

AGENDA

REGULAR MEETING – TUESDAY, APRIL 4, 2023
ATRIUM CONFERENCE ROOM AT CITY HALL – 500 CASTRO STREET
10:00 A.M.

This meeting is being conducted with a virtual component. Anyone wishing to address the Committee virtually may join the meeting online at: <https://mountainview.zoom.us/j/81156274569> or by dialing 669-900-9128 and entering Webinar ID: 811 5627 4569. When the Chair announces the item on which you wish to speak, click the “raise hand” feature in Zoom or dial *9 on your phone. When the Chair calls your name to provide public comment, if you are participating via phone, please press *6 to unmute yourself.

1. **CALL TO ORDER**

2. **ROLL CALL**—Committee members Anne Cavanaugh, Mike Kasperzak, Marina Keith, David Lin, Kira Pascoe, Money Singh, Merry Yen, Vice Chair Jamil Shaikh, and Chair Pamela Baird.

3. **MINUTES APPROVAL**

Minutes for the March 7, 2023 meeting have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **UPCOMING AGENDA TOPICS**

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

- Busking and music in downtown (Phase II, Precise Plan item);
- General maintenance and cleanliness of downtown;
- Fiscal Year 2023-24 budget conversation for the Downtown Committee (May);
- Update on the unhoused in downtown (tentative May);
- Downtown Committee work plan for the next fiscal year (May 2023);
- Downtown Parking District Renewal (May 2023);
- Signage of historical assets in Mountain View; and
- Assembly Bill 817 (Pacheco 2023-24 Legislative Session [TBD]).

5. ORAL COMMUNICATIONS FROM THE PUBLIC

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

6. UNFINISHED BUSINESS

6.1 DOWNTOWN DEVELOPMENT UPDATES

Planning staff will provide updates on downtown development projects.

6.2 CASTRO STREET UPDATE

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

7. NEW BUSINESS

7.1 ANNUAL SEWER MAIN REPLACEMENTS FOR CASTRO STREET

Staff will provide an overview of planned sewer replacements for downtown.

7.2 ARPA FOR SMALL BUSINESSES

Staff will outline proposed programs for Council's consideration regarding ARPA funds for small businesses.

7.3 DISCUSSION ON BUSINESS-RELATED ISSUES AND AGENDA SETTING

Staff seeks clarity on the Committee's request to consider business-related issues as part of the agenda.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

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

9. ADJOURNMENT

AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

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

ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

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

MINUTES

REGULAR MEETING – TUESDAY, MARCH 7, 2023
ATRIUM CONFERENCE ROOM – 500 CASTRO STREET
10:00 A.M.

1. CALL TO ORDER

The meeting was called to order at 10:02 a.m. by Chair Pamela Baird.

2. ROLL CALL

Present: Committee members Anne Cavanaugh, Mike Kasperzak, Marina Keith (arrived at 10:03 a.m.), David Lin, Kira Pascoe, Merry Yen, Vice Chair Jamil Shaikh, and Chair Pamela Baird.

Absent: Committee member Money Singh (unexcused).

Staff Present: John Lang, Economic Vitality Manager; Edgar Maravilla, Senior Planner; Laurel James, Principal Management Analyst; Robert Gonzales, Principal Civil Engineer; Joy Houghton, Associate Civil Engineer; and Brandon Whyte, Active Transportation Planner.

3. MINUTES APPROVAL

The minutes of the February 7, 2023 meeting were distributed prior to the meeting and approved as distributed.

Motion—M/S Kasperzak/Shaikh—Carried 8-0-1; Singh absent—To approve the minutes of the February 7, 2023 meeting.

4. UPCOMING AGENDA TOPICS

- Busking and music in downtown.
- General maintenance and cleanliness of downtown.
- Fiscal Year 2023-24 budget conversation for the Downtown Committee.
- Update on the unhoused in downtown.

- Develop a standing business issues section in the agenda.

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

6. **UNFINISHED BUSINESS**

6.1 **DOWNTOWN DEVELOPMENT UPDATE**

Planning Division staff provided an update on downtown development projects. The Committee asked that estimated opening/completion dates of projects be included in future staff reports.

Public Comment: None.

No action taken.

6.2 **CASTRO STREET UPDATE**

Economic Development staff provided the following updates related to downtown:

Staff is working with businesses within the Pedestrian Mall area to remove broken, unwanted items from the area. Staff is looking to do a clean-up day the week of March 12.

Staff advised the Committee of the next City Council Ad Hoc Committee meeting for the Castro Pedestrian Mall will be March 20, 2023.

