

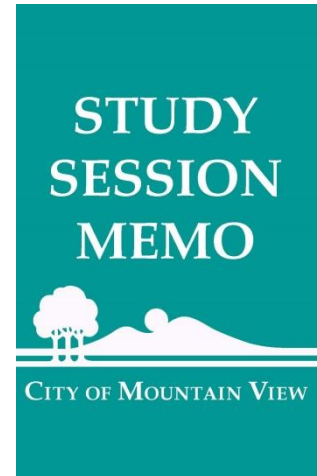
DATE: November 13, 2018

TO: Honorable Mayor and City Council

FROM: Diana Pancholi, Senior Planner
Martin Alkire, Principal Planner
Wayne Chen, Acting Community Development
Director

VIA: Daniel H. Rich, City Manager

TITLE: **Terra Bella Visioning and Guiding Principles
Plan – Vision and Guiding Principles**



PURPOSE

The purpose of this Study Session is to provide background information on the Terra Bella Visioning and Guiding Principles Plan and summarize input from the June 2, 2018 and August 25, 2018 Community Workshops, other public outreach conducted on the Plan, and the EPC meeting. Staff is seeking City Council input and policy direction on concepts for a preferred land use vision, land use intensities, and other policies.

BACKGROUND

The City Council prioritized the Terra Bella Visioning and Guiding Principles Plan as a key work plan item of the Fiscal Year 2017-18/Fiscal Year 2018-19 City Council Major Goals. This work was authorized as a targeted community outreach effort to gather community input on the future vision for the area and develop strategies to guide future development in the area. The 2030 General Plan does not identify the Terra Bella Area as a “Change Area” for future development. Therefore, no specific vision was identified for the area during the last General Plan update process. Council directed staff to do a visioning versus a larger, more comprehensive precise plan process.

PLAN AREA CONTEXT

The 112-acre Plan area is generally bordered by the U.S. 101 freeway and the Rex Manor neighborhood to the north, Crittenden Middle School to the west, Middlefield Road and Moonbeam Drive to the south, and Highway 85 to the east. The project area is also directly located immediately south of the North Bayshore Precise Plan Area separated by the U.S. 101 freeway.

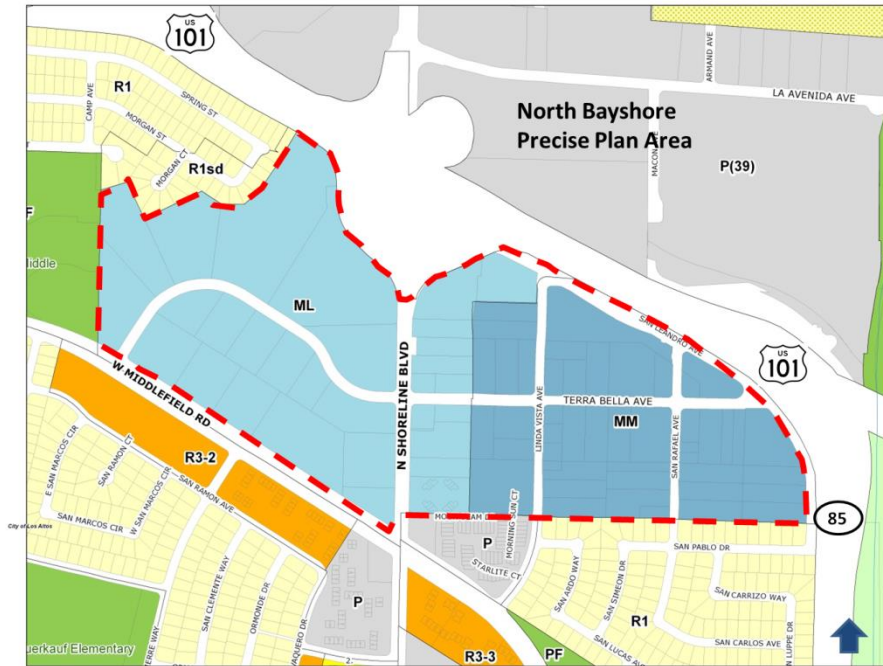


Figure 1 – Plan Area Boundary

General Plan

The current General Plan Land Use Designation for the Plan area is General Industrial (shown in blue). The General Industrial designation permits industrial uses, including manufacturing and storage, research and development, administrative offices, and ancillary commercial with floor area ratios (FARs) ranging from 0.35 to 0.55 and up to three stories in height for highly sustainable development.

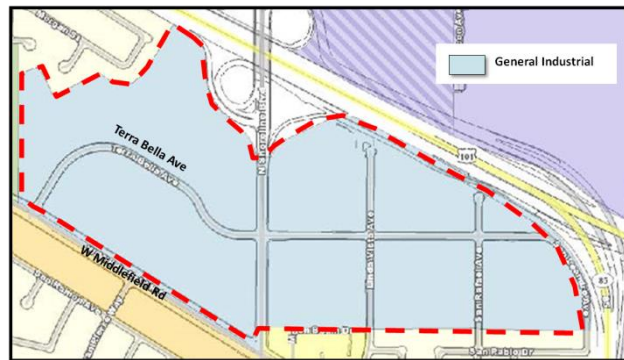


Figure 2 – Current General Plan Designation

Zoning

The Terra Bella Visioning Plan area west of Shoreline Boulevard has a zoning designation of Limited Industrial (ML) (shown in light blue) with maximum FAR of 0.35 to 0.45. East of Shoreline Boulevard has a

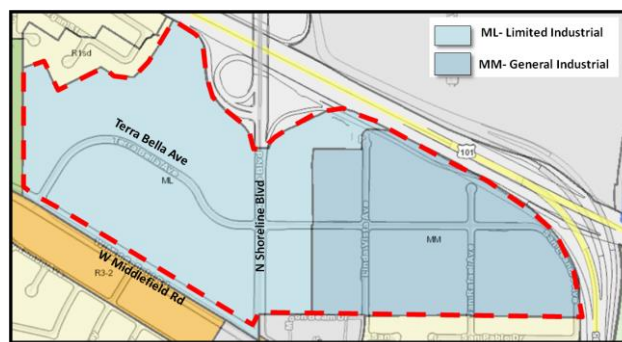


Figure 3 – Current Zoning District

zoning designation of General Industrial (MM) (shown in darker blue) with maximum FAR of 0.35 to 0.55.

