

terra bella

vision plan





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Appendix A: Existing Conditions

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acknowledgments

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introduction



Introduction

Located in the northern part of Mountain View along Shoreline Boulevard just south of Highway 101, the Terra Bella neighborhood consists mainly of low-intensity office and light industrial uses surrounded by single-family residential neighborhoods. During the 2030 General Plan update process, the City, in collaboration with the community, identified a number of change areas in the city for targeted growth and development. Terra Bella was not identified as a change area and therefore no specific vision was identified for the area during the 2030 General Plan update process. However, after several years of interest from developers and property owners to build housing and higher-intensity office in the area, the City Council directed staff to study existing conditions in the area and launch a process to understand the community's vision for the future for this area.

This Vision Plan guides the transition of the Terra Bella area to a neighborhood with a greater mix of land uses, with new homes, spaces for small businesses and non-profits, open spaces, and multiple mobility options. The Vision Plan is based on community input gathered during the summer of 2018 through spring of 2019. It highlights common preferences, as well as topics with diverging input. This Plan includes preferred land uses, intensity, character, and development principles which will provide a foundation to review and evaluate future development projects in the area or recommend further study or analysis. It also identifies mobility, open space, and other key opportunities and strategies.

Purpose and Authority

The purpose of the Terra Bella Vision Plan is to:

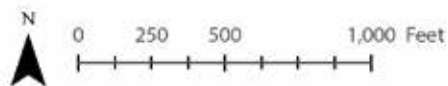
- Define a vision and guiding principles for future development
- Provide direction on the preferred use, intensity, and character of future development
- Identify mobility, open space, and other improvements in the area
- Provide recommendations for future study and analysis

The Vision Plan provides a foundation to review and evaluate future development projects in the area. The Vision Plan does not replace the existing zoning code or augment building safety codes or other non-planning related codes. All applications for new construction, substantial modifications to existing buildings, and changes in land use shall be reviewed for consistency with the Terra Bella Vision Plan. Additionally, any new development not consistent with the current General Plan or zoning designation for the area will require City Council “gatekeeper authorization” to amend the General Plan or zoning designations.

Plan Context and Location

The Terra Bella Vision Plan area covers approximately 110 acres south of Highway 101 and east of State Route 85. The area is bounded by West Middlefield Road to the south and Crittenden Middle School/ Whisman Sports Center to the west, and is bisected by North Shoreline Boulevard. The area is characterized by a mix of industrial uses, office buildings, single family homes, and public facilities. The Plan area abuts the North Bayshore Precise Plan area to the north beyond Highway 101. Figure 1-1 shows the Plan area boundary.

Figure 1-1. Plan Area Boundary



Key Considerations in the Plan Area

The project team analyzed background information and existing conditions in Terra Bella to provide a general understanding of the Plan area's land use, urban form and character, open space, mobility, and environmental conditions. The detailed data and analysis can be found in Appendix A Existing Conditions. The issues and opportunities identified through this analysis were used to develop the Plan vision, guiding principles, and recommendations. The following is a summary of the key considerations in the Terra Bella area.

- 1. Parks and open spaces.** Though there are public parks located outside of the Terra Bella area, there are no public parks or community gathering spaces within the neighborhood. As outlined in the City of Mountain View Parks and Open Space Plan, Terra Bella is in need of additional open space to meet the City's goal.
- 2. Traffic and parking.** Traffic congestion is a key issue in the area, particularly along North Shoreline Boulevard which funnels vehicles in and out of Mountain View to Highway 101 and North Bayshore. Appropriate mobility policies and mitigation measures should be applied to new development to reduce the number of new vehicle trips and parking spillover to nearby neighborhoods from new development.
- 3. Walking and bicycling conditions.** Major auto-oriented roadways including US-101, SR-85, Shoreline Boulevard, and Middlefield Road create high stress conditions and substantial barriers to pedestrian and bicycle access in, out and through the area. Additionally, long block lengths in Terra Bella, particularly west of North Shoreline Boulevard, has resulted in poor pedestrian and bicycle accessibility by reducing opportunities for crossings and direct routes. Building pedestrian/bicycle across-barrier connections (ABCs), protected bikeways and full-time bike lanes, and breaking up large blocks with streets or greenways can improve pedestrian and bicycle circulation.
- 4. Mix of uses.** Terra Bella consists of predominately office and light industrial uses, with limited residential and retail uses. The result is a commuter-oriented environment with limited neighborhood amenities. A diverse mix of uses and activities should be encouraged in Terra Bella while maintaining the unique character of the area.
- 5. Development and building character.** Most of Terra Bella, and particularly the area west of Shoreline Boulevard, includes large suburban office parks. In many cases, buildings do not face directly onto the street and have deep front and side setbacks, with little interaction between private properties and public areas. Active and well-designed building frontages are crucial for creating a more inviting, pedestrian-oriented environment that will attract people to walk, gather, shop, and spend time.
- 6. Residential adjacency.** The Terra Bella area is bordered by single-family neighborhoods to the northwest and southeast, including Rock Street and the Stierlin Estates neighborhood. Future development should be designed to respect and benefit the adjacent single-family neighborhoods by providing additional amenities for residents, improving multimodal access, and creating appropriate transitions to existing homes.
- 7. Small business preservation.** Terra Bella, particularly the east side of North Shoreline Boulevard, is home to an eclectic mix of small businesses, light industrial uses, and non-profits. Redevelopment of the area could continue to put upward pressure on property values and rents, leading to displacement of small businesses. The Vision Plan includes several strategies to preserve small businesses in the area.
- 8. Environmental conditions.** Contaminated sites in Terra Bella, particularly the Teledyne/Spectra-Physics Superfund site west of North Shoreline Boulevard, pose a concern for new development. While cleanup activities are still ongoing, further studies and remediation will likely be required as new development is considered in this area.

Plan Structure

The Vision Plan is organized into the following chapters:

Chapter 2: Vision and Guiding Principles describes the vision and guiding principles to direct future development and improvements in Terra Bella.

Chapter 3: Land Use and Community Design describes the overall land use vision for Terra Bella and includes standards relating to land use, development intensity, height, transitions, frontage type and character, and parks and open space.

Chapter 4: Development Principles Framework provides guidance on desired community benefits in the Plan area, including affordable housing, small business preservation, parking and Transportation Demand Management (TDM) strategies, and other contributions from property owners and project applicants.

Chapter 5: Mobility establishes the overall street network, street design, bicycle and pedestrian networks, and other transportation improvements in the area.

Appendix A: Existing Conditions provides a description of the current conditions in the Terra Bella Vision Plan area related to land use, urban form and character, open space, mobility, and environment.

Appendix B: Community engagement summaries describe the engagement activities and input provided by the community throughout the process.

Relationship to Other Plans

2030 General Plan

The General Plan includes policies for Citywide development and general land use. The Vision Plan is guided by the General Plan's goals, policies, and urban design direction.

Zoning Ordinance

The City of Mountain View's Zoning Ordinance establishes zoning districts, permitted uses, development standards, and procedures to align with the General Plan. These regulations apply to properties and projects in Terra Bella. The land use and development standards and guidelines in this document do not supersede the land use and development standards in the Zoning Ordinance.

Bicycle Transportation Plan and Pedestrian Master Plan

The Terra Bella Vision Plan builds on the 2015 Bicycle Transportation Plan and the 2013 Pedestrian Master Plan. These transportation plans provide strategies and improvements to encourage active transportation. Relevant projects and improvements are shown in the Mobility Chapter.

Shoreline Boulevard Transportation Study

A 2014 study of the Shoreline Boulevard corridor recommended a package of comprehensive of new treatments for the street. Among these treatments, the study recommended a reversible transit lane extending from Middlefield Road north to Plymouth/Space Park Way in North Bayshore. The lane would be used by northbound buses on weekday mornings and by southbound buses on weekday afternoons. It would feature median and curb-side stops at Terra Bella Avenue and Pear Avenue. In addition to North Bayshore transit service, regular VTA routes and other shuttle services would be eligible to use the lane. Key design features will include dedicated transit signals, physical barriers, pavement markings, and high visibility signage. Additional recommendations include protected intersections, protected bikeways along Shoreline Boulevard and Middlefield Road, and a bicycle/pedestrian bridge over US-101.

Mountain View Automated Guideway Transportation Feasibility Study

In 2018, the City of Mountain View completed a study that evaluated innovative ways to address the anticipated increase in commuter traffic between Mountain View's Downtown Transit Center and North Bayshore. The study assessed how the introduction of an automated guideway transportation (AGT) system might successfully integrate into other transportation improvement strategies and projects throughout the City over time. Based on the evaluation, the study concluded that an Automated Transit Network (ATN - automated vehicles operating on a network of guideways, including both personal and group rapid transit) and autonomous transit vehicles were best suited for the study area which includes the North Shoreline Boulevard area.

North Bayshore Transportation Access Study (2017)

The North Bayshore Transportation Access Study recommends serving the North Bayshore area with a fleet of buses and autonomous vehicles (AVs) that travel along RT Jones Road and Charleston Road in the short term. In the long term, the study recommends conducting an analysis of AVs on the Highway 101 alignment and light rail on the RT Jones alignment. Recommended infrastructure improvements include a Charleston Road Bridge crossing at Stevens Creek, new transit centers at the Bayshore/NASA Light Rail station and Moffett Boulevard, and a series of dedicated AV stations throughout the area.

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the vision



2. Vision and Guiding Principles

This chapter provides an overview of the community engagement and visioning process, the Plan’s vision, and guiding principles for new development and improvements in Terra Bella. The **vision** describes how the future Plan area looks, feels, and functions. The **guiding principles** are the Plan’s major themes and should be used to help guide future decision-making.

Vision

The Terra Bella engagement process included three community meetings on June 2, 2018, August 25, 2018, and January 28, 2019 where participants stated their perspectives and preferences on future changes in the area. Key opportunities for improvement voiced by most community members included the need for a diversity of land uses, appropriate transitions to adjacent single-family neighborhoods, more parks and open space, bike- and pedestrian-friendly streets and paths, additional transit options, and small business retention. Based on these opportunities and challenges, the following statement outlines the community’s vision for the future of the Terra Bella area.

The Terra Bella area transitions into a complete neighborhood with a wider diversity of uses, open spaces, and amenities. Terra Bella continues to serve as an employment area in Mountain View, home to both large and small businesses, including light industrial and manufacturing, office, retail, and service uses. Existing local small businesses and organizations remain as a valuable part of the neighborhood fabric. Residential units accommodate a range of incomes, ownership types, and life stages. The intersection of North Shoreline Boulevard and Terra Bella Avenue serves as a multimodal, mixed-use hub for the community. North Shoreline Boulevard is transformed into a complete street and an active and vibrant mixed-use corridor with shops, restaurants, services, and hotels that cater to both office workers and residents. Residents and workers have easy multimodal access to parks and open spaces.

Neighborhoods east and west of North Shoreline Boulevard integrate different land uses and buildings to create a pedestrian- and bicycle-friendly, human-scaled, well-designed urban environment. Buildings are located close to the sidewalk to create a distinctive urban street. Buildings with doors and windows oriented to the street support lively and comfortable pedestrian activity. New buildings are designed to respect the scale and character of adjacent residential neighborhoods, such as Rock Street and Stierlin Estates.

Terra Bella is a well-connected neighborhood, with multimodal access to major employment and commercial centers, Caltrain, light rail, and regional open space amenities, such as Shoreline Park and Stevens Creek. Transit investments along North Shoreline Boulevard improve service to key destinations, including Downtown and North Bayshore. Large blocks are broken up into human-scale blocks that make it safer, easier, and more comfortable to walk in and around the neighborhood. New pedestrian and bicycle cross-barrier connections (ABCs), low-street facilities, and streetscape improvements promote active transportation throughout the area.

Guiding Principles

The Terra Bella vision is supported by the following guiding principles. The principles connect the overarching vision with the Plan's land use and mobility plan and development principles. These guiding principles establish a reference point for stakeholders and decision-makers as new development is reviewed.

1. Maintain Terra Bella as an area for employment

Terra Bella maintains a mix of employment generating uses including office, R&D, light industrial, retail, and service uses. Local small businesses and non-profits, alongside larger companies, contribute to an economically-diverse area.

2. Create neighborhoods with balanced and integrated land uses

Terra Bella transitions to a more complete neighborhood with a mix of uses, including office, R&D, light industrial, residential, retail, service, and open space. New retail, services, and parks support housing development and surrounding neighborhoods, and create a vibrant neighborhood with both day and nighttime activity.

3. Maximize land use flexibility

The Plan provides flexibility to allow individual property owners to develop residential, mixed-use, office, light industrial, or commercial uses, responding to market changes and other factors.

4. Promote housing at variety of income levels and ownership types

The Terra Bella area provides a variety of housing types, both market rate and affordable housing, and creates more housing choices in the neighborhood to serve a diverse demographic of new and existing residents. New housing includes a mix of ownership and rental housing.

5. Create walkable blocks with buildings that support the public realm

A fine-grained network of pedestrian-oriented streets provides safe, efficient, and attractive walking and biking routes throughout Terra Bella. Human-scaled building design and active frontages help shape and define the public spaces, creating an inviting pedestrian environment, and enhancing neighborhood character.

6. Respect the character of adjacent neighborhoods, such as Rex Manor, Rock Street, and Stierlin Estates

New development in Terra Bella is designed to respect surrounding single-family residential neighborhoods. New projects provide context-sensitive design transitions in bulk, height, and massing. Appropriate buffers, including setbacks and landscaping, are provided between new development and existing single-family homes.

7. Create new public parks and open spaces

Terra Bella adds new neighborhood parks, plazas, community facilities, and other public open spaces to provide a place for the community to gather, socialize, and play.

8. Minimize vehicle trips and congestion

The Plan prioritizes walking, biking, and transit throughout the area. New transit investments along North Shoreline Boulevard better connect residents and workers to jobs and services in Downtown and North Bayshore. Parking management solutions, such as sharing of spaces between uses, district parking supply, structured parking, and parking demand reduction measures, discourage single-occupancy trips and encourage more efficient use of parking resources.

9. Improve pedestrian and bicycle connectivity

The Plan focuses on better pedestrian and bicycle connections to destinations throughout the neighborhood. An interconnected street grid, sidewalk enhancements, and new bicycle facilities provide safe, direct, and pleasant walking and biking routes for residents, employees, and visitors.

10. Preserve space for a number of small, employment-generating uses

Terra Bella supports an environment where diverse businesses can flourish and thrive. The area east of North Shoreline Boulevard features small and flexible work spaces to support retention of existing small businesses and light industrial uses.

11. Ensure new development provides community benefits

New development in Terra Bella provides public benefits serving the whole community, such as parks and public space, support for local schools, small business support, public art, community facilities, pedestrian and bicycle improvements, and shared parking.

12. Promote environmental sustainability

Terra Bella features sustainable and innovative development that includes green building, energy efficiency, water conservation, and stormwater management best practices.

Community Conversations and Engagement Process

The Terra Bella visioning community engagement process took place from June 2018 to April 2019. Several community engagement tools were used to gather a wide range of community input, including three community workshops, one-on-one meetings, online surveys, stakeholder interviews, and Environmental Planning Commission and City Council meetings. Common community preferences that were emphasized repeatedly by participants at workshops, public meetings, and through online tools are highlighted throughout this plan.

Community Workshop 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. Participants generally supported introducing a more balanced mix of land uses and higher-intensity development in Terra Bella but also voiced concerns in the following areas:

1. **Transitions to existing residential neighborhoods.** Existing residents expressed concern that new higher-intensity development would create shade and privacy impacts on adjacent single-family homes.
2. **Traffic and parking.** There was concern that new development would increase traffic and parking spillover in and around existing neighborhoods.
3. **Current lack of parks and open space.** Community members wanted to ensure the provision of parks and open space in the area to meet the needs of both current and future residents.
4. **Potential displacement of existing small businesses.** Community members and business owners expressed concern that new development in the area could lead to the displacement of existing small businesses.

A summary of the workshop and online survey outcomes are included in Appendix B.

Neighborhood Petition

Following the first community workshop, the City received a petition signed by 100 residents of the Stierlin Estates Neighborhood expressing community support for future development with proper transitions along existing residential developments. The petition also expressed community interest in preserving existing large trees in the area, the need for parks and open spaces with the future developments, and support for low- to medium-intensity development (office and residential) in the future. Some of the community concerns included potential shade, view, and privacy impacts from higher-density development, as well as traffic congestion and parking spillover into existing neighborhoods.

Community Workshop 2 - August 25, 2019

The second workshop was held at the 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 a large group discussion on various land use and policy topics, including guiding principles, land use vision 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. Most participants supported a land use vision with 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. Viewpoints diverged over preferred heights and densities for future development with some participants favoring higher-intensity development and others preferring a lower-intensity scenario.

A summary of the workshop is included in Appendix B.

Stakeholder Meetings

In the fall of 2018, the Vision Plan team met with over 20 stakeholders including property owners, businesses, developers, public agencies, and other interested parties. The purpose of these interviews was to listen to stakeholders with a unique interest in the Plan area and identify issues, opportunities, and ideas on a range of topics. Overall, there was general agreement among stakeholders in the following areas:

- Create a balanced mix of uses, including parks, residential development, retail, and light industrial/maker spaces
- Create shared business spaces, such as General Industrial and Office uses, within one building
- Create a more pedestrian and bicycle-friendly district, including safe routes to nearby schools
- Create a clear identity and gateway signage for the neighborhood





- Allow denser development, particularly away from existing single-family neighborhoods
- Provide an appropriate transition between existing single-family residential neighborhoods and future development.

Stakeholders also expressed the following concerns regarding new development in the area:

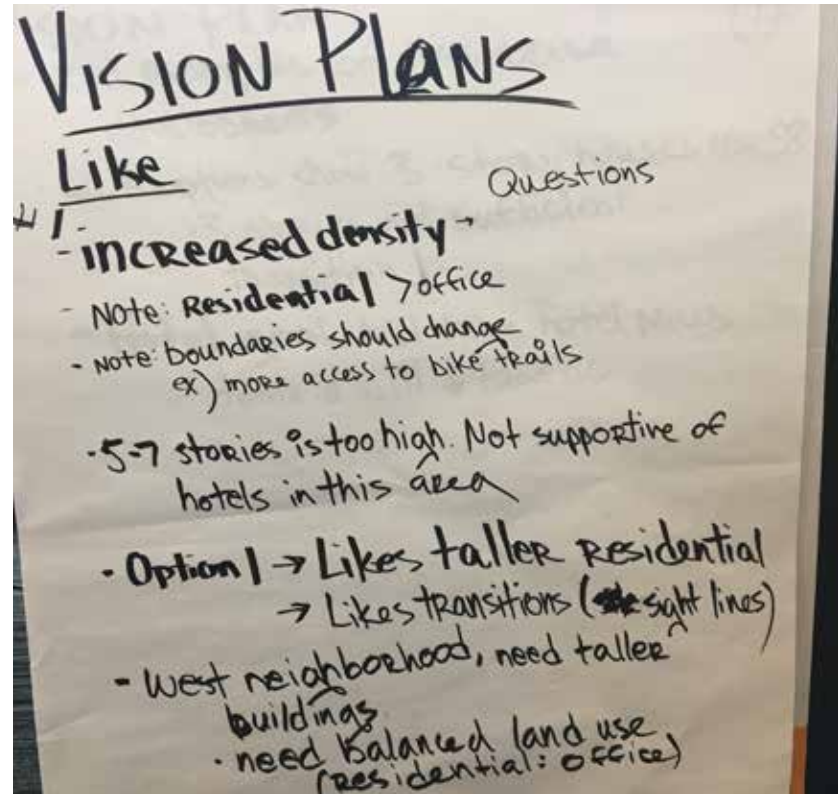
- Transitions between future development and existing single-family residential neighborhoods
- Incompatibility between light industrial and residential uses
- Upward pressure on rents for business and commercial spaces
- Cut-through traffic and parking spillover in and around existing neighborhoods
- Potential traffic impacts of closing the SR 85 on-ramp
- Impacts of future development on neighborhood school capacity
- Neighborhood safety issues.

The stakeholder meetings included a roundtable with small businesses and non-profit organizations housed in the Terra Bella planning area.

