding safety and potential neighborhood cut-through traffic. Measurable objectives are very important to include. Collision rates and VMT are not adequate. Traffic speeds influence the comfort of pedestrians and bicyclists to walk or bike rather than drive. Traffic congestion results in cut-through traffic and longer commute travel time. The proposed GPP does not address these and should.

The proposed GPP also removes current General Plan links between goals associated with metrics and what is to happen if the goals are not achieved. The current General Plan explicitly states in II-A-4, for example that "New development shall be restricted or required to implement mitigation measures in order to maintain the levels of service and travel speeds specified in Policies II-A-1 through II-A-3." There should be a tie like this between measurable objectives and allowable/pace of growth and required mitigation.

From: George Fisher <georgecfisher@gmail.com>
Sent: Sunday, August 02, 2015 4:50 PM
To: Nagaya, Nicole H
Cc: Murphy, Justin I C; Chow, Deanna M
Subject: Re: Revisions to Circulation Element General Plan

Nikki, in thinking my requests for more Priority in the Circulation goals for neighborhood traffic protections, and more specific program language this weekend, I reviewed the following Jeff Tumlin and Knox question answers at the Joint Bicycle transportation committee meeting.

His statements (1.)that performance metrics are reflective of city values and menlo park needs to distill a list of objectives and transportation performance metrics, which will vary from street to street,and
(2.)differing roadway surrounding land uses (residential v commercial are important, as well as (3) Knox's statement that the performance metrics are a customizable set of criteria that will differ for each neighborhood, all support my requests.

I am now even more concerned given staff moving forward with TDM with the planning commission now. apparently putting all risk of developer compliance and effectiveness of that compliance on the neighborhoods, rather than waiting for the General Plan process. I hope you, Justin and Deanna can help. Thank you. Here are the quotes:

"Question 6: how similar do the transportation metrics/guidelines looking across cities?

Tumlin: Performance metrics are reflective of local values and those vary from city to city. Menlo Park needs to distill a list of objectives and identify what data is readily available to determine a short list of transportation performance metrics. Different metrics make sense on different streets—each street will have a different threshold and need for side walk width, tree canopy, bike facilities, etc.

Knox: **It is a customizable set of criteria and will differ for each neighborhood** or type of street. We will use this Genera Plan process to provide these metrics and will be providing draft policy in the coming months (emphasis added)

Comment: The transportation commission has a general plan sub committee. We should provide some policy recommendations. We have a street classification system that is based on vehicles.

Tumlin: the typical set of designations defines the street based on how cars use them. Some streets are more important for pedestrians, bike cars and some are used by all modes. Its important to look at how streets serve each mode **and the land uses along them; they differ based on the surrounding land uses (residential v commercial. (emphasis added)"**

Thanks, George

On Mon, Jul 27, 2015 at 3:19 PM, Nagaya, Nicole H <nhnagaya@menlopark.org> wrote:

Thank you, George. I'll review this and get back to you by the end of the week.

Best,

Nikki

Nicole H. Nagaya, P.E.

Transportation Manager

City of Menlo Park

P: 650.330.6781

e: nhnagaya@menlopark.org

From: George Fisher [mailto:georgecfisher@gmail.com]
Sent: Monday, July 27, 2015 1:03 PM
To: Nagaya, Nicole H
Cc: Murphy, Justin I C; Chow, Deanna M
Subject: Revisions to Circulation Element General Plan

Nikki, I suggest the following changes to the current revised General Plan Circulation Goals, Policies and Programs.

1. Change the title of first section to SAFE EFFICIENT TRANSPORTATION SYSTEM PROMOTING QUALITY OF LIFE THROUGHOUT MENLO PARK.

2. Insert a new Policy Cir-1.2 and change existing 1.2 to 1.3 and follow similarly with rest: " Street Classification. Utilize a street classification system with target design volumes, speeds or other metrics to further safety, efficiency, and residential quality of life."

a. Comment: design traffic volumes and speed and other metrics are integrally related with quality of life, particularly in residential neighborhoods as well as safety, and "efficiency." Including quality of life is important to maintain that quality given the State's attempted preemption of CEQA with VMT, in the State's summary universal attempt to keep overall statewide greenhouse gases at a minimum. Street classification is less important with increasing accessibility for pedestrians, bicyclists, and transit riders, the revised Goal Cirk-2.

b. Comment: Something similar is included under Goal Cir 2-" increase accessibility for and use of streets by pedestrians, bicyclist and transit riders". That the goal behind the complete streets policy, but it does mention traffic, neighborhoods, or quality of life all included within the new Goal Circ. -1. There are no resident or neighborhood goals or protections in Coal Cir 2. The current policy circ 2.3 also needs to be revised because more is involved in street classification than safety and efficiency, as stated in Goal 1.

3. Insert a new Program Circ- 1A and demote current program Circ-1-A and rest of Circ-1 programs: "Manage Neighborhood Traffic: Establish and periodically update the Street classification System in Goal Circ-1 and supporting Circulation System Assessment routes and gateways ("CSA) and Transportation Impact Analysis Guidelines (TIA) and record current roadway usage and volumes (ATD, and AM and PM peak hours to monitor design usage and prevention of new project and congestion cut through traffic through residential neighborhoods."

a. Comment, protection of residential Neighborhoods and residential quality of life require more standards and metrics than provided through the Vehicle Miles Traveled per capita (VMT) which is an overall summary statistic compared to other summary statistics, and provides no useful information or protection to local roadway circulation and usage.

4. Somewhere in Circ Programs include the current Transportation Impact Guideline provision, page 6 of 7 Paragraph VI. Mitigation, "The goal of mitigation should be such that there are no net adverse impacts on the circulation network. . . . If roadway or other operational measures would not achieve this objective, the consultant shall identify a reduction in the project size, which would with other measures, reduce impacts below the significant level (emphasis added)."

5. Other reorganization in the new draft circulation goals consistent with these suggestions may be desirable

The above is a skeleton framework to continue and maintain in the revised general plan the many previous general plan significant protections for neighborhoods and quality of life for residents. Again these are independent of any state CEQA changes relating to overall minimization of vehicle trips to preserve environmental protections against greenhouse gases and global warming. However protection of neighborhoods and residential quality of life are consistent with such goals, and more importantly make Menlo park a desirable place to live. Residential roadway protections and quality of life should not be simply omitted in the revised general plan of 4 million square new feet of commercial space. Loss of our quality of life for new development would be tragic.

