

AGENDA

REGULAR MEETING – TUESDAY, DECEMBER 6, 2022
VIRTUAL MEETING WITH NO PHYSICAL MEETING LOCATION
10:00 A.M.

During this declared state of emergency, the meeting will be conducted in accordance with California Government Code § 54953(e) as authorized by resolution. Please contact city.clerk@mountainview.gov to obtain a copy of the applicable resolution. All members of the Downtown Committee will participate in the meeting by video conference, with no physical meeting location. Members of the public wishing to observe the live meeting may do so at <https://mountainview.gov/meeting> or <https://mountainview.legistar.com>.

Members of the public wishing to comment on an item on the agenda may do so in the following ways:

1. Email comments to john.lang@mountainview.gov by 5:00 p.m. on Monday, December 5, 2022. Emails will be received directly by the Downtown Committee. Please identify the Agenda Item number in the subject line of your email.
2. Provide oral public comments during the meeting:
 - Online: You may join the meeting via Zoom Webinar at <https://mountainview.gov/meeting> and entering Webinar ID: 880 8986 2383. You may be asked to enter an email address and a name. Your email address will not be disclosed to the public.

When the Chair announces the item on which you wish to speak, click the “raise hand” feature in Zoom. Speakers will be notified of their turn shortly before they are called on to speak.

- By phone: Dial: 669-900-9128 and enter Webinar ID: 880 8986 2383. When the Chair announces the item on which you wish to speak, dial *9. Phone participants will be called on by the last two digits of their phone number. When the Chair calls your name to provide public comment, if you are participating via phone, please press *6 to unmute yourself.

For instructions on using the “raise hand” feature in Zoom, visit https://mountainview.gov/raise_hand. When called to speak, please limit your comments to the time allotted (up to three minutes, at the discretion of the Chair).

1. **CALL TO ORDER**

2. **ROLL CALL**—Committee members Erik Cormier, Marina Keith, Maria Lange, David Lin, Kira Pascoe, Jamil Shaikh, Merry Yen, Vice Chair Pamela Baird, and Chair Mike Kasperzak.

3. **MINUTES APPROVAL**

Minutes for the November 1, 2022 meeting have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **UPCOMING AGENDA TOPICS**

This portion of the agenda is reserved for identification of agenda items for future meetings.

- Busking and music in downtown
- General maintenance and cleanliness of downtown
- Castro Bikeway Feasibility Study (February 2023)

5. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

6. **UNFINISHED BUSINESS**

6.1 **DOWNTOWN DEVELOPMENT UPDATES**

Planning staff will provide updates on downtown development projects.

6.2 **CASTRO STREET UPDATE**

Staff will provide a verbal update on current efforts and activities related to Castro Street.

7. NEW BUSINESS

7.1 HISTORIC PRESERVATION ORDINANCE AND REGISTER UPDATE

City staff and City's consultant Page & Turnbull are seeking early feedback from the Downtown Committee on work for updating the Historic Preservation Ordinance and Register Update.

7.2 2023 DOWNTOWN COMMITTEE MEETING SCHEDULE REVISIT

Revisit the 2023 calendar of meetings for the Downtown Committee approved consistent with Council Policy K-2 on November 1, 2022 to discuss and determine meeting times.

7.3 OVERVIEW OF RESOURCES AND TOOLS TO SUPPORT DOWNTOWN BUSINESSES

City staff will highlight some existing tools that are available to support downtown property owners and businesses.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

No action will be taken on any questions raised by the Committee at this time.

9. ADJOURNMENT

~~JL/8/CDD~~

~~819-12-06-22A~~

AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special Meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to the Economic Development Division at 650-903-6457.
- Interested persons may review the agenda and staff reports at the Mountain View Library (585 Franklin Street) beginning the Monday evening before each Regular Meeting and at the Community Development Department, 500 Castro Street, First Floor, beginning the Monday morning before each meeting. Staff reports are also available during each meeting.
- **SPECIAL NOTICE—Reference: Americans with Disabilities Act, 1990**
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Community Development Department at 650-903-6379 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE—**Any writings or documents provided to a majority of the Downtown Committee regarding any item on this agenda will be made available for public inspection in the Community Development Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the “Oral Communications” part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.

MINUTES

REGULAR MEETING – TUESDAY, NOVEMBER 1, 2022
VIRTUAL MEETING WITH NO PHYSICAL MEETING LOCATION
10:00 A.M.

