

## **MINUTES**

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REGULAR MEETING – TUESDAY, SEPTEMBER 6, 2022  
VIRTUAL MEETING WITH NO PHYSICAL MEETING LOCATION  
10:00 A.M.

1. **CALL TO ORDER**

The meeting was called to order at 10:04 a.m. by Chair Mike Kasperzak.

2. **ROLL CALL**

**Present:** Committee members Erik Cormier, Marina Keith, Maria Lange, David Lin, Kira Pascoe, Jamil Shaikh, Merry Yen, Vice Chair Pamela Baird, and Chair Mike Kasperzak.

**Absent:** Raghav Gupta (unexcused).

**Staff Present:** John Lang, Economic Vitality Manager; Krisha Penollar, Associate Planner; Edgar Maravilla, Senior Planner; Aruna Bodduna, Transportation Planner; and Jim Lightbody, Special Project Consultant for the City of Mountain View.

3. **MINUTES APPROVAL**

The minutes of the June 7, 2022 meeting were distributed prior to the meeting and approved as distributed.

**Motion—M/S** Yen/Lange—Carried 9-0-1; Gupta absent—To approve the minutes of the June 7, 2022 meeting.

4. **UPCOMING AGENDA TOPICS**

- October Meeting—Personal Delivery Devices.
- Busking and music in downtown.
- Report out on the number of Committee members terming out, interview schedule, timing, and the recruitment for new members for the Downtown Committee.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC—None.**

6. **UNFINISHED BUSINESS**

6.1 **DOWNTOWN DEVELOPMENT UPDATE**

Planning Division staff provided an update on downtown development projects.

Public Comment: None.

No action taken.

6.2 **CASTRO STREET UPDATE**

Economic Development staff provided an update on the recent changes to the Castro StrEATs guidelines, which included the removal of tents. Additional updates included new ambient lighting being strung across Castro Street in the 200-300 blocks. The 100 block will also receive a similar lighting treatment. The public hearing for the Pedestrian Mall will occur on October 11, 2022, with tentative adoption scheduled for October 25, 2022.

Public Comment: Bruce England supports the pedestrian mall. Currently, much of the tables on the street are designated for private activity on public land. Will there be an option for public seating?

No action taken.

6.3 **CASTRO PEDESTRIAN MALL**

Aruna Bodduna, along with Sofie Kvist from Gehl Studio, walked through a draft presentation on the Castro Pedestrian Mall Functional Plan and Interim Design Guidelines, dated August 28, 2022, and available at: <https://www.mountainview.gov/civicax/filebank/blobdload.aspx?BlobID=38350>. The team will be presenting to the Parks and Recreation Commission, Bicycle/Pedestrian Advisory Committee, and the Interim Castro Street Pedestrian Mall Council Ad Hoc Committee for further feedback before going to the City Council on October 11, 2022. Committee questions included: (1) what is the permitting process and licensing for using the space on the pedestrian mall; and (2) is any consideration being given to having a public restroom on the pedestrian mall? A Committee member asked that improved wayfinding signage be considered, especially for retail-based businesses.

Public Comments: Bruce England commented that the outdoor dining areas should be more open to the public instead of being exclusive to businesses. Could the City use a tier rate license/permit structure to open up some of the seating to the public? As conditions change over time, how are spaces determined for social eddies? Who is responsible for keeping and maintaining the social eddies? Could a large tree be planted in the planned roundabout for California Street and Castro Street? Could there be new lighting standards?

Isaac Stone likes the concept of social eddies for downtown. Would alcohol be allowed in the social eddies? Could outside food be consumed in the social eddies?

No action taken.

#### 6.4 **DOWNTOWN COMMITTEE FISCAL YEAR 2022-23 WORK PLAN**

Economic Development staff highlighted and summarized the changes to the work plan resulting from the June 7, 2022 Downtown Committee meeting.

Public Comment: Bruce England asked that, in future work plans, the Committee should review legislative priorities.

