



Louis Mirante  
The Klamath, Pier 9  
San Francisco, CA 94111  
June 12, 2023

Mountain View City Council  
500 Castro Street  
Mountain View, CA 94041

Subject: Support for the Google North Bayshore Master Plan

Dear Members of the Mountain View City Council,

I write this letter to express support for the Google North Bayshore Master Plan on behalf of the Bay Area Council. The Council represents more than 330 employers in the Bay Area who work to make the Bay Area the best place in the world to live in play, something we think the North Bayshore Master Plan advances.

The Google North Bayshore Master Plan presents an exceptional opportunity to transform an underutilized area into a vibrant and sustainable mixed-use neighborhood. The proposed development aligns with the city's goals of creating a livable and connected community, offering a diverse range of housing options, public spaces, and amenities that will enhance the quality of life for residents and visitors alike.

The plan includes 7,000 residential units, with 15% designated as affordable housing. The pressing need for affordable housing in our region cannot be overstated, and the commitment shown by Google and its partners in addressing this issue deserves commendation. By providing affordable housing options, the project will contribute to the socioeconomic diversity of our community and help alleviate the housing crisis.

Moreover, the emphasis on public parks and open space, with approximately 26.1 acres dedicated to these areas, will greatly enhance our city's green infrastructure. These spaces will serve as gathering places for residents, promoting social interaction, physical activity, and a connection to nature. They will also contribute to the overall sustainability of the neighborhood, improving air quality, mitigating the urban heat island effect, and providing a refuge for local wildlife.

The inclusion of retail spaces and community facilities further enhances the project's appeal. The 233,990 square feet of retail uses will provide convenient access to essential goods and services for residents, while the 55,000 square feet of community facilities will create spaces for education, arts, culture, and civic engagement. These amenities will foster a sense of community and promote a vibrant and inclusive neighborhood.

The provision of up to 3.14 million square feet of office space, with 1.3 million square feet being net new space, aligns with Mountain View's standing as a technology hub and will further strengthen the city's economic vitality. The project will create opportunities for job



growth, innovation, and collaboration, solidifying Mountain View's position as a leader in the technology industry.

Additionally, the proposed infrastructure improvements, including new public and private streets, enhanced bicycle and pedestrian accessibility, and a private district utility system, demonstrate a thoughtful approach to transportation and sustainability. By prioritizing alternative modes of transportation and reducing reliance on private vehicles, the project will help alleviate traffic congestion and promote a more sustainable and livable environment.

I am pleased to urge your approval of this transformative project. Its comprehensive vision, commitment to affordable housing, sustainable design, and community-oriented amenities will enhance the fabric of the city and contribute to its long-term prosperity.

Thank you for your time and consideration.

Best,

A handwritten signature in black ink, appearing to read 'Louis Mirante'.

Louis Mirante

Vice President of Public Policy, Housing

Phone: (510) 908-0537 | Email: [lmirante@bayareacouncil.org](mailto:lmirante@bayareacouncil.org)

**From:** [Peter Katz](#)  
**To:** [City Council](#)  
**Cc:** [Pancholi, Diana](#); [Planning Division](#)  
**Subject:** Item 6.1 for 6/13 City Council Meeting  
**Date:** Monday, June 12, 2023 7:53:32 PM

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To: Mountain View City Council  
Re: Item 6.1 - Google North Bayshore Master Plan  
Council Meeting Date: June 13, 2023

Dear esteemed members of the Mountain View City Council

The Mountain View Chamber of Commerce wishes to express its support for the Google North Bayshore Master Plan, as it helps realize the City's vision for North Bayshore - a vibrant and attractive anchor and catalyst for a sustainable, transit-oriented residential neighborhood and employment center. It meets all City requirements, especially those noted in the Precise Plan, and - most importantly - addresses the most crucial issues and needs expressed by the community at large including new housing (including affordable housing), public open space, sustainable buildings, opportunity for small retail businesses, and a variety of mobility options.

