



DATE: December 14, 2021

CATEGORY: Public Hearing

DEPT.: Community Development

TITLE: **Commercial Development at
747 West Dana Street**

RECOMMENDATION

Adopt a Resolution of the City Council of the City of Mountain View Conditionally Approving a Planned Community Permit and Development Review Permit to Construct a New Three-Story Building with 7,000 Square Feet of Office Above 1,600 Square Feet of Ground-Floor Retail Space and Finding the Project to be Categorically Exempt Pursuant to Section 15332 (“In-Fill Development Projects”) of the California Environmental Quality Act at 747 West Dana Street, to be read in title only, further reading waived (Attachment 1 to the Council report).

BACKGROUND

Project Site

The approximately 0.07-acre project site is located on the south side of West Dana Street, between Castro Street and Hope Street. The site is currently developed with an approximately 2,300 square foot, single-story commercial building which would be demolished for the project and is surrounded by commercial uses to the north, east, and west and City Parking Lot 6 to the south.

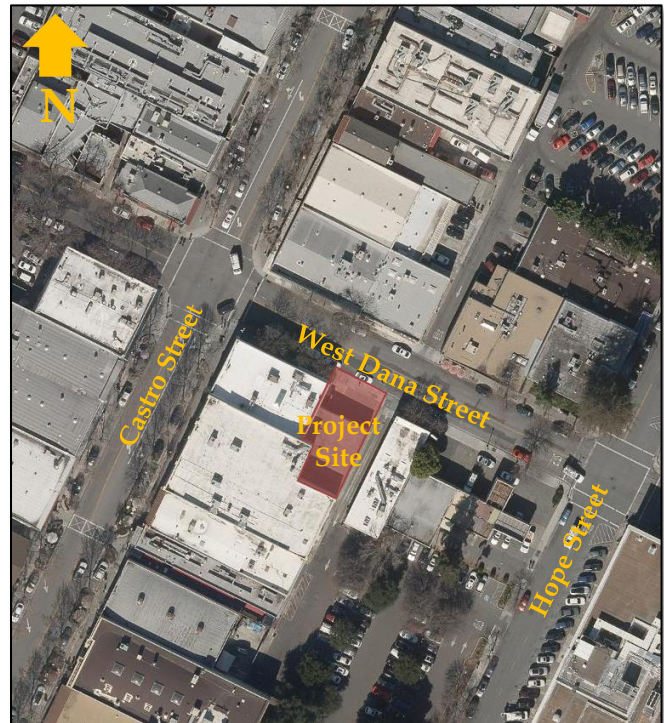


Figure 1: Location Map

Previous Meetings

Neighborhood Meeting

A neighborhood meeting was held via Zoom on July 29, 2021. Nine people attended the meeting and voiced concerns regarding the project design, including the plaster columns, design treatment of the retail frontage, and lack of parking. Since the neighborhood meeting, the project design was revised, and changes were made to increase storefront glazing, decrease the planter height to open up the retail area, and modify the column material to terracotta.

Development Review Committee

The project was reviewed by the Development Review Committee (DRC) on August 18, 2021. The DRC recommended conditional approval of the project, providing direction for the applicant to continue to work with staff to refine the treatment of the retail storefront and building entries, add detailing to the blank wall areas along the western elevation, and provide screening for service areas. Specific DRC recommendations to be addressed with the building permit submittal are included as Condition of Approval No. 18.

Administrative Zoning/Subdivision Committee Public Hearing

The project and lot line adjustment were reviewed by the Zoning Administrator and Subdivision Committee on November 10, 2021. At the meeting, the Zoning Administrator recommended project approval. A lot line adjustment to adjust the existing lot lines to accommodate the new commercial project is also requested as the proposal would otherwise result in a building that crosses over property lines. The lot line was moved by approximately 10' into the neighboring parcel (under the same ownership), and the resulting lots are consistent with the Downtown Precise Plan. The lot line adjustment received final approval by the Zoning Administrator and Subdivision Committee at the November 10 public hearing. Lot line adjustments are approved by the Subdivision Committee. There were no speakers at the hearing.

