

**City of Menlo Park**

**Housing Element  
Update**  
Community Meeting

**February 12, 2022**

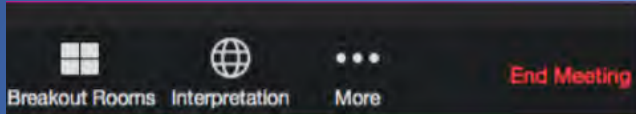
**Ciudad de Menlo Park**

**Actualización del  
Elemento de  
Vivienda**  
Reunión Comunitaria

**12 de febrero de 2022**

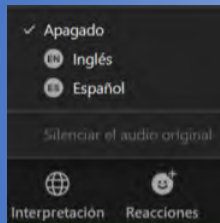
## STEP 1

To activate the interpretation, please find the world symbol at the bottom right of your control bar (INTERPRETATION) and click.



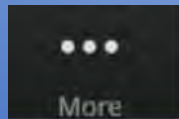
## STEP 2

Choose your preferred language.



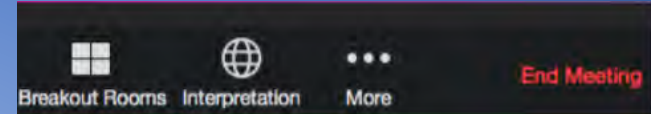
If you have entered from your phone, please:

Look for the three dots at the bottom of your device and then find the world symbol and click.



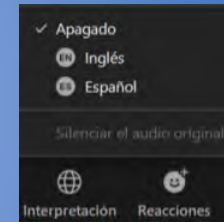
## PASO 1

Para activar la interpretación en español, debes buscar el símbolo del mundo en la parte inferior derecha de tu barra de control (INTERPRETACIÓN) y dale clic.



## PASO 2

Escoge tu idioma de preferencia



Si has ingresado desde el celular debes:

Busca el símbolo de tres puntos en la parte inferior de tu dispositivo y luego buscar el símbolo del mundo y dale click.



# Polling Questions

---

*How did  
you learn  
about this  
meeting?*

**SELECT ONE**

- a) City Newsletter/Announcement
- b) Friend or Colleague
- c) Social Media
- d) Other

# Polling Questions

---

*What is your relationship to Menlo Park?*

**SELECT ONE**

- a) I live and work here
- b) I live here, but do not work here
- c) I work here, but do not live here
- d) I neither live nor work here

# Polling Questions

---

*How many  
Housing Element  
meetings have  
you attended?*

**SELECT ONE**

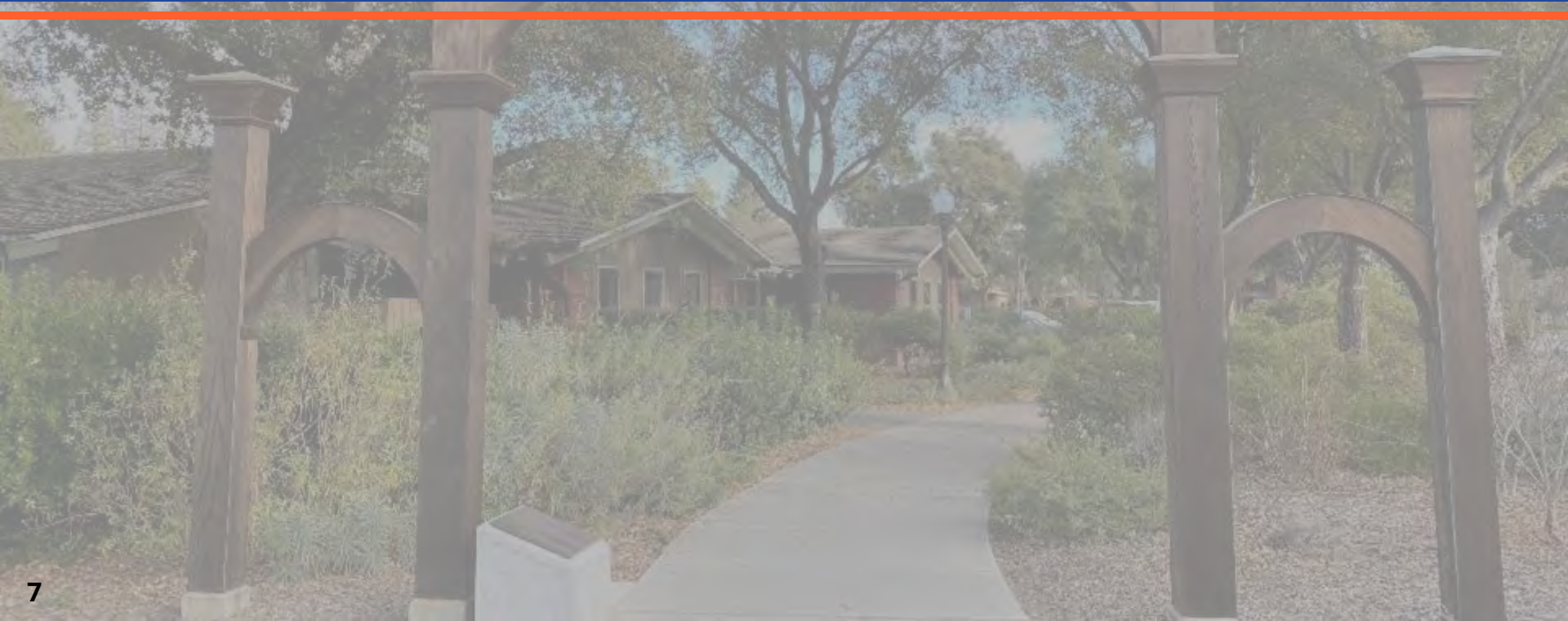
- a) This is my first meeting
- b) I have been to 1 or 2
- c) I have been to 3 or more meetings
- d) I do not know/other

# Agenda

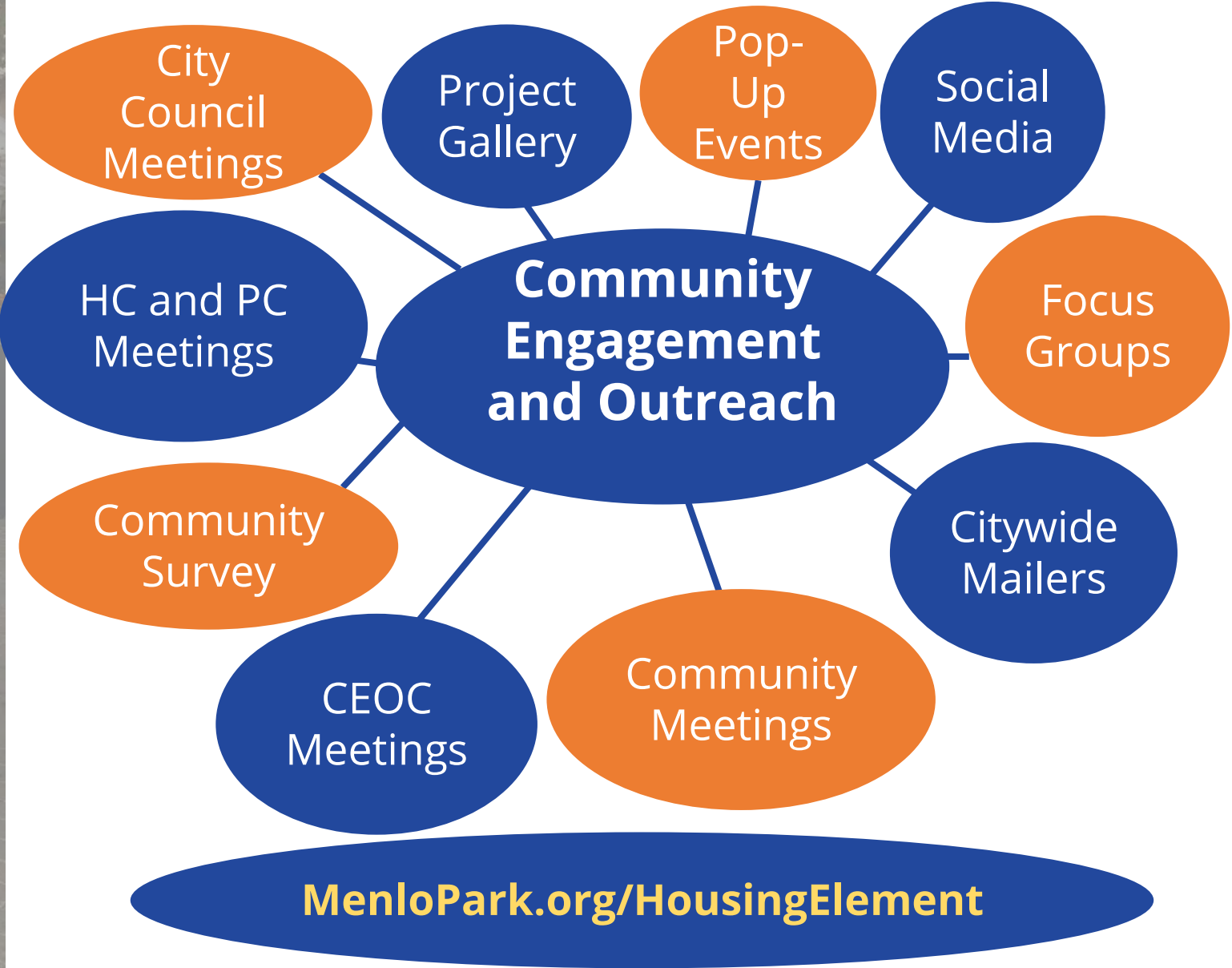
---

- **Background**
- **Housing Opportunity Sites**
- **Land Use Strategies**
- **Housing Goals and Policies**
- **Discussion**
- **Next Steps**

