CITY OF MOUNTAIN VIEW

DOWNTOWN PRECISE PLAN

MAY 2004

Downtown Farmer's Market.

DOWNTOWN PRECISE PLAN
(P19)

ADOPTED BY THE MOUNTAIN VIEW CITY COUNCIL

JANUARY 12, 1988

RESOLUTION NO. 14753

AMENDED	RESOLUTION NO.	SUMMARY
February 29, 2000	16457	Update use and development standards in Areas A through G.
April 24, 2001	16597	Incorporate sign requirements and design.
May 25, 2004	16887	Update use and development standards in Areas H, I and J; parking, density, historical preservation and administrative standards.

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Castro Street

I. INTRODUCTION

Sidewalk cafés on Castro Street.

A. GOALS AND OBJECTIVES

The purpose of this document is to provide a coherent framework for downtown development and preservation, which will guide future private-sector actions. As a result of increased development pressure throughout Santa Clara County, downtown Mountain View has experienced considerable growth and change. The intent of this Plan is to manage that growth by guiding it toward the realization of specific urban design objectives for the downtown. This document outlines these objectives in terms of land use policies, and development standards and design guidelines for 10 specific subareas within the study area as shown in Figure 2.

B. DOWNTOWN BOUNDARIES

Downtown Mountain View is largely perceived as the four blocks on either side of Castro Street between Evelyn Avenue and Mercy Street, comprising the historic retail district of the City. There is also a mix of uses in the areas on either side of the historic Castro Street commercial district. As shown on the following map (Figure 1), the boundaries of Downtown Precise Plan include the historic Castro Street retail district, the central office core area and areas south of Mercy Street, including the new Civic Center and City Centre mixed-use project. Downtown Mountain View is surrounded by predominantly single-family neighborhoods. The changes in land use, building scale and activity mark the boundaries between these areas. Mountain View's Parking Assessment District is another boundary within the Downtown Precise Plan area. The Parking District allows for the assessment of fees for maintenance of public parking facilities. Additionally, the Revitalization District includes approximately 68 acres and is an area comprising 16 City blocks bounded by Evelyn Avenue on the north, View Street on the east, Mercy Street on the south and Franklin Street on the west. In general, the goal of the Revitalization District is to ensure downtown remains vibrant through economic development, building, streetscape and parking improvements, and community outreach.

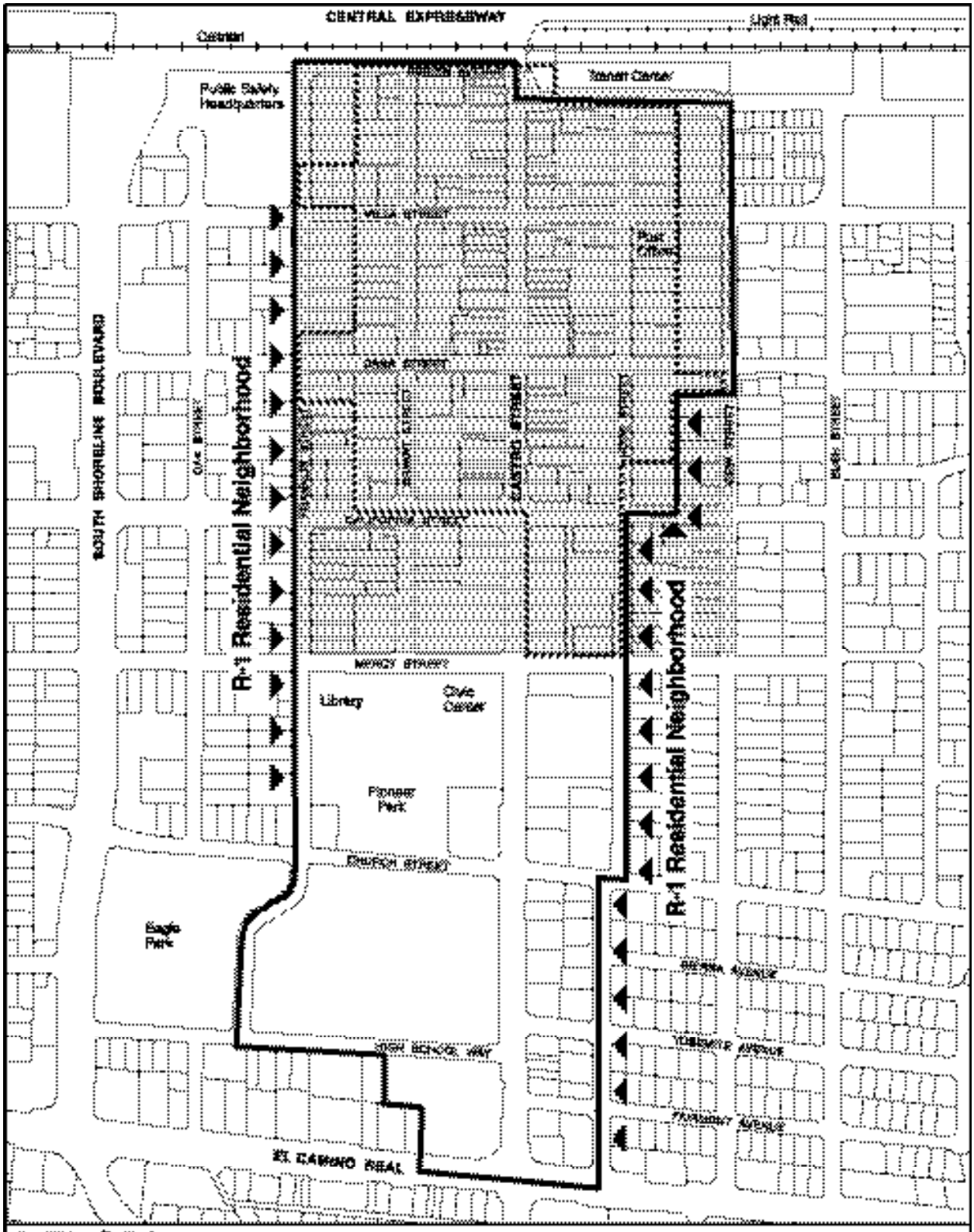

Figure 1.
Downtown Mountain View
Boundaries of Downtown Districts

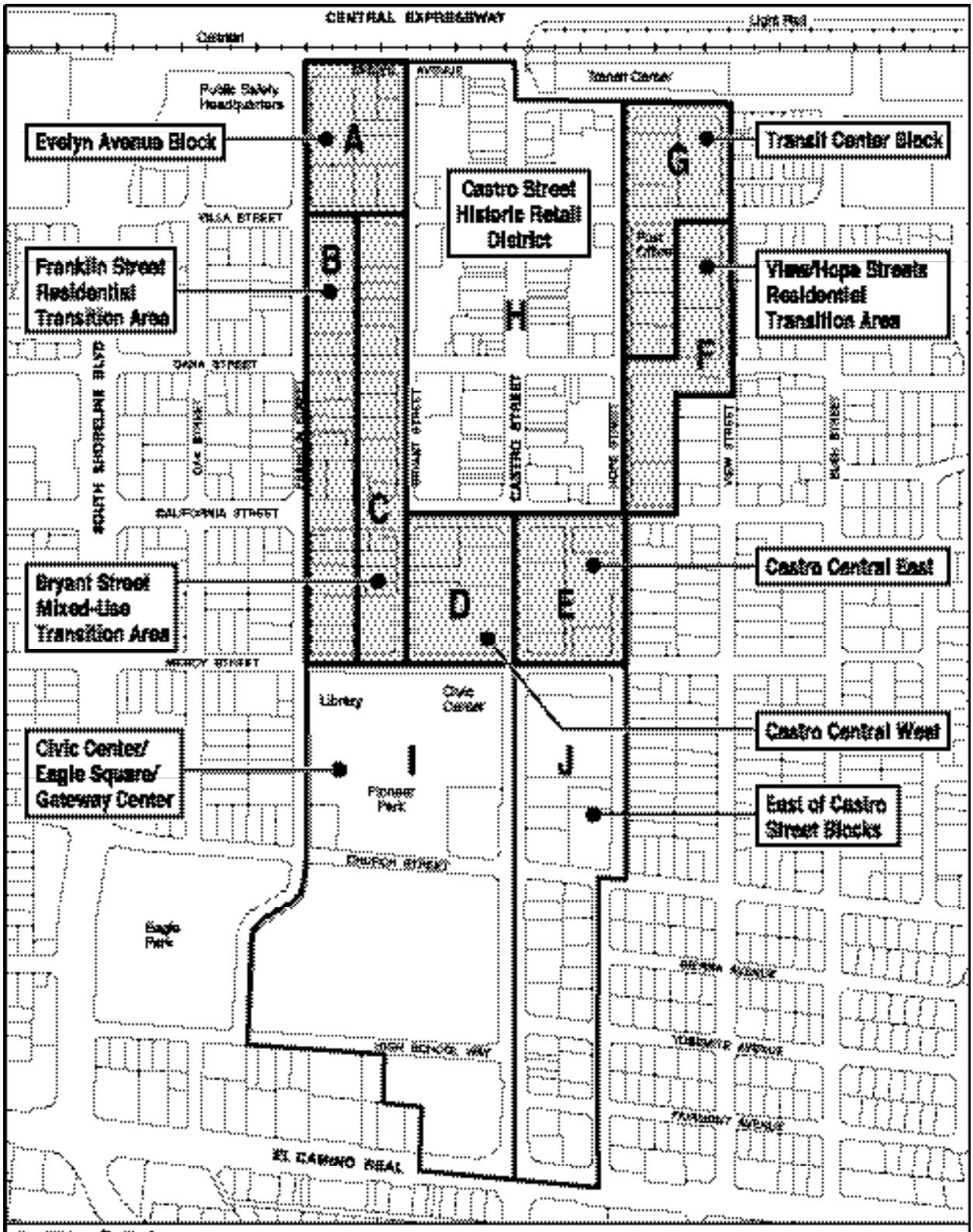

Figure 2.
Downtown Mountain View
Downtown Precise Plan Areas

C. THE VISION FOR DOWNTOWN MOUNTAIN VIEW

Downtown Mountain View is the historic center and civic focus of the community, and the "heartbeat" of the City. The downtown is characterized by a concentration of activities, including civic functions and cultural events, as well as a vital residential and commercial district, all of which provide a strong focal point for the City. The downtown is a natural place for everyone to come to be a part of important events that affect the whole community. The downtown is also the natural place to go to meet one's friends, relax outdoors over a cup of coffee, pick up some groceries, find entertainment or just go for a stroll.

Castro Street is the functional and symbolic center of the downtown. It is a "townscape," with pedestrian-scaled street spaces, well defined by attractive buildings and activated by the many people who live and work there. It is a place to get out of the car, a place people will want instinctively to walk, rather than drive, through. It is an active and attractive pedestrian environment, defined by special paving, street furniture and landscaping. Major civic and cultural facilities are located there to contribute to the vitality of the area. Castro Street will be easy to find and identify by creating "gateways" at both El Camino Real and Evelyn Avenue and at its intersection with California Street.

Apartnership of the City, the downtown business community and the community as a whole will work together to ensure that adequate parking is provided and that the flow of traffic is both efficient and sensitive to the concerns of nearby residential neighborhoods. The transit center will

1988 artist concept of mixed-use development south of California Street.

continue to be an asset to the downtown, a way of bringing people to downtown Mountain View as a destination, a place they can get off, stroll and shop, then return to their homes using public transportation.

The historic retail district of Castro Street will continue to provide a continuous frontage of retail and restaurant uses at the ground level. New buildings will be sensitive to the historic storefront scale and architecture on this street. Side and rear entrances to retail and restaurant spaces will be both attractive and clean, as much a part of the image that merchants present to the community as the front of the buildings.

The remainder of Castro Street provides mixed retail, office and residential uses that extend the active pedestrian character of historic Castro Street. This area includes larger-scale buildings, including civic buildings, office buildings, residential projects and mixed-use complexes. Buildings in this end of Castro Street will also have ground-level retail and restaurant uses to ensure that the entirety of Castro Street will be an interesting place to visit.

The single-family residential neighborhoods adjoining the downtown area will be protected by creating a transition between the Castro Street commercial activities and the existing single-family neighborhoods bordering the Precise Plan boundaries. These transition areas will be devel-

Attractive and lively Castro Street stores.

oped as multi-family residential or mixed residential and office uses that are compatible with the adjoining single-family neighborhoods.

The various elements of the downtown will strengthen and reinforce each other. Increased housing downtown will mean more people to support daytime and nighttime downtown businesses. People who work in downtown offices will use the restaurants and retail services. As the downtown becomes increasingly self-sufficient, sustaining a full range of businesses, housing and basic services, the downtown will become an even more attractive place to live and work.

New buildings in the downtown will be designed to fit into the context of the surrounding properties, both in terms of appearance and use. New buildings will be of the highest-quality design, well crafted and make a contribution to the strong overall downtown character. Building facades will add richness and detail to the public spaces that they define, and public spaces must work for the people who use them.

New development at the gateway of California and Castro Streets.

Downtown Mountain View is not just a physical space but a community of people. The spirit of this community is one of partnership to make and keep Downtown Mountain View a unique and special place, with its own local character. Everyone will strive to maintain the highest standards of maintenance and cleanliness and encourage constant upgrading and improvement of existing buildings and amenities. Just as the downtown is supported by the broader community, the downtown, in turn, will support the broader community by being an exciting, attractive and vital core, a place that defines what is best about Mountain View. It is in the spirit of this vision that these Precise Plan policies, standards and guidelines are intended to serve.

II. DEVELOPMENT FRAMEWORK

A. DEVELOPMENT OBJECTIVES

The following objectives are aimed at achieving the stated vision for Downtown Mountain View:

- Enhance the role of Castro Street as the functional and symbolic center of the community by creating an active and attractive pedestrian environment with a fine-grained scale, strong pedestrian connections to adjacent areas across the railroad tracks at Central Expressway and at El Camino Real, and by including major civic and cultural facilities as focal points along its length.

- Emphasize qualities that contribute to the "community character" of downtown, including preservation of historic structures and design elements.

- Coordinate private development and public improvements in the downtown, allowing for the revitalization of the district in a way that accommodates parking for residential, office and retail activities.

- Promote economic diversification, including opportunities for a variety of retail tenants including those that are larger than currently available while preserving pedestrian-scale design.

- Encourage the development of residential uses as a means of creating an active downtown neighborhood with an attractive daytime and nighttime environment.

- Preserve adjacent residential neighborhoods in the downtown by establishing clear planning boundaries to prevent disinvestment.

- Create a distinctive destination-oriented image and identity for downtown by encouraging high-quality development and public improvements.

B. LAND USE POLICIES

- Concentrate pedestrian-oriented uses along Castro Street and cross streets and extending one block on either side of Castro Street. Create a distinctive, destination-oriented image for the street.

- Focus new office development on the 400 blocks of Castro Street and in Area I.

- Focus new residential development in the Transition Areas and in mixed-use projects throughout the downtown.

- Ensure that sufficient and well-designed parking is provided for all new development. Maintain and encourage convenient parking for all uses.

- Preserve and enhance existing residential neighborhoods in and near downtown:

  a. Create appropriate transitions in scale and character between the commercial core and existing residential neighborhoods.

  b. Prevent commercial overflow parking from encroaching into residential neighborhoods.

  c. Link surrounding residential neighborhoods to the downtown core with attractive street improvements and pedestrian connections.

C. PARKING STANDARDS AND POLICIES

1. Objectives

- Facilitate the development of a convenient and accessible downtown by ensuring that adequate parking is provided.

- Provide incentives and shared parking facilities for the creation of a busy and active Castro Street, particularly between Mercy Street and Evelyn Avenue.

- Encourage the use of transit, bicycles, shuttles and other alternatives to the automobile to reduce the demand for downtown parking facilities.

- Encourage public/private partnerships aimed at increasing the supply of parking where it is shown to be needed.

- Provide adequate and well-located parking within the Downtown Precise Plan area to allow for future growth.

- Monitor parking supply and demand, taking into consideration use of alternate modes of transportation.

2. Parking Requirements in Downtown

The parking standards that follow apply to new development and changes in use in the downtown. There are three distinct parking areas within the downtown. Each of the areas has different parking requirements. Figure 3 shows the boundaries of the parking areas. Parking regulations in Tables II-2 to II-4 show the parking requirements for each of the areas.

Parking in Areas E and H

The Precise Plan has special parking requirements for Areas E and H which vary depending on whether the floor area is on the ground level or upper level, whether it replaces existing floor area or is new and whether it is a change of use. This special set of parking requirements is aimed at preserving the historic pedestrian-scale, storefront character of Castro Street and encouraging certain uses. Parking exemptions also recognize that most of the lots are too small to provide parking on-site. Furthermore, parking exemptions recognize existing investment in development and act as an incentive for new development, particularly retail uses. Needed parking is provided in public parking lots.

Other Areas in the Parking District

In the rest of the Parking District outside of Areas E and H, lots are generally larger and there is more of a possibility of providing parking on-site. In these areas, development incentives are provided through parking in-lieu fee allowances and credits for existing building area. However, the parking credits for existing building area will terminate on May 25, 2009 to ensure that intensification of uses in these areas over time does not result in less downtown parking in the future.

Areas Outside the Parking District

New development in Precise Plan areas outside the Parking District is not in close proximity to public parking and, therefore, all parking in these areas must be provided on-site.

In all areas, the Precise Plan does encourage public/private partnerships to develop structured parking as part of new development. In addition, some incentives are provided for mixed-use development.

3. Parking Regulations in the Parking District

Development incentives are provided through parking exemptions in Areas E and H, and credits for existing floor area and payment of in-lieu fees within the Parking District. These incentives have been effective and contribute to the vibrancy of downtown.

There are three main types of parking regulations applicable in the Parking District of the Precise Plan. These regulations apply to new development and/or changes of use in existing buildings.

a. Parking in-lieu fees;

b. Parking exemptions; and

c. Parking credits.

Parking In-Lieu Fees in the Parking District

Most properties in the historic Castro Street commercial area (Areas E and H) are not physically able to provide parking on-site due to their small size and shape, so they are allowed to pay fees in lieu of providing parking to expand buildings or build new ones. These one-time fees are paid to the Parking District which uses the funds to create additional shared public parking facilities. Shared parking increases parking efficiency, reduces parking cost and makes effective use of the parking facilities within the District. The percentage of parking that can be supplied by paying in-lieu fees varies, depending on the location of the property and the use. The in-lieu fee allowance is highest for properties in Areas E and H where parking is most difficult to provide on-site.

The percentage of parking that can be provided through the payment of in-lieu fees in the Parking District is shown in Tables II-2 and II-3. The in-lieu fee is based on the cost of building new public parking spaces and is set by resolution of the City Council.

The City Council may approve a higher percentage of in-lieu parking, on a project-by-project basis, for large projects that add quality, diversity or provide neighborhood-serving retail businesses.

Properties outside the Parking District must provide all of the required parking on-site.

Parking Exemptions

Another layer of parking regulations is that most ground-floor uses in Areas E and H, including changes of use, are exempt from any parking requirements although there are exceptions as shown in the Parking Regulations Table II-2. New ground-floor restaurants and administrative offices are not exempt because they make a greater demand on parking than other uses. They are also required to pay an in-lieu fee when they move into space previously occupied by another use, or a space which has been vacant for 12 or more months, no matter what the previous use. The fee is set at 50 percent of the normal in-lieu fee.

Parking Credit for Replacement of Existing Building Area

The Precise Plan has special parking standards when a new building replaces an existing one. In the Parking District, when existing building area is replaced, there is a credit for existing building area that reduces the amount of parking required for the new building (see Parking Regulations Tables II-2 and II-3). This credit will terminate on May 25, 2009 for those areas in the Park District outside of Areas E and H.

4. Number of Parking Spaces Required

The parking ratios that follow in Table II-I apply to new developments and uses, expansions and intensifications of use on all properties within the Downtown Precise Plan area (including the Parking District), except as noted in subsequent sections. Figure 3 shows the boundaries of the Downtown Precise Plan, the downtown parking areas subject to the parking regulations explained in Tables II-2 to II-4.

The parking ratios for downtown uses are lower than the City-wide ratios. This is in recognition of the benefit of shared parking facilities, businesses and homes within walking distance and transit access. The percentage reduction varies by use. In addition, there is no parking requirement for ground-floor retail and personal service uses in Areas E and H since it is a goal of the Downtown Precise Plan to promote economic diversity by encouraging these uses.

Bicycle parking is required pursuant to Section A36.37.040 of the Zoning Ordinance whenever vehicle parking is provided on-site.

TABLE II-1
Parking Spaces Required by Land Use

Land Use Type	Vehicle Spaces Required
Retail	1 space for each 300 square feet.
Personal Services	1 space for each 300 square feet.
Restaurant	1 space for each 300 square feet.
Offices: Banks and Financial Administrative and Corporate	 1 space for each 333 square feet. 1 space for each 333 square feet.
Other Offices	1 space for each 333 square feet.
Medical and Dental	1 space for each 166 square feet.
Residential: Studio & 1 Bedroom 2 Bedroom or more	 1.5 spaces per unit plus .3 spaces per unit guest parking. 2 spaces per unit plus .3 spaces per unit guest parking.
Other Uses	90 percent of existing City standard. (Section A36.37 of Zoning Ordinance).
Mixed-Use Development	The total parking requirements for a mixed-use project may be reduced if it can be demonstrated through a parking study that peak parking demands of the individual uses occur at different times of day, or different days of the week, or in other ways do not occur at the same time or will not be in conflict. Shared parking must be accessible to all uses at all times of day. The parking study should demonstrate that parking will be adequate for all uses. Shared parking between properties would require recorded easements which cannot be modified without the City's consent. The parking study will be considered during a public hearing as part of the development approval process.
Affordable or Senior Housing	The total parking requirements for senior housing and housing serving very-low and low-income households may be reduced if it can be demonstrated through a parking study that parking demand will be lower than a standard residential project because of unit size or lower rates of auto ownership. The parking study should demonstrate that parking will be adequate for the use. The parking study will be considered during a public hearing as part of the development approval process.

*Uses are defined in the Zoning Ordinance, Section A.36.95.

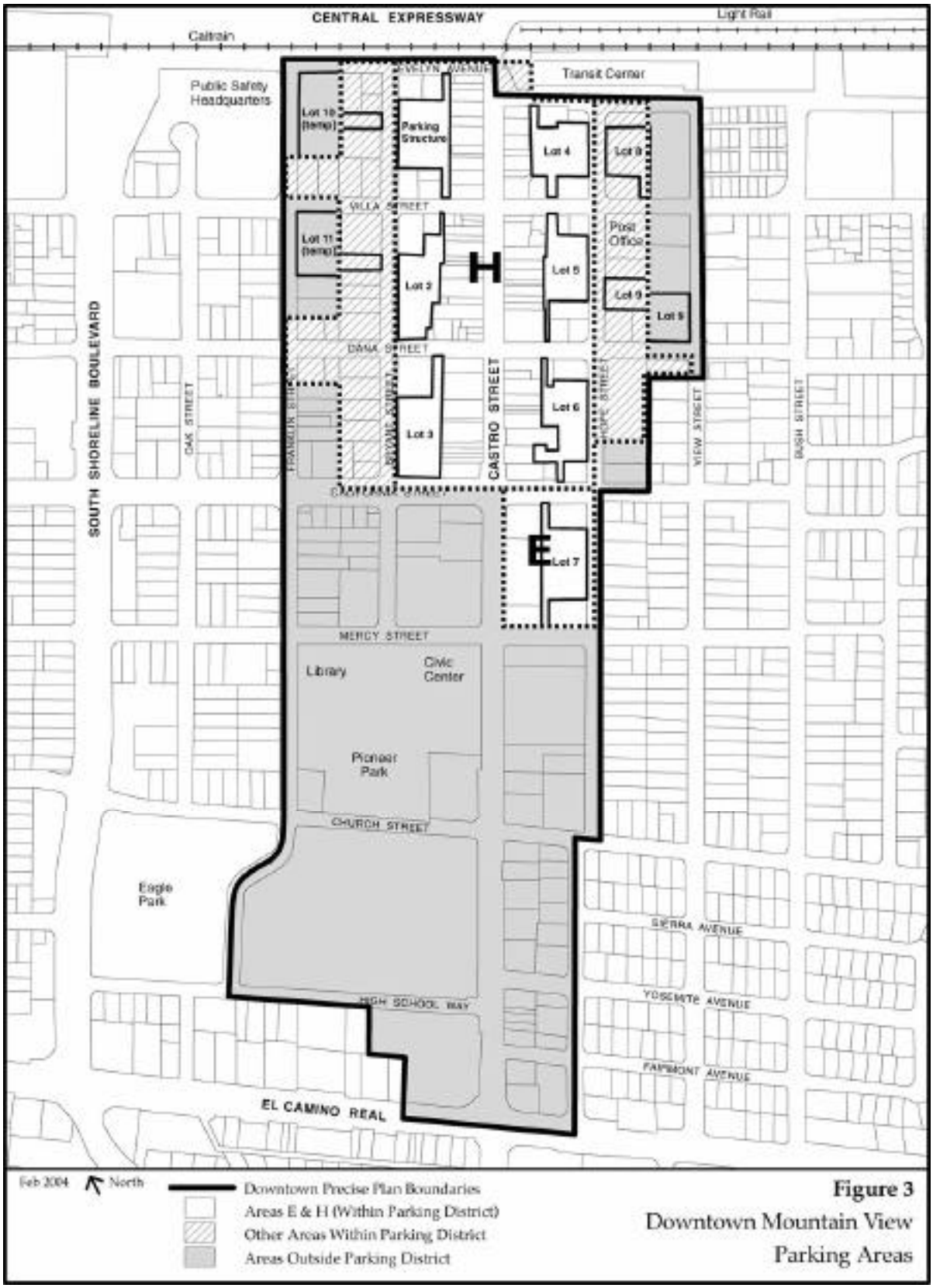

Figure 3
Downtown Mountain View
Parking Areas

TABLE II – 2
PARKING IN AREAS E AND H

GROUND FLOOR

Ground Floor	New Construction: Replacement of Existing Floor Area	New Construction: Net New Floor Area*	Change of Use**	Amount of Required Parking That Can Be Supplied With In-lieu Fees
Retail or Personal Services	No parking required	No parking required	No parking required	N/A
Restaurants and Administrative Offices	No parking required before November 25, 2005 Parking required after November 25, 2005***	No parking required before November 25, 2005 Parking required after November 25, 2005***	No parking required before November 25, 2005 Parking in-lieu fee required at 50% of usual fee after November 25, 2005***	Up to 100% of required parking
Other Uses	No parking required	Parking required	No parking required	Up to 100% of required parking

* Net new floor area is the gross floor area of the building minus the floor area of the existing building.

** If the new use is the same as the old use, no new parking is required unless new floor area is added.

*** After November 25, 2006, Restaurant and Administrative Office uses that occupy space which has been vacant for one year or more are subject to the 50% parking in-lieu fee. Parking also required for replacement and net new floor area.

