

AGENDA

REGULAR MEETING – TUESDAY, JUNE 7, 2022
VIRTUAL MEETING WITH NO PHYSICAL MEETING LOCATION
10:00 A.M.

During this declared state of emergency, the meeting will be conducted in accordance with California Government Code § 54953(e) as authorized by resolution of the City Council. Please contact city.clerk@mountainview.gov to obtain a copy of the applicable resolution. All members of the Downtown Committee will participate in the meeting by video conference, with no physical meeting location. Members of the public wishing to observe the live meeting may do so at <https://mountainview.gov/meeting> or <https://mountainview.legistar.com>.

Members of the public wishing to comment on an item on the agenda may do so in the following ways:

1. Email comments to john.lang@mountainview.gov by 5:00 p.m. on Monday, June 6, 2022. Emails will be received directly by the Downtown Committee. Please identify the Agenda Item number in the subject line of your email.
2. Provide oral public comments during the meeting:
 - Online: You may join the meeting via Zoom Webinar at <https://mountainview.gov/meeting> and entering Webinar ID: 894 1534 6394. You may be asked to enter an email address and a name. Your email address will not be disclosed to the public.

When the Chair announces the item on which you wish to speak, click the “raise hand” feature in Zoom. Speakers will be notified of their turn shortly before they are called on to speak.

- By phone: Dial: 669-900-9128 and enter Webinar ID: 894 1534 6394. When the Chair announces the item on which you wish to speak, dial *9. Phone participants will be called on by the last two digits of their phone number. When the Chair calls your name to provide public comment, if you are participating via phone, please press *6 to unmute yourself.

For instructions on using the “raise hand” feature in Zoom, visit https://mountainview.gov/raise_hand. When called to speak, please limit your comments to the time allotted (up to three minutes, at the discretion of the Chair).

1. **CALL TO ORDER**

2. **ROLL CALL**—Committee members Erik Cormier, Raghav Gupta, Marina Keith, Maria Lange, David Lin, Kira Pascoe, Jamil Shaikh, Merry Yen, Vice Chair Pamela Baird, and Chair Mike Kasperzak.

3. **MINUTES APPROVAL**

Minutes for the April 27, 2022 Joint Downtown Committee and Visual Arts Committee meeting and May 3, 2022 meeting have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **UPCOMING AGENDA TOPICS**

This portion of the agenda is reserved for identification of agenda items for future meetings.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

6. **UNFINISHED BUSINESS**

6.1 **DOWNTOWN DEVELOPMENT UPDATES**

Staff will provide updates on downtown development projects.

6.2 **CASTRO STREET UPDATE**

Staff will provide an update on current planning related to Castro Street.

7. **NEW BUSINESS**

7.1 **PERSONAL DELIVERY DEVICE PILOT PROGRAM UPDATE**

Staff will provide an update on the pilot program.

7.2 DOWNTOWN COMMITTEE FISCAL YEAR 2022-23 WORK PLAN

As required by the City Council, the Committee will prepare an annual work plan that is submitted to Council for review and approval in fall 2022. Staff will seek input and develop a work plan for Fiscal Year 2022-23.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

No action will be taken on any questions raised by the Committee at this time.

9. ADJOURNMENT

TC/4/CDD

822-06-07-22A

AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to the Economic Development Division at 650-903-6535.
- Interested persons may review the agenda and staff reports at the Mountain View Library (585 Franklin Street) beginning the Monday evening before each Regular Meeting and at the Community Development Department, 500 Castro Street, First Floor, beginning the Monday morning before each meeting. Staff reports are also available during each meeting.
- **SPECIAL NOTICE—Reference: Americans with Disabilities Act, 1990**
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Community Development Department at 650-903-6379 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE**—Any writings or documents provided to a majority of the Downtown Committee regarding any item on this agenda will be made available for public inspection in the Community Development Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the “Oral Communications” part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.



MINUTES

SPECIAL JOINT MEETING – WEDNESDAY, APRIL 27, 2022
VIDEO CONFERENCE WITH NO PHYSICAL MEETING LOCATION
10:00 A.M.

