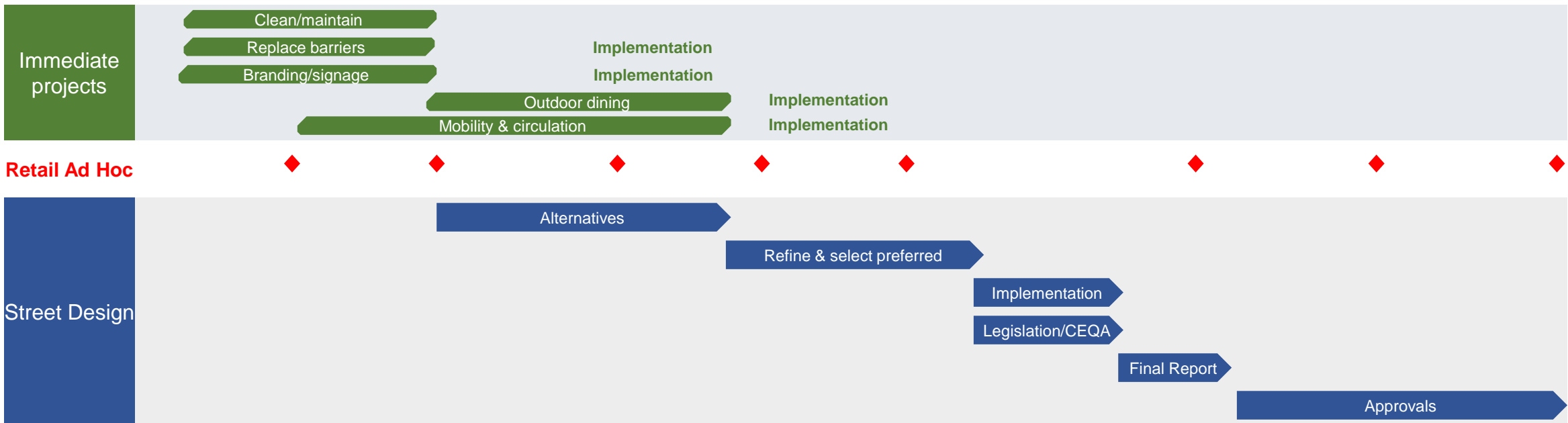
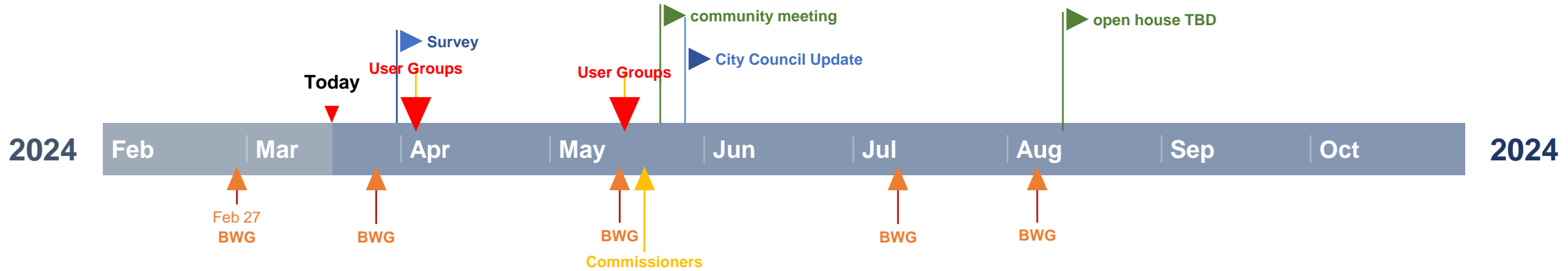


Cal Ave – March 26, 2024 Update

- Project Timeline
- Project Status
- Near-term Projects
- 2/27 meeting feedback summary

Project Timeline



Project Status

	February Recent Actions	March Current	April Next Steps
Immediate Projects	<ul style="list-style-type: none">• Barrier replacement concepts	<ul style="list-style-type: none">• El Camino Real traffic signage• Open for business signage• Cleaning & maintenance	<ul style="list-style-type: none">• Circulation & access
Street Design	<ul style="list-style-type: none">• Introduce Urban Field Studio & timeline• Add Retail economist	<ul style="list-style-type: none">• Branding & Signage workshop	<ul style="list-style-type: none">• Vision, principles, drivers/goals• Retail economics• User Group meeting• Survey

