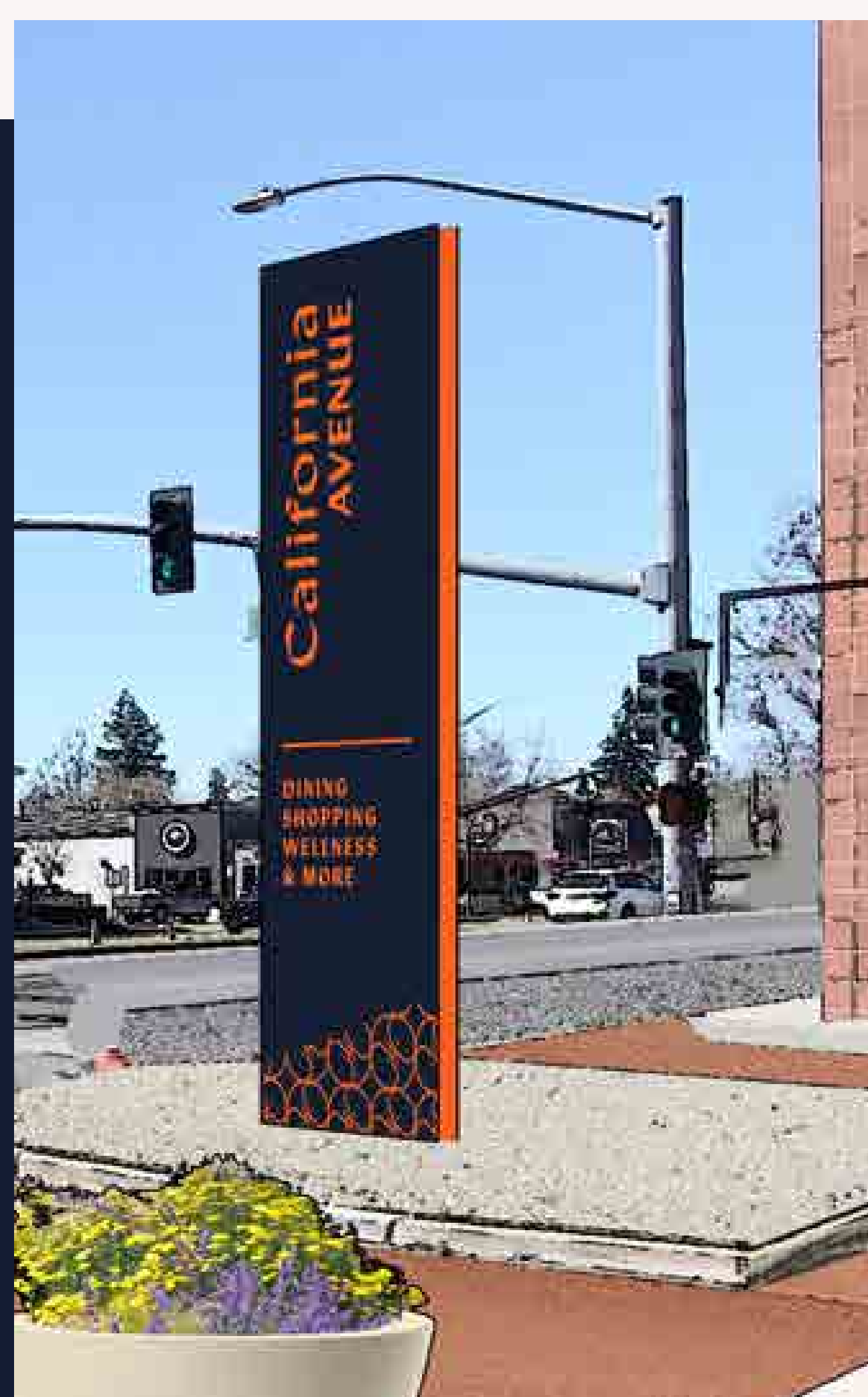
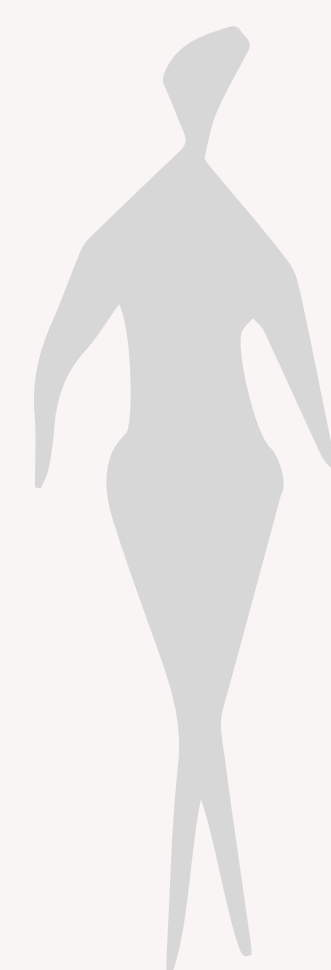


