MENLO PARK EL CAMINO REAL/ DOWNTOWN SPECIFIC PLAN

CITY OF MENLO PARK, CALIFORNIA

July 12, 2012

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…And the thousands of community members who did the real work of the Specific Plan by providing direction for their community for the next 20 to 30 years. Their dedication to working in a constructive, collaborative way to create a plan that will make our community the best it can be is an admirable testament to our ability to achieve the vision set forth in the Specific Plan.

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A.1 SUMMARY

The El Camino Real/Downtown Specific Plan establishes a framework for private and public improvements on El Camino Real, in the Caltrain station area and in downtown Menlo Park for the next several decades. The plan's focus is on the character and extent of enhanced public spaces, the character and intensity of private infill development and circulation and connectivity improvements. It includes a strategy for implementation of public space improvements, such as wider sidewalks and plazas, and other infrastructure improvements.

The overall intent of the El Camino Real/Downtown Specific Plan is to preserve and enhance community life, character and vitality through public space improvements, mixed use infill projects sensitive to the small-town character of Menlo Park and improved connectivity. As discussed later in more detail, the Specific Plan reflects the outcome of an extensive community outreach and engagement process.

"We need to do something."

- Workshop #1 Participant

Illustrated in Figure A1, the El Camino Real/Downtown Specific Plan:

- Encourages infill development of vacant and under-utilized lots along El Camino Real through increased intensities, coupled with strict building modulation and ground-floor setback and building profile requirements that both attenuate the mass and scale of larger buildings and create wider public sidewalks;
- Retains the existing "village" character downtown by keeping buildings low and requiring varied building massing, including through building profile and façade modulation requirements;
- Increases downtown activity, foot traffic and transit use through enhanced public spaces, mixed-use infill projects (including residential uses) and higher intensities of development near the commuter rail station;
- Enhances community life through an integrated network of widened sidewalks, promenades, pocket parks and public gathering spaces; and
- Enhances east-west connectivity across El Camino Real through crosswalk and sidewalk improvements, while accommodating north-south vehicular through-traffic, and across the railroad tracks through grade-separated pedestrian and bicycle connections.

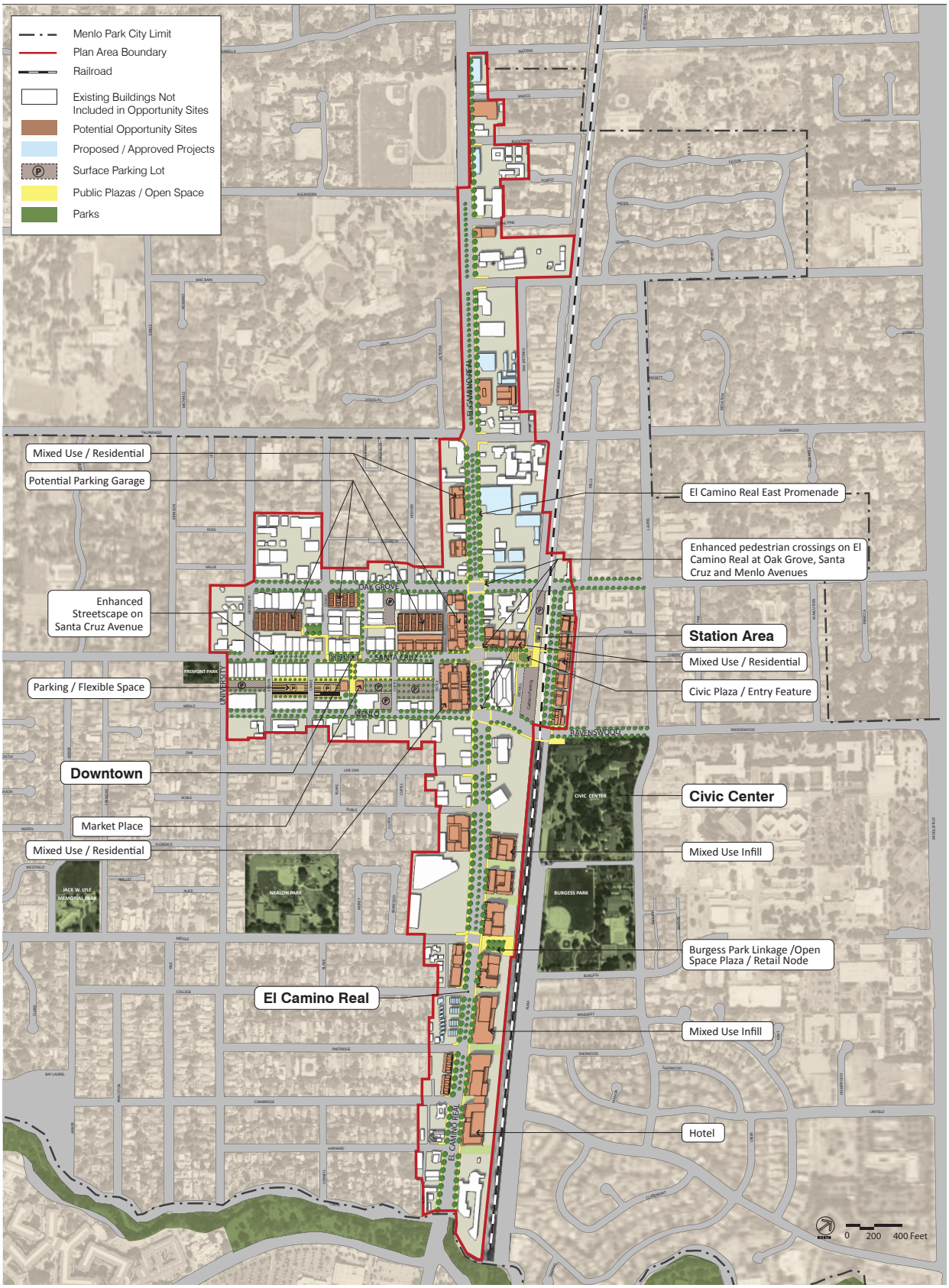


Figure A1. *Illustrative Site Plan*

The illustrative plan, as shown in Figure A1, depicts how the plan area could potentially build out over the next several decades in conformance with the overall planning principles and within the land use and development regulations and design guidelines contained in subsequent chapters. It is important to emphasize that the illustrative plan indicates only one potential development concept and that the actual build-out will likely vary from the initial projection.

As envisioned, the full build-out of the plan area could result in up to approximately 330,000 square feet of additional retail and commercial development, 680 new residential units and 380 new hotel rooms, resulting in 1,357 new jobs and 1,537 additional residents.

It is important to emphasize that the illustrative plan indicates only one potential development concept and that the actual build-out will likely vary from the initial projection.

Rendering of El Camino Real at Ravenswood, looking north

A.2 SETTING AND BACKGROUND

The City of Menlo Park is located approximately 30 miles south of San Francisco on the Peninsula. Home to approximately 30,000 residents, Menlo Park is part of a string of communities connected to San Francisco and San Jose via El Camino Real (an historic road and State Highway), Caltrain rail service and Interstates 101 and 280. Figure A2 illustrates Menlo Park's regional context.

El Camino Real, the Caltrain rail station, and downtown, along with the nearby Civic Center, constitute the historic core of Menlo Park. Figure A3 illustrates the Specific Plan's plan area, which encompasses El Camino Real, the rail station area and downtown.

An historic route, El Camino Real is now State Highway 82, an active arterial roadway and commercial corridor. It was once home to a number of automobile dealerships, most of which are vacant today. Stanford University, the largest private land owner in the project area, owns 12.8 acres on the east side of El Camino Real south of downtown, encompassing most of the former automobile dealerships and the active Stanford Park Hotel.

Menlo Park's downtown includes relatively few historic buildings but retains its historic fabric of small parcels and local-serving, independent street-front retail businesses. Surface parking lots behind Santa Cruz Avenue, downtown's main street, provide convenient parking for downtown visitors and employees. Extensive streetscape and sidewalk improvements on Santa Cruz Avenue, constructed in the 1970's, with additional improvements in later decades, lend a distinct character and pleasant tree cover to the street. The street's sidewalks, however, tend to be narrow and lack adequate social space and spill-out space for adjacent retailers that many in the community strongly desire.

The historic train station, currently providing commuter rail service to San Francisco and San Jose, is one block off El Camino Real opposite downtown. There is a relatively weak connection between the train station area and downtown, with limited foot traffic and activities that would otherwise generate more vibrancy in the area. In addition, the rail line, in combination with El Camino Real, run north-south, making east-west connectivity for vehicular, pedestrian, and bicycle movement challenging.

In 2007, the City initiated a two-phase planning process to enhance and plan for the long-term success of El Camino Real, the Caltrain station area and downtown. As discussed in section A.5, Phase I established an overarching vision for the project area (discussed below). Phase II, this Specific Plan, refines the vision and establishes an implementation framework for future improvements to the area.

Rendering of El Camino Real at Partridge, looking north

Figure A2. Regional Map

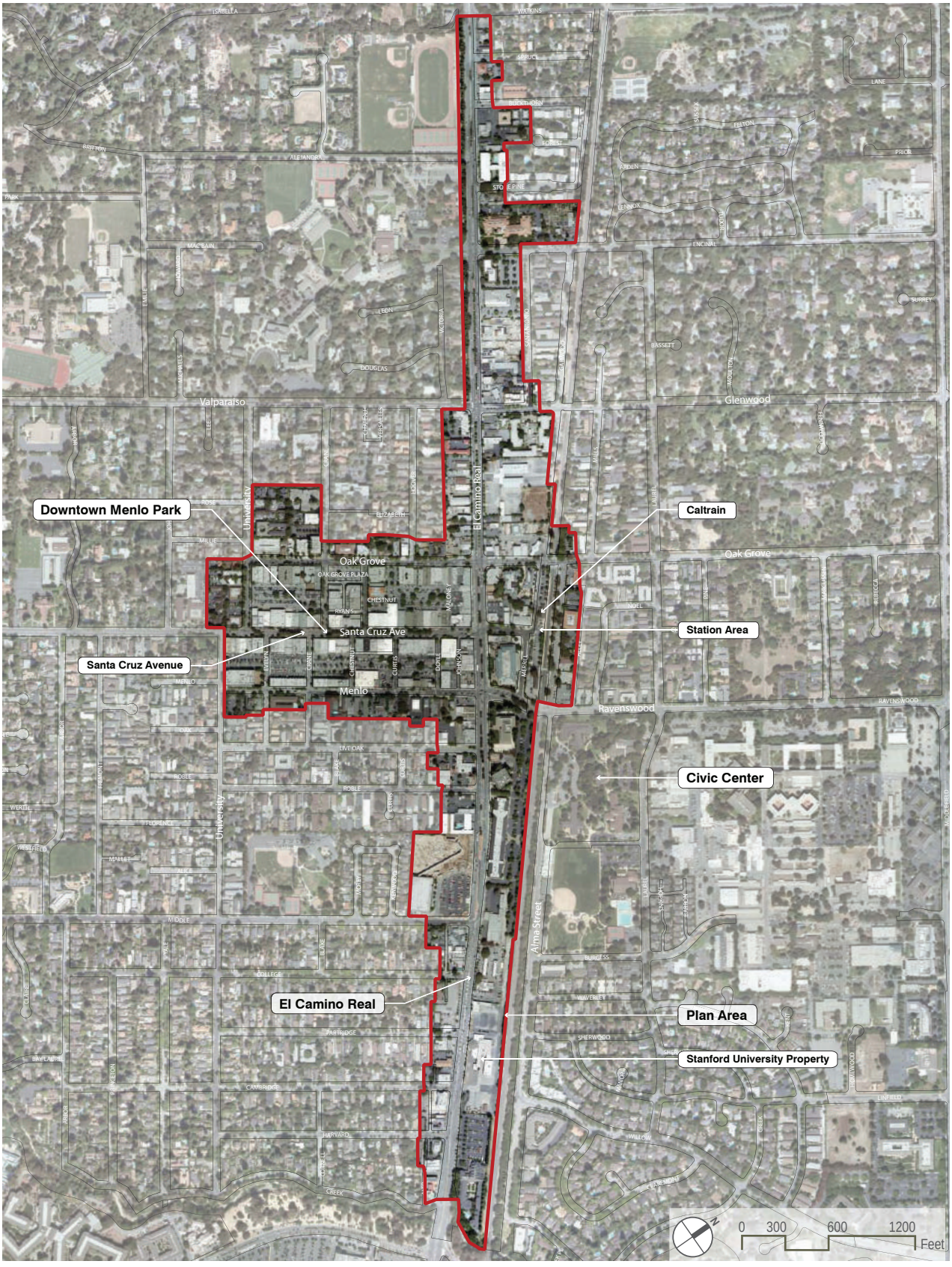


Figure A3. *Plan Area Map*

A.3 SCOPE OF SPECIFIC PLAN

The El Camino Real/Downtown Specific Plan establishes the location and character of streetscape and public space improvements; the character and intensity of commercial and residential development; and the circulation pattern (vehicular, pedestrian, bicycle and transit) and parking strategy to support businesses and overall vitality, and enhance east-west connectivity. The Specific Plan includes standards and guidelines for public and private enhancements to the area, and it offers strategies for financing and implementing public improvements.

In general, a specific plan is a tool for the systematic implementation of the general plan. It effectively establishes a link between implementing policies of the general plan and the individual development proposals in a defined area. A specific plan may be as general as setting forth broad policy concepts, or as detailed as providing direction to every facet of development from the type, location and intensity of uses to the design and capacity of infrastructure; from the resources used to finance public improvements to the design guidelines of a subdivision.

Rendering of Santa Cruz Avenue

The El Camino Real/ Downtown Specific Plan builds upon the El Camino Real/Downtown Vision Plan, unanimously accepted by the Menlo Park City Council on July 15, 2008.

The sketches and photographs in the El Camino Real/Downtown Specific Plan are meant only to relay particular concepts as described in the text or make reference to pertinent precedents and should not be considered exact models. Also, the Specific Plan provides standards and guidelines for private and public development, but does not include detailed plans.

According to California law, Section 65451 of the Government Code mandates that a specific plan contain the following:

(A) A specific plan shall include a text and a diagram or diagrams which specify all of the following in detail:

(1) The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan;

(2) The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan;

(3) Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable; and

(4) A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out paragraphs (1), (2), and (3).

(B) The specific plan shall include a statement of the relationship of the specific plan to the general plan.

The El Camino Real/Downtown Specific Plan builds upon the El Camino Real/Downtown Vision Plan, unanimously accepted by the Menlo Park City Council on July 15, 2008. In addition to the Specific Plan, the planning effort includes an associated Environmental Impact Report (EIR), fiscal impact analysis (FIA) and revisions to the Menlo Park General Plan and Zoning Ordinance to make this specific plan fully operational.

The sketches and photographs in the El Camino Real/ Downtown Specific Plan are meant only to relay particular concepts as described in the text or make reference to pertinent precedents and should not be considered exact models. Also, the Specific Plan provides standards and guidelines for private and public development, but does not include detailed plans.

A.4 HOW TO USE THIS DOCUMENT

The El Camino Real/Downtown Specific Plan conveys an overarching vision for enhancements in the plan area for community residents, business and property owners, City staff and developers. It provides guidance for those making public and private improvement in the plan area.

The Specific Plan includes the following chapters.

- A. Plan Overview
- B. Plan Context
- C. Plan Principles, Framework + Program
- D. Public Space
- E. Land Use + Building Character
- F. Circulation
- G. Implementation
- H. Appendix

The first three chapters provide an overview, context and broad principles and concepts for the plan area, providing all readers with a broad framework within which individual improvements should be made. Chapters D, F and G focus on public improvements, including their character, associated standards and guidelines, and implementation strategies. Chapter E provides the regulatory framework for private development, including allowable building heights, allowable development intensities, setback requirements and other standards and guidelines. This chapter is the major focus for property owners and private developers, and it is used by City staff when reviewing private development proposals. Note: building diagrams in Chapter E are intended to illustrate how different standards are measured, and are not intended to necessarily dictate the placement of different uses or parking within a development.

Although each chapter presents information differently based on its focus, Figure A5 illustrates the types of information found within this Specific Plan.

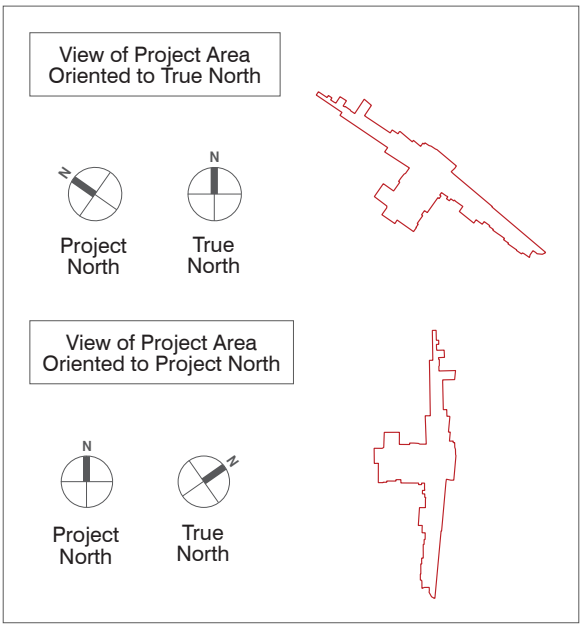


Figure A4. *"Project North" - Although El Camino Real and the Caltrain line do not run in a precisely north-south direction within Menlo Park, they are overall north-south corridors and are considered by the community as such. Directional references in this document use this convention.*

A. OVERALL DESCRIPTION / INTENT: Each section / sub-section typically begins with an overall description that outlines the general objectives and intent.

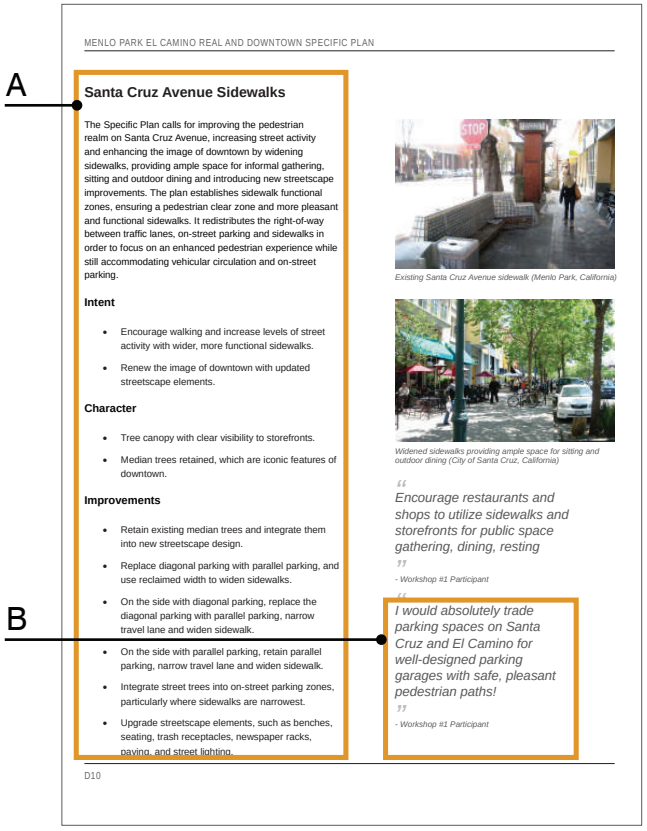
B. QUOTES / COMMENTS: Quotes / comments from the community workshops appear in the sidebar to highlight the voices of the participants. The workshop number indicates where the quote / comment was collected. Occasionally, important points of emphasis also appear in the sidebar.

C. PHOTO: Photos that appear in the sidebar are intended to relay general principles and not serve as exact models.

D. STANDARDS: These are the aspects that **must** be implemented (strict requirements) for public and private development.

E. GUIDELINES: These are the aspects that **should** be implemented (not strict requirements) for public and private development.

F. CONCEPT DRAWINGS: Conceptual drawings serve as examples of one potential design, to be refined if and when the improvement is to be built.



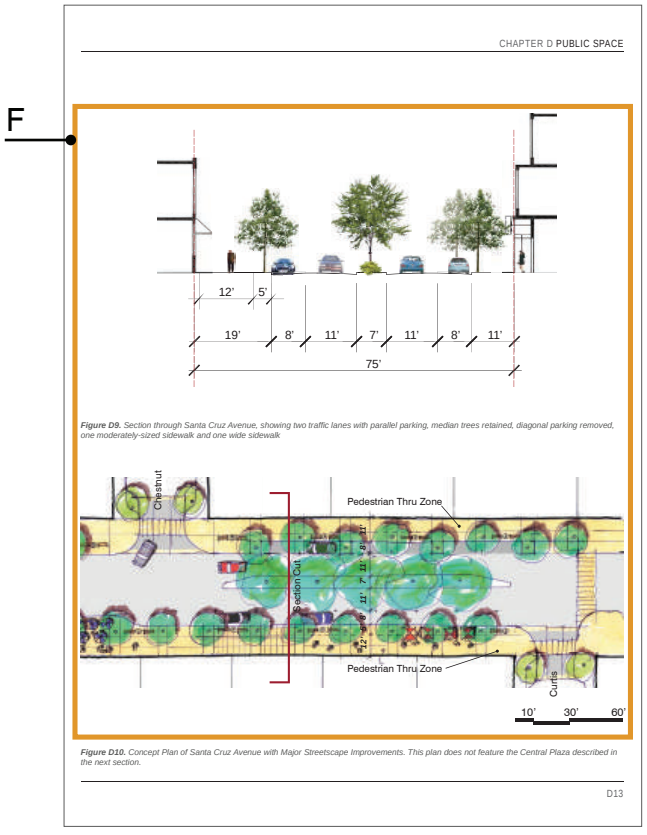


Figure A5. *Types of Information Found in Specific Plan*

A.5 PLANNING PROCESS

The El Camino Real/Downtown Specific Plan is the result of a multi-year process designed to evolve a community judgment about the future of the plan area. Community judgment, as opposed to public opinion, is a shared conclusion based on beliefs, values and factual information that results in a legitimate, lasting and implementable outcome. Community judgment consists of a shared and common sense of public priorities but is not the same thing as consensus. This public judgment emerged through a two-phase process involving thousands of community members (over 950 on the regular email update list alone); representatives of key stakeholder groups such as downtown and El Camino Real business and property owners; an Oversight and Outreach Committee that included representatives of important stakeholder groups such as residents and business/property owners; City Commissions; and the Menlo Park City Council.
The process was supported by an extensive community outreach campaign through both phases that included project newsletters and postcards to every Menlo Park postal address (including both residential and commercial properties); stories in the Menlo Park quarterly newsletter that also went to all households and businesses; news releases, posters, fliers and an extensive email update system; and one-on-one outreach to stakeholders by Council Members, Oversight and Outreach Committee Members and staff.

“I think the emerging plan strikes a good ‘reasonable’ balance between character and progress…by allowing reasonable development”

- Workshop #3 Participant

“I think the overall process has been a very constructive planning process!”

- Workshop #3 Participant

Phase I: Vision Plan

As is typical of planning processes designed to develop community judgment, the El Camino Real/Downtown Specific Plan began with a community visioning process conducted in 2007 and 2008. This step included an educational speaker series, walking tours, three community workshops, one Planning Commission workshop and two City Council meetings. The visioning process was structured to gather together the core values, hopes and dreams the community has for the area so that when more specific decisions have been made later in the process, they are grounded in the community's decision about what is most important for the future.

The visioning effort was promoted by five city-wide mailings (including two return surveys), which were sent to all residential and commercial properties and which generated approximately 2,600 total returns. The outreach effort also included one-on-one outreach by the Oversight and Outreach Committee to members of their stakeholder groups, such as downtown businesses and residents. The City Council unanimously accepted the Vision Plan on July 15, 2008, and the Plan serves as the values base for the Specific Plan. The following section, Section A.6, lists the Vision Plan's twelve principal goals.

Phase I visioning process

Phase II: Specific Plan Process

As recommended in the Vision Plan, the City subsequently commenced work on a Specific Plan, to contain elements such as detailed land use regulations, design guidelines and implementation measures. As was the case with Phase I, the Phase II process has been a community-oriented planning project, with unprecedented levels of public outreach and participation. The Specific Plan process has strived to result in a community judgment, as defined earlier.

The Specific Plan process included meetings, work sessions and workshops at critical project milestones:

- Interviews with Project Stakeholders at the beginning of the project;
- Meetings with the Oversight and Outreach Committee;
- Meetings/work sessions with the Planning Commission;
- Meetings/work sessions with the City Council; and
- Three Community Workshops.
- Detailed review of the Draft Specific Plan and EIR

Community Workshops

Three community workshops, each attended by over 100 people, engaged members of the community in facilitated, interactive activities designed to move from the values and goals of the vision phase to an informed judgment about the detailed elements of the Specific Plan. This required workshop participants to learn about the current conditions in the area, generate ideas about what could be done to improve those conditions in order to realize the community vision, understand and weigh the impacts of those ideas and improvements, and make choices about which ideas to include in the plan based on deliberation with other community members.

Workshop #1 on April 16, 2009.

The purpose of the first workshop was to help the community confirm the Phase I vision and goals, to understand existing conditions, constraints and opportunities and to consider the primary issues and the possible positive and negative outcomes related to future potential changes in the plan area. The workshop was organized around four subject areas: connectivity, vibrancy, public space and character, all of which were based on the approved vision.

Community Workshop #1

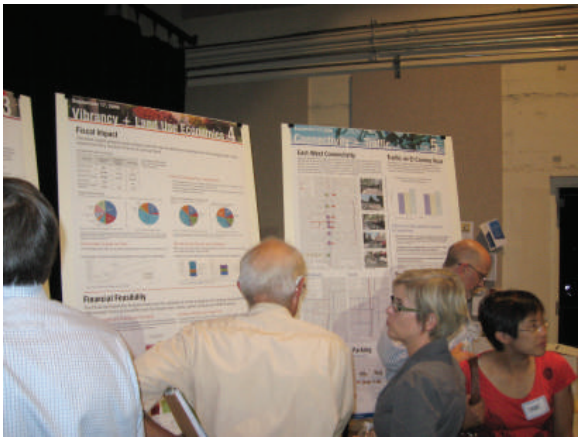
Community Workshop #2

Workshop #2 on June 18, 2009

The purpose of the second workshop was to build upon the discussion from the first workshop and to begin to discuss the impacts of the various plan elements that were emerging. The process involved a presentation and discussion, in break-out sessions, of alternative concepts for connectivity, vibrancy, public space and character, based on comments from the first workshop, feedback from the Oversight and Outreach Committee, Planning Commission and City Council and analyses conducted by the consultant team. The analyses included preliminary fiscal information, diagrams of site character and opportunities/constraints and a preliminary study of the impacts of potentially tunneling El Camino Real. It included preparation and consideration of various plan concepts, massing options and photomontages, street sections, development scenarios and public space improvements.

Workshop #3 on September 17, 2009

The purpose of the third and final Community Workshop was to present an Emerging Plan developed from Community Workshops #1 and #2, to gain critical feedback on the Emerging Plan and to help decide on revisions to the Emerging Plan. Attendees were able to weigh in on proposed public improvements, including expanded public spaces, wider sidewalks on Santa Cruz Avenue and enhanced crossings of El Camino Real. Attendees also considered a preferred direction for the use, size and character of private development, with its associated traffic and fiscal implications and potential public benefits.



Community Workshop #3

Draft Specific Plan and EIR

Following the Community Workshop process, the Draft Specific Plan was published on April 7, 2010, and the Draft EIR was published on April 29, 2011. Both documents were released to strong community interest. Following the Draft EIR comment period (discussed fully in the Final EIR), the Planning Commission and City Council were originally scheduled to hold one meeting each to provide direction on the Draft Specific Plan. However, both bodies expressed an interest and willingness to hold additional meetings in order to more fully explore and address comments, questions, and potential concerns, both from the Commission/Council and the public. The aim of this detailed review was to provide clear and specific direction on improvements and refinements to the plan.

The Planning Commission held five meetings in July-August 2011, and the City Council followed with four meetings in August-October 2011. Concurrent with the Planning Commission and City Council's review, the Housing, Transportation, and Bicycle Commissions conducted sessions on the Draft Specific Plan. Each of these Commissions recommended moving forward with the El Camino Real/Downtown Specific Plan process, subject to specific recommendations that were considered by the Planning Commission and City Council. All of these meetings benefited from diverse public input.

The City Council concluded its review on October 4, 2011 with direction for substantive improvements to the Draft Specific Plan, which have been incorporated as appropriate into this Final Specific Plan.

A.6 VISION PLAN GOALS

Phase I visioning process

The El Camino Real/Downtown Specific Plan builds upon the Phase I Vision Plan, as unanimously accepted by the City Council on July 15, 2008. The Vision Plan's twelve goals are:

Maintain a village character unique to Menlo Park.

Provide greater east-west, town-wide connectivity.

Improve circulation and streetscape conditions on El Camino Real.

Ensure that El Camino Real development is sensitive to and compatible with adjacent neighborhoods.

Revitalize underutilized parcels and buildings.

Activate the train station area.

Protect and enhance pedestrian amenities on Santa Cruz Avenue.

Expand shopping, dining and neighborhood services to ensure a vibrant downtown.

Provide residential opportunities in the Vision Plan Area.

Provide plaza and park spaces.

Provide an integrated, safe and well-designed pedestrian and bicycle network.

Develop parking strategies and facilities that meet the commercial and residential needs of the community.

Section C.1 of this plan further describes the relationship between these goals and the guiding principles of the Specific Plan.

B.

PLAN CONTEXT

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B.1 OVERVIEW

Located on the Peninsula south of San Francisco, the plan area for the El Camino Real/Downtown Specific Plan is the historic center of Menlo Park. The plan area consists of an arterial corridor, a pedestrian-scale downtown and a transit center providing commuter rail service to San Francisco and San Jose.

This chapter summarizes the following aspects of the plan area:

- Site Context and Character;
- Opportunities and Constraints;
- Circulation Overview; and
- Market Overview.

B.2 SITE CONTEXT AND CHARACTER

Figure B1 identifies major features of the area, including the El Camino Real corridor, Caltrain station area, downtown core, major roadways, the adjacent Civic Center and major parks, schools and landmarks in the area. Feature buildings, as shown, are those buildings that are highly visible and memorable, have historic or cultural value or contain uses that have large local and regional draws. Their inclusion in the figure helps orient the reader.

Figure B2 illustrates some of the defining characteristics of the El Camino Real corridor, station area and downtown. It focuses on the visual quality and definition of the area by the way buildings orient to the street, with varying building setbacks; the effect of underutilized lots on street character; the provision and location of public parking plazas; and the area's landscape character. It identifies familiar "landmark" buildings, which help orient visitors to the area, and places with a higher degree of activity, such as Draeger's Market and the public library.

In general, some of the most successful and memorable streets, in terms of character and activity, are ones where buildings address and frame the street with active ground floor uses and articulated façades; where pedestrians have a comfortable and welcoming place to walk; and where a consistent use of landscape treatment, through street trees, street lamps and other furnishings, create a welcome and unifying image.

Building Character

Parking lot interfacing with El Camino Real, creating an edge condition that lacks clear definition (Menlo Park, California)

Santa Cruz Avenue has a small-town character, with storefronts that face the street and a median planted with stately trees (Menlo Park, California)

Caltrain Station is a local landmark (Menlo Park, California)

Buildings on El Camino Real vary in size and style, from automobile showrooms (many empty) and car repair shops to larger commercial buildings, office buildings up to four stories tall and smaller scale commercial buildings closer to downtown. Most buildings are one and two stories tall, although others are taller.

El Camino Real, for the most part, lacks a clear definition of a built edge due to inconsistent building setbacks and numerous parking lots along the street. This detracts from the visual appeal of the corridor. In some cases, buildings with a strong built edge face away from the street and to rear parking lots, thereby detracting from street character. The stretch of El Camino Real between Valparaiso Avenue and Roble Street exhibits a better definition because most buildings have a consistent, minimum setback from the street, consistent with the historic center of Menlo Park, and because of the landscaped median.

Santa Cruz Avenue has a consistent building character between El Camino Real and University Drive, with all buildings aligned to the sidewalk/lot line and most buildings along Santa Cruz Avenue being one and two stories tall. This provides very clear street definition and strong visual quality to the street by providing clear distinction of the public and private realm with active edges of doors and windows opening onto the street. The street consists of small, distinct storefronts, creating a visual interest to passersby.

Secondary street frontage on Oak Grove and Menlo Avenues adjacent to Santa Cruz Avenue, and other smaller streets perpendicular to it, play an important role in providing uses and services that support the downtown. The Oak Grove and Menlo Avenue corridors have a range of existing building types, including some three-story structures.

Menlo Center and the Caltrain Station are notable buildings and function as local landmarks, with the Presbyterian Church, Draeger's Market, Trader Joe's, Safeway, Burgess Park and the public library serving as "activity nodes" or places attracting significant numbers of people and creating activity within the plan area.

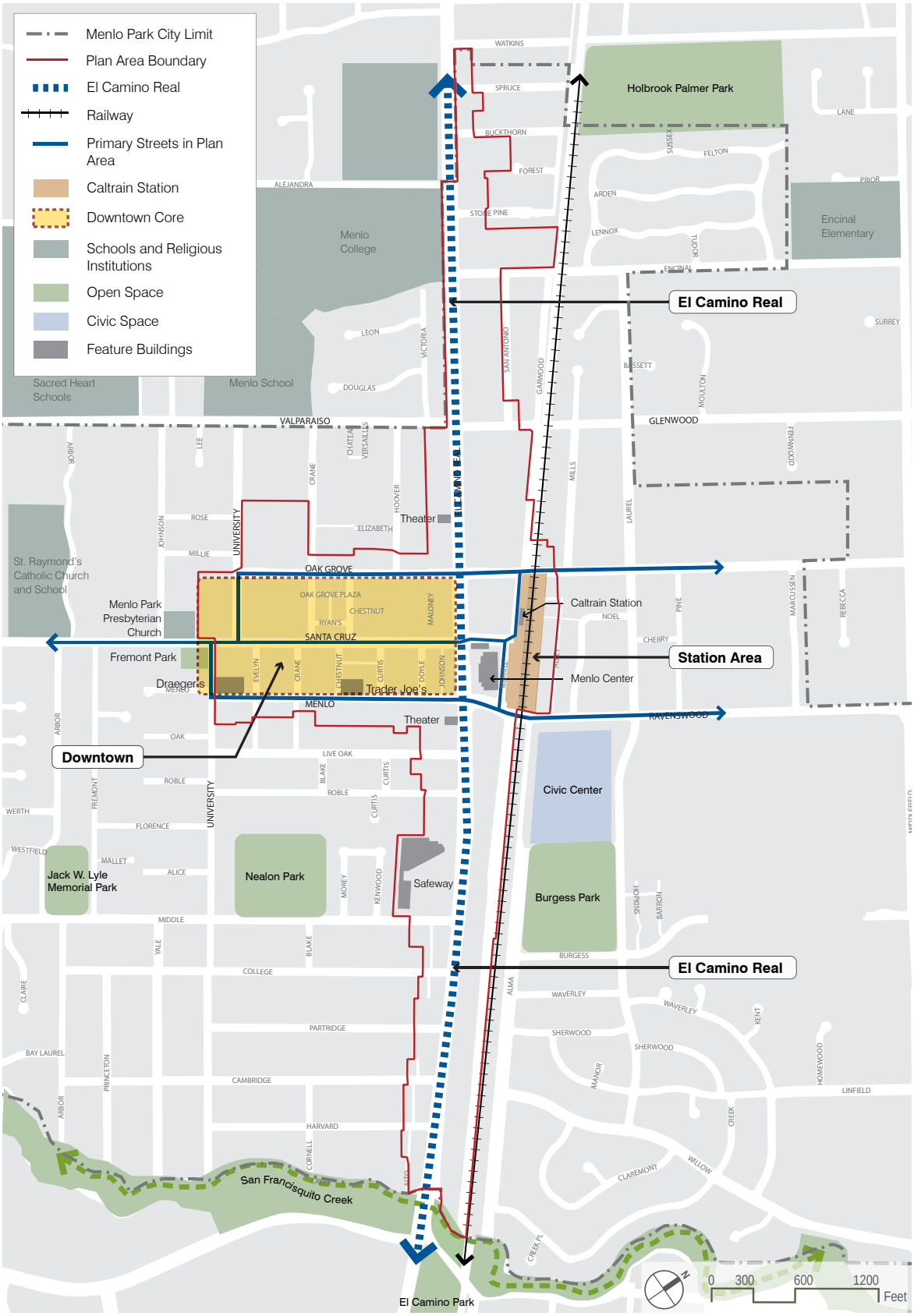

Figure B1. *Site Context*

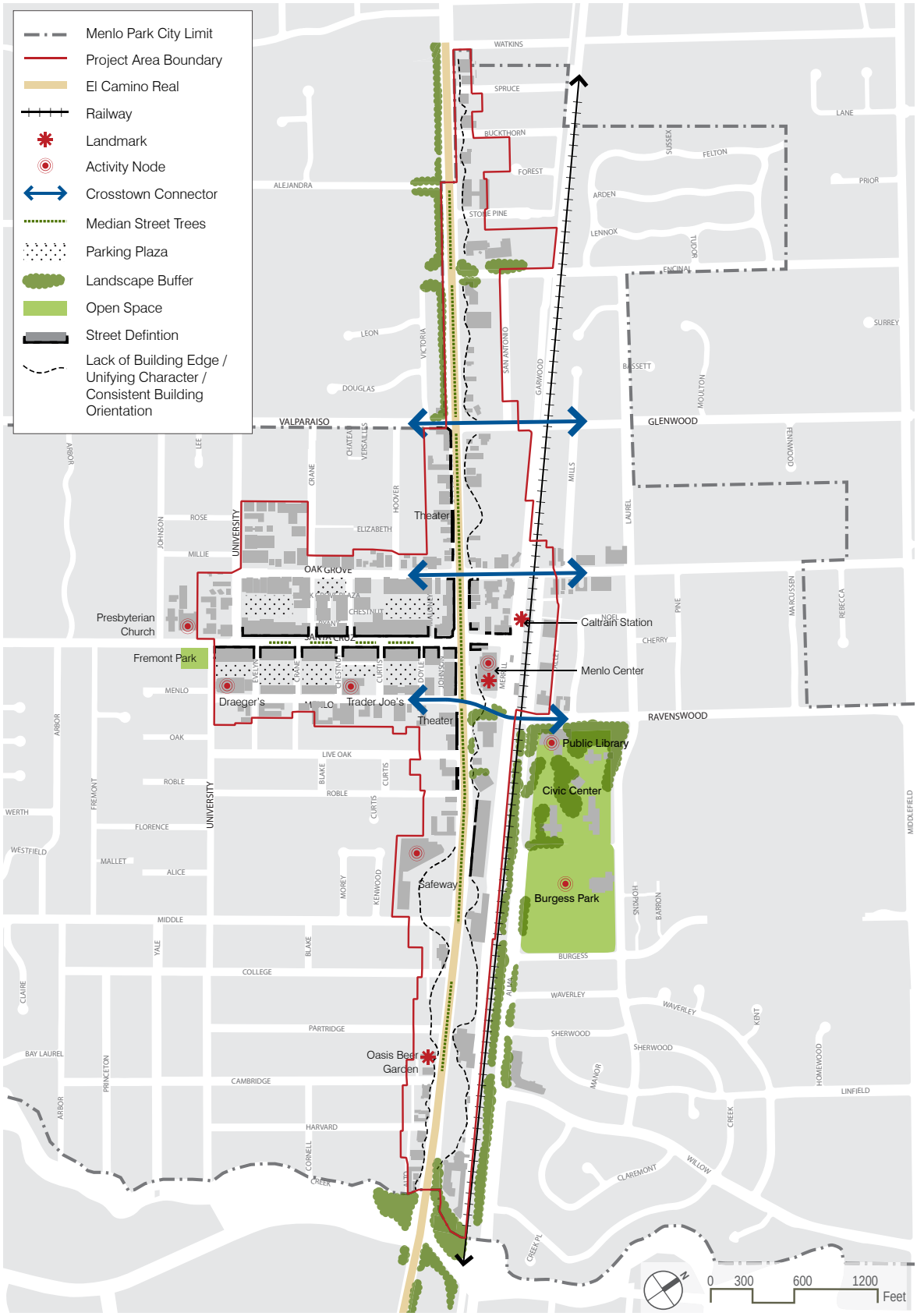

Figure B2. *Site Character*

The plan area also includes a number of gateways, an entrance “expression” that heralds the approach of new landscape and defines the arrival point as a destination. The minimum building setbacks and median trees, which start at Valparaiso Avenue, create a sense of entry or gateway to downtown heading south. Other gateways include El Camino Real at the Menlo Park/Palo Alto city limit, heading north, and Santa Cruz Avenue at El Camino Real and at University Drive heading into the center of downtown.

Peet’s Coffee at the corner of Santa Cruz Avenue and University Drive (Menlo Park, California)

Streetscape - Downtown (Menlo Park, California); Santa Cruz Avenue consists of small, distinct storefronts, in one- and two- story buildings, that line and define the street

Streetscape Character

Back-to-back benches (Menlo Park, California)

Streetscape character is created by features such as landscaping, sidewalk design and street furniture and amenities. Along El Camino Real, the landscaping varies in design, quality and maturity, resulting in a range of experiences for pedestrians. Some areas such as the section between Roble and Ravenswood Avenues include mature street trees, providing a high quality experience for pedestrians. Areas with less mature landscaping are not as comfortable. Overall, the series of street trees and median trees, especially ones that are more mature, help lessen the impact of traffic along El Camino Real and make it more comfortable for pedestrians.

The sidewalk dimension on El Camino Real varies in width and in a few locations narrows down to a size that makes it an uncomfortable pedestrian experience. In addition, several intersections along El Camino Real have been compromised by infrastructural elements (such as signage, light posts and utility boxes) or restrict pedestrian circulation in favor of vehicular circulation (especially in locations where there is a high frequency of vehicular turning). The existing intersections have been designed for vehicular speeds and do little to provide assistance for pedestrians.

Typically Santa Cruz Avenue is comprised of a traffic lane in each direction, parking on both sides (sometimes parallel, sometimes angled), 10-foot sidewalk and one- to two- story buildings that have no setback from the street. The street is identifiable by a median planting of London Plane trees that average 30 to 35 feet tall. Additionally, trees of varying types and sizes are planted irregularly in the sidewalk and planting areas.

Santa Cruz Avenue has been designed with a great deal of emphasis on the pedestrian. A strong effort has been made to separate pedestrian circulation from vehicular traffic as well as provide street furnishings and amenities. The existing streetscape design, built over the past few decades, is intended to serve pedestrians, yet also creates constraints by reducing the effective space for circulation and social interaction and, at times, being visually disruptive. In several locations, benches are fixed in location back-to-back, limiting informal use by larger groups. Much of the sidewalk space has been organized using low concrete walls and planting areas, which provide a perception of increased protection from vehicles, but limit the usable space of the sidewalk.

B.3 OPPORTUNITIES AND CONSTRAINTS

The plan area offers ample opportunities and constraints for improvements, particularly as they relate to the community's desires for enhanced pedestrian amenities and public spaces, a revitalized El Camino Real, an active, vibrant downtown and improved pedestrian and bicycle connections. Illustrated in Figure B3, the following sections describe the area's opportunities and constraints.

Draeger's is a local activity node (Menlo Park, California)

> *"Improving conditions for both (vehicles and pedestrians) should be the goal through wider sidewalks with green areas between traffic and sidewalks"*
>
> *- Workshop #1 Participant*

> *"Need for good streetscape and ground floor design – pedestrian friendly"*
>
> *- Workshop #1 Participant*

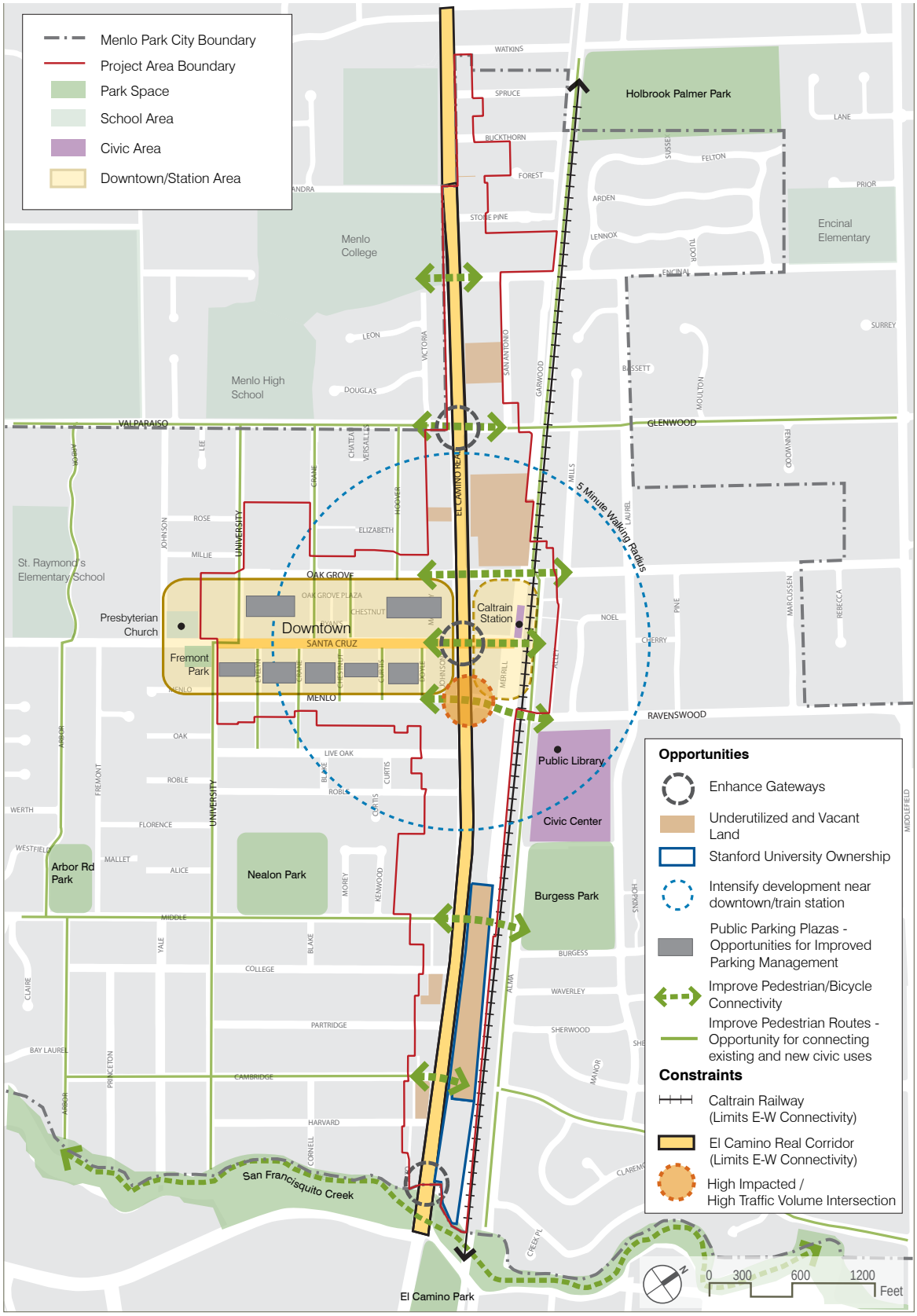

Figure B3. *Opportunities and Constraints*

Opportunities

The Specific Plan recognizes opportunities for enhancements within the plan area. The following sections discuss these opportunities in more detail:

- Improve Underutilized and Vacant Lands.
- Improve Stanford University-Owned Property.
- Focus Higher Density Development in Proximity to the Train Station Area.
- Build on Downtown Character.
- Improve and “Leverage” Existing Public Parking Plazas.
- Improve Pedestrian Amenities and Overall Street Character.
- Improve East/West Pedestrian and Bicycle Connectively.
- Improve Linkages between Open Spaces and Civic Uses.

> *“Let’s really plan for a 50-year non-auto environment”*
>
> *- Workshop #3 Participant*

Improve Underutilized and Vacant Parcels

Vacant and under-utilized parcels in the plan area provide opportunities for mixed use development. New development would also help transform the streetscape character along El Camino Real by encouraging street level activity and enhancing the pedestrian environment. Several of the parcels have approved or pending projects that will serve these purposes as well as provide the potential for revenue generation and increase housing opportunities. Additionally, hotel uses have the potential to generate needed tax revenue for the city.

Vacant and under-utilized parcels along El Camino Real (Menlo Park, California)

Improve Stanford University-Owned Property

Stanford University owns a large contiguous stretch of land of approximately 12.8 acres on the eastern side of El Camino Real just north of San Francisquito Creek. The land is suitable for multi-family residential, commercial and mixed use development. This single ownership allows for a comprehensive approach to redevelopment of this portion of El Camino Real, which is currently underutilized. It also provides an opportunity for an east-west pedestrian and bicycle linkage near Middle Avenue.

Large, contiguous stretches of land along El Camino Real (Menlo Park, California)

Focus Higher Density Development in Proximity to the Train Station Area

Existing mixed use activity at Menlo Center (Menlo Park, California)

Vibrancy is achieved by a rich mix of uses, including residential and public amenities, arranged in a compact manner, in close proximity to transit. This mixed-use pattern supports pedestrian circulation and transit use while reducing relative vehicular trips in comparison to standalone projects of the same size. Also, clustering development near transit can potentially help justify improvements to existing transit.

The intersection of Santa Cruz Avenue and El Camino Real is the “center” of Menlo Park’s commercial and historic core, the confluence of the city’s commercial corridor, downtown “Main Street” and transit station area. This central location is the logical place for increased intensity of mixed-use development. As shown in Figure B3, there is an opportunity to focus development within a five minute walking radius from this “center”.

Build on Downtown Character

Existing downtown character consisting of small blocks, mostly retail uses and one to two story buildings with small floor areas (Menlo Park, California)

Downtown Menlo Park is a walkable district with small blocks with most of the retail uses concentrated along Santa Cruz Avenue. The buildings in downtown are one or two stories with relatively small floor area. Enhancing the walkability in downtown by improving pedestrian movement along Santa Cruz Avenue and along the side-streets perpendicular to Santa Cruz Avenue will reinforce the village character. Opportunities exist to create limited new social spaces in the public parking plazas and through widening of sidewalks, which will further enhance the downtown character. As discussed above, intensifying mixed use development around the intersection of Santa Cruz Avenue and El Camino Real will also contribute to a vibrant downtown by increasing foot traffic and by enhancing pedestrian orientation of downtown.

Improve and "Leverage" Existing Public Parking Plazas

The downtown parking plazas provide needed parking for downtown stores and services. However, their current configuration is inefficient, with narrow drive aisles and sub-standard spaces in some cases. The city-owned parking plazas provide opportunities for possible limited infill development including modest new retail/restaurant uses, public open space and structured parking, enhancing the vitality and vibrancy of downtown. Such changes can enhance downtown character without reducing the inventory of available parking spaces. The opportunities listed will enhance foot traffic through increased patronage and support of local retail businesses downtown, in turn leading to increased sales. The parking plazas also provide opportunities for improved parking management, such as by relocating longer-term parking to garages and improving short-term parking opportunities elsewhere.

"If there were less parking and more activity, I would walk to downtown"

- Workshop #3 Participant

"We could walk more if we had good parking structures off downtown"

- Workshop #1 Participant

Improve Pedestrian Amenities and Overall Street Character

Opportunities exist to improve pedestrian amenities (street furniture, widened sidewalks), and overall street character, in downtown, particularly along Santa Cruz Avenue, the north-south streets, and on downtown parking plazas. In some places, on-street parking may be reconfigured and accommodated elsewhere to provide room for pedestrian improvements.

El Camino Real offers its own challenges, with the arterial right-of-way needing to accommodate vehicular movement, on-street parking in some places and pedestrian movement. Buildings along the corridor are often built up to the property lines and sidewalks tend to be narrow, placing the pedestrian near fast-moving traffic. Opportunities, albeit limited, exist to improve the pedestrian experience by narrowing traffic lanes while maintaining the same number of lanes and expanding the sidewalk and by introducing and expanding sidewalks and publicly-accessible open space on adjacent properties.

Opportunity to widen sidewalks along Santa Cruz Avenue (Menlo Park, California)

Buildings along El Camino Real built up to the property lines with narrow sidewalk condition (Menlo Park, California)

Parallel railroad tracks impede safe and accessible east/west connections (Menlo Park, California)

Poor accessibility and linkages between key spaces (Menlo Park, California)

Improve East/West Pedestrian and Bicycle Connectivity

The El Camino Real corridor and parallel railroad tracks impede safe and accessible east/west connections. There are opportunities to improve existing connections, particularly between downtown and the train station area, through enhanced pedestrian and bicycle amenities and managing traffic movements. Opportunities for new pedestrian and bicycle connections under or over the railroad tracks exist at the Caltrain station and at Middle Avenue, connecting through to Burgess Park. There is also an opportunity to improve existing pedestrian crossings at Oak Grove, Santa Cruz, and Menlo Avenues for enhanced east-west connectivity with high-visibility crosswalks with enhanced pavement, median islands/pedestrian refuges and other crossing improvements.

Improve Linkages between Open Spaces and Civic Uses

Some notable civic uses and parks in the vicinity of downtown include the Civic Center and Public Library, Caltrain Station, Menlo Park Presbyterian Church, Fremont Park, Nealon Park and Burgess Park. Improving pedestrian and bicycle routes between these civic uses provides an opportunity to create safe linkages and improve accessibility.

Constraints

The following sections discuss these constraints in the project area in more detail:

- Railroad Line Limits East/West Connectivity Opportunities.
- Arterial Function and Caltrans Jurisdiction of El Camino Real Limits Improvement Opportunities.
- Ravenswood/Menlo/El Camino Real Intersection Congestion.
- Funding for Public Improvements.
- Financing Given the Current Market Situation.

Railroad Line Limits East/West Connectivity Opportunities

The railroad tracks are a barrier that limits east-west connectivity, although they also buffer taller buildings on El Camino Real from adjacent neighborhoods. Implementing attractive and safe connections across the tracks remains a real challenge in the project area. Future high speed rail is also planned for the Peninsula, and it requires track grade-separation. With high speed rail and its grade separations, east-west transportation connections can be enhanced. However, it will act as a visual barrier if the tracks are above grade.

Railroad line limiting east/west connectivity opportunities (Menlo Park, California)

Arterial Function and Caltrans Jurisdiction of El Camino Real Limits Improvement Opportunities

Under the California Department of Transportation (Caltrans) jurisdiction, El Camino Real is a major arterial roadway that must accommodate regional through traffic. While there is potential to improve the pedestrian environment, and street character, along the El Camino Real right of way, Caltrans has final authority and decision making power in this regard. Deviations from Caltrans policy or standards to meet community requests may require approval of an exception to a policy or nonstandard feature.

Arterial function of El Camino Real limiting improvement opportunities (Menlo Park, California)

Ravenswood/Menlo/El Camino Real Intersection Congestion

This intersection is the only one in the project area that currently operates at an unacceptable level of service for vehicular traffic under existing conditions (discussed in Section F.2 “Vehicular Circulation”). Accordingly, increased development and improving pedestrian and bike crossings, while accommodating traffic flows, remains a challenge in the area.

Funding for Public Improvements

Due to fiscal constraints being experienced by all levels of government, including the City of Menlo Park, the funding available for public improvements is limited. It is unlikely that the General Fund will be a significant source of funding for public improvement projects. Therefore, the City will need to identify other revenue sources to pay for proposed improvements. A wide variety of other funding sources and financing mechanisms, including Benefit Assessment Districts, Grants, and Development Impact Fees, are available for public improvements, but their applicability to Menlo Park varies substantially because of statutory constraints and political challenges, including the need for voter approval in some cases. Development Impact Fees and other contributions from developers will be limited by the amount of new development allowed in the specific plan area and, at least in the short-term, by the current real estate market conditions. The ultimate mix of funding sources and financing mechanisms for the proposed improvements will be subject to the larger priorities of the City. Please see Chapter G “Implementation” for more information on specific funding sources.

Financing Given the Current Market Situation

The current market situation is characterized by constrained credit markets and a broader economic downturn that has impacted the potential for real estate development. While current market conditions, wherein home prices and the volume of sales have both declined, are not conducive to real estate development at this time, the market for real estate tends to be cyclical in nature. It is difficult to predict when the market will improve; however it is unlikely that new projects in the plan area will be constructed and occupied until 2012–2013, at the earliest.

B.4 CIRCULATION OVERVIEW

The circulation system in the Specific Plan project area accommodates, to varying degrees, vehicular movement, pedestrian movement, bicycle circulation and transit use. This section summarizes the following aspects of the existing circulation system:

- Policy Context.
- Transportation Conditions.
- Opportunities.

More detailed discussion of the circulation system is contained in Chapter F “Circulation”.

Policy Context

There are a number of agencies whose policies apply to the Specific Plan area, including the City of Menlo Park, the San Mateo City/County Association of Governments (C/CAG), the Metropolitan Transportation Commission (MTC), the California Department of Transportation (Caltrans), San Mateo County Transit District (SamTrans) and the Town of Atherton. Moreover, the City of Menlo Park’s General Plan provides a blueprint for growth within the City, and sets the goals, policies, and programs that apply to the Specific Plan area.

The General Plan specifies that the minimum acceptable level of service[1] (LOS) for roadways is LOS D, and includes policies supporting the development of an equitable transportation network supporting transit, bicycles, and pedestrians. Caltrans controls El Camino Real, where it strives for operations at LOS C or better, but Caltrans documents note that there is flexibility in the application of its standards to accommodate community goals.

[1] Level of Service (LOS) is a quantitative description of roadway operations from the perspective of a vehicle driver. The LOS of a roadway facility can range from LOS A, with free-flow operations and little or no delay, to LOS F where traffic volumes exceed roadway capacity resulting in stop-and-go operations and excessive delays. LOS E represents at-capacity conditions, LOS D represents below-capacity conditions where delays are tolerable for most drivers

Transportation Conditions

Roadway System

The roadway system in Menlo Park is comprised of relatively short and discontinuous north-south and east-west roadways. This layout limits the amount of regional traffic on the roadways but creates circuitous traffic routings for people who live, work, and visit Menlo Park. Traffic congestion in the project area occurs primarily along El Camino Real, which carries regional traffic, and its intersections. The highest levels of congestion occur during the morning and evening peak commute hours, causing extensive queuing. About half of the traffic on El Camino Real in the downtown area is regional in nature, with an origin and destination outside of the project area.

Pedestrian and Bicycle Facilities

Pedestrian and bicycle facilities support attractive modes of travel in Menlo Park as nearly six percent2 of work trips are made by bicycle or on foot, well above both state and national averages. Pedestrian and bicycle accommodations are provided throughout much of the City. However, there are many gaps and deficiencies. While sidewalks are provided along most roadways in the plan area, El Camino Real and the Caltrain tracks serve as a barrier to east-west travel, and there are discontinuities in the sidewalk system leading into the downtown area. El Camino Real and the Caltrain tracks serve as a barrier to east-west bicycle travel as well and there are discontinuities in the bicycle network especially for north-south travel.

[2] 2000 Census journey to work data

Discontinuities in bicycle network for north-south travel (Menlo Park, California)

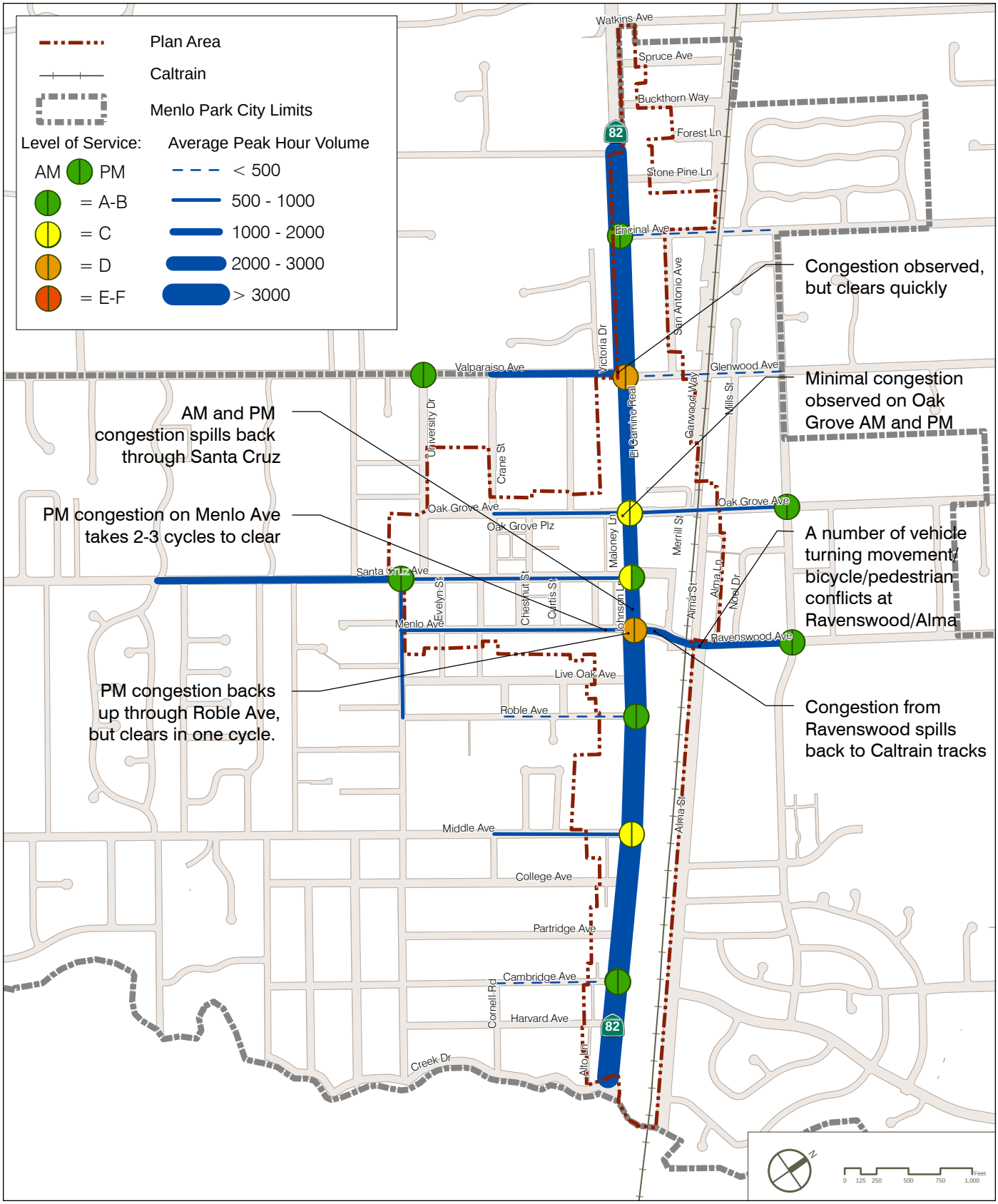

Figure B4. *Peak Period Intersection Level of Service in Plan Area*

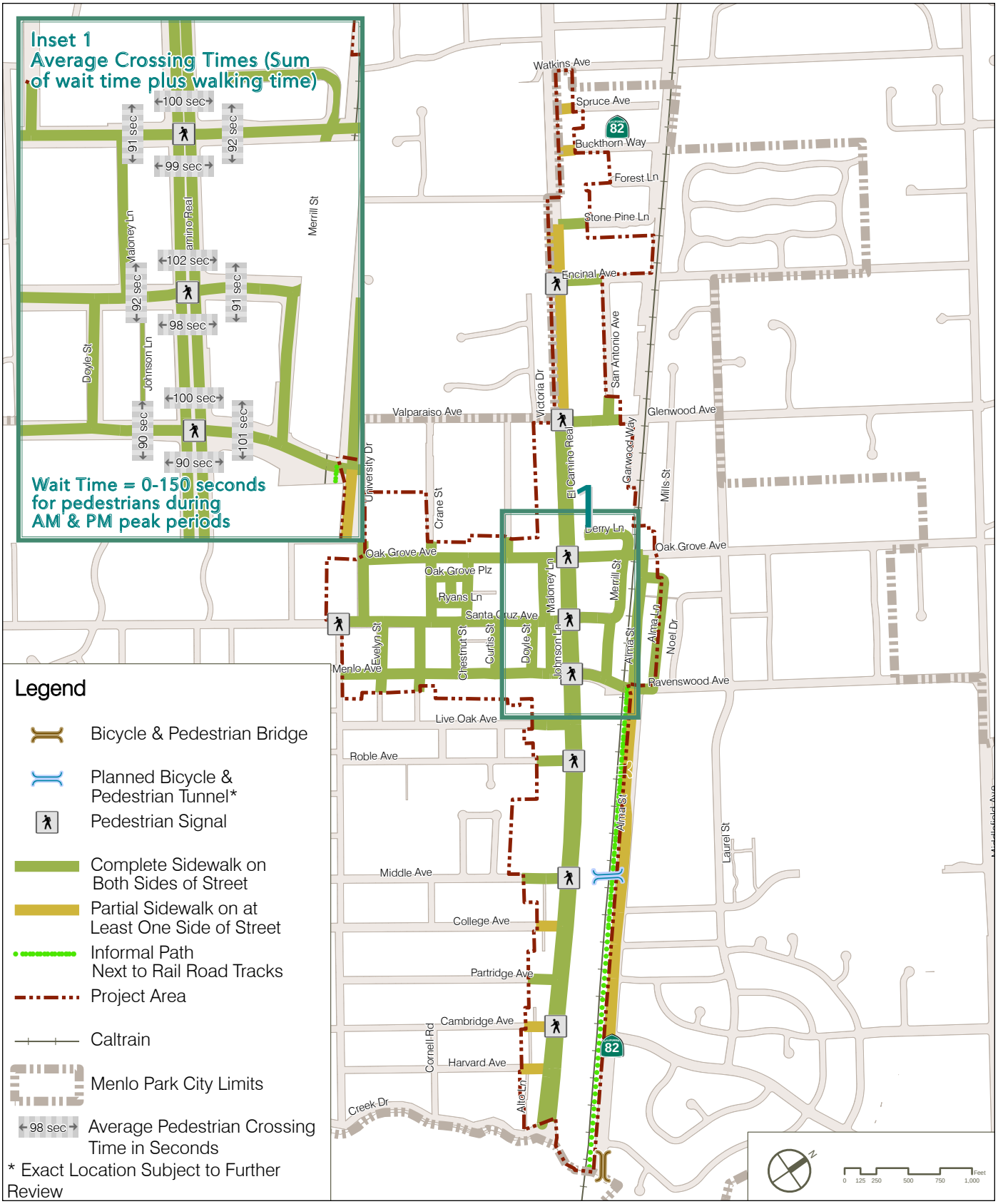

Figure B5. *Pedestrian Facilities in Plan Area, from Field Observations and the "Menlo Park Comprehensive Bicycle Development Plan, 2005"*

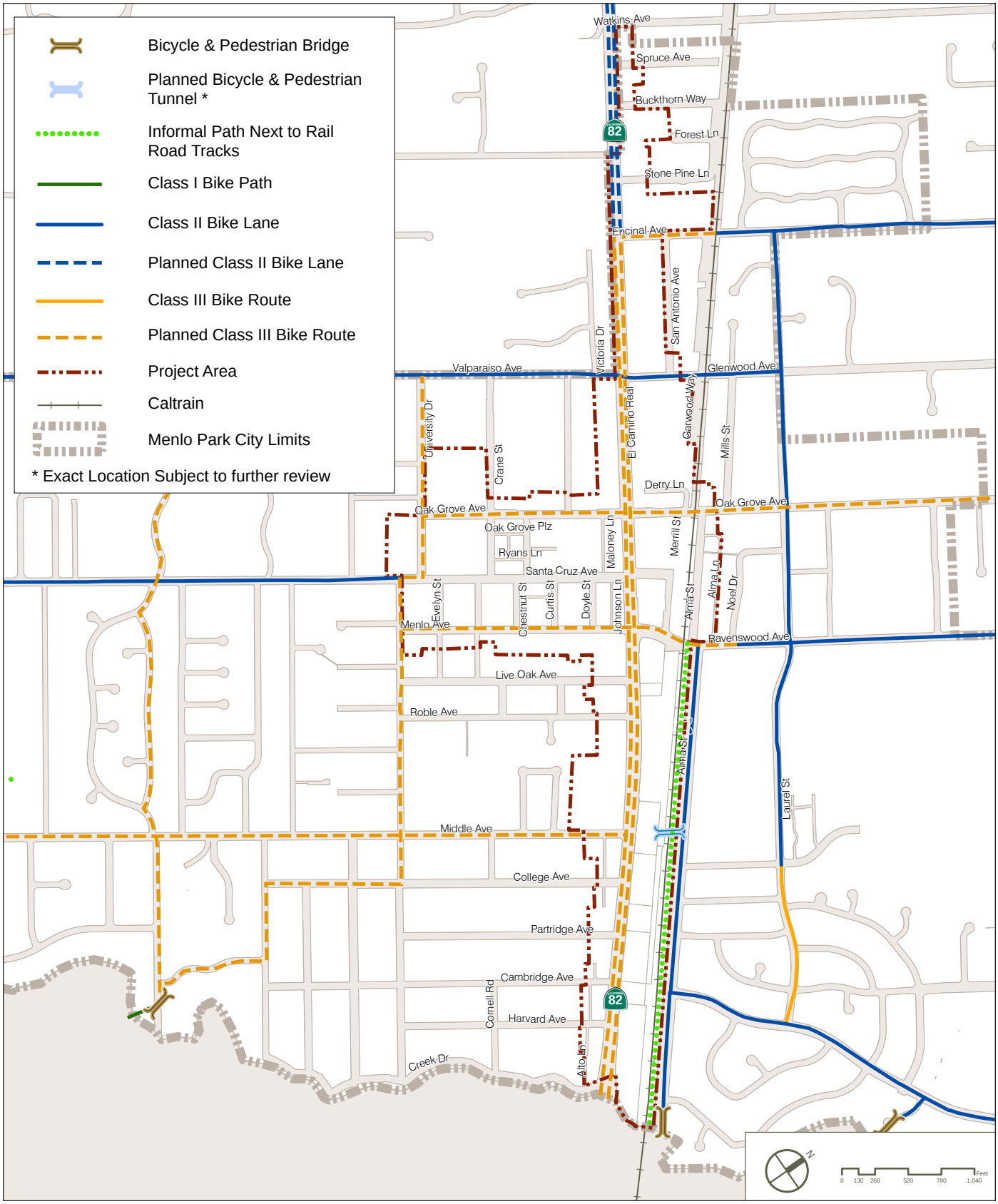

Figure B6. *Bicycle Facilities in Plan Area, from Field Observations and the "Menlo Park Comprehensive Bicycle Development Plan, 2005"*

Transit

Transit service is provided by San Mateo County Transit District (SamTrans), Caltrain, and shuttles operated by the City of Menlo Park. Caltrain daily boardings at the Menlo Park station have increased steadily from under 900 in 1992 to over 1,400 in 2009[3]. Planning is currently underway for a High Speed Rail (HSR) corridor connecting Los Angeles with San Francisco, which is discussed in more detail in Section D.3 “Station Area”. As planned, the HSR would pass through Menlo Park along the Caltrain right-of-way. All HSR crossings with roadways would be grade separated. Figure B7 illustrates transit service in the plan area.

Transit service provided by SamTrans, Caltrain and City of Menlo Park shuttles at the Menlo Park station (Menlo Park, California)

Parking

Parking is provided in a mixture of on-street spaces and both public and private lots. Over 1,500 public parking spaces are provided downtown. Short-term parking is free, but most of the public spaces have time restrictions of one or two hours, with some 15-minute zones on Santa Cruz Avenue. Parking Plazas 1 and 5 allow for longer-term paid parking, with on-site meter payment. The peak parking demand occurs mid-day on weekdays, when about 80% of the available on- and off-street spaces are occupied, according to the Downtown Menlo Park Parking Study (May 2010). The City’s Municipal Code specifies minimum parking requirements, which are higher than average for commercial uses when compared to neighboring jurisdictions.

> *“Parking structures off of Santa Cruz to remove cars from walking areas makes downtown more attractive.”*
>
> *- Workshop #1 Participant*

[3] Caltrain ridership data posted on their website

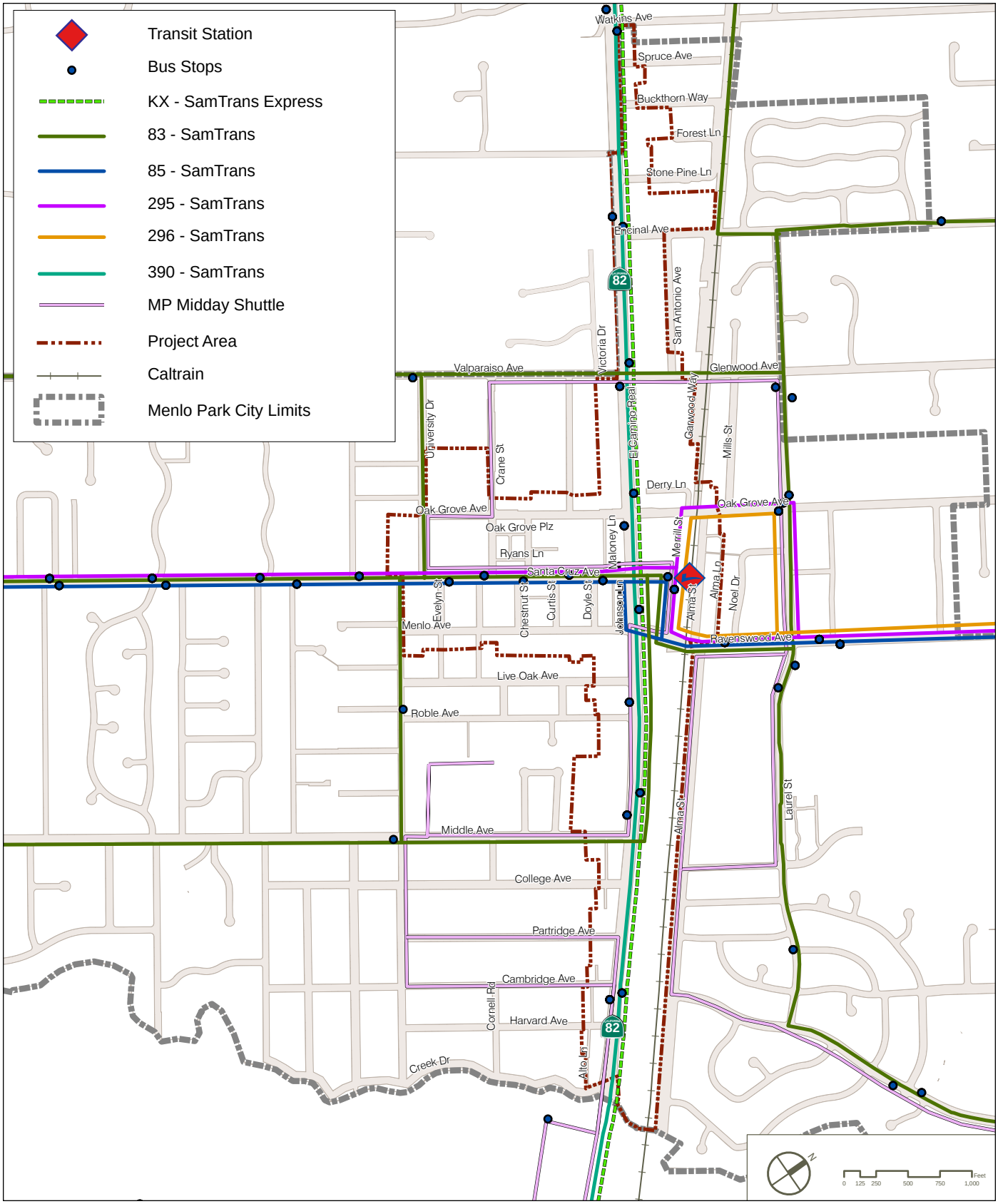

Figure B7. *Transit Service in Plan Area*

Opportunities

A number of potential opportunities are apparent based on this review of existing conditions. The plan area is well served by transit, is pedestrian and bike friendly in many places and enjoys a mix of uses in the downtown. The proximity of the downtown to the Caltrain station and the existing intensities in the plan area could allow for increased intensity and infill development with less new traffic compared to similar amounts of development in other locations or areas not served by transit.

The City-owned parking plazas currently provide free short-term parking for visitors and employees, along with some options for longer-term paid parking. These plazas constitute the largest City-owned parcels in the project area, and could be converted to limited infill development, pocket parks and/or parking garages. Parking garages would consolidate parking to more central locations, reducing the amount of "cruising" as people search for a parking space and creating more orderly traffic patterns. If spread over two plazas, the garages would also disperse garage traffic over several locations versus one location. Parking garages can also provide a concentrated location for all-day employee parking for downtown businesses, helping free up spaces in surface lots for retail customers. (See Chapter F, Section F.9 "Downtown Parking" for more details).

There is also an opportunity to reduce the minimum parking requirements for some types of development to account for the accessibility of the downtown to non-automobile users and the potential for shared parking. Different uses have different parking demand characteristics, with some uses (like offices) peaking during the day on weekdays and other uses (like housing) peaking in the evenings and on weekends. Providing parking spaces that can be shared between these uses is a more efficient usage of the limited amount of available parking.

The plans for High Speed Rail (HSR) could also present transportation opportunities for the plan area, particularly by improving east-west connectivity. The grade separation required for the HSR project would eliminate the at-grade crossings that currently exist at four locations within the project area. The removal of the railroad crossing at Ravenswood Avenue near Alma Street would likely benefit traffic operations at El Camino Real as well as the pedestrian crossing at Alma Street. The reconstruction of the railroad right-of-way could also provide an opportunity for a bicycle/pedestrian path improving north-south connectivity in the project area without forcing riders onto El Camino Real. These potential benefits should be viewed in concert with potential negative attributes of HSR, such as creating a visual barrier through communities along the Peninsula, construction impacts, noise and vibration, tree removals, and property takings.

"Allow super-high density near train station"

- Workshop #1 Participant

"Need more housing on El Camino Real. People bring vibrancy."

- Workshop #1 Participant

B.5 MARKET OVERVIEW

Based on an examination of major demographic, economic and market conditions, the market overview addresses the mid- to long-term potential for residential, retail, office, and hotel and conference space uses in the plan area. The overview encompasses key findings by Strategic Economics, which analyzed the economic and market context for this Specific Plan study in May 2009.

This section briefly describes the major market findings for residential, retail, office and hotel land uses.

Residential Market

The plan area is well positioned within the region to capture housing demand from a variety of groups.

The plan area is located near employment centers, regional transportation options, educational institutions, and downtown's walkable retail core. The availability of nearby services and amenities are likely to attract a wide range of households including single professionals, students, small families, and seniors. These household types demand a wide range of housing types, including small-lot single family homes, townhouses, condominiums, and rental apartments. Attached multi-family housing is likely to attract seniors "downsizing" from larger single-family homes in the Peninsula, single professionals, and families with no children. Allowing for a variety of housing types will also help to accommodate households at a range of income levels.

While demand is strong for a variety of housing types, what is marketable in any given location will depend on site-specific characteristics. Within the project area, there are different physical contexts that will determine the housing types likely to be built. Properties fronting on El Camino Real are better suited to higher-density housing, while properties facing the residential streets parallel to El Camino Real are better suited to townhouses and small-lot single-family homes. Properties near the Caltrain station are ideal locations for higher-density transit-oriented development, and properties within downtown may be suitable for medium-density apartments, condominiums, and townhouses, at a scale that is sensitive to the downtown village character.

Existing multi-family housing and retail mixed-use development near the Menlo Park station (Menlo Park, California)

Key Residential Market Findings

- The plan area has a major opportunity to tap into San Mateo County's strong pent-up demand for housing.
- The large number of jobs accessible at other transit stations on the corridor enhances the desirability of downtown Menlo Park as a place to live. New housing in the station area will offer residents the opportunity for a car-free commute to downtown San Jose, San Francisco, Palo Alto, San Mateo, or other major employment destinations within the regional transit system.
- Demand for Menlo Park housing is primarily driven by the highly regarded schools, robust public amenities, sense of community, and proximity to employment centers.
- The Menlo Park housing market experiences strong demand for all types of residential units.
- Families drive the majority of housing demand with secondary demand from empty-nesters.

Retail Market

The plan area is comprised of two distinct retail districts: El Camino Real and downtown Menlo Park. El Camino Real retail is geared toward more destination oriented retailers that benefit from convenient auto access, such as those at the Safeway shopping center and Staples and Big 5 Sporting Goods at Menlo Station. El Camino Real is also the location of one larger hotel and several smaller hotels/motels that contribute to City revenue in the form of transient occupancy taxes. El Camino Real's advantages for retailers are strong linkages to other communities on the Peninsula, strong demographics, good visibility, and high traffic counts, which are desirable to many national and regional retailers. El Camino Real also contains a number of key redevelopment opportunities on vacant and underutilized sites. Nevertheless, many of the lot dimensions on El Camino Real are challenging for standard retail configuration and parking ratios.

Downtown Menlo Park is a pedestrian-oriented "Main Street" shopping district that has evolved over time to include a range of independent retailers, including grocery stores, home furnishings stores, women's apparel, specialty retail stores and dining establishments. Downtown Menlo Park has not traditionally attracted a great number of national and regional retailers, in part because these types of retailers are already located in Stanford Shopping Center and University Avenue in Palo Alto, and franchise agreements would typically not allow for another store within such close proximity. Furthermore, downtown Menlo Park is tucked away from major freeways, and does not offer the type of direct regional automotive access found in other Peninsula communities along the US-101 Highway.

If additional housing is developed in the project area, downtown Menlo Park has the opportunity to attract stores and restaurants targeting young people and families with children, as well as senior households. Streetscape and pedestrian improvements and additional downtown housing or office uses would also enhance the success of project area retail and draw shoppers and diners.

Flegel's Home Furnishings, a major independent retailer located downtown at the corner of Santa Cruz Avenue and Evelyn Street (Menlo Park, California)

> *"Like to see more street fair-type vendors on weekends"*
>
> *- Workshop #3 Participant*

"Stores open in the evening to invite post-dining patrons to stay in the village"

- Workshop #3 Participant

"Entertainment and more specialty retail would get me downtown"

- Workshop #3 Participant

Based on comments from the three community workshops, community preferences for types of retail uses include independent, small retailers and those that invite more activity in the evening hours, including restaurants and cafes, particularly downtown. Community preferences also include a concentration of stores, restaurants and cafes along Santa Cruz Avenue, rather than financial and other services, that are apt to be closed at night.

Key Retail Market Findings

- Retail sales in the project area remained relatively steady from 2003 to 2007; however sales have declined during the current economic downturn. Neighborhood-serving retail generates the most sales of all categories for both El Camino Real and downtown. Neighborhood-serving retail includes food and beverage stores, such as grocery stores, hardware stores, and health and personal care stores, such as pharmacies. These types of stores are oriented toward nearby residents' daily and weekly needs.
- Although both areas have a high share of neighborhood-serving retail sales, downtown Menlo Park has a higher share of sales in specialty retail and home furnishings, whereas El Camino Real has a higher share of sales in restaurants and dining. Specialty retail draws patrons from a wider trade area and may include comparison shopping for larger items like electronics. Other specialty stores include book and music stores, sporting goods, apparel stores, and gift stores.
- Even though most of the sales in the El Camino Real corridor and in downtown are from neighborhood-serving retail, specialty retail makes up a larger share of total stores.

Office Market

Menlo Park is a desirable location for office uses due to its central location on the Peninsula and good access to major highways and bridges. Stanford University, the venture capital industry, and the local residential population base are the primary sources of demand for office space, attracting small and mid-size companies in real estate, venture capital, attorneys, and medical/dental, as well as high-tech and internet companies.

In the short-term, there is demand for additional medical office space in the project area. Brokers report that they are seeing a high level of demand for medical space in the project area because of plans to demolish some medical buildings as part of the new Stanford Medical Center. Demand for medical office space is slightly higher in the downtown than on El Camino Real due to the high quality pedestrian environment and retail amenities. However, there is some community concern with medical office uses in the project area since they tend to generate trips but not revenue.

Existing 4-story office space along El Camino Real (Menlo Park, California)

In the mid- to long-term there will likely be demand for additional office space in the project area. Because of the economic downturn, most office users are currently not looking to relocate or expand. But as the economy recovers, demand for office space in the project area will likely be high, especially in downtown. Proximity to Caltrain and the walkability and amenities of downtown are significant draws for office tenants.

Construction of new office space in the project area is constrained by difficulties in providing parking on typically-small parcel sizes. Revision of the parking requirement, particularly for non-medical office uses, may facilitate office building development in the project area.

Existing office space at 1600 El Camino Real (Menlo Park, California)

Existing 3-story retail / office space along El Camino Real (Menlo Park, California)

Key Office Market Findings

- In both the plan area and the City of Menlo Park the majority of office employment is in the professional, scientific, and technical services industries.
- The plan area attracts mostly small and mid-size companies in real estate, venture capital, attorneys, and medical/dental. Downtown also attracts a small number of high-tech and internet companies.
- The Menlo Park office market is stronger than the Peninsula office market as a whole, achieving higher rents and lower vacancy rates.

Hotel Market

Menlo Park and the greater market area have seen a steady increase in occupancy and room rates over the past several years, driven by a combination of both business and leisure travelers. The subarea is particularly well positioned to attract hotel development because of its proximity and access to Stanford University, Sand Hill Road businesses, and the Silicon Valley region. The market analysis projected demand for both a conference hotel primarily targeting business travelers and groups, as well as demand for a smaller, limited-service boutique hotel targeting tourists and other leisure visitors. The El Camino Real corridor is more suited for a conference hotel, while the downtown is more appropriate for a boutique hotel given its pedestrian-friendly environment, amenities and services. However, given trends in occupancy rates, room rates, and overnight visits in the market area, there is demand for only one conference hotel by 2015, and a smaller boutique hotel in the mid- to long-term, from 20 to 30 years. The ability of the project area to capture these hotel rooms will largely depend on the availability of parcels of the right size and dimension, the amount and scale of hotel development in neighboring communities, as well as the capacity of the market and economy to support hotel development.

Key Hotel Market Findings

- In the market area, approximately 60 percent of hotel occupancy comes from leisure travelers and 40 percent comes from business travelers.
- Ten hotels in the market area, or 21 percent of all hotels, have meeting or conference space.
- Compared to the hotel market overall, interviews with hotel managers suggest that hotels with a significant amount of conference and meeting space derive a higher share of their occupancy from business travel, likely 60 to 70 percent.
- Hotels are a desirable use for the City from a fiscal and economic development perspective. Hotels generate transient occupancy taxes, an important source of local revenue that is independent of the state budget crisis. Hotel guests also generate spending at nearby businesses such as restaurants and retail stores. A conference hotel can also provide an important amenity to some of the City's larger businesses.

C.

PLAN PRINCIPLES, FRAMEWORK + PROGRAM

C.1 OVERVIEW C2

C.2 GUIDING PRINCIPLES C2

C.3 URBAN DESIGN FRAMEWORK C6

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El Camino Real C10

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Downtown C16

C.5 SUSTAINABILITY C19

C.6 ILLUSTRATIVE PLAN + DEVELOPMENT PROGRAM C20

C.1 OVERVIEW

Based on the Phase I Vision Plan, the Menlo Park El Camino Real/Downtown Specific Plan establishes guiding principles and an Urban Design Framework for public and private enhancements to the plan area. This chapter contains the following sections:

- Guiding Principles;
- Urban Design Framework;
- Sub-Area Concepts;
- Sustainability; and
- Illustrative Plan and Development Program.

A more detailed discussion of the plan's proposed enhancements, such as widened sidewalks, active gathering spaces and new mixed use infill development, is provided in the chapters following.

C.2 GUIDING PRINCIPLES

Building on the Phase I Vision Plan, the El Camino Real/ Downtown Specific Plan establishes five key guiding principles for the plan area. A principle is an assumption or fundamental rule that underlies the concepts, policies, standards and guidelines of the Specific Plan.

The Specific Plan's guiding principles are:

- Enhance Public Space;
- Generate Vibrancy;
- Sustain Menlo Park's Village Character;
- Enhance Connectivity; and
- Promote Healthy Living and Sustainability.

As illustrated in Table C1, the guiding principles are directly related to the goals of the Phase I Vision Plan. They bring structure to the Phase I Vision Plan goals, resulting in a comprehensive strategy for expressing and implementing the community's vision and setting the foundation for the plan's Urban Design Framework, which introduces the general approach and broad concepts for the plan area.

> *"I like the way the city changes gradually as new developments come along, and older, tired buildings are replaced or rebuilt."*
>
> *- Workshop #1 Participant*

			Specific Plan Guiding Principles				
			Enhance Public Space	**Generate Vibrancy**	**Sustain Menlo Park's Village Character**	**Enhance Connectivity**	**Promote Healthy Living and Sustainability**
Phase I Vision Goals	1	Maintain a village character unique to Menlo Park.	X		X		X
	2	Provide greater east-west, town-wide connectivity.				X	X
	3	Improve circulation and streetscape conditions on El Camino Real.	X	X		X	X
	4	Ensure that El Camino Real development is sensitive to and compatible with adjacent neighborhoods.			X		X
	5	Revitalize underutilized parcels and buildings.		X			X
	6	Activate the train station area.	X	X		X	X
	7	Protect and enhance pedestrian amenities on Santa Cruz Avenue.	X	X	X	X	X
	8	Expand shopping, dining and neighborhood services to ensure a vibrant downtown.		X	X		X
	9	Provide residential opportunities in the Vision Plan Area.		X			X
	10	Provide plaza and park spaces.	X	X	X		X
	11	Provide an integrated, safe and well-designed pedestrian and bicycle network.			X	X	X
	12	Develop parking strategies and facilities that meet the commercial and residential needs of the community.		X			X

Table C1. *Guiding Principles Matrix*

Enhance Public Space

The Specific Plan establishes an expansive “public realm”, an integrated network of public spaces, including widened sidewalks, plazas and parks, that invites strolling and public gathering and allows for community life, identity and sense of place. The plan’s comprehensive public space network supports a more active, vibrant downtown and healthier living by encouraging walking, biking and social gathering.

“As much public / gathering space as possible!”

- Workshop #3 Participant

Generate Vibrancy

The Specific Plan acknowledges the community’s desire for a more active, vibrant downtown and station area, with a mix of retail, residential and offices uses that complement and support one another and bring vitality, including increased retail sales, to the area. In addition, the Specific Plan establishes standards and guidelines that encourage development of underutilized and vacant land on El Camino Real while ensuring a building character that is modulated and in keeping with Menlo Park’s small-town character. The Specific Plan focuses on creating new connected places of activity and social life that enhance community life and contribute to a vibrant downtown.

Sustain Menlo Park’s Village Character

The Specific Plan recognizes and builds upon the unique qualities of downtown Menlo Park and El Camino Real, in particular its small town character of lower-scale buildings and diverse and local neighborhood-serving businesses. The Specific Plan accommodates future development in ways that complement the area’s existing character, using design controls and guidelines to regulate building form and scale.

Enhance Connectivity

The Specific Plan enhances connectivity and walkability throughout the plan area. The plan provides a north-south connection with a wider, more comfortable and continuous sidewalk on the east side of El Camino Real. The plan integrates downtown, the Caltrain station area and the Civic Center with one another through widened sidewalks on Santa Cruz Avenue, Alma Street and El Camino Real. East/west connectivity is enhanced with a number of intersection improvements along El Camino Real, including enhanced crosswalks and new and improved grade-separated pedestrian/bicycle crossings of the railroad tracks.

Promote Healthy Living and Sustainability

> *"Bike-ability and safety, permeable pavements and green roofs!"*
>
> *- Workshop #3 Participant*

The Specific Plan recognizes and promotes healthy living and activity by encouraging walking, biking and access to transit as alternatives to vehicular use, supported by widened sidewalks and new bicycle facilities; enhanced public spaces; development intensity focusing on the station area; and a greater mix and diversity of uses. The Specific Plan takes a comprehensive approach to sustainability and carbon emissions reduction, utilizing standards integrated with best practices and guidelines for both public and private improvements. The Specific Plan also encourages development sensitive to the character of Menlo Park.

C.3 URBAN DESIGN FRAMEWORK

Expanding on the Specific Plan's guiding principles, the Urban Design Framework introduces the general approach and concepts for the plan area. It emphasizes the following elements:

- Distinct and Connected Areas;
- Integrated Corridor;
- Walking and Connected Community;
- Sensitive Infill and Living Downtown; and
- Mobility Options and Accessibility.

More detail regarding the Urban Design Framework follows in later chapters.

"The plan is varied enough to add vitality with additional greenery with the pocket parks, wider sidewalks and additional parking"

- Workshop #3 Participant

Distinct and Connected Areas

Illustrated in Figure C1 (next page), the Urban Design Framework recognizes El Camino Real, the Caltrain station area and downtown as distinct areas with their own unique character, activities, places and connections with one another and the surrounding community. The framework also recognizes the Civic Center, which is outside the plan area, as a distinct place that plays a major role in community life.

The Urban Design Framework reinforces the connection between downtown and the station area via Santa Cruz Avenue, which serves as a central east-west spine. The station area focuses on and straddles the Caltrain station and its right-of-way, and it provides a critical linkage to the Civic Center. On a north-south axis, the northern and southern portions of El Camino Real are distinct areas that "bookend" the portion of El Camino Real in the downtown area.

