

CITY OF MOUNTAIN VIEW

111 FERRY-

MORSE

WAY

PRECISE

PLAN

111 FERRY-MORSE WAY PRECISE PLAN

ADOPTED BY THE MOUNTAIN VIEW CITY COUNCIL

JULY 30, 1985

RESOLUTION NO. 14237

Amended

Resolution No.

Summary

111 FERRY-MORSE WAY PRECISE PLAN  
JULY 1985

I. Basis for Application of the P Zone and Precise Plan

Site Description

The subject property is a triangular-shaped, 17.5± acre parcel bounded by Route 237, South Whisman Road and East Evelyn Avenue. Both Route 237 and Whisman Road are elevated above the property. Evelyn Avenue, the Southern Pacific railroad tracks and Central Expressway are all essentially at the same grade as the property, as is an access road parallel to Whisman Road, known as Ferry-Morse Way. The site is basically flat. Structures existing in 1984 include a large brick warehouse, a concrete office building, a concrete addition to a warehouse area and a two-story farmhouse dating back to about 1900.

The premise of this Precise Plan is to provide for transition to quality light industrial or office use when Ferry-Morse vacates the site. The relationship of this property to the Route 237 and the Whisman Road overpasses over Central Expressway results in this property and any development on it being very visible. Therefore, special attention is needed to the design of any building constructed here and to site features, including landscaping, parking lot layout and special amenities, including fountains and public sculpture, to call attention to development on this property.

II. Basic Principles

The following principles are the general basis for the specific use and design criteria which follow in Sections III and IV.

- A. This property is a highly visible, key entryway lot into Mountain View and, therefore, deserves and requires superior site and building design effort. Emphasis shall be placed on creating an attractive view of the site from adjacent roadways and on landscaping used to either screen the site or to enhance features of the site or building design.
- B. The land may be used for limited industrial uses, including corporate offices or research and development facilities.
- C. Full right- and left-turn access will be available only at Ferry-Morse Way and at limited locations along East Evelyn Avenue. Right-turn-only access will be available along the entire Evelyn Avenue frontage. Traffic signalization may

be required at the full-service intersections at Ferry-Morse Way and Whisman Road and at East Evelyn Avenue and Ferry-Morse Way. Uses that limit the peak-hour traffic volumes and provide traffic mitigation programs are encouraged.

### III. Use Criteria

#### General Purpose

This Precise Plan is designed to provide an environment conducive to the development of a high-quality, low-intensity, light industrial use appropriate to its entryway location in the City.

#### A. Permitted Uses

1. Administrative, executive or financial offices appropriate to an industrial area.
2. Manufacture, assembly or packaging of products from previously prepared materials but not including such operations as saw and planing mills, primary production of wood, metal or chemical products from raw materials or any use requiring outdoor storage.
3. Research and Development (R&D), engineering and prototype development laboratories or firms for the design, development and production testing of manufacturing products.
4. The Ferry-Morse Seed Company seed processing facility or similar use of the same low intensity.
5. A cafeteria associated with the major development.

#### B. Provisional Uses

1. Storage, warehouse and wholesale uses where no outdoor storage is permitted and where special efforts are made to screen truck-loading and circulation areas and to provide visual relief to the warehouse buildings.
2. Temporary residential use of the farmhouse associated with the principal use of the facility.

3. Other uses listed as conditional to the ML District, including public, quasi-public and private uses of an educational or recreational nature.

#### IV. Development Criteria

##### A. Maximum Floor Area

The maximum allowed floor area shall be 0.35 square feet of gross floor area per square foot of net land area. If a cafeteria is included in the development, its floor area will not be included in the maximum floor area allowance.

##### B. Yards Along Streets

1. Ferry-Morse Way: 70' from the property line, 50 percent of which shall be landscaped.
2. East Evelyn Avenue: 70' from the property line, 50 percent of which shall be landscaped.
3. Route 237: 40' from the property line, 60 percent of which shall be landscaped. Special attention will be given to the architectural impact of any proposed building in relation to this major highway. Extension of landscaping onto the public right-of-way is also encouraged.

##### C. Landscaping

Landscaping shall be designed to further the quality and open nature of the industrial park. Landscaping shall be used to screen and soften parking areas or other broad expanses of paving; provide a setting for buildings; and to buffer and merge the various uses. An extensive mixture of trees of varying scale, color and form is required. Special emphasis shall be placed on large-scale conifers. All landscaping areas shall be irrigated. The use of sculpture, gardens and fountains as part of the landscaped areas shall be encouraged.