1. CALL TO ORDER

The meeting was called to order at 10:02 a.m. by Chair Mike Kasperzak.

2. ROLL CALL

Present: Committee members Erik Cormier, Marina Keith, Maria Lange, David Lin, Kira Pascoe (joined 10:07 a.m.), Jamil Shaikh, Merry Yen (joined 10:04 a.m.), Vice Chair Pamela Baird, and Chair Mike Kasperzak.

Absent: Raghav Gupta (unexcused).

Staff Present: John Lang, Economic Vitality Manager; Edgar Maravilla, Senior Planner; Maureen Grzan-Pieracci, Recreation Supervisor; and Matthew Atkins, Police Lieutenant.

3. MINUTES APPROVAL

The minutes of the October 4, 2022 meeting were distributed prior to the meeting and approved as distributed.

Motion—M/S Lin/Shaikh—Carried 8-0-2; Gupta, Pascoe absent—To approve the minutes of the October 4, 2022 meeting.

4. UPCOMING AGENDA TOPICS

- Busking and music in downtown
- General maintenance and cleanliness of downtown
- Castro Bike Feasibility Study (February 2023)
- Programs and/or Economic Incentives to support retail placemaking

- Committee member Keith inquired about the Hot Dog Mobile Food vendors impacting local business and waste discharge

5. **ORAL COMMUNICATIONS FROM THE PUBLIC**—None.

6. **UNFINISHED BUSINESS**

6.1 **DOWNTOWN DEVELOPMENT UPDATE**

Planning Division staff provided an update on downtown development projects.

Public Comment: None.

No action taken.

6.2 **CASTRO STREET UPDATE**

Economic Development staff provided the following updates related to downtown:

- The City Council adopted an Ordinance to Establish the Pedestrian Malls on October 25, 2022. Becomes official within 30 days.
- The annual renewal of the Business Improvement Areas for downtown goes for City Council adoption on November 15, 2022.
- City staff is working with businesses to declutter fixtures and broken street furniture that has accumulated on Castro Street.
- The City Council will be taking action on extending the Castro StrEATs program through 2023. This action is needed for businesses to continue to operate outdoors on Castro Street in 2023. The Council ad hoc committee is currently reviewing the functional plan and design guidelines. Once those are adopted sometime in 2023, they will replace the Castro StrEATS program. At such time as the Castro StrEATS program will be rescinded, the new program will be adopted.
- Staff shared a brief snapshot on downtown vacancies along Castro Street between Evelyn Avenue and El Camino Real.

Public Comment: None.

No action taken.

6.3 **AB 361 RESOLUTION TO CONTINUE REMOTE PUBLIC MEETINGS DURING STATE OF EMERGENCY**

Staff provided a brief overview of Assembly Bill (AB) 361.

Public Comment: None.

Motion—M/S Yen/Baird—Carried 9-0-1; Gupta absent—To adopt a Resolution of the Downtown Committee of the City of Mountain View Authorizing and Continuing Virtual Meetings of the Downtown Committee Pursuant to AB 361 and Making Required Findings, to be read in title only, further reading waived.

6.4 **CITY SPONSORED EVENTS**

Staff provided an overview of the 2022 concert series on the Plaza and also highlighted for the Committee upcoming events in the downtown.

- Tree Lighting Ceremony on Monday, December 5, 2022, 5:30 p.m. start time. Will move the stage to Castro Street, which will provide a bigger space for the tree lighting. Traditional elements will be in place (community performances, holidays around the world, train).
- Some downtown businesses are looking to extend their hours on December 5, 2022 to support the tree lighting ceremony.
- Return of Arbor Day on March 11, 2023 at Pioneer Park. Tree demonstration and tree walks will be happening.

The Committee asked about some holiday decor in downtown. Parks crew will provide some nighttime elements on the 400 and 500 blocks. Wreaths will be put up throughout downtown.

The Committee asked about holiday banners. At the present time, no banners are planned.

Other events happening in 2023:

- Summer Camp Fair at Community Center in February
- Resource Fair at the Senior Center in May

- Kid Stock is returning on the third Saturday of the month from May through July
- Concerts on the Plaza, every Friday from June through September
- Movie Night Series will be returning in 2023
- National Night Out will be returning in 2023

The Committee asked about the Pedestrian Mall now in place and whether the Spring Parade is happening. The essence of the Spring Celebration is going to continue in place of the parade.

