



# COMMUNITY DEVELOPMENT DEPARTMENT

★ Council Meeting Date: January 27, 2009  
Staff Report #: 09-016

Agenda Item #: A1

## COMMISSION/COMMITTEE

**VACANCIES AND REPORTS: Appointment of El Camino Real/Downtown Specific Plan Oversight and Outreach Committee Members.**

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## RECOMMENDATION

Staff recommends that the City Council reappoint eight existing members and appoint one new member for a vacant At-Large Member position on the El Camino Real/Downtown Specific Plan Oversight and Outreach Committee.

## BACKGROUND

On July 15, 2008, the City Council unanimously accepted the El Camino Real/Downtown Vision Plan (Phase I) and approved the scoping and consultant procurement process for the second phase of the overall planning project, which will involve the preparation of a Specific Plan and associated Environmental Impact Report (EIR). On December 15, 2008, after an in-depth review process, the City Council approved the recommendation of the Consultant Review Committee to select Perkins+Will (formerly SMWM) to provide consultant services for the Specific Plan process (Phase II). More information is available on the project web page:

[http://www.menlopark.org/projects/comdev\\_ecrdowntown.htm](http://www.menlopark.org/projects/comdev_ecrdowntown.htm)

As part of this action, the Council approved the formation of a project task force, the Specific Plan Oversight and Outreach Committee ("the Committee") with the following primary objectives:

1. Provide advisory input and recommendations to the consultant and staff regarding the outreach process and concept plans (i.e. alternatives) and programs; and
2. Reach out to other community members and help bring them into the broader planning process through participation in the Community Workshops and other visioning activities.

In addition, the Council approved the retention of the overall Committee composition from the Phase I Visioning Process Oversight and Outreach Committee.

**ANALYSIS**

The Committee will be composed of the eighteen members as shown in Table 1 below. Nine of the members have been appointed by designated groups, and nine will be appointed by the City Council.

**Table 1**

<u>Member</u>	<u>Number</u>	<u>Selection Method</u>	<u>Phase I Member</u>	<u>Phase II Member</u>
Parks and Recreation Commission	1	Appointed by Commission	Kristi Breisch	Kristi Breisch
Planning Commission	1	Appointed by Commission	Henry Riggs	Henry Riggs
Housing Commission	1	Appointed by Commission	Elizabeth Lasensky	Elizabeth Lasensky
Environmental Quality Commission	1	Appointed by Commission	Daniel Kocher	Doug Scott
Transportation Commission	1	Appointed by Commission	Reginald Rice	Reginald Rice
Bicycle Commission	1	Appointed by Commission	John Fox	John Fox
Stanford University	1	Appointed by Stanford University	Steve Elliott	Steve Elliott
Downtown/EI Camino Real Business Owner	1	Appointed by Chamber of Commerce	Kerry Hctor (Village Stationers)	Rick Ciardella (Ciardella Associates)
Downtown/EI Camino Real Property Owner	1	Appointed by Chamber of Commerce	Lorie Sinnott	Bill Frimel (Menlo Park Presbyterian Church)
Development Community Representative	1	Appointed by City Council	Jeff Warmoth	
Downtown/EI Camino Real Area Resident		Appointed by City Council	Tom Hilligoss	
Downtown/EI Camino Real Area Resident		Appointed by City Council	Todd Temple	
Downtown/EI Camino Real Area Resident		Appointed by City Council	Elizabeth Weiss	
At-Large Member		Appointed by City Council	Vincent Bressler	
At-Large Member		Appointed by City Council	Ben Eiref	
At-Large Member		Appointed by City Council	Katie Ferrick	
At-Large Member		Appointed by City Council	J. Michael Gullard	
At-Large Member		Appointed by City Council	Clark Kepler	

The Commissions and other designated groups confirmed their respective appointments earlier this month. The Council should note that the term of the Bicycle Commission representative, John Fox, will expire in April 2009, and he is not eligible for reappointment. Absent alternative direction from the Council, staff will return to the Bicycle Commission thereafter for a replacement appointment. Each Commissions was also asked by the City Council to form subcommittees to help inform their representative's input, as well as to encourage broader Commission participation in the project. The Planning and Environmental Quality Commissions have appointed members to subcommittees, but the remaining Commissions have not, which may be due partly to members' time constraints and partly to not having a clear understanding

of the subcommittees' purpose. Staff will continue to assist the Commissions in forming subcommittees as desired, and will help ensure that each Commission has a standing agenda item to allow discussion on the project.