Environmental Conditions

The Plan area includes the Teledyne/Spectra-Physics Superfund site to the east of Shoreline Boulevard. The Superfund site includes the former Teledyne Semiconductor (Teledyne) property located at 1300 Terra Bella Avenue and the former Spectra-Physics Lasers (Spectra-Physics) property located at 1250 West Middlefield Road.

The U.S. Environmental Protection Agency (U.S. EPA) oversees cleanup activities in the Superfund site, which primarily contains TCE and groundwater contaminants from these historic industrial activities in the area. Various clean-up efforts have been going through since the 1980s.

No specific environmental review will be conducted as part of the Terra Bella visioning process. Detailed environmental assessment will be conducted as part of a programmatic EIR for a Precise Plan process, if the Visioning Plan leads into a Precise Plan development. Otherwise, project-specific environmental reviews will be done on a case-by-case basis during review of any future Gatekeeper projects in the Plan area. Environmental reviews will provide information on contamination levels and any appropriate mitigation measures for different land uses in the area.

PUBLIC PROCESS

Community Workshop No. 1 – June 2, 2018

The first workshop was held at the City of Mountain View Senior Center with approximately 45 participants. The workshop introduced the project and engaged interested community members to get a sense of their vision for the area's future. The workshop included an overview of the Visioning process and introduction to the Plan area, a small group visioning discussion, and an individual mapping exercise for participants to share their preferred locations for various land uses and their character within the Plan area. Following the workshop, an online survey was conducted, which received 46 responses. The workshop presentation, visual preference survey, and additional materials are available on the project web page:

https://www.mountainview.gov/depts/comdev/planning/activeprojects/terra_bella.asp.

Key outcomes from Workshop No. 1 outreach include:

1. Overall support for redevelopment in Terra Bella. Generally, low- to moderate-density development was envisioned.
2. Employment uses (office and light industrial) were still seen as key land uses in the area, but there was great acceptance for introducing more diverse uses— especially mixed-use, residential, and retail—to create a more vibrant and thriving district.
3. Support for redevelopment at higher intensities than currently exists;
4. Strong support for improvements to enhance the quality of life of the residents and workers, such as parks and shops.
5. Traffic congestion was a major concern for respondents, highlighting alternate modes and transit infrastructure as important future improvements.
6. Important to have good transitions in new development abutting existing residential development in the area.
7. Retail and mixed-use developments were identified as highly desirable along Shoreline Boulevard.
8. Open space was identified as a key missing amenity/feature, and there was broad agreement on introducing new open space in the area with the east side being the preferred location.

A summary of the workshop and online survey outcomes are included as Attachment 1 to this report.

Petition

Following the first community workshop, staff received a petition dated October 2, 2018 signed by 100 residents of the Stierlin Estates Neighborhood expressing community support for future development with proper transitions along existing residential developments. The petition also expresses community interest in preserving existing large trees in the area, the need for parks and open spaces with the future developments, and support for low- to medium-intensity development (office and residential) in the future (see Attachment 2—Petition form Stierlin Estates Neighborhood). The petition specifically envisions residential development up to two

stories north of Terra Bella Avenue and offices or retail up to three stories west of Linda Vista Avenue.

Community Workshop No. 2 – August 25, 2018

The second workshop was held at Mountain View City Hall with approximately 62 participants. The workshop aimed to discuss ideas or elements for preferred land uses and transportation improvements in the area, and preferences for key policy questions related to community benefits, parks, and small businesses. The workshop included large-group discussion on various land use and policy topics, including guiding principles, land use Visioning Plans, building heights, parks and open space, transportation and street concepts, parking and transportation demand management (TDM), frontage character, community benefits, and small business support. The workshop presentation, visual preference survey, and additional materials are available on the project web page:

https://www.mountainview.gov/depts/comdev/planning/activeprojects/terra_bella.asp.

Key outcomes from Workshop No. 2 outreach include:

1. Most participants seemed to support Vision Alternative 1 (discussed later in the report), which proposed new public open space and a mix of office and residential uses both east and west of Shoreline Boulevard, as well additional mixed-use/retail along Shoreline Boulevard. Among the remaining participants, there was wide variation in the participants' vision for Terra Bella with some preferring higher densities and more mixed-use development than the proposed Visioning Plans and others favoring lower-density residential development with additional green space/buffers.
2. General support for the proposed transportation network for Terra Bella and concepts for key streets through the Plan area, with the exception to see protected or separated bike lanes on most streets over shared lanes.
3. Priority goals for the Plan are to promote diverse housing options, create neighborhoods with balanced and integrated land uses, and add new parks or open spaces.
4. New development should provide transitions, particularly in height/density, from existing single-family and multi-family homes.

