

# CITY OF MENLO PARK



## HOUSING ELEMENT LAND USE STRATEGIES

Planning Commission & Housing Commission  
October 4, 2021

# PROCESS

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- **Presentation**
- **Clarifying Questions**
- **Public Comment**
- **Commission Discussion**
- **Commission Recommendations**

# **PRESENTATION OVERVIEW**

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- **Housing Element Goals**
- **RHNA Overview and Criteria**
- **Pipeline Projects**
- **New Housing Needed**
- **Outreach & Engagement Update**
- **Community Feedback 9/23**
- **Land Use Strategies**
- **Next Steps**

# GOALS

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**BALANCED  
COMMUNITY**



**AFFORDABILITY  
FOCUSED**



**SOCIAL  
JUSTICE**





# 5<sup>TH</sup> CYCLE RHNA 2015-2023

Income Category	Allocation	Total through 2020	Percent Complete
Very Low	233	148	64%
Low	129	80	62%
Moderate	143	11	8%
Above Moderate	150	1,177	785%
<b>Total</b>	<b>655</b>	<b>1,416</b>	

# 6<sup>TH</sup> CYCLE RHNA 2023-2031

	Very Low	Low	Moderate	Above Moderate	Total Housing Units
5 <sup>th</sup> Cycle RHNA	233	129	143	150	655
6 <sup>th</sup> Cycle RHNA	740	426	496	1,284	2,946
6 <sup>th</sup> Cycle RHNA with 30% Recommended Buffer	962 (740+222)	554 (426+128)	645 (496+149)	1,669 (1,284+385)	<b>3,830</b> (2,946+884)

\* Total with 30% buffer is **3,830 housing units**

**2,161 affordable units**

# POTENTIAL HOUSING SOLUTIONS

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# **HOUSING LOCATION CRITERIA**

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- **0.5 Acres to 10 Acres**
- **30 Dwelling Units per acre**
- **Distribution throughout city**
- **Realistic development potential**
- **Proximity transit, schools, and other services**
- **Proximity to available infrastructure and utility**

# PROJECTS IN THE PIPELINE

## BAYFRONT DEVELOPMENTS

Status	Development Project	Very Low (0 - 50%)	Low (51 - 80%)	Moderate (81 - 120%)	Above Moderate (above 120%)	Total Units
	111 Independence	4	9	5	87	105
	115 Independence (Menlo Portal)	4	13	31	288	336
	141 Jefferson (Menlo Uptown)	7	23	43	410	483
	123 Independence	22	22	22	366	432
	165 Jefferson (Menlo Flats)	0	21	0	137	158
	Facebook Willow Village	0	261	0	1,468	1,729
<b>Total RHNA Credit</b>		<b>37</b>	<b>349</b>	<b>101</b>	<b>2,756</b>	<b>3,243</b>

