

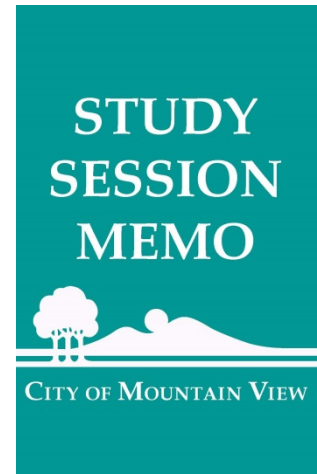
DATE: May 28, 2013

TO: Honorable Mayor and City Council

FROM: Scott Plambaeck, Senior Planner
Peter Gilli, Planning Manager (Acting)/
Zoning Administrator
Randal Tsuda, Community Development
Director

VIA: Daniel H. Rich, City Manager

TITLE: 700 East Middlefield Road (RREEF) Project



PURPOSE

The purpose of this Study Session is to present the City Council with a revised site plan for the RREEF office project at 700 East Middlefield Road and receive Council feedback and direction.

BACKGROUND

The City Council has discussed 1.0 floor area ratio (FAR) office projects in the East Whisman Change Area, including the proposed project, on several occasions in 2013.

Public Hearing on 625 Clyde Avenue (TMG)

On March 19, 2013, the City Council approved a 1.0 FAR office project for TMG at 625 Clyde Avenue. The following conditions were required for that project, which the Council may consider applying to other 1.0 FAR projects, such as 700 East Middlefield Road:

- Transportation Demand Management Program (TDM) measures to achieve at least a 20 percent peak-hour trip reduction, including a shuttle service;
- Reduction in parking spaces by 10 percent;
- T Zone contribution (\$3.62 per square foot of net new building area) for future public improvement projects in the area;
- Off-site improvements (equating to an additional \$1.36 per square foot of net new building area) for pedestrian and bicycle access improvements to the Middlefield Light Rail Station; and/or

- Community benefit to set up a Transportation Management Association (TMA) with the associated start-up costs of \$250,000 (equating to \$1.07 per square foot of net new building area).

In addition, the City Council held three Study Sessions in February and March 2013 on the topic of 1.0 FAR, including:

- **February 12, 2013 Study Session** (see Attachment 1 – City Council Study Session Memorandum on 700 East Middlefield Road Dated February 12, 2013).
- **February 26, 2013 Study Session** (see Attachment 2 – City Council Study Session Memorandum on 700 East Middlefield Road and East Whisman Road 1.0 FAR Considerations Dated February 26, 2013).
- **March 28, 2013 Moderated Study Session at the Senior Center** (see Attachment 3 – City Council Study Session Memorandum on Workshop on Expectations of Future Development Projects in East Whisman and Other High-Intensity Office Areas Dated March 28, 2013).

The following is a summary of the major points and direction given by Council at these meetings that apply to the 700 East Middlefield Road project:

- The arrangement of buildings on the site plan created a large open space that was disconnected from public view; the plan should connect the open space with the public right-of-way (February 26, 2013 Study Session);
- Buildings oriented to the Highway 237 frontage road are not necessary since pedestrians and bicyclists would not use the frontage road (February 26, 2013 Study Session);
- Reduction of the height and massing of the parking structure should be explored (February 26, 2013 Study Session);
- Improved access to the local transit station is expected for all projects (February 26, 2013 Study Session);
- New projects should join a TMA (February 26, 2013 Study Session);
- Projects that propose 1.0 FAR should be a minimum LEED Platinum (February 26, 2013 Study Session and March 28, 2013 Moderated Study Session);

- Projects should provide off-site improvements to pedestrian and bicycle connectivity in the East Whisman Change Area (March 28, 2013 Moderated Study Session).

DISCUSSION

The applicant submitted a letter describing how they responded to Council comments (see Attachment 4—Sares Regis Response Letter) with a: (1) modified project design; (2) new retail building; (3) parking structure changes; (4) transportation mitigations; and (5) community benefits.

1. Project Design

The original plan reviewed by the Council at the February 12 and 26 Study Session meetings included four buildings (two 6 stories and two 8 stories) along the project perimeter with a large open space area between the buildings and the parking structure. The original plan saved approximately 155 Heritage trees. As previously noted, Council raised concerns with the layout of the buildings and open space, as well as the building heights.

