

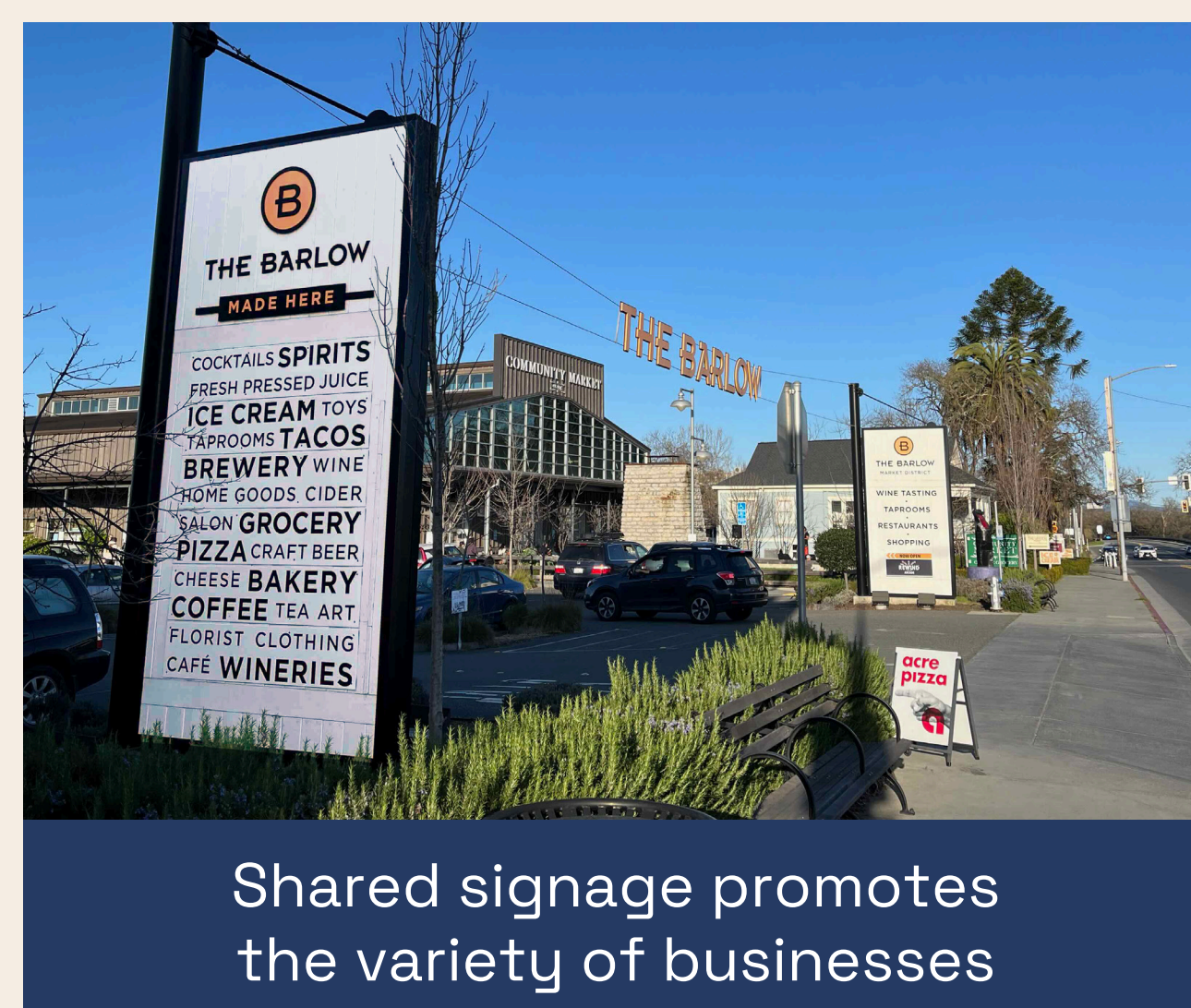
# 01. Establishing a Place Identity

As part of this project we will be designing a place identity for the pedestrian priority section of California Avenue. This will strengthen your collective ability to market the area in a cohesive, organized manner.

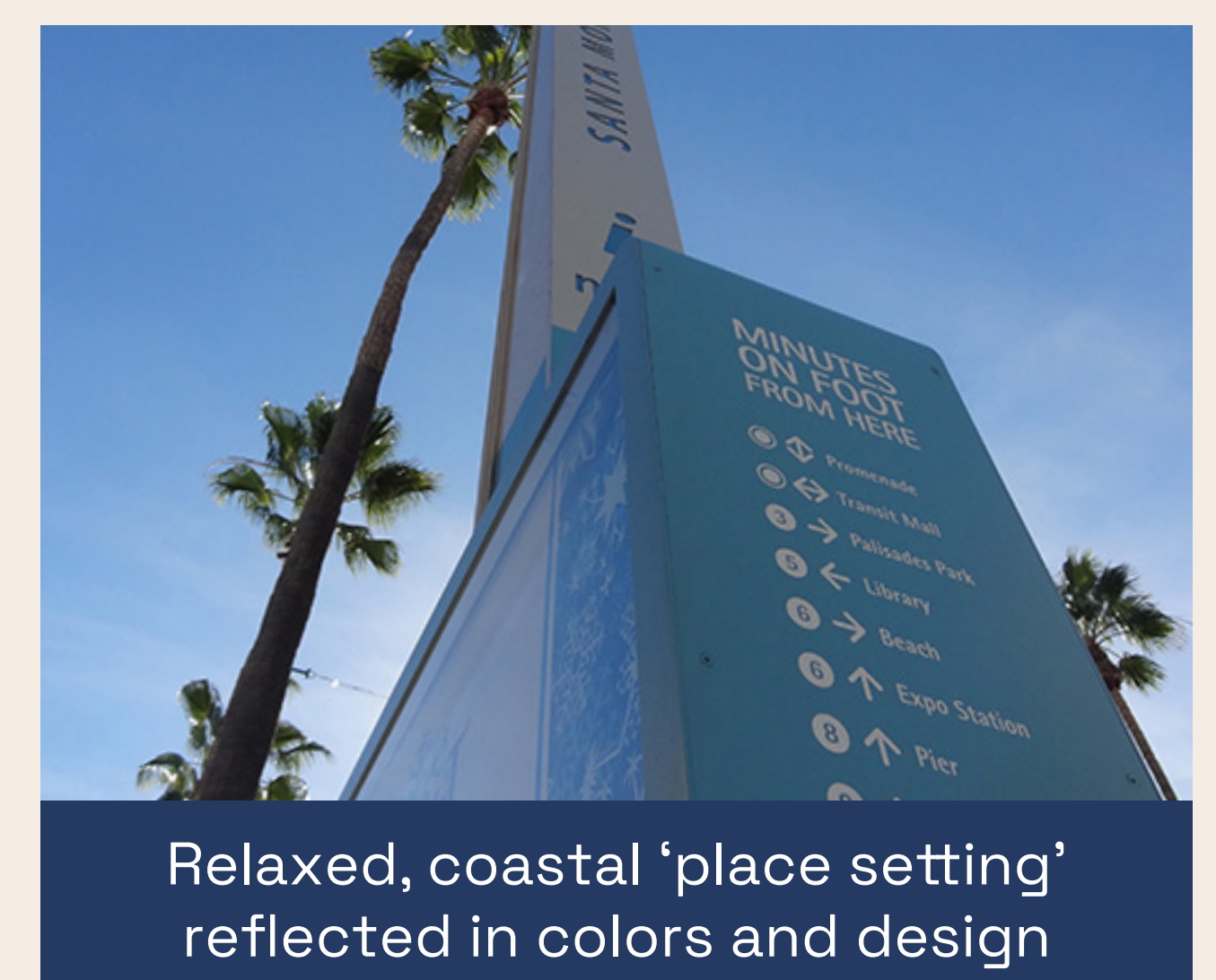
Our discussions today will influence the direction of these place identity elements:



Examples of place identity elements in The Barlow Market in Sebastopol



Another, from Third Street Promenade in Santa Monica:



## ACTIVITY: TARGET AUDIENCE

Who are the major audience groups that are important for your business to attract?

Place a sticky dot next to the group/s who best describe your customers. You may also add a post-it note to describe other groups and demographics that are important to you; one group per post-it note.

Local residents / families

Business park employees

Stanford students

Other:

Add a sticky note

01.

# Establishing a Place Identity

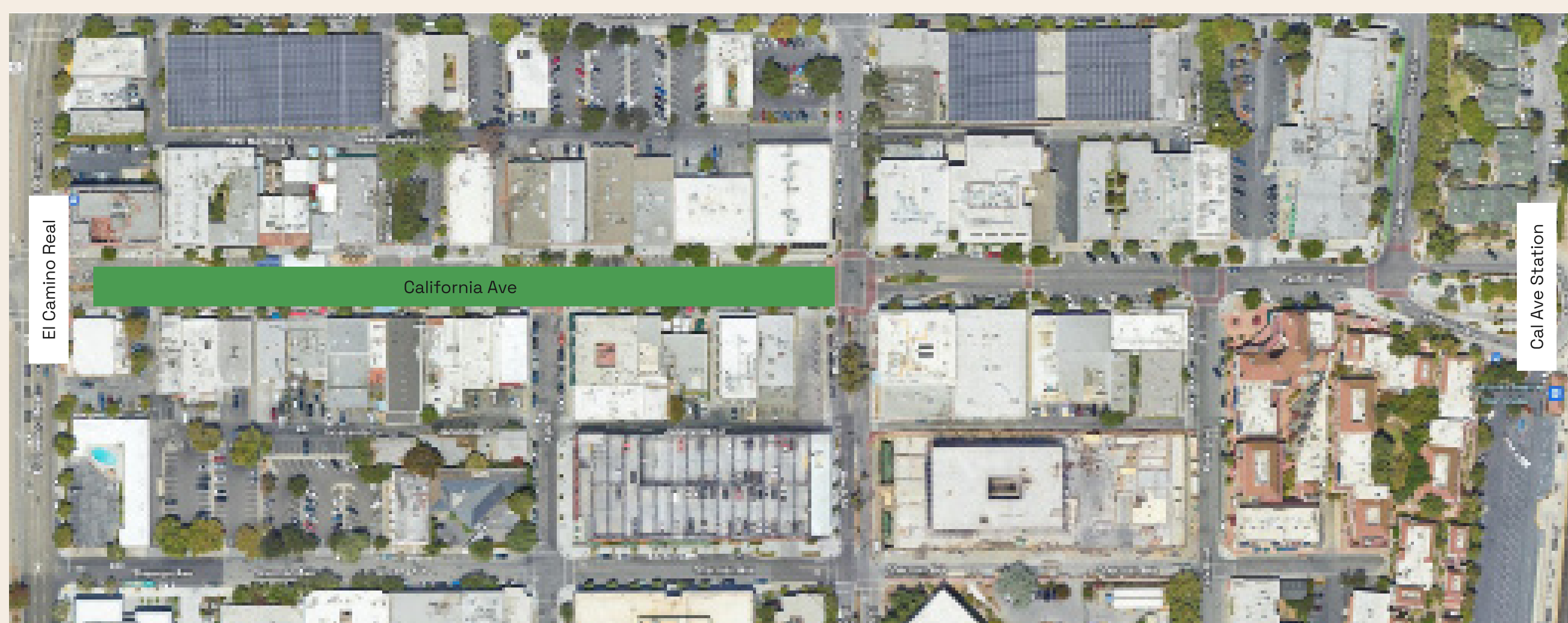
## ACTIVITY: REASONS TO VISIT

Write a short tagline for the pedestrian priority area along Cal Ave, which summarizes the many reasons your current and desired customers will want to visit. Eg. "Shop, Dine, Relax". **Write your ideas down, one per post-it note and stick onto the board.**

