



**CITY COUNCIL and
PLANNING COMMISSION
SPECIAL JOINT MEETING AGENDA**
Tuesday, March 31, 2015 at 7:00 PM
701 Laurel Street
City Council Chambers
Menlo Park, CA 94025

7:00 P.M. ROLL CALL

City Council: Carlton, Cline, Keith, Ohtaki, Mueller
Planning Commissioners: Bressler, Combs, Duriseti, Eiref, Ferrick, Kadvany, Onken

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

Under "Public Comment" the public may only address the Council and Commission on the subjects listed on the agenda. Each speaker may address the Council and Commission once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live.

SPECIAL BUSINESS

1. Review and provide general direction on Draft M-2 Preferred Land Use Alternative Map ([Staff report #15-054](#))

ADJOURNMENT

Agendas are posted in accordance with Government Code Section 54954.2(a) or Section 54956. Members of the public can view electronic agendas and staff reports by accessing the City website at <http://www.menlopark.org/AgendaCenter> and can receive e-mail notification of agenda and staff report postings by subscribing to the [Notify Me](#) service on the City's homepage at www.menlopark.org/notifyme. Agendas and staff reports may also be obtained by contacting the City Clerk at (650) 330-6620. Copies of the entire packet are available at the library for viewing and copying. (Posted: 3/26/2015)

At every Special Meeting of the City Council and Commission, members of the public have the right to directly address the City Council and Commission on any item listed on the agenda at a time designated by the Mayor, either before or during consideration of the item.

Any writing that is distributed to a majority of the City Council and Commission by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available for inspection at the Office of the City Clerk, Menlo Park City Hall, 701 Laurel Street, Menlo Park, CA 94025 during regular business hours. Members of the public may send communications to members of the City Council via the City Council's e-mail address at city.council@menlopark.org. These communications are public records and can be viewed by any one by clicking on the following link: <http://ccin.menlopark.org>.

Persons with disabilities, who require auxiliary aids or services in attending or participating in City Council meetings, may call the City Clerk's Office at (650) 330-6620.



COMMUNITY DEVELOPMENT DEPARTMENT

Council Meeting Date: March 31, 2015
Staff Report #: 15-054

STUDY SESSION: **Review and Provide General Direction on Draft M-2 Preferred Alternative Map**

RECOMMENDATION

Staff recommends that the City Council and Planning Commission consider the staff report, presentation and public comment, and review and provide general direction on the Draft M-2 Preferred Alternative map.

At a subsequent Council meeting in April, staff will return with a regular business item for the Council to accept the Preferred Alternative Map for purposes of commencing the environmental and fiscal review.

POLICY ISSUES

The General Plan and M-2 Zoning update process will consider a number of policy issues. As part of the consideration of the Draft M-2 Area Preferred Alternative, the Council will need to consider the types of land uses, the number of jobs, the number of housing units, and the number of hotel units that could result from potential changes to the area. With additional development, there could be impacts, but also greater availability to fund other desired improvements in the community. Future goals, policies and programs for the General Plan land use and circulation elements and the Zoning Ordinance development regulations and design standards can help ensure that future development in the area is done in a way that creates a sense of place that is desired by the community.

BACKGROUND

The General Plan serves as the City's comprehensive and long range guide to land use and development in the City's jurisdiction, and is required by State law. The General Plan provides a framework for land use and development decisions consistent with the established community vision. The City Council established early in the process that the General Plan land use update would be focused on the M-2 (General Industrial) area, which includes the business parks generally located between US Highway 101 and the San Francisco Bay.

A list of the events and activities to date are listed in Attachment B for reference. The events and activities have varied in content, format and purpose, some being more educational in nature like the symposiums while other events, such as the workshops and focus groups, were aimed at soliciting opinions and ideas.

The General Plan Advisory Committee (GPAC) has conducted six meetings to provide feedback and guidance to staff and the consultant team on a number of subjects, including the workshop formats, Guiding Principles and more recently, the draft preferred land use alternative for the M-2 Area.

In December 2014, the City Council and Planning Commission participated in a joint study session to provide input on the Guiding Principles before the City Council accepted the Guiding Principles on December 16, 2014. The Guiding Principles are broad statements intended to reflect the community's values and vision for the future. The Guiding Principles represent the vision and overarching themes that guide development of the goals, policies and implementation programs, and thus a key component of a General Plan. The Guiding Principles are included as Attachment A.

At the joint study session, the City Council and Planning Commission also provided feedback and general guidance on the proposed approach to the preferred land use alternative workshop. Since the study session, the ConnectMenlo process has focused on the development of a preferred land use alternative map for the M-2 Area, which is the subject of the City Council/Planning Commission joint study session on March 31, 2015. The Draft M-2 Preferred Alternative Map is included as Attachment B.

ANALYSIS

The "Preferred Alternative" is a land use map that represents the "vision" for the M-2 Area. The map shows the types and locations of future land uses and the associated building heights, as well as potential infrastructure improvements such as new roadway and bicycle/pedestrian connections that are intended to create a sense of place. The total square footage, number of housing units, hotel units, and jobs associated with potential new development are estimated based on the land use map and used to analyze potential environmental impacts. These metrics will also inform an economic analysis that will estimate the value of new development and potentially the level of developer contributions that may be required in order to allow additional development, above what is currently allowed, to occur in the area.

How was the M-2 Area Preferred Alternative Created?

Through a series of workshops, open houses, GPAC meetings and a survey, staff and the consultant team have received input and guidance on what the "Preferred Alternative" should be. A list of meeting dates since the last study session in December is included as Attachment C. Materials from these meetings, including the presentations and meeting summaries, are available on the ConnectMenlo webpage at www.menlopark.org/connectmenlo.

In December 2014 and January 2015, the City held a community workshop and open house to discuss two potential land use alternatives, a no change from the current General Plan and a range of options suggested by community members and property owners, and to hear ideas from participants about the type of place that they would like to create for the area. From the workshop, a third potential land use alternative was created. All three land use alternatives were presented in a survey, and participants were asked their preferred land use alternative.

On January 28, 2015, the GPAC reviewed the results of the survey and provided direction to staff and the consultant team to revise the map to create a *preliminary* Draft Preferred Alternative Map. Subsequently, the GPAC met on February 12, 2015 to review the updated map. After considering public comment and discussing, the GPAC considered modifications, including the addition of potential new residential uses on the Prologis site (recently purchased by Facebook) and at the Facebook East Campus, and the addition of potential mixed use at the corners of Willow Road and Newbridge Street. With these changes, the word “preliminary” was dropped and the Draft Preferred Alternative as recommended by the GPAC was presented at the March 12 workshop and March 19 Open House. Attachment D diagrammatically presents the evolution of the Draft Preferred Alternative.

As part of the March workshop and open house, the Draft Preferred Alternative was shared with attendees. Participants were also asked to provide their comments about what they liked and what changes they would make to the map. The comments that we received from the workshop and open house have been compiled and are included as Attachment E. Correspondence received following the meetings and prior to publication of the staff report is included as Attachment F. In response to a comment made at the meeting regarding more targeted outreach to the Belle Haven neighborhood, the City mailed the Draft Preferred Alternative and comment card to all property owners and residents in the Belle Haven neighborhood to encourage greater participation and input for consideration. All comments received were transmitted to the GPAC for their consideration at its March 25, 2015 meeting and have been included here for the City Council and Planning Commission’s review and discussion.

General Plan Advisory Committee Recommended M-2 Area Preferred Alternative

At the March 25, 2015 GPAC meeting, the GPAC considered additional revisions to the Draft Preferred Alternative based on comments that were received about expanding the life science area and increasing the building heights in certain locations. Renderings that depict the proposed changes to the Willow Road Area and the Jefferson Drive Area were presented to the GPAC to provide a perspective of what the development could be, in terms of massing. The renderings are included as Attachments G and H. Both the GPAC and members of the public provided input, which led to a healthy discussion and extensive deliberation on the recommendation on the refinements. The meeting summary will be available before the study session, but a few of the recurring themes from the discussion were the following:

- Infrastructure needs to be addressed first.
- Strong design standards will be important to create buildings that are pedestrian friendly and provide modulation in size and form.
- Benefits to the community should be required in exchange for additional development potential.
- Strategies to address affordable housing to keep existing residents in place are important for the community.
- There needs to be sensitivity to adjacent neighborhoods when heights are considered.

The GPAC recognized that many of the points made at the meeting will need to be further discussed as part of the formulation of the goals, policies and programs, and the drafting of the new zoning regulations and design standards for the area, which are the next steps in the process.

Although the GPAC was not in complete agreement on all aspects of the proposed refinements to the map, there was a general consensus to update the Draft Preferred Alternative to support the following revisions:

- Expand the life science land use to include the entire north side of O'Brien Drive;
- Increase the range of building stories near Adams Drive to 3 to 6 stories; and
- Modify the story range in the Prologis site and along the north side of O'Brien Drive to 5 to 8 stories, with an average number of stories of 5.5.

The Refined GPAC particularly noted that a maximum of eight stories is being supported for study purposes, and there is discomfort to go to eight stories unless there is benefits to the community or a better understanding of the trade-offs.

The Draft Preferred Alternative (Attachment A), which includes the revisions above, could potentially result in new development for the area, including:

- Up to 2.5 million square feet of non-residential buildings beyond what is currently allowed in the General Plan;
- Approximately 4,500 new housing units;
- Approximately 5,300 new jobs; and
- Approximately 600 new hotel rooms.

Attachment A also shows clarifications to the 1300 block of Willow Road owned by MidPen Housing. The land use map shows the potential for ground floor retail with residential above. At the meeting, the consultant clarified that this type of development would generally result in four stories along Willow Road to accommodate retail uses with a maximum of three stories at the rear of the property where it abuts single-family residences. Since the GPAC meeting, staff made two additional "clean up" items to the map, including relocating the grocery store label to the Prologis site (corner of Willow Road and Hamilton Avenue) to reflect Facebook's intentions and renderings that were shared at the GPAC meeting and changed the corners of Willow Road and Ivy Drive from ground floor commercial (red color) to mixed use (orange) to provide more

flexibility for study purposes and match the corners of Willow Road and Newbridge Street.

What are the Next Steps?