I would be happy to discuss this or answer any questions. Thanks for your help.

George

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MENLO SPARK

Climate Neutral for a Healthy, Prosperous Menlo Park

Via email: connectmenlo@menlopark.org.

Re: Comments on ConnectMenlo Draft Goals, Policies, and Programs of the Land Use and Circulation Elements

Dear General Plan Advisory Committee Members and City of Menlo Park staff:

We are grateful for the time and effort that the General Plan Advisory Committee and City staff have invested in the General Plan Update, "ConnectMenlo," which is an important and powerful tool for guiding the future of Menlo Park. Menlo Spark is an independent nonprofit organization working with businesses, residents and government partners to achieve a climate-neutral Menlo Park within ten years. We are writing in strong support of the ConnectMenlo draft Circulation and Land Use elements, with some strengthening recommendations.

Although the General Plan must tackle a variety of complex topics in city planning and development, climate change and environmental sustainability have emerged as urgently important issues that require significant attention in City planning. With its broad scope and long-term vision, a General Plan that commits to strict reductions in greenhouse gas emissions and more sustainable practices is a powerful tool in addressing traffic congestion and helping Menlo Park become a leader in this critical area.

Menlo Park is well positioned to find unique, innovative solutions to fight climate change that also improve the community for all residents. Fortunately, many cities, some in the San Francisco Bay Area, have already implemented ambitious policies in sustainable transportation and buildings to serve as a model. Menlo Park can build on these ideas, while adapting them to a local context, in order to become a leader in sustainability. In the coming weeks, we will create a comprehensive report of sustainable policies and examples – projects that reduce a city's greenhouse gas emissions while also improving the community in numerous ways – which we will provide to the City as the ConnectMenlo process continues. We hope that the General Plan Advisory Committee will incorporate our suggestions, as well as the superb recommendations from the Transportation Commission and the Environmental Quality Commission, into the new General Plan Update.

Transportation represents almost 40% of greenhouse gas emissions from Menlo Park,[1] and consequently is an area of great potential for improvement. The General Plan Advisory Committee and staff have already proposed many excellent improvements to the 1994 General

[1] Menlo Park Climate Action Plan Assessment Report, 2013.

Plan. Menlo Spark especially supports and would like to highlight the policies and programs encouraging:

- Complete Streets and alternative transportation metrics like Vehicle Miles Traveled (CIRC 1.1, 1.13);
- Transportation demand management (CIRC 3.1, 3.2, 3.3, 3.A, 3.B, 3.D);
- Carbon-free transportation options like bicycling and walking (CIRC Goals 4 and 5);
- Improved public transit and reuse of the Dumbarton Corridor (CIRC 2.3 & 2.4); and
- Improved parking policies (CIRC 6.1 and 6.B).

We recommend that the final Plan include stronger language that prioritizes these carbon-free transportation modes and specific, quantitative goals to reduce automobile traffic and energy consumption. In addition, we recommend the following measures in the area of circulation to reduce greenhouse gas emissions, relieve congestion, improve safety, and support a more vibrant city:

- Reduced Traffic Congestion:
    - Analyze and implement congestion management pricing as an important method of reducing peak traffic. Specifically, Menlo Park should evaluate and solicit congestion pricing on the Dumbarton Bridge to curtail commute traffic and rush-hour gridlock, and the associated greenhouse gas emissions. This could also serve as important source of funding for alternative transportation.
    - Collaborate with transit agencies and businesses to provide more frequent, higher quality transportation alternatives, modern amenities, and new technologies (such as a people mover). A more pleasant transit experience will attract a diversity of users, reducing traffic and pollution.
    - Develop specific goals to reduce the percentage of people who drive alone and increase rates of carpooling, transit use, biking, walking and other alternatives.
- Improved Bicycle Infrastructure and Policies:
    - Create and connect bike and pedestrian routes through the City and link them with neighboring jurisdictions. Wherever possible, build protected bike lanes, which have been shown to greatly increase bike traffic and reduce accidents.[2]
    - Update the City's bike parking standards to ensure that public spaces, residences, and businesses provide abundant, secure bike parking to accommodate current and future bicyclists. Additionally, mandate guidelines for racks and indoor bike storage to minimize theft and improve ease of use for bicyclists.[3]
- Efficient Parking Policies:
    - Create a demand-based priced parking program in the downtown business district, following successful projects in Redwood City, San Mateo, San Francisco,[4] and many other cities, to encourage multimodal transportation, decrease congestion, and support the needs of local businesses. In addition, consider increasing the costs of long-term parking permits to reflect the true cost

[2] Also referred to as "cycle tracks," or NACTO Class IV bike lanes. Monsere, Chris et al. "Lessons from the Green Lanes: Evaluating Protected Bike Lanes in the U.S." Portland State University, 2014. Study Number NITC-RR-583

[3] San Francisco's Bicycle Parking: Standards, Guidelines, Recommendations provides a thorough guide to bicycle parking best practices.

[4] SFPark's demand based parking plan reduced rates and congestion, according to the Pilot Project Evaluation.

of parking and encourage alternative transportation, and investigate creating priced or permitted parking in the M-2 area.

- Make parking across the City simple, convenient, and effective by utilizing solar-powered "smart meters" that accept credit cards and smartphone app payment while tracking usage data to improve pricing, similar to those used in Santa Monica, Los Angeles, and other cities with great success.[5]

More than half of the City's greenhouse gas emissions come from buildings, through electricity and natural gas use.[6] The draft Land Use component already contains many great goals, policies, and programs that will aid in Menlo Park's efforts to reduce greenhouse gas emissions. There are several policies that we especially support:

- Encouragement of mixed-use development, smaller housing, and amenities that support walkable communities (LU 1.3, 1.4, Goal 4);
- Vibrant downtown areas (LU Goal 2);
- Environmental protections (LU Goal 5, 5.B, 5.C);
- Sustainable public facilities (LU Goal 6, 6.1, 6.9, 6.A); and
- Coordinated land use and transportation planning (LU 7.1, 7.2, 7.E).

