



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

AGENDA

NOTICE AND AGENDA

SPECIAL MEETING - TUESDAY, MAY 3, 2016
PLAZA CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET
8:00 A.M.

1. **CALL TO ORDER**

2. **ROLL CALL** – Committee members Maria Lange, Ronald Manabe, Rick Meyer, Shana Nelson, Tony Siress, Julie Smiley, Merry Yen, Vice Chair Kim Copher, and Chair Jamil Shaikh.

3. **MINUTES APPROVAL**

Minutes for the April 5, 2016 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 updates on downtown development projects, including:

- An update on the April 19, 2016 City Council Study Session on Parking Lot 12 (Bryant Street between Mercy and California Streets).
- An overview of the May 3, 2016 City Council staff report on the Hope Street (Parking Lots 4 and 8) Development Project.

7.2 DOWNTOWN COMMITTEE WORK PLAN

As required by City Council Policy A-23, the Committee is required to prepare an annual work plan that is submitted to the City Council for review and approval in fall 2016. Staff will seek input and develop a work plan for the Committee based on this discussion.

7.3 DOWNTOWN PARKING DISTRICT ANNUAL RENEWAL

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

7.4 TRANSIT CENTER MASTER PLAN UPDATE

Public Works staff will provide update on the Transit Center Master Plan process.

7.5 DOWNTOWN PARKING UPDATES

Staff will provide updates on several downtown parking initiatives.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

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

9. ADJOURNMENT

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.



MINUTES

SPECIAL MEETING -TUESDAY, APRIL 5, 2016
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, Rick Meyer, Shana Nelson, Tony Siress, Julie Smiley, Merry Yen, Vice Chair Kim Copher, and Chair Jamil Shaikh.

Absent (Excused): Committee member Ronald Manabe.

3. **MINUTES APPROVAL**

The minutes of March 1, 2016 were distributed prior to the meeting and approved as distributed.

Motion – M/S Meyer/Siress – Carried 8-0-1; Manabe absent – To approve minutes.

4. **UPCOMING AGENDA TOPICS** – None.

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

6. **UNFINISHED BUSINESS** – None.

7. **NEW BUSINESS**

7.1 **DOWNTOWN DEVELOPMENT UPDATES**

Staff provided updates on downtown development projects, including the Hope Street Parking Lots Development Project. No action taken.

7.2 CHAMBER OF COMMERCE UPDATES

Tony Siress, President and CEO of the Mountain View Chamber of Commerce, provided an update on current Chamber programs and initiatives, including new branding and website, new membership fee structure, and upcoming events. No action taken.

7.3 DOWNTOWN PARKING IN-LIEU FEE

Staff provided an overview of the proposed parking in-lieu fee increase for the Downtown Parking District. The purpose of the fee is to fund the creation of new public parking spaces. The fee has not been updated since 2000 and an increase would align the fee with current parking structure construction costs.

Motion – M/S Meyer/Copher – Carried 7-0-2; Manabe, Nelson absent – To support a fee increase for the parking in-lieu fee.

7.4 DOWNTOWN RETAIL ASSISTANCE

Staff provided an overview of proposed initiatives the Committee could explore to provide retail assistance to downtown retailers. Further details and next steps will be discussed at a future meeting. No action taken.

7.5 DOWNTOWN PARKING UPDATES

Staff provided updates on several downtown parking initiatives. No action taken.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

None.

9. ADJOURNMENT

The meeting was adjourned at 10:07 a.m.



MEMORANDUM

Community Development Department

DATE: May 3, 2016

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 2016-17 is scheduled for a public meeting and a public hearing as per governing State laws. The public meeting will occur on May 17, 2016 and the public hearing is scheduled for June 28, 2016. Staff is recommending that the total amount of the assessment for Fiscal Year 2016-17 be \$158,606, the same as the previous 17 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 Parking District No. 2. 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 other revenue from other sources. The Parking District will continue to receive revenue from property taxes, parking permits, and interest earnings. While the revenue supports the maintenance and operations of the downtown public parking system, the Parking District also funds the continued implementation of the Downtown Parking Work Plan. Current projects include the installation of the real-time wayfinding signs at the two parking structures, parking enforcement efforts, and exploration of several parking programs (i.e., valet parking and share parking agreements).

