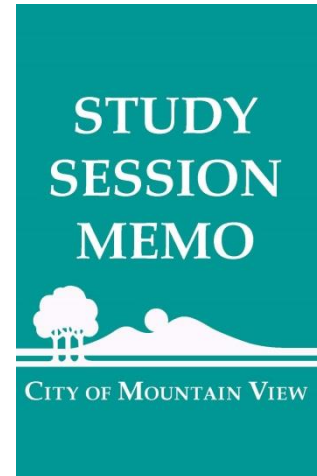


**DATE:** October 20, 2015

**TO:** Honorable Mayor and City Council

**FROM:** Melinda M. Denis, Deputy Zoning Administrator  
Terry Blount, Assistant Community Development Direct/Planning Manager  
Randal Tsuda, Community Development Director

**VIA:** Daniel H. Rich, City Manager



**TITLE:** 1400 North Shoreline Boulevard Master Plan

---

## **PURPOSE**

The purpose of this Study Session is to present the proposed Master Plan for the Shoreline Commons mixed-use development and receive City Council input on the proposed project, conformance with the North Bayshore Precise Plan, and public benefits. The Master Plan and Planned Community Permits will be presented to the City Council for formal review at a future date.

## **BACKGROUND**

### **Project Location**

The project site is approximately 25.5 acres located at the corner of North Shoreline Boulevard and U.S. 101 in the North Bayshore Area. The site is located in the Gateway Character Area of the North Bayshore Precise Plan (Precise Plan) and is bounded by Plymouth Street to the north, U.S. 101 to the south, Shoreline Boulevard to the east, and an office building to the west. The site consists of five parcels and is currently occupied by a movie theater, offices, retail, restaurants, surface parking, and landscaping.

### **North Bayshore Precise Plan**

The Precise Plan was adopted by Council in December 2014 and envisions the Gateway Character Area as a mixed-use center and allows a variety of uses, including office, entertainment, retail, restaurants, outdoor dining, services, and hotel. The Gateway Character Area allows the highest development intensity (up to 2.35 floor area ratio (FAR)) and building heights (up to eight stories) in North Bayshore. The Precise Plan establishes development standards including land uses, floor area ratio, bonus floor

area ratio, lot coverage, building placement, frontages, building massing, block standards, and signs.

The Precise Plan requires a Master Plan for a project within the Gateway Character Area. The Master Plan process provides an integrated approach for large developments and allows the City to achieve key Precise Plan objectives such as improved circulation and access, walkable human scale blocks, and multiple buildings that help shape public streets and spaces. The Master Plan must be reviewed by the Environmental Planning Commission (EPC) who will forward a recommendation to the City Council.

### **Bonus FAR Application Process**

The Council allocated 2.2 million square feet of net new office development through the Bonus FAR process. The City received seven Bonus FAR applications in February 2015 totaling approximately 5.8 million square feet for the available 2.2 million square feet. Each application was analyzed to determine which projects met key Precise Plan objectives and therefore qualify for Bonus FAR square footage. The LinkedIn and Sywest Bonus FAR application for this site requested 1.6 million square feet of office and included a six-level parking structure, ground floor retail and restaurants, athletic club, and movie theater, as well as public benefits, transportation improvements, and higher sustainability measures. The Council allocated 1.5 million square feet to the LinkedIn and Sywest project at the May 2015 Bonus FAR public hearing.

### **Environmental Planning Commission Study Session**

An EPC Study Session was held on September 16, 2015 to provide an overview of the Master Plan and receive feedback and direction on key topics. A summary of the EPC comments are provided below for each key topic. Overall, the EPC was supportive of the proposed Master Plan, site design, building massing, and public benefits, and felt the proposed project follows the vision of the Precise Plan. The EPC expressed concern, however, regarding the potential traffic impacts associated with the office buildings and displacement of existing small commercial businesses, and requested more specifics on the project draft transportation demand management plan.

