

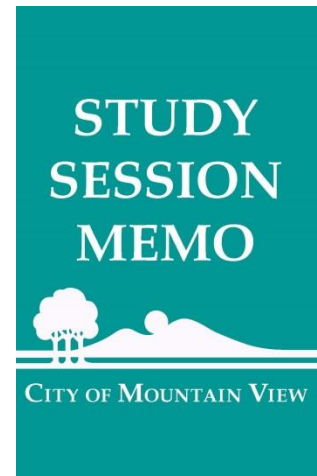
DATE: February 27, 2018

TO: Honorable Mayor and City Council

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

VIA: Daniel H. Rich, City Manager

TITLE: **East Whisman Precise Plan – Land Use Policy
Topics**



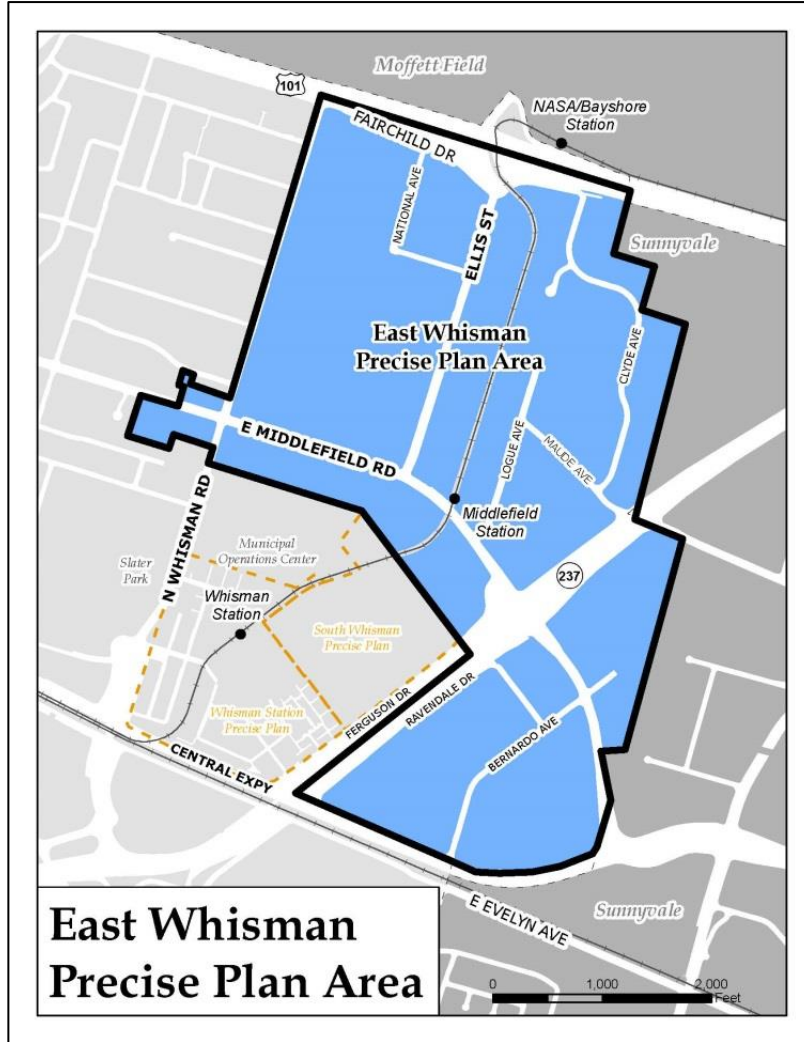
PURPOSE

That the City Council provides input and direction on policy questions for the East Whisman Precise Plan, including Guiding Principles, Character Areas, heights and FARs, affordable housing, and jobs/housing linkage.

BACKGROUND

The East Whisman Precise Plan will be the regulating Plan for new development and public improvements for a 368-acre area, as shown on Map 1 below. The 2030 General Plan, adopted in 2012, included Change Area policies for East Whisman and preparation of a Precise Plan was a General Plan implementation action. The Precise Plan will also implement other General Plan goals and policies for the plan area, such as improved connectivity and pedestrian/bicycle amenities, incentivizing sustainable and transit-oriented development, and encouraging use of alternative transportation through public transit and incorporation of transportation demand management (TDM) strategies. The City has been developing the Precise Plan since March 2016 and has conducted multiple workshops, stakeholder meetings, and Study Sessions since then.

Map 1: East Whisman Area



Prior City Council Meetings

Residential Land Use – February 2015

At a February 3, 2015 Study Session, the City Council directed staff to study residential land uses in the EWPP area as part of a larger discussion on potential new residential land use strategies in the City.

Planning Grant – June 2015

The City Council accepted a VTA Priority Development Area (PDA) Planning Grant in June 2015 to fund the new Precise Plan. The grant program supports planning efforts that encourage housing and employment growth near public transportation in the County. As part of the grant, the City will expand the existing Whisman Station PDA boundary to include the EWPP area. The grant funds the Precise Plan consultant team: Community Design + Architecture (CD+A), Raimi + Associates, Strategic Economics, and Fehr + Peers.

Environmental Review – March 2016

On March 22, 2016, the City Council authorized City staff to enter into a contract with David J. Powers & Associates for preparation of an Environmental Impact Report (EIR) for the Precise Plan.

Workshop No. 1 – July 2016

This community workshop included three exercises: a visioning activity, a visual preference survey, and an individual mapping exercise. In addition, an online survey gathered additional community input on these topics. A summary of the workshop is included as Attachment 1.