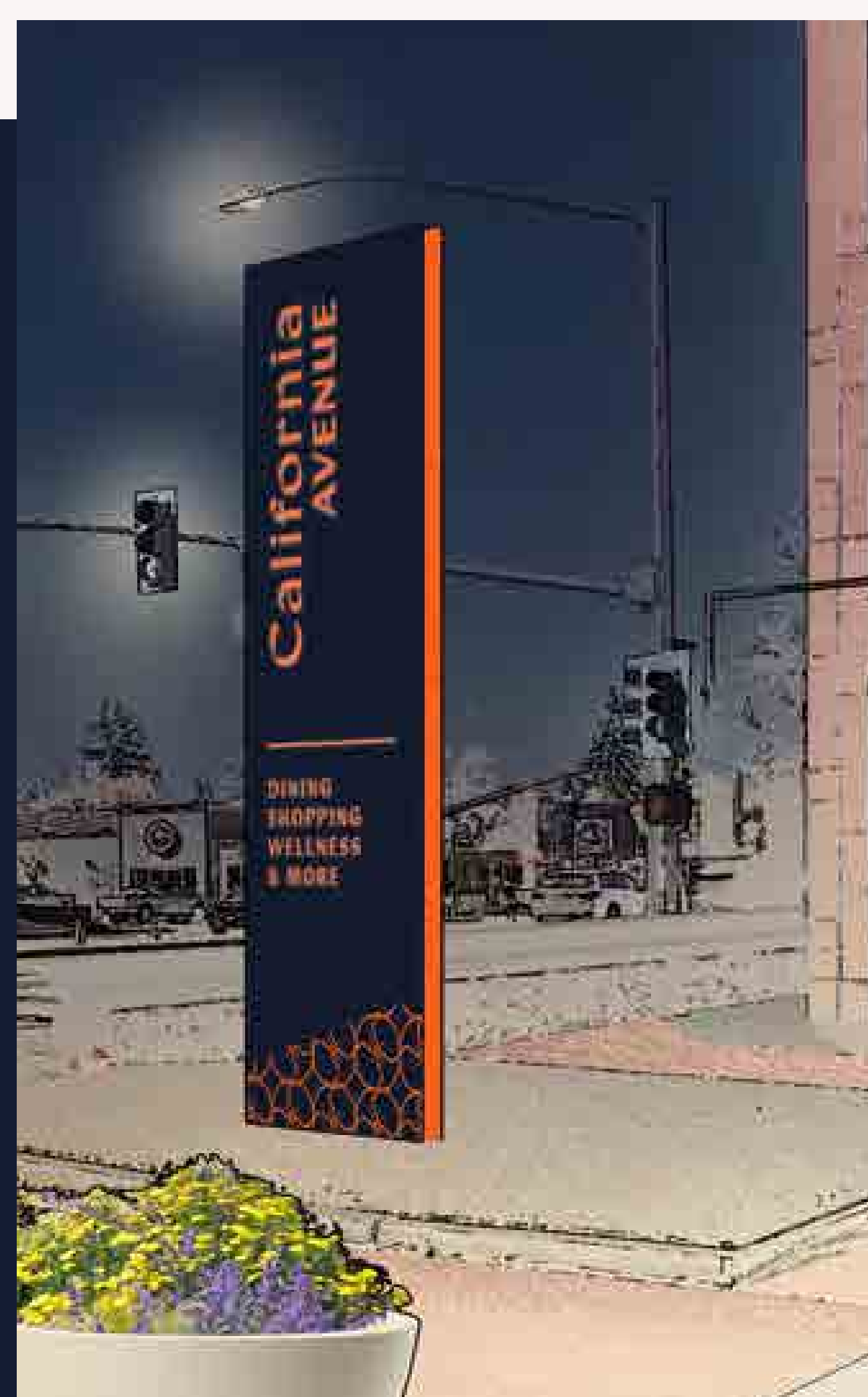
Upscale Contemporary

Clean • Vibrant • Minimal

This design is clean, crisp, and put-together, reflecting the collective aspiration to attract an upscale clientele to a modernized California Avenue.



