

# Framing Alternatives for Preliminary Design

## California Ave

City of Palo Alto

June 25, 2024

# Defining Alternatives

## Comparing Approaches: Traditional vs Tiered



### Traditional Approach

- Vision first, cost later
- Creative, ambitious
- Costs secondary
- Inclusive outreach = large scope for broad support
- Tends to unrealistic expectations
- Budgeting issues
- Phased or scaled back due to cost overruns
- Risk compromise, delay

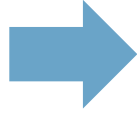
### Tiered Approach

- Alternatives defined with costs at start
- Practical and financially grounded
- Cost integral, realistic, achievable goals
- Community input focus on value for investment
- Prioritizes high value improvements
- Initially may seem limit creativity
- Easier implementation and financial plans
- Priorities = transparent trade-offs for policy makers



# Tiered Process

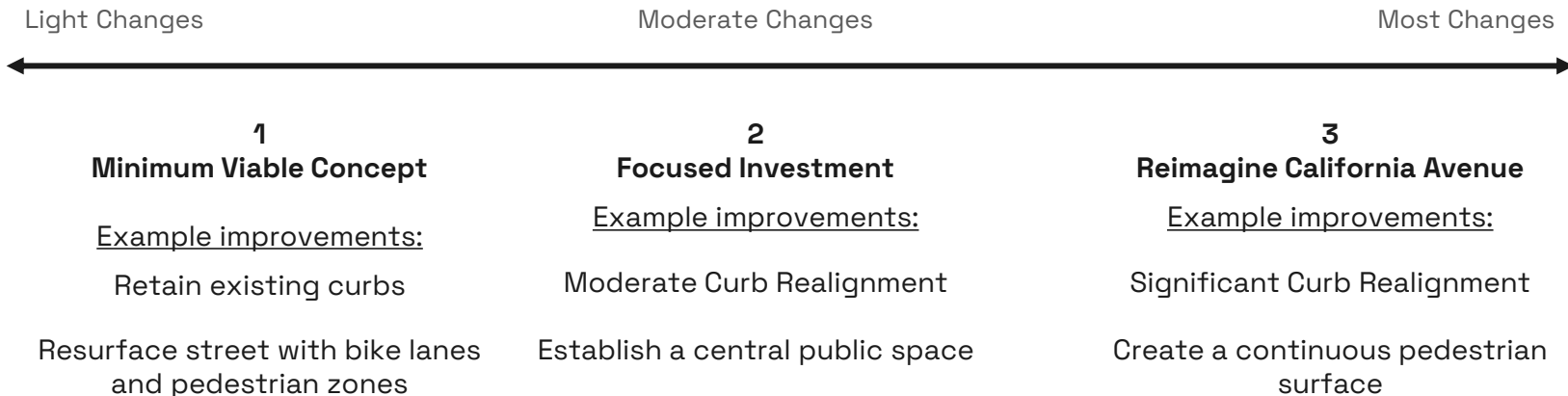
What we are  
doing today



1. Frame alternatives
2. Specify & prioritize criteria
3. Design alternatives
4. Score & rank alternatives by weighed criteria
5. Apply cost, implementation, timing
6. Council policy decision

# Design Tiers

The alternatives are framed as level of investment tiers. Each tier is comprised of street design and spatial programming elements that can be accomplished for that level of investment. Based on that input, the design team will start to design the alternatives.



# Alternatives Definition and Evaluation Framework

This framework will be used as **a tool to create and evaluate the street design options** under development.

It allows us to rank designs against multiple criteria, maximize value for cost and ensure transparency amongst interest groups. This will help City staff to make a recommendation on a feasible, achievable and desirable preferred solution for City Council action.

Option	1	2	3
<b>Example Design Concept</b>	<b>Minimum Viable Product</b>	<b>Focused Improvements</b>	<b>Reimagine California Avenue</b>
<b>Example Intent</b>	minimum investment to meet council objectives	investment to create destination that increases visits, spending time and purchases	Investment to achieve all economic and community vitality objectives, creates uniquely Cal Ave place
<b>Example Design Features</b>			
<b>paving</b>	keep existing curbs	strategic changes to curbs	raise street as continuous surface
<b>planting</b>	Add new planters	modify existing planters add trees	extensive tree canopy
<b>other ... (bike lanes, outdoor dining, shopping environment, public space, lighting, signage ...)</b>	TBD	TBD	TBD
<b>Evaluation Criteria</b>	TBD	TBD	TBD
<b>mobility</b>			
<b>economic vitality</b>			
<b>place-making</b>			
<b>social/cultural life</b>			
<b>other</b>			
<b>Key Decision Considerations</b>	TBD	TBD	TBD
<b>stewardship</b>			
<b>cost</b>			
<b>funding</b>			
<b>construction impacts</b>			
<b>timing</b>			
<b>implementation</b>			
<b>other</b>			

# Prioritizing Goals

Category	Goal	Priority
Advance Economic Vitality	<b>Retail Vibrancy</b> – Reduce barriers, streamline process, and improve conditions to attract new tenants, reduce vacancies and increase diversity of uses to be a vibrant shopping destination where people spend time, shop, and dine	
	<b>Farmers' Market</b> - Improve space for market operations and attractiveness as a weekly outdoor shopping destination	
	<b>Outdoor Dining</b> - Create attractive, comfortable outdoor dining spaces to attract and retain customers	
	<b>Nightlife</b> - Introduce additional businesses that operate in the evening	
	<b>Investment</b> - Attract public and private investment to increase the number and diversity of customers and new businesses	
Improve Mobility & Access	<b>Pedestrians</b> - Increase quantity and quality of pedestrian space to walk with leisure and increase accessibility and wayfinding for all people.	
	<b>Mobility Impaired People</b> - Provide Universal Access	
	<b>Bicycle Riders</b> - Create safe facilities for people on bikes to access and pass through Cal Ave	
	<b>Transit Users</b> - Ensure clear connections and walking access to transit	
	<b>TNC Riders (Transportation Network Companies, eg. Uber &amp; Lyft)</b> - Ensure safe and convenient connection for pick up and drop off	
	<b>Vehicle Access</b> - Ensure safe and convenient access for pickup and deliveries for merchants on Cal Ave	
Advance Community Social and Cultural Life  (Public space design, programming & events)	<b>Public Social Spaces</b> - Provide attractive and comfortable public spaces for people to want to spend time on Cal Ave	
	<b>Identity</b> - Create a district identity that reflects the Avenue's spirit	
	<b>Nature</b> - Increase tree canopy, planting, and natural features	
	<b>Events</b> - Provide flexible spaces to accommodate regular events	
	<b>Public Art</b> – Create places to showcase temporary and permanent works of public art	
Other		