Public Comment: None.

7. **NEW BUSINESS**

7.1 **PUBLIC SAFETY IN DOWNTOWN**

Police Lieutenant Matthew Atkins provided an overview of activity occurring in downtown.

A collaboration with Mountain View Police Department, the Chamber of Commerce, and the Downtown Committee, an ambassador program was developed last year. The volunteer ambassador effort resulted in a drastic decrease in overall crime and auto burglaries. The Police Department is ramping up resources and also seeking volunteers to work together to get the word out about being safe in downtown.

The Police Department has also been working with many of the unhoused individuals in the downtown, working to get them the resources and services they need.

The Police Department is grateful for all the volunteer help from last year.

The Committee asked if the City has a no-loitering ordinance in place like other communities have. The City of Mountain View does not have a loitering ordinance.

Public Comment: None.

No action taken.

7.2 2023 DOWNTOWN COMMITTEE MEETING SCHEDULE

As required by City Council Policy K-2, the Committee adopted the following schedule of meetings for the 2023 calendar year.

First Tuesday of the following months at 10:00 a.m, including February 7, March 7, April 4, May 2, June 6, September 5, October 3, November 7, and December 5. No meetings are proposed on January 3, July 4, and August 1.

Motion—M/S Baird/Yen—Carried 9-0-1; Gupta absent—To approve the meeting dates as outlined in the agenda.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

The Mountain View Historical Association will be hosting a Downtown Walking Tour on Sunday, November 27, 2022, at 2:00 p.m. Meet in front of the train station.

The Downtown Business Association will be hosting a meet and greet with downtown residents on Wednesday, November 2, 2022, at Monte Carlo from 6:00 p.m. to 8:00 p.m.

9. ADJOURNMENT

The meeting adjourned at 11:22 a.m.

These Minutes are hereby submitted for approval by John Lang, Recording Secretary.

Approved on _____.

JL/S/CDD
~~819-11-01-22mn~~

DATE: December 6, 2022

TO: Downtown Committee

FROM: Edgar Maravilla, Senior Planner

SUBJECT: December 6, 2022 Downtown Development Update

NEW CONSTRUCTION—RESIDENTIAL

1. **231-235 Hope Street (Maston Architects):** Three stories, nine units.

Applicant: Maston Architects

- The City Council approved the project on June 16, 2015. The project entitlement expired.
- New application for the same project was filed in June 2019.
- The City Council approved the project on December 10, 2019.
- Under construction.

NEW CONSTRUCTION—MIXED-USE

2. **Hope Street Lots:** Four to five stories, 180 hotel rooms, 53,000 square foot office and commercial spaces.

Applicant: The Robert Green Company

- The City Council approved the project on November 27, 2018.
- Building permits under review.
- Approved by the Zoning Administrator for a one-year permit extension on October 27, 2021.

3. **676 West Dana Street (Maston Architects):** Four stories, two levels of underground parking, ground-floor retail and office spaces, and seven residential units on Floors 2 through 4.

Applicant: Maston Architects

- Approved by the City Council on December 8, 2020.

4. **Lot 12:** Five stories, ground-floor commercial space, and 120 affordable units.

Applicant: Related/Alta Housing

- Approved on April 25, 2022.

NEW CONSTRUCTION—COMMERCIAL

5. **701 West Evelyn Avenue:** Four stories, 28,090 square foot office space, and 6,841 square foot ground-floor commercial space (Subway Restaurant, Depot Garage, etc.).

Applicant: Tim McEnery, Marwood

- The City Council approved this project with underground parking accessed through the adjacent Lot 4 hotel development (see “Hope Street Lots” above) on November 18, 2019 but also expressed interest in alternative parking agreements with the developer, which may include more parking funding or construction of a parking garage on Lot 5.
- A formal application for the alternative parking agreement was submitted on March 9, 2022.

6. **756 California Street:** Three stories, 7,664 square foot office building with ground-floor medical office.

Applicant: 756 California LLC

- Under review.
- Approved by City Council on February 22, 2022. Building permit plans pending.

7. **747 Dana Street (Kenneth Rodrigues and Partners, Inc.):** Three-story, 8,552 square foot building with ground-floor retail space.