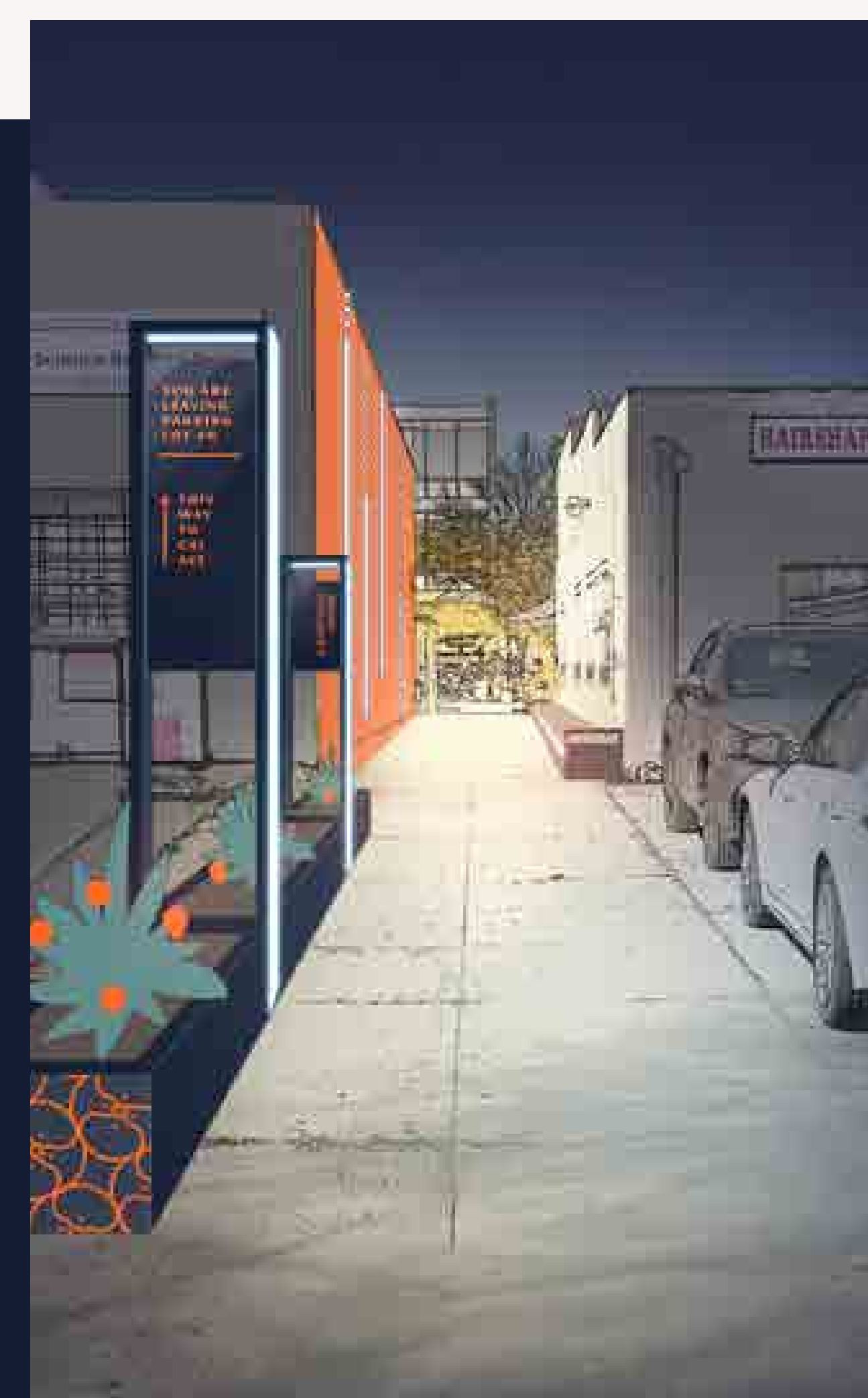
District Sign - ECR & Cal Ave - Daytime



District Sign - ECR & Cal Ave - Night



Alley Signage - Daytime



Alley Signage - Night

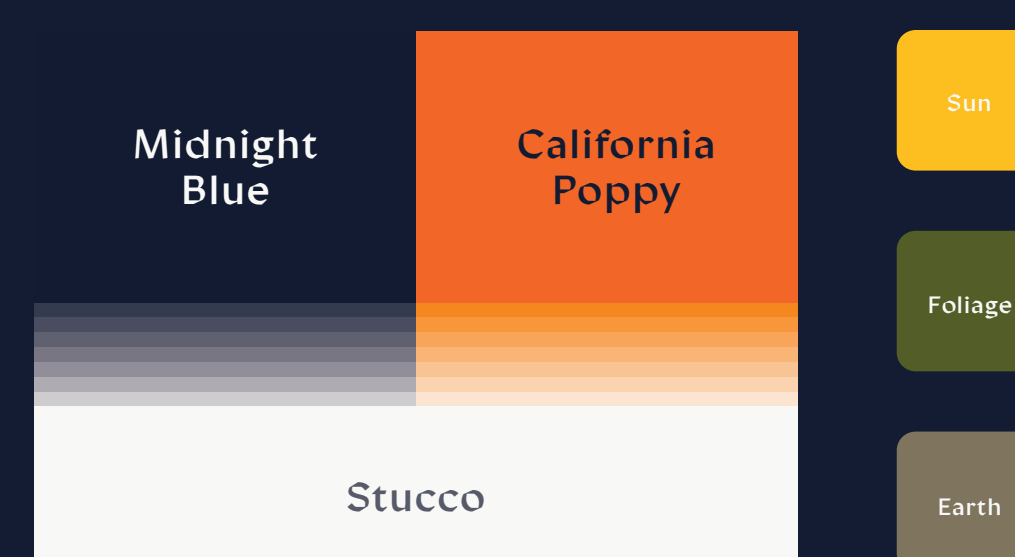
California AVENUE
DINING, SHOPPING, WELLNESS, & MORE

LOGO

The typeface is clean and sophisticated, yet subtly 'arty' with calligraphy-inspired lettering. Matching the formal lettering style, we choose the most formal variation of the street name 'California Avenue'.

TAGLINE

In the spirit of simplicity, the tagline is simple and to the point, highlighting the main commercial offerings on the street.



COLOR PALETTE

A limited color palette of Poppy Orange and Midnight Blue keep the design simple and elevated. The high contrast color pop signifies elegant night life. The additional supporting colors add flexibility to the design scheme and are used sparingly.



MOTIFS

Icons represent the different business offerings on California Avenue - groceries, entertainment, shopping, dining, nightlife and wellness. Poppy flowers and leaves add an additional decorative element.