UPPER FLOORS

Upper Floors*	New Construction: Replacement of Existing Floor Area	New Construction: Net New Floor Area	Change of Use	Amount of Required Parking That Can Be Supplied With In-lieu Fees
Retail or Personal Services	No parking required	Parking required	No parking required	Up to 100% of required parking
Restaurants and Administrative Offices	No parking required	Parking required	No parking required	Up to 100% of required parking
Residential	Parking required	Parking required	Parking required	Up to 100% of required residential guest parking
Other Uses	No parking required	Parking required	No parking required	Up to 100% of required parking

* Mezzanines are considered second floors and square footage will be counted toward parking requirements. Outdoor balconies on upper floors that are open to the sky will not be counted as floor area.

OTHER AREAS WITHIN THE PARKING DISTRICT				
	New Construction: Replacement of Existing Floor Area	**New Construction: Net New Floor Area**	**Change of Use***	**Amount of Required Parking That Can Be Supplied With In-lieu Fees**
Retail or Personal Services	Parking required. A credit of 1 space for every 500 square feet of existing building area.√[1]	Parking required	No parking required	No parking required
Restaurants and Administrative Offices	Parking required. A credit of 1 space for every 500 square feet of existing building area.√	Parking required	No parking required before November 25, 2005 ..... Parking in-lieu fee required at 50% of usual fee after November 25, 2005**	Up to 20% of required parking
Residential	Parking required	Parking required	Parking required	Up to 100% of required residential guest parking
Other Uses	Parking required. A credit of 1 space for every 500 square feet of existing building area.√	Parking required	No parking required	Up to 20% of required parking

√ This credit will expire in May 2009. After May 25, 2009, on-site parking or parking in-lieu fees shall be provided according to Precise Plan parking ratios and in-lieu parking provisions.

√ The total number of spaces generated by this parking credit shall be subtracted from the total parking required for the project to determine the adjusted requirement.

* If the new use is the same as the old use, no new parking is required unless new floor area is added.

** After November 25, 2005, Restaurant and Administrative Office uses that have been vacant for one year or more are subject to the 50% parking in-lieu fee.

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[1] The Parking District has provided, through a prior bond issue, approximately 1,022 parking spaces (as of 2004) supporting approximately 530,000 square feet of nonresidential floor area for a ratio of one parking space per 518 square feet. The one space per 500 square foot credit acknowledges the parking spaces that have already been provided for existing downtown floor area within the Parking District.

Convenient and well-designed Downtown parking.

TABLE II – 4

AREAS OUTSIDE THE PARKING DISTRICT				
	New Construction: Replacement of Existing Floor Area	**New Construction: Net New Floor Area**	**Change of Use**	**In-lieu Fee**
All Uses	Parking required	Parking required	No parking required	N/A

5. Loading Space Requirements

One loading space shall be provided for new commercial and office buildings over 10,000 square feet. For new buildings over 30,000 square feet, an evaluation of the loading space requirements for the project and a comparison of loading space requirements in similar downtown areas must be supplied by the property owner or developer. The Zoning Administrator may adjust these loading space requirements where there are unique circumstances involving access to the site or where it is demonstrated that the characteristics of the proposed use would require fewer or more loading spaces. Area H is exempt from loading space requirements.

6. Elevator Requirements

Elevators that go between the below-grade parking garage and the podium level (first floor) are required for residential projects with more than 40 units.

7. Trip Reduction Programs

A5 percent reduction in required parking may be approved for office uses provided the developer or building owner agrees to implement and maintain trip reduction programs. Programs shall be tailored to the individual use and shall include a variety of strategies to encourage the use of alternatives to the single-occupant automobile (a list of strategies is included in Appendix A).

8. Public/Private Partnerships

Aprivate developer can build a mixed-use development that provides both public parking and parking for the new development. If the development is on a public parking lot, both replacement public parking and parking for the private development would be required.

Apublic/private partnership also provides needed shared parking outside the Parking District. Currently there is no public parking and all parking must be on-site, making it difficult to develop smaller parcels. Unlike a potential project within the Parking District, there would be no financing mechanism to pay for the public share. Consideration should be given to developing a financing method if a development opportunity is presented.

D. SLIDING RESIDENTIAL DENSITY SCALE

1. Objectives

- Establish realistic residential densities based on the number of residential units that are feasible given the standard downtown lot depths and the variety of different lot sizes.

- Provide clear direction to developers about potential residential densities, particularly on smaller sites where feasible densities are lower.

- Promote quality residential projects that are well integrated with surrounding development and appropriate for the size of the parcel.

2. Sliding Residential Density Scale Requirements

It has been demonstrated through architectural prototypes that the size of a property will determine the level of residential density that is feasible. Larger properties can accommodate higher densities because there is substantially better parking efficiency. This parking efficiency allows more units per acre of land than is possible on small sites.

The following charts are based on practical densities for typical downtown properties. They show the maximum density that will be allowed based on the size of the property. The minimum required lot sizes are given in the left column, and the maximum allowable densities are given in the right column. As shown in these charts, the highest densities specified for each of the Precise Plan areas will only be allowed on larger sites.

Sliding residential density scale requirements do not apply to Area H, the Castro Street frontage of Area J or the Hope Street frontage of Area J between El Camino Real and Fairmont Avenue. The sliding residential density scale was primarily developed for the areas of the Plan that transition to lower density single- and two-family residential developments with larger lots. By comparison, Area H is the core of the downtown commercial district and has a distinctly different development pattern and intensity than the Transition Areas. There are many smaller lots.

Chart 1. Sliding Scale for Area B and Hope Street Frontage of Area J*

Minimum Lot Area (Square Feet)	Number of Residential Units	Allowable Density (units/acre)
Less than 7,500	1 (plus companion unit[2])	6
7,500	2	12
10,000	4	20
11,250	6	24
15,000	11	30 (max. density)
22,500	N/A	30 (max. density)

*Except Hope Street frontage between El Camino Real and Fairmont Avenue, which is up to 50 du/ac.

Chart 2. Sliding Scale for Area F

Minimum Lot Area (Square Feet)	Number of Residential Units	Allowable Density (units/acre)
Less than 7,500	1 (plus companion unit)	6
7,500	2	12
10,000	4	20
11,250	7	27
15,000	11	32
22,500	19	38 (40 max. density)

[2] Companion units are small secondary units (generally 700 to 900 square feet) that can be added to properties with existing single-family homes. The development standards and requirements for companion units are specified in Section A.36.12.040(B) of the Zoning Code, except as may be specifically amended by this Precise Plan.

Chart 3. Sliding Scale for Areas A, C, D, E, G and I

Minimum Lot Area (Square Feet)	Number of Residential Units	Allowable Density (units/acre)
Less than 7,500	1	6
7,500	2	12
10,000	4	20
11,250	8	32
15,000	13	38
22,500	22	43
45,000	50	50 (max. density)

3. Density Adjustment for One-Bedroom Units and In-Lieu Parking

The sliding density charts are based on all the required parking being on-site and a parking requirement of 2 spaces plus 0.3 guest space per unit (as required for two- and three-bedroom units). One-bedroom and studio units require less parking (1.5 spaces plus 0.3 guest space per unit) and, therefore, more units are feasible per acre of land and the practical density is higher. Also, some housing projects may be in the Parking District, and 100 percent of the required guest parking could be satisfied through payment of an in-lieu parking fee rather than providing the parking on-site. This would also result in a higher feasible density.

In situations where on-site parking has been reduced from the usual standards, the Zoning Administrator may allow a density increase. This increase may not exceed 20 percent of the allowable density under the sliding scale charts, and it must be demonstrated that the project does not compromise any other development standards or design guidelines for the property. Calculations for an increase in density will be pro-rated based on the magnitude of change in on-site parking, for example, the percentage of one-bedroom and studio units or the amount of in-lieu, off-site parking.

4. Senior Housing, Affordable and Efficiency Studios Housing

The sliding density scale does not apply to senior housing, efficiency studios and housing affordable to low-income and very low-income households as defined in the Zoning Ordinance. Higher densities are possible for these types of housing due to the small size of the units and reduced parking demand.

E. PRESERVATION OF HISTORIC BUILDINGS

Downtown Mountain View is the symbolic and historic center of the City. The vision for downtown is to preserve the mix of buildings, the pedestrian-scaled environment and the carefully designed public spaces that contribute to its special community character. Downtown's late 19th and early 20th Century buildings contribute historic character and distinctiveness to this desirable pattern and mix of buildings. Some of the buildings may be listed on the City's Register of Historical Resources (Register) because of their architectural distinction or their association with the City's prominent early citizens. Changes to these buildings are governed by the City's Ordinance for the Preservation of Historical Resources

New buildings must also be sensitive to the historic storefront scale and architecture of the downtown. This is assured through the Precise Plan Design Guidelines which require that new buildings fit into the context of the surrounding properties. The architectural treatment recommendations on Page 82 illustrate the key historic storefront characteristics.

F. DEFINITIONS

Zoning Ordinance definitions shall apply with the following additional interpretations.

1. Building Height

Building height is defined in the Zoning Ordinance and shall be measured accordingly. In addition, the following definition applies: below-grade parking structures that do not extend more than 4'above grade will not be counted as a story for the purposes of determining building height. For example, a building with a below-grade parking structure 4'above grade and a three-story building above the parking structure will be considered a three-story building.

2. Front Building Setback

Generally, the front building setback will be measured from the front property line. However, in some areas of downtown, the front property lines extend into an adopted street plan line or street improvements. If the front property line is not the same as the adopted street plan line, then the front setback shall be measured from the adopted plan line as more specifically described in the Zoning Ordinance. There are a few areas of the Precise Plan where the front building setback is measured from the curb, and this has been noted in the development standards for those areas.

The Mockbee Building, originally constructed in 1906.

3. Offices

A facility used for business or personal services involving information processing, clerical work, consulting and record-keeping rather than sale or manufacturing of goods. The term "office" shall include, but not be limited to, general business offices and personal service offices such as tax preparation offices and real estate offices, but does not include banks and other financial offices, medical, dental or related health care services, administrative offices or research and development uses.

4. Open Space Calculations

The calculation of open space shall be based on the definition of "open area" in the Zoning Ordinance. In addition, open space may include open area above parking structures on the parking podium.

III. AREA-SPECIFIC STANDARDS, GUIDELINES AND PROTOTYPES

A. PLANNING AREAS WITHIN THE DOWNTOWN

Although a major objective of this development program is to promote a coherent and cohesive downtown, it is recognized that the downtown is diverse, with subareas that have their own unique characteristics. In order to create a development program that is appropriate to these diverse conditions, 10 "action" areas have been identified within the downtown. As illustrated on Figure 2, these include:

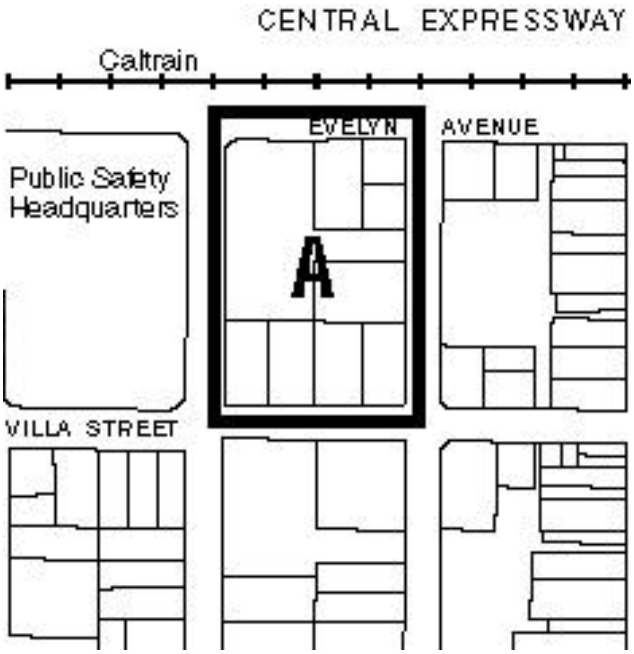
Area A—Evelyn Avenue Block	Between Evelyn Avenue, Bryant Street, Villa Street and Franklin Street.
Area B—Franklin Street Blocks	Residential transition blocks between Villa and Mercy Streets.
Area C—Bryant Street Blocks	Mixed-use transition blocks between Villa and Mercy Streets.
Area D—Castro Central West	Office core area defined by Castro Street, Mercy Street, Bryant Street, and California Street.
Area E—Castro Central East	Defined by Castro Street, Mercy Street, Hope Street and California Street.
Area F—View/Hope Streets	Residential transition areas that are the half-block on Hope Street between California and Dana Streets and the half-block on View Street generally between Dana and Villa Streets.
Area G—Transit Center	Blocks located closest to the transit center and defined by Evelyn Avenue, View Street, Villa Street and Hope Street and the half-block on Hope Street between Villa and Dana Streets.
Area H—Historic Retail District	The six-block Historic Retail District flanks Castro Street between Evelyn Avenue and California Street.
Area I—Civic Center	The Civic Center/Eagle Square/Gateway Center blocks on the west side of Castro Street between Mercy Street and El Camino Real.
Area J—Castro Street East	The blocks between Castro Street and Hope Street and between Mercy Street and El Camino Real.

In order to fulfill the City's objectives and the urban design concept for the downtown, a series of development strategies has been devised for each of these subdistricts. While these strategies address specific issues related to each of the subdistricts, they are also aimed at creating a consistent set of policies for the entire downtown area. In addition to the strategy, specific development requirements and design guidelines have been prepared for each of the subareas. Development requirements specify such factors as use, intensity, height, bulk, yards, setbacks, ground-level uses, parking and service area requirements. These development controls are based on an understanding of a range of development prototypes that could result from application of the development standards and guidelines. Design guidelines, on the other hand, are intended as recommendations for the architectural treatment and organization of buildings and open space and are the suggested criteria for reviewing projects during the design review process.

1988 artist concept of Castro Street near City Hall.

AREA A. EVELYN AVENUE BLOCK

A. DEVELOPMENT STRATEGY



The Evelyn Avenue block is envisioned as having a mix of commercial and residential uses. Retail businesses, restaurants and offices would be focused on Villa Street, which is one of the principal entrances to downtown. On Villa Street, ground-level businesses should be primarily retail stores and restaurants. The rest of the block is an opportunity for more downtown housing in a location close to the new Transit Center, shopping and dining. Since this block is close to the railroad lines and Central Expressway and is not immediately adjacent to single-family neighborhoods, it can comfortably accommodate a four-story building height and more development intensity than the downtown transitional areas.

Open space areas will have an urban character consistent with a downtown location. The primary purpose of these open space areas is to provide light, air and a visual separation between buildings and residential units. Side and rear yard setbacks are intended to provide room for significant landscaping, including shrubs and trees for screening.

To maintain an attractive and lively pedestrian environment, parking should be below-grade or in parking structures. In-lieu parking is allowed on part of this block, and there may be an opportunity for more shared parking and joint development of the City-owned temporary parking lots, which are not within the Parking District. Residential projects should ensure adequate on-site parking for residents of the project, and off-site, in-lieu parking should be primarily reserved for guests.

B. DEVELOPMENT REQUIREMENTS

1. Permitted and Provisional Uses

Permitted Uses Fronting on Villa Street

a. Retail, not including drive-up or drive-in services;

b. Offices (not including administrative offices on the ground floor);

c. Art galleries;

d. Personal and business services; and

e. Residential uses at up to 50 units per acre on the upper levels (second to fourth floors).

Provisional Uses Fronting on Villa Street

a. Restaurant, including serving of alcoholic beverages clearly ancillary to food service; not including drive-up or drive-in services;

b. Administrative offices on the ground floor;

c. Theaters, entertainment and indoor recreation uses;

d. Surface parking and parking structures that exceed a height of 4' above finished grade; and

e. Any other business or service establishment that are determined by the Zoning Administrator to be of the same general character as listed above.

Permitted Uses on the Remainder of the Block

a. Residential uses at up to 50 units per acre.

Provisional Uses on the Remainder of the Block

a. Uses listed as permitted uses for properties fronting on Villa Street;

b. Administrative offices on the ground floor;

c. Restaurants;

d. Senior housing at up to 60 units per acre;

e. Efficiency studios;

f. Hotels;

g. Child-care centers;

h. Surface parking and parking structures that exceed a height of 4’ above finished grade; and

i. Theatre, entertainment and indoor recreational uses.

Prohibited Uses on Villa Street and the Remainder of the Block

a. Bars and nightclubs serving alcoholic beverages not ancillary to food service.

2. Building Height

Maximum building height is four stories.

3. Floor Area Ratio

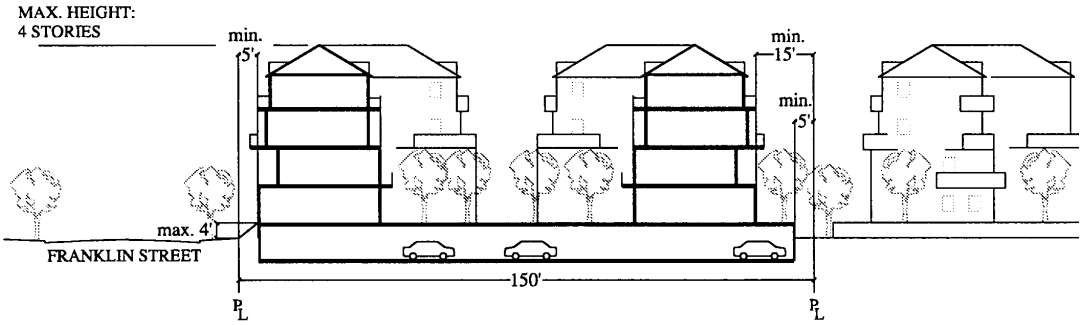
The maximum floor area ratio is 1.85.

4. Front Yard Setback

Buildings and parking structures must be set back at least 5’from the front property line. The Zoning Administrator may allow less building setback, especially for commercial businesses fronting on Villa Street, where it can be demonstrated that the setback is compatible with adjacent properties and enhances the streetscape. Porches and steps can be located in the front setback area, provided they are incorporated into an integrated landscape concept where the majority of the setback area is reserved for landscaping.

5. Side Yard Setback

Buildings and parking structures must be set back at least 5’from the side property line. The Zoning Administrator may reduce the building setback, especially for commercial businesses fronting on Villa Street, where it can be demonstrated that the setback is compatible with adjacent properties and enhances the streetscape. Landings and access steps may encroach



Illustrative Section - Area A 1" = 50'

into the side setback area as long as the majority of the side yard setback area is still reserved for landscaping. Trees that are 24" box size at a minimum spacing of 30' on center must be planted in this area to provide a landscaped buffer.

6. Rear Yard Setback

Buildings must be set back at least 15'from the rear property line. Parking structures (below-grade and at-grade structures) must be set back at least 5'from the rear property line. Stairs or terraces to provide access to this area from the podium open space may encroach into a portion of this space. Trees that are 24" box size at a minimum spacing of 30'on center must be planted in this area to provide a landscaped buffer.

7. Open Space

For residential projects, a minimum of 30 percent of the site area must be devoted to open space. For nonresidential projects, a minimum of 20 percent of the site area must be devoted to open space. The Zoning Administrator may reduce the required open space for non-residential projects, where it is found that such a reduction improves the quality of the project and enhances the commercial storefront character of the downtown district. Landscaped open space areas must include evergreen trees for screening, specimen trees for visual color and attractive shrubs and ground cover.

8. Noise and Ground Vibrations

Residential projects on Evelyn Avenue should be designed to minimize the noise and ground vibration impacts from Central Expressway and the Caltrain line. Anoise and vibration analysis prepared by a qualified acoustical engineer is required for all residential projects within 300' of the Evelyn Avenue right-of-way. The acoustical engineer's report shall identify any noise and vibration impacts and measures to reduce these impacts to acceptable levels.

9. Parking

Most properties in Area A are within the Downtown Parking District. Parking requirements for Area A are described in Section II.C, Parking Standards and Policies.

Surface parking is discouraged, although limited surface parking areas that are screened from streets and have generous landscaping may be permitted by the Zoning Administrator through a use permit process. Below-grade parking shall not extend more than 4' above grade and ventilation exhaust grilles or shafts should not be adjacent to public sidewalks or accessways. Any on-site parking garage must be accessed in a safe, attractive manner and must not interfere with the orderly flow of traffic on public streets and parking lots.

10. Service Access

Trash and loading areas should be well screened from public view and located away from adjacent residential uses. An alley easement shall be provided along the south property lines of the residential areas, adjacent to the Villa Street businesses, to provide access to the residential projects and service access to the Villa Street businesses. On-site trash receptacles should be consolidated in one area that is easily accessible for garage pickup from a street or alley.

C. DESIGN GUIDELINES

These are recommendations for the architectural treatment and organization of buildings and open space, and are the suggested criteria for reviewing projects during the design review process.

1. Ground-Level Treatment

Primary pedestrian access to all ground-level uses should be from the sidewalk along the public street. Commercial development should meet the guidelines for ground-level treatment outlined in the Historic Retail District. The finished floor elevation of commercial development should not be greater than 1'above sidewalk level. Access to individual residential units should also be from the sidewalks, using front porches, steps, stoops, landscaped setbacks and similar features to create a transition from public to private areas.

Particular attention should be given to craftsmanship and detailing within the pedestrian's range of touch and view. For instance, the use of special storefront detailing, facade ornamentation, special materials, flower boxes, flags and banners can reinforce the pedestrian nature of the street.

2. Facade Treatment

To maintain the present scale and character of the downtown district, large uninterrupted expanses of horizontal and vertical wall surface should be avoided. Building facades should respond to the relatively narrow increments of development (25'to 50') with variation in fenestration, building materials and/or building planes.

Corner parcels are encouraged to incorporate special features such as special corner entrances, display windows, corner roof features, etc.

3. Windows

Building walls should be accented by well-proportioned openings that provide relief, detail and variation on the facade. Windows should be inset generously from the building wall to create shade and shadow detail. The use of high-quality window products that contribute to

the richness and detail of the facade is encouraged.

4. Development Massing

In Area A, buildings can be up to four stories, which is taller than other downtown transition areas within the Precise Plan. This additional height requires particular attention to the massing of the buildings to ensure an appropriate transition with surrounding development. New residential development on large parcels should emphasize individual units and echo the narrow parcel increments in the historic Castro Street commercial district. Commercial development on Villa Street should be a visual extension of the Castro Street commercial district and be sensitive to the traditional building size and storefronts on Castro Street.

New residential development in Area A.

5. Setbacks

Building setbacks in Area A are intended to create a transition between the hardscape, urban environment on Castro Street and the front lawns and suburban setting in the downtown neighborhoods. Building setbacks should be abundantly landscaped to provide screening and introduce more trees and plantings in this area. Landscaped setback areas should be integrated with buildings by providing openings in the building walls that connect the perimeter landscaping with interior courtyards and pathways.

6. Roof Treatment

Interesting and varied roof forms are encouraged. Rooftop equipment shall be concealed from view and/or integrated within the architecture of the building.

7. Open Space

Open space within the downtown area is not intended to provide recreational space or large landscaped areas, since this is a more urban environment and there are ample recreational opportunities downtown in Pioneer and Eagle Parks. However, open space is an important

element and should be used to effectively articulate building forms, promote access to light and fresh air, and maintain privacy for downtown residents.

In residential development, most open space should be used to provide attractive amenities for residents, including interior courtyards and perimeter landscaping. Commercial development should typically have less open space in order to maintain a direct pedestrian relationship and continuous storefront streetscape. Open space for nonresidential projects should provide a visual amenity for the complex and an attractive buffer to adjacent residential uses.

8. Building Materials

Building materials should be richly detailed to provide visual interest. Reflective glass is considered an undesirable material because of its tendency to create uncomfortable glare conditions and a visual barrier between pedestrians and activity inside stores and restaurants. Metal siding and large expanses of wood siding are also to be avoided. Materials should be light in color: earth tones, pastels or whites accented with dark or bright colors are considered compatible with existing architecture in the area. Roofing materials and accenting features such as canopies, cornices, tile accents, etc. should also offer color variation. Residential building materials should include quality details such as wrought iron, wood-framed windows, wood brackets and tile roofs.

9. Special Conditions

Buildings fronting Evelyn Avenue should recognize the role of this street as a highly visible edge of the downtown district by paying particular attention to upper-level treatment and detailing that is recognizable and distinctive from a distance (colorful canopies, fenestration, interesting roof forms, facade ornamentation, etc.).

10. Site Access

Curb cuts should be minimized to promote traffic and pedestrian safety and create cohesive landscaping and building facades. Amaximum of two curb cuts should be provided for projects requiring 30 parking spaces or more; for projects with less than 30 spaces, only one curb cut should be provided. One-way driveways should have curb cuts with a fully depressed width no greater than 12’; two-way curb cuts should be no greater than 22’. Primary access to the residential projects should be from an alleyway that extends from Bryant Street to Franklin Street along the southern property lines of the residential areas.

AREA B. FRANKLIN STREET RESIDENTIAL TRANSITION AREA

A. DEVELOPMENT STRATEGY

The preservation of downtown neighborhoods is an important objective, requiring that new development in the downtown transition sensitively to the one- and two-story single-family homes in surrounding neighborhoods. To ensure such a transition, Area B along Franklin Street between Villa and Mercy Streets has been set aside primarily for residential use. This area has a strong residential character. Existing development is primarily one- or two-story single-family homes and small apartments. Franklin Street defines the boundaries of the Precise Plan and the edge where the commercial downtown district transitions to the surrounding residential neighborhoods.

Residential development in this area is envisioned at a scale and density to create an appropriate transition between the mixed-use zone on Bryant Street and the residential neighborhoods to the west. Limited neighborhood-serving commercial uses can be allowed on the corners of the cross-street where it can be found that they are beneficial to the neighborhood.

Height limits within this district are also intended to provide a proper transition in scale between the mixed-use zone and the single-family homes of the neighborhoods. A maximum three story "restricted" building height is proposed for this area. This requires the third floor to be tucked into the roofline to reflect the residential architecture of the area. Most of Area B is not in the Parking District, so parking must be provided on-site in these areas. Parking must be fully below grade to be compatible with the at-grade, single-family homes on the other side of Franklin Street or on small sites may be well-screened surface parking.

B. DEVELOPMENT STANDARDS

1. Permitted and Provisional Uses

Principal Permitted Uses

a. Residential dwellings up to 30 units per acre.

b. Companion units on lots with more than 5,000 square feet.

Provisional Uses

a. Senior housing up to 50 units per acre.

Additional Provisional Uses on Cross Streets and Corner Properties

a. Neighborhood-serving retail and personal services;

b. Public and quasi-public buildings and uses of a recreational, educational, religious, cultural or public service type; and

c. Any other use which is determined by the Zoning Administrator to be of the same general character as listed above.

Prohibited Uses

a. Bars, nightclubs, establishments providing entertainment or permitting dancing and/or establishments serving alcoholic beverages not ancillary to food service.

2. Building Height

Buildings may be a maximum of three stories provided that the third floor is tucked into the roofline, so that the building looks like a two-story structure. For this restricted three-story height, the eave height shall not be higher than 22’ from the curb and the total height to the peak of roof shall not exceed 35’in height.

3. Floor Area Ratio

The maximum floor area ratio is a 1.1 FAR.

