



# MOFFETT BOULEVARD PRECISE PLAN

CITY OF MOUNTAIN VIEW



# 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

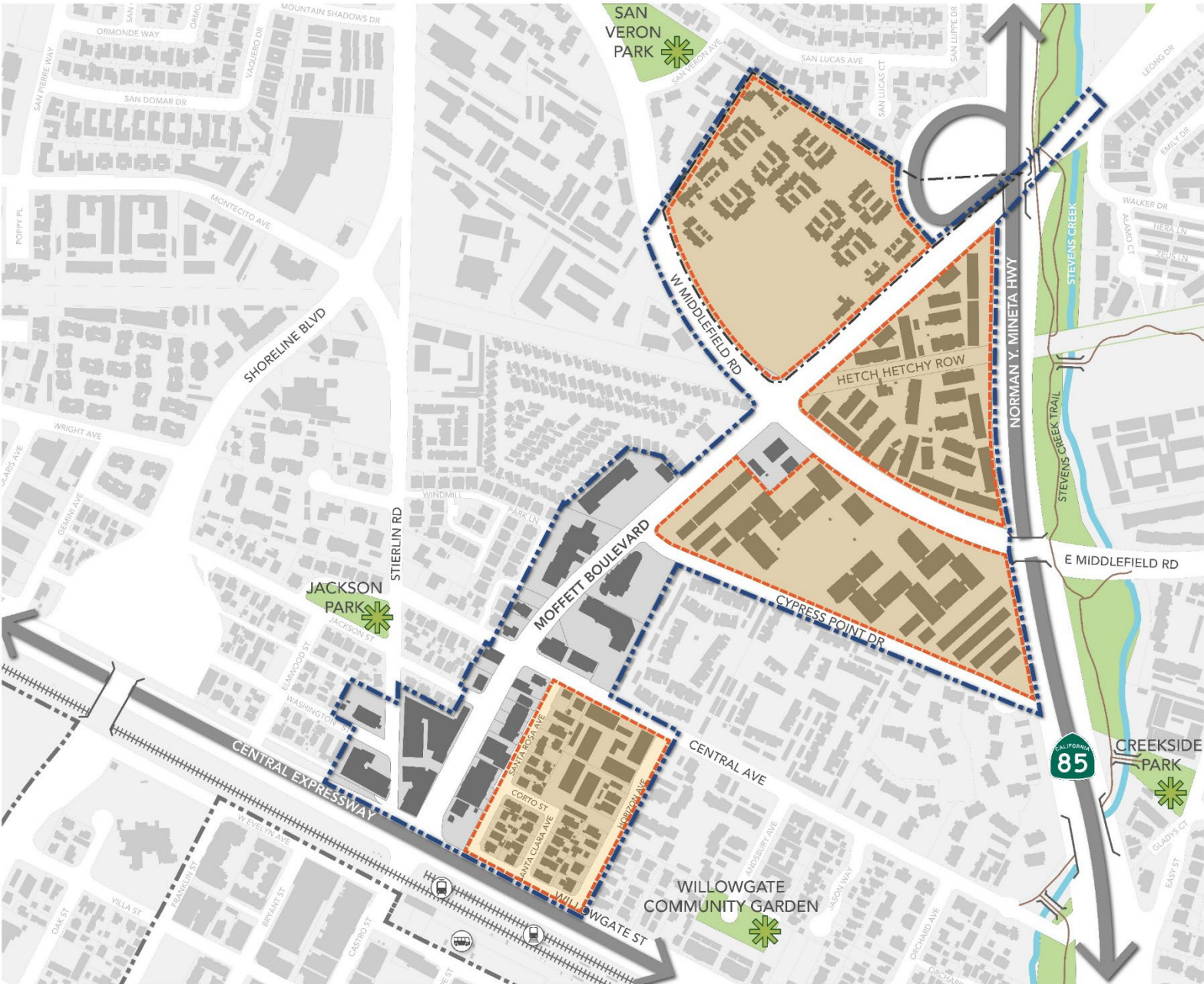
- A. Build on the goals, policies, and future vision for the **"Moffett Boulevard Change Area"** as articulated in the City's 2030 General Plan.
- B. Have the community set the groundwork for **public and private investment and revitalization.**
- C. Update the area's **zoning regulations** to be consistent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

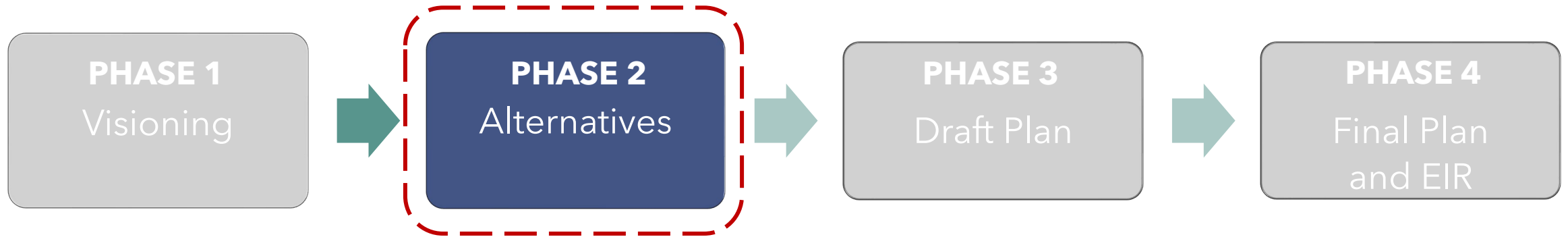
**Does not** include changes to land uses or densities

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.

