

North Bayshore Precise Plan Community Workshop #1 Summary

July 25, 10:00 am – 4:00 pm
Mountain View Senior Center
266 Escuela Avenue
Mountain View, CA 94040

Project and Community Workshop Purpose

In December 2014, the City of Mountain View adopted the North Bayshore Precise Plan that defines a new vision for North Bayshore as a 21st Century office district. In early 2015, the Mountain View City Council directed staff to study adding housing to North Bayshore to help address housing and traffic issues facing the City and the region. The City Council identified six locations where housing could potentially be located within the Precise Plan area to create a mixed-use, sustainable neighborhood in North Bayshore.

On July 25, 2015, the City hosted the first of two community workshops to collect input from Mountain View residents, stakeholders and area employees. Approximately ninety people attended the workshop. The day-long event consisted of a panel discussion from leading urban planners and designers, followed by a series of three facilitated and interactive exercises for participants to provide input on sustainable neighborhoods, housing and community services.

The purpose of the workshop was to:

- Refine the existing vision to address residential development and supportive services.
- Identify desired outcomes for North Bayshore related to new neighborhood design and residential development.
- Solicit input on visual preferences for development types, building types, and other community amenities.
- Develop ideas for alternatives for new mixed-use development, housing, services, civic uses, parks and open space, and other amenities.
- Identify key opportunities and challenges associated with transforming the area.

The workshop had two parts. In the morning, there were presentations from three planning experts, followed by questions from the community. The afternoon was devoted to several interactive exercises where participants could share their thoughts on how to create a new neighborhood in North Bayshore.

Panel and Workshop Overview

The meeting began with opening remarks from Vice Mayor Patricia Showalter. Subsequently, Matt Raimi (Raimi + Associates) presented background information on the workshop objectives, the existing setting in North Bayshore, the General Plan vision for the area, the recently-adopted Precise Plan, and City Council direction for studying housing. Mr. Raimi then introduced the panelists and framed the panel discussion with a series of key questions related to creating a new neighborhood in North Bayshore.



Panel Discussion

To encourage new ideas and concepts for North Bayshore, a panel discussion was organized with three leading urban planning and design professionals. The panelists provided context for sustainable, mixed-use residential neighborhoods, described the components of great places, and outlined case studies of places comparable to North Bayshore that include a mix of residential, office, and other uses. The panelists and a summary of their presentations are below:

- **Karen Alschuler.** Karen is the Global Discipline Leader for Urban Design at Perkins and Will. During her presentation, Karen compared North Bayshore to several other mixed use districts including Mission Bay in San Francisco and South Lake Union in Seattle. She identified some of the most important numeric characteristics about these neighborhoods including the diversity of uses, the number of housing units, and the walkable character of the area. At the end of her presentation, she recommended that the community consider at least 7,000 housing units in North Bayshore and presented 3 approaches to how the housing could be distributed in the area: at the edge, concentrated, or integrated.
- **Doug Farr.** Doug is Founding Principal and President of Farr Associates, the 2012 AIA Chicago Firm of the Year. He is a national leader in designing sustainable neighborhoods and buildings, being elevated to the AIA College of Fellows in 2014. Doug provided several new concepts for how to think about sustainable neighborhoods in North Bayshore including trying to encourage businesses to put internal activities (such as restaurants for employees) on the outside of buildings and accessible to the public, ideas on locating high-rise buildings in the area, and integrating natural features with buildings.
- **Fred Kent.** Fred Kent, founder and president of Project for Public Spaces, is a leading authority on revitalizing city spaces and one of the foremost thinkers in livability, smart growth and the future of the city. Fred encouraged participants to think outside of buildings and focus on the public spaces that tie communities and people together. He presented a concept called the “power of 10” where successful cities have at least 10



destinations, at least 10 places in each destination, and at least 10 things to do in each place. He focused on creating a variety of public spaces that appeal to residents and employees and making sure that each space is well designed and vibrant.



Following the presentations by each panelist was a lively question and answer session that allowed participants to share their thoughts and ask questions. The questions varied greatly, and touched on topics such as affordable housing and equity, the impact of residential uses on the natural environment, the level of change needed to create a sustainable neighborhood in North Bayshore, impacts on increased development for existing residents and businesses, and traffic congestion.

