



COMMUNITY DEVELOPMENT DEPARTMENT

★ Council Meeting Date: January 8, 2008
Staff Report #: 08-002

Agenda Item #: A1

COMMISSION/COMMITTEE

VACANCIES AND REPORTS: Consideration of and Possible Direction on the Selection Process for the El Camino Real/Downtown Visioning Process Oversight and Outreach Committee.

RECOMMENDATION

Staff recommends that the City Council consider and possibly provide direction on the selection process for the El Camino Real/Downtown Visioning Process Oversight and Outreach Committee.

BACKGROUND

On December 11, 2007, the City Council approved the composition and charter of the El Camino Real/Downtown Visioning Process Oversight and Outreach Committee (“the Committee”). The Committee has the following primary objectives:

1. Provide input to the consultant and staff regarding the management of the process; and
2. Reach out to other community members and help bring them into the broader visioning process through participation in the Community Workshops and other visioning activities.

The Committee will be comprised of the sixteen members shown in Table 1 on the following page, as approved by the Council on December 11, 2007. The appointment process is underway for the six City Commissioners, one Stanford University representative, and two Chamber of Commerce designees. For the seven City-Council-appointed members, staff has created an application form (Attachment A) and map displaying eligibility for the “El Camino Real/Downtown Area Residents” category (Attachment B), both of which are available on the project web page (http://www.menlopark.org/projects/comdev_ecrdowntown.htm). Availability of the application has been noticed through the project email list (currently 542 subscribers) and at City Council meetings. The due date for applications is 5:30 p.m. on Tuesday, January 8, 2008.

Table 1

Member	Number	Selection Method	Date
Parks and Recreation Commission	1	Appointed by Commission	12/12/2007
Planning Commission	1	Appointed by Commission	12/17/2007
Housing Commission	1	Appointed by Commission	1/9/2008
Environmental Quality Commission	1	Appointed by Commission	1/9/2008
Transportation Commission	1	Appointed by Commission	1/9/2008
Bicycle Commission	1	Appointed by Commission	1/14/2008
Stanford University	1	Appointed by Stanford University	1/7/2008
El Camino Real/Downtown Business Owner	1	Appointed by Chamber of Commerce	1/7/2008
El Camino Real/Downtown Property Owner	1	Appointed by Chamber of Commerce	1/7/2008
Development Community Representative	1	Appointed by City Council Through Open Application	1/15/2008
El Camino Real/Downtown Area Residents	3	Appointed by City Council Through Open Application	1/15/2008
At-Large Members	3	Appointed by City Council Through Open Application	1/15/2008
Total	16		

ANALYSIS

The City Council is scheduled to appoint the one development community representative, three El Camino Real/Downtown area residents, and three at-large members at the meeting of January 15, 2008. For the staff report, staff is intending to attach all applications and create a descriptive matrix similar to Attachment C (filled out with made-up data to provide an example). Staff would also include a matrix for the non-City-Council-appointed members, based on retroactive applications that the appointees are being asked to complete. The Council should note: the Bicycle Commission representative would not be appointed until January 14, after the publishing of the staff report, but an updated table will be distributed to the Council and the public at the meeting of January 15.

The Council Subcommittee recommends that the full City Council consider selecting Committee members for the seven Council appointments who provide a balance to the other appointed members, with regard to affiliations or other attributes. To provide one example, the Commissions, working individually, could potentially appoint representatives that generally reside in a particular neighborhood. The Council, upon review of the applications and the appointment list, could elect to appoint “at-large” members who are residents of other geographic areas, in order to provide a better balance of the overall City’s interests.

Staff recommends that the selection process 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 nominees with the highest vote totals would be appointed. The recommended process does not include structured applicant interviews, in keeping with general historical practices for Commission and advisory body appointments. Individual Council Members may contact applicants in advance as needed, but the Council should be advised that including structured interviews would likely lengthen the overall project schedule.

IMPACT ON CITY RESOURCES

The Vision Plan requires both staff resources dedicated to the project as well as previously-appropriated funds for consultant services. Council direction on the selection process and appointments on January 15, 2008 would not alter the project's existing time and budget.

POLICY ISSUES

The El Camino Real/Downtown Vision Plan is intended to lead into a Specific Plan, Zoning Ordinance amendment, or equivalent document or strategy that could result in policy clarifications or changes related to land use and transportation issues.

