

CORSO PUBLIC ART

Request for Qualifications



Project: Corso Public Art

Development: Corso – 100% Affordable Housing

Location: 424 Bryant Street, Mountain View, California

Issued By: Mountain View Lot 12 Housing Partners, L.P. (Related California and Alta Housing)

Issue Date: July 27, 2026

Request for Qualifications (RFQ) Submission Deadline: August 24, 2026

I. RFQ PURPOSE

The Project Sponsor, Alta Housing ("Alta") and Related California ("Related"), requests qualifications (RFQ) from artists interested in providing a public art component for Corso, a 100% affordable housing development at 424 Bryant Street (the "Project") in Mountain View. The Project Sponsor intends the public art to incorporate community-specific and culturally significant elements, fostering a sense of belonging and connection to the neighborhood from the outset.

II. CORSO PUBLIC ART GOAL

The Project has developed a plan to create a meaningful implementation of community-inspired artwork that complements the warm, hopeful, and active themes of the Project and fosters a sense of place that strengthens the connection of the Project and its residents with the surrounding neighborhood.

III. CORSO DESCRIPTION

Corso, formerly Mountain View Lot 12, is a new 100% affordable housing development on 1.5 acres of City-owned land. Following a competitive public RFP process, Mountain View City Council selected Alta Housing ("Alta") and Related California ("Related") to design and co-develop the site in collaboration with the City of Mountain View.

Mountain View Lot 12 is comprised of 120 units, including 18 studios, 41 one-bedroom, 30 two-bedroom, and 30 three-bedroom units with 20 homes reserved for Rapid Re-housing, 10 for designated for Permanent Supportive Housing, and 15 allocated for households with at least one resident with intellectual or developmental disabilities.

Located at 424 Bryant Street in downtown Mountain View near City Hall, the Mountain View Center for Performing Arts, the Public Library, and the downtown retail corridor, the site advances the City's commitment to expanding affordable housing on publicly owned land and provides residents convenient access to civic, cultural, and retail amenities. Mountain View Lot 12 will benefit from its close proximity to transit, restaurants, and civic amenities representing ongoing local efforts to address housing affordability in the context of continued economic growth.

The contemporary building design includes resident amenities, supportive services, and open spaces. The ground floor will feature a lobby and leasing office, supportive services offices, multipurpose space, a publicly accessible midblock pedestrian passageway, bicycle parking, and a residential garage. Additional amenities include a second-level courtyard, community and multipurpose rooms, a teen room, bike lounge and parking, laundry facilities, car parking, and a service office. A landscaped midblock garden connects outdoor spaces and improves pedestrian access.

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The Project's modern architectural design reinforces this transition. Its distinctly residential character creates a welcoming environment for residents while providing an appropriate neighborhood transition from the more commercial development along Bryant and Castro Streets to the lower-scale residential area to the west. The design incorporates natural and modern finishes in warm tones. Renderings and elevations of the Project are included on the following pages for additional context.

IV. CORSO NAME AND BRANDING

The project has been named "Corso" to emphasize its physical location along a new mid-block passageway and the community's place as warm, hopeful, active, affordable housing in Mountain View. The development signals the City's prioritization of providing homes for residents of all income levels. A name and signage design system has been created for the development and should be considered by the artist(s) when conceptualizing and creating artwork. Please see Exhibits B and C for more information)

V. PROJECT TEAM

The Project Sponsor is responsible for the design, construction, long-term ownership, and management of Corso. The Project Sponsor has engaged an Art Consultant to manage the Corso Public Art project and will be the main point of contact.

Related California: Project Sponsor

Since 1989, Related has undertaken a range of transformational projects across California, from the redevelopment of obsolete public housing into quality affordable housing and mixed-income developments to best-in-class high-rise residential developments. Related's portfolio encompasses family, senior, and intergenerational housing as well as commercial and mixed-use retail developments, all driven by excellent design standards and an unwavering commitment to creating exceptional spaces.

<http://www.relatedcalifornia.com>

Alta Housing: Project Sponsor

Alta Housing is a community-based nonprofit that develops, owns, and manages high-quality affordable housing in Silicon Valley, guided by its mission to provide and maintain homes where individuals and families can thrive. Founded in 1969 to create inclusive, affordable communities and prevent displacement of seniors and vulnerable residents, Alta Housing now owns and manages 26 communities with more than 1,000 homes across San Mateo and Santa Clara Counties, and remains committed to long-term stewardship, financial stability, and vibrant resident communities.

<https://altahousing.org>

Argus: Art Consultant

Argus is a place branding and environmental graphic design firm dedicated to creating meaningful identities that strengthen connections and enhance everyday experiences. Founded in 1996 and rooted in brand strategy, our work integrates branding and the built environment to shape how people experience places, helping transform spaces into environments that inspire, support, and improve lives.

<https://thisisargus.com>

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VI. PROPOSED PUBLIC ARTWORK LOCATIONS

The Project Sponsors and Art Consultant have identified two prominent locations where public art can benefit residents and the broader community (See Exhibit A). Artwork will be implemented in at least one of these locations, with both possible depending on artist proposals and budget.

The first location is the prominent corner at Bryant and California Street, which includes active ground-floor multipurpose rooms and an adjacent public courtyard designed for resident programs and occasional community events. A sculptural element within the courtyard is envisioned to reinforce the space as a place of gathering and identity.

The second location is the midblock passageway along the western edge of the Project, a publicly accessible pedestrian connection between California and Bryant Streets. Designed as a calm, landscaped respite, this space offers an opportunity for murals, wall-mounted artwork, or creative signage to add visual interest and character. The Project Sponsors welcome a range of creative approaches for this location. See Exhibit A for more information.

Recognition of Artists.

An ADA compliant plaque identifying the creator, name (if any), and installation date of the public artwork(s) shall be placed within view of the artworks at the same time as installation.

VII. PUBLIC ART PROCESS SCHEDULE

The public art conceptualization, creation, and installation schedule is as follows:

July 27, 2026	The Project Sponsors issue the RFQ.
Aug 24, 2026	The Project Sponsors, Art Consultant, and The City of Mountain View's Visual Arts Committee (VAC) representative review RFQ responses and determine a shortlist of artists for invitation for the RFP phase of the project.
Sept 2026	RFP is issued to a select group of artists inviting them to submit proposed artworks for consideration.
Oct 2026	The Project Sponsors and Art Consultant host public focus group sessions to gather community input.
Oct 2026	The Project Sponsors, Art Consultant, and VAC representative make a final selection of artist(s)/artwork(s).
Nov 2026	The Project Sponsors, Art Consultant, and Artist(s) present the final proposed artwork(s) to the Visual Arts Committee (VAC) for approval.
Dec 2026	The artwork plans are submitted to the Planning Department for permit approval.
May 2027	The final artworks are submitted for fabrication.
By Nov 2027	The final artworks are installed prior to end of Project construction.

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VIII. PUBLIC ART BUDGET

The total public art budget is a fixed allocation of \$75,000 for up to two installations determined by benchmarking similar comparable projects' combined artists fees, fabrication, and installation costs in the region while also aligning with the Project's overall scale, quality, and design. This budget reflects the Project Sponsor's commitment to commissioning multiple artworks and potential additional costs.

IX. SUBMITTAL CONTACT

Art Consultant contact information and points of contact for this RFQ are:

Jeff Breidenbach, Principal

Argus

jeff@thisisargus.com

Stephanie Wade, Principal

Argus

Stephanie@thisisargus.com

X. ARTIST CANDIDATE SELECTION PROCESS

The Public Art Plan uses a community-centered process to ensure selected artworks reflect local culture and values. After City approval of the Plan, the Project Sponsors and Art Consultant issue this RFQ to local artists, including those on the VAC Artist Registry. Submissions will be reviewed by the Project Sponsors, Art Consultant, and a VAC Ad Hoc Committee to shortlist artists based on experience, capacity, and relevance to the Project.

Shortlisted artists will be invited to submit proposals through a RFP process. The same review group will evaluate proposals for alignment with the Public Art Plan, budget, and feasibility.

The Project Sponsors and Art Consultant will then host one or two public focus groups, potentially including the Mountain View Youth Advisory Committee, to gather community feedback on the proposed artworks. This input will inform the final artist, artwork selection, and artwork development.

Following selection, the Project Sponsors and Art Consultant will work with the artist(s) to refine the design for fabrication and installation. The final proposal will be presented to the VAC for approval, after which the Project Sponsor and Art Consultant will obtain required Planning Department permits prior to fabrication and installation.

The RFQ response does not require that the artists produce and include any new artworks. New work created by artists is deferred artists selected for and during the RFP stage.

XI. CITY REQUIREMENTS & COMPLIANCE

Per the Project's Conditions of Approval, a Public Art Plan must be submitted and approved as part of the building permit process.

The Plan will outline the artist and artwork selection process and timeline, and include an updated site plan identifying proposed art locations and types. The process will also include City review and approval of the selected artist(s) and artwork or concepts, confirmation of artist commitment to the project and schedule, and submission of final design details for any art integrated into the architecture or site, including related landscaping.

Installation of the selected artwork(s) will be approved under a separate deferred permit and must be completed by late 2027, prior to issuance of a Certificate of Occupancy scheduled for February, 2028.

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XII. RFQ RESPONSE REQUIREMENTS

To submit a Round 1 response, respondents must compile all required information into one Adobe PDF file and email the file as an attachment or link to the Points of Contact no later than the RFP Round 1 Response Deadline. Respondents shall receive confirmation of receipt within 24 hours of the Round 1 deadline.

Proposals should be prepared simply and economically, providing a straightforward and concise description of the information requested below. Emphasis should be on completeness and clarity of content. The Project Sponsor or their affiliates are not responsible for any expenses related to the preparation or presentation of responses. Please adhere to page limitations (counted as one-sided).

RFQ response shall include the following:

A. Artist Information

1. Artist or Artist Team Cover Letter (2 pages max)
2. Name(s) and resume(s) of artist or artist team
3. Name, email, and phone number of key point-of-contact
4. Describe past experience producing public art, including ability to collaborate with architects or other consultants and maintain budget and schedule. Please highlight outdoor Mountain View/South Bay examples, including any public art related to affordable housing. Be sure to highlight any experience working in compliance with the VAC. Previous experience with the VAC is not required.
5. Three references (contact name, title, company, relation to Artist or Artist Team, phone number, and email). Ensure contact information provided is current.

B. Relevant Examples (6 pages max)

1. Provide information on at least three relevant artworks (completed or in progress). Public art examples encouraged
2. Artwork name and location
3. Date of completion, past or future
4. Images of completed work
5. Medium and Materials. If the medium/materials are not appropriate to that of exterior public art, please note how the artwork could have been translated to an appropriate medium, e.g. if the medium is papercutting, note that the work could be translated into laser cut metal or a stencil.
6. Brief description of artwork, including any important details related to design, fabrication, schedule, or installation, and how the piece supported project/community theme(s).
7. Total cost

All responses submitted prior to the deadline that meet the format requirements will be reviewed by the Project Sponsor and an Art Consultant. Submittals will be reviewed for the following criteria:

- The artist's past experience producing public art, including any San Francisco and Bay Area experience and experience producing public art as a component of an affordable housing project.;
- The artist's past experience maintaining a schedule and budget
- Appropriateness of the artist's typical medium and, if not, whether that medium may be translated to an appropriate medium that can be successfully implemented and easily maintained over time.

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Though not required, the Project Sponsor encourages artists from the local community.

Following review as described in the selection process of all responses, the Project Sponsor will select the top 3-5 finalists who will be invited to participate in Round 2 by preparing a concept design.

XIII. GROUNDS FOR REJECTION

The Project Sponsor reserves the right to reject any or all submissions for just cause and to waive any informalities in the submission process if it is deemed to be in the best interest of the development, the development team, and/or any other entity involved in the Project.

Project Sponsor reserves the right to reject any submission for one or more of the following or other reasons:

1. Submission does not contain all information required in the RFQ
2. Submission not received by the required the deadline
3. Artist is not selected by the project team for RFP submission
4. Artist not selected for art creation at Corso by the Project Sponsor

XIV. TERMS & CONDITIONS

In submitting a response to this RFP, applicant acknowledges that:

1. Applicant has read and understands all terms and conditions set forth in this RFQ, including attachments to the RFQ.
2. Project Sponsor reserves the right to revise any terms and/or conditions set forth in this RFQ and/or add any terms and/or conditions beyond those set forth in the RFQ.
3. The progress of this project is subject to further feasibility analysis. As such, Project Sponsor reserves the right to terminate this contract or place the project on hold indefinitely.
4. Project Sponsor reserves the right, at its sole discretion, to alter the Scope of Work for the selected consultants.

XV. EXHIBITS

Please see the following pages for Exhibits for additional information and context:

A: Corso VAC Art Presentation including ground floor plans and renderings

B: Corso brand blueprint

C: Corso identity and signage design package

EXHIBIT 1

MOUNTAIN VIEW LOT 12 AT 424 BRYANT STREET





Collaborative partnership between the City of Mountain View, Alta Housing, and Related California to deliver affordable housing





EXPERIENCE DELIVERING QUALITY DESIGN IN
SOUTH BAY NEIGHBORHOODS





PUBLIC ART THAT
ENHANCES DESIGN
AND PROVIDES A
LASTING ASSET TO
THE COMMUNITY

PROJECT OVERVIEW

5 Stories

120 Affordable Apartments

Timeline:

- Formal construction start in Jan/Feb 2026
- Building opens Feb 2028





THOUGHTFUL BRANDING AND ART INTEGRATION BY ARGUS



PROJECT BRANDING INFORMED BY DESIGN

Warm

Welcoming residents with comfortable, modern homes, thoughtful amenities, and lively shared spaces that foster an open, friendly community

Hopeful

Providing individuals and families a well-resourced home with opportunities that can spark generational change

Active

Connecting residents to Mountain View's amenities and lifestyle, supporting comfort, health, and vibrancy in a dynamic area

PROJECT BRANDING INFORMED BY DESIGN



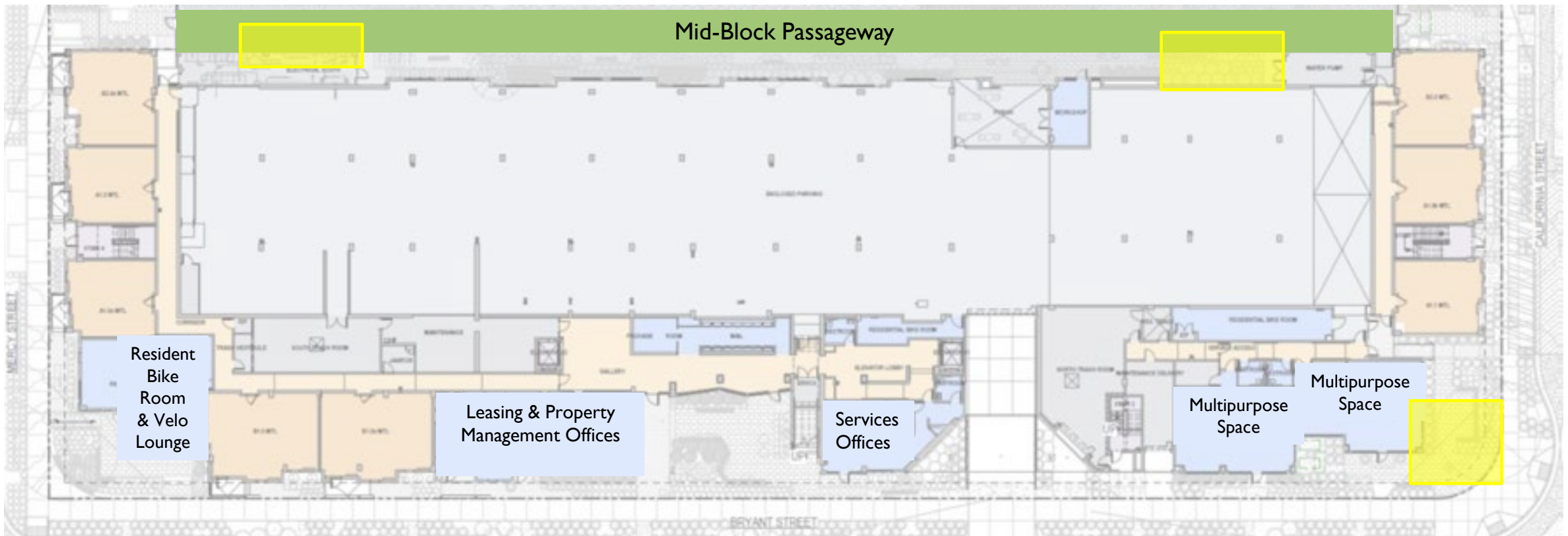
PUBLIC ART PLAN

GOAL

Create a meaningful opportunity to implement community-inspired artwork that complements the warm, hopeful, and active themes of the Project and fosters a sense of place that strengthens the connection of the Project and its residents with the surrounding neighborhood