Community Meeting #3 - January 28, 2019

A third community meeting was convened at Crittenden Middle School. The discussion focused on transitions to the single-family residential neighborhoods along the northwestern boundary of the Plan area, near Rock Street. Ten people attended the meeting, including five homeowners from the Rock Street neighborhood. Residents expressed concerns over potential five to seven-story residential development adjacent to their properties and instead suggested allowing taller residential development closer to West Middlefield Road and North Shoreline Boulevard.

A summary of the workshop is included in Appendix B.



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land use



3. Land Use and Community Design

This chapter of the Vision Plan illustrates the vision for future land uses and development character in Terra Bella to create a complete neighborhood with a balanced mix of housing, office, services, and open space. It includes direction on use, intensity, physical character, building placement, and transition strategies that will be used to evaluate new development proposals in the area.

Land Use Vision

The land use vision articulates the vision for future development in Terra Bella - including physical use, intensity, public spaces, and circulation, as illustrated in Figure 3-1 and further described below.

COMMUNITY INPUT

Areas of general consensus around future land use included:

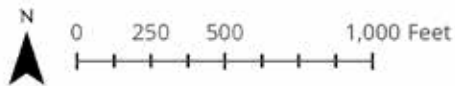
- A mix of office and residential uses to the east and west of North Shoreline Boulevard
- New parks and open spaces on both sides of North Shoreline Boulevard
- Additional mixed-use and retail development along North Shoreline Boulevard
- Diverse housing options
- Preservation of light-industrial uses east of North Shoreline Boulevard
- Higher-intensity development more appropriate away from existing residential neighborhoods

TOPICS FOR FURTHER STUDY

Areas of concern that require further study included:


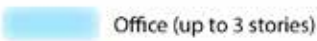


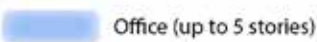
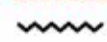

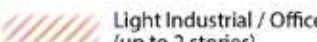


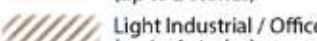

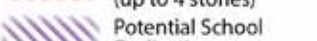
- Building heights and intensity particularly along Middlefield Road and adjacent to Crittenden Middle School
- Potential expansion of Crittenden Middle School
- Building height and intensity of light industrial uses on the east side of Terra Bella
- Land use compatibility and interface between light industrial properties and residential uses on the east side of Terra Bella
- Shade and view impacts of new development on adjacent single-family homes
- Specific locations of new parks and open spaces
- Specific locations of new streets and pathways

Figure 3-1. Land Use Vision Plan



Terra Bella Vision Plan

CITY OF MOUNTAIN VIEW

- | | | |
|---|---|--|
|  Residential (up to 3 stories) |  Office (up to 3 stories) |  Plan Boundary |
|  Residential (up to 5 stories) |  Office (up to 5 stories) |  Neighborhood Transitions |
|  Residential (up to 7 stories) |  Light Industrial / Office (up to 2 stories) |  New Street |
|  Mixed Use with Retail |  Light Industrial / Office (up to 4 stories) |  New Pedestrian/Bike Path |
| |  Potential School Dedication | |

Terra Bella East of Shoreline

Key elements of the land use vision for Terra Bella to the east of North Shoreline Boulevard include the following:

- Light industrial preservation area maintains lower-cost spaces for start-ups, light industrial and flex spaces, and local businesses
- New publicly-accessible neighborhood parks and open spaces totaling approximately 4 acres
- New residential uses
- A transition area along the southern edge emphasizing deeper setbacks, landscape buffers, and lower-scaled buildings facing the adjacent single-family neighborhoods
- The addition of new mixed-use and neighborhood-serving retail uses along North Shoreline Boulevard
- New connections, including a pedestrian and bike pathway along the southern boundary connecting North Shoreline Blvd to San Leandro Avenue and Stevens Creek Trail via a potential pedestrian and bike tunnel under I-85

Terra Bella West of Shoreline

Key elements of the land use vision for Terra Bella to the west of North Shoreline Boulevard include the following:

- A concentration of moderate to high-intensity office uses along Highway 101. New residential uses closer to West Middlefield Road.
- A new publicly-accessible neighborhood park or open space approximately 4 acres in size
- A potential school dedication site adjacent to Crittenden Middle School approximately 1.2 acres in size
- Heights and intensities that transition from greatest near Highway 101 and North Shoreline Boulevard, and are reduced towards single-family neighborhoods

- A transition area along the north-western edge emphasizing deeper setbacks, landscape buffers and lower-scaled buildings facing the adjacent single-family neighborhoods
- The addition of new mixed-use and neighborhood-serving retail uses along North Shoreline Boulevard
- A new street connecting West Middlefield Road to Terra Bella Avenue at San Pierre Way and breaking up this large block structure.
- New internal pedestrian pathways providing more direct and convenient access to and between residential and office developments

Master Planning

A master planning process will be required for both the east and west sides of Terra Bella to ensure a coordinated and integrated approach to new development. This process will allow the City to implement key Vision Plan principles, such as creating new publicly-accessible streets and open spaces, while allowing projects flexibility and with a review process focused on key development objectives. This requirement is outlined in the Master Planning Process section in Chapter 4.

Development Types

Table 3-1 describes each of the development types shown on Figure 3-1, including the preferred mix of land uses, height, and Maximum FAR. Base FAR is the allowed FAR per the underlying zoning district. Requirements for Floor Area Ratio, Maximum FAR, and the Master Planning Process are outlined in Chapter 4.

Table 3-1. Development Types

Development Type	Height	Maximum FAR*	Description	Image
Lower-Intensity Residential	Up to 3 stories	1.0	Lower-Intensity Residential supports a mix of townhomes, rowhouses, and walk-up apartment building types with massing located away from existing single-family homes. Buildings have generous private open space, with opportunities for public open spaces.	
Moderate-Intensity Residential	Up to 5 stories	2.25	Moderate-Intensity Residential supports mid-rise multi-story residential buildings. Buildings have smaller setbacks, greater massing that is generally located towards the front of the site, with active ground floor uses.	
Higher-Intensity Residential	Up to 7 stories	3.25	Higher-Intensity Residential supports multi-story residential buildings. Projects have generous private open space, with opportunities for public open spaces. New buildings would have minimal setbacks and human-scale, pedestrian-oriented frontages.	
Mixed-Use with Retail	Up to 7 stories	2.35 (up to 0.75 FAR can be office or commercial)	Mixed-Use with Retail is intended to encourage a combination of ground floor services or retail with office or residential uses above the ground floor. New buildings have minimal setbacks and active, pedestrian-oriented frontages.	

* Base FAR is the allowed FAR per the underlying zoning district. Maximum FAR is the highest allowed FAR within a project or master plan area. See the **Floor Area Ratio** section in Chapter 4 for more information.

Development Type	Height	Maximum FAR*	Description	Image
Lower-Intensity Office	Up to 4 stories	0.75	Lower-Intensity Office supports office, R&D, and light industrial uses up to 4 stories in height. Parking would generally be accommodated in structures.	
Higher-Intensity Office	Up to 6 stories	1.0	Higher-Intensity Office supports office, R&D, and light industrial uses up to 6 stories in height. Buildings have active ground floors and human-scale, pedestrian-oriented frontages. Parking would generally be accommodated in structures.	
Lower-Intensity Light Industrial / Office	Up to 2 stories	0.55	Lower-Intensity Light Industrial / Office supports light industrial, small office, and start-up spaces up to 2 stories in height. Parking would generally be accommodated in surface lots.	
Higher-Intensity Light Industrial / Office	Up to 4 stories	2.0	Higher-Intensity Light industrial / Office supports light industrial and office spaces up to 4 stories in height.	

* Base FAR is the allowed FAR per the underlying zoning district. Maximum FAR is the highest allowed FAR within a project or master plan area. See the **Floor Area Ratio** section in Chapter 4 for more information.

Frontage Types and Character

Well-designed pedestrian oriented frontages will help create engaging streets and sidewalks, a cohesive look and feel to the area, and a comfortable and attractive environment for residents, employees, and visitors. This Plan envisions new street-facing buildings with pedestrian-oriented frontages throughout the area, with a focus on better pedestrian scale and orientation.

Frontages consist of the street façade of the building, any projecting elements, and the hardscape, landscape, walls and fences in the front yard. Frontages define the relationship of the building to public areas with appropriate transitions from the public street to the semi-private and private areas of front yards and street-facing ground floor spaces.

To implement this urban design vision for Terra Bella, this section introduces the following guidelines that apply to all new projects in the area:

1. **Building setbacks.** Commercial, mixed-use, and residential development should occur near the front edge of the property line unless outdoor dining or a recessed entry is proposed. Buildings should have shallow setbacks, generally 10 feet from the sidewalk. For corner buildings, the public street side setback should be the same as the front setback.
2. **Massing.** Building massing breaks should be used to reduce the visual appearance of large-scale buildings and articulate the building as a series of smaller “building blocks” with a range of depth, width, and height. Facades longer than 100 feet should be subdivided with at least one major massing break. Building facades should contain minor massing breaks approximately every 50 feet.
3. **Articulation.** Facades should use the following horizontal and vertical articulation strategies:
 - **Horizontal articulation.** Massing breaks, projections, architectural details, and variations in materials and color should be incorporated to break up the horizontal length of facades.
 - **Vertical articulation.** Building stepbacks, projections, articulation in wall planes, architectural details, and variations in materials and color should be used to break up the vertical height of buildings and distinguish between upper and ground floors. Variations in height, massing, roofline, and vertical articulation overall are encouraged.

COMMUNITY INPUT

The community indicated a preference for retail/shopfront frontages along North Shoreline Boulevard and Terra Bella Avenue, and residential frontage types like stoops and patios/porches along predominately residential streets, such as Linda Vista and San Rafael Avenues.

DESIRED FRONTAGE TYPES

Frontage types should be selected based on building use and location. Appropriate office and R&D frontage types include lobby entry, forecourt, and landscaped setback and office yard. Appropriate residential frontage types include stoop, patio and porch, lobby entry, and forecourt. Appropriate retail and mixed-use frontage types include shopfront, arcade or gallery, and dooryard and porch.

- 4. Transition from public to private space.** Street setback areas should clearly delineate the transition between the ground-floor of a building and the street. This may be accomplished through the use of well-landscaped areas, outdoor seating and dining areas, pedestrian access to front entries (e.g. stoops, porches, terraces), art, and gathering spaces allowing for social interaction. These areas should be designed with amenities or improvements to engage or otherwise create a comfortable environment for people.
- 5. Building entries.** Building entries reinforce building character, increase visual interest, break up massing, and provide inviting entrances into buildings and residential units. Primary building entrances should face the primary street frontage or be oriented toward public open space, such as a landscaped square, plaza, or similar space. The primary entrance to each street or ground-level tenant space along a public street should be provided from that street.
- 6. Active frontages.** Active, pedestrian-oriented street frontages are encouraged on the ground floor of buildings that face public spaces such as streets, greenways, and public parks. Engaging ground-floor uses include but are not limited to neighborhood commercial businesses, residential, and office amenity spaces, such as exercise, food service, and lobbies, and direct unit/secondary entrances to streets.
- 7. Ground-floor treatments.** The ground floor of facades facing a street or public space should include distinctly different design elements than upper floors, using architectural and landscape features of utility and interest, particularly at pedestrian eye-height, and distinguished by elements such as a greater floor-to-ceiling height, greater articulation, different materials, finer design details and ornamentation, unique colors, enhanced entrances, and/or architectural variation. Blank walls, including facades without doors, windows, landscaping treatments, or other pedestrian interest, should be minimized.



Example of neighborhood commercial shopfront frontage



Residential ground floor that activates the pedestrian realm with porches and other architectural interest



Example of neighborhood commercial shopfront frontage

8. **High-quality materials.** New developments should utilize high-quality, durable material and finishes to provide texture and enhance the visual interest.
9. **Transparency and privacy.** Buildings should maintain a high degree of transparency to maximize the visual connection to the street by using clear and unobstructed windows, doors, and other openings. Street-level glazing should be clear. Design techniques may be used to create an appropriate degree of privacy for ground floor residences and office spaces.
10. **Parking.** Parking should be located behind or under buildings, rather than along the street frontage. Parking should not create a “gap-tooth” street frontage where parking lots disturb the continuity of the active street frontage.

Transition Areas

New development provides appropriate transitions in height and scale to existing neighborhoods. To achieve this, the Vision Plan includes a transition zone along the northwestern and southeastern boundaries of the Plan area. This transition zone includes a step down in height to provide compatibility with existing single-family neighborhoods. In addition, new development in these zones incorporates additional transition strategies. Examples of transition strategies described and illustrated below include:

- Increased building setbacks
- Upper-story step-backs
- 45-Degree Daylight Plane for building volumes
- Orienting primary windows away from existing homes
- Providing landscape buffers
- Limiting balconies overlooking existing homes
- Conducting additional studies, such as shade analyses to reduce impact to neighboring homes.



Example of transition in height and scale

Transition Standards

1. **Office neighborhood transitions.** New office development in the Rock Street Neighborhood Transition Area shall meet the building height and setback standards described below and shown in Figure 3-4.
 - New buildings shall be located within the 45-Degree Daylight Plane from the property line adjacent to single-family homes (see Figure 3-4).
 - All buildings greater than 15 ft in height shall be setback a minimum of 50 feet from the property line adjacent to single-family homes.
 - No building greater than 35 feet in height shall be located within 90 feet of the property line adjacent to single-family homes.
 - Building setbacks from property lines adjacent to single-family homes shall include a pedestrian path or driveway and a planting strip for medium to large size trees.
2. **Residential neighborhood transition area.** New residential development in the Rock Street and Stierlin Estates Neighborhood Transition Areas shall meet the building height and setback standards described below and shown in Figure 3-5.
 - Any part of a new building shall be located within the 45-degree Daylight Plane from the property line adjacent to single-family homes (see Figure 3-5).
 - All buildings frontages facing single-family home parcels shall step back a minimum 10 feet above the second floor.
 - All buildings greater than 15 ft in height shall setback a minimum of 40 feet from the property line adjacent to single-family homes.
 - No building greater than 35 ft in height shall be located within 90 feet of the property line adjacent to single-family homes.
 - Building setbacks from property lines adjacent to single-family homes shall include a pedestrian path or driveway and a planting strip for medium to large size trees.
3. **Balconies.** Balconies in new developments shall use architectural design, screening, and building orientation to reduce privacy impacts on existing residential parcels. To the extent possible, balconies should be limited opposite existing single-family homes.
4. **Landscaping and screening.** New development shall use physical buffers and design treatments to reduce impacts on adjacent residential properties. Buffers may include larger setbacks, fencing, and landscaping and tree screening. Plant palettes shall enhance local identity, encourage biodiversity, and minimize environmental impacts by emphasizing the use of locally native and drought-resistant plant species and avoiding invasive plants as listed in the Cal-IPC inventory. (General Plan Policies INC 5.5, 16, 19).
5. **View studies.** New development shall conduct shade and view analysis to study impacts on neighboring homes.

COMMUNITY INPUT

Throughout the visioning process, the community expressed considerable concern for 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. Specific concerns included potential shade, view, and privacy impacts on adjacent homes.

Figure 3-4. Office Neighborhood Transition Diagram

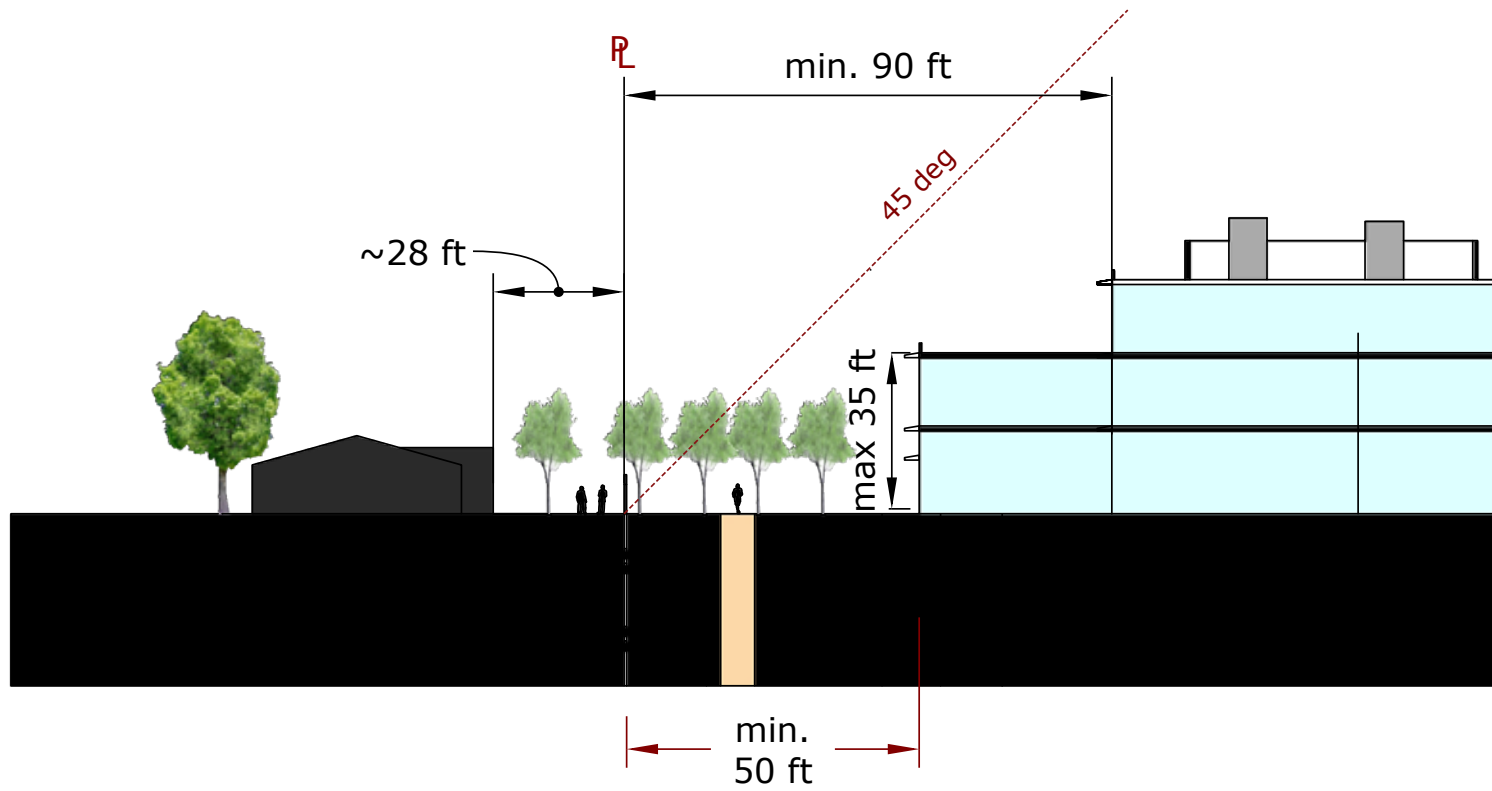
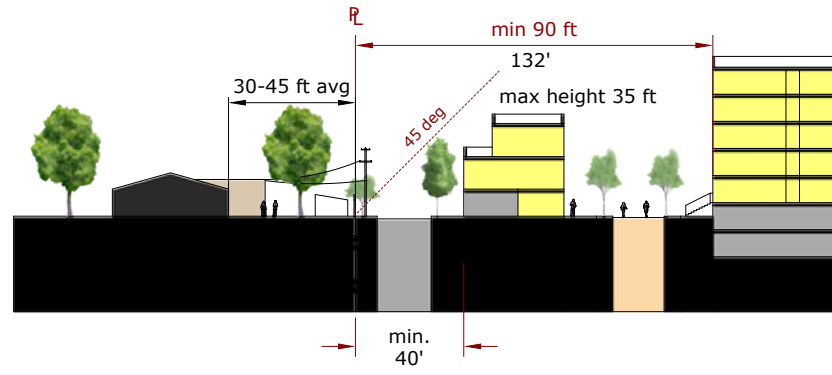
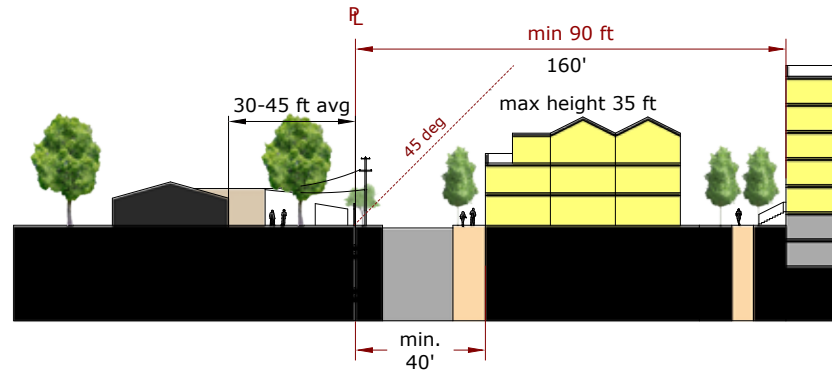


Figure 3-5. Residential Neighborhood Transition Diagram

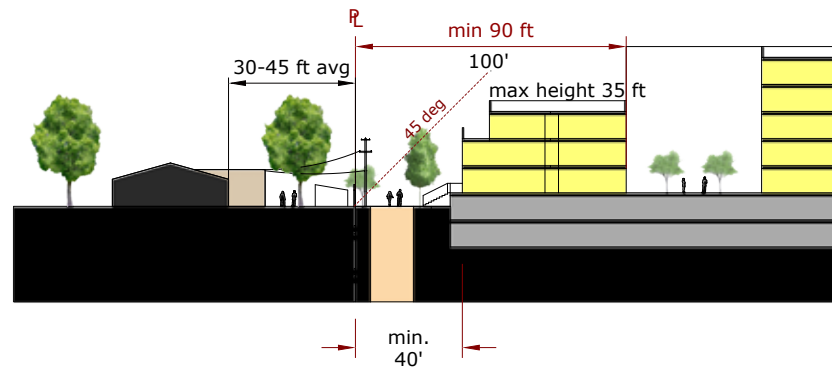
A: 2-3 Story Townhouse



B: 2-3 Story Townhouse



C: Stepping Corridor Bldg



Parks and Open Space

To serve the social and recreational needs of the Plan area, new publicly-accessible parks and open spaces on both the east and west side of Shoreline Drive will be provided. Conceptual open space locations are shown in Figure 3-6. Based on development potential, the minimum park dedication required should result in a combined total of 4 acres of parkland on the east side of Terra Bella and 4 acres on the west side of Terra Bella, with an additional 1.2 acre dedication for a school site (west of Shoreline). The exact location of parks will be reviewed as part of the master planing process and project review. New public open spaces should be designed for active and passive recreation, and may include neighborhood parks, plazas, linear greenways, and recreational facilities. As part of this Plan, a pedestrian and bicycle pathway is envisioned along Moonbeam Drive from North Shoreline, with a potential tunnel at San Leandro Street running under I-85 that will provide access to Stevens Creek Trail. In addition, the proposed pedestrian bridge across Highway 101 could connect Terra Bella residents to the regional open space network, including Shoreline Regional Park, and planned open space amenities in North Bayshore.

