



MOFFETT BOULEVARD PRECISE PLAN

CITY OF MOUNTAIN VIEW



LAND USE ALTERNATIVES SUMMARY

March 03, 2025

PROJECT PURPOSE

The Moffett Area was identified as one of the Council's **Strategic Priorities** in the Fiscal Year 2023 - 2025 Work Plan.

The area is envisioned to become a vibrant mix of **commercial, retail, residential,** and **civic uses** supported by a **well-landscaped, pedestrian** and **bicycle friendly** corridor.



Hampton Inn and Suites



Historic Adobe House



Moffett Central Shopping Center



Moffett and Cypress Point

PROJECT GOALS

- A. Build on the goals, policies, and future vision for the **"Moffett Boulevard Change Area"** as articulated in the City's 2030 General Plan.
- B. Have the community set the groundwork for **public and private investment and revitalization.**
- C. Update the area's **zoning regulations** to be consistent with the City's adopted General Plan and Housing Element.



Conceptual rendering from the City's 2030 General Plan







PLAN AREA BOUNDARY



MOFFETT BOULEVARD PRECISE PLAN

PLAN AREA BOUNDARY

Key Features

-  City Boundary
-  Precise Plan Area Boundary
-  Future Study Area
-  Neighboring Precise Plan
-  Freeway and Expressway
-  Parcel
-  Building Footprint
-  Parks and Open Space
-  Caltrain and VTA Rail Line
-  Caltrain Mountain View Station
-  VTA Light Rail Station
-  VTA Bus Stop



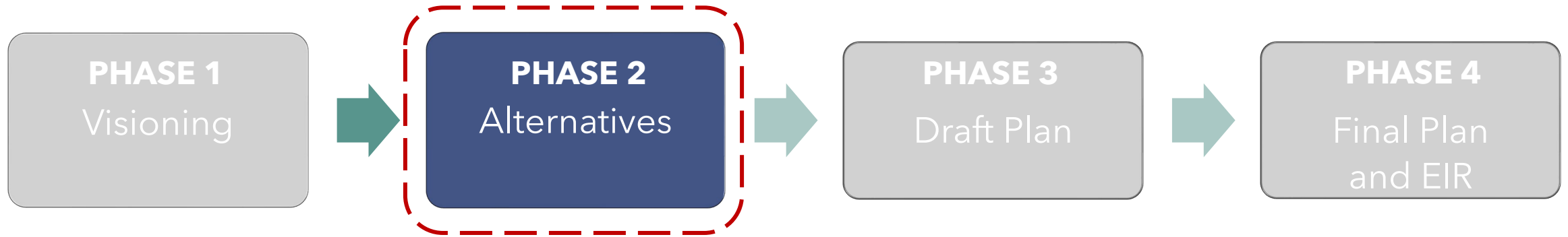
Future Study Area Designation

Does not include changes to land uses or densities

May include:

- Minor changes to development standards
- Potential new planned public improvements (such as wider sidewalks or bicycle lanes)
- Potential new policies or triggers that initiate a future amendment process (that may change allowed densities at that time)

PROJECT SCHEDULE



Community Discussions and EPC/Council Study Sessions will be held during each phase.

EXISTING CONDITIONS: LAND USE POLICY AND REGULATORY CONTEXT



Existing land use standards and design guidelines need to be updated **so they are consistent** with the City's General Plan and the community's vision.

The City's Housing Element identified **several housing sites** within the Moffett Area and require rezoning to accommodate new residential development.

New development projects will need to **comply with all City environmental sustainability requirements** for site design, building design, and other measures.



Moffett Central Shopping Center

EXISTING CONDITIONS: MARKET DEMAND



New **opportunities for additional new commercial** would likely be focused on food, beverage, and convenience businesses.

New hotel development would require parcel assembly to achieve feasible sizes.

New development will likely have **significantly higher rents** than existing spaces due to development costs.



100 Moffett Apartments

EXISTING CONDITIONS: MOBILITY AND TRANSPORTATION



The City's Pedestrian Master Plan includes various **pedestrian improvements** to connect the Moffett Area to nearby neighborhoods.

The City's Active Transportation Plan identifies **traffic calming improvements** to increase pedestrian connectivity, comfort, and safety.

There are opportunities for **transit stop improvements** and **protected/buffered bicycle lanes**.

There are opportunities for **Complete Streets improvements** along Middlefield Road and Moffett Boulevard.



Bus Transit Stop

COMMUNITY VISIONING PROCESS

In Fall 2024, the City held several community discussions to develop a **future vision** for the Moffett Area.

Council provided direction on five **Vision Themes**, each supported by potential strategies, that align with community objectives.

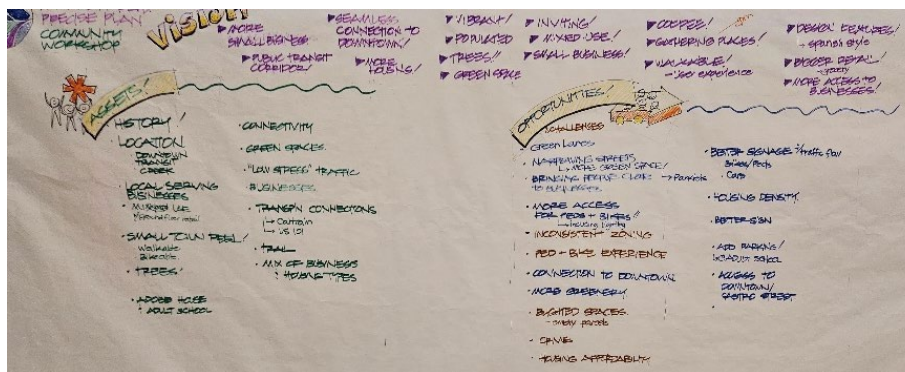
Fall 2024

Community Discussions

- Community Workshop #1
- Stakeholder Meetings
- Community Survey #1

City Meetings

- EPC Meeting
- City Council Study Session



VISION FRAMEWORK

VISION THEME 1

A unique identity and community for residents, businesses, workers, and visitors

Potential Strategies to Develop Further

Identify Distinct Architecture and Design

Enhance the Moffett Boulevard Streetscape Design

Install Unique Branding and Signage

Protect and Celebrate Historic Resources

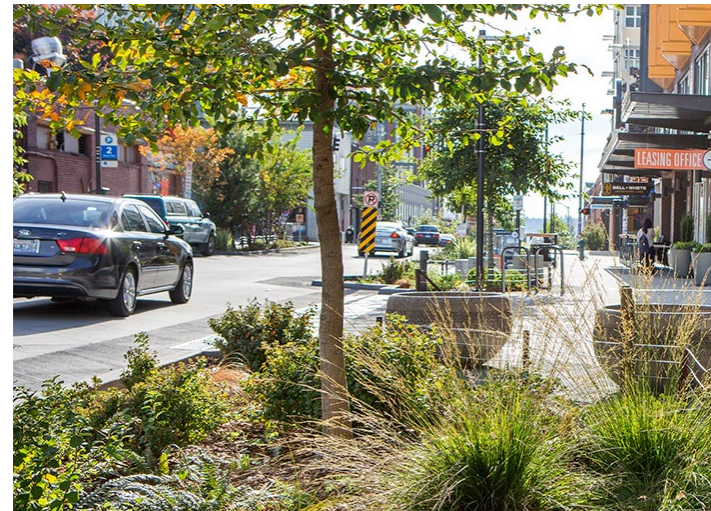
Improve Landscaping and Add Street Trees



Entry Feature



Building Architecture



Trees and Landscaping



Historic Adobe House

VISION FRAMEWORK

VISION THEME 2

A **thriving hub of economic activity** and uses for the neighborhood and surrounding areas

Potential Strategies to Develop Further

Retain and Support Existing Small and Diverse Businesses

Attract New Businesses and Activities

Create Clear Development Standards and Regulations

Effectively Manage Private and Public Parking

Encourage Parcel Assembly

Allow Densities that Support Community Benefits



Small Diverse Businesses



Community Activities



Flexible Outdoor Businesses



Outdoor Retail Spaces

Precedent Imagery Examples

VISION FRAMEWORK

VISION THEME 3

A **revitalized neighborhood** that embraces a range of housing, business, and community amenities and uses for the neighborhood and surrounding areas

Potential Strategies to Develop Further

Consider New Housing and Mixed-Use Projects at Higher Densities

Design Projects to Contribute to the Unique Character of the Area

Encourage Active Ground Floor Uses

Support Affordable Housing Development

Promote Neighborhood-Serving Uses (coffee shops, gyms, restaurants, and bars)



