

PROJECT

GATEWAY PARK REVITALIZATION PROJECT

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DATE

JAN. 24, 2022

AUDIENCE

MOUNTAIN VIEW CITY COUNCIL & COMMUNITY



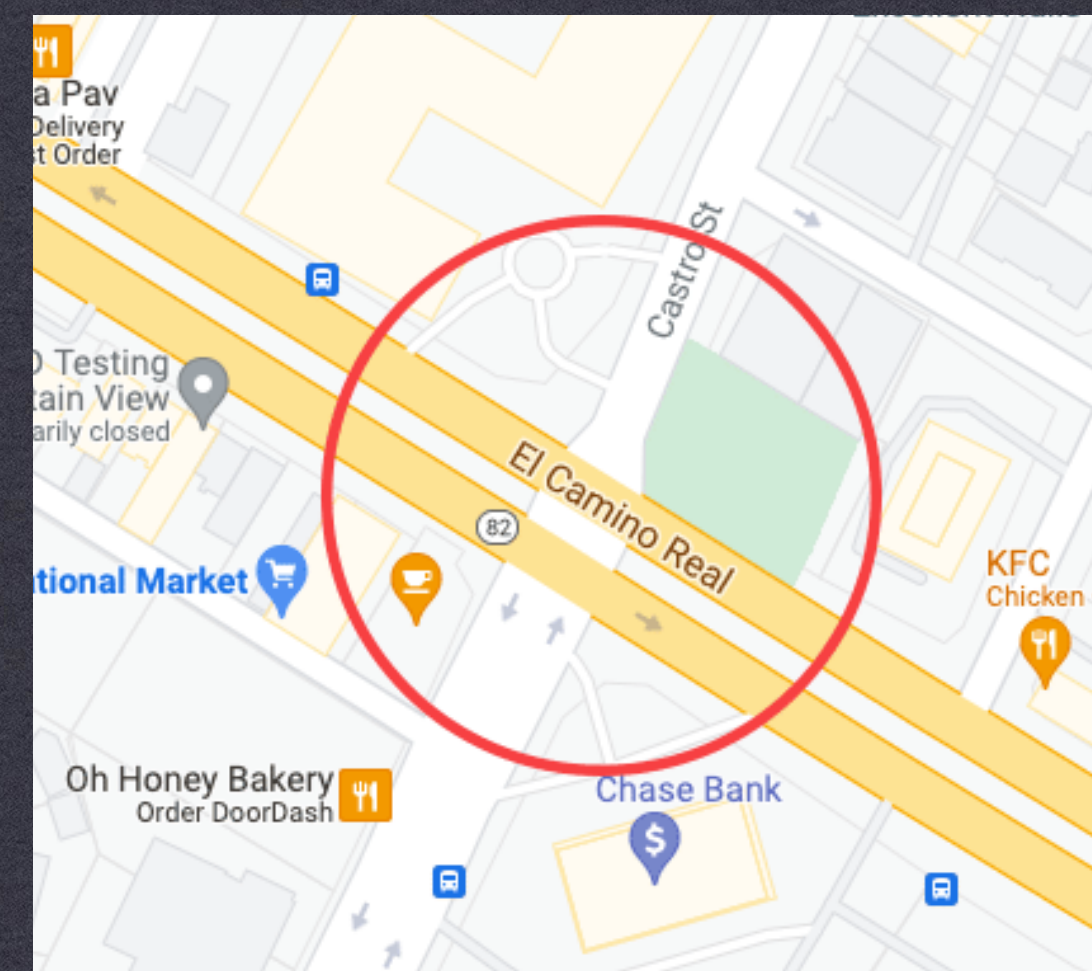
OPPORTUNITY

- * Revitalize Gateway Park to be *the true gateway* that Mountain View's community wants, needs, and deserves.
- * A magnetic destination that people want to visit, engage, and *remember* in pictures.
- * A park that reflects the gateway and heart of Mountain View and the *rich diversity in its people and history*, from orchards that fed America to Silicon Valley that *changed the world*.



BRIEF HISTORY

- * **1849** - the original Mountain View town center was a stage coach stop with shops and a hotel near El Camino and Grant Road.
- * **1920 to 1964** - the community creates a *Mountain View sign* to lure travelers from El Camino to the *new downtown* on Castro Street... *It worked!*
- * El Camino/Castro Intersection, historically and currently, has **expanded setbacks** by urban design to make it a *center*.
- * Today, Gateway Park is regularly coveted by developers, and its “Gatewayness” is lost and neglected. It needs to be *revitalized*, ahead of the developments planned in the surrounding area, which will try to absorb or influence the **signature effect and benefits** of Gateway Park.