Achieving this vision will require a coordinated effort between the City, property owners, and project developers, including land dedication by residential projects, City purchase using parkland dedication in-lieu funds, and creation of public plazas and open space by non-residential projects. New development in areas where a park is envisioned should dedicate public parkland. New non-residential development should provide on-site publicly-accessible open spaces under private ownership, such as plazas, landscaped areas, and public art installations. Specific locations and sizes should be determined during project approval. Locations near housing, commercial uses, and public paths should be prioritized. The City will continue to maintain cooperative arrangements with the school district to use open space and facilities at Crittenden Middle School and nearby schools for public parks, playgrounds, and recreation programs.

COMMUNITY INPUT

Creating new parks and open spaces was identified as a top priority for the community. There was broad agreement on introducing new open spaces in the area with the east side being the preferred location. Community members expressed a strong desire that new open spaces be publicly-accessible and include green spaces, not just hardscaped plazas. Preferred amenities for new parks and open spaces included:

- Tot lots/playgrounds
- Landscaped areas
- Community gathering spaces
- Community gardens



Example of park design and amenities

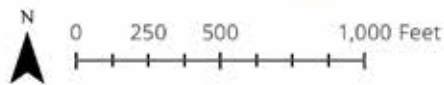


Examples of park and open space design

Park and Open Space Standards

1. **Terra Bella public parks.** Non-residential and residential projects shall dedicate land for a public park. Modifications to park location within a project master plan area may be allowed based on project design review.
2. **Privately-owned, publicly-accessible open spaces.** New privately-owned, publicly-accessible open spaces shall be provided by non-residential projects. These open spaces are not identified on Figure 3-6. At the discretion of the City Council, this requirement may be waived in locations that are not on major visible corridors or accessible to residential areas. If waived, projects shall provide additional public benefits. Publicly-accessible open space areas should meet the following standards: a minimum 30' width in both dimensions and a minimum total of 3,000 square feet. The total amount of publicly-accessible open space should be scaled appropriately to the size of the project. This space should be accessible directly from public paths and sidewalks at the ground level, and not through gates and stairs. Publicly-accessible paths and greenways should not be used to comply with this requirement if they are provided pursuant to public mobility requirements, unless additional width and amenities are provided, subject to design review. Projects are encouraged to locate publicly-accessible open spaces adjacent to other sites to allow for expansion of public spaces over time.
3. **Park and open space landscaping.** Plant palettes for parks, open spaces, and newly developed properties shall enhance local identity, encourage biodiversity, and minimize environmental impacts by emphasizing the use of locally native and drought-resistant plant species and avoiding invasive plants as listed in the Cal-IPC inventory.

Figure 3-6. Conceptual Open Space Diagram



Terra Bella Vision Plan

-  Plan Boundary
-  New Street
-  New Pedestrian/Bike Path

-  Conceptual Public Open Space *
-  Conceptual Joint-Use School Park Site*
-  Existing Parks/Open Space
-  Trails

* Exact location will be determined as part of master plan/ development review process.



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development principles & implementation framework

4. Development Principles and Implementation Framework

Achieving the vision and other principles established by the Vision Plan will require important contributions from property owners and project developers to address key local and regional concerns, such as traffic congestion, park creation, and small business preservation. Future development in Terra Bella is expected to help address these concerns by implementing the following development principles and policies.

Floor Area Ratio

- 1. Floor area ratio (FAR).** “Base” FAR is the allowed FAR per the underlying zoning district that meets minimum Vision Plan and Citywide requirements. “Maximum” FAR is the highest allowed FAR within a project or master plan area including all FAR bonuses. “Maximum” FARs are established within each development type in the Vision Plan area (see Table 3-1). Floor Area Ratio is defined in the Zoning Ordinance, except as provided below.
- 2. Gross floor area exemptions.** Building spaces for small businesses or educational, cultural, or other non-profit uses and neighborhood commercial uses may be excluded from gross floor area. The maximum floor area exemption shall not exceed 5% of the project’s gross floor area, except when an existing structure is being preserved for use by a small business. An appropriate legal agreement shall be recorded on the property to identify the approved gross floor area exemption and use of the space for qualified businesses or organizations.
- 3. Dedications and easements.** The area of new dedications and easements for publicly accessible streets, paths, or other transportation purposes shall be included in a site’s lot area for the purposes of calculating FAR.
- 4. Parking – FAR calculations.** Above-grade parking is not included in calculations of Maximum FAR for non-residential. Above-grade parking shall be included in calculations of Maximum FAR for residential or hotel uses.
- 5. Multiple areas.** If a project site or master plan boundary includes more than one development type, the project’s total gross floor area shall be the sum of allowed gross floor area in each constituent part. The floor area may be applied across the project as a whole if the project substantially complies with the purpose and intent of the Vision Plan.

Maximum FAR

The Vision Plan proposes maximum FAR guidelines for different land use categories (see Table 3-1) for development not consistent with the existing Zoning and the General Plan. The maximum FAR is suggested based on development studies in recent City Precise Plans and also the land use vision for the area. The maximum FAR program ensures that new development provides benefits and limits impacts to the community in exchange for additional project floor area. Individual projects may request additional FAR, above the Base FAR, for which they must provide community benefits to implement key Projects and policy goals established by the City Council. These projects must submit a master plan as defined later in this chapter.

1. **School district strategy.** Projects requesting floor area above the Base FAR shall submit a Local School District Strategy to the school districts and the City, intended to support new local schools serving the Vision Plan area. The School Districts and the developer shall meet and confer in good faith to develop the School District Strategy to support new local schools. The School District Strategy shall be memorialized as a legally binding agreement. The strategy may include, but is not limited to, land dedication for new school development; additional funding for new school development; TDR strategies to benefit developer(s) that provide new school facilities; or other innovative strategies supporting schools.
2. **Community benefits contribution.** Projects requesting floor area above the Base FAR shall contribute to community benefit projects. The maximum FAR amount for a given project shall depend on the contribution to the community benefit, and compliance with other Maximum FAR requirements.
 - **Community benefit value.** Projects requesting floor area above the Base FAR shall propose community benefits contributions with minimum value proportional to the project's building square footage in excess of the Base FAR, as determined by the City Council.
 - **Community benefit projects.** In lieu of monetary payment of community benefit contributions, projects may propose to provide a community benefit or district improvement project. These on- or off-site improvement projects may include additional affordable housing units, new dedicated public park space, shared parking facilities, district transportation or utility improvements, retention and/or expansion of existing small business, building area for neighborhood commercial uses (such as a grocery store) or non-profits, dedication of land for schools, or other projects proposed by applicants. Table 4-1 provides a list of example projects. Specific public benefit or district improvement projects shall be determined during review of the proposed project, and approved by the City Council. Community benefit may not apply towards the Local School District Strategy and Jobs Housing Linkage program.
3. **Affordable housing.** All residential projects shall provide at least 20% affordable units. All projects shall comply with the City-wide Below-Market-Rate (BMR) Housing Program (Article XIV of the Zoning Code and the BMR Administrative Guidelines) for qualifying households, determination of rents and sale prices, alternative mitigations, timing, and administration. Development of affordable housing units on or off-site within Terra Bella, over and above the amount required under existing City and Precise Plan regulations is highly encouraged.

COMMUNITY INPUT

Priority public benefits preferred by the community included:

1. Public open space
2. Bicycle improvements
3. Streetscape improvements
4. Affordable housing

The community also expressed strong support for the expansion of Crittenden Middle School on the west side of Terra Bella.

4. Green building.

- **Non-residential projects:** Achieve LEED Platinum or equivalent.
- **Residential projects:** Achieve 120 points on the Green Point Rated system or equivalent and submeter, or use other appropriate technology that can track individual energy use, for each residential unit.

Table 4-1. Community Benefits/District Improvement Projects list

Type	Description
Affordable Housing	Development of affordable housing units on or off-site within Terra Bella, over and above the amount required under existing City regulations.
District Transportation Improvements	Off-site pedestrian, bicycle, or other roadway improvements.
District Utility Improvements	Off-site infrastructure and utility improvements above and beyond those required to serve the development (including water, sewer, and recycled water systems).
Support for small local businesses	Supporting or subsidizing small, local businesses including (but not limited to): <ul style="list-style-type: none"> • Providing new dedicated flexible space for small businesses located within new buildings; • Dedicating an existing building for small business use in perpetuity at below market rates through an appropriate instrument; • Providing relocation assistance to help small businesses in Terra Bella displaced by new development to locate elsewhere in Terra Bella or the City.
Shared public parking facilities	Constructing or otherwise providing publicly accessible parking facilities to serve district-wide parking needs.
Floor area for neighborhood commercial uses or non-profits	Providing dedicated building area for qualifying neighborhood commercial uses or community facilities.
Dedication of land for schools	Dedicating land to one of the local school districts (Mountain View Whisman School District, MVWSD, or Mountain View-Los Altos Union High School District, MV-LAUSD)
Other	Other benefits or district improvement projects proposed by applicants and approved by City Council

Jobs-Housing Linkage

The City's recent planning efforts in East Whisman have strongly emphasized the need for a better jobs-housing balance in the City by requiring commercial development to support and facilitate residential development. The Plan requires a "jobs-housing linkage" program to ensure residential development is balanced with office and R&D growth in Terra Bella. The expectation is that all new office and R&D development will help facilitate residential development through jobs-housing linkage strategies which could include: direct construction of housing, dedication of land suitable for housing, contribution of fees to offset costs for residential development, residential development partnerships, purchase of existing office square footage from residential developers who demolish office buildings, and other creative strategies or partnerships that support or facilitate housing development.

- 1. Plan requirement.** Office, R&D, and industrial development applicants shall submit a Jobs-Housing Linkage Plan. The proposed strategies to facilitate residential development shall be roughly proportional to the net new floor area proposed. This may be less if affordable units are provided in excess of the City's inclusionary requirements, or if other housing-related goals are met.
- 2. Timing.** A phasing or housing delivery plan shall be included in the Jobs-Housing Linkage Plan. Proposed strategies, including the construction of units, should be implemented before non-residential building occupancy, unless otherwise determined by the City Council. Strict timing requirements may be waived if additional certainty is provided (such as a deed restriction or land dedication to an affordable housing developer). Projects may not use the Jobs-Housing Linkage Plan to satisfy the requirements of the Community Benefits contribution.
- 3. Partnerships.** Subject to requirements established by the Jobs-Housing Linkage Program Administrative Guidelines, office projects may partner with residential projects to satisfy the Jobs-Housing Linkage Program requirement.

Small Business Preservation

Helping existing businesses survive and grow is a vital strategy to preserve the unique, small business character of Terra Bella and create an economically diverse area. The vision for Terra Bella is to expand and intensify office uses, particularly to the west of North Shoreline Boulevard, while maintaining smaller, more affordable spaces for start-ups, small businesses, and non-profits to the east of North Shoreline Boulevard. New development projects should provide support for small businesses, such as small, flexible work spaces located within new buildings, rent subsidies for small or local businesses, and relocation assistance.

COMMUNITY INPUT

Most community members expressed a clear preference for preserving light industrial spaces on the eastern side of Terra Bella to ensure that existing small businesses can remain in the neighborhood.

Parking and TDM

Transportation Demand Management (TDM) is the practice of influencing travel behavior with the goal of reducing demand for single occupant vehicle use. In the context of Terra Bella, TDM can help reduce peak demand trips that contribute the most to existing vehicle congestion, reduce parking demand, and reduce vehicle miles traveled to help meet environmental goals such as greenhouse gas reduction. Parking and TDM are strongly interrelated since parking cost and availability are key factors that influence travel decisions. Given the relationship between parking availability and driving, making Terra Bella’s parking policies efficient will help reduce impacts from new development on congestion.

Parking

While the Terra Bella Vision Plan builds on the strengths of the area’s planned BRT transit access, network of complete streets, and mixed land uses, there will be parking demand from new development. The following principles will help ensure that parking is efficiently used and supports community values such as safe walking and biking.

Off-Street Parking

The off-street parking requirements for Terra Bella are shown in Table 4-2. Parking maximums are an effective way to limit additional trips. Peak drive-alone trips cannot exceed parking availability.

Shared Parking

Developments in Terra Bella should be required to share parking resources with adjacent developments where suitable. The Mountain View ordinance includes a provision for adjacent land uses to pool their parking resources through “shared parking”. Shared parking is beneficial in many ways – it reduces the total amount of parking needed, which reduces the amount of land needed for parking, allows more flexibility in project design, and often saves developers money while making housing more affordable.

COMMUNITY INPUT

Congestion and potential parking spillover impacts of new development were key concerns identified by the community.

Table 4-2. Off-Street Parking Standards

Land Use	Off-Street Parking Standards
Office/Research and Development	Maximum 2.9 spaces per 1,000 sq. ft. of gross building floor area
Retail, restaurants, other uses permitted by zoning designation	Minimum 4 spaces per 1,000 sq. ft. of gross building floor area
Multi-Family Residential – Studios and 1-bedroom	Maximum 1 space per unit
Multi-Family Residential – 2-bedroom and up	Maximum 2 spaces per unit
Warehouse/Data Center	Maximum 0.8 space per 1,000 sq. ft. of gross building floor area
Other Uses	Minimum as defined in the Zoning Ordinance or through the Provisional Use Permit process

The two predominant land uses proposed for Terra Bella are office and residential development. These uses pair very well for shared parking as offices have peak parking demand during the day but minimal demand at night, while residential developments have the exact opposite. The parking supply for shared parking can often be 30% lower than for individually provided parking, though the exact reduction depends on the composition of the adjacent land uses.

While minimum parking requirements are still recommended for retail and restaurant uses, developers providing strong parking management, parking sharing, and TDM programs may request exemptions from the minimum requirement.

Unbundled parking

Parking may be offered as unbundled: the cost of parking is sold or rented separately from housing or commercial units. With unbundled parking, occupants only pay for the parking spaces they actually need. Details of the unbundled parking program will be reviewed as part of the development review process.

Residential Parking Permits

The intent of shared parking and unbundled parking is not to provide too little parking for the planned land uses, but rather to avoid providing too much. However, if residents in adjacent neighborhoods experience excessive demand for on-street parking, the City of Mountain View has a residential parking permit program that can be employed to ensure that people visiting or living at Terra Bella do not park in adjacent neighborhoods.

Designated Parking for Carpools and Vanpools

In office, R&D, and industrial developments, designated parking for carpool/vanpool vehicles should be located near building entrances. These spaces should be included in the maximum allowable parking.



Residential permit parking (photo credit: Brodie Thomas/Livewire)

Required Parking for Carsharing Services

New multi-family residential and office and R&D developments should provide parking for carsharing services as shown in Table 4-3. Carshare spaces should be in a highly-visible location and accessible to both building users and the general public. Carshare spaces do not count towards the parking maximum.

Table 4-3. Required Spaces for Carshare Services

Land Use	Carshare Vehicle Requirements
Office/Research and Development	For buildings greater than 40,000 square feet, minimum of three parking spaces per building site for carshare.
Multi-family Residential	0-49 dwelling units – 0 car-sharing spaces 50-250 dwelling units – 1 car-sharing space 251 or more dwelling units – 2 car sharing spaces, plus 1 for every additional 200 dwelling units

Bicycle and Mobility Device Parking

New development should provide bicycle facilities in accordance with Table 4-4 below. Short-term bike racks should be conveniently located in highly-visible, well-lit locations near building entrances. Long-term secure bicycle parking should be provided in convenient, covered locations such as near placard parking spaces within the garage on the level closest to the ground floor. Designated space for shared mobility devices should be provided with appropriate marking in a convenient, well-lit, publicly-accessible, and highly-visible location near building entrances.

Table 4-4. Required Bicycle Parking Facilities

Land Use	Short-Term Bicycle Parking	Long-term Bicycle Parking	Showers
Office/Research and Development	1 per 20,000 sf or a minimum of 4 spaces, whichever is greater	1 per 2,000 sf or a minimum of 4 spaces, whichever is greater	1 unisex for the first 80,000 sq. ft and 1 additional unisex for each additional 40,000 sq. ft.
Neighborhood Commercial Uses	4 per 5,000 sf or a minimum of 2 spaces, whichever is greater	1 per 5,000 sf or a minimum of 2 spaces, whichever is greater	None required
Multi-Family Residential	1 per 10 units	1 per unit	None required

Transportation Demand Management

The Vision Plan establishes an ambitious target for vehicle miles traveled (VMT) in Terra Bella. To meet this target, the Vision Plan prioritizes walking, biking, and transit use. Large blocks will be subdivided into a finer-grained network of pedestrian-oriented streets. Streets within the Plan Area will be “Complete Streets,” safely accommodating bicycles through lanes or buffered cycle tracks, pedestrians through wide sidewalks and enhanced crossings, and buses and shuttles through improved shelters.

All new development projects will meet the City’s requirements for TDM, develop and maintain a TDM Plan, and join the Transportation Management Association (TMA). In addition, any new non-residential employment generating (Office and R&D uses) development in Terra Bella will remain net neutral (not increase) with no net new trips as compared to today’s baseline. Each project should implement a robust monitoring program (including site-specific trips) to provide information on how the Plan is performing and help inform on-going City decisions on capital improvements, TDM requirements, developments, and more. The TDM measures shown below represent strategies that are positioned to work with the transit and multi-modal investments planned for the area. It is not meant to be an exhaustive list.