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## ACTIVITY: PLACE NAME

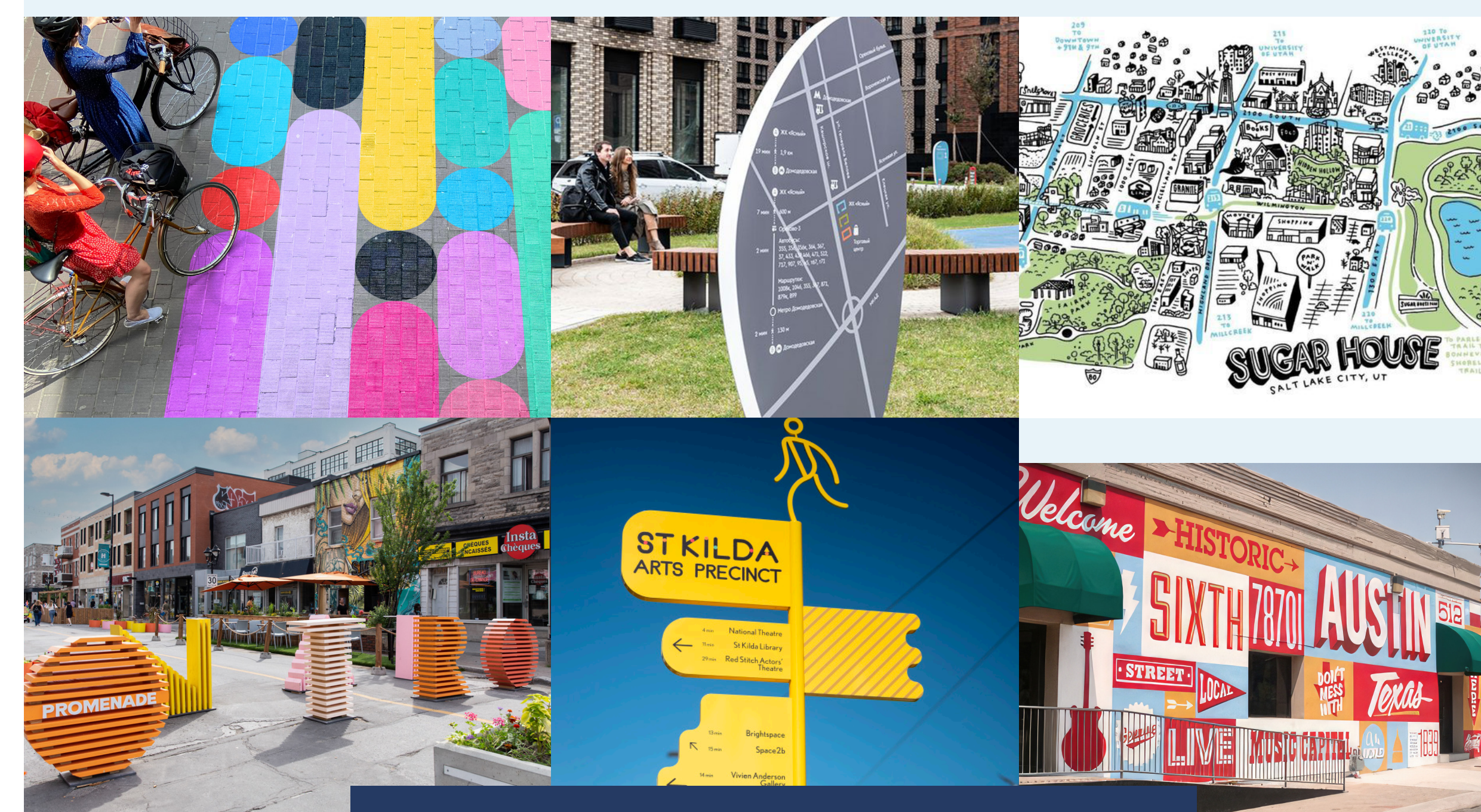
To create a logo for this area, we need to land on the specific wording we want to use. **What would you name the pedestrian priority area** between El Camino Real and Birch Street? Should it have a special name? **Write your ideas down, one per post-it note.**



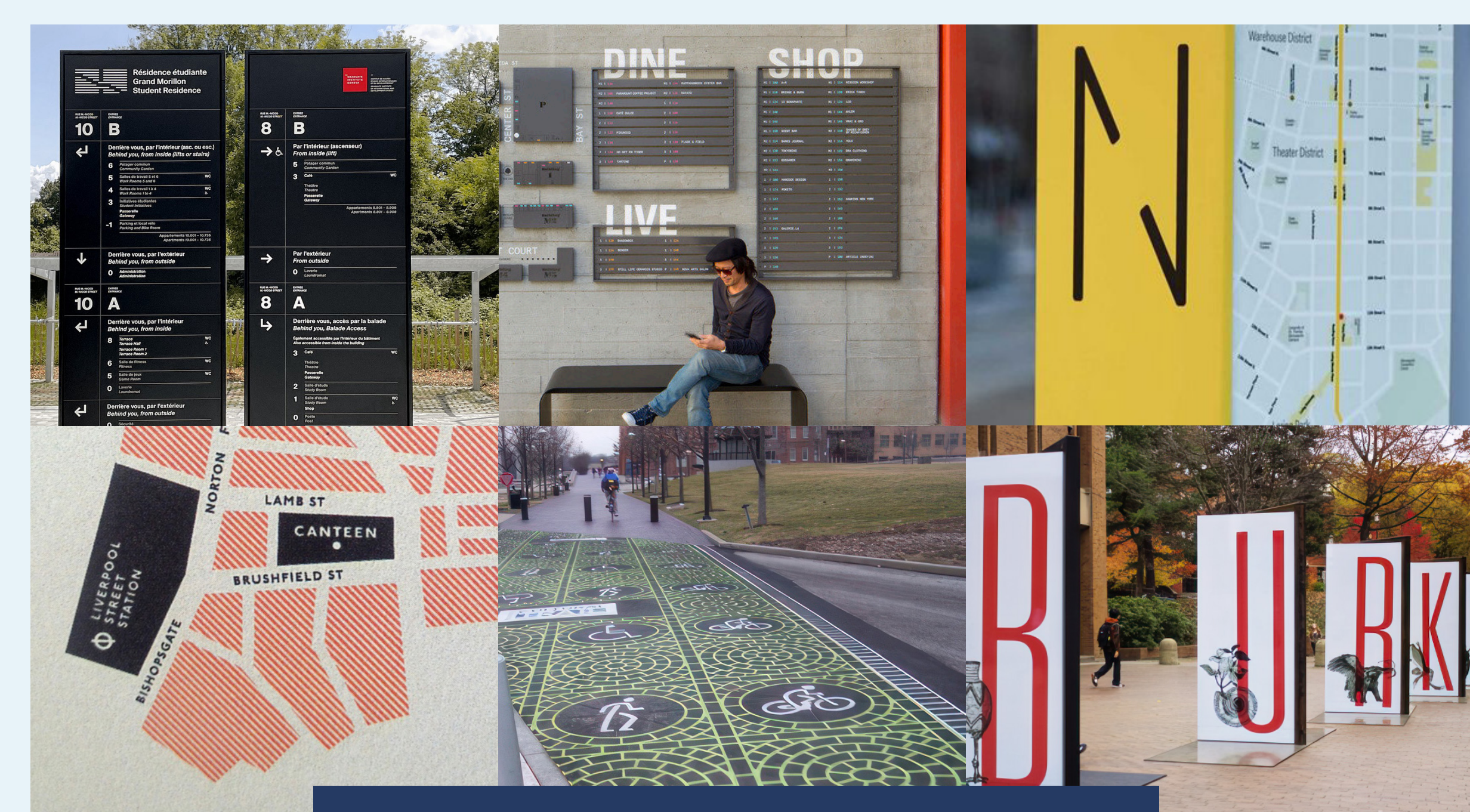
# 02. Place Identity - Visual Style

## ACTIVITY: VISUAL STYLE

How would you prefer the signage for California Avenue's pedestrian priority area to look and feel?  
Place a dot along the scale to share your preference.



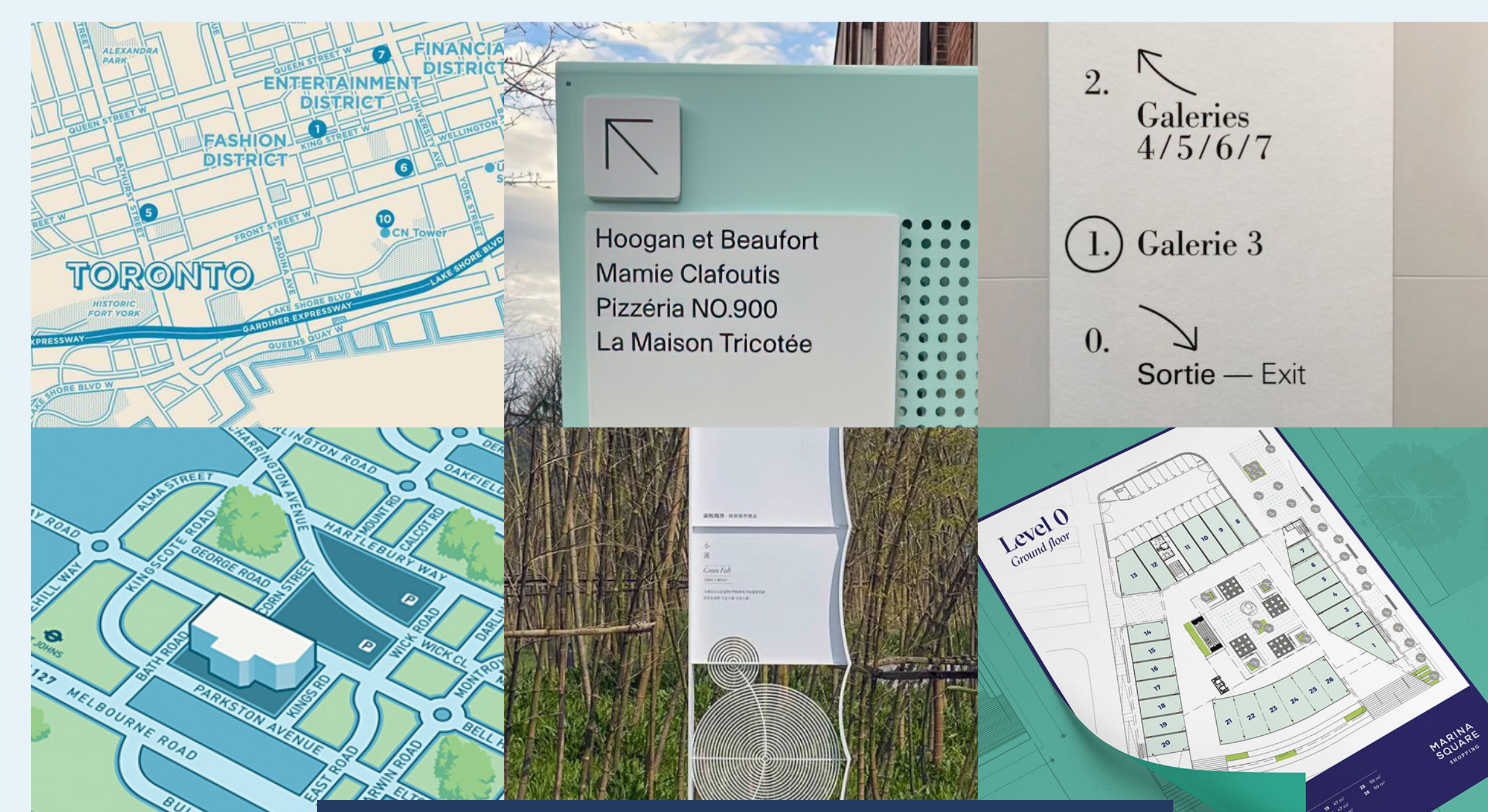
Playful



Structured



High-Energy



Restful



Midcentury



Contemporary

03.

