

GENERAL PLAN

City of Menlo Park
ADOPTED NOVEMBER 29, 2016



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menlo park land use & mobility update

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INTRODUCTION

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GENERAL PLAN INTRODUCTION

WHAT IS A GENERAL PLAN?

A general plan is a road map for the city’s future. It embodies a community’s proud heritage as well as its aspirations for the future. It recognizes change over time and the opportunities and challenges that can come with change. It includes specific and actionable programs to make the most of those opportunities and address challenges.

Preparation of a general plan is an inclusive activity, based on extensive public participation that highlights community hopes and concerns, but also provides a framework for coalescing often-competing objectives into a common vision for the future. By focusing attention on both near- and longer-term solutions, the general plan helps people see the community as a complex system that continually changes in response to opportunities and challenges, and therefore it helps forge agreement on a course for action.

At its core, a General Plan embraces and carry’s out through its goals, policies and programs, the community’s vision for the future physical development of the city.

“I wish Menlo Park had a 21st-Century vision for its industrial employment center.”

*Community Workshop
Participant,
September 2014*

WHAT THE STATE REQUIRES

Sometimes described as a city’s “Constitution,” general plans are required by California law to guide land use and development over an extended period of time. Each general plan in California is required to address specific provisions for seven mandated “elements” listed in Government Code Section 65302 — land use, circulation, housing, conservation, open space, noise, and safety.

Each element must include goals, policies, and programs that explain how the City will address local issues relating to preservation, growth, change, and environmental quality. A **goal** expresses a desired outcome or end-state; a **policy** sets a direction for the City to follow in order to meet one or more goals; and a **program** is an action carried out pursuant to a policy to achieve a specific goal.

Beyond the goals, policies and programs, each element embraces a specific function. At its core, the Land Use Element outlines land uses and standards for physical development through “land use designations” applied throughout the city. The Circulation Element establishes a complete street classification system including a full range of different travel modes. The Housing Element includes quantified housing production objectives and explanations of how those may be achieved, and the Open Space/Conservation, Noise, and Safety Elements contain programs to ensure the protection of persons and property from a variety of environmental risks.

WHY HAVE A GENERAL PLAN?

In addition to being required by state law, the central purpose of the Menlo Park General Plan is to maintain the community's special character that includes a range of residential, business, and employment opportunities, and to accommodate change that will help maintain a vital community. All of the General Plan elements in combination seek to create a vibrant city, with neighborhoods, shopping, entertainment, and employment destinations that together comprise a sustainable, healthy environment for all community members both now and in the future.

Many issues addressed in the Menlo Park General Plan center on the connection between land use and transportation, as exemplified by the impacts of regional commuting, which at peak-travel times can account for most traffic in the city. Issues related to the potential effects of climate change also influence planning in Menlo Park, especially along its border with San Francisco Bay, where expected sea level rise and coastal flooding require innovative means to protect property and occupants.

In addition, the General Plan reflects ever-increasing awareness of the importance of energy and water conservation, as well as the need to reduce greenhouse gas emissions to meet City and statewide goals.

“Enabling the M-2 Area to flourish into a more diverse area would make it a better place to live and one that’s more self-sustaining.”

*Land Use Survey Response,
January 2015*

Efforts to increase community resiliency and to adapt sustainably to environmental change touch all General Plan elements.

The General Plan is used by the City Council and Planning Commission to evaluate land use changes and to make funding and budget decisions. It is used by City staff to regulate building and development and to make recommendations on projects. It is used by the community to understand the City's long-range plans and proposals for different geographic areas. The Plan provides the basis for the City's development regulations and the foundation for its Capital Improvement Programs.

HOW MENLO PARK CAME TO BE

It is important to think about the history of Menlo Park as we plan for its future. The city developed over time due to a number of critical factors. These factors have shaped the city into what it is today and influence the vision for its future.

The arrival of the railroad in 1863 and its connection to San Jose in 1864 dramatically cut the time it took to travel the Peninsula and cemented Menlo Park's role as an easily accessible rural getaway from San Francisco. Ten years later, Menlo Park incorporated in 1874. The opening of Stanford University in 1891 changed the course of history for Menlo Park and the San Francisco Peninsula. The growth of the University itself and the research and business it generated would become integral to the economy and character of Menlo Park. Perhaps just as transformative was the opening of Camp Fremont, a training ground for US Soldiers to be sent off to World War I, which temporarily increased Menlo Park's population, previously less than 2,000 people, by as much as 40,000 according to some estimates. After the end of World War I, Camp Fremont closed and later became the Veterans Medical Center. The closure of the camp returned the town to more incremental growth, but left behind a number of new businesses and city improvements.

The modern era brought considerable change and growth to Menlo Park, taking it from a small town to a major player in an increasingly urbanized region. Menlo Park's population marched steadily upward, increasing from 2,414 in 1930 to 26,826 in 1970. In 1923, the citizens of Atherton voted to effectively secede from Menlo Park, formally incorporating as Atherton. Efforts to bring Atherton into a broader reincorporation of

"I love Menlo Park's community – I see people I know around town – and convenience: I can live and work here."

*Community Workshop
Participant,
September 2014*

Menlo Park were unsuccessful, and in 1927, Menlo Park voted to incorporate as a municipality independent of Atherton.^{1,2}

THE MODERN ERA

The 1920s and 1930s saw the expansion of both Menlo Park's transportation infrastructure and its residential neighborhoods. In 1927, the same year as Menlo Park's official incorporation, the original Dumbarton Bridge opened, creating a new link between the East Bay and the Peninsula. Between 1929 and 1931, the Bayshore Highway (now US 101) was constructed and expanded to Menlo Park. Even then, the new bridges and freeways were subject to traffic and agitated drivers, especially when roads leading to the bridge proved inadequate and football games brought traffic to a standstill. Other roadways underwent similar expansions. In the late 1930s, El Camino Real was paved and widened from two lanes to four. This change meant the closure, demolition, or relocation of many Menlo Park businesses and structures. This time period also saw the beginnings of the Belle Haven neighborhood, with two-bedroom homes in the new development selling for as low as \$2,950 (\$50,000 in 2014 dollars).³ Belle Haven was the only major housing development undertaken locally during the worst of the Great Depression, and it was not fully built out until the 1950s.⁴

The mid-twentieth century witnessed Menlo Park becoming a major regional and global leader in technology and the broader economy. In 1946, the Stanford Research Institute was established, making Menlo Park a center of research and innovation. Although the Stanford Research Institute separated from Stanford University and changed its name to SRI International in 1970, this institution is still headquartered in Menlo Park and has contributed innovations ranging from the computer



El Camino Real in the late 1960s



Menlo Park in the 1960s

¹ Svanevik, Michael and Shirley Burgett, 2000. *Menlo Park California Beyond the Gate*, San Francisco: Custom & Limited Editions.

² US Department of Commerce Economics and Statistics Administration Bureau of the Census, 1990. CPH-2-1 1990 Census of Population and Housing Population and Housing Unit Counts United States.

³ Bureau of Labor Statistics CPI Inflation Calculator. http://www.bls.gov/data/inflation_calculator.htm, accessed October 13, 2014.

⁴ Svanevik, Michael and Shirley Burgett, 2000. *Menlo Park California Beyond the Gate*, San Francisco: Custom & Limited Editions.

mouse to the 9-1-1 emergency call system. The 1950s brought increased industrial development to Menlo Park near the San Francisco Bay. Job opportunities in what is now the M-2 Area led to an increasingly diverse population in Menlo Park, especially in the areas between US 101 and the Bay. By 2000, the Belle Haven housing stock that had been valued at \$6,000 in the 1930s was now valued as high as \$375,000.⁵

THE INFLUENCE OF SILICON VALLEY

The expansion of the Silicon Valley economy in the 1980s and 1990s made Menlo Park and the entire San Francisco Peninsula increasingly popular and an expensive place to live. The “Dot-Com Boom” in the late 1990s drove up demand for housing in Menlo Park and similar areas with good schools, convenient access to job centers, and high quality of life. Although the recessions that began in 2001 and more recently in 2008 slowed or even temporarily reversed regional job growth, Menlo Park has remained a highly desired community. The latest and ongoing economic expansion has brought new growth and real estate demand to Menlo Park. The bayside campus that once hosted Sun Microsystems is now the international headquarters of Facebook, one the world’s leading tech firms, which continues to grow and build additional office facilities.



Office construction in the 1980s



Development of tech firm offices continue today

EVOLUTION OF MENLO PARK'S PLANNING

Menlo Park first issued a citywide “Master Plan” in 1952, which was updated as a General Plan in 1966 after a two-year process involving a citizen committee of more than 100 members. A subsequent effort began in 1972 when the City Council and members from City commissions, boards, and advisory committees formed a task force to examine pressing issues. The “Toward 2000” General Plan adopted in 1974 included an Open Space and Conservation Element for the first time. New State mandates led to updates of the Safety (1976) and Noise (1978) Elements. Review in 1984 by an ad hoc committee of Planning

⁵ Svanevik, Michael and Shirley Burgett, 2000. *Menlo Park California Beyond the Gate*, San Francisco: Custom & Limited Editions.

Commission and City Council members concluded that while most of the General Plan remained valid, the Land Use, Circulation, and Housing Elements required updating. A series of community forums in 1984 led to updates of those elements by 1986, and a subsequent update of the Housing Element in 1992.

