

## Moffett Boulevard Precise Plan

# Community Workshop #2: Land Use Alternatives

## SUMMARY OF COMMUNITY COMMENTS

March 14, 2025

### Project Overview

In June 2024, the City of Mountain View began a process to develop a Precise Plan for the Moffett area. The Moffett area is an important commercial, residential, and civic neighborhood in Mountain View. The Moffett Boulevard Precise Plan project was identified as one of the City's Strategic Priorities in the Fiscal Year 2023 - 2025 Work Plan. The project will expand on the 2030 General Plan vision to include new goals, policies, and regulations for private development and street improvements, and implement requirements of the 2023-2031 Housing Element.

### Community Workshop #2 Overview

The project team (made up of staff from the City and consultants MIG and Community Strong Strategies) held a community workshop on March 3, 2025, to solicit feedback on emerging character/streetscape concepts and land use alternatives for the Moffett area. Ahead of the community workshop, the project team conducted a series of property and business owner walks (to have one-on-one conversations with the business community) and attended a Mountain View Farmer's Market to engage the community and promote the workshop. The following summary encapsulates ideas and feedback on the emerging concepts and land use alternatives for the Moffett area.



*Collage of event photos from the Pop-Up Event and Workshop*

The following table summarizing the timing and location for each event, leading up to Community Workshop #2. The following pages provide a summary of each event and the key takeaways the project team heard from the community.

Community Events and Activities					
#	Event Name	Date and Time	Location	Languages	Attendees
1	Farmer's Market Pop-Up	February 23, 2025 9:00 AM to 1:00 PM	Mountain View Farmer's Market 600 W Evelyn Ave, Mountain View, CA 94041	English Spanish Russian Chinese	~145
2	Property and Business Owner Walks	February 23, 2025 to February 28, 2025	Various businesses in the study area		8
3	Community Workshop #2	March 03, 2025 6:00 PM to 8:00 PM	German International School of Silicon Valley Mountain View Campus 310 Easy Street Mountain View		83

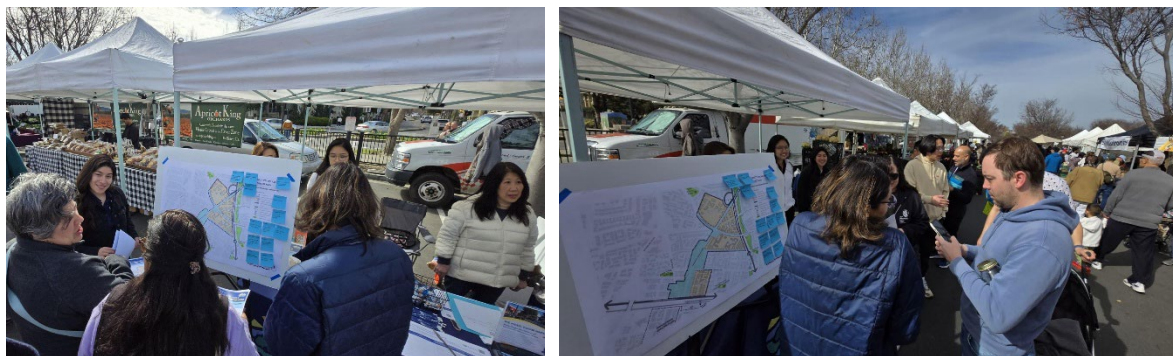
### Mountain View Farmer's Market Pop-Up

The project team set up a pop-up tent at the Mountain View Farmer's Market on February 23, 2025, from 9:00 AM to 1:00 PM. The purpose of the pop-up was to broadly notice Community Workshop #2 through multilingual promotional materials (English, Spanish, Chinese, Russian) and to provide an important opportunity to bring awareness and visibility to the project. There were also opportunities for conversations between community members and the project team related to the future of the Moffett area. Project team members recorded these comments on Post-It notes.

### Key Takeaways

During the Farmer's Market, the project team engaged with over 100 residents and visitors, many of whom confirmed receiving flyers for the March 2, 2025, Community Workshop. Key concerns included the future of the military base property (Shenandoah Square), the need for improved biking and pedestrian infrastructure to connect Downtown and trails, and better street lighting for safety. Residents described the Moffett Boulevard area as lacking energy and difficult to bike through, with retail being slow or nonexistent.

While most people supported increased density, some emphasized that new retail should not be prioritized. Notably, the market attracts numerous visitors from outside Mountain View, including Sunnyvale, Palo Alto, and San Jose, reinforcing its regional significance. The use of a large poster board was particularly effective in fostering dialogue and engagement.



## Property and Business Owner Walks

The project team conducted short one-on-one meetings with property and business owners between February 23 and 28, 2025. The intent of these meetings was to gather contact information, distribute project details, conduct a brief survey, and inform business owners of the upcoming Community Workshop #2.

### Key Takeaways

During the walk along Moffett Blvd, the project team observed several permanent business closures and others that remained closed on Sundays, impacting the corridor’s economic activity. Business owners expressed concerns about rising vacancies, pending developments, and lease renewals, with some attributing declining foot traffic to the Castro Street closure, which has redirected customers elsewhere.

The project team engaged directly with business owners at Sousa’s Wine & Liquors, Tres Hermanos Taqueria, and JL Produce, collecting survey information, and leaving materials with additional businesses, including Fast Pizza Delivery and Shana Thai. A follow-up outreach walk on February 28, 2025, targeted businesses previously closed, allowing the project team to distribute community meeting flyers and gather contacts from businesses like Los Portales, Baywash Corporation, and Ruiz Beauty Salon. These efforts highlight the need for continued engagement to support businesses facing economic and operational challenges along the corridor.



## Community Workshop #2

The project team hosted Community Workshop #2 on February 23, 2025, from 6:00 PM to 8:00 PM at the German International School of Silicon Valley - Mountain View Campus. The workshop was broadly noticed and included multilingual facilitation in English, Spanish, Chinese, and Russian. The workshop provided an important opportunity to solicit community feedback on the different emerging concepts and land use alternatives for the Moffett Boulevard Precise Plan Area.

The workshop agenda included the following:

**Project Update Presentation:** The project team presented an overview of the Moffett Boulevard Precise Plan, including the project goals and objectives, schedule, and key findings from the existing conditions analysis. The project team also presented the Vision Framework that was developed based on community, EPC, and City Council feedback from the initial visioning process.

**Project Q&A:** The project team responded to general questions from the community related to the Moffett Boulevard Precise Plan project.

**Group Polling Exercise:** The project team led participants through an interactive poll focused on emerging area character and streetscape design concepts. Participants were able to use either their cell phone or a paper survey to complete the poll.

**Land Use Alternatives:** The project team then presented and described three potential land use alternatives for the Moffett area. This included discussing each alternative's unique characteristics, benefits, and trade-offs.

**Small Group Exercise:** Participants were then divided into 10 groups of 7-10 people and asked to review and discuss each of the three land use alternatives. They were asked to describe what they liked about each alternative and what they would change or modify in the alternative to make it better meet their vision for the future of the Moffett area. This exercise concluded with each group reporting back on their major ideas and modifications.



## Major Themes and Feedback

The following is a summary of the major themes and feedback provided by the community during Community Workshop #2.

