

# Terra Bella Vision Plan Workshop 2 Summary

Saturday, August 25, 2018 (9:30am – 12:30pm)

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

The second public workshop for the Terra Bella Vision Plan was held on Saturday, August 25th at Mountain View City Hall from 9:30 am to 12:30 pm. 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., Approximately 62 people attended the event, representing a range of residents, property owners, businesses, and developers.

The workshop commenced with an opening statement by Mountain View Mayor Lenny Siegel and Project Manager Diana Pancholi, from the Mountain View CDD. Eric Yurkovich of Raimi + Associates, lead project consultant, then led a presentation and large group discussion of proposed land use and transportation concepts for Terra Bella.



The workshop activity included a large-group discussion and participant questionnaire (see Appendix A) on the following topics:

1. **Guiding Principles.** Participants were asked to review the draft guiding principles for the project, circle their top three principles, and add any principles they thought were missing.
2. **Land Use Vision Plans.** Participants were asked to select their preferred land use vision plan for Terra Bella and explain why. If participants chose “Other Vision,” they were asked to describe their alternative vision idea.
3. **Building Heights.** Participants were asked if new development should provide transitions between new projects and various existing uses, and if so, select uses and preferred strategies.
4. **Parks and Open Space.** Participants were asked if park space should be added to Terra Bella, and if so, where. In addition, they were asked what kinds of amenities they would like to see in open spaces.
5. **Transportation and Street Concepts.** Participants were asked to provide any comments they might have on the proposed transportation network for the area and street concepts for Terra Bella Ave, Linda Vista Avenue, San Rafael Avenue, and San Leandro Street.
6. **Parking and Transportation Demand Management (TDM).** Participants were asked if TDM strategies should be included in the plan and if so, which strategies they would support.
7. **Frontage Character.** Participants were presented with various frontage types/options and asked which would be appropriate for each street in the Terra Bella area.
8. **Community Benefits.** Participants were asked if development projects should provide community benefits and if so, which benefits they thought were a priority.
9. **Small Business Support.** Participants were asked if future development should support small businesses in Terra Bella, and if so, what type of support.

Results of the questionnaire are summarized on the following pages.

## Guiding Principles

In this exercise, participants were asked to review the draft guiding principles for the project, circle their top three principles, cross out principles they did not agree with, and add any principles they thought were missing.

### Priority Guiding Principles

The top three guiding principles selected by a majority of workshop participants as a priority were the following:

1. GP#3: Promote housing at a variety of income levels and ownership types (27 votes)
2. GP#2: Create neighborhoods with balanced and integrated land uses (17 votes)
3. GP#6: Create new public spaces (17 votes)

### Guiding Principle Revisions, Additions, and Comments

Although GP#3 was selected by most participants as a priority, there were quite a few participants that disagreed with providing housing for a variety of income levels and ownership types and crossed it out on their questionnaire. The other two guiding principles that some participants did not agree with or feel were unnecessary included:

- **GP#5: Respect the Rex Manor neighborhood character** – some of the residents who live in Rex Manor said they were not concerned that the Plan would impact the character of their neighborhood and thus this GP was not needed
- **GP#1: Maintain TB as a strong employment center** – some participants wanted to see the area shift towards predominately residential uses

Some of the suggested revisions to Guiding Principles included:

- Revise GP#5 to state “Respect the Rex Manor *and Stierlin Estates* neighborhood characters” (13 votes)
- Revise Gp#6 to state “Create new public *parks*” rather than “Create new public spaces” (5 votes)

In addition, participants wanted to see the following incorporated or added to the Guiding Principles:

- Be mindful of transitions between single-family residential and other uses
- Encourage denser housing, office, and mixed-use development
- Promote environmental sustainability
- Create a village-like environment with a mix of uses