1. CALL TO ORDER

Vice Chair Baird of the Downtown Committee called the meeting to order at 10:03 a.m.

2. ROLL CALL

VISUAL ARTS COMMITTEE

Present: Committee members Cliff Bryant (arrived at 10:05 a.m.), Jesse Cupp, Susi Merhar, Regina Sakols, and Tootoo Thomson (arrived at 10:05 a.m.).

Absent: Vice Chair Don Whitebread (unexcused) and Chair Toni Hsu (excused).

DOWNTOWN COMMITTEE

Present: Committee members Erik Cormier, Maria Lange, Kira Pascoe, Jamil Shaikh, Merry Yen, and Vice Chair Pamela Baird.

Absent: Chair Mike Kasperzak (excused) and Raghav Gupta (unexcused).

Staff Present: John Lang, Economic Vitality Manager; and Tiffany Chew, Business Development Specialist.

3. INTRODUCTIONS

Members of both committees introduced themselves along with their length of time with the Committee they serve and their role.

4. ORAL COMMUNICATIONS FROM THE PUBLIC

Jean from Red Rock Coffee would like to see a nearby utility box painted as part of the Art Box program. Jean asked that the Visual Arts Committee (VAC) consider or recommend that Public Art should be included as a component into roadway design (signs) and landscaping, especially in terms of complete street projects.

David Lin suggested making Castro Street more beautiful by reducing sign clutter as well as the flashing red signals.

5. NEW BUSINESS

5.1 ACTIVATING VACANT STOREFRONT WINDOWS WITH ART OR ART INSTALLATIONS

Staff provided a brief verbal summary of the staff report on the recent experience with activating a vacant storefront downtown.

Kira Pascoe provided observations on Mountain View's experience as she was the main point of contact. Kira was able to connect with 8 of 10 property owners. General concerns from property owners were around liability and access to the building. One property owner, Nancy Gee, provided access to one of her spaces to activate a storefront window with Lizard Boy Costumes for the upcoming theater production. The Chamber of Commerce covered the cost of electricity during the time of the display along with covering insurance.

Committee members provided the following comments on the topic:

- Would like to see art or maps with more historical context and references to downtown throughout.
- Use more translucent prints to liven up dark windows:
 - What about projecting art in building/on building?
 - Could storefront windows be painted?
 - o Inside;
 - o Outside;
 - o Any regulations on percentage of coverage?; or
 - o Transparent film on window with art.
- Engage property owners with both occupied and unoccupied properties.
- Engage other community partners to activate windows with content:

- Engage students groups or school advisory committee to participate in activating windows.
- How can we engage schools in developing art?
- Like to see underutilized space as a phantom art gallery:
 - Hosting a reception related to phantom art gallery.
- Pop-up and holiday activations/galleries:
 - Could this program be throughout the year?
- Paint on the sidewalk and street (Wayfinding and art).
- Align several programs as a spring cleaning effort and unify as an art activation.
- Do larger activations under a unified theme (e.g., holidays, etc.).

Public Comment:

Jean from Red Rock Coffee asked if owners could be compelled to participate in programs. Also, could Mountain View's larger companies sponsor artwork?

5.2 ART BOX PROGRAM AND OTHER ART INSTALLATIONS/FURNITURE

Staff provided a brief verbal summary of the staff report on street furniture opportunities.

In response to a question from the Committee, staff can identify/inventory signal utility boxes in downtown that could be eligible in an art box program.

In response to a question from the Committee regarding future funding for all of these ideas, staff responded with a range of resources for consideration as part of implementing a public art strategy:

- Increase direct funding from the City.
- Pursue grants through the National Endowment of Arts and other art grant-making institutions.

- Establish a fund that seeks financial donations.
- Secure sponsorships.
- Better alignment of projects to the Capital Improvement Program.
- Develop an in-lieu fee or art in Private Development.