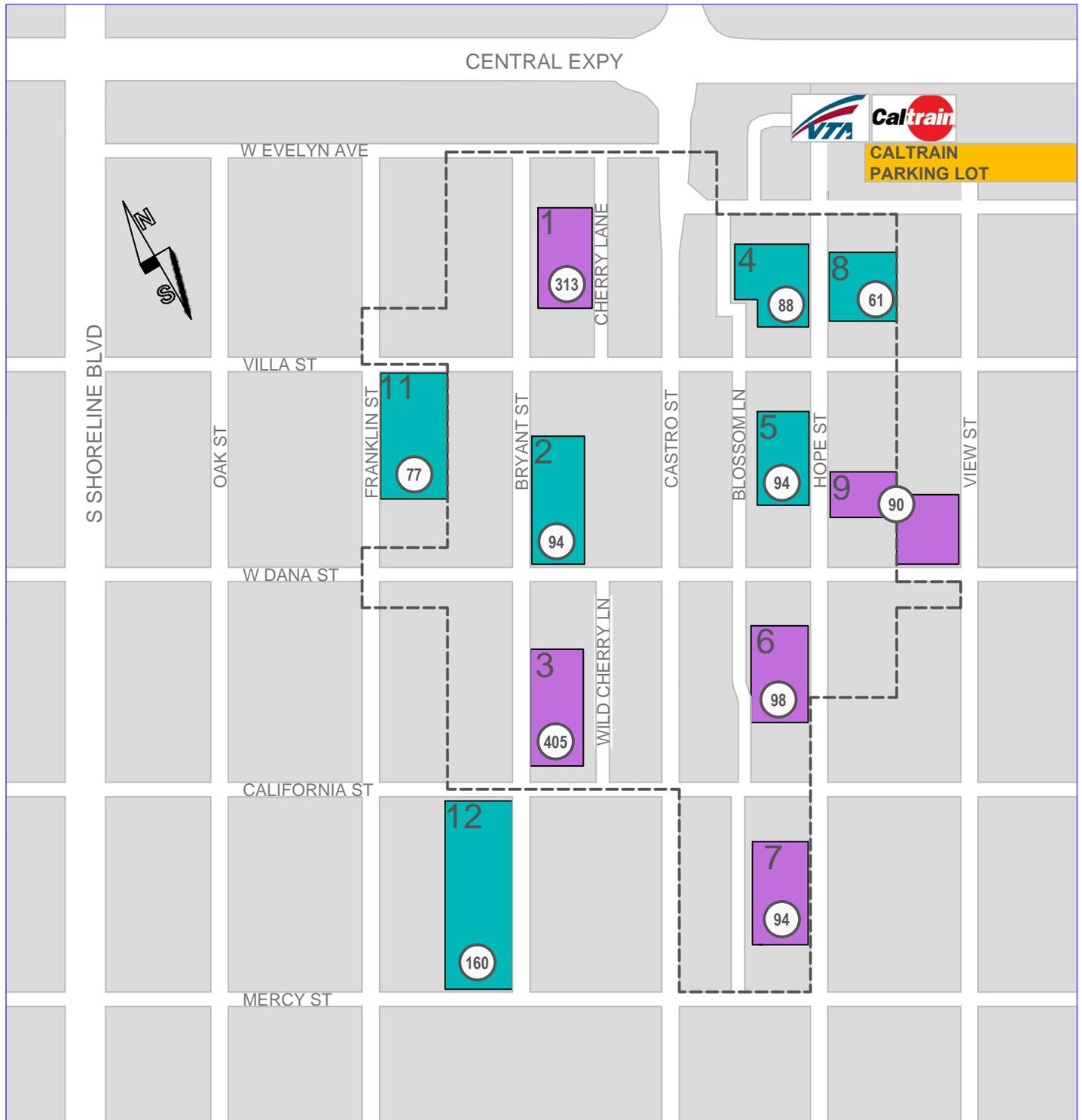
RECOMMENDATIONS

Staff proposes no changes to the assessment formula and no increase in the number of parcels assessed from the 214 last year and 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
822-05-03-16M-E