- Improve access to health services

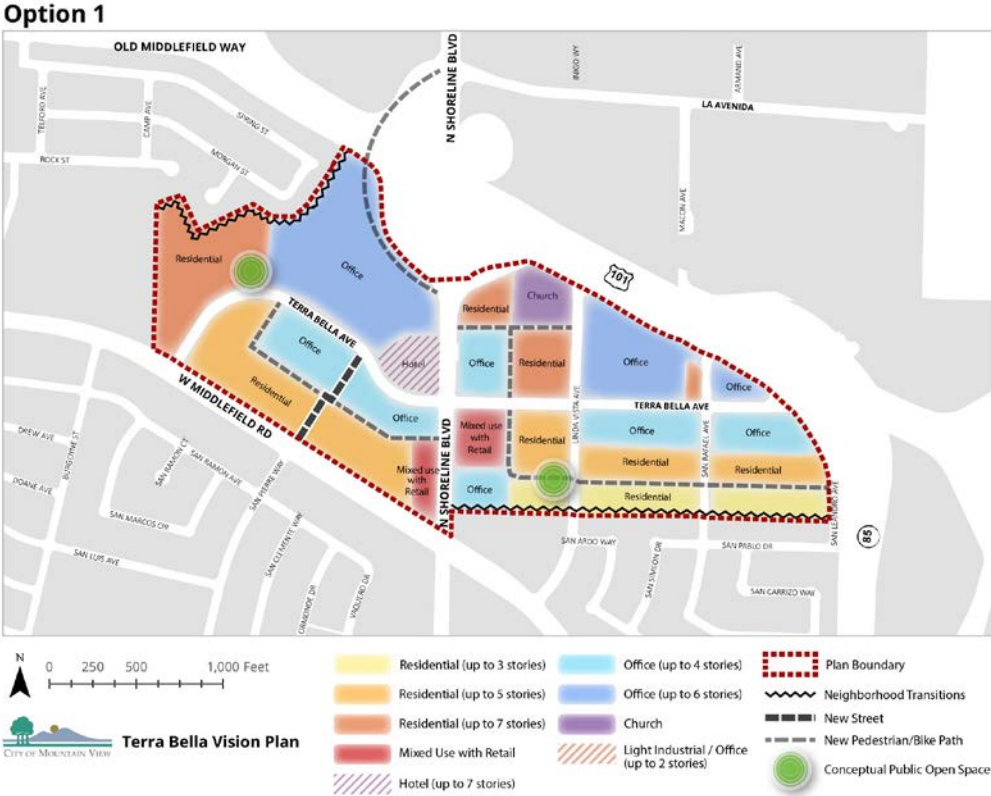
Among other comments listed were concerns over building heights, particularly near single-family residential neighborhoods, potential traffic impacts on existing residents, and the desire to build denser development to maximize housing (both market rate and affordable).

## Land Use Vision Plans

All participants were presented with the three proposed land use vision options for Terra Bella and asked to select their preferred vision. The results show that most participants preferred Vision Plan 1 which proposes new parks spaces and a mix of office and residential uses both east and west of Shoreline Boulevard, and additional mixed-use/retail development along Shoreline. The option that received the second highest number of votes was "Other Vision." For those that selected one of the three proposed visions, a few people commented that they would like to see higher densities/heights among the proposed uses, while others suggested lowering the proposed heights for office and/or residential uses.

### Preferred Vision Plan

Vision Plan	Tally
Vision Plan 1	25
Vision Plan 2	9
Vision Plan 3	6
Other Vision	15



When asked why participants selected Vision Plan 1, the reasons most often stated were:

- Great balance of uses
- Adds the most housing
- Increases density

Participants who selected Vision Plan 1 also liked it because it:

- Would create a walkable neighborhood
- Includes two proposed park spaces
- Proposes additional retail along Shoreline
- Preserves office uses near 101
- Includes diverse housing options

Approximately 15 participants selected “Other Vision,” with varying reasons or proposals for an alternative. The “Other Visions” proposed included the following:

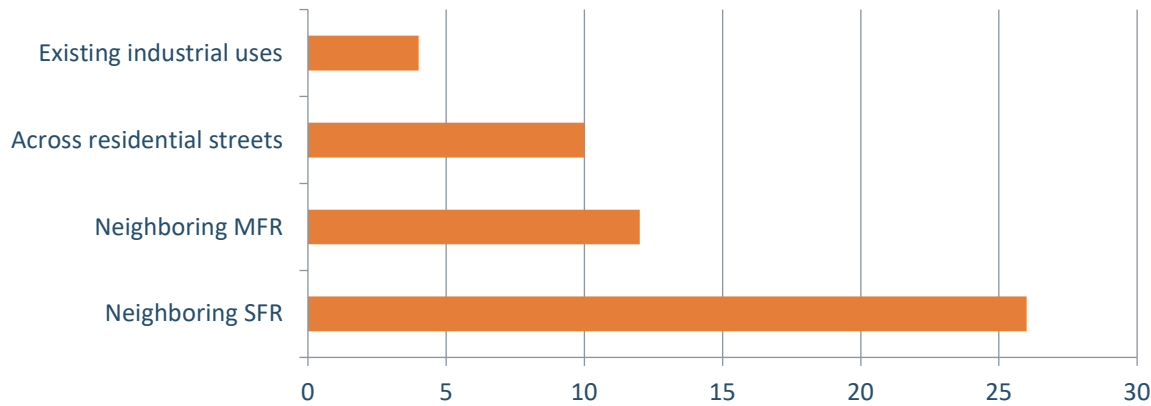
- Hybrid of Vision Plan 1 (housing focus) and Vision Plan 2 (light industrial preservation east of Shoreline) (1 vote)
- Hybrid of Vision Plan 2 (west side of plan) and Vision Plan 3 (east side of plan) (2 votes)
- Lower density 1-2 story residential development only, with green buffers between existing single-family neighborhoods and new development (proposal from Stierlin Estates residents; 5 votes)
- No comments or suggestions, but a request for more data on each vision plan (2 votes)
- More high-density office and residential (1 vote)
- More residential, less office (1 vote)
- Reduced heights/density for office and residential uses (1 vote)
- Less office, lower-density residential (1 vote)
- No new streets. New development will increase traffic. (1 vote)

As seen above, the comments for “Other Vision” suggest that there is a wide variation in the participants’ vision for Terra Bella and the level of potential redevelopment. Some chose “Other Vision” because they wanted a hybrid of the proposed vision plans, some wanted to see higher densities and/or more housing, and others wanted to see lower-density residential development. Some participants also commented that they would like to know the number of potential new residents and employees associated with each vision plan.