# Background



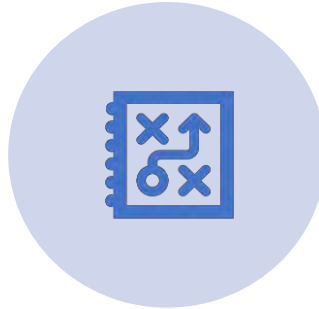
# Background





# Background

---



**BALANCED  
COMMUNITY**



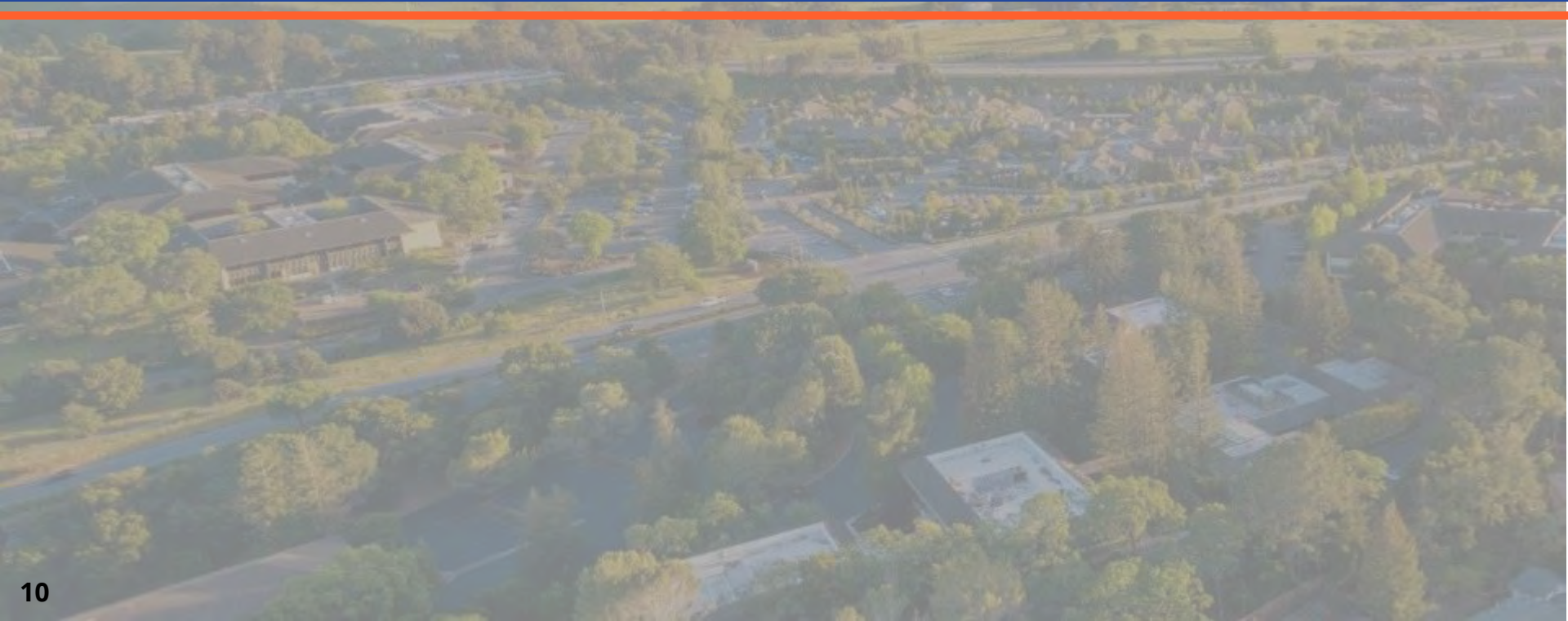
**AFFORDABILITY  
FOCUSED**



**SOCIAL  
JUSTICE**

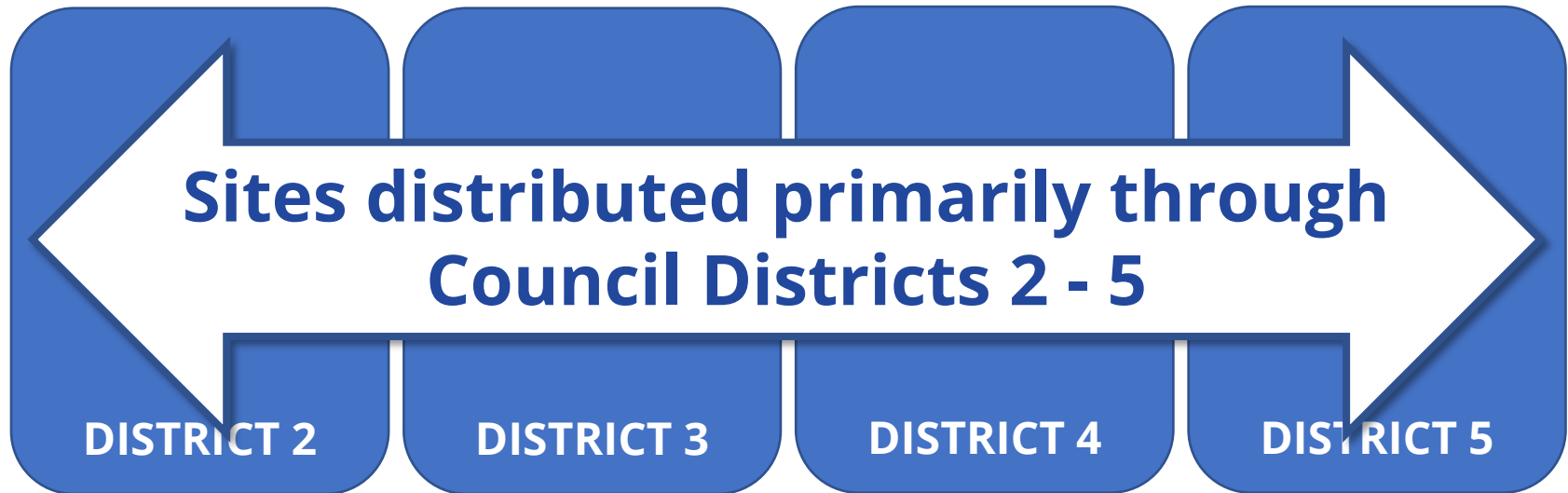


# Housing Opportunity Sites

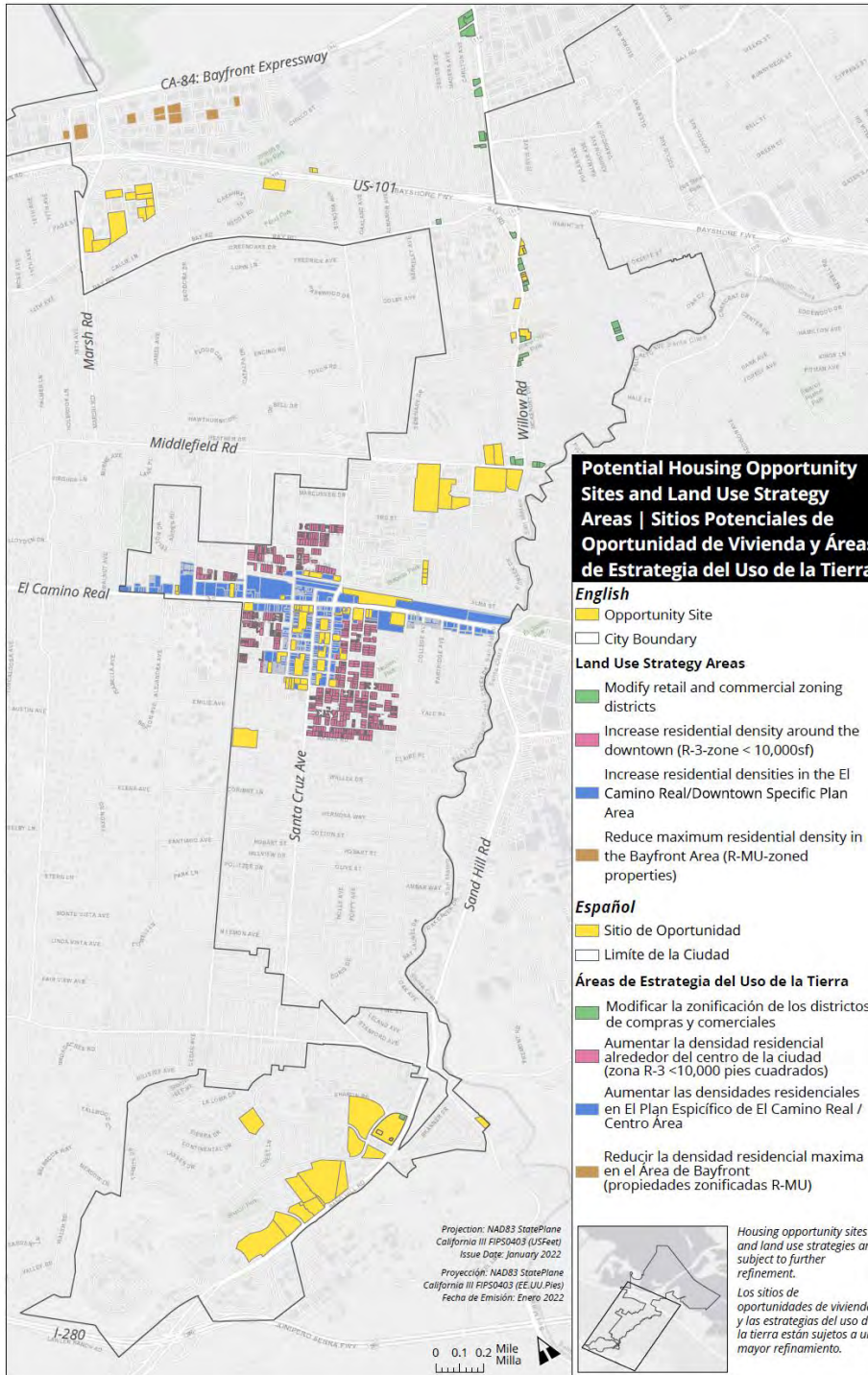


# Housing Opportunity Sites

---



**Council District 1 (closest to the Bay, northeast of Highway-101) includes several large residential projects that have been approved or are under review.**



**Potential Housing Opportunity Sites and Land Use Strategy Areas | Sitios Potenciales de Oportunidad de Vivienda y Áreas de Estrategia del Uso de la Tierra**

**English**

- Opportunity Site
- City Boundary
- Land Use Strategy Areas**
- Modify retail and commercial zoning districts
- Increase residential density around the downtown (R-3-zone < 10,000sf)
- Increase residential densities in the El Camino Real/Downtown Specific Plan Area
- Reduce maximum residential density in the Bayfront Area (R-MU-zoned properties)

**Español**

- Sitio de Oportunidad
- Límite de la Ciudad
- Áreas de Estrategia del Uso de la Tierra**
- Modificar la zonificación de los distritos de compras y comerciales
- Aumentar la densidad residencial alrededor del centro de la ciudad (zona R-3 <10,000 pies cuadrados)
