

## East Whisman Precise Plan Community Workshop #1 Summary

German International School of Silicon Valley  
310 Easy Street, Mountain View, California  
**July 16, 2016, 9:00AM-12:00PM**

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On Saturday, July 16, 2016, the City of Mountain View hosted a workshop to engage with community members about the East Whisman Precise Plan. The workshop was held at the German International School and took place from 9am until 12pm. The event was attended by approximately 60 community members and interested parties.

The workshop commenced with an opening statement by Mountain View Mayor Pat Showalter. Mayor Showalter discussed the importance of the City's General Plan, key elements of the Precise Plan, and the importance of community participation and collaboration in the process. Following Mayor Showalter, Lindsay Hagan, Project Planner for the City of Mountain View, provided a more detailed overview of the



Precise Plan project, describing what a Precise Plan is and its relationship to the City's General Plan, discussing City Council direction on studying the addition of housing in the area, and outlining the planning process. After Ms. Hagan, Eric Yurkovich of Raimi + Associates, project consultant, provided a brief overview of existing conditions in the plan area and explained the interactive workshop exercises. Copies of the presentation of the workshop are available on the project website: <http://www.mountainview.gov/eastwhisman>. A video of the workshop is available on the KMTV Youtube Channel: <https://youtu.be/UyTdYJhwSIM>.

The workshop included three exercises:

1. **Visioning activity.** Workshop participants were divided into small groups of six to eight community members and asked a series of discussion questions regarding their vision of East Whisman. Each table included a facilitator who asked the following questions to the group:
  - a. What is your vision for the East Whisman Precise Plan area?
  - b. In the future, will East Whisman look the same or will it be different? What will be the same and what will be different?
  - c. What do you think is missing from East Whisman?
2. **Visual preference survey.** In the large group, all participants were shown a PowerPoint presentation of fourteen slides with varied images of land uses (e.g. offices, housing, mixed-use development, retail, or parks), buildings, and pedestrian/bicycle improvements. Using a key pad polling system, participants were asked to vote in "real-time" on which image they liked the most and aligned with their vision of East Whisman, in order to assess the group's overall preferences on scale, height, character, architecture style, and other aesthetic elements of potential development in East Whisman.

3. **Individual mapping exercise.** Returning to the same small groups, participants were each given a map of the plan area and stickers representing different land uses to place where they preferred office, housing, retail, parks/open space, and community facilities in East Whisman. Additionally, participants marked where they desired ground-floor retail and new bicycle/pedestrian connections in the plan area. Each table also identified and discussed transition areas between the East Whisman Precise Plan area and surrounding neighborhoods and between different land uses within the plan area.

In addition to the workshop, the City of Mountain View hosted an online survey from August 2, 2016 to August 12, 2016 to gather additional input. Similar questions from the workshop were asked in the online survey in twenty-four questions. A total of thirty-one participants completed the survey and a summary of the results are provided as an appendix to this report.

### Exercise #1: Visioning Discussion Summary

In the first exercise, participants were separated into eight small groups to discuss visioning questions over the course of a half hour. Each table included a facilitator, whose role was to manage the small group discussion and to ensure that everyone had a chance to speak and share their ideas. Each group appointed a reporter to record ideas from group members, and to capture the three top ideas from the group. The following questions and results were summarized in the report-back worksheets filled out by each group reporter (see Appendix for copies of the report-back sheets):











What is your vision for the East Whisman Precise Plan area?












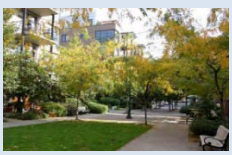





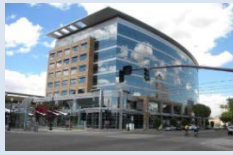
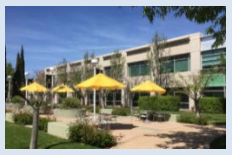
- **Housing.** Additional housing in East Whisman. Housing should vary in style and intensity. Housing should be affordable to a variety of income levels and people.
- **Retail/Services.** Greater neighborhood services, including grocery stores, restaurants, and shops, should be in East Whisman. Retail should be in residential and office mixed-use developments.
- **Transit-oriented development.** Intensified land use around the Middlefield VTA station for regional transportation connections.
- **Jobs/Housing Balance.** Housing that supports the amount of jobs to create a livable neighborhood.
- **Connectivity and walkability.** Better walkability and connectivity for cyclists and pedestrians to and within East Whisman, connecting to Sunnyvale and adjacent areas – including over/under Central Expressway. Safe and accessible paths and bicycle/pedestrian networks.
- **Traffic management.** Better transportation connections and policies to manage traffic in the area.
- **Open space.** More parks, open space, and public plazas with high-quality landscaping throughout the plan area.