**487 affordable units**

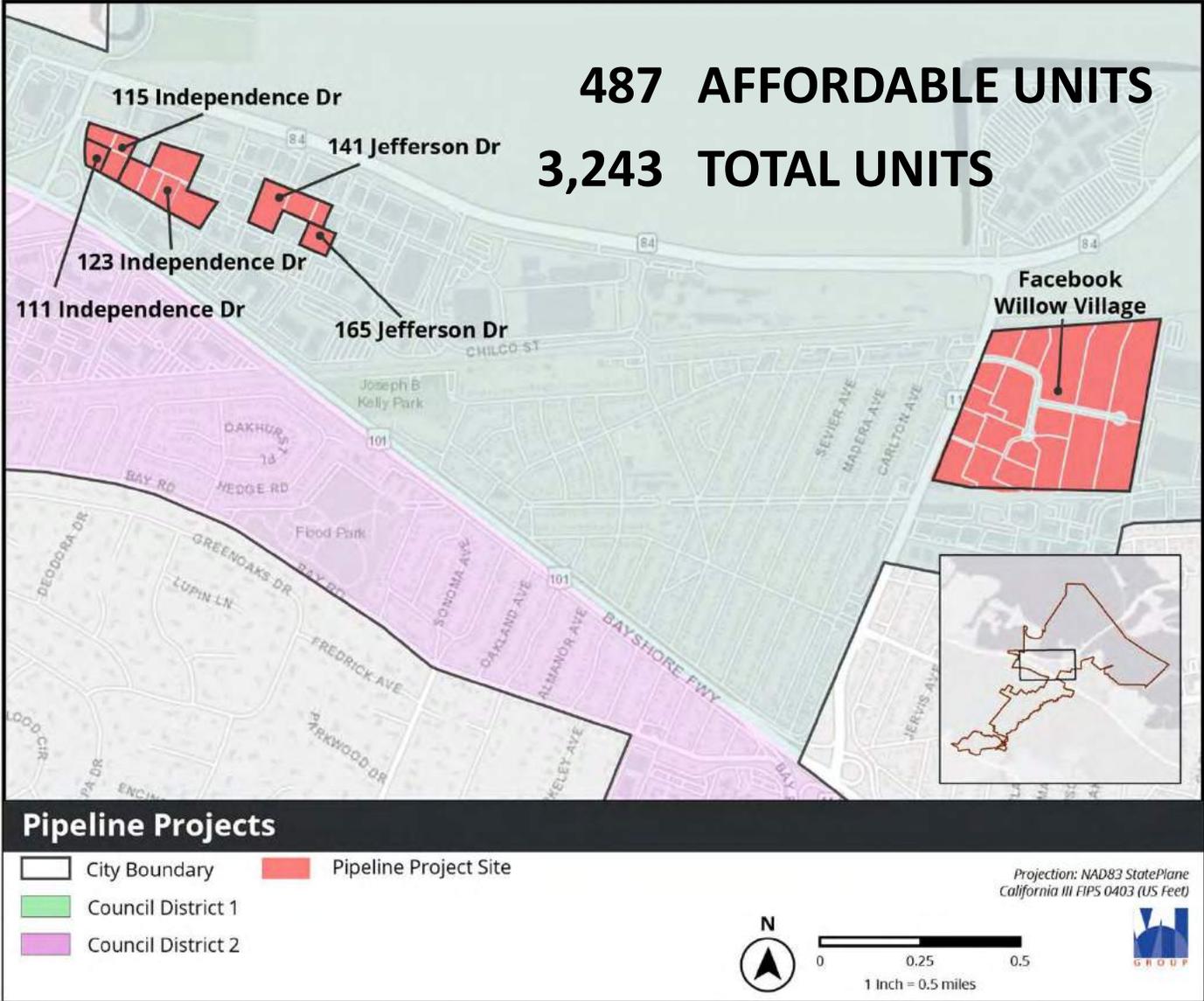


Approved



Pending

# MAJOR PIPELINE PROJECTS



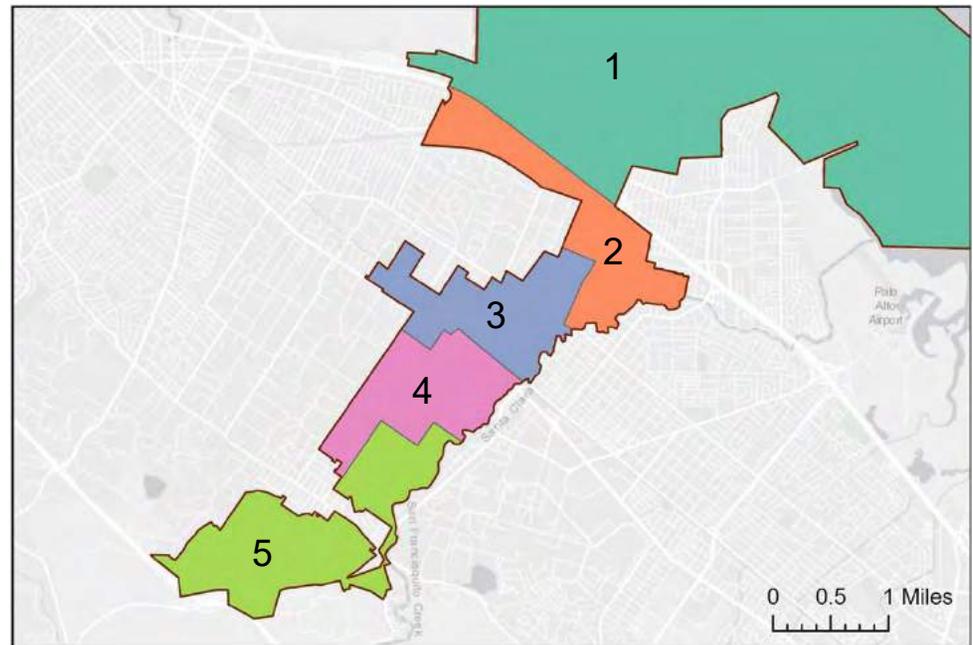
# NEW HOUSING NEEDED

	Very Low	Low	Moderate	Above Moderate	Total Units
	(0 – 50%) AMI	(51 - 80%) AMI	(81 - 120%) AMI	(above 120%) AMI	
<b>6<sup>th</sup> Cycle RHNA with 30% Buffer</b>	<b>962</b>	<b>554</b>	<b>645</b>	<b>1,669</b>	<b>3,830</b>
<b>Pipeline Projects + ADUs</b>	<b>63</b>	<b>374</b>	<b>127</b>	<b>2,764</b>	<b>3,328</b>
<b>Total Net New Units Needed</b>	<b>899</b>	<b>180</b>	<b>518</b>	<b>0</b>	<b>1,597</b>