Visioning – September 2016

The EPC and City Council held Study Sessions on the vision for East Whisman in September 2016. City Council direction included the following:

- **Visioning Concepts:** Support of preliminary visioning concepts identified in the Study Session memo, including focusing development around the light rail station, encouraging jobs/housing balance, and providing neighborhood-serving commercial uses in the area.
- **New residential:** Support for adding residential land uses to the Plan area, while maintaining existing office allocation; some Councilmembers supported additional office.
- **South Plan Area:** Residential land uses in the south Plan area were not supported due to limited connectivity to the rest of Mountain View and a desire to retain smaller office space for start-up/small businesses.

- **Higher-Intensity locations:** Support for higher-intensity housing along Middlefield Road and around the Middlefield VTA Station, and greater retail in the Plan area.

The Study Session Memo for this Council meeting is included as Attachment 2.

Workshop No. 2—December 2016

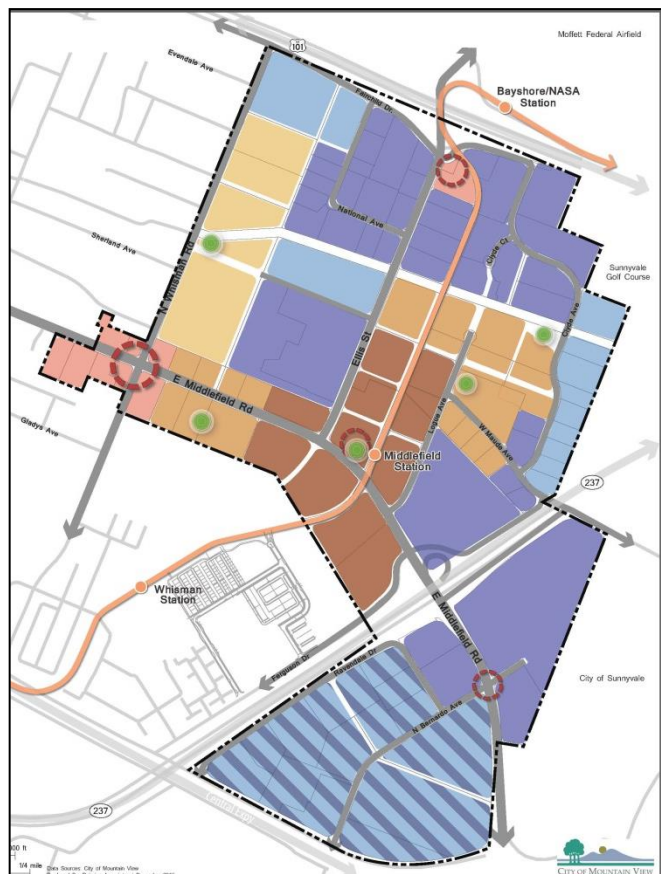
This community workshop included two exercises: a review of development alternatives, and a discussion about two focus areas, the Village Center and the Middlefield Station Area. In addition, an online survey gathered additional community input on these topics. A summary of the workshop is included as Attachment 3.

Preferred Land Use Alternative—February 2017

The EPC and City Council held Study Sessions on the preferred land use alternative in February 2017. City Council direction included the following:

- **Preferred Land Use Alternative:** Support for the Combined Land Use Alternative, maintaining maximum building heights of eight stories, studying residential land uses over 1.0 FAR on Whisman Road.
- **Preferred Village Center Alternative:** Support for the Expanded Village Center Alternative, which includes studying a mix of uses on all four corners of the intersection at North Whisman and East Middlefield Roads at heights up to four stories.
- **Priorities:** Support for the following Precise Plan priorities: affordable housing, transportation improvements (including pedestrian and bicycle

Map 2: Preferred Alternative



improvements), and public open space. Additional priorities identified include ownership housing, business retention, and support for school facilities.

The Stuey Session Memo for this Council meeting is included as Attachment 4.

EIR Scope Amendment— April 2017

On April 4, 2017, City staff returned to Council with a budget and scope amendment for the environmental consultant, David J. Powers, to analyze a second land use alternative in the Precise Plan EIR. At this meeting, Council directed staff to study two land use alternatives; approved funding for additional environmental and transportation analysis for the Precise Plan; and endorsed the number of residential units, office square footage, and retail square footage to be studied in the Precise Plan EIR.

Neighborhoods and Circulation— June 2017

The EPC and City Council held Study Sessions on neighborhoods and circulation plans in February 2017. City Council direction included the following:

- **Complete Neighborhoods:** Support for a complete neighborhoods strategy using metrics and targets for different land uses.
- **Affordable Housing:** Support for an affordable housing strategy similar to North Bayshore.
- **Circulation:** Feedback was provided on conceptual circulation goals and networks for vehicles, bicycles, and pedestrians.

The Study Session Memo for this Council meeting is included as Attachment 5.

Environmental Planning Commission— Land Use Policy Topics— February 21, 2018

The EPC held a Study Session on February 21, 2018 to discuss the key land use policy topics in this Study Session memo. The EPC's comments on each topic are included in each section. At the meeting, 3 members of the public spoke and provided the following public comment:

- A representative for a property owner on the corner of Middlefield Road and Whisman Road expressed support for the proposed "Minor Map Changes" (later in the document). He also expressed concern about requiring retail, and the risk of diluting retail activity in the area.

- A property owner in the South Plan Area warned the EPC to proceed cautiously with a jobs/housing linkage. He described North San Jose’s policy and other complications.
- An advocate for affordable housing encouraged the Plan to incorporate stacked flats, allow non-profits to build very low income housing, and encourage small businesses. She also expressed support for housing before office and concern about schools.