### I. EMERGING CONCEPTS

During this exercise, the project team presented a series of precedent images that highlighted key emerging concepts for consideration in the Moffett area. Participants were asked to provide their “gut reaction” to each concept and choose one of the following options:

- *I Really Like It*
- *It’s Worth Considering*
- *I Don’t Like It*
- *I’m Not Sure*

The following is a summary of the polling data from both the online (Mentimeter) and paper surveys completed during Community Workshop #2. Top responses are noted in bold, orange text.

#### **Area Character Concepts**

##### **Smaller Blocks and Paseos**

- ***I Really Like It: 37***
- *It’s Worth Considering: 24*
- *I Don’t Like It: 10*
- *I’m Not Sure: 7*

##### **Entry and Wayfinding Signage**

- *I Really Like It: 15*
- ***It’s Worth Considering: 35***
- *I Don’t Like It: 17*
- *I’m Not Sure: 10*

##### **Pocket Parks**

- ***I Really Like It: 37***
- *It’s Worth Considering: 25*
- *I Don’t Like It: 12*
- *I’m Not Sure: 1*

## Linear Parks

- **I Really Like It: 37**
- *It's Worth Considering: 26*
- *I Don't Like It: 13*
- *I'm Not Sure: 6*

## Streetscape Design Concepts

### Wider Sidewalks with Trees and Pedestrian Amenities

- **I Really Like It: 54**
- *It's Worth Considering: 16*
- *I Don't Like It: 3*
- *I'm Not Sure: 3*

### Improved and Safer Crosswalks

- **I Really Like It: 55**
- *It's Worth Considering: 14*
- *I Don't Like It: 2*
- *I'm Not Sure: 1*

### Buffered Bicycle Lanes

- **I Really Like It: 35**
- *It's Worth Considering: 29*
- *I Don't Like It: 10*
- *I'm Not Sure: 4*

### Protected Bicycle Lanes

- **I Really Like It: 45**
- *It's Worth Considering: 14*
- *I Don't Like It: 13*
- *I'm Not Sure: 5*

### Landscaped Boulevard With Medians

- **I Really Like It: 31**
- *It's Worth Considering: 15*
- *I Don't Like It: 23*
- *I'm Not Sure: 10*

## Four Vehicular Travel Lanes (existing)

- *I Really Like It:* 9
- *It's Worth Considering:* 11
- **I Don't Like It:** 50
- *I'm Not Sure:* 7

## On-Street Parking

- *I Really Like It:* 8
- *It's Worth Considering:* 22
- **I Don't Like It:** 41
- *I'm Not Sure:* 8

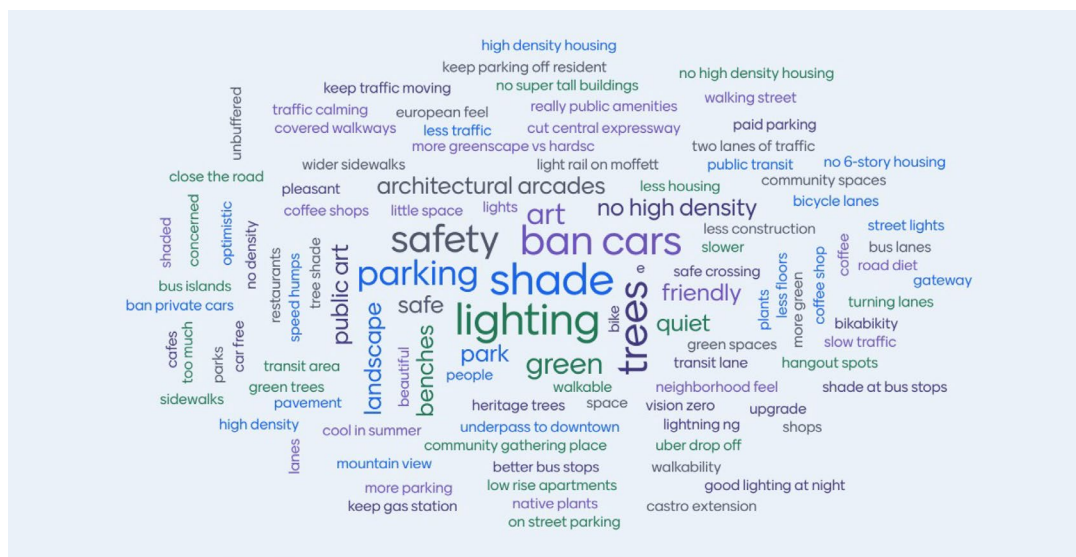
## Streetscape Priorities

This question asked participants to rank the six streetscape concepts discussed above from 1 (highest priority) to 6 (lowest priority).

- 1. Wider Sidewalks with Trees and Pedestrian Amenities**
2. Protected Bicycle Lanes
3. Buffered Bicycle Lanes
4. Landscaped Boulevard with Medians
5. On-Street Parking
6. Four Vehicular Travel Lanes (Existing)

## Streetscape Word Cloud

This question asked participants to identify a word (or phrase) that comes to mind when they think about the future streetscape design of Moffett Boulevard. A total of 152 words/phrases were submitted, with "Safety," "Ban Cars," "Parking," "Shade," "Trees," and "Lighting" being the most common responses.



## II. LAND USE ALTERNATIVES

Following the polling exercise, workshop participants were divided into 10 small groups. Each group was asked to review the three land use alternatives in detail and answer the following two questions:

1. *What components of the Alternative does the group like?*
2. *What would the group change or modify to make the Alternative align better with the group's vision for the future of the Moffett Area?*

The following is a summary of the major feedback and themes heard from the 10 small groups, organized by alternative. These major themes also include comments and feedback from participants individual comment cards.

### **Alternative A: Medium Intensity Mixed-Use**

- Several groups felt the proposed building heights envisioned under this alternative were too low, uninviting, and did not provide enough opportunities for housing diversity or to meet regional housing needs.
- Some groups preferred the building height maximums included under this alternative (4 to 5 stories) and felt these heights are in character with the existing Moffett area, given its scale and proximity to surrounding neighborhoods.
- Most groups felt that ground floor non-residential uses should be “required” under this alternative as opposed to “encouraged,” even if there are lower overall residential densities.

### **Alternative B: Higher Intensity Mixed-Use**

- Most groups favored the residential densities and building heights proposed under this alternative (5-7 stories). This alternative's ability to provide more housing at a broader range of affordabilities was seen as a positive attribute.
- Some groups were concerned about the potential impacts the proposed building heights could have on surrounding lower-scale neighborhoods (privacy, nighttime light, daytime shadows), specifically single-family residential neighborhoods along Central Avenue.
- Many groups were concerned about how parking would be addressed for new projects based on the densities proposed under this alternative. Several participants were also concerned about how the City would address increased infrastructure requirements resulting from the increased density.
- Many groups felt that the required ground floor non-residential uses included under these alternative created opportunities for new pedestrian improvements, more walkability, and overall community-building.



- Some participants were concerned regarding the feasibility of proposing non-residential uses (particularly retail) along Moffett, with many struggling businesses in Downtown Mountain View (Castro Street).
- Some participants were concerned around the “consistent” look of the heights and the overall maximum of 7 stories and felt that 7 stories would specifically be out of context at 100 Moffett.

