



COMMUNITY WORKSHOP

EAST WHISMAN PRECISE PLAN



OBJECTIVES

- Provide overview of the East Whisman Precise Plan project and process.
- Review existing 2030 General Plan vision and existing conditions of the area.
- Expand and update the vision for East Whisman.
- Identify preferred design and locations of new development, amenities, and street improvements in East Whisman.
- Identify areas where appropriate transitions are needed for new development adjacent to and within East Whisman.



AGENDA



- 9:15 am – 9:50 am

Project Overview and Introduction to Workshop Exercises

- Mayor Patricia Showalter, City of Mountain View
- Lindsay Hagan, City of Mountain View
- Eric Yurkovich, Raimi + Associates

- 9:50 am – 11:40 am

Breakout Groups and Workshop Exercises

- 11:40 am – 12:00 pm

Report Back from Groups and Next Steps



STAY INVOLVED!



A screenshot of the City of Mountain View website. The page is titled "EAST WHISMAN PRECISE PLAN". The navigation bar includes "CITY COUNCIL", "DEPARTMENTS", "SERVICES", "HOW DO I...", "ABOUT US", and "CONTACT US". A left sidebar menu lists various projects and services. The main content area includes a breadcrumb trail: "Home » ... » Planning » Active Projects » ewpp". The text describes the City Council's directive to develop a Precise Plan for the East Whisman area, identifying it as a transit-oriented employment center. A map shows the "East Whisman Precise Plan Area" in blue, bounded by Middlefield Rd, Whisman Rd, and Central Expy. Below the map, there are sections for "PROJECT SCHEDULE", "PUBLIC MEETINGS", and "COMMUNITY WORKSHOPS".

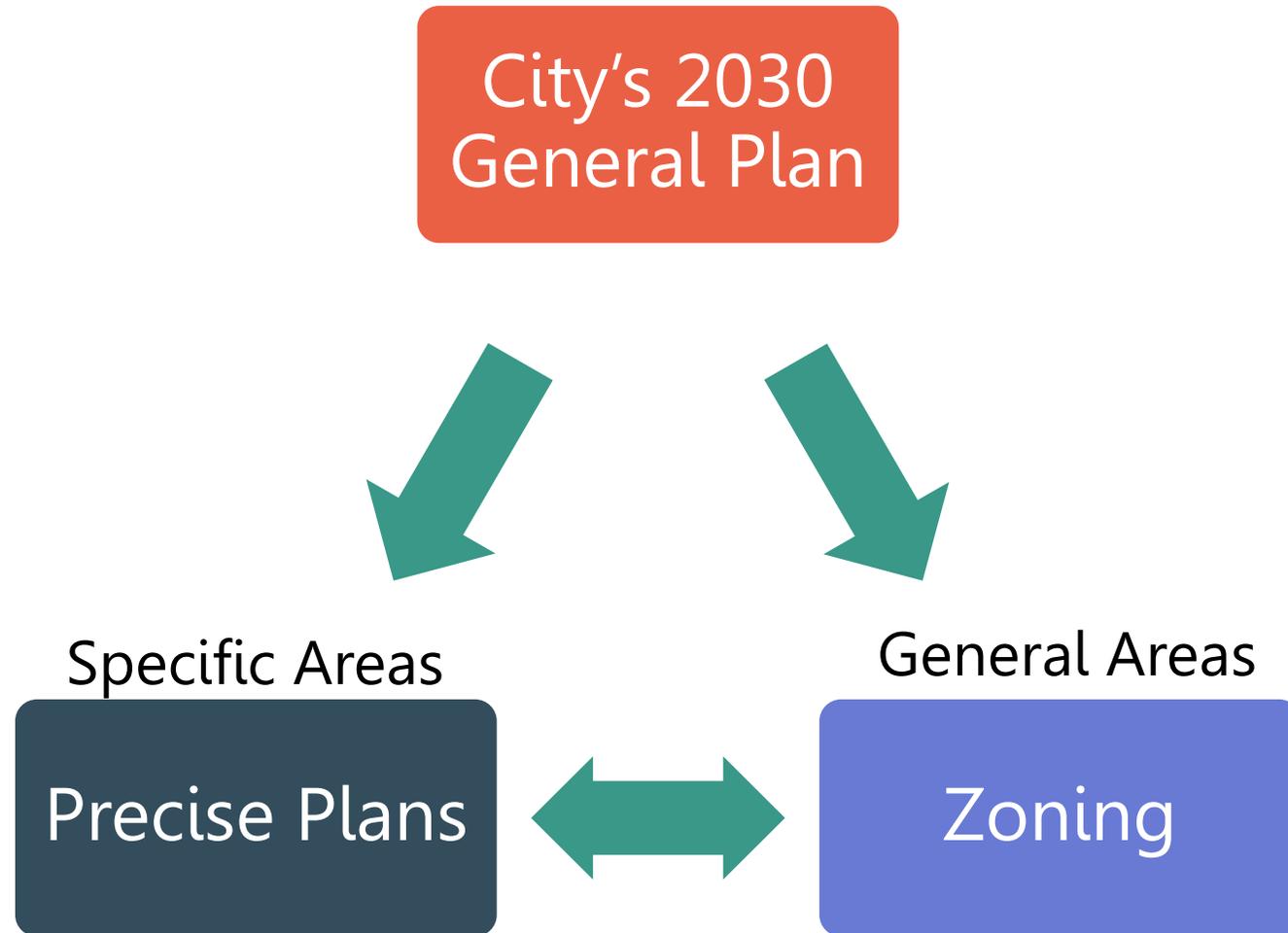
Go to the websites for more information and to stay involved!

<http://www.mountainview.gov/eastwhisman>

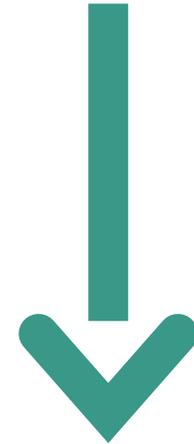
Sign-up for e-notifications of upcoming meetings, workshops, and available materials on this Precise Plan.

<http://mountainview.gov/mymv/>

WHERE DOES THIS PROJECT FIT?



Comprehensive 20 year vision for the City

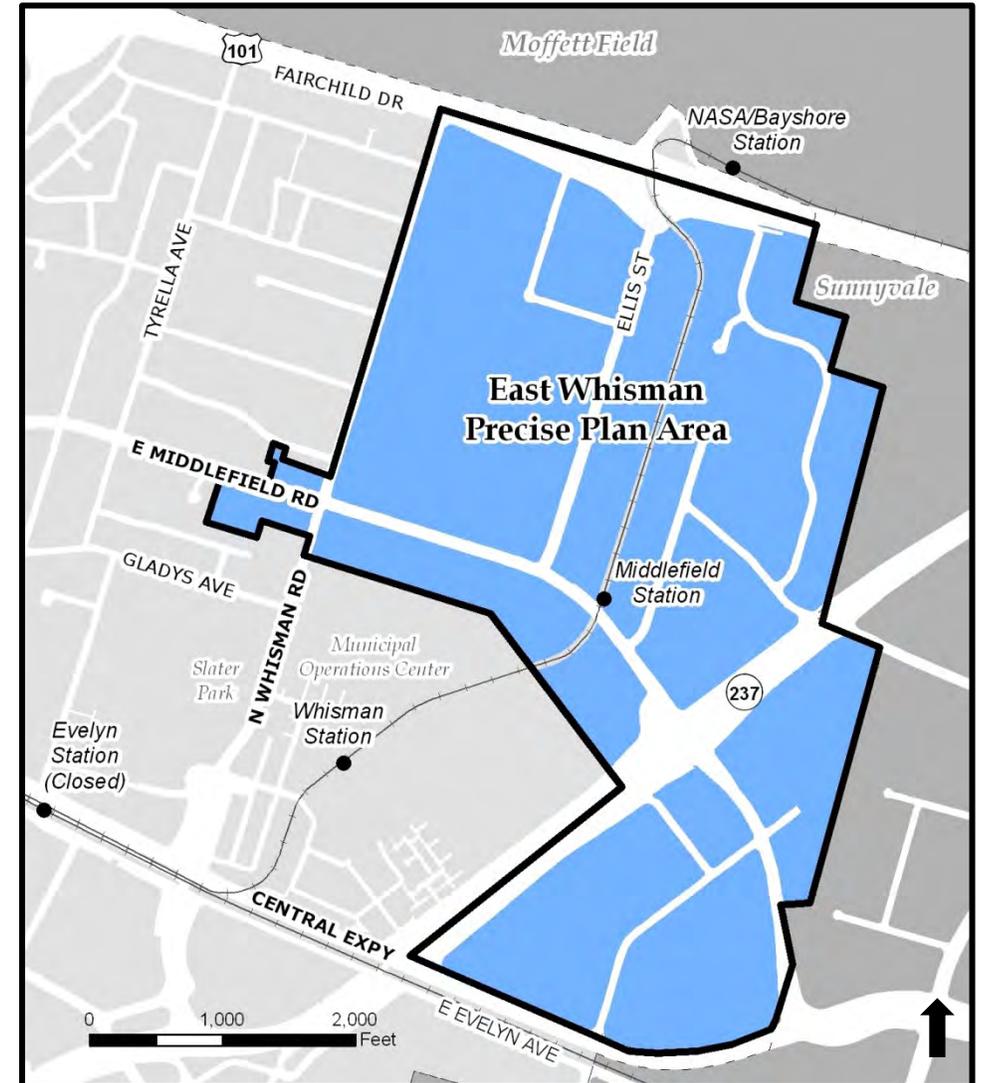


Implementation of vision

WHAT IS THE PROJECT?