Precedent Imagery Examples

VISION FRAMEWORK

VISION THEME 4

An accessible, pedestrian and bicycle friendly **multimodal corridor**

Potential Strategies to Develop Further

Increase Pedestrian Accessibility, Comfort, and Safety

Improve Walkability with Wider Sidewalks

Create New Crosswalks

Expand Bicycle Mobility and Improve Safety

Support Improvements to Increase Bus Transit and Shuttle Accessibility

Create More Connections to the Stevens Creek Trail



VISION FRAMEWORK

VISION THEME 5

A **unique place** with engaging and unique activities, events, and opportunities

Potential Strategies to Develop Further

Create Outdoor Community Gathering Spaces

Encourage Special Events

Increase Outdoor Activities

Add Murals and Public Art

Expand Opportunities for Parks and Open Spaces



Special Events Spaces



Outdoor Activity Spaces



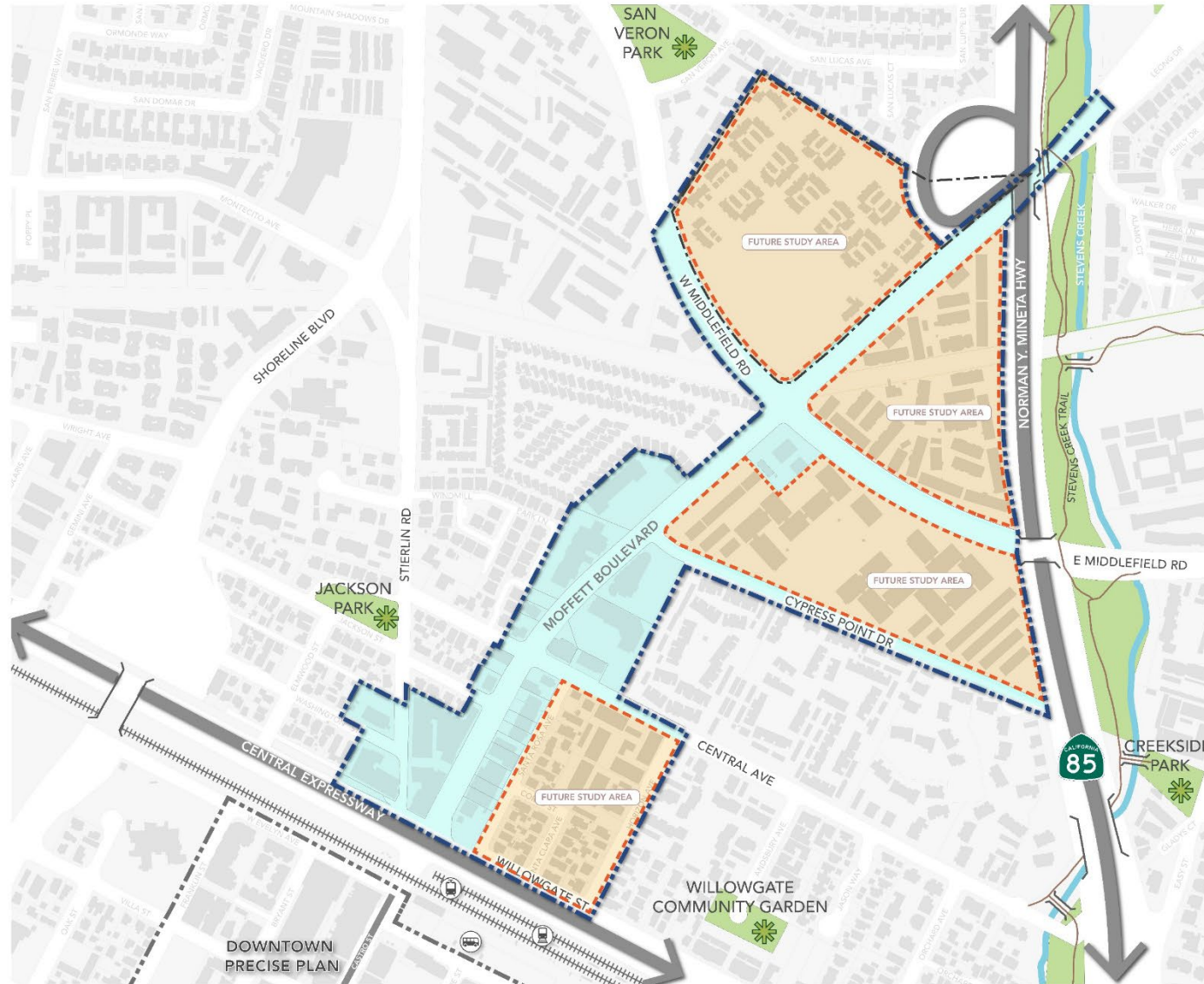
Community Gathering Spaces



EXISTING CONTEXT

EXISTING CONTEXT

Precise Plan Area with Future Study Areas



MOFFETT BOULEVARD PRECISE PLAN

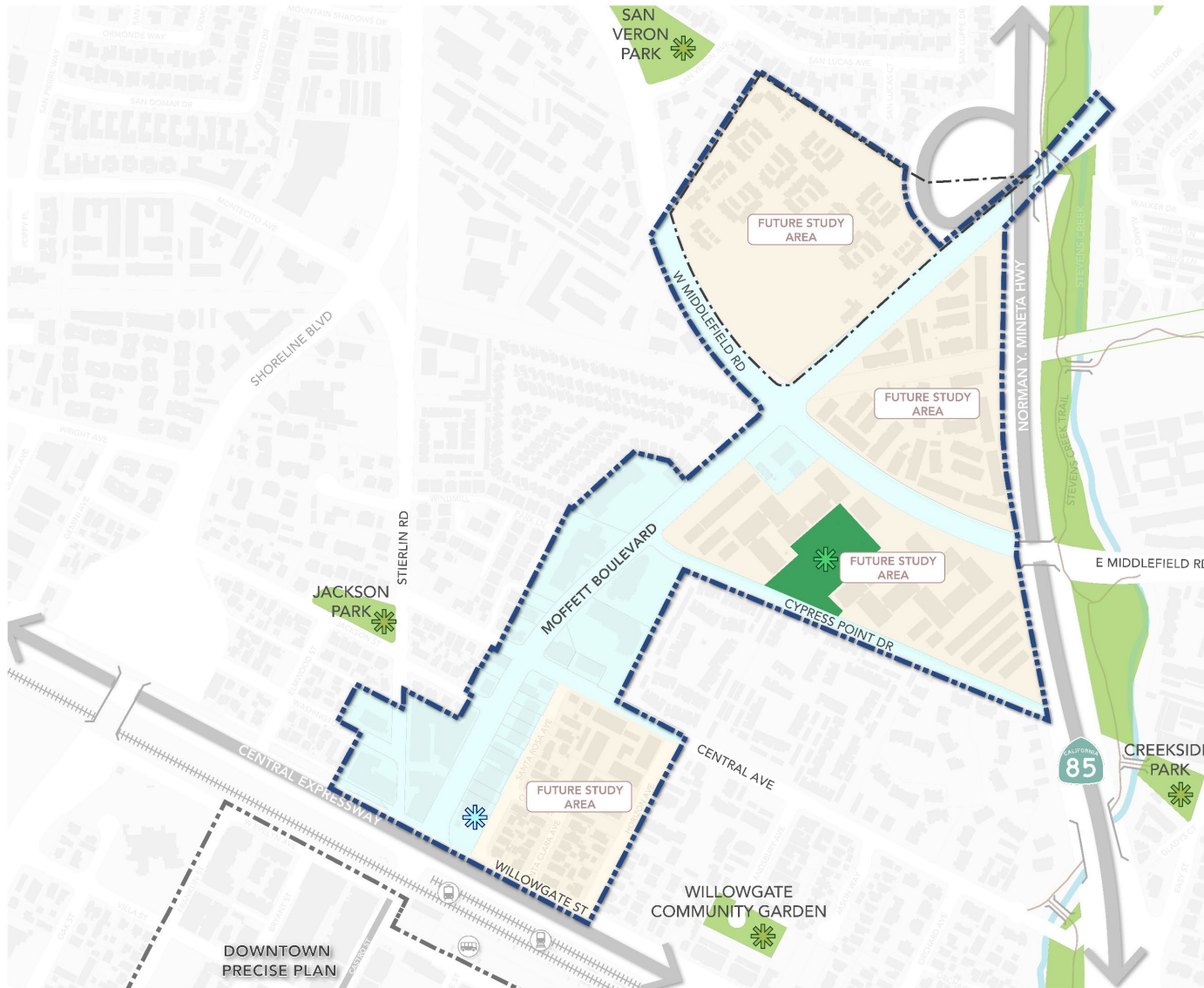
Key Features

- City Boundary
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- Future Study Area
- Neighboring Precise Plan
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- Parcel
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- VTA Bus Stop
- Parks and Open Space