## Exercise #2: Visual Preference Survey

In the second exercise, all participants were shown a PowerPoint presentation with a succession of images to vote on their visual preference. Fourteen slides were shown to the audience and each slide had four photo options to select from. Participants used live key-pad polling clickers to vote for what they would like to see in East Whisman. Instant results of the voting were shown after each slide. The audience showed a moderate consensus towards activity-centered open space, green plazas, mid-rise developments, and a strong preference towards separated bike and pedestrian paths. Below are the results for each question and slide.



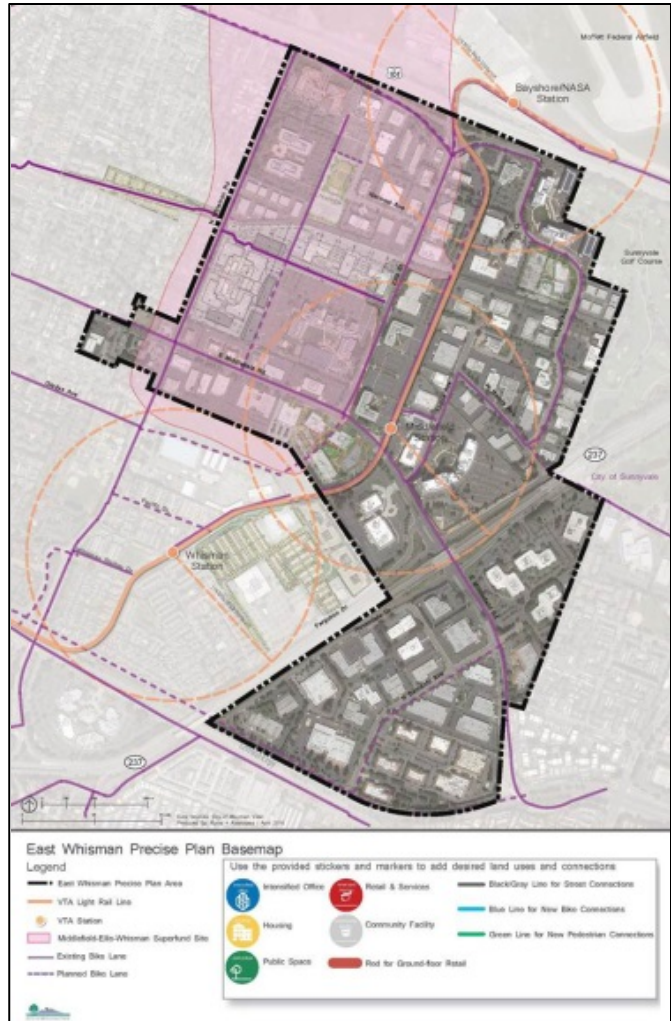
Question	Option A	Option B	Option C	Option D
<b>1: What type of open space do you prefer for the area?</b>				
Total: 42 (no vote: 5)	8 19%	12 29%	12 29%	10 23%
<b>2: What type of plaza do you prefer for the area?</b>				
Total: 47 (no vote: 0)	4 9%	16 34%	18 38%	9 19%
<b>3: What scale of housing do you prefer for the area?</b>				
Total: 44 (no vote: 3)	15 34%	16 36%	10 23%	3 7%
<b>4: What residential building do you prefer for the area?</b>				
Total: 44 (no vote: 3)	3 7%	6 13%	21 48%	14 32%
<b>5: What residential building do you prefer for the area?</b>				
Total: 37 (no vote: 10)	4 11%	3 8%	24 65%	6 16%