During the study session, staff is seeking feedback and general guidance from the City Council and Planning Commission on the proposed M-2 Area Preferred Alternative. The feedback received will then result in the preparation of the Final M-2 Preferred Alternative, which will be brought to the City Council for acceptance on either April 7 or April 14, 2015. Following the acceptance of the Preferred Alternative, the planning team will then prepare the project description which will become the basis for the environmental review and economic/fiscal analysis. Subsequently, staff intends to distribute a community newsletter to explain the Council's direction on the Preferred Alternative and the next steps in the process and how to stay involved in ConnectMenlo and other topics that may be of interest such as affordable housing. As part of the City's partnership with other jurisdictions in San Mateo County, the group intends to release a draft affordable housing nexus study for public review in April 2015. The nexus study will provide an analysis to justify affordable housing impact fees associated with new residential and commercial developments.

The Community Programs Survey, which was informed by the March 12 community workshop and launched immediately following the meeting, will be wrapping up on April 8, 2015. A copy of the survey is included as Attachment I. Throughout the process, the community has identified a number of benefits and improvements it would like to see in the Belle Haven and M-2 Area. The survey seeks to determine how the community as a whole prioritizes the many ideas that were voiced during the process. The responses will be recorded and tallied and will then be shared with the Council to help the City determine which programs/projects should be funded first as new development occurs in the area. Staff anticipates bringing the results as an information item to the City Council in May. The survey results will then be used as part of the discussion on goals, policies and programs and the new zoning regulations for the M-2 Area during the summer 2015.

A draft of the upcoming ConnectMenlo schedule through September 2015 is included as Attachment J. The overall ConnectMenlo schedule is included as Attachment K. Following discussion on the goals, policies, and programs, potential zoning changes, and the Land Use and Circulation Elements, the GPAC will be conducting its last meeting in July as the bulk of guidance on the policy work will be wrapping up. The GPAC has been a key part of this process and has allowed the members of the public to also participate and witness how the process has evolved. The Council may wish to consider extending the GPAC's involvement through the end of the process.

IMPACT ON CITY RESOURCES

The General Plan Update scope of services and budget was approved by the City Council on June 17, 2014.

ENVIRONMENTAL REVIEW

The General Plan and M-2 Zoning update is subject to the California Environmental Quality Act (CEQA) and an Environmental Impact Report (EIR) will be prepared after the identification of the Preferred Alternative. The acceptance of the Preferred Alternative Map is not a project under CEQA.

PUBLIC NOTICE

Public Notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting. In addition, the City sent an email update to subscribers of the ConnectMenlo project page, which is available at the following location: www.menlopark.org/connectmenlo, and on NextDoor. This page provides up-to-date information about the project, allowing interested parties to stay informed of its progress and allow users to sign up for automatic email bulletins, notifying them when content is updated or meetings are scheduled.

ATTACHMENTS

- A. Guiding Principles
- B. Refined Draft M-2 Preferred Alternative Map
- C. ConnectMenlo Activities and Events to Date
- D. M-2 Area Draft Preferred Alternative Process Diagram
- E. M-2 Area Draft Preferred Alternative Map Comments Received at the March 12 Workshop and March 19 Open House
- F. Correspondence Received on the Preferred Alternative Since the March 12 Workshop and March 19 Open House
- G. Willow Road Area Renderings (Existing Conditions and Envisioned Maximum Development)
- H. Jefferson Drive Area Renderings (Existing Conditions and Envisioned Maximum Development)
- I. Community Programs Survey
- J. Draft ConnectMenlo Upcoming Activities and Events (March to September 2015)
- K. ConnectMenlo Process Schedule Graphic

Report prepared by:

Deanna Chow
Senior Planner

Report reviewed by:

Justin Murphy
Assistant Community Development Director



GUIDING PRINCIPLES

12/16/14

These Guiding Principles describe the kind of place that community members want Menlo Park to be. City representatives and community members developed them in a collaborative public process for consideration in guiding growth and preserving the city's unique features over the next 20 years. Future change in Menlo Park will involve a careful balance of benefits and impacts, as charted in the General Plan goals, policies, and programs. While growth is planned to occur generally between US 101 and the Bay, these aspirational Principles have community-wide application, including protecting the character of residential neighborhoods and expanding transportation options.

Citywide Equity

Menlo Park neighborhoods are protected from unreasonable development and unreasonable cut-through traffic, share the benefits and impacts of local growth, and enjoy equal access to quality services, education, public open space, housing that complements local job opportunities with affordability that limits displacement of current residents, and convenient daily shopping such as grocery stores and pharmacies.

Healthy Community

Everyone in Menlo Park enjoys healthy living spaces, high quality of life, and can safely walk or bike to fresh food, medical services, employment, recreational facilities, and other daily destinations; land owners and occupants take pride in the appearance of property; Menlo Park achieves code compliance and prioritizes improvements that promote safety and healthy living; and the entire city is well-served by emergency services and community policing.

Competitive and Innovative Business Destination

Menlo Park embraces emerging technologies, local intelligence, and entrepreneurship, and welcomes reasonable development without excessive traffic congestion that will grow and attract successful companies and innovators that generate local economic activity and tax revenue for the entire community.

Corporate Contribution

In exchange for added development potential, construction projects provide physical benefits in the adjacent neighborhood (such as Belle Haven for growth north of US 101), including jobs, housing, schools, libraries, neighborhood retail, childcare, public open space, high speed internet access, and transportation choices.

Youth Support and Education Excellence

Menlo Park children and young adults have equal access to excellent childcare, education, meaningful employment opportunities, and useful training, including internship opportunities at local companies.

Great Transportation Options

Menlo Park provides thoroughly-connected, safe and convenient transportation, adequate emergency vehicle access, and multiple options for people traveling by foot, bicycle, shuttle, bus, car, and train, including daily service along the Dumbarton Rail Corridor.

Complete Neighborhoods and Commercial Corridors

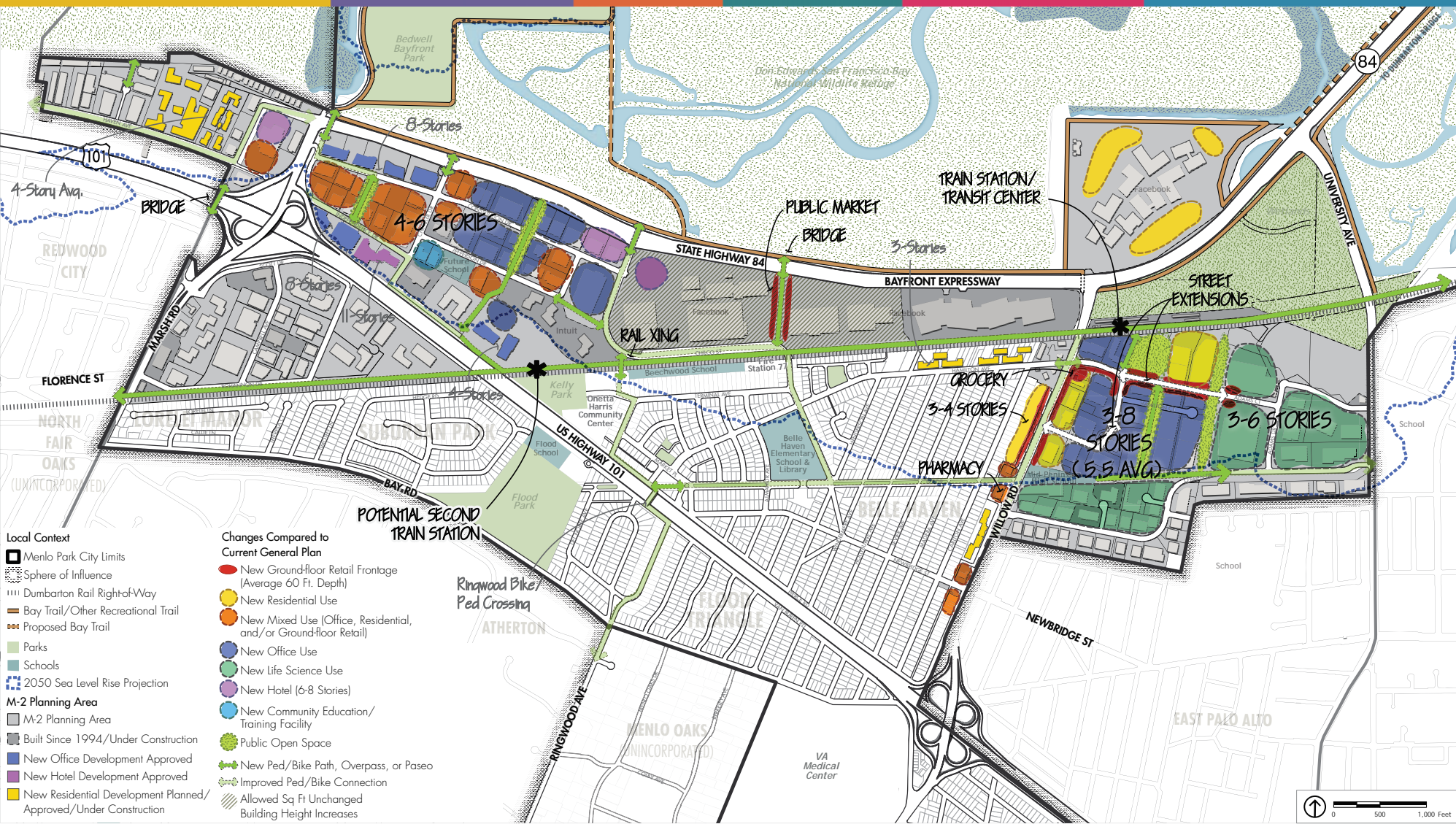
Menlo Park neighborhoods are complete communities, featuring well integrated and designed development along vibrant commercial corridors with a live-work-play mix of community-focused businesses that conveniently serve adjacent neighborhoods while respecting their residential character.

Accessible Open Space and Recreation

Menlo Park provides safe and convenient access to an ample amount of local and regional parks and a range of public open space types, recreational facilities, trails, and enhancements to wetlands and the Bay.

Sustainable Environmental Planning

Menlo Park is a leader in efforts to address climate change, adapt to sea-level rise, protect natural and built resources, conserve energy, manage water, utilize renewable energy, and promote green building.



