

Terra Bella Vision Plan Workshop 1 Summary

Time and Date: Saturday, June 2, 2018 (9:30am – 12:00pm)

Location: Mountain View Senior Center, 266 Escuela Ave, Mountain View, CA 94040

The first public workshop for the Terra Bella Vision Plan was hosted on Saturday, June 2nd at the Senior Center in Mountain View from 9 am to 12:00 pm. The workshop aimed to introduce the project, engage interested community members, and get a sense of their vision for the area's future. Approximately 45 people attended the event, representing a range of residents, property owners, businesses, and developers.

The workshop commenced with an opening statement by Mountain View Vice Mayor Lisa Matichak and Project Manager Diana Pancholi, from the Mountain View Planning Department. After the introduction by Ms. Pancholi, Eric Yurkovich of Raimi + Associates, lead project consultant, addressed the participants and provided a more detailed overview of the Vision Plan project. His presentation provided a brief overview of existing conditions in the plan area and an explanation of the three interactive workshop exercises.



The workshop activities were organized around small group tables of six or eight participants each, with facilitators guiding and moderating the discussions at each table. The three exercises in the workshop were:

1. **Discussion Exercise - Strengths, Issues and Vision.** Workshop participants were asked a series of discussion questions regarding their vision for the future of Terra Bella. The facilitators led the conversations, with participants listing the issues, strengths, and their vision for Terra Bella on sticky notes which were collected and summarized.
2. **Mapping Exercise – Land Use Stickers.** Each participant was given a map of the plan area and stickers representing different land uses. They were asked to place these stickers where they envisioned future uses such as office, housing, retail, parks/open space, and community facilities. They also had the option to use markers to highlight new street, bicycle, pedestrian, and transit connections in Terra Bella. Finally, the participants were also asked to note the appropriate heights for the various uses on the stickers.
3. **Visual Preference Exercise - Character of Future Development.** Each participant was given a visual preference survey package with a range of possible housing, office, and mixed-use development types in Terra Bella. The participants were asked to vote for their preferred building type in each of those development categories and explain why in text boxes below the images.



Activity 1. Strengths, Issues and Vision

Workshop participants were asked a series of discussion questions regarding their vision for the future of Terra Bella. The facilitators led the conversations, with participants listing the issues, strengths, and their vision for Terra Bella on sticky notes. A summary of the results is listed below, and a graphic tally of the results is shown on the following pages.

Strengths. Some of the universally agreed-upon strengths of the area were:

- The area's location and easy access to the 101 Freeway, State Route 85, and nearby bicycle paths
- Proximity to jobs, such as in North Bayshore
- Proximity to nearby open spaces including Shoreline Park and Stevens Creek Trail
- Mix of uses and small business-friendly environment

Other listed strengths included the quiet character of the area, industrial uses, and proximity to schools.