PUBLIC ART PLAN

PROPOSED ARTWORK LOCATIONS



PUBLIC ART PLAN

PROPOSED ARTWORK LOCATIONS – BRYANT & CALIFORNIA STREET



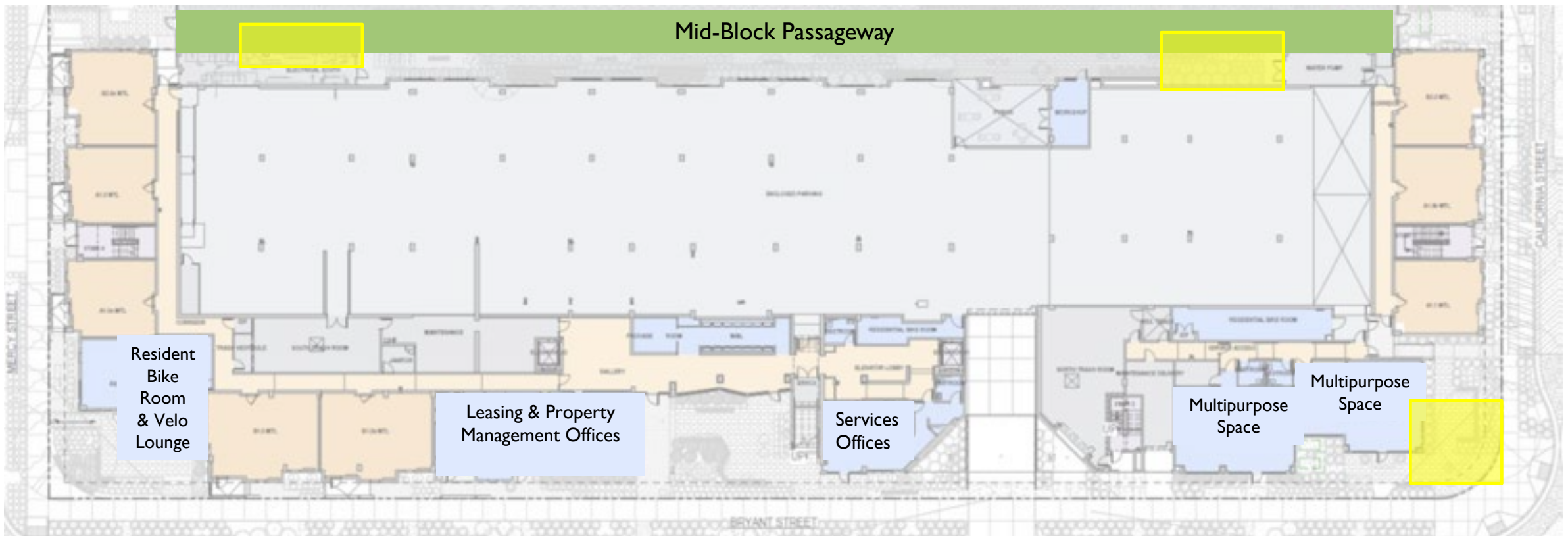
PUBLIC ART PLAN

PROPOSED ARTWORK LOCATIONS – BRYANT & CALIFORNIA STREET



PUBLIC ART PLAN

PROPOSED ARTWORK LOCATIONS



PUBLIC ART PLAN

PROPOSED ARTWORK LOCATIONS – MID-BLOCK PASSAGEWAY



PUBLIC ART PLAN

PROPOSED ARTWORK LOCATIONS – MID-BLOCK PASSAGEWAY EXAMPLE



PUBLIC ART PLAN *SELECTION PROCESS*



COMMUNITY-CENTERED APPROACH



CO-LED BY THE DEVELOPMENT TEAM
AND ART CONSULTANT WITH INPUT
FROM THE VAC AT KEY MILESTONES

PUBLIC ART PLAN

SELECTION PROCESS & PROPOSED TIMELINE

In 2026

- Issue RFQ
- Review RFQ responses and determine a shortlist
- Issue RFP to shortlist
- Host focus group sessions to gather community input
- Select final artist(s)/artwork(s)
- Present final proposed artwork(s) to VAC for approval
- Submit artwork permits to Planning Department for permit approval.

Early 2027

- Submit final artwork(s) for fabrication.

Early 2028

- Install final artworks prior to end of Project construction.

QUESTIONS?





THANK YOU



Brand Blueprint



EXHIBIT 2

This Brand Narrative provides recommendations and guidance for MVL12 branding. It will inform Argus' scope of work and help ensure a strong connection with stakeholders.

The Brand Blueprint serves three key functions:

1

To define authentic and distinct MVL12 brand narrative attributes that, together, engage stakeholders, connect them to the property, and support a sense of place

2

To illustrate how the MVL12 brand is to be applied to help create a distinct and engaging experience that ties to the community

3

To confirm and describe specific brand applications that will strengthen and sustain connections between stakeholders and MVL12

Our objective is to develop and implement branding that captures the essence of the Mountain View Lot 12 (MVL12) development to identify the property and guide residents and visitors to and through it. Ultimately, we aim to provide a sense of place that enhances a feeling of warmth and comfort at this unique and dignified home that will be a critically transformational part of the Mountain View community.

Successful branding at MVL12 will strengthen a connection with residents, visitors and neighbors while supporting the development's role as a valuable member of the Mountain View community.

Development Overview

Mountain View Lot 12 (MVL12) will provide 120 affordable family units on a site adjacent to Mountain View City Hall, the Library, and the Center for the Performing Arts. It is within walking distance of a variety of retail shops, restaurants, and parks.

25 units are designated for individuals and families at risk of or long-term homelessness (20), and individuals with developmental disabilities (15).

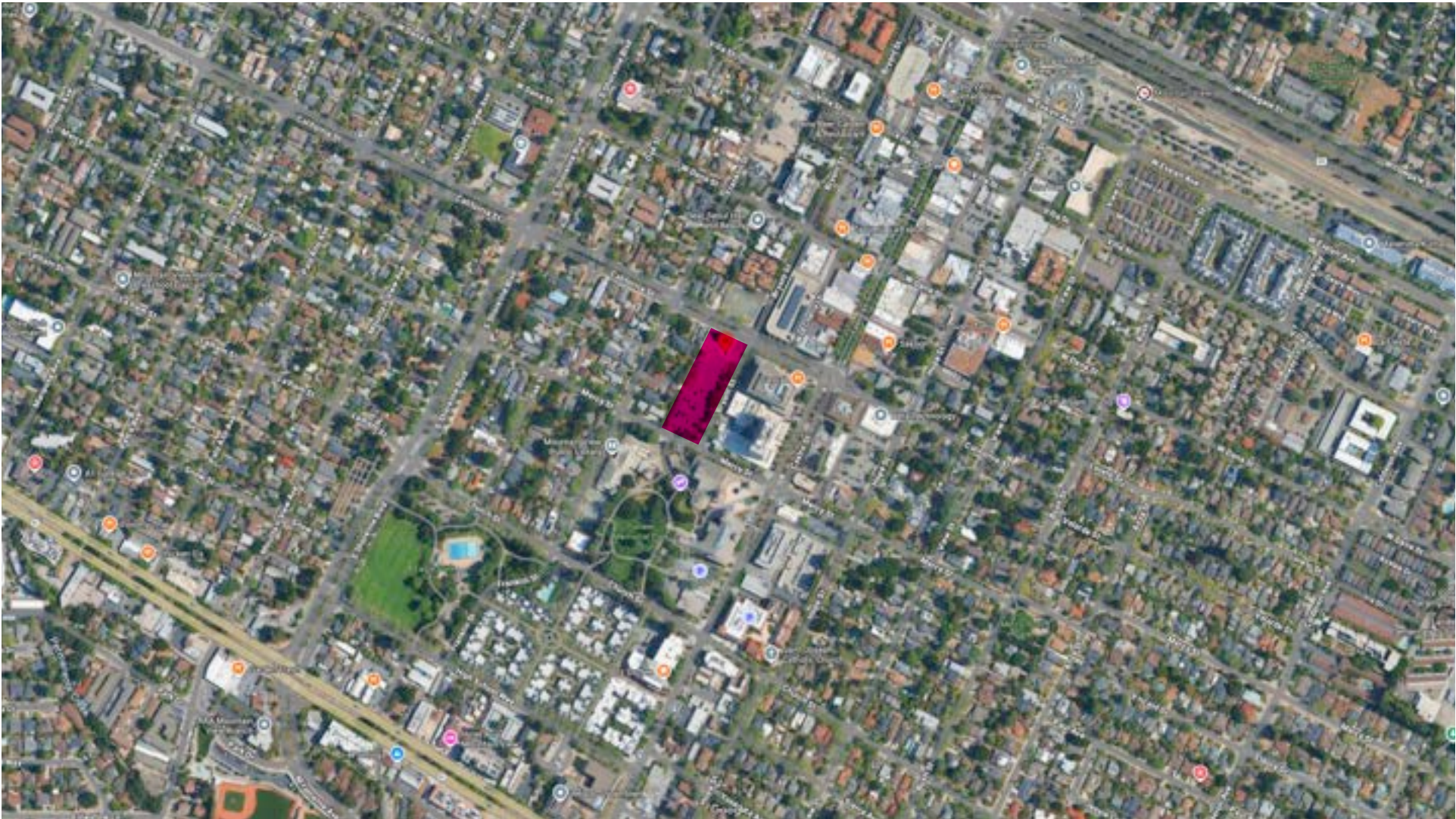
Amenities include a second-level courtyard, community and multi-purpose rooms, a teen room, bike lounge and parking, laundry facilities, car parking, and a service office for residents and the community. A landscaped mid-block garden connects outdoor spaces and improves access to surrounding streets. The contemporary design features a variety of natural and modern furnishings and finishes.

The development of 400 Bryant Street signals a shift in downtown Mountain View's land use priorities—from auto-oriented surface parking toward urban affordable housing.

The location is central to the Downtown Mixed Use Transition Zone, with proximity to transit (Caltrain station), restaurants, and civic amenities.

This project exemplifies local efforts to address housing affordability in context of tech-led economic growth.





The MVL12 branding must address specific audiences:





Related California is a fully integrated real estate firm with a 30-year track record of delivering top-quality affordable housing, mixed-income housing, and mixed-use developments across California. The company has more than 16,000 residences completed or under construction and more than 7,700 affordable and market-rate units in predevelopment in its San Francisco, Los Angeles, and Irvine offices. As long-term property owners committed to sustainability, affordability, and stewardship, Related strives to form strong partnerships and is committed to excellence by working with quality architects and designers to create cost-effective developments that fit seamlessly into the fabric of the existing communities. [Learn more here.](#)



Alta Housings mission is to provide and maintain quality affordable housing for a stronger community where individuals & families thrive.

Alta Housing is a community-based nonprofit that develops and manages affordable housing in Silicon Valley. We provide high-quality, safe housing; subsidize rents, and support services to our residents across San Mateo & Santa Clara Counties.

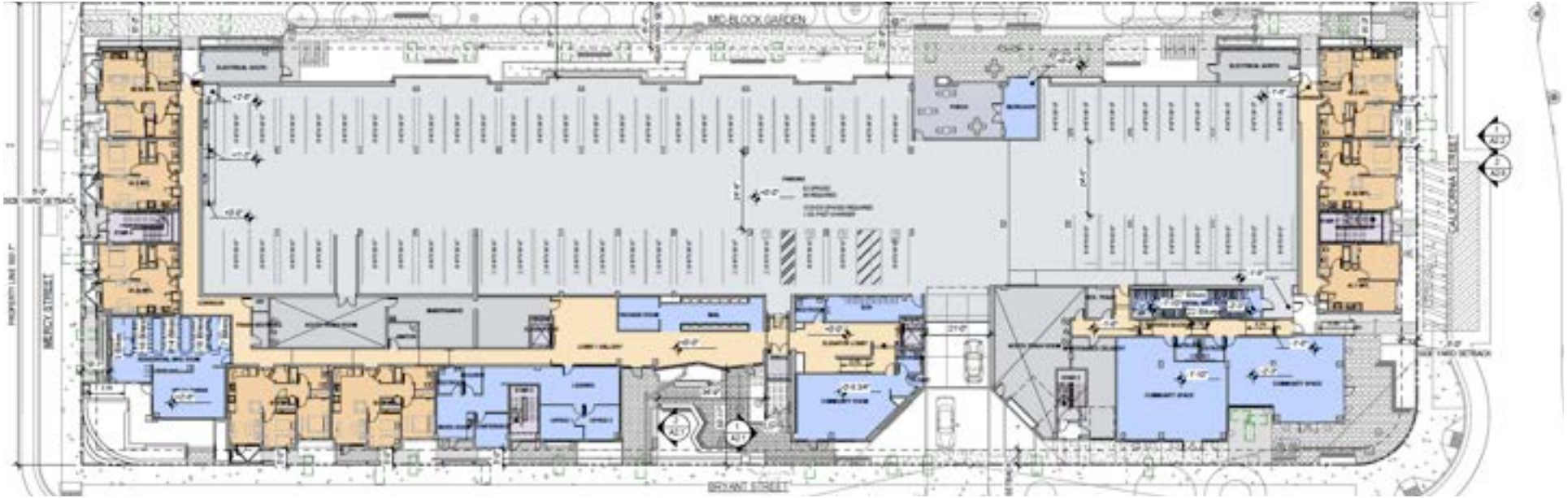


Destination Home Silicon Valley incubates new ideas, advocates for policies, and funds impactful strategies that reduce and prevent homelessness.

Through a unique public-private partnership, they embrace a data-driven and human approach to their work – advocating for policies, incubating new programs, and investing in strategies that will help connect more homeless neighbors to a stable home and prevent people from falling into homelessness in the first place.



Amenities



MVL12 includes a variety of amenities to create a modern and comfortable place to live.

- Onsite property management
- Onsite Services
- Large courtyard
- Multiple community rooms
- Velo lounge and bike parking
- Vehicle parking
- Mid-block garden and pathway
- Workshop
- High-speed Internet access
- Public art
- Surrounding green areas and bike paths
- A variety of surrounding commercial retail including a large Safeway grocery and Home Depot in addition to restaurants
- Transit-oriented
- Local schools
- Sustainability rating



MVL12 modern design is scaled to echo surrounding buildings and step down to neighborhood homes to the north of the property.



