



WILLOW
VILLAGE

Community Amenities & Benefits

AUGUST 2022



Contents

- 1 Executive Summary**
- 3 ConnectMenlo Community Amenities Overview**
- 4 Willow Village Community Outreach & Engagement**
- 6 Community Voices: What We Heard**
- 8 Willow Village Plan Revisions Based on Community Feedback**
- 12 Community Amenities & Benefits**

Executive Summary

Peninsula Innovation Partners, LLC is pleased to present to the City of Menlo Park a range of community amenities and benefits incorporated into Willow Village that directly respond to input, feedback and requests we have received from over five years of community outreach and engagement. The benefits and amenities developed reflect Meta's decade long partnership with the Belle Haven neighborhood of the City of Menlo Park and the broader Menlo Park community.

Meta's existing commitment to its neighbors has resulted in tens of millions of dollars in direct investment in Belle Haven including the commitment to fund and build a new \$40M Menlo Park Community Campus (new community center, youth center, library, senior center); provide support for small business in Belle Haven and citywide; fund local education and environmental initiatives; rent support for teachers and small business organizations; food subsidy programs; home rehabilitations for low income residents; deliver neighborhood improvements; fund and build local traffic improvements; sponsor community festivals; provide direct financial support to Menlo Park community organizations; and most recently host Covid-19 vaccine clinics for Belle Haven residents.

In response to feedback and requests from the City Council and City Council Subcommittee for Willow Village Community Amenities and Development Agreement, we have modified the proposal to reduce or remove certain values assigned to Community Amenities from the original proposal. The total Community Amenities value for the purposes of the Community Amenities Proposal and Public Benefit for Development Agreement is approximately \$200M, including the addition of approximately \$15M in community amenities and funding to focus on the Belle Haven neighborhood and support the City of Menlo Park. We estimate the city assigned value of approximately \$188M based on previous city estimates and have included those below.

The current community amenities and benefits proposed for Willow Village not only meet the requirements of the ConnectMenlo community amenities ordinance, but also make Willow Village a one-of-a-kind place that connects the existing Belle Haven neighborhood with a new town square environment to include new retail, neighborhood services, housing, parks, trails, open spaces, and employment opportunities. It will create a place to enjoy, while promoting community and connection.

While we are required by the ordinance to deliver community amenities valued at approximately \$133M, we are including community amenities and benefits exceeding the city requirements, including:

- **Full-Service Grocery Store**
- **Full-Service Grocery Store Rent Subsidy**
- **Pharmacy Services**
- **ATM/Banking Services**
- **Restaurants/Cafes**
- **Community Entertainment Retail**
- **Publicly Accessible Open Space**
- **Job Training & Internships for Local Residents**
- **Rent Support for Local Teachers**
- **Funding for Belle Haven Shuttle**
- **Funding for Additional Affordable Housing**
- **Funding for Belle Haven Air Quality Monitoring Equipment**

Executive Summary (continued)

These amenities and benefits are in addition to more than \$50M in one-time traffic improvements and fees, electrical grid improvements to support all-electric buildings and mitigation measures provided by Willow Village. Willow Village will also provide millions of dollars in ongoing annual revenue to Menlo Park services and schools from increases in property, sales and transient occupancy taxes generated from the hotel.

We look forward to continued coordination and collaboration with the City on the Community Amenities and Benefits Proposal as we work together as partners to make Willow Village a special place for Belle Haven and Menlo Park for generations to come.



CONNECTMENLO

ConnectMenlo Community Amenities Overview

The City of Menlo Park adopted the ConnectMenlo General Plan Land Use and Circulation Elements and M-2 Area Zoning Update (“ConnectMenlo”) on December 6, 2016. An outgrowth of extensive community outreach during the ConnectMenlo process, the City’s General Plan establishes that significant new development should provide community amenities, “including jobs, housing, schools, libraries, neighborhood retail, childcare, public open space, telecommunications access, and transportation choices.” As implemented through the City’s Zoning Ordinance, the bonus level development program requires applicants for development at the “bonus” level established in the ordinance to provide community amenities equivalent in value to 50 percent of the value of the additional gross floor area of the bonus level development.