5. Support for introducing new open space in the area with the east side being the preferred location.
6. Support for improving connections across Shoreline Boulevard, across Middlefield Road, across Route 101 to North Bayshore, and to Stevens Creek.
7. Creating a network that is safe for children to walk or bike to school is a priority.
8. The potential impacts of new development on traffic congestion and parking were major concerns for the community.
9. The majority of participants agreed that TDM measures should be included in the Plan, particularly shared parking between projects, bicycle parking/shower/changing facilities, and car-share parking.
10. Preference for retail/shopfront frontages along Shoreline Boulevard and Terra Bella Avenue, and residential frontage types like stoops and door yards/porches along predominantly residential streets such as Linda Vista and San Rafael Avenues.
11. Support for requiring that new development provide community benefits and small business support.

A summary of the workshop is included in Attachment 3 to this report.

Stakeholder Meetings

Apart from the community workshops to date, the Vision Plan team has met with over 20 stakeholders, including property owners, businesses, developers, public agencies, and other interested parties. A summary of key comments from these meetings is provided as Attachment 4 to this report – Stakeholder Meetings Summary.

Environmental Planning Commission Meeting – October 17, 2018

On October 17, 2018, the Environmental Planning Commission (EPC) held a Study Session to provide policy direction on visioning and land uses in the Terra Bella Visioning (TBVP) Plan Area. EPC responses to the topics are provided in the Discussion section below.

In summary, Commissioners were supportive of the addition of residential land use in the Plan area and envision a higher-intensity residential neighborhood with greater

retail services, the addition of open space, and improved multi-modal improvements and connections throughout. Fourteen (14) members of the public spoke at the meeting, including residents, property owners, developers, and existing business owners. Public speakers suggested a variety of topics for EPC and Council consideration, including, but not limited to, sensitive transition around single-family neighborhoods, the need for additional housing in the area, and preserving existing small businesses.

Additional Public Comment

E-mails, letters, and other correspondence received since the last Study Session are provided in Attachment 6 – Public Comment.

DISCUSSION

Guiding Principles

At the second community workshop, the Vision Plan team presented the participants with 10 guiding principles based on the public input that had been received highlighting potential key strategies to shape the future of the Plan area. The workshop participants were asked to review the draft guiding principles, circle their top three principles, cross out principles they did not agree with, and add any principles they thought were missing.

The guiding principles covered a variety of topics, including transportation improvements, neighborhood character, creation of open space, community benefits, etc. Workshop participants showed strong support for three guiding principles:

- Promote housing at a variety of income levels and ownership types.
- Create neighborhoods with balanced and integrated land uses.
- Create new public spaces.

Some interest was expressed to incorporate additional topics to the list related to promoting environmental sustainability, improve access to health services, and denser developments. Among other comments listed were concerns over building heights, particularly near single-family residential neighborhoods, potential traffic impacts on existing residents, and the desire to build denser development to maximize housing (both market-rate and affordable).

The revised list of draft guiding principles based on the public input from Workshops 1 and 2 includes the following:

1. Maintain Terra Bella as strong center of employment.
2. Create neighborhoods with balanced and integrated land uses.
3. Promote housing at variety of income levels and ownership types.
4. Create walkable blocks with buildings that support the public realm.
5. Respect the surrounding single-family neighborhood character.
6. Create new public spaces.
7. Minimize vehicle trips and congestion.
8. Improve pedestrian and bicycle connectivity.
9. Preserve space for a number of small, employment-generating uses.
10. Ensure new development provides community benefits.

EPC Comments

The EPC supported the guiding principles outlined above. Some of the Commissioners suggested revising the guiding principles to target the need for public spaces and community spaces for families. EPC also had comments and questions on the differences between the visioning plan and implementation at project level.

QUESTION 1: Does the City Council support the draft visioning guiding principles for the Plan area?

Land Use

Currently, the Plan area includes approximately 3.4 million square feet of predominantly office and industrial land uses. Only 3 acres of residential land uses exist in the Plan area. Therefore, any conversion of land from industrial land use to residential will result in the loss of potential area for industrial uses, especially existing small businesses. Property owners might not have the incentive to preserve their existing industrial land given such strong demand for redevelopment to residential or

other uses. At the same time, community interest for redevelopment may outweigh retaining or expanding industrial uses in the Plan area.

Vision Alternatives

At the second community workshop, the Vision Plan team presented three land use vision alternatives which varied in residential and industrial/office land use distribution and intensity within the Plan area. The alternatives concentrated on varying development options on each side of Shoreline Boulevard. The focus was also to introduce different land uses as it is the primary variable at this time in the visioning process.

All three alternatives have been developed based on the input received from Workshop Nos. 1 and 2, and EPC and Council direction for development in the neighboring areas. The alternatives include:

Alternative 1

- Highest intensity of residential development (up to seven stories).
- High-intensity office core (up to six stories) along freeways.
- Medium-intensity office (up to four stories) along Terra Bella Avenue.
- Medium-intensity residential (up to five stories) areas along Middlefield Road, and low- to medium-intensity residential (up to five stories) along existing residential.

