## Cal Ave Car Free Streets Update

Cal Ave Merchants Meeting Feb 27, 2024



## Agenda

California Avenue Merchants Group Meeting - Urban Field Introduction February 27, 2024

- → Introduction & Approach
- → Timeline & Design Process
- → First Impressions
- → Question & Discussion
- → "Homework" Assignment

## Introduction & Approach

### **Urban Field Studio**

Urban Field focuses on a holistic approach to urban design that addresses a wide range of scales from crafting small spaces to designing complete neighborhoods. This process involves many stakeholders and partners, establishing collaboration as a foundational principle of the practice.



### **Urban Field Team**

John Bela, Project Director

Jane Lin, Founding Partner

Donna Mena, Project Manager and Designer

Liz Broekhuyse, Branding & Wayfinding

Mike Iswalt, Circulation and Access Lead

David Greensfelder, Economic Strategy & Retail Resiliency







Donna Mena



Liz Broekhuyse



Jane Lin



Mike Iswalt / Kimley-Horn



David Greensfelder /
Greensfelder Real
Estate Strategy







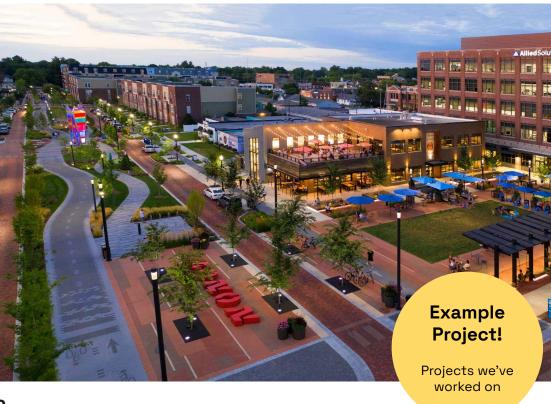
**Mint Plaza** San Francisco, CA



## La Placita

San Francisco's Mission District





Monon Boulevard and Midtown Plaza Carmel, Indiana

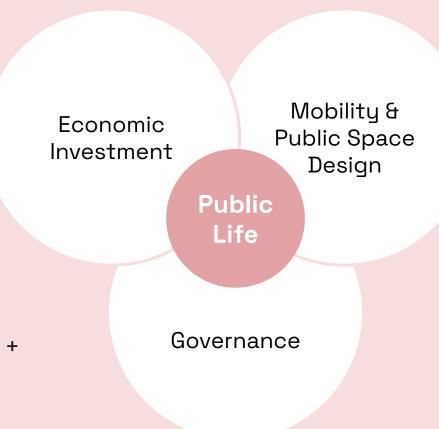




Castro Street Pedestrian Mall Mountain View, CA

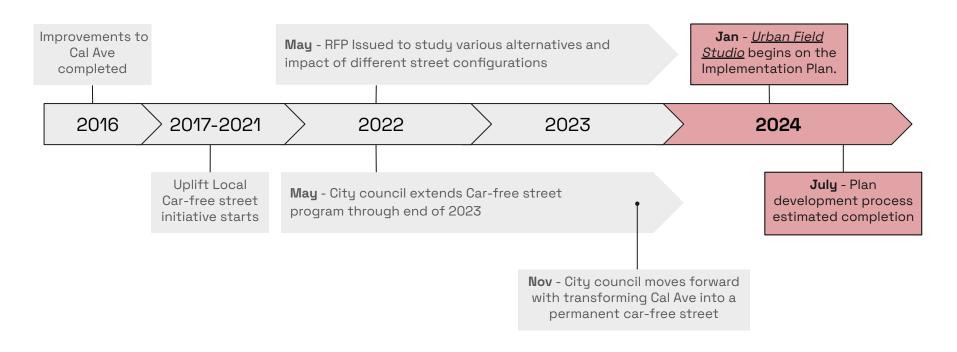
## Our Approach

Success= Design + Governance + Economic Investment



# Timeline & Design Process

## Where We've Been and Where We're Going



13

## **Design Process**

2024

6. 3. 5. Establish Discovery / Interim **Design Drivers** Concept Design & Preferred Alternatives & Design Principles Activation the Vision & Goals **Evaluation Framework** Implementation Plan **Context Map** Visioning Example **Design Principles** Ingredients **Concept Design** Final Deliverable Example **Examples** Site Analysis Example Design Drivers v. Goals Parklet/Furnishing Branding / Interim Wayfinding Guideline Wayfinding Final **Examples** Deliverable Example Branding / Wayfinding **Examples** 