The applicant revised the site plan by rotating and pairing the buildings to create open space view corridors from the Highway 237 frontage road through the site (see Attachment 5—Revised Site Plan). In addition, the reorientation of the buildings result in the optimal solar exposure for the buildings, where the shortest building sides face west where the afternoon sun is greatest. This alignment will help minimize the need for air conditioning in the building, greatly improving its LEED rating. The applicant is proposing LEED Platinum design.

In addition, the applicant is now including a retail building along Middlefield Road, to be discussed later in this report. For reference, the applicant has added the retail building to the original site plan to allow Council to compare the two designs (see Attachment 6—Previous Site Plan with Retail).

Buildings A and B are arranged in a manner that provides a strong view corridor from the corner of Middlefield Road and the frontage road through to the Commons building in front of the parking structure. The open space between these buildings will be a pedestrian- and bicycle-only environment.

The reorientation of Buildings C and D along the Maude Avenue side of the project also creates a usable open space for the tenants of these buildings, whereas the original design placed these buildings far from the major open space area.

The reorientation of the buildings would still retain about 135 Heritage trees, approximately 20 less than proposed with the original plan.

Staff is concerned that Building A does not have a strong presence on Middlefield Road and recommends that Building A be redesigned to rotate to provide a stronger street presence along Middlefield Road. Otherwise, staff supports the revised site plan.

Heights

Based on Council feedback at prior Study Sessions, the applicant has designed the building footprints so that each building can be no greater than 6 stories. However, the applicant prefers to have the flexibility and variation in building heights to range from between 5 and 8 stories, or approximately 70' to 125' in height to the top of the roof screen. Staff believes that height variation could be a benefit to this project, but without clear Council direction otherwise, staff will consider 6 stories to be the height limit for the project.

2. *Retail Building*

Currently, the area of East Whisman, east of Highway 237, does not have food service, whereas Ellis Street has the Specialty's Café and Bakery (about 4,000 square feet). To address this, the applicant is proposing an 8,000 square foot retail building with surface parking at the corner of East Middlefield Avenue and Bernardo Avenue. Generally, staff would not support surface parking along the street frontage, but it is expected that the retail tenants would need some visible parking to be successful.

The retail building is proposed adjacent to an existing VTA bus stop near Bernardo Avenue. An alternate location for the retail building would be at the corner of Middlefield Road and the Highway 237 frontage road. Staff supports the proposed location because: (1) it is closer to the target audience of the employees of office/industrial uses in the Bernardo Avenue area; and (2) placing the retail pad at the corner of Middlefield Road and the Highway 237 frontage road would block the prominent view of the large open space between Buildings A and B and require a vehicular entrance near the corner that would not be efficient from a traffic perspective.

The applicant is willing to further increase the amount of retail area if the Council is interested. Staff is comfortable with the proposed size, which would allow two or three retail tenants.

The applicant is requesting the 8,000 square foot retail building not count towards the site FAR. The goal for the East Whisman Change Area is an area with innovative transit-oriented development, services for residents and workers, and strong connects to the City. The retail building would establish new services for employees in an area of East Whisman that is lacking services. Staff believes it is appropriate for Council to not count the retail building in the 1.0 FAR calculation.

3. *Parking Structure and Supply*

The applicant has reduced the size of parking structures by including one subsurface level of parking, which reduces the garage height from 55' to 50' to parapet.

The preservation of existing Heritage trees may limit the visibility of the parking structure from off-site, so at this point, staff is deferring comments about the structure's massing until the issue can be studied further. If off-site views of the structure are not screened by existing trees, then staff would consider the size, design, and massing of the structure as a major issue.

The applicant is still proposing parking at ratio of approximately 1 space for every 300 square feet of gross floor area. Excluding the retail parking, the number of parking spaces required at the 1 per 300 square feet ratio would be 3,485 parking spaces, while the number of spaces required with the 10 percent reduction would be 3,140 parking spaces (300 fewer spaces). Staff recommends the 10 percent reduction for the office parking supply, which can also have the benefit of reducing the massing of the parking structure.

The required parking for retail is 1 space for every 180 square feet of floor area. The applicant is proposing an 8,000 square foot retail building, which requires 44 parking spaces by ordinance. The applicant is proposing 44 at-grade spaces for the retail building. The City can reduce the retail parking supply, but staff recommends providing the retail parking to ensure the tenants are successful.

4. *Transportation*

To address potential traffic impacts related to the increased FAR, the applicant has committed to the same package of TDMs as TMG did for 625 Clyde Avenue, which staff supports.

