

**DATE:** May 20, 2024

**TO:** City Council

**FROM:** Edward Arango, Acting Public Works Director  
Dawn S. Cameron, Acting Assistant City Manager/  
Community Development Director

**VIA:** Kimbra McCarthy, City Manager

**SUBJECT:** Interim Castro Street Pedestrian Mall Central Walkway and Bollard Treatments

**PURPOSE**

The purpose of this memo is to inform the City Council about the upcoming central walkway and bollard improvements for the Interim Castro Street 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 (Figure 1). On March 20, 2023, the Interim Castro Pedestrian Mall Ad Hoc Subcommittee directed staff to identify placemaking opportunities by incorporating decorative design treatments in public areas, such as the social zones<sup>1</sup> and the central walkway. While public art will be included in the permanent Castro Pedestrian Mall project, the interim mall will include some decorative pavement and art treatments that would be temporary in nature. The Ad Hoc Subcommittee also directed staff to receive feedback from the Visual Arts Committee (VAC) on decorative pavement designs for the central walkway.

The cross-section along the 100-300 blocks includes program and through zones (Figure 2). The program zones are designated spaces for the businesses' outdoor patio areas and public social zones. The variety of programming and engagement opportunities in the program zones will help attract visitors to spend time downtown, thus promoting a sense of community and increasing foot traffic for downtown businesses. The through zone facilitates safe and comfortable pedestrian access along and across Castro Street within the pedestrian mall blocks via sidewalks, central walkway, and crossings at mid- and end blocks. The proposed decorative treatment is

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<sup>1</sup> Social zones are publicly accessible seating, hang-out areas, and play spaces that are maintained by the City.

planned along the 16' wide central walkway that extends along Castro Street from California Street to West Evelyn Avenue.



Figure 1: Castro Pedestrian Mall Boundaries

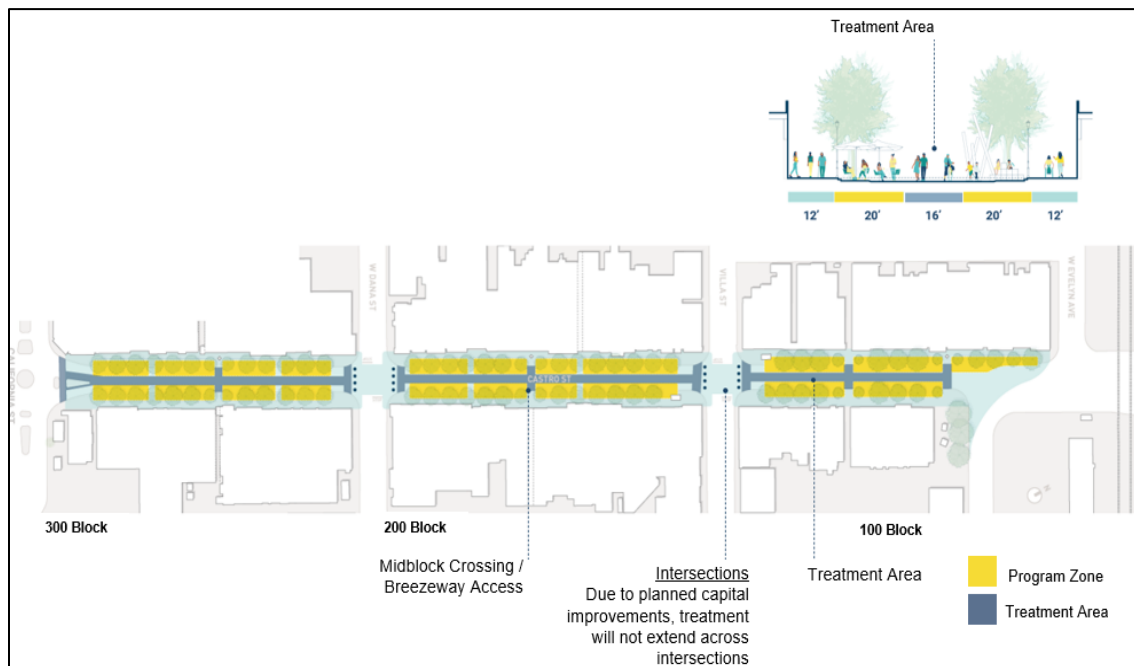


Figure 2: Castro Street Zones and Treatment Area

## **CENTRAL WALKWAY TREATMENT**

The project consultant, Gehl, developed four central walkway street treatment concepts that were presented to the VAC on [January 17, 2024](#) and the Council Transportation Committee (CTC) on [January 30, 2024](#). All concepts use a subset of the color palette from the City's Brand Guidelines.<sup>2</sup> The general feedback from both committees was supportive of adding street treatments to the central walkway and the color scheme proposed for the concepts.

