



October 21, 2016

VIA HAND DELIVERY

Mr. Randy Tsuda, Community Development Director
Mr. Terry Blount, Assistant Community Development Director
City of Mountain View
500 Castro Street
Mountain View, CA 94041

SUBJ: Gatekeeper Request—701-747 W. Evelyn Street (the “Property”)

Dear Messrs. Tsuda and Blount:

Insight Realty Company is the development manager for Marwood Assets Management, the owner of the Property. Please accept this letter as our “Gatekeeper Request” for a Precise Plan Text Amendment to allow an increased height limit and reduced parking requirements and a General Plan Amendment for an increased FAR at the Property.

As you may recall, Insight and Marwood recently proposed to combine the Property with Parking Lot 4 and the proposed hotel development. During this effort we met with each councilmember and many staff members and received valuable input on our proposal, including the City’s desire for new residential development in Downtown. While council ultimately decided not to pursue the combined Evelyn and Lot 4 concept, we believe our West Evelyn property remains one of the most important Downtown sites as a “Grand Front Door” to Downtown Mountain View. The Property sits directly across from the Mountain View Caltrain/Light Rail multi-modal transportation node, which is viewable by hundreds of thousands of commuters per year and will become an even more important site as the Transit Center is re-imagined through the Transit Center Master Plan.

This proposal offers an opportunity to provide Downtown transit oriented housing and extends new and modern ground floor retail along West Evelyn. Moreover, the project advances the General Plan goals of providing TOD housing directly across from a multi-modal transit center, which is otherwise economically infeasible in this location as a result of extremely high land prices.

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Insight has developed an innovative project mix by combining ground floor retail, creative office, and efficient multi-family housing in an 8 story building with a height of 91 feet.

- +/- 5,100 SF of Ground Floor Retail
- +/- 25,000 SF of Creative Office
- +/- 76 efficient studio/1 bedroom residential units
- 6.74 FAR
- 53 parking stalls in a two-level subterranean garage with designated ride-sharing locations
- 88 bicycle parking capacity
- Ride-sharing and transit credits available for tenants and users

This efficient mix of uses only works if the project is allowed to exceed the 4 story and 55-foot height limit currently applied throughout Block H of the Downtown Precise Plan and the “approximate 4.0 FAR” in the General Plan. We therefore request a Text Amendment to the Downtown Precise Plan to allow the 700 block of West Evelyn to achieve height limits of up to 8 stories, which is consistent with the General Plan for the “Downtown Mixed-Use” area, and a General Plan Amendment to exceed the 4.0 FAR.

In addition, we request a reduction in residential parking requirements within the 700 Block of West Evelyn to allow a 0.7 parking ratio because the development has direct, walkable access to the Transit Center and because the development encourages the use of alternative modes of transportation through bicycle parking, ride-sharing, transit credits, or other means and methods. The reduced parking requirement is in response the evolving demographic of residents that do not desire to be burdened with the ownership of a motor vehicle.

We anticipate there will be many gatekeeper applications this year and we understand that the City’s resources are limited. We hope that Council will recognize the significance of this Property and its core location as Downtown Mountain View continues to evolve in response to the ever-changing needs of the workers and residents in Mountain View.