ENVIRONMENTAL REVIEW

The Vision Plan (Phase I) is intended to be a planning study and as such would not be considered a project requiring environmental review under the California Environmental Quality Act (CEQA). Subsequent work during the Specific Plan or equivalent document (Phase II) may require the preparation of an Environmental Impact Report (EIR).

Thomas Rogers
Associate Planner
Report Author

Arlinda Heineck
Community Development Director

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
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.

ATTACHMENTS

- A. Application to Serve on the City of Menlo Park El Camino Real/Downtown Visioning Process Oversight and Outreach Committee
- B. Project Area Resident Map
- C. Selection Matrix Example

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APPLICATION TO SERVE ON THE CITY OF MENLO PARK EL CAMINO REAL/DOWNTOWN VISIONING PROCESS OVERSIGHT AND OUTREACH COMMITTEE
(Applications due January 8, 2008)

The City Council has initiated a project to develop a consensus for a long-term vision for the areas surrounding El Camino Real and Santa Cruz Avenue. At the core of the visioning process is the need for broad public outreach and participation. This process will engage a wide range of community members, including those who may not currently be involved in civic activities. The visioning process (Phase I) is intended to lead into a Specific Plan, Zoning Ordinance Amendment, or equivalent implementation strategy (Phase II). The latter phase will be conducted separately. More information about the overall process is available on the project web page:

http://www.menlopark.org/projects/comdev_ecrdowntown.htm

The Council has selected Design, Community & Environment (DCE) to provide consultant services for the Phase I visioning project, and has approved a scope of work that includes activities and tasks such as walking tours, newsletters, and community workshops. The approved scope also includes the formation of an El Camino Real/Downtown Vision Process Oversight and Outreach Committee (“the Committee”), with two primary objectives:

1. Provide input to the consultant and staff regarding the management of the process; and
2. Reach out to other community members and help bring them into the broader visioning process.

The Committee will be comprised of the following:

Member	Number	Selection Method	Date
Parks and Recreation Commission	1	Appointed by Commission	12/12/2007
Planning Commission	1	Appointed by Commission	12/17/2007
Housing Commission	1	Appointed by Commission	1/9/2008
Environmental Quality Commission	1	Appointed by Commission	1/9/2008
Transportation Commission	1	Appointed by Commission	1/9/2008
Bicycle Commission	1	Appointed by Commission	1/14/2008
Stanford University	1	Appointed by Stanford University	1/7/2008
Downtown/El Camino Real Business Owner	1	Appointed by Chamber of Commerce	1/7/2008
Downtown/El Camino Real Property Owner	1	Appointed by Chamber of Commerce	1/7/2008
Development Community Representative	1	Appointed by City Council Through Open Application	1/15/2008
Downtown/El Camino Real Area Residents	3	Appointed by City Council Through Open Application	1/15/2008
At-Large Members	3	Appointed by City Council Through Open Application	1/15/2008
Total	16		

Selection Procedure

Applications for the seven City-Council-appointed seats are **due by January 8, 2008**. The City Council is scheduled to review applications and make appointments at the regular Council Meeting of January 15, 2008.

Time Commitments

Members of the Committee are expected to attend the following five committee-specific meetings:

- Tuesday, January 29, 2008 – 6:00 p.m. - ~8:00 p.m. (*first part of meeting held as part of City Council study session*)
- Wednesday, February 6, 2008 – morning (*mobile tour of projects in other communities*)
- Thursday, March 27, 2008 – 7:00 p.m. - ~8:30 p.m.
- Thursday, April 24, 2008 – 7:00 p.m. - ~8:30 p.m.
- Thursday, May 8, 2008 – 7:00 p.m. - ~8:30 p.m.

In addition, Committee members are expected to attend the other public meetings associated with the project:

- Walking Tour #1 - Saturday, February 9, 2008 – morning
- Walking Tour #2 - Saturday, February 23, 2008 – morning
- Community Workshop #1 - Thursday, March 6, 2008 – 7:00 p.m. - ~9:00 p.m.
- Community Workshop #2 - Thursday, April 3, 2008 – 7:00 p.m. - ~9:00 p.m.
- Community Workshop #3 - Thursday, May 1, 2008 – 7:00 p.m. - ~9:00 p.m.