In 1988 the City initiated another General Plan update largely to incorporate new standards for development that could be used to conduct traffic analyses. This was a six year undertaking with updated Land Use and Circulation Elements adopted in 1994. The Open Space/Conservation, Noise, and Safety, Elements were consolidated and updated in 2013. Updating of the Housing Element follows a separate State-mandated cycle, and an update was adopted in 2014 for the 2015–2023 planning period.

A variety of additional plans and studies have supplemented the General Plan since the 1994 update, including:

- Center City Design Plan (1996–1998)
- Willow Road Land Use Plan (1997)
- Smart Growth Initiative (1999)
- Land Use and Circulation Study (2000)
- Comprehensive Bicycle Development Plan (2004)
- Commercial Streamlining and Zoning (2004–2006)
- Imagine a Downtown (2005)
- El Camino Real and Downtown Vision Plan (2008)
- City Sidewalk Master Plan (2008)
- El Camino Real/Downtown Specific Plan (2012)
- Belle Haven Vision Plan (2013)

In addition, the City first adopted a Climate Action Plan (CAP) in 2009 designed to help reduce local greenhouse gas (GHG) emissions. In 2011 the City Council adopted a GHG reduction target of 27 percent below 2005 levels by 2020. The CAP strategies, updated periodically (including in 2015), focus on areas such as energy use, transportation, solid waste, and recycling to help meet emission reduction goals.

In Menlo Park, the Land Use and Circulation Elements are part of this document while the Housing and a combined Open Space/Conservation, Noise and Safety Elements are maintained as stand-alone documents.



El Camino Real and Downtown Specific Plan

CONNECTMENLO

The 2014-2016 update of the Land Use and Circulation Elements, identified as ConnectMenlo, was initiated with a broad and comprehensive public outreach program, and guided by a General Plan Advisory Committee comprised of Council members, representatives of various City Commissions, and community members.

FOCUS AREAS

The City Council identified the area generally between US 101 and the Bay adjoining the Belle Haven Neighborhood, where the transition from traditional industrial uses was well underway, as the primary location for potential change in the city over the coming decades. This is an area with a unique opportunity to foster a sustainable environment that balances growth, creates a sense of place, enhances the quality of life, and minimizes impacts

COMMUNITY ENGAGEMENT

A combination of in-person and survey-based public engagement and community workshops led to a community vision in the form of Guiding Principles (see following section) for maintaining and enhancing the quality of life in Menlo Park in the face of unprecedented growth and desirability of the city as a place to live and do business. Through ConnectMenlo, it became clear that area property owners, major companies, their employees, and nearby residents shared a strong vision for creating “live/work/play” environments with a comfortable and attractive mixture of employment, housing, and retail and service uses.

COMMUNITY BENEFITS

As embodied in the Guiding Principles, the Menlo Park community also concluded that any new significant development should be required to provide tangible community amenities as part of the right to proceed. Of course, these live/work/play environments must also be carefully planned to complement and not detract from the highly-valued residential character of Menlo Park’s many and diverse neighborhoods, nor the well-established live/work/play environment in the downtown.



Transitioning industrial area

*“Mas escuelas; mas parques
ninos puedan jugar areas
cerradas; menos
contaminacion; menos trafico.”*

*“More schools; more parks
where children can play in
closed areas; less pollution; less
traffic.”*

*Land Use Survey Response,
January 2015*

*“I wish Menlo Park had more
restaurants, cafes, and retail in
Belle Haven, as well as a full
service grocery store and better
elementary schools.”*

*Community Workshop
Participant,
September 2014*

“Set clear requirements for public benefits and fees up front rather than requiring a long, drawn-out negotiation with developers.”

*Land Use Survey Response,
January 2015*

Consistent with this preferred approach, as new development occurs, the City may grant added development potential in exchange for community benefits provided by individual projects and acquired through implementation of General Plan programs by way of the Zoning Ordinance. These amenities will support key resources of the community, including jobs, housing, schools, libraries, neighborhood retail, childcare, public open space, telecommunications access, and transportation choices. Zoning provisions include specific formulas and processes for providing amenities.

GUIDING PRINCIPLES

Guiding Principles were established by the Menlo Park community. These principles emanated from numerous community meetings and workshops, the recommendations of the General Plan Advisory Committee, review by the Planning Commission, and acceptance by the City Council. Each policy statement in the Land Use and Circulation Element supports at least one, and often many, of the Guiding Principles. The goals, policies, and programs in the Housing Element and Open Space/Conservation, Noise and Safety Elements were carefully analyzed to ensure consistency between them and the Guiding Principles. The goals, policies, and programs promote the values established in the Guiding Principles.

The Guiding Principles describe the kind of place that community members want Menlo Park to be. City representatives and community members developed them collaboratively to guide growth and preserve the city's unique features. Future change in Menlo Park will involve a careful balance of benefits and impacts, as charted in the General Plan goals, policies, and programs. While growth is planned to occur generally between US 101 and the Bay, the nine inspirational Principles have community-wide application, including protecting the character of residential neighborhoods and expanding transportation options.

The Guiding Principles embody the notion that sustainability involves a balanced array of land use including strong residential neighborhoods and a diversified business base that can survive economic cycles, as well as equity in the provision of education, and public services for all community members.

The City's nine Guiding Principles are as follows.



**Citywide
Equity**

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

**Healthy
Community**

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

**Competitive
and
Innovative
Business
Destination**

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

**Corporate
Contribution**

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

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

Youth Support and Education Excellence

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

Great Transportation Options

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

Complete Neighborhoods and Commercial Corridors

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

Accessible Open Space and Recreation

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

Sustainable Environmental Planning

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LAND USE ELEMENT

ADOPTED NOVEMBER 29, 2016



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LAND USE ELEMENT TABLE OF CONTENTS

Overview.....	1
Planning Boundaries.....	2
Regional Plans	3
City Composition	7
Neighborhoods.....	7
Commercial Centers	7
Employment Centers.....	9
Open Space	9
Land Use Designations.....	10
Residential.....	14
Commercial	15
Bayfront Area	15
Specific Plan Area	17
Parks and Recreation.....	17
Public /Quasi-Public.....	17
Baylands	18
Goals, Policies, and Programs	18
Orderly Development.....	18
Neighborhood Preservation	20
Neighborhood-Serving Uses.....	22
Business Development and Retention.....	23

Downtown/El Camino Real.....	25
Open Space	25
Sustainable Services	27

FIGURES

Figure 1	Regional Location	5
Figure 2	Planning Boundaries	6
Figure 3	Community Features	8
Figure 4	Comparison of Land Uses	10
Figure 5	Major Land Use Designations	12

TABLES

Table 1	Land Use Designations And Zoning Districts	13
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LAND USE

OVERVIEW

Menlo Park is a unique and wonderful place, but of course not without challenges related to land use, most prominent among them a lack of housing options (at all income levels) and traffic that at times seems unbelievable. Not surprisingly, these issues are inextricably linked: job growth in Menlo Park and the surrounding region steadily increases traffic, especially when not enough housing supply exists to accommodate people working locally. The goals of this Land Use Element are aspirational, as they essentially call for resolving the combined issue of traffic and jobs/housing balance. The policies and programs to support those goals offer a variety of feasible actions that in combination may transform those aspirations into reality in the coming years.

Land use policy guides the physical development of a community. The Land Use Element reflects the existing pattern of land use in Menlo Park, which is highly valued by the community, and embodies the community's vision for change over the coming decades, as expressed over more than two years and 65 public meetings during the ConnectMenlo general plan update. The Land Use Element includes goals, policies, and programs supporting the character and quality of life enjoyed in existing residential and commercial neighborhoods, as well as embracing opportunities for creating a new live/work/play environment in the area bounded by the San Francisco Bay and Highway 101. The Land Use Element also seeks to encourage commercial uses that serve existing neighborhoods, retain and attract businesses citywide, and make Menlo Park a leader in sustainable development through conservation of resources and alternative energy use.

Menlo Park's unique identity is expressed not only by its mosaic of distinctive and diverse neighborhoods, but also by the community's central role in the dynamic culture and economy of the San Francisco Bay Area. The city's long-established residential neighborhoods create



Facebook Building 20 and East Campus

the strong sense of community found in Menlo Park. Preserving and building on this foundation while also creating new opportunities for a range of housing types is an important focus of the City's land use policies.

Also of key importance is the health of the commercial and business centers providing services to the residential neighborhoods and revenue for a variety of City services. Situated in the heart of the "Mid-Peninsula," halfway between San Francisco and San Jose (see Figure 1), Menlo Park is also a hub of investment and scientific innovation, economic engine of Silicon Valley.



Offices originally constructed for Intuit

Menlo Park has also forged its own character through its contributions to the economic and intellectual landscape, both regionally and globally by hosting renowned institutions. SRI International has been a world leader in science and technology for more than 50 years and Sand Hill Road, hosting many influential investment firms, is known as *the* venture capital corridor. The city is also home to an emerging life sciences district as well as the expansion of major companies, drawing international attention and even corporate tourism to the Bayfront Area. The new live/work/play environment will place residential and commercial uses in close proximity to one another, thereby fostering economic growth and increased tangible benefits to nearby neighborhoods.

PLANNING BOUNDARIES

Menlo Park shares the City's borders with unincorporated San Mateo County, the municipalities of Atherton, Palo Alto, East Palo Alto, and Redwood City, and Stanford University. San Francisco Bay and adjacent wetlands comprise about 12 square miles or two-thirds of Menlo Park's total area. In some places, the city limit coincides with important natural features, such as the Atherton Channel and San Francisquito Creek, while in others it follows street alignments where jurisdiction may not be clear to most people, such as near Menlo-Atherton High School or Alameda de las Pulgas, neither of which are within Menlo Park.