Equally critical has been the responsible manner in which the project has been researched and vetted with both growth experts and the public at large. In particular, the project adopts a "housing forward" approach, with all initial building efforts geared towards housing. Per the City's preference expressed in the Precise Plan, Google is dedicating a number of parcels to the City, as negotiated with city staff, for the City to develop affordable housing.

The project also provides considerable economic stimuli, including thousands of construction jobs, small business diversification and nonprofit inclusion programs, all providing significant additional annual tax revenue to the City, County and school districts.

At the same time, it directly supports the Mountain View lifestyle with community and public benefits that include connectivity between the regional cycling routes, pedestrian paths, parks, and ecosystem networks, new parks and open spaces, and a commitment to native plant species. Additionally, flexible building designs allow future transformations as the area and conditions change and evolve.

This substantial and detailed plan lays out exactly the kind of thoughtful development that Mountain View has espoused for its future - in its conception, its process, and its outcome. The Chamber urges City Council to adopt the resolutions and ordinances as recommended

in the Staff Report so that North Bayshore can be transformed into an attractive and vibrant area to live, work and play, and to serve as a model of economic and social vibrancy.

Thank you for your consideration.

Peter Katz

President & CEO

Mountain View Chamber of Commerce

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**Peter Katz • President & CEO**  
**Mountain View Chamber of Commerce & Foundation**

 650-968-8378  

 [peter@ChamberMV.org](mailto:peter@ChamberMV.org)  [ChamberMV.org](http://ChamberMV.org)

 [580 Castro Street, Mountain View CA 94041](#)



June 13, 2023

Mountain View City Council  
Agenda Item 6.1 Google North Bayshore Master Plan

Mayor Hicks and Councilmembers,

Unfortunately, I will not be able to attend this evening's City Mountain View Council Meeting due to a previous commitment.

I would, however, like to make a brief comment about the Google North Bayshore Master Plan.

Perhaps a year ago the City Council was exploring ways to accelerate the development of the Google North Bayshore Master Plan to encourage residential development sooner than later.

Now, it seems to me that the development timeline basically provides Google an option to delay significant development of most of the residential and commercial development toward the last 15 years of the plan or, with the extensions, even longer. The option is contingent on Google building 1,250 residential units out of the planned 7,000 units, dedicating land that could be used as a school site, land for a city-developed affordable housing project, and dedicating an egret nesting site, within the first 15 years.

The Council Report touts the development plans and the benefits that the City could receive from the planned Google development.

However, considering that much of this could never come to fruition depending on whether decides to exercise its option to meet its obligations during the first 15 years or exercise its rights during the latter 15 years, I do not understand how the City benefits from accepting the current development proposal.

How does the City benefit by committing itself to a 30+ project that might never happen, at least with Google?

I completely acknowledge that I may be missing something as I have not been as thoroughly involved during the past several years, with the process or have had access to the information exchange as you, the city council members.

Thank you,

Bill Lambert  
Mountain View resident  
[REDACTED]  
Mountain View, CA 94043



## SILICON VALLEY LEADERSHIP GROUP

### DATE

June 13, 2023

**Ahmad Thomas, CEO**  
Silicon Valley Leadership Group

**Jed York, Chair**  
San Francisco 49ers

**Eric S. Yuan, Vice Chair**  
Zoom Video Communications

**James Gutierrez, Vice Chair**  
Luva

**Victoria Huff Eckert, Treasurer**  
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**Paul A. King**  
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**Ibi Krukru**  
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**Alan Lowe**  
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**Judy C. Miner**  
Foothill-De Anza Community  
College District

**Rao Mulpuri**  
View

**Kim Polese**  
CrowdSmart

**Sharon Ryan**  
Bay Area News Group

**Siva Sivaram**  
Western Digital

**Tom Werner**  
Mainspring Energy

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Mountain View City Council  
500 Castro St.  
Mountain View, CA 94041

### RE: North Bayshore Master Plan

Dear Mayor Hicks, Vice Mayor Showalter, and Councilmembers Abe-Koga, Kamei, Ramirez, Matichack, and Ramos:

On behalf of the Silicon Valley Leadership Group, we express our strong support for the North Bayshore Master Plan. The City and the region will benefit greatly from up to 7,000 homes, including 15% BMR affordable units, dedicated land for affordable housing development, 26 acres of public parks and open spaces, bicycle and pedestrian improvements, and 289,000 square feet of retail and other neighborhood amenities and services.