BRYANT STREET / EAST ELEVATION



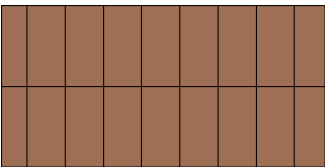
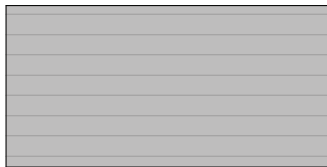
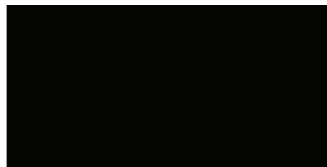
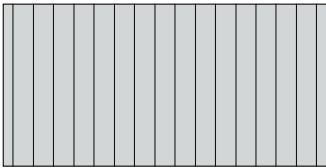
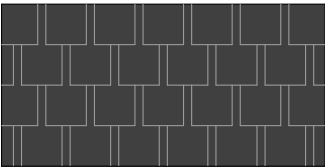
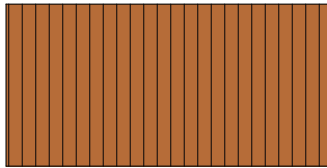
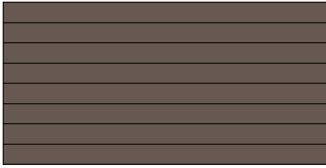
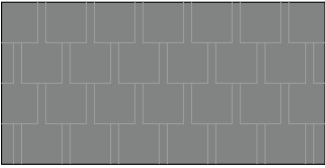
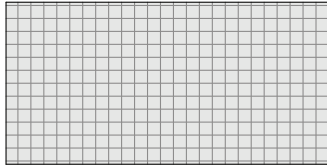
MID-BLOCK / WEST ELEVATION

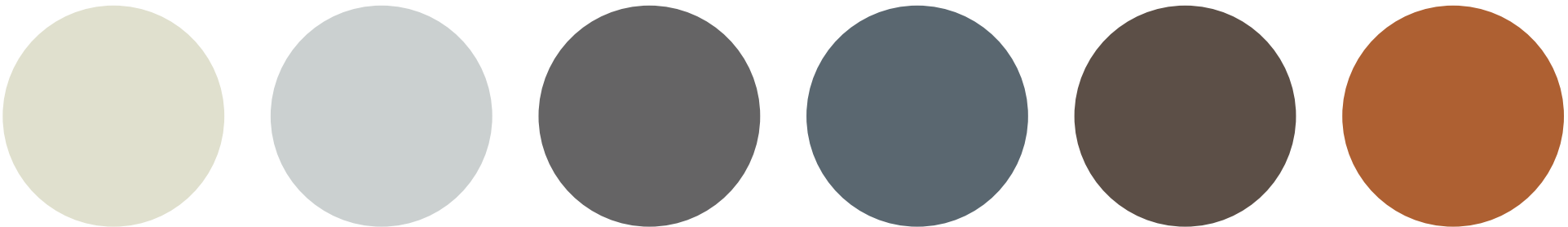


CALIFORNIA STREET / NORTH ELEVATION



MERCY STREET / SOUTH ELEVATION

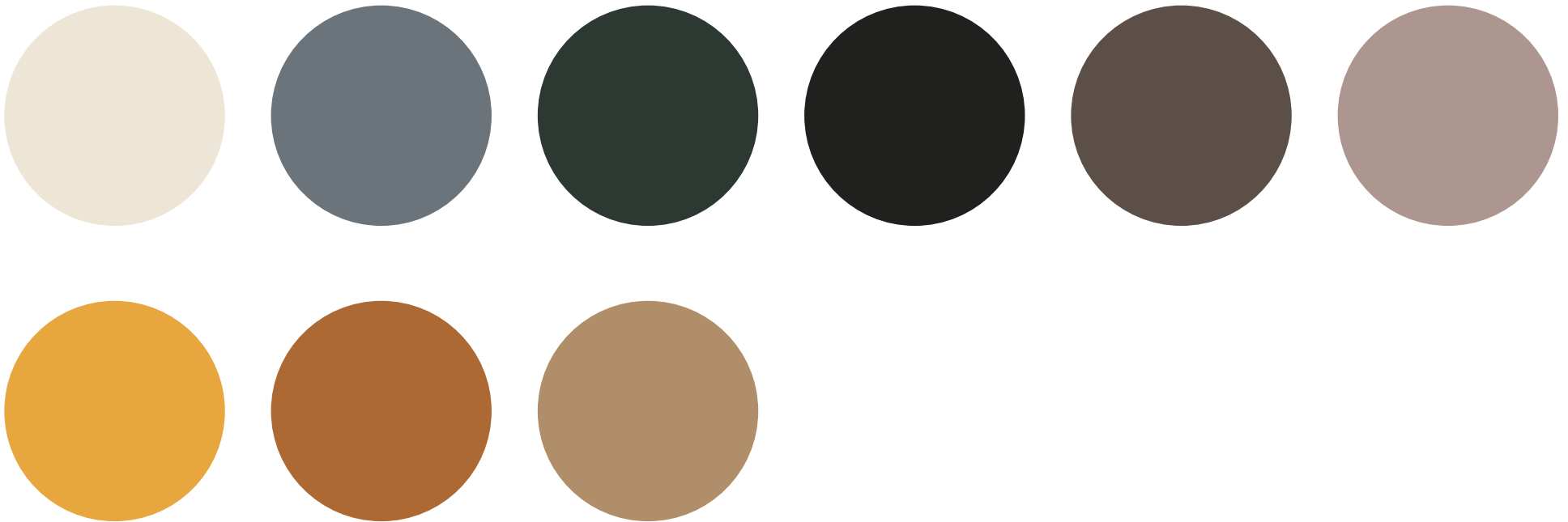
				
PLASTER 1: DE6212 CRISP MUSLIN	HARDIE SIDING 1: DE6334 LONG LAKE	PORCELAIN TILE: APAVISA, METAL COPPER	BOARD FORM CONCRETE	VINYL WINDOW: BLACK
				
PLASTER 2: DEW380 WARM WHITE	HARDIE SIDING 2: DE6354 GRAY WOLF	ROOF SHINGLE: ECOSTAR SHAKE BLACK	CORRUGATED METAL: KYNAR 500 FINISH COPPER PENNY	METALWORK: BM 2120-10 JET BLACK
				
PLASTER 3: DE6354 GRAY WOLF	COMPOSITE WOOD SIDING: AGED ASH	WALL SHINGLE 1: HARDI ALMOST BLACK	PAINTED PERFORATED METAL: AMARR 3522, PEWTER	CLEAR ANODIZED ALUMINUM
				
PLASTER 4: DE6383 BANK VAULT	EXPOSED CONCRETE	WALL SHINGLE 2: HARDI AGED PEWTER	ALUMINUM STOREFRONT: BLACK	STOOP EXTERIOR DOORS: DEA164 AUTUMN BARK



OVERALL THEME: Natural Modern Family

DESIGN CONCEPT: A warm and inviting ambience that showcases calm colors, organic textures and playful lines.

COLOR PALETTE: Earth tones with pops of warm, rich colors

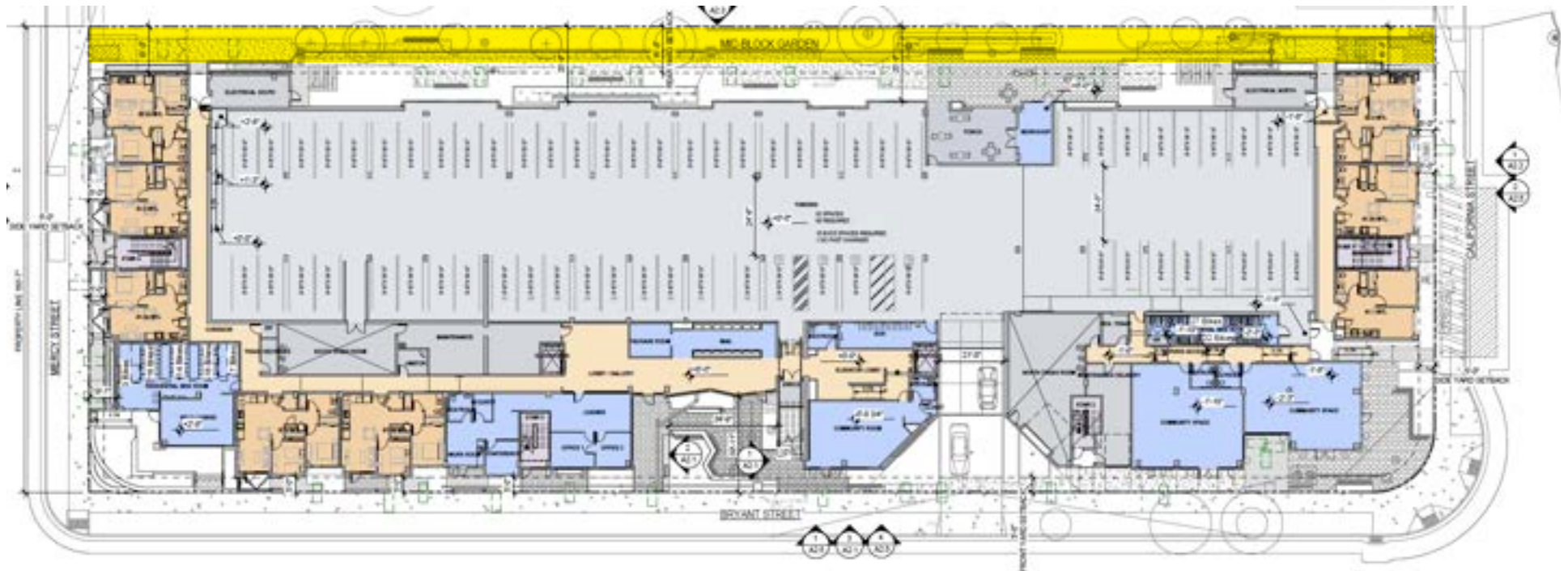


Refer to Mannigan Design's "Meeting Notes Mountain View Lot 12 Updated Theme Finishes 09-07-22" for additional information and material and furnishing palette.

Mid-block Pathway

A unique element within the MVL12 site is a mid-block pathway that will be landscaped and contain public artwork. The pathway will provide a park-like gathering place to enjoy the outdoors and strengthen community connection.

THE MID-BLOCK PATHWAY CONNECTS MERCY AND CALIFORNIA STREETS



Mountain View Attractions

Public Spaces & Parks (For Residents & Visitors Alike)

Shoreline at Mountain View: Built on a former landfill, now a large regional park with a sailing lake, golf course, bike trails, and access to the Bay Trail. This environmental transformation project; near NASA Ames and the old salt ponds.

Stevens Creek Trail: Beloved trail for walking, biking, and birdwatching. It connects neighborhoods, downtown, and shoreline areas and supports a healthy lifestyle and ecological awareness.

Cuesta Park: Tree-lined community park with tennis courts, playgrounds, and BBQ areas used for family outings and city-hosted events.

Rengstorff Park & Rengstorff House: A community park with pool and sports facilities. The Rengstorff House (built 1867) is one of the city's oldest homes—available for tours and events.

Cultural & Historical Attractions

Computer History Museum: Landmark museum preserving Silicon Valley's roots, a fascinating for both tech enthusiasts and general visitors which offers interactive exhibits, including the IBM 1401 and early internet history.

Mountain View Center for the Performing Arts (MVCPA): Home to local theater companies and touring performances which supports youth theater, dance, and classical music. It provides an anchor for downtown's cultural offerings.

Community School of Music and Arts (CSMA): Offers public exhibitions, performances, and art classes and is a hub for creativity and cultural participation.

Vibrant Downtown Core

Castro Street (Downtown Mountain View): A lively, walkable main street filled with restaurants, cafés, boutiques, and public plazas. The area hosts seasonal events: Thursday Night Live, Summer Movie Nights. It's historical roots as a rail-side hub; now a model of modern urban placemaking.

Mountain View Farmers' Market: Held every Sunday at the Caltrain station. It features fresh produce, flowers, artisanal foods, and live music. Consistently ranked among the top farmers' markets in California.

Innovation & Legacy of Silicon Valley

Googleplex (Google Headquarters): While not open to the public, the campus symbolizes Mountain View's transformation from orchards to innovation. Visitors often explore nearby Android Lawn Statues and Google-themed installations. Google invests heavily in local infrastructure and community projects.

NASA Ames Research Center: Historic facility with a legacy dating back to 1939. It supports research in aerospace, climate, and robotics and provides public engagement via visitor programs and STEM outreach.

Community & Civic Assets

Mountain View Public Library: Modern, light-filled library with extensive programming for all ages. Offers cultural events, reading programs, and technology access.

Civic Center Plaza: Civic gathering space with public art and access to City Hall, Police Department, and Library. Features murals, sculptures, and seasonal decorations.

Los Altos & Mountain View High Schools: Highly rated public high schools serving families in the region and reflects strong community support for public education.

Local Events & Festivals

Mountain View Art & Wine Festival: Held every September; features artists, musicians, local food and wineries. It is a celebration of community and creativity.

Shoreline Amphitheatre: Major Bay Area concert venue that hosts large-scale music events and festivals (past acts include Metallica, Radiohead, Beyoncé).

City-hosted Events: Include Civic Center Tree Lighting, Spring Egg Hunts, Fourth of July Fireworks (at Shoreline).

Mountain View Attractions



SHORELINE PARK



COMPUTER HISTORY MUSEUM



STEVENS CREEK TRAIL



CASTRO STREET



CUESTA PARK



FARMER'S MARKET



GOOGLEPLEX



ART AND WINE FESTIVAL



CIVIC CENTER PLAZA



RENGSTORFF HOUSE



SHORELINE AMPHITHEATER

Mountain History

Pre-1800s: Indigenous Inhabitants

- Prehistoric–1700s: The Ohlone people, specifically the Tamyen subgroup, inhabit the region living in seasonal villages and relying on the area's abundant natural resources.

Spanish & Mexican Period (1769–1848)

- 1769–1820s: Spanish colonization of California begins. Mission Santa Clara (est. 1777) influences the region culturally and economically.
- 1830s–1840s: The area becomes part of Mexican land grants, notably Rancho Pastoria de las Borregas, granted to Francisco Estrada and later inherited by Mariano Castro.

American Period & Early Settlement (1848–1900)

- 1848: Treaty of Guadalupe Hidalgo ends the Mexican-American War; California becomes U.S. territory.
- 1852: Mountain View post office established – often seen as the city's founding year.
- 1860s–70s: The town grows as a stagecoach stop and agricultural center.
- 1880s: Arrival of the Southern Pacific Railroad stimulates growth.
- 1890s: A small downtown and community infrastructure (schools, churches) begin forming.

Early 20th Century (1900–1945)

- 1902: Mountain View officially incorporates as a city.
- 1910s–20s: Agriculture flourishes, especially orchards, canneries, and nurseries (including Japanese-American growers).
- 1930s: The Great Depression slows growth but local farms and canneries remain key employers.
- 1940s: WWII brings military investment and the construction of Moffett Field Naval Air Station nearby.

Postwar Boom & Suburbanization (1945–1970)

- 1950s: Shift from agriculture to suburban development; population grows rapidly.
- 1956: NASA Ames Research Center established at Moffett Field.
- 1960s: Defense and aerospace industries expand; new schools and neighborhoods develop.

Birth of Silicon Valley (1970–1990)

- 1970s: Mountain View becomes part of the emerging Silicon Valley.
- 1977: Shockley Semiconductor and Intel operate nearby; the area draws major technology firms.
- 1980s: Tech sector dominates local economy; commercial development replaces orchards and open space.

Modern Era & Google Era (1990–Present)

- 1999: Google moves to Mountain View; later establishes its headquarters (Googleplex) near Shoreline.
- 2000s–2010s: Downtown revitalization, expansion of public transit (Caltrain, light rail), and tech campus growth.
- 2015–present: Continued urban planning, affordable housing debates, and focus on sustainability and innovation.

Site History

Historical Use

The area generally known as Lot 12 (spanning Bryant Street between California and Mercy Streets) has long functioned as one of downtown Mountain View's largest municipal surface parking lots. From 1877–1900, this portion of Block 20 was largely undeveloped. The block was later subdivided into nine parcels, and by the 1950s contained nine houses, one apartment complex, and a one-story commercial building. In the late 1960s–early 2000s, PG&E and Tishman Speyer Properties purchased the parcels for resale or lease to the city. Between 1977 and 1996, at least two houses were demolished and replaced with a commercial building and parking lot. The City of Mountain View acquired the southern lots and demolished the remaining buildings, while the northern lots remained under Tishman ownership until leased to the city in 2000.

Affordable Housing Redevelopment

In 2021, the City designated Lot 12 for affordable housing, selecting Alta Housing and Related California to develop a 120-unit mixed-income residential project.

Recent Developments

As of mid-July 2025, a formal Notice of Intent was filed with HUD for release of Section 8 and HOME funds to support the project.