### **Alternative C: Focused Mixed-Use**

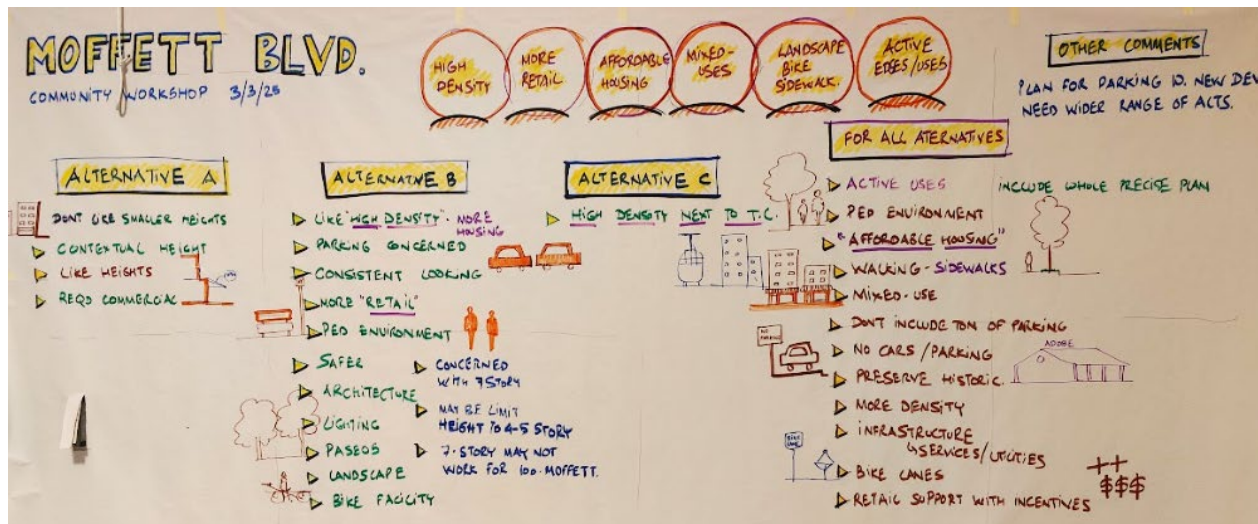
- Most groups felt that this alternative would have fewer negative impacts on surrounding lower intensity neighborhoods, particularly areas west of the study area.
- Most groups preferred having higher buildings closer to the Mountain View Station and mid-corridor (e.g., the two identified “nodes”). Several groups specifically liked the idea of creating a central node that could be a hub of community activity and retail.
- Some groups also desired enhancing transit connections and creating a strong pedestrian-friendly design in parallel with new development and increased densities.

### **Additional Comments and Ideas**

- All groups discussed the need for more pedestrian-oriented uses and amenities, particularly along Moffett Boulevard. Groups highlighted specific ideas for the Moffett area, including: more safety; improved traffic calming measures; better lighting; more paseos; better landscaping; improved bicycle facilities; more green space (paseos, plazas, parks); less driveways.
- Many groups felt that it is essential for new development along Moffett Boulevard to have a unique and interesting architectural character.
- Most groups expressed concerns about parking, particularly overflowing into surrounding residential areas. Many groups brought up concerns about current and future parking needs for the Moffett area and whether there is a need for street parking (or, alternatively, could most parking be addressed on parcels). There were suggestions for structured parking, such as a parking hub or garage.
- Some groups suggested the study area for this project be expanded to include surrounding neighborhoods to better plan future growth and transitions between the core of Moffett Boulevard and surrounding neighborhoods.
- There was a desire by many groups to require ground floor retail and commercial uses, including community-serving uses like grocery stores, coffee shops, restaurants, and community-serving businesses. Several other groups expressed concerns with mandatory requirements due to the economic challenges of getting new retail and commercial uses established.
- Many groups desired more paseos, pocket parks, and green spaces integrated into the development. There was an interest in high-quality architectural design to maintain

neighborhood character and concerns about large setbacks and the need for more active street frontage.

- Several groups requested traffic calming measures, such as roundabouts instead of stop signs or traffic lights. There was also an emphasis on ensuring adequate infrastructure (schools, water, power) be in place before increasing density in the area.



# Appendix A: Detailed Small Group Notes

The following are images and transcription of each small group's poster and notes.

## Group #1

### ALTERNATIVE A | Housing Element Policy with Encouraged Commercial

**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.

**Key Features:**

- 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

What components of Alternative A do you like?  
*PIPE ONE ROAD HOW DOES IT INTERACT*  
*DOESN'T FEEL INVITING*  
*SHORTER BUILDING HEIGHTS*

What, if anything, would you change or modify?  
*GROUND FLOOR DETAIL IS IMPORTANT*  
*MORE OPPORTUNITIES FOR RENTERS*  
*LIKE PASEO, REDUCE HEAT ISLAND*  
*RETAIL NEEDS TO BE REQUIRED*

### ALTERNATIVE B | Increased Housing with Required Commercial

**Land Use Policy Approach**

- Applies **Higher Intensity Mixed-Use** throughout the area (with housing densities from the MTC Transit Oriented Communities policy).
- Requires** ground floor non-residential uses fronting Moffett Boulevard.

**Key Features:**

- 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

What components of Alternative B do you like?  
*GIVE GROUND FLOOR REST.*  
*LESS NON-RES. RESTAURANT*  
*GIVE HIGH DENSITY*  
*DO NOT USE SAN ANTONIO RD.*  
*NO ROOM FOR PARKING*

What, if anything, would you change or modify?  
*PLEASE COVER TO TRANSIT CENTER*

### ALTERNATIVE C | Focused Housing and Commercial Nodes

**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.

**Key Features:**

- 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

What components of Alternative C do you like?  
*PLACE YOUR POST-IT NOTES OR WRITE COMMENTS HERE*

What, if anything, would you change or modify?  
*MOVING MORE HIGH DENSITY CLOSE TO STREET*  
*WALK 100 M OFFST - STREET*

### ALTERNATIVES COMPARISON

COMMUNITY OBJECTIVES	ALTERNATIVE A	ALTERNATIVE B	ALTERNATIVE C
<b>HOUSING</b> Increase the mix of new housing types and allocations within the Moffett Boulevard Change Area.	1 Meets the City's Housing Element policy and larger densities.	2 Adds more housing to more than 50% of the City's Central Communities policy.	3 Meets the City's Housing Element policy and larger densities, with increased densities at key nodes.
<b>ACTIVE GROUND FLOOR USES</b> Create more active ground floor uses along Moffett Boulevard that support neighborhood services and needs.	4 Allows limited opportunities for active ground floor non-residential uses based on current market demand, and new projects would likely focus on all residential ground floor development.	5 Creates opportunities for ground floor non-residential uses since additional market-oriented uses will help subsidize development costs, but they likely would not be the active uses.	6 Creates opportunities for more active ground floor uses at key nodes that are walkable.
<b>OUTDOOR COMMUNITY SPACES</b> Create more outdoor community gathering spaces and play areas in new projects (development and both in the public realm (e.g., streets and publicly owned properties)).	7 Allows opportunities for new community spaces within new developments.	8 Allows increased opportunities for community spaces within the structure and new developments, given the larger amount of development.	9 Allows increased opportunities for community spaces within the structure and new developments, given the larger amount of development.
<b>SUSTAINABILITY</b> The City's Climate Action Plan has an objective to reduce greenhouse gas emissions citywide by 2040.	10 Allows opportunities for new housing that falls within walking distance of the Mountain View Station.	11 Increases opportunities for new affordable housing within walking distance of the Mountain View Station.	12 Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.

