

Attachment A

Project Vision and Goals

Project Vision:

The vision for the streetscape is: *Celebrate the unique character of the “Birthplace of Silicon Valley” by creating a vibrant, visually attractive streetscape with spaces and elements that enhance the visitor experience, provide safe access for pedestrians and bicyclists, and encourage shopping, dining, and gathering.*

Project Goals:

The goals for the streetscape include the following elements:

- Showcase the unique character of University Avenue and Palo Alto as the ‘Birthplace of Silicon Valley’
- Accentuate and enhance the retail experience
- Enhance pedestrian experience
- Maintain parking opportunities
- Include performance space between Alma and Middlefield Road
- Create gathering spaces
- Explore cost-effective interim measures to show progress
- Maintain vital 2-way vehicular access
- Maintain bicycle use
- Maintain delivery and loading zones, rideshare spaces
- Explore opportunities to present public art and provide technology exhibits
- Maximize opportunities for outdoor dining/retail