

City Council Questions

October 12, 2021 Council Meeting

ITEM 3.1 Castro Pedestrian Mall Feasibility Study and Future of 100-300 Blocks of Castro Street

1. Under the Pedestrian Mall Law of 1960, does the ability to use the Blossom and Cherry Lane and the various parking lots for deliveries, etc. to businesses on Castro Street make any difference in how this would be viewed legally?

The process to establish a pedestrian mall along Castro Street is unchanged by adjacent streets or amenities that may also continue to serve the businesses within the identified area. Such access may help provide alternative access for customers, employees, and deliveries, all of which may help reduce the potential for claims for damages or written objections presented as part of the establishment process. If Council directs staff to further develop a pedestrian mall concept along Castro Street, staff will review and analyze these considerations on the establishment of a pedestrian mall and further engage with the downtown businesses.

2. What might we do to protect these service alleys?

The City owns both Blossom Lane and Wild Cherry Lane rights-of-way in fee and can therefore protect their use as service alleys to the businesses.

ITEM 4.3 1100 La Avenida-Affordable Housing Development Appropriation of Funding

1. How much would the city need to provide in additional funding to any development funded through the NOFA process that was also receiving Measure A funding so that the city's contribution would exceed the county's contribution?

Currently, there are five projects in the pipeline that are/will be seeking Measure A funding and which will be included in an upcoming MOU with the County on jointly-funded developments: La Avenida, Montecito, Crestview, Terra Bella, and Lot 12. Lot 12 is not relevant to this discussion because the City already owns the site and the County of Santa Clara has agreed to allow the City to retain ownership.

At this time, it is not possible to determine the exact amount of additional City funding that would be needed to exceed the County's contribution for the four other projects (i.e., La Avenida, Montecito, Crestview, and Terra Bella) because the funding amounts for Crestview and Terra Bella are still being determined. The County is applying for State Homekey funding for Crestview. If awarded, it will change the County contribution amount. Terra Bella is still being evaluated and it has not gone through the City's NOFA funding reservation process.

At minimum, staff estimates that the City would need to contribute approximately \$9-10 million in total additional funding for the four projects given the current information available. The estimate could be as high as \$26 million or more depending on negotiations with the County. In addition to the five projects noted above, the City has additional projects in the pipeline that will require City funding, for a total of 8-9 projects. The City is also evaluating other affordable housing opportunities, not in the pipeline, that may require a City contribution.

As referenced in the staff report, under the terms currently being negotiated by the County and City regarding the MOU, for any site the County contributes more funds to and owns the site, the City would have the option to purchase the site if the ground lease to the affordable housing provider was terminated or the County wanted to change the site use. The purchase option would allow the City to address the issue of site control without contributing additional funds.

2. How much would the city need to provide for the 1100 La Avenida project so that the city's contribution would exceed the county's contribution? Is it \$4,000,001?

The current County contribution amount is \$19 million and the City contribution amount is \$15 million, for a total of \$34 million in City-County gap funding. If the City puts in additional funding, the County would contribute less to fill the \$34 million gap. In evaluating different funding options, staff had previously proposed the City contributing \$18M and the County contributing \$16M and the County found this acceptable. This means that the City would increase its contribution by \$3 million for La Avenida.

ITEM 4.4 Historic Preservation Ordinance and Historic Register Request for Proposals

1. Will assessing the effectiveness of incentives to preserve historic resources, and proposed updates to the incentives, be included?

Yes, a qualitative assessment and refinement of incentives is anticipated be included in the update. However, this will not include a formal economic and feasibility analysis because they are difficult to determine over the long-range and scope of a City's ordinance. Instead, best practices and examples of successful policies will be used as a framework to review policies.

2. Is there a formal RFP/scope of services document? If there is, can staff provide it?

Staff has not yet prepared a formal RFP/scope of services document. After Council review and authorization, staff will prepare the scope of services into the City of Mountain View's Request for Proposal Template for professional services. Staff will return to Council in the first half of 2022 with a recommended consultant selection, scope of work, and request for funds appropriation.

ITEM 4.5 Scope of Services for Economic Vitality Strategy Professional Services Request for Proposal

1. How long might this project take to complete?

After the consultant has been hired, the process is expected to take approximately 14 months and will include the following:

- Research, community engagement and developing policies for Council review at a study session- 6 months
- Draft for Council review – 4 months
- Public input and adoption of the Economic Vitality Strategy - 4 months

2. Can some aspects of the plan be developed and implemented before others in order to prioritize specific aspects of a plan?

