

Downtown Digest

Downtown Precise Plan Updates

What is the Downtown Precise Plan?

The Downtown Precise Plan—adopted in 1988 with several updates since then—serves as the foundational framework for guiding private development and public improvements within the Downtown.

Over the past 25 years, Downtown Mountain View has experienced significant changes due to shifts in economic markets and urban development patterns. In response, as part of the current City Council Work Plan, the Mountain View City Council prioritized a comprehensive update to the Downtown Precise Plan to reflect the evolving commercial environment and City priorities. This update aims to modernize development standards, design guidelines, land uses and other critical elements to help shape Downtown's growth and promote a vibrant mix of commercial uses, civic activities, cultural events, residential spaces and historic districts.

What is the Status the Precise Plan Update?

In May, the City selected Raimi + Associates to work with staff to lead this comprehensive update. Raimi + Associates were chosen for their understanding of local issues and experience working with other regional jurisdictions on similar projects.

The scope of work for the Precise Plan update includes:

- A comprehensive public outreach plan.
- An updated vision for Downtown.
- New standards, processes and guidelines.
- An analysis and report on current conditions.
- Plan alternatives and technical studies.
- An Environmental Impact Report.
- A draft of the updated Precise Plan.

The scope of work is anticipated to take around three years with work to begin in late June 2024. There will be many opportunities for community members and Downtown businesses to share their ideas.

To learn more, visit

MountainView.gov/dtppcomprehensiveupdate.



Minor Updates to the Downtown Precise Plan

With the comprehensive Precise Plan update expected to take around three years, City staff is developing proposed minor strategic updates to the Downtown Precise Plan to be presented to the City Council for adoption this year. The goals of these updates are to reduce barriers and support business growth and attraction along Castro Street and Downtown side streets, addressing Downtown vacancies and responding to significant shifts in retail market trends. The proposed updates introduce certain business types, specifically restaurant and recreation uses (such as escape rooms and indoor mini golf), as 'principally permitted' in ground floor spaces located in certain areas of the downtown. These changes aim to capitalize on current retail opportunities, align with market trends, further streamline the permitting process, and foster economic growth.

Presented to the Downtown Committee on June 4, these proposed updates are tentatively scheduled for public hearings at the Environmental Planning Commission on June 26 and at the City Council in September 2024.



Construction Update: 747 W. Dana St.

Redevelopment is critical for the overall health and economic vitality of our downtown; new investment brings fresh opportunities for growth, enhances the urban landscape, and supports local businesses.

One such project is the new development at 747 W. Dana St., near the intersection with Blossom Lane. This project includes the demolition of the existing vacant commercial building and construction of a mixed-use three-story, 8,552 square foot building with office space on the upper floors and a 1,600 square foot ground-floor retail space.

Demolition is anticipated to begin in late June 2024 and will include temporary closure of the sidewalk and on-street parking immediately in front of the building. Information on construction hours is available on the [City website](#).

For questions, contact the Community Development Department at 650-903-6306 or community.development@mountainview.gov.



The 747 W. Dana St. project includes the demolition of the existing vacant commercial building and construction of a mixed-use three-story, 8,552 square foot building with office space on the upper floors and a 1,600 square foot ground-floor retail space as seen in the rendering above.

Storefront Window Webinar



Join the City of Mountain View Economic Development Division for an exclusive Storefront Window Display Workshop, a free webinar on visual merchandising designed for local businesses. The virtual workshop will be held on Wednesday, June 26, 10 a.m. - 11:15 a.m.

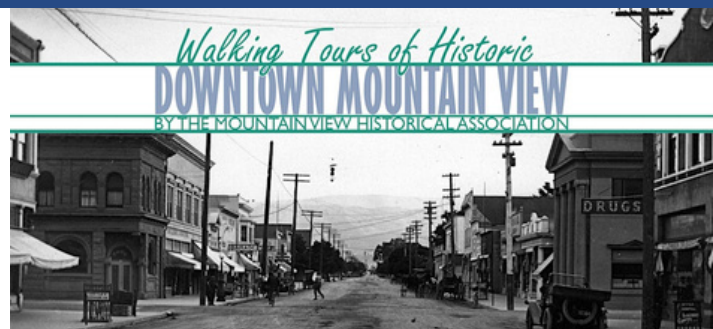
Discover expert tips to make your windows stand out, attract customers, and boost the overall appeal of City shopping destinations. Sign up and learn practical tips and creative strategies to transform your storefront into a visual masterpiece, boosting foot traffic and sales.

[Registration is required.](#)

Historical Walking Tour

Join the Mountain View Historical Association on their monthly walking tours of Historic Downtown Mountain View. Discover the hidden history of Downtown through stories of historic sites and buildings on and around Castro Street. Tours take place on the fourth Sunday of every month at 2 p.m.

Upcoming Tours: June 23 and July 28. Registration is required. Register at MountainViewHistorical.org.



Downtown Events Overview

Community events play a crucial role in fostering a sense of connection and vibrancy. The City of Mountain View and local organizations produce hundreds of events, both large and small, across the Mountain View each year.

The City alone hosts 73 event days annually, excluding age-specific gatherings. These events not only enliven the community but also strengthen Mountain View's social fabric, offering opportunities for residents and visitors to connect and engage. Downtown is a key location for events due to its proximity to transit and civic facilities, making it easily accessible. Notably, 75% of all City-sponsored events are held Downtown, creating a bustling hub of activity and engagement and supporting local businesses by driving visitor traffic.

Large events, such as the Community Tree Lighting Celebration and the recent Fire Department 150th Anniversary parade, draw thousands of attendees from Mountain View and beyond, often introducing first-time visitors to all that Downtown Mountain View has to offer. Weekly smaller events, like Music on Castro and the newly launched corn hole league, attract new and diverse demographics to the downtown area. Across the board, City events are well-attended, underscoring the community's enthusiasm for Downtown events and the high value they bring.

Interested in hosting an event downtown? Local organizations and businesses can reserve the Civic Center Plaza for \$50/day (non-profit rate) / \$270/day (commercial rate) to host a community event that aligns with the City's Use of City Plazas. Contact Recreation Supervisor Michele Petersen to learn more at 650-903-6446.



The Music on Castro concert series, like 75% of all City-sponsored events, is held in Downtown Mountain View.

Technology Showcase



The ninth annual Technology Showcase is once again coming to Downtown Mountain View! The event will be held on Wednesday, July 24, and Thursday, July 25, at the Civic Center Plaza, 500 Castro St. The opening panel will be held on July 24 at 5 p.m., with exhibits and product demos held on July 25, 11:30 a.m. - 3 p.m. A closing panel will be held on July 25 at 4 p.m.

Mountain View is world-renowned as a center of innovation and creativity. Home to some of the most well-known tech giants, we also host hundreds of small businesses, startups, and entrepreneurs at the forefront of new discoveries and trends.

The annual Technology Showcase is a free, two-day event with interactive product demos, panel discussions and more! Attendees can experience the diversity of our technology community and the newest ideas created in our own backyard. Come learn, experience and connect!

Interested in being an exhibitor? Tech-focused entrepreneurs, startups and businesses can apply for a free booth (includes 10-foot x 10-foot space, tablecloth, and 2 chairs) by contacting marisol@chambermv.org.

Downtown Digest is Taking a Vacation

The Downtown Digest will be taking some time off in July. Look for the next issue in August.