Given the urgent need to reduce carbon emissions and the wide variety of innovative green technologies available in Menlo Park and the Silicon Valley area, the General Plan Update should go further in requiring more forward-looking green building standards. We recommend the following land use guidelines, building standards, and supporting policies:

- Prioritize Sustainable Buildings:
  - Accelerate implementation of California's planned energy efficiency requirements[7] by requiring that all new developments in the M2 and El Camino Real-downtown planning areas meet Net-Zero Energy standards.[8]
  - Provide support, incentives, and expedited permitting to residents, businesses, and developers pursuing net-zero buildings, green retrofits, and other sustainable projects. Successful programs have been created in Lancaster, California[9] and other cities.
- Support Electric Vehicles:
  - Require electric-vehicle charging stations at all *new* multi-family residences, businesses, and public parking facilities.[10]

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[5] San Jose's On-Street Smart Meter Report, created after installation of their smart meters, indicates that "overwhelming majority were satisfied or very satisfied" with the new meters, and they reported much more consistent occupancy rates and higher reliability. The report also recommends expanding the program to the Convention Center Meter District.

[6] Menlo Park Climate Action Plan Assessment Report, 2013.

[7] The 2013 Integrated Energy Policy Report (see page 36) discusses upcoming California Building standards that will require all new residential buildings to meet net-zero standards by 2020, with commercial buildings meeting this standard by 2030. Note that the California Building Energy Efficiency Standards are required to meet life cycle cost effectiveness requirements. This applies to any ZNE requirement included in those standards. We expect any additional or early requirements by the City of Menlo Park to take into account special and narrow circumstances in which achieving ZNE is not feasible and provide comparable, alternative compliance pathways in those instances.

[8] Menlo Park currently requires that new construction in the ECR and Downtown areas meet LEED Silver requirements, according to the ECR and Downtown Land Use Plan, see standard E3.8 on page E38: http://www.menlopark.org/DocumentCenter/View/293,

[9] A summary of Lancaster's green building policies can be found in this article.

[10] Current California regulations require that most new construction be "EV ready," so that chargers can be easily installed. However, we support installing chargers by default in those circumstances.

- Create Stronger and Simpler Public Benefits:
    - Restructure public benefits and development fees to include transportation-in-lieu fees, credits for positive renewable energy generation, and other considerations to incentivize sustainability. Create a clear, standardized system to facilitate greener developments.

The rapid development of clean technologies and the impending net-zero energy state requirements make these suggestions achievable, cost-effective, and beneficial for the City's long-term economy. By adopting a leadership role in this area, Menlo Park will get ahead of the state's energy requirements and showcase new technology. In addition, sustainable buildings command a higher lease rate, are more comfortable for their occupants, and save significant money in utility bills.

This General Plan Update is a great opportunity to not only set important policies and plans for development, but also outline the broad direction for the City. At this critical time for addressing global climate change, a strong, forward-looking General Plan is crucial in setting sustainable priorities. Please consider these recommendations as well as those of the Transportation and Environmental Quality Commissions as important steps to lead Menlo Park towards a more sustainable future. We look forward to providing substantial examples and analysis supporting these recommendations in the near future. If you have any questions or feedback, please do not hesitate to contact us.

Sincerely,
Dale Hall, Research Associate

Diane Bailey, Executive Director
diane@menlospark.org

From: Murphy, Justin I C
Sent: Monday, August 24, 2015 4:46 PM
To: Chow, Deanna M
Subject: FW: comments on the General Plan update

From: Bob McGrew [mailto:bmcgrew@gmail.com]
Sent: Sunday, August 23, 2015 1:26 PM
To: harrybims@me.com; david.bohannon@ddbo.com; Bressler, Vincent; heidibutz@aol.com; James Cebrian; Kristin Kuntz-Duriseti; Adina Levin; Mueller, Raymond; Ohtaki, Peter I; rroyse@rroyselaw.com; Katherine Strehl; Michele Tate; mzumstein@rmkb.com
Cc: _CCIN
Subject: comments on the General Plan update

After following the General Plan update process closely and reading the staff report for the Notice of Preparation and the draft Circulation Element, I'd like to commend the engaged citizens of the General Plan Advisory Committee on a well thought-out and thorough job.

The current General Plan allows for an additional 1.75m sq ft of office to be developed in the M-2, without any requirement for the landowners to provide public benefit, develop housing in conjunction with the increased jobs, or enforce limits on additional traffic. The General Plan update offers additional development potential, but in return places new requirements on developers to address the deficiencies of the current plan. In addition, perhaps most excitingly, it offers us the opportunity to create a second downtown district in Menlo Park to replace boring office parks with a vibrant mixed-use area that can be an asset for the entire community.

First, I am excited to see that the update authorizes an additional 4500 housing units - potentially enough for 9000 people - in comparison to a projection of roughly 5500 new jobs. This approach will help address the regional jobs/housing imbalance that has resulted in sky-high and increasing rents that threaten to displace current renters and lock current homeowners into their houses.

Second, transit and local retail are well-chosen as public benefits for this project. Transit on the Dumbarton line, in particular, will provide an option for both residents and commuters of that neighborhood to access jobs and amenities across the entire Caltrain corridor. Providing transit for commuting and local retail for shopping will both reduce traffic on Willow and increase the quality of life for those who live in Belle Haven.

Finally, the update takes strong steps to minimize traffic impacts by requiring that a majority of commuters in new developments in M-2 arrive via transportation alternatives such as transit, biking, walking, or carpooling. Notably, this applies both to the existing development potential under the current plan as well as to the new potential provided by the update. Combining the positive impact of Dumbarton transit on existing commute patterns with these strict limits on new driving, the update may actually reduce traffic generated within the M-2! I encourage the GPAC and Council to require strong enforcement and serious penalties for violations, such as Mountain View has done in the North Bayshore neighborhood.

Overall, the update requires developers not just to mitigate the impacts of the new development potential, but actually to improve significantly upon the situation that would have existed without the new development. I appreciate the hard work and careful thinking that the GPAC and Council have put into this effort, and I commend you on a job well-done.

