



FOUNTAIN VALLEY

The Crossings at Fountain Valley

Branding & Naming Project | November 15, 2023

ALLEGRA
CONSULTING

Agenda

Stakeholders Outreach

Renaming the Crossings

Summary/ Recommendations



Stakeholder Outreach

BRANDING

What stakeholders would like to change about the Crossings

1. Improve fast-moving traffic and better traffic flow.
2. Enhance the appearance, including outdoor dining and seating areas.
3. Create a cohesive space with multiple attractions and a focus on walkability.
4. Design the area for efficient pedestrian access and mass transit, including pedestrian bridges.
5. Address parking and vehicle access issues, including dangerous parking lot design.
6. Improve pedestrian access and continuity.
7. Bring in better restaurants and stores, making the retail environment more attractive.
8. Restrict high-density housing development.
9. Involve residents in decision-making for future development related to traffic improvements and parking availability.



Recommendations



- ✓ **Develop a Comprehensive General Strategy for the Crossings**
- ✓ **Renaming and Branding – Underway**
- ✓ **Engage Investors and Real Estate Developers**
- ✓ **Provide Support and Incentives for Property Owners to Engage**
- ✓ **Create Public-Private Partnerships – Address Affordable Housing**
- ✓ **Community Engagement**
- ✓ **Invest in Architectural Continuity and Wayfinding Signage – Establish a Sense of Place**





TO BE SUCCESSFUL, CITIES NEED DESTINATIONS

They need destinations that give an identity and image to their communities, and that help attract new residents, businesses, and investments.

What makes a great destination is that it has multiple places within it. Layered to create synergy.

WHAT MAKES A GREAT PLACE?

Most great places, whether a grand downtown plaza or humble neighborhood park, share four key attributes:



They are accessible and well-connected to other important places in the area.



They are comfortable and project a good image.



They attract people to participate in activities there.



They are sociable environments in which people want to gather and visit again and again.

BENEFITS OF GREAT PLACES



Color Theory

Color theory guides designers in effectively using colors to engage users and build brand identity.

As seen in the Fountain Valley logo, **blue** symbolizes the vast sky and boundless sea, evoking open spaces, freedom, intuition, imagination, and trust. It also signifies depth, loyalty, wisdom, and a calming effect on the mind and body, promoting stability and reliability. Despite its positive attributes, blue can occasionally evoke sadness.

Teal, a blend of blue and green, carries meanings of decency and renewal. Its subtlety fosters clarity, open communication, and practical thinking, making it ideal for stress-relief applications.



Renaming and Suggestions

BRANDING

Name #4: Public Input:

Naming Suggestion: Omni

Tagline: Is Your Lifestyle Destination

Omni as a name for The Crossings, implies a sense of inclusivity and comprehensiveness in the community. The term "Omni" conveys the idea of all-encompassing or all-inclusive, suggesting that the destination aims to cater to a wide range of interests and needs. It signifies a place where people from different backgrounds can come together, fostering a sense of unity and diversity. ,





IS YOUR LIFESTYLE
DESTINATION

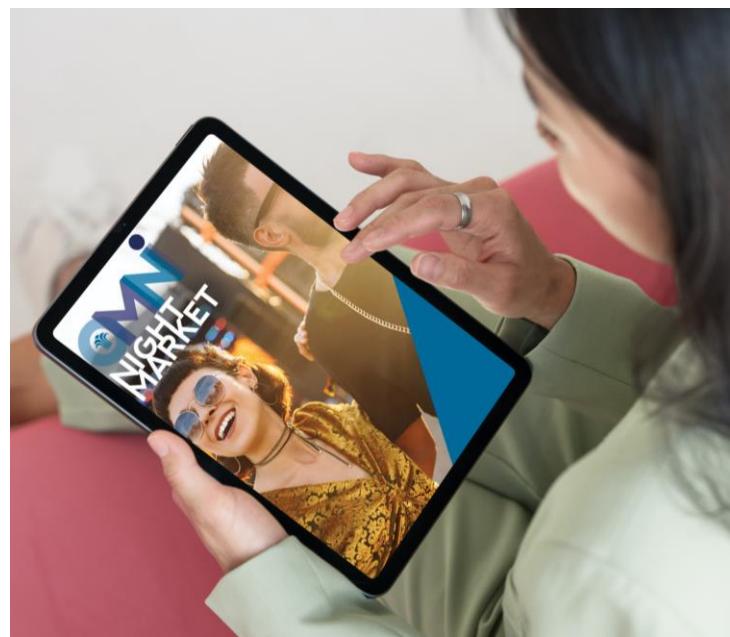


 **FOUNTAIN
VALLEY**



Renaming Suggestions





Renaming and Suggestions

BRANDING

Name: #10 – Allegra

Naming Suggestion: Nexus at Fountain Valley

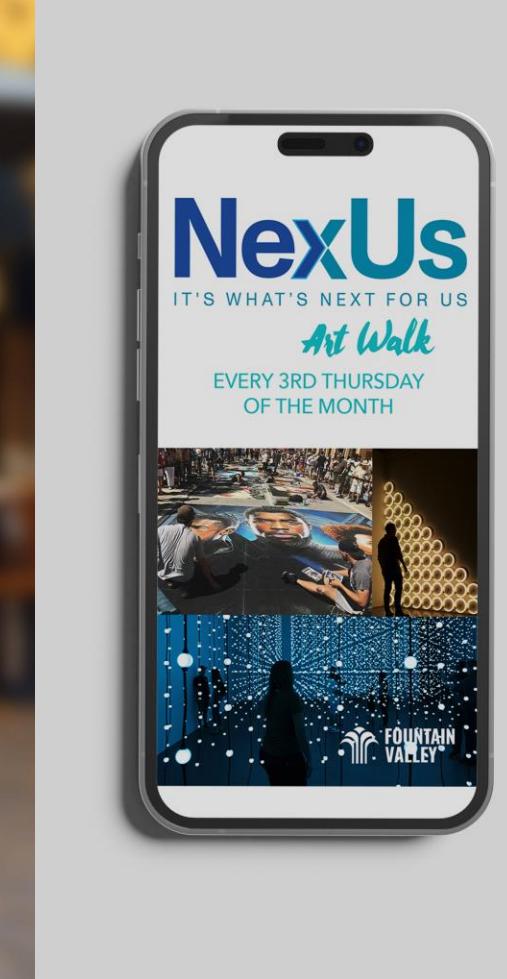
Tagline: It's What's Next For Us

"Nexus" as a placemaking destination signifies a central point of connection and convergence. It represents a place where different elements, ideas, and people come together to create a dynamic and lively community. The term "Nexus" denotes a focal point or hub, emphasizing the gathering of individuals, businesses, and activities. As a placemaking destination, Nexus aims to foster interaction, collaboration, and engagement among community members. It symbolizes the interconnectedness of various aspects, such as social, cultural, and economic dimensions, creating a vibrant and thriving environment.



NexUs

IT'S WHAT'S NEXT FOR US



Next



Art

Walk

EVERY 3RD
THURSDAY
OF THE MONTH

FV PROUD

Study Session

BRANDING

- **Implications of rebranding the Crossings**
 - Establish the brand by choosing a name and retooling the icon
 - Brand development
 - Placemaking
 - Signage/Wayfinding Signage
 - Entry Monumentation
- **Branding and Placemaking Time and Cost**
 - 6 Months to 1 Year
 - Considerations: City Staff Time
- **Activation and Activities**
 - Weekly Night Market
 - Quarterly Art Walks
 - Furniture Store Promotion





Thank you

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