Near-term Projects Entry Signage



Barrier Covers

Traffic Signs

District Sign



**VISIT
CAL AVE.**

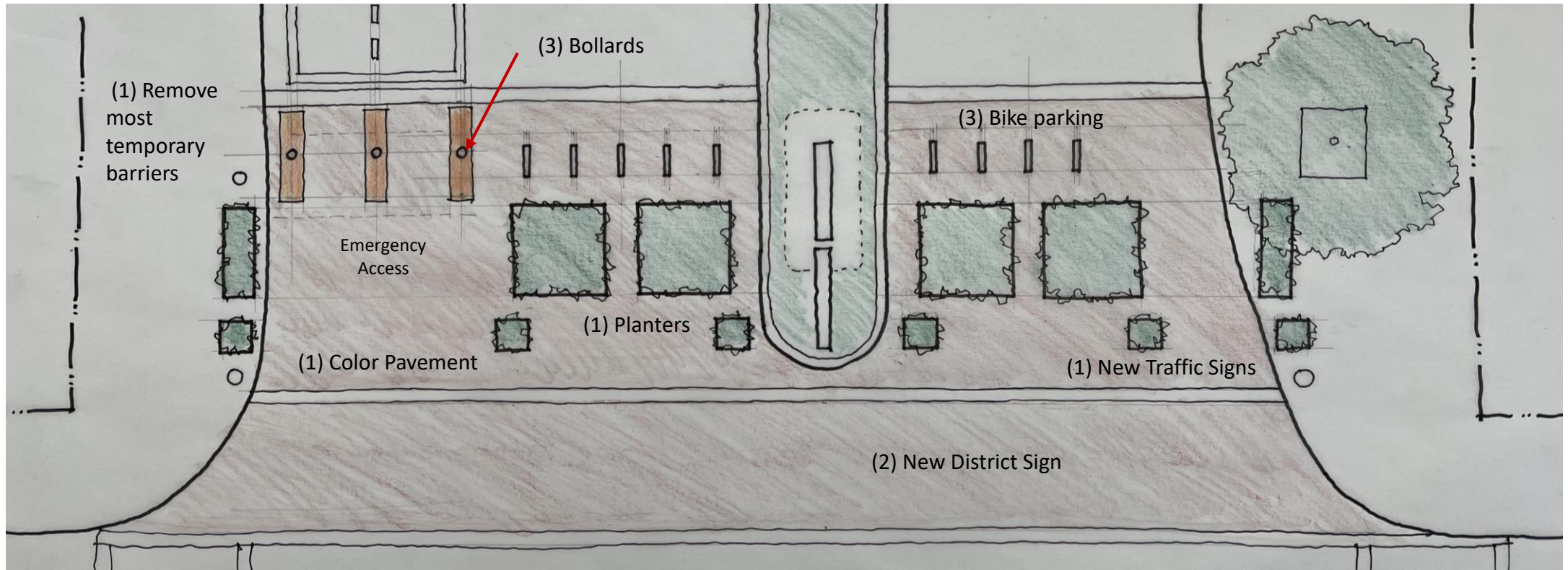
- COCKTAILS **SPIRITS**
- PIZZA** PASTA **TACOS**
- FRIED CHICKEN **CAFÉ**
- COFFEE** TEA **ART**
- WINE BAR **GROCERY**
- SUSHI** COBBLER
- SALON **WELLNESS**
- PRINTING** CLOTHING
- OUTDOOR SEATING **PAINT**
- BICYCLES** GAMES



Near-term Projects

Barrier Replacement - 3 Steps

California Avenue at El Camino Real Intersection



Near-term Projects

Barrier Replacement - 3 Steps

California Avenue at El Camino Real Intersection

Step 0

- Replace banners

Step 1

- Remove most temporary barriers (only for emergency access)
- Color pavement
- Add planters
- Replace traffic signs

Step 2

- New district sign

Step 3

- Bollards
- Bike parking

Initial Feedback

Street Design - Cal Ave 2/27 Merchants' meeting

- Safety of mixing bicycles and pedestrians, especially at narrow spots
- Need American with Disabilities Act solutions
- Loss of 3 more stores: Moods, Printers Café and Gallery House
- Vacancies – are asking rents too high?
- Need economic development tools and incentives
- Improve, clean up parking along alleys
- Explore “pop-up” retail, seasonal, occupy vacant store fronts
- Visit street when not active