



COMMUNITY DEVELOPMENT DEPARTMENT

Council Meeting Date: May 22, 2007
Staff Report #: 07-095

Agenda Item #: F3

REGULAR BUSINESS: Consideration of and Possible Direction on the Council Subcommittee Report on the Next Steps of the El Camino Real/Downtown Visioning and Planning Process.

RECOMMENDATION

Staff recommends that the City Council consider the Council Subcommittee report (Attachment A) and provide direction to staff regarding the next steps of the El Camino Real/Downtown Visioning and Planning Process.

BACKGROUND

On March 20, 2007, the City Council created a subcommittee of Council Members Boyle and Cline to formulate a recommendation to the full Council on the next steps in the El Camino Real/Downtown Visioning and Planning Process. The Council also authorized the appropriation of \$25,000 for consultant services to enable the City Manager to approve a scope of work with the firm of Dyett & Bhatia to analyze previous planning efforts in the El Camino Real/Downtown area, research the visioning and planning efforts of other cities, and analyze medical office uses. Staff has not yet entered into a contract with Dyett & Bhatia pending the work of the subcommittee. The Council Subcommittee has made several oral reports at the intervening council meetings in order to keep the rest of the Council apprised of the situation.

IMPACT ON CITY RESOURCES

Pursuit of the next steps in the El Camino Real/Downtown Visioning and Planning Process would require both staff resources dedicated to the project, as well as a potential future appropriation from the General Fund Reserve for consultant services and contingencies.

POLICY ISSUES

The El Camino Real/Downtown Visioning and Planning Process could result in policy clarifications or changes related to land use and transportation issues.

ENVIRONMENTAL REVIEW

The Visioning phase (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). Staff estimates that subsequent work during the Planning phase (Phase II) would require the preparation of an Environmental Impact Report.

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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.

ATTACHMENTS

A. Council Subcommittee Report

Attachment A

El Camino Real/Downtown: Visioning and Planning

Council Subcommittee Report

Phasing Framework and Phase 1.1 Outline

Phase 1: Visioning Process

- 1.1 Discussion (June through December 2007)
- 1.2 Debate (January through June 2008)
- 1.3 Decision (July 2008)

Phase 2: Planning Process (August 2008 to July 2009)

- 2.1 Draft Plan
- 2.2 Environmental Review
- 2.3 Final Plan

Note: Timelines for all phases other than Phase 1.1 are rough estimates for discussion purposes only.

Concepts/Parameters for Discussion Phase of Vision Process (Phase 1.1)

- Speaker series held on Tuesdays before Council meetings in the Council Chambers with a 5:30 p.m. start time and a 6:45 p.m. end time
- Concept is generally similar to the Forum in Redwood City <http://www.ci.redwood-city.ca.us/misc/morehottopics/forum.html> which has held 30 sessions over the past 5 years
- Presentations will be broadcast on cable and streamed on the web. Archived versions will be available for future on demand viewing.
- Council members would not sit up at the dais.
- Targeting approximately 7 sessions (First 6 sessions could be every other week from August 28 to November 6 and the 7th session could be on December 4; actual dates to be established once speakers are lined up)
 - One session in August (August 28)
 - Two sessions in September (September 11, 18 or 25)
 - Two sessions in October (October 2, 9, 16, 23, 30)
 - One session in November (November 6)
 - One session in December (December 4)

- The following is a list of potential topics and/or themes:
 - Visioning – What is it and what have other cities done?
 - Dyett & Bhatia could present its summary of research of four other cities.
 - History and Context – What has happened in the past and what is currently in the works?
 - Past efforts
 - Dyett & Bhatia could present its summary of past efforts.
 - Current efforts
 - Grand Boulevard Initiative
 - Land use, building forms and designs
 - Transportation (Mobility and Access)
 - Automobiles
 - Transit (Bus and Fixed Rail)
 - Bicycle
 - Pedestrian (Walkability)
 - Parking
 - Public and private
 - Off-street and on-street
 - Surface lots and structured
 - Economics of Housing
 - Affordability
 - Special needs (e.g., seniors)
 - Economics of Fiscally Beneficial Land Uses
 - Retail,
 - Restaurants and
 - Hotels
 - Defining Stakeholders
 - Planning and Implementation Tools
 - Specific, Precise, Area Plans
 - Design Guidelines
 - Form Based Codes
- Assumptions for organizing and advertising sessions
 - Staff will handle the logistics of arranging the events
 - Council subcommittee will make decisions on topics and speakers
 - Solicit ideas from community for topics and specific speakers via newspaper ad and email to interested parties through the end of June.
 - Consider a budget appropriation next fiscal year to compensate speakers for time and travel expenses if necessary. A rough estimate of \$2,000 per speaker could be used for discussion purposes assuming the speaker is not conducting research customized for Menlo Park.
 - A “Project Page” on the City’s website would be created and would allow people to subscribe for email updates.
 - Run print ads in the Almanac

- Commence a concurrent process for preparing a Request for Proposals for the Debate Phase (Phase 1.2) with a goal of selecting a firm by the end of December 2007.

Draft Schedule for the Speaker Sessions

Session	Date	Topic	Speaker
Session 1	August 28, 2007 <i>(4th Tuesday of month)</i>	<u>History and Context</u> : What has Menlo Park done in the past?	Dyett & Bhatia
Session 2	September 11, 2007 <i>(2nd Tuesday of month)</i>	<u>Comparisons</u> : What have other Cities done?	Dyett & Bhatia
Session 3	September 25, 2007 <i>(4th Tuesday of month)</i>	TBD	TBD
Session 4	October 9, 2007 <i>(2nd Tuesday of month)</i>	TBD	TBD
Session 5	October 23, 2007 <i>(4th Tuesday of month)</i>	TBD	TBD
Session 6	November 6, 2007 <i>(1st Tuesday of month)</i>	TBD	TBD
Session 7	December 4, 2007 <i>(1st Tuesday of month)</i>	TBD	TBD