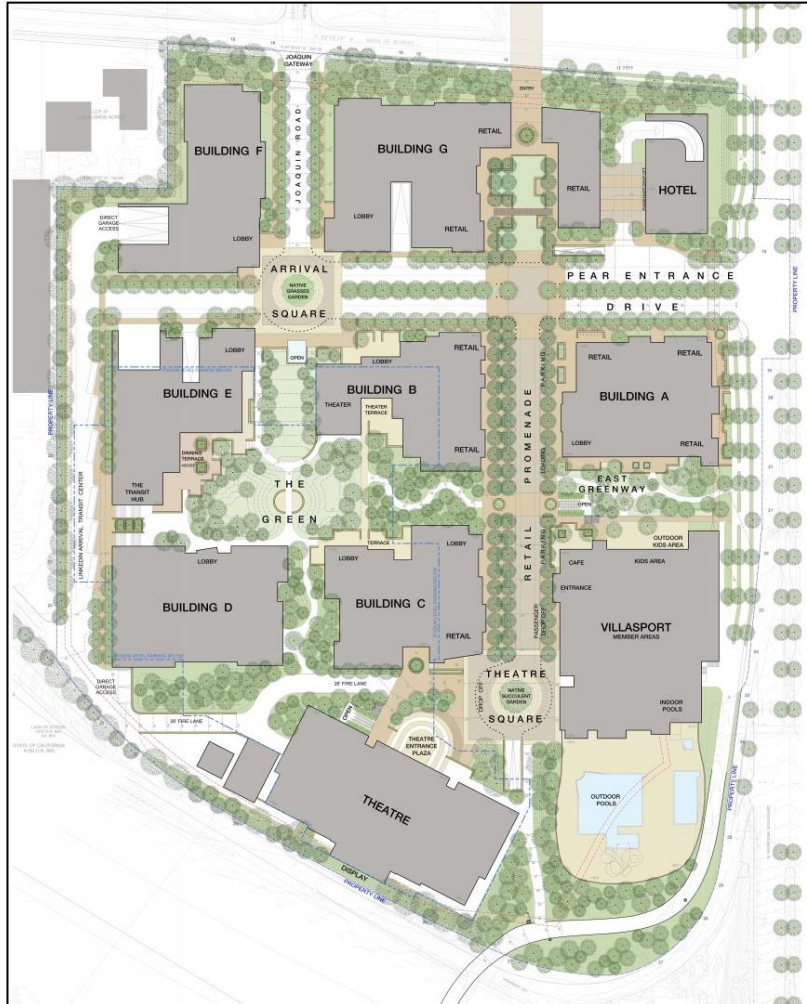
### **DISCUSSION**

This section of the report will describe the project overview and phasing, and cover topics related to site design, building massing, and public benefits. It is important to note this is a very early step in the approval process and is only focused on the big-picture issues of the Master Plan. A summary of each topic and the EPC comments are provided below.

## Project Overview

LinkedIn and Sywest (applicants) are proposing the Shoreline Commons Master Plan for a mixed-use development with the following components:

- Four mixed-use retail and office buildings;
- Three office-only buildings;
- Athletic club;
- Multi-screen theater;
- 200-room hotel;
- Retail building;
- Below-grade and podium parking structures;
- Pedestrian and bicycle paths; and
- Open space areas.



The project boundaries increased after the Bonus FAR review process to include two parcels located at the corner of Plymouth Street and Shoreline Boulevard. This places the proposed hotel and a retail building on the corner. Other refinements to the project included removal of an above-grade parking structure, replaced with an additional office building.

The Master Plan proposes 1,491,789 square feet of office (1.35 office FAR); 93,036 square feet of retail and restaurant space; 98,000 square feet of athletic club; 88,500 square feet of theater; and a 98,969 square foot hotel, over two levels of underground parking and one level of podium parking, for a total gross building area of 1,870,294 square feet and

a 1.69 total gross building FAR. The three major occupants are LinkedIn, VillaSport, and Century Theaters.