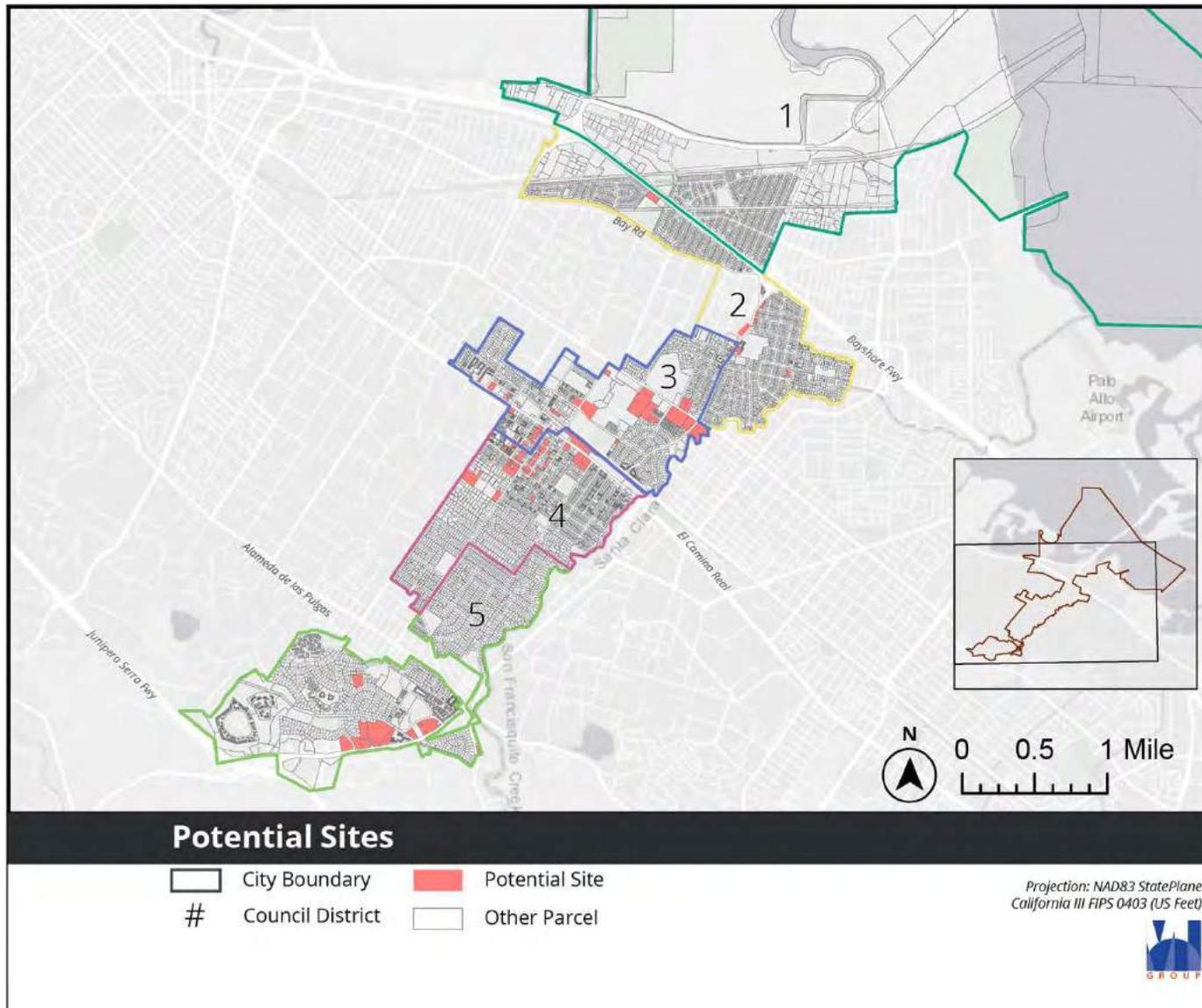
AMI = Area Median Income

# NEW HOUSING NEEDED

- Large amount of new housing planned in the Bayfront
  - 165% of needed Above Moderate and nearly 23% of all Affordable RHNA
- Housing Equity requires the remainder (net new RHNA) to be planned for the other areas of the city
- A focus on affordability will require robust policies and programs to support higher levels of affordable housing production



# POTENTIAL SITES

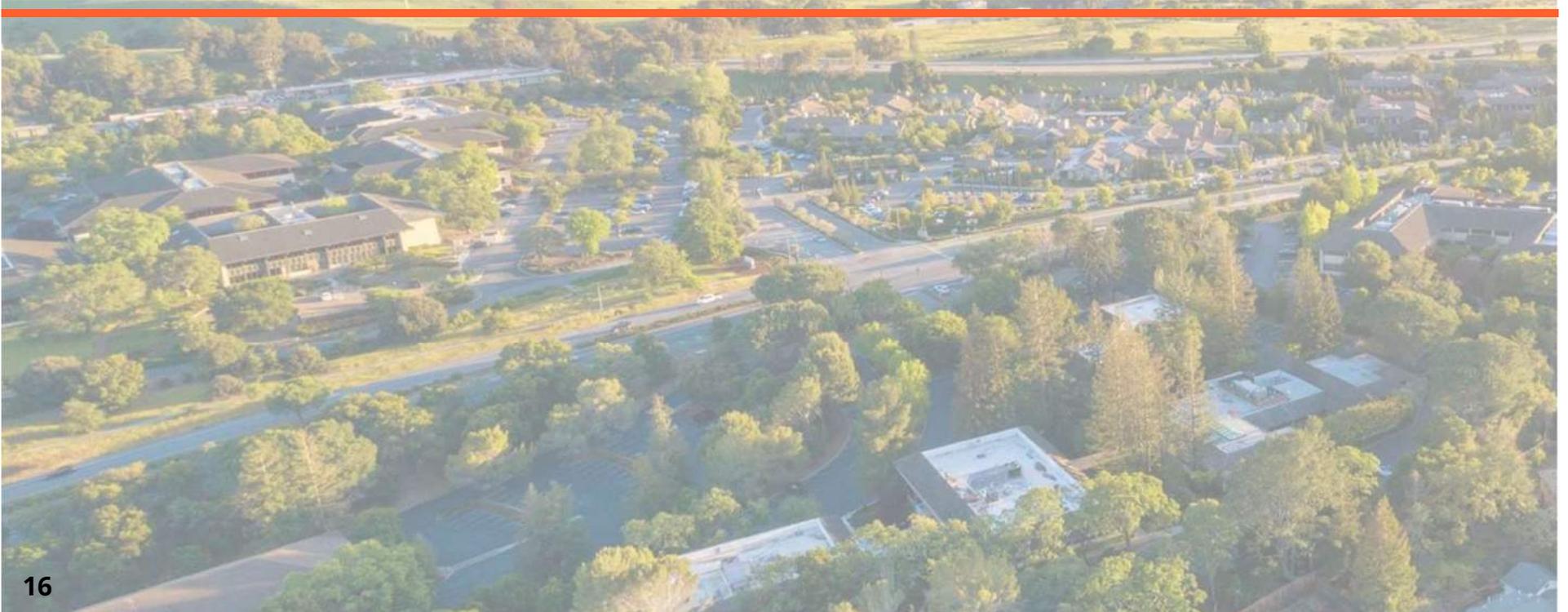


# SITES WITH EXPRESSED INTEREST

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<b>Potential Projects</b>	<b>Total Units</b>
335 Pierce Road (8 net new)	12
333 Ravenswood (SRI)	400
Veterans Affairs Site (2 Acres)	61
320 Sheridan (former Flood School)	78
USGS	225
<b>Total</b>	<b>776</b>