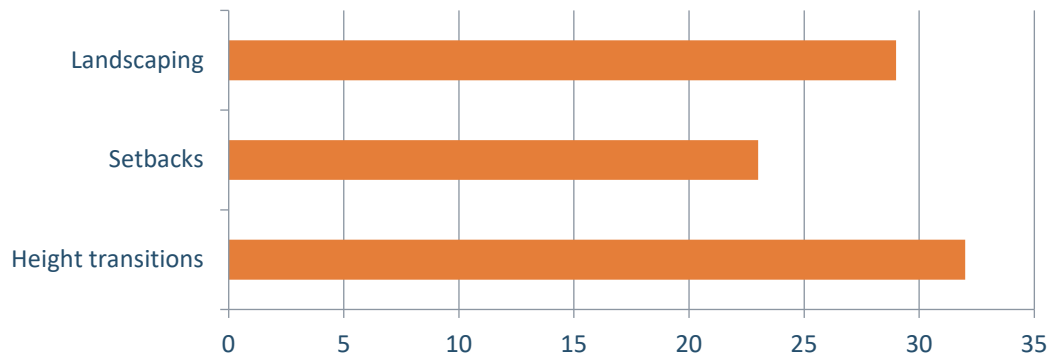
## Building Heights

As seen in the graphs below, when asked whether the Plan should include neighborhood transitions, most participants said they would like to see transitions between new development and neighboring single-family and multi-family residential development. There appeared to be broad support for all the proposed transition strategies, particularly height transitions. Participants also proposed additional transition strategies such as open space, landscaping, parking, and setbacks.

Priority Uses or Conditions for Transitions



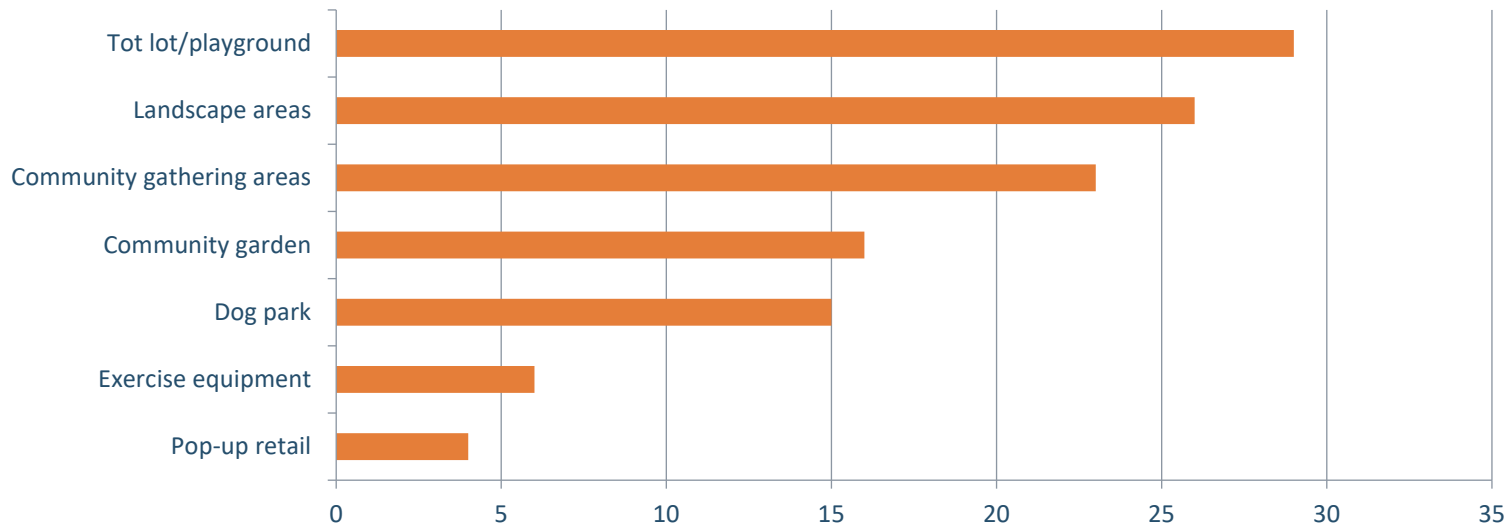
Preferred Transition Strategies



## Parks and Open Space

When asked if new park space should be added to Terra Bella and where, the majority of workshop participants said east of Shoreline. Preferred amenities for new parks included tot lots/playgrounds, landscaped areas, and community gathering areas (see graph below).