Question	Option A	Option B	Option C	Option D
<b>6: What residential building do you prefer for the area?</b>				
Total: 35 (no vote: 12)	1 3%	2 6%	<b>24</b> <b>68%</b>	8 23%
<b>7: Which residential sidewalk do you prefer for the area?</b>				
Total: 45 (no vote: 2)	<b>18</b> <b>40%</b>	3 7%	8 18%	16 35%
<b>8: Which commercial sidewalk do you prefer for the area?</b>				
Total: 43 (no vote: 4)	13 30%	<b>16</b> <b>37%</b>	11 26%	3 7%
<b>9: Which type of paths or greenways do you prefer for the area?</b>				
Total: 43 (no vote: 4)	2 5%	1 2%	18 42%	<b>22</b> <b>51%</b>
<b>10: Which type of bike path do you prefer for the area?</b>				
Total: 32 (no vote: 15)	2 6%	2 6%	<b>19</b> <b>59%</b>	9 28%
<b>11: Which type of office environment do you prefer for the area?</b>				
Total: 35 (no vote: 12)	6 17%	1 3%	12 34%	<b>16</b> <b>46%</b>

Question	Option A	Option B	Option C	Option D
12: Which mixed-use building do you prefer for the area?				
Total: 34 (no vote: 13)	11 32%	4 12%	3 9%	<b>16</b> <b>47%</b>
13: Which retail building do you prefer for the area?				
Total: 34 (no vote: 13)	2 6%	0 0%	<b>22</b> <b>65%</b>	10 29%
14: Which type of retail experience do you prefer in the area?				
Total: 41 (no vote: 6)	12 29%	<b>15</b> <b>37%</b>	11 27%	3 7%

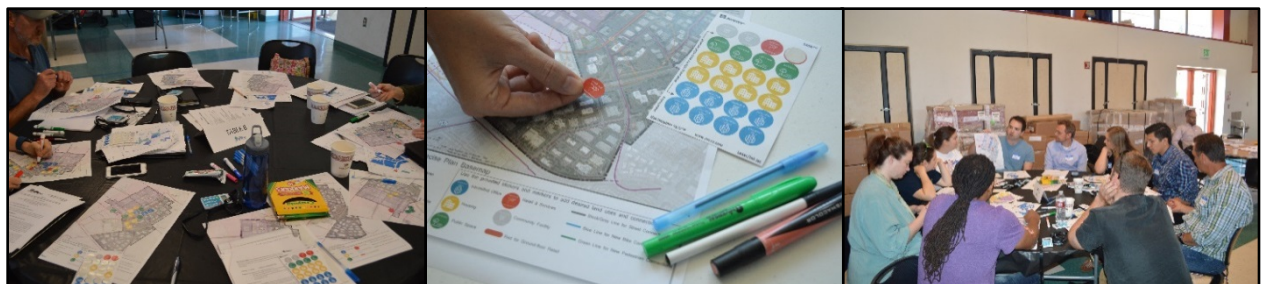
## Exercise #3a: Individual Mapping

For the third exercise, each participant was given a map of the plan area and a set of land use stickers to place where they wanted certain land uses, depicting their individual concept plan for East Whisman. Participants were given one sheet of stickers with eight (8) intensified office dots, eight (8) housing dots, four (4) open space/park dots, two (2) retail dots, and two (2) community services dots. Markers were also provided to add notes to the maps, and for drawing ground-floor retail locations and new pedestrian, bicycle, and other transportation connections/networks. Facilitators were present during the exercise to answer questions and provide background on recent development projects, existing conditions, and other relevant information. When finished, participants discussed their maps within their small groups.



