

ATTACHMENT - 1

North Bayshore Precise Plan



Guiding Principles

The North Bayshore Precise Plan vision is implemented through a series of guiding principles. These principles, described below, provide a framework that supports the Plan's standards and guidelines.

1. Create Complete Neighborhoods.

The Plan will encourage blending residential, commercial, and office uses to create Complete Neighborhoods with services, open space and transportation options for residents and area employees. These Complete Neighborhoods will help improve the jobs-housing balance of the area and City. Each neighborhood includes land use 'target numbers' to help guide their transformation to Complete Neighborhoods. Residential uses should be carefully integrated with existing offices to create active pedestrian neighborhoods.

2. Create Distinct Areas within North Bayshore.

The vision for North Bayshore includes developing distinct areas, each with their own character and identity. These areas differ in their physical character, form, interfaces with habitat and open space, development intensity and scale, and building massing.

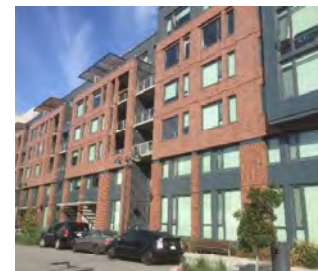
- ◆ The **Gateway Area** at North Shoreline Boulevard and Highway 101 will be a mixed-use center that supports a broad range of uses, including residential, entertainment, retail, office and R&D, service, and hotels. Pedestrian-scaled buildings will be close to the street.
- ◆ The **Core Area** will be pedestrian-oriented and located near both public and private high-frequency transit. Buildings will have minimal setbacks and active frontages. Uses are predominantly residential and office with ground floor space for retail, services and start-up businesses.
- ◆ The **General Area** will be a campus-like environment with residential, office and R&D buildings and usable open space.
- ◆ The **Edge Area** will include lower-scale buildings to serve as a transition between other character areas, existing residential uses, and sensitive habitat areas.

3. Promote Housing Affordability.

The Plan includes a goal that 20% of new housing units in North Bayshore are affordable. The Plan provides floor area ratio (FAR) incentives for projects that include affordable housing units. The Plan also encourages smaller units and requires residential units to unbundle parking costs from housing unit costs.



Construct a campus-like environment with office/R&D buildings surrounded by usable open space.



Integrate residential buildings into the existing office and R&D environment.



Expand habitat around Permanente Creek and other open spaces.



Build state of the art bicycle facilities to promote non-automobile travel.

4. Enhance Ecosystems and Habitat.

Future North Bayshore area development will be designed to respond to the natural environment. The Precise Plan will enhance and protect habitat areas within and adjacent to North Bayshore. Strategies include a Habitat Overlay Zone, bird safe design of buildings, habitat enhancements throughout the area, and incentives to transfer office development from the Edge Area to the Core Area.

5. Improve Transportation Connections to North Bayshore.

Creating more effective and efficient connections to North Bayshore from Downtown, other areas in Mountain View, NASA Ames, and Highway 101 will be an important Precise Plan outcome. To achieve this goal, the Plan identifies key infrastructure improvements, including new bicycle and pedestrian improvements along Shoreline Boulevard, a reconfigured Charleston Road with transit- only lanes, a transit, bicycle and pedestrian bridge to NASA Ames, and northbound Highway 101 off-ramp onto Shoreline Boulevard. Precise Plan action items also include feasibility studies for a Stevens Creek bridge at Charleston and a Charleston/Highway 101 underpass. These improvements, along with better internal connectivity and expanded programs to reduce the use of single-occupancy vehicles, will allow continued North Bayshore economic growth.

6. Expand and Improve Public Spaces.

The Precise Plan includes the creation of a diverse network of public and private open spaces. These will likely include plazas and paseos, neighborhood public spaces, linear parks, and a multi-use trail network to allow bicycling and walking throughout the Precise Plan area to natural areas. The Plan promotes a signature, central public open space area to provide a community gathering space for the district.

7. Create Walkable, Human-Scale Blocks.

To promote bike and pedestrian transportation, the Precise Plan encourages the subdivision of large blocks into a fine-grained network of pedestrian-oriented streets, providing convenient and pleasant walking and biking routes, connecting homes and businesses to transit and services, and generating valuable new addresses for diverse businesses and residences. Furthermore, every street should include safe and attractive sidewalks, enabling pedestrians to walk comfortably throughout North Bayshore.

