

DATE: January 17, 2024

TO: Visual Arts Committee

FROM: Aruna Bodduna, Transportation Planner
Dawn S. Cameron, Public Works Director

SUBJECT: **Castro Interim Pedestrian Mall—Street Treatment Concepts**

PURPOSE

Provide feedback on the proposed street treatment concepts along with the color scheme for the Interim Castro Pedestrian Mall.

BACKGROUND

In August 2022, a Council Ad Hoc Subcommittee was created to review and provide direction on new design standards and guidelines, along with an implementation plan for the Interim Castro Street Pedestrian Mall. On March 20, 2023, the Castro Interim Pedestrian Mall Ad Hoc Subcommittee directed staff to identify place-making opportunities through the incorporation of art design treatments in public areas, such as the social eddies¹ and central walkway. While public art will be included in the permanent Pedestrian Mall project, the interim pedestrian mall can include some decorative street pavement treatments that would be temporary in nature. In accordance with Ad Hoc Subcommittee direction, staff is seeking feedback from the Visual Arts Committee on decorative pavement designs for the central walkway.

GUIDELINES FOR STREET TREATMENT CONCEPTS

The project consultant, Gehl Studio (Gehl), in coordination with staff, defined the below guidelines for the street treatment concept development.

The 16' wide street treatment will extend along Castro Street from California Street to West Evelyn Avenue, demarcating the central through zone and breezeway access (Figure 1). Gehl, in collaboration with City staff, developed the following six guidelines for the proposed street

¹ Social eddies are social seating, hang-out areas, and play spaces that are publicly accessible and free to use.

treatments: scale, visual impact, implementation ease, medium, durability and maintenance, and cost.

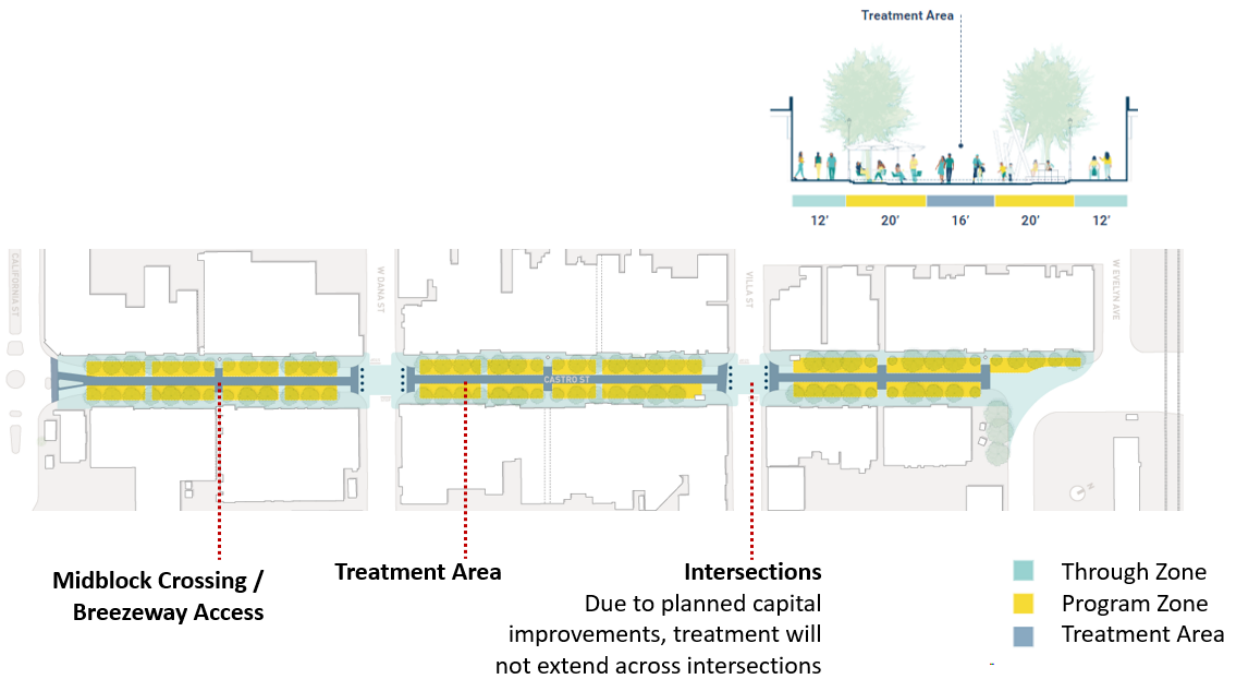


Figure 1: Castro Street Zones and Treatment Area

1. Scale

The scale and complexity of the street treatment have a direct impact on the implementation timeline, the cost, and the maintenance that follows. Full surface coverage requires more upkeep as wear and tear is more visible. More complex detailing takes longer to implement and, therefore, takes longer to reapply. Within a three- to five-year time span, reapplication will be needed.

