



MOFFETT BOULEVARD PRECISE PLAN

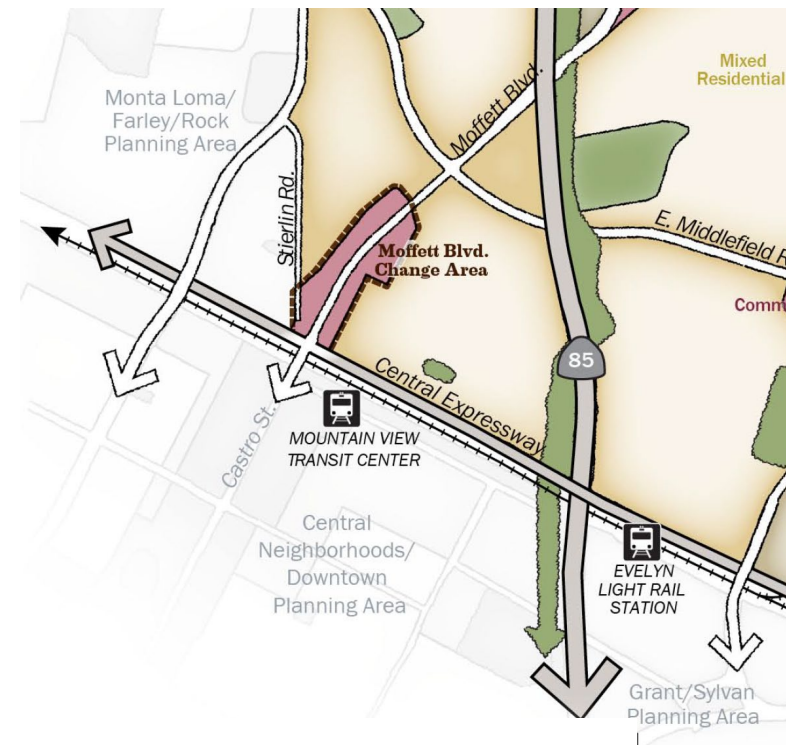
DRAFT PRECISE PLAN VISIONING FRAMEWORK



MOFFETT BOULEVARD PRECISE PLAN PROCESS

The Mountain View 2030 General Plan was adopted by the City Council in July 2012. It outlines five “change areas” across the city, including the **Moffett Boulevard Change Area**, that the community identified for change and enhancement over the next 20 years. The Moffett Boulevard Precise Plan process builds on the goals, policies, and future vision for the Moffett Boulevard Change Area, as outlined in the General Plan.

The Moffett Boulevard Precise Plan project is also identified in the 2023 - 2025 City Council Work Plan.



2030 General Plan Moffett Boulevard Change Area

VISIONING PROCESS | Community Workshop

As part of the visioning process, the Project Team held a Community Workshop on August 28, 2024, at the Mountain View Community Center.

The workshop included multi-lingual small group facilitation in English, Spanish, Chinese, and Russian. It provided an opportunity to bring awareness and visibility of the Moffett Boulevard Precise Plan project and solicit ideas regarding the future vision of the area.