- Aumentar las densidades residenciales en El Plan Específico de El Camino Real / Centro Área
- Reducir la densidad residencial máxima en el Área de Bayfront (propiedades zonificadas R-MU)

Projection: NAD83 StatePlane California III FIPS0403 (USFeet)  
Issue Date: January 2022  
Proyección: NAD83 StatePlane California III FIPS0403 (EE.UU. Pies)  
Fecha de Emisión: Enero 2022

0 0.1 0.2 Mile  
0 0.1 0.2 Milla



*Housing opportunity sites and land use strategies are subject to further refinement.*  
*Los sitios de oportunidades de vivienda y las estrategias del uso de la tierra están sujetos a un mayor refinamiento.*

# Potential Housing Opportunity Sites



## Potential Housing Opportunity Sites

Sharon Heights

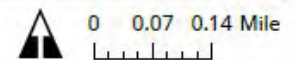
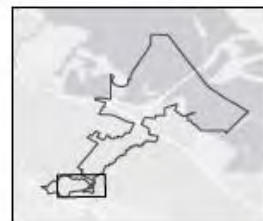
Page 1 of 4

### Acres (# of Sites)

- < 0.5 ac (18)
- 0.5 - 0.9 ac (25)
- 1 - 5 ac (21)
- > 5 ac (9)

City Boundary

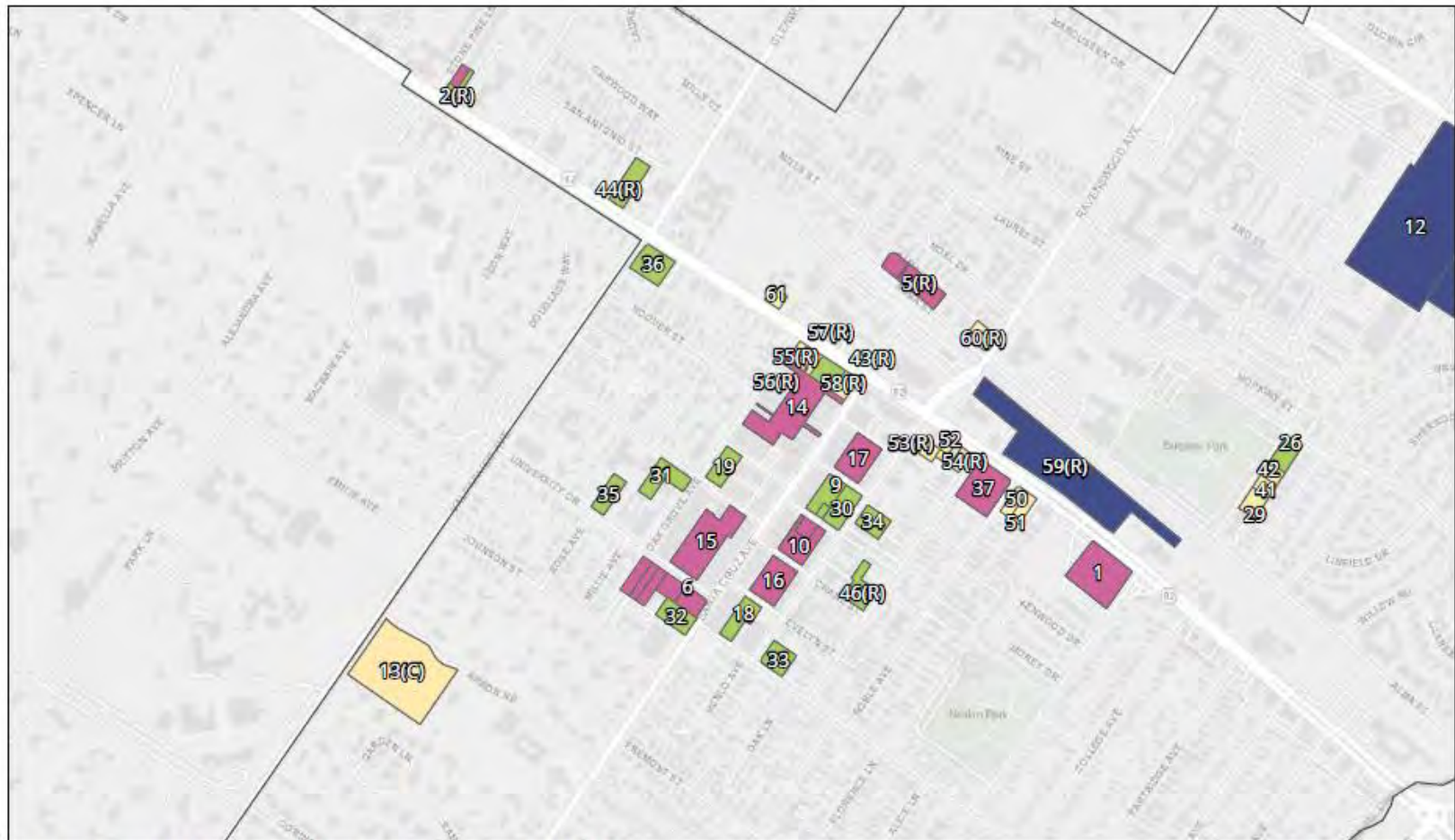
- (R)* = Reuse Site from 5th Cycle Housing Element
- (C)* = Religious Facility



Projection: NAD83 StatePlane California III FIPS0403 (USFeet)



# Potential Housing Opportunity Sites



## Potential Housing Opportunity Sites

Downtown

Page 2 of 4

### Acres (# of Sites)

< 0.5 ac (18)

0.5 - 0.9 ac (25)

