

ACTIVATING NEIGHBORHOODS WITH TACTICAL URBANISM



PALO ALTO WORKSHOP APRIL 7, 2015, MITCHELL PARK LIBRARY



DESIGN PROBLEM/GOAL:
Signs to direct people to cross at one side of busy intersections are hostile and inconvenient

METRICS FOR SUCCESS:
Higher perceived ease of crossing
Higher perceived safety
Sense of delight

WHAT COULD BE DONE?
Hopscotch crosswalks?
Planters as barriers?
"Prettier" barrier/signs?zh



DESIGN PROBLEM/GOALS:
Traffic calming measures like traffic circles can be functionally ugly. Can they be beautiful community assets, AND effective ways to slow traffic?

METRICS FOR SUCCESS:
Slower traffic
Community interest

WHAT COULD BE DONE?
Guerilla gardening?
Public art/sculpture?

03



BARE BONES BUS STOP SIGN

DESIGN PROBLEM/GOALS:
Bus and shuttle stops are unpleasant and lacking information. How can we improve this and make bus/shuttle easier to use?

METRICS FOR SUCCESS:
People that know schedule
People riding bus/shuttle ridership
Minutes people linger

WHAT COULD BE DONE?
Spray paint routes on sidewalk?
DIY signs w/schedules?
DIY benches or shelters?

04



MIDTOWN PEOPLE ZONE

DESIGN PROBLEM/GOALS:
Reshape very popular neighborhood corridor and shopping area on a busy car street to a more pedestrian and bike friendly area

METRICS FOR SUCCESS:
People approaching on foot
People approaching by bike
More bike parking than cars
Active busy bus stops/rest areas

WHAT COULD BE DONE?
New sidewalk planting?
Sidewalk step outs?

05



GEOGRAPHIC HEART OF THE CITY

DESIGN PROBLEM/GOAL:
Could this intersection be a more social place and be recognized as the geographic center of the city?

METRICS FOR SUCCESS:
More people than cars at noon
More people to people interaction
Sense of identity/landmark/destination

WHAT COULD BE DONE?
Sporadic Pop-up Event?
People zones along the street?