

August 15, 2003

**Subject:       IKEA OPENING**



Dear Menlo Park Resident:

As you may know, the IKEA furniture store located in East Palo Alto is set to open on August 27. Certain contingency plans have been made to accommodate traffic accessing and leaving the store. These measures include new approach lanes, new traffic signals, better signal coordination and manual traffic control at key intersections in the vicinity of the store site. The traffic impact of the IKEA store to Menlo Park streets remains unknown.

We do know that the store will generate new regional traffic and that for several weeks customers will be undecided about the best way to get to the store. The City of Menlo Park would like you to know that although this project is not under our direct control, we have been tracking its development and are taking the following actions to assess its impact to Menlo Park streets:

1. Holding regular meetings with traffic and police representatives from East Palo Alto, Palo Alto and Caltrans to understand and coordinate traffic plans.
2. On the grand opening day, Menlo Park Police Department will be deploying additional officers to monitor commute routes, peripheral arteries and entry gates to the neighborhoods subject to cut-through traffic.
3. During the grand opening period, we will station "Local Traffic Only" signs at locations where our assessment suggests there may be cut-through traffic.
4. We will also conduct traffic counts on certain streets to measure the impact to our local streets so we can determine what steps to take in order to protect our neighborhoods from IKEA traffic.

We will continue to meet with East Palo Alto and Palo Alto City officials to report our City's experience with the opening of IKEA. We request your help in assessing the impact of the IKEA store to local Menlo Park traffic. If you would like to report traffic activity related to IKEA, e-mail us at [transportation@menlopark.org](mailto:transportation@menlopark.org) or call us at (650) 330-6691.

If you would like more detailed information, please see the August 19, 2003 related staff report here: [http://www.menlopark.org/homepage/ikea\\_report.pdf](http://www.menlopark.org/homepage/ikea_report.pdf) Thank you.

Sincerely,

Jamal Rahimi  
Transportation Manager