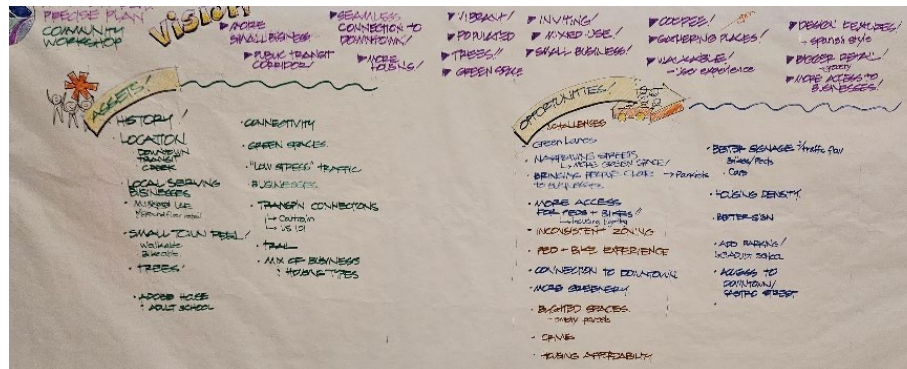
Fall 2024

## 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

Precedent Imagery Examples



# 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



Protected Bicycle Lanes



Improved Crosswalks



Transit Accessibility



Trail Connections

Precedent Imagery Examples



# 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



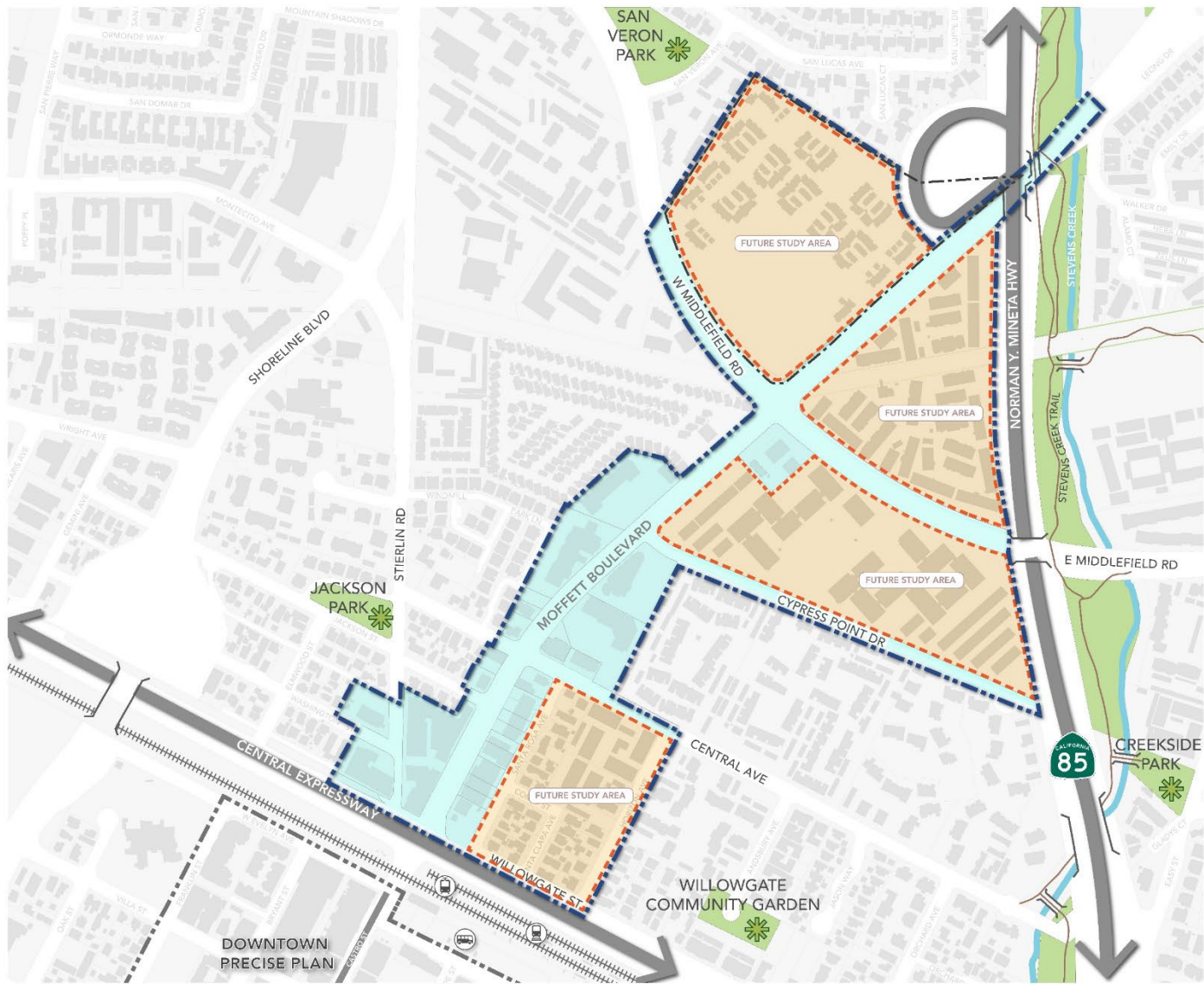


# EXISTING CONTEXT



# EXISTING CONTEXT

## Precise Plan Area with Future Study Areas



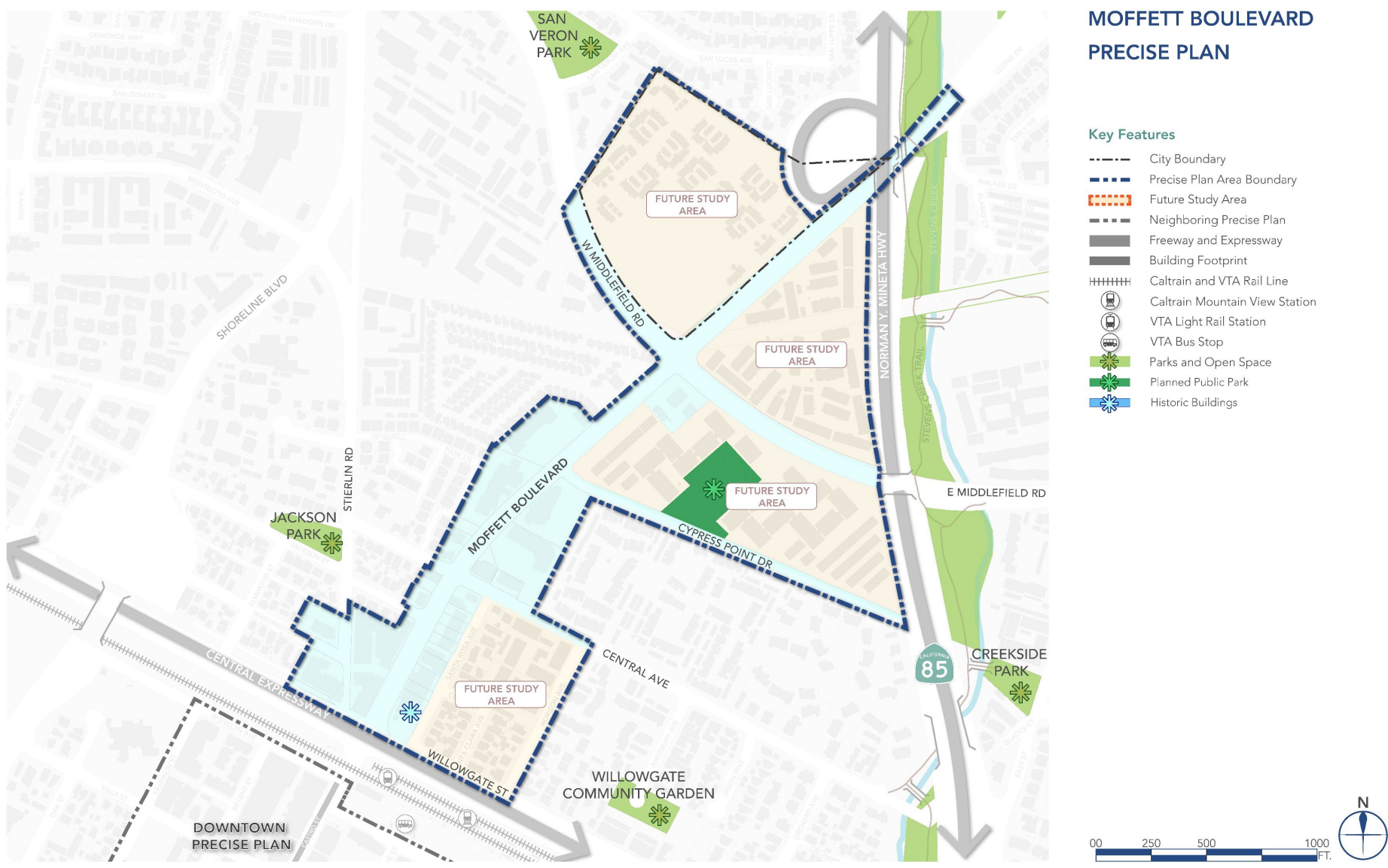
