

COUNCIL REPORT



AGENDA: November 16, 2010
CATEGORY: Public Hearing
DEPT.: Community Development
TITLE: General Plan Strategy Endorsement

RECOMMENDATION

That the City Council endorse the proposed General Plan Strategy, including the Environmental Planning Commission's comments on draft General Plan policy direction. This endorsement will serve to initiate and focus the development of the Draft General Plan and General Plan Environmental Impact Report (EIR).

FISCAL IMPACT

The City has budgeted funds to continue with the approved General Plan scope of work through the end of 2011. Should the scope of work for either the General Plan or EIR change, additional City funds may be required to complete new or modified tasks.

Executive Summary

The General Plan update process has continued in 2010 with additional public outreach meetings, City Council and Environmental Planning Commission (EPC) meetings, and staff and consultant input. The next key step in this process is beginning the General Plan EIR process and creating the draft General Plan document. These next steps require City Council endorsement of major General Plan strategy elements—land uses, intensities and major policy directions—that will be studied within the EIR and refined during the drafting of the General Plan.

The proposed General Plan strategy has evolved throughout the General Plan update process and was developed with input from the following phases and meetings:

- **General Plan Visioning Process (2008)**—Provided a vision, community values and planning principles to help guide the General Plan update process. Also identified initial "focus areas" for future land use change.
- **Six Project Advisory Committee (PAC) Meetings (2009)**—Reviewed the General Plan current conditions report, provided direction on community outreach materials and reviewed initial policy framework, including draft goals.
- **Seven Planning Area (Neighborhood) Meetings, Round One (Spring 2009)**—Received community input on general land use and policy directions for City-wide and neighborhood areas.

- **Seven Planning Area (Neighborhood) Meetings, Round Two (Fall 2009)**—Confirmed Round One input; received further community input on the preferred "character" of City-wide and neighborhood areas, including land use and building types.
- **One City Council Meeting (2009)**—Staff provided an update on community input received to date and on the General Plan process.
- **Four Joint Council and EPC Study Sessions (February, April and June 2010)**—The Council and EPC provided direction on the preferred land uses and intensities for each "change area"; reviewed North Bayshore land use and policy opportunities and challenges.
- **Two City Council Meetings (March and April 2010)**—Reviewed the General Plan update process, schedule and outreach strategy.
- **One Project Advisory Committee (PAC) Meeting (July 2010)**—Reviewed the General Plan summer community outreach materials.
- **Two Community-Wide Meetings (July 2010)**—Presented the emerging General Plan land use and policy directions, including "visualizations" for each change area.
- **Eleven City Board, Commission and Committee Meetings (Summer/Fall 2010)**—Reviewed and commented on draft General Plan policy materials.
- **Five EPC Meetings (September, October and November 2010)**—Reviewed draft General Plan policy materials, including summer 2010 public input and City board, commission and committee input. Provided recommendations on draft General Plan goal, policy and action language.

The General Plan strategy endorsement will focus the study of the General Plan EIR in terms of land uses, maximum intensity and policies. Draft EIR information will be analyzed by staff and the consultant team (i.e., traffic modeling, noise and air quality analysis, etc.). Any potentially significant environmental impacts and mitigations will be identified and presented to the Council, EPC and public as part of the Draft EIR public review process.

The drafting of the General Plan will also begin. Sections of the document (text, policy materials, maps and graphics) are proposed to be initially reviewed by the EPC. A final revised set of materials, with EPC recommendations, will then be considered by the City Council before being integrated into a draft General Plan document.

As the General Plan project moves forward, refinement of General Plan language and policies will continue. General Plan materials will be periodically checked against Council and EPC

direction. The General Plan project team will also continue to assess the materials against the community's vision for 2030, as expressed in both the General Plan 2008 visioning document and public input.

BACKGROUND AND ANALYSIS

Public Comments and Input

Public comments and input on General Plan topics have informed the overall General Plan strategy, particularly input received during General Plan community meetings. This input has formed the foundation for proposed General Plan land use changes, intensities and policies. Additional public correspondence has also been submitted to the Council, EPC and Staff for consideration at key points during this entire process. This correspondence is available at the Community Development Department or on the City's website at www.mountainview.gov.

Staff will continue to review and track General Plan update public correspondence as the project continues in 2011.

The General Plan Strategy

Land Uses and Intensities

A fundamental strategy of the General Plan preserves the existing land uses and intensities of a majority of existing neighborhoods in Mountain View. The General Plan focuses land use change in specific "change areas" identified by the community.

In broad terms, the land uses and intensities have been influenced by two major overarching General Plan themes: sustainability and economics. For example, larger buildings focused along major transportation corridors such as El Camino Real and the East Whisman corridor supports future sustainable growth and transportation options such as transit, walking and bicycling; increased retail and office intensities in proximity to residential uses support new services within walking distance of neighborhoods; a mix of uses creates a more flexible future use of land to respond to market opportunities while supporting more nonautomotive mobility options; and the proposed increase in office intensities allow greater business expansion and local tax revenue generation.

