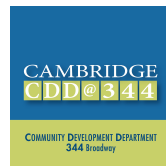
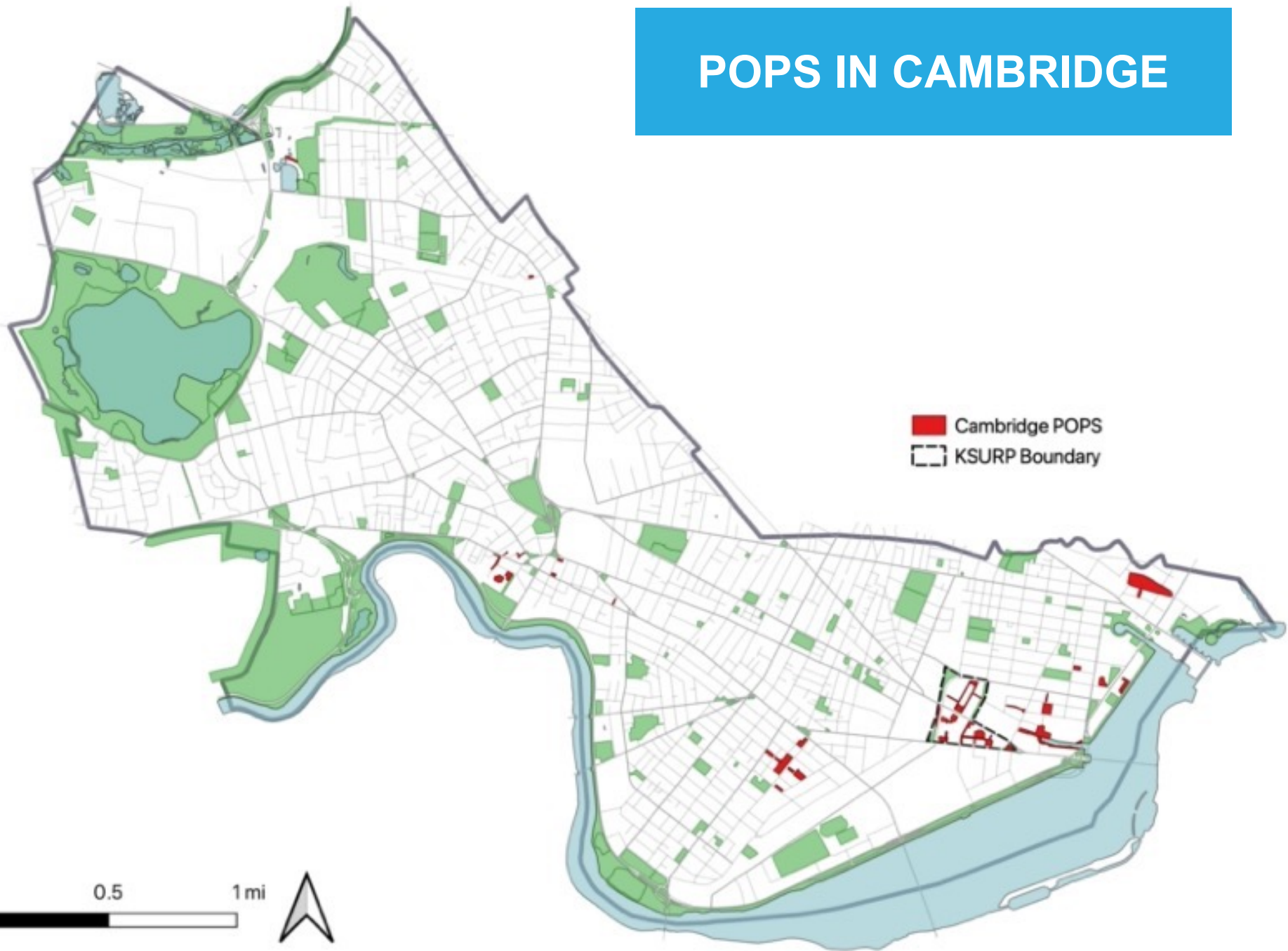


# Privately Owned Public Spaces (POPS) Signage

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# POPS IN CAMBRIDGE



# MESSAGING GOALS

**With clear and consistent messaging we seek to:**

- Ensure equitable access to POPS by making them more welcoming to all.
- Clarify the role of these spaces to the public.
- Provide a visual cue to Cambridge residents and visitors that an area is open to them.