Copies of the PowerPoint presentations and a link to the full video of the session can be found on the City's website here: [North Bayshore Precise Plan Community Meeting](#)

Workshop Exercises

After the panel discussion Matt Raimi, Eric Yurkovich (Raimi + Associates), and David Sargent (Sargent Town Planning) presented background information for the workshop exercises. The workshop included the following exercises:

- Desired Vision and Outcomes
- A Design Preference Activity
- Land Use and Design Map Game

Workshop participants were divided into small groups and worked with a facilitator to complete the three exercises. Summaries and results of each exercise are included below.

Exercise #1: Vision and Outcomes

The first of three exercises asked participants to refine the existing vision to include residential development and supportive services. Facilitators asked participants the following questions and recorded their responses:

- What desired outcomes would participants like to see as a result of the North Bayshore Precise Plan?
- What steps can be taken to ensure the desired outcomes are met?



Overall, community participants wanted to see a vibrant, mixed use neighborhood with a variety of land uses, housing types, public spaces, and destinations within North Bayshore. Participants strongly supported a balance of jobs and housing while enhancing and protecting the surrounding ecosystems and habitat. Other suggested outcomes included:

- Create a new district in the City – a destination for all ages, and not just for those who live in NBS.
- Increase transportation options (of all kinds) to North Bayshore.
- Maintain and enhance ecosystems.
- Integrate the Precise Plan area with the rest of Mountain View.
- Create vibrant public spaces with a diversity of activities.

More specific comments relating to housing, mixed-use, public realm and urban design, transportation, and environmental elements in North Bayshore are summarized below.

Housing

Workshop participants showed strong support for housing in North Bayshore. Participants supported a range of residential housing types and densities for residents of all ages and income levels. Though several participants advocated for no new housing in North Bayshore, housing was positively accepted by most as a potential land use in North Bayshore. Other highlights included:

- Placing a high priority on providing a diversity of housing types and densities.
- Allow higher densities, disallow lower densities.

- Provide housing for a variety of people (lifecycle housing), including empty nesters, seniors, teachers, and young professionals aged 20-30.
- Integrate housing affordable to different income levels.
- Build enough housing to support a diversity of uses.
- Integrate housing with other uses.
- Spread housing throughout North Bayshore.
- Add housing to other areas of the City.

Mixed Use

The majority of participants supported mixed-use development (housing units built over commercial/retail uses) and a variety of commercial uses and services to support residential neighborhoods. Other comments included:

- Create complete communities with a variety of commercial services, public spaces, housing types, and institutional uses.
- Develop enough residential and office uses to support a supermarket.
- Develop a wide diversity of commercial uses and amenities.
- Include local-serving commercial, and retail uses within a neighborhood.
- Expand cultural uses and opportunities.
- Facilitate economic diversity.
- Create commercial uses with views of the Bay and natural areas.
- Locate commercial uses near parks and open spaces.
- Allow uses that support nighttime/weekend activities.
- Create mixed-use corridors, like Castro Street, in North Bayshore.
- Explore schools and supermarkets in the area.
- Create destinations to attract people to visit and live in North Bayshore.

Public Realm/Design

Participants strongly supported vibrant, active, and welcoming public spaces to gather and recreate. Additional comments included:

- Provide centralized outdoor recreation amenities instead of private on-site amenities.
- Support a diversity of public spaces throughout North Bayshore, including small parks, plazas, walking trails and larger open areas.
- Make streets active and vibrant public spaces; bring people/activities out onto the streets.
- Support a diversity of attractions including public art, skate parks, and community gardens.
- Preserve Shoreline Park as a beautiful natural area and an amenity for all City residents.
- Integrate nature throughout North Bayshore.

Transportation and Mobility

Workshop participants strongly supported creating safe, walkable, bikeable neighborhoods with streets designed to support walking and cycling. Participants supported expanding the number of access points to North Bayshore for bicyclists, pedestrians, and transit vehicles. Participants also suggested to:

- Increase and improve public transportation throughout North Bayshore, including buses, driver-less buses, and fixed-route transit such as train, skyway, and cable car systems.

- Increase transportation options to existing stores/amenities.
- Include 'car-optional' neighborhoods to the extent possible.
- Make transportation meet needs of growth, while reducing transportation demand to North Bayshore.
- Expand access to North Bayshore for pedestrians, bicyclists and transit vehicles.
- Redesign streets to increase safety and access for buses and bikes.

