



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

AGENDA

NOTICE AND AGENDA

SPECIAL MEETING - TUESDAY, OCTOBER 6, 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, Maria Lange, Ronald Manabe, Bill Maston, Ken Rosenberg, Jamil Shaikh, Julie Smiley, Oliva Uribe-Mutal, Vice Chair Shana Nelson, and Chair Preeti Piplani.

3. **MINUTES APPROVAL**

Minutes for the September 1, 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 DEVELOPMENT UPDATES

Staff will provide an update on downtown development projects and the development of the Hope Street lots (Lots 4 and 8).

7.2 DOWNTOWN BUSINESS IMPROVEMENT DISTRICTS

Staff will provide an overview of the annual renewal of the Business Improvement Districts for 2016.

7.3 DOWNTOWN PARKING UPDATES

Staff will provide updates on several downtown parking initiatives.

7.4 SUPER BOWL 50

Staff will provide an update on Super Bowl 50 and potential event ideas.

7.5 DOWNTOWN COMMITTEE BYLAWS

Staff will go over the staff report for the October 6, 2015 City Council meeting.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

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

9. ADJOURNMENT

NM/7/CDD
813-10-06-15A-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, SEPTEMBER 1, 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 Maria Lange, Ronald Manabe, Ken Rosenberg, Jamil Shaikh, Julie Smiley, and Olivia Uribe-Mutal.

Absent (Excused): Committee members Kim Copher, Bill Maston, Vice Chair Shana Nelson, and Chair Preeti Piplani.

Staff Present: Alex Andrade, Economic Development Manager; Tiffany Chew, Business Development Specialist; and Lindsay Hagan, Associate Planner.

3. **MINUTES APPROVAL**

The minutes of June 2, 2015 were distributed prior to the meeting and approved as distributed.

4. **UPCOMING AGENDA TOPICS** – None.

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

6. **UNFINISHED BUSINESS** – None.

7. NEW BUSINESS

7.1 CELEBRATION OF SERVICE EVENT—THURSDAY, SEPTEMBER 24, 2015, AT 5:30 P.M., MICHAELS AT SHORELINE

Staff reminded the Committee of the Celebration of Service event and took pictures of each Committee member for the PowerPoint presentation. No action taken.

7.2 DOWNTOWN DEVELOPMENT UPDATES

Staff provided an update on downtown development projects and the development of the Hope Street lots (Lots 4 and 8). No action taken.

7.3 DOWNTOWN PRECISE PLAN

Staff provided an overview of the Downtown Precise Plan and was seeking a recommendation from the Committee on the proposed amendment to Area J of the Plan. In addition, staff asked for the Committee's input on other potential amendments to consider at a later date.

1. Eliminate bars/nightclubs in areas of the Precise Plan where they do not currently exist;
2. Remove the 50 percent Parking In-Lieu Fee reduction for restaurants in Areas E, H, and other areas within the Parking District; and
3. Establish floor area ratio limits for single-family residential properties located within the Precise Plan.

The Committee did not feel there was a need to eliminate bars/nightclubs and to take the uses on a case-by-case basis, the 50 percent reduction should stay in place to encourage new business growth, and no action was taken on this action.

Motion—M/S Shaikh/Lange—Carried 6-0-4; Copher, Maston, Nelson, Piplani absent—To endorse staff's recommendation to make an amendment to Area J of the Downtown Precise Plan to remove office as a ground-floor permitted use and add it as a provisional use along Castro Street.

7.4 FISCAL YEAR 2014-15 ACCOMPLISHMENTS

Staff provided an overview of the accomplishments the Committee achieved in the last fiscal year and will submit the document to the City Clerk's Office for the Celebration of Services PowerPoint.

7.5 DOWNTOWN PARKING UPDATES

Staff provided an update on various parking initiatives in the downtown area, the parking technology wayfinding signs, announced to the Committee that the City was invited to the second round of the Metropolitan Transportation Organization grant, and the second year of the Levi's Stadium Parking Pilot Program. The Committee requested to have an update on the security of parking garages and downtown parking areas. No action taken.

7.6 DOWNTOWN COMMITTEE BYLAWS

Staff provided a reminder to the Committee that Council will be reviewing the Downtown Committee bylaws on October 6, 2015. The Committee will receive a copy of the Council Report.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

Committee member Shaikh commended the City for its quick response via the City's website in regard to street lamp repairs. Committee member Uribe-Mutal confirmed that at the Art and Wine Festival, all eight of the Lombardi Trophies will be displayed. Staff provided an update on the business forum for the Minimum Wage Ordinance.

9. ADJOURNMENT

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



MEMORANDUM

Community Development Department

DATE: October 6, 2015

TO: Downtown Committee

FROM: Tiffany Chew, Business Development Specialist

SUBJECT: Downtown Business Improvement District

INTRODUCTION

The purpose of this memo is to provide the Downtown Committee with information for the annual renewal of the two Downtown Business Improvement Districts (BIDs). This is an informational item and no formal action is required by the Committee.

BACKGROUND AND ANALYSIS

The annual renewal of the BIDs is scheduled for a public meeting and a public hearing as per governing State laws. The public meeting will occur on October 6, 2015, in which City Council may preliminarily approve the renewal. The public hearing is scheduled for November 10, 2015, in which City Council may finalize the renewal.

Mountain View has two BIDs (Attachment 1). The 1983 Business Improvement District, BID No. 1, includes the length of Castro Street and some side streets. The 1991 Business Improvement District, BID No. 2, includes a smaller area in the 100, 200, and 300 blocks of Castro Street. The BIDs serve the same purpose but were enacted under different State enabling legislation; thus, only BID No. 2 requires an annual public hearing to renew the assessments. The assessment formula is based on type, size, and location of business. The two BIDs provide an estimated \$45,000 in assessment revenues, which constitute approximately 22 percent of the Central Business Association's (CBA) operating budget.

The CBA's primary role is to utilize BID funds for downtown promotional events and continue to expand its role in supporting the downtown through new programs and opportunities. The CBA continues to sponsor the annual A La Carte and Art event. The CBA held the third annual Downtown Mountain View Wine Walk on August 13, 2015, and is partnering with the City and Chamber of Commerce to promote the downtown and the Mountain View community during Super Bowl 50 week. Meanwhile, the CBA

continues several marketing programs—a downtown guide and website (<http://mountainviewdowntown.com>) to help downtown businesses establish or expand their marketing presence over the Internet. The CBA also continues to maintain a Facebook page (Mtn. View Central Business Association) and a Google Plus page.

Staff is recommending the renewal of the BIDs and allocation of the 2016 funds from both BIDs to the CBA. The public meeting will occur on October 6, 2015, in which City Council may preliminarily approve the renewal. At the public hearing, City Council will consider the adoption of the assessments and authorize the City Manager to execute a contract for services with the CBA for 2016 with the allocation of the 2015 revenues from BID No. 1 and BID No. 2 to the CBA.

TC/NM/7/CDD

822-10-06-15M-E

Attachment: 1. Business Improvement District Map

City of Mountain View Business Improvement Districts

September 30, 2013

