

LAND USE GOALS AND POLICIES 5

This chapter outlines land use goals and policies for the Specific Plan. These goals and policies reflect input from the community, City staff, and other key stakeholders. These are an extension of the General Plan goals and policies that focus on the Plan Area. The Specific Plan's policies provide clear parameters by which City staff and decision-makers can review proposed development projects. Specifically, the policies in this chapter are meant to support the vision outlined in Chapter 4, Vision and Major Strategies.

Land Use & Community Character Goals and Policies

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| Goal LU-1 | A balance of land uses that satisfies residents' needs for a complete mix of residential, retail, commercial, industrial, and public uses. |
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- Policy LU-1.1 Foster a series of districts with different characters and land uses that collectively create a place that is 'more than the sum of its parts:'
- 4 Corners Gateway; an active, urban, mixed-use area that is a destination for the whole City.
 - Bay Road Central Core; a community-serving nonprofit, medical, and local business core.
 - Innovation & Tech Employment; composed of:
 - Waterfront Office: high-tech and higher-intensity job district with ample public spaces and amenities.
 - Ravenswood Employment Center: middle-intensity job district with active ground floors or makerspaces.
 - Industrial Transition (Light Industrial); lower-tech and lower-intensity job district with a mix of production spaces.
 - Urban Residential; multifamily housing intended for local residents and workers that serves as a transition between employment and housing.
- Policy LU-1.2 Provide a variety of attached and stacked housing types, with an emphasis on mixed-use buildings with apartments or condominiums, standalone midrise housing, and townhomes. Serve a mix of income levels and diversity of household needs.
- Policy LU-1.3 Strive to maximize new residential uses at 4 Corners, along Bay Road Central, and at the edges of the Innovation and Tech Employment district. The latter will serve as a buffer between new office/industrial development and existing lower-scale residential neighborhoods.

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- Policy LU-1.4 Through the FAR and Community Benefits Framework, ensure that major office/R&D developments include complementary land uses such as retail, restaurants, community amenities/facilities; public parks and trails; and high-quality affordable housing (where permitted) to foster a diverse built environment in the Plan Area.
- Policy LU-1.5 Support the development of new employment uses that bring access to a wide range of high-quality jobs (that pay a livable wage) to people with a variety of skill levels, including life science/laboratory, R&D, community retail, light industrial, makerspace, and advanced manufacturing.
- Policy LU-1.6 Maintain and expand light industrial space and uses along Demeter Street to provide a diversity of jobs in the Plan Area, for instance jobs related to light manufacturing, technical skills, building trades, tech business support, start-up businesses, maker/flex.
- Policy LU-1.7 Locate active frontages, neighborhood-serving commercial uses, and public open spaces in close proximity to each other.
- Policy LU-1.8 Focus the highest level of ground-floor activity in two key areas along Bay Road: at 4 Corners and around CENTERARTS, with slightly lower levels of ground-floor activity located at major entrance points into the employment district. Generally, this ground-floor activity should consist of retail, eating establishments, personal services, and similar commercial uses, but makerspaces and community-serving uses are also desirable on ground floors.
- Policy LU-1.9 Ensure that major development projects construct spaces within the Plan Area that directly serve the community, including daycare and childcare, community centers, space for nonprofits and community organizations, subsidized local merchant

spaces, shared makerspaces, coworking space, resource or navigation centers, and/or job training and workforce development centers.

- Policy LU-1.10 Encourage and allow community-serving programming such as arts, live music, entertainment, and similar uses.
- Policy LU-1.11 Maintain adequate separation between potentially incompatible land uses.
- Policy LU-1.12 Support development of housing sites designated in the Plan Area to accommodate a portion of the City's Sixth Cycle Regional Housing Needs Allocation and meet Housing Element goals and objectives.
- Policy LU-1.13 Verify that all development projects meet the current Green Building standards in effect in the City at the time of approval. Encourage major projects to go beyond the City's minimum building energy efficiency code requirements and achieve LEED certification at Gold or Platinum level.