## 1. Discovery / Interim Activation





#### California Avenue

Area of interest: El Camino Real to Cal Ave Caltrain Station



#### California Avenue

Focus Area: El Camino Real to Birch St and connecting streets

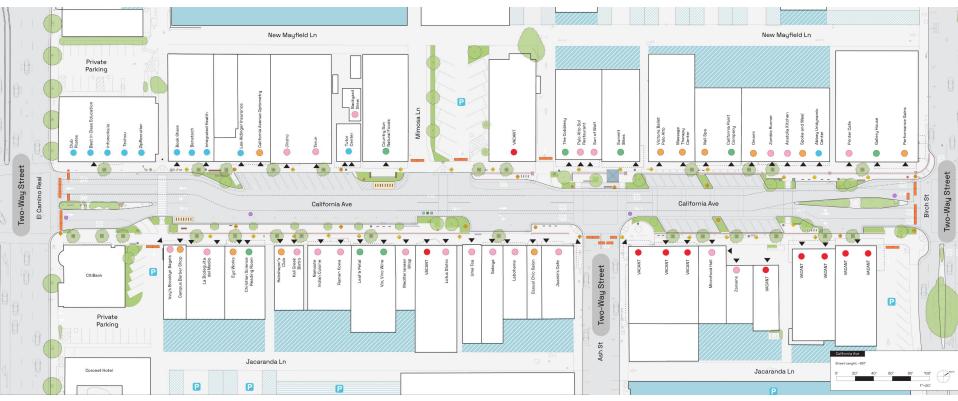






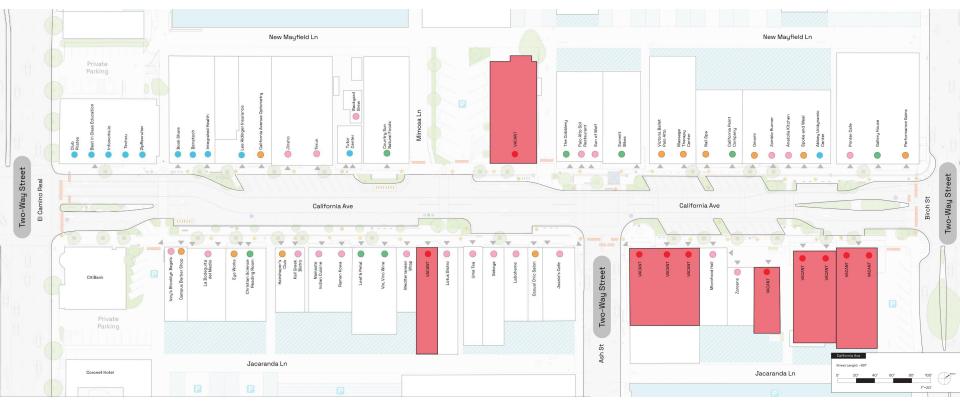








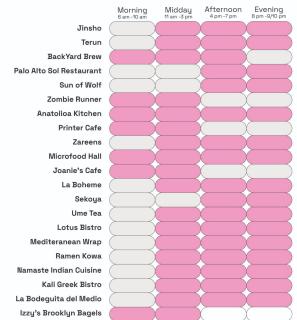




#### Vacant v. Occupied

Vacant
Occupied

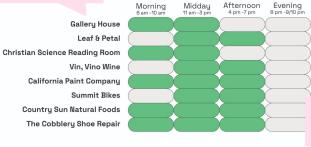
#### Restaurants + Cafes



**Business Hours** 

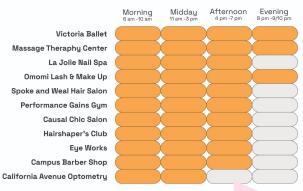
Restaurants and cafe offerings are available throughout the day, mostly from lunch till later into the evening Gallery House lost their lease and are leaving 3/30/24

#### **Local Goods**



Retail offering mostly open around midday

#### **Neighborhood Services**



Neighborhood amenities are open from the morning to early evening.