ANALYSIS

Project Overview

The project proposes to redevelop the site with a new three-story commercial building that includes 7,000 square feet of office above 1,600 square feet of ground-floor retail space. The retail tenant main entrance is located fronting West Dana Street, and the

primary entrance to the upper-floor office is accessed from a lobby off Blossom Lane. A rooftop terrace and third-floor terrace at the front of the building along West Dana Street are included in the project design (see Attachment 2—Project Plans). No parking is included in the project due to the lot size and configuration, and 100% of required parking is proposed to be paid through an in-lieu fee, as discussed later in this report.

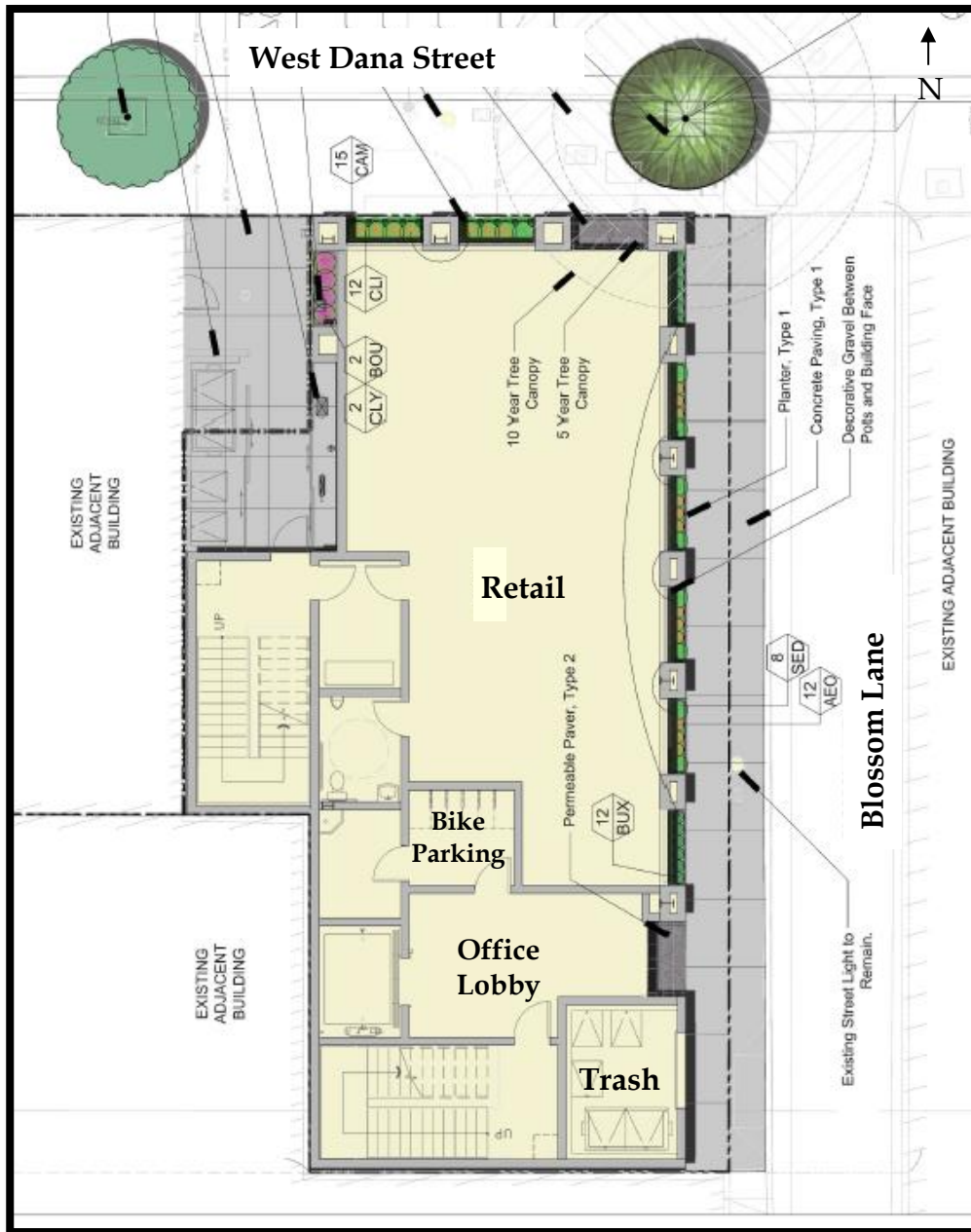


Figure 2: Site Plan

The proposed project utilizes an architectural style that includes flat roofs, well-proportioned terracotta glazed columns expanding across the building facade, and smooth cement plaster. The ground floor is further emphasized with heavy recesses, glass and metal awnings, large expanses of transparent storefront, and landscaping to improve the pedestrian environment. The architectural form is generally consistent with the flat-roofed architecture of the surrounding buildings, and the use of terracotta columns is compatible with the adjacent historic building to the project's west.



Figure 3: View from West Dana Street

General Plan

The site's General Plan designation is Downtown Mixed-Use and is located in the Central Neighborhood/Downtown Planning Area. This area is composed of an active mix and concentration of uses and public spaces in a main-street setting, including restaurants, offices, government services, housing, entertainment, and neighborhood-serving commercial uses.

The proposed project is consistent with the General Plan's vision for the area, which includes allowing office uses and neighborhood-serving commercial uses and promotes the following General Plan policies:

- LUD 6.3: Street presence. Encourage building facades and frontages that create a presence at the street and along interior pedestrian paseos and pathways.
- LUD 7.3: Human-scaled building details. Support new and renovated downtown buildings that include human-scaled details, such as transparent windows on the ground floor that face the street as well as awnings and architectural features to create a comfortable and interesting pedestrian environment.