# Functional Signage Improvements

Thoughtfully designed and located signage can identify Cal Ave's pedestrian priority area as a destination, attract visitors, and connect people to shopping, dining and services.

## ACTIVITY: PRIORITIES

Below are a set of signage needs we've identified from community and merchant feedback. Place a sticky dot on your top three priorities for signage improvements.

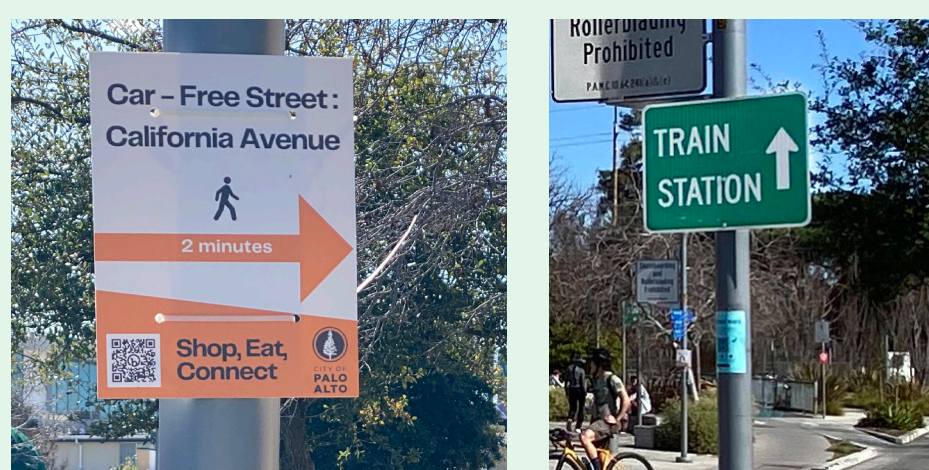
### We've heard Cal Ave's signage might need improvement in order to...



...help drivers find parking



... enforce street rules



... help pedestrians navigate from parking & transit to local businesses



... help make events run more smoothly



... excite visitors to explore the area



... show the area is open for business



... restrict vehicle access, while welcoming bikes and pedestrians



... make the street more clean and secure

Have we missed anything?

Add a post-it note below, or on the map, with your ideas.

03.

# Functional Signage Improvements

## ACTIVITY: FUNCTIONAL SIGNAGE INSPIRATION

In this section we are presenting some early ideas for signage which meet different functional needs for the pedestrianized section of Cal Ave. **Place a sticky dot on your desired types of signs, and (optional) write a post-it to share your thoughts.**