Bob McGrew
Willows resident

M33

From: George Fisher <georgecfisher@gmail.com>
Sent: Sunday, August 23, 2015 5:16 PM
To: Harry Bims; Bressler, Vincent; David Bohannon; heidibutz@aol.com; James Cebrian; Kristin Kuntz-Duriseti; Adina Levin; Mueller, Raymond; Ohtaki, Peter I; Roger Royse; Katherine Strehl; mzumstein@rmkb.com; Chow, Deanna M; Murphy, Justin I C; Nagaya, Nicole H
Cc: Penelope Huang; Philip Mazzara; Michael Meyer; brontebuoy@gmail.com; Maurice Shiu; Bianca Walser; Baile, Renato C; _Planning Commission; _Planning Commission; Perata, Kyle T
Subject: Revisions needed to Revised Circulation Element, GPAC meeting August 24, 2014

Dear GPAC Member,

Please direct remediation of the failure of the current revised General Plan Circulation Element to protect or address residential neighborhood character or quality of life adequately, or, actually, at all. Program CIRC-3.A exemplifies that failure:

> "**Transportation Impact Metrics.** Replace Level of Service (LOS) metrics with Vehicle Miles Traveled (VMT) per capita and greenhouse gas emissions per capita metrics in the <u>transportation impact</u> and environmental review process (underlining added).

Vehicle miles traveled (VMT) per capita only measures the estimated vehicle miles traveled per day by each person driving to or from a project, neighborhood, region, or what ever. It does not measure the number of automobile trips made, the routes the trips travel or the impact to residential neighborhoods of that number of trips on those routes. By analogy of a project to a pistol, it measures the distance each shooter's bullets travel per day, but does not measure the number of bullets fired, the direction of the bullets, or the harm or damage the bullets cause (impact). To protect neighborhood character or quality of life, information on the number of bullets, plus direction and routes of bullets and the harm to that neighborhood the bullets cause is essential for regulation and mitigation. The distance of bullets fired per day does not help at all.

The only purpose of a VMT test is to derive a number of per capita daily vehicle miles traveled so it can be compared with another number such as standard, region or

neighborhood to see if the average miles traveled is more or less. No question the fewer vehicle miles traveled means less consumption of gasoline and generation of greenhouse gas emissions. However other than such absolute terms, no helpful information is generated on Neighborhood protection.

Prohibiting Level Of Service (LOS) metrics in favor of VMT magnifies the problem. The existing General Plan, existing Transportation Impact Assessment (TIA) Guidelines, and existing Circulation System Assessment (CSA) document include specific reference to Levels of Service deficiencies caused by delays at intersections or in speed of travel, as well as other possible non LOS performance metrics . LOS delays, particularly in CEQA, are unfashionable. Although LOS depends upon volume of traffic, the volume of traffic added per day or per peak hour or other performance metrics are not within the definition of LOS tests.

Even if LOS tests cannot be used at al, for quality of life protection, which is a question, non LOS performance metrics, such as traffic volume restrictions are permissible controls on quality of life. They limit excessive volumes of daily and peak hour traffic, including cut through traffic and require mitigation, including reduction in size of new developments if necessary. At a minimum those volume restrictions and mitigation and other performance metrics need to be expressly allowed in the revised general plan circulation element, to prevent any ambiguity from Program CIRC-3.A, or other provisions mentioning only VMT tests

Additionally, with the vogue to limit CEQA applicability, and to allow Transportation Demand Management provisions such as bike lockers or supplying train tickets or shuttle bus tickets, whether used or not, to generate credits against projected traffic under ITE guidelines, daily trip caps are necessary to prevent erroneous projections. Fortunately the planning commission is agreeable to trip caps, and enforcement thereof in connection with proposed trip generation and TDM credits in new projects exempt from EIR. (See the email exchange below re 1205 O'Brian requiring reports comparing actual trips with trips projected by trip generation and TDM credits, and review thereof by transportation and planning departments of trip caps and possible revocation of approval of use permit if exceeded).

The present revised Circulation Element does contain lip service to prevention of cut through traffic, protection of Neighborhood character but mention only VMT tests for new development (Policy CIRC 2-14) or measuring circulation system efficiency travel patterns

(Program CIRC-1.C) with no express allowance of volume restrictions and trip caps in TIA amendment (Program CIRC-2.L). Program CIRC-2.A dealing with managing neighborhood traffic applies only existing traffic, not mitigating or limiting new development traffic, and only deals with the street classification system, although paying unspecified lip service to quality of life in Menlo park neighborhoods and areas with community requests.

Neither the Complete Streets Policy not the revised proposed Street Classification Plan provides the necessary protections included in the current general plan, TIA or CSA. The Complete Streets Policy Principle 1 only deals with serving users of the transportation system, not residents. Principle 2 does require "in planning and implementing street projects", working with residents and others "to ensure that a strong sense of place ensue." That sense of place is needed not just in connection with street projects, but for any development projects generating automobile trips.

The Revised Circulation Element description of street classifications does not list volumes, daily or AM or PM peak, traffic design speeds trip caps or any other protections to neighborhood quality of life or character. They do seem to expand previously labeled local streets to new categories such as Neighborhood Connector such as Monte Rose and woodland avenues, presaging larger traffic volumes.

Conclusion:

Please direct staff and consultants to

(1) Enact, maintain and allow daily, AM and PM peak hour traffic volume limits, other performance metrics, and any necessary mitigation requirements;

(2) Enact and enforce Trip Caps for new development based on trip generation with TDM credits;

(3) Remove all references to VMT per capita, along with collision or greenhouse gas emission tests, as the only allowed or mandated tests to the

exclusion of other tests in transportation impact or environmental impact reports; and

(4) Enact and revise other provisions as desired to comply with City Council approved Guidelines to protect residential character and quality of life.

cc: Transportation committee, planning committee

---------- Forwarded message ----------
From: **Perata, Kyle T** <ktperata@menlopark.org>
Date: Tue, Aug 18, 2015 at 4:15 PM
Subject: RE: Re Use permit/1305 O'Brien Drive Agenda tonight D3
To: "Fisher George C." <georgecfisher@gmail.com>
Cc: "Nagaya, Nicole H" <nhnagaya@menlopark.org>, "Rogers, Thomas H" <THRogers@menlopark.org>

Mr. Fisher,

Thank you very much for your comments. I wanted to touch base with you and let you know that the staff recommendation in the report did include a condition of approval (5b) requiring annual monitoring of the project site for compliance with the maximum daily, AM peak, and PM peak trips from the project site identified in the trip generation analysis and transportation demand management (TDM) program. The applicant is required to obtain a transportation consulting firm to monitor the trips from the site and prepare a report that would be submitted to the City for its review for compliance with the site's maximum allowed trips (trip cap). This monitoring is required to be performed annually. If the site is not in compliance, the applicant would be required to bring it into compliance or risk revocation of the use permit approval. The Planning Commission did approve the use permit and architectural control request last night. Prior to its action, the Planning Commission acknowledged your comment and discussed the TDM monitoring/enforcement condition prior to making their approval action.