Environmental and Sustainability

Participants overwhelmingly supported ecologically-sensitive development, and encouraged protection of existing natural areas in and around North Bayshore. There was a strong desire to ensure protection of threatened and endangered species while also supporting new, sustainable neighborhoods. Specific comments included:

- Protect the burrowing owl habitat from impacts of new development.
- Expand habitat overlay zones to protect habitat.
- Locate tall buildings away from natural areas.
- Improve the quality of habitat along Stevens Creek.
- Integrate new habitat with new development (such as green roofs).
- Reduce light pollution.
- Expand the use of renewable energy.
- Make buildings green and ecologically-sensitive.

Exercise #2: Visual Preference

The second interactive exercise focused on obtaining feedback on the visual appearance of a variety of building intensities, uses and architectural styles. The exercise was divided into two parts. The first focused on housing and the second on mixed-use development and the public realm. Prior to each discussion, there was a short presentation by David Sargent of Sargent Town Planning. Participants then discussed topic-specific questions and provided feedback on the building examples on worksheets. On the worksheets, participants were asked to identify whether they supported the specific concept (e.g., varied massing of buildings) with a "yes" or "no" and also to provide additional comments or ideas.

Overall, workshop participants showed strong support for mixed use development, a diversity of public spaces, retail and services to support the residents and employees of North Bayshore, and a mix of high and medium density development ranging from 4 to 10+ stories. There was also strong support for a diversity of housing types and styles in North Bayshore. The following is a summary of the feedback received on each topic.

Housing

The initial ten-minute presentation showed housing types ranging from live-work and courtyard housing to high-rise residential buildings. The presentation showed images of on-site private amenities and off-site public amenities. Facilitators asked participants the following questions and recorded their responses:

- What are the types and scale of housing most appropriate in North Bayshore?

- Should open space amenities (e.g. courtyards and open areas) be provided onsite or as public spaces?

In particular, workshop participants supported a range of residential housing types and densities. Many groups also supported only higher density development and recommended that lower intensity building types, such as townhomes and courtyard buildings, not be allowed in North Bayshore. Other highlights of housing included:

- Support for a diversity of housing unit types and sizes
- Distributing housing in different areas of North Bayshore.
- Support for “micro-units” mixed with other residential types.
- The provision of housing for a range of incomes (including affordable housing).
- Support for wrapping high-rise residential with shorter buildings.
- Strong preference for public amenities provided offsite.

| Type of Housing | Support? | Notes |
|----------------------|---|---|
| Live-Work/Flex | Mixed support; majority yes and some no | <ul style="list-style-type: none"> • Ensure pedestrian access, and building setbacks support pedestrian use/access. • Height should be 4-6 stories. |
| Courtyard Housing | Yes | <ul style="list-style-type: none"> • Include publically accessible amenities. • Like option, but hesitant over use. • Support of condos for owner-occupied. |
| Micro Housing | Mixed support; majority yes and some no | <ul style="list-style-type: none"> • Also make mixed-use with Micro-housing on top. Include them throughout NBS and include in the mix. • Support for young people and other people who can live with a smaller space. • Make sure this is not just ‘company housing’. |
| Mid-Rise Residential | Mixed support; majority yes and some no | <ul style="list-style-type: none"> • Include some. Include Retail/Office, not Office/Residential. • Mix with high-rise. |

| | | |
|-----------------------|-----|---|
| High-Rise Residential | Yes | <ul style="list-style-type: none"> • Use lower buildings and amenities around high-rise to blend in the fabric. Include surrounding activities/public amenities that are easily accessible by pedestrian/bike. Include some to support more green space around buildings. • Place along highway 101. • Staggered height design is preferred. |
| Onsite Amenities | No | <ul style="list-style-type: none"> • None |
| Offsite Amenities | Yes | <ul style="list-style-type: none"> • Public amenities/spaces are preferred over private onsite amenities. • Prefer open to public spaces. • Do not include housing on Shoreline. |
| Other Notes | | <ul style="list-style-type: none"> • Want less urban looking housing, and more natural materials and design. • Mix of types and heights of housing. • Ensure building facades are attractive. • Consider brick on bottom, and glass on higher stories. • Include Senior Housing. • Include Green Roofs and roof top gardens. • Include sustainable options/storm water management etc. • Do not include housing on Shoreline. • Include or integrate into mobile-home park. • No Housing. • Include housing for homeowners and renters. • 10-15,000 units • 20,000 units • 15- Story Structures |

Mixed Use

The presentation showed a variety of styles of architecture, building massing, and streetscape types and then asked the following questions.