- Minimum 20 percent peak-hour trip reduction;
- Joining TMG as a cofounder of the TMA which is required to be formed by January 2014. The TMA would manage a public shuttle program running from the employment centers to transit stations;
- Off-site pedestrian and bicycle improvements leading to the Middlefield Light Rail Station and nearby VTA bus stops; and
- Transit subsidies.

Staff recommends the applicant be required to pay the same penalty fee if they do not meet the 20 percent trip reduction as was required for TMG. The fee requires a \$100,000 fine for the first 1 percent under the 20 percent trip-reduction standard and \$50,000 for each additional 1 percent below the 20 percent trip-reduction standard.

At this time, the preliminary traffic analysis has been completed and it shows the project will not result in significant impacts to local intersections in the area. Similar to the 625 Clyde Avenue project, there are freeway segments that are expected to be impacted. The preliminary study is based on the standard VTA 9 percent trip reduction; however, the traffic study for the project will use a 20 percent trip-reduction model, which may eliminate some significant freeway impacts.

For contextual information, the table below shows expected daily trips of the net office space square footage and the trips with the 20 percent reduction. Overall, there would be a trip reduction of approximately 1,283 daily trips and of 181 peak trips if a 20 percent trip reduction is incorporated for the project. As a comparison, the existing daily trips on East Middlefield Road from Highway 237 to Central Expressway are approximately 32,157 trips with an average peak-hour count of 2,872 trips at the intersection of East Middlefield Road and the Highway 237 frontage road. The number of daily trips on Highway 237 between El Camino Real and Highway 101 is 70,738 trips with an average peak-hour count of 5,744 trips.

Project Trip Generation Rates and Estimates			
Use	Size (Sq. Ft.)	Daily Trips	Average Peak- Hour Trips
			Total
Net New Office Area*	656,094	6,417	905
20% Trip Reduction		5,133	724
Difference		1,283	181
* Land Use Code 710 (General Office).			
Source: <i>Trip Generation</i> (8 th Edition), Institute of Transportation Engineers, 2003.			

5. *Community Benefits*

The applicant is proposing off-site benefits that include improvements to pedestrian connections to both the Middlefield Light Rail station and the VTA bus stop on Bernardo Avenue. The extent of the improvements have not yet been determined. At this point, staff would recommend that the total value of the improvements be proportionately equivalent to the TMG project.

The applicant also introduced the idea of providing the City with funding for a future park. The South Whisman Precise Plan requires a minimum 2.6-acre land dedication from the future housing project, but does not require the developer to construct the park. Based on City estimates, the cost to design the park is \$835,000 and construction will cost about \$4.6 million. The applicant can make a contribution toward this park.

The Council could request that the applicant study expanding the TMA's employer-to-transit station shuttle service into an area-wide shuttle service that includes the Whisman residential neighborhoods, or to a community-wide service.

RECOMMENDATION

Staff recommends Council feedback and direction on the following topics:

1. Accept overall site design concept; building pairs oriented around well-defined, vehicle-free open spaces;

2. Redesign/rotate Building A to orient towards East Middlefield Road while preserving some retail parking and the open space between Buildings A and B (requires a revision to the plans);
3. Consider allowing flexibility for building heights to allow the flexibility with design. Staff recommends heights ranging from 5 to 8 stories and no more than one building over 7 stories;
4. Support the 8,000 square foot retail building and exclude the square footage from counting toward the 1.0 FAR. Note that the applicant is willing to consider greater retail area if the Council is interested;
5. Study the visibility of the parking structure from public streets and neighboring properties, and reduce the parking structure profile if necessary;
6. Reduce the parking supply by 10 percent below the standard rate;
7. Match the TDM and TMA requirements approved for the 625 Clyde Avenue project, including an equivalent penalty fee for not meeting the 20 percent trip reduction;
8. Provide proportionately equivalent contributions and improvements for mobility or park projects as compared to the TMG project; and
9. Direct staff to bring the item back to another City Council Study Session prior to the formal hearing process if Council believes it is necessary.

NEXT STEPS

Following feedback from the Council at this Study Session, the RREEF project at 700 East Middlefield Road will revise their project as necessary in response to Council comments, refine their plan, and begin the development review and environmental review process. The project and EIRs will be reviewed by the Environmental Planning Commission (EPC), who will make a formal recommendation to the City Council for final action. The Draft Environmental Impact Report is expected to be completed by December 2013, with EPC hearing dates for the project anticipated for February or March 2014, and City Council hearing dates anticipated in March or April 2014.