The Silicon Valley Leadership Group (SVLG) is a dynamic business association that represents over 350 of Silicon Valley's most respected employers on issues that affect the economic health and quality of life in Silicon Valley. Matters of housing affordability and equity are of critical concern to the well-being of Bay Area communities and to the continued economic growth of the Bay Area and California as a whole.

California's housing crisis is well-documented. The state has set a goal to build 180,000 new units annually to meet demand—a number the state has not achieved in any year since 2005. Despite monumental efforts from local jurisdictions, developers, and housing advocates alike, production rates continue to stagnate.

This crisis has been particularly exacerbated in the San Francisco Bay Area, where a high cost of living contributes to already exorbitant housing costs. As a result, working households are pushed into housing further and further from job-rich areas, and made to commute sometimes hours each way, predominantly by car. This presents an environmental, social, and well-being problem of enormous scale for all communities in the Silicon Valley. Silicon Valley Leadership Group believes the solution to this problem is two-fold—we must encourage the development of additional housing stock, and likewise support a robust and thriving public transit system around which housing can concentrate. With this in mind, SVLG strongly supports the North Bayshore Master Plan and encourages the Council's approval.

If any questions arise, please contact SVLG VP of Government Relations, Kristen Brown, at [kbrown@svlg.org](mailto:kbrown@svlg.org).

Sincerely,

Kristen Brown  
VP, Government Relations

June 13, 2023

Mountain View City Council  
500 Castro Street  
Mountain View, CA 94041

Comments for Item 6.1 – Google Bayshore Master Plan

Dear Mayor Hicks, Vice Mayor Showalter and Councilmembers:

SPUR's Regional Strategy envisions a future where the people and local jurisdictions of the Bay Area recognize the connection between their individual lives and the broader community. Cities take collective action to put the pieces in place that will allow all of the region's residents to thrive. The project before you is an excellent example of thinking regionally while designing and planning locally.

The City of Mountain View's General Plan introduced an exciting vision for the redevelopment of North Bayshore, shifting it from a primarily suburban office environment to a lively mixed-use area while safeguarding its distinctive wildlife and habitat. The implementation of the Bayshore Master Plan is instrumental in realizing this vision, revitalizing an outdated office park into vibrant neighborhoods with walkable streets, thriving community and retail spaces, and generous parks and public areas. This plan embraces a forward-thinking perspective for both the city and the region, presenting not only an opportunity to expand job opportunities and housing availability but also to cultivate economic potential, cultural attractions, open spaces, and recreational areas that directly benefit residents in the surrounding vicinity.

We believe the proposal before you responds to many of the challenges we face as a region by providing:

- Up to 7,000 residential units (15% as affordable units)
- Approximately 26.1 acres of public parks and open space
- Up to 233,990 square feet of retail uses
- Up to 55,000 square feet of community uses
- Up to 3.14 million square feet of office space (1.3 million net new square feet)

- New public and private streets, new bicycle and pedestrian improvements; and
- An optional private district utility system.

Silicon Valley is globally celebrated for its remarkable strides in innovation. Unfortunately, they often fail to manifest in the urban landscape, architectural design of our buildings, the surrounding public areas, and the resulting public advantages. The Bayshore Master Plan represents an opportunity to build a world-class project by delivering more equitable and sustainable development, including ample green and open spaces, parks, and plazas.

Great urbanism does not just fall into place but is created through policies that set a high bar and development partners willing to meet the challenge. We call on the City of Mountain View to diligently hold Google and all future development within the North Bayshore to the most ambitious principles of equity, smart growth, and great urban design.

Should the council approve the plan, it will be a significant next step to making the city's vision for North Bayshore a reality.

Sincerely,

A handwritten signature in black ink, appearing to read 'Fred Buzo', with a stylized flourish at the end.

Fred Buzo  
San José Director