### MOFFETT BOULEVARD PRECISE PLAN

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



# EXISTING CONTEXT

## Community Amenities







Stevens Creek Trailhead



Historic Adobe House

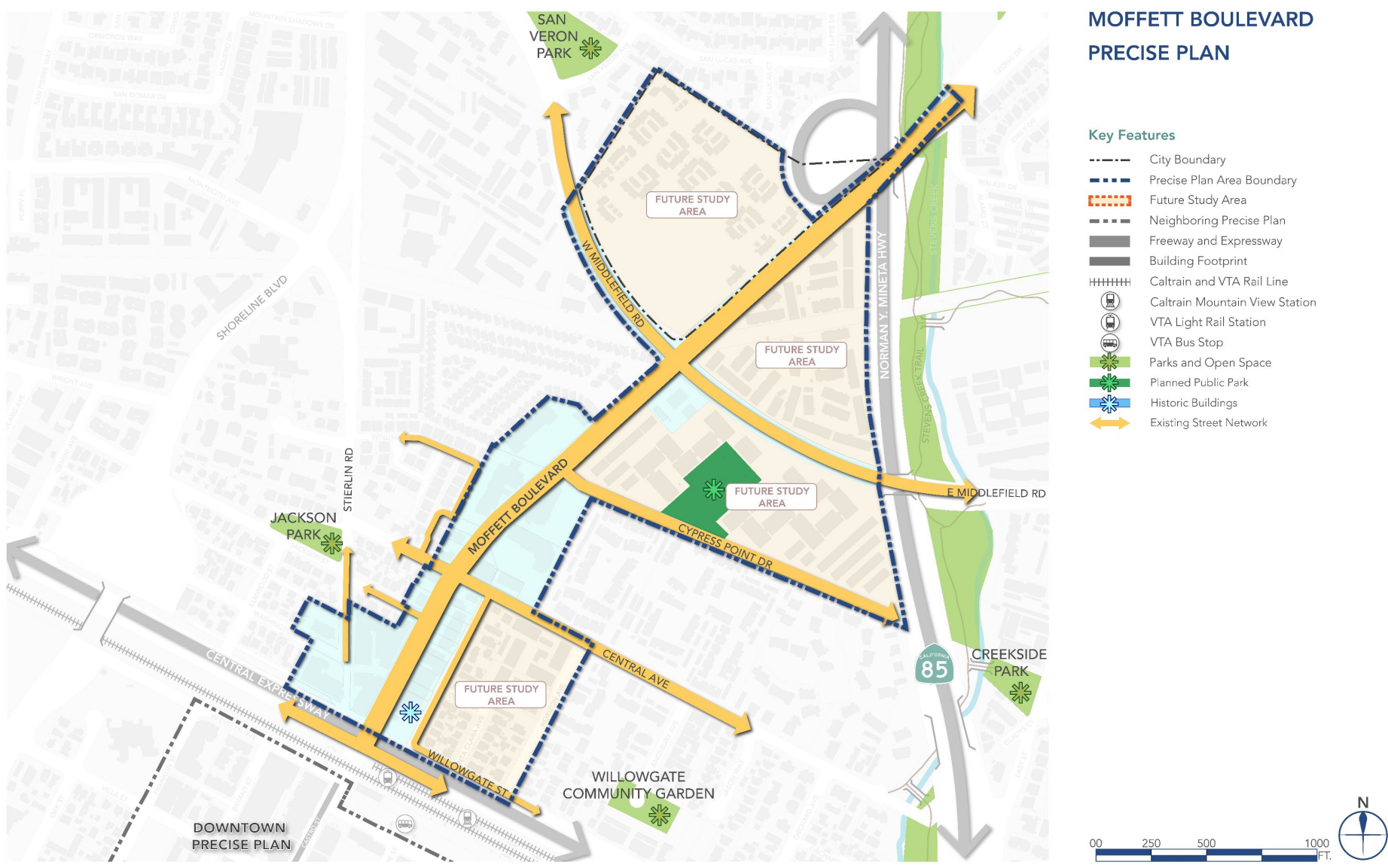


Jackson Park



# EXISTING CONTEXT

## Existing Circulation







Bicycle Lane on Moffett Boulevard



Central Avenue



Intersection of Moffett Boulevard and Cypress Point Drive



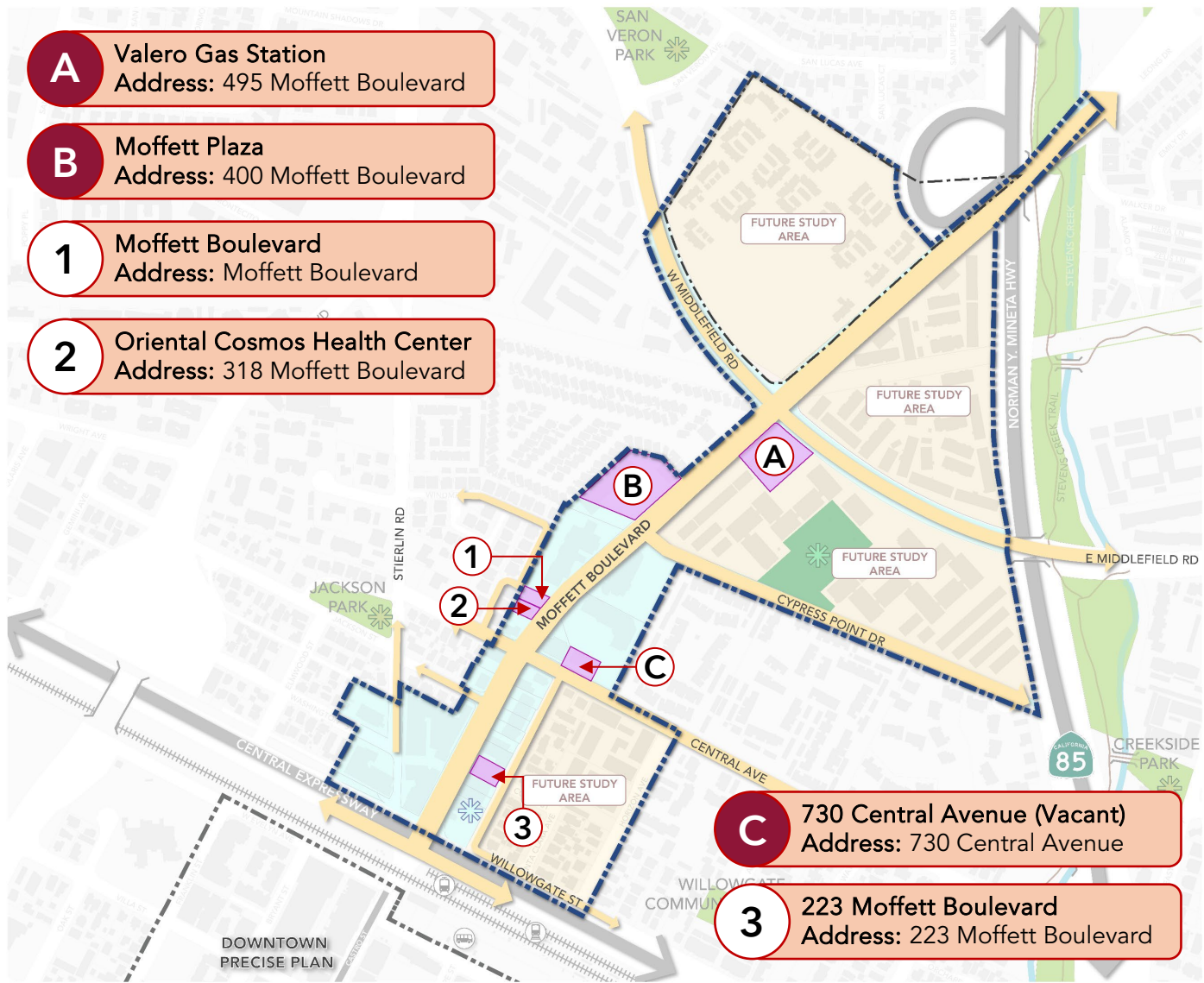
Cypress Point Drive



# EXISTING CONTEXT

## Housing Element and Planned Proposal Sites

- # Sites with Planned Development/Proposals
- # Sites identified under Housing Element