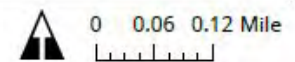
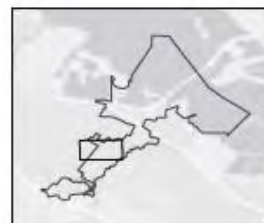
1 - 5 ac (21)

> 5 ac (9)

City Boundary

(R) = Reuse Site from 5th Cycle  
Housing Element

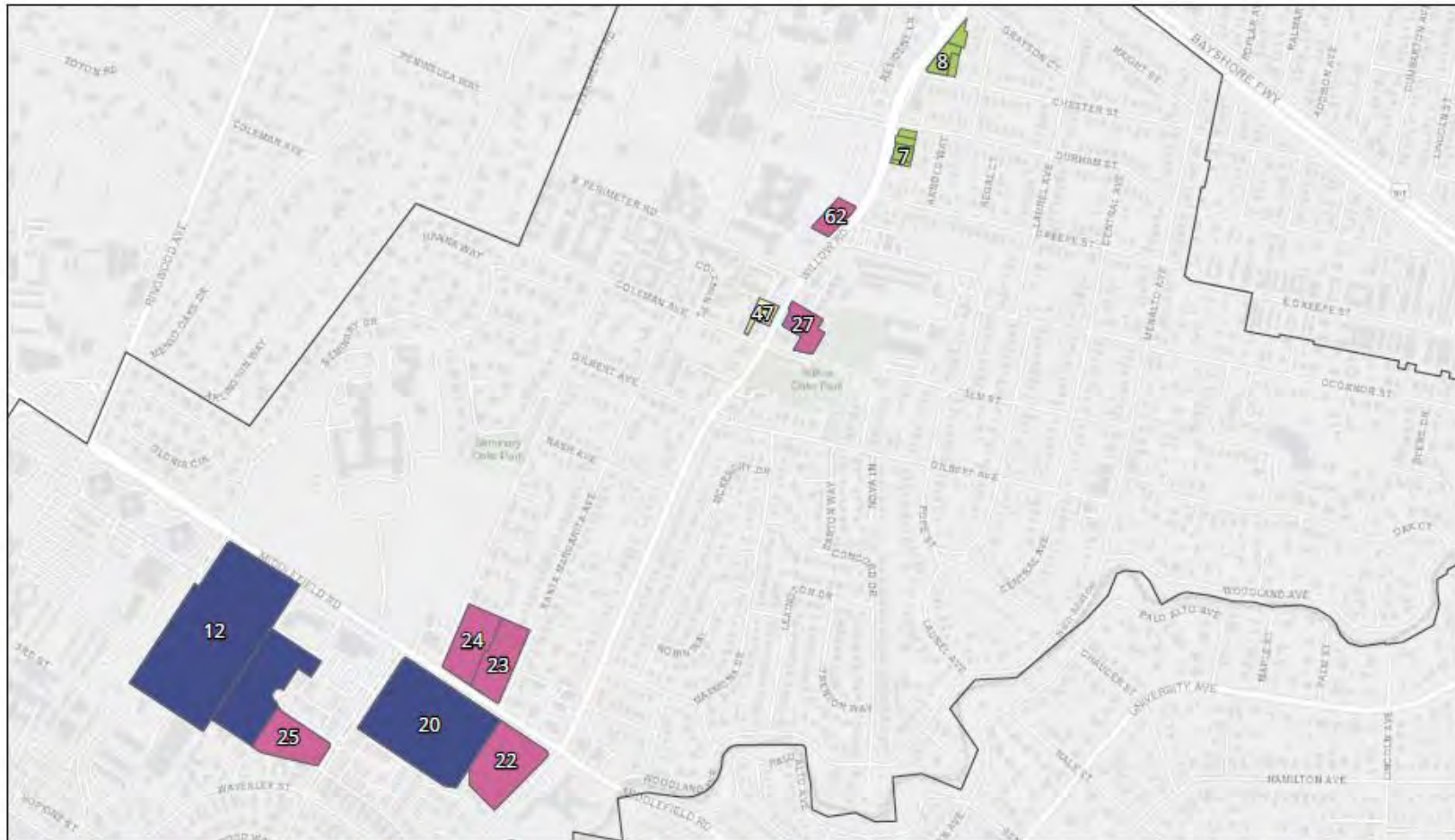
(C) = Religious Facility



Projection: NAD83 StatePlane  
California III FIPS0403 (USFeet)



# Potential Housing Opportunity Sites



**Potential Housing Opportunity Sites**

**Middlefield and Willow**

**Acres (# of Sites)**

< 0.5 ac (18)

0.5 - 0.9 ac (25)

1 - 5 ac (21)

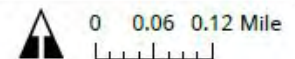
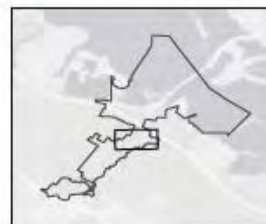
> 5 ac (9)

City Boundary

*(R)* = Reuse Site from 5th Cycle

*Housing Element*

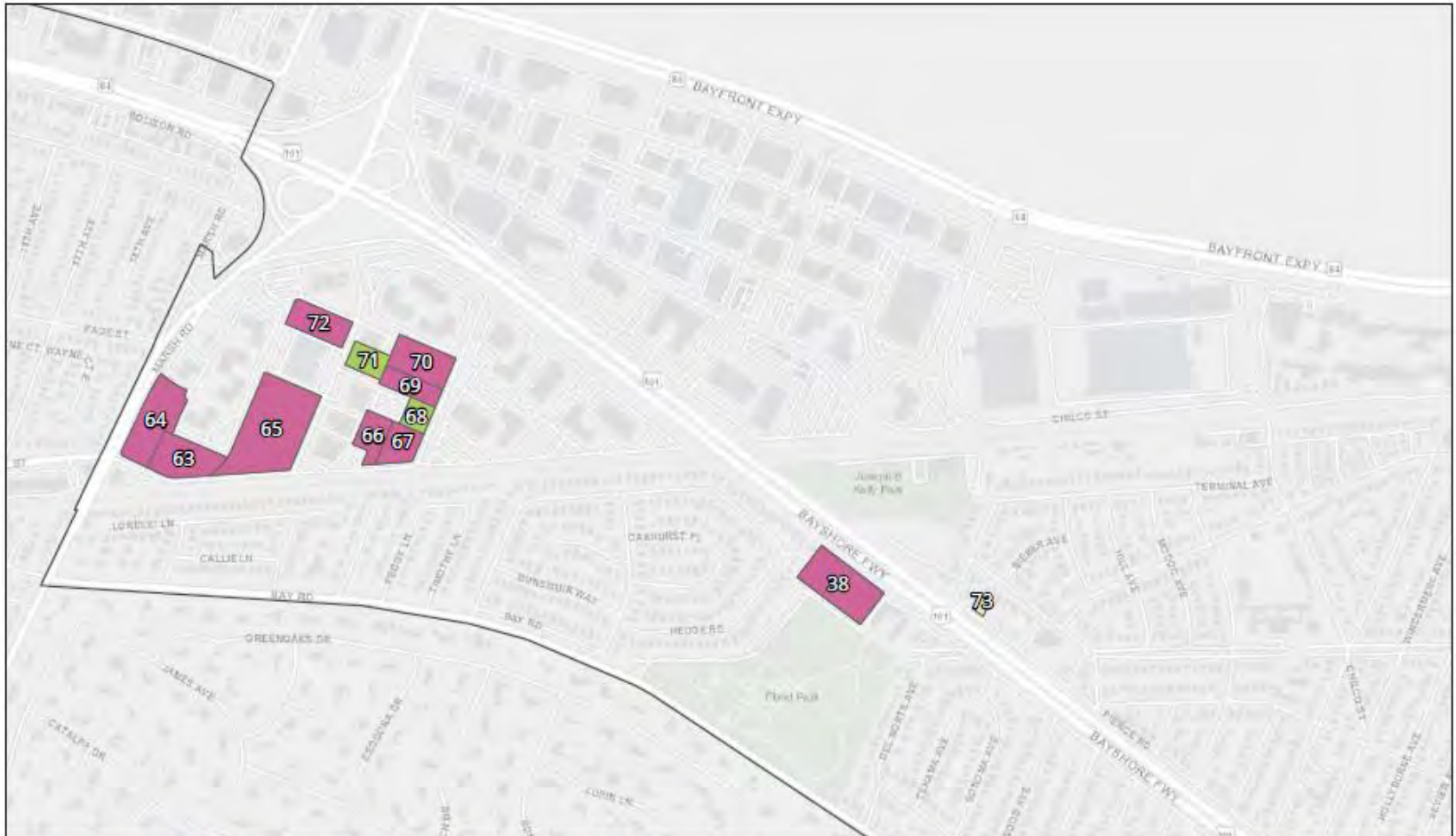
*(C)* = Religious Facility



Projection: NAD83 StatePlane  
California III FIPS0403 (USFeet)