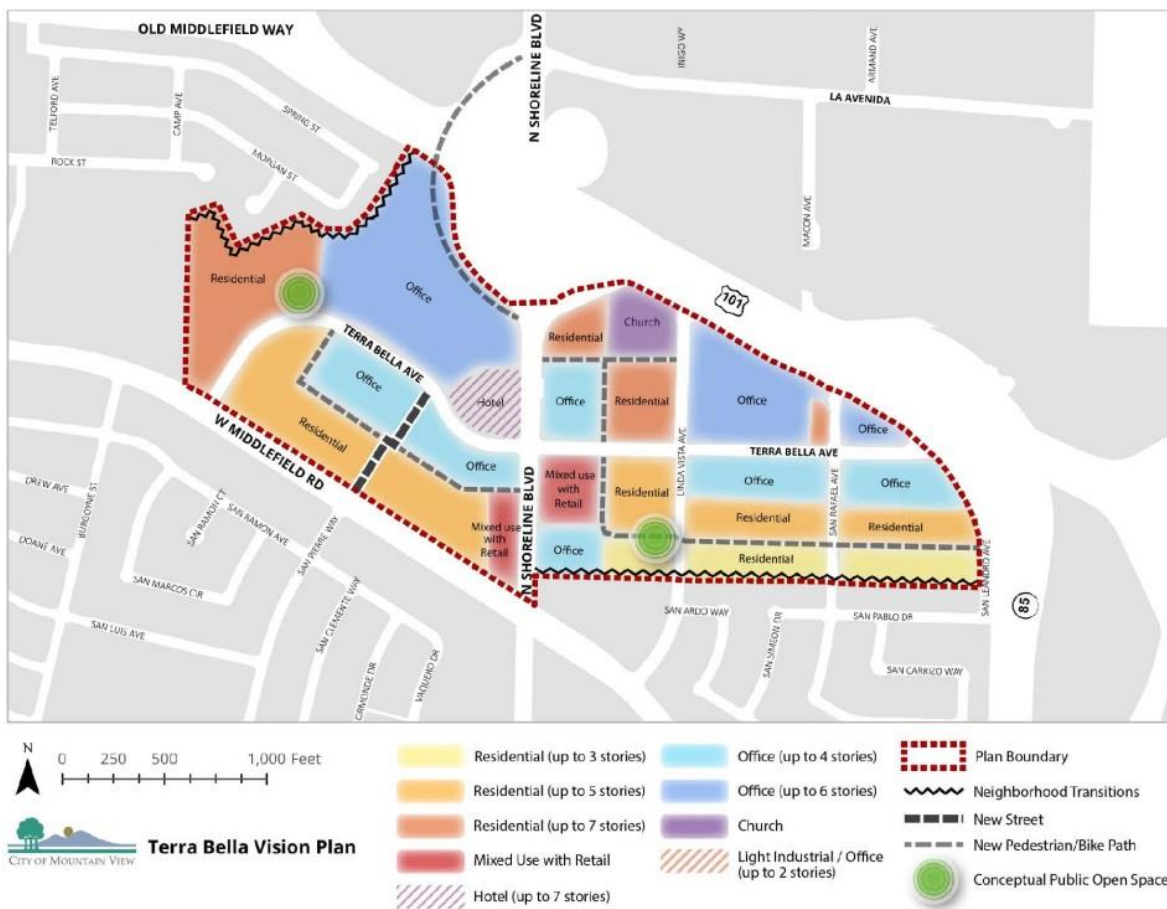


Figure 4 – Alternative 1

Alternative 2

- Highest intensity of office development (up to six stories) north of Terra Bella Avenue and west of Shoreline Boulevard.
- Mix of medium-intensity office (up to four stories) and medium-intensity residential south of Terra Bella Avenue and north of Middlefield Road.
- Higher percentage of light industrial uses east of Shoreline Boulevard to preserve small businesses.
- Low- to medium-intensity residential (up to five stories) along existing residential on the east side of Terra Bella Avenue.
- Open space on each side of Shoreline Boulevard.