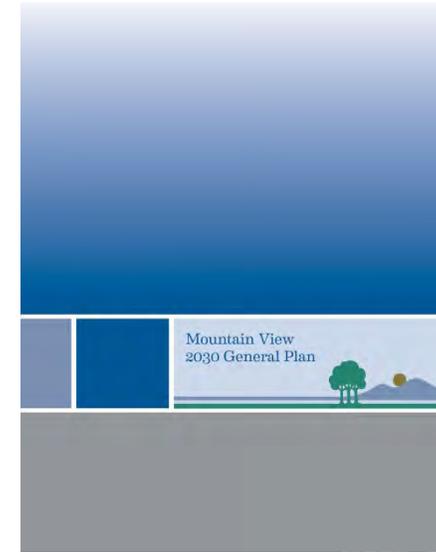


- A **Precise Plan** for East Whisman
 - Expand and update the 2030 General Plan vision for the area.
 - Create guiding objectives to frame (or describe) the vision.
 - Develop goals, policies, and design standards/guidelines to implement the vision.
 - Identify specific improvement projects and/or actions to achieve the vision.
- An **Amendment to the City's General Plan**
- Prepare an **Environmental Impact Report (EIR)** to assess potential environmental impacts of the Precise Plan



WHY CREATE A PRECISE PLAN?

- Action item from the City's General Plan.
- Recent City Council direction to study residential land uses in the plan area.
- Increase access to the VTA light rail stations to improve ridership.
- Encourage transit-oriented development that emphasizes high-quality, sustainable design.
- Plan for multi-modal streets (i.e. walking, biking).
- Improve the quality of life.



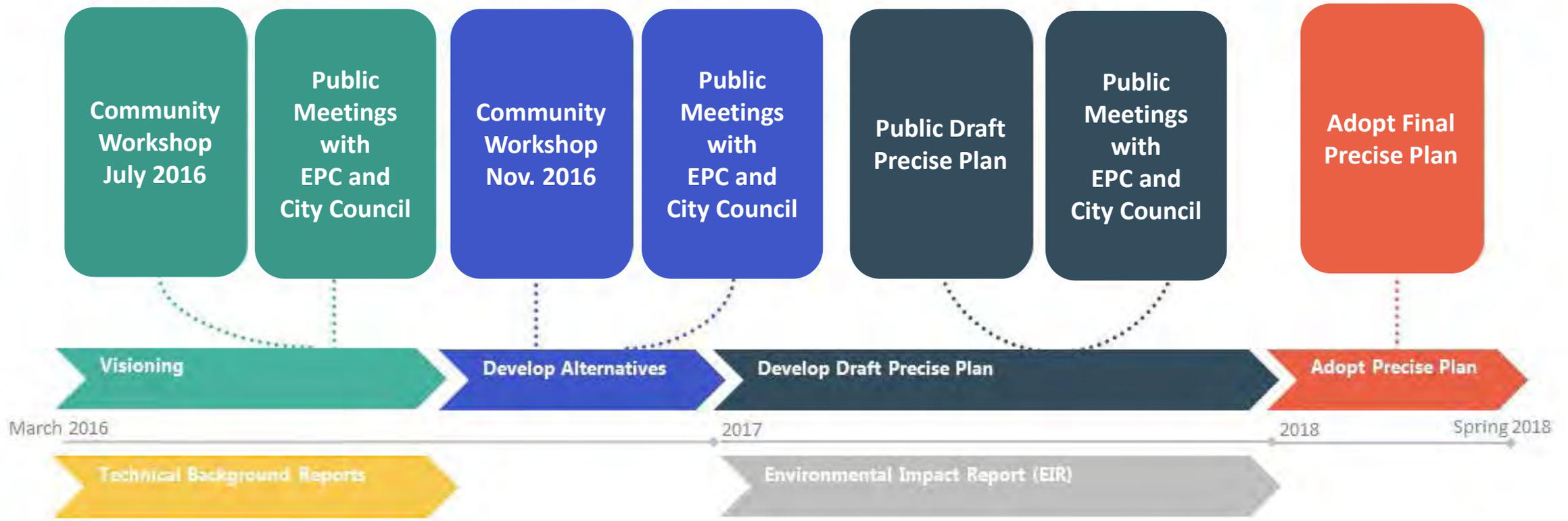
PRIORITY DEVELOPMENT AREAS



- Priority Development Areas (PDAs) are areas where **new development can support residents and workers while being served by transit.**
- **Partnership** between Metropolitan Transportation Commission (MTC), Valley Transportation Authority (VTA), the City, and others to identify areas.
- PDAs support **Plan Bay Area 2040 and the Sustainable Communities Strategy.**
- 170 locations around the Bay Area, including **East Whisman, Downtown, El Camino Real, San Antonio, and North Bayshore.**
- Grants for cities to develop local plans for areas surrounding transit.



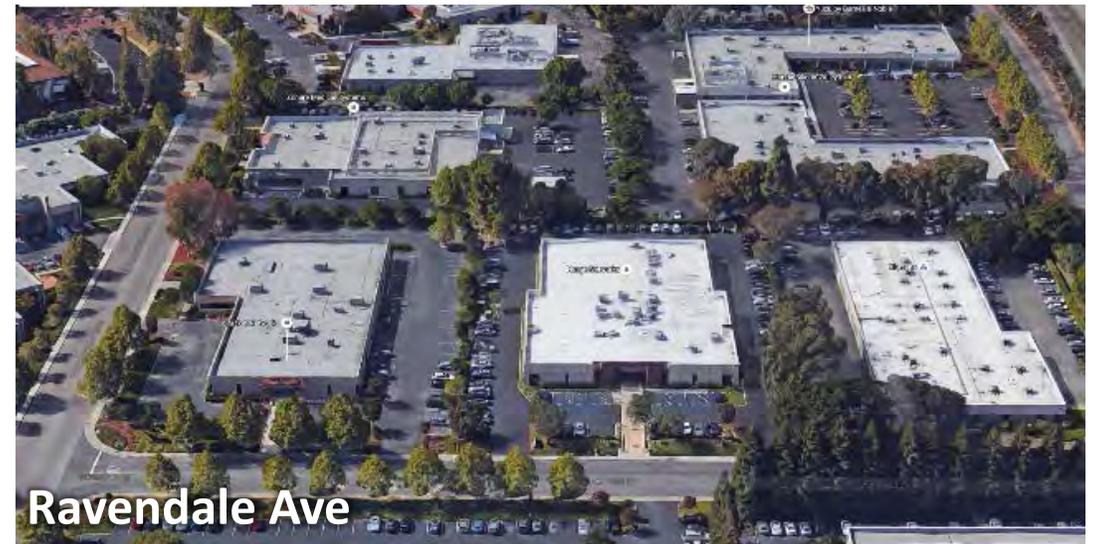
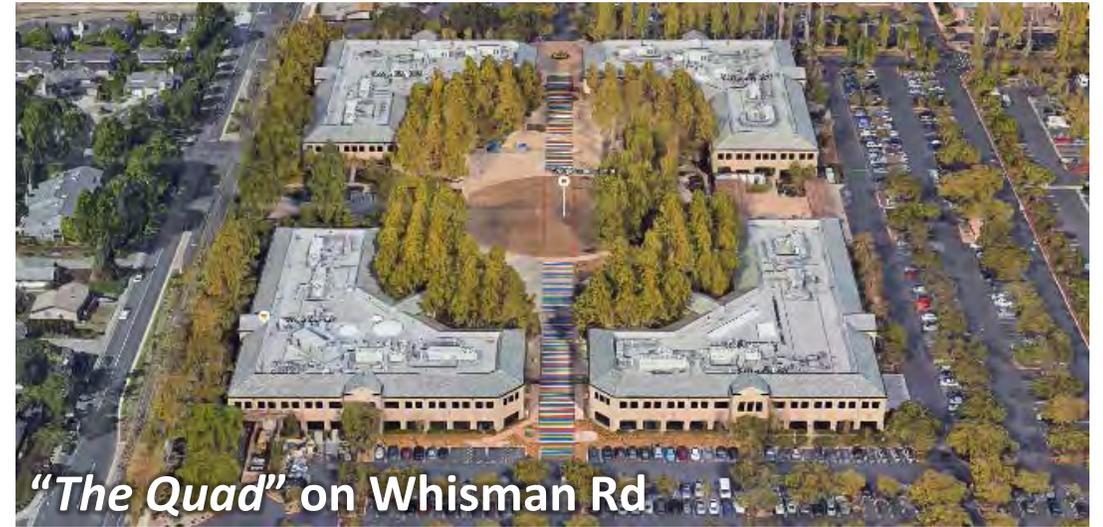
PRECISE PLAN PROCESS