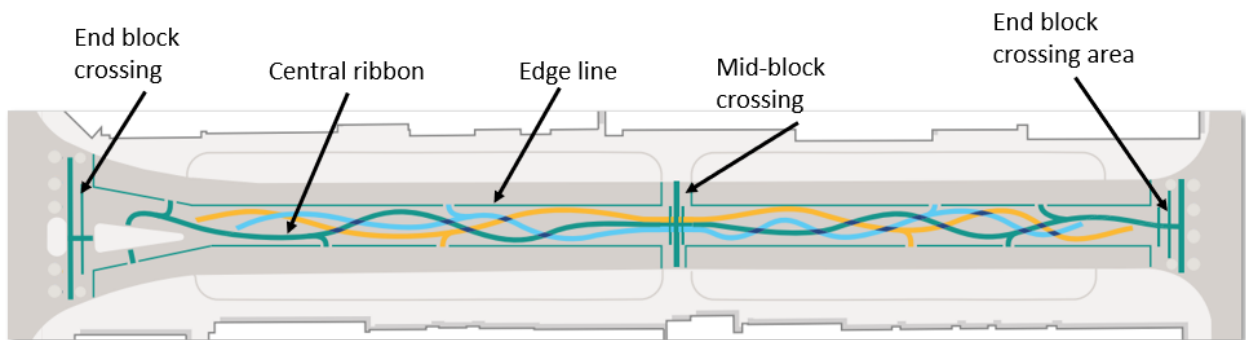
Both committees recommended proceeding with the "Ribbons" concept with more coverage by expanding the ribbon widths. In addition to the recommendation on the preferred concept and color scheme, the VAC discussed the material of the treatment and preferred a material that could withstand power washing and other regular maintenance efforts. The CTC recommended that staff update the Ribbons concept renderings to reflect current conditions on the pedestrian mall showing the outdoor patios.

The revised concept includes the following features in response to feedback received from the VAC and CTC. Figure 3 depicts the revised concept for the 300 block. The concept for all three blocks is included in Attachment 1 to this memo.

- Increased ground coverage of the treatment by expanding ribbon width;
- Added central walkway edge lines to help further define the designated walkway area;
- Added striping at mid-block and end-of-block crossings to better highlight cross traffic; and
- Provided each block with a designated dominant color to help with wayfinding and block character. This dominant color defines the color of each blocks' central ribbon, edge lines, and striping at crossing areas.

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



**Figure 3: Revised Ribbons Concept (300 Block)**

Staff developed cost estimates for different treatment materials that includes cost for installation and ongoing maintenance over a 10-year period (Table 1).

**Table 1: Street Treatment Materials for Revised Ribbons Concept  
10-Year Life-Cycle Cost**

	Acrylic Asphalt Paint	Water-Based Pavement Coating	Epoxy Gravel	Preformed Thermoplastic
Initial Application	\$40,000	\$110,000	\$160,000	\$360,000
Reapplication Cost	\$140,000 <sup>a,b</sup>	-0 <sup>c</sup>	-0 <sup>c</sup>	-0 <sup>c</sup>
<b>Subtotal</b>	<b>\$180,000</b>	<b>\$110,000</b>	<b>\$160,000</b>	<b>\$360,000</b>
Contingency (~10% of subtotal)	\$18,000	\$11,000	\$16,000	\$36,000
<b>Life Cycle Cost Total</b>	<b>\$198,000</b>	<b>\$121,000</b>	<b>\$176,000</b>	<b>\$396,000</b>

<sup>a</sup> 3% inflation per year is assumed.

<sup>b</sup> Paint reapplication is assumed every year.