Preferred Park Amenities



## Transportation and Street Concepts

A majority of participants seemed to be supportive of the proposed transportation network for Terra Bella and street concepts for Terra Bella Avenue, Linda Vista Avenue, San Rafael Avenue, and San Leandro Avenue. The following is a list of key takeaways based on individual participant comments on the transportation network and street concepts:

- The community would rather have protected (or separated) bike lanes on all the key streets through the area rather than shared lanes, even if that means removing on-street parking.
- Creating a network that is safe for children to walk or bike to school is a priority.
- The community would like to see better walking/biking connections between the east and west sides of Terra Bella, across Middlefield Road, and also to North Bayshore and Stevens Creek.



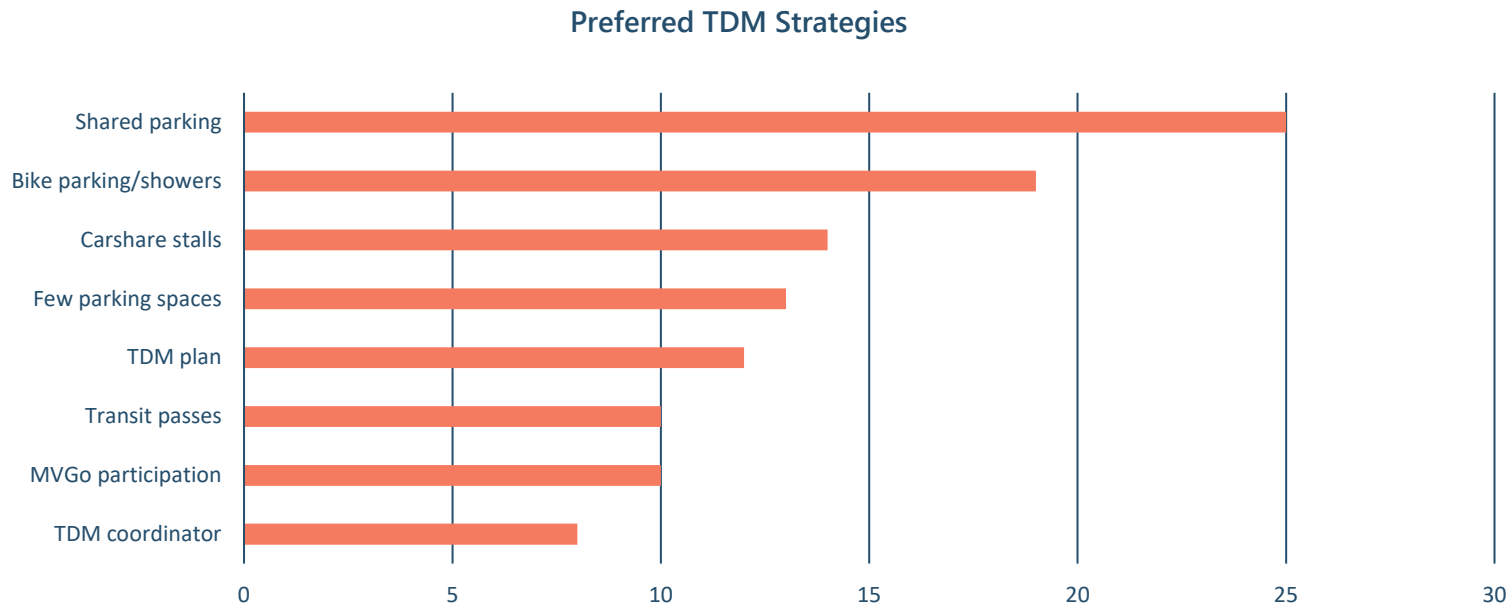
- There is concern over the impacts of new development on the parking supply and potential spillover onto surrounding neighborhood streets.
- The City should consider making San Leandro a dead-end street closed to through-traffic.

## Parking and Transportation Demand Management

The majority of workshop participants agreed that the Plan should include TDM strategies. The TDM strategies supported by most community members were (see graph below):

1. Shared parking between projects (22 votes)
2. Bicycle Parking/shower/changing facilities (19 votes)
3. Carshare parking (13 votes)
4. Development to provide fewer parking spaces (12 votes)

Some participants also suggested making all parking in the area paid parking and increasing the cost of street parking to reduce potential spillover effects on neighborhood streets.





## Frontage Character

Workshop participants were asked to choose up to three preferred frontage options for each street in the Terra Bella area. Generally, frontage preferences were in keeping with the types of land uses that the community would like to see along each street. For instance, most people chose the retail/shopfront for Shoreline Boulevard. Participants chose residential-type frontages such as stoop and door yard/porch for quieter residential streets such as Linda Vista and San Rafael Avenues. The responses indicate that the community would like to move away from parking frontages, which are currently the predominate frontage type along many of the streets in Terra Bella.

