



Mountain View Coalition for Sustainable Planning  
Mountain View, CA 94041

April 13, 2015

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

In re: Agenda Item 7.1, April 14, 2015 Council meeting: North Bayshore Precise Plan Housing Study and Scope of Work

Honorable Mayor McAlister and Members of the City Council:

The Mountain View Coalition for Sustainable Planning is supportive overall of the Staff recommendations for this agenda item. **We specifically support Option 3** with an explicit and well-defined focus on sustainable urban design as detailed in Option 2. We also have a few more specific focal areas that we would like to offer for your consideration.

### **(1) Vision and Education**

We encourage the initial community workshops to focus on creating a shared vision for the North Bayshore area as a vibrant neighborhood. We would like to see the community workshops framed around *educating the community* about the wide range of options, so the discussion can be truly open, informed, and uninhibited. We would also like to see an explicit focus on residents, not landowners or developers, in both the discussion and recommendation phases. We also want to make sure that this education and open conversation involves all of the location possibilities on Page 17 of the report (Areas 1 - 5).

### **(2) People, Not Buildings**

We feel it is critical for the initial community input period to focus on people, not buildings -- focus on the people who will use the housing, and on ways to create a **vibrant and inclusive neighborhood** for everyone living and working in North Bayshore and beyond. We strongly discourage Staff and consultants from showing or presenting any overly-specific housing prototypes or presenting proposals around building design or construction in the initial community input period. Focus should be on the community vision and not what buildings might possibly look like.

### **(3) Neighborhood Intentionality**

We truly hope the City will ensure the commercial bonus FAR process is consistent with the intention to build a vibrant neighborhood in North Bayshore. The neighborhood should not be an afterthought in the commercial development process; this needs to be about building a mixed use village, not just developing residential housing stock next to commercial buildings.

Specifically, we want to make sure that the process for evaluating the recent bonus FAR proposals is logically compatible with this extended schedule for revision of the North Bayshore Precise Plan. The two processes need to converge effectively.

Thank you for your attention to these important matters. We look forward to participating in the community input process! Please contact us at [mvcsp.info@gmail.com](mailto:mvcsp.info@gmail.com) with comments or questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Deb Henigson', with a long, sweeping flourish extending to the right.

Deb Henigson  
for the Mountain View Coalition for Sustainable Planning

cc: Martin Alkire  
Randal Tsuda  
Daniel H. Rich