Applicant: Ken Rodrigues, Kenneth Rodrigues and Partners, Inc.

- Approved by City Council hearing on December 14, 2021. Building permit plans pending.

8. **590 Castro Street (The Sobrato Organization):** Four-story, 106,000 square foot office building with a public plaza (Wells Fargo).

Applicant: Tim Steele, The Sobrato Organization

- Approved by City Council hearing on August 30, 2022. Awaiting building permit plan submittal.

FACADE IMPROVEMENTS AND NEW TENANTS

9. **298 Castro Street:** Provisional Use Permit for a new restaurant (Nick the Greek).

Applicant: Glenn Cunningham, Glenn Bull's Eye Cadd

- Approved by the Zoning Administrator on December 9, 2020.
- Building plans under review.

10. **105 Hope Street:** Provisional Use Permit to convert an existing multi-tenant commercial building with office and medical uses into a single-tenant administrative office building.

Applicant: Lund Smith, Hope Evelyn LP

- Building plans under review.

11. **220 Castro Street:** New restaurant tenant (Ume).

Applicant: No information.

- Under construction.

12. **975 West Dana Street:** New restaurant tenant (Cafe Terrace).

Applicant: No information.

- Building permit plans under review.

13. **702 West Dana Street:** New restaurant tenant (Seasons Noodles and Dumplings Garden).

Applicant: No information.

- Under construction.

14. **738 Villa Street:** Provisional Use Permit for a new café use (Café 86) to replace a vacant space.

Applicant: James Dimapasok

- Under review.

15. **171 and 175 Castro Street:** Provisional Use Permit for a new café/restaurant use (Kitchen Story/U Dessert Story) to replace a Locksmith Museum.

Applicant: Daniel Choi

- Planning permit under review.

16. **110 Castro Street:** Planned Community Permit and Development Review Permit to construct facade modifications for a new restaurant (Vida!).

Applicant: Oswaldo Messia

- Under review.

17. **800 California Street:** New restaurant tenant (Limon).

Applicant: David Ford (Architect)

- Under review.

18. **372 Castro Street:** Planned Community Permit and Development Review Permit to construct facade modifications at an existing office building.

Applicant: Andre Barbe

- Under review.

19. **702–738 Villa Street:** Planned Community Permit and Development Review Permit to construct facade modifications.

Applicant: Bonnie Djie

- Under review.

CITY PROJECTS

20. **Downtown Precise Plan Update:** On December 3, 2019, the City Council approved the consultant scope of work for the Downtown Precise Plan Phase 1 update. The update is limited to three areas of the Precise Plan: Areas A, G, and H. At the June 8, 2021 City Council Study Session, staff was directed to focus on the following key elements:

- Disallow administrative and research and development office use on the ground floor of Area H fronting Castro Street and the side streets one block off Area H.
- Update the standards and guidelines of Areas A, G, and H to be objective, purposeful, and ensure development respects the existing character of downtown.
- Conduct an economic development feasibility analysis.
- Final action public hearings expected December 2022.

21. **Sidewalk Café License:** The City Council waived Sidewalk Café payments for Fiscal Year 2022-23.

22. **Downtown Parking Structure:** On August 24, 2021, the City Council directed staff to start studying a new parking structure on Lot 5 and to pursue additional developer partnerships to help fund the project.

EM/8/CDD

808-12-06-22M

DATE: December 6, 2022

TO: Downtown Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: 2023 Calendar of Meetings for the Downtown Committee—Time of Meetings

PURPOSE

Revisit the 2023 calendar of meetings for the Downtown Committee approved consistent with Council Policy K-2 on November 1, 2022.

BACKGROUND

As required by Council Policy K-2, the Downtown Committee discussed and adopted a schedule of meetings for the 2023 calendar year.

The meeting dates and time as approved by the Committee include: first Tuesday of the following months: February 7, March 7, April 4, May 2, June 6, September 5, October 3, November 7, and December 5, at 10:00 a.m.

No meetings are proposed on January 3, July 4, and August 1.

As part of the Committee's discussion on adopting the schedule of meetings, there were some questions related to the hour of the meeting. Prior to 2020, the Downtown Committee regularly met at 8:00 a.m. With the shutdown of City Hall during the Pandemic and moving Committee meetings online, the Downtown Committee meeting shifted meeting times to 10:00 a.m.