*Community Visioning Workshop, August 28, 2024
Mountain View Community Center*

VISIONING PROCESS | Stakeholder Meetings

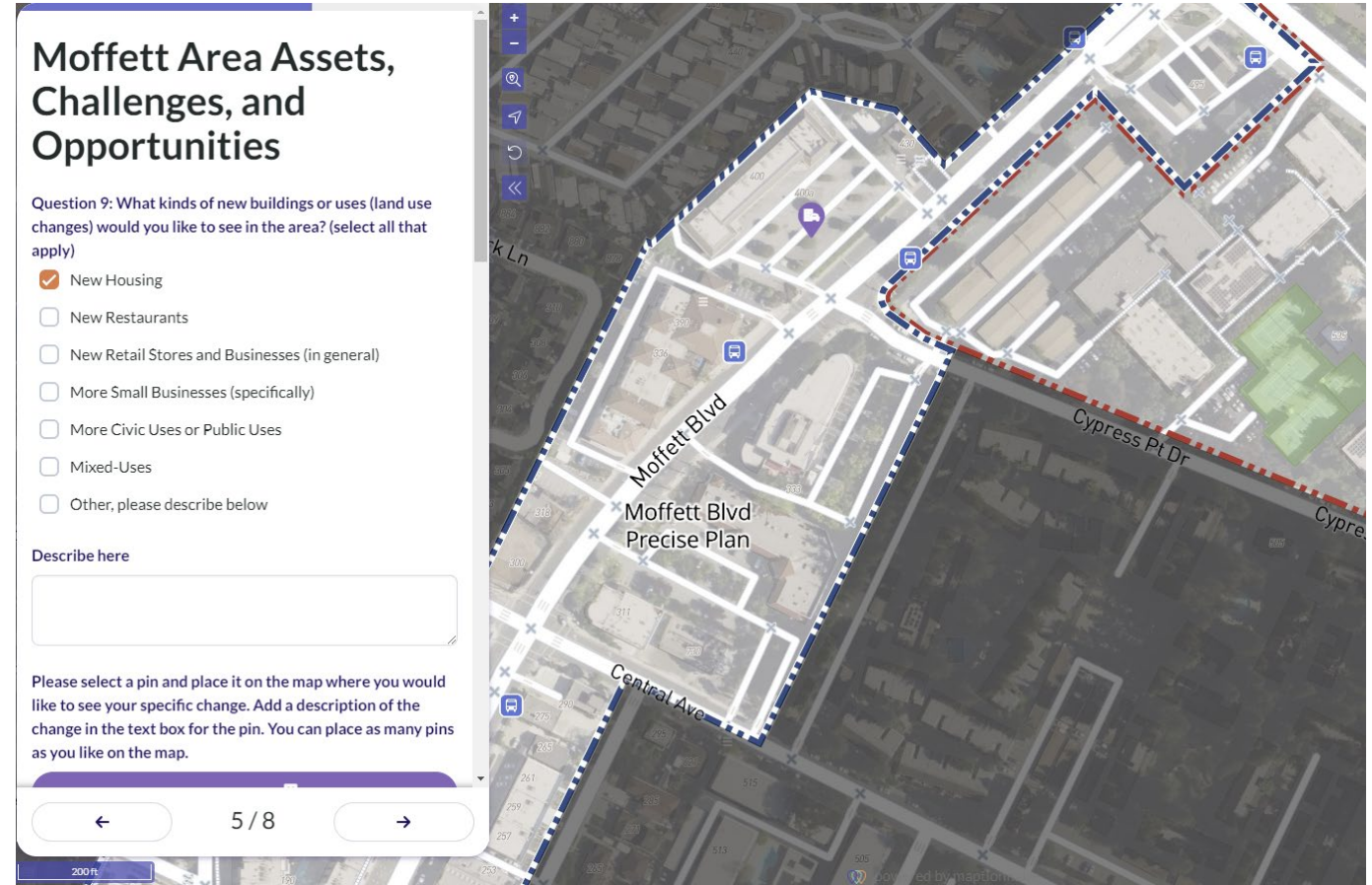
The Project Team also held two stakeholder meetings on September 4, 2024. They had a similar format to the community workshop but were designed to dive deeper into topics applicable to each group.

The first meeting was with property and business owners, and the second meeting was with Mountain View-based organizations and associations.



*Property Owner/Business Owner/Business Association
Stakeholder Meeting, September 4, 2024
Mountain View Community Center*

Additionally, the Project Team created an **interactive online survey** that included the same questions and mapping exercises from the community workshop. The survey was available online from September 4th to 16th, 2024.



DRAFT PRECISE PLAN VISIONING FRAMEWORK

The following **Draft Vision Framework** was built upon the strong foundation of community outreach efforts, including interviews, stakeholder meetings, community workshops, an online survey, project area touring, and existing conditions analysis.

It includes five **Vision Themes**, supported by **Potential Strategy Concepts** that align with City objectives and interests identified by the community for the future of the Moffett area. It is intended to provide an overview of the initial high-level components of the Moffett Boulevard Precise Plan.

VISION THEMES

A **unique identity and destination** for residents, businesses, workers, and visitors

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

A **revitalized neighborhood** that embraces a range of housing, businesses, and community amenities

An accessible, pedestrian and bicycle friendly **multi-modal corridor**

A **place-making center** of engaging and unique activities, events, and opportunities

DRAFT PRECISE PLAN VISIONING FRAMEWORK

Draft Vision

A **unique identity and destination** for residents, businesses, workers, and visitors

Potential Strategies to Develop Further

Unique Branding and Entry Signage

Wayfinding/Navigation Signage

Historical Information/Markers

Improved Landscaping and Tree Planting



Precedent Imagery Examples

DRAFT PRECISE PLAN VISIONING FRAMEWORK

Draft Vision

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

Potential Strategies to Develop Further

Existing Small and Diverse Business Support

New Business Attraction

Streamlining Development Requirements and Regulations

Parking Management

Property Assembly Strategy



Precedent Imagery Examples

DRAFT PRECISE PLAN VISIONING FRAMEWORK

Draft Vision

A **revitalized neighborhood** that embraces a range of housing, businesses, and community amenities

Potential Strategies to Develop Further

New Housing/Mixed-Use
Types and Densities

Development Sensitive to
Surrounding Neighborhoods

Active Ground Floor Uses for
New Buildings

Affordable Housing Opportunities

Coffee Shops, Cafes,
Restaurants, and Bar



Precedent Imagery Examples

DRAFT PRECISE PLAN VISIONING FRAMEWORK

Draft Vision

An accessible, pedestrian and bicycle friendly **multi-modal corridor**

Potential Strategies to Develop Further

Pedestrian Comfort and Safety

Wider Sidewalks

New Crosswalks and Mid-Block Crossings

Bus Transit Accessibility

Bicycle Mobility and Safety



Precedent Imagery Examples

DRAFT PRECISE PLAN VISIONING FRAMEWORK

Draft Vision

A **place-making center** of engaging and unique activities, events, and opportunities

Potential Strategies to Develop Further

Community Gathering Spaces

Special Events/Farmers Market

Outdoor Activities

Murals and Public Art

Creating a Destination



Precedent Imagery Examples