Recommendation: Consider a partial treatment where asphalt still shows between the application. Consider a coverage percentage of about 50% of the street treatment area.

2. Visual Impact

The selected treatment should:

- Visually connect Castro Street across the 100 to 300 blocks through a unified design pattern or color;
- Represent the character of Mountain View through color, imagery, or wayfinding to the wider City; and

- Reinforce the functional and program plans by designating the spatial separation between the through zone and programming zone.

The visual impact will be dictated by the scale, colors, and details of the street treatment. Accordingly, treatments with high visual impact will come with higher implementation complexity and life-cycle costs.

Recommendation: Given the interim nature of the current phase of Pedestrian Mall improvements, staff recommends concepts that have high visual impact but are less complex to implement (such as having fewer colors and simple geometric shapes).

3. Implementation Ease

The ease of implementation will depend on the material chosen and the scale and complexity of the street treatment. Some material types will require multiple applications or contractor installation. The time and labor required for installation will increase with surface coverage and level of detail of the street treatment design. The implementation ease or complexity will also affect businesses operating outdoor patios, who may find they will have to shut down outdoor patio operations during application and maintenance.

Recommendation: Avoid a street treatment that requires an overlay of multiple colors and patterns as this will add implementation and maintenance complexity.

4. Material/Medium

The material or medium chosen will impact each of the other criteria and ultimately have the greatest impact on the street treatment. A few materials for consideration, along with a comparative cost of installation, include:

- Acrylic Asphalt Paint (Comparative Cost—\$): This material will wear faster and, therefore, require more frequent reapplication.
- Streetbond Water Based Pavement Coating (Comparative Cost—\$\$): This material will last longer, requires multi-step application, requires longer implementation time frame, can be power washed and requires less maintenance.
- Epoxy Gravel (Comparative Cost—\$\$\$): This material will last longer, requires multi-step application, can be power washed and may not require a reapplication (if less than three years).
- Preformed Thermoplastic (Comparative Cost—\$\$\$\$): This material will last longest and is the most expensive option. This has the lowest level of maintenance over time

but requires specialized contractor installation and a lead time for custom design development.

Recommendation: Given the interim nature of the current phase of Pedestrian Mall improvements, staff recommends using Acrylic Asphalt Paint that is easy to implement and maintain. Transitioning to Streetbond Water Based Pavement Coating could be considered in the future if the permanent Pedestrian Mall is delayed and this street treatment will be in place for several more years.

5. Durability and Maintenance

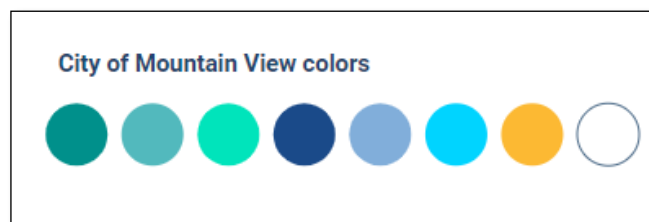
The durability and maintenance of the street treatment will be dictated by the medium chosen for the application. There is an inverse relationship between the upfront cost of the treatment material and the costs for maintenance across the life cycle of the project. There is some maintenance effort needed irrespective of the chosen material/medium.

6. Cost

The ultimate cost of the street treatment will be dictated by each of the other criteria, especially material/medium and scale.

