



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

AGENDA

NOTICE AND AGENDA

SPECIAL MEETING - TUESDAY, SEPTEMBER 1, 2015
PLAZA CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET
8:00 A.M.

1. **CALL TO ORDER**

2. **ROLL CALL**—Committee members Kim Copher, Maria Lange, Ronald Manabe, Bill Maston, Ken Rosenberg, Jamil Shaikh, Julie Smiley, Vice Chair Shana Nelson, and Chair Preeti Piplani.

3. **MINUTES APPROVAL**

Minutes for the June 2, 2015 meeting have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **UPCOMING AGENDA TOPICS**

This portion of the agenda is reserved for identification of agenda items for future meetings.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

6. **UNFINISHED BUSINESS**—None.

7. NEW BUSINESS

7.1 CELEBRATION OF SERVICE EVENT – THURSDAY, SEPTEMBER 24, 2015, AT 5:30 P.M., MICHAELS AT SHORELINE

Staff will take a group picture of the Downtown Committee for the event.

7.2 DOWNTOWN DEVELOPMENT UPDATES

Staff will provide an update on downtown development projects, including the development of the Hope Street lots.

7.3 DOWNTOWN PRECISE PLAN

Staff will discuss proposed changes to the Precise Plan and seek input and recommendations from the Downtown Committee.

7.4 FISCAL YEAR 2014-15 ACCOMPLISHMENTS

Staff will provide a draft list of accomplishments and seek input and review from the Downtown Committee.

7.5 DOWNTOWN PARKING UPDATES

Staff will provide updates on several downtown parking initiatives.

7.6 DOWNTOWN COMMITTEE BYLAWS

Staff will provide an update on the bylaws.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

No action will be taken on any questions raised by the Committee at this time.

9. ADJOURNMENT

AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to Tiffany Chew, Business Development Specialist, at (650) 903-6379.
- Interested persons may review the agenda and staff reports at the Mountain View Library (585 Franklin Street) beginning the Monday evening before each regular meeting and at the Community Development Department, 500 Castro Street, First Floor, beginning the Monday morning before each meeting. Staff reports are also available during each meeting.
- **SPECIAL NOTICE – Reference: Americans with Disabilities Act, 1990**
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Community Development Department at (650) 903-6379 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE –** Any writings or documents provided to a majority of the Downtown Committee regarding any item on this agenda will be made available for public inspection in the Community Development Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the “Oral Communications” part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.



MINUTES

SPECIAL MEETING - TUESDAY, JUNE 2, 2015
PLAZA CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET
8:00 A.M.

1. **CALL TO ORDER**

The meeting was called to order at 8:05 a.m.

2. **ROLL CALL**

Present: Committee members Kim Copher, Oscar Garcia, Maria Lange, Ronald Manabe, Bill Maston, Jamil Shaikh, Vice Chair Shana Nelson, and Chair Preeti Piplani.

Absent (Excused): Committee members Ken Rosenberg and Julie Smiley.

3. **MINUTES APPROVAL**

The minutes of May 5, 2015 were distributed prior to the meeting and approved as distributed.

4. **UPCOMING AGENDA TOPICS**

The Committee requested an update on the proposed VTA Bus Rapid Transit project and parking time restrictions.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC** – None.

6. **UNFINISHED BUSINESS** – None.

7. **NEW BUSINESS**

7.1 **DOWNTOWN DEVELOPMENT UPDATES**

Staff provided an update on downtown development projects, including projects currently under construction and new businesses. Staff also

provided an update on the development of the Hope Street parking lots. No action taken.