# CASE STUDY: POPS IN NEW YORK CITY



Photo: NYC POPS Signage Standards



Photo: APOPS Website Screenshot



# CASE STUDY – POPOS SAN FRANCISCO



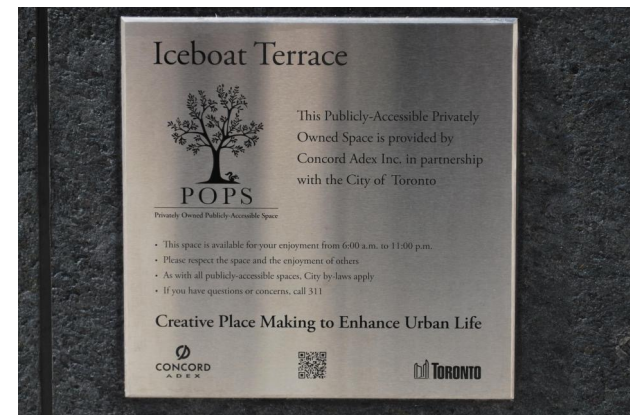
Photo: SF POPOS Signage Standards

# CASE STUDIES CONT.

## Seattle

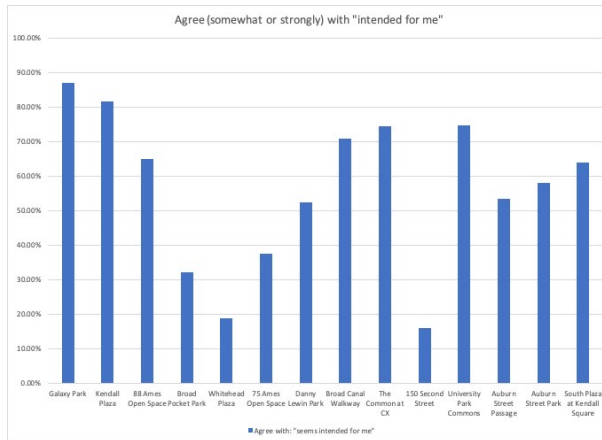


## Toronto



# COMMUNITY INVOLVEMENT

## Belonging in Public Space survey



- Opened from January 8<sup>th</sup> – February 19<sup>th</sup> 2021
- Participants were asked to rate 14 images of POPS in Cambridge by telling us if they feel the space is intended for them or not.



# COMMUNITY INVOLVEMENT

## Two Meetings with POPS Owners

### February 2021

- Owners welcomed the idea
- Wants to ensure the new logo can co-exist with existing brand and message

### June 2021

- Shared design variations
- Reached consensus on logo and phrase





# SIGNAGE DESIGN STANDARDS

- Meaningful and memorable logo
- Words important initially—mark recognized over time
- Flexible in all situations, environments, and fabrications
- Black and white execution to accommodate all applications
- Able to co-exist with property brands and messaging
- Leverages persona of Cambridge (smart, progressive, inclusive)



# MESSAGING

- Clear
- Welcoming

open  
to all



# LOGO GOALS

- Simple
- Hand-drawn/playful
- Plant/nature reference
- Crowd/people reference
- Suggestion of multiplicity/diversity



