



June 5, 2024

City of Sunnyvale Heritage Resource Inventory Update Study Issue # CDD-19-05

Prepared for
City of Sunnyvale
Heritage Preservation Commission

Prepared by
Architectural Resources Group

Agenda

- Introduction to Architectural Resources Group
- Project Background and Goals
- Previous Heritage Resource Designations and Evaluations
- Focusing the Study: Questions and Recommendations
- Relevant Firms and Properties
- Next Steps





Architectural
Resources Group

- Founded in 1980
- 50+ staff
- Planners, Architects, Conservators
- SF, LA, PDX
- 14 Planners
- Staff meets *Secretary of the Interior's Professional Qualifications Standards*

argcreate.com



*Intel Bowers Campus Historic Resource
Technical Report*



*1200 – 1300 Memorex Drive Historic Resource
Evaluation*

Planning Services

- Historic Resources Surveys and Context Statements
- Historic Resource Documentation (HABS/HAER/HALS)
- On-Call Preservation Planning Consulting Services
- Ordinance Development & Regulatory Review
- Federal, State, and Local Landmark Designations
- Design Guidelines
- Design Review & Secretary's *Standards* Compliance Assessments
- Historic Structure Reports & Cultural Landscape Reports
- Historic Resource Evaluations and Environmental Compliance under CEQA
- Section 106/NEPA Compliance
- Preservation Plans, Master Plans, and Specific Plans
- Tax Incentives (Tax Credit Certification, Mills Act Contracts)
- Community Workshops, Public Education and Outreach

Project Background

- Most properties listed in the Heritage Resource Inventory (HRI) are residences, with some commercial and industrial properties.
- Sunnyvale is often known as “The Heart of Silicon Valley” and has long contained advanced electronics and related industries.
- Since the 1990s, the City has had an interest in expanding the HRI with properties associated with technological innovation.
- The City Council authorized funds in 2019 to research and nominate properties for listing in the HRI.

Project Goals

- Recognize Sunnyvale's role in fostering technological innovations that have influenced life in the Bay Area, California, and beyond.
- Develop a better understanding of the historical events and patterns that have supported Sunnyvale's technological prominence.
- Identify properties associated with significant technological innovation and determine which of those properties still exist.
- Designate properties to the HRI that tell the story of Sunnyvale's contributions to technological innovation.

Heritage Resource Evaluation and Nomination Criteria

Properties can qualify for HRI designation if they:

- Exemplify special elements of the city's cultural, social, economic, political, aesthetic, engineering, architectural, or natural history;
- Are identified with persons or events significant in local, state, or national history;
- Are among the few remaining examples in the city, region, or nation possessing distinguishing characteristics of a historic type or specimen.

What properties associated with technological innovation have already been identified and recognized in Sunnyvale?



Joshua Hendy Iron Works



Sunnyvale Air Force Station/Onizuka Air Force Station



Lockheed Missiles and Space Company Plant One Complex

Questions and Recommendations



How should “technological innovation” be defined?

The term “technological innovation” could refer to achievements from any era or area of industry.

ARG Recommendation:

- The study will be most effective if its focus is on advanced electronics and associated fields, such as aeronautics.
- Properties associated with innovation from earlier periods have already been identified or are unlikely to remain extant.