The Menlo Park city limit encompasses the physical area under the jurisdiction of the City and to which its land use designations, zoning restrictions, municipal code, and other regulations are applicable. However, Menlo Park also has a variety of political, administrative, and

service area boundaries that go beyond the city limit and have implications for land use planning (see Figure 2). Planning for orderly development that benefits the community in all of these areas is important to preserving quality of life in Menlo Park, and is therefore an overarching objective of this Land Use Element.

The City's "Planning Area" extends beyond the city boundary to include areas that could impact or be impacted by land use activities either within the city or neighboring jurisdictions. The Planning Area for Menlo Park includes portions of Palo Alto, East Palo Alto, Atherton, and unincorporated San Mateo County, as well as portions of the San Francisquito Creek and Atherton Channel watersheds. Although City General Plan policies and zoning regulations do not apply in these locations, General Plan policies do take into account activity in these areas and their relationship to the incorporated areas of Menlo Park.

The "Sphere of Influence" is an area outside the city limits and within the Planning Area where potential annexations into the City are most likely to occur. Established through the San Mateo County Local Agency Formation Commission, the Sphere of Influence includes Menlo Oaks, Alameda de las Pulgas, and SLAC National Accelerator Laboratory. The primary purpose of the Sphere of Influence is to aid thoughtful and comprehensive regional planning, in part by giving the City of Menlo Park elevated status in discussions regarding future land uses in these areas currently outside City jurisdiction.

In addition to the mapped areas relevant to the General Plan, Menlo Park is subject to a number of boundaries relating to utilities and community services. These boundaries are generally not aligned with Menlo Park's other administrative boundaries and include such entities as the Menlo Park Fire Protection District, sanitary service providers, and water service providers. Five separate school districts serve portions of the city, including the Menlo Park City, Las Lomas Elementary, Ravenswood City, Redwood City, and Sequoia Union High School Districts.

REGIONAL PLANS

Land use planning efforts in Menlo Park also are influenced by a number of regional programs, perhaps foremost of which is Plan Bay Area, overseen by the four primary regional planning agencies: the Association

of Bay Area Governments, the Metropolitan Transportation Commission, the Bay Area Air Quality Management District, and the San Francisco Bay Conservation and Development Commission. Plan Bay Area is the “Sustainable Communities Strategy” required for the nine-county Bay Area region pursuant to Senate Bill 375 (effective 2008), which directs the California Air Resources Board to set targets for reducing greenhouse gas emissions from cars and light trucks.

Plan Bay Area ties funding for local transportation projects to meeting regional emission reduction targets. One way to reduce emissions is to locate travel origins and destinations together, such as in live/work/play environments, and another way is to protect open space areas. The Menlo Park General Plan strives to achieve both of these objectives. The El Camino Real/Downtown Specific Plan Area falls within a “Priority Development Area” recognized under Plan Bay Area as appropriately concentrating both trip origins and destinations.

Another regional plan that affects Menlo Park is the Water Quality Control Plan for the San Francisco Bay Basin administered by the San Francisco Bay Regional Water Quality Control Board. The Basin Plan establishes watershed management programs to protect water quality that include examining inputs into drainages and downstream water bodies. Compliance with the Basin Plan involves adherence to stormwater control requirements for land use activities in Menlo Park.

The San Mateo County General Plan governs land use in several areas within the City’s Planning Area and Sphere of Influence (see Figure 2). Land use activities in these unincorporated areas, especially around Alameda de Las Pulgas, influence conditions in Menlo Park. The County also oversees a Congestion Management Program applicable to all the jurisdictions in the County and aimed at reducing traffic congestion and improving air quality. The program promotes infill development along major transit corridors, as well as alternative forms of transportation, and encourages the integration of land use and transportation planning efforts, all themes that are echoed and in this Land Use Element.