As part of the City process, community amenities provided must (i) be selected from a “Community Amenities” list adopted by the City Council as part of the Connect Menlo process, (ii) be provided through payment of an in-lieu fee, or, (iii) for community amenities that are not on the list, be implemented through a Development Agreement. The Zoning Ordinance provides that construction of the amenities is preferable to payment of a fee.

Based on this policy, Willow Village is required to provide community amenities valued at approximately \$133M, or 50 percent of the value of the proposed Willow Village bonus level development as determined by an independent third party appraisal commissioned by the City of Menlo Park in accordance with the City’s appraisal standards. While the Willow Village obligation is \$133M in amenity value according to the City’s estimate, we have offered unprecedented community amenities and benefits value, in excess of the city requirement.

Willow Village Community Outreach & Engagement

Community Meeting

After more than three years of conversations with neighbors, local community organizations and civic leaders, we have recently submitted refined plans for Willow Village to the City of Memphis.

Input from our Belle Haven neighbors has been critical to this evolution and led to important changes, like prioritizing a grocery store in the first phase and safe, convenient access across Willow Road on an elevated park.

Please join us for a special virtual meeting for the Belle Haven community
Thursday, February 4 at 6:00pm

Community Meeting

After more than three years of conversations with neighbors, local community organizations and civic leaders, we have recently submitted refined plans for Willow Village to the City of Memphis.

Input from our Belle Haven neighbors has been critical to this evolution, and has led to important changes, like prioritizing the grocery store in the first phase and safe, convenient access across Willow Road on an elevated park.

Please join us for a special virtual meeting for the Belle Haven community
Thursday, February 4 at 6:00pm

“Balancing and housing”

“A full-service grocery store”

“Provide a safe connection with Belle Haven”

“Affordable housing, especially for seniors”

“Sustainability”

“Reduced traffic impacts”

“Your ideas. Your vision. Your words...”

“Your ideas. Your words...”

“Your ideas are building great things. Tell us more.”

“Your ideas are building great things. Tell us more.”

Sign me up for the following meetings:

- Thursday, February 25, 6:00 pm
- Wednesday, March 10, 6:00 pm
- Thursday, April 8, 6:00 pm

Yes! I support Willow Village

I would like to receive updates via email



The Willow Village team has engaged in an extensive and unprecedented community outreach effort over five years, with special focus, attention, and feedback from our Belle Haven neighbors to help create, shape, and refine Willow Village.

Over that period of time the Willow Village team has:

- Met personally with thousands of neighbors from Belle Haven, nearby neighborhoods, and throughout Menlo Park, as well as community stakeholder groups
- Hosted more than 100 small group and one-on-one stakeholder meetings
- Convened 10 large group community meetings with more than 500 residents participating
- Facilitated live polling sessions at community meetings to learn more about community amenity, park programming, and retail preferences from neighbors
- Received more than 1,000 online survey responses about Willow Village
- Hand delivered bi-lingual flyers to Belle Haven households to encourage participation in community meetings and feedback
- Sent dozens of Willow Village update emails and invitations to Belle Haven neighbors and other Menlo Park residents to encourage input and feedback on plans
- Provided ongoing multi-year social media advertising to encourage Menlo Park residents to learn more about Willow Village, take surveys, participate in community meetings and provide input and feedback on the plans
- Met with and received endorsements and support from more than a dozen stakeholder groups including Belle Haven residents and other Menlo Park neighbors, local and regional environmentalists, business organizations, housing advocacy groups and labor organizations

We have focused our efforts in good faith with our neighbors and the City, beginning with the City's 2016 ConnectMenlo Amenities List and adding thousands of direct conversations with the community for over five years to plan key elements of Willow Village. In 2021 alone, we held four additional community meetings with hundreds of residents, wherein we polled residents on their desired amenities, many of which match directly with the 2016 ConnectMenlo list and our plan.

We have also received direct feedback and input from the City Council and City Council Subcommittee for the Willow Village Community Amenities and Development Agreement and modified the previous community amenities proposal in direct response to feedback received by both the City Council and Subcommittee.