Recycled Water Master Plan Update

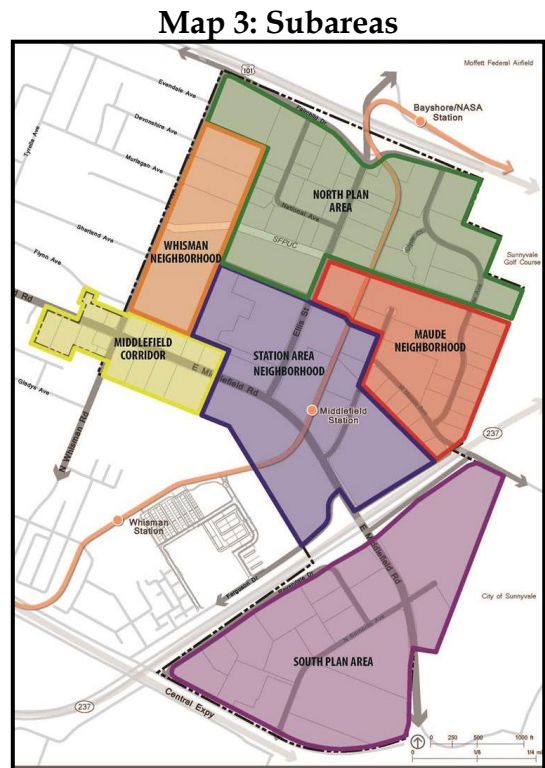
Public Works staff has initiated work on an update to the Recycled Water Master Plan to study the infrastructure necessary to expand recycled water to the East Whisman area. Staff plans to use the study to determine impact fees on new East Whisman development to fund the CIP projects for this expansion. More information on this project will be provided at a later date.

DISCUSSION

Precise Plan Strategies

To date, the EPC and City Council have discussed several ways to organize land uses in the Precise Plan area. In February 2017, the City Council and EPC selected two Plan map alternatives to study with maximum residential and office FARs (See Map 2). This map establishes locations of major land uses as well as allowed heights and intensities of residential and office land uses. In June 2017, the City Council and EPC reviewed proposed Precise Plan “Sub-Areas,” which distinguish how different areas relate with each other and the surrounding neighborhoods, and guide Precise Plan policy (See Map 3).

Over the last several months, the Precise Plan team has developed the outline for the Precise Plan’s key strategies for land use, design, and circulation. Some of these strategies are



presented in more detail in this Study Session memo while some are still being developed and will be presented to the EPC and City Council at a later date. Table 1 provides a basic outline of the Precise Plan’s strategies, along with an update on review at this and upcoming Study Sessions. It is not a comprehensive list of topics in the Precise Plan, but it does show the key strategies regulating private development and their status.

Table 1: Precise Plan Strategies

| <i>Strategy</i> | <i>Affected Standards and Requirements</i> | <i>Status Update</i> |
|---|---|--|
| Character Areas | <ul style="list-style-type: none"> – Urban design – Block pattern – Building placement – General land uses – Civic space requirements – Complete neighborhood targets | Information included in this Study Session memo |
| Height/FAR Diagrams | <ul style="list-style-type: none"> – Base and maximum heights and FARs for residential and office tiers – Public benefits and development tiers | Information included in this Study Session memo |
| Jobs/Housing Linkage Strategy | <ul style="list-style-type: none"> – Minimum housing growth to keep pace with office development | Information included in this Study Session memo |
| Street Types/Mobility Strategy | <ul style="list-style-type: none"> – Mode connectivity (e.g., bicycle, pedestrian) – Streetscape design – Frontage character | Direction provided in June 2017. More detailed direction will be provided later. |
| Neighborhood Commercial Strategy | <ul style="list-style-type: none"> – Ground-floor commercial uses – Commercial frontage character | More information will be provided later. |
| Civic and Open Space Strategy | <ul style="list-style-type: none"> – Parks, plazas, and open space requirements – School strategy | More information will be provided later. |

Guiding Principles

Mountain View’s Precise Plans generally include guiding principles, which have several purposes. They communicate the values and policies that guided the Precise Plan’s creation; they summarize community input into a list of key points; they provide the foundation for the Plan’s regulations and policies; and they are a resource for

interpreting those regulations and policies when weighing the tradeoffs of future physical improvements, programs, and development.

The guiding principles below were developed from community outreach meetings and previous EPC and City Council Study Sessions. Summaries of the community workshops are attached (Attachments 1 and 3), including “big-picture” community direction and vision for the area. In addition, the City Council and EPC provided direction on “Plan Priorities” in February 2017. These included affordable housing, pedestrian/bicycle facilities, public open space, ownership housing, business retention and nonprofits, general transportation, and schools. This list of principles is a working list and may continue to be refined during the Precise Plan process. In addition, specific policies, programs, and other content will be added to support each principle.

1. Transform East Whisman into a Complete, Mixed-Income Community
2. Create a Neighborhood with Balanced, Integrated Land Uses
3. Focus Activity and Development Intensity around the Middlefield Light Rail Station
4. Respect North Whisman Area Neighborhood Character
5. Enhance the Middlefield/Whisman Village Center
6. Create New Public Spaces
7. Maximize Land Use Flexibility
8. Minimize Vehicle Trips
9. New Development that Benefits the Community

Question 1: Does the City Council wish to add, remove, or modify any of the draft guiding principles?