### Gateway Signs

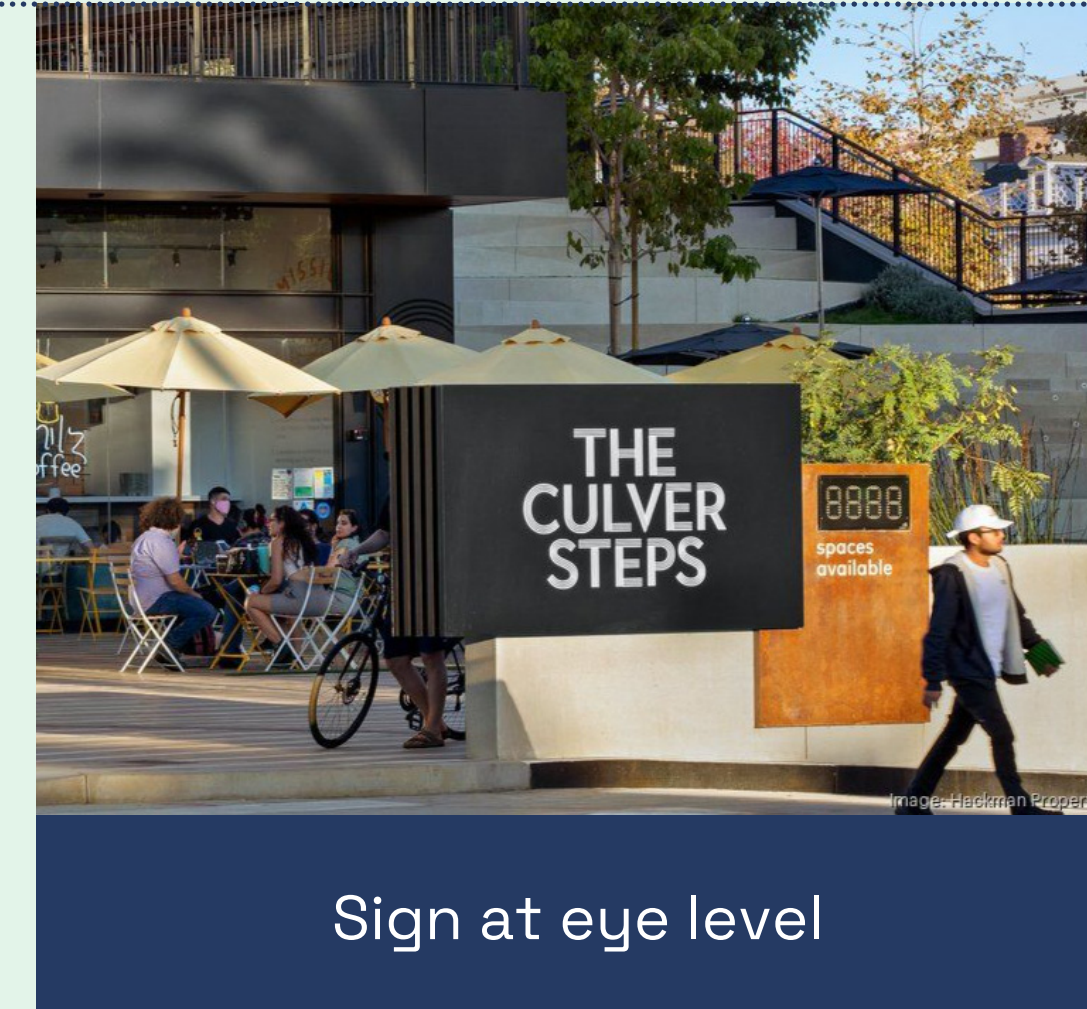
Signs for El Camino Real entrance



Sign spanning the width of the street



Light-up sign anchored to building facade



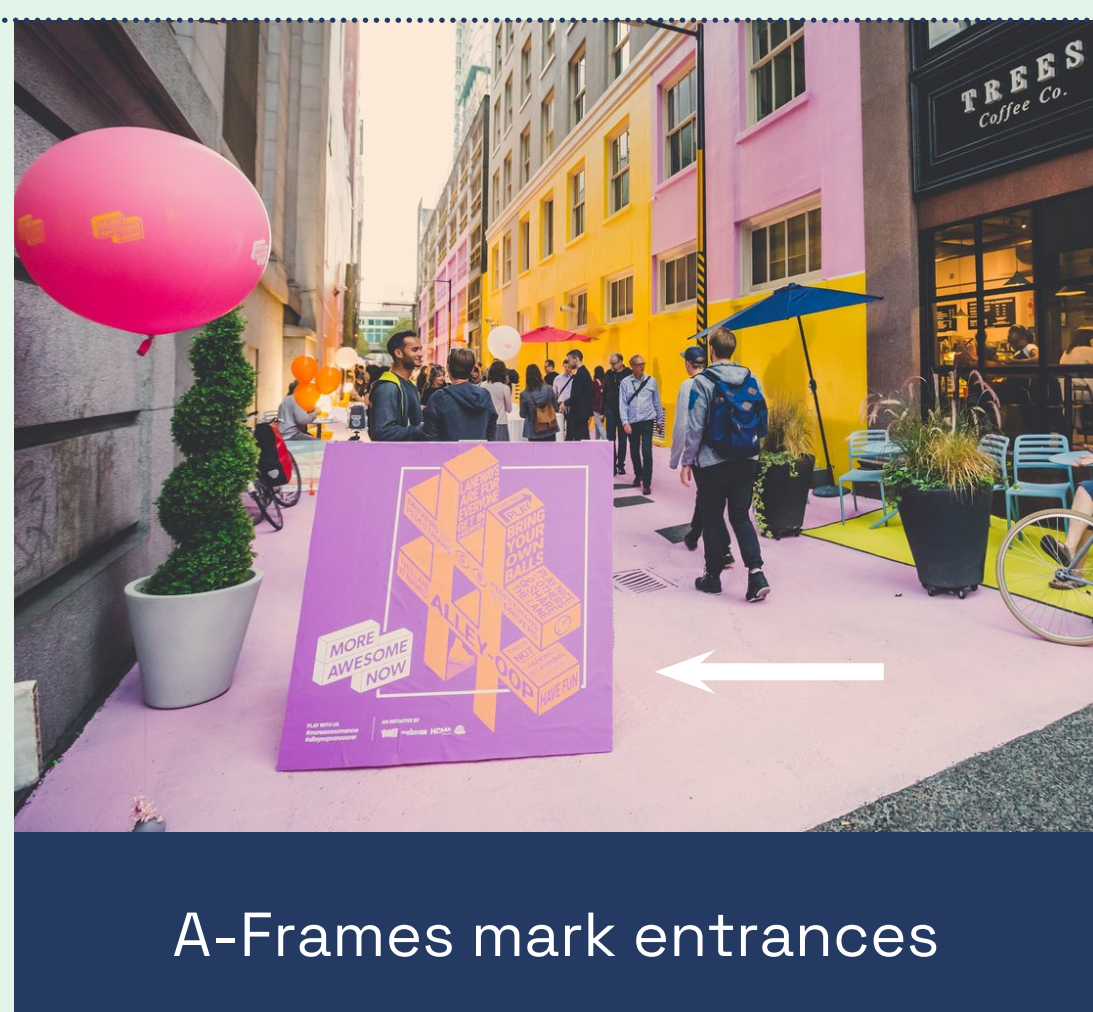
Sign at eye level



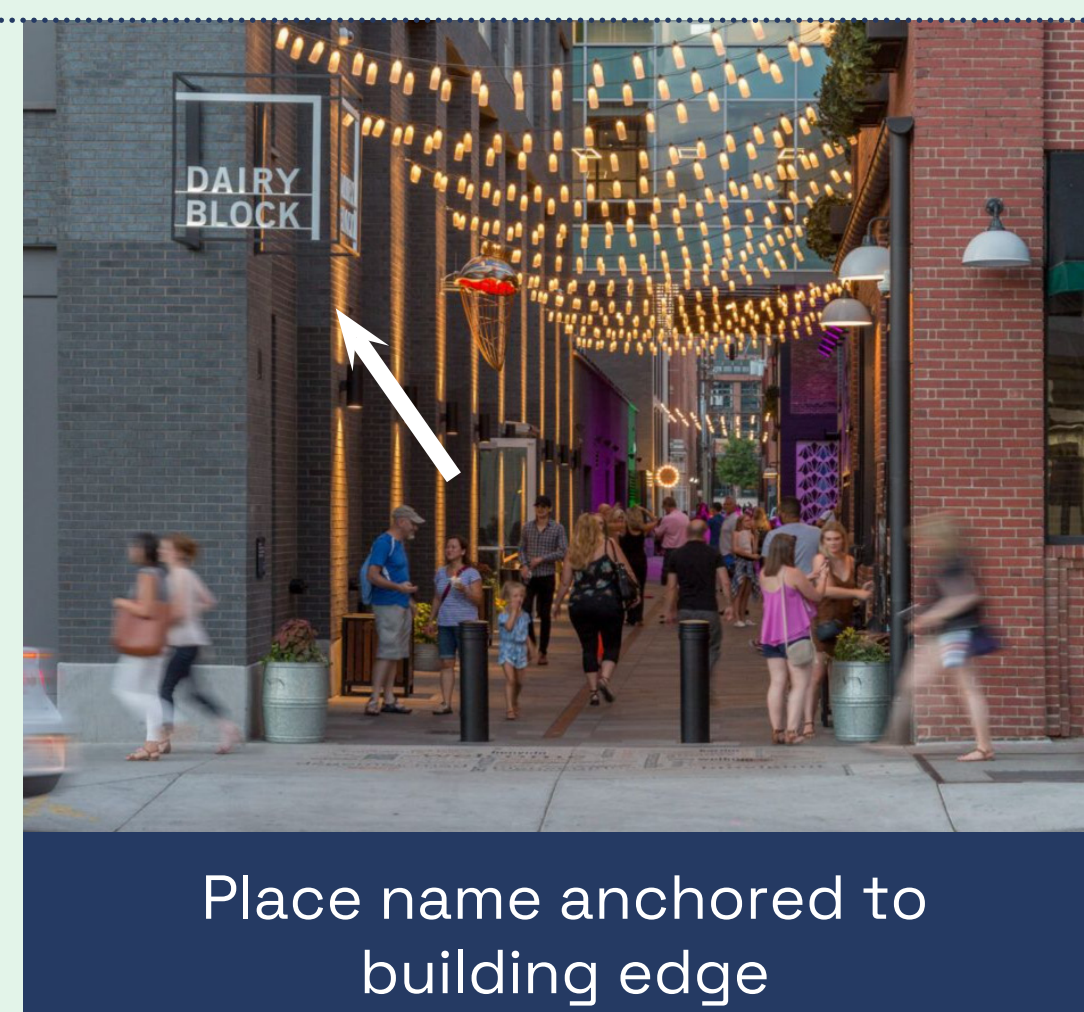
Tall sign marks street entrance

### Entrance Signs

Birch St & alley entrances



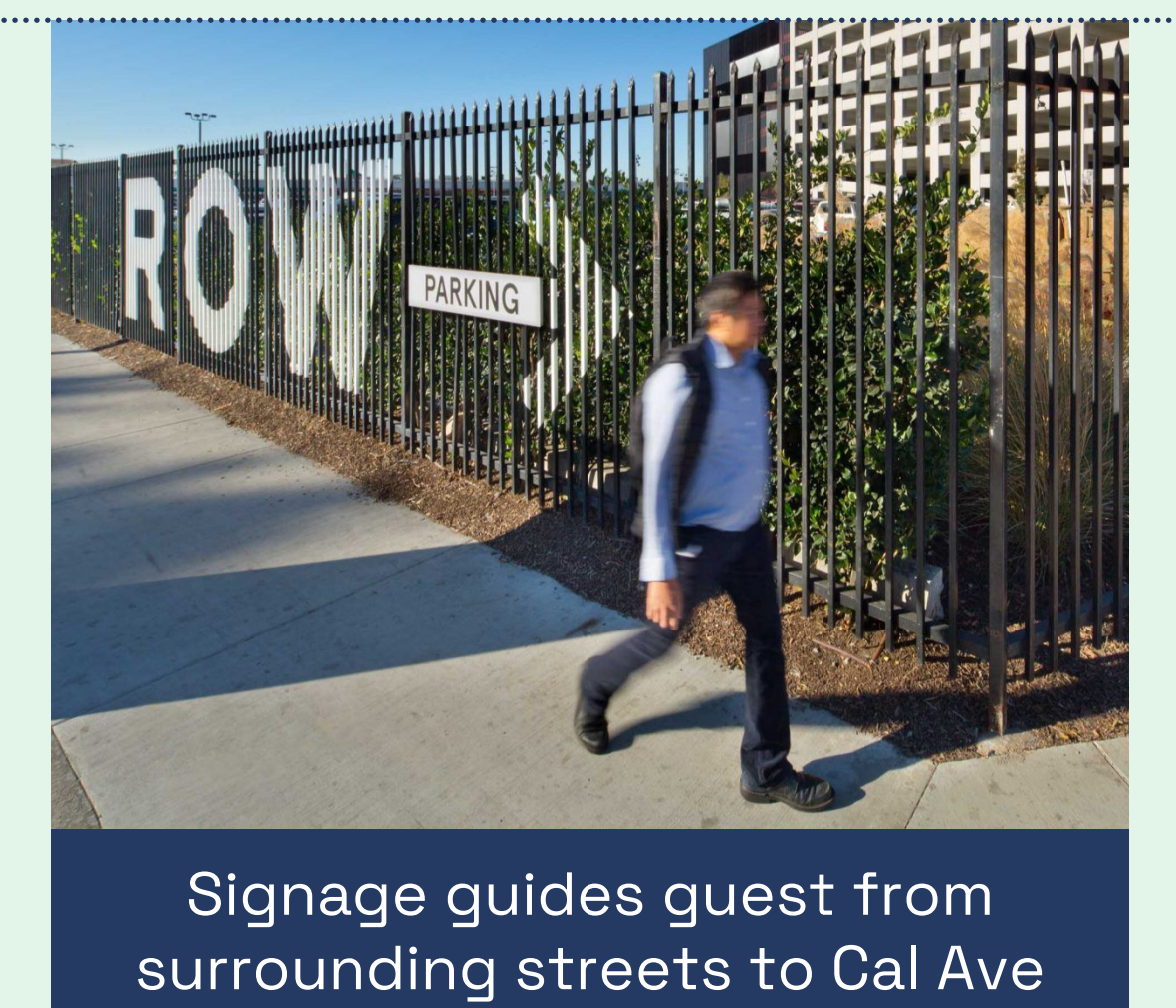
A-Frames mark entrances



Place name anchored to building edge



Mural greets guests at street and alley entrance



Signage guides guest from surrounding streets to Cal Ave

### Directional Signs

Navigate on Cal Ave.



Direction to destinations within Cal Ave



Directional signage within Cal Ave and beyond



Merchant directory map



Floor murals assist with navigation

### Informational Signs

Set rules about the space, find businesses



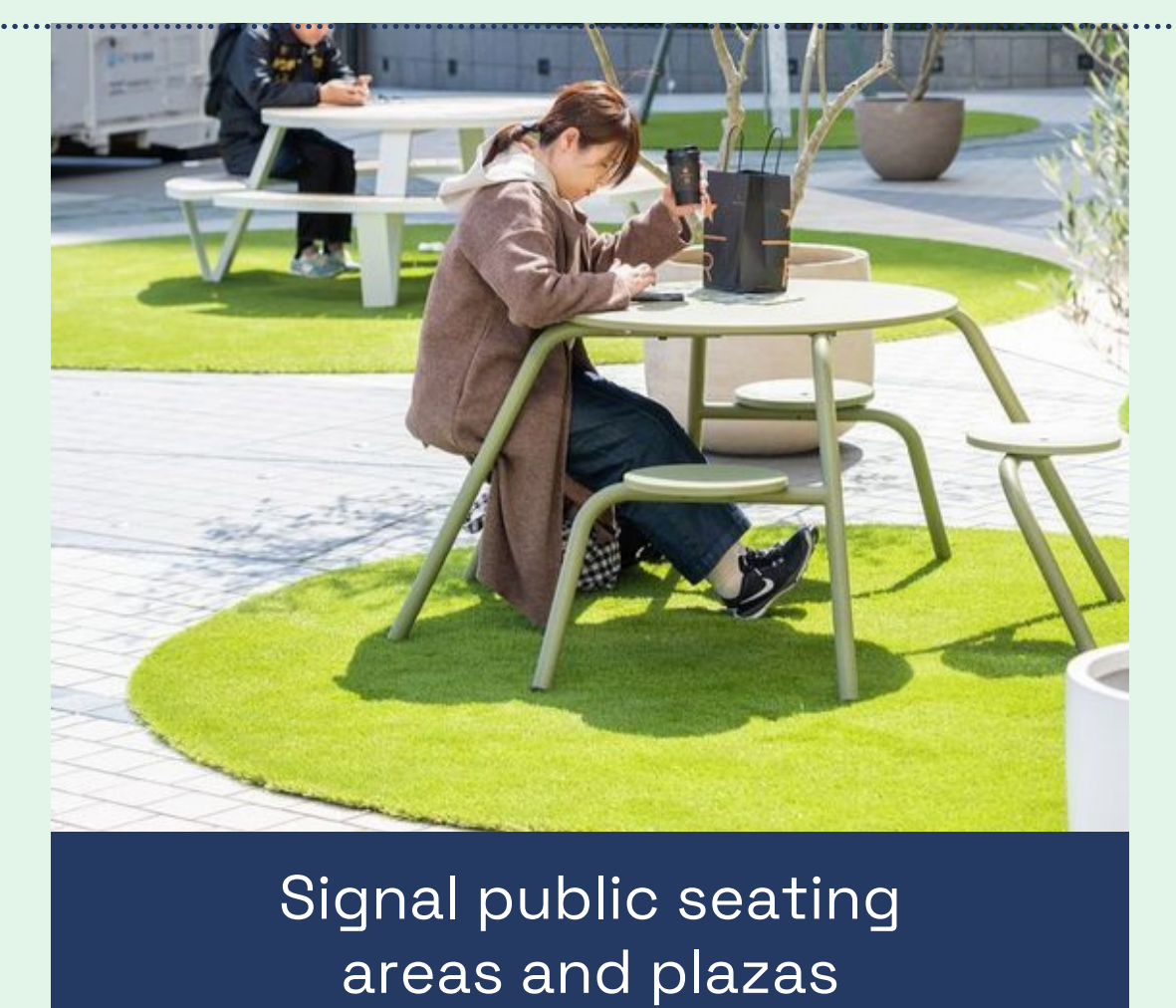
Make it clear this is a pedestrian priority zone