8. Concentrate Growth to Support Transit.

Future development will be concentrated in the Gateway and Core Areas since these locations will be within walking distance of the primary public and private transit routes. Focused growth near public transportation will increase ridership, reduce vehicle miles traveled and greenhouse gas emissions, and optimize opportunities for highly sustainable development. Focused development will also support new retail and commercial services.

9. Make the Area Highly Sustainable.

The General Plan established the North Bayshore area as a model for highly sustainable and innovative development. Environmental sustainability will be implemented by building-, site-, and district-scale improvements. Building and site-level measures will enhance the design and construction of new buildings, while district-level projects will focus on capital improvements and management plans impacting all or portions of North Bayshore. These strategies will also enable the City and North Bayshore to proactively address climate change, sea level rise, and water demand reduction strategies, among other topics.

10. Promote Transit, Biking and Walking.

The Precise Plan includes a drive-alone rate standard of 45% for office development projects by 2030 in addition to a residential vehicle trip performance standard. Together these standards will help reduce vehicle trips from office and residential development in the area. To support these goals, the Precise Plan also promotes the use of transit, carpools, walking, and biking in the area. From priority pedestrian and bicycle networks to TDM programs, the Precise Plan will make it easier, more comfortable, and more efficient for employees and residents to walk, bike, carpool, or use transit. Businesses should continue to lead the way with innovative vehicle trip reduction strategies.

11. Construct Buildings that Support Public Areas.

New buildings and building renovations will be carefully designed to shape and define community open space, supporting pedestrian safety and comfort, and connecting to the transportation network. Design strategies will vary by character area but should include creating open areas between buildings and streets that are attractive and usable, locating buildings at or near the sidewalk, enlivening ground floor frontages with welcoming entries and views of interior spaces, reducing vehicular access in favor of pedestrian access, and limiting surface parking between streets and buildings.

12. Minimize the Potential Consequences of Sea Level Rise.

Sea levels are expected to rise between 8 and 37 inches within the next 50 years. Strategies such as improving levees, upgrading stormwater facilities, and elevating new buildings should be pursued to make North Bayshore more resilient to climate change and its associated impacts.

13. Promote Economic Diversity.

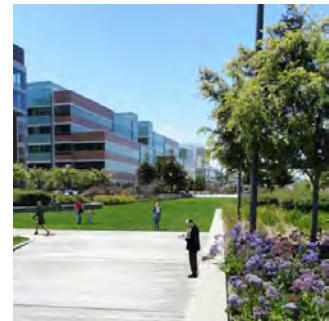
The Precise Plan should encourage and support a diverse economic base to ensure the long-term fiscal health of the area and the City. This should include a mix of large, established high-tech companies, smaller spaces for start-ups, and a range of retail, services, hotels, entertainment, museums, and theaters.

14. Promote Retail, Entertainment and the Arts.

New and expanded retail, lodging, arts, and entertainment uses should be encouraged in areas near the highest concentrations of housing and jobs and along transit routes. In addition, new buildings should be flexibly designed so ground floor spaces may be used for retail or small start-up businesses.



Expand public and private transit service.



Create attractive and usable open spaces.

3.1 Urban Design Vision, Principles, and Design Guidelines

This Precise Plan establishes a new urban design vision for North Bayshore which is very different from the area's existing suburban business park character. New development will contribute to a highly-sustainable urban district that weaves complete, walkable neighborhoods with natural habitat areas.

To implement this urban design vision for North Bayshore, this section includes 11 urban design principles and numbered guidelines that apply to new North Bayshore development.