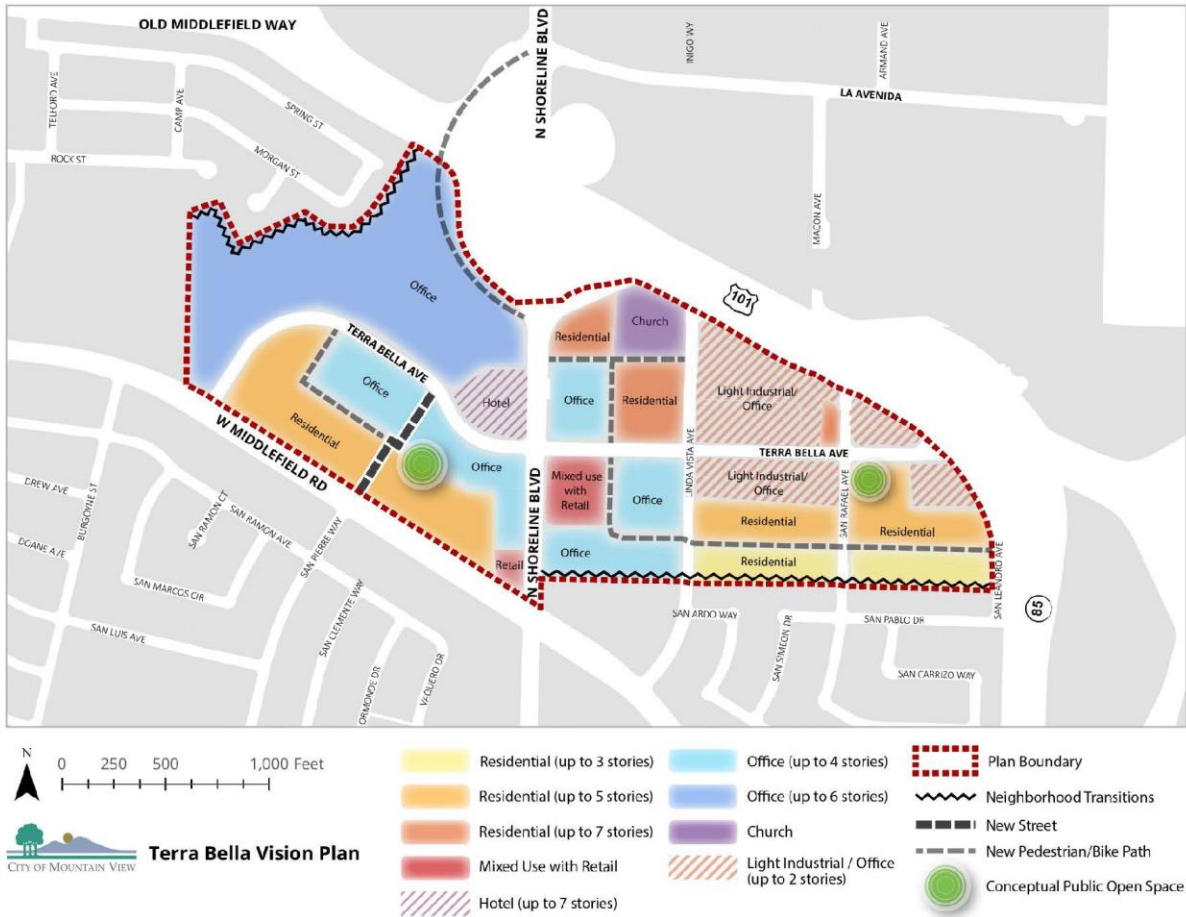


Figure 5 – Alternative 2

Alternative 3

- Highest extent of new office development in the plan area, with the highest intensity (up to six stories) north and south of Terra Bella Avenue to the west of Shoreline Boulevard.
- Lowest extent of new residential development in the Plan area.
- Highest intensity of residential development (up to seven stories) envisioned in a few pockets east of Shoreline Boulevard and north of Terra Bella Avenue.
- Mix of medium-intensity office and light industrial uses east of Shoreline Boulevard to preserve small businesses.

- Low- to medium-intensity residential (up to five stories) along existing residential on the east side of Terra Bella Avenue.
- Open space east of Shoreline Boulevard.

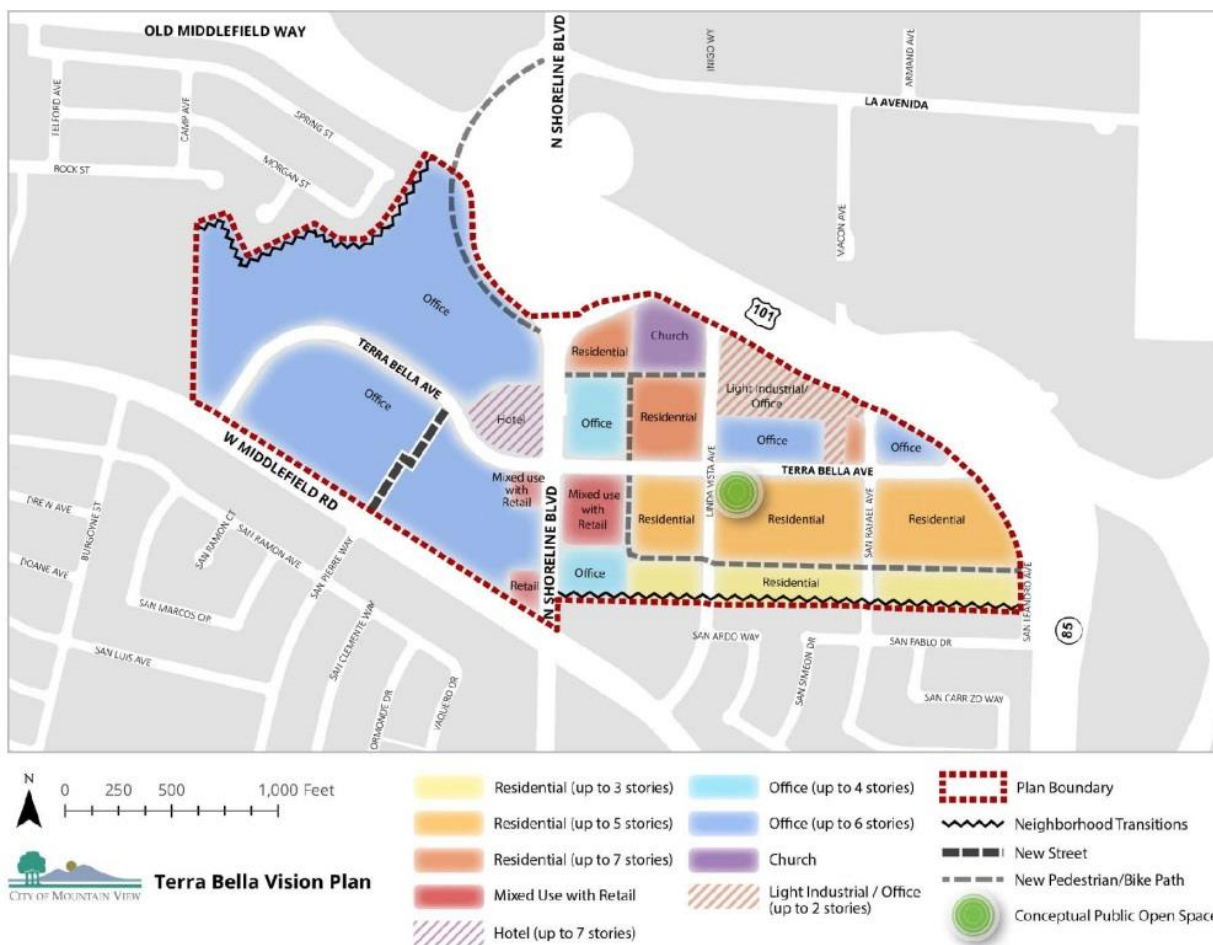


Figure 6 – Alternative 3

Common Themes

The following are shared themes among the three vision alternatives presented at Workshop No. 2, which were developed from community input on visioning for the area:

- Mixed-use development along Shoreline Boulevard.
- Need for open space.