To help clarify expectations for future stakeholders of the desired future character of these land use categories and intensities, the draft General Plan will build upon input from community outreach meetings and will include visualizations and graphics. This information will help describe the "look and feel" of these land uses and intensities in visual terms, instead of strictly numeric descriptions.

Change Areas

The following is a summary of the major General Plan change areas and their general land uses and intensities. This information was initially developed from community outreach meetings, where participants expressed their preferences in terms of land uses and building character. A more detailed description of these land use categories and intensities are noted in the attached map and will be more fully described in the text of the General Plan. (See Attachment 1—General Plan Update Land Use Strategy Map).

North Bayshore

The General Plan process highlighted the North Bayshore Area as continuing to be a premier office and high-tech corporate destination. The Council and EPC directed that the area could continue with an office land use designation with intensities of up to 1.0 Floor Area Ratio (FAR) being further studied and analyzed. A key element of the future of North Bayshore includes a policy that focuses on innovative and sustainable growth strategies. The area is also being planned to include a new mix of residential, retail and office land uses along North Shoreline Boulevard (the North Shoreline High-Intensity Commercial/Residential designation). This would help to advance larger General Plan goals such as sustainability by allowing residents to live closer to a large employment center which can help reduce overall vehicle trips and community greenhouse gas emissions. A new "village" in this area would probably not be large enough to support a full-service grocery store, but could include a mix of uses and services within walking distance to new residential uses and surrounding commercial office uses. Additionally, transportation improvements (i.e., a new shuttle system connecting to downtown, improved bike and pedestrian connections throughout the area) are also included in draft policy materials.

Additionally, six parcels (including the Century Theaters/Lester properties) along North Shoreline Boulevard, located at North Shoreline Boulevard/Highway 101, are designated as a Commercial/Residential Center. This designation continues the theme of re-envisioning the North Shoreline Boulevard corridor with a mix of land uses expressed at community outreach meetings. The designation could include a variety of commercial and residential uses that would help complement surrounding land uses and provide a "gateway" development into North Bayshore. This specific land use designation is proposed because the parcels together create a unique 25-acre area that would have different opportunities and characteristics than the more general Commercial/Residential designation along North Shoreline Boulevard.

Currently, staff is analyzing this gateway area with our economics consultant to determine the market feasibility of a mix of uses at this location, including a potential hotel/conference center, entertainment facilities, and commercial and residential uses. This work will continue in 2011 as the draft General Plan is created and refined.

Residential Uses in North Bayshore

The General Plan will specify the following strategies and parameters for residential uses in North Bayshore:

- *Limited Area*—The General Plan land use map delineates the limited location of future residential uses along the North Shoreline Boulevard corridor and the southern portion of Plymouth Drive in the North Shoreline High-Intensity Commercial/Residential designation (see Attachment 1—General Plan Update Land Use Strategy Map). Limiting residential uses to this corridor focuses residential growth that will support a more complete and walkable North Shoreline Boulevard, while protecting the surrounding area to develop with higher intensity office and high-tech uses.
- *Number of Units*—Intensities of up to 70 units per acre are proposed within the North Shoreline High-Intensity Commercial/Residential designation. This designation is intended as a flexible designation that could allow a mix of both commercial and residential uses. The number of residential units in this area will, therefore, depend on how the mix of uses in this area develop over time but could range from zero up to approximately 1,500 units by 2030. The 1,500-unit number could be potentially achieved if half of the sites along North Shoreline Boulevard are developed with residential units.
- *Hazardous Materials*—There are approximately a dozen companies in this area that store large quantities of hazardous materials, with two of these companies discontinuing use of these materials. The number of companies using hazardous materials in this area has declined over the years and have been replaced with other uses such as office and high-tech businesses.

Developments such as Mission Bay in San Francisco provide a template for hazardous material users, such as biotech companies, that can operate in proximity to residential uses. Mission Bay has been successful because new residential uses have been limited to specific areas located away from these users. Additionally, most biotech companies use less hazardous materials than other industrial uses and newer ventilation system technologies have significantly reduced potential air quality impacts. Finally, staff, including our Fire Department, note that our existing hazardous material regulations are outdated. Updates to these regulations are proposed as a General Plan action item. Additional outreach and discussion would be planned to involve all North Bayshore stakeholders in creating revised hazardous material regulations.

East Whisman

Some of the same land use and policy themes developed for North Bayshore would also apply to East Whisman, including increased land use intensities for offices of up to 1.0 FAR.

The main difference is that East Whisman is envisioned as continuing as an area of light rail transit-oriented office developments.

A new Village Center land use designation is also proposed at North Whisman Road and Middlefield Road to help diversify the area's land uses (see Attachment 1—General Plan Update Land Use Strategy Map). The Village Center designation could allow two- to three-story mixed-use centers, including retail, office and residential uses. The concept of a "village center" has been defined in different ways during the General Plan process. Therefore, this designation will be further refined in 2011 to identify the specific characteristics of this designation in different areas throughout the City.

These land use designations support a more sustainable future by focusing increased land use intensities along the light rail transit corridor, and by providing convenient, accessible services to surrounding residential and employment areas. The large parcel on North Whisman Road (Francia site) south of Middlefield Road is also proposed as a City/Community Facility designation to reflect February Council and EPC direction.

