

Downtown Precise Plan Comprehensive Update

Summary of pre-project kick-off outreach meetings

Meeting Agenda: Seek initial feedback on key study topics for the Precise Plan update project.

1. Chamber of Commerce – September 26, 2023

In-person meeting at City Hall

2 Attendees

Key Topic Suggestions for Scope of work:

- **Updated Land Use Mix:** Need to update the land use categories for allowing more modern day land use types to make more businesses viable in Downtown;
- **Streamlined Process and Project Entitlement:** Current entitlement timing are deterrent to businesses and result in vacancies. Ensure shorter review timelines;
- **Parking Regulations:** Update parking regulations in wake of AB 2097; and
- **Parallel Project Interactions:** Focus on interaction of various Downtown projects specifically – Castro Pedestrian Mall with the Precise Plan Update.

Additional comments:

1. **Financial Resources:** Explore creative ways to provide financial support to businesses while city is going through many concurrent downtown projects which will impacts their business.
2. **Downtown Office Cap:** Clarify if the office-cap will be a subset of the Precise Plan update process. Need for clarity in Council direction on this topic. Make it clear it is a temporary in nature for a limited time and the pipeline provision for projects currently under review.

2. Old Mountain View Neighborhood Association (OMVNA) - October 2, 2023

Virtual Meeting (7 PM. – 9 PM.)

Total - 22 Attendees

Key Topics Suggestions for Scope of Work:

- **Updated Land Use Mix:**
 - Study appropriate land use mix to avoid office use overwhelming Downtown;
 - Support small businesses;
 - Update land use mix for allowing variety of business to ensure a thriving Downtown; and
 - Need for more residential and retail development relative to office uses.
- **Parking Regulations:**
 - Address parking issues;
 - Need for more parking;
 - Explore creative parking solutions in wake of AB 2097;
 - Study parking pass distribution to office employees to ensure parking passes are available for small business employees and parking spaces are available for customers;
 - Need for stricter review of downtown development parking proposals;
 - Explore paid parking as identified in downtown parking study. However, it may not be the best solution for Downtown;
 - Encourage Transit Oriented Development (TOD);
 - Develop transportation demand management strategies to reduce greenhouse gases;
 - Develop aggressive parking information distribution to promote existing parking in and around Downtown;
 - Study weekend and weekday parking demand; and
 - Study strategies to address office employee parking spillover into neighborhood streets.
- **Historic Preservation:** Need for historic preservation. Explore ways to recognize group of buildings as historic or create a historic district to preserve historic buildings but allow developments on parcels which do not have historic buildings;
- **Public Gathering Places:** Explore options to create public gathering spaces in Downtown.
- **Dead Zones:** Study solutions to eliminate dead zones and make Downtown more walkable.
- **Streetscape:** Study options for wider sidewalks.
- **Landscaping and Tree Canopy:** Need for policy to retain and increase tree canopy in Downtown. Study less messy landscape planting in Downtown.
- **Development Standards:**
 - Ensure clear standards;
 - Assess appropriate building heights especially at the intersection of Castro Street and El Camino Real; and

- Develop standards to encourage ground floor transparency.
- **Design Guidelines:** Need for clear guidelines. Avoid using vague terms, for e.g., “exceptional architecture.”
- **Property Owners Engagement:** Engage vacant property owners to understand cause of vacancies and to what could make the Downtown more vibrant.

Additional comments:

- Consider all the ways people access Downtown and improve safety, comfort, and convenience.
- Ensure developers are held accountable to their promises and intent of requirements.
- Be very clear on what you want when developing a precise plan.