*ALT B vs. ALT C required vs. encouraged non-res. uses*

**KEY LEGEND:**  
 1 Meets the Status Quo  
 2 Moves in the Right Direction  
 3 Meets or Exceeds the Objective

Additional thoughts and feedback:  
*PLACE YOUR POST-IT NOTES OR WRITE COMMENTS HERE*

## Alternative A

- What do you like?
  - o Pipe one project, how will it impact?
  - o Doesn't feel inviting
  - o Shorter building heights
- What would change?
  - o Ground floor detail is important
  - o More opportunities for renters
  - o Like paseo, reduce heat island
  - o Retail needs to be required

### **Alternative B**

- What do you like?
  - o Like ground floor retail
  - o More of a destination
  - o Like the high density
  - o People are closer to the transit center
- What would change?
  - o Looks like San Antonion Rd, don't make another SA Rd
  - o No room for parking

### **Alternative C**

- What do you like?
- What would change?
  - o Moving the higher density closer to station
  - o Make 100 Moffett - 7 Stories

# Group #2

### ALTERNATIVE A | Housing Element Policy with Encouraged Commercial

**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
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What components of Alternative A do you like? **SMALLER HEIGHTS** **BUSES MORE WALKABLE** **KEEPS THE NEIGHBORHOOD SMALL**

What, if anything, would you change or modify? **RESOLVE ISSUES OF PARKING** **IDEA OF FORCED RETAIL**

### ALTERNATIVE B | Increased Housing with Required Commercial

**Land Use Policy Approach**

- Applies **Higher Intensity Mixed-Use** throughout the area (with housing densities from the MTC Transit Oriented Communities policy).
- 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
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What components of Alternative B do you like? **MORE HOUSING** **MORE DENSITY** **MORE BUSINESS** **LIVE REQUIRED RETAIL** **COFFEE SHOP - PARK** **MEETING PLACE** **MORE PASEOS**

What, if anything, would you change or modify? **DO LIKE THE 7 STORIES**

### ALTERNATIVE C | Focused Housing and Commercial Nodes

**Land Use Policy Approach**

- Applies **Higher Intensity Mixed-Use** to two "nodes" to create 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
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What components of Alternative C do you like? **NO LESS STREET PARKING** **COMMUNITY ACTIVATION** **SPEED REDUCTION** **MORE WALKABLE** **GOOD BUILDING ARCHITECTURE**

What, if anything, would you change or modify? **DIFFICULT TO CROSS** **NO CENTRE MEDIA CHANNEL BECAUSE TRAFFIC** **TRAFFIC CALMING** **4 TO 5 LANE ROAD ON MOFFETT** **STREET LIGHTING - GA PER** **PARKING - JOB / PARKING GARAGE**

COMMUNITY OBJECTIVES	ALTERNATIVE A	ALTERNATIVE B	ALTERNATIVE C
<b>HOUSING</b> Increase the mix of new housing types and affordability within the Moffett Boulevard Corridor.	1. Meet the City's Housing Element goals and target densities.	2. Advance housing to meet closer to MTC Transit Oriented Communities goals.	3. Meet the City's Housing Element goals and target densities, with increased densities at two key nodes.
<b>ACTIVE GROUND FLOOR USES</b> Create more active ground floor uses along Moffett Boulevard that support neighborhood services and needs.	4. Allow limited opportunities for active ground floor non-residential uses (retail or service) on the block, and priority would likely focus on all-terrain uses for these buildings.	5. <b>ONLY DISTRIBUTED RETAIL</b> (with handwritten note: "but they could") Allow limited opportunities for active ground floor non-residential uses (retail or service) on the block, and priority would likely focus on all-terrain uses for these buildings.	6. Create opportunities for viable active ground floor uses at key nodes that are walkable.
<b>OUTDOOR COMMUNITY SPACES</b> Create more outdoor community gathering and play areas in new private developments and within the public realm (streets and public owned parcels).	7. Opportunities for new public spaces within new developments.	8. Opportunities for new public spaces within new developments.	9. Allow increased opportunities for community spaces within the streetscape and new developments, given the larger amount of development.
<b>SUSTAINABILITY</b> The City Climate Action Plan has an objective to reduce greenhouse gas emissions by 2050.	10. Opportunities for new housing and jobs within walking distance of the Mountain View Station.	11. Increase opportunities for new affordable housing within walking distance of the Mountain View Station.	12. Allow opportunities for new housing and jobs within walking distance of the Mountain View Station.

## Alternative A

- What do you like?
  - o Smaller heights
  - o Keep the neighborhood small
  - o Buses more walkable
- What would change?
  - o Resolve issues of parking
  - o Idea of forced retail

## Alternative B

- What do you like?
  - o More housing
  - o Liked required retail
  - o More density
  - o More paseos
  - o Coffee shops, parks, meeting places
  - o Side businesses

- What would change?
  - o Do like the 7 stories

### **Alternative C**

- What do you like?
- What would change?

### **Alternative Comparisons**

- Additional thoughts and feedback
  - o More pocket parks
  - o Evenly distributed retail
  - o Difficult to cross
  - o Street lighting -safer
  - o Parking hub / parking garage
  - o Traffic calming
  - o Good building architecture
  - o Community activation
  - o Speed reduction
  - o No center median/ cannot see traffic
  - o 4 to 3 lanes - Slovo and Moffett

# Group #3

### ALTERNATIVE A | Housing Element Policy with Encouraged Commercial

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE A**

**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

3-4 stories MAX

What components of Alternative A do you like? What, if anything, would you change or modify?

Place Your Post-It Notes or Write Comments Here

### ALTERNATIVE B | Increased Housing with Required Commercial

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE B**

**Land Use Policy Approach**

- Applies **Higher Intensity Mixed-Use** throughout the area (with housing densities from the MTC Transit Oriented Communities policy).
- 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

What components of Alternative B do you like? What, if anything, would you change or modify?

Place Your Post-It Notes or Write Comments Here

### ALTERNATIVE C | Focused Housing and Commercial Nodes

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE C**

**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

What components of Alternative C do you like? What, if anything, would you change or modify?

Place Your Post-It Notes or Write Comments Here

### ALTERNATIVES COMPARISON

COMMUNITY OBJECTIVES	ALTERNATIVE A	ALTERNATIVE B	ALTERNATIVE C
<b>HOUSING</b> Increase density of new housing types and affordable units in the Moffett Boulevard Corridor.	① Meets the City's Housing Element policies and target densities.	➔ Adds more housing to more dense to MTC Transit Oriented Communities.	② Meets the City's Housing Element policies and target densities, with increased densities at two key nodes.
<b>ACTIVE GROUND FLOOR USE</b> Create more active ground floor uses along Moffett Boulevard that support neighborhood services and needs.	⑥ Allows limited opportunities for active ground floor non-residential uses based on current zoning, density, and new projects would rely focus on all residential uses the near denser.	➔ Creates opportunities for ground floor non-residential uses in an additional major street corridor and help subsidize development costs, but they likely would not be active uses.	➔ Creates opportunities for active ground floor uses at key nodes that are walkable.
<b>OUTDOOR COMMUNITY SPACES</b> Create more outdoor community, gathering spaces and city space in new private developments and within the public realm (e.g. streets and publicly owned properties).	⑦ Allows opportunities for new community spaces within new developments.	➔ Allows increased opportunities for community spaces within the developments and new developments, given the larger amount of development.	➔ Allows increased opportunities for community spaces within the developments and new developments, given the larger amount of development.
<b>SUSTAINABILITY</b> The City's Climate Action Plan has an objective to reduce greenhouse gas emissions citywide by 2040.	⑧ Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.	➔ Increases opportunities for new affordable housing with walking distance of the Mountain View Station.	➔ Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.

