

## North Bayshore Precise Plan Principles

The following is a list of the relevant Precise Plan principles that provide high level guidance to inform the policy development of the Gateway Master Plan. A more complete description of each principle is included in the North Bayshore Precise Plan, pages 7-10. Below is brief description of the high level strategies for how the Plan will initially address each principle; further refinement of these strategies will be presented later in this Plan process as necessary.

- 1) **Create a Gateway to North Bayshore.** *The Plan will include strategies such as visible, key buildings and entry signage along Shoreline Boulevard to help foster a sense of entering a special district within Mountain View.*
- 2) **Create Complete Neighborhoods.** *The Plan will include a broad mix of land uses as generally outlined in this report to create a “complete neighborhood” in this area of North Bayshore.*
- 3) **Create Distinct Areas.** *The Plan will be distinct from surrounding areas---more intensive, with a mix of building types and heights to make it unique from other areas.*
- 4) **Expand and Improve Public Spaces.** *New publicly accessible open space will be designed in the Plan area, including publicly accessible streets and bike and pedestrian facilities.*
- 5) **Construct Buildings that Support Public Areas.** *The Plan requires buildings with a more urban orientation---buildings will be placed close to public sidewalks and open space, and building designs will include frontage elements to encourage more pedestrian activity and interaction.*
- 6) **Promote Retail, Entertainment, and the Arts.** *The proposed land use program includes retail and entertainment uses.*
- 7) **Promote Economic Diversity.** *The Plan will include a variety of spaces for different types of economic activity (office, retail, entertainment, fitness, services, etc.).*
- 8) **Create Walkable, Human-Scale Blocks.** *The Plan will include a grid like system to create blocks that make walking convenient and accessible for pedestrians.*
- 9) **Connect to Surrounding Districts and Neighborhoods.** *The Plan will be oriented to integrate to both the Shoreline Boulevard corridor and the Joaquin Street corridor to the north.*
- 10) **Improve Connectivity/Transportation.** *The Plan includes a connection across Highway 101 with a new bicycle and pedestrian bridge.*