Staff shared that the City Council, at their February 28 meeting, approved a midyear budget adjustment that funds additional staff to do weekend cleanup in downtown and provides entertainment and programming in social eddy areas within the interim Castro Street Pedestrian Mall.

Public Comment: None.

No action taken.

6.3 **CASTRO STREET BIKEWAY FEASIBILITY STUDY**

As a returning item to the Downtown Committee, Public Works staff provided a condensed summary of staff's recommendations for the Alternative 2 Short-to-Medium Term and the Alternative 2 Long-Term solutions that had been previously

shared with the Committee on February 7. The Committee asked questions about bicycle access through the roundabout and the impact to parking from the alternatives. Chair Baird asked that more greening with flora should be considered throughout.

Motion—M/S Kasperzak/Shaiikh—Carried 8-0-1; Singh absent—To approve staff recommendation for the Alternative 2 Short-to-Medium Term and Long-Term solutions.

Public Comment: None.

No action taken.

7. NEW BUSINESS

7.1 HOPE STREET LOTS PROJECT

Kevin Heinichen and Robert Green from The Robert Green Company provided an overview of their proposed hotel and office development located on City Parking Lots 4 and 8. Committee members inquired about the timing of the project, size of the ballroom space in the hotel, noise from the rooftop patio, and availability of public parking.

Public Comment: None.

No action taken.

7.2 TRANSIT CENTER GRADE SEPARATION PROJECT

Motion—M/S Kasperzak/Keith—Carried 8-0-1; Singh absent—To table the item to a future agenda.

7.3 ADVISORY BODY INPUT ON THE FISCAL YEARS 2023-24 AND 2024-2025 COUNCIL WORK PLAN POTENTIAL PROJECTS

City Manager's Office staff presented to the Committee the City Council's 2023-24 and 2024-25 project list from the February 28, 2023 City Council meeting. Staff asked the Committee to identify 10 projects to prioritize. The following projects reflect the Downtown Committee's "Top 10" projects to prioritize.

No.	Project
1	Develop a comprehensive Homelessness Response Strategy.
7	Review and propose revisions to the R3-Zone standards that consider form-based zoning, incentivizing stacked flats, and updated rowhouse guidelines.
9	Begin development of a Moffett Boulevard Precise Plan.
11	Develop a strategy to facilitate low- and middle-income home ownership.
13	Develop comprehensive updates to the Downtown Precise Plan.
14	Review and potentially make updates to the Gatekeeper process.
34	Implement strategies for a vibrant downtown, including the Castro Pedestrian Mall.
35	Begin implementation of the Economic Vitality Strategic Plan (multiple projects).
36	Develop a comprehensive storefront activation program.
39	Implement an online permitting system.

Public Comment: None.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

Staff shared that two community meetings for the Economic Vitality Strategy on Vision and Goals will be held March 9 at 6:00 p.m. in the historic Adobe building and an all-virtual meeting via Zoom March 15 at 6:00 p.m.

Committee member Lin shared a downtown clean-up event will be held on March 19 and April 2 from 2:00 p.m. to 4:00 p.m. Volunteers will meet at the Centennial Plaza.

Chair Baird shared the next Mountain View Historical Society Walking Tour will take place at 2:00 p.m. on Sunday, March 26, 2023.

Committee member Pascoe shared that the Downtown Business Association is launching a "Find a Clover Contest to Spotlight Downtown Businesses" for St. Patrick's Day.

Vice Chair Shaikh announced that the Old Mountain View Neighborhood Association will be hosting "Meet Your Neighborhood Grocer" at Ava's Downtown Market, on the lawn at Mercy-Bush Park on Saturday, March 18, from 3:00 p.m. to 5:00 p.m.

9. **ADJOURNMENT**

The meeting adjourned at 12:12 p.m.

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

Approved on _____.

JL/1/CDD
819-03-07-23mn

DATE: April 4, 2023

TO: Downtown Committee

FROM: Toni Eguilos, Assistant Engineer

SUBJECT: **Annual Sewer Main Replacements—Castro Street and Wild Cherry Lane Construction Impacts**

BACKGROUND

In 2019, the sewer main along Castro Street, between El Camino Real and West Evelyn Avenue, had been televised to assess its condition. The assessment revealed multiple deficiencies which require remediation. These repairs are included in the City's Annual Sewer Main Replacements, Project 19-22.