EXISTING CONTEXT

Community Amenities



MOFFETT BOULEVARD PRECISE PLAN

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- HHHHH Caltrain and VTA Rail Line
- 🚆 Caltrain Mountain View Station
- 🚆 VTA Light Rail Station
- 🚆 VTA Bus Stop
- 🌳 Parks and Open Space
- 🌳 Planned Public Park
- 🏛️ Historic Buildings





Stevens Creek Trailhead



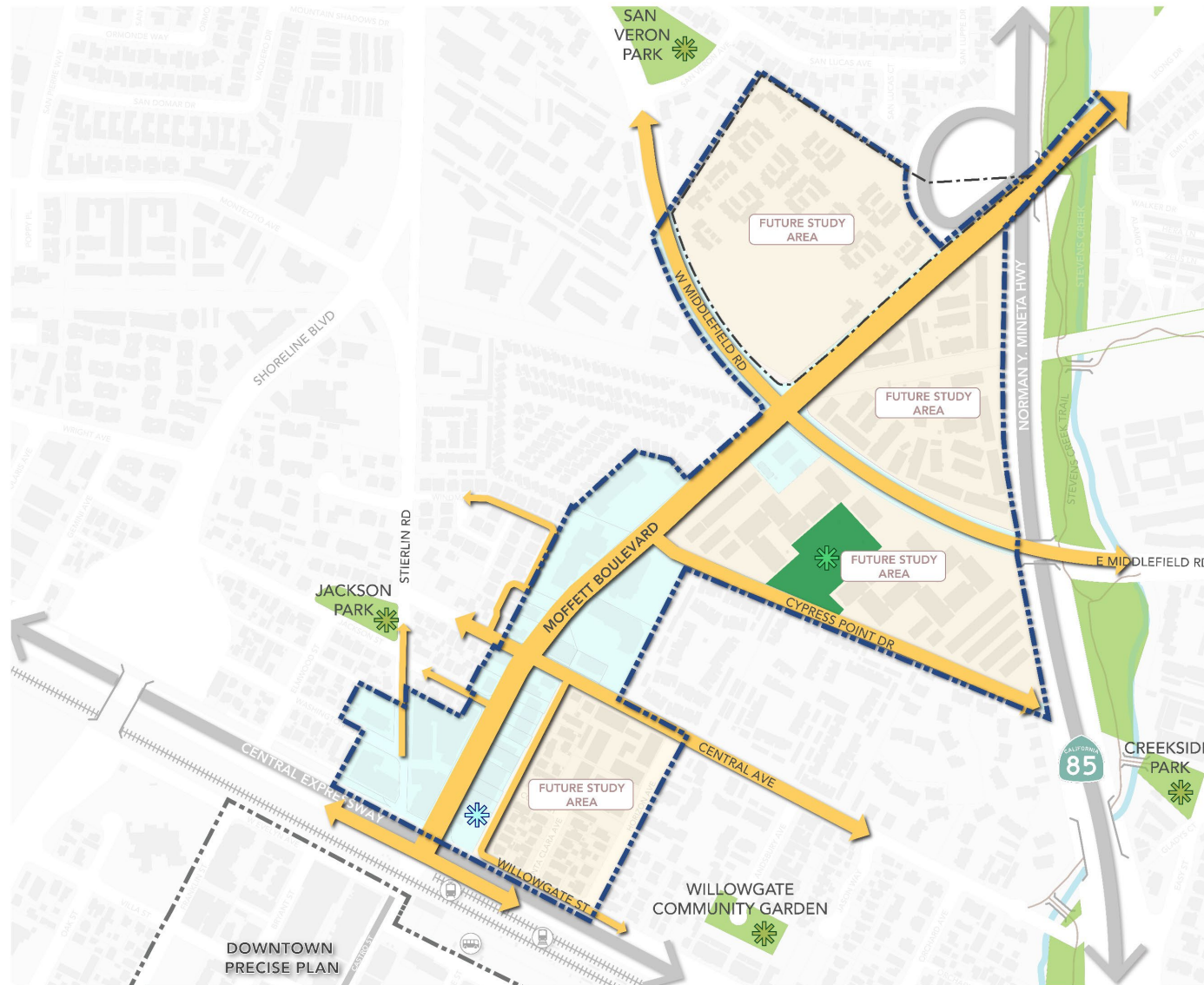
Historic Adobe House



Jackson Park

EXISTING CONTEXT

Existing Circulation



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- Planned Public Park
- Historic Buildings
- Existing Street Network





Bicycle Lane on Moffett Boulevard



Central Avenue



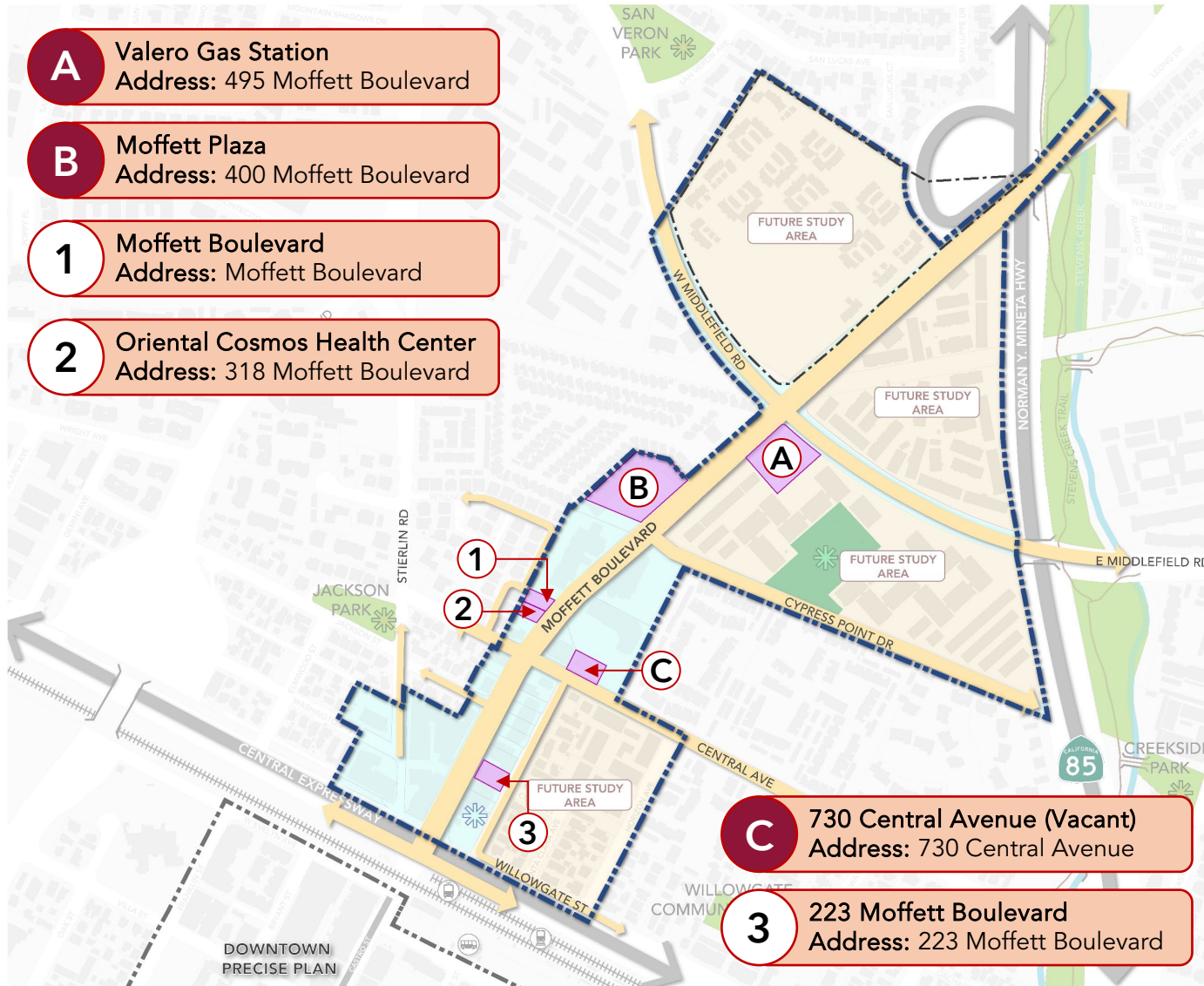
Intersection of Moffett Boulevard and Cypress Point Drive



Cypress Point Drive

EXISTING CONTEXT

Housing Element and Planned Proposal Sites



MOFFETT BOULEVARD PRECISE PLAN

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- Planned Public Park
- Historic Buildings
- Existing Street Network
- Parcels Identified by Housing Element and
Parcels with Planned Development/Proposals

