

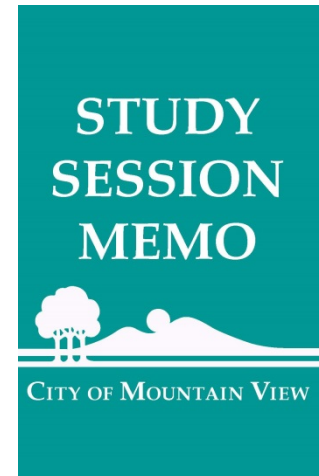
DATE: January 14, 2014

TO: Honorable Mayor and City Council

FROM: Martin Alkire, Principal Planner
Randal Tsuda, Community Development
Director

VIA: Daniel H. Rich, City Manager

TITLE: North Bayshore Precise Plan



PURPOSE

The purpose of this Study Session is for the City Council to provide input on North Bayshore Precise Plan land use strategies.

BACKGROUND

Council and the Environmental Planning Commission (EPC) have had a number of Study Sessions on the North Bayshore Precise Plan in recent months. Staff sent Council an update memo on January 6, 2014 regarding the North Bayshore Precise Plan. This memo included a link to the EPC staff report on this topic in advance of this Council meeting due to the size and importance of the report. The link is provided [here](#) for Council's reference.

The EPC report provides the information and questions that Council will review at their January 14, 2014 meeting.

DISCUSSION

This memo provides a summary of the EPC's discussion and public input at the January 8, 2014 meeting.

Seven members of the public provided the following comments:

- Concern over impacts of new Sobrato building in North Bayshore.
- Can residential uses be considered in Precise Plan?
- Concern that Edge properties may not see reinvestment/upgrades.

- A Habitat Management Association should be considered to help protect and steward species/habitat in area.
- Concern over Google expansion in area and displacement of smaller businesses.
- Corporate services such as food service make it difficult for small businesses to survive.
- Area should include publicly accessible green corridors.

EPC comments on the three key questions in the Staff Report included:

1. Character area boundaries.

- General support for proposed Core Focus land use option. The character area boundaries support greater walkability, transit service, and habitat protection.
- Concern that the Core character area has been expanded too much to the west; the 2030 General Plan land use designations provide a smaller Core area.

2. Development regulations.

- General support for floor area ratio (FAR) tier structure.
- Concern that new developments will seek maximum FARs as has been done in recent P District projects.
- Concern over potential impacts from total maximum buildout of area.
- The City should be able to adapt Precise Plan regulations over time based on City needs.
- Concern that garages add to bulk and mass of a site and should be included in FAR calculations.
- Eight-story buildings could be allowed in the Core area along freeway as long as maximum 1.0 FAR is not exceeded.

3. Habitat Overlay Zone.

- Support for proposed approach to the Habitat Overlay Zone.
- Support for idea of an area Habitat Management Association.
- Consider idea of creating new habitat area by removing buildings in Edge area.

Additional EPC comments included:

- Support for shared parking structures.
- Desire to see information on overall vehicle trip numbers.
- Priorities should be solving transportation issue; protecting habitat areas; and then LEED standards.
- Support for flexible building types (retail/office).
- How can small businesses be supported?
- Concern that more parking will be needed because of corporate trend of adding more employees per square foot.
- Concern that Precise Plan needs more transportation improvements; therefore, development square footage should be reduced.
- Can bus turn-outs be studied?
- Desire to see more information on trade-offs of increasing Core FAR and removing buildings from Edge parcels.
- Desire to see more transportation-related information such as congestion and delay times for buses and vehicles.
- Concern over impacts to habitat and view corridors.

- Precise Plan should address parking garage design.
 - Garages should not tower over surroundings.
 - Concern over Highway 101 interface.
 - Garages should be well designed and integrated with surroundings.
 - Locations of garages should not add to congestion.

RECOMMENDATION

Staff recommends that the City Council provide direction on the three key issues raised in the EPC's January 8, 2014 Staff Report:

1. Character area boundaries;
2. Development regulations; and
3. Habitat Overlay Zone

and provide any other direction on the Precise Plan.

NEXT STEPS

Staff and the consultant team will begin the Precise Plan EIR process in mid-January and will continue working on Precise Plan materials for EPC and Council review throughout 2014.

A Council Study Session is planned for February 25, 2014 to discuss North Bayshore transportation issues. Staff will provide Council with information from the Shoreline Transportation Study on the general trade-offs between growth and traffic. Staff will also provide a schedule and proposed process regarding the North Bayshore Precise Plan traffic study results. The results will allow Council to consider alternative strategies should the traffic analysis reveal that the 45 percent single-occupancy vehicle commute target is unattainable. A focused Study Session on this key issue and the overall environment desired in North Bayshore is critical to moving forward before presenting a Draft Precise Plan. Staff believes the traffic data is essential to a full discussion and, therefore, this Study Session is planned for the spring.

PUBLIC NOTICING

Courtesy notices were sent to the North Bayshore Precise Plan interested parties list.

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