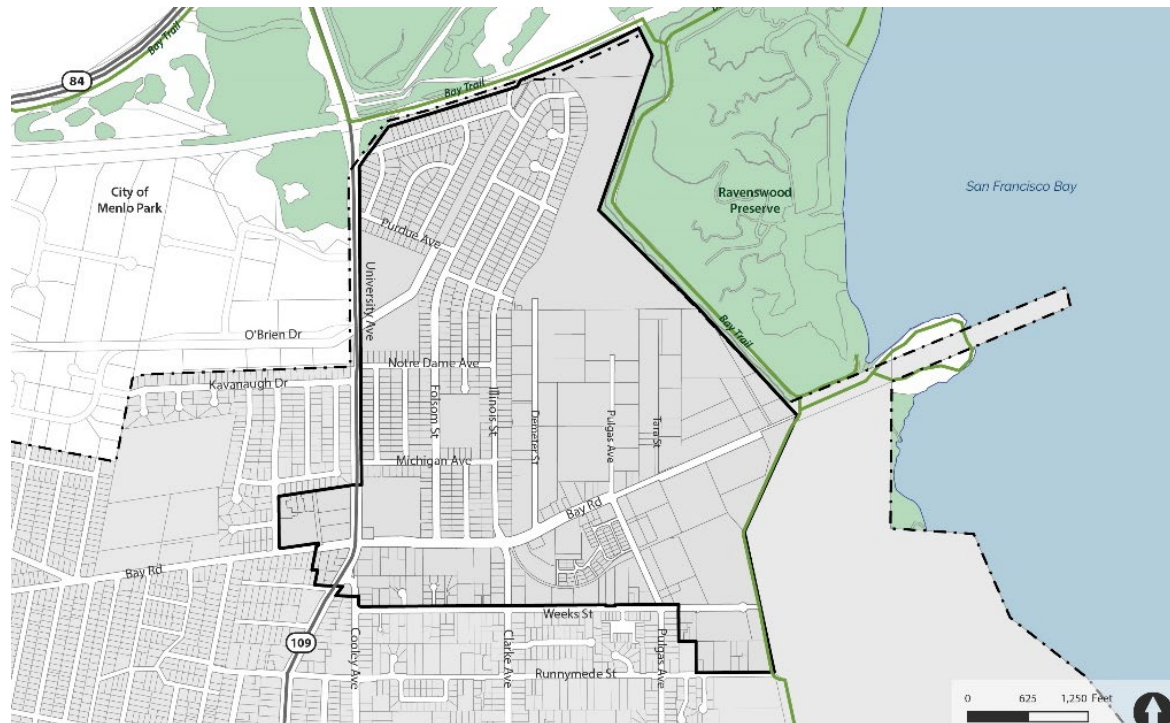




FAQ (Frequently Asked Questions) – Specific Plan Update



What is this project about?

This Planning project is an update to the Specific Plan originally adopted by the City Council in 2013. This update aims to refresh the plan to address new and emerging challenges, while responding to the exciting opportunities within the Ravenswood Business District and 4 Corners areas. *East Palo Alto community members will guide the future of Ravenswood Business District and 4 Corners.* This Plan update will result in a new long-range planning document that refines the requirements applicable to new development in the plan area, and encourages an adaptable and attractive space for residents and workers today and in the future.

Why update an existing Specific Plan?

In 2013, the City adopted a Specific to guide growth and change in the Ravenswood and 4 Corners areas. Eight years later, a great deal has changed both locally and regionally, with several proposed development projects which could bring new residents, workers, and visitors to the area.

Over the course of the next twelve months, the Specific Plan will be updated with guidance from the East Palo Alto community. This update will revolve around transportation and mobility, infrastructure improvements, urban design, placemaking, affordable housing, community benefits, and community impacts.



What are the goals of this effort?

To engage EPA residents in a decision-making process around a potential increase in total allowed development in the RBD Specific Plan area; including

- Creating a framework for **community benefits**
- Completing **thorough analysis of community impact**, focusing on local jobs match, and both indirect and induced displacement
- Exploring links between jobs and **affordable housing**
- Developing a **high-quality urban design plan** that emphasizes connectivity within the public realm
- Determining necessary **district-wide transportation and water, sewer, stormwater improvements**
- Evaluating the **fiscal benefit** of different levels of development.

What is a Specific Plan?

A Specific Plan is a comprehensive planning and zoning tool for a small area within a community. It is distinct from a jurisdiction's adopted General Plan. It establishes the vision and guiding principles for a given area and the standards that regulate future development within its boundaries. A Specific Plan includes a series of measures and actions to guide implementation. Due to changing circumstances and economic conditions, Specific Plans commonly require periodic updates. You can read the [2013 Ravenswood / 4 Corners Specific Plan on the City's website](#).

What about environmental review required by CEQA?

In addition to the update to the Specific Plan, a Supplemental Environmental Impact Report (EIR) will be prepared, including the analysis, disclosure, and required mitigation of impacts on the environment that result from the proposed degree of future development. This process is required by the State's California Environmental Quality Act (CEQA).

