East Whisman Precise Plan Community Workshop #2 Summary

German International School of Silicon Valley
310 Easy Street, Mountain View, California
December 3, 2016, 9:00AM-12:00PM

On Saturday, December 3, 2016, the City of Mountain View hosted the second community workshop related to the East Whisman Precise Plan, with the goal of garnering specific feedback on proposed land use alternatives, building heights, housing unit mix, and the character of key activity centers of the Plan Area (Middlefield Station and the Village Center). The workshop was held at the German International School from 9 am until 12 pm. The event was attended by approximately 30 community members and interested parties, and was facilitated by City staff and the consultant team. It should be noted that attendees of this workshop included more business representatives and property owners than Workshop #1.

The workshop opened with a short introduction from Lindsay Hagan, Project Planner for the City of Mountain View, describing the Precise Plan process, timeline, and project goals. Ms. Hagan's opening was followed by a short greeting from Mountain View Mayor Pat Showalter. Mayor Showalter discussed the importance of participation and collaboration in the process, and the value of staying engaged in the planning process. After the mayor's welcome, Tim Rood of Community Design + Architecture, project consultant, discussed the differences between the three proposed land use alternatives (including estimates of key metrics). Finally, Eric Yurkovich of Raimi + Associates, project consultant, presented a brief overview of the two workshop exercises. The introductory presentation and a video of the workshop are available on the project website: http://www.mountainview.gov/eastwhisman. (Alternative video link is: https://youtu.be/CBLCYRc-j4Y)

Workshop Goals and Exercises

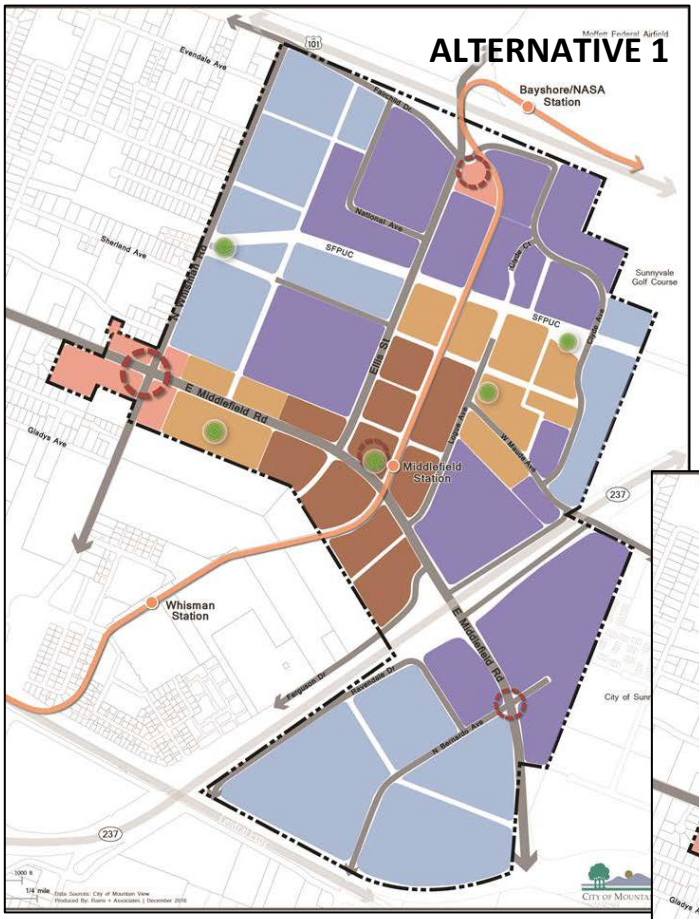
For this workshop, the City set out to achieve the following:

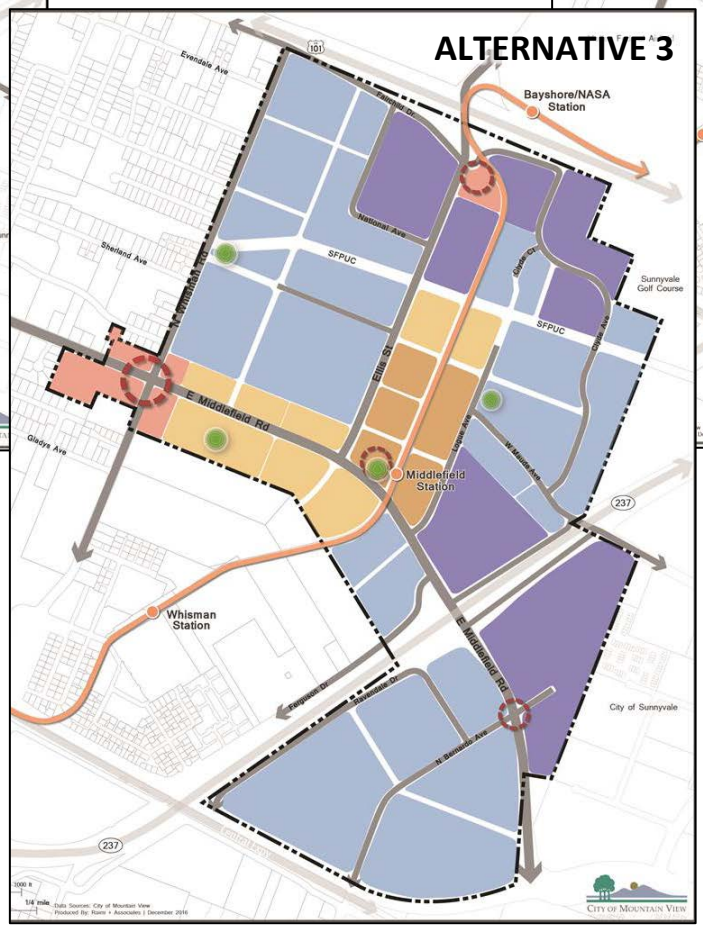
1. Consider land use alternatives and discuss a preferred alternative.
2. Provide preferences for other plan area improvements/components.
3. Discuss the character of two focus areas: the Village Center and Middlefield VTA Station.

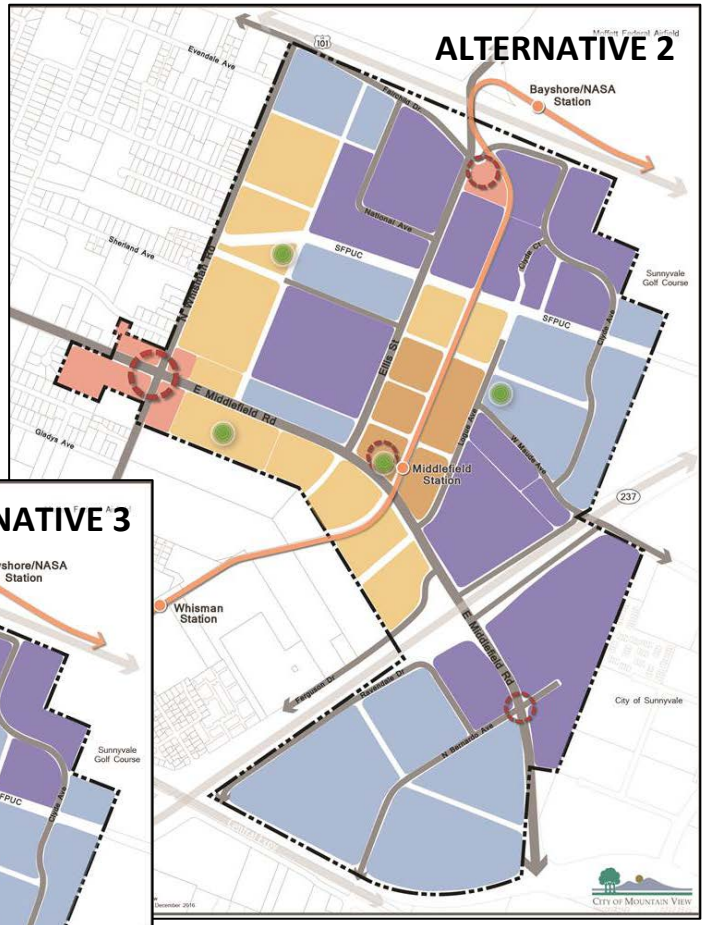
To achieve these goals, the workshop was split into two exercises:

1. **Development Alternatives.** Workshop participants were divided into small groups of five to seven community members and asked a series of questions about three land use alternatives for East Whisman. Questions included:
    a. *Do any of the alternatives represent your vision for East Whisman? Do you have other ideas that are not shown?*

EAST WHISMAN PRECISE PLAN LAND USE ALTERNATIVES







LEGEND

- Lower-Density Residential (up to 4 stories)
- Medium-Density Residential (5-6 stories)
- Higher-Density Residential (7-8 stories)
- Mixed-Use Village Center / Retail (1 to 3 stories)
- Lower-Intensity Office (up to 4 stories)
- Higher-Intensity Office (5-6 stories)
- VTA Station
- VTA Light Rail Line
- East Whisman Precise Plan Area
- Retail Location
- Conceptual Park Locations

   b. *Where should the tallest buildings be allowed in East Whisman? Should building heights greater than eight stories be allowed near the Middlefield Station?*
   c. *Should residential development be required in specific areas of East Whisman?*

   After the small group discussions, participants completed an individual questionnaire.

2. **Focus Areas.** The second exercise allowed workshop participants to discussion two distinct locations within East Whisman – the Middlefield Station area, and the Village Center at the intersection of N. Whisman Rd. and E. Middlefield Rd. Participants discussed the following questions:
   a. ***Village Center****. What alternative best represents your vision for the Village Center?*
   b. ***Middlefield Station Area.*** *Do the preliminary statements provided represent your vision of the Middlefield VTA Station area (within a 10-min. walking distance)? What makes the best transit-oriented places?*

In addition to the feedback heard at the workshop, the City of Mountain View hosted an online survey from December 16, 2016 to January 2, 2017 to gather additional input from those community members or stakeholders unable to attend. The same questions from the workshop were asked in the online survey, accompanied by the same visual exhibits. A total of 149 participants completed the survey and a summary of the results are provided as Appendix 1 to this report.

Exercise #1: Development Alternatives Discussion

In the first exercise, participants were arranged in six small-table groups to discuss the three land use alternatives over the course of an hour. Each table included a facilitator, whose role was to manage the small group discussion to ensure that everyone had a chance to speak and share their ideas. Each group appointed a reporter to record and capture the top ideas from group members (and to complete a summary report-back worksheet). The following concepts were drawn from the report-back worksheets: (see Appendix 2 for copies of the report-back worksheets)

- **Land Use Alternatives.**
  - Account for and address the traffic impacts of higher density development/more residents. (3 groups)
  - Need high-quality transit service for new residents/employees to use light rail. (2 groups)
  - Desire for condominium/ownership opportunities. Make efforts to accommodate residents in all phases of their lives. (2 groups)
  - Create continuity of development character, especially along Ellis Street. Make sure the corridors are addressed in a comprehensive way such that a similar character or feel dominates the whole length. (2 groups)
  - Desire for more retail to support new residential. Make sure enough retail locates within the Plan area. (2 groups)
  - Allow moderate density housing near Middlefield Station. (2 groups)
  - Improve street connectivity to facilitate walking or cycling to work.
  - Make efforts to keep housing and office separate.
  - Create a 'there-there', a true neighborhood with a sense of community.

- **Building Heights.**
  - Allow the tallest residential heights near the VTA station (3 groups) or Logue Ave/Maude Ave (1 group).
  - Groups were split evenly on whether buildings near the station should be allowed to be greater than eight stories or less than eight stories.
  - Place tall buildings along the 101 or 237 freeways (5 groups), or Ellis Street (2 groups).
  - Allow four-stories along E. Middlefield Rd. (2 groups)
  - Locate taller buildings away from existing low-scale neighborhoods. Avoid an abrupt transition from existing to new structures.
  - Allow greater density to generate greater retail demand, and maybe attract a grocery store.

- **Regulatory Mechanisms.**
  - Strong support for housing (4 groups) and mixed-use development (3 groups) along E. Middlefield Road. (4 groups)

- Create clusters of residential and retail, making it possible to walk to shops/services. (2 groups)
- Desire to have flexible regulations in order to allow office uses to continue operating in areas that may become residentially zoned. (2 groups)
- Provide incentives to promote housing development.
- Don't assume current businesses will be around forever; make the Plan work regardless of whether existing businesses are there in the future.
- Preserve the low-scale, start-up office character of the Bernardo area.
- Allow mixed use for certain types of retail.

Questionnaire Results

After the small group discussion, each individual workshop participant filled out a questionnaire, which were collected by table facilitators (28 total questionnaires were completed). A numerical summary of responses to the questionnaires are as follows:

1. Select the land use alternative that most closely aligns with your vision.

Alternative #1	Alternative #2	Alternative #3
7 votes	7 votes	7 votes

2. Should buildings heights greater than 8 stories be allowed near Middlefield Station?

Yes	No	If no, what should the maximum be?
8 votes	16 votes	4 stories: 6 votes 6 stories: 6 votes 8 stories: 4 votes

3. Should residential development be <u>required</u> in specific locations in East Whisman or should it be <u>allowed</u> throughout the Plan Area?

Flexibility	Residential Only	Minimum Neighborhood	Other
14 votes	4 votes	5 votes	2 votes

4. What mix of housing units do you envision in East Whisman? Note: This topic was <u>not</u> discussed at length within the groups by facilitators.

Small Unit Mix	Market Unit Mix	Alternative Unit Mix	Other
1 vote	2 votes	7 votes	13 votes (variations on Alternative Mix)

5. Select and prioritize three plan area improvements or strategies for East Whisman. Note: This topic was not discussed at length within the groups by facilitators.

Improvement or Strategy	Votes
Public Open Space	18
Affordable Housing	9
Pedestrian or Bicycle Facilities	18
Commercial Retail Space	7
Small Business/Nonprofit Facility	2
School or Education Facility	4
Childcare Center	0
Other (Write-Ins: Transit, Multi-Family)	3

After the report-back from the first exercise was completed, certain participants (chosen randomly by the placement of a sticker on the back of their seat) were asked to switch tables in order to mix up participants.