A detailed tally of participant responses is shown in the table on the following page and the preferred frontages are summarized below:

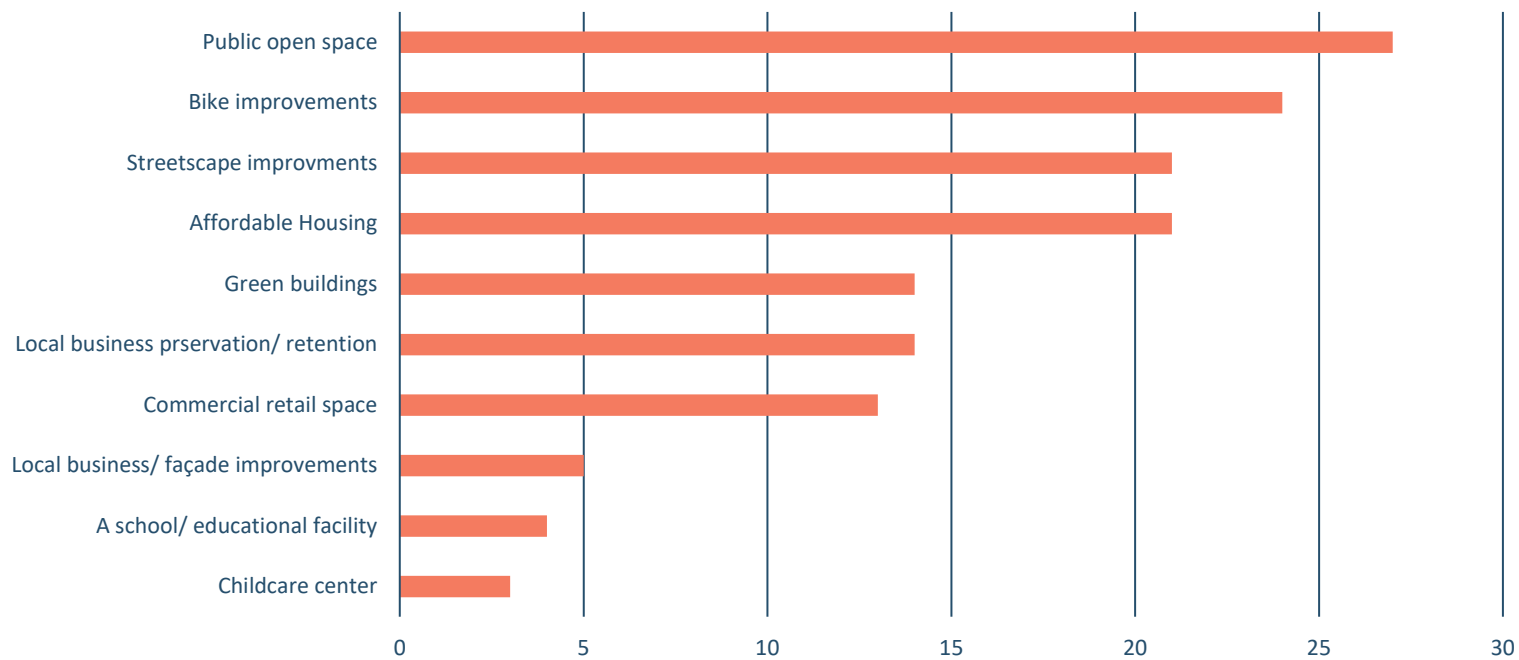
- Terra Bella Ave (E of Shoreline): Retail shopfront, stoop, landscape
- Terra Bella Ave (W of Shoreline): Retail shopfront, landscape, forecourt
- Linda Visa Ave: Stoop, door yard/porch, landscape
- San Rafael Ave: Stoop, landscape, door yard/porch
- Shoreline Blvd: Retail shopfront, forecourt, landscape
- W Middlefield Rd: Retail shopfront, stoop, landscape

Frontage Options						
Street	Retail/ Shopfront	Forecourt	Door Yard/Porch	Stoop	Landscape	Parking
Terra Bella (E of Shoreline)	26	15	17	22	19	7
Terra Bella (W of Shoreline)	23	12	11	10	23	6
Linda Vista	12	7	18	23	17	7
San Rafael	12	9	17	23	19	5
Shoreline	32	15	10	6	15	5
W Middlefield	17	9	12	17	17	3

## Community Benefits

A majority of workshop participants (over 85%) responded in favor of requiring community benefits as part of new development projects. As seen in the graph below, the priority community benefits selected were public open space, bike improvements, streetscape improvements, and affordable housing.