The proposed improvements include:

- Replacement of the sewer main, laterals, and cleanouts on Castro Street from City Hall to California Street with pipe bursting, a trenchless construction method;
- Multiple spot repairs on the sewer main from El Camino Real to Church Street with traditional open-trench construction; and
- Replacement of the sewer main, laterals, and cleanouts on Wild Cherry Lane between Villa Street and West Evelyn Avenue via open-trench construction and pipe bursting.

Figures 1 through 3 on the following page show the approximate construction locations. The boxes indicate the approximate locations and size of the trenches and/or pipe bursting pits. Specific lateral and cleanout work at individual properties are not shown.

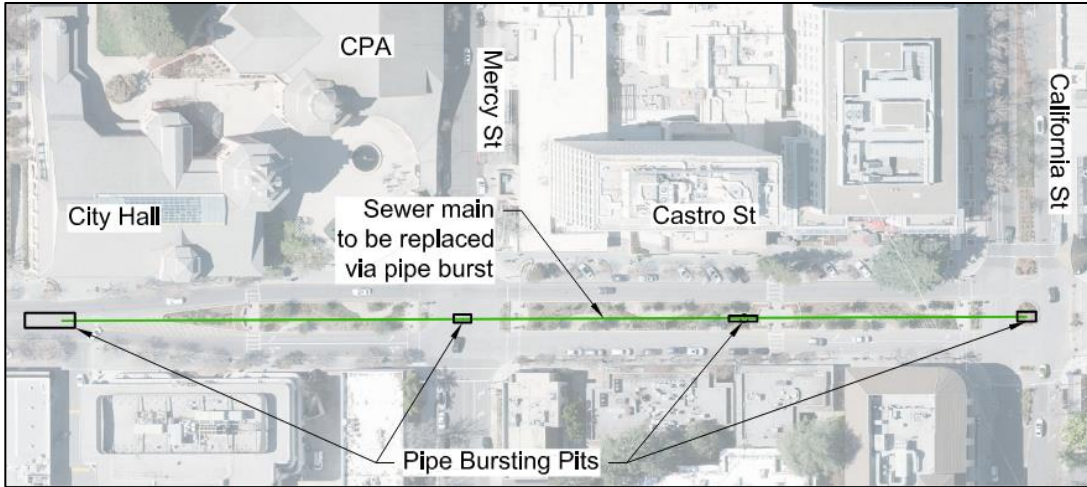


Figure 1: Castro Street—City Hall to California Street

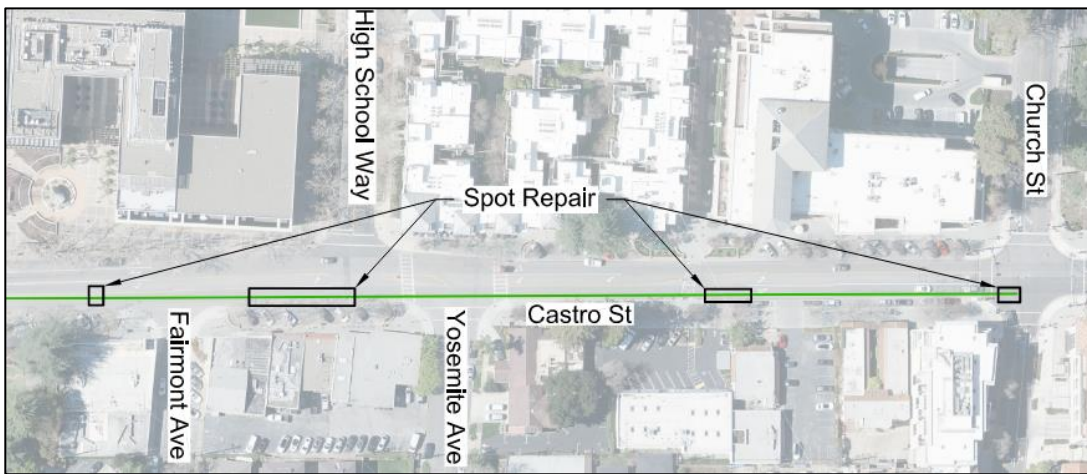


Figure 2: Castro Street—South of Fairmont Avenue to Church Street

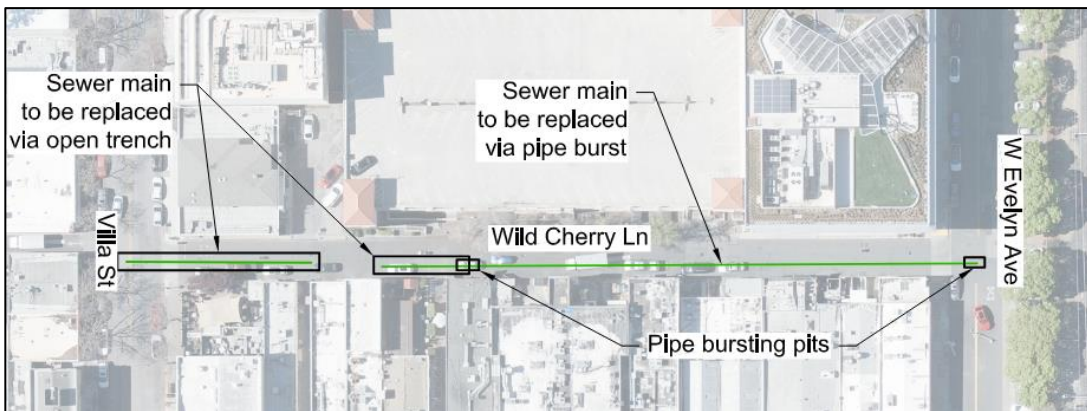


Figure 3: Wild Cherry Lane—Villa Street to West Evelyn Avenue

CONSTRUCTION IMPACTS

The anticipated construction impacts include night work, street parking restrictions, and traffic detours. Some weekday daytime work may be allowed, but most work is expected to be performed at night between 11:00 p.m. to 6:00 a.m., Sunday to Friday. Street parking will be restricted in the active construction zones during approved construction working hours.

In addition, construction will not be allowed during the following scheduled special downtown events:

- June 14, 2023 (Taste of Mountain View);
- July 20, 2023 (Tech Showcase at Civic Center Plaza);
- August 1, 2023 (National Night Out); and
- September 9 and September 10, 2023 (Art and Wine Festival).

Construction is anticipated to begin in summer 2023. Advanced signage and a detailed schedule will be provided to impacted tenants and property owners once a contractor is selected. Staff will also provide an update with specific traffic detour plans and an estimated construction completion timeline.

If you have any questions, please contact Assistant Engineer Toni Eguilos at 650-903-6329.

TE/JL/1/CDD
819-04-04-23M

DATE: April 4, 2023

TO: Downtown Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: **ARPA for Small Businesses**

BACKGROUND

At the June 14, 2022 meeting, the City Council discussed the American Rescue Plan Act (ARPA) funding for small businesses as part of the Fiscal Year 2022 23 budget. Feedback from the City Council on potential uses of funding included:

- Provide direct financial assistance in the form of grants to small businesses;