AREA PROFILE

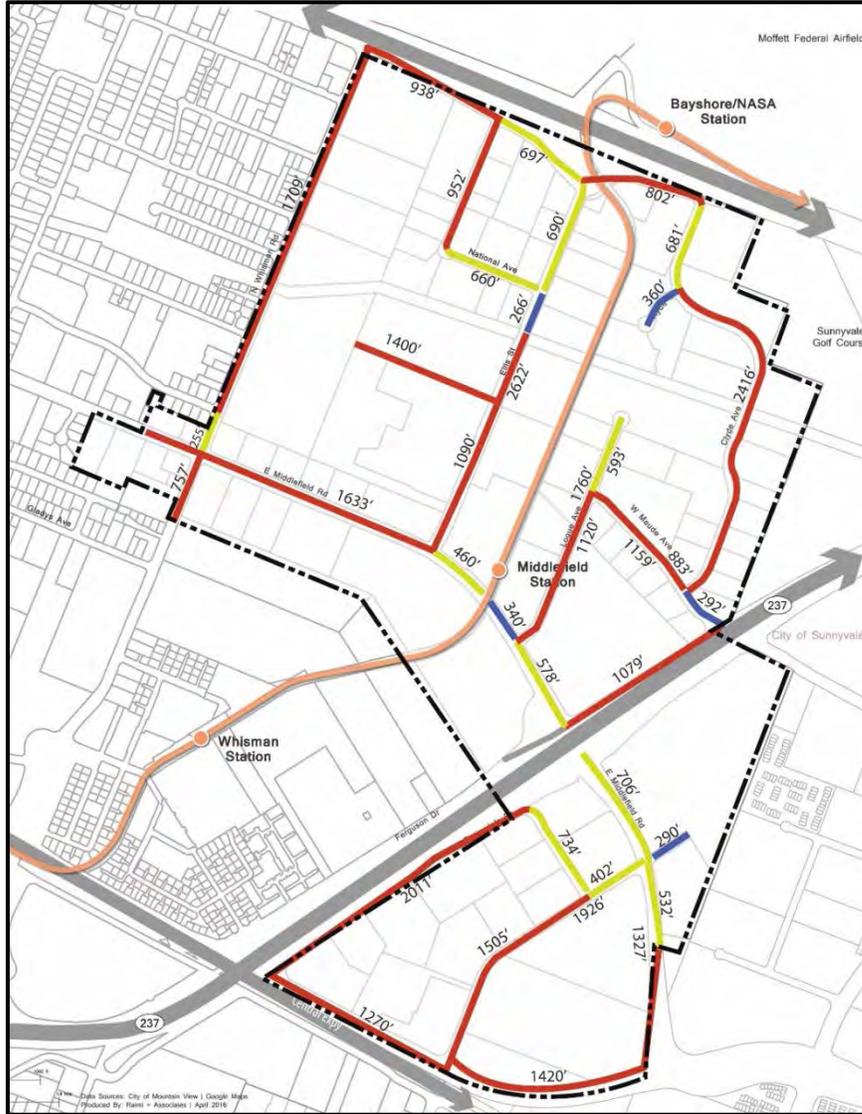
EAST WHISMAN PRECISE PLAN





EXISTING SETTING

URBAN DESIGN & DEVELOPMENT



EXISTING SETTING

LAND USE



Samsung on Clyde Ave



Roger's Deli on Whisman Rd



Specialty's Cafe on Ellis St



Synopsis on Middlefield Rd

EXISTING SETTING



VTA Light Rail

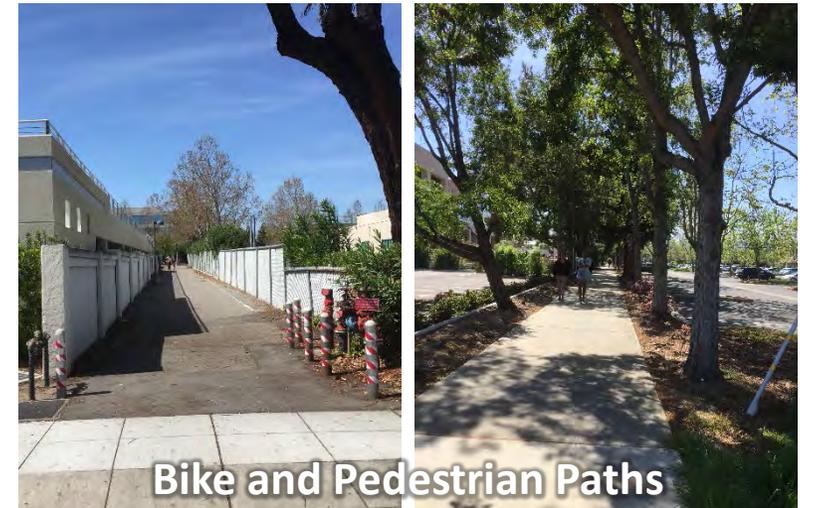
CIRCULATION



Middlefield VTA Station



Bike Share Station at Middlefield Rd



Bike and Pedestrian Paths