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| Goal LU-2 | An activated Bay Road that enhances the city's image and identity. |
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- Policy LU-2.1 Ensure that development along Bay Road helps reinforce the corridor's importance as the primary "activity spine" within the Plan Area.
- Policy LU-2.2 Ensure well-maintained public plazas and privately-owned publicly-accessible spaces are provided in all major development projects that front onto Bay Road, ideally directly adjacent to or within a short walk of Bay Road.
- Policy LU-2.3 Ensure that all development in the Plan Area adheres to the Specific Plan's 'active frontage' design standards and guidelines. These require active ground-floor uses on key street segments and

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facade design that promotes strolling, socializing, and community vibrancy.

- Policy LU-2.4 Facilitate the acquisition of sites to implement needed mobility improvements including widening of Bay Road, consistent sidewalks, and a high-quality public realm. Project applicants shall take the lead in acquiring sites.
- Policy LU-2.5 Seek to maximize redevelopment of underutilized commercial sites along Bay Road.
- Policy LU-2.6 Emphasize Pulgas Avenue as a secondary activity spine that complements Bay Road, with a focus on active residential, institutional, and other public-serving uses.

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| Goal LU-3 | Strengthened and enhanced residential neighborhoods. |
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- Policy LU-3.1 Prohibit the use of eminent domain by the City on any residentially-zoned property in the Plan Area which is vital for maintaining neighborhood's structure, cohesion, and identity.
- Policy LU-3.2 Ensure that new development throughout the Plan Area improves sidewalks, streetscapes, landscaping, roadways, lighting, storm drainage and utilities where appropriate in adjacent neighborhoods.
- Policy LU-3.3 Require that all new developments immediately adjacent to existing homes be designed with screening, landscaping, setbacks, stepbacks, and/or transitions in building height, materials, scale, and character. The design intent is to ensure that new development is scaled appropriately and is relatively compatible from a massing and architectural standpoint.

- Policy LU-3.4 Focus the tallest buildings at the far eastern end of Bay Road and in the Innovation and Tech employment core, farthest from single-family residential areas. At 4 Corners, taller buildings are allowed if appropriate context-sensitive transitions to the adjacent neighborhood are provided, including stepbacks, setbacks, and screening. Moderately scaled buildings are encouraged along central stretches of Bay Road and as a buffer between new development and existing homes.
- Policy LU-3.5 Ensure that new developments respect the major and minor view corridors which run east to west within the Employment District or provide functionally similar viewsheds for the community. (More information is provided in Chapter Six.) As much as possible, the design intent is that these corridors widen as they approach the Bay.
- Policy LU-3.6 Ensure that construction impacts on the community are minimized to the greatest extent practicable.

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| Goal LU-4 | A community that is appropriately protected from potential hazards generated by new employment uses. |
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- Policy LU-4.1 Prohibit the development of heavy industries that have hazardous impacts on the health of the community. Promote the safe development of industries that are clean and advanced in the Plan Area by enforcing performance standards for these uses. Advanced industries include clean, low-impact manufacturing of major electronics and auto-related technologies/assembly.
- Policy LU-4.2 Monitor and control the type and quantity of chemical use by businesses that are located adjacent to mixed-use and residential sites to minimize exposure in the event of accidental chemical releases to the environment.

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- Policy LU-4.3 Ensure that a Health Risk Assessment is prepared in accordance with Bay Area Air Quality Management District (BAAQMD) permit requirements for facilities producing new potentially hazardous air emissions in the Plan Area. If the health risk assessment concludes that an unacceptable risk would be posed to nearby sensitive receptors, including schools, ensure adequate mitigation is provided to reduce the emissions to the fullest extent possible and to an acceptable level of risk.
- Policy LU-4.4 Follow the regulations pertaining to siting of new schools in California described in Public Resources Code Section 21151.8 and Education Code Section 17123 to identify facilities within a quarter-mile radius of a proposed school site that might emit hazardous air emissions and require a Health Risk Assessment to ensure these emissions do not pose an unacceptable risk to the school, or if there is no suitable alternative site, that these risks are mitigated to the extent possible and publicly acknowledged.
- Policy LU-4.7 Ensure that schools proposed to be constructed in Waterfront Office or REC zones follow all environmental precautions and regulatory requirements (schools are conditionally allowed in these zones).
- Policy LU-4.8 New development with sensitive receptors, such as housing or schools, within a quarter mile of existing industrial uses that may produce potentially hazardous air emissions, shall include a targeted assessment of health risks through the project-specific CEQA process.