**ICDM LEGEND**  
 ● Meets the Green Star  
 ○ Meets in the Right Direction  
 ● Meets or Exceeds the Objective

Additional thoughts and feedback

Place Your Post-It Notes or Write Comments Here

## Alternative A

- What do you like?
- What would change?
  - o 3-4 stories max

## Alternative B

- What do you like?
  - o Off street parking (basement)
  - o Active ground floor for uses
  - o Safer intersection @100 Moffett and Central
  - o Affordable housing camp
  - o Variety of non-residential
- What would change?
  - o 5 or more stories, should feel non-contextual
  - o Defined street frontage - lesser setback
  - o 7 stories - uncontextualized

- o Near park
- o Limit height around Adobe Building

### **Alternative C**

- What do you like?
- What would change?

### **Additional Thoughts and Feedback**

- Avoid driveways all Moffett
- Roundabouts
- Not stop signs
- Not traffic lights



# Group #4

### ALTERNATIVE A | Housing Element Policy with Encouraged Commercial

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE A**

**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 Use:** 50,000 to 74,000 Square Feet

**Building Height Maximums:** 4 to 5 Stories

What components of Alternative A do you like? What, if anything, would you change or modify?

### ALTERNATIVE B | Increased Housing with Required Commercial

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE B**

**Land Use Policy Approach**

- Applies **Higher Intensity Mixed-Use** throughout the area (with housing densities from the MTC Transit Oriented Communities policy).
- 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 Use:** 65,000 to 95,000 Square Feet

**Building Height Maximums:** 5 to 7 Stories

What components of Alternative B do you like? What, if anything, would you change or modify?

### ALTERNATIVE C | Focused Housing and Commercial Nodes

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE C**

**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 Use:** 50,000 to 80,000 Square Feet

**Building Height Maximums:** 4 to 7 Stories

What components of Alternative C do you like? What, if anything, would you change or modify?

### ALTERNATIVES COMPARISON

COMMUNITY OBJECTIVES	ALTERNATIVE A	ALTERNATIVE B	ALTERNATIVE C
<b>HOUSING</b> Increase the mix of new housing types and affordability within the Moffett Boulevard Change Area.	② Meets the City Housing Element policies and target densities.	② Adds more housing to increase floor-to-MTC Transit Oriented Communities policy.	② Meets the City Housing Element policy and target densities, with increased density activity nodes.
<b>ACTIVE GROUND FLOOR USES</b> Create more active ground floor uses along Moffett Boulevard that support neighborhood services and needs.	② Allows limited opportunities for active ground floor non-residential uses based on current market demand and new projects would have to be of a higher density than the lower densities.	② Creates opportunities for ground floor non-residential uses even additional market use required will help subsidize development costs but they likely would not all be active uses.	② Creates opportunities for active ground floor uses at key nodes that are walkable.
<b>OUTDOOR COMMUNITY SPACES</b> 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).	② Allows opportunities for new community spaces within new developments.	② Allows increased opportunities for community spaces within the streetscape and new developments, given the larger amount of development.	② Allows increased opportunities for community spaces within the streetscape and new developments, given the larger amount of development.
<b>SUSTAINABILITY</b> The City Climate Action Plan has an objective to reduce greenhouse gas emissions (measured by GHG).	② Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.	② Increases opportunities for new affordable housing within walking distance of the Mountain View Station.	② Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.

**ICON LEGEND:**  
 ② Meets the Status Quo  
 ① Moves in the Right Direction  
 ③ Meets or Exceeds the Objective

Additional thoughts and feedback:

## Alternative A

- What do you like?
  - o Diversified businesses
- What would change?
  - o Do not like increasing density
  - o Do not like removing traffic lanes
  - o Federal land should be a park (Moffett + Middlefield)
  - o Not enough commercial
  - o Boring to walk through

## Alternative B

- What do you like?
  - o More people --> more foot traffic
  - o Try to keep it under 4 stories
  - o Infrastructure for all the new housing is a must, - school, water, power
  - o Keep the Architectural style of the Castro

- What would change?
  - o Do not like the requiring of non-residential
  - o Too dense, too high
  - o Move historic Adobe to a larger footprint lot - current space could be used for parking for Castro - Caltrain

### **Alternative C**

- What do you like?
  - o Fair compromise
  - o 7 stories seem terrific
- What would change?
  - o 5 stories are ok, 7 is too much
  - o 7 stories are out place without traffic calming

### **Additional Thoughts and Feedback**

- Would like real world examples of 5-7 stories building
- More paseos

# Group #5

### ALTERNATIVE A | Housing Element Policy with Encouraged Commercial

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE A Key Features**

- 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.

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE B Key Features**

- Applies **Higher Intensity Mixed-Use** throughout the area (with housing densities from the MTC Transit Oriented Communities policy).
- **Requires** 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
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What components of Alternative A do you like? What, if anything, would you change or modify?

Comments Here

### ALTERNATIVE B | Increased Housing with Required Commercial

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE B Key Features**

- Applies **Higher Intensity Mixed-Use** throughout the area (with housing densities from the MTC Transit Oriented Communities policy).
- **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 64,000 to 95,000 Square Feet	Building Height Maximums 5 to 7 Stories
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What components of Alternative B do you like? What, if anything, would you change or modify?

Comments Here

### ALTERNATIVE C | Focused Housing and Commercial Nodes

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE C Key Features**

- 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
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What components of Alternative C do you like? What, if anything, would you change or modify?

Additional thoughts and feedback

COMMUNITY OBJECTIVES	ALTERNATIVE A	ALTERNATIVE B	ALTERNATIVE C
<b>HOUSING</b> Increase the mix of housing types and affordabilities within the Moffett Boulevard Corridor Area.	1. Meets the City's Housing Element goals and target densities.	2. Adds more housing to meet closer to MTC's Transit Oriented Communities policy.	3. Meets the City's Housing Element goals and target densities, with increased densities at two key nodes.
<b>ACTIVE GROUND FLOOR USES</b> Create more active ground floor uses along Moffett Boulevard that support neighborhood services and needs.	4. Allows limited opportunities for active ground floor non-residential uses based on current market demand and requirements should they exist in all residential zones along the corridor.	5. Creates opportunities for ground floor non-residential uses since additional market non-residential uses with specific development goals for the likely would not all be active uses.	6. Creates opportunities for viable active ground floor uses at key nodes that are walkable.
<b>OUTDOOR COMMUNITY SPACES</b> 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).	7. Allows opportunities for new community spaces within new developments.	8. Allows increased opportunities for community spaces within the streetscape and new developments, given the larger amount of development.	9. Allows increased opportunities for community spaces within the streetscape and new developments, given the larger amount of development.
<b>MITIGABILITY</b> The City Climate Action Plan has an objective to reduce greenhouse gas emissions by 2040.	10. Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.	11. Increases opportunities for new, portable housing within walking distance of the Mountain View Station.	12. Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.

**ICON LEGEND**  
 Walkable to Station Use  
 Walks in the Right Direction  
 Meets or Exceeds the Objective

## Alternative A

- What do you like?
  - o Lower building height
  - o Maximize density
- What would change?
  - o Need to think more about building height of surrounding area, not just the corridor
  - o Bike bridge or tunnel
  - o More non-residential

## Alternative B

- What do you like?
  - o More amenities
  - o More public/green spaces
  - o Best use of central area with more opportunities
  - o Adds the most housing
- What would change?

