



Ballot Measure Impact Analysis

Pursuant to Elections Code 9212

Geoff I. Bradley, AICP, M-Group

Agenda

- Background and Overview
- Findings
 - Fiscal Impacts
 - Planning Impacts
 - Housing Impacts
 - Infrastructure Impacts
 - Business Impacts
 - Equity Impacts
 - Other Impacts

No formal action is required on this item



Background and Overview

- **Oct. 10:** Pursuant to Elections Code 9208, petition for proposed initiative was filed with City Clerk
- **Nov. 4:** Pursuant to Elections Code 9212, City Council directed preparation of impact analysis report on the Ballot Measure upon validation of the 2,200 signatures provided
- **Nov. 26:** Ballot Measure impact analysis report available for public review
- **Dec. 2:** Receive the 9212 report and pursuant to Election Code 9215, determine action regarding the proposed initiative (separate agenda item)

Background and Overview

The Ballot Measure would prohibit the City from taking the following actions without voter approval if such action would diminish the availability, access or convenience of public parking for Downtown customers, workers and visitors:

1. Disposing, selling, trading, leasing, donating, or otherwise conveying all or any portion of a Parking Plaza
2. Designating a Parking Plaza as “surplus” or “exempt surplus” land pursuant to the Surplus Lands Act
3. Modifying, altering, or constructing any improvements on the Parking Plazas
4. Changing the use of a Parking Plaza

Fiscal Impact Findings

Ballot Measure could potentially:

- Limit housing on sites which could prevent higher service costs than revenue
- Discourage mixed-use and commercial projects which could generate more revenue and have a positive fiscal impact
- Make any type of development more difficult, slower, or less likely to occur thereby reducing City revenues
- Limit redevelopment and reduce revenue from property tax, sales tax, from future mixed-use projects
- Constrain long-term economic benefits from workforce housing

Planning Impact Findings

Ballot Measure could potentially:

- Limit attainment of goals, policies, and programs in the Land Use Element, Environmental Justice Element, and Housing Element which affect internal consistency with the City's General Plan
- Limit the ability to implement General Plan policies that would be determined by a subsequent Ballot Measure for the approval, or not, of housing, mixed-use, and parking development
- Result in increased procedural requirements, additional costs, and potential delays that do not align with General Plan principles, goals, and policies
- Conflict with the goals and vision of the El Camino Real/Downtown Specific Plan

Housing Impact Findings

Ballot Measure could potentially:

- Impact the internal consistency of the City's 6th Cycle Housing Element and the City's ability to meet its housing goals
- Discourage leveraging City's own resources to mitigate land costs and reduce development costs to facilitate new housing projects and goals
- Constrain future land use decisions due to longer timeframes, significant expense, and uncertain outcomes



Infrastructure Impact Findings

Ballot Measure could potentially:

- Limit Menlo Park's ability to secure regional transportation funding tied to transit-oriented development
- Result in higher infrastructure costs and limited opportunities to fund improvements if development becomes more difficult or shifts elsewhere
- Result in a loss of potential funding, on-site improvements, and grant competitiveness associated with redeveloping centrally located and transit-accessible sites, if no development occurs



Business Impact Findings

Ballot Measure could potentially:

- Limit taxable-sales recovery Downtown if it reduces the possibility of additional residents who could shop locally
- Limit long-term reinvestment opportunities, modernization of parking or introduction of new uses that strengthen visitation and economic vitality



Equity Findings

Ballot Measure could potentially:

- Make it difficult to develop affordable housing Downtown in a high resource area
- Limit progress in reducing housing cost burdens for Black, Latino, and lower-income households
- Risk reinforcing longstanding patterns of unequal access to high-opportunity areas and widening racial and economic inequities



Other Impacts Findings - Transportation

Ballot Measure could potentially:

- Limit the City's ability in accommodating updated parking and accessibility requirements, adding new electric vehicle charging stations, and converting one or more surface Parking Plazas to structured parking
- Result in slight increase in citywide residential VMT per capita since there would be fewer low VMT housing units
- Result in slight improvements to traffic congestion on roadways within the immediate vicinity of the parking plazas

Other Impacts Findings

The report also covers other topics:

- Mixed-use development with parking in nearby downtown district
- Vacant land impacts
- Soil and environmental contamination risk impacts
- Waste management impacts
- School and public facility impacts
- Parks and open space impacts
- Fire safety and evacuation impacts



Recommendation

Receive the report pursuant to the Elections Code 9212 regarding the proposed initiative measure entitled “Downtown Parking Plazas Ordinance Initiative”

- No City Council action is required