REFINED DRAFT M-2 AREA PREFERRED ALTERNATIVE



**ConnectMenlo Upcoming Activities and Events
(December 2014 - April 2015)**

| Meeting Topic | Meeting Date |
|---|------------------------------|
| Release Public Review Draft Existing Conditions Reports | Week of January 12, 2015 |
| City Council Status Report | January 13, 2015 |
| End On-Line Survey on Land Use Alternatives | Tuesday, January 20, 2015 |
| GPAC Meeting #4 – Review Findings from Workshop #2 and Land Use Alternatives | Wednesday, January 28, 2015 |
| Comment Deadline for Public Review Draft Existing Conditions Reports | Week of February 9, 2015 |
| Planning Commission Status Report | Monday, February 9, 2015 |
| GPAC Meeting #5 – Discuss Preferred Alternative | Thursday, February 12, 2015 |
| City Council Status Report | Tuesday, February 24, 2015 |
| Workshop #3 Review Preferred Land Use Alternative and Community Programs | Thursday, March 12, 2015 |
| Open House #3 Review Preferred Land Use Alternative and Community Programs Survey | Thursday, March 19, 2015 |
| GPAC Meeting #6 – Review Findings from Workshop #3 | Wednesday, March 25, 2015 |
| Joint City Council/Planning Commission Meeting on Preferred Land Use Alternative | Tuesday, March 31, 2015 |
| City Council Meeting on Acceptance of Preferred Land Use Alternative | Tuesday, April 7 or 14, 2015 |
| <i>Estimated Completion of Overall Project</i> | <i>Late June 2016</i> |



CONNECTMENLO

menlo park land use & mobility update

DRAFT PREFERRED M-2 AREA LAND USE ALTERNATIVE COMMENT CARDS RECEIVED FROM THE MARCH 12, 2015 WORKSHOP & MARCH 19, 2015 OPEN HOUSE

At the March 12 workshop and March 19 open house, attendees were asked to fill out comment cards on the Draft Preferred M-2 Area Land Use Alternative Map. The following responses were compiled from the comment cards received from the two meetings.

QUESTION 1: What do you like about Draft Preferred alternative?

1. Connection of Chilco through old TE Campus to Baylands – should be a road too, wrong place for public market though.
2. I like the fact that the City is taking a bold look at the M-2 area, addressing opportunities and threats is a high priority.
3. Thoughtful addition of mixed use
4. Increase density for life science (revenue and local job generation)
5. Seems like the city and Placeworks really spent a lot of time and efforts to collect resident's opinion about the neighborhood
6. I like that transit, housing, jobs and retail are clustered in the Willow area.
7. The mixed-use addition to M-2
8. I am excited to see new housing built that can help reduce pressure on rents in Menlo Park.
9. I am excited to see a strong focus on walkability, bikeability, and transit to help alleviate traffic.
10. Community serving retail
11. Dumbarton rail
12. Willow Road/Highway 101 overcrossing upgrade
13. Added bike and pedestrian paths throughout Belle Haven and M2
14. Projected added features – stores, grocery
15. Possibility of train or something along Dumbarton corridor
16. Walking/riding path on tracks
17. Retail! Love, live work play

QUESTIONS 2: What would you change about the Draft Preferred Alternative?

1. Increase height of properties north of O'Brien to a range of 4-6 stories
2. Innovation zone – O'Brien, Willow, University quadrant, increase allowable density to 1.0 FAR
3. Remove O'Brien Drive along Hetch Hetchy and allow abandonment of existing O'Brien from Willow to Kavanaugh.
4. No residential (yellow) next to life science (green) due to use of hazardous materials, noise, etc.
5. Add life science use (green) and both sides of O'Brien
6. No school in Innovation zone, near life science use.
7. In the green life science zone, the number of stories should be changed to 3-6 stories.
8. The green life science zone should be expanded to encompass all of the area north of O'Brien Drive.
9. The prospect connection between Hamilton and Adams Ct. should be restricted to bike/ped.
10. O'Brien Drive should be realigned to follow Hetch Hetchy.
11. Corridor allowing a green life science zone on Haven near Redwood City boarder.
12. Consider allowing life science in orange zone.
13. More representatives from the M-2 neighborhood residents
14. Facebook's purchase of the large industrial park on Willow Road removes a significant amount of land from revenue producing uses. The only way to re-capture this loss is to up zone adjacent properties to bring the total number of square feet back to what we had before. This could be done along O'Brien Drive between Willow and University in EPA. We need to provide a Habitat for medical device manufacturing that can be sold for retail sales tax revenue.
15. Remove residential housing from the Facebook East Campus. It is surrounded by sensitive marsh habitat on both sides of 84. Residential housing – especially higher housing – is one of the most disruptive types of development to put near nature areas.
16. I'd have more rail crossings
17. Not make it all about Facebook's needs and wants
18. I want to make sure the physical plan of the buildings enhance walkability, beyond the walking and biking trails.
19. I want to make sure we don't get "towers in the parking lots". Instead, we should have something like a downtown area.
20. The number of housing units – 5400! Way too much housing!!!
21. Number of hotels – too many.
22. Height of office buildings – 4 to 6 stories. Think should be 3 to 4 maximum.

23. The only proposed new buildings that are directly within the Belle Haven neighborhood, on the north side of Willow, shouldn't be more than 3 stories high since it's the only project that bumps up the BH neighborhood and we need to keep it residential-like.

24. Where is the new library?

QUESTION 3: What other comments do you have on the Draft Preferred Alternative?

1. Islands of residential on Facebook site will create more traffic if these residents drive/connect with downtown services.
2. Residential will create additional demands on public schools which are not nearby.
3. Facebook now controls 200+ acres in our industrial area. We used to call this "our bread basket". Well, it's shrinking. Do all that you can to expand the number of revenue producing commercial space. To do otherwise will further threaten the City's revenue stream. Nothing is gained by being a "one company" town.
4. Sharrows are ineffective.
5. We should be installing green bike lanes – there are lots of these on the "west" side and far too few on the "east" side
6. Movie theater?
7. Owner occupied buildings to have more FAR and height for more improvement and development proximities
8. Owner occupied in the M2 may need additional FAR and height to offset the decrease real estate availability in the M2 zone.
9. I'd like more information on unbundling parking and how zoning works.
10. I'd like to see door to door out reach.
11. I worry about the traffic impacts of not having housing. All those jobs without housing will lead to lots of gridlock.
12. Education – with the number of housing units being proposed, where will the young people who'll in the next few years marry and have children, send their kids to school? If they send them to private schools, then there are more car trips.
13. City needs to take more proactive action working with Ravenswood and Menlo Park school districts to deal.
14. How many years will it take to convey Dumbarton Rail line? If it takes year, where will all the traffic go?
15. How is the Dumbarton rail going to open up when it's not a MP service, isn't it county or regional jurisdiction? Since yes, it's Caltrain, how can we make this happen?
16. Can we currently use the already here bus services? (Facebook run buses, etc?)
17. 4-6 stories. It all seems a little intimidating. Just saying.

Murphy, Justin I C

From: Fergus O'Shea <fergus@fb.com>
Sent: Monday, March 23, 2015 9:13 PM
To: harrybims@me.com; david.bohannon@ddb.com; Vincent Bressler; heidibutz@aol.com; James Cebrian; Kristin.kuntz.duriseti@gmail.com; Adina Levin; Mueller, Raymond; Ohtaki, Peter I; rroyse@rroyselaw.com; Katherine Strehl; Lmichele.tate@gmail.com; mzumstein@rmkb.com
Cc: Justin Gurvitz; Tosta, Timothy; John Tenanes; Murphy, Justin I C; Charlie Knox; Ryan Patterson
Subject: Re: Facebook Update

Dear GPAC Members,

Since the last GPAC meeting, a number of questions have been raised regarding Facebook's efforts to study the possibility of developing mix-use retail and housing in the M-2 area. Most of the questions center on the types of housing Facebook could potentially provide—whether it would be dedicated for Facebook employees or open to the public, and whether affordable housing units would be included. As stated previously, we are in the very early stages of planning and we are committed to working with the local community and be transparent in the planning process. To that end, we want to provide additional information to clarify our preliminary ideas. We would like to further emphasize that no final decisions have been made. Facebook would like to remain as flexible as possible, in large part to ensure that we can be responsive to local input and make responsible decisions that will work over the long-term for the community and our business neighbors.

First, Facebook is not currently considering single-family homes, condominiums, or town houses, but is instead studying different combinations of higher density and unit size/configuration (primarily studios and one bedrooms). We understand that unit size correlates with traffic reduction. Since taking cars off the road is one of the primary reasons we are studying the issue of housing, we expect that the unit sizes will be influenced by the results of the traffic studies we are currently undertaking.

Second, and for the same reason, we expect that much of the housing we would eventually propose would be dedicated for Facebook employees to allow them to walk or bike to work, as well as support the new retail uses that are envisioned for the area. Those additions will potentially include a new grocery store, pharmacy and other retail needs to serve the neighborhood.

Lastly, we are committed to providing below market rate units, although it is too early to tell how many and what type of units would be provided.

Facebook supports the idea of creating a true "live, work, play" environment that complements Menlo Park, and we believe that additional housing will be an important part of making this vision a reality. At the same time, we are committed to preserving the Belle Haven neighborhood and being responsive to the concerns of the community.

Best,

Fergus O'Shea



March 23, 2015

Justin Murphy
Assistant Director of Community Development
City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025

Re: CS Bio Envisioning the Future

Dear Justin,

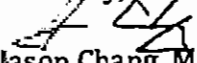
As you know, CS Bio has housed its world headquarters in Menlo Park at 1 Kelly Court since 2004. The firm has recently completed its construction of a new, three story building on property acquired next door. While this has been a welcome addition to the square footage of our operation, our demand for space continues, not unlike other innovative, global firms also located in Menlo Park.

In that regard, I have forwarded to you conceptual plans for further expansion of our growing campus. These drawings, produced by DES architects, show a campus expansion to the north of our existing buildings. This vision for the future of the campus is driven by the firm's expanding product line in peptide manufacturing and the equipment employed to produce it, as well as the opportunities likely to arise from the City's current planning effort for the M-2 zoning area. I am pleased that the public meetings have yielded positive traction for the expansion of our life sciences enclave along O'Brien Drive, including the Menlo Business Park, which has a long history of providing space for medical device manufacturing and other biosciences enterprises. This is the last remaining enclave of this nature in Menlo Park.

While things are still unfolding for us regarding our plans, as it is for the City, as it collects input from stakeholders and others in the many public meetings now being held on this topic, I think it is essential for my firm's vision for the future to be part of the documented record. The packet of drawings sent to you by DES show what we think we can build on our campus site, including views of the proposed campus from various vantage points along City streets. I felt that it was important to provide comprehensive views of my vision, given the positive conversations at the workshops regarding increased FAR and building heights for the area.

I hope you find these items useful and that they are incorporated into the Draft Preferred Alternative now under development. I will be attending the GPAC meeting next week and will be happy to provide further details for this vision of our campus at that timesd.

