

Downtown Digest

Art in Downtown Mountain View

The City has a strong commitment to public art, having recently doubled the funding for art associated with City park and facility projects. These public spaces showcase a diverse range of sculptures, murals, and other installations, reflecting the City's investment in creativity and expression.

Downtown Mountain View serves as a dynamic arts hub, anchored by the Mountain View Center for the Performing Arts, hosting a variety of performances by a mix of community and regional artists, and enhancing the Downtown experience for visitors. Downtown also showcases 27 of the more than 80 publicly accessible art installations citywide, as shown in the [Public Art Map](#).



From the Folding Circle Art at Castro and El Camino, to the Boy and Girl Playing in the Calla Lily Field at the Civic Center Plaza, to the Baggage Cart at Centennial Park at the Caltrain station, public art makes an important contribution to the character of Mountain View's Downtown. The City looks forward to partnering with local artists and businesses to expand the opportunities to enjoy art as part of the Downtown Mountain View experience. The recently approved Economic Vitality Strategy recognizes arts and culture as key drivers of economic growth and includes initiatives to activate vacant Downtown spaces with events and art installations.

In addition, the Visual Arts Committee has been working to develop a [Public Art Strategy](#) that aims to further expand public art opportunities Downtown and citywide. A City Council Study Session is planned for October 2024 to gather feedback on policy approaches and actions to be incorporated into a Public Art Strategy.

Finally, Mountain View has partnered with SVCcreates to strengthen the arts community, raise awareness, and build support for local arts initiatives. SVCcreates' CEO provided insight on best practices in public policy for the arts during a recent briefing with the Visual Arts Committee. The briefing can be watched on the City's [YouTube channel](#).

Bringing more art to Downtown Mountain View, is one way the City aims to strengthen Downtown "placemaking." Effective placemaking creates a unique and compelling sense of connection between people and the places that they share, resulting in increased activity, engagement and vibrancy.



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. To sign up to receive the Downtown Digest in your email, or to read it online, scan the QR code or visit MountainView.gov/Downtown.

Bollard Beautification Project

The interim plan for the Castro Street Pedestrian Mall includes a number of City-led improvements to beautify the streetscape and contribute to placemaking Downtown. As part of this, the City is putting out a call for artists to transform traffic bollards into public art.

Thirty-two spherical, concrete bollards have been installed at the intersections that cross Castro Street to protect the pedestrian walkway, social zones and outdoor patio areas from vehicles. Twenty bollards will be painted a solid color to match the central walkway design that will be installed later this year. The remaining 12 bollards will be used as canvases for local artists.

Six artists will be selected, each responsible for developing art on two bollards. Interested artists are invited to submit a proposal including a concept featuring two bollards accompanied by a color sketch or photo, a title, a detailed description, an estimate of material costs and any specific requirements. Selected artists will receive a stipend and must be available to install their art during the summer.

More information can be found by visiting, EconDev.MountainView.gov/public-art.



Shown here is a sample of the painted bollards that will be placed with two colors at each intersection.

More Seating, Games, and Music



Whether it's adding foosball and cornhole or chairs and picnic tables, the City continues to enhance the Downtown social zones.

In April, new games, tables and umbrellas were added to the pedestrian mall. City picnic tables have also been placed at key locations near intersections to bring additional seating for meeting with friends, enjoying take-out food or relaxing with a cup of coffee.

Take a seat in Downtown as Music on Castro continues with performances every Wednesday from 5 - 6:45 p.m. on the 200 block of Castro Street.

Upcoming performances include The Song Gardeners on May 22 and Samba Cruz Duo on May 29.

International Cuisine Served at World Kitchen Pop-Up

From German bratwurst to Peruvian empanadas, the new World Kitchen pop-up is serving an array of international delights in Downtown Mountain View.

Located at the deli counter in Ava's Market, 340 Castro St., diners can indulge in cuisine from around the world—all under one roof. Lunches are served Wednesdays, Thursdays and Fridays from 11 a.m. - 2 p.m.