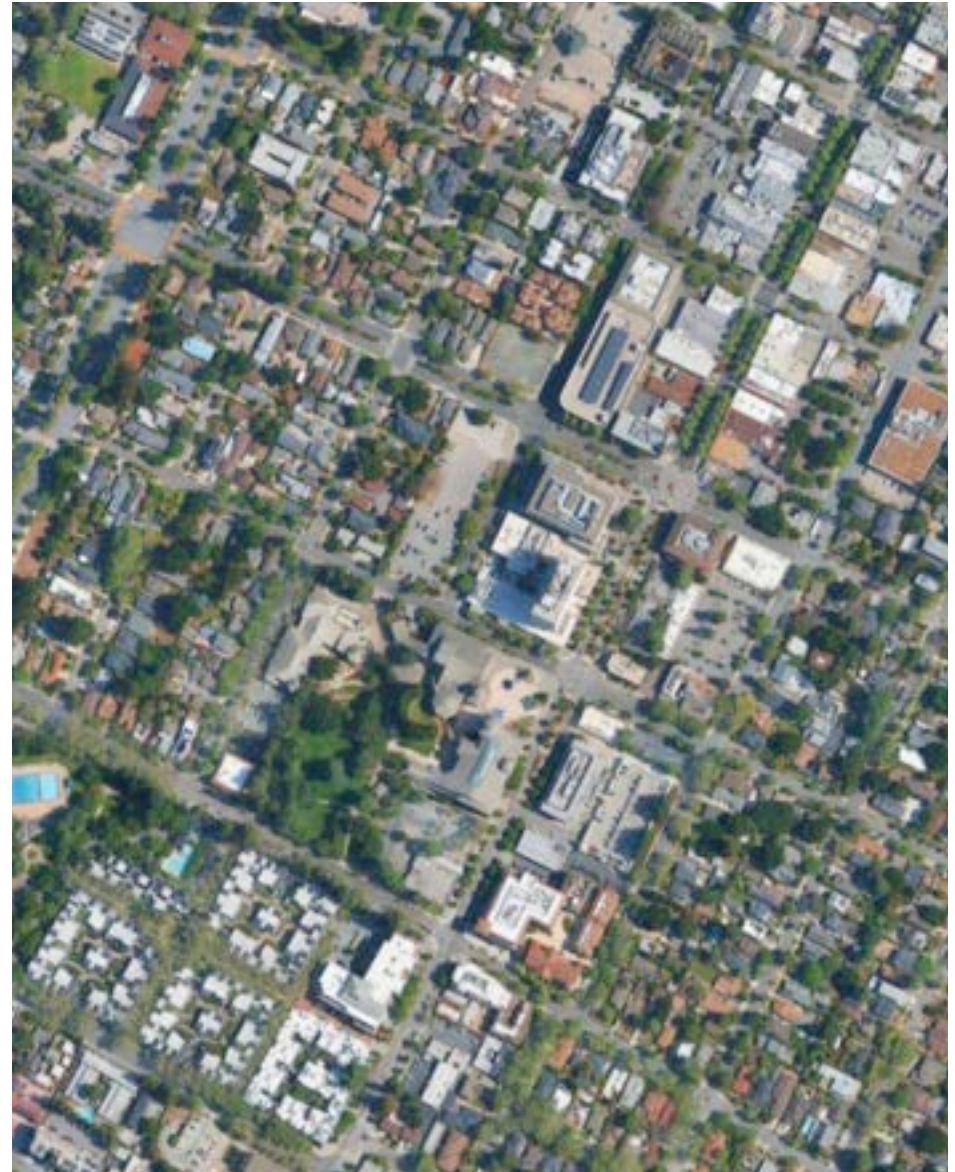
The city council committed \$5 million in local funding to help bridge a \$36 million funding gap; the remaining sources include state/federal tax credits and county loans.

Context & Significance

The development of 400 Bryant Street signals a shift in downtown Mountain View's land use priorities—from auto-oriented surface parking toward urban affordable housing.

The location is central to the Downtown Mixed Use Transition Zone, with proximity to transit (Caltrain station), restaurants, and civic amenities.

This project exemplifies local efforts to address housing affordability in context of tech-led economic growth.





Brand Attributes

Important reasons for audiences to live in, visit, and otherwise participate with MVL12

Delivers much-needed affordable homes while enhancing a vibrant neighborhood

Serves as a catalyst for additional affordable housing in the community

Features thoughtful architecture and landscaping to create a warm, comfortable living environment

Offers amenities including a large elevated landscaped courtyard, bicycle parking, gathering spaces, and onsite laundry

Provides onsite property management and resident services

Achieves a sustainability rating, prioritizing a healthy living environment

Located in a transit-oriented setting with excellent access to local destinations and services

Fundamental beliefs that are the foundation upon which the branding is developed and implemented

Transformation

Built on a former parking lot, MVL12 brings modern, high-quality affordable homes to Mountain View, serving as a catalyst for revitalization. Its design and location foster strong community connections and set a model for inclusive, forward-thinking urban development.

Stability

MVL12 provides long-term affordable housing for individuals and families, supporting stability in an affluent region. It strengthens the neighborhood by fostering belonging and anchoring residents in place.

Community

MVL12's shared spaces, pathway, and amenities encourage interaction among residents and neighbors. Its thoughtful integration promotes inclusivity and nurtures a vibrant, engaged community.

Words that describe how we want audiences to perceive the property

Warm

Welcoming residents with comfortable, modern homes, thoughtful amenities, and lively shared spaces that foster an open, friendly community

Hopeful

Providing individuals and families a well-resourced home with opportunities that can spark generational change

Active

Connecting residents to Mountain View's amenities and lifestyle, supporting comfort, health, and vibrancy in a dynamic area

The way in which we speak, both verbally and visually

MVL12's style and tone are welcoming and energetic, showcasing its modern design, vibrant location, and strong connections to the surrounding community.

MVL12's core meaning

MVL12 is transformational now and long-term, and, enriched by Mountain View's active community, uplifts its residents. It offers affordable living in a modern building with public transit access, outdoor spaces, and abundant amenities.



Brand Conventions & Applications

Brand conventions connect the brand narrative to the property identity and environmental graphic design to ensure an intentionally cohesive experience at MVL12.

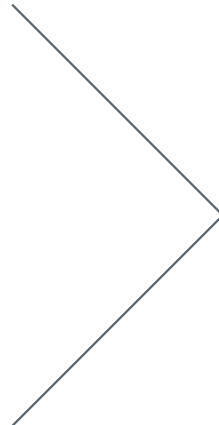
Communication Overview

MVL12 is more than just a place to live. With a great location adjacent to all that downtown Mountain View offers, residents will enjoy access to a variety of amenities and services to support a vibrant lifestyle. This setting will inspire and shape the property's brand as it's brought to life.

Thematic Elements

Inherent items

- Affordable homes in a community setting
- Ample amenities
- Onsite and surrounding outdoor areas
- New addition to a vibrant community
- Energetic downtown Mountain View
- Public transportation



Messages

How we communicate to audiences

- Beautiful, affordable homes with thoughtful amenities, including an outdoor courtyard and gathering spaces that connect residents and neighbors.
- Access to the local community and beyond, and the stability of a home within a thriving neighborhood.
- A vibrant, well-designed addition to Mountain View that inspires further affordable development and strengthens the community.

This brand blueprint and conventions included in it will guide the following scope of work. The design applications must clearly connect to and elevate distinct characteristics of the property to create and sustain a connection with audiences.

Naming

Argus will create a single name for MVL12 that connects to the overall development and its inherent qualities and features. In exploring name ideas we will be guided by the Brand Blueprint and draw from distinct characteristics of the development and surrounding area.

Brand Identity

Argus will design a logo for the MVL12. A color and font palette will be developed to support the overall identity. Stationery consisting of letterhead, business card and envelope will also be designed as part of the identity package.

Environmental Graphics

Environmental graphics will support activation of the community and present repeated brand impressions that guide, highlight features, inform and provide comfortable circulation and a memorable experience.

The signage design will be developed within a logical hierarchy and integrate with the overall development palette while standing out to properly perform functions of identifying, guiding and informing. The signs will be designed to be durable to withstand use and the elements.

Sign typologies include:

Exterior Signs:

- Building identity sign
- Address numbers
- Entry signage

Interior Signs:

- Room signs
- Unit signs
- Restroom signs
- Exit signs
- Stairwell signs
- Directional signs
- Egress map signs
- Regulatory signs

The following ideas are recommended for increased engagement and brand amplification at MVL12 Phase 2. Each item below is included as a separate budget line item in this proposal.

Exterior/Public Artwork Programming and Coordination

Artwork installations help create a truly unique environment. Curated artwork informed by the property branding presents residents and visitors with a warm and unique environment custom-made for them. Installations may be murals and/or sculpture. Argus will work with Related California to establish an artwork budget, which will be included in criteria for seeking and choosing an artist.

Argus will provide services to commission and coordinate third-party exterior artwork and its installation on two walls along the mid-block pathway. Services include art theme development, art programming/location plan, artist search, RFP development, proposal procurement, art direction, coordination, owner reviews, fabrication/installation bid procurement, management, and oversight.

Argus also recommend our consultation for the Bryant Street sculptural pieces.

Interior Artwork Consultation

Argus will review artwork options presented by Mannigan Design and make brand alignment recommendations to inform which are installed in the building.

LEED/GreenPoint Information Display

Interpretive displays connect people to their surroundings. MVL12's location, features, and other inherent features, provide an opportunity to tell a unique story about the development. Argus will consult on the location, form, and content of interpretive display prior to designing, producing, and coordinating fabrication and installation.

Identity Sign Location



EAST ELEVATION – BRYANT STREET

An identity sign will be designed and located at the main entry on Bryant Street. The building address will also be designed and located in a prominent location that conforms to code requirements.

Brand Visualization

Brand Visualization: A set of images, graphics, and colors that will Inform the design





EXHIBIT 3



CORSO

Exterior & Interior Signage Design
Presentation 2



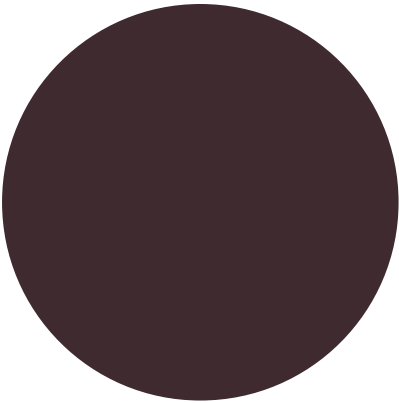


CORSO

Exterior Signage Design

Corso // Interior Signage Design

Interior Sign Color Palette



Color E1
Pantone Black 5C

EXTERIOR SIGN PRODUCTION NOTES

- FABRICATOR TO PROVIDE ENGINEERING CALCULATIONS AND DRAWINGS
- FABRICATOR TO PROCURE PERMIT(S)
- FABRICATOR TO UTILIZE DESIGNERS SOURCE DESIGN FILES FOR SIGN FABRICATION
- NO VISIBLE HARDWARE



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12-18-25

Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-3

Corso // Exterior Signage Design
Identity Sign Design



BUILDING IDENTITY SIGNAGE ELEVATION

INTERNALLY-LIGHTED MAIN IDENTITY MONUMENT SIGN (QTY = 1), HALO-LIGHTED LOGO SCONCES (QTY = 5)
ADHESIVE VINYL DOOR GLAZING LOGO (QTY = 2), 9" TALL PAINTED ALUMINUM, 1"DEEP ADDRESS NUMBERS (QTY = 1)



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Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-4

Corso // Exterior Signage Design
Identity Sign Design



BUILDING IDENTITY ENTRY SIGNAGE ELEVATION DETAIL

SIGN SCULPTURE AND CABINET (ALL METAL ELEMENTS) ARE COLOR E1
INTERNALLY-LIGHTED MAIN IDENTITY MONUMENT SIGN (QTY = 1), ADHESIVE VINYL DOOR GLAZING LOGO (QTY = 2),
9" TALL PAINTED ALUMINUM, 1"DEEP ADDRESS NUMBERS (QTY = 1)



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Sign Type
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Scale: Not to scale