Community Voices: What We Heard

Top 5 elements considered most important, ranked by the majority of survey respondents:

- 1) Full-service grocery store**
- 2) Affordable housing**
- 3) A balance in new jobs and new housing units**
- 4) New Town Square**
- 5) Publicly Accessible Open Space**

Top Preferred Uses, Retail, ranked by community meeting attendees:

- 1) Grocery store**
- 2) Restaurants/cafes**
- 3) Bakery/coffee houses/ice cream**
- 4) Family entertainment (bowling/cinema/live theater)**
- 5) Pharmacy**

Top Preferred Uses, Parks/Open Space, ranked by community meeting attendees:

- 1) Seating areas/benches/picnic areas**
- 2) Grass for landscaped areas for relaxing**
- 3) Community/cultural events/farmers markets/food trucks**
- 4) Live music/event venue (i.e. amphitheater)**
- 5) Play structures/games areas**

“Build something for the community first”

“Do something about the traffic in the area”

“Collaboration is key”

“Think about the need of the very low income families of the area. We need more affordable housing”

“Facebook should make sure a grocery store, pharmacy and parks are built for the Belle Haven area”

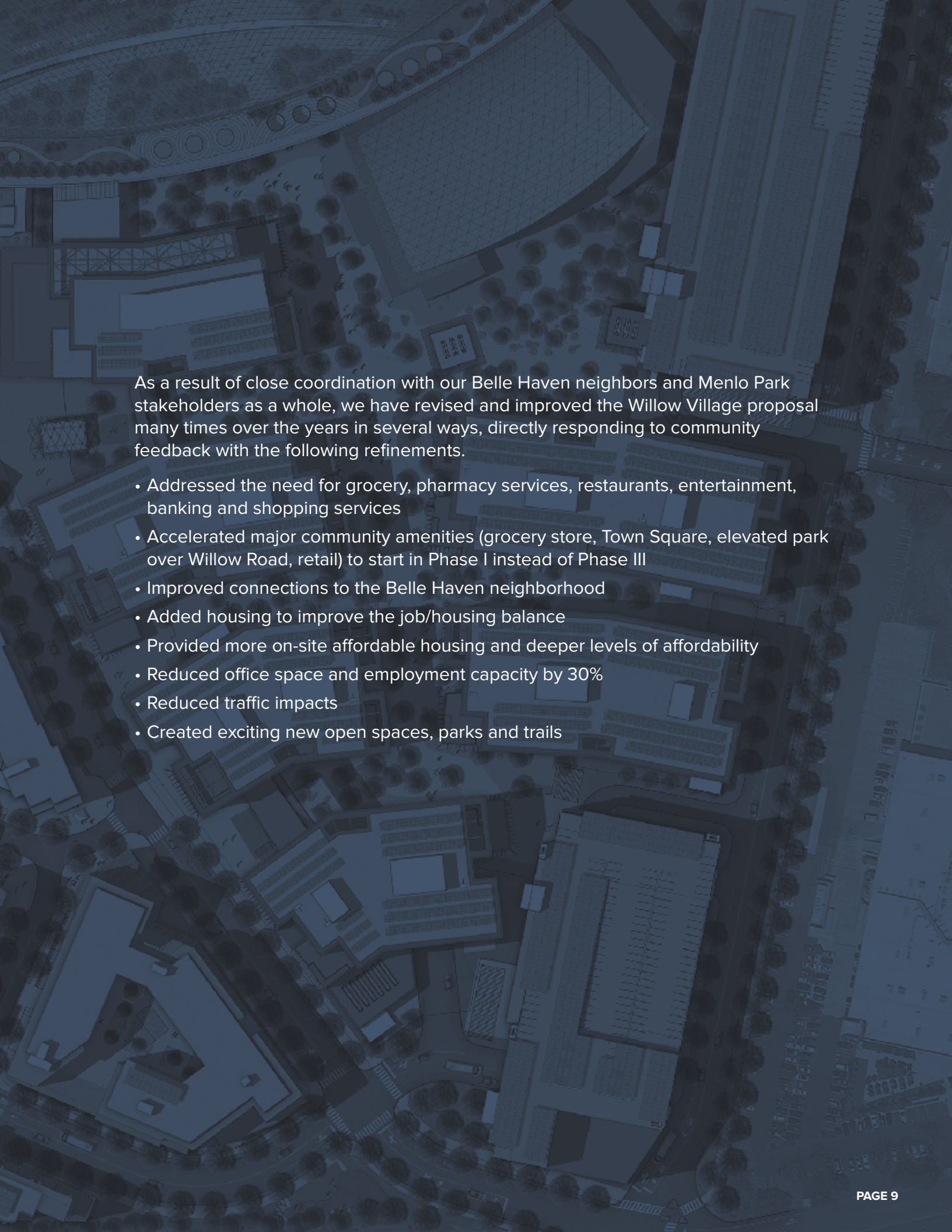
“Just be sure to work toward carbon neutral”