4. Front Yard Setback

A minimum 13' front yard building setback is required for buildings and parking structures. Porches and steps may encroach up to 4'into the front setback area, provided they are incorporated into an integrated landscape concept where the majority of the setback area is reserved for landscaping.

5. Side Yard Setback

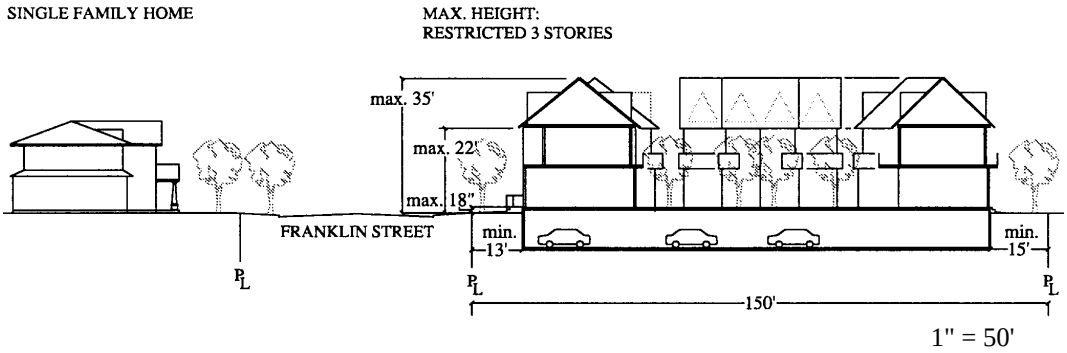
A minimum 5' side yard building setback is required for buildings and parking structures. Landings and access steps may encroach into the side setback area as long as most of the side yard setback area is still reserved for landscaping. Trees that are 24" box size at a minimum spacing of 30' on center must be planted in this area to provide a landscaped buffer.

6. Rear Yard Setback

A minimum 15' rear yard setback is required for buildings and parking structures. Surface parking and detached garages up to a maximum height of 15'are permitted to be built within the rear yard but must maintain a minimum 5' setback from the rear property line. Stairs or terraces to provide access to this area from podium open space may encroach into a portion of this space. Trees that are 24" box size at a minimum spacing of 30'on center must be planted in this area to provide a landscaped buffer.

7. Open Space

For residential projects, a minimum of 50 percent of the site area must be devoted to open space. For nonresidential projects, a minimum of 30 percent of the site area must be devoted to open space. The Zoning Administrator may reduce the required open space for nonresidential projects, where it is found that such a reduction improves the quality of the project and enhances the commercial storefront character of the downtown district. Landscaped open space areas must include large specimen trees, flower beds and grassy areas.



Illustrative Section - Area B.

8. Ground-Level Treatment

To ensure continuity with the adjacent residential neighborhood, all ground-level units adjacent to Franklin Street must have their principal means of pedestrian access from the sidewalk along the street. Provisional uses with exceptional design may be permitted a degree of variation from this requirement.

9. Walls and Fences

Freestanding walls or fences over 3' high are not permitted within required yards along streets. Fencing along interior property lines should maintain the residential character of this area and be made of wood or similar "good neighbor" fencing.

10. Parking

Most properties in Area B are not in the Downtown Parking District. Parking requirements for Area B are described in Section II.C, Parking Standards and Policies.

Below-grade parking must maintain the predominant at-grade relationship of homes on Franklin Street and cannot extend more than 18" above grade. Below-grade parking structures should have no ventilation exhaust shafts or grilles adjacent to public sidewalks or accessways.

11. Service Access

Trash and loading areas should be well screened from public view and located away from adjacent residential uses. On-site trash receptacles should be consolidated in one area that is easily accessible for garage pickup from a street or alley.

C. DESIGN GUIDELINES

These are recommendations for the architectural treatment and organization of buildings and open space, and are the suggested criteria for reviewing projects during the design review process.

1. Building Massing

In order to maintain the residential scale of the area and to reflect the character of the adjacent single-family neighborhoods, the massing of residential development should be designed so that individual units are identifiable in the building form. Variation in the roof line throughout the project is encouraged.

2. Roof Treatment

Sloping roofs that are frequently interrupted by dormer windows, loggias, chimneys and other design elements are preferred to long expanses of uninterrupted roof. The roof line of the development should be broken at minimum intervals of 25' to avoid large expanses of horizontal and vertical wall surface.

3. Windows

Building openings should be well proportioned and composed to give the building facade variation of light and shadow.

4. Ground-Level Treatment

The finish floor elevation of ground-level units should be no greater than 18" above grade. The street-level frontage along Franklin Street should be visually interesting with frequent unit entrances and the primary orientation and configuration of development parallel to the street. Entry porches along the street are encouraged. Long runs of exposed exterior stairs, however, should be avoided. Parking structures, mechanical spaces, vent shafts, etc. should not be visible from the street or sidewalk.

5. Facade Treatment

The facade treatment of residential complexes should distinguish the individual units, with the building wall broken along the street at intervals no greater than 25'. Walls should be well detailed and constructed and should be interrupted by well-composed window openings that give variety, shadow and interest to the elevations. Large expanses of blank walls should be avoided.

6. Building Materials

Residential development should make use of materials, colors and architectural vocabularies that are compatible with those of the California bungalow and Craftsman-style homes that dominate the residential fabric of the downtown neighborhoods.

7. Walls and Fences

Walls and fences should be designed to be compatible with the building vocabulary, and should be divided into modules that offer scale, shadow and variation along their length. Long expanses of unarticulated or unbroken walls and fences should be avoided.

8. Parking Treatment

Surface parking areas should take up no more than 50 percent of the open space area and should be generously landscaped and screened from street views. Covered parking garages should be no higher than 15' in height measured to the peak of the roof, with the structure itself well integrated within the architectural vocabulary and configuration of the building.

9. Curb Cuts

Curb cuts should be minimized along Franklin Street. A maximum of two curb cuts should be provided for projects requiring more than 30 parking spaces; for projects with less than 30 spaces, only one curb cut should be provided. One-way driveways should have curb cuts no greater than 12'in width; two-way driveways should have curb cuts no greater than 22' in width.

AREA C. BRYANT STREET MIXED-USE TRANSITION AREA

A. DEVELOPMENT STRATEGY

Large parcels and the possibility of parcel assembly in Area C create attractive opportunities for development that contributes to the improvement and diversification of downtown. Area C is experiencing significant change since many of the properties are being redeveloped. A critical aspect of new development on these blocks is the creation of an appropriate transition between the residential neighborhoods and the downtown. Development along Bryant Street should create well-scaled and articulated street walls facing the downtown, giving strong definition to the retail district and creating a distinct character for these streets. A three-story height restriction and FAR limitations will ensure an appropriate transition with Castro Street and to the scale of buildings in adjacent areas.

The mixed-use zone along Bryant Street offers the opportunity for higher-intensity uses that can help to activate the downtown. These uses are envisioned as higher-density, multi-family residential and commercial/office uses that will contribute to the creation of an active daytime and nighttime environment in the downtown area.

The character of these blocks will be similar to traditional urban neighborhoods, with residential uses on the mid-block properties and commercial uses on the corners. This will create a recognizable and consistent pattern of development that will minimize conflicts between commercial and residential uses. It will also strengthen the historic Castro Street district as the main street of Mountain View.

Most of the parking in Area C will be on-site parking, with some guest and customer parking allowed on the adjacent public parking lots. Some front setback is required on Bryant Street to screen below-grade parking structures, provide more landscaping and privacy for residential projects and create a distinctive character for this street.

B. DEVELOPMENT STANDARDS

1. Permitted and Provisional Uses

Permitted Uses on Mid-Block Properties

a. Residential uses at a density up to 50 units per acre.

Permitted Uses on Cross Streets and Corner Properties

a. Retail, not including drive-up or drive-in services;

b. Offices on the upper levels (second to third floors);

c. Art galleries;

d. Personal and business services; and

e. Residential uses at up to 50 units per acre on the upper levels (second to third floors).

Provisional Uses on Mid-Block Properties

a. Uses that are permitted uses on cross streets and corner properties;

b. Restaurant, including serving of alcoholic beverages clearly ancillary to food service; not including drive-up or drive-in services;

c. Mixed-use projects with a minimum site of one-half acre and a 150’ frontage;

d. Senior housing at densities up to 60 units per acre;

e. Efficiency studios;

f. Hotels;

g. Child-care centers;

h. Temporary at-grade parking;

i. Surface parking and parking structures that exceed 4’ above finished grade; and

j. Any other use which is determined by the Zoning Administrator to be of the same general character as listed above.

Provisional Uses on Cross Streets and Corner Properties

a. Ground-floor residential uses at densities up to 50 units per acre;

b. Ground floor office uses;

c. Restaurant, including serving of alcoholic beverages clearly ancillary to food service; not including drive-up or drive-in services;

d. Senior housing at densities up to 60 units per acre;

e. Efficiency studios;

f. Hotels;

g. Child-care centers;

h. Temporary at-grade parking;

i. Surface parking and structures that exceed 4' above finished grade; and

j. Any other use which is determined by the Zoning Administrator to be of the same general character as listed hereinabove.

Prohibited Uses on Mid-Block, Cross Streets and Corner Properties

a. Bars, nightclubs, establishments providing entertainment or permitting dancing and/or establishments serving alcoholic beverages not ancillary to food service.

2. Building Height

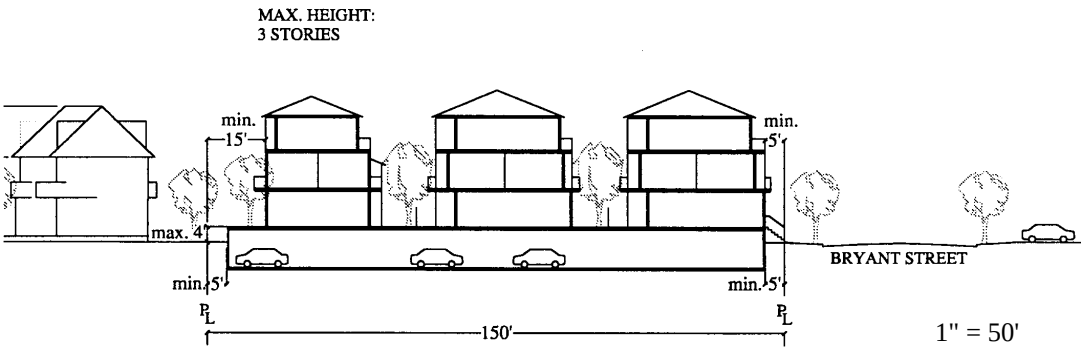
Maximum building height is three stories.

3. Floor Area Ratio

The maximum floor area ratio is a 1.4 FAR.

4. Front Yard Building Setback

Buildings and parking structures must be set back at least 5' from the front property line. Porches and steps may encroach into the front setback area, provided they are incorporated



Illustrative Section - Area C.

into an integrated landscape concept where the majority of the setback area is reserved for landscaping.

5. Side Yard Setback

Buildings and parking structures must be set back at least 5’ from side property lines. Landings and access steps may encroach into the side setback area as long as most of the side yard setback area is still reserved for landscaping. Trees that are 24” box size at a minimum spacing of 30’ on center must be planted in this area to provide a landscaped buffer.

6. Rear Yard Setback

Buildings must be set back at least 15’ from the rear property line. Parking structures must be set back at least 5’ from the rear property line. Stairs or terraces to provide access to this area from the podium open space may encroach into a portion of this space. Trees that are 24” box size at a minimum spacing of 30’on center must be planted in this area to provide a landscaped buffer.

7. Open Space

For residential projects, a minimum of 30 percent of the site area must be devoted to open space. For nonresidential projects, a minimum of 20 percent of the site area must be devoted to open space. The Zoning Administrator may reduce the required open space for nonresidential projects, where it is found that such a reduction improves the quality of the project and enhances the commercial storefront character of the downtown district. Landscaped open space areas must include evergreen trees for screening, specimen trees for visual color and attractive shrubs and ground cover.

8. Parking

Most properties in Area C are within the Downtown Parking District. Parking requirements for Area C are described in Section II.C, Parking Standards and Policies.

Surface parking is strongly discouraged, although limited surface parking areas that are screened from streets and have generous landscaping may be permitted by the Zoning Administrator through a use permit process. Below-grade parking shall not extend more than 4' above grade and ventilation exhaust grilles or shafts should not be adjacent to public sidewalks or accessways. Any on-site parking garage must be accessed in a safe, attractive manner and must not interfere with the orderly flow of traffic on public streets and parking lots.

9. Service Access

Trash and loading areas should be well screened from public view and located away from adjacent residential uses. On-site trash receptacles should be consolidated in one area that is easily accessible for garage pickup from a street or alley.

C. DESIGN GUIDELINES

These are recommendations for the architectural treatment and organization of buildings and open space, and are the suggested criteria for reviewing projects during the design review process.

1. Development Massing

The massing of development should be designed to reflect the Historic District's diverse character and scale and its relatively narrow parcel increments of 25' to 50'.

2. Ground-Level Treatment

Primary access to all ground-level uses should be from the street and sidewalk. Commercial development should meet the guidelines for ground-level treatment outlined in the Historic Retail District. The finished floor elevation of commercial development should not be greater than 1' above sidewalk level. Residential development may have a finished floor elevation up to 5' above sidewalk level to provide more interior privacy for residents. Entry porches along the street are encouraged to bridge this change in elevation and connect these units to the sidewalk. The street-level frontage of residential projects on Bryant Street should be visually interesting with frequent unit entrances and strong orientation to the street.

3. Building Materials

Building materials should be richly detailed to provide visual interest and should conform to the guidelines for the Historic Retail District outlined above.

4. Site Access

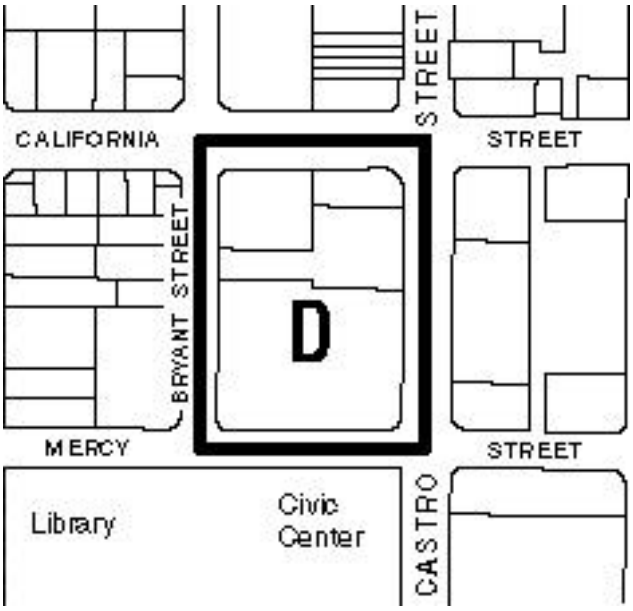
Curb cuts should be minimized along Bryant Street and, if required, should be located on the east-west streets to maximize visibility and accessibility for traffic circulating between

Shoreline Boulevard and Castro Street. Entries to below-grade parking should also be located to the side of a project, rather than the middle, to allow for a more integrated building form and cohesive landscaping.

A maximum of two curb cuts should be provided for projects requiring 30 parking spaces or more; for projects with less than 30 spaces, only one curb cut should be provided. One-way driveways should have curb cuts no greater than 12'; two-way curb cuts should be no greater than 22'.

AREA D. CASTRO CENTRAL WEST

A. DEVELOPMENT STRATEGY



This block is distinct from the historic Castro Street district to the north because of the high-rise Mountain Bay Plaza building. Area D is the central core for downtown office development. Substantial building heights and development intensity are intended to create a visual focal point for the downtown district and an identifiable core area. The new, high-quality office development at the intersection of Castro and California Streets that creates more downtown employment near transit, shopping, dining and housing options. In addition, this development provides a height transition between the one- to three-story structures along Castro Street and the 12-story, 150' high Mountain Bay Plaza.

The intersection of California and Castro Streets is one of the gateways into downtown. Buildings on this corner should be particularly well designed, with distinctive architectural features and superior building materials. The ground floors should be devoted primarily to high-quality retail uses that need the large floor plates. Ground-floor uses should present an open, active and pedestrian-oriented storefront.

Parking on this block typically will need to be provided on-site since none of the properties are in the Parking District and so in-lieu parking is not permitted. To maintain an attractive and lively building facade, parking should be in fully below-grade structures.

B. DEVELOPMENT STANDARDS

1. Permitted and Provisional Uses

Principally Permitted Uses

a. Retail, not including drive-up or drive-in services;

b. Offices on the upper floors (second to eighth floors); and

c. Restaurants on the ground level, including serving of alcoholic beverages clearly ancillary to food service; not including drive-up or drive-in services.

Provisional Uses

The following provisional uses will be allowed if they can sufficiently demonstrate that they will generate pedestrian activity and streetside interest compatible with the goal of maintaining continuous storefronts and the vital retail district on Castro Street. The criterion of generating pedestrian traffic is most critical for establishments fronting Castro Street.

a. Hotels;

b. Offices on the ground level except that no ground-floor office space is permitted fronting on Castro Street and ground-floor office space on California Street shall be designed to be easily converted to retail or restaurant use;

c. Personal and business services on the ground level;

d. Banks and financial institutions;

e. Bars, nightclubs, establishments providing entertainment or permitting dancing and/or establishments serving alcoholic beverages not ancillary to food service;

f. Child-care centers;

g. Senior housing at a maximum density of 60 units per acre;

h. Residential uses at a maximum density of 60 units per acre; and

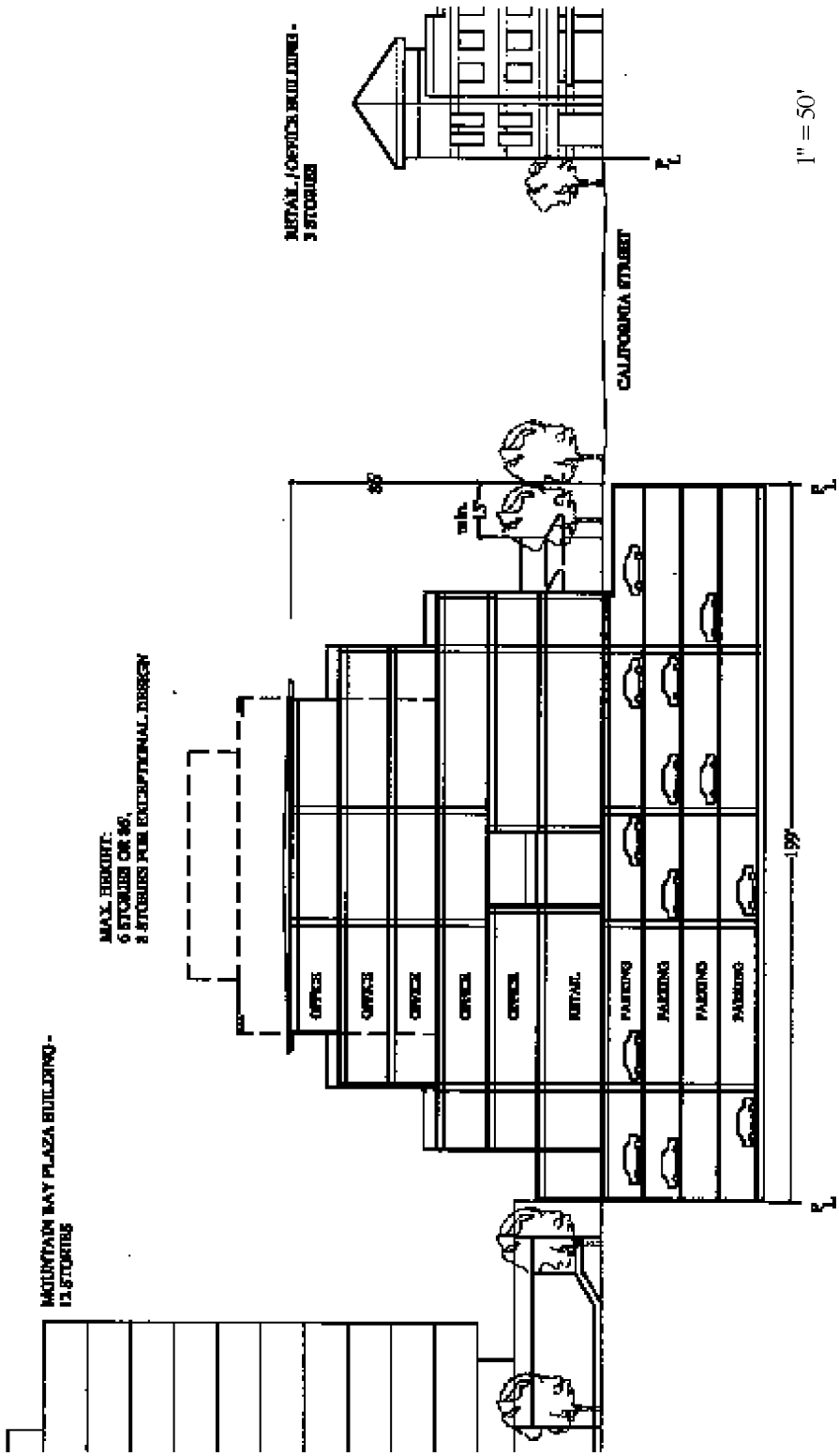
i. Any other use which is determined by the Zoning Administrator to be of the same general character as listed above.

2. Building Height

Maximum building height is six stories or 86’(whichever is less), including roof equipment. Abuilding height of up to eight stories may be authorized by the City Council for exceptional architecture and aesthetic merit.

The first floor fronting Castro and California Streets must be designed to have a minimum ceiling height of 10’ in order to accommodate retail, and the floor should be no more than 1’ above sidewalk level.

Given the height of buildings on this block, great care should be taken to maintain a comfortable pedestrian scale at the sidewalk level. The Zoning Administrator may require



Illustrative Section - Area D.

special design features or that the building be stepped back to create an engaging pedestrian environment at the ground level.

3. Floor Area Ratio

The maximum floor area ratio is a 2.75 FAR.

4. Front Yard Building Setback (Castro Street)

Buildings and parking structures must be set back at least 62' from the Castro Street centerline to align with the podium face of the existing Mountain Bay Plaza building at 444 Castro Street and the extent of the Castro Street improvements. Greater setbacks may be required by the Zoning Administrator for portions of the building to preserve trees, accommodate pedestrians and provide courtyards, plazas and similar features that create pedestrian entries into the interior of the site.

5. Side Yard Building Setback (California and Mercy Streets and Interior Property Lines)

Buildings and parking structures must be set back at least 15'from the curb on California and Mercy Streets. No side yard setback is required along interior property lines.

6. Rear Yard Building Setback (Bryant Street)

Buildings and parking structures must be set back at least 15'from the curb on Bryant Street. This will provide a 10' sidewalk adjacent to the curb and 15' setback to match the existing sidewalk and building setbacks at the Mountain Bay Plaza building. A planting strip may be provided between the sidewalk and the building to accommodate additional trees and landscaping.

7. Open Space

A minimum of 20 percent of the site area must be devoted to open space, excluding public sidewalk easements. At least 15 percent of this open space area should be in publicly accessible open space at grade level. The Zoning Administrator may reduce the required open space for nonresidential projects where it is found that such a reduction improves the quality of the project and enhances the commercial storefront character of the downtown district.

8. Parking

Properties in Area D are not in the Downtown Parking District, so off-site in-lieu parking is not an available option unless the site is annexed into the Parking District. Parking shall be fully below grade to place storefronts on the ground level and create a continuation of the

Castro Street storefront vernacular. To maintain a consistent building wall and downtown traffic circulation, access to parking garages on this block shall not be from Castro Street. Preferred access to parking is from Bryant Street.

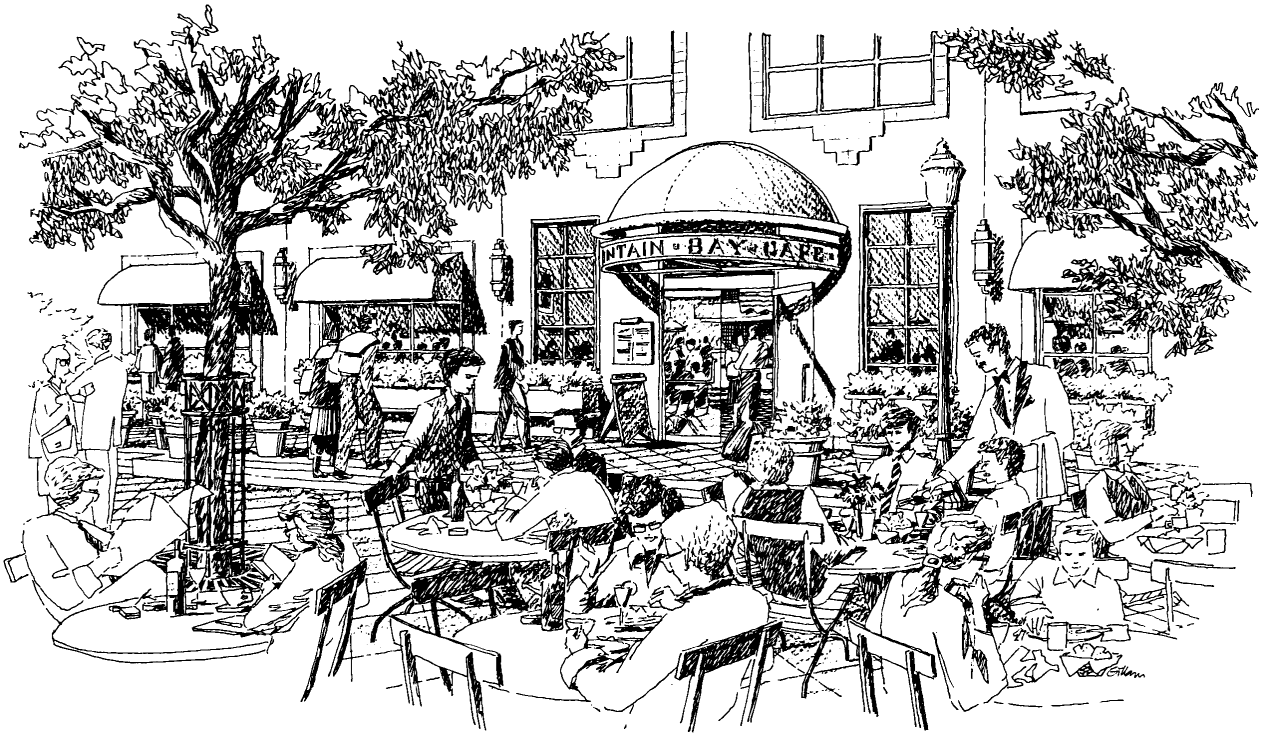
9. Service Access

Trash and loading areas should be well screened from public view and located away from adjacent residential uses.

C. DESIGN GUIDELINES

1. Ground-Level Treatment

Primary pedestrian access to all ground-level uses should be from the street. Commercial development should meet the guidelines for ground-level treatment outlined in the Historic Retail District. Retail businesses and restaurants should be oriented to Castro and California Streets. The finished floor elevation of commercial development should not be greater than 1' above sidewalk level and should incorporate transparent, clear windows and multiple entries. Particular attention should be given to craftsmanship and detailing within the pedestrian's range of touch and view. For instance, the use of special storefront detailing, facade ornamentation, special materials, planters, outdoor seating, flags and banners can reinforce the pedestrian nature of the street.