# Potential Housing Opportunity Sites



## Potential Housing Opportunity Sites

Marsh and US-101

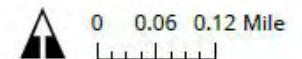
Page 4 of 4

### Acres (# of Sites)

- < 0.5 ac (18)
- 0.5 - 0.9 ac (25)
- 1 - 5 ac (21)
- > 5 ac (9)

City Boundary

- (R) = Reuse Site from 5th Cycle Housing Element
- (C) = Religious Facility

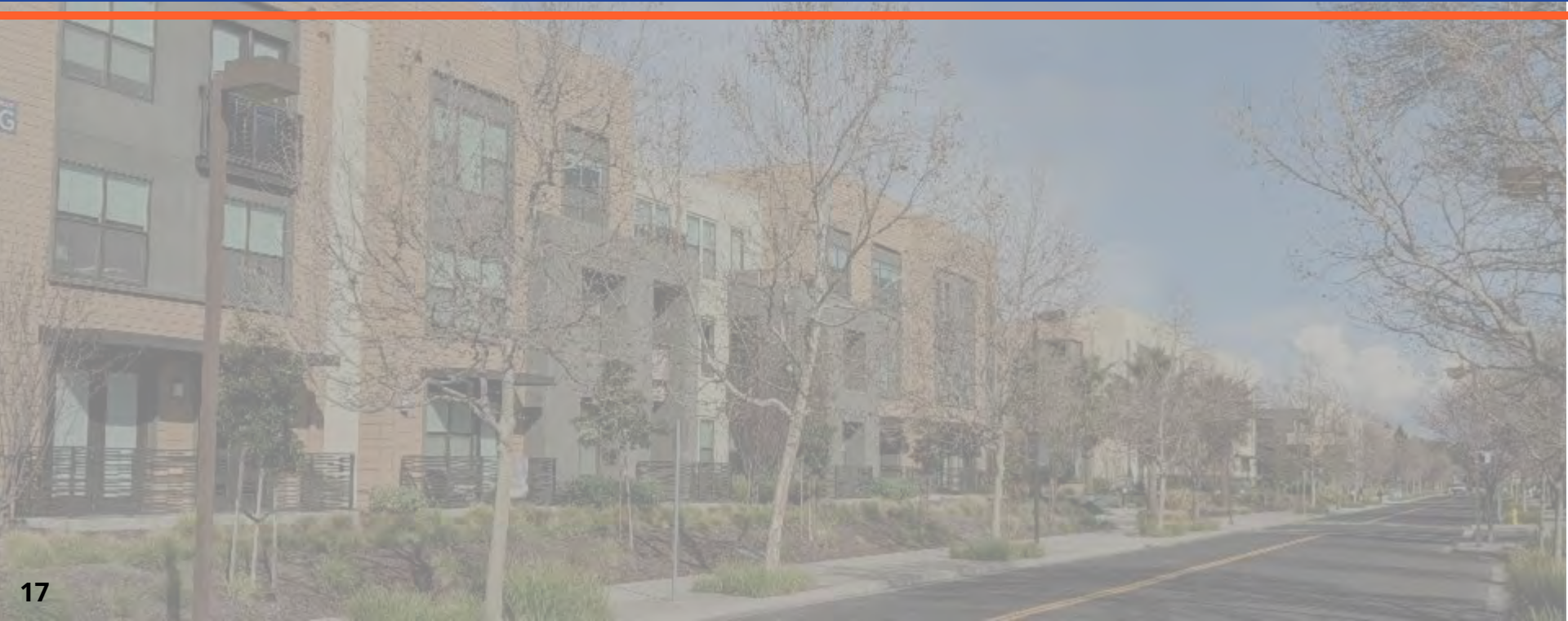


Projection: NAD83 StatePlane California III FIPS0403 (USFeet)





# Land Use Strategies



# Potential Land Use Strategies

---

- **Land Use Strategy to study up to 4,000 new housing units**
  - **An “umbrella” of study for purposes of environmental review**



# Potential Land Use Strategies

---

## Meeting Housing Goals in Menlo Park

### 3 Strategies to Meet State Requirements

1. Modify Affordable Housing Overlay
2. Rezone Commercial-Only Sites
3. Modify Below Market Rate Inclusionary Zoning Requirement

### 3 Strategies for Housing Production

1. Modify El Camino Real/Downtown Specific Plan
2. R-3 Zoning Around Downtown
3. Create Opportunities for Mixed-Use Development

# Potential Land Use Strategies

---

## *Strategy to Meet State Requirements #1*

### **Modify Affordable Housing Overlay (AHO)**

- Increase maximum density bonus to 100 dwelling units per acre (du/ac) for 100% affordable housing
- Extend AHO coverage area
- Modifications to fee waivers and development standards

# Land Use Strategies

---

## **Strategy to Meet State Requirements #2**

### **Rezone to Allow Residential Uses**

- Allow residential uses with a maximum base density of at least 30 du/ac on identified commercial sites
- Maintain some level of neighborhood-serving commercial uses
- A mix of residential and non-residential uses could be provided

# Potential Land Use Strategies

---

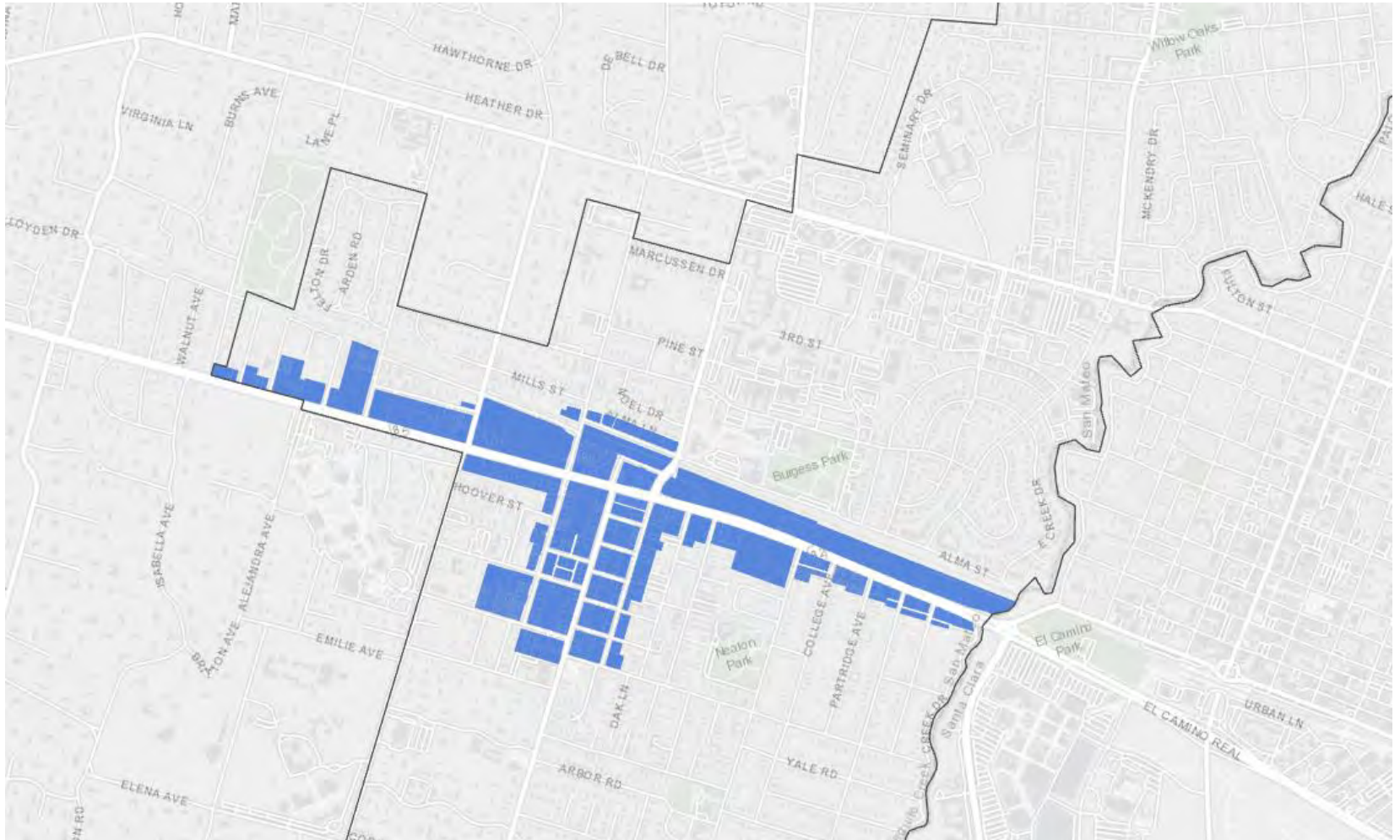
## **Strategy to Meet State Requirements #3**

