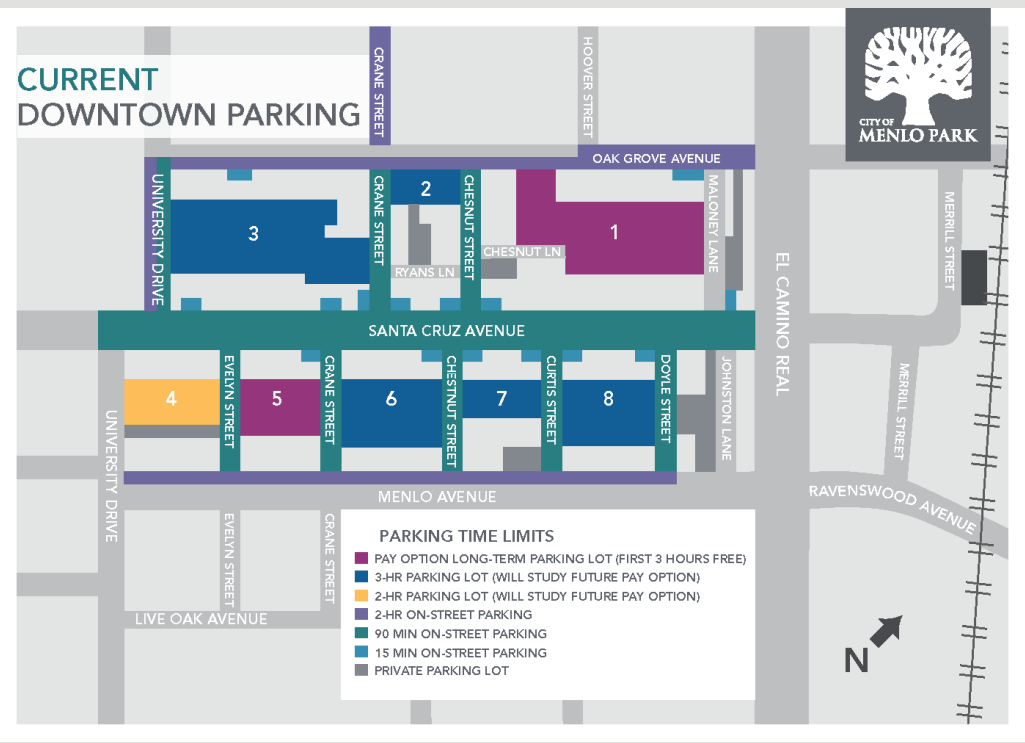
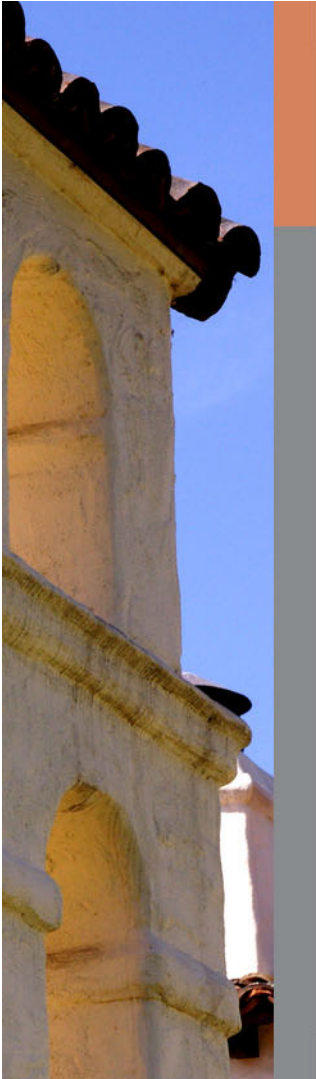