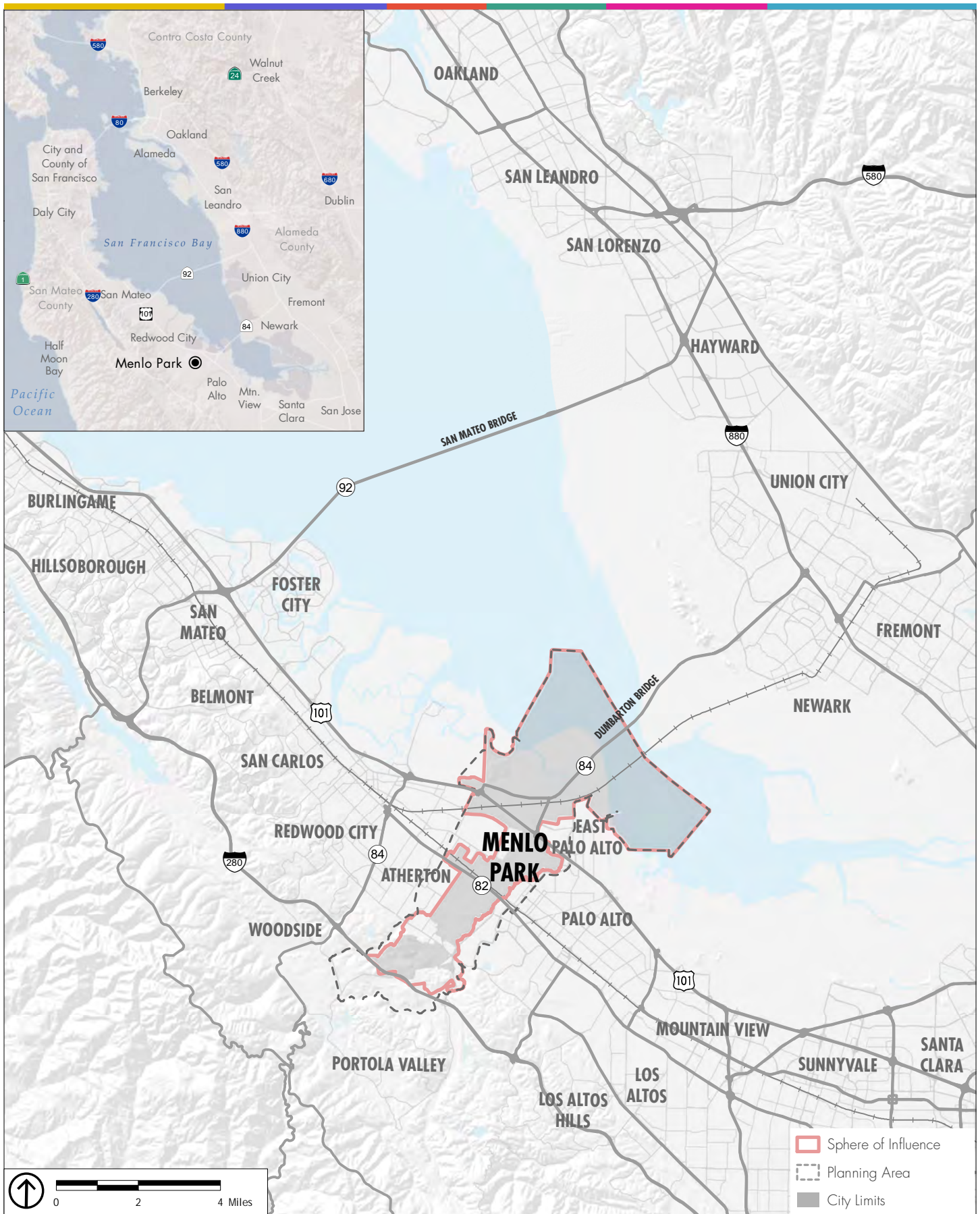


FIGURE 1: MENLO PARK REGIONAL LOCATION

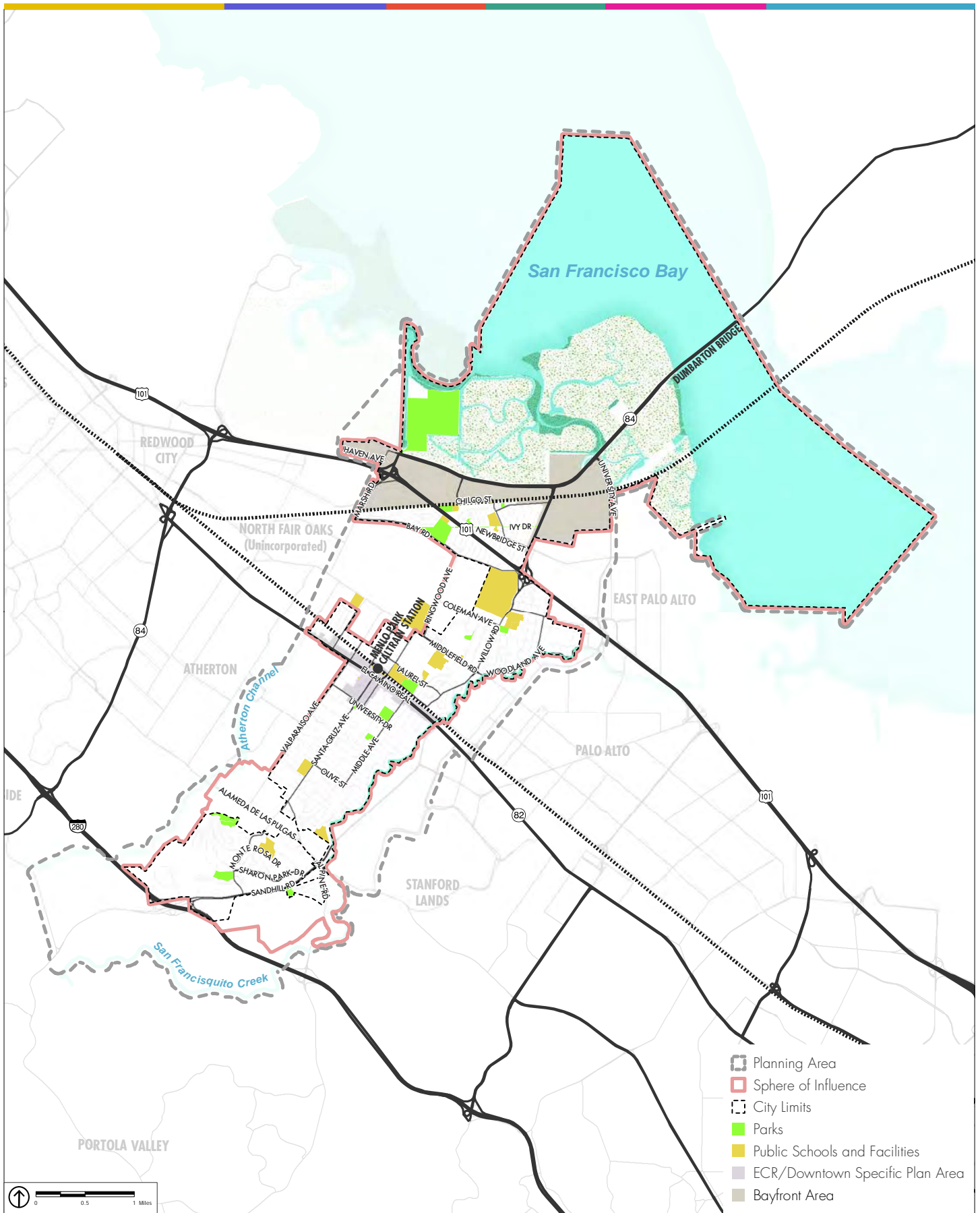


FIGURE 2: PLANNING BOUNDARIES

CITY COMPOSITION

Menlo Park is known for its diverse urban, suburban, and natural features, including high quality residential neighborhoods, attractive downtown, beautiful parks and open spaces, established business centers, and an emerging epicenter for innovation and technology (see Figure 3). The General Plan land use designations, goals, policies, and programs seek both to preserve the cherished qualities of the city and to accommodate change benefitting the community through increased revenue supporting services and amenities that enhance quality of life.

NEIGHBORHOODS

Menlo Park's many residential neighborhoods are distinguished by a wide array of characteristics expressed through architectural styles, streetscapes, topography, street trees, lot sizes, building forms, landscaping, public art, and open spaces. In fact, as Figure 3 shows, more than half of the developable land in Menlo Park is in residential use. Preserving the unique qualities of the city's neighborhoods is an important objective of this Land Use Element.

COMMERCIAL CENTERS

Menlo Park's varied commercial centers include retail, service, and business uses creating hubs of community activity. An important function of commercial uses in Menlo Park is providing goods and services supporting surrounding neighborhoods. Neighborhood-serving retail areas include the intersection of Menalto and Gilbert Avenues, as well as a number of small retail clusters along Willow Road, such as at Middlefield Road, Ivy Drive, Newbridge Street, Hamilton Avenue, and between O'Keefe Street and US 101.

Downtown and the El Camino Real corridor represent a key concentration of commercial uses in Menlo Park, serving both nearby neighborhoods and regional customers. In addition to being an important thoroughfare in downtown, Santa Cruz Avenue serves as Menlo Park's primary shopping and dining destination. El Camino Real hosts a number of commercial uses and also serves as a major thoroughfare connecting Menlo Park to Atherton, Redwood City, Palo Alto, and other Peninsula and South Bay cities. Together, Santa Cruz Avenue and El Camino Real feature a variety of uses, including



West Menlo



The Willows



Suburban Park



Downtown's Santa Cruz Avenue

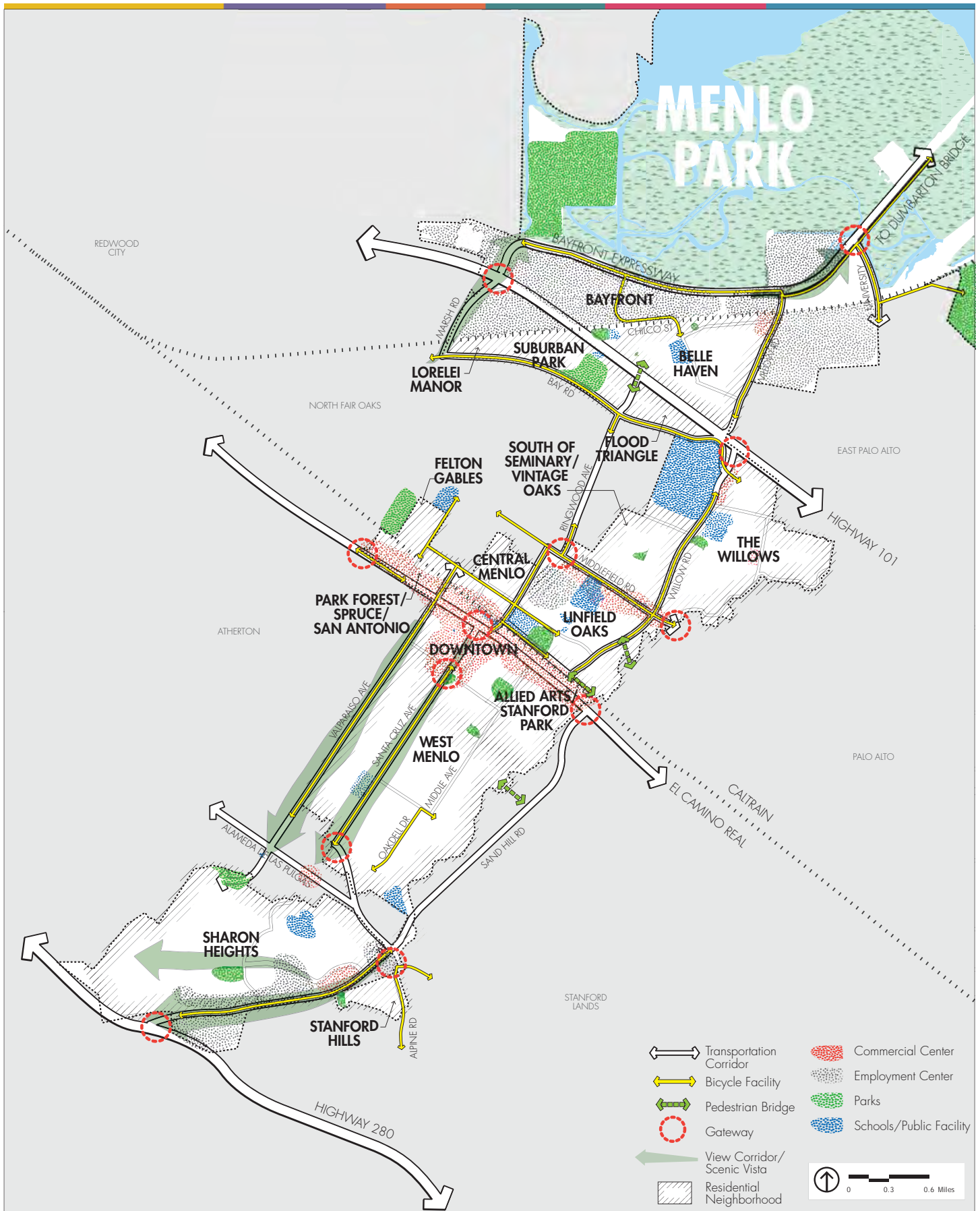


FIGURE 3: COMMUNITY FEATURES

restaurants, shops, offices, hotels, residences, places of worship, and mixed-use sites, making the area a bustling and diverse focal point of the City.

Although considerably smaller and less heavily trafficked than downtown, the Sharon Heights Shopping Center is the only major shopping center in Menlo Park outside of downtown and off of El Camino Real. Located along Sand Hill Road, the Sharon Heights Shopping Center contains primarily neighborhood-serving retail, including a grocery store, gas station, pharmacy, and restaurants.



A mix of businesses on El Camino Real

Although the commercial and mixed uses along Alameda de Las Pulgas are not within Menlo Park, the area is bounded on three sides by city neighborhoods. The corridor features a variety of restaurants, shops, and other services. Stanford Shopping Center is another center outside of Menlo Park that provides important retail and other services for the Menlo Park community. Located at El Camino Real and Sand Hill Road, Stanford Shopping Center is a large, open-air mall with a wide variety of restaurants and retail stores serving as a regional draw.



Employment center on El Camino Real

EMPLOYMENT CENTERS

Businesses are an essential component of the local economy. They have the potential to employ local residents and generate a significant portion of the revenue the City of Menlo Park depends on to provide quality services. Menlo Park is home to a number of large employers, which are generally concentrated in several clusters: the area fronting the Bay, the Veterans Administration Medical Center, central/downtown Menlo Park, and the venture capital corridor along Sand Hill Road. Major employers can generate demand for services and housing, but also provide needed community amenities through land use incentives.



