



AGENDA

NOTICE AND AGENDA

SPECIAL MEETING - TUESDAY, OCTOBER 4, 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 September 6, 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**

6.1 **DOWNTOWN DEVELOPMENT UPDATES**

Staff will provide updates on downtown development projects, including the Hope Street Development Project (Parking Lots 4 and 8).

6.2 DOWNTOWN PARKING UPDATES

Staff will provide updates on downtown parking initiatives.

7. NEW BUSINESS

7.1 DOWNTOWN BUSINESS IMPROVEMENT AREAS RENEWAL

Staff will provide an overview of the annual renewal of the downtown business improvement areas.

7.2 DOWNTOWN MOUNTAIN VIEW ECONOMIC STUDY

Staff will provide an overview and key findings from the 2010 study results.

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/3/CDD
813-10-04-16A-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 6, 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 8:04 a.m.

2. ROLL CALL

Present: Committee members Maria Lange, Ronald Manabe, Tony Siress, Julie Smiley, Merry Yen, Vice Chair Kim Copher, and Chair Jamil Shaikh.

Absent (Excused): Committee members Rick Meyer and Shana Nelson.

3. MINUTES APPROVAL

The minutes of June 7, 2016 were distributed prior to the meeting and approved as distributed.

Motion – M/S Copher/Siress – Carried 7-0-2; Meyer, Nelson absent – To approve the minutes as distributed.

4. UPCOMING AGENDA TOPICS

The Downtown Committee will discuss the following topics as future agenda topics:

- The role of the Downtown Committee as an advisory body.
- Transit Center Master Plan.
- Receive an overview of the 2010 Downtown Economic Study.

5. ORAL COMMUNICATIONS FROM THE PUBLIC

An Old Mountain View Neighborhood resident asked for information about the tenant occupying the ground-floor space at 605 Castro Street.

6. UNFINISHED BUSINESS

6.1 DOWNTOWN DEVELOPMENT UPDATES

Staff provided updates on downtown development projects, including an update on the Hope Street Development Project (Parking Lots 4 and 8). No action taken.

6.2 DOWNTOWN RETAIL DISCUSSION

The Committee discussed what they learned from the June retail panel and how to continue the discussion of supporting the downtown retailers. No action taken.

6.3 DOWNTOWN PARKING UPDATES

Staff provided updates on several downtown parking initiatives – the parking technology installation at the two public parking structures and an update on the Levi’s Stadium Parking Pilot Program. No action taken.

7. NEW BUSINESS

7.1 FISCAL YEAR 2015-16 ACCOMPLISHMENTS

The Committee reviewed the list of accomplishments and provided edits which simplified the wording of the accomplishments. Staff will make the changes and submit the final list to the City Clerk’s Office for the Celebration of Service Event on September 29, 2016.

7.2 CENTRAL BUSINESS ASSOCIATION (CBA)

Central Business Association Executive Director Julie Smiley provided an update on current downtown initiatives, including the May 2016 A La Carte and Art and August 2016 Wine Walk events, and the upcoming Downtown Trick or Treat event on October 29, 2016.

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

None.

9. **ADJOURNMENT**

The meeting was adjourned at 9:53 a.m.

NM/7/CDD
813-09-06-16mn-E



MEMORANDUM

Community Development Department

DATE: October 4, 2016

TO: Downtown Committee

FROM: Tiffany Chew, Business Development Specialist

SUBJECT: Downtown Business Improvement Area

INTRODUCTION

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

BACKGROUND AND ANALYSIS

The annual renewal of the BIA is scheduled for a public meeting and a public hearing as per governing State laws. The public meeting will occur on October 25, 2016, at which time City Council may preliminarily approve the renewal. The public hearing is scheduled for November 22, 2016, at which time City Council may finalize the renewal.

Mountain View has two BIAs (Attachment 1). The 1983 Business Improvement Area, BIA No. 1, includes the length of Castro Street and some side streets. The 1991 Business Improvement Area, BIA No. 2, includes a smaller area within the 100, 200, and 300 blocks of Castro Street. The areas serve the same purpose but were enacted under different State enabling legislation; thus, only BIA 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 areas provide an estimated \$43,000 in assessment revenues annually.