Committee members are also encouraged to attend the following:

- Speaker Series - Wednesday, February 13, 2008 – 6:00 p.m. - ~7:15 p.m.
- Speaker Series - Wednesday, March 12, 2008 – 6:00 p.m. - ~7:15 p.m.
- Speaker Series - Wednesday, April 9, 2008 – 6:00 p.m. - ~7:15 p.m.
- Speaker Series - Wednesday, May 14, 2008 – 6:00 p.m. - ~7:15 p.m.
- Planning Commission Workshop - Monday, May 19, 2008 – 7:00 p.m.
- City Council Workshop - Tuesday, June 10, 2008 – 7:00 p.m.

Dates and times are potentially subject to change. As noted earlier, Committee members will also be expected to spend time reaching out to other community members, to help engage them in the overall process.

Application

The following information will be helpful to the City in determining your interest in and qualifications for appointment.

Please note that the information provided in this application is public information. If you are appointed, your name, address (including email), and phone numbers listed herein will be posted in public places/lists. Authorization to post on the website is requested at the end of this form.

Please type or print clearly

Application for: *(may select more than one)*

- At-Large Member (3)
- El Camino Real Area Resident (3) *(must reside within zone shown in [attachment](#))*
- Development Community Representative (1) *(must be an active developer, architect, etc.)*

Name: _____

Address: _____
(Note: Residency within the City limits is required for the resident-designated slots)

Mailing Address: (If different than above) _____

Telephone No: _____ Number of years as a Menlo Park resident: _____

Occupation: _____ Email address _____

Business Address/Telephone No: _____

Education: _____

Civic affiliations and community activities:

Please describe your understanding of the responsibilities of the El Camino Real/Downtown Visioning Process and how your personal, community and/or professional experience relate to these responsibilities:

Please describe briefly why you want to serve on this committee and what you hope to accomplish as a member:

Because the Committee Members are expected to provide help with project outreach, please provide more detail about the communities to which you could provide a link:

- Residents (general): _____
- Business Owners: _____
- Developers/Architects: _____
- Commercial Property Owners: _____
- Homeowners Associations: _____
- School Groups: _____
- Other: _____

Date: _____

Signature of Applicant

**Please return to Thomas Rogers, Associate Planner,
City of Menlo Park, 701 Laurel Street,
Menlo Park, CA 94025
Phone: 650-330-6722**

IF I AM APPOINTED, THE CITY IS AUTHORIZED TO POST THE FOLLOWING INFORMATION ON THE CITY'S WEBSITE:

Home Address: Yes ____ No ____; Home Phone: Yes ____ No ____;

Business Address: Yes ____ No ____; Business Phone: Yes ____ No ____;

E-mail Address: Yes ____ No ____

Mailing Address rather than Home address: Yes ____ No ____

U:\Forms\Commission application1.DOC
Revised 05/15/03

Signature of Applicant

Attachment

- [Downtown/EI Camino Real Area Residents](#)

V:\PROJECTS\EI Camino Real-Downtown Plan\Oversight-Outreach Committee\Application\ECR-D_committee-application.doc

Revised 12/18/07

Legend

-  City Limits
-  Potential Study Area Parcels
-  1000-Foot Buffer
-  Other Parcels



EL CAMINO REAL

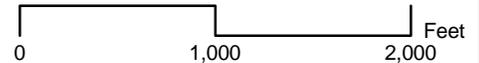
OAK GROVE AVE

SANTA CRUZ AVE

RAVENSWOOD AVE

MIDDLE AVE

CITY OF MENLO PARK EL CAMINO REAL/DOWNTOWN VISION PLAN STUDY AREA AND 1,000-FOOT BUFFER



Prepared: December, 2007
By: Planning Division, GIS Section

Attachment C: Selection Matrix Example

Applicant	Application for:			Address (nearest intersection)	Occupation	Civic Affiliations	Link to:						
	Development Community	El Camino Real/Downtown Area Resident	At-Large Member				Residents	Business Owners	Developers/Architects	Commercial Property Owners	Homeowners Associations	School Groups	Other
Applicant A	X		X	Holly Ave and Magnolia St	Architect	Menlo Art League; Green Ribbon Citizens' Committee			AIA San Mateo County			Hillview PTO	
Applicant B		X	X	Kenwood Dr and Middle Ave	Retired	Peninsula Humane Society; Menlo Park Historical Association							Little League coach
Applicant C			X	Laurel Ave and Durham St	Business Owner	Allied Arts Guild		Chamber of Commerce					Willows Moms and Babes email list
Applicant D		x	x	Claremont Way and Willow Rd	Doctor	Sierra Club; Peninsula Open Space Trust				Linfield Oaks Homeowners Association	Menlo-Atherton PTA		

Note: All names and data are fictional.