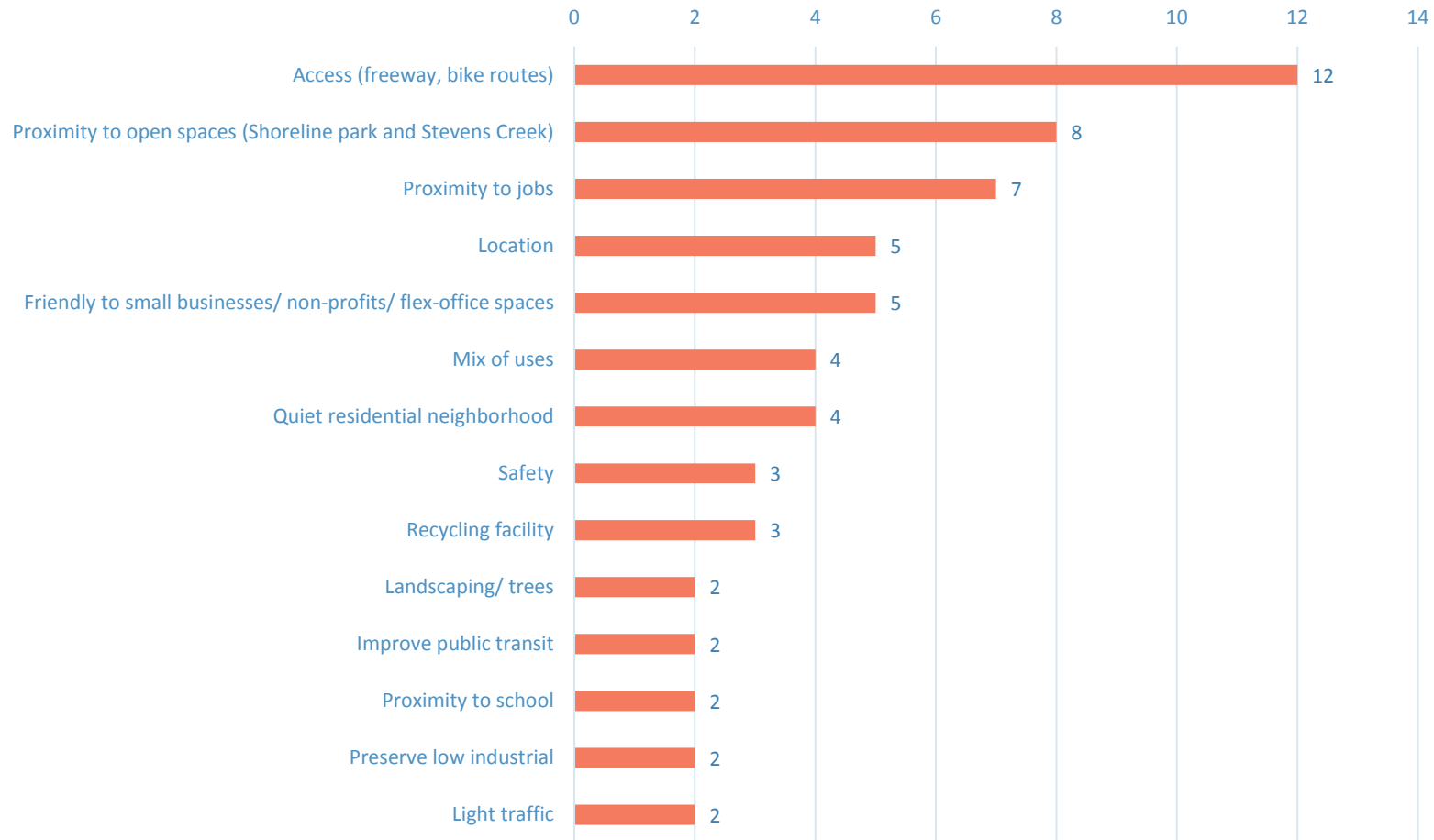
Issues. Some of the prevalent issues that emerged were:

- Traffic (particularly along Shoreline Blvd funneling in and out of Mountain View to Highway 101 and North Bayshore)
- Lack of open space and parks within Terra Bella itself
- Presence of Recreational Vehicles (RVs) in the area
- Lack of housing
- Development and building character (older buildings)
- Pedestrian infrastructure and safety

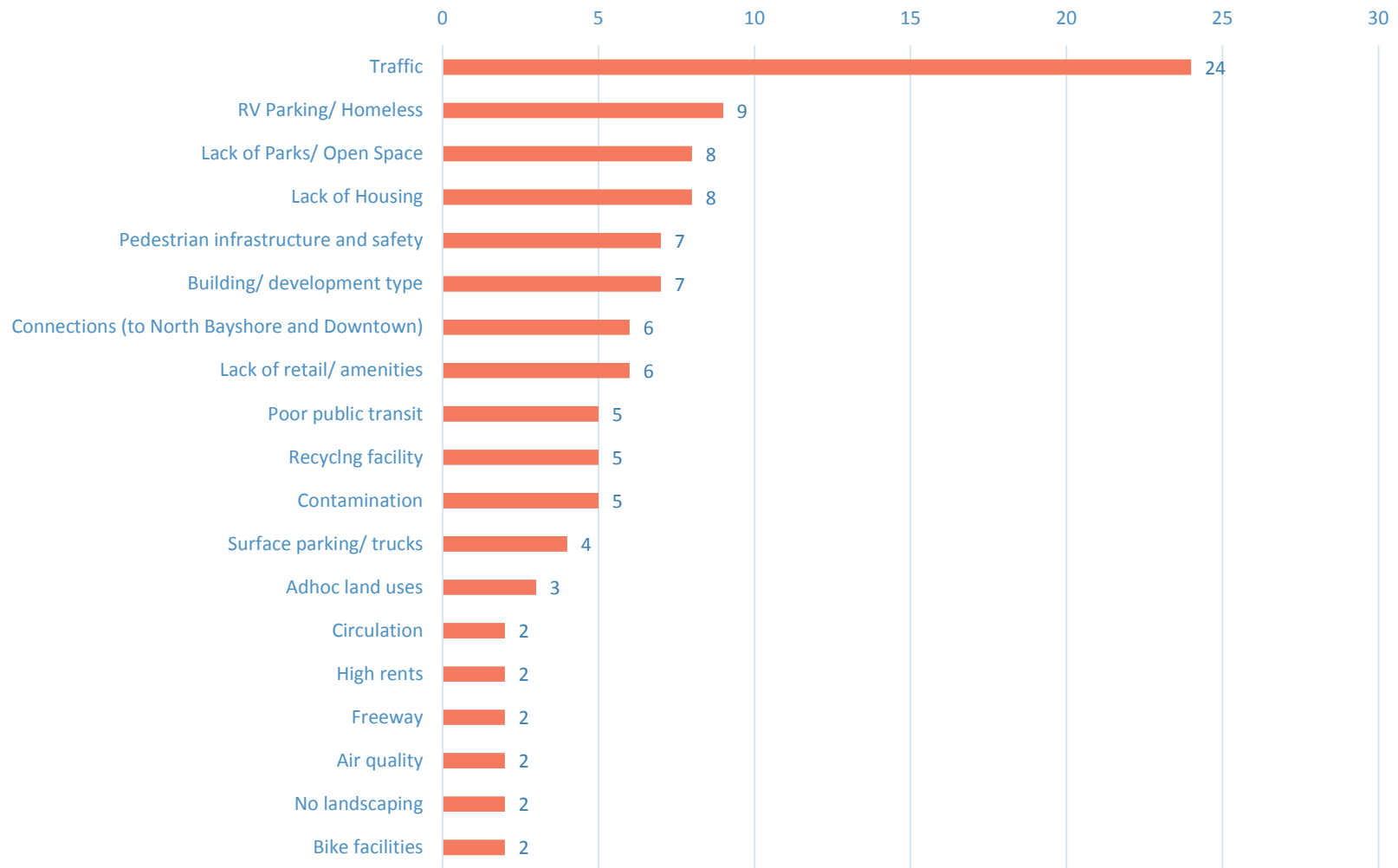
Among other issues listed were poor public transit, recycling facility, surface parking, and a lack of amenities.