#### Legend

Vehicle Circulation

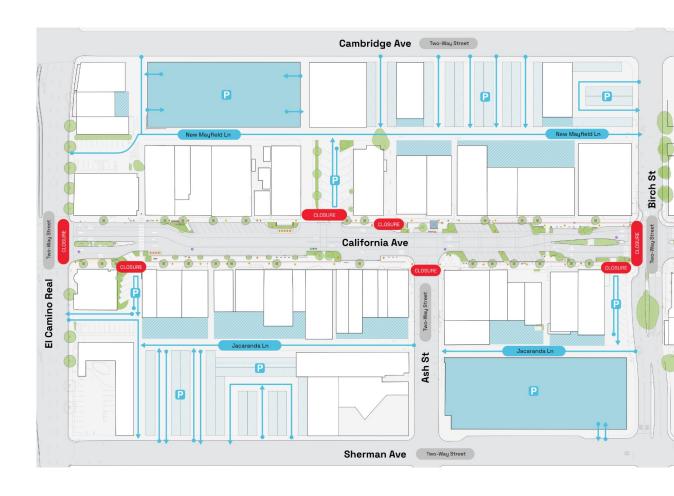
Surface Parking

Back-of-house Loading

Parking Structure

Street Closure

#### **Circulation Map**



#### Legend

Rapid Bus

--- Frequent Bus

--- Local Bus

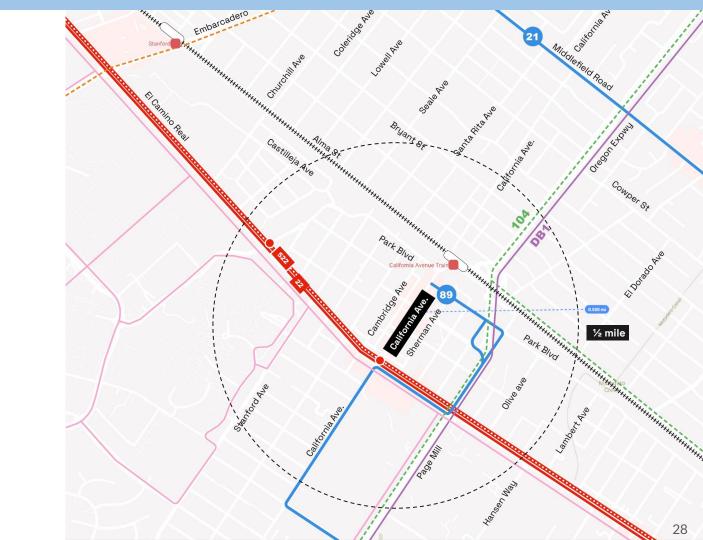
Dumbarton Express

—— Stanford Marguerite

\_ \_ - Express Bus

- - - AC Transit

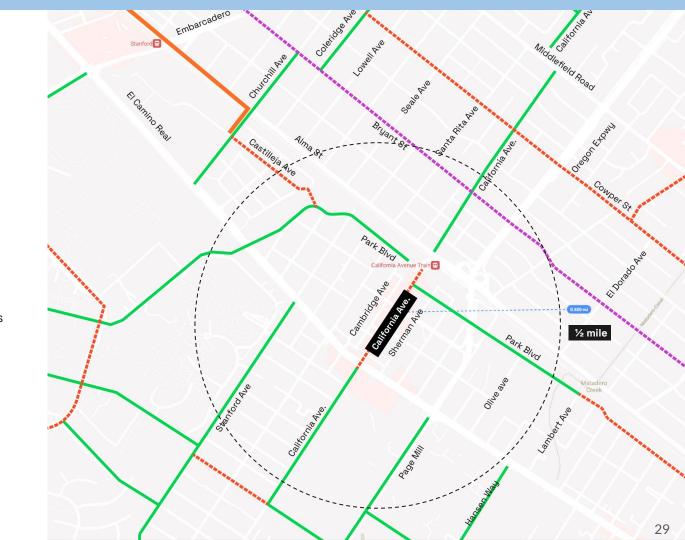
#### **Transit Map**



#### Legend

- Street with bike lanes
- --- Streets that are well-suited for bicycling, but do not have bike lanes
- A street with low traffic volumes and speeds with preferential treatments for cyclists
- A bike and pedestrian path, separated from vehicle traffic