# OUTREACH AND ENGAGEMENT UPDATE



# OUTREACH & ENGAGEMENT

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- ✓ Community Engagement and Outreach Committee (CEOC)
- ✓ Community Meetings
- ✓ Community Survey
- ✓ Pop Up Events
- ✓ Focus Groups
- ✓ Individual Interviews
- ✓ Project Gallery



# COMMUNITY FEEDBACK 9/23



# KEY TAKEAWAYS

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- **MOST preferred, 2<sup>nd</sup>-MOST preferred, and 3<sup>rd</sup>-MOST preferred areas for additional housing**
  - *Downtown/El Camino Real*
  - *City-Owned Parking Lots*
  - *Commercial Areas*
- **LEAST preferred areas for additional housing**
  - *Single-Family Areas*
  - *Religious Facilities*
  - *Multi-Family Areas*

# KEY TAKEAWAYS

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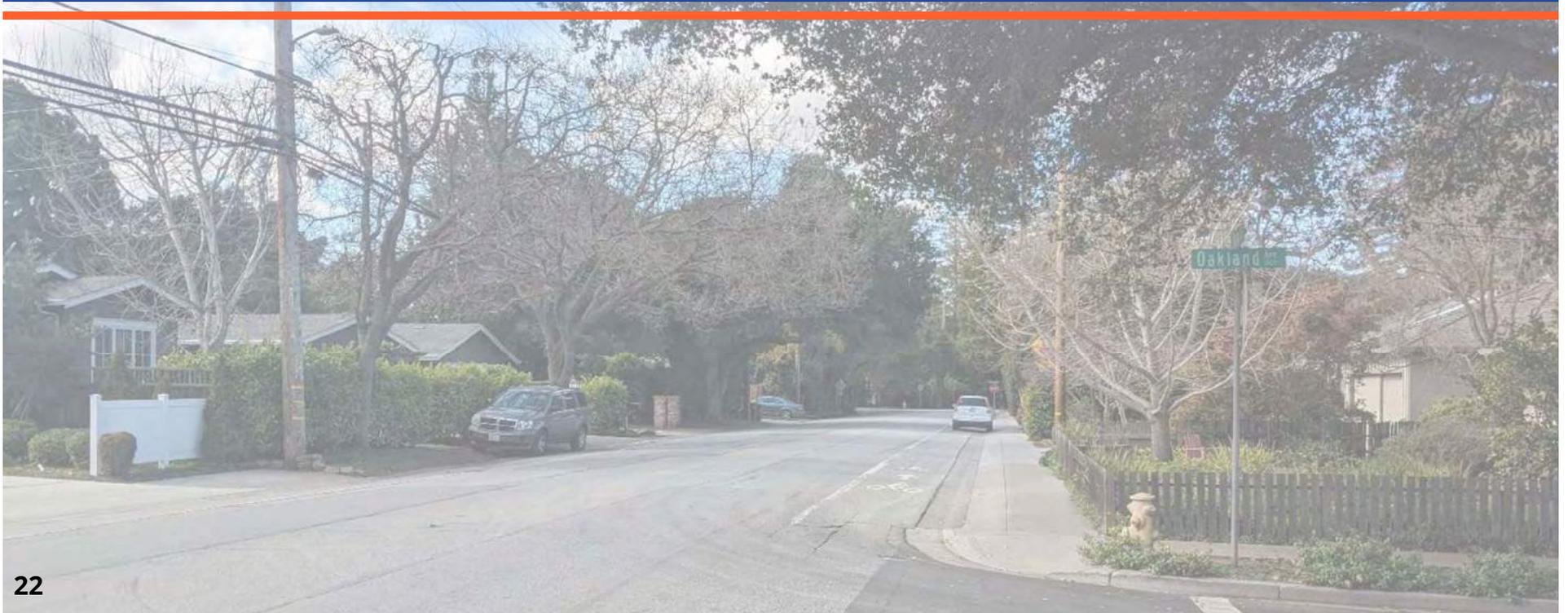
- **Prioritization of housing development in *Commercial Areas***
  - 42% | Sharon Heights
  - 32% | Willow
  - 27% | Middlefield
- **Prioritization of housing development in the *Downtown/El Camino Real Areas***
  - 47% | El Camino Real
  - 36% | City-Owned Parking Lots
  - 17% | Downtown (Santa Cruz Avenue and surrounding)