Committee members provided the following comments on the topic of expanding and evolving an art box program:

- Want more artistic bike racks and other street furniture:
 - What about crosswalk painting or murals in intersections?
- Create unified themes and consistency for benches (seating areas) bike racks and planters:
 - Can themes be more reflective of Mountain View history versus landscape concepts?
- What about multifunctional furniture/benches?
 - What about structures for children?
- Is it possible to paint private utility boxes?
- Paint bollards:
 - For safety purposes, paint bollards fluorescent.
- Santa Monica has good examples of pedestrian malls and street furniture.
- Mini-art galleries in vacant news racks.
- Pocket park within Castro Street.
- Consider creating a downtown ambiance committee.
- Develop a fundraising program that allows for the painting and auctioning of art (examples include Art in the Park-Chatham, Sharks in Downtown San Jose,

Peanuts characters in Santa Rosa, hearts in San Francisco, and bears in Los Altos).

- More planters and flowers.
- Create incentive program for downtown merchants for best storefront program.
- Use paint on side streets to connect to Castro Street downtown (i.e., wayfinding for downtown).
- Use twinkle lights throughout the year.

Public Comment: None.

5.3 MURALS ON PRIVATE DEVELOPMENT

Staff provided a brief verbal summary of the staff report on murals on private development.

Committee members provided the following comments on the topic:

- Murals be done on public property:
 - Murals on downtown parking garage.
 - Murals on City Hall.
- Murals on streets.
- Provide a clear and consistent mural process:
 - Create different fee structure for nonprofit organizations who are interested in murals.
 - Better understand what is prohibited and allowed.
 - Better consistency around a mural program.
- Reduce the number of designs required by City for mural consideration.
- Landscaping/vegetation mural (breezeways).

- Future considerations for murals:
 - Post Office.
 - Communications Building.
 - Building with Eureka.
 - Building with Red Rock Coffee.

Public Comment: Carol Donahue inquired about the preservation of the mural located at the Chase Bank site redevelopment on 749 West El Camino Real. The mural was initially installed when the building was developed. A Zoom community meeting on the development project is scheduled for May 11, 2022 at 7:00 p.m. Zoom meeting number is 902 9110 867.

5.4 **OTHER PUBLIC ART CONSIDERATIONS FOR DOWNTOWN DISCUSSION**

A Committee member asked about attracting art galleries in downtown Mountain View. Staff will follow up on the inquiry.

A Committee member asked how public art could be used to improve public safety, including barriers.

A Committee member would like to see more music and entertainment in downtown.

Public Comment: None.

6. **COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS**

A Committee member asked about interest in doing another joint committee meeting. There was concurrence from attending members.

7. **ADJOURNMENT**

The meeting was adjourned at 12:15 p.m.

MINUTES

REGULAR MEETING – TUESDAY, MAY 3, 2022
VIRTUAL MEETING WITH NO PHYSICAL MEETING LOCATION
10:00 A.M.

1. CALL TO ORDER

The meeting was called to order at 10:02 a.m. by Chair Mike Kasperzak.

2. ROLL CALL

Present: Committee members Erik Cormier, Raghav Gupta (arrived 10:13 a.m.), Maria Lange, Kira Pascoe (arrived 10:07 a.m.), Jamil Shaikh, Merry Yen (arrived 10:04 a.m.), Vice Chair Pamela Baird, and Chair Mike Kasperzak.

Absent: None.

Staff Present: John Lang, Economic Vitality Manager; Tiffany Chew, Business Development Specialist; Krisha Penollar, Associate Planner; Kristine Crosby, Recreation Manager; and Aruna Bodduna, Transportation Planner.

3. MINUTES APPROVAL

The minutes of the April 5, 2022 meeting were distributed prior to the meeting and approved as distributed.

Motion—M/S Cormier/Lange—Carried 6-0-2; Gupta and Pascoe absent—To approve the minutes of the April 5, 2022 meeting.

4. UPCOMING AGENDA TOPICS

- Discuss on impact of homelessness on downtown
- Music and entertainment in downtown

5. ORAL COMMUNICATIONS FROM THE PUBLIC

Bruce England provided the Committee an update on the planning of the Green Streets JAMS open streets event. The event planning is scaling back from a closed-street bike event

to a coordinated ride between Sunnyvale and Mountain View on June 26, 2022 with activations occurring in Washington Park in Sunnyvale and Castro Street and California Street in Mountain View.