Sheet Number
C-5

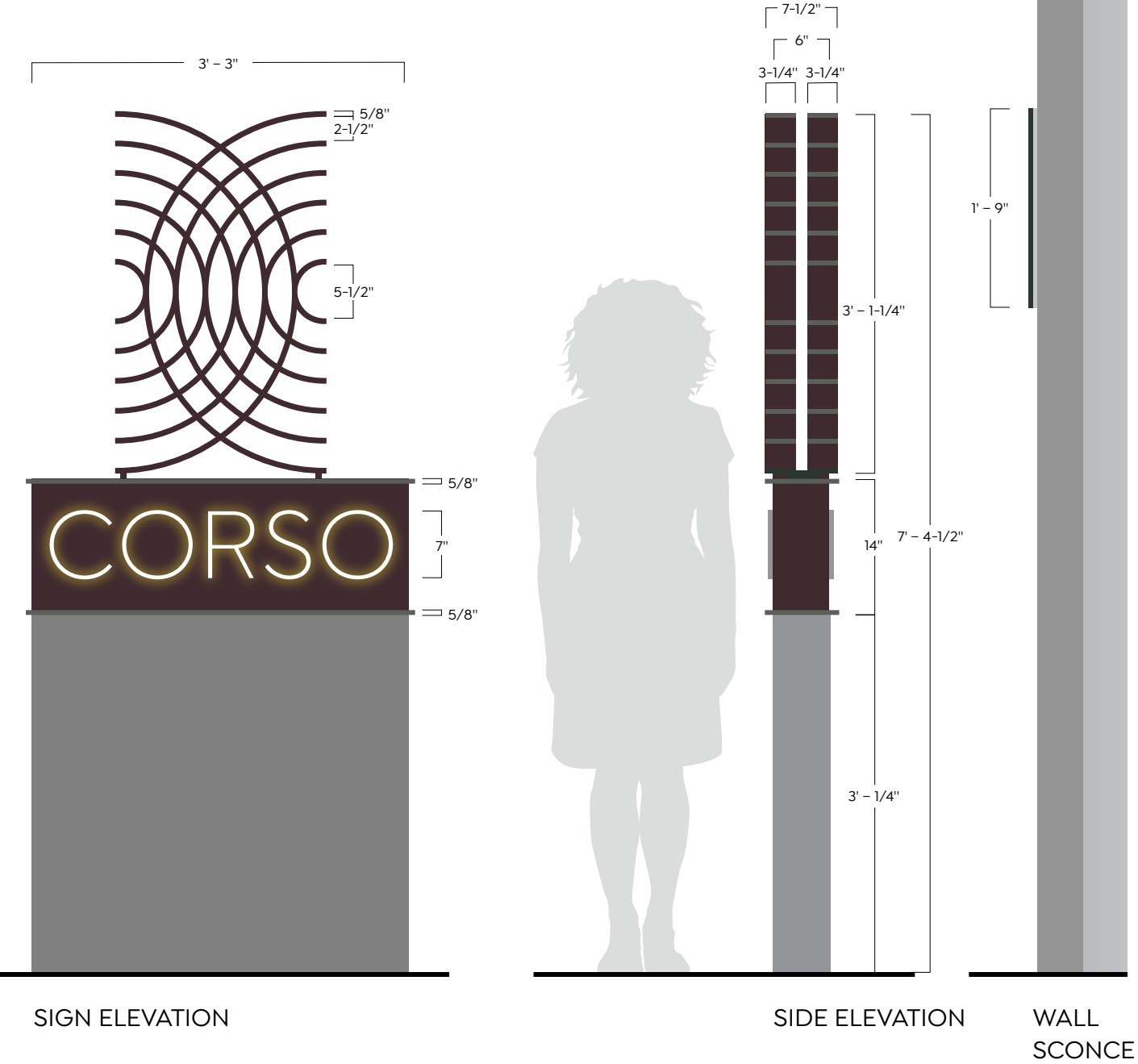
Corso // Exterior Signage Design

Identity Monument Sign Design / Detail



BUILDING IDENTITY SIGNAGE ELEVATION DETAIL

INTERNALLY-LIGHTED MAIN IDENTITY MONUMENT SIGN AND LOGO SCONCES



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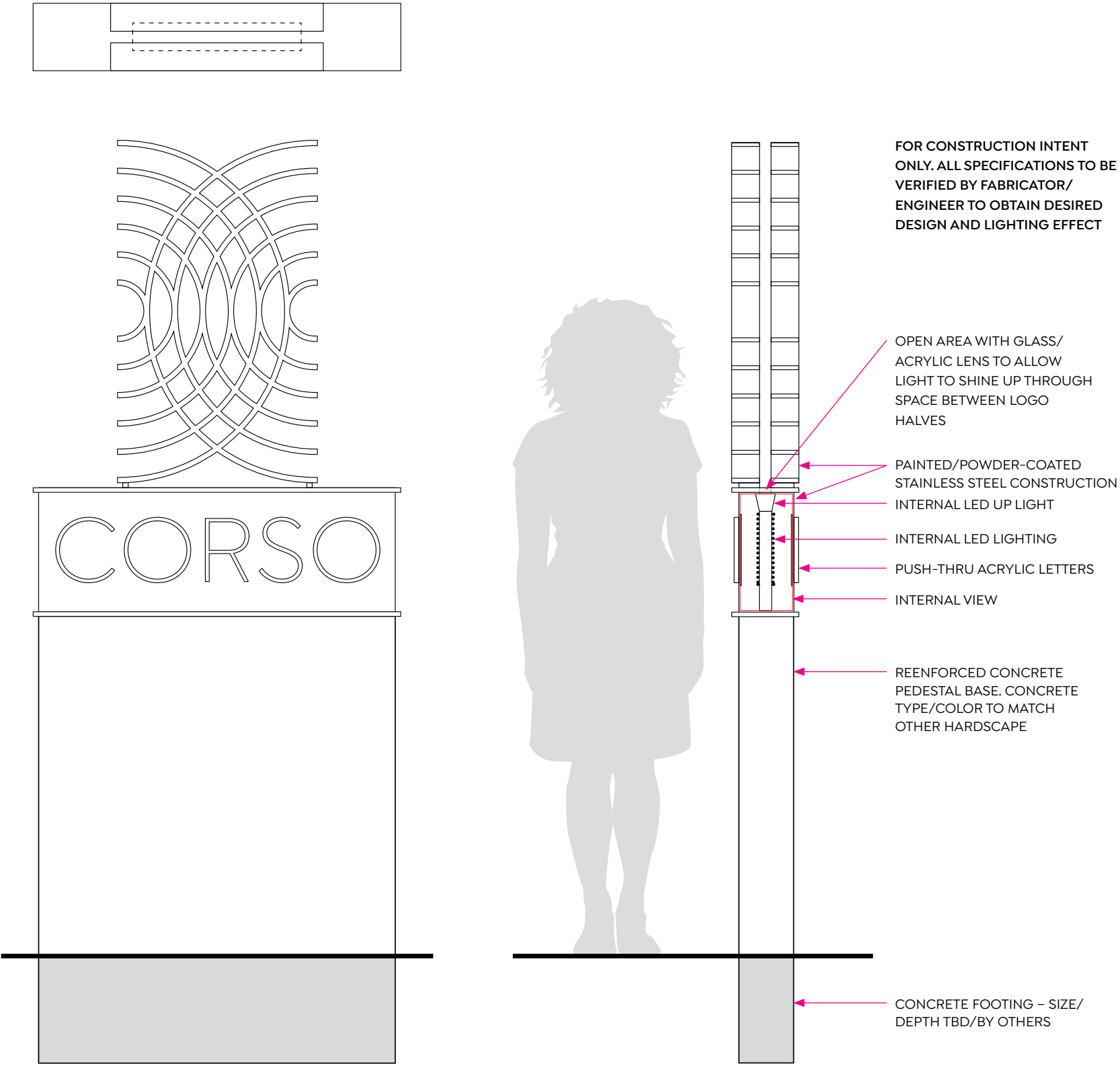
Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-6

Corso // Exterior Signage Design

Identity Monument Sign Design / Construction Intent Detail



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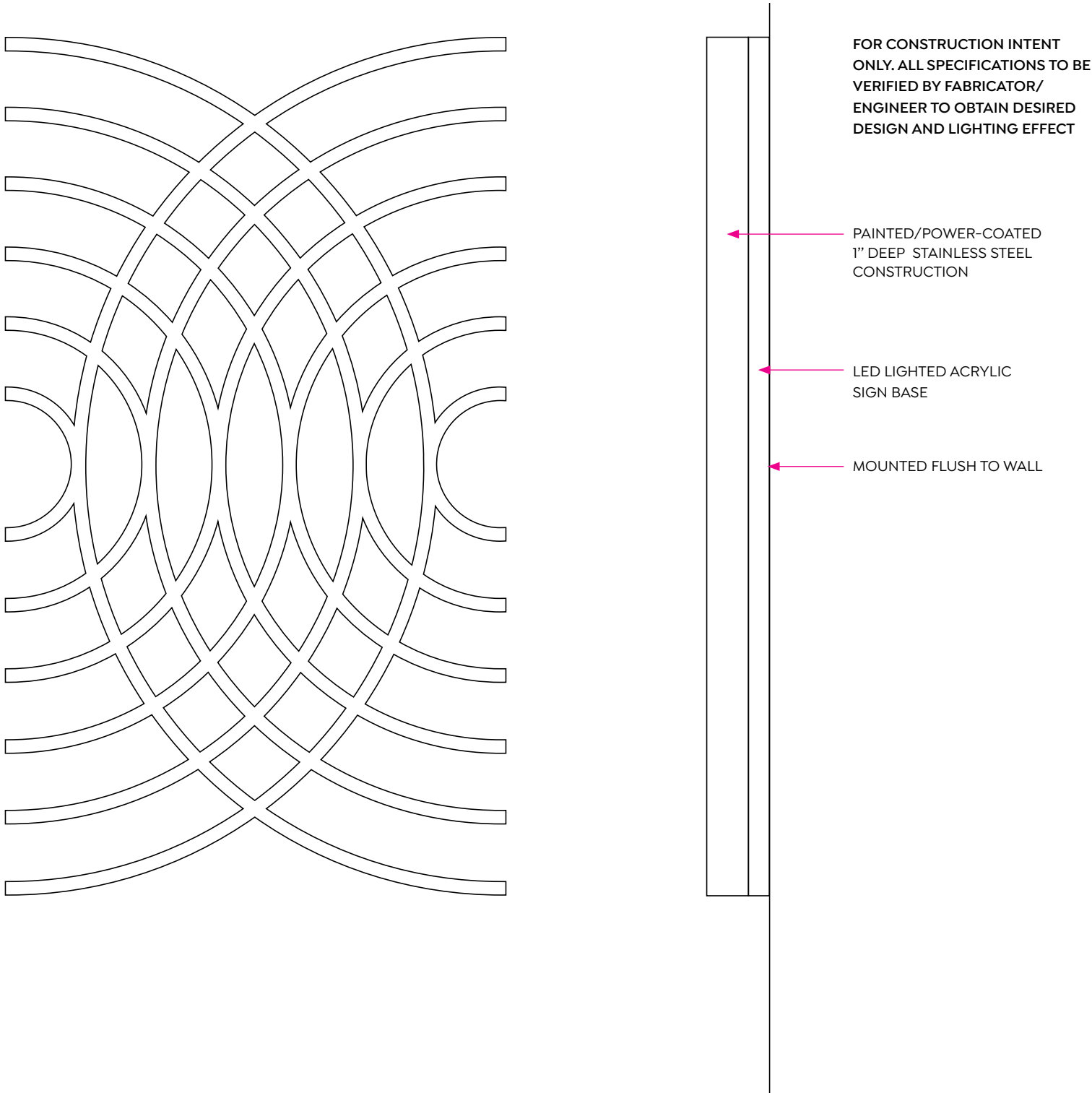
Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-7

Corso // Exterior Signage Design

Identity Sconce Sign Design / Construction Intent Detail



EXAMPLES OF HALO-LIGHTED SIGNS MATCHING THE STYLE OF THE IDENTITY SCONCE SIGN MATERIAL LAYERING



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Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-8



BUILDING ADDRESS SIGNAGE ELEVATION DETAIL

9” TALL PAINTED ALUMINUM, 1”DEEP ADDRESS NUMBERS, COLOR E1
STUD MOUNTED TO FACADE

6' – 10-1/2" 6"

424 BRYANT STREET



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Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-9

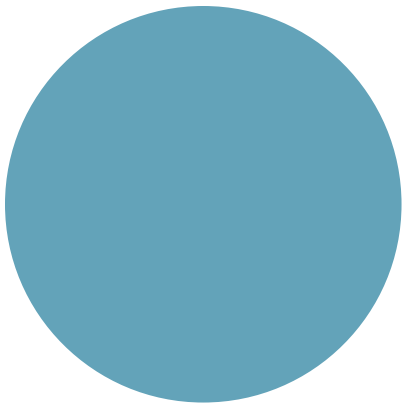


CORSO

Interior Signage Design

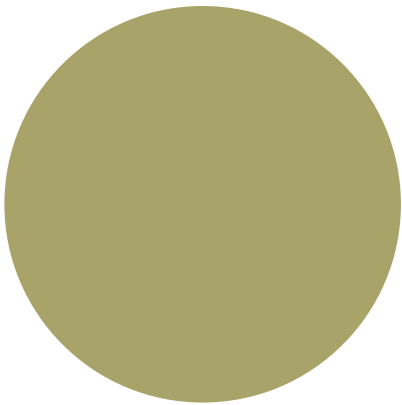
Corso // Interior Signage Design

Interior Sign Color Palette



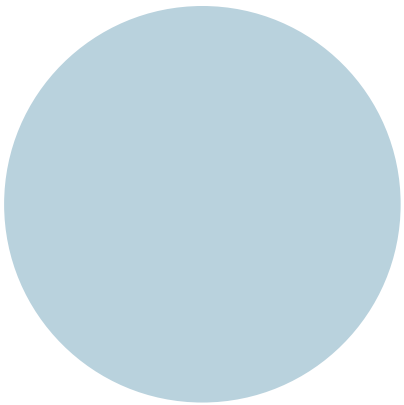
Color 1
Pantone 549C

Odd Number
Floor Color

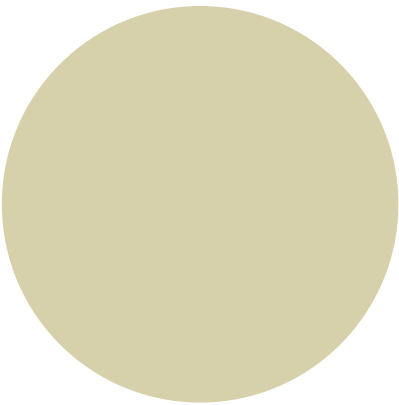


Color 2
Pantone 5777C

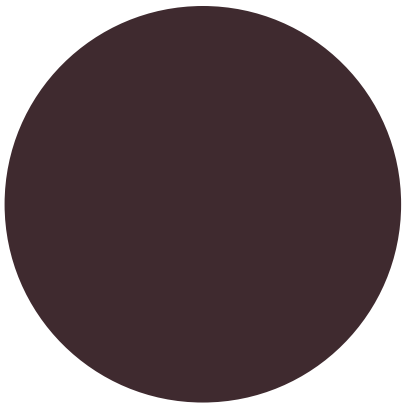
Odd Number
Floor Color



Color 3
Pantone 552C



Color 4
Pantone 5807C



Color 5
Pantone Black 5C



Color 6
Pantone Cool
Gray 1C

Sign Text &
Graphics

EXTERIOR SIGN PRODUCTION NOTES

ALL SIGNS ARE PAINTED FIRST SURFACE

ALL SIGN TEXT AND GRAPHICS, EXCEPT LOWER PORTION OF EGRESS MAP SIGNS, ARE COLOR 6

SIGN FABRICATOR TO PROVIDE TAKE-OFFS, SIGN LOCATION PLAN, AND SIGN SCHEDULE



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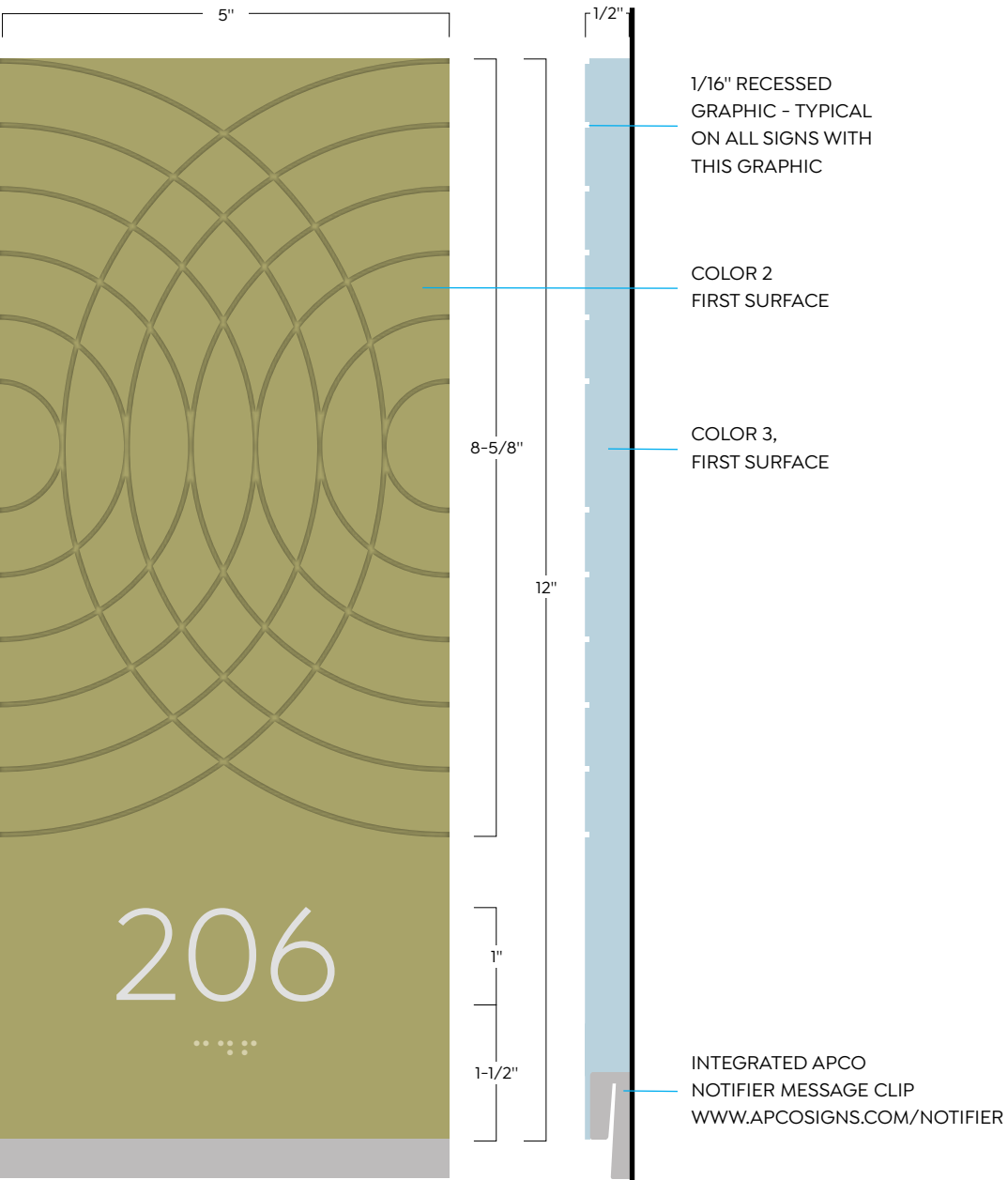
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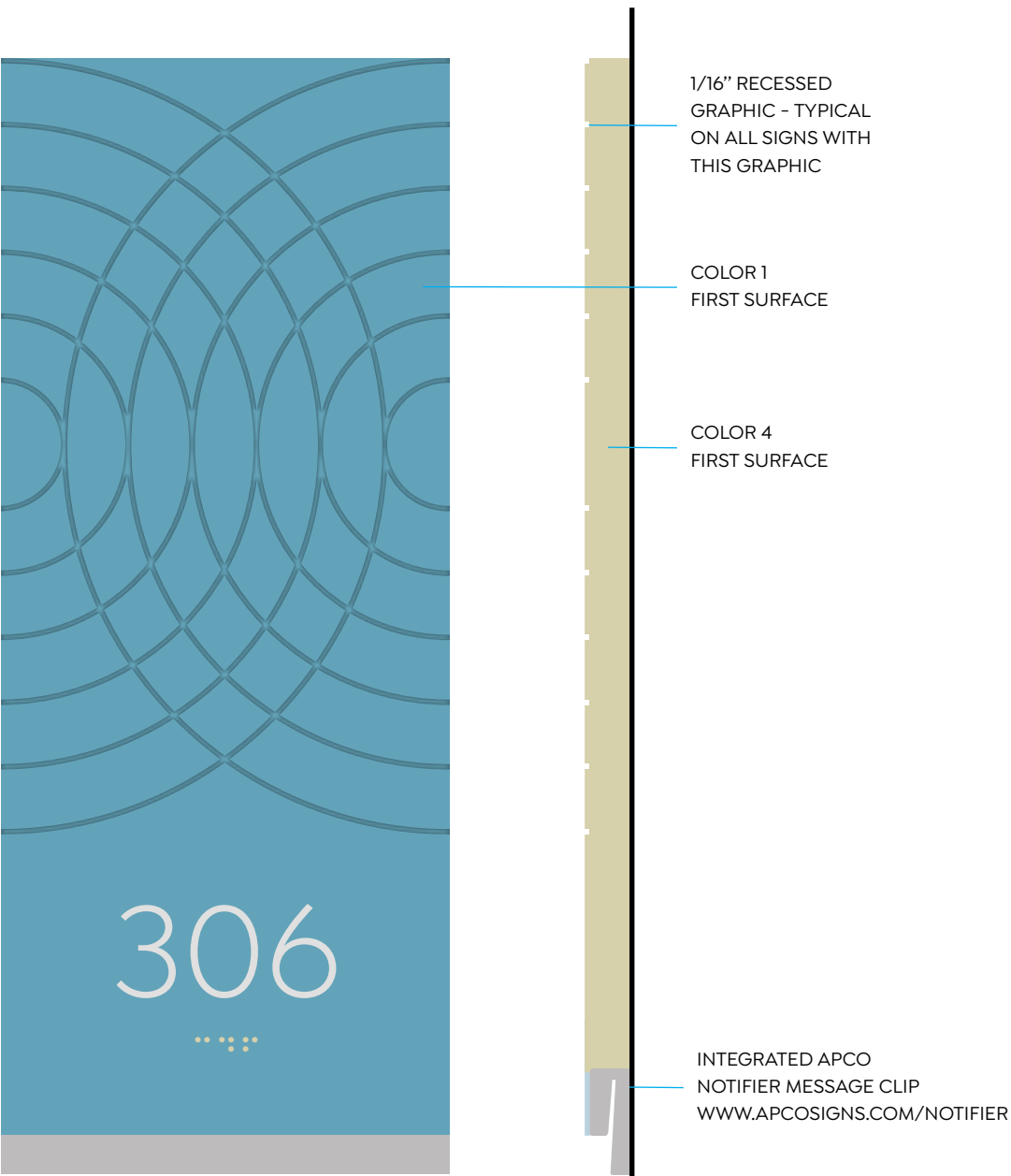
Sheet Number
C-11