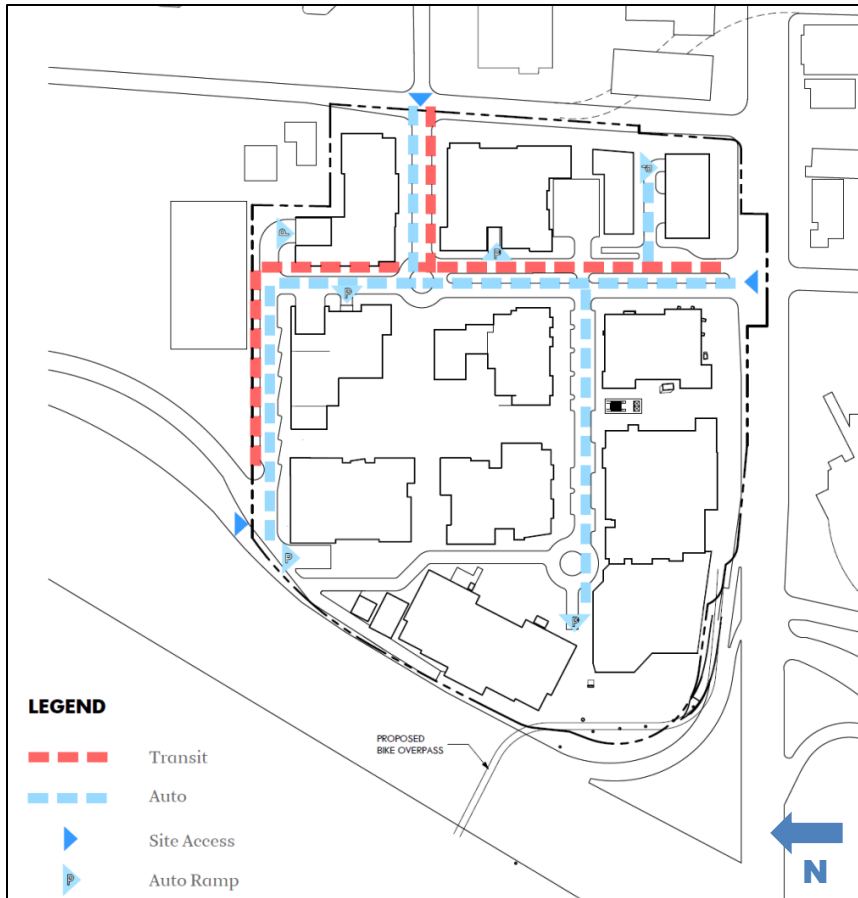
### **Project Phasing**

The applicant is proposing to construct the project in three phases (see Attachment 1 – Master Plan Project Plans). Phase 1 will consist of the athletic club, movie theater, 63,000 square feet of retail and restaurant space, and one million square feet of office (Buildings A, B, C, D, and E). The underground parking facilities, the Pear Entrance Drive, Joaquin Road, retail promenade, sidewalks, bicycle paths, and open space areas will also be constructed with Phase 1. Construction is estimated to begin in mid-2017 if the project is approved in 2016, and would last approximately three and one-half years with occupancy at the end of 2020. A full environmental review and public hearing approval process will be required.

Phase 2 consists of approximately 30,000 square feet of ground-floor retail and 450,000 square feet of office (Buildings F and G). Occupancy is estimated three years after Phase 1 opens, or near the end of 2023. Phase 3 consists of an approximately 30,000 square foot retail building and a 200-room hotel. Occupancy is estimated two years after Phase 2 opens, or near the end of 2025. Approval of a Development Agreement concurrent with the Master Plan approval will be required for the proposed phasing plan.

### **Site Design**

The project site is designed into small blocks which are divided by large open spaces, publicly accessible greenways, plazas or squares, a retail promenade, and/or new internal streets. The large publicly accessible open spaces, greenways, and outdoor dining areas provide areas for the public to gather, as well as additional meeting and interaction spaces for employees. To enhance the open spaces, almost all of the parking for the project site is located in two below-grade parking levels and one podium level parking facility with minimal on-street parking on the retail promenade. The proposed building widths provide human-scaled buildings and create pedestrian and bicycle-friendly blocks less than 400' in width as required under the Precise Plan. Building setback areas are landscaped to improve the pedestrian environment and buildings are placed to address the street (see Attachment 1 – Master Plan Project Plans).