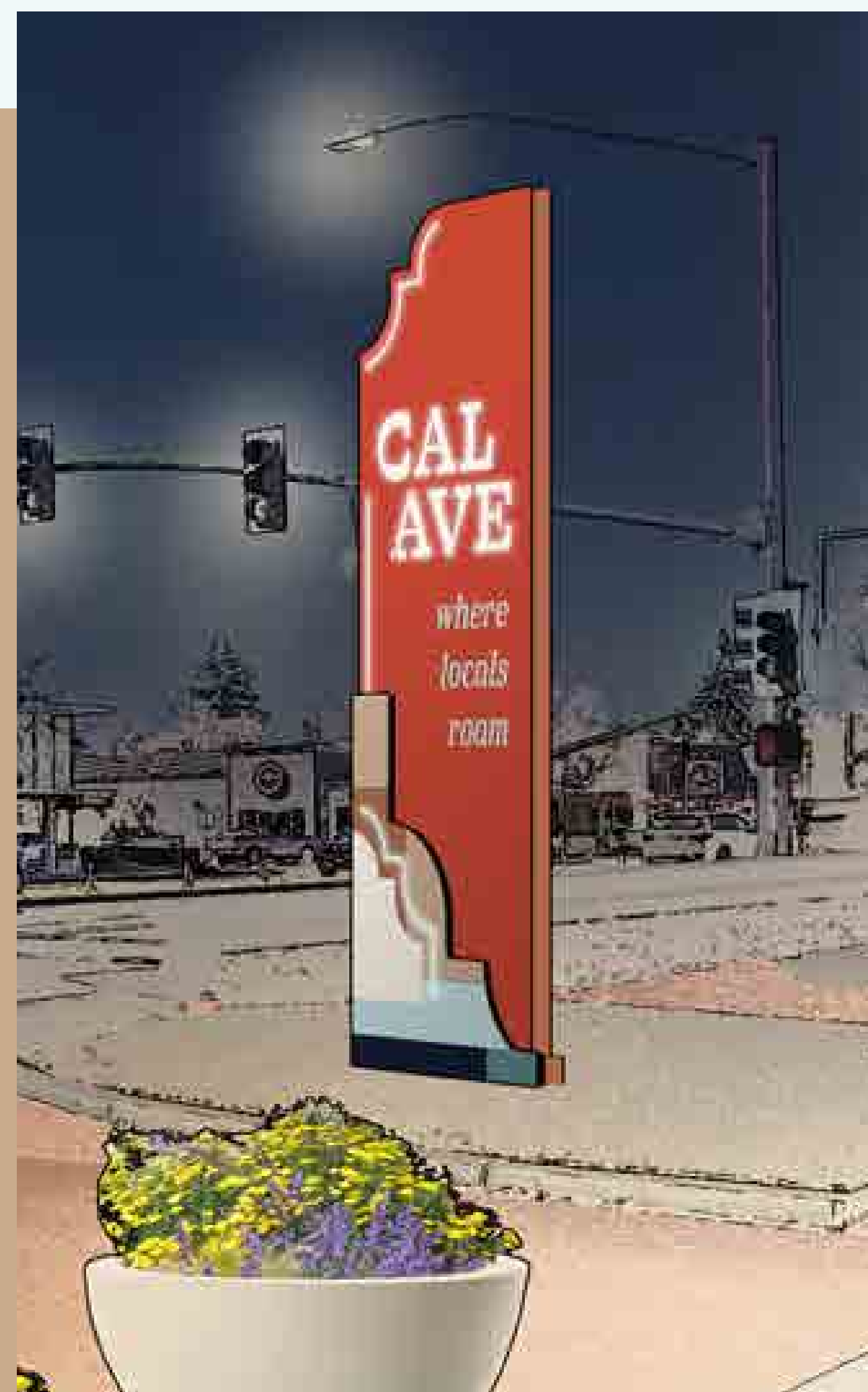
Artsy Saloon

Playful • Historic Mayfield • Relaxed

Past meets present - historic saloon town meets contemporary arts and entertainment district. This mashup of styles celebrates the contrasts of California Avenue - highbrow and lowbrow, everyday and cultural, healthy habits and places to let loose.