Sand Hill Road offices

OPEN SPACE

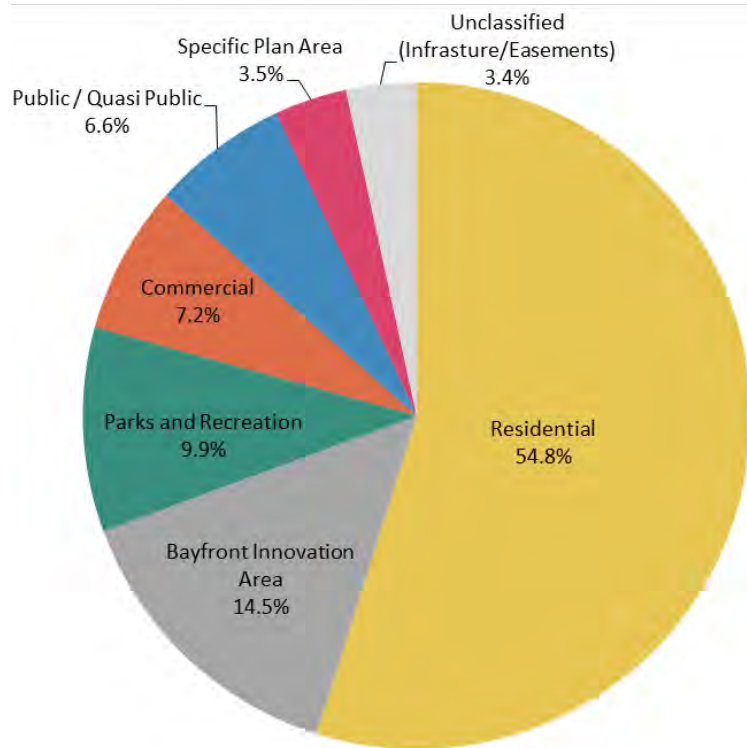
Preservation of scenic, habitat, and recreational resources in Menlo Park is key to retaining the city's special sense of place. Among its many natural features, Menlo Park is known for its high-quality active and passive recreation areas, including Bedwell Bayfront Park, which is a regional draw. Menlo Park highly values ongoing restoration and conservation efforts in the Baylands, which provide habitat for a wide variety of plants and animals in the Don Edwards National Wildlife Refuge.



Don Edwards National Wildlife Refuge

Menlo Park’s land use designation percentages are compared below in Figure 4. Residential uses make up the majority of the city’s land area, while the remaining 45 percent is split among the other allowed uses.

Figure 4 Comparison of Land Uses



Source: City of Menlo Park

LAND USE DESIGNATIONS

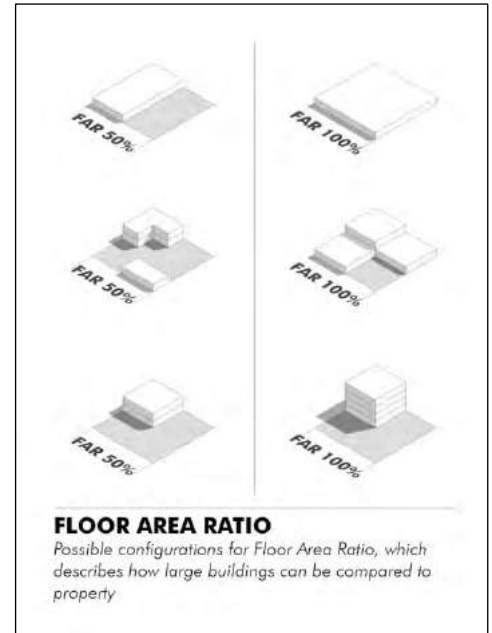
The physical components of the city can be grouped into broad land use categories, such as residential and commercial. Distinct types of land uses are grouped into categories called “designations” under the General Plan. Each designation establishes the general types of uses and a range of development intensities. Residential development is usually described in terms of “density,” measured in dwelling units per acre, while nonresidential uses are typically characterized by “intensity” expressed in floor area ratio (FAR), which determines the amount of building square footage relative to lot area.

In Menlo Park, zoning districts and General Plan land use designations are closely aligned. The City’s General Plan Land Use Diagram is integrated with the City’s Zoning Map, which shows the parcel-specific delineation of the zoning districts throughout the city and depicts the land use pattern for future development in Menlo Park. Table 1 shows the correspondence between General Plan land use designations and zoning districts.

Zoning is a means to implement the General Plan by refining the specific uses and development standards within a designation. Zoning districts specify regulatory standards such as allowed uses, FAR, minimum setbacks, parking requirements, height restrictions, and other aspects of development. For example, a one-story building that covers half a parcel would have an FAR of 50 percent, while a three-story building that covers 25 percent of a lot would have an FAR of 75 percent. A development can take different shapes and forms, even with the same FAR, given other development regulations that also must be considered.

At the time of the ConnectMenlo update of the General Plan Land Use and Circulation Elements in 2016, there were approximately 13,000 housing units and 14.5 million square feet of non-residential development in Menlo Park. The following land use designations, as updated through ConnectMenlo, carry forward the added development potential from the prior general plan of approximately 1,000 additional dwelling units and 1.8 million nonresidential square feet citywide, along with a new, additional potential capped at 4,500 more housing units, 400 hotel rooms, and 2.3 million nonresidential square feet – all in the Bayfront area between Highway 101 and the Bay. Any future proposals that would exceed those levels would require additional review under the California Environmental Quality Act.

The General Plan land use designations and standards of density and building intensity are described below. Figure 5 shows the general locations of land use designations but is not intended to portray zoning districts on a parcel-by-parcel basis. Land uses in the El Camino Real and downtown area are governed by the El Camino Real/Downtown Specific Plan.



Bayfront Additional Development Cap:

- 4,500 housing units
- 400 hotel rooms
- 2,300,000 nonresidential sq. ft.

Any future proposal to exceed the cap would require additional environmental review,