# KEY TAKEAWAYS

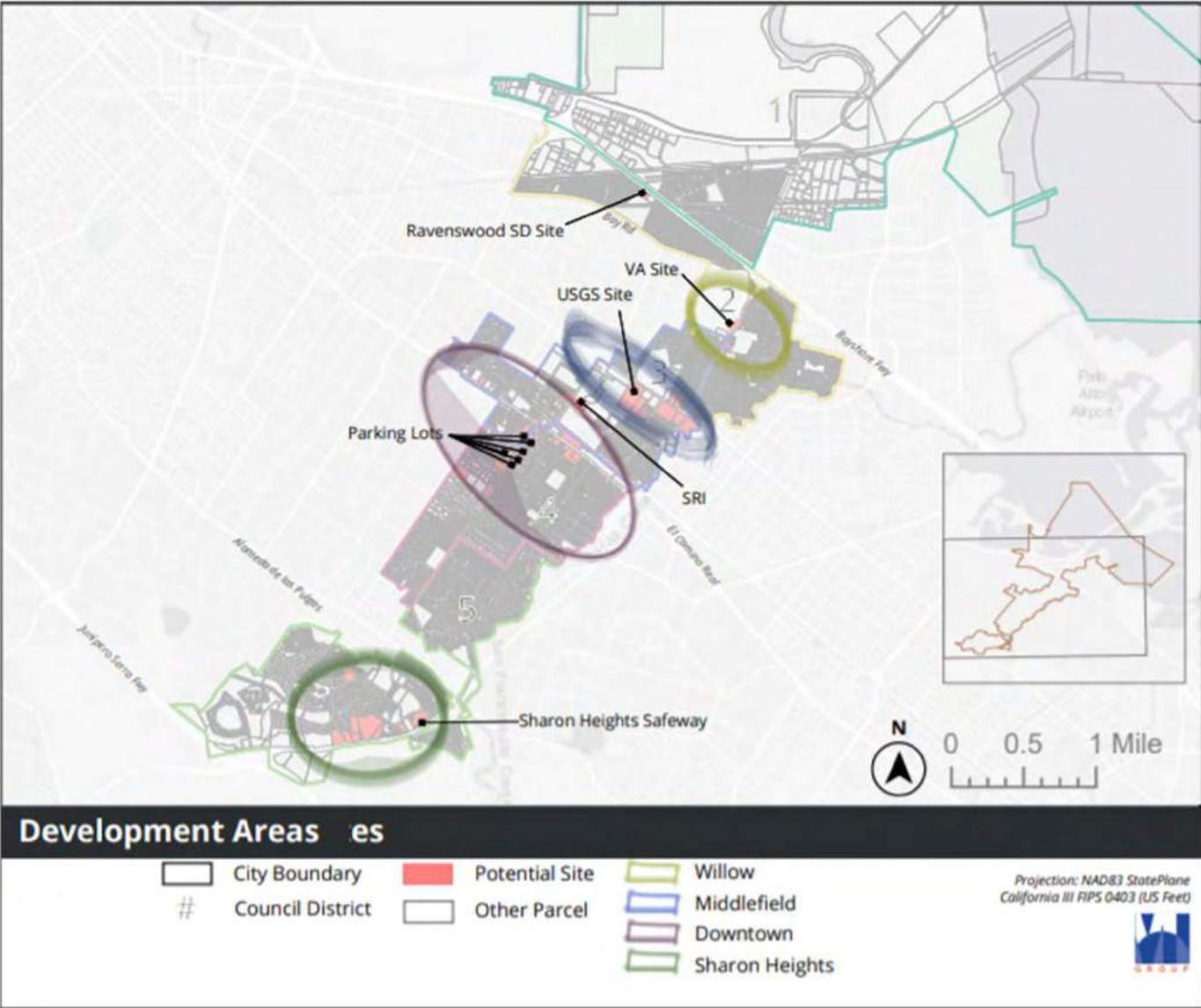
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- Community support for more density in Sharon Heights and Downtown
- Consider the intersectionality of housing and education services
- Incentivize developers to allocate inclusionary housing
  - i.e. allocated housing for people with disabilities
- Consider City lots and golf course for more housing