Sincerely,


Jason Chang, MSc, VP of Operations

C S Bio Co.

CS Bio

Envisioning the Future



CS Bio Co.
People Who Know Peptides

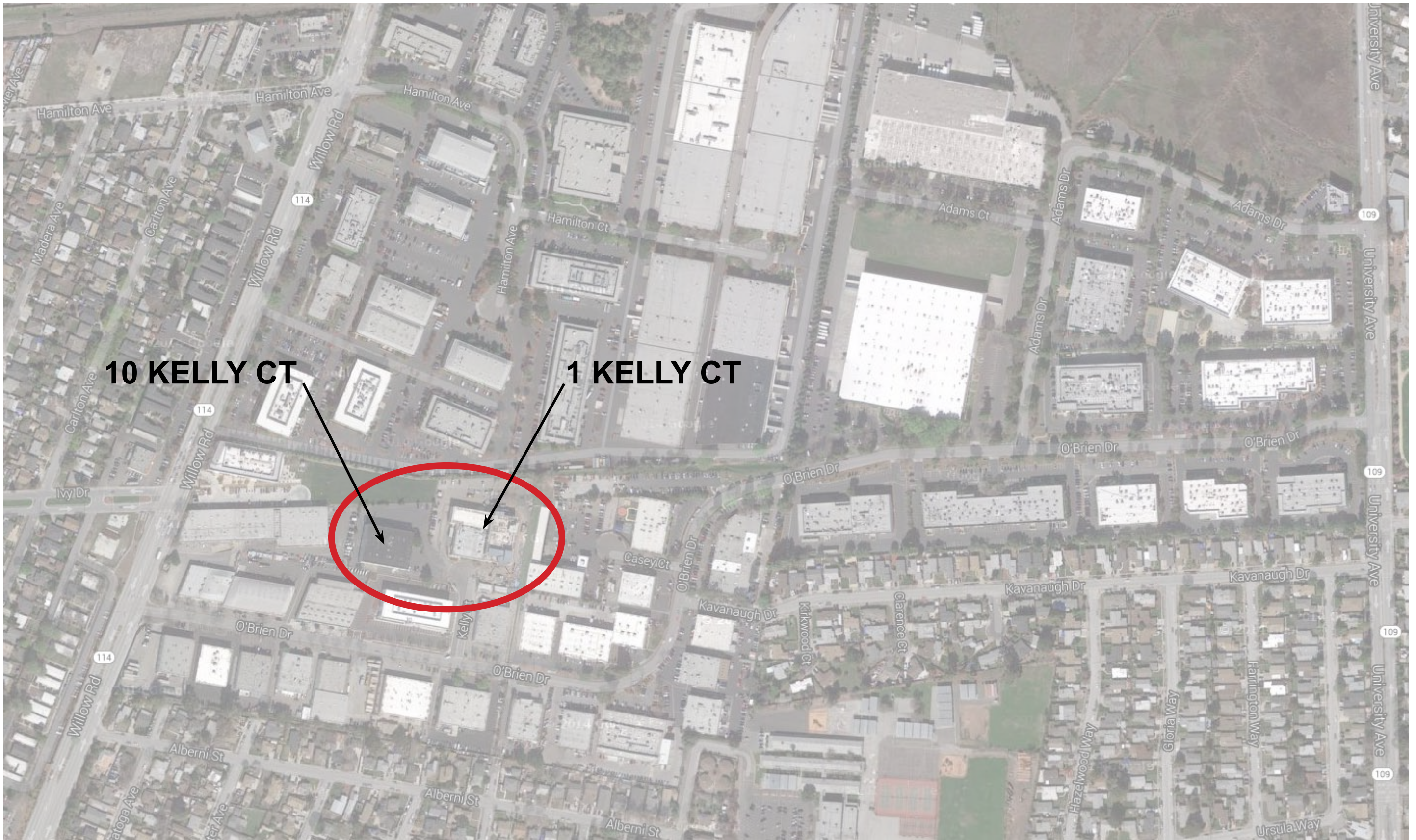
CS Bio - future campus expansion

Menlo Park, ca

PAGE 18

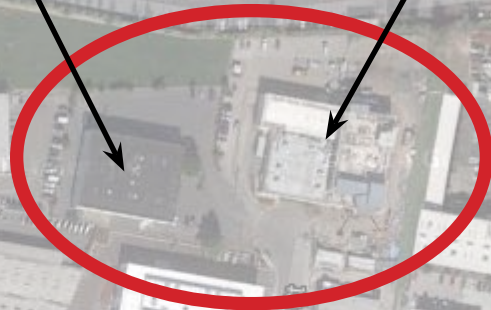
March 3, 2015

DES
ARCHITECTS
ENGINEERS



10 KELLY CT

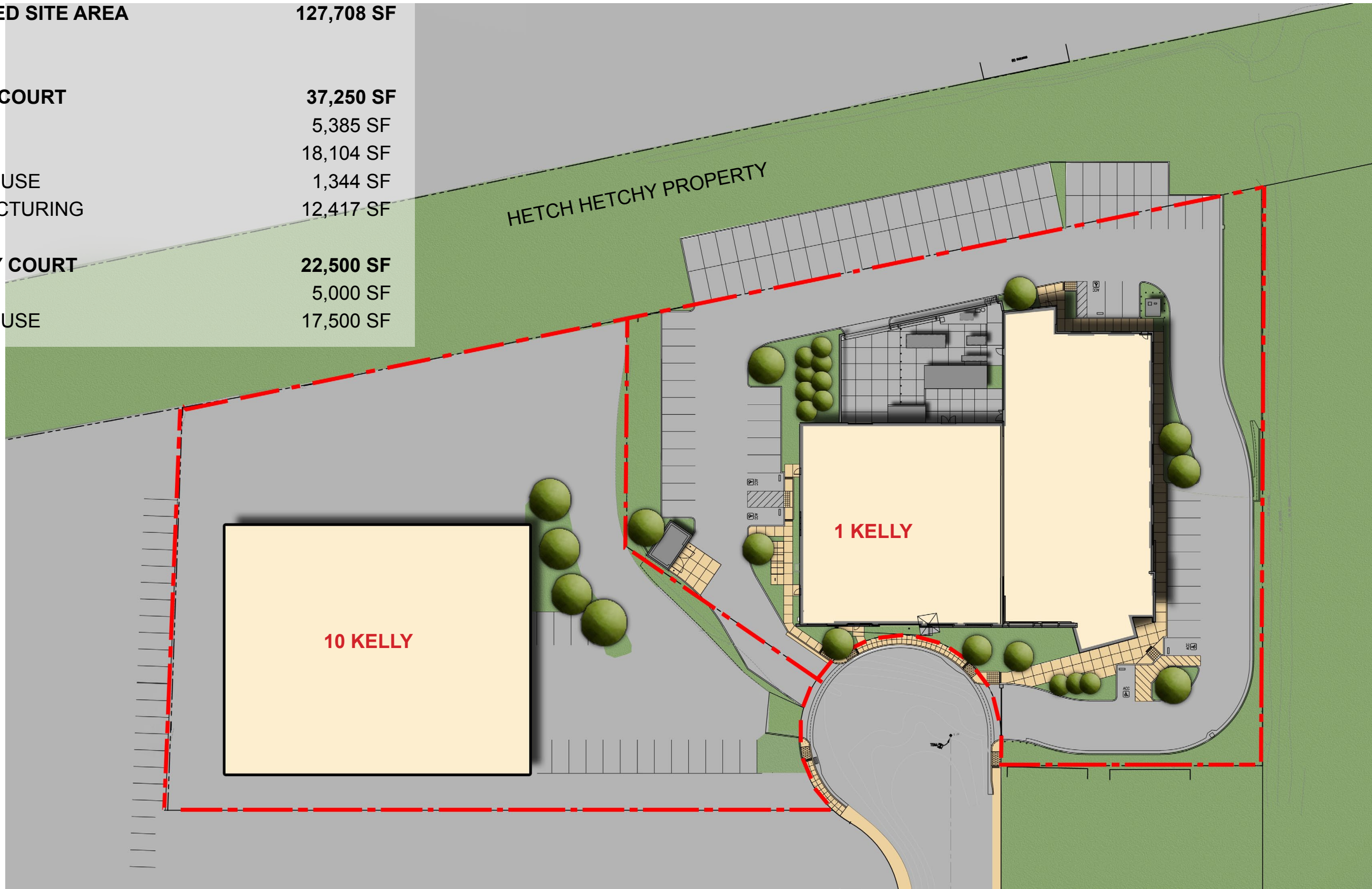
1 KELLY CT



COMBINED SITE AREA 127,708 SF

1 KELLY COURT 37,250 SF
R&D 5,385 SF
OFFICE 18,104 SF
WAREHOUSE 1,344 SF
MAUNFACTURING 12,417 SF

10 KELLY COURT 22,500 SF
OFFICE 5,000 SF
WAREHOUSE 17,500 SF



What's CS Bio plan for the Future?

