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Mayor Hicks and Councilmembers
City of Mountain View
500 Castro St
Mountain View, CA 94041

Dear Mayor Hicks, Vice Mayor Showalter, and Councilmembers Abe-Koga, Kamei, Matichak, Ramirez, and Ramos:

RE: Item 4.3 of the June 13th Council Agenda: North Bayshore Precise Plan Bonus Office Floor Area Ratio Authorization

We are writing in support of the Google North Bayshore Master Plan. This is a significant action, marking the culmination of years of work. This has not been a simple process, and we commend City staff and Google for their tenacious commitment to getting us all to this moment. And, we urge your support!

In 2017, SV@Home led a diverse coalition of housers in support of a housing-rich North Bayshore Precise Plan and our shared success was tremendous. In reviewing our archives of this campaign, it is striking how monumental this action was at the time. The City displayed tremendous leadership both at the staff and council level, working in partnership with Google and prodded by strong community engagement and advocacy.

What we have come to recognize as good development planning was relatively new, addressing questions like: What do complete neighborhoods look like? What does it mean to really bring housing and jobs growth together? How should we think about economic diversity, use diversity – parks, schools, environmental sustainability? How can we ensure that this new place is accessible to everybody?

At that time, the City of Mountain View approved a plan that called for 9,850 new homes, of which 20% would be affordable - 15% through the existing inclusionary BMR program and an additional 5% as a part of community benefits. Adding millions of square feet of new office and retail development, you had an audacious vision of how to approach development at significant scale in the Bay Area. We were excited and invested and pushed hard to overcome pockets of resistance in the city. North Bayshore would be the model for integrated mixed-use, mixed-income development.

Since 2017 there have been a lot of moving pieces - new councils, conflicts between multiple landowners and the city, a global pandemic, and dynamic changes to the economy. The work of getting to masterplans and shovels in the ground is never easy. And, over the last few years it has become extraordinarily challenging.

The resulting plan is not exactly as envisioned, but it demonstrates the shared commitment to realizing the vision. This plan moves forward with residential development, which was originally tied to commercial development. It also front loads a significant portion of the

June 12, 2023

Re: Item 4.3 of the June 13th Council Agenda: North Bayshore Precise Plan Bonus Office Floor Area Ratio Authorization

Page 2 of 2

planned affordable housing, recognizing the magnitude of the need in Mountain View, even as it pulls back on the full 20% we were all looking forward to.

This is a substantial project and the planning work here is detailed and deliberate, showing a clear commitment to outcomes. In addition, the need for affordable housing in Mountain View is staggering. Getting plans on paper is hard, keeping them moving forward with a strong sustained vision is harder and will require continued commitment by the city's leadership to this partnership with Google. We are in strong support of moving forward.

Sincerely,



Regina Celestin Williams
Executive Director





Project Address: North Bayshore Master Plan

Project Sponsor: Google

Date of HAC Review: 6/7/2023

Grading Scale

★ = The project meets the high standard set by local jurisdiction and/or HAC

★★ = The project exceeds HAC standards

★★★ = The project far exceeds HAC's standards and exhibits creativity in its proposed solutions

Criteria for HAC Endorsement

1. The development must have been presented to the HAC Project Review Committee
2. The Project must score a minimum of ★ on any given guideline