On November 9, 2022, the City Manager's Office issued a memorandum to all advisory bodies about the return to in-person meetings beginning February 2023. Considering the notice by the City Manager's Office along with the Committee's questions regarding the meeting time of the Committee, staff is seeking greater feedback and direction from the Committee as to whether to maintain the 10:00 a.m. meeting time or revert to the 8:00 a.m. time or identify another.

Should the Committee choose a different time to meet in person beginning in 2023, a recommendation will need to be made to amend the 2023 Downtown Committee meeting calendar originally adopted on November 1, 2022.

DATE: December 6, 2022

TO: Downtown Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: **Business Program Considerations for Downtown**

PURPOSE

The purpose of this memorandum is to provide some follow-up information and background on the types of tools that may be available to support businesses and property owners in downtown.

BACKGROUND

There are many factors that contribute to ground-floor vacancy in downtown. Shifting business needs and associated demand for space, configuration of space, property owner investment in property, property owner interest, lease rates and terms, and compatibility of surrounding uses are just some of the factors that impact the viability and marketability of retreating ground-floor retail or restaurant use. Unlike traditional shopping centers, downtown is a retail district made up of numerous private property owners with a variety of income and interests with no single curator to program the district. The following tools and the degree to which they are implemented can help support activating underutilized space in downtown.

Building Improvements/Infrastructure Upgrades/Activation

- **Enhanced Infrastructure Financing District (EIFD)**—EIFDs allow public agencies to use Tax Increment Financing to fund a broad range of public infrastructure and facilities. The establishment of an EIFD is complex and would divert property tax funds from the General Fund. The diversion of property tax funds would likely only be the portion attributed to the City of Mountain View and no other taxing district (unlike old redevelopment law allowed). The City of Mountain's portion of property tax is approximately 16% of the 1%.
- **Assessment District**—Assessment districts enable a jurisdiction to levy additional taxes on properties within designated districts to finance public improvements that directly benefit those districts with the approval of property owners in the district. (Example: Mountain View Downtown Parking District is an assessment district.)

- **Business Improvement District (BID)**—A BID is a special type of assessment district that generates revenue to support enhanced services. Two types of BID mechanisms exist under California law: Business Improvement Areas (BIAs) and Property-Based Improvement Districts (PBIDs). PBIDs can be used to help fund public improvements and enhanced services, and assessments can be paid for by both business and property owners.
- **Commercial Property Assessed Clean Energy (C-PACE)**—C-PACE is a tool that can be used to finance energy efficiency, renewable energy, water conservation, and/or seismic retrofit improvements on commercial property through assessments that leverage long term debt.
- **Mello-Roos Community Facilities District (CFD)**—Mello-Roos CFD is a public financing tool that can be used to finance the capital cost and maintenance of public improvements and community facilities through annual payments of special taxes by property owners.

Business and Property Owner Assistance Programs

- **Loans or Grants**—Loans, Forgivable Loans or Grant Programs are tools that can be structured to achieve outcomes. The City of Mountain View provided loans and grants as part of the Small Business Action Plan in response to COVID 19.
- **California Competes Tax Credit**—State program that can issue State of California income tax credits to businesses making capital or labor investments in California.
- **Ombudsman Programs**—Develop specific point people to aid small businesses with permits, understanding various requirements for operating businesses.
- **Parking In-Lieu Financing Program**—Develop a financing program to spread the cost of paying parking in-lieu fees over five years. Financing can be secured by equipment and other materials invested in the business.
- **Facade Improvement Program**—Develop loans or grants towards supporting facade building improvements making sites potentially more marketable and attractive to business investors.

Public Programs that Leverage Private Capital

- **U.S. Small Business Administration (SBA) Loan Program**—The SBA works with private-partner lenders to provide loans to qualifying small businesses based on SBA loan guidelines. As these are private loans that need to be paid back monthly, property owners must receive sufficient rent to cover the monthly loan costs.

- Historic Rehabilitation Tax Credits—A certified historic structure that is listed on the National Register of Historic Places is eligible to receive a tax credit based on qualified rehabilitation costs as determined by Federal and State agencies. Based on their determination, a 20% tax credit is provided to a private entity over a five-year period to leverage private capital to help defray renovation costs. Mountain View would need to evaluate the likelihood of certain building to determine the value of this credit.

~~JL/S/CDD~~

~~819 12 06 22M 1~~