ANALYSIS OF STREET TREATMENT CONCEPTS

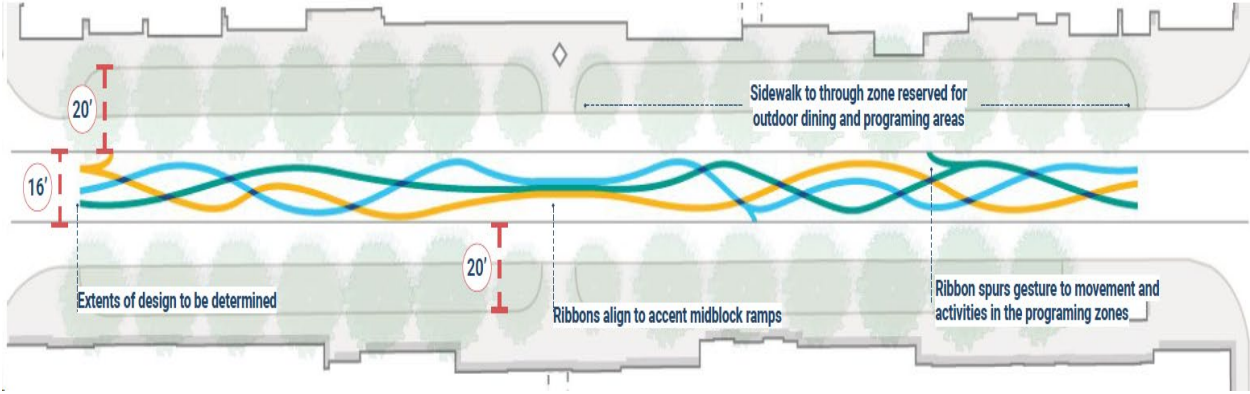
Gehl developed the following street treatment concepts based on the criteria presented above. The treatments show part of a block, with decorative treatments to be repeated throughout or with variation across the three blocks. All concepts use a subset of the color palette from the City's Brand Guidelines.²



² <https://www.mountainview.gov/whats-happening/city-newsroom/logo-guidelines>

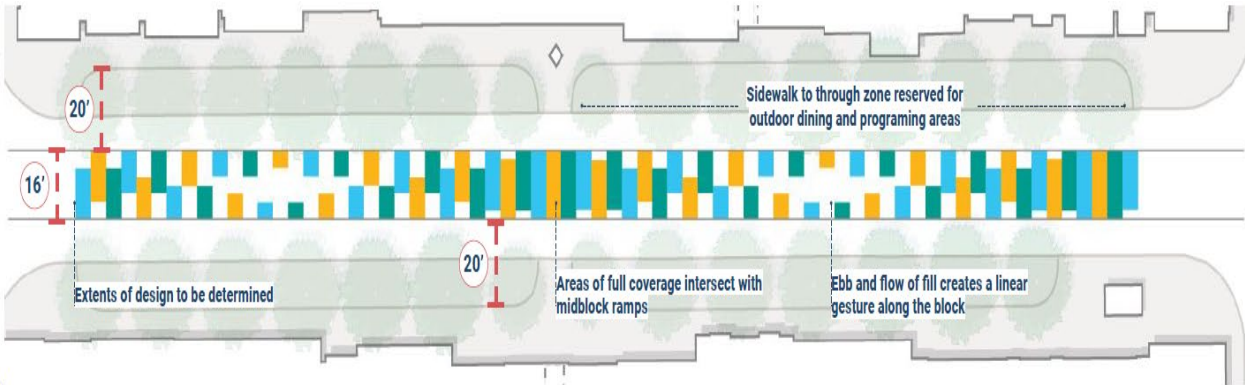
Concept 1: Ribbons

- Colors: Four—three primary colors and one accent color
- Coverage: Approximately 55%



