

LOOK INTO PALO ALTO'S FUTURE



The Palo Alto City Council will address the adoption of a new Comprehensive Plan on October 23. The draft Plan doesn't deal with the critical issue of growth. In fact, it shifts Palo Alto further towards becoming an expanding business center rather than a well-balanced community of residents and workers. Now is the time to tell City officials what is important to you. Here are four critical issues.

- **COMMERCIAL GROWTH.** The draft Plan would add up to three million square feet of non-residential space over the next 15 years. This translates into an average of twice the annual growth rate experienced during the past 27 years in Palo Alto. Last year, the City's Annual Citizen Survey showed that more than two-thirds of our residents consistently express high levels of concern about congestion, traffic and parking. **Tell the City Council to cut back the excessive non-residential growth in the Plan.**
- **TRAFFIC MITIGATIONS.** Transportation mitigations in the Plan have all been under active discussion since the late 1980s with very limited success. Traffic mitigations work only if there are clear definitions, objective monitoring and strict enforcement. **Tell the City Council to put statements in the Plan that deal effectively with current traffic congestion before we have more growth.**
- **BUSINESS FUNDING.** Residents should not be subsidizing businesses. Transportation mitigation is impossible without commitments of funding from the business community. **Tell the Council to require businesses to make long-term commitments of mitigation funding equivalent to the 50-year commitment from the Stanford Medical Center.**
- **PAYING FOR HOUSING.** The City has a clear obligation to subsidize Below-Market-Rate housing. But the majority of current subsidies come from new housing, not on the much more rapidly growing job centers. **Tell the City Council that the very high ratio of jobs to employed residents means that the Plan should require businesses to increase their share of funding.**

ACT NOW

Push For A Vibrant Residential Community

- Write about your concerns to the Council today at city.council@cityofpaloalto.org

- Look for more detail at <http://sensiblezoning.org>

- Appear and speak to the Council on October 23 at 7:30PM.

MAKE A STATEMENT BEFORE THE CITY COUNCIL APPROVES THE DRAFT PLAN THAT WOULD TIP THE BALANCE TOWARD BUSINESS GROWTH AT THE EXPENSE OF A VIBRANT RESIDENTIAL COMMUNITY.

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Leslie Goldman

Michael Griffin

Beth Guislin

John Guislin

Patricia Hernandez

Joe Hirsch

Hamilton Hitchings

Michael Hodos

Terry Holzemer

Suzanne Keehn

Arthur Keller

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