Vision. Many participants agreed that Terra Bella was poised for redevelopment/change and that new housing was a priority in the area. Some responses envisioned Terra Bella as a complete neighborhood with diverse uses, open space, amenities and improved transit facilities while maintaining the quiet character of the area.

Key Strengths Identified by Workshop Participants



Key Issues Identified by Workshop Participants



Activity 2. Land Use Mapping Exercise

All participants were given a map of the plan area with stickers representing different land uses to illustrate their individual vision for the plan area. They were asked to use the stickers to show where they preferred office, housing, retail, mixed use, industrial, parks/open space, and community facilities, and also to use markers to highlight new bicycle, pedestrian, auto, and transit connections in Terra Bella. The sticker options also included street improvements such as crosswalks, bike lanes, and sidewalks. The participants were also asked to note their preferred height for these land uses by writing the number on the sticker itself. The results showed a wide variation in the participants' vision for Terra Bella and the level of redevelopment. For the purposes of analysis, the overall results were broken down into the three distinct geographies – West of Shoreline, East of Shoreline and along Shoreline Blvd. The results for each separate geographic area were then qualitatively assessed for the degree and type of change marked on the maps. The overarching themes that emerged from this analysis are summarized below with maps that illustrate those themes.

West of Shoreline. A majority of the audience envisioned some kind of redevelopment and introduction of other land uses on the west side of Terra Bella. A number of participants preferred to keep the area as is. Overall, most participants called for open space and streetscape improvements.

- **About one-third** of the participants expressed a desire to **re-develop** the area with higher intensities, heights, and mix of uses.
- **About a quarter** of the participants wanted moderate change in the area with **mix of uses**.
- **About a quarter** of the participants wanted **no change** in this area, keeping it predominantly low-density office.



Along Shoreline Blvd. A majority of the audience indicated a desire for increased retail activity along Shoreline, in addition to transit and bicycle/pedestrian improvements to create a more active street front.

- **About one-third** of the participants envisioned **retail uses** along Shoreline of varying intensity. The thorough traffic would yield high footfalls conducive to retail uses.
- A **majority** of participants marked some sort of **transportation improvement** such as pedestrian crossings, traffic signals, protected bike lanes, and measures to relieve traffic on Shoreline.
- A few participants also saw the intersection of Shoreline and Terra Bella as a potential site for a **hotel**.



East of Shoreline. The participants had a strong preference towards moderate to high change by introducing a diverse mix of uses with higher intensities than currently present on the east side. A large percentage voted to retain some kind of light industrial uses in the area and also for a park or open space.

