

### 3. *Project Description*

---

This chapter of the Draft Environmental Impact Report (EIR) describes the proposed General Plan Update (Land Use and Circulation Elements) and M-2 Area Zoning Update, also known as ConnectMenlo. The proposed project includes potential new development, that would only occur in the Bayfront Area, associated with implementation of ConnectMenlo in combination with the remaining and previously approved buildout potential in the current General Plan that would be reaffirmed and carried forward to the 2040 buildout horizon upon approval of this General Plan and Zoning Update. The remaining and previously approved buildout potential in Menlo Park consists of the Housing Element sites considered in the 2013 Housing Element Update, General Plan Consistency Update, and associated Zoning Ordinance amendments Environmental Assessment,<sup>1</sup> the 2014 Housing Element Update (2015–2023) and Zoning Ordinance Amendment (Housing Element Implementation) Negative Declaration,<sup>2</sup> and the development potential considered in the 2012 El Camino Real/Downtown Specific Plan EIR.<sup>3</sup> The potential buildout is discussed in Section 3.7.3, Buildout Projections, of this chapter. Pursuant to the California Environmental Quality Act (CEQA),<sup>4</sup> the proposed project and the remaining General Plan buildout potential, together, are referred to as the “proposed project” that is the subject of this Draft EIR.

This project description provides general background about the City of Menlo Park and the proposed project, including detailed descriptions of the proposed General Plan Update and Zoning Update.

This Draft EIR has been completed in accordance with CEQA, which requires that State and local public agencies analyze proposed projects to determine potential impacts on the environment and disclose any such impacts.<sup>5</sup> The City of Menlo Park (City) is the lead agency for the environmental review of the proposed project. As described in more detail in Chapter 1, Introduction, this Draft EIR provides a programmatic analysis of the environmental impacts associated with projected buildout of the proposed project. Consistent with Section 15168 of the CEQA Guidelines, *program-level* environmental review documents are appropriate when a project consists of a series of actions related to the issuance of rules, regulations, and other planning criteria. The proposed project that is the subject of this EIR consists of long-term plans and zoning changes that will be implemented as policy documents guiding future development activities and City actions. Because this is a program-level EIR, this document does not evaluate the impacts of specific, individual developments that may be allowed under the General Plan. Future specific projects may require separate environmental review.

---

<sup>1</sup> The Housing Element Update, General Plan Consistency Update, and associated Zoning Ordinances amendments Environmental Assessment was approved by the Menlo Park City Council in April 2013.

<sup>2</sup> The Housing Element Update (2015–2023) and Zoning Ordinance Amendment (Housing Element Implementation) Negative Declaration (State Clearinghouse Number 2014022040) was approved by the Menlo Park City Council in March 2014.

<sup>3</sup> The El Camino Real/Downtown Specific Plan Environmental Impact Report (State Clearinghouse Number 2009122048) was certified by the Menlo Park City Council in June 2012.

<sup>4</sup> CEQA Guidelines Section 15126.

<sup>5</sup> CEQA Guidelines Section 15002(a).

## PROJECT DESCRIPTION

### 3.1 BACKGROUND

Every city and county in California is required to have an adopted comprehensive long-range general plan for the physical development of the county or city and, in some cases, land outside the city or county boundaries.<sup>6</sup> The Menlo Park General Plan is the community's overarching policy document that defines a vision for future change and sets the "ground rules" for locating and designing new projects, expanding the local economy, conserving resources, improving public services and safety, and fostering community health. The General Plan, which includes guiding principles, goals, policies, and programs, functions as the City's primary land use regulatory tool. The General Plan is Menlo Park's constitution for future change and, together with the Zoning Ordinance and related sections of the Municipal Code, will serve as the basis for planning-related decisions made by City staff, the Planning Commission, and the City Council.

### 3.2 OVERVIEW

The Menlo Park General Plan is required to address the specified provisions of each of the seven mandated elements under State law, including land use, circulation, housing, conservation, open space, noise and safety, to the extent that the provisions are locally relevant. The current Menlo Park General Plan is a dynamic document consisting of elements that establish long-term goals and policies to guide daily decision-making for the development and conservation in Menlo Park through the year 2023. The elements of the current General Plan include the following:

- Land Use and Circulation (adopted December 1, 1994 with amendments though May 21, 2013)
- Housing (2013 – 2023) (adopted April 1, 2014)
- Open Space and Conservation, and Noise and Safety (adopted May 21, 2013)

Because the Housing Element and the Open Space and Conservation, and Noise and Safety Elements were recently updated and adopted, and underwent separate environmental review as part of the adoption processes, the focus of this General Plan Update is on the Land Use and Circulation Elements, as well as an update to the Zoning Ordinance to implement several programs from these Elements. In Menlo Park, Zoning 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. Accompanying the Zoning Map is a table showing the correspondence between the City's General Plan land use designations and Zoning districts. For properties in Menlo Park, a parcel's Zoning designation stems directly from its General Plan land use designation, with the Zoning designation acting as a means to implement the General Plan by refining the specific uses and development standards for that parcel.

The proposed Land Use and Circulation Elements, and Zoning updates were published as a Draft for Public Review concurrently with this Draft EIR. The proposed Land Use and Circulation Elements would update the City's existing Land Use and Circulation Elements and are intended to guide development sustainability, mobility and connectivity in the city through the year 2040. These two elements are central components of the General Plan because they describe which land uses should be allowed in the city,

---

<sup>6</sup> California Government Code Section 65300.

## PROJECT DESCRIPTION

where those land uses should be located, how those land uses may be accessed and connected, and how development of those uses should be managed so as to minimize impacts and maximize benefits to the city and its residents.

The proposed Land Use Element provides the policy framework to guide the type and scale of potential development that may occur over the next 24 years (e.g., 2016 to 2040). While the policies of the Land Use Element will apply citywide, the land use designation changes proposed under this update only apply to the Bayfront Area, described below, and do not change any existing land use designations throughout the remainder of the city. The proposed Circulation Element addresses transportation issues such as mobility and connectivity for all modes of transportation throughout the city. Both updated Elements have been written to be consistent with the other General Plan Elements and are complementary to the 2012 El Camino Real/Downtown Specific Plan.

This Draft EIR also assesses the proposed zoning provisions for the Bayfront Area to implement the updated General Plan programs, including development regulations and design standards for the Bayfront Area. A targeted update to the Zoning designations within the Bayfront Area is an integral component of the proposed project.

The proposed changes to General Plan Land Use and Circulation Elements, including the goals, policies and programs, would require map and text amendments to the current General Plan. A comprehensive list of proposed policies is provided in Appendix B, Proposed General Plan Goals, Policies and Programs, of this Draft EIR. In conjunction with these amendments, Title 16, Zoning, of the City's Municipal Code will be amended to codify the provisions of the proposed Bayfront Area Zoning district.

## 3.3 MENLO PARK LOCATION AND SETTING

### 3.3.1 LOCATION

As shown in Figure 3-1, Menlo Park is located at the southern edge of San Mateo County. The city is generally bounded by San Francisco Bay to the north and east; the cities of East Palo Alto and Palo Alto and Stanford University to the southeast; and Atherton, unincorporated North Fair Oaks, and Redwood City to the northwest.

The City is accessed by Interstate 280 (I-280), U.S. Highway 101 (US 101), Caltrain, Bayfront Expressway (State Route 84) via the Dumbarton Bridge, and a variety of arterial, collector and residential streets, as well as regional and local pedestrian and bicycles routes.



Source: City of Menlo Park; PlaceWorks, 2012; ESRI 2010; FHA 2002.

-  Highway
-  City Limits

Figure 3-1  
Regional Location



## PROJECT DESCRIPTION

### 3.3.2 LOCAL SETTING

#### 3.3.2.1 EXISTING LAND USE

Menlo Park is known for a range of urban and suburban land uses, including a variety of high-quality residential neighborhoods, an attractive Downtown, parks, established business centers, and an emerging center for innovation and technology. Figure 3-2 shows the breakdown of existing land use types in Menlo Park. Major land use types include:

- **Residential.** More than half of land in Menlo Park is residential. Menlo Park's residential neighborhoods represent a variety of urban forms, and architectural styles.
- **Industrial/Business Park.** Approximately fourteen percent of the land in Menlo Park is industrial/business park. Menlo Park hosts a number of large employers that are generally concentrated in several clusters: the Bayfront Area, the Veteran's Health Administration (VA) Medical Center, central/Downtown Menlo Park, and the Venture Capital Corridor along Sand Hill Road.
- **Open Space/Conservation Area.** Nearly ten percent of the city consists of open space and conservation lands.
- **Commercial.** Approximately seven percent of the city is commercial. Menlo Park's main commercial center is Downtown and along the El Camino Real corridor, which are characterized primarily by a mix of retail and service uses. The city also has a number of smaller retail/commercial nodes that serve the neighborhoods.