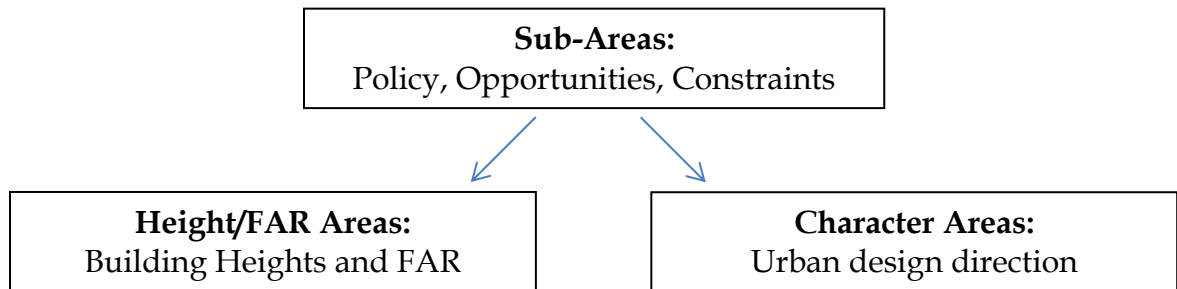
EPC Comments

The EPC requested that concepts “Maximize Land Use Flexibility” and “New Development that Benefits the Community” should be deemphasized, while concepts such as jobs/housing balance, ownership housing, and walkability/bikeability should be more emphasized.

Character Areas

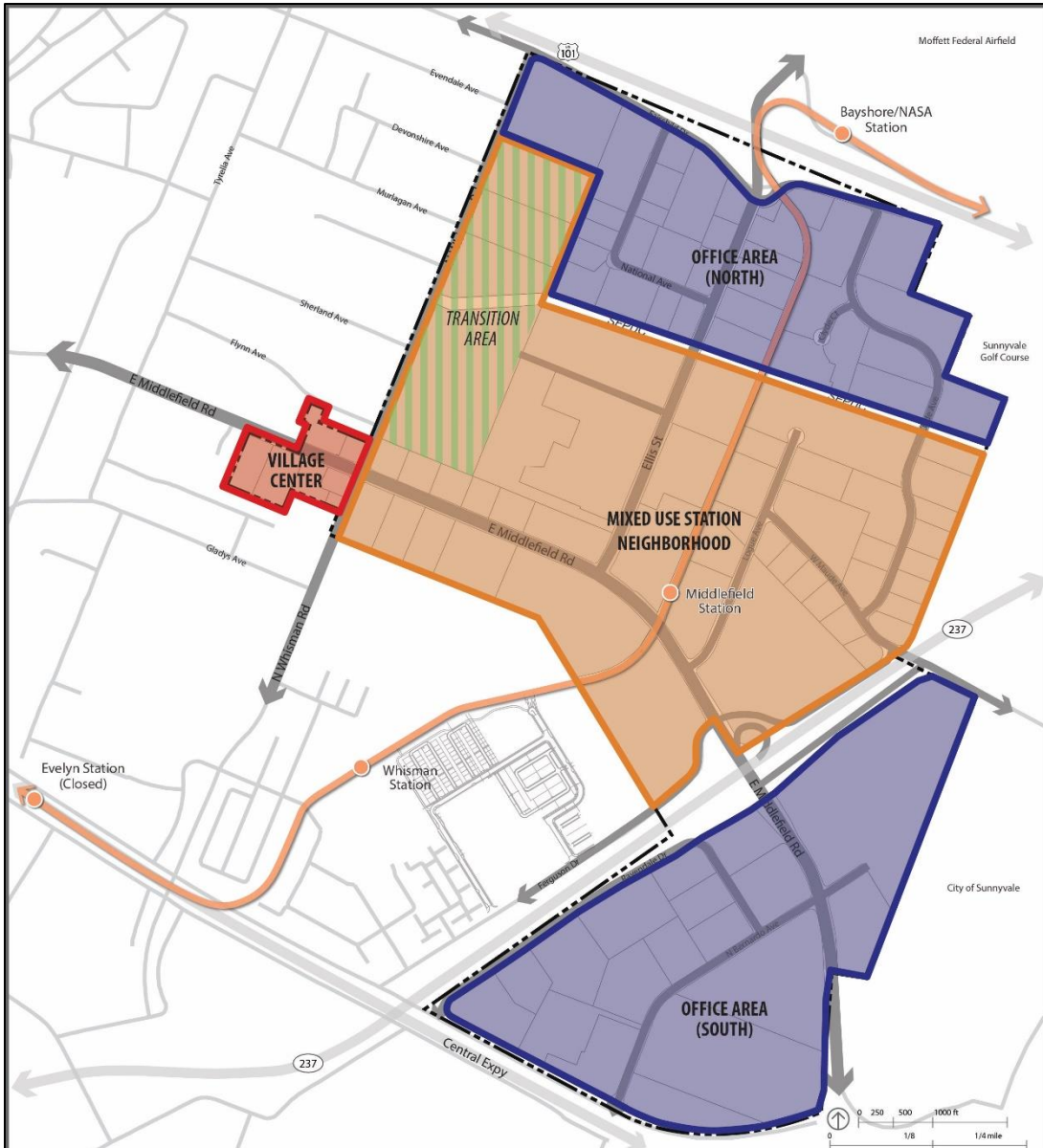
The Precise Plan’s Character Areas communicate a key part of East Whisman’s urban design. Character areas are intended to guide the “look and feel” of each neighborhood in the future, describing the attributes that make a place distinct and unique. They regulate the block pattern, building placement, general land uses, and civic space requirements of new development. They also help set the neighborhood targets for retail and open space, as described later in this Study Session Memo. They are appropriate areas for neighborhood targets since they are approximately walking distance in size. These physical design characteristics, coupled with land use mix, help to define neighborhood character.