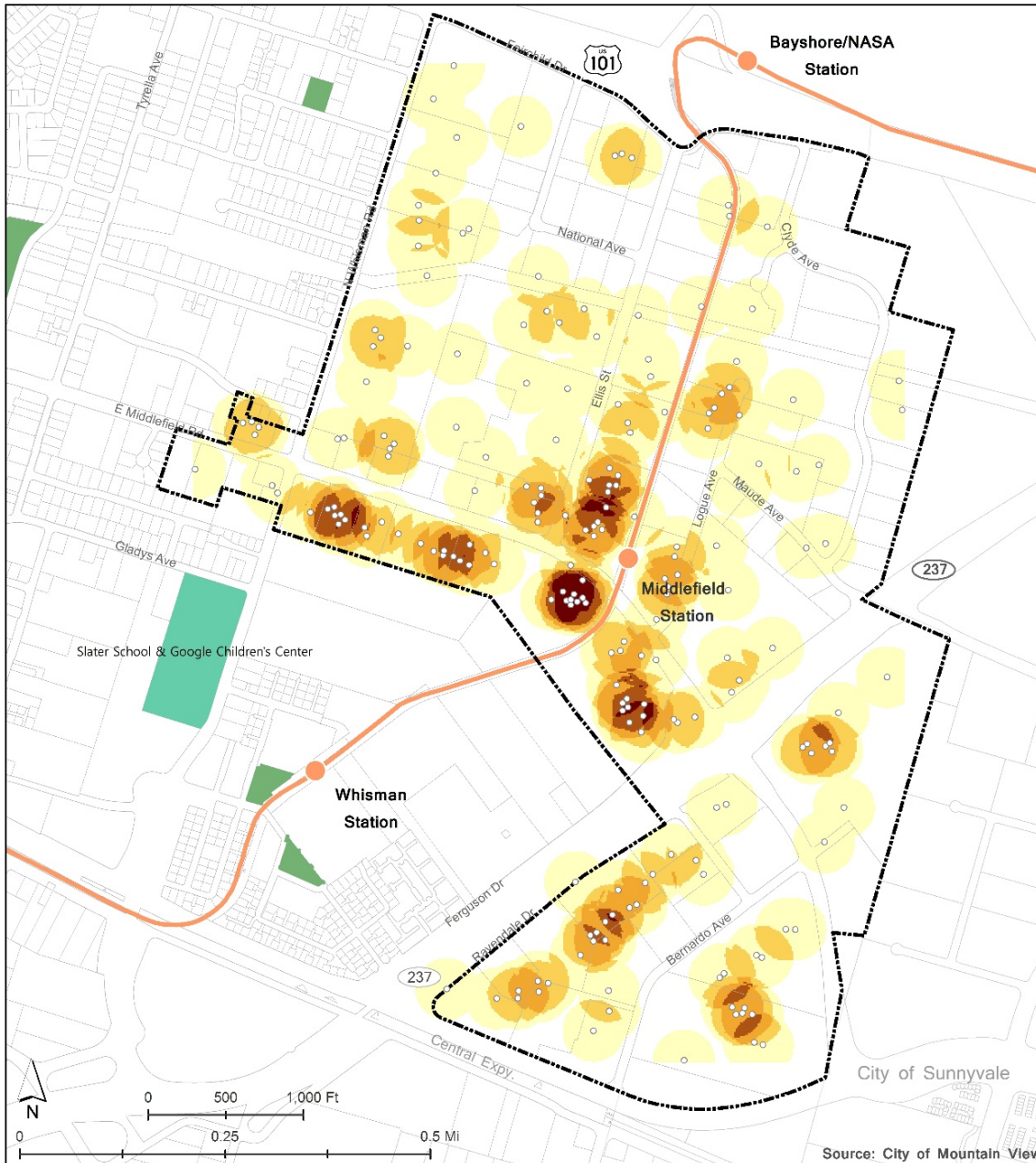
Overall the majority of participants (33 of 42, 73%) placed residential, retail, and intensified office within the plan area. Five participants chose not to place any new office in the area, and four participants did not place any residential in the plan area.

After the completion of the exercise, each map created by a participant was entered and coded into Geographic Information System (GIS) and tabulated to see the highest concentration of dot placement for each use. Maps on the following sheets show the relative concentrations for housing, intensified office, retail, and open space/park uses.



## Housing Results

Housing sticker placement was mostly concentrated along East Middlefield Road (along the southern portion), around the Middlefield VTA Station, and southeast of State Route 237 along Bernardo Avenue. The darker colors illustrate the greatest overlap of housing stickers.



