

**DATE:** June 5, 2018

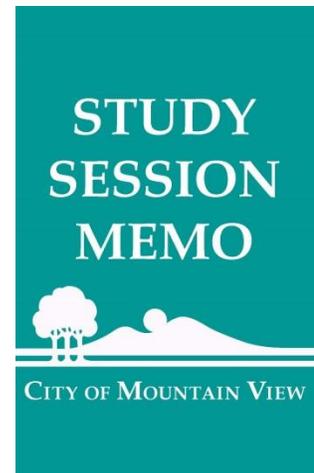
**TO:** Honorable Mayor and City Council

**FROM:** Eric Anderson, Senior Planner  
Randal Tsuda, Community Development  
Director

**VIA:** Daniel H. Rich, City Manager

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

---



### **PURPOSE**

That the City Council provides input and direction on land use and transportation policy questions for the East Whisman Precise Plan.

### **BACKGROUND**

The East Whisman Precise Plan process started in March 2016 and has included multiple community workshops, stakeholder meetings, and Environmental Planning Commission (EPC) and City Council Study Sessions. For an overview of prior workshops and meetings, see Attachment 1 (Summary of Prior Meetings).

#### **Environmental Planning Commission Meeting – May 16, 2018**

The EPC reviewed and commented on the issues and questions in this Study Session memo on May 16, 2018. Six members of the public spoke on the following topics:

- Two speakers were owner representatives of the “Wagon Wheel” site, the vacant lot west of the Middlefield Road/North Whisman Road intersection. They stated that neighborhood commercial (such as retail) would not be a viable use here. They also proposed expanding the boundary of the Precise Plan to include properties along Flynn Avenue. Their letter is included in Attachment 2 (Public Comment).
- A neighbor of the Wagon Wheel site expressed concern about changes to Flynn Avenue character.

- A representative from the Mountain View Los Altos High School District expressed concern about growing enrollment and the lack of fees to build new schools.
- A residential developer recommended increasing allowed heights to 15 stories in the Transit-Oriented Development (TOD) Zone, to make 3.5 FAR economically feasible. He also asked the City to consider options for park land dedication that would work for ground-lease sites.
- A LinkedIn representative stated that 30 percent trip reduction is a feasible challenge for their transportation demand management program.

Additional comment letters are included in Attachment 2. Input from the EPC is provided under each topic below.

## DISCUSSION

### **Executive Summary**

Over the last several months, the Precise Plan staff and consultant team developed an outline for the Precise Plan's key strategies for land use, design, and circulation. Previous discussion included complete neighborhoods targets, residential distribution, intensity and density, character areas, new streets, pedestrian/bicycle circulation, affordable housing, and jobs/housing linkage.

This report includes the following proposed strategies and proposed direction:

- **New residential areas**, to support additional residential development, including affordable housing and jobs/housing linkage opportunities.
- A **Neighborhood Commercial Strategy**, to support convenient resident and employee access to goods and services, to help small-business viability, and to support high-quality urban design.
- An **Open Space Strategy**, with a diversity of open spaces to meet the needs of residents and employees, convenient access to open spaces, and feasible implementation strategies.
- A **Transportation Strategy**, including a framework for determining maximum areawide vehicle trips, setting transportation demand management requirements, and establishing other services and improvements.

## **Additional Residential Areas**

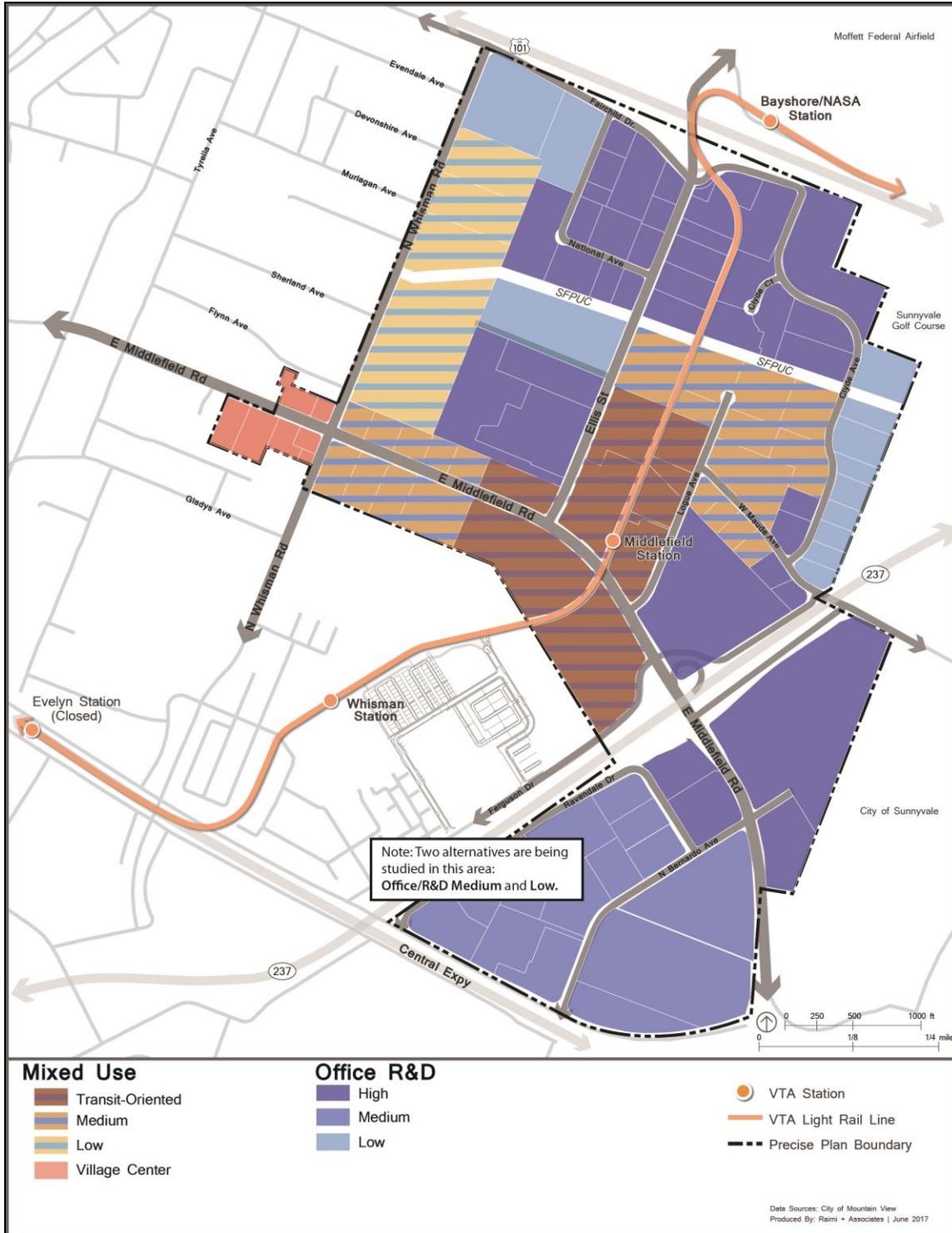
The Precise Plan’s Height and FAR Map (Map 1) regulates development intensity, through height and FAR, and where residential uses are allowed. Locations where residential uses are allowed were determined through an analysis of opportunity sites (i.e., where residential may most likely occur); potential noise and air quality impacts from Moffett Field and nearby freeways; convenient light rail, shuttle, and bus access; locating new residential near other residential, shops, and schools; community outreach; and City Council and EPC direction. The City Council endorsed the Preferred Alternative, with the location of residential uses on February 4, 2017, as shown in Map 1. The City Council also affirmed that residential *or* office should be allowed in these Mixed-Use areas, and residential should not be required anywhere. Minor changes to the map were made at the last Study Session, on February 27, 2018.

