

August 25, 2009

Menlo Park Specific Plan

City of Menlo Park

Perkins+Will
ESA
Fehr Peers
Strategic Economics
BKF



Agenda

Review of Schedule

6/18 Community Meeting #2: Key Directions

7/30 Oversight/Outreach Committee Meeting:
Summary of Comments

Next Steps to Preferred Alternative: Refinement and
Evaluation

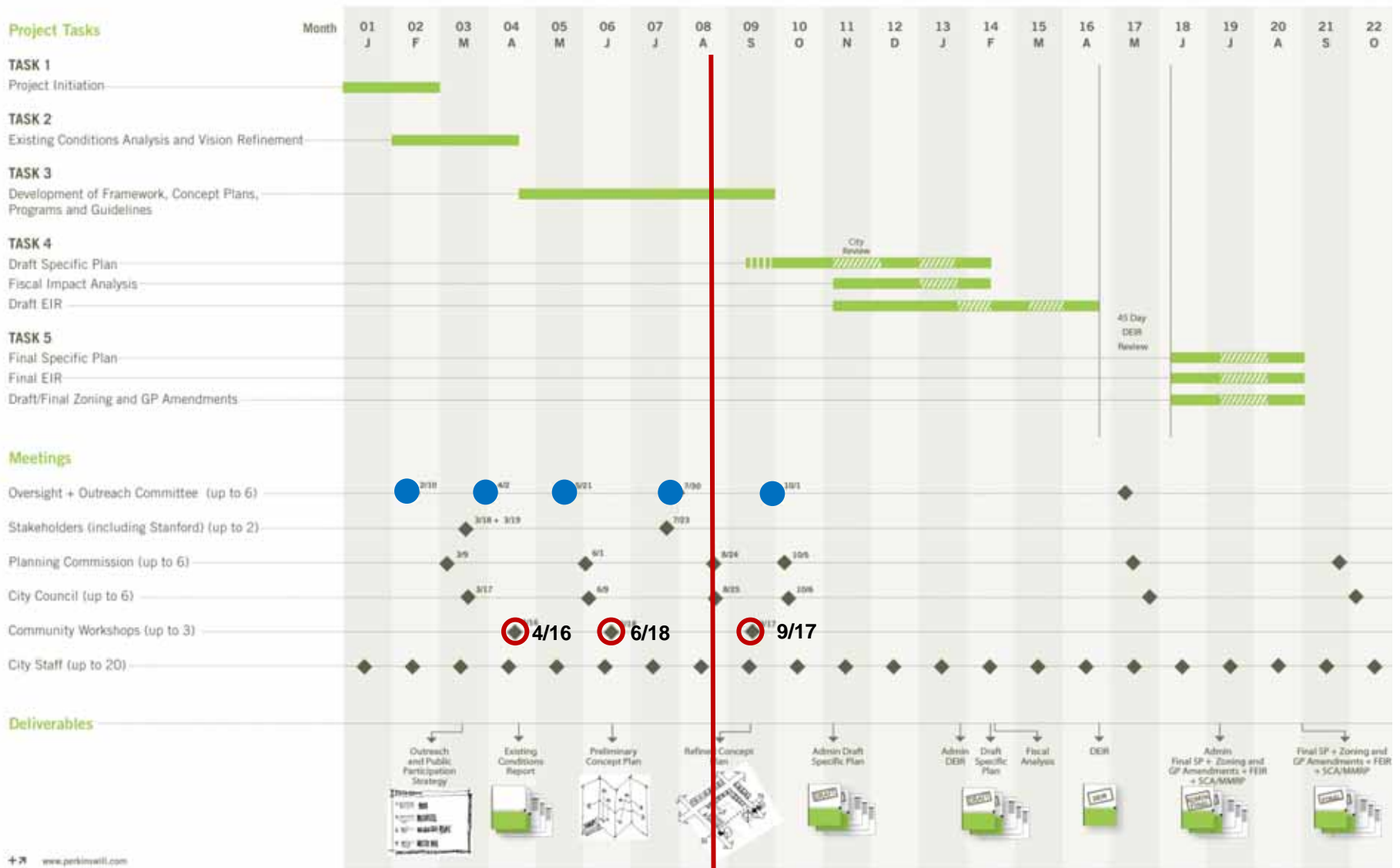
8/24 Planning Commission Meeting: Summary of
Comments