PUBLIC NOTICING

Agenda posting and mailing to interested parties and all property owners within 300' of the RREEF project at 700 East Middlefield Road.

SP-PG-RT/7/CAM
804-05-28-13SS-E

- Attachment:
1. [City Council Study Session Memorandum on 700 East Middlefield Road Dated February 12, 2013](#)
 2. [City Council Study Session Memorandum on 700 East Middlefield Road and East Whisman Road 1.0 FAR Considerations Dated February 26, 2013](#)
 3. [City Council Study Session Memorandum on Workshop on Expectations of Future Development Projects in East Whisman and Other High-Intensity Office Areas Dated March 28, 2013](#)
 4. Sares-Regis Response Letter
 5. Revised Site Plan
 6. Previous Site Plan with Retail

700 E. Middlefield Rd.
City Council Study Session
May 28th, 2013

- **Highly sustainable, LEED Platinum Campus**
 - Preserving 225 trees, including 135 heritage trees
 - Generate 20% of campus energy demand onsite
 - Design to reduce energy consumption by 20%
 - Maximize daylight for occupants, with minimal solar heat gain
 - Significant increase to open space and permeable area from existing conditions
- **Transit focused**
 - TDM to reduce trips by up to 20%
 - Shuttle program to VTA, Caltrain, and downtown
 - Car and bike share programs
 - Transit subsidies
 - On site amenities: showers, cafeteria, gym
 - Bike and pedestrian focus, cars consolidated to structure
 - Trip reduction enforcement – financial penalties
- **Significant Community Benefits**
 - Community Shuttle (TMA program, founding member)
 - Walkable retail, adjacent to TMA and VTA bus stations
 - Park funding
 - Fund offsite improvements for improved transit access
 - Fees benefiting transit and housing
 - T Zone - \$3.62 per net new SF = ~\$2.3M
 - Housing Impact - \$10.00 per net new SF = ~\$6.5M
 - Funding General Plan Subsequent EIR to study an additional 1,100,000 SF of development beyond 700 E Middlefield
 - Subsequent EIR - \$211,000
- **Design**
 - Maximize open green space, and share open space
 - Focus front door on Middlefield and Maude
 - Allow safe, easy access to retail
 - Reduce parking structure by including subsurface level

PREFERRED SCHEME

BLDG A (5 FLOORS):
AREA: 43,545 GSF
TOTAL: 217,725 GSF
BLDG B (8 FLOORS):
AREA: 44,425 GSF
TOTAL: 355,400 GSF
BLDG C (6 FLOORS):
AREA: 40,675 GSF
TOTAL: 244,050 GSF
BLDG D (5 FLOORS):
AREA: 40,675 GSF
TOTAL: 203,375 GSF

COMMONS BUILDING
AREA: APPROX. 25,054 GSF

RETAIL:
AREA: 8,000 GSF
(NOT INCLUDED IN FAR)

