



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

AGENDA

NOTICE AND AGENDA

SPECIAL MEETING – TUESDAY, APRIL 7, 2015
PLAZA CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET
8:00 A.M.

1. **CALL TO ORDER**

2. **ROLL CALL** – Committee members Kim Copher, Oscar Garcia, Ronald Manabe, Bill Maston, Rick Meyer, Ken Rosenberg, Jamil Shaikh, Julie Smiley, Vice Chair Shana Nelson, and Chair Preeti Piplani.

3. **MINUTES APPROVAL**

Minutes for the March 24, 2015 meeting have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **UPCOMING AGENDA TOPICS**

This portion of the agenda is reserved for identification of agenda items for future meetings.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

6. **UNFINISHED BUSINESS** – None.

7. **NEW BUSINESS**

7.1 **DOWNTOWN PARKING UPDATES**

Staff will discuss several parking initiatives including:

- Levi's Stadium Parking Pilot Program
- Parking Initiatives Outside the Parking District

7.2 **DOWNTOWN PARKING MAINTENANCE ASSESSMENT DISTRICT NO. 2 – ANNUAL RENEWAL**

Staff will provide an overview of the annual renewal of the Parking District.

7.3 **DOWNTOWN COMMITTEE SCHEDULE**

Staff will discuss the Committee schedule and agenda topics.

8. **COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS**

No action will be taken on any questions raised by the Committee at this time.

9. **ADJOURNMENT**

TC/3/CDD
822-04-07-15A-E

AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to Tiffany Chew, Business Development Specialist, at (650) 903-6379.
- Interested persons may review the agenda and staff reports at the Mountain View Library (585 Franklin Street) beginning the Monday evening before each regular meeting and at the Community Development Department, 500 Castro Street, First Floor, beginning the Monday morning before each meeting. Staff reports are also available during each meeting.
- **SPECIAL NOTICE – Reference: Americans with Disabilities Act, 1990**
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Community Development Department at (650) 903-6379 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE –** Any writings or documents provided to a majority of the Downtown Committee regarding any item on this agenda will be made available for public inspection in the Community Development Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the “Oral Communications” part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

MINUTES

SPECIAL MEETING - TUESDAY, MARCH 24, 2015
PLAZA CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET
8:00 A.M.

1. **CALL TO ORDER**

The meeting was called to order at 8:05 a.m.

2. **ROLL CALL**

Present: Committee members Kim Copher, Oscar Garcia, Ronald Manabe, Rick Meyer, Ken Rosenberg, Jamil Shaikh, Julie Smiley, Vice Chair Shana Nelson, and Chair Preeti Piplani.

Absent (Excused): Committee member Bill Maston.

3. **MINUTES APPROVAL**

The minutes of March 3, 2015 were distributed prior to the meeting and approved as distributed.

4. **UPCOMING AGENDA TOPICS**

The Committee requested the following agenda items be added to a future agenda:

1. Overview of the live entertainment permit and ordinance.
2. Update on downtown parking enforcement.
3. Update on downtown Google WiFi initiative.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC** – None.

6. **UNFINISHED BUSINESS** – None.

7. NEW BUSINESS

7.1 INPUT ON CITY COUNCIL GOALS MAJOR GOALS

Motion—M/S Manabe/Nelson—Carried 9-1; Maston absent.

The Committee met to discuss and provide input on the proposed City Council goals. The Committee motioned supporting the three goals with the following recommended projects to support the implementation of those goals:

1. Improve the quantity, diversity, and affordability of housing.

The Committee recommends a variety of housing in all Mountain View neighborhoods be available for all income levels, including small business owners and staff.

2. Enhance environmental sustainability efforts.

The Committee recommends the following projects to support the goal:

- Energy efficiency upgrades (i.e., solar panels) at the downtown parking facilities.
- Work with downtown businesses to undergo energy efficiency upgrades (i.e., solar panels).
- Creation of a green business certification program for Mountain View businesses.
- Install more electric car charging stations in downtown.
- Work with the downtown businesses that have sidewalk cafés to plant drought-tolerant plants.

3. Improve transportation by enhancing mobility and connectivity.

The Committee recommends the following projects to support the goal:

- Continue to improve the Downtown Transit Center and the availability of Caltrain parking spaces.

- Work with Ava's Market to improve connectivity and mobility to the business.
- Explore opportunities to allow pedicabs in downtown.
- Provide focused parking enforcement in specific areas of downtown to promote mobility.

7.2 AVA'S MARKET

The Committee discussed Ava's Market with the owners. After hearing public comments in support of the market, the Committee will continue the discussion at a future meeting so staff can evaluate potential solutions. No action taken.

7.3 DOWNTOWN PARKING UPDATES

Staff provided updates on downtown parking initiatives, including Levi's Stadium Parking Pilot Program. No action taken.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

None.

9. ADJOURNMENT

The meeting was adjourned at 10:00 a.m.

NM/5/CDD
813-03-24-15mn-E



MEMORANDUM

Community Development Department

DATE: April 7, 2015

TO: Downtown Committee

FROM: Tiffany Chew, Business Development Specialist
Alex Andrade, Economic Development Manager

SUBJECT: **Downtown Parking Maintenance Assessment District No. 2 – Annual Renewal**

BACKGROUND AND ANALYSIS

The annual renewal of the Downtown Parking Maintenance and Operation Assessment District No. 2 (Parking District) for Fiscal Year 2015-16 is scheduled for a public meeting and a public hearing as per governing State laws. The public meeting will occur on May 26, 2015 and the public hearing is scheduled for June 23, 2015. Staff is recommending that the total amount of the assessment for Fiscal Year 2015-16 be \$158,606, the same as the previous 16 years. All of the Parking District's revenues (\$158,606) are used for operating expenses.