The Central Business Association's (CBA) primary role is to utilize BIA 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 fourth annual Downtown Mountain View Wine Walk on August 11, 2016, and is bringing back Trick or Treat in Downtown Mountain View for a second year on October 29, 2016. 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 business improvement areas and allocation of the 2017 funds from both areas to the CBA. City Council will hold a public meeting on the BIAs and will preliminarily approve the assessments for BIA No. 1 and BIA No. 2. 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 2017 with the allocation of the 2017 revenues from BIA No. 1 and BIA No. 2 to the CBA.

TC/NM/7/CDD

822-10-04-16M-E

Attachment: 1. Business Improvement Area Map



MEMORANDUM

Community Development Department

DATE: October 4, 2016

TO: Downtown Committee

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

SUBJECT: Downtown Economic Study and Development Strategy

The purpose of this memo is to provide the Downtown Committee with background information on previous Downtown Economic Study and Development Strategies. Staff is currently working with Economic and Planning Systems (EPS) on a new study which is an update to the 1999 and 2010 studies.

BACKGROUND

The City originally hired Economic and Planning Systems (EPS) in 1999 to help develop direction and realistic goals for the downtown within the context of the revised Downtown Precise Plan and the Revitalization Authority District. The original study presented conclusions and information regarding existing economic conditions and the real estate market and provided goals and recommendations for the downtown. In 2010, the City hired EPS to update the original 1999 Study. The primary goal of the 2010 Study (Study) was to update the economic study, identify opportunities and strategies that continue to support the success of the downtown after the dissolution of the Revitalization Authority District.

2010 STUDY FINDINGS

The 2010 Study concluded that during the past 10 years, downtown Mountain View has experienced strong economic growth despite the effects of the Great Recession which ended in the summer of 2009. The Study identified the following key economic-related developments from 1999 to 2010 that contributed to the success of the downtown:

- Within the Revitalization Authority District, the assessed property value has increased by 182 percent due to new construction, renovation, and resale of properties.

- The number of residential units increased by about 13 percent, primarily through increased density and development of underutilized parcels.
- Public transit service and ridership at the downtown Transit Center increased through service and station area enhancements. Caltrain ridership increased by approximately 87 percent from 2002 to 2010, and the Mountain View station consistently reported the third highest usage of any Caltrain Station behind San Francisco and Palo Alto.
- Downtown employment levels have increased by over 20 percent with nearly 1,000 new employees.
- Retail sales increased by 60 percent with increased performance of specialty retail and personal services, enhancing the strong restaurant sector.
- While office vacancy rates remained high throughout the region in the wake of the Great Recession, downtown Mountain View office vacancy rates were below 4 percent, the lowest the downtown had been since the 2000 dot-com economic boom.

The Study also evaluated several opportunity sites based on their future potential for redevelopment that could spur additional private development projects in the downtown. The following sites were identified in the Study:

1. Southeast corner of Castro Street between Fairmont Avenue and El Camino Real.
2. City-owned Public Parking Lot 12 at Bryant Street between California and Mercy Streets.
3. St. Joseph's Parking Lot at Castro and Church Streets.
4. 383 Castro Street at California Street.
5. 250 Bryant Street (former Dunn Automotive Site) and City-owned Public Parking Lot 11 on Bryant Street between Dana Street and Villa Street.
6. City-owned Public Parking Lots 4 and 8 on Hope Street between Evelyn Avenue and Villa Street.

The Study concluded, despite progress made in the past 10 years, there are still opportunities for improvement such as diversifying the type of retail mix and

continuing the improvement of the physical environment. The Study recommended the City create policies to address the following items:

- Continue the City's investment in public amenities, programming, and infrastructure.
- Identify and recruit desirable tenants that complement the downtown and increase regional demand for goods and services.
- Harmonize the downtown development with City-wide development and planning efforts.
- Evaluate and prioritize development of opportunity sites identified in the Study, and, if appropriate, consider modification to the Downtown Precise Plan to maximize development opportunities on these sites and others in the downtown.

NEXT STEPS

Since the 2010 Study, downtown Mountain View continues to evolve as a successful, vibrant business district. Four of the opportunity sites are currently active development projects having been identified as a future development project or redeveloped/entitled by private developers. The diversity of the downtown businesses has also changed with new restaurant concepts and more regional chains. Staff is currently working with EPS to create a 2016-17 economic study. Once the draft study is completed, the Downtown Committee will have the opportunity to review the study and its findings.

TC-AA/NM/5/CDD

813-10-04-16M-E

Attachment: 1. [2010 Downtown Mountain View Economic Study and Development Strategy](#)