#### 3.3.2.2 EXISTING ZONING

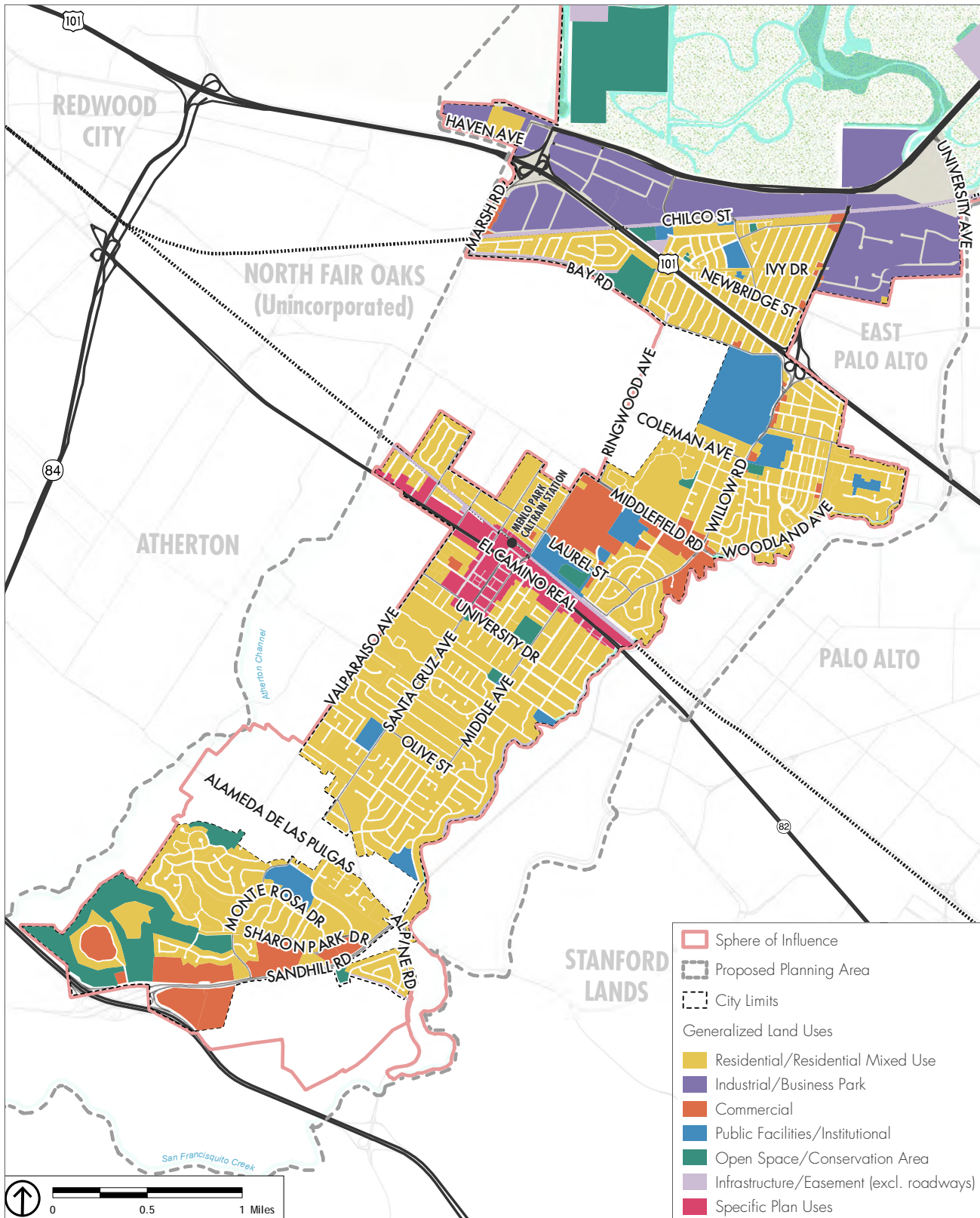
The Menlo Park Zoning Ordinance implements the land use designations in the General Plan by establishing comprehensive zoning regulations and development standards for each zoning district.

#### 3.3.2.3 BAYFRONT AREA

As stated above, the Bayfront Area is the focus of future land use change and all of the new development potential proposed under this update would occur in this area. As shown on Figure 3-3, the Bayfront Area comprises the northern-most portion of Menlo Park. The Bayfront Area is generally bounded by San Francisco Bay to the north; Redwood City to the west; East Palo Alto to the southeast; and the Menlo Park neighborhoods of Belle Haven, Flood Triangle, Suburban Park, and Lorelei Manor to the south.

The Bayfront Area contains major regional transportation links, including US Highway 101, Bayfront Expressway (State Route 84), Willow Road (State Route 114), and University Avenue (State Route 109) all of which are utilized heavily to provide access to the Dumbarton Bridge.

The majority of the Bayfront Area is made up of the City's industrial and business park land uses and includes the City's entire existing M-2 (General Industrial) Zoning district; however, this area also includes some high-density residential land uses.



Source: PlaceWorks, 2015.

Figure 3-2  
Existing General Plan Land Use Designations





Source: PlaceWorks, 2015.

Figure 3-3  
Bayfront Area





## PROJECT DESCRIPTION

As shown on Figure 3-4, the existing Zoning districts include the following:

- R-2 (Low Density Apartment Residential)
- R-4-S(AHO) (High-Density Residential District, Special, Affordable Housing Overlay)
- R-4-S (Residential)
- C-2-B (Neighborhood Commercial, Restrictive)
- C-2-S (Neighborhood Commercial, Special)
- C-4 (General Commercial)
- C-4(X) (General Commercial, Conditional)
- F-P (Flood Plain)
- M-2 (General Industrial)
- M-2(X) (General Industrial, Conditional)
- M-3 (X) (Commercial Business Park)

### 3.4 PROJECT STUDY AREA

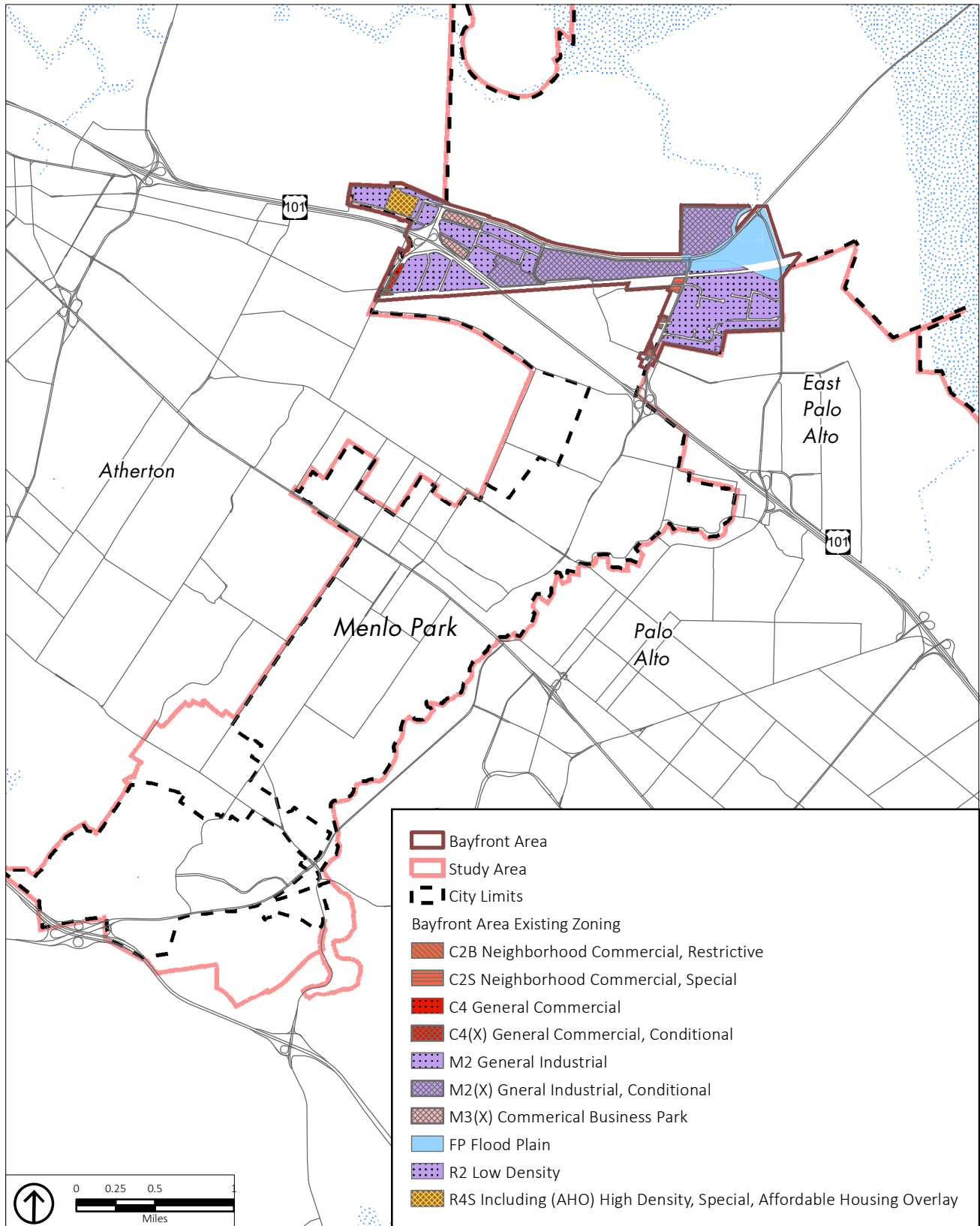
The State of California encourages cities to look beyond their borders when undertaking the sort of comprehensive planning required of a General Plan. The City only has jurisdiction over land that is within the city limits. If land within the City's Sphere of Influence (SOI) is annexed by the City of Menlo Park, it would be under Menlo Park's jurisdiction in the future.