Non-Driving Subsidies

There are a variety of subsidies that can be provided to incentivize other modes besides driving, especially drive alone trips. The simplest is a parking cash-out, typically used in employee TDM programs, where employees are given money each time they commute to their job site and do not use parking. Employers often give transit passes for Caltrain (Go Pass) or VTA (Eco Pass) or a set amount of money per month to pay for transit. With both types of passes the price is negotiated annually with an institution such as an employer or property developer/manager at a steeply discounted rate compared to an individual transit pass.

For residential sites, a non-driving subsidy can be in the form of a VTA Eco Pass or a monthly non-driving stipend per unit. The stipend can be used on any combination of transit (e.g. Clipper Card, VTA Eco Pass), car share (e.g. Zipcar, Getaround), or ride-sharing platforms (e.g. Uber/Lyft). Free or subsidized transit passes can increase residents’ awareness of nearby transit options, and can reduce the financial barrier by making it a more cost-comparable option between the cost of public transportation and the cost of parking. Especially for residents of affordable units, this strategy can reduce household transportation costs, improve transit use, equity, mobility options, and further reduce the need for owning a car. Providing a flexible stipend rather than a specific transit pass maximizes residents’ transportation options by providing residents’ access to multiple services rather than just one.

Employee TDM Program

Commute trips are typically the longest daily travel distance, the most consistent trip throughout the week, and offer unique opportunities to reduce drive alone trips. Work sites often have multiple employees starting at similar times and converging on the same area, both of these trends increase with the size of the employment site. Employment sites of more than 50 employees should develop a TDM Program. A TDM program can consist of multiple elements such as: TDM coordinator, parking cash out, subsidized transit pass, employee shuttle, carpool matching, vanpool subsidy, active transportation benefit, etc. The most effective programs reveal to motorists the actual cost of providing parking, either through parking fees, or by giving non-motorists the cash value of the free parking provided to motorists. For example, commercial property owners and their tenants can be required to charge for parking at \$1 an hour, up to \$10 a day, or parking could be free, but employees who do not drive are given \$10 a day in tax-free commuter benefits or taxable cash. A more detailed study will need to be developed to establish a goal and monitoring program such as developing a trip cap and/or transportation mode-split goal.

Master Planning Process

A master planning process will be required for both the east and west sides of Terra Bella to ensure a coordinated and integrated approach to new development. This process will allow the City to implement key Vision Plan principles, such as creating new publicly-accessible streets and open spaces, while allowing projects flexibility and with a review process focused on key development objectives. This section outlines the conditions and requirements for the master planning process.

1. Required master plans. A master plan is required prior to Major Development Review permit or General Plan or zoning modification applications in Terra Bella, including new buildings and major additions, in accordance with the following:

b. Terra Bella East of Shoreline. Projects east of Shoreline Boulevard shall submit a master plan for the east side of Terra Bella. The master plan shall include the following:

- New public parks and open spaces, totally approximately 4 acres shall be provided across the area with at least 1 acre provided as a continuous space. The plan should include location, size, and design for each park and/or open space in accordance with the General Plan and Municipal Code.
- New publicly-accessible private open spaces, including location, size, and design.
- Surrounding development, both proposed and existing, including location, mix, intensity, and square footage of new development.
- The amount and type of affordable housing provided, the unit size mix, and the income targets.
- Neighborhood transition strategies for the transition area along the southern boundary adjacent to single-family homes.

c. Terra Bella West of Shoreline. Projects west of Shoreline Boulevard requiring a Major Development Review permit or general Plan or zoning modification permit shall submit a master plan for the entire west side of Terra Bella. The master plan shall include the following:

- New public parks and open spaces, providing a combined total of 4 acres over the Terra Bella West area with at least 1 acre provided as a continuous space. The plan should include location, size, and design for each park and/or open space in accordance with the General Plan and Municipal Code.
- New publicly-accessible private open spaces, including location, size, and design.
- Surrounding development, both proposed and existing, including location, mix, intensity, and square footage of new development.
- The amount and type of affordable housing provided, the unit size mix, and the income targets.
- Neighborhood transition strategies for the transition area along the northwestern boundary adjacent to single-family homes.
- Potential school site dedication of 1.2 acres adjacent to Crittenden Middle School.

2. Project master plan preparation. In addition to the above, master plans shall include the following minimum components:

- Signed development applications from all property owners within the proposed master plan.
- Materials such as maps, surrounding and proposed uses, proposed building locations, circulation plan, total square footage, open space, and other materials that demonstrate compliance with the purpose and intent of the Vision Plan.

- Parking strategy, including but not limited to, shared parking or district parking facilities.
 - Urban design strategy, including a conceptual architecture plan, including how the location, intensity, and uses of planned and future buildings function and relate to each other, the project site, and surrounding area.
 - A block circulation plan shall be submitted. The block circulation plan should be consistent with the Future Transportation Network map (Figure 5-1) and Vision Plan land use map (Figure 3-1). The block circulation plan shall include the following: street design recommendations and cross-sections; each connection specified as public or private (e.g. dedication vs. easement); future connections to vacant sites and planned/proposed parks; and an implementation and phasing strategy for the connections.
 - Phasing and implementation strategy, including the timing and plans for any public improvements. The master plan shall identify an initial and final phase, with optional intermediate phases. The initial and intermediate phases need not include all open spaces, school dedication, district parking or other amenities and public benefit targets, but shall show how the phase complies with incremental increases in these targets and minimum development standards. The final phase shall show actions and funding sources to achieve the desired amount and mix of land uses, and other complete neighborhood concepts identified in the Vision Plan.
 - Other components deemed necessary by the City.
- 3. District parking.** If the project applicant proposes to accommodate required parking off site, the master plan shall include the parking structure (or below grade parking) location, number of parking stalls, number of parking stalls required for the new development, and the non-automobile connections between the project site and district structure.
 - 4. Review process.** Once the master plan application is deemed complete by the City, the Master Plan shall be reviewed by the Environmental Planning Commission, who will provide a recommendation to the City Council.
 - 5. Planned Community (PC) permit process.** The City Council shall determine, at the time of Master Plan approval, the City's subsequent development review process for PC Permit applicants associated with an approved Master Plan. Planned Community (PC) Permit applications associated with an approved Master Plan may be eligible for an expedited review process.

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mobility



5. Mobility

The transportation vision for Terra Bella is to provide access to and within the Terra Bella neighborhood for residents and employees with a multimodal transportation network that prioritizes pedestrian and bicycle improvements.

Transportation Network

The future multimodal transportation network for Terra Bella is shown in Figure 5-1 and contains new internal streets, reversible bus lanes on Shoreline Boulevard, and proposed active transportation improvements, including full-time bike lanes, protected bikeways, and across-barrier connections.

Reversible Bus Lane

A reversible bus lane (RBL) is planned for Shoreline Boulevard with stops on Terra Bella Avenue. The lane will be situated in the center of North Shoreline Boulevard, protected by physical barriers, and will accommodate northbound buses on weekday mornings and southbound buses on weekday evenings. Transit service along the corridor will also have reduced stop frequency, and high frequency of bus service. The full design and implementation of this transit priority lane will determine how these elements are applied to North Shoreline Boulevard. Having a stop within the center of the neighborhood will provide a direct connection to employment centers in North Bayshore as well as to downtown Mountain View, VTA light rail, and Caltrain.


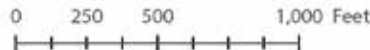
New Internal Access Roads


The block bounded by West Middlefield Road, Terra Bella Avenue, and North Shoreline Boulevard is significantly longer than would typically be recommended for walkable development. Adding a new street connecting Terra Bella Avenue to West Middlefield Road would improve access for all modes, but especially for people walking and bicycling.


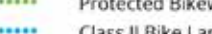

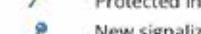
The new street would primarily provide access, and should be designed for low speeds, safe accommodation for all modes, and sufficient on-street loading for the proposed land uses.

Figure 5-1 Future Transportation Network




Terra Bella Vision Plan
 CITY OF MOUNTAIN VIEW

- | | | | |
|--|--|---|---|
| <ul style="list-style-type: none">  Building Footprints  Plan Boundary | <p>Existing/Proposed Transit</p> <ul style="list-style-type: none">  VTA routes/stops  MVgo  Future RBL route/stops | <p>Existing/Proposed Bike Facilities</p> <ul style="list-style-type: none">  Class I Path  Protected Bikeway (Class IV)  Class II Bike Lane  Class III Route | <p>Street Network</p> <ul style="list-style-type: none">  New Street  Protected intersections  New signaled intersection |
|--|--|---|---|

Walking and Bicycling Connections

Planned bicycle lanes and shared bicycle and pedestrian paths will improve access for people walking and biking within the neighborhood as well as traveling to nearby destinations. In addition, emerging technologies such as electric skateboards and scooters are rapidly gaining popularity and are likely to play a larger role in future transportation. Mobility devices such as electric skateboards and scooters typically operate in the same space as people use to ride bikes and walk. Under California state law, however, motorized scooters are not permitted to be operated along sidewalks. Providing better connections and more space for people to walk and ride bicycles can also provide space to accommodate emerging mobility options in ways that reduce potential conflicts, encourage compliance with state and local laws, and enhance personal mobility.

Connection to Stevens Creek Trail

There are three options to add a connection between the Terra Bella neighborhood and the Stevens Creek Trail. These options include:

- At grade under 101/85 interchange
- A tunnel under 85 at San Leandro Street (the most direct, and likely most expensive option)
- At grade under 85 on-ramp at Moffett Boulevard.

Connectivity across North Shoreline Boulevard

North Shoreline Boulevard is a barrier for people walking and biking in the Terra Bella neighborhood. It is characterized by large distances between crossings, long crossing distances, and relatively high vehicle speeds. The street's design is conducive to vehicles traveling faster than the 35-mph speed limit, and is unwelcoming to vulnerable road users. To reconnect the two halves of the neighborhood, pedestrian crossing improvements are necessary.

The intersections at North Shoreline Boulevard and Terra Bella Avenue, and at North Shoreline Boulevard and West Middlefield Road, are optimized for vehicle throughput. The crossings are characterized by long crossing distances and large turn radii that enable high cornering speeds.

The Shoreline Boulevard Corridor Study (2014) recommended that the North Shoreline/West Middlefield and North Shoreline/Terra Bella intersections be redesigned as protected intersections. Planned protected intersections will provide the following benefits:





Class IV cycle track

- Shorter crossing distances for pedestrians
- Lower vehicle cornering speeds
- Protected waiting space for cyclists making left turns

Connection to Permanente Creek Trail

Permanente Creek Trail is located just outside of the project boundary, but nonetheless is an important pedestrian and bicycle connection to the North Bayshore. A connection between pedestrian and bicycle infrastructure within the Terra Bella Plan area and the Permanente Creek Trail would help create a more complete active transportation network. The connection could be achieved via two strategies, both of which are envisioned for the area: 1.) the proposed Class IV protected bikeway on West Middlefield Road, which would provide a direct connection to the beginning of the trail, and 2.) the proposed paseo between Rock Street and Terra Bella Avenue. This would require improved bicycle infrastructure on Rock Street leading into the Permanent Creek Trail.

Street Design Concepts

General Street Design Recommendations

This section provides general street design recommendations for Terra Bella Avenue, Linda Vista Avenue, San Rafael Avenue, and San Leandro Street. It is followed by specific design concepts for each street.

- 1. Travel lane widths.** With the exception of Shoreline Boulevard and Middlefield Road, travel lanes shall be 10 feet where possible.
- 2. Traffic calming measures.** A range of traffic calming measures could be implemented to slow traffic and improve safety on Terra Bella Avenue, Linda Vista Avenue, San Rafael Avenue, and San Leandro Street. Several options include speed cushions and curb extensions. Speed cushions are small raised humps that require vehicles to slow down. Curb extensions (“bulbouts”) reduce the radius of the curb at street corners, which reduces vehicle turning speeds and the pedestrian crossing distance.
- 3. Loading space.** While most parking for future development would be provided off-street, on-street space for short term parking and loading will continue to become more important as increasing numbers of people use ride-hailing apps such as Uber and Lyft. Where possible, space should be preserved for on-street loading, as shown in the street design alternatives that follow. At the same time, proposed protected bicycle facilities will protect people biking from loading or parking activity that today might occur in bike lanes.
- 4. Green infrastructure.** Integration of green stormwater infrastructure (GSI) design into streets and public spaces should be considered to provide an attractive landscape feature while also capturing and treating runoff to meet water quality requirement. GSI measures shall be placed into retrofitted streets when required by the Municipal Regional Permit, and, if feasible, in alignment with the City’s GSI Plan and the Countywide GSI Handbook.

COMMUNITY INPUT

Residents expressed a strong desire to prioritize traffic safety over preserving on-street parking or motor vehicle speed. A majority stated preferences for streets safe enough for children to be able to walk and bicycle to school.

Figure 5-2. Protected Intersection





Curb extension



Rapid street improvements

North Shoreline Boulevard

The Shoreline Boulevard Corridor Study (2014) envisions the street as a multimodal corridor with dedicated transit lanes as well as protected bikeways, protected intersections, and a pedestrian/bike bridge across US-101 between Shoreline/Terra Bella and Shoreline/La Avenida. These recommendations remain appropriate, and the improvements to transit, walking, and bicycling, will be crucial to accommodate anticipated trip growth without increasing vehicle trips.

As mentioned previously, North Shoreline Boulevard is a barrier to pedestrians and cyclists. Figure 5-2 illustrates a protected intersection that includes bulbouts to slow turning vehicles, and to provide safe spaces for pedestrians and cyclists to wait. This design reduces the potential for conflict between bicycles going straight and vehicles turning right by slowing and turning vehicles so that drivers are in a position with good visibility of oncoming cyclists in the bike lane. The design, while intended to better protect people walking and bicycling, should take into account all vehicles using the intersection, particularly emergency service vehicles and where necessary buses and trucks.



Speed cushion

Terra Bella Avenue

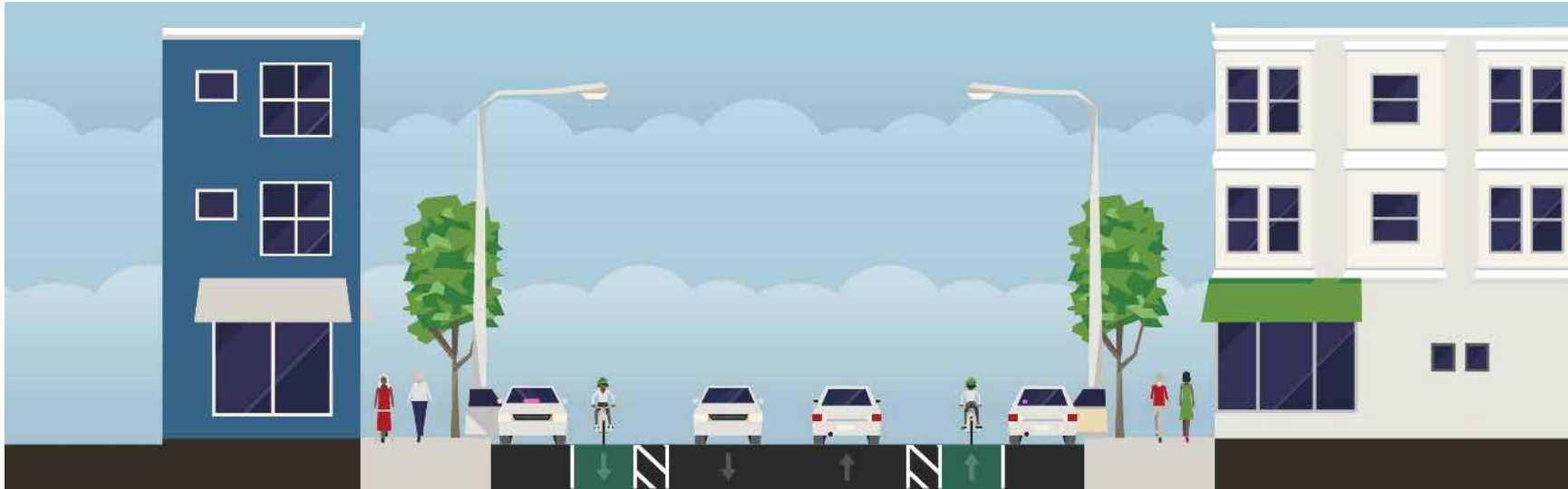
As the main road providing access to the Terra Bella neighborhood from West Middlefield Road and North Shoreline Boulevard, Terra Bella Avenue should accommodate access for all transportation modes, as well as support commercial loading and deliveries. Since most properties will likely continue to provide parking onsite, there will be limited need for on-street parking. Flexible curbside areas could accommodate both loading and pick-up/drop-off of passengers.

Terra Bella Avenue between West Middlefield Road and North Shoreline Boulevard has a curb-to-curb distance varying between 48 - 50 feet. East of North Shoreline Boulevard, Terra Bella Avenue is slightly narrower at 46 - 48 feet. This is enough space to accommodate a two-way protected bikeway on the north side of Terra Bella Avenue. This option would extend a high-quality network from the protected bikeways on North Shoreline Boulevard into the Terra Bella neighborhood. A two-way protected cycle track would require special design consideration at intersections and driveways, including measures to slow turning vehicles, ensure adequate visibility, and potentially add dedicated bicycle signal phasing at signalized crossings. More conventional buffered bike lanes are also possible, though there is insufficient width for a parking-protected design and buffered bike lanes do not eliminate the potential for conflict between active modes of transportation and curbside vehicle activity.



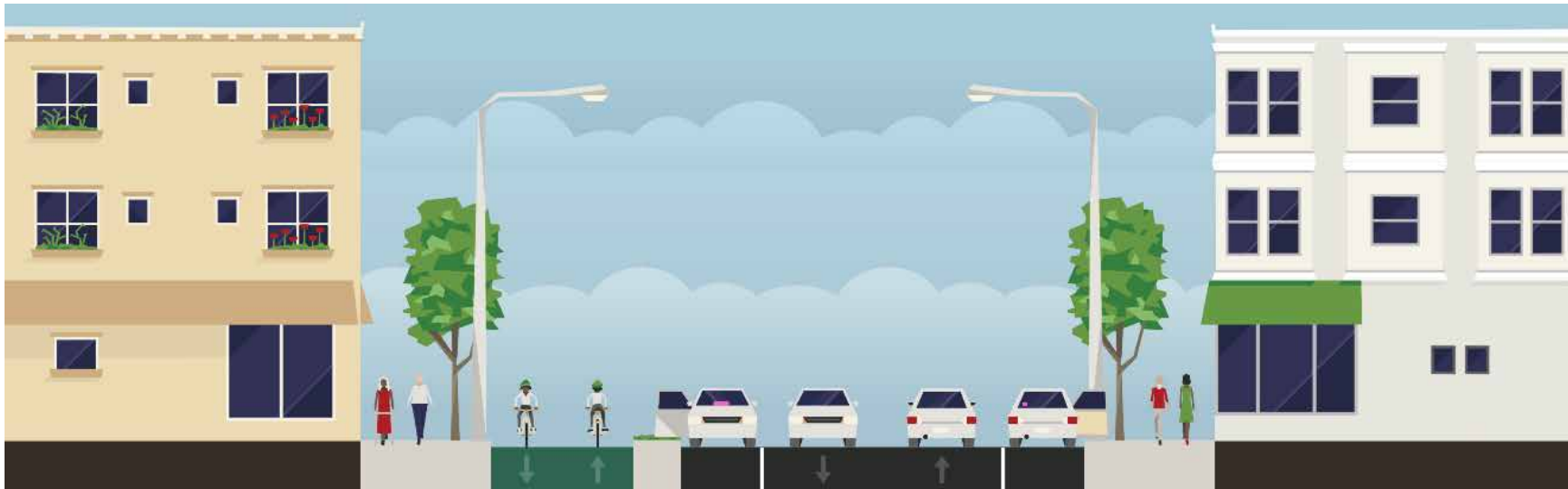
Examples of cycle tracks

Figure 5-3 Terra Bella Avenue Two-Way Protected Cycle Track Alternative



Source: Streetmix, Nelson\Nygaard

Figure 5-4 Terra Bella Avenue Buffered Bike Lane Alternative



Source: Streetmix, Nelson\Nygaard

Linda Vista Avenue and San Rafael Avenue

Linda Vista Avenue and San Rafael Avenue provide access from Terra Bella Avenue within the Terra Bella neighborhood, and would support a mix of dense office and residential developments. As such they should provide a balance of access, safety, and placemaking. The cross-sections vary from 38 - 40 feet curb-to-curb.