EXISTING SETTING

OPEN SPACE



Private

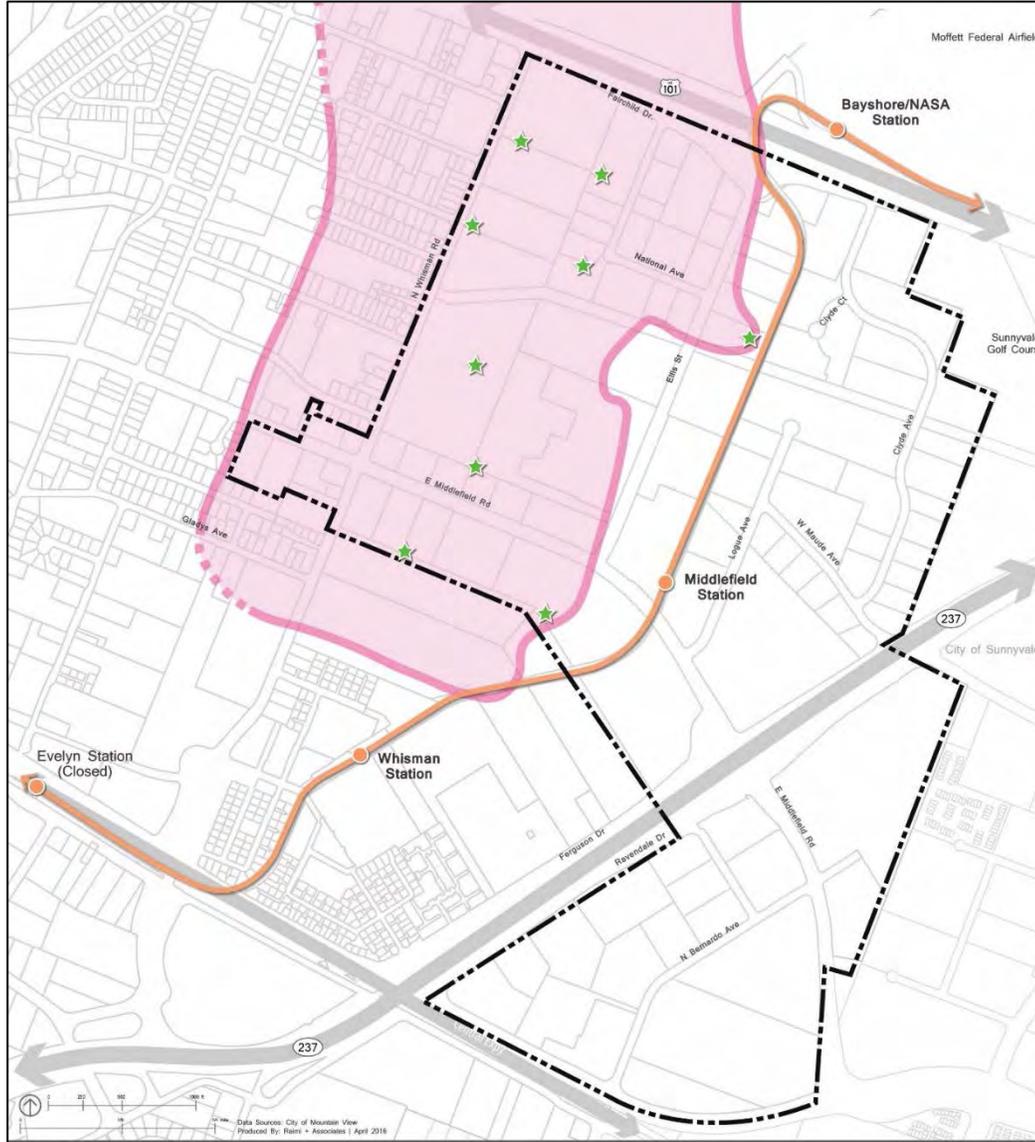


Public



EXISTING SETTING

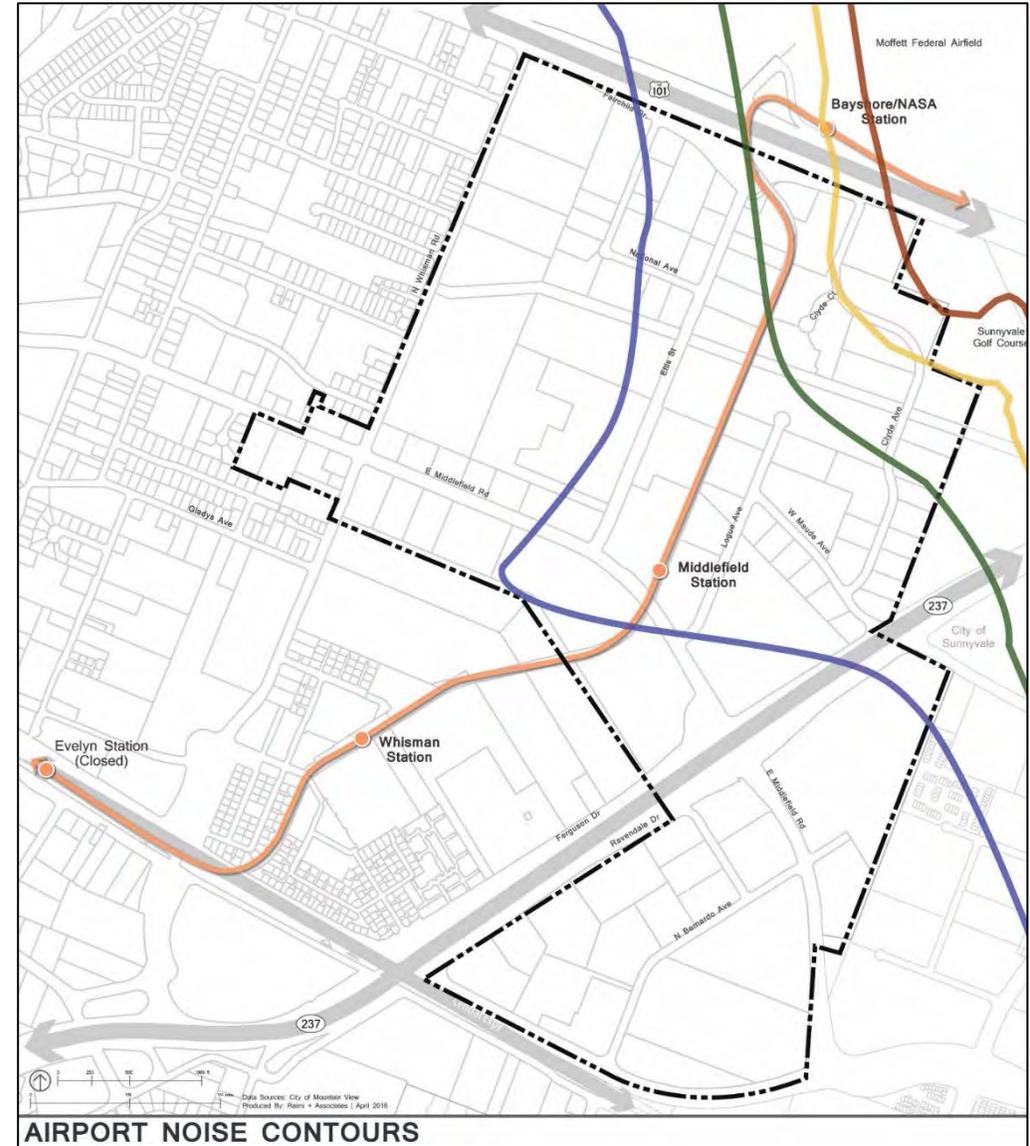
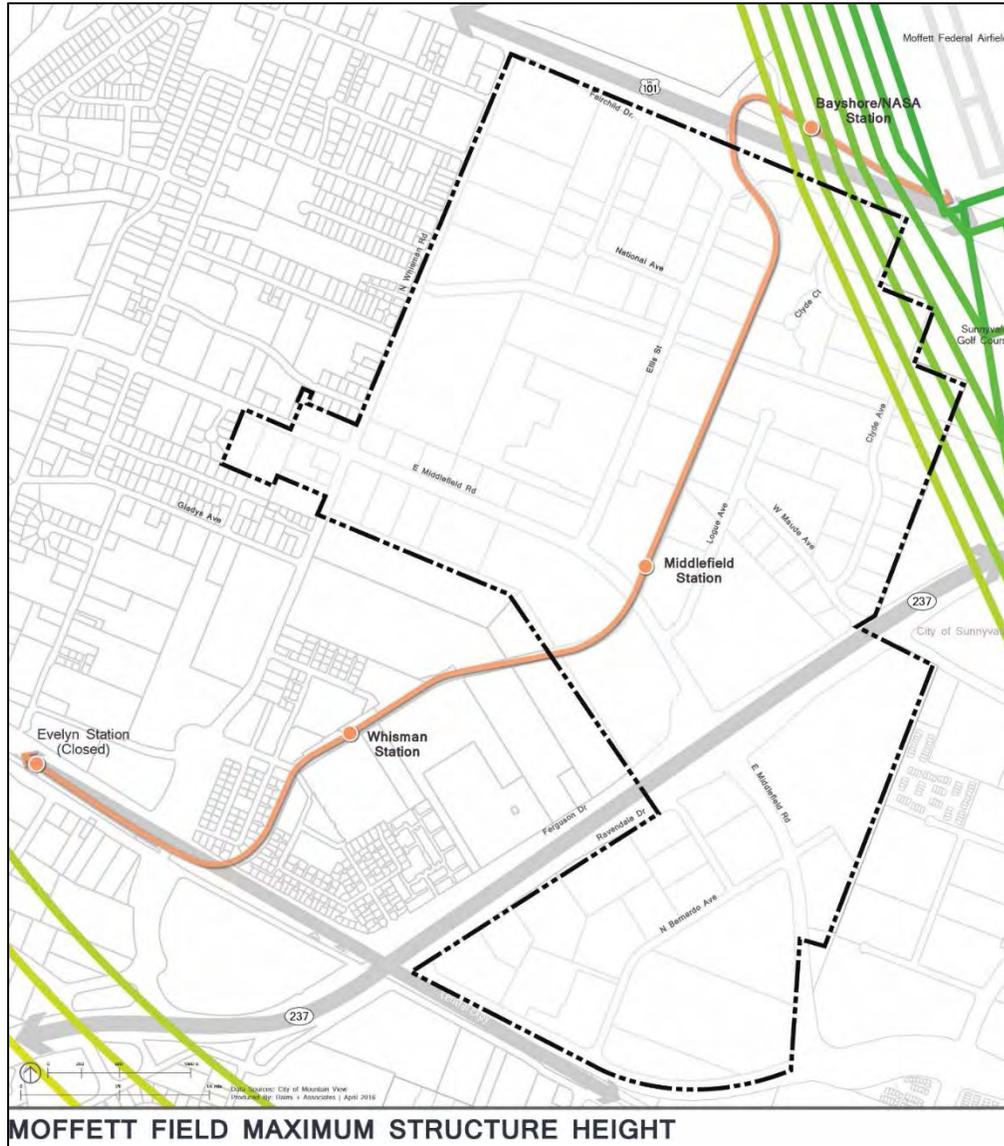
MIDDLEFIELD-ELLIS-WHISMAN (MEW) SUPERFUND



Existing Treatment Facility

EXISTING SETTING

MOFFETT FIELD AIRPORT



The East Whisman Change Area advances as a sustainable, transit-oriented employment center with an increased diversity of land uses.

