

**Terra Bella Visioning and Guiding Principles Plan  
Summary of Prior Direction and Workshops**

**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 Workshop Summary are available on the project web page:

[https://www.mountainview.gov/depts/comdev/planning/activeprojects/terra\\_bella.asp](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.

### **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 workshop summary and additional materials are available on the project web page:

[https://www.mountainview.gov/depts/comdev/planning/activeprojects/terra\\_bella.asp](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 as 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.

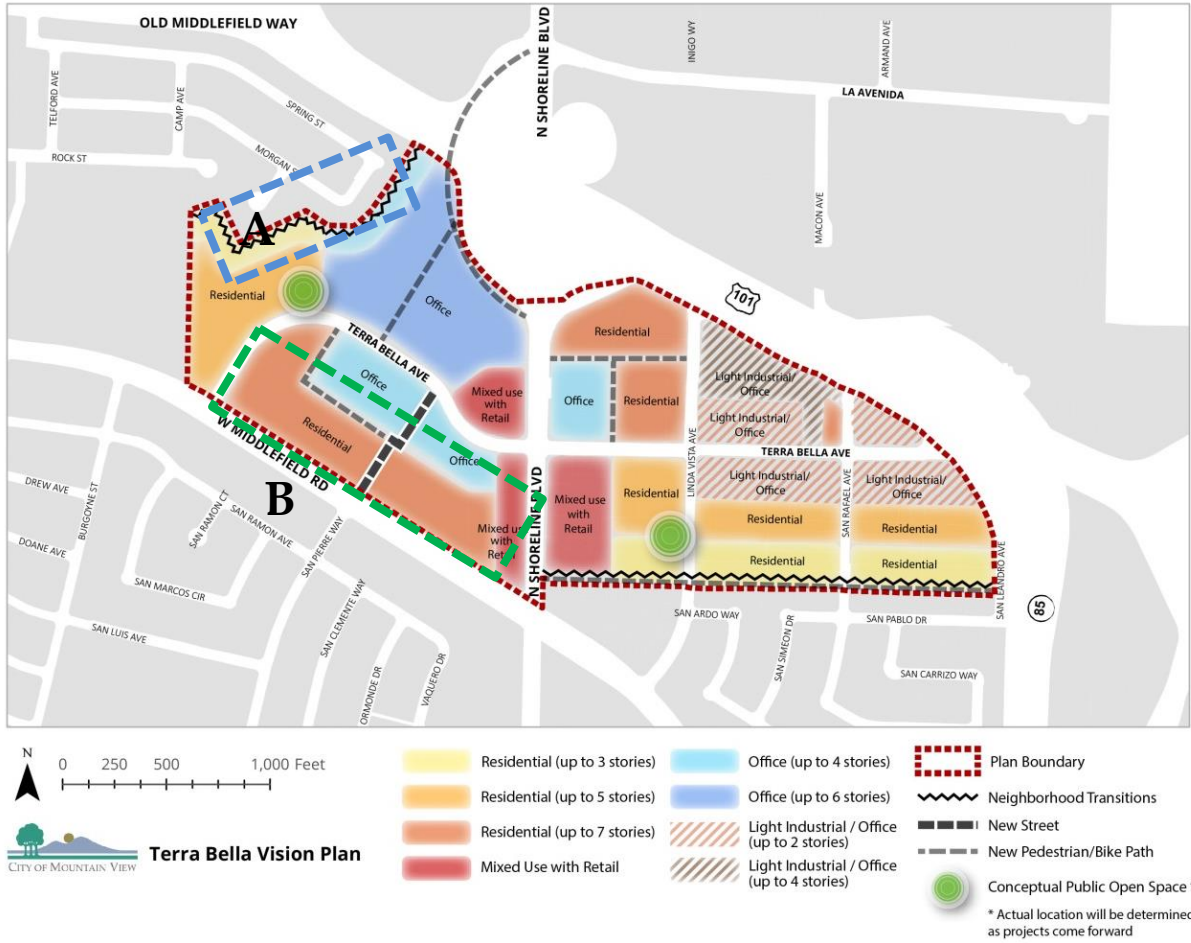
### **Third Community Outreach Meeting (January 2019)**

As a follow-up to the November Council meeting, staff held an additional focused outreach meeting on January 28, 2019 to gather community input on the proposed Vision Plan Land Use Alternatives and, specifically, neighborhood transition strategies along the Northwestern Plan Area boundary adjacent to the Morgan Street and Rock Street single-family neighborhood. The meeting was attended by 10 people. The public input received at this meeting focused around Reduced-Intensity Residential Land Use alternatives adjacent to existing single-family residential areas. The preference was to include reduced development intensity and additional transition strategies in the area bordering the Morgan Street and Rock Street neighborhood, and the area is identified in the blue dashed box in Figure 3 below. At this meeting, staff also noted that a lower-intensity land use alternative was being studied by the project team as directed by the City Council at the last Study Session meeting. This information is included in the Analysis section as the “Revised Lower Density Land Use Alternative.”