<sup>c</sup> Reapplication not required within 10-year period; therefore, reapplication cost is -0-.

Staff initially recommended using acrylic asphalt paint for ease of implementation and to provide an opportunity to have the design in place for a time before committing to a more expensive and longer-term medium. However, as shown in Table 1, while the initial cost of installation for water-based pavement coating is higher than the acrylic asphalt paint option, the life-cycle cost of the acrylic asphalt paint option is higher. The real-world application of water-based pavement coating material has shown it can last up to 10 years without the need for reapplication. Additionally, water-based pavement coating is more durable and sustains regular power washing compared to the paint option. **Based on this information, staff plans to use water-based pavement coating material for the central walkway treatment for an estimated cost of \$121,000.**

This project will be funded by Castro Interim Improvements, Project 23-49.



## **BOLLARDS**

The Castro Street Pedestrian Mall intersections at Evelyn Avenue, Villa Street, Dana Street, and California Street are open for through traffic movements to cross Castro Street. To restrict vehicle access into the pedestrian mall blocks and for pedestrian safety, spherical concrete bollards were added at these intersections.

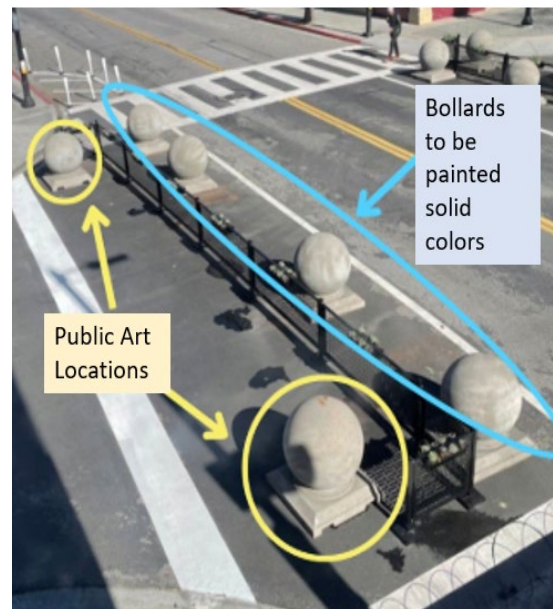


**Figure 4: Castro Street Bollard Locations<sup>3</sup>**

There are six bollards located on each side of the intersection, four of which face the traffic side of the intersection and two face the pedestrian mall (Figure 5).

The bollards facing the traffic side at each intersection will be painted in white and in solid colors to match the central walkway decorative street treatment colors. A sample set of bollards at the Castro Street/Villa Street intersection were painted the last week of April. The remaining 22 street-side bollards will be painted in the next three weeks, and each intersection will use white and two of the four colors for the bollards. The estimated cost for painting these bollards is \$12,000.

The bollards facing the pedestrian mall side will initially be painted white. The VAC approved a “Call for Artists” to paint the white bollards at their [May 8, 2024](#) meeting. The total budget for the public art for the 12 pedestrian mall side bollards is \$9,000. This effort will be funded by Castro Interim Improvements, Project 23-49.



**Figure 5: Bollard Painting Concept**

<sup>3</sup> Water barrels at the Evelyn Avenue location will be replaced by bollards in May/June 2024.

## **NEXT STEPS**

The application of the central walkway street treatment will be put out to bid in June with implementation in late summer 2024. Applying the water-based coating will require closing sections of the pedestrian mall central walkway for a day or two, but the work can be phased to avoid closing all blocks at once and will not require clearing the street of all business furnishings. Staff will keep the business community informed and provide them with advanced notice of any anticipated construction impacts.

The street-side bollards will be painted in the next three weeks. It is anticipated that the art installations on the pedestrian mall side bollards will occur in August or September 2024.

If you have any questions or wish to discuss the plans for the central walkway and bollard treatments, please contact Dawn S. Cameron, Acting Assistant City Manager/Community Development Director.

~~EA-DSC/AB/6/PWK~~

~~903-05-20-24M~~

Attachment: 1. Central Walkway Street Treatments Concepts and Renderings

cc: ACM—Ramberg, EVM, PCE—Gonzalez, TP—Bodduna