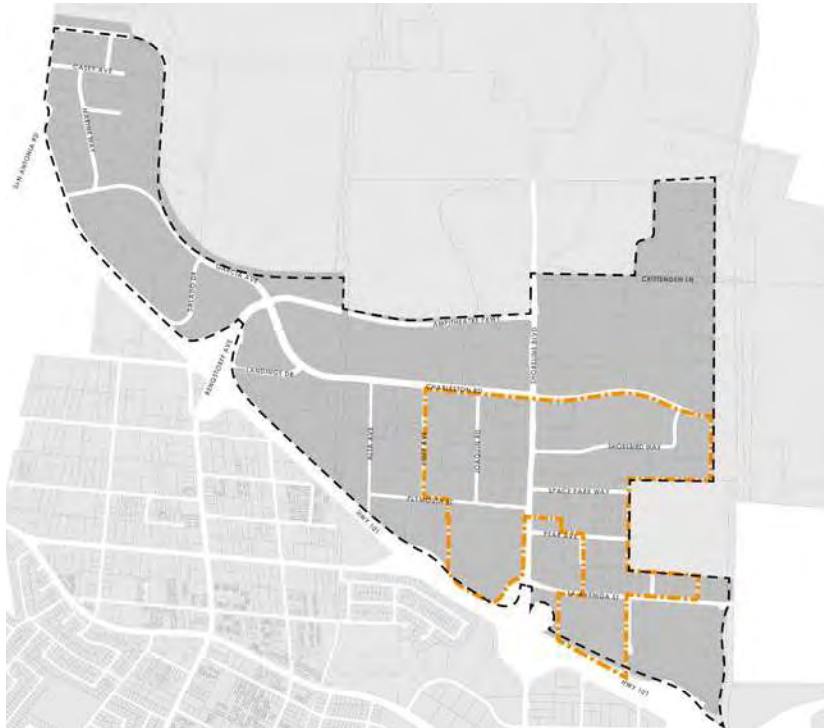
Shape public spaces with building massing.



Active building frontages define lively public spaces.

Principle #1: Develop a connected network of pedestrian-oriented blocks and streets

A new grid pattern should be overlaid onto existing streets and blocks to create a fine-grained network of human-scale streets that encourages walking and bicycling. This block structure places services, retail, and recreational activities within a short distance of new homes and jobs.



1a. Existing large block pattern in North Bayshore with Complete Neighborhood boundary.



Conceptual Diagram Only

1b. Create small blocks to allow frequent intersections and encourage walking and bicycling. Space intersections, in general, at least every 400 feet.



1c. Enhance pedestrian connections to destinations with mid-block paseos.



1d. Front paseos with active ground floors.



1e. Adjust the layout and size of blocks to the size of proposed development and to integrate with the surrounding block plan.



1f. Align new streets and Greenways across existing rights-of-way with safe and convenient crossings.

Principle #2: Create high-quality public frontages

The public frontage is the area between the street curb and the back of the sidewalk or cycletrack, and is important to facilitate pedestrian activity and access to sites and buildings. It includes landscape planting strips, street lighting, street trees, sidewalks, and off-street cycle tracks. The area serves as an important component of the mobility system where people gather and socialize.



2a. Place street trees, furniture, and sidewalks to help maintain and reinforce pedestrian scale.



2b. Landscape building setback areas to improve the pedestrian environment.



2c. Design public frontages to meet the public frontage standards in the Mobility Chapter (See Section 6.3).



2d. Allow encroachments into public frontage areas for seating for active uses, such as a restaurant or cafe area.

Principle #3: Orient buildings towards streets and shared open spaces

New buildings should be located close to the street to create a vibrant and pedestrian-oriented street. Buildings should create a continuous streetwall that defines the edge of the public frontage (sidewalk, landscape area, and street) and helps to establish “outdoor rooms.” The streetwall should be predominately 45 feet to 65 feet in height.



3a. Place buildings close to the street within Complete Neighborhood areas to create a streetwall and define the edge of the public space.



3b. Allow buildings within the General and Edge Areas outside Complete Neighborhood areas to have greater setbacks to create a more landscaped, campus-like look and feel.



3c. Use breaks in the streetwall for entry to courtyards, buildings, and mid-block pedestrian paseos and Green Ways as long as the overall sense of an “outdoor room” is maintained. Some breaks in the streetwall may include larger setbacks to provide additional open space.

Principle #4: Vary building massing to shape space and enhance building and neighborhood character

Building massing breaks should articulate the building as a series of clear masses with a range of depth, width, and height. Massing changes may be used to ensure transitions between buildings and adjacent lots, accentuate neighborhood character, and help define public and private spaces. New buildings and building heights should vary across North Bayshore to create visual interest and break up the scale of development while contributing to an area's overall streetwall form.



4a. Use buildings to help form open spaces that are compatible in scale with adjacent buildings.



4b. Express residential building mass through unit-sized vertical increments. Office building mass should be typically expressed with horizontal massing.