El Camino Real

El Camino Real includes a Commercial/Residential designation with intensities of 43 to 70 units per acre and 0.50 FAR. The designation continues the current 1992 General Plan of allowing a mix of uses along the corridor. This increase in intensities focuses growth along a major transit corridor where future transit improvements (Bus Rapid Transit) are being planned.

Previous Council direction in December 2009 supported increased intensities at key opportunity locations where new development is compatible with surrounding land uses. Rather than define particular locations on a map, Council directed that this increased intensity to be more flexible. Draft General Plan policies specify that more intensive development could be appropriate if certain characteristics exist, such as adequate lot size, proximity to transit facilities and the character of surrounding development, including how more intensive development interfaces or protects surrounding residential uses. This strategy provides flexibility that can help with the overall improvement and revitalization of El Camino Real.

San Antonio

The San Antonio Area includes a broad and flexible Commercial/Residential designation ranging from 43 to 60 units per acre and 0.50 FAR. This designation allows a mix of uses within proximity to transit service along El Camino Real and the Caltrain corridor. The San Antonio Center Area includes a Commercial/Residential Center land use designation of 60 units per acre and 0.60 FAR. This "center" designation, as previously described for North Bayshore, identifies the area as having unique opportunities and constraints which will be

further described in the General Plan. This will provide guidance for how to implement the community's vision for the center.

General Plan Policy Strategies

The draft General Plan policy materials were initially developed with input from community outreach meetings, and then further directed by the City Council, Project Advisory Committee and the EPC. The following are highlights of the key policy ideas.

Land Use Policy-Based Incentive System—North Bayshore and East Whisman

A key element of the General Plan land use strategy includes a land use policy-based incentive system for the North Bayshore and East Whisman change areas. This system would encourage highly sustainable and self-mitigating developments by requiring development characteristics above and beyond the minimum State or local requirements. In return, new developments would be allowed additional building area. The North Bayshore and East Whisman change areas are targeted for this system because they provide the most significant areas of large, future growth in the City that could meaningfully implement these concepts.

The community values supporting this idea include promoting economic growth while reducing greenhouse gas emissions and providing community benefits that enhance quality of life. Some of these concepts were presented to Council and EPC during an April 20, 2010 Study Session, which included a presentation from Bill McDonough, and could include the following elements:

- Storm water retention and filtering
- Use of recycled water
- Maximum use of permeable pavers
- Green buildings
- Green roofs
- Renewable energy
- Water-conserving landscaping
- Transportation and mobility improvements and programs
- Transportation Demand Management (TDM) programs

- Landscaping that restores or enhances natural habitats
- Edible and/or productive landscaping

The General Plan would outline this overall strategy framework and it would be further developed as an action item. The action item could include developing an evaluation system that would assign "points" to future developments, which would then correspond to an allowable increase in building area.

Land Use Intensity and Transportation—North Bayshore

The proposed land use intensities for the North Bayshore Area would result in future increases in vehicle trips, as described during the February joint Council and EPC Study Sessions on land use options. The City's traffic consultant, Fehr & Peers, further studied potential traffic increases resulting from the General Plan strategy using an office FAR of 1.0 in the North Bayshore Area. This analysis indicated that the most impacted segment, North Shoreline Boulevard, would degrade from a Level of Service (LOS) D to LOS F in the a.m. peak hour.

To mitigate this impact while still allowing the increased North Bayshore land use intensities, fairly aggressive trip reduction strategies would be needed to achieve an approximate 20 percent trip reduction. These trip reduction strategies, as described in draft General Plan policy materials, could include creation of an area-wide Transportation Management Association (TMA); establishment of an improved and efficient area shuttle system to connect to the Downtown Transit Center; and a variety of other supportive strategies, including employer-subsidized transit passes and the development of an enhanced bicycle and pedestrian network.

More detailed traffic modeling and analysis will be conducted as part of the General Plan EIR to thoroughly analyze potential traffic impacts, including identifying the amount and type of trip reduction strategies. This information will be brought forward to the Council, EPC and public for further review and consideration during review of the draft EIR and General Plan.

EPC Review of Draft Policy Materials

The EPC reviewed draft policy materials at five recent Study Sessions. There was considerable discussion, comments and questions on the draft policy materials at these meetings, including recommended changes. These changes have been incorporated into a revised set of draft policy materials (see Attachment 2—Draft General Plan Goals, Policies and Actions). The EPC's review resulted in changes of varying degrees and at times resulted in clarification rather than actual document revisions. The EPC also considered public input from summer 2010 outreach meetings (see Attachment 3—General Plan Outreach Comments,

Summer 2010) and input from City boards and commissions (see Attachment 4—City Boards, Commissions and Committees' Comments on Draft General Plan Policy Materials) as they made comments and recommendations on draft policy language.

The following is a narrative summary of EPC comments from these meetings. The first section includes "common themes" heard throughout the meetings, while the second section includes meeting and topic specific information.

