



Downtown Digest

Downtown Use Updates



The City is working on minor amendments to the Downtown Precise Plan (DTPP) to help Downtown businesses respond to evolving retail trends and enhance their opportunities. These strategic amendments come in advance of the larger DTPP comprehensive update, which will take two to three years to complete.

The amendments focus on aligning permitted uses across Castro Street, from Evelyn Avenue to El Camino Real, ensuring consistency and flexibility for businesses. Key changes include allowing restaurants, including those serving alcohol ancillary to food service, as a permitted use, reflecting regional best practices and facilitating economic growth. Additionally, the amendments propose allowing indoor recreation as a permitted use to complement the existing dining and retail mix in Downtown. These changes are designed to attract more foot traffic and create a more vibrant downtown area.

These updates were reviewed by the Downtown Committee on June 4 and are scheduled to go before the Environmental Planning Commission on Tuesday, Aug. 20 and the City Council on Tuesday, Sept. 10.

ePermitsMV Expands Online Services

ePermitsMV now offers more online permitting services! The City of Mountain View's Phase II launch of the online permitting platform now includes planning permits, heritage tree removal permits and public works permits, in addition to the existing online building and fire permitting services.

ePermitsMV debuted in April 2023, making it easier for anyone seeking building permits to submit their permits electronically and have 24/7 access to permit status. With this upgrade, ePermitsMV is the central location for all customer development permit needs.

For more information, visit MountainView.gov/ePermitsMV.

ePermitsMV



On the Town Video Series

Come on Downtown! Check out the latest episode of "On the Town," a video series highlighting the exciting news, activities, and events in Downtown Mountain View. Available on the City of Mountain View YouTube channel, each video is about three minutes long.

In the latest episode, learn more about the Façade Improvement Grant Program, hear from a Downtown visitor and cornhole league participant, and get an update on other events and activities happening Downtown.

Subscribe to get future updates at Youtube.com/MountainViewGov.

Bollard Beautification Art Project – Artists Selected!

The plan for the Castro Street Pedestrian Mall includes a number of City-led improvements to beautify the streetscape and contribute to placemaking in Downtown.

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

The City released a “call for artists” to transform the traffic bollards into public art and received over 17 artist submissions.

The Visual Arts Committee met on Wednesday, Aug. 14 and selected six artists or teams. The chosen artists are responsible for artwork on two bollards, and art will be installed on Castro Street in late summer or early fall, pending the execution of artist contracts.



Shown above are five artist renderings chosen by the Visual Arts Committee to beautify the bollards in Downtown Mountain View. Top left is art by Rachel Barnes; top middle is Anne-Sophie Gaudet; top right is Katherine Liu; bottom left is Naya Lee Chang; and bottom right is John Thomas. A rendering is not available for the artist team of Zoe Caron and Jorge Sais. The proposed artwork is subject to change.

Mountain View Art and Wine Festival



The Mountain View Art and Wine Festival is one of the largest and most beloved festivals in the Bay Area. Featuring over 350 of the region’s finest artists and craft-makers, stellar live music, tons of activities, and, of course, fabulously curated food and drink.

Saturday, Sept. 7 from 11 a.m. - 7 p.m.
Sunday, Sept. 8 from 10 a.m. - 6 p.m.

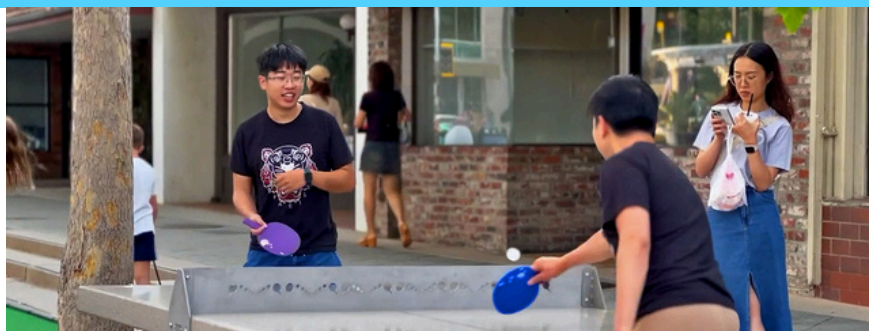
The festival takes place in Downtown Mountain View, spanning Castro Street and City Hall Plaza. Over 150,000 people are expected to attend this year’s event, and attendees are encouraged to explore not only the event vendors but also the great shops and restaurants in the area.

Come enjoy food, drink, music, art and kids entertainment! Learn more at mwartwine.com.

All Fun and Games

Last month, three mini golf holes, a super-sized connect four game, and a ping pong table were installed in the 300 block of Castro Street, providing more activities for the community.