4c. Accentuate vertical massing of residential buildings with smaller scale vertically-oriented elements, emphasizing their height and access to light and views while providing a clearly residential building scale and character.



4d. Vary building height to create visual interest while maintaining the streetwall.



4e. Design office buildings with simpler massing, including relatively large unbroken façades, horizontally-oriented proportions, and repetitive fenestration.



4f. Design building massing to create private, semi-private, and semi-public spaces in residential and office ground-floor court yards, dining forecourts, paseos, and other public spaces.



4g. Mark prominent locations with tall buildings, reinforcing key public open spaces, pedestrian and retail activity areas, and major intersections and transit routes.



4h. Integrate high-rise (above 95 feet) residential building forms, into the design of the structure through massing, materials, and detailing to ensure the high-rise form is connected to the building base or podium.



4i. Design upper stories to be slender and graceful in form to reduce their visual appearance of bulk and mass. Upper-story building design strategies may include, but are not limited to, front setbacks, horizontal and/or vertical articulation, building base or podium designs emphasizing human-scale features, and other design strategies. Stepbacks over the building base or podium should balance massing reduction objectives with creating a strong upper-story street presence.

Principle #5: Integrate frontage design and ground floor uses to generate active ground floor frontages

Buildings should orient active frontages to public spaces. This helps define vibrant and human-scale public areas, which is critical to pedestrian activity, transit accessibility, and generating street life. Building frontage is the entire space between the public sidewalk and the building, including any low walls, stairs, ramps, building entries, landscaping, and the face of the building itself. The building frontage should be designed to clearly communicate the use of the ground floor, and whether it is open to the public or only to employees or residents.

Active Uses. Locating active uses on the ground floor of buildings that face public spaces helps create attractive and interesting streetscapes.



5a. Orient visible entries on ground-floor residential units so they face streets, sidewalks, open spaces, and/or greenways.



5b. To enliven public areas, outdoor dining areas are encouraged and may be permitted in the public right-of-way (i.e. sidewalk areas). Outdoor dining areas should keep building entrances clear and unimpeded for building access.



5c. Locate and orient active non-residential uses to public areas when ground floor dwelling units are not provided. Examples of active non-residential uses include community spaces, common areas, cafes, restaurants, retail, personal services, salons, gyms, grocery stores, banks, and pharmacies. Transparent retail shopfronts should be used in areas where active, pedestrian-oriented frontages are encouraged or required.

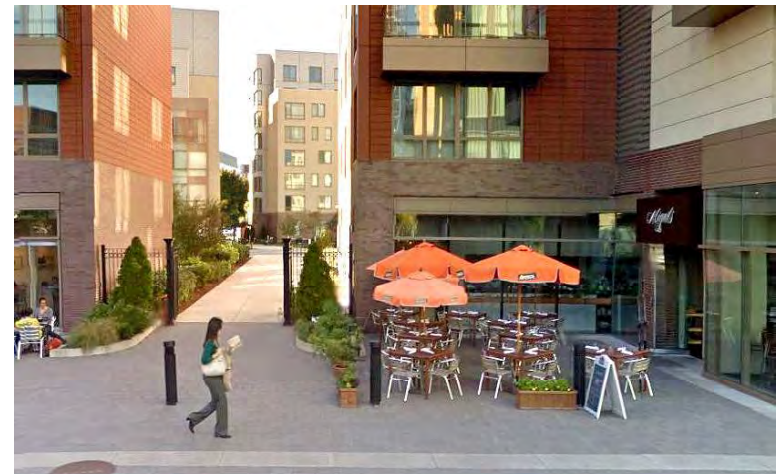
Setback areas. Setback areas allow a comfortable transition space between the ground-floor interior of a building and the street. Setback areas should be designed to be comfortable for people, and should include outdoor seating and dining areas, pedestrian access to front doors, and well-landscaped areas to allow for social interaction.



5d. Design residential entries from the sidewalk with stoops, porches, dooryards, and landscaping to provide a transition space between the sidewalk and private units within the setback area.



5e. Create private areas while enhancing adjacent public areas for office and R&D uses by using low walls and landscaping.



5f. Activate the street with outdoor dining areas, which may be permitted within the setback area.

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.



5g. Design retail shopfronts with relatively large, transparent first floor windows tall enough to provide adequate view into ground-floor spaces. Retail shopfront glass should be transparent.