#### **Bike Network**



#### Phase 0 - Wayfinding & Brand Identity

#### Brand workshop - Early March

Implementation ~ Jun 2024

Develop draft brand identity

Apply to barricades, etc. at street entrance

Naming

Visual style

Goals / Strategy

Vision







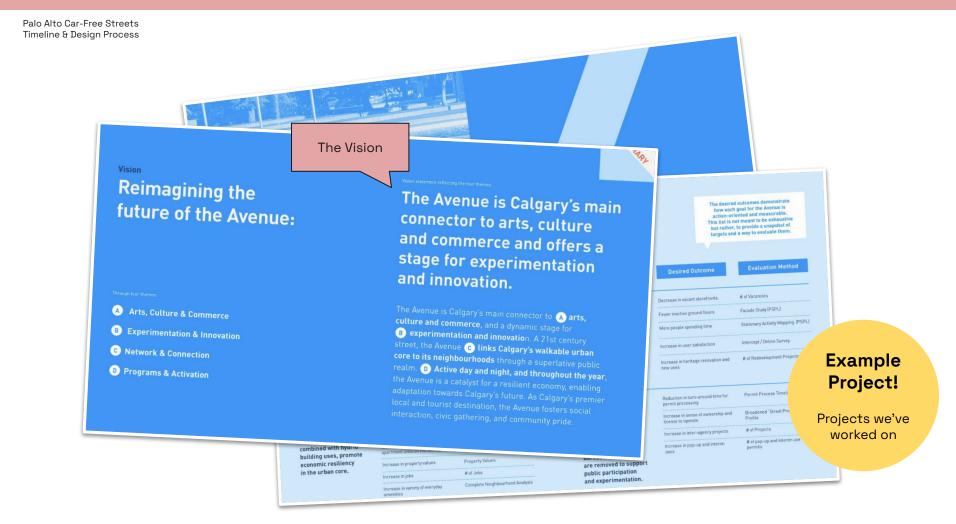




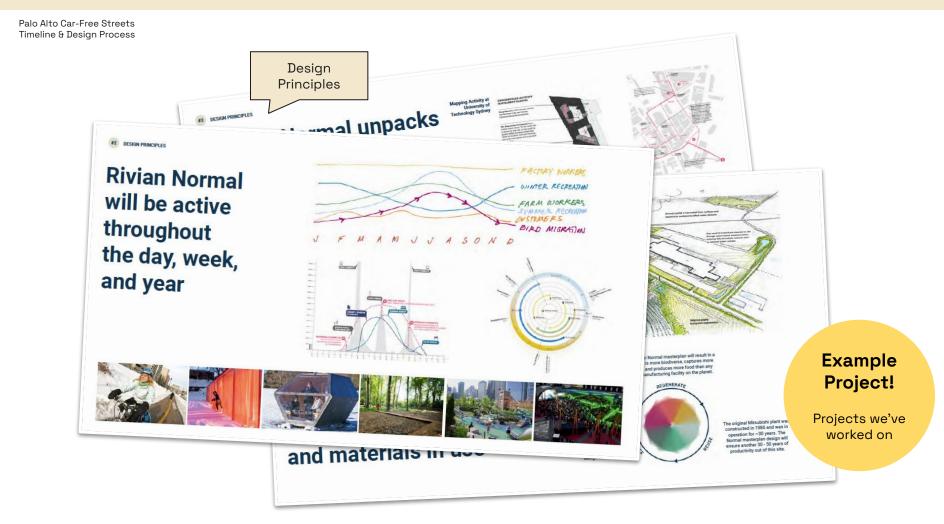


... all to be followed by a more detailed Signage Plan & Brand Identity as part of the Streetscape plan ~ August 2024