Attachment: 1. Downtown Parking District Map

DOWNTOWN PARKING FACILITIES



-  PERMIT PARKING ALLOWED
-  PERMIT PARKING NOT ALLOWED
-  CALTRAIN STATION
-  VTA STATION
-  NUMBER OF SPACES IN LOT
-  PARKING DISTRICT BOUNDARY



MEMORANDUM

Community Development Department

DATE: May 3, 2016

TO: Downtown Committee

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

SUBJECT: Draft Downtown Committee Work Plan – Fiscal Year 2016-17

BACKGROUND

City Council Policy A-23 – Work Item Referral Process for Council Advisory Bodies and Councilmember Committees – requires all advisory bodies to prepare and submit fiscal year-based annual work plans to the City Council for review and approval.

Based on the direction provided by the City Manager’s Office, the format of the Downtown Committee’s proposed work plan requires identification of key milestones and dates to plan and monitor the Committee’s progress in achieving its ongoing work items and the specific fiscal year tasks and responsibilities assigned to the Downtown Committee by the City Council.

The draft Downtown Committee Work Plan for Fiscal Year 2016-17 includes last year’s approved Work Plan, upcoming agenda items requested by Committee members, and continued implementation of the Downtown Parking Work Plan.

NEXT STEPS

Staff is requesting input and approval of the Downtown Committee Work Plan for Fiscal Year 2016-17. The Committee’s draft work plan will be presented to the City Council for review and approval in Fall 2016.

TC-AA/7/CDD
822-05-03-16M-E-1

- Attachments: 1. Downtown Committee Work Plan – Fiscal Year 2015-16
2. Draft Downtown Committee Work Plan – Fiscal Year 2016-17

DRAFT DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2015-16

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
Ongoing Work Items			
A. Recommend programs, projects, and policies to implement the vision for the downtown.	<p>Updates from City staff regarding downtown development projects, including the development of City-owned properties.</p> <p>Review the Downtown Sidewalk Café Program.</p>	<p>Ongoing</p> <p>TBD</p>	
B. Support City economic development initiatives in the downtown.	Ongoing	Ongoing	
C. Promote a variety of business outreach services and activities to create a viable downtown.	<p>Quarterly updates from the Chamber of Commerce and Central Business Association.</p> <p>Discuss opportunities to support and retain a diverse mix of downtown retailers.</p>	<p>Ongoing</p> <p>Ongoing</p>	

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
C. Promote a variety of business outreach services and activities to create a viable downtown (<i>continued</i>).	Form a marketing subcommittee to discuss opportunities to promote the downtown locally and regionally.	Ongoing	
D. Make recommendations on the development and maintenance of downtown public parking facilities.	Continued implementation of the Downtown Parking Work Plan.	Ongoing	
E. Provide the City Council with recommendations on the assessment districts – the Business Improvement Districts and Parking Maintenance Assessment District.	<p>Business Improvement Districts renewal.</p> <p>Downtown Parking Maintenance Assessment District renewal.</p> <p>Discuss options to expand or change the Parking District.</p>	<p>Fall 2015</p> <p>Spring 2016</p>	

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
Fiscal Year 2015-16 Work Items			
1. Review and make recommendations regarding the impact of Levi's Stadium to downtown Mountain View.	<p>Discuss opportunities to promote downtown Mountain View on stadium event days and during the week of Super Bowl 50.</p> <p>Discuss the future location of the Mountain View Sunday Farmers' Market.</p> <p>Review of the Parking Pilot Program.</p>	<p>Fall 2015</p> <p>Winter 2016</p> <p>Spring 2016</p>	Some items are a continuation from FY 2014-15 Work Plan.
2. Continue implementation of the Downtown Parking Work Plan.	<p>Review of the Downtown Parking Permit Program.</p> <p>Discuss parking options for property owners and businesses outside of the Parking District.</p> <p>Review of the Downtown Parking Work Plan.</p>	<p>Fall 2015</p> <p>Fall 2015</p> <p>Winter 2016</p>	

