

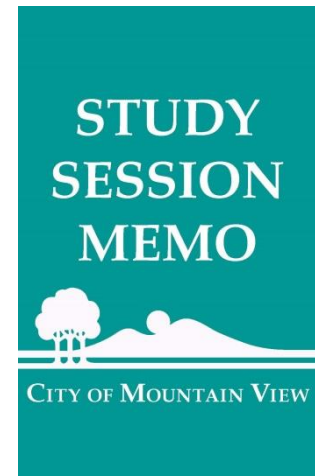
DATE: March 28, 2013

TO: Honorable Mayor and City Council

FROM: Randal Tsuda, Community Development
Director

VIA: Daniel H. Rich, City Manager

TITLE: **Workshop on Expectations of Future
Development Projects in East Whisman and
Other High-Intensity Office Areas**



PURPOSE

The focus of this facilitated workshop is for Council to discuss and provide direction on their expectations for future development projects that may occur in the East Whisman Change Area. The concepts may be applicable to the North Bayshore Change Area as well. At the workshop, staff will be seeking Council direction on the following topics:

- Building intensity.
- Traffic-reduction measures.
- Project design.
- Community benefits and off-site improvements.
- Sustainability target.
- Growth to be evaluated in the environmental documents.

BACKGROUND

The workshop will be facilitated by Shawn Spano, a professor in the Communication Studies Department at San Jose State University and Senior Consultant with the Public Dialogue Consortium. Mr. Spano previously facilitated the Council's General Plan workshop on April 21, 2012.

There are two active projects in the East Whisman Area. Council approved a 390,000 square foot project by TMG Partners, located at 625 Clyde Avenue, on March 19, 2013.

Council authorized a Gatekeeper request by RREEF for a 1.0 million square foot project at 700 East Middlefield Road on June 19, 2012.

Council held Study Sessions on the RREEF project on February 12 and February 26, 2013 (see Attachments 1 and 2). At the conclusion of the later Study Session, Council requested another Study Session to provide members with an opportunity to have a conversation with each other on key development topics concerning new projects in the East Whisman Area. Some Councilmembers suggested a facilitated Study Session or workshop.

NEXT STEPS

Based on Council discussion at this workshop, staff expects that RREEF will revise their project and submit new plans. Staff expects to schedule a subsequent Council Study Session to allow Council the opportunity to comment on the revised plans early in the development review process.

PUBLIC NOTICING – Agenda posting.

RT/7/CAM
820-03-28-13SS-E

- Attachments:
1. [City Council Study Session Memorandum on 700 East Middlefield Road Dated February 12, 2013](#)
 2. [City Council Study Session Memorandum on 700 East Middlefield Road and East Whisman 1.0 Considerations Dated February 26, 2013](#)
 3. Excerpts from Mountain View 2030 General Plan addressing East Whisman Area

Moffett/Whisman

Context

Located on the east side of Mountain View, the Moffett/Whisman Planning Area (Figure 2.4) is bounded and bisected by major roadways such as North Whisman Road, Highway 85 and North Shoreline Boulevard. Middlefield Road is a prominent east-west corridor through the area. The planning area contains a mix of general industrial, commercial and residential uses (Figure 2.5).

The planning area has several residential areas, including more recently developed or planned neighborhoods around the Whisman Light Rail Station. A sizable residential neighborhood is located immediately west of the East Whisman Change Area. Moffett/Whisman residential areas include a variety of housing intensities, parks, trails and neighborhood commercial uses.

The East Whisman Change Area includes a range of transit-oriented office and light industrial uses. It surrounds the VTA light rail corridor and is an important employment center with growth potential.

The Moffett Boulevard corridor includes a mix of neighborhood commercial, service and residential uses. The corridor extends to Highway 101 and includes a large, federally owned parcel at Moffett Boulevard and West Middlefield Road. The Moffett Boulevard Change Area, next to Downtown, features primarily commercial uses.

Looking Forward

New mixed-use and transit-oriented development will feature high-quality design and preserve adjacent residential character. Enhanced commercial and open space amenities will address the needs of residents and workers.