Please let me know if you have any further questions.

Thank you,

Kyle Perata
Associate Planner
City of Menlo Park
(650) 330-6721
ktperata@menlopark.org

-----Original Message-----
From: Fisher George C. [mailto:georgecfisher@gmail.com]
Sent: Monday, August 17, 2015 4:04 PM

To: _Planning Commission
Cc: Nagaya, Nicole H
Subject: Re Use permit/1305 O'Brien Drive Agenda tonight D3

Dear Planning Commissioner:

Any approvals of a Use permit to covert and expand an existing warehouse and general office building into R&D should be conditional upon a verifiable, monitorable, and enforceable Automobile Trip Cap. Staff report 15-011-pc claims exemption from Menlo Park Transportation Impact Analysis Guidelines (TIA) on the basis that a third party consultant's opinion that a proposed TDM program will reduce project traffic 21% and additional traffic from the changed uses of 220,000 sf building will be less than a 10,000 sf building and exempt per recent amendments to the TIA.

Exemption from TIA guidelines based upon a third party opinion is questionable at best. I don't know whether prior uses existed when the application was made. In any event, the Staff report reports residences within 415 feet, and two schools within 815 feet of the building. To ignore potential traffic issues, or not even to analyze them on the basis of gambling that a TDM program will reduce traffic is problematic. Residents, and school students and teachers should not be dependent for suitable access on such opinions, speculative or not.

If otherwise approvable, the approval include provisions for verifying, monitoring, and enforcing the traffic projections, removing the entire risk of accuracy TDM projections from Palo Alto Online reported today on controlling vehicle traffic or making it "sustainable". The comments talk of the success of the Santa Clara County trip cap on Stanford and efforts to impose trip caps in other cities such as Mountain View (http://www.paloaltoonline.com/news/2015/08/15/off-deadline-can-vehicle-traffic-ever-be-controlled-or-made-sustainable). There are claims that Menlo Park has trip caps. I am not aware of any, but certainly approval of a use permit conditional upon such a cap is appropriate in the instant request for a use permit. Why shouldn't the developer share the traffic risk with residents and students?

Thank You,

George C. Fisher
1121 cotton Street
Menlo Park, 94025

-

From: Murphy, Justin I C
Sent: Monday, August 24, 2015 4:45 PM
To: Chow, Deanna M
Subject: FW: Comments on the General Plan Update for Menlo Park

From: Skip Hilton [mailto:skiphilton@gmail.com]
Sent: Monday, August 24, 2015 8:07 AM
To: _CCIN
Cc: Skip Hilton; steering@imaginemenlo.com
Subject: Comments on the General Plan Update for Menlo Park

As a 22 year resident of Menlo Park - including 18 years as a homeowner in the Suburban Park neighborhood - I have followed the General Plan Update process closely, and participated in many of the community input sessions hosted by the ConnectMenlo project. I have also encouraged my neighbors and friends across the whole city to participate in this process. After reviewing the Notice of Preparation for draft EIR (June 18, 2015) I am happy to see that the project has included much of the feedback of the community. I commend the GPAC on the process and progress thus far.

I am also aware of the growing resistance by some residents to the rezoning and circulation plans for the M-2 that are proposed as part of the General Plan Update. The resistance seems to come from the same group of residents that have opposed any type of growth or progress in our City. Many of these people were behind the ill-fated Measure M proposition in the fall of 2014. I am sure they prefer to have vacant car lots behind chain link fencing on El Camino Real for as long as possible, since it means there will be no people living, working or shopping downtown, and therefore less traffic. But it also means our downtown will never become the vibrant city center we hope for, because we lack the foot traffic that creates economic opportunity for merchants. What the no-growthers lack is a vision of rational and progressive development that will actually *reduce* traffic by leveraging public transportation while *increasing* the vibrancy and amenities for our residents. I think we are now seeing that vision for the M-2 with the ConnectMenlo project.

It is clear that while the General Plan serves all of Menlo park, the focus in the Update is the M-2 district northeast of Hwy 101. Interestingly, most of the people that oppose these plans do not live in or near the project area. In fact the residents that live near or in the project area are generally in favor of increased development in the M-2 as long as it: (1) provides amenities not currently available to local residents; (2) creates a vibrant “second downtown” area with mixed-use retail, residential, office; (3) provides additional open spaces; and (4) offers increased public transportation options that will reduce car traffic. In my opinion the ConnectMenlo project achieves all of these objectives, and GPAC has my full support to move forward with the EIR.

As with any plan, there is always room for improvement. I would like to propose a few additional ideas that relate specifically to the Circulation options in and around the Dumbarton Rail corridor.

1. Please consider only allowing electric trains (light rail) on the Dumbarton Rail corridor. Many homeowners and businesses near the Dumbarton Rail line are very concerned about noisy, polluting diesel-electric locomotives running by their property multiple times a day. I am sure that Union-Pacific would like to run freight along this corridor if reopened – but that will kill a lot of support for M-2 improvements from these neighbors if comes with reopening the line.

2. Light rail will allow for more stations between Willow Road and Woodside Road that can serve many neighborhoods along the route. In particular, additional stations on the southwest side of 101 that can serve the Bohannon Drive office workers, as well additional stations at 5th Avenue that could serve both Redwood City and North Fair Oaks. Of course, this will require coordination and cooperation with both Caltrain and Redwood City officials.

3. Consider zoning for more retail and open space near the Dumbarton Rail transit centers. For some reason the proposed station locations do not include zoning for retail, which could be very successful as it serves commuters and residents alike.

4. Plan for multiple uses of the Dumbarton Rail corridor in addition to light rail. The proposed greenway / bicycle and running path running parallel to the tracks is a great idea. When combined with safe rail crossings and protected bicycle routes to office retail and residents, this can become an active commuter route as well as popular recreation route for workers and residents.