- LUD 9.1: Height and setback transitions. Ensure that new development includes sensitive height and setback transitions to adjacent structures and surrounding neighborhoods.
- LUD 9.4: Enhanced pedestrian activity. Ensure commercial development enhances pedestrian activity through these strategies:
 - Encourage the first level of the building to occupy a majority of the lot's frontage, with exceptions for vehicle and pedestrian access.
 - Encourage the majority of a building's ground-floor frontage to provide visibility into the building by incorporating windows and doors.
 - Require that ground-floor uses be primarily pedestrian-oriented.
 - Minimize driveways.

Zoning

The site's zoning designation is the P-19 (Downtown) Precise Plan and is located in Area H—Historic Retail District. The project complies with all development standards for Area H as noted in Table 1 below.

Table 1: Compliance with Area H Development Standards

Standard	Requirement	Proposed
Height	4 stories and 55' maximum	3 stories and 50'
Building Coverage	Up to 100%	87%
Build-to-Lines Along Streets	Built to back of proposed sidewalk	Built to back of proposed sidewalk
Side and Rear Yard	None	0' rear 0' and 3'8" side setback
Parking	1/333 square feet for office No parking for retail. Payment of in-lieu fees allowed for 100% of parking.	21 parking spaces paid with in-lieu fee

The project also complies with the applicable design guidelines in Area H, including:

- More than 60% of the ground-level building facade in transparent window surfaces.
- Use of special storefront and facade ornamentation, such as flower boxes and special materials, to reinforce the pedestrian nature of the street.
- Recessed commercial entrances.
- Building walls punctuated by well-proportioned openings that provide relief, detail, and variation on the facade.
- Building roof forms fronting Castro Street should reinforce the character of historic commercial buildings, which typically have flat roofs that reinforce the character of historic commercial buildings.
- Building materials are light in color and accented with dark or bright colors to be compatible with existing architecture in the area.