The Character Areas are different than the areas the EPC and City Council have previously reviewed (the “Sub-Areas” and the “Height and FAR Areas”). Sub-Areas help define policy, “big-picture” direction, and opportunities and constraints of different parts of East Whisman. For example, the “Middlefield Corridor” Sub-Area has the following characteristics and policy direction: ground-floor retail, a transition from lower intensity to higher intensity as you travel east, and function as a western gateway to the area. As shown in the diagram below, the Sub-Areas helped inform the Character Areas and Height and FAR Areas. Height and FAR areas, as described later in this Study Session Memo, regulate the height and land use intensity of different parts of East Whisman. For example, the TOD Mixed-Use District allows up to eight stories of residential and six stories of office.



There are three main Character Areas, plus a “Transition Area” within the Mixed-Use Station Neighborhood. They are described in further detail below, along with example photographs and a map. They are bounded by natural barriers within the Precise Plan area, including Whisman Road, the Hetch Hetchy right-of-way, and Highway 237.

Map 4: Character Areas



Mixed-Use Station Neighborhood Area: This area is defined by a mix of residential, office, and commercial uses. Nonresidential uses must be designed and operated sensitively to the surrounding housing. Civic spaces serving future residents and workers (including new streets, greenways, paseos, parks, and plazas) are interconnected and located throughout the area. In this way, publicly accessible open spaces are emphasized over private open spaces. This results in a more urban form where buildings frame public spaces, and create a vibrant street experience. Some new

neighborhood commercial and new public open spaces are included in the complete neighborhood targets.

Mixed-Use Station Neighborhood Example Images



Transition Area: This is an area within the Mixed-Use Station Neighborhood, where additional guidance prescribes how development addresses the adjacent neighborhoods across North Whisman Road, including landscape buffers, height limits, and allowed uses.

Transition Area Example Images



Office Areas (North and South): These areas are limited to commercial and industrial uses, so do not have as strong a need to address residential compatibility. New development will be similar to existing and proposed projects on Clyde Avenue (such as Samsung), National Avenue, and 700 East Middlefield Road (LinkedIn). These developments could include campus-like environments, with landscaped public and private amenity areas and pathways. New buildings are accessible from and orient to the street, without necessarily creating a consistent, urban street frontage. These areas have lower neighborhood commercial and public open space expectations in the complete neighborhood targets, but allow for more private open space.

Office Areas Example Images



Village Center: This area has a strong focus on creating an interconnected neighborhood-serving commercial center, including shared plazas, parking, and other amenities. Some areas may develop consistently with the surrounding residential

neighborhoods. Development will need to comply with area-specific requirements for neighborhood commercial and public open space.

Village Center Example Images



Question 2: Does the City Council support the general urban design character and direction proposed for each Character Area?

EPC Comments

The EPC generally supported the Character Areas, while requesting a greater emphasis on stacked-flat residential, and encouraging retail uses throughout the Plan area.

Height and FAR

The Precise Plan’s proposed heights and FARs were established through height and massing studies, development prototypes, economic feasibility analysis and community outreach, City Council and EPC direction. While the Character Areas define the look and feel of an area in terms of building locations, setbacks, and civic spaces, the height and FAR regulations determine how tall buildings can be. The City Council endorsed two alternative plans for height and FAR on February 4, 2017, which included maximum heights for all areas, tentative maximum FARs for residential uses in “Mixed-Use” areas, and tentative maximum FARs for office uses in “Office” areas. The two alternatives differ in the FAR allowed in the South Office Area, as shown in the Height and FAR Map, below (Map 5).

Heights and FARs are in two categories, “Base” and “Maximum.” Development up to the “base” heights and FARs must comply with development standards and guidelines, the City Code, impact fees and other requirements. Development above the “base” and up to the “maximum” must provide public benefits, greater sustainability measures or other voluntary project features in addition to the requirements for “base”

development. Potential measures to reach higher development intensities could include:

- Public benefit or district improvement projects.
- LEED Platinum, 120 GreenPoint Rated points or higher green building standard, including net zero.
- WELL Building Standard Certification (buildings designed for occupant health).
- Affordable housing, such as more on-site units or dedication of land for an affordable housing development.
- Additional support for local schools, such as financial contributions or facilitation of school siting within the Plan Area, e.g., through TDRs or land dedication.
- Facilitation of residential development elsewhere in the Plan Area, e.g., through TDRs.

The draft maximum residential and office heights and FARs are shown in the map and table below, Map 5 and Table 2. Heights in the tables below are provided in “stories” and will be converted into a height in “feet” for the final Precise Plan.

The EPC and City Council previously endorsed an eight-story height limit in the Precise Plan, consistent with the heights and FARs shown below. However, in other Precise Plans, exceptions have been allowed for development with significant public open spaces and other special-case land dedications. If the City Council desires, the East Whisman Precise Plan may include this exception on a case-by-case basis, as well.

The City Council has already endorsed much of the information in the table below, including the maximum residential FARs and heights in the Mixed-Use areas and the maximum office FARs and heights in the office areas. However, there is some new information for the City Council to consider, including some minor map changes, the office FARs and heights in the Mixed-Use areas, the “base” heights and FARs for all uses in all areas, and the maximum heights and FAR for uses in the Village Center area.