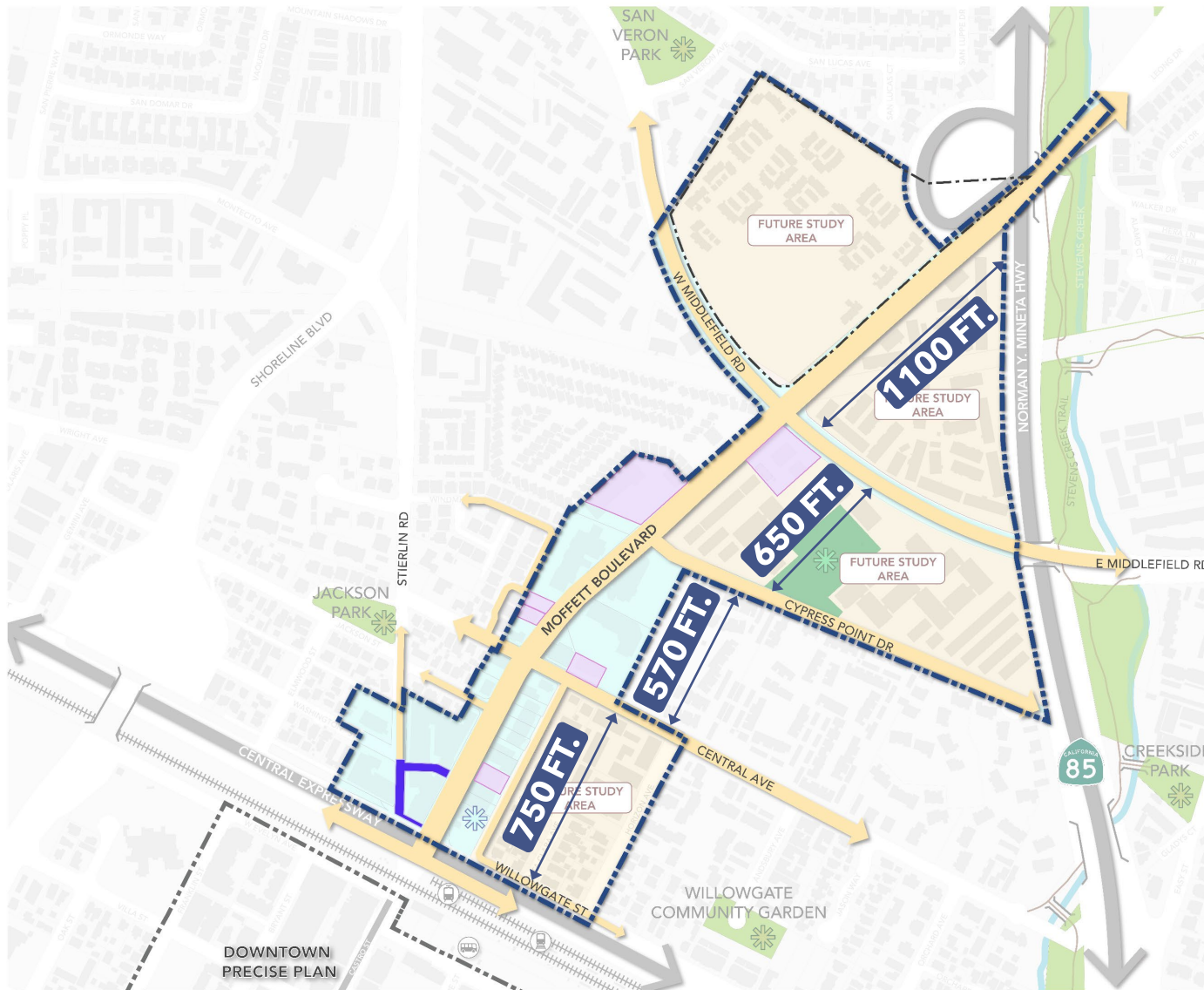
Sites with Planned Development/Proposals

Sites identified under Housing Element



EXISTING CONTEXT

Existing Blocks and Paseos



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- Historic Buildings
- Existing Street Network
- Parcels Identified by Housing Element and
Parcels with Planned Development/Proposals
- Existing Paseo/Connections



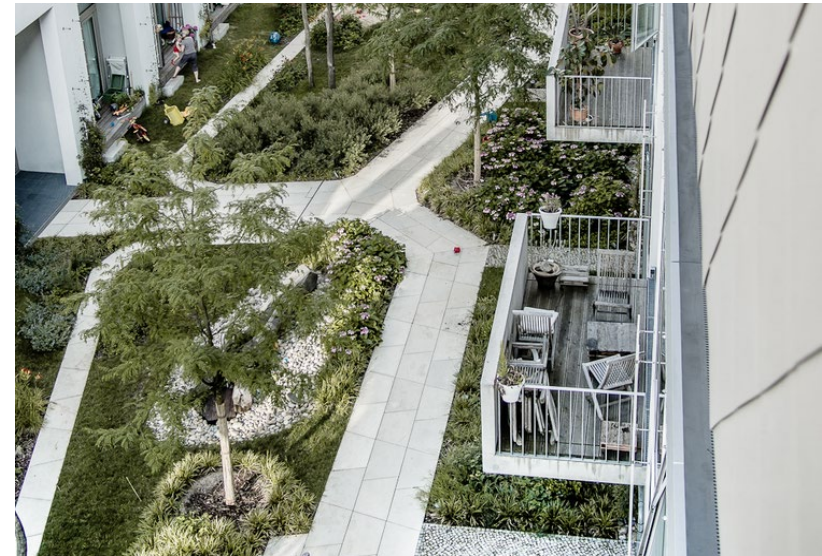


Existing Paseos through the 100 Moffett Apartments



EMERGING CONCEPTS **AREA CHARACTER**

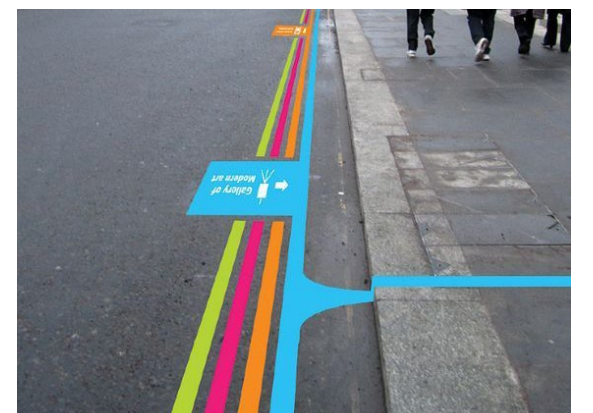
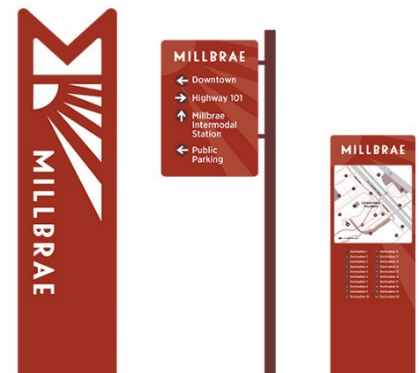
SMALLER BLOCKS AND PASEOS



Paseos activated with ground floor retail activity and gathering spaces

Precedent Imagery Examples

ENTRY AND WAYFINDING SIGNAGE



Unique character and design elements that are also functional

Precedent Imagery Examples

POCKET PARKS



Small gathering spaces designed around corners of buildings and road intersections.

Precedent Imagery Examples

LINEAR PARKS



Contiguous outdoor park like setting for active uses

Precedent Imagery Examples



EMERGING CONCEPTS **STREETScape DESIGN**

WIDER SIDEWALKS WITH TREES AND PEDESTRIAN AMENITIES



Widen sidewalks with shade trees, and outdoor seating spaces

Precedent Imagery Examples

BUFFERED BICYCLE LANES



Painted bicycle lane adjacent to vehicle traffic



Precedent Imagery Examples

PROTECTED BICYCLE LANES



Bicycle pathway that is separated from vehicle traffic



Precedent Imagery Examples

LANDSCAPED BOULEVARD WITH MEDIANS



Tree-lined street with median offering calmer traffic



Precedent Imagery Examples

FOUR VEHICULAR TRAVEL LANES (EXISTING)



Moffett Boulevard at Jackson St



Moffett Boulevard at Cypress Point Dr.

ON-STREET PARKING



On Street Parking Between Central Ave. and Central Expwy.



On Street Parking along 555 W Middlefield Rd.