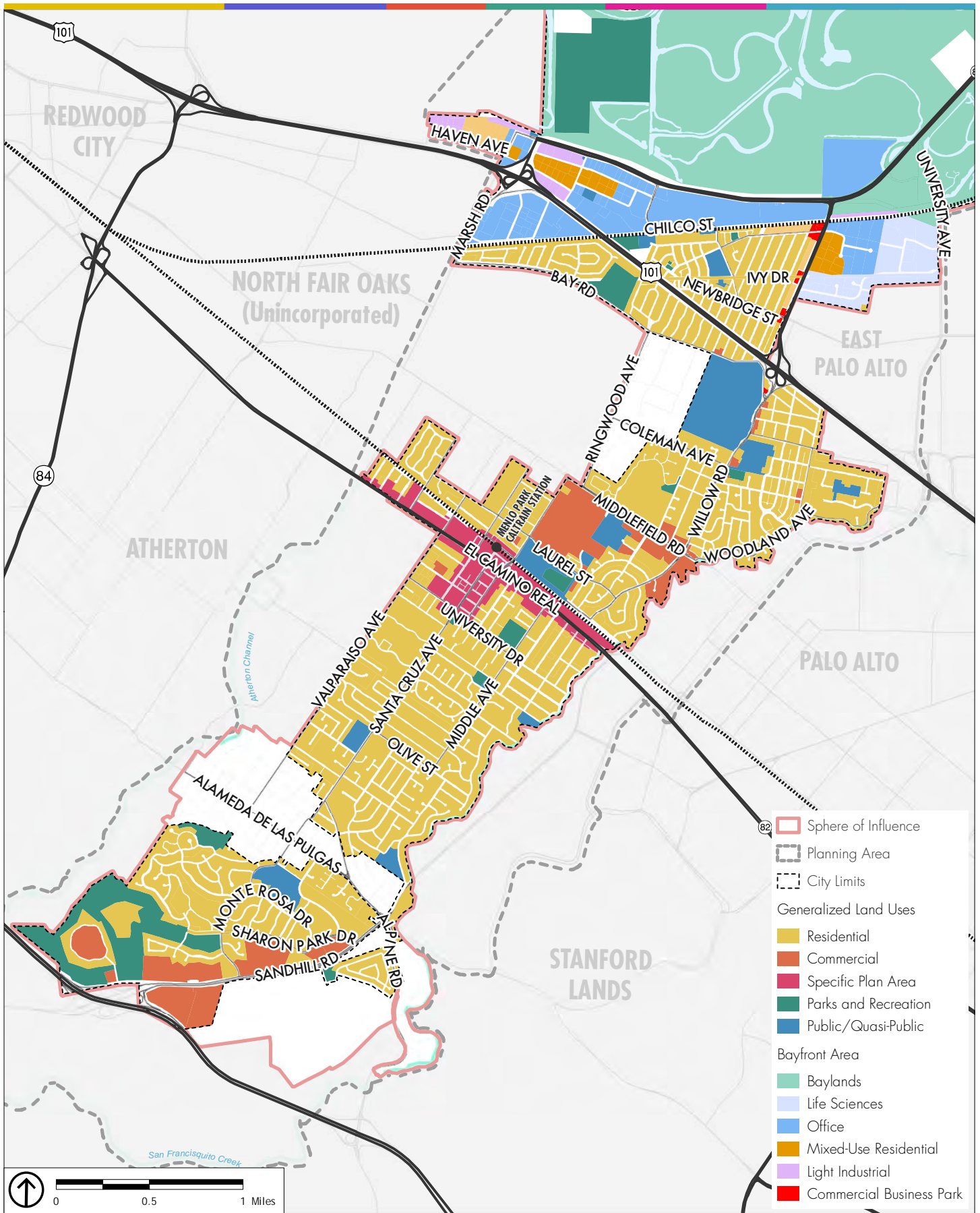


FIGURE 5: GENERAL PLAN LAND USE DESIGNATIONS

TABLE 1 LAND USE DESIGNATIONS AND ZONING DISTRICTS

General Plan Land Use Designation	Applicable Zoning Districts	Acreage	Percentage of Non-Baylands Area
Residential		1,930	54.9%
Very Low Density Residential	Residential Estate (R-E) Residential Estate Suburban (R-E-S)	168	4.8%
Low Density Residential	Single Family Suburban Residential (R-1-S) Single Family Suburban Residential (Felton Gables) (R-1-S (FG)) Single Family Urban Residential (R-1-U) Single Family Urban Residential (Lorelei Manor) (R-1-U (LM))	1,372	39.0%
Medium Density Residential	Low Density Apartment (R-2) Apartment (R-3) Garden Apartment Residential (R-3-A) Historic Site (H)	355	10.1%
High Density Residential	High-Density Residential (R-4) High-Density Residential, Special (R-4-S) High-Density Residential, Special, Affordable Housing Overlay (R-4-S (AHO)) Retirement Living Units (R-L-U)	35	1.0%
Commercial		254	7.2%
Retail/ Commercial	Neighborhood Shopping (C-2) Neighborhood Shopping, Restrictive (C-2-A) Neighborhood Mixed Use, Restrictive (C-2-B) Neighborhood Commercial, Special (C-2-S) General Commercial (C-4) Parking (P)	42	1.2%
Professional and Administrative Offices	Administrative and Professional, Restrictive (C-1) Administrative and Professional (C-1-A) Administrative, Professional and Research, Restrictive (C-1-C) Apartment Office (R-3-C)**	212	6%
Bayfront Area		511	14.5%
Office Life Sciences Mixed Use Residential Light Industrial Commercial Business Park	Office (O) – Base/Bonus/Commercial/Hotel/Corp. Housing Life Sciences (LS) – Base/Bonus/Commercial Residential – Mixed Use (R-MU) – Base/Bonus/Nonres. General Industry (M-2) Commercial Business Park (M-3)		
Specific Plan Area	El Camino Real/Downtown Specific Plan (SP-ECR/D)	122	3.5%
Parks and Recreation*	Open Space and Conservation (OSC) Flood Plain (FP)	349	9.9%
Public / Quasi-Public	Public Facilities (P-F) Allied Arts Guild Preservation (AAGP)	231	6.6%
No Designation	Unclassified Utilities and Rail Rights-of-Way (U)	121	3.4%
	Total Non-Baylands Area	3,517	
Baylands	Flood Plain (FP)	2,194	
	<i>Area within SF Bay</i>	4,965	
	Total	10,676	

*Includes Bedwell Bayfront Park and the Stanford Golf Course area between Junipero Serra Boulevard and Sand Hill Road.

**The R-3-C Zoning District may have residential uses, but at densities covered by the Professional and Administrative Offices Land Use Designation.

RESIDENTIAL



Low Density Residential

Residential land uses are those where people live, such as single-family homes, duplexes, or apartment/condominium buildings. Single-family neighborhoods comprise more than two-thirds of residential land in Menlo Park. Residential land use designations in the city are discussed below. Maximum residential densities may be increased with application of the City's Below Market Rate Program or Affordable Housing Overlay or the State Density Bonus law, if applicable.

Very Low Density Residential. This designation provides for single family detached homes, secondary dwelling units, public and quasi-public uses, and similar and compatible uses. Density shall be a maximum of 2.9 units per acre and floor areas shall be limited to those identified in the applicable zoning district, which is typically 2,800 square feet plus 25 percent of the lot area over 7,000 square feet for lots 5,000 square feet or greater in area.

Low Density Residential. This designation provides for single family detached homes, secondary dwelling units, public and quasi-public uses, and similar and compatible uses. Density shall be a maximum of 8.9 units per acre and floor areas shall be limited to those identified in the applicable zoning district, which is typically 2,800 square feet plus 25 percent of the lot area over 7,000 square feet for lots 5,000 square feet or greater in area.



Medium Density Residential

Medium Density Residential. This designation provides for single family detached and attached homes, duplexes, multi-family apartments condominiums, public and quasi-public uses, and similar and compatible uses. Density shall be a maximum of 18.5 units per acre as identified in the applicable zoning district, and up to 30 units per acre in designated areas around the El Camino Real/Downtown Specific Plan boundary. FAR shall be in the range of 40 to 75 percent, as identified in the applicable zoning district.

High Density Residential. This designation provides for multi-family apartments, condominiums, senior rental housing, public and quasi-public uses, and similar and compatible uses. Density shall be a maximum of 40 units per acre as identified in the applicable zoning district, and may be up to 97 units per net acre for senior rental housing. The maximum FAR shall be 150 percent.

COMMERCIAL

Commercial designations accommodate a range of business types, from neighborhood-serving retail and services, to shopping centers, to a variety of office uses. Commercial uses may occur independently or in mixed-use configurations, including alongside or in the same buildings as residential dwellings. Commercial designations in Menlo Park are:

Retail/Commercial. This designation provides for retail services, personal services, professional offices, banks, savings and loans, restaurants, cafes, theaters, residences, public and quasi-public uses, and similar and compatible uses. Residential density shall not exceed 30 units per acre, as identified in the applicable zoning district. The maximum FAR for non-residential uses shall be 50 percent, 90 percent for residential uses, and 100 percent for mixed uses, as identified in the applicable zoning district.

Professional and Administrative Office. This designation provides for professional, executive, general, and administrative offices, banks, savings and loans, R&D facilities, convalescent homes, residential uses, public and quasi-public uses, and similar and compatible uses. Residential density shall not exceed 18.5 units per acre. The maximum FAR for non-residential uses shall be a maximum of 40 percent, as identified in the applicable zoning district.

BAYFRONT AREA

The purpose of the Bayfront Area designation is to create live/work/play environments. This designation encourages office, research and development, residential, commercial uses, and hotels, all in close proximity or integrated with one another. These designations are intended to foster innovation and emerging technologies; promote the creation of an employment district with travel patterns that are oriented toward pedestrian, transit, and bicycle use; and provide amenities to surrounding neighborhoods and fiscal support to the City leveraged through development intensity bonuses. The Office and Life Sciences designations allow increased development intensities with the provision of community amenities. Master planned projects on parcels that are in the same designation that are in close proximity or large contiguous parcels with different zoning designations and that are owned by the same entity may calculate residential density, FAR and open space based on aggregate lot area provided that the underlying development



Retail



Research & Development (R&D)

regulations are satisfied and the vision for the Bayfront Area identified in the General Plan is maintained and the maximum overall residential density and/or FAR of the combined parcels is not exceeded.

Office. This designation provides for office and R&D uses, business-oriented community education and training facilities, supportive sales and personal services, corporate housing, and hotel uses. The designation also accommodates existing and new light-industrial uses that are not in conflict with existing or planned commercial or residential uses in the vicinity. Hotels are allowed as options in several locations. Corporate housing density shall not exceed 30 units per acre. The maximum base FAR shall be 45 percent and the maximum bonus FAR with community amenities shall be 100 percent. Maximum FAR for corporate housing shall be 60 percent, for retail and service uses shall be 25 percent, and for hotels shall be 175 percent.

Life Sciences. This designation provides for new life sciences and R&D uses, along with high-tech office and supportive sales and personal services. The designation also accommodates existing light-industrial uses and new light-industrial uses that are not in conflict with existing or planned commercial or residential uses in the vicinity. The maximum base FAR shall be 55 percent and the maximum bonus FAR with community amenities shall be 125 percent. Maximum FAR for retail and service uses shall be 10 percent.

Mixed Use Residential. This designation provides for higher density housing to meet the needs of all income levels. It also allows mixed use developments with integrated or stand-alone supportive sales and service uses, and uses that are consistent with the Office Designation. Sales uses can range from small-scale businesses that serve nearby employment to a large-format grocery to serve adjacent neighborhoods. This designation is intended to promote live/work/play environments oriented toward pedestrians, transit, and bicycle use, especially for commuting to nearby jobs. The maximum base residential density shall not exceed 30 units per acre, and the maximum bonus FAR is 100 units per acre. Maximum base FAR for residential uses shall be 90 percent, and a maximum of 225 percent for bonus FAR. Non-residential uses shall have a maximum base FAR of 15 percent and bonus FAR of 25 percent.



Mixed Use Residential

Light Industrial. This designation provides for light manufacturing and assembly, distribution of manufactured products, R&D facilities,



industrial supply, incidental warehousing, offices, supportive sales and personal services, public and quasi-public uses, and similar and compatible uses. The maximum FAR shall be in the range of 45 percent to 55 percent.

Commercial Business Park. This designation provides for light manufacturing and assembly, distribution of manufactured products, R&D facilities, industrial supply, incidental warehousing, offices, supportive sales and personal services, hotels, public and quasi-public uses, and similar and compatible uses. The maximum FAR shall be 45 percent, except through a negotiated Development Agreement, which could allow a maximum FAR of 137.5 percent, with office uses limited to 100 percent.

SPECIFIC PLAN AREA

El Camino Real/Downtown Specific Plan. This designation provides for a variety of retail, office, residential, personal services, and public and semipublic uses, as specified in the El Camino Real/Downtown Specific Plan. Residential density shall be in the range of between 18.5 to 50 units per acre (base-level maximum) or 25 to 60 units per acre (public benefit bonus-level maximum). The maximum FAR shall be in the range of 85 percent to 200 percent (base-level maximum) or 100 percent to 225 percent (public benefit bonus-level maximum). Office (inclusive of medical and dental offices) FAR is limited to one-half of the appropriate total FAR, and medical and dental office FAR is limited to one-third of the appropriate total FAR.