The Strategy will identify a Phasing, Implementation and Resource plan to implement both short-term and long term projects. Many of the elements of some of these projects will be developed as part of the Strategy. As a result, some of the shorter-term items will be easier to implement in a shorter-term timeframe.

3. A councilmember asked for an assessment of the potential to increase TOT as part of this effort. Is that included?

Currently, the scope envisions an analysis and better understanding of the Lodging industry and its overall recovery from the pandemic. However, the scope of services for the Economic Vitality Strategy does not contemplate the merits of increasing the Transit Occupancy Tax or the measuring public support for a ballot measure. The Finance Department has been assessing the potential increase to TOT as a separate project.

4. There are two specific tasks to be undertaken listed. Are there more? (page 4)

The Specific Tasks to be undertaken include the items listed on Page 4 through Page 7. These items include the economic dashboard and industry clusters (Page 4), the Special Sectors to Analyze (Page 5 & Page 6 & Page 7), and other Factors to Analyze (Page 7).

5. Are the policies or actions to be identified that can better support mixed-use neighborhood-serving businesses limited to how to encourage walking and using alternative transportation modes? (page 6)

The purpose for studying mixed-use neighborhood serving uses is to better understand the specific site and space requirements that would best support utilization of the space and neighborhood fit. This would help identify ideal locations and size requirements for such uses. Additionally, businesses currently have assumptions about their need for parking, which assumes a certain amount of auto trips. The Strategy will help identify the balance required to attract businesses to the space while also identifying key ingredients that are required to encourage walkability and alternative modes of transportation.

6. Does an assessment of the cost of doing business in Mountain View only include the out of pocket costs, or does it also include an assessment of the processes and time required to go through the processes of doing business in the city? (page 6)

The assessment of cost of doing business will focus on direct costs such as fees, etc. Staff is separately working on an organizational study to improve processes and seeking input from applicants and businesses to do so. The Strategy will acknowledge this effort and ongoing improvements.

7. Is there a formal RFP/scope of services document? If there is, can staff provide it?

Staff has not yet prepared a formal RFP/scope of services document. After Council review and authorization, staff will prepare the scope of services into the City of Mountain View's Request for Proposal Template for professional services. The RFP template document is detailed and includes all the other regulatory language associated with a public proposal process.

8. Can staff describe what, if any, zoning constraints will be evaluated as part of this scope of services?

The strategy envisions that specific zoning constraints and challenges would be surfaced and reviewed through three venues:

- The public engagement process with stakeholders,
- Research and data gathering; and
- Under the special analysis section, feedback from industry experts and stakeholders would also identify existing policies for revisions and future policies for exploration and consideration.

9. Last year we used a consultant to do an analysis of our small business needs and they did a good job. This is a much bigger project, but will consideration of her expertise be considered if she applies as part of a group for this project? Have you encouraged her to apply?

The consultant that aided the City with the Small Business Action plan also assisted the City in developing the scope of services noted in the memorandum. Prior to engaging the consultant in helping develop the scope, staff inquired with the consultant about the desire and willingness to respond to the future RFP. The consultant informed the City she was not interested in pursuing a response. Her expertise was used in helping develop the RFP scope. Because of her assistance in the Scope of Services, her firm is precluded from responding to the RFP.

10. When a business person looks at our website, it isn't obvious where they would go to ask a general question. Is there a designated person on the small business team whose job it is to help small business owners navigate the entire City system? How is that person's contact info shared with the business community?

The Communications team is working on a website update which will provide an opportunity to update the City's website as well as the Economic Development interface to improve the customer experience. Additionally, as part of the Economic Vitality Strategy engagement with stakeholders we will be seeking feedback on how better to improve the small business experience which could include things like revising information and content on the City's website to informing potential process and procedure changes. The website update will be used to help in this endeavor.

Questions to the Economic Development email address are received by all the staff in the economic development team, which allows us to respond in a timely fashion. In addition, the team recently launched a customer relationship management software which apprises the entire team of issues. Should a team member be away, it allows others to easily step in and follow up on a specific business issue.

ITEM 4.6 Public Art Approval for Fayette Park

1. The staff report indicates that the art is climbable. Is that truly the case? If the art is set on concrete slabs, is there any concern about safety when climbing on the art? How large will the concrete pads be?

The artists described the sculptures as climbable to convey the pieces are not fragile. Staff discussed this with the artist and selected locations for the installation in the park away from the play area to avoid the appearance the sculptures are play features. The concrete pads to support the sculptures are slightly larger than the size of the "legs". Engineers on the park design are considering installing footings instead of a larger pad as an option.