The pop-up is an endeavor by the Creative Collective of Silicon Valley, a dynamic group of seven women dedicated to fostering family-owned ventures in food, art, health, education, work and culture.



Economic Vitality Strategy Approved by City Council

On Tuesday, April 23, the Mountain View City Council unanimously approved the Economic Vitality Strategy (EV Strategy). The EV Strategy is a guiding document to achieve the City's vision to create a thriving community where small businesses, innovation, entrepreneurship and diversity are encouraged and flourish and to be a global leader that balances a thriving economy with the health and well-being of our community and the environment.

The EV Strategy identifies five goals that align with the vision:

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GOAL 1: ESTABLISH CENTERS THROUGHOUT MOUNTAIN VIEW AS COMMERCIAL HUBS AND COMMUNITY GATHERING PLACES.
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GOAL 2: REINVIGORATE DOWNTOWN MOUNTAIN VIEW AS A PREMIERE DESTINATION FOR PEDESTRIAN-SCALE SHOPPING, DINING, AND SOCIAL ENGAGEMENT.
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GOAL 3: GROW MOUNTAIN VIEW'S PROVEN, ADVANCED INDUSTRIES THROUGH SUPPORT FOR ESTABLISHED EMPLOYERS, BUSINESS ATTRACTION, INNOVATION, AND ENTREPRENEURSHIP.
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GOAL 4: HELP SMALL, LOCAL, AND INDEPENDENTLY OWNED BUSINESSES FLOURISH IN MOUNTAIN VIEW.
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GOAL 5: UPDATE MOUNTAIN VIEW'S DEVELOPMENT POLICIES TO PROVIDE CLARITY AND CERTAINTY FOR NEW USES THAT ALIGN WITH THE ECONOMIC VITALITY STRATEGY VISION AND GOALS.

Goal #2 is specifically focused on Downtown Mountain View and includes five strategies and 32 actions around updating the Downtown Precise Plan, improving connections to downtown from major employment centers, expanding cultural and civic activities, improving parking and creating an authentic and unique sense of place. The EV Strategy identifies the many existing strengths of Downtown, recognizing that it has “good bones.” The strategies and actions under Goal #2 will build on these strengths and establish Downtown Mountain View as a premier destination for shopping and dining.

In total, the EV Strategy outlines 25 strategies broken down further into 164 actions, which will be fully implemented over the next five to 10 years. Efforts to advance social and economic equity for residents and workers are embodied in specific actions throughout the document. The adoption of the EV Strategy comes after extensive analysis of current data and trends and interviews with business and community leaders.

Register for the Adult Cornhole League

The City is bringing its newest sport offering to Downtown: Adult Cornhole League!

Games will take place on the 300 block of Castro Street on Thursday evenings starting June 13.

Teams will play two games a night for a total of 12 regular season games. Teams may have two to four players, and all players must be at least 18 years old. Registration is now open through May 24, or until the league is full, whichever is sooner.

Register at MountainView.gov/AdultSports.



Concerts on the Plaza



Concerts on the Plaza begin again on June 7 and will take place every Friday from 6 - 7:30 p.m. through the end of September.

Performances schedules for June are:

- June 7: The Cheeseballs (High Energy Dance Band)
- June 14: Johnny & June Forever (Johnny Cash Tribute Band)
- June 21: Business Casual A Cappella
- June 28: Pop Fiction (Premier Party/Dance Band)



Recap of the Fire Department's 150th Anniversary Parade

Thousands of people attended the 150th Anniversary Celebration of the Mountain View Fire Department. Community members lined Castro Street to cheer the Parade featuring antique police, fire vehicles and ambulances, including a historic working steam fire engine from the early 1900s pulled by horses!

The parade culminated at City Hall Plaza, where there were activities for kids, education booths, and fire and police agencies conducting career recruitment for careers in public safety.

Downtown businesses were busy throughout the event, with lots of shoppers and packed outdoor patio areas.