Willow Village Plan Revisions Based on Community Feedback

SILICON VALLEY
BUSINESS JOURNAL

**Smaller footprint, greater focus on community
amenities in Facebook's Willow Village update**

San Jose Mercury News
**Facebook proposes focused revamp of Willow
Village in Menlo Park**



As a result of close coordination with our Belle Haven neighbors and Menlo Park stakeholders as a whole, we have revised and improved the Willow Village proposal many times over the years in several ways, directly responding to community feedback with the following refinements.

- Addressed the need for grocery, pharmacy services, restaurants, entertainment, banking and shopping services
- Accelerated major community amenities (grocery store, Town Square, elevated park over Willow Road, retail) to start in Phase I instead of Phase III
- Improved connections to the Belle Haven neighborhood
- Added housing to improve the job/housing balance
- Provided more on-site affordable housing and deeper levels of affordability
- Reduced office space and employment capacity by 30%
- Reduced traffic impacts
- Created exciting new open spaces, parks and trails

Community Amenities & Benefits



Sustainable LEED Gold design featuring timber construction materials, on-site renewable energy, all electric buildings, and a district recycled water system.

The Willow Village Community Amenities & Benefits proposal provides unprecedented community amenities and benefits. This package of amenities exceeds our requirements under ConnectMenlo for bonus level development and exceeds the \$133M community amenity value estimate by the City and required by the Zoning Ordinance.

Based on input from the City Council and Subcommittee, the revised assigned Total Community Amenity Value and Public Benefit for purposes of the Development Agreement is approximately \$200M, including approximately \$15M in new items.

These community amenities and benefits are in addition to:

- Over \$50M in traffic improvements and fees and electrical grid improvements to the area to enable all-electric buildings as well as mitigations required for Willow Village
- More than 300 affordable homes planned at Willow Village, including 119 for seniors
- Millions of dollars in ongoing annual revenue to Menlo Park the fire district and other special districts, from Willow Village, including:
 - Increased property tax revenue
 - Additional sales tax from retail purchases
 - Additional transient occupancy tax from hotel

In response to community input and feedback and in compliance with the Community Amenities Ordinance and City Council Resolution No. 6360, Community Amenities List Page 5 - Exhibit A, Willow Village has incorporated the following community amenities and benefits into the project and/or will fund various programs identified below.

We propose that amenities and benefits in this proposal in excess of the community amenities requirement be considered as Public Benefits under a Development Agreement. A summary of the amenities and values are included for reference. While Willow Village valuation estimates are higher than the City's, Willow Village can accommodate the City assigned values and the additional funding requests made by the City Council and Subcommittee, provided that no further modifications are made to the Community Amenities values or proportion of values assigned to each Community Amenity below; there is no additional funding included beyond what is outlined below; and the Community Amenity value in excess of the Community Amenity obligation satisfied the Public Benefit for the Development Agreement.

Community Amenities & Benefits



Full-Service Grocery Store

Willow Village will fund and construct a full-service grocery store providing a range of goods, including fresh fruits, vegetables and meat and dairy products as a central element of Willow Village. City Assigned Value: \$30,450,935



Full-Service Grocery Store – Rent Subsidy

Due to expedited phasing of the Grocery Store, we anticipate funding two years of rent subsidy for the full service grocery store referenced above. City Assigned Value: \$1,972,630



Pharmacy Services

Pharmacy services to fill prescriptions and offer convenience goods will be included as part of the project. City Assigned Value: \$992,340



Bank/Credit Union Branch with ATM

A bank or credit union branch with an ATM will be included in the project. City Assigned Value: \$1,557,964



High Quality Affordable Housing

In addition to more than 300 affordable homes located onsite at Willow Village (including 119 affordable homes for seniors), we have made the commitment to subsidize rent for 22 teachers currently living at 777 Hamilton Apartments in Belle Haven, from 2022-2024, when the current subsidy program expires and prior to Meta's completion of new affordable housing where teachers could then reside in the new location off site. City Assigned Value: \$1,745,319



