

3.7 Gateways and Wayfinding

The purpose of Downtown gateways is to announce arrival to the Downtown Core while the neighborhood entries/gateways establish neighborhood boundaries. Potential locations of Downtown gateways are shown in Figure 3-4. The gateways, in conjunction with the wayfinding signage program, will assist visitors in finding parking and activity areas. Downtown gateways should invite entry and should be well-lit for nighttime visibility.

The Specific Plan also supports historic district gateways to highlight the entries into historic Murphy Avenue. Historic Murphy Avenue gateways are existing and located at the Murphy/Evelyn intersection and the Murphy/Washington intersection.

3.7.1 Downtown and Historic Murphy Avenue Gateways

Downtown gateways are recommended and should be considered at the following locations:

- ▶ Washington Avenue, east of Mathilda Avenue (highest priority location);
- ▶ McKinley Avenue, east of Mathilda Avenue;
- ▶ Washington Avenue, west of Sunnyvale Avenue;
- ▶ McKinley Avenue, west of Sunnyvale Avenue;
- ▶ Frances Street, south of Evelyn Avenue;
- ▶ Iowa Avenue, east of Mathilda Avenue; and
- ▶ Iowa Avenue, west of Sunnyvale Avenue.

Gateway intersections should receive enhanced design treatment, such as special crosswalk pavements, monuments, public art, and light poles.

The Historic Murphy Avenue Gateways are located at the intersections with Evelyn and Washington Avenues. The design of the gateway features is consistent with the adopted Design Guidelines for the Murphy Station Heritage District.

3.7.2 Downtown Wayfinding Signs

Wayfinding signage is an identification sign system to direct motorists, cyclists, and pedestrians from major arterials into the Downtown. It would also direct motorists and cyclists to parking areas once they are in the Downtown area. Smaller pedestrian-scale signage would direct visitors to major destinations, such as Murphy Station Heritage Landmark District, the Caltrain Station, Plaza del Sol, and Redwood Square.



Historic Murphy Avenue Gateway



Examples of Downtown Gateway Features and Intersection Design Treatment



Example of Wayfinding Directional Sign

3.7.3 Neighborhood Entries

Residential entries are marked with neighborhood markers that create subtle boundaries between the Downtown Core and the surrounding lower density residential areas. Their purpose is to limit unnecessary cut-through traffic and commercial parking. Residential entry points should convey a sense of limited, “for residents only” access. These markers should be more subdued to conform to a quiet residential neighborhood. Design features could include curb bulb-outs at intersection entrances and signage markers announcing neighborhood identity.

Possible locations for neighborhood entries are:

- ▶ Mathilda/Iowa on the west side of Mathilda;
- ▶ Mathilda/McKinley on the west side of Mathilda;
- ▶ Mathilda/Washington on the west side of Mathilda;
- ▶ Iowa/Taaffe on the south side of Iowa;
- ▶ Iowa/Frances on the south side of Iowa;
- ▶ Iowa/Murphy on the south side of Iowa;
- ▶ Sunnyvale/Iowa on the east side of Sunnyvale;
- ▶ McKinley/Carroll on the east side of Carroll; and
- ▶ Washington/Carroll on the east side of Carroll.

Neighborhood entries should have neighborhood input as to their location and design. These entries are dependent on local resident input, with their generalized locations depicted in Figure 3-5.



Neighborhood Entry Markers and
Landscape Treatments



FIGURE 3-5 NEIGHBORHOOD ENTRIES