There are two possible alternative:

1. A parking-protected bike on one side of the street and another conventional bike lane on the other side, with parking or loading on one side of the street.
2. Shared lanes with traffic calming measures if loading is required on both sides of the street.



Example of shared lanes with traffic calming



Example of protected bike lanes. Photo credit: Joe Linton/Streetsblog LA

Figure 5-5 Linda Vista Avenue and San Rafael Avenue, Bike Lane Alternative



Source: Streetmix, Nelson\Nygaard

Figure 5-6 Linda Vista Avenue and San Rafael Avenue, Shared Lane Alternative



Source: Streetmix, Nelson\Nygaard

San Leandro Street

San Leandro Street provides internal connectivity and access, and varies from 32 - 34 feet. Given the limited width, a low-speed street with shared lanes and on-street parking or loading is recommended.

Figure 5-7 San Leandro Street, Shared Lane Alternative



Source: Streetmix, Nelson\Nygaard

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existing conditions



Existing Conditions

This section presents a summary of the existing land use, urban form, and mobility conditions in the Terra Bella area.

Existing Land Use and Zoning

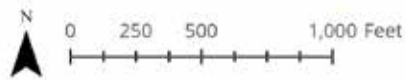
Existing land use in the Plan area includes a mix of low-intensity office buildings, industrial uses, retail services, single-family homes, and institutional facilities. Figure A-1 shows the existing land use by parcel in the Plan area and the vicinity and Table A-1 below provides a breakdown of acreage and percentages for each existing land use.

Predominant land uses are office/research and development (66%), followed by services (10%), which includes a Credit Union, a storage facility, and other services. There are two church facilities (7%) on the site and the Summit Denali charter school (1%). Among the industrial land uses (6%) is a Recology City of Mountain View facility site. Larger office complexes are found west of North Shoreline Boulevard, while the east side of North Shoreline Boulevard is home to light industrial, small businesses, and several non-profits. There is a small percentage of single-family residential (3%) in the Plan area, all to the east of North Shoreline Boulevard. The Plan area is, however, surrounded by single and multi-family housing to the northwest and southeast. In many cases, office or industrial properties directly abut single-family homes with little to no transition.

Table A-1. Existing Land Use

Existing Land Use	Acres	Percentage
Office/R&D	62	66%
Services	10	10%
Church	6	7%
Industrial	6	6%
Institution/Recreation	3	4%
Single-Family	3	3%
Vacant	2	2%
Retail	1	1%
Grade School	0.6	1%
Grand Total	93.6	100%

Figure A-1. Existing Land Use



Terra Bella Vision Plan



Legend

- Office/ R&D
- School
- Church
- Industrial
- Medical
- Institution/Recreational
- Retail
- Services
- Hotel/Motel
- Multi-Family
- Single-Family
- Vacant
- Project Boundary

Existing Land Use



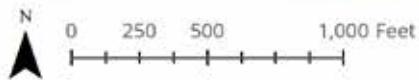
The General Plan designation for the entire Terra Bella area is General Industrial. General Industrial is intended for the production, storage, and wholesale of goods and services to create a broad industrial base. The allowed land uses are industrial uses, including manufacturing and storage, research and development, administrative offices and ancillary commercial uses.

Zoning designations for the Plan area are Limited Industrial (ML) east of North Shoreline Boulevard and General Industrial (MM) west of North Shoreline Boulevard, consistent with the General Plan General Industrial designation (see Table A-2). Approximately a third of all industrial zoned land in the City is located in Terra Bella. Despite its industrial designation, only a small percentage (6%) of existing uses in the area are industrial. Figure A-2 shows the zoning designations for the area.

Table A-2. Zoning

Zoning Designation	Area (acres)	Percentage	Density/ Intensity
Limited Industrial	67	60%	0.35 to 0.4 FAR
General Industrial	44	40%	0.35 to 0.55 FAR
Total	111	100%	

Figure A-2. Zoning



Terra Bella Vision Plan



Legend

- Single-Family R1
- Multiple Family R3
- Mobile Home RMH
- Limited Industrial ML
- General Industrial MM
- Agriculture A,AW
- Planned Community/Precise Plan P
- Public Facility PF
- Project Boundary

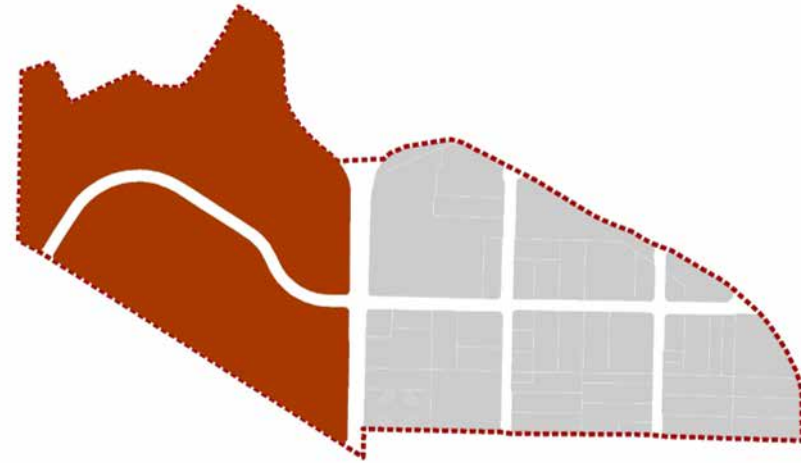
Zoning

Urban Design and Character

The existing urban character and development pattern in Terra Bella can be characterized into two distinct subareas – the area east of North Shoreline Boulevard and the area west of North Shoreline Boulevard.

West of Shoreline

The site west of North Shoreline Boulevard consists of larger parcels (greater than 2 acres) with large suburban office development (see Figure A-3). The area includes two blocks and all parcels are accessed from Terra Bella Avenue, North Shoreline Boulevard, and West Middlefield Road. The west side of North Shoreline Boulevard is one long, continuous block (see Figure A-4). This presents an opportunity to break up this super-block and create more walkable, pedestrian-friendly block sizes in this area. Most of Terra Bella, and particularly the area west of North Shoreline Boulevard, is characterized by large building footprints that reflect the commercial and industrial nature of the uses. In many cases, buildings have large front and side setbacks without a clear relation to either street or other buildings. In several cases the buildings have blank or inactive facades. Compared to the area east of North Shoreline Boulevard, the area has wider sidewalks with higher quality landscaping. The existing land uses, frontage character, and long block lengths are just a few of the factors that make this area less conducive to walking.



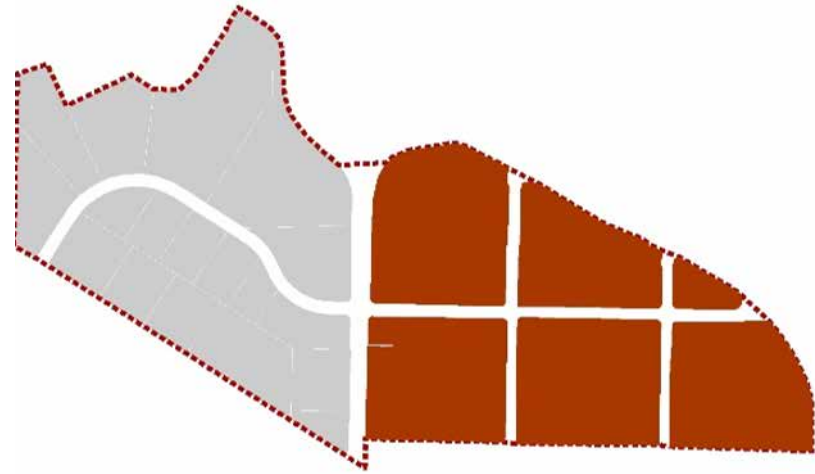
Examples of development west of North Shoreline Boulevard



Examples of development west of North Shoreline Boulevard

East of Shoreline

East of North Shoreline Boulevard, the urban form follows a grid with perpendicular cross-streets creating distinct blocks. The parcel size is smaller, typically less than two acres, resulting in smaller-scale development and buildings in the area (see Figure A-3). Small parcels, less than an acre in size, are often more difficult to redevelop and require aggregation. The east side of North Shoreline Boulevard also has smaller blocks (about 600 feet) that allow for increased opportunities for crossings and provide more direct routes for pedestrians (see Figure A-4). A large percentage of land is devoted to surface parking, landscaping, outdoor storage, or other uses both on the east and west side of North Shoreline Boulevard. The area has narrow sidewalks with irregular landscaping. The area includes a diverse mix of uses, with vacant or underutilized parcels that provide an opportunity for infill redevelopment.

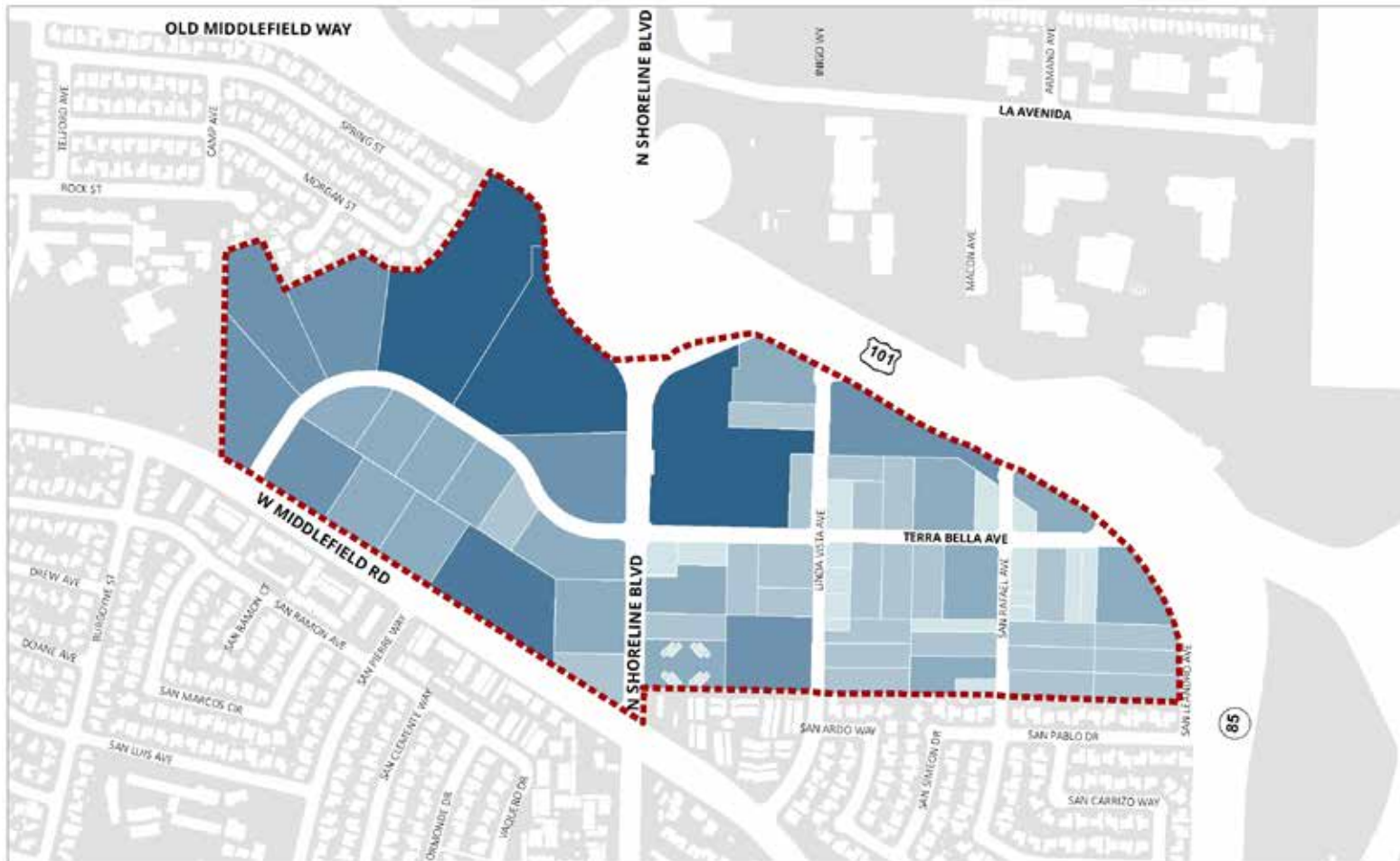


Examples of development east of North Shoreline Boulevard



Examples of development east of North Shoreline Boulevard

Figure A-3. Parcel Size



Terra Bella Vision Plan

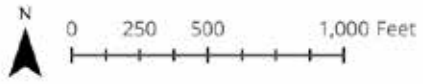
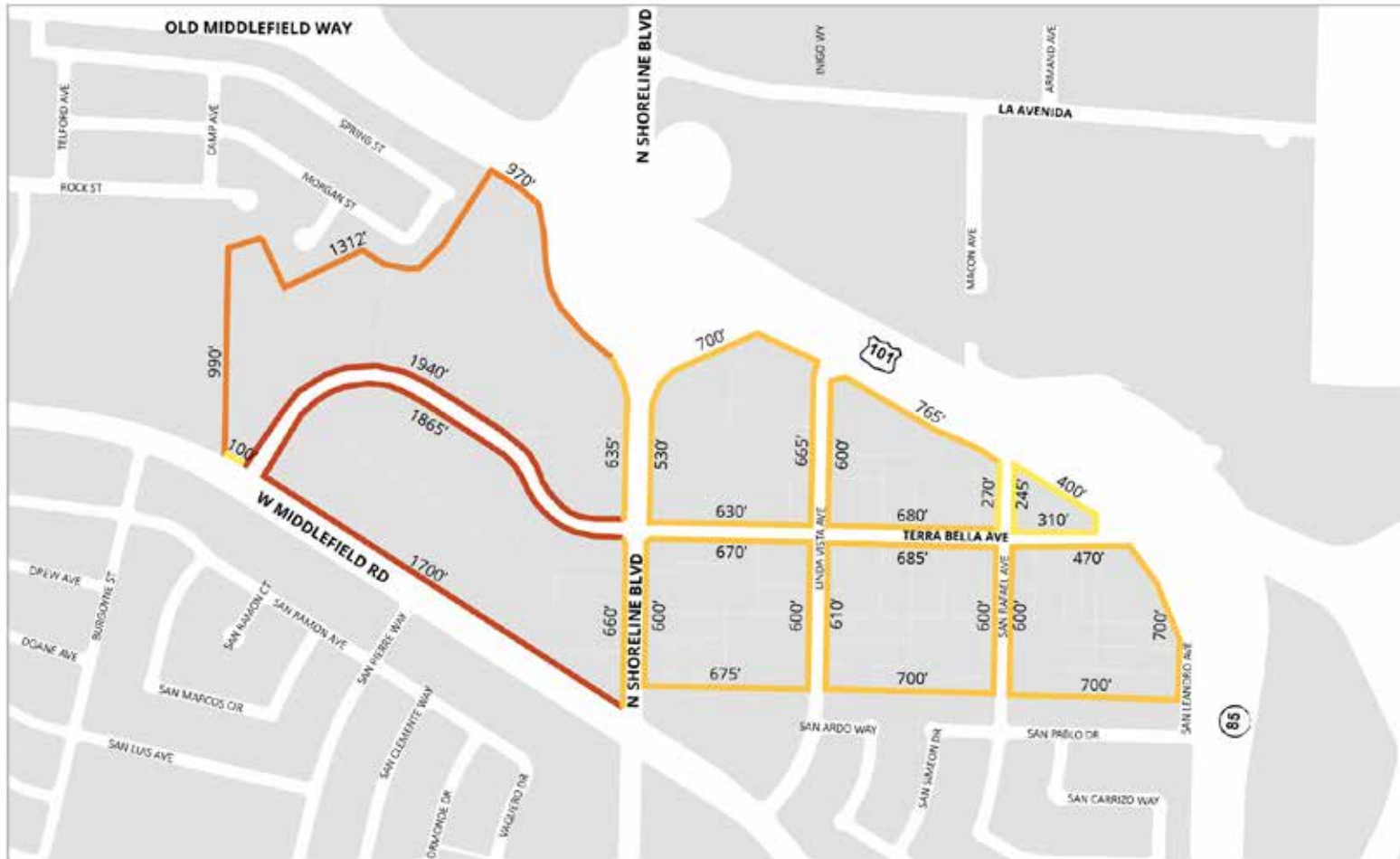


Legend

- 0 - 0.5 acres
- 0.5 - 1.0 acres
- 1.0 - 2.0 acres
- 2.0 - 3.5 acres
- 3.5 - 5.0 acres
- 5.0 - 10.0 acres
- Project Boundary

Parcel Size

Figure A-4. Block Lengths



Block Lengths

Terra Bella Vision Plan

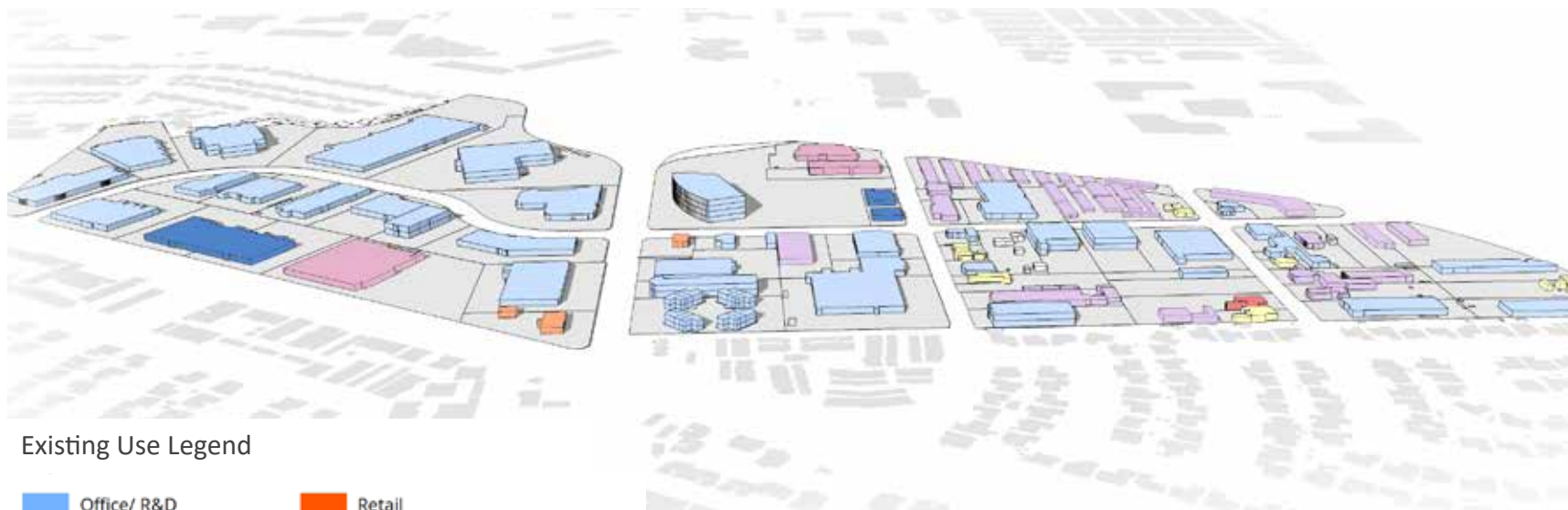
CITY OF MODESTO, CA

Building Height and Intensity













Most of the buildings in Terra Bella are single story with a few 2-story structures, less than the General Plan height guideline of 3 stories. The only 4-story building in the Plan area is the recent recently constructed office building on the northeast corner of North Shoreline Boulevard and Terra Bella Avenue. Figure A-5 shows a 3-dimensional view of existing uses and building heights.