7.2 DOWNTOWN COMMITTEE WORK PLAN

The Committee reviewed the draft work plan for Fiscal Year 2015-16. The following items were added to the draft:

- Under the promotion of downtown, the Committee added two key milestones: 1. Support and retain a diverse downtown retail mix and 2. Develop a marketing subcommittee to review all marketing efforts including the promotion of the downtown to other area venues.
- Under the impact of Levi's Stadium to downtown Mountain View, the Committee added a key milestone: discussion of the future location of the Farmers' Market and outreach to other cities such as Campbell and the downtown Mountain View businesses. The Committee also modified the promotion of downtown Mountain View during Super Bowl 50. They would also like to discuss opportunities to promote downtown Mountain View during 49er games and stadium events.
- Under the continued implementation of the Downtown Parking Work Plan, the Committee would like to explore options to change the Parking District.
- The Committee also added two work items for Fiscal Year 2015-16: 1. Revisit the Sidewalk Café program and fee structure and 2. Leverage public transportation and alternative modes of transportation and collaborate with the B/PAC.

Motion – M/S Maston/Lange – Carried 6-0-2; Copher, Garcia not present for vote; Rosenberg, Smiley absent – To adopt the above modifications to the 2015-16 Downtown Committee Work Plan.

7.3 DOWNTOWN PARKING UPDATES

Staff provided updates on several downtown parking initiatives: real-time wayfinding signs, Ava's Market parking request, Levi's Stadium Parking Pilot Program, and parking issues outside of the Parking District. No action taken.

7.4 DOWNTOWN PARKING ENFORCEMENT

Per the request of the Downtown Committee, Police Lieutenant Michael Canfield from the Police Department provided an overview of downtown parking enforcement efforts. No action taken.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

None.

9. ADJOURNMENT

The meeting was adjourned at 10:00 a.m.

TC/3/CDD

822-06-02-15mn-E



MEMORANDUM

Community Development Department

DATE: August 28, 2015
TO: Downtown Committee
FROM: Lindsay Hagan, Associate Planner
SUBJECT: Downtown Precise Plan Amendment - Area J

Recommendation

Staff seeks a recommendation from the Downtown Committee to City Council on a Downtown Precise Plan amendment to Area J to remove office as a ground-floor permitted use and add it as a provisional use along Castro Street. See Exhibit 1 - Proposed Text Amendment - for details.

Additionally, staff seeks input on other potential text amendments to the Downtown Precise Plan for future consideration and review.

Background

City staff has received an increasing amount of inquiries for office space in the downtown as the economic market has strengthened and vacancy rates remain low. While staff recognizes the importance of office space for new and expanding businesses, we also support maintaining a healthy vitality and diversity in the downtown with a strong pedestrian-focus along the ground-floors of Castro Street.

In late 2012, the Planning Division received an application at 783 Castro Street to convert a multi-tenant retail building into a single-tenant office building in Area J of the Downtown Precise Plan. Area J is the only portion of Castro Street where ground-floor office is permitted. Other areas along Castro Street require a Provisional Use Permit to locate office on the ground-floor, which requires discretionary review and an opportunity for public input at an Administrative Zoning public hearing. Staff's interest in the text amendment is to require ground-floor office uses in Area J to go through the same review process as other areas along Castro Street. A map identifying these areas in the [Precise Plan](#) is provided in Exhibit 2.

City Council Direction

Staff initiated discussion of the proposed Precise Plan Amendment at a City Council public hearing in January 2013, where the majority of Council was supportive of the text

amendment. By a 4-2 vote (1 recused), Council directed staff to defer a text amendment for nine months until the project at 783 Castro Street was completed, permitting the applicant to convert to an office use without a Provisional Use Permit. The majority of Council understood staff's concerns and the desire for ground-floor retail, but wanted to permit this particular applicant to proceed with building permits without a Provisional Use Permit due to the money and resources already invested in the conversion (see Exhibit 3 for the City Council Staff Report). Staff is presenting this item to the Downtown Committee to complete the text amendment process as directed by Council.

Additional Text Amendments

In addition to the proposed Area J amendment, staff has compiled a list of other potential amendments to the Downtown Precise Plan based on concerns raised by the community, public inquires, and the city's enforcement experience to date. Enclosed as Exhibit 4 is the list of additional items staff seeks input on from the Downtown Committee and a determination on whether there is interest to review any item(s) in more detail at a future date.

Next Steps

Following the direction provided from the Downtown Committee, staff will bring this item to the Environmental Planning Commission for review and consideration tentatively scheduled for October 7, 2015. With EPC's recommendation, staff will bring both recommendations to City Council for a final decision, which is anticipated by the end of the year.