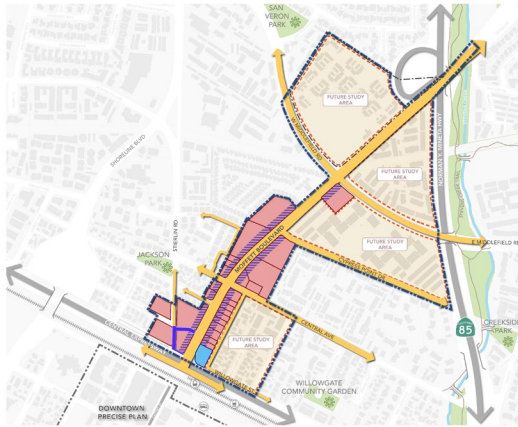
LAND USE ALTERNATIVES

ALTERNATIVES

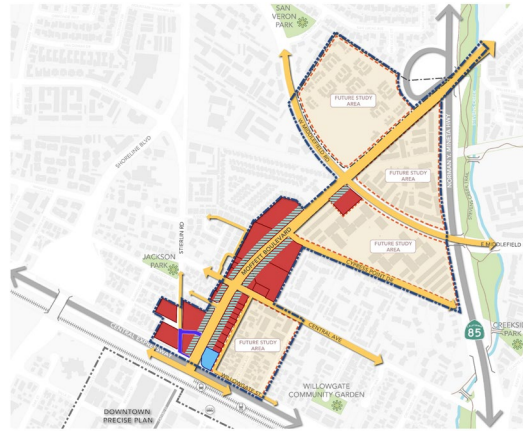
Each alternative is based on a **unique policy approach** the City could take to achieve the Vision Framework.

They are intended to **solicit community feedback** on what types of uses and improvements are most appropriate for the study area.

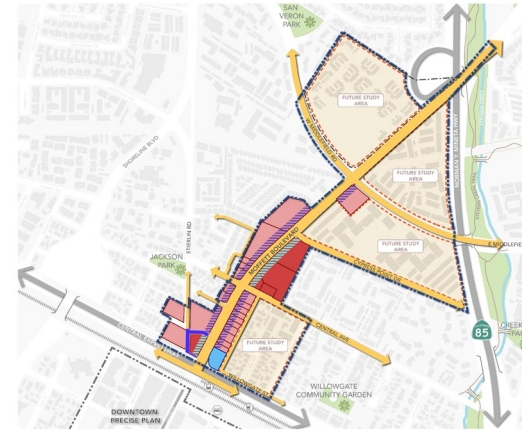
Alternative A



Alternative B



Alternative C



EXISTING CONTEXT

Housing Density
(Current Zoning)