Minor Map Changes

Since the City Council endorse the draft height/FAR map, the Precise Plan team has further studied the heights and FARs endorsed by the City Council. Based on this analysis, the Precise Plan team recommends the following minor changes:

1. **East Village Center:** The parcels on the east side of the Middlefield Road/Whisman Road intersection were classified “Village Center” on the previous map and are classified “Mixed-Use Medium” on this map. The purpose of this change is to allow those properties the same height and FARs as the rest of East Middlefield Road. This will create more consistent character along Middlefield Road and may increase feasibility of development with ground-floor neighborhood commercial. The “Expanded Village Center” direction from the City Council will be implemented through ground-floor commercial requirements, to be reviewed in more detail at a later date.
2. **Fairchild Drive/Ellis Street:** The parcels at the southeast corner of Fairchild Drive and Ellis Street were classified “Village Center” on the previous map and are classified as “Office/R&D High” on this map. The purpose of this change is to allow this property the same height and FARs as the surrounding sites, which will create more consistent character in this area, allow higher intensity close to the NASA Bayshore light rail station, and may increase development feasibility with more ground-floor commercial. Ground floor commercial may still be required at this site through the Neighborhood Commercial Strategy, which will be reviewed in more detail at a later date.

Proposed Office FAR in Mixed-Use Areas

Proposed maximum office FAR is provided for the “Mixed-Use” areas in Table 2 below. The maximum office FARs were established based on heights and massing, consistency with the residential heights and FARs in those areas, and encouraging higher intensities near the Middlefield light rail station. Mixed-use development (including both office and residential and above-grade parking structures) would be limited overall to the residential FAR. For example, in the TOD Mixed-Use area the maximum residential and mixed-use FAR is 3.5 and the maximum office FAR is 1.0. On a 100,000 square foot site, a development could include 100,000 square feet of office and 250,000 square feet of residential (if all the parking is underground), for a total of 350,000 square feet.

Proposed “Base” Heights and FARs

“Base” heights and FARs are provided for all uses in all areas in the table below. The “base” office heights and FARs allow some flexibility for existing office buildings to expand since most are approximately 0.35 FAR. However, they are set so that new development will be encouraged to provide public benefits if they want to add significantly to the amount of office in East Whisman. “Base” heights and FAR for multi-family development are set similar to development in the R3 Zoning District.

Proposed Village Center Height and FAR

The existing General Plan designation for the properties west of North Whisman Road (the “Village Center”) is Neighborhood Mixed-Use, which allows up to 1.05 FAR in three stories. However, in February 2017, the City Council endorsed the “Expanded Village Center” direction for the Precise Plan, including allowance for four stories at all four corners of the Middlefield Road/Whisman Road intersection. Four-story development is more consistent with 1.35 FAR (when considering the Precise Plan vision of plazas and gathering areas) than 1.05 FAR. To allow 1.35 FAR, the General Plan designation for these properties should be changed to “General Mixed-Use.” As a basis of comparison, this is the General Plan designation currently at the corner of Old Middlefield Way and North Rengstorff Avenue, where a three-story mixed-use affordable housing development was built in 2015. Alternately, the Precise Plan could limit the allowed FAR for the Village Center to 1.05 FAR.

