

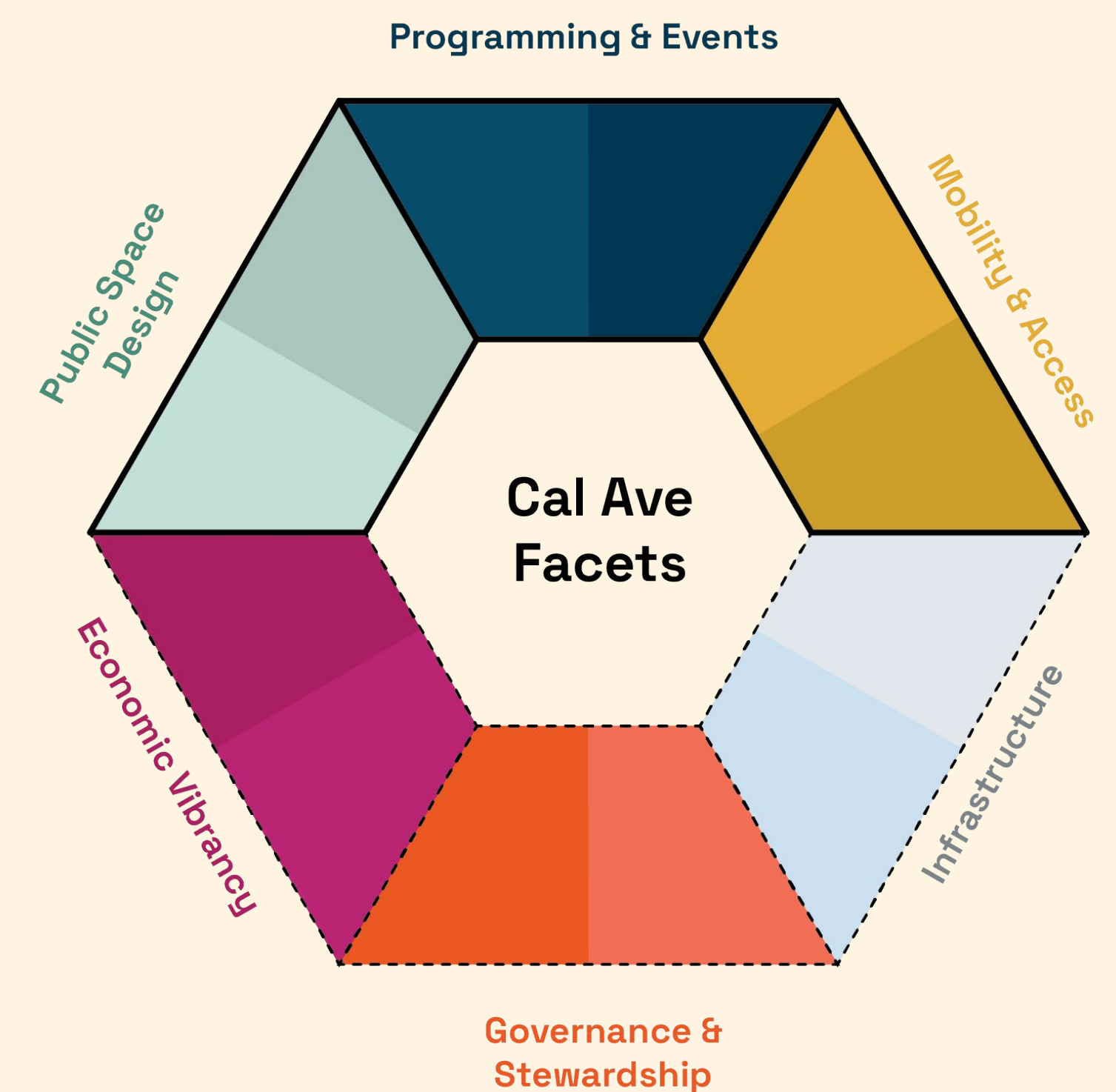
01.

Design Drivers & Goals

Design Drivers and **Goals** are an important step in the design process. They form the basis of our **design brief**, which we will refer to as we develop the streetscape design alternatives.

The six facets to your right work holistically to create a more economically vibrant California Avenue. Urban Field Studio is focused on developing the streetscape facets which will support a great experience for visitors - **Public Space Design, Programming & Events** and **Circulation & Access**.