Based on additional opportunity sites analysis and City Council direction, including the jobs/housing linkage strategy and character areas, the Precise Plan team is proposing several additional sites where residential may be allowed, though not required. The affected sites are shown in Map 2. More detail about the rationale for these changes is provided under “Analysis.”

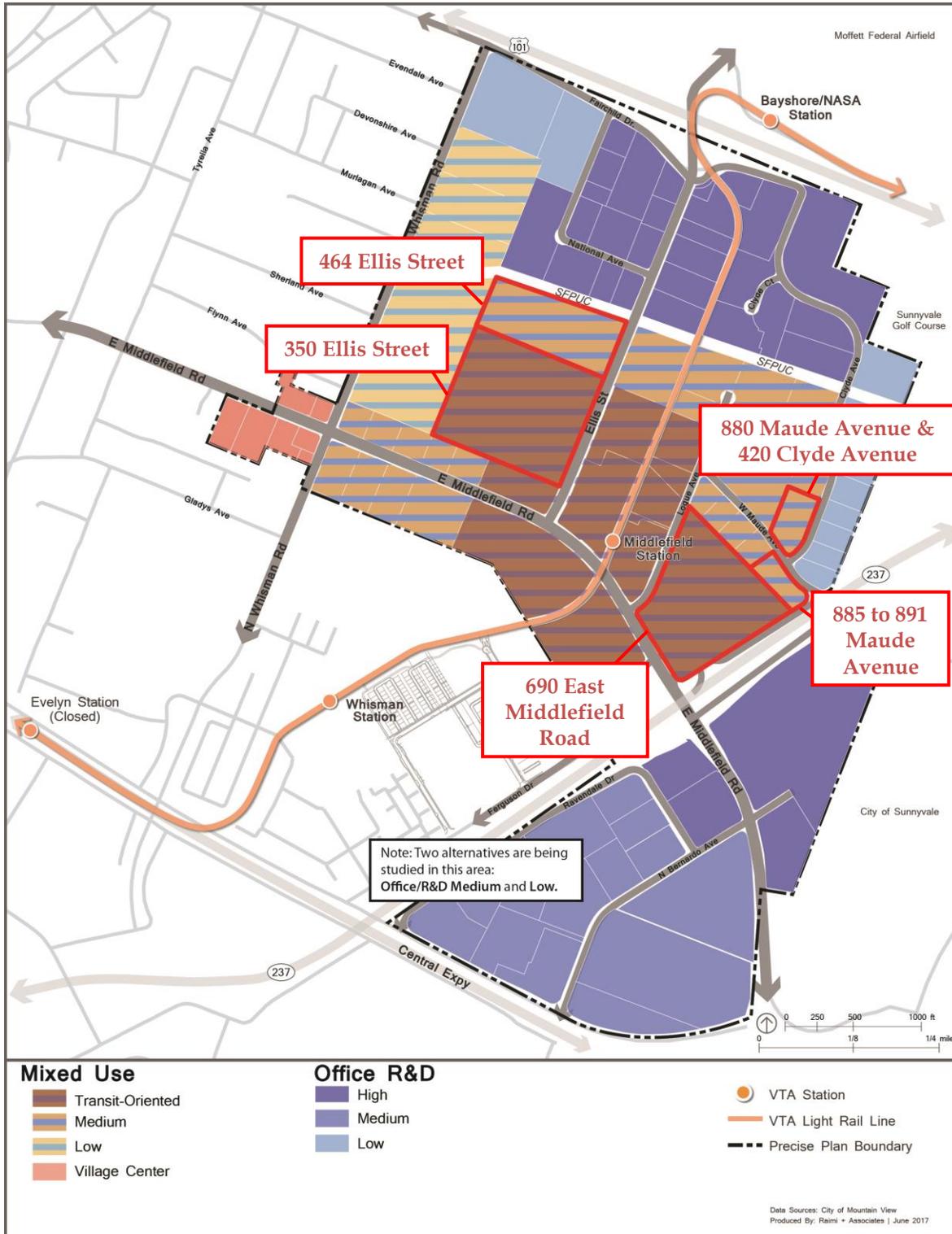
Map 2 and Table 2 show the recommended allowed heights and FARs for these sites. The proposed intensities are based on the following factors:

- Creating sensitive height transitions to neighboring properties;
- Development consistency with neighboring properties;
- Concentrating development with access to light rail and neighborhood commercial; and
- Creating additional redevelopment incentives, fostering opportunities for new pedestrian/bicycle connections and other public benefits.