1988 artist concept of sidewalk dining on Castro Street.

2. Facade Treatment

To maintain the present scale and character of the downtown district, large, uninterrupted expanses of horizontal and vertical wall surface should be avoided. Building facades should respond to the relatively narrow increments of development (25'to 50') with variation in fenestration, building materials and/or building planes.

Corner parcels are encouraged to incorporate special features such as rounded or cut corners, special corner entrances, display windows, corner roof features, etc.

3. Building Materials

Building materials should be richly detailed to provide visual interest. Reflective glass is strongly discouraged because of its tendency to create uncomfortable glare conditions and a visual barrier between pedestrian and activity inside stores and restaurants. Metal siding and large expanses of wood siding are also to be avoided. Materials should be light in color: earth tones, pastels or whites accented with dark or bright colors are considered compatible with existing architecture in the area. Roofing materials and accenting features such as canopies, cornices, tile accents, etc. should also offer color variation.

4. Windows

Building walls should be punctured by well-proportioned openings that provide relief, detail and variation on the facade. Windows should be inset generously from the building wall to create shade and shadow detail. The use of high-quality window materials that contribute to the richness and detail of the facade is encouraged.

5. Open Space Treatment

Open space shall encourage an active pedestrian relationship through the use of closely spaced street trees, courtyards, intimate plazas and varied pavement textures. These open spaces should be made inviting and attractive through the use of container plants, comfortable street furniture, sheltered seating, public art and a strong visual connection with the street.

6. Parking Treatment

All parking must be provided underground.

7. Setbacks

The setbacks for buildings on this block shall be coordinated to create a continuous building wall and integrated development. Increased setbacks in some areas may be needed to pre-

serve Heritage trees and create urban plazas and walkways that invite pedestrians into the site. While the ground-floor facades will create a contiguous building facade, the upper levels must provide enough separation to ensure abundant light and air and the creation of high-quality office space.

The upper levels on midrise buildings should be stepped back to achieve an appropriate pedestrian scale at the ground level and good relationship with existing one- to three-story buildings on Castro Street. This stepback is also necessary to break up the massing of the building so it is more in scale with development elsewhere on the street.

8. Roof Treatment

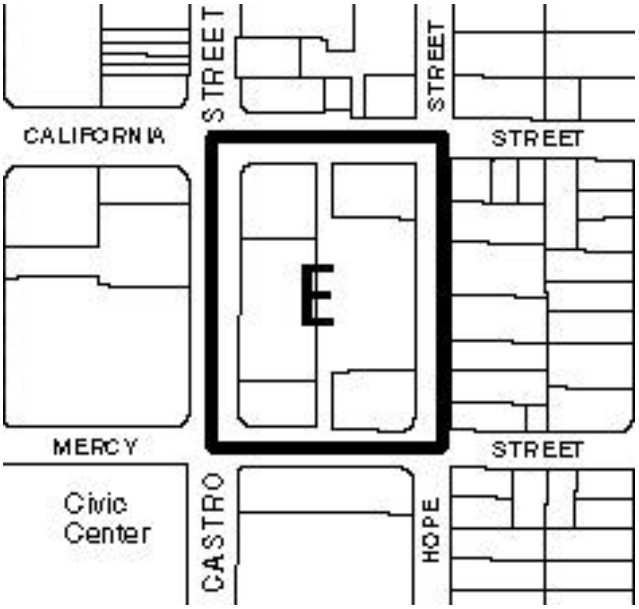
Interesting and varied roof forms are encouraged. Rooftop equipment shall be concealed from view and/or integrated within the architecture of the building.

9. Special Conditions

Buildings defining the intersection of California and Castro Streets should have exceptional architectural merit. They should incorporate special corner treatments and materials that reinforce the key significance of this intersection within the downtown. Large, blank, monotonous surfaces should be avoided, while surfaces that are rich in detailing and articulation are encouraged.

AREA E. CASTRO CENTRAL EAST

A. DEVELOPMENT STRATEGY



The limited number and large size of properties in Area E present an opportunity for significant redevelopment that could bring major new retailers and neighborhood-serving businesses downtown. Currently, properties on Castro Street are substantially underutilized and do not create the strong downtown focal point envisioned for this and the Mountain Bay Plaza blocks. Parcel assembly is encouraged to open up these development possibilities. New development may be possible in tandem with the public parking lot on this block.

Area E block consists of two distinct half-blocks: one fronting on busy Castro Street and the other fronting on a much quieter Hope Street. Development of the Castro Street half-block is intended to complement the scale of development in Area D. Buildings on the Castro Street half-block are permitted to reach a maximum height of five stories, with parcel assembly. This will achieve a height transition with Mountain Bay Plaza and future office development in Area D and help create a strong visual center for downtown. Ground-floor uses should continue the pattern of pedestrian-oriented storefronts along Castro Street, with office or residential uses on upper floors.

The half-block along Hope Street has a distinctly different and much quieter character than the Castro Street half-block. Development on this half-block must be sensitive to the single-family homes on the other side of this street. Building heights are lower and land uses are restricted to those that are compatible with housing. The existing public parking lot on this half-block serves as a buffer between Castro Street development and the single-family neighborhood east of Hope Street. However, it may be possible to replace the existing surface parking with below-grade parking and allow new private development on this site.

B. DEVELOPMENT STANDARDS

1. Permitted and Provisional Uses

Castro Street Half-Block Permitted Uses

a. Retail, not including drive-up or drive-in services;

b. Personal services;

c. Art galleries; and

d. Offices on the upper levels (second to fifth floors).

Castro Street Half-Block Provisional Uses

The following provisional uses will be allowed if they can sufficiently demonstrate that they will generate pedestrian activity and streetside interest compatible with the goal of maintaining continuous storefronts and the vital retail district on Castro Street. The criterion of generating pedestrian traffic is most critical for establishments fronting Castro Street.

a. Business services on the ground floor;

b. Restaurant, including serving of alcoholic beverages clearly ancillary to food service; not including drive-up or drive-in services;

c. Offices on the ground floor;

d. Banks and financial institutions;

e. Indoor recreation use;

f. Theaters;

g. Hotels;

h. Child-care centers;

i. Residential uses on the upper levels (second to fifth floors) at densities of up to 50 units per acre;

j. Bars, nightclubs, establishments providing entertainment or permitting dancing and/or establishments serving alcoholic beverages not ancillary to food service; and

k. Any other business or service establishments that are determined by the Zoning Administrator to be of the same general character as listed above.

Hope Street Half-Block Permitted Uses

Residential at densities up to 30 units per acre.

Hope Street Half-Block Provisional Uses

a. Neighborhood retail uses;

b. Offices;

c. Child-care centers;

d. Senior housing at densities up to 50 units per acre;

e. The existing church development on the corner of Mercy and Hope Streets; and

f. Any other business or service establishments that are determined by the Zoning Administrator to be of the same general character as listed above.

Hope Street Half-Block Prohibited Uses

Bars, nightclubs, establishments providing entertainment or permitting dancing and/or establishments serving alcoholic beverages not ancillary to food service.

2. Height

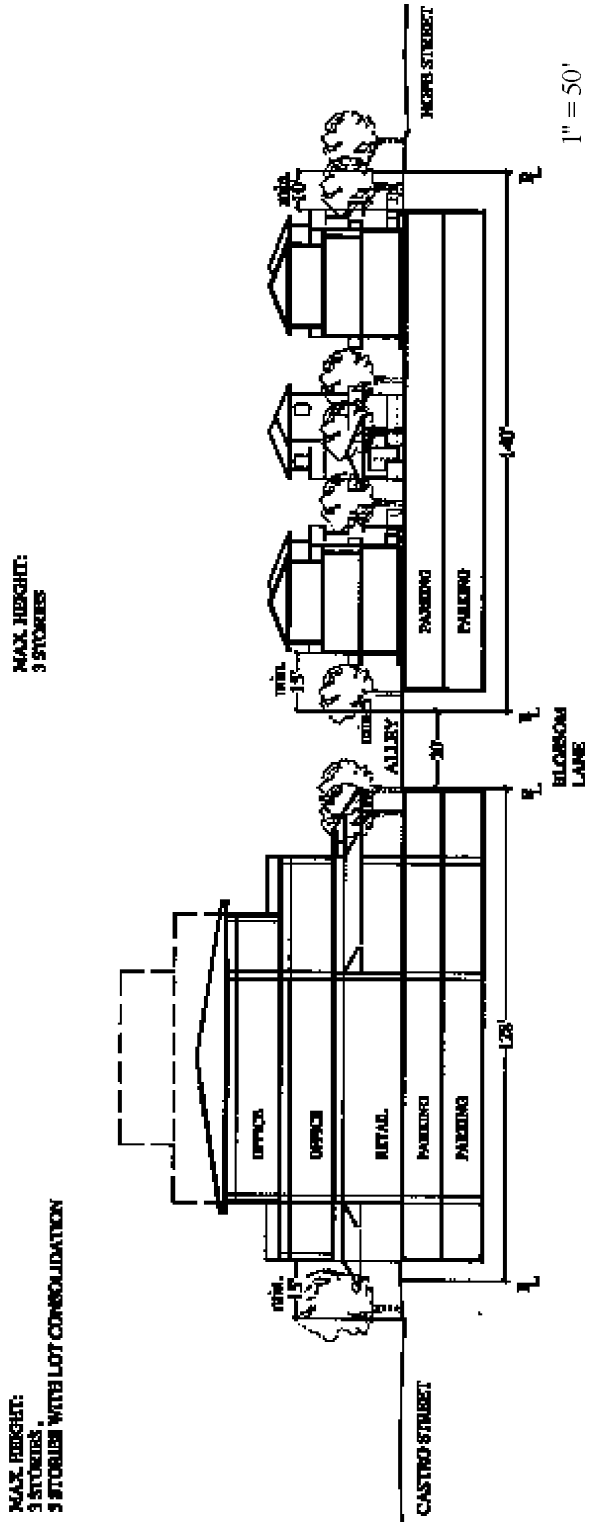
Castro Street Half-Block

For the half-block facing Castro Street, development shall be a maximum height of three stories and may have a maximum height of five stories if properties are consolidated into sites with one or more acres. In addition, decorative and nonhabitable roof treatment (cupolas, sloping roofs to conceal mechanical equipment, special features) may be permitted, upon design approval, to exceed the five-story height limit.

The first floor fronting Castro Street must be designed to have a minimum ceiling height of 10’ in order to accommodate retail, and the floor must be no more than 1’ above sidewalk level.

Hope Street Half-Block

For the half-block facing Hope Street, buildings must not exceed three stories in height and should be designed to be sensitive to the scale of homes across the street.



Illustrative Section - Area E.

3. Floor Area Ratio

Castro Street Half-Block

The maximum floor area ratio is a 2.0 FAR.

Hope Street Half-Block

The maximum floor area ratio is a 1.1 FAR.

4. Front Yard Setback

Castro Street Half-Block

Buildings and parking structures must be set back 15' from the face of curb to be consistent with the 15'front setback across the street.

Hope Street Half-Block

Buildings and parking structures must be set back 10' from the front property line.

5. Side Yard Setback

Castro Street Half-Block

Buildings and parking structures must be set back at least 15' from the curb on California Street. No setback is required from interior side property lines.

Hope Street Half-Block

Buildings and parking structures must be set back at least 5'from the side property line. No setback is required from interior side property lines.

6. Rear Yard Setback

Castro Street Half-Block

No setback is required from the rear property line.

Hope Street Half-Block

Buildings and parking structures must be set back at least 15' from the rear property line. Parking structures must be set back at least 5' from the rear property line. Stairs or terraces

to provide access to this area from the podium open space may encroach into a portion of this space. Trees that are 24" box size at a minimum spacing of 30'on center must be planted in this area to provide a landscaped buffer.

7. Open Space

For residential projects, a minimum of 30 percent of the site area must be devoted to open space. For nonresidential projects, a minimum of 20 percent of the site area must be devoted to open space. The Zoning Administrator may reduce the required open space for nonresidential projects, where it is found that such a reduction improves the quality of the project and enhances the commercial storefront character of the downtown district. Landscaped open space areas must include evergreen trees for screening, specimen trees for visual color, and attractive shrubs and ground cover.

8. Through-Block Passage

A through-block public pedestrian passageway, similar to those provided within the Historic Retail District, is required to connect the public surface lot along Hope Street with Castro Street. Businesses fronting mid-block pedestrian passageways should provide direct access to those passageways and have attractively framed windows and doorways.

9. Parking

All properties in Area E are within the Downtown Parking District. Parking requirements for Area E are described in Section II.C, Parking Policies and Standards.

Surface parking for private development is discouraged, although limited surface parking areas that are screened from streets and have generous landscaping may be permitted by the Zoning Administrator through a use permit process. On the Castro Street half-block, parking should be fully below grade to keep storefronts at the sidewalk level. On the Hope Street half-block, below-grade parking shall not extend more than 4' above grade, and ventilation exhaust grilles or shafts should not be adjacent to public sidewalks or access ways.

10. Site Access

The development shall not have any curb cuts across Castro Street but must instead use the existing north-south alley at mid-block for all access requirements.

11. Service Access

Trash and loading areas should be well screened from public view and located away from adjacent residential uses. On-site trash receptacles should be consolidated in one area that is easily accessible for garage pickup from a street or alley.

C. DESIGN GUIDELINES

These are recommendations for the architectural treatment and organization of buildings and open space and are the suggested criteria for reviewing projects during the design review process.

1. Development Massing

Although an integrated development approach is encouraged for the Area E, the massing of development should be designed to reflect the downtown's diverse character and scale through variation in roof line, building plane and materials. To this end, the massing of buildings and the treatment of facades, windows and roofs should conform to the guidelines outlined for the Castro Street Historic Retail District and the Bryant Street Mixed-Use Transition Area.

2. Open Space Treatment

Development should incorporate open space that enhances the visual image, quality and amenity of the development, and that reinforces Castro Street as an active and attractive pedestrian street with arcades, passageways, and sidewalk cafés.

3. Parking Treatment

Parking should be within structures well integrated with the overall development. Below-grade parking is encouraged.

4. Ground-Level Treatment

The ground-level treatment on Castro Street should continue the pedestrian-oriented store-front pattern established for the Castro Street Historic Retail District. On Hope Street, the street level frontage should be visually interesting with frequent unit entrances and have a strong residential character. The primary orientation of development should be to the street and sidewalks. Rooflines along Hope Street should be highly articulated to reflect the predominantly 50' wide parcel size of the single-family homes across the street. Entry porches along the street are encouraged.

Ground-level uses adjacent to the public passageway between Castro Street and the City parking lot should open onto the passageway with attractively framed, clear glass windows and distinctive doorways. Particular attention should also be given to the paving and lighting treatment of the passageway.

5. Facade Treatment

To maintain the present scale and character of the downtown district, large, uninterrupted expanses of horizontal and vertical wall surface should be avoided. Building facades should respond to the relatively narrow increments of development (25 to 50) with variation in fenestration, building materials and/or building planes.

Corner parcels are encouraged to incorporate special features such as rounded or cut corners, special corner entrances, display windows, corner roof features, etc.

6. Building Materials

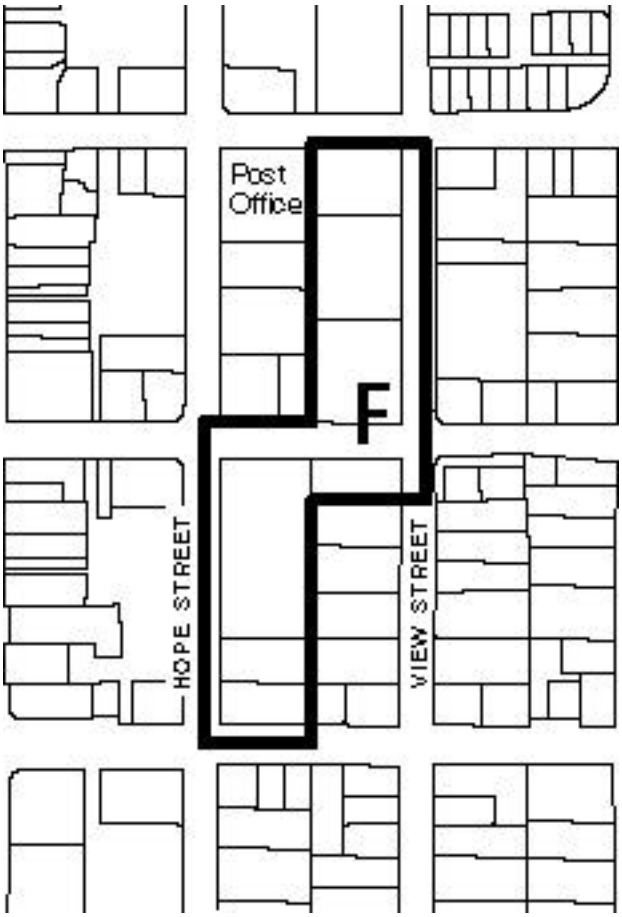
Building materials should comply with the guidelines for the Historic Retail District (Area H) and Bryant Street Mixed-Use Transition Area (Area C).

7. Special Conditions

Buildings defining a portion of the intersection of California and Castro Streets should incorporate special corner treatments that reinforce the key significance of this intersection within the downtown.

AREA F. VIEW AND HOPE STREETS RESIDENTIAL TRANSITION AREA

A. DEVELOPMENT STRATEGY



Area F consists generally of two separate half-blocks: one half-block fronts on Hope Street and the second half-block fronts on View Street. There are several long-term office uses in these blocks, so this area may change very slowly. Both blocks are adjacent to or across the street from residential uses. Therefore, Area F is reserved primarily for residential uses that will be compatible with the neighborhoods. A three-story height restriction and FAR limitations also will ensure an appropriate transition with these homes and with the Castro Street commercial district.

Residential densities for this area are intended to encourage significant new housing opportunities close to the Transit Center. The density and character of this housing will help identify the boundaries of the downtown district while maintaining an appropriate relationship with adjacent housing. Most of Area F is not in the Parking District, so parking will generally be provided on-site. As with other areas in the downtown district, parking should be below-grade to create a rich and varied streetscape that is not dominated by parking lots.

B. DEVELOPMENT STANDARDS

1. Permitted and Provisional Uses

Permitted Uses

a. Residential uses at a density up to 40 units per acre; and

b. Companion units on lots with more than 5,000 square feet.

Provisional Uses

a. Neighborhood serving retail and personal services;

b. Public and quasi-public buildings and uses of a recreational, educational, religious, cultural or public service use;

c. Senior housing at densities up to 60 units per acre;

d. Efficiency studios on the Hope Street half-block;

e. Child-care centers;

f. Surface parking and parking structures that exceed 4' above finished grade; and

g. Any other use which is determined by the Zoning Administrator to be of the same general character as listed above.

Prohibited Uses

a. Bars, nightclubs, establishments providing entertainment or permitting dancing and/or establishments serving alcoholic beverages not ancillary to food service.

2. Building Height

Maximum building height is three stories.

3. Floor Area Ratio

The maximum floor area ratio is a 1.3 FAR.

4. Front Yard Building Setback

Buildings and parking structures must be set back at least 10' from the front property line. Porches and steps may encroach into the front setback area, provided they are incorporated into an integrated landscape concept where the majority of the setback area is reserved for landscaping.

5. Side Yard Setback

Buildings and parking structures must be set back at least 5' from side property lines. Landings and access steps may encroach into the side setback area as long as the majority of

the side yard setback area is still reserved for landscaping. Trees that are 24" box size at a minimum spacing of 30'on center must be planted in this area to provide a landscaped buffer.

6. Rear Yard Setback

Buildings must be set back at least 15' from the rear property line. Parking structures must be set back at least 5' from the rear property line. Stairs or terraces to provide access to this area from the podium open space may encroach into a portion of this space. Trees that are 24" box size at a minimum spacing of 30'on center must be planted in this area to provide a landscaped buffer.

7. Open Space

For residential projects, a minimum of 30 percent of the site area must be devoted to open space. For nonresidential projects, a minimum of 20 percent of the site area must be devoted to open space. The Zoning Administrator may reduce the required open space for nonresidential projects, where it is found that such a reduction improves the quality of the project and enhances the commercial storefront character of the downtown district. Landscaped open space areas must include evergreen trees for screening, specimen trees for visual color, and attractive shrubs and ground cover.

High-density housing on Hope Street near the Downtown Transit Center.

8. Parking

Most properties in Area F are not in the Downtown Parking District. Parking requirements for Area F are described in Section II.C, Parking Standards and Policies.

Surface parking is strongly discouraged, although limited surface parking areas that are screened from streets and have generous landscaping may be permitted by the Zoning Administrator through a use permit process. Below-grade parking shall not extend more than 4' above grade and ventilation exhaust grilles or shafts should not be adjacent to public sidewalks or access ways. Any on-site parking garage must be accessed in a safe, attractive manner and must not interfere with the orderly flow of traffic on public streets and parking lots.

9. Service Access

Trash and loading areas should be well screened from public view and located away from adjacent residential uses. On-site trash receptacles should be consolidated in one area that is easily accessible for garage pick-up from a street or alley.

C. DESIGN GUIDELINES

These are recommendations for the architectural treatment and organization of buildings and open space, and are the suggested criteria for reviewing projects during the design review process.

1. Ground-Level Treatment

The street-level frontage along Hope and View Streets should be visually interesting with frequent unit entrances and the primary orientation and configuration of development parallel to the street. Entry porches along the street are encouraged. Long runs of exposed exterior stairs, however, should be avoided. Parking structures, mechanical spaces, vent shafts, etc. should not be visible from the street or sidewalk.

2. Facade Treatment

The facade treatment of residential complexes should distinguish the individual units, with the building wall broken along the street at intervals no greater than 25'. Walls should be well detailed and constructed and should be interrupted by well-composed window openings that give variety, shadow and interest to the elevations. Large expanses of blank walls should be avoided.

3. Building Materials

Residential development should make use of materials, colors and architectural vocabularies that are compatible with residential styles in the Old Mountain View neighborhood.

4. Building Massing

In order to maintain the residential scale of the area and to reflect the character of the adjacent single-family neighborhoods, the massing of residential development should be designed so that individual units are identifiable from the building form. Variation in the roof line throughout the project is encouraged.

5. Roof Treatment

Sloping roofs that are interrupted by dormer windows, loggias, chimneys and other design elements are preferred to long expanses of uninterrupted roof. The roof line of the development should be broken at minimum intervals of 25'to avoid large expanses of horizontal and vertical wall surface.

6. Windows

Building openings should be well proportioned and composed to give the building facade variation of light and shadow.

7. Walls and Fences

Walls and fences should be designed to be compatible with the building vocabulary, and should be divided into modules that offer scale, shadow and variation along their length. Long expanses of unarticulated or unbroken walls and fences should be avoided.

8. Parking Treatment

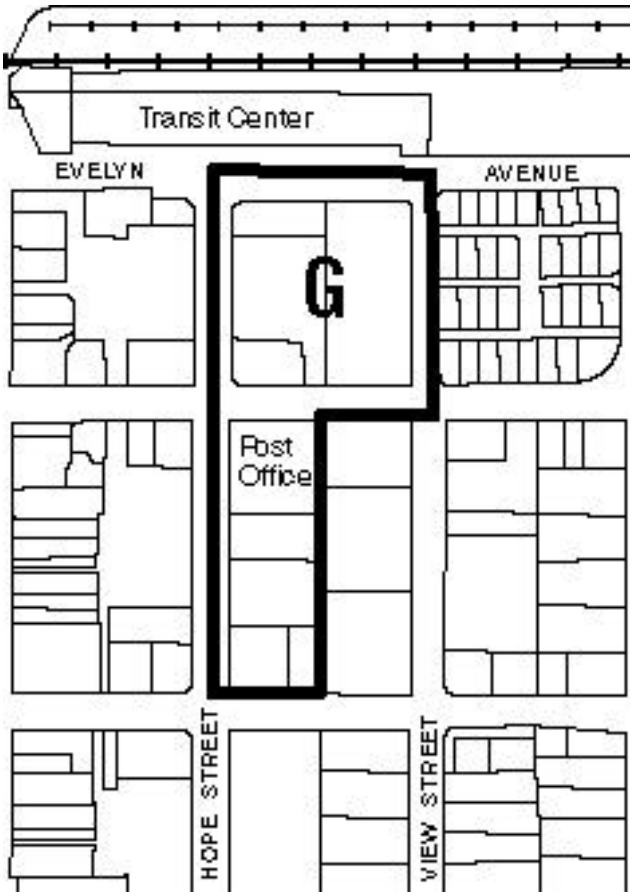
Surface parking areas should be minimized and screened from street views. Underground parking structures that extend above grade should be integrated with the architecture and hidden by berms and landscaping.

9. Curb Cuts

Curb cuts should be minimized along Hope and View Streets. A maximum of two curb cuts should be provided for projects requiring more than 30 parking spaces; for projects with less than 30 spaces, only one curb cut should be provided. One-way driveways should have curb cuts with a width no greater than 12'in width; two-way driveways should have curb cuts no greater than 22' in width.

AREA G. TRANSIT CENTER BLOCK

A. DEVELOPMENT STRATEGY



The Transit Center block is appropriate for a significant level of development that will provide a mix of businesses, services and housing opportunities near the Transit Center. This area is an opportunity to create a lively and active storefront environment that will create an engaging entrance into the City from the Transit Center. The focus of this area will be on ground-floor retail stores and restaurants that extend Castro Street storefront activity to the Transit Center. Residential uses should be primarily located on the upper levels, not on the ground floor, particularly in the block closest to Evelyn Avenue.

Since the Transit Center is a major gateway to the downtown, development in this block should be particularly well designed, with a strong emphasis on the facades facing Evelyn Avenue. Buildings in Area G should be at least two stories to create a substantial entrance to the downtown district. Buildings in this area will also have no front or side yard setbacks to create a continuous building wall, similar to Castro Street. Most of the properties in this block are within the Parking District and will share public parking facilities. On-site parking should be fully below-grade to maintain an attractive and lively storefront environment.

B. DEVELOPMENT REQUIREMENTS

1. Permitted and Provisional Uses

Permitted Uses

a. Retail, not including drive-up or drive-in services;

b. Offices (not including administrative offices on the ground floor);

c. Art galleries;

d. Personal and business services; and

e. Residential uses at up to 50 units per acre on the upper levels (two to four floors).