6. UNFINISHED BUSINESS

6.1 DOWNTOWN DEVELOPMENT UPDATE

Planning Division staff provided an update on downtown development projects.

Public Comment: None.

No action taken.

6.2 CASTRO STREET UPDATE

Economic Development Division staff provided an update on the latest efforts along Castro Street related to the Pedestrian Mall Feasibility Study. Staff provided a brief update on outreach to property owners and businesses in the 100 to 300 blocks of Castro Street on the forthcoming Pedestrian Mall Study.

Public comment: None.

No action taken.

6.3 DOWNTOWN COMMITTEE BYLAWS

Economic Development Division staff provided an update on the proposed bylaw changes. Staff provided a summary of the current bylaw language and the recommended change. Move the Downtown Business Association seat from the business-at-large category to the downtown business/property owner category so there is separation between the DBA and Chamber. This would change the number of seats in the downtown category from four to five and business-at-large category from four to three. The total number of Downtown Committee seats would remain the same—11. The next steps if the Committee supports the changes is to take the changes to the Council Policy and Procedures Committee for review.

Public Comment: A member of the public provided an update on when the next Council Policy and Procedures Committee meeting might take place.

Motion—M/S Baird/Yen—Carried 7-0-1; Gupta abstain—To approve bylaw change as recommended by staff.

6.4 JOINT MEETING WITH THE VISUAL ARTS COMMITTEE

Economic Development Division staff provided an update on the recent Joint Meeting with the Visual Arts Committee. Detailed meeting minutes will be forthcoming at the next regularly scheduled Downtown Committee meeting. The feedback from the joint Committee meeting will help inform the next fiscal year work plans.

Visual Arts Work Plan Topics:

- Phantom galleries;
- Art in Windows;
- Projection/Wraps/Art/Functional art;
- Mural process improvements (consistency); and
- Kid-friendly art.

Downtown Work Plan Topics:

- Vacant storefronts;
- Inclusive downtown;
- Spring cleaning/beautification of downtown (flowers/newsracks);
- Pedestrian Mall guidelines; and
- Music in downtown.

Mutual Interest:

- Functional Art/Pedestrian Mall;
- Art in Windows program;
- Improved mural program for downtown walls; and
- Art in MV program (Sharks/Peanuts/Hearts/Bears, etc.).

Public Comment: None.

No action taken.

7. NEW BUSINESS

7.1 DOWNTOWN SUMMER EVENTS

Community Services Department staff provided an update to upcoming downtown summer events on the Civic Center Plaza (500 Castro Street)—Kid Stock—Saturday, May 21, June 18, and July 16; and Concerts on the Plaza—every Friday, June through September, from 6:00 p.m. to 7:30 p.m. Tech Showcase will take place on July 19, from 11:00 a.m. to 2:00 p.m. Yoga on the Plaza on June 21 and July 23, and nonprofit and/or community groups can reserve the plaza for events. The Farmers' Market will also bring back the Thursday seasonal market at Parking Lot 12 (Bryant Street between Mercy Street and California Street).

Public Comment: None.

No action taken.

7.2 DOWNTOWN PARKING DISTRICT ANNUAL RENEWAL

Economic Development Division staff provided an overview of the annual renewal. Staff recommends the annual renewal of the Downtown Parking Maintenance and Operation Assessment District No. 2 (Parking District) for Fiscal Year 2022-23 be renewed with no changes to the assessment formula and no increase to the number of parcels assessed from the last year. The assessment total of \$158,606 will continue to be spread out amongst the parcels with the Parking District.

Public Comment: None.

Motion—M/S Yen/Lange—Carried 8-0—To support the annual renewal of the Downtown Parking District as recommended by staff.

7.3 DEVELOP AN AD HOC COMMITTEE

Economic Development Division staff provided guidance from the City Clerk's Office on the process for establishing an ad hoc committee. The Committee discussed the opportunity to create an ad hoc committee to support the beautification of downtown.

Public Comment: None.

No action taken.

8. **COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS**—None.