Approach to 9/17 Community Workshop #3

Questions for City Council

Project Schedule — DRAFT

Menlo Park El Camino Real/Downtown Specific Plan, EIR and Amendments 17 July 2009



Community Meeting #2: Key Directions

Community Meeting #2

June 18, 2009

Consideration of Concepts

- Presentation
- Break-Out Sessions
 1. Downtown + Station Area: Vibrancy/Land Use and Character
 2. Downtown + Station Area: Connectivity and Public Space
 3. El Camino Real and Rail Corridor: Connectivity, Vibrancy and Character
- Report Back



El Camino Real/Downtown Specific Plan
City of Menlo Park



El Camino Real/Downtown Specific Plan
City of Menlo Park



Vibrancy/Land Use + Character

Approach 1: Residential Focus			<p>Residential: + 400 units Retail: + 100,000 sq. ft. Commercial/Office: + 5.0</p> <p>Hotel: + 100 Parking: + 1,000 spaces Traffic: Trucks: + 0.000 trips</p> <p>Economic Considerations This approach would result in a development that would be primarily residential in character. The greater amount of residential units would provide a more vibrant downtown area.</p>
Approach 2: Mix of Uses			<p>Residential: + 200 units Retail: + 50,000 sq. ft. Commercial/Office: + 100,000 sq. ft.</p> <p>Hotel: + 100 Parking: + 1,000 spaces Traffic: Trucks: + 0.000 trips</p> <p>Economic Considerations This approach would result in a development that would be a mix of residential, retail, and office uses. The mix of uses would provide a more vibrant downtown area.</p>
Approach 3: Station Focus + Market Place			<p>Residential: + 200 units Retail: + 100,000 sq. ft. Commercial/Office: + 5.0</p> <p>Hotel: + 50 Parking: + 1,000 spaces Traffic: Trucks: + 0.000 trips</p> <p>Economic Considerations This approach would result in a development that would be primarily retail and office in character. The greater amount of retail and office uses would provide a more vibrant downtown area.</p>

Character: Height + Massing



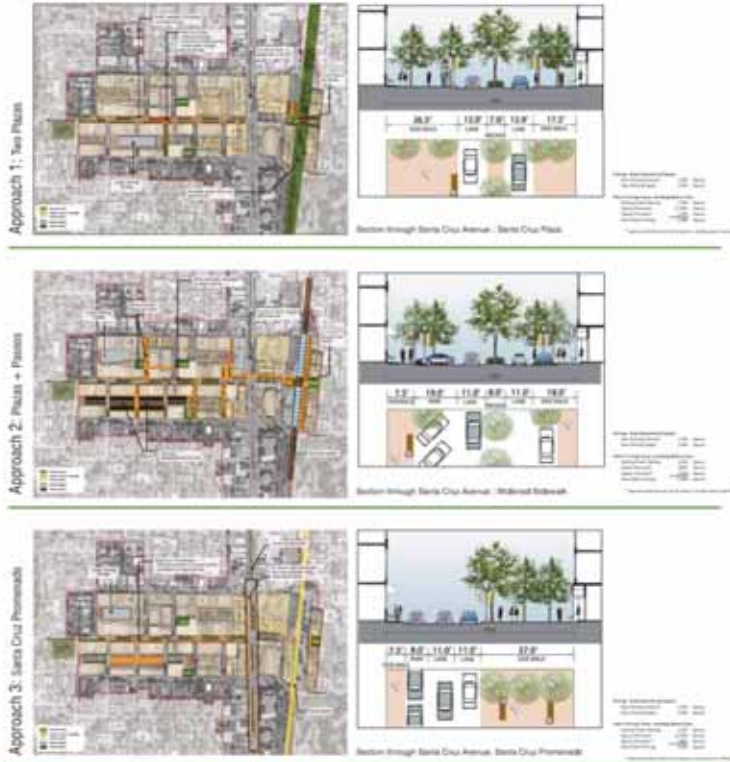
Precedents



- A. *What elements of the plan provide the best opportunities for a vibrant downtown? (i.e. mix of uses, destination, location and mix of housing)*

- B. *What scale and character of development helps achieve a vibrant downtown and is sensitive to "village" character? (i.e. building massing and modulation, building heights)*