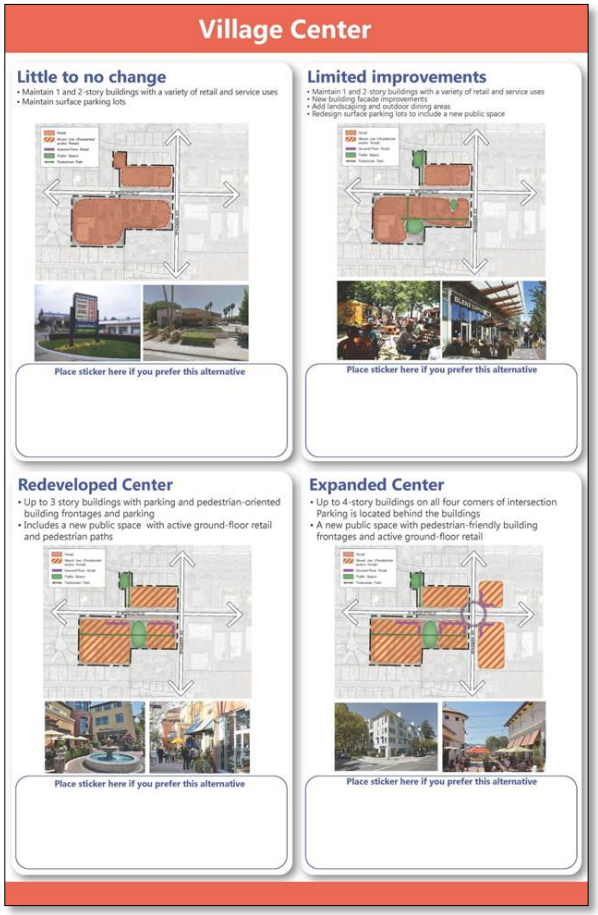
Exercise #2: Focus Areas Discussion

For the second exercise, each small group was given a large, printed map of the two geographic focus areas – the Village Center and Middlefield Station. The five group boards are attached as Appendix 3. The boards asked for specific feedback from participants on the focus areas. Markers and post-it notes were provided to add notes and ideas to the maps, and for drawing any additional concepts. Facilitators were present during the exercise to answer questions and provide background, existing conditions, and other relevant information. Finally, community members discussed their thoughts within their small groups.

Village Center Board

The first board presented community members with four options for the future character and land use of the neighborhood retail area located at the intersection of N. Whisman Rd. and E. Middlefield Rd.:

1. ***Little or No Change*** – maintaining existing retail uses, 1 and 2-story buildings, and parking layout.
2. ***Limited Improvements*** – maintaining 1 and 2-story buildings with site and façade improvements; redesign parking to add open space.
3. ***Redeveloped Center*** – redevelop center in line with the Village Center concept from the General Plan at 3-stories with mixed-uses, ground-floor retail, and gathering spaces; focus development west of Whisman Rd.
4. ***Expanded Center*** – redevelop center and expand to all corners of intersection with up to 4 story buildings; include mixed-use, ground-floor retail, and gathering spaces.



Workshop participants were asked to place a sticker on the choice that best represented their vision for the Village Center. Any additional ideas were to be written on the board or on post-it notes. After explaining the different options, facilitators led a free-form discussion, prompted by the following question: "**What alternative best represents your vision for the Village Center (e.g. land uses, building heights, open space)? Do you have other ideas?"**

Overall, 80% of votes were between Limited Improvements and Redeveloped Center. No participants selected "No change."

No Change	Limited Improvements	Redeveloped Center	Expanded Center
0 votes	11.5 votes	6.5 votes	5 votes

Other comments on the Village Center area included:

- Provide incentives to current owners to redevelop their properties.
- Avoid building too much density or bulk adjacent to existing residents. Include setbacks in any potential development towards the rear of the properties (near existing residences).
- Provide a greater diversity of vendors and services, especially a grocery store.
- Introduce a better tree canopy to create an inviting place (both along streets and within the shopping centers).

- Include more green space(s), especially in the back part of the vacant lot.
- Preference for the area to remain exclusively retail-focused, and not add residential.
- Concern about the viability of expanding retail across N. Whisman Rd., given its size and the current traffic congestion issues.
- Support for mixed-use in general along the E. Middlefield Rd.
- Work towards making both sides of N. Whisman Rd. more walkable and pedestrian-friendly.

Middlefield Station Board

The second board presented community members with potential visioning statements for the Middlefield VTA Station – e.g. wide sidewalks, mix of uses, neighborhood retail, public open space, bicycle facilities, and pedestrian-oriented design. Facilitators framed the discussion with the following questions:

1. **Do the preliminary statements provided represent your vision of the Middlefield VTA Station area (within a 10-min. walking zone)? Are there other ideas we missed?**
2. **In your opinion, what makes the best transit-oriented places?**

Generally, the preliminary direction expressed on the board was well-received by participants, and their comments included the following thoughts and responses:

- Make the Middlefield Station a nice, inviting place - doesn't necessarily mean the tallest/largest residential building has to be built immediately next to the station; smaller, human-scale elements are more important (a rhythm of small shops, a fountain, a sculpture, benches, nice trees, a pedestrian paseo or plaza, etc).
- Require human-scale, good design and transparency, and minimum open space/plaza.
- Provide dedicated parking for light rail riders and/or clearer parking rules and regulations; it is not clear who is allowed to park there now.
- Provide residents and transit users with activities near the station.
- Improve connections to the station with trails and bicycle lanes (green striping).
- Major improvements are needed from light rail/VTA if they are truly transportation alternatives: more frequent trains, faster trains, more destinations, better timing with traffic lights.
- Mixed uses would promote more transit use (restaurants, supermarket, theater, etc).
- Shade, wide sidewalks, and trees are important to draw users.
- Incentivize live/work arrangements.
- Create multiple, interconnected green areas (a 'greenbelt').
- Welcome new retailers and don't be overly prescriptive about the minimum square footage or the explicit kind of use; Palo Alto has strip retail areas that are struggling partly b/c of onerous regulations.

Additionally, participants identified key traits and examples of transit-oriented or pedestrian-oriented places they liked:

- *Key Traits*:
    - Include a diversity of uses (mix of uses), activities, and amenities
    - Use trails to connect transit to other nearby destinations
    - Provide appropriate space for the transit station
    - Have defined and clearly marked bike lanes
    - Declares itself as the place to be.