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| Goal LU-5 | Development that remediates existing soil and groundwater contamination. |
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- Policy LU-5.1 For all new development or substantial renovation or rehabilitation (greater than 20 percent of assessed

valuation), require a Phase I Environmental Site Assessment (ESA), and, if recommended by the Phase I ESA, a Phase II ESA to include soil and groundwater sampling and analysis. Share the results of the Phase I/II ESA with appropriate regulatory agencies to enable an appropriate remediation plan to be developed. The remediation plan may include soil and groundwater cleanup, engineering controls such as vapor barriers or venting systems, and institutional controls such as deed restrictions or activity use restrictions.

Policy LU-5.2 For all projects located on sites with known or potential contamination, including all sites east of Demeter Street/Clarke Ave, a Risk Management Plan (RMP) shall be prepared and submitted to the California Department of Toxic Substances Control (DTSC) and/or the San Francisco Regional Water Quality Control Board (RWQCB) for review and approval before applying for entitlements from the City. Applicants shall submit an application to both the DTSC and the RWQCB with enough site information to allow the agencies to determine the appropriate lead agency. The lead agency, DTSC or RWQCB, will review all future development plans, provide comments, and approve final plans before commencement of construction.

Policy LU-5.3 All projects proposing residential, medical, community, civic, or institutional uses shall conduct a site assessment or screening for vapor intrusion risk, per State Water Board guidance. Groundwater solvents in particular shall be investigated at all sites. If vapor intrusion risk exceeds the established thresholds, then a risk management plan shall be determined. Remediation should be the preferred response action. For sites where site-specific conditions prevent remediation, mitigation may be necessary as a long-term measure.

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Policy LU-5.4 Proposed developments in the Plan Area adjacent to active remediation systems or groundwater monitoring systems shall notify the lead agency in charge of remediation.

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| Goal LU-6 | Development that complies with regulations and standards from regional agencies. |
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Policy LU-6.1 Follow the land use planning and approval processes outlined in the Palo Alto Airport Land Use Compatibility Plan (ALUCP). Avoid land uses that negatively affect air navigation as described in the ALUCP or are in excess of maximum heights identified in the ALUCP from the Traffic Pattern Zone.

Policy LU-6.2 Ensure that the Menlo Park Fire Protection District (MPFPD) reviews construction plans for roadway modifications, internal circulation, and establish, if needed, temporary alternative emergency routes to be used for the duration of the construction project. During design review, ensure that roads and driveways are established that meet all applicable code requirements for emergency access, potentially including signal preemption mechanisms. Ensure that MPFPD reviews building plans for compliance with the Fire Code and establishes a future inspection schedule.

Policy LU-6.3 Ensure that projects subject to Bay Conservation & Development Commission (BCDC) jurisdiction receive permit approval from BCDC after being granted planning entitlements from the City. Encourage applicants to engage in the pre-application process with BCDC; the pre-application process will typically include a project review by the Commission's Design Review Board and/or Engineering Criteria Review Board. All final development plans will be approved by BCDC.

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| Goal LU-7 | Maintenance and conservation of historic, archeological, and tribal cultural resources. |
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- Policy LU-7.1 Ensure that City, State, and Federal historic preservation laws, regulations, and codes are implemented, including State laws related to archaeological resources, in order to protect historic, cultural, and prehistoric resources. This may include preparation of a project-specific Archaeological Resources Assessment (ARA); see the Mitigation, Monitoring, and Reporting Program (Appendix C) for more details.
- Policy LU-7.2 In the event that a potential impact to a tribal cultural resource is identified, projects shall develop appropriate protection and/or mitigation measures to reduce potential impacts to a less than significant level to identified and significant resources eligible for inclusion on the California Register of Historical Resources (CRHR).
- Policy LU-7.3 Upon the discovery of Native American human remains during construction, development activity will cease until professional archaeological examination confirms that the burial is human. Non-invasive testing is recommended. If the remains are determined to be Native American, applicable State laws shall be implemented.