- Appropriate transition along existing residential developments.
- Hotel-type use north of Terra Bella Avenue at the intersection of Terra Bella Avenue and Shoreline Boulevard.

Community Workshop No. 2 results show that most participants preferred Vision Alternative 1, which proposes new parks spaces and a mix of office and residential uses both east and west of Shoreline Boulevard, and additional mixed-use/retail development along Shoreline Boulevard. The option that received the second highest number of votes was “Other Vision,” but the feedback did not clearly articulate what this “other” vision alternative should comprise, as discussed below.

Other Alternative

At the second workshop, the participants were also given an option to develop a vision alternative “other” than the three options presented at the meeting. Approximately 25 percent of the participants indicated interest in the “other alternative,” but there was no clear consensus of what this other alternative should include. Some support was observed for the following themes:

- More higher-density housing.
- Hybrid of Vision Plans 1 and 2.
- Hybrid of Vision Plans 2 and 3.
- Vision Plan 2 AND “Other Vision.”

EPC Alternative

The EPC acknowledged the need for redevelopment along with requiring sensitive transitions along the Plan’s border with existing single-family residential uses. The EPC liked the balance of land uses shown in Alternative 1 and the amount of light industrial office use in Alternative 2. Therefore, the EPC expressed interest in creating a hybrid alternative with the land use proposal of Alternative 1 west of Shoreline Boulevard and introducing the light industrial/ office land use proposal around Terra Bella Avenue as shown in Alternative 2. The key features of such an alternative are:

- Highest intensity of residential development (up to seven stories) north of Terra Bella Avenue.

- High-intensity office core (up to six stories) between Terra Bella Avenue and Highway 101 west of Shoreline Boulevard.
- Medium-intensity office (up to four stories) and medium-intensity residential (up to five stories) along the south side of Terra Bella Avenue.
- Light industrial/small office preservation zones east of Shoreline Boulevard.
- Gradual height and density transition away from existing single-family neighborhoods south of Moonbeam Drive, transitioning from lower-density residential (up to three stories), such as townhomes and walk-up apartments, to medium-intensity residential (up to five stories).
- Open space on each side of Shoreline Boulevard.

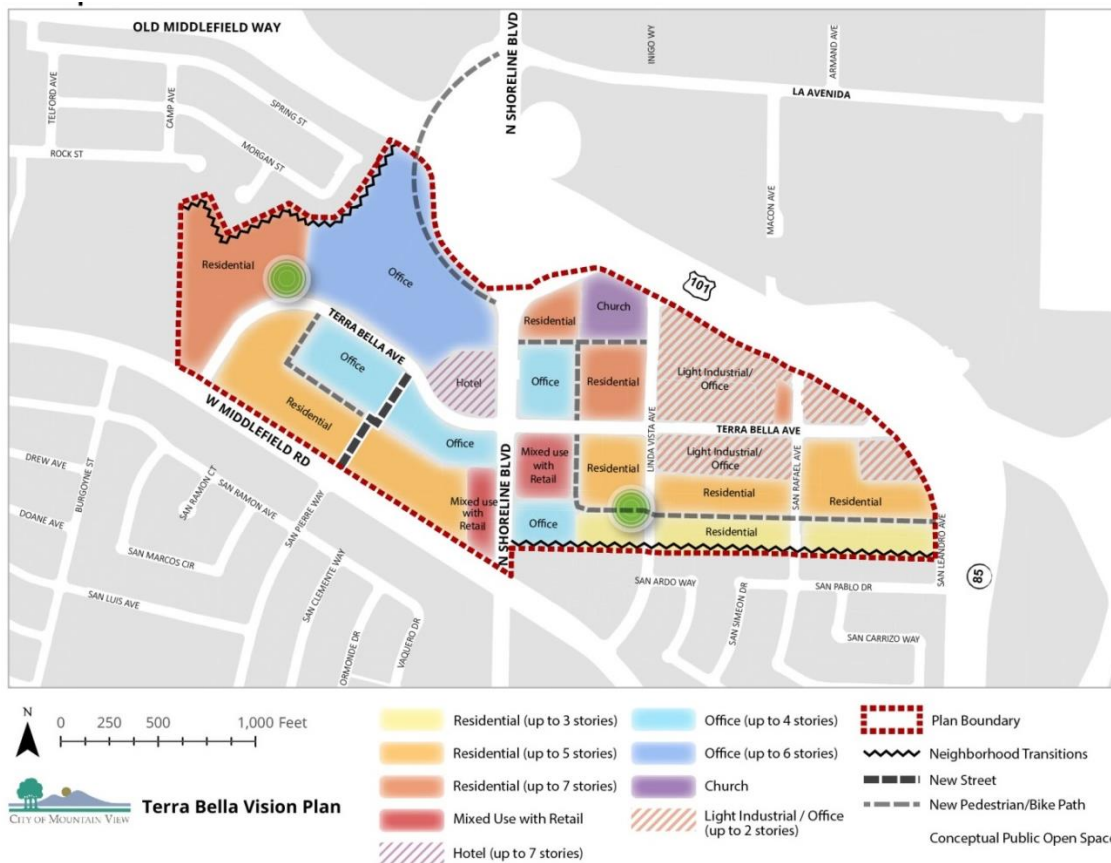


Figure 7— EPC Alternative

The EPC emphasized on the key aspects such as sensitive transition along single-family residential developments, preservation of existing small businesses in the area, and open space on both sides of Shoreline Boulevard.