We've identified the Design Drivers and Goals for these three facets in the following board. To better understand Design Drivers and Goals, we've provided the following example:



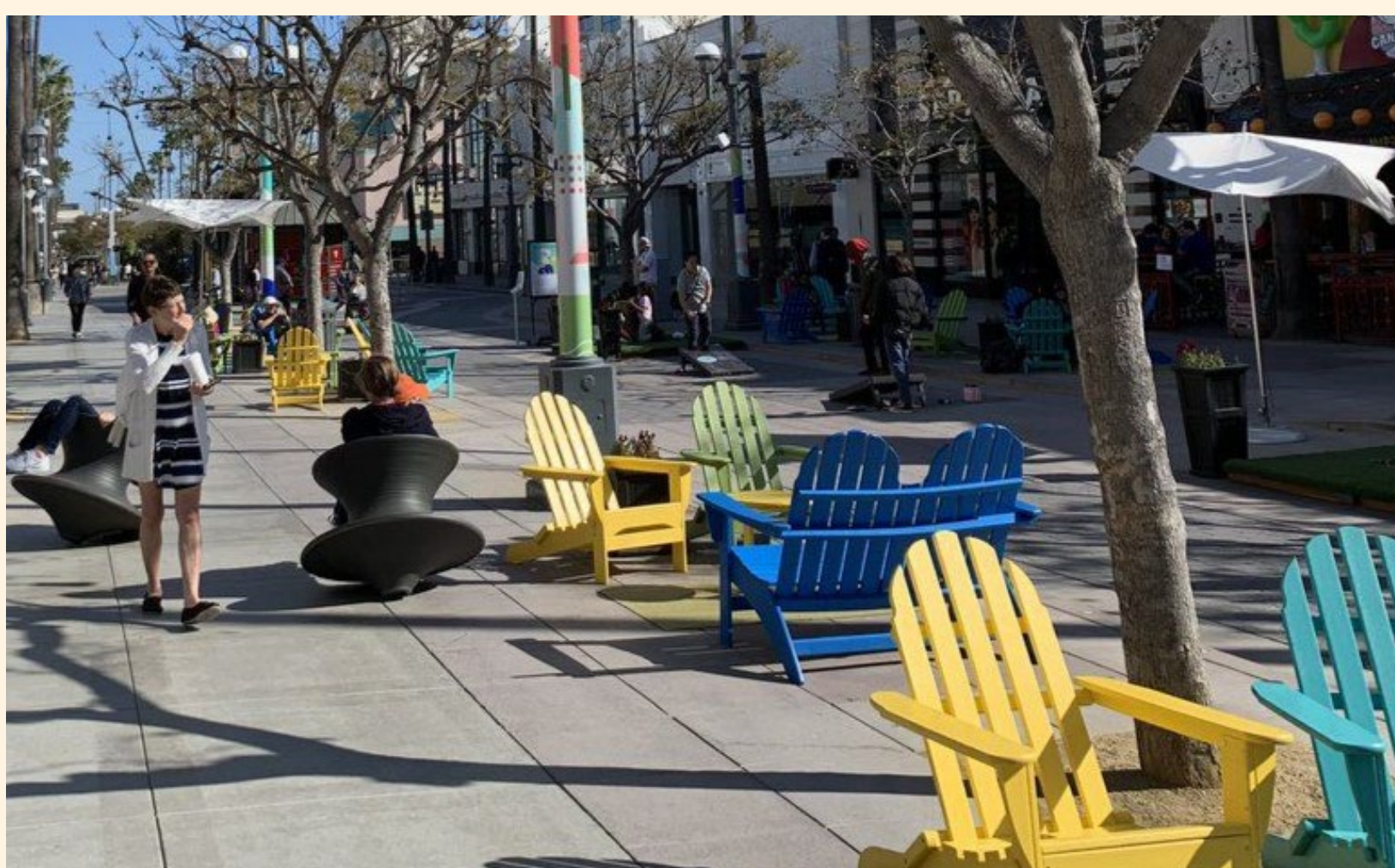
Urban Field Studio will develop the Public Space Design, Programming & Events and Circulation & Access facets.

Infrastructure, Governance & Stewardship, and Economic Vibrancy will be led of the City of Palo Alto.

Design Drivers: 'What we have to do,'

Design drivers are the fundamental principles, constraints, or factors that directly influence the design process. They are the underlying forces that shape the design solution.

Example: "Provide sufficient public seating"



3rd Street Promenade, furniture deployment

Goals: 'What we aspire to do'

Goals are the specific objectives or outcomes that the design solution aims to achieve. They are the desired end results of the design process.

Example: "Design well functioning public space for everyone"



3rd Street Promenade, furniture in use

01.

Design Drivers & Goals

ACTIVITY: Design Drivers & Goals

What are your design drivers and goals priorities?

Place a dot on the design driver & goal that is most important to you per section.
Write additional design drivers & goals on a post-it note and place it on the board.

