

CITY OF MENLO PARK



G R O U P

HOUSING ELEMENT PREFERRED LAND USE SCENARIO

City Council
October 26, 2021

- **Overview of Project**
- **Outreach Summary**
- **New Housing Needed**
- **Area Strategies**
- **Land Use Strategies**
- **Net New Housing Needed**
- **Land Use Options**
- **Commission Recommendations**
- **Options for City Council**
- **Next Steps**

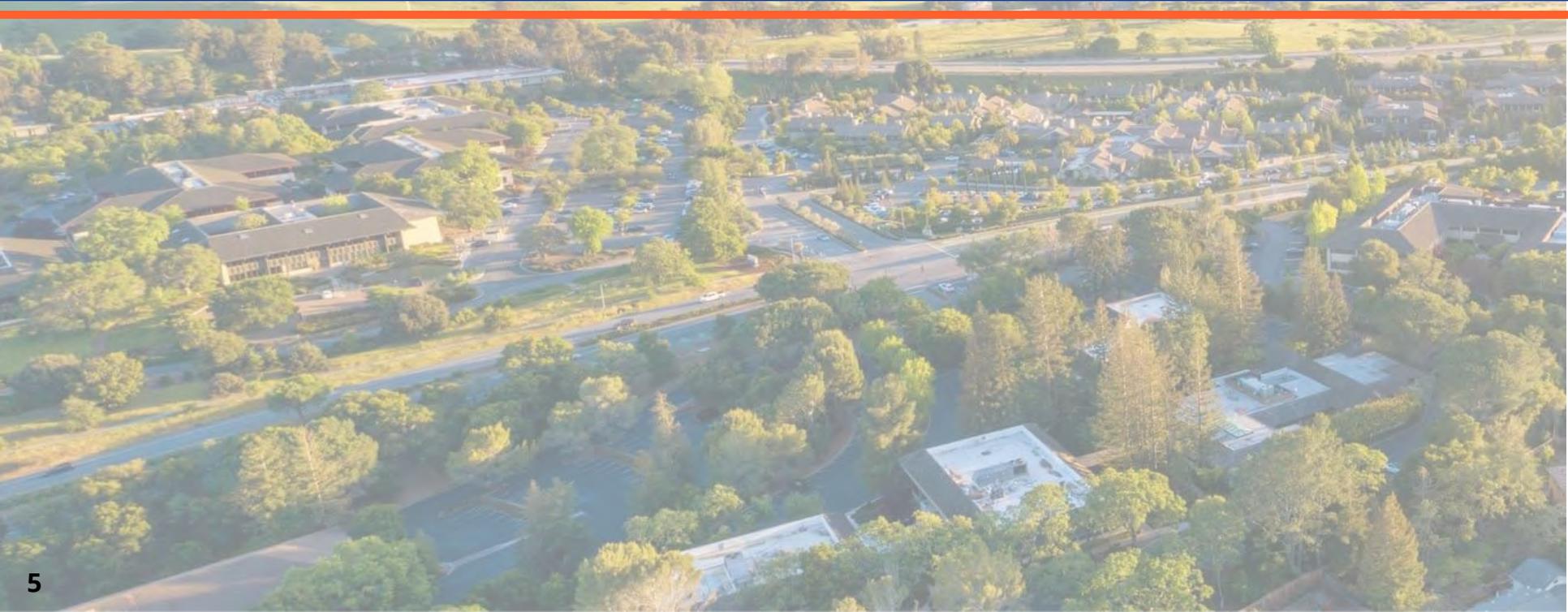
OVERVIEW OF PROJECT



PROCESS/TIMELINE

- **City Council Land Use Strategy**
- **NOP Distribution**
- **Housing Policy Outreach**
- **Draft Housing Element
(Community & HCD Review)**
- **Safety & Environmental Justice
Policy Outreach**
- **Draft Safety & EJ Elements**
- **Draft EIR**
- **Adoption Hearings**

OUTREACH AND ENGAGEMENT UPDATE



OUTREACH & ENGAGEMENT

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



SURVEY RESULTS

- Opened late July 26, 2021
- Closed on Sept. 6, 2021
- 763 validated survey respondents
 - The highest number of survey participants identify as white (73 %) followed by Asian (12 %) and Hispanic/Latinx (10 %)
 - City Council District Five (34 %). City Council Districts One, Two, Three, or Four (15-16 %)
- Online and paper surveys
 - English and Spanish



SURVEY RESULTS

- Common themes from community input indicate that the housing element strategy should:
 - Provide **housing for all stages of life** (e.g., students, singles, young families, seniors)
 - Evenly **distribute housing**, including affordable and multi-family housing, throughout Menlo Park
 - **Prioritize housing sites** close to transit, businesses, and public services
 - Pursue **Downtown as an ideal location for more housing**; increase density along El Camino Real in the Downtown area and **enable mixed-use development** at this location

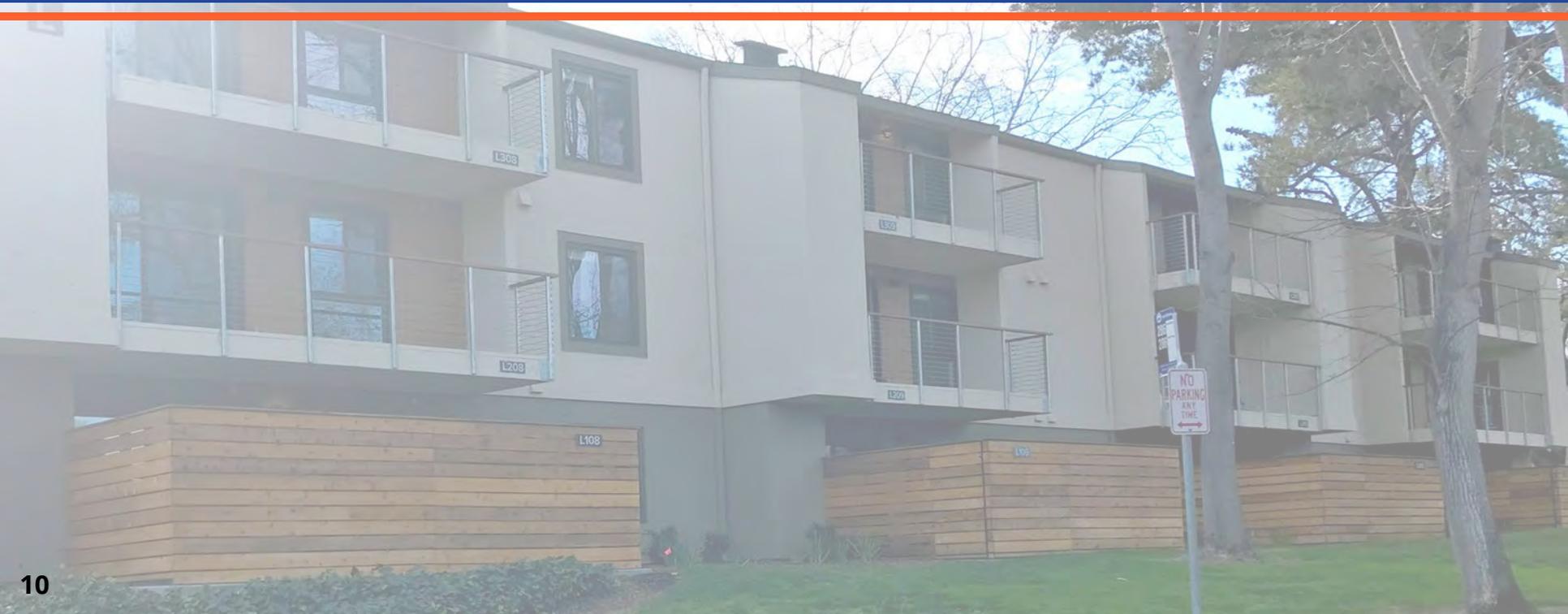


SURVEY RESULTS

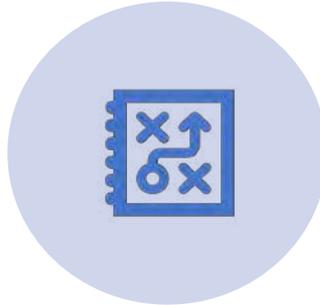
- Enable non-residential to residential land use conversions that **promote affordable housing and/or mixed-use development**
- Support **accessory dwelling units, duplexes, and triplexes**
- Support **multi-family development between three and five stories.**