Map 1: Preferred Alternative



**Map 2: Additional Residential Areas**



**Table 2: Proposed FARs**

<b>Site</b>	<b>Previous Zone</b>	<b>Proposed Zone</b>
464 Ellis Street	Office/R&D Low <i>Max Office FAR: 0.5</i>	Mixed-Use Medium <i>Max Office FAR: 0.75</i> <i>Max Residential FAR: 2.5</i>
885 to 891 Maude Avenue 880 Maude Avenue 420 Clyde Avenue	Office/R&D High <i>Max Office FAR: 1.0</i>	Mixed-Use Medium <i>Max Office FAR: 0.75</i> <i>Max Residential FAR: 2.5</i>
690 East Middlefield Road 350 Ellis Street	Office/R&D High <i>Max Office FAR: 1.0</i>	Mixed-Use TOD <i>Max Office FAR: 1.0</i> <i>Max Residential FAR: 3.5</i>

*Analysis*

The following are several reasons for recommending these land use changes:

- **Surface parking.** Several of these sites have large, underutilized parking lots, which can be viable opportunities for residential development.
- **Consistency with Precise Plan policy.** These properties would be better positioned to comply with affordable housing or jobs/housing linkage requirements if they want to add office.
- **Redevelopment incentive.** Allowing residential uses may create additional incentive for redevelopment, providing parks, pedestrian/bicycle connections, and other public benefits.
- **Land use consistency.** These changes increase consistency with surrounding properties, encouraging consolidation and cooperation during redevelopment, and easing review of development standards if consolidation occurs.

The following are possible reasons to not support the proposed land use changes:

- **Economic development.** Large office/industrial properties could be converted to residential uses, with a potential loss of economic opportunity.
- **Contamination.** Several sites are currently restricted to nonresidential uses due to contamination. However, property owners, regulating agencies, and other

stakeholders continue to make progress on this issue, and allowing residential may create an additional incentive. In addition, staff is recommending that residential uses be *optional and not required* at these sites.

### *Stakeholder Comments*

The following comments were received by stakeholders (including property owners, tenants, and regulating agencies).

- Property owners were supportive of the additional flexibility.
- Some stakeholders cautioned that residential is unlikely due to agreements and deed restrictions related to contamination.
- Office continues to be a higher-value use.
- A letter was received from Schlumberger Technology Corporation, one of the Middlefield Ellis Whisman (MEW) companies, with concerns about the additional residential areas. This letter is included in Attachment 2.

### *Question 1*

Does the City Council support allowing residential land uses on the sites identified in Map 2?

### *EPC Input*

The EPC supported the additional residential areas. EPC comments included the need to build safely over the contamination, the value of flexibility, and the importance of school capacity.

### **Neighborhood Commercial Strategy**

The Plan's proposed Neighborhood Commercial Strategy includes locations where neighborhood-serving commercial uses will be required and how they will be encouraged. The EPC and City Council reviewed conceptual commercial use locations when endorsing the preferred land use alternative and Village Center Strategy in February 2017 (see map in Attachment 1, "Preferred Alternative"). In addition, the City Council has commented during other Study Sessions that neighborhood-serving commercial uses should be allowed throughout the Plan area.

The Precise Plan team is developing a Neighborhood Commercial Strategy to support convenient resident and employee access to goods and services; to help small-business viability; and to support high-quality urban design. Staff is seeking Council input on the proposed strategy.

### *Neighborhood Commercial Uses*

Neighborhood commercial uses are a key element of a neighborhood's character and quality of life because they can enhance a neighborhood's identity, provide active and interesting street life, and include a range of small businesses and employment. A good selection of walkable, neighborhood-serving uses can also help reduce reliance on vehicle use, encourage active transportation such as walking and biking, and encourage social cohesion between neighbors.

Neighborhood commercial uses include the following:

- Retail (such as grocery stores, convenience stores, and pharmacies);
- Personal services (such as hair stylists, laundry, and dry-cleaning);
- Restaurants;
- Small medical offices;
- Small financial offices (such as insurance and banks);
- Small other offices (such as architects and lawyers);
- Indoor recreation and fitness;
- Community gathering spaces (such as churches and libraries); and
- Other similar uses that primarily serve the surrounding neighborhood.

Neighborhood commercial uses do not include administrative or corporate offices or research and development offices.

### *Neighborhood Commercial Locations*

Although neighborhood commercial uses will be allowed throughout the Precise Plan, the Plan requires them in key locations to create vibrant centers of activity at the

neighborhood scale. The Neighborhood Commercial Strategy identifies a focused set of locations where commercial centers are likely to be successful and targets commercial growth to those locations. Because there is limited demand for these uses, there is a risk that these uses may become diluted and unsuccessful if they are provided in large quantities across the Precise Plan area.

Map 3 shows the conceptual locations where neighborhood commercial uses will be required. The map illustrates that required neighborhood commercial uses should be located with direct frontage on the street, which optimizes the uses' visibility, viability, and accessibility. However, these locations are conceptual, and the uses may be behind plazas or other open space, or reconfigured due to pedestrian and bicycle access or other site design conditions. At least 1,500 square feet of neighborhood commercial space would be required in any one place, except the southwest corner of Middlefield Road and Whisman Road. In the Village Center, the amount of neighborhood commercial square footage shall not be reduced from the existing amount (approximately 50,000 square feet).

