



Sierra Club Loma Prieta Chapter
Celebrating 80 years of protecting the planet

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August 14, 2014

To: Patti Fry, Former Menlo Park Planning Commission Chair - Proponent
Heyward Robinson, Former Menlo Park Mayor – Proponent

Re: Menlo Park El Camino Real Downtown Specific Plan Ballot Measure

Hello Patti and Heyward,

We are pleased to report that the Sierra Club – having completed a thorough review at all required levels of our volunteer leadership – hereby announces our official endorsement of the Menlo Park El Camino Real Downtown Specific Plan Ballot Measure. Critical to our decision is our concurrence that the Measure, once enacted, would significantly increase the probability of achieving a balanced and vibrant Downtown consistent with the visioning of the Menlo Park public hearing process and with the Grand Boulevard concept.

We want to commend all participating parties for the civil and informative discourse that was presented to us by Menlo Park officials, past and present. We close in the earnest wish that the coming campaign could be conducted in a similar manner.

Please feel free to contact me as to details regarding the Club's projected activities in support of our endorsement.

Sincerely,

Mike Ferreira
Conservation Chair
Sierra Club Loma Prieta Chapter

Cc. Loma Prieta Chapter Executive Committee
Loma Prieta Chapter Conservation Committee

Transmitted electronically