### **Modify Below Market Rate (BMR) Requirements**

- Potentially increase BMR requirement from 15%
- Potentially increase commercial in-lieu fees

# Potential Land Use Strategies

## El Camino Real/Downtown Specific Plan Area



# Potential Land Use Strategies

---

## *Housing Production Strategy #1*

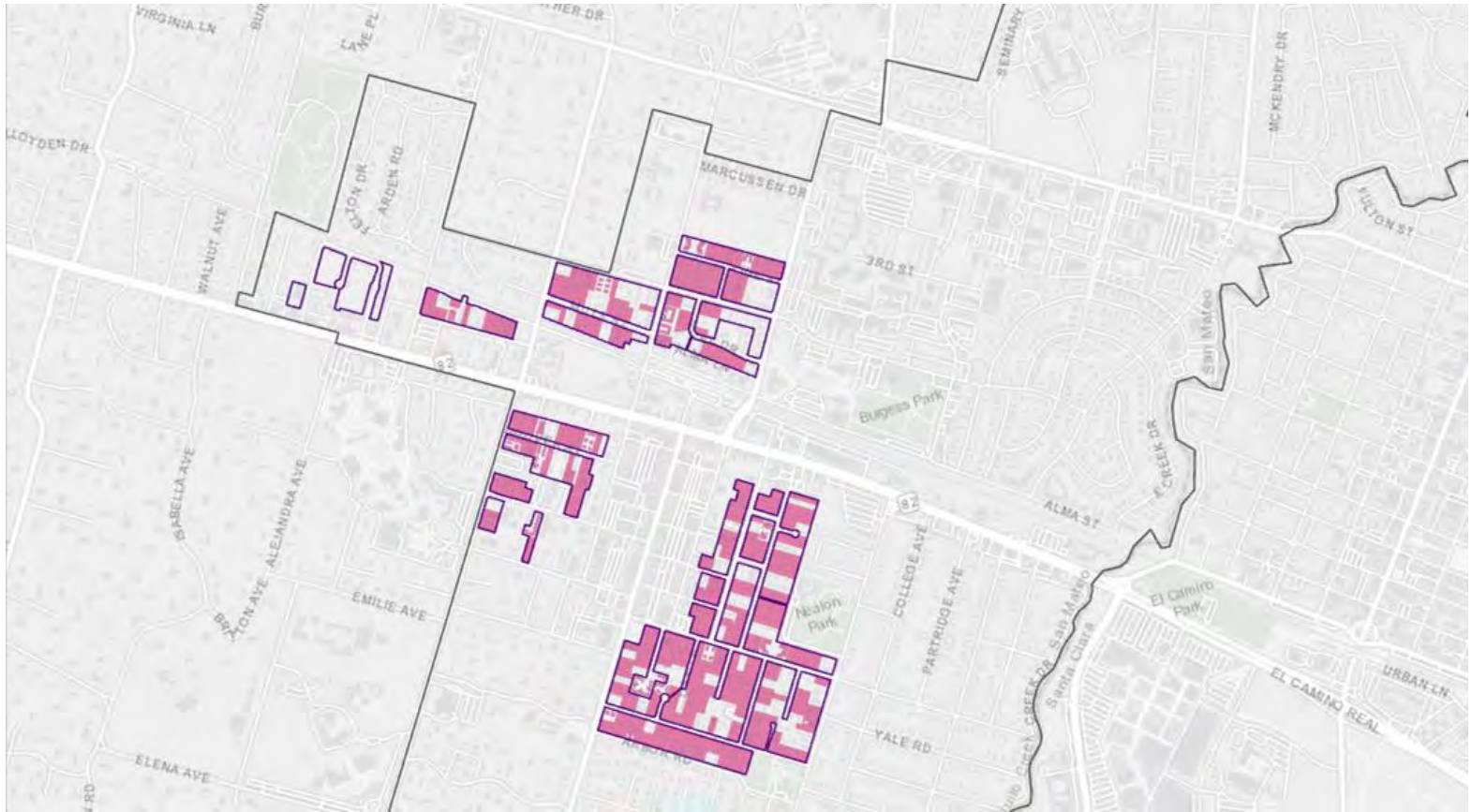
### **Modify El Camino Real/Downtown SP**

- Remove Plan-wide residential development cap
- Increase base level density to at least 30 du/ac across all subareas
- Establish minimum density of 20 du/ac across all subareas
- Review development standards (such as height and parking ratios)
- Explore residential development on identified City-owned parking plazas



# Potential Land Use Strategies

## R-3 Zoning around Downtown (parcels <10,000 sf)



# Potential Land Use Strategies

---

## *Housing Production Strategy #2*

### **R-3 Zoning around Downtown (parcels <10,000 sf)**

- Remove minimum lot size requirements to attain 30 du/ac on R-3 zoning district (currently 10,000 sf)

# Potential Land Use Strategies

Create opportunities for mixed-use development



# Potential Land Use Strategies

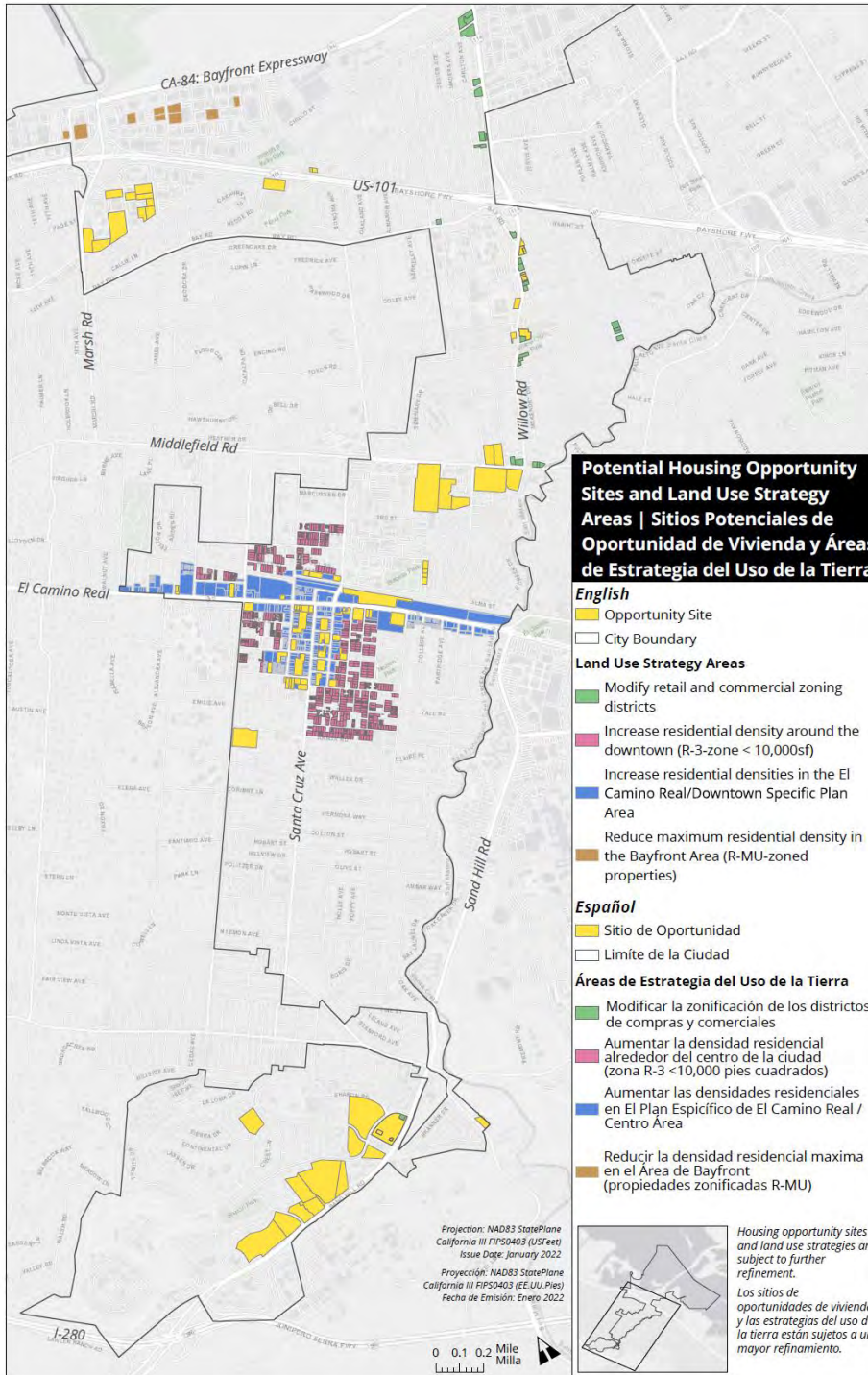
---

## Housing Production Strategy #3

### Create opportunities for mixed-use development

- Potentially in the following districts:

Zoning Designation	Title
C-2	Neighborhood Shopping
C-2-A	Neighborhood Shopping, Restrictive
C-2-B	Neighborhood Shopping, Restrictive
C-2-S	Neighborhood Commercial, Special
C-4	General Commercial
P	Parking



**Potential Housing Opportunity Sites and Land Use Strategy Areas | Sitios Potenciales de Oportunidad de Vivienda y Áreas de Estrategia del Uso de la Tierra**

**English**

- Opportunity Site
- City Boundary
- Land Use Strategy Areas**
- Modify retail and commercial zoning districts
- Increase residential density around the downtown (R-3-zone < 10,000sf)
- Increase residential densities in the El Camino Real/Downtown Specific Plan Area
- Reduce maximum residential density in the Bayfront Area (R-MU-zoned properties)

**Español**

- Sitio de Oportunidad
- Límite de la Ciudad
- Áreas de Estrategia del Uso de la Tierra**
- Modificar la zonificación de los distritos de compras y comerciales
- Aumentar la densidad residencial alrededor del centro de la ciudad (zona R-3 <10,000 pies cuadrados)
- Aumentar las densidades residenciales en El Plan Específico de El Camino Real / Centro Área
- Reducir la densidad residencial máxima en el Área de Bayfront (propiedades zonificadas R-MU)

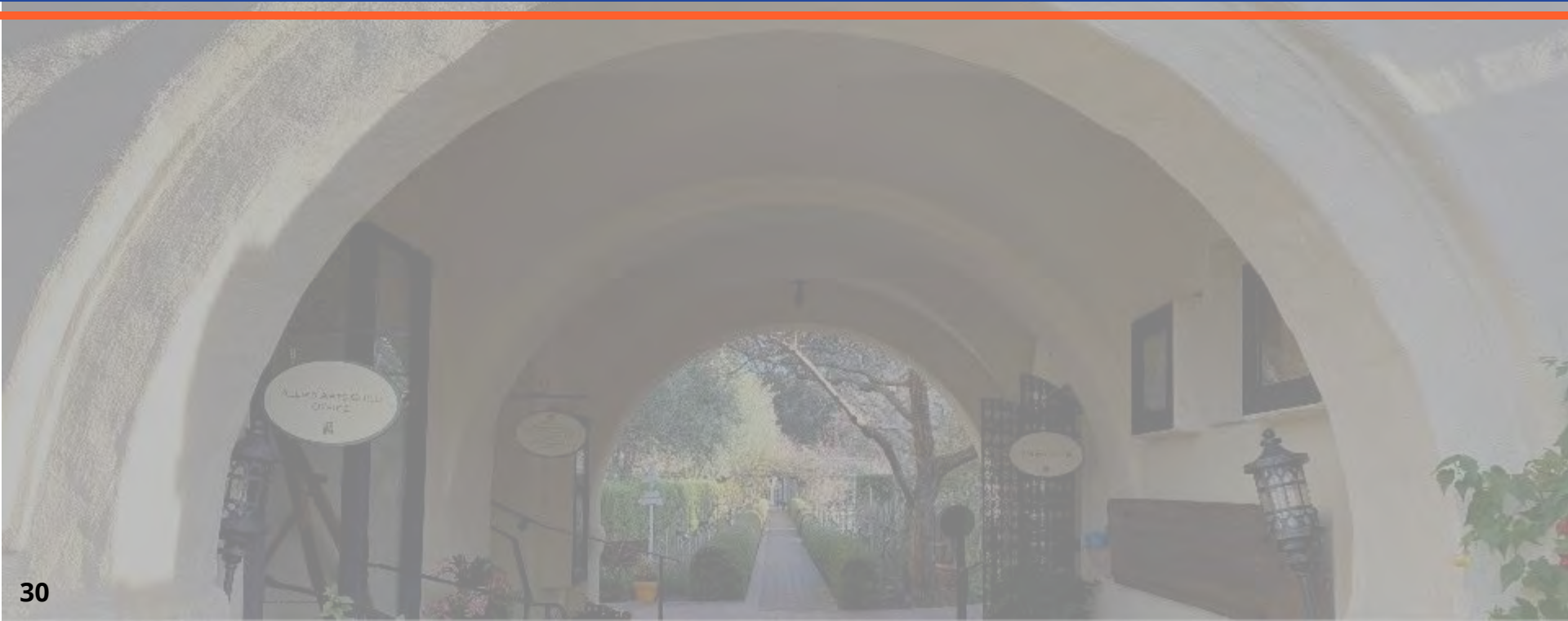
Projection: NAD83 StatePlane California III FIPS0403 (USFeet)  
Issue Date: January 2022  
Proyección: NAD83 StatePlane California III FIPS0403 (EE.UU. Pies)  
Fecha de Emisión: Enero 2022

0 0.1 0.2 Mile  
0 0.1 0.2 Milla



*Housing opportunity sites and land use strategies are subject to further refinement.  
Los sitios de oportunidades de vivienda y las estrategias del uso de la tierra están sujetos a un mayor refinamiento.*

# Housing Goals and Policies



# Housing Goals and Policies

---

## Housing Goals:

Overarching objectives for City to strive towards



## Housing Policies:

Approaches and behaviors to move City towards goals



## Housing Programs:

Concrete steps that enact a policy and accomplish goals

# Housing Goals and Policies

---

- **Overarching Goal:**
  - Create a balanced community
  - Focus on affordability
  - Forward social justice
- **4 existing goals (2015-2023 Cycle)**
- **7 proposed goals (2023-2031 Cycle)**



# Housing Goals and Policies

---

- **Goals and Policies are for discussion purposes**
- **Drawn from themes developed through stakeholder outreach**
  - **Public meetings with Housing Commission, Planning Commission, and City Council**
  - **Affordable and Market-Rate Housing Developers**
  - **Social Service Providers**
  - **Renter, Homeowner, and Developer groups**

# Housing Goals and Policies

---

EXISTING HOUSING GOALS	
<b>GOAL H1</b>	<b>IMPLEMENTATION RESPONSIBILITIES</b> Continue to build local government institutional capacity and monitor accomplishments to effectively respond to housing needs.
<b>GOAL H2</b>	<b>EXISTING HOUSING AND NEIGHBORHOODS</b> Equitably Maintain, Protect and Enhance Existing Housing and Neighborhoods.
<b>GOAL H3</b>	<b>SPECIALIZED HOUSING NEEDS</b> Provide Housing for Special Needs Populations that is Coordinated with Support Services.

# Housing Goals and Policies

---

POTENTIAL HOUSING GOALS	
<b>GOAL H4</b>	<b>AFFORDABLE HOUSING</b> Support the Development of a Diversity of Housing Types for People at All Income Levels, Particularly for Extremely Low-, Very Low-, and Low- Income Households.
<b>GOAL H5</b>	<b>EQUITY</b> Ensure Equitable Access to Housing.
<b>GOAL H6</b>	<b>SUSTAINABLE HOUSING</b> Implement Sustainable and Resilient Housing Development Practices.
<b>GOAL H7</b>	<b>DESIGN OF HOUSING</b> Support Housing Development Through Straightforward City Processes that Emphasize Well-Designed New Housing Development.

# Housing Goals and Policies

---

## Goal H1) IMPLEMENTATION RESPONSIBILITIES

---

**Continue to build local government institutional capacity and monitor accomplishments to effectively respond to housing needs.**

- Address Local Government
- Distribute Housing Throughout Neighborhoods
- Cooperate with Inter-Jurisdictional Strategies
- Augment Local Funding
- Increase Organizational Effectiveness
- Monitor Housing Element

*Largely carried over from current Housing Element (2015-2023)*

# Housing Goals and Policies

---

## Goal H2) EXISTING HOUSING AND NEIGHBORHOODS

---

**Maintain, protect and enhance existing housing and neighborhoods.**

- Maintain, Rehabilitate, and Preserve Existing Housing
- Protect Affordable Housing
- Maintain Quality Housing and Neighborhoods

*Largely carried over from current Housing Element (2015-2023)*

# Housing Goals and Policies

---

## Goal H3) SPECIALIZED HOUSING NEEDS

---

**Provide housing for special needs populations that is coordinated with support services.**

- Support Health & Human Services Programs
- Incentivize Special-Needs Housing
- Promote Accessible, Transitional, and Supportive Housing
- Tailor Local Solutions for Unhoused

*Some policies carried over from current Housing Element (2015-2023)*

# Housing Goals and Policies

---

## Goal H4) AFFORDABLE HOUSING

---

**Support the development of a diversity of housing types for people at all income levels, particularly for Extremely Low-, Very Low-, and Low- Income households.**