The EIR study area consists of all land within the City of Menlo Park, its SOI (where the City maintains a role in land use and transportation decisions through future annexations of unincorporated areas), and a proposed Planning Area (where the City believes the Menlo Park community should be able to participate in influencing land use and transportation decisions). The boundaries for the Planning Area are shown in Figure 3-5 and described below.

#### 3.4.1 PLANNING AREA

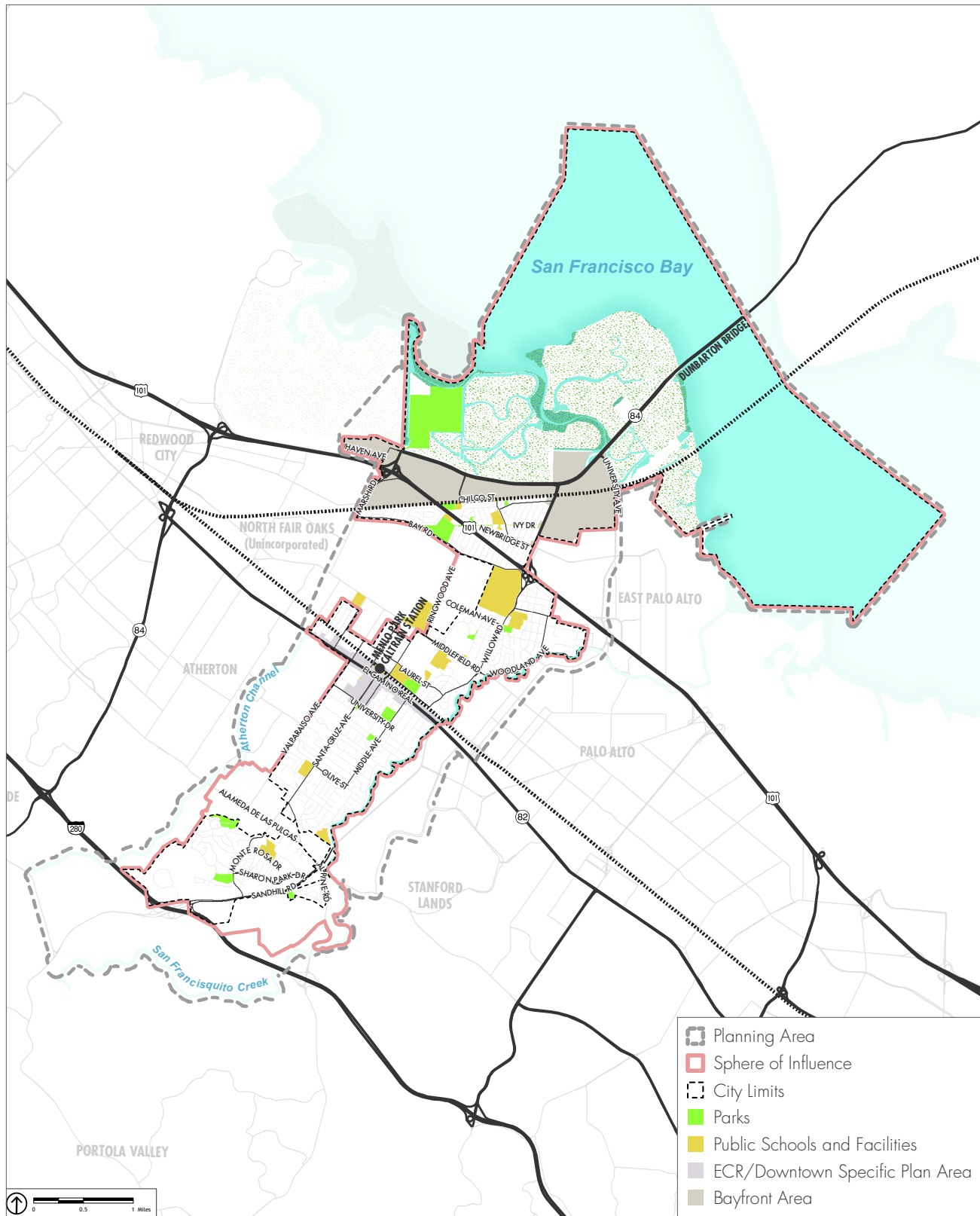
The Planning Area is 25.6 square miles, and encompasses the city limits, SOI, and portions of Palo Alto, East Palo Alto, Atherton, and unincorporated San Mateo County. The purpose of including these additional areas is to capture portions of the watersheds of San Francisquito Creek and the Atherton Channel, as well as areas of adjacent communities, that could impact or be impacted by land use, development, and other changes in Menlo Park, including impacts to hydrology, traffic, and biological resources, among others. Designating the Planning Area does not give the City any regulatory power over the land outside the city limits or SOI, but it signals to the County and to other nearby local and regional authorities that Menlo Park recognizes that development within this area may have an impact on the future of the city. The City is considering annexation of two areas in the SOI. Although the Menlo Park General Plan policies and zoning codes do not currently apply in these locations, General Plan policies must consider these areas and their relationship to the incorporated areas of Menlo Park. Because the City does not currently have jurisdiction over all of the land in the Planning Area, no physical impacts on land outside the SOI or city limits but within the Planning Area are expected. See Chapter 4.0, Environmental Evaluation, for a description of the cumulative impact scope for this EIR, which may include lands within the Planning Area and beyond, depending on the environmental topic being analyzed.





Source: City of Menlo Park; PlaceWorks, 2015.

Figure 3-4  
Bayfront Area Existing Zoning Map



Source: PlaceWorks, 2015.

Figure 3-5  
Planning Area Boundaries

## PROJECT DESCRIPTION

### 3.4.2 SPHERE OF INFLUENCE

The existing SOI is 19.1 square miles in size. The SOI is a boundary that identifies land that the City may annex in the future, and for which urban services, if available, could be provided upon annexation. Under State law, the SOI is established by the San Mateo County Local Agency Formation Commission (LAFCo) with input from the City. The purpose of the SOI is to identify areas where urban development can be best accommodated over the next 5 to 10 years in an orderly and efficient manner. While the City does not have jurisdiction over land within the SOI, designating an SOI sets precedence for ensuring that the City is able to comment on development proposed for lands within the SOI prior to annexation and to begin planning for future development of the area. Establishment of this boundary is necessary to determine which governmental agencies can provide services in the most efficient way to the people and property in the area. Unincorporated areas adjacent to Menlo Park fall under the planning, land use, and regulatory jurisdiction of San Mateo County. The City does not propose to annex any of these areas as part of this project; however, as stated above, two areas in the SOI are being considered for annexation separate from this project. These are discussed further in Chapter 4.0, Environmental Evaluation, of this Draft EIR. Other annexations may occur within the planning period and would be analyzed under separate environmental review.

### 3.4.3 CITY LIMITS

The city limits enclose an area of approximately 18 square miles, of which approximately 12 square miles consist of San Francisco Bay and wetlands. The developable area in the city is about seven square miles, of which about 20 percent is streets or other public or utilities areas. The City has primary authority over land use and other governmental actions within this area. Certain unincorporated areas outside of the city limit may still have a Menlo Park mailing address and may share certain services with the city. For example, most of the area along Alameda de las Pulgas, commonly referred to as West Menlo Park, is not actually within Menlo Park's city limit; however, it does fall within Menlo Park's SOI.

## 3.5 PROJECT OBJECTIVES

Because the proposed project mainly addresses growth in the Bayfront Area and applicable land use and circulation policies citywide, the City Council established the following specific objectives for the update of the Land Use and Circulation Elements:

- Establish and achieve the community's vision.
- Realize economic and revenue potential.
- Directly involve Bayfront Area property owners (as land use changes are expected only in that area).
- Streamline development review.
- Improve mobility for all travel modes.
- Preserve neighborhood character.

## PROJECT DESCRIPTION

### 3.6 PLANNING PROCESS

The public outreach and participation process for ConnectMenlo began in August 2014 and has included over 60 organized events including workshops and open houses, mobile tours of Menlo Park and nearby communities, informational symposia, stakeholder interviews, focus groups, recommendations by a General Plan Advisory Committee (GPAC) composed of City commissioners, elected officials, and community members, and consideration by the City Council and Planning Commission at public meetings. A description of each of these opportunities and other information has been maintained on the City's website through a project page specifically for ConnectMenlo ([www.menlopark.org/connectmenlo](http://www.menlopark.org/connectmenlo)). A summary of these opportunities is included in Appendix B, Public Process and Participation Process, of this Draft EIR. Additional opportunities will occur throughout the remainder of the process to ensure that community members play a central role in guiding the General Plan and Zoning Ordinance updates.

### 3.7 PROJECT COMPONENTS

As previously stated, the proposed project includes an update to the General Plan Land Use and Circulation Elements and a targeted Zoning Ordinance update to the Bayfront Area. Each of these components is described in detail below.

#### 3.7.1 PROPOSED GENERAL PLAN UPDATE

While much of the existing General Plan language will remain exactly the same in the updated General Plan, the project proposes a number of changes to the Land Use Element and Circulation Element. Marshes, Salt Ponds, Preserve and Landscaped Greenways, Buffers, and Parkways land use designations are consolidated into one single proposed Baylands designation. The proposed Land Use Element includes new designations in the Bayfront Area for Office, Life Sciences and Mixed Use Residential. Changes to the General Plan Land Use map are limited to the Bayfront Area, which is the area commonly referred to in its zoning context as the M-2 area. This area primarily consists of the business parks and light industrial uses between Highway 101 and the Bayfront Expressway. The proposed Land Use Element includes policies and programs that promote sustainability and complete neighborhoods, streamline environmental review for infill projects, encourage healthy communities, establish performance standards, and address climate change. Proposed General Plan programs require new or expanded development to provide community amenities such as education, transit, transportation infrastructure, neighborhood-serving amenities, child-care, housing, job training, and meaningful employment for Menlo Park youth and adults.

