

Rebuttal to Argument Against Measure M

Vote YES to preserve Menlo Park's small town charm and character.

Measure M gives voters a choice about future development. Opponents support massive office developments in downtown. We don't. We support balanced growth.

Measure M encourages developers to better match their projects to Menlo Park's character.

Opponents' arguments distort the facts and contradict the City consultant's conclusions.

Here's the truth:

REVITALIZATION – Measure M closes loopholes to provide REAL open space and a vibrant mix of shops, restaurants, offices, housing, and hotels – as adopted in the 2009 Downtown Vision.

Without Measure M, developers will count balconies and rooftops as “Open Space”; massive office complexes will be approved by the City Council, changing the heart of town for our lifetimes.

Don't be misled: Vacant lots will be redeveloped. Menlo Park is desirable to developers. Measure M encourages more variety of property uses, more consistency with Menlo Park's residential character.

LESS CONGESTION – Less office space means less rush hour gridlock on El Camino Real, and less cut-through traffic in our neighborhoods.

MORE REVENUE – The City's own study concluded Measure M will not burden the City, Schools, or the Fire District. Hotels, shops, and restaurants provide City tax revenues – unlike offices.

VOTER VOICE – Council remains able to approve projects and modify zoning rules at any time; they will not be able to reset limits on office development without voter approval.

Vote YES on M for a revitalized downtown that retains a small town character, protects our neighborhoods and children, and funds important services for our residential community.

J. Michael Gullard – Member, Downtown Specific Plan Oversight & Outreach Committee (2008-2012)

John Hickson – Secretary, Menlo Park Live Oak Lions Club

Chuck Bernstein – Director, Menlo Park Fire Protection District Board

Mary Jo Borak – Former Menlo Park Mayor

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