



STREET PLAZAS

Naming—Identity—Print—Writing

BRIEF

Our team worked with a local leader to develop an identity for her public space program called Street Plazas—a way to reimagine public *streetscapes* as a shared space for *activities*, *connections* and *events*.

Naming breakdown

STREET

urban
casual
familiar

PLAZA

rest
gathering
enjoyment

Logotype

STREET
PLAZA

LAWRENCE

STREET
PLAZA

BRADLEY

STREET
PLAZA

LINDEN

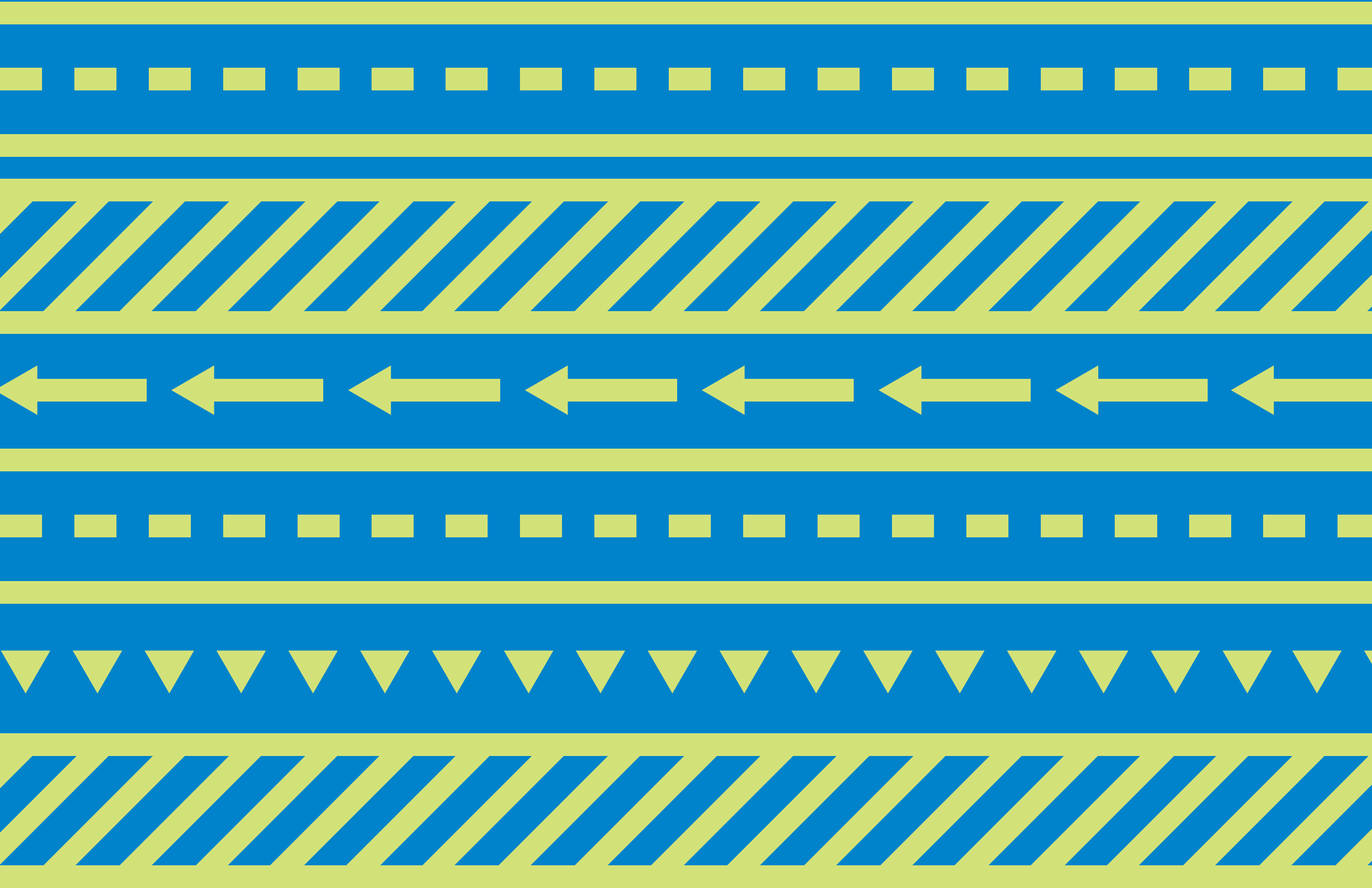
STREET
PLAZA

ORANGE

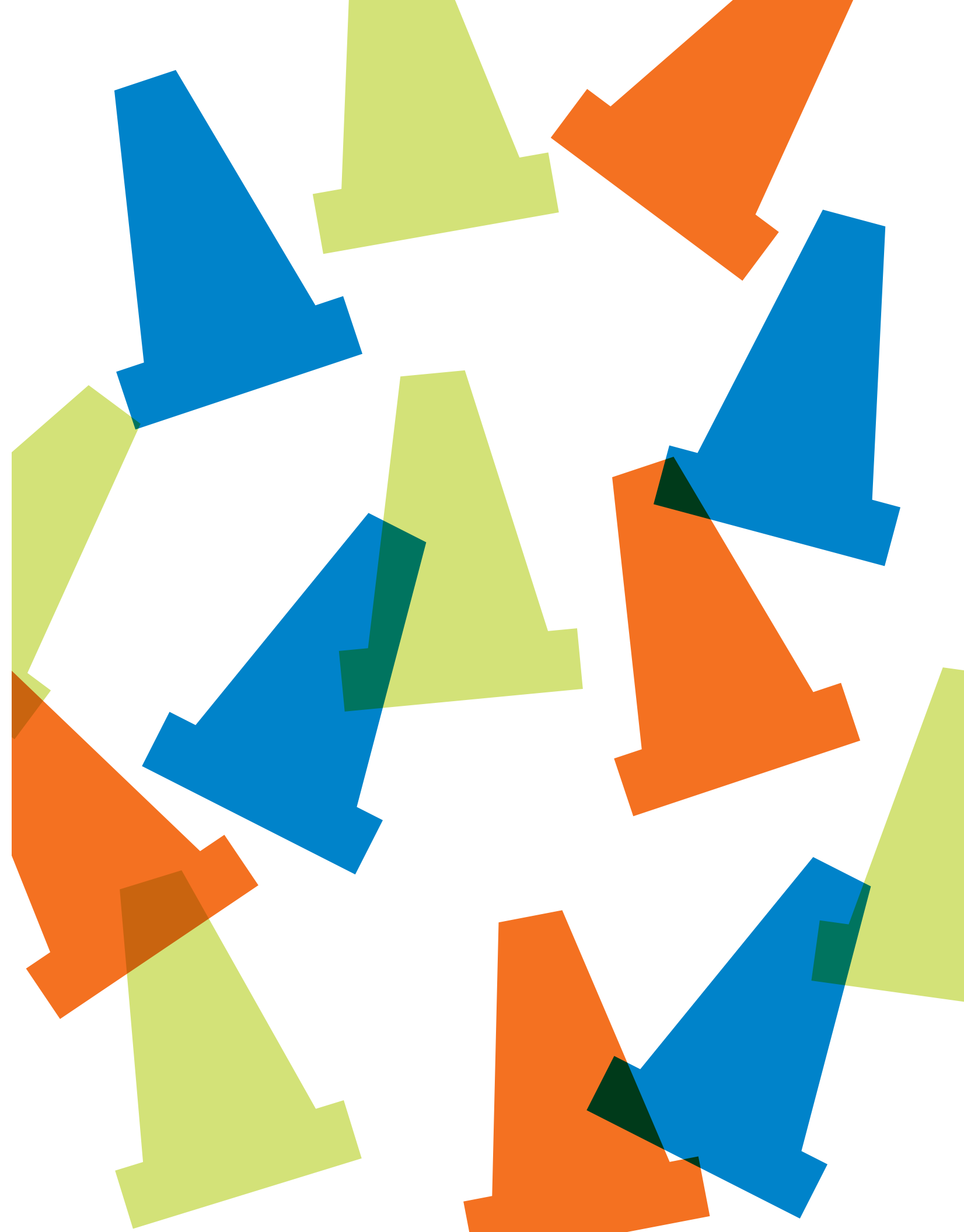
STREET
PLAZA

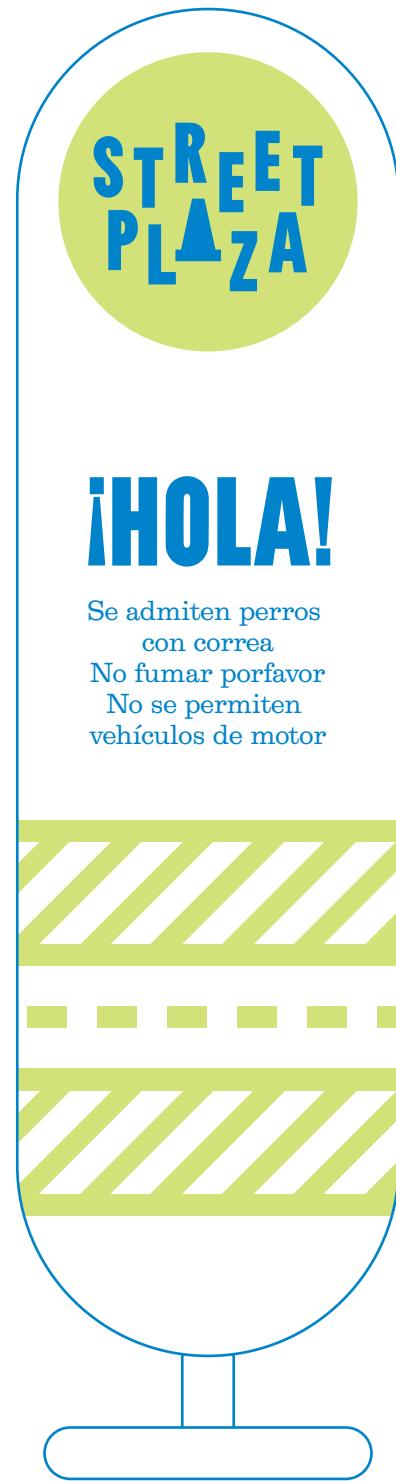
VISUAL IDENTITY

The proposed program of Street Plazas
uses the visual fabric of paved streets
as an identifying graphic device.



Similar to how the plazas
are constructed with low-
budget, everyday materials,
the identity borrows and
reuses the ultimate icon of
a blocked street—a traffic
