



Downtown Digest

Downtown Assessments

Special assessments are often established to serve specific purposes and address the unique needs of a specific area. Assessments can support services, enhance economic vitality and maintain infrastructure. In Mountain View, assessments such as the Parking Maintenance and Assessment District (PMAD) and Business Improvement Areas (BIAs) play crucial roles in sustaining and promoting Downtown’s success and ensuring Downtown remains a vibrant and well-functioning hub for businesses, residents, and visitors. The City actively engages with the Downtown community to understand their priorities and continues to explore new funding opportunities, including assessments, to support services and programs that enhance the area.

Parking Maintenance and Assessment District (PMAD)

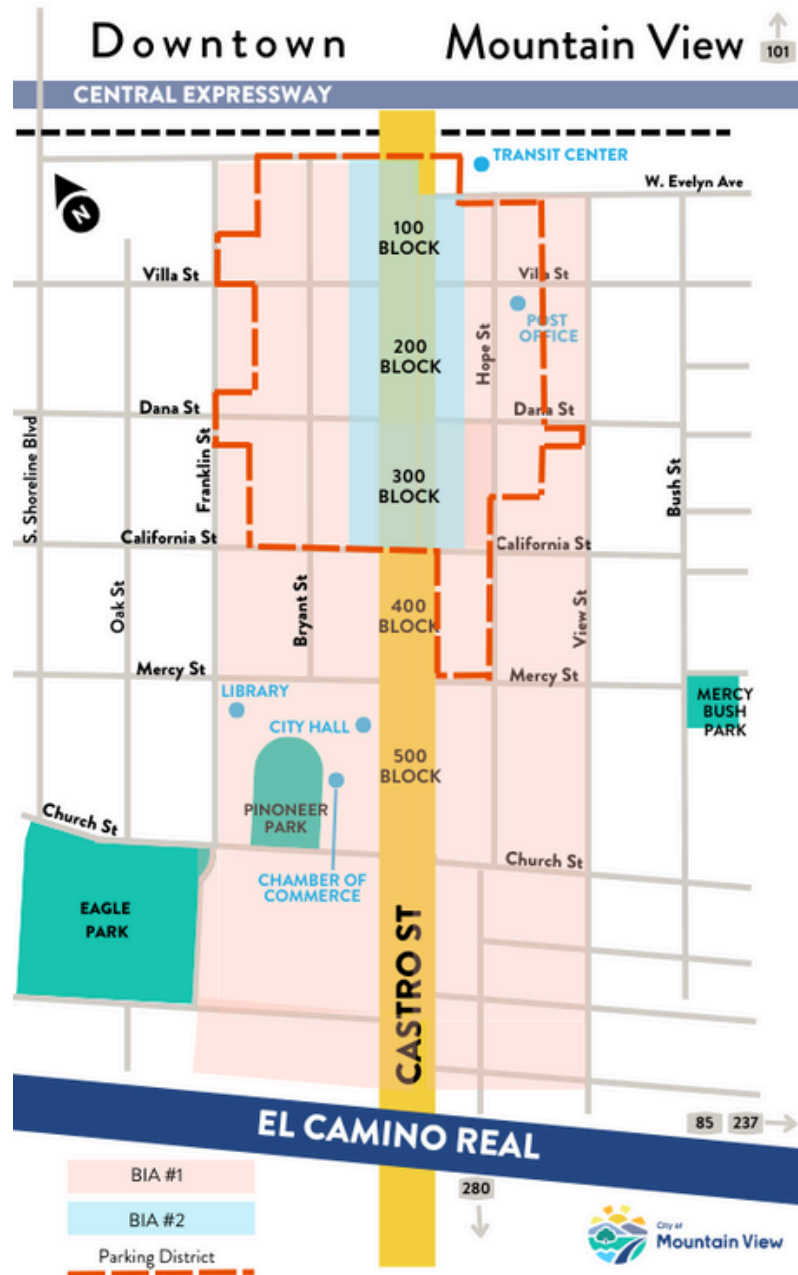
Established in 1979, the PMAD helps maintain Downtown Mountain View’s public parking facilities. Property owners within the district pay an annual property tax assessment based on the size and use of their property, generating approximately \$156,606 annually from 230 properties. These funds support the maintenance of seven surface parking lots and two parking structures. Businesses and property owners within the PMAD boundaries are eligible to purchase parking permits for designated off-street lots. For more details on Downtown parking permits, visit the [Downtown Parking Permits](#) webpage.

Business Improvement Areas (BIAs)

Downtown Mountain View is home to two Business Improvement Areas, which provide funding for marketing, promotions and events that enhance Downtown’s appeal.

- BIA #1 (area in pink), established in 1983, encompasses roughly the same boundaries as the Downtown Precise Plan. Businesses within this district contribute to an annual assessment collected through business licenses.
- BIA #2 (area in blue), formed in 1991, covers the 100, 200, and 300 blocks of Castro Street. Businesses within this area pay an additional assessment on top of the BIA #1 fee.

Funds from both BIAs—approximately \$45,000 annually—are managed by the Downtown Business Association under the Mountain View Chamber of Commerce. These funds support seasonal promotions, events like Taste of Mountain View, and other initiatives that drive foot traffic and economic activity in Downtown.



The map above highlights the Parking Maintenance and Assessment District (PMAD) and Business Improvement Areas (BIAs) in Downtown Mountain View. Funds received from them support maintenance of seven surface parking lots and two parking structures, as well as marketing, promotions and events that enhance Downtown’s appeal.