5. Ensure that Facebook, the new Life Sciences office park tenants, and the Hotel operators all offer free or heavily discounted transit passes for their workers that are wiling to get out of their cars (or even forgo the Facebook buses) to take the new, eco-friendly public transit.

Thank you for your continued efforts, and I look forward to watching ConnectMenlo and the M-2 improvements as they move forward. I will support the City and local agencies to make this new downtown a reality, and quickly. We need to move up the pace of change and progress in Menlo Park.

Sincerely,

Skip Hilton

Resident of the Suburban Park neighborhood

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Skip Hilton
skiphilton@gmail.com
650-799-1992

From: Murphy, Justin I C
Sent: Monday, August 24, 2015 4:45 PM
To: Chow, Deanna M
Subject: FW: Comments on the General Plan Update for Menlo Park

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From: nikkisokol@gmail.com [mailto:nikkisokol@gmail.com]
Sent: Monday, August 24, 2015 10:34 AM
To: Skip Hilton
Cc: _CCIN; steering@imaginemenlo.com
Subject: Re: Comments on the General Plan Update for Menlo Park

Dear Council:

I would like to add my support for Skip's comments below and encourage the Council to make decisions that will support vibrancy in Menlo Park.

Sincerely,

Nikki Stitt Sokol
University Heights

On Aug 24, 2015, at 8:07 AM, Skip Hilton <skiphilton@gmail.com> wrote:

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It is clear that while the General Plan serves all of Menlo park, the focus in the Update is the M-2 district northeast of Hwy 101. Interestingly, most of the people that oppose these plans do not live in or near the project area. In fact the residents that live near or in the project area are generally in favor of increased development in the M-2 as long as it: (1) provides amenities not currently available to local residents; (2) creates a vibrant "second downtown" area with mixed-use retail, residential, office; (3) provides additional open spaces; and (4) offers increased public transportation options that will reduce car traffic. In my opinion the ConnectMenlo project achieves all of these objectives, and GPAC has my full support to move forward with the EIR.

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5. Ensure that Facebook, the new Life Sciences office park tenants, and the Hotel operators all offer free or heavily discounted transit passes for their workers that are wiling to get out of their cars (or even forgo the Facebook buses) to take the new, eco-friendly public transit.

Thank you for your continued efforts, and I look forward to watching ConnectMenlo and the M-2 improvements as they move forward. I will support the City and local agencies to make this new downtown a reality, and quickly. We need to move up the pace of change and progress in Menlo Park.

Sincerely,

Skip Hilton

Resident of the Suburban Park neighborhood

--
Skip Hilton
skiphilton@gmail.com
650-799-1992

From: Murphy, Justin I C
Sent: Monday, August 24, 2015 4:45 PM
To: Chow, Deanna M
Subject: FW: Comments on the General Plan Update for Menlo Park

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From: Mary Gilles [mailto:mgilles@apr.com]
Sent: Monday, August 24, 2015 10:59 AM
To: _CCIN
Subject: Comments on the General Plan Update for Menlo Park

Dear Honorable Council Members,

Skip Hilton's email says it all and I couldn't agree more with everything he says. As a 27 year resident, I am so very thankful to the GPAC and all the residents who have stayed involved with making Menlo Park a better place. I hope the council will stay focused on the goal to revitalize MP in all sectors.

Sincerely,
Mary

Mary N. Gilles, Realtor

mgilles@apr.com
650.814.0858
www.MaryGillesRealEstate.com

Alain Pinel Realtors
1550 El Camino Real, Suite 100
Menlo Park, CA 94025

License # 01789710

From: Skip Hilton [mailto:skiphilton@gmail.com]
Sent: Monday, August 24, 2015 8:07 AM
To: city.council@menlopark.org
Cc: Skip Hilton <skiphilton@gmail.com>; steering@imaginemenlo.com
Subject: Comments on the General Plan Update for Menlo Park

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Sincerely,

Skip Hilton

Resident of the Suburban Park neighborhood

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Skip Hilton
skiphilton@gmail.com
650-799-1992

September 6, 2015

To General Planning Advisory Committee

Planning Commission

City Council

Subject: 2015 General Plan Update

Thank you for the opportunity to comment on the draft 2015 General Plan amendment. I was out of town for the summer and recently returned to pleasantly find that the community has made significant and positive progress on developing the draft amendment. I offer my comments in two areas.

A. SEA LEVEL RISE

Thank you for including two program statements related to sea level rise. I support both draft statements with minor modifications with additions . For ease of communication, each statement is quoted below with additions shown in underline and deletions shown as strikeout.

1. **SAFER Bay Process.** Coordinate with the SAFER Bay process to ensure that the Menlo Park Community's objectives for sea level rise/flood ~~control~~ protection, ecosystem protection and recreation are adequately taken into consideration. Prior to the conclusion of the SAFER Bay process, require new development in areas projected to be vulnerable to tidal flooding to not object to participating in their proportionate share of the cost of constructing tidal flood protection measures.

Rational: Although it is popular to use the term flood control, humans cannot really control floods and the use of this word could be misleading. Rather, it is better to use the term "protection" which communities can provide.

To provide a level of protection from tidal flooding, new structures and other measures will need to be constructed. However, the definition of these structures and measures is not complete at this time. Buildings developed in areas projected to be vulnerable to tidal flooding should participate in the cost of constructing tidal flood protection because it will reduce their flood risk. The City should not be obliged to pay for the flood protection for the newly constructed buildings. It is likely that development will occur before the definition of tidal flood protection will be approved, therefore at this point, development benefitting from the proposed General Plan should be required to not object to the future financing plan to build tidal flood protection.

2. Sea Level Rise. Establish requirements for development projects of a certain minimum scale in areas mapped as prone to sea level rise to ensure protection of occupants and property from flooding and other potential effects of sea level rise. Prior to the establishment of a suite of program measures, require that new development construct buildings with a base flood elevation that takes into account sea level rise.

Rational: A significant portion of the industrial area under consideration for General Plan changes is projected to be vulnerable to sea level rise. Due to the high demand for many of these uses , it is quite possible that buildings will be constructed before a suite of requirements can be created. These buildings will remain into the time period when the effects of sea level rise are anticipated to occur and expose people and businesses to flooding. I believe that Menlo Park has already required industrial buildings to use a base flood elevation that takes into account sea level rise. Having all buildings in the flood area anticipate sea level rise will help to reduce risk to the community and the particular uses.