The site design proposes three main vehicle access points, including Shoreline Boulevard and Pear Avenue, Plymouth Street and Joaquin Road, and a new Frontage Road. An internal east-west street labeled "Pear Entrance Drive" extends from Shoreline Boulevard to the main "Arrival Square" and provides pedestrian, bicycle, and vehicle access. The Arrival Square is the on-site destination for visitors and guests, and is located between Buildings B, E, F, and G at the intersection of Pear Entrance Drive

and Joaquin Road. Joaquin Road extends from Plymouth Street south to the Arrival Square and provides pedestrian, bicycle, and vehicle access with sidewalks and shade trees. An internal north-south street labeled "Retail Promenade" extends from the Pear Entrance Drive to the Theater Square and also provides pedestrian, bicycle, and vehicle access. The Retail Promenade provides access to the retail and restaurants, athletic club, and movie theater and proposes wide sidewalks, shade trees, outdoor dining, and parallel parking. A large drop-off for visitors accessing the movie theater and athletic club is located at the Theater Square. The Frontage Road provides direct vehicle access to the underground parking garage as well as a proposed transit center. The transit center is designed to accommodate commuter-size buses and provides convenient drop-off locations adjacent to the office buildings. The proposed vehicle site access, and all transportation aspects, will be studied as part of the environmental review for the project and modifications to the site design and access may be required if new or increased environmental impacts are identified.

There are a series of pedestrian paths woven throughout the project site connecting pedestrians to the various open spaces and buildings. The proposed pedestrian and

bicycle bridge over U.S. 101 will connect the community south of U.S. 101 to Shoreline Boulevard and the project site. A staircase from the pedestrian and bicycle bridge connects directly to the project site between the athletic club and the movie theater. Pedestrians and bicyclists can also continue on the bridge which connects to Shoreline Boulevard.

The project proposes a variety of open space areas for public gatherings, outdoor dining, meetings, and interaction spaces. The main open space is labeled “The Green” and is situated in the center of the site between Buildings C, D, E, and F and then extends across the Retail Promenade to the “East Green” between Building A and the athletic club. The open space is publicly accessible but may also be closed off for occasional private employee events. The Retail Promenade and Theater Square provide a streetscape similar to downtown Castro Street with outdoor dining, retail storefronts, wide sidewalks, shade trees, and minimal street parking.

#### *EPC Comments*

The EPC was supportive of the overall site design, access, and circulation. The EPC recommended the retail promenade extend to Plymouth Street with the Phase I development. The transit center should be designed to accommodate private and public shuttles, including the Mountain View shuttle. The applicant was encouraged to study how the central green and east green open space areas can be activated in such a way that after the office employees are gone it does not appear abandoned. Consideration should be made by the applicant to incorporate public art into the building design and to provide additional landscape and planting for the movie theater and athletic club at the corner of the site adjacent to Shoreline Boulevard and U.S. 101. The size of the proposed underground garage is very large and the circulation design, wayfinding, and signage are important for vehicles, pedestrians, and bicycles navigating in and out of the garage.

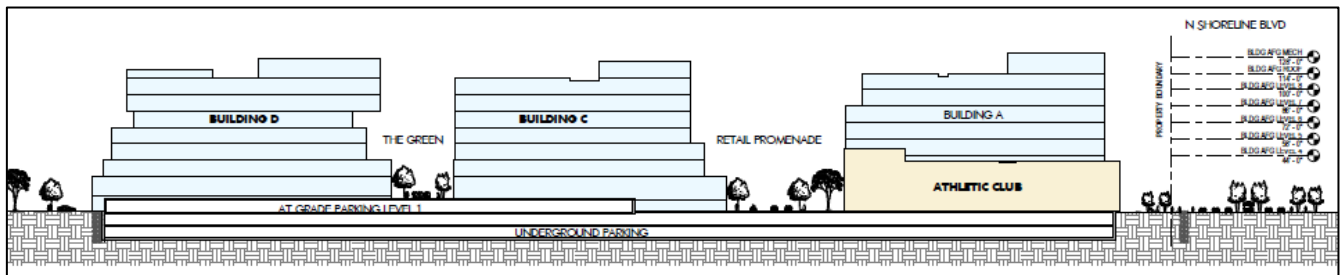
*Question No. 1: Does Council support the proposed site design, access, and circulation?*