In 2030, East Whisman is anchored by transit-oriented commercial buildings with highly sustainable features and materials. It is an active area with pedestrian and bicyclist connections to light rail, services and employers. Commercial buildings are designed to respect the scale and character of adjacent residential neighborhoods. East Whisman features stores, services and restaurants for neighbors and workers, who enjoy plazas and open spaces throughout the area.



- Encourage greater development intensity within ½ mile of transit stations.
- Encourage new and renovated buildings to be highly sustainable.
- Improve connectivity for pedestrians, and bicyclists, including wide sidewalks and pedestrian/bicycle amenities.
- Promote new or expanded local-serving commercial uses in the area.
- Require appropriate transitions between new development and residential uses.



WORKSHOP EXERCISES

EAST WHISMAN PRECISE PLAN



- Help create a community vision for the plan area.
- Provide input in developing the Precise Plan.
 - ❖ Contribute to creating development alternatives to be considered for next community workshop.
- Results from the workshop will be shared with the Environmental Planning Commission and City Council in August/September 2016 at public meetings.





What is your 2030 vision for East Whisman?

What is the type of development and street improvements that would support your vision?

Where do you envision new land uses, development and street improvements in East Whisman?

Where are transition areas adjacent to and within East Whisman?

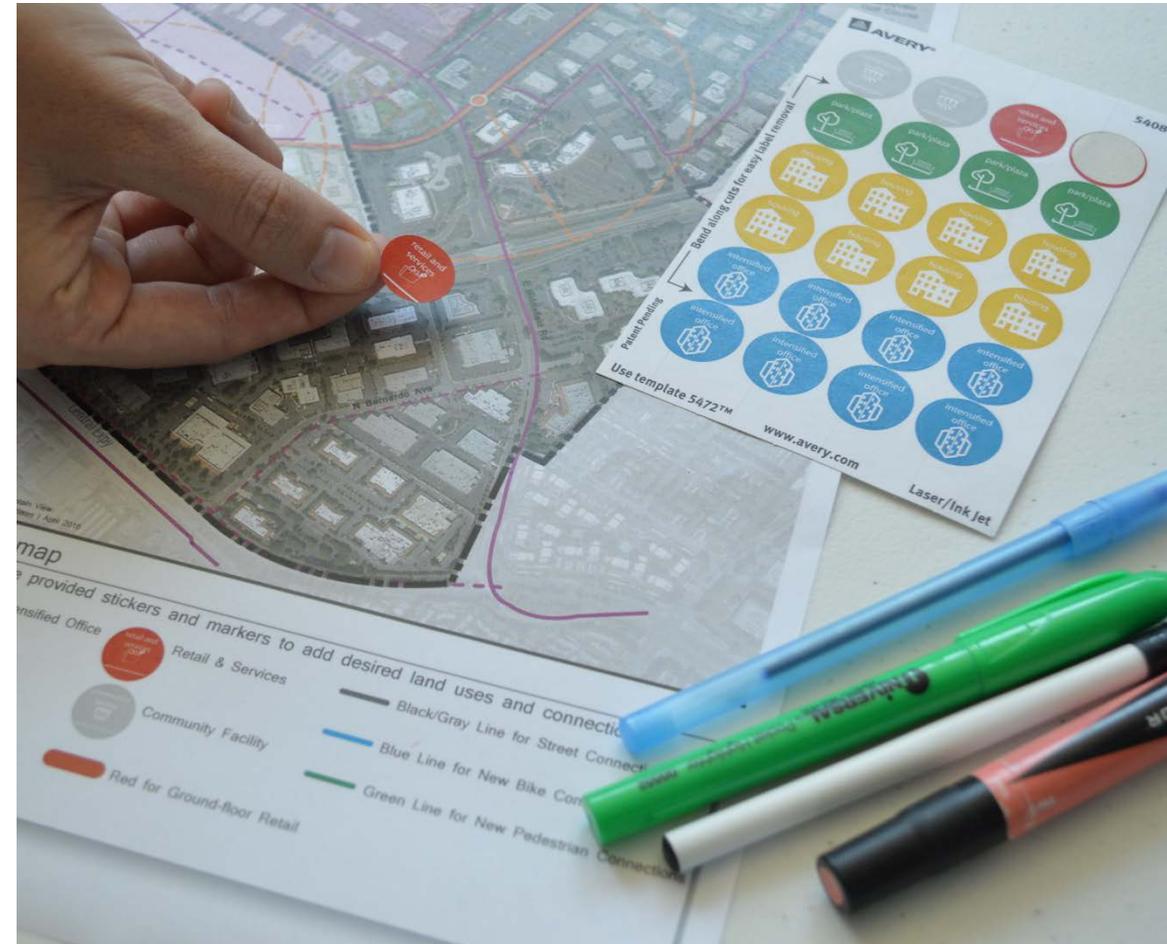
- Purpose: Expand and update the 2030 vision for East Whisman
- Format: Small group discussions
- Approximate Length: 25 minutes



- Purpose: Solicit input on visual preferences for public spaces, housing, commercial, mixed-use, and street improvements.
- Format: Large group interactive exercise.
- Approximate Length: 30 minutes.



- Purpose: Develop concept plans for the East Whisman Precise Plan, including new land uses, public spaces, and other amenities. Identify transition areas adjacent to and within East Whisman.
- Format: Individual and small group exercise
 - ❖ Part 1: Concept Maps
 - ❖ Part 2: Transition Areas
- Approximate Length: 55 minutes



Purpose: Update and expand upon the existing Mountain View General Plan vision for East Whisman.

1

Introduce yourself

2

**Small group discussion
about vision for East
Whisman**



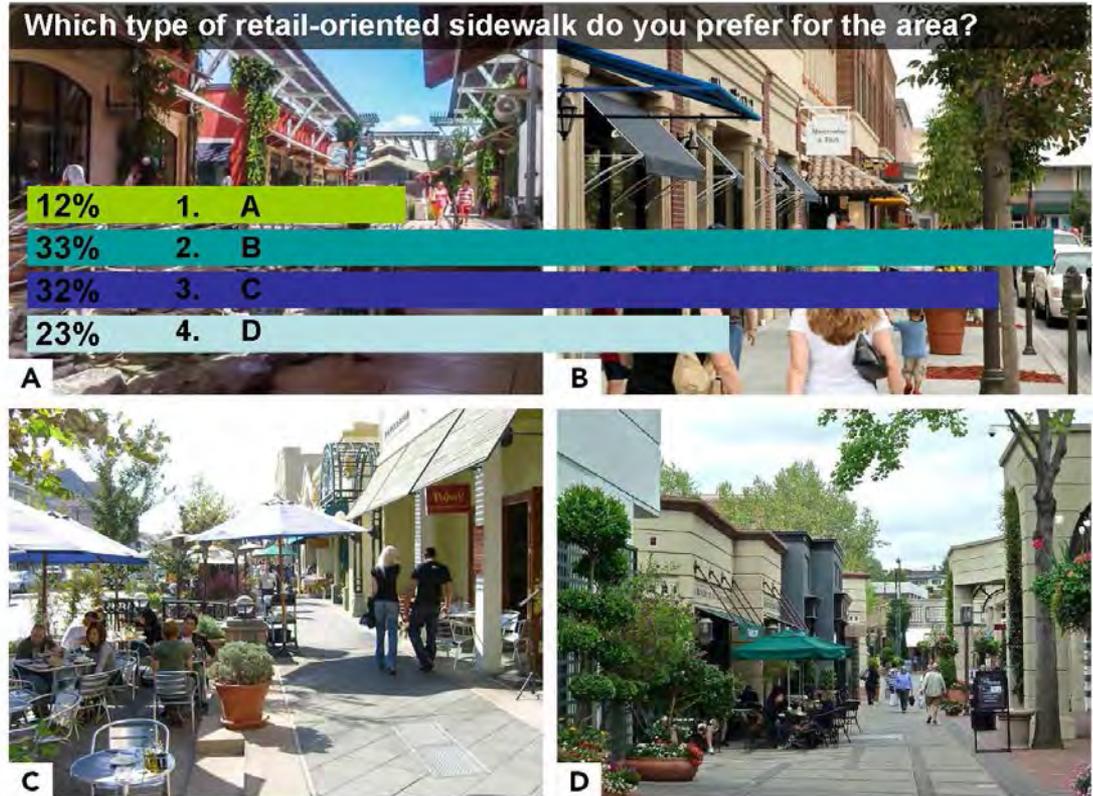
- Foster discussion about urban design and public spaces.
- Gather input on future appearance of East Whisman.
- Help us understand what you like and prefer.