Public Space Design

Horizontal layout of design features such as hardscape, softscape, lighting, public seating, bike lanes and outdoor dining spaces.

Design Drivers



Update the street design to support a pedestrian priority configuration

Establish a California Ave-specific outdoor dining standards and guidelines

Introduce features that improve the patron and merchant experience

Typical weekday morning

Goals



Design a well functioning and beautiful public space for everyone

Use a great public space design as a competitive advantage for the district

Provide sufficient and comfortable seating and resting spaces for non-patrons

Exhibition Road, London

Programming & Events

Coordination of rotating events throughout the year. This includes existing events like 3rd Thursday and Sunday's Farmers Market.

Design Drivers



Introduce more recurring events similar to Sunday's Farmers Market and 3rd Thursday

Host unique events to draw crowds that typically do not visit California Ave

Make sure events do not interfere with merchant visibility

3rdThursday

Goals



Increase the number of visitors to California Ave throughout the week

Convene events and celebrations to attract people to visit and stay longer

Market California Ave as an exciting destination within Palo Alto

The Runway, Plaza Vista

Circulation & Access

Better right of way allocation for walking, biking, emergency vehicles and loading/unloading for events. Provide access to parking, deliveries, loading, pick-up & drop-off, and emergency vehicles.

Design Drivers



Enhance entrances to California Ave to prevent undesired vehicle access

Locate a PUDO service zone in close proximity to California Ave businesses

Improve pedestrian and bicyclist safety by introducing a two-way bike path

Sunday's Farmers Market loading truck

Goals



Create a safe and accessible space for people of all ages and abilities

Improve public safety by reducing pedestrian, bicycle and vehicle conflicts

Provide clear and comfortable connections from the parking lots to California Ave

My Figueroa Streetscape, Downtown LA

02.

Vision Statement

A **vision statement** is a declaration that outlines a project's **long-term goals** and provides a clear picture of the **aspirations for the project**. It is intended to guide and inspire stakeholders by **clearly stating the overarching purpose the project is aiming towards**.

ACTIVITY: VISION STATEMENT FOR CALIFORNIA AVE

What is an appropriate vision statement for California Ave? We want to create a holistic vision statement that reflect what we've learned from the merchants, as well as the public and stakeholders. Urban Field Studio has put together the following statement as a first draft toward a vision statement:

California Ave will create a new standard for pedestrian-priority spaces, where a tight-knit community, a thriving food scene and vibrant outdoor spaces can come together on one street.

Help us refine this vision statement.

Add a post-it note below with your personal vision for California Ave.

03. Streetscape Elements

ACTIVITY: SOFTSCAPE AND HARDSCAPE SURFACES

What kind of surfaces do you want to see on California Ave?
Place a dot on your preference.