Common Themes and Comments

The EPC expressed the following common themes and comments regarding all sections of the draft policy materials:

- **Language Clarification**—General suggestions were made to modify draft language so it would be clearer and more understandable.
- **Overly Technical Language**—The EPC requested that some draft language was overly technical and could be simplified through rewording.
- **Streamlining**—The EPC noted where some of the policy materials could be collapsed or shortened in order to achieve a more concise document.
- **Board and Commission Input/Summer Outreach Input**—The EPC compared, where applicable, proposed policy materials with comments from City boards and commissions and summer 2010 outreach meetings.
- **Goal, Policy or Action**—Suggestions were made to clarify when certain ideas should be worded as goals, policies or actions.
- **"When/if Feasible" Statements**—Some policies or actions included "when/if feasible" qualifiers. The EPC stated that these qualifiers should be removed from the draft language. The EPC noted that the introductory General Plan text should explain that all General Plan policies or actions will be implemented according to available City resources and priorities.
- **Order and Hierarchy**—Suggestions were made to improve the order and hierarchy in some policy sections so the larger ideas were captured first and flowed to secondary ideas.
- **Implementation/measuring Success**—The EPC sought clarification on how the General Plan actions would be implemented, and how the success of different policies could be measured. (Staff noted that each action would list the responsible City department and a

rough timeline for when the action is planned to be completed. This information will be developed in 2011 as part of the General Plan implementation strategy).

Meeting Topics and Comments

September 29—Parks, Open Space, Community Facilities, Public Safety and Noise

- **The General Plan and the Parks and Open Space Plan**—The EPC had general questions on the difference between the General Plan, which sets broad policies that guide future park decisions, and the Parks and Open Space Plan, which assesses and addresses the City's current park needs.
- **Equity**—Specific language should be noted to ensure all sectors of the population have been addressed.
- **Community Park**—Added an action to explore strategies to build a third community park north of Central Expressway.
- **Improving Connections**—Added language regarding improving connections between neighborhoods and parks.
- **Heritage Tree Ordinance**—Added an action to publicize and enforce the City's Heritage Tree Ordinance.

October 13—Mobility

- **Walkability**—Commented that language should be revised to clarify that safe and comfortable pedestrian facilities (i.e., detached sidewalks, landscaping, etc.) will continue to be emphasized.
- **Bikeability**—Recommended additional language to improve bicycle facilities to ensure a comprehensive and well-utilized system.
- **Vehicle Parking**—Recommended that the goal language be rewritten to better align with its supporting policies.
- **Transit**—Emphasized language for safe and convenient access to transit stations, with an emphasis on pedestrian, bicycle and transit modes.

October 2—Land Use

- **Land Use Policy-Based Incentive System**—The EPC requested refinement of the concept of increased FAR and community benefits and how it would be described in the

General Plan and then ultimately developed and implemented, including appropriate conditions for granting.

- **FAR (Floor Area Ratio)**—Noted that parking structures are currently not counted in FAR calculations, and recommended that this issue be further discussed or addressed as part of the General Plan update process.
- **One-Half Mile Distance to Transit**—The General Plan text, narrative and maps should include greater specificity on this distance (i.e., walking distance) so it is clear where and how this metric is applied.
- **Village Center**—The General Plan should provide a better definition of this concept. A "sidebar" or other narrative text description was proposed as a method to achieve this.
- **Residential Uses in North Bayshore**—The EPC stated that allowing residential uses in North Bayshore should be more apparent besides just the General Plan Land Use Map. A new specific residential policy was, therefore, recommended for the North Bayshore section to provide greater clarity.
- **East Whisman**—Recommended that the East Whisman goal be revised to better capture the vision for the area.

October 27—Infrastructure, Resources and Conservation

- **Solid Waste Operations**—Requested more information on how solid waste contractors operated in the City and ways to increase or improve their services.
- **Water Conservation "Action Items"**—Noted the large number of water conservation action items and requested that they be looked at again and potentially reduced in number.
- **Earthquake Design and Materials**—Suggested greater clarification of this policy to better understand its implications for both new and existing public buildings.
- **Invasive Species, Plants and Integrated Pest Management**—Requested additional information on how invasive species were currently treated in the City.
- **Hazardous Sites**—Questioned how more specific information regarding toxic areas or sites in the City would be addressed in the General Plan.

GENERAL PLAN TECHNICAL UPDATES

The following is an update on several General Plan technical issues.

Projections

The General Plan strategy focuses growth in key "change areas" that will add additional residents and jobs. Projecting this future growth is imprecise and accurate predictions are impossible over a 20-year horizon due to external factors and larger economic trends, including business growth, hiring trends and development financing.

In February 2010, the General Plan project team provided some initial, conservatively high projections to Council and the EPC based on the original Land Use Options A and B. These projections roughly estimated how much additional jobs and residents the City could support in the future given ideal conditions such as full demand for all range of building types. It also provided an "upper limit" estimate so the General Plan project team could analyze the maximum potential impacts to the City's infrastructure capacity.