- *Examples of Desirable Transit-Oriented Places:*
    - Castro Street, Mountain View
    - Laurel Street, San Carlos
    - Santana Row, San Jose
    - Downtown Palo Alto
    - Ottowa, Canada
    - El Monte Shopping Center, Mountain View

Conclusions

Some of the major takeaways of the workshop were:

- **Preferred alternative.** Differing opinions over the preferred alternative – voting split equally three ways.
- **Area intensification**. Recognition that greater density/intensity has benefits, such as the potential for more transit ridership, retail, and open space, but may also increase traffic.
- **Residential location.** New residential was generally seen as acceptable in the following locations: along E. Middlefield Rd. and around the Middlefield VTA Station. Keen interest that new residential be clustered in such a way as to create a 'there-there', or a real neighborhood(s).
- **Middlefield VTA Station**. Support for housing at or around the station area (with differing opinions over the appropriate heights and densities for any transit-adjacent development). Eight stories was generally seen as the maximum building height by a two-thirds majority of participants.
- **E. Middlefield Rd**. Support for mixed-use development along E. Middlefield Rd.
- **Ellis St.** Leverage Ellis Street as a real corridor; create a continuous character.
- **Office**. Intensified office was generally seen as acceptable in the plan area. Support for taller buildings along the freeways. Desire to keep some areas along Bernardo Avenue as low-scale, start-up spaces.
- **Retail**. Support for additional retail and greater diversity of services/vendors and a concern that any regulations or plan standards should be welcoming to retailers.
- **Adjacency**. Carefully design any development near existing residential neighborhoods with the right transitions/step-backs.
- **Land use approach.** Wide support for 'flexibility' in land use regulations; against requiring housing and allowing the area to evolve without being overly restrictive. Strong support for incentives to encourage transformation/redevelopment.
- **Housing unit types**. Create a place for a diverse demographic (singles, couples, families), including support for condominiums. Concern that small, rental units will lead to a more transient population.
- **Transit ridership**. Concern that VTA light rail might not be used by new residents/employees without improved service; not enough people would use it to lessen the impacts on the roadway congestion.
- **Plan area improvements**. Strongest support for open space, pedestrian/bicycle facilities, and affordable housing as priority plan area focuses.

Appendix 1

Online Survey Results

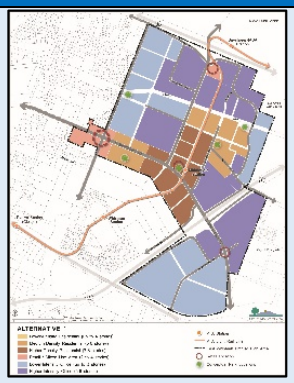
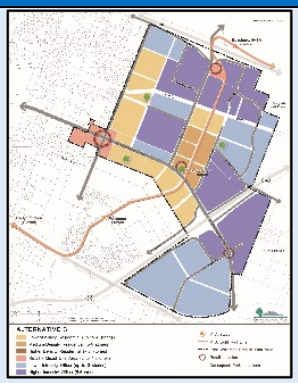
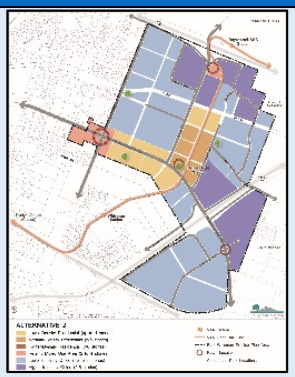
Summary

East Whisman Precise Plan Community Workshop #2
Online Survey Summary

Following a community workshop on December 3, 2016, the City of Mountain View hosted an online survey from December 16, 2016 to January 2, 2017 to gather additional input from those community members unable to attend. The same questions from the workshop were asked in the online survey, accompanied by the same visual exhibits. A total of 149 participants completed the survey and a summary of the results are provided below.

Part 1: Preferred Alternative

Online survey participants were asked to select the land use alternative that most closely aligns with their vision for East Whisman and briefly describe why. The following table presents the voting for the preferred alternative. Responses indicated a preference for Alternative 1. Roughly a quarter of respondents each selected Alternatives 2 and 3.

Question 1	Alternative 1	Alternative 2	Alternative 3
Select the land use alternative that most closely aligns with your vision for East Whisman and briefly describe why.			
Total: 147 *Skipped: 2* *None of the Above: 14 (10%)*	**60** **(41%)**	40 (27%)	33 (22%)

Respondents were asked to explain why they selected a particular alternative. The following is a summary of answers:

- **Support for higher-density core.** Many respondents who selected Alternatives 1 and 2 supported some higher-density residential uses around Middlefield Station as the core of a new neighborhood in the plan area.
- **Support for building residential near public transit.** Respondents supported transit-oriented development as a way to create a destination and a more sustainable transportation network.
- **Continued need to provide more housing in the City.** Support for improving the jobs – housing balance in the City.
- **Introduce more parks/open space into the area.** Support for adding more open space in the plan.
- **Transitions between new residential and existing office and neighborhoods.** Respondents highlighted the need for new development (especially along North Whisman Rd.) to respect the height and character of existing homes.

- **Not enough retail shown in any of the alternatives.** Many comments called for more shops, grocery stores, and other retail uses along major corridors.
- **Light rail service and performance.** Respondents questioned whether light rail could move large numbers of commuters given the current system's limitations.
- **Concerns over traffic.** Fears over worsening traffic were a common answer amongst participants who preferred Alternative 3 or 'none of the above.'
- **Questions about schools.** Some respondents highlighted the need for a school in the area.

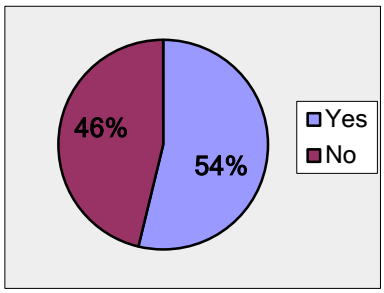
Part 2: Building Heights

For the second question, online survey participants were asked about where the tallest buildings in East Whisman should be allowed. A variety of locations were available as a choice, and there was no limit on the number of locations that could be selected. Four locations emerged as the top choice (shown in bold):

Question 2: Where should the tallest buildings be allowed in East Whisman? Select all that apply.		
Locations	**Percent**	**Number**
Whisman Road	18%	26
Fairchild Drive	33%	47
National Avenue	27%	39
Ellis Street	**46%**	**65**
Clyde Avenue	32%	46
Clyde Court	24%	34
Middlefield Road	**39%**	**55**
Logue Avenue	31%	44
Maude Avenue	27%	39
Ravendale Avenue	28%	40
Bernardo Avenue	31%	45
Around VTA Transit Stations (Middlefield and Bayshore/NASA)	**56%**	**79**
Adjacent to Freeways	**61%**	**86**
	Total: *Skipped:*	142 7

Most survey respondents felt tall buildings were most appropriate along Ellis Street, Middlefield Road, near the VTA stations, and along the freeways. Conversely, the location with the fewest votes was Whisman Rd. at 18%.

The third question asked "Should building heights greater than eight (8) stories be allowed near the Middlefield VTA Station?" Reaction was split, with a slight majority in favor of allowing buildings of 10 or 12 stories at the station (at 54%). A follow up questions asked participants to let us know the maximum number of stories they prefer near the Middlefield Station, if they do not support greater than 8 stories in height.