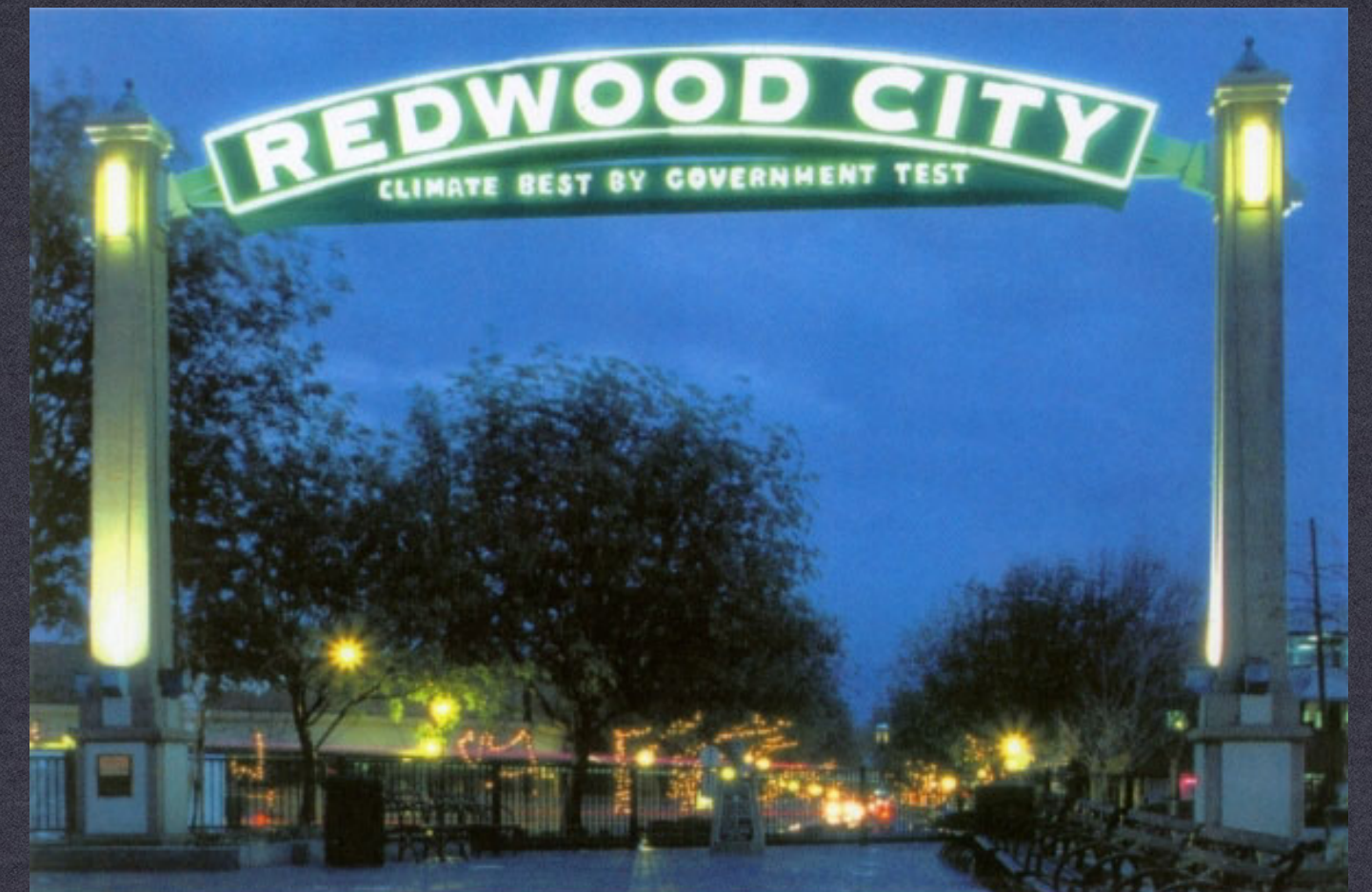




REVITALIZE

Make Gateway Park a True Gateway!

- * Neighboring cities such as **Sunnyvale** and **Redwood City** have modern gateways of note.
- * A new **well-designed sign** that reflects our historic past and bright future, such as:
 - * MOUNTAIN VIEW
a small town with a big heart
- * A redesign of the center of the park to have an invitingly **attractive artwork feature**.
- * A level grade to make the space inviting.
- * Survey the existing site, if one does not exist.
- * Create a **creative brief** of what the new site is to be that city council & community supports.
- * Appoint a **Gateway Park Revitalization Director** to ensure the project moves forward and stays on course to deliver the best possible achievement in world-class design, aesthetic, and execution, within a reasonable budget.



CALL TO ACTION

* Communicate Gateway Park Revitalization to:

- * City Council Members
- * City Manager
- * City Staff
- * Community Leaders

And determine the best way forward to initiate this project.

Respectfully submitted by Roberto Miller, Mountain View resident, filmmaker, and years-long advocate for Gateway Park's revitalization, roberto@puregrain.com