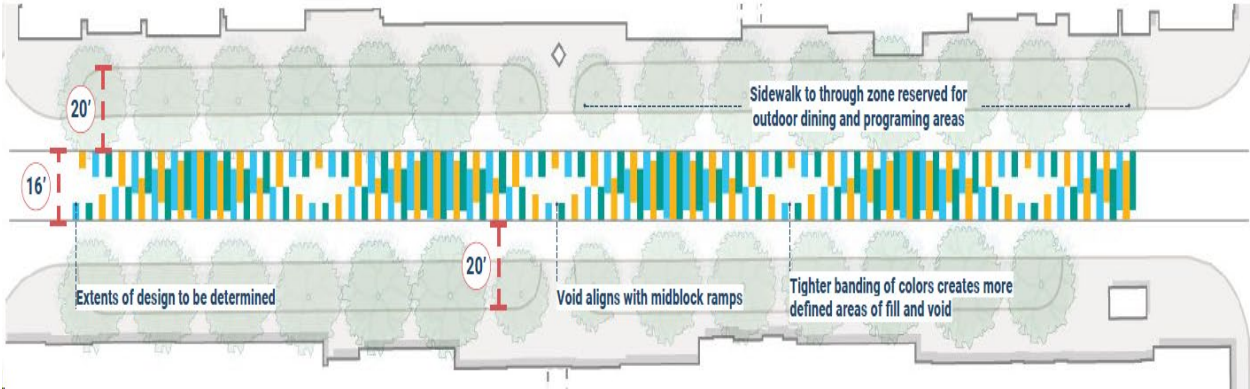
Concept 2A: Interlace

- Colors: Three rotating colors (possibility for more colors in odd numbered intervals)
- Coverage: Approximately 70%



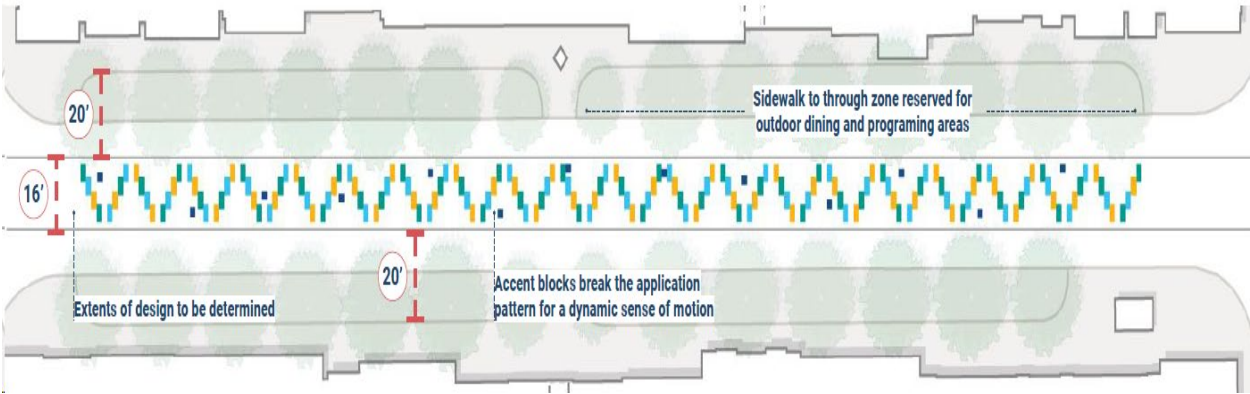
Concept 2B: Interlace—Small

- Colors: Three rotating colors (possibility for more colors in odd numbered intervals)
- Coverage: Approximately 70%



Concept 3: Hopscotch Helix

- Colors: Four—three primary and one accent color
- Coverage: Approximately 25%



NEXT STEPS:

The next steps of this project are:

- Present the concepts to Council Transportation Committee (CTC) on January 30, 2024;
- Develop cost estimate for the preferred concept, based on feedback from VAC and CTC;
- Present to City Council for approval (meeting date to be decided).

Questions for the Committee:

- What is the preferred street treatment concept?
- Does the committee have feedback on the colors?

~~AB-DSC/KH/4/CDD~~

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Attachment: 1. Street Treatment Concepts