Provisional Uses

a. Restaurant, including serving of alcoholic beverages clearly ancillary to food service; not including drive-up or drive-in services;

b. Administrative offices on the ground floor;

c. Theaters, entertainment and indoor recreation uses;

d. Residential uses at up to 50 units per acre on the ground level;

e. Senior housing at up to 60 units per acre;

f. Efficiency studios;

g. Hotels;

h. Child-care centers;

i. Surface parking and parking structures that exceed a height of 4'above finished grade;

j. Bars and nightclubs serving alcoholic beverages not ancillary to food service fronting on Hope Street in the 100 block; and

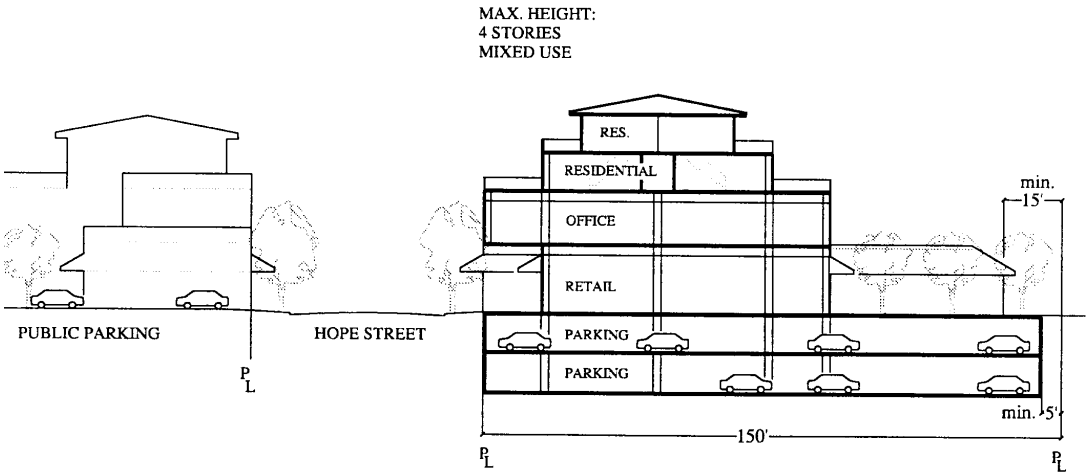
k. Any other business or service establishment that is determined by the Zoning Administrator to be of the same general character as listed above.

2. Building Height

Maximum building height is four stories.

3. Floor Area Ratio

The maximum floor area ratio is a 1.85 FAR.



Illustrative Section - Area G. 1" = 50'

4. Front Yard Setback

No front yard building setback is required for commercial, office or mixed-use projects with residential on the upper levels. For residential projects with units on the ground level, a 5' front setback is required for buildings and parking structures. The Zoning Administrator may allow less front setback for residential projects where it is appropriate to the type of housing and compatible with adjacent development.

5. Side Yard Setback

No side yard building setback is required.

6. Rear Yard Setback

Buildings must be set back at least 15'from the rear property line. Parking structures (below-grade and at-grade structures) must be set back at least 5' from the rear property line.

7. Open Space

For residential projects, a minimum of 30 percent of the site area must be devoted to open space. For nonresidential projects, a minimum of 20 percent of the site area must be devoted to open space. The Zoning Administrator may reduce the required open space for non-residential projects, where it is found that such a reduction improves the quality of the project and enhances the commercial storefront character of the downtown district. Landscaped open space areas must include evergreen trees for screening, specimen trees for visual color and attractive shrubs and ground cover.

8. Parking

Most properties in Area G are within the Downtown Parking District. Parking requirements for Area G are described in Section II.C, Parking Standards and Policies.

Surface parking is discouraged, although limited surface parking areas that are screened from streets and have generous landscaping may be permitted by the Zoning Administrator through a use permit process. In the 100 block of Area G, parking should be fully below-grade and ventilation exhaust grilles or shafts should not be adjacent to public sidewalks or accessways. Any on-site parking garage must be accessed in a safe, attractive manner and must not interfere with the orderly flow of traffic on public streets and parking lots.

9. Service Access

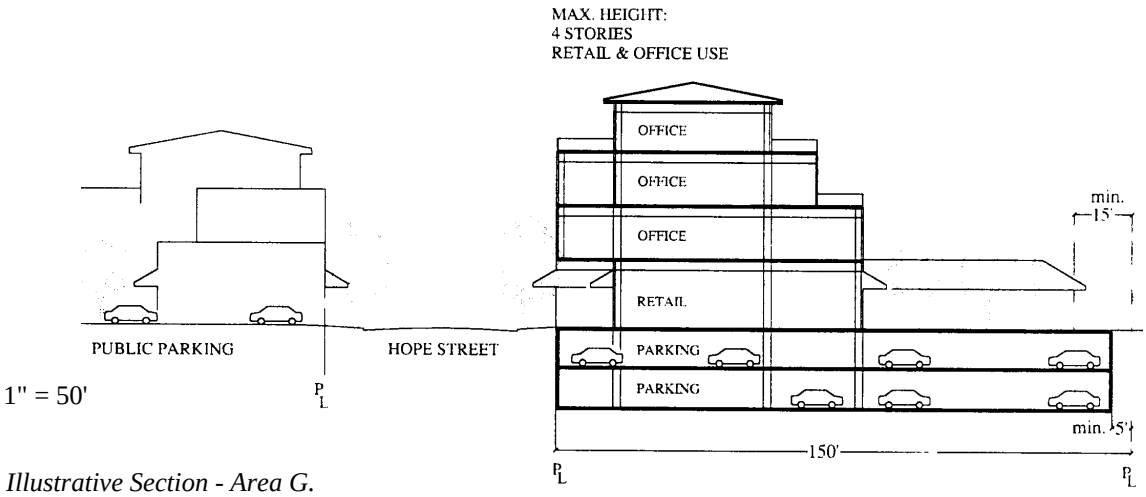
Trash and loading areas should be well screened from public view and located away from adjacent residential uses. On-site trash receptacles should be consolidated in one area that is easily accessible for garage pickup from a street or alley.

C. DESIGN GUIDELINES

These are recommendations for the architectural treatment and organization of buildings and open space, and are the suggested criteria for reviewing projects during the design review process.

1. Ground-Level Treatment

Primary pedestrian access to all ground-level uses should be from the street. Commercial development should meet the guidelines for ground-level treatment outlined in the Historic Retail District. The finished floor elevation of commercial development should not be greater than 1' above sidewalk level. The finished floor elevation for residential projects can be up



Illustrative Section - Area G.

to 5'above the sidewalk level. Access to individual residential units should also be from the sidewalks, using front porches, steps and similar features to create a transition from public to private areas.

Particular attention should be given to craftsmanship and detailing within the pedestrian's range of touch and view. For instance, the use of special storefront detailing, facade ornamentation, special materials, flower boxes, flags and banners can reinforce the pedestrian nature of the street.

2. Facade Treatment

To maintain the present scale and character of the downtown district, large, uninterrupted expanses of horizontal and vertical wall surface should be avoided. Building facades should respond to the relatively narrow increments of development (25'to 50') with variation in fenestration, building materials and/or building planes. Corner parcels are encouraged to incorporate special features such as rounded or cut corners, special corner entrances, display windows, corner roof features, etc.

3. Windows

Building walls should be punctured by well proportioned openings that provide relief, detail and variation on the facade. Mirrored glass should be avoided and only clear, transparent glass should be used on the ground level. Windows should be inset generously from the building wall to create shade and shadow detail. The use of high-quality window products that contribute to the richness and detail of the facade is encouraged.

4. Development Massing

In Area G, buildings can be up to four stories, which is taller than the historic Castro Street commercial district and other downtown transition areas within the Precise Plan area. This additional height requires particular attention to the massing of the buildings to ensure an appropriate transition with surrounding development. New development should be a visual extension of the Castro Street commercial district and be sensitive to the traditional building size and storefronts on Castro Street.

5. Setbacks

Building setbacks in Area G are similar to Castro Street setbacks and are intended to promote continuous storefronts with an urban landscape of tree wells and potted plants. Front setbacks are discouraged so that storefronts will be immediately accessible to the pedestrian visually and physically. For residential projects, a 5' setback should be maintained to provide landscape screening and more privacy for the ground units. Side yards are discouraged in favor of contiguous building facades to ensure well-defined streets. In this area, there will be a

required rear yard setback to introduce light and air into the buildings and provide a separation between buildings where there are windows in back.

6. Roof Treatment

Interesting and varied roof forms are encouraged. Rooftop equipment shall be concealed from view and/or integrated within the architecture of the building.

7. Open Space

Open space within the downtown area is not intended to provide recreational space or large landscaped areas since this is a more urban environment and there are ample recreational opportunities downtown in Pioneer and Eagle Parks. However, open space is an important element and should be used to effectively articulate building forms, promote access to light and fresh air and maintain privacy for downtown residents. In residential development, most open space should be used to provide attractive amenities for residents, including interior courtyards and perimeter landscaping. Within commercial development, open space should provide a visual amenity for the complex and an attractive buffer to adjacent residential uses.

Caltrain, Light Rail and bus service at the Downtown Transit Center.

8. Building Materials

Building materials should be richly detailed to provide visual interest. Reflective glass is considered an undesirable material because of its tendency to create uncomfortable glare conditions and a visual barrier between pedestrians and activity inside stores and restaurants. Metal siding and large expanses of wood siding are also to be avoided. Materials should be light in color, earth tones, pastels or whites accented with dark or bright colors are considered compatible with existing architecture in the area. Roofing materials and accenting features such as canopies, cornices, tile accents, etc. should also offer color variation.

9. Special Conditions

Buildings fronting Evelyn Avenue should recognize the role of this street as a highly visible edge of the downtown district by paying particular attention to upper-level treatment and detailing that is recognizable and distinctive from a distance (colorful canopies, fenestration, interesting roof forms, facade ornamentation, etc.).

10. Site Access

Curb cuts should be minimized to promote traffic and pedestrian safety and create cohesive landscaping and building facades. Amaximum of two curb cuts should be provided for projects requiring 30 parking spaces or more; for projects with less than 30 spaces, only one curb cut should be provided. One-way driveways should have curb cuts with a width no greater than 12’; two-way curb cuts should be no greater than 22’.

AREA H. HISTORIC RETAIL DISTRICT

A. DEVELOPMENT STRATEGY

A critical development objective includes the enhancement of Castro Street as the principal focus of the downtown and as-a lively pedestrian spine with continuous active retail and restaurant uses along its length. The first three blocks of Castro Street contain the historic retail core of Mountain View with some buildings dating to the late 19th and early 20th Centuries. The buildings in Area H are a mixture of ages and architectural styles, but there are unifying characteristics including limited height, narrow building widths and small storefronts that create a fine-grained pedestrian scale and a largely continuous frontage of retail and restaurant uses. Amajor component of the development strategy of this area is to reinforce this continuity and strengthen the pedestrian environment by requiring that all new development provide active ground-level retail uses.

Parking is a critical issue in the Historic Retail District. The entire area is in the Parking District and most of its parking is in public lots and garages which are shared by all uses. Since the City's principal objective is to reinforce the active pedestrian-oriented uses along Castro Street and its immediate side streets, existing ground-level floor area, as well as new retail and personal service floor area, are exempt from parking requirements (as more specifically detailed in Section II.C). All other new floor area must provide parking or pay a fee in lieu of parking in conformance with the parking standards and policies outlined above in Section II.C.

New development in the Historic Retail District is considered desirable to increase the diversity and activity of the area, to create opportunities for larger tenant spaces than has been available in the past and to encourage more residential units on upper floors. However, such improvements should be sensitive infill development within the small parcel increments of the area. Larger ten-

The Jurian Building, originally constructed in 1913.

ant spaces should maintain the comfortable pedestrian scale of Castro Street and ensure an appropriate transition between new development and the existing "fabric" of one- to three-story structures. This is particularly important in the 100 and 200 blocks of Castro Street where most of the oldest buildings are located. The Design Guidelines in Section C emphasize the importance of reinforcing the historic character of the Historic Retail Direct.

B. DEVELOPMENT REQUIREMENTS

1. Permitted and Provisional Uses

Ground-Level Permitted Uses (Castro Street and Cross Streets)

a. Retail, not including drive-up or drive-in services;

b. Art galleries; and

c. Personal services.

Ground-Level Provisional Uses (Castro Street and Cross Streets)

The following uses will be allowed as provisional uses if they can sufficiently demonstrate that they will generate pedestrian activity and streetside interest compatible with the desired Castro Street environment described in the goals and objectives for the downtown. The criterion of generating pedestrian traffic is most critical for establishments fronting Castro Street.

a. Restaurants, including serving of alcoholic beverages clearly ancillary to food service; not including drive-up or drive-in services;

b. Business services;

c. Offices, including banks, financial institutions and administrative offices;

d. Medical services;

e. Hotels;

f. Theaters;

g. Bars, nightclubs, establishments providing entertainment or permitting dancing, and establishments serving alcoholic beverages not ancillary to food service;

h. Indoor recreation uses; and

i. Any other business or service establishments which are determined by the Zoning Administrator to be of the same general character as listed hereinabove.

Permitted Uses for Bryant and Hope Street Frontages and All Upper Levels

a. All principal permitted uses listed above;

b. Business services;

c. Offices, not including administrative offices on ground floor;

d. Medical services; and

e. Banks.

Provisional Uses for Bryant and Hope Street Frontages and All Upper Levels

a. Restaurants, including serving of alcoholic beverages clearly ancillary to food service; not including drive-up or drive-in service;

b. Administrative offices on ground floor;

c. Hotels;

d. Indoor recreation uses;

e. Lodges, clubs, social or fraternal organizations;

f. Residential—upper levels only—at up to 50 units per acre; and

g. Any other business or service establishments which are determined by the Zoning Administrator to be of the same general character as listed hereinabove.

2. Height

The maximum height for all properties in the 100 and 200 blocks fronting Castro Street (between Evelyn Avenue and Dana Street) is 30’ to 35’ at the facade, with third and fourth floors set back 10’to 12’from the facade and a maximum height of 45’.

The maximum height for all properties in the 300 block front Castro Street (between West Dana Street and California Street) is 40’to 45’at the facade with the fourth floor set back 10’ to 12’and a maximum height of 55’.

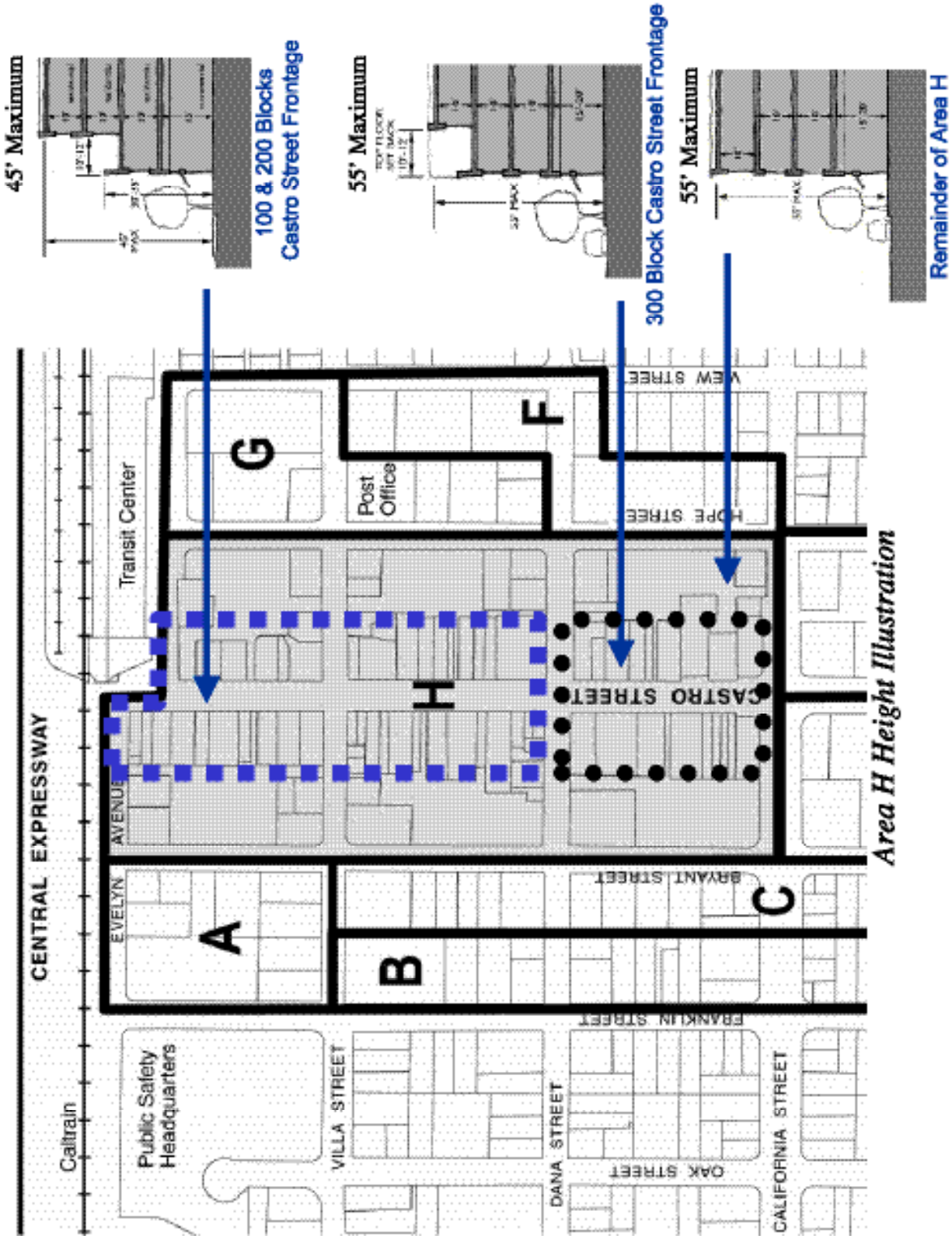
The first floor must be designed to have a minimum floor to ceiling height of 10’in order to accommodate retail, and the floor must be no more than 1’above sidewalk level.

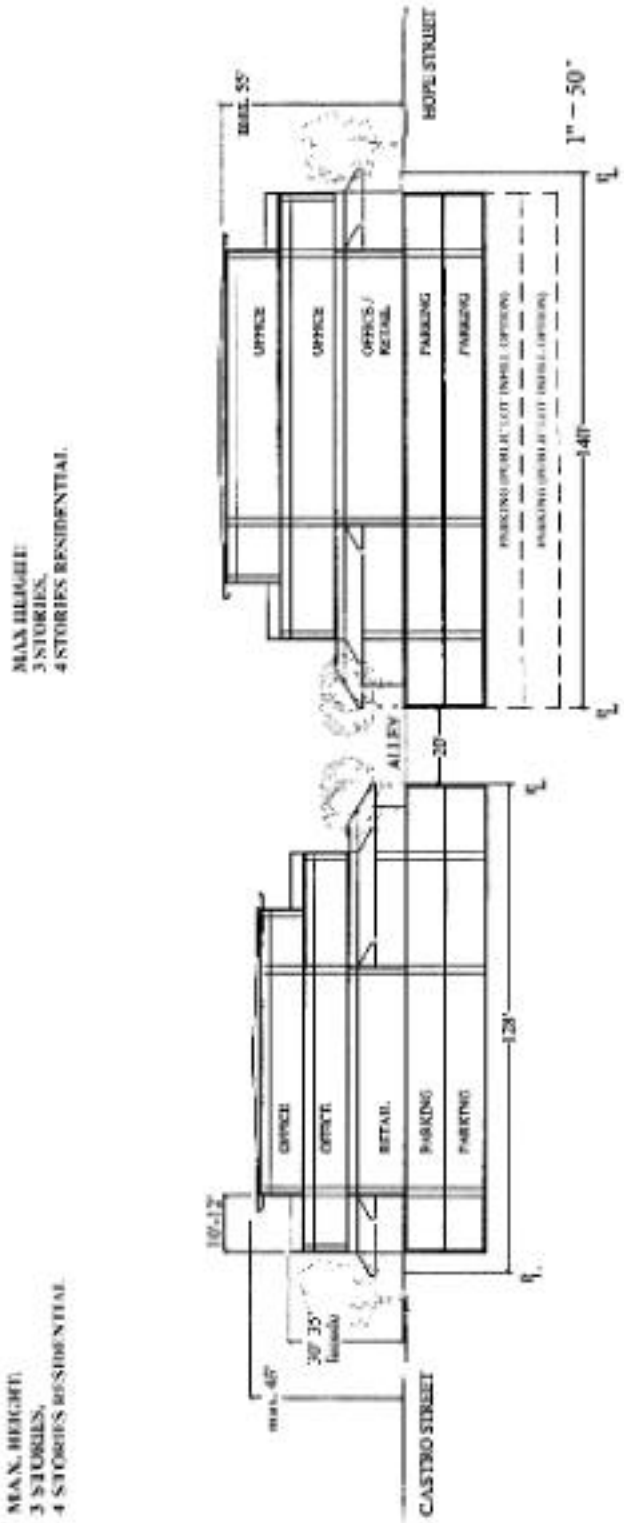
Maximum height of 55’and four stories with no upper story setback requirements for the rest of Area H.

Decorative roof treatments and architectural features may exceed the maximum 45’ to 55’ height limit upon design approval as provided for in the Administrative Section. Parking structure levels shall not count as stories but the overall building shall be limited to 55’.

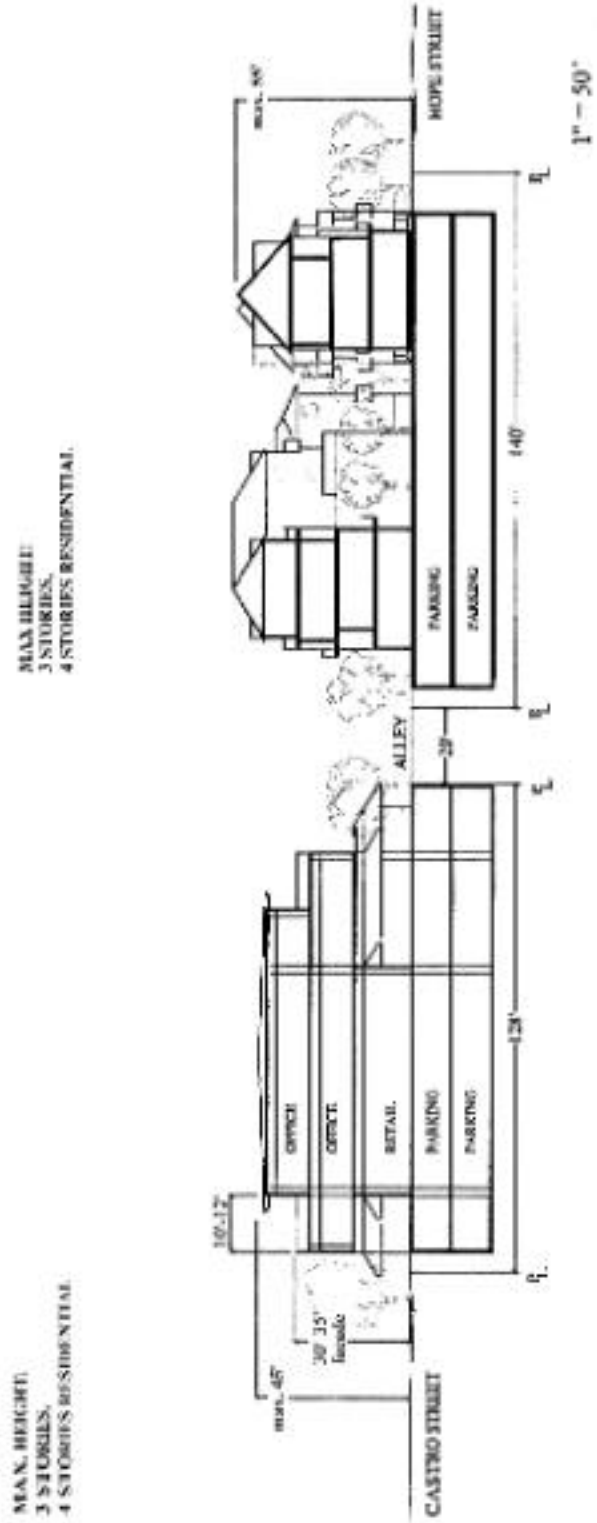
3. Building Coverage

Coverage is permitted up to 100 percent. (Note exceptions under Design Guidelines: Building Coverage.)


45' Maximum
100 & 200 Blocks
Castro Street Frontage
55' Maximum
300 Block Castro Street Frontage
55' Maximum
Remainder of Area H
CENTRAL EXPRESSWAY
Caltrain
Transit Center
Public Safety
Headquarters
VILLA STREET
DANA STREET
OAK STREET
CALIFORNIA STREET
FRANKLIN STREET
BRYANT STREET
EVELYN
AVENUE
CASTRO STREET
HOPE STREET
VIEW STREET
Post
Office
A
B
C
F
G
H
Area H Height Illustration



Illustrative Section - Area H 100 and 200 blocks with mixed-use office development facing streets parallel to Castro Street.



Illustrative Section - Area H 100 and 200 blocks with mixed-use residential development facing streets parallel to Castro Street.

4. Build-to Lines Along Streets

To ensure that streets are spatially well defined, all development must be built to the back of the proposed sidewalk. (Note exceptions under Design Guidelines: Building Coverage.)

5. Side and Rear Yard

None.

6. Parking

Parking requirements for Area H are described in Section II.C, Parking Standards and Policies.

7. Service Access and Trash Enclosures

Parcels adjacent to rear alleys must maintain service access from the rear and provide attractive rear entrances. Trash and loading areas should be well screened from public view in structures that are consistent with the building design in both materials and detailing. On-street loading and unloading will only be permitted for parcels that are not adjacent to rear alleys.

Sidewalk cafés and an engaging pedestrian experience Downtown.

Service facilities such as trash enclosures and mechanical equipment should be screened with enclosures and devices consistent with the building architecture in form, material and detail.

8. Open Space Requirements

For residential/mixed-use projects, a minimum of 30 percent of the site area must be devoted to open space. The Zoning Administrator may reduce the requirements for residential/mixed-use projects where it is found that such a reduction improves the quality of the project.

9. Development on Public Parking Lot

A mixed-use development is allowed on one public parking lot in Area H. The development is subject to the requirements for Area H with these additional requirements or exceptions:

a. Vehicular access shall be from Hope Street, Bryant Street or an adjacent alley;

b. Existing public parking shall be replaced on-site; and

c. Parking for private development shall be provided in accordance with Section II.C, except that the parking requirement cannot be met by paying in-lieu fees.

See Guidelines: Development on Public Parking Lot.

C. DESIGN GUIDELINES

These are recommendations for the architectural treatment and organization of buildings and open space and are the suggested criteria for reviewing projects during the design review process.

1. Development Massing

New development should preserve the rhythm and fine-grained pedestrian scale of existing buildings within the Historic Retail District by respecting the relatively narrow building increments, which are predominantly 25 to 50'in width.