Public spaces and pocket parks as part of overall pedestrian network (Cambridge, Massachusetts)

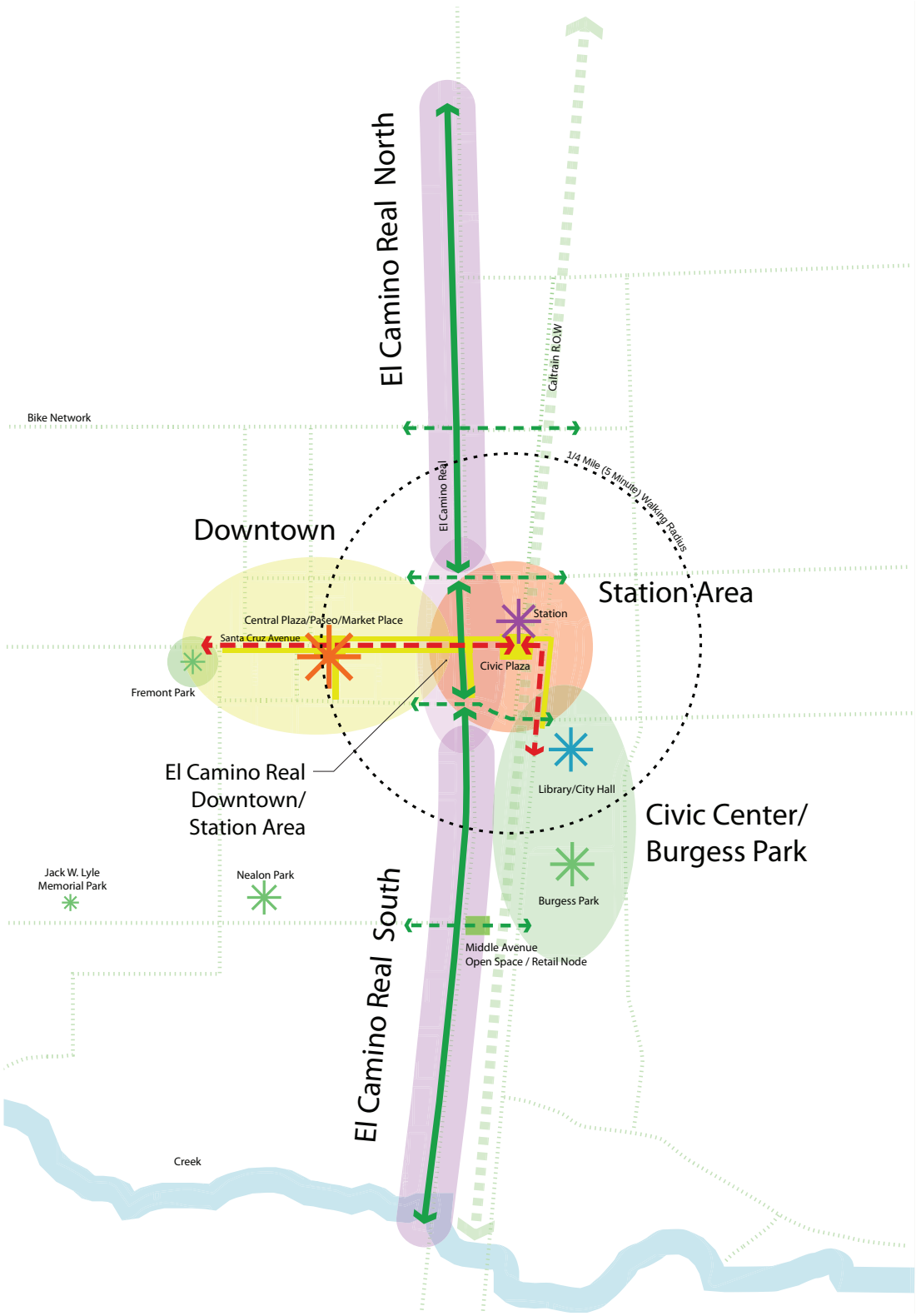


Figure C1. *Concept Diagram*

Integrated Corridor

While recognizing the distinct character of different portions of El Camino Real, including building and streetscape character and proximity to different adjacent neighborhoods, including downtown and the station area, the Urban Design Framework unifies the corridor, and enhances its character, through streetscape improvements, street trees and paving.

New buildings and streetscape will reinvigorate El Camino Real corridor

Walking and Connected Community

The Urban Design Framework takes a holistic approach to pedestrian improvements throughout the plan area. It envisions a reinvigorated, more pedestrian-friendly El Camino Real corridor intersecting a highly pedestrian-oriented, vibrant and connected downtown and station area.

Adding to the identify and vibrancy of downtown, a pedestrian and public space network connects downtown, the station area and the Civic Center, creating a clear east-west pedestrian “sequence” from Fremont Park to the Civic Center area. A series of public spaces punctuates the sequence: Santa Cruz Avenue Center Plaza, paseo and market place; the station area Civic Plaza; and Civic Center gateway plaza at Ravenswood Avenue. The framework incorporates additional east-west connections through crosswalk improvements at key intersections on El Camino Real and grade-separated crossings of the railroad tracks. It incorporates improved pedestrian comfort and safety with wider sidewalks on El Camino Real, including an expansive promenade on the east side of El Camino Real south of Ravenswood Avenue and north of Oak Grove Avenue.

Highly walkable, vibrant, and interconnected downtown (Seattle, Washington)

Sensitive Infill and Living Downtown

The Urban Design Framework takes into account the existing building character and pattern, and sensitively responds to various locations and their respective character and scale, with appropriate development controls. The framework emphasizes mixed-use residential infill near and in downtown and the station area to enhance vibrancy and support transit use.

Sensitive infill development responding to existing character and scale (Santa Cruz, California)

Extended Mobility Options and Accessibility

The Urban Design Framework concentrates development, particularly residential uses, in the train station area, both capitalizing on and supporting transit use. It expands the bicycle network and facilities. It continues convenient public parking to support downtown businesses. The framework pursues designs that enhance accessibility ensuring public spaces remain friendly and available to all.

Development concentrated near and supporting transit and downtown businesses (Pasadena, California)

> *"A traffic-free space to sit, let children play, etc. Let coffee shops expand outside into mini-parks"*
>
> *- Workshop #3 Participant*

C.4 SUB-AREA CONCEPTS

The Urban Design Framework establishes concepts for the plan area's three principal sub-areas:

- El Camino Real;
- Station Area; and
- Downtown.

It is important to emphasize that the descriptions below present the broad concepts for the three areas. A fuller explanation of proposed enhancements may be found in the chapters following. It is also important to emphasize that the concept sketches and bird's-eye views, as shown, convey and illustrate key elements of the framework for the three areas, and that the actual build-out will undoubtedly vary from what is shown.

It is important to emphasize that the concept sketches and bird's-eye views, as shown, convey and illustrate key elements of the framework for the three areas, and that the actual build-out will undoubtedly vary from what is shown.

El Camino Real

The Urban Design Framework for the El Camino Real corridor recognizes the street's role as both a local-serving and a regional-serving arterial roadway. The concept for El Camino Real enhances overall street character, east-west connection opportunities and pedestrian and bicyclist safety and comfort. It recognizes and addresses the character of various areas along the corridor. The concept of El Camino Real embraces the following strategies.

- Provide continuity and consistency along the corridor with coordinated streetscape elements and regular street tree planting as private improvements take place.
- Improve pedestrian crossings at key intersections.
- Provide wider sidewalks and more comfortable walking zones, where possible, within development setbacks.
- Provide a continuous bike route along the length of the corridor, with the potential for a dedicated bike lane in future years.
- Establish development controls and guidelines for buildings that address various conditions along the corridor and enhance building character.

Active public gathering spaces (San Jose, California)

Figure C2. *El Camino Real South*

El Camino Real at Partridge looking north

The concept for El Camino Real includes streetscape enhancements along the length of the corridor, including additional street trees, median enhancements consistent with existing median treatment and crosswalk enhancements to improve pedestrian crossing of the corridor.

El Camino Real North

The concept for El Camino Real north of Oak Grove Avenue allows for higher development intensities to support viable investment opportunities while keeping development character compatible with adjacent areas on both sides of the corridor. On the east side, it enhances pedestrian comfort with wider sidewalks, using setback areas as needed. On the west side, guidelines for new construction recognize and address the existing character of narrow parcels and minimal setbacks, introducing the character of downtown to travelers from the north. The concept encourages residential uses, particularly in those areas closest to downtown and the station area.

El Camino Real/Downtown/Station Area

As El Camino Real intersects the downtown area between Oak Grove Avenue and Menlo Avenue, the corridor's character changes and reflects both the higher intensity of the station area and the vibrancy of downtown. The concept for this area, where vehicular traffic is already limited to four travel lanes, emphasizes the public realm, incorporating wider sidewalks within setback areas, bike facilities and additional street trees. Buildings have relatively minimal setbacks and address the street, consistent with the character of the historic downtown. With a higher intensity of uses, particularly residential, ground-floor retail benefits and stimulates further pedestrian and sidewalk activity.

Future developments will address various conditions along the corridor (Palo Alto, California)

Rendering of Burgess Park Linkage/Open Space Plaza

El Camino Real South

The southern part of El Camino Real offers substantial development opportunities as well as improved east-west connectivity. The concept for El Camino Real south of Menlo and Ravenswood Avenues recognizes the different conditions on the west and east side of the corridor. On the west side, development is compatible with the character of adjacent residential neighborhoods, both in scale of buildings and transition of building massing to adjacent areas. Figure C2 illustrates the concept for enhancements to the El Camino Real south area.

On the east side, the concept for El Camino Real takes advantage of larger parcel sizes and fewer property owners (including Stanford University) by incorporating publicly-accessible open spaces and a grade-separated pedestrian/bicycle linkage across the railroad tracks to Burgess Park and Alma Street. As part of the redevelopment of the parcels, a continuous, expansive pedestrian promenade fronts El Camino Real from Ravenswood Avenue south to the southern city limits. While allowing for higher intensity of development, including residential uses, standards and design guidelines modulate building massing, avoiding monolithic projects and complementing Menlo Park's small-town character.

Station Area

The Urban Design Framework for the station area establishes a strong civic presence and statement at the train station, creates an important arrival point into Menlo Park and emphasizes a higher intensity of uses. The concept's Civic Plaza, associated with the Caltrain station, provides a central public space and vehicular pickup and drop-off area. Its design offers an opportunity for a vertical civic element (for example a sculpture, clock tower, fountain or flagpole) as a major landmark for visitors and rail passengers at the terminus of Santa Cruz Avenue. Figure C3 illustrates the concept for enhancements to the station area.

Through enhanced sidewalks, the Civic Plaza engages Menlo Center plaza and integrates connections to downtown and to the Civic Center. The connection across the railroad tracks is grade-separated from the tracks, with its configuration dependent on the final configuration of the proposed high speed rail (i.e. underground or elevated). The linkage to the Civic Center continues along an enhanced sidewalk to small plazas at the corner of Alma Street and Ravenswood Avenue, which serves as a gateway to both the station area and Civic Center.

The concept for the station area includes new higher-intensity residential development, both to the west of the railroad tracks and along Alma Street to the east of the railroad tracks, to maximize transit use and to enhance the station area and downtown activity and vibrancy. Development massing is modulated, providing a sensitive transition to adjacent areas. Retail on ground floors activates key public spaces. Potential Bus Rapid Transit (BRT) service on El Camino Real enhances access to the area and supports downtown businesses and rail service.

"ECR needs far more public spaces"

- Workshop #3 Participant

"Additional residential is good, especially with proximity to train station and retail"

- Workshop #3 Participant

"The area around the train station needs to be expanded as public space in conjunction with transit-oriented housing"

- Workshop #3 Participant

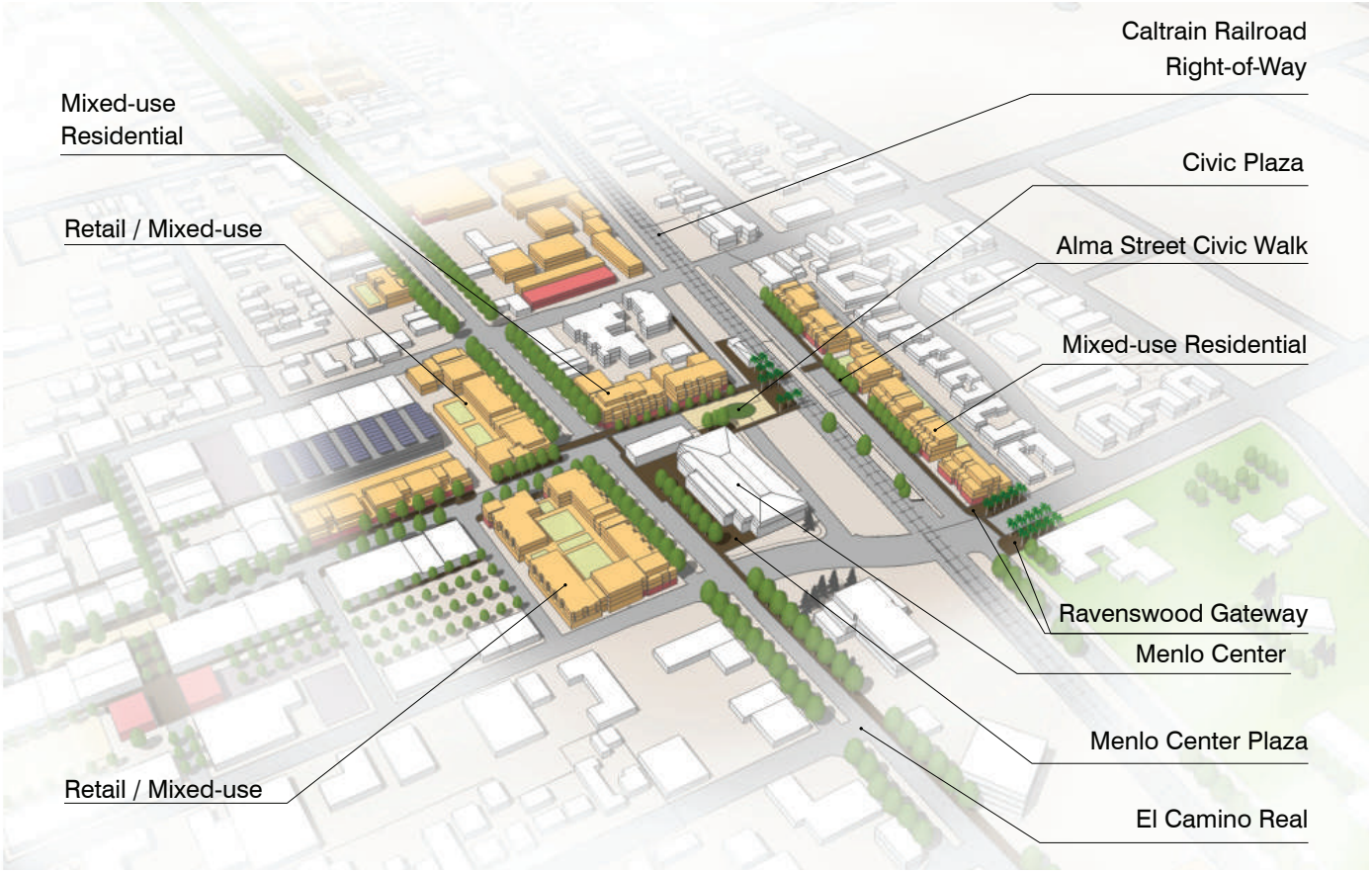
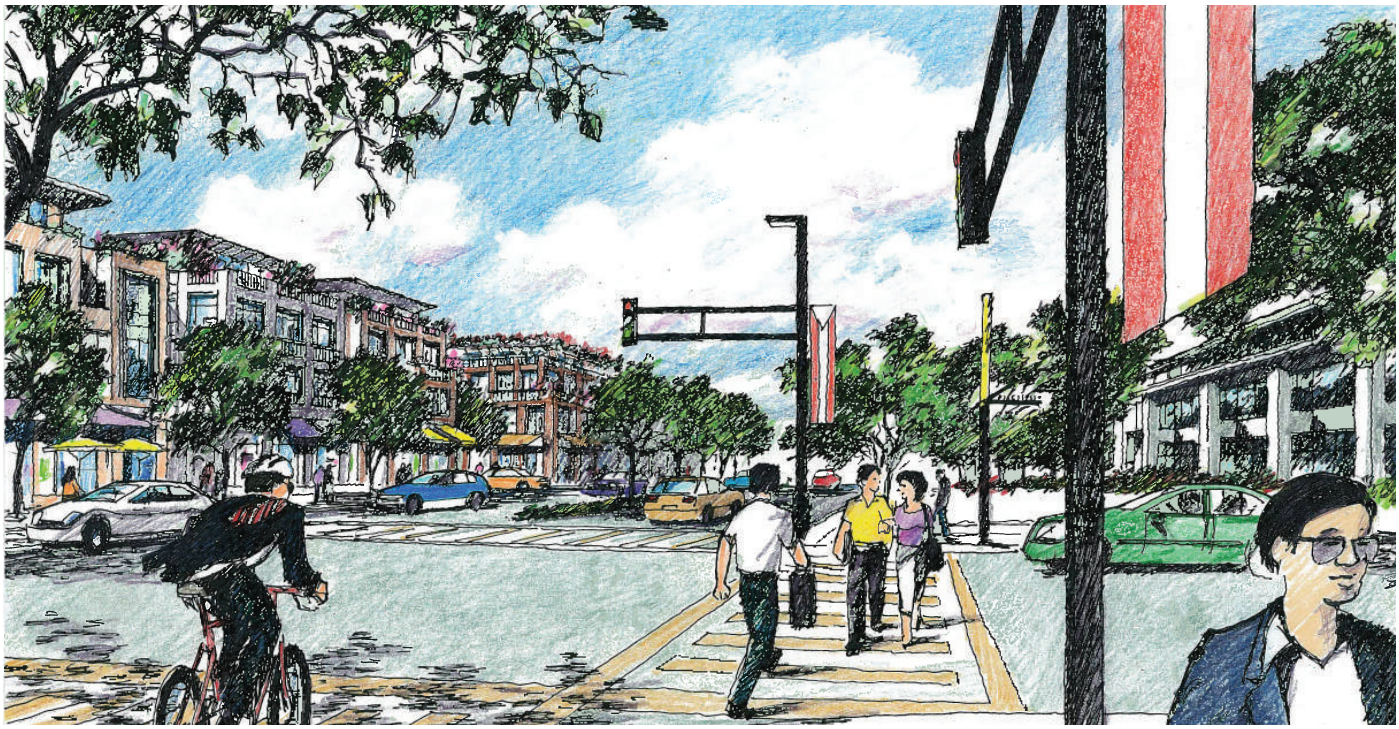


Figure C3. *Station Area*



El Camino Real at Ravenswood looking north

Downtown

The Urban Design Framework establishes a more vibrant and active downtown through enhanced pedestrian pathways, active gathering spaces and new mixed-use infill development, including residential uses. The concept for downtown emphasizes the existing small-town character, ensuring a variety of public spaces and smaller-scale buildings complementary to the existing character of the area. The downtown concept celebrates Santa Cruz Avenue, enhances its character and functionality, and positions it for a successful future through wider, more comfortable sidewalks and a refreshed streetscape. Figures C4 and C5 illustrate the concept for enhancements to downtown.

Proposed improvements include the Santa Cruz Avenue Central Plaza and market place, linked by a pedestrian paseo on Chestnut Street. These enhancements create a sense of village center - a “place du village” - in the heart of downtown, which establishes a new destination and reinforces downtown’s image and identity. At the center of Santa Cruz Avenue, the Santa Cruz Avenue Central Plaza accommodates vehicular circulation, although it may be closed temporarily for special events. The market place concept, which describes a range of options including a pavilion of small retail and food vendors, frames the Chestnut paseo and functions in conjunction with the Santa Cruz Avenue Central Plaza and the weekly Farmer’s Market. It also complements the established grocers in the area. Careful design and programming of such a facility, along with requirements for trial implementation, will ensure that such an amenity complements, and does not compete with, the Farmer’s Market and other food retailers downtown.

Adding to the public space programming options, the downtown concept envisions modifying the two parking plazas west of the market place into “flex space,” which accommodates both parking, as exists today, and larger temporary events, such as the Farmer’s Market, evening movie screenings and summer art and community festivals. On the north side of downtown, two pocket parks provide places to sit and relax. They also serve as “gateways” to the Santa Cruz Avenue Central Plaza and center of downtown. A smaller network of improved sidewalks provides additional access from public parking areas and connectivity between key public spaces. Bicycle parking facilities at key locations

Enhanced character and functionality through wider, more comfortable sidewalks and refreshed streetscape (Santa Cruz, California)

> *“Interested in the outside market idea, imagine that as becoming retail space of some kind, analogous to having a Sunday market but all week long”*
>
> *- Workshop #3 Participant*

Figure C4. *Detail View of Downtown Public Space Program*

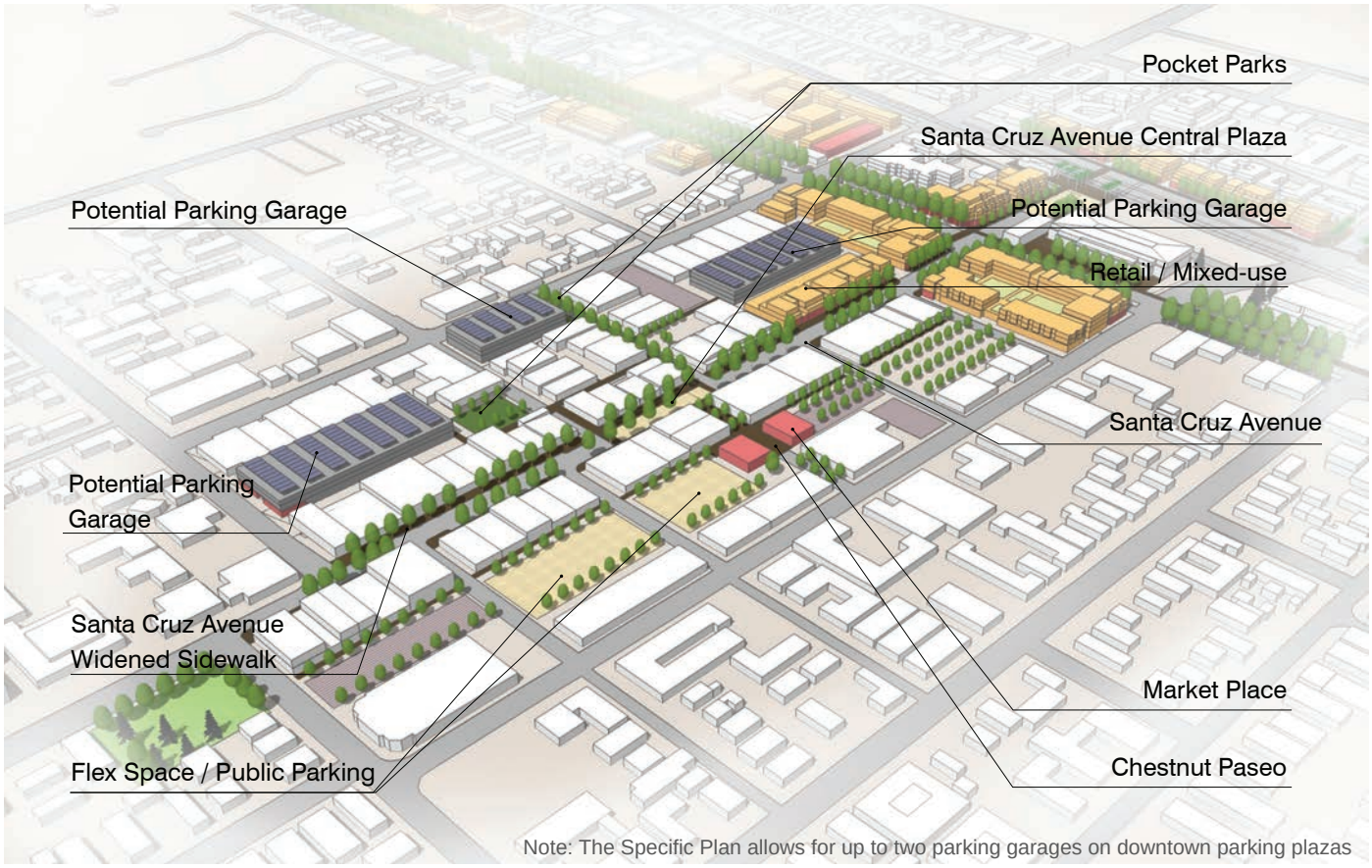


Figure C5. *Downtown*

Santa Cruz Avenue at Curtis

Santa Cruz Avenue from El Camino Real

encourage use of this alternative transportation and access mode to downtown.

The concept for downtown continues to provide convenient shared parking at public parking plazas. To accommodate public space enhancements and to support downtown businesses and future parking demand, the concept locates up to two parking garages, with one to one and a half levels below-grade and up to four levels above, on a combination of Parking Plazas 1, 2, and 3 north of Santa Cruz Avenue. Public parking continues at parking plazas south of Santa Cruz Avenue.

The downtown concept reinforces and enhances the overall tree canopy to provide shade and to mitigate for heat island effects. It retains the existing median trees in streetscape enhancements of Santa Cruz Avenue.

Central Plaza accomodating pedestrians, active uses and vehicular circulation (San Jose, California)

“Create plazas that are used for music festivals. More open space and specialty retail.”

- Workshop #3 Participant

“My family and I would walk downtown in the evening if there were a plaza where people congregated… something to look at like a fountain where kids could play”

- Workshop #1 Participant

“You could use the parking plazas to create a small park if you built a classy parking garage on a parking plaza”

- Workshop #3 Participant

C.5 SUSTAINABILITY

In addition to the Guiding Principles, Urban Design Framework and Sub-Area Concepts, the Specific Plan supports and advances the principles of sustainability. As summarized below, the Specific Plan incorporates into its concepts and guidelines sustainability strategies reflected in the Leadership in Energy and Environmental Design for Neighborhood Development (LEED-ND) rating system credits, developed by the U.S. Green Building Council. These strategies are listed below.

- Reduce automobile dependence by improving walkability, bicycle facilities and access to public transportation, and by providing a greater mix of uses.
- Create a bicycle network and storage by proposing an enhanced bicycle network and facilities downtown.
- Support housing and job proximity by proposing infill development and encouraging residential mixed-use opportunity for living and working downtown.
- Establish walkable streets by proposing wider sidewalks, enhanced public spaces, overall streetscape improvements and active ground-floor retail.
- Promote compact development by optimizing available land made through encouragement of new infill development and higher intensity development.
- Reduce parking footprint by limiting the amount of space dedicated to surface parking, providing shared parking facilities and integrating parking within development footprints.
- Encourage transit use by enhancing the train station area and increasing development intensity in the transit station area.
- Establish tree lined and shaded streets by preserving the extensive existing canopy where possible and replacing or adding to current cover as public or private improvements occur.
- Develop certified green buildings by requiring certification for new buildings as well as retrofit of existing structures.
- Improve stormwater management with best practices and application of existing requirements for private developments as well as new public spaces and parks.
- Reduce heat island effects by reducing the amount of land dedicated to surface parking lots or by mitigating with tree canopy or other shading device, and by advocating green roofs through development guidelines.

C.6 ILLUSTRATIVE PLAN AND DEVELOPMENT PROGRAM

The previous Sub-Area Concepts figures and the Illustrative Plan of Figure C6 depict how the plan area could potentially build out over the next 20 to 30 years in conformance with the Guiding Principles, Urban Design Framework and the land use and development regulations and design guidelines of the Specific Plan. It is important to emphasize that the Illustrative Plan indicates only one potential development concept and that the actual build-out will likely vary from the initial projection over 20 to 30 years.

It is important to emphasize that the Illustrative Plan indicates only one potential development concept and that the actual build-out will likely vary from the initial projection over 20 to 30 years.

The sites shown as opportunity sites in the Illustrative Plan are derived from the sites shown as “proposed development” in the Phase I El Camino Real/Downtown Vision Plan. Some locations were selected by virtue of being vacant or underutilized, and others were chosen to provide geographic diversity. As stated above, the Illustrative Plan shows how development could take place. It is highly unlikely that all opportunity sites shown in the Illustrative Plan will be the exact sites undergoing redevelopment in the plan area.

As envisioned in the Illustrative Plan (Fig. C6, next page), the full build-out of the project area over time could result in the following net new development:

- Residential 680 Units
- Retail Space 91,800 Square Feet
- Commercial Space 240,820 Square Feet
- Hotel 380 Rooms
- Parking Spaces (net new public + private) 3,670 Spaces
- Resident Population 1,537 New Residents
- Employment 1,357 New Jobs

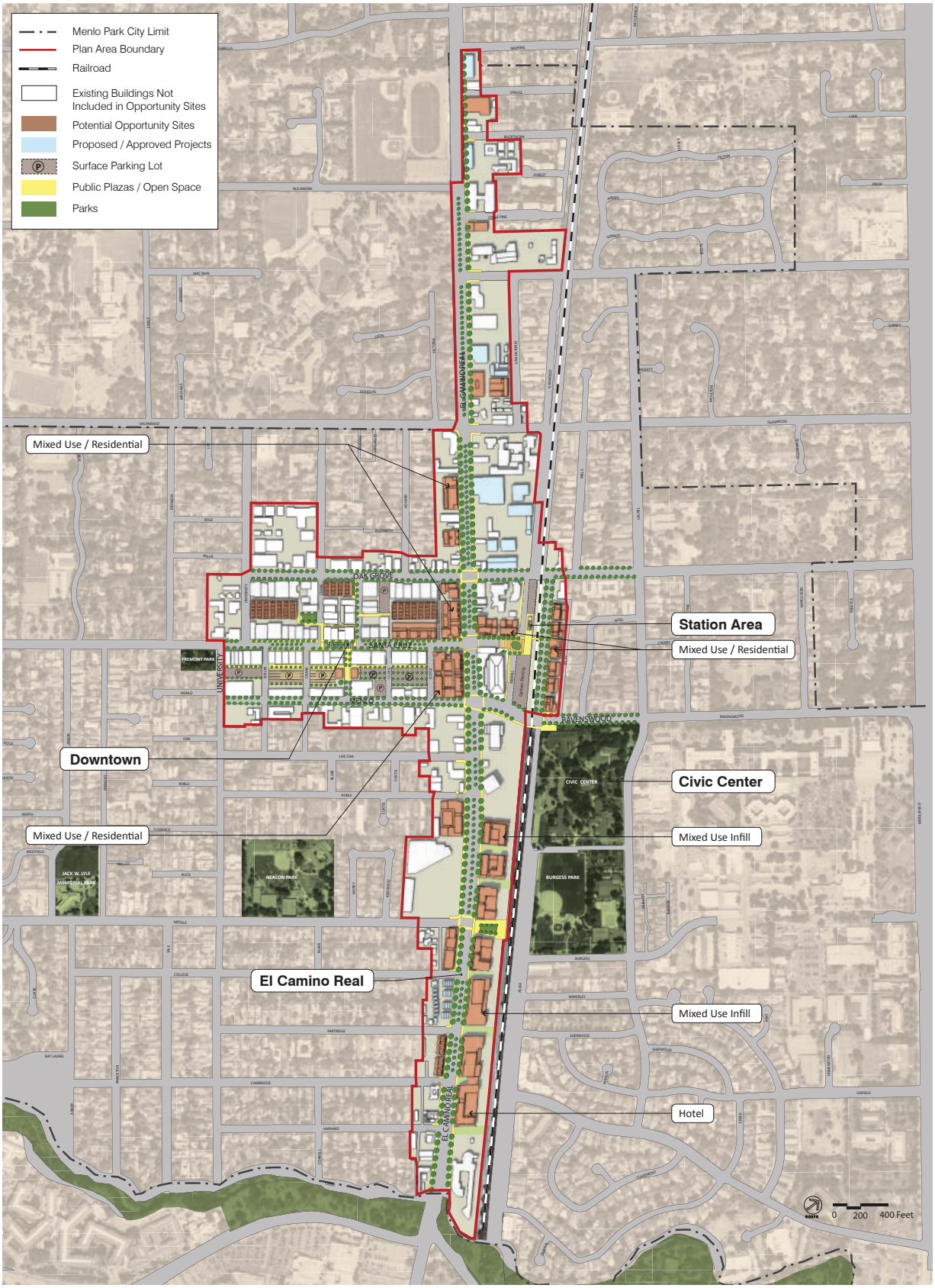


Figure C6. *Illustrative Plan*

This program summary reflects those developments shown in brown in the Illustrative Plan and labeled as opportunity sites. It excludes proposed and approved projects in the plan area as of November 2009, as shown in blue.

The program summary is supported by this plan's market analysis, as summarized in Chapter B "Plan Context". The Illustrative Plan and program summary reflects the scale of development that could be developed under this plan's regulations and guidelines. The exact sites to be redeveloped, the timing of redevelopment and the final program mix will be determined by a number of factors, including market conditions, construction costs, land costs (i.e. opportunity costs) and lot size and configuration, among others.

D.

PUBLIC SPACE

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D.1 OVERVIEW

As introduced in the Urban Design Framework in Chapter C, the Specific Plan proposes a comprehensive public space and pedestrian/bicycle network that enhances community life and establishes safe and attractive pedestrian, bicycle and vehicular connections throughout. Figure D1 illustrates the enhanced network of pedestrian- and bicycle-friendly linkages between downtown, the station area, the Civic Center, and along and across El Camino Real.

The key unifying concepts for public space in the project area include:

- Connected + Walkable Downtown and Station Area;
- Green + Shaded Downtown and Station Area;
- Bicycle Network + Access Downtown and Station Area; and
- El Camino Real + East-West Connectivity.

This section also includes standards, general guidelines and sustainable practices for streetscape and public space improvements in the downtown, station area and along El Camino Real. For each improvement (e.g. Santa Cruz Avenue), the section provides a short overarching description of the improvement, the intent of the improvement, its character and specific elements, and applicable standards and guidelines. These descriptions, standards and guidelines are to be used by those making public improvements in the area, including public agencies and private property owners.

Comprehensive public space with generous pedestrian amenities (Vancouver, Canada)

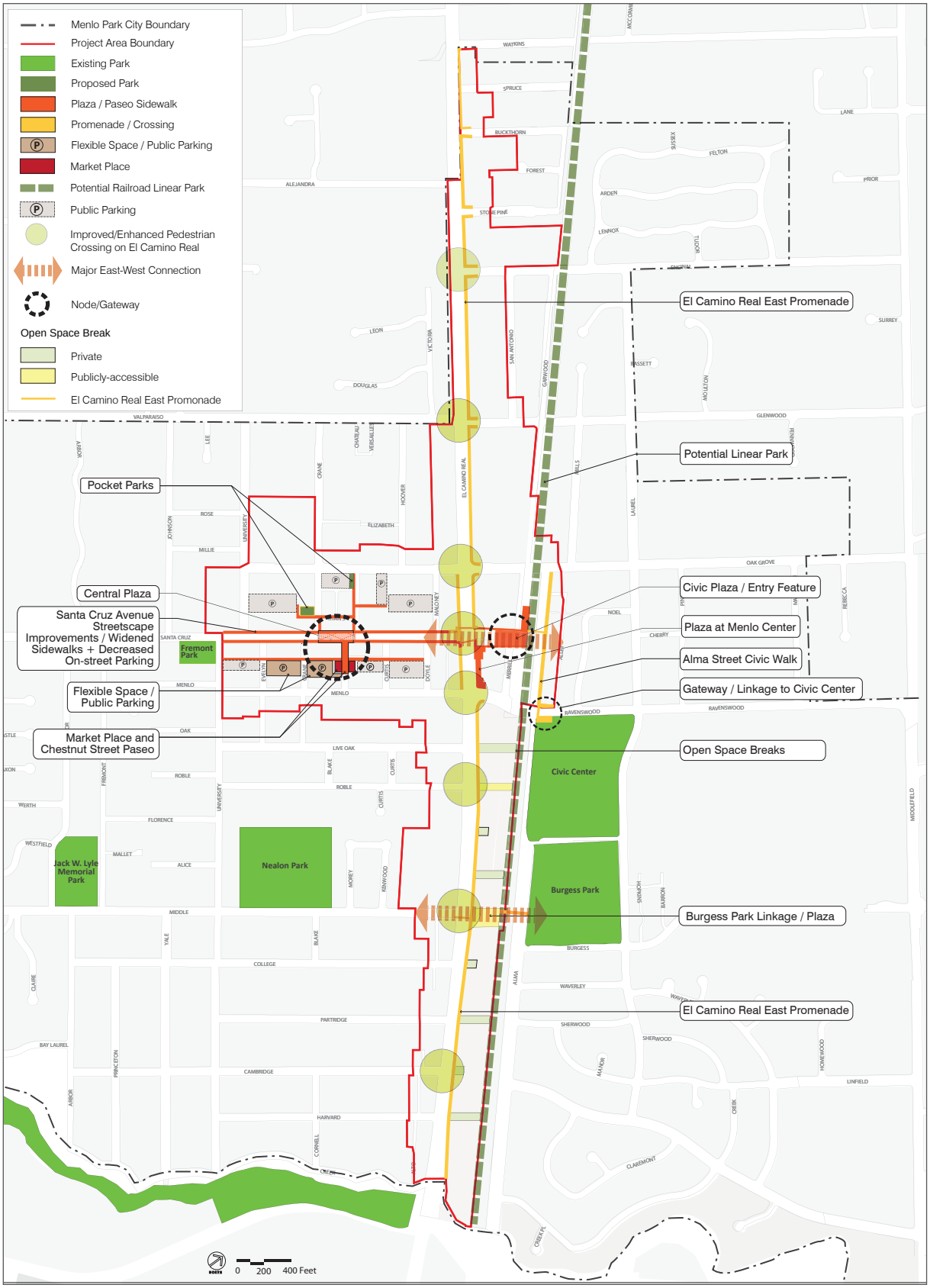


Figure D1. *Public Space Framework*

Connected + Walkable Downtown and Station Area

The Specific Plan establishes a rich, unifying and coordinated network of enhanced sidewalks, a pedestrian paseo (a public path designed for walking), plazas and parks, connecting Fremont Park to the west to the station area and Civic Center to the east (See Figure D2).

Connected and walkable downtown (San Francisco, California)

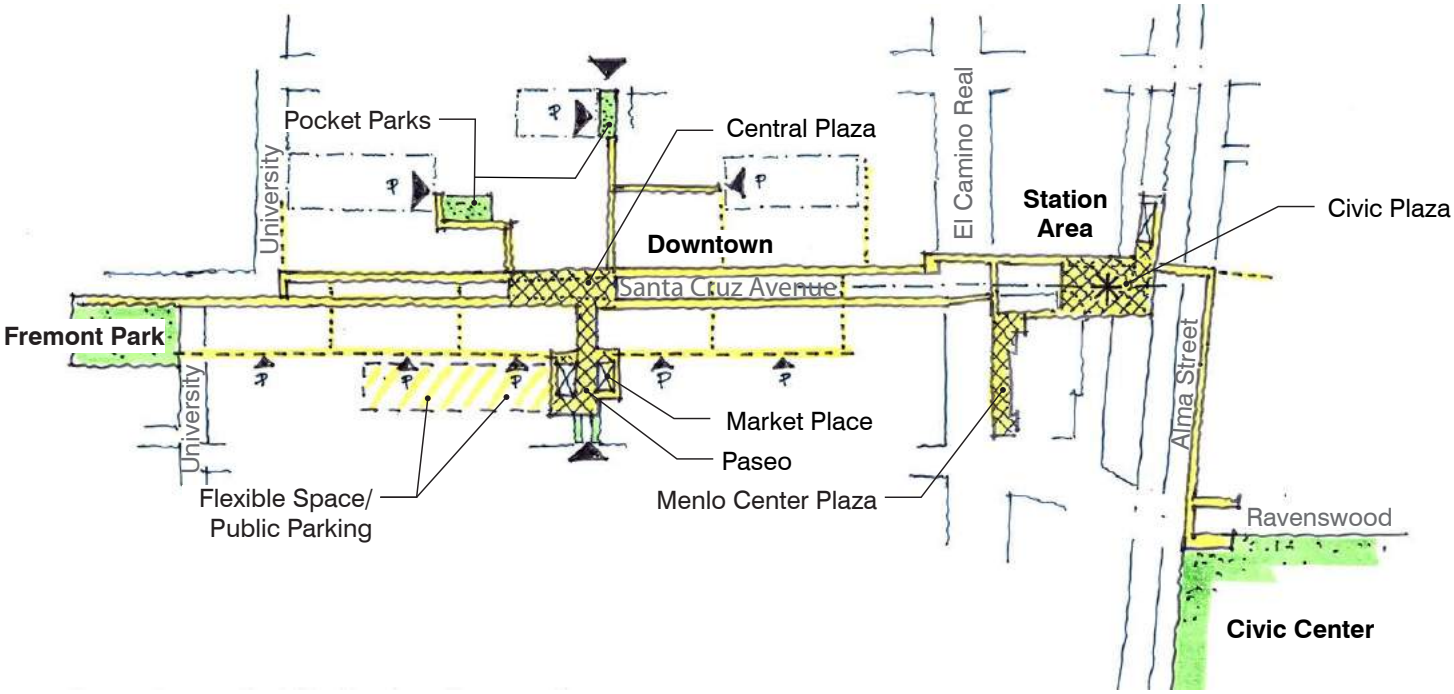


Figure D2. *Connected + Walkable Downtown and Station Area Concept*

Green + Shaded Downtown and Station Area

In certain areas of downtown and the station area, such as in the median of Santa Cruz Avenue, the existing tree cover is strong and mature. However, in other areas, such as side streets and parking plazas, the tree cover is inconsistent. The Specific Plan recognizes the quality of the existing tree cover and proposes to build upon it with new trees, creating substantial shaded pathways to encourage walking and completing tree canopy or shade where possible (See Figure D3).

Green and shaded downtown (Victoria, British Columbia)

> *"(Trees) are a traffic-calming measure, they add to the reduction of GHG emissions and they contribute to a pedestrian scale"*
>
> *- Workshop #3 Participant*

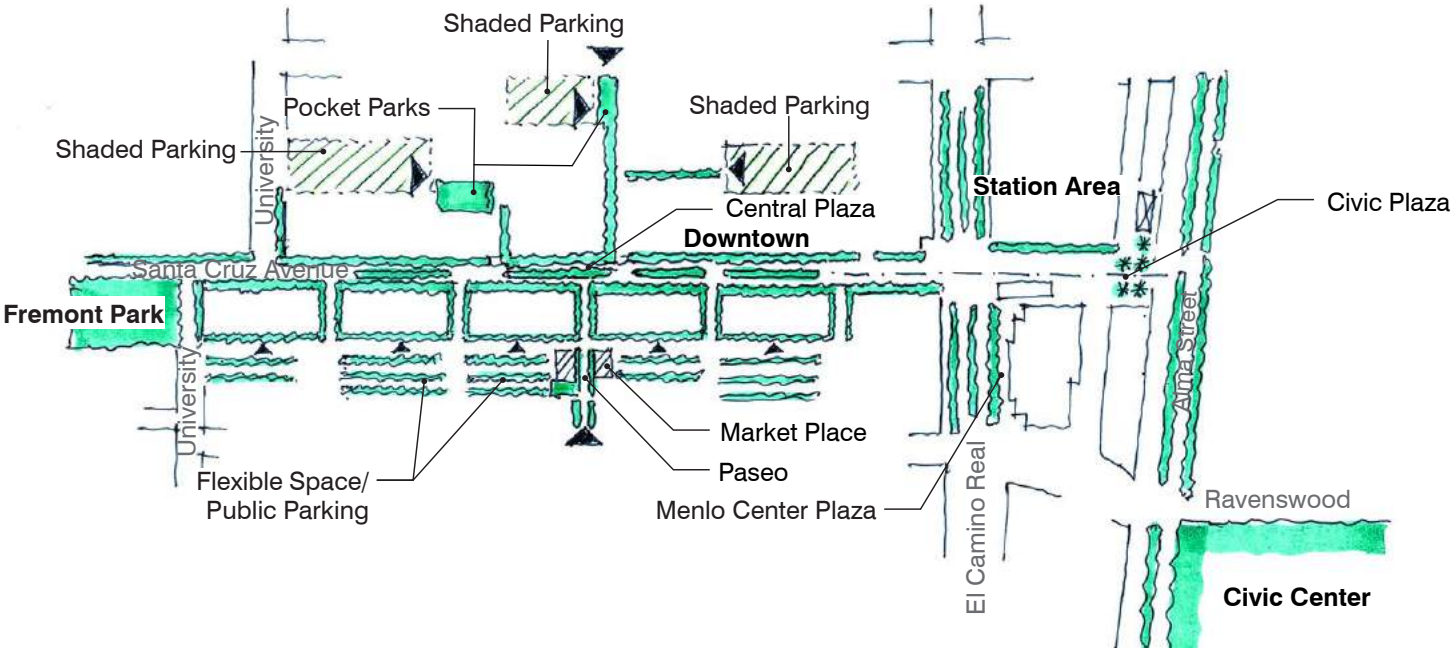


Figure D3. *Green + Shaded Downtown and Station Area Concept*

Bicycle Network + Access Downtown and Station Area

The Specific Plan builds upon, connects and expands the bicycle network outlined in the *Menlo Park Comprehensive Bicycle Development Plan, 2005*, creating a denser bicycle network in the downtown area with links to the station area and El Camino Real corridor. It proposes bicycle parking throughout downtown (See Figure D4 and Chapter F "Circulation" for more detail).

Bicycle network and access downtown

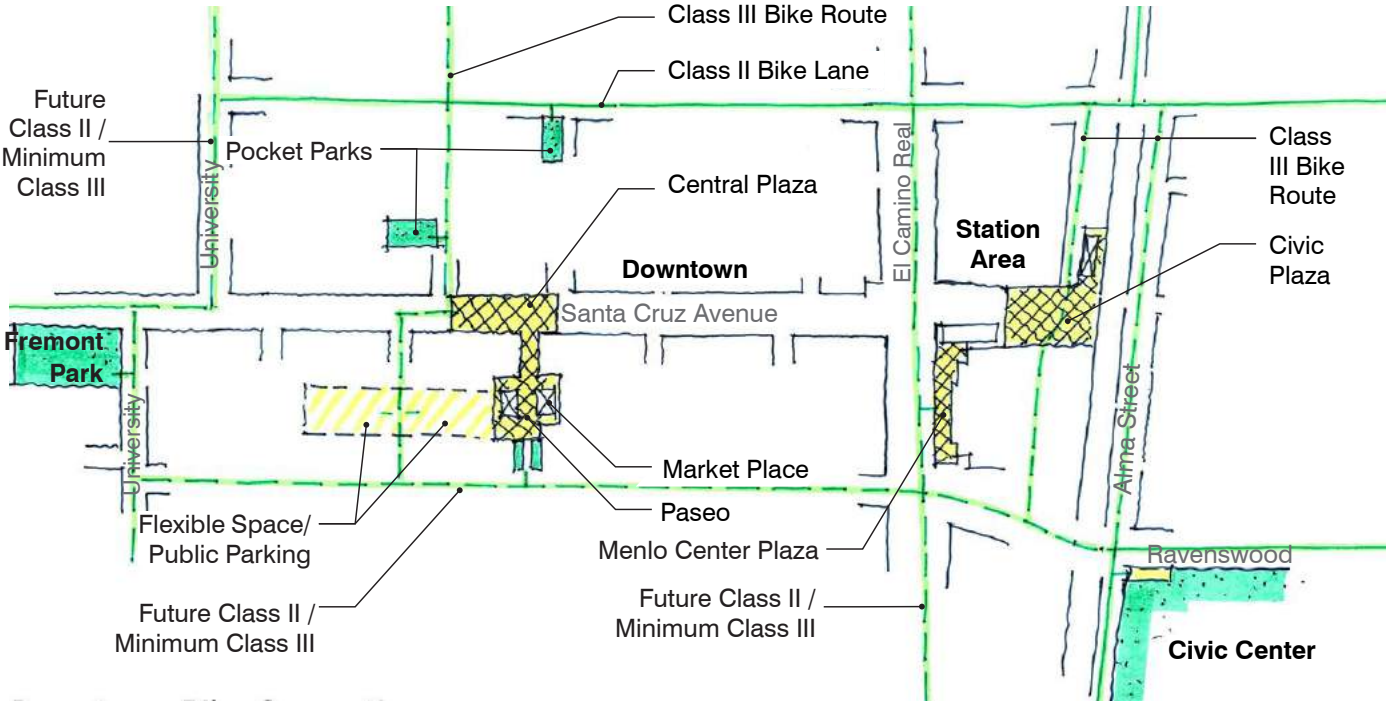


Figure D4. *Bicycle Network + Access Downtown and Station Area Concept*

Figure D5. *El Camino Real South Concept*

El Camino Real + East-West Connections

While opportunities exist to enhance pedestrian crossings of El Camino Real along the entire corridor, the greatest opportunities for both north-south and east-west connections exist on the east side of El Camino Real south of Ravenswood Avenue, an area principally owned by three entities, including Stanford University. The Specific Plan establishes guidelines for an expansive promenade along El Camino Real and several east-west breaks, with a pedestrian/bicycle connection across the rail tracks between Middle Avenue and Burgess Park (See Figure D5). The plan also locates another prominent pedestrian/ bicycle connection across the railroad tracks at the eastern terminus of Santa Cruz Avenue, connecting downtown, the station area and Civic Center with one another.

D.2 DOWNTOWN

The Specific Plan establishes a comprehensive network of public spaces downtown that enhance the civic and social life of the community and support downtown businesses. Because there is no existing civic plaza or vacant public land, the Specific Plan relies on existing public rights-of-way and public parking plazas to create much-needed civic and social spaces. The plan establishes a recognizable center in downtown, a central nexus of public spaces and locus of activity -- a Central Plaza -- at the intersection of Santa Cruz Avenue and Chestnut Street. This central area, accompanied by an improved streetscape and widened sidewalks on Santa Cruz Avenue, elevates the character of downtown's "main street." In combination with enhanced pedestrian linkages, activity nodes and pocket parks, the improvements create a comprehensive, connected network of civic and social spaces.

Illustrated in Figures D6 and D7, the public space improvements in downtown consist of:

- Santa Cruz Avenue Sidewalks;
- Santa Cruz Avenue Central Plaza;
- Chestnut Paseo;
- Market Place;
- South Parking Plazas Pedestrian Link;
- Flex Space/Parking (Parking Plazas 5 and 6);
- Crane Street and Chestnut Street/Oak Grove Avenue Pocket Parks; and
- Other Street/Alley Improvements.

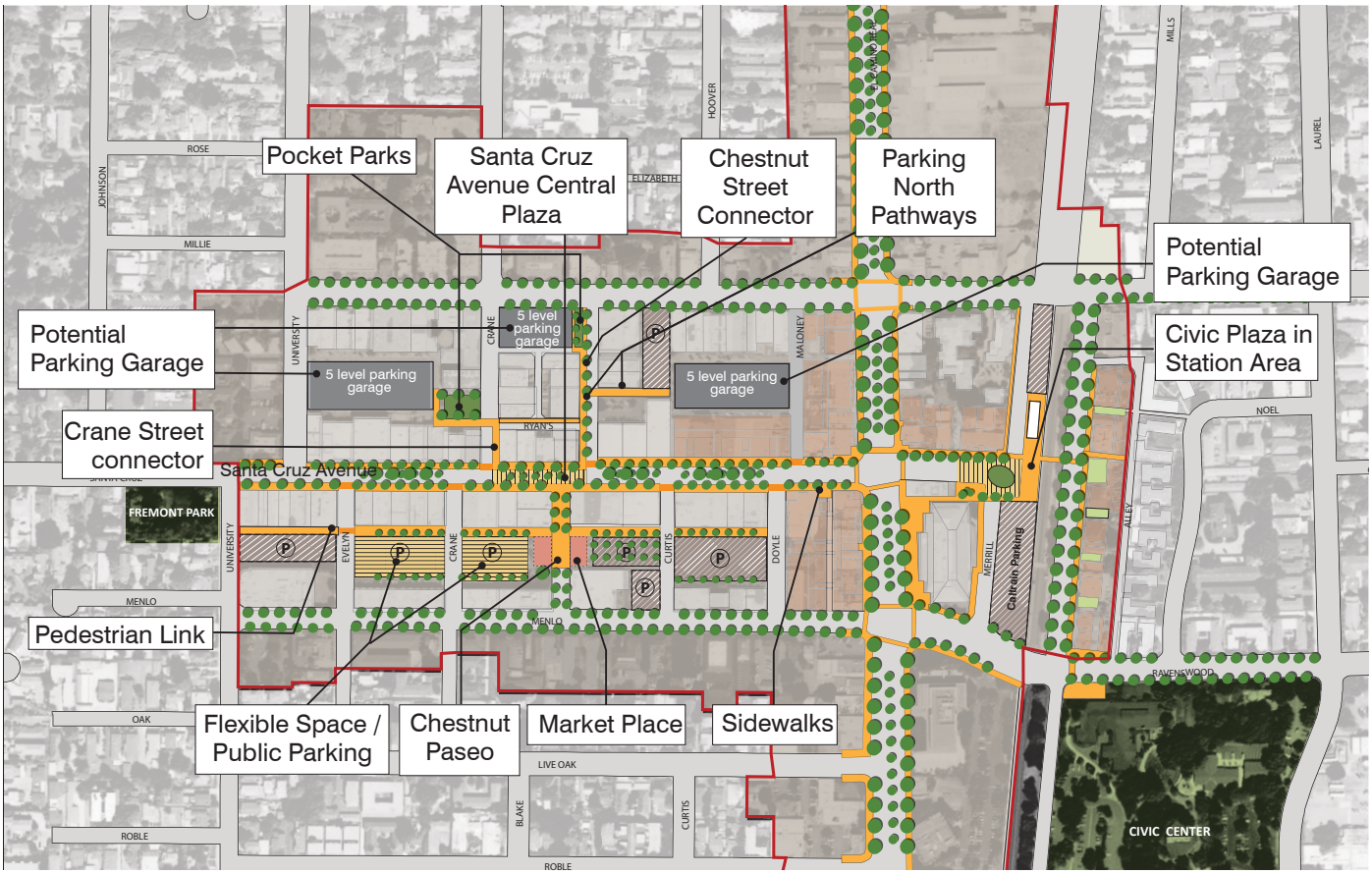


Figure D6. *Downtown Public Space Plan with Major Public Space Improvements*

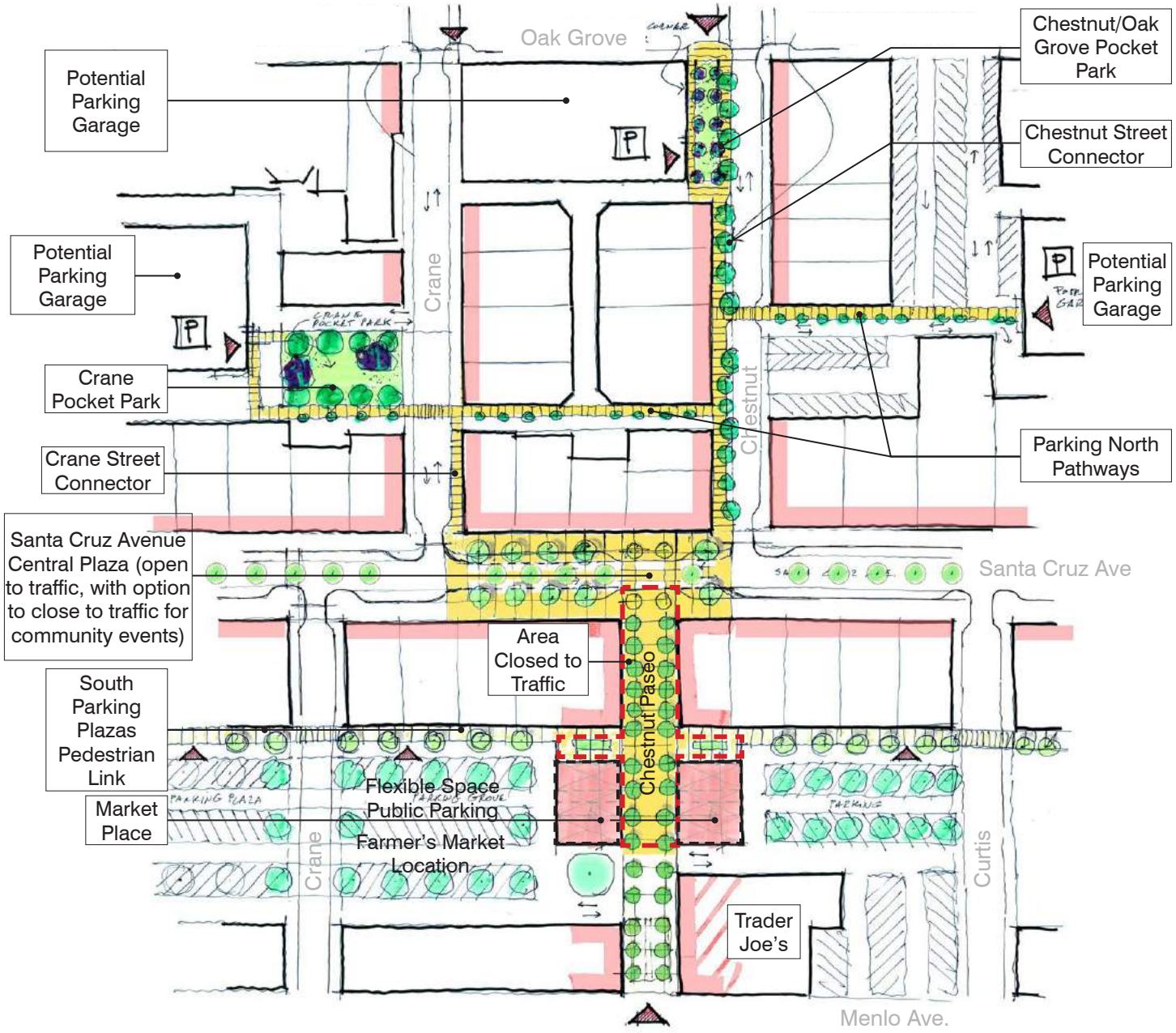


Figure D7. *Concept Plan of Key Public Spaces Downtown*

Santa Cruz Avenue Sidewalks

The Specific Plan calls for improving the pedestrian realm on Santa Cruz Avenue, increasing street activity and enhancing the image of downtown by widening sidewalks, providing ample space for informal gathering, sitting and outdoor dining and introducing new streetscape improvements. The plan establishes sidewalk functional zones, ensuring a pedestrian clear zone and more pleasant and functional sidewalks. It redistributes the right-of-way between traffic lanes, on-street parking and sidewalks in order to focus on an enhanced pedestrian experience while still accommodating vehicular circulation and on-street parking.

Existing Santa Cruz Avenue sidewalk (Menlo Park, California)

Widened sidewalks providing ample space for sitting and outdoor dining (Santa Cruz, California)

Intent

- Encourage walking and increase levels of street activity with wider, more functional sidewalks.
- Renew the image of downtown with updated streetscape elements.

Character

- Tree canopy with clear visibility to storefronts.
- Median trees retained, which are iconic features of downtown.

Improvements

- Retain existing median trees and integrate them into new streetscape design.
- Replace diagonal parking with parallel parking, and use reclaimed width to widen sidewalks.
- On the side with diagonal parking, replace the diagonal parking with parallel parking, narrow travel lane and widen sidewalk.
- On the side with parallel parking, retain parallel parking, narrow travel lane and widen sidewalk.
- Integrate street trees into on-street parking zones, particularly where sidewalks are narrowest.

“Encourage restaurants and shops to utilize sidewalks and storefronts for public space gathering, dining, resting”

- Workshop #1 Participant

“I would absolutely trade parking spaces on Santa Cruz and El Camino for well-designed parking garages with safe, pleasant pedestrian paths!”

- Workshop #1 Participant

12' wide sidewalk (Palo Alto, California)

Illustration of 19' wide sidewalk

Renewed/memorable image for downtown (San Jose, California)

> *"I like the wider sidewalks on Santa Cruz"*
>
> *- Workshop #3 Participant*

- Upgrade streetscape elements, such as benches, seating, trash receptacles, newspaper racks, paving, and street lighting.
- Implement and evaluate Santa Cruz Avenue sidewalk improvements on a trial basis, before moving forward with a permanent installation. The trial period shall be the basis for the review and consideration of a permanent installation.

Standards

D.2.01 Streetscape improvements on Santa Cruz Avenue shall retain existing median trees to the extent possible.

Guidelines

Streetscape improvements on Santa Cruz Avenue should include the following:

D.2.02 Provide widest sidewalk possible while retaining on-street parallel parking.

D.2.03 Introduce safe pedestrian crossings by using elements such as marked crossings, clear signage, supplementary lighting, and curb extensions.

D.2.04 Introduce street trees in parking zone to maximize sidewalk width, particularly in those areas where a 12 foot minimum sidewalk dimension cannot be achieved.

D.2.05 Coordinate with streetscape improvements in the station area.

D.2.06 Consider the following as criteria for streetscape furnishing selection: timeless, functional, easy maintenance, durability and sustainability.

D.2.07 Achieve safe lighting for vehicular circulation and comfortable lighting for pedestrians; consider additional decorative lighting for nightscape.

Sidewalk improvements on Santa Cruz Avenue should include the following:

D.2.08 Organize sidewalks according to best practice functional zones: frontage zone (if space allows), pedestrian thru zone, furnishings zone and curb/parking zone. Illustrated in Figure D8, each zone should accommodate a specific function.

D.2.09 Incorporate a frontage zone, if space allows. A frontage zone lies between the adjacent building and pedestrian thru zone, assuming the sidewalk dimension allows for it, and it may accommodate outdoor seating and planting.

D.2.10 Incorporate a pedestrian thru zone, which allows for unimpeded pedestrian circulation, free of all obstruction, including utility boxes and fences for outdoor dining. The pedestrian thru zone should have a minimum width of 12 feet.

D.2.11 Incorporate a furnishings zone, which provides a buffer between the pedestrian thru zone and street traffic. The furnishings zone accommodates public amenities such as street trees, street lamps, benches, bike racks, kiosks, news racks, mailboxes, transit shelters, public art, plantings, utility poles and utility boxes. In some cases, the furnishings zone is also used for outdoor seating and dining by shops, cafes and restaurants. The furnishings zone should have a minimum width dimension of 5 feet.

D.2.12 Incorporate a curb/parking zone, which is the interface between the roadway and sidewalk and accommodates vehicular parking (See Figures D9 and D10).

D.2.13 Optimize flexibility and space for outdoor seating.

D.2.14 Avoid cluttering of sidewalk with excessive or encumbering streetscape elements.

D.2.15 Preserve good visibility of retail storefronts.

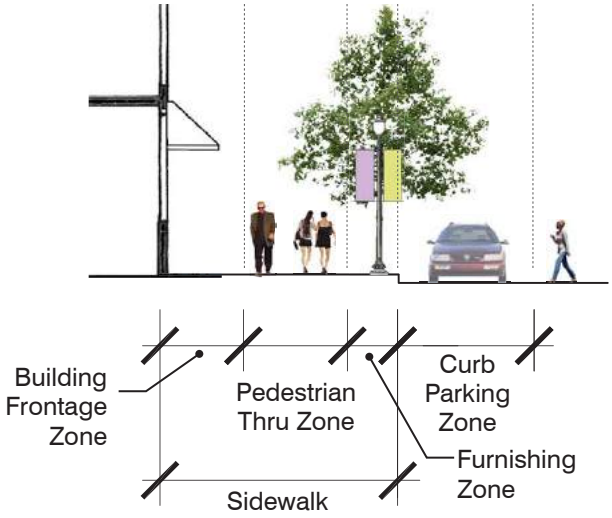


Figure D8. *Sidewalk section. The qualities of the sidewalk may vary, but all should exhibit certain characteristics, including a Furnishings Zone, Pedestrian Thru Zone, and Building Frontage Zone (where possible)*

Sidewalk organized according to best practice functional zones: building edge, pedestrian thru zone, furniture zone and curb / parking zone (San Jose, California)

Good visibility of retail storefronts (San Jose,California)

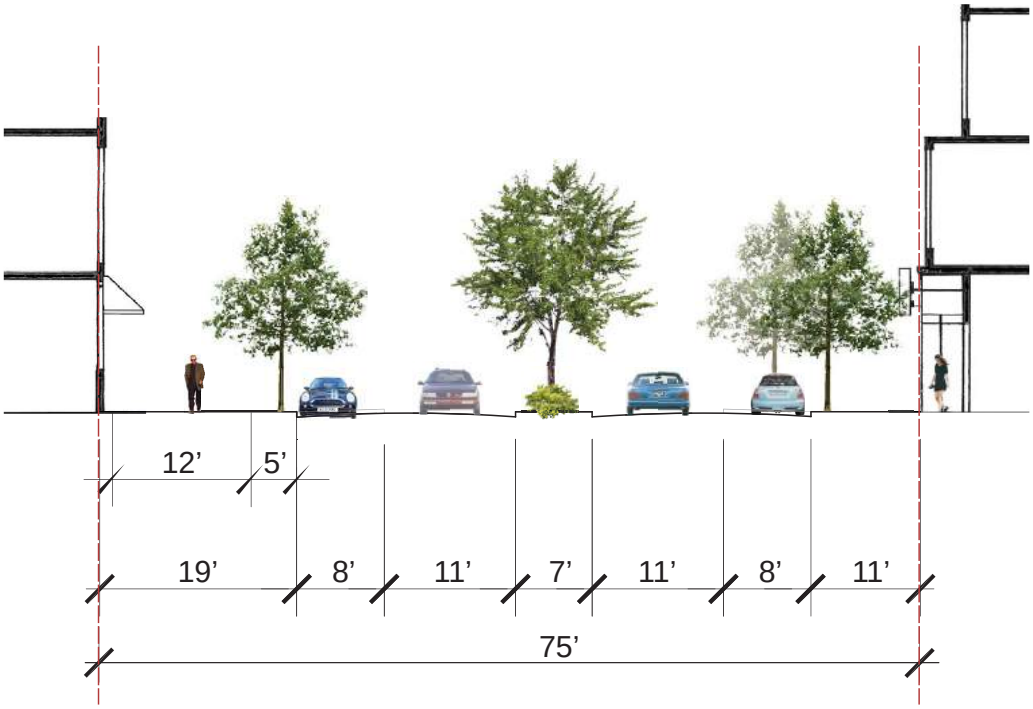


Figure D9. *Section through Santa Cruz Avenue, showing two traffic lanes with parallel parking, median trees retained, diagonal parking removed, one moderately-sized sidewalk and one wide sidewalk*

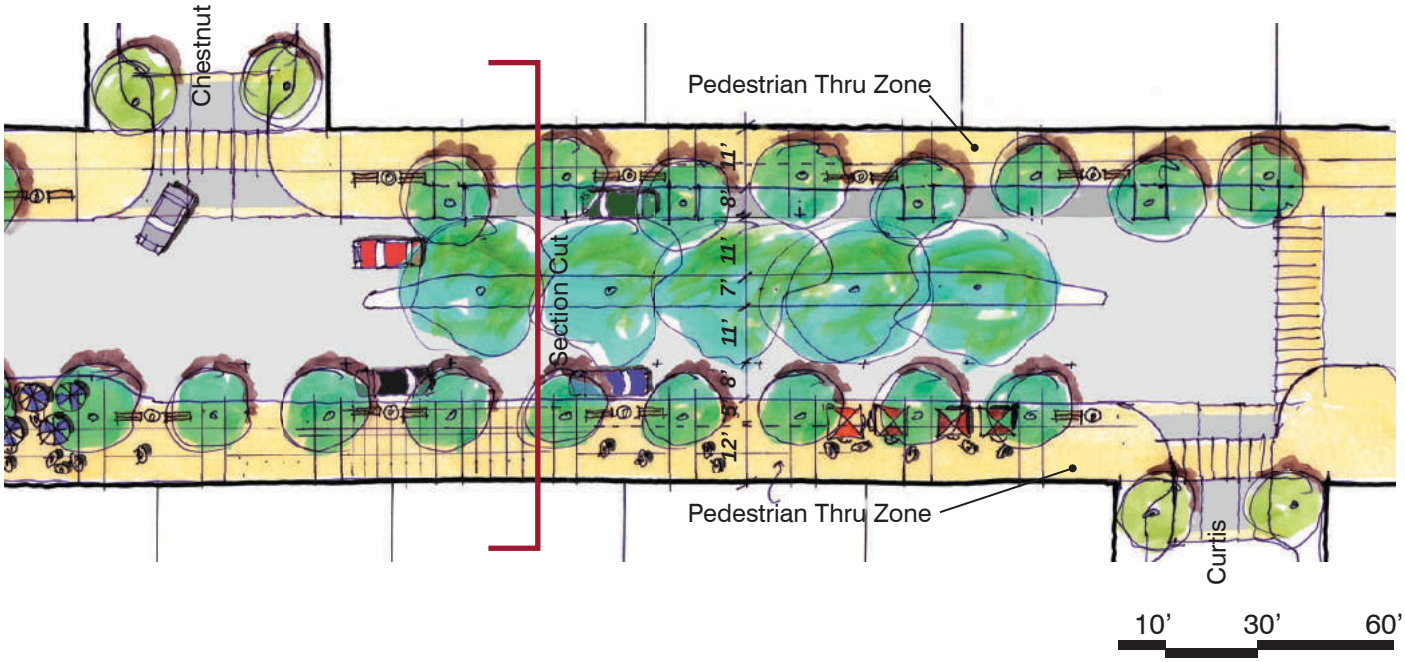


Figure D10. *Concept Plan of Santa Cruz Avenue with Major Streetscape Improvements. This plan does not feature the Central Plaza described in the next section.*

Santa Cruz Avenue Central Plaza

The Santa Cruz Avenue Central Plaza provides a central public space on Santa Cruz Avenue between Chestnut Street and Crane Street. In this area, the street remains open to traffic but on-street parking is removed, providing for wider sidewalks. The street surface is raised to be flush with the sidewalks, and a unified pavement treatment from building to building across the street creates a seamless public space. On special occasions, this portion of Santa Cruz Avenue can be closed to traffic for events or festivals (see Figures D11 and D12).

Active public plaza, a place for public gathering with ample seating (Emeryville, California)

Intent

- Provide downtown with a new, central and distinctive public plaza located in the central portion of Santa Cruz Avenue.

Character

- Plaza for public gathering and ample seating.
- Distinctive enhanced treatment.
- Flexible use with vehicular circulation or closed to traffic for special events or festivals.

No on-street parking, expansive sidewalks and flush surface (San Jose, California)

Improvements

- Create a differentiated and enhanced pedestrian-oriented treatment on Santa Cruz Avenue between Crane and Chestnut Streets.
- Eliminate on-street parking in this area to create expansive sidewalks.
- Implement and evaluate Santa Cruz Avenue Central Plaza improvements on a trial basis, before moving forward with a permanent installation. The trial period shall be the basis for the review and consideration of a permanent installation.

> *"Create plazas that are used for music festivals. More open space and specialty retail."*
>
> *- Workshop #1 Participant*

Illustration of Santa Cruz Avenue Central Plaza

Guidelines

The design of the Santa Cruz Avenue Central Plaza should include the following:

D.2.16 Afford flexible use.

D.2.17 Allow for the area to be open or closed to traffic.

D.2.18 Provide a unifying overall treatment from building edge to building edge.

D.2.19 Consider a flush surface by raising the roadway to sidewalk level, creating a seamless, walkable space while also serving as a traffic calming device.

D.2.20 Incorporate and ensure continuity of the pedestrian thru zone as established for the length of Santa Cruz Avenue.

D.2.21 Consider incorporating additional landscaping materials within widened sidewalk areas.

D.2.22 Consider a civic art installation.

> *"Add site-specific sculptural / architectural focus elements such as a thematic water feature"*
>
> *- Workshop #3 Participant*

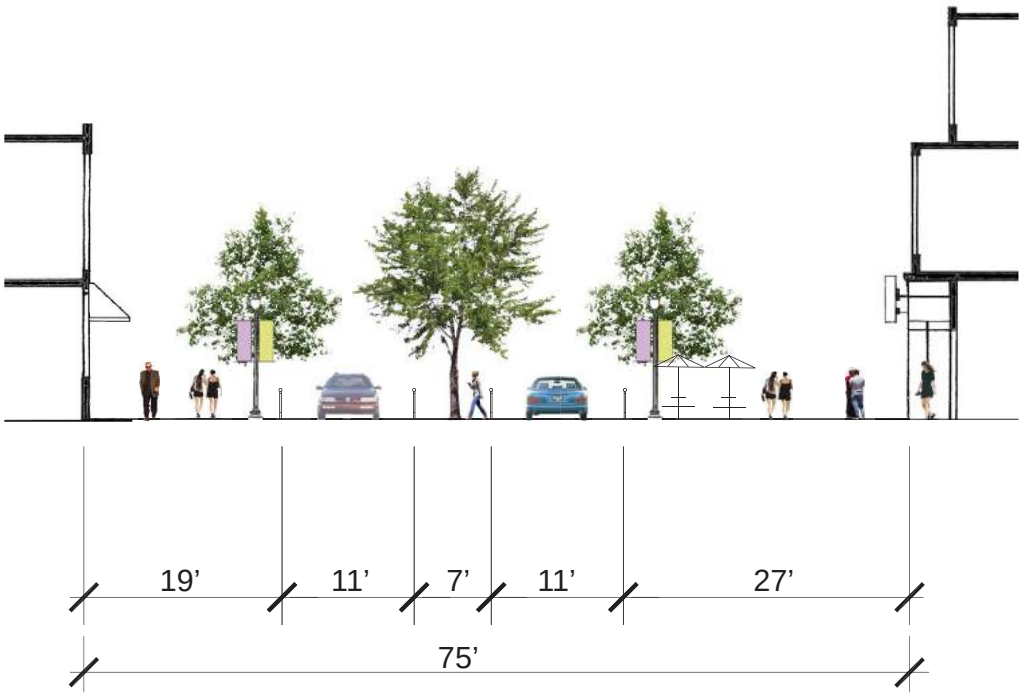


Figure D11. *Section through Santa Cruz Avenue Central Plaza with Median Trees Preserved*

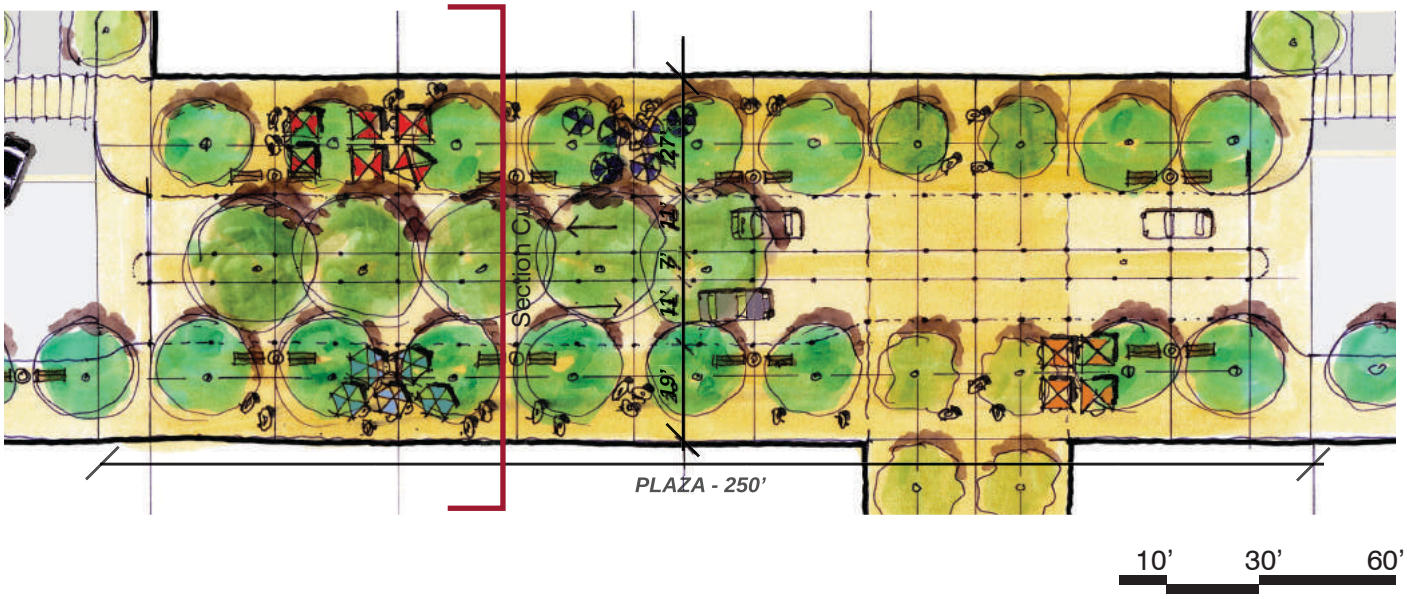


Figure D12. *Concept Plan of the Santa Cruz Avenue Central Plaza*

Chestnut Paseo

The Specific Plan proposes to convert Chestnut Street south of Santa Cruz Avenue into a pedestrian paseo, extending the Santa Cruz Avenue Central Plaza experience south toward the market place and flex space/parking area (discussed below). Closed to regular traffic, the paseo provides space for temporary vendors, such as jewelry or crafts sellers, benches, additional landscaping and a flush surface for pedestrian comfort and great space functionality. The paseo works synergistically with the Farmer's Market, adjacent ground floor retail and the market place, and it offers a unique environment away from motor vehicles. The paseo remains accessible to emergency vehicles and allows access to the Parking Plazas 6 and 7, at the south end of Chestnut Street (See Figure D13).

Pedestrian-only Paseo (Paris, France)

Intent

- Create a pedestrian-only public space connecting Santa Cruz Avenue with the market place and the flex space/parking area.

Character

- Pedestrian-only street with flush surface and enhanced landscaping.

Improvements

- Close Chestnut Street to regular vehicular traffic between Santa Cruz Avenue and the south driveway of the parking plazas.
- Enhance streetscape character.
- Implement and evaluate Chestnut Paseo improvements on a trial basis, before moving forward with a permanent installation. The trial period shall be the basis for the review and consideration of a permanent installation.

Standards

D.2.23 Allow for emergency vehicular access throughout.

Guidelines

The design of the Chestnut Paseo should include the following:

D.2.24 Allow for flexible use.

D.2.25 Provide a unifying overall treatment, with enhanced paving, the width of the right-of-way.

D.2.26 Provide a flush surface by raising the roadway to sidewalk level, creating a seamless, walkable space.

D.2.27 Consider additional landscaping and a civic art installation.

D.2.28 Consider providing additional shade with permanent light tensile structure (i.e. structured, open-air, tent-like structure).

D.2.29 Coordinate treatment with Santa Cruz Avenue Central Plaza and market place.

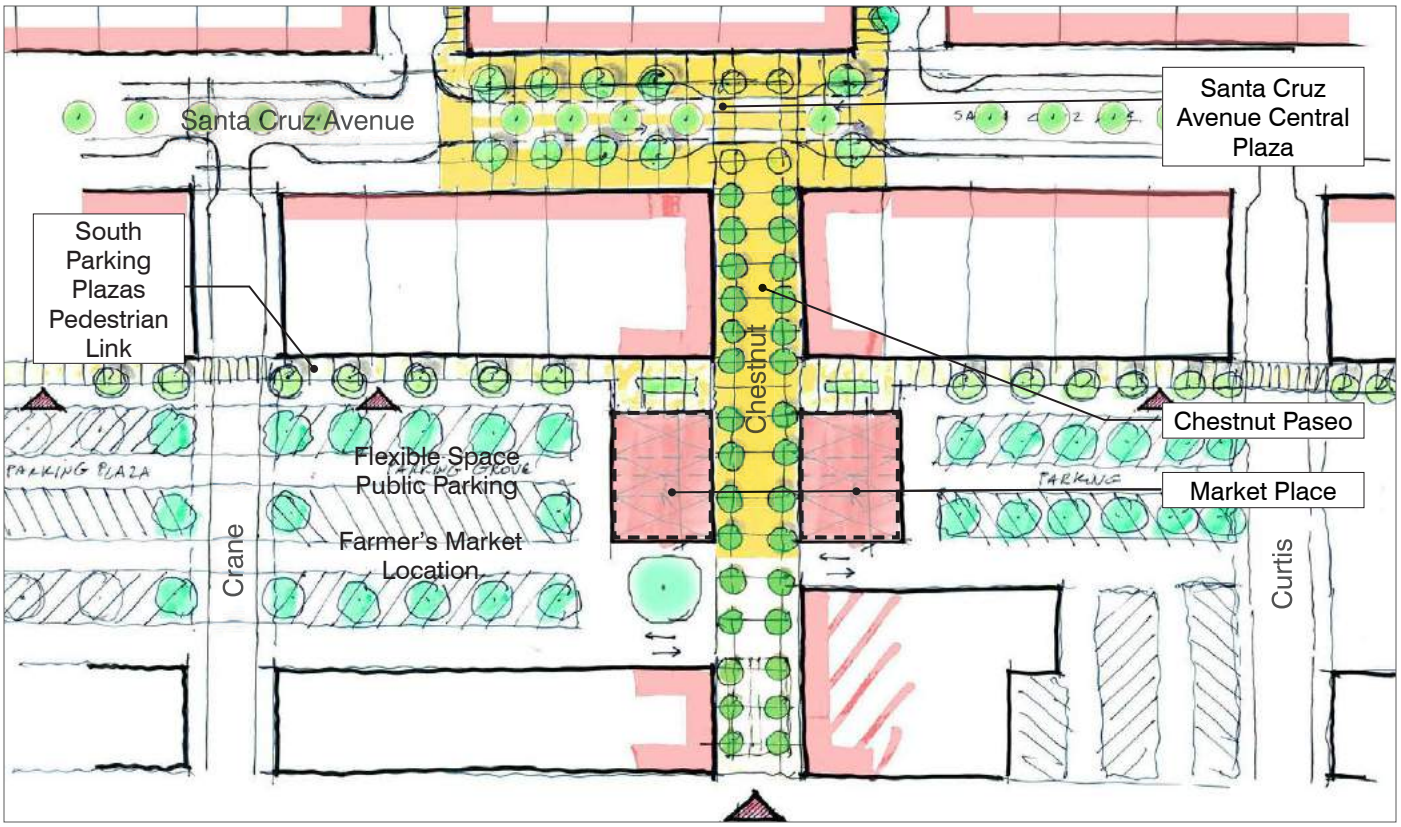


Figure D13. *Concept Plan of Santa Cruz Avenue Central Plaza and the Chestnut Paseo*

Market Place

Described in more detail in Chapter E “Land Use + Building Character”, the market place concept reinforces and activates this area as the center of downtown, in conjunction with the Central Plaza, Chestnut Paseo and flex space (described below), and increases foot traffic for downtown retailers. It complements and does not compete with the existing Sunday Farmer’s Market, and it can reinforce the Farmers Market’s identity in Menlo Park and the region. The market place can be designed with a range of uses, such as small-to-mid-sized retailers and restaurants, to be determined through a review process by the City. In particular, consideration should be given to existing Menlo Park merchants for the market place. Located at Parking Plazas 6 and 7, framing the Chestnut Paseo, the market place concept embodies a flexible idea of its physical design with multiple potential scenarios: a plaza expanding the Paseo; a pavilion structure creating a covered and shaded plaza for a portion of the Farmer’s Market or other events, such as a band shell for concerts; kiosks, or small enclosed building(s) providing permanent stalls for vendors. Such a structure or building could straddle and cover a portion of the Chestnut Paseo. Whether using structured, open-air, tent-like or other features, the market place should consider ways to provide for flexible spaces. Part of Parking Plaza 6 is currently under private ownership, so the City will need to either reach agreement with the current owner for alternate use of this space, or potentially acquire the parcel.

Local vendors in market space (Vancouver, Canada)

Outdoor market (San Francisco, California)

Street market (Portland, Oregon)

Intent

- Reinforce and activate the area as the center of downtown, in conjunction with the Central Plaza, the Chestnut Paseo and the flex space/parking area.
- Complement the existing Sunday Farmer’s Market and nearby Trader Joe’s and Draeger’s markets.

Character

- Small scale pavilions or buildings for permanent or temporary vendors or sheltered plaza related to the Farmer’s Market and flex space/parking area activities.

“Like to see more street fair-type vendors on weekends”

- Workshop #3 Participant

Public market building (Vancouver, Canada)

Heritage oak tree off Chestnut Street to be preserved (Menlo Park, California)

> *"Interested in the outside market idea, imagine that as becoming retail space of some kind, analogous to having a Sunday market but all week long"*
>
> *- Workshop #3 Participant*

Improvements

- Construct sheltered plaza and/or small scale pavilions or buildings.
- Implement and evaluate the Market Place improvements on a trial basis, before moving forward with a permanent installation. The trial period shall be the basis for the review and consideration of a permanent installation.

Standards

The design of the market place shall include the following.

D.2.30 Preserve and integrate into the concept the existing heritage oak tree.

D.2.31 Retain automobile access to and from Parking Plazas 6 and 7, toward the south end of Chestnut Street.

D.2.32 Provide clear space as needed for emergency vehicles.

Guidelines

D.2.33 Programming of the market place should contribute to the Farmer's Market identity and presence in the region.

D.2.34 The market place improvement could be a roofed structure, an enclosed building(s), an extension of the paseo or a combination of the above. It could be disconnected structures or other improvements along either side of the Chestnut Paseo, or it could potentially straddle the Paseo. The market place could have an approximate size of 4,000 square feet.

The design of the market place should include the following.

D.2.35 Be oriented to activate the Chestnut Paseo, Farmer's Market and flex space during events.

D.2.36 Consider establishing a visual landmark from Santa Cruz Avenue and the parking plazas.

D.2.37 Coordinate treatment with the Chestnut Paseo and adjacent flex space/parking area.

South Parking Plazas Pedestrian Link

Along the south sides of the buildings on Santa Cruz Avenue on the northern edge of Parking Plazas 4 through 8, a promenade provides a safe and welcoming pedestrian pathway, connecting the parking plazas with rear store entries, the market place, the Chestnut Paseo and other streets leading to Santa Cruz Avenue (See Figure D14). Such an improvement encourages people to walk downtown rather than drive and park in multiple places.

In some cases, the pedestrian promenade replaces existing parking spaces. In cases with existing diagonal or perpendicular spaces, proposed improvements include the pedestrian promenade and parallel parking in place of diagonal or perpendicular spaces. (See Chapter F "Circulation" for the quantity of spaces affected).

Pedestrian promenade (Portland, Oregon)

Intent

- Create a safe and comfortable east-west pedestrian pathway on the northern edge of Parking Plazas 4 through 8, connecting the parking plazas to rear business entrances, key public spaces and streets.

Character

- Tree-lined, well-lit promenade.

Improvements

- Establish a continuous shaded pathway on the south side of the buildings bordering south parking plazas.
- Adjust parking layout to accommodate the new pathway.

Rendering of South Parking Plazas Pedestrian Link

Guidelines

The design of the pedestrian promenade should include the following:

D.2.38 Be continuous between University Drive and Doyle Street, incorporating pedestrian crosswalks across intersected streets.

D.2.39 Incorporate a 6-foot clear minimum pedestrian thru zone.

D.2.40 Be tree-lined for shade and properly lit for pedestrian safety.

D.2.41 Coordinate style and materials with the Chestnut Paseo.

D.2.42 Consider special paving treatment, including public art inlays or other creative use of the surface as well as sustainable materials such as permeable paving.

D.2.43 Consider special treatment of trash bins, utilities, etc. to create a more pleasing environment.

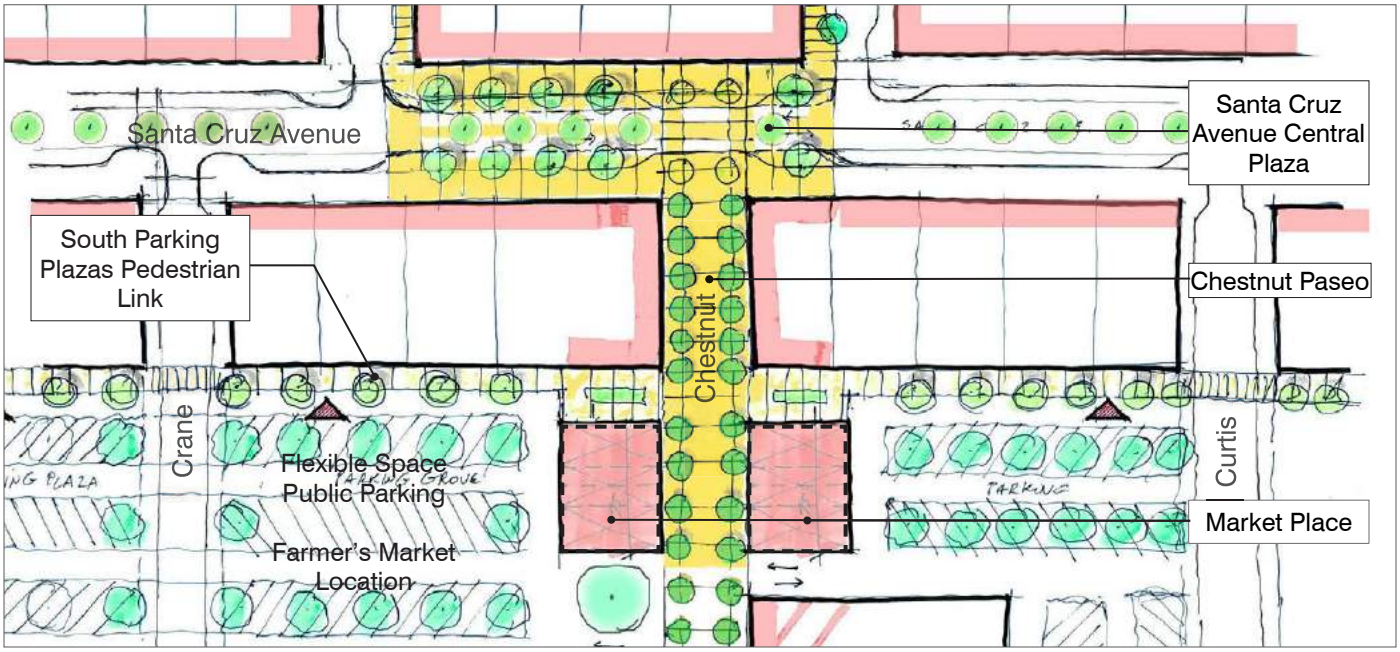


Figure D14. *Concept Plan of South Parking Plazas Pedestrian Link*

Flex Space/Parking Area (Parking Plazas 5 and 6)

Due to their size and configuration, downtown parking plazas offer opportunities for public assembly and events. They are also major paved, impervious areas that could be improved with new sustainable practices. The Specific Plan proposes modifying and improving Parking Plazas 5 and 6, two surface parking lots south of Santa Cruz Avenue and adjacent to the Chestnut Paseo and market place, to allow for more flexibility in their usage. These flexible spaces would continue to provide parking during most times, but they would also be able to stage special community events, such as festivals, movie screening and the existing Farmer's Market.

Flexible parking plaza offering opportunities for public assembly and events

Intent

- Improve treatment of Parking Plazas 5 and 6, while ensuring they continue to serve as parking lots, to create a flexible programmable space to accommodate varied types of events in downtown.

Character

- Flexible/multiuse landscaped parking plaza incorporating sustainable practices.

Improvements

- Enhance treatment of Parking Plazas 5 and 6 to create a flexible, programmable space for community events, including the Farmer's Market.
- Use sustainable design strategies.

Unique evening/nightscape experience (Baltimore, Maryland)

Sustainable design of parking lot using permeable surfaces (Baltimore, Maryland)

Parking plaza designed according to sustainable practices such as augmenting the permeability of surfaces, mitigating heat island effect and producing renewable energy (Malmo, Sweden)

Guidelines

The design for improvements to Parking Plazas 5 and 6 should include the following:

D.2.44 Optimize layout and functionality, including integration of the portion of Crane Street between the parking plazas and the pedestrian promenade on the northern edge of the parking plazas.

D.2.45 Preserve existing trees to the extent possible.

D.2.46 Provide the same number of parking spaces (or more) as exist today to the extent possible.

D.2.47 Consider opportunities for sustainable practices such as augmenting the permeability of surfaces, mitigating the heat island effect and producing renewable energy.

D.2.48 Consider creative lighting of the space, such as in-ground lights, to create identity and unique evening/ nightscape experience.

Crane Street and Chestnut Street/Oak Grove Avenue Pocket Parks

Two pocket parks serve as an alternate destination for pedestrians, both local residents and downtown shoppers. They extend the palette of downtown public spaces with two intimate small green open spaces for respite and gathering. Their locations function as small gateways to downtown from the north side parking areas and streets.

Smaller, more intimate open spaces (Palo Alto, California)

Intent

- Provide smaller, more intimate open spaces north of Santa Cruz Avenue as part of downtown's public space network.

Character

- Green and shaded, predominantly softscape, seating areas.

Green and shaded (softscape) seating areas (Boston, Massachusetts)

Improvements

- Provide two small parks north of Santa Cruz Avenue: one on Crane Street and one at the corner of Chestnut Street and Oak Grove Avenue.
- Implement and evaluate Pocket Park improvements on a trial basis, before moving forward with a permanent installation. The trial period shall be the basis for the review and consideration of a permanent installation.

Guidelines

The design of the pocket parks should include the following.

D.2.49 Convey a 'soft' character with ample use of softscape materials (e.g., grass and planting).