#### *Neighborhood Commercial Incentives*

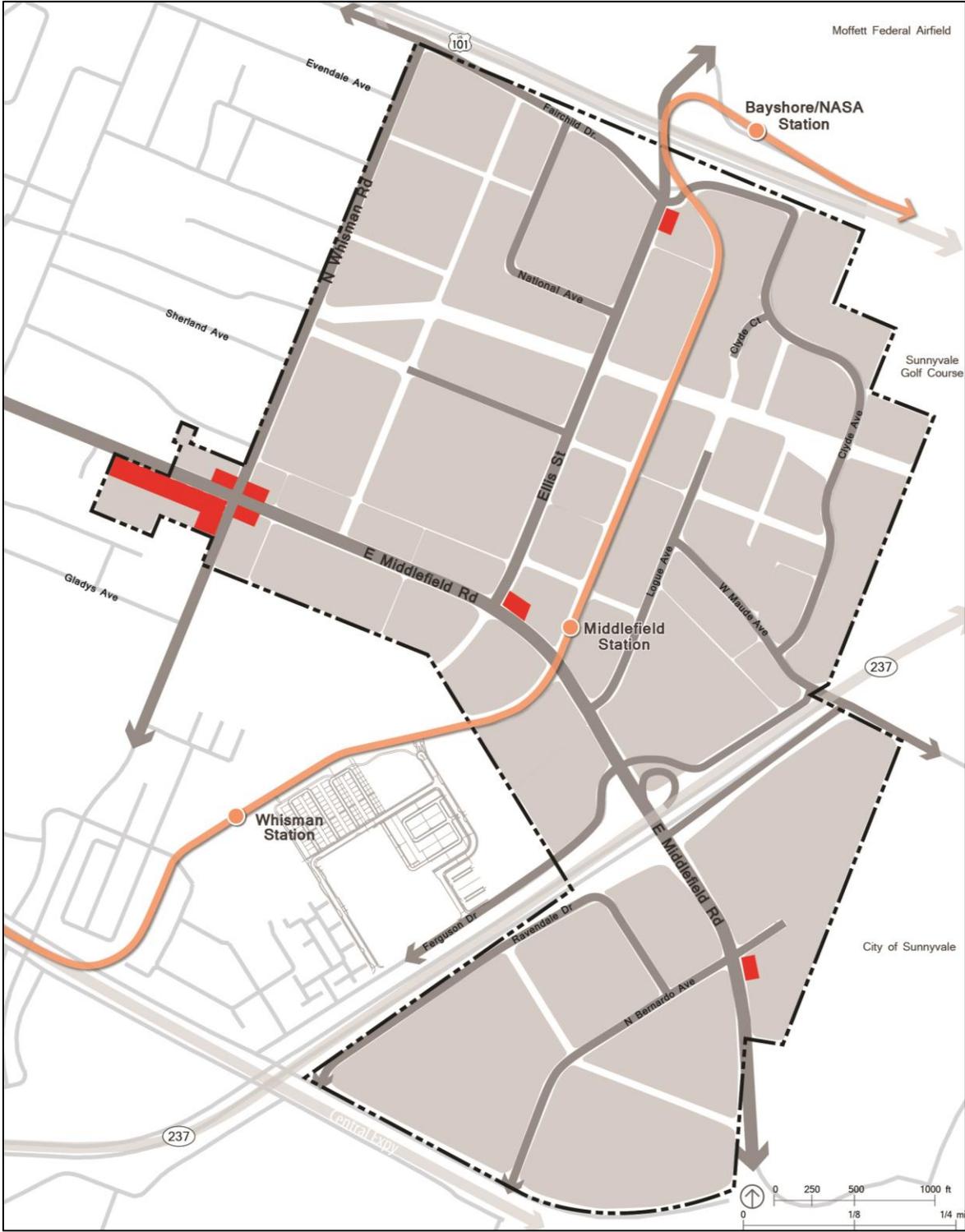
Retail, personal services, and restaurants are generally not as economically feasible to develop as residential or office. Therefore, the Precise Plan will propose incentives for development to encourage these uses. These incentives could include:

- FAR exemption for neighborhood commercial floor area.
- Parking requirement reduction or waiver.
- Policies to support nearby public parking, either on public streets or within private development.
- Support for small, local neighborhood-serving businesses as a public benefit.

#### *Neighborhood Commercial Urban Design*

The Precise Plan will include design standards and guidelines for office and mixed-use development frontages to support neighborhood commercial uses. Key design elements could include large storefront windows, sidewalk-adjacent doors and windows, high ceilings, awnings, and other features that may be appealing to a new neighborhood commercial tenant, even if the space is initially constructed for office. This also supports an active and pedestrian-friendly streetscape.

### Map 3: Neighborhood Commercial Locations



Note: This map differs from the map reviewed at EPC. It was updated to better specify location and floor area.

## *Question 2*

Does the City Council support the proposed Neighborhood Commercial Strategy?

### *EPC Input*

The EPC supported the Neighborhood Commercial Strategy. Additional EPC comments included interest in a grocery store, the importance of being able to walk or bike to these uses, and concern that 1,500 square feet may be too small for a minimum requirement in some places.

### **Open Space Strategy**

The Precise Plan will include several mini-parks (generally up to 1.5 acres) and a neighborhood park (approximately 3 acres); publicly accessible open spaces and plazas on residential and office developments; and greenways and linear parks providing both access and recreation opportunities. The EPC and City Council reviewed conceptual park locations when endorsing the preferred land use alternative in February 2017 (see map in Attachment 1, “Preferred Alternative”). Throughout the Precise Plan process, Environmental Planning Commissioners and City Councilmembers have also expressed the importance of providing adequate parks and open space in the area to serve the new residents.

The Precise Plan team is developing the following Open Space Strategy with a diversity of open spaces to meet the needs of residents and employees, convenient access, and feasible implementation strategies. Staff is seeking confirmation and feedback on the proposed strategy.

The Open Space Strategy also includes a goal to achieve an overall quantity of 30 acres of publicly accessible open space to serve the projected 10,000 residents of the East Whisman area. The City’s park standard is 3 acres of *dedicated public park land* per 1,000 people, so the Precise Plan’s goal is designed to meet the City’s standard quantity, but not the exact type, of open space. As described further below, this typology change allows the City to require public open space from more developments.