Preferred Community Benefits



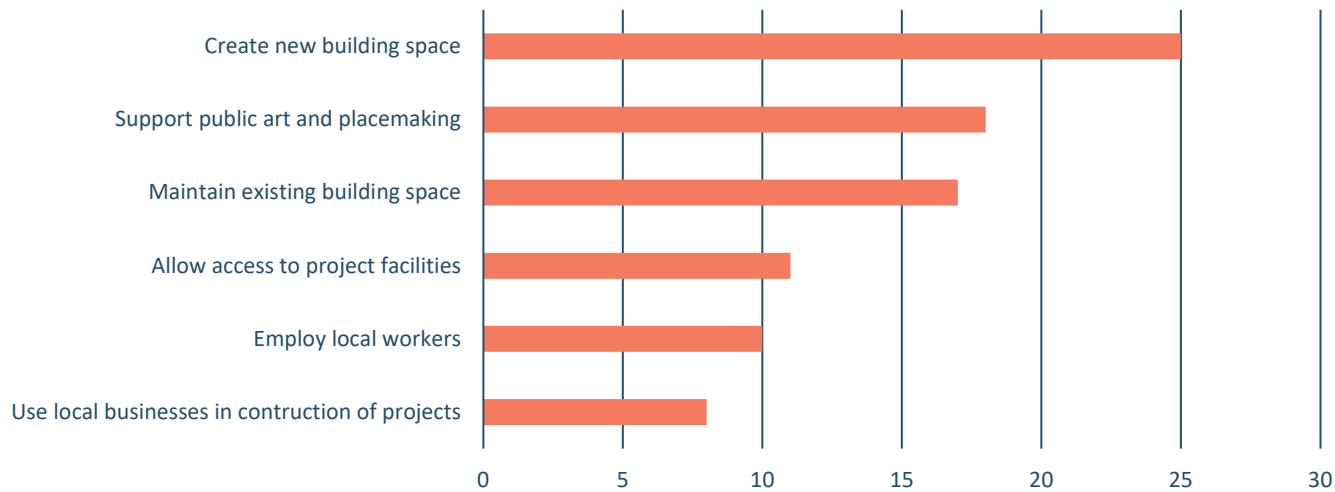
## Small Business Support

When asked whether new development should support existing businesses, most workshop participants responded “yes.” The small business support activities most favored by the community were (see graph below):

1. Create new building space (25 votes)
2. Support public art and placemaking (18 votes)
3. Maintain existing building space (17 votes)

Many of the individual participant comments specified that small business space should be preserved east of Shoreline Boulevard.

Preferred Small Business Support Activities



## Conclusion

Overall, most participants seemed to support Vision Plan 1, 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. 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 vision plans, and others favoring lower-density residential development with additional green space/buffers. Generally, most participants were supportive of the proposed transportation network for Terra Bella and concepts for key streets through the Plan area, with the exception that people would like to see protected or separated bike lanes on most streets rather than shared lanes. Other key takeaways from the workshop included:

- 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.
- New development should provide **transitions, particularly in height/density**, from existing single-family and multi-family homes.
- There was broad agreement on introducing **new open space** in the area with the **east side** being the preferred location.
- There was support for **improving connections** across Shoreline Boulevard, across Middlefield Road, across 101 to North Bayshore, and to Stevens Creek.
- Creating a network that is **safe for children to walk or bike** to school is a priority.
- The potential impacts of new development on **traffic congestion and parking** were major concerns for the community.
- 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 carshare parking.
- The community showed a preference for retail/shopfront frontages along Shoreline Boulevard and Terra Bella Avenue, and residential frontage types like stoops and door yards/porches along predominately residential streets such as Linda Vista and San Rafael Avenues.
- Most participants were in favor of requiring that new development provide **community benefits and small business support**.

# Appendix A: Questionnaire

# AGENDA



## Terra Bella Vision Plan Community Workshop

Time and Date: Saturday, August 25, 2018 (9:30am – 12:30pm)

Location: Mountain View City Hall, 500 Castro St, Mountain View, CA 94041

### Meeting Objectives

- Review high-level themes and results from Community Workshop #1.
- Examine land use vision plans for Terra Bella and discuss elements or ideas for a preferred vision.
- Provide preferences for the location and function of streets in the area and the character of public sidewalks along Terra Bella Avenue, Linda Vista Avenue, and San Rafael Avenue.
- Discuss key policy questions related to community benefits approach, parks, schools, and small businesses.
- Review draft guiding principles for the Terra Bella area.

### Workshop Agenda

**9:00am – 9:30am:** Doors open and registration

**9:30am – 9:40am:** Welcome and introductions

**9:40am – 12:20pm:** Presentation, large group discussion, and questionnaire exercise

**12:20pm – 12:30pm:** Wrap-up and adjourn

### For more information please contact:

Diana Pancholi  
City of Mountain View  
Senior Planner  
diana.pancholi@mountainview.gov  
(650) 903-6306

Eric Yurkovich  
Raimi + Associates  
Senior Associate  
eric@raimiassociates.com  
(510) 394-3715

## Draft Guiding Principles

1. Maintain Terra Bella as strong center of employment
2. Create neighborhoods with balanced and integrated land uses
3. Promote housing at variety of income levels and ownership types
4. Create walkable blocks with buildings that support the public realm
5. Respect the Rex Manor neighborhood character
6. Create new public spaces
7. Minimize vehicle trips and congestion
8. Improve pedestrian and bicycle connectivity
9. Preserve space for a number of small, employment-generating uses
10. Ensure new development provides community benefits
11. Other?: \_\_\_\_\_  
\_\_\_\_\_