# LAND USE STRATEGIES



# DEVELOPMENT AREAS



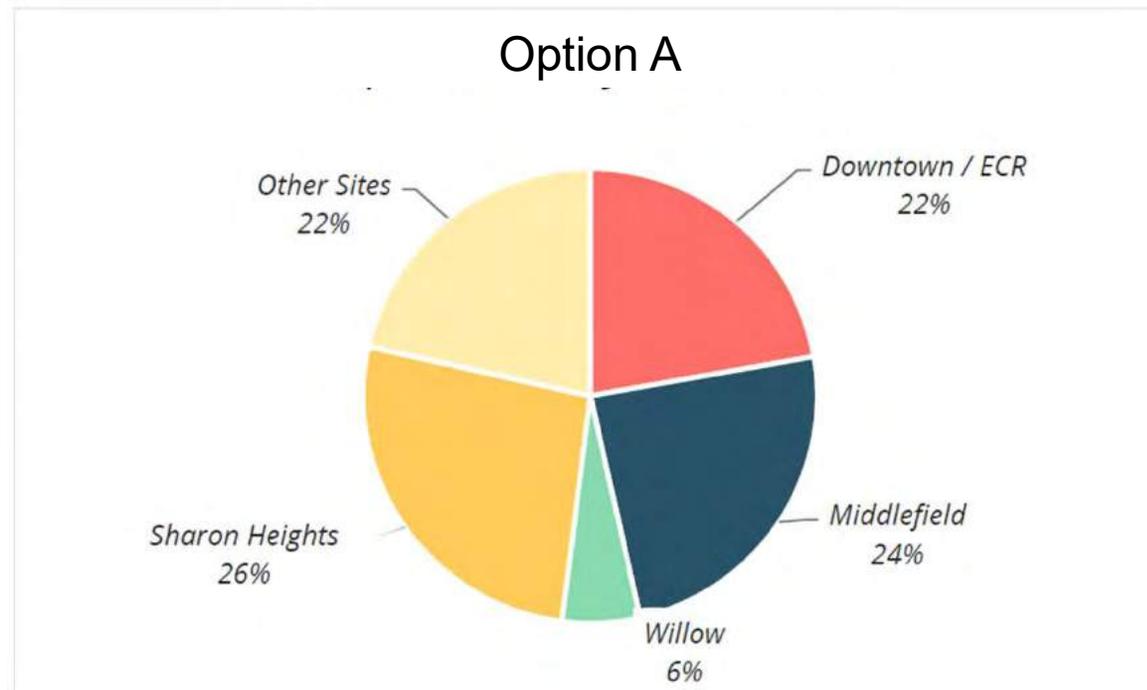
# LAND USE STRATEGIES

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## OPTION A – MODERATE UPZONING THROUGHOUT THE CITY

- Distributes development throughout the city in relatively equal amounts in the four geographic areas
- Of the total 2,221 units, 85% would be at default densities for affordable housing

The distribution of potential new housing units

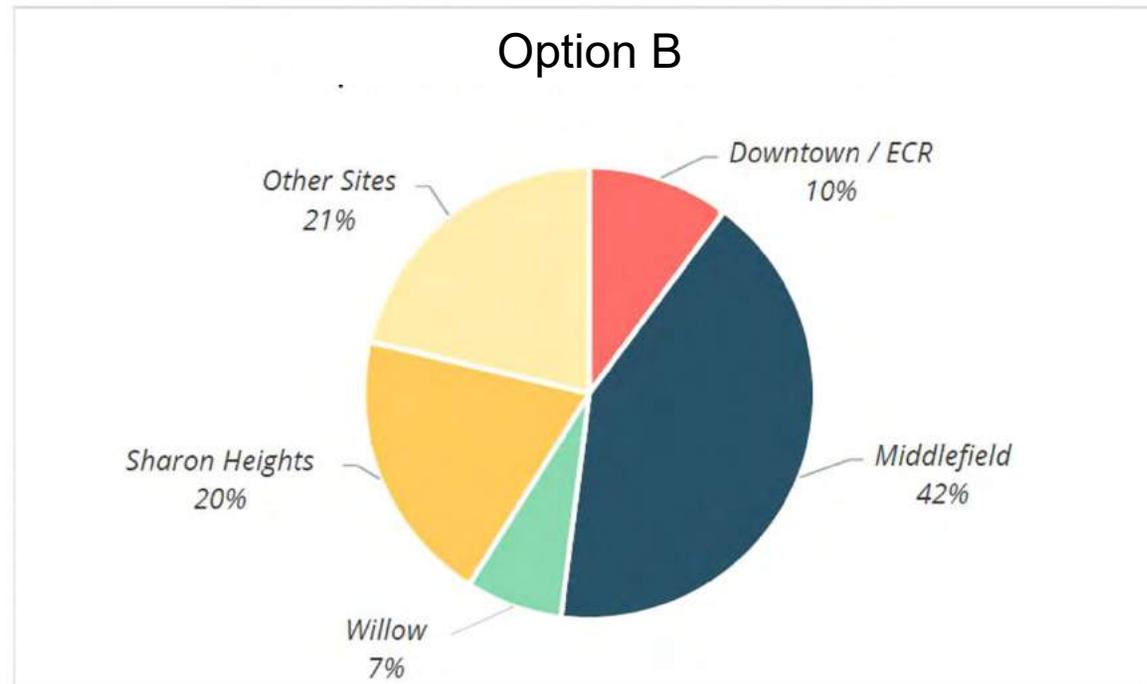


# LAND USE STRATEGIES

## OPTION B – MIXED USE DEVELOPMENT FOCUSED ON MIDDLEFIELD/WILLOW

- Focuses development on the commercial sites land use strategy (adds residential use along Middlefield Road)
- Of the total 2,241 units, 85% would be at default densities for affordable housing