Transportation and Parking

The project is located in the Downtown Parking District, Area H, which allows up to 100% of required parking to be paid through an in-lieu fee. Based on the downtown parking requirements, the project requires 21 parking spaces. The project lot size is only 0.07 acre and, due to its small size and configuration, is unable to accommodate any

on-site parking. The project is proposing to pay the parking-in-lieu fee for all required parking. The project also proposes a Transportation Demand Management (TDM) plan to reduce parking demand on-site.

The project is proposing five long-term bicycle parking spaces to be located on the first floor of the office lobby. Two short-term bicycle parking spaces for guests are required as a condition of approval. These spaces will likely be located in the retail tenant space as there is limited area on-site to accommodate short-term bicycle parking. Bicycle parking spaces are not required per the Downtown Precise Plan as no vehicle parking is provided on-site. However, bicycle parking is a strategy that is discussed in the TDM Plan and supports multi-modal transportation options.

In an effort to reduce parking demand, the project will implement a TDM Plan (see Attachment 3 – Project TDM Program). The TDM target is a 20% peak-hour vehicle trip reduction through various strategies, including, but not limited to: an on-site employee transportation coordinator; flexible work schedule program; Guaranteed Ride Home program; and on-site bicycle parking facilities.

A multi-modal transportation analysis (MTA) was completed for the project. The MTA studied potential transportation impacts to circulation and parking and found that the project would not result in impacts to the transportation system. Therefore, no transportation improvements were recommended (see Attachment 4 – Project MTA).

Trees and Landscaping

The site is currently entirely covered by a building and paved surfaces and does not have any trees or landscaping. The project proposes to increase on-site landscaping and plant one street tree along West Dana Street. Due to the zero lot line condition, no on-site trees can be accommodated without reducing the building square footage. There are no landscaping requirements for commercial developments located in Area H of the Precise Plan, but the project proposes ground-floor planters along the West Dana Street and Blossom Lane facades. The project also includes additional landscaping on the rooftop deck and second-floor deck along with seating areas for employees.

ENVIRONMENTAL REVIEW

The project qualifies as categorically exempt under the California Environmental Quality Act (CEQA), Section 15332 (“In-Fill Development Projects”), because it is characterized as an infill development which is consistent with the applicable General Plan and zoning designation; is on a project site that is less than five acres; contains no value as habitat for endangered, rare, or threatened species; would not result in any significant effects

relating to traffic, noise, air quality, or water quality; and the site can adequately be served by all required utilities and public services.

FISCAL IMPACT

The subject site currently has a total assessed value of approximately \$12.3 million. The City's share of property tax for the General Operating Fund (GOF) and Parking District Fund is approximately \$4,300 and \$5,000, respectively, per year. If the site were redeveloped with the proposed project, the City would receive approximately \$11,700 and \$15,000 in additional GOF and Parking District property tax revenue per year, respectively.

The project is subject to the City's Below-Market-Rate (BMR) Ordinance, specifically the nonresidential (commercial) Housing Impact Fee. Payment of the required BMR In-Lieu Fee on the net new square footage would result in an estimated payment to the City of \$71,426.

The project would pay parking in-lieu fees based on the fee in effect at the time of payment, which is estimated to be \$1,190,532 based on the current fee.

CONCLUSION

The project supports General Plan policies for street presence, human-scaled building design, and enhanced pedestrian activity; is consistent with General Plan land-use allowances; and complies with applicable development and design guidelines of the Downtown Precise Plan. The proposal promotes a well-designed development that is compatible with and harmonious with surrounding uses and developments and is consistent with other existing and under-construction projects in the area and the DRC- and Zoning Administrator-recommended conditional approval of the proposed development.

ALTERNATIVES

1. Approve the project with modified conditions.
2. Refer the project back to the DRC and/or Zoning Administrator for additional consideration.
3. Deny the project.
4. Provide other direction.

PUBLIC NOTICING

The City Council's agenda is advertised on Channel 26, and the agenda and this report appear on the City's website. All property owners and tenants within a 750' radius were notified of this meeting.

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- Attachments:
1. Resolution Conditionally Approving a Planned Community Permit and Development Review Permit
 2. Project Plans
 3. Project MTA
 4. Project TDM Program