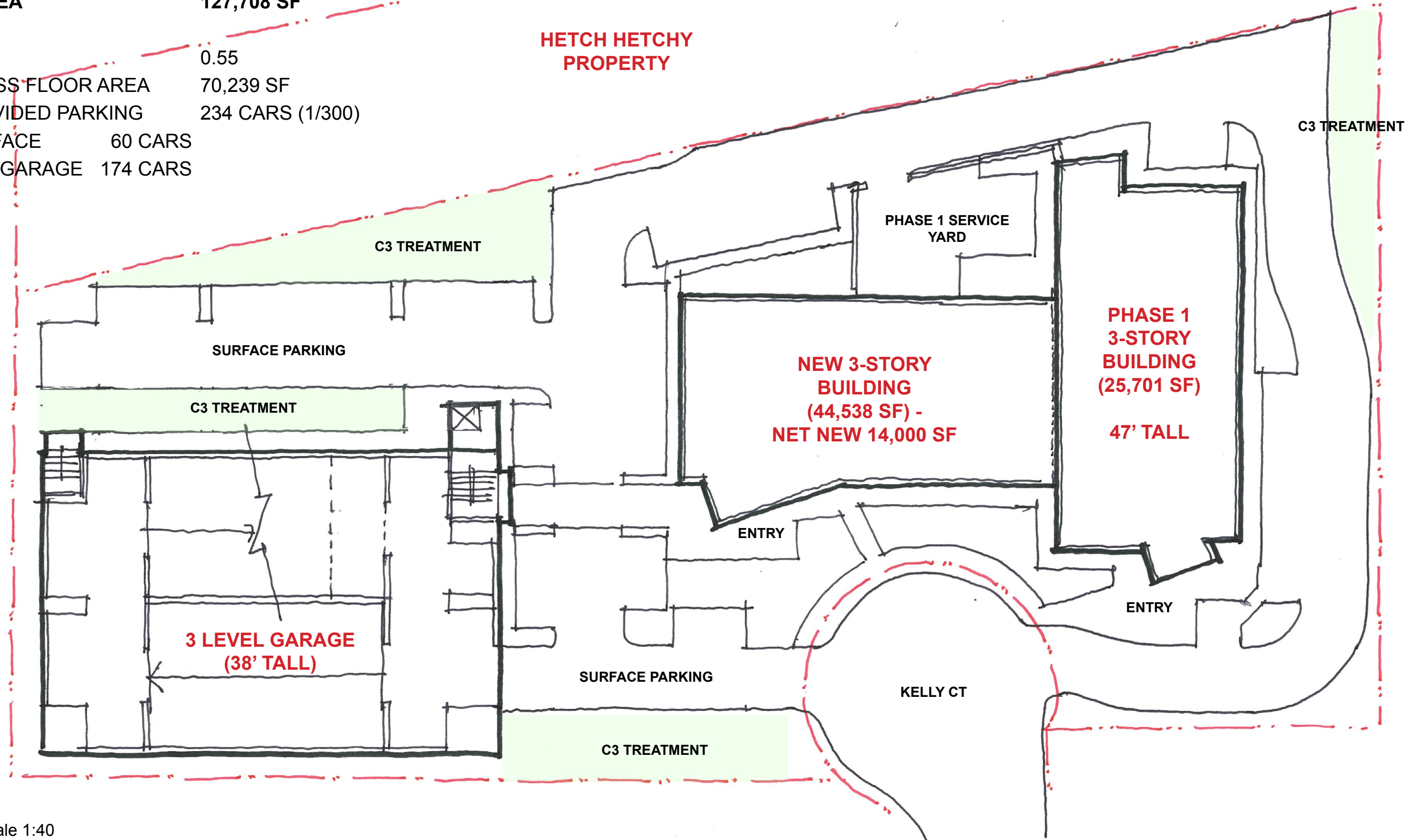
1. Company and Employee Growths
2. R&D and LAB spaces
3. Administration and Office Spaces

Existing Zoning

SITE AREA 127,708 SF

- 1. FAR 0.55
- 2. GROSS FLOOR AREA 70,239 SF
- 4. PROVIDED PARKING 234 CARS (1/300)
- SURFACE 60 CARS
- 3 LVL GARAGE 174 CARS

**HETCH HETCHY
PROPERTY**

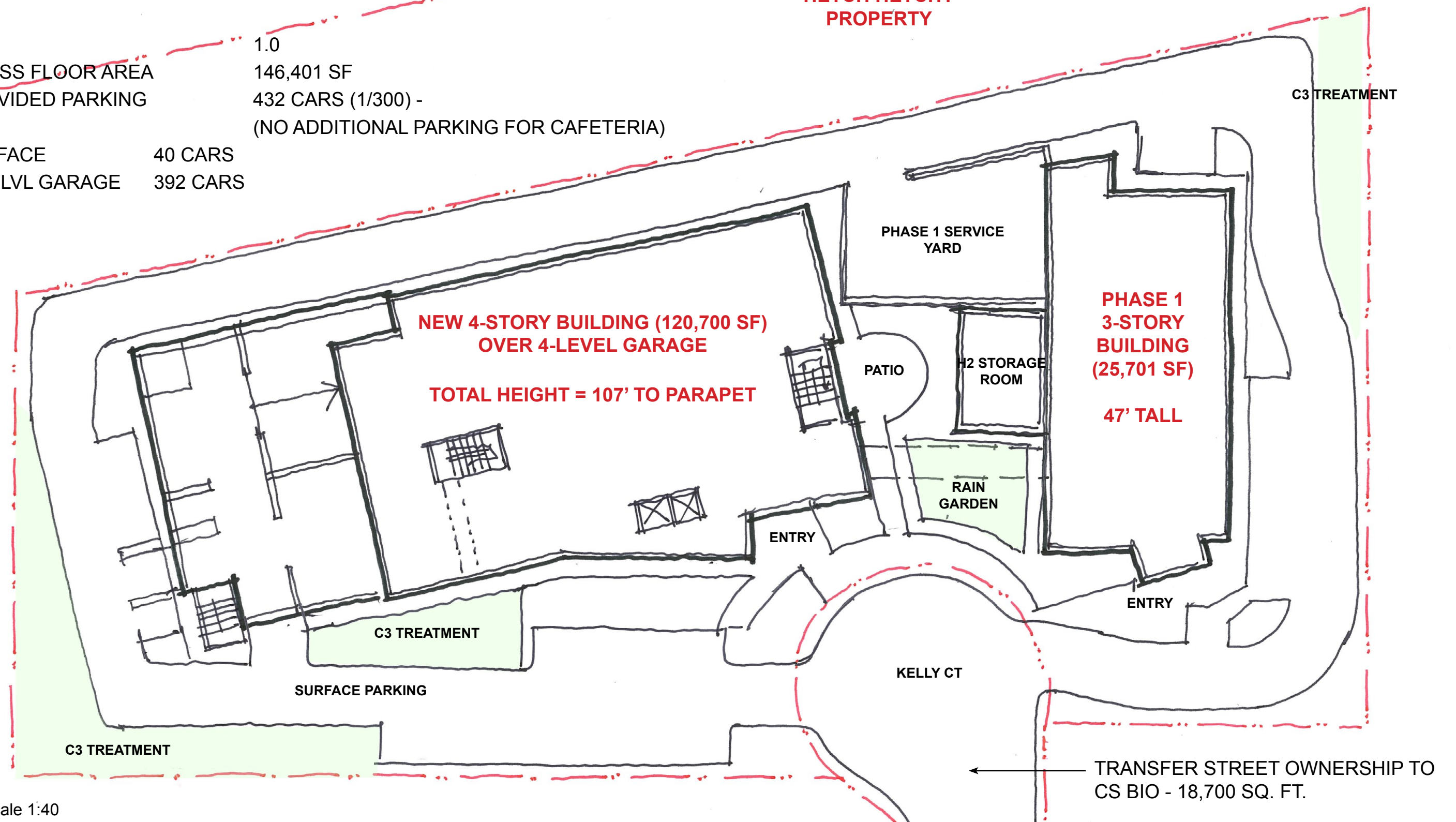


scale 1:40

Proposed

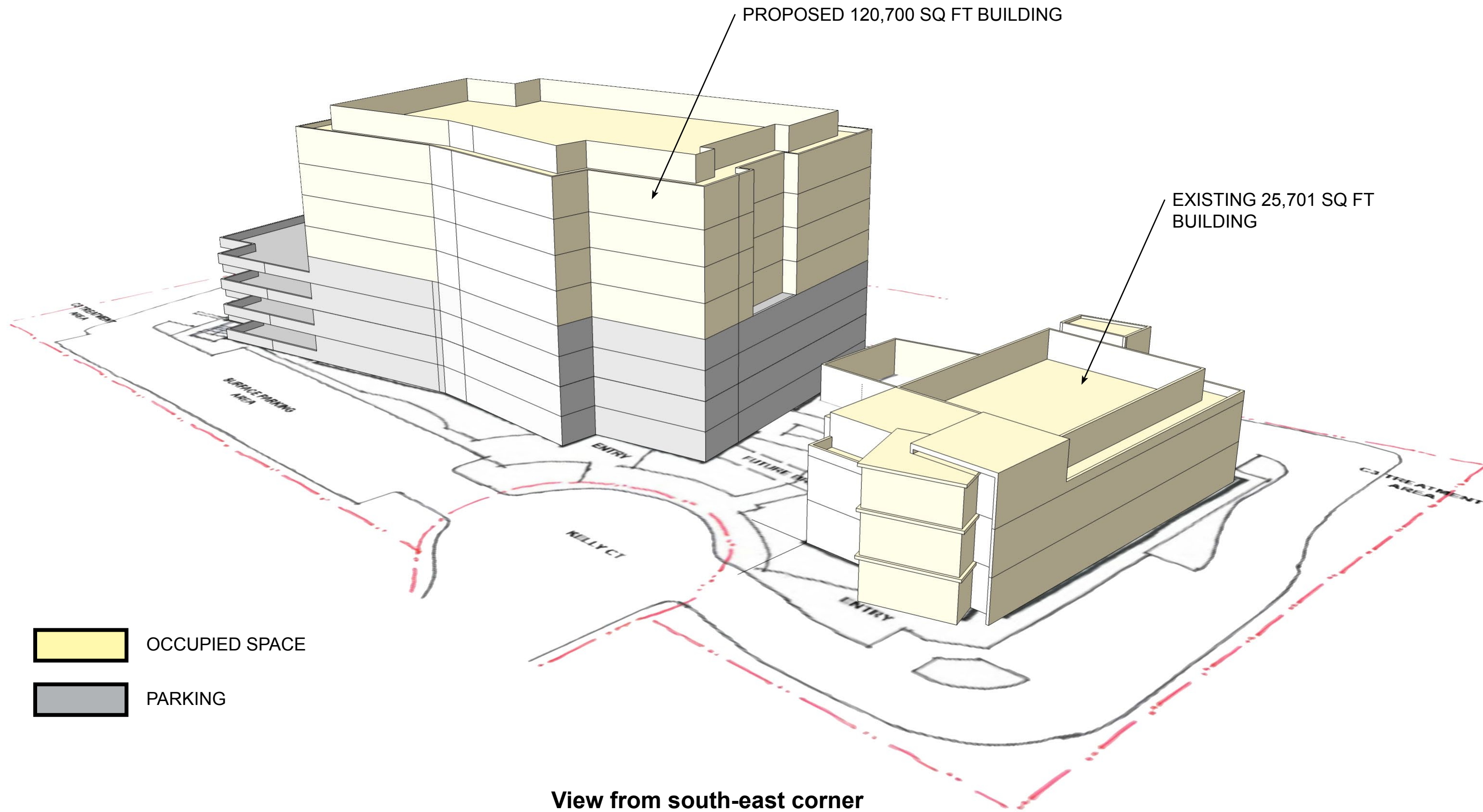
| | |
|---------------------|---|
| SITE AREA | 146,408 SF (INCL. ENTIRE KELLY CT) |
| 1. FAR | 1.0 |
| 2. GROSS FLOOR AREA | 146,401 SF |
| 4. PROVIDED PARKING | 432 CARS (1/300) - (NO ADDITIONAL PARKING FOR CAFETERIA) |
| SURFACE | 40 CARS |
| S+ 3 LVL GARAGE | 392 CARS |

