



SVEDA Broker Breakfast

June 20, 2024



**Mountain View Video Link
On the Town**

Economic Vitality Strategy

1 Vision Statement
5 Goals
25 Strategies
164 actions



Link: [Economic Vitality Strategy](#)

Downtown Digest

Downtown Efforts and New Webpage

Welcome to the first edition of the Downtown Digest, a monthly publication that will highlight all that is happening in Downtown Mountain View.

The City of Mountain View continues its efforts to create a welcoming, vibrant, and active pedestrian mall on the 100, 200 and 300 blocks of Castro Street.

Stay Informed with These New Resources
To help residents, business owners, and visitors stay informed about ongoing, current, and future Downtown initiatives and projects, the City is launching this new Downtown Digest and a redesigned Downtown website: MountainView.gov/Downtown

These "one-stop-shop" sources will be regularly updated to ensure everyone has the most current Downtown information.

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

Downtown Projects and Initiatives

There are four focus areas for the work happening in the Downtown to create: 1) a thriving business environment, 2) a welcoming space, 3) opportunities for social engagement, and 4) an area where people feel safe. With that in mind, the City is hard at work on various projects and initiatives for Downtown, which can be found in the illustration on the right. As you can see, while a lot of work is underway, there is still much to be done.

We know the Downtown is a priority for the Mountain View community, which is why we want to make it as easy as possible to track projects, ask questions, and provide feedback.

ONGOING (Happening Now)	SHORT TERM (Planned for 2024-2025)	LONGER TERM (Planned for 3+ years out)
<ul style="list-style-type: none"> Downtown Maintenance & Improved Aesthetics Public Seating & Social Zones Outdoor Patio Areas Food Vendor Education & Enforcement Public Safety Strategies Homeless Mitigation Efforts Code Enforcement Employee Parking Permit Program Development Updates Business Support & Promotions Downtown Committee Meetings 	<ul style="list-style-type: none"> Spring/Summer Events Wayfinding Signage Program Decorative Street Treatments Removal of Bus Shelters Facade Improvement Grant Program Vacant Property Analysis & Strategies Economic Vitality Strategy Development Updates 	<ul style="list-style-type: none"> Private Development Projects Castro Street Grade Separation* Public Safety Building Lot 5 Parking Structure Permanent Farmers' Market Location Downtown Precise Plan Update Interior Pedestrian Mall Intersection Improvements Permanent Pedestrian Mall* Transit Center Master Plan*

*Projects that are longer term (3-10 years)