Question 3: Should building heights greater than 8 stories be allowed near the Middlefield VTA Station?		
Response	**Percent**	**Number**
Yes	**54%**	**77**
No	46%	66
	Total:	143
	Skipped:	6

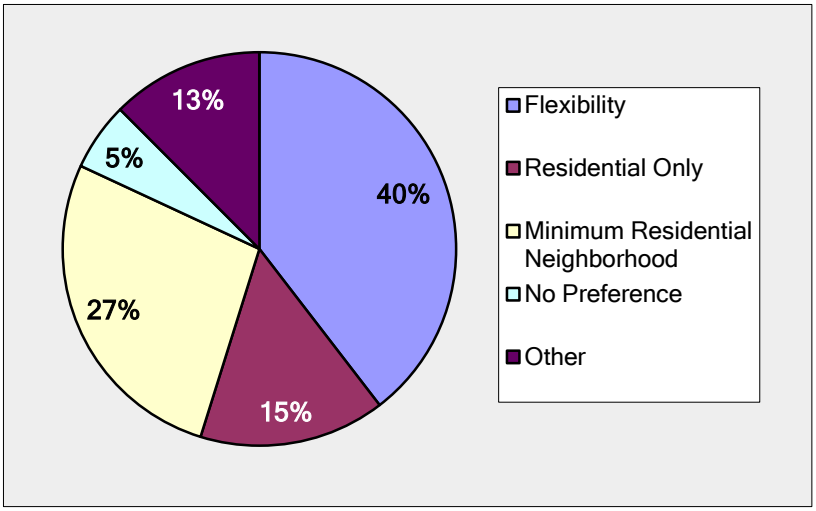
Those who voted against allowing heights over 8 stories mostly preferred heights in the 4 to 8-story range.

Question 3 (continued): If no, what should the maximum number of stories be near the Middlefield Station?		
Response	**Percent**	**Number**
No Maximum	2%	1
2-story	2%	1
3-story	2%	1
4-story	13%	6
5-story	15%	7
6-story	13%	6
8-story	22%	10
12-story	9%	4
Other Comments	22%	10
	Total:	46

Part 3: Residential Development

The fourth question asked "Should residential development be required in specific locations in East Whisman or should it be allowed throughout the Precise Plan area?" The options and responses were as follows (with 144 responses, 5 skipped):

- **(40%) Flexibility**. Allow residential, mixed-use, and office land uses throughout East Whisman.
- **(15%) Residential Only.** Only allow residential or mixed-use residential land uses in dedicated areas of the plan.
- **(27%) Minimum Residential Neighborhood**. Establish a minimum core area for residential-only neighborhoods and allow residential, mixed-use, and office land uses throughout the remainder of East Whisman.
- **(5%) No Preference.**
- **(13%) Other.**



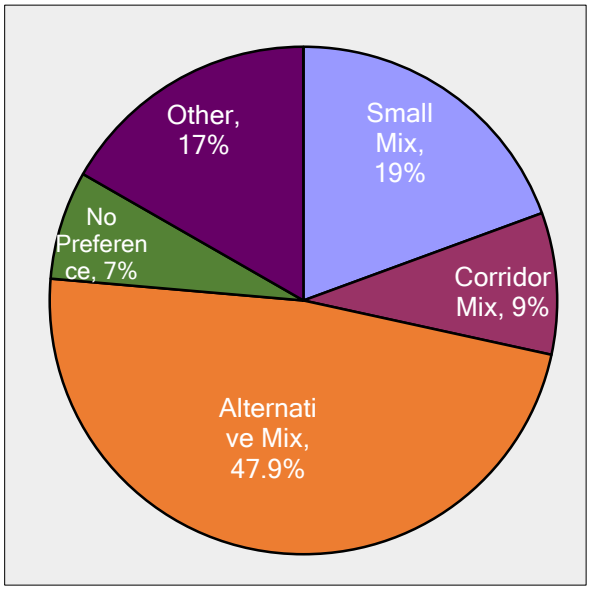
Responses were generally mixed, with a preference towards maximizing flexibility for future development, echoing some of the same sentiments expressed at the Community Workshop #2. A comment repeatedly mentioned was the importance of creating a viable and active mix of parks, retail, residential and office buildings at the Middlefield Station.

The fifth question asked participants about their preferred housing unit mix (based on bedroom count) envisioned for new residential projects in East Whisman. The choices were as follows:

Unit Type	Studio/Microunit	1-Bedroom	2-Bedroom	3-Bedroom
Small Unit Mix *(Based on Draft North Bayshore Precise Plan)*	40%	30%	20%	10%
Corridor Unit Mix *(Based on recent El Camino Real projects)*	0%	60%	40%	0%
Alternative Unit Mix *(Based on other recent projects in Mountain View)*	10%	50%	30%	10%

Responses were fairly strongly in favor of the **Alternative Unit Mix**, and even many of those who selected "Other" described a unit mix similar to the Alternative Mix, with a stronger focus on two and three bedroom units.

Question 5: What mix of housing units do you envision in East Whisman?		
Response	**Percent**	**Number**
Small Unit Mix	19%	28
Corridor Unit Mix	9%	13
Alternative Unit Mix	**48%**	**69**
No Preference	7%	10
Other	17%	24
	Total: *Skipped:*	144 *5*



Part 4: Precise Plan Improvements/Strategies

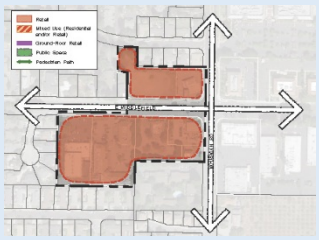
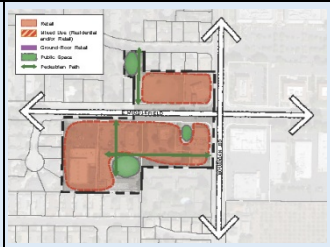
The sixth question asked respondents to identify their top three priorities for the Precise Plan. The results are as follows:

Answer Options	Public Open Space	Affordable Housing	Pedestrian and Bike Facilities	Commercia l Retail Space	Small Business Retention	School or Education Facility	Childcare Center
Priority 1	33	**51**	16	12	4	12	2
Priority 2	25	18	**39**	16	8	19	9
Priority 3	**31**	14	22	20	18	19	10

Clear support for affordable housing as the top priority emerged. Pedestrian/bicycle facilities were a second priority for many, and the third priority was public open space. Secondary priorities included commercial retail space, small business retention, and schools.

Part 5: Village Center

The next survey question asked respondents about changes to the land uses and character of development at the intersection of N Whisman Rd and E Middlefield Rd, asking "What alternative best represents your vision for the Village Center (e.g. land uses, building heights, open space)?" Respondents were presented with the same four options as were shown to workshop #2 participants:

Option 1	Option 2	Option 3	Option 4
			
Little to No Change. Maintain 1 and 2-story buildings with a variety of retail and service uses. Maintain surface parking lots.	***Limited Improvements.*** Maintain 1 and 2-story buildings with a variety of retail and service uses. New building façade improvements. Add landscaping and outdoor dining areas. Redesign surface parking lots to include a new public space.	***Redeveloped Center.*** Up to 3-story buildings with parking and pedestrian-oriented building frontages and parking. Includes a new public space with active ground-floor retail and pedestrian paths.	***Expanded Center.*** Up to 4-story buildings on all four corners of intersection. Parking is located behind the buildings. A new public space with pedestrian-friendly building frontages and active ground-floor retail.
9	20	35	**74**
7%	14%	25%	**54%**

The final option, for an **Expanded Center**, was preferred by a majority, receiving more than half of all votes (Total: 138, Skipped: 11). Collectively, 79% of participants voted for increased intensity at the Village Center.