43

Dwelling Units
per Acre

Existing
Residential

184

Dwelling Units

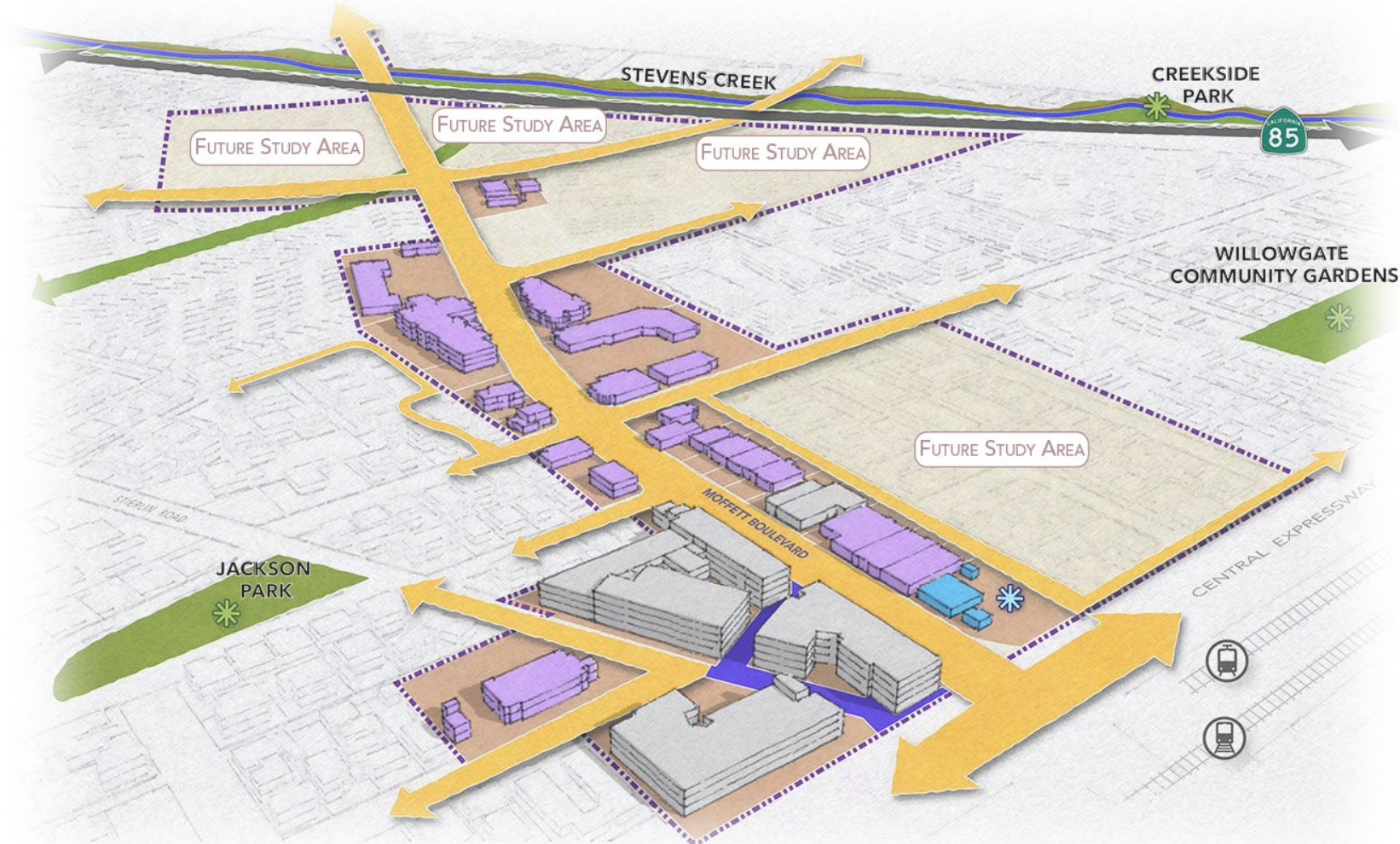
Non-Residential
Uses

**120,000 to
165,000**

Square Feet

Building
Heights

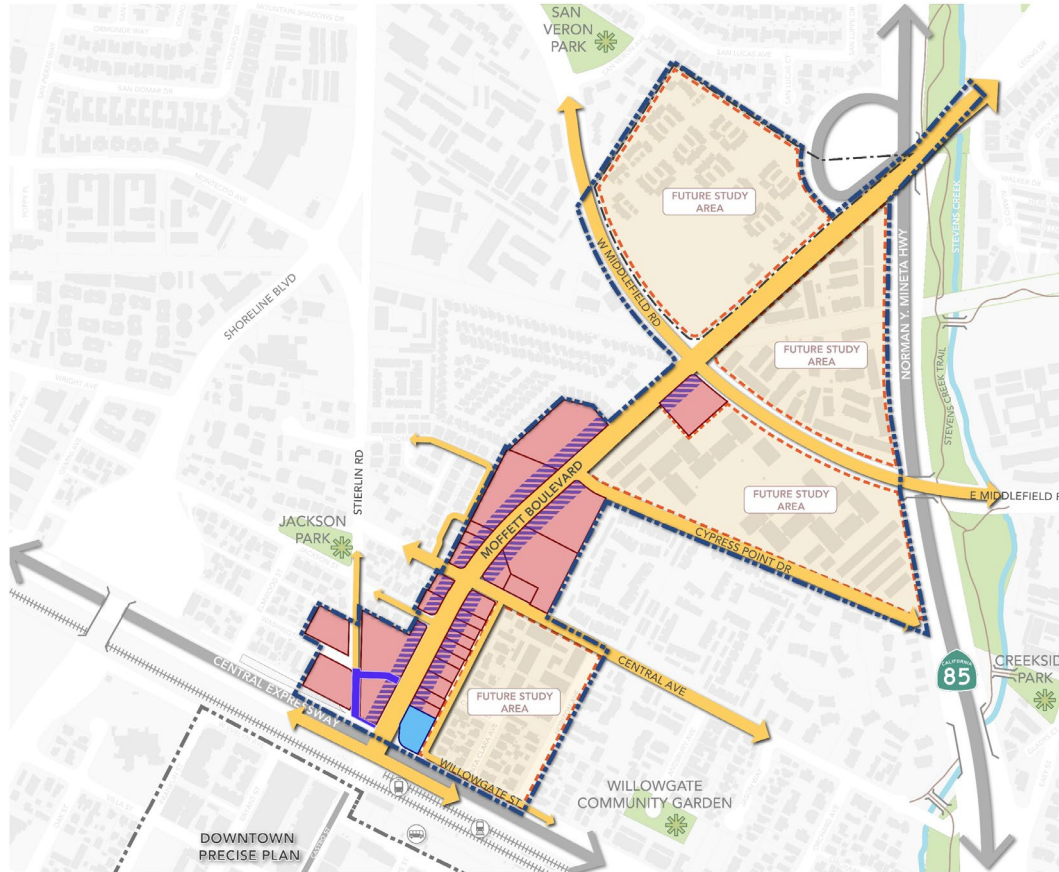
1 to 4
Stories



Key Features

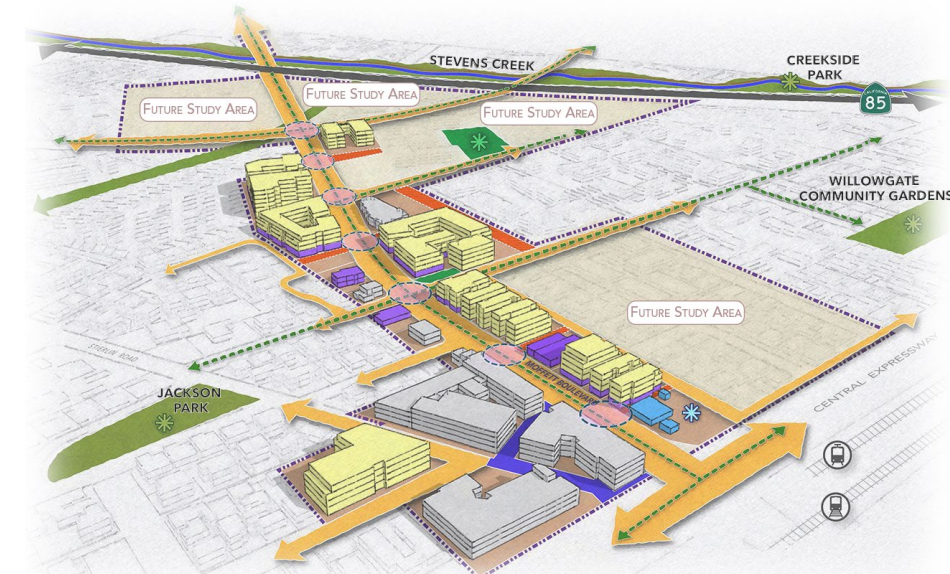
- | | | | |
|----------------------------------|-----------------------|----------------------------------|-----------------------|
| ----- Precise Plan Area Boundary | ▭ Building Footprint | ++++ Caltrain and VTA Rail Line | ▭ Non-Residential Use |
| ▭ Future Study Area | ★ Historic Building | ⊙ Caltrain Mountain View Station | ▭ Residential Use |
| ▬ Freeway and Expressway | ▬ Creek | ⊙ VTA Light Rail Station | |
| ▬ Existing Street Network | ▬ Trail | | |
| ▭ Parcel | ★ Park and Open Space | | |

ALTERNATIVE A | Medium Intensity Mixed-Use



Land Use Policy Approach

- Applies **Medium Intensity Mixed-Use** throughout the area (with housing densities from the City's Adopted Housing Element).
- Encourages** (but does not require) ground floor non-residential uses fronting Moffett Boulevard.



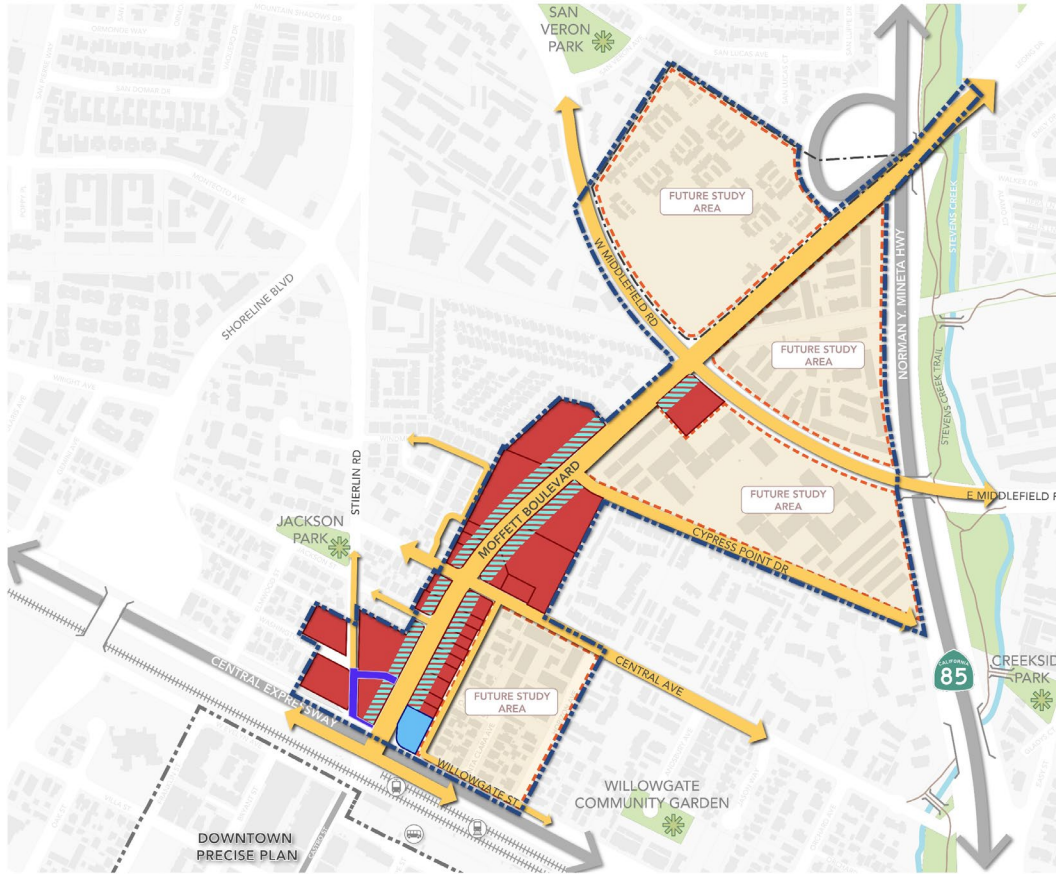
Housing Density
Up to ~75
Dwelling Units per Acre

New Residential
550 to 650
Dwelling Units

Non-Residential Uses
50,000 to 74,000
Square Feet

Building Height Maximums
4 to 5
Stories

ALTERNATIVE B | Higher Intensity Mixed-Use

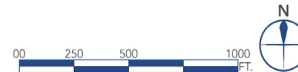


MOFFETT BOULEVARD PRECISE PLAN

ALTERNATIVE B

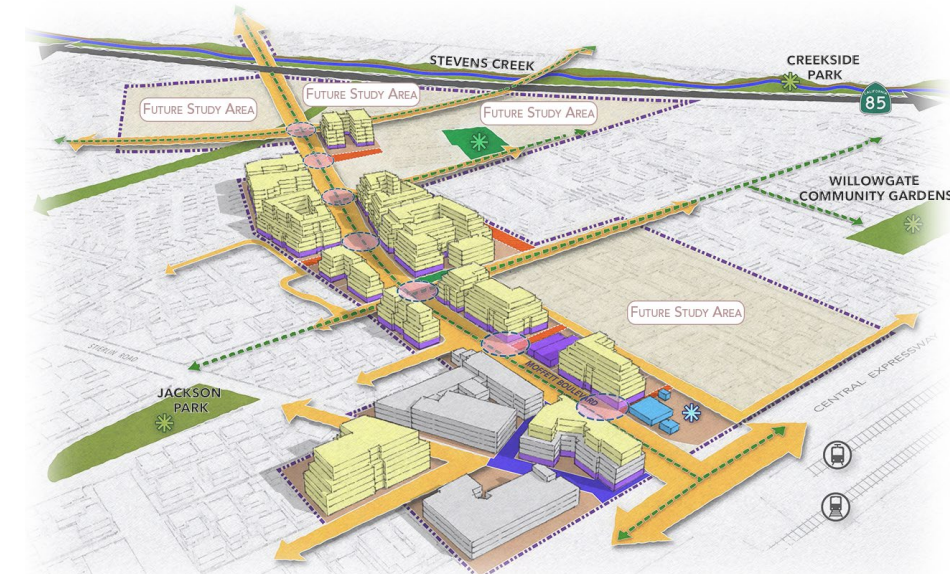
Key Features

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- Neighboring Precise Plan
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- Building Footprint
- Caltrain and VTA Rail Line
- 🚆 Caltrain Mountain View Station
- 🚆 VTA Light Rail Station
- 🚌 VTA Bus Stop
- 🌳 Parks and Open Space
- 👉 Existing Street Network
- 👉 Existing Paseo
- 🏛️ Historic Building
- 🏠 High Intensity Mixed-Use
(Up to 100 DU/AC, Up to 7 Stories High)
- 👉 Required Ground Floor Non-Residential Uses



Land Use Policy Approach

- Applies **Higher Intensity Mixed-Use** throughout the area.
- **Requires** ground floor non-residential uses fronting Moffett Boulevard.