5h. Front common rooms to the street, and include ample openings (doors and windows) which face the street, in ground-floor residential spaces. Private frontages such as stoops, door yards, and terraces can increase the privacy of these spaces.

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 be spaced to encourage access by pedestrians and oriented towards primary or retail streets. Building access should be calibrated to land use and building activities. The primary entrance to each street or ground-level tenant space along a public street should be provided from that street.



5i. Orient retail shops and restaurants with direct access from the sidewalk. Shopfront entrances should be easily recognizable from office and residential entrances, using design techniques such as transparency, awnings, and changes in color. Primary entrances should meet the sidewalk at grade.



5j. Access offices through a circulation system of lobbies, hallways, stairs and elevators. Primary office entrances should meet the sidewalk at grade.



5k. Orient residential units with direct access to the sidewalk. Residential entries should be frequent with entry doors facing the street, and may include stoops, porches, and dooryards to create a fine-grained pedestrian-oriented street.



5l. Shelter residential entries from the rain and wind and include an entry light.



5m. Provide unit access for residential buildings with shared entries, hallways, stairs, and elevators from prominent lobbies facing the street.

Principle #6: Articulate building facades to create human-scale buildings



6a. Design buildings with a defined base; middle or body; and a top, cornice or parapet cap. Building ground floors should provide a solid base and strong frontage design, anchoring it to its lot. The middle floors should provide well-proportioned sets of windows and other elements framed within the building's top and bottom. The cornice or top of the building should provide a strong architectural termination and add visual interest, and in some cases include roof terraces or upper floor balconies.



6b. Design all building facades to a human-scale with well-defined ground floors on the building base (or podium) with pedestrian-scale details and design elements, such as shopfronts, stoops, entries, courtyards, and windows that add visual interest and comfort to pedestrians.



6c. Design the first three floors of buildings to engage the pedestrian and support an active street—upper floor balconies, bays, and windows overlooking the street are recommended.

6d. Articulate upper floors of tall buildings to project a strong profile. Where appropriate, include upper floor balconies, stepbacks, terraces, and roof gardens.

Principle #7: Distinguish North Bayshore as a unique, urban district through architecture and building design



7a. Use building architecture and frontage design to express a building's function, provide interior spaces with natural light and views, and project the image of North Bayshore as a unique, sustainable urban place.

7b. Design buildings with a variety of design details and materials to create distinctive architecture, such as changes in height, building shapes, window forms, color, location of entries, and projections to create visual interest and variety.



7c. Compose windows, bays, balconies and other architectural elements on building facades to reinforce the identity of each building and its use.



7d. Include high-quality materials, design details, and color to enhance the building base and ground-floor space and entrances.



7e. Render buildings in fine, permanent materials, such as masonry, concrete, steel, glass, and metals with elegant detailing that reinforces the architectural character and is sustainable over time.



7f. Differentiate multiple buildings on a single block or parcel through site design, building massing and design, and building materials and finishes.



7g. Encourage building variety within a block while maintaining a consistent streetwall and frontage.



Credit: Leddy Maytum Stacy Architects

7h. Design all building facades considering the composition and architectural expression of the building as a whole to support North Bayshore's urban vision.



7i. Design building massing and architecture to reflect simpler, more urban building forms. Encourage non-rectilinear building designs to create visual interest and architectural variety.



Credit: BIG Google

7j. Employ iconic and memorable building designs, particularly on larger non-residential properties.



Credit: Fougerson Architecture



7k. Use building organization and construction to derive their scale and articulation rather than surface ornamentation.



7l. Convey façade articulation through the strength, depth, and permanence of building materials. Thinner cladding materials, such as stucco, masonry veneers, and wood or simulated wood may be used when finished to appear as durable and authentic as the materials they simulate.



7m. Articulate residential building façades with smaller-scale increments than office building façades. Use windows, balconies, and bays for residential buildings to reflect the scale of residential rooms rather than open office floors. Taller residential buildings should have fewer building façade increments than mid-rise residential buildings.



7n. Integrate balconies with a building's massing to generate simple, urban facades. Balconies should employ high-quality materials, design and detailing, including on their underside.



7o. Use visual and physical design cues within a building's design and entries to emphasize pedestrian and bicycle connections to public and natural spaces such as parks, greenways, trails, and open space.



Credit: Leddy Maytum Stacy Architects

7p. Illuminate street frontages of buildings with a focus on pedestrian safety and comfort.