Kindest regards,

INSIGHT REALTY COMPANY



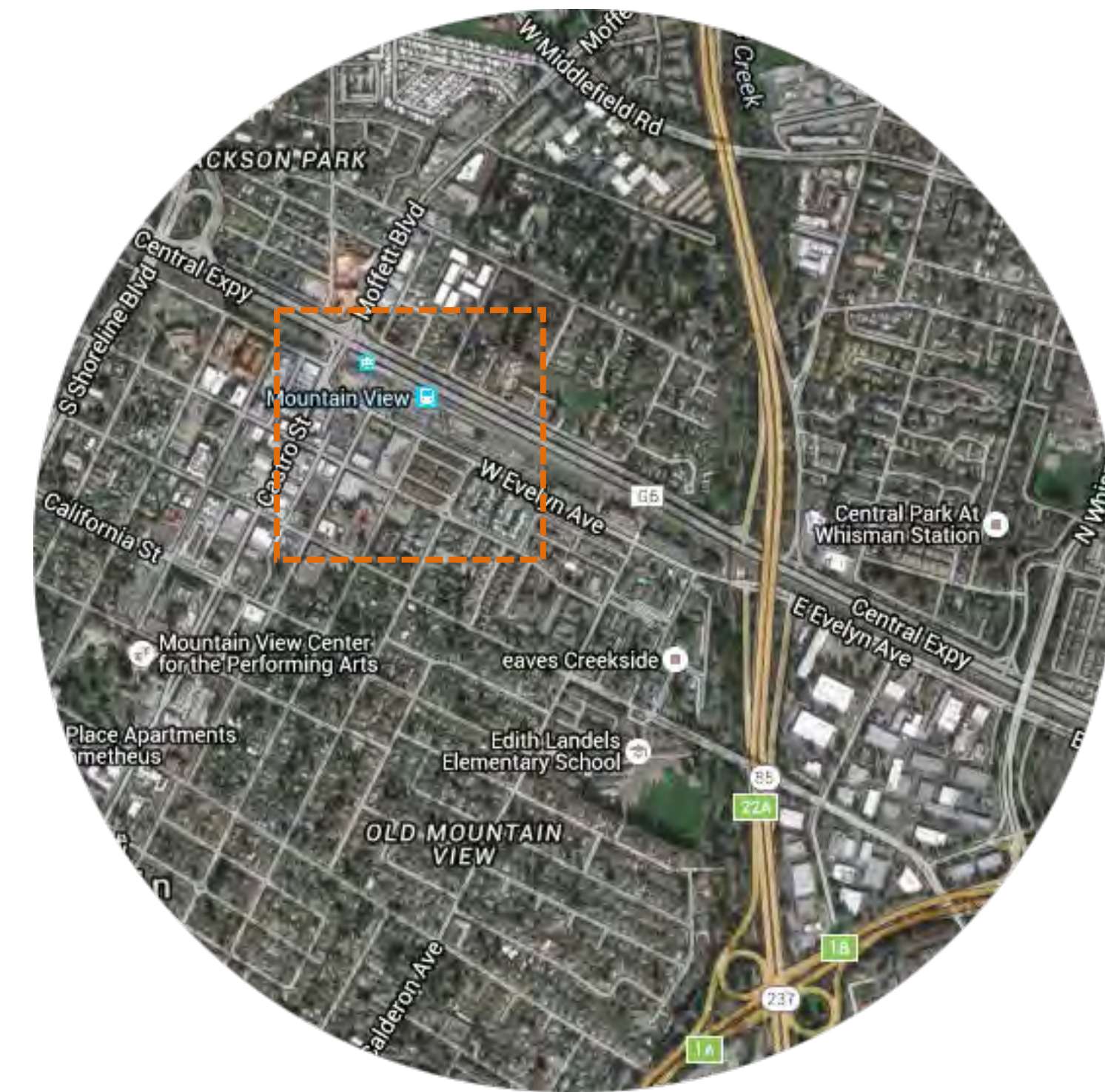
Dennis L. Randall
Managing Director

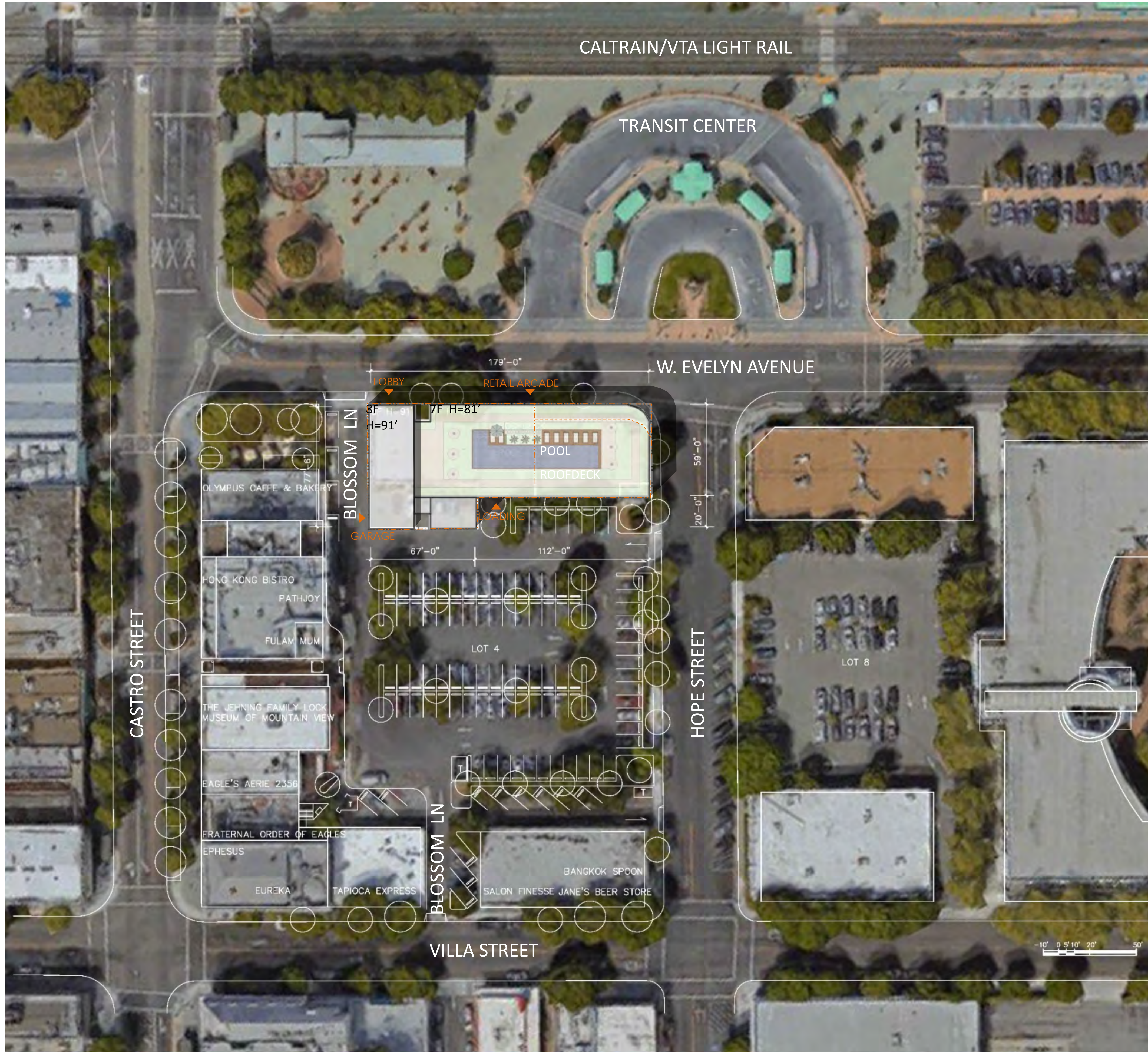
cc: Vincent Woo, Marwood Assets Management

STEINBERG



701 & 727 W. EVELYN AVENUE STUDY





PROJECT DATA CONT.:

TYPE I

MIXED-USE BUILDING:

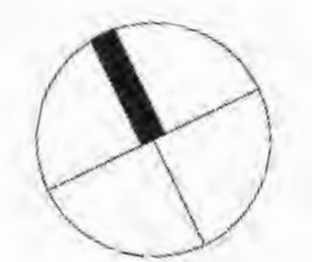
- GF RETAIL
- 2-3F OFFICE
- 4-7F RESIDENTIAL UNITS
- 8F ROOF DECK AMENITIES

SITE AREA:	12,314 sf
BUILDING AREA:	83,019 sf
FAR:	6.74

Retail:	5,126 sf
Retail Area	5,126 sf
Office:	24,945 sf
Office Area	19,982 sf
Circulation & Serve	4,963 sf
Amenities:	3,975 sf
Lobby	1,590 sf
Clubhouse & Fitness	1,972 sf
Circulation & Common	413sf
Residential:	48,973 sf
Residential Area	38,464 sf
Circulation & Common	10,509 sf

	Studio	1 Bed
Level 4	18du	1du
Level 5	18du	1du
Level 6	18du	1du
Level 7	18du	1du
Total	72du	4du
		76du

Garage:	24,300 sf
Garage Area	24,300 sf
	53 stalls
	0.70stalls/du
Accessible Parking	3 stalls
Bicycle Parking	88



DESIGN INTENT NARRATIVE:

Situated at the corner of West Evelyn and Hope street across from the Transit Center, the site serves as a gateway to the lively intersection of Castro and West Evelyn Ave. which is lined with small local businesses. The project proposal offers an opportunity to provide high density housing close to public transportation and extends a new ground level retail along West Evelyn from the surrounding areas in the Historic Retail District. A 7-story mixed-use of residential, office, and retail building - comprised of 76 apartment units, approximately 25,000 sf of Office, and 5,000+ sf of Retail with 2 levels of below grade parking with 53 parking stalls.

The primary frontage of the building proposed is facing West Evelyn Ave. which is designed with horizontal moldings stepping down towards Castro, with colors and materials that are both modern and transitional. The South Elevation is further articulated with metal guardrails that break up this façade with finer detailing in an organized and simple fashion. The lobby at the Northwest corner is signified with an elevated roofline bracketed on the street edge that is referential to more traditional details and defines a narrower profile echoing the scale of smaller and narrower adjacent lots.

The proposed mixed use building is designed with roof top amenity space above the residential units to serve its residents. At +81' and 91' respectively, the additional heights comply with the General Plan height guidelines of up to 8 stories for the "Downtown Mixed-Use"; moreover, the proposed project advances the General Plan goals to provide TOD housing which is otherwise economically infeasible.

The applicant recognizes the City sidewalk easement along Hope Street and the proposed Right of Way along West Evelyn Ave. And further aware of the City's pending design and layout changes to West Evelyn and the Transit Center in order to activate and enhance the gateway to downtown and the Transit Center arrival experience. To that end, the applicant is amenable to collaborating with the City in order to achieve the best overall project design at this corner location.



VIEW FROM EVELYN



VIEW FROM EVELYN & HOPE



VIEW FROM PARKING LOT



VIEW FROM HOPE ST.



CONCEPTUAL STATEMENT OF DESIGN INTENT:

LANDSCAPE DESIGN

Within an urban and historic context of relatively small and narrow lots, the site offers minimal ground level common area for landscaping. Though the opportunity to provide as such is not lost and further development of the arcade will augment the existing street trees and soften the building edge as it meets the ground plane with architectural soft-scape that will accent and enhance the street level retail. Landscape and architectural lighting will further accentuate the columns and arcade experience to capture pedestrians as a place to seek.

The proposed mixed use building is designed with residential units with a roof top amenity space to serves its residents. As proposed with the retail plane, the roof-top in its development will poise elevated patio trees and landscaping to soften the building cornice where the roof line meets the sky. From an urban context and its neighbors – this is a place that one might seek and find refuge.

MATERIALS AND FINISHES LEGEND

1. METAL PANEL – GREY
2. CEMENT PLASTER FINISH – BEIGE
3. ANODIZED ALUMINUM WINDOW – CHARCOAL
4. STOREFRONT GLASS SYSTEM
5. MOLDING
6. METAL PICKET RAIL