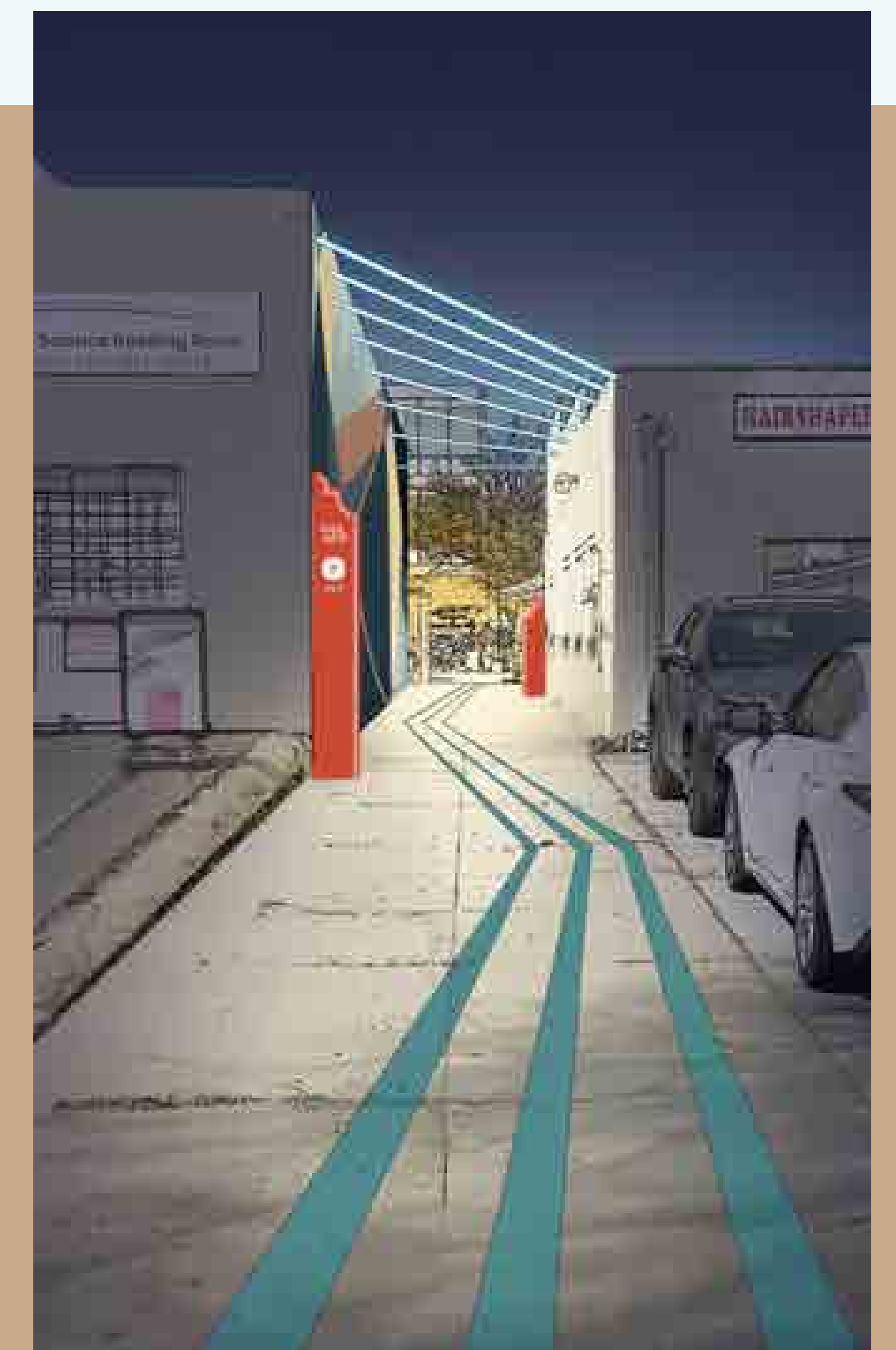
District Sign - ECR & Cal Ave - Daytime



District Sign - ECR & Cal Ave - Night



Alley Signage - Daytime



Alley Signage - Night

CAL AVE

where locals room

LOGO

Unapologetically western type, with a touch of weathering calls back to the saloon district of old Mayfield.

TAGLINE

The word 'room' carries a romantic invitation for visitors to wander and explore - all while celebrating the local offerings and audience.



COLOR PALETTE

The color palette carries an unpretentious quality with grounded, earthy, desaturated tones. Energetic red and calm blue/greens create a sense of balance - denoting a place to celebrate and to relax.