For the City-Council-appointed spots, staff has inquired with the existing Committee members as to their interest on continuing to serve. With the exception of Committee Member Ferrick, who stated that time constraints and other obligations would unfortunately preclude it, all expressed a desire to serve on the Committee again. Per direction from the City Council at the December 16, 2008 meeting, staff recommends that the Council reappoint Committee Members Bressler, Eiref, Gullard, Hilligoss, Kepler, Temple, Warmoth, and Weiss.

For the vacant At-Large Member spot, nine individuals have submitted applications for the Committee:

- Don Brawner
- Charles Catalano
- Fran Dehn
- Charles M. Kinney
- Watson "Scott" Lohmann
- James R. Madison
- Libby Raab
- Sheila Rose
- Max R. Sims

The applications are available as Attachment A. The selection process should follow the standard procedure for Commission appointments, with individual Council Members making individual nominations, and then the Council voting as a group on each nominee. The nominee with the highest vote total will be appointed. The process does not include structured interviews, but individual Council Members may contact applicants in advance as needed.

Staff and the Council Subcommittee recommends that the full City Council consider selecting an At-Large Member who provide a balance to the other appointed members, with regard to affiliations or other attributes.

## **IMPACT ON CITY RESOURCES**

The Specific Plan will require both staff resources dedicated to the project, as well as appropriations of \$830,550 from the General Fund Reserve for consultant services, \$78,400 for transportation and traffic analysis contingency, and \$25,000 for related City costs, for a total appropriation of \$933,950. At the City Council meeting of December 16, 2008, the Council approved the overall scope of work and made a General Fund Reserve appropriation of \$380,000, which represents an estimate of the cost for the first year of the project. Future appropriations will be required as the project progresses.

Based on the approved scope of work, the appropriations are estimated at \$450,000 for fiscal year 2009-2010 and \$100,000 for fiscal year 2010-2011.

The City Council prioritized planning work on the El Camino Real/Downtown areas during the project priorities process. Planning fee changes approved by the City Council on November 25, 2008 include overhead allocations for General Plan and Zoning Ordinance Amendments, which could be applied to this project. In addition, costs for the Specific Plan preparation could be applied directly to future development in the project area through fees, although this would require future study to allocate the costs appropriately.

The Vision Plan (Phase I) required both staff resources dedicated to the project as well as a General Fund reserve appropriations of \$176,500 for consultant services and \$50,000 related City costs (initial outreach, speaker series, printing and mailing of the project newsletters, meeting documents and refreshments, and contingencies).

## **POLICY ISSUES**

The El Camino Real/Downtown Specific Plan will result in policy clarifications or changes related to land use and transportation issues.

## **ENVIRONMENTAL REVIEW**

The Vision Plan (Phase I) was a planning study and as such was not considered a project requiring environmental review under the California Environmental Quality Act (CEQA). The Specific Plan (Phase II) will include the preparation of an Environmental Impact Report (EIR).

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## **PUBLIC NOTICE**

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting. In addition, the City has prepared a project page for the proposal, which is available at the following address:

[http://www.menlopark.org/projects/comdev\\_eocrdowntown.htm](http://www.menlopark.org/projects/comdev_eocrdowntown.htm). This page provides up-to-date information about the project, allowing interested parties to stay informed of its

progress. The page allows users to sign up for automatic email bulletins, notifying them when content is updated or meetings are scheduled.

## **ATTACHMENTS**

- A. Applications for El Camino Real/Downtown Specific Plan Oversight and Outreach Committee

*Attachments in hard copy format only, available upon request at City offices.*

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