PARKS AND RECREATION

This designation provides for open space and conservation areas, public and private golf courses, and passive and active recreation uses. The maximum FAR shall be 2.5 percent.

PUBLIC /QUASI-PUBLIC

This category accommodates facilities such as schools, libraries, government offices, and community facilities as follows:

Public Facilities. This designation provides for public and quasi-public uses such as government offices, fire stations, schools, churches,



Kelly Park

hospitals, public utility facilities, sewage treatment facilities, reservoirs, and similar and compatible uses. The maximum FAR shall not exceed 30 percent. The City recognizes that it does not have the authority to regulate development by federal, State, or other certain governmental agencies, but the City will work cooperatively with these agencies in an effort to ensure their development is consistent with City goals and plans.

Allied Arts Guild. This designation applies to the Guild for artisans and craftsmen comprised of retail shops, workshops, restaurant, gardens and public grounds at 75 Arbor Road. The Guild was constructed in 1929 and has historic significance for both its relationship to the American Arts and Crafts Movement and the architecturally important buildings and gardens. Allowed uses shall be as established in the Allied Arts Guild Preservation Permit. The maximum FAR for the property shall be 15 percent.

BAYLANDS

This designation provides for the preservation and protection of wildlife habitat and ecological values associated with the marshlands and former salt ponds bordering San Francisco Bay and similar and compatible uses. The maximum amount of development allowed under this designation shall be 5,000 square feet of building floor area per parcel.

GOALS, POLICIES, AND PROGRAMS

ORDERLY DEVELOPMENT

GOAL LU-1 Promote the orderly development of Menlo Park and its surrounding area.

POLICIES

Policy LU-1.1 **Land Use Patterns.** Cooperate with the appropriate agencies to help assure a coordinated land use pattern in Menlo Park and the surrounding area.

Policy LU-1.2 **Transportation Network Expansion.** Integrate regional land use planning efforts with development of an expanded

transportation network focusing on mass transit rather than freeways, and encourage development that supports multimodal transportation.

Policy LU-1.3 **Land Annexation.** Work with interested neighborhood groups to establish steps and conditions under which unincorporated lands within the City's sphere of influence may be annexed.

Policy LU-1.4 **Unincorporated Land Development.** Request that San Mateo County consider Menlo Park's General Plan policies and land use regulations in reviewing and approving new developments in unincorporated areas in Menlo Park's sphere of influence.

Policy LU-1.5 **Adjacent Jurisdictions.** Work with adjacent jurisdictions to ensure that decisions regarding potential land use activities near Menlo Park include consideration of City and Menlo Park community objectives.

Policy LU-1.6 **Infill Development Environmental Review.** Streamline the environmental review process for eligible infill projects by focusing the topics subject to review where the effects of infill development have not been addressed in a planning level decision or by "uniformly applicable development policies or standards," in accordance with CEQA Guidelines Section 15183.3.

Policy LU-1.7 **School Facilities.** Encourage excellence in public education citywide, as well as use of school facilities for recreation by youth to promote healthy living.

PROGRAMS

Program LU-1.A **Zoning Ordinance Consistency.** Update the Zoning Ordinance as needed to maintain consistency with the General Plan.

Program LU-1.B **Capital Improvement Program.** Annually review progress implementing General Plan policies, and update the Capital Improvement Program to reflect the latest City and community priorities embodied in the General Plan, including for physical projects related to transportation, water supply, drainage, and other community-serving facilities and infrastructure.

Program LU-1.C Land Use Element Review. Conduct an in-depth review of the General Plan Land Use Element two (2) years after its adoption and thereafter as directed by the City Council.

Program LU-1.D Infill Development Streamlined Review. Establish Zoning Ordinance provisions to streamline review of infill development through “uniformly applicable development policies or standards” (per CEQA Guidelines Section 15183.3) that reduce potential adverse environmental effects, such as: regulations governing grading, construction activities, storm water runoff treatment and containment, hazardous materials, and greenhouse gas emissions; and impact fees for public improvements, including safety and law enforcement services, parks and open space, and transit, bicycle, and pedestrian infrastructure.

Program LU-1.E School District Partnership. Meet regularly with the school districts to aid in identifying opportunities for partnership with the City in promoting excellence in education and recreation at all schools serving Menlo Park residents.

Program LU-1.F Assessment Districts and Impact Fees. Pursue the creation of assessment districts and/or the adoption of development impact fees to address infrastructure and service needs in the community.

NEIGHBORHOOD PRESERVATION

GOAL LU-2 Maintain and enhance the character, variety and stability of Menlo Park’s residential neighborhoods.

POLICIES

Policy LU-2.1 Neighborhood Compatibility. Ensure that new residential development possesses high-quality design that is compatible with the scale, look, and feel of the surrounding neighborhood and that respects the city’s residential character.

Policy LU-2.2 Open Space. Require accessible, attractive open space that is well maintained and uses sustainable practices and materials in all new multiple dwelling and mixed-use development.

- Policy LU-2.3** **Mixed Use Design.** Allow mixed-use projects with residential units if project design addresses potential compatibility issues such as traffic, parking, light spillover, dust, odors, and transport and use of potentially hazardous materials.
- Policy LU-2.4** **Second Units.** Encourage development of second residential units on single family lots consistent with adopted City standards.
- Policy LU-2.5** **Below-Market Rate Housing.** Require residential developments of five or more units to comply with the provisions of the City's Below-Market Rate (BMR) Housing Program, including eligibility for increased density above the number of market rate dwellings otherwise permitted by the applicable zoning and other exceptions and incentives.
- Policy LU-2.6** **Underground Utilities.** Require all electric and communications lines serving new development to be placed underground.
- Policy LU-2.7** **Conversion of Residential Units.** Limit the loss in the number of residential units or conversion of existing residential units to nonresidential uses, unless there is a clear public benefit or equivalent housing can be provided to ensure the protection and conservation of the City's housing stock to the extent permitted by law.
- Policy LU-2.8** **Property Maintenance.** Require property owners to maintain buildings, yards, and parking lots in a clean and attractive condition.
- Policy LU-2.9** **Compatible Uses.** Promote residential uses in mixed-use arrangements and the clustering of compatible uses such as employment centers, shopping areas, open space and parks, within easy walking and bicycling distance of each other and transit stops.

PROGRAMS

- Program LU-2.A** **Property Maintenance Compliance.** Work with property owners to understand City codes and to ensure that buildings, yards, landscaping, and trees are well maintained, and that property is free of litter, in prompt compliance with City codes.

Program LU-2.B Single-Family Residential Development. Update the Zoning Ordinance requirements for single-family residential developments to create a more predictable and expeditious process while providing a method for encouraging high-quality design in new and expanded residences.

Program LU-2.C Address Residential Displacement. Identify, understand and implement best practices, including but not limited to funding mechanisms, affordable housing policies and strategies, anti-displacement policies, and local housing implementation strategies within a regional setting, to address residential displacement from non-residential development.

NEIGHBORHOOD-SERVING USES

GOAL LU-3 Retain and enhance existing and encourage new neighborhood-serving commercial uses, particularly retail services, to create vibrant commercial corridors.

POLICIES

Policy LU-3.1 Underutilized Properties. Encourage underutilized properties in and near existing shopping districts to redevelop with attractively designed commercial, residential, or mixed-use development that complements existing uses and supports pedestrian and bicycle access.

Policy LU-3.2 Neighborhood Shopping Impacts. Limit the impacts from neighborhood shopping areas, including traffic, parking, noise, light spillover, and odors, on adjacent uses.

Policy LU-3.3 Neighborhood Retail. Preserve existing neighborhood-serving retail, especially small businesses, and encourage the formation of new neighborhood retail clusters in appropriate areas while enhancing and preserving the character of the neighborhood.

PROGRAMS

Program LU-3.A Commercial Zoning Provisions. Review, and update as necessary, Zoning Ordinance provisions related to neighborhood-serving commercial uses, in part to ensure

that an appropriate and attractive mix of uses can be provided.

BUSINESS DEVELOPMENT AND RETENTION

GOAL LU-4 Promote and encourage existing and new business to be successful and attract entrepreneurship and emerging technologies for providing goods, services amenities, local job opportunities and tax revenue for the community while avoiding or minimizing potential environmental and traffic impacts.

POLICIES

- Policy LU-4.1** **Priority Commercial Development.** Encourage emerging technology and entrepreneurship, and prioritize commercial development that provides fiscal benefit to the City, local job opportunities, and/or goods or services needed by the community.
- Policy LU-4.2** **Hotel Location.** Allow hotel uses at suitable locations in mixed-use and nonresidential zoning districts.
- Policy LU-4.3** **Mixed Use and Nonresidential Development.** Limit parking, traffic, and other impacts of mixed-use and nonresidential development on adjacent uses, and promote high-quality architectural design and effective transportation options.
- Policy LU-4.4** **Community Amenities.** Require mixed-use and nonresidential development of a certain minimum scale to support and contribute to programs that benefit the community and the City, including education, transit, transportation infrastructure, sustainability, neighborhood-serving amenities, child care, housing, job training, and meaningful employment for Menlo Park youth and adults.
- Policy LU-4.5** **Business Uses and Environmental Impacts.** Allow modifications to business operations and structures that promote revenue generating uses for which potential environmental impacts can be mitigated.
- Policy LU-4.6** **Employment Center Walkability.** Promote local-serving retail and personal service uses in employment centers and transit areas that support walkability and reduce auto trips.

Policy LU-4.7 Fiscal Impacts. Evaluate proposed mixed-use and nonresidential development of a certain minimum scale for its potential fiscal impacts on the City and community.