NEW HOUSING NEEDED



GOALS



**BALANCED
COMMUNITY**

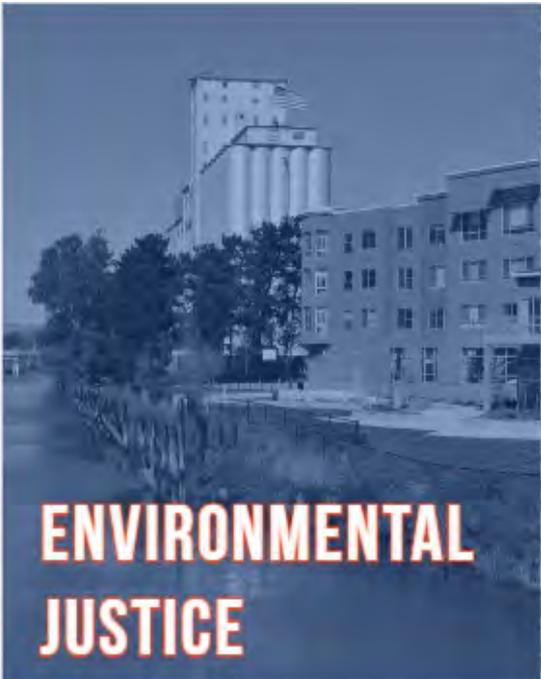


**AFFORDABILITY
FOCUSED**

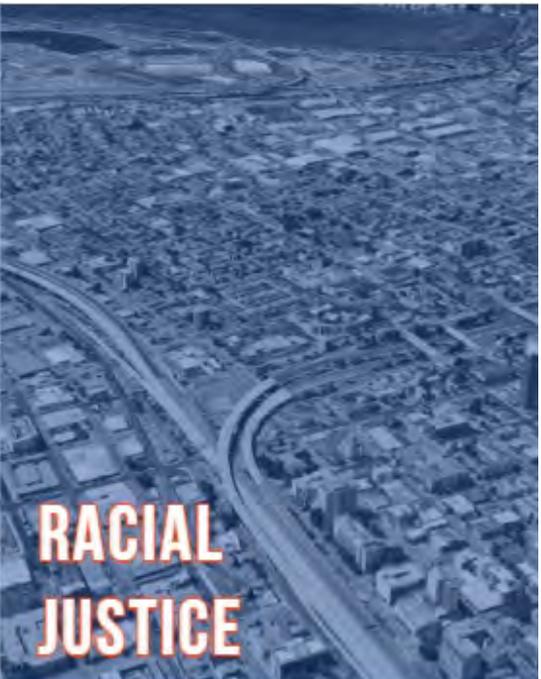


**SOCIAL
JUSTICE**

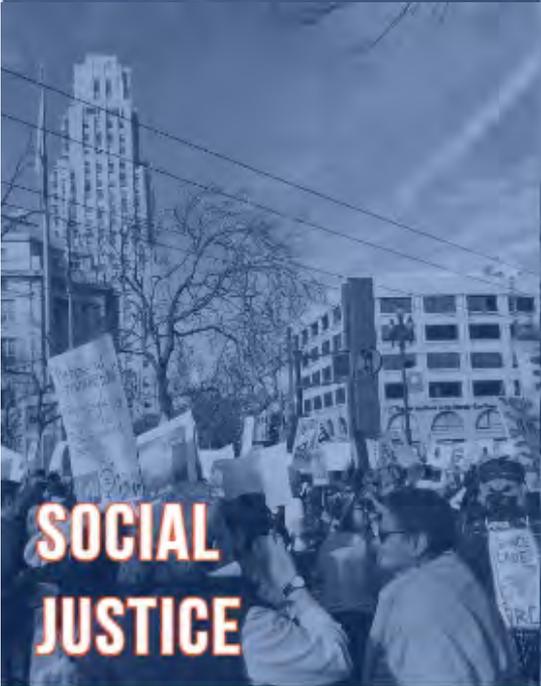




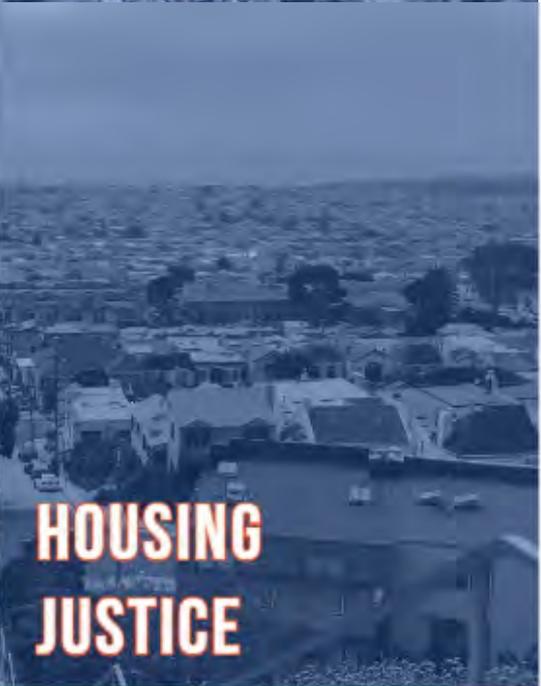
**ENVIRONMENTAL
JUSTICE**



**RACIAL
JUSTICE**



**SOCIAL
JUSTICE**



**HOUSING
JUSTICE**

5TH 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%
Total	655	1,416	

6TH CYCLE RHNA 2023-2031

	Very Low	Low	Moderate	Above Moderate	Total Housing Units
6 th Cycle RHNA	740	426	496	1,284	2,946
30% Buffer	222	128	149	385	884
6 th Cycle RHNA with 30% Recommended Buffer	962	554	645	1,669	3,830

2,161 affordable units

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

HOUSING LOCATION CRITERIA

- **0.5 Acres to 10 Acres**
- **30 DU/Acre Minimum**
- **Distribution throughout city**
- **Realistic development potential**
- **Proximity transit, schools, and other services**
- **Proximity to available infrastructure and utilities**

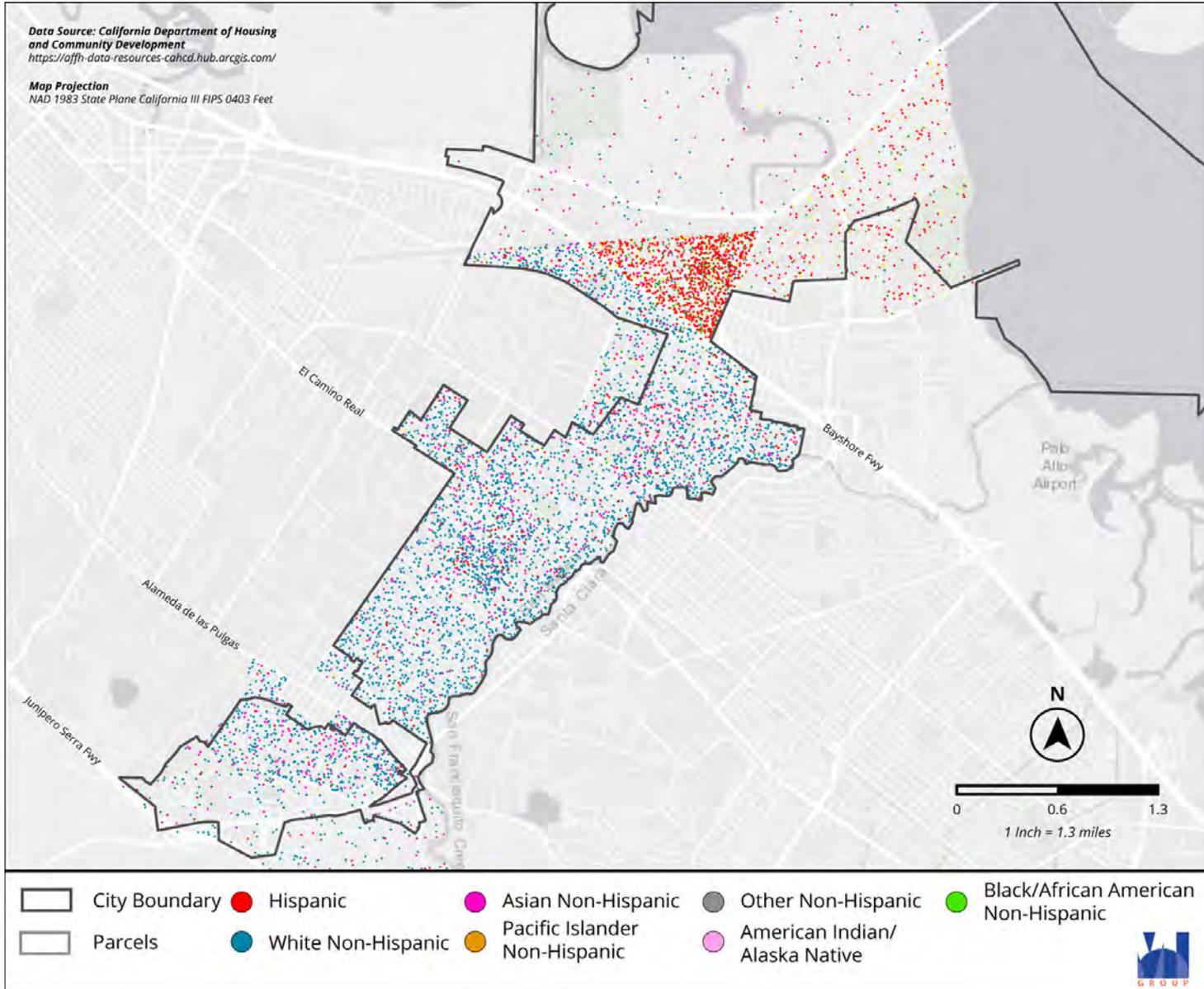


FAIR HOUSING CONSIDERATIONS

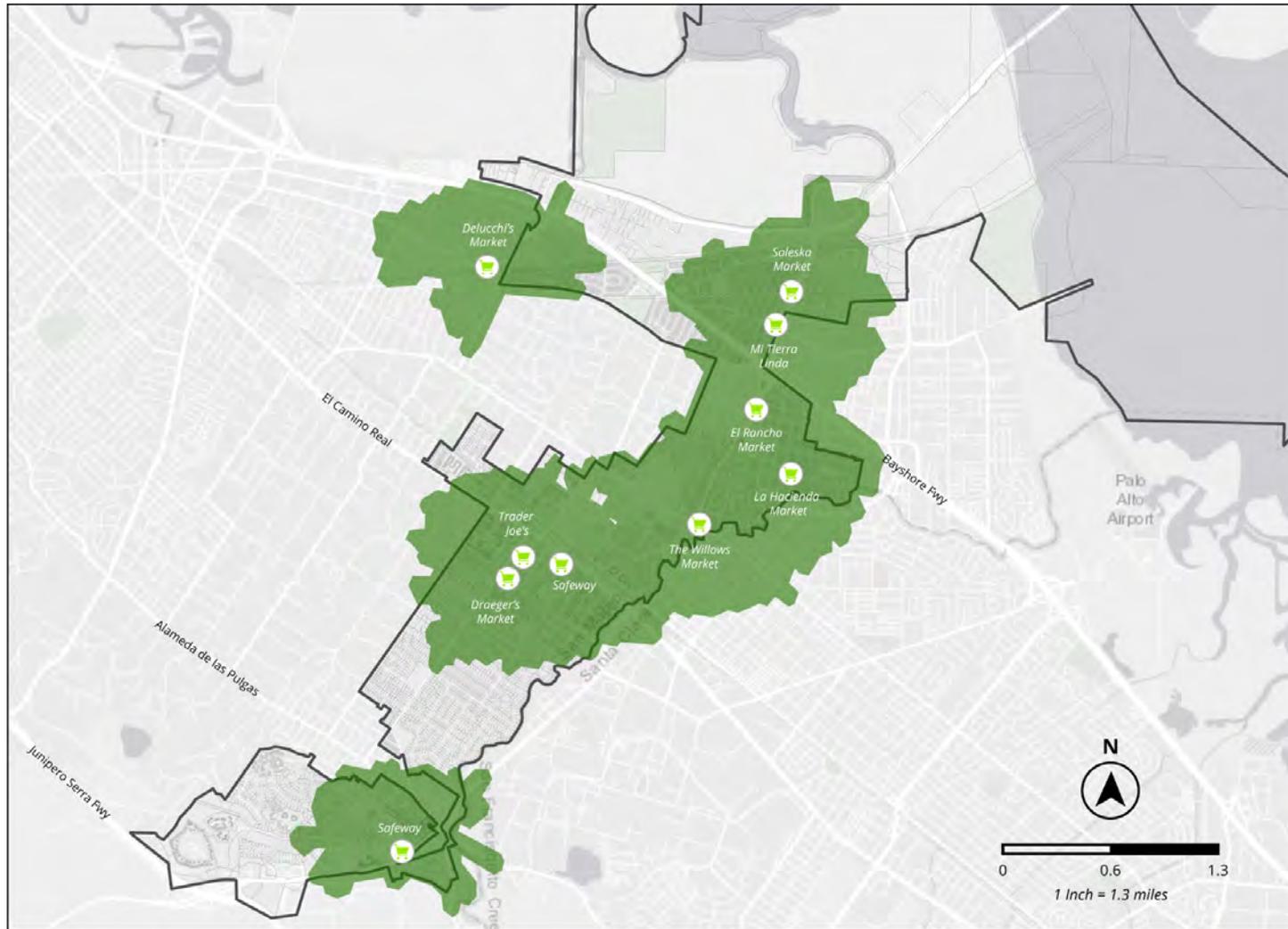
- Overcoming racial segregation
- Access to:
 - Food
 - Transit
 - Schools
 - Employment
 - Parks