MOTIFS

The shape language of the designs is inspired by saloon doors. The door shape can also be used as a frame for art. Splashes of neon accentuate the 'nightlife' vibes.

Modern Optimism

Natural • Relaxed • Playful

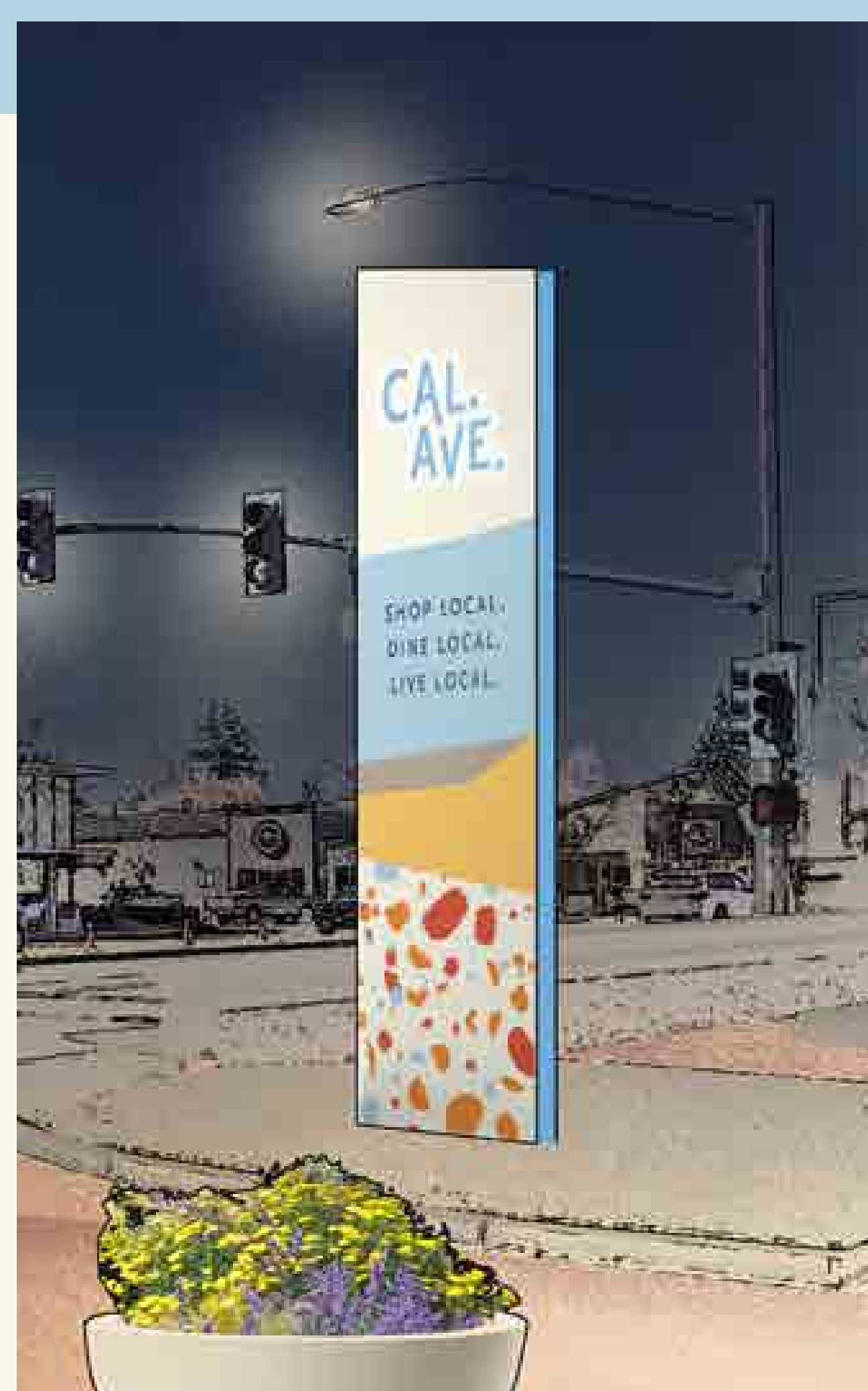
This design style balances clean, structured elements with playful touches. Midcentury Modern influences lend a bouncy, fun energy, but are restrained enough to avoid feeling dated. The resulting style promises a pleasant day out for folks of all ages.