Information Sign



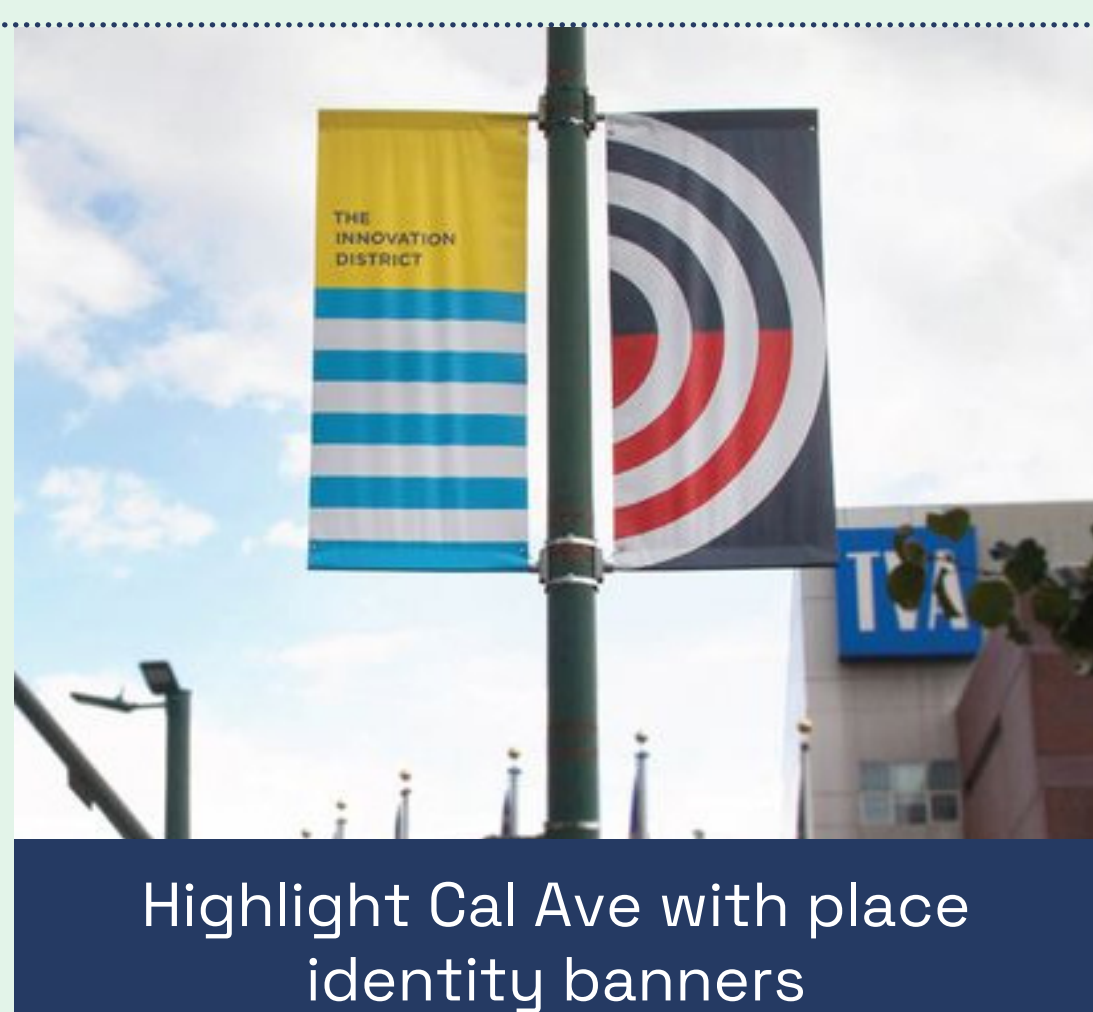
Etiquette on navigating the shared road



Signal public seating areas and plazas

### Place Identity Signs

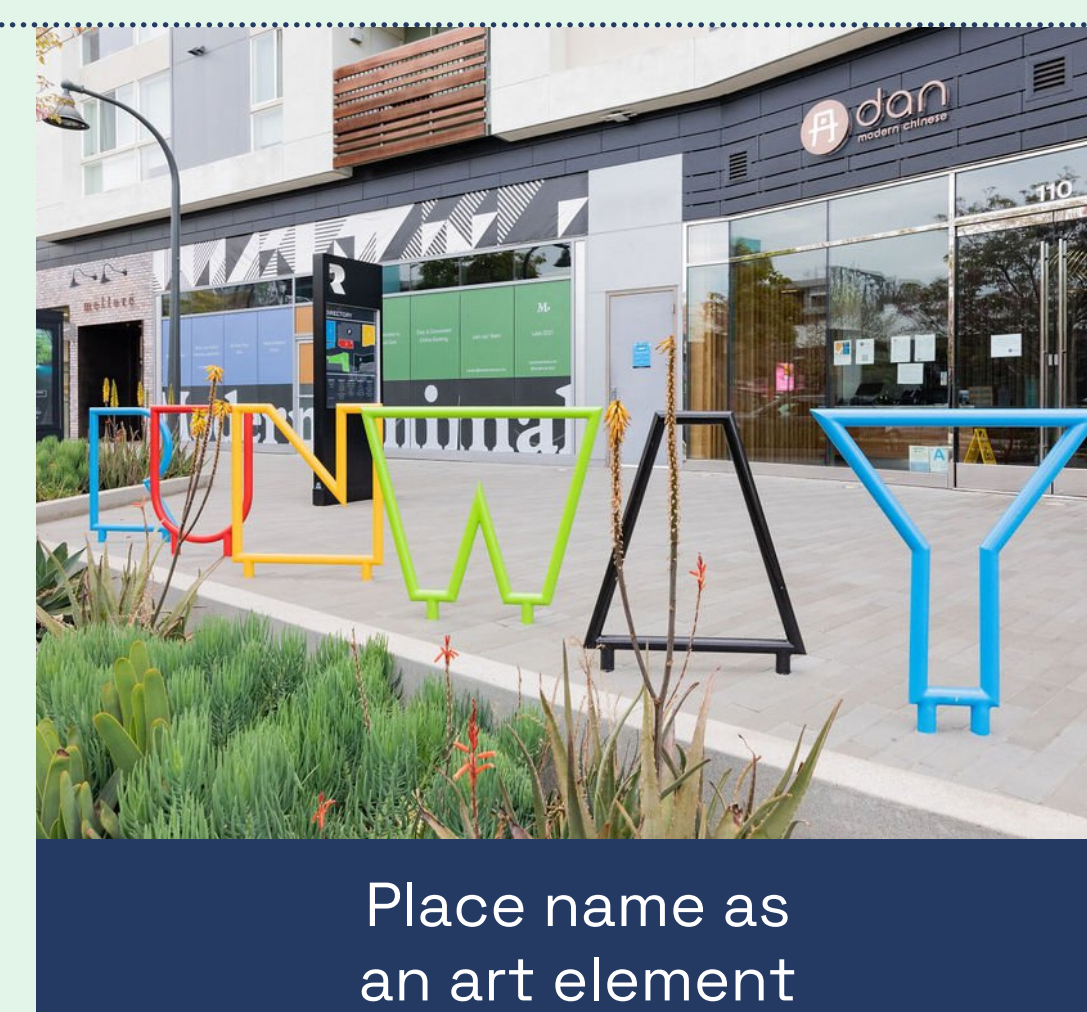
Cohesively advertise Cal Ave as a destination



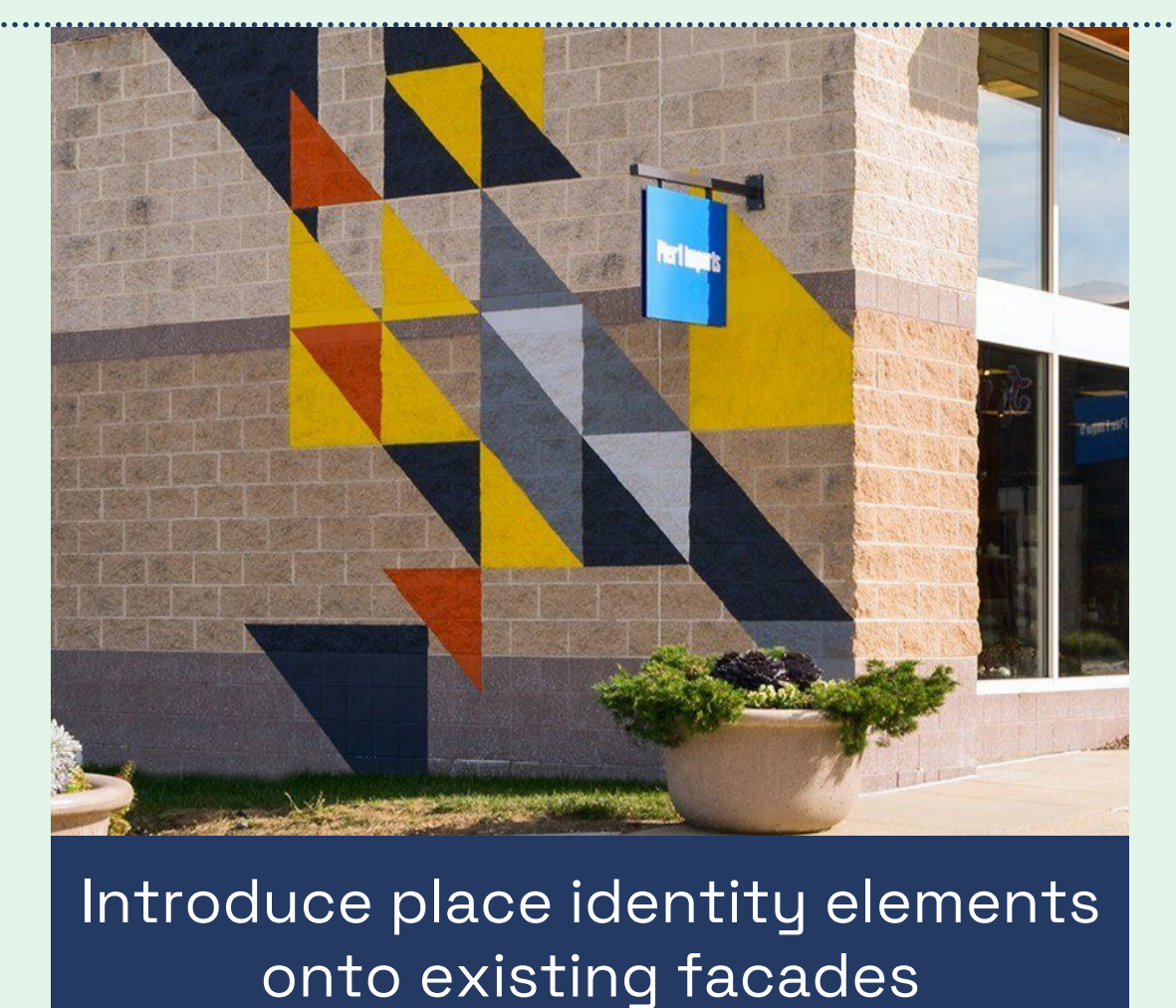
Highlight Cal Ave with place identity banners