- a. Minimum Landscape Coverage: 35 percent of the lot area.
- b. Minimum Streetside Landscaping:

Along Evelyn Avenue and Ferry-Morse Way, 40' of landscaping from back of curb to parking areas. These areas shall coordinate the private and public areas, including the sidewalk areas, and shall contain appropriate mounding, landscaping, lawns, shrubs, street trees and clusters of trees.

Minor reductions in the depth of landscaping to accommodate reasonable parking lot configurations and other site design features may be allowed, provided that the reduced landscaped area is replaced by additional streetside landscaping elsewhere adjacent to the street and that in no case is the depth of landscaping to be reduced below 20' from back of curb. Landscaping of the State right-of-way is encouraged.

c. Screened Parking:

All parking areas shall be screened to a height of 3' from the top of curb by landscaping, mounding, decorative fences or walls or a combination thereof.

Within parking lots, large-scale trees (with emphasis on broadleaf evergreen and conifers) shall be planted in landscaped strips or tree wells at a minimum spacing of one every three cars along the row to provide a canopy to obscure these areas from surrounding elevated lands. Parking layout shall minimize long views down parking aisles (for example, by aligning parking rows parallel to adjacent streets).

NOTE: Throughout the Plan, the landscape requirements are set forth as strong guidelines from which the Zoning Administrator may grant some deviation if it can be demonstrated that the modification will result in an improved overall plan.

D. Height

Building height shall not exceed four stories or 55', except that an additional 10' high mechanical equipment screen or equipment penthouse may be permitted.

E. Other Required Conditions

1. Architectural and Site Design: In keeping with the prominent location, special emphasis shall be given to architectural and site design excellence. Use of talented and innovative architects and designers shall be encouraged to create innovative, high-quality, one-of-a-kind buildings and site designs.

Preparation of preliminary design approaches for informal review with City staff is encouraged prior to submittal of plans for approval. Early coordination and evaluation will help ensure a complete, efficient design process which can fulfill the provisions of this Precise Plan.

2. Roof Equipment: Roof equipment shall be screened to conceal it from off-site views, including from adjacent elevated roadways. Screening shall be designed as part of or to be compatible with basic building architecture.
3. Noise Generation: Noise-producing vents, fans and mechanical equipment shall meet the noise generation guidelines of the General Plan and shall be oriented away from adjacent open space uses.
4. Parking Requirements: Parking requirements shall follow the standard City parking requirements. Consideration may be given to reducing parking in multi-use facilities where it can be demonstrated that parking demands are compatible and for low-intensity industrial uses such as research and development complexes.
5. Signs: Signs shall be in accordance with a City-approved sign program to be developed by the project architect in conjunction with project approval. Said sign program shall specify the materials, colors, lighting, location, number and size of permitted signs and method of allocating sign space to individual tenants, subject to the following overall limitations:
  - a. The total aggregate number of freestanding signs shall not exceed five, no more than three on any street frontage.
  - b. No single sign shall exceed 50 square feet in area per face, nor a height of 10' above the surface of the adjacent public street.
  - c. Building-mounted signs shall not exceed one per tenant, shall not be located above the first floor and shall not exceed 25 square feet per sign. Building-mounted signs shall not project out from the building.
  - d. No signs shall be oriented towards the freeway.
  - e. Signs shall be located at least 10' from the public right-of-way.
  - f. Directional signs shall be separately administered by the Building Inspection Supervisor. Real estate signs are permitted per the provisions of the ML District.

6. Grading and Site Distance Plan: Each development shall include a preliminary grading plan which addresses (through maps, cross-sections and sketches) relationships between parking, buildings and landscaping on-site, and coordination between on-site features and adjacent roadways.
7. The following mitigation measures from the traffic study by Pang & Associates shall be incorporated into the final project:
  - a. A major entrance to the site shall be provided from East Evelyn Avenue approximately midway along the street frontage.
  - b. Widen Ferry-Morse Way to 40' at East Evelyn Avenue to provide a separate left- and right-turn lane on Ferry-Morse Way.
  - c. Participate in the cost of installation of a traffic signal at Ferry-Morse Way and Whisman Road.
8. Should the existing farmhouse not be incorporated into the redeveloped site, the developer shall make a good-faith effort to relocate the building.