Softscape Surfaces



Introduce trees in large planters



Create a grove of trees



Integrate trees with planters and seating



Planter with large shrubbery



Plants with small shrubbery



Add to existing ground planters



Introduce drought resistant plants



Introduce drought resistant flowers



Hang flowers from post



Add more natural elements



Pop-up lawn



Provide businesses with planters

Hardscape Surfaces



Retain curbs but change the paving



A continuous pedestrian-priority street with various paving styles



A continuous pedestrian-priority street with the same paving style



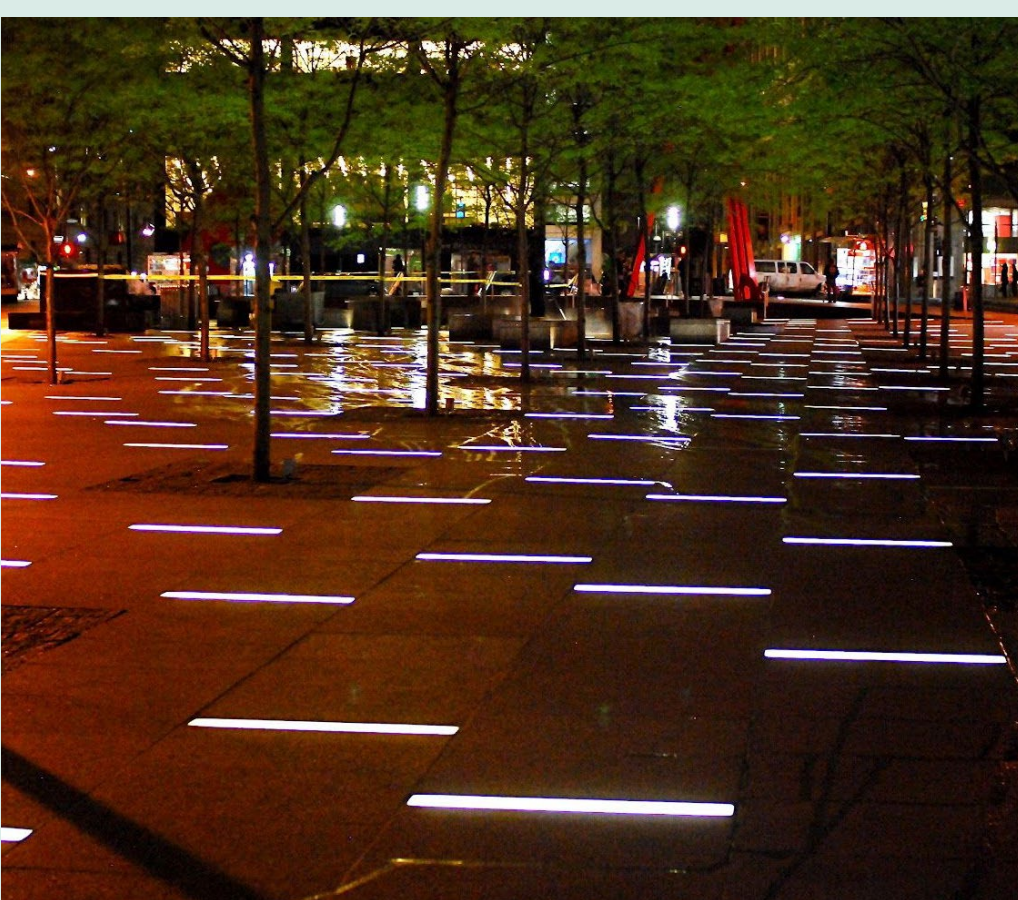
Simple mural on existing hardscape



Elaborate mural over existing hardscape



Isolated murals over existing hardscape



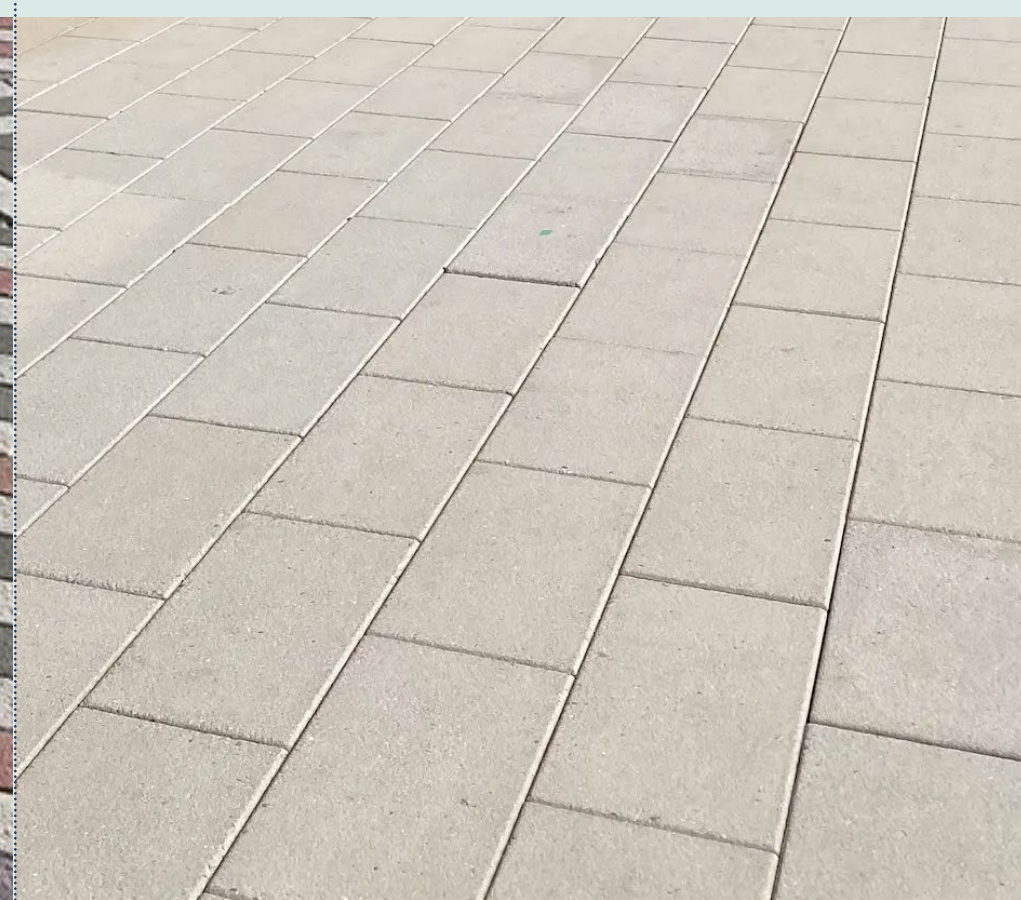
Lights in pavers



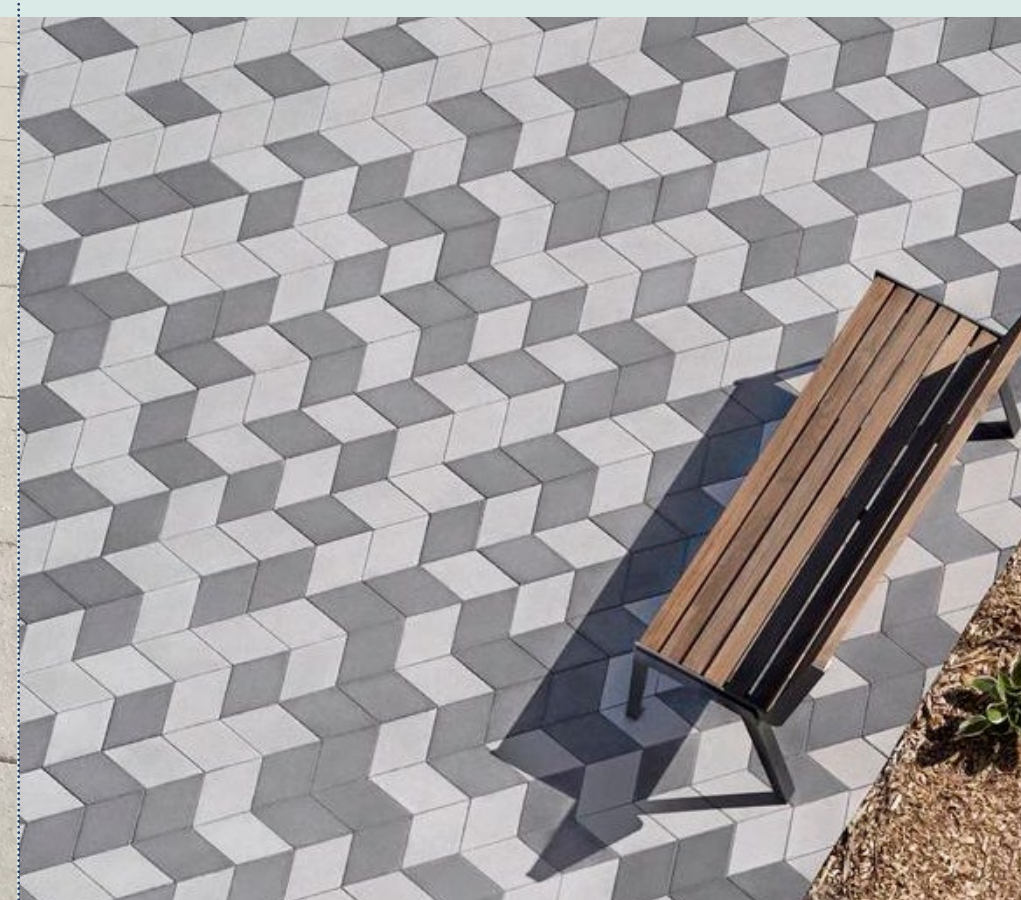
Lights designate paths in pavers



Colorful pavers



Simple pavers



Mosaic pavers



Pavers as highlighting element

03. Streetscape Elements

ACTIVITY: LIGHTING AND PUBLIC SEATING

What kind of lighting and public seating do you want to see on California Ave?
Place a dot on your preference.