INSPIRATIONS



District Sign - ECR & Cal Ave - Daytime



District Sign - ECR & Cal Ave - Night



Alley Signage - Daytime



Alley Signage - Night



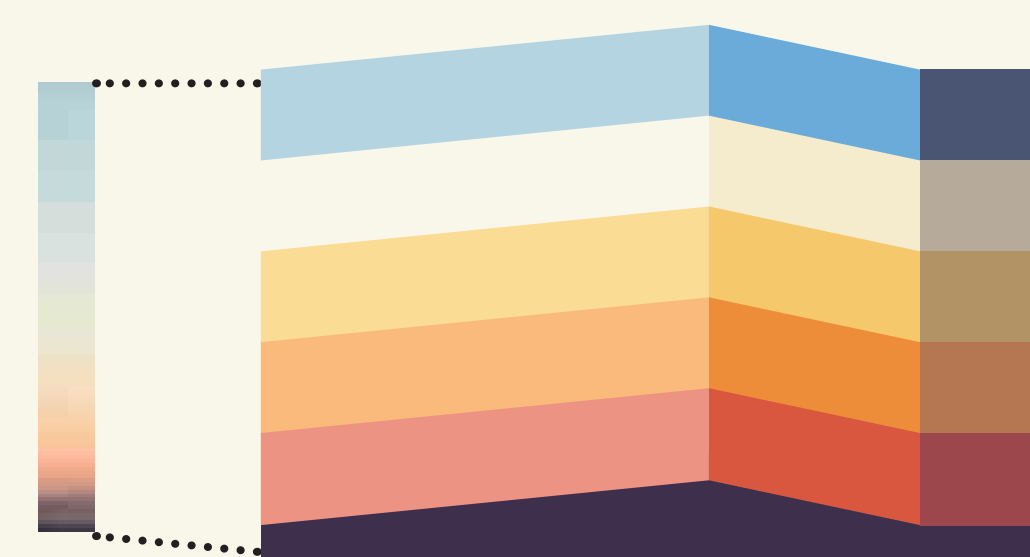
LOGO

Jaunty letters bounce around, carrying the energy and fun of 60's lettering. The retro inspiration is balanced by a clean, readable font which anchors the logo in this century.

SHOP LOCAL.
DINE LOCAL.
LIVE LOCAL.

TAGLINE

Anchored in the importance of a local offering, while trying to provide a concise catch-all for the wide variety of business offerings on the street. Each statement is ended with a period (.) to match the Cal. Ave. lettering.



COLOR PALETTE

The color palette pulls from pastel sunsets over the mountains, bringing Palo Alto's natural beauty into the downtown.



MOTIFS

The shape language mirrors the clean lines of the midcentury and contemporary architecture on the street. This formality is balanced by the organic, casual splash of terrazzo.