Staff and our economic consultant continued to refine these "upper limit" estimates following Council and EPC direction on a preferred land use direction. At the same time, staff and our economics consultant established a realistic projection range by observing trends of past population and job growth. Table 1 below shows the updated 2030 jobs and population estimates, including ABAG's 2009 Projections, for comparison purposes:

TABLE 1: *General Plan Projections*

	Residents in 2030	Jobs in 2030
Projection Under Existing General Plan	82,000	72,300
ABAG Projections 2009	88,600	71,840
Estimated General Plan Strategy Projections Range	82,000-89,000	72,000-81,000

Note: Existing population—75,787 (2010 California Department of Finance)
Existing jobs—65,000 (U.S. Census/zip code business patterns, adjusted for current recession by Bureau of Labor Statistics County employment, March 2008 to January 2010)

The revised estimate includes a methodology that used past office and R&D job growth trends and housing unit increases. This resulted in lower projected 2030 residents than the

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earlier projections that assumed ideal conditions. Staff believes that this is a more realistic estimate of future job and population growth.

The ultimate jobs or population that result from the General Plan will depend on a number of external factors such as future demand for office and R&D jobs, changes in economic cycles, demand for different building types and internal factors such as future local decisions on new development.

Staff Initiated Land Use Changes

Staff has identified the following three areas outside of 'change areas' where future land use change may be appropriate: the Costco/Charleston area, the former County 'vector control' site on Moffett Boulevard and the parcel at Ortega Avenue and California Street. Background and analysis regarding these land use changes discussed with Council at a September 21 Study Session is attached (See Attachment 5—September 21, 2010 Council Report).

Council provided initial support for including these areas within the General Plan strategy. If staff identifies any additional parcels that could be considered for General Plan land use changes, staff will notify the Council, EPC and property owners of these potential changes and an analysis and recommendation.

OTHER GENERAL PLAN ISSUES

General Plan Area Boundaries and EIR Scope

The community identified General Plan area boundaries beginning with the General Plan visioning process and further refined throughout General Plan outreach meetings. This direction influenced the further study and development of draft policy materials for these areas. Potential modifications to these area boundaries were raised by two property owners in the western portion of the North Bayshore Area, who supported the idea to expand the boundaries, and by staff for technical reasons discussed below.

One purpose of discussing any study area boundary modifications is to set a maximum area of study within the EIR, so when traffic modeling and other analysis is performed, potential impacts of a larger geographic area are fully analyzed. If the area were to be decreased in size at a later date, then further analysis could be economically performed without undertaking a completely new model run and analysis. To make boundary modifications after the EIR process has begun would result in additional costs to the General Plan project.

These potential modifications were introduced at the November 3 EPC meeting (see Attachment 1—General Plan Update Land Use Strategy Map). The EPC commented that they were not in general support of expanded study area boundaries without further public input and the opportunity to revise goals and policies. However, the EPC did state their support

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for the review and modeling of this expanded area for the EIR to support future public consideration of the proposed changes.

Should the Council support the idea of expanded study area boundaries for the purposes of the EIR, then staff will direct the EIR consultant to add this to their modeling and analysis scope. Staff can also then provide the results of any EIR analysis to Council, EPC and the public in 2011. Staff will also provide Council, EPC and the public opportunities to discuss potential revisions, if any, to land uses, intensities, goals and policies for these areas.

Project Schedule

The General Plan project schedule for 2011 includes development of the draft General Plan and EIR.

As this effort continues, the General Plan project team will continue to refine the language and draft General Plan policies, and will begin to develop draft sections of the plan (text, maps and graphics). This information will be brought to the EPC for review, comment and further refinement and will be completed during this winter and early spring of 2011. Concurrently, the General Plan project team will begin drafting sections of the Draft EIR.

The General Plan project team will then bring forward draft General Plan materials to the City Council for review. Following this review and Council direction, further refinements will be considered by either the EPC or the General Plan project team before being formally presented to the community in summer 2011. Staff will be developing tentative dates for Council, EPC and community meetings as development of the General Plan and EIR begins.

The final General Plan and EIR will then be scheduled for formal public hearings by the EPC and City Council, with consideration of these final documents to be scheduled in late 2011.

Project Management and Budget

The approved scope of work and budget for the General Plan update included funds for the contracts for MIG, Inc., the lead project consultant, their subconsultants, and any additional consultants. Project funds exist for any additional subconsultant assistance that is necessary for project completion. This includes additional work on the related Greenhouse Gas Reduction Program (GGRP) to meet revised Bay Area Air Quality Management District guidelines for creating a qualified GGRP. It also includes funding for preparing the General Plan document (further policy refinements and analysis and inclusion of special graphics and visualizations). Staff will bring new contracts related to this work to Council for formal authorization as required once they are finalized.

NEXT STEPS

Should the Council endorse the General Plan Strategy, then staff will begin working with the General Plan EIR consultant on refining data needs for the EIR. Staff will also begin writing sections of the draft General Plan. These sections will be brought to the EPC beginning in 2011 for review, comment and continued refinement, including editing for clarity, organization and content. General Plan policy topics that require additional direction will also be brought forward to the EPC and/or Council as necessary.

