



MEMORANDUM

DATE: December 17, 2007

TO: Planning Commission

FROM: Thomas Rogers, Associate Planner
Community Development Department

RE: **Agenda Item D4: Selection of Planning Commission Representative to the El Camino Real/Downtown Vision Process Oversight and Outreach Committee**

The City Council has initiated a visioning project for the El Camino Real and Downtown areas, with the aim of increasing economic vitality and helping guide policy decisions on land use and transportation proposals. 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 project 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 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”), which has 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	1/2/2008
Environmental Quality Commission	1	Appointed by Commission	1/2/2008
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/ECR Business Owner	1	Appointed by Chamber of Commerce	1/7/2008
Downtown/ECR 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/ECR 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		

The intent of the approved composition is to emphasize residential interests while also tapping into the valuable perspectives of the business, property ownership, and development communities. The use of City Commissions to provide six of the resident slots is intended to leverage the skills and knowledge of whichever individual Commissioners are selected, as well as provide a means to keep the overall Commissions engaged in the process.

Committee members are expected to attend all three Committee meetings and one mobile tour, in addition to the general public events. A preliminary project schedule is not available as of the printing of this staff report, but staff expects to be able to provide one to the Commission at the meeting of December 17, in order to help potential representatives commit to their attendance at the Committee meetings.

The Commission should solicit volunteers for the Committee. If more than one Commissioner volunteers, the full Commission should vote to select the representative. The Commission is asked to select a member who can successfully represent the broad set of interests of the Commission as a whole.

Due to the potential uncertainty about the schedule, the Commission may select a primary representative and a secondary representative. Prior to the first Committee meeting (projected to take place in late January or early February 2008), if the primary representative believes he/she cannot commit to attending every meeting, the secondary representative may take over. This setup would

not be the same as an “alternate” system, as the Commission representatives would not be permitted to switch from meeting to meeting.

The Commissioners who are not selected for the Committee are still invited to attend all public meetings conducted as part of the visioning process. In addition, the full Commission will review and provide feedback on the draft vision plan prior to final City Council review.

ATTACHMENTS

None

EXHIBITS TO BE PROVIDED AT MEETING

None

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