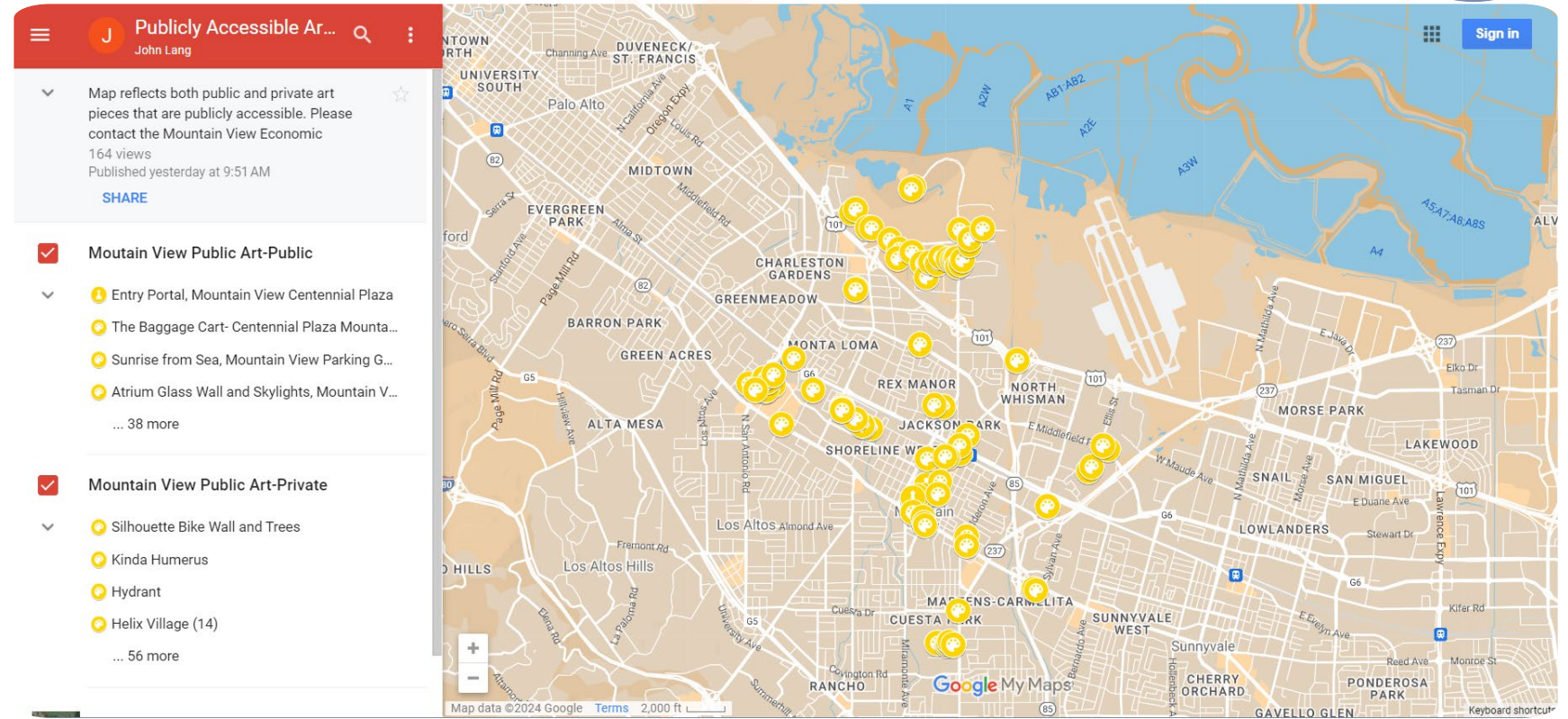


CITY OF MOUNTAIN VIEW



Downtown

DOWNTOWN PRECISE PLAN
December 2022



Public Art Strategy

<https://econdev.mountainview.gov/public-art/strategy>

What's Happening in Mountain View

- Castro Street Interim Pedestrian Mall for the 100-300 blocks
- Development Review Study was done, process changes underway
- Launched Small Business Ambassador program/Permit Navigators
- Launching storefront window display program and façade grant program

Strong Economic Development Team



econ.dev@mountainview.gov



<https://econdev.mountainview.gov>



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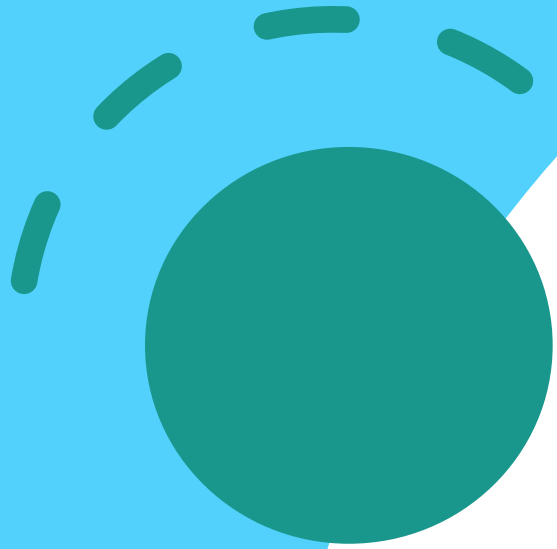
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Select Downtown Listings (Retail/Office)

262 Castro St

- 3,600 square feet
- Former Music Store
- Ground floor retail
- Margaret Kwan
650-961-9888, yometrading@yahoo.com



275 Castro St

- 3,000 square feet
- Former Clothing Boutique
- Ground floor retail
- Ron Miller, Cushman & Wakefield
650-320-0207, ron.miller@cushwake.com