TOTAL BUILDING AREA:
1,045,604 GSF + 8,000 GSF RETAIL =
1,053,604 GSF

PARKING A (6 LEVELS)
SITE AREA: 90,000 GSF
TOTAL: 540,000 GSF

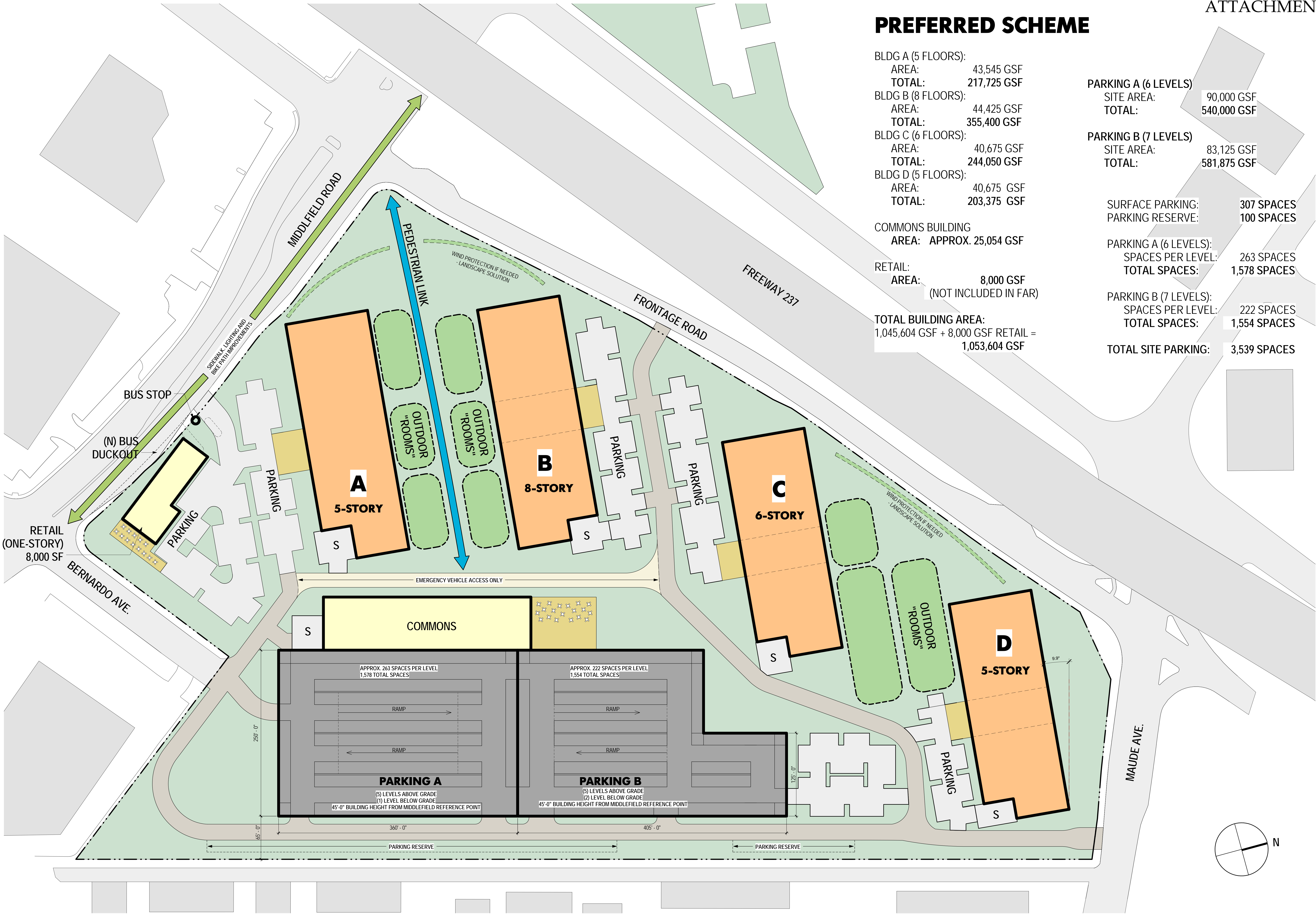
PARKING B (7 LEVELS)
SITE AREA: 83,125 GSF
TOTAL: 581,875 GSF

SURFACE PARKING:
PARKING RESERVE: 307 SPACES
100 SPACES

PARKING A (6 LEVELS):
SPACES PER LEVEL: 263 SPACES
TOTAL SPACES: 1,578 SPACES

PARKING B (7 LEVELS):
SPACES PER LEVEL: 222 SPACES
TOTAL SPACES: 1,554 SPACES

TOTAL SITE PARKING: 3,539 SPACES



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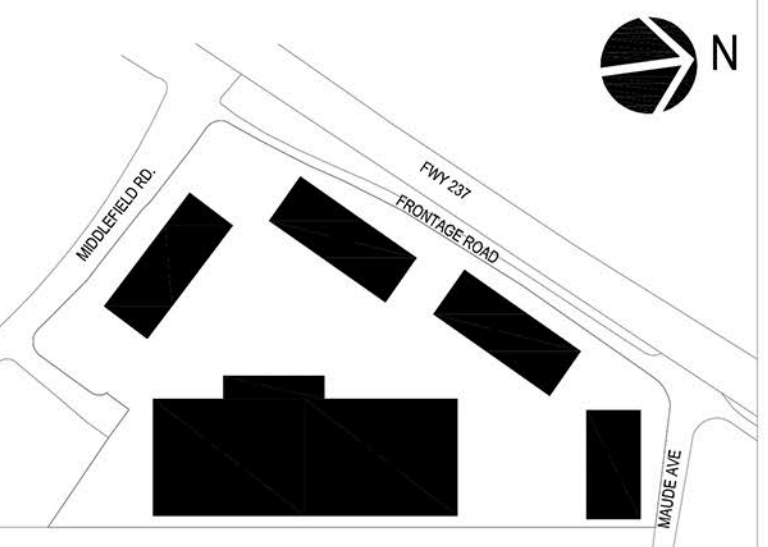