- o Bike bridge or tunnel
- o More public green spaces
- o Concerned it will become Castro 2.0, but with cars (too busy maybe)
- o Parking plans

### **Alternative C**

- What do you like?
  - o More compromise of residential vs commercial
- What would change?
  - o Bike bridge or tunnel
  - o More commercial space
  - o Required non-residential
  - o Bit more housing density maybe

### **Additional Thoughts and Feedback**

- Tunnel vision not included (shoreline corridor)
- Expand plan area (mobile home)
- Need more and different visions
- Change bordering R1 zone
- Include Jackson Park and Bailey Park

# GROUP #6

### ALTERNATIVE A | Housing Element Policy with Encouraged Commercial

**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 Maximum 4 to 5 Stories
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What components of Alternative A do you like? What, if anything, would you change or modify?

Place Your Post-It Notes or Write Comments Here

### ALTERNATIVE B | Increased Housing with Required Commercial

**Land Use Policy Approach**

- Applies **Higher Intensity Mixed-Use** throughout the area (with housing densities from the MTC Transit Oriented Communities policy).
- 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 Maximum 5 to 7 Stories
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What components of Alternative B do you like? What, if anything, would you change or modify?

Place Your Post-It Notes or Write Comments Here

### ALTERNATIVE C | Focused Medium Intensity Commercial Nodes

**Land Use Policy Approach**

- Applies **Medium Intensity Mixed-Use** to gate 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 Maximum 4 to 7 Stories
--	---	---	---

What components of Alternative C do you like? What, if anything, would you change or modify?

Place Your Post-It Notes or Write Comments Here

### ALTERNATIVE COMPARISON

	ALTERNATIVE A	ALTERNATIVE B	ALTERNATIVE C
<b>HOUSING</b> Increases the number of new housing units and target densities. Change Area	Meets the City's Housing Element policies and target densities.	Adds more housing to those close to MTC's Transit Oriented Communities policy.	Meets the City's Housing Element policy and target densities, with increased density at the key nodes.
<b>ACTIVE GROUND FLOOR USES</b> Create more active ground floor uses along Moffett Boulevard that support neighborhood services and transit.	Allows limited opportunities for active ground floor non-residential uses.	Creates opportunities for ground floor non-residential uses and additional public use opportunities, but they may not be at all active uses.	Creates opportunities for viable active ground floor uses at key nodes that are walkable.
<b>OUTDOOR COMMUNITY SPACES</b> Create more outdoor community gathering spaces and play areas in new private developments and within the public realm (e.g., streets and public realm projects).	Allows opportunities for new community spaces within new developments.	Allows increased opportunities for community spaces within the residential and new developments, given the larger amount of development.	Allows increased opportunities for community spaces within the residential and new developments, given the larger amount of development.
<b>SUSTAINABILITY</b> The City's Climate Action Plan has an objective to reduce greenhouse gas emissions 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**  
 Meets the State Goal  
 Meets or Exceeds the Objective  
 Meets or Exceeds the Objective

Additional thoughts and feedback

Place Your Post-It Notes or Write Comments Here

## Alternative A

- What do you like?
  - o Want retail not more residential
  - o Lowest density
- What would change?
  - o Only retail on Moffett, no more residential buildings
  - o Consider density for fire hazard and safety
  - o Sound walls along Highway 85 and Central Express Way

## Alternative B

- What do you like?
  - o Increasing ground floor retail sounds good
  - o Avoid combos that result in bikes having to share one lane with cars or narrow sidewalks with pedestrians
  - o More cars and less lanes will cause traffic issues
  - o Like the idea of encouraging mass tourism

- What would change?
  - o Implies that alt B prioritizes affordable housing over jobs

### **Alternative C**

- What do you like?
- What would change?

### **Additional Thoughts and Feedback**

- State density bonus
- Single story homes nearby adjacent to 4-7 stories

# GROUP #7

### ALTERNATIVE A | Housing Element Policy with Encouraged Commercial

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE A**

**Key Features:**

- 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
---	---	---	---

What components of Alternative A do you like? *Less traffic*

What, if anything, would you change or modify? *Focus on community wage than commercial*

### ALTERNATIVE B | Increased Housing with Required Commercial

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE B**

**Key Features:**

- Applies **Higher Intensity Mixed-Use** throughout the area (with housing densities from the MTC Transit Oriented Communities policy).
- 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
--	---	---	---

What components of Alternative B do you like? *add 5 stories*

What, if anything, would you change or modify? *Concern that it'll be Castro 2.0*, *Parking plan*

### ALTERNATIVE C | Focused Housing and Commercial Nodes

**MOFFETT BOULEVARD PRECISE PLAN ALTERNATIVE C**

**Key Features:**

- 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
--	---	---	---

What components of Alternative C do you like? *Less traffic*

What, if anything, would you change or modify? *this is our group overall favorite alternative*

### ALTERNATIVES COMPARISON

COMMUNITY OBJECTIVES	ALTERNATIVE A	ALTERNATIVE B	ALTERNATIVE C
<b>HOUSING</b> Increase the amount of new housing types and allocations within the Moffett Boulevard Change Area.	1. Meets the City's Housing Element goal to increase housing density.	2. Adds more housing to meet closer to the City's Transit Oriented Communities goal.	3. Meets the City's Housing Element goal to increase housing density, with increased density at key transit nodes.
<b>ACTIVE GROUND FLOOR USES</b> Create more active ground floor use along Moffett Boulevard that support neighborhood services and needs.	4. Allows limited opportunities for active ground floor non-residential uses based on current market demand, and new opportunities help front and/or residential given the lower densities.	5. Creates opportunities for ground floor non-residential use that additional higher intensity residential will help activate development nodes but they likely would not all be active uses.	6. Creates opportunities for viable active ground floor uses along nodes that are walkable.
<b>OUTDOOR COMMUNITY SPACES</b> Create more outdoor community gathering areas and play areas that are walkable, accessible and within the public realm (e.g. streets and publicly owned properties).	7. Allows opportunities for new community spaces within new developments.	8. Allows increased opportunities for community space within the transit-oriented development nodes, given the larger amount of development.	9. Allows increased opportunities for community space within the transit-oriented development nodes, given the larger amount of development.
<b>SUSTAINABILITY</b> The City's Climate Action Plan has an goal to reduce greenhouse gas emissions eligible by 2040.	10. Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.	11. Provides opportunities for new, affordable housing within walking distance of the Mountain View Station.	12. Provides opportunities for new housing and jobs within walking distance of the Mountain View Station.

**NOTES/LEGEND**

- 1 Meets the Housing Goal
- 2 Meets in the Right Direction
- 3 Meets or Exceeds the Objective

Additional thoughts and feedback

## Alternative A

- What do you like?
  - o Less traffic
  - o Focus on community wage than commercial
- What would change?
  - o Could lose commercial use that is there now

## Alternative B

- What do you like?
  - o High density makes commercial use more viable
  - o Adds the most amount of housing
- What would change?
  - o Concern that it'll be Castro 2.0
  - o Parking plans

### **Alternative C**

- What do you like?
  - o Maintains the commercial use
- What would change?
  - o Bit more housing density

### **Additional Thoughts and Feedback**

- An area people want to walk through
- No matter the density, keep some mixed use
- Housing first vs infrastructure first is a real question
- Spread the density out across the new plan areas so that there's not so much in just the red/pink parts
- Downtown Mt View is nice because there's no cars. Hard to recreate that
- Want something relatively chill. If we bid a ton of parking that's going to mean traffic



# Group #8

### Alternativa A | Política de elementos de vivienda con promoción comercial

**Enfoque de las políticas de uso de suelo**

- Aplica la designación de Uso Mixto de Intensidad Media en toda el área (con densidades de vivienda del Elemento de Vivienda Adoptado de la Ciudad).
- Fomenta (pero no exige) usos no residenciales en la planta baja frente a Moffett Boulevard.