Key policy direction for this area includes:

- *Achieve sustainable development.* Area planning efforts and new development will achieve a mix of uses, incorporate sustainable features and create attractive, functional and accessible living and working environments.
- *Enhance mobility.* Mobility improvements will be coordinated with new development and other programs to support greater pedestrian, bicycle and transit use, particularly in transit-oriented locations. Streetscape improvements and pathways such as the Hetch Hetchy and Light Rail trails will enhance the pedestrian environment.
- *Develop community amenities.* Pedestrian-accessible retail services, workplace amenities and community facilities will support a diverse population of residents and workers. Open space resources will include trails as well as gathering places, such as community gardens, parks and plazas, to help create more complete neighborhoods.
- *Preserve neighborhood character.* Development will provide appropriate transitions to surrounding, lower-intensity residential areas.
- *Capitalize on location.* The East Whisman Change Area will leverage its proximity to transit to provide commercial and industrial growth in this important employment center. Redevelopment opportunities will also occur along Moffett Boulevard to extend the pedestrian character and mix of uses from Downtown into this gateway corridor.

Figure 2.4: Moffett/Whisman Planning Area, 2009

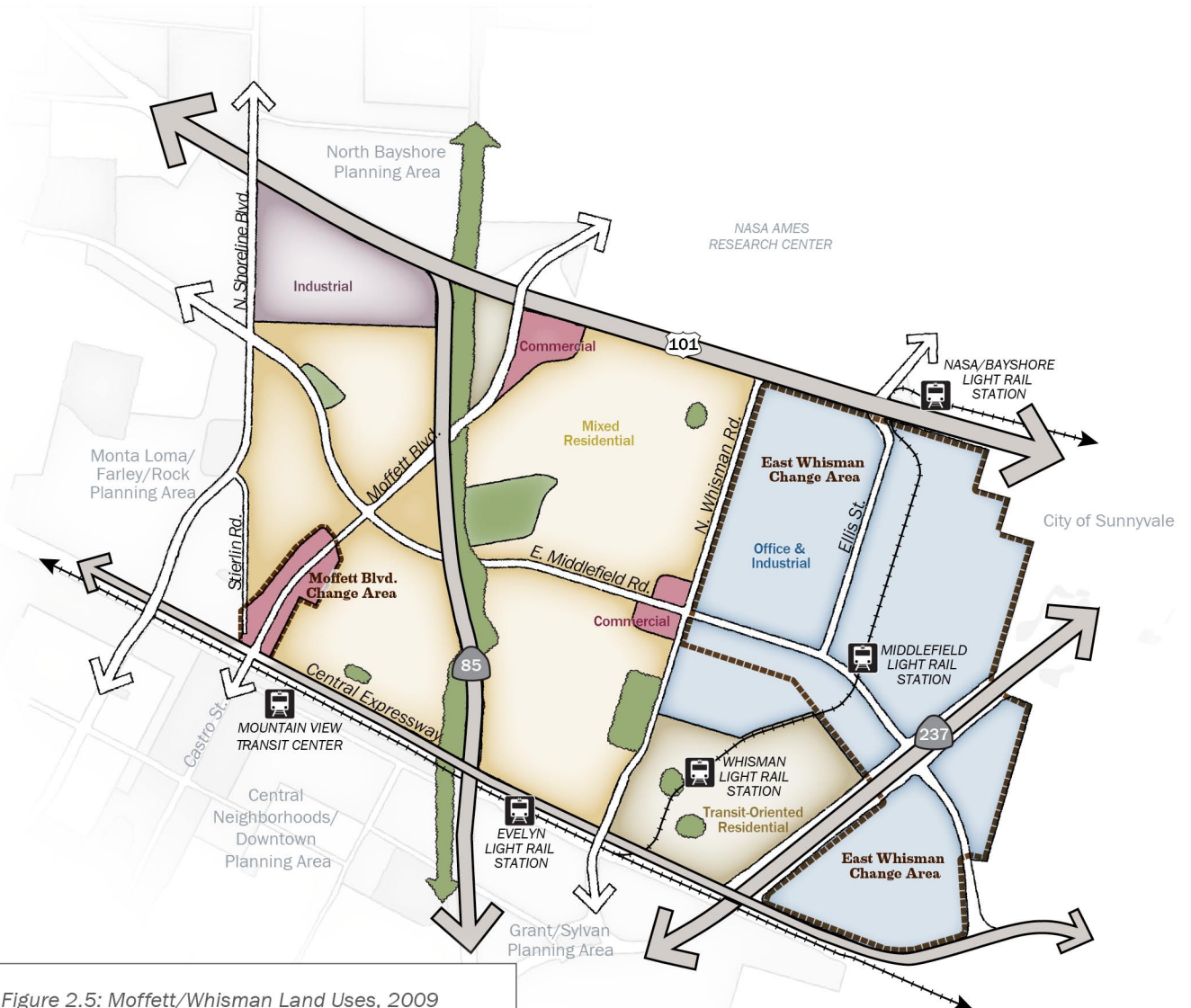
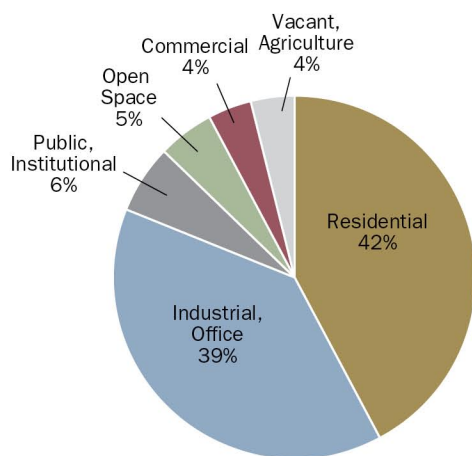
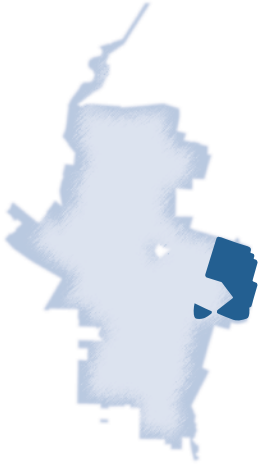


