



Downtown Digest

Castro Street Intersection Improvements

As part of the City’s ongoing efforts to create a welcoming, vibrant, and safe pedestrian mall, the City made improvements recently to the Castro Street pedestrian mall intersections. The yellow barricades were replaced with black decorative fencing to match the business outdoor patio areas, and hanging flower baskets were added for additional color.



Safety is also a key consideration, and these intersections require additional barriers to protect the central pedestrian walkway, social zones, and outdoor patio areas from vehicle traffic. Concrete bollards have been strategically placed at each intersection, and additional bollards will be added for further coverage and safety. In the next month, the bollards will be painted in colors to match the artistic paint treatment that will be added to the pavement along the central Castro Street walkway.

While the City wants to keep vehicles from entering the 100, 200, and 300 blocks of Castro Street, it also wants to ensure quick and easy access for emergency response. That’s why the Fire Department has conducted tests over the past couple of weeks with their emergency equipment and vehicles entering, exiting, and driving through the Castro Street Pedestrian Mall.

Additional intersection improvements are planned over the next couple of years and will include: the creation of a central crosswalk, changes to the intersection signal systems, and a roundabout at California Street.

Receive the Downtown Digest in Your Email

To help residents, business owners, and visitors stay informed about ongoing, current, and future Downtown initiatives and projects, the City is producing this monthly newsletter called Downtown Digest. To sign up to receive the Downtown Digest in your email, or to read it online, visit the newly updated MountainView.gov/Downtown.

These sources will be regularly updated to ensure everyone has the most current Downtown information.

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



Social Zones Update

To encourage active engagement in the Downtown, the City has installed games and seating areas in social zones located along the 200 and 300 blocks of Castro Street.

This includes:

- cornhole,
- foosball,
- picnic tables, and
- adirondack chairs.

Additional games have been ordered and will be installed later this spring.



Foot Traffic Updates (Spring is Here!)



Rainy days are continuing into April and have had an impact on foot traffic and downtown activities.

Overall pedestrian activity is trending upwards as we see an increase in the number of sunny days.

The City took advantage of the colder wetter weather over last few months to complete work and make upgrades on Castro Street in anticipation of the active Spring and Summer months.

Music on Castro - Lineup of Artists

Music on Castro has returned to the 200 block of Castro Street every Wednesday from 5 - 6:45 pm!

Upcoming performers include:

- April 17: The Song Gardeners
- April 24: David Landon Band
- May 1: Mr. Jones & Me
- May 8: Juicy Trees
- May 15: Hit Collective

Performers are subject to change. Performances will be canceled during inclement weather.

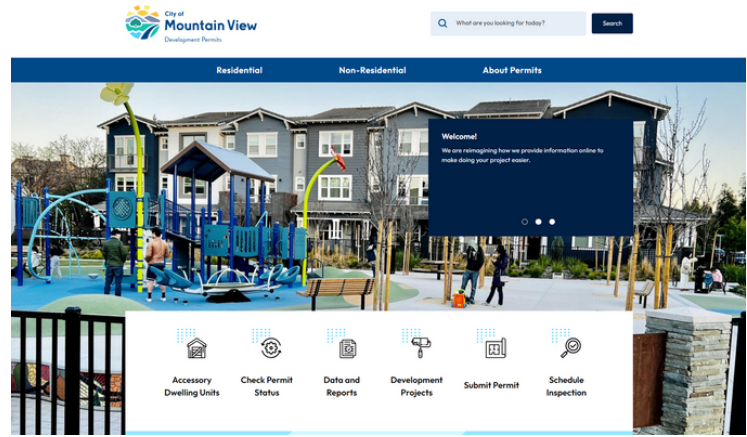
Check the calendar for upcoming performances at MountainView.gov/CityEvents.



New Permitting Website

Last month, the City officially debuted the new Development Permits website, DevelopmentPermits.MountainView.gov.

This customer-focused website provides centralized information on applying for and obtaining permits, typical fees and time frames, as well as details on the many facets of development. The new site currently offers information on single-family home improvement permits and common permits for new businesses. It also features Permit Finder, a navigation tool that connects users to permit information related to their project. This website has been created in collaboration with development and business stakeholders with the goal of making permitting information easier to find and the permitting processes clearer.



This is one of the many resources available to new and expanding businesses in Mountain View. Entrepreneurs and business owners are also encouraged to reach out to the Economic Development Division with questions about and assistance in navigating the permit process at Econ.Dev@MountainView.gov.

New Outdoor Patios

In the last month, three additional businesses have completed Patio License Agreements, bringing the total number of businesses with outdoor patio areas in the Downtown to 30 (as of March 27).

The new businesses include:

- Hummus Mediterranean Kitchen (185 Castro St.)
- Gelato Classico Italian Ice Cream (241 Castro St.)
- Zhangliang Malatang (246 Castro St.)

The Outdoor Patio Program, launched in fall 2023, allows businesses to extend operations into the public right of way (on Castro Street and/or sidewalks).

To see a full list of businesses with approved patio areas through this process, visit MountainView.gov/Downtown.



150th Anniversary of Fire Department

The City of Mountain View Fire Department turned 150 years old on April 1, 2024. In honor of this historic occasion, the Fire Department will be hosting a celebratory event on Sunday, May 19, at 12:30 p.m. along Castro Street and in front of City Hall. This event will include a parade, public safety recruitment fair, public education booths and other family-friendly activities.

For more information, visit MountainView.gov/Fire150.

Castro Street Grade Separation Project

Safety at the Castro Street at-grade Caltrain railway crossings continues to be a priority for the City.

The City has partnered with the Santa Clara Valley Transportation Authority and Caltrain on the design of the Castro Street Grade Separation Project to improve pedestrian, cyclist, vehicle and railroad operational safety, decrease traffic congestion, and enhance overall traffic movements on the adjacent streets and surrounding intersections.

The project will include the construction of an undercrossing for pedestrian and cyclists under the Caltrain tracks, as well as two additional pedestrian and cyclist undercrossings under Central Expressway.

The design of this projects is scheduled to be completed in two years, and construction of the Castro Street undercrossings will begin when the project is fully funded. In the meantime, the City will be developing and implementing interim improvements on Castro Street at Evelyn Avenue that will close Castro Street to vehicular traffic at Central Expressway and improve the existing at-grade crossing for pedestrians and cyclists. For more information on the projects, visit MountainView.gov/CastroStGradeSeparation.



Rendering showing the undercrossing for the Castro Street Grade Separation Project.



John Lang and Kirstin Hinds meeting with national retail consultant, The Retail Coach.

International Council of Shopping Centers Conference Recap

In late March, the Economic Development (ED) team attended the International Council of Shopping Centers (ICSC) conference in Monterey. This annual event serves as both a networking opportunity for building and expanding relationships with retailers, developers, property owners, brokers, consultants, and also a great way to learn about the evolving nature of retail. In preparation for this event, the ED Team developed new promotional materials that showcase the City of Mountain View and position it as thriving hub for commerce and innovation.

Attracting new businesses and projects is inherently multifaceted and time intensive. Oftentimes, the connections forged with retailers and stakeholders during events like ICSC may materialize into tangible partnerships several years down the line. That's why the ED team remains steadfast in its commitment to nurturing relationships and capitalizing on the opportunities that will benefit Mountain View's Downtown and economy.