Lighting



Elaborate string lights



Simple string lines



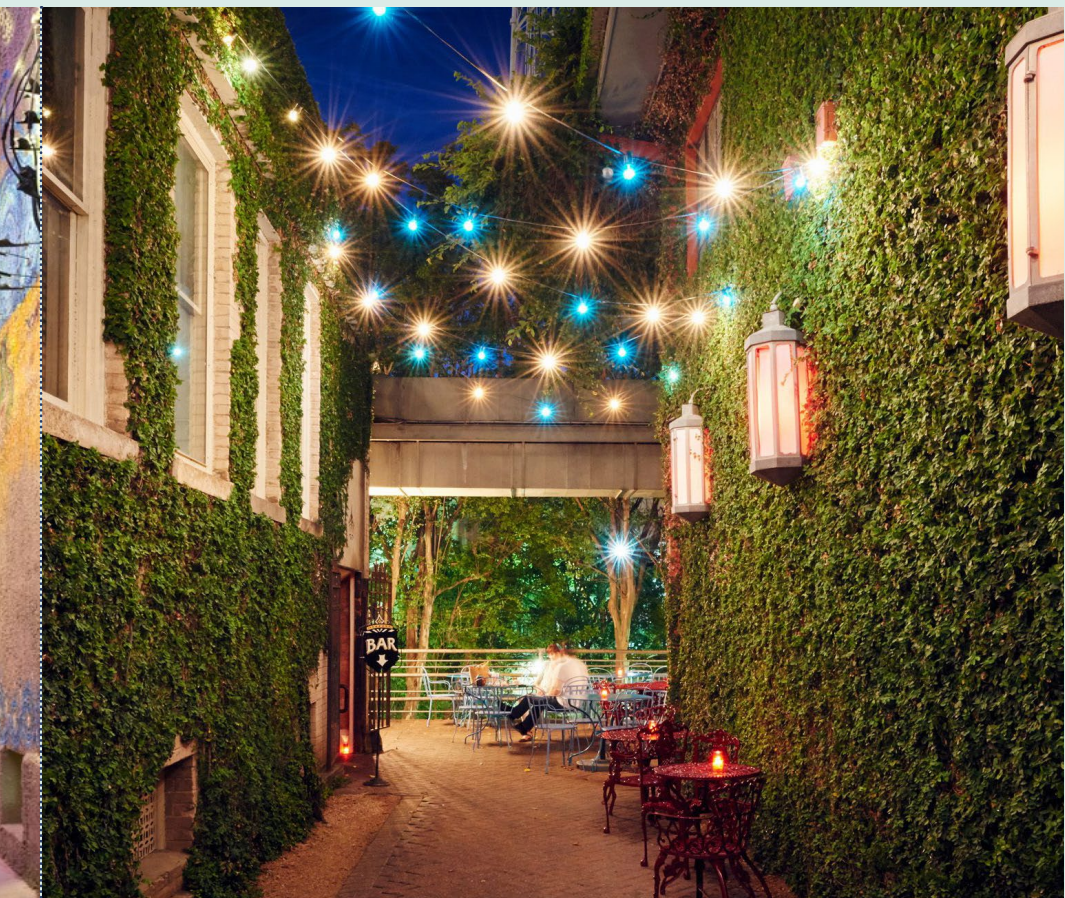
String lights wrap around trees



Funky lights for special events



Light sculptures activate the alleys



Simple lights activate the alleys



Light-up interactive pieces



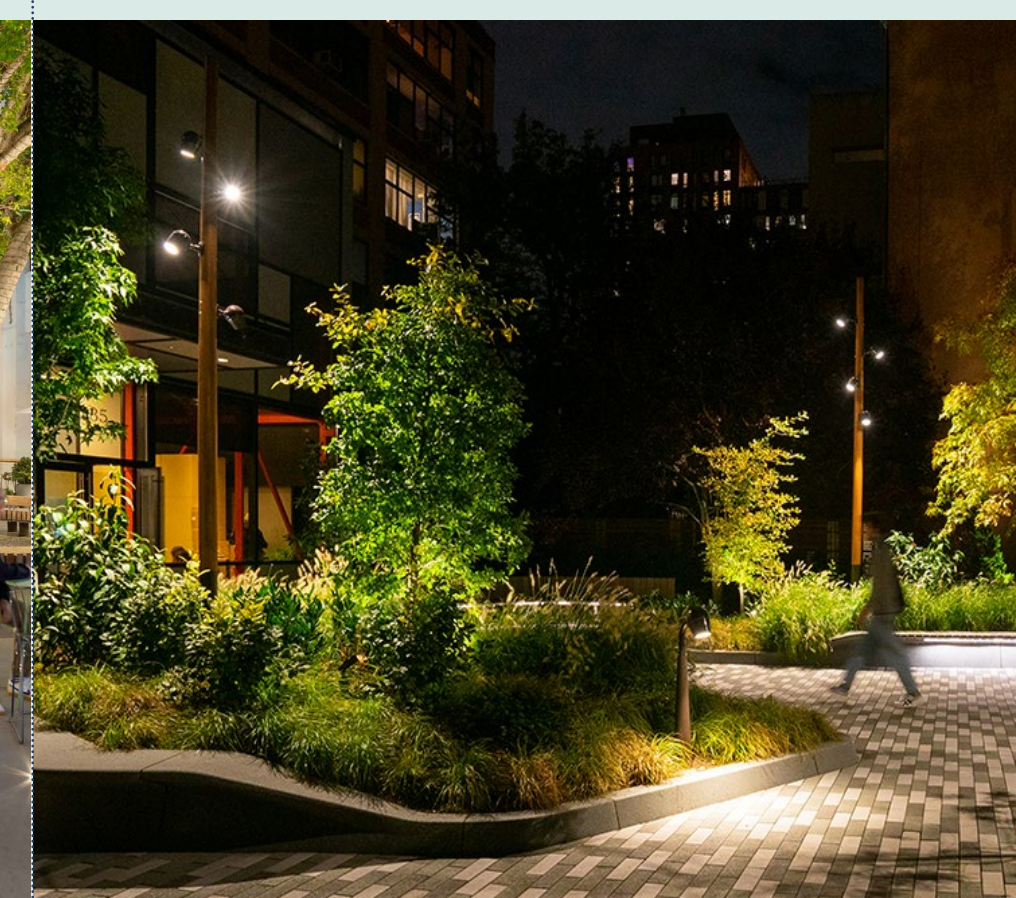
Light sculptures



Light-up furniture



Light in pavers



Integrate light into planters



Integrate light into benches

Public Seating



Movable playful furniture



Fixed playful furniture



Table and chairs with shade