### Community Workshop Results: Housing Locations



## Office Results

In contrast to housing, the locations for intensified office development stickers were largely concentrated along the eastern side of Ellis Street, along south side of Clyde Avenue, along Highway US 101, and both sides of State Route 237. Some participants showed a preference for office around Middlefield VTA Station. The darker colors illustrate the greatest overlap of office stickers.



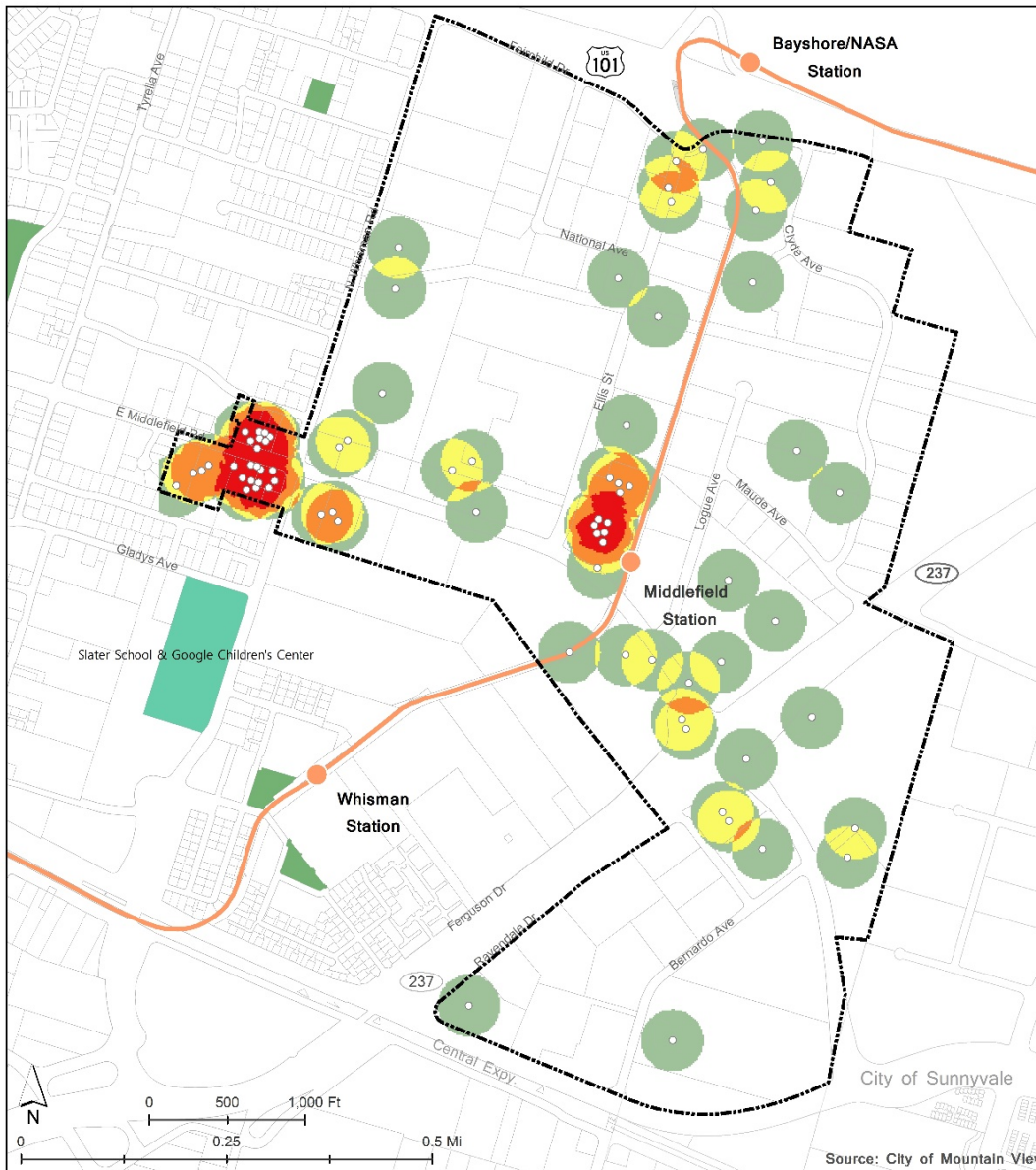
### Community Workshop Results: Office Locations





## Retail Results

Retail sticker placement showed two areas of strong concentration: (1) at the intersection of Whisman Road and East Middlefield Road in the existing shopping center, and (2) around the Middlefield VTA station. Some alternative location preferences were shown on either side of State Route 237 along Middlefield Road, and around the intersection of Ellis Street and Clyde Avenue (where the current Specialty's Café is located). The darker colors illustrate the greatest overlap of retail stickers.