Figure 2.5: Moffett/Whisman Land Uses, 2009



EAST WHISMAN CHANGE AREA



VISION

The East Whisman Change Area advances as a sustainable, transit-oriented employment center with an increased diversity of land uses.

In 2030, East Whisman is anchored by transit-oriented commercial buildings with highly sustainable features and materials. It is an active area with pedestrian and bicyclist connections to light rail, services and employers. Commercial buildings are designed to respect the scale and character of adjacent residential neighborhoods. East Whisman features stores, services and restaurants for neighbors and workers, who enjoy plazas and open spaces throughout the area.

EAST WHISMAN CHANGE AREA

GOALS AND POLICIES

East Whisman policies encourage and offer incentives to more transit-oriented and sustainable development while supporting diverse land uses to serve future workers and neighbors.

Goal LUD-19: *An area with innovative transit-oriented developments, services for area residents and workers and strong connections to the rest of the city.*

Policies

LUD 19.1: Land use and transportation. Encourage greater land use intensity and transit-oriented developments within a half-mile of light rail transit stations.

LUD 19.2: Highly sustainable development. Provide incentives to encourage new or significantly rehabilitated development to include innovative measures for highly sustainable development.

LUD 19.3: Connectivity improvements. Support smaller blocks, bicycle and pedestrian improvements and connections throughout the area.

LUD 19.4: Transportation Demand Management strategies. Require development to include and carry out Transportation Demand Management strategies.

LUD 19.5: Village centers. Promote new or expanded village centers that serve the area.

LUD 19.6: Residential transitions. Require development to provide sensitive transitions to adjacent residential uses.

LUD 19.7: NASA Ames and Moffett Field area connections. Create stronger connections between East Whisman and the NASA Ames and Moffett Field areas.

EAST WHISMAN CHANGE AREA

FORM AND CHARACTER

Pedestrian and Bicyclist Environment

- Pedestrian and bicycle networks connecting to transit and key destinations, including mid-block trails throughout East Whisman.
- Wide sidewalks and pedestrian amenities, such as benches, tree wells and directional signs at key nodes.
- Sidewalks with planter strips outside of key nodes.
- A well-connected bicycle network with on-street bicycle lanes and off-street bicycle or shared-use trails.
- Small curb radiuses and shorter pedestrian crossings, especially near retail, trails and transit.