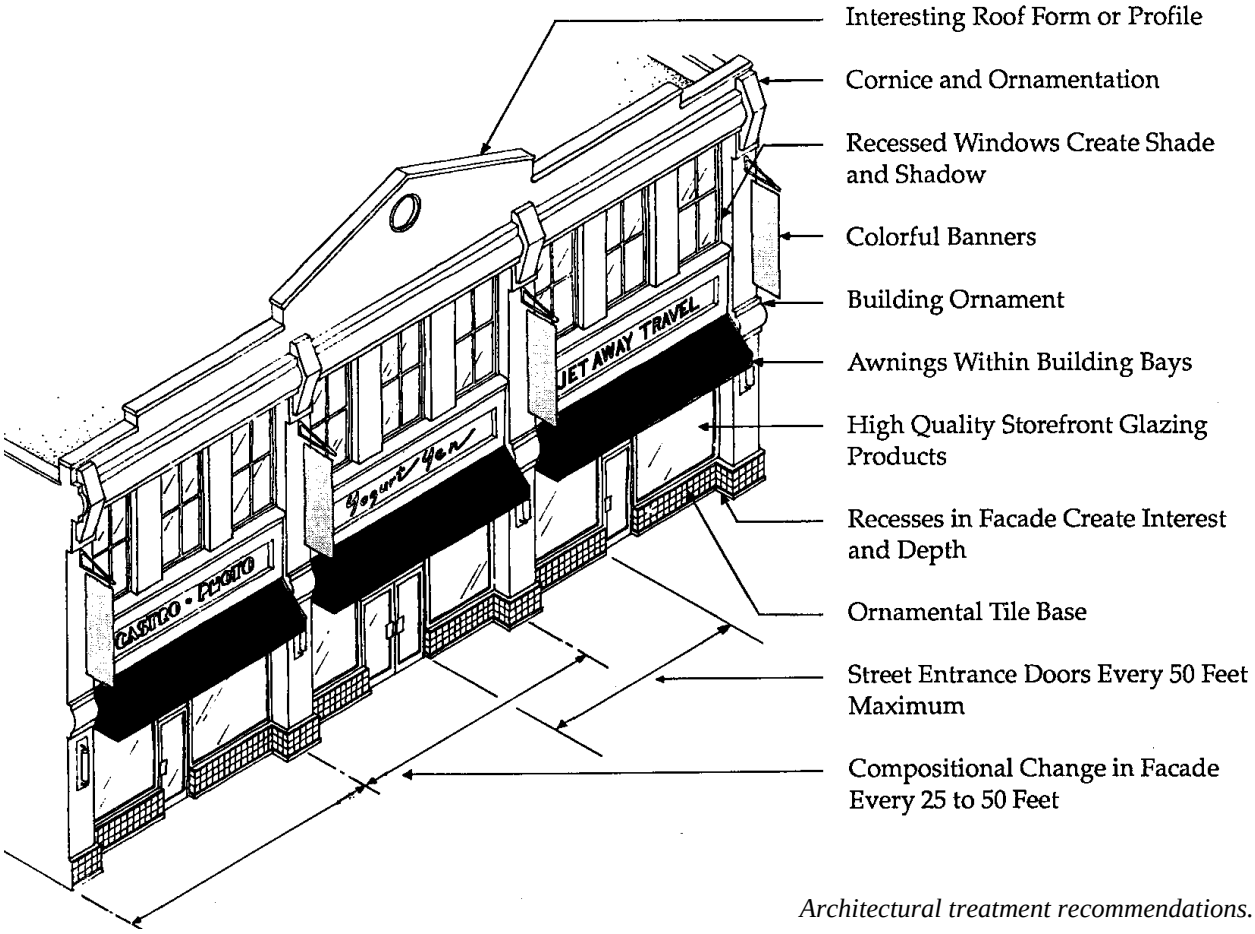
2. Building Coverage

In order to create well-defined street spaces consistent with the scale of downtown Mountain View, side yards are discouraged in favor of contiguous building facades along the street. However, narrow mid-block pedestrian passages that encourage through-block pedestrian circulation and/or arcaded spaces that create wider sidewalk areas for cafés, etc. are encouraged.

3. Ground-Level Corner Uses

High activity-generating uses are especially encouraged at the Castro Street intersections. Entries to elevator lobbies should not be located at intersections.

Both small and large-scale new development should preserve the rhythm and fine-grained pedestrian scale of existing buildings within the Historic Retail District by respecting the relatively narrow building increments, which are predominantly 25 to 50'in width.



Architectural treatment recommendations.

4. Ground-Level Treatment

The unique community character created by the mixture of building ages and architectural styles and the architectural design influence of historic buildings should be encouraged. All street-frontage establishments should provide primary access directly to the street. Long expanses of inactive building frontage should be avoided by placing street doors at intervals no greater than 50' and by maintaining 60 percent of the ground-level building facade in transparent window surface. All buildings should incorporate a base in their design.

The visual experience of moving along the street should be enjoyable and interesting. A change in major compositional elements of the street-level facade design is recommended at intervals of 25'to 50'. Colorful awnings overhanging the sidewalk are also recommended to further enhance the life and variety of the street.

Particular attention should be given to craftsmanship and detailing within the pedestrian's range of touch and view. For instance, the use of special storefront detailing and facade ornamentation such as flower boxes and special materials, can reinforce the pedestrian nature of the street.

Businesses fronting mid-block pedestrian passageways should provide direct access to those passageways, with attractively framed windows and doorways.

On cross-streets, while the overall goal is to have build-to lines at the front of buildings, ground-floor facades may be set back for outdoor activities.

New storefront renovation on Castro Street. Entrances should be recessed from the facade, creating a small alcove.

5. Entrances

Commercial entrances should be recessed from the facade, creating a small alcove. This establishes a more definitive sense of entry and affords an alternative view of merchandise in the display windows. Existing recessed entries should be retained.

The doors of a commercial storefront typically contain large glass panels with vertical proportions that presents a visual connection to the streetscape. Retain and restore original historic doors and their frames where possible.

6. Facade Treatment

To maintain the present scale and character of buildings in the Historic Retail District, large uninterrupted expanses of horizontal and vertical wall surface should be avoided. Building facades should respond to the relatively narrow increments of development (25’to 50’) with variation in fenestration, building materials and/or building planes.

Facades on both new and rehabilitated buildings should include the elements that make up a complete storefront including doors, display windows, bulkheads, transom windows, signage and awnings. New buildings need not mimic an “historical” architectural style but should include these architectural features, details and materials where appropriate to be compatible

with and reinforce existing buildings. Preservation of existing historic details and materials should be encouraged.

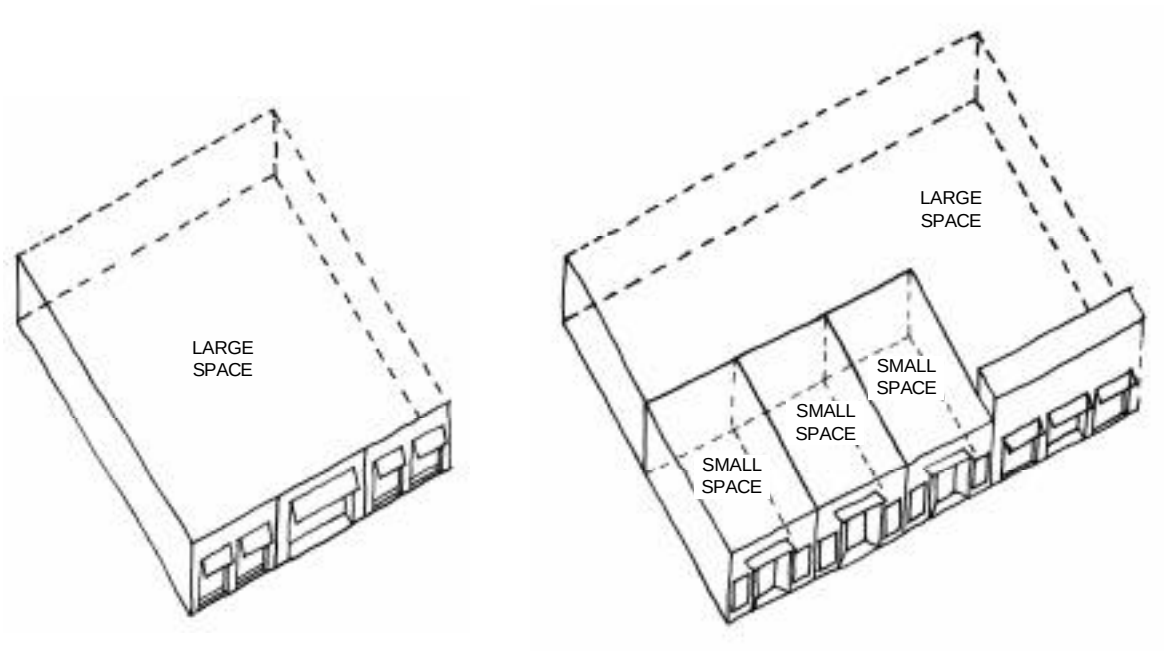
Even if separate businesses function within the same building, the overall design of the facade must be consistent. Individual businesses should not break the basic lines, material and concept of the facade. Storefronts can be demarcated from each other within the same building by subtle variations in the color or pattern of surfaces of doors, tiling, signage or entries.

Corner parcels are encouraged to incorporate special features such as rounded or cut corners, special corner entrances, display windows, corner roof features, etc.

7. Guidelines for Upper-Story Setbacks - Castro Street Frontages

While the height limit is four stories and 45' along the 100 and 200 blocks of Castro Street, many of the existing buildings and, in particular, buildings with historic character have facades and heights in the range of 30' to 35'. New buildings and building additions should reinforce the historic pattern with heights and setbacks oriented to the 30' to 35' reference. Castro Street facades in the 100 and 200 blocks shall be no taller than 30'to 35'. Upper levels in excess of 30' to 35' shall be set back 10' to 12' from the facade.

In the 300 block fronting Castro Street, upper levels in excess of 40' to 45'shall be set back 10' to 12'from the facade.



Smaller retail spaces create frequent entrances and display windows. Larger spaces should replicate this pattern by incorporating multiple windows or wrapping around smaller retail spaces.

8. Windows

General

Building walls should be punctuated by well-proportioned openings that provide relief, detail and variation on the facade. Windows should be inset from the building wall to create shade and shadow detail. The use of high-quality window products that contribute to the richness and detail of the facade is encouraged.

Display Windows

Size, division and shape of display windows should maintain the established rhythm of the streetscape. Glass used in the display windows should be clear. Tinted glazing is discouraged and mirrored/reflective glass is not permitted.

9. Roof Treatment

Building roof forms fronting Castro Street should reinforce the character of historic commercial buildings, which typically have flat, rather than pitched, roofs with vertical facade extensions above the roofline, known as parapets. Architectural elements such as cornices, special facing materials and/or decorative details are encouraged on the parapet.

Special attention should be paid to the articulation of the top portion of buildings through the introduction of horizontal bands, cornices and stepbacks. Roof lines should be broken at intervals no greater than 50' by loggias, changes in height or stepbacks to reinforce the typical building increment of 25' to 50' along Castro Street. Interesting and varied roof forms consistent with the pattern of existing buildings are encouraged.

Building roof forms fronting Castro Street should reinforce the character of the historic commercial buildings with flat roof forms, parapets, cornices and decorative details.

The annual Downtown Art and Wine Festival.

On the Bryant Street and Hope Street frontages, four-story buildings shall be compatible with the existing and potential development across the street. Design approaches such as top-floor setbacks and facade articulation can be used to create a compatible transition.

Rooftop equipment shall be concealed from view and/or integrated within the architecture of the building.

10. Building Materials

Building materials should be richly detailed to provide visual interest. Reflective glass is considered an undesirable material because of its tendency to create uncomfortable glare conditions and a forbidding appearance. Metal siding and large expanses of wood siding are also to be avoided. Materials should be light in color: earth tones, pastels or whites accented with dark or bright colors are considered compatible with existing architecture in the area. Roofing materials and accenting features such as canopies, cornices, tile accents, etc. should also offer color variation.

Character and richness in downtown can be enhanced from the incorporation of details and ornamentation into the design of the buildings. These elements can include cornices, brackets or moldings.

11. Site Access

Curb cuts are prohibited in the first four blocks of Castro Street and should be avoided on the rest of Castro Street. If new curb cuts within the Historic Retail blocks become necessary, they are encouraged to locate on the east-west cross streets beyond the alleys in order to maximize visibility and accessibility from Castro Street, yet not disrupt pedestrian circulation, and to avoid circulation conflicts on the north-south streets. Any on-site parking garage must be accessed in a safe, attractive manner and must not interfere with the orderly flow of traffic on public streets and parking lots.

12. Special Conditions

Castro Street and California Street Intersection—Buildings forming a portion of the intersection of Castro and California Streets should incorporate special corner treatments that reinforce the key significance of this intersection within the downtown.

Evelyn Avenue—Buildings fronting Evelyn Avenue should recognize the role of this street as a highly visible edge of the downtown retail district by paying particular attention to upper-level treatment and detailing that is recognizable and distinctive from a distance (colorful canopies, fenestration, interesting roof forms, facade ornamentation, etc.).

Alley facades should exhibit high levels of design and materials quality similar to front facades.

Trash and loading areas should be well screened from view in structures that are consistent with the building design in both materials and detailing.

13. Guidelines for Rears of Buildings

Because the alleys in downtown are highly visible and are used for both pedestrian access and vehicular service access, rear facades should exhibit high levels of design and materials quality similar to front facades. Rear facades of existing buildings should be improved with design features and quality materials where possible.

Buildings should have windows and doors oriented to the alley. Entry doors, garage doors and windows should be attractive and durable.

Service facilities such as trash enclosures and mechanical equipment should be screened with enclosures and devices consistent with the building architecture in form, material and detail. Roofs and trellises are recommended for screening views from above.

Where security devices are desired or warranted, designs should be artful with decorative grillwork that enhances the overall building design. Alley areas should be well lit but should be designed so as not to adversely impact adjacent properties.

14. Guidelines for Residential and Mixed-Use

Setbacks

To reinforce the downtown commercial character of the Historic Retail District, mixed-use buildings with a residential component shall conform to the setback standards for commercial projects. The Zoning Administrator may allow increased side and rear setbacks to enhance the residential portion of a mixed-use project provided the setbacks do not detract from the commercial storefront character of the downtown district.

Noise and Ground Vibrations

Projects with a residential component on Castro Street should be designed to minimize noise impacts on residents from Castro Street and the Caltrain line. A noise analysis prepared by a qualified acoustical engineer is required for all residential projects fronting Castro Street. The acoustical engineer's report shall identify any noise impacts and measures to reduce these impacts to acceptable levels.

Parking Design

Parking for residential uses shall be provided on-site per Downtown Precise Plan requirements Section II.C, Parking Standards and Policies.

Below-grade parking shall not extend above grade.

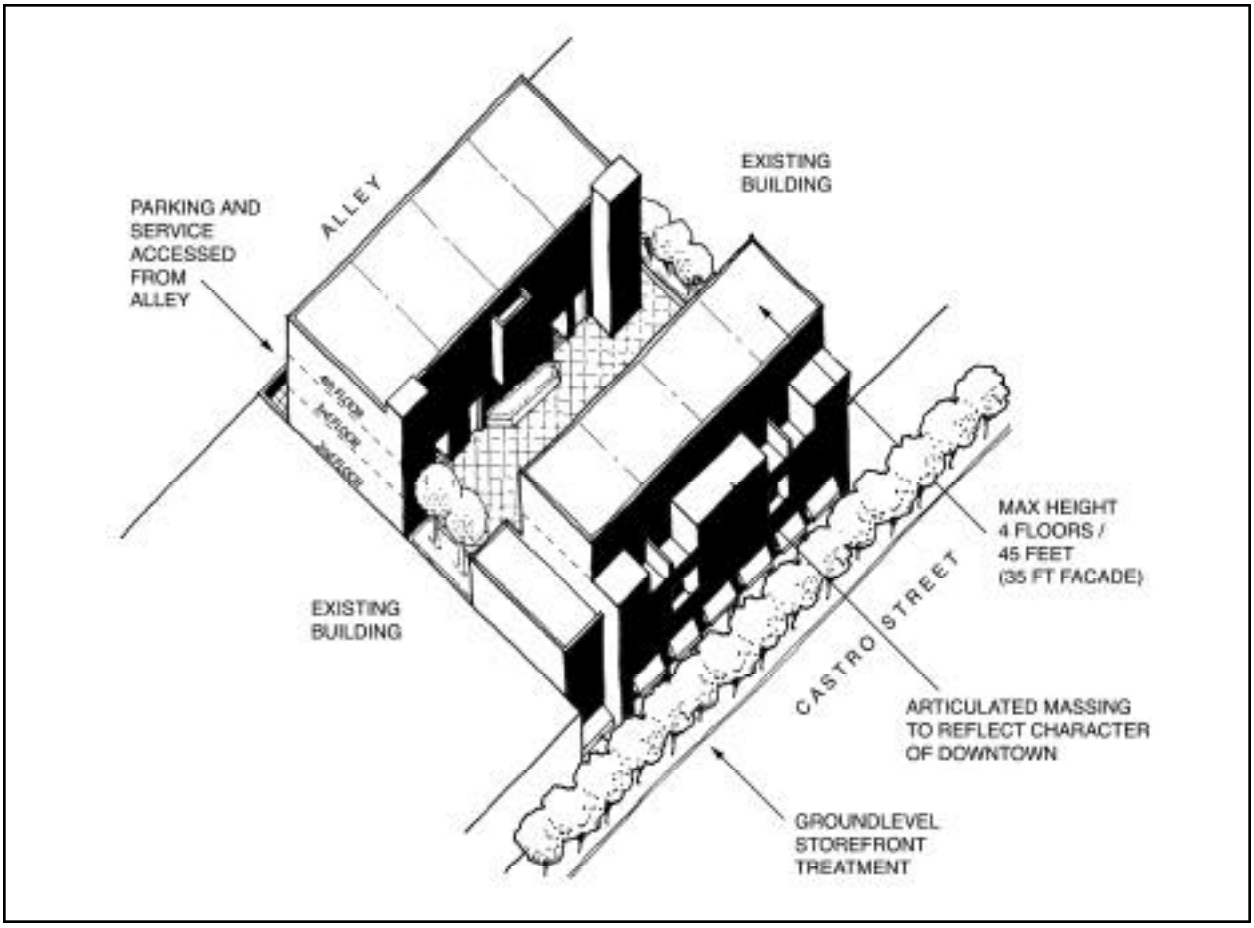
Parking garage access should be integrated into the overall design of the building facade.

Service Areas

Design of service areas shall be consistent with the general guidelines for rears of buildings in Area H. On-site trash receptacles should be consolidated in one area that is easily accessible for garbage pickup from a street or alley.

Ground-Level Treatment

Commercial frontages should meet the general guidelines for ground-level treatment in Area H. Commercial spaces should have a depth of at least 40'to ensure viability. Pedestrian access to residential units from Castro Street should be through a single common entrance. Residential and commercial entrances should be separate and distinct.



Mixed-Use Residential Prototype (100 and 200 Blocks of Castro Street) - Area H

Facade Treatment

To maintain the scale and character of the downtown district, large, uninterrupted expanses of horizontal and vertical wall surface should be avoided. Building facades should respond to the relatively narrow increments of development (25'to 50') with variation in fenestration, building materials and/or building planes.

Corner parcels are encouraged to incorporate special features such as rounded or cut corners, special corner entrances, display windows, corner roof features, etc.

Development Massing

Buildings may be up to four stories, which is taller than most existing buildings in Area H and most of the downtown transition areas within the Precise Plan. This additional height requires particular attention to the massing of the buildings to ensure an appropriate transition with the surrounding development. New residential development on larger parcels

should echo the narrow parcel increments on Castro Street, with sensitivity to the traditional building size and storefronts on Castro Street.

Roof Treatment

Mixed-use buildings with a residential component facing Castro Street should exhibit an architectural character consistent with the downtown commercial character. Flat, hip and mansard roof forms are appropriate; gabled roofs are discouraged. On Hope and Bryant Streets, rooflines may be varied to be compatible with surrounding residential development.

Rooftop equipment shall be concealed from view and/or integrated within the architecture of the building.

Lighting

Exterior lighting features shall be oriented and directed downward to protect neighboring residents from excess light and glare.

Pedestrian passageways leading from rear parking areas to Castro Street should be reinforced with features that provide interest such as windows, trellises, benches, planting and attractive lighting.

Attractive outdoor patio dining in Area H.

15. Guidelines for Pedestrian Passageways

New buildings and building renovations adjacent to existing pedestrian passageways leading from rear parking areas to Castro Street should be reinforced with features that provide interest such as windows, trellises, benches, planting and attractive lighting. Passageways may be further enhanced with small plazas at either end or at midpoints with provisions for amenities such as seating, planting and fountains.

16. Guidelines for Open Space

Private open space within the downtown area is not intended to provide recreational or large landscaped areas, since this is a more urban environment and there are ample recreational opportunities downtown in Pioneer and Eagle Parks. However, open space is an important element and should be used effectively to articulate building forms, promote access to light and fresh air and maintain privacy for downtown residents.

In residential development, most open space should be used to provide attractive amenities for residents, including interior courtyards and perimeter landscaping. Commercial development should typically have less open space in order to maintain a direct pedestrian relationship and continuous storefront streetscape. Open space for nonresidential projects should

To provide compatibility with existing historic buildings, Castro Street facades should be no taller than 30'to 35', with upper levels set back 10'to 12' from the facade.

provide a visual amenity for the development and an attractive buffer to adjacent residential uses where applicable.

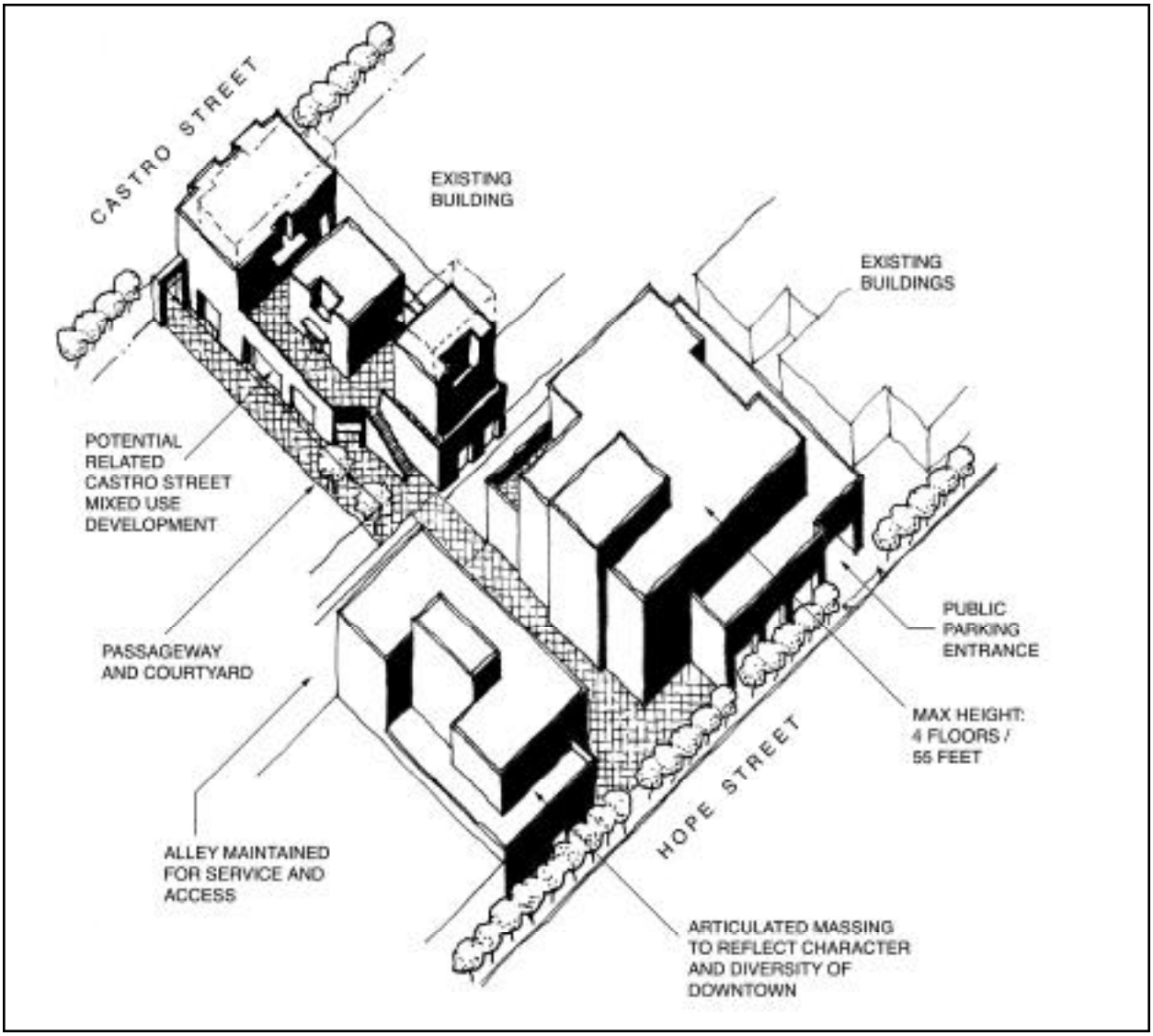
Open spaces such as retail plazas and outdoor seating areas should be located at building entries or along or near well-traveled pedestrian routes to encourage frequent and spontaneous use. Amenities should be functional as well as visually appealing, with seating, tables, canopies and covering trellises. Plazas and open spaces should be generously landscaped with trees, planters and vines.

Low walls may be used to screen service and mechanical areas, create spatial definition and for providing seating. Low walls should be designed of quality materials.

For residential projects, open space should include evergreen trees for screening, specimen trees for visual color and attractive shrubs and ground cover. Low walls and planters may be used to provide privacy between open space areas and residences.

17. Guidelines for Mixed-Use Development on Public Parking Lots

For infill development on one of the public parking lots, all development regulations for Area H apply. In addition, all required parking for the new development as well as parking to replace all existing spaces shall be provided on-site in a subgrade parking structure with access from the midblock alley and one of the adjacent side or cross-streets.



Mixed-Use Parking Lot Infill Prototype

Infill buildings should be carefully designed and detailed so that scale and massing responds to the traditional small downtown parcel scale and provides a sensitive transition to adjacent residential neighborhoods. To maintain the present scale and character of buildings in the Historic Retail District, large uninterrupted expanses of horizontal and vertical wall surface should be avoided. Building facades and rooflines should respond to the relatively narrow increments of development (25' to 50') with variation in fenestration, building materials, roof forms and/or building planes.