#### **Building Massing**

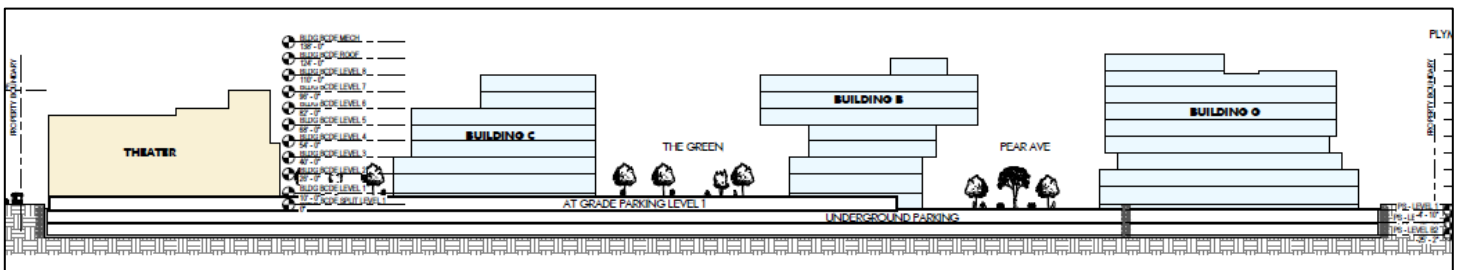
The Precise Plan establishes building massing guidelines for new construction in the Gateway Character Area. New buildings should have a taller ground floor with a continuous street wall that is two to four stories in scale. The ground floor should be distinguished from the upper floors, particularly in high-pedestrian areas, and incorporate large transparent windows displaying an active ground floor. The upper floors should step-back and incorporate horizontal and/or vertical articulation to reduce the visual appearance of the bulk and mass. In order to avoid long,

unarticulated building facades, massing breaks should be provided every 200' in width. Throughout the Gateway Character Area, the upper floors should be sensitive to views of the surrounding mountains and the bay and buildings designed to preserve the views.

The Master Plan proposes building massing ranging from two stories to eight stories and a maximum building height less than 140'. The athletic club is lower in height and located near the southeast corner of the site adjacent to U.S. 101 and Shoreline Boulevard. The lower building massing allows the site to step-up to the higher building mass for the movie theater and office buildings located on the remainder of the site. The movie theater is highly visible from U.S. 101 and the building massing is similar to a six-story office building to accommodate large movie screens on two floors. The office buildings fronting Shoreline Boulevard and the internal streets propose ground-floor retail, lobby entrances, or outdoor dining areas that activate the ground-floor facade. Buildings located at key street intersections provide corner treatments to differentiate the corner and articulate the building massing. The upper floors for the office buildings provide step-backs and articulation to reduce the visual appearance of the bulk and mass. The upper floor step-backs also allow areas for landscape rooftop terraces. All of the office buildings except Building F will include a rooftop terrace that provides additional outdoor space for social gatherings, meetings, or relaxing. The project will be reviewed by the Development Review Committee (DRC) during the formal development review process and provide recommendations on the design, architecture, and landscaping. Council comments on the proposed building massing will provide direction for staff and the DRC during the development review process.



*East/West Section (Interior Property Line to Shoreline Boulevard)*



*North/South Section (U.S. 101 to Plymouth Street)*



### *EPC Comments*

The EPC was generally supportive of the proposed building massing and articulation and recommended some refinements to the design. EPC requested the applicant provide light and shade studies for the open space areas. The open space areas may be in shade due to the proposed building massing. Consider the views of the mountains from the pedestrian level and not just from the upper levels of the office buildings. Continue to refine the building design for Buildings F and G facing Plymouth Street, particularly enhancing the pedestrian streetscape. Also, continue to refine the building design for the athletic club and movie theater to be more inviting and pedestrian friendly. The large movie theater roof may be an ideal location for photovoltaic installation. The EPC also encouraged the applicant to consider incorporating a publicly accessible roof terrace into the project. All of the proposed roof terraces are proposed for private use only.