Highlight public amenities with place name



Place name as an art element



Introduce place identity elements onto existing facades

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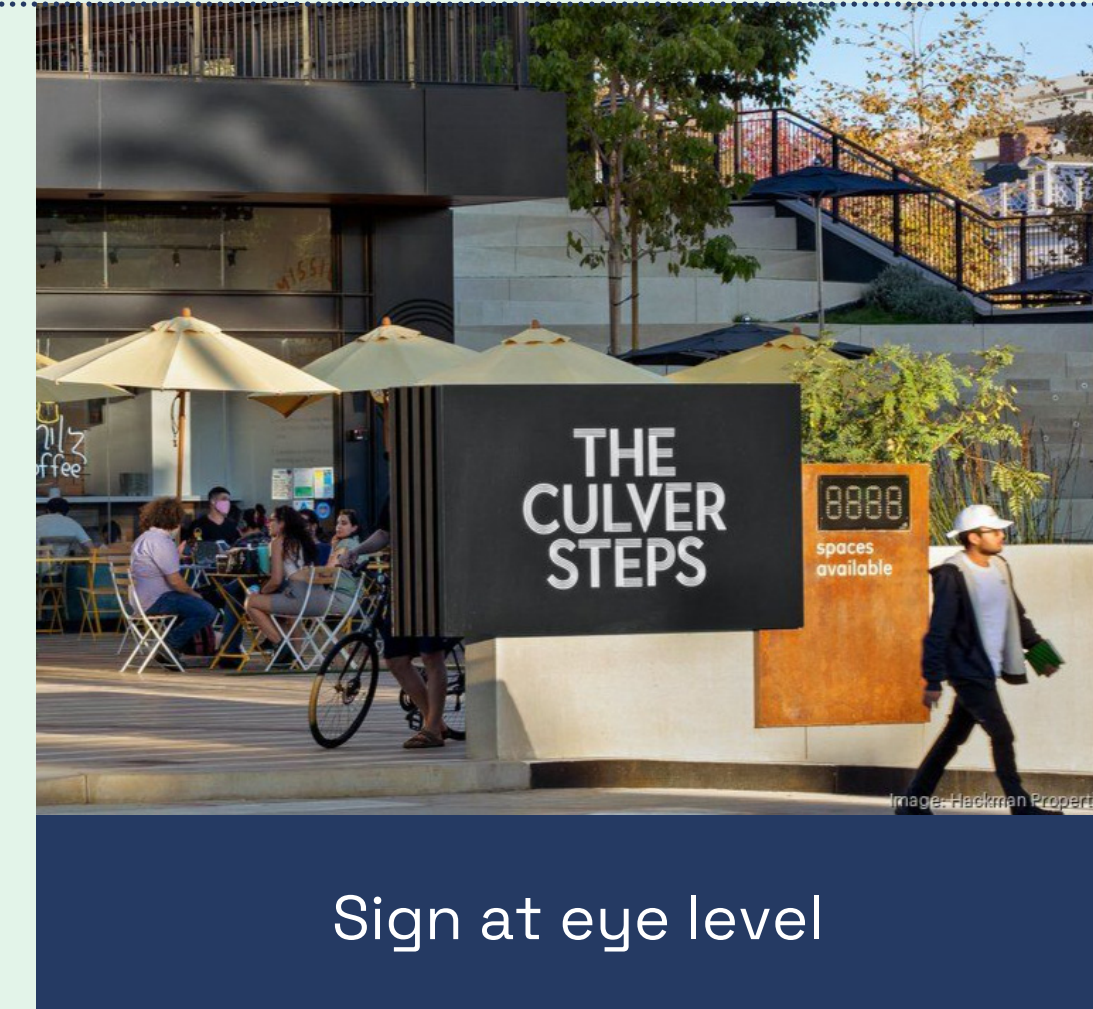
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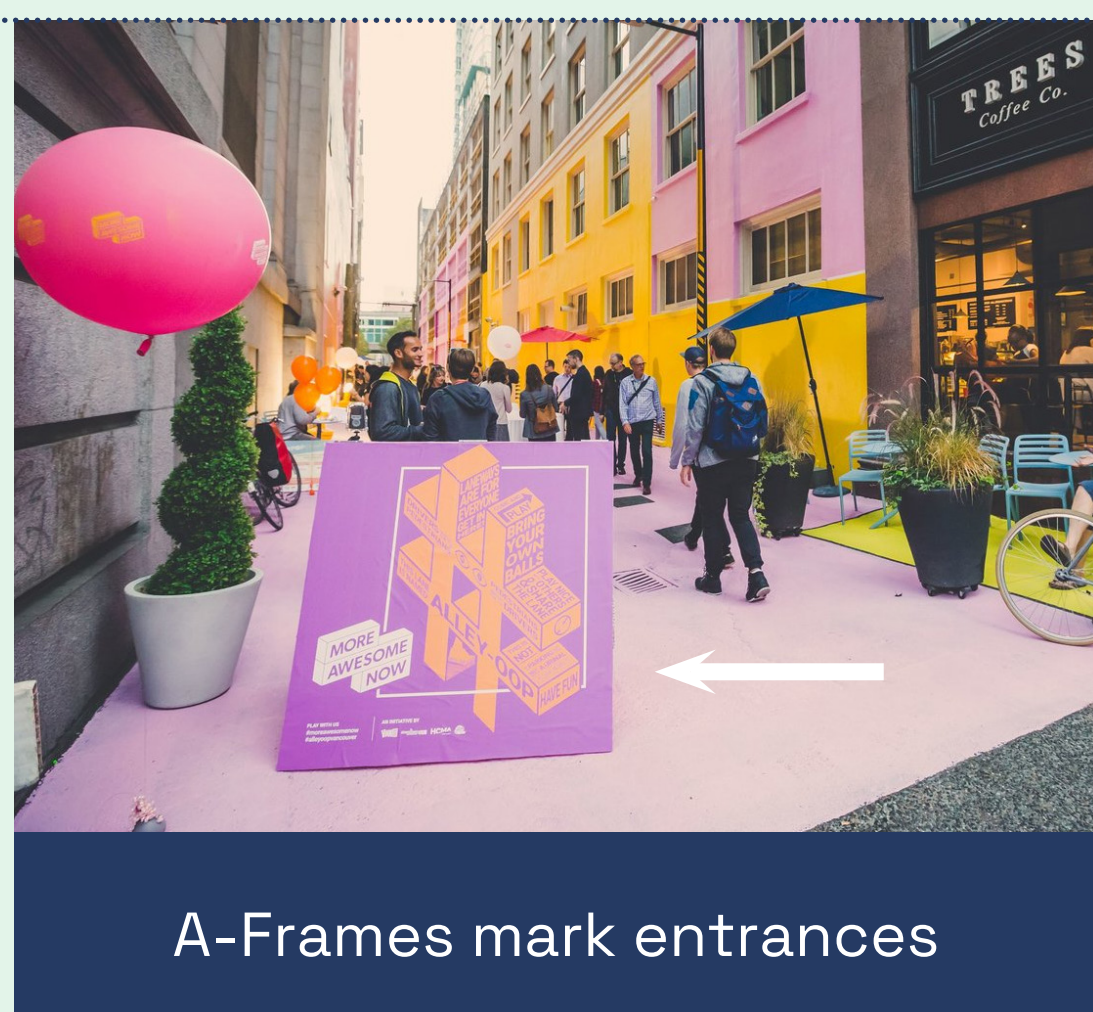
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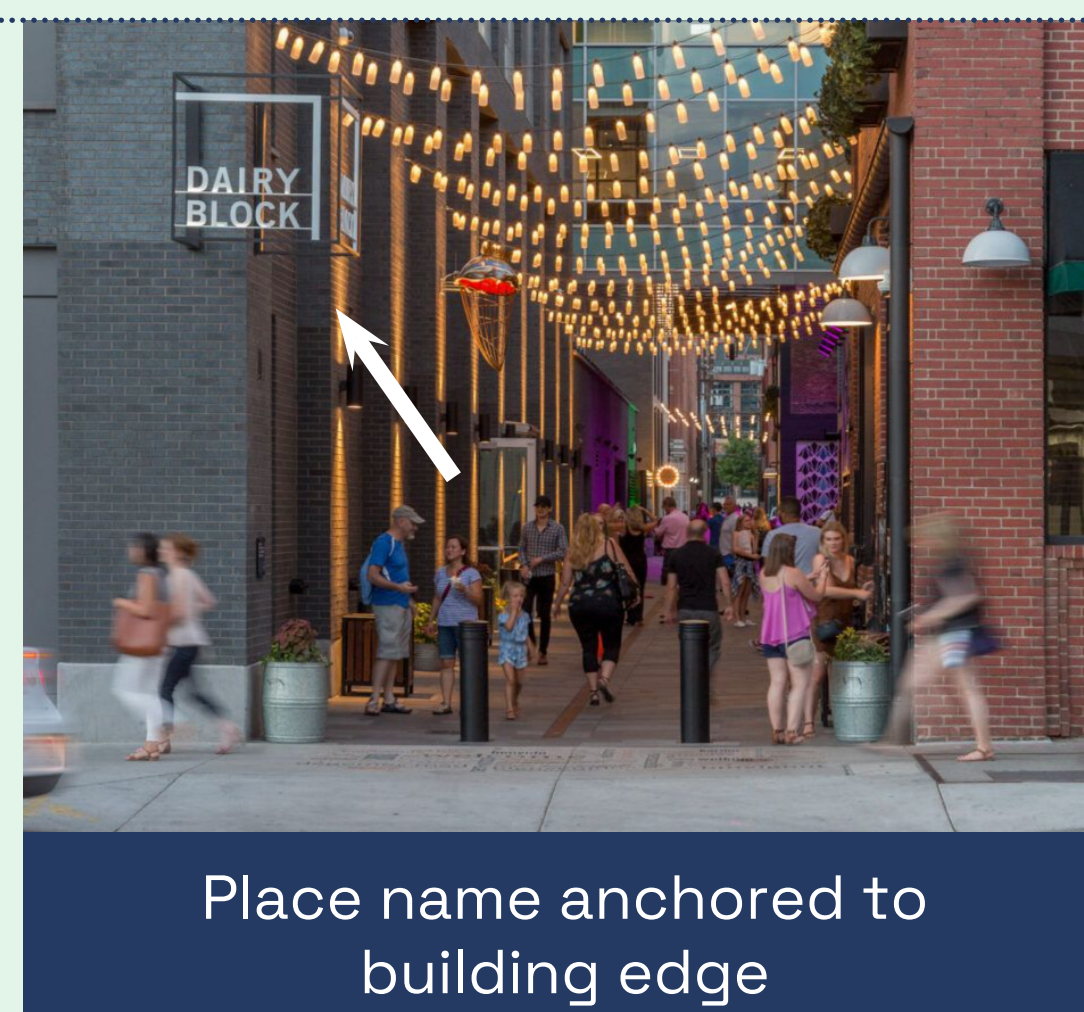