*Circle your top three guiding principles. Strike out any principles you do not like. Add any principles that are missing.*

---

---

---

---

---

---

---

---

---

---

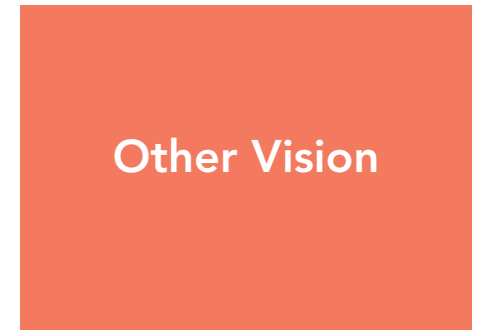
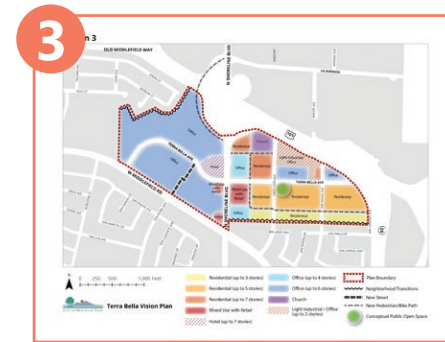
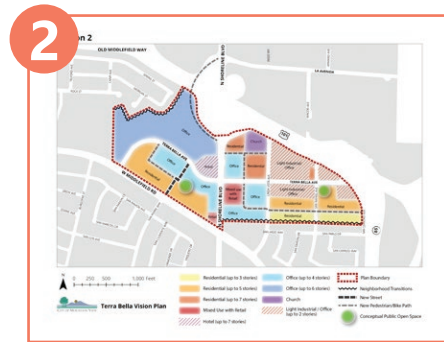
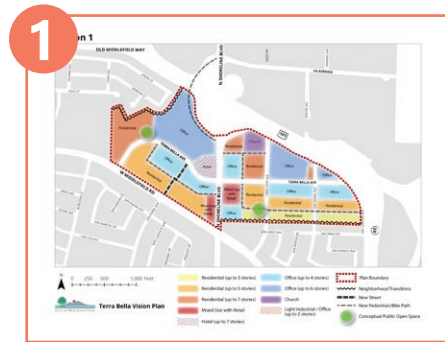
---



## Terra Bella Vision Plan Community Workshop #2

### Land Use Vision Plans

1. What is your preferred land use vision plan for Terra Bella? (circle one)



2. Please briefly describe why you support your selected vision plan. Would you change anything about your vision plan?

---

---

---

---

---

---

---

---

---

---

---

---

3. If you select "Other Vision", please describe your vision idea.

---

---

---

---

---

---

---

---

---

---

---

---

## Building Heights Near Existing Residential

4. Should new development projects provide appropriate transitions between new projects and the following types of uses, and if so, what are some preferred strategies (height transitions, setbacks, or landscaping). (circle all that apply)

### *Uses*

- Neighboring single-family residential
- Neighboring multifamily residential
- Across residential streets
- Existing industrial uses
- Other \_\_\_\_\_

### *Strategies*

- Height transitions
- Setbacks
- Landscaping
- Other \_\_\_\_\_

## Parks and Open Space

5. Should park space be added to Terra Bella area? (circle all that apply)

- East of Shoreline Boulevard
- West of Shoreline Boulevard
- Along Shoreline Boulevard

6. What would you like to see in the open spaces? (circle all that apply)

- Community gathering areas
- Community garden
- Tot lot / playground
- Dog park
- Pop-up retail
- Exercise equipment
- Landscape areas
- Other ideas? \_\_\_\_\_

## Transportation Network and Streets Concepts

7. Do you have any questions or comments on the proposed transportation network for Terra Bella?

---

---

---

---

8. What do you think about the concepts for the following streets in Terra Bella? What do you like / dislike about each concept?

Terra Bella Avenue



Linda Vista & San Rafael Avenues



San Leandro Street



## Parking and Transportation Demand Management

9. Should the plan include parking and transportation demand management (TDM) strategies to help address traffic and parking concerns in the area? (circle one)

Yes

No

10. If yes, please circle the strategies that you support. If you wish to add an item, please add at the bottom of the list.