<i>Guideline</i>	<i>Comments</i>	<i>Score</i>
Summary	HAC is proud to endorse the proposed North Bayshore Master Plan. In addition to bringing thousands of critically-needed affordable and market-rate homes to downtown Mountain View, it will also greatly enhance the neighborhood by improving the pedestrian experience and public transit access. We also applaud the project team for collaborating with community members to align on a robust community benefits package that will create new open spaces and activate the ground floor area.	★★★
Land Use	The proposed plan will transform a low-rise suburban office park into 7,000 homes, 1,050 of which will be subsidized affordable. As our region grapples with a severe housing shortage, these 7,000 new homes will make a significant contribution toward Mountain View and the Bay Area's overall housing supply. The mixed-use plan also emphasizes walkability as well as open space provision.	★★★
Density	Given the FAA restrictions limiting height onsite, the plan creates strong density in accordance with the height, setback, and massing requirements of the Precise Plan and the various Character Areas. The plan features net 72 units/ac (excluding Marine Way and Amphitheatre at 94 units/ac) as well as a weighted FAR of 1.47 over the Master Plan Area. The Committee appreciates the project team's work to maximize density within these various restrictions.	★★★
Affordability	With 15% of the units subsidized affordable (1,050 of 7,000), the North Bayshore Master Plan will deliver an abundance of much-needed affordable housing. The Committee applauds the project team for spreading these homes throughout the project, as this will help create more equitable and economically diverse communities.	★★
Parking & Alternative Transportation	While the site is not currently well-served by transit — the nearest Caltrain station is about 3 miles away — the master plan includes well-designed strategies to make public transit more accessible for residents. These include increasing access to the MVGo Shuttle, Mountain View Community Shuttle, VTA bus route 40, and the ACE Orange Line train shuttle, which will not only help reduce car dependence but also increase the walkability of the general area. In terms of parking, while there is a significant amount, we appreciate that the spots will be offsite. The Committee also appreciates the significant TDM plan.	★★

Preservation	The project will retain the building at 1201 Charleston, which houses an egret rookery on the rooftop.	N/A
Urban Design	HAC is impressed with the urban design, overall. As mentioned above, the design prioritizes walkability with housing, open space, and commercial uses being interspersed throughout the plan. The plan not only creates a strong pedestrian experience within the site plan, it also helps create cohesion with surrounding spaces, such as the Green Loop, the Stevens Creek Trail, Downtown, and the Shoreline Ampitheater.	★★★
Environmental Features	The proposed plan will meet Mountain View's extremely high bar for environmental features, including meeting LEED Platinum for all office buildings and meeting a minimum of Greenpoint score of 120 points. In addition, the project will be going above and beyond by targeting carbon-neutrality by 2030, as well as implementing potential district systems to help close resource loops within the Master Plan Area. The Committee enthusiastically supports implementation of these innovative systems.	★★
Community Benefits	In addition to the housing and the urban design elements, the plan includes a wide variety of community benefits that exceed minimums set by the City. First, the dedication of land at Shorebird Yards as well as the associated site preparation costs will set up creation of a school in the future. The project will also provide \$18.5 million of public funds to help finance ground floor activation, public art, people-centric funds, and improvements to the Eco Gem open space. The plan will also include long-term employment for union builders as the project comes together.	★★★
Community Input	The team has consistently shown a willingness to engage with the community in good faith, holding over 60 meetings with over 20 community groups and stakeholders over the past two years. They have also implemented a number of key changes based on these meetings, including the addition of the Eco Gem, relocation of parking away from the rookery, reorientation of the open space to better integrate with the other elements, and inclusion of the future school site.	★★★



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Tuesday, June 13, 2023

Mayor and Councilmembers
City of Mountain View
500 Castro Street
Mountain View, CA 94041

RE: Item 6.1 Google North Bayshore Master Plan

Dear Mayor and Councilmembers,

My name is Enrique Arguello, I am the Business Manager of LiUNA Laborers Local 270 that represents Monterey, San Benito, Santa Cruz and Santa Clara County with a membership close to 7,000 strong. Our members are honored to have contributed to the growth of the City of Mountain View and are proud to have built projects like the proposed Google North Bayshore Master Plan from the ground up over the decades.

First, I want to thank you for your leadership on housing affordability, jobs, and additional issues of importance to our membership. I write to you to express my support for the Google North Bayshore Master Plan project as this will create many jobs and will also maintain people employed while the development occurs. The Google North Bayshore Master Plan moves the needle forward helping solve the housing crisis. Also, this project will also support the labor workforce that has the skills, training and proven experience to build the development.

While housing affordability, supply and security are among the top concerns of residents in the City of Mountain View, Santa Clara County and the state of California this project will increase 7,000 residential units. Of those 7,000 residential units 15% will be affordable residential units. This will literally be the key to open doors to many families and individuals who are struggling to find a place to live in Mountain View.

In short, the Google North Bayshore Master Plan Project provides opportunity for growth, jobs, housing and a better quality of life for the residents of Mountain View. I respectfully ask you to join me in supporting the Google North Bayshore Master Plan.