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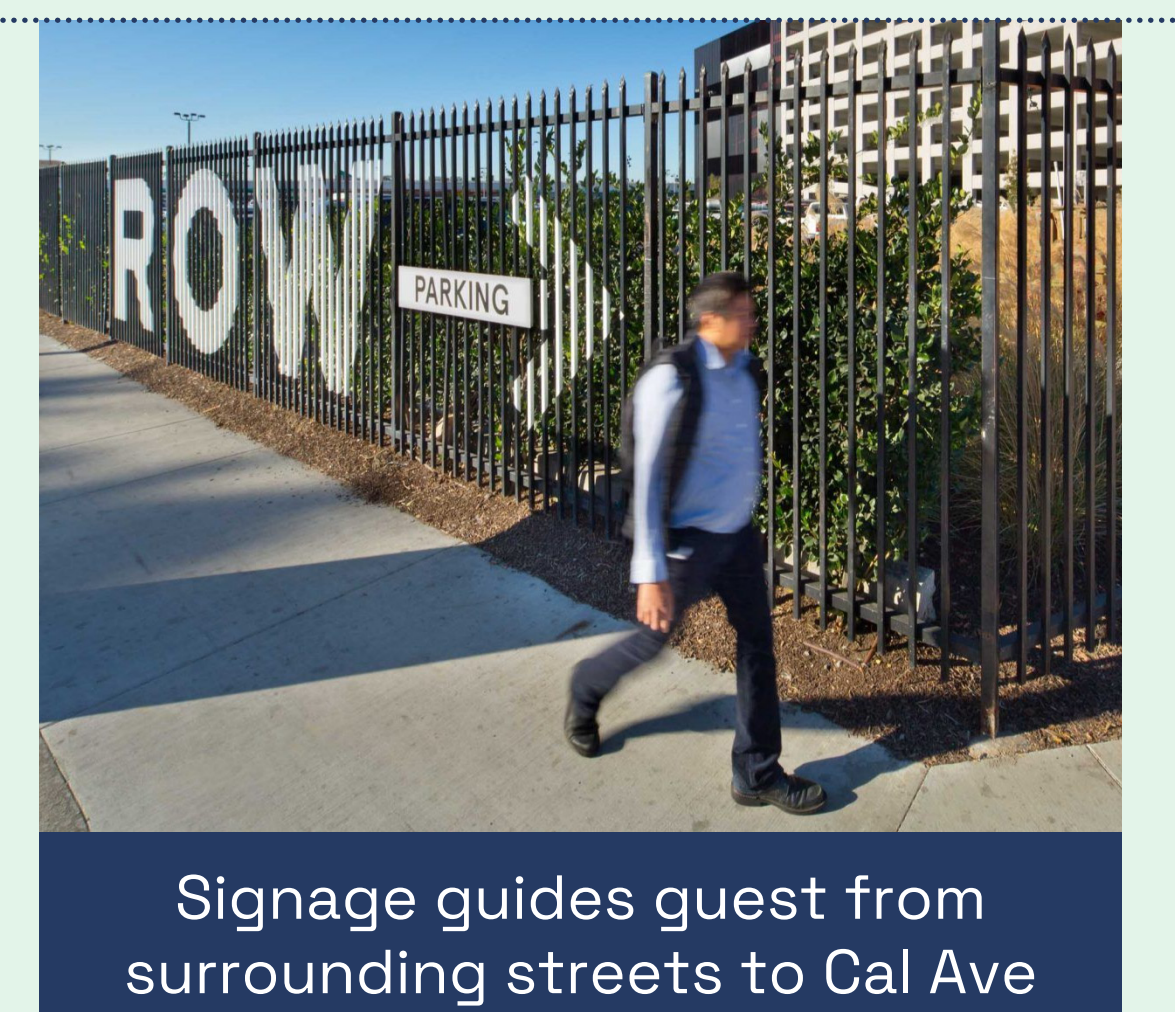
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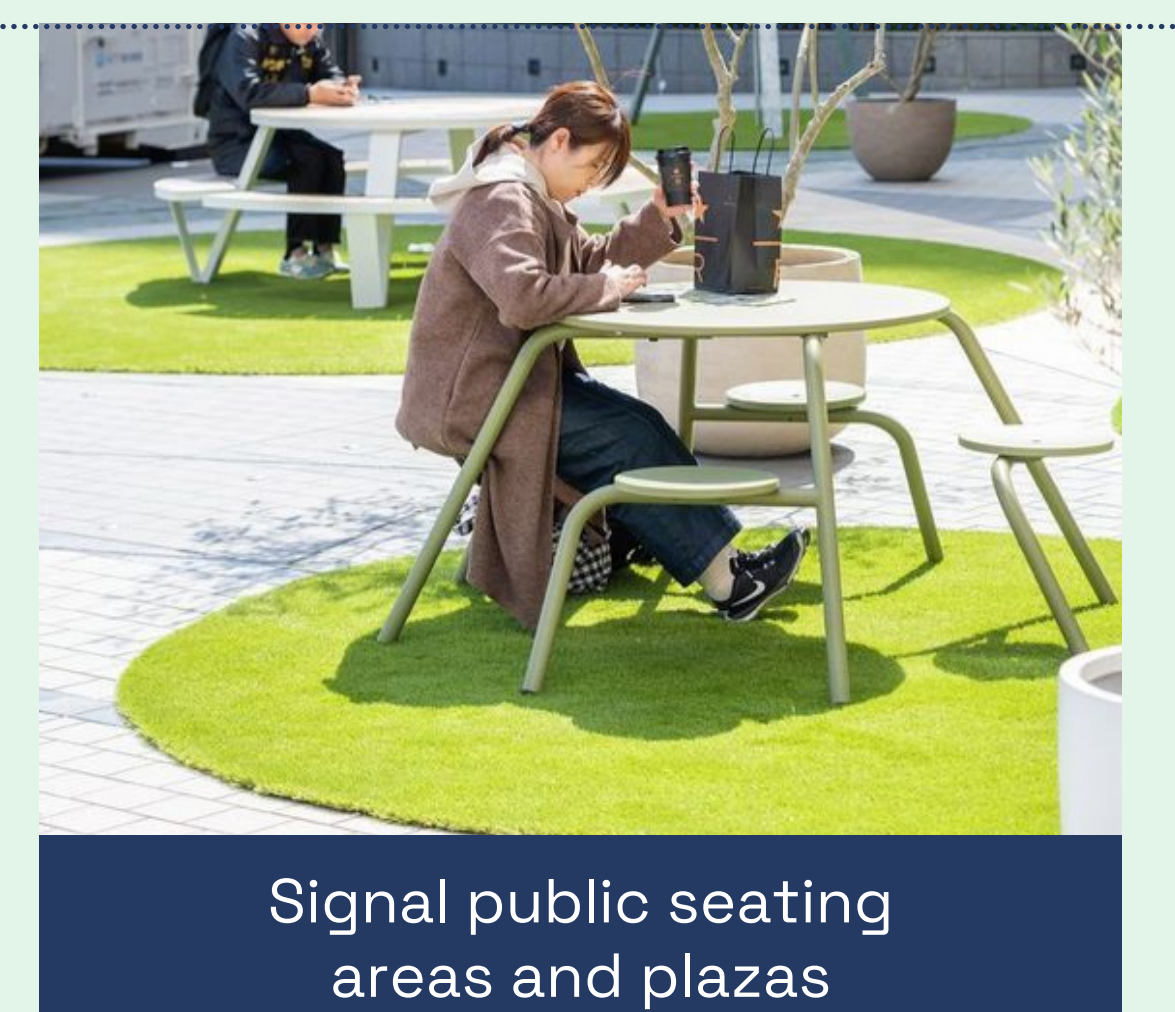
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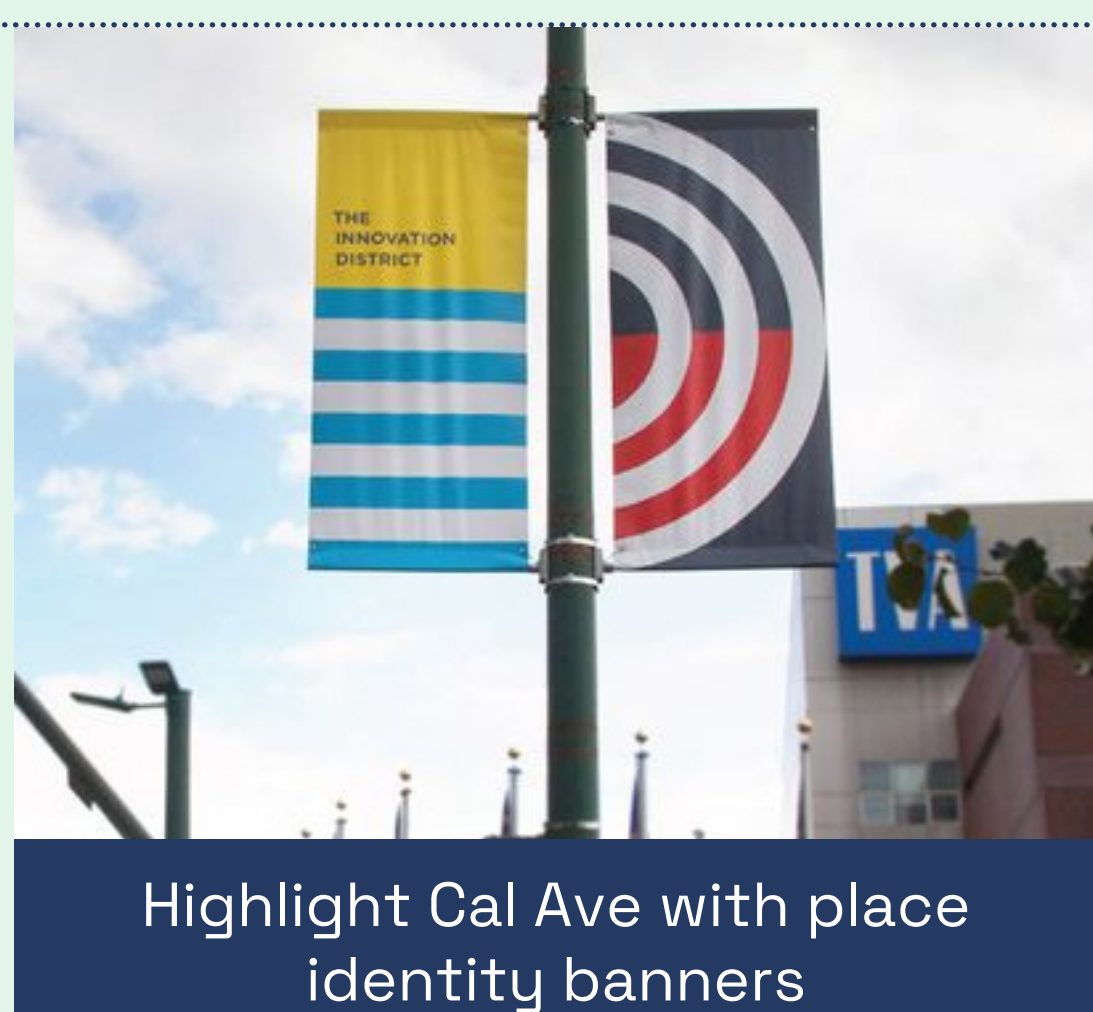
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### Place Identity Signs