D.2.50 Provide shade and seating.

D.2.51 Consider use of seasonal plant materials and public art installation.

D.2.52 Emphasize safety and comfort for all users.

Enhanced and welcoming connections for parking north pathways (Mountain View, California)

Clear and comfortable connections from street to pocket parks (San Luis Obispo, California)

Wide, tree-lined pathways/sidewalks connecting facilities (Portland, Oregon)

Other Street / Alley Improvements

On the north side of Santa Cruz Avenue, the Specific Plan calls for enhanced and welcoming connections between the proposed parking garages, pocket parks, Santa Cruz Avenue and the Santa Cruz Avenue Central Plaza. These improvements consist of the Chestnut Street connector, Crane Street connector and parking north pathways.

Intent

- Provide clear and comfortable connections from the proposed parking garages and pocket parks on the north side of downtown to Santa Cruz Avenue and the Central Plaza.

Character

- Tree-lined pathways/sidewalks.

Improvements

- Widen and enhance the Chestnut Street west sidewalk and the Crane Street east sidewalk leading to the pocket parks.
- Enhance the pathways and crosswalks connecting the proposed parking garages to the Chestnut Street and Crane Street connectors.

Guidelines

The design of the pedestrian connectors should include the following:

D.2.53 Incorporate an 8-foot clear pedestrian zone.

D.2.54 Be tree-lined for shade and properly lit for pedestrian safety.

D.2.55 Provide safe crosswalks on Chestnut and Crane Streets for continuity of the network of connections.

D.2.56 Include way-finding signage.

D.2.57 Coordinate treatment with pocket parks and overall streetscape palette for Santa Cruz Avenue.

D.3 STATION AREA

The Specific Plan focuses on improving the Caltrain Station area as a major arrival and departure point within Menlo Park. The plan establishes a central Civic Plaza at the intersection of the east end of Santa Cruz Avenue and the Caltrain Station as a unifying public space that organizes surrounding spaces and pedestrian and vehicular traffic. Other major public improvements in this area include Menlo Center Plaza, Alma Street Civic Walk and Ravenswood Gateway, all of which support the centrality of the Civic Plaza and create stronger connections to the plaza and downtown.

One significant unknown is the future configuration of the proposed high speed rail line (HSR) within the Caltrain right-of-way. The Specific Plan's public space concept for the station area is meant to be flexible, accommodating any rail configuration, either below-grade, at grade, or elevated.

Illustrated in Figure D15, the public space improvements in the station area consist of:

- Civic Plaza;
- Menlo Center Plaza;
- Alma Street Civic Walk;
- Ravenswood Gateway; and
- Railroad Tracks/High Speed Rail Open Space.

Central Civic Plaza used to organize surrounding spaces and pedestrian and vehicular traffic (Los Angeles, California)

Figure D15. *Concept Plan of Station Area*

Civic Plaza + Santa Cruz Avenue

At the eastern end of Santa Cruz Avenue, the Civic Plaza celebrates the arrival to the City at the Caltrain station. It serves multiple purposes -- as a landmark space and gateway to downtown and Menlo Park, a pick-up and drop-off locale for motorists and transit users and a civic public space integrating the historic train station and enhanced pedestrian linkages and plazas to downtown, Menlo Center and Civic Center.

Landmark civic space (Portland, Oregon)

Intent

- Create an improved arrival/departure transit plaza for the station and iconic civic plaza for downtown.

Character

- Landmark civic space that celebrates the station and Santa Cruz Avenue arrival.

Improvements

- Implement streetscape improvements that celebrate the station area and sense of arrival.
- Provide enhanced connections to the eastern neighborhoods and Civic Center across the railroad tracks, via a grade-separated connection, and to Menlo Center plaza.
- Install iconic trees, such as native oak trees, maples, sycamores, or redwoods, that are differentiated from the surrounding landscape, including El Camino Real and Santa Cruz Avenue, and create a unique sense of civic space.
- Improve Santa Cruz Avenue northern sidewalk for greater connection to El Camino Real and downtown.
- Improve Merrill Street sidewalk for greater connection to Oak Grove Avenue.
- Provide enhanced connections and integrate with Menlo Center.

Standards

The design of the Civic Plaza shall include the following:

D.3.01 Preserve and highlight the existing historic train station building.

D.3.02 Accommodate bus turning and drop-off/pick-up of passengers.

Guidelines

The design of the Civic Plaza should include the following:

D.3.03 Provide a unifying treatment across the Plaza.

D.3.04 Allow for integrated vehicular circulation through the space.

D.3.05 Organize the plaza around, and integrate into its overall design, a central civic feature such as a fountain or sculpture; the major element should be located in a way that optimizes visibility from downtown, in particular from Santa Cruz Avenue.

D.3.06 Consider use of iconic trees to create a unique sense of civic space, such as native oak trees, maples, sycamores, or redwoods, that are distinctive from general surrounding landscaping but already featured at the station.

D.3.07 Incorporate lighting fixtures and decorative lighting to create a memorable space.

D.3.08 Accommodate various connection options across the Caltrain right-of-way depending on the final configuration of the high-speed rail line.

D.3.09 Provide 15 foot tree-lined sidewalk on the northern side of Santa Cruz Avenue, coordinated with improved sidewalks for the main part of the avenue downtown.

D.3.10 Optimize the interface with Menlo Center and connection to its plaza.

D.3.11 Improve the pedestrian linkage to Oak Grove Avenue.

Menlo Center Plaza

The Specific Plan proposes improvements to Menlo Center Plaza that make the plaza more functional as a civic space, integrate the plaza more fully with El Camino Real and create stronger connections to the Civic Plaza and Civic Center. The Specific Plan recognizes that these proposals are for improvements on private property, and that the City can exercise only limited influence in this area.

Existing Menlo Center (Menlo Park, California)

Intent

- Improve treatment of Menlo Center Plaza and its connections with the station Civic Plaza and the Civic Center, and emphasize the presence of Menlo Center Plaza on El Camino Real.

Character

- Paved gathering space with seating and dining areas, shaded and tree-lined.

Existing Menlo Center (Menlo Park,, California)

Improvements

- Enhance connection to the Civic Plaza.
- Enhance connections to the Civic Center via south of Menlo Center Plaza and Ravenswood Street edge.
- Provide for visual access to the plaza from El Camino Real.

Guidelines

Enhancements to the Menlo Center Plaza should include the following:

D.3.12 Coordinate with enhancements to El Camino Real streetscape and Civic Plaza.

D.3.13 Include benches or other seating furniture.

D.3.14 Provide a direct connection with the station Civic Plaza.

Alma Street Civic Walk

Part of the overall east-west pedestrian linkage network, the Alma Street Civic Walk provides an improved connection from the Station Area to the Civic Center. The Civic Walk enhances the pedestrian environment and walkability along the eastern side of Alma Street to the corner of the public library. By providing a stronger link to the active Civic Center, the Civic Walk helps increase the vitality of the station area and downtown.

Intent

- Create a comfortable and inviting pedestrian connection from the station area to the Civic Center, thereby enhancing the connection between the Civic Center and downtown.

Character

- Pedestrian-oriented, tree-lined, and safely-lit sidewalk.

Improvements

- Optimize Alma Street right-of-way width, with parking layout and lane distribution, to create a wider enhanced sidewalk on the east side.
- Create a safe pedestrian crossing from the Civic Walk to the train station, and extend Civic Walk across Ravenswood Avenue with an improved and safe pedestrian crossing.
- Enhance sidewalk by making it tree-lined.
- Provide ample shade and tree line to create a comfortable pedestrian environment.

Guidelines

The design of the Alma Street Civic Walk should include the following:

D.3.15 Take into consideration the final configuration of the proposed high speed rail.

D.3.16 Provide a 15 foot minimum tree-lined sidewalk on the east side of Alma Street between the station area and Ravenswood Avenue, with an 8 foot wide minimum pedestrian thru zone

D.3.17 Be safely lit to reinforce the pedestrian experience.

D.3.18 Coordinate with other improvements in the station area, creating a greater sense of connectivity and continuity.

D.3.19 Provide a safe pedestrian crosswalk between Civic Walk and the train station/Civic Plaza, depending on the final configuration of the proposed high speed rail and consistent with the guidelines for the Civic Plaza.

D.3.20 Incorporate a safe and upgraded pedestrian crossing at Ravenswood Avenue. Potential crossing improvements are discussed in more detail in section F.3.

D.3.21 Include pedestrian way-finding signage.

D.3.22 Preserve to the extent feasible heritage and other significant trees.

Ravenswood Gateway

The Specific Plan recognizes the intersection of Ravenswood Avenue and Alma Street as an opportunity to create a sense of gateway into downtown and the Menlo Park Civic Center and Public Library area. Streetscape improvements at the Ravenswood Gateway establish a connection between the Civic Center and the Station Area. The improvements also focus on providing better definition of the southeast corner of the intersection as an identifiable entrance and “front door” to the Library and Civic Center (See Figure D16).

Civic gateway with landmark signage and streetscape and landscape improvements (Redwood City, California)

Intent

- Create a sense of gateway to Civic Center and downtown at the Alma/Ravenswood intersection.

Character

- Streetscape and landscape civic character that relates to the station’s Civic Plaza.

Improvements

- Provide streetscape and landscape improvements at the northeast and southeast corners of Alma/ Ravenswood intersection to create a sense of civic gateway.
- Provide a wider and safe pedestrian crossing coordinated with the Alma Street Civic Walk.
- Install a landmark sign (distinct from way-finding signage) or art element.

Guidelines

The design of the Ravenswood Gateway should include the following:

D.3.23 Coordinate streetscape and landscape design improvements with Alma Street Civic Walk and station Civic Plaza.

D.3.24 Coordinate crossing treatment with Alma Street Civic Walk.

D.3.25 Consider use of iconic trees to create a unique sense of civic space, such as native oak trees, maples, sycamores or redwoods, that are distinctive from the general surrounding landscaping but are already featured in the area.

D.3.26 Integrate lighting to achieve gateway and civic character.

D.3.27 Include a landmark sign or art element.

D.3.28 Include pedestrian way-finding signage.

Figure D16. *Concept Plan of Ravenswood Gateway*

Railroad Tracks/High Speed Rail Open Space

The Specific Plan recognizes that the existing railroad track configuration will change if and when high speed rail service between southern California and San Francisco is implemented. The Specific Plan's proposed improvements apply regardless of the final track configuration. However, the improvements' final design will depend on the final configuration of the high speed rail alignment, particularly for those elements closest to the tracks. It is assumed that high speed rail will generally fall within and follow the existing Caltrain right-of-way. Expansions of the right-of-way could be required, particularly in the Station Area, as well as between Glenwood Avenue and Oak Grove Avenue, where the current right-of-way is narrowest.

At this time, three rail track configurations for high speed rail are under consideration: locating the train tracks underground, elevating the railroad tracks, or keeping the tracks at grade and lowering the cross streets. All three configurations achieve a fundamental requirement that the tracks be grade-separated and completely separate from other trains and all other modes of transit (i.e. vehicular, bicycle and pedestrian). Under the current proposal, high speed rail will not stop at Menlo Park. However, Caltrain will continue to provide commuter rail service to Menlo Park. If high speed rail is placed in a tunnel, it is unclear at this time if Caltrain would also be placed in a tunnel, remain at-grade or have some other configuration.

Guidelines

D.3.29 If high speed rail is placed underground, the City should encourage a final configuration that includes Caltrain tracks. Such a configuration should be capped, with the roof of the tunnel able to accommodate public use, such as a linear park, at-grade.

D.3.30 If high speed rail is placed underground as described above, a linear public park, accommodating pedestrians and bicyclists, should be considered for placement above ground as well as other appropriate commercial uses.

D.3.31 If high speed rail is elevated, the City should encourage a final configuration that includes Caltrain tracks. With such a configuration, the City should encourage a structure that provides maximum "porosity" with maximum visual and/or physical access underneath (e.g. elevated Bart tracks in the East Bay). The tracks should be elevated enough to allow for at-grade passage underneath for vehicles, bicyclists and pedestrians. An earthen embankment or stark walls should be avoided. Wherever possible, an elevated configuration should incorporate landscaping to soften the visual impact.

D.3.32 If high speed rail is elevated as described above, the City should consider maximizing east-west pedestrian and bicycle connections underneath, in addition to those in the Specific Plan, where appropriate. The spaces should be safe and welcoming.

D.4 EL CAMINO REAL

El Camino Real is a major arterial roadway extending through the downtown area and connecting Menlo Park to surrounding cities. The Specific Plan proposes enhancements that strengthen the image of the street and create a continuous and unified experience while recognizing the distinct areas that the corridor passes through. The improvements also create strong east-west linkages with surrounding areas and districts. The proposed enhancements are consistent with the *Grand Boulevard Initiative's Multi-Modal Strategy & Context-Sensitive Design Guidelines*.

The public space improvements for El Camino Real consist of North-South Walkability and East-West Connectivity.

North-South Walkability

The Specific Plan proposes streetscape improvements on El Camino Real that help unify the street experience by using a common language of trees, paving materials and lighting elements. It provides a pedestrian promenade on the eastern side of the street.

The existing dimensions of the street and the need to serve as an arterial roadway create constraints on widening sidewalks in the area. Pedestrian improvements to the portions of El Camino Real north of Oak Grove Avenue and south of Menlo/Ravenswood Avenues are achieved, in part, within setback areas as adjacent development occurs. Under these circumstances, the greatest opportunity for an expansive pedestrian promenade is on the eastern side of El Camino Real between Ravenswood Avenue and the Palo Alto city limits, an area controlled primarily by three property owners, including Stanford University (see Chapter E "Land Use + Building Character" for more detail).

Figures D17, D18 and D19 illustrate proposed typical improvements for El Camino Real for portions north of downtown, in the downtown area and south of downtown, respectively.

It is important to note that street sections for El Camino Real north of downtown (Figure D17) and within downtown (Figure F18) have four travel lanes rather than six travel lanes as shown south of downtown (Figure D19). While the curb-to-curb width north of downtown and within downtown could accommodate a change to six travel lanes by removing on-street parking (approximately 40 spaces), the Specific Plan proposes a four-lane street section in these areas rather than six-lanes for a number of reasons. With six lanes, only slight improvements in traffic/intersection operations would be realized as the added lanes would be created by converting right-turn lanes, not by adding new lanes. In addition, parking removal decreases the pedestrian and retail environment. Building setbacks would need to be increased substantially to provide sufficient sidewalk width to buffer pedestrians from moving traffic. Further setbacks would be needed to accommodate bicycle lanes.

Intent

- Encourage walking and pedestrian activity along El Camino Real with improved walkability and comfort.

Character

- Tree-lined, pedestrian-oriented, paved, and safely lit sidewalks.

Improvements

- Use building setbacks as needed to create wider sidewalks (private development-related improvements).
- Enhance sidewalks with consistent paving, street trees and street furnishings.

Guidelines

The design of the sidewalks along El Camino Real, whether within the El Camino Real corridor or within adjacent setback areas, should include the following:

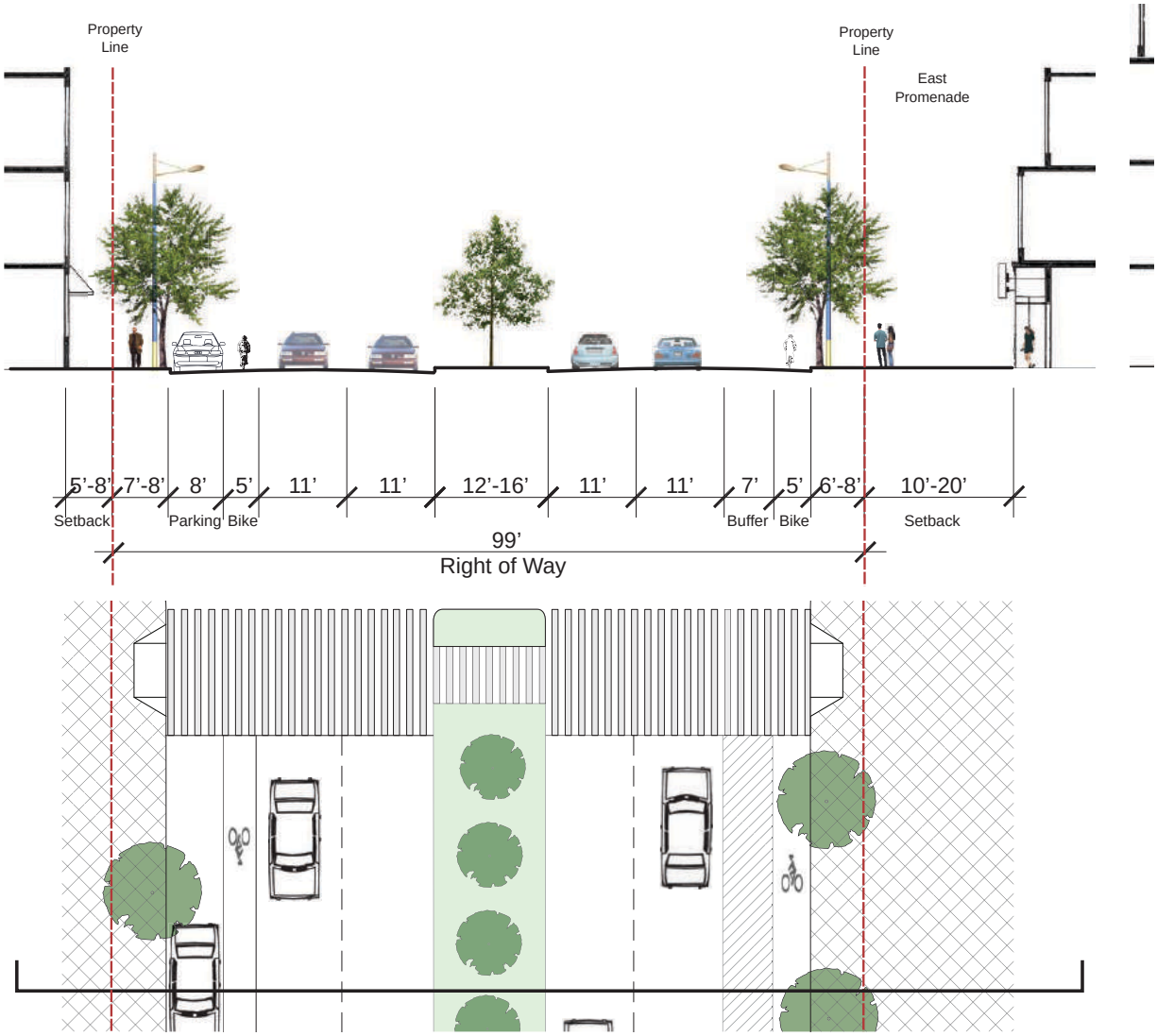
D.4.01 Take into consideration recommended criteria of the Grand Boulevard Initiative's *Multi-Modal Access Strategy & Context-Sensitive Design Guidelines*.

D.4.02 Be 15 feet wide, at a minimum, on the east side of El Camino Real, inclusive of a 10-foot-wide clear pedestrian thru-zone, north of Oak Grove Avenue and south of Menlo Avenue.

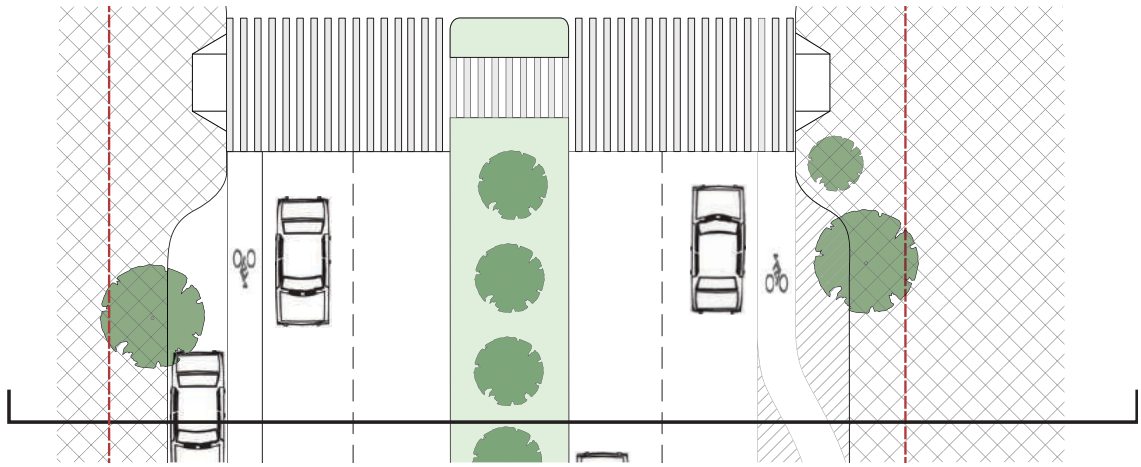
D.4.03 Be 12 feet wide, at a minimum, on the east of El Camino Real, inclusive of an 8-foot-wide clear pedestrian thru-zone, in the downtown area between Oak Grove Avenue and Menlo Avenue.

D.4.04 Be 12 feet wide, at a minimum, on the west side of El Camino Real, inclusive of an 8-foot-wide clear pedestrian thru-zone.

D.4.05 Incorporate a coordinated set of streetscape improvements, including street trees, paving and lighting.

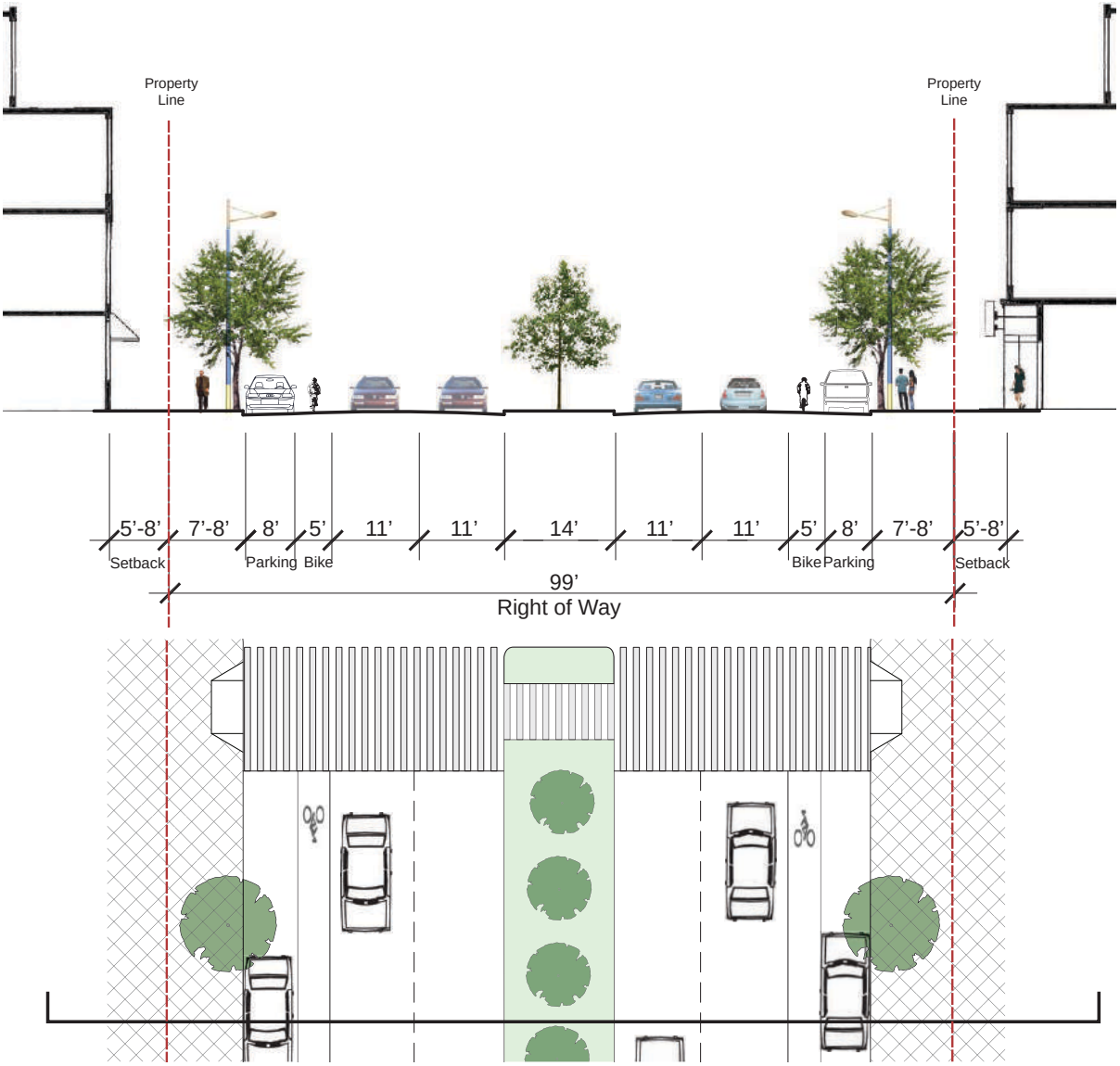


Section and plan without sidewalk extension (i.e. bulb-outs) at intersection

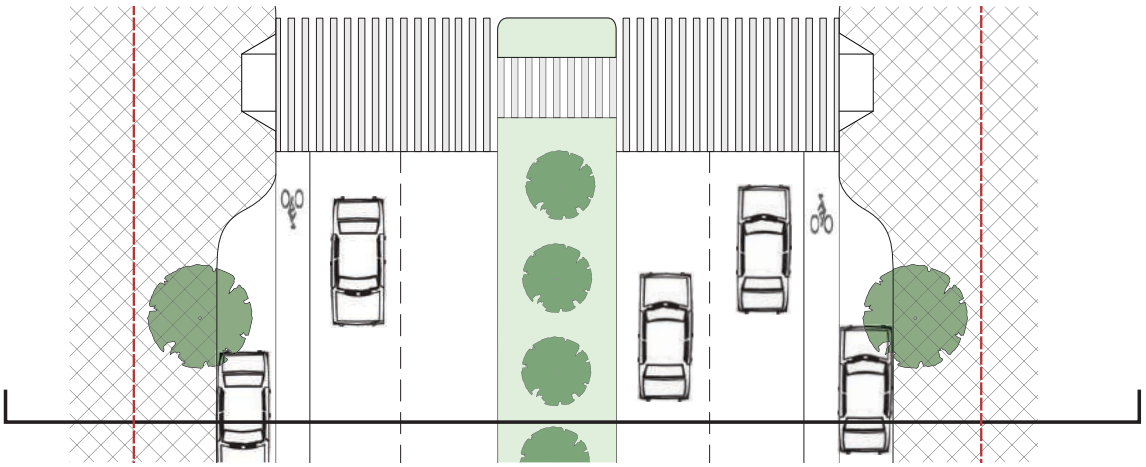


Alternative plan with sidewalk extension (i.e. bulb-outs) at intersection

Figure D17. *Typical Section/Plan at El Camino Real North between Valparaiso Avenue and Oak Grove Avenue*

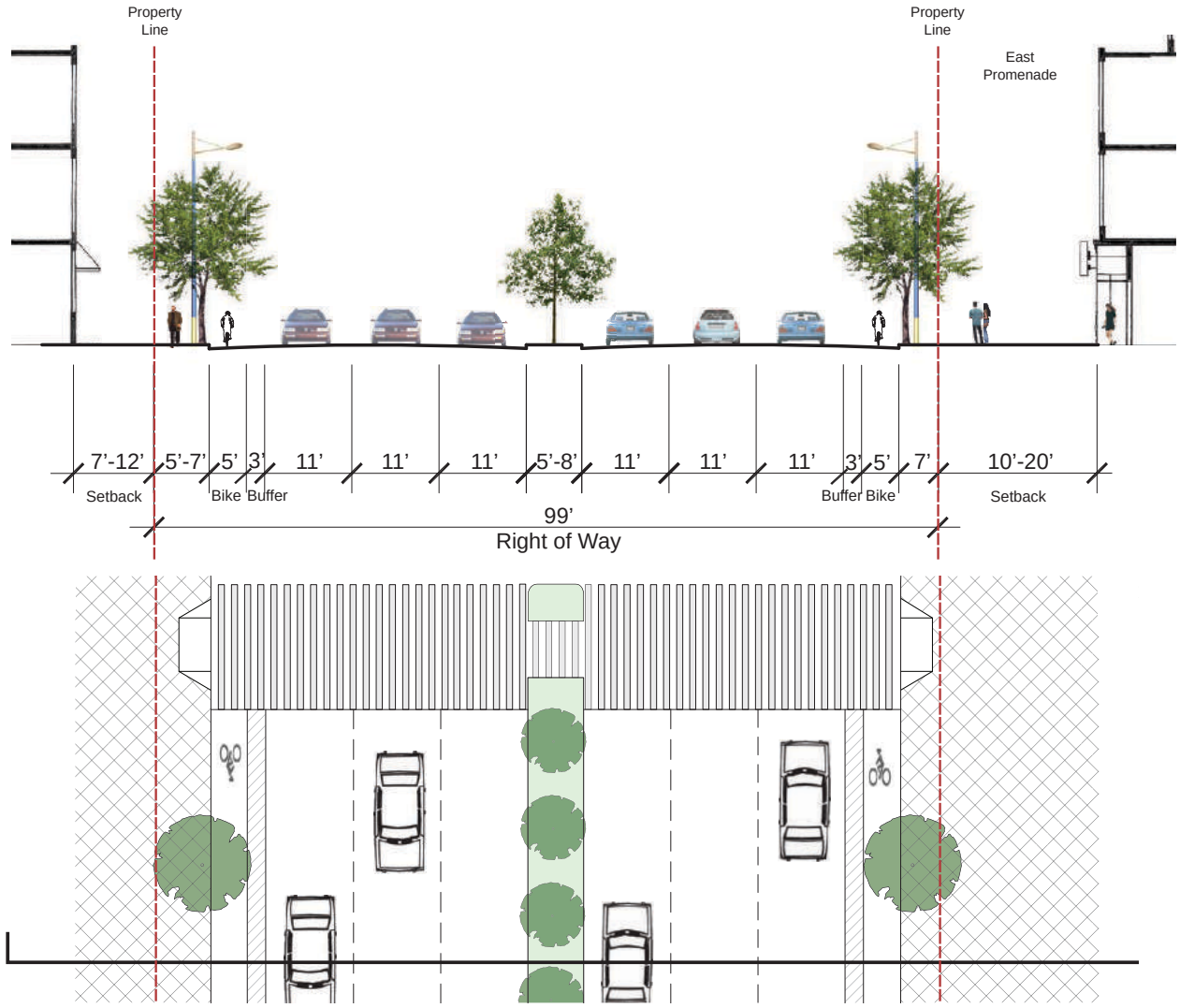


Section and plan without sidewalk extension (i.e. bulb-outs) at intersection

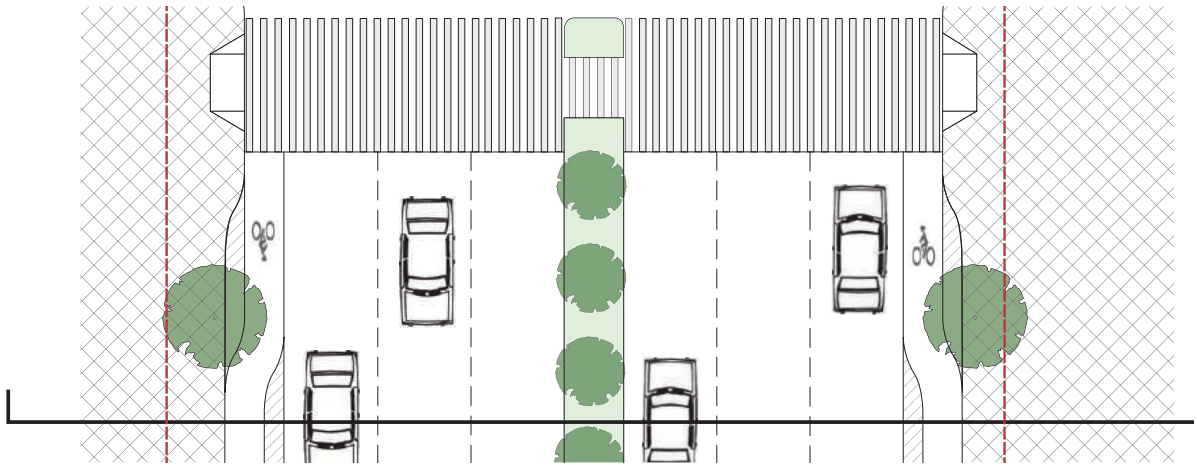


Alternative plan with sidewalk extension (i.e. bulb-outs) at intersection

Figure D18. *Typical Section/Plan at El Camino Real Downtown between Oak Grove Avenue and Menlo Avenue.*



Section and plan without sidewalk extension (i.e. bulb-outs) at intersection



Alternative plan with sidewalk extension (i.e. bulb-outs) at intersection

Figure D19. *Typical Section/Plan at El Camino Real south of Roble Avenue*

East-West Connectivity

El Camino Real, in addition to the Caltrain railroad tracks, is both a real and perceived barrier between the east and west sides of town, including downtown and the station area. Long crossing distances make traversing the street on foot inconvenient. The Specific Plan recognizes key intersections along El Camino Real and improves crossing conditions at these locations. In addition, the plan proposes two potential pedestrian/bicycle grade-separated crossings of the railroad tracks: one at the terminus of Santa Cruz Avenue in the station area (discussed in Section D.3 “Station Area”) and one on Stanford University property at Middle Avenue. Done in conjunction with intersection improvements, the latter one would be undertaken by Stanford University when it redevelops and/or in conjunction with High Speed Rail improvements.

El Camino Real Crossings

The Specific Plan proposes improvements to most intersections on El Camino Real. Section F.3 “Pedestrian Improvements” identifies the locations and nature of those improvements. In most cases, the improvements allow for sidewalk extensions (i.e. bulb-outs) for at least one corner depending on traffic flow requirements. Figure D20 illustrates what an improved intersection might look like on El Camino Real in the downtown area.

Intent

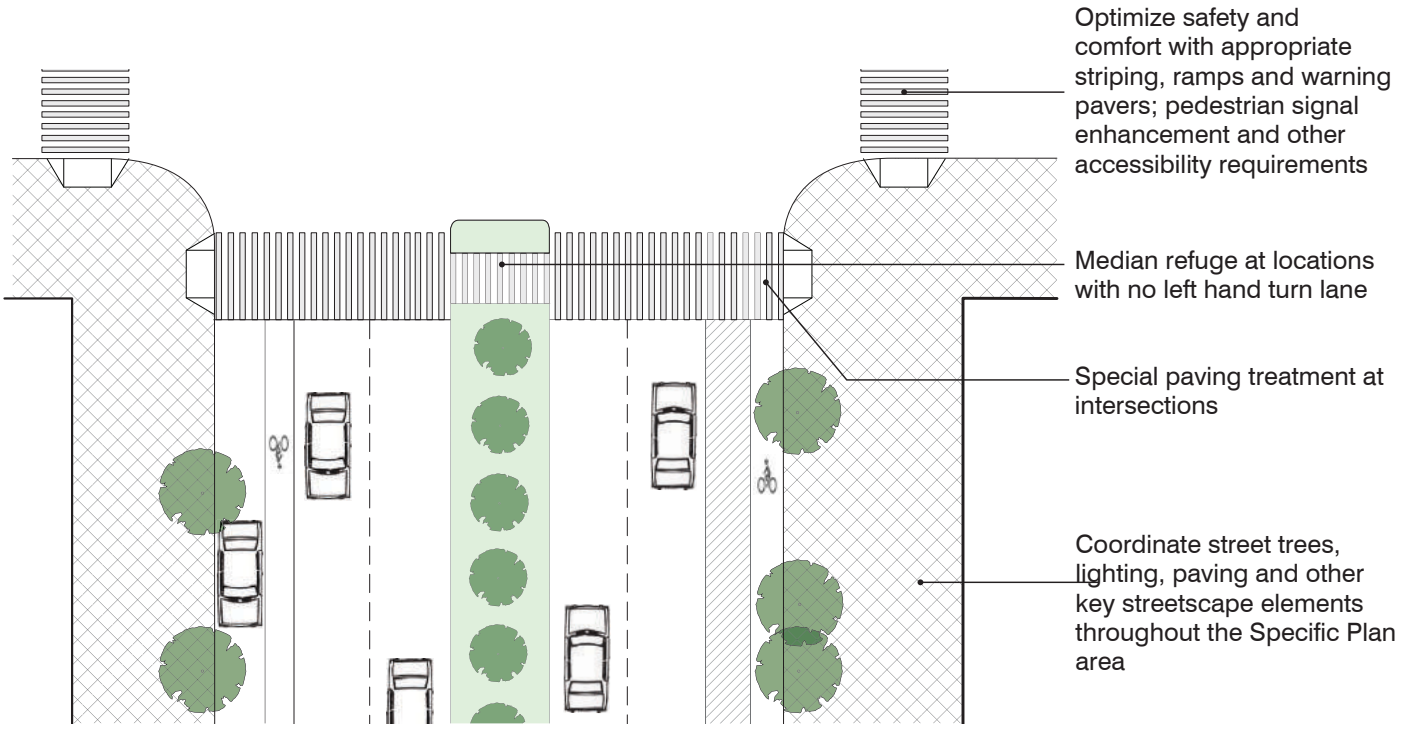
- Minimize the El Camino Real barrier effect and improve connectivity across El Camino Real by improving pedestrian crossing conditions.

Character

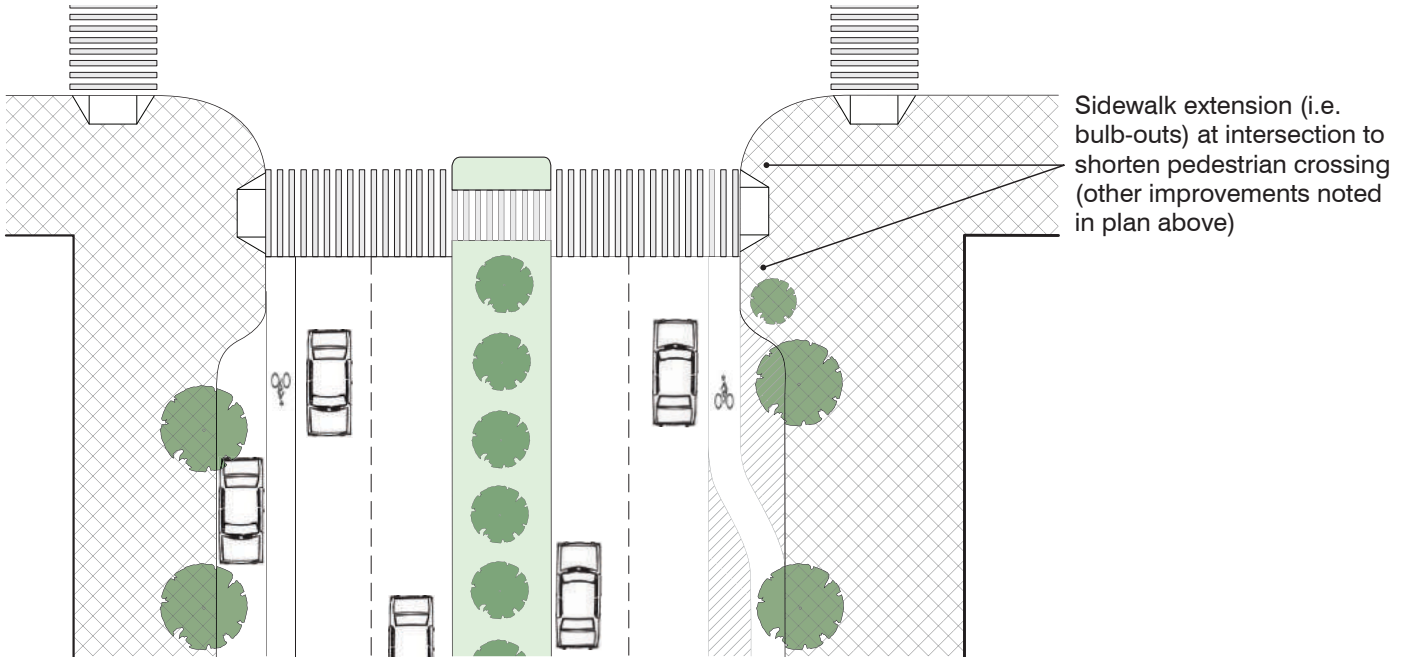
- Pedestrian-oriented design.

Improvements

- Create special crossing treatments at key intersections as identified in Chapter F “Circulation”.



Plan without sidewalk extension (i.e. bulb-outs) at intersection



Alternative plan with sidewalk extension (i.e. bulb-outs) at intersection

Figure D20. *Typical Intersection Improvement*

Guidelines

The design of intersection improvements on El Camino Real should include the following:

D.4.06 Take into consideration recommended criteria of the Grand Boulevard Initiative's *Multi-Modal Access Strategy & Context-Sensitive Design Guidelines*.

D.4.07 Optimize crossing time by reducing curb-to-curb distance to the extent feasible.

D.4.08 Optimize safety and comfort with appropriate striping, ramps and warning pavers and other accessibility requirements.

D.4.09 Integrate additional landscaping and "low impact development" (LID) materials, such as pervious materials to manage storm water, where possible.

D.4.10 Incorporate special treatment for intersections in the downtown/station areas (i.e. Oak Grove Avenue, Santa Cruz Avenue and Menlo Avenue) to enhance connections between the two areas.

D.4.11 Coordinate street trees, lighting, paving and other key streetscape elements with other streetscape elements of El Camino Real above.

Coordinated street trees/landscaping, paving, furniture, signage and other streetscape elements (Emeryville, California)

Publicly-accessible pedestrian connection and open space element (Portland, Oregon)

Burgess Park Linkage/Open Space Plaza

Explained in more detail in Section E.3 “Development Standards + Guidelines,” the Specific Plan identifies two locations for publicly-accessible open space and grade-separated pedestrian and bicycle linkage across the railroad tracks. One is in the station area at the terminus of Santa Cruz Avenue (discussed above in Section D.3 “Station Area”) and the other is at the terminus of Middle Avenue. The latter connects the western neighborhoods with Burgess Park and neighborhoods to the east.

Described in Section E.3.4 “Massing and Modulation,” the plaza at Middle Avenue provides additional open space amenity to both the community and the private development. The open space plaza should integrate with both the pedestrian promenade along El Camino Real and linkages to the east side of the Caltrain tracks. Adjacent buildings should activate the plazas with ground floor uses, such as cafes and small stores, as discussed in Section E.2.3 “Special Land Use Topics.” The guidelines for this open space amenity are below.

Because this open space and linkage amenity is located partly on Stanford University property, it should be part of development review with the City when Stanford University chooses to redevelop the land. The rail crossing itself should consider High Speed Rail improvements, but may be undertaken at any time.

Intent

- Provide publicly-accessible open space amenities on the east side of El Camino Real at the intersection of Middle Avenue.
- Provide a grade-separated pedestrian and bicycle linkage across the railroad connecting the Middle Avenue plaza with Alma Street/Burgess Park. The final configuration of such a linkage will depend on the final configuration of the high speed rail.

Character

- Publicly-accessible open space/plaza providing seating and places for small informal gatherings.
- Pedestrian and bicycle connection associated with publicly-accessible open space.

Improvements

- Create a welcoming, publicly-accessible open space plaza at the terminus of Middle Avenue, integrated with the pedestrian promenade along El Camino Real, that provides seating and shade and allows for small, informal gatherings.
- Provide pedestrian and bicycle linkage across the railroad tracks between El Camino Real, the new open space and Alma Street at Middle Avenue. The precise configuration of such a linkage will depend on the final configuration of the high speed rail.

Pedestrian/bicycle tunnel linkage (Palo Alto, California)

Guidelines

The design of the open space plaza and pedestrian/bicycle linkage should include the following:

D.4.12 Visually extend Middle Avenue.

D.4.13 Allow for seating and informal gatherings.

D.4.14 Provide green space and shaded areas.

D.4.15 Integrate with vehicular access needs and associated development.

D.4.16 Provide a pedestrian and bicycle linkage between El Camino Real, the new open space and Burgess Park at Middle Avenue; this linkage would involve a grade separated crossing if tracks remain at grade.

D.4.17 Emphasize safety and comfort for all users.

Grade separated pedestrian/bicycle linkage (Palo Alto, California)

D.5 GENERAL GUIDELINES

The Specific Plan proposes overarching guidelines for public space improvements in the plan area. The intent of the guidelines, in part, is to establish a coordinated streetscape and open space system.

General Guidelines

Walkable Streets

D.5.01 All pedestrian pathways should be continuous, direct, shaded and lit for safety.

Streetscape Palette

D.5.02 The streetscape palette should be consistent and coordinated across downtown and the station area for main streetscape elements. The streetscape palette should also be consistent for El Camino Real.

Street Trees and Planting Materials

D.5.03 The street tree canopy should be extended for shade, and street tree rows completed for continuity.

D.5.04 Iconic/differentiated trees should be used for civic spaces.

D.5.05 Indigenous plant materials should be used for reduced water consumption.

D.5.06 Deciduous/flowering plants could be used, where appropriate, for seasonal variation and additional interest.

Signage

D.5.07 Signage should be coordinated, and it could be used to enhance downtown identity.

D.5.08 A comprehensive pedestrian way-finding system should be implemented.

Public Art

D.5.09 Public art could be used to create focal points and mark destinations.

D.5.10 Public art could be incorporated into pathways (e.g. interpretive walk).

D.5.11 Temporary public art could be installed throughout downtown.

D.5.12 Public art could include lighting.

Durability and Maintenance

D.5.13 Durability and easy maintenance should be considered when selecting streetscape furnishings.

Accessibility

D.5.14 Applicable accessibility codes shall be integrated into streetscape and public space design.

Surface Parking Guidelines

Surface parking should include the following:

D.5.15 Be visually attractive, particularly when seen from streets and public spaces.

D.5.16 Address security and safety concerns with adequate lighting and sight lines.

D.5.17 Preserve existing mature trees to the extent possible.

D.5.18 Incorporate canopy trees for shade.

D.5.19 Introduce safe pedestrian pathways, connecting the parking lot to building entries and public sidewalks, using elements such as marked crossings, clear signage and supplementary lighting.

D.5.20 To reduce water consumption and heat island effect, incorporate shade, use indigenous plant materials and use permeable materials, where appropriate

D.6 SUSTAINABLE PRACTICES

The Specific Plan proposes the following sustainable practices for public space improvements based on the Leadership in Energy and Environmental Design for Neighborhood Development (LEED-ND). In addition to the practices below, the Specific Plan proposes sustainable practices for private and public development, inclusive of LEED-ND, as described in Section E.3.8 “Sustainable Practices”.

Guidelines

Walkable Streets

D.6.01 Healthy activity and walking should be encouraged through well designed and attractive public spaces.

D.6.02 Shaded streets and public spaces that optimize use and activity should be provided.

Stormwater Management

D.6.03 Pervious materials should be used on sidewalks and other paved surfaces wherever possible to minimize storm-water run-off from paved surfaces.

D.6.04 Large soil-filled, planted catch basins are encouraged as a part of sidewalk design. They should be coordinated with street trees, lighting, and infrastructure on the street.

Heat Island Effect Reduction

D.6.05 Dark colored paved areas should be minimized.

D.6.06 Greening and the shading of paved areas are encouraged.

Reduced Water Consumption, Maintenance and Durability

D.6.07 Indigenous and drought-resistant plant materials should be used.

Reduced Energy Consumption

D.6.08 Energy consumption in landscape elements should be minimized through these techniques:

- Solar power fixtures.
- Downward path lighting.
- Motion sensor lights or lighting controlled by timers set to turn off at the earliest practicable hour.
- Gravity fed water features/systems.

E.

LAND USE + BUILDING CHARACTER

E.1 OVERVIEW E2

E.2 LAND USE DESIGNATIONS, USE REGULATIONS & SPECIAL USES E2

E.3 DEVELOPMENT STANDARDS & GUIDELINES E12

E.4 ZONING DISTRICTS E45

E.1 OVERVIEW

Based on the Specific Plan's guiding principles and urban design framework as presented in Chapter C, this chapter establishes the types and distribution of land uses along El Camino Real, in the station area and downtown. It also establishes standards and guidelines for land use development. In general, the standards and guidelines encourage redevelopment of underutilized parcels of land, enhance vibrancy and transit use and increase housing supply. They also help ensure that new buildings are compatible with the existing scale and character of adjacent development, enhance the character of streets, public spaces and overall pedestrian orientation, and are environmentally sensitive.

To implement the vision as described in Chapter C, the Specific Plan establishes five land use designations (including one "overlay" area) and 10 zoning districts. The land use designations establish uses as either permitted, permitted with limits, administratively or conditionally permitted, or prohibited. The zoning districts establish detailed rules for new development, including both completely new construction and additions to existing structures. Parking standards relating to new development are discussed in Chapter F "Circulation".

This chapter covers:

- E.1 Overview
- E.2 Land Use Designations, Use Regulations and Special Uses
  - E.2.1 Land Use Designations
  - E.2.2 Use Regulations
  - E.2.3 Special Land Use Topics
- E.3 Development Standards and Guidelines
  - E.3.1 Development Intensity
  - E.3.2 Height
  - E.3.3 Setbacks and Projections within Setbacks
  - E.3.4 Massing and Modulation
  - E.3.5 Ground Floor Treatment, Entry and Commercial Frontage
  - E.3.6 Open Space
  - E.3.7 Parking, Service and Utilities
  - E.3.8 Sustainable Practices
- E.4 Zoning Districts

E.2 LAND USE DESIGNATIONS, USE REGULATIONS AND SPECIAL USES

This section of the Specific Plan addresses the land use designations, land use regulations and special land use topics, including uses permitted with limits, independent business, the market place concept and non-parking improvements on downtown parking plazas.

E.2.1 Land Use Designations

The Specific Plan's land use designations allow for a variety of uses, either in separate buildings or in mixed-use buildings. Figure E1 depicts the different land use designations and Table E1 summarizes the use regulations by designation. The table specifies which uses are permitted, permitted with limits, conditionally permitted and prohibited.

El Camino Real Mixed Use

The El Camino Real Mixed Use designation allows for a variety of retail, office, residential and public and semipublic uses. Building character in this land use designation relates to adjacent neighborhoods, with maximum building heights of two to three stories, except for buildings of up to three to four stories (with provision of public benefit) on part of northeast El Camino Real, and buildings of up to four to five stories permitted on the southeast end of El Camino Real. The allowed development intensities vary with the lowest intensity on the far northern end of El Camino Real, moderate intensities on the southwest end and highest intensities on the southeast end of El Camino Real, where parcels are separated from adjacent uses by El Camino Real (to the west) and the railroad right-of-way (to the east).

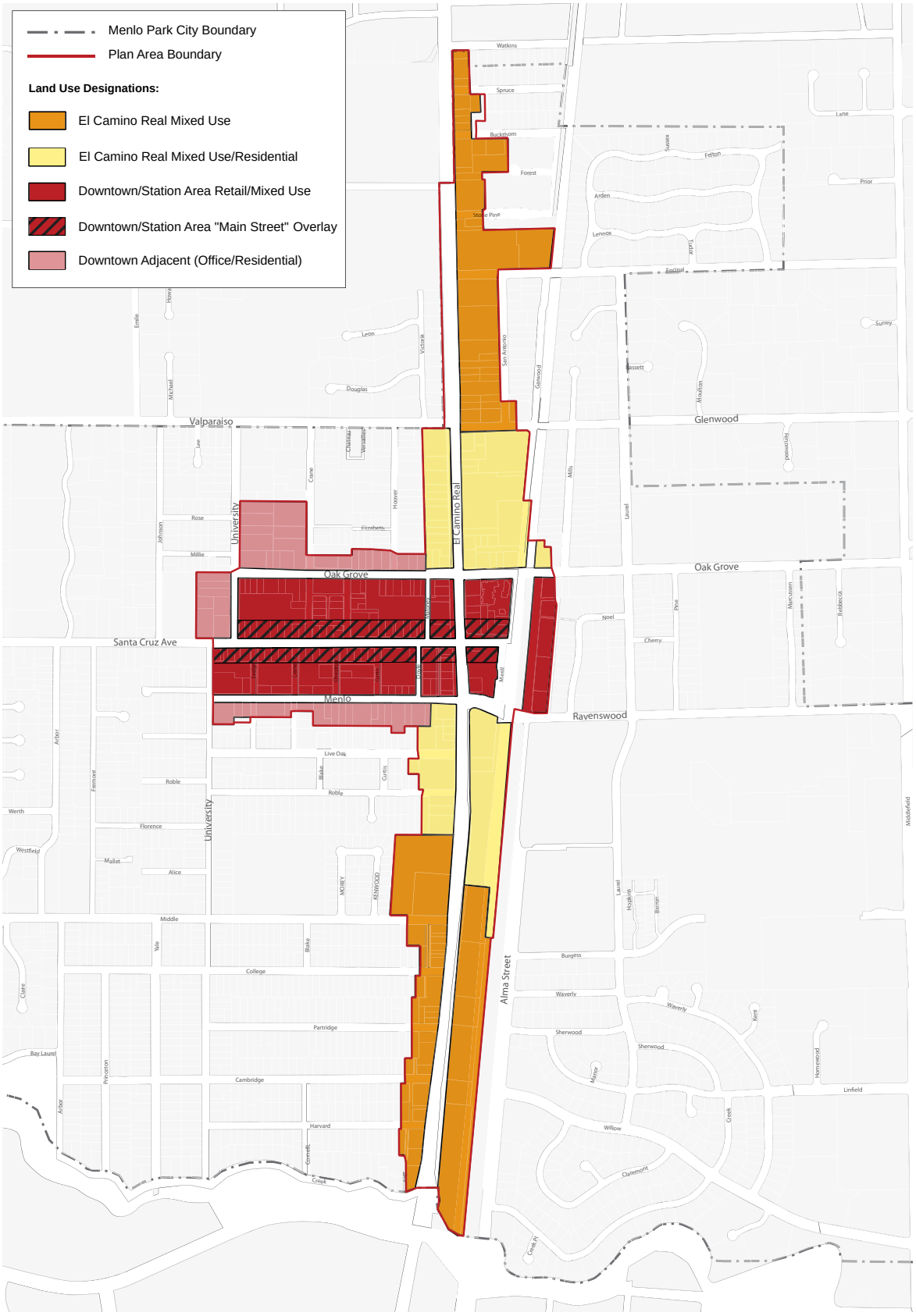


Figure E1. *Land Use Designations*

El Camino Real Mixed Use/Residential

The El Camino Real Mixed Use/Residential designation emphasizes residential use in close proximity (approximately 1/2 mile) to the station area and downtown, in order to support area businesses, transit use and overall downtown vibrancy. This designation also allows for a variety of retail, office and public and semipublic uses. The maximum building heights vary from two to three stories in most locations up to three to four stories (with provision of public benefit) on part of northeast El Camino Real and four to five stories, and the highest intensities, on the east side of El Camino Real south of Ravenswood Avenue.

Downtown/Station Area Retail/Mixed Use

The Downtown/Station Area Retail/Mixed Use designation focuses on uses that enhance downtown vibrancy by building upon existing community-serving retail and personal services in the downtown area. While emphasizing retail for ground-floor uses, the designation allows for a mix of uses, including office and residential uses, enhancing downtown vibrancy through an increased customer base for restaurants and retail businesses. It also allows for theaters (commercial recreation), hotels and some public and semipublic uses. This designation covers the current public parking plazas, which could accommodate limited non-parking uses (see Section E.2.3).

To complement the size of existing downtown business establishments and building character, the size of some types of businesses are limited (see Section E.2.3), and allowable building heights are two to three stories for all but the area in closest proximity to the train station, where heights of either three to four or four to five stories are allowed. Allowed intensities in the downtown core are generally consistent with historic levels while higher intensities are allowed in the train station area.

Downtown/Station Area “Main Street” Overlay

The Downtown/Station Area “Main Street” Overlay enhances the retail emphasis of the Downtown/Station Area Retail/Mixed Use designation by specifically limiting non-retail ground floor uses on Santa Cruz Avenue. Development standards and guidelines otherwise match the underlying Downtown/Station Area Retail/Mixed Use designation.

Downtown Adjacent (Office/Residential)

Allowing for office, limited personal services and residential uses, the Downtown Adjacent Office/Residential designation complements but does not compete with retail uses in the downtown area. The category permits offices and personal services (with certain size limitations), residential uses and public and semipublic uses. It excludes retail and hotel uses. The allowable building height is two to three stories, which complements buildings in downtown and adjacent neighborhoods.

E.2.2 Use Regulations

As noted previously, Table E1 establishes which uses are permitted, permitted with limits, conditionally permitted (by administrative permit or use permit), and prohibited within the various land use designations. Uses that are permitted with certain limits are discussed in more detail in the following section. Requests for administratively-permitted uses are reviewed and acted on by the Community Development Director in accordance with Zoning Ordinance Chapter 16.82, Section VII (Administrative Permits), and requests for conditionally-permitted uses are reviewed and acted on by the Planning Commission in accordance with Zoning Ordinance Chapter 16.82, Section I (Use Permits). Both action types have appeal processes, culminating in City Council review and action.

The use regulations govern both new development and existing buildings within the plan area. However, existing developments that are already regulated by a Use Permit, Conditional Development Permit, Planned Development Permit, or other binding limitation (such as a limited environmental review approval) would continue to be regulated by existing site-specific regulations. Any such development could pursue a revision to the previous approval, although this would be a discretionary action of the Planning Commission and/or City Council and could require additional environmental review.

The use regulations were derived primarily from the existing use regulations and historical practices, revised to reflect the Specific Plan's guiding principles. In addition, the use regulations and associated definitions (available in the report's appendix) leverage work that was conducted during the 2006 Commercial Zoning Ordinance Update (CZOU) project, although the CZOU draft recommendations were fully reviewed and revised to represent the current community preferences expressed through the Specific Plan process.

"Vibrant locally-owned businesses keeps local character and keeps dollars spent within the community"

- Workshop #1 Participant

"Want more night life businesses so I can spend evenings in Menlo"

- Workshop #3 Participant

"Places for all ages"

- Workshop #3 Participant

Land Use Designations and Allowable Uses					
Allowable Uses	**El Camino Real Mixed Use**	**El Camino Real Mixed Use/Residential**	**Downtown/Station Area Retail/Mixed Use**	**Downtown/Station Area Main Street**	**Downtown Adjacent Office/Residential**
Commercial					
Adult Business Establishments	C	C	-	-	-
Animal Sales & Services					
Animal Boarding	C	C	C	-	-
Animal Clinics and Hospitals	C	C	C	-	-
Animal Retail Sales and Service	P	P	P	LC (less than 5,000 SF)	-
Automobile/Vehicle Sales and Service					
Automobile/Vehicle Sales & Leasing	P	P	-	-	-
Gas Stations and Light Vehicle Service	C	C	-	-	-
Banks and Financial Institutions	P	P	LC (less than 5,000 SF)	-	LC (less than 5,000 SF)
Business Services	P	P	LC (less than 5,000 SF)	-	LC (less than 5,000 SF)
Commercial Recreation					
Small-Scale	P	C	C	-	-
Cinemas	C	P	P	-	-
Eating & Drinking Establishments					
Restaurants, Full/Limited Service	P	P	P	P	-
Restaurants, Full/Limited Service with Alcohol and/or Outdoor Seating	A	A	A	A	-
Restaurants, Full/Limited Service with Live Entertainment	A	A	A	A	-
Restaurants, Take-Out Only	P	P	-	-	-
Bars and Lounges	-	C	C	C	-
Funeral & Interment Service	C	C	-	-	-
Hotels and Motels	P	P	P	C	C
Offices, Business and Professional	L (no greater than one-half the base or public benefit bonus FAR)	L (no greater than one-half the base or public benefit bonus FAR)	L (no greater than one-half the base or public benefit bonus FAR)	L (no greater than one-half the base or public benefit bonus FAR and upper floors only)	L (no greater than one-half the base or public benefit bonus FAR)
Offices, Medical and Dental	L (no greater than one-third the base or public benefit bonus FAR, up to a maximum of 33,333 square feet)	L (no greater than one-third the base or public benefit bonus FAR, up to a maximum of 33,333 square feet)	L (no greater than one-third the base or public benefit bonus FAR)	L (no greater than one-third the base or public benefit bonus FAR and upper floors only)	L (no greater than one-third the base or public benefit bonus FAR)

Table E1. *Land Use Designations and Allowable Uses*

Land Use Designations and Allowable Uses					
Allowable Uses	**El Camino Real Mixed Use**	**El Camino Real Mixed Use/Residential**	**Downtown/Station Area Retail/Mixed Use**	**Downtown/Station Area Main Street**	**Downtown Adjacent Office/Residential**
Personal Improvement Services	P	LC (less than 5,000 SF)	LC (less than 5,000 SF)	L (upper floors only)	LC (less than 5,000 SF)
Personal Services					
General	P	P	LC (less than 5,000 SF)	L (upper floors only)	LC (less than 5,000 SF)
Restricted	C	C	-	-	-
Retail Sales					
General	P	P	P	P	-
Convenience Market	C	C	C	-	-
Food and Beverage Sales	P	P	P	P	-
Liquor Stores	C	C	C	C	-
Restricted	C	C	-	-	-
Public, Semipublic and Service					
Clubs and Lodges	C	C	C	C	-
Community Social Service Facilities	C	C	-	-	-
Cultural Institutions	LC (less than 5,000 SF)	LC (less than 5,000 SF)	LC (less than 5,000 SF)	C	-
Day Care Center	A	A	A	-	A
Parking Facilities, Public	-	P	P	-	-
Public Safety Facilities	C	C	-	-	C
Religious Facilities	C	C	-	-	C
Residential					
Residential Dwelling Units	P	P	P	L (upper floors only)	P

P = uses permitted

L = uses permitted subject to limitations which may not be exceeded/modified

LC = uses permitted subject to limitations; limitations may be exceeded/modified following review/approval of Use Permit by Planning Commission

A = uses may be permitted following review/approval of administrative use permit by Community Development Director

C = uses may be permitted following review/approval of Use Permit by Planning Commission

Use definitions available in Chapter H "Appendix"

E.2.3 Special Land Use Topics

Uses Permitted with Limits

Community members expressed interest in limiting certain types of uses for a variety of reasons, including limiting competition with independent retailers (discussed in more detail below), limiting uses that can generate higher amounts of traffic, such as medical and dental offices, and ensuring a desired retail mix downtown, particularly along Santa Cruz Avenue. A general principle is that limiting uses should relate to specific concerns of the community.

Several mechanisms exist for limiting uses that might otherwise dominate the land use mix and impede desirable uses in a particular area, including:

- Limiting the size of specific types of uses (i.e., individual establishments). This has the advantage of being relatively simple to enforce through individual building permit and business license review. However, it does not necessarily limit the overall number of any particular use; an entire block, for example, could be occupied by a particular use, as long as each business was below the size limitation. Size limitations should correspond to typical tenant space sizes for the particular area.
- Limiting the number of specific types of uses (e.g., no more than "X" banks total allowed on Santa Cruz Avenue). This is also relatively easy to track, as long as the number of uses so limited is relatively small and the geographic area in question is not too large. However, determining the appropriate number of any particular use can be difficult.
- Limiting the total square footage of specific types of uses in a particular area. This can be difficult to track and enforce. As establishments of the limited use change (go out of business, expand/contract in size), maintaining an accurate database and correctly reviewing new requests against the current total can be complex. In addition, determining the appropriate total square footage amount is challenging in a 20- to 30-year plan. Also, limiting total square footage of a particular use could result in vacant space during periods of economic downturn.
- Setting density limits on specific types of uses (e.g., up to one half of allowed FAR can be used for a specific type of use in any given project) for individual new construction or conversions of use.

In general, the Specific Plan supports mechanisms that are easy to understand and monitor by the general community, developers and City staff. Therefore, the Specific Plan includes two of the limits discussed above: limits on the size of specific types of uses (primarily non-retail service and office uses); and density limits for new construction or conversions of office and, more specifically medical and dental office. Table E1 includes the specific limitations. Section E.3.1 "Development Intensity" discusses these limitations in more detail. In addition, the Downtown/Station Area "Main Street" Overlay limits permitted ground-floor uses on Santa Cruz Avenue to retail establishments and restaurants.

Independent Retail

Independent retailers play an important role in the vitality of downtown and the unique character of Menlo Park. Community representatives expressed a desire to promote independent retailers, particularly in the downtown and station areas. The Specific Plan supports independent businesses by increasing demand for their goods and services and by limiting the size of certain categories of uses that might compete with independent businesses.

Context

During the Specific Plan process, concerns were raised about the future of downtown's independent businesses. In the short term, some independent retailers may struggle or even fail due to the dramatic drop in consumer spending in the current recession. Unlike larger retailers, these businesses do not typically have large cash reserves, and they cannot easily obtain or extend credit to ride out a sustained economic recession. The independent retailers that are able to survive the tremendous competition from internet sales, discount retailers and big-box stores, as well as the current economic woes, will be those businesses that have a large, loyal and local consumer base and a reasonable rent structure. The real strengths of successful small independent retail revolve around specialization, differentiation and finding profitable, defensible and sustainable niches.

A common concern is that if independent retailers fail, national retail chains occupy the places left vacant. However, simply because spaces become available does not guarantee that they will be occupied by national retailers as the space needs of national retailers are different from the needs of independent retailers. In downtown Menlo Park, in particular, opportunities to accommodate larger format stores are limited. These types of retailers typically prefer regionally positioned locations on El Camino Real, which has much higher traffic counts, greater visibility and various redevelopment opportunities to accommodate their marketing needs.

Increasing Demand

One of the best ways to protect existing downtown businesses is to increase the supply of local shoppers by encouraging more residential development in the downtown and station areas. Downtown districts with large resident populations can help support convenience and specialty retail. Many households seek to reduce the amount of time spent on congested roadways for non-commute trips. For these types of residents, areas with abundant retail and services like downtown Menlo Park are attractive places to live and shop.

Regulating Uses

The Specific Plan proposes two ways to regulate competition from formula or chain retailers and to limit competition for space from non-retail uses, such as banks: 1) limit the size of particular establishments, and 2) limit the location of particular establishments. As noted previously, the Specific Plan establishes size limits for certain types of uses, as summarized in Table E1. This may discourage larger chain businesses from locating in the downtown and station areas. The plan also limits ground-floor uses in the Downtown/Station Area "Main Street" retail/mixed use designation to primarily retail and restaurant uses. The Specific Plan includes use limits and also suggests that the City continue to monitor changes in the composition of uses over time and, as necessary, institute additional regulations that restrict formula or chain retailers.

Market Place Concept on Chestnut Street

One concept included in the Specific Plan is a market place on either side of Chestnut Street south of Santa Cruz Avenue. Initially, such a market place would be a temporary facility implemented on a trial basis to fully understand the pros and cons of such an improvement and to better define the character of a permanent facility. The intent of the market place in this locale is to reinforce and activate this area as the center of downtown, in conjunction with the network of paseos, widened sidewalks, pocket parks and the Central Plaza.

In general, the terms “public market”, “market place” or “market hall” describe a wide range of development projects, and they can be designed to encompass a range of uses consistent with the goals of the community and real estate market conditions. A public market typically consists of a single building with a variety of small- to- mid-sized retailers (often food-related) and restaurants.

The Emerybay Public Market in Emeryville, for example, focuses almost exclusively on prepared foods for immediate consumption, functioning as an upscale food court. The Emerybay Public Market is relatively large, incorporating approximately 20 unique food vendors representing a variety of cuisines. As another example, the Market Hall in the Rockridge district of Oakland focuses on grocery-related uses, including a wine store, bakery, pasta store, fish and meat market and produce market, as well as a restaurant and florist. Another example is the Ferry Building Marketplace in San Francisco. This project is significantly larger, has a greater focus on prepared food and restaurants and incorporates a national retailer that specializes in gourmet cooking utensils and appliances (Sur La Table). The project also successfully accommodates three weekly farmer’s markets on plazas outside the building, including a large farmer’s market on Saturday.

A market place in Menlo Park needs to be tailored to the local market and existing character of the downtown and a program needs to be more effectively defined at the time that the City solicits a developer for the project. It should be relatively small (4,000 square feet or so) and complement the successful Sunday morning Farmer’s Market, as well as nearby Draeger’s Market and Trader Joe’s, which provide an excellent foundation for the many functions typical of a market hall. For example, a Menlo Park market place could include uses similar to those of the Emerybay Public Market, offering a range of food stalls that cater to a variety of tastes. A project of this type would appeal to both local residents (especially families) and daytime office workers, and provide increased local foot traffic to benefit other retailers in downtown.

If the community decides to pursue this type of improvement, the City should engage a consulting firm, or perspective developer, to work with the community in determining the appropriate size, character and tenant mix of such a facility, with the primary goals of increasing foot traffic and complementing both existing grocers and the weekly Farmer’s Market. If pursued, the City can prepare a Request for Proposal (RFP) for distribution to perspective consulting firms or developers. As described above, the initial improvement would be a temporary facility implemented on a trial basis. For both the trial and permanent installations, consideration should be given to existing Menlo Park merchants for use of the market place.

> *“Allow for development to be favorable to small, local businesses”*
>
> *- Workshop #3 Participant*

> *“Love all the great, creative, bold ideas like the covered market, pocket parks, plazas”*
>
> *- Workshop #3 Participant*

> *“Landmark destinations are important”*
>
> *- Workshop #3 Participant*

Non-Parking Improvements on Downtown Parking Plazas

The Specific Plan calls for enhanced public spaces and increased development intensities to increase downtown vibrancy, foot traffic and transit use. The plan considers the public parking plazas as opportunities for public open space, and limited retail (see market place concept above), in conjunction with new parking structures that satisfy parking demand in downtown Menlo Park for both visitors and employees. In all cases, parking in support of businesses must be the City's top priority when considering how, when and if to implement changes to public parking plazas.

The Specific Plan allows for limited non-parking uses on parking plazas, in particular open space improvements, such as small pocket parks, and the market place concept. Except as specifically provided in the Specific Plan, the downtown parking plazas shall remain in parking use. The majority of the parking plazas are publicly-owned. A few portions of the parking plazas are privately-owned, and would require cooperation with, and approval of, the private owners to change the use of those parcels. If the community decides it is in the city's best interest to enhance the parking plaza parcels with open space improvements and/or a permanent market place concept, it is important that the City have a parking strategy in place to ensure an adequate parking supply.

Retail Node on El Camino Real at Middle Avenue

While downtown and the station area are obvious locations to focus additional retail, the Specific Plan identifies a second pedestrian-friendly retail node on the east side of El Camino Real at Middle Avenue. Adjacent to and integrated with the open space plaza and linkage to Burgess Park, retail at this location activates this important new publicly-accessible open space amenity. Retail at this location also complements the existing shopping center on the west side of El Camino Real. To avoid direct competition with retail in the downtown and station areas, the Middle Avenue node could be more focused on cafes or restaurants and other multi-tenant retail.

As part of any new development in this area, the Specific Plan requires a minimum of 10,000 square feet of retail/restaurant space, whether standalone or contained within Mixed Use buildings, in order to create a critical mass of retail activity. Once built, the City should periodically revisit the retail requirement to determine if it is resulting in ongoing vacancies, and the City should consider revising the requirements if necessary and practical.

E.3 DEVELOPMENT STANDARDS AND GUIDELINES

The Specific Plan uses a combination of standards and guidelines to manage the design and construction of new buildings. The standards and guidelines are intended to encourage infill development on underutilized parcels of land while respecting the smaller scale, fine grain character of the downtown and the surrounding residential area.

Standards are the rules that new development is required to follow. Standards set the basic framework within which new development takes place, regulating building placement, size and height through objective and measureable rules. **Guidelines** serve to encourage features of good design and may include elements that are not as easily defined or measured but which are essential to creating an overall character within the Specific Plan area. Standards and guidelines are both critical elements in the review of new development. Development projects will be required to adhere to applicable standards, while consistency with applicable guidelines will be a key component of the discretionary review of a development proposal.

The categories of standards included in the Specific Plan are listed below, followed by a discussion of each category and its general applicability. The discussions incorporate applicable guidelines. Section E.4 “Zoning Districts” applies specific standards to individual zoning districts. In particular, Tables E6 through E15 in Section E.4 should be read in reference to the standards and guidelines elaborated below.

- E.3.1 Development Intensity
- E.3.2 Height
- E.3.3 Setbacks and Projections within Setbacks
- E.3.4 Massing and Modulation
- E.3.5 Ground Floor Treatment, Entry and Commercial Frontage
- E.3.6 Open Space
- E.3.7 Parking, Service and Utilities
- E.3.8 Sustainable Practices

Of the listed standards and guidelines, development intensity and height are key factors in establishing the overall size of buildings. In the Specific Plan, they are used to help define the character of the El Camino Real corridor, station area and downtown by highlighting those areas where higher intensities and heights serve to enhance vibrancy, support transit use and encourage the redevelopment of underutilized properties, as well as enhance and protect those areas where it is important to strengthen the existing smaller scale, fine grain pattern of development. Table E2 summarizes the development intensity and the height standards for all of the zoning districts within the Specific Plan area in order to highlight the relationships between the different areas. Figure E2 identifies the 10 distinct zoning districts, summarizing in graphic form the locations and allowed development intensity in each district.

E.3.1 Development Intensity

The Specific Plan defines the permitted development intensity using both the floor area ratio (FAR) system and, for residential uses, dwelling units per acre, also referred to as density. **FAR,** which determines the amount of building permitted on a parcel, is the ratio of gross floor area of all buildings and structures to lot area, expressed in square feet. Gross floor area is defined in Section 16.04.325 of the Zoning Ordinance, and includes detailed descriptions of what portions of a building are included and excluded in the calculation of gross floor area. **Density** is the ratio of dwelling units to lot size, expressed in acres. Where all parcels included within a proposed development site are contiguous and are in common ownership, the FAR and density standards may be applied to the proposed development site as a whole, rather than on a parcel-by-parcel basis. The sum of the gross floor area of all uses in a development shall never exceed the allowable FAR of the zoning district.

Figure E2 and Table E2 depict a base-level maximum FAR and density, and a public benefit bonus-level maximum FAR and density, for each of the Specific Plan Zoning Districts. The base figures represent FAR and density that are permitted under the Specific Plan. The difference between the base amounts and the public benefit bonus amounts represent the amount of intensity that could be achieved by a developer in exchange for more housing or other public benefits (explained later in this section). Under no circumstances may development exceed the public benefit bonus FAR and density amounts shown in Table E2 and Figure E2.

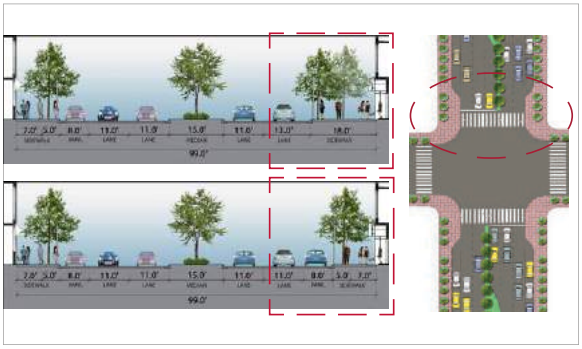
The allowable FARs and densities reflect the community preferences and comfort as explored through the planning for this Specific Plan. At the three community workshops, participants commented on overall building character for the plan area, depicted in precedent photographs, photo-montages, sections and sketches, and indicated their preferences. Simultaneously, the consultant team conducted a market analysis to understand market demand for various uses (summarized in Chapter B “Plan Context”); site accommodation studies to test potential development programs, reflecting community input, on representative parcels; and a planning-level financial pro forma to gauge

Santa Cruz Avenue at Curtis: 2-3 stories

Santa Cruz Avenue at Curtis: 3-4 stories

At Valparaiso looking south: 2-3 stories

At Valparaiso looking south: 3-5 stories



Examples of photo-montages, precedent photographs, sections and plan views as used in a community workshop to depict possible building character, height and massing and street improvements

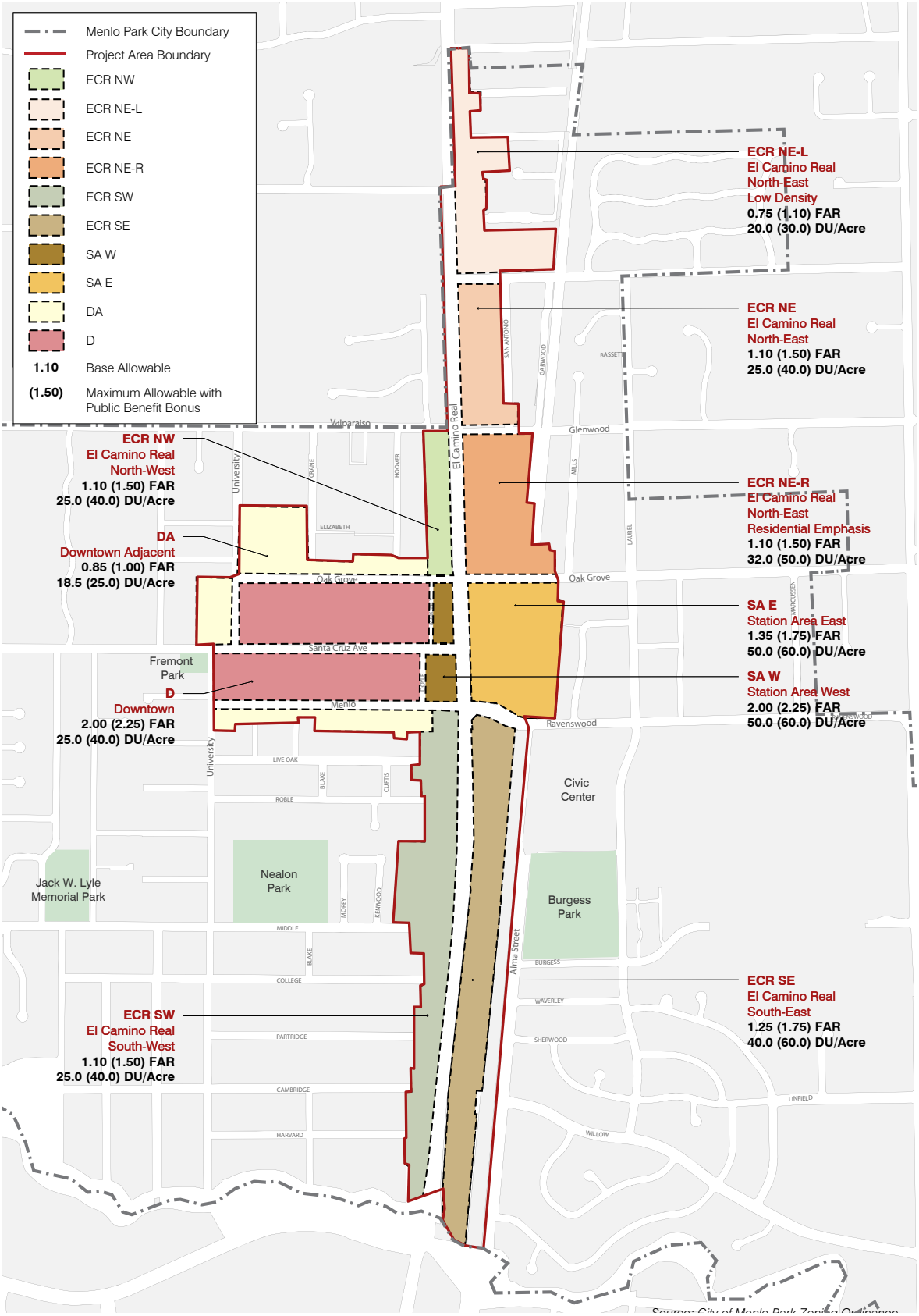


Figure E2. *Development Intensity / Density*

Development Standards								
					DEVELOPMENT INTENSITY		BUILDING HEIGHTS	
AREA				LAND USE	FAR*	DU/ACRE	HEIGHT MAX.	FAÇADE HEIGHT MAX.
					X(Y) = Base Allowable (Max. Allowable with Public Benefit Bonus)			
El Camino Real	El Camino Real North	ECR NW	El Camino Real North-West	Mixed Use/ Residential	1.10 (1.50)	25.0 (40.0)	38'	38'
		ECR NE-L	El Camino Real North-East - Low Density	Mixed Use	0.75 (1.10)	20.0 (30.0)	38'	30'
		ECR NE	El Camino Real North-East	Mixed Use	1.10 (1.50)	25.0 (40.0)	38' (Public Benefit Bonus - 48')	38'
		ECR NE-R	El Camino Real North-East - Residential Emphasis	Mixed Use/ Residential	1.10 (1.50)	32.0 (50.0)	38' (Public Benefit Bonus - 48')	38'
	El Camino Real South	ECR SW	El Camino Real South-West	Mixed Use & Mixed Use/ Residential	1.10 (1.50)	25.0 (40.0)	38'	30'
		ECR SE	El Camino Real South-East	Mixed Use & Mixed Use/ Residential	1.25 (1.75)	40.0 (60.0)	60'	38'
Station		SA W	Station Area West	Retail/ Mixed Use & Main Street Overlay	2.00 (2.25)	50.0 (60.0)	48'	38'
		SA E	Station Area East	Retail/ Mixed Use & Main Street Overlay	1.35 (1.75)	50.0 (60.0)	60' (Alma Street - 48')	38'
Downtown		DA	Downtown Adjacent	Office/ Residential	0.85 (1.00)	18.5 (25.0)	38'	30'
		D	Downtown Santa Cruz Avenue	Retail/ Mixed Use & Main Street Overlay	2.00 (2.25)	25.0 (40.0)	38'	30'

*Specific Plan limits the amount of general office allowed and the amount of medical office, based on community concerns, to the following:
Office, General (inclusive of Medical and Dental Offices) - shall not exceed one half of the base FAR or public benefit bonus FAR
Office, Medical and Dental - shall not exceed one third of the base FAR or public benefit bonus FAR (in the ECR districts, this is additionally limited to an absolute maximum of 33,333 square feet per development project)

FAR and DU/acre include both Base and Public Benefit Bonus standards, discussed in Section E.3.1 “Development Intensity”.

Table E2. *Development Standards by Zoning Districts*

project viability and financial return of various development programs. This iterative process of presenting at community workshops, analyzing, refining and presenting again resulted in development prototypes, inclusive of building setbacks, upper floor setbacks and heights, as reflected in this Specific Plan. The final step was to "translate" the prototypes into allowable development FARs and densities (dwelling units per acre or DU/Acre), as depicted in Table E2 and Figure E2.

In addition to reflecting community input, the Specific Plan's increased allowable FARs and density also help achieve several Plan goals, including: stimulating redevelopment of underutilized parcels; activating the train station area and increasing transit use; enhancing downtown vibrancy and retail sales; and increasing residential opportunities. The plan FARs and density help finance public improvements (e.g., streetscape improvements) and produce more Below Market Rate (BMR) housing.

The Specific Plan places the highest intensity of development around the train station, consistent with goals mentioned in the paragraph above. It also focuses higher development intensities on the parcels on the east side of El Camino Real south of Ravenswood Avenue. These larger parcels can accommodate more development, and they are isolated from adjacent residential neighborhoods by El Camino Real to the west and the railroad tracks and Alma Street to the east. The plan also emphasizes residential uses closest to downtown and the train station.

In addition to the base FAR and public benefit bonus FAR summarized in Figure E2 and Table E2, following pages, the Specific Plan limits the amount of business and professional office allowed, similar to existing City policy, and the amount of medical and dental office, based on community concerns.

Standards

E.3.1.01 Business and Professional office (inclusive of medical and dental office) shall not exceed one half of the base FAR or public benefit bonus FAR, whichever is applicable.

E.3.1.02 Medical and Dental office shall not exceed one third of the base FAR or public benefit bonus FAR, whichever is applicable; in the ECR districts, this is additionally limited to an absolute maximum of 33,333 square feet per development project.

Public Benefit Bonus and Structured Negotiation

A public benefit bonus is the additional development permitted beyond the base intensity (and/or height, if applicable) for a project in exchange for extra public benefit, above and beyond the inherent positive attributes of a project (such as increasing vibrancy and redeveloping vacant and underutilized parcels). As noted previously, the Specific Plan's recommendation for the base level maximum has been crafted to achieve overall project goals and represent community preferences for building types/sizes. The public benefit bonus would be expected to increase profits from development in exchange for providing additional benefits to the public. However, developers may choose to forgo the public benefit bonus because of perceived costs and risks.

Two common approaches for sharing the benefits of increased development include bonuses for on-site improvements and bonuses achieved through individual developer "structured" negotiations. These two approaches are distinct from, and not to be confused with, impact fees and other development exactions where the fee or other exaction is based on the development's impact on the need for public facilities (for instance, more residents create a greater need for parks).

The first bonus approach, for on-site improvements, can be a prescriptive one and clearly stated, with a specific amount of additional FAR (e.g. 0.5) or density granted to a developer in exchange for a specific on-site benefit (such as publicly accessible open space). This approach provides more certainty for both the community and developer. However, due to the variety of site and market conditions, developing such a prescriptive approach can be challenging.

"Keep the village feel but with more vibrancy"

- Workshop #3 Participant

Individual Developer Structured Negotiation

The Specific Plan recommends an individual developer structured negotiation approach for the sharing of the benefits from increased development above the base FAR, density, and/or height. This approach is the most flexible and effective way to determine appropriate public benefits. The downside is that it creates some uncertainty and often delays the approval process, which can increase cost and risk for developers. However, the Specific Plan requires a structured process to minimize delays and uncertainty.

Projects requesting a public benefit bonus FAR, density and/or height are required to conduct an initial public study session with the Planning Commission, in which both the project and the proposed public benefit are presented for initial evaluation and comment (both from the Planning Commission and the public). Applicants may also request a subsequent study session with the City Council, although this should be expected only for larger or more complicated projects. The study session(s) should incorporate appropriate fiscal/economic review (with work overseen by City staff), which should broadly quantify the benefits/costs of the bonus FAR/density/height and the proposed public benefit. Following the study session(s), the applicant would revise the project and public benefit (if needed) and present them again for full review and action.

The Planning Commission shall, concurrent with overall project review, be the decision-making body on projects proposing public benefits that are incorporated within the project (such as senior housing) and/or which can be memorialized in typical conditions of approval pursuant to the City's normal zoning and planning authority. The Planning Commission action (along with the other project actions) can be appealed to the City Council, per standard procedures. For projects proposing public benefits that cannot be imposed through the City's planning and zoning authority (such as payments that are not related to the impact of a project), the public benefit proposal must be included in a proposed Development Agreement submitted by the developer. In that case, Planning Commission shall be the recommending body and the City Council the decision-making body, and the Development Agreement must be adopted by ordinance as provided in the City's Development Agreement ordinance.

> *"Encourage new development"*
>
> *- Workshop #3 Participant*

> *"Certain amenities might be considered community investments and funded through taxes to preserve character"*
>
> *- Workshop #3 Participant*

The structured negotiation approach works best when desired improvements are clearly understood by potential applicants. Based on community input (including during the review process for the Specific Plan) and the Specific Plan's goals, a public benefit bonus could be considered for elements including but not limited to:

- Senior Housing
- Affordable Residential Units, in particular for lower affordability levels, particularly in areas nearest the station area/downtown
- Hotel Facility, which generates higher tax revenue for the City while also enhancing downtown vibrancy
- Preservation and reuse of historic resources
- Public parks/plazas and community rooms
- Shuttle services
- Public amenity fund
- Middle Avenue grade-separated rail crossing

The City shall keep this list updated over time by including it with the required yearly reporting to the City Council regarding the Maximum Allowable Development. If desired, the City Council may place the list on the agenda for new public review and direction.

The Specific Plan's process for public benefit bonuses should not necessarily be considered a precedent for other areas of the city, in particular areas that have not conducted an intensive community visioning process to establish goals and guiding principles, and associated development standards and guidelines.

E.3.2 Height

Based on community input, the Specific Plan allows for buildings up to 38 feet tall in most locations, 48 feet nearer downtown and the station area and up to 60 feet in selected locations, principally in the station area and along the eastern side of El Camino Real south of Ravenswood Avenue. Figure E3 illustrates allowable maximum building heights and maximum façade heights in the Specific Plan area.

A 38-foot height limit can accommodate a two story commercial or commercial/mixed-use building (e.g., office above ground-floor retail) or a three story residential or residential/mixed-use building (e.g., residential above ground floor retail). The need for taller interior heights in commercial buildings effectively reduces the number of stories that can be accommodated. The 38 foot height limit is generally consistent with the 35 foot height limit currently found in many of the neighborhoods adjacent to the Specific Plan area.

A 48-foot height limit can accommodate a three-story commercial or commercial/mixed-use building, or a four story residential or residential/mixed-use building. In areas north of the station area on the east side of El Camino Real, the 48-foot height limit (i.e., the height above 38 feet/ typically an additional story) is associated with a Public Benefit Bonus.

A 60-foot height limit can accommodate a four-story commercial or commercial/ mixed-use building, or a five-story residential or residential/mixed-use building. In general, higher intensity development and taller buildings can enhance downtown vibrancy, support transit use, increase housing supply and make redevelopment of underutilized lots more attractive. The 48 foot and 60 foot height limits are similar to some existing buildings within the Specific Plan area, including Menlo Center at 46 feet tall and the building at 800 El Camino Real at 56 feet tall.

In addition to overall building heights, the Specific Plan includes standards for maximum façade heights along public rights-of-way, sidewalks and other public spaces and sensitive areas. In general, a façade height requirement applies to facades facing public rights-of-way and all public spaces. Additionally in the districts where proposed building height limit is appreciably taller than the surrounding buildings, and the development abuts a smaller scale

“Support increased heights so long as architectural style of the 4-5 story buildings is diverse and not solid dark lumps”

- Workshop #3 Participant

“Need transit-oriented housing on El Camino”

- Workshop #3 Participant

“More intensive development along El Camino is acceptable if parking is provided”

- Workshop #3 Participant

“Make downtown housing sized for walkable buyers”

- Workshop #3 Participant

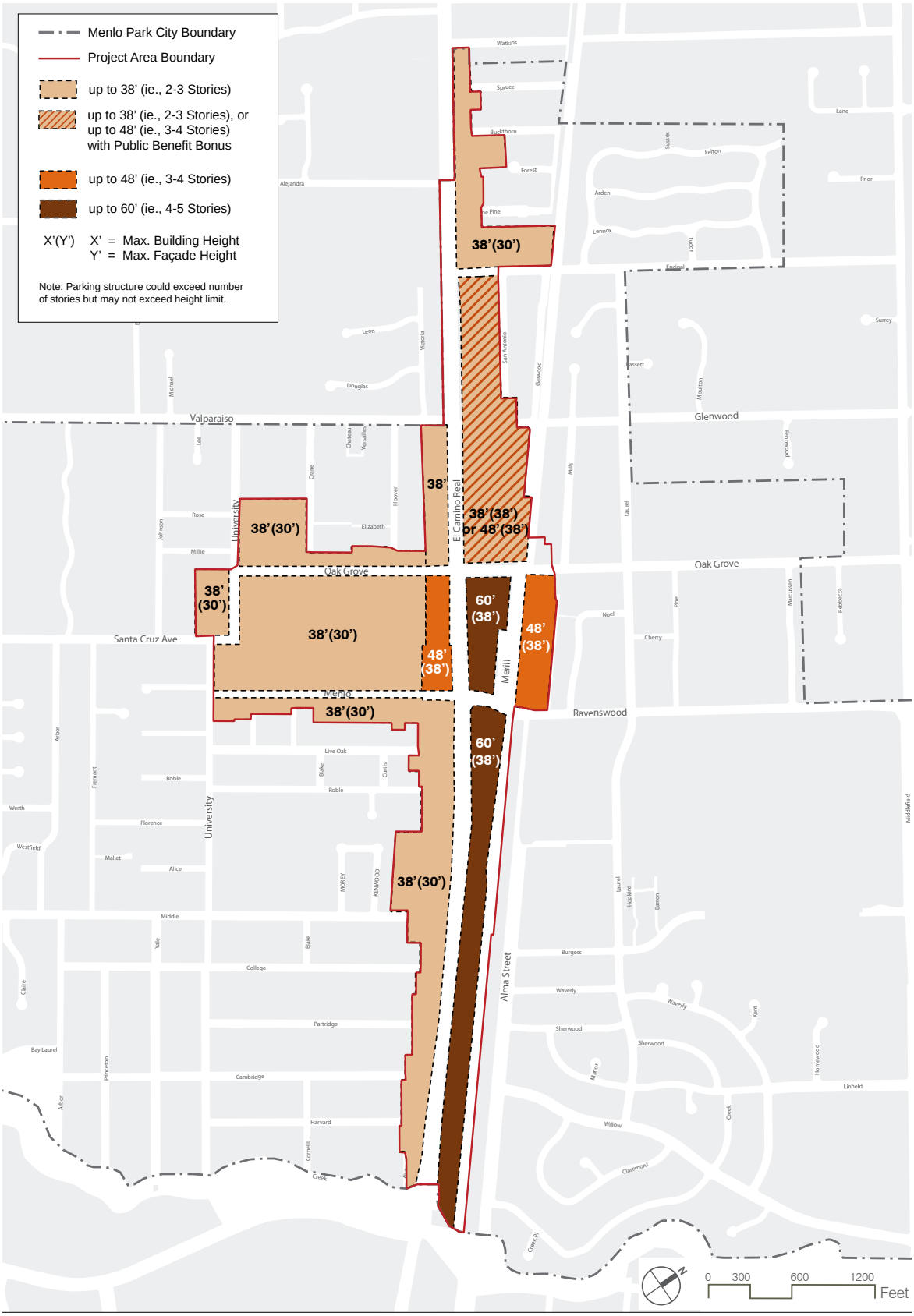


Figure E3. *Maximum Building Height and Maximum Façade Height*

residential fabric outside the Specific Plan Study, façade height limit is required on all sides, except the interior side. These specifically are the districts ECR NE-L, ECR SW, SA E and ECR SE. The limits on façade heights help to attenuate the visual effects of taller buildings.