DOWNTOWN DEVELOPMENT PARKING PLAZAS 1, 2 & 3
Jan. 14, 2025







BACKGROUND

- Continuation from Nov. 19, 2024 City Council meeting
- City Council directed additional community outreach
 - Electronic message boards
 - Virtual business community meeting co-hosted with Chamber San Mateo County
 - Citywide postcard mailing
 - A-frame signs with QR codes
 - Project webpage updates, email notifications, Weekly Digest



JOINT MEETING WITH CHAMBER SAN MATEO COUNTY HIGHLIGHTS



- Dec. 11 virtual business community meeting participation
 - Over 120 participants
 - 7 interactive polling questions
 - 56% of respondents identified primarily as Menlo Park residents, 15% as downtown property owners, 14% as downtown business owners
- Key project priorities selected by participants
 - Minimizing disruption, maintaining adequate parking (42%)
 - Mixed-use development (30%)
 - New customer base through housing (15%)
- Preferred public parking configuration
 - Combined surface/structured parking (30%)
 - Multiple smaller parking structures (23%)
 - No preference as long as adequate number of spaces provided (21%)



JOINT MEETING WITH CHAMBER SAN MATEO COUNTY HIGHLIGHTS



- Other key responses from participants
 - Top descriptions of downtown today: “dead” (6 responses), “sleepy” and “underutilized” (4 responses each), “disappointing” (3 responses)
 - Common themes regarding needs to make downtown thrive: parking and access (10 responses), retail and restaurant mix (9 responses), business support and development (7 responses)
 - Preferences for updates on project: Email notifications (69%), virtual meetings (14%), project webpage updates (10%)
 - Other project aspects: parking and access (8 responses), consideration of alternative locations (6 responses), project opposition (5 responses)



FREQUENTLY ASKED QUESTIONS

- FAQs being maintained/updated on project webpage
 - menlopark.gov/downtowndevelopment
- Key topic areas of interest
 - **Housing Element context**
Minimum 345 affordable units, replacement public parking would be provided, potential for mixed-use/mixed-income development
 - **City ownership of lots**
City holds fee title ownership of Parking Plazas 1, 2 and 3
 - **Parking assessment district history**
Parking assessment district bonds paid off in 1980s



FREQUENTLY ASKED QUESTIONS

- Key topic areas of interest (continued)
 - **Civic Center alternate development location**
Civic Center considered during Housing Element process but not included to maintain community parks, recreation, and gathering spaces
 - **Construction impacts**
To be managed in coordination with selected developer; overview of approach requested as part of RFQ



SURPLUS LAND ACT

- State law regulating local agencies prior to sale or lease of public land
- Requires local agencies to prioritize affordable housing before disposition for other purposes
- Determination is at City Council's discretion
- Declaration of "exempt surplus land"
 - Covers land that could be used to provide affordable housing
 - Allows more flexibility in developer selection process
- Resolution can be adopted before or after RFQ process
- Proposed resolution does not obligate City to enter into agreement to develop a site



RFQ UPDATES SINCE NOV. 19

- Downtown goals overview
 - Importance of public parking and parking resource management (Section 2.3)
- Development standards table
 - Summary of zoning requirements (Section 3.3, Table 1)
- Enhanced submittal requirements
 - Expanded development objectives and submittal requirements (Sections 4.2 and 6.2)
 - Project timeline management
 - Construction phasing and impact management
- General development description modifications
 - Broadened potential development descriptions
 - Emphasis on potential for mixed-use and/or mixed-income projects



RECOMMENDATION AND OPTIONS

- Staff recommends adoption of resolution declaring Parking Plazas 1, 2 and 3 as exempt surplus land, and authorization to release RFQ
 - Provide revisions to RFQ
- Other options
 1. Authorize RFQ release only, defer surplus land declaration resolution
 2. Provide alternate direction to staff



NEXT STEPS

- If authorized, staff would:
 - Release RFQ in January 2025
 - Submit SLA exemption declaration to HCD
 - Return to City Council in Spring 2025
 - Summary of RFQ submissions
 - Recommendations for next steps
- Community outreach will continue throughout process



THANK YOU