Table and chairs with no shade



Colorful and unique seating



Seating that's child friendly



Off-the shelf shade options



Custom designed shade options



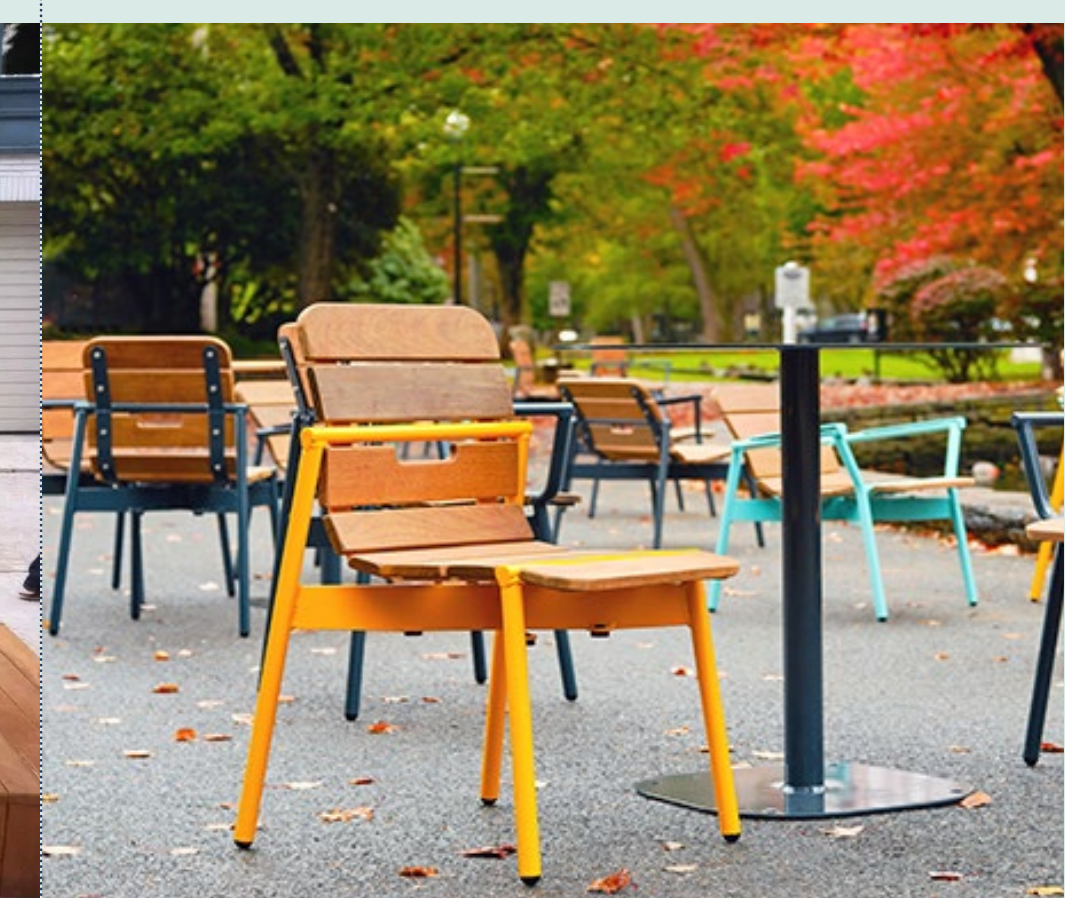
Sculptural seating



Stadium seating



Furniture for lounging



Replace metal furniture with wood furniture

03. Streetscape Elements

ACTIVITY: BIKE INFRASTRUCTURE AND OUTDOOR DINING & DEDICATED PUBLIC SPACES

What kind of bike infrastructure and outdoor dining spaces do you want to see on California Ave?
Place a dot on your preference.