Alternative

1. Do not recommend a Precise Plan Amendment to Area J, continuing to permit ground-floor office uses in Area J.

- Exhibits:**
1. Proposed Text Amendment
 2. Downtown Area Map
 3. [City Council Staff Report – January 29, 2013](#)
 4. Additional Text Amendments

A. DEVELOPMENT STANDARDS

1. Permitted and Provisional Uses

Permitted Uses (Castro Street Frontage)

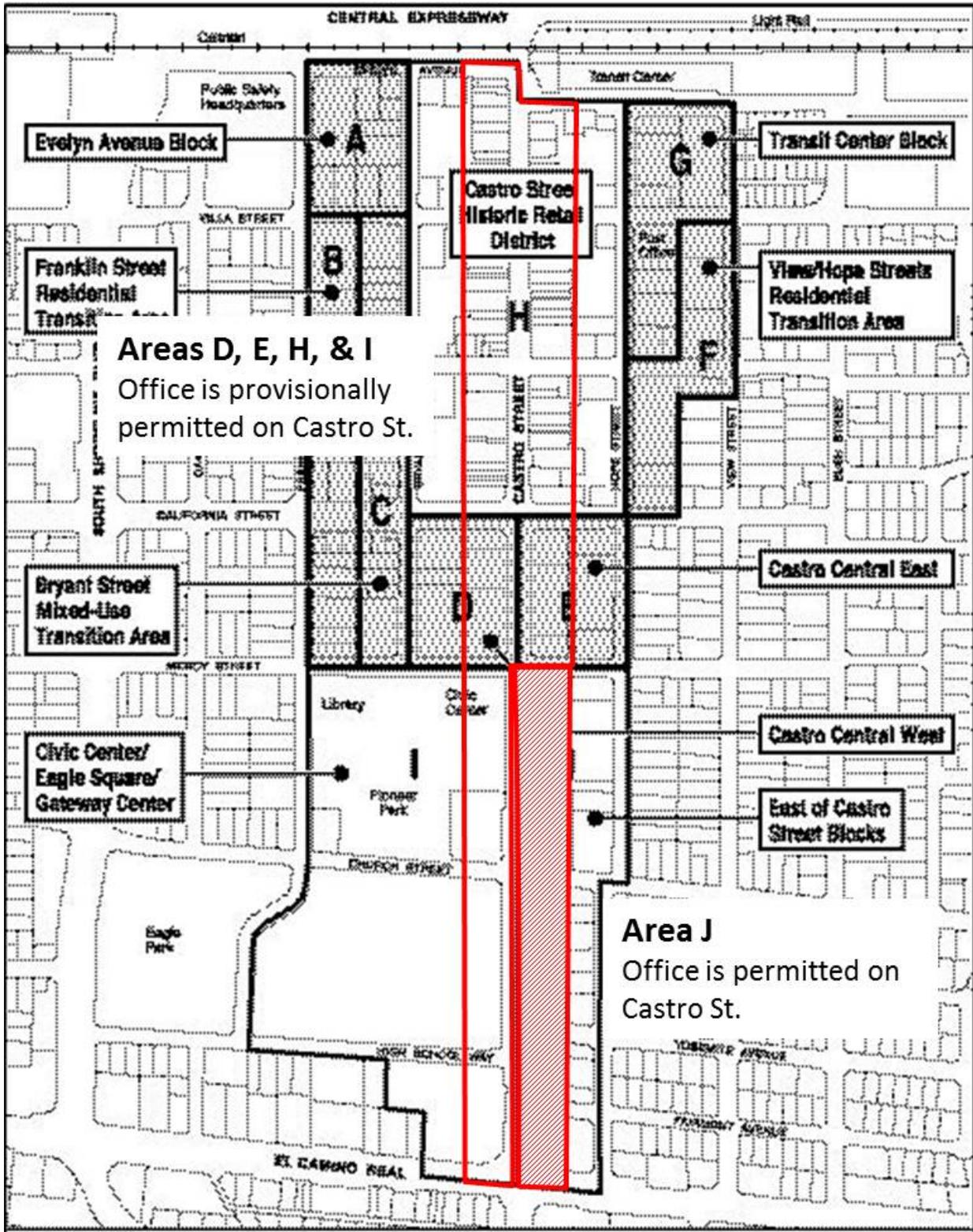
- a. Retail, not including drive-up or drive-in services;
- b. Restaurant, including serving of alcoholic beverages clearly ancillary to food service; not including drive-up or drive-in services;
- c. Art galleries;
- d. Theaters;
- e. Business and personal services; and
- ~~f. Offices; and~~
- ~~g.~~ 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 services;
- b. Indoor recreation uses;
- c. Offices;
- ed. Hotels;
- de. Residential on upper levels only at up to 50 units per acre; and
- ef. 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.