In Community Spirit,

Enrique Arguello
Business Manager/Secretary Treasurer

*Affiliated with the Laborers' International Union of North America serving
Santa Clara, Santa Cruz, San Benito and Monterey Counties*





June 13, 2023

Mountain View City Council
 City of Mountain View
 500 Castro Street
 Mountain View, CA, 94014

Re: Letter of Support for the North Bayshore Master Plan

Dear Mountain View City Council,

On behalf of the Silicon Valley Bicycle Coalition, a nonprofit building healthier and more just communities by making bicycling safe and accessible for all, we are writing in support of the North Bayshore Master Plan and recommend the council move the plan forward.

The proposed development would turn the company’s headquarters into a vibrant and dense community that prioritizes placemaking and active transportation, while increasing the much-needed housing supply. The plan includes over 26 acres of public parks and open spaces, nearly 300k square feet of retail and community spaces, and the addition of 3.5 miles walking and bicycling trails, as well as 7,000 residential units of which 15% will be earmarked for affordable housing.

Our team of advocates were immensely impressed with the level of detail and thought placed into every aspect of the plan—from the environmental accommodations for our feathered friends to the off-street bikeways and connections to the Stevens Creek and Permanente trails for those who walk and bike. It is clear Google and the city spent considerable time and effort soliciting stakeholder feedback to understand the impact such a project would have on Mountain View communities. To that end, as the city and Google work together to implement this plan over the coming years, we recommend you place a greater focus in the following areas to maximize the public benefit:

- **Creating Level and Accessible Pedestrian Pathways:** Ensure that pedestrian pathways within the master plan are designed to be safe, level, and accessible, accommodating people of all ages and abilities, including those with disabilities or mobility challenges.
- **Prioritizing Affordable Housing in Future Adjustments:** Considering the current remote-work dynamic, we recommend the addition of more affordable housing units when making any future adjustments or reductions in office space.
- **Strengthening Public Transportation Systems and Transportation Demand Management (TDM) Policies:** We urge Google to implement effective incentives and disincentives—such as placing a price on parking— for its employees to reduce single-occupancy vehicle trips and promote alternative transportation modes. Moreover, improved and more frequent public transportation service will be crucial in mitigating traffic congestion and curbing the environmental impacts created by a project of this size and scope.

SVBC has been a long-standing supporter of mixed-use developments and affordable housing. We see them as a vital pillar in our effort to create livable, healthy communities that are safe and accessible for those that walk and bike. We strongly recommend that council move the plan forward, and we look forward to working closely with Google and the city as it breaks ground on this project. Thank you for your time and consideration.

Sincerely,

Shiloh Ballard
 President & Executive Director

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Shiloh Ballard
 President and
 Executive Director

SVBC is a 501(c)(3)
 non-profit organization

From: [Merry Yen](#)
To: [City Council](#)
Subject: I support the North Bayshore Precise Plan!
Date: Tuesday, June 13, 2023 3:45:30 PM

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Please approve the updated North Bayshore Precise Plan tonight so we can get new housing built in the North Bayshore area!

Thank you.

Merry Yen
[REDACTED] Mountain View

From: [Molly Weiss](#)
To: [City Council](#)
Subject: North Bayshore Plan
Date: Tuesday, June 13, 2023 4:00:02 PM

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Hello City Council,

As a resident of Mountain View, I support the North Bayshore Precise Plan. Please approve it so we can get new housing built there!

Thanks,
Molly Weiss

From: [Claire Pennline](#)
To: [City Council](#)
Subject: North Bayshore Precise Plan
Date: Tuesday, June 13, 2023 4:18:13 PM

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Please approve the updated North Bayshore Precise Plan tonight so we can get new housing built in the North Bayshore area!

Thank you.

From: [Jeremy Hoffman](#)
To: [City Council](#)
Subject: I support the North Bayshore Precise Plan
Date: Tuesday, June 13, 2023 4:29:46 PM

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It's a tremendous opportunity for a vibrant mixed-used community that Mountain View will be really proud of for decades.

As recent economic trends have shown, we can't "count our chickens before they hatch" we certainly shouldn't "kill the golden goose." If Mountain View squanders the opportunity for this investment, we may never get it again.

Thank you for all your hard work on behalf of the city.

Jeremy Hoffman, Mountain View resident