Although, EPC gave clear direction on incorporating the light industrial/office land use around Terra Bella Avenue as shown in Alternative 2, there was no discussion about the land use intensity of this light industrial/office land use proposal. In reviewing this information, the City Council may want to consider land use intensity for consideration of such a hybrid proposal.

Alternatives Comparison

To provide a comparison of the land use alternatives discussed in this report (Alternatives 1, 2, 3), two charts have been prepared with estimations of several key factors. Chart 8 provides an estimate of the number of acres by land use, and Chart 9 provides an estimate of the number of residents and employees and the amount of housing units and nonresidential square footage.

Chart 8 – Vision Option Land Use Mix

	Existing	Option 1	Option 2	Option 3	EPC Option 4
 Residential Housing Area	3 (3%)	39 (42%)	27 (29%)	20 (21%)	40 (43%)
 Office Area	61 (66%)	44 (47%)	41 (43%)	58 (61%)	28 (29%)
 Light Industrial / Office Area	19 (20%)	0 (0%)	15 (16%)	4 (5%)	15 (16%)
 Mixed Use, Retail, and Hotel Area	1 (0%)	6 (6%)	6 (6%)	7 (7%)	6 (6%)
 Park / Open Space Area	0 (0%)	5.1 (5%)	4.6 (5%)	4.6 (5%)	5.1 (5%)

Chart 9 – Vision Option Comparison

	Existing	Option 1	Option 2	Option 3	EPC Option 4
 Residents*	~20	4,000 to 5,000	3,200 to 3,600	2,700 to 3,600	4,000 to 5,200
 Housing Units	9	1,900 to 2,400	1,500 to 1,700	1,300 to 1,700	1,900 to 2,500
 Non-Residential SF	1.4 msf (~3 ksf retail)	1.9 msf (~49 ksf retail)	2.2 msf (~56 ksf retail)	2.7 msf (~49 ksf retail)	1.6 msf (~56 ksf retail)
 Employees**	~4,200	~5,700	~6,500	~8,100	~4,700
 Jobs – Housing Mix					



*Assumes 2.1 residents per unit
 **Assumes 3 employees per 1,000 square feet

The intensities shown in the land use alternatives are described below:

Residential

- **Lower-Intensity (yellow)**—Located along the southeast edge of the Vision Plan area (in all options), this area would allow up to three stories in height at approximately 1.0 FAR. Buildings are typically townhomes or walk-up residential buildings with massing located away from existing single-family residential neighborhoods. Buildings have generous private open space, with opportunities for public open spaces.
- **Medium-Intensity (orange)**—This area is located both east and west of North Shoreline Boulevard and would allow up to five stories in height at approximately 2.5 FAR, similar to the General Character Area (Tier 1) of the North Bayshore Precise Plan. Buildings would have small setbacks, massing that is generally located towards the front of the site, and active ground floors. Buildings have generous private open space, with opportunities for public open spaces.
- **Higher-Intensity (reddish orange)**—Located north of Terra Bella Avenue, the Higher-Intensity Residential Area allows the highest intensities and greatest residential building heights: up to seven stories in height at approximately 3.5 FAR, similar to the General Character Area (Tier 2) of the North Bayshore Precise Plan. Buildings have generous private open space, with opportunities for public open spaces. New buildings would have minimal setbacks and human-scale, pedestrian-oriented frontages.

Office

- **Lower-Intensity (light blue)**—Located east and west of North Shoreline Boulevard, this area would provide a location for moderate-intensity office, R&D, and light industrial uses. Parking would generally be accommodated in structures. The area allows up to four stories at approximately 0.75 FAR.
- **Higher-Intensity (dark blue)**—Located west of North Shoreline Boulevard and North of Terra Bella Avenue, this area would allow up to six stories at approximately 1.0 FAR based on the FAR maximum of the General Plan High-Intensity Office designation and recent office developments in East Whisman. Buildings would have active ground floors and human-scale, pedestrian-oriented frontages. Parking would generally be accommodated in structures.
- **Light Industrial / Office (red hatch)**—Located east of North Shoreline Boulevard, this area would preserve a location for light industrial, small office, and start-up spaces. Heights would generally be two -stories with a FAR up to 0.55 FAR, consistent with the General Industrial (MM) Zoning District. Parking would generally be accommodated in surface lots.

Mixed Use with Retail

- **Mixed Use with Retail (red)**—Located along North Shoreline Boulevard, this area would allow up to seven stories at approximately 2.35 FAR based on the General Plan Mixed-Use Center designation, of which up to 0.75 FAR can be office or commercial.
- **Hotel (purple hatch)**—Located along North Shoreline Boulevard, this area would allow hotel use up to six stories. Buildings would have active ground floors with retail uses and human-scale, pedestrian-oriented frontages. Parking would generally be accommodated in structures.

In reviewing this information, the City Council should consider which alternative best represents their vision for Terra Bella. Alternatives discussed can be mixed and matched.

EPC Comments

The EPC supported policies to see redevelopment in the Vision Plan area while preserving existing small businesses. The EPC also suggested exploring policy tools

such as requiring subsidized rents or special considerations to help preserve small-scale businesses in the area.

QUESTION 2: *Which land use vision alternative does the Council prefer for Terra Bella?*

Building Heights

The building height maximums shown in the Vision alternatives range from one to seven stories, which is a substantial increase from the maximum allowed height of up to three stories under the existing General Plan and zoning in this area. From Workshop No. 1 and No. 2 outreach, a majority of workshop participants supported increased development with transitions between new development and neighboring existing single-family and multi-family residential development. For example, in many cases in the City of Mountain View, the appropriate height transitions are generally one-story maximum between properties. Other strategies used in Precise Plan areas include increased building setbacks, upper-story step-backs, 45 percent daylight plane for building volumes; planting evergreen trees; and limiting balconies. There appeared to be broad support for all potential transition strategies, particularly height transitions.