At the three community workshops in 2009, the community generally accepted taller buildings, as noted, with the strong proviso that building massing is modulated. Standards and guidelines presented in Section E.3.4 “Massing and Modulation” help to effectively address massing, incorporating a modulated and articulated taller building volume with adjacent open space.

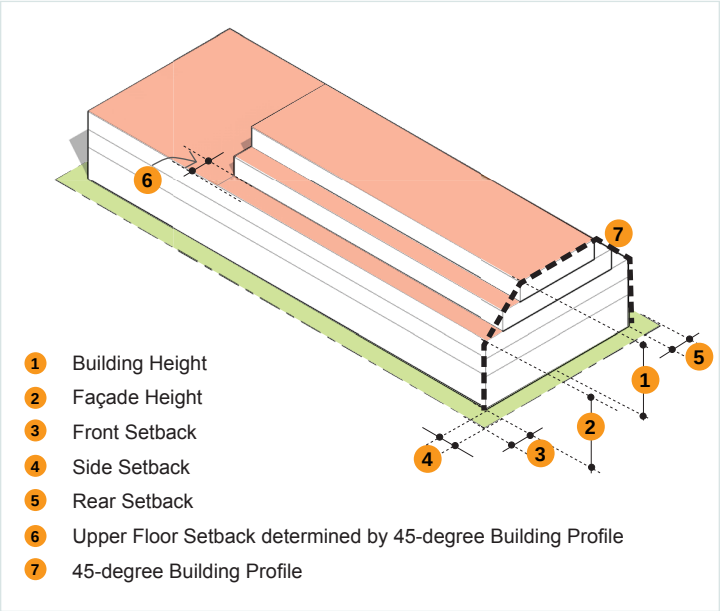


Figure E4. *Heights, Setbacks and Building Profile*

Standards

E.3.2.01 Roof-mounted mechanical equipment, solar panels, and similar equipment may exceed the maximum building height, but shall be screened from view from publicly-accessible spaces.

E.3.2.02 Vertical building projections such as parapets and balcony railings may extend up to 4 feet beyond the maximum façade height or the maximum building height, and shall be integrated into the design of the building.

E.3.2.03 Rooftop elements that may need to exceed the maximum building height due to their function, such as stair and elevator towers, shall not exceed 14 feet beyond the maximum building height. Such rooftop elements shall be integrated into the design of the building.

> *“We need design guidelines so there is enough detail – not dull blocks of urban structures – need landscaping and setbacks”*
>
> *- Workshop #1 Participant*

E.3.3 Setbacks and Projections within Setbacks

Small setbacks help hold the street edge while providing space for spill-out that contributes to a vibrant character (Berkeley, California)

Large setback contributes to a wider sidewalk (Santa Cruz, California)

Landscape treatment in front setback (Emeryville, California)

***Guideline E.3.3.01** Appropriate front setback treatment*

The Specific Plan uses several methods for controlling building placement within the plan area, with a focus on strengthening historic patterns while creating opportunities for widened sidewalks, plazas and landscaped open spaces. The most common of those methods is the use of setbacks, which is the focus of this section. The Specific Plan also uses other techniques such as building breaks and façade modulation, which are addressed in Section E.3.4 “Massing and Modulation.”

Setbacks are used to establish the minimum, and in some cases maximum, distance between a property line and wall of a building. The minimum and maximum setbacks provide flexibility to allow each development to optimize the building placement according to a specific situation such as sidewalk condition or ground floor use. Setbacks can serve multiple purposes including helping to define a street edge, providing adequate space for sidewalks, plazas and landscaped open spaces and helping to manage building design and massing to ensure buildings fit well within the context of their specific location. Setbacks along a public right-of-way help establish the character of a street and neighborhood. Most buildings in Menlo Park are parallel to the street and have a consistent setback. Buildings in the downtown area and along El Camino Real closest to downtown have minimal or no setbacks, which is consistent with the historic character of the area. Newer developments along El Camino Real have larger setbacks.

Buildings with minimal setbacks have a special relationship with the sidewalk and street. In these cases, buildings frame the street and form a well-defined street edge. Activities within the building, if seen, particularly at ground level, can provide visual interest and a degree of safety to passersby. Activities outside the building, such as outdoor dining, can enliven adjacent sidewalks. These are desirable attributes in areas with high levels of activity such as the downtown and station area. Other areas, such as the northern and southern portions of El Camino Real can benefit from greater setbacks as a way to help widen sidewalks and provide plazas and landscaped open spaces. This is particularly true of the east side of El Camino Real (outside of the station area) where parcels are deeper and can accommodate wider sidewalks. Where larger setbacks are established, the Specific Plan also

requires wider sidewalks with differentiated clear zones for walking and sidewalk furnishings (see Chapter D "Public Space," Guidelines D.2.08 through D.2.15).

Figure E7 depicts front and side setbacks facing streets for the Specific Plan area that maintain and enhance existing patterns. The Specific Plan places buildings close to the street with no or minimum setbacks in the downtown and station area to help create a strong street edge or street wall. One exception to this is for El Camino Real within the Station Area where setbacks are established that allow for widening the sidewalks along El Camino Real between Oak Grove Avenue and Menlo Avenue, consistent with setbacks for other sections of El Camino Real. The Specific Plan calls for a range of setbacks in other areas.

Specific front, side, rear and building profiles for each Zoning District are provided in Section E.4 "Zoning Districts." Similar to front setbacks, side and rear setbacks, as well as upper floor profiles, provide adequate space for plazas and landscaped open spaces and help to manage building design and massing to ensure buildings fit well within the context of their specific location. Rear setbacks, in particular those adjoining residential neighborhoods, are used to provide appropriate transitions between areas. Upper floor profiles in particular help to mitigate the visual impact of taller buildings and to reduce building scale. Most of the setback requirements are applied equally to all levels of a building; however, in the ECR NE, ECR NE-R, and a portion of the ECR SW zoning districts, the minimum interior side setback requirements differ between the ground level and the floors above.

In order to allow for features that help articulate the building design and provide for necessary operational features such as mechanical equipment, the Specific Plan allows for some variations and projections in the required setbacks as noted below. Section E.4 identifies the specific zoning districts where these may be applied.

Standards

E.3.3.01 Front setback areas shall be developed with sidewalks, plazas, and/or landscaping as appropriate.

E.3.3.02 Parking shall not be permitted in front setback areas.

E.3.3.03 In areas where no or a minimal setback is required, limited setback for store or lobby entry recesses shall not exceed a maximum of 4-foot depth and a maximum of 6-foot width.

E.3.3.04 In areas where no or a minimal setback is required, building projections, such as balconies, bay windows and dormer windows, shall not project beyond a maximum of 3 feet from the building face into the sidewalk clear walking zone, public right-of-way or public spaces, provided they have a minimum 8-foot vertical clearance above the sidewalk clear walking zone, public right-of-way or public space.

E.3.3.05 In areas where setbacks are required, building projections, such as balconies, bay windows and dormer windows, at or above the second habitable floor shall not project beyond a maximum of 5 feet from the building face into the setback area.

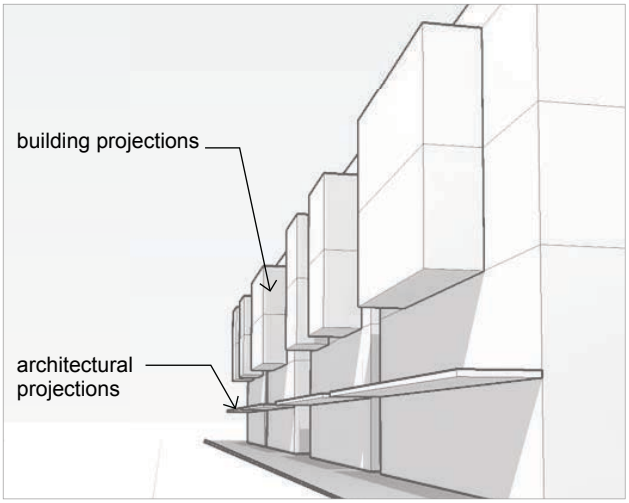


Figure E5. *Building and Architectural Projections*

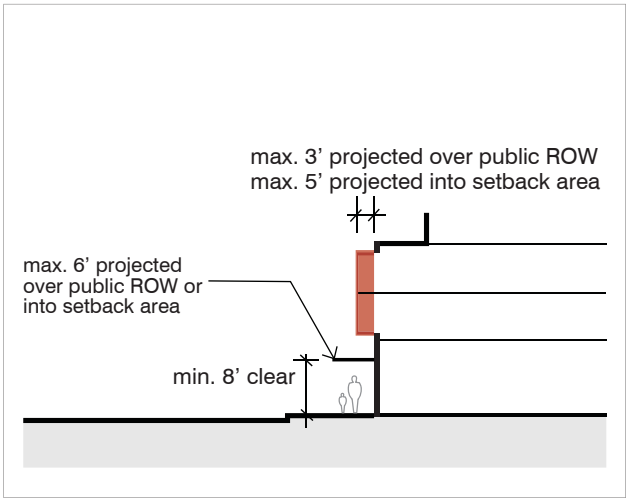


Figure E6. *Building and Architectural Projection Standards*

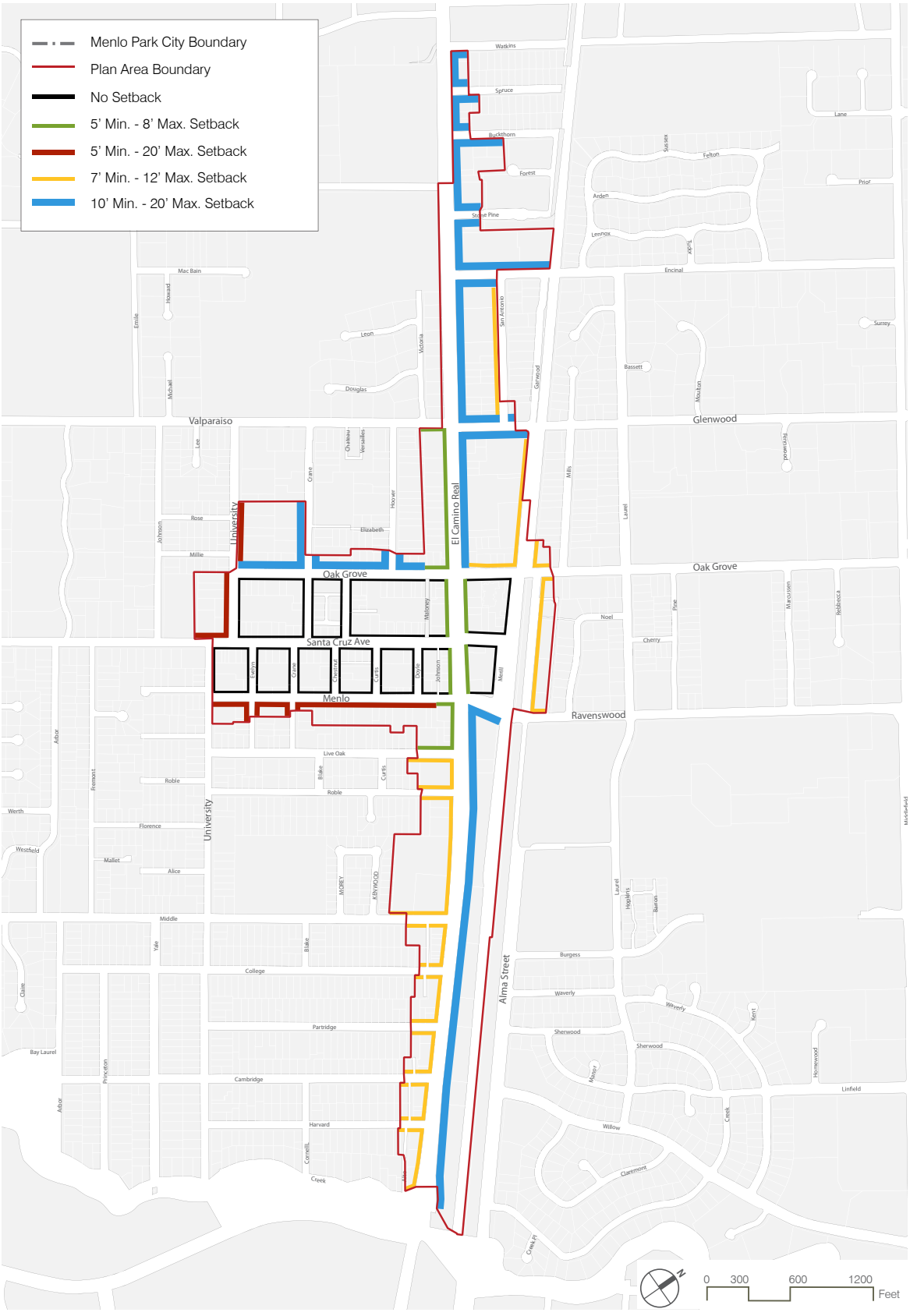


Figure E7. *Building Front and Corner Side Setbacks*

E.3.3.06 The total area of all building projections shall not exceed 35% of the primary building façade area. Primary building façade is the façade built at the property or setback line.

E.3.3.07 Architectural projections like canopies, awnings and signage shall not project beyond a maximum of 6 feet horizontally from the building face at the property line or at the minimum setback line. There shall be a minimum of 8-foot vertical clearance above the sidewalk, public right-of-way or public space.

E.3.3.08 No development activities may take place within the San Francisquito Creek bed, below the creek bank, or in the riparian corridor.

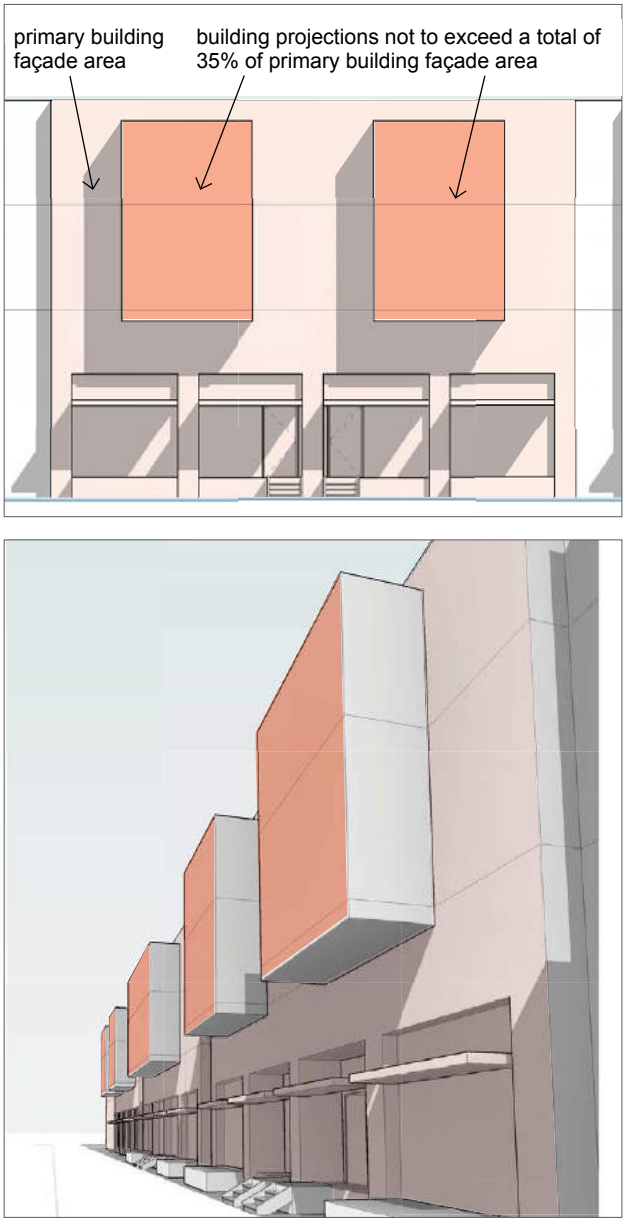


Figure E8. *Allowable Building Projection Area*

E.3.4 Massing and Modulation

The Specific Plan's standards and guidelines for building massing and modulation help to reduce the monolithic character of a building, ensure that all new buildings complement the existing scale and character of the area, ensure appropriate transitions to adjacent neighborhoods and provide variety and visual interest. The standards and guidelines address a building's relationship with the street and other public spaces as well as its relationship to adjacent buildings and uses.

Building massing and modulation consider both vertical and horizontal modulations. The modulation of buildings refers to change or variety across a building plane to provide distinction in the building as well as provide visual interest. Vertical modulation is the introduction of façade articulation that creates a rhythm or pattern across the façade of a building. Horizontal modulation provides visual clarity between ground floors, upper stories and roofs.

The Specific Plan incorporates four sets of standards that help to accomplish vertical and horizontal modulation with the following four elements:

- E.3.4.1 Building Breaks
- E.3.4.2 Façade Modulation and Treatment
- E.3.4.3 Building Profile
- E.3.4.4 Upper Story Façade Length

> *"Want variability along length of buildings, not just a long wall"*
>
> *- Workshop #3 Participant*

> *"Varied massing is important"*
>
> *- Workshop #3 Participant*

✖ **No:** Monolithic character of building

✓ **Yes:** Varied building mass and height with appropriate façade articulation promotes visual interest (Mountain View, California)

Building break (Victoria, British Columbia)

E.3.4.1 Building Breaks

Building breaks are visual breaks in the building plane that provide for additional street edge modulation, variety and visual interest and help avoid long, continuous façades along streets. Building breaks extend through the entire height of the building and act to separate buildings and create open spaces. Building breaks can also take the form of deep recesses that create a perception of distinct building mass and volume.

Building breaks are most appropriate along El Camino Real and Alma Street, given the potential for development of larger buildings on larger parcels of land. Along most of El Camino Real and Alma Street, building breaks are required, especially in cases where parcels are or could be assembled into larger tracts of land.

Section E.4 “Zoning Districts” identifies the zoning districts in which building breaks are required. The El Camino Real Southeast Zoning District (ECR SE) is a unique area because, with the exception of one small parcel, the area is owned by three entities, including Stanford University. Stanford University owns the southern two-thirds of the area or 12.8 acres, and it intends to prepare a comprehensive plan for the 8.5 acres of its site north of the Stanford Park Hotel once ground lease agreements have expired. In addition, this area is unique because the rear edges of the properties are bordered by the railroad tracks and Alma Street providing a large buffer to neighborhoods directly to the east. The Specific Plan includes requirements for breaks between buildings in ECR SE (both physical breaks and deep recesses) to break up building mass and to provide open space, some publicly accessible, and an improved pedestrian environment. Figure E9 provides a diagram of required building breaks for ECR SE, almost all of which are aligned with streets on the west side of El Camino Real.

Standards

E.3.4.1.01 The total of all building breaks shall not exceed 25 percent of the primary façade plane in a development.

E.3.4.1.02 Building breaks shall be located at ground level and extend the entire building height.

E.3.4.1.03 In all districts except the ECR-SE zoning district, recesses that function as building breaks shall have minimum dimensions of 20 feet in width and depth and a maximum dimension of 50 feet in width. For the ECR-SE zoning district, recesses that function as building breaks shall have a minimum dimension of 60 feet in width and 40 feet in depth.

E.3.4.1.04 Building breaks shall be accompanied with a major change in fenestration pattern, material and color to have a distinct treatment for each volume.

E.3.4.1.05 In all districts except the ECR-SE zoning district, building breaks shall be required as shown in Table E3.

E.3.4.1.06 In the ECR-SE zoning district, and consistent with Table E4 the building breaks shall:

- Comply with Figure E9;
- Be a minimum of 60 feet in width, except where noted on Figure E9;
- Be a minimum of 120 feet in width at Middle Avenue;
- Align with intersecting streets, except for the area between Roble Avenue and Middle Avenue;
- Be provided at least every 350 feet in the area between Roble Avenue and Middle Avenue; where properties under different ownership coincide with this measurement, the standard side setbacks (10 to 25 feet) shall be applied, resulting in an effective break of between 20 to 50 feet.
- Extend through the entire building height and depth at Live Oak Avenue, Roble Avenue, Middle Avenue, Partridge Avenue and Harvard Avenue; and
- Include two publicly-accessible building breaks at Middle Avenue and Roble Avenue.

E.3.4.1.07 In the ECR-SE zoning district, the Middle Avenue break shall include vehicular access; publicly-accessible open space with seating, landscaping and shade; retail and restaurant uses activating the open space; and a pedestrian/bicycle connection to Alma Street and Burgess Park. The Roble Avenue break shall include publicly-accessible open space with seating, landscaping and shade.

Guidelines

E.3.4.1.08 In the ECR-SE zoning district, the breaks at Live Oak, Roble, Middle, Partridge and Harvard Avenues may provide vehicular access.

Zoning District	Building Break Required	Recess Allowed	Maximum Distance Between Building Breaks	Minimum Width of Building Breaks	Maximum Width of Building Breaks
ECR NE-L	Yes	Yes	100	20	50
ECR NE	Yes	Yes	250	20	50
ECR NE-R	Yes	Yes	250	20	50
ECR NW	Prohibited	–	–	–	–
ECR SW	Yes, only south of Live Oak	Yes	100	20	50
SA E	Yes, only along Alma	Yes	250	20	50
SA W	Prohibited	–	–	–	–
D	Prohibited	–	–	–	–
DA	Prohibited	–	–	–	–

Table E3. *Required Building Breaks in the Zoning Districts*

Location	Building Break Required	Recess Allowed	Maximum Distance Between Building Breaks	Minimum Width of Building Breaks*	Public or Private Accessible
Live Oak	Yes	No	Aligned with intersecting street	50	Private
Roble	Yes	No	Aligned with intersecting street	50	Public
Between Roble & Middle	Yes	Yes	350	60	Private
Middle	Yes	No	Aligned with intersecting street	120	Public
College	Yes	Yes	Aligned with intersecting street	60	Private
Partridge	Yes	No	Aligned with intersecting street	60	Private
Cambridge	Yes	Yes	Aligned with intersecting street	60	Private
Harvard	Yes	No	Aligned with intersecting street	60	Private

Table E4. *Required Building Breaks in the ECR SE Zoning District*

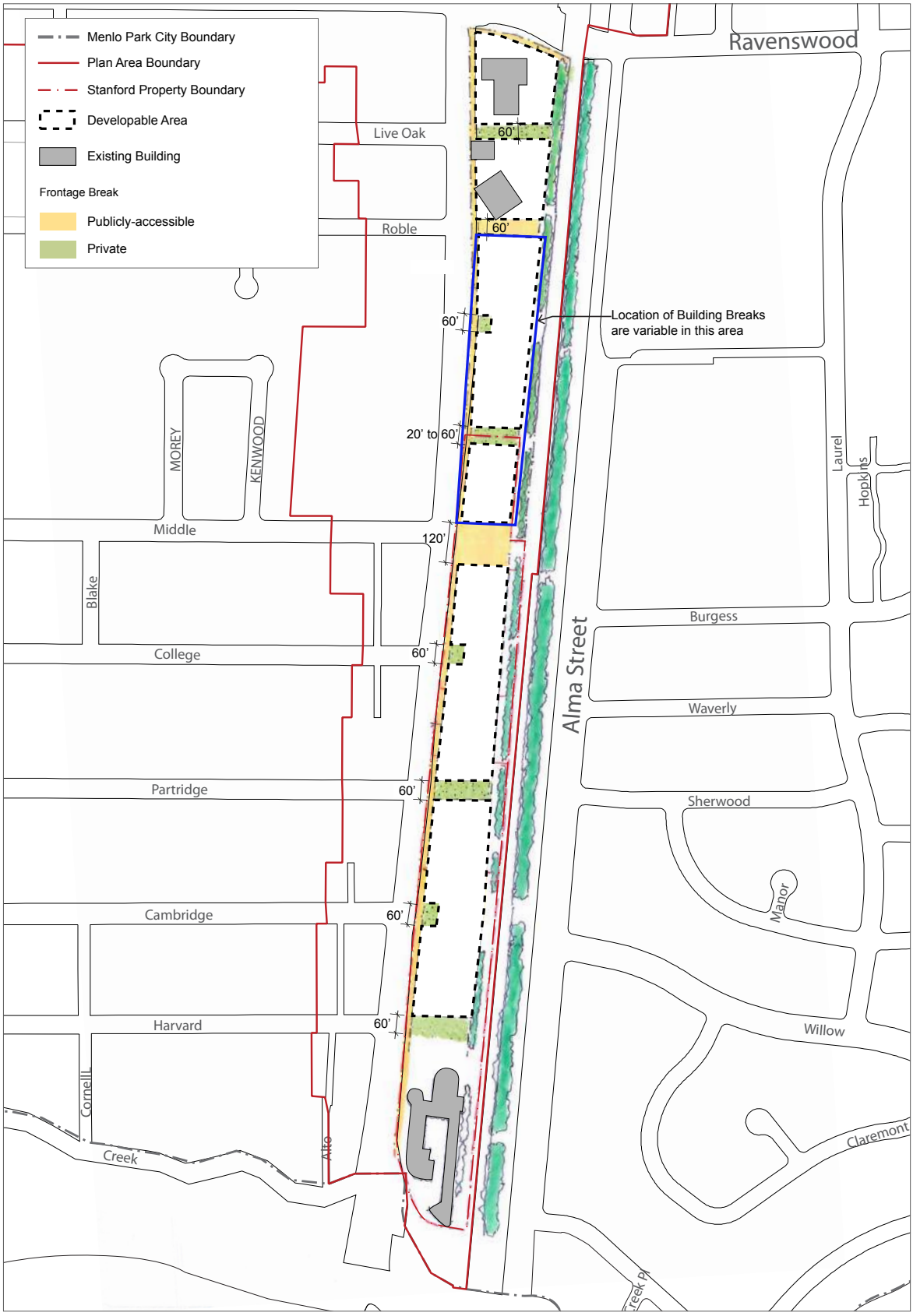


Figure E9. *Minimum Building Break Requirements in ECR SE District*

E.3.4.2 Façade Modulation and Treatment

To avoid long stretches of continuous or monotonous street frontage and to provide visual interest, the Specific Plan recommends a range of façade modulation and treatments depending on building façade length. In general, buildings should maintain a tight and varied rhythm of façades compatible with the existing downtown character. In particular, they should relate to the typical 50-foot wide parcel width through building vertical modulation and façade articulation.

Building façade modulation

Standards

E.3.4.2.01 Building façades facing public rights-of-way or public open spaces shall not exceed 50 feet in length without a minor building façade modulation. At a minimum of every 50' façade length, the **minor vertical façade modulation** shall be a minimum 2 feet deep by 5 feet wide recess or a minimum 2 foot setback of the building plane from the primary building façade.

E.3.4.2.02 Building façades facing public rights-of-way or public open spaces shall not exceed 100 feet in length without a major building modulation. At a minimum of every 100 feet of façade length, a **major vertical façade modulation** shall be a minimum of 6 feet deep by 20 feet wide recess or a minimum of 6 feet setback of building plane from primary building façade for the full height of the building. This standard applies to all districts except ECR NE-L and ECR SW since those two districts are required to provide a building break at every 100 feet.

E.3.4.2.03 In addition, the major building façade modulation shall be accompanied with a 4-foot minimum height modulation and a major change in fenestration pattern, material and/or color.

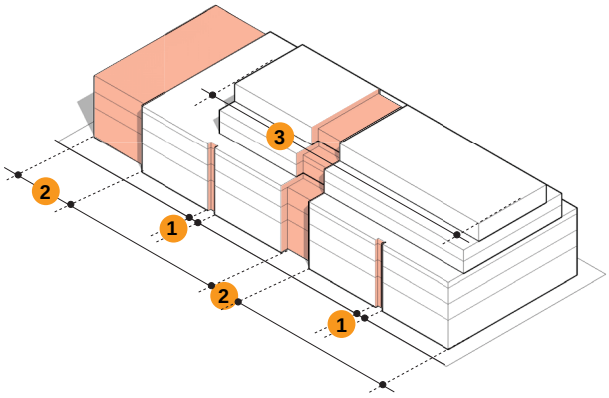
✗ **No:** Continuous street frontage
(Redwood City, California)

✓ **Yes:** Varied primary building façade plane
(Kirkland, Washington)

Guidelines

E.3.4.2.04 Minor façade modulation may be accompanied with a change in fenestration pattern, and/or material, and/or color, and/or height.

E.3.4.2.05 Buildings should consider sun shading mechanisms, like overhangs, *bris soleils* and clerestory lighting, as façade articulation strategies.



1 Minor façade modulation at a minimum at every 50'
2 Major façade modulation at a minimum at every 100'
3 Maximum upper story façade length (175')

Figure E10. *Vertical Façade Modulation and Upper Floor Façade Length*

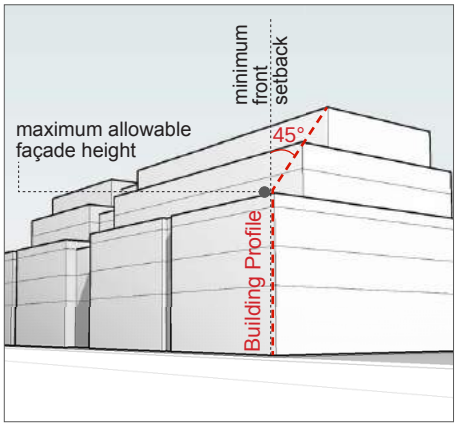


Figure E11. *45-Degree Building Profile for Floors above the Maximum Allowable Façade Height*

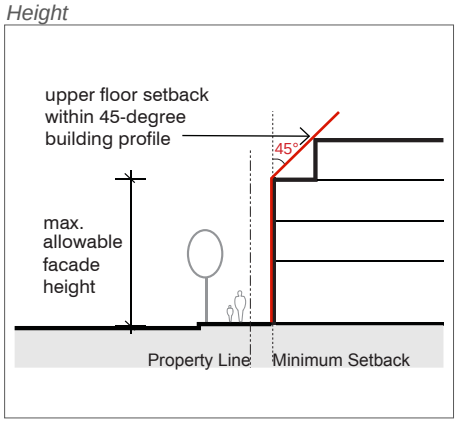


Figure E12. *45-Degree Building Profile set at Minimum Setback Line*

E.3.4.3 Building Profile

The Specific Plan includes a standard for a building profile at upper stories that requires a building to comply with a 45-degree building profile above the maximum façade height specified for the zoning district. Figure E11 (left) demonstrates the 45-degree building profile. The building profile requires upper floors to be stepped back from the façade of the building.

Standards

E.3.4.3.01 The 45-degree building profile shall be set at the minimum setback line to allow for flexibility and variation in building façade height within a district.

E.3.4.3.02 Horizontal building and architectural projections, like balconies, bay windows, dormer windows, canopies, awnings, and signage, beyond the 45-degree building profile shall comply with the standards for Building Setbacks & Projection within Setbacks (E.3.3.04 to E.3.3.07) and shall be integrated into the design of the building.

E.3.4.3.03 Vertical building projections like parapets and balcony railings shall not extend 4 feet beyond the 45-degree building profile and shall be integrated into the design of the building.

E.3.4.3.04 Rooftop elements that may need to extend beyond the 45-degree building profile due to their function, such as stair and elevator towers, shall be integrated into the design of the building.

E.3.4.4 Upper Story Façade Length

To further break down the massing of large buildings, the Specific Plan limits the size of a building's upper stories, in particular those stories above the established 38-foot façade height. Illustrated in Figure E10, the Specific Plan achieves this break down of massing by limiting the façade length of upper stories facing public rights-of-ways and public open spaces.

Standard

E.3.4.4.01 Building stories above the 38-foot façade height shall have a maximum allowable façade length of 175 feet along a public right-of-way or public open space.

E.3.5 Ground Floor Treatment, Entry and Commercial Frontage

A building's ground floor is the portion of the building most experienced by the pedestrian. Its treatment can affect the overall experience and feeling of safety of the passerby. Well-designed ground floor treatments, building entries and retail frontage help ensure a pleasant and safe pedestrian experience and help create a successful retail environment and an appropriate transition between buildings and sidewalks and other public places. The careful design of these features, either in isolated locations or along a shopping street such as Santa Cruz Avenue, is an essential component to overall building design.

The Specific Plan encourages use of the following standards and guidelines in order to maximize the strategies that lead to a vibrant and welcoming street and successful retail environment.

Ground Floor Treatment

Standards

E.3.5.01 The retail or commercial ground floor shall be a minimum 15-foot floor-to-floor height to allow natural light into the space**.**

E.3.5.02 Ground floor commercial buildings shall have a minimum of 50% transparency (i.e., clear-glass windows) for retail uses, office uses and lobbies to enhance the visual experience from the sidewalk and street. Heavily tinted or mirrored glass shall not be permitted.

Standard E.3.5.02 *Well designed, transparent ground floor treatment ensuring a pleasant and safe pedestrian experience (San Francisco, California)*

Guideline E.3.5.03 *Ground floor uses and entries oriented to the street (Portland, Oregon)*

Guideline E.3.5.04 *Active uses at ground-floor (San Francisco, California)*

Guideline E.3.5.08 *Example of awning integrated into overall building design*

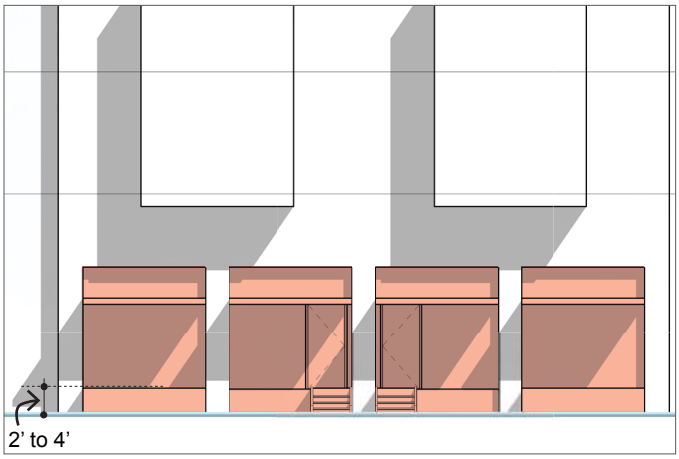


Figure E13. *Raised Residential Unit Entries*

Guidelines

E.3.5.03 Buildings should orient ground-floor retail uses, entries and direct-access residential units to the street.

E.3.5.04 Buildings should activate the street by providing visually interesting and active uses, such as retail and personal service uses, in ground floors that face the street. If office and residential uses are provided, they should be enhanced with landscaping and interesting building design and materials.

E.3.5.05 For buildings where ground floor retail, commercial or residential uses are not desired or viable, other project-related uses, such as a community room, fitness center, daycare facility or sales center, should be located at the ground floor to activate the street.

E.3.5.06. Blank walls at ground floor are discouraged and should be minimized. When unavoidable, continuous lengths of blank wall at the street should use other appropriate measures such as landscaping or artistic intervention, such as murals.

E.3.5.07 Residential units located at ground level should have their floors elevated a minimum of 2 feet to a maximum of 4 feet above the finished grade sidewalk for better transition and privacy, provided that accessibility codes are met.

E.3.5.08 Architectural projections like canopies and awnings should be integrated with the ground floor and overall building design to break up building mass, to add visual interest to the building and provide shelter and shade.

Building Entries

Standard

E.3.5.09 Building entries shall be oriented to a public street or other public space. For larger residential buildings with shared entries, the main entry shall be through prominent entry lobbies or central courtyards facing the street. From the street, these entries and courtyards provide additional visual interest, orientation and a sense of invitation.

Guideline E.3.5.09. *Inviting, prominent shared entry from a central courtyard facing the street (Portland, Oregon)*

Guidelines

E.3.5.10 Entries should be prominent and visually distinctive from the rest of the façade with creative use of scale, materials, glazing, projecting or recessed forms, architectural details, color, and/or awnings.

E.3.5.11 Multiple entries at street level are encouraged where appropriate.

E.3.5.12 Ground floor residential units are encouraged to have their entrance from the street.

Guideline E.3.5.12. *Ground floor residential units encouraged to have their entrance from the street*

E.3.5.13 Stoops and entry steps from the street are encouraged for individual unit entries when compliant with applicable accessibility codes. Stoops associated with landscaping create inviting, usable and visually attractive transitions from private spaces to the street.

E.3.5.14 Building entries are allowed to be recessed from the primary building façade.

Guideline E.3.5.17. *Storefront design consistent with the overall design of the building (San Francisco, California)*

Guideline E.3.5.19. *Storefront elements lend visual interest to facades (Menlo Park, California)*

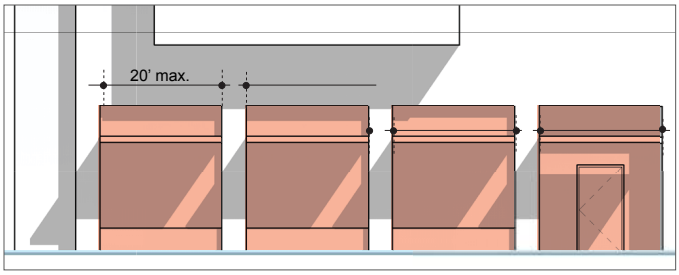


Figure E14. *Clearly Articulated Ground Floor Bays that are no Greater Than 20'*

Commercial Frontage

Standards

E.3.5.15 Commercial windows/storefronts shall be recessed from the primary building façade a minimum of 6 inches

E.3.5.16 Retail frontage, whether ground floor or upper floor, shall have a minimum 50% of the façade area transparent with clear vision glass, not heavily tinted or highly mirrored glass.

Guidelines

E.3.5.17 Storefront design should be consistent with the building's overall design and contribute to establishing a well-defined ground floor for the façade along streets.

E.3.5.18 The distinction between individual storefronts, entire building façades and adjacent properties should be maintained.

E.3.5.19 Storefront elements such as windows, entrances and signage should provide clarity and lend interest to the façade.

E.3.5.20 Individual storefronts should have clearly defined bays. These bays should be no greater than 20 feet in length. Architectural elements, such as piers, recesses and projections help articulate bays.

E.3.5.21 All individual retail uses should have direct access from the public sidewalk. For larger retail tenants, entries should occur at lengths at a maximum at every 50 feet, consistent with the typical lot size in downtown.

E.3.5.22 Recessed doorways for retail uses should be a minimum of two feet in depth. Recessed doorways provide cover or shade, help identify the location of store entrances, provide a clear area for out-swinging doors and offer the opportunity for interesting paving patterns, signage and displays.

E.3.5.23 Storefronts should remain un-shuttered at night and provide clear views of interior spaces lit from within. If storefronts must be shuttered for security reasons, the shutters should be located on the inside of the store windows and allow for maximum visibility of the interior.

E.3.5.24 Storefronts should not be completely obscured with display cases that prevent customers and pedestrians from seeing inside.

E.3.5.25 Signage should not be attached to storefront windows.

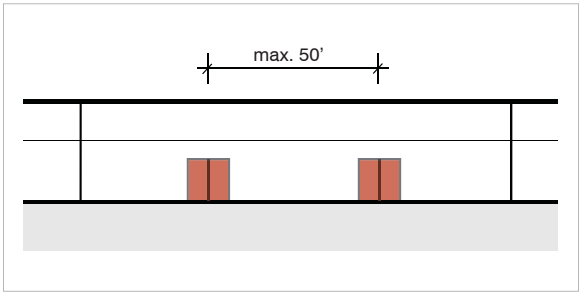


Figure E15. *Retail Entries at a Maximum of Every 50'*

Guideline E.3.5.22. *Recessed doorways (Vancouver, Canada)*

Guideline E.3.5.23. *Clear vision glass for retail frontage (Los Angeles, California)*

E.3.6 Open Space

Guideline E.3.6.01. *Private or common spaces as part of building articulation*

Guideline E.3.6.05. *Private open space as an extension of the indoor living area (Cambridge, England)*

The provision and treatment of private open space on individual parcels can enhance the character of public streets and sidewalks and private development. It can add to available public open space in the area. The Specific Plan encourages use of the following standards and guidelines when incorporating open space in private developments.

Standards

E.3.6.01 Residential developments or Mixed Use developments with residential use shall have a minimum of 100 square feet of open space per unit created as common open space or a minimum of 80 square feet of open space per unit created as private open space, where private open space shall have a minimum dimension of 6 feet by 6 feet. In case of a mix of private and common open space, such common open space shall be provided at a ratio equal to 1.25 square feet for each one square foot of private open space that is not provided.

E.3.6.02 Residential open space (whether in common or private areas) and accessible open space above parking podiums up to 16 feet high shall count towards the minimum open space requirement for the development.

Guidelines

E.3.6.03 Private and/or common open spaces are encouraged in all developments as part of building modulation and articulation to enhance building façade.

E.3.6.04 Private development should provide accessible and usable common open space for building occupants and/or the general public.

E.3.6.05 For residential developments, private open space should be designed as an extension of the indoor living area, providing an area that is usable and has some degree of privacy.

E.3.6.06 Landscaping in setback areas should define and enhance pedestrian and open space areas. It should provide visual interest to streets and sidewalks, particularly where building façades are long.

E.3.6.07 Landscaping of private open spaces should be attractive, durable and drought-resistant.

E.3.7 Parking, Service and Utilities

This section addresses the design-related aspects (i.e., elements that could affect the orientation and footprint of a building) of parking, related service access and utilities for private development. The overall objective of these guidelines is that parking, service access and utilities be carefully considered to improve a building's character and to minimize impacts to the pedestrian realm.

Off-street parking standards and policies are described in more detail in Chapter F "Circulation", in particular Sections F.5 – F.8. The following guidelines apply to all zoning districts, although as noted in Chapter F, parcels within the downtown may not be required to provide on-site off-street parking, subject to availability in public facilities.

General Parking and Service Access

Guidelines

E.3.7.01 The location, number and width of parking and service entrances should be limited to minimize breaks in building design, sidewalk curb cuts and potential conflicts with streetscape elements.

E.3.7.02 In order to minimize curb cuts, shared entrances for both retail and residential use are encouraged. In shared entrance conditions, secure access for residential parking should be provided.

E.3.7.03 When feasible, service access and loading docks should be located on secondary streets or alleys and to the rear of the building.

E.3.7.04 The size and pattern of loading dock entrances and doors should be integrated with the overall building design.

E.3.7.05 Loading docks should be screened from public ways and adjacent properties to the greatest extent possible. In particular, buildings that directly adjoin residential properties should limit the potential for loading-related impacts, such as noise. Where possible, loading docks should be internal to the building envelope and equipped with closable doors. For all locations, loading areas should be kept clean.

E.3.7.06 Surface parking should be visually attractive, address security and safety concerns, retain existing mature trees and incorporate canopy trees for shade. See Section D.5 for more compete guidelines regarding landscaping in parking areas.

Utilities

Guidelines

E.3.7.07 All utilities in conjunction with new residential and commercial development should be placed underground.

E.3.7.08 Above ground meters, boxes and other utility equipment should be screened from public view through use of landscaping or by integrating into the overall building design.

Guideline E.3.7.10. *Parking garage successfully avoiding a monolithic massing by change in height, material , pattern and color (Palo Alto, California)*

Guideline E.3.7.11. *Screening of parking garage with seating areas and landscaping (Sacramento, California)*

Guideline E.3.7.12. *Overall building façade compatible with surrounding building character (Santa Cruz, California)*

Parking Garages

Due to their size, above ground parking garages are highly visible and affect the character of the surrounding area. Guidelines for parking garages help minimize their visual impact and integrate them into the surrounding area.

Standards

E.3.7.09 To promote the use of bicycles, secure bicycle parking shall be provided at the street level of public parking garages. Bicycle parking is also discussed in more detail in Section F.5 “Bicycle Storage Standards and Guidelines.”

Guidelines

E.3.7.10 Parking garages on downtown parking plazas should avoid monolithic massing by employing change in façade rhythm, materials and/or color.

E.3.7.11 To minimize or eliminate their visibility and impact from the street and other significant public spaces, parking garages should be underground, wrapped by other uses (i.e. parking podium within a development) and/or screened from view through architectural and/or landscape treatment.

E.3.7.12 Whether free-standing or incorporated into overall building design, garage façades should be designed with a modulated system of vertical openings and pilasters, with design attention to an overall building façade that fits comfortably and compatibly into the pattern, articulation, scale and massing of surrounding building character.

E.3.7.13 Shared parking is encouraged where feasible to minimize space needs, and it is effectively codified through the plan’s off-street parking standards and allowance for shared parking studies.

E.3.7.14 A parking garage roof should be approached as a usable surface and an opportunity for sustainable strategies, such as installment of a green roof, solar panels or other measures that minimize the heat island effect.

E.3.8 Sustainable Practices

Sustainable practices for new construction support community and environmental well-being by utilizing finite resources in a responsible way, creating healthy environments for building inhabitants and minimizing impacts to both natural systems and existing utilities (i.e. water, wastewater and energy systems). The City of Menlo Park supports sustainable practices through its Climate Action Plan.

Sustainable practices address: 1) the environmental impacts of site development and building construction; and 2) the long-term environmental impacts of the operation of buildings resulting in the emission of greenhouse gases (GHGs), in particular carbon dioxide (CO2), which is a significant contributor to global climate change. Currently, there are excellent tools to measure ways to reduce environmental impacts caused by building construction, and new tools are emerging to measure greenhouse gas emissions caused by building operations over the long term.

To address impacts caused by construction, the U.S. Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) rating system measures specific site development and new building construction methods related to environmental issues, such as energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality and stewardship of resources and sensitivity to their impacts.

To address GHG emissions, the world's leading green building organizations have agreed to adopt a common global language for the measurement of the carbon footprint of buildings. The "common carbon metric" will be piloted by the leading green building rating tools. This should lead to the cost-effective GHG mitigation potential of buildings, which account for around 40% of the world's energy use and 33% of global GHG emissions.[1]

1 US Green Building Council

Measurement Tools

Development and Construction Tools

US Green Building Council Leadership in Energy and Environmental Design (LEED)
The LEED program has performance levels from "Certified" to "Platinum" and rating systems that address different types of construction and building operation, including LEED for New Construction and LEED for existing buildings, operations and maintenance. In addition, LEED for Neighborhood Development (LEED-ND) promotes best practices in site selection, development programs, development patterns and design at the neighborhood scale.

GreenPoint Rating
Build It Green is a membership supported non-profit organization whose mission is to promote healthy, energy- and resource-efficient homes in California. Build it Green has a GreenPoint rating system specifically designed to address residential construction. Many municipalities in the Bay Area have adopted Green Building Ordinances that require certain levels of LEED certification or a GreenPoint rating for different types of projects. A residential building can be GreenPoint Rated if it achieves the performance requirements of the GreenPoint rating system; there is no sliding scale like there is with LEED (i.e. "Certified" to "Platinum").

2030 Challenge Greenhouse Gas Reduction Targets
The 2030 Challenge is an initiative by Architecture 2030 asking for the adoption of a series of greenhouse gas reduction targets for new and renovated buildings. Architecture 2030 is a non-profit, non-partisan and independent organization established in 2002 by architect Edward Mazria in response to the global-warming crisis. 2030's mission is to rapidly transform the US and global building sector from a major contributor of greenhouse gas emissions to a central part of the solution to the global-warming crisis.

Initiatives

A variety of state, regional and local initiatives address sustainable development and reduction of greenhouse gases.

State Initiatives

The State of California has adopted a green building code (CALGREEN) which took effect on January 1, 2011. The CALGREEN Code is a comprehensive and uniform regulatory code for certain categories of residential buildings and for commercial, hospital and school buildings. It is intended to ensure that most new buildings in California are built using environmentally advanced construction practices. Some of the requirements of the code are the following:

- 20 percent mandatory reduction in indoor water use, with voluntary goal standards for 30, 35 and 40 percent reductions;
- Separate water meters for nonresidential buildings' indoor and outdoor water use, with a requirement for moisture-sensing irrigation systems for larger landscape projects;
- Requiring diversion of 50 percent of construction waste from landfills, increasing voluntarily to 65 and 75 percent for new homes and 80 percent for commercial projects (Menlo Park currently implements a Construction and Demolition ordinance that requires construction projects to divert 60 percent of materials from the landfill);
- Mandatory inspections of energy systems (i.e. heat furnace, air conditioner, mechanical equipment) for nonresidential buildings over 10,000 square feet to ensure that all are working at their maximum capacity according to their design efficiencies; and
- Requiring low-pollutant emitting interior finish materials such as paints, carpet, vinyl flooring and particle board.
- While the CALGREEN Code clearly advances "green" practices in building construction, the code complements, and does not replace, the LEED program, which takes a more comprehensive approach to sustainable design.

Regional Initiatives

San Mateo County has adopted a Green Building Ordinance that applies to buildings requiring permits issued by the County. San Mateo County's Green Building Ordinance requires new and 50 percent remodels of single family, two family and low rise multi-family residential buildings to receive either a GreenPoint rating or LEED certification and new commercial and industrial buildings greater than 3,000 square feet to receive LEED certification.

Local Initiatives

Menlo Park published a Climate Action Plan (CAP) in 2009 that included measures to reduce greenhouse gas emissions. In 2011, the City Council adopted a supplemental report to the CAP, which updated Menlo Park's community greenhouse gas inventories between 2005 and 2009, and also provided a five year strategy of climate action initiatives. One of the initiatives includes the phased development of a sustainable building ordinance that would enhance energy efficiency in newly constructed buildings beyond that provided by CALGREEN. The first phase of work resulted in the City adoption of three local amendments to CALGREEN. The local amendments have been effective since January 1, 2012. The local amendments include the following new requirements for buildings currently subject to CALGREEN:

- All newly constructed buildings are required to exceed the minimum energy efficiency standards established in the 2010 California Energy Code by 15 percent.
- All newly constructed buildings are required to test heating and cooling ducts for leakage.
- All newly constructed residential buildings are required to install cool roofs or use alternative methods and materials to achieve equivalent energy savings.

The second phase of work is expected to begin in fiscal year 2012-2013 and will focus on the exploration of additional sustainability building measures, including the use of various rating systems.

All city-wide programs are applicable to the Specific Plan area.

"I am for progress and new ideas and a "Gold LEED" business area"

- Workshop #3 Participant

"Need to be concerned about the greenhouse gas emission increases' impact on climate change. Require green buildings minimum thresholds"

- Workshop #3 Participant

Standards and Guidelines

In addition to the local initiatives described above, the Specific Plan establishes the following standards and guidelines for sustainable practices in the plan area. The standards and guidelines reflect best practices as adopted by other cities. The costs relating to sustainable practices are absorbed by developers, which has become standard practice. The Specific Plan recognizes the potential of financial hardship for smaller buildings by establishing two sets of requirements -- one for larger buildings/ developments and one for smaller buildings as noted below.

Overall Standards

E.3.8.01 Unless the Specific Plan area is explicitly exempted, all citywide sustainability codes or requirements shall apply.

Overall Guidelines

E.3.8.02 Because green building standards are constantly evolving, the requirements in this section should be reviewed and updated on a regular basis of at least every two years.

Summary of Green Building Requirements		
Building Type	**Building Size**	**Minimal Standard**
New Construction		
New Large Commercial	5,000 GSF (1) or larger	LEED Silver
New Residential	Single and duplex	LEED Silver
New Residential	Multi-Family 3 units or more	LEED Silver
New Multi-Building	More than one building on one acre or more	LEED-ND Silver Recommended
Interiors and Alterations		
Large First-Time Build Outs of Commercial Interiors	20,000 GSF or larger	LEED Silver
Major Alterations to Commercial and Residential Interiors	20,000 GSF or larger	LEED Silver

(1) GSF = Gross Square Feet

Table E5. *Summary of Green Building Requirements*

Leadership in Energy and Environmental Design (LEED) Standards

E.3.8.03 Development shall achieve LEED certification, at Silver level or higher, or a LEED Silver equivalent standard for the project types listed below. For LEED certification, the applicable standards include LEED New Construction; LEED Core and Shell; LEED New Homes; LEED Schools; and LEED Commercial Interiors. Attainment shall be achieved through LEED certification or through a City-approved outside auditor for those projects pursing a LEED equivalent standard. The requirements, process and applicable fees for an outside auditor program shall be established by the City and shall be reviewed and updated on a regular basis.

LEED certification or equivalent standard, at a Silver lever or higher, shall be required for:

- Newly constructed residential buildings of Group R (single-family, duplex and multi-family);
- Newly constructed commercial buildings of Group B (occupancies including among others office, professional and service type transactions) and Group M (occupancies including among others display or sale of merchandise such as department stores, retail stores, wholesale stores, markets and sales rooms) that are 5,000 gross square feet or more;
- New first-time build-outs of commercial interiors that are 20,000 gross square feet or more in buildings of Group B and M occupancies; and
- Major alterations that are 20,000 gross square feet or more in existing buildings of Group B, M and R occupancies, where interior finishes are removed and significant upgrades to structural and mechanical, electrical and/or plumbing systems are proposed.

All residential and/or mixed use developments of sufficient size to require LEED certification or equivalent standard under the Specific Plan shall install one dedicated electric vehicle/plug-in hybrid electric vehicle recharging station for every 20 residential parking spaces provided. Per the Climate Action Plan the complying applicant could receive incentives, such as streamlined permit processing, fee discounts, or design templates.

Leadership in Energy and Environmental Design (LEED) Guidelines

E.3.8.04 The development of larger projects allows for more comprehensive sustainability planning and design, such as efficiency in water use, stormwater management, renewable energy sources and carbon reduction features. A larger development project is defined as one with two or more buildings on a lot one acre or larger in size. Such development projects should have sustainability requirements and GHG reduction targets that address neighborhood planning, in addition to the sustainability requirements for individual buildings (See Standard E.3.8.03 above). These should include being certified or equivalently verified at a LEED-ND (neighborhood development), Silver level or higher, and mandating a phased reduction of GHG emissions over a period of time as prescribed in the 2030 Challenge.

The sustainable guidelines listed below are also relevant to the project area. They relate to but do not replace LEED certification or equivalent standard rating requirements.

Building Design Guidelines

E.3.8.05 Buildings should incorporate narrow floor plates to allow natural light deeper into the interior.

E.3.8.06 Buildings should reduce use of daytime artificial lighting through design elements, such as bigger wall openings, light shelves, clerestory lighting, skylights, and translucent wall materials.

E.3.8.07 Buildings should allow for flexibility to regulate the amount of direct sunlight into the interiors. Louvered wall openings or shading devices like *bris soleils* help control solar gain and check overheating. *Bris soleils*, which are permanent sun-shading elements, extend from the sun-facing façade of a building, in the form of horizontal or vertical projections depending on sun orientation, to cut out the sun's direct rays, help protect windows from excessive solar light and heat and reduce glare within.

E.3.8.08 Where appropriate, buildings should incorporate arcades, trellis and appropriate tree planting to screen and mitigate south and west sun exposure during summer. This guideline would not apply to downtown, the station area and the west side of El Camino Real where buildings have a narrower setback and street trees provide shade.

E.3.8.09 Operable windows are encouraged in new buildings for natural ventilation.

E.3.8.10 To maximize use of solar energy, buildings should consider integrating photovoltaic panels on roofs.

E.3.8.11 Inclusion of recycling centers in kitchen facilities of commercial and residential buildings shall be encouraged. The minimum size of recycling centers in commercial buildings should be 20 cubic feet (48 inches wide x 30 inches deep x 24 inches high) to provide for garbage and recyclable materials.

Guideline E.3.8.06. *Bris soleil*

Guideline E.3.8.12. *Green roofs*

Guideline E.3.8.13. *Porous materials*

Guideline E.3.8.14. *Planting supporting passive heating and cooling*

Stormwater and Wastewater Management Guidelines

Effective stormwater management techniques are recommended. Such techniques could include bioswales on surface parking lots, rain gardens in landscaped areas, green roofs and porous materials on driveways and parking lots.

E.3.8.12 Buildings should incorporate intensive or extensive green roofs in their design. Green roofs harvest rain water that can be recycled for plant irrigation or for some domestic uses. Green roofs are also effective in cutting-back on the cooling load of the air-conditioning system of the building and reducing the heat island effect from the roof surface.

E.3.8.13 Projects should use porous material on driveways and parking lots to minimize stormwater run-off from paved surfaces.

Landscaping Guidelines

E.3.8.14 Planting plans should support passive heating and cooling of buildings and outdoor spaces.

E.3.8.15 Regional native and drought resistant plant species are encouraged as planting material.

E.3.8.16 Provision of efficient irrigation system is recommended, consistent with the City's Municipal Code Chapter 12.44 "Water-Efficient Landscaping".

Lighting Standards

E.3.8.17 Exterior lighting fixtures shall use fixtures with low cut-off angles, appropriately positioned, to minimize glare into dwelling units and light pollution into the night sky.

E.3.8.18 Lighting in parking garages shall be screened and controlled so as not to disturb surrounding properties, but shall ensure adequate public security.

Lighting Guidelines

E.3.8.19 Energy-efficient and color-balanced outdoor lighting, at the lowest lighting levels possible, are encouraged to provide for safe pedestrian and auto circulation.

E.3.8.20 Improvements should use ENERGY STAR-qualified fixtures to reduce a building's energy consumption.

E.3.8.21 Installation of high-efficiency lighting systems with advanced lighting control, including motion sensors tied to dimmable lighting controls or lighting controlled by timers set to turn off at the earliest practicable hour, are recommended.

Green Building Material Guidelines

E.3.8.22 The reuse and recycle of construction and demolition materials is recommended. The use of demolition materials as a base course for a parking lot keeps materials out of landfills and reduces costs.

E.3.8.23 The use of products with identifiable recycled content, including post-industrial content with a preference for post-consumer content, are encouraged.

E.3.8.24 Building materials, components, and systems found locally or regionally should be used, thereby saving energy and resources in transportation.

E.3.8.25 A design with adequate space to facilitate recycling collection and to incorporate a solid waste management program, preventing waste generation, is recommended.

E.3.8.26 The use of material from renewable sources is encouraged.

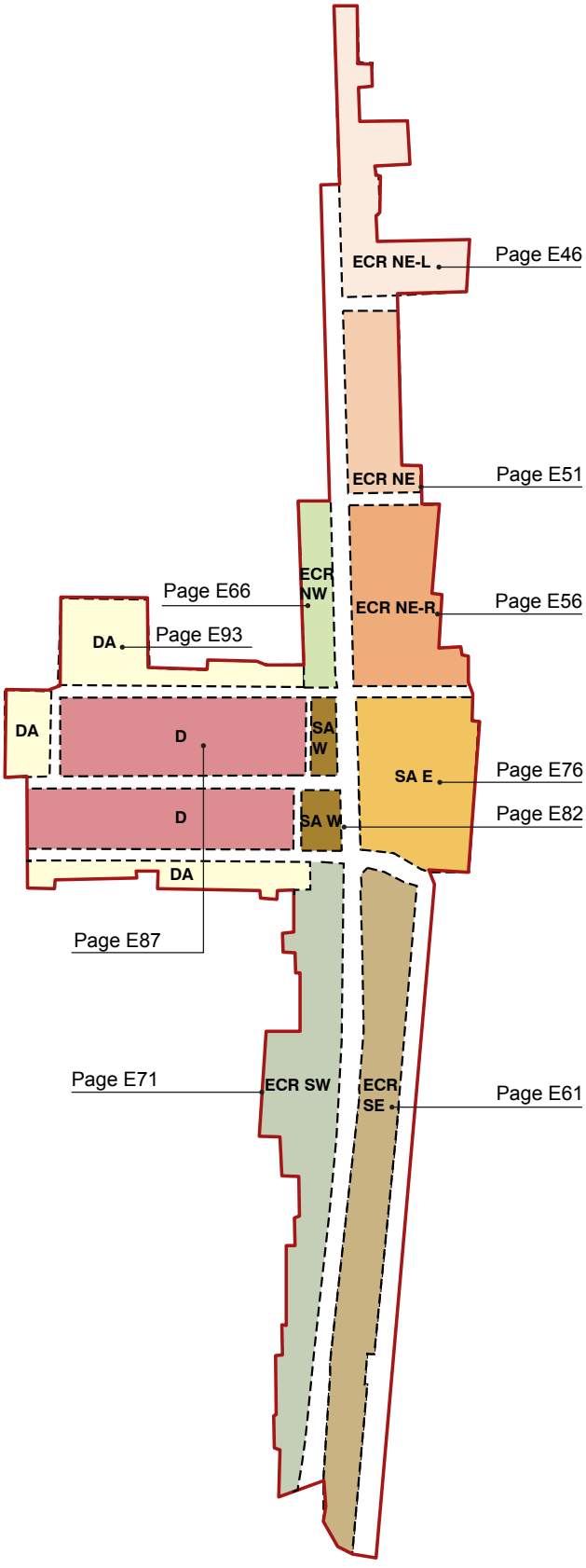


Figure E16. *Key Map of Zoning Districts*

E.4 ZONING DISTRICTS

The Specific Plan includes five land use designations and 10 zoning districts that together provide land uses, standards and guidelines governing building size, placement and design. Section E.1 "Overview" provides a discussion of the relationship between the land use designations and zoning districts. Additionally, Sections E.2 "Land Use Designations, Use Regulations, and Special Uses" and E.3 "Development Standards and Guidelines" discuss guidelines and general standards applicable to all zoning districts. The following tables provide the specific standards applicable on a district-by-district basis.

Development projects are required to adhere to both the general and specific standards applicable to the zoning district in which a project site is located. Although the specific standards are provided below for the zoning districts, Sections E.2 and E.3 should also be consulted for general standards as well as guidelines that may apply to a development project. Standards and guidelines are both critical elements in the review of new development. Development projects will be required to adhere to applicable standards, while consistency with applicable guidelines will be a key component in the review of a project.

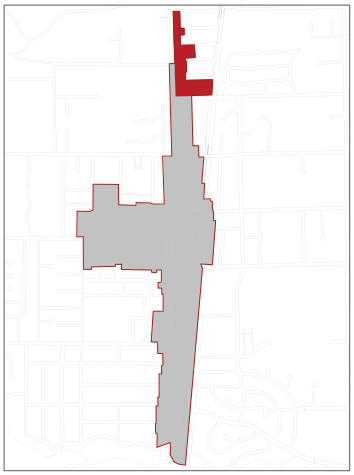
Note: Building graphics are intended to illustrate how different standards are measured and how guidelines could be implemented. They are not intended to necessarily dictate the placement of different uses, parking within a development or illustrate the character and expression of the buildings.

El Camino Real North-East - Low Density (ECR NE-L)

The ECR NE-L District is located on the east side of El Camino Real at the northerly boundary of the City of Menlo Park and is characterized by a mix of smaller format retail, restaurant and personal service uses, office uses, motel and residential uses. The area is directly adjacent to single-family and medium density residential uses.

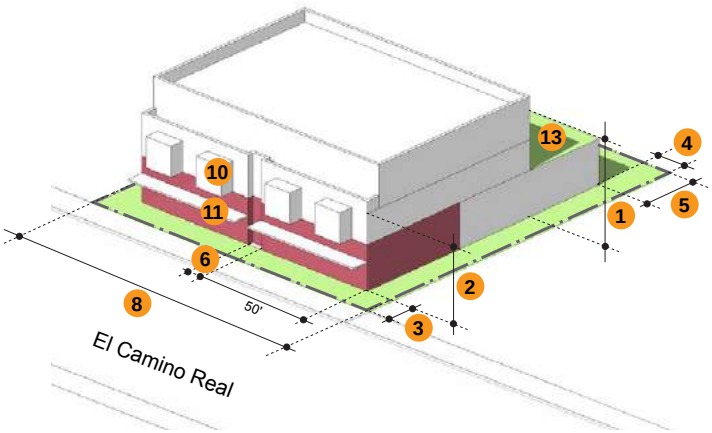
The District is located in the El Camino Real Mixed Use land use designation which supports a variety of retail uses, personal services, business and professional offices, and residential uses while including development guidelines and standards to ensure that building character relates to the adjacent residential neighborhoods.

Table E6 provides the standards for the ECR NE-L District. Illustrations are provided to help demonstrate the standards and guidelines.

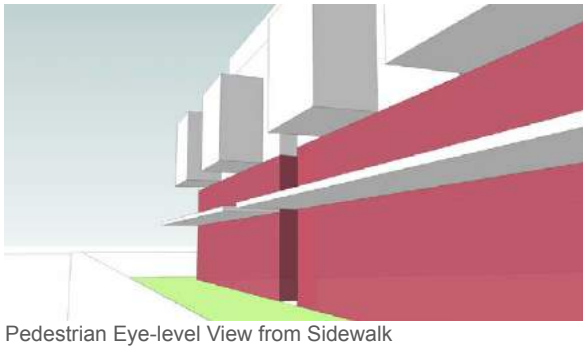


Key Map. *El Camino Real North-East - Low Density (ECR NE-L)*

Mixed Use Residential Projects in El Camino Real North-East - Low Density (ECR NE-L)



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min. (Not Applicable)
8. Building Break at 100' Min.
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length (Not Applicable)
13. Open Space



Pedestrian Eye-level View from Sidewalk

Pedestrian Eye-level View from across the Street

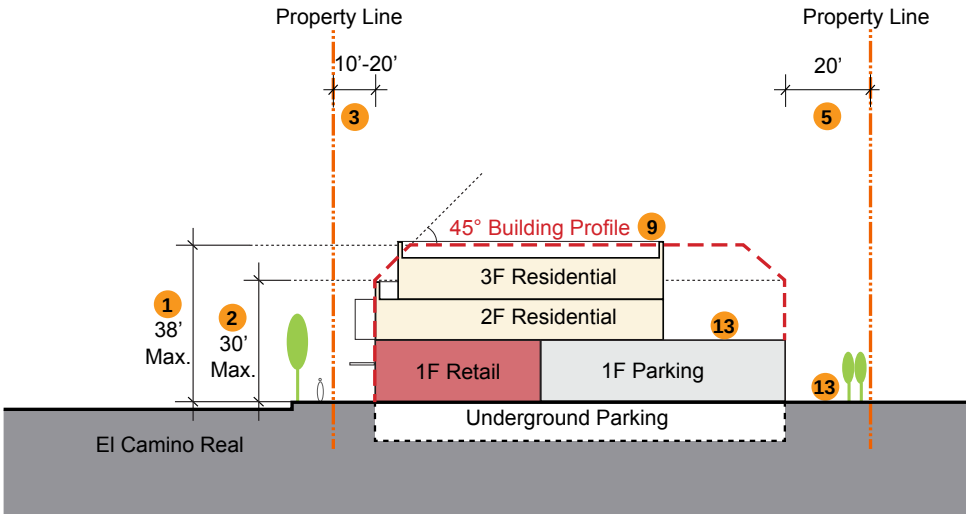
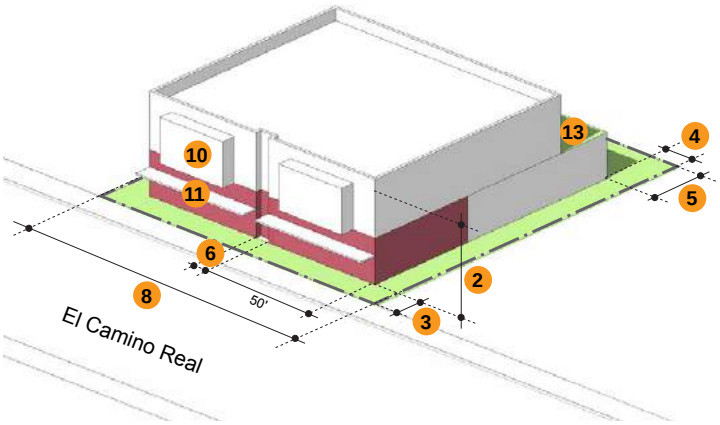


Figure E17. *Mixed Use Residential Projects in El Camino Real North-East - Low Density (ECR NE-L) District*

Mixed Use Commercial Projects in El Camino Real North-East - Low Density (ECR NE-L)



1. Building Height
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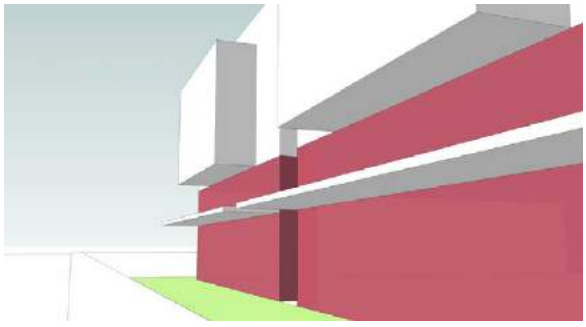
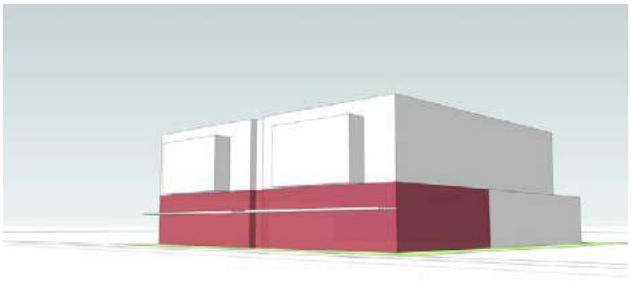


Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

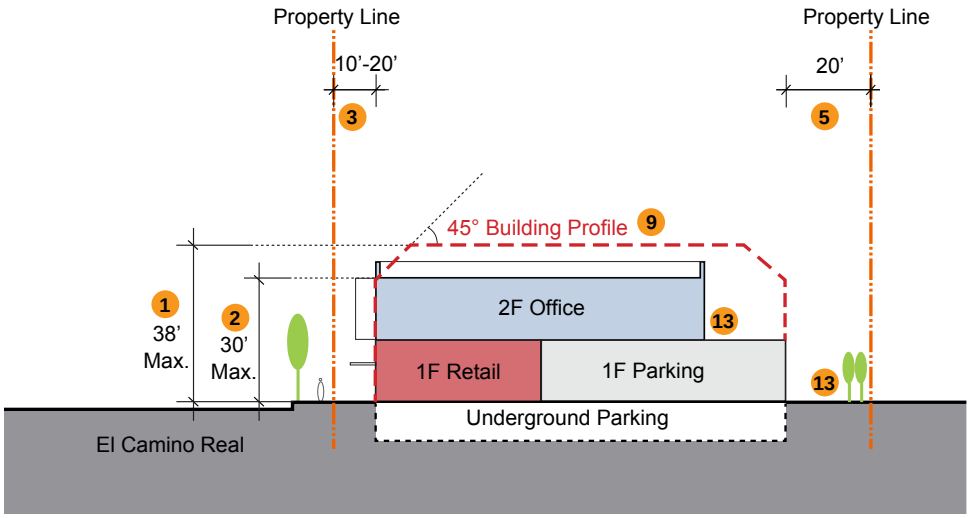


Figure E18. *Mixed Use Commercial Projects in El Camino Real North-East - Low Density (ECR NE-L) District*

El Camino Real North-East - Low Density (ECR NE-L)		
Land Use (Refer to Section E.2)	See Figure E1 and Table E1; El Camino Real Mixed Use Designation	
Development Intensity (Refer to Section E.3.1)	Maximum FAR for all uses, inclusive of Offices	Base: 0.75
		Public Benefit Bonus: 1.10
	Maximum FAR for Offices, inclusive of Medical and Dental Offices	One half of the Base or Public Benefit Bonus FAR, whichever is applicable
	Maximum FAR for Medical and Dental Offices	One third of the Base or Public Benefit Bonus FAR, whichever is applicable, up to an absolute maximum of 33,333 square feet per development project
	Base Density: 20 dwelling units per acre	
	Public Benefit Bonus Density: 30 dwelling units per acre	
Height (Refer to Section E.3.2)	Maximum Height	Building height: 38 feet
		Façade height: 30 feet for all façades except interior side façades
	Minimum Height	Commercial ground floor: 15 feet floor-to-floor
	Allowed Projections	Vertical building projections such as roof-mounted equipment, parapets and stair/elevator towers may be permitted subject to screening, height, and design standards. Refer to Section E.3.2.
Setback (Refer to Section E.3.3)	Front and Side facing a Public ROW (Note: please reference Figure E7 for standards applying to specific street faces)	Minimum: 10 feet
		Maximum: 20 feet
		Setback shall be sufficient to provide a minimum 15-foot wide sidewalk with a minimum 10-foot wide clear walking zone and a minimum 5-foot wide furnishings zone.
	Interior Side	Minimum: 10 feet
		Maximum: 25 feet
	Rear	Minimum: 20 feet
	Allowed Projections	Building and architectural projections are allowed. Refer to Section E.3.3.

continued

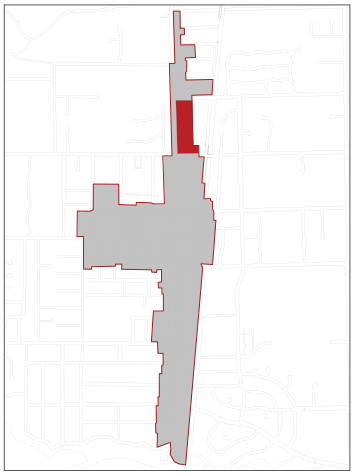
Table E6. *Development Standards for El Camino Real North-East - Low Density (ECR NE-L) District*

El Camino Real North-East - Low Density (ECR NE-L)		
Massing and Modulation (Refer to Section E.3.4)	Major portions of the building facing a street shall be parallel to the street.	
	Building Breaks	Building breaks are required. Refer to Section E.3.4.1
	Building Façade Modulation	Building façade modulation is required. Refer to Section E.3.4.2
	Building Profile	A 45-degree building profile above the maximum façade height is required for all facades except interior side façades. Vertical projections such as parapets, balcony railings and stair/elevator towers may be permitted subject to height and design standards. Refer to Section E.3.4.3.
	Upper Story Façade Length	Not applicable
Ground Floor (Refer to Section E.3.5)	Commercial ground floor shall have 50% clear-glass transparency.	
	Commercial windows/storefronts shall be recessed a minimum of 6 inches from the primary building façade.	
	Building entries shall be oriented to a public street or other public space.	
Open Space (Refer to Section E.3.6)	All development	30% minimum
	Development that includes residential	Minimum of 100 square feet of open space per unit shall be created as common open space or minimum of 80 square feet of open space per unit shall be created as private open space.
		Private open space shall have a minimum least dimension of 6 feet.
		Residential open space, whether in common or private areas, shall count toward the minimum open space requirement for the development.
		Accessible open space above parking podiums up to 16 feet high shall count toward the common open space requirement.
Parking (Refer to Section E.3.7)	See Chapter F for off-street parking and bicycle parking standards.	
Sustainable Practice (Refer to Section E.3.8)	LEED certification, at a silver level or higher, shall be required for all new construction and certain new interiors and alterations.	

Note: This table must be read in conjunction with Section E.3 "Development Standards and Guidelines" for additional relevant standards and guidelines.

Table E6. *Development Standards for El Camino Real North-East - Low Density (ECR NE-L) District (continued)*

El Camino Real North-East (ECR NE)



Key Map. *El Camino Real North-East (ECR NE)*

The ECR NE District is located on the east side of El Camino Real between Glenwood and Encinal Avenues and is characterized by a mix of retail, personal service, office and residential uses. The area is directly adjacent to medium density residential uses.

The District is located in the El Camino Real Mixed Use land use designation which supports a variety of retail uses, personal services, business and professional offices and residential uses while including development guidelines and standards to ensure that building character relates to the adjacent residential neighborhoods.

Table E7 provides the standards for the ECR NE District. Illustrations are provided to help demonstrate the standards and guidelines.

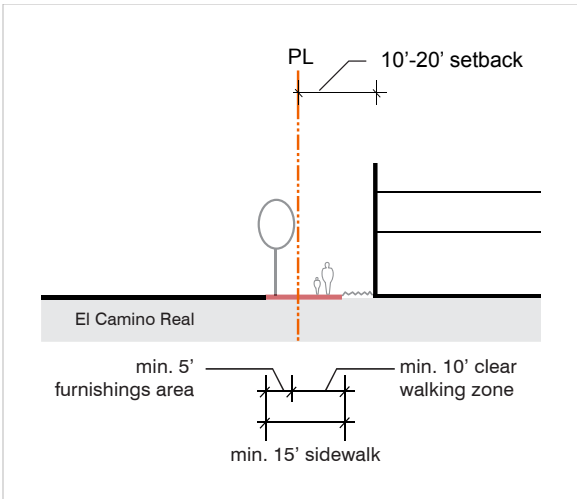
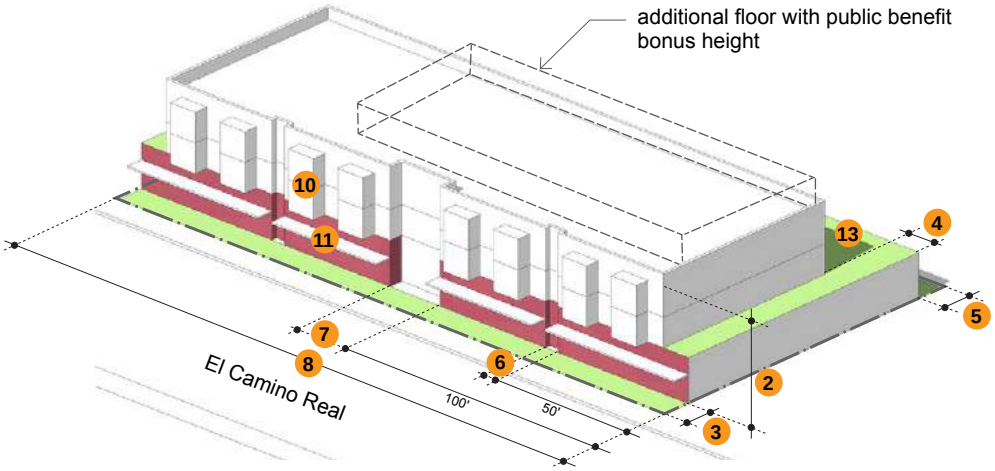


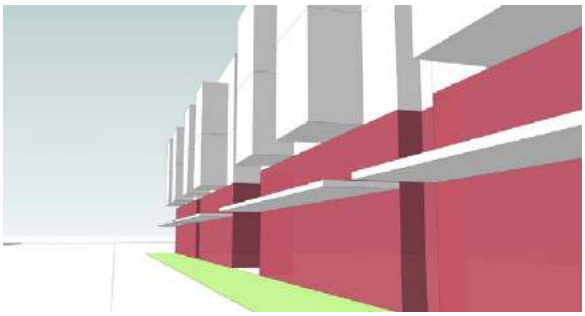
Figure E19. *ECR NE Required Setback*

Mixed Use Residential Projects in El Camino Real North-East (ECR NE)



1. Building Height
2. Façade Height*
3. Front Setback
4. Side Setback (Not Applicable on ground floor)
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break at 250' Min.
9. Building Profile*
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length*
13. Open Space

* Applicable when public benefit bonus height is availed.



Pedestrian Eye-level View from Sidewalk

Pedestrian Eye-level View from across the Street

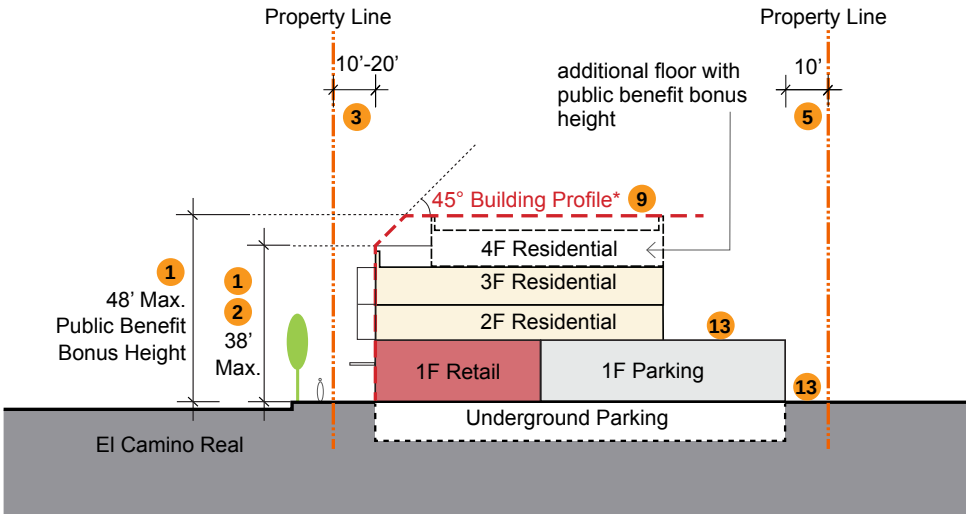
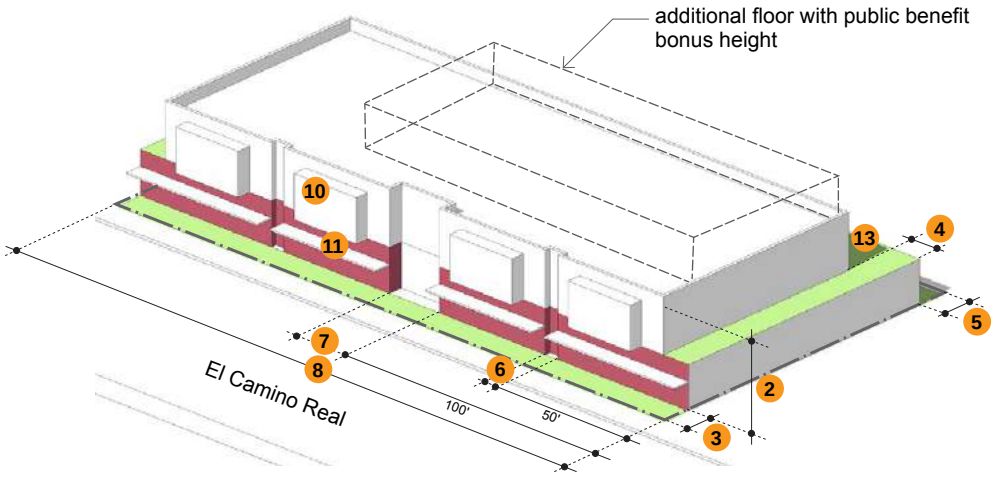


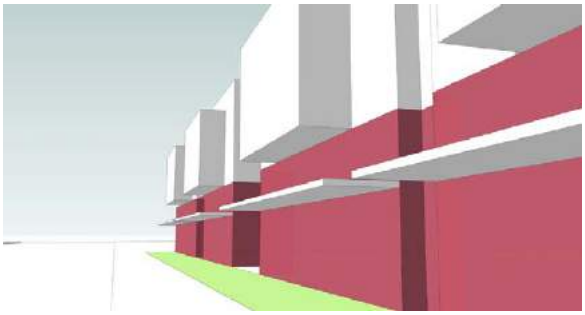
Figure E20. *Mixed Use Residential Projects in El Camino Real North-East (ECR NE) District*

Mixed Use Commercial Projects in El Camino Real North-East (ECR NE)



1. Building Height
2. Façade Height*
3. Front Setback
4. Side Setback (Not Applicable on ground floor)
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break at 250' Min.
9. Building Profile*
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length*
13. Open Space

* Applicable when public benefit bonus height is availed.



Pedestrian Eye-level View from Sidewalk

Pedestrian Eye-level View from across the Street

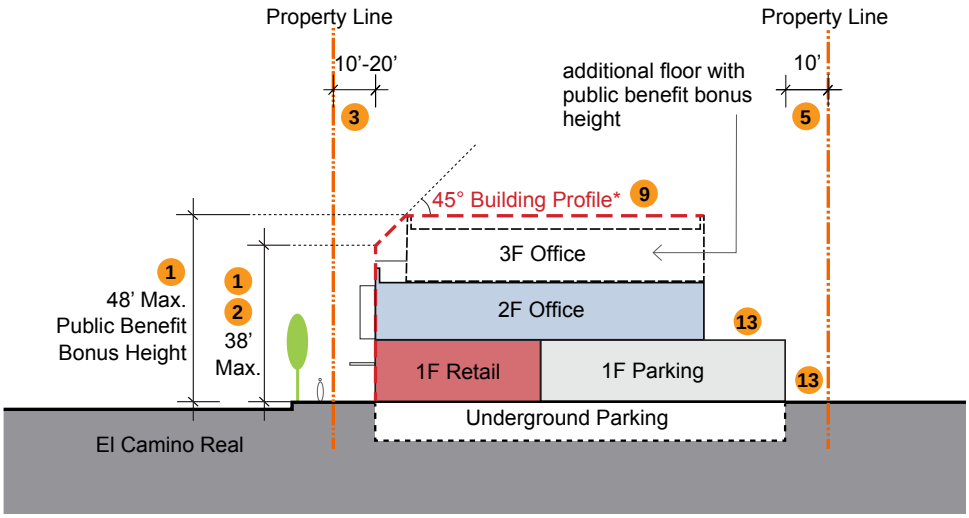


Figure E21. *Mixed Use Commercial Projects in El Camino Real North-East (ECR NE) District*

El Camino Real North-East (ECR NE)		
Land Use (Refer to Section E.2)	See Figure E1 and Table E1; El Camino Real Mixed Use Designation	
Development Intensity (Refer to Section E.3.1)	Maximum FAR for all uses, inclusive of Offices	Base: 1.10
		Public Benefit Bonus: 1.50
	Maximum FAR for Offices, inclusive of Medical and Dental Offices	One half of the Base or Public Benefit Bonus FAR, whichever is applicable
	Maximum FAR for Medical and Dental Offices	One third of the Base or Public Benefit Bonus FAR, whichever is applicable, up to an absolute maximum of 33,333 square feet per development project
	Base Density: 25 dwelling units per acre	
	Public Benefit Bonus Density: 40 dwelling units per acre	
Height (Refer to Section E.3.2)	Maximum Height	Building height: 38 feet
		Public Benefit Bonus Building Height: 48 feet
		Façade height: 38 feet for façades facing a public ROW or a public open spaces. Applicable only when availing the Public Benefit Bonus Building Height.
	Minimum Height	Commercial ground floor: 15 feet floor-to-floor
	Allowed Projections	Vertical building projections such as roof-mounted equipment, parapets and stair/elevator towers may be permitted subject to screening, height, and design standards. Refer to Section E.3.2.
Setback (Refer to Section E.3.3)	Front and Side facing a Public ROW (Note: please reference Figure E7 for standards applying to specific street faces)	Minimum: 10 feet, except along San Antonio Street where 7 feet is the minimum
		Maximum: 20 feet, except along San Antonio Street where 12 feet is the maximum
		For buildings along El Camino Real, setback shall be sufficient to provide a minimum 15-foot wide sidewalk with a minimum 10-foot wide clear walking zone and a minimum 5-foot wide furnishings zone.
	Interior Side	Minimum: 10 feet is required only for upper floors. There is no minimum side setback for ground floor.
		Maximum: 25 feet
	Rear	Minimum: 10 feet
	Allowed Projections	Building and Architectural projections are allowed. Refer to Section E.3.3.

Table E7. *Development Standards for El Camino Real North-East (ECR NE) District*

El Camino Real North-East (ECR NE)		
Massing and Modulation (Refer to Section E.3.4)	Major portions of the building facing a street shall be parallel to the street.	
	Building Breaks	Building Breaks are required. Refer to Section E.3.4.1
	Building Façade Modulation	Building Façade Modulation is required. Refer to Section E.3.4.2
	Building Profile	Applicable only when availing the Public Benefit Bonus Building Height. A 45-degree Building Profile above the maximum façade height is required for facades fronting a public ROW or a public open space. Vertical projections such as parapets, balcony railings and stair/elevator towers may be permitted subject to height and design standards. Refer to Section E.3.4.3.
	Upper Story Façade Length	Applicable only when availing the Public Benefit Bonus Building Height. Refer to Section E.3.4.4.
Ground Floor (Refer to Section E.3.5)	Commercial ground floor shall have 50% clear-glass transparency.	
	Commercial windows/storefronts shall be recessed a minimum of 6 inches from the primary building façade.	
	Building entries shall be oriented to a public street or other public space.	
Open Space (Refer to Section E.3.6)	All development	30% minimum
	Development that includes residential	Minimum of 100 square feet of open space per unit shall be created as common open space or minimum of 80 square feet of open space per unit shall be created as private open space.
		Private open space shall have a minimum least dimension of 6 feet.
		Residential open space, whether in common or private areas, shall count toward the minimum open space requirement for the development.
		Accessible open space above parking podiums up to 16 feet high shall count toward the common open space requirement.
Parking (Refer to Section E.3.7)	See Chapter F for off-street parking and bicycle parking standards.	
Sustainable Practice (Refer to Section E.3.8)	LEED certification, at a silver level or higher, shall be required for all new construction and certain new interiors and alterations.	

Note: This table must be read in conjunction with Section E.3 "Development Standards and Guidelines" for additional relevant standards and guidelines.

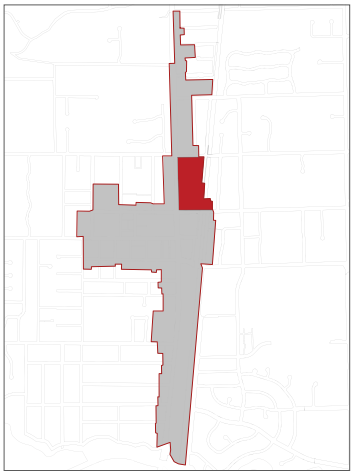
Table E7. *Development Standards for El Camino Real North-East (ECR NE) District (continued)*

El Camino Real North-East- Residential (ECR NE-R)

The ECR NE-R District is located on the east side of El Camino Real between Oak Grove and Glenwood Avenues and is characterized by a mix of retail, personal service, office and residential use. The area is bordered by the railroad tracks to the east and medium-density residential uses beyond the railroad tracks. The area is within walking distance of the train station area and downtown.

The District is located in the El Camino Real Mixed Use – Residential land use designation which supports a variety of retail uses, personal services, business and professional offices and residential uses. The district provides for higher intensities with a focus on residential development given its location near the train station area and downtown.

Table E8 provides the standards for the ECR NE-R District. Illustrations are provided to help demonstrate the standards and guidelines.



Key Map. *El Camino Real North-East - Residential Emphasis (ECR NE-R)*

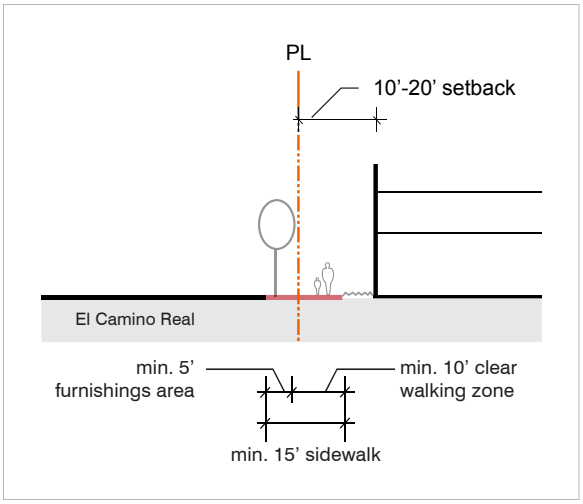
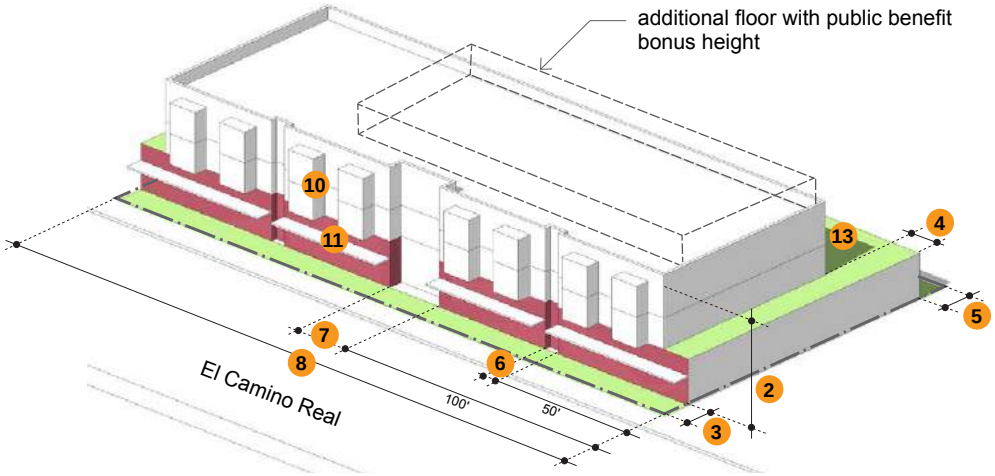


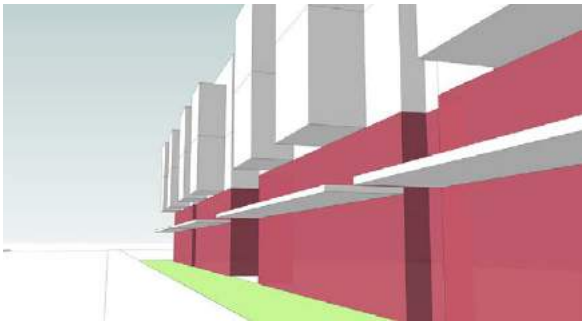
Figure E22. *ECR NE-R Required Setback*

Mixed Use Residential Projects in El Camino Real North-East - Residential (ECR NE-R)



1. Building Height
2. Façade Height*
3. Front Setback
4. Side Setback (Not Applicable on ground floor))
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break at 250' Min.
9. Building Profile*
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length*
13. Open Space

* Applicable when public benefit bonus height is availed.