Recommendations

1. Staff recommends that Council endorse the General Plan Strategy, that includes the February 2010 direction from both the Council and EPC on land uses and intensities, and EPC recommended changes to draft policy materials.
2. The EPC recommends that the change area boundaries for the North Bayshore and East Whisman Areas be expanded for the purpose of General Plan EIR modeling and analysis to support future public consideration of the proposed boundary changes.

ALTERNATIVES

1. Modify or provide direction on specific elements within the General Plan Strategy.
2. Do not expand the change area boundaries for the North Bayshore and East Whisman Areas for the purpose of General Plan EIR modeling and analysis.

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PUBLIC NOTICING

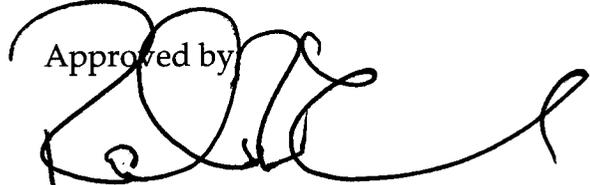
Agenda posting. Postcards were sent to interested General Plan stakeholders.

Prepared by:



Martin Alkire
Principal Planner

Approved by



Randal Tsuda
Community Development Director



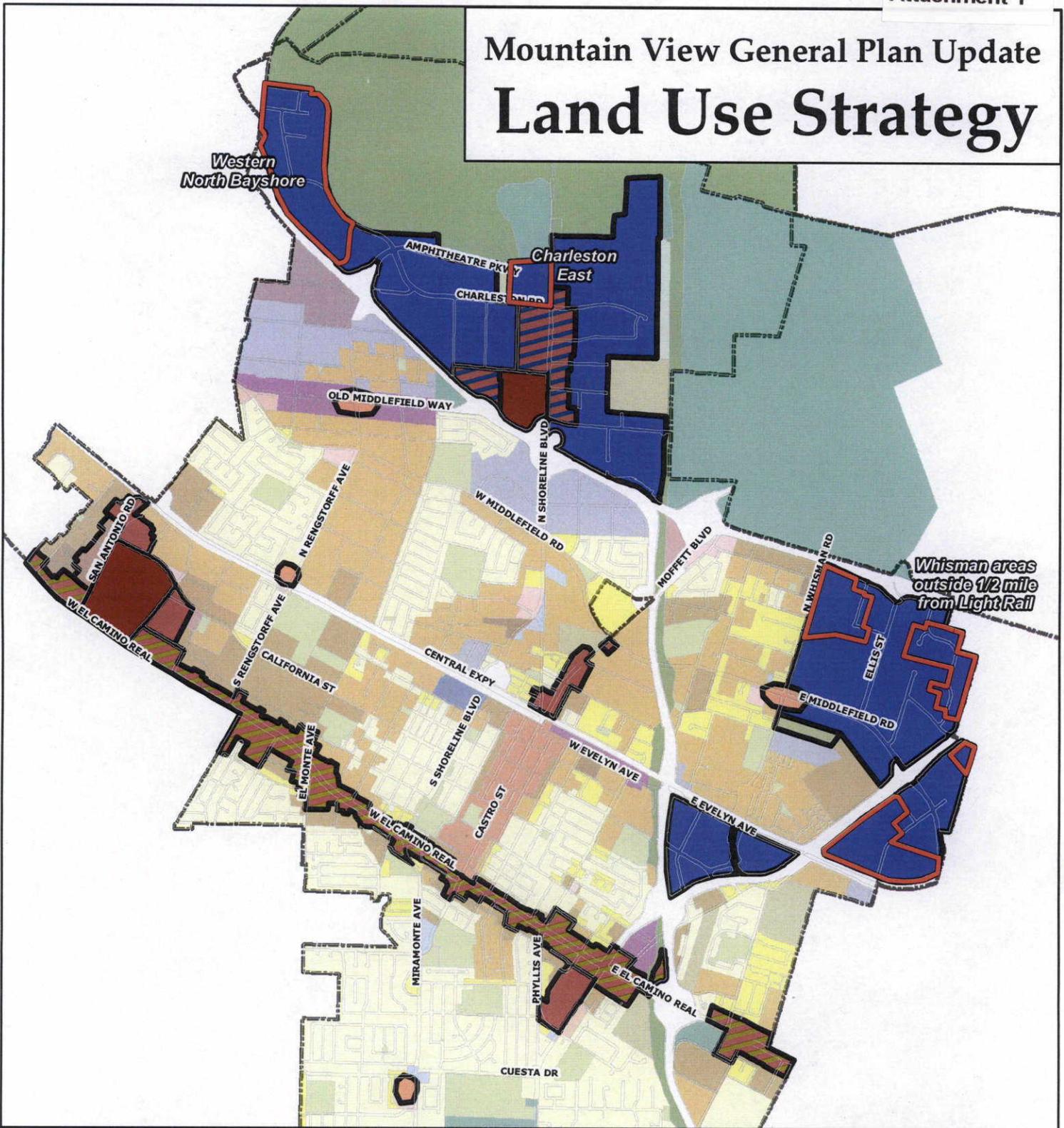
Kevin C. Duggan
City Manager

MA/5/CAM
891-11-16-10M-E^

- Attachments:
1. General Plan Update Land Use Strategy Map
 2. Draft General Plan Goals, Policies and Actions
 3. General Plan Outreach Comments, Summer 2010
 4. City Boards, Commissions and Committees' Comments on Draft General Plan Policy Materials
 5. September 21, 2010 Council Report