FAIR HOUSING: SEGREGATION



FAIR HOUSING: FOOD ACCESS



 City Boundary

 Parcels



Grocery Store



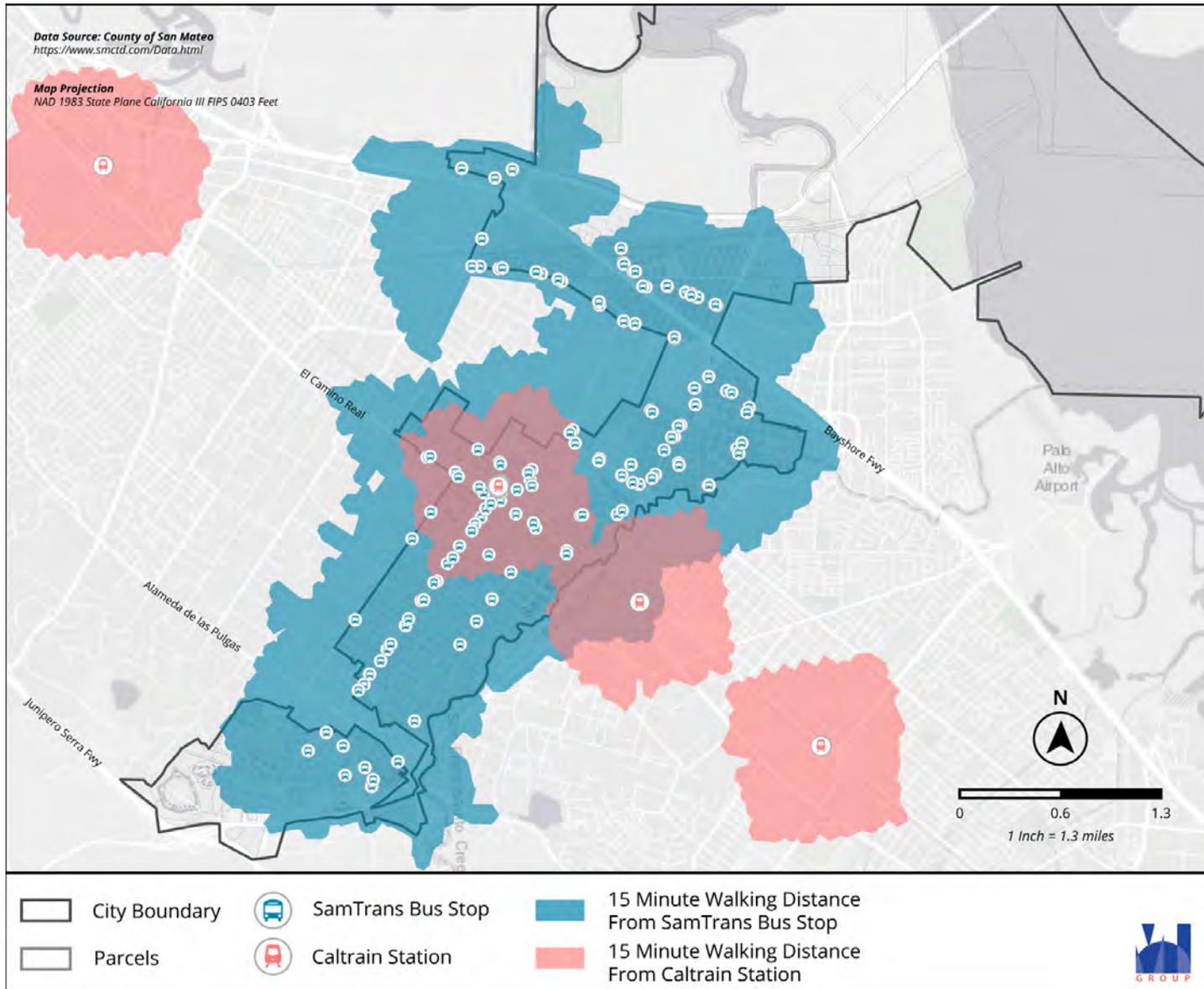
15 Minute Walking Distance
From Grocery Stores or Markets

Data Source: M-Group

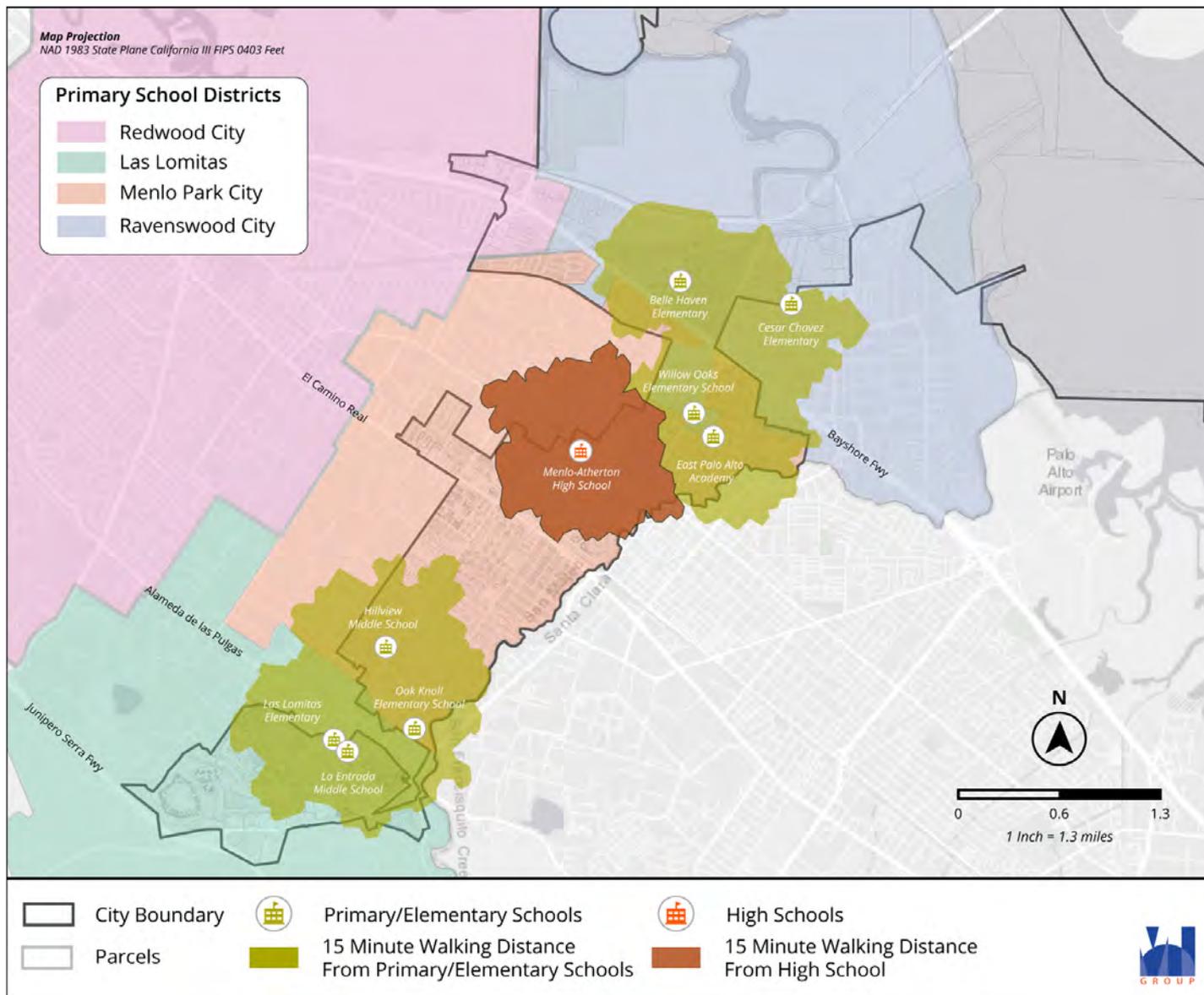
Map Projection
NAD 1983 State Plane California III FIPS 0403 Feet