### MOFFETT BOULEVARD PRECISE PLAN

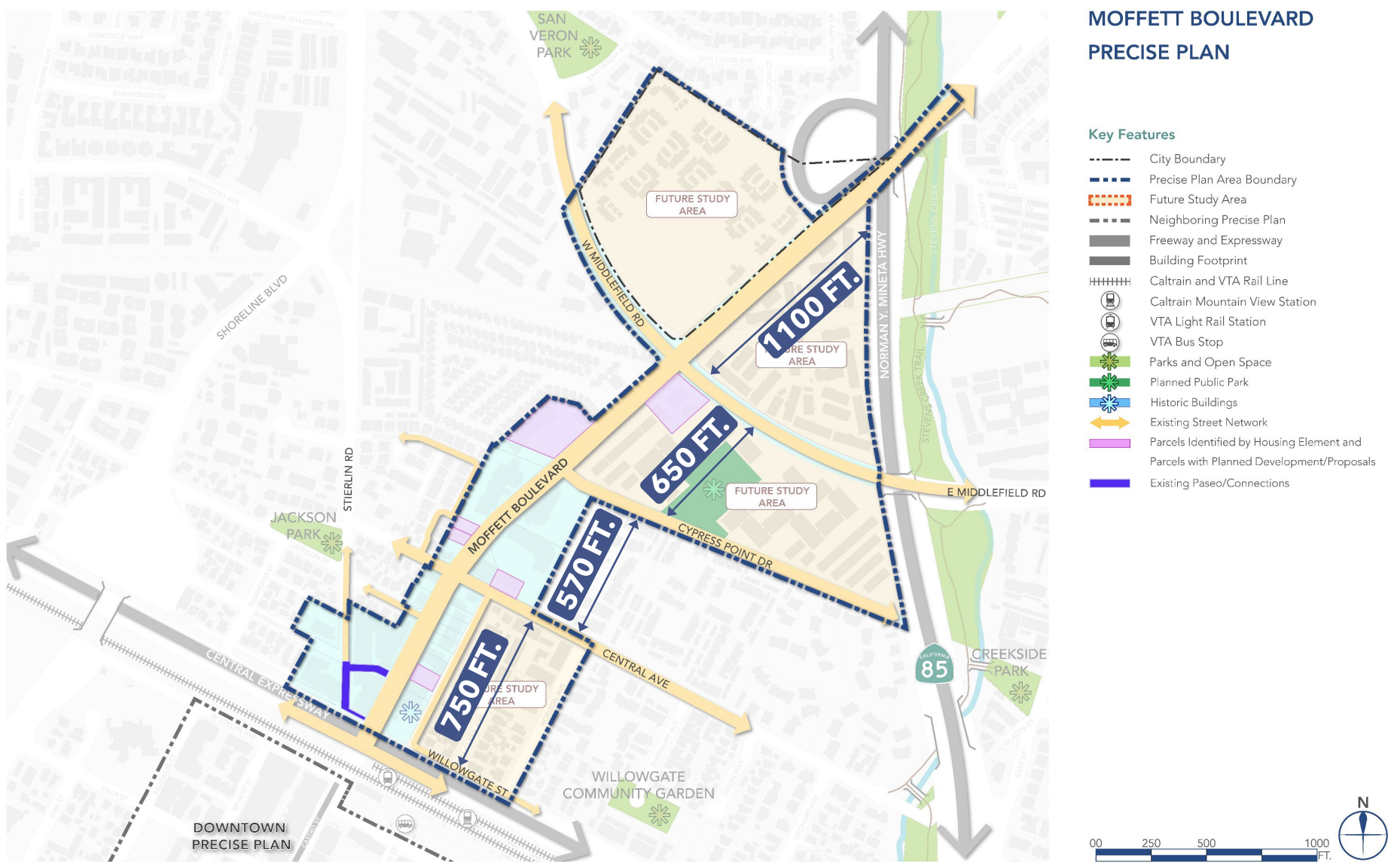
- Key Features**
- City Boundary
  - Precise Plan Area Boundary
  - Future Study Area
  - Neighboring Precise Plan
  - Freeway and Expressway
  - Building Footprint
  - Caltrain and VTA Rail Line
  - Caltrain Mountain View Station
  - VTA Light Rail Station
  - VTA Bus Stop
  - Parks and Open Space
  - Planned Public Park
  - Historic Buildings
  - Existing Street Network
  - Parcels Identified by Housing Element and Parcels with Planned Development/Proposals





# EXISTING CONTEXT

## Existing Blocks and Paseos







Existing Paseos through the 100 Moffett Apartments

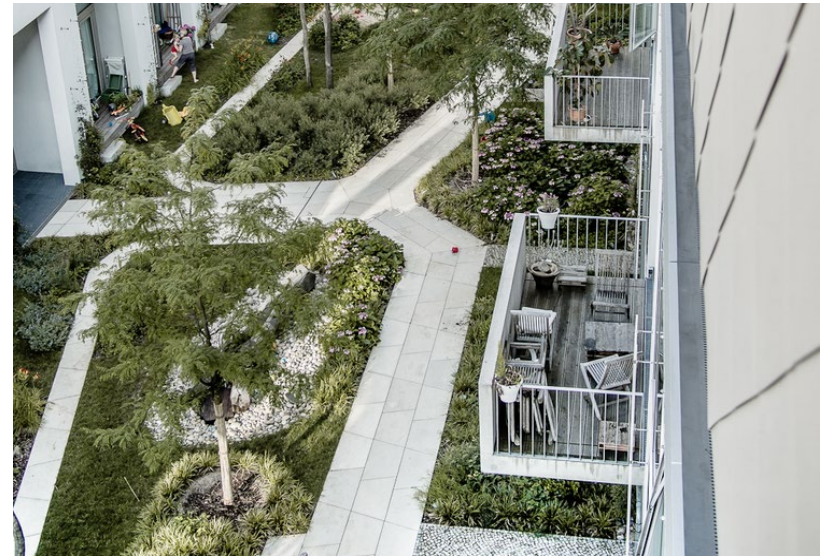




# EMERGING CONCEPTS **AREA CHARACTER**



# SMALLER BLOCKS AND PASEOS

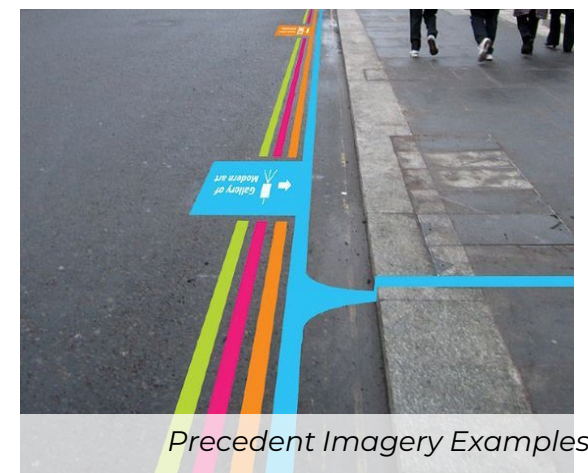
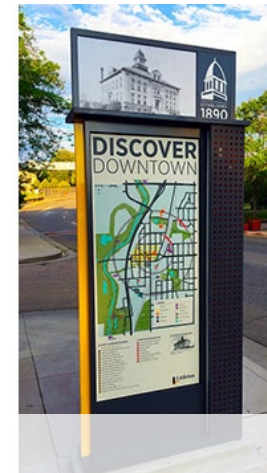