Building intensity is measured in floor area ratio (FAR), the ratio of a building or project's floor area to its land area. FAR is typically used to measure the intensity of commercial, office, and industrial uses. The maximum permissible Floor Area Ratio (FAR) for parcels in the Plan area is 0.35. The majority of the parcels are developed between 0.20 and 0.30 FAR, below the maximum permissible limit. The parcels on the east side of North Shoreline Boulevard have a lower FAR, and are thus underdeveloped as compared to the parcels west of North Shoreline Boulevard which are closer to the FAR limit with large building footprints.

Figure A-5. Existing Building Heights and Land Use



Existing Use Legend

 Office/ R&D	 Retail
 School	 Services
 Church	 Hotel/Motel
 Industrial	 Multi-Family
 Medical	 Single-Family
 Institution/Recreational	 Vacant



Parks and Open Space

There are currently no parks or open space within the Terra Bella Plan area. Figure A-6 maps the parks and open spaces in and around Terra Bella. The open spaces around Terra Bella are limited to the Stevens Creek Trail that runs east of the Terra Bella Plan area, Permanente Creek trail, the proposed open space in North Bayshore, and a few smaller-scale parks within a half-mile from Terra Bella. Stevens Creek and Permanent Creek trails both function not only as open space but also as corridors for active transportation and wildlife habitat. As outlined in the City of Mountain View Parks and Open Space Plan, Terra Bella is part of the larger Stierlin Planning area which is in need of an additional 7.73 acres of open space to meet the City’s goal of 3.0 acres of open space per 1,000 residents.

The Crittenden Middle School and the Whisman Sport Center are located just west of the Plan area and provide nearby sports facilities. There is currently a joint use agreement between the City of Mountain View and the Mountain View Whisman Schools District that allows joint use of all the City’s school park spaces for recreation outside of school hours.



Crittendon Middle School (photo credit: davidtroyer.com)

Figure A-6. Parks and Open Space



Terra Bella Vision Plan



Legend

-  One Mile Buffer
-  Half Mile Buffer
-  Parks/ Open Space
-  Trails
-  North Bayshore Proposed Open Space
-  Project Boundary

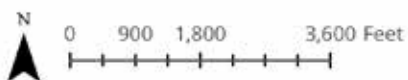
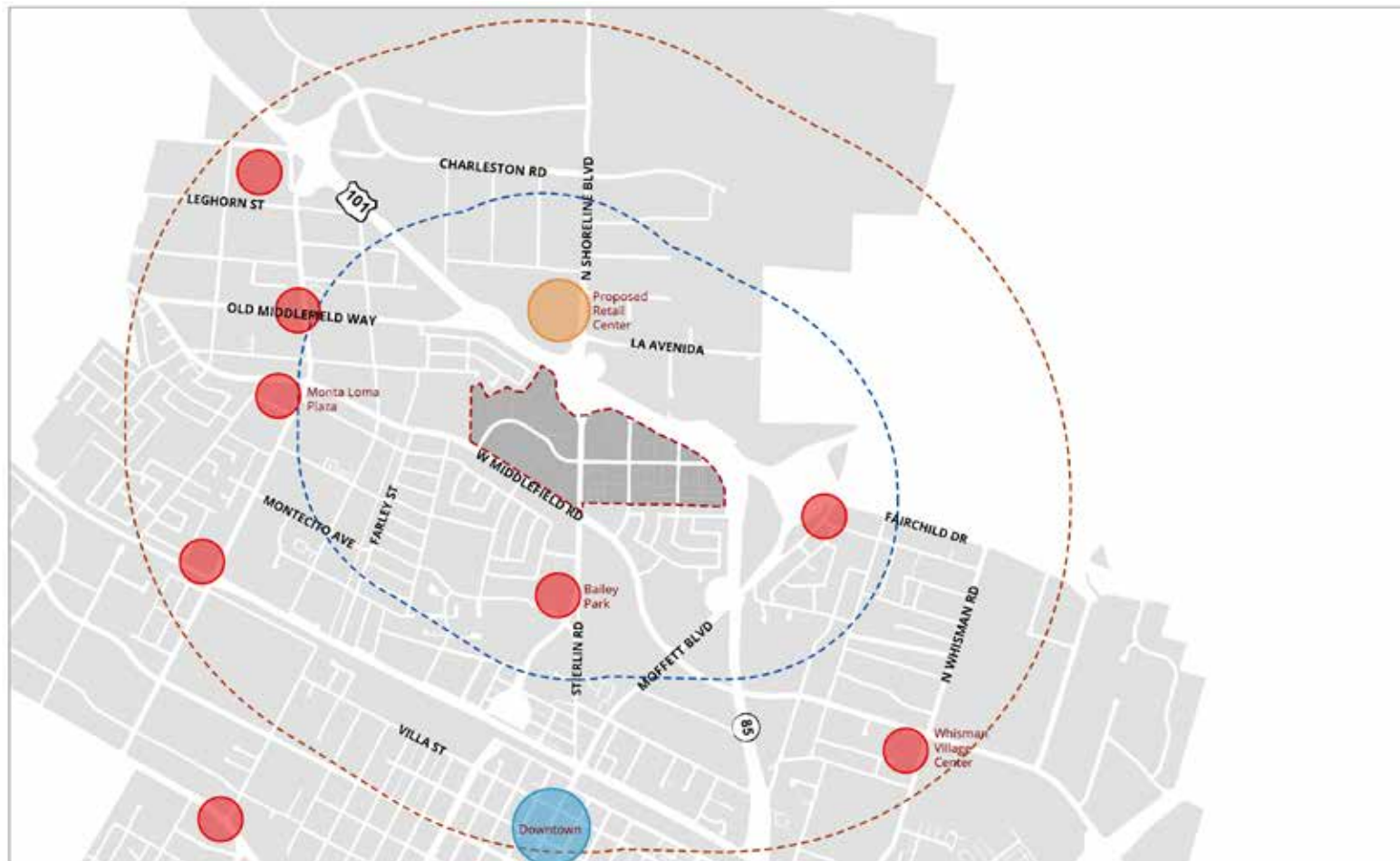
Parks and Open Space

Retail Centers

The Terra Bella Plan area currently has a limited amount of retail properties – the Taco Bell located at Terra Bella Avenue and North Shoreline Boulevard and two gas stations at the intersection of North Shoreline Boulevard and West Middlefield Road. However, the area is served by the Bailey Park retail center approximately a third of a mile south of Terra Bella and will be served by the potential North Bayshore retail center to the north of Highway 101. Bailey Park Plaza currently includes a Safeway grocery store, some restaurants, and basic neighborhood commercial services. Nearby retail centers are shown in Figure A-7.



Figure A-7. Retail Centers



Terra Bella Vision Plan



Legend

- One Mile Buffer
- Half Mile Buffer
- Retail Center
- Downtown
- North Bayshore Proposed Retail Center
- Project Boundary

Retail Centers

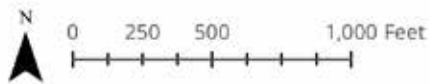
Environmental Cleanup

The Plan area includes the Teledyne/Spectra-Physics Superfund, as shown in Figure A-8. The super fund site includes the former Teledyne Semiconductor (Teledyne) property located at 1300 Terra Bella Avenue and the former Spectra-Physics Lasers (Spectra-Physics) property located at 1250 West Middlefield Road.

Investigations beginning in the 1980's documented the release of volatile organic compounds (VOCs) (mainly trichloroethene (TCE) and its associated degradation products such as cis1,2-dichloroethene) into soil and groundwater at the properties within the Spectra-Physics site. Furthermore, contaminated groundwater that migrated north from another contaminated site, Teledyne Semiconductor (just north of Highway 101), merged with the contaminated plume of the Spectra-Physics site. The U.S. Environmental Protection Agency (U.S. EPA) oversees cleanup activities in the superfund site. Various cleanup efforts have been ongoing since the 1980's.

New development within the Spectra-Physics site may need to invest in remediation, vapor barriers, or other clean-up strategies. While the past/ongoing groundwater remedy has substantially reduced contaminant concentrations, cleanup will likely continue for many years to come

Figure A-8. Sites with Listed Contaminants



- Legend**
- Contaminated Sites
 - Project Boundary

Sites with Listed Contaminants

Terra Bella Vision Plan



Source: Environmental Protection Agency (<https://www.epa.gov/superfund>)

Mobility

Roadways

Terra Bella is located along North Shoreline Boulevard adjacent to the intersection of Highways 101 and 85, which provides regional motor vehicle access to the area, as well as connectivity to both City and regional destinations. In addition, West Middlefield Road runs along the southern boundary of much of the area, and Terra Bella Avenue provides an important east/west spine within the neighborhood.

Of these roadways, North Shoreline Boulevard connects Terra Bella to both Downtown Mountain View and the North Bayshore employment area. It is the only north-south roadway through the Plan area, is served by several transit stops, provides north-south bike connections suitable for confident bicyclists, and connects directly to and crosses the Bayshore Freeway (Highway 101).

Although the area has close freeway access, traffic congestion during the commute hours can make it very difficult to access. The most recent data on traffic volumes and congestion suggest that intersections in the Plan area do not experience significant congestion despite high volumes on North Shoreline Boulevard (though the intersections just outside the Plan area at North Shoreline Boulevard and La Avenida Street and North Shoreline Boulevard and West Middlefield Road do). Table A-3 provides data on traffic volumes in the area.

Table A-3. Traffic Volumes in Study Area

Time Period	Street	Cross-street	Traffic Volumes			
			EB	WB	NB	SB
PM Peak	North Shoreline Blvd	West Middlefield Rd	1,110	756	758	1,588
Est. ADT	North Shoreline Blvd	West Middlefield Rd	11,100	7,560	7,580	15,880
PM Peak	North Shoreline Blvd	Terra Bella Ave	102	95	1,056	1,453
Est. ADT	North Shoreline Blvd	Terra Bella Ave	1,020	950	10,560	14,530

Source: 1001 North Shoreline Boulevard Office Building Project Final Transportation Impact Assessment, Hexagon Transportation Consultants, 2015

Note: Average Daily Traffic (ADT) was estimated based on the PM peak traffic volume

Active Transportation Network

The Plan area is served by a complete sidewalk network within and extending far outside of the area in all directions. All of the streets within the Plan area have sidewalks on both sides of the street, as do nearly all of the streets in the surrounding area. Sidewalks appear to be well maintained and in good condition. All major intersections have crosswalks and pedestrian signals.

Bicycle access and bicycle level of traffic stress in the Terra Bella area is mixed. Both North Shoreline Boulevard and West Middlefield Road are wide, heavily-trafficked roadways, with four lanes of traffic and turn lanes. The current Class II bike lanes on North Shoreline Boulevard and West Middlefield Road are narrow with minimal separation from auto traffic, and are thus deemed moderate-stress facilities. However, North Shoreline Boulevard is slated for conversion to a Class IV protected bikeway. This upgrade will significantly reduce the intersection stress of North Shoreline Boulevard and West Middlefield Road, and will improve connectivity to Terra Bella Avenue.

U.S. Route 101 presents a major challenge for multimodal travel from Terra Bella to the North Bayshore employment area. The existing overpass provides minimal accommodation for bicyclists and pedestrians, and the high vehicle speeds and challenging crossings largely deter travel on bike or by foot. A dedicated pedestrian and bicycle bridge across Highway 101 on the west side of North Shoreline Boulevard is currently in design. When it is constructed, it will significantly improve safety, attract bicyclists and pedestrians of all ages and abilities, and improve bike/ped connectivity between Terra Bella and North Bayshore.

See Figure A-9 for existing and proposed bicycle infrastructure locations.





Level of Traffic Stress

Level of Traffic Stress (LTS) analysis seeks to measure how much stress is experienced by bicyclists across a street network due to various characteristics of roads and bicycle facilities. LTS grading is calculated by the number of vehicle travel lanes, travel speeds, and presence of bike lanes.

Figure A-9. Existing and Proposed Bicycle Infrastructure




 0 250 500 1,000 Feet


Terra Bella Vision Plan
 CITY OF MOUNTAIN VIEW

-  Building Footprints
 -  Plan Boundary
- Existing/Proposed Bike Facilities**
-  Class I Path
 -  Protected Bikeway (Class IV)
 -  Class II Bike Lane
 -  Class III Route

Transit Connections

The Terra Bella neighborhood is served by three transit providers operating routes within the Plan area – Santa Clara Valley Transportation Authority (VTA), Mountain View Transportation Management Association (MVgo), and Mountain View Community Shuttle. Combined, these operators run seven fixed-route services that travel near or through the Plan area. Of these services, five are within a half mile of the Plan area:

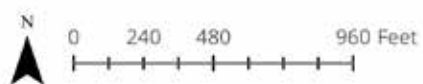
- VTA Route 40 – Foothill to Mountain View
- VTA Route 185 – Gilroy Transit Center - Mountain View
- MVgo East Bayshore (Orange) Shuttle
- MVgo West Bayshore (Green) Shuttle
- Mountain View Community Shuttle

The West and the East Bayshore Mountain View Go (MVgo) shuttle connects the Plan area to the Caltrain and the VTA Light Rail station in Downtown Mountain View. MVgo provides free shuttle service to reduce traffic volumes for the benefit of the community. While targeted for commuters accessing employment areas in North Bayshore and East Whisman, it is available for use by all members of the public. Transit route locations are illustrated in Figure A-10.

Planned transit improvements along North Shoreline Boulevard (such as the planned dedicated reversible transit lane) and West Middlefield Road will improve transit access to both Caltrain and VTA by making bus service faster and more reliable especially during peak hours. This will enhance the development opportunities in Terra Bella. In addition, the City is studying automated guideway transportation (AGT) options for North Shoreline Boulevard to address anticipated commuter traffic between Downtown and North Bayshore.



Figure A-10. Bus Routes Operating Within or Near the Study Area



Terra Bella Vision Plan



- Legend**
- Building Footprints
 - Project Boundary
 - VTA routes/stops
 - Mountain View Go
 - Future BRT line/stops

Transit

**Note: this map shows transit routes and stops as of April 2018.*

Key Considerations

The following is a brief summary of the key considerations in the Terra Bella area.

- 1. Parks and open spaces.** Though there are public parks located outside of the Terra Bella area, there are no public parks or community space within the neighborhood. As outlined in the City of Mountain View Parks and Open Space Plan, Terra Bella is in need of additional open space to meet the City's goal.
- 2. Traffic and parking.** Traffic congestion is a key issue in the area, particularly along North Shoreline Boulevard funneling in and out of Mountain View to Highway 101 and North Bayshore. While many community members expressed interest in seeing more housing and non-residential development in Terra Bella, there was concern that new development could lead to more traffic congestion and parking spillover in adjacent residential neighborhoods.
- 3. Walking and bicycling conditions.** Major auto-oriented roadways including US-101, SR-85, Shoreline Boulevard, and Middlefield Road create high stress conditions and substantial barriers to pedestrian and bicycle access in, out and through the area. Additionally, long block lengths in Terra Bella, particularly west of North Shoreline Boulevard, has resulted in poor pedestrian and bicycle accessibility by reducing opportunities for crossings and direct routes. Building pedestrian/bicycle across-barrier connections (ABCs), protected bikeways and full-time bike lanes, and breaking up large blocks with streets or greenways can improve pedestrian and bicycle circulation.
- 4. Mix of uses.** Terra Bella consists of predominately office and light industrial uses, with limited residential and retail uses. The result is a commuter-oriented environment with limited neighborhood amenities and little to no evening or nighttime activity. The community expressed interest in encouraging a diverse mix of uses and activities in Terra Bella while maintaining the unique and quiet character of the area.
- 5. Development and building character.** Most of Terra Bella, and particularly the area west of North Shoreline Boulevard, is characterized by large suburban office parks. In many cases, buildings do not face directly onto the street and have deep front and side setbacks, with little interaction between private properties and the public realm. Active and well-designed building frontages are crucial for creating a more inviting, pedestrian-oriented environment that will attract people to walk, gather, shop, and spend time.
- 6. Residential adjacency.** The Terra Bella area is bordered by single-family neighborhoods to the northwest and southeast, including Rock Street and Stierlin Estates. Future development should be designed to respect and benefit the adjacent single-family neighborhoods by providing additional amenities for residents, improving multimodal access, and creating appropriate transitions to existing homes.
- 7. Small business preservation.** Terra Bella, particularly the east side of North Shoreline Boulevard, is home to an eclectic mix of small businesses, light industrial uses, and non-profits. Redevelopment of the area could continue to put upward pressure on property values and rents, leading to displacement.
- 8. Environmental conditions.** Contaminated sites in Terra Bella, particularly the Teledyne/Spectra-Physics Superfund site west of North Shoreline Boulevard, pose a concern for new development. While cleanup activities are still ongoing, further studies and remediation will likely be required, especially if new housing and non-residential development is considered in this area.



**App.
B**

community workshop & online survey results



Terra Bella Vision Plan Workshop 1 Summary

Time and Date: Saturday, June 2, 2018 (9:30am – 12:00pm)

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

The first public workshop for the Terra Bella Vision Plan was hosted on Saturday, June 2nd at the Senior Center in Mountain View from 9 am to 12:00 pm. The workshop aimed to introduce the project, engage interested community members, and get a sense of their vision for the area's future. Approximately 45 people attended the event, representing a range of residents, property owners, businesses, and developers.

The workshop commenced with an opening statement by Mountain View Vice Mayor Lisa Matichak and Project Manager Diana Pancholi, from the Mountain View Planning Department. After the introduction by Ms. Pancholi, Eric Yurkovich of Raimi + Associates, lead project consultant, addressed the participants and provided a more detailed overview of the Vision Plan project. His presentation provided a brief overview of existing conditions in the plan area and an explanation of the three interactive workshop exercises.



The workshop activities were organized around small group tables of six or eight participants each, with facilitators guiding and moderating the discussions at each table. The three exercises in the workshop were:

1. **Discussion Exercise - Strengths, Issues and Vision.** Workshop participants were asked a series of discussion questions regarding their vision for the future of Terra Bella. The facilitators led the conversations, with participants listing the issues, strengths, and their vision for Terra Bella on sticky notes which were collected and summarized.
2. **Mapping Exercise – Land Use Stickers.** Each participant was given a map of the plan area and stickers representing different land uses. They were asked to place these stickers where they envisioned future uses such as office, housing, retail, parks/open space, and community facilities. They also had the option to use markers to highlight new street, bicycle, pedestrian, and transit connections in Terra Bella. Finally, the participants were also asked to note the appropriate heights for the various uses on the stickers.
3. **Visual Preference Exercise - Character of Future Development.** Each participant was given a visual preference survey package with a range of possible housing, office, and mixed-use development types in Terra Bella. The participants were asked to vote for their preferred building type in each of those development categories and explain why in text boxes below the images.



Activity 1. Strengths, Issues and Vision

Workshop participants were asked a series of discussion questions regarding their vision for the future of Terra Bella. The facilitators led the conversations, with participants listing the issues, strengths, and their vision for Terra Bella on sticky notes. A summary of the results is listed below, and a graphic tally of the results is shown on the following pages.

Strengths. Some of the universally agreed-upon strengths of the area were:

- The area's location and easy access to the 101 Freeway, State Route 85, and nearby bicycle paths
- Proximity to jobs, such as in North Bayshore
- Proximity to nearby open spaces including Shoreline Park and Stevens Creek Trail
- Mix of uses and small business-friendly environment

Other listed strengths included the quiet character of the area, industrial uses, and proximity to schools.