### *Conceptual Park Locations*

Map 4 shows conceptual mini-park, neighborhood park, and central open space locations, combined with a conceptual network of connecting greenways and streets. These locations are conceptual and show a general distribution of small and medium-sized parks throughout the Precise Plan area, and not exact required locations for parks

or greenways. New development on sites showing a park will be required to address the open space requirement by dedicating land, consistent with the City's Park Land Dedication Ordinance. Development applicants will be able to propose other locations for the park, as long as the new location is safely and conveniently accessible, visible, and of appropriate size and shape. Other Precise Plan policies for park location and design may also apply.

Map 4 shows a central open space of approximately 1.5 acres, which could be the Plan's signature gathering space adjacent to the Middlefield Station. This important open space would facilitate way-finding to the station and could include a major open area for community gatherings and events. This space could also include retail, outdoor dining, and entertainment uses to generate lively pedestrian activity throughout the day and evening.

These are not the only possible park locations in the Precise Plan area. Other sites may also dedicate park land to reduce park land dedication fee requirements, or may be required to dedicate land to address a local need, consistent with the City's park land dedication requirements. The City may also acquire other land in the area using park funds.

As implemented through other development projects and Precise Plans, the Precise Plan will allow developments to use the full project area, including any dedicated park area, to determine a site's allowed floor area. This may result in taller buildings on sites with dedicated public parks. However, dedicated public parks are not counted to meet on-site open space standards.

#### *Other Public Open Spaces and Plazas*

The Precise Plan will include requirements for publicly accessible open spaces. These spaces are not dedicated to the City and do not meet park land dedication requirements. Unlike parks (which are designed by the City after dedication), these spaces would be designed by applicants through the development review process. They could be plazas, courtyards, green spaces, recreation spaces, or other open spaces, but they would need to be publicly accessible.

While the City can require park dedication or publicly accessible open spaces from residential development, only the latter can be required from office development. This means that if an office development is proposed in an area where a park is indicated in Map 4, the open space will not be dedicated as a park, but it will be provided as a publicly accessible open space.

Publicly accessible open spaces will also be broadly required, even in locations not indicated for parks on Map 4. This will help the Precise Plan in addressing the park acreage standard for new residential, and the overall goal of 30 acres of open space in the Precise Plan. For example, if every site, including office sites, provides 9 percent of their land as public open space (far less than current private open space requirements for office or residential in other parts of the City), the 30-acre goal would be met. If only residential sites were required to provide publicly accessible open space through traditional park land dedication, each site would need to dedicate 50 percent to 65 percent of their land to meet the 30-acre goal.

Map 4 illustrates one future publicly accessible open space at the proposed LinkedIn campus at 700 East Middlefield Road. Multiple other such spaces would be provided through implementation of the Precise Plan.

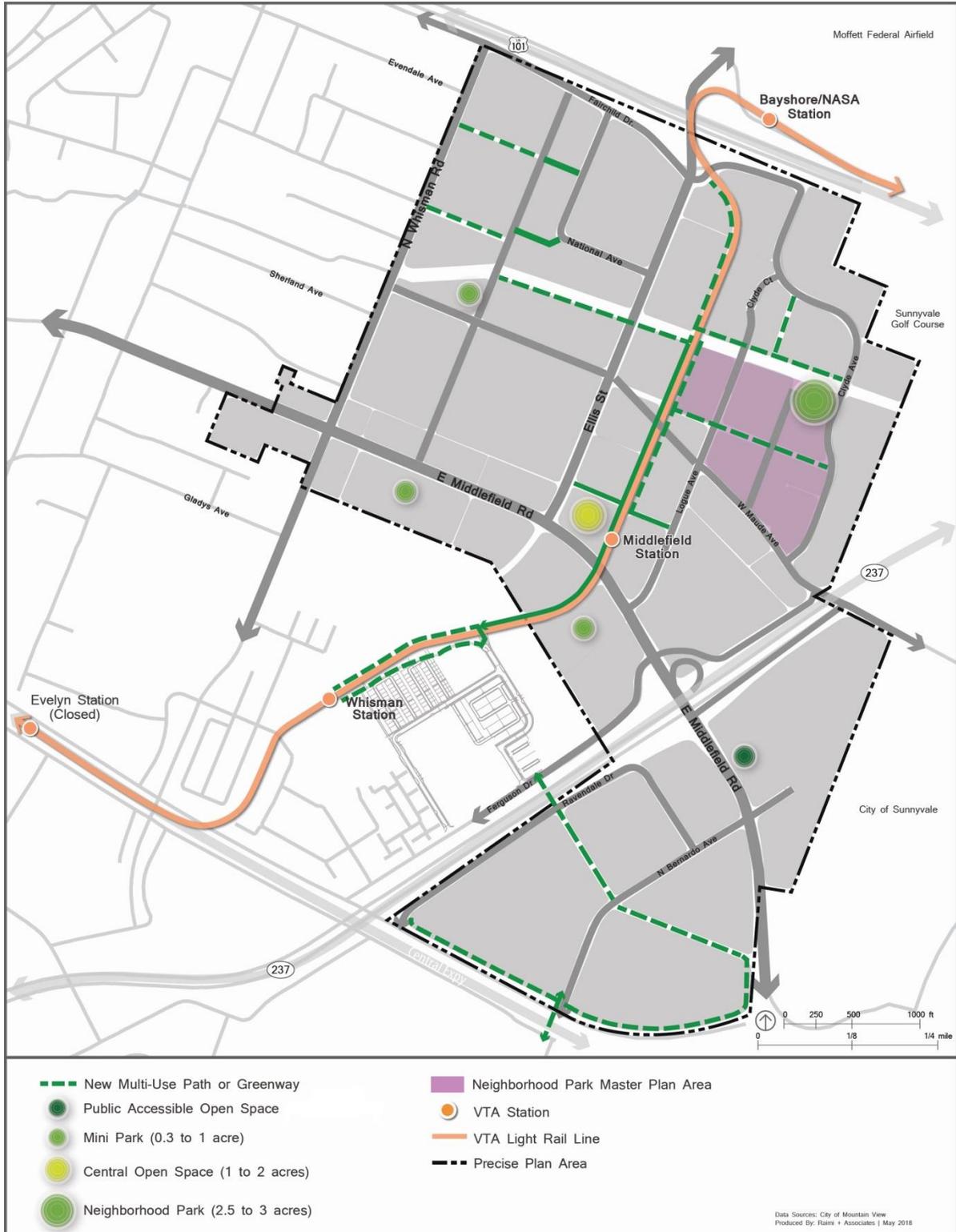
Publicly accessible open spaces are not dedicated, so do not affect the allowed FAR on a site. Previous applications that have made their open space publicly accessible have been able to count that space to their total open space requirement.