Bike Infrastructure



One-way bike lane on either side of Cal Ave



Two-way bike lane



Shared path with mural



Divide the street into two lanes, one for pedestrians and another for bikes



Separate bike lanes with sculptural buffers



Separate bike lanes with simple buffers



Add more bike racks



Highlight bike rack zones



Introduce sculptural bike racks



Introduce bike share

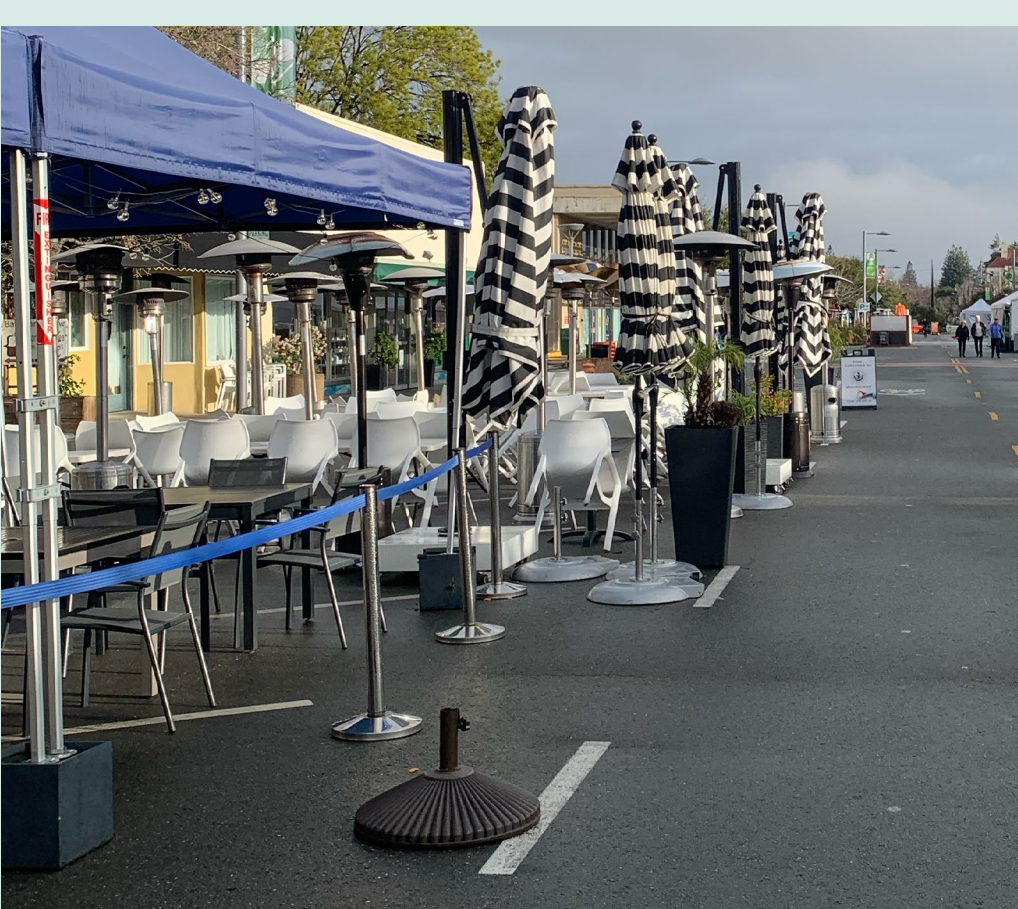


Bike lockers



Parklets for bikes

Outdoor Dining and Dedicated Public Spaces



Outdoor Dining Spaces
Keep outdoor dining spaces varied and unique to the business



Outdoor Dining Spaces
Make outdoor dining spaces similar with pre-fab elements



Outdoor Dining Spaces
Replace tents with warmer elements, like wood



Dedicated Public Spaces
Create a dedicated public space zone that is just for sitting



Dedicated Public Spaces
Create a dedicated public space zone for sitting, group gatherings and other activities



Dedicated Public Spaces
Introduce games into dedicated public space zones

What are some of the challenges experienced with outdoor dining spaces?
Write your comment on a post-it note and place it on the board.

03. Streetscape Elements

ACTIVITY: EVENTS AND PROGRAMMING

What kind of events and programming do you want to see on California Ave?
Place a dot on your preference.

Events and Programming

					
More musical events	Cultural events	Kid-friendly events	Merchant's pop-ups	Health and wellness events	Wine tasting pop-ups
					
Holiday markets	Holiday events	Night Markets	Outdoor movie screenings	Improve existing putt putt	Art walks

Did we miss anything in this section?
Write your comment on a post-it note and place it on the board.