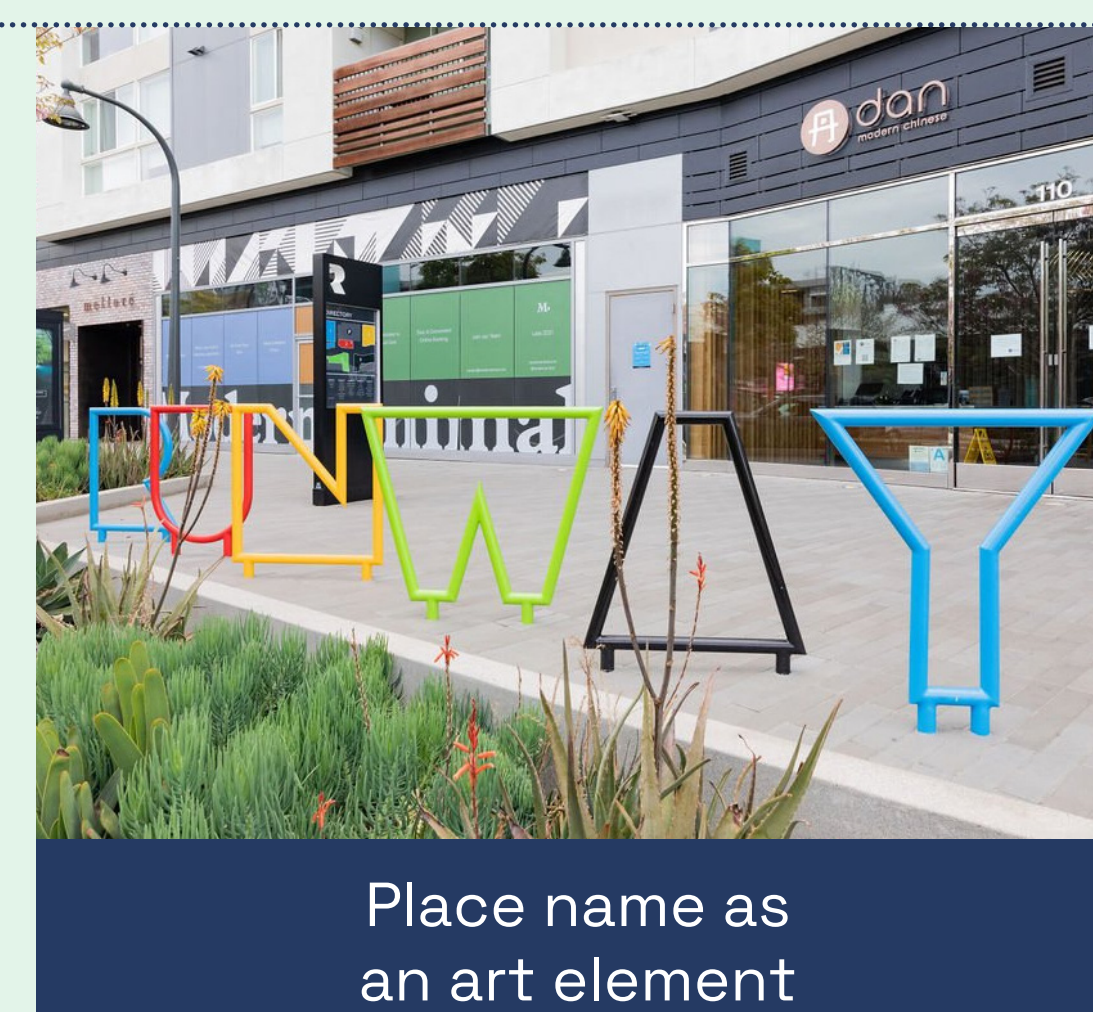
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Highlight public amenities with place name



Place name as an art element



Introduce place identity elements onto existing facades

Two-Way Street

El Camino Real

New Mayfield Ln

New Mayfield Ln

Mimosa Ln

Birch St

Two-Way Street

California Ave

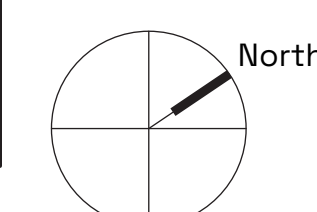
California Ave

Ash St

Two-Way Street

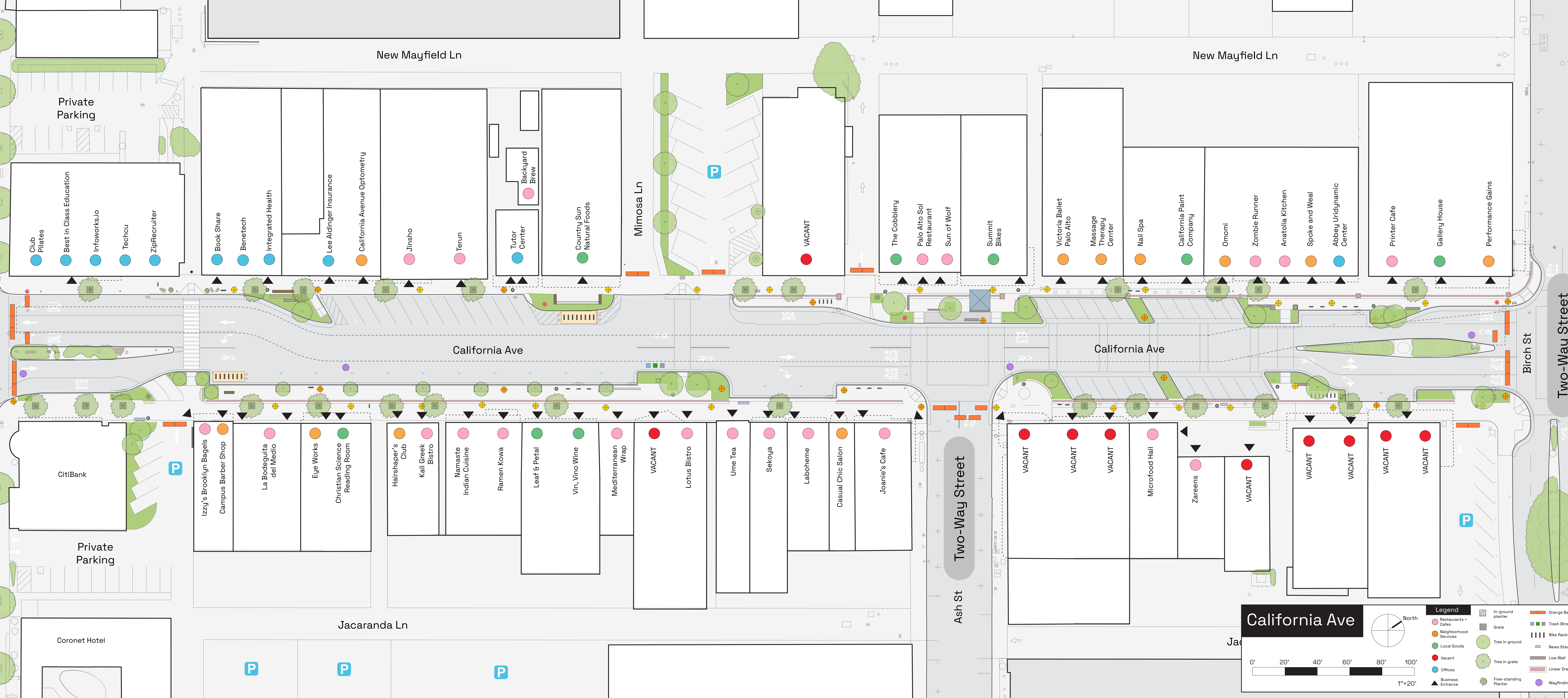
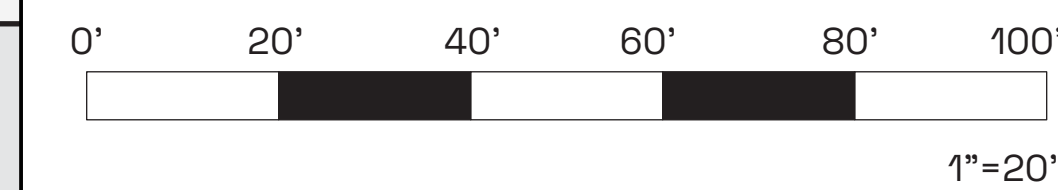
Jacaranda Ln

California Ave



Legend

- Restaurants + Cafes
- Neighborhood Services
- Local Goods
- Vacant
- Offices
- Business Entrance
- In-ground planter
- Grate
- Bike Racks
- News Stands
- Tree in ground
- Tree in grate
- Free-standing Planter
- Orange Barriers
- Trash Bins
- Bike Racks
- News Stands
- Linear Drain
- Decorative Street Light
- Trash Bin
- Fire Hydrant
- Drain
- Firelane
- Wayfinding
- Pole With Sign
- Bike Space
- Green Space
- Parking Structure
- Parking



Private Parking

Club Pilates

Best in Class Education

Infoworks.io

Techcu

ZipRecruiter

Book Share

Benetech

Integrated Health

Lee Aldinger Insurance

California Avenue Optometry

Jinsho

Terun

Tutor Center

Backyard Brew

Country Sun Natural Foods

VACANT

The Cobblerly

Palo Alto Sol Restaurant

Sun of Wolf

Summit Bikes

Victoria Ballet Palo Alto

Massage Therapy Center

Nail Spa

California Paint Company

Omomi

Zombie Runner

Anatolia Kitchen

Spoke and Weal

Abbey Uridynamic Center

Printer Cafe

Gallery House

Performance Gains

CitiBank

Izzy's Brooklyn Bagels

Campus Barber Shop

La Bodeguita del Medio

Eye Works

Christian Science Reading Room

Hairshaper's Club

Kali Greek Bistro

Namaste Indian Cuisine

Ramen Kowia

Leaf & Petal

Vin, Vino Wine

Mediterranean Wrap

VACANT

Lotus Bistro

Ume Tea

Sekoya

Laboheme

Casual Chic Salon

Joanie's Cafe

VACANT

VACANT

VACANT

Microfood Hall

Zareens

VACANT

VACANT

VACANT

VACANT

VACANT

Private Parking

Coronet Hotel

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