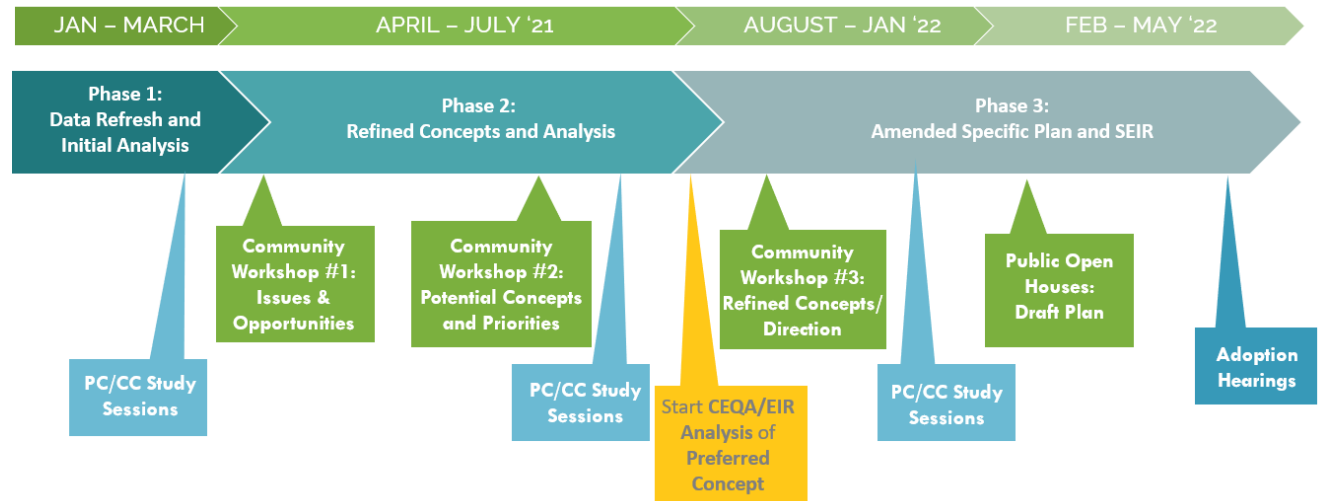
Who is performing this work?

This update is being managed by the City of East Palo Alto Community Development Department, with work performed by Raimi + Associates, Strategic Economics, Schaaf + Wheeler, Hexagon Transportation, and David J Powers & Associates.



What is the Project Timeline?

The specific plan update process will take approximately 16 months, with an expected adoption in Spring 2022.



What are the Key Tasks?

Phase 1: Data Refresh and Preliminary Analysis

- Confirm existing conditions and identify key issues or constraints
- Analyze capacity of existing infrastructure and roadway systems
- Identify potential/preliminary approaches to community benefits
- Develop potential scenarios for total amount of new development

Phase 2: Refined Concepts and Full Analysis

- Develop concepts for enhanced walkability and placemaking
- Conduct in-depth analysis of infrastructure and transportation impacts for each scenario; explore potential solutions to traffic and infrastructure constraints
- Perform employment match and displacement analysis
- Lead robust community engagement to seek resident input
- Confirm recommended buildout scenario and new policy direction with City Council

Phase 3: Amended Specific Plan / SEIR

- Update the buildout capacity of the Specific Plan / SEIR (and allocation methodology)
- Targeted amendments to the Specific Plan (including urban design, community benefits, transportation network, TDM + parking standards, infrastructure improvements, housing, and local employment policies + programs)
- Hold community open houses and adoption hearings to finalize plan updates



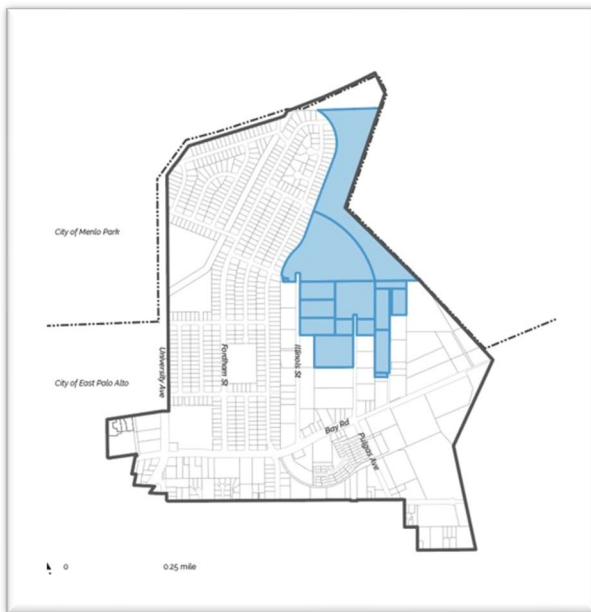
What are the Major Proposed Projects?

2020 Bay Road



Applicant: Three Cities Research
Address: 2020 Bay Road

EPA Waterfront



Applicant: Emerson Collective
Address: 230 Demeter + 350 Demeter + 2555 Pulgas + 151 Tara + 164 Tara

The Landing



Applicant: Harvest Properties
Address: 1990 Bay Road + 1175 Week St + 1250 Weeks St

4 Corners



Applicant: Sand Hill Properties
Address: 1675 Bay Road