Connectivity + Public Space



Types of Public Spaces



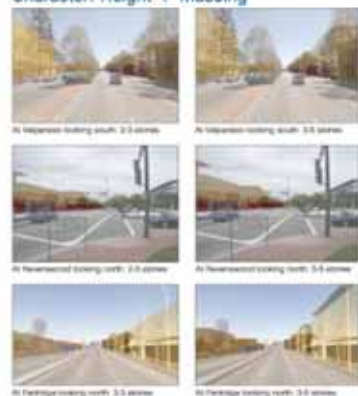
- A. *What elements of the plans provide the best overall pedestrian/bicycle experience and opportunities for community social space? (i.e. clear pedestrian network, wider sidewalks, amount and type of public space, interconnectedness of public space)*

- B. *What parking locations best address the need for downtown parking? (i.e. parking access, proximity to uses)*

Connectivity + Vibrancy + Character



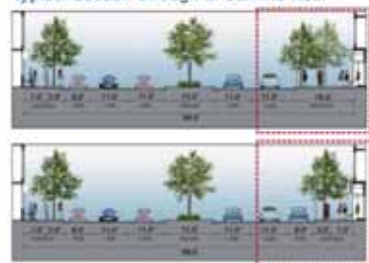
Character: Height + Massing



Precedents



Typical Section through El Camino Real



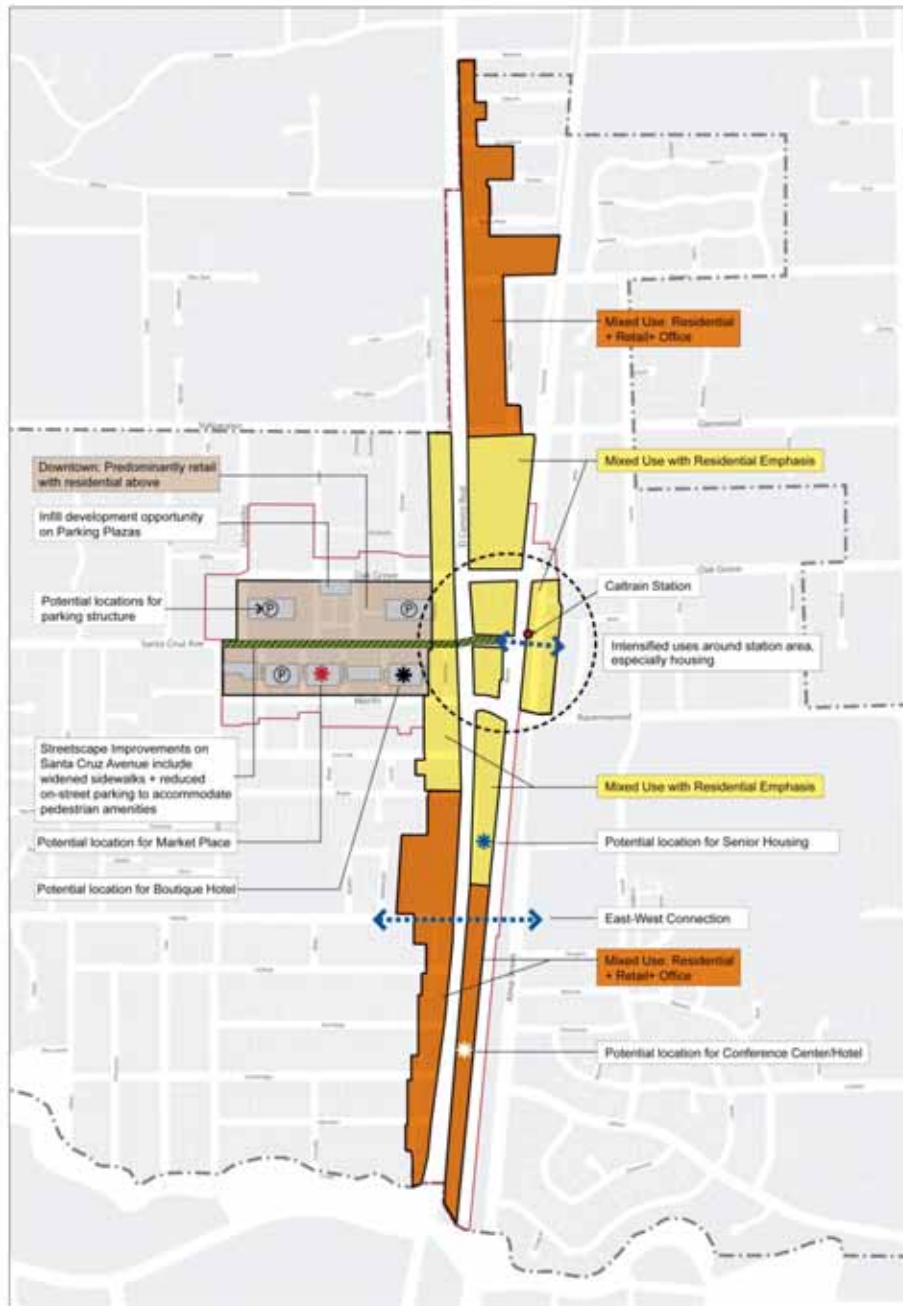
- A. *What uses, scale and character of development are appropriate for El Camino Real and sensitive to adjacent residential neighborhoods? (i.e. mix of uses, location of housing, building massing and modulation, building heights)*
- B. *What elements of the plans best improve the corridor's character and pedestrian environment? (i.e. landscape improvements, wider sidewalks, ease of crossing El Camino Real)*