The proposed Circulation Element includes a new emphasis on complete streets, multi-modal transportation, and community circulation benefits from private development, transportation system safety and efficiency, and community transit services. The proposed Circulation Element includes new street classifications that adopt a multi-modal approach that establishes and promotes the suitability of streets for various travel modes and adjacent land uses.

A comprehensive list of proposed Land Use and Circulation goals, policies and programs is included in Appendix C, Proposed General Plan Goals, Policies and Programs, of this Draft EIR.

## PROJECT DESCRIPTION

The proposed General Plan Update includes the following sections:

- **Introduction.** The Introduction sets forth the purpose, philosophy, and organization of the General Plan, and identifies the Guiding Principles that describe the place that Menlo Park wants to be while protecting the character of residential neighborhoods and expanding transportation options. The Guiding Principles address the topics of citywide equity, healthy community, competitive and innovative business destination, corporate contribution, youth support and education excellence, great transportation options, complete neighborhoods and commercial corridors, accessible open space and recreation and sustainable environmental planning. The Guiding Principles build on an overall philosophy established during the 1994 Land Use and Circulation Elements update that calls for:
  - Ensuring that development has a human scale, is pedestrian and bike friendly, and provides tangible benefits to the Menlo Park community.
  - Protecting open space and natural resources.
  - Minimizing the exposure of people and property to health and safety hazards.
  - Minimizing traffic congestion and limiting through traffic in residential neighborhoods.
  - Promoting the rehabilitation of existing housing and the upgrading of existing commercial development.
  - Enhancing the city's economic vitality and fiscal health.

The Guiding Principles also embody the notion that sustainability involves a balanced economy and diversified business base that can survive economic cycles, as well as equity in the provision of education, and public services for all community members.

- **Land Use Element.** The Land Use Element provides general guidance on the physical development of the city, describing the land use designations appearing on the General Plan Land Use Diagram and outlines the general uses and standards of building density and intensity for these land use designations. Under this update, land use designations are changing in the Bayfront Area only. However, the goals, policies and programs of the Land Use Element address the topics of orderly development, neighborhood preservation, neighborhood-serving uses, business development and retention, the downtown/El Camino Real area, open space, and sustainable services, and apply citywide.
- **Circulation Element.** The Circulation Element contains a description of the street classification system based for the first time on the variety of travel modes in Menlo Park, instead of the prior system, which focused almost exclusively on the efficiency of automobile travel. The goals, policies and programs of the Circulation Element address the topics of safe transportation system, complete streets, sustainable transportation, health and wellness (through transportation enhancements), transit opportunities, transportation demand management, and parking, and also apply citywide.



## PROJECT DESCRIPTION

As described above, goals, policies, and programs of the Land Use and Circulation Elements are applicable to all development in the city. Policies and programs are at the same level of importance, and are both intended to support the goals. In most cases, goals have both policies and programs. However, it is also possible for a goal to be supported exclusively by policies or programs.

The following provides a description of goals, policies, and programs and explains the relationship between them:

- A *goal* is a description of the general desired result that the City seeks to create through the implementation of its General Plan.
- A *policy* is a specific statement that regulates activities in the city, guides decision-making and directs on-going efforts as the City works to achieve a goal. A policy is on-going and requires no further implementation. The General Plan's policies set out the guidelines that will be used by City staff, the Planning Commission, and City Council in their review of land development projects and in decision-making about City actions. A policy indicates a commitment of the local legislative body to a particular course of action. The policies of the Menlo Park General Plan have been carefully prepared to reduce and/or avoid impacts to the environment as a result of future development in the city to the extent feasible.
- A *program* is a measure, procedure, or action intended to help reach a specified goal. The City must take additional steps to implement each action in the General Plan. An action is something that can and will be completed.

Future development in Menlo Park is required to be consistent with the General Plan. A future project is consistent with the General Plan if, considering all its aspects, it will further the goals and policies of the general plan and not obstruct their attainment. Irrespective of whether a future development project is considered a project under CEQA,<sup>7</sup> thus, requiring subsequent environmental review, the City is solely responsible for determining whether future projects are consistent with the General Plan. Upon receiving a development proposal or other entitlement request, the City analyzes the proposal by checking for General Plan consistency by identifying the applicable goals and policies by topic, to determine General Plan consistency.

The Land Use and Circulation Elements are the central focus of the proposed General Plan Update. Each element is described in detail below.

### 3.7.1.1 LAND USE ELEMENT UPDATE

The updated Land Use Element reflects the Guiding Principles to ensure that land use goals, policies, and programs integrate the extensive community input on preserving existing residential neighborhoods, creating new land uses, sustainability, innovation, and community benefit. In addition to reinforcing the community's vision for the city, the updated Land Use Element describes the changes for future development in the Bayfront Area, including new land use designations and changes in designations for individual parcels. Where appropriate, policies and programs also respond to State legislation established since adoption of the 1994 General Plan.

---

<sup>7</sup> A project subject to the California Environmental Quality Act (CEQA) is defined in CEQA Section 21065.

## PROJECT DESCRIPTION

### Contents and Organization

The Land Use Element contains the following sections:

- **Overview.** This section provides an overview of the city and describes the focus of the Land Use Element Update developed as part of the ConnectMenlo project.
- **Land Use Framework.** This section describes Menlo Park's role in the Bay Area and Silicon Valley and defines the following planning boundaries: city limit, Sphere of Influence, Planning Area, and service areas.
- **City Composition.** This section describes key components of the city, including neighborhoods, commercial areas, employment centers, and open space.
- **General Plan Land Use Designations.** This section defines the seven General Plan land use categories that apply to lands within the city, including residential, commercial, Bayfront Area, El Camino/Downtown Specific Plan Area, parks and recreation, public/quasi-public and baylands. These are described more below.
- **Goals, Policies, and Programs.** This section contains seven land use goals, each of which is supported by policies and/or programs. These are included in Appendix B, Proposed General Plan Goals, Policies and Programs, of this Draft EIR.

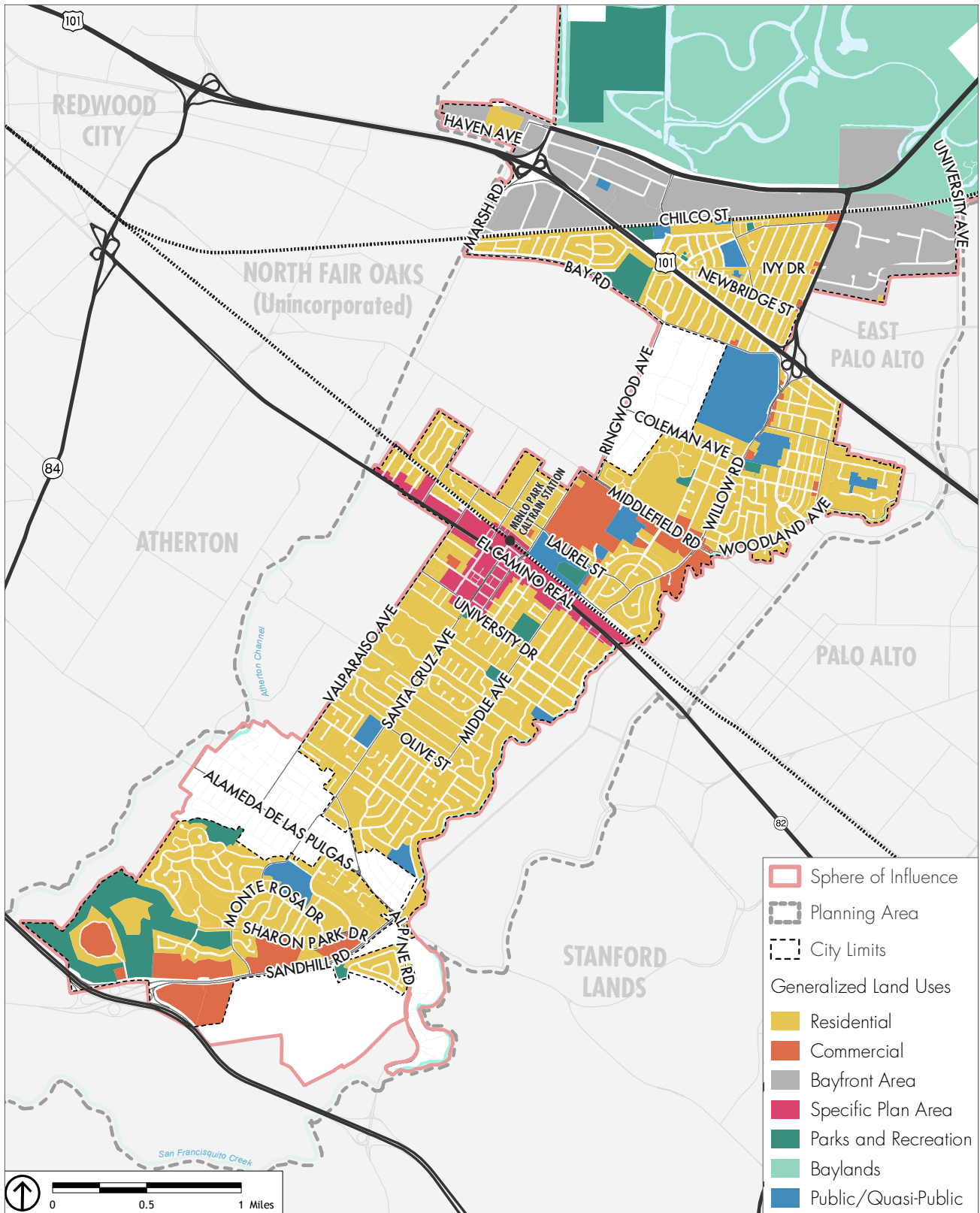
### Land Use Designations

The following paragraphs describe the existing and proposed General Plan land use designations and associated land uses, standards of density and building intensity. A common measure of building intensity is Floor Area Ratio (FAR), which is determined by dividing the amount of floor space in a building by the total area of the parcel it occupies. For example, a 10,000 square-foot building on a 20,000 square-foot parcel has a FAR of 0.5 or 50 percent.