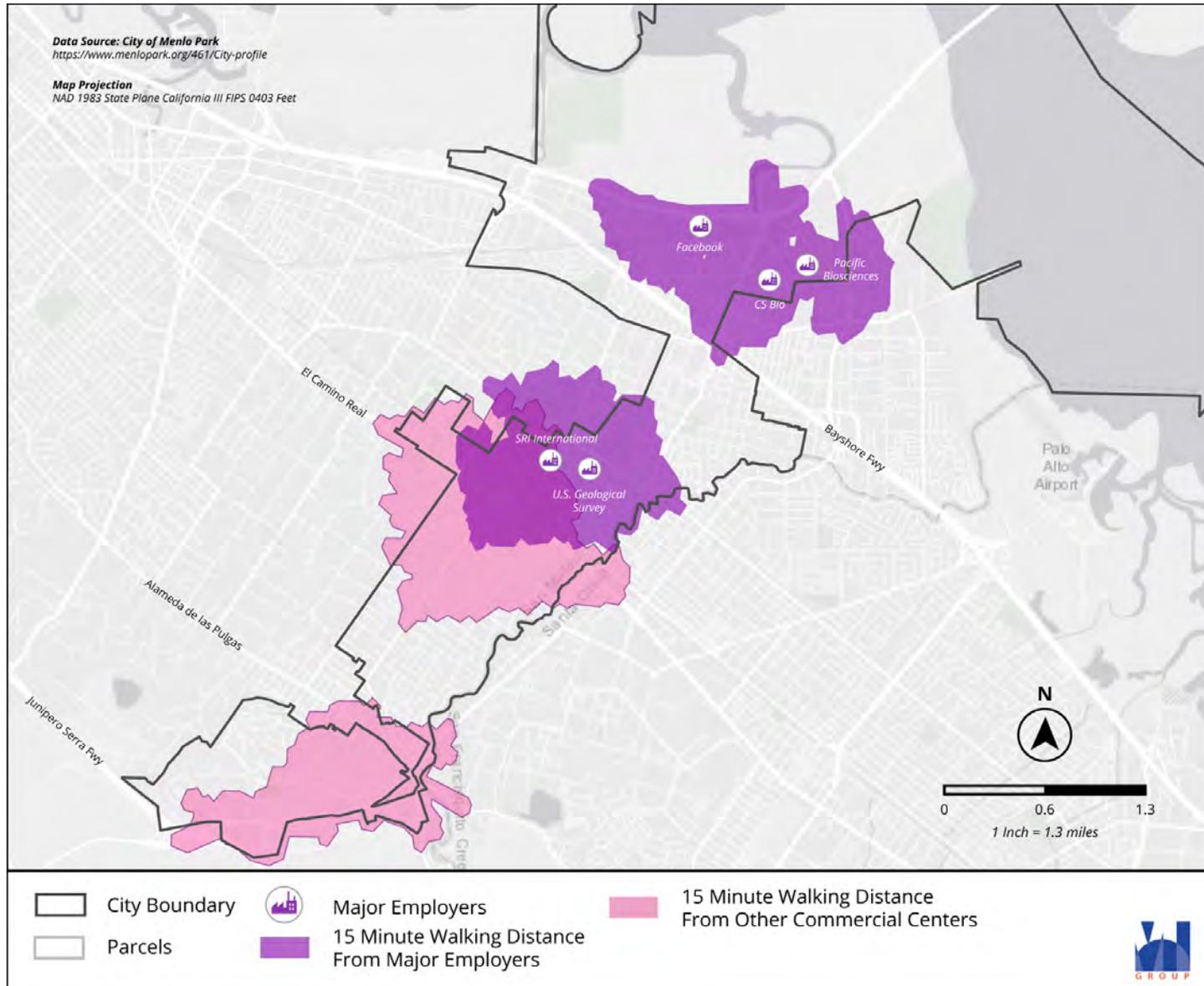
FAIR HOUSING: TRANSIT ACCESS



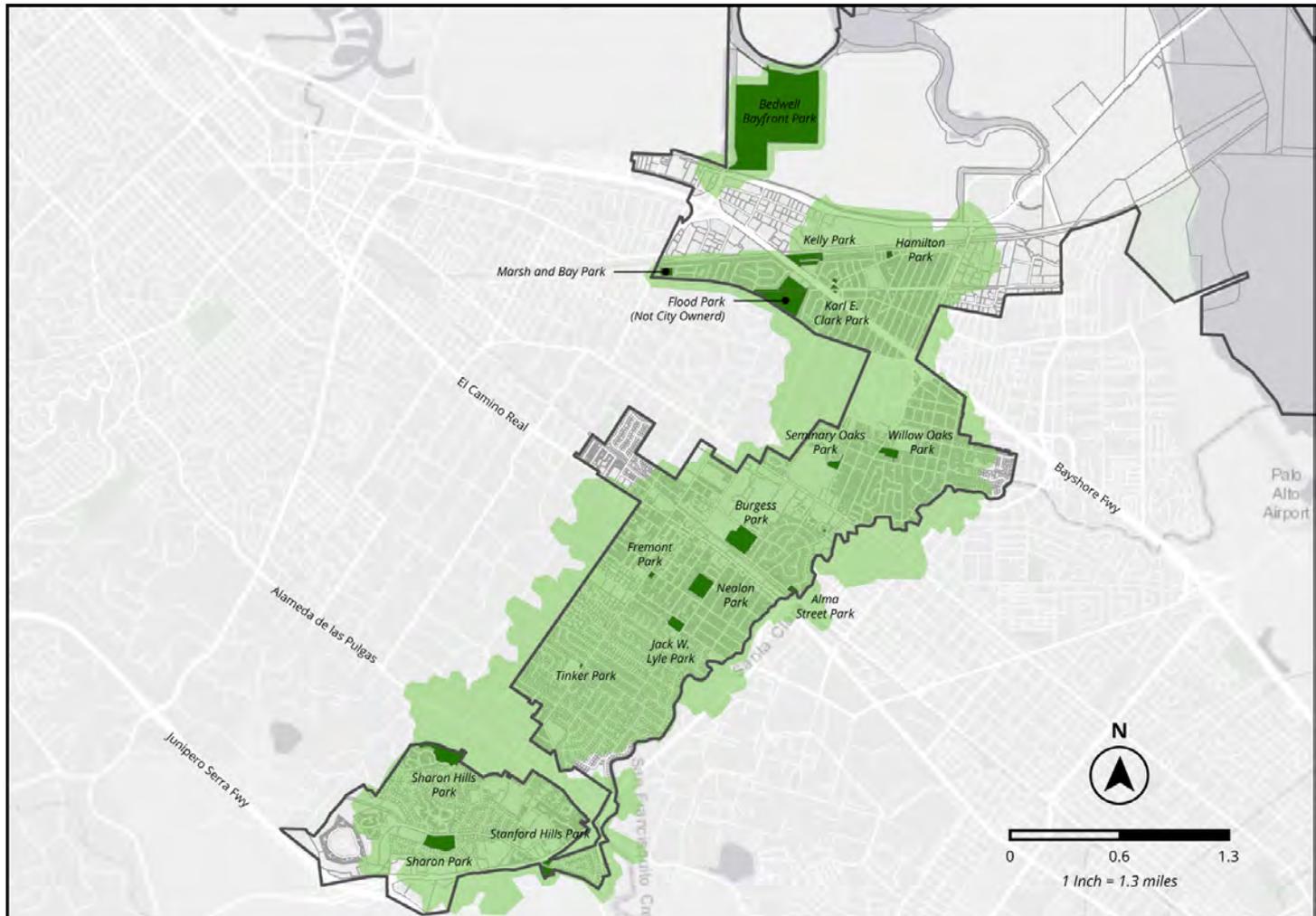
FAIR HOUSING: SCHOOL ACCESS



FAIR HOUSING: EMPLOYMENT



FAIR HOUSING: OPEN SPACE ACCESS



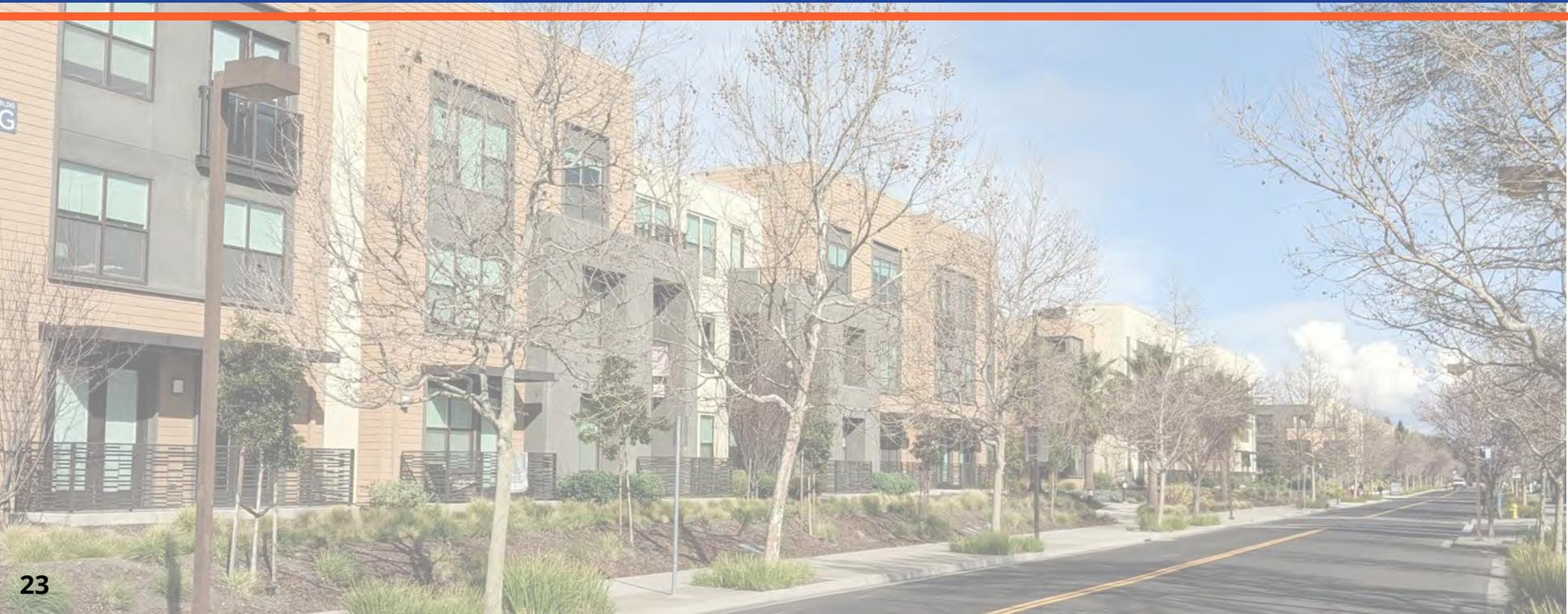
- City Boundary
- Parcels
- Parks
- 15 Minute Walking Distance From Parks

Data Source: City of Menlo Park
<https://data.menlopark.org/>

Map Projection
 NAD 1983 State Plane California III FIPS 0403 Feet



LAND USE STRATEGIES



POTENTIAL HOUSING SOLUTIONS



POTENTIAL LAND USE STRATEGIES

- **5th Cycle Reuse Sites**
 - Using reuse sites not developed as housing from the 5th cycle
 - 30 DU/Acre Minimum Density & by-right entitlements
- **Pipeline Projects**
 - Includes approved projects or under construction as of June 30, 2022 **not** identified in the 5th cycle
 - Does not include pending/approved projects identified in the 5th cycle
 - Includes Bayfront projects and other approved projects

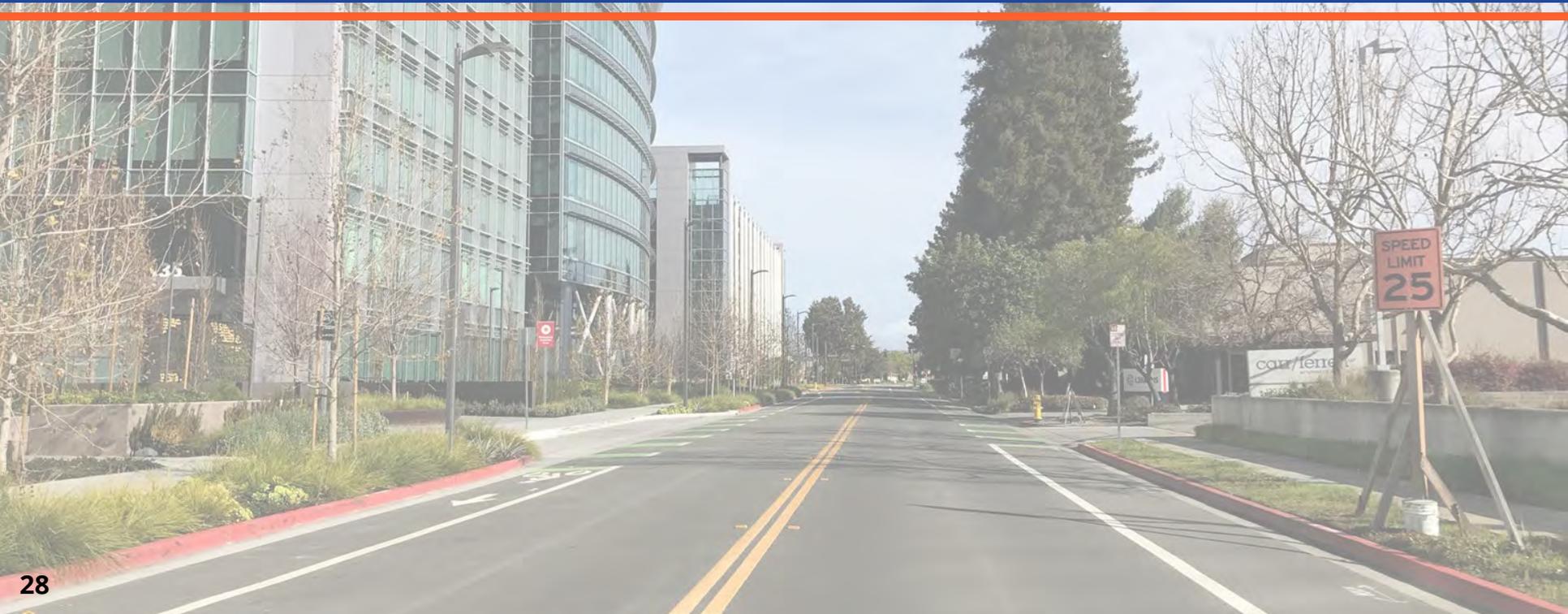
POTENTIAL LAND USE STRATEGIES

- **El Camino Real/Downtown**
 - Increasing housing density on El Camino Real and in Downtown
- **Publicly-Owned Land**
 - Developing public parking lots in Downtown for affordable housing
 - Other City owned land
- **Commercial Sites**
 - Using vacant and non-vacant commercial sites by converting to housing or mixed-use buildings