9. **ADJOURNMENT**

The meeting adjourned at 11:40 a.m.

TC/4/CDD

822-05-03-22mn



MEMORANDUM

Community Development Department

DATE: June 7, 2022
TO: Downtown Committee
FROM: Krisha Penollar, Associate Planner
SUBJECT: June 2022 Downtown Development Update

NEW CONSTRUCTION—RESIDENTIAL

1. **231-235 Hope Street (Maston Architects):** Three stories, nine units.

Applicant: Maston Architects

- The City Council approved the project on June 16, 2015. The project entitlement expired.
- New application for the same project was filed in June 2019.
- The City Council approved the project on December 10, 2019.
- Under construction.

3. **864 Hope Street (Acadia Architecture):** Two to three stories, three detached condominium units.

Applicant: Christina Liu

- Approved by the Zoning Administrator on November 14, 2018.
- Under construction.

NEW CONSTRUCTION—MIXED-USE

4. **Hope Street Lots:** Four to five stories, 180 hotel rooms, 53,000 square foot office and commercial spaces.

Applicant: The Robert Green Company

- The City Council approved the project on November 27, 2018.
- Building permits under review.
- Approved by the Zoning Administrator for a one-year permit extension on October 27, 2021.

5. **676 West Dana Street (Maston Architects):** Four stories, two levels of underground parking, ground-floor retail and office spaces, and seven residential units on floors two through four.

Applicant: Maston Architects

- Approved by the City Council on December 8, 2020.

6. **Lot 12:** Five stories, ground-floor commercial space, and 120 affordable units.

Applicant: Related/Alta Housing

- Approved on April 25, 2022.

NEW CONSTRUCTION—COMMERCIAL

7. **701 West Evelyn Avenue:** Four stories, 28,090 square foot office space and 6,841 square foot ground-floor commercial space (Subway Restaurant, Depot Garage, etc.).

Applicant: Tim McEnery, Marwood

- The City Council approved this project with underground parking accessed through the adjacent Lot 4 hotel development (see “Hope Street Lots” above) on November 18, 2019, but also expressed interest in alternative parking agreements with the developer, which may include more parking funding or construction of a parking garage on Lot 5.
- A formal application for the alternative parking agreement was submitted on March 9, 2022.

8. **705 West Dana Street:** Three stories, two levels of underground parking, ground-floor retail space, and upper-floor office space.

Applicant: Lund Smith, Hope Dana LP

- Under review.

9. **756 California Street:** Three stories, 7,664 square foot office building with ground-floor medical office.

Applicant: 756 California LLC

- Under review.
- Approved by City Council on February 22, 2022. Building permit plans pending.

10. **747 Dana Street (Kenneth Rodrigues and Partners, Inc.):** Three-story, 8,552 square foot building with ground-floor retail space.

Applicant: Ken Rodrigues, Kenneth Rodrigues and Partners, Inc.

- Approved by City Council hearing on December 14, 2021. Building permit plans pending.

11. **590 Castro Street (The Sobrato Organization):** Four-story, 106,000 square foot office building with a public plaza (Wells Fargo).

Applicant: Tim Steele, The Sobrato Organization

- Under review. Recommended for approval at the Administrative Zoning hearing on February 23, 2022. Scheduled for a City Council hearing on April 12, 2022.

FACADE IMPROVEMENTS AND NEW TENANTS

- ~~12. **444 Castro Street:** Provisional Use Permit for Cyclebar.~~

~~**Applicant:** Jihan Bayyari, Cyclebar~~

- ~~• Approved by the Zoning Administrator on February 12, 2020.~~
- ~~• Building permit plans under review.~~

13. **312 Castro Street:** Provisional Use Permit for Orange Theory.

Applicant: Terri Dickerhoff, CRG Development

- Approved by the Zoning Administrator on May 13, 2020.
- Under construction.

14. **298 Castro Street:** Provisional Use Permit for a new restaurant (Nick the Greek).

Applicant: Glenn Cunningham, Glenn Bull's Eye Cadd

- Approved by the Zoning Administrator on December 9, 2020.
- Building plans under review.