- **More than half** of participants were in favor of **moderate/high change** in the area, with a mix of residential and office use. They envisioned lower heights near existing single-family residential uses, and a gradual transition to higher heights along 101.
- **Approximately half** the residents expressed a desire to **retain light industrial/ maker's space** in the area. Terra Bella is recognized as being friendly to small businesses and non-profits offering flex-office spaces.
- There was consensus among **half of the participants** to introduce new **open space or parks** in the eastern side with bicycle/pedestrian connections to Stevens Creek Trail.



Activity 3. Visual Preference - Character of Future Development

Each participant was given a visual preference survey package with a range of possible housing, office and mixed-use development types in Terra Bella. The participants were asked to vote for their preferred building type in each of those development categories and explain why in text boxes below.

Overall, a large number of the participants chose more traditional architectural styles for both housing and office development. In some cases, a majority of respondents voted for none of the images. According to their notes, some of the participants who voted for the higher density building types based their votes on the need to create more housing and open spaces, add landscaped setbacks, and introduce more active ground floor uses. Below are the results for each land use and development type along with some selected comments.

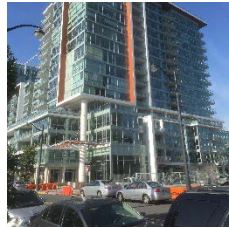
Residential #1



13

28.9%

*Liked style and scale,
suitable for residential*



4

8.9%



2

4.4%



7

15.6%

*Liked green space,
setback*



None

17

37.8%

Residential #2



3

6.7%



10

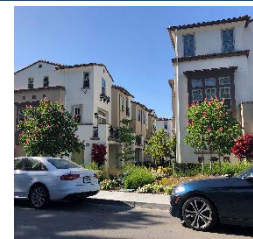
22.2%

*Liked warmer material,
retail on ground floor*



4

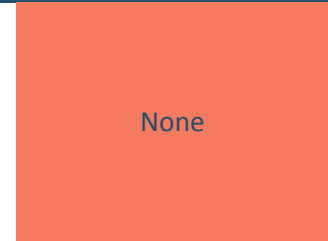
8.9%



26

57.8%

*Liked open space, human
scale, architectural style*



None

9

20.0%

Office #1



17
37.8%

Liked open space, lower height



3
6.7%

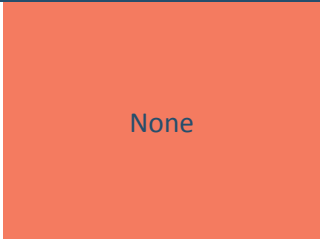


5
11.1%



8
17.8%

Liked curved facade, reflective glass, height



None

10
22.2%

Office #2



4
8.9%



1
2.2%



7
15.6%



5
11.1%



None

18
40.0%

Too boxy, character and type inappropriate for Terra Bella

Mixed-Use #1



4
8.9%



10
22.2%
*Liked green space, ped-
friendly, colorful*



8
17.8%



11
24.4%

Liked interesting massing



None

12
26.7%

Mixed-Use #2



6
13.3%



4
8.9%

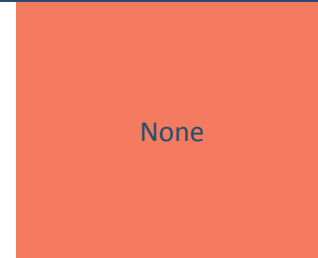


4
8.9%

Liked interesting plaza



4
8.9%



None

16
35.6%

*Too boxy, character
and scale more suitable
for Downtown*

Conclusion

Overall, there was support for redevelopment in Terra Bella. Generally, low to moderate density development was envisioned. Many participants saw the potential for Terra Bella to add more diverse uses – especially new housing and retail. There was support for redevelopment at higher intensities than currently exists; however, there was strong support for improvements that would enhance the quality of life of the residents and workers, such as parks and shops. The overwhelming issue cited was traffic congestion, which prompted participants to call for mobility and streetscape improvements along Shoreline Boulevard to try to address traffic concerns. Other key takeaways included:

- Employment uses (office and light industrial) were still seen as key land uses in the area, but there was great acceptance for introducing mixed use, residential, and retail to create a more vibrant and thriving district. Some interest in preserving light industrial uses on the east side of Terra Bella.
- Traffic was a major concern for respondents, highlighting alternate modes and transit infrastructure as important future improvements.
- For both residential and office, higher intensities were more acceptable away from existing residential neighborhoods.
- New residential development should gradually transition from the existing low-density single-family homes to higher densities/heights. Fostering neighborhood character and introducing new open space and connections was important to workshop residents.
- 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.
- Retail and mixed use developments were identified as highly desirable along Shoreline Blvd.