



3/18/2014

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## *News Release*

For Immediate Release – March 18, 2014

For More Information:  
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### **City Council Approves Objective Analysis of Proposed Ballot Measure’s Effects**

MENLO PARK, CA – At its March 18, 2014 meeting, the City Council authorized staff to expend up to \$150,000 for objective analyses of the effects of a resident-proposed ballot measure intended to revise the approved El Camino Real/Downtown Specific Plan (Specific Plan). City staff expects that, potentially, the five separate analyses could cost up to \$50,000; however, given the short time frame required (due to the likely time constraints of the ballot initiative process), the City may need to pay a premium for expedited studies and reports.

The consultants, which have not yet been selected, will identify, evaluate, and report on the effects, in comparison to the Specific Plan, that the proposed ballot initiative may have on several key factors: Land Use Policy Consistency; Fiscal; Housing; Infrastructure; Use of Vacant and Underutilized Land and Business/Employment Retention. More details are online in the Agenda Item F1 Staff Report, at [www.menlopark.org/council/city\\_council.html](http://www.menlopark.org/council/city_council.html), “City Council Agendas – 3/18/2014.”

“The community can be assured that this analysis will be a thorough, fact-based, and fully objective review of how the proposed initiative would affect these important factors – whether positive or negative. It’s critical for the City and the community to understand any impacts,” said City Manager Alex McIntyre. “We intend to engage neutral, experienced experts in these subject areas, with the credentials and credibility to make this analysis a useful and constructive informational tool.” The resulting report will be publicly available when it is presented to the City Council.

The El Camino Real/Downtown Specific Plan ([www.menlopark.org/specificplan](http://www.menlopark.org/specificplan)) is the result of an intensive five-year, \$1.6 million community visioning and engagement process, including detailed analysis, thorough public discussion, compromise, and revision. It represents a widely-supported blueprint for the future development of the Downtown and El Camino Real corridor, which received unanimous support of the Planning Commission and City Council in 2012 and was recently reaffirmed by the Council.

On February 19, 2014, the City received a notice of intent for an initiative for voter consideration that would substantially modify the approved Specific Plan. Proponents of the initiative are currently gathering signatures in support of the initiative, toward either a regular or special election ballot.

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