**Densidad de vivienda:** Hasta ~75 Unidades de vivienda por acre

**Nueva área residencial:** 550 a 650 Unidades de vivienda

**Usos no residenciales:** 30,000 a 74,000 Pies Cuadrados

**Alturas máximas de los edificios:** 4 a 5 Pisos

¿Qué componentes de la Alternativa A te gustan?

¿Qué cambiaría o modificaría, en todo caso?

### Alternativa B | Aumento de Vivienda con Comercial Requerido

**Enfoque de las políticas de uso de suelo**

- Aplica uso mixto de mayor intensidad en toda el área (con densidades de vivienda de la política de comunidades orientadas al tránsito de MITC).
- Requiere usos no residenciales en la planta baja frente a Moffett Boulevard.

**Densidad de vivienda:** Hasta ~100 Unidades de vivienda por acre

**Nueva área residencial:** 650 a 950 Unidades de vivienda

**Usos no residenciales:** 66,000 to 95,000 Pies Cuadrados

**Alturas máximas de los edificios:** 5 a 7 Pisos

¿Qué componentes de la Alternativa B te gustan?

¿Qué cambiaría o modificaría, en todo caso?

### Alternativa C | Nodos residenciales y comerciales

**Enfoque de las políticas de uso de suelo**

- Aplica uso mixto de mayor intensidad a dos "nodos" para crear áreas de actividad comercial que sean más transitables.
- Aplica uso mixto de intensidad media a otras áreas.

**Densidad de vivienda:** Hasta ~100 Unidades de vivienda por acre

**Nueva área residencial:** 650 a 850 Unidades de vivienda

**Usos no residenciales:** 50,000 a 80,000 Pies Cuadrados

**Alturas máximas de los edificios:** 4 a 7 Pisos

¿Qué componentes de la Alternativa C te gustan?

¿Qué cambiaría o modificaría, en todo caso?

### Comparativo de las alternativas

OBJETIVOS COMUNITARIOS	ALTERNATIVA A	ALTERNATIVA B	ALTERNATIVA C
<b>ALDEANAMIENTO</b> Aumentar la concentración de nuevos tipos de viviendas multifamiliares dentro del área de estudio de Moffett Boulevard.	1) Crea más oportunidades del Elemento de Vivienda de la Ciudad y las comunidades orientadas al tránsito de MITC.	2) Aporta más oportunidades en forma de política de Comunidades Orientadas al Tránsito Públicas de MITC.	3) Crea más oportunidades del Elemento de Vivienda de la Ciudad y las comunidades orientadas al tránsito de MITC, con espacios dedicados en áreas más céntricas.
<b>USOS ACTIVOS DE PLANTA BAJA</b> Crear más usos activos de la planta baja a lo largo de Moffett Boulevard que apoyen la movilidad y necesidades del vecindario.	4) Permite oportunidades limitadas para los usos de la planta baja en la densidad actual del terreno, y los nuevos proyectos probablemente se centrarán exclusivamente en viviendas de alta densidad más bajas.	5) Crea oportunidades para usos no residenciales en la planta baja, que el elemento adicional a priori de menor densidad a reducir los costos de desarrollo para probablemente no todos serán usos activos.	6) Crea oportunidades para usos activos dentro de la planta baja en todas las áreas que sean transitables.
<b>ESPACIOS COMUNITARIOS AL AIRE LIBRE</b> Crear más espacios de reunión comunitaria y áreas de juego al aire libre en nuevos desarrollos privados y dentro de edificios públicos (parques, centros y propiedades de propiedad pública).	7) Permite oportunidades para nuevos desarrollos comunitarios dentro de nuevos desarrollos.	8) Permite mayores oportunidades para nuevos desarrollos comunitarios dentro del mismo terreno y nuevos desarrollos, dada la mayor cantidad de desarrollo.	9) Permite mayores oportunidades para nuevos desarrollos comunitarios dentro de nuevos desarrollos, dada la mayor cantidad de desarrollo.
<b>SOSTENIBILIDAD</b> El Plan de Acción Climática de la ciudad tiene como objetivo reducir las emisiones de gases de efecto invernadero en todo el ciudad para 2050.	10) Permite oportunidades para nuevos desarrollos a menor escala y a poca distancia de la estación Mountain View.	11) Aumenta las oportunidades de nuevos desarrollos a menor escala y a poca distancia de la estación Mountain View.	12) Permite oportunidades para nuevos desarrollos a menor escala y a poca distancia de la estación Mountain View.

**LEYENDA DE ICONOS**

- Mantener situación actual
- Se reduce en la dirección correcta
- Completa o supera el objetivo

Pensamientos y comentarios adicionales

## Alternative A

- What do you like?
  - o
- What would change?
  - o No street parking
  - o Not enough housing
  - o Low utilization
  - o More housing by mass transit
  - o Not enough housing for regional needs
  - o Zoning overall should improve job/housing ratio

## Alternative B

- What do you like?
  - o Greatest mix of high-density mixed use
  - o Would want to walk not drive in this area
  - o Likes the 7 stories
  - o More opportunities to meet my neighbors

- o More commercial
  - o Like ground floor retail
  - o Housing walkable to library, transit, farmers market, cafe
- What would change?
  - o Requiring retail seems restrictive
  - o Not sure about required ground floor retail (comparing to Castro currently)

### **Alternative C**

- What do you like?
  - o
- What would change?
  - o Not enough housing
  - o No required retail, want coffee and croissants
  - o More housing

### **Additional Thoughts and Feedback**

- Grocery store (whole foods, trader joes)
- Public parks, green spaces would be welcome
- Change / update Moffett Blvd Square
- Public gym in retail level, 2-3 floors of parking with food
- Linear + pocket parts to benches for people to meetup between buildings

# Group #9

### ALTERNATIVE A | Housing Element Policy with Encouraged Commercial

**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.

**Key Metrics:**  
 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

What components of Alternative A do you like? *Less overbearing height, commercial corridor, also my choice, push housing element...*

What, if anything, would you change or modify? *add ground floor retail, add higher density at 100 Moffett, reduce density elsewhere...*

### ALTERNATIVE B | Increased Housing with Required Commercial

**Land Use Policy Approach**

- Applies **Higher Intensity Mixed-Use** throughout the area (with housing densities from the MTC Transit Oriented Communities policy).
- Requires** ground floor non-residential uses fronting Moffett Boulevard.