Another public comment from this meeting was to increase the residential density along West Middlefield Road, currently identified as medium-intensity Residential Land Use (up to five stories), to higher-intensity Residential Land Use (up to seven

stories). The area for the suggested modification is shown in the green thick dashed box in Figure 1 below.

**Figure 1: Community Outreach Meeting, January 28, 2019 – Input on Land Use Alternative**



## 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.

## Vision, Land Use, Guiding Principles, and Other Policies

The Environmental Planning Commission (EPC) and the City Council held Study Sessions on the vision, land use alternatives, guiding principles, and other policies for Terra Bella Visioning Plan area in October and November 2018.

In summary, the Councilmembers 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.

The [EPC staff report](#) and the [City Council Study Session Memo](#) for these meetings can be found on the City Website. City Council direction included the following:

<b>1</b>	<b>Vision and Guiding Principles</b>	Council supported the proposed vision and guiding principles for the Plan area.
<b>2</b>	<b>Land Use Alternatives</b>	Council supported the EPC Preferred land use alternative with certain changes discussed in the Analysis section of this report.
<b>3</b>	<b>Neighborhood Transition Strategies</b>	Council supported proposed transition strategies and suggested additional transition strategies along the Northwestern Plan area boundary adjacent to existing residential developments (i.e., near Morgan Street and Rock Street).
<b>4</b>	<b>Community Benefit Strategy</b>	Council supported the community benefit strategy.
<b>5</b>	<b>TDM Requirements</b>	Council supported strong TDM policy and requirements for future developments in the area.
<b>6</b>	<b>Other Strategies</b>	Most of the Councilmembers supported requiring other strategies such as jobs-housing balance and school strategies.

Environmental Planning Commission Meeting – February 20, 2019

On February 20, 2019, the EPC held a Study Session to provide policy direction on the preferred land use alternative (see Attachment 2 – EPC Study Session Report). The meeting was focused on land use alternative selection for the Plan area. Seven members of the public spoke at the EPC meeting, including residents, property owners, and business representatives. Comments included:

- Maintain the General Plan 2030 vision.
- Strong need for sensitive neighborhood transition strategies to preserve the existing neighborhood character.

- Support lower building heights adjacent to current single-family zoned properties.
- Concern with the amount of change proposed in the area.
- Concerns with additional traffic issues from the proposed land uses adding to the current traffic issues along Shoreline Boulevard.
- Concerns with additional office land uses contributing to greater jobs-housing imbalance.

The EPC did not reach a consensus on a preferred land alternative. The following summarizes the key topics where the EPC reached a 6 to 0 vote, as well as topics where they were evenly split.

Topics with clear consensus:

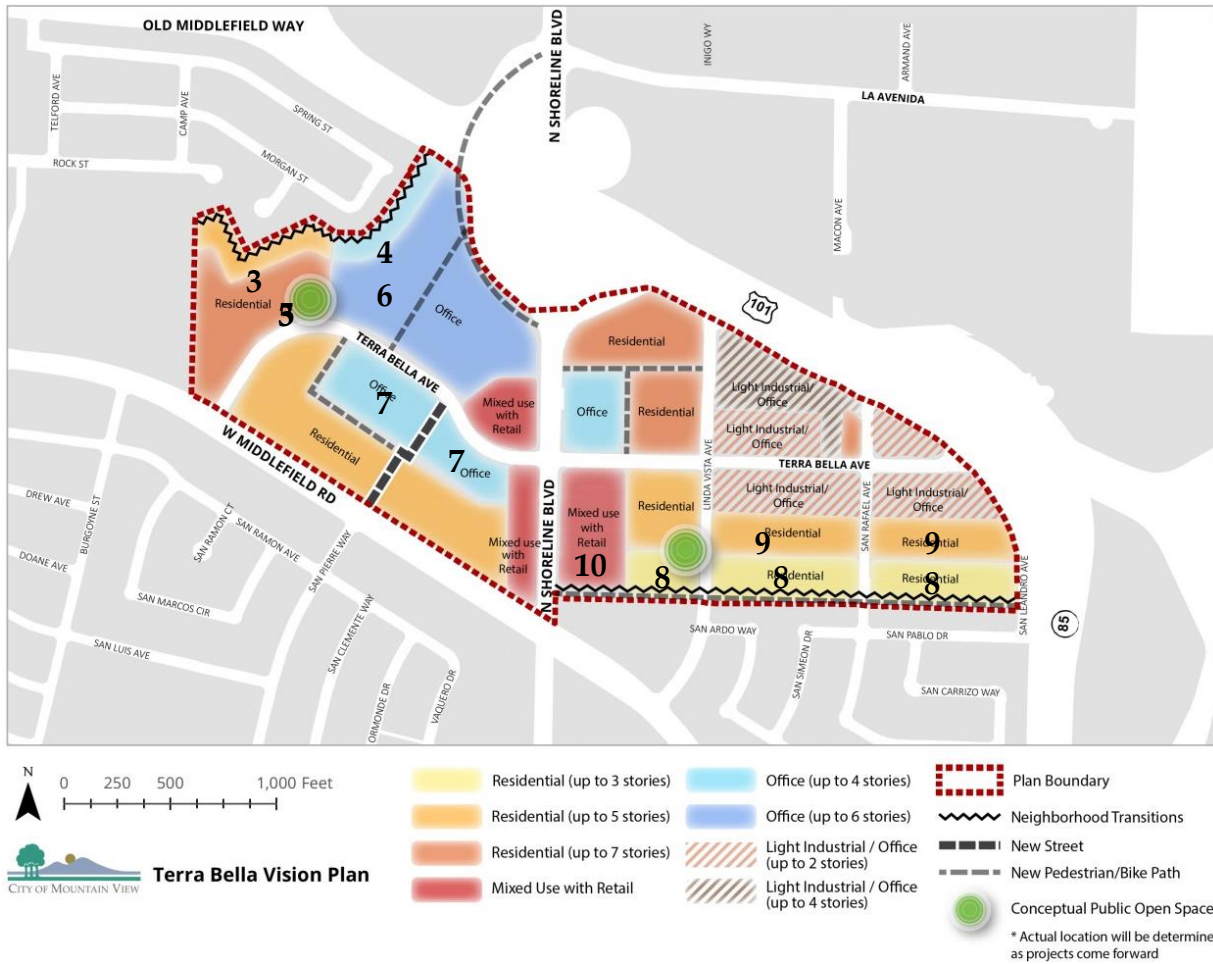
1. **Mixed-Use Areas:** Future projects in the mixed-use area along Shoreline Boulevard should have a residential emphasis.
2. **Transition Areas:** EPC reaffirmed the importance of providing a sensitive transition between the Terra Bella area and existing single-family residential neighborhoods. Future projects in the Plan area should be required to include those neighborhood transition strategies. Require future mixed-use proposal along Shoreline Boulevard to have a residential emphasis.

Other topics with no clear EPC consensus are listed below. These topics indicate proposed changes to land use Alternative 5 as discussed by EPC, and are enumerated 3 through 10 on Figure 6 below to more easily reference the geographic location that the mixed-consensus topics refer to (refer to Figure 2— Areas of EPC discussion).

3. **West of Shoreline Boulevard, North of Terra Bella Avenue:** Require a single-story height limit adjacent to existing R1-zoned properties along the northwestern Plan area boundary (3 to 3 vote); some discussions also suggested 1-up zoning along the northwestern Plan area boundary.
4. **West of Shoreline Boulevard, North of Terra Bella Avenue:** Limit office to a two-story height limit adjacent to existing R1-zoned properties along the northwestern Plan area boundary (3 to 3 vote).
5. **West of Shoreline Boulevard, North of Terra Bella Avenue:** Change higher-intensity residential (up to seven stories) to lower-intensity residential (up to three stories) (3 to 3 vote).

6. **West of Shoreline Boulevard, North of Terra Bella Avenue:** Change the proposed office building height west of the bike/pedestrian pathway from up to six stories to up to three stories (3 to 3 vote).
7. **West of Shoreline Boulevard, South of Terra Bella Avenue:** Change the proposed office land use to lower-intensity residential (3 to 3 vote).
8. **East of Shoreline Boulevard, South of Terra Bella Avenue:** Limit the proposed residential land use building height up to two stories immediately adjacent to existing R1-zoned property along the southeastern Plan area boundary (3 to 3 vote).
9. **East of Shoreline Boulevard, South of Terra Bella Avenue:** Change the proposed medium-intensity residential (up to five stories) to lower-intensity residential (up to three stories) south of Terra Bella Avenue between Linda Vista Avenue and San Leandro Avenue (4 to 2 vote).
10. **East Side of Shoreline Boulevard, South of Terra Bella Avenue:** Change the building height for mixed-use proposed east of Shoreline Boulevard and south of Terra Bella Avenue from up to seven stories to up to five stories (4 to 2 vote). Change the proposed office land use between Terra Bella Avenue and Middlefield Road, west of Shoreline Boulevard, to lower-intensity residential (3 to 3 vote).

Figure 2: Areas of EPC Discussion Based on Alternative 5



EPC expressed concerns about how the land use alternatives impact the jobs-housing balance, schools, and traffic in the area. EPC also emphasized on providing context-sensitive transitions between new development in the Terra Bella neighborhood and bordering single-family neighborhoods, including the Rock Street area and Stierlin Estates.

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