Housing Density

Up to ~100

Dwelling Units per Acre

New Residential

650 to 950

Dwelling Units

Non-Residential Uses

66,000 to 95,000

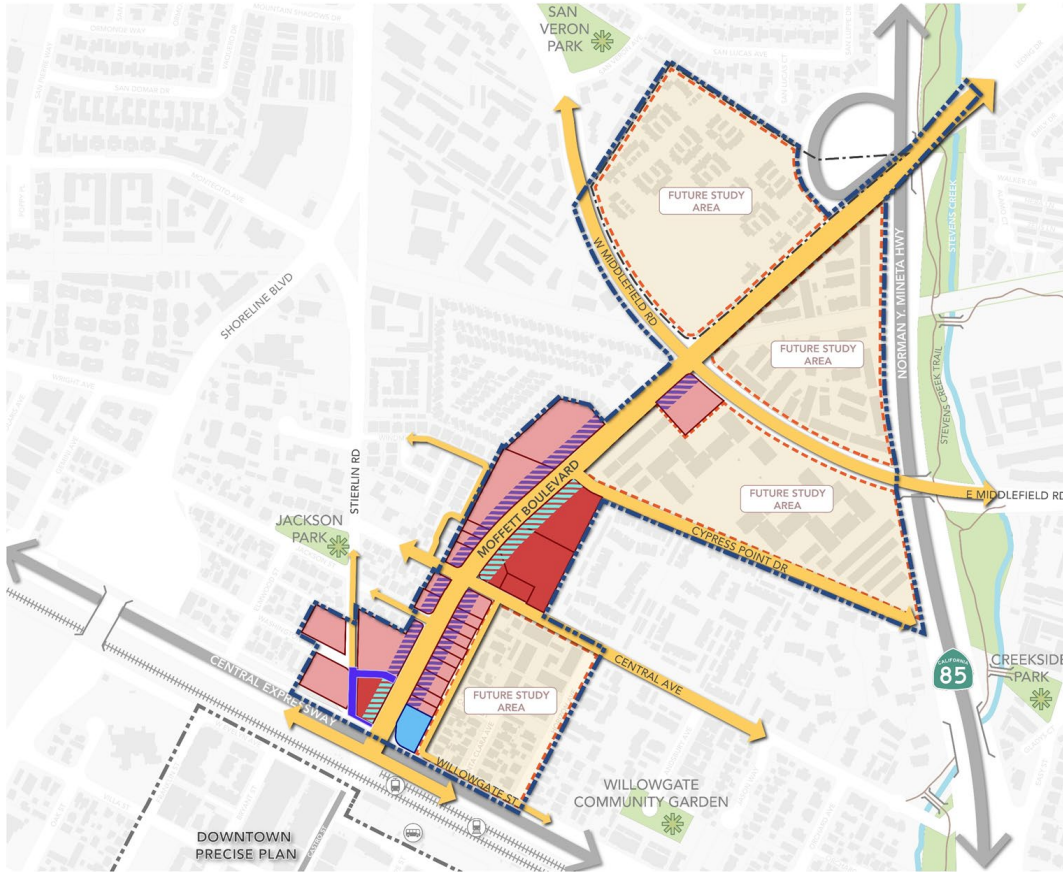
Square Feet

Building Height Maximums

5 to 7

Stories

ALTERNATIVE C | Focused Mixed-Use

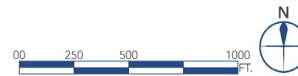


MOFFETT BOULEVARD PRECISE PLAN

ALTERNATIVE C

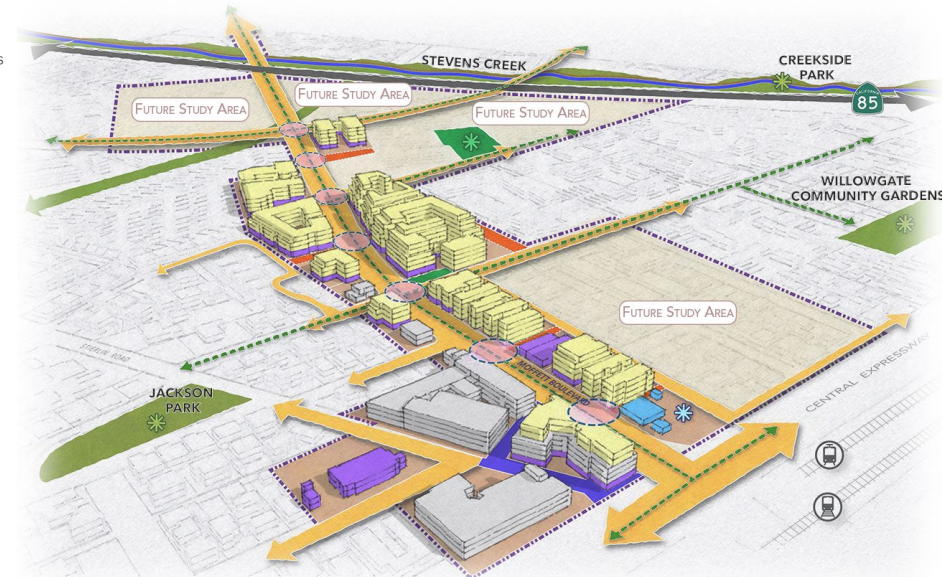
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- 🚌 VTA Bus Stop
- 🌳 Parks and Open Space
- 🗺 Existing Street Network
- 👉 Existing Paseo
- 🏛 Historic Building
- 🏠 Medium Intensity Mixed-Use (Up to 75 DU/AC, Up to 5 Stories High)
- 🏢 High Intensity Mixed-Use (Up to 100 DU/AC, Up to 7 Stories High)
- 🏡 Encouraged Ground Floor Non-Residential Uses
- 🏢 Fronting on Moffett Boulevard
- 🏡 Required Ground Floor Non-Residential Uses



Land Use Policy Approach

- Applies **Higher Intensity Mixed-Use** to two “nodes” to create commercial activity areas that are more walkable.
- Applies **Medium Intensity Mixed-Use** to other areas.



Housing Density
Up to ~100
Dwelling Units per Acre

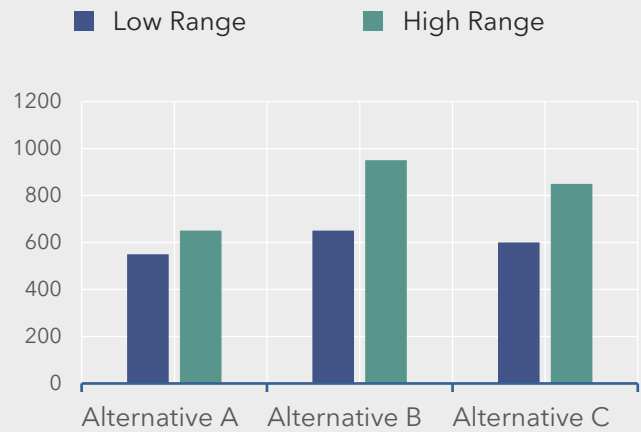
New Residential
650 to 850
Dwelling Units