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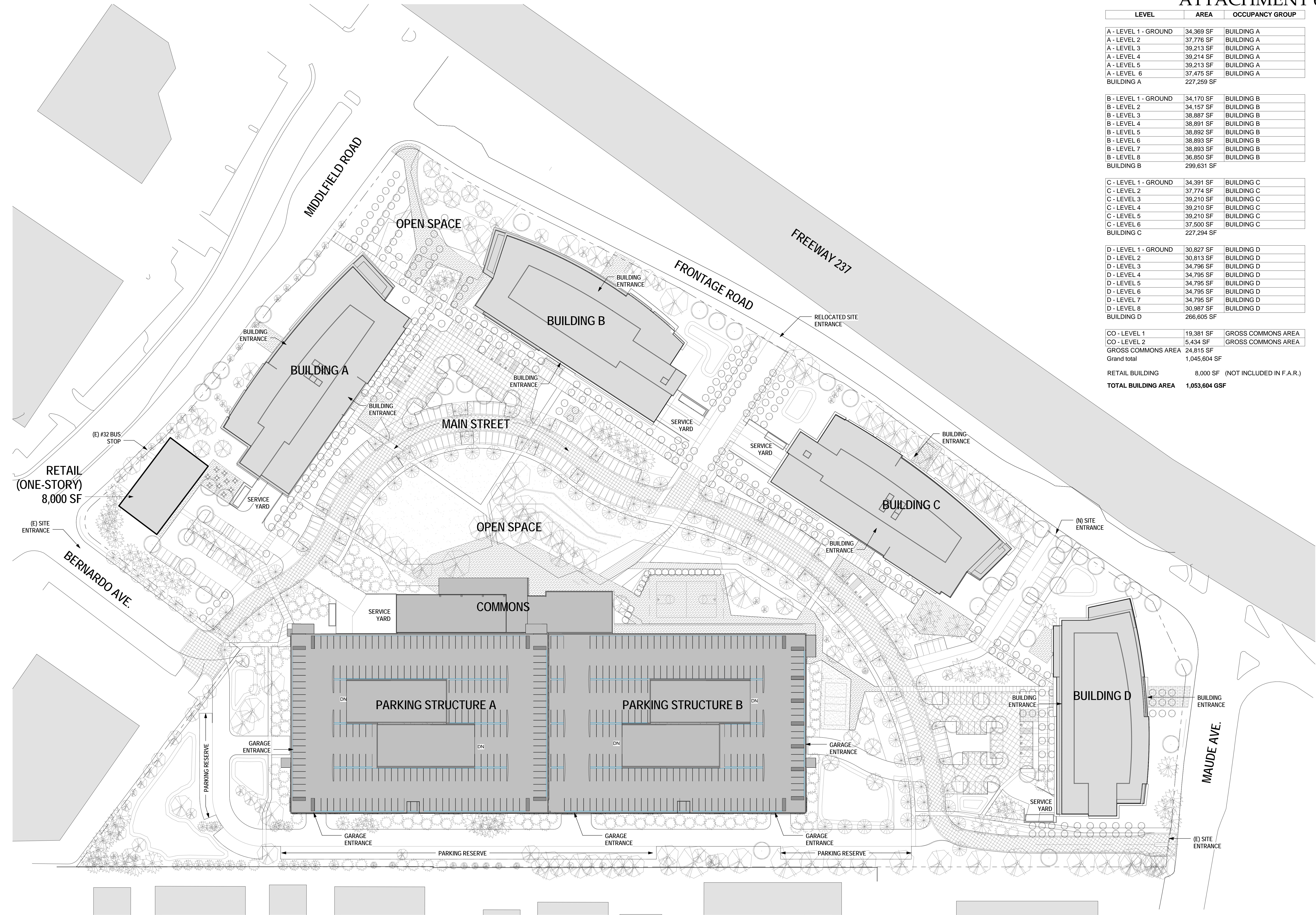