#### *Neighborhood Park*

Neighborhood parks are larger than mini-parks and plazas (usually at least 2.5 acres) and can contain a larger range of active spaces and recreation facilities, such as playing fields. With their larger contiguous size, neighborhood parks can provide more recreation opportunities than an equivalent area of mini-parks.

A neighborhood park would need to be dedicated from residential development (or purchased using park land dedication fees). Mini-parks, due to their small size, can often be required from development without significantly affecting the site's design, construction type, and development feasibility. Larger parks, on the other hand, have a greater effect on development. Because of this, the City has not historically asked for more than 15 percent of a given site as park land dedication, though this is not an explicit code or policy requirement.

**Map 4: Conceptual Open Space locations**



Only two contiguous areas of common ownership in the Precise Plan’s Mixed-Use area have at least 17 acres (the area needed to limit a neighborhood park to 15 percent of the site). One is 464 Ellis Street and 369 North Whisman Road, which is a relatively new office complex with a development agreement to build additional office through 2021. Despite the proposal earlier in this report to expand residential uses to half this site, this is not seen as a residential opportunity site.

The other area is roughly bounded by Maude Avenue, Clyde Avenue, the Hetch Hetchy, the light rail tracks, and Logue Avenue (see highlighted area on Map 4). This area is approximately 23 acres and owned by Google. Buildings in this area are older and more likely to be redeveloped. Though under common ownership, this area has seven separate parcels. Since a large park would have a greater effect on one parcel than another, a Master Plan would be necessary to allocate land uses and open space in this area. This Master Plan would also give the property owner flexibility to propose a distribution of land uses that may not strictly comply with the parcel-by-parcel requirements on the Precise Plan. With this Master Plan process, a neighborhood park may be feasible, as shown in Map 4.

This would not be the only opportunity for large parks or open space in the East Whisman area. The City can continue to use park land dedication fees to purchase land. The Plan can also include guidelines to provide public open spaces adjacent to underutilized parcels, with the objective that these spaces could be expanded with future development. Lastly, Master Plans could be used in other areas to assemble contiguous open space across multiple parcels.

### *Question 3*

Does the City Council support the proposed Open Space Strategy?

### *EPC Input*

The EPC supported the proposed Open Space Strategy. Additional EPC comments included concern about public-access hours and liability issues related to privately owned open spaces.

## **Transportation Strategy**

In some ways, the East Whisman area is similar to the North Bayshore Area from a regional transportation perspective. Both are large areas dominated by office parks that generate substantial inbound morning traffic and outbound afternoon traffic. However,

the two areas also differ in several ways. East Whisman has more access to the surrounding road network and through streets, unlike North Bayshore with its three “gateways.” East Whisman has the VTA light rail line. East Whisman also has multiple smaller office and industrial property owners and is not dominated by a single large corporate entity as in North Bayshore, which affects how transportation demand management programs may be implemented.

Previously, the City Council directed that East Whisman transportation policies be modeled on established strategies used in the North Bayshore Area. New strategies in North Bayshore include a districtwide “trip cap,” regular monitoring of the “gateways,” and restrictions on new development based on trip cap performance. There are also limits on single-occupancy-vehicle mode share and development-specific TDM requirements.