15. **954 Villa Street:** Provisional Use Permit to allow an office use to replace an existing restaurant use (Tied House).

Applicant: Maston Architect

- Approved by the Zoning Administrator June 9, 2021.
- Under construction.

17. **682 Villa Street:** Provisional Use Permit to convert an existing multi-tenant commercial building with office and medical uses into a single-tenant administrative office building.

Applicant: Lund Smith, Hope Villa LP

- Building plans under review.

18. **105 Hope Street:** Provisional Use Permit to convert an existing multi-tenant commercial building with office and medical uses into a single-tenant administrative office building.

Applicant: Lund Smith, Hope Evelyn LP

- Building plans under review.

19. **220 Castro Street:** New restaurant tenant (Ume).

Applicant: No information.

- Under construction.

20. **975 West Dana Street:** New restaurant tenant (Cafe Terrace).

Applicant: No information.

- Building permit plans under review.

21. **702 West Dana Street:** New restaurant tenant (Seasons Noodles and Dumplings Garden).

Applicant: No information.

- Building permit plans under review.

- ~~22. **990 Villa Street:** New office tenant (Betterhelp).~~

~~**Applicant:** No information.~~

23. **738 Villa Street:** Provisional Use Permit for a new café use (Café 86) to replace a vacant space.

Applicant: James Dimapasok

24. **171 and 175 Castro Street:** Provisional Use Permit for a new café/restaurant use (Kitchen Story/ U Dessert Story to replace a Locksmith Museum).

Applicant: Daniel Choi

CITY PROJECTS

24. **Downtown Precise Plan Update:** On December 3, 2019, the City Council approved the consultant scope of work for the Downtown Precise Plan Phase 1 update. The update is limited to three areas of the Precise Plan: Areas A, G, and H. At the June 8, 2021 City Council Study Session, staff was directed to focus on the following key elements:

- Update the City's Historic Preservation Ordinance.
- Disallow administrative and research and development office use on the ground floor of Area H fronting Castro Street and the side streets one block off Area H.
- Update the standards and guidelines of Areas A, G, and H to be objective, purposeful, and ensure development respects the existing character of downtown.

- Conduct an economic development feasibility analysis.
 - Final action public hearings expected mid-2022.
25. **Sidewalk Café License:** The City Council waived Sidewalk Café payments for Fiscal Year 2022-23.
26. **Downtown Parking Strategy:** In September 2020, the Economic Development Division began work with Nelson\Nygaard on the Downtown Parking Strategy in conjunction with the Planning Division. The project will take a comprehensive look at parking in downtown, reviewing data of parking utilization, existing and projected land uses, existing parking-related programs and planned improvements, parking operations, and input from stakeholders to develop a package of implementation strategies for parking in downtown.
- Adopted by the City Council in November 2021.
27. **Downtown Parking Structure:** On August 24, 2021, the City Council directed staff to start studying a new parking structure on Lot 5 and to pursue additional developer partnerships to help fund the project.

KP/4/CDD

805-06-07-22M

**MEMORANDUM**

Community Development Department

DATE: June 7, 2022

TO: Downtown Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: **Downtown Committee Work Plan—Fiscal Year 2022-23**

BACKGROUND AND ANALYSIS

City Council Policy A-23, “Work Item Referral Process for Council Advisory Bodies and Councilmember Committees,” requires all Council advisory bodies to annually prepare work plans for City Council review and approval. Based on the direction provided by the City Manager’s Office, the format of the Downtown Committee’s proposed work plan requires identification of key milestones and dates to plan and monitor the Downtown Committee’s process in achieving its ongoing work items and the specific fiscal year tasks and responsibilities assigned to the Downtown Committee by the City Council.

The draft Downtown Committee Work Plan for Fiscal Year 2022-23 is attached (Attachment 1). The proposed work plan integrates the role and responsibilities of the Downtown Committee and includes ongoing work items the Downtown Committee oversees on an annual basis, upcoming projects and programs which require review and discussion by the Committee, and specific work items for the new fiscal year.