Corso // Interior Signage Design

Unit and Front-of-House Room Signs / TYPE C-U



EVEN NUMBER FLOOR COLOR 2



ODD NUMBER FLOOR COLOR 1

Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/2" and 1/16" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA grade 2 Braille - Recessed graphic - APCO Notifier message clip	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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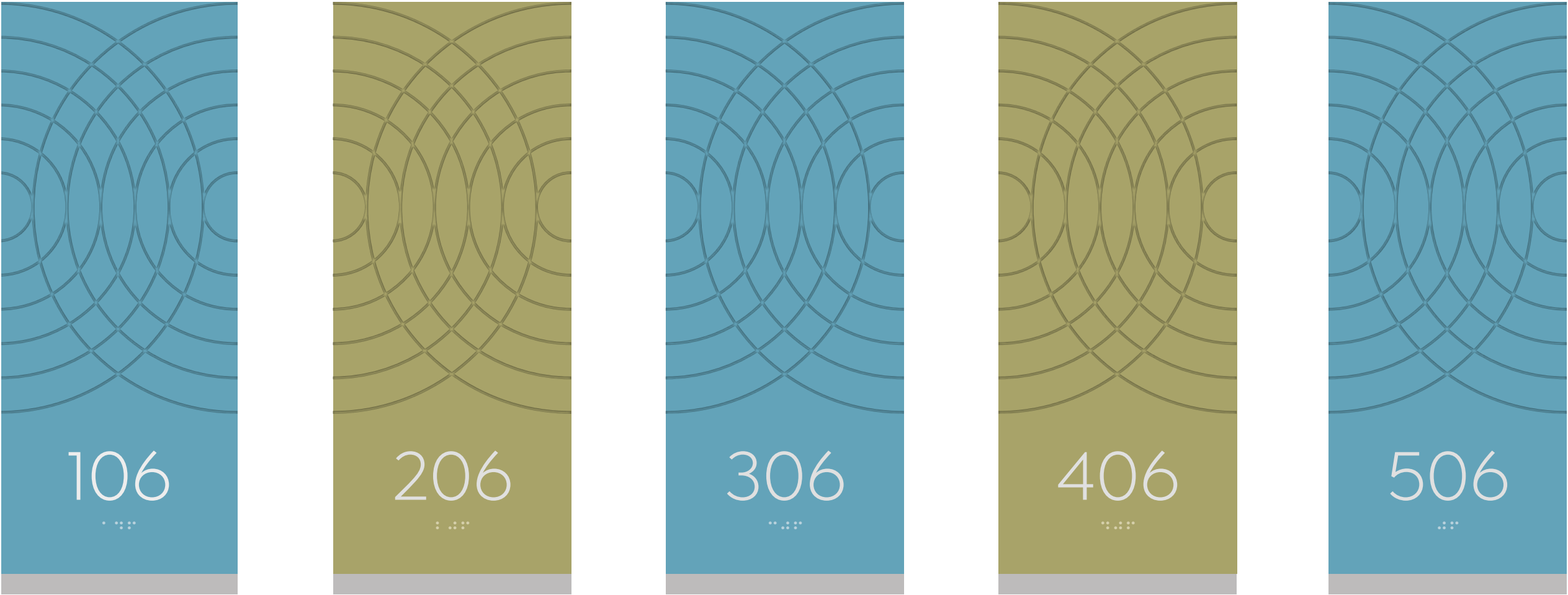
Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-12

Corso // Interior Signage Design

Unit Sign / Type C-U Level Colors



Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/2" and 1/16" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille - Recessed graphic - APCO Notifier message clip	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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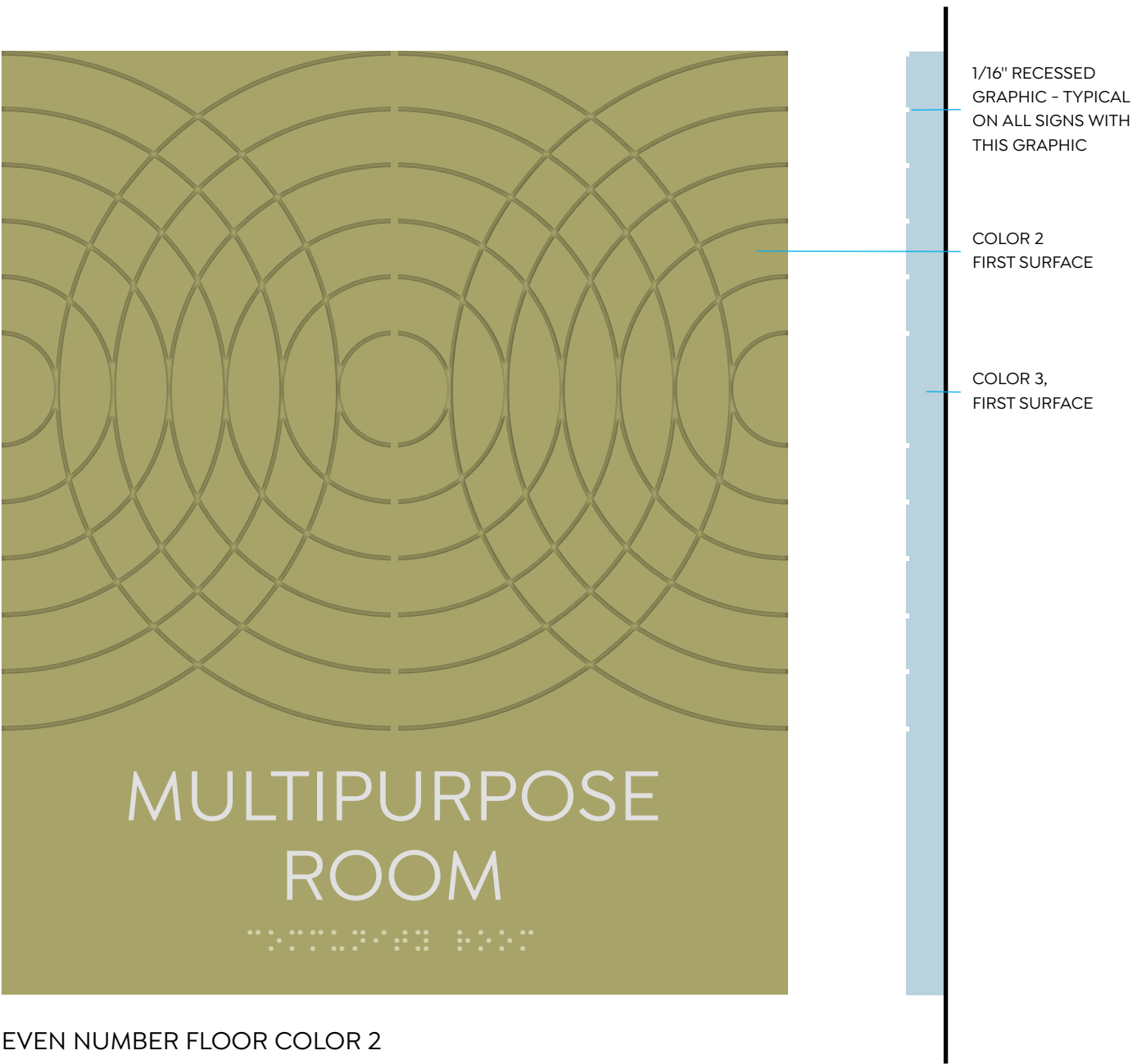
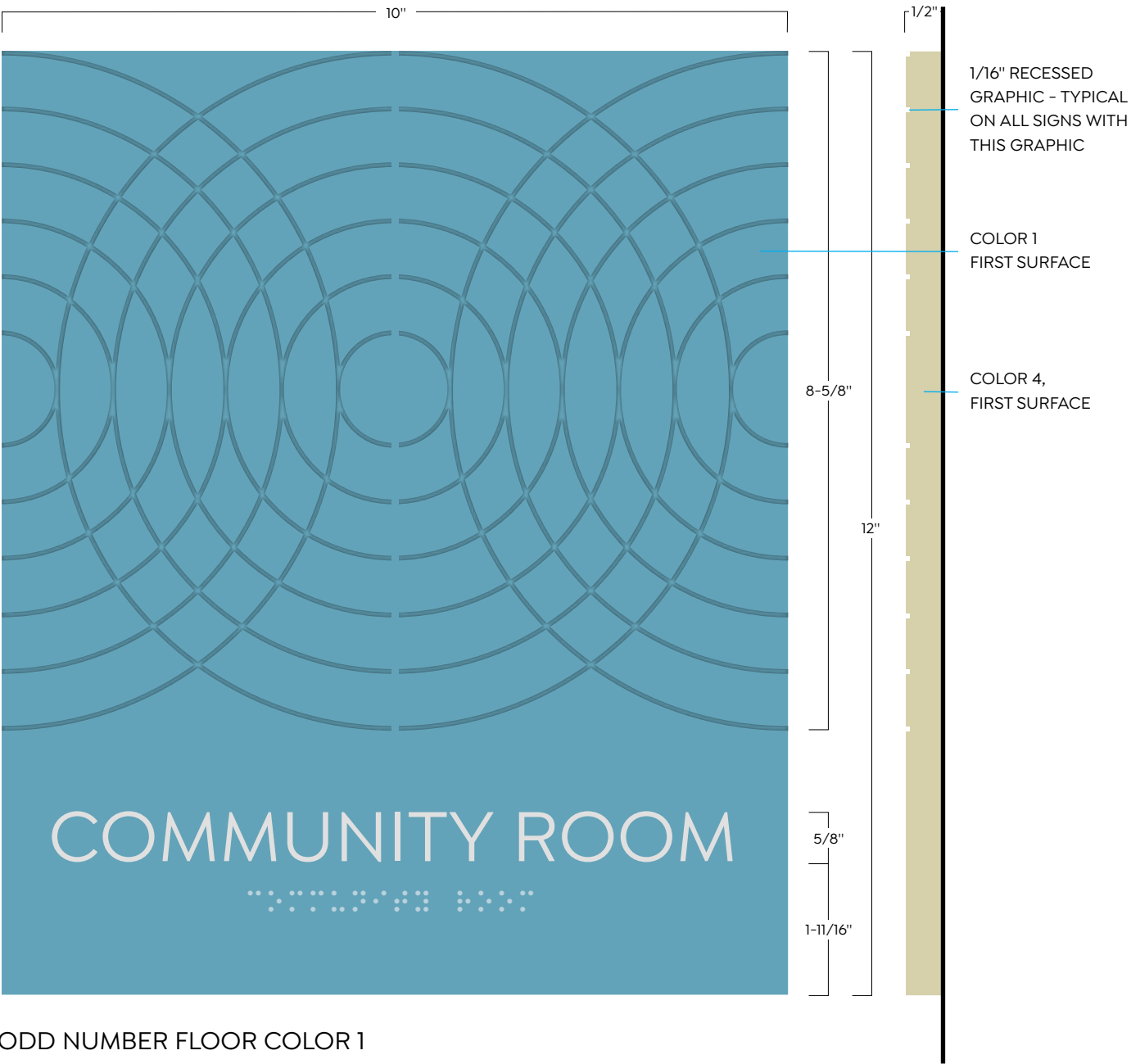
Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-13

Corso // Interior Signage Design

Front-of-House Room Signs / Type C-FHR



Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/2" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille - Recessed graphic	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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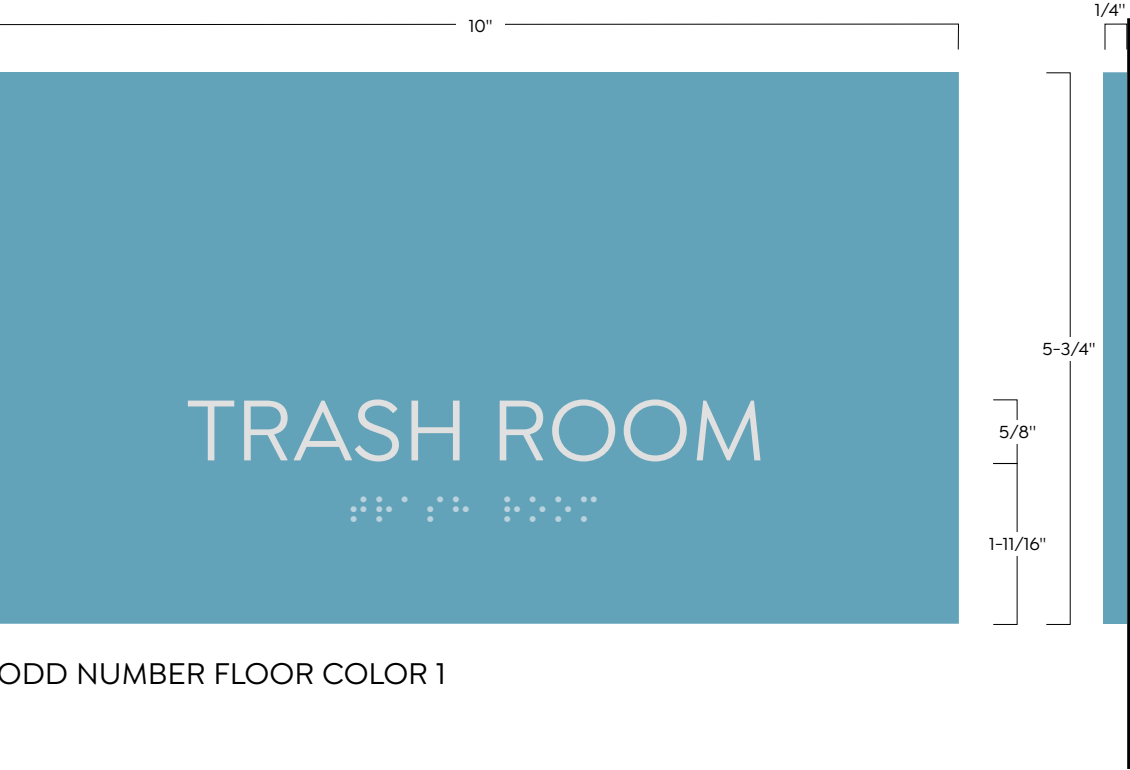
Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-14