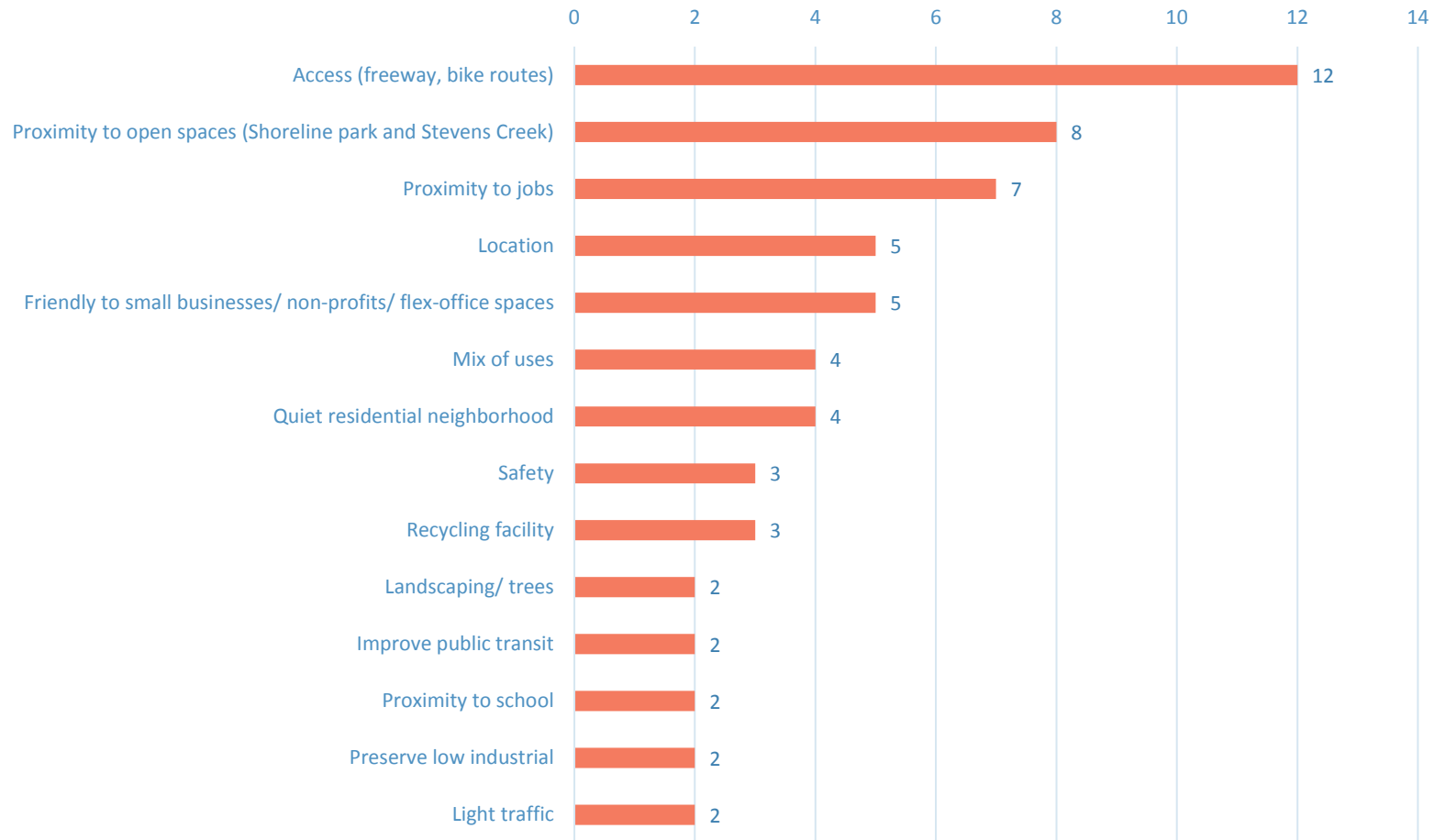
Issues. Some of the prevalent issues that emerged were:

- Traffic (particularly along Shoreline Blvd funneling in and out of Mountain View to Highway 101 and North Bayshore)
- Lack of open space and parks within Terra Bella itself
- Presence of Recreational Vehicles (RVs) in the area
- Lack of housing
- Development and building character (older buildings)
- Pedestrian infrastructure and safety

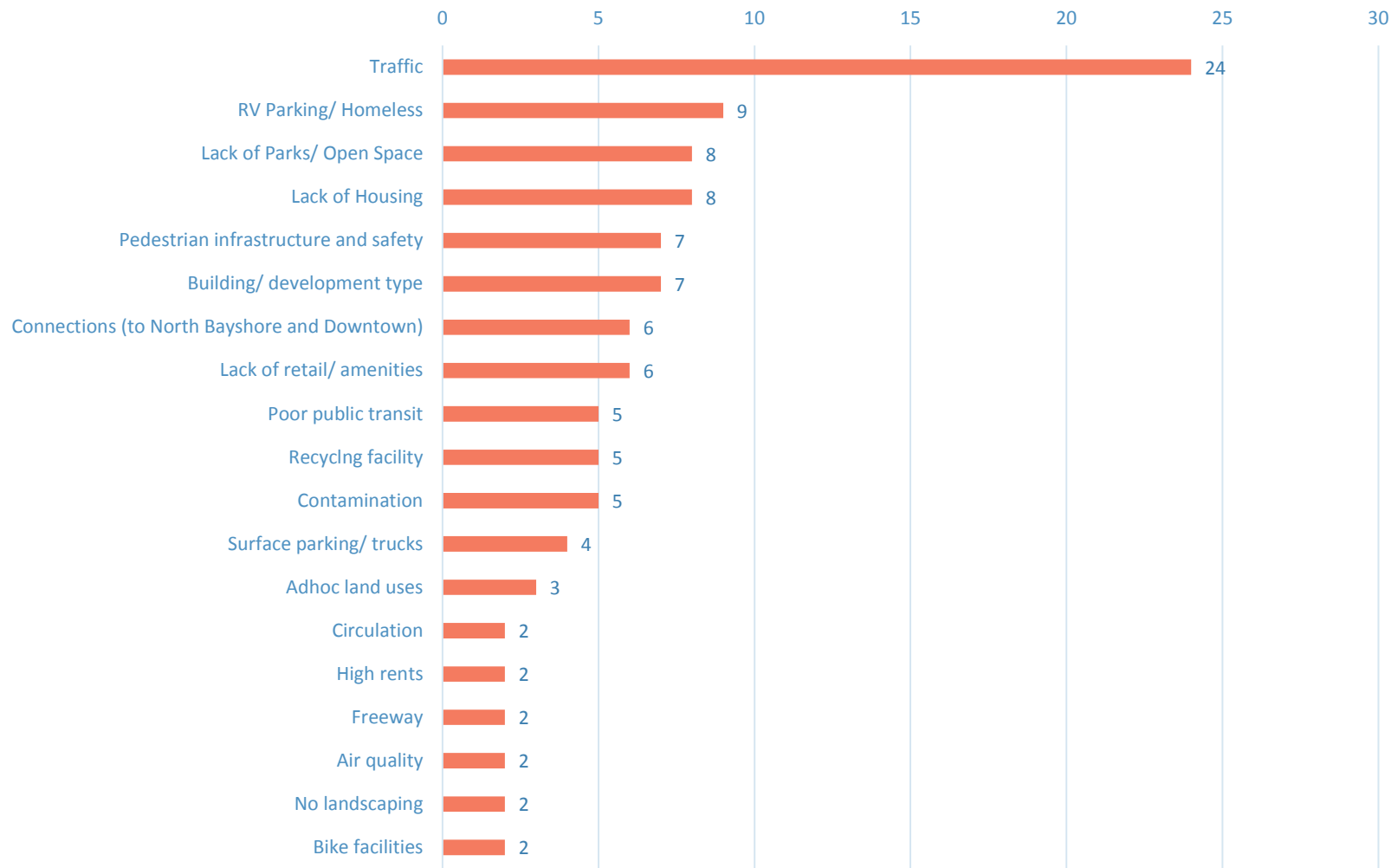
Among other issues listed were poor public transit, recycling facility, surface parking, and a lack of amenities.

Vision. Many participants agreed that Terra Bella was poised for redevelopment/change and that new housing was a priority in the area. Some responses envisioned Terra Bella as a complete neighborhood with diverse uses, open space, amenities and improved transit facilities while maintaining the quiet character of the area.

Key Strengths Identified by Workshop Participants



Key Issues Identified by Workshop Participants



Activity 2. Land Use Mapping Exercise

All participants were given a map of the plan area with stickers representing different land uses to illustrate their individual vision for the plan area. They were asked to use the stickers to show where they preferred office, housing, retail, mixed use, industrial, parks/open space, and community facilities, and also to use markers to highlight new bicycle, pedestrian, auto, and transit connections in Terra Bella. The sticker options also included street improvements such as crosswalks, bike lanes, and sidewalks. The participants were also asked to note their preferred height for these land uses by writing the number on the sticker itself. The results showed a wide variation in the participants' vision for Terra Bella and the level of redevelopment. For the purposes of analysis, the overall results were broken down into the three distinct geographies – West of Shoreline, East of Shoreline and along Shoreline Blvd. The results for each separate geographic area were then qualitatively assessed for the degree and type of change marked on the maps. The overarching themes that emerged from this analysis are summarized below with maps that illustrate those themes.

West of Shoreline. A majority of the audience envisioned some kind of redevelopment and introduction of other land uses on the west side of Terra Bella. A number of participants preferred to keep the area as is. Overall, most participants called for open space and streetscape improvements.

- **About one-third** of the participants expressed a desire to **re-develop** the area with higher intensities, heights, and mix of uses.
- **About a quarter** of the participants wanted moderate change in the area with **mix of uses**.
- **About a quarter** of the participants wanted **no change** in this area, keeping it predominantly low-density office.



Along Shoreline Blvd. A majority of the audience indicated a desire for increased retail activity along Shoreline, in addition to transit and bicycle/pedestrian improvements to create a more active street front.

- **About one-third** of the participants envisioned **retail uses** along Shoreline of varying intensity. The thorough traffic would yield high footfalls conducive to retail uses.
- A **majority** of participants marked some sort of **transportation improvement** such as pedestrian crossings, traffic signals, protected bike lanes, and measures to relieve traffic on Shoreline.
- A few participants also saw the intersection of Shoreline and Terra Bella as a potential site for a **hotel**.



East of Shoreline. The participants had a strong preference towards moderate to high change by introducing a diverse mix of uses with higher intensities than currently present on the east side. A large percentage voted to retain some kind of light industrial uses in the area and also for a park or open space.

- **More than half** of participants were in favor of **moderate/high change** in the area, with a mix of residential and office use. They envisioned lower heights near existing single-family residential uses, and a gradual transition to higher heights along 101.
- **Approximately half** the residents expressed a desire to **retain light industrial/ maker's space** in the area. Terra Bella is recognized as being friendly to small businesses and non-profits offering flex-office spaces.
- There was consensus among **half of the participants** to introduce new **open space or parks** in the eastern side with bicycle/pedestrian connections to Stevens Creek Trail.



Activity 3. Visual Preference - Character of Future Development

Each participant was given a visual preference survey package with a range of possible housing, office and mixed-use development types in Terra Bella. The participants were asked to vote for their preferred building type in each of those development categories and explain why in text boxes below.

Overall, a large number of the participants chose more traditional architectural styles for both housing and office development. In some cases, a majority of respondents voted for none of the images. According to their notes, some of the participants who voted for the higher density building types based their votes on the need to create more housing and open spaces, add landscaped setbacks, and introduce more active ground floor uses. Below are the results for each land use and development type along with some selected comments.

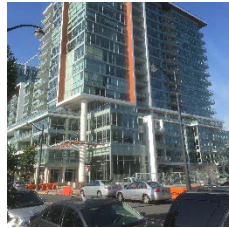
Residential #1



13

28.9%

*Liked style and scale,
suitable for residential*



4

8.9%



2

4.4%



7

15.6%

*Liked green space,
setback*



None

17

37.8%

Residential #2



3

6.7%



10

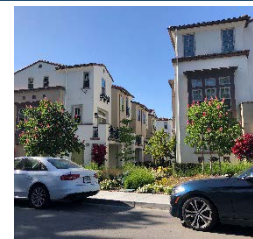
22.2%

*Liked warmer material,
retail on ground floor*



4

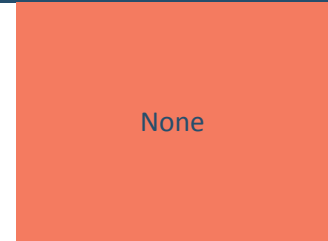
8.9%



26

57.8%

*Liked open space, human
scale, architectural style*



None

9

20.0%

Office #1



17
37.8%

Liked open space, lower height



3
6.7%

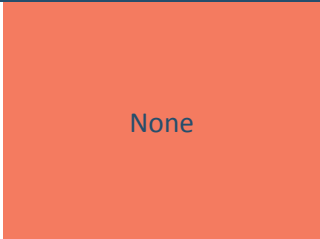


5
11.1%



8
17.8%

Liked curved facade, reflective glass, height



None

10
22.2%

Office #2



4
8.9%



1
2.2%



7
15.6%



5
11.1%



None

18
40.0%

Too boxy, character and type inappropriate for Terra Bella

Mixed-Use #1



4
8.9%



10
22.2%
*Liked green space, ped-
friendly, colorful*



8
17.8%



11
24.4%

Liked interesting massing



None

12
26.7%

Mixed-Use #2



6
13.3%



4
8.9%

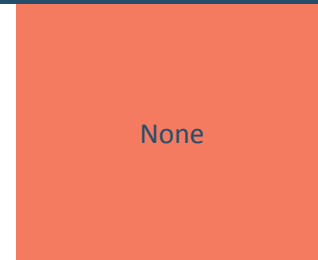


4
8.9%

Liked interesting plaza



4
8.9%



None

16
35.6%

*Too boxy, character
and scale more suitable
for Downtown*

Conclusion

Overall, there was support for redevelopment in Terra Bella. Generally, low to moderate density development was envisioned. Many participants saw the potential for Terra Bella to add more diverse uses – especially new housing and retail. There was support for redevelopment at higher intensities than currently exists; however, there was strong support for improvements that would enhance the quality of life of the residents and workers, such as parks and shops. The overwhelming issue cited was traffic congestion, which prompted participants to call for mobility and streetscape improvements along Shoreline Boulevard to try to address traffic concerns. Other key takeaways included:

- Employment uses (office and light industrial) were still seen as key land uses in the area, but there was great acceptance for introducing mixed use, residential, and retail to create a more vibrant and thriving district. Some interest in preserving light industrial uses on the east side of Terra Bella.
- Traffic was a major concern for respondents, highlighting alternate modes and transit infrastructure as important future improvements.
- For both residential and office, higher intensities were more acceptable away from existing residential neighborhoods.
- New residential development should gradually transition from the existing low-density single-family homes to higher densities/heights. Fostering neighborhood character and introducing new open space and connections was important to workshop residents.
- 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.
- Retail and mixed use developments were identified as highly desirable along Shoreline Blvd.

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

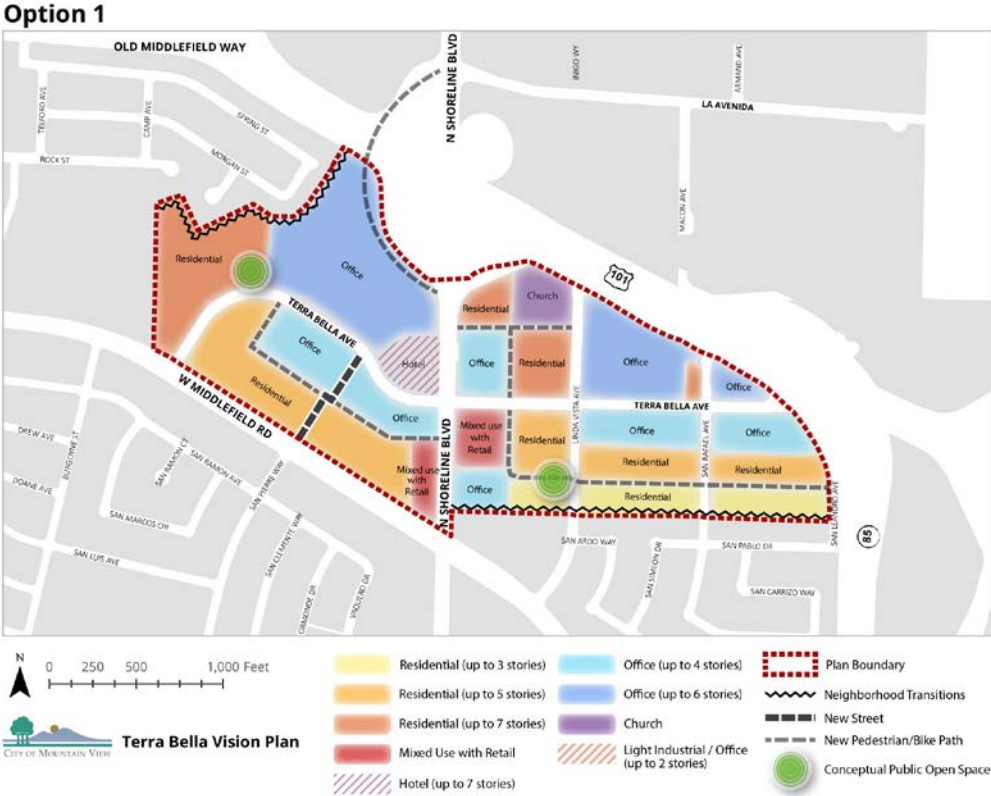
Among other comments listed were concerns over building heights, particularly near single-family residential neighborhoods, potential traffic impacts on existing residents, and the desire to build denser development to maximize housing (both market rate and affordable).

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:

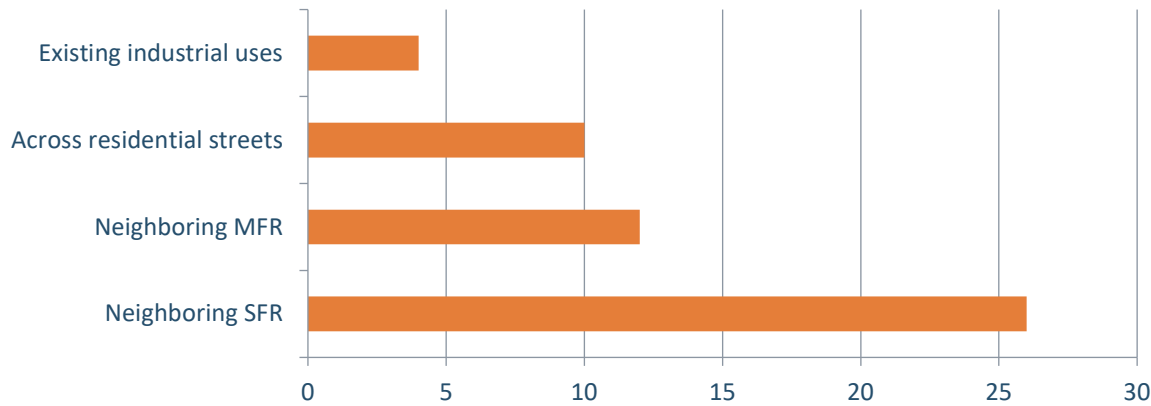
- Hybrid of Vision Plan 1 (housing focus) and Vision Plan 2 (light industrial preservation east of Shoreline) (1 vote)
- Hybrid of Vision Plan 2 (west side of plan) and Vision Plan 3 (east side of plan) (2 votes)
- Lower density 1-2 story residential development only, with green buffers between existing 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.