Pedestrian connections to transit



Site Layout and Design

- Development includes sustainable features such as passive solar, stormwater retention, heat island reduction, renewable energy production, or other types of green infrastructure and technology.
- Buildings located at or near sidewalk for a significant portion of site frontage.
- Greater building setbacks with landscape buffers in locations adjacent to surrounding residential areas.

EAST WHISMAN CHANGE AREA

- Buildings oriented towards transit stations and retail nodes.
- Parking primarily located to rear or along sides of site.
- Developments designed to accommodate and minimize conflicts with pedestrian and bicycle routes.
- Significant landscaping such as trees or large planting areas for portions of buildings set back from the street.
- Buildings sensitively transition to nearby existing neighborhoods.
- Larger buildings broken down into smaller volumes.
- Step-backs of upper building floors where a smaller-scale building appearance is desired, such as along pedestrian routes or trails.
- Structured parking preferred over surface parking, especially in key pedestrian areas.

Plazas and Shared Space

- Paths, trails and linear parks connect to streets, creeks, parks and surrounding areas.
- Plazas and open spaces distributed throughout area.
- Plazas engage with higher-intensity buildings and uses near village centers and transit stations.

Building-to-Street Relationship

- Building frontages help create a safe and comfortable pedestrian experience.
- Buildings include ground-floor design elements.
- Pedestrian-scale building elements activate the street, especially at transit stations and village centers.
- Building frontages include pedestrian entrances and windows.
- Building entrances oriented toward streets, plazas and open areas.
- Building frontages include plazas and courtyards, landscaping, murals, street furniture, and similar features.

Landscaping and building entrances create a comfortable pedestrian experience



Industrial/Regional Commercial accommodates both regional commercial and some continued light manufacturing and research and development uses. It is intended for businesses supplying comparison goods and specialty items that require a broad regional customer base and provide a wider range of merchandise than is available elsewhere in the city. This could include clothing stores, department stores, appliance stores and restaurants, as well as offices and other types of similar uses.

- *Allowed Land Uses:* Commercial with regional retail and supporting uses, office, light industrial
- *Intensity:* 0.50 FAR
- *Height Guideline:* Up to 3 stories

Office/Industrial

Office/Industrial designations are intended for office, research and development, light industrial and manufacturing uses serving regional, national and international interests. For sites with industrial or manufacturing uses, form and character guidance depends largely on the utility needs of the specific uses. Public open spaces and paths, shade trees and landscaping, safe and convenient street crossings and engaging building designs support pedestrian and bicycle access. Building entrances are visible and face the street, or are oriented towards transit. Tallest buildings are appropriate where visual impacts on nearby residential development or parks are minimized. Parking is primarily located to the side or rear of buildings.

Office accommodates businesses, administrative offices, medical offices, financial or real estate services,

high-technology industries and scientific facilities and integrates with surrounding neighborhoods.

- *Allowed Land Uses:* Office
- *Intensity:* 0.35 FAR
- *Height Guideline:* Up to 2 stories

General Industrial is intended for the production, storage and wholesale of goods and services to create a broad industrial base.

- *Allowed Land Uses:* Industrial uses, including manufacturing and storage, research and development, administrative offices and ancillary commercial
- *Intensity:* 0.35; 0.55 FAR for uses with a limited number of employees and customers, such as warehouses
- *Height Guideline:* Up to 3 stories

High Intensity Office accommodates major corporations, financial and administrative offices, high-technology industries and other scientific facilities, as well as supporting retail and service uses. High-intensity office areas support technological advancement and research and development.

- *Allowed Land Uses:* Office and ancillary commercial; light industrial, light manufacturing, start-up businesses and other commercial and industrial uses as appropriate
- *Density and Intensity:* 0.35 FAR; intensities above 0.35 FAR and up to 1.0 FAR may be permitted with measures for highly sustainable development specified within zoning ordinance or precise plan standards
- *Height Guideline:* Up to 8 stories