Non-Residential Uses
50,000 to 80,000
Square Feet

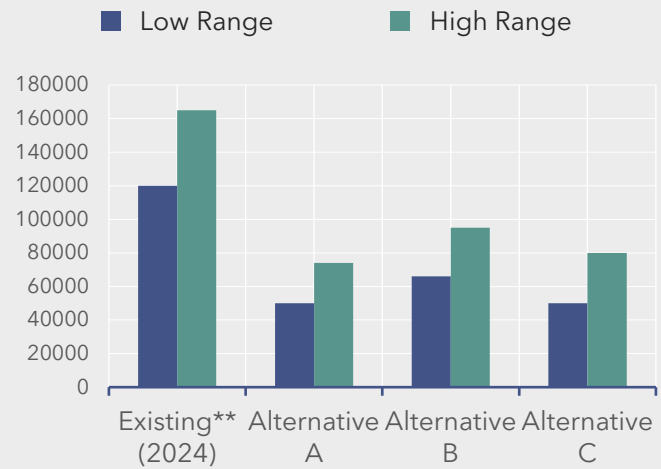
Building Height Maximums
4 to 7
Stories

ALTERNATIVES COMPARISON

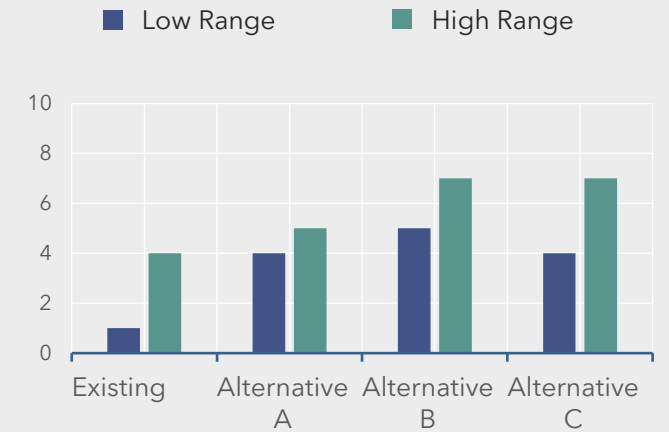
Potential Future New Housing Units



Potential Ground Floor Leasable Non-Residential Space












Building Heights (number of stories)






* Leasable Ground Floor Non-Residential space includes a combination of retail, commercial, dining, office, civic, amenity, education and other similar uses.

** Existing includes currently or recently leased space.

ALTERNATIVES COMPARISON

COMMUNITY OBJECTIVES	ALTERNATIVE A Medium Intensity Mixed-Use	ALTERNATIVE B Higher Intensity Mixed-Use	ALTERNATIVE C Focused Intensity Mixed-Use
HOUSING Increase the mix of new housing types and affordabilities within the Moffett Boulevard Change Area.	 Meets the City's Housing Element policies and target densities.	 Adds additional housing density to create more opportunities for a mix of residential uses near transit.	 Meets the City's Housing Element policy and target densities, with increased densities at two key nodes.
ACTIVE GROUND FLOOR USES Create more active ground floor uses along Moffett Boulevard that support neighborhood services and needs.	 Allows limited opportunities for active ground floor non-residential uses based on current market demand, and new projects would likely focus on all residential given the lower densities.	 Creates opportunities for viable active ground floor uses at key nodes that are walkable.	 Creates opportunities for ground floor non-residential uses since additional market rate residential will help subsidize development costs, but they likely would not all be active uses.
OUTDOOR COMMUNITY SPACES Create more outdoor community gathering spaces and play areas in new private developments and within the public realm (e.g., streets and publicly-owned properties).	 Allows opportunities for new community spaces within new developments.	 Allows increased opportunities for community spaces within the streetscape and new developments, given the larger amount of development.	 Allows increased opportunities for community spaces within the streetscape and new developments, given the larger amount of development.
SUSTAINABILITY The City's Climate Action Plan has an objective to reduce greenhouse gas emission citywide by 2040.	 Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.	 Increases opportunities for new affordable housing within walking distance of the Mountain View Station.	 Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.

ICON LEGEND

-  Maintains the Status Quo
-  Moves in the Right Direction
-  Meets or Exceeds the Objective

STAY CONNECTED: VISIT THE PROJECT WEBSITE

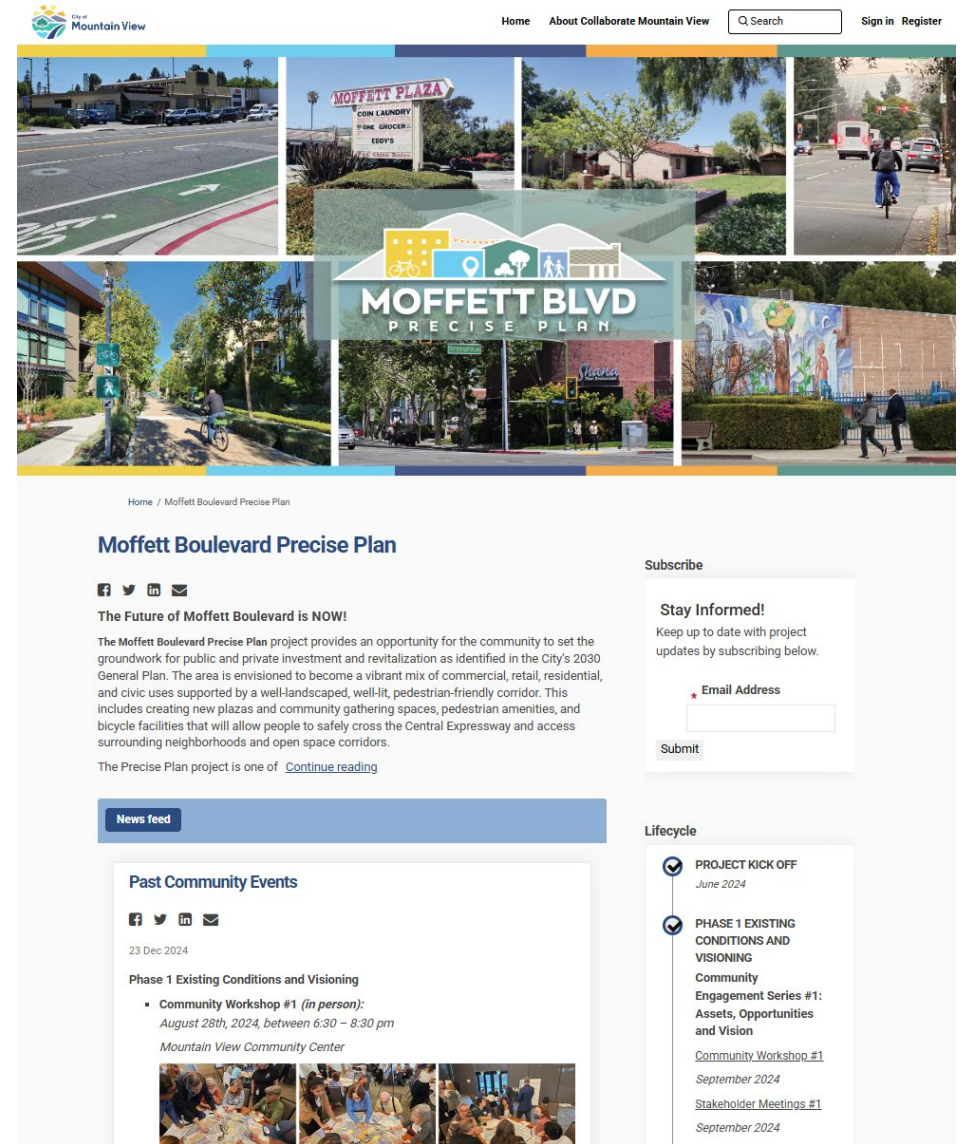


<https://collaborate.mountainview.gov/moffett-boulevard-precise-plan>

Staff Contact

Eric Anderson

Eric.Anderson2@mountainview.gov



The screenshot shows the website for the Moffett Boulevard Precise Plan. At the top, there is a navigation bar with the City of Mountain View logo, a search bar, and links for Home, About, Collaborate, and Mountain View. Below the navigation bar is a large banner image featuring a collage of photos: a green-painted bike lane, a sign for Moffett Plaza (with subtext 'CON LAUNDRY', 'FRESH GROCERIES', 'EDDY'S'), a street view with trees, a person on a bicycle, and a colorful mural. The banner text reads 'MOFFETT BLVD PRECISE PLAN'. Below the banner, the page title 'Moffett Boulevard Precise Plan' is displayed. There are social media icons for Facebook, Twitter, LinkedIn, and Email. A section titled 'The Future of Moffett Boulevard is NOW!' contains a paragraph about the project's goals and a link to 'Continue reading'. To the right of this section is a 'Subscribe' form with the heading 'Stay Informed!', a description 'Keep up to date with project updates by subscribing below.', an 'Email Address' input field, and a 'Submit' button. Below the main content is a 'News feed' section with a 'Past Community Events' sub-section. It lists a community workshop on August 28th, 2024, and includes three small photos of people at a table. To the right of the news feed is a 'Lifecycle' section with a vertical timeline showing 'PROJECT KICK OFF' in June 2024 and 'PHASE 1 EXISTING CONDITIONS AND VISIONING' with sub-items for 'Community Engagement Series #1: Assets, Opportunities and Vision', 'Community Workshop #1' (September 2024), and 'Stakeholder Meetings #1' (September 2024).