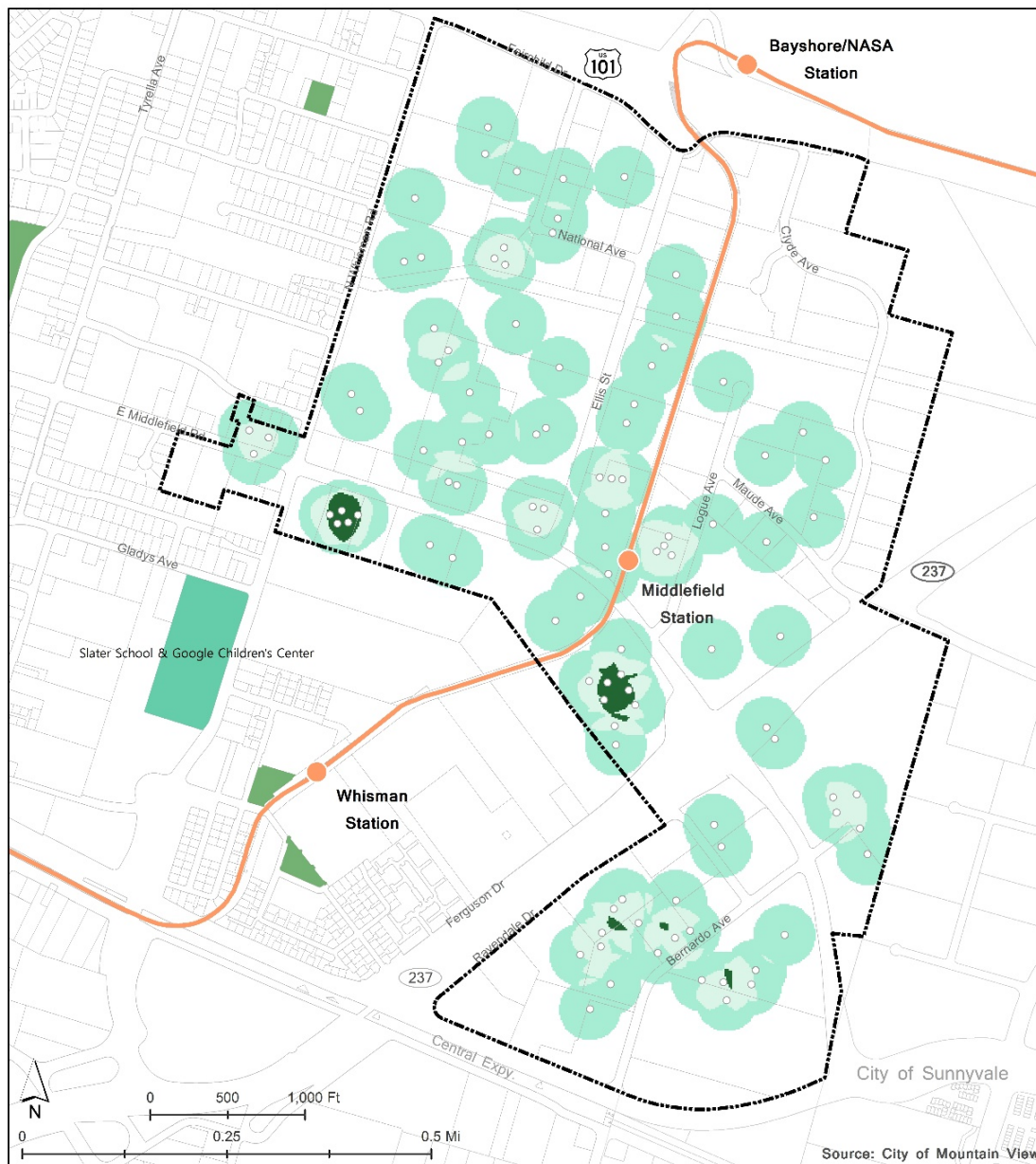


### Community Workshop Results: Retail Locations

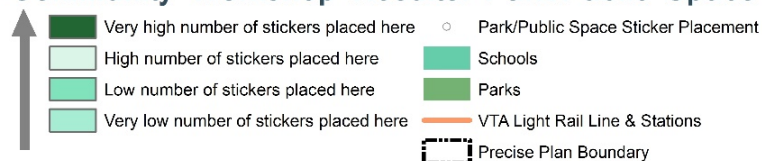


## Open Space Results

Stickers for parks/open space were distributed evenly throughout the plan area, with some noticeable concentrations adjacent to existing residential development and near some participants housing sticker locations. Park/open space stickers were also placed along the west and south border of the Precise Plan area, indicating a desire for green transitions into existing neighborhoods. The darker colors illustrate the greatest overlap of park/open space stickers.



### Community Workshop Results: Park/Public Space Locations



## Exercise #3b: Transitions

As a second part of the third exercise, each table discussed how development should transition between the East Whisman area and surrounding neighborhoods and within the plan area between different land uses. The following are comments that emerged from the small groups. Please note, several of the comments about development intensity along Whisman Road conflict with one another.

- Place taller buildings along Whisman Road, East Middlefield Road, and freeways.
- Place office buildings away from plan area edges to reduce traffic next to surrounding neighborhoods.
- Reduce interference with adjacent Agricultural land (the orchard).
- Place mixed-use next to residential uses as a transition.
- Place lower-density housing or lower-intensity office near existing residential neighborhoods on Whisman Road.
- Place more intense housing on Middlefield Road to transition to existing residential housing south.
- Use green space around Precise Plan border as a transition. More green/tree line streets around transition areas.
- Use step-back massing to break up taller, bulkier buildings. Be considerate of building height adjacent to existing neighborhoods.



Workshop participants also made the following comments about the circulation network:

- Connect pedestrian path and bicycle bath across the Central Expressway through an underpass on Bernardo Ave.
- Develop bike and pedestrian connections to and from Middlefield Station.
- Separate pedestrian/bicycle paths from each other and the street.