- Review the examples of the buildings, public spaces, streets, and amenities.
- Consider the appearance and function of the places.
- How does this fit into your vision of East Whisman?
- Express your preference!



- 15 multiple-choice questions.
- 30 seconds to select your preferred image.
- Results will be shown on the screen.
- Brief 1-minute large group response per slide.
- There are no right or wrong answers!



What is the weather today?

A



B



C



D



Which type of open space do you prefer for the area?

A



B



C



D



Which type of plaza do you prefer for the area?

A



B



C



D



Which scale of housing do you prefer for the area?

A



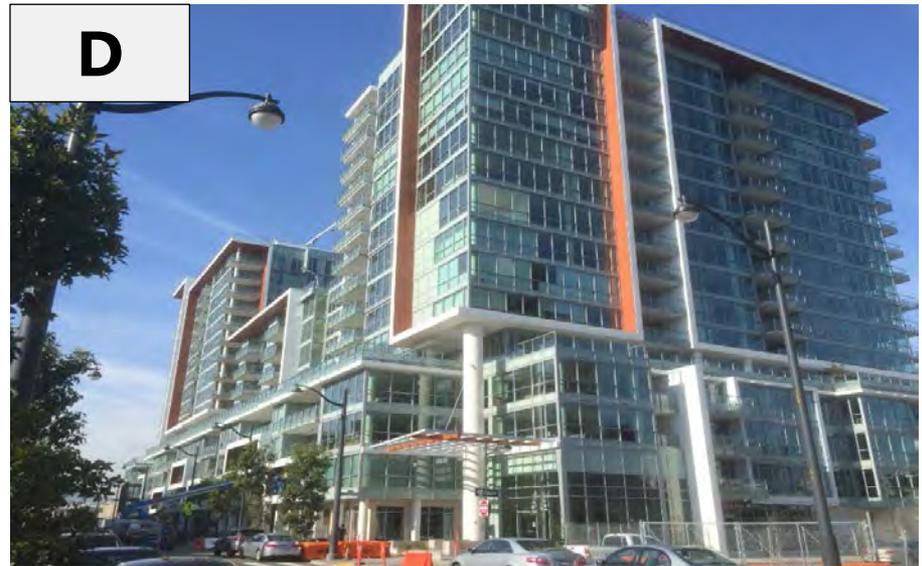
B



C



D



Which residential building do you prefer for the area?

A



B



C



D



Which residential building do you prefer for the area?

A



B



C



D

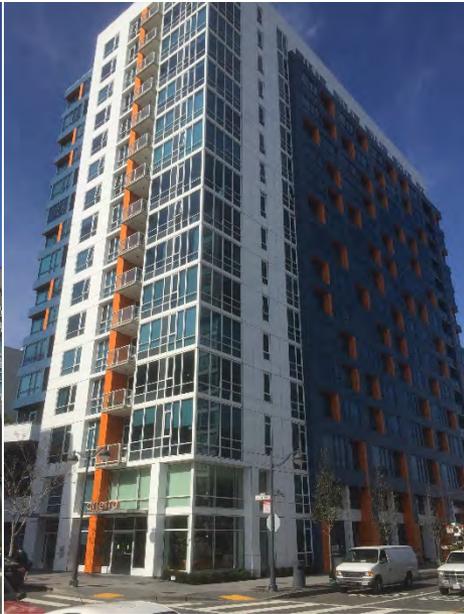


Which residential building do you prefer for the area?

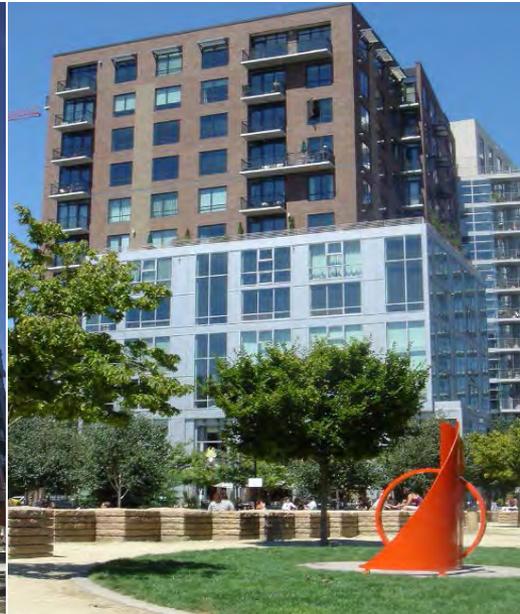
A



B



C



D



Which residential sidewalk do you prefer for the area?