Corso // Interior Signage Design

Back-of-House Room Signs / TYPE C-BHR



Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/4" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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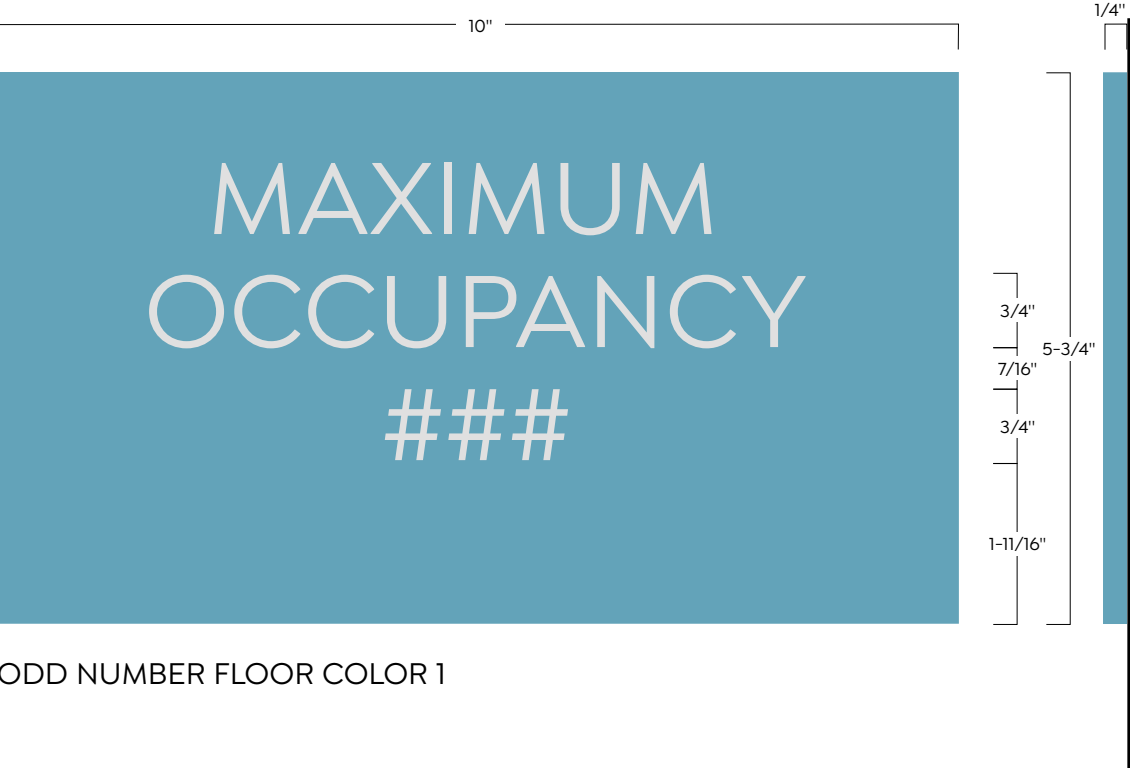
Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-15

Corso // Interior Signage Design

Maximum Occupancy Sign / TYPE C-MO



Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/4" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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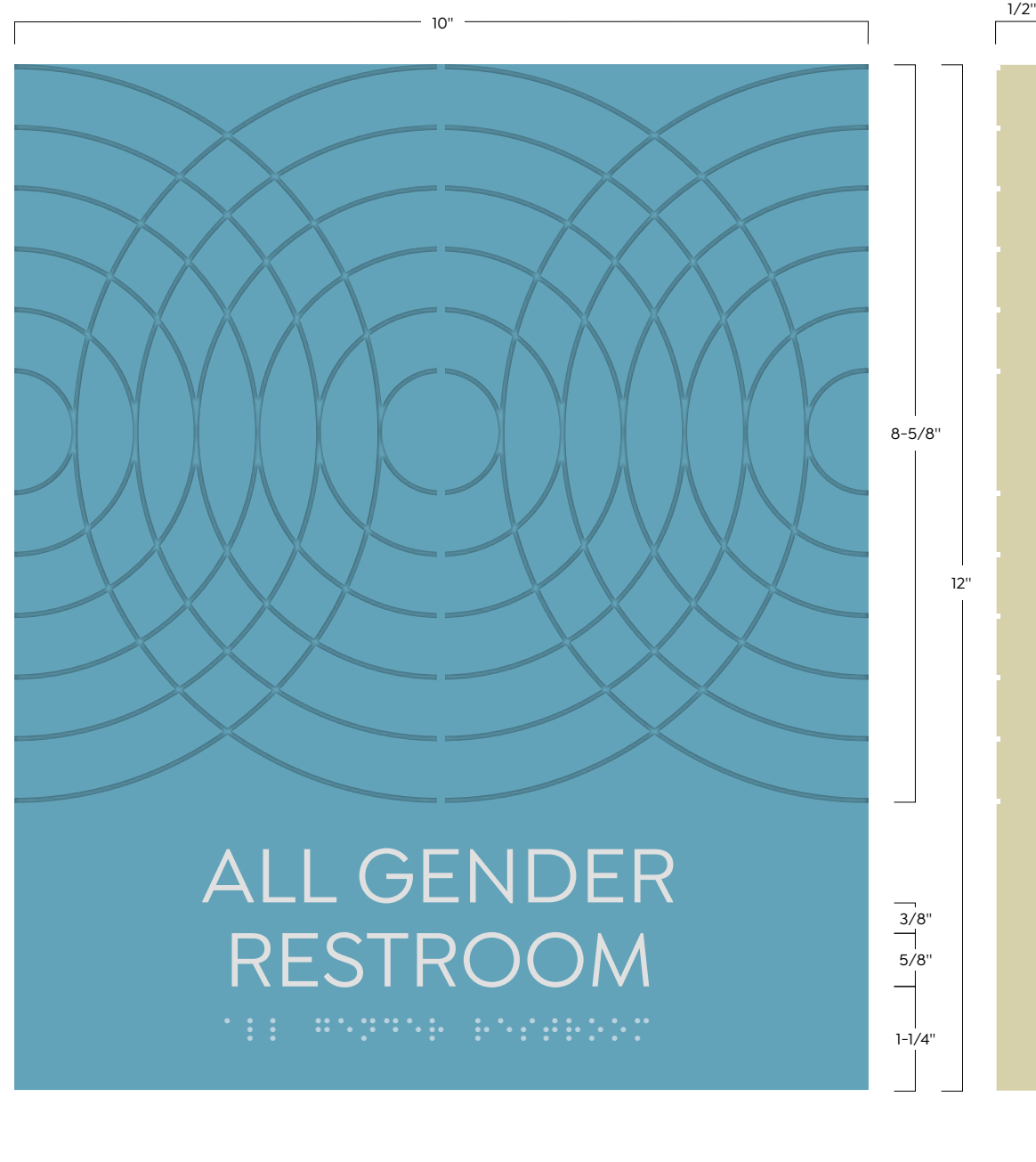
12-18-25

Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-16

Corso // Interior Signage Design
Restroom Wall Sign / TYPE C-RRW



Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/2" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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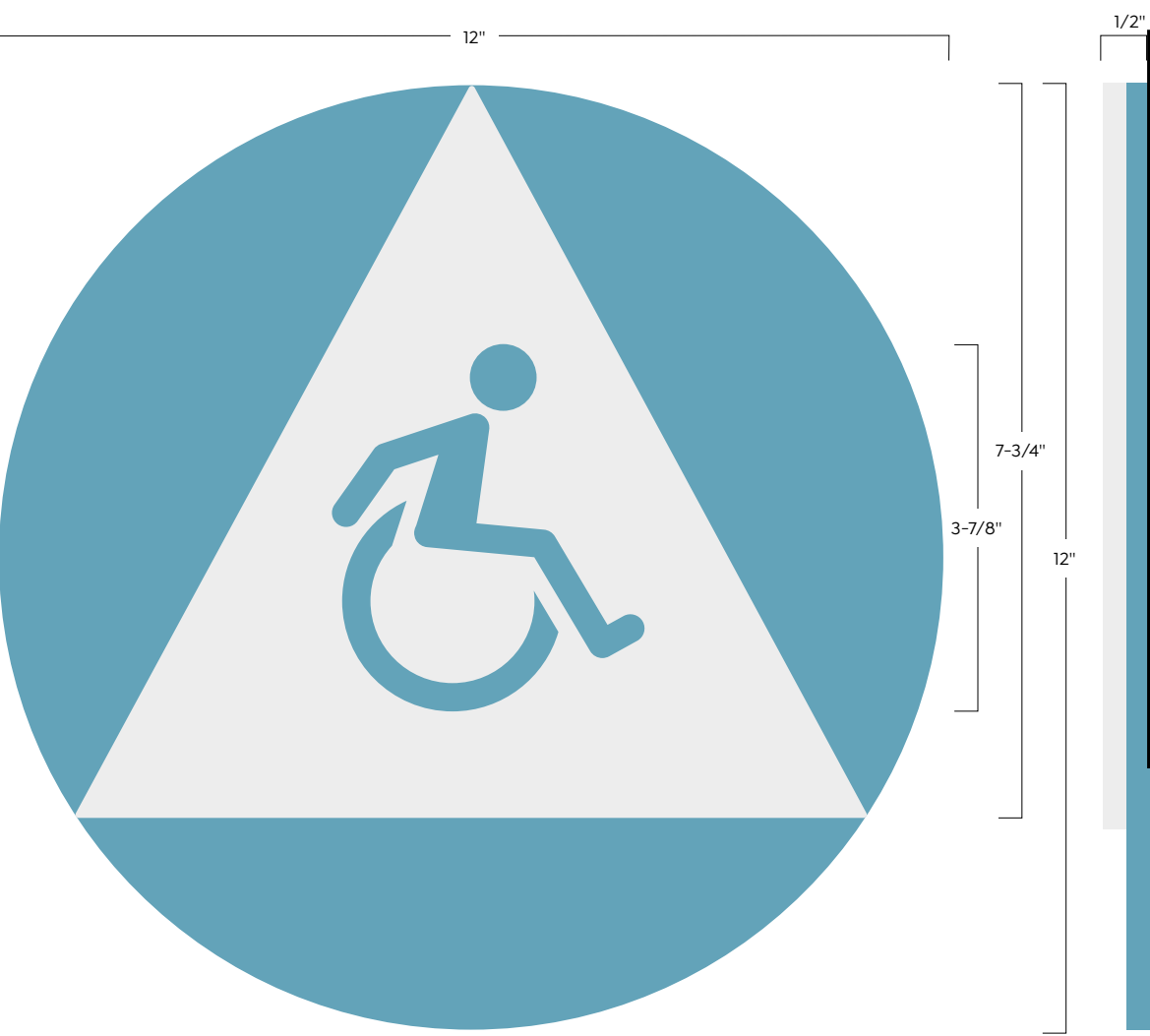
Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-17

Corso // Interior Signage Design

Restroom Wall Sign / TYPE C-RRW



Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/4" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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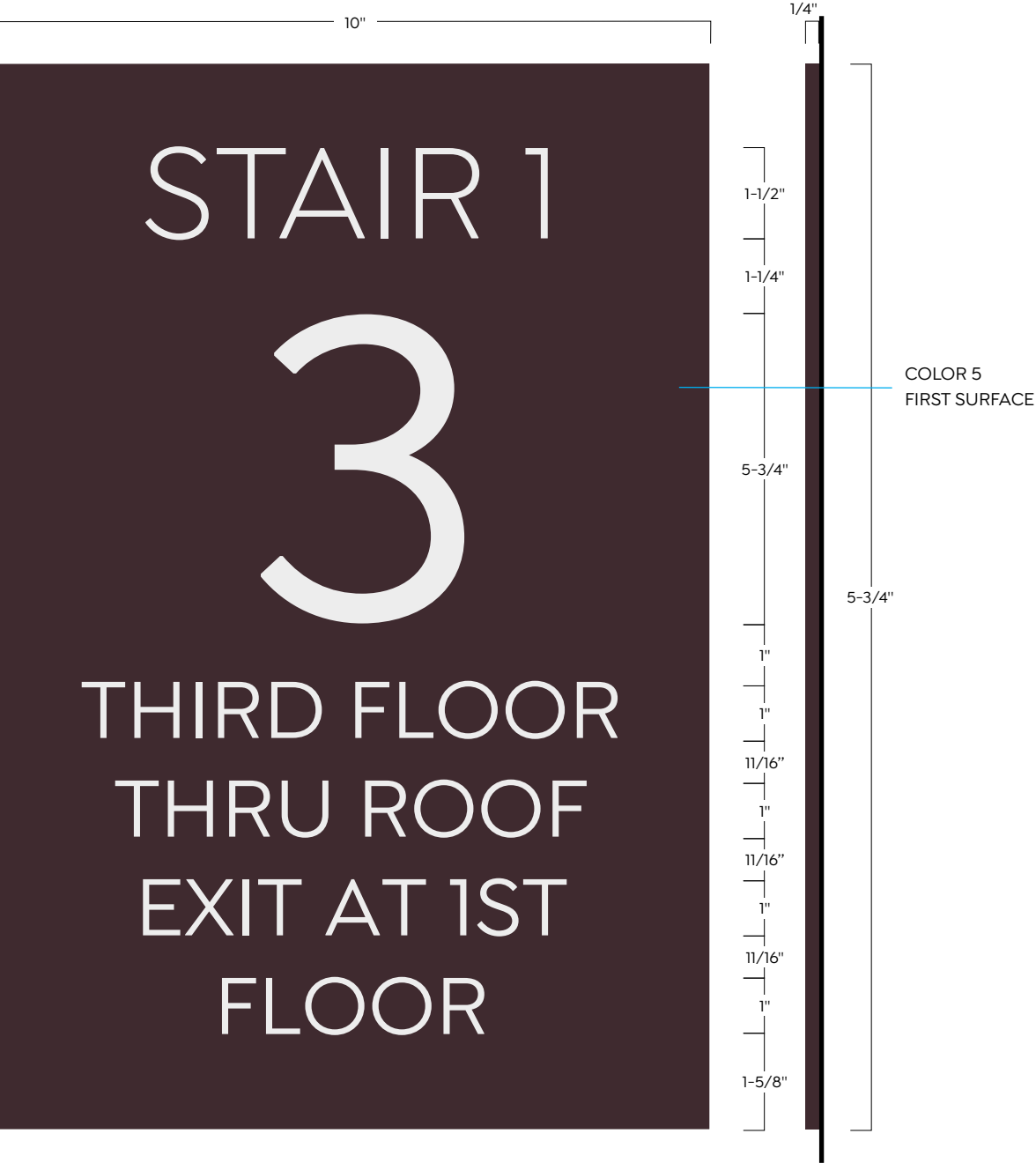
Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-18