The distribution of potential new housing units

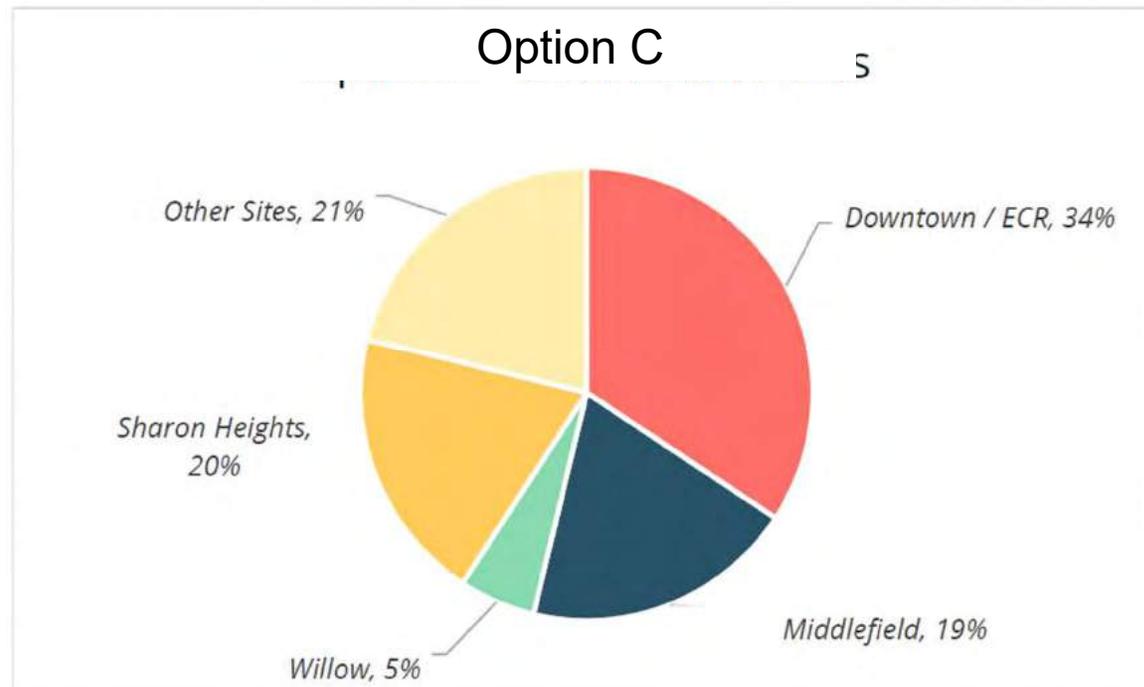


# LAND USE STRATEGIES

## OPTION C - MIXED USE DEVELOPMENT FOCUSED ON DOWNTOWN/EL CAMINO REAL

- Greater density in the Downtown and along the El Camino Real corridor
- Of the total 2,257 units, 85% would be at default densities for affordable housing

The distribution of potential new housing units



# NEW HOUSING BY AREA

Option	Summary	Downtown/ El Camino Real	Middlefield	Willow	Sharon Heights	Other Sites	Total
A	<b>Moderate Upzoning Throughout the City</b>	22.2% (494)	24.2% (538)	5.5% (123)	26.5% (588)	21.5% (478)	100% (2,221)
B	<b>Mixed Use Development Focused on Middlefield/Willow</b>	10.2% (228)	41.9% (938)	6.9% (155)	19.7% (422)	21.4% (478)	100% (2,241)
C	<b>Mixed Use Development Focused on Downtown/El Camino Real</b>	34.2% (772)	19.5% (440)	5.4% (123)	19.6% (442)	21.2% (478)	100% (2,257)

# NEW HOUSING BY COUNCIL DISTRICT

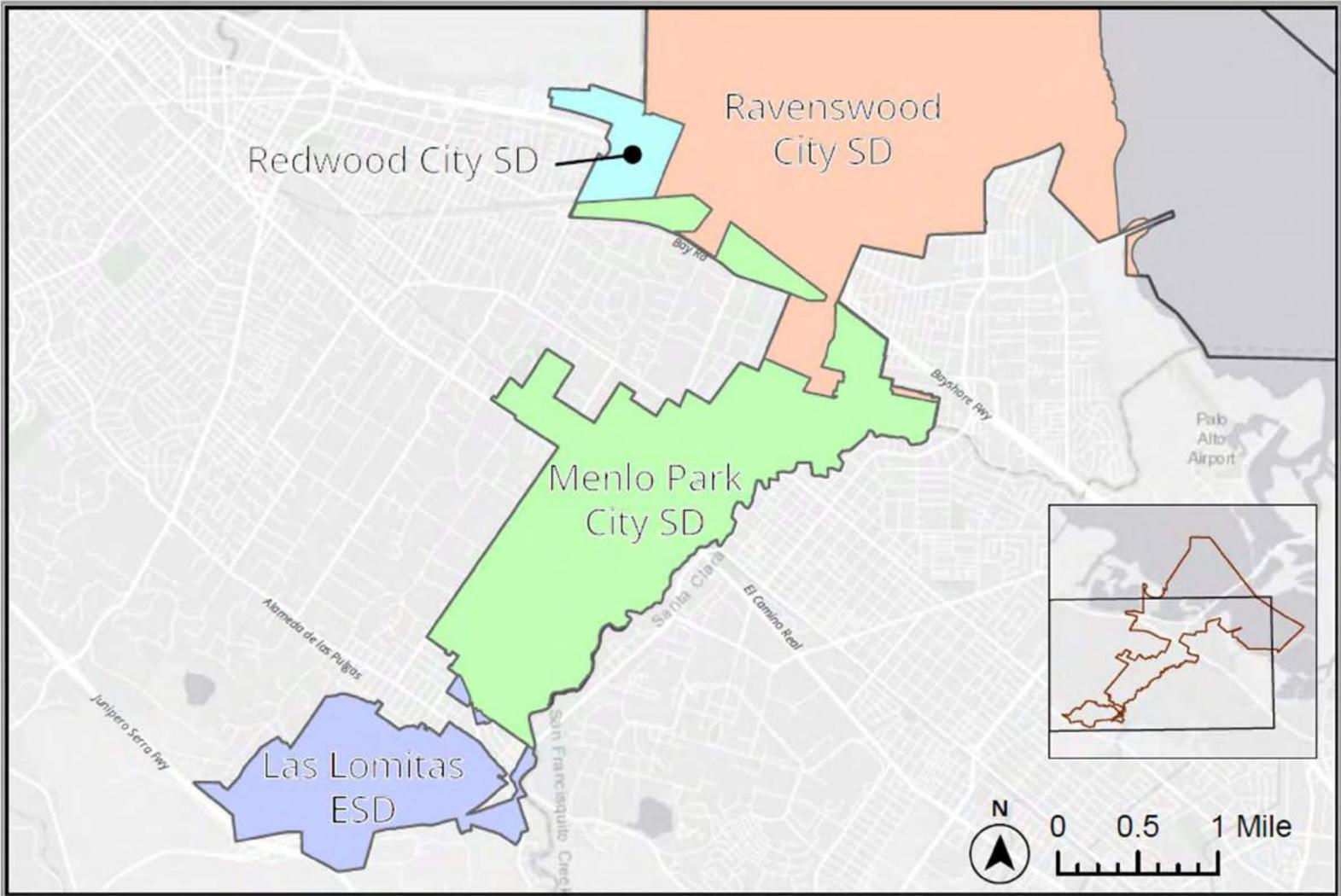
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Option	Summary	1	2	3	4	5	Total
A	<b>Moderate Upzoning Throughout the City</b>	0% (0)	7.3% (164)	47.9% (1,064)	17.7% (394)	27% (600)	100% (2,221)
B	<b>Mixed Use Development Focused on Middlefield/Willow</b>	0% (0)	8.5% (192)	62.5% (1,399)	8.8% (197)	20.2% (453)	100% (2,241)
C	<b>Mixed Use Development Focused on Downtown/El Camino Real</b>	0% (0)	7.2% (164)	40.2% (908)	32.5% (732)	20.1% (453)	100% (2,257)