Pedestrian Eye-level View from Sidewalk

Pedestrian Eye-level View from across the Street

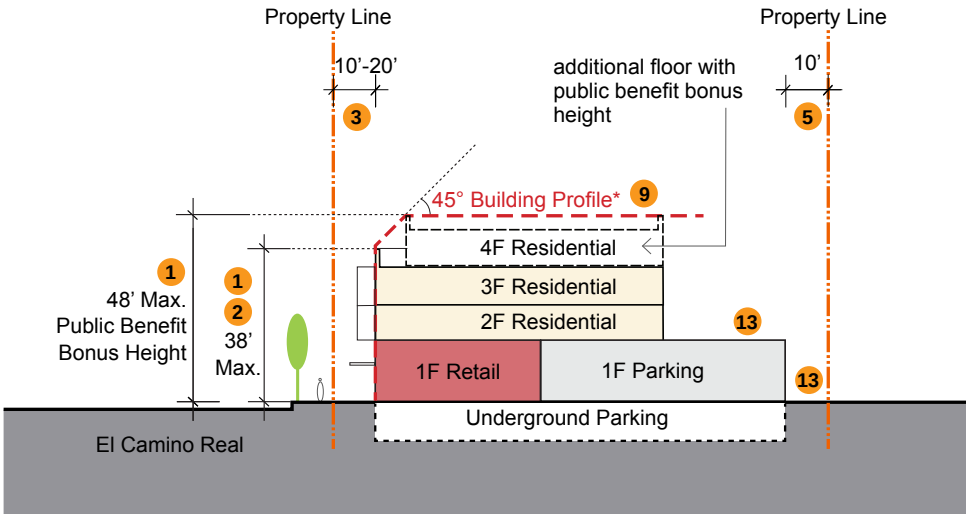
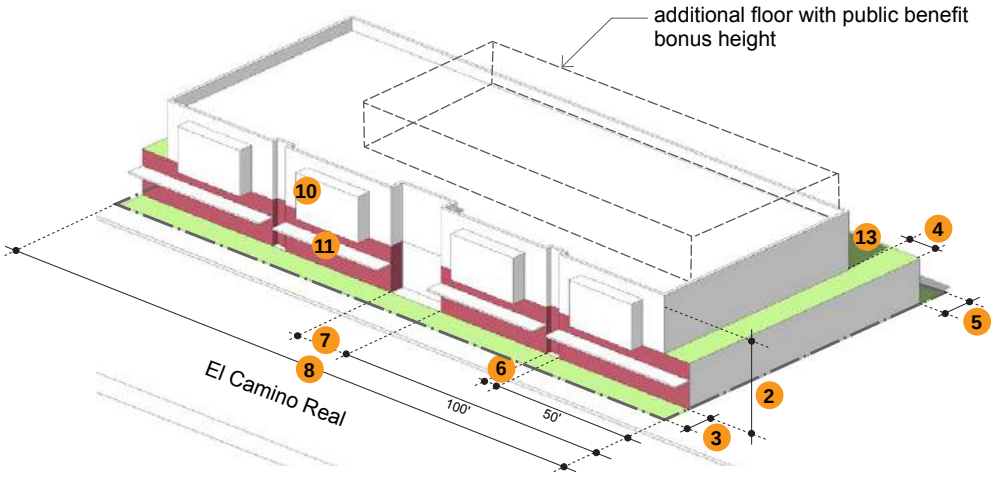


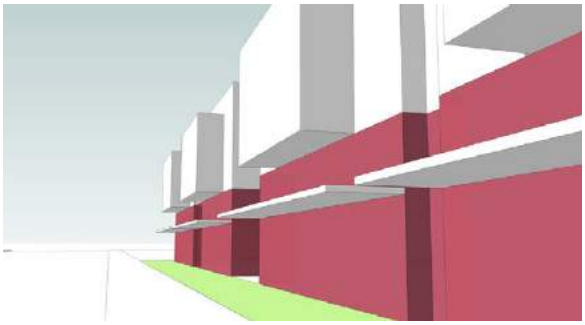
Figure E23. *Mixed Use Residential Projects in El Camino Real North-East - Residential Emphasis (ECR NE-R) District*

Mixed Use Commercial Projects in El Camino Real North-East - Residential (ECR NE-R)

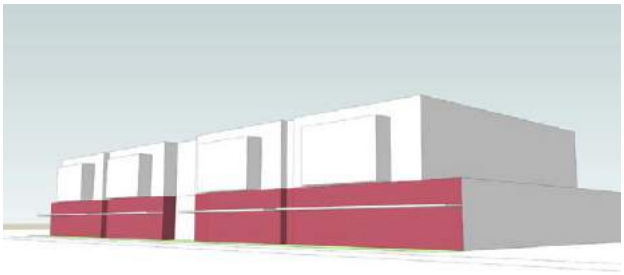


1. Building Height
2. Façade Height*
3. Front Setback
4. Side Setback (Not Applicable on ground floor)
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break at 250' Min.
9. Building Profile*
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length*
13. Open Space

* Applicable when public benefit bonus height is availed.



Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

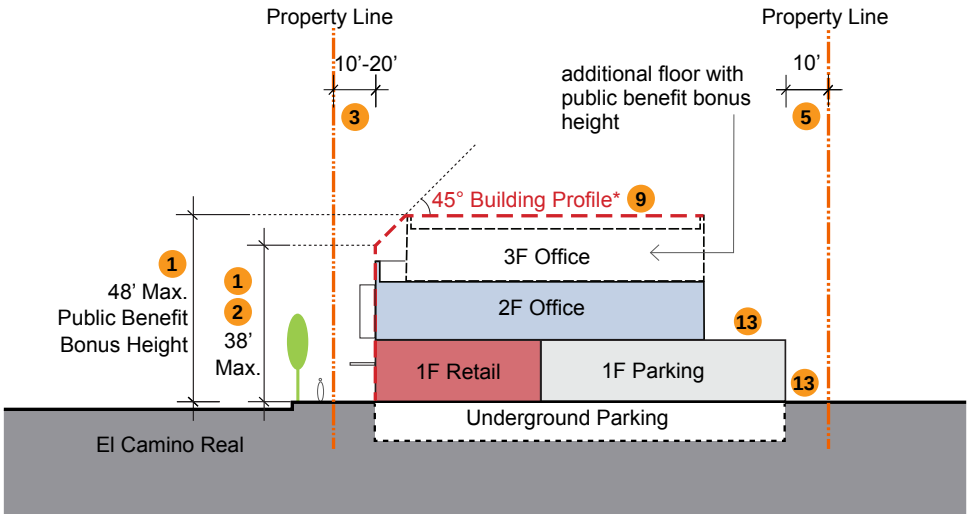


Figure E24. *Mixed Use Commercial Projects in El Camino Real North-East - Residential Emphasis (ECR NE-R) District*

El Camino Real North-East - Residential (ECR NE-R)		
Land Use (Refer to Section E.2)	See Table E2; El Camino Real Mixed Use - Residential Designation	
Development Intensity (Refer to Section E.3.1)	Maximum FAR for all uses, inclusive of Offices	Base: 1.10
		Public Benefit Bonus: 1.50
	Maximum FAR for Offices, inclusive of Medical and Dental Offices	One half of the Base or Public Benefit Bonus FAR, whichever is applicable
	Maximum FAR for Medical and Dental Offices	One third of the Base or Public Benefit Bonus FAR, whichever is applicable, up to an absolute maximum of 33,333 square feet per development project
	Base Density: 32 dwelling units per acre	
	Public Benefit Bonus density: 50 dwelling units per acre	
Height (Refer to Section E.3.2)	Maximum Height	Building height: 38 feet
		Public Benefit Bonus Building Height: 48 feet
		Façade height: 38 feet for façades facing a public ROW or a public open spaces. Applicable only when availing the Public Benefit Bonus Building Height.
	Minimum Height	Commercial ground floor: 15 feet floor-to-floor
	Allowed Projections	Vertical building projections such as roof-mounted equipment, parapets and stair/elevator towers may be permitted subject to screening, height, and design standards. Refer to Section E.3.2.
Setback (Refer to Section E.3.3)	Front and Side facing a Public ROW (Note: please reference Figure E7 for standards applying to specific street faces)	Minimum: 10 feet, except on Oak Grove Avenue and Garwood Way where 7 feet is the minimum
		Maximum: 20 feet, except on Oak Grove Avenue and Garwood Way where 12 feet is the maximum
		For buildings along El Camino Real, setback shall be sufficient to provide a minimum 15-foot wide sidewalk with a minimum 10-foot wide clear walking zone and a minimum 5-foot wide furnishings zone.
		For buildings along Oak Grove Avenue and Garwood Way, setback shall be sufficient to provide a minimum 12-foot wide sidewalk with a minimum 8-foot wide clear walking zone and a minimum 4-foot wide furnishings zone.
	Interior Side	Minimum: 10 feet is required only for upper floors. There is no minimum side setback for ground floor.
		Maximum: 25 feet
	Rear	Minimum: 10 feet
	Allowed Projections	Building and Architectural projections are allowed. Refer to Section E.3.3.

continued

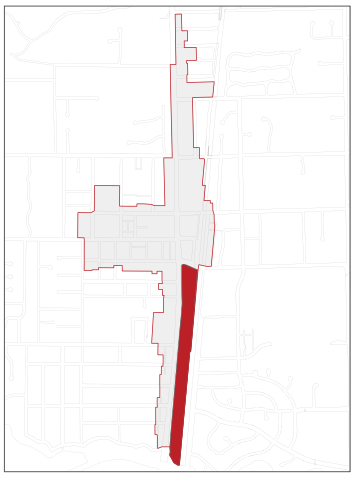
Table E8. *Development Standards for El Camino Real North-East - Residential Emphasis (ECR NE-R) District*

El Camino Real North-East - Residential (ECR NE-R)		
Massing and Modulation (Refer to Section E.3.4)	Major portions of the building facing a street shall be parallel to the street.	
	Building Breaks	Building Breaks are required. Refer to Section E.3.4.1
	Building Façade Modulation	Building Façade Modulation is required. Refer to Section E.3.4.2
	Building Profile	Applicable only when availing the Public Benefit Bonus Building Height. A 45-degree Building Profile above the maximum façade height is required for façades fronting a public ROW or a public open space. Vertical projections such as parapets, balcony railings and stair/elevator towers may be permitted subject to height and design standards. Refer to Section E.3.4.3.
	Upper Story Façade Length	Applicable only when availing the Public Benefit Bonus Building Height. Refer to Section E.3.4.4.
Ground Floor (Refer to Section E.3.5)	Commercial ground floor shall have 50% clear-glass transparency.	
	Commercial windows/storefronts shall be recessed a minimum of 6 inches from the primary building façade.	
	Building entries shall be oriented to a public street or other public space.	
Open Space (Refer to Section E.3.6)	All development	20% minimum
	Development that includes residential	Minimum of 100 square feet of open space per unit shall be created as common open space or minimum of 80 square feet of open space per unit shall be created as private open space.
		Private open space shall have a minimum least dimension of 6 feet.
		Residential open space, whether in common or private areas, shall count toward the minimum open space requirement for the development.
		Accessible open space above parking podiums up to 16 feet high shall count toward the common open space requirement.
Parking (Refer to Section E.3.7)	See Chapter F for off-street parking and bicycle parking standards.	
Sustainable Practice (Refer to Section E.3.8)	LEED certification, at a silver level or higher, shall be required for all new construction and certain new interiors and alterations.	

Note: This table must be read in conjunction with Section E.3 "Development Standards and Guidelines" for additional relevant standards and guidelines.

Table E8. *Development Standards for El Camino Real North-East - Residential Emphasis (ECR NE-R) District (continued)*

El Camino Real South-East (ECR SE)



Key Map. *El Camino Real South-East (ECR SE)*

The ECR SE District is located on the east side of El Camino Real, south of Ravenswood Avenue and is characterized by a mix of larger office developments, hotel and retail and personal service uses. The area is bordered by the railroad tracks to the east beyond which are the Civic Center complex and residential neighborhoods.

The District is located in two distinct land use designations, El Camino Real Mixed Use and El Camino Real Mixed Use – Residential designations. Both designations support a variety of retail uses, personal services, business and professional offices and residential uses. Much of the area is under single ownership which provides an opportunity for well-designed redevelopment of underutilized parcels of land with a focus on creating publicly accessible open space and essential pedestrian and bicycle linkages.

Table E9 provides the standards for the ECR SE District. Illustrations are provided to help demonstrate the standards and guidelines.

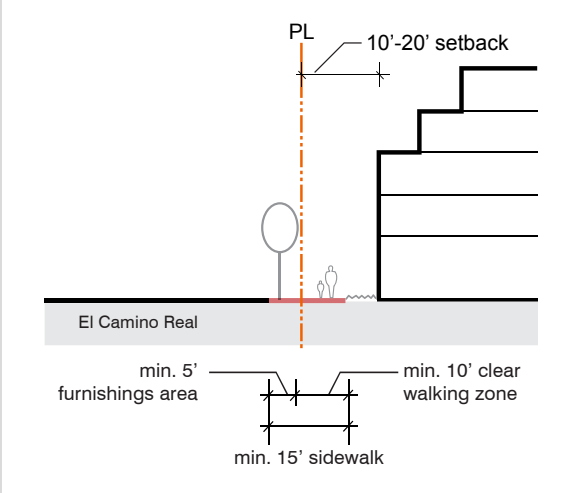
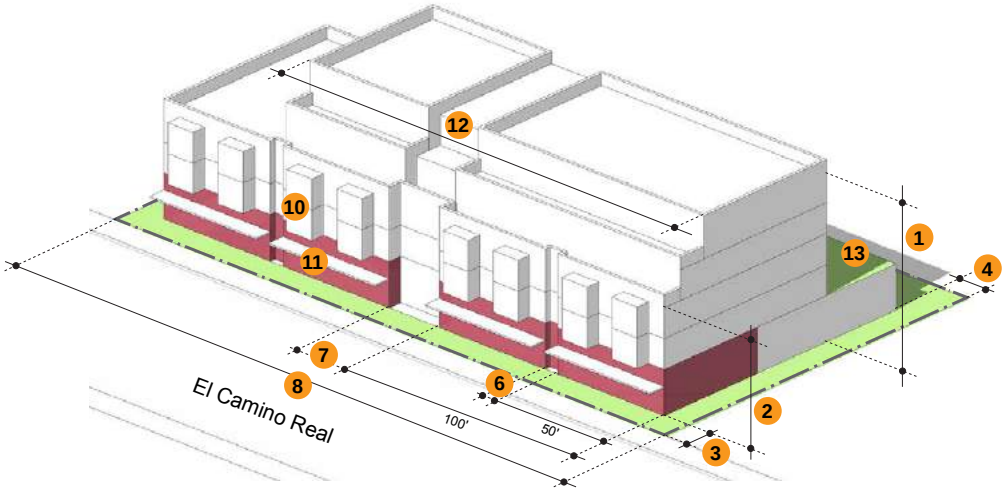
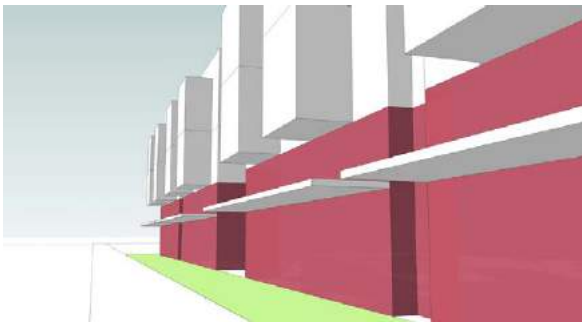


Figure E25. *ECR SE Required Setback*

Mixed Use Residential Projects in El Camino Real South-East (ECR SE)



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback
5. Rear Setback (Not Applicable)
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break at 250' Min.
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length
13. Open Space



Pedestrian Eye-level View from Sidewalk

Pedestrian Eye-level View from across the Street

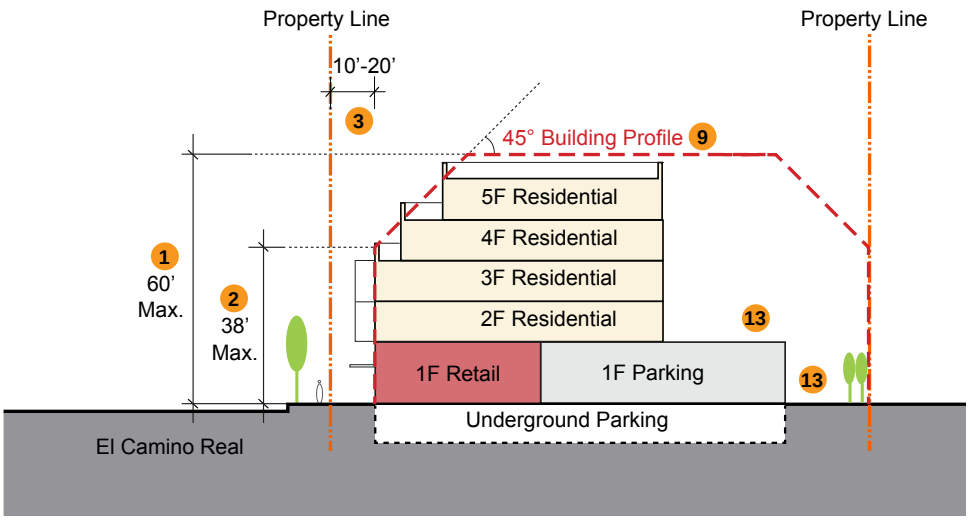
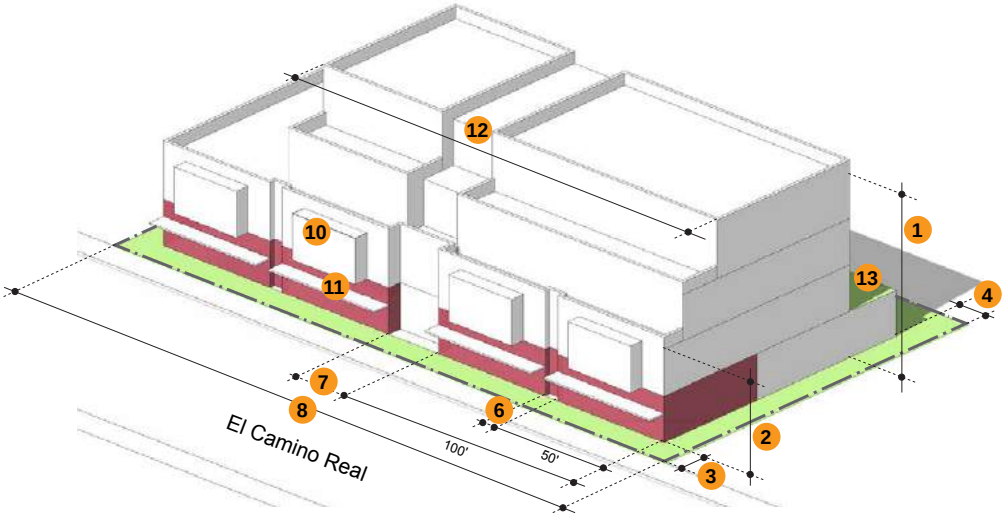
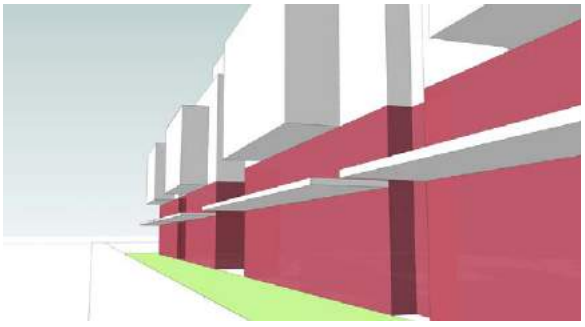


Figure E26. *Mixed Use Residential Projects in El Camino Real South-East (ECR SE) District*

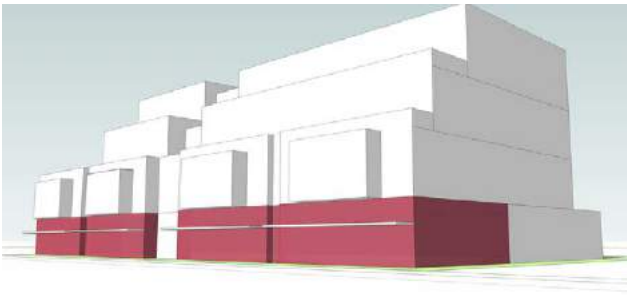
Mixed Use Commercial Projects in El Camino Real South-East (ECR SE)



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback
5. Rear Setback (Not Applicable)
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break at 250' Min.
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length
13. Open Space



Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

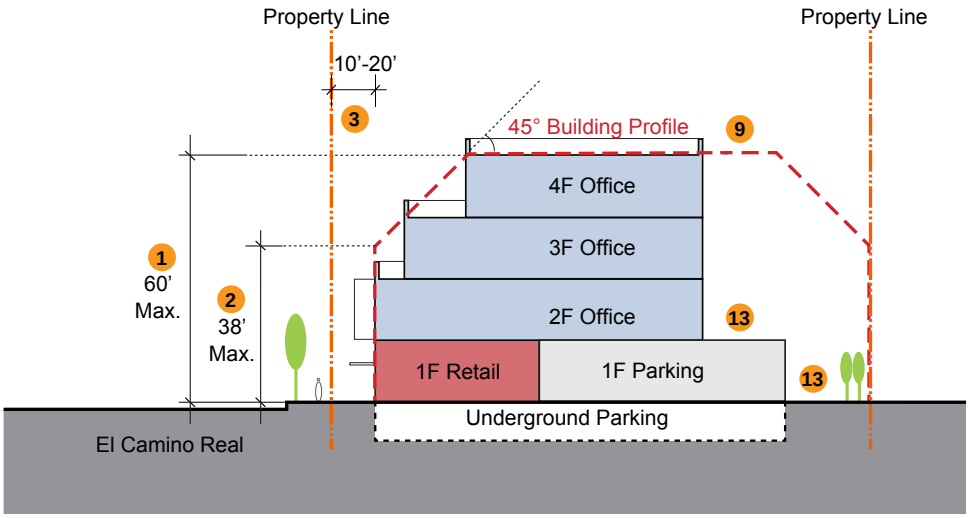


Figure E27. *Mixed Use Commercial Projects in El Camino Real South-East (ECR SE) District*

El Camino Real South-East (ECR SE)		
Land Use (Refer to Section E.2)	See Figure E 1 and Table E1; El Camino Real Mixed Use and El Camino Real Mixed Use - Residential Designations	
	Retail Node at Middle Avenue (east of El Camino Real)	Minimum 10,000 sf of retail/restaurant space. Refer to Page E11.
Development Intensity (Refer to Section E.3.1)	Maximum FAR for all uses, inclusive of Offices	Base: 1.25
		Public Benefit Bonus: 1.75
	Maximum FAR for Offices, inclusive of Medical and Dental Offices	One half of the Base or Public Benefit Bonus FAR, whichever is applicable
	Maximum FAR for Medical and Dental Offices	One third of the Base or Public Benefit Bonus FAR, whichever is applicable, up to an absolute maximum of 33,333 square feet per development project
	Base Density: 40 dwelling units per acre	
	Public Benefit Bonus Density: 60 dwelling units per acre	
Height (Refer to Section E.3.2)	Maximum Height	Building height: 60 feet
		Façade height: 38 feet for all façades except interior sides
	Minimum Height	Commercial ground floor: 15 feet floor-to-floor
	Allowed Projections	Vertical building projections such as roof-mounted equipment, parapets and stair/elevator towers may be permitted subject to screening, height, and design standards. Refer to Section E.3.2.
Setback (Refer to Section E.3.3)	Front and Side facing a public ROW (Note: please reference Figure E7 for standards applying to specific street faces)	Minimum: 10 feet
		Maximum: 20 feet
		Setback shall be sufficient to provide a minimum 15-foot wide sidewalk with a minimum 10-foot wide clear walking zone and a minimum 5-foot wide furnishings/planting zone.
	Interior Side	Minimum: 10 feet
		Maximum: 25 feet
	Rear	Minimum: 0 feet
	Creek	No development activities may take place within the San Francisquito Creek bed, below the creek bed or in the riparian corridor.
	Allowed Projections	Building and Architectural projections are allowed. Refer to Section E.3.3.

Table E9. *Development Standards for El Camino Real South-East (ECR SE) District*

El Camino Real South-East (ECR SE)		
Massing and Modulation (Refer to Section E.3.4)	Major portions of the building facing a street shall be parallel to the street.	
	Building Breaks	Refer to Section E.3.4.1
	Building Façade Modulation	Building Façade Modulation is required. Refer to Section E.3.4.2
	Building Profile	A 45-degree Building Profile above the maximum façade height is required for all façades except interior side façades. Vertical projections such as parapets, balcony railings and stair/elevator towers may be permitted subject to height and design standards. Refer to Section E.3.4.3
	Upper Story Façade Length	Required. Refer to Section E.3.4.4.
Ground Floor (Refer to Section E.3.5)	Commercial ground floor shall have 50% clear-glass transparency.	
	Commercial windows/storefronts shall be recessed a minimum of 6 inches from the primary building façade.	
	Building entries shall be oriented to a public street or other public space.	
Open Space (Refer to Section E.3.6)	All development	30% minimum
	Development that includes residential	Minimum of 100 square feet of open space per unit shall be created as common open space or minimum of 80 square feet of open space per unit shall be created as private open space.
		Private open space shall have a minimum least dimension of 6 feet.
		Residential open space, whether in common or private areas, shall count toward the minimum open space requirement for the development.
		Accessible open space above parking podiums up to 16 feet high shall count toward the common open space requirement.
Parking (Refer to Section E.3.7)	See Chapter F for off-street parking and bicycle parking standards.	
Sustainable Practice (Refer to Section E.3.8)	LEED certification, at a silver level or higher, shall be required for all new construction and certain new interiors and alterations.	

Note: This table must be read in conjunction with Section E.3 "Development Standards and Guidelines" for additional relevant standards and guidelines.

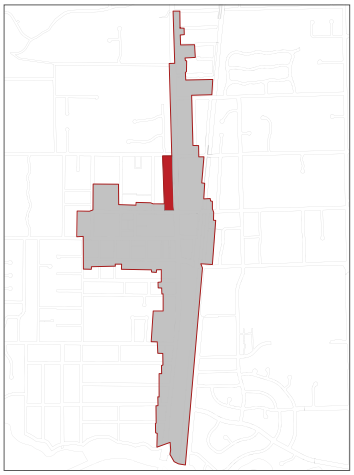
Table E9. *Development Standards for El Camino Real South-East (ECR SE) District (continued)*

El Camino Real North-West (ECR NW)

The ECR NW District is located on the west side of El Camino Real between Oak Grove and Valparaiso Avenues and is characterized by a mix of retail and service uses. The area is directly adjacent to medium density residential use and within walking distance to the train station area and downtown.

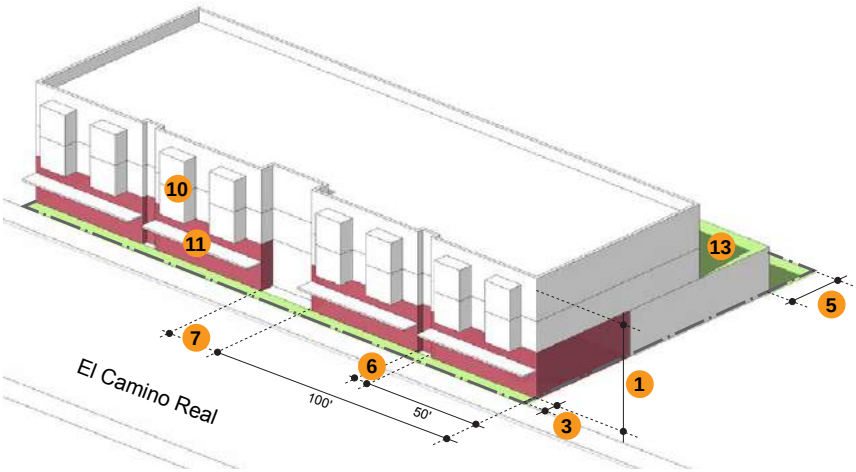
The District is located in the El Camino Real Mixed Use – Residential land use designation which supports a variety of retail uses, personal services, business and professional offices and residential uses. The district provides for higher intensities with a focus on residential development given its location near the train station area and downtown.

Table E10 provides the standards for the ECR NW District. Illustrations are provided to help demonstrate the standards and guidelines.

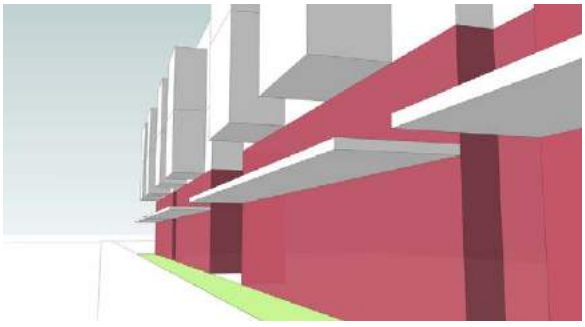


Key Map. *El Camino Real North-West (ECR NW)*

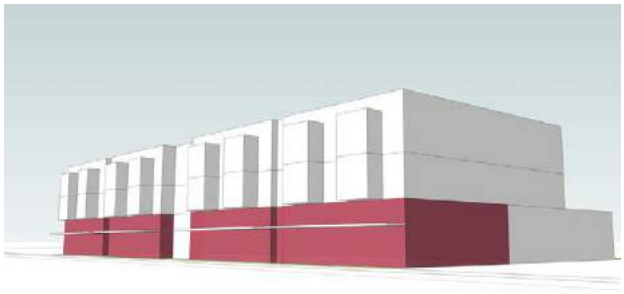
Mixed Use Residential Projects in El Camino Real North-West (ECR NW)



1. Building Height
2. Façade Height (Not Applicable)
3. Front Setback
4. Side Setback (Not Applicable)
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break (Not Applicable)
9. Building Profile (Not Applicable)
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length (Not Applicable)
13. Open Space



Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

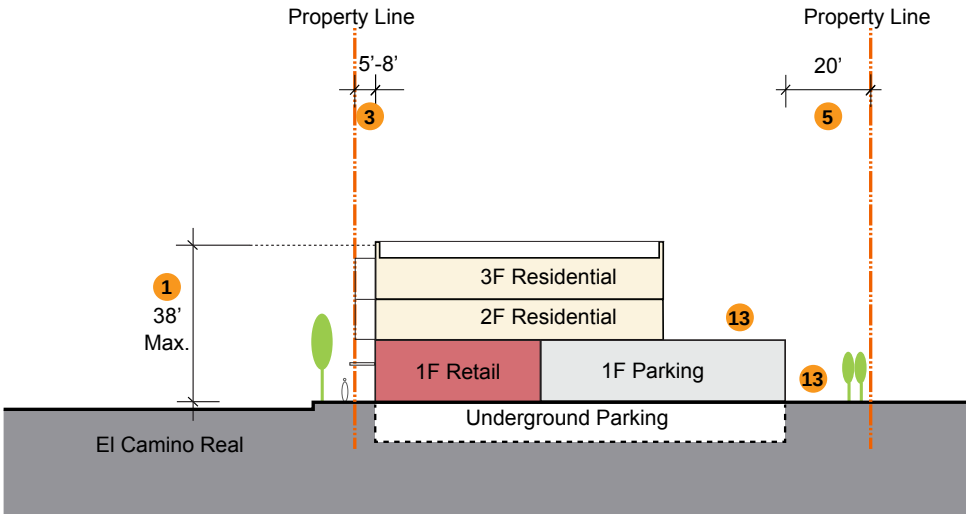
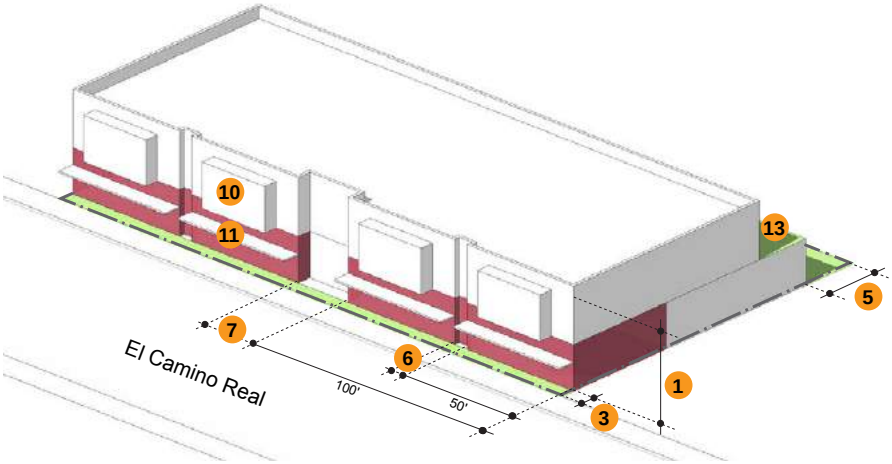
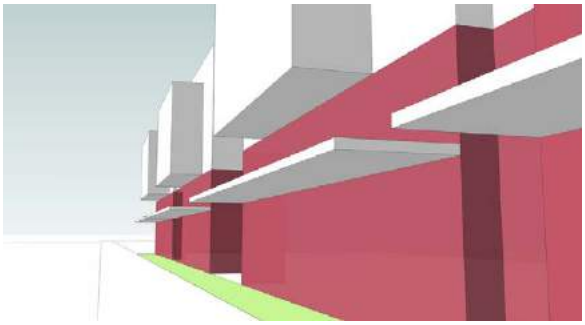


Figure E28. *Mixed Use Residential Projects in El Camino Real North-West (ECR NW) District*

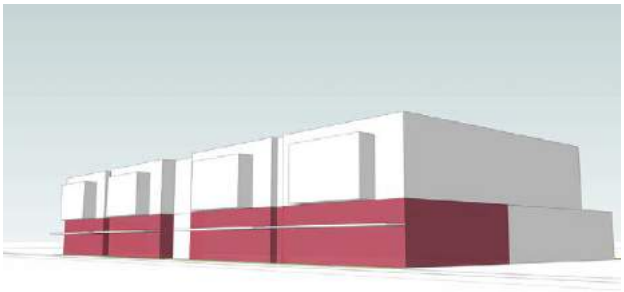
Mixed Use Commercial Projects in El Camino Real North-West (ECR NW)



1. Building Height
2. Façade Height (Not Applicable)
3. Front Setback
4. Side Setback (Not Applicable)
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break (Not Applicable)
9. Building Profile (Not Applicable)
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length (Not Applicable)
13. Open Space



Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

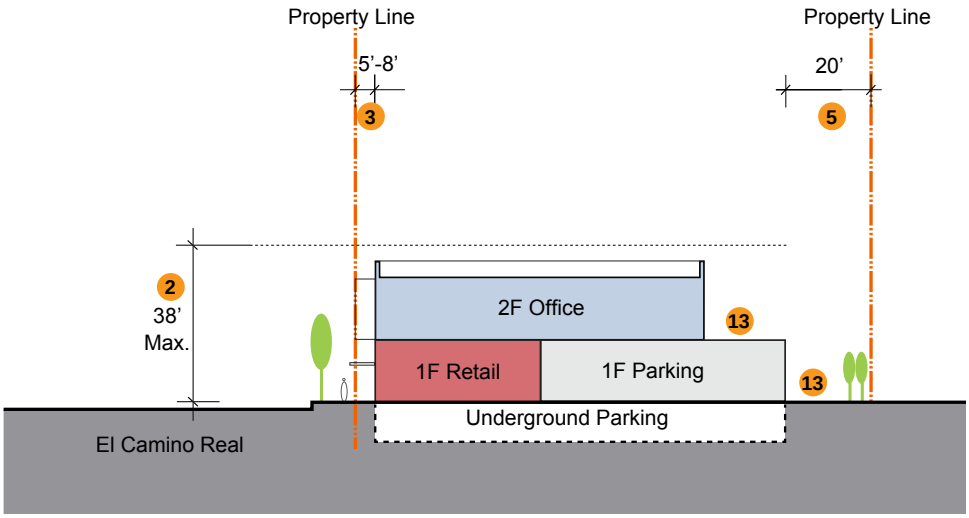


Figure E29. *Mixed Use Commercial Projects in El Camino Real North-West (ECR NW) District*

El Camino Real North-West (ECR NW)		
Land Use (Refer to Section E.2)	See Figure E1 and Table E1; El Camino Real Mixed Use - Residential Designation	
Development Intensity (Refer to Section E.3.1)	Maximum FAR for all uses, inclusive of Offices	Base: 1.10
		Public Benefit Bonus: 1.50
	Maximum FAR for Offices, inclusive of Medical and Dental Offices	One half of the Base or Public Benefit Bonus FAR, whichever is applicable
	Maximum FAR for Medical and Dental Offices	One third of the Base or Public Benefit Bonus FAR, whichever is applicable, up to an absolute maximum of 33,333 square feet per development project
	Base Density: 25 dwelling units per acre	
	Public Benefit Bonus Density: 40 dwelling units per acre	
Height (Refer to Section E.3.2)	Maximum Height	Building height: 38 feet
		Façade height: Not applicable
	Minimum Height	Commercial ground floor: 15 feet floor-to-floor
	Allowed Projections	Vertical building projections such as roof-mounted equipment, parapets and stair/elevator towers may be permitted subject to screening, height, and design standards. Refer to Section E.3.2.
Setback (Refer to Section E.3.3)	Front and Side facing a Public ROW (Note: please reference Figure E7 for standards applying to specific street faces)	Minimum: 5 feet with limited setbacks allowed for store or lobby entrances, retail frontage and outdoor seating .
		Maximum: 8 feet with limited setbacks allowed for store or lobby entrances, retail frontage and outdoor seating
		For buildings along El Camino Real, setback shall be sufficient to provide a 12-foot wide sidewalk with a minimum 8-foot wide clear walking zone and a minimum 4-foot wide furnishings zone.
	Interior Side	Not applicable
	Rear	Minimum: 20 feet
	Allowed Projections	Building and Architectural projections are allowed. Refer to Section E.3.3.

continued

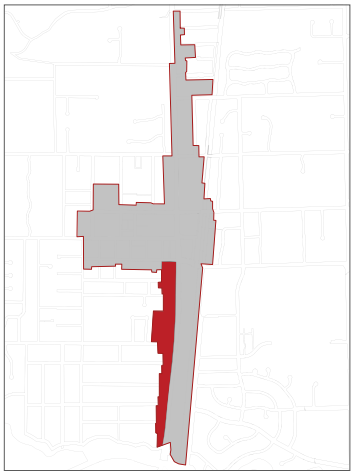
Table E10. *Development Standards for El Camino Real North-West (ECR NW) District*

El Camino Real North-West (ECR NW)		
Massing and Modulation (Refer to Section E.3.4)	Major portions of the building facing a street shall be parallel to the street.	
	Building Breaks	Not applicable
	Building Façade Modulation	Building Façade Modulation is required. Refer to Section E.3.4.2 for façade modulation.
	Building Profile	Not applicable
	Upper Story Façade Length	Not applicable
Ground Floor (Refer to Section E.3.5)	Commercial ground floor shall have 50% clear-glass transparency.	
	Commercial windows/storefronts shall be recessed a minimum of 6 inches from the primary building façade.	
	Building entries shall be oriented to a public street or other public space.	
Open Space (Refer to Section E.3.6)	All development	20% minimum
	Development that includes residential	Minimum of 100 square feet of open space per unit shall be created as common open space or minimum of 80 square feet of open space per unit shall be created as private open space.
		Private open space shall have a minimum least dimension of 6 feet.
		Residential open space, whether in common or private areas, shall count toward the minimum open space requirement for the development.
		Accessible open space above parking podiums up to 16 feet high shall count toward the common open space requirement.
Parking (Refer to Section E.3.7)	See Chapter F for off-street parking and bicycle parking standards.	
Sustainable Practice (Refer to Section E.3.8)	LEED certification, at a silver level or higher, shall be required for all new construction and certain new interiors and alterations.	

Note: This table must be read in conjunction with Section E.3 "Development Standards and Guidelines" for additional relevant standards and guidelines.

Table E10. *Development Standards for El Camino Real North-West (ECR NW) District (continued)*

El Camino Real South-West (ECR SW)



Key Map. *El Camino Real South-West (ECR SW)*

The ECR SW District is located on the west side of El Camino Real between Menlo Avenue and the southern city limits and is characterized by a mix of retail and service uses. The area is adjacent to multi-family and single-family residential uses and within walking distance to the train station area and downtown.

The District is located in the El Camino Real Mixed Use - Residential and El Camino Real Mixed Use land use designations, which both support a variety of retail uses, personal services, business and professional offices and residential uses. The district provides for higher intensities with a focus on residential development given its location near the train station area and downtown.

Table E11 provides the standards for the ECR SW District. Illustrations are provided to help demonstrate the standards and guidelines.

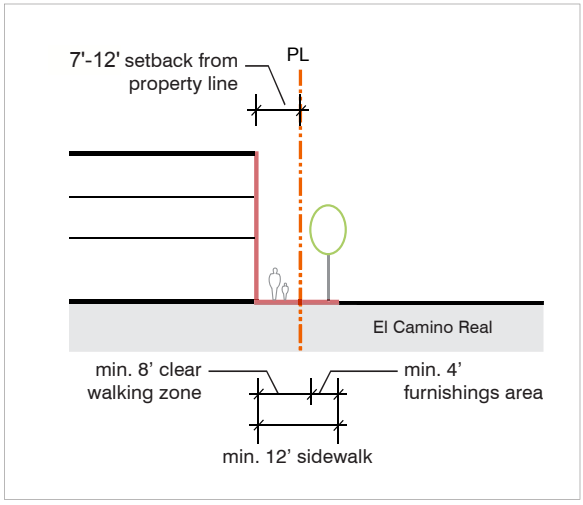
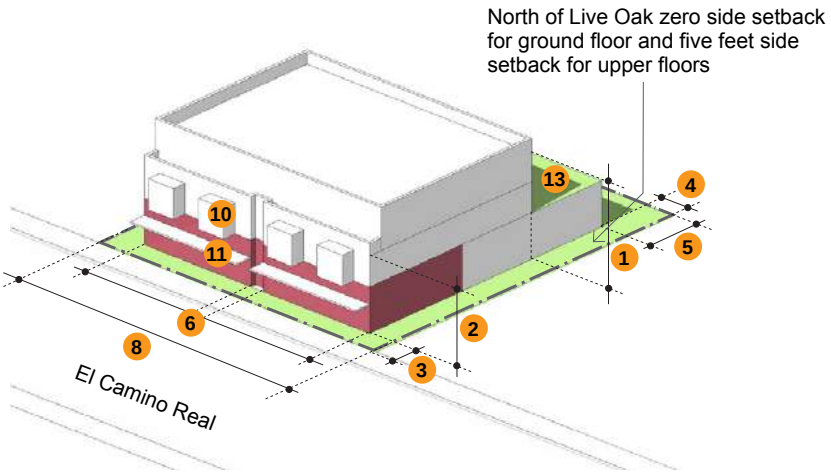
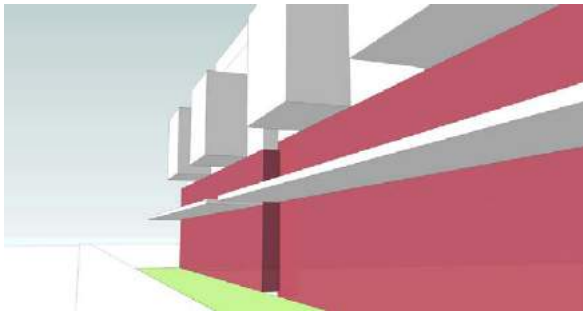


Figure E30. *ECR SW Required Setback*

Mixed Use Residential Projects in El Camino Real South-West (ECR SW)



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback (Note exception for North of Live Oak Avenue)
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation (Not Applicable)
8. Building Break at 100' Min.
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length (Not Applicable)
13. Open Space



Pedestrian Eye-level View from Sidewalk

Pedestrian Eye-level View from across the Street

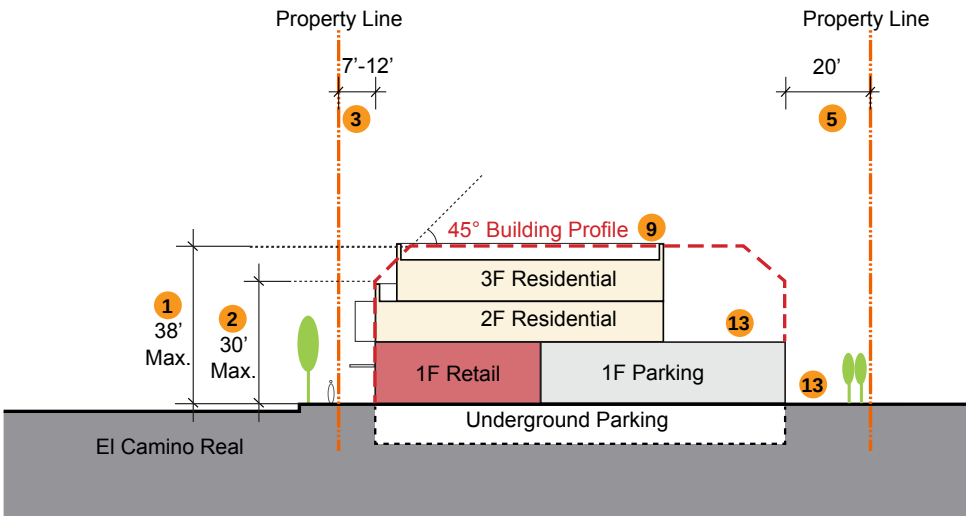
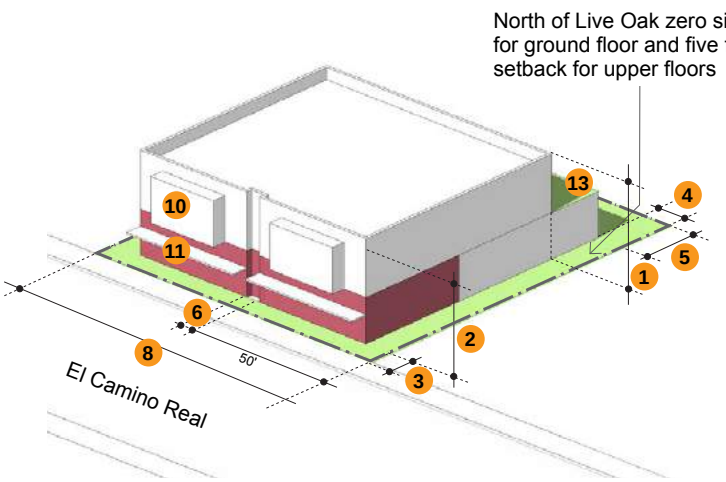
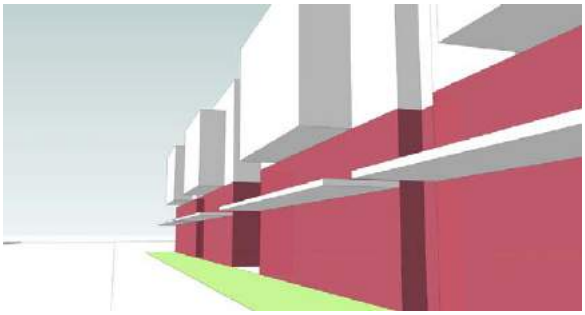


Figure E31. *Mixed Use Residential Projects in El Camino Real South-West (ECR SW) District*

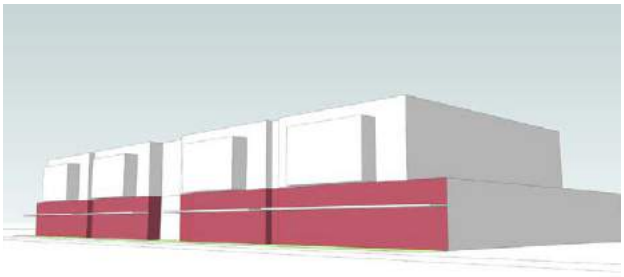
Mixed Use Commercial Projects in El Camino Real South-West (ECR SW)



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback (Note exception for North of Live Oak Avenue)
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation (Not Applicable)
8. Building Break at 100' Min.
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length (Not Applicable)
13. Open Space



Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

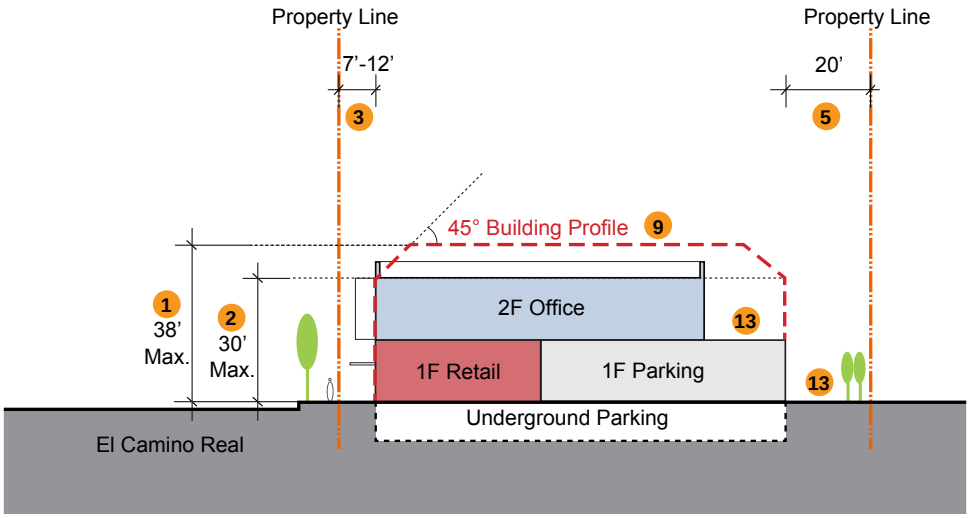


Figure E32. *Mixed Use Commercial Projects in El Camino Real South-West (ECR SW) District*

El Camino Real South-West (ECR SW)		
Land Uses (Refer to Section E.2)	See Figure E1 and Table E1; El Camino Real Mixed-Use and El Camino Real Mixed-Use/Residential Designations	
Development Intensity (Refer to Section E.3.1)	Maximum FAR for all uses, inclusive of Offices	Base: 1.10
		Public Benefit Bonus: 1.50
	Maximum FAR for Offices, inclusive of Medical and Dental Offices	One half of the Base or Public Benefit Bonus FAR, whichever is applicable
	Maximum FAR for Medical and Dental Offices	One third of the Base or Public Benefit Bonus FAR, whichever is applicable, up to an absolute maximum of 33,333 square feet per development project
	Base Density: 25 dwelling units per acre	
	Public Benefit Bonus Density: 40 dwelling units per acre	
Height (Refer to Section E.3.2)	Maximum Height	Building height: 38 feet
		Façade height: 30 feet for all façades except interior side façades
	Minimum Height	Commercial ground floor: 15 feet floor-to-floor
	Allowed Projections	Vertical building projections such as roof-mounted equipment, parapets and stair/elevator towers may be permitted subject to screening, height, and design standards. Refer to Section E.3.2.
Setback (Refer to Section E.3.3)	Front and Side facing a public ROW (Note: please reference Figure E7 for standards applying to specific street faces)	Minimum: 7 feet, except north of Live Oak Avenue where 5 feet is the minimum
		Maximum: 12 feet, except north of Live Oak Avenue where 8 feet is the maximum
		South of Live Oak Avenue, setback shall be sufficient to provide a minimum 12-foot wide sidewalk with a minimum 8-foot wide clear walking zone. A minimum 4-foot wide furnishings zone should be provided.
	Interior Side	Minimum: 5 feet, except north of Live Oak Avenue where there is no minimum side setback for ground floor and 5 feet minimum is required only for upper floors.
		Maximum: 25 feet
	Rear	Minimum: 20 feet, except north of Live Oak Avenue, where 10 feet is required.
	Creek	No development activities may take place within the San Francisquito Creek bed, below the creek bed or in the riparian corridor.
	Allowed Projections	Building and Architectural projections are allowed. Refer to Section E.3.3.

Table E11. *Development Standards for El Camino Real South-West (ECR SW) District*

El Camino Real South-West (ECR SW)		
Massing and Modulation (Refer to Section E.3.4)	Major portions of the building facing a street shall be parallel to the street.	
	Building Breaks	Required only for buildings south of Live Oak Avenue. Refer to Section E.3.4.1
	Building Façade Modulation	Building Façade Modulation is required. Refer to Section E.3.4.2
	Building Profile	A 45-degree Building Profile above the maximum façade height is required for all façades except interior side façades. Vertical projections such as parapets, balcony railings and stair/elevator towers may be permitted subject to height and design standards. Refer to Section E.3.4.3.
	Upper Story Façade Length	Not applicable
Ground Floor (Refer to Section E.3.5)	Commercial ground floor shall have 50% clear-glass transparency.	
	Commercial windows/storefronts shall be recessed a minimum of 6 inches from the primary building façade.	
	Building entries shall be oriented to a public street or other public space.	
Open Space (Refer to Section E.3.6)	All development	30% minimum, except for north of Live Oak Avenue which is 20% minimum.
	Development that includes residential	Minimum of 100 square feet of open space per unit shall be created as common open space or minimum of 80 square feet of open space per unit shall be created as private open space.
		Private open space shall have a minimum least dimension of 6 feet.
		Residential open space, whether in common or private areas, shall count toward the minimum open space requirement for the development.
		Accessible open space above parking podiums up to 16 feet high shall count toward the common open space requirement.
Parking (Refer to Section E.3.7)	See Chapter F for off-street parking and bicycle parking standards.	
Sustainable Practice (Refer to Section E.3.8)	LEED certification, at a silver level or higher, shall be required for all new construction and new certain interiors and alterations.	

Note: This table must be read in conjunction with Section E.3 "Development Standards and Guidelines" for additional relevant standards and guidelines.

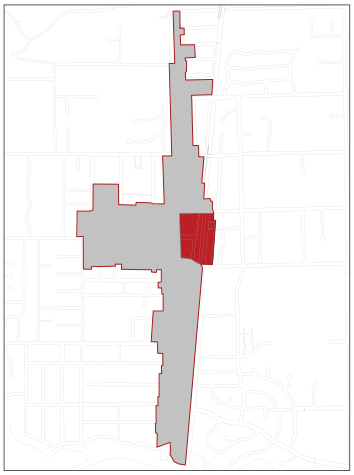
Table E11. *Development Standards for El Camino Real South-West (ECR SW) District (continued)*

Station Area East (SA E)

The SA E District is located on the east side of El Camino Real between Oak Grove and Ravenswood Avenues, and extends to the east side of Alma Street. The SA E District is characterized by a mix of retail and service uses. The area is directly adjacent to medium density residential use and is directly adjacent to the train station area and downtown.

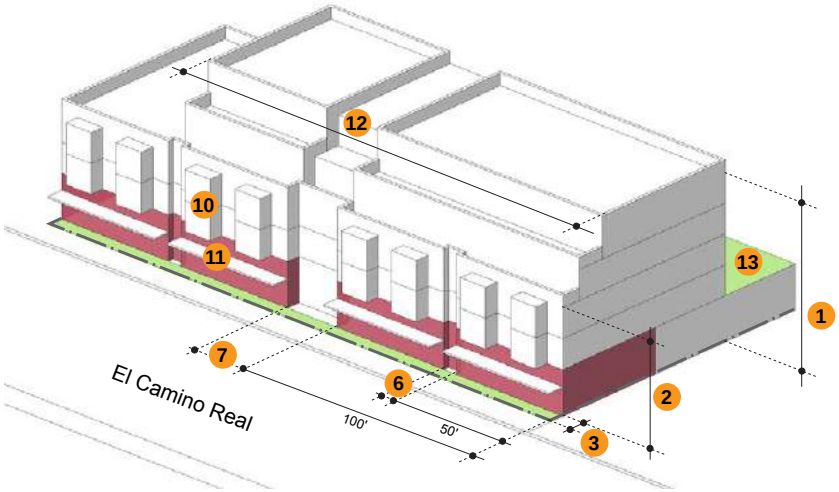
The District is located in the Downtown/Station Area Retail - Mixed Use and Downtown/Station Area "Main Street" Overlay land use designations which emphasize community-serving retail and personal services at the ground-floor level and residential/office uses above. The district provides for higher intensities with a focus on residential development given its location at the train station area and downtown.

Table E12 provides the standards for the SA E District. Illustrations are provided to help demonstrate the standards and guidelines.

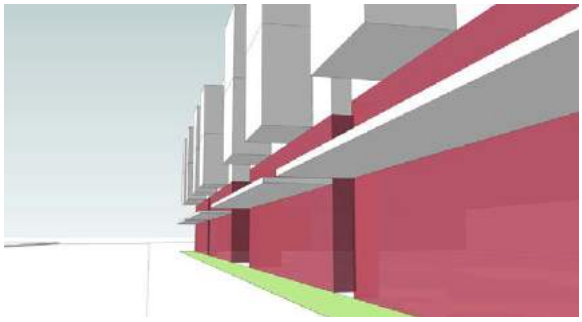


Key Map. *Station Area East (SA E)*

Mixed Use Residential Projects in Station Area East (SA E)



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback (Not Applicable)
5. Rear Setback (Not Applicable)
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break (Not Applicable)
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length
13. Open Space



Pedestrian Eye-level View from Sidewalk

Pedestrian Eye-level View from across the Street

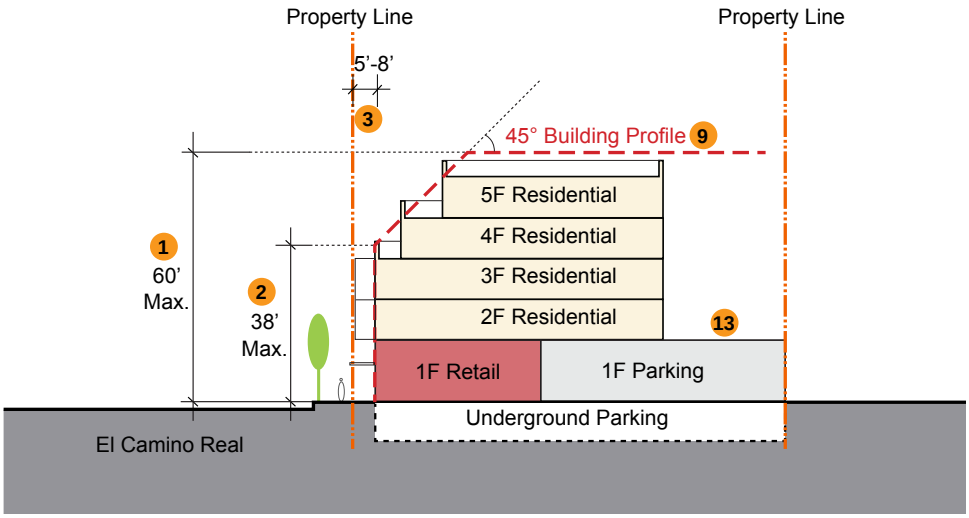
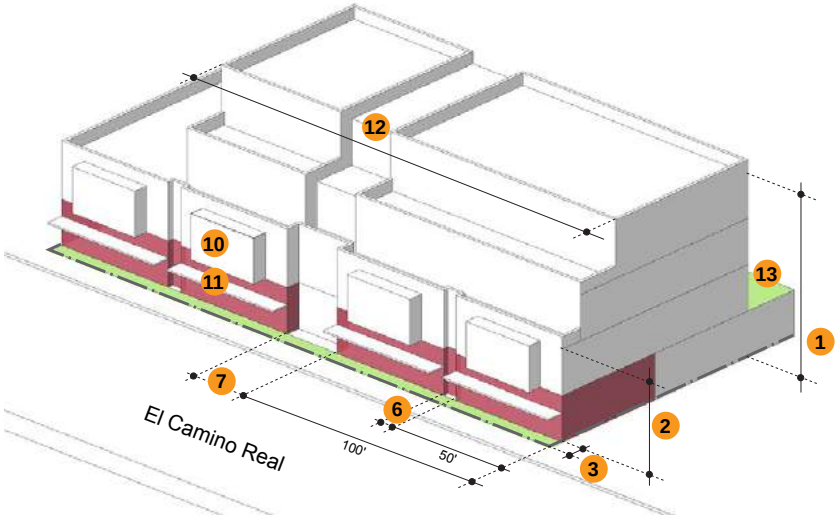
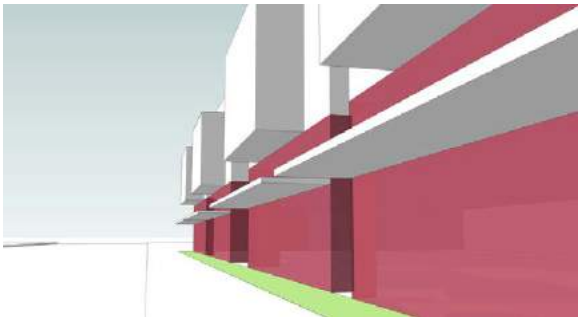


Figure E33. *Mixed Use Residential Projects in Station Area East (SA E) District*

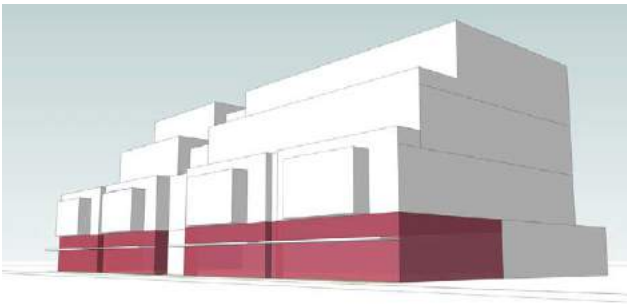
Mixed Use Commercial Projects in Station Area East (SA E)



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback (Not Applicable)
5. Rear Setback (Not Applicable)
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break (Not Applicable)
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length
13. Open Space



Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

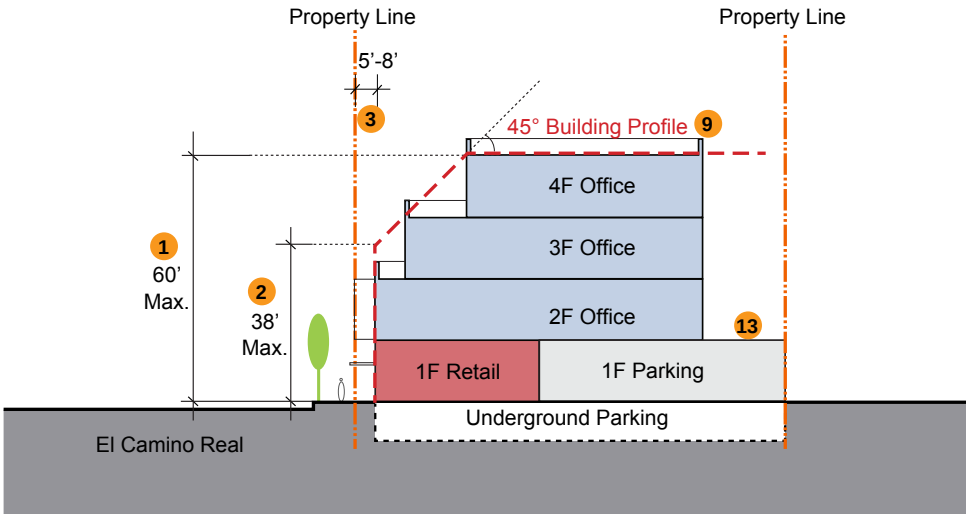
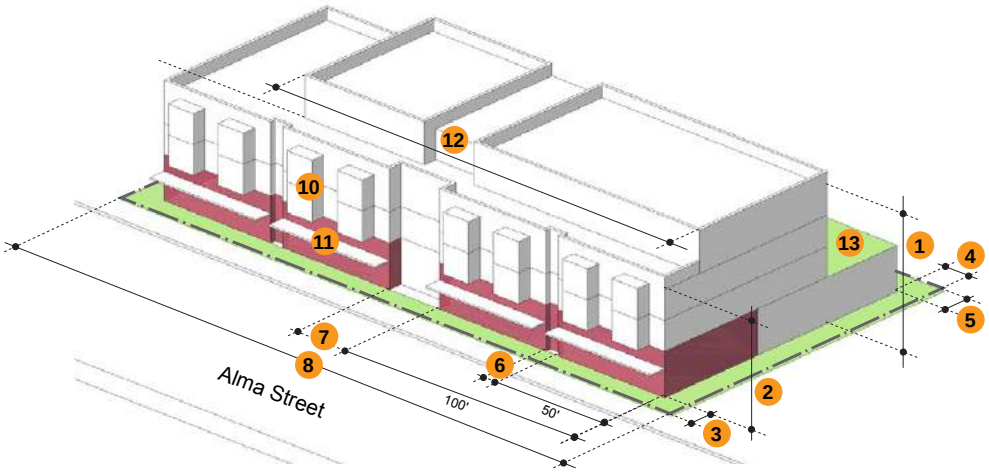
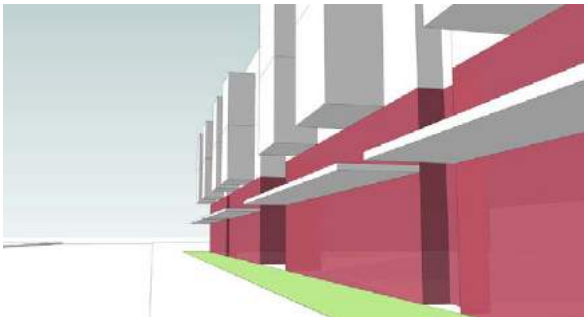


Figure E34. *Mixed Use Commercial Projects in Station Area East (SA E) District*

Mixed Use Residential Projects in Station Area East (SA E) - Alma Street East



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break at 250' Min.
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length
13. Open Space



Pedestrian Eye-level View from Sidewalk

Pedestrian Eye-level View from across the Street

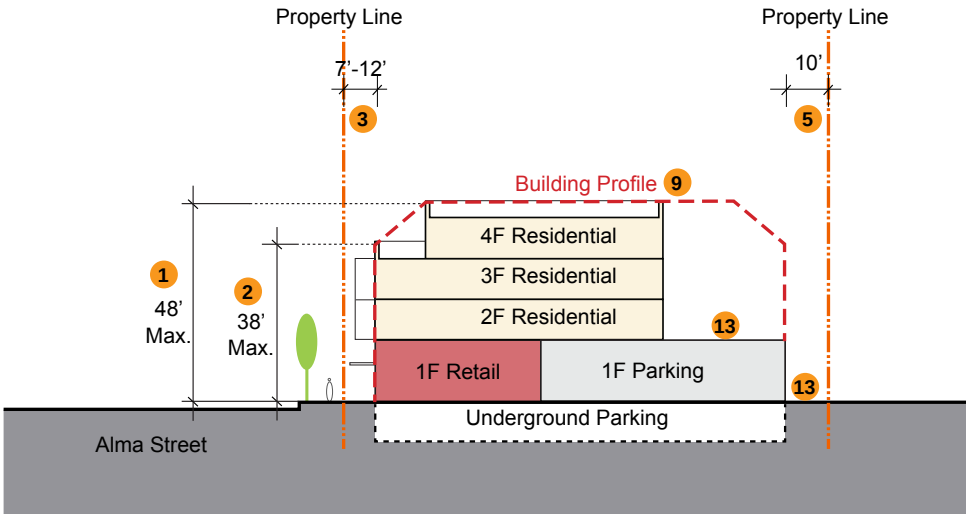


Figure E35. *Mixed Use Residential Projects in Station Area East (SA E) District - Alma Street East*

Station Area East (SA E)		
Land Uses (Refer to Section E.2)	See Figure E1 and Table E1; Downtown/Station Area Retail/Mixed Use and Downtown/Station Area "Main Street" Overlay	
Development Intensity (Refer to Section E.3.1)	Maximum FAR for all uses, inclusive of Offices	Base: 1.35
		Public Benefit Bonus: 1.75
	Maximum FAR for Offices, inclusive of Medical and Dental Offices	One half of the Base or Public Benefit Bonus FAR, whichever is applicable
	Maximum FAR for Medical and Dental Offices	One third of the Base or Public Benefit Bonus FAR, whichever is applicable
	Base Density: 50 dwelling units per acre	
	Public Benefit Bonus Density: 60 dwelling units per acre	
Height (Refer to Section E.3.2)	Maximum Height	Building height: 60 feet except east of Alma Street where it is 48 feet
		Façade height: 38 feet for all façades except interior side facades
	Minimum Height	Commercial ground floor: 15 feet floor-to-floor
	Allowed Projections	Vertical building projections such as roof-mounted equipment, parapets and stair/elevator towers may be permitted subject to screening, height, and design standards. Refer to Section E.3.2.
Setback (Refer to Section E.3.3)	Front and Side facing a public ROW (Note: please reference Figure E7 for standards applying to specific street faces)	Minimum: 0 feet, with limited setbacks allowed for store or lobby entrances, retail frontage and outdoor seating, except on El Camino Real where 5 feet is the minimum and on Alma Street where 7 feet is the minimum
		Maximum: 0 feet, except on El Camino Real where 8 feet is the maximum and on Alma Street where 12 feet is the maximum
		For buildings along El Camino Real, setback shall be sufficient to provide a 12-foot wide sidewalk with a minimum 8-foot wide clear walking zone and a minimum 4-foot wide furnishings zone.
		For buildings along Alma Street, setback shall be sufficient to provide a minimum 15-foot wide sidewalk with a minimum 10-foot wide clear walking zone and a minimum 5-foot wide furnishings zone.
	Interior Side	Minimum: 0 feet, except on Alma Street where 10 feet is required
		Maximum: 0 feet, except on Alma Street where 25 feet is permitted
	Rear	Minimum: 0 feet, except on Alma Street, where 10 feet is required
	Allowed Projections	Building and Architectural projections are allowed. Refer to Section E.3.3.

Table E12. *Development Standards for Station Area East (SA E) District*

Station Area East (SA E)		
Massing and Modulation (Refer to Section E.3.4)	Major portions of the building facing a street shall be parallel to the street.	
	Building Breaks	Not applicable except along Alma Street where it is required. Refer to Section E.3.4.1
	Building Façade Modulation	Building Façade Modulation is required. Refer to Section E.3.4.2
	Building Profile	A 45-degree Building Profile above the maximum façade height is required for all facades except the interior side facades. Vertical projections such as parapets, balcony railings and stair/elevator towers may be permitted subject to height and design standards. Refer to Section E.3.4.3.
	Upper Story Façade Length	Required. Refer to Section E.3.4.4.
Ground Floor (Refer to Section E.3.5)	Commercial ground floor shall have 50% clear-glass transparency.	
	Commercial windows/storefronts shall be recessed a minimum of 6 inches from the primary building façade.	
	Building entries shall be oriented to a public street or other public space.	
Open Space (Refer to Section E.3.6)	All development	20% minimum
	Development that includes residential	Minimum of 100 square feet of open space per unit shall be created as common open space or minimum of 80 square feet of open space per unit shall be created as private open space.
		Private open space shall have a minimum least dimension of 6 feet.
		Residential open space, whether in common or private areas, shall count toward the minimum open space requirement for the development.
		Accessible open space above parking podiums up to 16 feet high shall count toward the common open space requirement.
Parking (Refer to Section E.3.7)	See Chapter F for off-street parking and bicycle parking standards.	
Sustainable Practice (Refer to Section E.3.8)	LEED certification, at a silver level or higher, shall be required for all new construction and certain new interiors and alterations.	

Note: This table must be read in conjunction with Section E.3 "Development Standards and Guidelines" for additional relevant standards and guidelines.

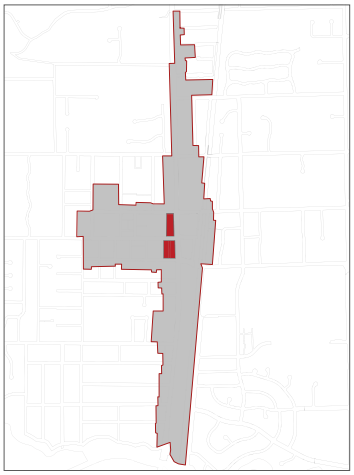
Table E12. *Development Standards for Station Area East (SA E) District (continued)*

Station Area West (SA W)

The SA W District is located on the west side of El Camino Real between Oak Grove and Menlo Avenues, and extends to Doyle and Maloney Streets. The SA W District is characterized by a mix of retail and service uses. The area is directly adjacent to downtown and it is very close to the train station area.

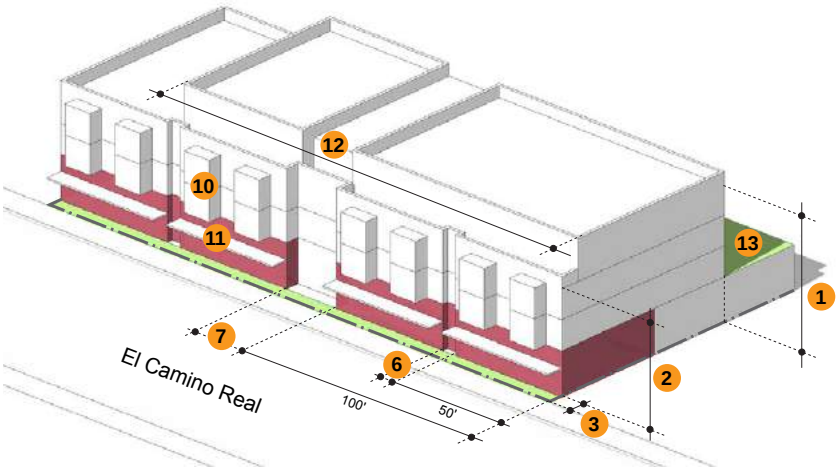
The District is located in the Downtown/Station Area Retail - Mixed Use and Downtown/Station Area "Main Street" Overlay land use designations which emphasize community-serving retail and personal services at the ground-floor level and residential/office uses above. The district provides for higher intensities with a focus on residential development given its location at the train station area and downtown. However, relative to the rest of the Station Area, heights would be limited slightly in order to provide a transition from the SA E District to the D Downtown District.

Table E13 provides the standards for the SA W District. Illustrations are provided to help demonstrate the standards and guidelines.

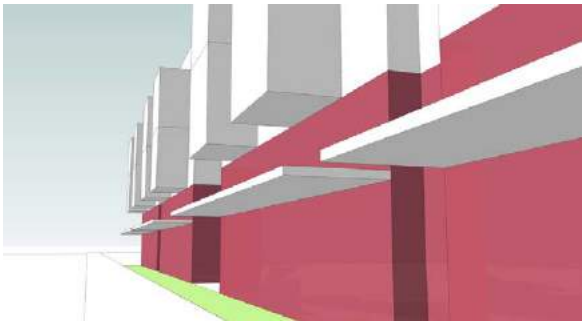


Key Map. *Station Area West (SA W)*

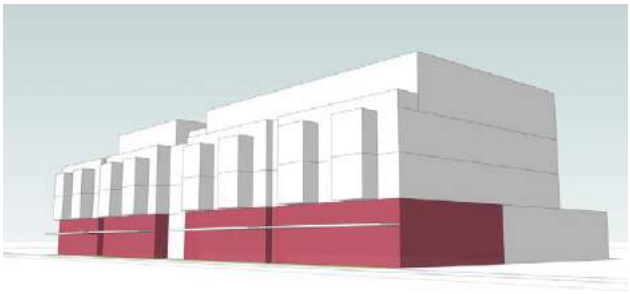
Mixed Use Residential Projects in Station Area West (SA W)



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback (Not Applicable)
5. Rear Setback (Not Applicable)
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break (Not Applicable)
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length
13. Open Space



Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

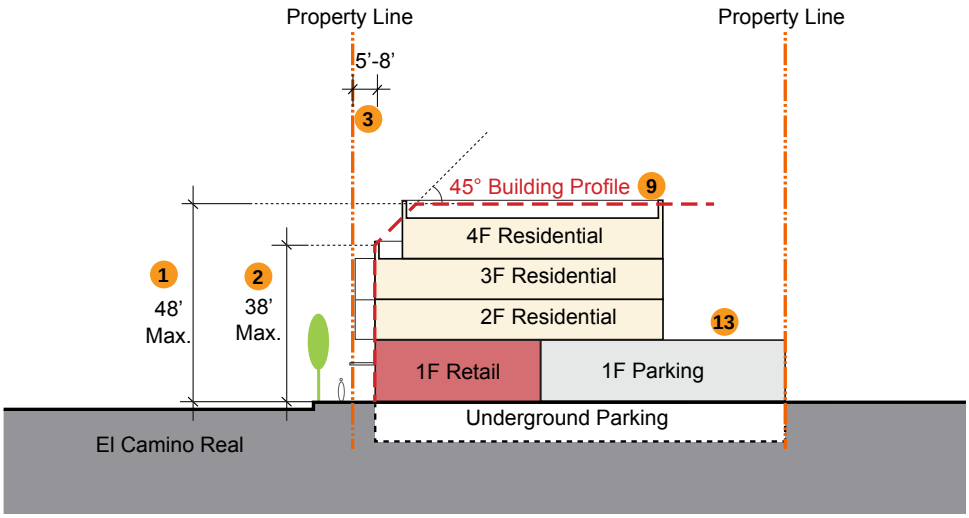
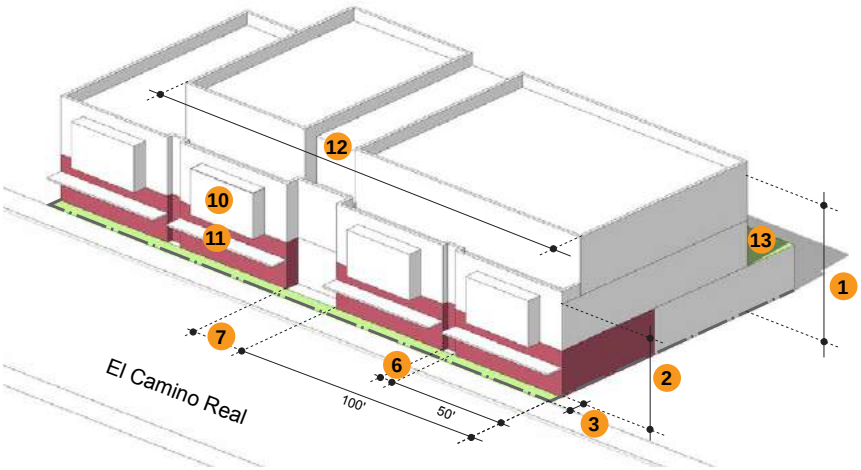
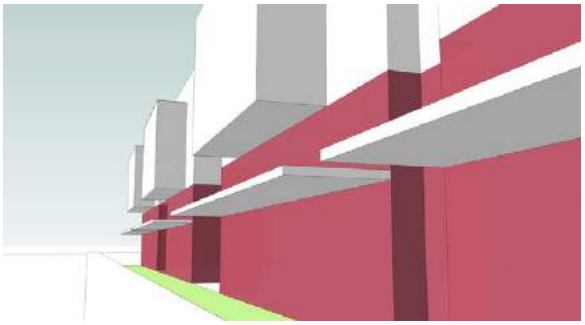


Figure E36. *Mixed Use Residential Projects in Station Area West (SA W) District*

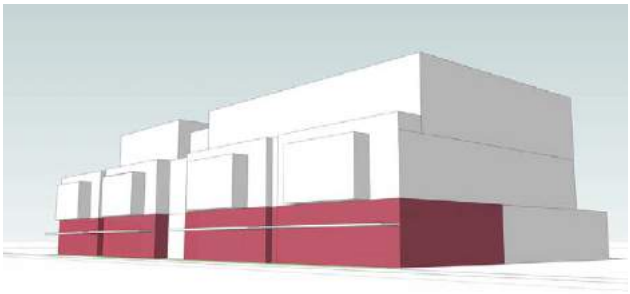
Mixed Use Commercial Projects in Station Area West (SA W)



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback (Not Applicable)
5. Rear Setback (Not Applicable)
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break (Not Applicable)
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length
13. Open Space



Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

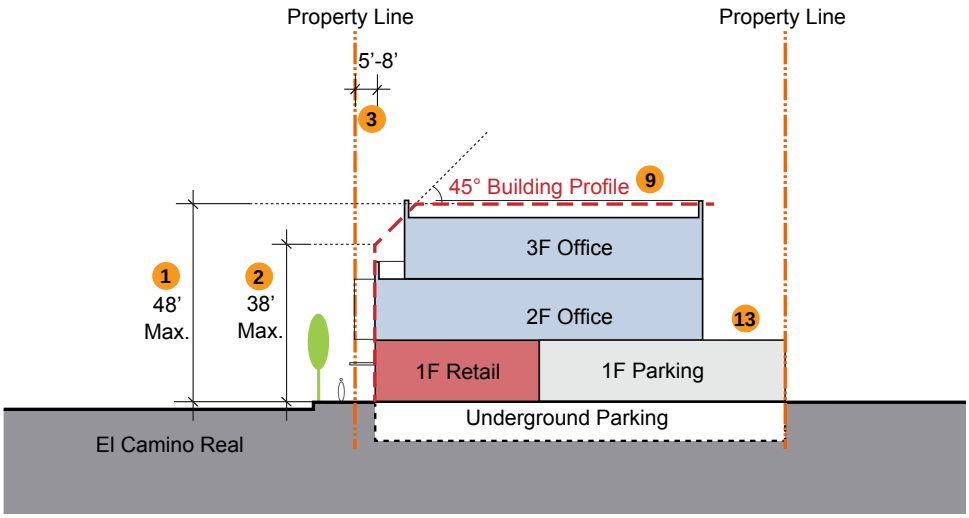


Figure E37. *Mixed Use Commercial Projects in Station Area West (SA W) District*

Station Area West (SA W)		
Land Use (Refer to Section E.2)	See Figure E1 and Table E1; Downtown/Station Area Retail/Mixed Use and Downtown/Station Area "Main Street" Overlay	
Development Intensity (Refer to Section E.3.1)	Maximum FAR for all uses, inclusive of Offices	Base: 2.00
		Public Benefit Bonus: 2.25
	Maximum FAR for Offices, inclusive of Medical and Dental Offices	One half of the Base or Public Benefit Bonus FAR, whichever is applicable
	Maximum FAR for Medical and Dental Offices	One third of the Base or Public Benefit Bonus FAR, whichever is applicable
	Base Density: 50 dwelling units per acre	
	Public Benefit Bonus Density: 60 dwelling units per acre	
Height (Refer to Section E.3.2)	Maximum Height	Building height: 48 feet
		Façade height: 38 feet for façades facing a public ROW or public open space
	Minimum Height	Commercial ground floor: 15 feet floor to floor
	Allowed Projections	Vertical building projections such as roof-mounted equipment, parapets and stair/elevator towers may be permitted subject to screening, height, and design standards. Refer to Section E.3.2.
Setback (Refer to Section E.3.3)	Front and Side facing a public ROW (Note: please reference Figure E7 for standards applying to specific street faces)	Minimum: 0 feet with limited setbacks allowed for store or lobby entrances, retail frontage and outdoor seating, except on El Camino Real where 5 feet is the minimum.
		Maximum: 0 feet, except on El Camino Real where 8 feet is the maximum.
		For buildings along El Camino Real, setback shall be sufficient to provide a 12-foot wide sidewalk with a minimum 8-foot wide clear walking zone and a minimum 4-foot wide furnishings zone.
		A setback, accommodating a small publicly-accessible plaza, is allowed at the northwest corner of El Camino Real and Santa Cruz Avenue. Such a plaza would provide a visual landmark from the train station along Santa Cruz Avenue, and it would help connect the train station with downtown. The setback should be a minimum 35 feet along El Camino Real or match the alignment of the building on Santa Cruz Avenue on the northeast corner of El Camino Real and Santa Cruz Avenue, and it should have a minimum depth of 10 feet. If provided, this plaza could be considered as a basis for a Public Benefit Bonus.
	Interior Side	Minimum: 0 feet
		Maximum: 0 feet
	Rear	Minimum: 0 feet
	Allowed Projections	Building and Architectural projections are allowed. Refer to Section E.3.3.

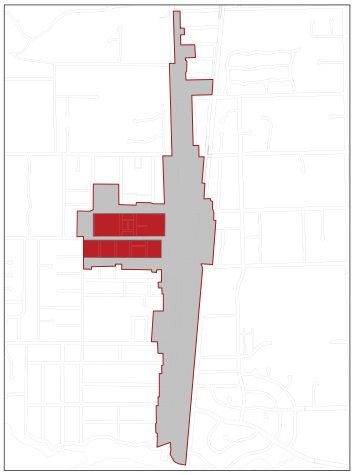
continued

Table E13. *Development Standards for Station Area West (SA W) District*

Station Area West (SA W)		
Massing and Modulation (Refer to Section E.3.4)	Major portions of the building facing a street shall be parallel to the street.	
	Building Breaks	Not applicable
	Building Façade Modulation	Building Façade Modulation is required. Refer to Section E.3.4.2
	Building Profile	A 45-degree Building Profile above the maximum façade height is required for façades fronting a public ROW or a public open space. Vertical projections such as parapets, balcony railings and stair/elevator towers may be permitted subject to height and design standards. Refer to Section E.3.4.3.
	Upper Story Façade Length	Required. Refer to Section E.3.4.4.
Ground Floor (Refer to Section E.3.5)	Commercial ground floor shall have 50% clear-glass transparency.	
	Commercial windows/storefronts shall be recessed a minimum of 6 inches from the primary building façade.	
	Building entries shall be oriented to a public street or other public space.	
Open Space (Refer to Section E.3.6)	All development	Not applicable
	Development that includes residential	Minimum of 100 square feet of open space per unit shall be created as common open space or minimum of 80 square feet of open space per unit shall be created as private open space.
		Private open space shall have a minimum least dimension of 6 feet.
		Residential open space, whether in common or private areas, shall count toward the minimum open space requirement for the development.
		Accessible open space above parking podiums up to 16 feet high shall count toward the common open space requirement.
Parking (Refer to Section E.3.7)	See Chapter F for off-street parking and bicycle parking standards.	
Sustainable Practice (Refer to Section E.3.8)	LEED certification, at a silver level or higher, shall be required for all new construction and certain new interiors and alterations.	

Note: This table must be read in conjunction with Section E.3 "Development Standards and Guidelines" for additional relevant standards and guidelines.

Table E13. *Development Standards for Station Area West (SA W) District (continued)*



Key Map. *Downtown (D)*

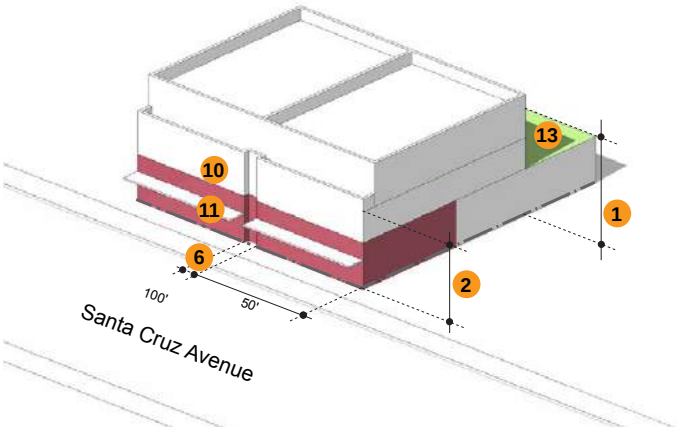
Downtown (D)

The D District is located between Oak Grove and Menlo Avenues on the north/south, and Doyle/Maloney Streets and University Drive on the east/west. The D District is characterized by a mix of retail and service uses, with retail clustered directly on Santa Cruz Avenue. The area is very close to the train station area.

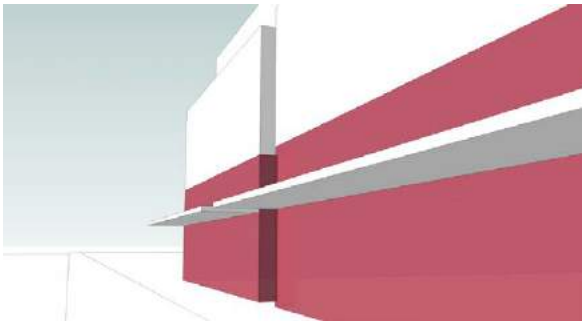
The District is located in the Downtown/Station Area Retail - Mixed Use and Downtown/Station Area “Main Street” Overlay land use designations which emphasize community-serving retail and personal services at the ground-floor level and residential/office uses above.

Table E14 provides the standards for the D District. Illustrations are provided to help demonstrate the standards and guidelines.