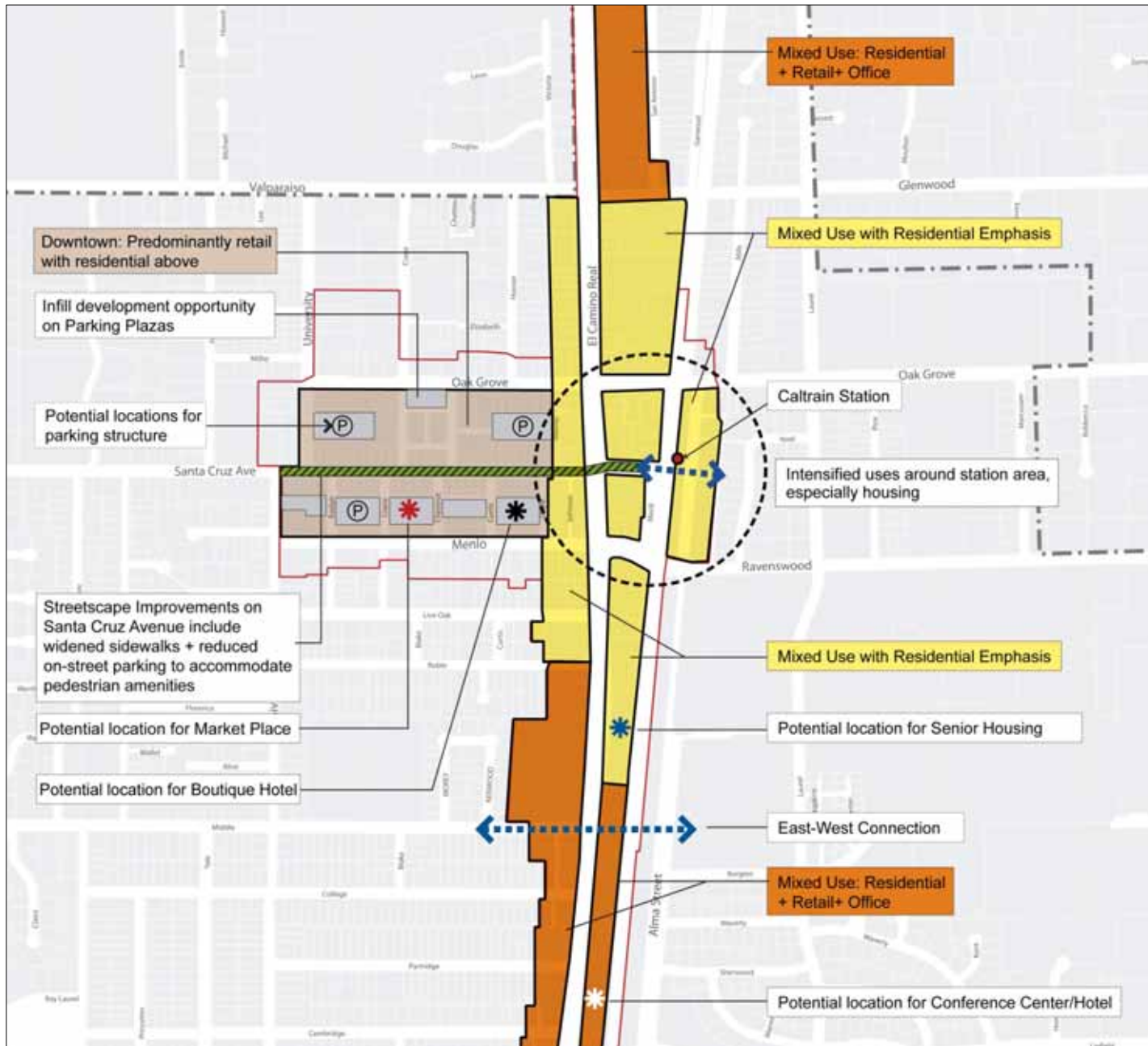
Community Meeting #2

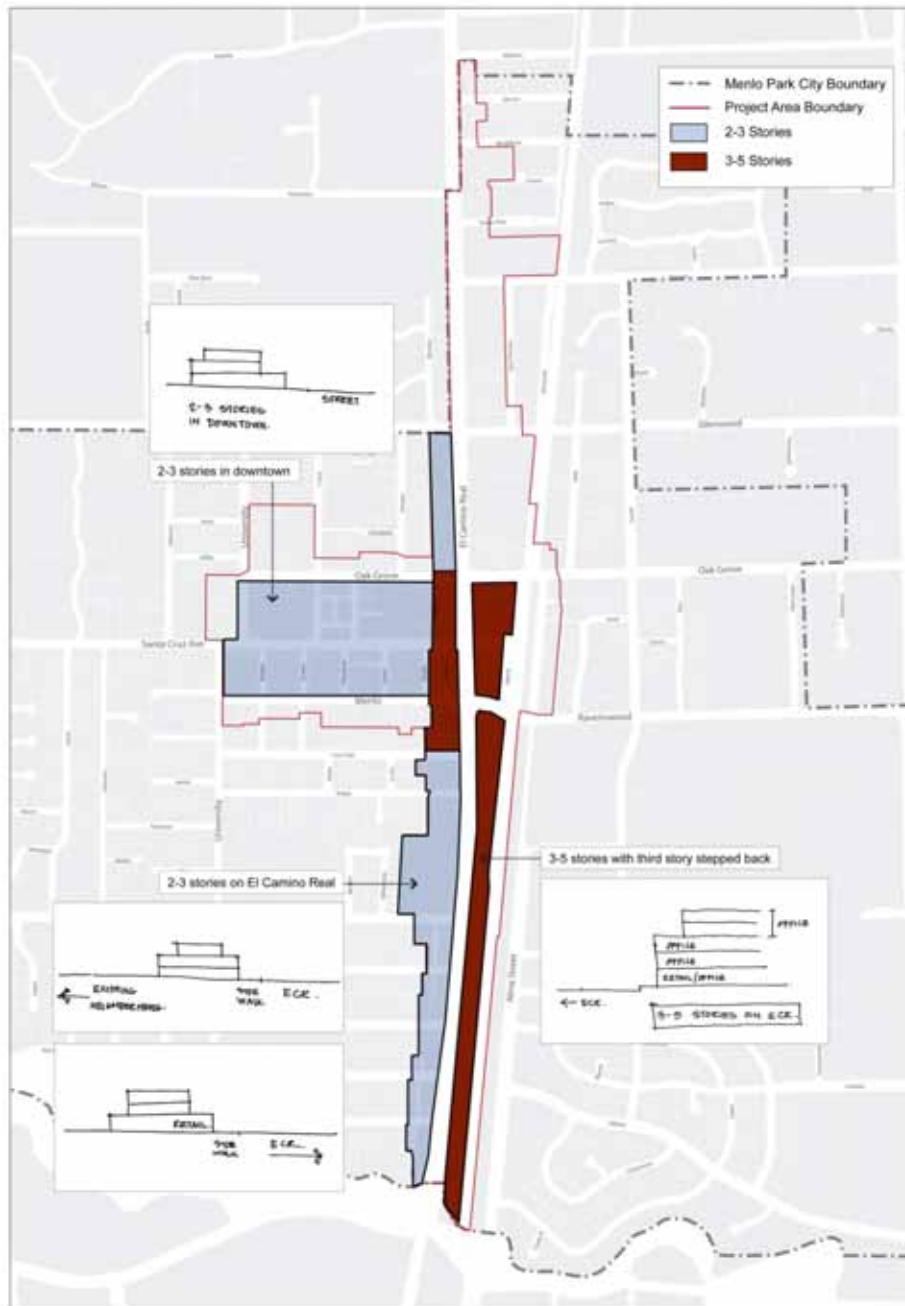
June 18, 2009

Recurring Themes for

- Vibrancy (Land Use)
- Public Space
- Connectivity







Recurring Themes for Character

- Massing modulation, building articulation and upper story setbacks to break down building scale
- Massing should be sensitive to and compatible with adjacent existing residential
- Traffic generation a major concern