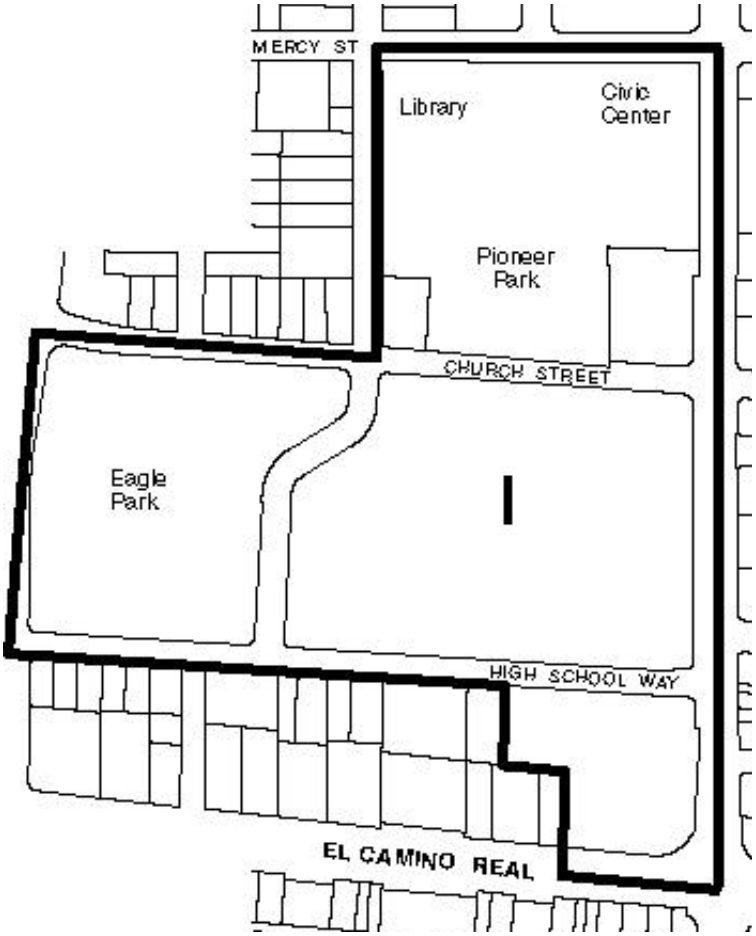
Passageways connecting the parking lot development with Castro Street should be carefully detailed to enhance the pedestrian experience. Windows and doors from the adjacent building, seating, planting and attractive lighting should be included. Where the passageway

Passageways connecting parking facilities with Castro Street may be further enhanced with small plazas at either end or at midpoints with provisions for amenities such as seating, planting and fountains.

meets the new building, a carefully designed transition such as a plaza open space should occur and a continuation of the passageway to the side street should be considered.

AREA I. CIVIC CENTER/EAGLE SQUARE/GATEWAY BLOCK

A. DEVELOPMENT STRATEGY



Most of this subarea was redeveloped during the late 1980s and 1990s. The area is comprised of three separate blocks, each with its own characteristics and development history.

The Civic Center block, defined by Castro, Mercy, Franklin and Church Streets, is the site of a new City Hall, Performing Arts Center and Library. These buildings partially encircle Pioneer Park, a quiet and relaxing 3.5-acre green area with benches and walkways. The Civic Center is the focus for cultural and community activities and serves as an important civic symbol for the City as a whole. There are also two privately owned properties on the block—the Wells Fargo Bank and the Masonic Lodge. The Precise Plan contains development standards for the bank site since it is the only significant redevelopment opportunity in Area I. The standards allow a multi-story building with setbacks from Pioneer Park. They also require a broad open space connection between Castro Street and the park that will make the park more physically and visually accessible to passersby on Castro Street.

The Eagle Square block is between Church Street and High School Way. It was formerly occupied by Mountain View High School. The entire area is occupied by the Park Place/City Centre development which is a diverse mixed-use development. The Castro Street frontage is a mix of offices, retail and residential uses. The remainder of Park Place is high-density apartments. Eagle Park, an active 7.5-acre park with a swimming pool and playing fields, was originally part of the Eagle Square Precise Plan but is now zoned Public Facility.

The Gateway block, located between High School Way and El Camino Real along Castro Street, is a landmark office development. This block was developed under the Gateway Precise Plan which has also been incorporated into the Downtown Precise Plan.

B. DEVELOPMENT REQUIREMENTS

1. Permitted and Provisional Uses

Permitted Uses (Civic Center Block)

a. City-owned facilities;

b. Membership organization facilities and meeting halls;

c. Retail;

d. Personal services;

e. Restaurants, including serving of alcoholic beverages and clearly ancillary to food service; not including drive-up or drive-in services;

f. Art galleries;

g. Theaters; and

h. Offices on upper floors.

Provisional Uses (Civic Center Block)

a. Business services;

b. Offices, including banks and financial institutions and administrative offices on the ground floor;

c. Medical services;

d. Residential—upper levels only—at up to 50 units per acre;

e. Hotels;

f. Bars, nightclubs, establishments providing entertainment or permitting dancing and establishments serving alcoholic beverages not ancillary to food service;

g. Indoor recreation uses; and

h. Any other business or service establishments which are determined by the Zoning Administrator to be of the same general character as listed hereinabove.

Area I Subareas

Permitted Uses (Castro Street Frontage of Eagle Square Block)

a. Retail;

b. Business services;

c. Personal services;

d. Offices, including banks and financial institutions and administrative offices, on upper floors;

e. Residential at up to 50 units per acre; and

f. Restaurants, including serving of alcoholic beverages and clearly ancillary to food service; not including drive-up or drive-in services.

Provisional Uses (Castro Street Frontage of Eagle Square Block)

a. Administrative offices on the ground floor;

b. Bars, nightclubs, establishments providing entertainment or permitting dancing and establishments serving alcoholic beverages not ancillary to food service.

Permitted Uses (Remainder Residential Area of Eagle Square)

Residential at up to 60 units per acre.

Provisional Uses (Remainder Residential Area of Eagle Square)

Accessory uses appropriate to residential.

Permitted Uses (Gateway Block)

a. Offices, including banks and financial institutions and administrative offices;

b. Retail;

c. Personal services;

d. Restaurants, including serving of alcoholic beverages and clearly ancillary to food service; not including drive-up and drive-in services;

e. Art galleries; and

f. Theaters.

Provisional Uses (Gateway Block)

a. Business services;

b. Medical services;

c. Bars, nightclubs, establishments providing entertainment or permitting dancing and establishments serving alcoholic beverages not ancillary to food service;

d. Indoor recreation uses; and

e. Any other business or service establishments which are determined by the Zoning Administrator to be of the same general character as listed hereinabove.

2. Height

Civic Center Block

Maximum height of four stories or 55' (whichever is less) for Wells Fargo site; three stories for Masonic Lodge site. No maximum for Civic Center buildings.

Castro Street Frontage of Eagle Square

Three stories or 40'(whichever is less) at back of sidewalk. Higher buildings shall be stepped back. Five stories or 70' (whichever is less). A building height of up to 92' may be authorized by the City Council for exceptional architecture and aesthetic merit.

Residential Area of Eagle Square

Four stories or 60'(whichever is less).

Gateway Block

Maximum height of 55'.

3. Building Coverage

Civic Center Block

May not exceed 70 percent for the Wells Fargo site. The remainder of the site shall be developed as ground-level open space providing a pedestrian connection from Castro Street to Pioneer Park.

Remainder of Civic Center Block

None.

Castro Street Frontage of Eagle Square

May not exceed 70 percent of the site.

Residential Area of Eagle Square

May not exceed 60 percent of the site.

Gateway Block

May not exceed 60 percent of the site.

4. Floor Area Ratio

Civic Center Block

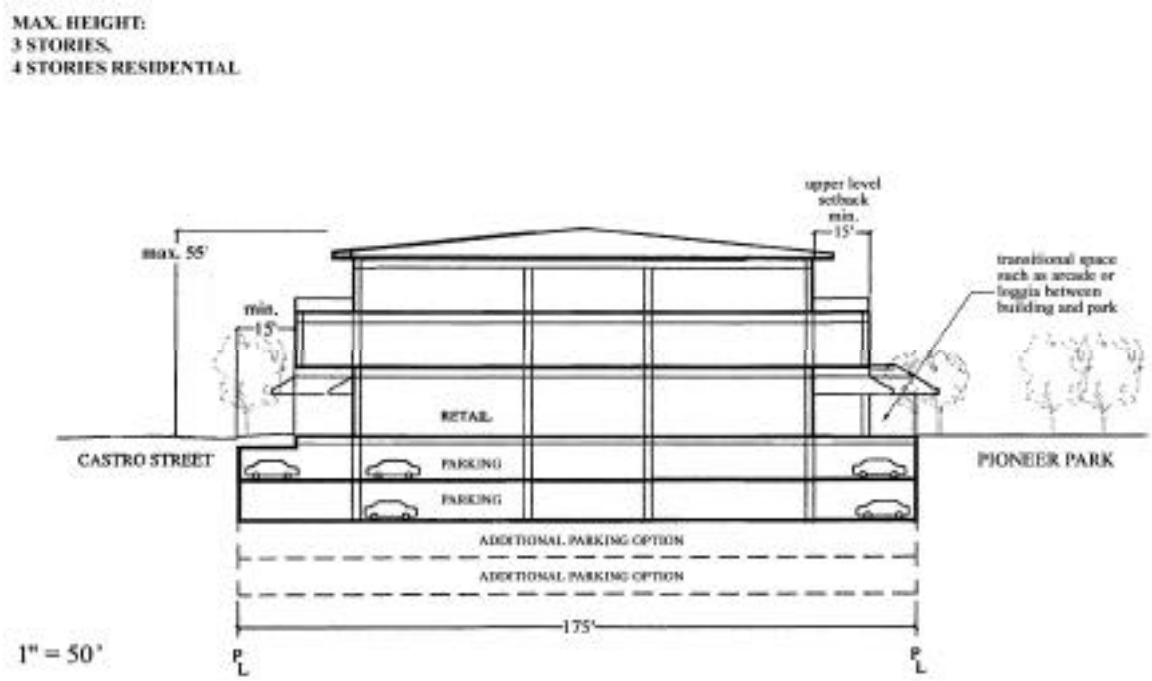
None.

Castro Street Frontage of Eagle Square and Residential Area of Eagle Square

May not exceed an overall FAR of 1.6 for both sites combined.

Gateway Block

May not exceed an FAR of 1.0.



Illustrative Section - Area I: Civic Center Block

5. Build-to Lines Along Streets and Setbacks

Civic Center Block

To ensure that streets are spatially well defined, all development fronting on Castro Street must be built to the back of the sidewalk.

Eagle Square Block

All development fronting Castro Street must be built to the back of the sidewalk.

A 15' setback for the residential area.

Gateway Block

None.

6. Open Space

Civic Center Block

For the Wells Fargo site, at least 30 percent of the site shall be devoted to publicly accessible open space. Apedestrian open space approximately 50'to 60'in width should connect Castro Street to Pioneer Park along the north side of the site. The open space shall include generously landscaped areas including trees, grassy area(s) and seating areas.

Remainder of Civic Center Block and All Other Blocks

See Design Guidelines.

7. Parking

Civic Center Block

Parking requirements for the Wells Fargo site and the Masonic Lodge site in Area I are described in Section II.C, Parking Standards and Policies.

Remainder of Civic Center Block and All Other Blocks

Parking shall continue to be provided on-site in existing parking garages and lots.

8. Service Areas

Civic Center Block

Trash and loading areas should be well screened from public view in structures that are consistent with the building design in both materials and detailing. Roofs or trellises are recommended for screening of views from above. Loading and unloading for the Wells Fargo site shall be from Church Street rather than Castro Street.

Remainder of Civic Center Block and All Other Blocks

See Design Guidelines.

C. Design Guidelines

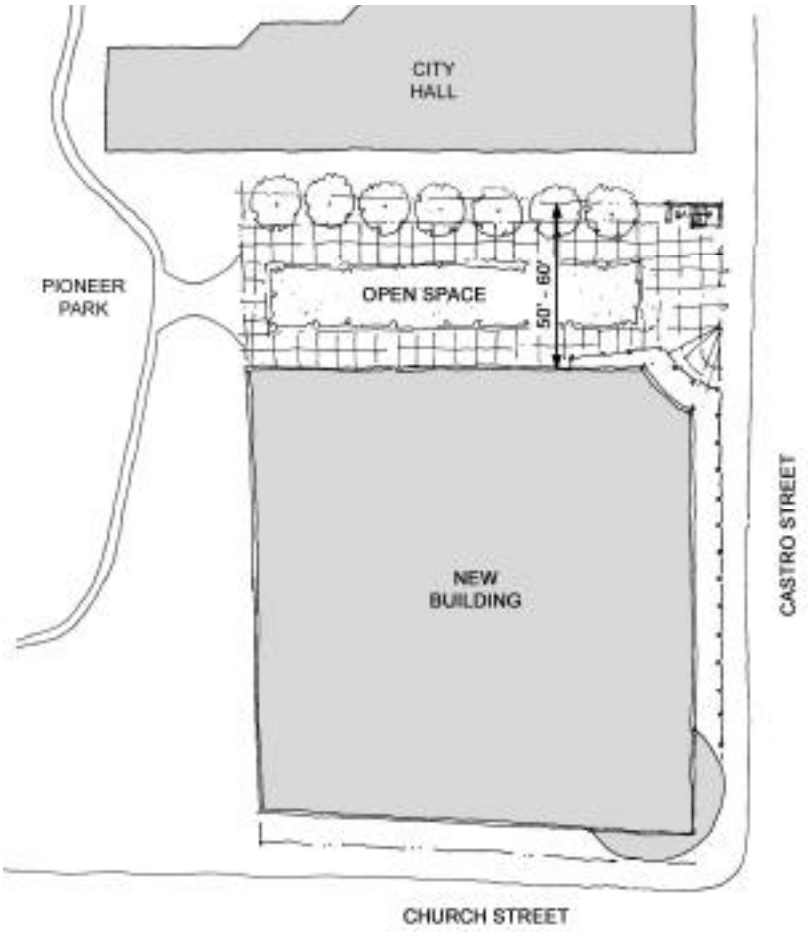
Since most of the buildings in Area I are new, having been developed in the late 1980s and 1990s, additions and modifications should be consistent with the existing development projects, with the exception of the Wells Fargo site. Separate guidelines for the Wells Fargo site are contained in this section below.

For reference, the original design objectives for the other areas are:

Remainder of Civic Center Block: This block has a strong and clear image as the civic and cultural center of the City of Mountain View. Its traditionally designed buildings are organized around a public plaza facing out to Castro Street and a more intimate City park behind it.

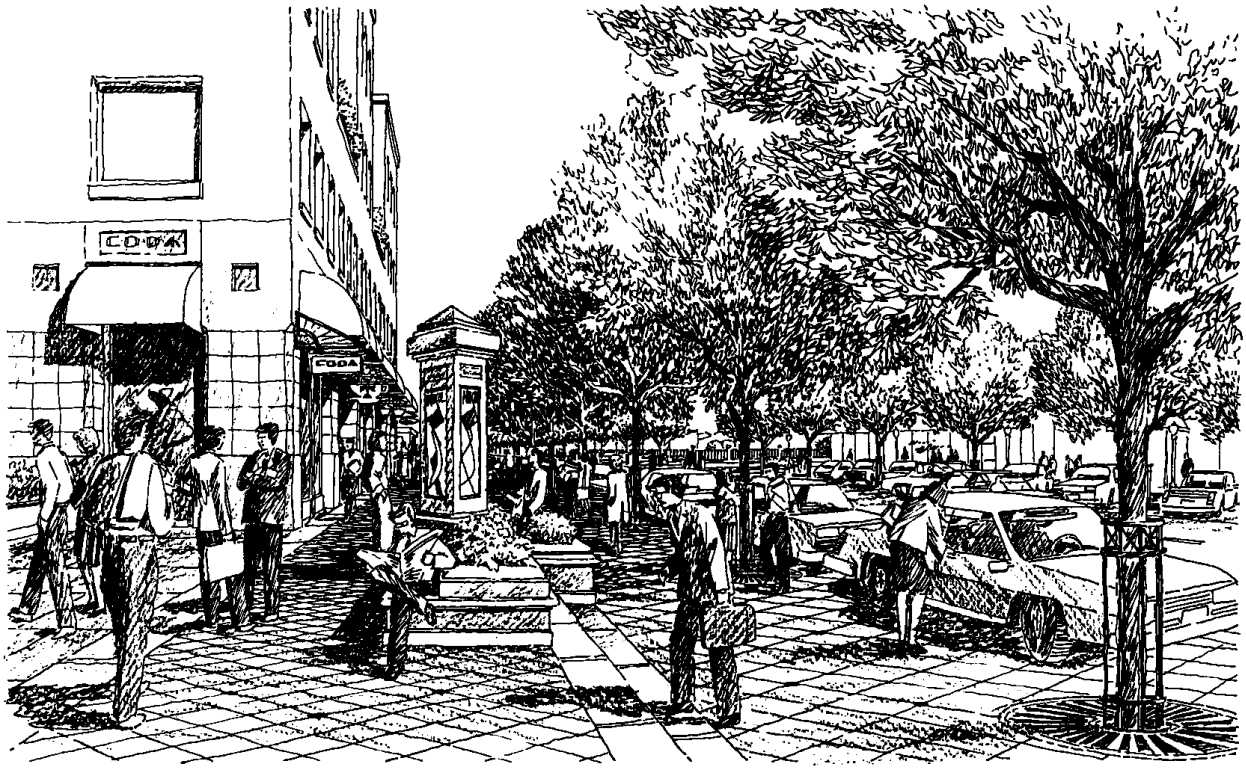
Eagle Square Block: This block is intended for high-quality, high-intensity development not generally found elsewhere in the community. The entire site is master-planned as a unit. The Castro Street frontage is designed to encourage an active pedestrian environment by providing a range of restaurant and retail activities and sidewalk-oriented building design appropriate to the downtown and serving as a continuation of the downtown uses along Castro Street.

Gateway Block: This block is at the entrance to the downtown and is intended for high-intensity office and commercial uses. It was designed with a well-landscaped plaza at the El Camino Real/Castro Street corner that complements a similar plaza diagonally across the street.



A pedestrian open space approximately 50'to 60'in width should connect Castro Street to Pioneer Park along the north side of the Wells Fargo site.

City Centre mixed-use development in Area I completed in 2000.



1988 artist concept of Area I.

Wells Fargo Site

Development Massing

New development should preserve the rhythm and scale of existing downtown buildings and respect the pattern of downtown's narrow parcel increments (25' to 50' in width) by means of variation in height, bulk, window and facade treatment.

Where the building faces Pioneer Park, upper floors of the building should be set back from Pioneer Park to provide solar access and visual relief along the edge of the park.

Ground-Level Facade and Roof Treatment

These should comply with the guidelines for Area H. Active ground-level uses should face Castro Street and a portion of the open space connecting Castro Street to Pioneer Park.

Because of the relatively large size of the parcel and the potential for a large building, a covered arcade should be considered along some of the ground-level frontages to provide further facade articulation and enhance the pedestrian experience.

Windows

Building walls should be punctuated by well-proportioned openings that provide relief, detail and variation on the facade. Windows should be inset generously from the building wall to create shade and shadow detail. The use of high-quality window materials that contribute to the richness and detail of the facade is encouraged.

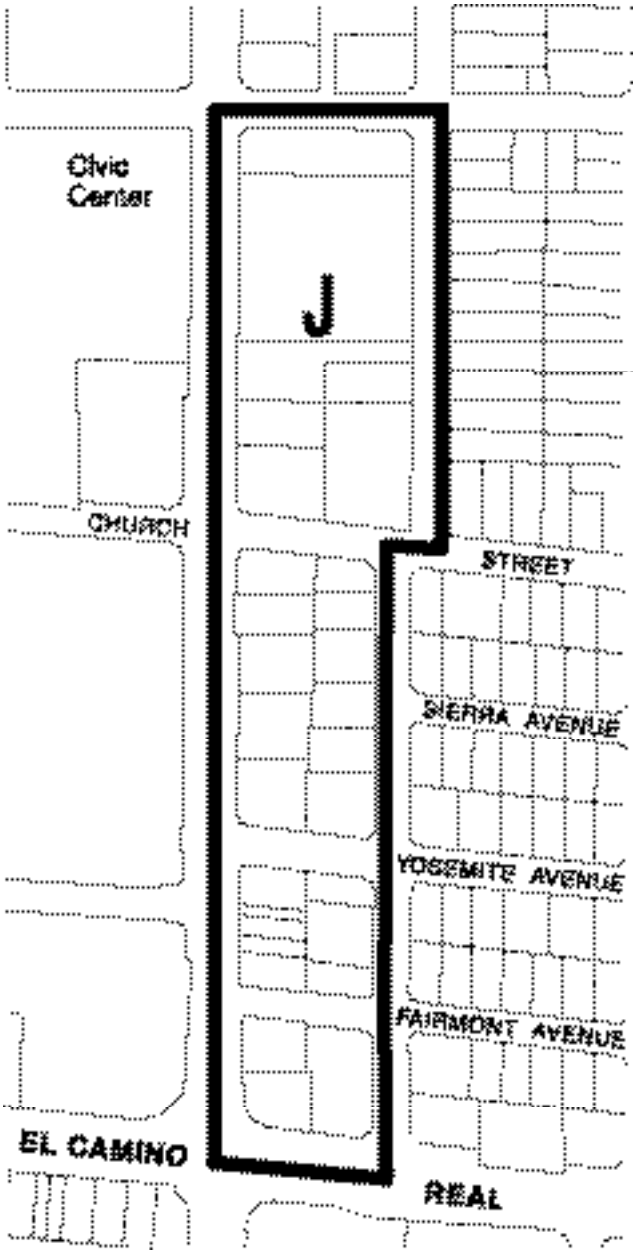
Reflective glass is considered an undesirable material because of its tendency to create uncomfortable glare conditions and a forbidding appearance. Similarly, sunscreens that mask windows are not appropriate because they detract from the transparency of the facade and can mask articulations, which provide a sense of scale. If solar control is desired, the use of awnings and deep overhangs is appropriate because they provide protection from the elements and enliven the facade without obstructing views or obscuring openings.

Site Access

Cuts along Castro Street are not permitted. Access to the site should be from Church Street with vehicular access at least 50' from the Castro Street property line to ensure viable ground-floor commercial space at the corner of Castro and Church Streets.

AREA J. EAST OF CASTRO STREET FRONTAGE

A. DEVELOPMENT STRATEGY



The east frontage of Castro Street between Mercy Street and El Camino Real is characterized by a development pattern of small, shallow parcels containing local, commercial and service-oriented uses. Several buildings along Castro Street are of good quality, while the improvement of several others would enhance the image and attractiveness of the downtown and Castro Street.

Area J also includes the half-block fronting on Hope Street. About half of the Hope Street frontage is in commercial parking and church use and the other half is low-rise apartments and single-family houses.

The Castro Street frontage has unique characteristics that require special treatment. The small and shallow building parcels, coupled with on-site parking requirements, make redevelopment difficult without parcel assembly. The lack of public parking in the area has created a shortage of convenient public surface parking to serve retail uses. To create more opportunities for parcel assembly and mixed-use developments with underground parking, Area J was expanded in 2004 to incorporate the residential area on Hope Street.

The major objectives for development in this area are: (1) to ensure a sensitive transition to the residential neighborhoods; (2) to maximize the amount of convenient parking; (3) to maintain the pattern of active uses along Castro Street; and (4) to promote renovation and revitalization that create an attractive street environment and entry to the downtown.

Castro Street commercial buildings in Area J.

Retail and personal service uses are encouraged but not required along Castro Street; however, all ground-level uses are required to incorporate storefront facades that create an attractive pedestrian environment along the street and that permit future transition to retail use.

The half-block of this area along Hope Street will allow moderate-density residential and continuation of existing parking and commercial uses. New development must respect the single-family character of the residential neighborhood across the street. The existing church facility is encouraged to be preserved for its religious and social contributions and noteworthy architecture.

Specific development opportunities have been identified within this area. The potential relocation of Gateway Park to the half-block length of Fairmont Avenue at Castro Street is one of them. It would create opportunities for the aggregation of parcels and redevelopment of the El Camino Real-Castro Street corner block and would locate Gateway Park where it could be more actively used. This higher-density development is conceived as a "gateway" complex to counterpoint the Gateway Center on the northwest corner of El Camino Real and Castro Street and, is illustrated on Page 116.

A second major development opportunity has been identified for the St. Joseph's Church parking lot at Castro and Church Streets and adjacent to an existing medical service building.

B. DEVELOPMENT STANDARDS

1. Permitted and Provisional Uses

Permitted Uses (Castro Street Frontage)

a. Retail, not including drive-up or drive-in services;

b. Restaurant, including serving of alcoholic beverages clearly ancillary to food service; not including drive-up or drive-in services;

c. Art galleries;

d. Theaters;

e. Business and personal services;

f. Offices; and

g. Medical services.

Provisional Uses (Castro Street Frontage)

a. Bars, nightclubs, establishments providing entertainment or permitting dancing and/or establishments serving alcoholic beverages not ancillary to food service;

b. Indoor recreation uses;

c. Hotels;

d. Residential on upper levels only at up to 50 units per acre; and

e. Any other business or service establishments which are determined by the Zoning Administrator to be of the same general character as listed hereinabove.

Permitted Uses (Hope Street Frontage)

Residential at up to 30 units per acre, except all parcels south of Fairmont Avenue and north of El Camino Real may be up to 50 units per acre.

Provisional Uses (Hope Street Frontage)

a. Senior housing and very-low and low-income housing that exceeds 30 units per acre will be considered on a case-by-case basis.

b. The existing church development, in its present or an expanded or modified form.

c. Parking structures and lots to serve Castro Street developments, which may not have their primary access on Hope Street.

2. Height

Castro Street Frontage

Maximum height of four stories and 55'(whichever is less).

Parking structure levels shall not count as stories, but the overall building shall be limited to 55'.

Decorative roof treatments and architectural features may exceed the 55' height limit upon design approval specified in the Administration Section.

The first floor along Castro Street must be designed to have a minimum ceiling height of 10' in order to accommodate retail, and the floor must be no more than 1'above sidewalk level.

Hope Street Frontage

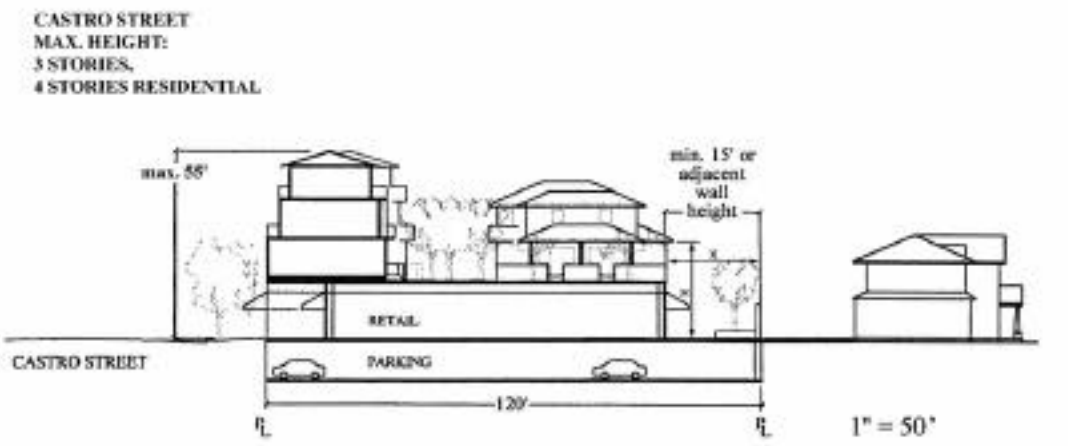
Buildings may be a maximum height of three stories and 35'(whichever is less) provided the third floor is tucked into the roofline so that the building looks like a two-story structure.

Castro Street/El Camino Real Block

A hotel with a maximum height of 70'may be authorized by the City Council for exceptional architecture and aesthetic merit.