cone—in a fun way.





STREET PLAZA

A new public space coming this August
to Lawrence & Mechanic St!

LAWRENCE STREET PLAZA

Community Build Day
Tues 7/23 5:30pm

LAWRENCE STREET PLAZA



MARK-MAKING

The logotype lend itself well to becoming a stencil for spray paint, chalk paint, or other low-budget methods of creating signage.

PLAZA

STREET
PLAZA

STREET





Sitting at the Lawrence Street Plaza in Summer 2024.
Photo: Lucy Gellman





Left: Chalk paint stencil and drawings in the street.



*Sitting at the Lawrence Street Plaza in Summer 2024.
Photo: Lucy Gellman*

TOOLKIT

Finally, we created a small toolkit aimed at helping other community leaders build similar setups in their own neighborhoods. It was printable and folded like a mini zine, and was available during Lawrence Street Plaza's summer programming.

SEATING

SEATING is a key element of a plaza. This can be as simple as benches made from stacked railroad ties to more traditional options like picnic tables or cafe seating.

SAFETY

If your plaza will occupy a portion of a street, it must be safely closed off to traffic. Choose barricades with bright, highly-visible colors. Jersey barriers can double as benches.

SIGNAGE

Identifying your plaza is another key element of placemaking. Use inexpensive, easily-removable and reusable materials like plywood signs and stencils with spray chalk.

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Materials

After identifying your plaza site and getting your city's approval, you will need a combination of items from the 3 categories below.

4

Programming

Even without any events, a free public gathering space is a welcome addition to any city. If you decide to further activate your space with programming, here are a few ideas.