312 Castro St

- 6,000 square feet
- Former Retail Store
- Ground floor retail
- David Bider, Cypress Investments
650-854-4154, david@cypressinvestments.com



650 Castro Street, Centre 1

- 89,800 square feet
- Former Office Space (tech office)
- 2nd ,3rd ,4th floors available
- David Hiebert, Cushman & Wakefield
650-320-0250, david.hiebert@cushwake.com



303 Bryant St

- 56,240 square feet
- Office Space (remodel underway)
- Vincent Scott, CBRE
408-453-7433, vincent.scott@cbre.com



900 Villa St

- 32,000 square feet
- Office Space
- Cherie Wittry, Newmark
650-688-8523, Cherie.Wittry@nmrk.com



Mountain View Corridors

The Village @ San Antonio Center

- Mixed Use Development
- A mix of commercial units 1,048-5,096 sq ft
- Represented by Econic Company (Josh Shumsky, Megan McArthur and Matt Sweeney)

<https://theeconiccompany.com/>



The Landsby

- Mixed Use Development
- A mix of commercial units 880-3,750 sq ft
- Represented by Lockehouse (Chris Homs and Brandon Walsh)
- <https://lockehouse.com/>



Mountain View Shopping Center

- Retail Strip Center (Rengstorff/Central Expressway)
- A mix of commercial units 910-2,416 sq ft (4 spaces)
- Kevin Sakimoto,
Pacific Gateway Properties
669-271-4225
- <https://pacgatewayproperties.com/>



Rengstorff Shopping Center



- Retail Center (Costco anchored, 1030 N. Rengstorff)
- A mix of commercial units 1,227-1,991 sq ft (4 spaces)
- Clark Steele, Cushman & Wakefield
408-436-3653, clark.steele@cushmanwake.com
- <https://www.cushmanwakefield.com>

554 San Antonio Road

- 2 Story, Standalone Retail/Medical/Office
- 6,193-12,386 sq ft (divisible)
- Jesse Ebner, Premier Properties
650-618-3017, jesse.ebner@prprop.com

<https://www.premierpalalto.com/>



1075 Terra Bella

- 2 Story, Standalone Office
- 23,247 sq ft (divisible)
- Craig Fordyce, Colliers
408-282-3911, Craig.Fordyce@colliers.com
<https://1075terrabella.com/>





