

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.

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.

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.

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 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 Council members 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:

1	Vision and Guiding Principles	Council supported the proposed vision and guiding principles for the plan area.
2	Land Use alternatives	Council supported the EPC Preferred land use alternative with certain changes discussed in the analysis section of this report.
3	Neighborhood Transition Strategies	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).
4	Community Benefit Strategy	Council supported the community benefit strategy
5	TDM Requirements	Council supported strong TDM policy and requirements for future developments in the area.
6	Other Strategies	Most of the Council members supported requiring other strategies such as Job-housing balance and school strategies.