Paseos activated with ground floor retail activity and gathering spaces

Precedent Imagery Examples



# ENTRY AND WAYFINDING SIGNAGE



Precedent Imagery Examples

Unique character and design elements that are also functional



# POCKET PARKS

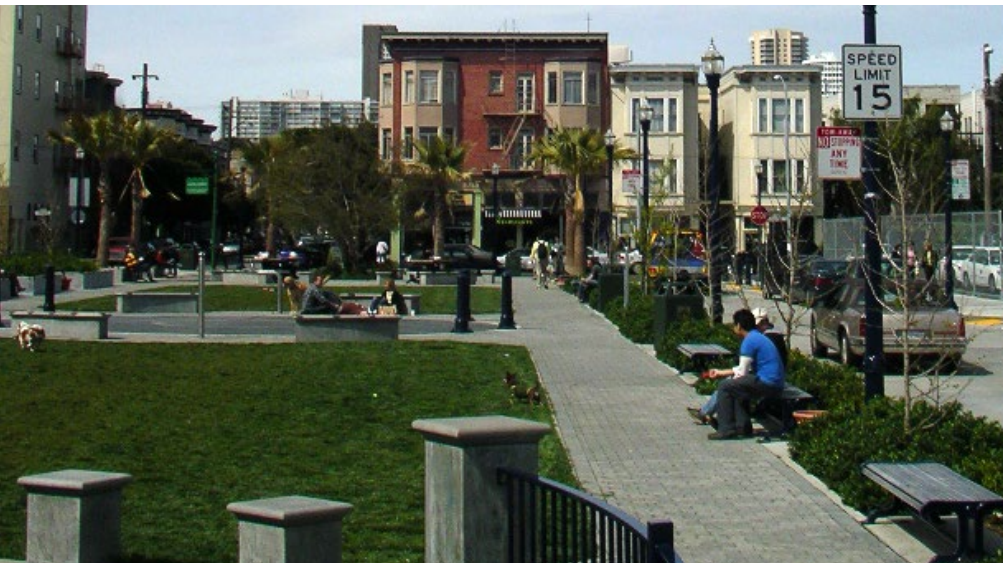


Small gathering spaces designed around corners of buildings and road intersections.

*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

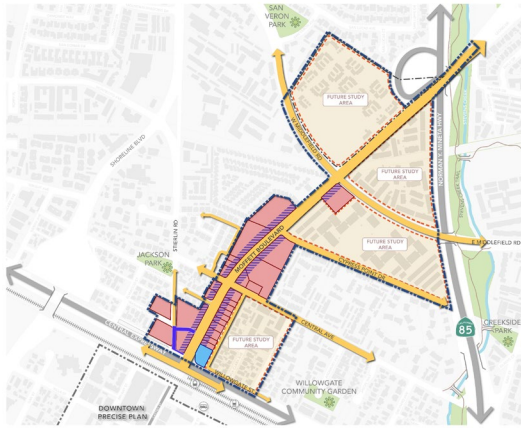


# ALTERNATIVES

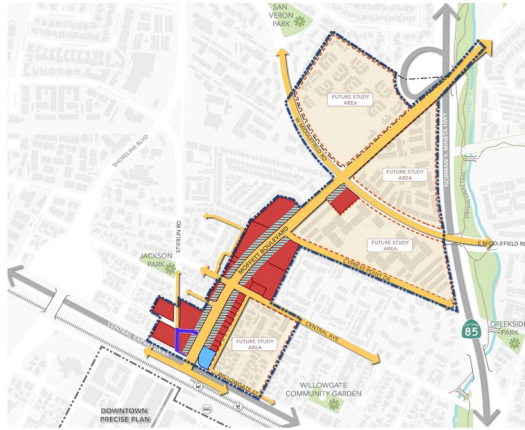
Each alternative is based on a **unique policy approach** the City could take to achieve the Vision Framework.

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

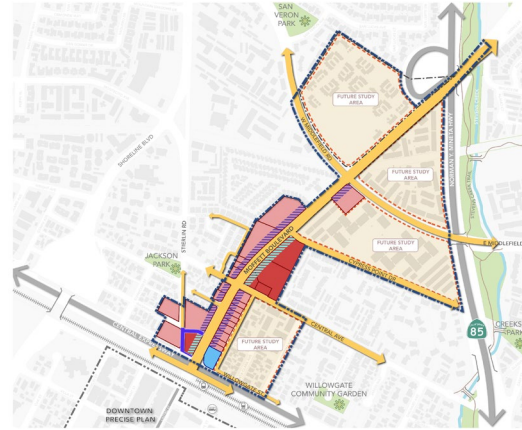
**Alternative A**



**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**

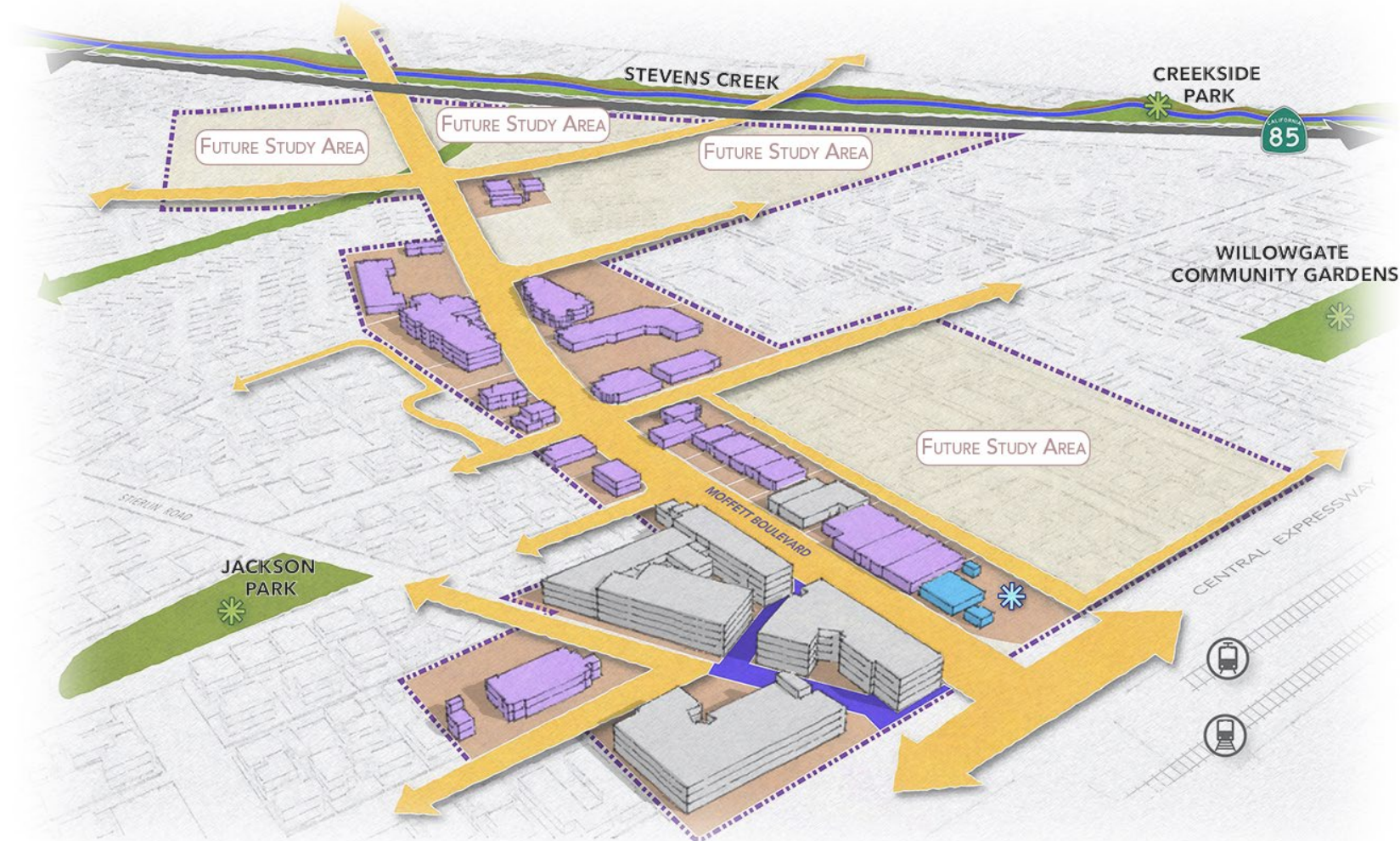
Square Feet  
(currently leased)