PROGRAMS

Program LU-4.A Fiscal Impact Analysis. Establish Zoning Ordinance requirements for mixed-use, commercial, and industrial development proposals of a certain minimum scale to include analysis of potential fiscal impact on the City, school districts, and special districts, and establish guidelines for preparation of fiscal analyses.

Program LU-4.B Economic Development Plan. Update the strategic policies in the City's Economic Development plan periodically as needed to reflect changing economic conditions or objectives in Menlo Park and/or to promote land use activities desired by the community, including small businesses and neighborhood-serving retail.

Program LU-4.C Community Amenity Requirements. Establish Zoning Ordinance requirements for new mixed-use, commercial, and industrial development to support and contribute to programs that benefit the community and City, including public or private education, transit, transportation infrastructure, public safety facilities, sustainability, neighborhood-serving amenities, child care, housing for all income levels, job training, parks and meaningful employment for Menlo Park youth and adults (e.g., first source hiring). The list of specific benefits may be modified over time to reflect changes in community priorities and desired amenities.

Program LU-4.D Sign Requirements. Update the Municipal Code requirements and design guidelines for off-site and on-site signage in compliance with Federal and State laws while providing a method for encouraging high-quality design in advertising for Menlo Park businesses.

DOWNTOWN/EL CAMINO REAL

GOAL LU-5 Strengthen Downtown and the El Camino Real Corridor as a vital, competitive shopping area and center for community gathering, while encouraging preservation and enhancement of Downtown's atmosphere and character as well as creativity in development along El Camino Real.

POLICIES

- Policy LU-5.1** **El Camino Real/Downtown Specific Plan.** Implement the El Camino Real/Downtown Specific Plan to ensure a complementary mix of uses with appropriate siting, design, parking, and circulation access for all travel modes.
- Policy LU-5.2** **El Camino Real/Downtown Housing.** Encourage development of a range of housing types in the El Camino Real/Downtown Specific Plan area, consistent with the Specific Plan's standards and guidelines, and the areas near/around the Specific Plan area.

OPEN SPACE

GOAL LU-6 Preserve open-space lands for recreation; protect natural resources and air and water quality; and protect and enhance scenic qualities.

POLICIES

- Policy LU-6.1** **Parks and Recreation System.** Develop and maintain a parks and recreation system that provides areas, play fields, and facilities conveniently located and properly designed to serve the recreation needs of all Menlo Park residents.
- Policy LU-6.2** **Open Space in New Development.** Require new nonresidential, mixed use, and multiple dwelling development of a certain minimum scale to provide ample open space in the form of plazas, greens, community gardens, and parks whose frequent use is encouraged through thoughtful placement and design.

- Policy LU-6.3** **Public Open Space Design.** Promote public open space design that encourages active and passive uses, and use during daytime and appropriate nighttime hours to improve quality of life.
- Policy LU-6.4** **Park and Recreational Land Dedication.** Require new residential development to dedicate land, or pay fees in lieu thereof, for park and recreation purposes.
- Policy LU-6.5** **Open Space Retention.** Maximize the retention of open space on larger tracts (e.g., portions of the St. Patrick’s Seminary site) through means such as rezoning consistent with existing uses, clustered development, acquisition of a permanent open space easement, and/or transfer of development rights.
- Policy LU-6.6** **Public Bay Access.** Protect and support public access to the Bay for the scenic enjoyment of open water, sloughs, and marshes, including restoration efforts, and completion of the Bay Trail.
- Policy LU-6.7** **Habitat Preservation.** Collaborate with neighboring jurisdictions to preserve and enhance the Bay, shoreline, San Francisquito Creek, and other wildlife habitat and ecologically fragile areas to the maximum extent possible.
- Policy LU-6.8** **Landscaping in Development.** Encourage extensive and appropriate landscaping in public and private development to maintain the City’s tree canopy and to promote sustainability and healthy living, particularly through increased trees and water-efficient landscaping in large parking areas and in the public right-of-way.
- Policy LU-6.9** **Pedestrian and Bicycle Facilities.** Provide well-designed pedestrian and bicycle facilities for safe and convenient multi-modal activity through the use of access easements along linear parks or paseos.
- Policy LU-6.10** **Stanford Open Space Maintenance.** Encourage the maintenance of open space on Stanford lands within Menlo Park’s unincorporated sphere of influence.
- Policy LU-6.11** **Baylands Preservation.** Allow development near the Bay only in already developed areas.

PROGRAMS

Program LU-6.A San Francisquito Creek Setbacks. Establish Municipal Code requirements for minimum setbacks for new structures or impervious surfaces within a specified distance of the top of the San Francisquito Creek bank.

Program LU-6.B Open Space Requirements and Standards. Review, and update as necessary, Zoning Ordinance requirements for provision of open space in all multiple dwelling, mixed-use and nonresidential development of a certain minimum scale that encourages active and passive uses and human presence during daytime and appropriate nighttime hours.

Program LU-6.C Space for Food Production. Establish Zoning Ordinance requirements for new residential developments over a certain minimum scale to include space that can be used to grow food, and to establish a process through which a neighborhood can propose a site as a community garden.

Program LU-6.D Design for Birds. Require new buildings to employ façade, window, and lighting design features that make them visible to birds as physical barriers and eliminate conditions that create confusing reflections to birds.

Program LU-6.E Don Edwards National Wildlife Refuge. Consider the most appropriate zoning designation for the Don Edwards San Francisco National Wildlife Refuge to achieve the preservation and protection of wildlife habitat and ecological values associated with the marshlands and former salt ponds bordering the San Francisco Bay.

SUSTAINABLE SERVICES

GOAL LU-7 Promote the implementation and maintenance of sustainable development, facilities and services to meet the needs of Menlo Park's residents, businesses, workers, and visitors.

POLICIES

Policy LU-7.1 Sustainability. Promote sustainable site planning, development, landscaping, and operational practices that conserve resources and minimize waste.

- Policy LU-7.2** **Water Supply.** Support the efforts of the Bay Area Water Supply and Conservation Agency or other appropriate agencies to secure adequate water supplies for the Peninsula, to the extent that these efforts are in conformance with other City policies.
- Policy LU-7.3** **Supplemental Water Supply.** Explore and evaluate development of supplemental water sources and storage systems, such as wells and cisterns, for use during both normal and dry years, in collaboration with water providers and users.
- Policy LU-7.4** **Water Protection.** Work with regional and local jurisdictions and agencies responsible for ground water extraction to develop a comprehensive underground water protection program in accordance with the San Francisquito Creek Watershed Policy, which includes preservation of existing sources and monitoring of all wells in the basin to evaluate the long term effects of water extraction.
- Policy LU-7.5** **Reclaimed Water Use.** Implement use of adequately treated “reclaimed” water (recycled/nonpotable water sources such as, graywater, blackwater, rainwater, stormwater, foundation drainage, etc.) through dual plumbing systems for outdoor and indoor uses, as feasible.
- Policy LU-7.6** **Sewage Treatment Facilities.** Support expansion and improvement of sewage treatment facilities to meet Menlo Park’s needs, as well as regional water quality standards, to the extent that such expansion and improvement are in conformance with other City policies.
- Policy LU-7.7** **Hazards.** Avoid development in areas with seismic, flood, fire and other hazards to life or property when potential impacts cannot be mitigated.
- Policy LU-7.8** **Cultural Resource Preservation.** Promote preservation of buildings, objects, and sites with historic and/or cultural significance.
- Policy LU-7.9** **Green Building.** Support sustainability and green building best practices through the orientation, design, and placement of buildings and facilities to optimize their energy efficiency in preparation of State zero-net energy

requirements for residential construction in 2020 and commercial construction in 2030.

PROGRAMS

- Program LU-7.A Green Building Operation and Maintenance.** Employ green building and operation and maintenance best practices, including increased energy efficiency, use of renewable energy and reclaimed water, and install drought-tolerant landscaping for all projects.
- Program LU-7.B Groundwater Wells.** Monitor pumping from existing and new wells to identify and prevent potential ground subsidence, salinity intrusion into shallow aquifers (particularly in the Bayfront Area), and contamination of deeper aquifers.
- Program LU-7.C Sustainability Criteria.** Establish sustainability criteria and metrics for resource use and conservation and monitor performance of projects of a certain minimum size.
- Program LU-7.D Performance Standards.** Establish performance standards in the Zoning Ordinance that requires new development to employ environmentally friendly technology and design to conserve energy and water, and minimize the generation of indoor and outdoor pollutants.
- Program LU-7.E Greenhouse Gas Emissions.** Develop a Greenhouse Gas (GHG) standard for development projects that would help reduce communitywide GHG emissions to meet City and Statewide reduction goals.
- Program LU-7.F Adaptation Plan.** Work with emergency service providers to develop an adaptation plan, including funding mechanisms, to help prepare the community for potential adverse impacts related to climate change, such as sea level rise, extreme weather events, wildfire, and threats to ecosystem and species health.
- Program LU-7.G SAFER Bay Process.** Coordinate with the SAFER Bay process to ensure that the Menlo Park community's objectives for sea level rise/flood protection, ecosystem enhancement, and recreational trails are adequately taken into consideration.

Program LU-7.H Sea Level Rise. Establish requirements based on State Sea Level Rise Policy Guidance for development projects of a certain minimum scale potentially affected by sea level rise to ensure protection of occupants and property from flooding and other potential effects.

Program LU-7.I Green Infrastructure Plan. Develop a Green Infrastructure Plan that focuses on implementing City-wide projects that mitigate flooding and improve storm water quality.