

East Whisman Precise Plan Summary of Prior Direction and Workshops

Residential Land Use – February 2015

At a February 3, 2015 Study Session, the City Council directed staff to study residential land uses in the EWPP area as part of a larger discussion on potential new residential land use strategies in the City.

Planning Grant – June 2015

The City Council accepted a VTA Priority Development Area (PDA) Planning Grant in June 2015 to fund the new Precise Plan. The grant program supports planning efforts that encourage housing and employment growth near public transportation in the County. As part of the grant, the City will expand the existing Whisman Station PDA boundary to include the EWPP area. The grant funds the Precise Plan consultant team: Community Design + Architecture (CD+A), Raimi + Associates, Strategic Economics, and Fehr + Peers.

Environmental Review – March 2016

On March 22, 2016, the City Council authorized City staff to enter into a contract with David J. Powers & Associates for preparation of an Environmental Impact Report (EIR) for the Precise Plan.

Workshop No. 1 – July 2016

This community workshop included three exercises: a visioning activity, a visual preference survey, and an individual mapping exercise. In addition, an online survey gathered additional community input on these topics. A summary of this workshop is attached to this document.

[Visioning – September 2016](#)

- **Visioning Concepts:** Support of preliminary visioning concepts identified in the Study Session memo, including focusing development around the light rail station, encouraging jobs/housing balance, and providing neighborhood-serving commercial uses in the area.

- **New residential:** Support for adding residential land uses to the Plan area, while maintaining existing office allocation; some Councilmembers supported additional office.
- **South Plan Area:** Residential land uses in the south Plan area were not supported due to limited connectivity to the rest of Mountain View and a desire to retain smaller office space for start-up/small businesses.
- **Higher-Intensity locations:** Support for higher-intensity housing along Middlefield Road and around the Middlefield VTA Station, and greater retail in the Plan area.

Workshop No. 2 – December 2016

This community workshop included two exercises: a review of development alternatives, and a discussion about two focus areas, the Village Center and the Middlefield Station Area. In addition, an online survey gathered additional community input on these topics. A summary of this workshop is attached to this document.

[Preferred Land Use Alternative – February 2017](#)

- **Preferred Land Use Alternative:** Support for the Combined Land Use Alternative, maintaining maximum building heights of eight stories, studying residential land uses over 1.0 FAR on Whisman Road.
- **Preferred Village Center Alternative:** Support for the Expanded Village Center Alternative, which includes studying a mix of uses on all four corners of the intersection at North Whisman and East Middlefield Roads at heights up to four stories.

Preferred Alternative



- **Priorities:** Support for the following Precise Plan priorities: affordable housing, transportation improvements (including pedestrian and bicycle improvements), and public open space. Additional priorities identified include ownership housing, business retention, and support for school facilities.

EIR Scope Amendment – April 2017

On April 4, 2017, City staff returned to Council with a budget and scope amendment for the environmental consultant, David J. Powers, to analyze a second land use alternative in the Precise Plan EIR. At this meeting, Council directed staff to study two land use alternatives; approved funding for additional environmental and transportation analysis for the Precise Plan; and endorsed the number of residential units, office square footage, and retail square footage to be studied in the Precise Plan EIR.