Map 5: Height and FAR Areas

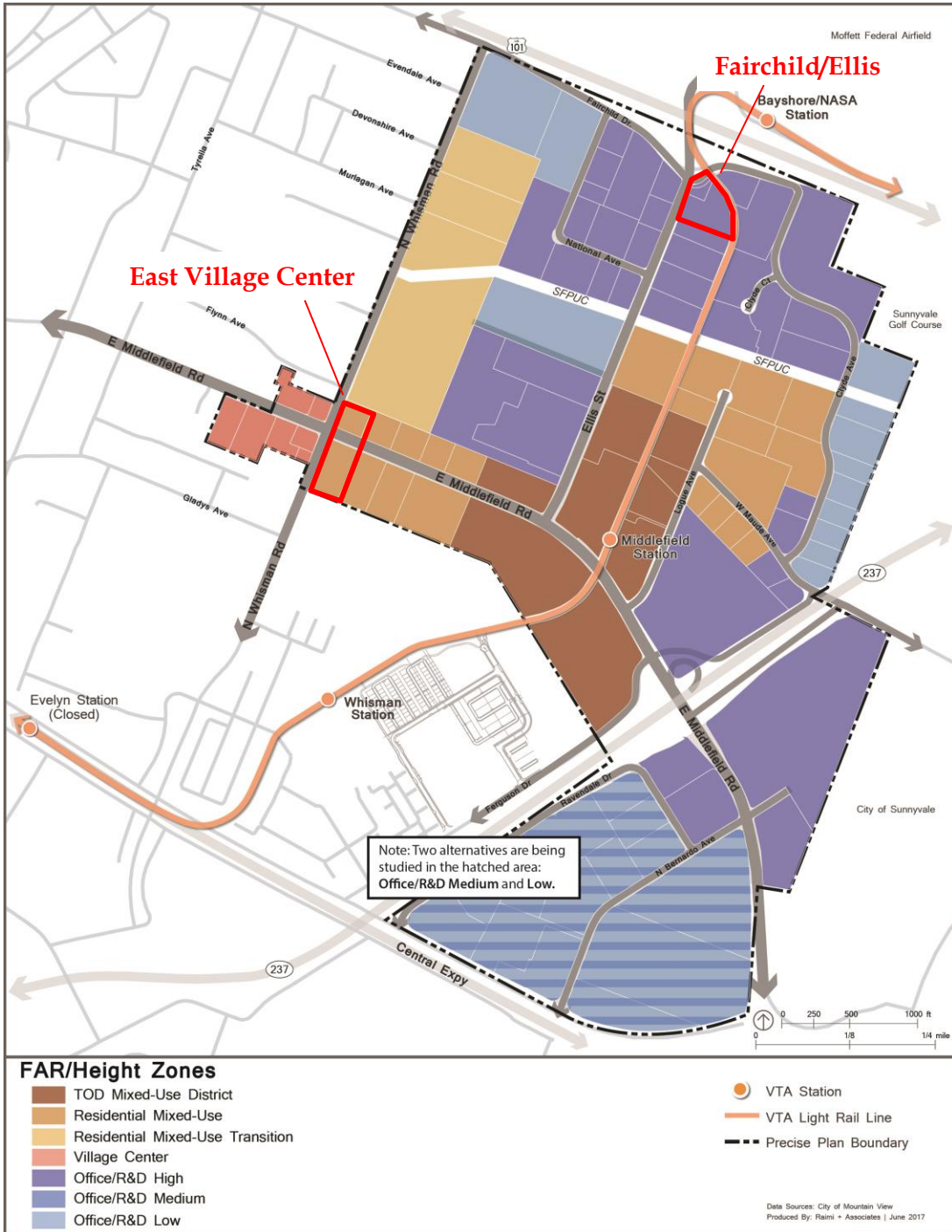


Table 2: Base and Maximum Heights and FARs

| | | Office | | Residential and Mixed-Use | |
|------------------------------|---------|--------|---------|---------------------------|---------|
| | | FAR | Stories | FAR | Stories |
| Mixed-Use TOD | Base | 0.40 | 3 | 1.0 | 3 |
| | Maximum | 1.0 | 6 | 3.5 | 8 |
| Mixed-Use Medium | Base | 0.40 | 3 | 1.0 | 3 |
| | Maximum | 0.75 | 5 | 2.5 | 6 |
| Mixed-Use Low | Base | 0.40 | 3 | 1.0 | 3 |
| | Maximum | 0.5 | 4 | 1.85 | 5 |
| Village Center | Base | 0.40 | 3 | 0.8 | 3 |
| | Maximum | 0.40 | 3 | 1.35 | 4 |
| Office/R&D High | Base | 0.40 | 3 | <i>Not allowed</i> | |
| | Maximum | 1.0 | 6 | | |
| Office/R&D Medium | Base | 0.40 | 3 | <i>Not allowed</i> | |
| | Maximum | 0.75 | 5 | | |
| Office/R&D Low | Base | 0.40 | 3 | <i>Not allowed</i> | |
| | Maximum | 0.50 | 4 | | |

Heights and FARs previously endorsed are shown in italics.

Question 3: Does the City Council support the proposed four height and FAR recommendations presented here, including the changes to the Height/FAR Map, office FARs in Mixed-Use areas, “base” heights and FARs, or Village Center heights and FARs?

EPC Comments

The EPC supported the proposed direction, including the minor map changes, the office FARs in Mixed-Use areas, the “base” heights and FARs, and the General Plan amendment for Village Center FAR.

Affordable Housing

The City Council has consistently stated that the Plan’s requirements should help to create as much affordable housing as possible, without making new residential development economically infeasible. Even without considering affordable housing, development feasibility is dependent on many factors besides the cost of land and construction, and the units’ sales price/rent, including:

- **Ownership or rental.** Ownership projects tend to be more feasible at lower densities and rental projects at higher densities.

- **Height and construction type.** More expensive construction materials, such as steel, must be used by taller buildings.
- **Parking supply.** Building more parking costs more money, but a minimum amount of parking may be necessary to market the development.
- **Project land area.** Larger projects can benefit from economies of scale.

At the June 2017 Study Session, the City Council directed the Precise Plan team to study an affordable housing program in East Whisman similar to the North Bayshore Precise Plan. Since then, the City Council has also increased the affordable housing requirements on rental residential development in the City from 10 percent on-site units to 15 percent on-site units in light of AB1505. This increase made the “Tier 1” affordable housing requirement in the North Bayshore Precise Plan the same as the “base” requirement for rental projects. However, other additional requirements still apply to the “Tier 1” development, including specific income level requirements, public benefit requirements, and school support requirements. Overall, the North Bayshore Precise Plan includes a goal of 20 percent affordable units throughout the Plan area.

East Whisman is different than North Bayshore in several key ways that may negatively affect development feasibility. For example, properties tend to be smaller in East Whisman than North Bayshore. Also, the Precise Plan goal of protecting adjacent neighborhoods creates limits on heights, parking ratios, and other factors that may affect feasibility.

East Whisman Feasibility Analysis

The Precise Plan team has conducted an initial analysis of development feasibility and on-site affordable housing in East Whisman. The team studied ownership and rental projects at a range of heights, FARs, parking ratios, and required affordable units. The analysis was based on a project site of about 2.5 acres, which is representative of the sites in the Plan’s Mixed-Use areas.

The analysis found that on-site affordable housing affects development feasibility for a range of product types and intensities. The complex interplay between the factors identified above means that feasibility of providing on-site affordable housing does not have a clear relationship to intensity or development tier. In addition, at 15 percent affordable units, some key housing sites may not be able to develop with housing since developers would not be able to buy out the existing office space. The creation of a

new, mixed-use neighborhood is the goal of the Precise Plan, and site-specific development infeasibility could be a constraint on that goal.