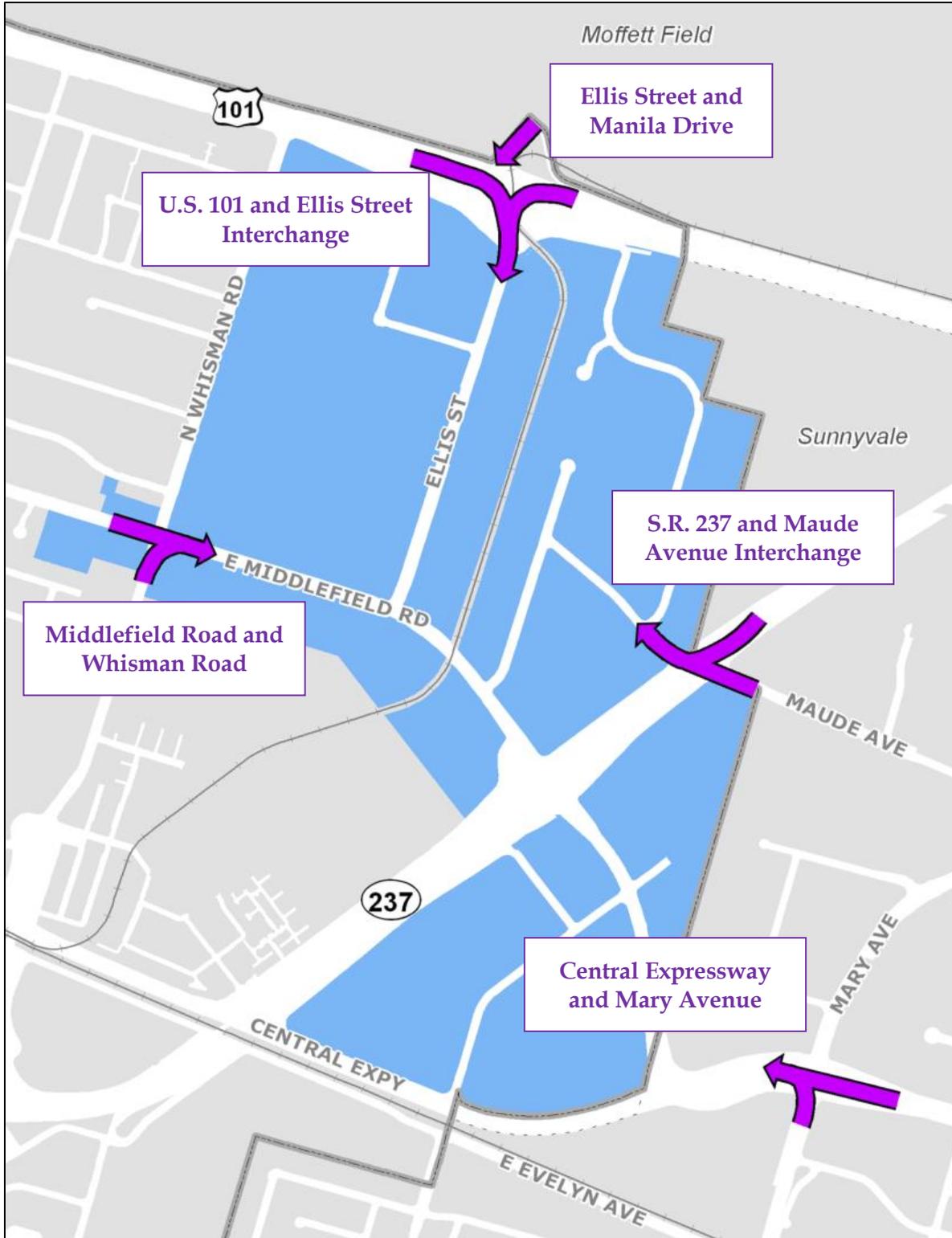
Some of these strategies are more difficult to implement in East Whisman. For example, a districtwide trip cap, with monitoring and limits based on “gateway” performance, is more difficult than North Bayshore due to the significant number of pass-through trips and the greater number of East Whisman gateways. While North Bayshore development is responsible for its own congestion at the gateways, future regional growth is expected to fill East Whisman area roadway capacity with pass-through trips, even if there is no growth in East Whisman itself. Nonetheless, the Precise Plan team is developing a strategy that attempts to address the same issues as in North Bayshore but in a slightly different way.

### *Key Intersections*

The Precise Plan team has identified five key East Whisman-area intersections with potential peak-hour traffic impacts, defined as falling below LOS F. These are both key access points to the East Whisman area as well as vital intersections for other local and regional traffic. These intersections include (and are shown in Map 6):

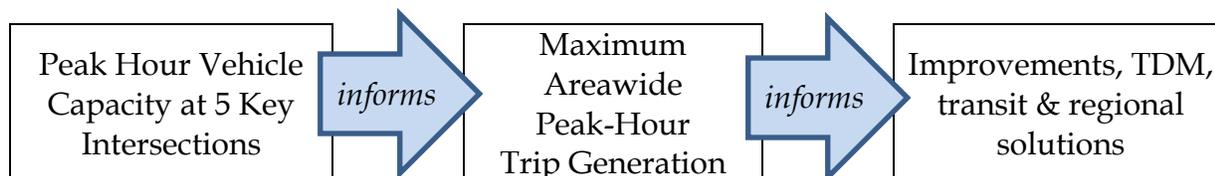
- Ellis Street and Manila Drive
- U.S. 101 and Ellis Street interchange
- State Route 237 and Maude Avenue interchange
- Middlefield Road and Whisman Road
- Central Expressway and Mary Avenue (Sunnyvale)

**Map 6: East Whisman Key Intersections**



A key part of the Plan’s transportation strategy is to limit congestion at the major intersections identified above, which protects other intersections (such as Fairchild Drive and Whisman Road, Bernardo Avenue and Central Expressway, etc.) from displaced and cut-through traffic. The Precise Plan team is currently studying the maximum areawide peak-hour trip-generation that would trigger impacts at these five key intersections. Based on this peak-hour trip generation capacity, the Precise Plan team will develop a range of policy options, roadway system improvements, transportation demand management (TDM), transit and shuttle enhancements, and regional transportation solutions to reduce trips to the target amount. Alternative land use programs (i.e., different amounts of allowed office and residential) will also be provided as a basis of comparison. This work flow is illustrated below.

### East Whisman Precise Plan Transportation Strategy



Basing the strategy on peak-hour vehicle trips does not directly address vehicle miles traveled (VMT), greenhouse gas emissions, or other issues such as noise or air-quality. However, peak-hour trip generation is among the easiest metrics to measure, evaluate, model, monitor, and enforce. It is also highly correlated with the sustainability factors identified above.

#### *Site-Specific Trip Caps*

A districtwide trip cap would be very difficult to implement in East Whisman, based on the number of pass-through trips, the number of gateways, and the number of alternate routes. Therefore, the Precise Plan proposes to regulate the maximum number of trips on a site-specific basis, with penalties for noncompliance. The City already does this for several sites in the East Whisman area, as well as North Bayshore sites. District monitoring would still occur and could inform the City in the review and approval of specific development projects.

Based on initial calculations of the maximum number of allowed trips given the proposed East Whisman Precise Plan land uses, office development would be limited under this strategy to approximately 0.6 to 0.7 peak-hour trips per 1,000 square feet of building area. Previous East Whisman development projects have expressed their requirement as “20 percent trip-reduction,” or 20 percent below the trip generation rate

predicted by the Institute of Transportation Engineers (ITE); “20 percent trip-reduction” is equivalent to approximately 1.1 peak-hour trips per 1,000 square feet, almost twice as many trips as the rate above. The rate above is also well below the estimated requirement for North Bayshore development of 0.84 peak-hour trips per 1,000 square feet (39 percent trip-reduction). North Bayshore TDM requirements are already demanding, so achieving this 0.6 to 0.7 peak-hour trip requirement (50 to 55 percent trip-reduction) would be a challenge for developers, tenants, the Transportation Management Association (TMA), and the City.