Areas D, E, H, & I
Office is provisionally permitted on Castro St.

Area J
Office is permitted on Castro St.

Jan. 2004 North Downtown Precise Plan Boundaries

Figure 2.

Regulations for Ground-Floor Office along Castro Street

Downtown Mountain View
Downtown Precise Plan Areas



DATE: January 29, 2013

CATEGORY: New Business

DEPT.: Community Development

TITLE: **Downtown P(19) Precise Plan Amendment**

RECOMMENDATION

Staff recommends the City Council authorize an amendment to the Downtown P(19) Precise Plan to make ground-level office use a Provisional Use in Area J.

BACKGROUND

783 Castro Street is a 0.3-acre site with a 5,400 square foot building on the east side of Castro Street, south of Church Street. The building has four tenants, including a salon, law office, travel agency, and market. The site has a 110' frontage on Castro Street with a 14-space parking lot in front of the building (see Attachment 1 – Aerial and Site Photographs).

Proposed Project

The property owner at 783 Castro Street was approached by an investment group with a plan to refresh the existing building and convert it into a single-tenant office space. This change in use would result in greater lease revenue, which the applicant states will cover the costs associated with upgrading the facade and storefront windows, repairing the roof, and upgrading the electrical system. The applicant states that the revenue received from their existing tenants is not sufficient to fund these improvements.

Castro Street and Ground-Level Uses

Along most of Castro Street in downtown, the Precise Plan includes policies and procedures that encourage retail stores instead of restaurant or office. For example, within the Parking District, new restaurant/office area are Provisional Uses and, through the Development Review Process, facade improvements are required and the applicant must pay a Parking In-Lieu fee that goes towards future public parking improvements. Retail uses do not require a public hearing and do not require a Parking

In-Lieu fee; therefore they are able to move in quicker and with less up-front cost. These special incentives for retail uses in downtown were specifically put in place because it was recognized that more retail stores were needed to improve the diversity of uses in downtown.

Area J of the Downtown Precise Plan is the only segment of Castro Street where ground-floor office uses are permitted without a public hearing.

Application Process

The applicant applied for a Planned Community Permit to upgrade the facade and receive a parking reduction for the office use. Staff met with the applicant immediately after the application was made, and informed them of staff's intent to bring this topic forward to Council.

The Planned Community permit for the facade improvement was reviewed by the Development Review Committee (DRC). Since the DRC's scope is limited to exterior changes, their recommendation on the application does not relate to the question of the use conversion.

An Administrative Zoning hearing is scheduled for February 13, 2013, for a final action on the facade improvement and the parking reduction.

ANALYSIS

The proposal for 783 Castro Street has merits and also raises concerns. The project results in the investment and improvement of a downtown property, which is encouraged by the City. But the lost shopping and service opportunities to the public that results from the conversion to office is not consistent with other downtown goals. Due to the competing public policy issues, staff believes that public input would be a key factor in making a final determination of whether the office use should be allowed.

Public input can only be provided if the use is changed to a Provisional Use in the Precise Plan, which would require a public hearing with the Zoning Administrator. Therefore, staff recommends that the Precise Plan be amended to require a Provisional Use Permit for ground-floor office uses in Area J of downtown. The intent of this amendment is not to prohibit ground-floor office use in this area, but to provide the opportunity for public comment for any proposed office conversion.