EPC Comments

The EPC supported sensitive transitions along the single-family neighborhoods. Commissioners also supported a variety of tools, such as increased building setbacks, upper-story step-backs, 45 percent daylight plane for building volumes, planting evergreen trees, and limiting balconies to provide appropriate transition buffers for future development in the Plan area.

QUESTION 3: *Is the Council supportive of requiring appropriate transitions abutting existing single-family and multi-family development in the area? If yes, does the Council support EPC's recommended strategies?*

Community Benefit Strategy

The City's recently adopted Precise Plans, such as the El Camino Real Precise Plan, require projects to provide community benefits in order to achieve the highest residential and nonresidential densities and building heights. At the second community workshop, the Vision Plan team presented various benefit strategy options to the participants. A majority of the participants responded in favor of requiring community benefits as part of new development projects. Public open space, bike improvements, streetscape improvements, and affordable housing were priority community benefits identified by the workshop participants. Other community benefit

strategies discussed at the meeting included local business preservation, commercial retail space, local business facade improvements, school/educational facility, etc. As part of the next phase, the Vision Plan team will further refine various community benefit strategies based on EPC and Council direction.

EPC Comments

A majority of the Commissioners agreed to the four major community benefit preferences (public open space, bike improvements, streetscape improvements, and affordable housing) received from the community feedback, along with the preservation of small businesses. The need for community space, moderate-income affordable housing, and a mechanism to fund area-wide studies were some of the other ideas discussed by the EPC.

QUESTION 4: Is the Council supportive of using a community benefit approach in the Terra Bella area? If yes, does the Council support the EPC priorities or does it wish to explore other priorities?

Parking and Transportation Demand Management

Traffic and congestion were among the most important issues identified in both workshops. To help address these issues, the Plan could include strategies to allow new development to provide fewer parking spaces and share parking between projects and uses to reduce parking demand and require TDM measures. At the second community workshop, the Vision Plan team presented various TDM measures to the participants. A majority of the participants responded in favor of requiring TDM measures with new development projects. Shared parking between projects; bicycle parking; shower/changing facilities; car-share parking; and reduced parking spaces are some of the strategies supported by most of the workshop participants.

Some participants also suggested making all parking in the area paid parking and increasing the cost of street parking to reduce potential spillover effects on neighborhood streets. As part of the next phase, the Vision Plan team will refine the list of possible TDM measures based on EPC and Council direction.

EPC Comments

The EPC supported policies for addressing traffic issues in the area. The EPC suggested TDM requirements to reduce parking without impacting the existing residential neighborhoods, introducing shuttles, more bike parking, and providing safe pedestrian

experience while reducing parking in future developments and better connection to Stevens Creek Trail.

QUESTION 5: *Does the Council support EPC's recommendation on TDM measures for the area?*

Other Topics

Some of the recent Precise Plans and current Precise Plan work has involved discussion on other development strategies such as a local school strategy, a jobs-housing linkage strategy, parking maximums, etc. Under the limited scope of the TBVP process, these have not been explored in detail, but staff suggests adding them as policy direction for future developments in the area. The City Council may wish to comment on what other strategies should be explored and potentially incorporated at a conceptual level with the next phase of Plan refinement.

EPC Comments

The EPC supported the idea of including other topics such as a local school strategy, a jobs-housing linkage strategy, parking maximums, etc., in the vision plan policies.

QUESTION 6: *Does the Council support the other topics listed by EPC, such as a local school strategy, jobs-housing linkage strategy, parking maximums, etc., in the Visioning Plan?*

RECOMMENDATION

Staff recommends the City Council provide feedback on policies for the Terra Bella Visioning Plan (TBVP) Area and direction on the following questions posed in the Study Session memo:

1. Does the City Council support the draft visioning guiding principles for the Plan area?
2. Which land use vision alternative does the Council prefer for Terra Bella?
3. Is the Council supportive of requiring appropriate transitions abutting existing single-family and multi-family development in the area? If yes, does the Council support EPC's recommended strategies?

4. Is the Council supportive of using a community benefit approach in the Terra Bella area? If yes, does Council support the EPC priorities or does it wish to explore other priorities?
5. Does the Council support EPC's recommendation on TDM measures for the area?
6. Does the Council support the other topics listed by EPC such as a local school strategy, jobs-housing linkage strategy, parking maximums etc., in the Visioning Plan?

NEXT STEPS

Following the City Council Study Session, staff will do additional work and return to the EPC and City Council for review and adoption of a Plan. These meetings are targeted for spring 2019.

PUBLIC NOTICING

The City Council agenda is advertised on Channel 26, and the agenda and this report appear on the City's website. All property owners and tenants within the Plan area and within a 500' radius of the Plan area were notified of this meeting by mailed notice. Other interested stakeholders were notified of this meeting via the project's e-mail notification system, including adjacent neighborhood associations: Rex Manor Neighborhood Association and North Whisman Neighborhood Association. Social media was used to notify the public, and the school districts were notified. Project and meeting information is posted on the project website:

https://www.mountainview.gov/depts/comdev/planning/activeprojects/terra_bella.asp.

DP-WC/2/CAM
807-11-13-18SS

- Attachments:
1. Community Workshop No. 1 Summary – June 2018
 2. Petition – Stierlin Estates Neighborhood
 3. Community Workshop No. 2 Summary – August 2018
 4. Stakeholder Meeting Summary
 5. [EPC Study Session Memo – October 17, 2018](#)
 6. Public Comment