Principle #8: Design corner buildings to emphasize an entry, shape a public space, or provide a unique building image



8a. "Hold the building corner" by placing a building façade within the build-to area at the block corner for a distance of at least 50 feet from the corner, and by providing distinctive building elements or other treatments.

Special design features on building corners can include, but are not limited to, taller or shorter building elements, tower features or architectural details and materials, and unique shapes for entrances.



8b. Setback or recess buildings at corners to create a plaza.



8c. Design adjoining façades with equivalent architectural detail and materials.

Principle #9: Create high-quality on-site open space

On-site open space is a key element to reshape the character of North Bayshore. An appropriate amount of usable open space area should be provided within a site's open area based on the proposed building intensity, site design and expected number of residents, employees, and visitors. Open space should be visually integrated within the overall design and architectural character of the project.



9a. Provide both shaded and unshaded areas, and adequate lighting for nighttime use and security. Include well-designed seating options, including seat walls, planter ledges, benches, moveable seating, fixed seating and seating steps.



9b. Integrate open space with the landscaping/open areas of the site. Include landscaping in open spaces on rooftops or upper-levels.



9c. Allow a clear distinction between public, semi-public, and private open space areas to preserve security and privacy. Define private spaces using planting beds, trellises, arcades, seating areas, and low landscape walls, and where appropriate, attractively designed security fencing and gates.

9d. Combine open spaces for multiple projects into a single open space area if the combined open spaces remain accessible to all residents, employees, and visitors.



9e. Design on-site open space for non-residential projects as plazas, courtyards, parks, forecourts, community gardens, and other open spaces for pedestrian and bicycle circulation and outdoor gatherings.



9f. Include on-site open space for residential projects with a combination of private balconies, enclosed common courtyards, rooftop and podium level grades, decks, terraces, plazas, pedestrian mews, larger publicly-accessible open spaces, or recreational facilities.



9g. Connect buildings with a well-landscaped network that complements surrounding public and private open space.



9h. Create on-site open space visible from adjacent streets and/or buildings and at the same level as the public sidewalk.

9i. Shape on-site open space areas with buildings.



9j. Locate open spaces in central areas of a site, including near building entrances and along pedestrian and bike paths between buildings.



9k. Include amenities such as seating, landscaping, and other furnishings in open space areas.



9l. Design active open spaces along portions of building frontages for outdoor gathering, working, shopping, and dining.



9m. Use landscaping to help define open space areas so they are comfortable and attractive for people.

Principle #10: Design sites and buildings adjacent to natural open areas to reflect the unique natural setting and ecosystem of North Bayshore



10a. Respect and enhance key natural areas such as creeks, plant and animal habitat, and open spaces when altering buildings or designing new buildings.
10b. Design buildings with bird-safe strategies and design treatments to help reduce bird collisions.



10c. Design sites with pedestrian and visual connections to natural areas where appropriate.



10d. Design site and buildings adjacent to natural areas with transparent design elements, including transitional landscapes.



10e. Use native plants in landscaped areas to support local plant and animal species.

Principle #11: Integrate sustainable building design and technologies to generate highly sustainable urban neighborhoods



11a. Utilize building technologies and strategies such as solar roofs, green roofs, recycled water and wastewater systems, and transit, bicycle, and pedestrian facilities to help the district become highly sustainable over time.



Outside of the Complete Neighborhood areas, the General Character Area is envisioned as an employment-focused area with a more campus-like environment than the Core and Gateway Areas. New public streets will be inserted in select locations to break up larger blocks, and create a finer-grained network of pedestrian and bicycle connections. Blocks and building footprints may be larger than in the Core Area, since the larger blocks will be more walkable and well-connected to transit by the network of internal campus quads and walkways. Building frontages will reinforce the area's human-scale environment, with varied setbacks and frontages activated by building entries and access to landscaped outdoor spaces for walking, working, socializing, and relaxing. Buildings have deeper setbacks than the Core Area, and buildings have a variety of office and landscape frontages. Parking will be well screened from public spaces, primarily in structures or below-grade, but can also be located in well-landscaped, sustainably designed surface parking lots.



Example of well-landscaped outdoor space.



Example of a parking structure lined with vertical landscaping.



Overhead solar panels provide covered parking and contribute to local sustainability efforts.