Since the change is straightforward, staff recommends that this go directly to an Environmental Planning Commission (EPC) public hearing instead of an EPC Study Session.

Authorization Requires Provisional Use Permit

Based on Section 36.35A of the Zoning Ordinance, City authorization of this Precise Plan amendment will immediately require the 783 Castro Street proposal to apply for a Provisional Use Permit even while the Precise Plan amendment is being processed. Section 36.35A requires any zoning or building permit issued for a project in an area that has an authorized zoning or Precise Plan amendment to meet the requirements of the existing and proposed regulations (see Attachment 2 – Section 36.35A of the Zoning Ordinance).

If authorized, no planning or building permit can be approved for the proposed office use unless a Provisional Use Permit is first obtained. The Administrative Zoning hearing on February 13, 2013 for the facade improvement and parking reduction would be continued until the applicant files for a Provisional Use Permit for the office conversion.

FISCAL IMPACT

No significant impact. The total staff time necessary to complete this amendment is estimated to be about \$10,000 and would not be covered by fees or cost recovery. Fiscal impacts related to this office conversion and potential future conversions in Area J are expected to be negligible.

ALTERNATIVES

1. Authorize the Precise Plan amendment but direct the Zoning Administrator to refer the Provisional Use Permit for 783 Castro Street to the City Council for final action (if 783 Castro Street chooses to proceed and apply for the permit).
2. Authorize the Precise Plan amendment, but require an EPC Study Session for the item.
3. Defer the Precise Plan amendment for up to nine months to allow the applicant for 783 Castro Street to proceed with their project without needing a Provisional Use Permit.
4. Do not authorize Precise Plan amendment.

PUBLIC NOTICING – Agenda posting.

Prepared by:

Peter Gilli
Planning Manager (Acting)/
Zoning Administrator

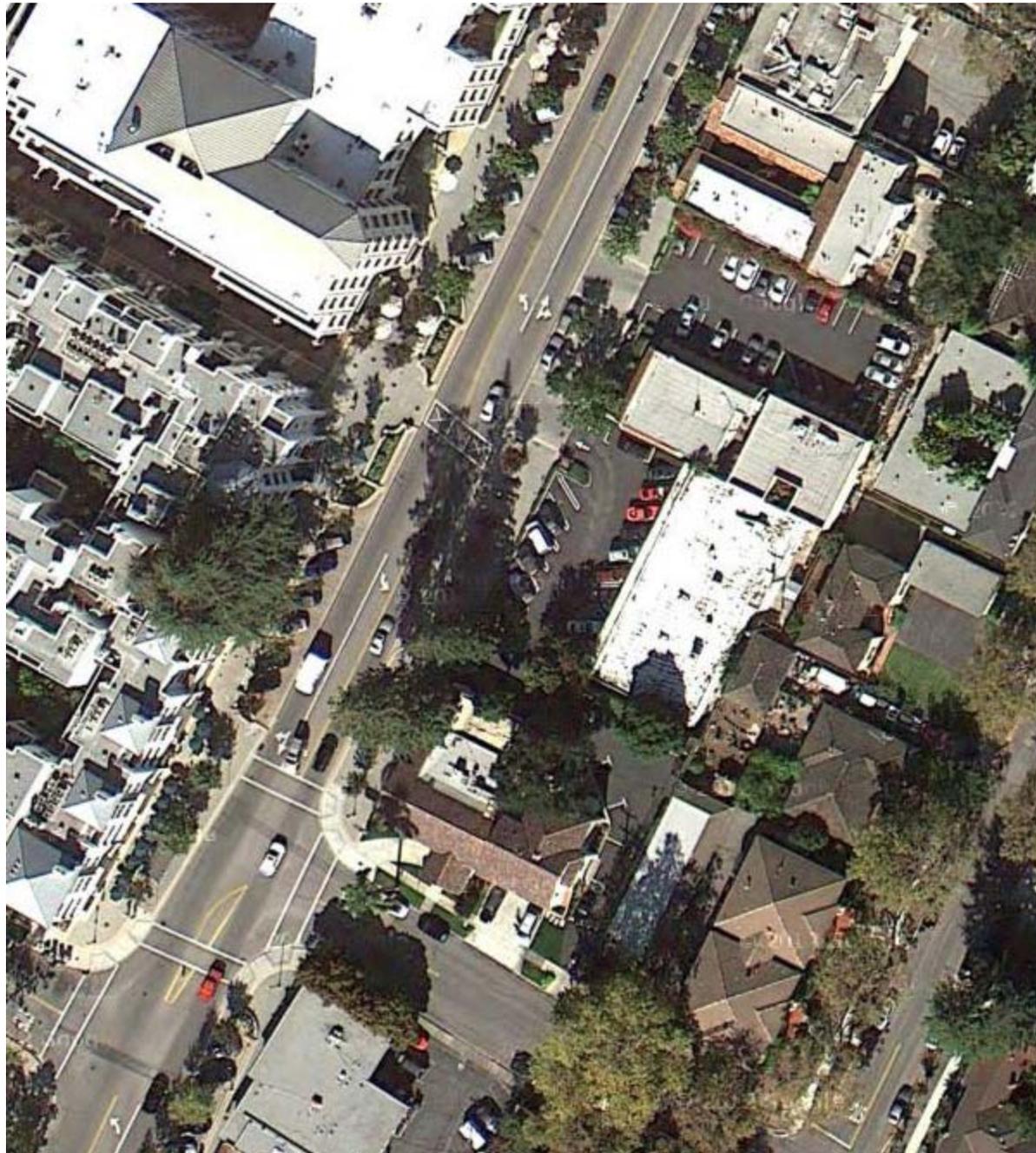
Approved by:

Randal Tsuda
Community Development Director

Daniel H. Rich
City Manager

PG/7/CAM
887-01-29-13CR-E-1

Attachments: 1. Aerial and Site Photographs
2. Section 36.35A of the Zoning Ordinance



Aerial and Site Photographs





SECTION 36.35A OF THE ZONING ORDINANCE**SEC. 36.35A. - Building permits and all other land use entitlements during rezoning or zoning amendments.**

Following the initiation of a rezoning, precise plan, adoption or amendment, or a zoning amendment by the environmental planning commission or the city council or a property owner and prior to its adoption by the city council, no building permit or zoning permit or any other land use entitlement, except as specifically exempted herein, shall be issued for construction or use on said property unless the proposed construction and use shall conform to both the existing zoning regulations and the proposed zoning regulations for said property.

- (1) For purposes of this section, the following proposed or pending zoning actions shall be subject to this section:
 - (a) Adoption of or amendments to a precise plan, area plan, or any other specific plan; or
 - (b) Reclassification of property from one zoning district to another ("rezoning"); or
 - (c) Amendment(s) to regulations or design criteria within a zoning district, or to general and special provisions, exceptions and interpretations as set forth in Article IV, Chapter 36.
- (2) Exceptions. The following activities shall be excepted from the restrictions of this section, provided that such activities shall remain subject to the usual application process, and the applicant demonstrates to the satisfaction of the chief building inspector or zoning administrator, as appropriate, that the requested changes are minor and incidental and will not materially affect the purposes or intent of the zoning action:
 - (a) Minor interior or exterior modifications for existing uses with no change in the entity exercising the use; or
 - (b) Minor modifications and/or improvements to landscaping; or
 - (c) Minor changes in existing signs, including changes to the face of an existing sign.

(Ord. No. 31.73, 9/24/73; Ord. No. 15.85, 5/28/85; Ord. No. 3.87, 2/24/87.)

Other Precise Plan Text Amendments to Consider

1. Eliminate Bars/Nightclubs in areas of the Precise Plan where they do not currently exist;
2. Remove the 50 percent Parking In-Lieu Fee reduction for restaurants in Areas E, H and other areas within the Parking District; and
3. Establish floor area ratio limits for single-family residential properties located within the Precise Plan.