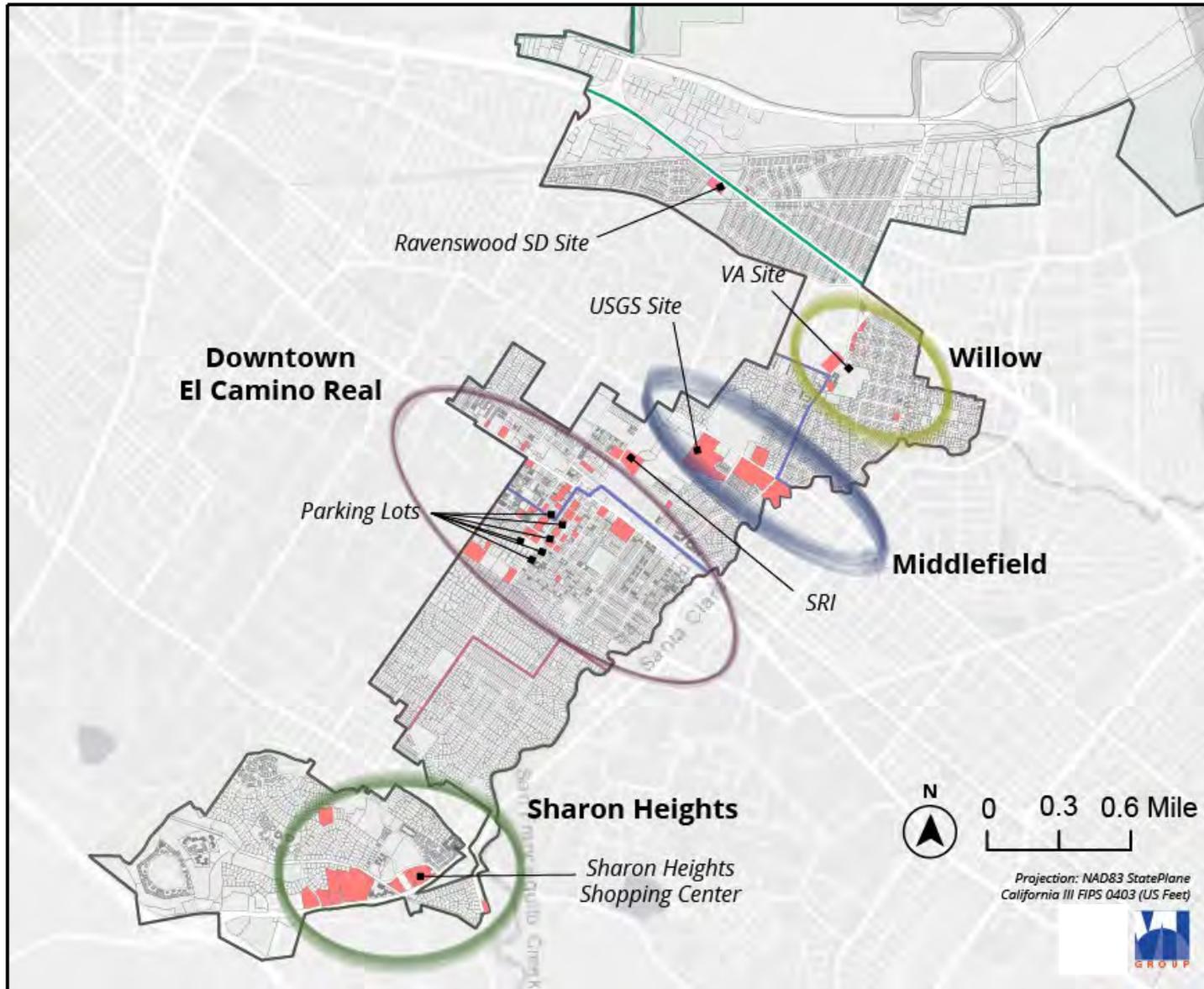
POTENTIAL LAND USE STRATEGIES

- **Religious Facilities**
 - Using parking lots of religious facilities for housing
- **Accessory Dwelling Units (ADUs)**
 - Provide ADU incentives
- **Single Family Areas**
 - All single family areas can be subdivided and have up to 3 additional units if the property meets a minimum size under SB 9
 - No additional strategies suggested for increasing density in these areas

AREA STRATEGIES



DEVELOPMENT AREAS



NET NEW HOUSING NEEDED



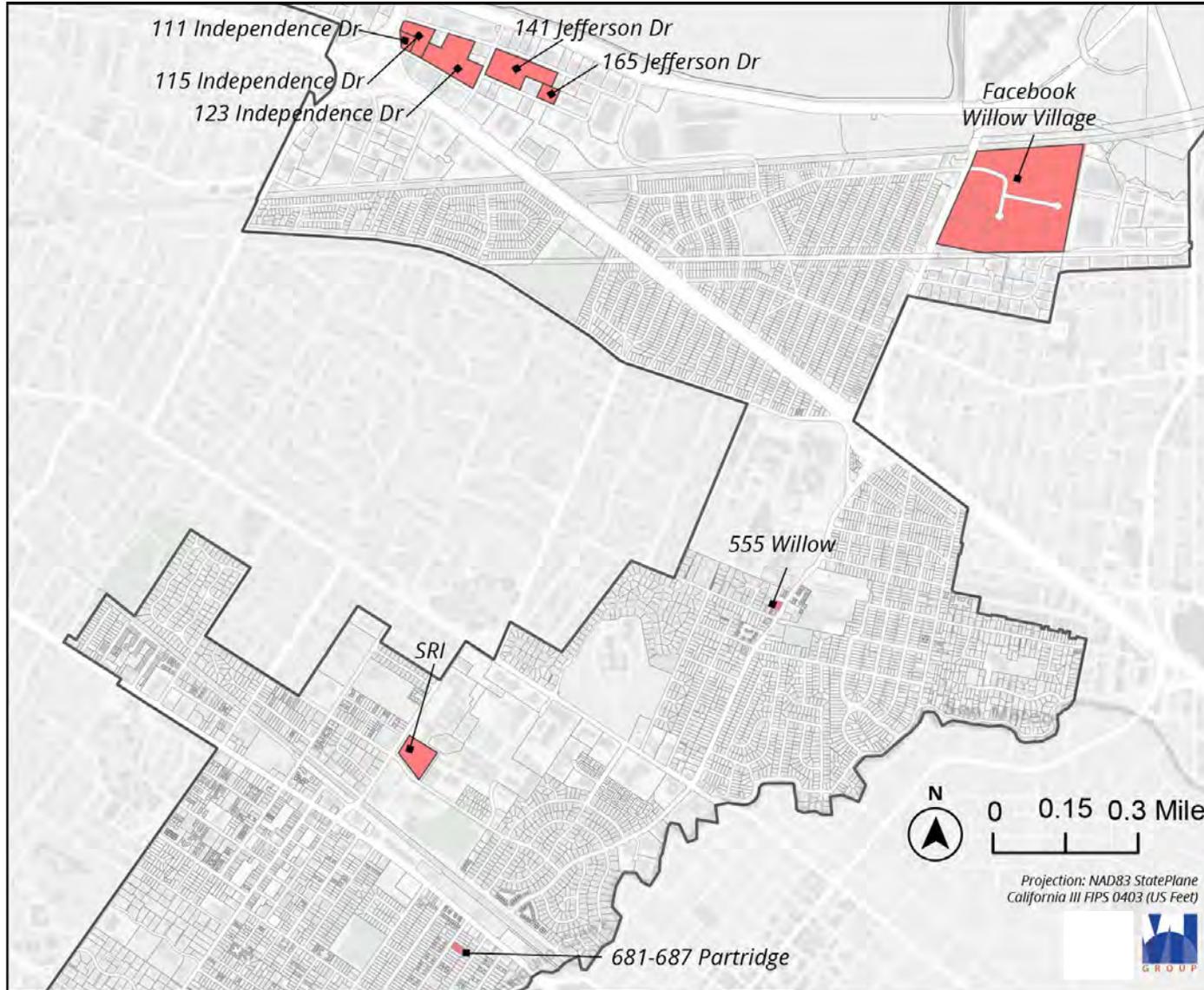
PROJECTS IN THE PIPELINE

Status	Development Project	Above				Total Units
		Very Low (0 - 50%)	Low (51 - 80%)	Moderate (81 - 120%)	Moderate (above 120%)	
Approved	111 Independence	4	9	5	87	105
Approved	115 Independence (Menlo Portal)	3	14	31	287	335
Approved	141 Jefferson (Menlo Uptown)	7	23	43	410	483
Pending	123 Independence	0	65	0	367	432
Pending	165 Jefferson (Menlo Flats)	0	21	0	137	158
Pending	Facebook Willow Village	120	38	150	1,421	1,729
Pending	333 Ravenswood (SRI)	0	60	0	340	400
Approved	661-687 Partridge	0	0	1	1	2
Pending	555 Willow	0	0	0	3	3
Total RHNA Credit		134	230	230	3,053	3,647

594 affordable units

Data from the City of Menlo Park 10/22/2021

MAJOR PIPELINE PROJECTS



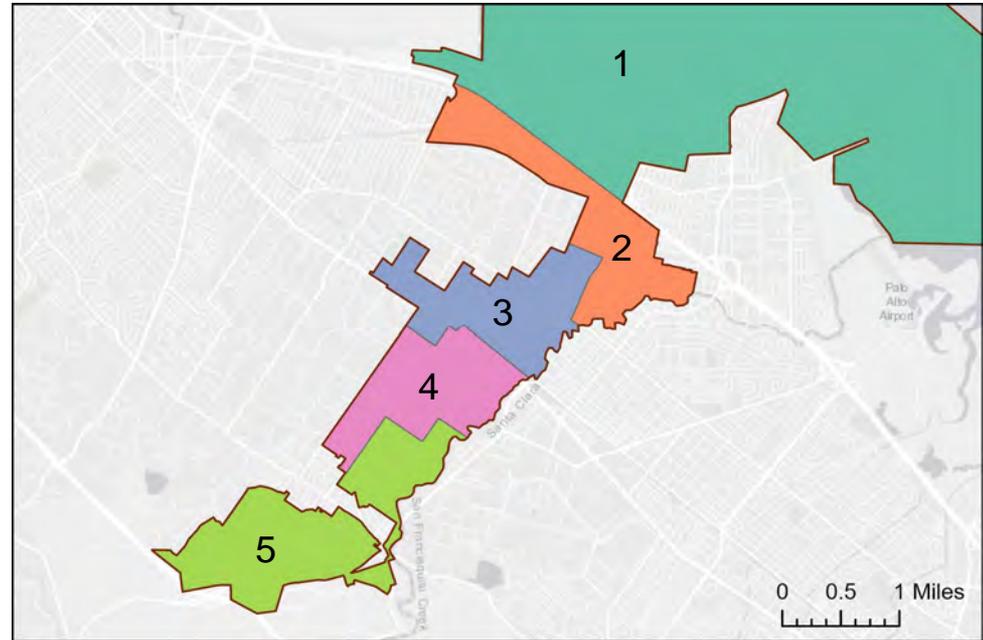
NEW HOUSING NEEDED

	Very Low	Low	Moderate	Above Moderate	Total Units
	(0 – 50%) AMI	(51 - 80%) AMI	(81 - 120%) AMI	(above 120%) AMI	
6th Cycle RHNA	740	426	496	1,284	2,946
30% Buffer	222	128	149	385	884
6th Cycle RHNA with 30% Buffer	962	554	645	1,669	3,830
Pipeline Projects	134	230	230	3,053	3,647
ADUs	26	25	26	8	85
RHNA Credit	160	255	256	3,061	3,732
Total Net New Units Needed	802	299	389	0	1,490