These additions offer a fun and engaging experience for visitors of all ages, making it a great outing for families and friends alike.



Downtown Parking

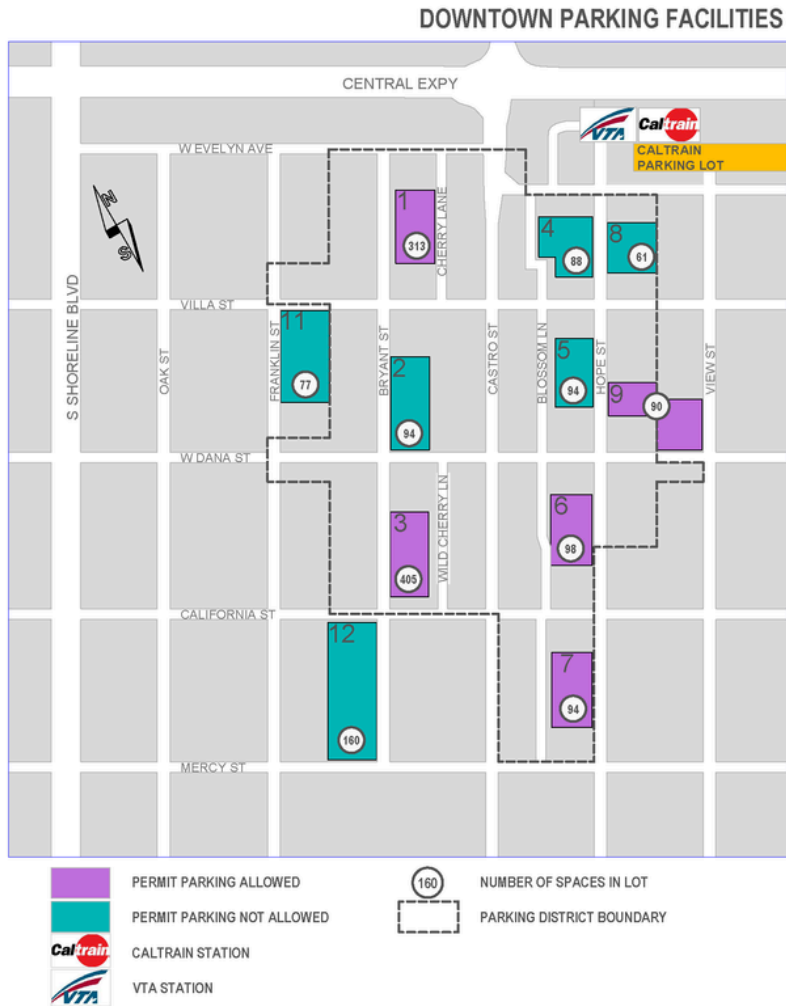
Established in 1979, the Downtown Parking and Maintenance District funds the ongoing maintenance and operations of the 11 public parking facilities (two parking garages and nine parking lots) in the Downtown.

Over the years, the City has taken steps to welcome the growing popularity of Downtown and manage the demand for public parking through various short- and long-term programs. A key program is the Downtown Parking Permit Program, which provides permits for purchase for businesses, their employees, and residents located within the Parking District boundaries. Daily, monthly, quarterly and annual permits are available.

Key Parking Permit Program reminders:

- Parking permits can be used in garages 1 and 3 and lots 6, 7, and 9. (See purple areas on the map.)
- Parking Permits can NOT be used in lots 2, 4, 5, 8, 11, or 12. (See green areas on the map.)
- Permits must be clearly displayed, ideally hanging from the rearview mirror.
- Parking permit holders may park up to eight hours per day in designated downtown lots and parking structures (not on-street parking).
- There is no parking in any downtown lots or garages between 2 a.m. and 6 a.m. every day.

The rules of the parking district and the parking permit program are enforced by Mountain View Police Department. Please ensure you follow the program guidelines and adhere to all parking signage.



Broker Breakfast

This summer, the Mountain View Economic Development (ED) team participated in a multi-city Broker Breakfast event hosted by the Silicon Valley Economic Development Alliance (SVEDA) and in partnership with the cities of Sunnyvale and Cupertino.

The event allowed city staff to discuss development and real estate opportunities and city programs with local and regional brokers and developers. The ED team provided updates on:

- The recently approved Economic Vitality Strategy
- Public art initiatives, including the upcoming City Council study session to discuss the development of a Public Art Strategy
- The Castro Street Pedestrian Mall
- Available retail and office space in Downtown and other key areas

Broker Breakfasts are one of the ways that the ED team promotes Mountain View, attracts new businesses, and fills vacant spaces.