SCHEMATIC LANDSCAPE PLAN

L1.01

PROJECT NO. 12541.00

LEVEL	AREA	OCCUPANCY GROUP
A - LEVEL 1 - GROUND	34,369 SF	BUILDING A
A - LEVEL 2	37,776 SF	BUILDING A
A - LEVEL 3	39,213 SF	BUILDING A
A - LEVEL 4	39,214 SF	BUILDING A
A - LEVEL 5	39,213 SF	BUILDING A
A - LEVEL 6	37,475 SF	BUILDING A
BUILDING A	227,259 SF	
B - LEVEL 1 - GROUND	34,170 SF	BUILDING B
B - LEVEL 2	34,157 SF	BUILDING B
B - LEVEL 3	38,887 SF	BUILDING B
B - LEVEL 4	38,891 SF	BUILDING B
B - LEVEL 5	38,892 SF	BUILDING B
B - LEVEL 6	38,893 SF	BUILDING B
B - LEVEL 7	38,893 SF	BUILDING B
B - LEVEL 8	36,850 SF	BUILDING B
BUILDING B	299,631 SF	
C - LEVEL 1 - GROUND	34,391 SF	BUILDING C
C - LEVEL 2	37,774 SF	BUILDING C
C - LEVEL 3	39,210 SF	BUILDING C
C - LEVEL 4	39,210 SF	BUILDING C
C - LEVEL 5	39,210 SF	BUILDING C
C - LEVEL 6	37,500 SF	BUILDING C
BUILDING C	227,294 SF	
D - LEVEL 1 - GROUND	30,827 SF	BUILDING D
D - LEVEL 2	30,813 SF	BUILDING D
D - LEVEL 3	34,796 SF	BUILDING D
D - LEVEL 4	34,795 SF	BUILDING D
D - LEVEL 5	34,795 SF	BUILDING D
D - LEVEL 6	34,795 SF	BUILDING D
D - LEVEL 7	34,795 SF	BUILDING D
D - LEVEL 8	30,987 SF	BUILDING D
BUILDING D	266,605 SF	
CO - LEVEL 1	19,381 SF	GROSS COMMONS AREA
CO - LEVEL 2	5,434 SF	GROSS COMMONS AREA
GROSS COMMONS AREA	24,815 SF	
Grand total	1,045,604 SF	
RETAIL BUILDING	8,000 SF	(NOT INCLUDED IN F.A.R.)
TOTAL BUILDING AREA	1,053,604 GSF	



ISSUED FOR:	DATE:		
		2012-12-05	INFORMAL DRC SUBMITTAL
		2013-01-14	CITY COUNCIL STUDY SESSION
		2013-02-06	DESIGN REVISIONS

700 MIDDLEFIELD ROAD / 1101 MAUDE AVENUE
MOUNTAIN VIEW, CA 94043

SITE PLAN

A1.01

PROJECT NO. 12541.00

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700 MIDDLEFIELD ROAD / 1101 MAUDE AVENUE

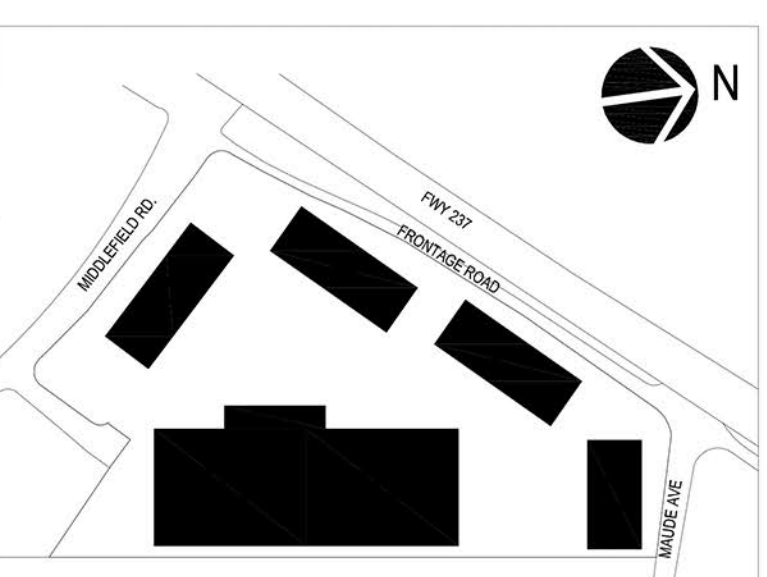


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SCHEMATIC LANDSCAPE PLAN

L1.01

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