**HETCH HETCHY
PROPERTY**

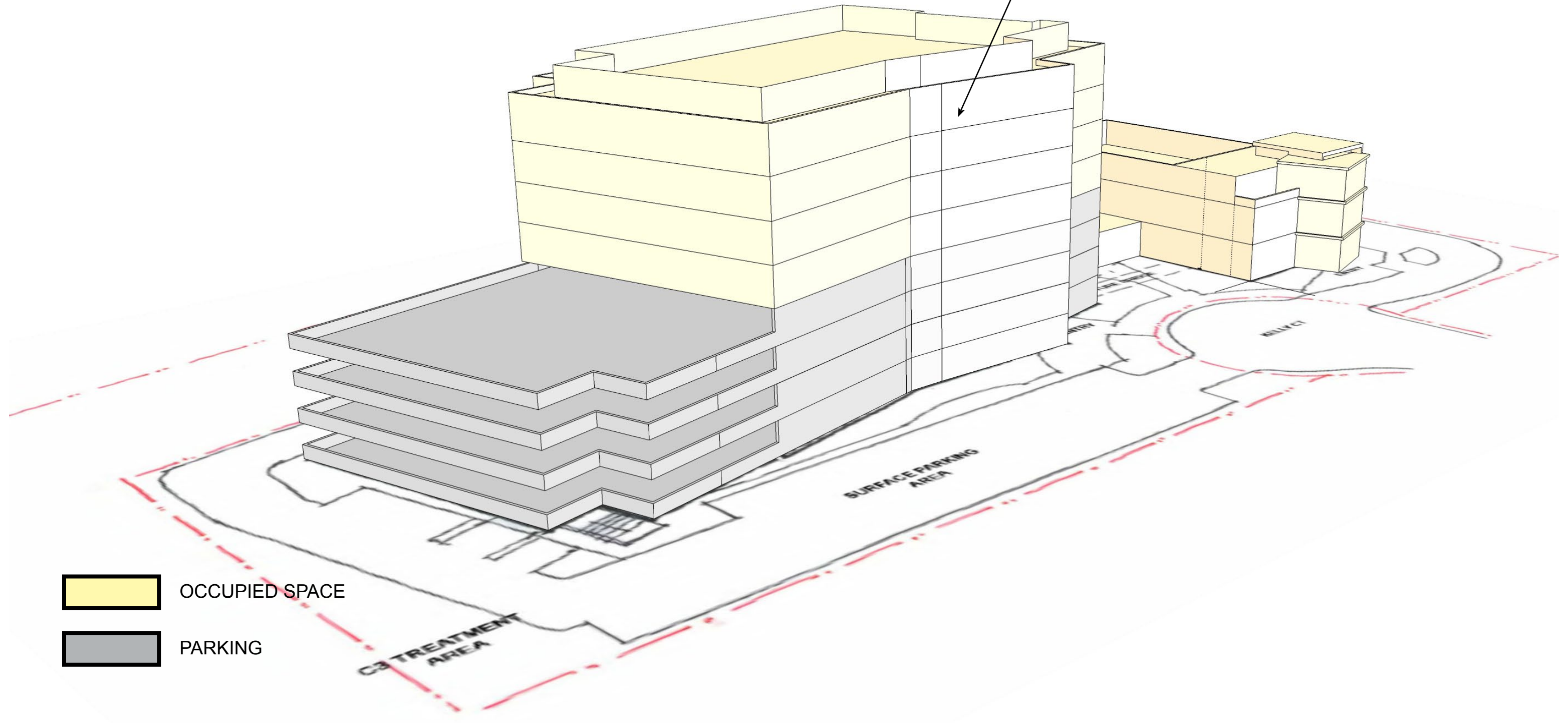


scale 1:40

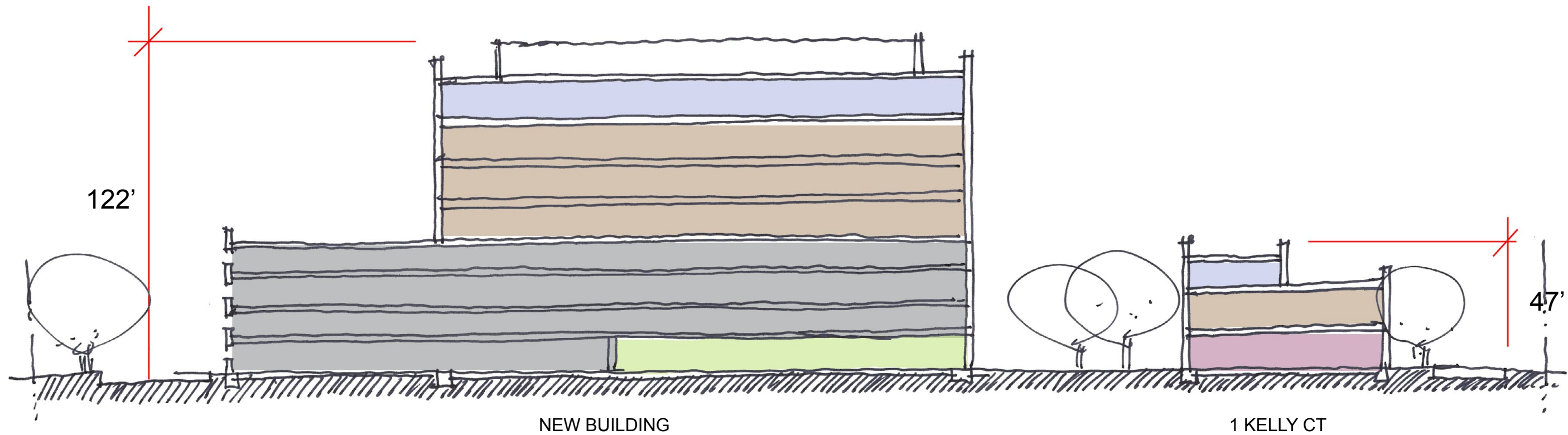




PROPOSED 120,700 SQ FT BUILDING



View from south-west corner



Stacking Diagram

- ADMINISTRATIVE/OFFICE
(28,986 SQ. FT.)

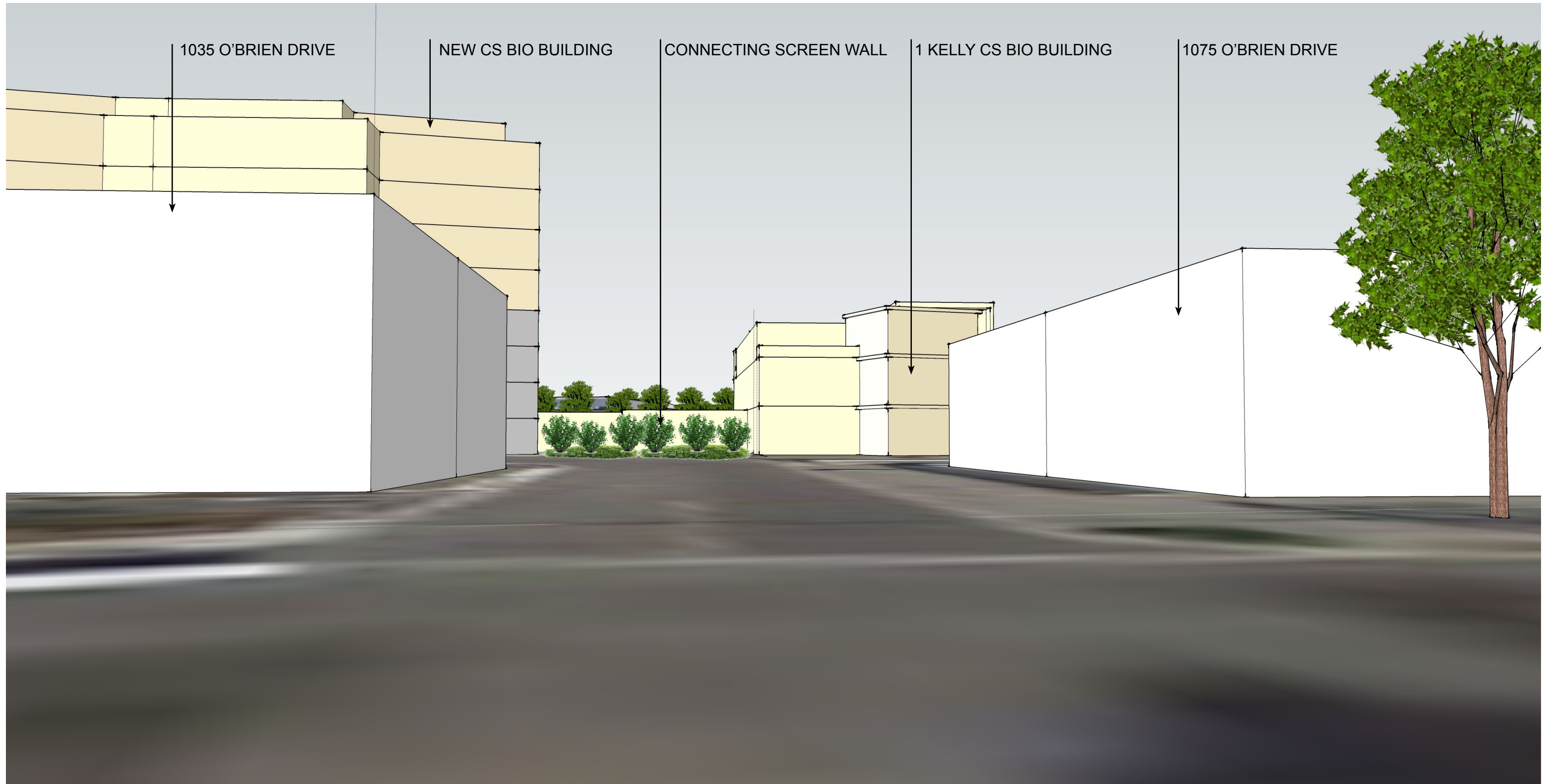
MANUFACTURING
(11,659 SQ. FT.)

LAB/R&D
(88,756 SQ. FT.)

PARKING
- CAFETERIA
(CURRENTLY ASSUMES 17,000 SQ. FT.)