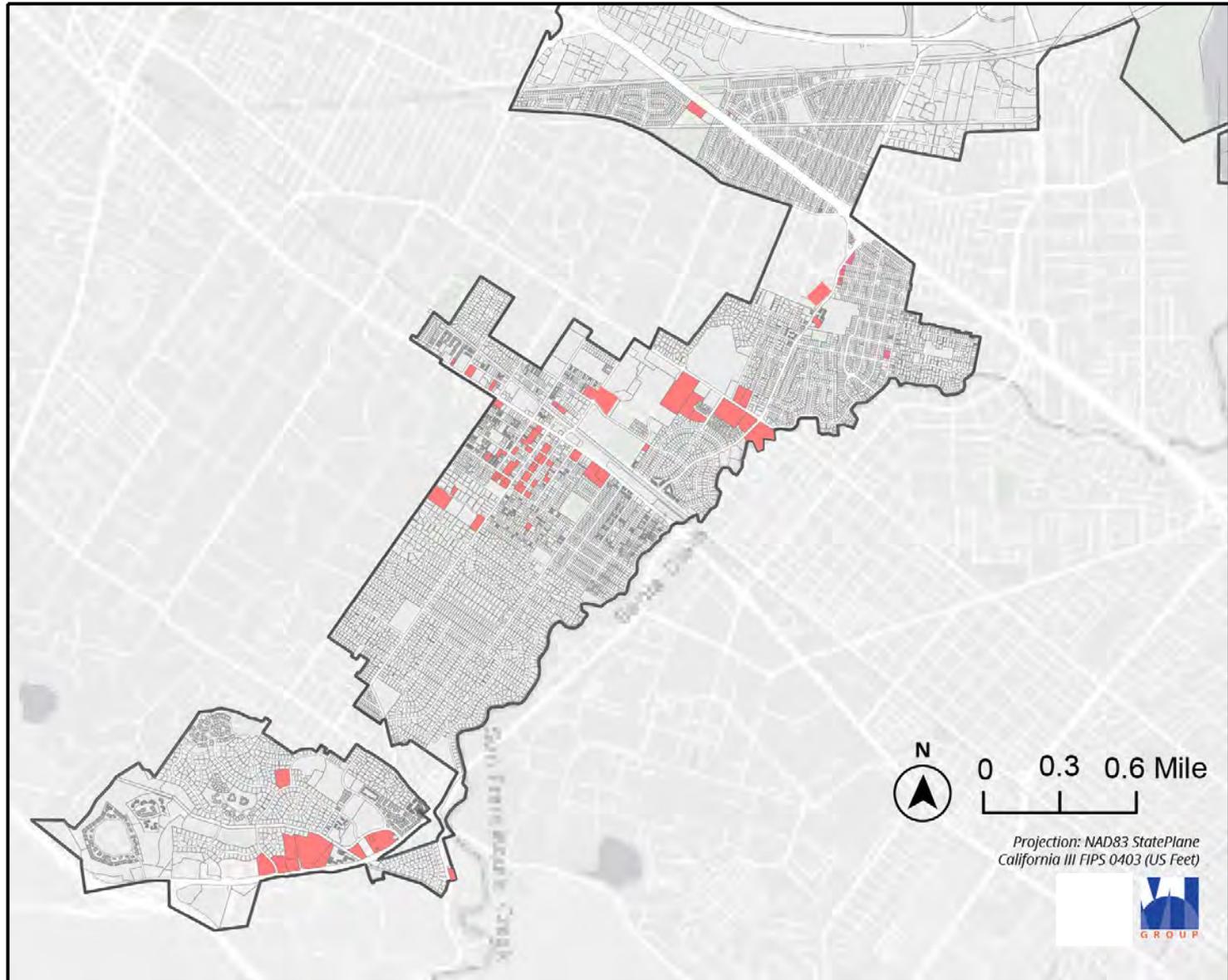
AMI = Area Median Income

NEW HOUSING NEEDED

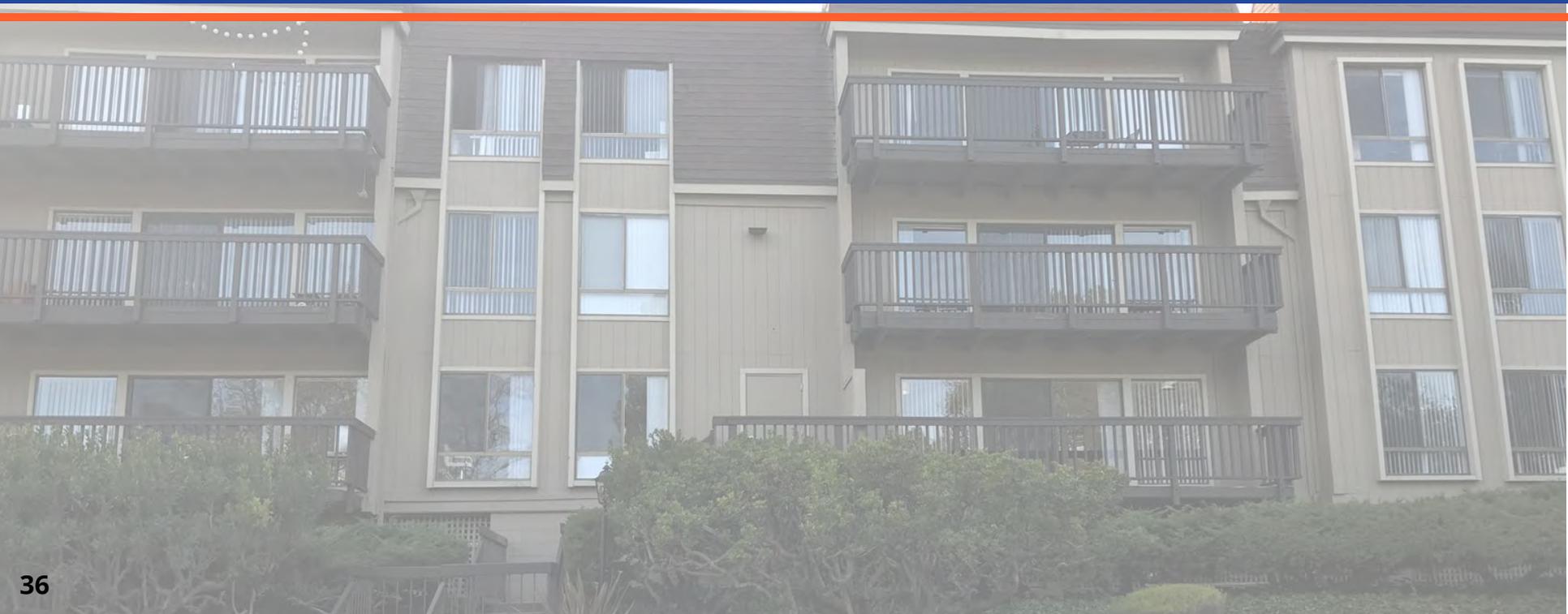
- Large amount of new housing planned in the Bayfront
- Housing Equity requires the remainder (net new RHNA) to be planned for the other areas of the city. Focus on high opportunity areas.
- A focus on affordability will require robust policies and programs to support higher levels of affordable housing production



POTENTIAL SITES



LAND USE OPTIONS

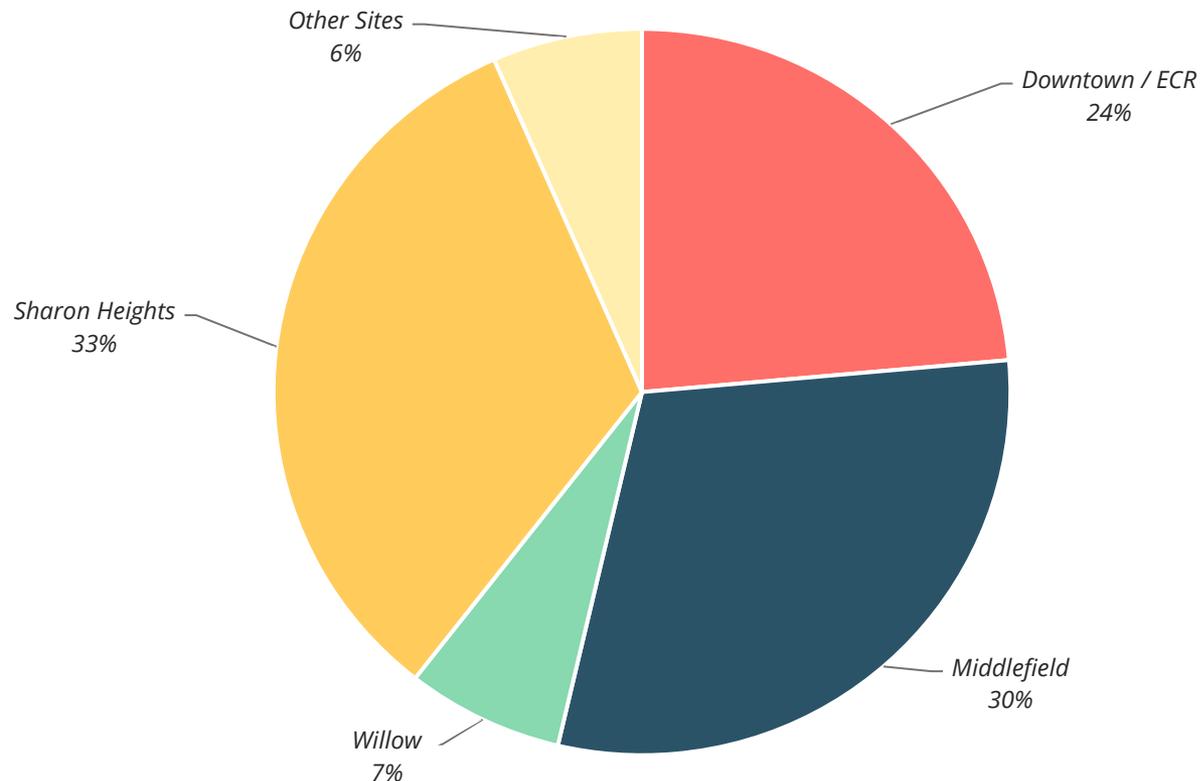


LAND USE OPTIONS

OPTION A – MODERATE UPZONING THROUGHOUT THE CITY

- Distributes development throughout the city in four geographic areas

Distribution of potential new housing units

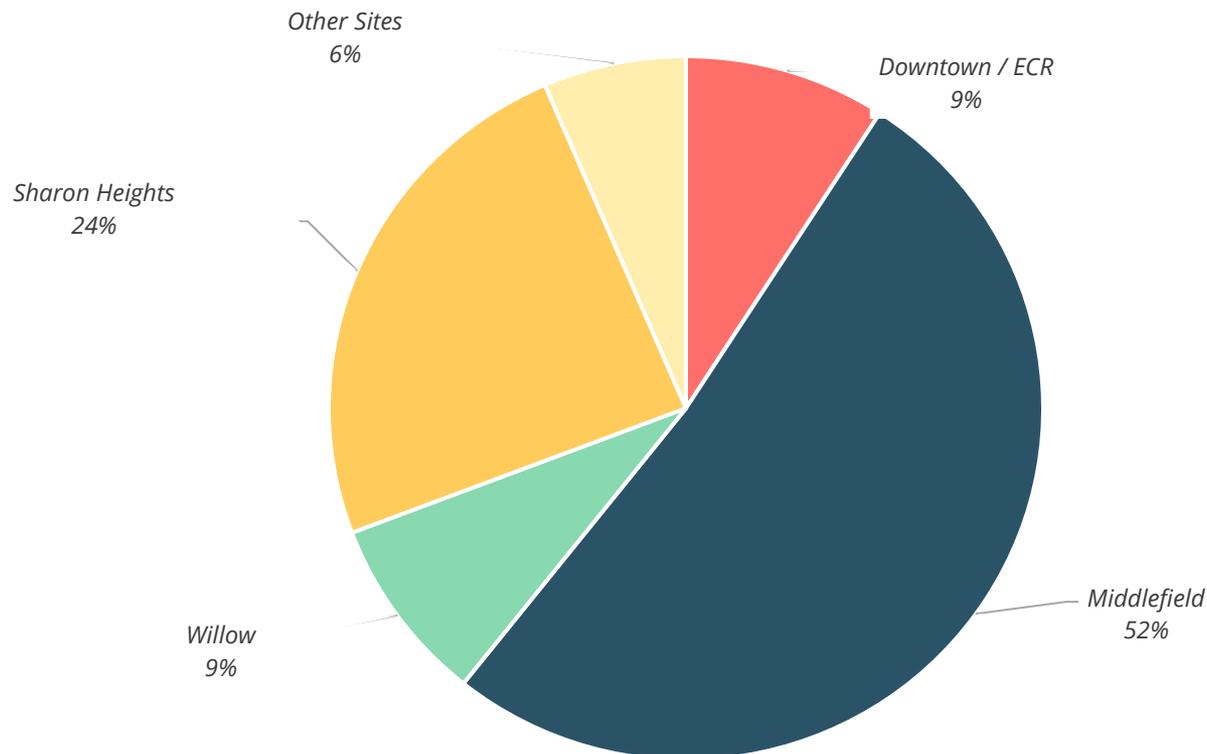


LAND USE OPTIONS

OPTION B – MIXED USE DEVELOPMENT FOCUSED ON MIDDLEFIELD/WILLOW

- Focuses development on the commercial sites land use strategy (adds residential use along Middlefield Road)