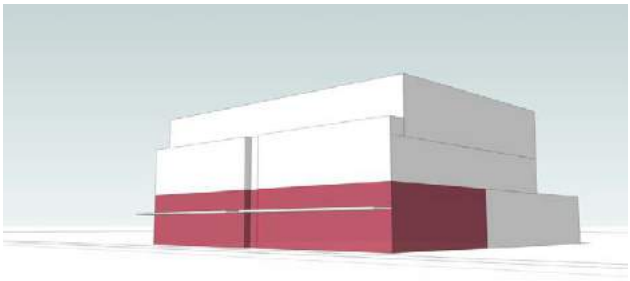
Mixed Use Residential Projects in Downtown (D)



1. Building Height
2. Façade Height
3. Front Setback (Not Applicable)
4. Side Setback (Not Applicable)
5. Rear Setback (Not Applicable)
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min. (Not Illustrated)
8. Building Break (Not Applicable)
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length (Not Applicable)
13. Open Space



Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

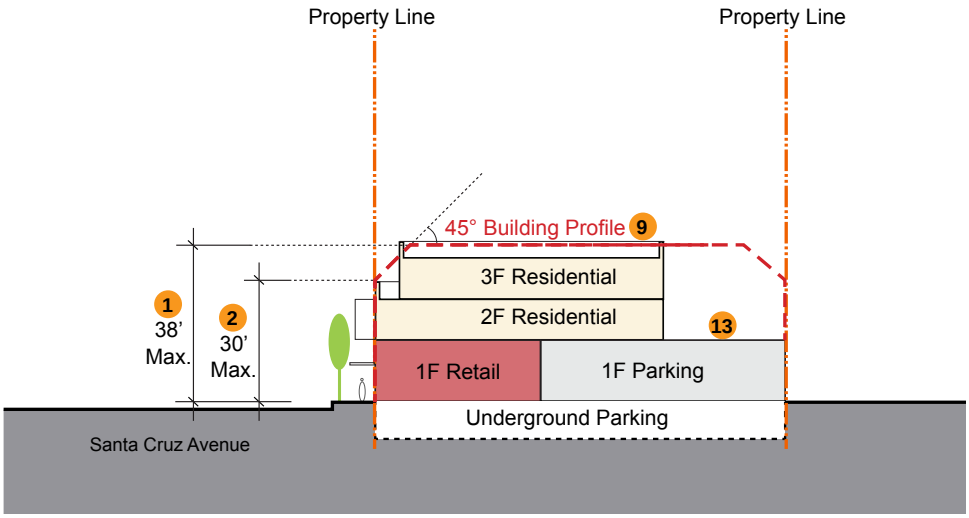
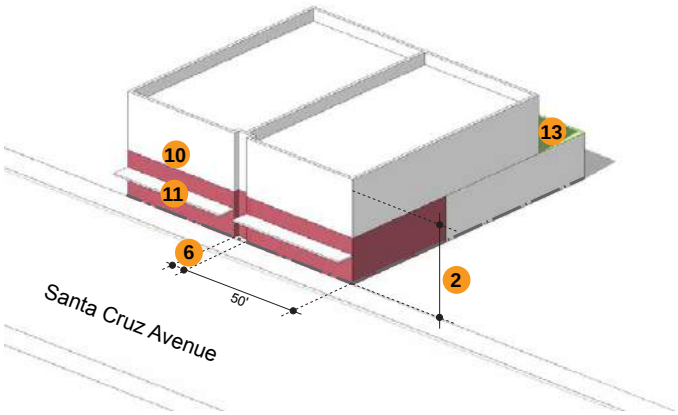
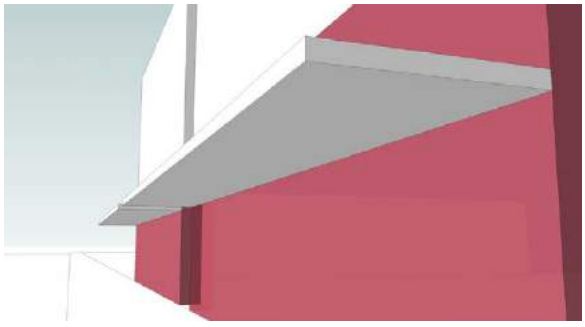


Figure E38. *Mixed Use Residential Projects in Downtown (D) District*

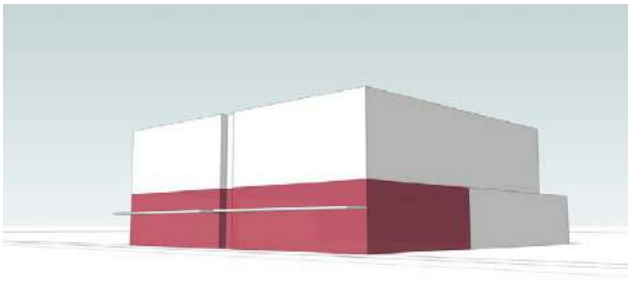
Mixed Use Commercial Projects in Downtown (D)



1. Building Height
2. Façade Height
3. Front Setback (Not Applicable)
4. Side Setback (Not Applicable)
5. Rear Setback (Not Applicable)
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min. (Not Illustrated)
8. Building Break (Not Applicable)
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length (Not Applicable)
13. Open Space



Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

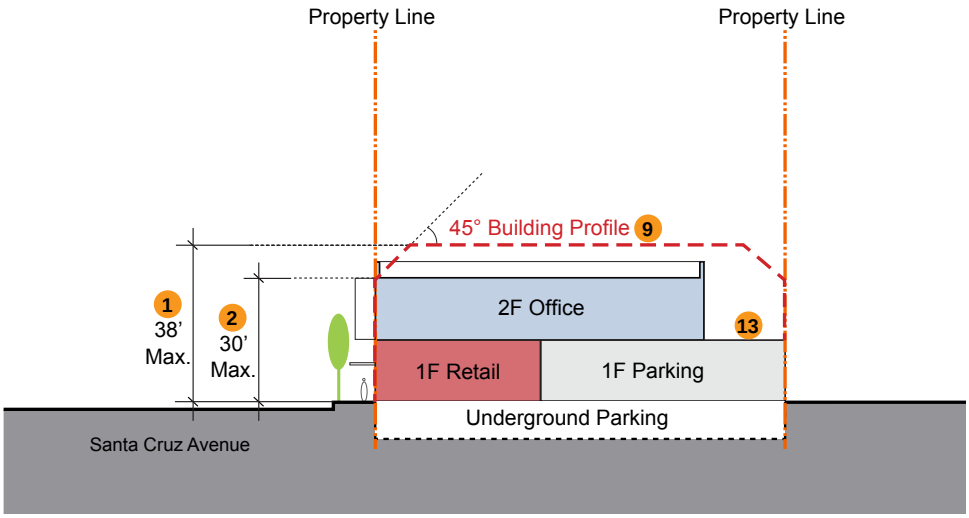
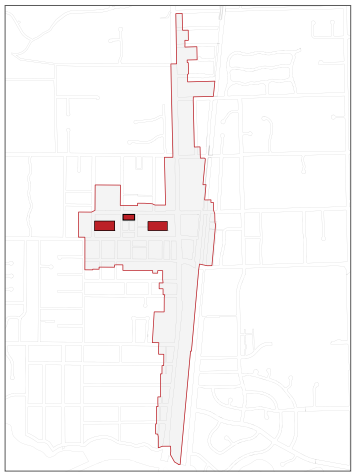
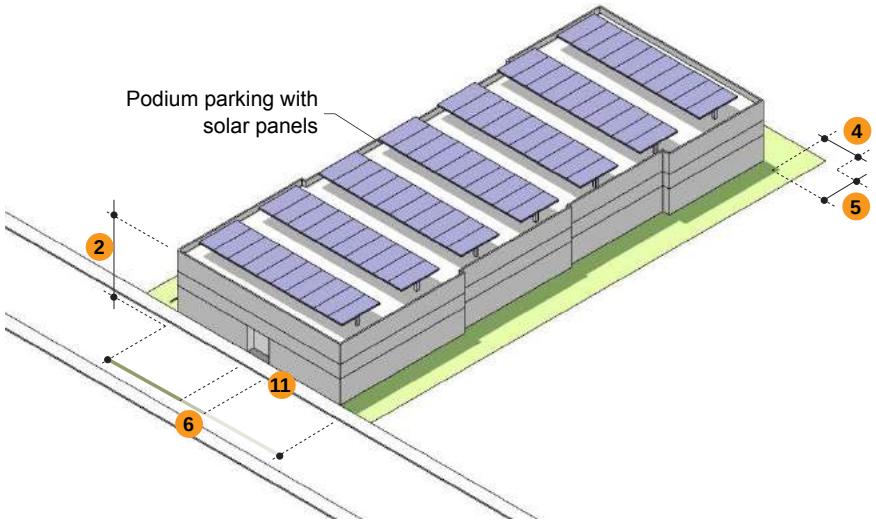


Figure E39. *Mixed Use Commercial Projects in Downtown (D) District*

Parking Garage Project in Downtown (D)

1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break at 250' Min. (Not Applicable)
9. Building Profile
10. Building Projections (Not Applicable)
11. Architectural Projections
12. Upper Story Façade Length (Not Applicable)
13. Open Space





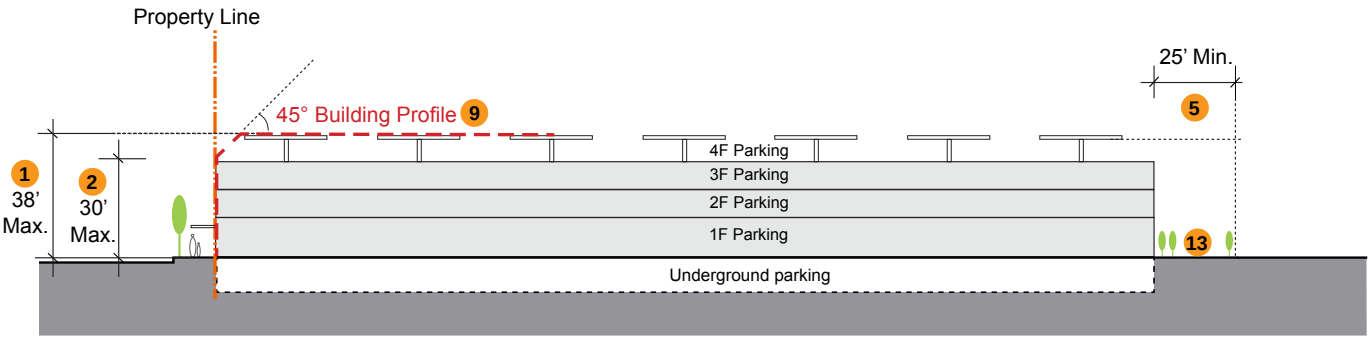


Figure E40. *Parking Garage Project in Downtown (D) District*

Downtown (D)		
Land Use (Refer to Section E.2)	See Figure E1 and Table E1; Downtown/Station Area Retail/Mixed Use and Downtown/Station Area "Main Street" Overlay	
	Parking Plazas	Except as specifically provided in the Specific Plan, the Downtown parking plazas shall remain in parking use.
Development Intensity (Refer to Section E.3.1)	Maximum FAR for all uses, inclusive of Offices	Base: 2.00
		Public Benefit Bonus: 2.25
	Maximum FAR for Offices, inclusive of Medical and Dental Offices	One half of the Base or Public Benefit Bonus FAR, whichever is applicable
	Maximum FAR for Medical and Dental Offices	One third of the Base or Public Benefit Bonus FAR, whichever is applicable
	Base Density: 25 dwelling units per acre	
	Public Benefit Bonus Density: 40 dwelling units per acre	
Height (Refer to Section E.3.2)	Maximum Height	Building height: 38 feet
		Façade height: 30 feet for façades facing a public ROW or a public open space.
	Minimum Height	Commercial ground floor: 15 feet floor-to-floor
	Allowed Projections	Vertical building projections such as roof-mounted equipment, parapets and stair/elevator towers may be permitted subject to screening, height, and design standards. Refer to Section E.3.2.
Setback (Refer to Section E.3.3)	Front and Side facing a public ROW (Note: please reference Figure E7 for standards applying to specific street faces)	Minimum: 0 feet with limited setbacks allowed for store or lobby entrances, retail frontage and outdoor seating.
		Maximum: 0 feet
	Interior Side	Minimum: 0 feet
		Maximum: 0 feet
	Rear	Minimum: 0 feet
	Parking Plazas	Minimum: 25 feet on all sides directly abutting private property to provide services and emergency access
	Allowed Projections	Building and Architectural projections are allowed. Refer to Section E.3.3.

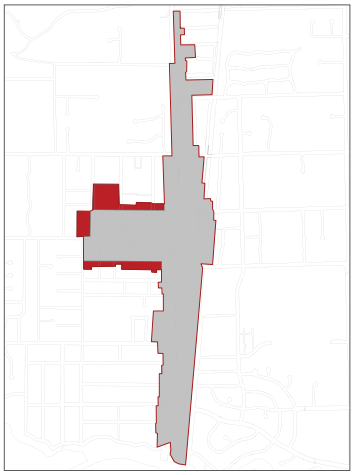
continued

Table E14. *Development Standards for Downtown (D) District*

Downtown (D)		
Massing and Modulation (Refer to Section E.3.4)	Major portions of the building facing a street shall be parallel to the street.	
	Building Breaks	Not applicable
	Building Façade Modulation	Building Façade Modulation is required. Refer to Section E.3.4.2
	Building Profile	A 45-degree Building Profile above the maximum façade height is required for façades fronting a public ROW or a public open space. Vertical projections such as parapets, balcony railings and stair/elevator towers may be permitted subject to height and design standards. Refer to Section E.3.4.3.
Ground Floor (Refer to Section E.3.5)	Commercial ground floor shall have 50% clear-glass transparency.	
	Commercial windows/storefronts shall be recessed a minimum of 6 inches from the primary building façade.	
	Building entries should be oriented to a public street or other public space.	
Open Space (Refer to Section E.3.6)	All development	Not applicable
	Development that includes residential	Minimum of 100 square feet of open space per unit shall be created as common open space or minimum of 80 square feet of open space per unit shall be created as private open space.
		Private open space shall have a minimum least dimension of 6 feet.
		Residential open space, whether in common or private areas, shall count toward the minimum open space requirement for the development.
		Accessible open space above parking podiums up to 16 feet high shall count toward the common open space requirement.
Parking (Refer to Section E.3.7)	See Chapter F for off-street parking and bicycle parking standards.	
Sustainable Practice (Refer to Section E.3.8)	LEED certification, at a silver level or higher, shall be required for all new construction and new certain interiors and alterations.	

Note: This table must be read in conjunction with Section E.3 "Development Standards and Guidelines" for additional relevant standards and guidelines.

Table E14. *Development Standards for Downtown (D) District (continued)*



Key Map. *Downtown Adjacent (DA)*

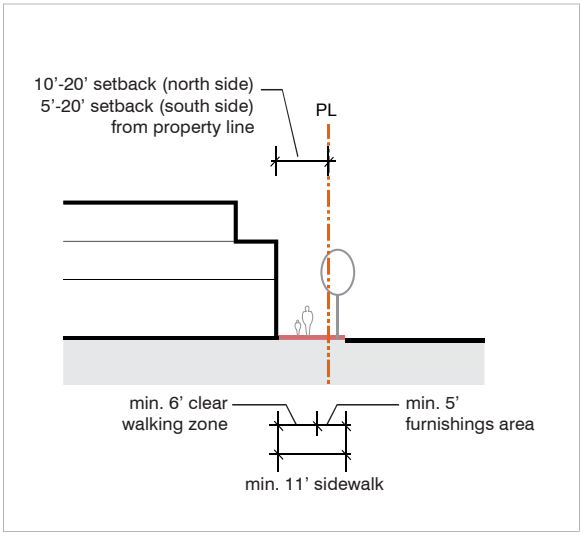


Figure E41. *DA Required Setback*

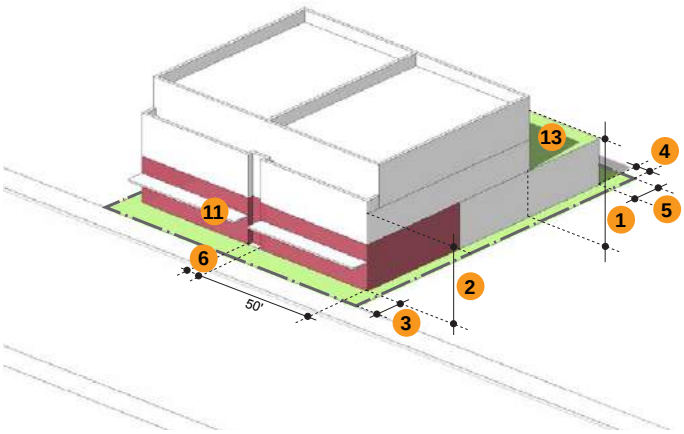
Downtown Adjacent (DA)

The DA District is located on the 'outer' sides of Oak Grove Avenue, University Drive, and Menlo Avenue and is characterized by a mix of office and residential uses. The area acts as a buffer between downtown and adjacent medium density residential uses.

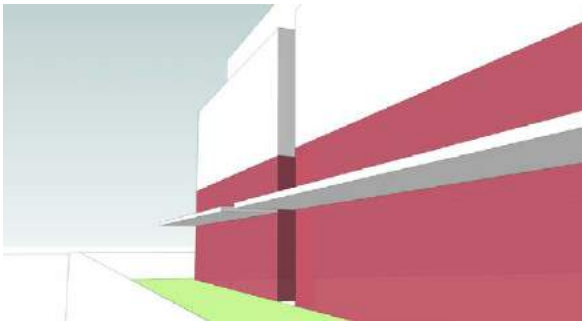
The District is located in the Downtown Adjacent Office – Residential land use designation which supports a variety of non-retail office, residential and personal service uses. The District complements downtown with needed services that do not directly compete with the downtown's retail core.

Table E15 provides the standards for the DA District. Illustrations are provided to help demonstrate the standards and guidelines.

Mixed Use Residential Projects in Downtown Adjacent (DA)



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break (Not Applicable)
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length (Not Applicable)
13. Open Space



Pedestrian Eye-level View from Sidewalk

Pedestrian Eye-level View from across the Street

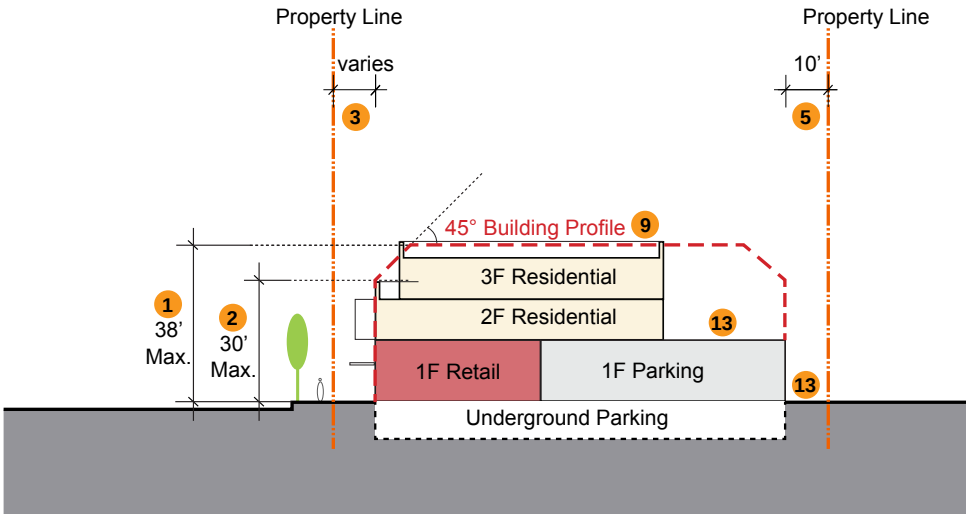
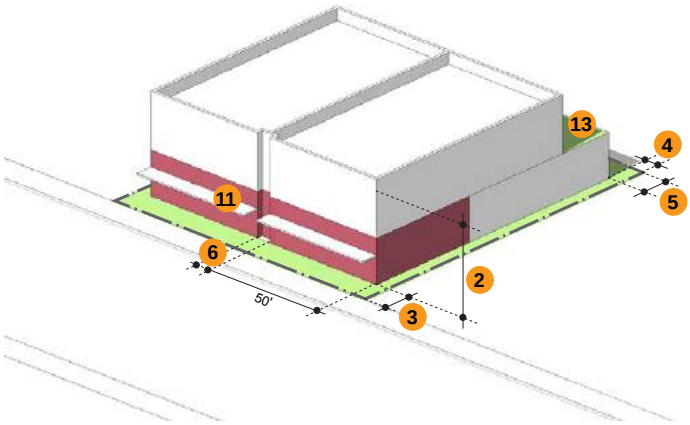
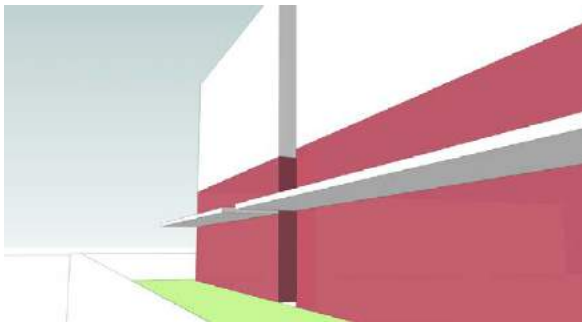


Figure E42. *Mixed Use Residential Projects in Downtown Adjacent (DA) District*

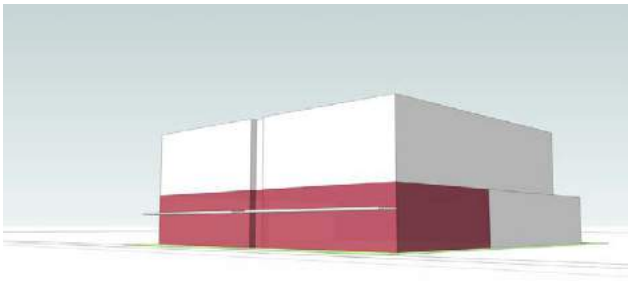
Mixed Use Commercial Projects in Downtown Adjacent (DA)



1. Building Height
2. Façade Height
3. Front Setback
4. Side Setback
5. Rear Setback
6. Minor Building Façade Modulation at 50' Min.
7. Major Building Façade Modulation at 100' Min.
8. Building Break (Not Applicable)
9. Building Profile
10. Building Projections
11. Architectural Projections
12. Upper Story Façade Length (Not Applicable)
13. Open Space



Pedestrian Eye-level View from Sidewalk



Pedestrian Eye-level View from across the Street

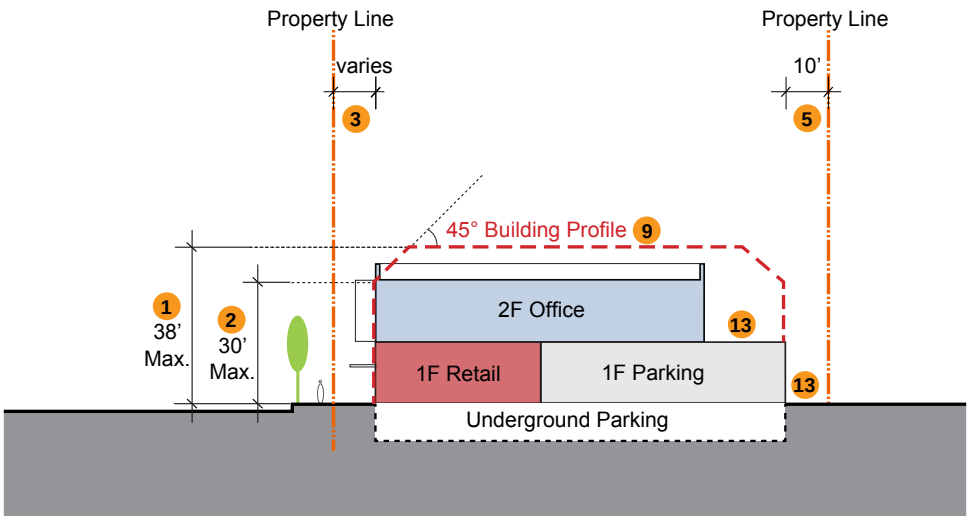


Figure E43 *Mixed Use Commercial Projects in Downtown Adjacent (DA) District*

Downtown Adjacent (DA)		
Land Use (Refer to Section E.2)	See Figure E1 and Table E1; Downtown Adjacent Office/Residential	
Development Intensity (Refer to Section E.3.1)	Maximum FAR for all uses, inclusive of Offices	Base: 0.85
		Public Benefit Bonus: 1.00
	Maximum FAR for Offices, inclusive of Medical and Dental Offices	One half of the Base or Public Benefit Bonus FAR, whichever is applicable
	Maximum FAR for Medical and Dental Offices	One third of the Base or Public Benefit Bonus FAR, whichever is applicable
	Base Density: 18.5 dwelling units per acre	
	Public Benefit Bonus Density: 25 dwelling units per acre	
Height (Refer to Section E.3.2)	Maximum Height	Building height: 38 feet
		Façade height: 30 feet for façades facing a public ROW or a public open space
	Minimum Height	Commercial ground floor: 15 feet floor-to-floor
	Allowed Projections	Vertical building projections such as roof-mounted equipment, parapets and stair/elevator towers may be permitted subject to screening, height, and design standards. Refer to Section E.3.2.
Setback (Refer to Section E.3.3)	Front and Side facing a public ROW (Note: please reference Figure E7 for standards applying to specific street faces)	Minimum: 5 feet except for area north of Oak Grove Avenue where 10 feet is the minimum
		Maximum: 20 feet
		Setbacks shall be sufficient to provide an 11-foot wide sidewalk with a minimum 6-foot wide clear walking zone and a minimum 5-foot wide furnishings/planting zone.
	Interior Side	Minimum: 5 feet
		Maximum: 25 feet
	Rear	Minimum: 10 feet
	Allowed Projections	Building and Architectural projections are allowed. Refer to Section E.3.3.

Table E15. *Development Standards for Downtown Adjacent (DA) District*

Downtown Adjacent (DA)		
Massing and Modulation (Refer to Section E.3.4)	Major portions of the building facing a street shall be parallel to the street.	
	Building Breaks	Not applicable
	Building Façade Modulation	Building Façade Modulation is required. Refer to Section E.3.4.2
	Building Profile	A 45-degree Building Profile above the maximum façade height is required for façades fronting a public ROW or a public open space. Vertical projections such as parapets, balcony railings and stair/elevator towers may be permitted subject to height and design standards. Refer to Section E.3.4.3.
Ground Floor (Refer to Section E.3.5)	Commercial ground floor shall have 50% clear-glass transparency.	
	Commercial windows/storefronts shall be recessed a minimum of 6 inches from the primary building façade.	
	Building entries shall be oriented to a public street or other public space.	
Open Space (Refer to Section E.3.6)	All development	Not applicable
	Development that includes residential	Minimum of 100 square feet of open space per unit shall be created as common open space or minimum of 80 square feet of open space per unit shall be created as private open space.
		Private open space shall have a minimum least dimension of 6 feet.
		Residential open space, whether in common or private areas, shall count toward the minimum open space requirement for the development.
		Accessible open space above parking podiums up to 16 feet high shall count toward the common open space requirement.
Parking (Refer to Section E.3.7)	See Chapter F for off-street parking and bicycle parking standards.	
Sustainable Practice (Refer to Section E.3.8)	LEED certification, at a silver level or higher, shall be required for all new construction and certain new interiors and alterations.	

Note: This table must be read in conjunction with Section E.3 "Development Standards and Guidelines" for additional relevant standards and guidelines.

Table E15. *Development Standards for Downtown Adjacent (DA) District (continued)*

F.

CIRCULATION

F.1 OVERVIEW F2

F.2 VEHICULAR CIRCULATION F2

F.3 PEDESTRIAN IMPROVEMENTS F4

F.4 BICYCLE FACILITIES F9

F.5 BICYCLE STORAGE STANDARDS AND GUIDELINES F13

F.6 TRANSIT SERVICE F14

F.7 PARKING F17

F.8 PARKING STANDARDS F18

F.9 DOWNTOWN PARKING F20

F.10 TRANSPORTATION DEMAND MANAGEMENT F31

F.1 OVERVIEW

The Menlo Park El Camino Real/Downtown Specific Plan accommodates all travel modes, with an emphasis on pedestrians, bicyclists and transit users. Focusing new development in an area well served by transit and with a mix of uses in close proximity reduces the reliance on private motor vehicles, helping to minimize traffic congestion, the amount of land dedicated to parking and greenhouse gas emissions.

The Specific Plan envisions the following:

- A vehicular circulation system that accommodates both local traffic and north/south through traffic on El Camino Real.
- An integrated pedestrian network of expansive sidewalks, promenades and paseos along El Camino Real and within downtown. The network provides opportunities for safe crossing of El Camino Real and the railroad tracks and connects the east and west sides of town, including the City's civic center with downtown.
- A bicycle network that builds upon existing plans and integrates more fully with downtown and proposed public space improvements in the area.
- An integrated circulation plan that supports transit use.
- A public parking strategy and management plan that efficiently accommodates downtown visitors and supports downtown businesses.
- Modified parking rates for private development based on current industry standards.

F.2 VEHICULAR CIRCULATION

The Specific Plan generally retains the existing vehicular circulation system and travel patterns, with some minor modifications to better accommodate pedestrian and bicycle movement. Figure F1 shows the classification of roadways in the Specific Plan area and surroundings. The vehicular circulation system is consistent with the City's General Plan.

El Camino Real

El Camino Real is the primary north-south roadway in the Specific Plan area. From south to north, El Camino Real enters the City of Menlo Park as a six-lane arterial, becomes a four-lane "main street" near downtown Menlo Park, and exits the City as a five-lane arterial (three southbound lanes and two northbound lanes) north of Valparaiso Avenue. (The outside southbound through lane becomes a right-turn lane at Valparaiso Avenue.) Figure F1 shows the number of through-lanes on El Camino Real through the study area. The Specific Plan retains this general lane configuration for El Camino Real.

The average daily traffic (ADT) volume on El Camino Real is approximately 38,000 vehicles. The vehicular volumes are highest south of Menlo Avenue/Ravenswood Avenue and north of Valparaiso Avenue/Glenwood Avenue. Between Menlo Avenue/Ravenswood Avenue and Valparaiso Avenue/Glenwood Avenue in the downtown area, the through movement volumes decrease by approximately 25% (based on the peak hour intersection turning movement data, with some northbound vehicles turning right onto Ravenswood Avenue, heading east, and southbound vehicles turning right onto Valparaiso Avenue).

Although the number of through lanes striped on El Camino Real decreases through the downtown core, the curb-to-curb width of the street remains fairly consistent through the city. The right-most (curb-side) lanes in the downtown core accommodate on-street parking and pullouts for bus stops. At intersections, the parking lanes transition to right-turn pockets.

Regarding the southern part of the plan area, the Specific Plan provides access to new development, particularly at the Stanford University property, via existing median breaks and traffic signals and, potentially, additional ones as needed.

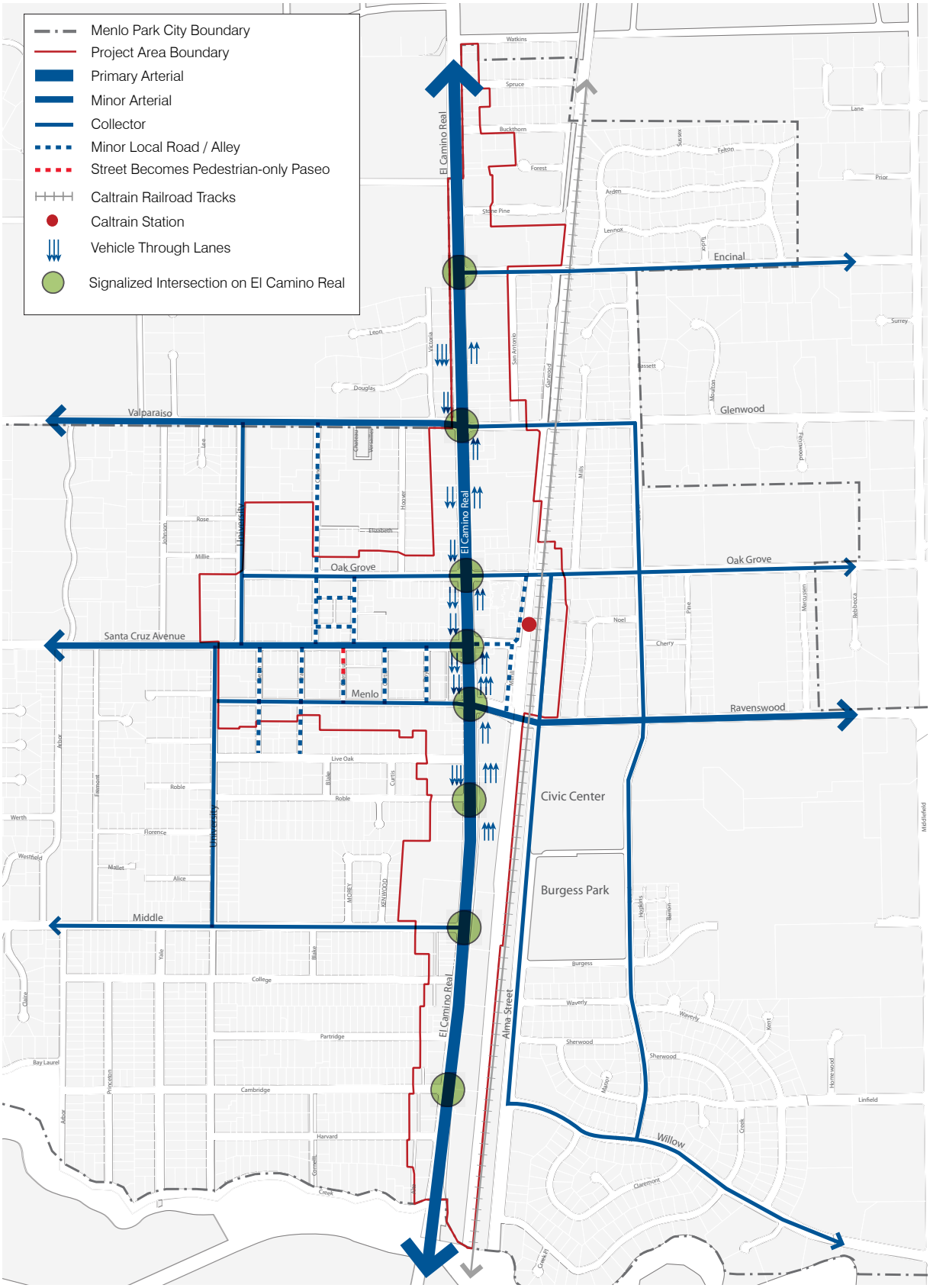


Figure F1. *Vehicular Circulation*

Sidewalk Extensions at Right-Turn Pockets

El Camino Real acts as a significant barrier to east-west pedestrian travel in the plan area. The Specific Plan endeavors to improve connectivity by reducing the pedestrian crossing distance across El Camino Real by allowing for curb extensions at key locations, as discussed below under El Camino Real Pedestrian Circulation.

Curb extensions could, in some cases, require the removal of a right-turn lane. Only locations with low right-turn volumes are considered, such as the southbound right-turn lanes at Oak Grove, Santa Cruz, and Menlo Avenues. Implementation of curb extensions shall require separate project-specific outreach and review.

Improvements on Downtown Streets

The Specific Plan proposes improvements on Santa Cruz Avenue in the downtown area, in particular wider sidewalks and relocated parking spaces. It converts a portion of Chestnut Street south of Santa Cruz Avenue to pedestrian-only. The Specific Plan makes Oak Grove Avenue a bicycle-priority street with added bicycle lanes (discussed in section F4 “Bicycle Facilities”).

Public Safety Facility Street Improvements

The Specific Plan currently has one public safety facility, the Menlo Park Fire Protection District Station 6 at 700 Oak Grove Avenue. However, the Specific Plan conditionally permits public safety facilities in the El Camino Real Mixed Use, El Camino Real Mixed Use/Residential and Downtown Adjacent Office/ Residential land use designations, so additional such facilities may be developed in the future. In addition, the Fire District has discussed reconstruction of the existing Station 6.

In order to ensure that public safety facilities operate with maximum efficiency, the Specific Plan requires that new such facilities, or significant reconstructions/renovations, shall incorporate appropriate street modifications, such as additional street markings, signage and emergency signaling.

F.3 PEDESTRIAN IMPROVEMENTS

The Specific Plan anticipates that new development and redevelopment will increase the number of pedestrians in the plan area. With a more pedestrian-friendly environment along El Camino Real and in the station area and downtown, the Specific Plan encourages more travel to be made on foot, thus reducing the number of vehicles and their associated parking needs.

Figure F2 illustrates proposed pedestrian improvements in the plan area. On El Camino Real, the plan proposes two types of pedestrian crossing treatments:

- Basic Crossing Treatment, which generally includes marked crosswalks and accessible pedestrian signals, and which may include sidewalk extensions subject to additional project-specific outreach and review; and
- Special Crossing Treatment, which generally includes high visibility crosswalks with enhanced pavement, accessible pedestrian signals, countdown pedestrian signals and median islands/pedestrian refuges, and which may include sidewalk extensions subject to additional project-specific outreach and review.

The sidewalk extensions could require the removal of right-turn lanes, such as the southbound right-turn lanes at Oak Grove, Santa Cruz, and Menlo Avenues. The number of through lanes will not be affected by the extensions.

The Specific Plan’s pedestrian enhancements are described below and in Chapter D “Public Space” where more specifics regarding design character and guidelines may be found.

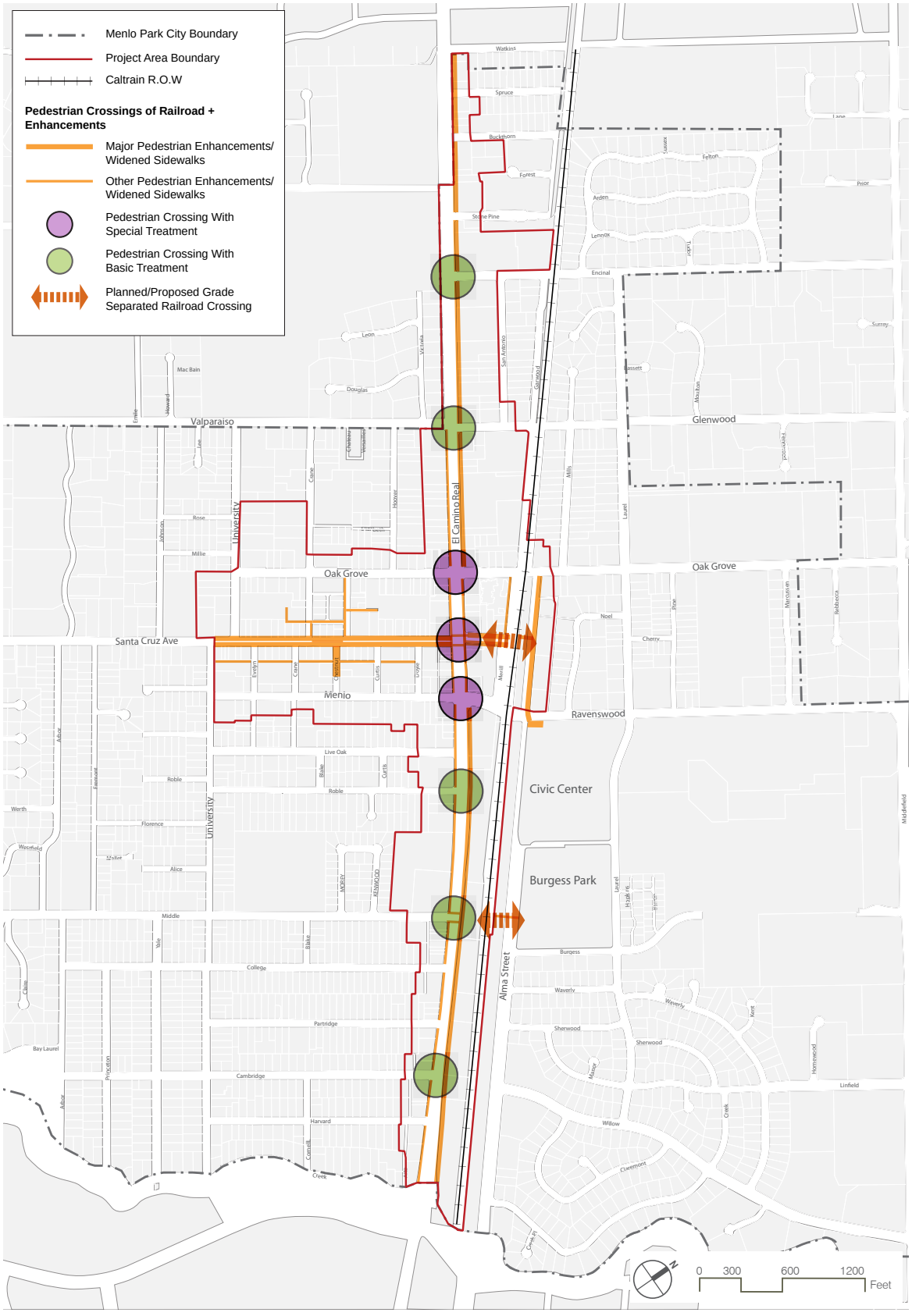


Figure F2. *Pedestrian Improvements*

El Camino Real Pedestrian Circulation

The Specific Plan retains the existing number of through lanes and their location on El Camino Real to accommodate through traffic. Although the overall vehicle capacity is not changed, the Specific Plan improves the quality of pedestrian facilities along El Camino Real by adding amenities, widening sidewalks and improving the ease of crossing El Camino Real.

East-West Connectivity

El Camino Real is a critical north-south transportation corridor for the City of Menlo Park and other cities on the Peninsula, but it also acts as a significant barrier to east-west connectivity in the plan area. The sidewalk network along El Camino Real is complete; however, the sidewalk widths vary considerably. The rail tracks are also a significant barrier to east-west travel.

The Specific Plan proposes two primary approaches to improve east-west pedestrian connectivity:

- Improve pedestrian comfort and accommodation; and
- Add track-separated pedestrian/bicycle access across the railroad tracks.

Comfortable pedestrian environment (Santa Cruz, California)

In addition, the Specific Plan allows for curb extensions, which would improve east-west pedestrian connectivity as follows:

- Reduce the pedestrian crossing distance across El Camino Real

Improve pedestrian comfort and accommodation

The Specific Plan proposes improving pedestrian comfort and accommodation by implementing the following:

- Countdown timers for all pedestrian signal heads in the downtown area;
- High visibility crosswalks to more clearly delineate pedestrian crossing areas, including colored pavement and standard parallel white lines at signalized intersections to enhance crosswalk visibility and the pedestrian environment;
- Extended time for pedestrians to cross El Camino Real, particularly at Santa Cruz Avenue, during off-peak periods; and
- Pedestrian way-finding signage.

Add track-separated pedestrian/bicycle crossings across the railroad tracks

The Specific Plan proposes adding track-separated pedestrian/bicycle passageways beneath (or above) the railroad tracks at the train station and in the vicinity of Burgess Park. Such passageways may go beneath or above the railroad tracks depending on the final alignment for the proposed high speed rail (i.e., underground or elevated).

Reduce the pedestrian crossing distance across El Camino Real

The Specific Plan allows for the reduction of pedestrian crossing distance across El Camino Real by adding curb extensions at key locations. Curb extensions could in some cases require the removal of a right-turn lane, particularly those intersections with low traffic volume (discussed above under Vehicular Circulation).

Sidewalk with clear zone and furnishings zone (Santa Cruz, California)

Sidewalk with clear zone and planting zone (Santa Cruz, California)

North-South Connectivity

North and south of Downtown, the Specific Plan proposes minimum 15-foot-wide sidewalks on the east side of El Camino Real, inclusive of a 10-foot clear pedestrian through zone. The 10-foot clear zone would be buffered by a five-foot-wide furnishings zone (as part of the sidewalk section) and a parking lane (where possible). The furnishing zone provides a place for plantings (e.g., planter strip) as well as street lamps, trees, hydrants and other street furnishings. Likewise, the Specific Plan proposes a minimum 12-foot sidewalk on the west side of El Camino Real, inclusive of an eight-foot wide clear pedestrian through zone and a four-foot wide furnishings zone. The plan proposes a narrower sidewalk on the west side, due to the tighter site conditions and narrower parcels on the west side of the corridor. The improvements would be implemented by private developers; the gains in sidewalk widths will be achieved over time by moving building frontages back as sites redevelop.

Within the Downtown area on El Camino Real (between Oak Grove and Menlo Avenues), the Specific Plan proposes 12-foot wide sidewalks separated from travel lanes by on-street parking and future bicycle lanes. The sidewalks would consist of an eight-foot wide clear pedestrian zone and a four-foot wide furnishings zone. The gains in sidewalk widths, implemented by private developers, would be achieved over time by moving building frontages back as sites redevelop.

Downtown Pedestrian Circulation

The Specific Plan proposes a number of pedestrian circulation improvements. The provision of streetscape improvements, promenades, pedestrian paseos, plazas, pocket parks and conversion of surface parking lots to serve as a more flexible space all contribute to a more complete pedestrian realm in the downtown. Described in detail in Chapter D “Public Space,” these improvements are consistent with the City’s Sidewalk Master Plan, which calls for improved pedestrian facilities in and around downtown.

Ravenswood Avenue and Alma Street Intersection

The Specific Plan proposes safety enhancements at the intersection of Ravenswood Avenue and Alma Street. In particular, the Alma Street Civic Walk and Ravenswood Gateway are proposed to be connected by a safe and upgraded pedestrian crossing. Improvements to this intersection could include: enhanced pavement markings, additional warning lights, new or extended turn limitations, and “quad gates” at the Caltrain tracks. Such changes may be expedited in advance of other Specific Plan improvements, if desired.

F.4 BICYCLE FACILITIES

Class I Bikeway (Bike Path)

Menlo Park has an ideal environment for bicycling due to the mild climate, relatively flat terrain and proximity of many recreational and non-recreational destinations. Approximately 4% of Menlo Park residents commute to work by bicycle[1], a rate that is four times higher than the rates for both San Mateo County and California and ten times higher than the national rate. This indicates that bicycling is actively used by residents and comprises an important mode of transportation for the City. Enhancing and improving bicycle travel for all types and experience levels of cyclists is a key component of the Specific Plan.

Bicycle Facilities Types

Consistent with the *Menlo Park Comprehensive Bicycle Development Plan, 2005 (Bicycle Development Plan)*, the Specific Plan establishes a comprehensive bicycle network for the plan area, recommending a combination of bicycle paths, bicycle lanes and bicycle routes. Consistent with Caltrans standards, the definitions for such bicycle facilities follow:

- *Class I Bikeway (Bike Path)* provides a completely separate right-of-way and is designated for the exclusive use of bicycles and pedestrians with vehicle and pedestrian cross-flow minimized.
- *Class II Bikeway (Bike Lane)* provides a restricted right-of-way and is designated for the use of bicycles with a striped lane on a street or highway. Bicycle lanes are generally five (5) feet wide. Adjacent vehicle parking and vehicle/pedestrian cross-flow are permitted.
- *Class III Bikeway (Bike Route)* provides for a right-of-way designated by signs or pavement markings for shared use with pedestrians or motor vehicles.

[1] 2000 Census; 2010 Census data is not available at time of publication.

The Specific Plan also contains a "*Future Class II/ Minimum Class III*" designation for locations where bicycle lanes are desired but may be infeasible in the near-term because they would require parking removal or right-of-way acquisition. These facilities would be designated Class III facilities in the short-term, which may include the striping of shared use pavement markings (sharrows) as appropriate, but would have the long-term goal of Class II bicycle lanes. Thresholds/triggers for implementation could include:

- Bicycle lanes in proximity to Downtown may be considered for implementation after development of a parking garage, which would increase the overall parking supply and make removal of on-street parking more reasonable.
- Construction of the Middle Avenue grade-separated railroad crossing may be considered a trigger for implementation of the Middle Avenue bicycle lanes.
- A certain percentage of residents and/ or commercial property owners adjacent to proposed bicycle lanes may petition the City for implementation.
- Redevelopment of a significant continuous stretch of private property may justify implementing lanes along that stretch.

Recommended Bicycle Facilities

Figure F3 depicts the location for existing and recommended bicycle facilities. The recommended facilities include those planned in the City's *Bicycle Development Plan*. The facilities in *italics* listed below are not included in the *Bicycle Development Plan,* but are recommended as a part of the Specific Plan. Some of these recommendations are an upgrade to a recommendation (such as recommending Class II lanes instead of Class III routes), while others are new recommendations.

Recommendations for new east-west facilities include:

- Bicycle route on Encinal Avenue between El Camino Real and the railroad tracks;
- *Bicycle lanes on Oak Grove Avenue between University Drive and Laurel Street. This improvement requires removal of parking on one side of the street. The Specific Plan recommends the north side;*
- Bicycle route on Santa Cruz Avenue between University Drive north and south;
- *Future Class II/Minimum Class III on Menlo Avenue between University Drive and El Camino Real with additional striping modifications near the El Camino Real and Menlo Avenue intersection*;
- *Future Class II/Minimum Class III on westbound Ravenswood Avenue between the railroad tracks and El Camino Real;*
- Bicycle route on Middle Avenue west of University Drive;
- *Future Class II/Minimum Class III on Middle Avenue between University Drive and El Camino Real with additional striping modifications at the El Camino Real and Middle Avenue intersection;* and
- Bicycle/pedestrian grade-separated crossing of the railroad tracks at the train station and near Middle Avenue, with the ultimate configuration depending on the future configuration of Caltrain and/or high speed rail.

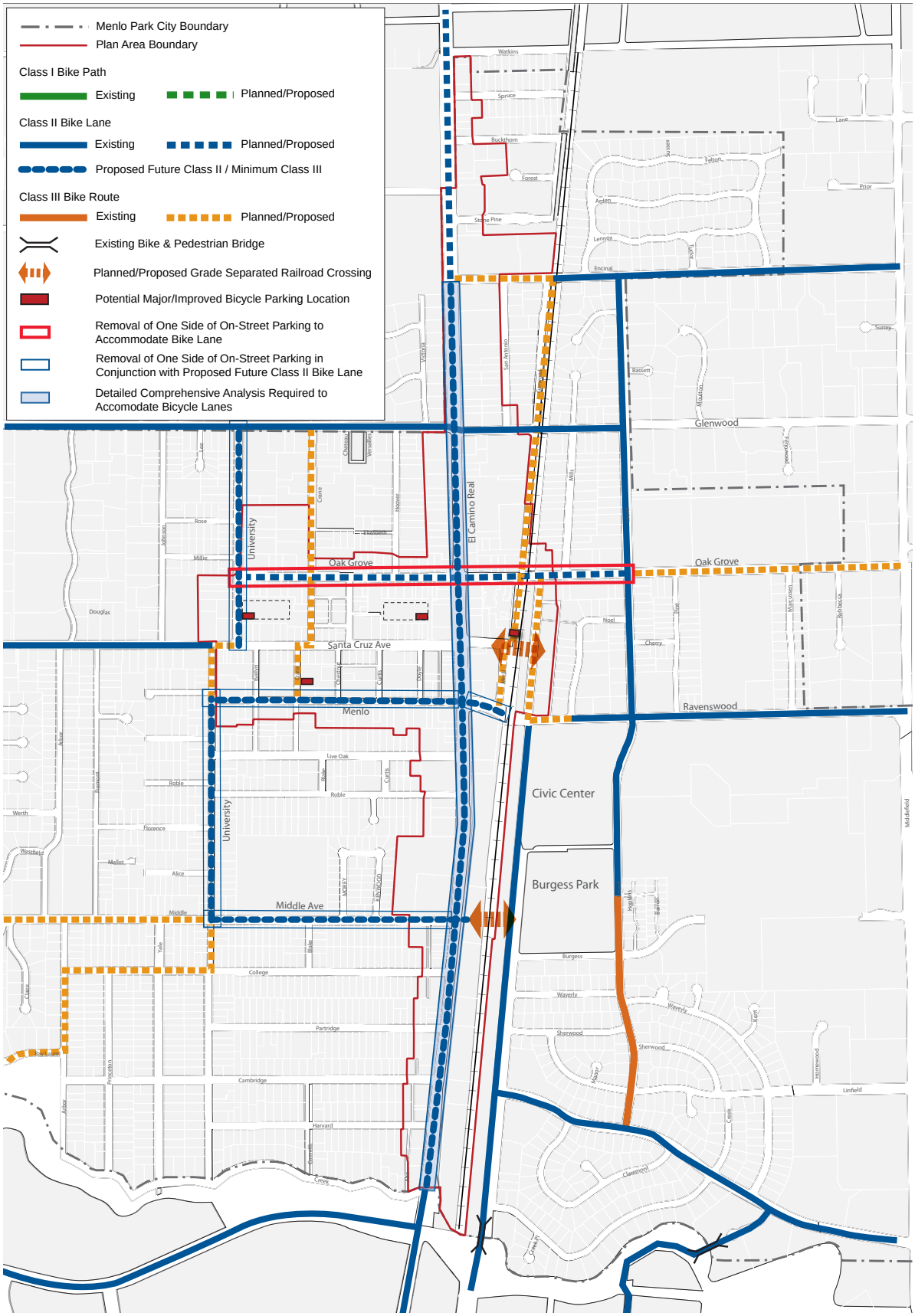


Figure F3. *Bicycle Facilities*

Recommendations for north-south facilities include:

- Bicycle route on University Drive between Santa Cruz Avenue and Menlo Avenue *with new combined striped bicycle lane/left-turn lane from southbound University Drive to eastbound Menlo Avenue*;
- *Future Class II/Minimum Class III on University Drive north of Santa Cruz Avenue to Valparaiso Avenue and south of Menlo Avenue to Middle Avenue;*
- *Bicycle route on Crane Street between Valparaiso Avenue and Menlo Avenue;*
- Bicycle lanes on El Camino Real north of Encinal Avenue;
- *Future Class II/Minimum Class III on El Camino Real south of Encinal Avenue to Palo Alto border*;
- *Bicycle route along Garwood Way from Encinal Avenue to Oak Grove Avenue; and*
- *Bicycle route on Alma Street between Oak Grove Avenue and Ravenswood Avenue.*

Other recommendations include:

- Sharrows, as shown in the photo, implemented based on street configuration and safety to supplement pavement markings on Class III facilities. Sharrows are painted street markings that indicate where bicyclists should ride to avoid the “door zone” next to parked vehicles;
- New major bicycle parking facilities in the proposed parking garages;
- New bicycle parking racks in the plan area in new pocket parks, on the Chestnut Paseo, and along Santa Cruz Avenue; and
- Bicycle way-finding signage in any future downtown signage plan.

Sharrows indicating where bicyclists should ride on Class III facilities

Bicycle parking racks

F.5 BICYCLE STORAGE STANDARDS AND GUIDELINES

In addition to proposed bicycle facilities in the previous section, the Specific Plan supports bicycle use through standards and guidelines for bicycle storage. Many of the standards and guidelines are consistent with the requirements of Leadership in Energy and Environmental Design, Neighborhood Design (LEED ND) and the Association of Bicycle and Pedestrian Professionals (APBP).

Standards

F.5.01 Outside downtown, new commercial and residential development shall provide secure bicycle storage facilities for long-term occupants (e.g., employees and residents) on-site.

LONG-TERM AND SHORT-TERM BICYCLE PARKING REQUIREMENTS BY LAND USE TYPE

Land Use	Long-Term Bicycle Parking Requirement (Employees and Residents)	Short-Term Bicycle Parking Requirement (Visitors and Guests)
Residential		
Single Family Dwelling	No spaces required.	No spaces required.
Multi-Family Dwelling - with private garage for each unit[1]	No spaces required	1 space for every 10 units
Multi-Family Dwelling - without private garage for each unit	1 space per unit	1 space for every 10 units
Commercial		
Office and Medical Office	1 space for each 10,000 SF of floor area. Minimum requirement 2 spaces	1 space for each 20,000 SF of floor area. Minimum requirement 2 spaces
Retail and Personal Service	1 space for each 12,000 SF of floor area. Minimum requirement 2 spaces	1 space for each 5,000 SF of floor area. Minimum requirement 2 spaces.
Supermarket and Restaurant	1 space for each 12,000 SF of floor area. Minimum requirement 2 spaces.	1 space for each 2,000 SF of floor area. Minimum requirement 2 spaces
Hotel	1 space for every 20 rooms. Minimum requirement 2 spaces.	1 space for every 20 rooms. Minimum requirement 2 spaces.
Automotive sales, rental, and delivery; automotive servicing; automotive repair and cleaning	1 space for each 12,000 SF of floor area. Minimum requirement 2 spaces	1 space for each 20,000 SF of floor area. Minimum requirement 2 spaces
Off-street parking lots and garages available to the general public (with or without fee)	1 space for each 20 automobile spaces. Minimum requirement is 2 spaces. Unattended surface parking lots excepted	Minimum of 6 spaces or 1 per 20 auto spaces. Unattended surface parking lots excepted

1. A private locked storage unit may be considered as a private garage if a bicycle can fit in it.

Source: Association of Bicycle and Pedestrian Professionals (APBP), *Bicycle Parking Guidelines*, 2010.

Table F1. *Bicycle Parking Requirements*

F.5.02 Outside downtown, new commercial and residential development shall provide bicycle parking spaces for long-term occupants and short-term visitors (e.g., employees and guests, respectively), per the requirements in Table F1.

F.5.03 In downtown, new commercial and residential development shall provide secure bicycle storages facilities for long-term occupants and bicycle parking spaces for long-term occupants and short-term visitors, per the requirements in Table F1 and as follows:

- Bicycle parking for the first 1.0 FAR can be accommodated in public facilities; and
- Bicycle parking for additional FAR, up to the zoning district maximum, can be accommodated either/both on-site and/or in public facilities if the City has established an in-lieu off-site bicycle parking program and the required number of spaces is available; in-lieu fee may be required.

Guidelines

F.5.04 Visitor and customer bicycle racks should be positioned in areas with active visual surveillance and night lighting, and protected from damage from nearby vehicles.

F.5.05 Outside downtown, bicycle racks should be located within 50 feet of each building's main entries. For retail buildings or other buildings with multiple main entries, bicycle racks should be proportionally distributed within 50 feet of business or other main entries.

F.6 TRANSIT SERVICE

The plan area is well served by Caltrain, San Mateo County Transit District (SamTrans) bus service, and local shuttles. SamTrans provides local and regional bus service, and Caltrain provides commuter rail service. Local shuttles are also provided in Menlo Park for free during commute hours by Caltrain and during mid-day hours by the City. Both shuttles are operated during the week (Monday through Friday) only. Figure F4 illustrates major transit service in the Specific Plan area.

More people will be traveling along El Camino Real and to, from and around downtown Menlo Park as the land uses intensify. As there is little to no opportunity to increase the vehicle-carrying capacity of the transportation system, transit must play an important role in accommodating this increased travel. Bus rapid transit (BRT) is currently being considered for El Camino Real as part of the Grand Boulevard Initiative.

The Specific Plan supports transit improvements by recommending the following:

- Accommodate potential BRT service in accordance with the Grand Boulevard Initiative to serve added travelers on El Camino Real;
- Increase shuttle service to serve added travel demand, improve east-west connectivity and reduce demand for parking in the plan area based on available funding; and
- Continue employer-sponsored programs that support and increase transit use (see Section F.10 "Transportation Demand Management" (TDM)).

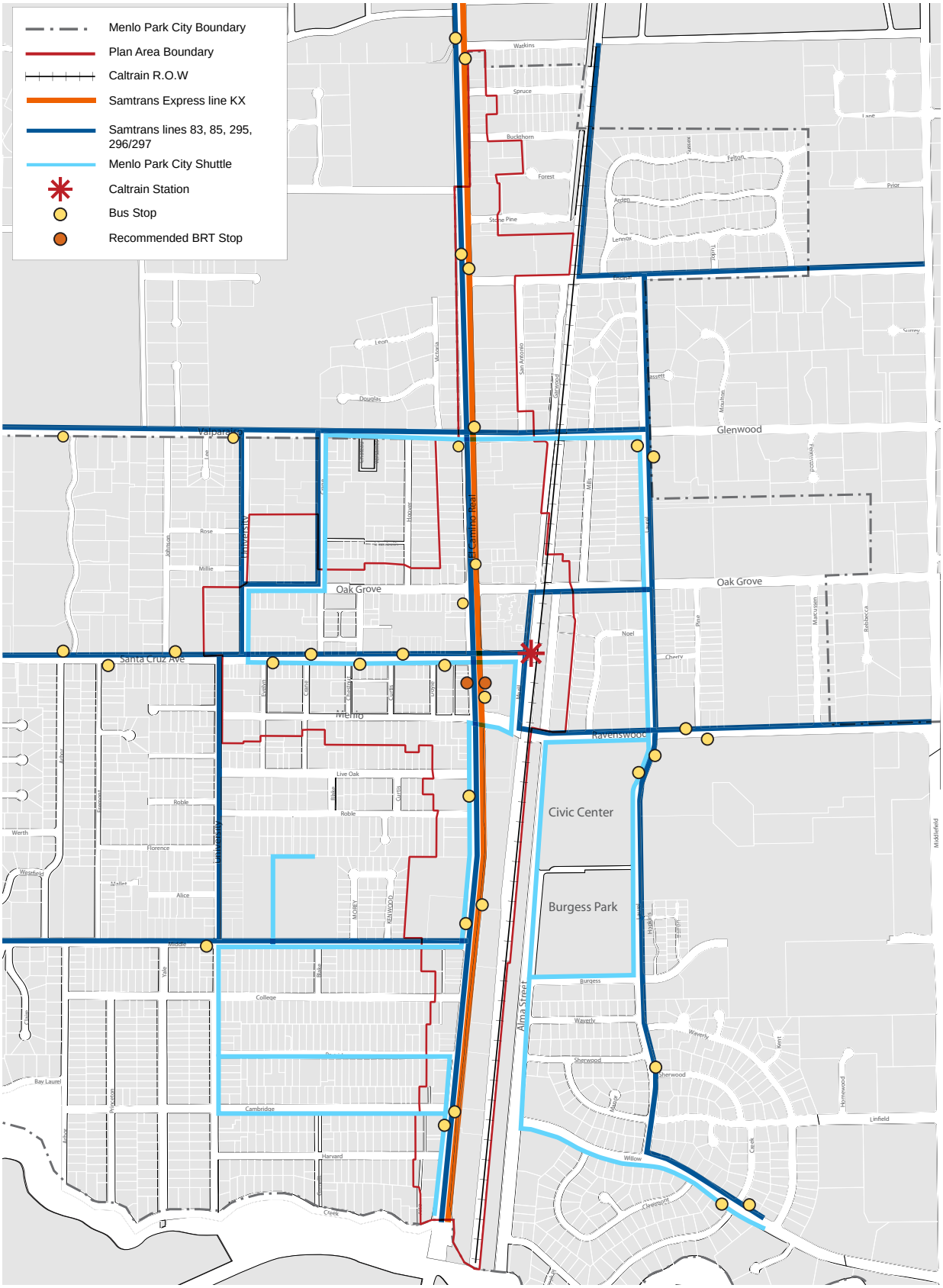


Figure F4. *Transit Service*

Grand Boulevard Initiative and BRT

The Grand Boulevard Initiative is a collaboration of 19 cities, two counties, and several regional and local agencies and other stakeholders with a goal of transforming the El Camino Real corridor from Daly City to San Jose. The initiative seeks to balance the need for cars and parking with viable options for transit, walking, and biking. The improvement of transit service along the corridor with BRT service is a major component of the initiative.

The Specific Plan supports BRT with identification of a potential BRT stop at Menlo Center for northbound service and another south of Santa Cruz Avenue for southbound service. Both are within walking distance of downtown and the Caltrain station. A bus pullout is already provided for northbound service. A pullout for southbound service could be implemented by replacing on-street parking with a bus stop. These stops would be the responsibility of the transit agency providing BRT service.

City of Menlo Park Shuttles

Free shuttles[2] are currently provided via the Menlo Park Mid-day Shuttle service within Menlo Park and adjacent cities. These shuttles serve the Stanford Medical Center, Stanford Shopping Center, downtown Menlo Park, Menlo Park Caltrain Station, Menlo Park Library, Veteran's Administration (VA) Medical Center and Menlo Park Senior Center. The shuttles are open to the public. Headways are approximately 60 minutes and the shuttles operate during mid-day hours on weekdays only.

The Specific Plan recommends adding additional shuttle buses to reduce the headways to 15 minutes and lengthening service hours to include morning and evening hours as well as weekends. Shuttle routes should be modified to match evolving travel patterns, including increased service to eastern and western reaches of the city to bring residents and employees to downtown. These service improvements will make the shuttles more convenient to use, thereby increasing ridership and reducing automobile travel. The pace at which shuttles are added and routes are modified will be dependent on the pace of development and available funding (discussed in more detail in Chapter G "Implementation").

[2] These shuttles are funded by City/County Association of Governments (C/CAG), San Mateo Transportation Authority (SMCTA), the Peninsula Joint Powers Board (JPB), and the City of Menlo Park.

F.7 PARKING

Parking in the Specific Plan area is currently provided on private lots, on the street and in downtown public parking plazas. New developments in areas outside of the downtown provide parking on-site, based on the size, land use type and requirements herein. Parking for new downtown developments of up to 100% floor area ratio (FAR) is provided in the public parking plazas (with the exception of a limited number of parcels associated with private parking lots that have been zoned to be part of the P (Parking) zoning district). Parking for the portion of downtown developments over 100% floor area ratio must be accommodated on-site or, potentially, off-site.

Results of parking surveys recently completed by Wilbur Smith Associates for the *2010 Downtown Menlo Park Parking Study* show that approximately 80 percent of the downtown parking spaces are full during peak times (i.e., the weekday lunch period). Capacity differs by plaza and block face, as some areas have more activity than others. The "practical" capacity, the capacity at which a new patron can find a parking space with relative ease, is considered to be 85 to 90 percent. Therefore, there is some, but relatively little, capacity at this time to accommodate parking displaced by public space improvements (such as the Santa Cruz Avenue Central Plaza) or parking demand generated by new development. In addition, because the surveys were done during a period of economic downturn they may underestimate the parking demands that would occur under more robust economic conditions when there would be even less excess capacity.

In order to realize the full public space improvements and to achieve the vitality associated with new development, the Specific Plan recommends new off-street parking rates and a revised policy for shared/unbundled parking in the downtown. In addition, the Specific Plan recommends improving the downtown parking supply by constructing up to two parking garages, discussed in more detail in Section F.8 "Downtown Parking."

With regard to parking rates, the existing City code requirements were reviewed to determine whether they are appropriate for current and future development types, due to their infill and mixed-use nature, and to account for the proximity to other travel modes, such as transit (especially the Caltrain station), walking and biking. These standards are discussed first, followed by a discussion of downtown parking, including new facilities, financing and parking management strategies.

F.8 PARKING STANDARDS

The Specific Plan proposes new minimum parking standards consistent with the mixed-use nature of the area, proximity of the Caltrain station and bus routes and the high use of walking and biking modes by Menlo Park residents. Households in mixed-use developments near transit stations and in mixed-use downtowns own fewer vehicles[3], reducing the demand for residential parking in these areas. Similarly, commercial and retail developments near transit and in downtowns support a greater percentage of trip making by modes other than private automobile, reducing the need to provide dedicated parking for all customers or employees[4]. In addition, some of the parking spaces used by retail customers and employees during the day can be used by residents and their visitors in the evening, further reducing the number of spaces needed to be provided.[5] These types of shared parking reductions are not included in the City's existing rates, although individual developments can currently request parking reductions based on specific factors.

Table F2 summarizes the Specific Plan's proposed minimum (and in one case, maximum) parking rates and the references used to generate the recommendation. Sources used in the rate selection include City of Menlo Park *Municipal Code*, Title 16 Zoning, Chapter 16.72.; City of Menlo Park *Parking Reduction Policy;* Institute of Transportation Engineers (ITE), *Parking Generation* (3rd Edition, 2004); Urban Land Institute (ULI), *Shared Parking* (2nd Edition, 2005); and Metropolitan Transportation Commission (MTC), *Reforming Parking Policies to Support Smart Growth*, 2007. The City's Zoning Ordinance requirements are at the high end of the range of rates for many of the uses. Reducing the rates, with adequate support, is recommended for the reasons cited above.

[3] Transportation Research Board, Transit Cooperative Research Program, TCRP Report 95, *Traveler Response to Transportation System Changes,* 2007.

[4] Lund et al, *Travel Characteristics of Transit-Oriented Development in California*, January 2004.

[5] Urban Land Institute, *Shared Parking*.

The ULI rates have been selected as the basis for the Specific Plan Area rates, with the exception of residential and restaurant uses. Both ULI and ITE present rates for suburban locations with little transit service or few nearby uses within walking distance and, as such, provide a relatively conservative base.

Rates for residential developments in the Station Area reflect MTC recommendations with a minimum rate of 1.0 space per unit and a maximum rate of 1.5 spaces per unit. These rates support transit use and lower vehicles ownership for sites near rail stations. A minimum rate of 1.0 space per unit also applies to residential developments in the Station Sphere of Influence (SOI), or sites within walking distance of the Caltrain station (approximately ¼ mile). A minimum rate of 1.85 spaces per unit applies to residential developments in other Specific Plan areas. Figure F5 illustrates the areas designated as Station Area and Station Area Sphere of Influence.

Restaurant uses have been kept at the existing rate, in part because the ULI/ITE rates are so high as to potentially discourage this type of use, but also because existing, conforming restaurants in the Specific Plan Area appear to function adequately with parking at the current rate.

Developments outside downtown will be required to provide parking on-site, while in the downtown area, properties will continue to be able to rely in part on facilities in the public parking plaza parcels, discussed in more detail in Section F.9 "Downtown Parking".

Shared Parking Reductions

In addition to the proposed rates, an individual development proposal may incorporate a shared parking study that proposes additional ULI credits to account for the mixture of uses, either on-site or within a reasonable distance. By virtue of the existing diversity of nearby uses, parcels in the downtown area would effectively have lower parking rates. However, the precise credit would be subject to review and approval based on the specific design and site conditions.

Parking Rates

Land Use	Existing City Requirements		Industry Sources		Local Sources	Specific Plan Rates[6]
	Zoning Ordinance[1]	Use Based Guidelines[2]	ITE[3]	ULI[4]	MTC[5]	
Multi-Family Dwelling (per unit)	2.0	-	1.68	1.85 / 1.85 [5]	1.0 - 1.5	
Station Area	-	-			-	**1.0 min - 1.5 max** [8]
Station Area Sphere of Influence						**1.0** [9] **min**
Other	-	-			-	**1.85** [9] **min**
General Office (per 1,000 sf gfa)	6	3.3	3.27	3.8 / 0.38 [5]	2.0 - 3.0	**3.8 min**
Medical Office (per 1,000 sf gfa)	6	5	4.06	4.5 / 4.5 [5]	-	**4.5 min**
Retail and Personal Service (per 1,000 sf gla)	6	5	3.05 / 3.42 [7]	3.6 / 4.0 [5]	1.5 - 2.5	**4.0 min**
Supermarket (per 1,000 sf gfa)	6	-	5.01 / 5.46 [5]	-	-	**5.5 min**
Restaurants (per 1,000 sf gfa/gla)	6	6	-	-	3.0 - 5.0	**6.0 min**
Quality	-	-	17.7 / 19.78 [7]	18.0 / 20.0 [7]	-	-
High Turnover	-	-	11.6 / 15.53 [7]	10.5 / 15.0 [7]	-	-
With Lounge	-	-	15.3 / 18.75 [7]	-	-	-
Hotel (per room)	-	1.1	1.05	1.25 / 1.18 [7]	-	**1.25 min**

Notes: du = dwelling unit, sf = square feet, gfa = gross floor area, gla = gross leasable area.

1 City of Menlo Park Municipal Code, Title 16 Zoning, Chapter 16.72. Parking requirements for zoning districts. The listed rates do not vary by use - the C-3 and C-4 (ECR) districts have a standard 6 spaces per 1,000 sf gfa rate. Residential units have a 2 spaces/dwelling unit rate in all districts except for the R-4 district, which allows different rates by unit type.

2 City of Menlo Park Parking Reduction Policy, http://www.menlopark.org/departments/pln/parkredpolicy.pdf. Parking reductions through administrative permits.

3 ITE parking supply rates derived from parking demand rates in Institute of Transportation Engineers Parking Generation (3rd Edition, 2004). The parking supply rates are derived from the parking demand rates by increasing the parking demand rates by 15%. This industry standard increase is used to ensure that the parking supply is slightly higher than the demand to allow for vehicles to find available spaces without having to circulate through the entire parking facility.

4 ULI parking supply rates taken from Urban Land Institute ,Shared Parking (2nd Edition, 2005).

5 MTC parking requirements taken from Reforming Parking Policies to Support Smart Growth, 2007.

6 If a use is not listed in this table, a project applicant may propose a rate from ULI Shared Parking or other appropriate source or survey for the review and approval of the Transportation Manager. If ULI Shared Parking is updated with a new edition, the Transportation Manager may consider new rates.

7 Weekday/weekend parking rates. Weekend data shown where available.

8 Residential developments in the station area have a minimum rate of 1.0 space per unit and a maximum rate of 1.5 spaces per unit. See Figure F5 for areas where these rates apply.

9 See Figure F5 for areas where this minimum parking rate applies.

Table F2. *Parking Rates*

F.9 DOWNTOWN PARKING

The Specific Plan fully accommodates the parking demand associated with the development levels permitted by the Specific Plan. Although new public space improvements and limited new development would otherwise result in some loss of existing parking, the Specific Plan fully addresses this by increasing the parking supply and by improving the management of existing and new parking spaces. With the approaches outlined in the Specific Plan, the downtown builds parking capacity for the future.

Figure F5 shows the downtown area, where parcels may locate at least some of the required parking in public parking facilities.

Parking Supply and Demand

According to the *2010 Downtown Menlo Park Parking Study*, by Wilbur Smith Associates, the existing public parking supply in the downtown area (bounded by El Camino Real, Oak Grove Avenue, University Drive and Menlo Avenue) consists of 1,186 spaces on the public parking plazas and 409 spaces on-street, for a total of 1,595 public spaces. Additional spaces are provided in private parking lots.

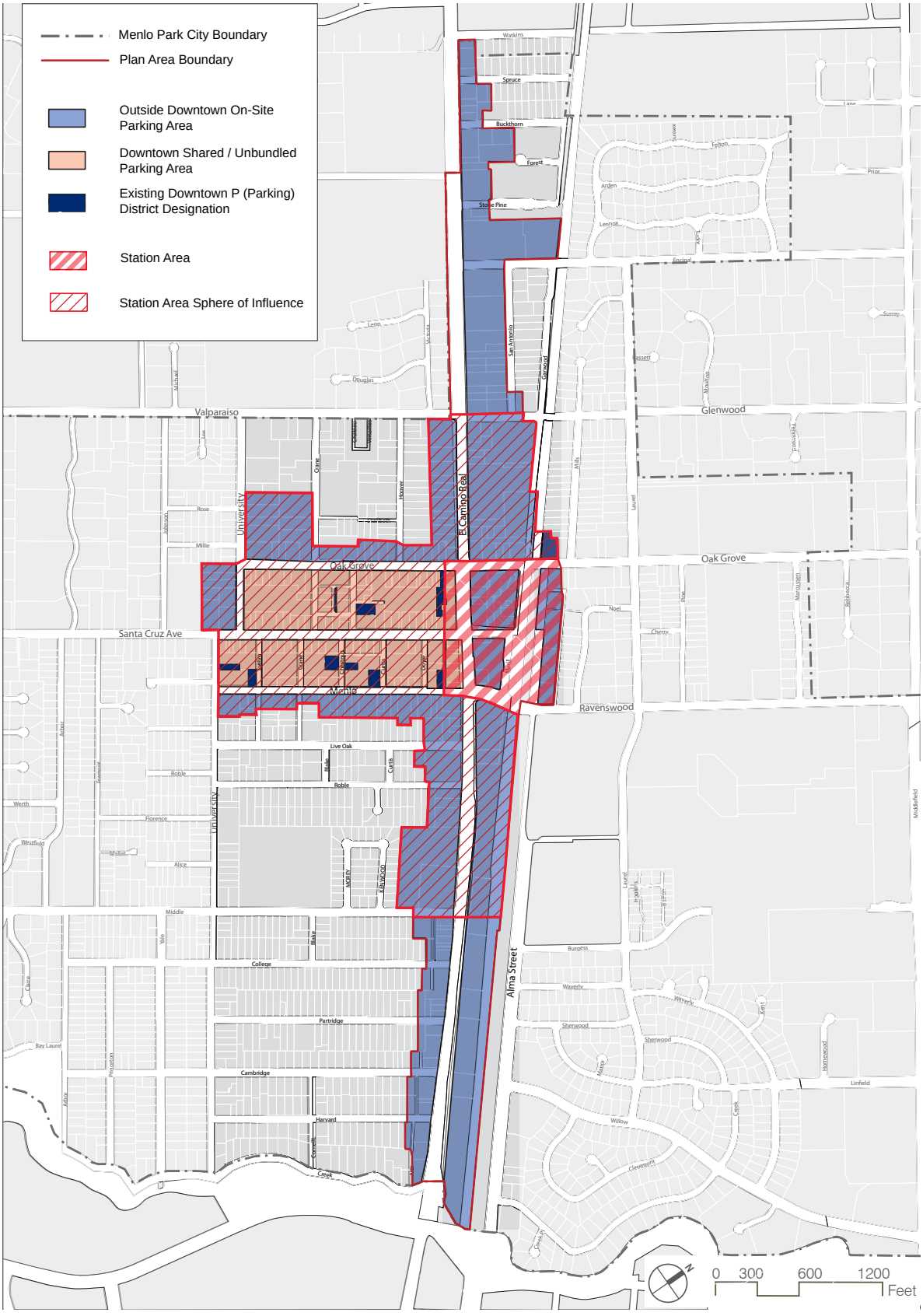


Figure F5. *Parking Areas*

Parking Supply

The Specific Plan's proposed parking supply reflects the increase in supply from the construction of up to two new parking garages on a combination of Parking Plazas 1, 2, and 3 and the relocation of parking spaces for public space improvements, such as widened sidewalks. For Parking Plaza 1, the Specific Plan proposes a 5-level garage – one level below ground and four above – with 650 publicly accessible spaces. For Parking Plaza 2, the Specific Plan also allows for a 5-level garage – one level below and four above – for a total of 250 publicly accessible spaces, or 310 spaces without the proposed pocket park at Chestnut Street and Oak Grove Avenue. For Parking Plaza 3, the Specific Plan proposes a 5-level parking garage – one level below ground and four above – providing 650 publicly accessible spaces. A decision on which garages to build will require further evaluation at the time of implementation, to consider parking space needs, available budget, the redevelopment of surrounding properties and community outreach, among other factors.

Table F3 and Figure F6 summarize and depict the existing and future parking supply in downtown Menlo Park. The table indicates the number of existing parking spaces in each parking plaza and on each block face in the downtown core area. It also describes the types of changes that are proposed by the Specific Plan, the resulting change in number of spaces and the resulting future supply.

An alternative parking garage near the Caltrain station was suggested during the public engagement process. The objective for this garage was to provide parking for downtown employees, to free up spaces in the parking plazas for customers of both existing and new developments, as well as potentially provide parking for Caltrain patrons. A parking garage near the train station was not moved forward due to the lack of an available site. The existing Caltrain station parking lots are under the control of the Joint Powers Board, not the City, and are too narrow to serve as an effective garage site, due to design requirements for ramps and access. In addition, these sites could potentially get smaller depending on the final High Speed Rail design.

Balancing Parking Demand and Supply

The Specific Plan recognizes that balancing parking supply with demand will be an ongoing challenge in downtown. The public parking facilities, including up to two new parking garages, must accommodate parking displaced by public amenity improvements (e.g., widened sidewalks on Santa Cruz Avenue) and some of the parking demand from existing and new development.

The Specific Plan proposes the following approach, and new policies, for balancing parking demand and supply.

1. City to set up system to monitor parking supply and demand, including the number of spaces that must be accommodated by those displaced by public amenity improvements.
2. For parcels that are not associated with private parking lots that are currently part of the P (Parking) district:
    a. Parking for the first 1.0 FAR can be accommodated in public parking plazas, consistent with current policy; no in-lieu fee required; and
    b. Parking for additional FAR, up to the zoning district maximum, can be accommodated either/both:
        i. On-site; and/or
        ii. In public parking plazas if the required number of spaces is available; in-lieu fee required.
3. For parcels that are associated with private parking lots that are currently part of the P (Parking) district (see Figure F5):
    a. If a P parcel is redeveloped, parking for the first 1.0 FAR can be satisfied by accommodating the parking provided by the P district parcel either/both:
        i. On-site (e.g. underground); and/or
        ii. In public parking plazas if the required number of spaces is available; in-lieu fee required.
    b. Parking for additional FAR, up to the zoning district maximum, can be accommodated either/both:
        i. On-site; and/or
        ii. In public parking plazas if the required number of spaces is available; in-lieu fee required.

The phasing of public parking facilities downtown is discussed in more detail in Chapter G “Implementation”. The cost of the in-lieu fee would be established to correspond to the cost of providing a structured parking space.

Existing and Future Downtown Parking Supply				
Parking Location	**Existing Supply[1]**	**Specific Plan Change**	**Change in Spaces**	**Future Supply**
Parking Plazas				
Parking Plaza 1	249	Added Parking Garage [2]	446	695 [3]
Parking Plaza 2	95	Added Parking Garage and Pocket Park [4]	155	250
Parking Plaza 3	212	Added Parking Garage and Pocket Park [5]	438	650
Parking Plaza 4	105	Pedestrian Link	-19	86
Parking Plaza 5	150	Pedestrian Link	-16	134
Parking Plaza 6	136	Pedestrian Link, Market Place	-32	104
Parking Plaza 7	94	Pedestrian Link, Market Place	-36	58
Parking Plaza 8	145	Pedestrian Link	-7	138
Total	**1,186**		**929**	**2,115**
Total with 2 Parking Garages	**1,186**		**483 - 774**	**1669 - 1960 [6]**
On-Street Spaces				
Santa Cruz Avenue	116	Sidewalk Widening	-48	68
Chestnut Street North	26	Sidewalk Widening	-11	15
Chestnut Street South	17	Chestnut Paseo	-11	6
Oak Grove Avenue	80	Added Bike Lanes	-35	45
Other Streets	170	No Change	0	170
Total	**409**		**-105**	**304 [7]**
Downtown Core Area Total	**1,595**		**824**	**2,419**
Total with 2 Parking Garages	**1,595**		**378 - 669**	**1973 - 2264 [6]**

Notes:

[1] *2009-2010 Downtown Menlo Park Parking Study*, Wilbur Smith Associates.

[2] A new parking garage at Parking Plaza 1 would displace 204 existing spaces.

[3] Future parking supply for Parking Plaza 1 includes a 650-space parking garage + 45 surface spaces remaining.

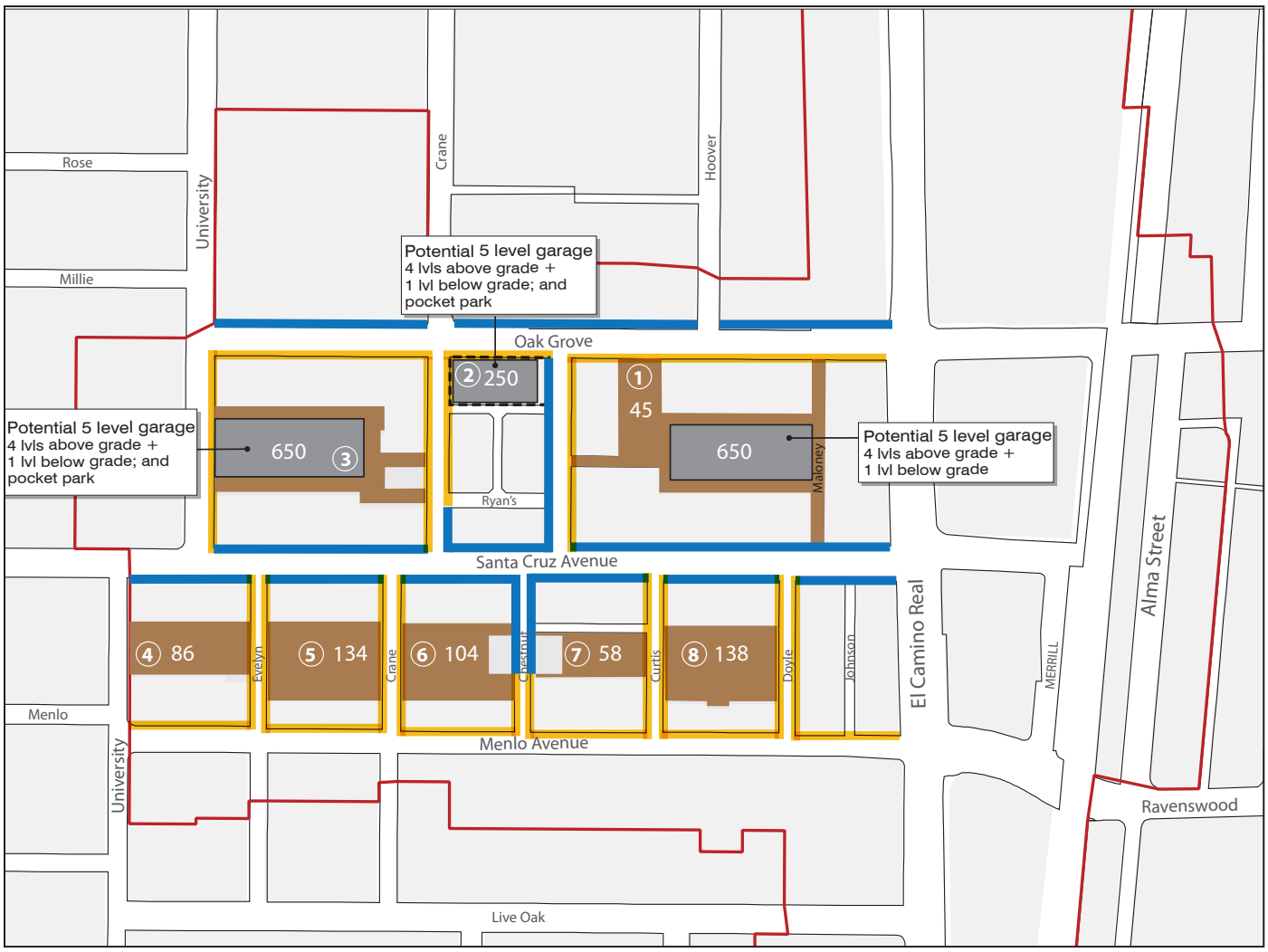
[4] A new parking garage and pocket park at parking plaza 2 would displace 95 existing spaces.

[5] A new parking garage and pocket park at Parking Plaza 3 would displace 212 existing spaces.

[6] Although three parking garages are shown, the Specific Plan assumes that up to two parking garages will be built in downtown Menlo Park. The parking total reflects the range of parking spaces that could be provided if only two garages were built, rather than three.

[7] On street parking space could be affected with proposed future Class II / Minimum Class III improvements.

Table F3. *Existing and Future Downtown Parking Supply*



	Parking Spaces
Public Parking Plazas	1,669 - 1,960 [2]
On-street Parking	304
Total	**1,973 - 2,264**

Project Area Boundary

Public Parking Plazas

Parking Garages [1]

Surface Parking

On-street Parking Spaces

Affected by Specific Plan Improvements

Unaffected by Specific Plan Improvements [3]

① Downtown Parking Plaza Number

Notes:

1 Although three parking garages are shown, the Specific Plan assumes that up to two parking garages will be built in downtown Menlo Park.

2 The parking total reflects the range of parking spaces that could be provided if only two garages were built, rather than three.

3 Additional on street parking could be affected with proposed future Class II / Minimum Class III improvements. See Figure F3.

Figure F6. *Proposed Public Parking Downtown*

Benefits of Garaged Parking

The Specific Plan proposes up to two new parking garages to accommodate increased parking demand. Parking garages can have a number of benefits including increased parking efficiencies, enhanced urban design and improvements to traffic circulation.

Because the parking garages will be shared by multiple uses, the individual spaces can be shared by different users throughout the course of the day. This allows for providing fewer total parking spaces in a mixed-use area, allowing more land to be dedicated to other non-parking uses. Other benefits of parking garages include the following.

- Garages provide the parking supply for new downtown development, which can allow for the development of smaller or oddly shaped parcels where providing required on-site parking is infeasible.
- The consolidation of parking to a single location creates a more cohesive urban fabric that is not broken up by numerous surface parking lots.
- Construction of parking garages can be a good opportunity to underground utilities and provide centralized and covered garbage locations, as well as provide facilities for car-sharing services and potentially electric car charging stations.
- Garages can accommodate the increased development intensities needed to support and enhance a viable transit system.
- Garages provide a concentrated and remote location for all day employee parking for downtown businesses, helping free up spaces in surface lots for customers.
- Parking garages consolidate traffic at fewer access points, which can lead to more orderly circulation patterns.

Parking garages can be equipped to provide real-time information on the number of available spaces, thereby reducing traffic related to drivers “cruising” for available spaces, which has been found to constitute up to 30% of traffic in some downtown areas[6].

[6] Donald Shoup, The High Cost of Free Parking

Public parking garage wrapped with retail use (Mountain View, California)

> *“You could use the parking plazas to create a small park if you built a classy parking garage on a parking plaza”*
>
> *- Workshop #3 Participant*

Cost of Garaged Parking

The benefits above must be considered in the context of the higher construction costs of garaged parking when compared to surface parking. The recommended sites for new parking garages in Downtown Menlo Park are the existing City-owned surface parking lots, so land acquisition will not be required.

Assuming a five-level 650-space parking garage, with one level of parking underground and 4 levels above, the magnitude of cost estimate for the parking garage is $28,800 to $32,400 per parking stall, in 2012 dollars, which equates to between $18,700,000 and $21,000,000 total cost. The magnitude of cost estimate consists of construction costs and soft costs. The probable construction cost covers the base construction cost; miscellaneous costs; general contractor overhead and insurance costs; design contingency; and escalation costs, which comes to $24,000 to $27,000 per parking stall[7]. The soft costs, estimated at 20% of the construction cost, include design services, environmental review, surveying, building permits, utility connections and construction administration. For a less efficient, smaller garage with a smaller floor plate on a more constrained site, such as the one suggested for Parking Plaza 2, the probable construction cost is significantly higher at $33,000 to $43,000 per parking stall[7].

[7] Watry Design, Inc. On-Line Parking Structure Cost Calculator (www.watrydesign.com), March 2010.

Parking Garage Funding

The Specific Plan proposes several options for financing the parking garages. The most direct option for funding the construction, operations and maintenance of the garage is to charge for parking in the garage. The parking rates needed to cover all of these costs may be too high for the Menlo Park market to accommodate given the amount of free (or low cost) parking in nearby communities. Under this option, existing (and new) businesses would not be required to pay directly. However, they may choose to subsidize employee parking and validate customer parking.

A second funding option, often used in conjunction with charging for parking, is the payment of in-lieu fees where a new business pays a fee instead of providing parking on their site. This requires the creation of a parking district to collect the fees and manage the supply of parking in the area. The in-lieu fees are often lower than the cost of providing parking spaces on-site in small site-specific garages.

Many cities partially subsidize the cost of new garages, based on the overall economic benefit of the new land uses supported by the garage. Another option is a public-private partnership where a private entity finances a portion of the garage, and typically has a portion of the spaces dedicated for their use either all the time or for selected hours.

A combination of in-lieu fees for new development and charging for parking, and possibly a public-private partnership, could provide a viable funding program for the parking garages.

Parking Management Plan

The Specific Plan recommends that the City prepare a Parking Management Plan to improve the management and utilization of existing parking spaces downtown. Consideration of commencement of a Parking Management Plan shall be added to the yearly Capital Improvement Program (CIP) process, so that implementation of such a plan can be timed appropriately with Plan-related changes in parking. In addition, development of a parking management plan, as well as discussion of related parking topics, should be informed by a Downtown Parking Task Force. The membership composition, objectives and typical meeting schedule of such an advisory group shall be separately established and regularly updated by the City Council.

The Parking Management Plan aims to utilize the City of Menlo Park's parking supply within the downtown area to its fullest extent possible and to create a Park Once and Walk strategy where downtown visitors can park in one location and visit numerous destinations without fear of receiving a parking ticket. With a successful management plan, the number of new parking spaces needed may be reduced and the timing for constructing a parking garage may be postponed. A successful plan is based on an 85 percent targeted occupancy rate, considered the optimal parking level because it provides for full use of the parking supply while providing sufficient vacancy so that vehicles trying to park can find a space without excessive searching. (This goal of 85 percent occupancy is a typical threshold in evaluating parking supply and demand. It is supported by Professor Donald Shoup of UCLA, author of *The High Cost of Free Parking*, who states that 85 percent occupancy accomplishes the goal of managing the supply of parking while making parking reasonably available when and where needed).

The Parking Management Plan could encompass the following strategies:

- Vary time limits for parking to enhance turnover of the most convenient spaces;
- Implement pricing for parking to control parking occupancies;
- Unbundle parking to demonstrate the true cost of parking spaces, reduce the amount of parking needed and minimize underutilized parking (discussed in more detail later);
- Establish a Parking Benefits District to capture parking revenues and finance public improvements downtown; and
- Prepare a Parking Implementation Plan.

Other Parking Management Plan strategies include:

- Create well-designed pedestrian-friendly linkages between the major parking areas (lots and garages) and downtown destinations (addressed in Public Space chapter); and
- Accommodate car-share programs to provide vehicles to those who need them infrequently.

Time Limits

Time limits can be used to manage the parking supply. Short time limits should be used to encourage turnover (e.g., spaces in front of a dry cleaners so that patrons can drop off or pick up their cleaning). Alternatively, longer time limits can be used to encourage employees to park in more distant locations (such as the parking garages), freeing-up nearby spaces for customers. Longer term parking can also accommodate multi-purpose trips such as shopping and dining. This will increase patron convenience since they will not need to be concerned about moving their vehicle and reduce the number of parking tickets.

The City recently undertook a parking study to select appropriate time limits for the current supply of parking. This study resulted in Council approval to change Santa Cruz Avenue on-street parking time limits to one hour, with a number of 15-minute zones for convenience stops. The Council retained two-hour free parking in the parking plazas, but allowed for paid parking above those time limits on Parking Plazas 1 and 5. These actions have been put into effect, and are consistent with the Specific Plan goals.


Parking meters

Metered Parking/Parking Pricing

Charging for parking (with associated appropriate time limits) can be used to manage the parking supply by encouraging turnover in highly desirable spaces (e.g., those on Santa Cruz Avenue). The key characteristics of successful paid parking programs are listed below.

- Price the most convenient/desirable spaces (typically curbside spaces) at a higher rate than less convenient spaces.
- Set, manage and review the parking price so that 85% of curbside spaces are occupied during peak periods. This helps businesses by increasing the availability of the most convenient parking spaces.
- Create a “Parking Benefits District” (discussed below) which invests meter revenues into streetscape and parking lot improvements like benches, street trees, street sweeping and other public amenities for the areas served by the metered parking.

The City could consider implementing a metered parking system for existing spaces in the plan area (both on parking plazas and on-street), preferably using spaced, pay-by-space parking meters to allow visitors to pay with cash, credit card or, perhaps, through cell phones/smart phones/PDAs. This will increase the convenience of metered parking and allow visitors flexibility in how they pay for parking. Spaces in the parking garages should be free of charge for the first hour or two and then charged a fee for the subsequent hours; thus increasing the desirability of spaces in parking garages.

One of the initial impediments to parking pricing is the perception that charging for parking will reduce the number of visitors to the downtown. However, if pricing strategies are set up so that convenient spaces are available and the chance of getting a parking ticket is minimized, the number of visitors to the downtown would not be reduced and may increase. Burlingame and Redwood City are nearby cities that charge for parking. Redwood City has also implemented metered parking with varied pricing strategies in its downtown. The City reports that the combination of removing both free parking and time restrictions has resulted in better parking compliance and issuance of fewer parking tickets.

Unbundled Parking

When parking is included in tenant leases, the true cost of parking is hidden. For example the price for an apartment with two parking spaces may be rented for $1,500 per month. However, if the parking spaces were unbundled, the price for rent for the apartment would be $1,300 per month, plus $100 per month for each space. Unbundled parking helps tenants to understand the true cost of parking, and may influence a resident's decision to own a car (Reforming Parking Policies to Support Smart Growth, MTC, 2007).

The Specific Plan recommends unbundled parking – the renting or selling of parking spaces separately, rather than automatically including them with building space – in all residential developments in the plan area. Unbundling parking makes particular sense in mixed-use development areas within walking distance to transit, because people are less likely to need a car. Available parking spaces created by unbundling parking could also be set aside for car sharing providers such as ZipCar or CityCarShare. (These services allow members to reserve a vehicle by the day or by the hour for a fee inclusive of mileage, gas, maintenance, and insurance. The services can support households or businesses that choose not to own a car).

Parking Benefits District

Other cities in California that have implemented parking meters/pricing strategies, such as West Hollywood, Pasadena, Santa Monica and San Francisco, have been able to do so successfully through the creation of a Parking Benefit District where all or portions of parking revenues are returned to the district where the revenues are collected. The revenues can be used to provide improvements such as benches, street trees, street sweeping and other public amenities serving the plan area or to potentially fund shuttle service enhancements.

Parking Implementation Plan

Once the City of Menlo Park decides to implement a Parking Management Plan, it will be vital to the plan's success to prepare a detailed implementation plan to ensure that the parking strategies are implemented in a strategic and cost-effective way and are monitored for effectiveness.

In the first phase of the Parking Implementation Plan, the City should analyze existing and future parking demand patterns and identify specific parking management strategies to accommodate those demand patterns. Once the City has identified appropriate strategies, it should consider forming a Parking Benefits District as a second phase of the implementation plan. The formation of the benefits district should include clear guidelines on the operating principles of the parking plan, define a monitoring plan to ensure that the parking pricing strategies are appropriate and meet the City's goal of maintaining the recommended 85 percent parking occupancy. As part of the Parking Benefits District formation, the City should also create an in-lieu parking fee program (further discussed in "Costs of Garaged Parking" section) and set up a residential parking permit program, if needed. It is assumed that the City would have revised its parking regulations to reduce the current minimum parking requirement to those recommended in the plan, as discussed above.