30 July Oversight/Outreach Committee Meeting: Summary of Comments

Oversight/Outreach Committee Meeting

July 30, 2009

Summary of Major/Recurring Comments

- Keep presentation shorter and give more time for discussion
- Need to understand issues better, the pros and cons
- Create list of “tabled” discussion items that have been decided on (e.g. decision not to tunnel El Camino Real) and the reasons why/explanation
- Provide clarity about purpose, focus of next Workshop. What questions need to be answered? Convey in flyer/newsletter

Next Steps to Preferred
Alternative:

Refinement and Evaluation

Path to a Preferred Alternative

Evaluation and Refinement

- Traffic Generation and Impacts
- Development Prototypes – Financial Feasibility
- Economics of Density – Public Benefits and Density Bonus
- Strategies for Public Parking Downtown
- Improvements to El Camino Real – East/West Connectivity
- Improvements to Santa Cruz Avenue and Overall Public Space
- Bicycle Connectivity
- Potential Impacts to Schools

24 August Planning Commission Meeting: Summary of Comments

Planning Commission Meeting

August 24, 2009

Planning Commission – General Comments

- Define terms, like vibrancy
- Be clear about challenges of project, pros and cons
- Make sure residents are clear about what improvements mean to them
- Speak to parking, concerns about structured parking
- Clarify traffic impacts - more about traffic flow rather than volume
- Concern about information overload
- Consider telling history of project
- Make sure to focus on El Camino Real - east/west crossings; empty lots
- Make sure plan is flexible for varying conditions and uses
- Concern about in-fill housing on parking lot

Planning Commission Meeting

August 24, 2009

Public Comments

- Do a better job of reaching out to downtown business owners, property owners
- Make sure downtown parking is accessible and meets business needs; keep surface parking
- Be clear about workshop goals and outcomes

Approach to Community Workshop #3

Community Workshop #3

September 17, 2009

Objectives

- To present a Preferred Alternative developed from Community Workshops #1 and #2
- To gain critical feedback on the Preferred Alternative
- To help decide on final revisions, including options, to the Preferred Alternative/Final Plan

Community Workshop #3

September 17, 2009

Schedule

- 6:30 PM to 7:00 PM Doors Open/Preview
- 7:00 PM to 7:30 PM Presentation
- 7:30 PM to 8:45 PM Open House
- 8:45 PM to 9:30 PM Public Comment and Discussion
(2 minute time limit)
- 9:30 PM to 9:45 PM Conclusion and Next Steps

Community Workshop #3

September 17, 2009

Open House Format: Preferred Alternative

- Three Identical Stations, each with Five Boards:
 1. Preferred Plan
 2. Public Space
 3. Building Character, Height and Massing
 4. Vibrancy/Land Use
 5. Connectivity and Traffic
- One Station with Background Information

Community Workshop #3

September 17, 2009

1. Preferred Plan Board

2. Public Space Board

*Question 1: Does the Plan have a adequate diversity of public spaces?
What additions or changes to public improvements should be considered?*

3. Building Character Board

Question 2: Does the Plan reflect an appropriate building character and massing for the project area? What changes should be considered?

Includes results from Density Study: Financial Feasibility and Public Benefits

Community Workshop #3

September 17, 2009

4. Vibrancy/Land Use Board

Question 3: Does the Plan propose an appropriate mix of uses? Are there changes or additional land uses that should be considered?

Includes results from Fiscal Impact Study

5. Connectivity and Traffic Board

Question 4A: Does the Plan provide for a variety of circulation improvements that enhance connectivity in the downtown and El Camino Real areas? What other circulation improvements should be considered?

Question 4B: Based on the findings from the traffic study, are you OK with the additional traffic caused by the proposed improvements? What changes should be considered to enhance traffic flow?

