

Menlo Park Downtown Specific Plan Text Amendments City Council June 23, 2026



About Us



- Downtown Menlo Park Property– 870 Santa Cruz Avenue
- Mixed-Use, Commercial & Multi-Family Projects
- Bay Area Experience-Locally Focused
- Longtime Menlo Park Residents with children attending local schools

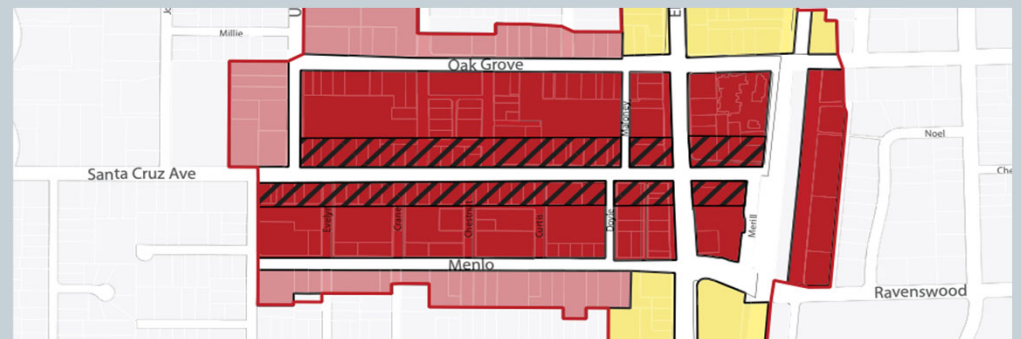
Planning Commission and City Staff Recommendations & Goals of the General Plan and DSP



- **We are in full agreement with the recommendation of the Planning Commission and City staff regarding proposed banks/financial institutions and small recreational uses. We feel these and our proposal would result in the following:**
- **Diverse Business Options:** Allowing additional uses downtown would support a variety of businesses, benefitting the community and enhancing services for residents, shoppers, and other businesses alike.
- **Optimized Retail Frontage:** This flexibility would enable existing and new retail tenants to optimize their floorplates, maximizing the ratio of sales to square footage along Santa Cruz Avenue.
- **Enhanced Pedestrian Experience:** Currently, many rear sections of these buildings serve as storage or office space, providing little interaction with pedestrians. Allowing alternative uses would bring life to these spaces and increase foot traffic in underutilized areas, benefiting the entire downtown district.
- **Improved Leasing Opportunities:** Increased flexibility would provide property owners with more options for leasing and allow them to optimize building spaces, potentially stabilizing rents. This would support property owners and help ensure that retail spaces on Santa Cruz Avenue remain viable for current and future businesses.

Project Area

- Santa Cruz Avenue between the Caltrain and University Avenue - Downtown/Station Area “Main Street” Overlay



Downtown Vacancies



North Side of Santa Cruz Avenue

Downtown Vacancies



South Side of Santa Cruz Avenue



Reasons for Proposal



- While some ***fitness studios and wellness services*** exist in our broader area, they are not represented on Santa Cruz Avenue itself. Bringing these uses to our downtown corridor would make them more ***accessible to residents, fill vacant storefronts, and draw more foot traffic*** that supports the shops and restaurants already here.
- Given all the ***vacancy*** we need to be more accommodative and less restrictive. Adding ***fitness and wellness*** uses will bring more people downtown to eat and shop.
- Allowing ***financial and other business-serving uses on a limited basis*** uses will ***diversify*** what Santa Cruz Avenue has to offer, attract more visitors throughout the day, and help ***support our existing local retailers and restaurants*** that are struggling with reduced foot traffic.
- Many of the larger ground-floor spaces along Santa Cruz Avenue are simply ***too big*** to be filled by retail alone, and that is a key reason ***so many sit empty***. Allowing a limited amount of office use in these existing buildings would enable smaller, more flexible retail floor plates that can attract a variety of ***vibrant, pedestrian-friendly businesses***.
- More office workers downtown also means ***more daytime foot traffic*** that benefits everyone on the avenue.

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