



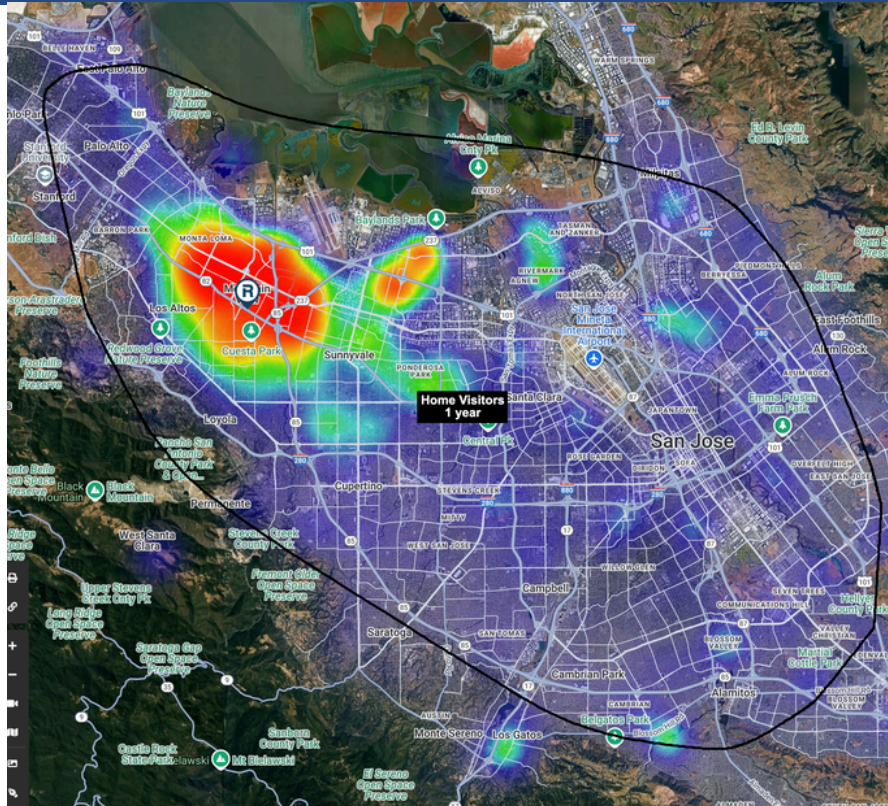
Downtown Digest

Understanding Downtown Mountain View’s Economic Market

Understanding who visits Downtown Mountain View and where they come from is essential for shaping a thriving business environment. By analyzing visitor demographics and spending habits, businesses can make informed decisions about expansion, marketing and offerings that align with consumer demand. Likewise, the City can use this data to plan public amenities, events and economic development initiatives to support a dynamic and welcoming Downtown for residents, workers and visitors alike.

Downtown Mountain View serves as a vibrant economic hub, drawing visitors from across Silicon Valley and beyond. Consumer visitation patterns reveal that the district attracts not only local residents but also high-earning professionals from a broad regional area. The pedestrian-friendly 100–300 blocks of Castro Street generate the highest foot traffic, with visitors coming from areas extending south to the I-280 corridor and east to San Tomas Expressway. Businesses in the 400–500 blocks of Castro Street benefit from a similarly wide regional reach, demonstrating the area’s ability to support diverse retail, dining and entertainment experiences.

The strength of Downtown’s economic market is further reinforced by its prime demographics. Within a three-mile radius, over 150,000 residents—many under 40 and earning well over \$200,000 annually—contribute to strong consumer spending. These visitors spend significantly more on food, entertainment, and retail than the national average. With the added connectivity of Caltrain and the broader Silicon Valley employment network, Downtown Mountain View is well-positioned to attract new businesses and investment while continuing to serve as a popular destination for Mountain View residents and visitors.



Heat map displaying mobile location data of visitors to Downtown Mountain View. The red, orange, and yellow areas indicate where the highest number of visitors originate from.

Thank You for Not Smoking



Friendly reminder that smoking is not allowed in the Downtown Pedestrian Mall. Mountain View City Code Sections 21.29 and 21.29.5 prohibit smoking in outdoor dining areas, picnic areas in City parks, and within 25 feet of any smoke-free zone, whether enclosed or unenclosed. These regulations are in place to ensure that public spaces remain healthy, clean and comfortable for everyone.

To support compliance, the City is installing additional signage, and community members can report violations by calling the non-emergency line at 650-903-6344.

New Business: WeFashion

Downtown Mountain View is excited to welcome a new addition to Castro Street: WeFashion, a unique retail concept offering exclusive sample sales similar to those found in Los Angeles and New York City. This is the first store of its kind in the Bay Area, giving shoppers access to brand-name fashion at affordable prices.

WeFashion brings a new shopping experience to the heart of Downtown, featuring a rotating selection of brands every 10 to 14 days, ensuring fresh finds for every visit. Since opening mid-February, the store has already seen strong community enthusiasm, with heightened foot traffic coming through the doors during the evening restaurant dinner rush. Visit them in-store at 259 Castro Street and on the [WeFashion website](#) to see current and upcoming brand sales.