In the long-term the plan should include ongoing monitoring of a Parking Management Plan and evaluation of how the parking revenue is used for amenities, parking and shuttles within the plan area.

F.10 TRANSPORTATION DEMAND MANAGEMENT

The Specific Plan encourages Transportation Demand Management (TDM) programs for all new developments, including those that generate fewer than 100 peak hour trips. (Currently, only projects generating over 100 peak hour trips are required by C/CAG (San Mateo City/County Association of Governments) to pay an impact fee or develop TDM program.) The purpose of TDM programs is to reduce vehicle trips to mitigate impacts on roadway segments and intersections, and to reduce associated parking demand, by encouraging the use of modes other than single-occupant vehicles for travel.

TDM strategies that could be implemented by individual developments in the plan area include:

- Commute alternative information;
- Bicycle storage facilities;
- Showers and changing rooms;
- Pedestrian and bicycle subsidies;
- Operating dedicated shuttle service (or buying into a shuttle consortium);
- Subsidizing transit tickets;
- Preferential parking for carpoolers;
- Provide child care services and convenience shopping within new developments;
- Van pool programs;
- Guaranteed ride home program for those who use alternative modes;
- Parking cash-out programs and discounts for persons who carpool, vanpool, bicycle or use public transit;
- Imposing charges for parking rather than providing free parking;
- Providing shuttles for customers and visitors; and/or
- Car share programs.

Funding of an area wide TDM program could be provided through annual assessments on new development or by the in-lieu parking fees. Some of the recommended implementation policies discussed in the previous sections, such as bicycle parking, unbundled parking, and reduced parking rates are also TDM measures commonly considered in programs to reduce vehicle travel.

Caltrain GO Pass – An Employer-Sponsored Program

New and existing qualified employers in the plan area should be encouraged to participate in the GO Pass program to encourage Caltrain use, reduce automobile use and reduce vehicle parking needs. GO Pass is an employer-sponsored annual pass that offers unlimited rides on Caltrain seven days a week through all zones. The GO Pass is purchased by employers for all full-time employees. Employers pay an annual fee to provide the pass to each full-time employee regardless of how many employees use the pass, and employees must have photo ID badges to participate in the program.

G.
IMPLEMENTATION

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G.1 OVERVIEW

The Menlo Park El Camino Real/Downtown Specific Plan establishes a framework for the implementation of land use regulations and public improvements outlined in the Specific Plan.

This chapter contains five major components.

- G.2 Key Actions to Enable the Specific Plan
- G.3 Key Actions to Implement the Specific Plan
- G.4 Financing Methods for Public Improvements
- G.5 Phasing of Public Improvements
- G.6 Utility Improvements

G.2 KEY ACTIONS TO ENABLE THE SPECIFIC PLAN

The Specific Plan addresses the key actions necessary to enable the Specific Plan, which includes:

- Relationship to the Menlo Park General Plan; and
- General Plan and Zoning Ordinance Amendments.

Overall, the Specific Plan refines the City's General Plan policy direction for the plan area. It carries out the Specific Plan's vision through new land use designations and zoning districts specifically aimed at the variety of physical environments and range of outcomes identified in the Specific Plan. Therefore, the Specific Plan replaces sections of the General Plan and Zoning Ordinance and provides standards and guidelines for the plan area, unless specifically identified otherwise in this document.

Relationship to the Menlo Park General Plan

Per Government Code Section 65451, a specific plan must include a statement of the relationship of the specific plan to the general plan. Many of the goals and policies in the General Plan documents remain relevant, although others may not reflect physical and economic changes and desired futures within the plan area.

Table G1 (following pages) describes the relationship of selected General Plan goals and policies to the Specific Plan. Only policies that relate to the Specific Plan area are included, although other goals and policies could be considered by some to have relevance to the Specific Plan. The Seismic Safety and Safety Element is not included at all, as its goals and policies are either more broad reaching or project specific, and therefore do not have direct relevance to the Specific Plan. All private development and public improvements envisioned in the Specific Plan would adhere to all City standards related to seismic safety issues. As described in more detail below, the adoption of the Specific Plan was preceded by a General Plan amendment that replaces the existing General Plan for these geographic areas; however, the Table G1 analysis describes the relationship between the existing General Plan and the Specific Plan.

General Plan and Zoning Ordinance Amendments

The Specific Plan includes within it a comprehensive set of General Plan-type components (e.g., goals, policies, land use designations, and circulation plans). As such, prior to the adoption of the Specific Plan, the General Plan was amended to include the Specific Plan as part of the General Plan itself, governing the plan area. The Specific Plan also includes Zoning Ordinance-type elements (e.g., detailed development regulations). After adoption of the Specific Plan, the City adopted similar Zoning Ordinance amendments that constitute the Zoning Ordinance for the Plan area, unless otherwise specified. The General Plan Land Use Diagram and the City's Zoning Map have been similarly amended to show changes consistent with the Specific Plan.

General Plan and Zoning Ordinance Amendments were presented concurrent with review of the Final Specific Plan.

City of Menlo Park General Plan Goals and Policies		Specific Plan Relationship with Policies
SECTION I: LAND USE POLICIES (1994)		
Residential		
Goal I-A	**To maintain and improve the character and stability of Menlo Park's existing residential neighborhoods while providing for the development of a variety of housing types. The preservation of open space shall be encouraged.**	
I-A-1	New construction in existing neighborhoods shall be designed to emphasize the preservation and improvements of the stability and character of the individual neighborhood.	The Specific Plan area does not include existing residential neighborhoods (although some residential uses exist in the plan area) and, as such, this policy is not directly relevant. However, the Specific Plan includes standards and guidelines for building design to ensure that new infill development will be sensitive to adjacent residential uses.
I-A-2	New residential developments shall be designed to be compatible with Menlo Park's residential character.	The Specific Plan area does not include existing residential neighborhoods (although some residential uses exist in the plan area) and, as such, this policy is not directly relevant. However, the Specific Plan includes standards and guidelines for building design to ensure that new infill development will be sensitive to adjacent residential uses.
I-A-3	Quality design and usable open space shall be encouraged in the design of all new residential developments.	The Specific Plan includes standards and guidelines to encourage quality design in infill development. Additionally, architectural review will be required for new development to ensure consistency with the standards and guidelines. The standards include specific requirements for open space in residential developments.
I-A-4	Residential uses may be combined with commercial uses in a mixed use project, if the project is designed to avoid conflicts between the uses, such as traffic, parking, noise, dust and odors.	The Specific Plan allows for mixed use commercial and residential development that will be subject to architectural review to ensure design features that help address compatibility issues.
I-A-5	Development of housing, including housing for smaller households, is encouraged in commercially-zoned areas in and near Downtown. (Downtown is defined as the area bounded by Alma Street, Ravenswood Avenue/Menlo Avenue, University Drive and Oak Grove Avenue.) Provisions for adequate off-street parking must be assured.	The Specific Plan encourages housing development along El Camino Real and in the station and downtown areas through increased allowable development intensities. It requires adequate off-street parking.
I-A-6	Development of residential uses on the north side of Oak Grove Avenue and on the south side of Menlo Avenue adjacent to the Downtown commercial area is encouraged.	The Specific Plan allows for housing development in these areas.
I-A-8	Residential developments of ten or more units shall comply with the requirements of the City's Below-Market Rate (BMR) Housing Program.	The City's Below Market Rate (BMR) Housing Program, which now requires development of five or more units to participate in the BMR program, will continue to apply to the Specific Plan.

Table G1. *El Camino Real/Downtown Specific Plan/City of Menlo Park General Plan Consistency Analysis*

City of Menlo Park General Plan Goals and Policies		Specific Plan Relationship with Policies
SECTION I: LAND USE POLICIES (1994)		
I-A-9	Residential developments subject to requirements of the BMR Housing Program may be permitted to increase the total density, number of units and floor area of residential projects up to a maximum of 15 percent above that otherwise permitted by the applicable zoning.	The Specific Plan assumes all relevant City policies apply to improvements within the plan area. Nothing in the Specific Plan contradicts this City policy.
I-A-10	All utilities installed in conjunction with new residential development shall be placed underground.	The Specific Plan provides for guidelines to this effect.
Commercial		
Goal I-B	**To strengthen Downtown as a vital and competitive shopping area while encouraging the preservation and enhancement of Downtown's historic atmosphere and character.**	
I-B-1	The Downtown shall include a complementary mix of stores and services in a quality design, adding natural amenities into the development pattern.	The Specific Plan allows for a complementary mix of stores and services, coupled with design standards and guidelines which help ensure quality design. It adds significant new public space and landscape downtown.
I-B-2	Parking which is sufficient to serve the retail needs of the Downtown area and which is attractively designed to encourage retail patronage shall be provided.	The Specific Plan provides for a variety of parking facilities, including surface parking lots, on-street parking and parking garages to provide adequate parking to meet the needs of visitors and employees. Design guidelines and standards will ensure attractive designs for any new parking facilities.
I-B-3	New development shall not reduce the number of existing parking spaces in the Assessment District, on P-zoned parcels, or on private property where parking is provided in lieu of Assessment District participation.	The Specific Plan increases the number of parking spaces in the Assessment District with up to two new parking garages on downtown parking plazas. Existing P-zoned parcels would be required to continue to serve as parking, unless spaces are available in the public parking facilities and the property owner pays an in-lieu fee.
I-B-4	Uses and activities shall be encouraged which will strengthen and complement the relationship between the Transportation Center and the Downtown area and nearby El Camino Real corridor.	The Specific Plan proposes new public space improvements and sidewalk extensions that enhance connections between downtown and the station area. It encourages Santa Cruz Avenue "main street" retail uses to extend from El Camino Real to the Caltrain Station.
I-B-5	New development with offices as the sole use that is located outside of the boundary of the Downtown area along the south side of Menlo Avenue and the north side of Oak Grove Avenue shall not create a traffic impact that would exceed that of a housing project on the same site.	The Specific Plan requires that new office uses, either in isolation or as part of a mixed-use project, have a maximum FAR that is one-third to one-half of the overall maximum FAR, which should reduce traffic impacts in comparison to a housing project. Overall traffic impacts are studied in more detail in the EIR.

Table G1 (continued)

City of Menlo Park General Plan Goals and Policies		Specific Plan Relationship with Policies
SECTION I: LAND USE POLICIES (1994)		
Goal I-C	**To encourage creativity in development of the El Camino Real Corridor**	
I-C-1	New and upgraded retail development shall be encouraged along El Camino Real near Downtown, especially stores that will complement the retailing mix of Downtown. Adequate parking must be provided and the density, location, and site design must not aggravate traffic at congested intersections. The livability of adjacent residential areas east and west of El Camino Real and north and south of Downtown must be protected.	The Specific Plan encourages development along El Camino real that incorporates ground floor uses, including retail, that activates the street and provides for adequate on-site parking. The Specific Plan design guidelines also require setbacks and other massing limitations that protect residential neighborhoods.
I-C-2	Small-scale offices shall be allowed along most of El Camino Real in a balanced pattern with residential or retail development.	The Specific Plan encourages a mix of appropriate uses, including offices. The Specific Plan also requires that new office uses, either in isolation or as part of a mixed-use project, have a maximum FAR that is one-third to one-half of the overall maximum FAR, which will additionally encourage a mixture of uses.
Goal I-E	**To promote the development and retention of commercial uses which provide significant revenue to the City and/or goods and services needed by the community and which have low environmental and traffic impacts.**	
I-E-1	All proposed commercial development shall be evaluated for its fiscal impact on the City as well as its potential to provide goods or services needed by the community.	The Specific Plan's land use designations and development intensities are based on community input, market analysis and fiscal impact analysis.
I-E-2	Hotel uses may be considered at suitable locations within the commercial and industrial zoning districts of the City.	The Specific Plan permits hotel uses in the plan area.
I-E-3	Retention and expansion of auto dealerships in the city shall be encouraged. Development of new auto dealerships or combined dealerships in an auto center shall be encouraged at suitable locations in the city.	The Specific Plan allows for auto dealerships along El Camino Real.
I-E-4	Any new or expanded office use must include provisions for adequate off-street parking, mitigating traffic impacts, and developing effective alternatives to auto commuting, must adhere to acceptable architectural standards, and must protect adjacent residential uses from adverse impacts.	The Specific Plan standards and guidelines call for adequate on site-parking and proposes ways to encourage transit use, such as through Transportation Demand Management programs. Additionally, the standards and guidelines address building design with particular attention to compatibility with adjacent residential neighborhoods.
I-E-5	The City shall consider attaching performance standards to projects requiring conditional use permits.	The Specific Plan establishes certain uses as subject to use permit review, at which point performance standards may be considered.

Table G1 (continued)

City of Menlo Park General Plan Goals and Policies		Specific Plan Relationship with Policies
SECTION I: LAND USE POLICIES (1994)		
Open Space		
Goal I-G	**To promote the preservation of open-space lands for recreation, protection of natural resources, the production of managed resources, protection of health and safety, and/or the enhancement of scenic qualities.**	
I-G-1	The City shall develop and maintain a parks and recreation system that provides areas and facilities conveniently located and properly designed to serve the recreation needs of all Menlo Park residents.	The Specific Plan proposes expansive new public space improvements, particularly in the downtown and station areas. Such improvements include widened sidewalks, plazas, paseo, and pocket parks.
I-G-2	The community should contain an ample supply of specialized open space in the form of squares, greens, and parks whose frequent use is encouraged through placement and design.	The Specific Plan proposes expansive new public space improvements, particularly in the downtown and station areas. Such improvements include widened sidewalks, plazas, paseo, and pocket parks.
I-G-3	Public spaces should be designed to encourage the attention and presence of people at all hours of the day and appropriate hours of the night.	Among many public space improvements, the Specific Plan proposes widened sidewalks along Santa Cruz Avenue in downtown and a paseo on Chestnut Street, affording ample space for outdoor dining and gathering. Downtown will continue to emphasize active retail and restaurant uses that interact with public spaces.
I-G-4	Dedication of land, or payment of fees in lieu thereof, for park and recreation purposes shall be required of all new residential development	The Specific Plan assumes all relevant City policies apply to improvements within the plan area. Nothing in the Specific Plan contradicts this City policy.
I-G-10	Extensive landscaping should be included in public and private development, including greater landscaping in large parking areas. Where appropriate, the City shall encourage placement of a portion of the required parking in landscape reserve until such time as the parking is needed. Plant material selection and landscape and irrigation design shall adhere to the City's Water Efficient Landscaping Ordinance.	The Specific Plan calls for the incorporation of sustainable practices in construction and operation of public and private realm improvements.
I-G-11	Well-designed pedestrian facilities should be included in areas of intensive pedestrian activity	The Specific Plan proposes expansive new public space improvements, particularly in the downtown and stations areas. Such improvements include widened sidewalks, crosswalk improvements, bike/pedestrian tunnel, and paseo.

Table G1 (continued)

City of Menlo Park General Plan Goals and Policies		Specific Plan Relationship with Policies
SECTION I: LAND USE POLICIES (1994)		
Public and Quasi-Public Facilities and Services		
Goal I-H	**To promote the development and maintenance of adequate public and quasi-public facilities and services to meet the needs of Menlo Park's residents, businesses, workers, and visitors.**	
I-H-1	The community design should help conserve resources and minimize waste.	The Specific Plan calls for the incorporation of sustainable practices in construction and operation of public and private realm improvements.
I-H-2	The use of water-conserving plumbing fixtures in all new public and private development shall be required.	The Specific Plan calls for the incorporation of sustainable practices in construction and operation of public and private realm improvements.
I-H-3	Plant material selection and landscape and irrigation design for City parks and other public facilities and in private developments shall adhere to the City's Water Efficient Landscaping Ordinance	The Specific Plan calls for the incorporation of sustainable practices in construction and operation of public and private realm improvements.
I-H-7	The use of reclaimed water for landscaping and any other feasible uses shall be encouraged.	The Specific Plan calls for the incorporation of sustainable practices in construction and operation of public and private realm improvements.
I-H-11	Buildings, objects, and sites of historic and/or cultural significance should be preserved.	The EIR provides additional analysis on this topic, and future project-specific proposals will conduct additional analysis and mitigations as needed.
I-H-12	Street orientation, placement of buildings, and use of shading should contribute to the energy efficiency of the community.	The Specific Plan calls for the incorporation of sustainable practices in construction and operation of public and private realm improvements.
Annexation and Intergovernmental Coordination		
Goal I-I	**To promote the orderly development of Menlo Park and its surrounding area.**	
I-I-2	The regional land use planning structure should be integrated within a larger transportation network built around transit rather than freeways and the City shall influence transit development so that it coordinates with Menlo Park’s land use planning structure.	The Specific Plan concentrates development, through increased allowable development intensities, at the station area in support of transit use.

Table G1 (continued)

City of Menlo Park General Plan Goals and Policies		Specific Plan Relationship with Policies
SECTION II: CIRCULATION AND TRANSPORTATION POLICIES (1994)		
Roadway Network		
Goal II-A	**To maintain a circulation system using the Roadway Classification System that will provide for the safe and efficient movement of people and goods throughout Menlo Park for residential and commercial purposes.**	
II-A-1	Level of Services D (40 seconds average stopped delay per vehicle) or better shall be maintained at all City-controlled signalized intersections during peak hours, except at the intersection of Ravenswood Avenue and Middlefield Road and at intersections along Willow Road from Middlefield Road to US 101.	The EIR includes a traffic impact analysis conducted to all City standards.
II-A-2	The City should attempt to achieve and maintain average travel speeds of 14 miles per hour (Level of Service D) or better on El Camino Real and other arterial roadways controlled by the State and 46 miles per hour (Level of Service D) or better on US 101. The City shall work with Caltrans to achieve and maintain average travel speeds and intersection levels of service consistent with standards established by the San Mateo County Congestion Management Plan.	The EIR includes a traffic impact analysis conducted to all City standards.
II-A-3	The City shall work with Caltrans to ensure that average stopped delay on local approaches to State-controlled signalized intersections does not exceed Level of Service E (60 seconds per vehicle).	The EIR includes a traffic impact analysis conducted to all City standards.
II-A-4	New development shall be restricted or required to implement mitigation measures in order to maintain the levels of service and travel speeds specified in Policies II-A-1 through II-A-3.	The EIR includes a traffic impact analysis conducted to all City standards.
II-A-8	New development shall be reviewed for its potential to generate significant traffic volumes on local streets in residential areas and shall be required to mitigate potential significant traffic problems.	The EIR includes a traffic impact analysis conducted to all City standards.
II-A-9	The City shall establish, as a priority, the protection of local streets in residential areas from excessive speeding and excessive volumes of through traffic. For the purposes of this policy, “through traffic” shall mean traffic having neither an origin nor destination within the relevant neighborhood. Adequate capacity on arterial streets should be provided to encourage, to the extent possible, their use for Menlo Park residential traffic.	The EIR includes a traffic impact analysis conducted to all City standards.

Table G1 (continued)

City of Menlo Park General Plan Goals and Policies		Specific Plan Relationship with Policies
SECTION II: CIRCULATION AND TRANSPORTATION POLICIES (1994)		
II-A-12	The City shall endeavor to provide for the safe, efficient, and equitable use of streets by pedestrians and bicyclist through good roadway design, maintenance, and effective traffic law enforcement.	The Specific Plan proposes pedestrian and bicycle enhancements, including widened sidewalks, sidewalk extensions, increased bike lanes and bike parking facilities.
II-A-19	It shall be the intent of the City to design traffic improvement projects to preserve and improve the aesthetics of the city.	The Specific Plan proposes streetscape improvements on El Camino Real and Santa Cruz Avenue to preserve and improve the aesthetics of the city, and to improve circulation for pedestrians and bicyclists.
Public Transit		
Goal II-B	**To promote the use of public transit.**	
II-B-1	The City shall consider transit modes in the design of transportation improvements and the review and approval of development projects.	The Specific Plan proposes transit pull-outs and drop-offs in the Station area.
II-B-2	As many activities as possible should be located within easy walking distance of transit stops, and transit stops should be convenient and close to as many activities as possible.	The Specific Plan proposes increased intensities of development, including housing, retail and commercial uses, in the station and downtown areas. It proposes enhanced public improvements, including sidewalks, and accommodates increased bus service and access to the Caltrain station.
II-B-3	The City shall promote improved public transit service and increased transit leadership, especially to office and industrial areas and schools.	The Specific Plan supports transit service through increased intensities, improved sidewalks and connections, enhanced drop-offs, and a Transportation Demand Management proposal.
II-B-4	The capacity and attractiveness of the commuter railroad service should be increased, and rights-of-ways for future transit service should be protected.	The Specific Plan supports and protects the rights-of-way for future transit service, accommodating High Speed Rail service as appropriate.
Transportation Demand Management		
Goal II-C	**To promote the use of alternatives to the single occupant automobile.**	
II-C-1	The City shall work with all Menlo Park employers to encourage employees to use alternatives to the single occupant automobile in their commute to work.	The Specific Plan proposes a Transportation Demand Management program that encourages employees to use alternative modes of transit.
II-C-2	The City shall provide information to existing and new Menlo Park employers to assist their employees in identifying potential carpools, transit alternatives and other commute alternatives.	The Specific Plan proposes a Transportation Demand Management program that encourages employees to use alternative modes of transit.

Table G1 (continued)

City of Menlo Park General Plan Goals and Policies		Specific Plan Relationship with Policies
SECTION II: CIRCULATION AND TRANSPORTATION POLICIES (1994)		
Bicycles		
II-D	**To promote the safe use of bicycles as a commute alternative and for recreation.**	
II-D-2	The City shall, within available funding, work to complete a system of bikeways within Menlo Park.	The Specific Plan supports and enhances the bikeway system in Menlo Park.
II-D-3	The design of streets within Menlo Park shall consider the impact of street cross section, intersection geometrics and traffic control devices on bicyclists.	The Specific Plan supports and enhances the bikeway system in Menlo Park, including street cross sections which accommodates bikes.
II-D-4	The City shall require new commercial and industrial development to provide secure bicycle storage facilities on-site.	The Specific Plan provides for standards and guidelines for on-site bicycle storage facilities.
Pedestrians		
Goal II-E	**To promote walking as a commute alternative and for short trips.**	
II-E-1	The City shall require all new development to incorporate safe and attractive pedestrian facilities on-site.	The Specific Plan focuses pedestrian improvements along public streets, requiring new development to provide such improvements, particularly along El Camino Real.
II-E-2	The City shall endeavor to maintain safe sidewalks and walk-ways where existing within the public right-of-way.	The Specific Plan proposes improved sidewalks along El Camino Real and Santa Cruz Avenue, as well as other enhanced pathways and crosswalks.
II-E-4	The City shall incorporate appropriate pedestrian facilities, traffic control, and street lighting within street improvement projects to maintain or improve pedestrian safety.	The Specific Plan proposes enhanced pedestrian amenities and streetscape improvements, particularly along El Camino Real and Santa Cruz Avenue.
II-E-5	The City shall support full pedestrian access across all legs of an intersection at all signalized intersections which are City-controlled and at the signalized intersections along El Camino Real.	The Specific Plan proposes enhanced pedestrian crossings, including sidewalk extensions, along El Camino Real at many signalized intersections and along Santa Cruz Avenue.
Parking		
Goal II-F	**To provide adequate parking in the Downtown area, especially for retail customers and CalTrain patrons.**	
II-F-1	Adequate off-street parking should be required for all new development in the Downtown Area.	The Specific Plan requires on-site parking, or accommodates parking in public parking plazas, for all new development in the downtown area.
II-F-2	Short-term retail customer parking shall be first priority for the allocation of parking spaces in Downtown parking plazas. Long-term employee parking shall be located in such a manner that it does not create a shortage of customer parking adjacent to retail shops.	The Specific Plan proposes ways to more efficiently use parking spaces on downtown parking plazas, giving priority to short-term retail customers while accommodating long-term employee parking.

Table G1 (continued)

City of Menlo Park General Plan Goals and Policies		Specific Plan Relationship with Policies
SECTION III: HOUSING ELEMENT POLICIES (1992)		
Goal III-A	**To promote the development of a balanced range of housing types and densities for all economic segments and all geographic areas of the community.**	
III.A.5	The City will promote development of mixed medium or high-density residential and commercial projects in the Central Business District and along El Camino Real as a means of providing more housing on job sites to help offset the impact of new employment on the regional housing market.	The Specific Plan, through increased allowable densities and other incentives, encourages higher density housing in the plan area, particularly in the station area and downtown.
III.A.8	The City will continue to require residential developers to contribute to the provision of below market rate housing opportunities in the city.	The City's Below Market Rate (BMR) Housing Program will continue to apply to the Specific Plan.
III.A.9	The City will continue to require developers of employment-generating commercial and industrial developments to contribute to the provision of below market rate housing opportunities in the city.	The City's Below Market Rate (BMR) Housing Program will continue to apply to the Specific Plan.
III.A.10	The City will increase the supply of land available for residential development by redesigning and rezoning targeted residential and non-residential parcels for multi-family residential use, particularly near public transit and major transportation corridors in the city.	The Specific Plan, through increased allowable densities and other incentives, encourages higher density housing in the plan area, particularly in the station area and downtown. It allows for housing throughout the entire plan area.
III.A.11	The City will promote the distribution of new, higher-density residential developments throughout the city, taking into consideration compatibility with surrounding existing residential uses, particularly near public transit and major transportation corridors in the city.	The Specific Plan, through increased allowable densities and other incentives, encourages higher density housing in the plan area, particularly in the station area and downtown. Design guidelines and standards, such as for upper-story setbacks, will provide protections to neighboring residential properties.
III.D.1	The City will continue to promote energy conservation in the design of all new residential structures and will promote incorporation of energy conservation and weatherization features in existing homes.	The Specific Plan includes policies which encourage sustainable practices in construction and operation of buildings.
III.D.2	To the extent practical, the City will require that the design of all new residential development takes advantage of solar access.	The Specific Plan includes policies which encourage sustainable practices in construction and operation of buildings.

Table G1 (continued)

City of Menlo Park General Plan Goals and Policies		Specific Plan Relationship with Policies
OPEN SPACE AND CONSERVATION POLICIES (1973)		
Goals		
1	**To develop a parks and recreation system which provides area, facilities, and improvements conveniently located and properly designed to serve the recreation needs of all residents of Menlo Park.**	
2	**To encourage the enhancement of boulevards, plazas, and other urban open spaces in residential, commercial, and industrial neighborhoods.**	
8	**To preserve historic buildings, objects, and sites of historic and cultural significance.**	
12	**To enhance and preserve air quality in accord with regional standards.**	
Policies		
1	Provide open space lands for a variety of recreation opportunities. Make improvements, construct facilities, and maintain programs which encourage a maximum of resident participation.	The Specific Plan proposes increased public spaces, including widened sidewalks, pocket parks and plazas, that accommodate a variety of public gathering opportunities.
2	Include landscaping and plazas on public and private lands and well-designed pedestrian facilitates in area of intensive pedestrian activity. Require greater landscaping in extensive parking areas.	The Specific Plan proposes increased public spaces, including widened sidewalks, pocket parks and plazas, with enhanced landscaping, particularly in the downtown area. It provides for guidelines relating to extensive parking areas.
3	Require dedication of improved land, or payment of fee in lieu of, for park and recreation land for all residential uses involving five or more dwelling units.	The Specific Plan assumes all relevant City policies apply to improvements within the plan area. Nothing in the Specific Plan contradicts this City policy.
4	Develop hiking and biking paths consistent with the recommendations of the proposed bikeway system.	The Specific Plan provides bicycle enhancements consistent with the City's latest bicycle plan.
12	Provide a program of incentives and rewards to encourage provision of additional open space.	The Specific Plan requires open space breaks within new development, particularly along portions of El Camino Real north and south of downtown.
NOISE ELEMENT POLICIES (1978)		
--	Consider the compatibility of proposed land uses with the noise environment when preparing or revising community and/or specific plans.	Noise impacts are discussed in the EIR.

Table G1 (continued)

G.3 KEY ACTIONS TO IMPLEMENT THE SPECIFIC PLAN

The Specific Plan addresses the key actions necessary to implement the Specific Plan, which includes:

- Administration, Processing, and Review of Applications;
- Nonconforming Structures and Uses; and
- Maximum Allowable Development.

Administration, Processing and Review of Applications

The Specific Plan retains the existing Zoning Ordinance procedures for administration, processing, and review of applications, in particular the Architectural Control and Use Permit approval processes.

Architectural Control

The Architectural Control procedures as codified in Zoning Ordinance Section 16.68.020 would apply to all new construction and additions of more than 100 square feet, as well as exterior modifications (regardless of whether square footage is affected) that would not be in conformance with a previous design approval. The four existing Architectural Control findings would be supplemented by an additional finding:

> (5) That the development is consistent with any applicable Specific Plan.

The Planning Commission would continue to make Architectural Control actions, which would be effective unless appealed to the City Council under the procedures outlined in Zoning Ordinance Chapter 16.86.

Use Permit

The Use Permit procedures as codified in Zoning Ordinance Chapter 16.82, Section I and IV would apply to some but not all uses, as outlined in Table E1 “Land Use Designations and Allowable Uses”. The Use Permit requirements would apply to new construction as well as changes of use for the particular conditional uses listed in Table E1. For new construction of conditional uses, Architectural Control and Use Permit requests would be reviewed and acted upon concurrently. The Planning Commission would continue to make Use Permit actions, which would be effective unless appealed to the City Council under the procedures outlined in Zoning Ordinance Chapter 16.86.

Administrative Permit

The Administrative Permit procedures as codified in Zoning Ordinance Chapter 16.82, Section VII would apply to certain uses, as outlined in Table E1 "Land Use Designations and Allowable Uses". The Community Development Director would continue to make Administrative Permit actions, unless appealed to the Planning Commission. Administrative Permits are effectively limited to changes of use in existing buildings. If an administrative use is proposed concurrent with new construction, the Administrative Permit should be considered and acted upon by the Planning Commission concurrent with Architectural Control.

Variances

The Variance procedures as codified in Zoning Ordinance Chapter 16.82, Section VI would continue to apply to requests to waive or modify certain standards ("shall" statements). Variances are not required for guidelines ("should" statements). Broadly speaking, variances are meant to reflect unusual hardships, and they are generally expected to be relatively uncommon actions in the City as a whole as well as specifically within the plan area. However, in order to reflect that the Specific Plan standards were the creation of an extensive outreach and engagement process intended in part to reduce project-specific exception requests of all kinds, the four standard Variance findings would be supplemented by an additional finding:

> (5) That the condition upon which the requested variance is based is an unusual factor that was not anticipated or discussed in detail during any applicable Specific Plan process.

Currently, variances are not permitted for uses, or to permit relief in excess of 50 percent of any requirement. These requirements would continue to hold for the plan area, and would be supplemented by an additional prohibition against variances for intensity (FAR) and density (dwelling units per acre) standards as established by the Specific Plan.

The Planning Commission would continue to make Variance actions, which would be effective unless appealed to the City Council under the procedures outlined in Zoning Ordinance Chapter 16.86.

Conditional Development Permits and Planned Development Permits

Conditional Development Permits (CDP) and Planned Development Permits (P-D) would no longer be permitted in the plan area.

Public Benefit Bonus Negotiated Agreement

As described in more detail in Chapter E, density and intensity standards have both Base and Public Benefit Bonus categories for all districts, and the ECR NE and ECR NE-R zoning districts also have Base and Public Benefit Bonus height standards. In order to achieve any Public Benefit Bonus standard, an applicant would need to propose public benefit(s) for the City's consideration. If deemed appropriate, the benefit(s) would be memorialized through conditions of approval or a Development Agreement. Specifically for development agreements, the process as outlined in Resolution No. 4159 (Regulations Establishing Procedures and Requirements for Development Agreements) or any successor resolution would be followed.

Nonconforming Uses and Structures

It is not the intent of the Specific Plan to render any existing building or land use to a legal but nonconforming status. Additionally, the Specific Plan may serve to bring some buildings and land uses into conformance that were previously deemed legal but nonconforming. However, it is possible that some existing buildings and land uses may be impacted by the changes included in the Specific Plan. To protect existing buildings and land uses, the amendments to the Zoning Ordinance necessary for implementation of the Specific Plan include language to provide protections for existing buildings and land uses.

Maximum Allowable Development

The Specific Plan establishes the maximum allowable net new development as follows:

- Residential uses: 680 units; and
- Non-residential uses, including retail, office and hotel: 474,000 Square Feet.

The Specific Plan divides the maximum allowable development between residential and non-residential uses as shown, recognizing the particular impacts from residential development (e.g., on schools and parks) while otherwise allowing market forces to determine the final combination of development types over time.

The Planning Division shall at all times maintain a publicly available record of:

- The total amount of allowable residential units and non-residential square footage under the Specific Plan, as provided above;
- The total number of residential units and non-residential square footage for which entitlements and building permits have been granted;
- The total number of residential units and non-residential square footage removed due to building demolition; and
- The total allowable number of residential units and non-residential square footage remaining available.

The Planning Division shall provide the Planning Commission and City Council with yearly informational updates of this record. After the granting of entitlements or building permits for 80 percent or more of *either* the maximum residential units or maximum non-residential square footage, the Community Development Director will report to the City Council. The Council would then consider whether it wished to consider amending the Plan and completing the required environmental review, or the Council could choose to make no changes in the Plan. Any development proposal that would result in either more residences or more commercial development than permitted by the Specific Plan would be required to apply for an amendment to the Specific Plan and complete the necessary environmental review.

Ongoing Review of Specific Plan

The Specific Plan constitutes a significant and complex revision of the existing regulations, and there may be aspects of the plan that do not function precisely as intended when applied to actual future development proposals and public improvement projects. In order to address such issues comprehensively, as well as to consider the policy-related implications of various Plan aspects, the Specific Plan recommends that the City conduct an initial review of the Specific Plan one year after adoption. In addition, the Specific Plan recommends that the City conduct an ongoing review every two years after the initial review. Such reviews should be conducted with both the Planning Commission and City Council, and should incorporate public input. Any modifications that result from this review should be formally presented for Planning Commission review and City Council action. Minor technical modifications would generally be anticipated to be covered by the current Program EIR analysis, while substantive changes not covered by the Program EIR would require additional review.

G.4 FINANCING METHODS FOR PUBLIC IMPROVEMENTS

This section provides an overview of funding and financing alternatives for public space and facility improvements included in the Menlo Park El Camino Real/Downtown Specific Plan. Figure G1 identifies proposed improvements. Table G2 shows potential funding sources and financing alternatives and the potential participating parties for the improvements. The approval of the Specific Plan would not bind the City to specific financing methods and phasing decisions, which would be future individual actions of the City Council.

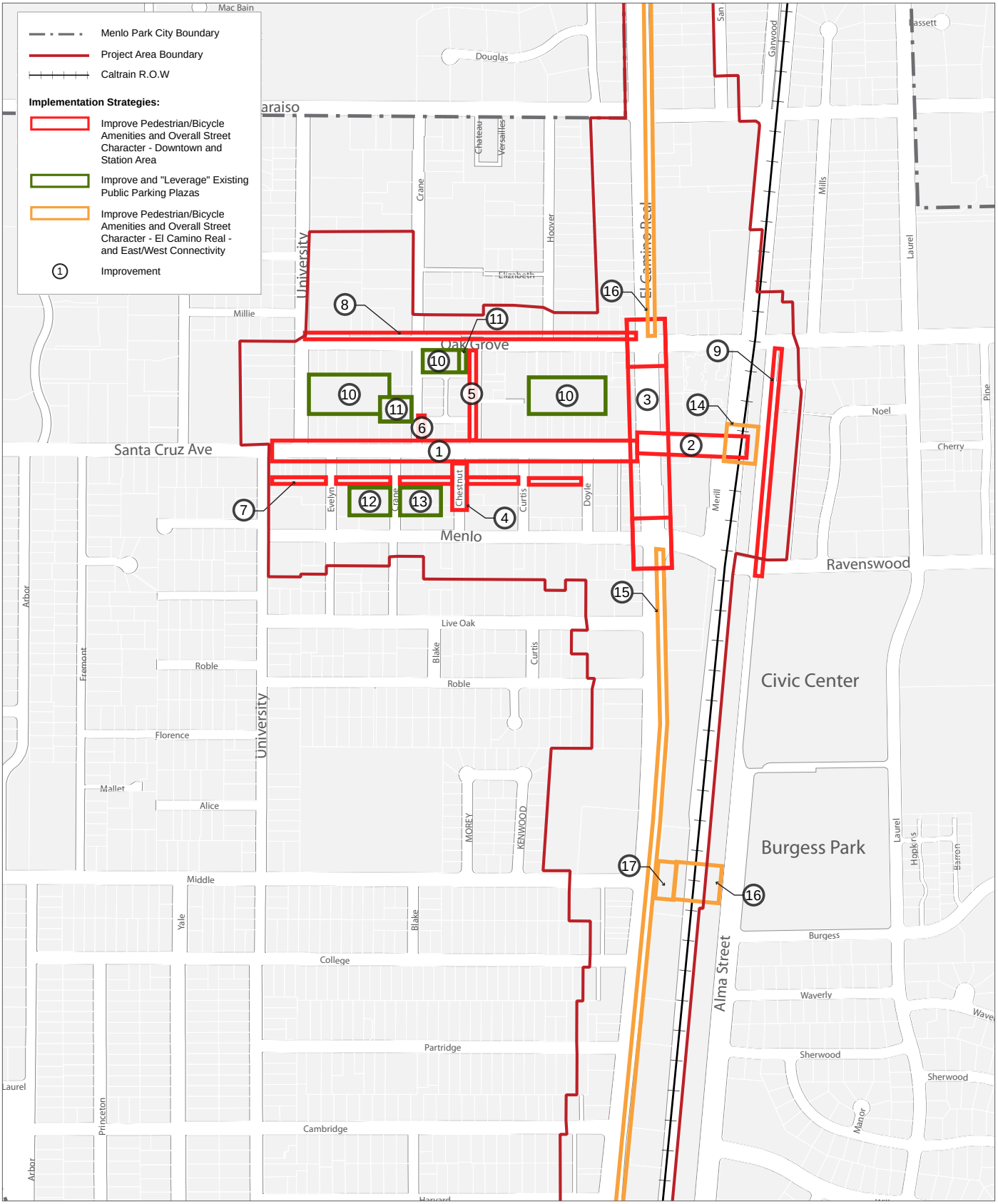

Figure G1. *Proposed Public Improvements*

Potential Funding Sources, Financing Alternatives and Participating Parties				
#	Location	Improvement	Potential Funding Source	Potential Participants
Improve Pedestrian/Bicycle Amenities and Overall Street Character - Downtown and Station Area				
1	Santa Cruz Avenue (University Drive to El Camino Real)	Streetscape improvements; new sidewalks, trees, curb and gutter, furnishings, landscape; central plaza	LLD, BID, Public Amenity Fund	City, Property Owners
2	Santa Cruz Avenue (El Camino Real to train station)	Streetscape improvements; new sidewalks, trees, curb and gutter, furnishings; civic plaza with new surface, furnishings	LLD, BID, Public Amenity Fund	City, Property Owners
3	El Camino Real (Oak Grove Avenue to Menlo Avenue/ Ravenswood Avenue)	Streetscape improvements; street crossings; sidewalk trees, furnishings, landscape	LLD, BID, Public Amenity Fund	City, Property Owners
4	Chestnut Street South	Street conversion to paseo	LLD, BID, Public Amenity Fund	City, Property Owners
5	Chestnut Street North (Santa Cruz Avenue to Oak Grove Avenue)	Widened sidewalk - one side	LLD, BID, Public Amenity Fund	City, Property Owners
6	Crane Street North (Santa Cruz Avenue to alley)	Widened sidewalk - one side	LLD, BID, Public Amenity Fund	City, Property Owners
7	Rear of Santa Cruz Avenue Buildings (south side from University Drive to Doyle Street)	Pedestrian linkage; new sidewalk, furnishings	LLD, BID, Public Amenity Fund	City, Property Owners
8	Oak Grove (El Camino Real to University Drive)	Street restriping to add bike lane and remove parking lane (north side)	LLD, BID, Public Amenity Fund	City, Property Owners
9	Alma Street (Oak Grove Avenue to Ravenswood Avenue)	Streetscape improvements; new sidewalks, trees, curb and gutter, furnishings - one side; small plaza at Civic Center	LLD, BID, Public Amenity Fund, Property Owners that Redevelop Adjacent Property	City, Property Owners
Improve and "Leverage" Existing Downtown Public Parking Plazas				
10	Parking Plazas 1, 2 and 3	Parking garage	Impact Fees, Parking Benefit District, other parking revenues	City, Property Owners
11	Parking Plazas 2 and 3	Pocket park; new surface, amenities, furnishings, landscape	LLD, BID, Residential Recreation Subdivision In-Lieu Fee, Public Amenity Fund	City, Property Owners
12	Parking Plaza 5	Flex space improvements; new surface, amenities, furnishings, landscape	LLD, BID, Public Amenity Fund	City, Property Owners
13	Parking Plaza 6	Flex space improvements; new surface, amenities, furnishings, landscape	LLD, BID, Public Amenity Fund	City, Property Owners
Improve Pedestrian/Bicycle Amenities and Overall Street Character - El Camino Real - and East/West Connectivity				
14	Railroad tracks at train station	Bike/pedestrian crossing at railroad tracks connecting Santa Cruz Avenue with Alma Street, depending on the final configuration for high speed rail; amenities, landscape	City, State, Federal	City, State
15	El Camino Real (north of Oak Grove Avenue and south of Menlo Avenue/Ravenswood Avenue)	Widened sidewalks; street trees; median improvements; furnishings	City, State, Federal, Property Owners that Redevelop Adjacent Property	City, State, Property Owners
16	Railroad tracks at Middle Avenue (Stanford property)	Bike/pedestrian at railroad tracks connecting El Camino Real with Alma Street, depending on the final configuration for high speed rail; amenities, landscape	City, State, Federal, Property Owner that Redevelops Adjacent Property	City, State, Property Owner
17	El Camino Real/Stanford Property (at Middle Avenue)	Publicly accessible open space; amenities, landscape	Property Owner that Redevelops Adjacent Property	Property Owner

Note: LLD = Lighting and Landscaping District, BID = Business Improvement District

Table G2. *Potential Funding Sources, Financing Alternatives and Participating Parties*

Overview of Funding and Financing Alternatives

The Specific Plan proposes several potential funding and financing alternatives for public improvements.

The first step in deciding how to finance identified public improvement projects is to determine whether the appropriate funding strategy is pay-as-you-go or debt financing (See Table G3).

- In the pay-as-you-go approach, the improvement would only be made once a sufficient amount of revenue is collected to fund the improvement. For example, the City currently collects development impact fees that are used to make improvements to infrastructure such as recreation, transportation and other public facilities. Under a pay-as-you-go approach, improvement projects would not be undertaken until adequate fee or other revenues were collected.
- Under the debt financing approach, the money for an improvement is borrowed now through a financing method such as issuing bonds; the improvement is made now, and is paid for over time by revenue collected (such as taxes or fees).

Potential Funding Sources

This section describes potential funding sources and financing mechanisms for the public improvements included in the Specific Plan. One funding source, the City General Fund, is the primary source of funding for most essential City services such as police. As a result, it is unlikely that the General Fund will be a significant source of funding for infrastructure projects that have major funding needs. Therefore, the City will need to determine how to gather the additional revenue needed to pay for the implementation steps identified in this plan.

The following funding sources are discussed in detail in this section:

- Benefit Assessment Districts;
- Mello-Roos Community Facilities Districts
- Development Impact and In-lieu Parking Fees;
- Parking Fees;
- Grants;
- Developer Contributions, Public Benefits and Public Amenity Fund;
- Private Use of Publicly-Owned Properties;
- General Capital Improvement Project (CIP) Fund; and
- Shuttle Funding.

Funding Strategy		
	Pros	**Cons**
Pay-as-you-go	Very little financial risk to City	Improvement takes a long time to implement, could be less effective
Debt Financing	Improvement made immediately, could be more effective as a result	Added costs for issuance of debt, including interest; Some risk that revenue will not be sufficient to pay off debt within time limit

Table G3. *Potential Funding Strategies*

Benefit Assessment Districts

Benefit Assessment Districts are most commonly established to finance the construction of public capital improvements and certain types can finance the operations and maintenance of certain public facilities. Benefit Assessment Districts are formed in two different ways: (1) Property owners petition the appropriate public agency to form a district and provide a needed public improvement; or (2) A public agency foresees the need for an improvement and approaches the affected property owners with an assessment district proposal.

Benefit Assessment Districts allow for the imposition of annual benefit assessments on property owners commensurate with the annual costs of an identified special benefit to that property. There are a number of different types of Benefit Assessment Districts authorized by California State law. Some are limited to provision of public facilities (often using debt financing secured by a lien on property within the district) and some allow funding of operations and maintenance. Lighting and Landscaping Districts (LLDs) are an example of one commonly used Benefit Assessment District.

Benefit Assessment Districts have certain requirements that could limit their applicability to the Menlo Park El Camino Real and Downtown Specific Plan.

- Benefit assessments can only fund facilities or services that provide a special benefit to a distinct group of property owners. Special benefits must be in addition to any general benefits accruing to all properties in a jurisdiction. An increase in property value alone does not qualify as a special benefit.
- Property owners must approve a benefit assessment by a majority vote based on the amount assessed on each property.
- Property owners can repeal an existing benefit assessment using an initiative process unless the assessment is funding repayment of debt.

Because existing property owners and businesses will benefit from the improvements as well as future property owners, some type of assessment may be an appropriate funding source.

The following subsections describe several types of benefit assessment districts.

Business Improvement Districts (BID)

Business Improvement Districts (BIDs) are a type of assessment district in which business owners choose to be assessed a fee, which is collected on their behalf by the City, for use in promoting and improving the business area.

A Business Improvement District provides a business area with the resources to develop marketing campaigns, increase lobbying efforts, secure additional funding and enhance public improvement and beautification projects in partnership with the City. Activities, programs and improvements range from farmers' markets to business promotions to installing street lighting and removing graffiti. By pooling private resources, business owners in BIDs collectively pay for activities which they could not afford on an individual basis. Typically the businesses being assessed create a Downtown Association or other business association to implement BID activities.

Property and Business Improvement Districts

Property and Business Improvement Districts (PBIDs) (Streets and Highways Code section 36600) provide for an assessment on owners of commercial property within a defined geographic area. The proceeds from this assessment are used to provide services that provide a specific benefit to those properties in the district.

The improvements that may be financed by the PBID are enumerated under the Parking and Business and Improvement Area Law of 1989, and include:

- Closing, opening, widening or narrowing existing streets;
- Rehabilitation or removal of existing structures and facilities or equipment;
- Marketing and economic development; and
- Security, sanitation, graffiti removal, street cleaning, and other municipal services.

Streets and Highways Code 36610 defines acceptable "improvements" as "the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more…" Therefore, the use of the PBID does not appear to be limited to specific types of infrastructure, although it is commonly used to finance street and lighting improvements. The formation of a PBID is initiated by a petition signed by the property owners who will pay more than 50 percent of the proposed assessment. It therefore requires significant public support within the benefiting area. Unlike BIDs, a PBID can issue bonds for public improvements.

Lighting and Landscape Assessment District (LLD)

The Landscaping and Lighting Act of 1972 (Streets and Highway Code section 22500) enables assessments to be imposed in order to finance:

- Acquisition of land for parks, recreation, and open space;
- Installation or construction of planting and landscaping, street lighting facilities, ornamental structures, and park and recreational improvements (including playground equipment, restrooms and lighting); and
- Maintenance and servicing any of the above.

Maintenance Assessment District

Maintenance Assessment Districts (MADs) are authorized in the "Landscape and Lighting Act of 1972." MADs usually fund:

- Maintenance services, construction and installation;
- Open space and mini-parks;
- Street medians and street lighting;
- Security; and
- Flood control and drainage.

Parking Benefit District

The Vehicle Parking Law of 1943 (Streets and Highways Code section 31500) authorizes a city or county to finance the following acts:

- Acquisition of land for parking facilities (including the power of eminent domain);
- Improvement and construction of parking lots and facilities;
- Maintenance, repair and improvement of parking lots and facilities;
- Issuance of bonds; and
- Employee salaries.

The formation of a Parking Benefit District would enable the collection and management of other revenues in addition to any assessments, including parking meter revenues and parking fees, and it would enable the management of the supply of parking in the Specific Plan Area. A Parking Benefit District could return all or portions of parking revenues to the district where the revenues are collected and use them for improving the parking supply.

Mello Roos Community Facilities Districts

The Mello-Roos Community Facilities Act of 1982 (Government Code Section 53311) allows a City, with the vote of either landowners or registered voters in an area, to form a community facilities district and to assess a tax to pay for facilities and services. Because community facilities districts impose a tax rather than a benefit assessment, the tax does not need to be related to the special benefit that each property receives. Community facilities districts are most commonly formed by developers and used to pay for the infrastructure needed to mitigate the impacts of new development, as well as for police, fire, park maintenance, and flood protection services.

Some communities require the formation of a community facilities district as a condition of approval for large development projects. This provides for an ongoing revenue stream that can fund ongoing costs. However, unlike one-time impact fees paid by the developer, most of the funding burden falls on future property owners.

Development Impact and In Lieu Parking Fees

Development impact fees are a one-time charge to new development imposed under the Mitigation Fee Act or other authorization to mitigate impacts resulting from the development activity. They cannot be used to correct existing deficiencies. This means that new development can only pay for improvements that are needed because of a project's impacts, and the City must find another funding source to cover the costs for improvements that only remedy existing deficiencies.

Under the Mitigation Fee Act, impact fees must be adopted based on findings of reasonable relationships between the development paying the fee, the need for the fee, and the use of fee revenues. The City of Menlo Park has development impact fees for below market rate housing, recreation, traffic, and construction-related road impacts. The City could consider imposing additional impact fees for parking to fund net new parking spaces within the Specific Plan area, as well as for pedestrian and bicycle facilities and day care. The City could also explore using recreation in-lieu fees for construction of park-related improvements in the plan area, such as the Santa Cruz Avenue central plaza and downtown pocket parks.

The City can allow for credits and reimbursements for capital projects funded by an impact fee that are constructed privately by developers and dedicated to the City. Depending on the specific implementation guidelines of the fee program, a development project could choose to dedicate land or make certain improvements and receive a credit against the impact fee due. A "credit" is the amount counted against the developer's fee obligation. A "reimbursement" is the amount that exceeds the developer's fee obligation and is repaid by future developers.

Similar to development impact fees, in-lieu fees may be used to fund the construction of public capital improvements. The City could allow businesses to pay an annual fee per space in the parking structures rather than requiring businesses to provide off-street parking, or require payment of a one-time fee upon redevelopment of property based upon the capital cost of the parking that is needed.

Parking Fees

On-going parking structure fees and/or parking meter revenues can fund capital or operating costs of proposed parking facilities. This is the most direct method of funding the construction, operation, and maintenance of parking structures. Depending on the cost of the particular structure, parking fees may only be able to cover operation and maintenance.

Grants

Various State and regional grant programs distribute grant funds for public improvement projects. Because grant programs are typically competitive, grant funds are an unpredictable funding source. Grants often are only given to projects that have received their project-level discretionary approvals. Some also grants require that projects have detailed construction documents.

Developer Contributions, Public Benefits and Public Amenity Fund

In addition to the funding sources outlined above for public improvements, there is the potential for developer contributions to help pay for desired public benefits in the Specific Plan area, in exchange for a Public Benefit Bonus level of development.

Explained in more detail in Chapter E, Section E.3.1 “Intensity”, the Specific Plan establishes an individual developer negotiation approach for obtaining public benefits from increased development above the base intensity. An Public Benefit Bonus above the base intensity and/or height (where applicable), achieved through a negotiation, could be considered for senior housing, additional affordable units, hotel, Platinum LEED certified buildings, and preservation of historic resources as outlined in Section E.3.1. In addition, developers could propose contributions to be made to a “public amenity fund”. Such a fund could be used to finance a variety of public improvements.

The extent to which a new project can contribute to the provision of these types of amenities and services in exchange for intensity bonuses depends on a number of factors, including the cost of land, construction costs, lot size and configuration, environmental remediation costs, onsite demolition costs, etc. All of these factors will vary from project to project, and therefore the amount of public benefits that can be provided by any developer is unpredictable, and will have to be negotiated on a case-by-case basis.

The Specific Plan recommends that:

- The City should establish a “public amenity fund.” Such a fund could be used to finance a defined set of public improvements. The City should identify the improvements and, in appropriate circumstances, negotiate a contribution from developers who desire a Public Benefit Bonus, as explained in Chapter E. The revenues collected can be pooled and should be designated for use on the defined set of public improvements.

Private Use of Publicly-Owned Properties

The Specific Plan permits very limited private use of current parking plaza properties, specifically for the market place, subject to availability of replacement parking (i.e., in a parking garage elsewhere) and developer interest. Revenues from such private uses, while likely not significant due to the limited scope of such uses, could be used to help fund public improvements. A portion of the market place site is currently under private ownership, so development of the market place on that portion would require negotiation with that owner and/or City acquisition of the parcel.

General Capital Improvement Project (CIP) Fund

As previously noted, it is unlikely that the City's General Fund will be a significant source of funding for major infrastructure projects identified in the Specific Plan. Although the City's General CIP (Capital Improvement Projects) Fund also has a significant fund balance, the fund is designated for other capital improvements delineated in the 5-Year Capital Improvement Plan. Funded solely by an annual transfer from the General Fund in an amount adequate to maintain the City's current infrastructure at its current level of condition, the General CIP Fund balance consists of budgetary savings from past capital projects and monies intended for future CIP projects. Together, the General Fund and the General CIP Fund provide prudent levels of reserves to secure continued municipal services/operations and maintenance of the City's infrastructure through all types of economic cycles.

To the extent that some of the public improvement projects in this plan require replacement or improvement of current City infrastructure, the General CIP Fund could be considered as an initial funding source. Projects for consideration would need to be included in the 5-year CIP Fund, and balanced with other capital needs of the City to secure appropriate funding and/or personnel resources. Weighed against the need to continue to meet outstanding maintenance obligations, reliance on this necessarily limited source of funding poses some risk. For example, other uses of these funds could be of higher priority in any given budget cycle, or completion of the project may be stalled due to the failure to generate additional (separate) funding for the project. If considered a legitimate use of the City's capital reserves, an increase of the annual General Fund transfer may need to be included in future operating budgets.

A loan from the General Fund may be considered for Specific Plan public improvements that lack immediate funding, but are projects with which the City Council wishes to proceed. The source of the loan repayment would need to be secured prior to the loan approval.

Shuttle Funding

In addition to public funding sources, there is a current annual shuttle fee of 10.5 cents per square foot assessed on new development to help fund the shuttle program. This fee program should be periodically evaluated to determine if it is sufficient to supplement the public funding and, if not, adjustments should be considered. Another potential funding mechanism could be a Transportation Improvement District.

G.5 PHASING OF PUBLIC IMPROVEMENTS

The Specific Plan proposes making significant public space improvements in the downtown area in the short term (i.e., within 5 years) to maximize the benefits from such improvements on community life and downtown vibrancy. It also recognizes that there is limited excess parking capacity on existing parking plazas, as summarized in Chapter F "Circulation." Table G4 summarizes the number of spaces displaced by public space and other improvements, excluding the two potential parking garages.

The Specific Plan recommends the City make the following improvements in the short-term:

- Streetscape improvements on Santa Cruz Avenue, between University Drive and El Camino Real, including sidewalk widening, new street furnishings and a central plaza (48 parking spaces affected); and
- Street conversion of Chestnut Street, south of Santa Cruz Avenue, to a pedestrian paseo (11 parking spaces affected).

The above actions would affect a relatively modest number of parking spaces (59 total affected), with demand able to be absorbed in the existing parking plazas, based on recent capacity studies.

The Specific Plan also recommends that the City construct one of the two potential parking garages in the short term. The city should further evaluate what parking garage to construct first, considering such factors as parking space needs, available budget, the redevelopment of surrounding properties and community and business sentiment. Constructing a parking garage on parking plaza 3 in the short term, for instance, would increase parking in that location by 438 spaces. This would allow for additional public space improvements, plus new private development using the shared parking facilities.

The timing and sequencing of the above projects and other public improvements shall be subject to further study prior to approval of any construction, with the overall intent of limiting potential impacts on nearby businesses and other uses. For example, there shall not be multiple major projects occurring in close proximity at the same time (for example, the reconstruction of the sidewalk in front of a property as well as the construction of a parking garage at the rear), as this could significantly affect business operations. Fiscal and or convenience impacts related to construction shall be minimized through programs that help promote local businesses and ease operational challenges. Such programs can include but are not limited to: ensuring that entrances to businesses remain clear, providing temporary signage indicating businesses remain open and accessible, and implementing advertising and education programs to inform residents how to access businesses.

The Specific Plan generally recommends that public improvements be constructed in permanent form. However, the City shall undertake certain public improvements on a trial basis to evaluate the improvement, before moving forward with a permanent installation. These improvements include the partial closure of Chestnut Street to vehicular traffic and potential closure of one driveway each in parking plazas 6 and 7 to accommodate the proposed Chestnut Paseo and market place; widened sidewalks on Santa Cruz Avenue; the Santa Cruz Avenue Central Plaza; and the pocket parks. The trial period shall be the basis for the review and consideration of a permanent installation.

Other cities, in particular San Francisco, have recently had initial success with temporary pocket park and sidewalk extension improvements. These trial installations have been relatively affordable due to the fact that basic infrastructure (e.g., curbs) is retained and enhanced with surplus equipment. In addition, the trials appear to have helped positively affect public opinion, by showing how such improvements function.

Trial public improvements using planters, painted pavement and movable tables and chairs. (San Francisco, California)

Improvement and Public Parking Spaces Displaced		
Location	**Improvement**	**Parking Spaces Displaced (excluding parking garages)**
Improve Pedestrian/Bicycle Amenities and Overall Street Character		
Santa Cruz Avenue (University Drive to El Camino Real)	Streetscape improvements; new sidewalks, trees, curb and gutter, furnishings, landscape; central plaza	48
Chestnut Street South	Street conversion to paseo	11
Chestnut Street North (Santa Cruz Ave. to Oak Grove Ave.)	Widened sidewalk - one side	11
Rear of Santa Cruz Ave. Buildings (south side from University Dr. to Doyle St.) on parking plazas 4, 5, 7 and 8	Pedestrian linkage; new sidewalk, furnishings	50
Oak Grove (El Camino Real to University Dr.)	Street restriping to add bike lane and remove parking lane (north side)	35
	Parking Spaces Displaced - Total	**155**
Improve and "Leverage" Existing Public Parking Plazas		
Parking Plaza 2 (along Chestnut St.)	Pocket Park	12
Parking Plaza 3 (along Crane St.)	Pocket Park	25
Parking Plaza 6 (along Chestnut St.)	Market Place	32
Parking Plaza 7 (along Chestnut St.)	Market Place	28
	Parking Spaces Displaced - Total	**97**
	Parking Spaces Displaced - Grand Total	**252**

Note: This table excludes parking displaced and gained by the construction of proposed parking garages on Parking Plazas 1, 2 and/or 3. See Table F3 in Chapter F for a complete summary of existing and future downtown parking supply.

Table G4. *Public Space Improvements and Public Parking Spaces Displaced*

G.6 UTILITY IMPROVEMENTS

Existing and proposed infrastructure improvements support the proposed public and private improvements described in the Specific Plan. This section establishes recommendations for the orderly upgrading and construction of utilities, taking into account the long-term development scenario for the plan area. It addresses storm drainage, sanitary sewer conveyance and treatment and water supply and delivery infrastructure that serve the plan area.

The following agencies and companies own, operate and maintain utilities that serve the Specific Plan area:

- Storm Drainage: City of Menlo Park Department of Public Works and Caltrans (for storm drains in El Camino Real);
- Sanitary Sewer Conveyance: West Bay Sanitary District;
- Wastewater Treatment: South Bayside System Authority (SBSA); and
- Potable Water Supply and Conveyance: California Water Service Company (Cal Water).

Storm Drainage

The City of Menlo Park City-Wide Storm Drainage Study, published May 2003, documents the existing storm-water drainage system and drainage deficiencies within the City and prioritizes recommendations for system repairs and additions that would reduce storm drain problems in the City. In general, the existing lines in the plan area do not convey the ten-year storm flow per the City's design policies.

Figure G2 depicts high priority projects for storm drain upgrades in the plan area and environs per the drainage study. Such upgrades include replacing existing storm drains with larger facilities and augmenting existing lines with new parallel facilities to lower the expected water level that would occur during a storm event. Within the plan area, Caltrans has jurisdiction over proposed improvements on El Camino Real, as shown.

Because the plan area is already nearly fully developed (paved) and existing City requirements require no net increase in off-site water flow, storm water run-off flow rates will not increase with the improvements outlined in the Specific Plan. In addition, newer, higher density projects in the area are expected to include more landscaped areas, including green roofs, than the existing conditions, which would potentially serve to decrease storm drainage runoff and improve stormwater quality (along with other existing requirements).

The Specific Plan recommends:

- The City should implement the proposed improvements of the May 2003 City of Menlo Park City-Wide Storm Drainage Study.
- The City should continue its existing policy of limiting storm-water runoff within the Specific Plan area to current conditions or less.
- The City should implement green roof measures and other sustainable practices to decrease storm drainage run-off (see Chapter E "Land Use + Building Character").

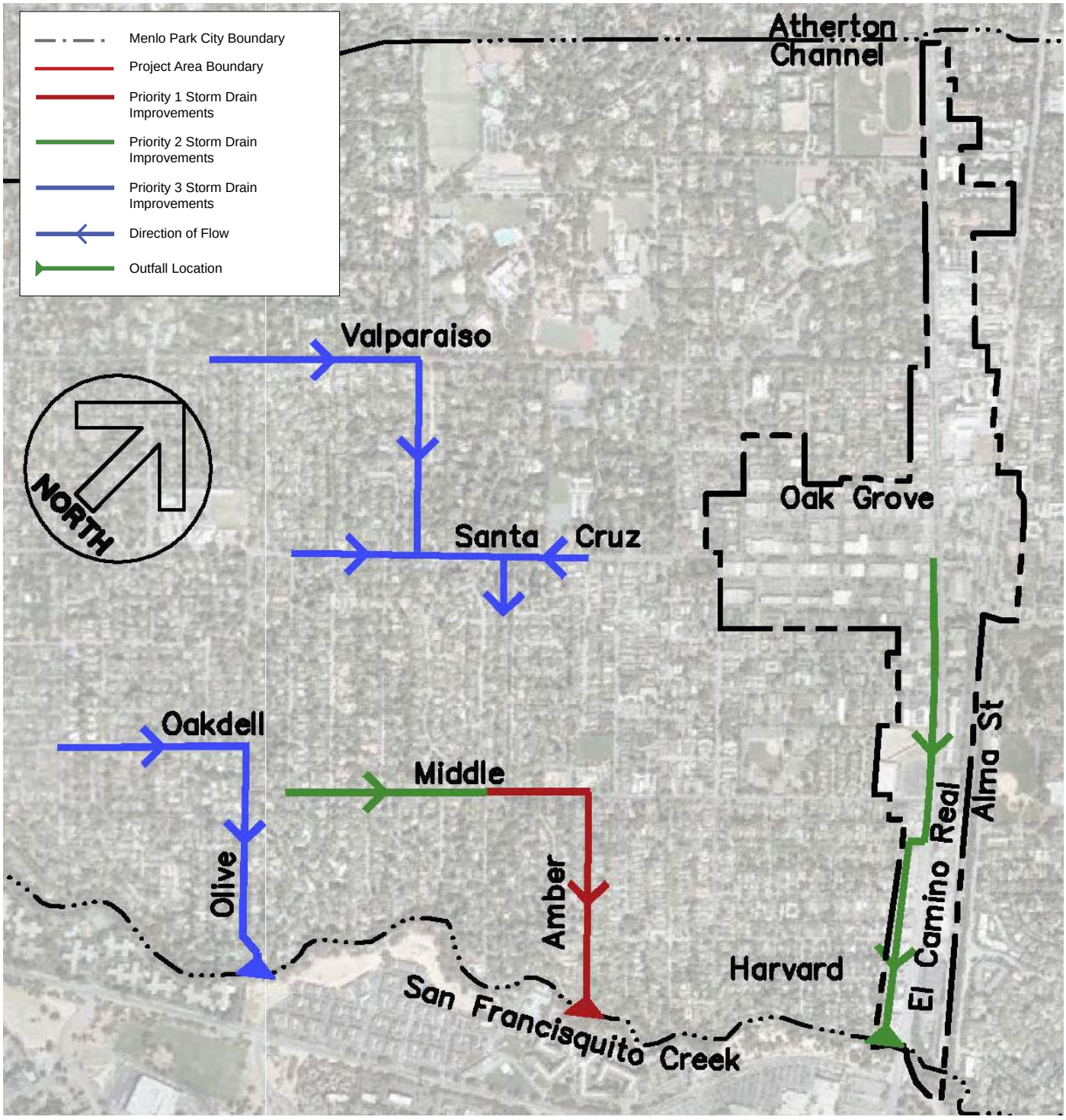

Figure G2. *Storm Drainage*

Sanitary Sewer

The West Bay Sanitary District (WBSD) owns and maintains sewer facilities in the Specific Plan area. The South Bayside System Authority (SBSA) owns and maintains the main line and wastewater treatment plant that serves the plan area. Figure G3 depicts the sanitary sewer system in the plan area.

Sanitary sewer conveyance lines in the Specific Plan area are currently operating within their designed capacity with no known flow restrictions. While WBSD is undertaking a Master Plan study to analyze the system's trunk lines, preliminary results show that the need for increased capacity is minimal. SBSA's sewage treatment plant is currently treating approximately 15 - 20 Million Gallons per Day (MGD) of sewage in dry weather and has capacity for 27 MGD; plant improvements now underway will increase capacity to 29 MGD. Anticipated wastewater generation increases from the Specific Plan area are not expected to be limited by current or future capacity at the treatment plant. The Specific Plan's build-out program, if achieved, would generate roughly a 1.5 – 2.0% increase over current dry weather treatment rates at the SBSA.

The Specific Plan recommends:

- Sewer upgrades should occur in conjunction with the proposed streetscape improvements, as appropriate, to meet size and separation requirements with other utilities and to accommodate each development as they come on-line. In addition, deteriorating local lines may need to be replaced in conjunction with the streetscape improvements to mitigate likely existing inflow and infiltration issues.

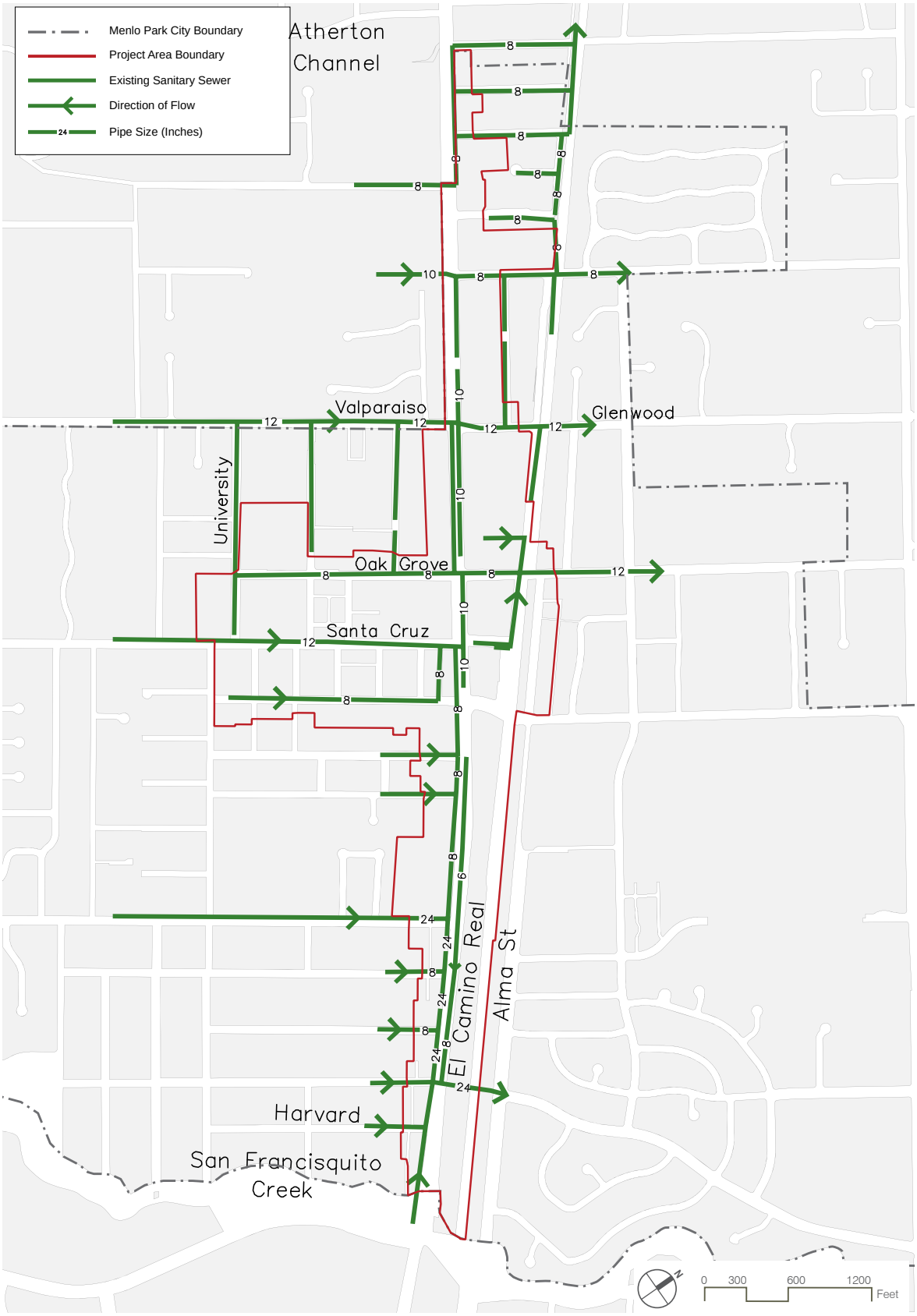

Figure G3. *Sanitary Sewer*

Water Supply and Delivery

The California Water Service Company's (Cal Water) Bear Gulch District supplies water for the Specific Plan area. Cal Water also maintains water conveyance facilities in the area.

The Water Supply Analysis prepared by Cal Water concluded that under normal year conditions that the Bear Gulch District would have sufficient capacity to meet the water demands of the proposed project without compromising existing demands. In normal years, Cal Water would have sufficient water supply to serve the proposed project. In critical dry and multiple-dry-year events, when the San Francisco Public Utilities Commission (SFPUC) could impose 20 percent reductions in supply, Cal Water and the Bear Gulch District have in place a water shortage contingency plan (California Water Code Section 10632) to balance supply and demand. With a water shortage contingency plan in place, plus the addition of supplies developed through the Bay Area Water Supply and Conservation Agency's Long-Term Water Supply Strategy combined with the SFPUC's Water System Improvement Program improvements, Cal Water and the Bear Gulch District have sufficient water supplies available to serve the proposed project.

With respect to water delivery, most of the distribution mains in the area consist of 6-inch diameter pipe. These distribution lines are part of a 50-year replacement program being undertaken by Cal Water. Upgrades or upsizing of portions of the distribution system may be required for developments that increase water use or fire flow requirements from the existing condition in compliance with existing Menlo Park or Fire District standards. Figure G4 depicts the existing and potential improvements to the water conveyance system.

The Specific Plan recommends:

- The City should coordinate with Cal Water to prepare a water system master plan for replacement of water lines within the Specific Plan area to meet water use or fire code requirements for proposed new development. The water system master plan process should be conducted with the involvement and input of the Menlo Park Fire Protection District.
- Water upgrades should occur in conjunction with the proposed streetscape improvements to meet size and separation requirements with other utilities.

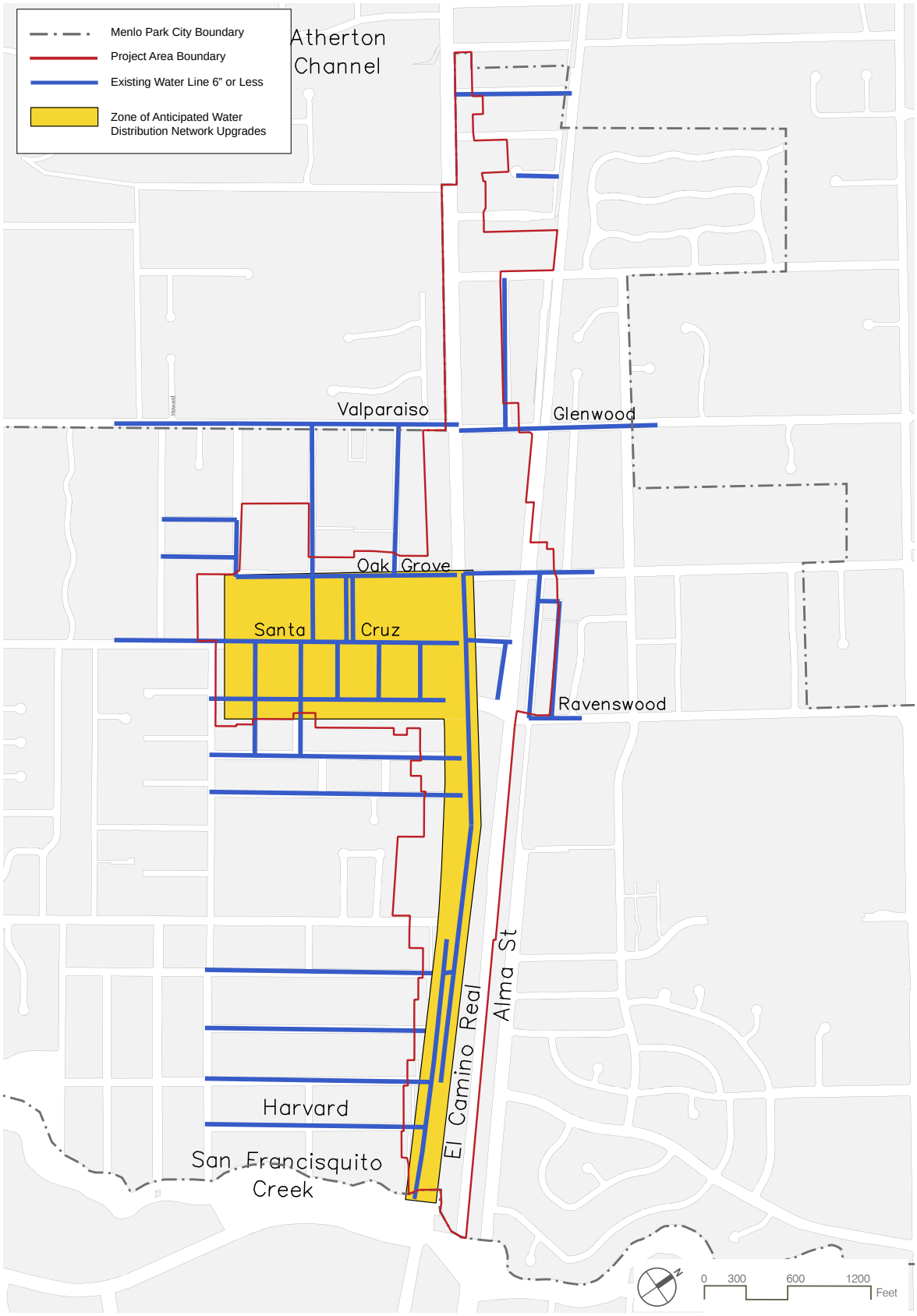

Figure G4. *Water Supply and Delivery*

H.

APPENDIX

H.1 LAND USE CLASSIFICATIONS H2

H.2 URBAN DESIGN GLOSSARY H7

H.3 COMMUNITY WORKSHOPS H13

H.1 LAND USE CLASSIFICATIONS

Purpose

Use classifications describe one or more uses of land having similar characteristics, but do not list every use or activity that may appropriately be within the classification. The Specific Plan regulations rely on these defined use classifications and specify in separate schedules the land uses permitted without any discretionary review or public hearing, those uses subject to specific standards or limitations, and those uses requiring approval of an Administrative Permit or Use Permit.

Classification of Uses

A. Uncertainty of Uses. When there is uncertainty, the Community Development Director ("Director") shall determine whether a specific use should be considered within one or more use classifications or not within any classification in this chapter. The Director may determine that a specific use is not within a classification if its characteristics are substantially incompatible with those typical of uses named within the classification. Decisions by the Director may be appealed to the Planning Commission.

B. Accessory or Primary Use. The Director shall determine whether a use is a primary or accessory use of a building or space. For purposes of this determination, an accessory use is a use that is incidental and accessory to the principal permitted or conditionally permitted use on a site and customarily provided or accepted with the use. Decisions by the Director may be appealed to the Planning Commission. The Director shall use the following criteria in making his/her determination:

1. The description of the use or uses in relationship to the characteristics of each use category.
2. The relative amount of site or floor space and equipment devoted to the activity.
3. The relative amounts of sales from each use.
4. The relative number of employees in each use.
5. Building and site arrangement.
6. How the use advertises itself.
7. Whether the use would be likely found independent of the other use on the site.

C. Separate Classification of Each Establishment. Where a single lot contains activities that resemble two or more different activity types, each of the principal activities conducted on a single lot by each individual establishment, management, or institution shall be classified and regulated separately.

Commercial Use Classifications

A. Adult Business Establishments. Establishments whose primary business is the offering of materials, products, and/or services that have sexual arousal, sexual gratification, and/or sexual stimulation and which are not customarily open to the general public because they exclude minors by virtue of their age. This classification includes adult arcades, adult bookstores, adult cabarets, adult hotel/motel, adult motion picture theaters, adult theaters, modeling studios, adult merchandise stores, and sexual encounter centers. It does not include any establishment offering professional services conducted, operated, or supervised by medical practitioners, physical therapists, nurses, chiropractors, psychologist, social workers, marriage and family counselors, osteopaths, and persons holding unrevoked licenses or certificates under applicable California State law or accreditation from recognized programs when performing functions pursuant to the respective license or certificate.

B. Animal Sales and Services.

1. ***Animal Boarding.*** Provision of shelter and care for small animals on a commercial basis. This classification includes activities such as feeding, exercising, grooming, and incidental medical care.
2. ***Animal Clinics and Hospitals.*** Medical care for small animals on a commercial basis, including grooming and boarding of animals for no more than 30 days if incidental to the hospital use and limited to animals receiving medical care.
3. ***Animal Retail Sales and Service.*** Retail of animal products and small animals. Ancillary provision of bathing and trimming services is permitted, provided such services take place within an entirely enclosed building.

C. Automobile/Vehicle Sales and Services.

1. ***Automobile/Vehicle Sales and Leasing.*** Sales or leasing of new or used automobiles, motorcycles, trucks, and/or lawn and garden-type tractors, including storage and incidental maintenance. Sales of used vehicles may represent a portion of the business, but do not represent the majority of the inventory.

2. ***Gas Stations and Light Vehicle Service.*** Establishments engaged in the retail sale of gas or diesel fuel, lubricants, parts, and accessories, including gasoline service stations; gas convenience marts; quick-service oil, tune-up, brake and muffler shops; and tire sales and installation, where repairs are made or service provided in enclosed bays and vehicles are not typically stored overnight. This classification excludes establishments providing engine repair, body and fender work, vehicle painting, towing, or repair of heavy trucks or construction vehicles.

D. Banks and Other Financial Institutions. Financial institutions providing retail banking services. This classification includes only those institutions engaged in the on-site circulation of money, including credit unions.

E. Business Services. Establishments that primarily provide goods and services to other businesses on a fee or contract basis, including printing and copying, blueprint services, advertising and mailing, office equipment rental and leasing, office security, photo finishing, and model building.

F. Commercial Recreation. Provision of participant or spectator recreation to the general public, excluding public park and recreation facilities.

1. ***Small-scale.*** This classification includes small, generally indoor facilities, such as poolrooms and amusement arcades, although some facilities may be outdoor, including: dance halls, gymnasiums, handball, badminton, racquetball, or tennis club facilities less than 20,000 square feet. This classification may include restaurants, snack bars, and other incidental food and beverage services to patrons.
2. ***Cinemas.*** Facilities for showing films and motion pictures.

G. Eating and Drinking Establishments. Businesses primarily engaged in serving prepared food and/or beverages for consumption on or off the premises.

1. ***Restaurants, Full/Limited Service.*** Restaurants providing food and beverage services to patrons who order and are served while seated and pay after eating, with possible takeout service provided, as well as establishments where food and beverages are prepared and may be consumed on the premises, taken out, or delivered, but where no table service is provided and patrons pay before eating. Includes restaurants that sell ready-to-eat prepared foods and beverages for immediate consumption on- or off-premises that are packaged and served in or on disposable wrappers, containers, or plates. This classification includes full service restaurants, cafeterias, delis, coffee shops, and snack bars but excludes take-out only establishments. Alcohol service, outside seating, and live entertainment are not permitted except by administrative permit or use permit as allowed in the Land Uses table.
2. ***Restaurants, Take-Out Only.*** Establishments where food and beverages are prepared and may be taken out or delivered, but may not be consumed on the premises. No seating is provided on the premises.
3. ***Bars and Lounges.*** Businesses serving beverages for consumption on the premises as a primary use and including on-sale service of alcohol including beer, wine, and mixed drinks.

H. Funeral and Interment Service. Establishment primarily engaged in services involving the care, preparation or disposition of human dead other than in a cemetery. Typical uses include crematory, columbarium, mausoleum, or mortuary.

I. Hotels and Motels. Establishments offering lodging to transient patrons. These establishments may provide additional services, such as conference and meeting rooms, restaurants, bars, spas, or recreation facilities available to guests or to the general public. This classification includes motor lodges, motels, hostels, extended-stay hotels, and tourist courts, but does not include rooming hotels, boarding houses, or residential hotels designed or intended to be used for sleeping for a period of 30 consecutive days or longer.

J. Offices, Business and Professional. Offices of firms or organizations providing professional, executive, management, or administrative services, such as accounting, advertising, architectural, computer software design, engineering, graphic design, insurance, interior design, investment, and legal offices. This classification excludes hospitals, banks, and savings and loan associations.

K. Offices, Medical and Dental. Offices for a physician, dentist, or chiropractor, including medical/dental laboratories incidental to the medical office use. This classification excludes medical marijuana dispensing facilities, as defined in the California Health and Safety Code.

L. Personal Improvement Services. Provision of instructional services or related facilities, including photography, fine arts, crafts, dance, or music studios; driving schools; and diet centers, reducing salons, spas, and single-purpose fitness studios, such as yoga studios or aerobics studios. This classification is intended for more small-scale storefront locations and is distinguishable from small-scale commercial recreation uses that tend to occupy larger sites and generate more noise.

M. Personal Services.

1. ***General.*** Provision of recurrently non-medical services of a personal nature. This classification includes barber and beauty shops, clothing rental, seamstresses, tailors, dry cleaning agents (excluding large-scale bulk cleaning plants), shoe repair shops, and self-service laundries.
2. ***Restricted.*** Personal services that may have a blighting or deteriorating effect on the surrounding area and may need to be dispersed and subject to standards to minimize impacts. This classification includes check-cashing services; palm reading; therapeutic massage services; and tattooing, piercing, or similar services.

N. Retail Sales. The retail sale and rental of merchandise not specifically listed under another use classification.

1. ***General.*** This classification includes drug stores, pharmacies, department stores, clothing stores, furniture stores, pet supply shops, hardware stores, video rental stores, and businesses retailing the following goods: toys, hobby materials, handcrafted items, jewelry, cameras, photographic supplies and services (including portraiture and retail photo processing), medical supplies and equipment, electronic equipment, records, sporting goods, kitchen utensils, hardware, appliances, antiques, art supplies and services, paint and wallpaper, carpeting and floor covering, office supplies, bicycles, and new automotive parts and accessories (excluding vehicle service and installation). Retail sales may be combined with other services such as office machine, computer, electronics, and similar small-item repairs.
2. ***Convenience Market.*** Retail establishments that sell a limited line of groceries, prepackaged food items, tobacco, magazines, and other household goods. This classification does not include delicatessens or specialty food shops.
3. ***Food and Beverage Sales.*** Retail sales of food and beverages for off-site preparation and consumption. Typical uses include markets, groceries, retail bakeries and specialty food stores.
4. ***Liquor Sales.*** Licensed retail sales of packaged alcoholic beverages, including wine, ale and beer, for off-premises consumption.
5. ***Restricted.*** Restricted retail sales establishments include the following:

a. Firearms Sales. Retail or wholesale of firearms, cannons, guns, pistols, revolvers, rifles, airguns, BB guns or pellet guns or any instruments that throws or projects bullets or missions of any kind to any distance by means of elastic force, air or any explosive substance; ammunition or any projectiles that can be projected or propelled; and related merchandise.

b. Tobacco Sales. Retail sales in which 20 percent or more of the floor area or display area is devoted to tobacco-related products, or which 75 percent or more of gross sales receipts are derived from the sale or exchange of tobacco-related products.

c. Drug Paraphernalia. Retail sales in which 20 percent or more of the floor or display area is devoted to drug paraphernalia.

Public, Semipublic, and Service Use Classifications

A. **Clubs and Lodges.** Meeting, recreational, or social facilities of a private or nonprofit organization primarily for use by members or guests, including residential accommodations that are available to members or guests on a temporary basis for periods of less than 30 consecutive days, but excluding residential hotels. This classification includes union halls and social clubs.

B. **Community Social Service Facilities.** Any noncommercial facility, such as homeless shelters, emergency shelters and facilities providing social services such as job referral, housing placement and which may also provide meals, showers, and/or laundry facilities, typically for less than 30 days. Specialized programs and services related to the needs of the residents may also be provided. This classification excludes transitional housing facilities that provide living accommodations for a longer term.

C. **Cultural Institutions.** Public or non-profit institutions engaged primarily in the display or preservation of objects of interest in the arts or sciences that are open to the public on a regular basis. This classification includes performing arts centers; libraries; museums; historical sites; aquariums; art galleries; and zoos and botanical gardens.

D. **Day Care Center.** Establishments providing non-medical care for one or more persons on a less than 24-hour basis. This classification includes nursery schools, preschools, and day-care centers for children or adults and any other day-care facility licensed or certified by the State of California, excluding small or large family day-care.

E. **Parking Facilities, Public.** The exclusive or primary use of a parcel for parking in either an open paved area or structure used for parking motor vehicles, owned by a public agency or under contract to a public agency.

F. **Public Safety Facilities.** Facilities for public safety and emergency services, including a facility that provides police and fire protection and other emergency medical services.

G. **Religious Facilities.** A facility used primarily for religious services, including churches, mosques, synagogues, temples, and similar religious facilities. This classification excludes private schools, as defined in this Code, other educational facilities, administrative facilities and offices, community centers, and other uses when not incidental to a facility used primarily for religious services.

H.2 URBAN DESIGN GLOSSARY

A

ARCADE

A length of sidewalk with enclosed building mass above which is supported by a series of arches on columns or piers.

ARCHITECTURAL PROJECTION

A projecting or protruding element attached to a building, such as a canopy, awning, signage and exterior light shelf.

ARTICULATION

See 'Building Articulation.'

B

BALCONY

An open, habitable portion of an upper floor that extends beyond or is recessed within a building's exterior wall, which is not supported from below by vertical columns or piers but is instead supported by either a cantilever or brackets or the building mass below.

BAY WINDOW

A window or group of windows that project(s) from a building wall.

BICYCLE LANE (CLASS II)

One-way striped lane on a street or expressway dedicated for bicycles.

BICYCLE PATH (CLASS I)

Right-of-way completely separated from any street or highway that is dedicated for bicyclers.

BICYCLE ROUTE (CLASS III)

Route shared with pedestrians and motor vehicle traffic that is also available to bicyclers and is marked only with signs.

BIOFILTRATION PLANTER

A landscape element designed to capture runoff from streets and pavement areas to permit water quality treatment by infiltration through soil media.

BIOFILTRATION UNIT

A landscape element with a concrete structure and openings that are designed to capture runoff from streets and pavement areas to permit water quality treatment by infiltration through an engineered medium or filter.

BLANK (BUILDING) WALL:

A side of a building lacking any windows or architectural features.

BLOCK

An area, typically rectangular in shape, bounded by public rights-of-way (i.e., streets and/or open space).

BLOCK OPENING/BREAK

A break in the street wall that allows for a visual and/or physical connection to the interior of the block.

BRISE SOLEIL

A usually horizontal projection extending from a building façade to shield glass from the sun. Brises soleils may or may not include louvers to provide passive solar heating in the winter months.

BUFFER

Open space, landscaped area, fence, wall, planting and/or building that screens one use or property from another, usually to block noise, lights or other nuisances.

BUILD-TO LINE

The line to which a building façade is built up to, establishing a vertical plane at that line.

BUILDING ARTICULATION

The manner in which portions of a building form are expressed (materials, color, texture, pattern, modulation, etc.) and come together to define the structure. Such expression gives emphasis to architectural elements (windows, balconies, porches, entries, parapets, etc.) that create a complementary pattern or rhythm, dividing larger buildings into smaller identifiable pieces.

BUILDING BASE

The lower portion of a building located immediately above grade.

BUILDING BREAK

Visual break in the building plane that provides for additional street edge modulation, variety and visual interest and helps avoid long, continuous façades along streets. Building breaks extend through the entire height and depth of the building and act to separate buildings and create open spaces. Building breaks can also take the form of deep recesses that create a perception of distinct building mass and volume.

BUILDING FRONTAGE

A vertical side of a building that faces the primary street or open space.

BUILDING HEIGHT

The height of the building measured from the average natural grade to the highest roof, with exceptions for rooftop mechanical equipment that are screened from view and integrated into the design of the building.

BUILDING MATERIALS

All materials visible from the exterior of a development, including materials used for walls, roofs, windows, doors and architectural or decorative features applied to the building façade.

BUILDING PROFILE

An outline or frame within which a building may be built. It is often used to indicate building height and where (i.e. at what height and angle) a building must employ upper-story setbacks.

BUILDING PROJECTION

A projecting or protruding element of a building, integrated into the building design and often used by building inhabitants, such as balconies, bay windows, dormer windows and parapets.

BULK LIMIT

Massing controls for building floors above a specific height to mitigate impact of taller structures. Horizontal and diagonal maximum dimensions of floor are typically used as control criteria.

C

COMMON OUTDOOR OPEN SPACE

Usable outdoor space commonly accessible to all residents and users of the building for the purpose of passive or active recreation.

CORNICE

A projecting horizontal decorative molding along the top of a wall or building.

COURTYARD

An enclosed or semi-enclosed open space, with both planted and paved areas, which is privately owned and to which there may or may not be public access.

CURB CUT

A location where there is a break in the street curb, such as where a driveway intersects the curb. The sloping driveway apron “cuts” the curb.

CURB RADIUS

A curved edge of street paving at an intersection used to describe the sharpness of a corner.

D

DENSITY

The number of dwelling units to lot size, expressed in acres.

DESIGN REVIEW

Formal review of a proposed project through the established process relevant to the size and nature of the proposed project.

DROUGHT-TOLERANT PLANTS

Plants, many of them native, with the ability to survive with little or no irrigation other than available rainfall.

DWELLING UNIT

A room or group of rooms—including sleeping, eating, cooking, and sanitation facilities—that constitutes an independent housekeeping unit, occupied or intended for occupancy by one household on a long-term basis (i.e., for more than 30 days).

F

FAÇADE

Any vertical, exterior face or wall of a building that is adjacent to or fronts on a street, mid-block walkway, park or plaza. Such walls are often distinguished from other faces by architectural details.

FAÇADE HEIGHT / FAÇADE VERTICAL HEIGHT

The height of the façade beyond which upper stories of a building step back from the main building plane.

FAÇADE MODULATION

See ‘Modulation.”

FLEX SPACE

A space, such as a parking lot or open space, that is designed to be flexible to allow for temporary events.

FLOOR AREA RATIO (FAR)

The ratio of gross floor area of all buildings and structures to lot area, expressed in square feet. The FAR, along with dwelling units per acre, define the permitted development intensity allowed on a parcel.

FRONTAGE ZONE

The area of a public sidewalk located between the pedestrian thru zone and adjacent building or property line, assuming the sidewalk dimension allows for it. Depending on the location of the building, a frontage zone may accommodate outdoor seating and planting.

FURNISHINGS ZONE

The area of a public sidewalk, located between the pedestrian thru-zone and the adjacent street, that accommodates public amenities such as street trees, street lamps and benches.

G

GATEWAY

A principal or ceremonial point of entrance into a district or neighborhood. Gateways may be distinguished through distinctive landscape treatment or public art.

I

IMAGEABLE

The ability to represent, reflect or symbolize for the benefit of public perception. Places are imageable through such devices as street character, architectural style, public art, landmarks, planting, materials and setting.

IMPERMEABLE

Not able to be infiltrated by water.

M

MASS AND SCALE

The visual perception of the organization of the gross floor area of the structure compared to adjoining development.

MASSING

The overall exterior shape of a building or structure (i.e., three dimensional bulk of a structure: height, width, and depth); the proportion aspect of the physical elements of the form.

MIXED-USE DEVELOPMENT

Developments in which two or more land uses are included.