Includes results from Traffic Generation Study

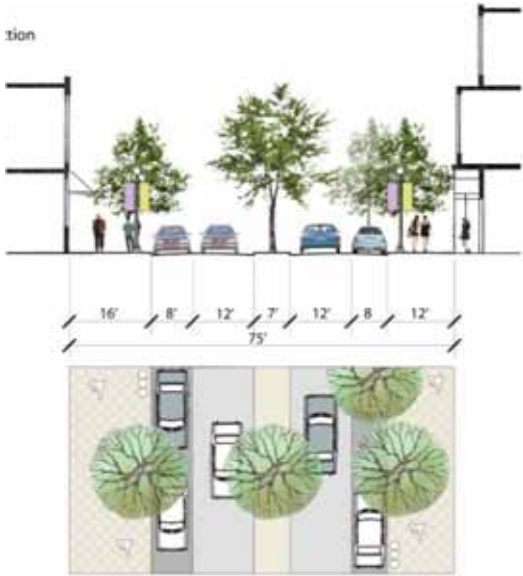
Community Workshop #3

September 17, 2009

Background Board(s)

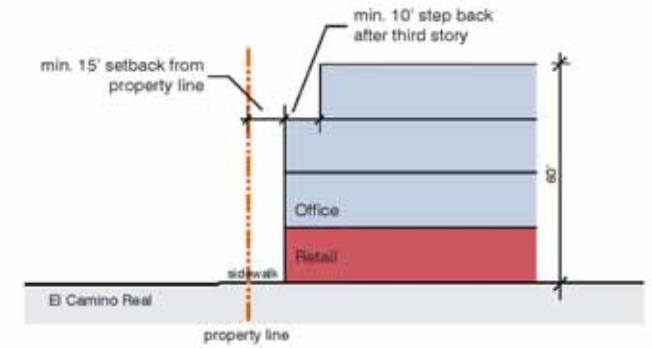
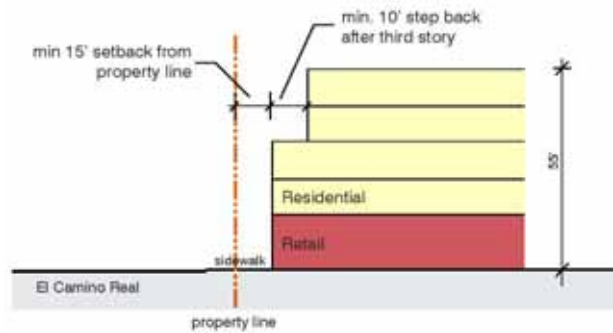
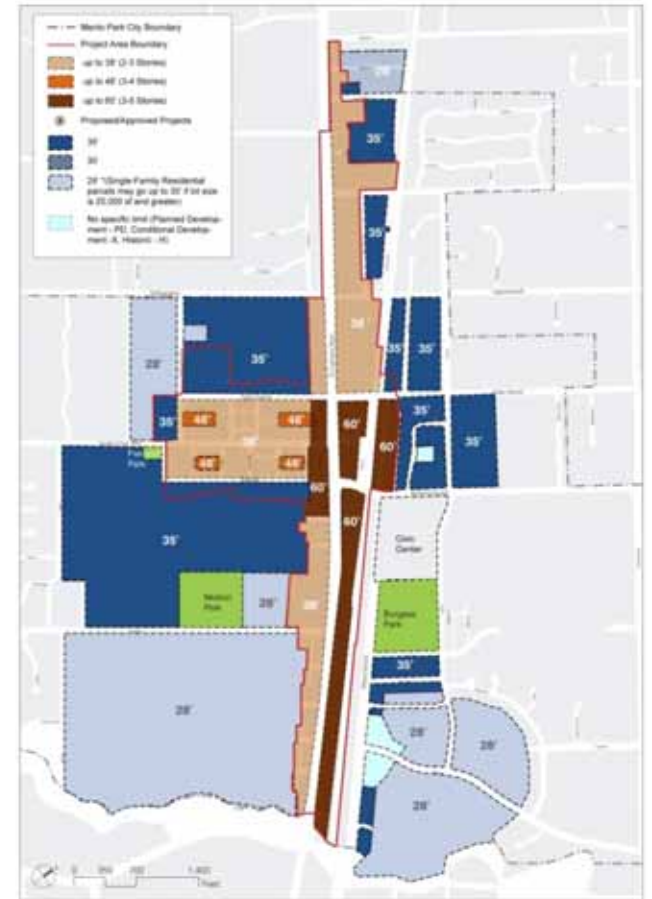
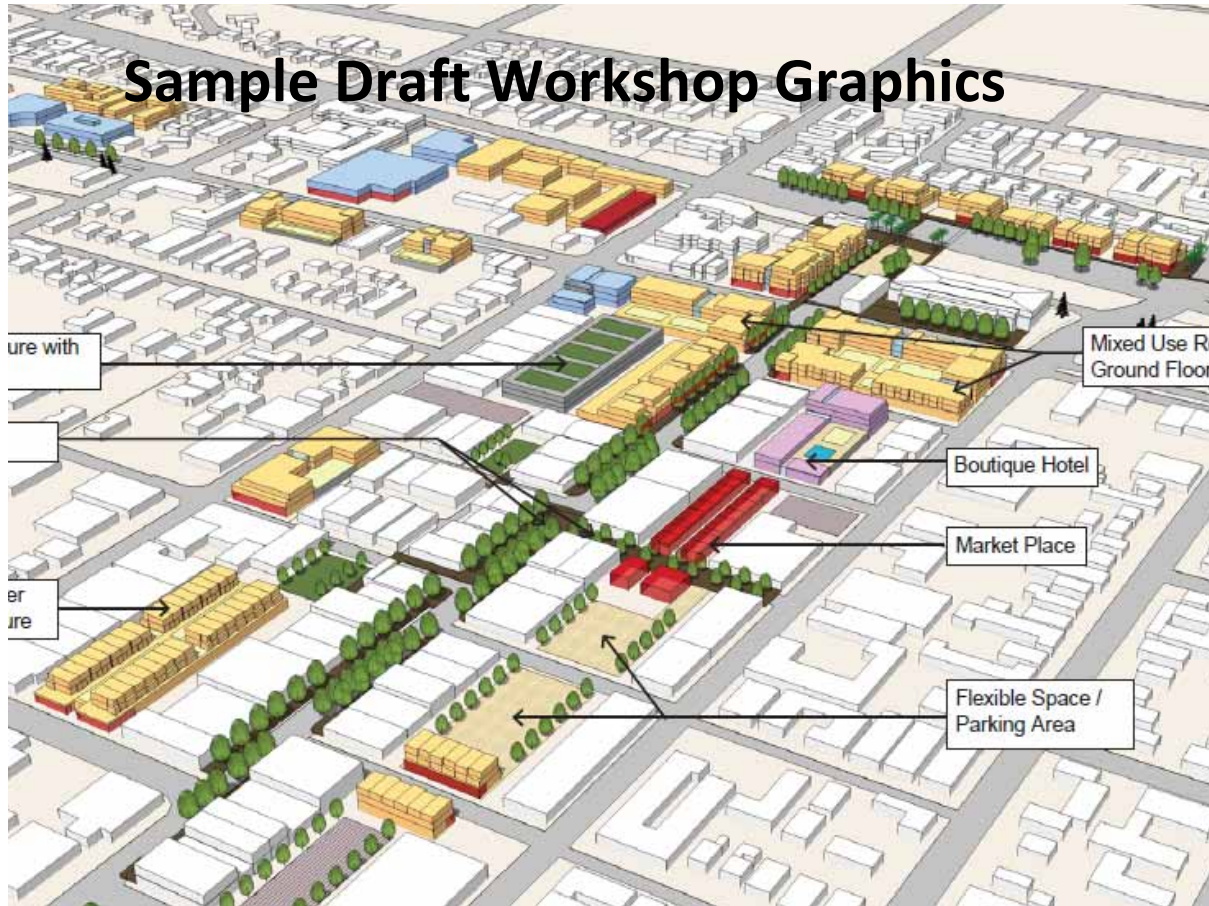
- Phase I Plan and Goals
- “Tabled” Discussion Items Table
- Land Use Comparison Table
- Shadow Study

Sample Draft Workshop Graphics



Source: City of Merlo Park; Perkins + Will

Sample Draft Workshop Graphics



Questions for City Council

City Council Meeting

Questions

1. Are there any comments or questions regarding the overall presentation of the Preferred Alternative on the Open House boards at Community Workshop #3 (i.e. plan components, analysis findings, and questions for participants)?
2. Do you feel the schedule provides enough time for the public to consider the Preferred Alternative as presented (1 hour, 15 minutes) and to report back with individual comments (45 minutes)? If not, should an earlier start time of 6:30 PM be considered?

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