Music on Castro



The Music on Castro series will soon return to Downtown Mountain View, bringing live performances every Wednesday from April to October. From 5 to 6:45 p.m., enjoy an exciting lineup of local and regional talent while exploring Downtown's shops and restaurants. Make it a midweek tradition and soak in the perfect mix of music, community, dining, shopping and fun!

To view the performance schedule, visit MountainView.gov/MusicOnCastro.

Please note: performances may be canceled in the event of inclement weather.

Multicultural Festival

The City's annual Multicultural Festival will be held on Saturday, March 15 at Civic Center Plaza from 11 a.m. to 2 p.m. This vibrant event celebrates the rich cultural diversity of the Mountain View community, bringing together residents of all backgrounds to share, learn and connect. Attendees will enjoy a wide array of activities, including community and cultural booths as well as dynamic performances showcasing dance, music, and vocals from a variety of international cultures.

Whether you're discovering new traditions, enjoying diverse performances, or simply enjoying the festive atmosphere, the Multicultural Festival promises something for everyone. We invite you to join us for an unforgettable celebration of culture, creativity and community spirit!



Decorative Street Treatment Installation



The City is enhancing Downtown Mountain View between California Street and Evelyn Ave with a decorative street treatment along the central walkway of Castro Street. The selected “Ribbons” design, chosen in 2024, will add visual interest and create a welcoming, pedestrian-friendly environment. A contractor has been selected, and installation is anticipated around May 2025, pending a stretch of consistently warm weather which will facilitate proper paint adhesion and minimize disruption to Downtown businesses and visitors.

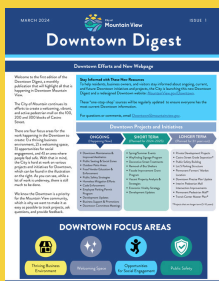
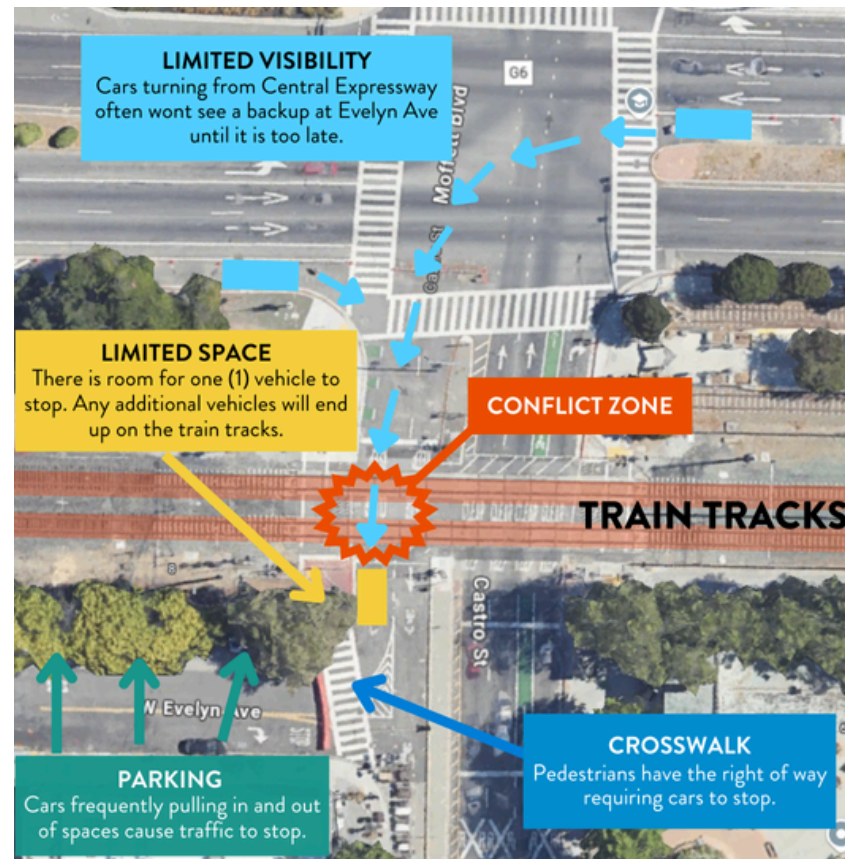
Stay tuned for more updates as we move closer to installation!

Evelyn/Central Closure

In its ongoing communication with the Downtown community, the City frequently receives questions about access to Downtown from Central Expressway. When the 100, 200 and 300 blocks of Castro Street were closed to vehicle traffic to create the Castro Street Pedestrian Mall, it became essential to re-route traffic entering the Downtown from the Central Expressway intersection for safety reasons.

During the first day of the pedestrian mall closure, cars attempting to enter Castro Street from Central Expressway frequently became stuck on the railroad tracks due to traffic congestion, pedestrian activity, or cars entering/exiting parking spaces. This created a serious hazard, and Caltrain reported three near-miss incidents with trains during this period. City and Caltrain staff determined that, with the 100 block closed to traffic, there was no means to ensure cars could clear the tracks when a train was approaching. The City and Caltrain made the critical decision to re-route southbound vehicle traffic into Downtown via Shoreline Boulevard.

While the City recognizes the business interest in having more direct access to Downtown from Central Expressway, the Shoreline routing is necessary to prioritize public safety. The City will be exploring additional wayfinding signage on Central Expressway to improve vehicle navigation to Downtown.



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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.