## 2. Establish the Vision



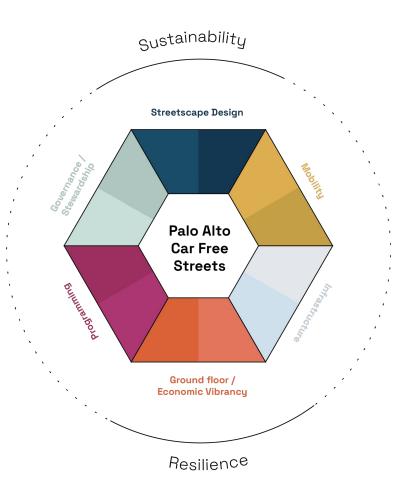
## 3. Design Principles



## 4. Design Drivers & Goals

Ingredients

- Streetscape Design
- Mobility
- Infrastructure
- Ground Floor /Economic Vibrancy
- Programming
- Governance / Stewardship



- Streetscape Design
- Mobility
- Infrastructure
- Ground Floor /Economic Vibrancy
- Programming
- Governance / Stewardship

### **Design Drivers**

## "What we <u>have</u> to do"

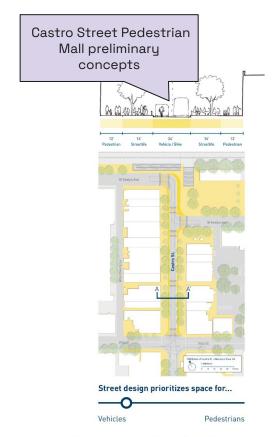
Example: Ensure that Cal
Ave promenade has
infrastructure to allow the
street to function well for
everyday life as well as for
large events and gatherings

#### Goals

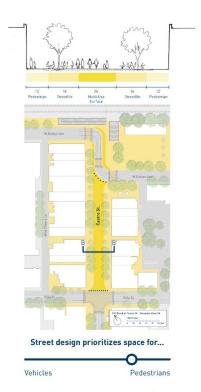
## "What we <u>strive</u> to do"

Example: Encourage people to come more often and to stay longer. Expand programmatic offerings to allow the space to me active more times of the day and evening, and throughout the year

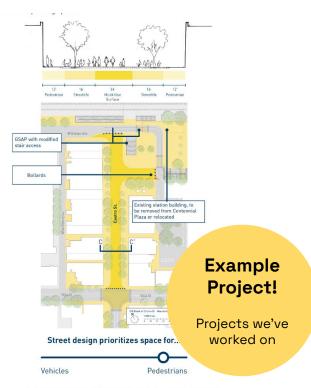
# 5. Concept Design & Evaluation Framework



Alternative A: Expand Public Space



Alternative B: Castro Street Plaza



Alternative C: Evelyn Realignment





### Wayfinding Goals / Strategy

We will work to determine the functional goals of the signage program

#### Goals / Strategy



#### **NAVIGATION**

- Help visitors find parking
- Help visitors navigate to/from parking
- Help visitors see all businesses from center of street
- Help cyclists and pedestrians coexist safely
- Help deliveries to flow smoothly



#### **DESIGN QUALITY**

- Bring consistency and high standard of design quality to signage
- Work within existing signage standards and plans to ensure consistency with the larger contexts of the district



#### **COMMERCIAL GOALS**

- Make business offering more visible to passing traffic on ECR
- Make business offering more visible from the center of the street
- Make business offerings more visible to visitors navigating the area on foot / bike

