



Mountain View Coalition for Sustainable Planning
Mountain View, CA 94041

October 18, 2015

Mountain View City Council
City Hall, 500 Castro Street
PO Box 7540
Mountain View, CA 94039-7540

Re: Item 3.1, October 20, 2015 Council Study Session: 1400 North Shoreline Boulevard Master Plan

Honorable Mayor and Members of the City Council:

While the Master Plan for the Common Shores development has several desirable sustainability features, the Mountain View Coalition for Sustainable Planning cannot support the Master Plan as currently configured. We would like to see the following changes to the Master Plan, for the reasons stated:

1. *The addition of a significant amount of housing as part of the proposed project.* The LinkedIn and Sywest project includes 1.49 million square feet of office development which will include the LinkedIn headquarters campus with an estimated 8,000 employees. The Master Plan before you would add to the jobs/housing imbalance, significantly increase housing demand, and result in even more pressure on rental housing price escalation in our community. Housing is an allowed use in the Common Shores area, and we respectfully request that the City Council encourage LinkedIn to consider adding significant housing to their project.

2.. *Including housing in the project will help LinkedIn's TDM program achieve and sustain the 45% single occupancy vehicle objective and keep auto trips within the Precise Plan trip limits.* In our opinion - as well as in the Environmental Planning Commission's comments reflected in the staff report - LinkedIn's current TDM plan submitted to the EPC is lacking specifics on how the 45% objective for single occupancy vehicles will be obtained. This should include a market segmentation study of where LinkedIn employees currently and are forecast to live over the next 20 years, and which transportation alternatives to driving alone will LinkedIn and/or the transportation management association be providing to that market segment. Successful TDM programs have "carrots and sticks." For example, specifics on parking management and pricing for the 5,195 net increase in parking spaces provided in this project are needed. We would like to see more specifics on the TDM plan when it comes back to a City Council study session in early 2016.

3. *The Retail Promenade in concept is a very good idea, but needs additional analysis of circulation patterns to determine if conceptual objectives can be achieved.* To be effective, the promenade should be easily walkable and bikeable. The current site plan includes both vehicle drop-off and underground parking ingress and egress in the Theatre Square. We request that the “high-level” traffic analysis being completed by early 2016 include projected traffic volumes along the Retail Promenade with a determination on the effects on active transportation.

In closing, we applaud the efforts to expand and improve open space, and the extensive efforts to achieve zero net energy and extensive water conservation.

Thank you for the opportunity to submit our comments.

Sincerely,



Cliff Chambers



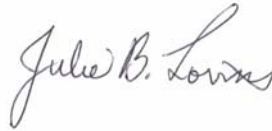
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