

Downtown Precise Plan

Mountain View, CA

FTS

Mountain View's downtown was in decline in the early 1980's. The Precise Plan's revitalization strategy and development regulations became the basis for its successful revitalization.

BEFORE

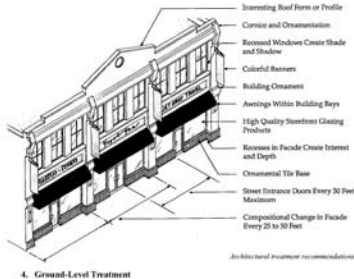
- The City Council learned that existing zoning was inadequate and wanted downtown to thrive.



A new strip-type building built under existing zoning on Castro Street shocked the Council and the community.

OUTCOMES

- Education from Michael Freedman opened the door to innovative revitalization strategies.
- The strategies and an early format of form-based regulations were the core of the Precise Plan.
- Street improvements (also designed by FTA) served as transformative catalyst projects.
- The Downtown Precise Plan was adopted in 1988 and has been updated as downtown has grown.



A Precise Plan facade standards & guidelines graphic.

RECOGNITIONS

- 1989 Honorable Mention from the Northern Section, Calif. Chapter of the APA.
- 1993 Honor Award from the AIA, San Francisco Chapter, to the City of Mountain View for downtown's revitalization.
- In part due to its revitalization success, the VTA selected Downtown Mountain View as the terminus for the Tasman West light rail line (1999).
- A 2011 Downtown Market Study by EPS concluded, "...only a handful of locations in the Peninsula, if not the entire San Francisco Bay Area, provide a comparable mix and depth of retail, residential, and office activity with excellent transit access, all successfully integrated in a single neighborhood or district." Furthermore, "In many ways the Downtown is serving as de-factor 'incubator' space for the larger Silicon Valley region and thus as a valuable economic development asset for the City."

CLIENT: City of Mountain View

IN COLLABORATION WITH: ROMA Design Group, DKS Associates, James Gillam

FTA: When this project was completed the firm name was Freedman Tung & Associates (FTA).



Castro Street streetscape today with infill development in the Historic Retail subdistrict, shaped by Precise Plan regulations.



Precise Plan subdistricts, each with use, frontage, and envelope requirements - an early format of form-based regulations.



A map of FTS downtown plans and public realm improvements, and resulting retail, transit and workplace investments.