**Key Metrics:**  
 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

What components of Alternative B do you like? *More density, more retail/transit, less setbacks, get rid of height...*

What, if anything, would you change or modify? *Too many flags, too much density, requires ground floor retail, more density at 100 Moffett, push for higher density...*

### ALTERNATIVE C | Focus on Housing and Commercial Nodes

**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.

**Key Metrics:**  
 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

What components of Alternative C do you like? *More light & walkable, bike lanes, improve walkability, use more setbacks, 4-5 stories, less density, more density at 100 Moffett, more density elsewhere...*

What, if anything, would you change or modify? *More ground floor retail at high traffic corners (bodega, gas), lack of diversity, need higher density at 100 Moffett Block, concerns about parking overflow...*

### ALTERNATIVES COMPARISON

COMMUNITY OBJECTIVES	ALTERNATIVE A	ALTERNATIVE B	ALTERNATIVE C
<b>HOUSING</b> Increase the mix of housing types and affordability within the Moffett Boulevard Change Area.	② Meets the City's Housing Element policies and target densities.	② Meets the City's Housing Element policies and target densities, with increased density at the key nodes.	② Meets the City's Housing Element policies and target densities, with increased density at the key nodes.
<b>ACTIVE GROUND FLOOR USES</b> Create more active ground floor uses along Moffett Boulevard that support neighborhood services and needs.	② Allows limited opportunities for active ground floor non-residential uses based on ground floor setbacks and new projects would likely focus on residential uses for most densities.	② Creates opportunities for ground floor non-residential uses like additional retail and residential uses, but they may not occur at all the nodes.	② Creates opportunities for active active ground floor uses at the nodes that are walkable.
<b>OUTDOOR COMMUNITY SPACES</b> Create more outdoor community gathering spaces and provide areas for passive recreation and within the public realm (e.g., streets and publicly-owned properties).	② Allows opportunities for new community spaces within new developments.	② Allows increased opportunities for community spaces within the development and new developments, given the larger amount of development.	② Allows increased opportunities for community spaces within the development and new developments, given the larger amount of development.
<b>TRANSITABILITY</b> The City's Climate Action Plan has an objective to reduce greenhouse gas emissions by 2040.	② Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.	② Allows increased opportunities for affordable housing within walking distance of the Mountain View Station.	② Allows opportunities for new housing and jobs within walking distance of the Mountain View Station.

**ICON LEGEND**  
 ● Meets the Policy Goal  
 ○ Meets in the Right Direction  
 ○ Meets or Exceeds the Objective

Additional thoughts and feedback

*High density, want to maintain current look, more density at 100 Moffett, more density elsewhere, more ground floor retail, more density elsewhere...*

## Alternative A

- What do you like?
  - o Like 4-5 stories
  - o Meets housing element good
  - o Commercial corridor
  - o Less overwhelming height
  - o Retains existing businesses
- What would change?
  - o More ground floor retail at high traffic corners (bodega, gas)
  - o Lack of diversity
  - o Need higher density at 100 Moffett Block
  - o Concerns about parking overflow

## Alternative B

- What do you like?
  - o Highest density

- o Parking will be a problem
- o Has retail to walk to
- o No setbacks to get density with less height
- What would change?
  - o Too many floors
  - o How to blend to low density to avoid neighborhood opposition
  - o More distributed commercial
  - o Upzone entire city to 3
  - o Endless construction

### **Alternative C**

- What do you like?
  - o Lowers impact to west and residential
  - o Bike lanes
  - o Want walkability
  - o Upgrade streetscapes
- What would change?
  - o 4-5 stories max
  - o The "cluster" is not near the train station
  - o Too many floors, don't need high rises

### **Additional Thoughts and Feedback**

- Bike access
- How does this interact with the R3 upzone?
- Want to maintain quaint feel
- Moffet corridor should not look like San Antonio Rd
- Trees + open spaces
- Ground floor retail restaurant
- Keep residential "feel" - don't want to be San Antonio Rd
- Mix affordability

## Group #10

### ALTERNATIVE A | Housing Element Policy with Encouraged Commercial

**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.

**Key Features:**

- 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

What components of Alternative A do you like? What, if anything, would you change or modify?

### ALTERNATIVE B | Increased Housing with Required Commercial

**Land Use Policy Approach**

- Applies **Higher Intensity Mixed-Use** throughout the area (with housing densities from the City's Transit Oriented Communities policy).
- Requires** ground floor non-residential uses fronting Moffett Boulevard.

**Key Features:**

- 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

What components of Alternative B do you like? What, if anything, would you change or modify?

### ALTERNATIVE C | Focused Housing and Commercial Nodes

**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.

**Key Features:**

- Housing Density: Up to ~100 Dwelling Units per Acre
- New Residential: 450 to 850 Dwelling Units
- Non-Residential Uses: 50,000 to 80,000 Square Feet
- Building Height Maximums: 4 to 7 Stories

What components of Alternative C do you like? What, if anything, would you change or modify?

### ALTERNATIVES COMPARISON

COMMUNITY OBJECTIVES	ALTERNATIVE A	ALTERNATIVE B	ALTERNATIVE C
<b>HOUSING</b> Increase the mix of new housing types and affordability within the Moffett Boulevard Corridor.	① Meets the City's Housing Element policy and target densities, with increased densities at two key nodes.	① Adds more housing to more streets in City's Transit Oriented Communities.	① Meets the City's Housing Element policy and target densities, with increased densities at two key nodes.
<b>ACTIVE GROUND FLOOR USES</b> Create more active ground floor uses along Moffett Boulevard that support neighborhood services and needs.	② Allow limited opportunities for active ground floor non-residential uses based on owner, tenant, zoning, and new ground floor uses based on all residential uses (see table for details).	② Create opportunities for ground floor non-residential uses with active ground floor uses that are walkable and support neighborhood services and needs.	② Create opportunities for active ground floor uses that are walkable and support neighborhood services and needs.
<b>OUTDOOR COMMUNITY SPACES</b> Create more outdoor community gathering spaces and play areas in new private developments and within the public realm (i.e. streets and publicly owned properties).	③ Allow opportunities for new community spaces within new developments.	③ Allow increased opportunities for community spaces within the new developments and new developments, given the larger amount of development.	③ Allow increased opportunities for community spaces within the new developments and new developments, given the larger amount of development.
<b>SUSTAINABILITY</b> The City's Climate Action Plan has an objective to reduce greenhouse gas emissions through 2050.	④ Allow opportunities for new housing and job within walking distance of the Mountain View Station.	④ Increase opportunities for new affordable housing and walking distance of the Mountain View Station.	④ Allow opportunities for new housing and job within walking distance of the Mountain View Station.

**ICON LEGEND**

- ① Meets the Strategy Goal
- ② Moves in the Right Direction
- ③ Meets or Exceeds the Objective

What components of Alternative C do you like? What, if anything, would you change or modify?

**Moffett Boulevard Precise Plan | COMMUNITY WORKSHOP #2 : LAND USE ALTERNATIVES**

GROUP #: 10

DATE:

### Alternative A

- What do you like?
  - o Like height
  - o Keep between 4-5 stories
- What would change?
  - o Don't like no commercial requirement
  - o Require floor 1 to be commercial

### Alternative B

- What do you like?
  - o Like housing opportunity
  - o Would like architect detail for higher intents
- What would change?
  - o Too tall (height)
  - o Architecture concerns
  - o Limit to 4-5 stories
  - o What is the design of the building

### **Alternative C**

- What do you like?
- What would change?
  - o Limit to 4-5 stories

### **Additional Thoughts and Feedback**

- Public area for food trucks
- Closing lanes from 4 to 2 is bad, shoreline can't handle more traffic from Moffett
- What is the impact of transit center and movement of commuters along Moffett
- Feel the need to consider RR underpass before you can move forward with any plans on Moffett or Castro
- Having less parking keeps people from shopping areas
- Getting different building design, that don't look like other high-density buildings in Mt View
- Improved bike and pedestrian safety on Middlefield
- Pocket Park inaccessible