NEXT STEPS

Staff requests the Downtown Committee provide input regarding items to be added to or deleted from the draft Fiscal Year 2022-23 Work Plan so that the work plan can be presented, along with the other draft advisory work plans, to the City Council in fall 2022 for review and approval.

JL/4/CDD
819-06-07-22M

Attachments: 1. Draft Downtown Committee Work Plan—Fiscal Year 2022-23
2. Downtown Committee Work Plan—Fiscal Year 2021-22

**DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2022-23**

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
<i>Ongoing Work Items</i>			
A. Recommend programs, projects, and policies to implement the vision for downtown.	Downtown development projects and new businesses.	Ongoing	<i>Monthly or as needed.</i>
	Development of City-owned properties.	Ongoing	
	Projects and policies which are tangentially connected to the downtown.	Ongoing	
	Policy considerations and recommendations that support greater activation and utilization of the downtown.	Ongoing	
	Downtown Precise Plan Phase 1 update.	Ongoing	
B. Support City economic development initiatives in downtown.	Discuss opportunities to support and retain a diverse mix of downtown retailers.	Ongoing	
	Discuss opportunities to support the downtown corporate community.	Ongoing	
	Coordinate panel discussions on challenges facing downtown businesses.	Ongoing	

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
C. Promote a variety of business outreach services and activities to create a viable downtown.	Partner with the Chamber of Commerce and Downtown Business Association (DBA).	Ongoing	<i>Quarterly updates from the Chamber/DBA</i>
	Form a marketing subcommittee to discuss opportunities to promote downtown locally and regionally.	TBD	
D. Make recommendations on the development and maintenance of downtown public parking facilities.	Continued implementation of downtown parking programs.	Ongoing	
	Review downtown parking occupancy data, including parking permit information.	Ongoing	
E. Provide the City Council with recommendations on the assessment districts (the Business Improvement Areas and Parking Maintenance Assessment District).	Business Improvement Areas renewal.	Fall 2022	Annual renewal.

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
	Downtown Parking Maintenance Assessment District renewal.	Spring 2023	

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
<i>Fiscal Year 2022-23 Work Items</i>			
1. Contribute to the Development of an Economic Vitality Strategy.	Assist with community engagement and stakeholder outreach efforts.	Begin Fall 2022	
	Provide feedback and input into the development of Economic Vitality Strategy.	Fall/Winter 2022	
	Review and discuss relevant initiatives and implementation strategies specific to the downtown that arise out of the Strategy.	Winter 2022	
2. Receive updates and provide input on the Castro Street closure and Pedestrian Mall Law process.	Discuss the midterm improvements and changes for Castro Street closure.	Ongoing	
	Discuss long-term options for Castro Street closure and engage businesses and residents in planning process.		
3. Collaborate with the Visual Arts Committee on downtown public art opportunities.	Develop a Downtown Storefront Activation Pilot Program.	TBD	
	Explore Phantom Gallery opportunities for vacant downtown properties.	TBD	

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
	Explore a mural program to enliven and enrich vacant building walls in downtown.	TBD	
<p>4. Continue to implement and/or update downtown parking programs.</p> <p>5. Receive updates from City departments on downtown events, programs, and initiatives.</p>	Discuss and review the Downtown Valet Parking Pilot Program.	TBD	<p><i>Lot 11 Valet Parking Pilot Program and Downtown Parking Permit Program were paused during the COVID-19 pandemic. The future of these programs is a part of the work plan for the Downtown Parking Strategy.</i></p> <p><i>Ongoing/as needed.</i></p>
	Discuss and review the Downtown Parking Permit Program.	TBD	
	Receive updates on transportation initiatives from Public Works Department.	Ongoing	
	Receive updates on downtown events and programming from Community Services Department.	Ongoing	
	Receive updates from the Police Department on various topics related to downtown efforts.	Ongoing	

**DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2021-22**

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
<i>Ongoing Work Items</i>			
A. Recommend programs, projects, and policies to implement the vision for downtown.	Downtown development projects and new businesses Development of City-owned properties Projects and policies which are tangentially connected to the downtown Downtown Precise Plan	Ongoing Ongoing Ongoing Ongoing	<i>Monthly or as needed.</i>
B. Support City economic development initiatives in downtown.	Discuss opportunities to support and retain a diverse mix of downtown retailers. Discuss opportunities to support the downtown corporate community. Coordinate panel discussions on challenges facing downtown businesses.	Ongoing Ongoing Ongoing	<i>Panel discussion hosted May 2021 and next scheduled discussion in September 2021.</i>
C. Promote a variety of business outreach services and activities to create a viable downtown.	Partner with the Chamber of Commerce and <i>Downtown Business Advisory Council</i> .	Ongoing	<i>Quarterly updates from the Chamber/Downtown Business Advisory Council.</i>

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
	Form a marketing subcommittee to discuss opportunities to promote downtown locally and regionally.	TBD	
D. Make recommendations on the development and maintenance of downtown public parking facilities.	Continued implementation of downtown parking programs. Review downtown parking occupancy data, including parking permit information.	Ongoing Ongoing	
E. Provide the City Council with recommendations on the assessment districts (the Business Improvement Areas and Parking Maintenance Assessment District).	Business Improvement Areas renewal. Downtown Parking Maintenance Assessment District renewal.	Fall 2021 Spring 2022	Annual renewal.

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
<i>Fiscal Year 2021-22 Work Items</i>			
<p>1. Continue <i>the implementation of the Small Business Action Plan</i> and identify additional opportunities to support small business recovery from the COVID-19 pandemic.</p>	<p>Partner with the Chamber and <i>the Downtown Business Advisory Council</i> to identify programs and resources.</p> <p><i>Discuss long-term options for Castro Street closure and engage businesses and residents in planning process.</i></p> <p>Continue to monitor the Small Business Survey to gauge the impacts of COVID-19 on small businesses and consider <i>additional phases</i> of the survey.</p> <p><i>Provide a summary of the impact of the Small Business Resiliency Loan and Landlord Programs and the Small Business Grant Program.</i></p> <p><i>Continue to partner with the Chamber on the Mountain View Marketplace.</i></p> <p>Continue to discuss opportunities for a downtown storefront pilot program (collaboration with the Visual Arts Committee).</p>	<p>Ongoing</p> <p>TBD</p> <p>Fall 2021</p> <p>Winter 2021</p> <p>TBD</p>	<p><i>Between November 2020 and May 2021, 14 business resource news bulletins were disseminated to more than 1,400 business contacts.</i></p> <p><i>Extensive outreach was conducted via multiple online surveys and in-person meetings to understand viewpoints of the Castro Street closure.</i></p> <p><i>City provided more than 70 loans and 50 grants to Mountain View businesses.</i></p> <p><i>Mountain View Marketplace shop local campaign was launched in November 2020.</i></p>

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
	Coordinate business resource workshops with the <i>Downtown Business Advisory Council and Chamber</i> .	Ongoing	<i>The Chamber/City have hosted more than 10 business resource workshops in 2020.</i>
2. Continue to implement and/or update downtown parking programs.	<p>Discuss and review the Downtown Parking Strategy.</p> <p>Discuss and review the Downtown Valet Parking Pilot Program.</p> <p>Discuss and review the Downtown Parking Permit Program.</p> <p>Updates from the Police Department regarding downtown parking enforcement efforts.</p>	<p><i>Fall 2021</i></p> <p>TBD</p> <p>TBD</p> <p>TBD</p>	<p><i>City Council Study Session held on May 11, 2021.</i></p> <p><i>Lot 11 Valet Parking Pilot Program and Downtown Parking Permit Program were paused during the COVID-19 pandemic. The future of these programs is a part of the work plan for the Downtown Parking Strategy.</i></p> <p><i>Ongoing/as needed.</i></p>
3. Receive updates and provide feedback on public works initiatives.	<p>Bike share pilot program</p> <p>Personal Delivery Device Pilot Program</p>	<p>Ongoing</p> <p><i>Fall 2021</i></p>	

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
	City sidewalk ordinances	Ongoing	
	Caltrain projects and other transit improvements in downtown	Ongoing	
	Provide input on the future potential location of the Downtown Mountain View Farmer's Market		