The Downtown Parking Maintenance and Operation Assessment District (Attachment 1) was formed in 1979 by the City Council in order to adequately fund the continued maintenance and operation of the public parking facilities. The assessment formula for the Parking District is comprised of two components – one based on land use and the second based on parcel area. Seventy-five (75) percent of the maintenance and operation assessment is calculated and allocated on the basis of land use. Twenty-five (25) percent of the assessment is calculated according to the size of each parcel.

In addition to the assessment revenue, the Parking District also receives additional revenue from other sources – property taxes, parking permit sales, and interest earnings. The revenue has enabled the continued implementation of downtown parking efforts, including Levi's Stadium Parking Pilot Program, an online parking permit sale platform, and real-time wayfinding signs at the two public parking structures.

RECOMMENDATIONS

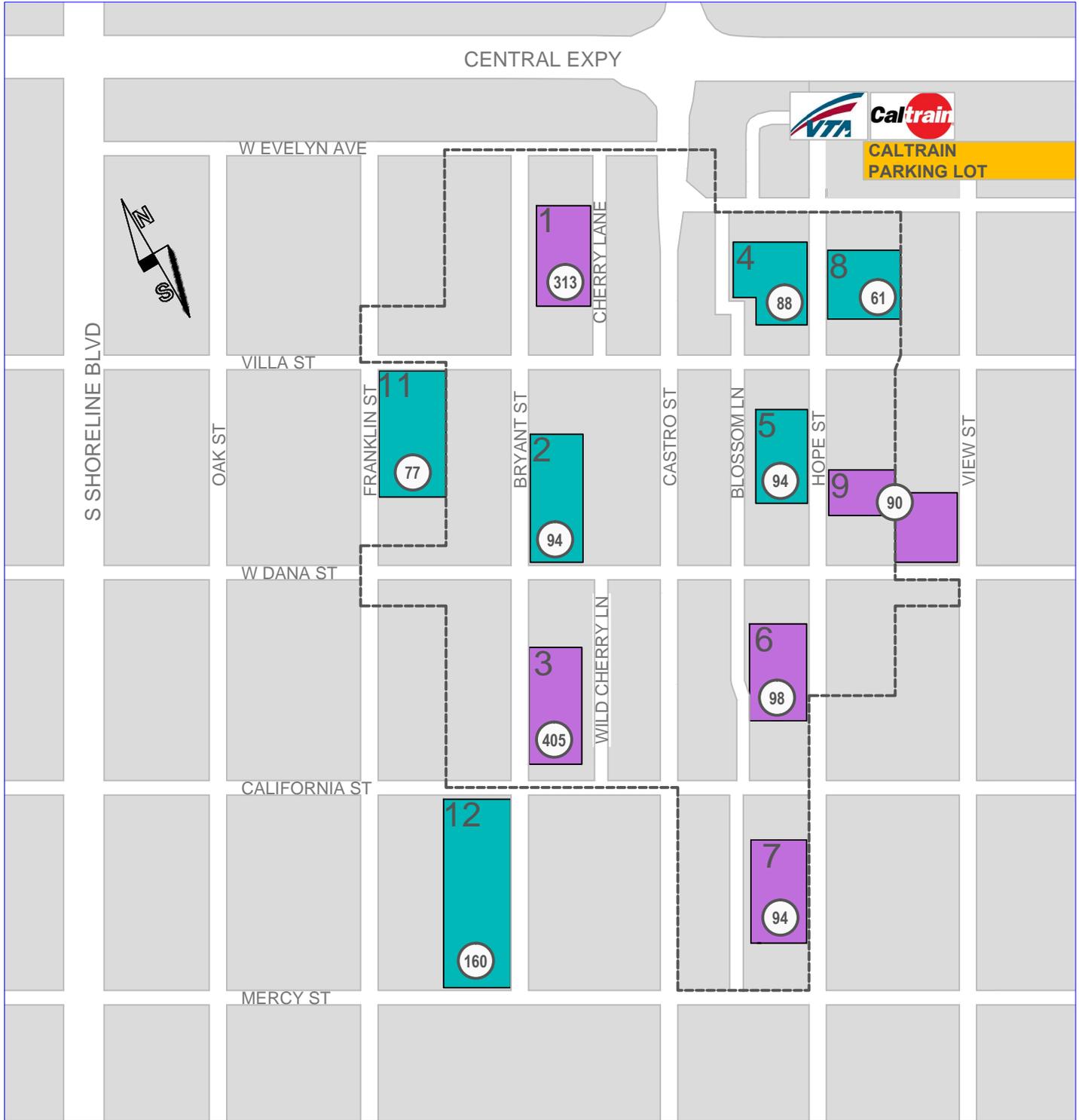
For Fiscal Year 2015-16, staff proposes no changes to the assessment formula, no increase in the number of parcels assessed from the 214 last year, and no increase in the assessment total. The assessment total of \$158,606 will continue to be spread out amongst the parcels within the Parking District.

TC-AA/7/CDD

822-04-07-15M-E

Attachment: 1. Downtown Parking District Map

DOWNTOWN PARKING FACILITIES



 160 NUMBER OF SPACES IN LOT
 PARKING DISTRICT BOUNDARY