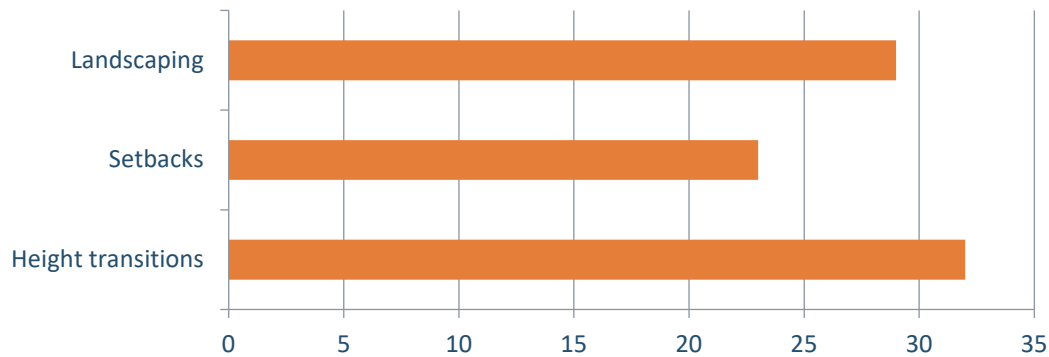
Building Heights

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



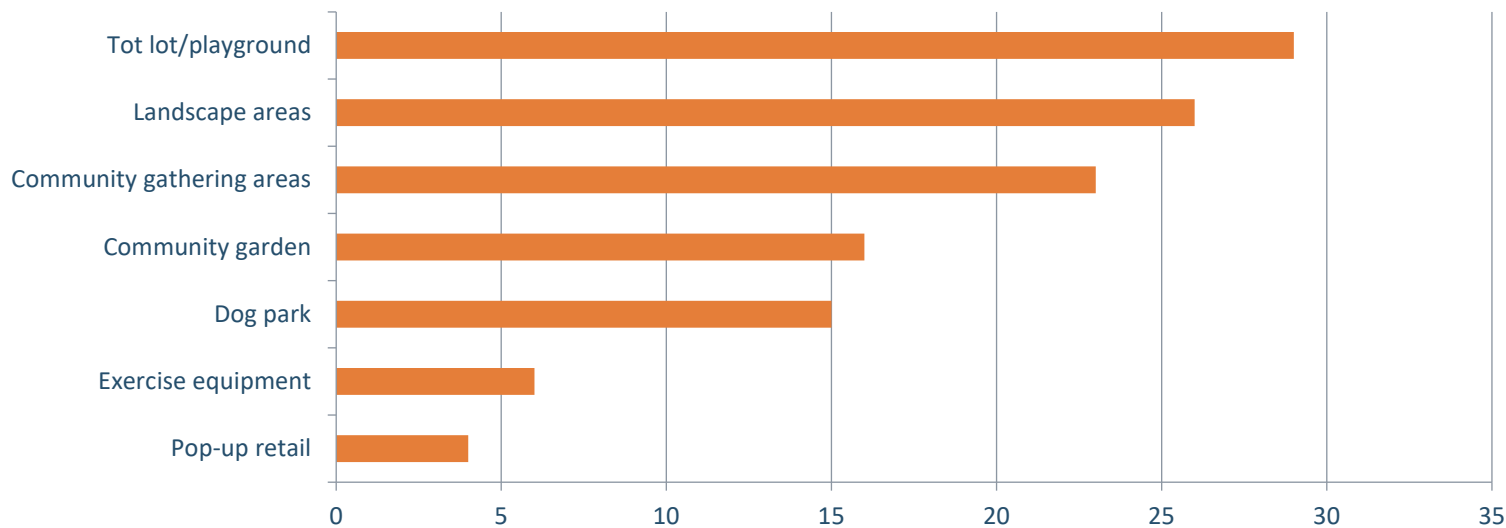
Preferred Transition Strategies



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.

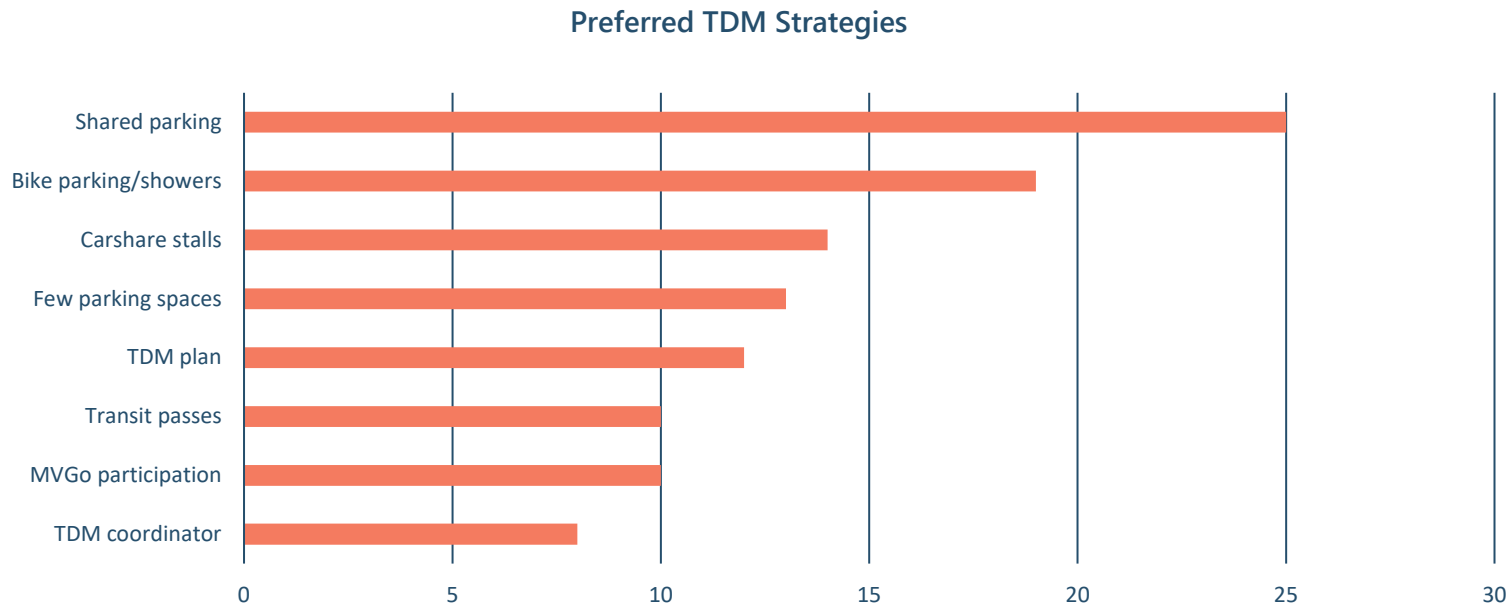
- There is concern over the impacts of new development on the parking supply and potential spillover onto surrounding neighborhood streets.
- The City should consider making San Leandro a dead-end street closed to through-traffic.

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.

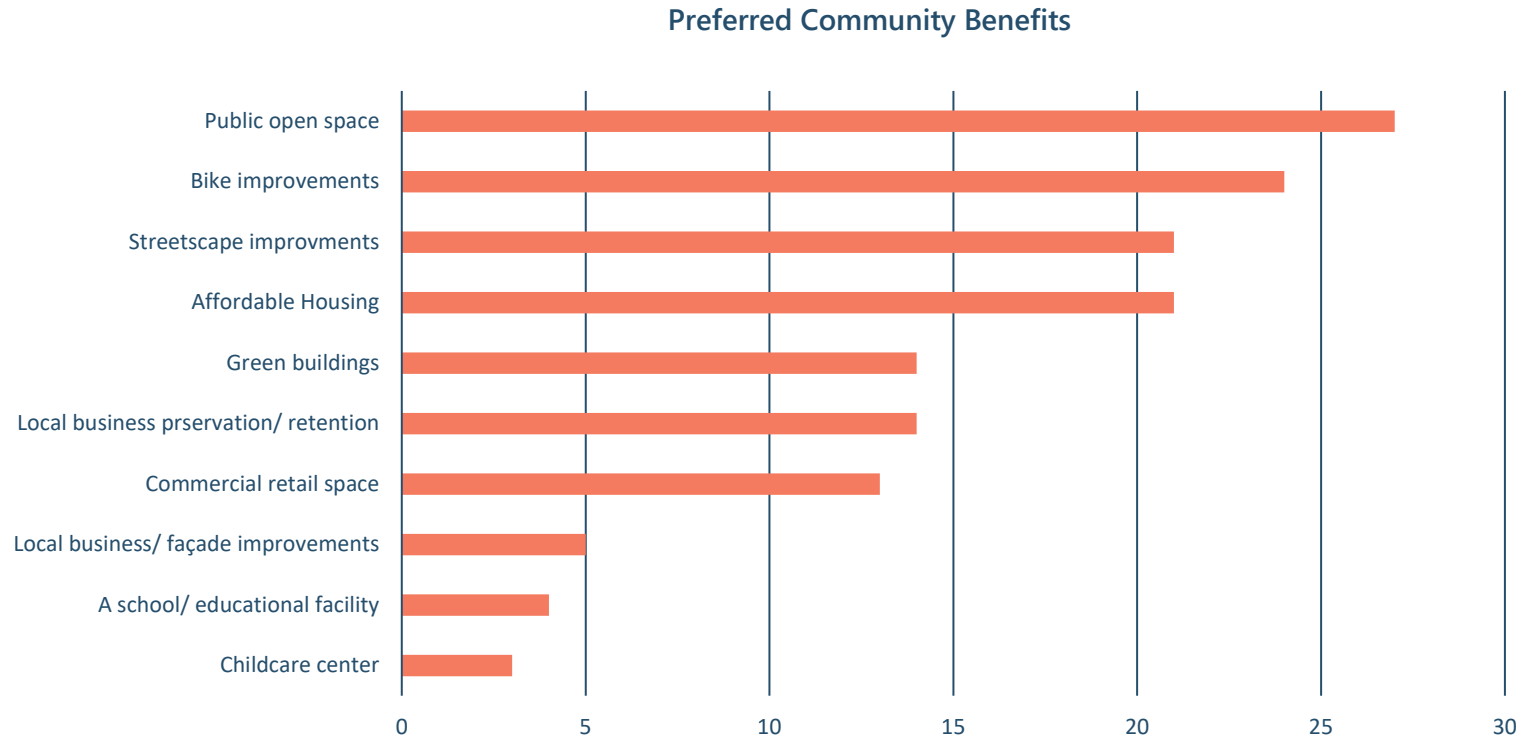
A detailed tally of participant responses is shown in the table on the following page and the preferred frontages are summarized below:

- 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.



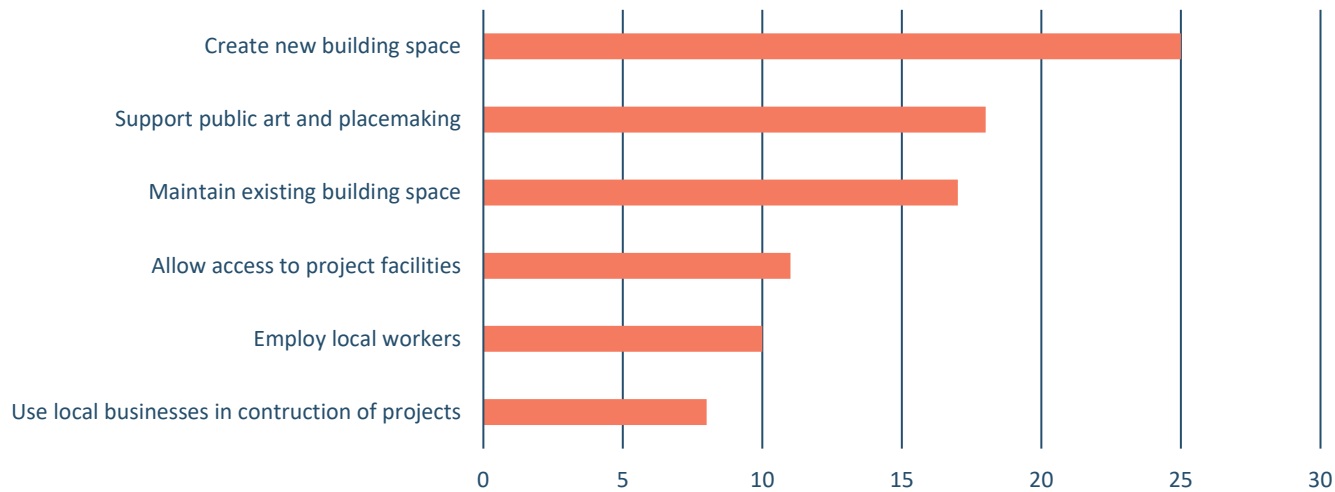
Small Business Support

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:

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Draft Guiding Principles

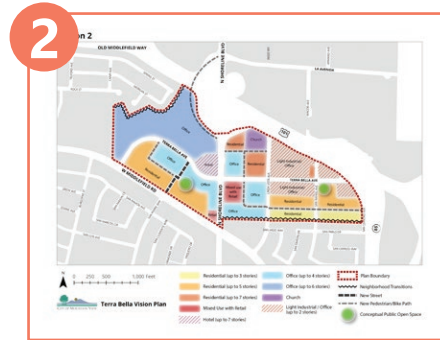
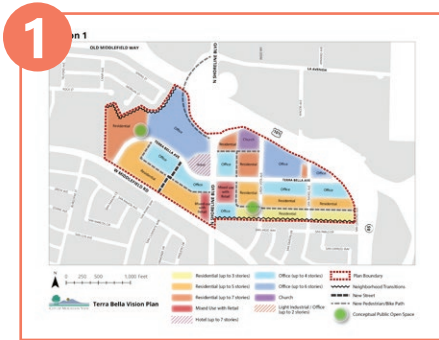
1. Maintain Terra Bella as strong center of employment
2. Create neighborhoods with balanced and integrated land uses
3. Promote housing at variety of income levels and ownership types
4. Create walkable blocks with buildings that support the public realm
5. Respect the Rex Manor neighborhood character
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.

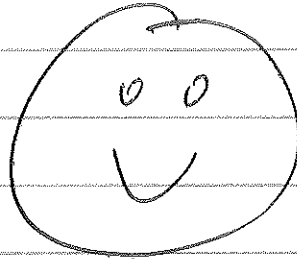
COMMENT CARD



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

Terra Bella Vision Plan:

Stakeholder Meeting Summary



During August, September, and early October, the City of Mountain View and the Raimi + Associates team conducted ten stakeholder meetings with Mountain View business leaders, employers, and residents about issues and opportunities for the design and neighborhoods within the Terra Bella Vision Plan Area. The list of stakeholders can be found at the end of this document. Many of the responses could be categorized into one of three groups, as seen in the notes consolidated below:

Vision for Terra Bella

- Balance different land uses within the Terra Bella area.
 - Create new parks and open spaces to serve current and future neighborhood residents and employees.
 - Add residential housing to Terra Bella, east and west of N Shoreline Boulevard.
 - Create a mixed-use area with neighborhood-serving retail, either along N Shoreline Blvd or along Terra Bella Ave.
 - Preserve some area for light industrial, makers space, or similar.
- Create a more pedestrian and bicycle-friendly district. Improve access to the Crittenden Middle School and Theuerkauf Elementary School, making crossings and routes safer for students.
- Create clear gateway signage for the neighborhood (an identity) and Mountain View.
- Allow denser development, particularly away from the existing single-family neighborhoods.
- Provide an appropriate transition between existing single-family residential neighborhoods and future development within the area.

Critical Issues

- Provide a sensitive transition between future development and existing single-family residential neighborhoods.
 - Consider larger transitions and setbacks than currently required under City Code.
 - Use mature trees.
- Create both renter and owner-occupied housing in Terra Bella.
- Location of the recycling center and the potential impacts on a residential neighborhood.
- Existing non-conforming uses.
- Ensure future development provides adequate parking in order to minimize spillover parking.
- Review existing City Residential Parking Permit Program (RPPP) to ensure that the requirements to participating within the program are not excessive.
- Address cut-through traffic within the Terra Bella area. Individuals use San Rafael and Linda Vista Avenues to avoid traffic on N Shoreline Blvd and W Middlefield Rd.
- Closing the SR 85 on-ramp may have significant neighborhood traffic impacts.

- Existing right-of-way widths are small. Consider creative street and public realm design that does not require expanding widths, while still meeting overall mobility goals.
- Safety issues associated with RV parking in the neighborhood.
- Consider the impacts of future development on neighborhood school capacity, including Crittenden Middle School and Theuerkauf Elementary School, making sure there is adequate capacity to meet future student needs.

Neighborhood Opportunities

- Define clear development transition areas, with established setbacks and maximum heights in those areas.
- Mix residential development types (e.g., townhomes, mid-rise, and mixed-use podiums) to provide a variety of tenure types (e.g., owner and renter) to households at different income levels.
- Explore a small elementary school in the neighborhood.
- Establish a neighborhood parking plan that may include RPPP and no overnight parking in industrial areas.
- Create non-automobile connections east and west of N Shoreline Blvd to promote safer and more conformable pedestrian and bicycle travel.
- Provide a non-automobile connection to the Steven's Creek Trail.
- Restrict southbound u-turns on N Shoreline Blvd during commute hours to minimize neighborhood cut-through traffic.
- Implement traffic calming, complete street concepts on Linda Vista and San Pablo Avenues.
- Create a framework that balances development fees and requirements with community benefits, such as parks, bicycle and pedestrian connections, and small business support.
- Integrate existing transportation planning projects (e.g., Shoreline Boulevard, Highway 101 freeway ramp, and Highway 101 bicycle and pedestrian bridge) with the Terra Bella Vision Plan.

Stakeholders

- | | |
|---|--|
| • Google | • Sares Regis Group |
| • Mountain View-Whisman School District | • Sterlin Estates neighborhood residents |
| • Palo Alto Housing Corporation | • SummerHill |
| • Prometheus Real Estate Group | • Zappettini Capital |
| • Public Storage | • Kilroy Realty Corporation |
| • Irvine Company | • Others |
| • Swenson | |

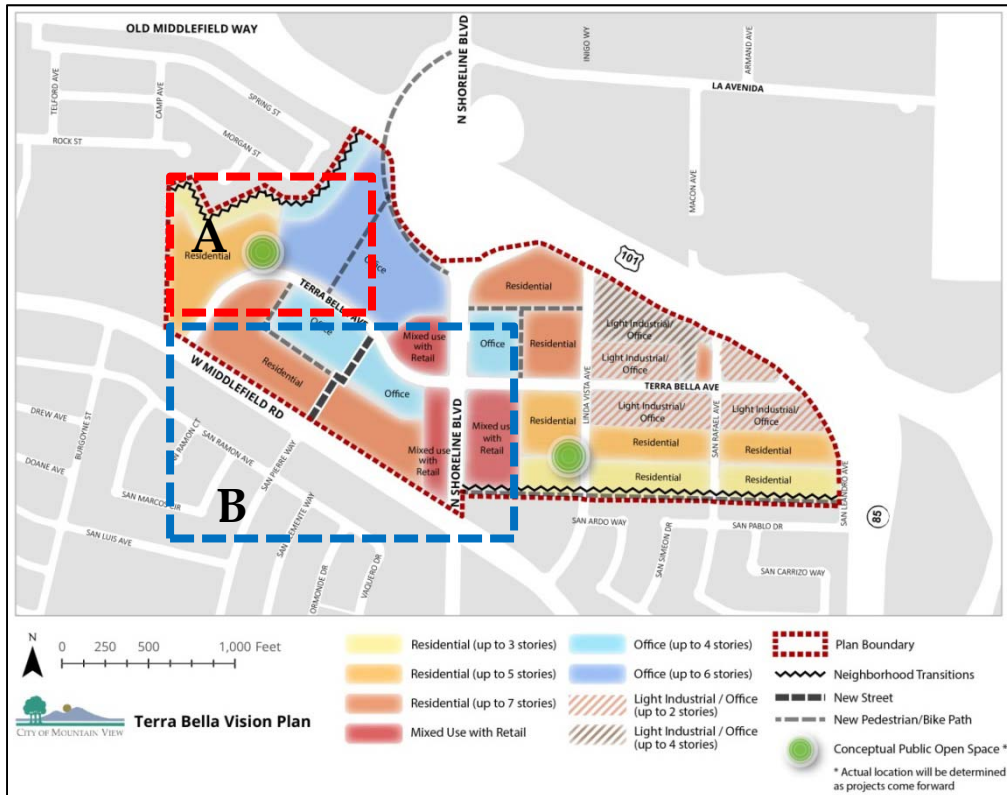
A separate small business roundtable is scheduled for October 16, 2018. Notes from this meeting have not been included within this summary due to timing issues.

Terra Bella Visioning and Guiding Principles Plan Third Community Outreach Meeting

January 28, 2019

As a follow-up to the November Council meeting, staff held an additional focused outreach meeting 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 held on Monday January 28, 2019, 6:00 p.m. to 7:30 p.m. at Crittenden Middle school and 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 implement similar development intensity and buffers in the plan area at this location that is proposed at the southeastern border adjacent to the Steirlin Estates neighborhood. The suggested changes are shown below in Figure 2:

Figure 2: Community Outreach 3 – Input on Land Use Alternative



At this meeting, staff also noted that a lower-intensity development alternative as suggested through public input was already 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 move the higher-intensity Residential Land Use (up to seven stories) from medium-intensity Residential Land Use along the Middlefield Road frontage.