*Question No. 2: Does Council support the overall building massing and heights?*

### **Public Benefits**

New development projects in the Gateway Character Area may receive a maximum 2.35 Bonus FAR based on the Bonus FAR process in the Precise Plan. The minimum or base FAR is 1.0 and projects may earn a Tier 1 Bonus 0.50 FAR (1.50 total FAR) for providing a public benefit or district improvement project. The type of district improvement project may be an on- or off-site improvement project and should focus on transportation. The Precise Plan identifies several priority transportation improvements and grouped priority improvements by high or medium priority. Projects may earn an additional bonus FAR or Tier 2 Bonus 0.50 FAR (2.00 total FAR) by providing a public benefit, district improvement project, higher-performing green building, or zero net green building. The final Bonus FAR or Tier 3 Bonus 0.35 FAR (2.35 total FAR) may be earned by providing a public benefit, district improvement project, higher-performing green building, or zero net green building. The applicant is proposing a total gross 1.69 FAR and requires the Tier 1 and Tier 2 Bonus FAR.

The applicant is proposing a number of public benefits and district improvement projects and a summary is provided below and included in the attached project plans.



Public Benefits:

- Funds to complete the remodel of the Mountain View Public Library.
- Offer 30,000 to 50,000 square feet specifically identified for small, local retail businesses, including opportunities for existing businesses on-site to remain.

Transportation-Related Improvements:

- Fund and manage implementation/construction of new U.S. 101 Frontage Road from Google-Landings site to the project site (*Medium-Priority Project*);
- Construct Shoreline Boulevard improvements between U.S. 101 to Pear Avenue, with construction of the proposed project (*High-Priority Project*);
- Construct Shoreline Boulevard improvements between Pear Avenue and Plymouth Street, with the Plymouth-Space Park realignment (*High-Priority Project*);
- Fund/construct a new pedestrian/bicycle bridge over U.S. 101 (*High-Priority Project*); and
- Fund feasibility and design study of the U.S. 101/85 and Shoreline Boulevard off-ramp realignment (*Medium-Priority Project*).

Some of the transportation-related improvements listed above may be required as a condition of project approval, and would therefore not be classified as a benefit for the Bonus FAR. The environmental review for the project will include a traffic analysis that will identify which transportation-related improvements may be required for project implementation or the Bonus FAR. The project will be required to show how it can accommodate all the users of the site while achieving a 45 percent single-occupancy vehicle rate and not exceed the Precise Plan trip caps. Staff will continue discussions with the applicant to determine which items will qualify for the Bonus FAR or be required as a condition of project approval.

*EPC Comments*

The EPC was generally supportive of the proposed public benefits and transportation-related improvements as currently proposed. EPC stated that additional information and traffic analysis is needed to quantify the transportation-related improvements and determine which improvements may be required for the development project. If the

traffic analysis determines the proposed transportation-related improvements will be required for the project, the EPC recommended the applicant consider additional public benefits.

*Question No. 3: Does Council support the proposed public benefits and district improvements for the Bonus FAR request?*

### **RECOMMENDATION**

Staff recommends the City Council have dialogue, provide general feedback on the Master Plan, and provide direction on the specific questions posed in the Study Session memo.

### **NEXT STEPS**

Following feedback from the City Council at this Study Session, the project will begin the formal development review process, which includes review by the Development Review Committee and staff. The EPC will make a formal recommendation to the City Council on the Master Plan, and the Zoning Administrator will make a formal recommendation on the Planned Community Permits at a future date. The Master Plan is expected to come back to a Council Study Session in early 2016 after the high-level traffic analysis has been completed and the architecture has been further developed. The Master Plan and Planned Community Permits are expected to come back to Council for formal review in fall 2016.

### **PUBLIC NOTICING**

The City Council agenda is advertised on Channel 26, and the agenda and this report appear on the City's Internet website at [www.mountainview.gov](http://www.mountainview.gov). All property owners within a 1,000' radius were notified of this meeting. Additional public meetings will be held regarding this project, and property owners and interested parties will be notified of these meetings as they are scheduled.

MMD/3/CAM  
817-10-20-15SS-E

Attachment: 1. Master Plan Project Plans