- What are the types and scale of mixed-use buildings most appropriate in North Bayshore?
- As housing is incorporated into North Bayshore, what are the types of retail services and amenities that could be included?

There was strong support for mixed-use development in North Bayshore with differing opinions on where the mixed-use should be located. Some community members preferred that mixed-use

development be spread throughout the areas identified for housing by the City Council, while others preferred that retail (with residential or office above) be centralized in one or two locations. Multiple participants recommended that mixed use be located along Shoreline Boulevard, however, the majority expressed a desire to locate retail on a side street with less traffic than Shoreline Boulevard. Additionally, attendees recommended a variety of uses and amenities, including the following: grocery stores, restaurants, coffee shops, residential services (such as dry cleaners), bars, and other neighborhood-serving uses. Workshop participants also had a strong preference towards areas and uses that support social gatherings.

The following is the feedback from the group discussions. Note that while there were 11 tables participating in the exercise, not every table provided “yes” or “no” feedback on each topic and not every table provided additional, written comments. However, the majority of participants supported every concept (except where noted) as there were very few response forms that indicated that there was not support for the topic.

| Type of Mixed-Use | Support? | Additional Comments |
|---------------------------|----------|--|
| Varied Massing | Yes | <ul style="list-style-type: none"> • Ensure that first floor is at pedestrian scale, and streets are walkable. • Place on Shorebird Way. • Like varied massing. • Vary heights/style throughout North Bayshore (NBS). • Break up super blocks. • Support for taller and slender buildings. |
| Façade Articulation | Yes | <ul style="list-style-type: none"> • Want warmer materials/colors in urban design. • Want larger setbacks than ones shown in pictures (greater than 10 feet). |
| Tower with Mixed-Use base | Yes | <ul style="list-style-type: none"> • No higher than 10-12 stories. |
| Range of Architecture | Yes | <ul style="list-style-type: none"> • Diverse architectural styles. • Include balconies. • Lots of support for varied styles, and walkable scale. |
| Neighborhood Center | Yes | <ul style="list-style-type: none"> • Include on both sides on Shoreline. • Include central location/plaza for congregating and events. • Support for centralized/concentrated amenities. |
| Town Center Scale | Yes | <ul style="list-style-type: none"> • Include spaces for socializing. • Include different heights. • Include grocery stores, gift shops, and other retail. • Support main street (e.g., smaller scale) retail uses, and not big box stores. • Include a community center in NBS. |

| | | |
|-----------------------------|-----|--|
| Mixed-Use on Major Corridor | Yes | <ul style="list-style-type: none"> • Include office along Shoreline and allow mixed-use on internal streets. • Yes, but include central pedestrian activity off of Shoreline. • Spread mixed use throughout NBS |
| Additional Notes | | <ul style="list-style-type: none"> • Prioritize creating a neighborhood first. • Grocery stores • Food/restaurant centers • Good street façade • Open space • Retail integrated with public spaces • Great opportunity for Kids Center, coffee, ice cream shop, bars, and other social uses. • Lots of trees. • Include a health clinic/dental/ and local serving amenities. • Consider socially equitable uses. • Consider green roofs, or roof top parking. • Include public restrooms. • Include a school. |

Public Realm

The consultant team presented a variety of types, sizes and scales of public spaces and publically accessible amenities, from complete streets to nature areas. Workshop participants were then asked to discuss the following questions:

- Do the types and character of streets we’ve shown seem like good places for housing of various types in North Bayshore?
- Are the types of open spaces we’ve shown appropriate for the new neighborhoods of North Bayshore?

Overall, workshop participants supported a wide diversity and a large number of public spaces throughout North Bayshore. The public spaces should include walkable streets, plazas, parks and natural open areas. There should also be a diversity of amenities and activities within the public spaces that will draw residents, employees and visitors. Many groups also echoed the “powers of 10” concept described by Fred Kent during the panel discussion. Finally, participants expressed a strong desire to protect habitat and sensitive species (such as the burrowing owl) from new development and to identify opportunities to expand the amount and diversity of habitat both within and adjacent to North Bayshore.