Part 6: Middlefield Station

Question eight allowed for open commentary from participants, gathering any ideas and thoughts regarding the Middlefield Station. The majority of participants were supportive of the preliminary direction provided (see list).

A follow-up question asked participants to share their ideas about transit-oriented places - "We would like to hear your ideas about transit-oriented places. In your opinion, what makes the best transit-oriented place?"

General themes that emerged from the responses are summarized here:

- **Station as a gathering place / activity center.** Stations should be for eating, getting haircuts and shoes fixed. Transit stations should offer a wide variety of services that attract even those not using the trains - this makes them vibrant, crowded places with a variety of people. Have different kinds of seating and features to encourage gathering, not only park benches and grass.
- **Necessity of frequent, high-quality, well-connected transit.** Good transit makes good transit-oriented places. Must be reliable and go where people want to go. Low speed is a deterrent for use. Parking for light rail stations is not always clear or available.

PRELIMINARY DIRECTION:

- A ***neighborhood*** with a mix of high-intensity residential, office, and mixed-use buildings within a short walk of transit and community spaces.
- Allow the ***tallest buildings*** adjacent to the Middlefield Station.
- Improve ***station access*** with pedestrian and bicycle connections.
- Provide a neighborhood-serving ***retail*** area.
- Create a signature ***public open*** space for gathering and community events.
- Include new ***community-serving facilities***, such as childcare.
- Building pedestrian-oriented buildings close to the street with ***active ground-floor*** uses.

- **Walkable and bikeable access.** Improve the connections to/from the station. Provide bike share and more bus routes that stop at the station. Biking down Middlefield can be fairly frightening.
- **Mixed use, especially retail.** Transit-oriented mixed use with retail needs a lot of foot traffic. Retail options must be right there at the station, along with public gathering areas.
- **Importance of high density.** High density and mixed use make for the best transit-oriented places. Housing and office should be located within a short walk. Bright-lit and busy – safe at all hours.

Part 7: Open Comments

The last question asked participants if they had any additional comments to share about their vision for East Whisman: "Are there any other comments you wish to share about your vision for the East Whisman Precise Plan?"

A summary of the responses include:

- **Neighborhoods should be people-oriented**. Getting the scale right is important, and making places where people, especially families, want to live.
- **Appropriate transitions**. Preserving current residential neighborhoods, and gradually transitioning to higher density residential/office areas.
- **Value of more retail and better walkability generated by new development**.
- **Focus on neighborhood development**. People will choose to live there because they work in a nearby office building and so it will be a better commute for them, and because it's a nice, convenient place to live (near freeways, near transit, safe, etc).
- **New housing both helps and harms current MV residents.** New residents add traffic, but more housing overall drives down prices (more supply) for everyone. New density also allows for more mixed-use and retail establishments, which the area sorely lacks.
- **Retain enough of the business/office community.** Keep enough office and commercial density to retain current businesses, particularly in the areas south of 237.
- **Create neighborhoods**. Housing should be clustered and not just scattered in the office areas.
- **Provide space for small businesses.** Create spaces for affordable shopping not just high-end stores.

Appendix 2

Report-Back Worksheets

Exercise 1 Report Back Worksheet

Community Workshop #2 – December 3, 2016

Table #: 1 Facilitator: MARIYA

Directions: Please write two to three ideas for each topic below. Additional space for notes is available on the back.

Key ideas discussed about the East Whisman Precise Plan land use alternatives:

1. Traffic concerns for high density residential and office
2. Existing corporate buildings to be considered - Take into account any projects in process
3. Alternatives 2 and 3 were preferred
4. Moderate density near the VTA

Locations where the tallest buildings could be allowed in East Whisman:

1. Along freeways for access and noise mitigation
2. Higher residential near light rail - Medium height near station - Tall near freeways
3.

Key points about building heights near Middlefield VTA Station:

1. Team would prefer to keep residential units below 8 stories
2.
3.

Key points about regulating residential land uses in East Whisman:

1. Desire to have flexibility to combine office occupancy in areas that may be zoned residential
2. Wider flexibility for use cases in residential zoning
3.

CITY OF MOUNTAIN VIEW EAST WHISMAN

Exercise 1 Report Back Worksheet

Community Workshop #2 – December 3, 2016

Table #: 2 Facilitator: Carly

Directions: Please write two to three ideas for each topic below. Additional space for notes is available on the back.

Key ideas discussed about the East Whisman Precise Plan land use alternatives:

1. Housing near Middlefield station
2. Separation of housing/business
3. Need to account for traffic/transit

Locations where the tallest buildings could be allowed in East Whisman:

1. Along 101
2. Along 237
3. Further away from existing residential

Key points about building heights near Middlefield VTA Station:

1. Higher density ok near Middlefield station N. of Middlefield road
2. Not abrupt transition from existing housing
3. 8 stories max, maybe 10 ???, some prefer 5-6

Key points about regulating residential land uses in East Whisman:

1. Housing along Middlefield, esp. south of M.
2. Office along freeways
3. Skeptical of mixed-use

CITY OF MOUNTAIN VIEW EAST WHISMAN

Exercise 1 Report Back Worksheet

Community Workshop #2 – December 3, 2016

Table #: 3 Facilitator: Eric

Directions: Please write two to three ideas for each topic below. Additional space for notes is available on the back.

Key ideas discussed about the East Whisman Precise Plan land use alternatives:

1. ~~Preference for lower density~~
2. More retail to support residential and mixed use
3. Are people going to use light rail - reason for Question about ~~VTA~~ will they use it & locating it near there

Locations where the tallest buildings could be allowed in East Whisman:

1. Nearest Freeway
2. Along Ellis
3. •

Key points about building heights near Middlefield VTA Station:

1. No strong opinion about it
2.
3.

Key points about regulating residential land uses in East Whisman:

1. Must be flexible - sites should not be dictated
2. Provide incentives to promote housing development - density for residential
3.

CITY OF MOUNTAIN VIEW EAST WHISMAN

Exercise 1 Report Back Worksheet

Community Workshop #2 – December 3, 2016

Table #: 4. Facilitator: Payal.

Directions: Please write two to three ideas for each topic below. Additional space for notes is available on the back.

(1)
Show on map which buildings are to be redeveloped - specific. age of building

Key ideas discussed about the East Whisman Precise Plan land use alternatives:

1. Corridors Addressed. Retail to be Addressed.
2. Create detail map. - showing specific building to be redeveloped.
3. More - Ownership condominium, flat type. Otherwise mostly transient population

Locations where the tallest buildings could be allowed in East Whisman:

1. Taller residential near. ~~Whisman~~ Logue & Maude. Geoff.
2. Mixed. opinion. → 3-4 stories. Orchard area S. of Middlefield.
3. Commercial more near 101., near existing locations

Key points about building heights near Middlefield VTA Station:

1. No eight stories. Maybe 4 stories. Lisa. Mixed home - ownership
   Kathy 3-4 max. Geoff higher more green.
2. Geoff – high density. green space more than 4 story.
3.