**165,000**

Square Feet  
(total available)

Building  
Heights

**1 to 4**  
Stories



## Key Features

- Precise Plan Area Boundary
- Future Study Area
- Freeway and Expressway
- Existing Street Network
- Parcel

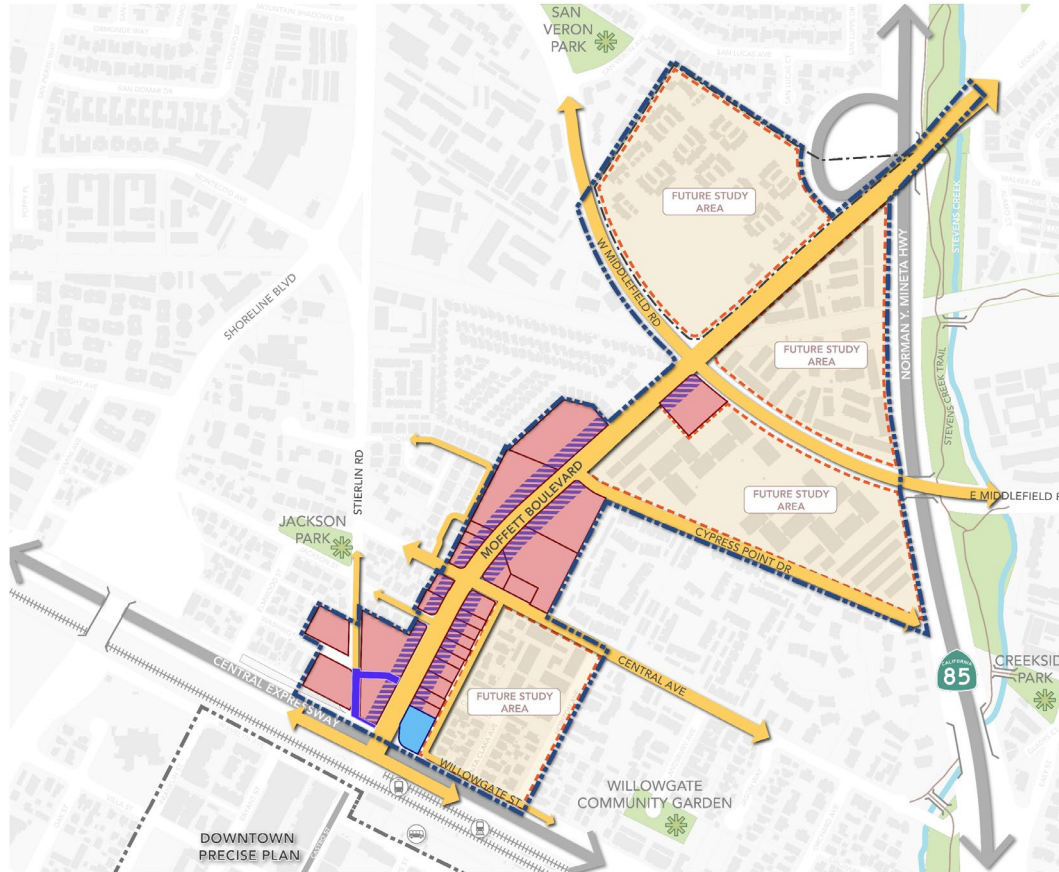
- Building Footprint
- Historic Building
- Creek
- Trail
- Park and Open Space

- Caltrain and VTA Rail Line
- Caltrain Mountain View Station
- VTA Light Rail Station

- Non-Residential Use
- Residential Use



# ALTERNATIVE A | Medium Intensity Mixed-Use

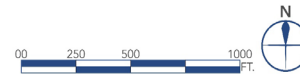


## MOFFETT BOULEVARD PRECISE PLAN

### ALTERNATIVE A

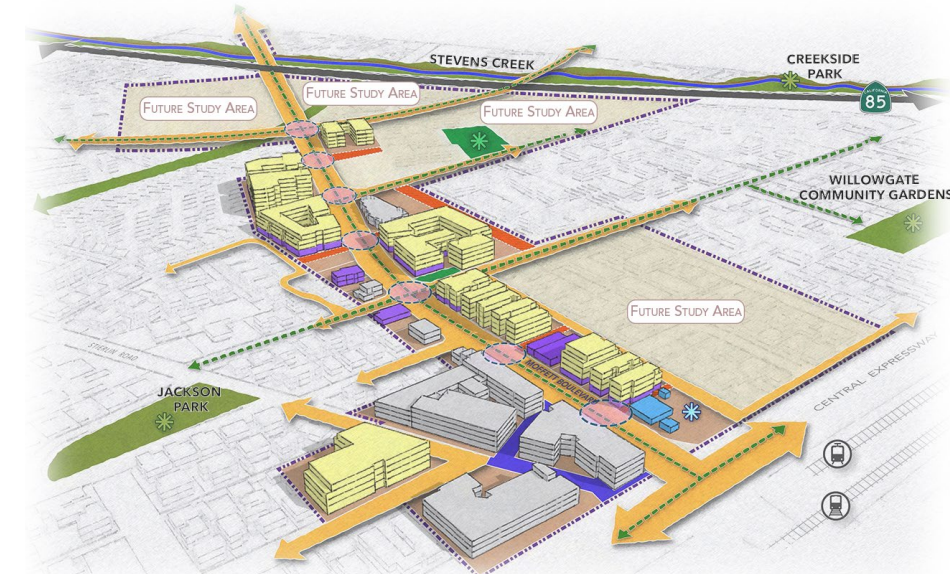
#### Key Features

- City Boundary
- Precise Plan Area Boundary
- Future Study Area
- Neighboring Precise Plan
- Freeway and Expressway
- 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
- Medium Intensity Mixed-Use  
(Up to 75 DU/AC, Up to 5 Stories High)
- Encouraged Ground Floor Non-Residential Uses  
Fronting on Moffett Boulevard