The proposed General Plan Land Use Map is shown on Figure 3-6. The map has been updated to reflect the proposed land use designations in the Bayfront Area (i.e., M-2 Area). While the map does not portray designations at the parcel level, the City's Zoning Map does represent parcel-specific application of the Zoning districts that contain regulations for land uses and development standards within them. The proposed Land Use Element includes the following General Plan land use designations that apply city-wide, however as previously stated, the changes under this update only occur in the Bayfront Area of the city.

#### *Residential Land Use*

- **Very Low Density Residential.** This designation provides for single-family detached homes, secondary dwelling units, public and quasi-public uses, and similar compatible uses. Density shall be a maximum of 4.3 units per net 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.



Source: PlaceWorks, 2015.

Figure 3-6  
Proposed General Plan Land Use Designations

## PROJECT DESCRIPTION

- **Low Density Residential.** This designation provides for single-family detached homes, secondary residential units, public and quasi-public uses, and similar and compatible uses. Density shall be a maximum of 8.9 units per net 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.** This designation provides for single family detached and attached homes, duplexes, multi-family units, garden apartments, condominiums, public and quasi-public uses, and similar and compatible uses. Density shall be a maximum of 12.4 units per net acre, 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 units, garden apartments, condominiums, senior rental housing, public and quasi-public uses, and similar and compatible uses. Density shall be a maximum of 40 units per net acre, and may be up to 97 units per net acre for senior rental housing. The maximum FAR shall be 100 percent.

### *Commercial Land Use*

- **Retail/Commercial.** This designation provides for retail services, personal services, professional offices, banks, savings and loans, restaurants, cafes, theaters, residential uses, public and quasi-public uses, and similar and compatible uses. Residential density shall not exceed 30 units per net acre. The maximum FAR for non-residential uses shall be in the range of 40 percent to 50 percent, and 90 percent for residential uses, as identified in the applicable zoning district.
- **Professional and Administrative Office.** This designation provides for professional offices, executive, general, and administrative offices, research and development (R&D) facilities, banks, savings and loans, R&D facilities, residential uses, public and quasi-public uses, and similar and compatible uses. Residential density shall not exceed 18.5 units per net acre. The maximum FAR for non-residential uses shall be a maximum of 40 percent, as identified in the applicable zoning district.

### *Bayfront Area (M-2 Area)*

- **Light Industrial.** This designation provides for light manufacturing and assembly, distribution of manufactured products, R&D facilities, industrial supply, incidental warehousing, offices, limited retail sales (such as sales to serve businesses and employees in the area), 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, limited sales, services to serve businesses, employees and hotel/motel clientele in the area (such as restaurants, cafes, and health/fitness centers), hotel/motel to serve the local and regional market, 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 a maximum FAR of 100 percent for office uses.
- **Office.** This designation provides for office and R&D uses, business-oriented community education and training facilities, supportive commercial retail and personal services, residential, and hotel uses. The designation also accommodates existing and new light-industrial uses that are not in conflict with

## PROJECT DESCRIPTION

existing or planned commercial, residential or office uses in the vicinity. Hotels are allowed as options in several locations. The maximum base FAR for office uses shall be 45 percent and the maximum bonus FAR with community amenities shall be 100 percent. Maximum FAR for retail and service uses at the base level is 10 percent and shall be 25 percent at the bonus level. The maximum FAR for hotels shall be 175 percent.

- **Life Sciences.** This designation provides for life sciences and R&D uses, along with high-tech office and small-scale supportive commercial retail and personal services for nearby employment, residential and hotel uses. The designation also accommodates light-industrial uses that are not in conflict with existing or planned commercial, residential or life science 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 mixed-use developments with integrated or stand-alone retail and services uses, and offices that comply with the purposes of the Office Designation. Retail uses can range from small-scale businesses that serve nearby employment to a large-format grocery that also serves adjacent neighborhoods. The Mixed-Use Residential Designation is intended to promote live/work/play environments oriented toward pedestrians, transit, and bicycle use (especially for commuting to nearby jobs). It also allows higher density housing. Residential density at the base level shall not exceed 30 units per net acre and up to 100 units per acre at the bonus level. Maximum FAR for office uses and for retail and service uses is 15 percent at the base level and 25 percent at the bonus level. Maximum FAR for residential uses is 90 percent at the base level and up to 200 percent at the bonus level.

### *Specific Plan Land Use*

- **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 detail in the El Camino Real/Downtown Specific Plan. Residential density shall be in the range of between 18.5 to 50 units per net acre (base-level maximum) or 25 to 60 units per net 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*

- **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 in the range of 2.5 percent to 30 percent.

### *Public/Quasi Public*

- **Public Facilities.** This designation provides for public and quasi-public uses such as government offices, fire stations, schools, churches, hospitals, public utility facilities, sewage treatment facilities, reservoirs, and similar and compatible uses. The maximum FAR shall not exceed 30 percent generally, although specific zoning may allow for a higher FAR. The City recognizes that it does not have the authority to regulate development by federal, State, or other certain governmental agencies, but the



## PROJECT DESCRIPTION

City will work cooperatively with these agencies in an effort to ensure their development is consistent with City goals, plans, and regulations and mitigates any impacts.

- **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 remain at 15 percent.

### *Baylands*

- **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 compatible uses. The maximum amount of development allowed under this designation shall be 5,000 square feet of building floor area per parcel.

## 3.7.1.2 CIRCULATION ELEMENT UPDATE

The updated Circulation Element describes distinct issues and opportunities that the Menlo Park community is likely to face during the updated planning horizon of the General Plan, as well as key strategies for addressing them. Enacting strategies that will be effective in creating the most functional circulation system possible for the full range of users and travel modes is the focus of the goals, policies, and programs in this Element.

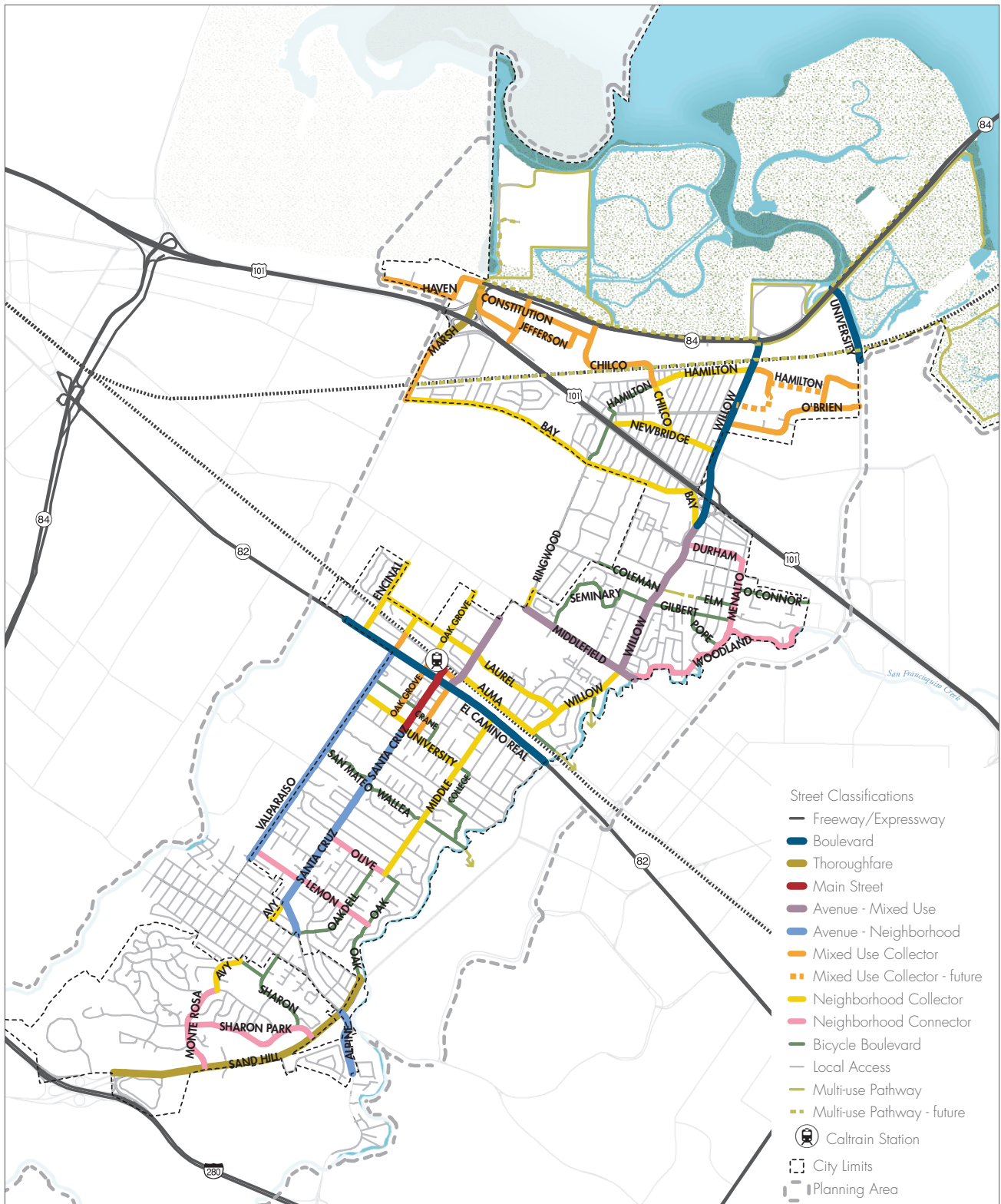
## Contents and Organization

The Circulation Element contains the following sections:

- **Overview.** This section provides an overview of the Circulation Element.
- **Safety for All Travel Modes.** This section describes the diverse circulation system in the city and associated safety features, and the Vision Zero notion to create safer city streets.
- **Street Network.** This section describes the existing conditions and uses for the city street network, the complete streets strategy, and street classifications (described below).
- **Mobility Options.** This section describes the opportunities related to the following topics: sustainable transportation, health and wellness, transit, transportation demand management (TDM), and parking.
- **Goals, Policies, and Programs.** This section contains seven circulation goals, each of which is supported by policies and/or programs. These are included in Appendix B, Proposed General Plan Goals, Policies and Programs, of this Draft EIR.

## Street Classifications

A key component of providing complete streets is establishing and promoting the suitability of streets for various travel modes and adjacent land uses. The Street Classifications are shown on Figure 3-7. Table 3-1 includes a description of how the classifications are applied to the Menlo Park roadway network and defines objectives to be met when the City resurfaces or redesigns a specific street.



Source: City of Menlo Park



Figure 3-7  
Proposed Street Classification

## PROJECT DESCRIPTION

**TABLE 3-1 DESCRIPTION OF PROPOSED STREET CLASSIFICATIONS**

Classification	Mode Priority	Description and Guidelines	Examples	FHWA Category
Freeway/ Expressway	Vehicle: Other modes: N/A	● Limited access, major regional freeways and expressways that are part of the state and regional network of highways and subject to state design standards.	Bayfront Expressway	Expressway
Boulevard		Major thoroughfare with higher frequency of transit service and mixed commercial and retail frontages.	El Camino Real	Primary Arterial
	Bicycle:	● Provides access and safe crossings for all travel modes along a regional transportation corridor. Emphasizes walking and transit and accommodates regional vehicle trips in order to discourage such trips on nearby local roadways, through collaborations with other cities and agencies. In areas of significant travel mode conflict, bicycle improvements may have lower priority if appropriate parallel corridors exist.		
	Pedestrian:	●		
	Transit:	●		
Thoroughfare	Vehicle:	●		
	Bicycle:	● Major thoroughfare, limited mixed commercial frontages.	Marsh Road, Sand Hill Road	Primary Arterial
	Pedestrian:	● Provides access and safe crossings for all travel modes along a regional transportation corridor. Emphasizes regional vehicle trips in order to discourage such trips on nearby local roadways, through collaborations with other cities and agencies.		
	Transit:	●		
Main Street	Vehicle:	●		
	Bicycle:	● High intensity, pedestrian-oriented retail street. Provides access to all travel modes in support of Downtown, includes on-street parking. Service to pedestrian-oriented retail is of prime importance. Vehicle performance indicators may be lowered to improve the pedestrian experience. Bicycle priority may be lower where appropriate parallel bicycle corridors exist.	Santa Cruz Avenue	Minor Arterial
	Pedestrian:	●		
	Transit:	●		
Avenue – Mixed Use	Vehicle:	● Streets with mixed residential and commercial frontages that serve as a main route for multiple modes. Distributes trips to residential and commercial areas.	Willow Road (south of Bay), Middlefield Road	Minor Arterial
	Bicycle:	● Provides a balanced level of service for vehicles, transit, bicycles, and pedestrians, wherever possible. Bicycle priority is greater along identified bicycle corridors. Pedestrian improvements are comfortable to walk along, and provide safe crossings at designated locations.		
	Pedestrian:	●		
	Transit:	●		

## PROJECT DESCRIPTION

**TABLE 3-1 DESCRIPTION OF PROPOSED STREET CLASSIFICATIONS**

Classification	Mode Priority	Description and Guidelines	Examples	FHWA Category
Avenue – Neighborhood	Bicycle: ● Pedestrian: ● Transit: ● Vehicle: ●	Streets with residential frontages that serve as a main route for multiple modes. Distributes trips to residential areas. Provides a balanced level of service for vehicles, transit, bicycles, and pedestrians, wherever possible. Bicycle priority is greater along identified bicycle corridors. Pedestrian improvements are comfortable to walk along, and provide safe crossings at designated locations.	Santa Cruz Avenue (south of University Drive), Valparaiso Avenue	Minor Arterial
Mixed-Use Collector	Bicycle: ● Pedestrian: ● Transit: ● Vehicle: ●	Mixed-use street that serves a significant destination. Prioritizes walking and bicycling. Accommodates intra-city trips while also distributing local traffic to other streets and areas.	Chilco Street (n of rail corridor), O’Brien Drive, Haven Avenue	Collector
Neighborhood Collector	Bicycle: ● Pedestrian: ● Transit: ● Vehicle: ●	Primarily residential street that serves a significant destination. Prioritizes walking and bicycling. Accommodates intra-city trips while also distributing local traffic to other streets and areas. Accommodating vehicle traffic while ensuring a high quality of life for residents is a key design challenge.	Bay Road, Laurel Street, Hamilton Avenue	Collector
Neighborhood Connector	Bicycle: ● Pedestrian: ● Transit: ○ Vehicle: ●	Low-medium volume residential through street. Primarily serves residential neighborhoods. Provides high quality conditions for walking and bicycling and distributes vehicle, pedestrian, and bicycle trips to and from other streets.	Monte Rose Avenue, Woodland Avenue	Local
Bicycle Boulevard	Bicycle: ● Pedestrian: ● Transit: ○ Vehicle: ●	Low volume residential street, serving mostly local traffic, connecting key bicycle facilities. Provides access primarily to abutting uses. These streets should offer safe and inviting places to walk and bike.	San Mateo Drive, Hamilton Avenue	Local
Local Access	Bicycle: ● Pedestrian: ● Transit: ○ Vehicle: ●	Low volume residential street, serving mostly local traffic. Provides access primarily to abutting uses. These streets should offer safe and inviting places to walk and bike.	San Mateo Drive	Local
Multi-Use Pathway	Bicycle: ● Pedestrian: ● Transit: N/A Vehicle: N/A	Pedestrian and bicycle pathway. Provides priority access to pedestrians and bicycles only, per Caltrans pathway minimum standards. Multi-use pathways feature high-quality crossings where they traverse major roadways.	Bay Trail	N/A

Notes: ● = High Priority ● = Medium Priority ○ = Low Priority

## **PROJECT DESCRIPTION**

The list of objectives in the Street Classifications is one means of ensuring that the City fulfills its Complete Streets mission. Like most cities, Menlo Park has been relying on classifications required by the Federal Highway Administration (FHWA) for projects seeking federal funding. This system is primarily automobile focused and does not take into consideration local context, land use, or built form. The Street Classifications shown in Table 3-1 retain a correlation to the FHWA classification to ensure that Menlo Park remains eligible for federal transportation funds.

Some uses are independent of a street's normal form and function, such as routes for emergency vehicles, streets adjacent to major transit stations or school zones, and bicycle priority streets. These uses do not necessarily dictate the specific design of a street, but instead encourage design flexibility to better serve the specific purposes. For example, local access streets that can best serve bicycles should be clearly identified so that roadway and intersection features that would discourage bicyclists are not emphasized in their design. Similarly, emergency routes may require width and design exceptions to accommodate movements of emergency vehicles; for example, where a roundabout is appropriate for a particular intersection, its edges may need to be rounded so that large fire trucks can roll over them rather than have to swerve around them.