Key points about regulating residential land uses in East Whisman:

1. Focus on Residential. Orchard area.
2. 3 zones for residential.
3. Mixed use along middlefield.

CITY OF MOUNTAIN VIEW EAST WHISMAN

Ellis & Whisman — Commercial pocket of residential W Maude Ave

Geoff: Light rail oriented development → Geoff. Pedestrian friendly Whisman station

Lisa: Ellis — comercial construction
New construction.
Symentec does not move — where does the housing go.
~~sin~~ existing buildings.
target site. Plan has to be reality based.
Properties most likely
Housing Trasportatcon & Retail.

May change 1.7 million office existing & to be maintained.

Lisa. — opinion. Commercial should stay commercial.
Residential should stay otherside of Middlefieed.
No Residential on Ellis.
Whisman & Bayshore close so will impact road system.

Geoff — No Retail, Residential needs to incorporate Retail.
Google, Loque → ↑ density housing.
~~Ge~~ Broadening Middlefield?

Lisa — corridor needs to be addressed.

Geoff → young couples — 2 kids move.
house with yard.
school, openspace.

Lisa Carmel Madera. — 6-7 Thousand.
Ownership ~~of~~ housing. condominiums.
flat type.
stacked apartments/condos.

John. Lofts. Residential or office.
Dr Arington.

Exercise 1 Report Back Worksheet

Community Workshop #2 – December 3, 2016

Table #: 5 Facilitator: Liz

Directions: Please write two to three ideas for each topic below. Additional space for notes is available on the back.

Key ideas discussed about the East Whisman Precise Plan land use alternatives:

1. Traffic impact to higher density
2. Housing impact important + ability to walk / bike to work
3. significance of VTA rail, usage?

2 = #1 2 = #2 1 = #3

Locations where the tallest buildings could be allowed in East Whisman:

1. Near the highways + office
2. Residential height near VTA station
3. Office should be more than 8 stories = airport consideration

Key points about building heights near Middlefield VTA Station:

1. residential
2. keep to 8 stories residential only!
3.

Key points about regulating residential land uses in East Whisman:

1. mixed use for certain types of retail
2. certain areas much lighter retail + office = tie it together
3. "one mile" from retail to housing = clusters of housing + retail

? = can office + housing be developed?

CITY OF MOUNTAIN VIEW EAST WHISMAN

Exercise 1 Report Back Worksheet

Community Workshop #2 – December 3, 2016

Table #: 6 Facilitator: TROY

Directions: Please write two to three ideas for each topic below. Additional space for notes is available on the back.

Key ideas discussed about the East Whisman Precise Plan land use alternatives:

1. change is coming - time to revisit expectations
2. continuity of character. Ellis St as a key corridor
3. create a there-there, a neighborhood, sense of ownership accomodate residents in different points in their life

Locations where the tallest buildings could be allowed in East Whisman:

1. Middlefield Station, away from existing neighborhoods
2. along Ellis
3.

Key points about building heights near Middlefield VTA Station:

1. some felt that 7-8 stories is too much / too overwhelming
2. density will generate retail demand
3.

Key points about regulating residential land uses in East Whisman:

1. don't assume current tenants will be there forever
2. interest in preserving the low-scale, startup character of Bernardo
3.

CITY OF MOUNTAIN VIEW EAST WHISMAN

Exercise 1 Report Back Worksheet

Community Workshop #2 – December 3, 2016

Table #: 3 Facilitator: Eric

Directions: Please write two to three ideas for each topic below. Additional space for notes is available on the back.

Key ideas discussed about the East Whisman Precise Plan land use alternatives:

1. ~~Preference for lower density~~
2. More retail to support residential and mixed use
3. Are people going to use light rail - reason for Question about ~~VTA~~ will they use it & locating it near there

Locations where the tallest buildings could be allowed in East Whisman:

1. Nearest Freeway
2. Along Ellis
3. •

Key points about building heights near Middlefield VTA Station:

1. No strong opinion about it
2.
3.

Key points about regulating residential land uses in East Whisman:

1. Must be flexible - sites should not be dictated
2. Provide incentives to promote housing development - density for residential
3.

CITY OF MOUNTAIN VIEW EAST WHISMAN

Appendix 3

Focus Area Boards

Middlefield Station

Preliminary Direction

- A neighborhood with a mix of high-intensity residential, office, and mixed-use buildings within a short walk of transit and community spaces.
- Allow the tallest buildings adjacent to the Middlefield Station.
- Improve station access with pedestrian and bicycle connections.
- Provide a neighborhood-serving retail area.
- Create a signature public open space for gathering and community events.
- Include new community-serving facilities, such as childcare.
- Build pedestrian-oriented buildings close to the street with active ground floor uses.

Are there other ideas we missed? Write them below!

Dedicated parking for light rail riders

What makes the best transit-oriented places?

Wide sidewalks

Mix of uses

Neighborhood retail

Bike facilities

Public open space

Pedestrian-oriented desig

Other ideas:

GREAT PLACES
CASTRO STREET
LAUREL STREET, SAN CARLOS
SANTANA ROW
EASY ST. PARK (WHISMAN)

- LOTS OF CHOICES OF THINGS TO DO
- CONNECT TO TRAILS

East Broadway Avenue

Village Center

Middlefield Station

Preliminary Direction

- A neighborhood with a mix of high-intensity residential, office, and mixed-use buildings within a short walk of transit and community spaces.
- Allow the tallest buildings adjacent to the Middlefield Station.
- Improve station access with pedestrian and bicycle connections.
- Provide a neighborhood-serving retail area.
- Create a signature public open space for gathering and community events.
- Include new community-serving facilities, such as childcare.
- Build pedestrian-oriented buildings close to the street with active ground floor uses.

Are there other ideas we missed? Write them below!

- Tallest buildings near freeways - not UTA
- More efficient light rail - a) Faster b) more frequent c) fewer stops
- Code or store (grocery)
- Clearer parking regulations - unclear if anyone can park there now.

What makes the best transit-oriented places?

Wide sidewalks

Mix of uses

Neighborhood retail

Bike facilities

Public open space

Pedestrian-oriented design

Other ideas:

- Providing the space for transit
- Downtown MV & Palo Alto
- Ottawa, Canada
- Defined bike lanes - (marked w/green)
- Restaurant, sightseeing, activity like theatre would promote more transit use
- Mixed uses would promote more transit use

Middlefield Station

Preliminary Direction

- A neighborhood with a mix of high-intensity residential, office, and mixed-use buildings within a short walk of transit and community spaces.
- Allow the tallest buildings adjacent to the Middlefield Station.
- Improve station access with pedestrian and bicycle connections.
- Provide a neighborhood-serving retail area.
- Create a signature public open space for gathering and community events.
- Include new community-serving facilities, such as childcare.
- Build pedestrian-oriented buildings close to the street with active ground floor uses.

Are there other ideas we missed? Write them below!

EL MONTE SHOPPING CENTER ? as a precedent
→ use more examples/ precedent images in these boards
real-life

[ENBARCADERO/101 - struggling to succeed due to onerous retail requirements]

Allow flexibility for retailers - require good design & human scale connections + min. place but don't be overly prescriptive about use or size retail!

Multiple connected Greenbelt Areas; "Human Scale" As opposed to mammoth scale.