## 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

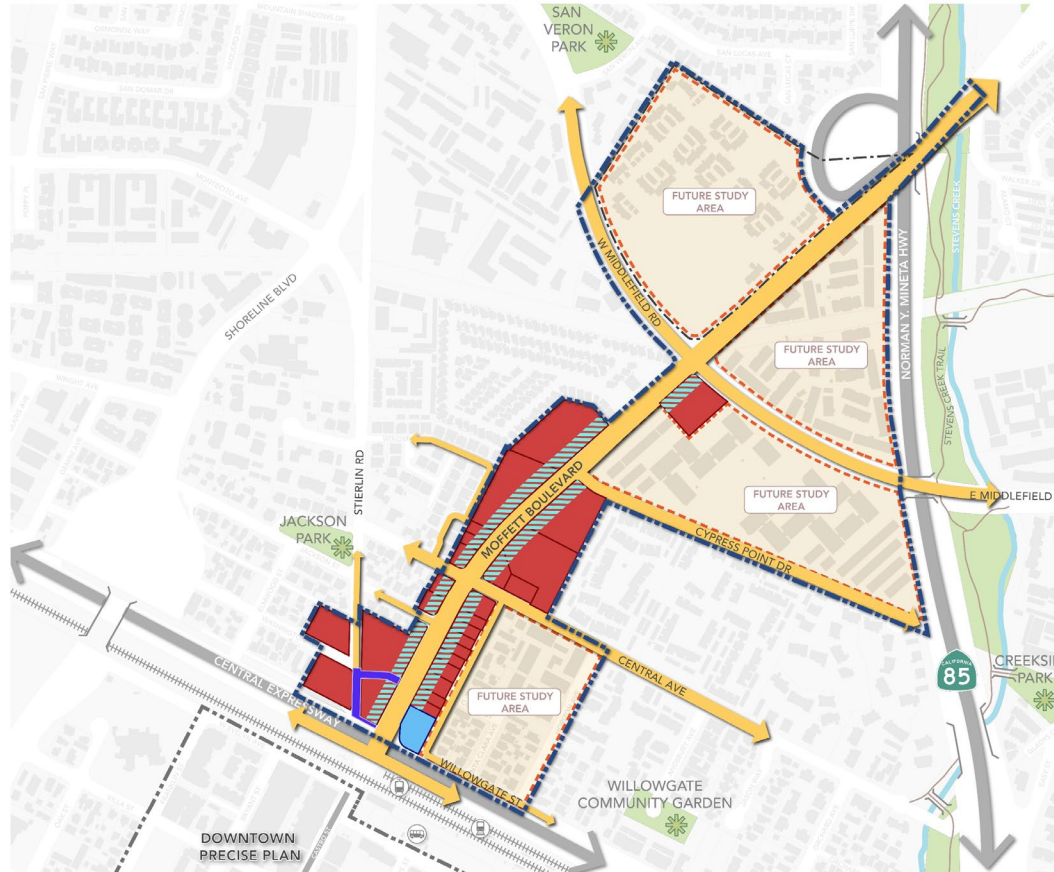
#### Building Height Maximums

**4 to 5**

Stories



# ALTERNATIVE B | Higher Intensity Mixed-Use

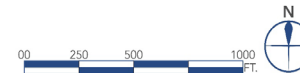


## MOFFETT BOULEVARD PRECISE PLAN

### ALTERNATIVE B

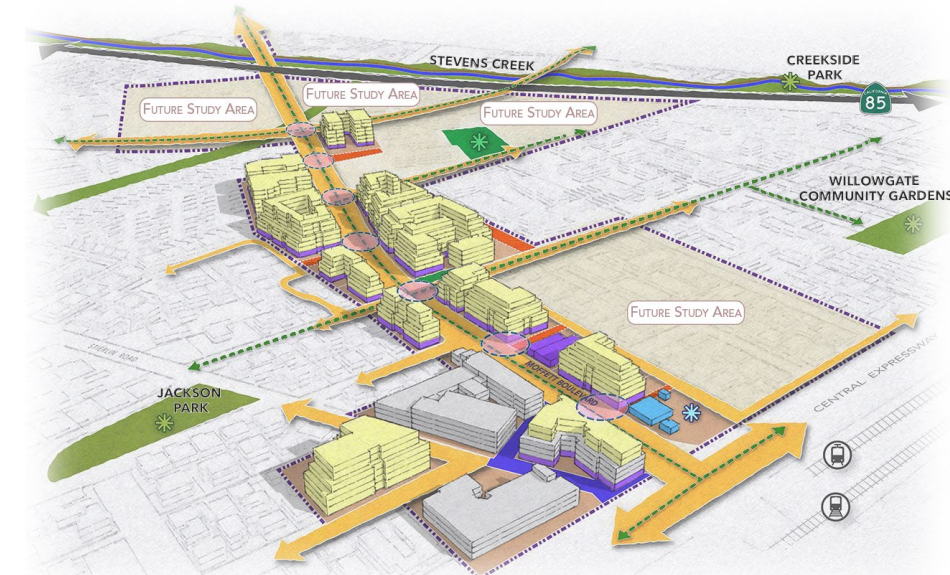
#### Key Features

- City Boundary
- Precise Plan Area Boundary
- Future Study Area
- Neighboring Precise Plan
- Freeway and Expressway
- 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