- Support Fair Housing
- Emphasize 100% Affordable
- Consider Ministerial Review of 100% Affordable Housing
- Enhance Affordable Housing Overlay
- Convert Commercial to Mixed-Use
- Below-Market Inclusionary Requirement and In-Lieu Fees
- Modify Development Standards (Particularly Parking)
- ADUs

*Some policies carried over from current Housing Element (2015-2023)*

# Housing Goals and Policies

---

## Goal H5) EQUITY

---

**Ensure equitable access to housing.**

- Ensure Equal Housing Opportunity
- Promote Community Participation in Planning
- Identify Opportunities for Homeownership
- Review Tenant Support Programs
- Consider Just Cause Eviction, Rent Caps, Red Tag, and Fair Chance Ordinances
- Consider Citywide Rental Registry

*Some policies carried over from current Housing Element (2015-2023)*



# Housing Goals and Policies

---

## Goal H6) SUSTAINABLE HOUSING

---

**Implement sustainable and resilient housing development practices.**

- Encourage Renewable Energy and Conservation
- Review Emergency Housing Assistance in Response to Disasters
- Implement Walking/Biking Improvements
- Promote Resilient Design and Air Conditioning Alternatives

*Some policies carried over from current Housing Element (2015-2023)*

# Housing Goals and Policies

---

## Goal H7) DESIGN OF HOUSING

---

**Support housing development through straightforward City processes that emphasize well-designed new housing development.**

- Develop Housing and Design Standards
- Streamline Procedures for Well-Designed Housing

*Largely carried over from current Housing Element (2015-2023)*

# Discussion



# Polling Questions

---

*What is  
your  
primary  
area of  
interest?*  
SELECT ONE

- a) Housing Equity
- b) Housing for Special Populations
- c) Housing Sustainability and Design
- d) Housing Affordability
- e) Other

# Polling Questions

---

*What area  
should see  
more focus  
in this  
Cycle?*  
SELECT ONE

- a) Housing Equity
- b) Housing for Special Populations
- c) Housing Sustainability and Design
- d) Housing Affordability
- e) Other

## Virtual Meetings



**Seeking input on goals, policies, and programs**

---

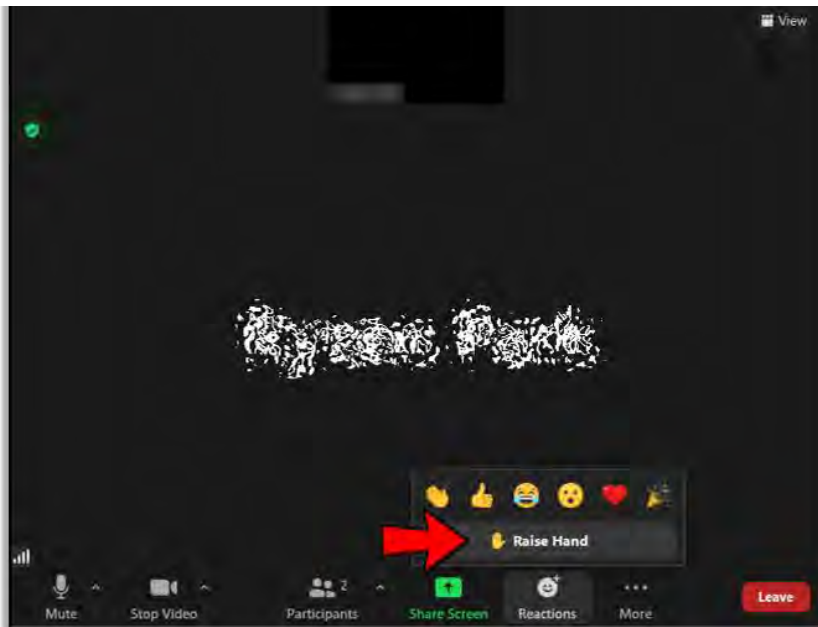
- Interactive Whiteboard
- Raise hand to speak, or questions/comment in chat
- Chat logs are recorded

## Virtual Meetings

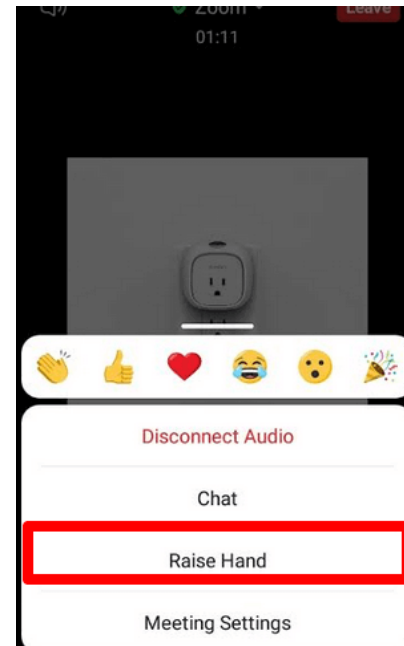


Seeking input on goals, policies, and programs

Desktop:



Phone:



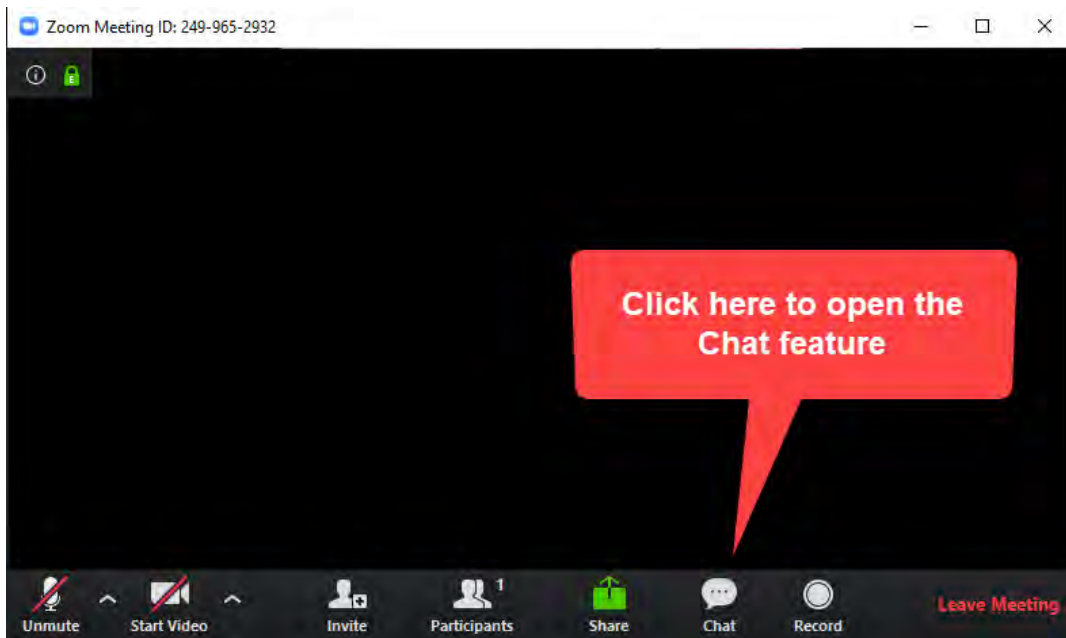
# Discussion

## Virtual Meetings

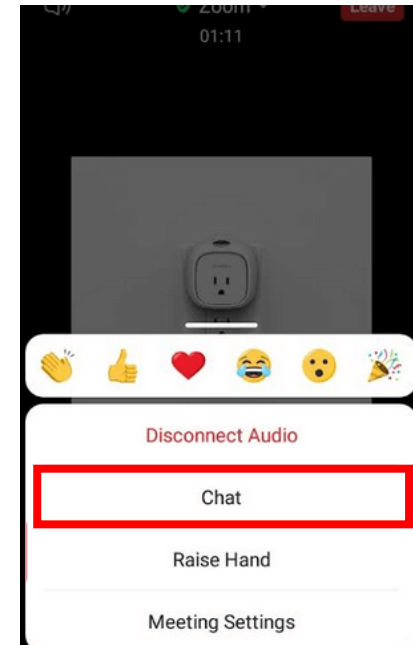


Seeking input on goals, policies, and programs

### Desktop:



### Phone:





## Seeking input on goals, policies, and programs

- 
- H1) Implementation Responsibilities
  - H2) Existing Housing and Neighborhoods
  - H3) Specialized Housing Needs
  - H4) Affordable Housing
  - H5) Equity
  - H6) Sustainable Housing
  - H7) Design of Housing

**Thank you for your time!**



**Questions**



**Comments**

**[MenloPark.org/HousingElement](https://MenloPark.org/HousingElement)**

**City Staff Contacts:**

**Tom Smith**

**[tasmith@menlopark.org](mailto:tasmith@menlopark.org)**

**Calvin Chan**

**[cchan@menlopark.org](mailto:cchan@menlopark.org)**

**¡Gracias por su tiempo!**



**Preguntas**



**Comentarios**

**[MenloPark.org/HousingElement](https://MenloPark.org/HousingElement)**