The Campus @Ellis

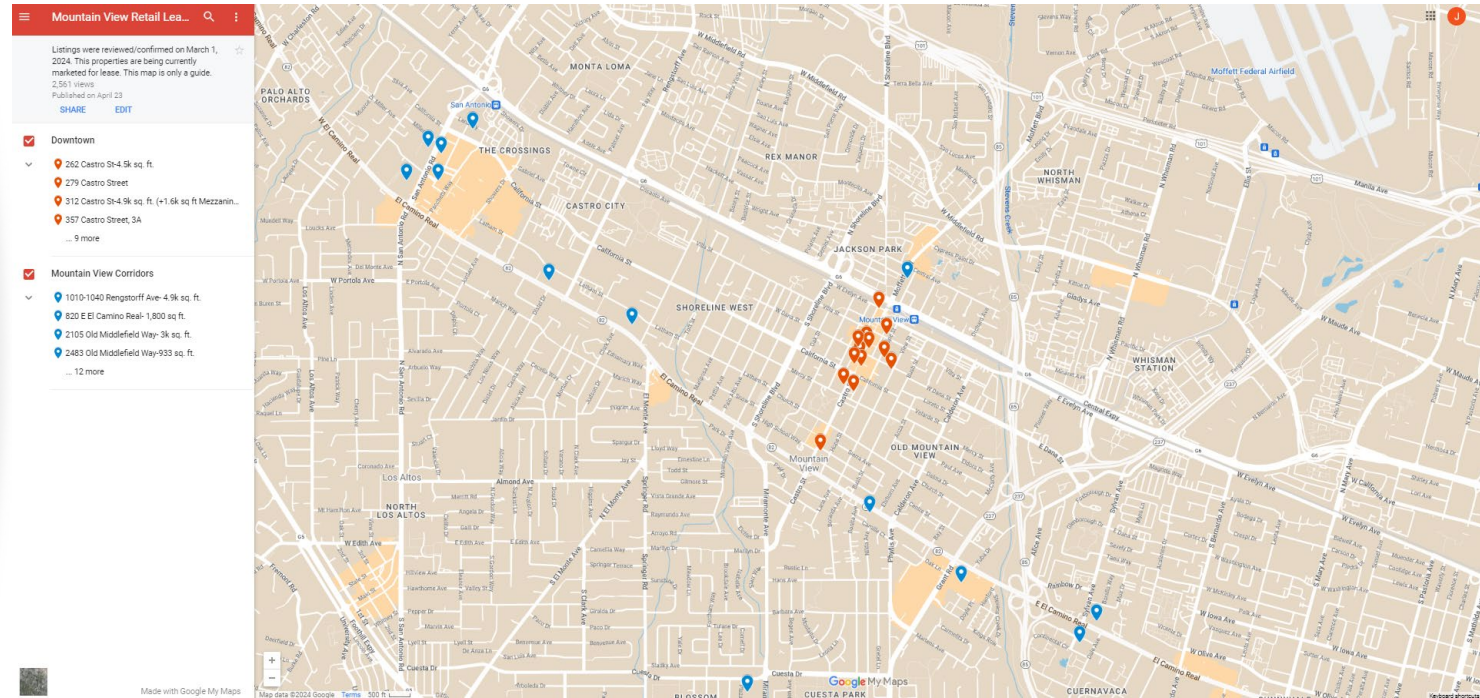
- Office/Headquarters (370 Ellis St)
- 449,000 sq ft
- Phil Mahoney, Newmark
408-982-8430, phil.mahoney@nmrk.com
<https://www.nmrk.com/>

Projects Under Review

Office/Commercial	Address	Description	Square Footage
San Antonio Center Phase III	365 San Antonio Rd	7-story office	182,352
Office Development	301 E. Evelyn Avenue	3-story office	125,000
Office Development	194 Castro Street	3-story office	5,694
Auto Dealership	2319 Old Middlefield Way	New Dealership	41,580
Chevron	808 N. Shoreline Blvd	Gas Station	2,291
Housing/Mixed Use	Address	Description	Square Footage
Mixed Use	749 W. El Camino	299 unit	22,338 (retail)
Prometheus (Mixed Use)	675 E. Middlefield	858 units	277,600 (office)
Tower Investment	294 Tyrella	85 units	0
Syufy	1500 N. Shoreline	1,914 units	120,000
Alta Housing	1110 Terra Bella	70 units	0
Condominiums	1919 Gamel Way	216 units	0
Mixed Use	881 Castro Street	120 units	13,352 (retail)
Row Homes	74 Devonshire Ave	10 units	0
Condominiums	266 Tyrella Ave	47 units	0
Apartments	2645 Fayette Drive	70 units	0
Apartments	901 N. Rengstorff	455 units	0
Row Homes	828 Sierra Vista	20 units	0
Single Family	301 Moorpark	22 units	0
Prometheus (Mixed Use)	400 Moffett Blvd	175 units	2,373 (retail)
CPR	334 San Antonio	99 units	0
Condominiums	969 Hope Street	36 units	0
Apartments	57 E. Evelyn Ave	144 units	0

Programs

Promoting Retail Opportunities



<https://econdev.mountainview.gov/properties/available-properties>

Economic Development Programs

- Launching a Storefront Window Display Workshop (June 26th) and Façade Grant Program (July launch)
- Small Business Outdoor Furnishing Grant (replace or establishing a new outdoor patio, \$5,000 grant)
- Will be piloting a retail pop-up shop with Moment
- 9th Annual Technology Showcase July 24 & 25



Moment Marketplace at Google Mountain View



Technology Showcase 2023



Downtown Castro St

How Can We
Help You?



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