Distribution of potential new housing units

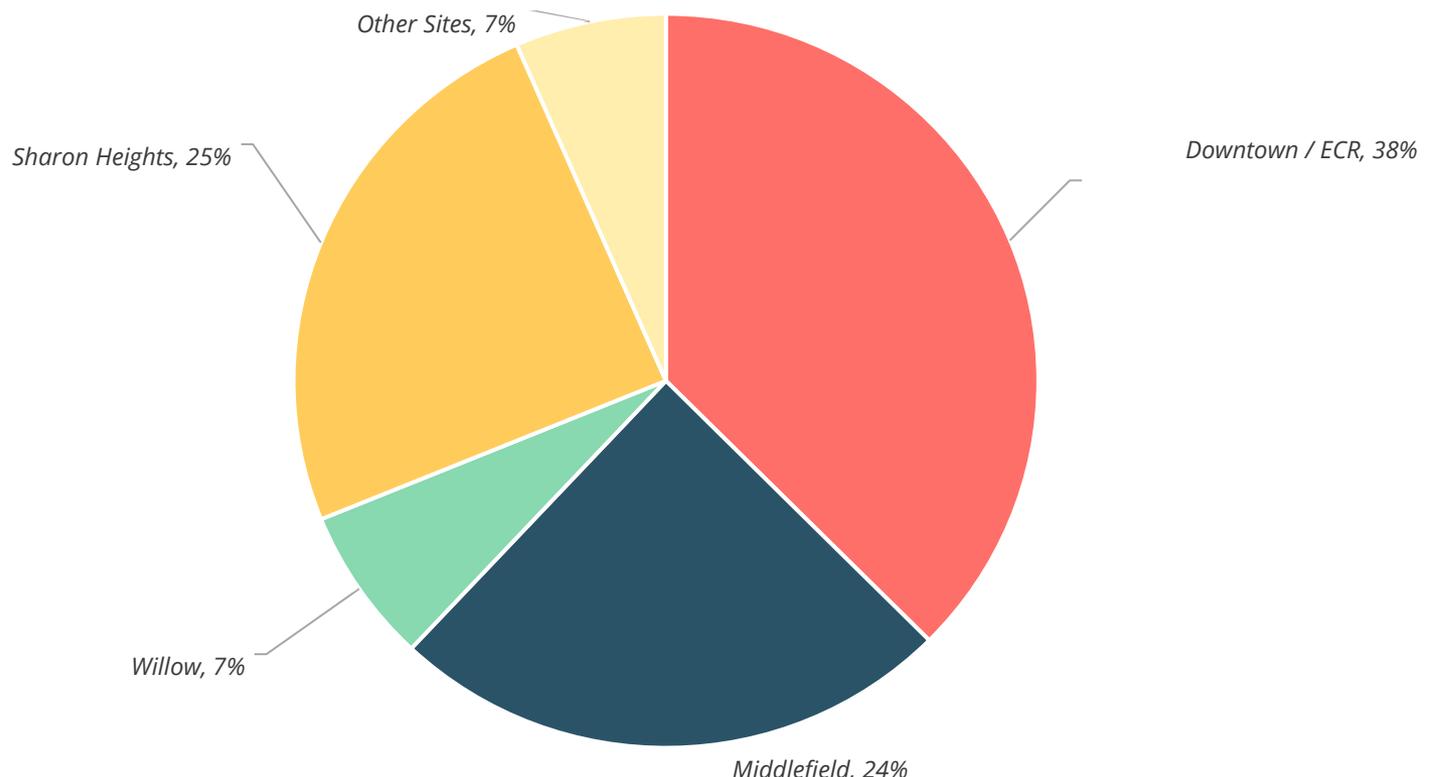


LAND USE OPTIONS

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

- Greater density in the Downtown and along the El Camino Real corridor

Distribution of potential new housing units

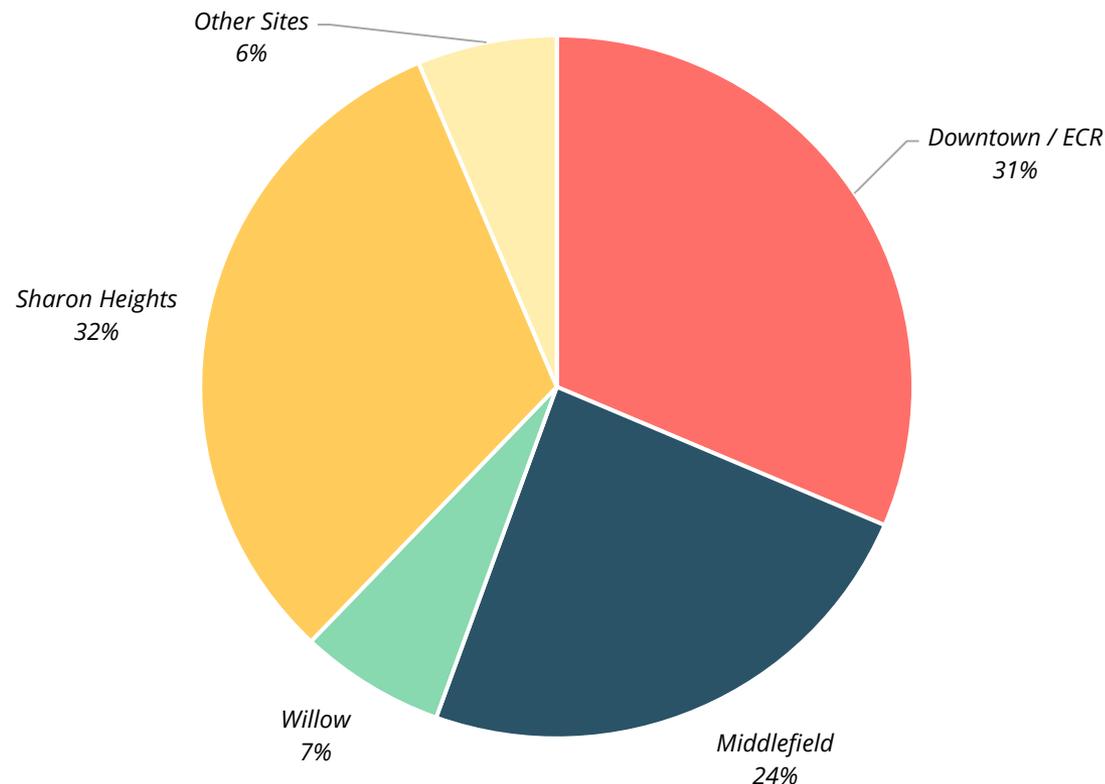


LAND USE OPTIONS

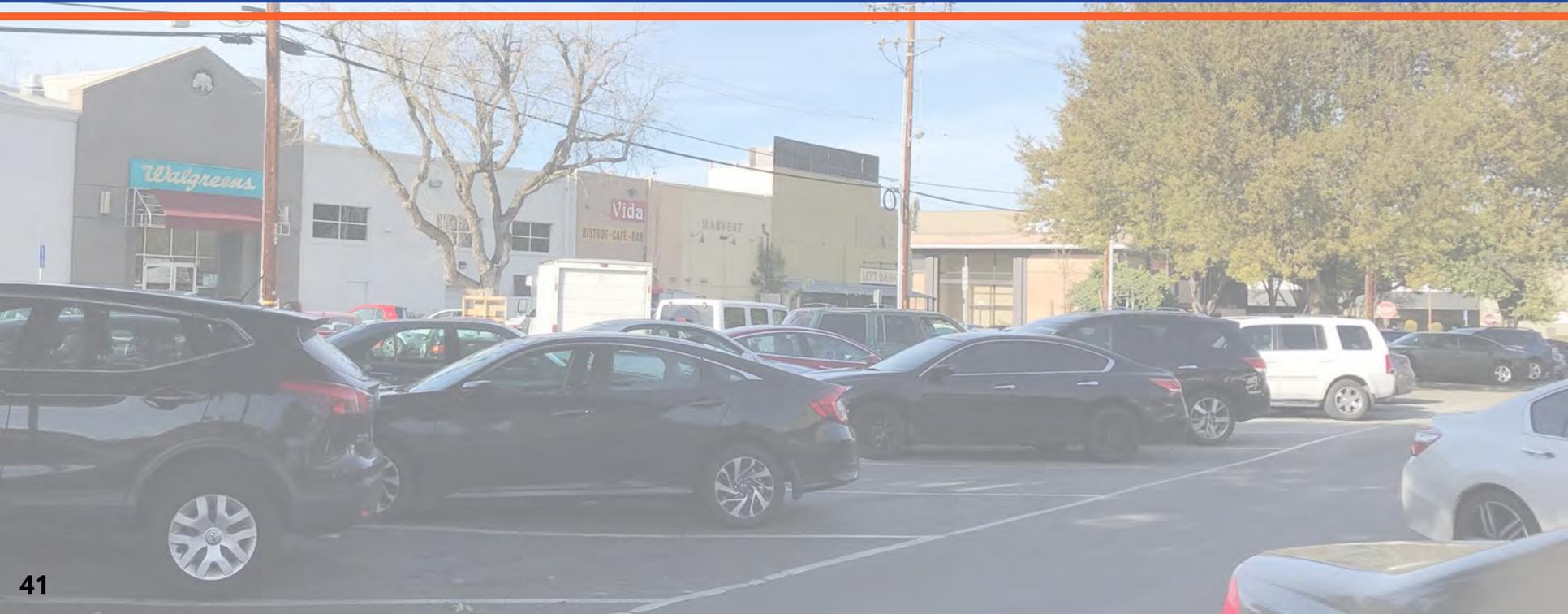
OPTION D - MIXED USE DEVELOPMENT FOCUSED ON DOWNTOWN/EL CAMINO REAL & SHARON HEIGHTS

- Greater density in the Downtown and along the El Camino Real corridor & Sharon Heights