V. Administration

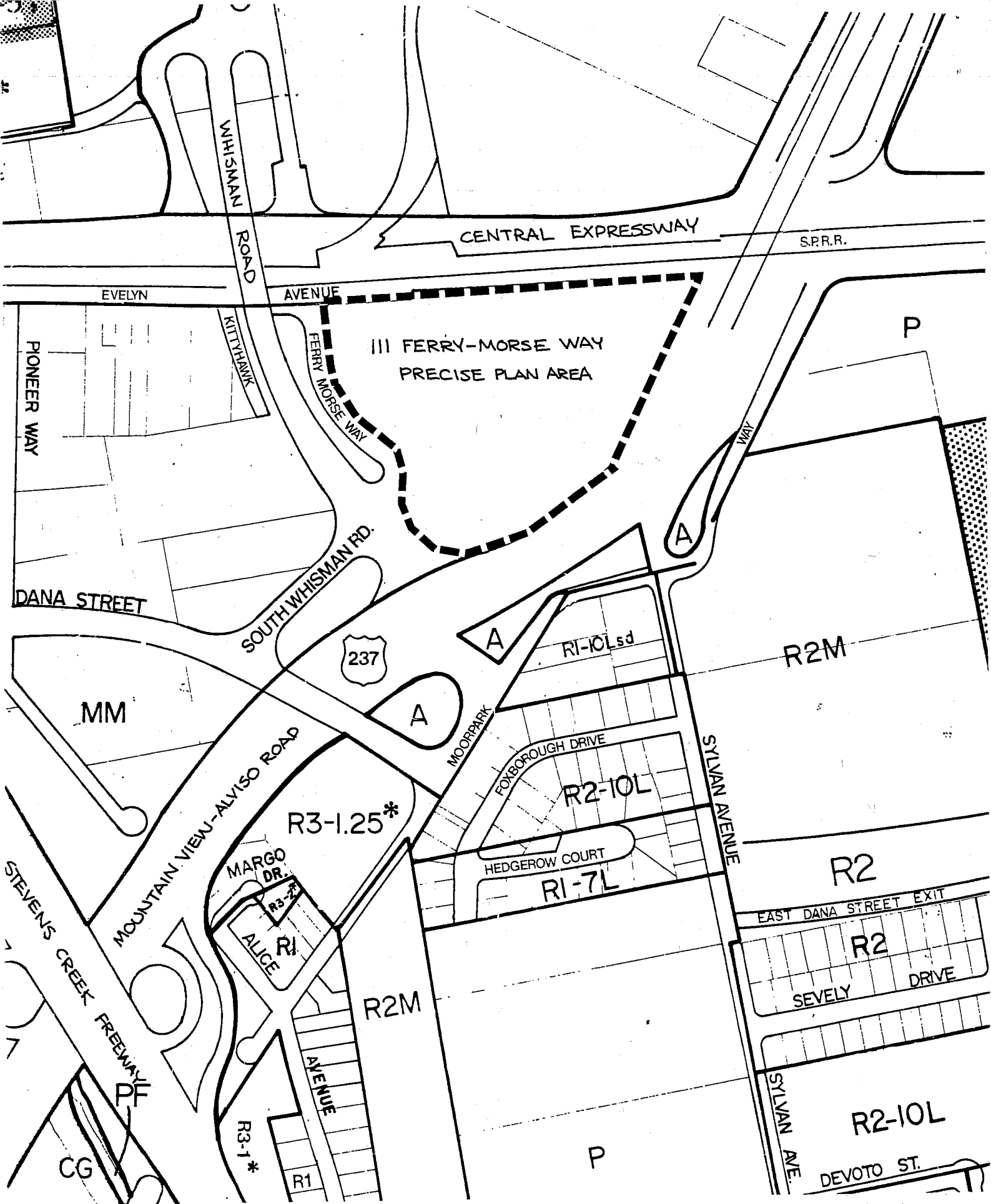
All major developments shall be approved by the City Council as per Sections 36.22.6 to 36.22.10 of the Zoning Ordinance.

Once a major project has been approved, uses which are identified as provisional uses within this plan, building expansions and modifications and sign program changes may be granted by the Zoning Administrator after appropriate public hearings as per Sections 36.22.6 through 36.22.8.

Upon granting of the Planned Community Permit, the approval of minor sign program changes, approval of specific signs, approval of minor site changes and building alterations, including building material changes and changes in use which are in conformity with the Precise Plan, may be authorized through the Site Plan and Architectural Review (SPAR) process.

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# PRECISE PLAN MAP