Restaurants/Cafes

A range of dining options, from cafes to sit-down restaurants, serving residents and local employees will be included in the project (six for the purpose of Community Amenities value).
City Assigned Value: \$10,316,257



Proposed New Bike/Pedestrian Trails, Paths and Lanes

Willow Village originally proposed to fund and construct new bike lanes and pedestrian paths and connect them to existing facilities and the Bay Trail, including the Willow Road bicycle and pedestrian tunnel. Based on City Council and Subcommittee feedback, the item and value have been removed from the proposal. The construction of tunnel would be an option but not an obligation of the project.
City Assigned Value: \$0



Job Training + Community Hub

Willow Village will fund career pathway training and development programs in partnership with local non-profits YearUp and JobTrain, and funding and management of a Community Hub to prepare local residents with jobs skills and fund internships for Belle Haven/Menlo Park residents for three years. City Assigned Value: \$8,304,907



Dog Park

The construction of improvements of a dedicated enclosed place where dogs can run is incorporated into Willow Village. Based on City Council and Subcommittee feedback that the on site dog park was not a priority for community amenity value purposes, the value has been removed from the proposal but may be constructed and included as a Public Benefit in the Development Agreement.
City Assigned Value: \$0



Community Entertainment Offerings

Willow Village proposes to incorporate community entertainment offerings such as a cinema, live music, bowling or similar use in direct response to community input about the desire for community entertainment retail amenities. City Assigned Value: \$12,247,793



Food Stability/Mobile Market

The Mobile Market is an existing program to support food stability efforts in the community and is not funded by Willow Village. The program provides fresh, quality produce at a subsidized cost to local residents for two years. The value and obligation was removed from the proposal and may continue to be implemented independent of the Willow Village. City Assigned Value: \$0



Elevated Park

We have incorporated an Elevated Park to create direct and convenient access between Belle Haven and Willow Village for our neighbors. The proposal has been revised to only include 50% of the value of the Elevated Park at the direction of the Subcommittee. The park will feature bike and pedestrian paths, gathering spaces, plazas and a variety of landscaped areas, as well as Town Square and Bay overlook plazas. City Assigned Value: \$66,834,336



Town Square

The Town Square is provided as a place for our neighbors to enjoy and promote community and connection. Town Square will include areas for community gatherings, festivals and farmers markets all surrounded by retail, cafes and restaurants with easy access to the Elevated Park and other retail and community amenities. City Assigned Value: \$15,517,431



Publicly Accessible Open Space

Willow Village proposes acres of publicly accessible open space improvements, and ongoing land, park and open space improvements and ongoing operating and maintenance costs for these areas, in excess of what is required by City code.

- Publicly accessible open space provided in excess of City requirement. City Assigned Value: \$18,078,137
- Publicly accessible open space operating and maintenance cost. City Assigned Value: \$4,656,361

Additional Belle Haven and City Community Amenities & Funding

Willow Village will also provide the below community amenities and funding as requested by the City Council and Subcommittee to further benefit the Belle Haven neighborhood and broader Menlo Park community.



Funding for Bayfront Shuttle

Willow Village would fund a Bayfront shuttle through the formation of a Transportation Management Association (TMA) that would provide a shuttle for our neighbors to and from Willow Village. Value: \$9,700,000.



Funding for Additional Affordable Housing

In addition to 312 affordable housing units as part of the project (including 119 affordable homes for low-income seniors), and funding for affordable housing for teachers as a Community Amenity, Willow Village would also provide millions of dollars in additional funding for affordable housing in the City of Menlo Park. Value: \$5,000,000



Funding for Belle Haven Air Quality & Noise Monitoring Equipment

Willow Village would contribute funding to purchase and install one (1) new high-quality air monitoring system and one (1) new high-quality noise monitoring system for the Belle Haven neighborhood. Value: \$150,000



Willow Road Feasibility Study

Willow Village would provide funding to support a feasibility study to evaluate the potential future ownership of Willow Road by Menlo Park, if the City desires to undertake a study. If not, the funds can be repurposed at the City's discretion. Value: \$100,000



WILLOW
VILLAGE

The Willow Village plan is consistent with the community planning vision of ConnectMenlo, Menlo Park's General Plan, and more than five years of conversations with neighbors and civic leaders.