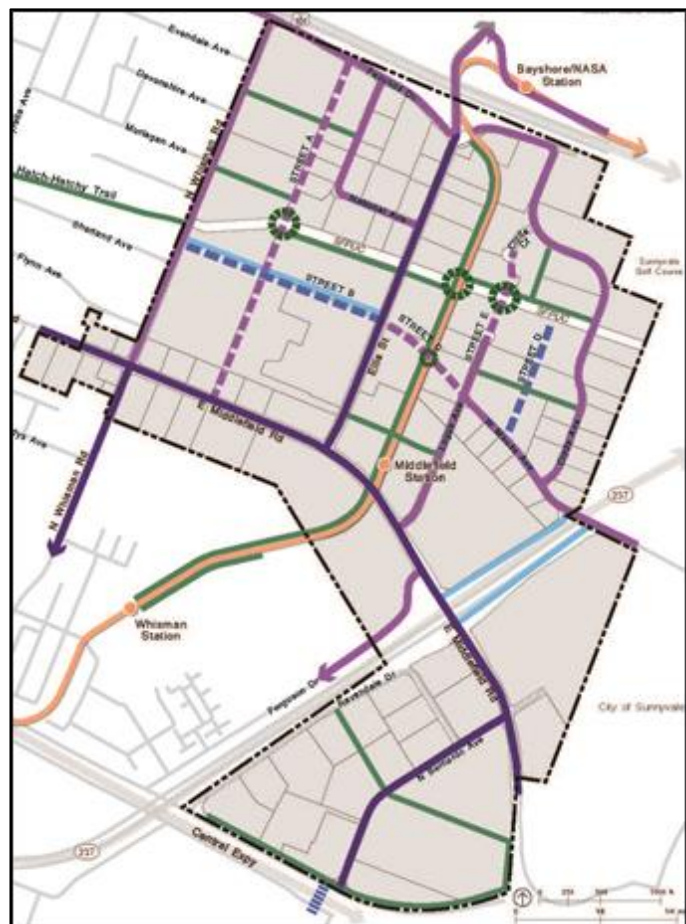
Neighborhoods and Circulation – June 2017

- **Complete Neighborhoods:** Support for a complete neighborhoods strategy with land use targets.
- **Affordable Housing:** Support for an affordable housing strategy like North Bayshore’s.
- **Circulation:** Feedback was provided on conceptual circulation goals and networks for vehicles, bicycles, and pedestrians.

Land Use Policy Topics – February 2018

- **Guiding Principles:** Provide additional emphasis on some concepts, including jobs/housing balance, ownership housing, walkability/bikeability, and sustainability.

Conceptual Bicycle Circulation



- **Character Areas:** Supported for the boundaries and descriptions of the Plan’s proposed character areas (Mixed-Use Station Neighborhood, including a Transition Area near Whisman Road; Office Areas – North and South; and the Village Center).
- **Minor Height/FAR Map Changes:** Support for increasing the allowed intensity in the East Village Center and Fairchild/Ellis areas from 3-4 stories to 5-6 stories.
- **Office FAR:** Supported for 0.5 to 1.0 Maximum Office FARs across the Mixed-Use areas.
- **“Base” FAR:** Support for 0.4 “base” FAR for office and 1.0 “base” FAR for residential (0.8 in the Village Center).

Character Areas



- **Village Center Intensity:** Support for a General Plan Amendment to increase the allowed heights and FAR in the Village Center from 3 to 4 stories and from 1.05 to 1.35 FAR.
- **Affordable Housing:** Support for further analysis of a flexible affordable housing approach, with an overall goal of 20 percent affordable units. This included consideration of tools to increase affordable housing opportunities through office and some residential developments.
- **Jobs/Housing Linkage:** Support for further analysis of a

Minor Height/FAR Map Changes



Jobs/Housing Linkage Strategy that ties office development requirements to the number of residential units developed. These could include additional Transportation Demand Management, affordable housing or public benefit requirements.

Land Use and Transportation Policy Topics – June 2018

- **Allow residential uses** in additional areas to expand opportunities for residential development in large parking lots and provide redevelopment incentives that support new parks and pedestrian bicycle connections.
- The Precise Plan's **Neighborhood Commercial Strategy** includes areas where retail, restaurant, and similar uses are required, incentives for those uses, and related urban design direction. The Council supported the Neighborhood Commercial Strategy direction, emphasizing the importance of a grocery store.

Additional Residential Areas



- The Plan's **Open Space Strategy** includes locations for new parks and publicly accessible open areas, a neighborhood park, and other opportunities for open space. The Council directed staff to consider additional open space opportunities.
- The Plan's **Transportation Strategy** will include congestion standards for several key gateways and Transportation Demand Management (TDM) requirements with site-specific trip caps based on those standards. The City Council agreed with the strategy, adding the Central Expressway/Ferguson Drive intersection to the gateways.

Other Policy Topics – October 2018

- Staff should study a **residential/office partnership process** within the Jobs-Housing Linkage strategy.

- Study a **school strategy Citywide approach and an office contribution** to insure the school districts have the capacity to accommodate growth in student population.
- Residential and office **parking requirements** were reviewed.
- The plan should include an office **trip-reduction strategy** based on a gradual reduction in vehicle trips as more housing is implemented in the Precise Plan.