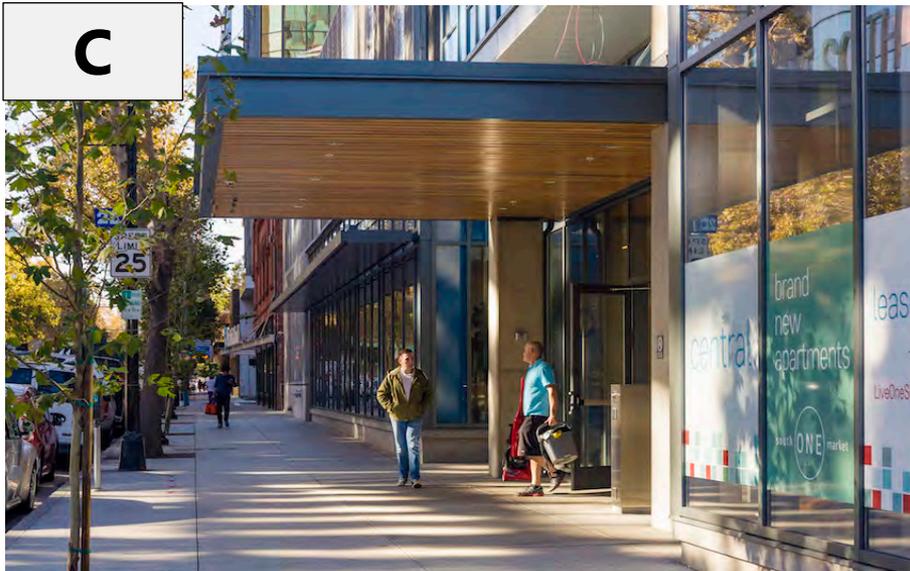
A



B



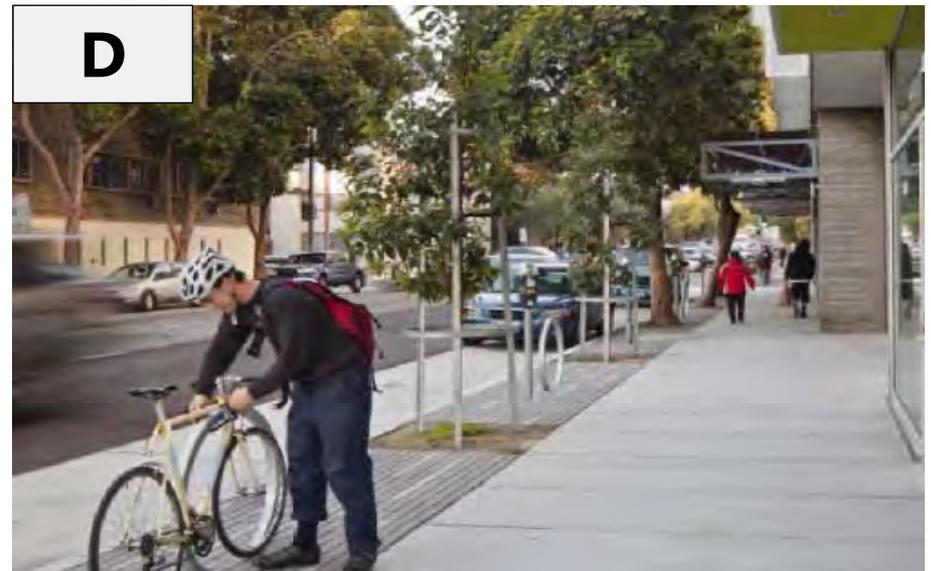
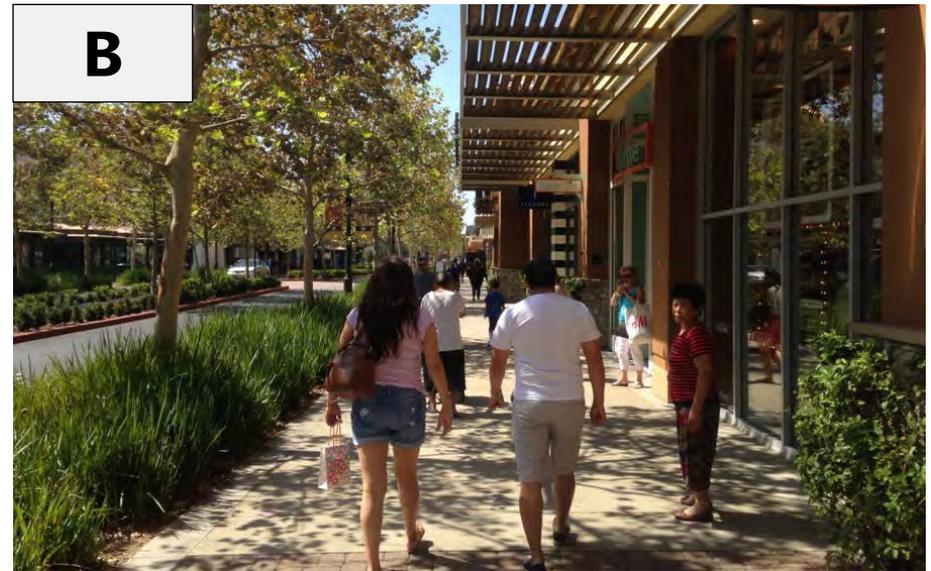
C



D



Which commercial sidewalk do you prefer for the area?



Which type of paths or greenways do you prefer for the area?

A



B



C



D



Which type of bike path do you prefer for the area?

A



B



C



D



Which office environment do you prefer for the area?

A



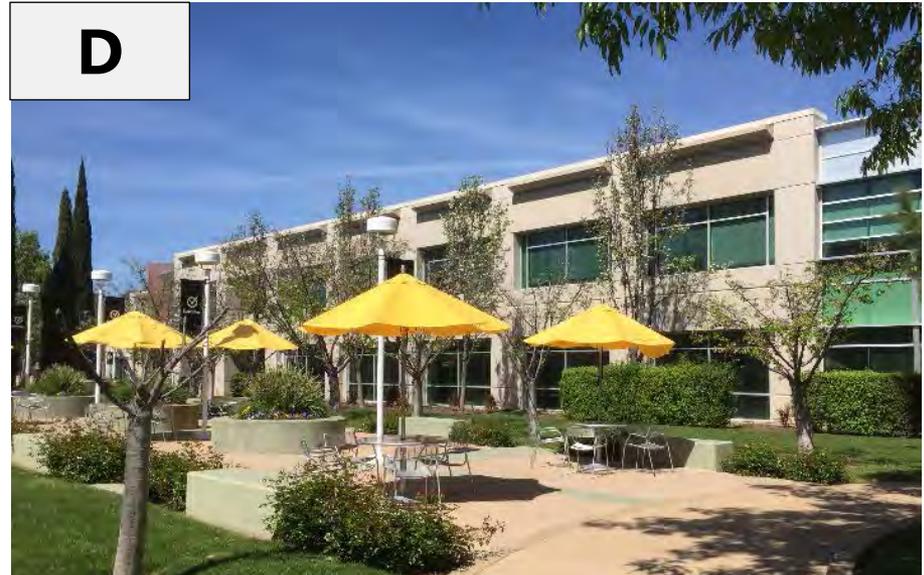
B



C



D



Which mixed-use building do you prefer for the area?

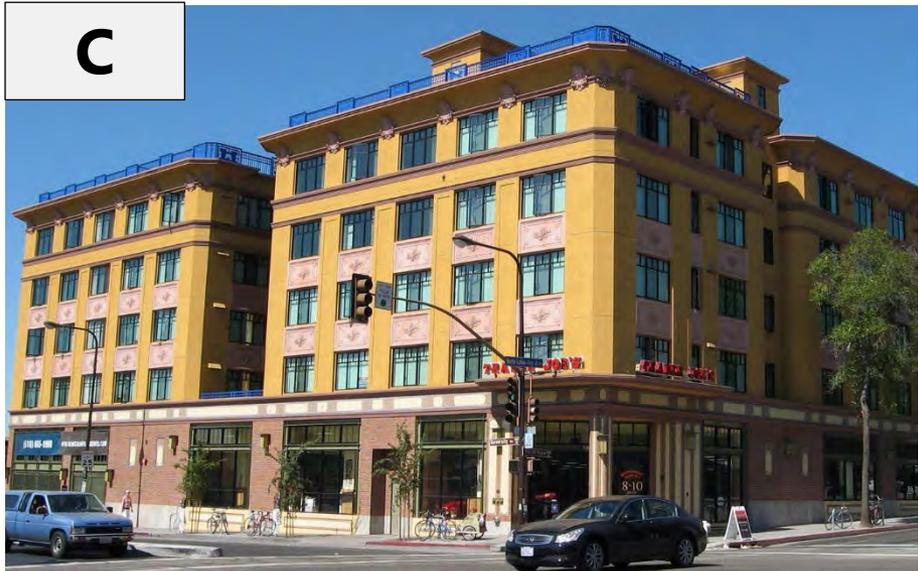
A



B



C



D



Which retail building do you prefer for the area?

A



B



C



D



What type of retail experience do you prefer in the area?

A



B



C



D



EXERCISE 3

EAST WHISMAN PRECISE PLAN



- Purpose: Develop concept plans for new mixed-use development, housing, services, civic uses, and parks and open space. Identify key transportation improvements.
- Format: Individual map exercise; small group discussion.
- Approximate Length: 60 mins