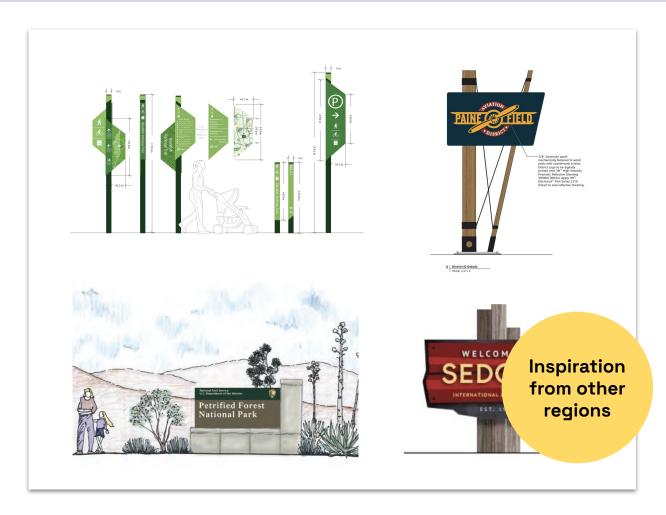


#### **IDENTITY**

- Reflect the distinctive identity of the district
- Complement existing material palette used by architecture & street furniture on the site

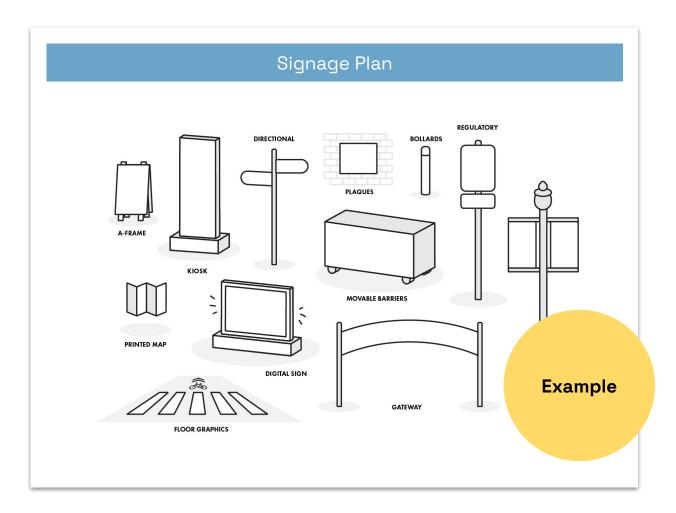
# Wayfinding Brand Identity

We will develop a visual identity that reflects the distinctive character of the district and your vision for its future.