# FINAL DESIGN



open  
to all



# FINAL DESIGN



**open  
to all**



# FINAL DESIGN



**open  
to all**



# FINAL DESIGN

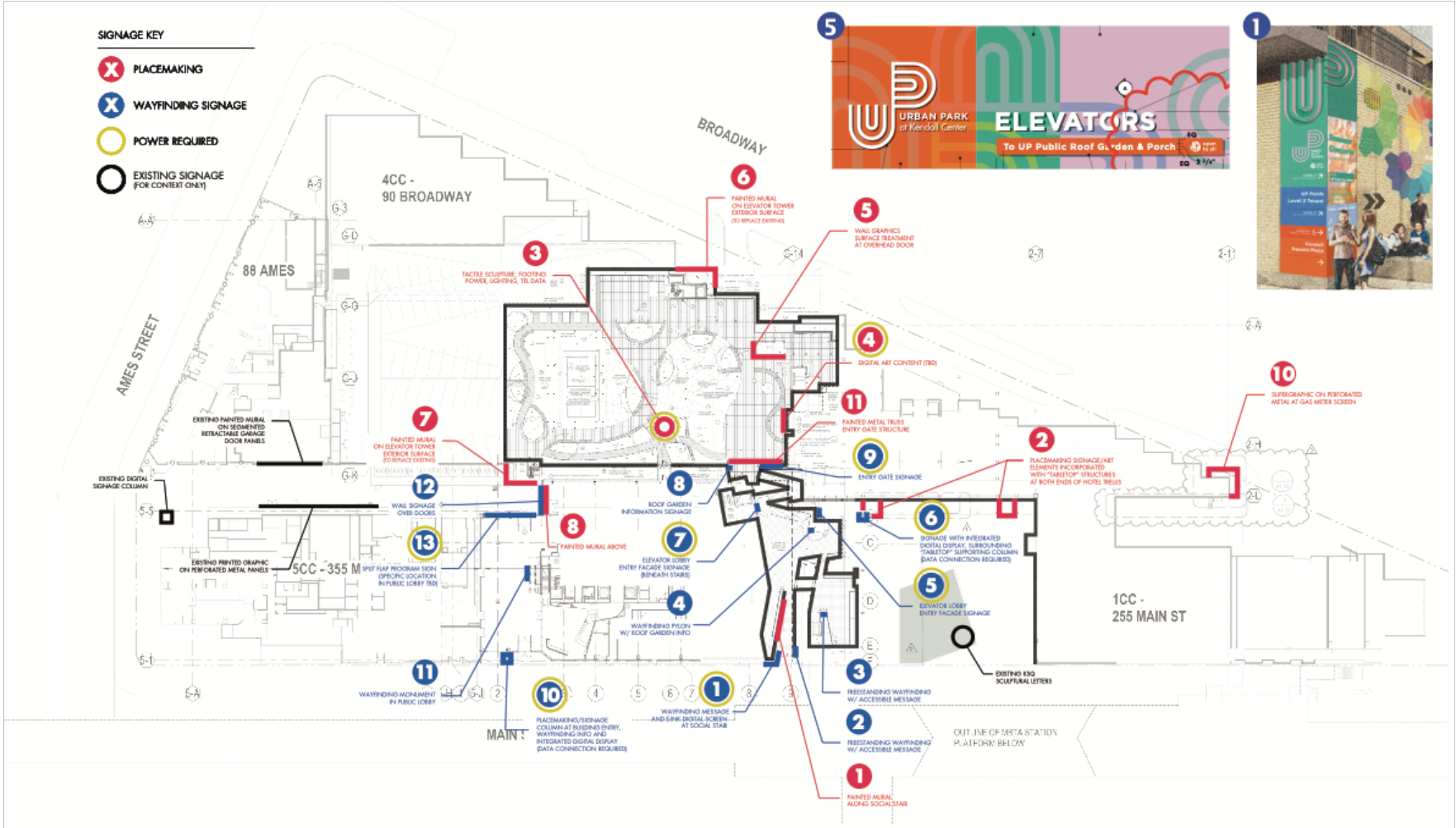


**open  
to all**