Mixed-use development with residential uses may have up to 50 units per acre with a four-story/55' height limit.

For all uses, building mass should step down towards the existing residential neighborhood with building height along Fairmont Avenue not exceeding three stories and 35'.



Illustrative Section - Area J: Nonasssembled Parcel; Castro Street Frontage

3. Front Setback

Castro Street Frontage

To ensure that the consistent street wall of Castro Street is maintained, all development must be built to the back of the proposed sidewalk.

Hope Street Frontage

A minimum 13' front yard building setback is required for buildings and parking structures. Porches and steps may encroach up to 4'into the front setback area, provided they are incorporated into an integrated landscape concept where the majority of the setback area is reserved for landscaping.

4. Rear Yard

Castro Street Frontage

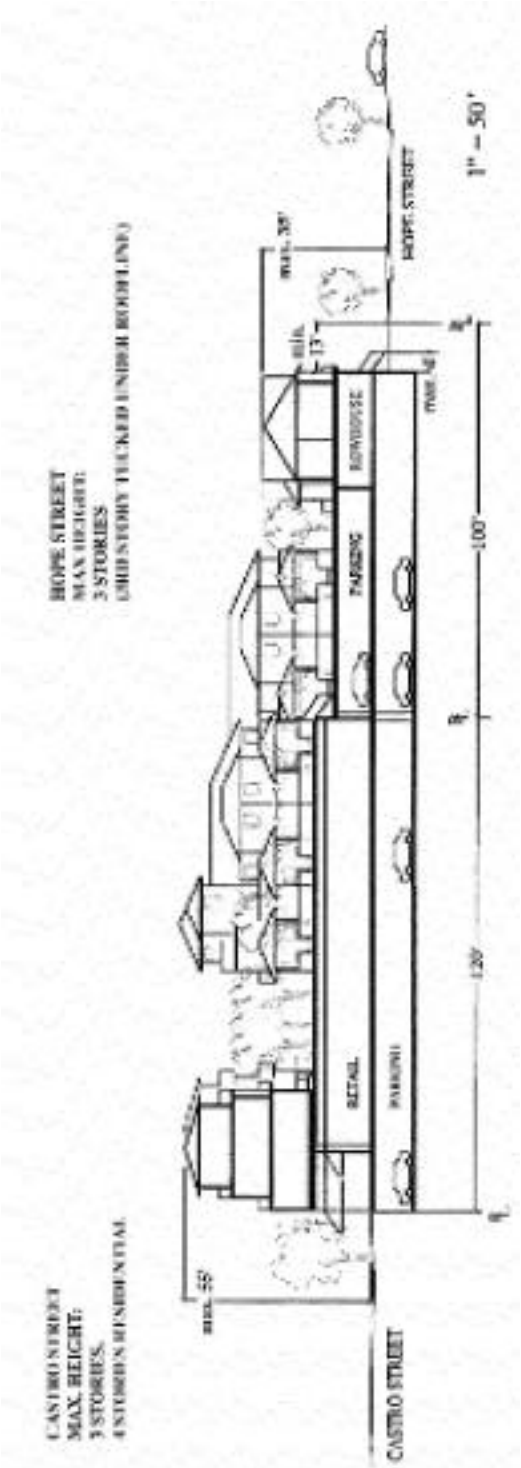
a. *Blocks between Church Street and Fairmont Avenue*: Minimum 15'or distance equal to height of adjacent building wall as measured to top of wall plate.

b. *Other blocks*: None required.

Hope Street Frontage

a. *Blocks between Church Street and Fairmont Avenue*:

Minimum 13' setback is required for buildings and parking structures. Surface parking and detached garages up to a maximum height of 15'are permitted to be built within the rear yard but must maintain a minimum 5' setback from the rear property. Stairs or ter-



Illustrative development of assembled Castro and Hope Street parcels.

races to provide access to this area from podium open space may encroach into a portion of this open space.

For Hope Street parcel(s) aggregated with adjacent Castro Street parcel(s), that portion where the Hope Street parcel(s) joins the Castro Street parcel(s) does not need to have a rear setback, so that the entire project site can be integrated as a whole.

b. *Other Blocks*: None required.

5. Side Yard

Castro Street Frontage

None, except that narrow mid-block pedestrian passages that promote access to parking areas at the rear of the property or arcaded spaces that create wider sidewalk areas for cafés, etc. are encouraged.

Hope Street Frontage

a. *Blocks between Church Street and Fairmont Avenue*: A minimum 5' side yard building setback is required for buildings and parking structures. Landings and access steps may encroach into the side setback areas as long as most of the side yard setback area is still reserved for landscaping.

b. *Other Blocks*: None required.

6. Landscape Treatment

For Castro Street parcels that have a direct adjacency to residential parcels, an attractively designed masonry wall, 7' in height, is required along the rear property line. In addition, 15–gallon trees at approximately 25' intervals are required to be planted along the length of the wall.

7. Parking

All parking must be provided on-site within the standards outlined in Section II.C.

Surface parking is strongly discouraged, although limited surface parking areas that are screened from streets and have generous landscaping may be permitted by the Zoning Administrator through a use permit process. On Castro Street, below-grade parking may not extend more than 1' above grade. On Hope Street below-grade parking must maintain the predominant at-grade relationship of homes on Hope Street and cannot extend more than 18" above grade. Below-grade parking structures should not have ventilation exhaust shafts or

grilles adjacent to public sidewalks or access ways. Portions of parking extending above grade should be fronted with frequently spaced stoops to provide pedestrian activity and visual interest. Any on-site parking must be accessed in a safe, attractive manner and must not interfere with the orderly flow of traffic on public streets and parking lots.

8. Service Areas

Service facilities such as trash enclosures and mechanical equipment should be screened with enclosures and devices consistent with the building architecture in form, material and detail and be located away from adjacent residential uses. On-site trash receptacles should be consolidated in one area that is easily accessible for garbage pickup.

Freight and loading access should be located as close as possible to the main structure. Loading access should be screened to ensure that loading is not visible from public rights-of-way. Freight access and loading should be situated to ensure that all loading and unloading takes place on-site and in no case within public rights-of-way. All vehicular maneuvers should occur on-site and should be situated to avoid adverse noise impacts upon neighboring residential properties.

C. DESIGN GUIDELINES

These are recommendations for the architectural treatment and organization of buildings and open space and are the suggested criteria for reviewing projects during the design review process.

1. Development Massing

New development should preserve the rhythm and scale of existing buildings within the District and respect the pattern of narrow parcel increments (25’to 50’in width) by means of variation in height, bulk, window and facade treatment.

Buildings facing Castro Street should have a downtown-style urban character but be appropriately scaled to ensure a sensitive transition to adjacent residential neighborhoods. Residential units facing Hope Street should have a character compatible with the surrounding neighborhood such as townhouse- or rowhouse-style units with stoops and individual entries.

2. Ground-Level Entrances, Facade, Window and Roof Treatment

These should comply with the guidelines for Area H.

Buildings facing Castro Street should have a downtown-style urban character, consistent with the Park Place development (left). Residential units facing Hope Street should have a character compatible with the surrounding neighborhood such as the townhouses on View Street that feature stoops and individual entries (right).

3. Site Access

Avoid curb cuts along Castro Street wherever possible. Provide the opportunity to redevelop adjacent properties and minimize the need for curb cuts on Castro Street by creating appropriate site access and spacing buildings to preserve the opportunity for future north-south vehicular access at midblock. Parking and loading should share access lanes whenever possible, rather than requiring separate doors and driveways. Accessways to parking and loading areas will be permitted by demonstrating that every effort has been made to minimize its negative impact on local neighborhoods. Traffic and the pedestrian quality of the street signage should be installed where possible to discourage the use of residential streets for access and encourage Castro Street access.

4. Special Conditions

El Camino Real/Castro Street Gateway Site

New development should create a prominent gateway building with relocation of the existing Gateway Park to the Fairmont Avenue right-of-way. The corner building form should enclose and define the street edge and provide a sense of pedestrian scale at the intersection.

The new park should be at least as large in size as the existing Gateway Park, which may require that it extend over a portion of the development site. The park should be combined with active building frontages with building features such as ample windows, seating areas, terraces and balconies facing the park. Aportion of Fairmont Avenue should remain open to vehicular traffic to provide access to existing buildings and any new development.

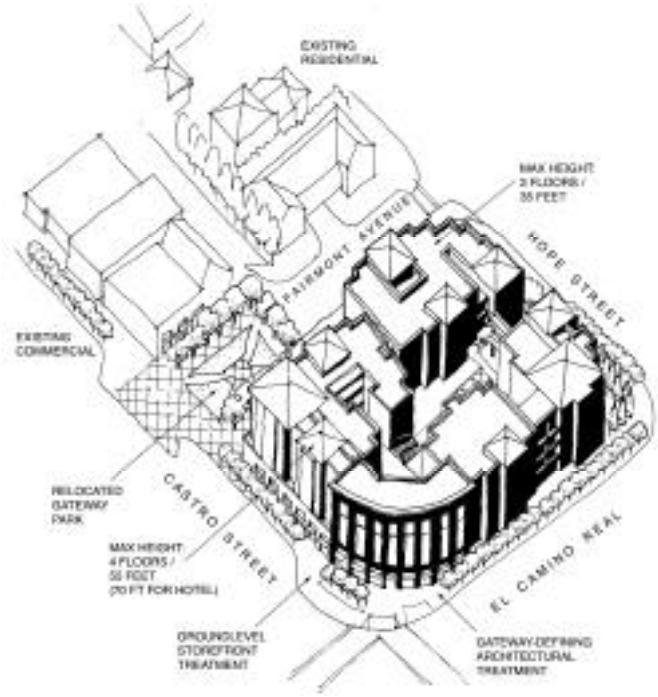
Mixed-Use Development and Parcel Assembly

Regardless of use, all parking associated with a new project in Area J is required to be provided on-site, either with surface parking located behind the building and screened from view, or in a subgrade parking garage. Private parcel assembly can improve the efficiency and viability of on-site parking. Wherever possible, parcel assembly should be encouraged to improve the efficiency and feasibility of proposed projects, but new development on assembled parcels should preserve the rhythm and scale of downtown by means of variation in height, bulk, window and facade treatment.

Curb cuts on Castro Street should be limited and combined through shared access arrangements whenever possible. If parcels are developed individually without assembly or shared access, the distance between curb cuts should be as great as possible to avoid devoting large expanses of sidewalk and building facades to vehicle access.

Where new mixed-use development backs onto existing Hope Street residential development, care should be taken to ensure the privacy of both the existing and new projects. The landscape treatment in Section B.6 should be supplemented with windows and balconies oriented away from adjacent residential buildings.

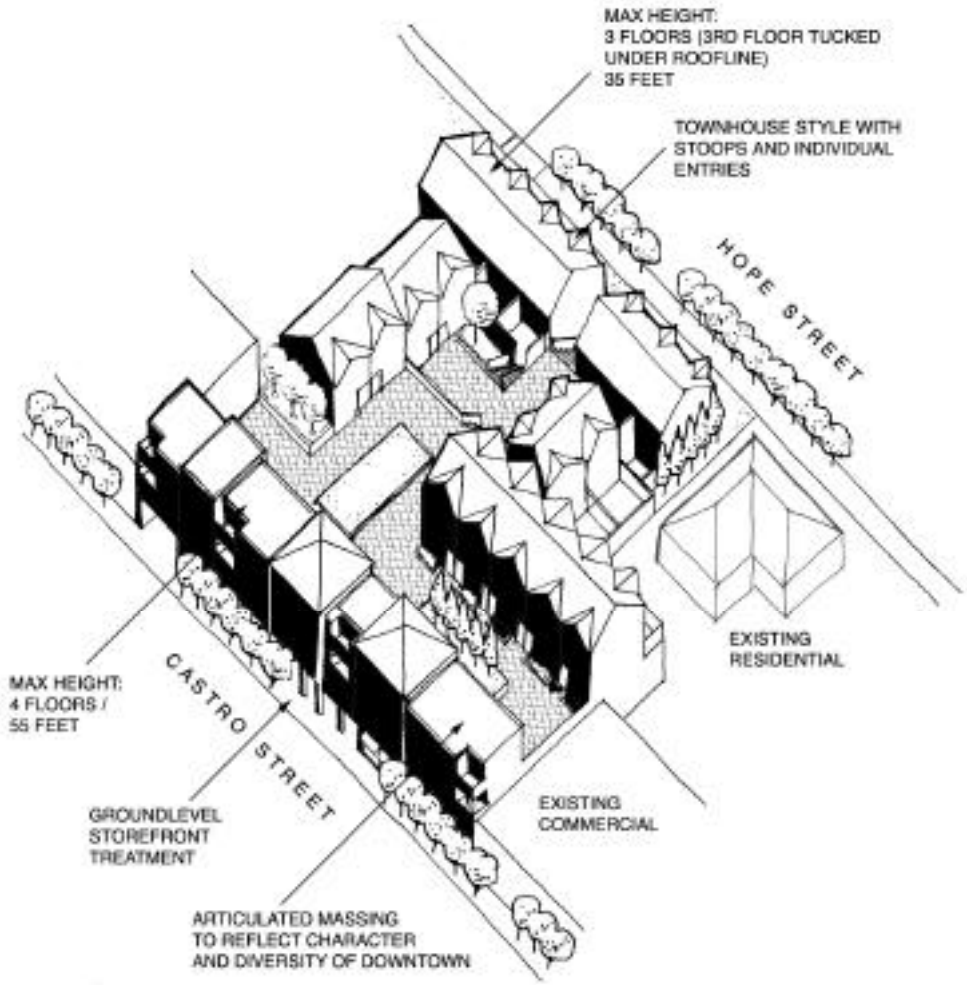
Castro Street parcel(s) may also be combined with adjoining Hope Street parcel(s) through private assembly to improve project efficiency and viability as long as the combined project is compatible with the surrounding context. Underground parking may be extended beneath the Hope Street parcel, but garage access from Hope Street shall be limited only to residen-



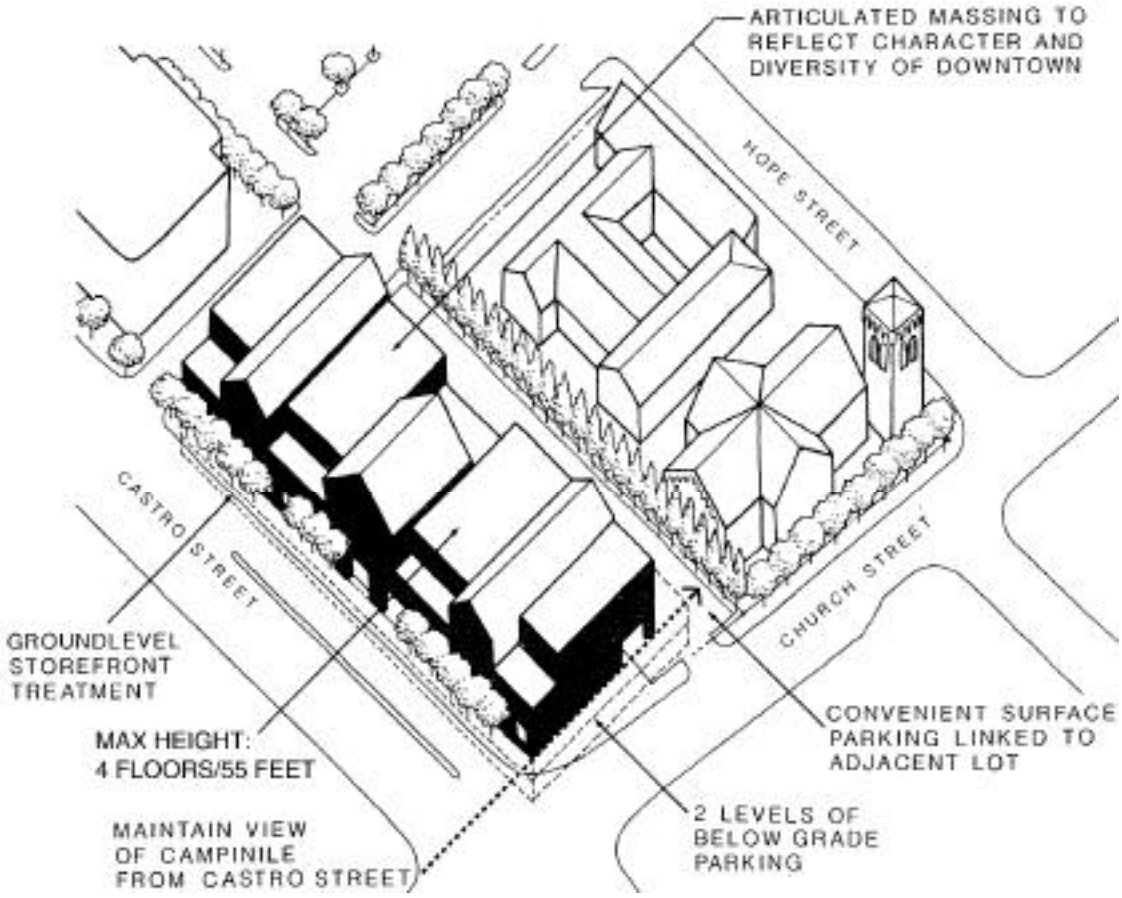
Illustrative development of Gateway mixed-use development and relocated Gateway Park - Area J.

tial uses on the Hope Street portion of the site. Access to parking for Castro Street uses cannot be from Hope Street.

Where Castro Street and Hope Street parcels are combined into a single development, the uses facing each street should be appropriate to the context. Castro Street frontages should have retail uses on the ground floor and either residential or office uses on the upper floors. Hope Street frontages should only have residential uses. Residential units facing Hope Street are encouraged to have a townhouse style with individual entries and stoops to be compatible with the existing residential development.



Illustrative concept of assembled Castro and Hope Street parcels - Area J



Illustrative development opportunity adjacent to St. Joseph's Church - Area J.

Castro Street/Church Street

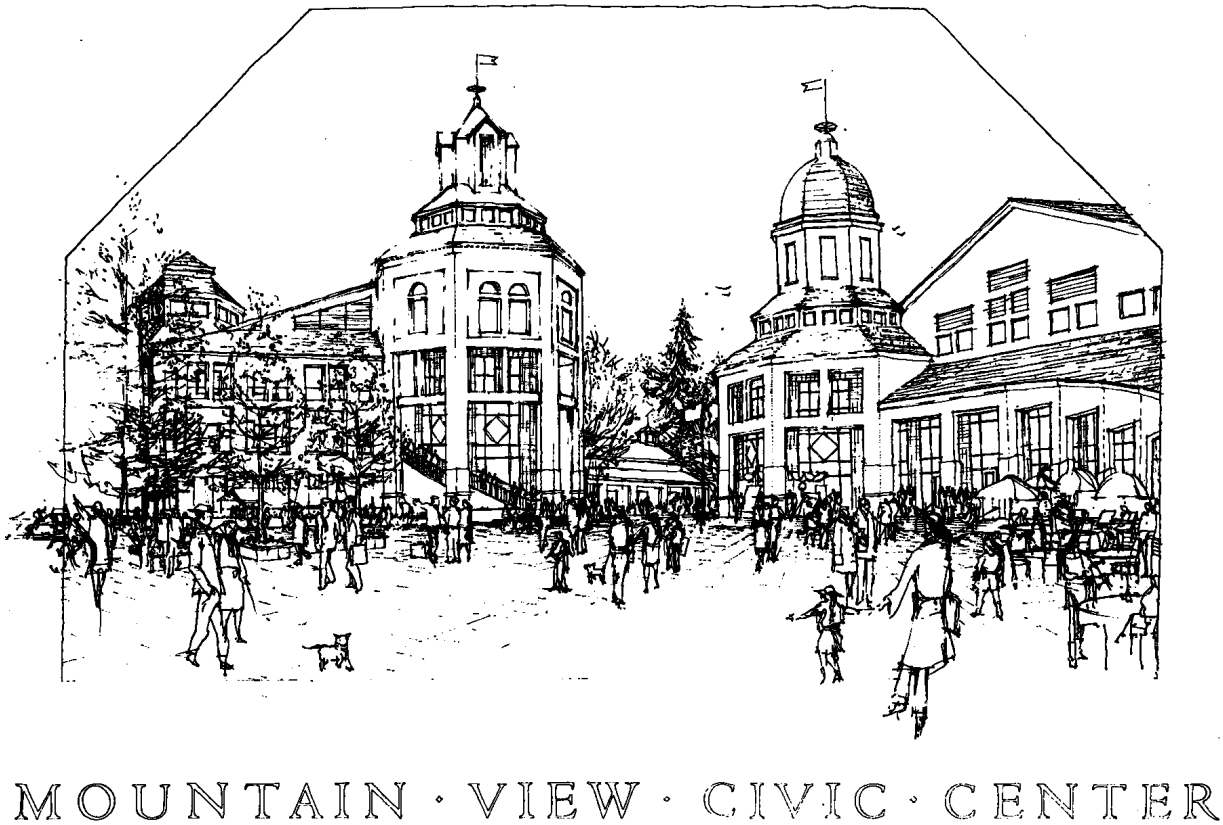
New development occurring at the corner of Castro and Church Streets should provide a view corridor from Castro Street to the "campanile" of St. Joseph's Church by setting development back from the Church Street property line. This setback should be established by means of a perpendicular line proceeding east from the intersection of the Castro and Church Street property lines. Massing of new development at the corner of Castro and Church Streets should be sensitive and compatible with the integrity of neighboring St. Joseph's Church and campanile. Development of this site may include surface parking, subgrade parking or both. Access to parking areas should be from Church Street rather than Castro Street. If surface parking is included, parking should be located behind the building and be well screened from both Castro Street and Church Street.

IV. SIGN GUIDELINES

The Downtown Precise Plan Sign Guidelines are contained in a separate document available in the Mountain View Community Development Department.

V. ADMINISTRATION

Administration of this Precise Plan shall be in accordance with Mountain View City Code, Article A36.50, Authority for Land Use and Zoning Decisions.



1988 artist view of Mountain View Civic Center.

Properties within the Downtown Precise Plan District are also subject to the following requirements.

TABLE V-I
DOWNTOWN PRECISE PLAN ADMINISTRATIVE PROCESS

Project	Building Permits	Code Compliance	Development Review Committee	Zoning Administrator	City Council
Change of business ownership	If needed	Yes	No review	No review	No review
Change of nonconforming use to same or similar nonconforming use	If needed	No	No	No	No
Change of use from one permitted use to same permitted use (e.g., retail to retail)	If needed	No	No	No	No
Changeof use from one permitted use to different permitted use (e.g., retail to art gallery)	If needed	No	No	No	No
Change of use from a provisional use to same or different provisional use (e.g., nightclub to nightclub or restaurant to restaurant)	If needed	Yes	Review of project	Public hearing	No
Interior tenant improvements; no new floor area	If needed	Yes	No	No	No
Exterior tenant improvements, including signage	Yes	Yes	Review of project	No	No
Any new building addition	Yes	Yes	Review of project	Public hearing with option to forward to Council	Optional
Any new building or adoption of a Master Plan	Yes	No	Review of project	Public hearing	Public hearing

Mountain View City Hall

APPENDIX A

Trip reduction plans, also referred to as Transportation Demand Management (TDM), are sets of strategies, measures and incentives that result in more efficient use of transportation resources. They can reduce overall traffic volume and they can reduce the demand for parking spaces. There are many different strategies which vary depending on land uses and trip purposes. Some strategies improve the transportation options available to commuters. Some cause changes in trip scheduling, route, destination or mode. Others reduce the need for physical travel through more efficient land use or transportation substitutes.

Mountain View has required trip reduction programs (sometimes called commute alternative programs) in several areas of the City. In the Transit Zone near the Middlefield light rail station, property owners can obtain approval of higher-intensity development by agreeing to implement trip reduction programs as a condition of approval. In the downtown, several new developments have received small reductions (3 percent to 6 percent) in parking by agreeing to implement trip reduction programs.

Trip reduction plans are typically tailored to the unique needs of a specific employer and require time to implement, monitor and refine before they are fully effective. Most trip reduction plans occur at the employment end of commute trips because it is the employer who initiates and manages trip reduction programs.

National research shows that the most effective trip reduction strategies fall into the following three categories:

1. *Financial incentives and disincentives.* Incentives include free or subsidized transit passes and "parking cash-out" programs where employers provide a monthly stipend for employees not to drive. Parking charges are the primary financial disincentive.

2. *Shuttles to/from transit stations or remote parking lots.* Combined with other services, privately operated, frequent and comfortable shuttle service from workplace to transit or remote parking lots is effective for employees not within walking distance of transit.

3. *Subsidized vanpool programs.* Mostly for large employers, subsidizing a vanpool (leasing, fuel and insurance) and providing rideshare matching services can be effective in reducing commute trips.

   Usually the above measures are combined with other services to create a "package" of measures. Trip reduction packages can range from modest to aggressive and have a range of effectiveness proportionate to the range of services. The range of trip reduction packages include:

   - Commute alternatives information only (trip reduction effectiveness 1 percent to 3 percent).

- Information plus services (trip reduction effectiveness 3 percent to 15 percent).
- Information plus services plus financial incentives (trip reduction effectiveness 15 percent to 33 percent).
- Financial incentives only (trip reduction effectiveness 12 percent to 25 percent).
- Parking charges where previously free (trip reduction effectiveness 18 percent to 35 percent).

Some of the public and private services and measures that can be part of a comprehensive trip reduction plan are listed below. Those that have been used in Mountain View are marked with an asterisk (*). Employers could choose from this list in developing trip reduction programs that would then be subject to City review as a condition of project approval.

Employment Centers

- Guaranteed Ride Home Program*
- Eco-Pass sales (VTA only)*
- Commuter Check (includes all transit)*
- Shuttle/bus service to Caltrain*
- Car sharing or car rental center
- City-sponsored public outreach for trip reduction programs
- Carpool and vanpool subsidies
- On-site child-care center or jointly sponsored center nearby
- Infill retail development*
- Membership in Transportation Management Association*
- Coordination of trip reduction programs between employers*
- Reduced parking standards (in combination with other transportation systems)*
- Preferential parking*
- Internal rideshare matching services*
- Transportation Coordinator and Commute Assistance Center*
- Telecommuting policies and equipment*
- Web media/video conference center
- Compressed workweek or flexible workday*
- Fleet vehicles for mid-day and personal travel*
- Parking pricing and Parking Cash Out Program

- On-site amenities (ATM, cafeteria, support retail, gym, including opening them to other employees in the area)*
- Bicycle parking and showers*

Trip reduction programs can be effective, but they require ongoing monitoring. The City requires building owners to assign a commute coordinator to implement and monitor the program and to report annually to the Zoning Administrator on how well the program is working. Only one building with a trip reduction program has been occupied for over a year, so the City has limited experience with the reporting function.

As noted above, trip reduction programs work best with large concentrations of employees, such as office buildings. They would not be realistic for retail stores and restaurants.

Downtown

DOWNTOWN PRECISE PLAN 1988 PROJECT PARTICIPANTS

MOUNTAIN VIEW CITY COUNCIL
Clarence L. Heppler, Mayor
Robert Schatz, Vice Mayor
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