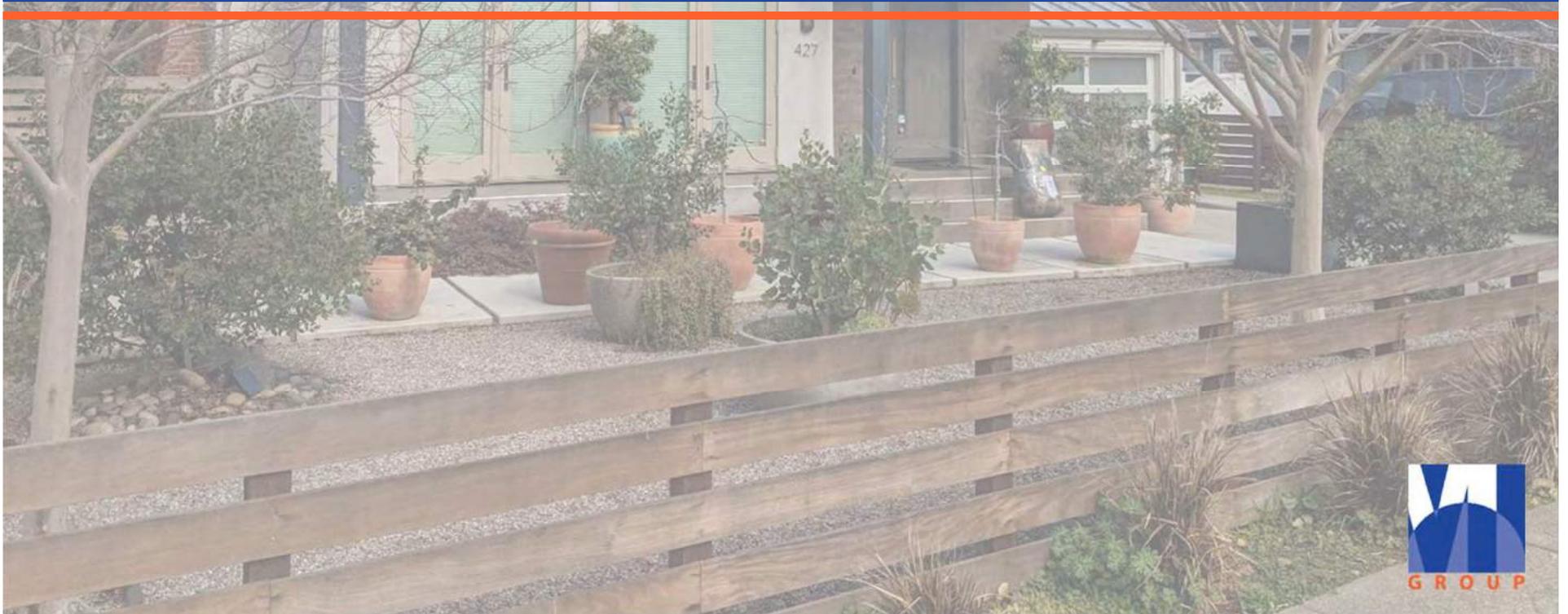
# NEW HOUSING BY SCHOOL DISTRICT

Option	Summary	Las Lomas SD	Ravenswood City SD	Redwood City SD	Menlo Park City SD	Total
A	<b>Moderate Upzoning Throughout the City</b>	27% (600)	2.8% (63)	0% (0)	70.2% (1,558)	100% (2,221)
B	<b>Mixed Use Development Focused on Middlefield/Willow</b>	20.2% (453)	3.8% (85)	0% (0)	76% (1,703)	100% (2,241)
C	<b>Mixed Use Development Focused on Downtown/EI Camino Real</b>	20.3% (459)	2.7% (63)	0% (0)	76.9% (1,735)	100% (2,257)

# NEW HOUSING BY SCHOOL DISTRICT



# NEXT STEPS



# 2021

*Join us and give  
feedback!*

## Upcoming Events

**Preferred Land Use Alternatives to City Council**

October 26, 2021 | *Tentative*

**Housing Commission Policy Review Meeting**

November 17, 2021 | *Tentative*

# PROCESS

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- **Presentation**
- **Clarifying Questions**
- **Public Comment**
- **Commission Discussion**
- **Commission Recommendations**

**THANK YOU!**



**Questions**



**Comments**

***Thank you for your time and commitment to the City of Menlo Park!***

[menlopark.org/housingelement](https://menlopark.org/housingelement)