Distribution of potential new housing units



COMMISSION RECOMMENDATIONS



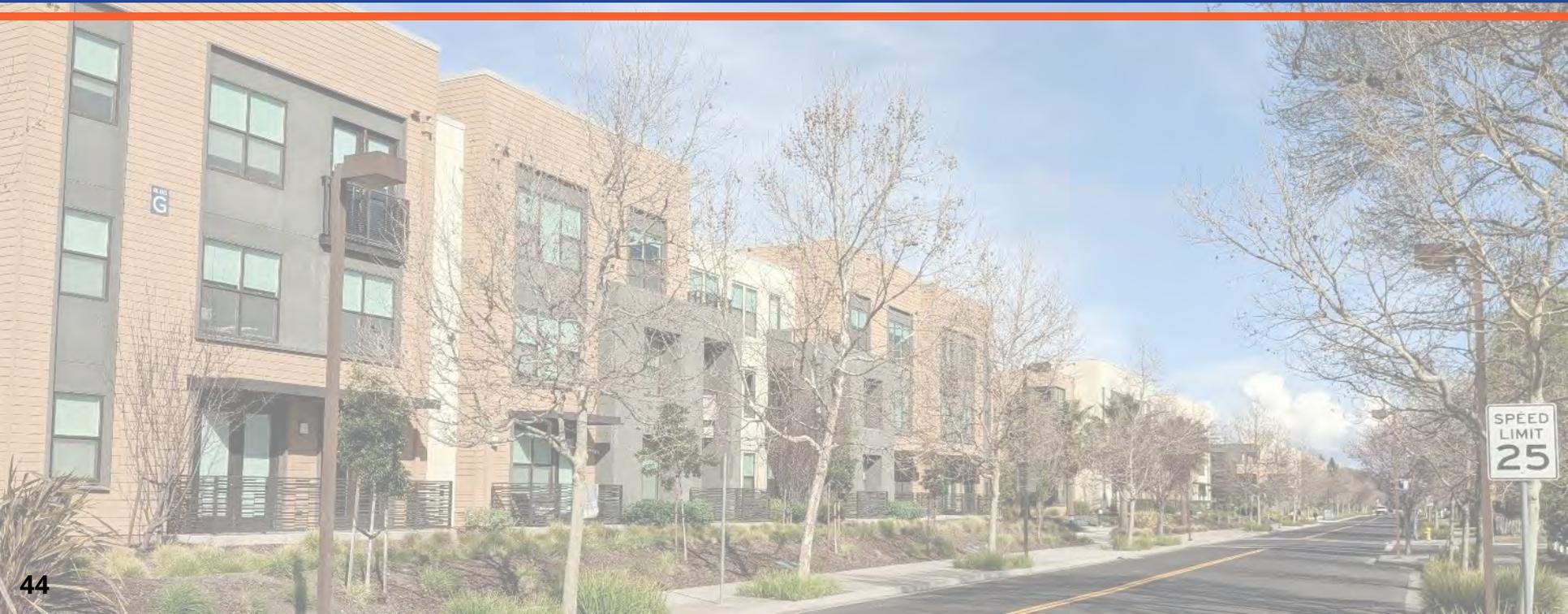
PLANNING & HOUSING COMMISSION MEETING

- **Interest in expanding the City's Affordable Housing Overlay**
- **Concerns relative to impacts on city schools, traffic, open spaces, amenities, and other public infrastructure**
- **Interest in incentives for affordable housing development**
 - **Lower parking requirements**
 - **Increasing density**
 - **Clear guidelines for City housing funds**

RECOMMENDATIONS BY THE COMMISSIONS

- **Planning Commission Recommendation**
 - The Commission made several motions, but none could gain a majority vote
 - Majority support for providing housing
- **Housing Commission Recommendation**
 - ***Option C – Downtown Focus***, including the following:
 - Higher unit yields in the Sharon Heights neighborhood
 - Further exploration of using City owned parcels that are not dedicated to green space
 - Pursue a competitive development process for the downtown parking lots

OPTIONS FOR THE CITY COUNCIL



NEW HOUSING BY AREA

Net New Units by Development Area							
Option	Summary	Downtown/ El Camino Real	Middlefield	Willow	Sharon Heights	Other Sites	Total
A	Moderate Upzoning Throughout the City	422	538	123	588	118	1,789
B	Mixed Use Development Focused on Middlefield/Willow	166	938	155	442	118	1,819
C	Mixed Use Development Focused in Downtown/El Camino Real	674	440	123	442	118	1,797
D	Option C + Option A for Sharon Heights	586	448	123	588	118	1,863

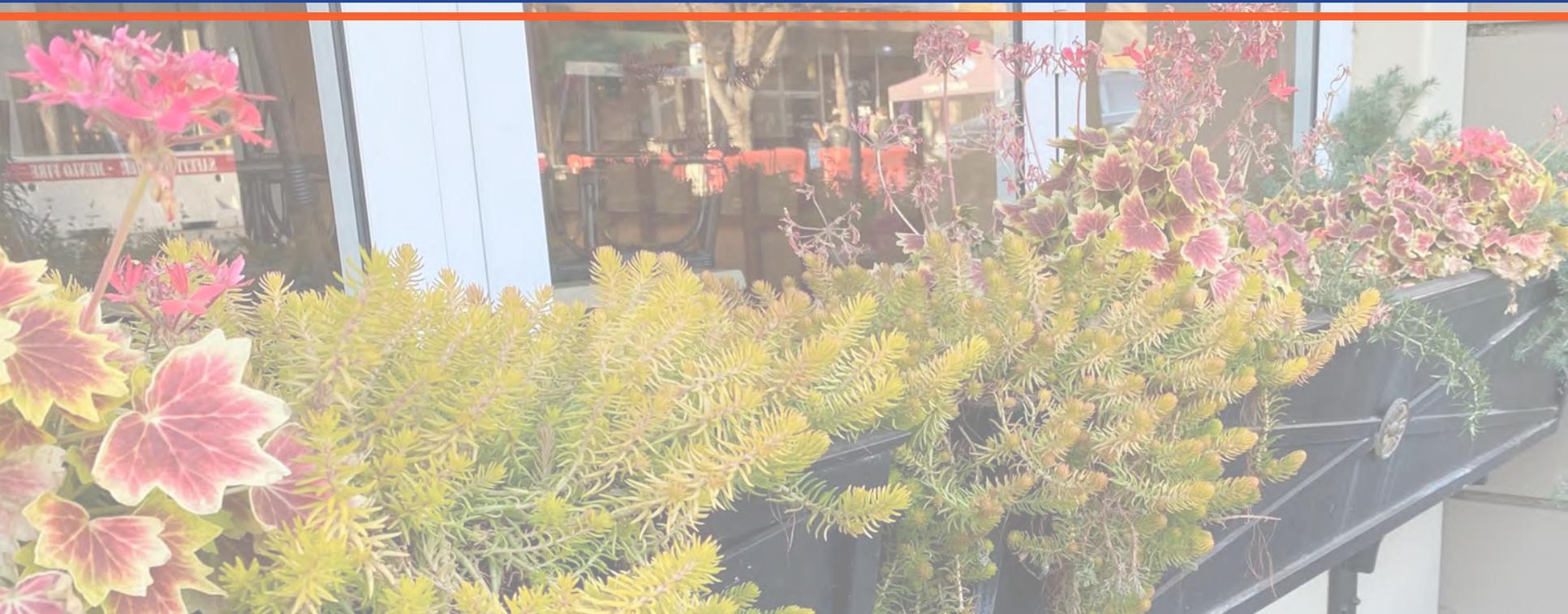
NEW HOUSING BY COUNCIL DISTRICT

Net New Units by Council District							
Option	Summary	1	2	3	4	5	Total
A	Moderate Upzoning Throughout the City	8	194	673	313	600	1,789
B	Mixed Use Development Focused on Middlefield/Willow	8	226	999	133	453	1,819
C	Mixed Use Development Focused in Downtown/El Camino Real	8	195	542	599	453	1,797
D	Option C + Option A for Sharon Heights	8	195	660	411	589	1,863

NEW HOUSING BY SCHOOL DISTRICT

Net New Units by School District						
Option	Summary	Las Lomas SD	Ravenswood City SD	Redwood City SD	Menlo Park City SD	Total
A	Moderate Upzoning Throughout the City	600	102	0	1,086	1,789
B	Mixed Use Development Focused on Middlefield/Willow	453	127	0	1,238	1,819
C	Mixed Use Development Focused in Downtown/El Camino Real	459	102	0	1,236	1,797
D	Option C + Option A for Sharon Heights	589	96	0	1,178	1,863

COUNCIL DIRECTION



CITY COUNCIL DIRECTION

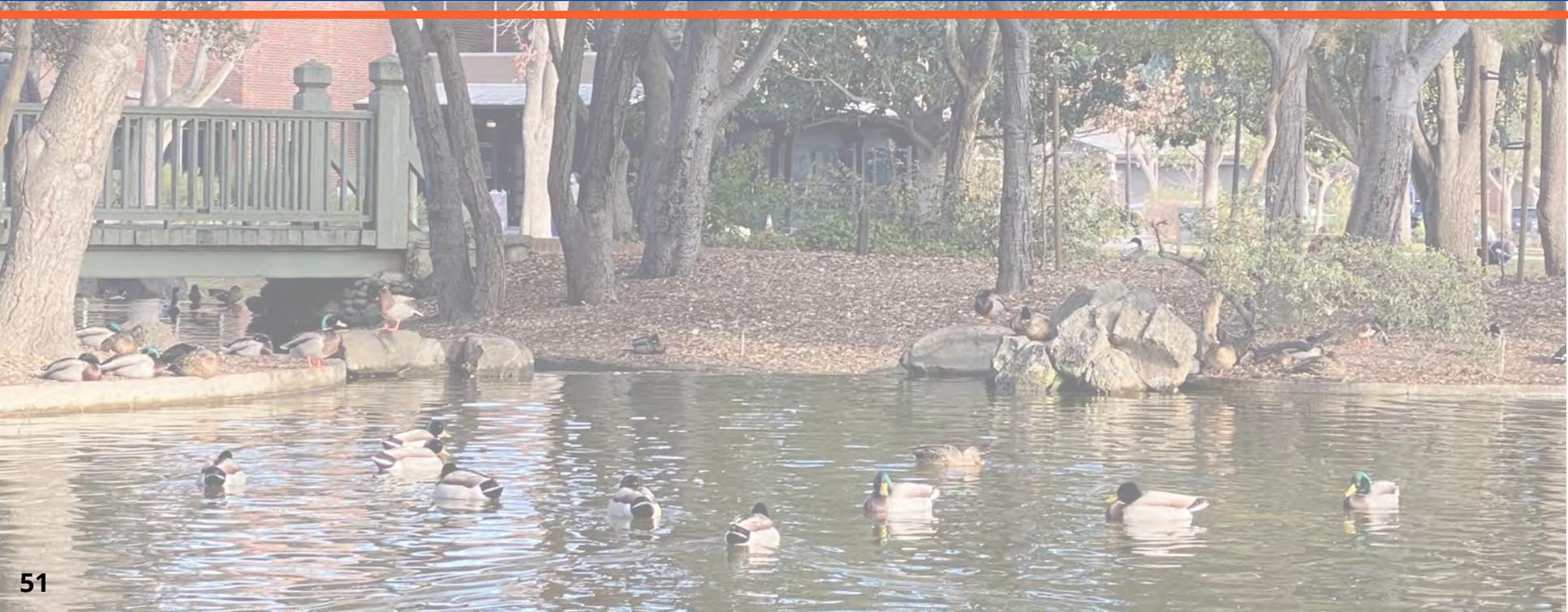
Does the City Council direct the project team to pursue any of the four housing strategies?

- **Option A – Moderate Upzoning Throughout City**
- **Option B – Mixed Use Development Focused Middlefield/Willow**
- **Option C – Mixed Use Development Focused Downtown/ECR**
- **Option D – Mixed Use Development Focused on Downtown/ECR & Sharon Heights**

ADDITIONAL CITY COUNCIL DIRECTION REQUESTED

- Evaluate net new housing of at least 2,200 units to provide flexibility.
- Consider density ranges above 30 units per acre in specific areas.
- Evaluate a density bonus program of up to 100% for 100% affordable projects.
- Explore building height increases as well as parking and other development standard modifications that would be required to achieve housing goals.
- Pursue an SB 10 implementing program concurrent with the Housing Element.

NEXT STEPS



2021

*Join us and give
feedback!*

Upcoming Events

Public Release of Notice of Preparation (NOP)

November 8, 2021 | *Tentative*

Planning Commission Scoping Session

November 15, 2021 | *Tentative*

Thank

you!



Questions



Comments

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

menlopark.org/housingelement