1

Review Materials

2

Create Your Concept Plan

- Move development stickers on the map
- Draw transportation improvements

3

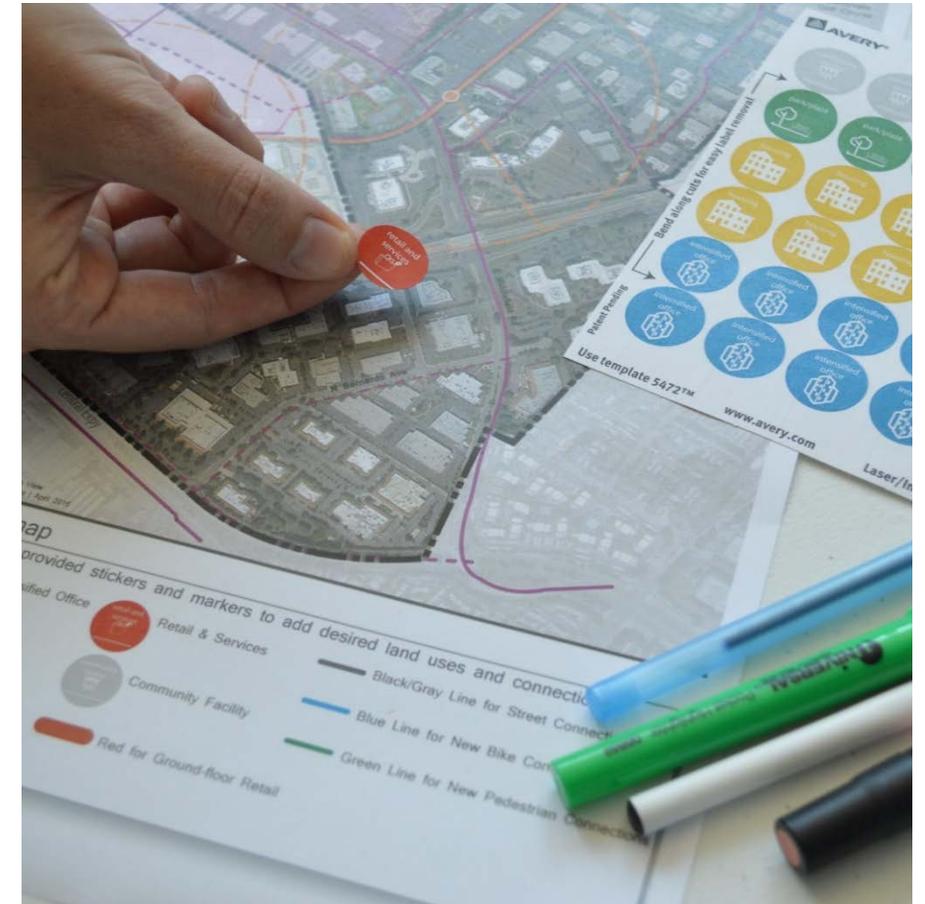
Name Your Map!

4

Present Your Map the Group

5

Small Group Discussion about Transitions



EXERCISE #3

MAPPING

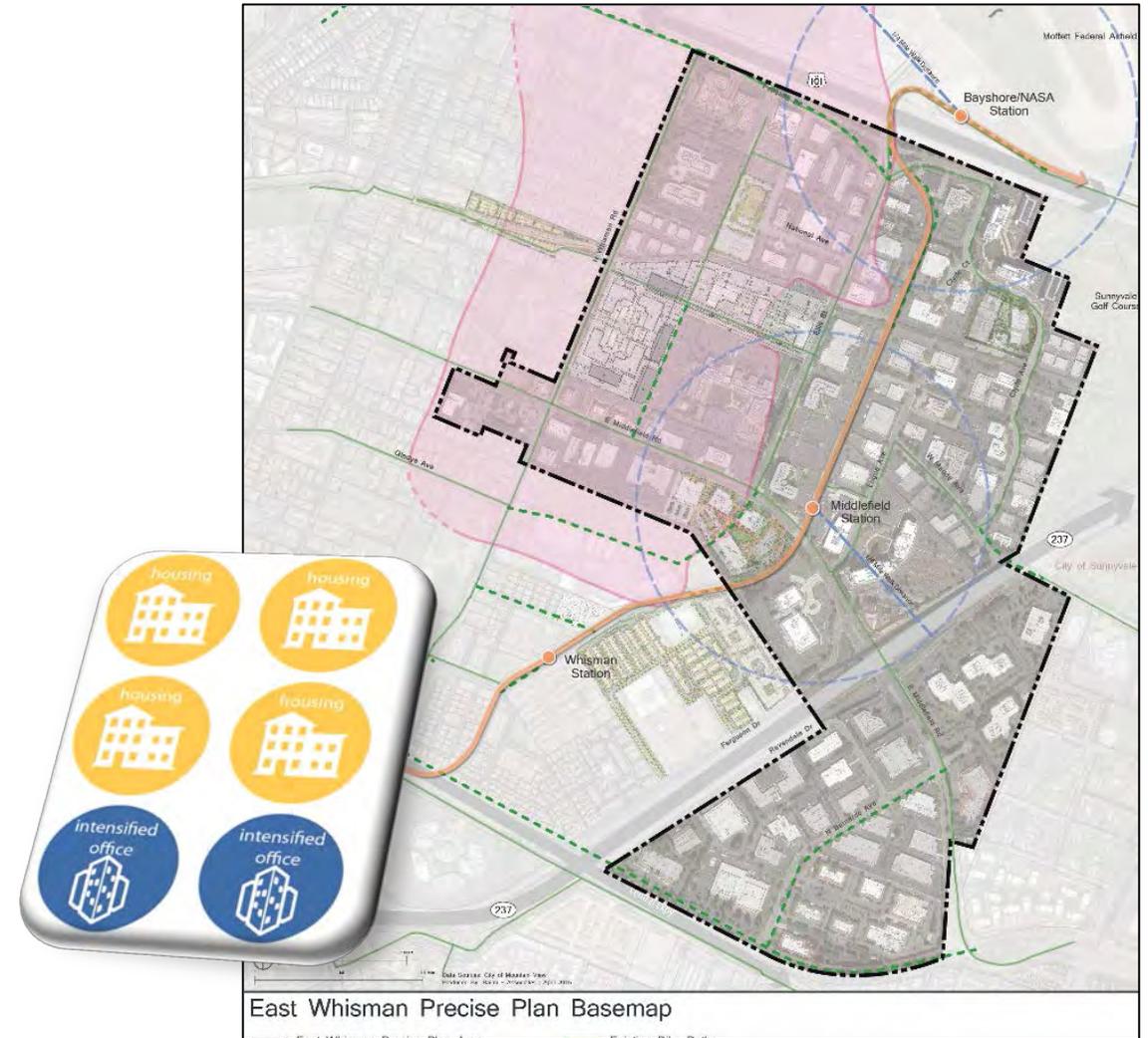


On the map are:

- Study area boundary
- VTA light rail line and stations
- ¼ mile walking distance to the VTA stations
- Existing and planned bike lanes
- Middlefield-Ellis-Whisman Superfund Site

Development stickers

Marker to draw transportation

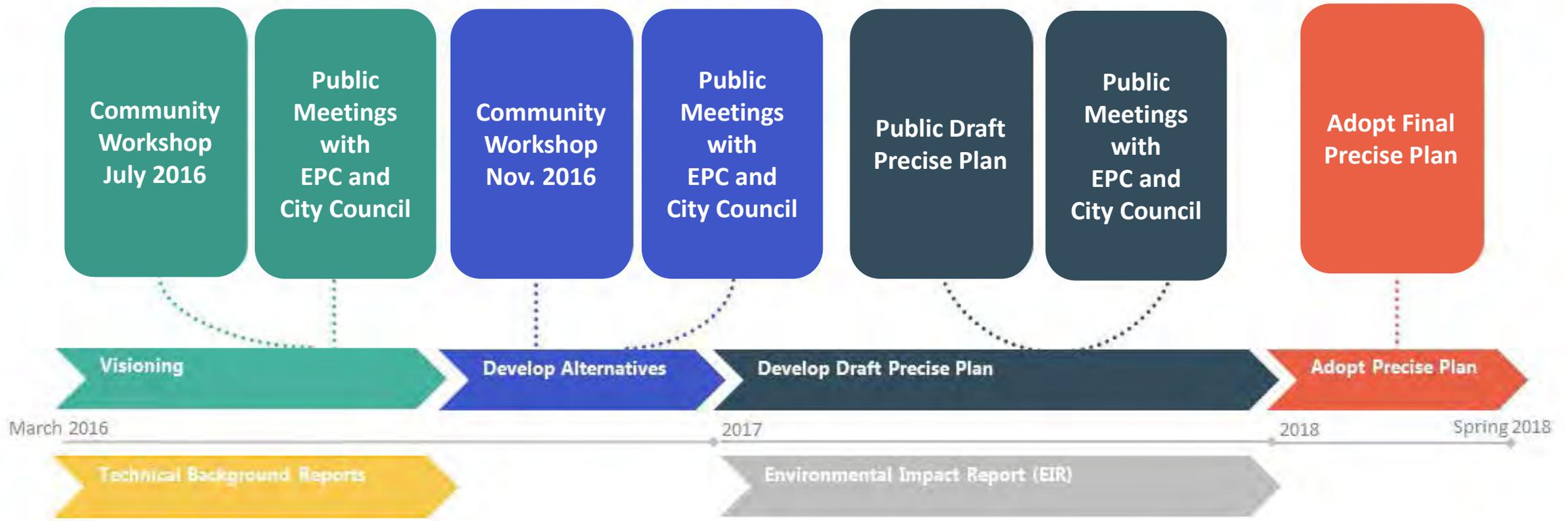


NEXT STEPS

EAST WHISMAN PRECISE PLAN



PRECISE PLAN PROCESS



STAY INVOLVED!



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