**Motion**—M/S Yen/Baird—Carried 9-0-1; Gupta absent—To adopt the 2022-23 Fiscal Year Downtown Committee Work Plan.

#### 6.5 **AB 361 RESOLUTION TO CONTINUE REMOTE PUBLIC MEETINGS DURING STATE OF EMERGENCY**

Staff provided a brief overview of Assembly Bill (AB) 361.

Public Comment: None.

**Motion**—M/S Yen/Shaiikh—Carried 9-0-1; Gupta absent—To adopt a Resolution of the Downtown Committee of the City of Mountain View Authorizing and Continuing Virtual Meetings of the Downtown Committee Pursuant to AB 361 and Making Required Findings, to be read in title only, further reading waived.

### 7. **NEW BUSINESS**

#### 7.1 **ECONOMIC VITALITY STRATEGY**

Staff provided a brief verbal update on the project. The consultant, Community Attributes, Inc., has started doing one-on-one interviews as well as a landscape

assessment of the City. More outreach interviews will be conducted for specific industry sectors in the near future. All information will be posted on the City's website.

Public Comment: None.

No action taken.

## **7.2 DOWNTOWN PRECISE PLAN DRAFT UPDATE**

Planning staff provided a presentation on the Phase I Downtown Precise Plan Draft updated for Areas A, G, and H. The primary changes include more objective standards and the removal of administrative office use from the ground floor. Committee questions included: what is happening with other uses being updated in the Precise Plan? This particular topic will be addressed as part of the Phase II update to the Precise Plan.

Public Comment: None.

No action taken.

## **7.3 BUSINESS IMPROVEMENT AREA ASSESSMENT DISTRICT**

Economic Development staff provided a brief update on the annual Business Improvement Area (BIA) renewal process. There are no rate changes or boundary changes being proposed as part of next year's BIA assessment. The Downtown Business Association did meet its goals last year with events and promotions.

Public Comment: None.

No action taken.

## **7.4 DISCUSSION ON BEAUTIFYING CLOSED STOREFRONTS**

This item was an opportunity for the Committee to have further discussion on what could be done regarding beautifying empty storefronts. This topic was a follow-up to prior Committee conversations about activating storefront windows. Staff noted that to move forward with any project, private property owner permission would be required. Some insights from a recent Leadership Mountain View project on this topic found that the more local the property owner, the more willing to engage in programming their space. Concerns from property owners focused on liability. Committee questions included the viability of vinyl sheeting being added to windows,

what is happening to the leasing activity in downtown, and what happened with the conversation on a vacancy tax? The Committee recommended staff work with the Historical Association and Chamber of Commerce.

Public Comment: Bruce England expressed concern about vinyl sheeting being used in windows from an environmental perspective.

No action taken.

**7.5 STRATEGY FOR DEVELOPING A SMALL FUND FOR THE DOWNTOWN PROMOTE/ENABLE SMALL-SCALE IDEAS**

This item came back to the Committee based upon an earlier conversation with the Visual Arts Committee/Downtown Committee in April 2022. Staff informed the Committee that there is no budget line item for the Committee to do any activations. However, staff did outline an approach that could be taken to develop a midyear budget for activations. In order to put submit a proposal, an activation program would need to be further developed that justifies the reason for dedicated funds. The Committee would like to see more green foliage in downtown and asked about projection on buildings. Leadership Mountain View may be a partner who can help implement.

Public Comment: None.

No action taken.

**8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS**

Staff informed the Committee that the City Council has appointed an Ad Hoc Subcommittee focused on downtown to look at the Pedestrian Mall. The first meeting of the Ad Hoc Subcommittee is scheduled for September 21, 2022.

Vice Chair Baird noted the Mountain View Historical Society will be hosting a walking tour of downtown on September 25, 2022 at 2:00 p.m.

9. **ADJOURNMENT**

The meeting adjourned at 12:17 p.m.

These Minutes are hereby submitted for approval by John Lang, Recording Secretary.

Approved on \_\_\_\_\_.

JL/6/CDD  
~~819-09-06-22mn~~