- New development to provide fewer parking spaces
- Shared parking between projects
- A TDM coordinator
- A TDM plan be developed and submitted to the City for review
- MVGo participation
- Subsidized transit passes
- Bicycle parking and shower / changing facilities
- Carshare parking stalls
- Other \_\_\_\_\_

## Frontage Character

11. Check up to three frontages you think would be appropriate for each street in Terra Bella and note why in each box.

Street	Frontage Options					
	Retail / Shopfront	Forecourt	Door Yard / Porch	Stoop	Landscape	Parking
Terra Bella Ave (E of Shoreline Blvd)						
Terra Bella Ave (W of Shoreline Blvd)						
Linda Vista Ave						
San Rafael Ave						
Shoreline Boulevard						
W Middlefield Road						

## Community Benefits

12. Should development projects provide community benefits? (circle one)

Yes

No

13. Select and prioritize three community benefits for Terra Bella. If you wish to add an item, please add at the bottom of the list. (circle your top 3 choices and prioritize them (1 through 3))

- Affordable housing
- Public open space
- Streetscape improvements
- Bicycle improvements
- Local business building / façade improvements
- Local business preservation / retention
- Commercial retail space
- Green buildings
- A school or educational facility
- Childcare center
- Other \_\_\_\_\_
- Other \_\_\_\_\_
- Other \_\_\_\_\_

## Small business support

14. Should future development support small existing businesses in Terra Bella? (circle one)

Yes

No

Other \_\_\_\_\_

15. If yes, please circle activities that you support. If you wish to add an item, please add at the bottom of the list.

- Maintain existing building space for small businesses
- Create new building space for small businesses
- Use local businesses in the construction of new projects
- Employ local workers
- Allow access to project facilities (meeting spaces, open space)
- Support public art, murals, and creative placemaking projects
- Other \_\_\_\_\_

# Appendix B: Comment Cards



# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

the San Antonio center is huge, blocky, unappealing, - a walled fortress. When developing Terra Bella attention must be paid to transitions between uses and human scale.

Local residents will advocate for their neighborhoods (I don't live in Terra Bella) but I support higher density housing. 7 stories is very high and there are very ~~few~~ few places where it will be appropriate.

# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

\* *Don't implement option #3*

\* *Please don't implement any paths through the middle of the blocks.*

# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

Do you have any other questions or comments you would like to share?

- ④ Please take care with neighborhood transitions. Don't want a view into backyards! 30% incline is better, 50% too much. Require trees. Require 1 story next to backyards, 3 is too much.
- ④ Build dense when next to K1
- ④ Enough parking so it doesn't spill into existing neighborhoods.

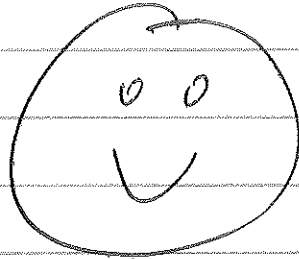
# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

Thank you



# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

Highest priority is getting the neighborhood transitions correct. Landscaping + height gradation. Two, then three, then four etc as we move away from the existing houses.

# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

- Require electric vehicle charging stations for all new construction.

# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

Please listen to the opinions of the Stierlin Estate Residences and do what is best for us.

- Low density changes, single family homes to improve the home values of the Stierlin Estates residences. Thank you.



# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

I look forward to a walkable neighborhood with mixed use, mixed alternative housing options (smaller, hopefully cheaper, maybe ownership).

# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

Great you are doing this outreach into the affected communities. It's valuable  
for present residents and stakeholders to participate in visioning process.  
It also give us insight into how development process works.  
Thanks!

# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

- Connections that are safe for kids.
- remove the need for extra cars, and extra traffic.
  - o by making it easy to bike/walk
  - o walking and biking for kids: parents should feel that their kids ~~can~~ can get to school safely.
- We are building a denser city → make it a more involved community as well.

# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

There is simply not enough housing planned. Existing residents should not get veto power over new housing development.

# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

with increased office comes increase need for housing.  
Housing is needed in the city & in the region and this  
site provides opportunities to combine amenities and increase  
Mountain View housing stock.

# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

~~NO~~ NEW STREETS

PLAN FOR CARS/PARKING FOR 10,000 NEW HSG UNITS @ N SHORELINE

0.6 PARKING SPACES PER UNIT WILL IMPACT OUR NEIGHBORHOOD

# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

There is a bus stop on Middlefield across San Veron Park but no crosswalk to go to San Veron and Stierlin Estates neighborhood. My son can't take the shuttle from Middle school to go home from Crittenden (Middle school). He instead bikes on Terra Bella and need to cross Shoreline - no safe bike lanes.

# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

All the images shown depicts high density developments. Why isn't there a low density vision for the TerraBella area? Why is high density seen as inevitable?

Rotunda was not a good meeting space. Too bright for projector. I liked the 1st workshop format better too.



# COMMENT CARD



## Terra Bella Vision Plan Community Workshop

*Do you have any other questions or comments you would like to share?*

- Linda Vista plan must integrate with homes/condos
- Nicely run work shop BUT
  - Please remember that many of the neighborhood did not know the extent of the impacts to our Sterling Estates neighborhood.
  - This plan is stealing our quiet neighborhood.
  - Traffic, Buffer, walking (during lunch & breaks) are key issues
  - Parking must be accommodated. I have heard 1.3 cars per condo owner. This is not reasonable, even if environmental desirable. These ~~cars~~ cars will still exist. They will get parked in the neighborhood