### **3.7.1.3 PROPOSED GENERAL PLAN POLICIES**

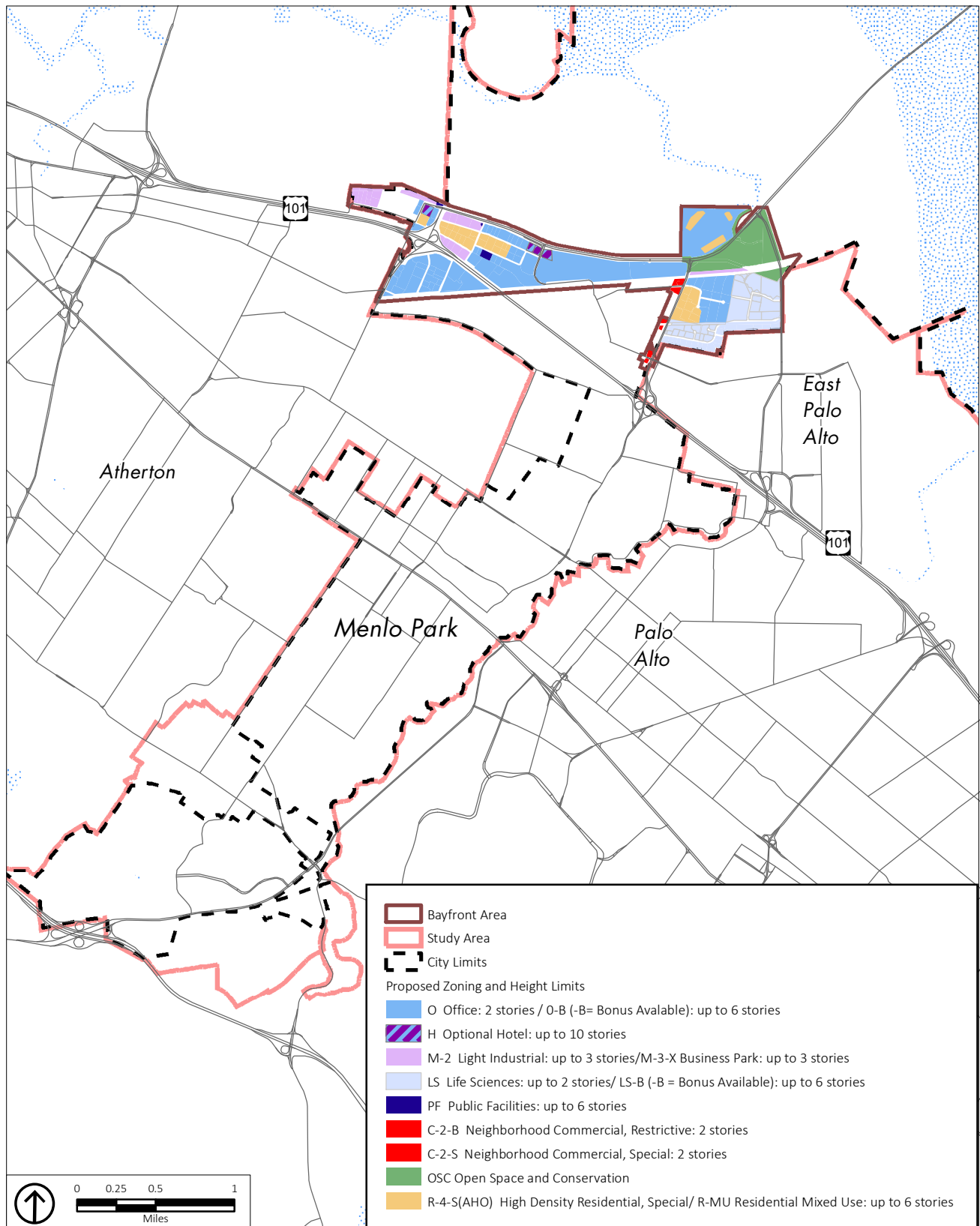
The proposed policies of the Land Use and Circulation Elements have been carefully prepared to reduce and/or avoid impacts to the environment as a result of future development in the city to the extent feasible. The proposed policies aim to reduce vehicle miles traveled, greenhouse gas emissions, air quality pollutants, energy consumption, water demand, and solid waste generation by promoting infill development; increasing opportunities for alternative modes of transportation, pedestrian and bicycle access and connectivity, and local jobs; protecting open space; conserving natural resources; and requiring adherence to green building practices. General Plan policies aim to avoid hazardous conditions and facilitate a healthy and safe environment for residents and visitors to Menlo Park. In addition, General Plan policies aim to protect cultural resources and ensure new development and redevelopment is compatible with neighboring land uses. These proposed General Plan policies are listed in the Impact Discussions of Chapters 4.1 through 4.14 to illustrate where the proposed policies would reduce impacts from future development in Menlo Park. A comprehensive list of proposed policies is provided in Appendix B, Proposed General Plan Goals, Policies and Programs, of this Draft EIR.

## **3.7.2 PROPOSED ZONING ORDINANCE UPDATE**

### **3.7.2.1 ZONING DISTRICTS**

The proposed project includes an update to the City's Zoning Ordinance for the Bayfront Area, including both development regulations and design standards, to ensure consistency with the General Plan Update. Other than as identified, no other zoning ordinances are being modified or added as part of the proposed project. The proposed Zoning Ordinance Update would create the three new Zoning districts (described below), which would apply to lands within the Bayfront Area only, modify the C-2-B (Neighborhood Commercial, Restrictive) to allow residential uses (up to 30 units per acres) and create a streamlined hazardous materials review process. Minor clean-up to text amendments for the consistency and clarity are also proposed. The proposed update to the Zoning map for the Bayfront Area is shown on Figure 3-8.





Source: City of Menlo Park; PlaceWorks, 2015.

Figure 3-8  
Bayfront Area Proposed Zoning Map

## PROJECT DESCRIPTION

As shown on Figure 3-8, parcels along the west end of Haven Avenue will retain the M-2 zoning designation. The parcels along Independence and Constitution Drives will retain the M-3(X) zoning designation, due to existing development agreements that are currently in place. Properties along the northwest side of Willow Road will retain current commercial or residential zoning designations; however, the C-2-B zoning district will be modified to allow residential use above ground floor retail.

The proposed Zoning districts 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. The addition of housing in the R-MU district will foster a live/work/play environment.

The standards for development within the proposed districts allow increased development intensities with the provision of community amenities. The proposed project includes rezoning the majority of properties located in the Bayfront Area to be consistent with their proposed new General Plan land use designation as follows:

- **Office (O).** This district allows new high-tech office, R&D, and life sciences uses, along with supportive commercial retail and personal services for nearby employment and hotel uses. The district also accommodates existing light-industrial uses and new light-industrial uses that are not in conflict with existing or planned commercial, residential, or O district uses in the vicinity. Hotels are allowed as an option in several locations. The maximum base FAR shall be 45 percent, plus 10 percent for commercial uses. The maximum bonus-level FAR with community amenities shall be 100 percent, plus 25 percent for commercial uses. The maximum FAR for hotels shall be 175 percent.
- **Life Sciences (LS).** This district allows new life sciences and R&D uses, along with limited high-tech office and small-scale supportive commercial retail and personal services for nearby employment and hotel uses. The district also accommodates existing light-industrial uses and new light-industrial uses that are not in conflict with existing or planned commercial, residential, or LS District uses in the vicinity. The maximum base FAR shall be 55 percent, plus a maximum 10 percent for commercial uses. The maximum bonus-level FAR with community amenities shall be 125 percent, plus 10 percent for commercial uses.
- **Residential – Mixed Use (R-MU).** This district allows high-density residential/retail mixed-use development along specific retail corridors. Retail uses can range from small-scale businesses that serve nearby employment to a large-format grocery that also serves adjacent neighborhoods. The district is intended to promote the creation of residential and residential mixed-use neighborhoods oriented toward pedestrians, transit, and bicycle use, especially for commuting to nearby jobs. Residential density shall not exceed 100 dwelling units per net acre at the bonus level. Maximum FAR shall be 25 percent for office, retail, and service uses, and 200 percent for residential uses at the bonus level.

## PROJECT DESCRIPTION

For each proposed Zoning district, the proposed Zoning Ordinance update includes, but is not limited to, the following provisions:

- Purpose
- Applicability
- Allowable land uses (permitted uses, administratively permitted uses, and conditional uses)
- Development regulations, including:
  - Minimum lot size
  - Minimum setbacks
  - Allowable residential density
  - Maximum FAR
  - Maximum building heights
  - Minimum on-site open space
  - Vehicle and bicycle parking requirements
- Bonus development regulations.
- Community amenities required for bonus development regulations.
- Design standards, such as standards pertaining to:
  - Building setbacks and projections
  - Building profile and setbacks
  - Landscape design
  - Access, parking, and connectivity
  - Ground floor entries
  - Building modulation
  - Materials
  - Architectural details
  - Lighting
  - Open space design

### 3.7.2.2 NEW DEVELOPMENT POTENTIAL

As stated above, the General Plan Land Use Element update includes changes to the General Plan land use map and specific properties to reflect the proposed new land use designations within the Bayfront Area. The proposed project does not change any land use designations outside of the Bayfront Area. Changes in the Bayfront Area could result in new development potential above what is allowed in the current General Plan as follows:

- 2.3 million square feet of non-residential space
- 400 hotel rooms
- 4,500 residential units
- 11,570 residents; and
- 5,500 employees

### 3.7.3 BUILDOUT PROJECTIONS

The buildout of the potential future development within identified locations is based on a horizon year of 2040; therefore, this EIR analyzes growth occurring between 2016 and 2040, which represents a 24-year buildout horizon. Under CEQA Guidelines Section 15126.6(3)(A), when a project consists of the revision of a plan or policy, the project's impacts are assessed against existing conditions, and future conditions under the existing plan are treated as the "No Project" alternative. The 2040 horizon year is generally consistent with other key planning documents, including *Plan Bay Area*, which is the Bay Area's Regional

## PROJECT DESCRIPTION

Transportation Plan (RTP)/Sustainable Community Strategy (SCS).<sup>8</sup> *Plan Bay Area* is the long-range integrated transportation and land-use/housing strategy through 2040 for the San Francisco Bay Area pursuant to Senate Bill 375, the Sustainable Communities and Climate Protection Act.<sup>9</sup>

Under Section 15064(d) of the CEQA Guidelines, “In evaluating the significance of the environmental effect of a project, the lead agency shall consider direct physical changes in the environment which may be caused by the project and reasonably foreseeable indirect physical changes in the environment which may be caused by the project.” The buildout projections represent the City’s projection of “reasonably foreseeable” development that could occur over the next 24 years under the General Plan and are used as the basis for the EIR’s environmental assessment. See Chapter 4, Environmental Evaluation, of this Draft EIR, for a description of environmental analysis scenarios for this EIR.