Umbrella Share Program

This winter, the City of Mountain View is introducing a Downtown Umbrella Share program to make it easier for visitors to spend time downtown during rainy days. The program is part of the City's broader effort to support a welcoming and active downtown year-round, including initiatives to bring more events and programs during the colder months.

Umbrella stations will be available at participating businesses, allowing visitors to borrow an umbrella as needed and return it when finished. This shared approach helps reduce waste while providing a convenient option for staying dry.

The launch date will depend on weather conditions—updates will be shared on the City's website and social media.



Artist Exhibits at MVCPA

Each year, the Mountain View Center for the Performing Arts (MVCPA) at 500 Castro St. features rotating exhibits by talented artists, providing them the opportunity to share their work with thousands of community members. Exhibits change every six to eight weeks, showcasing a variety of creative expressions and styles.



Current Exhibit: Gloria Huet – Into the Light

On display from Jan. 14 to Feb. 24, Gloria Huet's Into the Light series explores the interplay of lines and space. Created during the transition out of the COVID-19 era, this collection symbolizes a return to normalcy and optimism. Gloria describes her work as both structured and free-spirited, reflecting a balance between traditional Asian influences and a contemporary Western perspective.

Learn more about Gloria and her work at gloriahuet.com.



Upcoming Exhibit: Elena Muruart

Elena Mukhna's exhibit will be on display from Feb. 25 to April 7, featuring a mix of 2D acrylic paintings and watercolor and gouache on paper, as well as 3D mixed-media collages using leather and cardboard. Inspired by nature, Elena's work aims to connect people to the natural world and highlight beauty in the everyday. Through vibrant colors and layered materials, she creates a dynamic visual dialogue with her audience.

See more of Elena's work at elenamuruart.com.

What's Next?

The Visual Arts Committee will select artists for the 2025-26 exhibit calendar at its Feb. 12 meeting. To learn more about Mountain View's public art program, visit EconDev.mountainview.gov/public-art.



Trusted Response Urgent Support Team (TRUST)

The Trusted Response Urgent Support Team (TRUST) is a free, community-based service that provides urgent support for Santa Clara County residents experiencing mental health or substance use challenges. Designed as a non-law enforcement response and staffed by trained professionals, the team offers compassionate, case-by-case support to adults (18+) in need while coordinating with other services as needed.

Key services include:

- Community-based, non-law enforcement approach
- Prevention-focused mental health and substance use support
- Peer support specialists who bring lived experience to their work
- 24/7 response for urgent mental health and substance use concerns



**TRUSTED
RESPONSE
URGENT
SUPPORT
TEAM**

The TRUST program now has its own dedicated phone line. Community members can call 408-596-7290 to reach the TRUST Call Center directly.

For Businesses

The City is working to expand connections in the community, including within the downtown, to better identify and respond to mental health crises. TRUST staff are exploring ways to integrate the downtown area into the TRUST van's routine route, improving awareness and accessibility for those in need. Additionally, the TRUST Community Collaborator regularly visits downtown businesses to increase awareness and provide resources.

To connect with the Community Collaborator, or schedule a presentation for your business, contact Paula Giannoni at pgiannoni@momentumforhealth.org.

Downtown Utility Improvements Project

The Downtown Utility Improvements Project is currently underway and will relocate the City's water transmission main within the Moffett Boulevard and Central Expressway intersection. All of the construction work is taking place on and north of Central Expressway.

To support this work, there will be minor traffic impacts on Castro Street before Central Expressway, including temporary single-lane closures between 9 a.m. and 3 p.m. through February. However, traffic will always be able to move through the area, allowing access from W. Evelyn Avenue to Castro Street, Moffett Boulevard and Central Expressway.

Construction is expected to be completed in summer 2025.

El Camino Paving Project – Progress Update

The El Camino Real paving project is making great strides! In recent months, the roadway has been repaved, corner bulb-outs have been added, and lane striping has been upgraded. In some areas, vehicle lanes have been narrowed to create space for new protected bike lanes.

More improvements are coming soon, including high-visibility crosswalks, conflict striping, and three new mid-block pedestrian crossings at Pettis Avenue, Bonita Avenue, and Crestview Avenue.

For more information, visit the [project webpage](#).

"Move" with New Interactive Game in Downtown

The City recently installed a new interactive game on the 100 block of the Castro Street.

The MOVMT electronic play element is made for all ages and abilities and is "people-powered" using a turning device to charge it quickly and easily. There are multiple game options, including single and multi-player.

This new addition is designed to attract visitors to the downtown, foster community and intergenerational engagement, and provide mental and physical fitness.

Keep an eye out for more games out on Castro Street as we head into the warmer drier months!



Welcoming Nick the Greek to Castro Street!



After much anticipation, Nick the Greek has officially opened its doors at 298 Castro St.

Their grand opening event drew a large crowd with a line out the door and stretching halfway down the block. It's clear the community was more than ready to welcome them, and their fresh, flavorful Greek street food is already a hit!

The City welcomes Nick the Greek to the Mountain View community!



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The City of Mountain View produces the bi-monthly Downtown Digest newsletter to help residents, business owners, and visitors stay informed about ongoing, current, and future Downtown initiatives and projects. To sign up to receive the Downtown Digest in your email, or to read it online, visit MountainView.gov/Downtown.

For questions or comments, email Downtown@mountainview.gov.