B. REATAIL USES IN INDUSTRIAL AREAS

I support the idea of allowing supporting retail uses in industrial areas. I understand that the City is considering allowing up to 25% of a building/development to be used in a retail capacity. During the community meeting that I attended, I heard that people really wanted this retail to be present and available. I did not see any requirement in the draft text that buildings needed to provide a minimum amount of retail in a development project. If the City wants to assure that retail is present in the industrial areas, then a minimum requirement should be established in addition to a maximum allowance.

Thanks again for the opportunity to comment.

Ann Draper

From: Choy, Kristiann M
Sent: Thursday, September 17, 2015 4:54 PM
To: Chow, Deanna M
Cc: Nagaya, Nicole H
Subject: FW: General Plan circulation element policies

From: Cindy [mailto:clwelton@comcast.net]
Sent: Tuesday, September 15, 2015 10:40 PM
To: Choy, Kristiann M
Subject: Re: General Plan circulation element policies

Hi Kristiann-

Will do. Thanks for your email. The five main areas of concern are:

1. Vision Zero needs to be by the year 2025, not 2040. More specifics I'd have to think about, but the goal is to make it a value of our community and a lens we use to plan and evaluate. It must be an actionable policy with accountability by all agencies involved.
2. Mandatory bicycle competency taught in all public and private primary and secondary schools in MP. If mandatory is not legal to say then as strongly worded as possible.
3. The bicycle infrastructure minimum requirements needs to be spelled out for the street classification system we are moving to. Vehicle travel lane widths need to be consistent with the designated speed limit assigned and bicycle infra consistent with corresponding safety requirement. For instance, 30 mph has minimum buffered bike lanes. 35+ has minimum protected bike lanes.
4. Mode share targets need to be tied to green house reduction goals.
5. Bicycle mode share target for Menlo Park should be consistent with regional goal of 10% of trips by bike by 2025. Developers would then have something to work backwards from to figure out the minimum bicycle facilities they should include in their proposals they present to city commissions for approval.

I will look over the Circulation Element policies and make sure these were the only things.

Thanks-
Cindy

From: "Kristiann M Choy" <kmchoy@menlopark.org>
To: "Cindy" <clwelton@comcast.net>
Sent: Tuesday, September 15, 2015 8:52:59 PM
Subject: General Plan circulation element policies

Hi Cindy,

I wanted to follow up on the comments you had regarding the Circulation Element policies. If you can flagged the parts that you want to see changed and send it to us, that would be helpful. The Planning

Commission will be discussing the policies at their next meeting on Monday, Sept 22. You can also speak at that meeting to provide comments. The City Council will either discuss at their Sept 29 or Oct 6 meeting.

Thanks,
Kristiann

Summary of Housing-Related Activities and Strategies

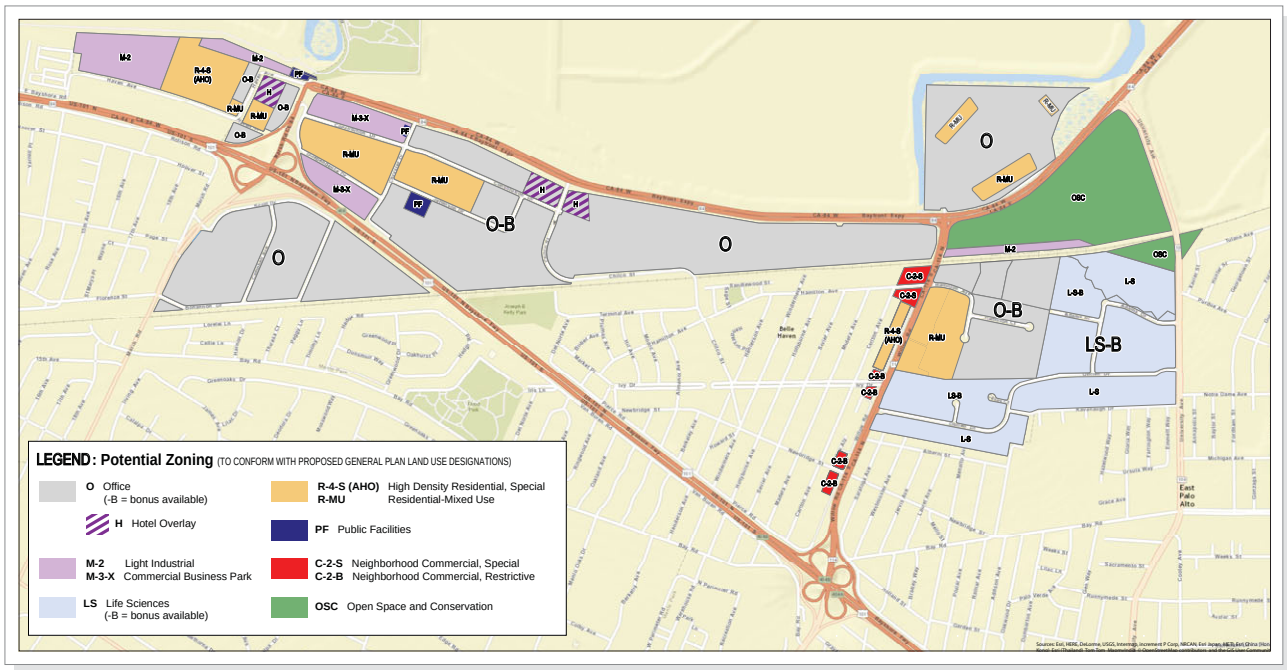
The City of Menlo Park is currently one of few jurisdictions in San Mateo County that has both inclusionary zoning for residential projects and below market rate (BMR) dwelling unit requirements for commercial developments as established in the Below Market Rate Housing Program in the Zoning Ordinance (Chapter 16.96). Residential projects between 5 and 19 units are subject to contributing 10 percent of the total number of units towards BMR housing for very low-, low- and moderate-income households with projects 20 units or more contributing at least 15 percent of the total number of units. Commercial developments that are 10,000 square feet or greater are required to address its impact on affordable housing, either through the provision of units or the payment of in-lieu fees. At this time, due to a recent court decision, the City's inclusionary requirements apply to only for-sale developments and do not apply to rentals.