* Density doesn't have to be right at the station! More important that it is a gathering space, an active space
* Declares itself as the place to be

What makes the best transit-oriented places?

e sidewalks

Mix of uses

Neighborhood retail

ties

Public open space

Pedestrian-oriented design

r ideas:

Village Center

Middlefield Station

Preliminary Direction

- A neighborhood with a mix of high-intensity residential, office, and mixed-use buildings within a short walk of transit and community spaces.
- Allow the tallest buildings adjacent to the Middlefield Station.
- Improve station access with pedestrian and bicycle connections.
- Provide a neighborhood-serving retail area.
- Create a signature public open space for gathering and community events.
- Include new community-serving facilities, such as childcare.
- Build pedestrian-oriented buildings close to the street with active ground floor uses.

Are there other ideas we missed? Write them below!

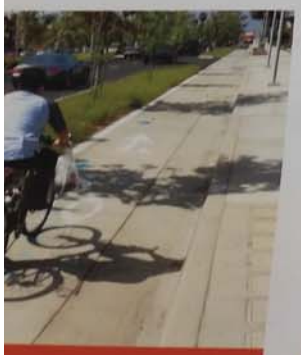
Things to draw people:
- ~~Interesting~~ Retail
- Seating
- SHADE (Seating)
- Wide side walks are important for draw.
- Trees

at makes the best transit-oriented places?

lks

Mix of uses

Neighborhood retail



Public open space

Pedestrian-oriented desig

eas:

Middlefield Station

Preliminary Direction

- A neighborhood with a mix of high-intensity residential, office, and mixed-use buildings within a short walk of transit and community spaces.
- Allow the tallest buildings adjacent to the Middlefield Station.
- Improve station access with pedestrian and bicycle connections.
- Provide a neighborhood-serving retail area.
- Create a signature public open space for gathering and community events.
- Include new community-serving facilities, such as childcare.
- Build pedestrian-oriented buildings close to the street with active ground floor uses.

Are there other ideas we missed? Write them below!

Improve VTA services - too slow, time w/ traffic lights & stops, etc
Shuttle Service - connections
INCENTIVIZE LIVE/WORK SYSTEM

What makes the best transit-oriented places?

Wide sidewalks

Mix of uses

Neighborhood retail

e facilities

Public open space

Pedestrian-oriented desi

ther ideas:

Village Center

Little to no change

- Maintain 1 and 2-story buildings with a variety of retail and service uses
- Maintain surface parking lots

Place sticker here if you prefer this alternative

Limited improvements

- Maintain 1 and 2-story buildings with a variety of retail and service uses
- New building facade improvements
- Add landscaping and outdoor dining areas
- Add landscaping and outdoor dining areas
- Redesign surface parking lots to include a new public space

Place sticker here if you prefer this alternative

Less density
New vendors/services
Re-~~[illegible]~~ include

Redeveloped Center

- Up to 3 story buildings with parking and pedestrian-oriented building frontages and parking
- Includes a new public space with active ground-floor retail and pedestrian paths

Place sticker here if you prefer this alternative

INCENTIVIZE RE-DEVELOPMENT
SET BACK TOWARDS HOUSING
& FOCUS ALONG STREET

Expanded Center

- Up to 4-story buildings on all four corners of intersection Parking is located behind the buildings
- A new public space with pedestrian-friendly building frontages and active ground-floor retail

Place sticker here if you prefer this alterr

Village Center

Little to no change

- Maintain 1 and 2-story buildings with a variety of retail and service uses
- Maintain surface parking lots

Place sticker here if you prefer this alternative

Limited improvements

- Maintain 1 and 2-story buildings with a variety of retail and service uses
- New building facade improvements
- Add landscaping and outdoor dining areas
- Add landscaping and outdoor dining areas to include a new public space
- Redesign surface parking lots to include a new public space

Place sticker here if you prefer this alternative

lots of trees & tree canopy is much more pleasing

Redeveloped Center

- Up to 3 story buildings with parking and pedestrian-oriented building frontages and parking
- Includes a new public space with active ground-floor retail and pedestrian paths

Place sticker here if you prefer this alternative

+ Tree canopy along streets is critical

Expanded Center

- Up to 4-story buildings on all four corners of intersection Parking is located behind the buildings
- A new public space with pedestrian-friendly building frontages and active ground-floor retail

Place sticker here if you prefer this alte

Village Center

Little to no change

- Maintain 1 and 2-story buildings with a variety of retail and service uses
- Maintain surface parking lots

Place sticker here if you prefer this alternative

Limited improvements

- Maintain 1 and 2-story buildings with a variety of retail and service uses
- New building facade improvements
- Add landscaping and outdoor dining areas
- Redesign surface parking lots to include a new public space

Place sticker here if you prefer this alternative

To maintain open space the green areas would be welcome

I like retail only here - later for parking. The residential should be elsewhere

Developed Center

- 3 story buildings with parking and pedestrian-oriented ing frontages and parking
- des a new public space with active ground-floor retail edestrian paths

ticker here if you prefer this alternative

Expanded Center

- Up to 4-story buildings on all four corners of intersection Parking is located behind the buildings
- A new public space with pedestrian-friendly building frontages and active ground-floor retail

Place sticker here if you prefer this alternative

Needs to expand further down M'field towards LR st. + include good sized grocery

TABLE 5

Village Center

Little to no change

- Maintain 1 and 2-story buildings with a variety of retail and service uses
- Maintain surface parking lots

Place sticker here if you prefer this alternative

Limited improvements

- Maintain 1 and 2-story buildings with a variety of retail and service uses
- New building facade improvements
- Add landscaping and outdoor dining areas
- Redesign surface parking lots to include a new public space

Place sticker here if you prefer this alternative

Second floor w/ expanded Retail covers the street

Pedestrian paths but also expand to the other side of N. Weisman on both sides of Middlefield

Take into account existing business

Redeveloped Center

- Up to 3 story buildings with parking and pedestrian-oriented building frontages and parking
- Includes a new public space with active ground-floor retail and pedestrian paths

Place sticker here if you prefer this alternative

Expanded Center

- Up to 4-story buildings on all four corners of intersection Parking is located behind the buildings
- A new public space with pedestrian-friendly building frontages and active ground-floor retail

Place sticker here if you prefer this alter

Village Center

Little to no change

- Maintain 1 and 2-story buildings with a variety of retail and service uses
- Maintain surface parking lots

Place sticker here if you prefer this alternative

Limited improvements

- Maintain 1 and 2-story buildings with a variety of retail and service uses
- New building facade improvements
- Add landscaping and outdoor dining areas
- Redesign surface parking lots to include a new public space

Place sticker here if you prefer this alternative

Make significant improvements to existing property. Leave 1 story

Upgrade, but be mindful of density up against existing residential and other regards

Neighbor heights

Redeveloped Center

- Up to 3 story buildings with parking and pedestrian-oriented building frontages and parking
- Includes a new public space with active ground-floor retail and pedestrian paths

Place sticker here if you prefer this alternative

Expanded Center

- Up to 4-story buildings on all four corners of intersect
  Parking is located behind the buildings
- A new public space with pedestrian-friendly building
  frontages and active ground-floor retail

Place sticker here if you prefer this alt