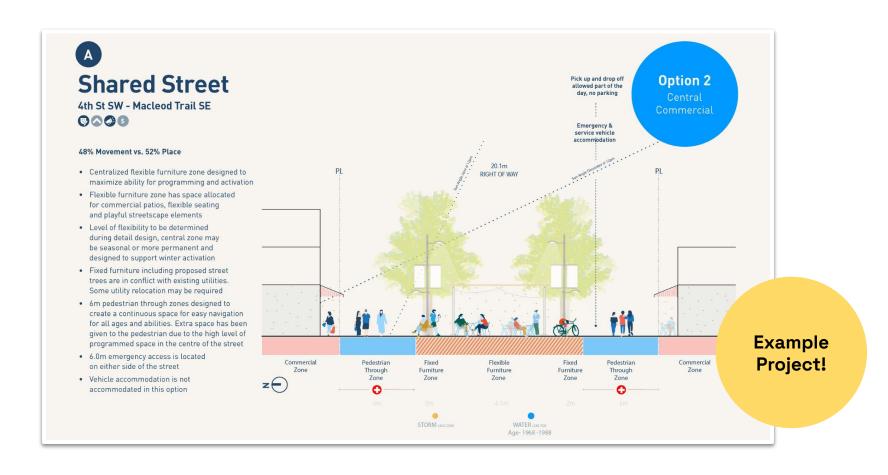


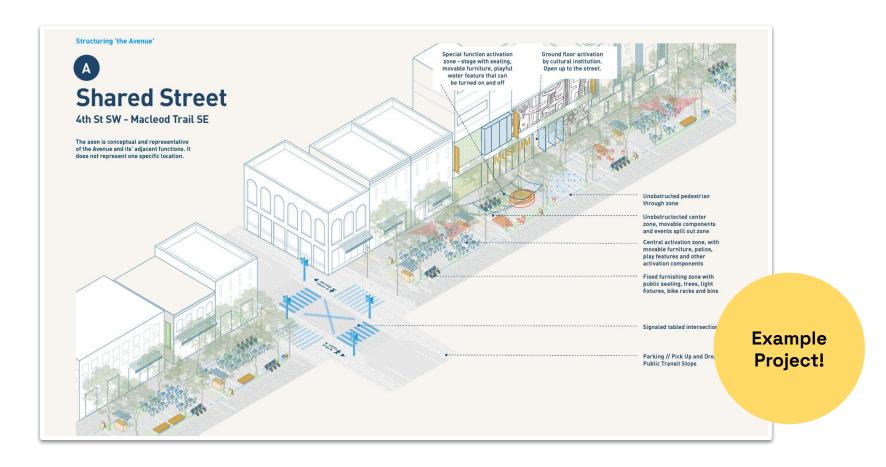
### Wayfinding Signage Plan

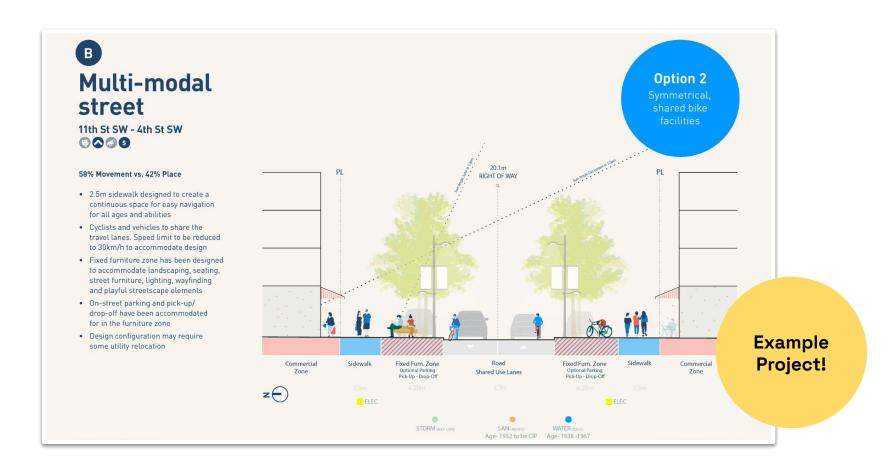
We will generate a plan for the types of signs and placement guidelines required to meet our goals.