College Ave

New Mayfield Ln

New Mayfield Ln

California Ave

California Ave

Jacaranda Ln

Jacaranda Ln

Jacaranda Ln

Jacaranda Ln

Sherman Ave

Left turn pocket is closed

Two-Way Street

Private Parking

Club Pilates
Best in Class Education
Infoworks.io
Techou
ZipRecruiter

CitiBank

Private Parking

Coronet Hotel

People inappropriately fixing cars on the top of the garage

Delivery trucks make three point turns here

Potential relocation for food delivery drivers

Spill out on the rear of Backyard Brew

Food delivery drivers use this space for temporary parking, pick-up and drop-off

Ped connection from parking to Cal Ave (private property)

Ped connection from parking to Cal Ave

Ped connection from parking to Cal Ave (private property)

Wrong way drivers turning into New Mayfield Lane

Occasionally vehicles drive down the wrong side of the street

Bike parking

Bike parking

Bike parking

Pinch point between outdoor dining space, pedestrians and bicyclist

TNC drop-off and pick-up on crosswalk conflicts with pedestrians and disabled people crossing street

Ped connection from parking to Cal Ave

Ped connection from parking to Cal Ave

Pinch point between vehicles, pedestrians, delivery trucks and trash bins

Food delivery drivers use this space for temporary and long-term parking

Pedestrian circulation towards 350 Sherman Garage is confusing

Tandem employee/employer parking spills onto alley

Potential parallel spaces for commercial trucks for deliveries

Parallel parking during Farmers Market

321 California Under Construction Restaurant / Outdoor Dining

California Ave
Street Length: ~931'

0' 20' 40' 60' 80' 100'

1"=20'

North

- Areas of Concern
- Opportunity Areas
- Additional call-outs
- Pedestrian entrance / exit from parking garage
- Vehicle entrance / exit from parking garage
- Emergency Access
- Restricted vehicle access for farmers' market and events
- Bus stops

01.

Users Needs Matrix

ACTIVITY: Users Needs Matrix

The design of Cal Ave needs to accommodate a wide range of mobility options. In several cases current conditions do not adequately accommodate current or future needs.

Please provide your comments on un-met mobility needs on a post-it note and place it on the board.

Mode	Current Conditions	Unmet Needs	Comments
Pedestrian	Pedestrians walk where least populated or unobstructed in center of street or sidewalks depending on time of day; Pedestrian use sidewalks outside of the pedestrian priority area to access pedestrian area	Shared or dedicated pedestrian network from California Ave to parking lots and alleys; Safe, comfortable and defined network to and from parking areas to Cal Ave	
Bicycle / E-bikes/ Bike Share	Bicyclists ride at various speeds, avoid pedestrians, disregard pedestrian crossings or signs to dismount; concern regarding speed of e-bikes; Bike share currently unavailable	Slow two-way bicycle route from El Camino Real to Birch Street; Provide bike share options	
Micro-mobility (skateboards, hover boards, scooters etc.)	No facilities accommodate these modes	Define facility and use needs and requirements	
Food Delivery Drivers	Drivers park in public lots and on-street spaces to wait for orders; Drivers congregate at former Bank of the West parking lot; drivers speed out of the area to make deliveries	Designate and allocate right sized short-term loading/pick-up areas for on demand, app based deliveries; Consider staging areas separate from loading areas to decentralize waiting areas	
Commercial Drivers	Commercial vehicles park in alleys and can block traffic	Designate dedicated, shared of time of day loading areas where needed	

01.

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Mode	Current Conditions	Unmet Needs	Comments
Emergency Vehicles	Emergency vehicles can access the pedestrian-priority segment of California Ave	Enable ease of emergency vehicle access	
Transit	California Ave within a 1/2 mile walking distance of the following transit lines: 522 Rapid Bus, 22 Frequent Bus, 89 Local Bus, DB1 Dumbarton Express, Stanford Marguerite, 104 Express Bus, AC Transit, Caltrain	Signage to direct people to bus stops and Caltrain	
Rideshare (Lyft/Uber/Palo Alto Link)	Pick-up and drop-off occurs in alleys and surrounding streets, sometimes blocking the crosswalks	Designate dedicated, shared or time of day rideshare pick-up and drop off space where needed	
Vehicular and Parking	Vehicles use alleys and Cambridge Avenue and Sherman Avenue to reach parking Over 1,100 spaces in garages and surface lots; more on-street	Dedicated parking for various users; Clearly signed routes for vehicles to parking; Shared parking to maximize use, Re-purposing of surface parking to meet other mobility (short-term parking near businesses for deliveries rather than long term parking) or district need (restrooms)	