- Grant assistance to aid in providing access improvements consistent with the Americans with Disabilities Act (ADA); and
- Support Castro Street businesses as well as businesses beyond downtown.

The direction from the City Council was to return with a plan on the use and allocation of the \$500,000 in ARPA funds to support small businesses in Mountain View.

ANALYSIS

Based upon Council feedback, staff is proposing four programs to provide direct support to the Mountain View small business community, which includes downtown. Small business in Mountain View is defined as a firm that has an average of 100 employees or less over the most recent 12-month period. The programs align with the City's Strategic Priorities of Sustainability and Climate Resiliency and Economic Vitality as they focus funds on enhancing small businesses and supporting sustainability measures.

Table 1: Small Business ARPA Programs

Strategic Priorities	Program	Funding
Economic Vitality	Facade Grant Program	\$200,000
Economic Vitality	Outdoor Furnishing Grant Program	200,000
Economic Vitality	Social Media Training Program	25,000
Sustainability and Climate Resiliency	ReThink Disposable	<u>75,000</u>
TOTAL		<u>\$500,000</u>

City Council will be hearing and taking action on the proposal May 9.

JL/1/CDD

819-04-04-23M-1

DATE: April 4, 2023

TO: Downtown Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: **Discussion on Business-Related Issues and Agenda Setting**

BACKGROUND

At the March 7, 2023 Downtown Committee meeting, under future agenda topics, a suggestion was made to have a topic or agenda section associated with business-related issues. Staff is seeking Committee feedback on how best to address the Committee's interest in the topic from an agenda-setting and public input perspective.

ANALYSIS

Traditionally, the way new items are added to the Committee's agenda is based upon feedback from the Committee collected through Item 4 of the agenda, Upcoming Agenda Topics. Alternatively, Committee members and the public can also pose or ask questions to staff under Item 8, which means no direct response can be given; however, this may be brought back to the Committee for follow-up at the next Committee meeting.

To ensure the public has the opportunity to engage in the discussion, staff needs clarification from the Committee on whether to make the topic of business issues a standing agenda item and how best to describe the topic for any future agenda so that the Committee can properly engage in discussion with the public's knowledge.

JL/1/CDD
819-04-04-23M-2