1035 O'BRIEN DRIVE

NEW CS BIO BUILDING

CONNECTING SCREEN WALL

1 KELLY CS BIO BUILDING

1075 O'BRIEN DRIVE



CS Bio - future campus expansion

Menlo Park, ca

SITE MASSING - VIEW FROM KELLY CT/O'BRIEN DRIVE

March 3, 2015





TARLTON

March 19, 2015

Justin Murphy
Assistant Director of Community Development
Community Development Department
City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025

Re: Proposed Habitat for Life Science Innovation

Dear Justin,

First, I want to thank you, your consulting team, and City Staff involved in this significant undertaking to examine the City's Light Industrial zone (M-2). I think that Placeworks is doing an outstanding job leading the project and reaching out to and involving the community to help create a vision for this zoning district.

As you know, Tarlton Properties has a long history serving the community by attracting tenants good for our investors and good for the City - quality tenants who generate sales tax revenue. It is our intent to continue to do this. However, we have significant concerns regarding Menlo Park's shrinking pie of space dedicated to manufacturing, generally, and the critical mass of life sciences manufacturing space, particularly. Two recent, large land purchases of industrial manufacturing space have dramatically reduced the City's industrial manufacturing base by more than 2 million square feet. These parcels will not produce sales tax revenue for the City for the foreseeable future.

As distressing as this is, we have the opportunity to work together to restore our manufacturing potential by taking a bold look at the remaining research and manufacturing portion of the M-2 area. A revitalized life sciences zoning area with incentives for expansion could produce a medical device and pharmaceutical-related research and manufacturing zone capable of retaining existing and attracting new bioscience tenants. Increased density for life science translates into both revenue and local job generation.

Our vision is simple. We would like to expand and transform the O'Brien Drive business area to a "Life Sciences" subarea of the M-2 zone. Currently, we have enterprises manufacturing devices for sinus surgery, implants to reduce spinal pain, injectables for macular degeneration and other vision-related maladies, peptide production, device manufacturing for peptide production, and a host of other life sciences-related companies. We are also negotiating with a DNA sequencing firm to take a large space that has just become available within our Menlo Park portfolio.

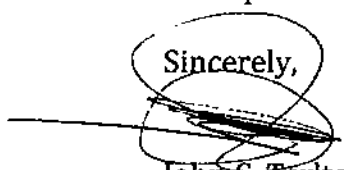
Our firm and others already refer to the O'Brien Drive area as the City's "Life Sciences Innovation" area. The area I am referring to is the quadrant between Willow Road, O'Brien Drive, and University Avenue bordering East Palo Alto. On the Preferred Alternative map some of this area is shaded green. We propose expanding the "green" area to include all properties on O'Brien Drive, Kelly Court and Casey Court. For O'Brien Drive all properties adjacent to residential housing will be limited to two stories and will retain the existing .55 FAR. In order to achieve the critical mass for such a life sciences zone, we believe that an increase in the height of the buildings to 4 to 6 stories is necessary to yield an additional 500,000 square feet of net new commercial space.

Additional considerations for the Preferred Alternatives map:

- Reroute O'Brien Drive along Hetch Hetchy and allow abandonment of the existing O'Brien Drive from Willow Road to Kavanaugh Avenue.
- The proposed connection between Hamilton Court and Adams Court should be restricted to bikes, pedestrians, and small shuttles like Stanford's.
- The addition of mixed use is a thoughtful addition. Residential units should not be located within or adjacent to the life sciences zone (green zone)
- Bringing in Dumbarton Rail (or similar direct connection to mass transit) should be elevated to a very high priority
- No schools should be allowed in Innovation Zone, near life science uses

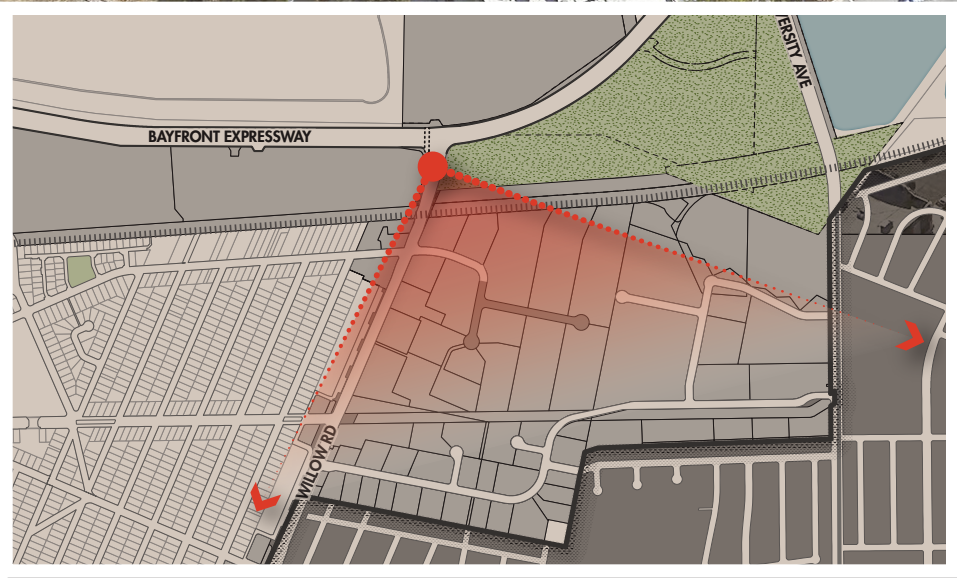
Thank you for considering these ideas. We have been and will remain fully involved in this process and will dedicate the resources necessary to further develop all of the ideas presented above.

Sincerely,



John C. Tarlton
President & CEO

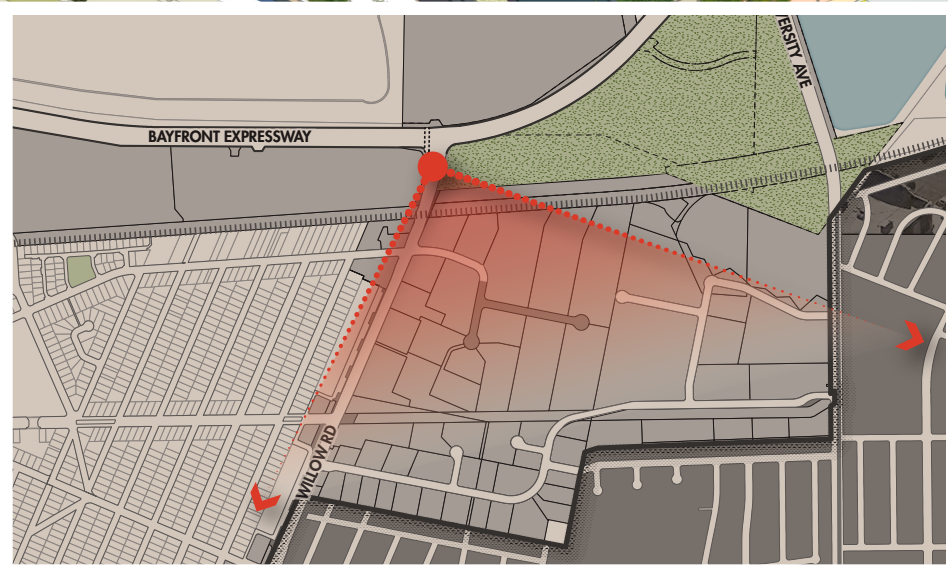
CC: Alex McIntyre, MP City Manager
Arlinda Heineck, MP Community Development Director
Charlie Know, Placeworks



WILLOW ROAD AREA EXISTING CONDITIONS

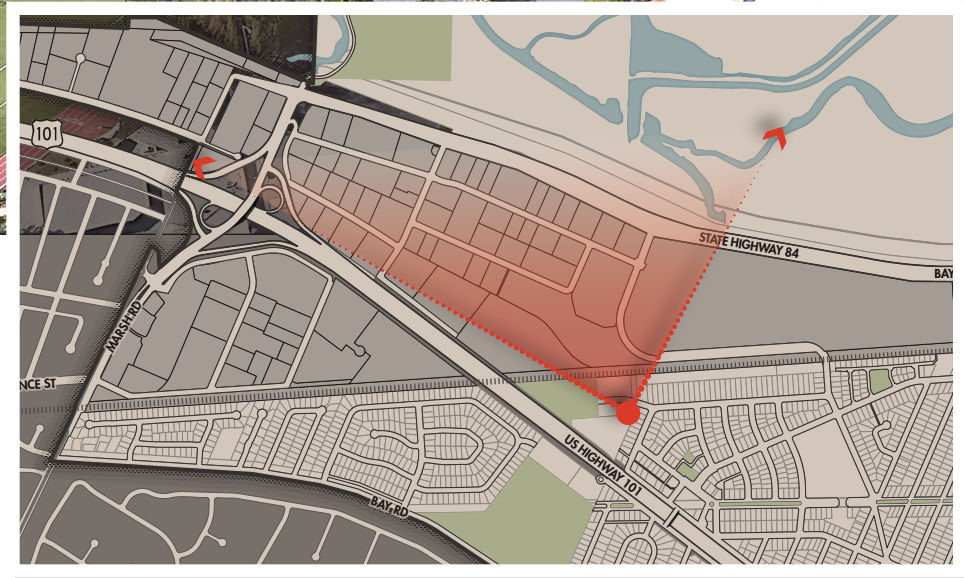


This rendering is an illustrative representation of the M2 Area Preferred Alternative. Any buildings and public improvements depicted are conceptual representations, based on the land uses, FARs, and height limits as shown on the Preferred Alternative Map.



