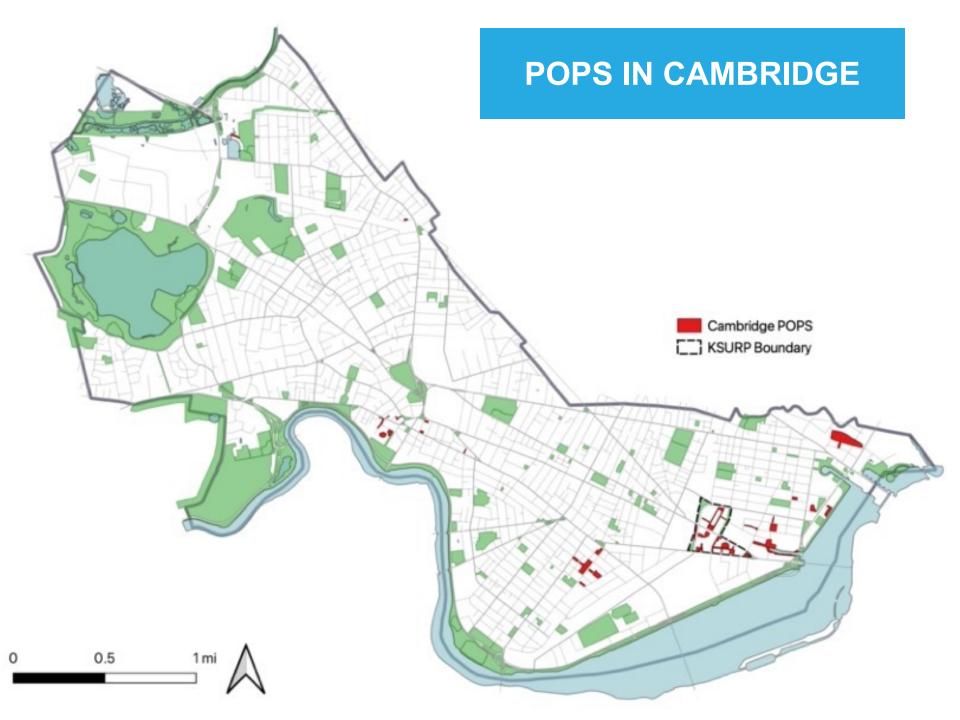
Privately Owned Public Spaces (POPS) Signage









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











April 15 - October 31
7:00 am - 10:00 pm

November 1 - April 14

November 1 - April 14 7:00 am - 8:00 pm This public plays contain

April 15 - October 31 7:00 am - 10:00 pm November 1 - April 14 7:00 am - 8:00 pm This pubic plaza is accessible to persons with disabilities

OPEN TO PUBLIC:

This public plaza contains: 425 linear feet fixed seating 25 moveable chairs 6 moveable tables

ating 12 flowering dogwood trees 1 drinking fountain 2 bicycle racks

Jane Doe Equities Ltd For complaints regarding this 40 East Ave Ste 3055 public plaza, please call the New York NY 10003 (212) 555-5555 reference the public plaza at owner@janedoeequites.com 215 West Hudson Way

Ø

Photo: NYC POPS Signage Standards

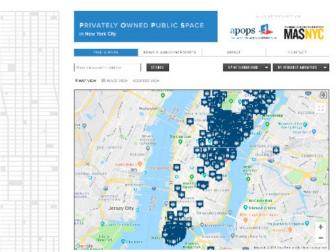


Photo: APOPS Website Screenshot



CASE STUDY – POPOS SAN FRANCISCO









CASE STUDIES CONT.

Seattle







Toronto

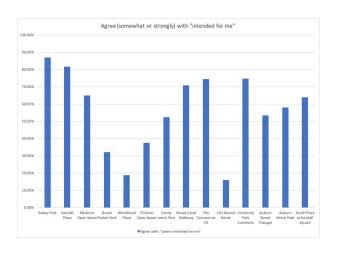






COMMUNITY INVOLVEMENT

Belonging in Public Space survey





- Opened from January 8th February 19th 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













open to all













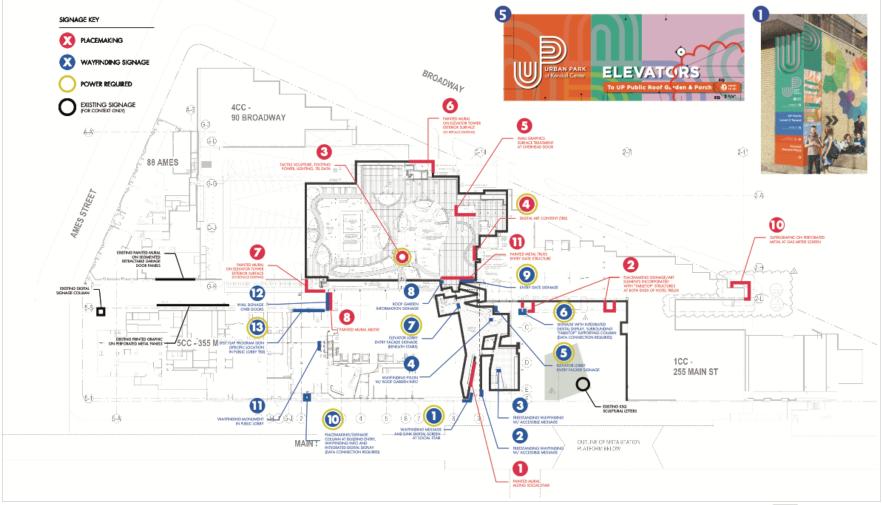
open to all





IMPLEMENTATION

ART AND SIGN LOCATION PLAN













IMPLEMENTATION

SITE PLAN







PICKARD CHILTO













cambridgeredevelopment.org