Street Treatments for Castro Street 100-300 Blocks

Mountain View | CA

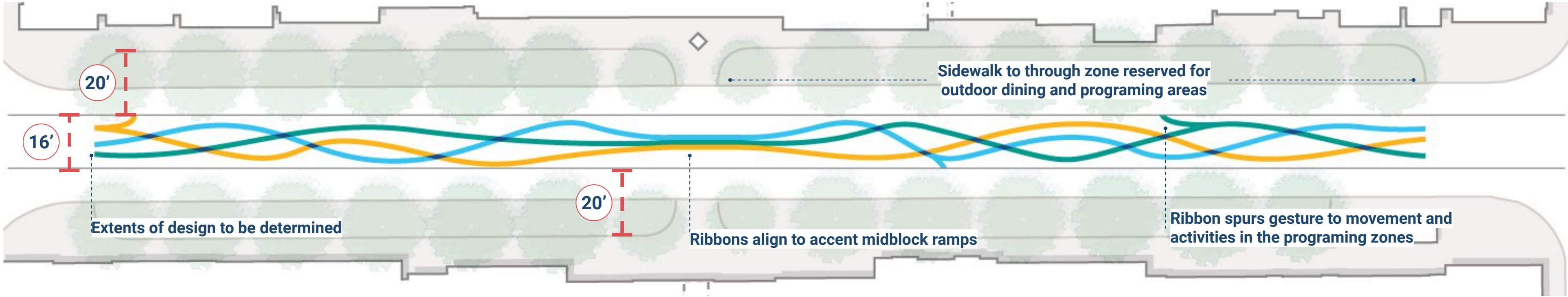
Winter 2023



Gehl

Concept 1: Ribbons

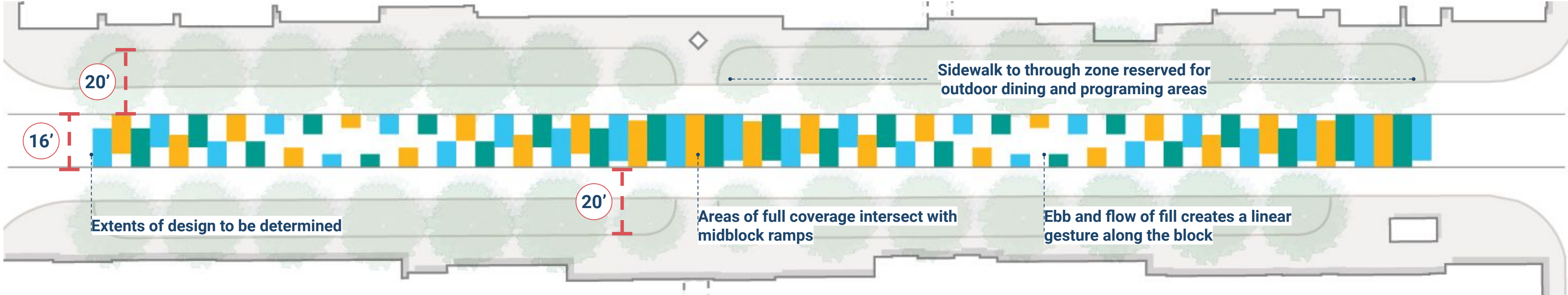
Colors: Four. Three primary and one accent
Coverage: Approximately 55%



Concept 2A: Interlace

Colors: Three rotating colors. Possibility for more colors in odd numbered intervals

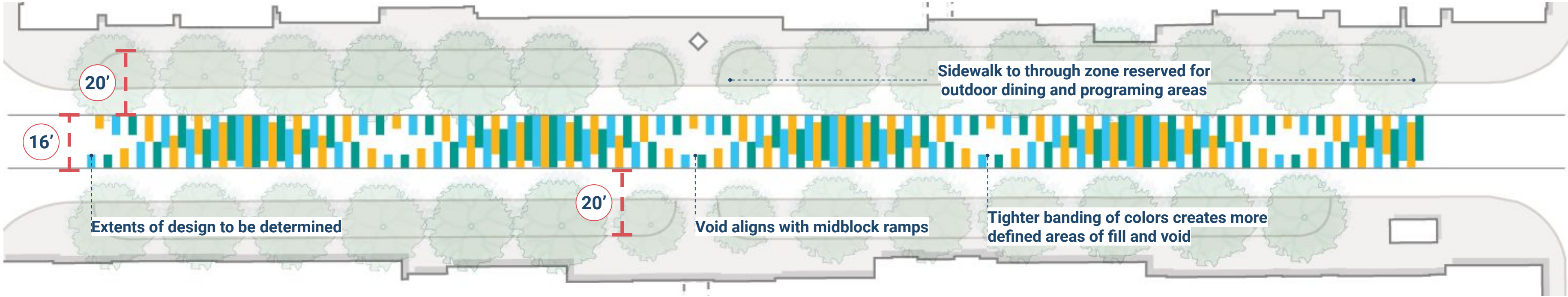
Coverage: Approximately 70%



Concept 2B: Interlace-Small

Colors: Three rotating colors. Possibility for more colors in odd numbered intervals

Coverage: Approximately 70%



Concept 3: Hopscotch Helix

Colors: Four. Three primary and one accent
Coverage: Approximately 25%