ENVISIONED MAXIMUM DEVELOPMENT - WILLOW ROAD AREA

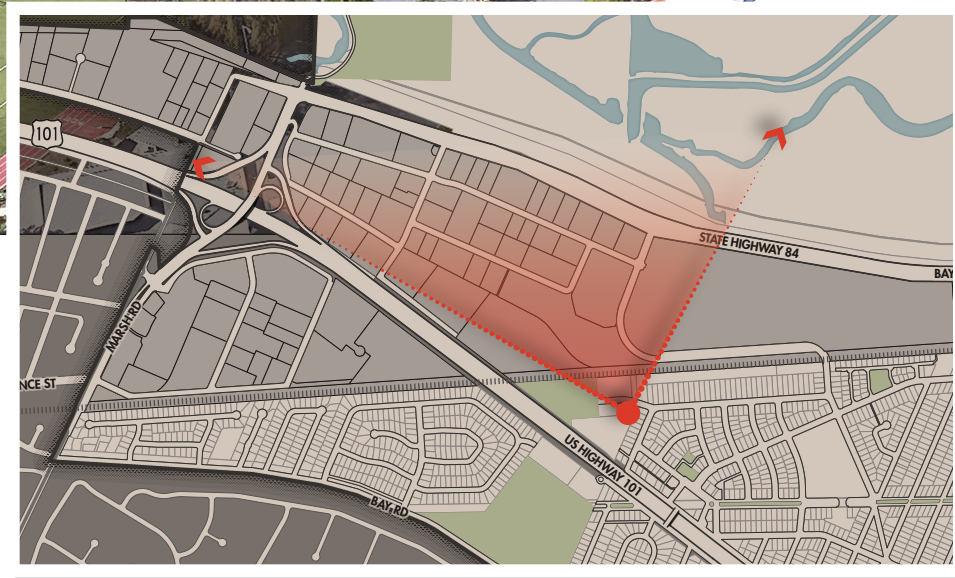
- Existing or approved building
- Potential office, residential, or mixed-use development
- Potential parking garage associated with new office, residential, or mixed-use development



JEFFERSON DRIVE AREA EXISTING CONDITIONS



This rendering is an illustrative representation of the M2 Area Preferred Alternative. Any buildings and public improvements depicted are conceptual representations, based on the land uses, FARs, and height limits as shown on the Preferred Alternative Map.



ENVISIONED MAXIMUM DEVELOPMENT - JEFFERSON DRIVE AREA

- Existing or approved building
- Potential office, residential, or mixed-use development
- Potential parking garage associated with new office, residential, or mixed-use development



CONNECTMENLO
menlo park land use & mobility update

**M-2 AREA AND BELLE HAVEN
COMMUNITY PROGRAMS SURVEY**

Survey Purpose

Throughout the ConnectMenlo process, the community has identified a number of benefits and improvements it would like to see in Belle Haven and the M-2 Area. Over the course of the process these ideas have been recorded and categorized by topic. We are conducting this survey to determine how the community as a whole prioritizes the many ideas that have been voiced during the ConnectMenlo process. The survey results will then help inform the City about which community programs should be prioritized as development in the M-2 Area occurs.

On March 12, 2015, the City of Menlo Park held a community workshop to review the list of community programs and city projects that have been identified throughout the process and asked participants to rank them in order of importance. Participants were instantly able to see how everyone voted on each question. At the end of the exercise participants were able to make suggestions and additions. There was a request to add one more community program to include affordable housing and to retitle one of the categories to make it more accurate. These suggestions have been incorporated into the list and the order of the categories and the programs within them have been reorganized in the order that the workshop participants ranked them. This exercise is offered as an online and paper survey so we can hear from more community members.

Survey Instructions

Please review each category and list of items. Each list includes the potential programs that have been requested by the community and a brief description in *italicized text*.

Then rank each program in order of highest to lowest importance (1 = highest importance, 2 = next highest importance, etc.).

Once you have reviewed and ranked the programs within each category, you will then be asked to rank the categories against each other.

At the end of the survey you will have the opportunity to tell us what neighborhood you live in and share any new ideas you would like to add to the list.

Your responses will be recorded and tallied and then shared with Menlo Park City Council to help the City determine which programs/projects should be funded first.

The survey begins on the following page.

Once you have completed the survey, please return it to:

Community Development Department
c/o ConnectMenlo General Plan Update
701 Laurel Street
Menlo Park, CA 94025
(Mail or Drop-Off)

OR

Neighborhood Services Center
871 Hamilton Avenue
Menlo Park, CA 94025
(Drop-Off Only)

For more information about ConnectMenlo or to complete the survey online, please visit the respective webpages at:

www.menlopark.org/connectmenlo
www.menlopark.org/connectmenlosurvey

M-2 Area and Belle Haven Community Programs Survey

1. Transit and Transportation Improvements

- A. Sidewalks, lighting, and landscaping
Enhance landscaping and lighting and fill gaps in sidewalk to improve the overall walkability
- B. Bike trails, paths or lanes
Install new bike lanes and pedestrian paths and connect them to existing facilities and BayTrail
- C. Dumbarton Rail
Utilize the right-of-way for new transit line between Redwood City and Menlo Park in the near term with stations and a new bike/pedestrian path
- D. Traffic-calming on neighborhood streets
Address cut-through traffic with design features
- E. Bus service and amenities
Increase the number of bus stops, bus frequency and shuttles, and bus shelters
- F. Innovative transportation solutions (i.e. personal rapid transit)
Invest in new technology like pod cars and transit that uses separate tracks

| 1 st Choice | 2 nd Choice | 3 rd Choice | 4 th Choice | 5 th Choice | 6 th Choice |
|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | | | | |

(Put the letter corresponding with your choices in each box)

2. Community-serving Retail

- A. Grocery store
A full-service grocery store providing a range of goods, including fresh fruits, vegetables and meat and dairy products
- B. Restaurants
A range of dining options, from cafes to sit-down restaurants, serving residents and local employees
- C. Pharmacy
A full-service pharmacy that fills prescriptions and offers convenience goods
- D. Bank/ATM
A bank or credit union branch with an ATM

| 1 st Choice | 2 nd Choice | 3 rd Choice | 4 th Choice |
|------------------------|------------------------|------------------------|------------------------|
| | | | |

(Put the letter corresponding with your choices in each box)

3. Jobs and Training at M-2 Area Companies

- A. Job opportunities for residents
Local employers have a hiring preference for qualified residents
- B. Education and enrichment programs for young adults
Provide programs that target students and young adults to be competitive in the job market, including existing tech jobs
- C. Job training programs and education center
Provide residents with job training programs that prepare them with job skills
- D. Paid internships and scholarships for young adults
Provide internships at local companies and scholarships to local youth to become trained for tech jobs

| 1 st Choice | 2 nd Choice | 3 rd Choice | 4 th Choice |
|------------------------|------------------------|------------------------|------------------------|
| | | | |

(Put the letter corresponding with your choices in each box)

4. Social Service Improvements

- A. Education improvements in Belle Haven
Improvements to the quality of student education and experience in Belle Haven
- B. Library improvements at Belle Haven
Expand library programs and activities, especially for children
- C. Medical center
Medical center providing health care services and outpatient care
- D. Senior service improvements
Increase the senior services at the Senior Center to include more aides and programs
- E. Add restroom at Onetta Harris Community Center
Additional restroom at the community center
- F. Pool House remodel in Belle Haven
Remodel pool for year-round use with new heating and changing areas
- G. High-Quality Affordable Housing
Integrate quality affordable housing units into new development

| 1 st Choice | 2 nd Choice | 3 rd Choice | 4 th Choice | 5 th Choice | 6 th Choice | 7 th Choice |
|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | | | | | |

(Put the letter corresponding with your choices in each box)

5. Energy, Technology, and Utilities Infrastructure

- A. Underground power lines
Remove overhead power lines and install them underground along certain roads
- B. Telecommunications investment
Improve the area's access to wifi, broadband, and other new technologies
- C. Incentives for private home energy upgrades, renewable energy, and water conservation
Offer financial assistance or other incentives to help area residents pay for energy-efficient and water conserving home improvements
- D. Soundwalls adjacent to Highway 101
Construct soundwalls between Highway 101 and Kelly Park to reduce sound

| 1 st Choice | 2 nd Choice | 3 rd Choice | 4 th Choice |
|------------------------|------------------------|------------------------|------------------------|
| | | | |

(Put the letter corresponding with your choices in each box)

6. Park and Open Space Improvements

- A. Bedwell Bayfront Park improvements
Improve access to the park and trails within it
- B. Tree planting
Plant trees along streets and parks to increase tree canopy
- C. Dog park
Provide a dedicated, enclosed place where dogs can run free
- D. Community garden(s)
Expand space for community to plant their own produce and flower gardens

| 1 st Choice | 2 nd Choice | 3 rd Choice | 4 th Choice |
|------------------------|------------------------|------------------------|------------------------|
| | | | |

(Put the letter corresponding with your choices in each box)

7. Rank the Categories

- A. Transit & Transportation Improvements
- B. Community-serving Retail
- C. Jobs and Training at M-2 Area Companies
- D. Social Service Improvements
- E. Energy, Technology & Utilities Infrastructure
- F. Park and Open Space Improvements

| 1 st Choice | 2 nd Choice | 3 rd Choice | 4 th Choice | 5 th Choice | 6 th Choice |
|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | | | | |

(Put the letter corresponding with your choices in each box)

8. What Menlo Park neighborhood do you live in? _____
9. General Comment (For example - Is there anything you would like to add to this list? Would you change any of the categories?)

SURVEY COMPLETED BY:

NAME: _____

ADDRESS: _____

----- fold here -----

----- fold here -----

Place
stamp
here

Community Development Department
c/o ConnectMenlo General Plan Update
701 Laurel Street
Menlo Park, CA 94025



ConnectMenlo Upcoming Activities and Events*

| Event | Date | Time | Location |
|--|---------------------------------|-------------|-----------------------|
| Joint City Council/Planning Commission Meeting on Preferred Land Use Alternative | Tuesday, March 31, 2015 | 7:00 p.m. | City Council Chambers |
| City Council Meeting on Acceptance of Preferred Land Use Alternative | Tuesday, April 7, 2015 | 7:00 p.m. | City Council Chambers |
| Release Notice of Preparation for Environmental Impact Report (EIR) | Thursday, May 14, 2015 | | |
| Transportation Commission Meeting on Circulation Element | TBD (May 20 - June 18, 2015) | 7:00 p.m. | City Council Chambers |
| GPAC Meeting #7 – Review Draft General Plan Policies and Consistency Analysis | Thursday, June 25, 2015 | 6-8:00 p.m. | TBD |
| GPAC Meeting #8 – Review Draft Land Use and Circulation Elements and Zoning Ordinance Update | Thursday, July 23, 2015 | 6-8:00 p.m. | TBD |
| Joint City Council/Planning Commission Meeting to Review Preliminary Draft Land Use and Circulation Elements and Zoning Ordinance Update | Monday, August 24, 2015 | 7:00 p.m. | City Council Chambers |
| City Council Meeting on Acceptance of Draft Land Use and Circulation Elements and Zoning Ordinance Update | Tuesday, September 8, 2015 | 7:00 p.m. | City Council Chambers |
| EIR Scoping Session | Thursday, September 10, 2015 | TBD | TBD |
| Estimated Completion of Overall Project | Late June 2016 | | |

*Note: For more information about the ConnectMenlo process, please visit the project webpage at www.menlopark.org/connectmenlo. Actual meeting dates, times, and locations are subject to change.

City of Menlo Park General Plan and M-2 Area Zoning Update Schedule