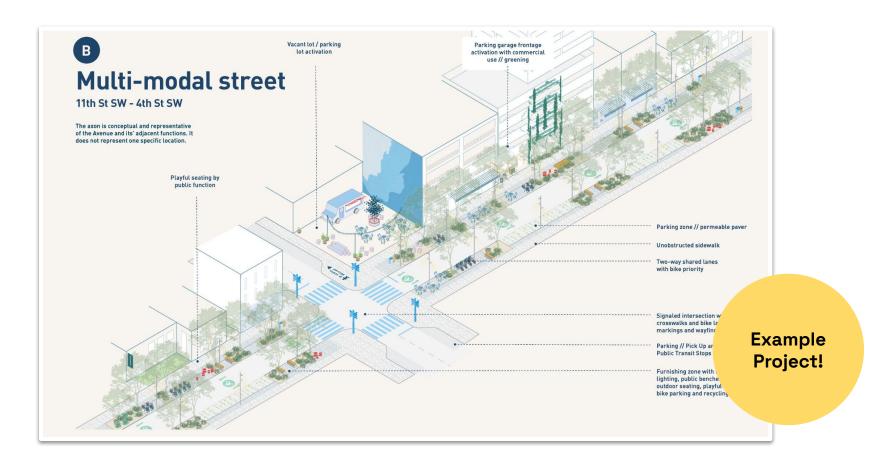


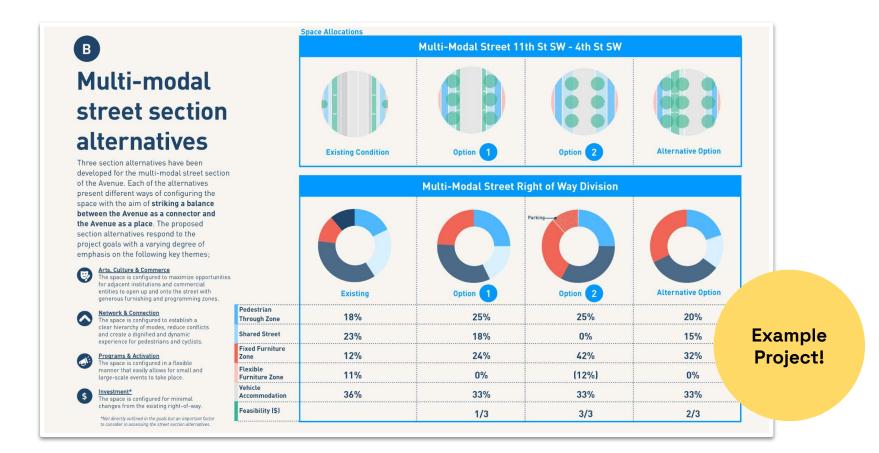
# 5. Preferred Alternatives & Implementation Plan



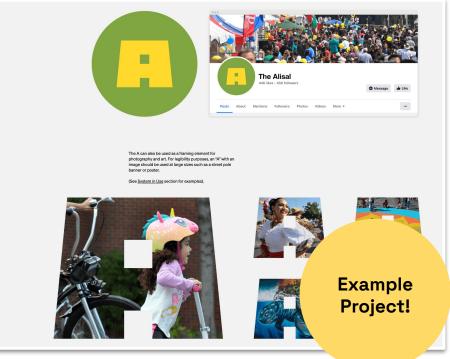












# How will we work together?



### **Working Groups**

Draft agenda for future Working Group meetings

We look forward to future sessions with you!

#### → February

♦ Introduction, outlining process and expectations

#### → Early March

 Brand identity, interim signage and wayfinding for barricades, and street closure

#### → Late March

 Circulation and access site analysis existing conditions summary, precedents and best practices, workshop on vision statement, principles, drivers and goals

#### → April (TBD)

 Commercial outdoor dining concepts, preliminary brand identify and wayfinding

#### → May

 Review preliminary alternatives, prep for at large community meetings at 3rd Thursday

#### → July

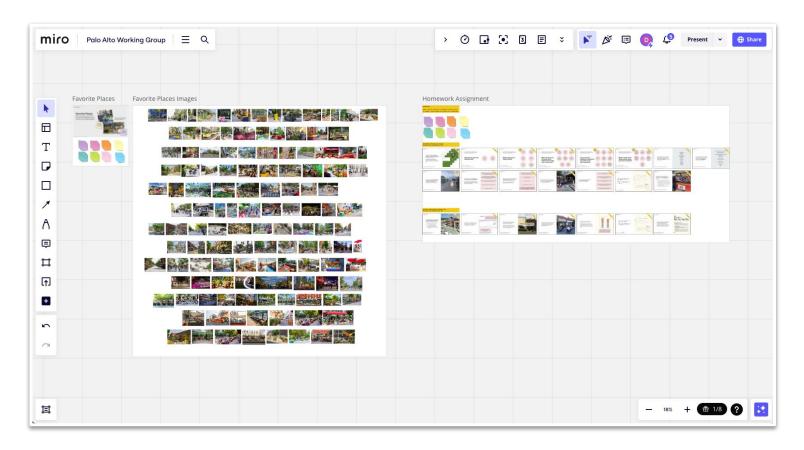
- Present and discuss preferred alternatives and implementation plan, next steps.
- Prepare for City Council meeting,

Palo Alto Car-Free Streets Timeline & Design Process

### **Digital Workspace**

Miro Link:

https://miro.com/app/board/uXjVNoSpWYQ=/?share\_link\_id=465230012339



# First Impressions California Ave is...























# "Homework" Assignment

### Homework

#### Miro Link:

https://miro.com/app/board/uXjVNoSpWYQ=/?share\_link\_id=465230012339

#### **Review and Comment on**

- 'Favorite Places' activity
- 'What We Learned' from previous engagement efforts
- 'Summary of Streetsense Economic Context' study

Please submit all your feedback by 3/15/24

### **Favorite Places**

Show us places, activities, programs and spaces you'd love to see on California Ave

Interactive
Activity!

Location: Miro

Select your favorite pictures and using a post it, write out what you love about it. Painted bike lanes are great! Love the shading structures!

# Questions & Discussion

## Thank you!