Salsa Night

Free Yoga

Vendor Fair

Bike Clinic

Food Truck

Ping Pong

Live Music

Game Night

Chalk Art

Skate Night

Zine Fair

Open Mic

Movie Night

Lawn Games

Jazz Night

Art Market

6

Example Budget

SEATING

SAFETY

SIGNAGE

Wood picnic tables (4)	\$139ea	\$556
8' jersey barrier (4)	\$214ea	\$856
Lime traffic cones (10)	\$27ea	\$270
Plywood signs (2)	\$15ea	\$30
Chalk paint & stencil	\$14ea	\$42
		\$1754

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What is a Street Plaza?

Street Plazas are pedestrian-only streets that create new shared spaces for activities, connections, and events. They are used in cities around the world. A Street Plaza can be temporary, such as a street that is closed in the summer months, or permanent.

This guide was developed by Alder Caroline Tanbee Smith of Ward 9.

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Why build a Street Plaza?

Street Plazas can:

CREATE

new community connections by opening up a new shared space for neighbors to meet

IMPROVE

traffic safety by reducing speeding

SUPPORT

local businesses by creating added outdoor seating and foot traffic

EXAMPLE SITE MAP

Lawrence Street Plaza

On Lawrence Street between State & Mechanic in East Rock, New Haven

GATHER

JERSEY BARRIERS / BENCHES

PERFORM

WOOD PLATFORM

PLAY

CHALK STENCILS

GATHER

PICNIC TABLES

TRAFFIC CONES

A-FRAME SIGNS

Even without any events, a public gathering space can be a valuable addition to an urban landscape. If you decide to further activate your plaza with programming, here are a few examples of how the space can be divided into zones for different uses.

ZONE	PROGRAM
GATHER	Sitting, eating, meeting, relaxing, art-making, watching (performances)
PERFORM	Concert, open mic, comedy, yoga/class instruction, DJ table
PLAY	Chalk art, food truck, skate, dance, yoga, vendors, lawn games

RESOURCES

City of New Haven Special Events: tinyurl.com/mr2e7kwx
MakeHaven: www.makehaven.org
Contact Alder Caroline Tanbee Smith: ward9@newhavenct.gov

CITY EVENTS

MAKEHAVEN

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Example Budget

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THE

STREET PLAZA

TOOLKIT

Plan, design and build a Street Plaza in your neighborhood

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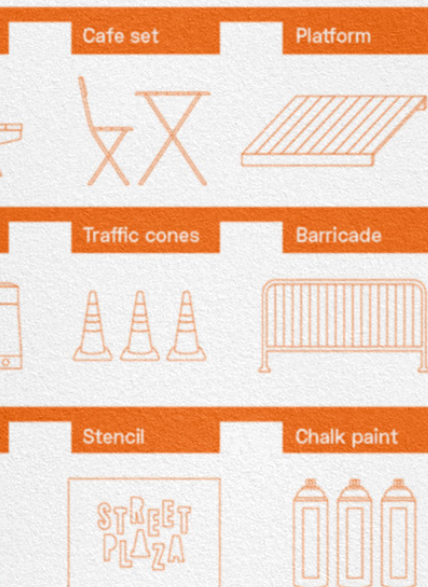
Promotions & Identity

The logo can be stenciled onto posters, signs, and the street temporarily with spray chalk.

Street Plazas are pedestrian-friendly spaces that create new connections, and events. They are used in cities around the world. A Street Plaza can be temporary, such as a street market, or permanent.

What is a Street Plaza

For your plaza site and getting started, you will need a combination of the categories below.