Corso // Interior Signage Design

Stair Level Sign / TYPE C-SL



Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/4" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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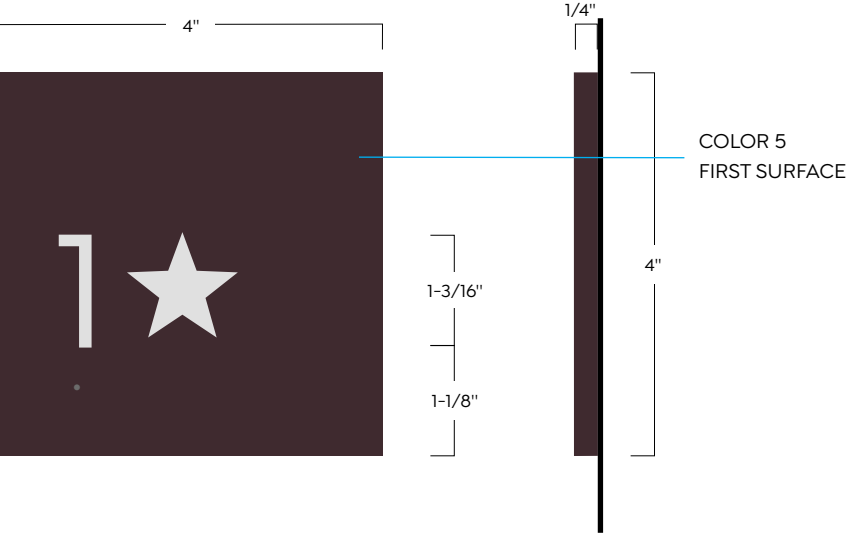
Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-19

Corso // Interior Signage Design

Stair Level ID / TYPE C-SLI



Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/4" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-20

Corso // Interior Signage Design

In Case of Fire Sign / TYPE C-ICF



ODD NUMBER FLOOR COLOR 1



EVEN NUMBER FLOOR COLOR 2

Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/4" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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Oakland, CA 94608
T 415.247.2800
F 415.247.2803
W THISISARGUS.COM

Mountain View Lot 12 / Corso
424 Bryant Street
Mountain View, CA 94041

12-18-25

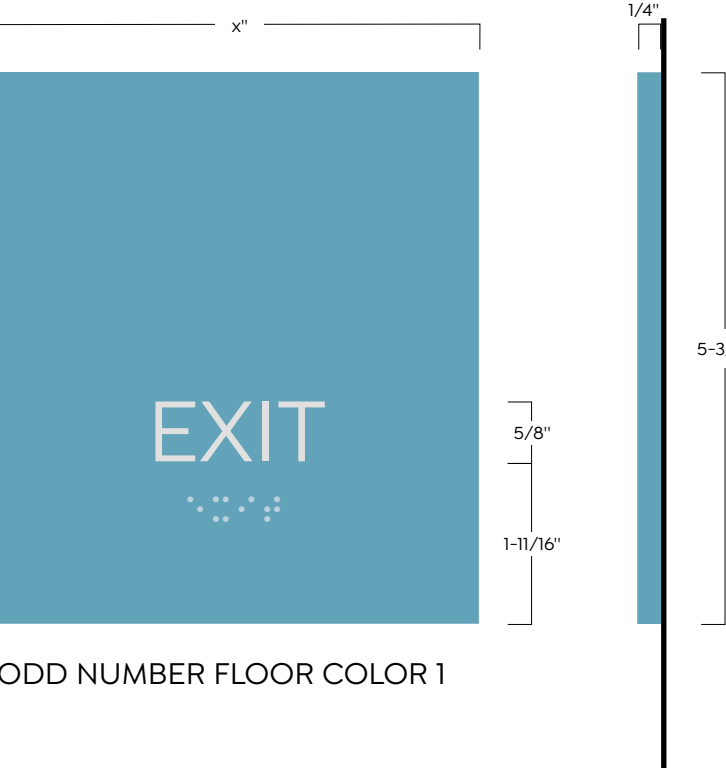
Sign Type
As indicated

Scale: Not to scale

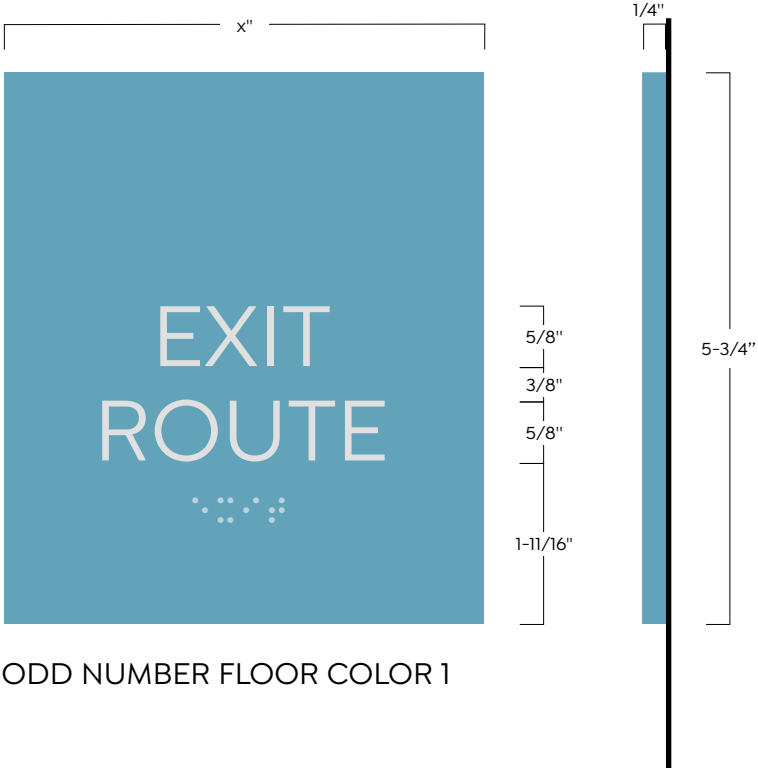
Sheet Number
C-21

Corso // Interior Signage Design

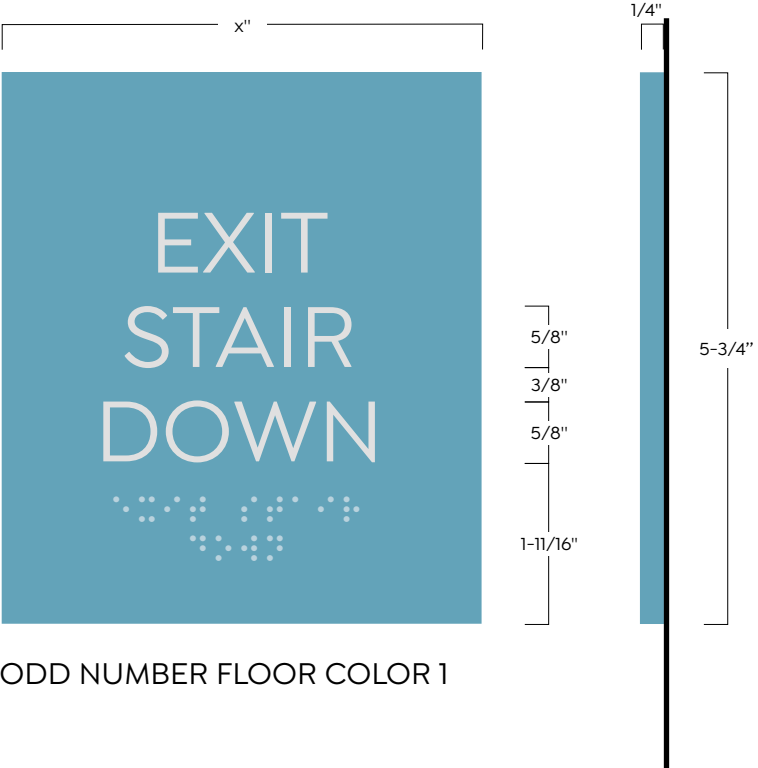
Exit Signs / TYPES C-EX, C-EXR, C-EXD



ODD NUMBER FLOOR COLOR 1



ODD NUMBER FLOOR COLOR 1



ODD NUMBER FLOOR COLOR 1



EVEN NUMBER FLOOR COLOR 2



EVEN NUMBER FLOOR COLOR 2



EVEN NUMBER FLOOR COLOR 2

Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/4" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-22

Corso // Interior Signage Design

Guidelines Sign / TYPE C-GL

14"



7/8"

3-1/2"

1-1/4"

18"

1/4"

ODD NUMBER FLOOR COLOR 1



EVEN NUMBER FLOOR COLOR 2

Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/4" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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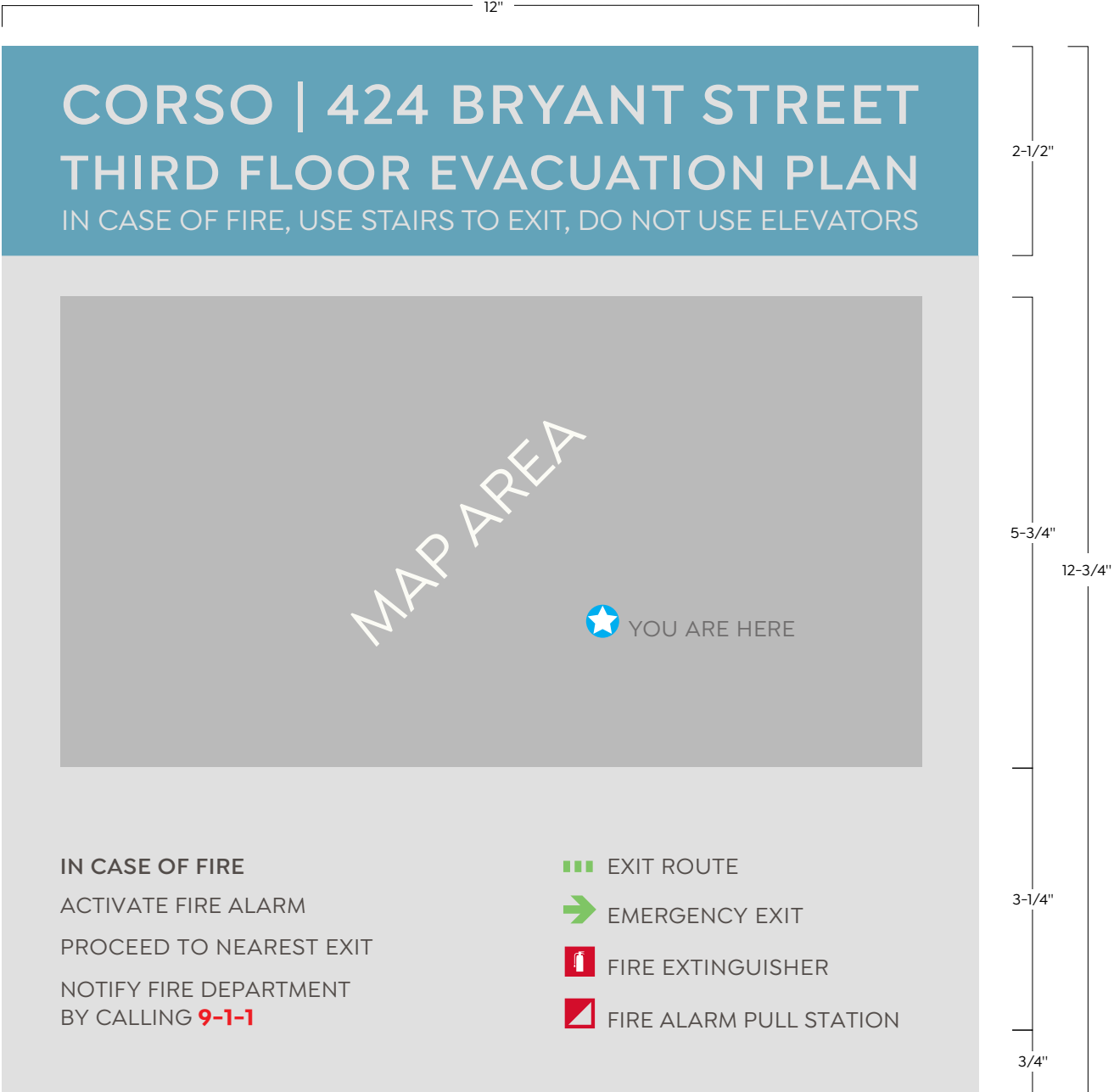
Sign Type
As indicated

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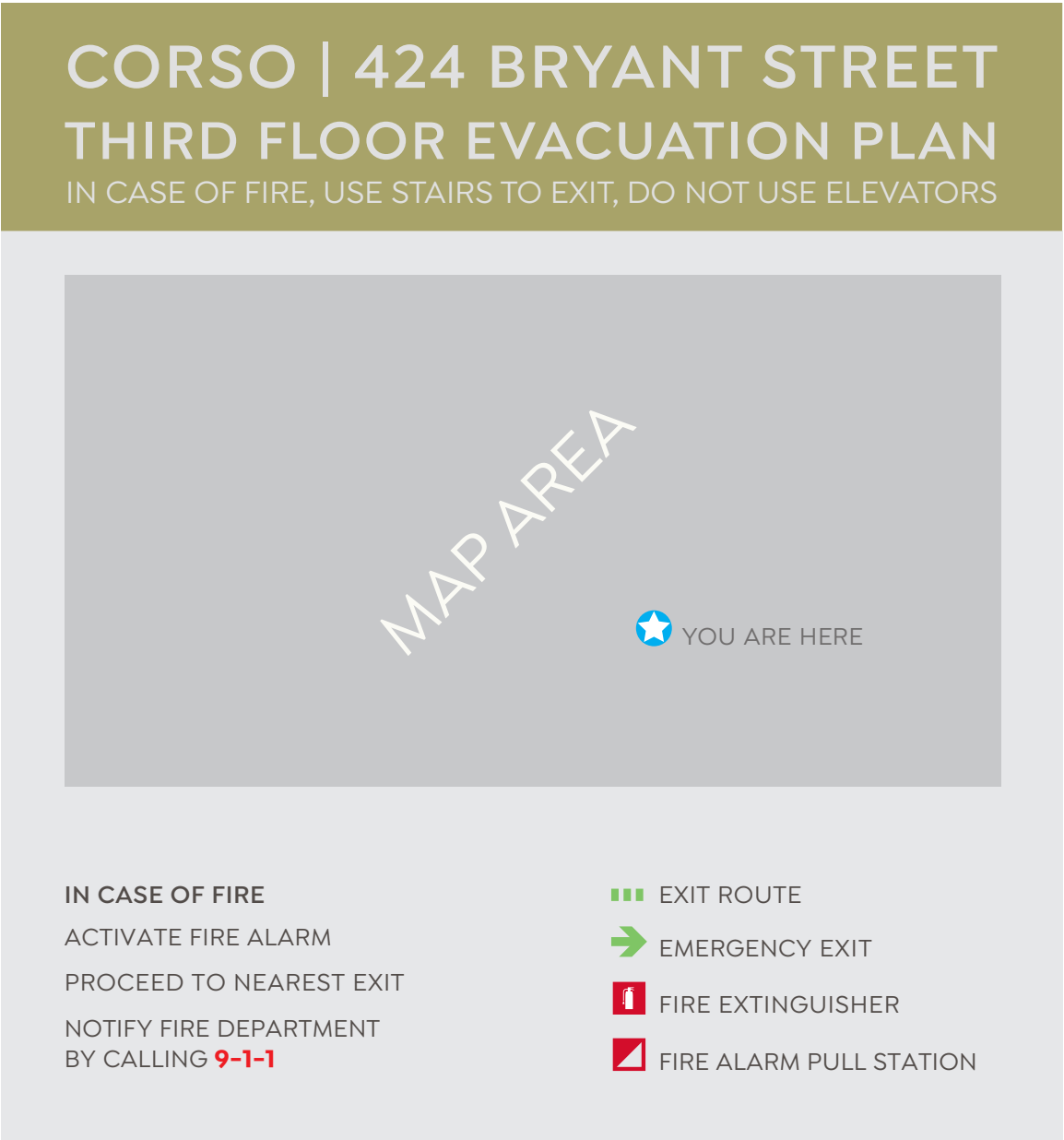
Sheet Number
C-23

Corso // Interior Signage Design

Emergency Egress Map Sign / TYPE C-EEM



ODD NUMBER FLOOR COLOR 1 HEADER



EVEN NUMBER FLOOR COLOR 2 HEADER

Quantity	Materials	Colors / Finishes	Typefaces	Installation	Notes
Per Sign Schedule	- 1/4" non-glare acrylic - Paint - Raised tactile lettering of at least 1/32" depth - CA Grade 2 Braille	As Shown	As Shown	Double-sided tape and silicon adhesive, studs as required Apply vinyl screen to reverse side glass for signs applied to glazing	Fabricator to utilize designers source design files for sign fabrication No visible hardware



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Sign Type
As indicated

Scale: Not to scale

Sheet Number
C-24



CORSO

Thank you!