# IMPLEMENTATION

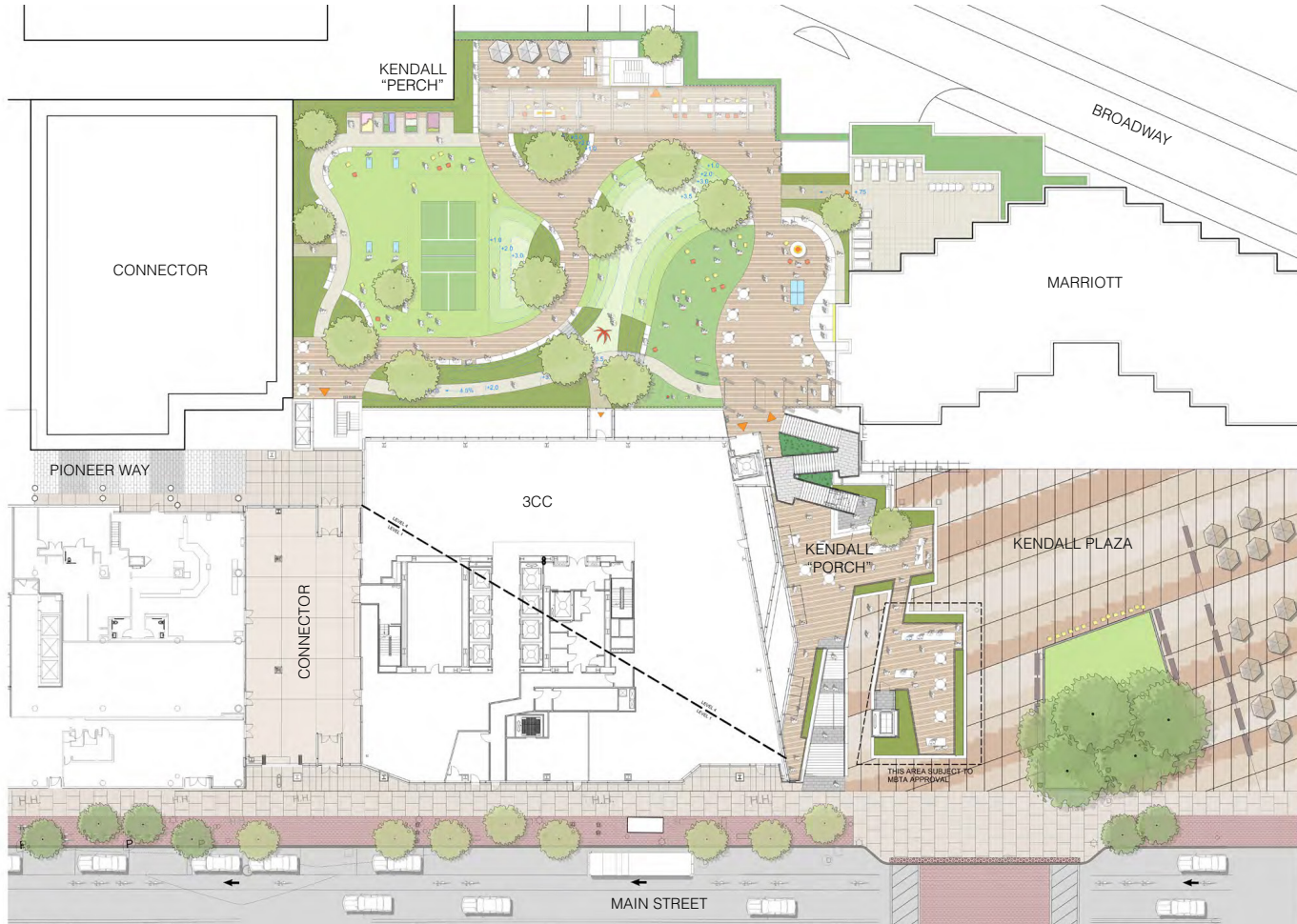
## ART AND SIGN LOCATION PLAN





# IMPLEMENTATION

## SITE PLAN





[cambridgeredevelopment.org](http://cambridgeredevelopment.org)