ITEM 6.1 Public Hearing on Downtown Business Improvement Areas

1. According to CA law can only downtowns have Business Improvement Districts or can other restaurant and retail clusters, like at San Antonio or in the future in N Bayshore, E Whisman, Village Centers, etc. have them as well?

State law authorizes the formation of business improvement areas or districts under two statutory schemes, neither of which limit establishment to the downtown. A business improvement area or district may be established for commercial business areas outside of the downtown area.

ITEM 7.1 Public Safety Building, Design, Project 20-49-Various Actions

1. What is the annual tax revenue needed to support the bonding expected for this new building?

Assuming Alternative B is selected, an estimated \$4 million in additional debt service funding would be needed and option C could require an additional \$6 million in funding.

2. If this was paid for with a property tax, what would be the cost for the average parcel if we allocated equally by parcel or by \$100K of valuation?

It is estimated the levy would be approximately \$11 per \$100,000 of assessed valuation for Alternative B and \$17 per \$100,000 of assessed valuation for Alternative C. Should the cost increase in the future, each additional \$1 million in cost would add approximately an additional \$3 per \$100,000 to the needed funding. As an example, if Alternative B at \$139 million was chosen, using an interest rate on the debt issue of 3% for 30 years, an additional \$4.0 million per year would be needed for debt service, or \$11 per \$100,000 of AV. For a \$1 million home, the additional tax would be \$110/year. The cost based on an equal allocation to each parcel would be approximately \$194 per parcel.

3. For Alternative C, why was off-site parking not considered?

For all alternatives, the goal was to address the project's parking requirements on site. It is preferred that all staff parking be on site and secured for officer and staff safety as well as operational efficiency. The same is true for all the marked and specialty public safety vehicles.

4. For Alternative C, why was not going taller not considered?

As with all City CIP projects, Alternative C was developed to meet all of the project's operational and regulatory requirements including, to the extent feasible, all standard City Planning zoning requirements. Lot 11 is located in the Franklin Street Residential Transition planning area which seeks to provide a transition between the downtown and adjacent residential areas. The 35-foot height limits within this district are intended to provide a proper transition in scale between the mixed-use zone and the single-family homes of the neighborhoods. Therefore, to place the new Public Safety Building on Lot 11 requires underground parking so that the building can be compliant with the height limits. As a City project, Council can direct staff to deviate from the zoning guidelines and design the project to different criteria.

5. What are the square footages for the various uses based on? For instance for the Fire & Env. Protection staff moved from City Hall, each employee is allocated 231 square feet. If you look at it on a gross square foot for the entire facility, it's 340 square feet per employee.

The consultant (SVA) produced the Space Needs Study using a specialty public safety sub-consultant to help confirm the sizes and layouts for each user group based on City operations and facilities in comparable municipalities. Each user group within the proposed public safety building was allocated space based on the staff count as well as their unique function and use profile (PD/FD Admin, Records, 911, EOC, Patrol, etc.). For example, patrol officers were not allocated individual desks and offices, but are allocated space for storage of various types of gear, report writing, briefings, exercise, shower and lockers. There are also shared conference rooms allocated for staff meetings and training as well as public meetings. Several areas contribute to the total square feet without adding much staff or any staff, such as the evidence storage room and the temporary holding cells. The Emergency Operations Center also is not staffed until it is used by Police and Fire as well as other departments when activated to address a large scale public emergency.

The Fire & Environmental Protection Division was allocated space based on their projected staffing count and need for general office type space and minimal storage needs. When only accounting for their office space the square feet/person seem lower, but this group will also have access to all the shared building amenities like the conference rooms, restrooms, exercise room and showers.

6. How often does an officer need to train at a shooting range?

Our officers qualify with their firearms every six months. In between those times, our firearms instructions will usually have one to two training dates for additional training with firearms. Special units like the SWAT team will train at a shooting range every other month.

7. What options are available besides one dedicated to the MV Police? Is there a regional facility?

There is currently no dedicated firearms range for MVPD. Depending on availability, the Police Department will contract with the Santa Clara County Sheriffs, Santa Clara PD, or Alameda Sheriff's Dept. to use their ranges for our firearms training.

There is no specific regional facility per se. Each police department in the county will work with the entities mentioned to facilitate their range training.

8. What is the name of the street running perpendicular to Bryant and Franklin and just south of the Franklin St Apartments? Is this a private road?

This is not a named public road or alley. It is a private driveway and parking area that is used and maintained by the adjacent developments.