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
<p>2. Continue implementation of the Downtown Parking Work Plan (<i>continued</i>).</p>	<p>Discuss opportunities for shared parking agreements with private property owners.</p> <p>Discuss options for paid parking, including the utilization of parking technology for those options.</p> <p>Continued discussion on the creation of new parking spaces, including discussing opportunities on a regional level.</p>	<p>TBD</p> <p>TBD</p> <p>TBD</p>	
<p>3. Leverage the Downtown Transit Center and promote alternative modes of transportation.</p>	<p>Discuss opportunities and collaborate with the B/PAC.</p>	<p>TBD</p>	

DRAFT DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2016-17

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
Ongoing Work Items			
A. Recommend programs, projects, and policies to implement the vision for the downtown.	<p>Updates from City staff regarding downtown development projects and new business openings.</p> <p>Updates from City staff on the development of City-owned properties.</p>	<p>Ongoing</p> <p>Ongoing</p>	Occurs at every meeting.
B. Support City economic development initiatives in the downtown.	Discuss opportunities to support and retain a diverse mix of downtown retailers.	Ongoing	Discussing the implementation of a downtown retail assistance program.
C. Promote a variety of business outreach services and activities to create a viable downtown.	Quarterly updates from the Chamber of Commerce and Central Business Association.	Ongoing	

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
C. Promote a variety of business outreach services and activities to create a viable downtown. <i>(continued)</i>	<p>Form a marketing subcommittee to discuss opportunities to promote the downtown locally and regionally.</p> <p>Discuss opportunities to support the downtown corporate community.</p> <p>Discuss opportunities to provide downtown public restaurants.</p>	<p>Winter 2017</p> <p>TBD</p> <p>TBD</p>	
D. Make recommendations on the development and maintenance of downtown public parking facilities.	<p>Continued implementation of the Downtown Parking Work Plan.</p> <p>Review public parking occupancy counts.</p>	<p>Ongoing</p> <p>Fall 2016 and Spring 2017</p>	
E. Provide the City Council with recommendations on the assessment districts – the Business Improvement Districts and Parking Maintenance Assessment District.	<p>Business Improvement Districts renewal.</p> <p>Downtown Parking Maintenance Assessment District renewal.</p>	<p>Fall 2016</p> <p>Spring 2017</p>	<p>Annual renewal.</p> <p>Annual renewal.</p>

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
Fiscal Year 2016-17 Work Items			
1. Continue to support the Mountain View Sunday Downtown Farmers' Market.	Discuss options for a permanent location of the Mountain View Sunday Farmers' Market.	Winter 2017	Some items are a continuation from Fiscal Year 2015-16 Work Plan.
2. Continue implementation of the Downtown Parking Work Plan.	Review of the Downtown Parking Permit Program.	Fall 2016	
	Discuss parking options for property owners and businesses both inside and outside of the Parking District.	Fall 2016	
	Update from the Police Department regarding downtown parking enforcement efforts.	Fall 2016	
	Discuss opportunities for shared parking agreements with private property owners.	Winter 2017	
	Discuss opportunities to expand the utilization of parking technology.	Winter 2017	

Title and Description	Key Milestones	Date (per milestone)	Current Status/Notes
2. Continue implementation of the Downtown Parking Work Plan. <i>(continued)</i>	<p>Discuss options for paid parking, including the utilization of parking technology for those options.</p> <p>Review of the Downtown Parking Work Plan.</p>	<p>TBD</p> <p>TBD</p>	
3. Leverage the Downtown Transit Center and promote alternative modes of transportation.	<p>Discuss opportunities and collaborate with the B/PAC.</p> <p>Participate in discussions related to the Transit Center Master Plan.</p>	<p>TBD</p> <p>Ongoing</p>	