Based on this finding, staff can continue studying flexible approaches to providing affordable housing in the Plan area. For example, affordability requirements may be more directly tied to factors that affect development feasibility (such as land area). The key question is whether staff should study approaches that may not result in 15 percent affordable units with every rental development and 10 percent affordable units with every ownership development, as long as the requirements are structured to result in achieving an overall target, such as 20 percent affordable units. In addition, the Precise Plan team will continue to study other variables that affect feasibility, such as parking ratios. If development can be encouraged to provide less parking, shared parking with office uses, and other TDM strategies, development costs may go down. Another potential strategy is leveraging the demand for office development by encouraging office developers to facilitate affordable residential development in the area.

Question 4: Should the Precise Plan team study flexible affordable housing requirements that may not result in 15 percent affordable units in every rental development or 10 percent affordable units in every ownership development, but that are structured to potentially achieve an overall 20 percent affordable housing goal?

EPC Comments

The EPC supported the 20 percent goal for affordable housing, recommended that the Precise Plan team study flexible options to achieve that goal, and requested more information about the probability of achieving that goal.

Complete Neighborhood Targets – Jobs/Housing Linkage

Background

In June 2017, the City Council and EPC endorsed an approach to create complete neighborhoods by establishing metric targets, tracking them over time, and reviewing projects relative to the targets. This is the approach used by the North Bayshore Precise Plan.

The East Whisman Precise Plan would allow net new office square footage to be built, either 2.3 million square feet or 1.7 million square feet, depending on the alternative chosen by the City Council after the Draft EIR is complete. The East Whisman area's housing growth being studied is 5,000 units. If the housing growth happens at the same

pace as the office growth, the City's jobs/housing balance can be improved, and additional vehicle miles traveled can be minimized.

Jobs/Housing Linkage Strategy

The Precise Plan team is developing a "Jobs/Housing Linkage Strategy" to control the amount of office growth built before housing. This strategy would set a minimum number of residential units for each net increase in office square footage. The Precise Plan would set different requirements or approval findings for office development, depending on whether that number of units has been reached or not.

Staff recommends this "Jobs/Housing Linkage Strategy," which would be further developed with the draft Precise Plan. This strategy could encourage office developers to partner with housing developers to achieve jobs/housing targets. The additional requirements on office when built out of pace with housing may be able to create incentives for residential (such as transfer of development rights). For example, if office growth in pace with housing growth is less costly to build than office growth out of pace with housing growth, office developers may wish to support housing development in the area. It also offers City leaders the flexibility to approve exceptional office projects (such as greater public benefits, district improvements, or transportation demand management measures) before housing targets have been met, while clearly communicating the requirements to the development community in those circumstances.

Alternatives

There are two alternatives to the "Jobs/Housing Linkage Strategy." One alternative is a process similar to the North Bayshore Bonus FAR process from May 2015. This would give the City more direct control over the allocation of office floor area by periodically offering a limited amount of office square footage for development, based in part on the pace of housing construction in the area. This strategy is problematic since property owners and applicants would have limited predictability in the process, which could limit how well they respond to City needs. Another alternative is a completely hands-off approach. The Precise Plan team could analyze a range of potential economic and regulatory constraints on office and residential development, and set public benefit or other requirements to support housing in the long term. This strategy creates other challenges since future economic and regulatory conditions are unknown and difficult to predict.

Question 5: Does the City Council support the recommended "Jobs/Housing Linkage Strategy" for office and residential targets?

EPC Comments

The EPC supported the “Jobs/Housing Linkage Strategy.”

RECOMMENDATION

The Precise Plan team is seeking City Council input on the following questions:

1. Does the City Council wish to add, remove, or modify any of the draft guiding principles?
2. Does the City Council support the general urban design character and direction proposed for each Character Area?
3. Does the City Council support the proposed four height and FAR questions presented here, including the changes to the Height/FAR Map, office FARs in Mixed-Use areas, “base” heights and FARs, or Village Center heights and FARs?
4. Should the Precise Plan team study flexible affordable housing requirements that may not result in 15 percent affordable units in every rental development or 10 percent affordable units in every ownership development, but that are structured to potentially achieve an overall 20 percent affordable housing goal?
5. Does the City Council support the recommended “Jobs/Housing Linkage Strategy” for office and residential targets?

NEXT STEPS

After this meeting, the Precise Plan team will continue preparing the Draft Precise Plan, including additional transportation direction, a school strategy, neighborhood commercial strategy, open space strategy, and more. Additional Study Sessions on these topics will be held later in the spring.

Public drafts of the Precise Plan and EIR are expected to be complete in fall 2018. Final adoption of the Plan is expected in early 2019.

PUBLIC NOTICING

The City Council agenda is advertised on Channel 26, and the agenda and this report appear on the City’s website. All property owners and tenants within the Plan area and

within a 500' radius of the Plan area (including the City of Sunnyvale) were notified of this meeting by mailed notice. Other interested stakeholders were notified of this meeting via the project's e-mail notification system, including adjacent neighborhood associations—Wagon Wheel, North Whisman, Slater, and Whisman Station Homeowner Associations. Project and meeting information is posted on the project website: <http://www.mountainview.gov/eastwhisman>.

EA-MA-RT/2/CAM
899-02-27-18SS-E

- Attachments:
1. Summary of Community Workshop No. 1
 2. [City Council Study Session Memo Dated September 6, 2016](#)
 3. Summary of Community Workshop No. 2
 4. [City Council Study Session Memo Dated February 14, 2017](#)
 5. [City Council Study Session Memo Dated June 13, 2017](#)