## Conclusions

Overall, there was broad agreement and support for improved bicycle and pedestrian access throughout and into East Whisman and VTA stations, as well as a desire for more open space, parks, and green paths. Connections to existing paths and to currently inaccessible areas are critical. While the larger group generally supported housing in East Whisman, office was still seen as a primary land use in the area. Greater intensity of office could be acceptable if

transportation issues are tackled in a comprehensive manner and if placed away from existing residential neighborhoods.

Some of the major takeaways of the workshop were:

- New housing (at low and medium intensities) was generally seen as acceptable or even beneficial to the Plan Area, to help the jobs/housing balance and affordability in the area.
- Intensified office was generally seen as acceptable in the plan area.
- New residential development should be clustered so as to generate a true “neighborhood,” and/or structured around a public open space(s); and, new housing could act as a transition from existing residential neighborhoods.
- Mixed-use development (with ground-floor retail) was acceptable in the right places (three key potential nodes were identified by many participants: Whisman Road/Middlefield Road, Middlefield VTA Station, and around Specialty’s); and, mixed-use development could transition between residential and office land uses.
- Higher-intensity office should be placed away from existing residential neighborhoods, along major roadway corridors, and freeways.
- Fostering character and introducing new open space and connections should be a goal of new developments.
- New development along the border of the plan area (particularly on N. Whisman Road) must respect the neighborhoods across the street, and not overwhelm with height and bulk.
- More retail and local-serving services are desired overall, especially if new residents arrive.
- There were differing ideas about what should occur along Bernardo Avenue in the southeast portion of the plan area. Some participants supported a housing-focused, while others expressed interest for this area to remain as office uses.

## Appendices

1. Summary of Online Survey Results
2. Report-Back Sheets