STREET PLAZA

Plan, design and build a Street Plaza in your neighborhood

TOOLKIT

4 Programming

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SALSA NIGHT	FREE YOGA	VENDOR FAIR	BIKE CLINIC
FOOD TRUCK	PING PONG	LIVE MUSIC	GAME NIGHT
CHALK ART	SKATE NIGHT	ZINE FAIR	OPEN MIC
MOVIE NIGHT	LAWN GAMES	JAZZ NIGHT	ART MARKET

6 Example Budget

SEATING ● SAFETY ● SIGNAGE

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5 Promotions & Identity

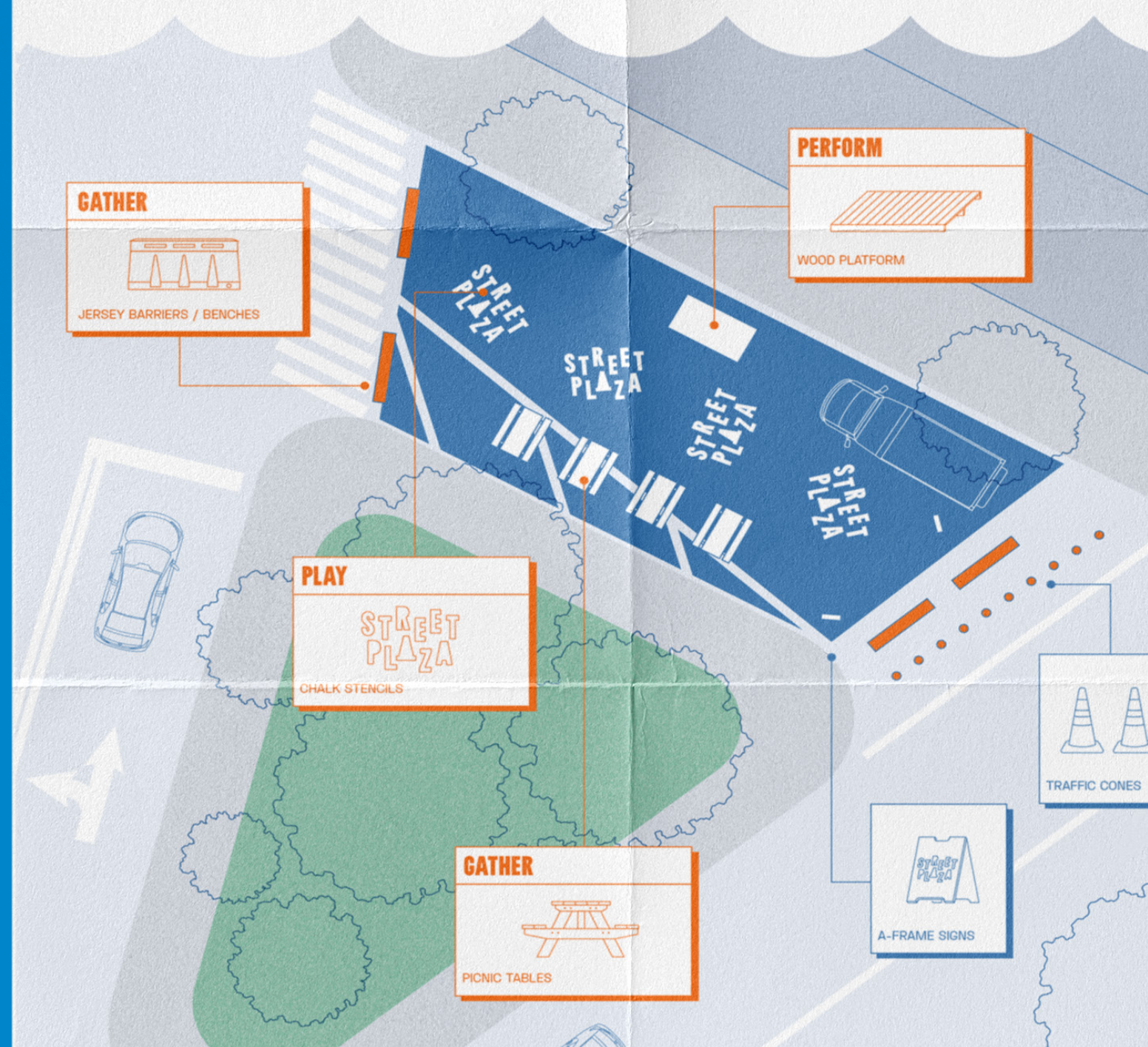


Fliers and posters can be printed with black ink on colored paper.



EXAMPLE SITE MAP Lawrence Street Plaza

On Lawrence Street between State & Mechanic in East Rock, New Haven



THANK YOU!