cc: General Plan Consultant Team

Mountain View General Plan Update Land Use Strategy



New Land Use Areas

- | | | | |
|---|---|---|-------------------------|
|  | Commercial/Residential Center - 60 to 70 DU/ac & 0.75 FAR |  | Office - 0.5 to 1.0 FAR |
|  | High Intensity Commercial/Residential - 60 DU/ac & 0.5 FAR |  | City/Community Facility |
|  | El Camino Real High Intensity Comm/Res - 43 to 70 DU/ac & 0.5 FAR |  | Village Centers |
|  | North Shoreline High Intensity Comm/Res - 70 DU/ac / 1.0 FAR |  | Added to Study Areas |
|  | Medium Intensity Commercial/Residential - 43 DU/ac & 0.5 FAR | | |

Draft General Plan Goals, Policies and Actions

November 5, 2010

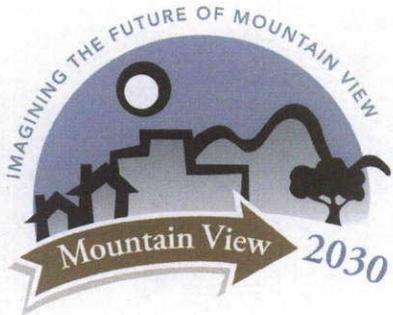


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Land Use and Design

I. Planning Process

Public Process

- **Goal:** Open and inclusive planning processes.
 - **Policy:** Regulate development through efficient, effective, and transparent review processes.
 - **Policy:** Make public meetings and documents open and accessible to all segments of the population.
 - **Action:** Continue to evaluate and improve the City's online document retrieval system.
 - **Policy:** Encourage the community to be active and engaged in community planning and development processes, and encourage collaboration between key stakeholders to provide input on planning and development projects.
 - **Policy:** Engage the community on a regular basis through outreach activities such as neighborhood meetings and use of latest technologies.
 - **Policy:** Evaluate all City plans regulating land use and design to conform with the 2030 General Plan. Assess their effectiveness in attaining community goals and objectives and include recommendations for their elimination, modification or retention.
 - **Action:** Review and update City land use and design policies and regulations, including the Zoning Ordinance, to conform with the 2030 General Plan.
 - **Action:** Update the City's CEQA (California Environmental Quality Act) Guidelines, including the City's local thresholds of environmental significance, to support the goals and policies of the 2030 General Plan.
 - **Action:** Consider updating zoning ordinance sections or appropriate precise plans to include Form Based Code principles that reflect desired community character.
 - **Policy:** Utilize the City's Development Review process to ensure well-designed projects.

Regional Coordination

- **Goal:** Effective coordination with regional agencies and other local governments on planning issues.
 - **Policy:** Influence regional decisions on land use, transportation, economic development, sustainability and other topics to improve the quality of life for the Mountain View community.

- **Policy:** Review and consider appropriate regional planning agency policies, studies, and documents when considering land use changes.
 - **Action:** Commit staff resources to participate in regional and other key planning issues.
- **Policy:** Collaborate with neighboring jurisdictions on issues of mutual interest and concern.
- **Policy:** Collaborate with Moffett Field and NASA-Ames on development and economic opportunities and issues of mutual interest.

II. Land Use Pattern

Land Use Mix

- **Goal:** A diverse, balanced, and flexible mix of land uses that supports a strong economy, complete neighborhoods, transit use and community health.
 - **Policy:** Focus higher land use intensities and densities within ½ mile of public transit service and along major commute corridors.
 - **Action:** Update the Transit Zone Overlay Zoning ordinance requirements and standards.
 - **Policy:** Encourage a mix of land uses, housing types, retail and public amenities, and public neighborhood open spaces accessible to the community.
 - **Action:** Update the allowed uses and development standards for each zoning district in the zoning ordinance to encourage village centers, transit-oriented development, and a flexible mix of land uses where appropriate.
 - **Action:** Amend the mixed use development standards in the zoning ordinance to facilitate new development.
 - **Action:** Establish new definitions and development standards in the zoning ordinance for a continuum of senior care facilities, such as a senior residential community, life care facility, hospice, or assisted living facility.
 - **Action:** Consider developing and/or updating regulations and guidelines, in the zoning code, regarding the number and location of land uses that may impact community health, such as fast-food, adult, and tobacco and alcohol-related uses.
 - **Policy:** Minimize conflicts between different land uses.
 - **Action:** Update the zoning ordinance to include standards and criteria that minimize potential land use conflicts.
 - **Policy:** Encourage the maintenance, enhancement, and redevelopment of older

commercial districts, shopping centers, and corridors.

- **Policy:** Promote and preserve commercial and industrial districts that support a diversified economic base.
- **Policy:** Support the assembly of smaller parcels to encourage infill development that meets City standards and spurs neighborhood reinvestment.