MODULATION

A stepping back or projecting forward of sections of a structure's façade, within specified intervals of building width and depth, as a means of breaking up a structure's apparent bulk. Building modulation is typically expressed through horizontal and/or vertical proportions.

O

OPEN SPACE

The portion of the building site that is open, unobstructed and unoccupied, and otherwise preserved from development, and used for public or private use, including plazas, parks, walkways, landscaping, patios and balconies. It is inclusive of Common Outdoor Open Space, Private Open Space and Public Open Space as defined in this glossary. It is typically located at ground level, though it includes open space atop a podium, if provided, and upper story balconies. Open space is also land that is essentially unimproved and devoted to the conservation of natural resources.

ORIENTATION

The means by which one discerns one's location within a particular area, typically through landmarks and/or other features of the environment.

P

PARK

A natural, semi-natural or landscaped area constructed for public use.

PASEO

A public place or path designed for walking; a promenade.

PAVEMENT

A hard surface of brick, stone, concrete, asphalt ,or special paver laid to facilitate pedestrian, bicycle, or vehicular passage.

PEDESTRIAN THRU-ZONE

The area of a public sidewalk located between the frontage zone and furnishings zone that allows for clear pedestrian access, free of obstructions.

PEDESTRIAN-ORIENTED

Designed such that the location of and access to buildings, the types of uses permitted on the street level and the storefront design and sidewalk design afford a safe, inviting, and comfortable environment to walk.

PERMEABLE OR PERVIOUS

Having pores or openings that permit water and/or air to pass through, typically associated with ground cover and paving materials. The use of pervious materials allows water to filter into the ground, which helps to filter pollutants and reduce erosion and flooding, and can aid in storm-water management.

PLAZA

A designated open space bounded by streets and/or buildings and including paved areas.

PODIUM

The base of a structure.

PODIUM PARKING

A building base used for above grade parking.

POPOS

Privately Owned Public Open Spaces (POPOS) are privately-owned publicly-accessible open spaces that complement and effectively extend the public realm (e.g. public sidewalks and open spaces).

PRIMARY ACCESS

The main entry point of a building.

PRIVATE OPEN SPACE

An area connected or immediately adjacent to a dwelling unit. The space can be a balcony, porch, ground or above grade patio or roof deck used exclusively by the occupants of the dwelling unit and their guests.

PROJECTION

A part of the building façade that extends outward beyond the primary façade plane.

PROPERTY LINE

The boundary that legally and geometrically demarcates a parcel or lot.

PUBLIC ART

Permanent or temporary physical works of art visible to the general public, whether part of a building or free-standing; can include sculpture, lighting effects, street furniture, paving, railings and signs.

PUBLIC OPEN SPACE

The open space, both green space and paved civic space, to which there is public access on a constant or regular basis, or for designated daily periods.

PUBLIC REALM

The parts of a city (whether publicly or privately owned) that are available, without charge, for everyone to use or see, including streets, squares and parks. Well-designed public realm spaces encourage and enable human interaction.

R

RIGHT-OF-WAY

A strip of land, including the space above and below the surface, that is platted, dedicated, condemned, established by prescription or otherwise legally established for the use by certain transportation and public use facilities, such as roadways, railroads, and utility lines.

RECESS

An indentation or small hollow, measured from the primary façade plane.

S

SCALE

The spatial relationship among structures along a street or block front, in particular the perceived height, bulk and proportions of a building relative to that of neighboring buildings and to the human form. Also refers to the quality of building that exhibits through its structural or architectural components the human functions.

SCREEN OR SCREENING

Partial or full enclosure of a space or area by solid materials, compatible with the materials and architectural design of the project, in order to block views of the area from nearby development or public rights-of-way.

SECONDARY ACCESS

Entry points of a building which are not the Primary Access.

SETBACK

The required or actual horizontal distance between the property line and the nearest front, side or rear wall of a building.

SHARED PARKING

A system wherein parking areas are shared by multiple users, where each user has peak parking demands at different times within a 24 hour period, thereby allowing some parking spaces to be shared.

SIDEWALK

The paved section of the public realm dedicated to pedestrian activity.

STEPBACK (UPPER-FLOOR SETBACK)

See 'Upper-Floor Setback (Stepback).'

STORY

A habitable level within a building, excluding an attic or raised basement.

STORMWATER

Water that accumulates during precipitation events.

STREET EDGE

Refers to the ground/lower floors of buildings with a minimum setback, which line and frame the street.

STREETSCAPE

The design and environment of streets, roadways and public sidewalks and the interface between streets and adjoining parks, plazas and public and private development.

STREET WALL

The building façade along a property line adjacent to a public street. Typically refers to building façades with a minimum setback, which line and frame the street and define the public realm.

STRUCTURED PARKING

All constructed or erected parking facilities that serve a primary associated use and/or the general public.

SUSTAINABLE DEVELOPMENT

A development that is sensitive to its building site and surroundings, minimizes its consumption of resources and waste, and can be maintained over time with minimal impact on the environment—balancing near-term interests with the protection of the interests of future generations.

T

TRAFFIC VOLUME

The total number of vehicles measured within a given period of time.

TRANSPARENCY

Possessing the quality of transmitting light, typically referring to clear, ground-level, non-reflective windows. In storefronts, transparency refers to windows that are characterized by allowing visibility of a store's goods or services.

U

UPPER-FLOOR SETBACK (STEPBACK)

The portion of the building or structure, above the primary façade height, stepped back a minimum distance from the exterior face of such building or structure, usually facing a street.

URBAN DESIGN FRAMEWORK

A set of assumptions, concepts, values and practices that constitute and structure a way of viewing and designing an urban environment, within which public and private improvements can take place.

V

VIEW CORRIDOR

A clear, unobstructed line of sight between two locations, at least one of which is generally an object of significance to the community (e.g., ridge line, river, historic building, etc.).

W

WAYFINDING

Refers to the user experience of orientation within the built

H.3 COMMUNITY WORKSHOPS

The three Community Workshop Memos associated with this Appendix include a summary and the presentation graphics for each workshop. The complete memos may be found on the City of Menlo Park's website.

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Memo

To:	City of Menlo Park
From:	Mark Hoffheimer
Date:	May 8, 2009
Subject:	Community Workshop #1 - Summary

COMMUNITY WORKSHOP #1 - SUMMARY OF COMMENTS

CONTENT

I. Purpose and Process
II. Recurring Themes
III. Workshop Stations
IV. Appendix: Workshop Boards + Comments

I. PURPOSE AND PROCESS

The purpose of the first Community Workshop aimed to help the community reconfirm the Phase I vision and goals, understand the existing conditions/constraints, and engage the primary issues and tradeoff related with future improvement of Downtown Menlo Park and creation of the Specific Plan.

The workshop process involved an overview presentation of the consultant analysis followed by an interactive session with community participants to understand and comment on four topics related to the study area. The four topics - 1) Connectivity, 2) Vibrancy, 3) Public Space, and 4) Character - were each setup as "stations" that both explained the relevance of the topic and asked a series of pertinent questions. Attendees of the workshop were sorted into four groups and asked to rotate around the room and visit the four topic stations, which were facilitated by two members of the consultant team, to gain an overall understanding of the interrelationship of topics. After each topic was discussed, each person recorded their response to the posted questions on a note and placed it on the station board. The workshop concluded with a wrap-up presentation of the findings and opportunity for workshop participants to voice individual comments and concerns. This process was organized to best direct the Concept Alternatives in the subsequent phase of work.

II. RECURRING THEMES

- Improve pedestrian realm, bicycle network and overall accessibility/connectivity (especially east-west connections) in the downtown.
- Interest to create more vibrancy in the downtown through a mix of uses, extending hours of stores and restaurants, supporting public open space with adjacent active uses, and creating/enhancing public space that would be suited for people of all ages.
- Buildings up to three (3) stories on Santa Cruz Avenue predominantly acceptable with appropriate design, massing modulation, and step-backs.
- Buildings up to four (4), perhaps five (5), stories along El Camino Real predominantly acceptable with appropriate design, massing modulation, and step-backs.
- Desire for existing, vacant stores/buildings to be occupied or renovated where feasible.
- Call for alternate transportation systems to better link downtown to neighborhood centers.
- Desire to renovate portions of Santa Cruz Avenue to create more usable public space.
- Interest in the closure of Santa Cruz Avenue for temporary events (i.e. Farmer's Market.)
- Do not reduce quantity of parking; reorganize it into parking structures.
- Interest in feasibility/cost analysis of putting regional traffic on El Camino below-grade.

III. WORKSHOP STATION COMMENTS

STATION #1 - CONNECTIVITY

1. Would you be willing to increase vehicular delay on El Camino Real to improve conditions for pedestrians?

YES (31) vs. NO (31) ---- "In the middle" (4)

YES

- Willing to delay during non-commute hours.
- Improve bike and pedestrian connectivity.
- Interest in below-grade regional circulation.
- As long as traffic does not disperse through neighborhoods

NO

- El Camino will never be a great walking street - improve pedestrian flow on other streets
- Improve east-west connectivity by vertical separation (above/below grade)

Additional Comments

- Need for parking on El Camino

2. What would get you to use alternative means to get downtown?

- Improved bike conditions (improved lanes, bike parking, grade separation, railway route)
- Improved public transportation (downtown shuttle service, more frequent bus service)
- Improved pedestrian conditions (add sidewalks - particularly west of downtown)
- More mixed-use
- Less traffic

STATION #2 - VIBRANCY

1. When you go out, where do you spend your evenings and why? What would motivate you spend more time in downtown Menlo Park, particularly at night?

- Palo Alto (high-end restaurants, wine bars, "more interesting retail"), Redwood City (Century Theaters Complex), Mountain View, San Carlos, Santana Row - San Jose
- Extending evening store hours
- A destination cultural event (theater, movie, arts, music, festivals)
- Mix of uses (entertainment, retail, restaurants, residential, office)
- Residential downtown (above street-level uses/parking structure)
- Places for people of all ages (teens, seniors, families, children)
- Better retail storefronts

- Safer environment
- Dog-oriented public spaces

What would you do to make El Camino Real more vibrant?

- Higher density
- More residential
- Less store vacancies (renovate old theater)
- Improve pedestrian realm and public space
- Below-grade through traffic on El Camino
- Special uses or anchor retail (bowling alley, marquee store, 'fox' theater, gym)

STATION #3 - PUBLIC SPACE

1. What activities would you like the public spaces in downtown to accommodate?

- Variety - a variety of spaces (size, type and program) that appeal to people of all ages.
- Art - places to sell/exhibit art that are both temporary and permanent.
- Farmer's Market - temporary close down of Santa Cruz for weekly market in the street.
- Dogs - places that are designed for dogs, including dog storefront "tie-ups."
- Outdoor Dining - incorporate places for outdoor dining
- Flexibility - allow streets to be flexible for variety of use (events, dining, games, etc.)
- Synergy - support public spaces with active uses that are open day and night.
- Parking - maintain adequate supply of parking within proximity to shops.

2. Would you give up some parking spaces to gain public space and wider sidewalks in downtown?

Total votes: YES (46) vs. NO (8) ---- "In the middle" (5)

YES

- Reduced/removed street-parking paired with the structured parking to create opportunity for an enhanced pedestrian experience and creation of open space.
- Increase maximum height limits for residential above parking (structures).
- Maintain adequate amount of parking.

NO

- Reconfigure existing sidewalk space to create more room for pedestrian circulation and open space. (i.e. remove planters, concrete walls, newspaper racks, etc.)
- Do not remove parking along El Camino Real (currently inadequate)

3. Are you willing to allow for additional development in order to gain public space?

Total votes: YES (50) vs. NO (7) ---- "In the middle" (2)

YES

- Up to three to four (3-4) Stories
- Encourage development through density bonuses
- Open space requirements for larger developments
- Allow for development to be favorable to small, local businesses - non-corporate.

NO

- Present condition is acceptable
- Not if it is greater than two (2) stories on Santa Cruz Ave.

Additional Comments

- Depends on the impact of the development (visual, traffic)
- Concern about amount and adjacency/proximity of parking
- Improved bike ways and circulation of high importance
- Interest in creating parking structures in existing parking plazas
- Interest to incorporate public open space on top of parking structure
- Interest in reconfiguring Santa Cruz Ave. (Pedestrianize, Remove Median, etc.)
- Concern about safety and accessibility

STATION #4 - CHARACTER

1. What buildings appeal to you on the board? Why?

- Top 6 - [Bldg# (votes)] above: #18 (24), #20 (16), #15 (11)
  below: #24 (11), #16 (10), #27 (10)

- "Old charm", "Village", "Full of character", "Tall buildings that don't look tall", "Friendly"
- "The village character is more about street vibrancy than building massing."
- "Most El Camino Real developments are tacky, barely acceptable. We can do better. Need to push developers to higher aesthetics and creative standards."
- Height variation, scale, color, materials, balconies, step-backs, setbacks, awnings, signage, diversity

2. Given what you know about village character, is it appropriate to have buildings taller than two stories in downtown? How much taller?

Total votes: YES (34) vs. NO (7) ---- "In the middle" (22)

YES

- Predominantly accepting of 3 stories
- Accepting of four (4) stories if appropriately designed (massing, step-backs, setbacks, materials) and not over bearing.
- Some accepting of five (5) stories (with same conditions applied to four stories)
- Need for good streetscape and ground floor design - "pedestrian friendly"

NO

- two (2) stories maximum
- Concern about shading the street

Additional Comments

- "No village - call it community!"
- Depends on relationship to context/surroundings
- Residential on upper floors
- Accepting of more than two (2) stories with step-back condition (above two stories)

3. Is it appropriate to have taller buildings on El Camino Real relative to downtown? How much taller?

YES (36) vs. NO (3) ---- "In the middle" (29)

YES

- Predominantly accepting of four (4) stories
- Acceptance of five (5), maximum six (6), stories if appropriately designed (massing, step-backs, setbacks, materials) and not over bearing.
- Height should be biased towards the eastside of El Camino Real
- Need for good landscape design

NO

- Existing buildings are blighted - "don't need new buildings over two stories"
- More than two (2) stories is not appropriate for Menlo Park
- "Tall equals ugly - too big for a small town."

Additional Comments

- Buildings should front the street - setbacks detract from pedestrian experience
- "Village character is inappropriate for El Camino."
- Need for senior housing
- Uses should be predominantly residential
- Convert existing car lots to medical facilities
- Buildings should undulate in height and massing
- Most fit with overall goals of the City plans

IV. APPENDIX: WORKSHOP BOARDS + COMMENTS

1. GENERAL COMMENTS Page 1

2. WORKSHOP COMMENTS:

1. Connectivity Page 7
2. Vibrancy Page 15
3. Public Space Page 27
4. Character Page 37

3. WORKSHOP BOARDS:

1. Connectivity
2. Vibrancy
3. Public Space
4. Character

Connectivity + Traffic

1

April 16, 2009

Vision Goals for Connectivity + Traffic

1. Vision Plan Area Character: Maintain a village character unique to Menlo Park.

2. East-West Connectivity: Provide greater east-west, town-wide connectivity.

3. El Camino Real Circulation: Improve circulation and streetscape conditions on El Camino Real.

4. Neighborhood Context: Ensure that El Camino Real development is sensitive to and compatible with adjacent neighborhoods.

5. Vacant and Underutilized Parcels on El Camino Real: Revitalize underutilized parcels and buildings.

6. Train Station Area: Activate the train station area.

7. Santa Cruz Avenue Pedestrian Character: Protect and enhance pedestrian amenities on Santa Cruz Avenue.

8. Downtown Vibrancy: Expand shopping, dining and neighborhood services to ensure a vibrant downtown.

9. Housing: Provide residential opportunities in the Vision Plan Area.

10. Open Space: Provide plaza and park spaces.

11. Pedestrian and Bicycle Circulation: Provide an integrated, safe and well-designed pedestrian and bicycle network.

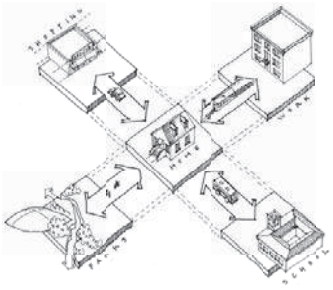
12. Parking: Develop parking strategies and facilities that meet the commercial and residential needs of the community.

Connectivity + Traffic

April 16, 2009

Travel Choices and Connectivity

Improved connectivity through travel choices - vehicular, transit, biking and walking - reduces total number of car trips and improve traffic flow.

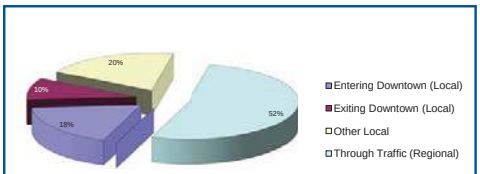


Source: Cervero R., Duncan M., MCP, Walking, Bicycling, and Urban Landscapes: Evidence From the San Francisco Bay Area, American Journal of Public Health September 2003, Vol 93, No. 9

Did You Know ... !

- The average time Menlo Park residents spend commuting to work is approximately 25 minutes. This compares to an average commute time of 27 minutes for residents in San Mateo County and the US and 29 minutes for residents in California. *Source: Census 2000 & Fehr and Peers*
- Only 20% to 30% of household trips are related to commutes. *Source: National Household Travel Survey, 2001*

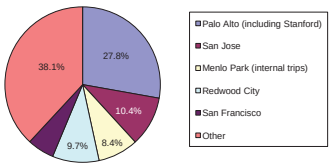
Regional vs. Local Vehicle Traffic on El Camino Real



Source: 2006 CMP Monitoring Traffic Counts on El Camino Real and Fehr & Peers

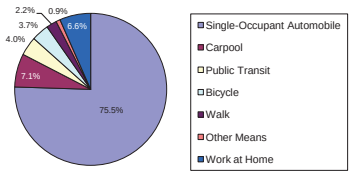
Menlo Park Residents Work Travel Characteristics

Where do Menlo Park residents Work?



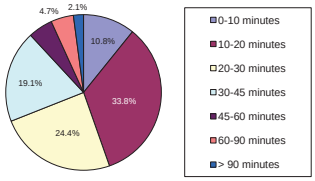
Source: Census 2000 and Fehr & Peers

How do Menlo Park residents get to work?



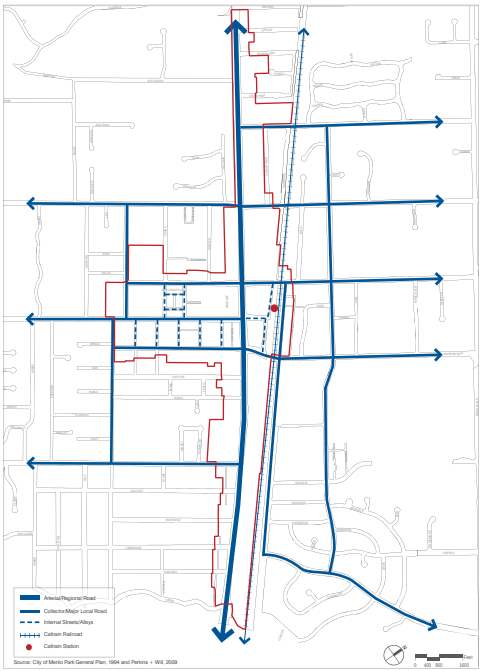
Source: Census 2000 and Fehr & Peers

How long do they commute?

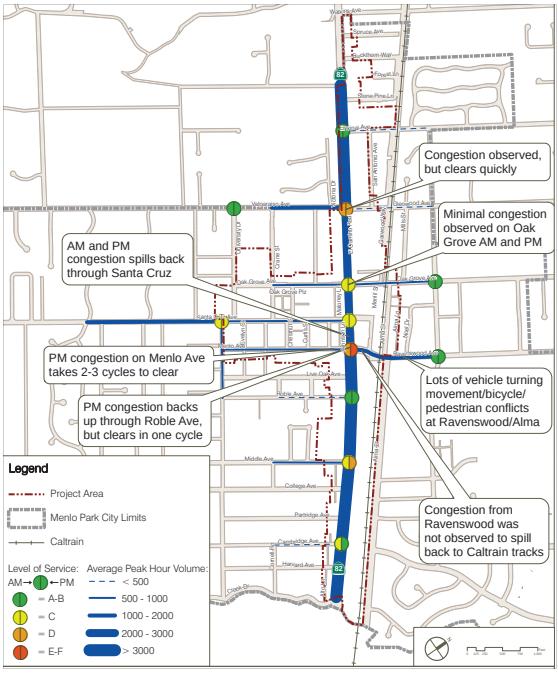


Source: Census 2000 and Fehr & Peers

Heirarchy of Streets



Intersections and Level of Service



Pedestrian Realm and Connectivity

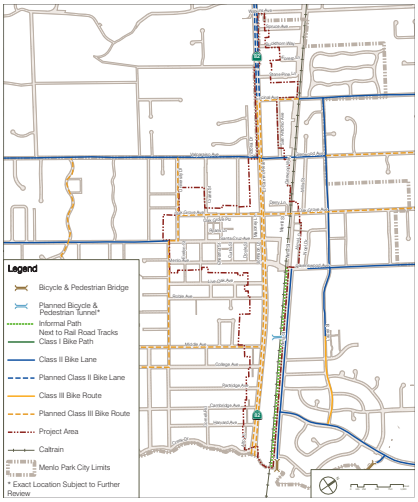
The reason great intersections work is because of the creation of a pedestrian realm that is clearly visible and apparent to motorists. When streets become unsafe, it is almost always when the pedestrian realm is minimal or does not exist.

Did You Know ... !

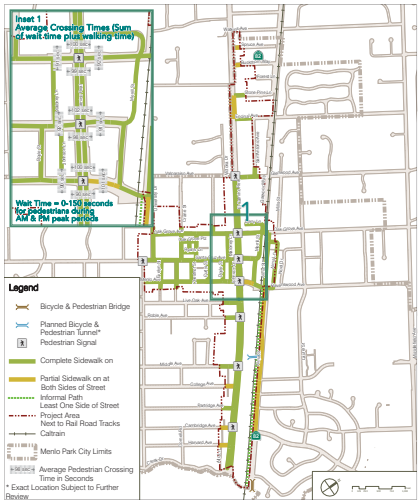
- The maximum waiting time for pedestrians to cross El Camino Real in Menlo Park ranges from **0-150 seconds**
  (Source: Fehr and Peers)

- Bike Paths (Class I) are paved pathways separated from roadways that are designed for the exclusive use of bicycles and pedestrians.
- Bike Lanes (Class II) are lanes for bicyclists adjacent to the outer vehicle travel lanes. These lanes have special land markings, pavement legends and signage.
- Bike Routes (Class III) are generally located on low traffic volume streets. They are signed for bike use, but have no separated bike right-of-way or lane striping.

Existing Bicycle Facilities



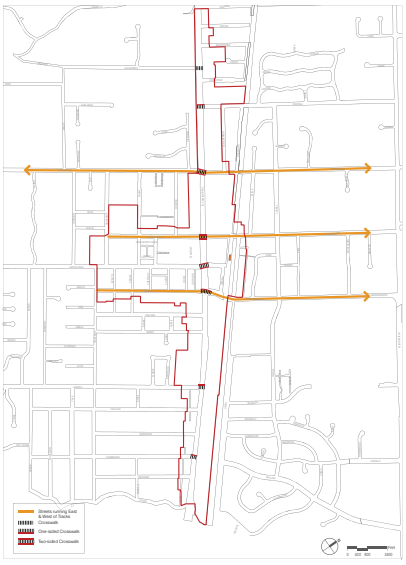
Existing Pedestrian Facilities



Pedestrian Realm on Santa Cruz Avenue, Menlo Park

Pedestrian Realm on El Camino Real in Menlo Park

Existing east west connections across El Camino Real and Caltrain tracks



Pedestrian Realm and Connectivity

Connectivity across Caltrain Tracks

At-grade crossing at
Oak Grove Avenue, Menlo Park

Underpass crossing in San Carlos (raised rail line)

Underpass crossing in
Redwood City
(depressed roadway)

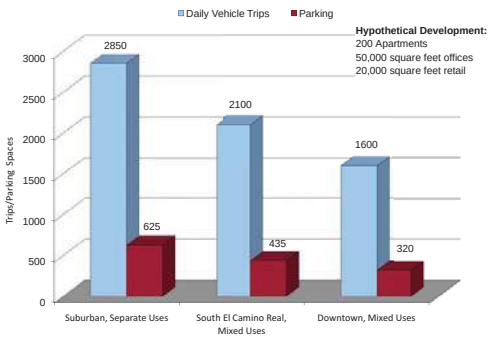
Underpass crossing in Belmont (raised rail line with depressed roadway)

Development Intensity and Traffic Generation

The combination of development intensity, mix of uses and access to transit increases the percentage of trips on foot and bike and reduces the relative number of car trips

Source: Kitamura, R., Mokhtarian, P.L., & Laidet, L. (1997). A Microanalysis of Land Use and Travel in Five Neighborhoods in San Francisco Bay Area. Transportation, 24, 125-158.
Lee, C & Vernez Moudon, A. (2006). The 3Ds + R: quantifying land use and urban form correlates of walking. Transportation Research Part D, 11, 204-215.

Traffic and Parking for a Hypothetical Development in Different Locations



Source: Traffic Generated by Mixed-Use Developments -- A Six-Region Study Using Consistent Built Environment Measures, forthcoming Transportation Research Board Paper, Fehr & Peers.
Shared Parking, Urban Land Institute, 2nd Edition

Connectivity + Traffic

Record Your Thoughts ...

1. Would you be willing to increase vehicular delay on El Camino Real to improve conditions for pedestrians?

Yes **No**

2. What would get you to use alternative means to get downtown ?

2 Vibrancy

April 16, 2009

Vision Goals for Vibrancy

1. Vision Plan Area Character: Maintain a village character unique to Menlo Park.

2. East-West Connectivity: Provide greater east-west, town-wide connectivity.

3. El Camino Real Circulation: Improve circulation and streetscape conditions on El Camino Real.

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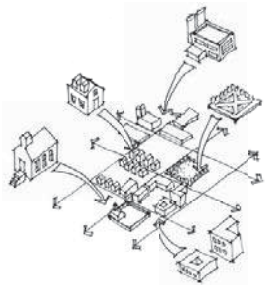
Vibrancy and Density, Mix of Land Uses and Connectivity

Downtown vibrancy in the form of foot traffic and retail sales, is related to a concentration of development, a diversity of uses and pedestrian orientation and connectivity.

Source: Strategic Economics, 2009.



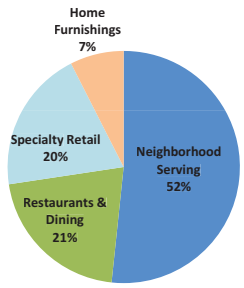

Santana Row, San Jose


Redwood City


Redwood City

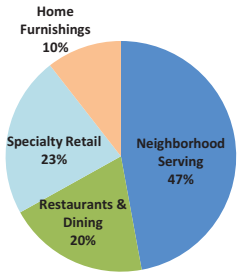

Menlo Park

Retail Sales in Project Area



Source: Strategic Economics, 2009.

Retail Sales in Downtown Menlo Park



Source: Strategic Economics, 2009.


Santana Row, San Jose


Pasadena

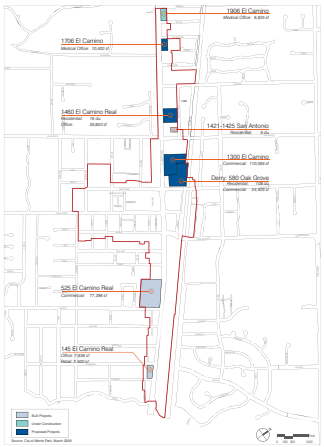
Did You Know ... !

- Market demand for a wide variety of office use, retail, services and housing remains strong in Menlo Park

Source: Strategic Economics, 2009.

A balance of activities is essential to maintain liveliness during the day as well as at night.

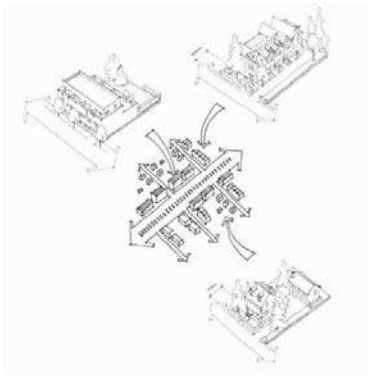
Recent Development Projects: Built + Proposed



Examples of Vacant Buildings and Parcels on El Camino Real

Vibrancy and Housing Choices

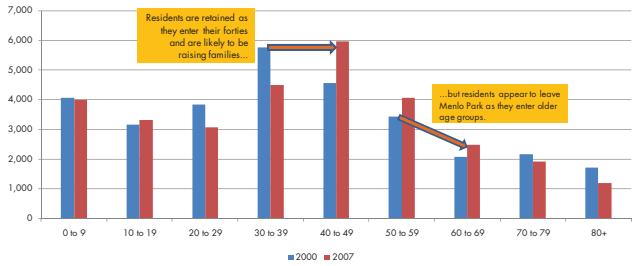
A wider variety of housing opportunities that cater to singles, young families, empty nesters and seniors improves vibrancy.



Did You Know ... !

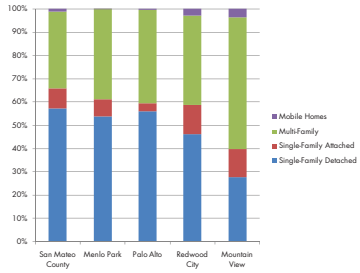
- The percent of Menlo Park families with children has increased significantly since 1990, outpacing San Mateo County. *Source: Claritas, 2009; US Census, 1990; US Census, 2000; Strategic Economics, 2009*
- Seniors who live in denser, walkable places near transit are less likely to stay at home alone. *Source: National Household Travel Survey, 2001*

Age Distribution by Number of Persons



Source: US Census 2000, US Census 2007, Strategic Economics 2009

Composition of Housing Stock, 2009



Source: California Department of Finance (E-5), 2009; Strategic Economics, 2009

Higher Density Housing Types


Downtown Mountain View


Downtown Mountain View


El Camino Real, Los Altos


El Camino Real, Los Altos


Downtown Mountain View


Downtown Berkeley


Downtown Mountain View


Downtown Mountain View

Vibrancy and Parking

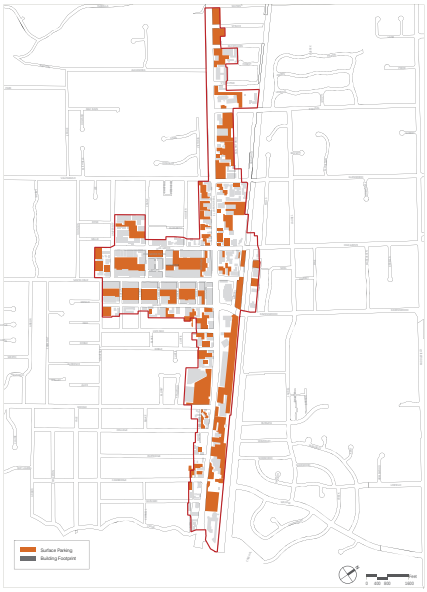
A well crafted parking strategy can utilize existing spaces more efficiently, supporting businesses and vibrancy. Such strategies could include varying parking rates and hours and shared parking supported by in-lieu fees.

Did You Know ... !

- Approximately 2,100 sq.ft. of parking is required for every 1,000 sq.ft. of office space, assuming a parking standard of 6 spaces per 1000 sq.ft. this means that a three story, 30,000 sq.ft. office building would require 63,000 sq.ft. or 1.4 acres of parking

Surface parking in a downtown setting dampens vibrancy because it uses land that could be otherwise used for active uses or public uses

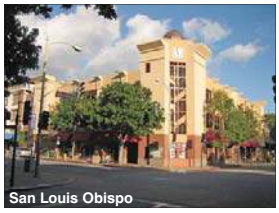
Surface parking in project area



Structured Parking


Palo Alto


Redwood City


San Louis Obispo


Mountain View

Surface Parking - Menlo Park


Downtown Menlo Park


El Camino Real, Menlo Park


Downtown Menlo Park


Downtown Menlo Park

Vibrancy

2

April 16, 2009

Record Your Thoughts ...

1. When you go out, where do you spend your evenings and why? What would motivate you to spend more time in downtown Menlo Park, particularly at night?

2. What would you do to make El Camino Real more vibrant?

Public Space

Vision Goals for Public Space

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3 Public Space

April 16, 2009

Plazas, Parks, Sidewalks and Streets

Public space is comprised of plazas, parks, sidewalks and streets, and they are the places where the social life of a community takes place.

Existing Plazas and Parks

There are limited plazas or parks in the downtown area

Public spaces in downtown enhance community character and create an identity

Examples of Plazas and Parks


Santana Row, San Jose


Jamison Square, Portland, OR


Downtown Redwood City

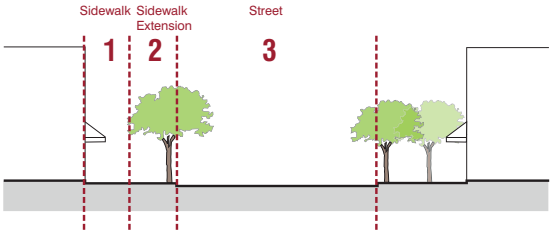

Pioneer Square, Portland, OR


Downtown Pasadena


owntown Concord

Sidewalks and Streets

"Sociability is a large part of why cities exist and streets are a major if not the only public place for that sociability to develop"
- Alan Jacobs



Sidewalks as Connectors




Downtown Menlo Park

Downtown Examples

Sidewalk Extensions as Public Spaces

"…streets are places of social and commercial encounter and exchange. They are where you meet people - which is a basic reason to have cities in any case."
- Alan Jacobs

Streets as Public Spaces

Santa Cruz Avenue, Menlo Park

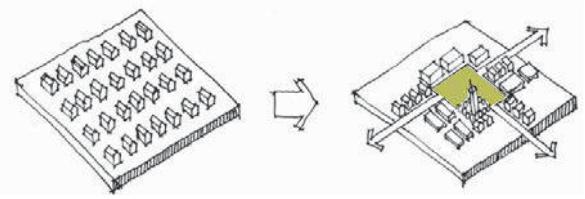

Downtown Mountain View


Maiden Lane, San Francisco


Ferry Building, San Francisco

Land Use Efficiency + Public Space

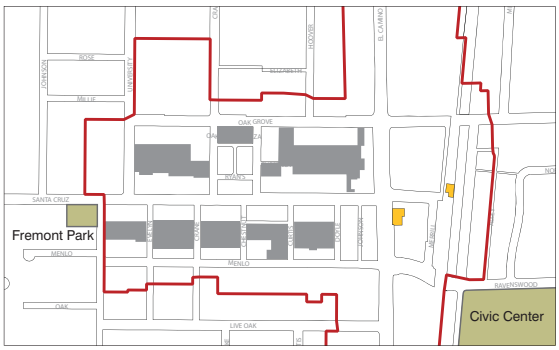
Efficient use of land provides opportunity to integrate public space within development



Development spread over a larger area

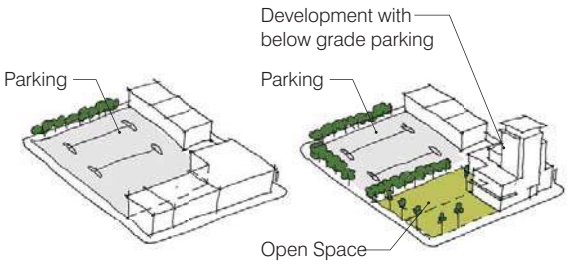
Compact development

Existing public parking in downtown

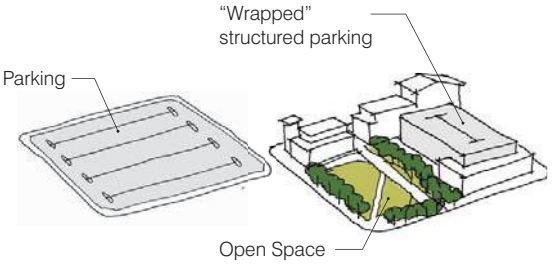


Removal of some on-street parking and surface parking (i.e. parking plazas) provides opportunities for additional public space downtown.

Taller, more compact buildings provide opportunities for public space

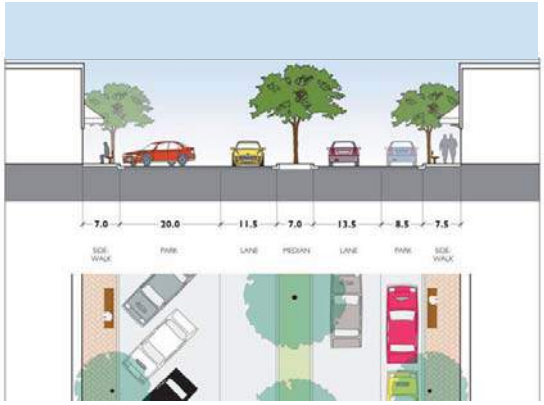


As compared to surface parking, structured parking allows for public space and other uses

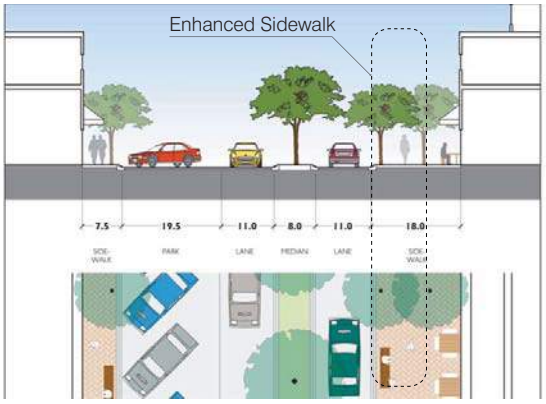


Phase I Vision Plan: Santa Cruz Avenue

Existing street section/plan



Proposed street section/plan



Public Space

3

April 16, 2009

Record Your Thoughts ...

1. What activities would you like the public spaces in downtown to accommodate?

2. Would you give up some parking spaces to gain public space and wider sidewalks in downtown?

Yes No

3. Are you willing to allow for additional development in order to gain public space?

Yes No

Vision Goals for Character

1. Vision Plan Area Character: Maintain a village character unique to Menlo Park.

2. East-West Connectivity: Provide greater east-west, town-wide connectivity.

3. El Camino Real Circulation: Improve circulation and streetscape conditions on El Camino Real.

4. Neighborhood Context: Ensure that El Camino Real development is sensitive to and compatible with adjacent neighborhoods.

5. Vacant and Underutilized Parcels on El Camino Real: Revitalize underutilized parcels and buildings.

6. Train Station Area: Activate the train station area.

7. Santa Cruz Avenue Pedestrian Character: Protect and enhance pedestrian amenities on Santa Cruz Avenue.

8. Downtown Vibrancy: Expand shopping, dining and neighborhood services to ensure a vibrant downtown.

9. Housing: Provide residential opportunities in the Vision Plan Area.

10. Open Space: Provide plaza and park spaces.

11. Pedestrian and Bicycle Circulation: Provide an integrated, safe and well-designed pedestrian and bicycle network.

12. Parking: Develop parking strategies and facilities that meet the commercial and residential needs of the community.

4 Character

April 16, 2009

What defines the character of a place?

Physical form and experiences define the character of a place


1
Historical Connections


2
Streets


3
Pedestrian Realm


4
Public Open Space


5
Building Relationships

Village Character can be enhanced by:


6

- Compatible scale of buildings


9

- Informal social spaces


7

- Varied Massing


10

- Local “authentic” businesses


8

- Small storefronts


11

- Comfortable, walkable space

Building Pattern - Santa Cruz Avenue Storefronts

Downtown exhibits a pattern of smaller buildings and storefronts as compared to buildings on much of El Camino Real.

Street Character

The best streets are comfortable to walk along with leisure and safety. They have definition, a sense of enclosure with their buildings; distinct ends and beginnings, usually with trees.


12


13

Streets moderate the form, structure and comfort of urban communities.

Downtown
Building Articulation & Massing

Building Articulation

Entry Articulation

Fenestration / Detail

Massing & Scale Modulation

Undulated Massing

Corner Element

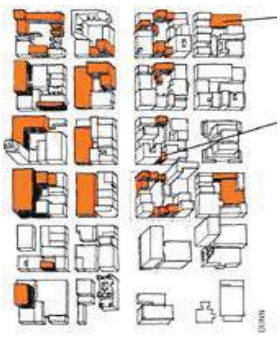
Storefront Address

Awnings and Signage

Clerestory Wall / Articulated Windows

Compatible Scale

New infill development that is compatible in scale with existing buildings will preserve and enhance community character



infill buildings in downtown fill in the empty places and marginal areas

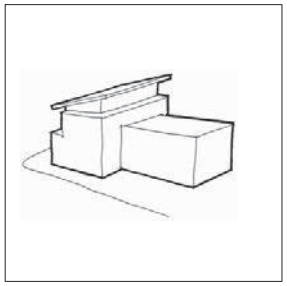
infill buildings should fit in with the scale of adjacent buildings

infill massing in downtown stockton

El Camino Real
Building Articulation & Massing

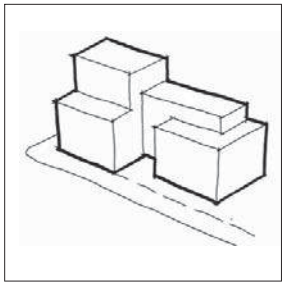
1-3 Story

Strategies for building massing and articulation



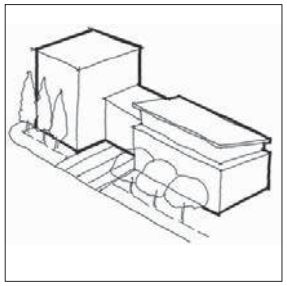
Massing Variation / Roof Form

3-4 Story



Setback / Stepback

4+ Story



Landscape / Lobby Entry

Character 4

April 16, 2009

Record Your Thoughts ...

1. What buildings appeal to you on the board? Why?

2. Given what you know about village character, is it appropriate to have buildings taller than two stories in downtown? How much taller?

3. Is it appropriate to have taller buildings on El Camino Real relative to downtown? How much taller?

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Memo

To:	Thomas Rogers, City of Menlo Park
From:	Hoffheimer, Mark; Narkar, Poonam
Date:	July 15, 2009
Subject:	Community Workshop #2 - Summary

Community Workshop #2, June 18, 2009 - Summary of Comments

Content

I. Purpose and Process
II. Break-Out Session Questions
III. Recurring Themes
IV. Appendix
    i. Workshop Boards
    ii. Report-back - Audio Transcription
    iii. Recorder Notes
    iv. Additional Public Comments

I. Purpose and Process

The purpose of the second Community Workshop was to build upon the discussion from the first workshop, organized around connectivity, vibrancy, public space and character, and to discuss and identify the plan elements that will help inform the preferred alternative.

The workshop process involved a presentation of concepts developed by the consultant team based on Phase I Vision Plan, feedback from Phase II Community Workshop 1 (held April 16, 2009), feedback from the Oversight and Outreach Committee, Planning Commission and City Council, and analysis conducted by the consultant team. It was followed by a break-out session involving a facilitated discussion at a table. There were twelve tables with approximately 10 participants per table and a facilitator. One member from each group volunteered to be the recorder for the group. At each table there were 3 boards, two of which focused on the downtown and station area and one focused on El Camino Real:

1. Downtown and Station Area - Vibrancy and Character
2. Downtown and Station Area - Connectivity and Public Space
3. El Camino Real and Rail Corridor - Connectivity, Vibrancy and Character

The boards had graphics illustrating concepts for arrangement of land uses, development intensity, public realm improvements and building massing and heights. There were two questions per board that encouraged the group to discuss the pros and cons of concepts presented. The group could express their opinion about the featured concepts as well as provide additional suggestions for improvements.

The workshop concluded with the recorder from each group reporting back on the major themes and ideas discussed at their table.

II. Break-Out Session Questions

1. Downtown and Station Area - Vibrancy and Character
    A. What elements of the plan provide the best opportunities for a vibrant downtown? (i.e. mix of uses, destination, location and mix of housing)
    B. What scale and character of development helps achieve a vibrant downtown and is sensitive to "village" character? (i.e. building massing and modulation, building heights)

2. Downtown and Station Area - Connectivity and Public Space
    A. What elements of the plans provide the best overall pedestrian/bicycle experience and opportunities for community social space? (i.e. clear pedestrian network, wider sidewalks, amount and type of public space, inter-connectedness of public space)
    B. What parking locations best address the need for downtown parking? (i.e. parking access, proximity to uses)

3. El Camino Real and Rail Corridor - Connectivity, Vibrancy and Character
    A. What uses, scale and character of development are appropriate for El Camino Real and sensitive to adjacent residential neighborhoods? (i.e. mix of uses, location of housing, building massing and modulation, building heights)
    B. What elements of the plans best improve the corridor's character and pedestrian environment? (i.e. landscape improvements, wider sidewalks, ease of crossing El Camino Real)

III. Recurring Themes

1. Downtown and Station Area - Vibrancy and Character

   A. What elements of the plan provide the best opportunities for a vibrant downtown? (i.e. mix of uses, destination, location and mix of housing)

- Balanced mix of uses generally OK
- Infill development on public parking plazas OK
- More support for retail and residential uses in downtown (with consideration for impacts to traffic, parking, schools, etc.), with less overall support for office in downtown
- Boutique hotel OK
- Some support for market place concept
  - Provides a differentiation for Menlo Park
  - Questions about viability during the week
  - Concerns about what impacts a new Market Place will have on existing businesses
- More development near transit station OK - especially housing
- Some support for a "destination" in downtown similar to Palo Alto and Theatre District in Redwood City. There was also some support for theatres, cultural uses and a market place downtown, as a potential destination and identity for Menlo Park.

B. What scale and character of development helps achieve a vibrant downtown and is sensitive to "village" character? (i.e. building massing and modulation, building heights)

- An overall agreement on having buildings up to three (3) stories in downtown, with appropriate design, massing modulation, and upper story (third floor) stepback.
- Integrated design and character, sensitive to village fabric, to help address height issues
- Street-level design important; ground-floor retail/business encouraged
- Shadows from buildings important; they should be considered when determining height and massing of buildings – avoid canyon effect and retain spacious and open feel

2. Downtown and Station Area - Connectivity and Public Space

   A. What elements of the plans provide the best overall pedestrian/bicycle experience and opportunities for community social space? (i.e. clear pedestrian network, wider sidewalks, amount and type of public space, inter-connectedness of public space)

- Overall a strong support for public space in downtown - ideas for public space varied from a large open space, two main plazas, a park similar to Fremont Park to a network of small parks. There was little discussion on the location of these public spaces
- There was more support for plazas and limited support for paseos, due to concerns about closing too many streets for paseos - suggestions for considering street

closure only few times in a year, instead of permanently closing them to make paseos
- Improve existing parks, such as Fremont Park
- General agreement on wider sidewalks on both sides of Santa Cruz Avenue with safe, pedestrian-friendly environment and walkable space paramount to vibrancy and village character

B. What parking locations best address the need for downtown parking? (i.e. parking access, proximity to uses)

- Remove some parking spaces on Santa Cruz Avenue to provide wider sidewalks OK
  - Retain some parking for handicap accessibility
  - Retain some parking for short-term parking convenience
  - A couple of groups supported completely removing parking from Santa Cruz Avenue if parking is provided in a alternate location close-by
- Parking must remain accessible to existing retail
- Downtown parking structure(s) were generally OK, provided they are well designed and integrated into the downtown fabric
- There was limited discussion on the location of parking structures.
  - The limited discussion favored placing parking structures in parking plazas south of Santa Cruz Avenue
  - It also suggested placing parking over Trader Joe's
- Existing surface parking should be improved.
- Integrate bike facilities into next phase of work

3. <u>El Camino Real and Rail Corridor - Connectivity, Vibrancy and Character</u>

A. What uses, scale and character of development are appropriate for El Camino Real and sensitive to adjacent residential neighborhoods? (i.e. mix of uses, location of housing, building massing and modulation, building heights)

- Support for mixed use development on El Camino Real
- Residential development along El Camino Real, particularly east side, OK
  - Add senior housing with access to amenities
- Conference Center on east side of El Camino Real, near Stanford Hotel OK
- Buildings three (3) to five (5) stories on <u>east side</u> of El Camino Real acceptable
  - Four (4), perhaps five (5), stories along the east side of El Camino Real, particularly south of downtown, predominately acceptable with appropriate design, massing modulation (to break down building scale), building articulation, and upper stories (fourth and fifth floor) stepped back
  - Strongly discouraged canyon effect caused by tall, faceless buildings directly adjacent to El Camino Real
  - Setbacks, scale and character are important
  - New buildings should be compatible in height with adjacent buildings
- Buildings two (2) to three (3) stories along the <u>west side</u> of El Camino Real acceptable

  - Buildings up to three (3) stories along the west side of El Camino Real predominantly acceptable with appropriate design, massing modulation (to break down building scale), building articulation, and upper story (third floor) setback – massing should be sensitive to any adjacent existing residential
  - Little to no discussion regarding building heights on El Camino Real in the downtown area (i.e.: between Oak Grove and Menlo Avenue)
- Traffic generation is a major concern

B. What elements of the plans best improve the corridor's character and pedestrian environment? (i.e. landscape improvements, wider sidewalks, ease of crossing El Camino Real)

- Strong support for improving East-West crossings/connections (i.e., access, safety, bike/pedestrian) such as pedestrian undercrossing under the rail tracks at Santa Cruz Avenue and in the Middle Avenue area.
- Little to no support for undergrounding El Camino Real (two lanes underground between Oak Grove and Roble)
- Split on El Camino Real bulb-outs

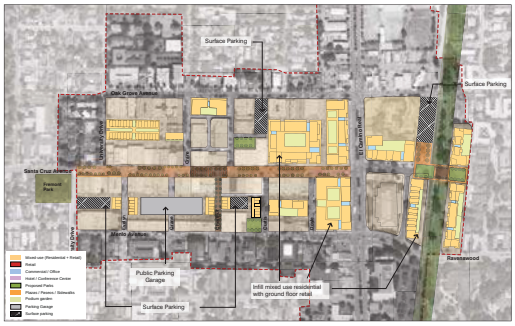
cc: Project File

IV. Appendix

i. Workshop Boards
ii. Report-back - Audio Transcription
iii. Recorder Notes
iv. Additional Public Comments

Vibrancy/Land Use + Character

Approach 1: Residential Focus



Residential = 600 units
Retail = 133,000 sq. ft.
Commercial/Office = N.A.

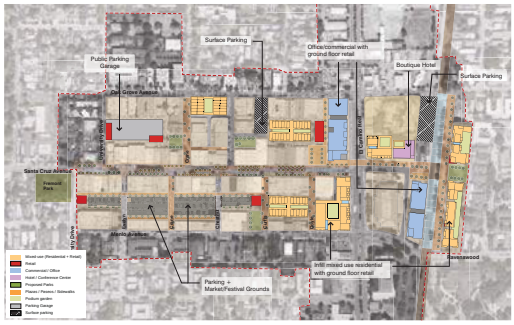
Hotel = N.A.
Parking = 1950 spaces
Traffic Counts = 8,000 trips

Economic Considerations

Higher density residential development may result in efficiencies in service provision and higher revenues, contributing to a more neutral to positive net fiscal impact for residential land uses

The greater number of residents will help to support a greater amount and more diverse mix of retail, including nighttime activities and lifestyle retail.

Approach 2: Mix of Uses



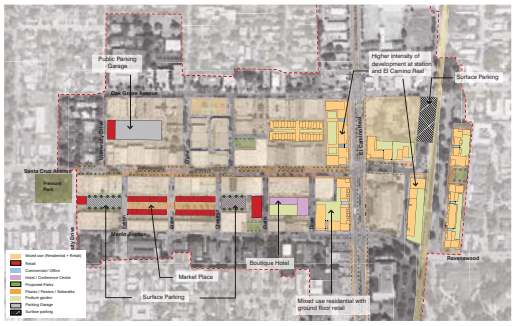
Residential = 228 units
Retail = 87,800 sq. ft.
Commercial/Office = 180,000 sq. ft.

Hotel = 100 rooms
Parking = 1300 spaces
Traffic Counts = 7,000 trips

Economic Considerations

Office development would support restaurants specializing in lunch and convenience retail in the downtown / station subarea.

Approach 3: Station Focus + Market Place



Residential = 548 units
Retail = 161,500 sq. ft.
Commercial/Office = N.A.

Hotel = 80 rooms
Parking = 1300 spaces
Traffic Counts = 9,000 trips

Economic Considerations

Higher density residential development may result in efficiencies in service provision and higher revenues, contributing to a more neutral to positive net fiscal impact for residential land uses.

The greater number of residents will help to support a greater amount and more diverse mix of retail, including nighttime activities and lifestyle retail.

El Camino Real tunnel could result in less local traffic in downtown / station subarea, thereby reducing retail sales.

Character: Height + Massing


Santa Cruz Avenue at Curtis: 2-3 stories


Santa Cruz Avenue at Curtis: 3-4 stories


Santa Cruz Avenue at ECR: 3-4 stories


Santa Cruz Avenue at ECR: 4-5 stories


University Drive from Santa Cruz: 2-3 stories


University Drive from Santa Cruz: 3-4 stories

Precedents


Varied Massing


Mixed-use with Retail at Ground Floor


Comfortable Sidewalks

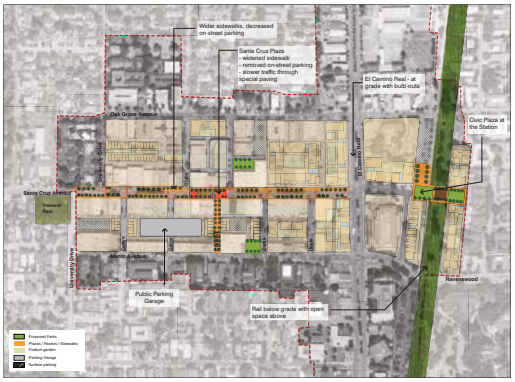

Vibrant Ground Floor Uses

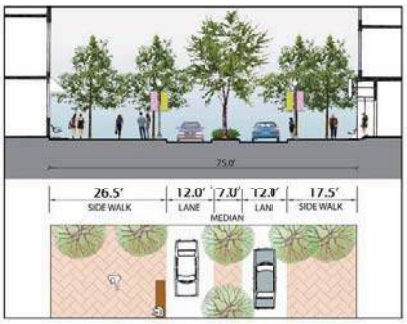

Market Place


Boutique Hotel

Connectivity + Public Space

Approach 1: Two Plazas





Section through Santa Cruz Avenue : Santa Cruz Plaza

Parking - New Demand and Supply

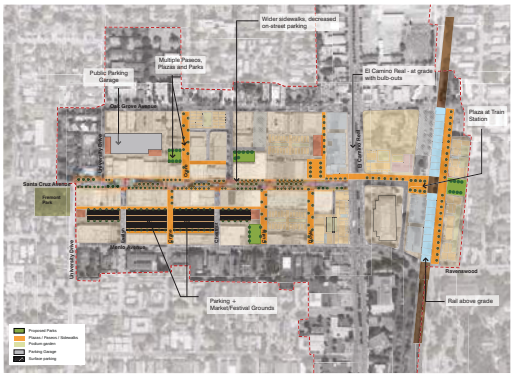
New Parking Demand	1,200	Spaces
New Parking Supply	1,950	Spaces

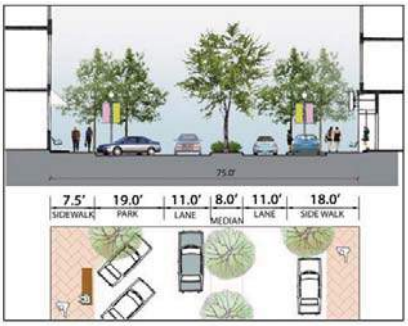
Public Parking Plazas, including Station Area

Existing Public Parking	1,350	Spaces
Spaces Removed	(1,100)	Spaces
Spaces Provided *	2,350	Spaces
New Public Parking	2,600	Spaces

* Spaces provided consists of new spaces + existing spaces retained

Approach 2: Plazas + Paseos





Section through Santa Cruz Avenue : Widened Sidewalk

Parking - New Demand and Supply

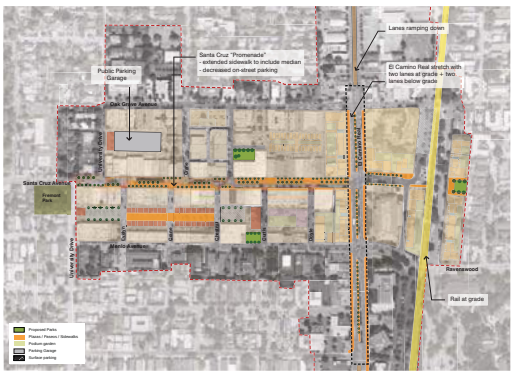
New Parking Demand	1,450	Spaces
New Parking Supply	1,300	Spaces

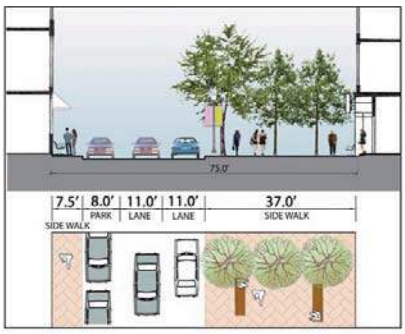
Public Parking Plazas, including Station Area

Existing Public Parking	1,350	Spaces
Spaces Removed	(800)	Spaces
Spaces Provided *	2,050	Spaces
New Public Parking	2,600	Spaces

* Spaces provided consists of new spaces + existing spaces retained

Approach 3: Santa Cruz Promenade





Section through Santa Cruz Avenue: Santa Cruz Promenade

Parking - New Demand and Supply

New Parking Demand	1,350	Spaces
New Parking Supply	1,300	Spaces

Public Parking Plazas, including Station Area

Existing Public Parking	1,350	Spaces
Spaces Removed	(1,100)	Spaces
Spaces Provided *	1,800	Spaces
New Public Parking	2,050	Spaces

* Spaces provided consists of new spaces + existing spaces retained

Types of Public Spaces

Plazas

Parks

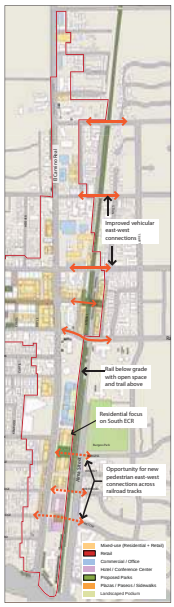
Paseos

Sidewalks

El Camino Real + Rail Corridor 3

Connectivity + Vibrancy + Character

Approach 1: Mix of Commercial + Residential



Residential = 295 units
Retail = 133,200 sq. ft.
Commercial/Office = 418,000 sq. ft.
Hotel = 300 room
Parking = 3,600 spaces
Traffic Counts = 17,000 trips

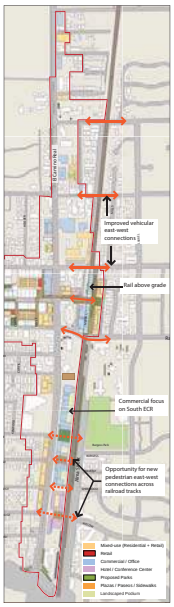
Parking - New Demand and Supply
New Parking Demand = 3,020 spaces
New Parking Supply = 3,600 spaces

Economic Considerations

The greater number of residents will help to support a greater amount and more diverse mix of retail in the downtown and along El Camino Real.

Largest hotel / conference center of the three approaches and therefore highest transient occupancy tax revenue of approximately $1.4 million annually.

Approach 2: Focus on Commercial Uses



Residential = 165 units
Retail = 79,000 sq. ft.
Commercial/Office = 828,500 sq. ft.
Hotel = 270 room
Parking = 3,550 spaces
Traffic Counts = 16,000 trips

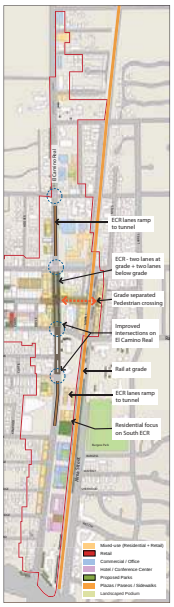
Parking - New Demand and Supply
New Parking Demand = 3,725 spaces
New Parking Supply = 3,550 spaces

Economic Considerations

Office development would support restaurants serving lunch and convenience retail in the downtown and along El Camino Real.

Slightly lower transient occupancy tax revenue than Approach 1, at approximately $1.3 million per year.

Approach 3: Mix of Commercial + Residential



Residential = 317 units
Retail = 133,000 sq. ft.
Commercial/Office = 465,500 sq. ft.
Hotel = 270 room
Parking = 3,700 spaces
Traffic Counts = 17,000 trips

Parking - New Demand and Supply
New Parking Demand = 3,170 spaces
New Parking Supply = 3,750 spaces

Economic Considerations

The greater number of residents will help to support a greater amount and more diverse mix of retail in the downtown and along El Camino Real.

Slightly lower transient occupancy tax revenue than Approach 1, at approximately $1.3 million per year

Character: Height + Massing


At Valparaiso looking south: 2-3 stories


At Valparaiso looking south: 3-5 stories


At Ravenswood looking north: 2-3 stories


At Ravenswood looking north: 3-5 stories


At Partridge looking north: 2-3 stories


At Partridge looking north: 3-5 stories

Precedents


Residential


Residential

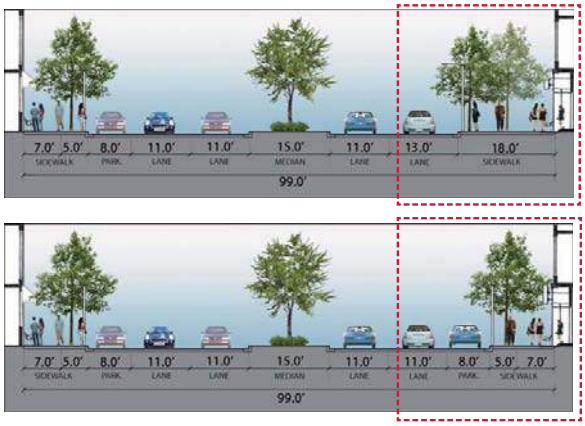

Varied Massing, Residential Mixed-use with retail at Ground Floor

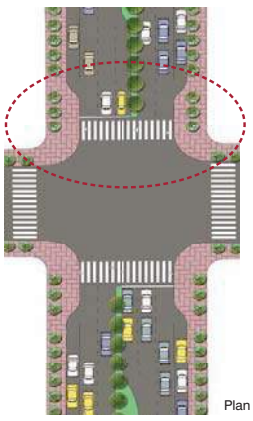

Office


Sidewalk bulb-out


Comfortable sidewalk

Typical Section through El Camino Real




Plan showing bulb-outs at street intersection

Potential Improvements for Crossing of El Camino Real:

- Four travel lanes rather than six
- High quality pedestrian streetscape
- Bulb-outs and median refuges
- Extended pedestrian crossing intervals to allow more cross time

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+WILL

Memo

To:	Thomas Rogers, City of Menlo Park
From:	Hoffheimer, Mark; Narkar, Poonam
Date:	October 23, 2009
Subject:	Community Workshop #3 - Summary

Community Workshop #3, September 17, 2009 - Summary of Comments

Content

I. Purpose and Process
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- Completed Questionnaires (under separate cover)
- Additional Comments - Post-Workshop thru 9/28 (under separate cover)

I. Purpose and Process

The purpose of the third and final Community Workshop was to:

- Present an Emerging Plan developed from Community Workshop #1 and #2;
- Gain critical feedback on the Emerging Plan; and
- Help decide on revisions to the Emerging Plan.

The following outlines the workshop format:

- Doors Open/Preview 6:30 PM to 7:00 PM
- Presentation 7:00 PM to 7:30 PM
- Open House 7:30 PM to 8:45 PM
- Public Comment 8:45 PM to 9:30 PM
- Conclusion and Next Steps 9:30 PM to 9:45 PM

The workshop process began with an open house preview, followed by a presentation, of the Emerging Plan. The Emerging Plan presented was based on the Phase I Vision Plan, feedback from Phase II Community Workshops 1 (held April 16, 2009) and 2 (held June 18, 2009), feedback from the Oversight and Outreach Committee, Planning Commission and City Council, and analysis conducted by the consultant team. The presentation was then followed by an open house format consideration of the Emerging Plan, where workshop participants were able to review and study six presentation boards (see Appendix) at one of four stations. Consistent with previous workshops, the content of the Emerging Plan was organized as follows:

- Illustrative Plan (Board 1)
- Public Space (Boards 2A and 2B)
- Building Character (Board 3)
- Vibrancy and Land Use Economics (Board 4)
- Connectivity and Traffic (Board 5)

Two facilitators were present at each station to explain concepts and answer questions. Each participant was asked to complete a questionnaire about the Emerging Plan to gauge community sentiment about various elements of the plan (discussed below). Participants could submit their completed questionnaire that evening or during the next ten days to the City's Community Development Department, Planning Division. The workshop concluded with an individual verbal public comment period.

After the workshop, the presentation boards were available (at 11 x 17) per the City's web site. In addition, full-size presentation boards have since been placed on display at the main Library (800 Alma Street) and in the windows of Kepler's Books (1010 El Camino Real). Comments were received up to ten days after the workshop via postal mail, fax, and e-mail.

II. Open House Questions

Questions included both multiple-choice and longer-form questions.

Public Space (Boards 2A and 2B)

1. Does the Emerging Plan have an adequate diversity of public spaces?
    - Yes; For the Most Part: Not Really; or No
2. Regarding Santa Cruz Avenue, do you prefer:
    - Option 1 (varied/wider sidewalks; retain median trees)
    - Option 2 (widest sidewalks; remove median trees)
3. What additions or changes to public space improvements should be considered?

Building Character (Board 3)

4. Does the Emerging Plan reflect an appropriate building character and massing for:
    - Downtown: Yes; For the Most Part: Not Really; or No
    - El Camino Real: Yes; For the Most Part: Not Really; or No
5. What changes should be considered?

Land Use Economics (Board 4)

6. Based on the findings from the fiscal impact and financial feasibility studies, is additional building height on El Camino Real (as shown - up to five stories) an acceptable tradeoff for increased City revenues and vibrancy and a greater likelihood of redevelopment?
    - Yes or No

Connectivity and Traffic (Board 5)

7. Does the Emerging Plan provide for adequate enhancements to east-west pedestrian and bicycle connectivity?
    - Yes; For the Most Part; Not Really; or No
8. Based on findings from the traffic study, is the increase in travel time an acceptable tradeoff for increased vibrancy and development of vacant parcels?
    - Yes or No
9. Is the change in distribution of the parking downtown acceptable?
    - Yes; For the Most Part; Not Really; or No
10. What additions or changes regarding pedestrian connectivity, traffic, parking, bicycle circulation and/or transit should be considered?

III. Questionnaire Answers/Recurring Themes

Approximately 130 people attend the community workshop. Of those who attended, approximately 95 participants completed and submitted the questionnaire. In the summary below, the numbers after the multiple-choice questions indicate the number of respondents who selected that option.

PUBLIC SPACE (BOARDS 2A AND 2B)

1. Does the Emerging Plan have an adequate diversity of public spaces?
Yes—35
For the most part—36
Not really—7
No—1

Summary: Numbers show strong support/affirmation that the plan has an adequate diversity of space—90% answered ‘yes’ or ‘for the most part.’

2. Regarding Santa Cruz Avenue, do you prefer:
Option 1 (varied/wider sidewalks; retain median trees)—42
Option 2 (widest sidewalks; remove median trees)—31

Summary: This was the closest split of all questions—58% supported Option 1, although submitted comments indicated some significant support for removing median trees to widen sidewalks.

BUILDING CHARACTER (BOARD 3)

4. Does the Emerging Plan reflect an appropriate building character and massing for:

a. Downtown?
Yes—30
For the Most Part—30
Not Really—6
No—9

b. El Camino Real?
Yes—30
For the Most Part—26
Not Really—5
No—10

Summary: Confirmation of the plan's appropriateness of building character and massing is very strong for both downtown and El Camino Real. 80% stated "yes" or "for the most part" for downtown; and 79% for El Camino Real.

LAND USE ECONOMICS (BOARD 4)

6. Based on the findings from the fiscal impact and financial feasibility studies, is additional building height on El Camino Real (as shown—up to five stories) an acceptable tradeoff for increased City revenues and vibrancy and a greater likelihood of redevelopment?
Yes—46
No—28

Summary: 62% of respondents stated the tradeoff was acceptable; however, some comments questioned whether the tradeoff would be worth it if the City only realized the currently projected 4% increase in revenue. Based on some of the comments, there may have been confusion that the 4% represented the projected increase in project area revenues, when it actually represents the increase in overall City revenues ($1.6 million in total dollars).

CONNECTIVITY AND TRAFFIC (BOARD 5)

7. Does the Emerging Plan provide for adequate enhancements to east-west pedestrian and bicycle connectivity?
Yes—17
For the Most Part—39
Not Really—14
No—5

Summary: Affirmation that the plan provides adequately enhanced east-west bike/pedestrian connectivity—75% stated "yes" or "for the most part."

8. Based on findings from the traffic study, is the increase in travel time an acceptable tradeoff for increased vibrancy and development of vacant parcels?
Yes—52 No—21

Summary: While the results show 71% support for the increased travel time tradeoff, there were multiple comments about the "exponential" effect even a few seconds would have on El Camino Real traffic delays; and others also questioned the baseline traffic numbers shared at the meeting.

9. Is the change in distribution of parking downtown acceptable?
Yes—30
For the Most Part—26
Not Really—24
No—4

Summary: Support of the Emerging Plan's distribution of parking downtown – 67% stated 'yes' or 'for the most part'. However, this appears to be a hot-button issue, with some strong comments both for and against the parking concepts. A large number of comments were in support of parking structures.

IV. Appendix

- Questionnaire - Responses Summary
- Public Comments Summary
- Workshop Boards - Emerging Plan (under separate cover)
- Workshop Boards - Background Information (under separate cover)
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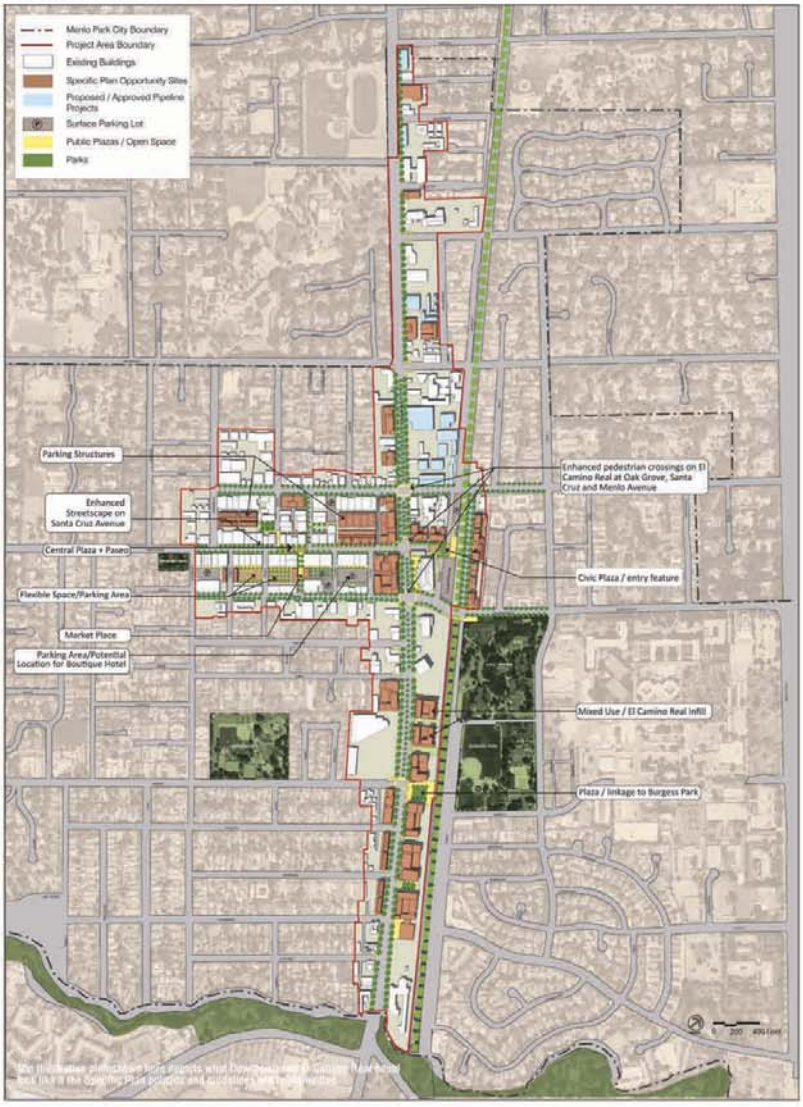
Illustrative Plan



Concept Plan

Proposed Land Use Plan

Vibrant Downtown

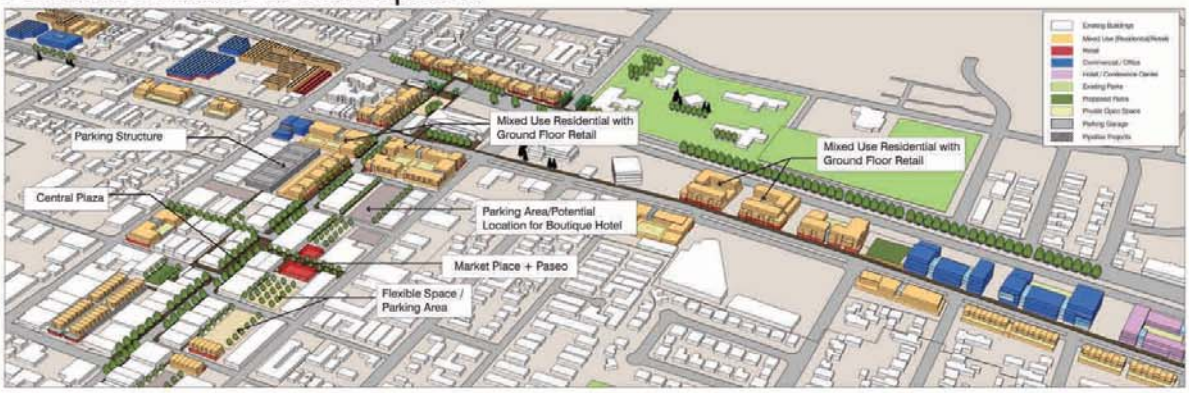

Connected Places


Walkability


Living Downtown/Station Area


Integrating the Boulevard

Potential Scenario of Development



Downtown Public Space

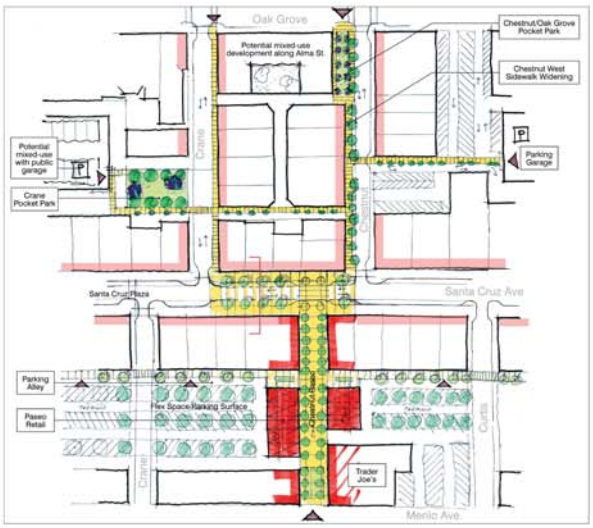
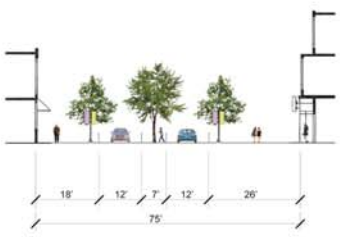


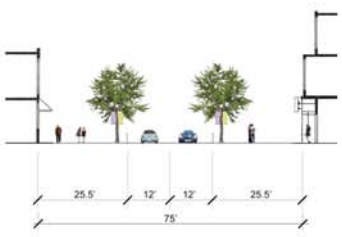
Illustration of Key Public Spaces Downtown

Illustration of Station Area

Santa Cruz Avenue Central Plaza



With Median



Without Median

Sections through proposed Central Plaza

- Two traffic Lanes raised to sidewalk level to create a flush surface
- Unified paving treatment building to building
- Parking lanes between Crane and Chestnut replaced with expanded sidewalks

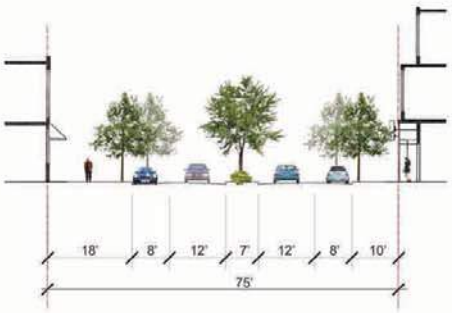
Illustration of Central Plaza

Santana Row, San Jose, CA

Santa Cruz Avenue Streetscape Concepts

Option 1: Moderate Streetscape Improvements (Median Trees Retained)

Plan of Santa Cruz Avenue with major Streetscape Improvements



Section through Santa Cruz Avenue

12' wide sidewalk, Palo Alto, CA

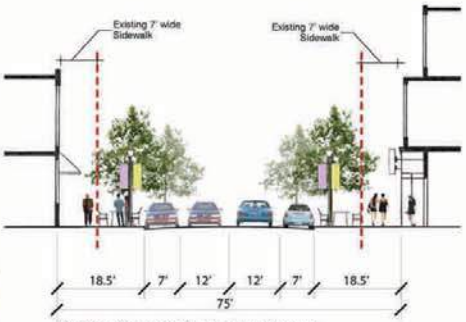
Illustration of 18' wide sidewalk

Existing Santa Cruz Ave.

- New Street Design with Diagonal Parking Removed and Median Trees Retained
- Two Traffic Lanes with Parallel Parking
- One Narrow Sidewalk and One Wide Sidewalk

Option 2: Major Streetscape Improvements (Median Trees Removed)

Plan of Santa Cruz Avenue with major Streetscape Improvements



Section through Santa Cruz Avenue

18'-20' Pacific Avenue, Santa Cruz, CA

Illustration of 18.5' wide sidewalk

Existing Santa Cruz Ave.

- New Street Design with Diagonal Parking and Median Trees Removed
- Two Traffic Lanes with Parallel Parking
- Two Extra-Wide Sidewalks

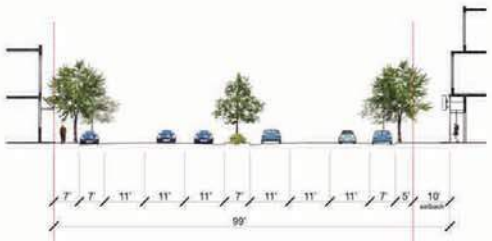
Santa Cruz Sidewalk Options Comparison

Santa Cruz Sidewalk Options		Sidewalk Character	Sidewalk Width	Space for Pedestrian Circulation	Space for street furnishing/Benches	Space for retail Outdoor seating and Dining	Space for Outdoor Vendors
Existing Sidewalks	2 very narrow sidewalks	Sub-Standard	7-7.5 ft	•			
Option 1	1 narrow sidewalk and 1 wide sidewalk*	Minimum	10-12 ft	•	•		
		Ample	16 - 20 ft	•	•	•	•
Option 2	2 equal wide sidewalks	Ample	18 - 20 ft	•	•	•	•

*alternating from one side to the other of the street

El Camino Real Streetscape Concept

El Camino Real Downtown - Proposed Cross-Section



El Camino Real South - Proposed Cross-Section

Height + Massing

Potential Scenario of Development

Downtown Village Character

The Emerging Plan supports and enhances Downtown's village character, defined as a pedestrian-oriented district with smaller-scale buildings (2 to 3 stories), individual storefronts, local "authentic" businesses, and informal public spaces.

El Camino Real/Station Area Character

In support of transit and downtown businesses, the El Camino Real Corridor and Station Area fosters a pedestrian-oriented district with a higher intensity of development (3 to 5 stories). Buildings in this area have a mixed-use residential emphasis, with minimal setbacks for ground-floor retail and step-backs on upper stories. The plan proposes a transition in scale to match Downtown's village character and adjacent residential neighborhoods.

El Camino Real North/South Character

As appropriate to the lot size and scale of the El Camino Real corridor, the plan supports higher intensity development, with 3 to 5 stories along the east-side (South El Camino Real) and 2 to 3 stories on the west-side. Buildings should employ varied massing and setbacks, with step-backs along the upper-stories and a gradual transition in scale towards adjacent neighborhoods.

Downtown Village Character

Santa Cruz Avenue at Curtis: 2-3 stories

2-3 stories mixed use: Ground floor retail with residential above

El Camino Real/Station Area Character

Santa Cruz Avenue at El Camino Real: 3-5 stories

3-5 stories mixed use: Ground floor retail with residential above

El Camino Real North/South Character

ECR at Partridge looking north: 3-5 stories

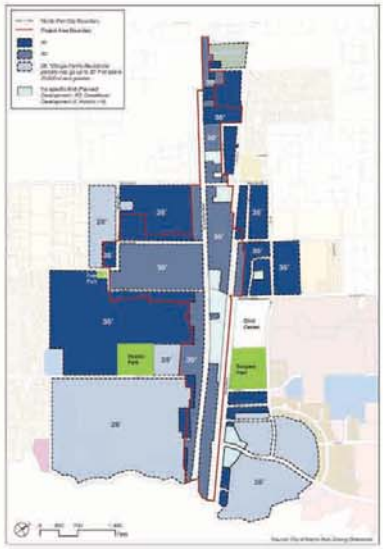
3 story residential on east side of ECR

4 story office on east side of ECR

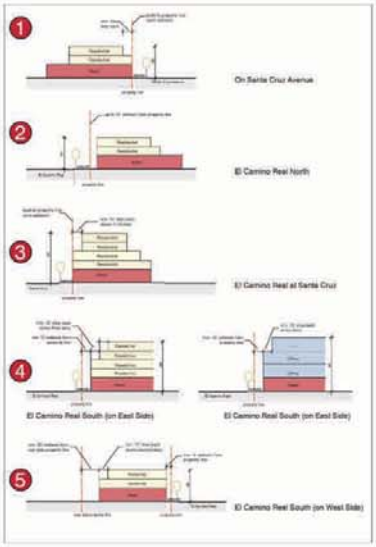
ECR at Ravenswood looking north: 3-5 stories

5 storied mixed use: Ground Floor retail with residential above. Top story stepped back.

Existing Building Heights per Menlo Park Zoning Ordinance



Proposed Building Heights, Setbacks + Step backs



Fiscal Impact

The fiscal impact analysis looks at how potential new development resulting from the Emerging Plan could impact the City's General Fund on an annual basis.

Emerging Plan Land Use Program

Land Uses	Emerging Plan Projects	Proposed and Approved Projects	Grand Total
Residential Units	680	130	810
Retail SF (net)	91,800	14,800	106,600
Commercial SF (net)	240,820	105,725	346,545
Hotel Rooms	380	--	380
New Parking Supply (spaces)	3,670	969	4,639

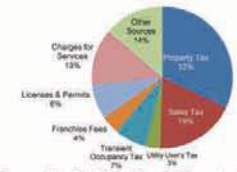
The Emerging Plan could add: 1,537 new residents + 929 new jobs

Impact of Emerging Plan on General Fund

- The Emerging Plan could increase General Fund revenue by 10 percent and increase General Fund expenditure by 6 percent
- Other proposed and approved projects in the Plan area could increase revenues and expenditures by one percent

General Fund Revenues

Citywide Current Distribution of General Fund Revenues, 2009-2010 Budget



Source: City of Menlo Park, Strategic Economics, 2009.

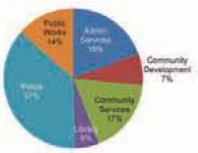
Emerging Plan Net Annual General Fund Revenues, at Build-out

Source: Strategic Economics, 2009.

Most of the revenue from the Emerging Plan comes from the Property Tax and Transient Occupancy Tax (a tax on hotel rooms). Transient Occupancy Tax is locally controlled; the State of California cannot take this money. Adding Hotels increases Transient Occupancy Tax. This can help the City maintain a diverse revenue stream, which protects against future fluctuations that might happen with any given revenue source.

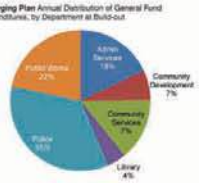
General Fund Expenditures by Department

Citywide Current Annual Distribution of General Fund Expenditures, by Department



Source: City of Menlo Park, Strategic Economics, 2009.

Emerging Plan Annual Distribution of General Fund Expenditures, by Department at Build-out



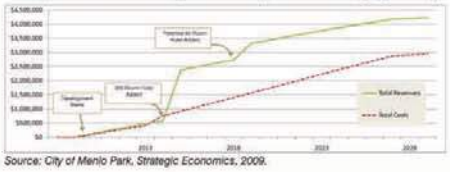
Source: Strategic Economics, 2009.

The impact on City services lines up quite well with the way the city provides services now. To calculate this impact, Strategic Economics worked with the City's police, Public Works, Library and Finance Departments

Fiscal impact change over time

The Emerging Plan will have a positive fiscal impact on the City's General Fund

Fiscal Impact over time throughout Development of Emerging Plan (2009-2030)

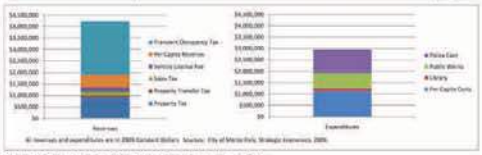


Source: City of Menlo Park, Strategic Economics, 2009.

Net new annual revenues and expenditures

Most new revenues from the Emerging Plan will come from transient occupancy tax, offering a boost to City revenues.

Comparison of New Expenditures and Revenues at Buildout of Emerging Plan



Source: City of Menlo Park, Strategic Economics, 2009.

Financial Feasibility

The Financial Feasibility Analysis tests how the variables of building heights and parking requirements can affect project financial feasibility and city impact fees (roads, parks, schools) and BMR housing.

Increased Heights and Development Feasibility

Increasing height limit improves project feasibility and makes it more likely that mixed-use development will occur. Taller buildings also provide more space for office workers and residents in the downtown, who support local businesses.

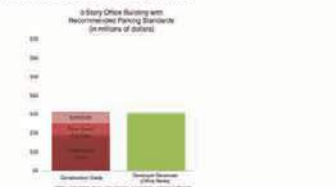
Generic Residential Development

Source: City of Menlo Park, Strategic Economics, Perkins + Will, Fehr and Peers, 2009.

- 200' x 200' Parcel
- 30 Residential Units
- 14,200 SF Retail
- 100 Parking spaces - 1 level above ground + 1 level below ground

- 200' x 200' Parcel
- 68 Residential Units
- 9,200 SF Retail
- 170 Parking spaces - 1 level above ground + 1 level below ground

Generic Office Development



Source: City of Menlo Park, Strategic Economics, Perkins + Will, Fehr and Peers, 2009.

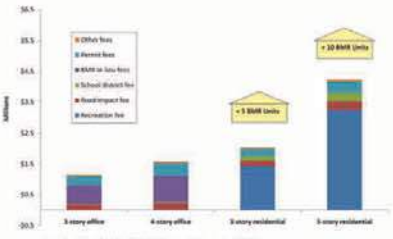
- 200' x 200' Parcel
- 9,000 SF Retail
- 42,000 SF Office
- 200 Parking spaces - 2 levels above ground + 1 level below ground

- 200' x 200' Parcel
- 9,000 SF Retail
- 61,000 SF Office
- 265 Parking spaces - 2 levels above ground + 1 level below ground

Increased Heights and Impact Fees

Increasing height limit provides additional impact fees for parks, schools, and roads and opportunities for below market rate (BMR) housing.

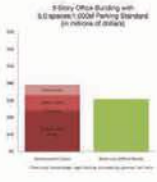
City Impact Fees

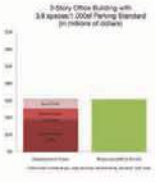


Source: City of Menlo Park, Strategic Economics, 2009.

Reduced Parking Requirements and Financial Feasibility

Reduced parking requirements for office projects shrinks costs for the developer and improves the likelihood that properties on El Camino Real will be developed.





East-West Connectivity

Adding a typical 11-foot sidewalk extension on each side of a crossing of El Camino Real would reduce the pedestrian crossing time by about 25%. At a typical crossing speed of 3.5 feet per second, the crossing time would be reduced from 24 seconds (84-foot crossing) to 18 seconds (62-foot crossing). Specific improvements, such as sidewalk extensions, will be subject to detailed analysis as part of the Draft EIR, and could be removed or modified in response to findings.



Sidewalk Extensions


Class I Bike Path


Class II Bike Path


Class III Bike Path

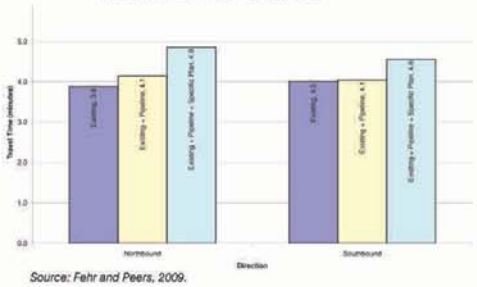
Bike Network

Transit

Traffic on El Camino Real

Assuming no roadway changes, traffic generated by the proposed land uses would increase travel time per vehicle on El Camino Real between Middle and Valparaiso by one minute or less during peak travel times

El Camino Real Travel Time During PM Peak Hour
(between Middle and Valparaiso)



Source: Fehr and Peers, 2009.

Effects from other potential changes to El Camino Real

- **Removal of Right turn lanes at Oak Grove and Santa Cruz Avenue and installation of sidewalk extensions**
  Increase in average vehicle delay by about 8 to 12% (3 to 4 seconds) during the PM peak hour.
- **Changing lane configuration on El Camino Real to provide 3 through lanes in each direction**
  Reduction in average vehicle delay by about 15% (8 seconds) at both Ravenswood and Valparaiso Avenues. No sidewalk extensions possible.
- **Implementing a pedestrian scramble phase at El Camino Real/Santa Cruz Avenue**
  Increase in vehicle delay by about 88% (23 seconds) and increase in pedestrian wait times. Scramble phase means that all vehicles stop and pedestrians can cross in any direction.

Parking Standards

Recommended Parking Standards

The recommended parking rates account for the mixed use nature of the downtown area and reflect rates recommended by *Parking Generation* and *Shared Parking* manuals, two- industry standard documents.

TABLE 1 PARKING RATES

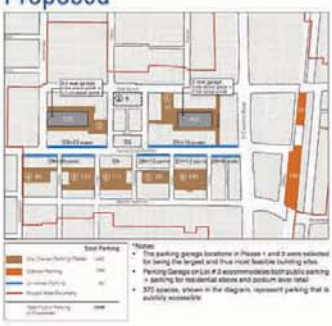
Land Use	City Requirements		Industry Sources		Recommended Rates	
	Zoning Code	Mixed Use Reduction	ITE1	ULI	Downtown	SP Area outside of Downtown
Multi-Family Residential (R-4)						
Studio (per du)	1	–	1.68	1.85 / 1.85 [2]	1.3	1.85
1 Bedroom (per du)	1.5	–				
2 Bedroom (per du)	2	–				
Other Residential (per du)	2	–				
General Office (per 1,000 sf gfa)	3.3 - 6.0	3.3	3.27	3.8 / 0.38 [2]	3.0	3.8
Retail (per 1,000 sf gfa)	6	5	4.32 / 5.45 [2]	3.6 / 4.0 [2]	2.9	3.6
Restaurants (per 1,000 sf gfa)	6	6	–	–	6	6
Quality	—	—	17.7 / 19.78 [2]	16 / 20 [2]	—	—
High Turnover			11.6 / 15.53 [2]	10.6 / 15 [2]		
With Lounge			15.3 / 18.75 [2]	10 / 10 [2]		
Hotel (per room)		1.1	1.09	1.25 / 1.18 [2]	1.25	1.25

Notes: du = dwelling unit, sf = square feet, gfa = gross floor area.
1 ITE parking supply rates derived from parking demand rates in Parking Generation, plus a 15% vehicle circulation factor.
2 Weekday/weekend parking rates. Weekend data shown where available.
Sources: City of Menlo Park Municipal Code, Title 16 Zoning, Chapter 16.72. City of Menlo Park Parking Reduction Policy, http://www.menlopark.org/departments/pln/parkreduction.pdf. Institute of Transportation Engineers Parking Generation (3rd Edition, 2004). Urban Land Institute Shared Parking (2nd Edition, 2005).

Downtown Public Parking

Existing

Proposed



Charging and Time Restrictions

Charging for parking can be used to manage the parking supply by encouraging turnover in highly desirable spaces or short term spaces (e.g., in front of dry cleaners so that patrons can drop off or pick up their cleaning)

- Price the most convenient/desirable spaces (typically curb side spaces) at a higher rate than less convenient spaces (such as within structures)
- Set and manage the parking price to encourage turnover of the most convenient/desirable spaces. A typical rule of thumb is to price curb side parking so that 85 % of spaces are occupied during peak periods. This helps businesses by increasing the availability of the most convenient parking spaces.
- Implement time restrictions based on the desired use of the spaces. Retail employees should not park in the best curb spaces, for example.

El Camino Real - On Street Parking

- The Emerging Plan retains most existing on-street parking on El Camino Real. In some instances, on-street parking may be removed for sidewalk extensions at crosswalks and for landscape improvements.