The following are the specific comments provided by workshop participants:

| Public Realm | Support | Additional Comments |
|---------------------------------------|-------------------------------------|---|
| Complete Streets | Yes | <ul style="list-style-type: none"> • Reduce/minimize concrete coverage. • Not on Shoreline. • Support the green loop concept. • Connect bikes to Shoreline Park. |
| Focus on Pedestrians and Bicyclists | Yes | <ul style="list-style-type: none"> • None |
| Carless Streets | Yes | <ul style="list-style-type: none"> • None |
| Shared Streets | Mixed support; some yes and some no | <ul style="list-style-type: none"> • Combine with artwalls |
| Lively Mixed-Use public places | Yes | <ul style="list-style-type: none"> • Include mini parks and dog parks. |
| Meeting Places for Daily Life | Yes | <ul style="list-style-type: none"> • None |
| Parks Woven into Neighborhood Fabric | Yes | <ul style="list-style-type: none"> • None |
| Nature Woven into Neighborhood Fabric | Yes | <ul style="list-style-type: none"> • Incorporate with retail spaces. • Include on Shoreline Boulevard • Include smaller scale parks. |
| Water Woven into Neighborhood Fabric | Yes | <ul style="list-style-type: none"> • None |
| Additional Notes | | <ul style="list-style-type: none"> • Consider and include areas for habitat to thrive. • Try to include private spaces into public spaces. • Balance buildings and open space. • Include small open spaces. • Include wider sidewalks. |

Exercise #3: Chip Map Game

Exercise #3 allowed workshop participants to create a land use alternative by placing “chips,” or game pieces, representing the various building types presented in Exercise #2 on a large map of North Bayshore. The exercise encouraged discussion and consensus building among participants about the location, type and scale of development. The result was a series of maps that show various patterns of development of housing, retail, office and open spaces.

The following are the general conclusions that the consultant team drew from this exercise. Images of each alternative created during the exercise can be found within the summary materials posted on the project website.

Residential

- There were discussions about the number of residential units in North Bayshore with a wide range of opinions. Some groups wanted a small number of new residential units while others wanted a large number. There were also individuals who didn't want any new residential added to North Bayshore.
- Each table used a wide range of residential intensities, including the high rise residential.
- Most tables include some microhousing spread throughout the study area.
- Some groups placed housing outside of the six areas identified by the City Council.
- Most groups used less of the lower intensity residential uses, thus showing a preference for midrise (4-5 stories) and high-rise (10-15 stories) residential.
- Residential uses were placed throughout the study area however multiple groups tended to concentrate residential in two general locations: west of Shoreline Boulevard and east of Shoreline Boulevard north of Space Park Way.
- Higher intensity residential uses were generally placed along or near Shoreline Boulevard and lower intensity residential areas were placed at the edge of the study area and closer to the Santiago Mobile Home Park and habitat areas. This shows a preference for residential intensities to step down to areas that may be most impacted by higher intensity development.
- Many groups oriented housing to either retail areas or open spaces such as green ways.

Retail

- All groups supported retail in the plan area and there were generally three patterns of retail development identified by the groups.
 - Distributed. Some groups distributed retail throughout the plan area with concentrations both East and West of Shoreline Boulevard. Multiple groups placed retail adjacent to the Gateway area to build off of the retail expected as part of the LinkedIn project.
 - Shoreline Boulevard. Some groups placed retail and services along Shoreline Boulevard and envisioned this corridor as the main retail street.
 - New Retail Streets. Some groups identified new "Castro Street-like" retail areas. Potential locations identified included Joaquin, Pear, Plymouth/Space Park and Shorebird.

Public Spaces

- There was a strong preference for a relatively large amount of parks and open spaces in North Bayshore.
- Groups placed public spaces, such as parks and plazas, throughout the study area.
- Many groups added parks and plazas to existing or planned open space areas. This included adding public spaces to the green loop, Permanente Creek, existing parks and natural areas.
- Many groups added public spaces near retail areas.
- Many groups included new public spaces immediately adjacent to the new residential development to provide amenities for residents.