Neighborhoods

- **Goal:** Distinctive neighborhoods that preserve and enhance the quality of life for residents.

Policies:

- **Policy:** Ensure new development in or near residential neighborhoods is compatible with existing neighborhood character.
- **Policy:** Require buffering, screening or other measures to ensure new multi-family or commercial development is compatible with adjacent single-family neighborhoods and homes.
 - **Action:** Develop guidelines or design standards for sensitive transitions between low-density neighborhoods and adjacent village centers, transit-oriented development, corridors, or other more intense land uses.
- **Policy:** Pursue equitable distribution of community amenities, public facilities and services within walking distance of residential neighborhoods.
- **Policy:** Encourage building facades and frontages that create a presence at the street and, where appropriate, along interior pedestrian paseos or pathways to provide a sense of security and community.
- **Policy:** Support the formation of neighborhood associations and organizations to create specific neighborhood improvement strategies and sponsor neighborhood social and safety events.
- **Policy:** Support pedestrian and bicycling connections and improvements between neighborhoods.

Village Centers and Neighborhood Services

- **Goal:** Neighborhood-serving retail and mixed-use centers located throughout the City.
 - **Policy:** Locate village centers and/or other commercial uses within each neighborhood to increase access to locally-serving retail, goods and services.
 - **Policy:** Encourage walking, cycling and public transit connections and amenities between village centers and surrounding neighborhoods.
 - **Action:** Identify accessibility and connectivity improvements to and within village centers through City plans, Capital Improvement Projects, and during review of private development projects.

- **Action:** Amend the Zoning Ordinance to update allowed uses and development standards to accommodate a range and variety of village centers.
- **Policy:** Encourage community gathering destinations such as plazas, open space, or community facilities within village centers.
- **Policy:** Ensure all neighborhoods have access to healthy foods at grocery stores within walking or biking distance.

Downtown

- **Goal:** A vibrant downtown that serves as the center for Mountain View social and civic life.
 - **Policy:** Promote Downtown as a daytime and nighttime center for social, entertainment, cultural, business, and government activity.
 - **Action:** Continue to manage both short and long term parking strategies.
 - **Action:** Maintain the Downtown Committee as an advisory committee that reviews downtown policies and procedures.
 - **Action:** Support the use of downtown facilities for civic events.
 - **Policy:** Encourage the renovation and reuse of existing Downtown buildings where feasible.
 - **Policy:** Support new and renovated Downtown buildings that include human-scaled details such as windows facing the street, awnings and architectural features that create a comfortable and interesting pedestrian environment.
 - **Action:** Maintain and update the Downtown Precise Plan with development standards and guidelines.
 - **Policy:** Encourage neighborhood businesses that provide daily goods and services in the Downtown area.
 - **Policy:** Ensure compatible uses and building design in the Downtown area along the boundaries between residential and commercial areas.
 - **Policy:** Encourage Downtown street parking spaces to be removed or reconfigured to accommodate pedestrian and bicycle amenities.

III. Urban Design

Streetscapes and Public Spaces

- **Goal:** A network of pedestrian-oriented, sustainable, and complete streets and public spaces.
 - **Policy:** Emphasize gateways into the city that create a distinct and positive impression.
 - **Action:** Include gateway improvements where appropriate in plans such as the

City's Capital Improvement Program, new or amended precise plans, or other special plans, and through public and private development projects. Gateway improvements could include new and remodeled buildings, landscaping, plazas, and visual art elements.

- **Policy:** Encourage pedestrian- and bicycle-friendly streets that create a safe and comfortable environment and include convenient amenities and features.
- **Policy:** Create and encourage new pedestrian-oriented civic and public spaces throughout the City.
- **Policy:** Encourage new and existing developments to enhance publicly-accessible bicycle and pedestrian connections.
- **Policy:** Encourage attractive pedestrian and bicycle amenities in new and existing developments.
- **Policy:** Continue to implement traffic-calming measures in commercial areas and village centers.
- **Policy:** Encourage green and sustainable streetscapes, including additional drought-tolerant landscaping, natural stormwater treatment areas, and other green and permeable areas.

Integrating Buildings into the Community

- **Goal:** Buildings that enhance the public realm and integrate with the surrounding neighborhood.
 - **Policy:** Ensure that new development includes sensitive height and setback transitions to adjacent structures and surrounding neighborhoods.
 - **Policy:** Encourage transit-oriented development that is compatible with surrounding uses and accessible to transit stations.
 - **Policy:** Ensure development enhances public spaces through the following measures:
 - Encourage strong pedestrian-oriented design with visible, accessible entrances and pathways from the street;
 - Pedestrian-scaled design elements such as stoops, canopies, and porches;
 - Encourage connections to pedestrian and bicycle facilities;
 - Building location in proximity to the sidewalk edge;
 - Design compatibility with surrounding uses;
 - Minimizing curb cuts;
 - Locate parking lots to the rear or side of buildings;
 - Building articulation and special materials to provide visual interest;
 - Promote and regulate high quality sign design, materials, and colors that are compatible with a site and building design; and
 - Attractive water-efficient landscaping and green spaces on the ground level.