Table 3-2 provides a summary of the total development projections, showing all of the reasonably foreseeable growth under the existing General Plan and the net new development potential that is proposed to occur in the Bayfront Area as shown on Figure 3-3. Table 3-2 is organized by land use categories to show how proposed changes could occur under the proposed General Plan update and the following additional scenarios:

- **Existing Conditions:** Includes existing development built on the ground at the time of the Notice of Preparation.
- **Cumulative Projects:** Includes planned and reasonably foreseeable projects (i.e. pending applications, recently approved, or under construction) in Menlo Park except for the current Facebook Campus Expansion Project, which is shown in a separate column. A list of planned/ reasonably foreseeable projects is shown in Chapter 4, Environmental Evaluation, of this Draft EIR.
- **Facebook Campus Expansion:** Includes the Facebook Campus Project located in the Bayfront Area, which is a separate project and is currently undergoing separate project-level environmental review.<sup>10</sup> The Facebook Campus Expansion Project is included in the cumulative analysis of this EIR.
- **Current General Plan:** This is the previously-approved and ongoing development potential under current conditions and represents the ongoing development potential under “No Project” alternative, which is discussed in Chapter 5, Alternatives to the Proposed Project, of this Draft EIR.
- **Proposed Bayfront Area:** This represents the increased development potential for the Bayfront Area only, but does not include the Facebook Campus Expansion Project, which is shown in a separate column.
- **Maximum Citywide 2040 Buildout:** Includes the total Existing Conditions, “Approved” Projects including the Facebook Expansion Project, Current General Plan, and the proposed Bayfront Area Development Potential.

---

<sup>8</sup> Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG), 2013. *Plan Bay Area*, Strategy for a Sustainable Region. March (adopted July 18).

<sup>9</sup> The Act to amend Sections 65080, 65400, 65583, 65584.01, 65584.02, 65584.04, 65587, and 65588 of, and to add Sections 14522.1, 14522.2, and 65080.01 to, the Government Code, and to amend Section 21061.3 of, to add Section 21159.28 to, and to add Chapter 4.2 (commencing with Section 21155) to Division 13 of, the Public Resources Code, relating to environmental quality.

<sup>10</sup> Facebook Campus Expansion Project EIR, State Clearinghouse Number 2015062056.

## PROJECT DESCRIPTION

TABLE 3-2 EXISTING AND PROPOSED 2040 HORIZON-YEAR BUILDOUT PROJECTIONS

Category	Existing Conditions <sup>a</sup>	Cumulative Projects <sup>b</sup>			Proposed Project		Maximum Citywide 2040 Buildout <sup>f</sup>
		+ Remainder of the City	+ Facebook Campus Expansion <sup>c</sup>	+ Current General Plan <sup>d</sup>	+ Proposed Bayfront Area <sup>e</sup>	=	
BAYFRONT AREA							
Non-Residential Square Feet							
Office District	7.2 million	800,000	127,000	585,000	700,000	9.4 million	
Life Sciences District	1.4 million	0	0	700,000	1.4 million	3.5 million	
Commercial <sup>g</sup>	50,000	50,000	0	75,000	200,000	375,000	
<i>Total Non-residential</i>	<i>8.7 million</i>	<i>850,000</i>	<i>127,000</i>	<i>1.4 million</i>	<i>2.3 million</i>	<i>13.4 million</i>	
Hotel Rooms <sup>h</sup>	0	250	200	n/a	400	850	
Residential Units <sup>j</sup>	0	780	0	150	4,500	5,430	
Population <sup>i</sup>	0	2,000	0	390	11,570	13,960	
Employees	19,800	4,700	6,550	3,400	5,500	39,950	
REMAINDER OF CITY							
Non-Residential Square Feet	5.9 million	550,000	n/a	355,000	n/a	6.8 million	
Hotel Rooms <sup>h</sup>	570	70	n/a	n/a	n/a	640	
Residential Units <sup>j</sup>	13,100	500	n/a	850	n/a	14,450	
Population <sup>i</sup>	32,900	1,300	n/a	2,190	n/a	36,390	
Employees	11,100	1,200	n/a	1,000	n/a	13,300	
CITYWIDE TOTALS							
<i>Non-Residential Square Feet</i>	<i>14.6 million</i>	<i>1.4 million</i>	<i>127,000</i>	<i>1.8 million</i>	<i>2.3 million</i>	<i>20.6 million</i>	
<i>Hotel Rooms<sup>h</sup></i>	<i>570</i>	<i>320</i>	<i>200</i>	<i>0</i>	<i>400</i>	<i>1,490</i>	
<i>Residential Units<sup>j</sup></i>	<i>13,100</i>	<i>1,280</i>	<i>0</i>	<i>1,000</i>	<i>4,500</i>	<i>19,880</i>	
<i>Population<sup>i</sup></i>	<i>32,900</i>	<i>3,300</i>	<i>0</i>	<i>2,580</i>	<i>11,570</i>	<i>50,350</i>	
<i>Employees</i>	<i>30,900</i>	<i>5,900</i>	<i>6,550</i>	<i>4,400</i>	<i>5,500</i>	<i>53,250</i>	

Notes: Numbers are estimates and rounded for the purposes of this programmatic environmental review.

a. Includes existing development on the ground.

b. Includes reasonably foreseeable projects (i.e., pending applications, recently approved, or under construction) in the study area; excludes the current Facebook Campus Expansion Project shown in a separate column. A list of approved projects is shown in Chapter 4, Environmental Evaluation, of this Draft EIR.

c. Currently undergoing separate project-level environmental review.

d. This represents what could be built if the proposed project were not approved, which is the ongoing development potential of the “No Project” condition discussed in Chapter 5, Alternatives to the Proposed Project, of this Draft EIR. The figures do not include the current Facebook project.

e. The Proposed Bayfront Area development potential represents increased development potential for the Bayfront Area only, but does not include the Facebook Campus Expansion Project, which is shown in a separate column.

f. The Maximum Citywide 2040 Buildout represents the total of the five previous columns.

g. Potential Commercial square footage in the Bayfront Area would occur within Office, Life Science, and Residential districts.

h. Three hotels are proposed under the current General Plan; Hotel square footage is not included in the Facebook Campus Expansion Project and Proposed Bayfront Area development potential non-residential square feet.

i. Assumes 2.57 persons per household per Association of Bay Area Governments (ABAG) *Projections 2013, Subregional Study Area Table*.

j. Residential units proposed in the Bayfront Area would include multi-family units and dormitory style units. Residential units proposed throughout the remainder of the city could include multi-family units and single-family units developed as second units where single-family units currently exist.

## PROJECT DESCRIPTION

As shown in Table 3-2, the remaining buildout potential that is being reaffirmed under the current General Plan is 1.8 million square feet of non-residential space, 0 hotel rooms and 1,000 residential units, and up to 2,580 new residents and 4,400 new employees. The proposed net new growth for the Bayfront Area only is 2.3 million square feet of non-residential space, 400 hotel rooms and 4,500 residential units, and up to 11,570 new residents and 5,500 new employees. When combined, the proposed net new development potential of the Bayfront Area plus the current General Plan development potential (but not including Facebook Campus Expansion or other cumulative projects) for the 2040 horizon year is 4.1 million square feet of non-residential space, 400 hotel rooms and 5,500 residential units, and up to 14,150 new residents and 9,900 employees. The impact of this “full” development potential is what is being analyzed in this Draft EIR as the proposed project.

### 3.8 INTENDED USES OF THIS EIR

This EIR is a program-level EIR and does not evaluate the impacts of specific, individual developments that may be allowed under the proposed General Plan and Zoning Ordinance. Each specific future project may require separate environmental review, as required by CEQA, to secure the necessary discretionary development permits. Therefore, while subsequent environmental review may be tiered off this EIR, this EIR is not intended to address impacts of individual projects. Future activity that could occur following the certification of this EIR includes the following, provided they are consistent with the General Plan and Zoning Ordinance:

- Specific Plans.
- Property rezonings.
- Public and private development project approvals (e.g., tentative maps, variances, use permits).
- Development Agreements.
- Funding approval of capital projects.
- Issuance of permits and other approvals necessary for implementation of the proposed General Plan.

### 3.9 REQUIRED PERMITS AND APPROVALS

The proposed project would be adopted solely by the City. Future development will need to conform to applicable Zoning district development and design standards, and be consistent with General Plan goals and policies. Depending on the proposal, a project may be exempt from CEQA review because a CEQA exemption applies or the approval is ministerial,<sup>11</sup> or a project may require further environmental review and subsequent analysis in a Negative Declaration, Mitigated Negative Declaration, or an Environmental Impact Report. Projects may be ministerial, requiring no discretionary action or may require review and approval by the Community Development Director, Planning Commission, and/or the City Council, and other agencies as needed. Building permits will be required for all structures.

---

<sup>11</sup> Projects may be ministerial, which means that they do not require any discretionary review. Building permits will be required for all structures.