The City is participating in an affordable housing nexus study in coordination with 13 other jurisdictions in San Mateo County, the County of San Mateo, and the City of Palo Alto that would allow the City Council to consider whether to levy impact fees on rental housing projects and then provide an option to provide the units in-lieu of paying the fee. The study will also provide updated information regarding potential impact fees associated with commercial and for-sale developments. The City's participation in the nexus study is consistent with Housing Element Program H4.D (Update the BMR Fee Nexus Study), H4.B (Implement Inclusionary Housing Regulations), and Program H4.C (Modify BMR Guidelines), which seeks to evaluate and amend the Zoning Ordinance to reduce the cost of providing BMR units and to encourage new BMR units to be built. The latter program would further enhance existing language in the City's adopted BMR Housing Guidelines that encourages the creation of on-site BMR units instead of the payment of in-lieu fees to the BMR fund. BMR funds, however, are targeted towards the creation of affordable housing units. Per Program H1.H (Utilize the City's Below Market Rate Housing Fund), the City advertises the availability of funding in the BMR Housing Fund. The City just recently issued in July 2015 its second Notice of Funding Availability (NOFA) for $7.8 million to assist in the development of affordable housing.

Given the current strong local economy, demand for and limited supply of housing, concerns about displacement is on the rise. The most prevalent type of displacement occurring is due to skyrocketing rents for rental units. As a result, many tenants are unable to afford the increased rents and choose to either move out of the area or move-in with others to share the cost of the rent. Current Housing Element programs include implementation of an anti-discrimination ordinance to prohibit discrimination based on the source of a person's income or use of rental subsidies (H1.G), modifications to the Zoning Ordinance to protect existing housing (Program H2.C), as well as provide resources towards resolving rental disputes (H1.K), but additional regulatory steps are likely needed. Two programs: 1) rent stabilization and 2) just-cause eviction ordinances are likely the most effective anti-displacement strategies that the City could consider implementing. These policies and programs do not need to be duplicated in the Land Use Element as all elements of a General Plan have equal legal status, meaning the Land Use Element policies are not superior to the Housing Element policies and vice versa. Staff's participation and collaboration in the San Mateo County 21 Elements Anti-Displacement Subcommittee and Council's participation in the County of San Mateo "Closing the Gap" Affordable Housing Task Force will provide additional opportunities to share ideas and learn more about how displacement and other housing-related issues can be addressed, not just locally, but regionally as well. The discussion of displacement and other housing-related issues will be discussed at the upcoming joint City Council and Housing Commission meeting on October 6, 2015.

DRAFT BAYFRONT AREA ZONING MAP & CHART

DRAFT ZONING MAP



Zoning is a way to manage the physical development of land and specify that areas in which different land uses may be located. The **Preliminary Draft Zoning Map** identifies the locations of three potential new zoning districts for the Bayfront Area: Office, Life Sciences, and Residential-Mixed Use to help encourage the live/work/play environment. The **Draft Zoning Summary Chart** describes the size, density and heights associated with future development.

DRAFT ZONING SUMMARY CHART

**FAR not used in LS area may be transferred via permanent purchase into LS-B area to achieve FAR greater than 100%.

	NONRESIDENTIAL DEVELOPMENT ALLOWED BY CURRENT ZONING (BASE LEVEL)				ALLOWABLE WITH COMMUNITY AMENITIES/BENEFITS				
NEW ZONING DISTRICTS	**Max Height**	**Equivalent Stories**	**DU/Acre**	**Max FAR**	**Bonus Max Height**	**Bonus Equivalent Stories**	**Bonus Max FAR**	**Max Added Potential (per NOP)**	**ENCOURAGED USES**
O – Office (-B = bonus available)	35 feet	2	N/A	45%	110 feet (not incl. mech. equip.)	6 (more for hotel)	100%	0.7M sq. ft.	Offices, high tech businesses, and R&D that does not involve potentially volatile chemicals or disruptive noise; supporting retail, restaurants and entertainment; hotel option in several locations
LS – Life Sciences (-B = bonus available)				55%			100-125%**	1.4M sq. ft.	Bioscience and biomedical product development and manufacturing
R-MU – Mixed Use Residential	Residential uses up to 80 feet in height (6-story equivalent) and 50 du/acre plus office and retail uses							4500 units	Attached multifamily residences for all income levels; offices per O District; ground floor, street front retail, restaurants, and services per C-2-B District

Note: Parcels in the same designation that are in close proximity may calculate residential density and FAR based on aggregate lot area provided the maximum overall residential density and/or FAR of the combined parcels is not exceeded. *Additions to Existing Districts: C-2-B* Neighborhood Commercial: Residential allowed above retail

CONNECTMENLO
menlo park land use & mobility update

ConnectMenlo Upcoming Activities and Events

Event	Date	Time	Location
Planning Commission Meeting to Review Draft Land Use and Circulation Elements and M-2 Area Zoning Framework & EIR Scoping Session	Monday, September 21, 2015	7:00 p.m.	City Council Chambers
City Council Meeting to Review Draft Land Use and Circulation Elements and M-2 Area Zoning Framework	Tuesday, October 6, 2015	7:00 p.m.	City Council Chambers
Meeting(s) on M-2 Area Zoning Requirements, Community Amenities Program, and Transportation Implementation	October/November 2015		
Draft Environmental Impact Report (EIR) and Fiscal Impact Analysis (FIA) Release	*February 2016*		
Planning Commission Meeting on Draft EIR/FIA (during the 45-day review period) and Study Session on M-2 Area Zoning Ordinance Amendments	March 2016		
Final EIR/FIA Release	*April 2016*		
Planning Commission Meeting on Final EIR/FIA and Draft Land Use and Circulation Elements and Zoning Ordinance Amendments	May 2016		
City Council Meeting on Final EIR/FIA and Draft Land Use and Circulation Elements and Zoning Ordinance Amendments	June 2016		
Estimated Completion of Overall Project	***July 2016***		

Note: For more information about the ConnectMenlo process, please visit the project webpage at www.menlopark.org/connectmenlo. Actual meeting dates, times, and locations are subject to change.