To limit most impacts, existing office sites may also need to adopt enhanced TDM and lower vehicle trip rates. This would be a challenge since the City has little regulatory oversight over many of these existing sites. However, there may be opportunities to reduce trips from these sites, including expanded TMA services, internalization of trips due to new residential near jobs, voluntary programs, and TDM requirements for smaller permits (for example, the North Bayshore Precise Plan requires TDM requirements for 1,000 square foot additions). It may not, however, be possible to reduce these trips to the level identified above.

North Bayshore’s districtwide trip cap helps limit impacts if project-specific requirements do not succeed at reducing trips, by prohibiting new construction if the gateways are over capacity. Since East Whisman is not proposed to have a districtwide trip-cap like North Bayshore, the Precise Plan team is developing project-specific requirements that may need to be implemented if individual developments exceed their vehicle trip cap. Examples may include parking fees, increased transit subsidies, and other measures.

#### *Additional Analysis*

The 0.6 to 0.7 peak-hour trips per 1,000 square feet rate is a very aggressive reduction. Requiring this rate would negatively affect development risk and feasibility, reducing the Plan’s ability to create otherwise more sustainable development, public benefits, and new connections and open spaces. These findings are preliminary, and additional analysis may result in trip numbers higher or lower than those identified above. Analysis affecting this number includes roadway and other transportation improvements that may provide additional capacity. Additionally, adopting the lower office alternative (1.7 million square feet instead of 2.3 million square feet) would also provide some additional capacity, increasing the trip cap to approximately 0.65 to 0.75 trips per 1,000 square feet.

Staff does not believe 0.6 to 0.7 peak-hour trips per 1,000 square feet is currently feasible for office development, so the EPC and City Council may wish to allow flexibility for

development to reach this trip-reduction goal. For example, the Precise Plan may phase in the trip cap, considering that trip-reduction opportunities improve as residential, public improvements, and public programs are implemented. This would establish the trip rate as a target, rather than a requirement, with a range of public and private actions designed to reach that target over the long term.

### *Analysis Alternatives*

One argument against using LOS or vehicle capacity to determine vehicle impacts is that it most affects “last-in” and dense development that achieves other community goals, such as transit-oriented intensity. Little available capacity remains for future East Whisman development at these key intersections because existing and proposed development from across the region is contributing trips (such as Peery Park, a Sunnyvale area proposing up to 2.2 million additional square feet of office and 215 dwelling units). The team can continue to study alternative policy ideas for limiting trips, including other metrics, like VMT or total travel time, or different assumptions about the appropriate number of East Whisman trips through these key intersections. However, pursuing alternative policy ideas may result in more congestion at these key intersections, with possible spillover effects, which may be acceptable if other sustainability or community goals are achieved.

### *Neighborhood Impacts*

Site-specific trip caps create the incentive for future drivers to park in surrounding areas. The City’s residential parking permit program could be implemented in these adjacent neighborhoods to limit these impacts. Per City policy, such a program must be requested by the affected neighborhood. This program was discussed at a Wagon Wheel Neighborhood Association meeting on May 19, 2018. Members of the neighborhood had questions about the program, but did not provide any feedback to staff about their willingness or reluctance to use it.

### *EIR Strategy*

The Precise Plan team has already begun the Environmental Impact Report (EIR), which must evaluate the traffic and transportation impacts of the Plan. In general, EIRs can treat trip-reduction measures as an input in the project analysis, or as mitigation measures after the project analysis. Treating trip-reduction measures as an input in the project analysis provides more information in the EIR about the level of impacts expected when implementing the full suite of trip-reduction measures. Treating them as mitigation measures after the analysis allows the team flexibility to test trip-

reduction scenarios while concurrently conducting analysis without the final suite of measures, saving time and effort.

The Precise Plan's EIR strategy is to study a 30 percent trip-reduction for new office development as part of the project analysis, equivalent to about 1 peak-hour trip per 1,000 square feet. As a basis of comparison, the Samsung project at 685 Clyde Avenue, the first development with TDM requirements in the East Whisman area, had a trip-reduction of 27.4 percent during their 2017 monitoring, averaging a.m. and p.m. Concurrent with this analysis, the team will continue to evaluate transportation and trip-reduction measures consistent with the proposed transportation strategy (including higher office trip-reduction requirements) and implement them as mitigation measures in the EIR.

#### *Transportation Strategy Summary*

- Use projected traffic congestion at key intersections and interchanges to establish a long-term target trip-generation rate for the East Whisman area.
- Develop policy options, roadway system improvements, transportation demand management (TDM), transit and shuttle enhancements, and regional transportation solutions to reduce trips and increase capacity to the target amount.
- Apply project-specific peak-hour trip caps to new development, with penalties for noncompliance and additional measures that must be implemented if noncompliance continues.
- Allow near-term flexibility for trip cap requirements, but phase in more aggressive requirements as trip reduction becomes more feasible.
- Monitor trips, congestion, VMT, and other metrics, and use that information to inform the City in the review and approval of specific development projects.

#### *Question 4*

Does the City Council support the Plan's proposed Transportation Strategy?

#### *EPC Input*

The EPC supported the proposed Transportation Strategy. Additional EPC comments included concern about feasibility, interest in moving from vehicle capacity to multi-modal metrics, and interest in public transit improvements.

## **RECOMMENDATION**

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

1. Does the City Council support allowing residential land uses on the sites identified in Map 2?
2. Does the City Council support the proposed Neighborhood Commercial Strategy?
3. Does the City Council support the proposed Open Space Strategy?
4. Does the City Council support the Plan's proposed Transportation Strategy?

## **NEXT STEPS**

The Precise Plan team will continue preparing the Draft Precise Plan. Public drafts of the Precise Plan and EIR are expected to be available in late 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 Study Session memo 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-RT/2/CAM  
899-06-05-18SS-E

- Attachments:
1. Summary of Prior Meetings
  2. Public Comment