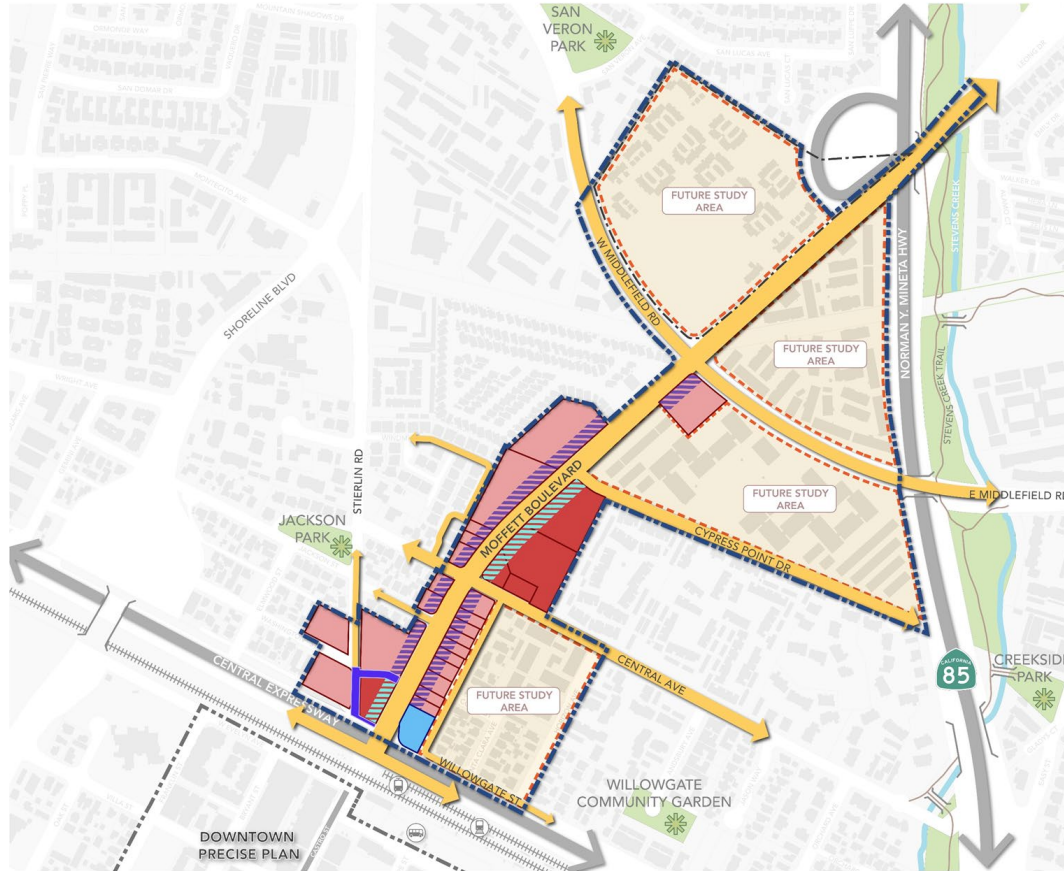
#### Building Height Maximums

**5 to 7**

Stories



# ALTERNATIVE C | Focused Mixed-Use

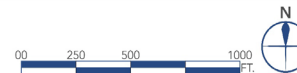


## MOFFETT BOULEVARD PRECISE PLAN

### ALTERNATIVE C

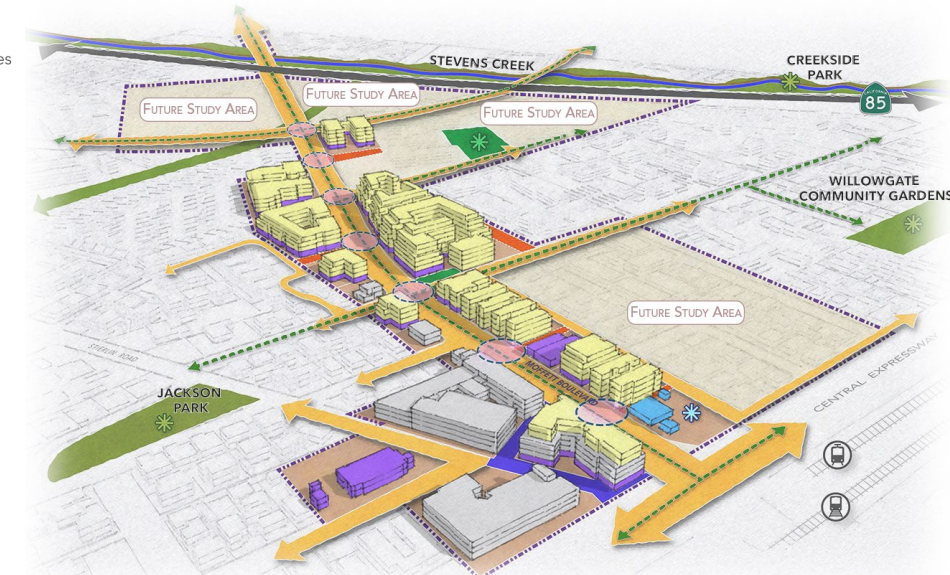
#### Key Features

- City Boundary
- Precise Plan Area Boundary
- Future Study Area
- Neighboring Precise Plan
- Freeway and Expressway
- 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
- 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

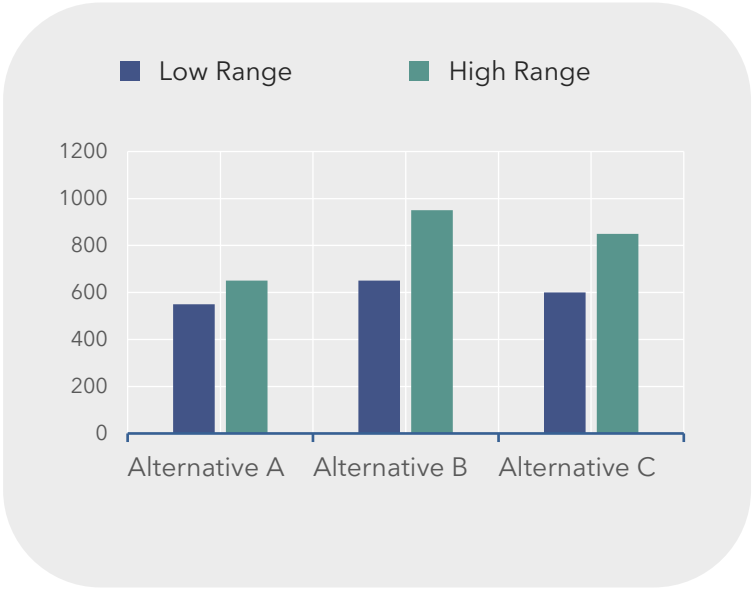
**4 to 7**

Stories

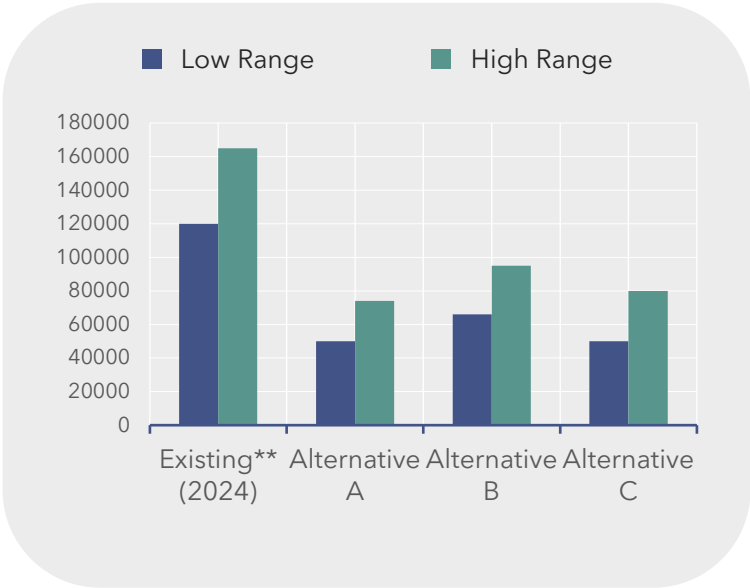


# ALTERNATIVES COMPARISON

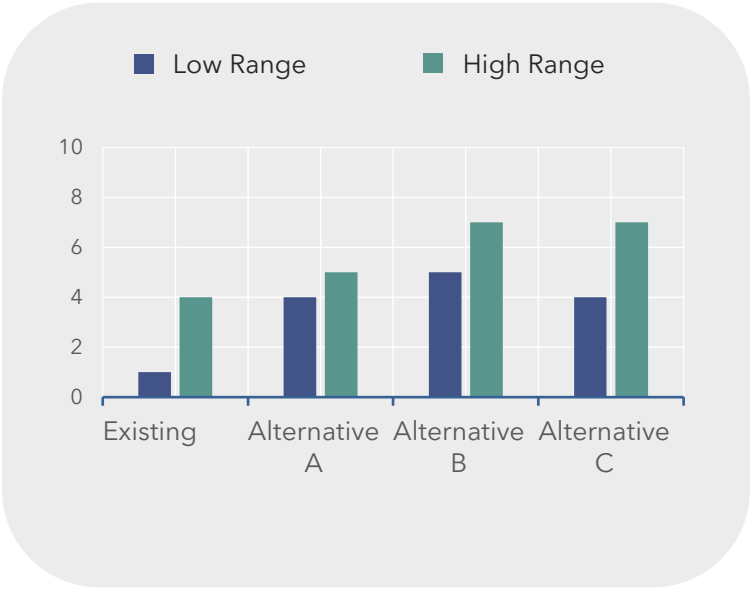
## Potential Future New Housing Units



## 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 Mixed-Use
<b>HOUSING</b> 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.
<b>ACTIVE GROUND FLOOR USES</b> 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.
<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).	 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.
<b>SUSTAINABILITY</b> 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

A screenshot of the 'Moffett Boulevard Precise Plan' project website. The header features the City of Mountain View logo, navigation links for 'Home' and 'About Collaborate Mountain View', a search bar, and 'Sign in' and 'Register' buttons. The main banner is a collage of images showing street scenes, a 'MOFFETT PLAZA' sign, and a central graphic with the text 'MOFFETT BLVD PRECISE PLAN'. Below the banner, the page title 'Moffett Boulevard Precise Plan' is followed by social media icons and a 'Subscribe' section with a text input field and a 'Submit' button. A 'News feed' section titled 'Past Community Events' shows a date of '23 Dec 2024' and details for 'Phase 1 Existing Conditions and Visioning', including a 'Community Workshop #1' on August 28th, 2024. At the bottom right, a 'Lifecycle' section lists 'PROJECT KICK OFF' for 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).