Pong Prototype, Computer History Museum

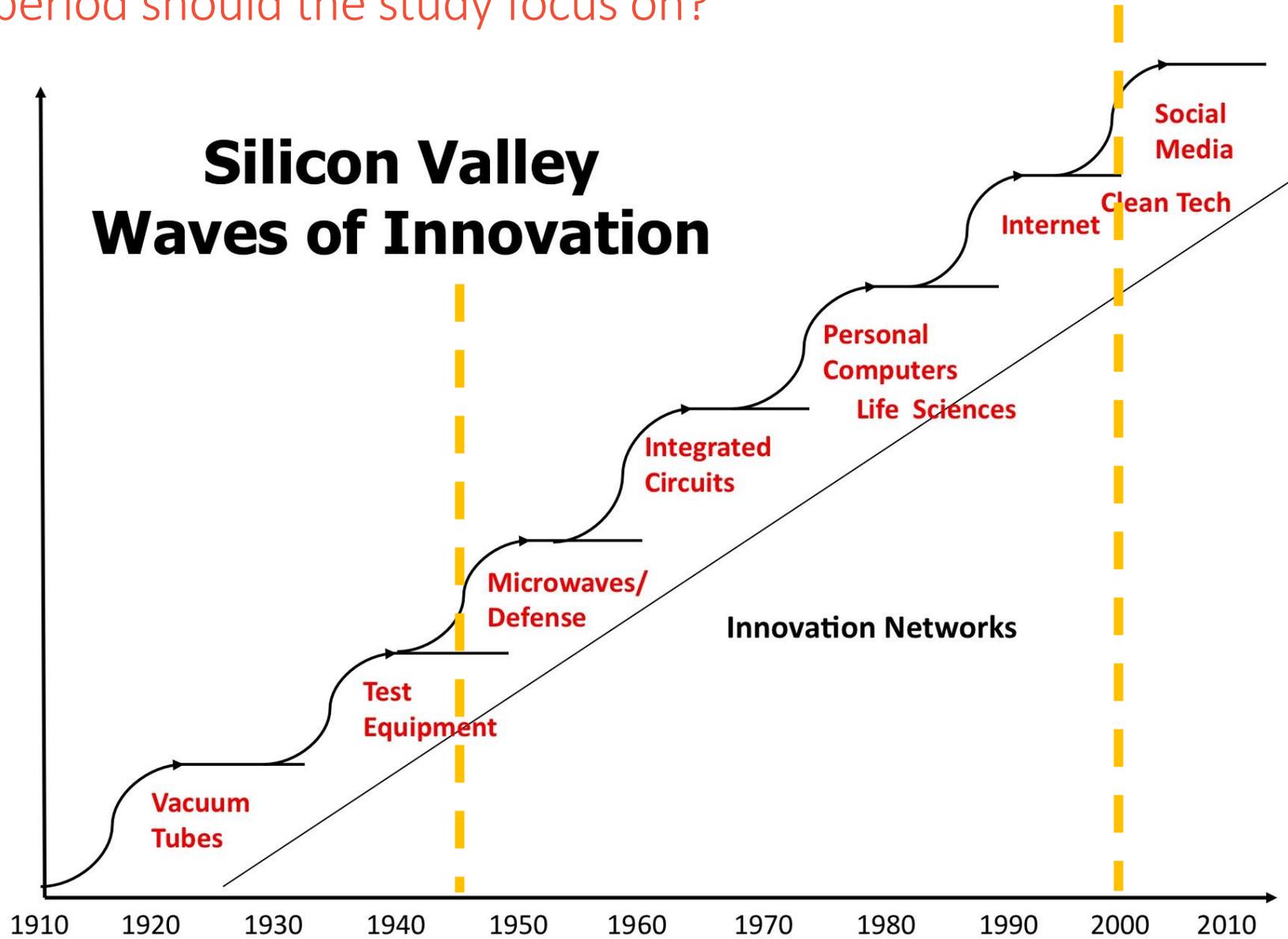
What time period should the study focus on?

Silicon Valley's advanced electronics industry has its origins in the early twentieth century, and it continues to the present day.

ARG Recommendations:

- If the study focuses on the high technology sector, it should focus on the post-World War II period, specifically from the mid-1950s until the 1990s.
- Ending the study with the first dot-com boom (up to c.2000) would provide shelf life while also recognizing the need for scholarly perspective.

What time period should the study focus on?



Source: Steve Blank

How should the study assess a property's association with significant events and individuals?

Sunnyvale's history has involved many active companies and individuals, a rapid pace of research, and different types/roles of facilities.

ARG Recommendations:

- Significant innovations are those that have had a direct influence on daily life outside of their industries.
- In many cases, a significant technological innovation would be the research or business activities that brought about an influential advancement or increased its use.
- A significant individual is most closely associated with property where they conducted the work that made them important. Private residences often do not qualify.
- The significance of a particular event or person should be supported by existing research sources and input from individuals with expertise.

Should the identification of potential resources allow for flexibility in physical integrity?

Sites of technological innovation are likely to have undergone some amount of physical change.

ARG Recommendations:

- Some flexibility is appropriate for properties associated with significant events and individuals, especially if few or no other comparable properties still exist.
- A property should still have physical elements that date to the time of a particular innovation and that convey its significance.

Should the identification of potential resources allow for flexibility in physical integrity?

Future changes to a designated property will trigger a review process that considers how the remaining character-defining features will be affected.



Former Andy Capp's Tavern, 157 W. El Camino Real



Former Building 1002 at Onizuka Air Force Station,
1070 Innovation Way

Should the identification of potential resources allow for flexibility in physical integrity?

If a property has been demolished, there are other opportunities to recognize the site's historical importance.

AMD
Headquarters,
901 Thompson
Place



Former Atari
Headquarters,
1265 Borregas
Avenue

What are the most significant companies and places in Sunnyvale associated with technological innovation?

Semiconductors and Electronics Technologies

- Advanced Micro Devices
- Amdahl Corporation
- Applied Materials
- Exar Corporation
- GammaLink, Inc.
- Hewlett-Packard Company
- Signetics/Philips
- TRW Microwave

Aerospace, Defense, and GPS

- Lockheed Missiles and Space Company
- Trimble Navigation Company
- United States Air Force
- United States Navy
- Westinghouse Marine Division

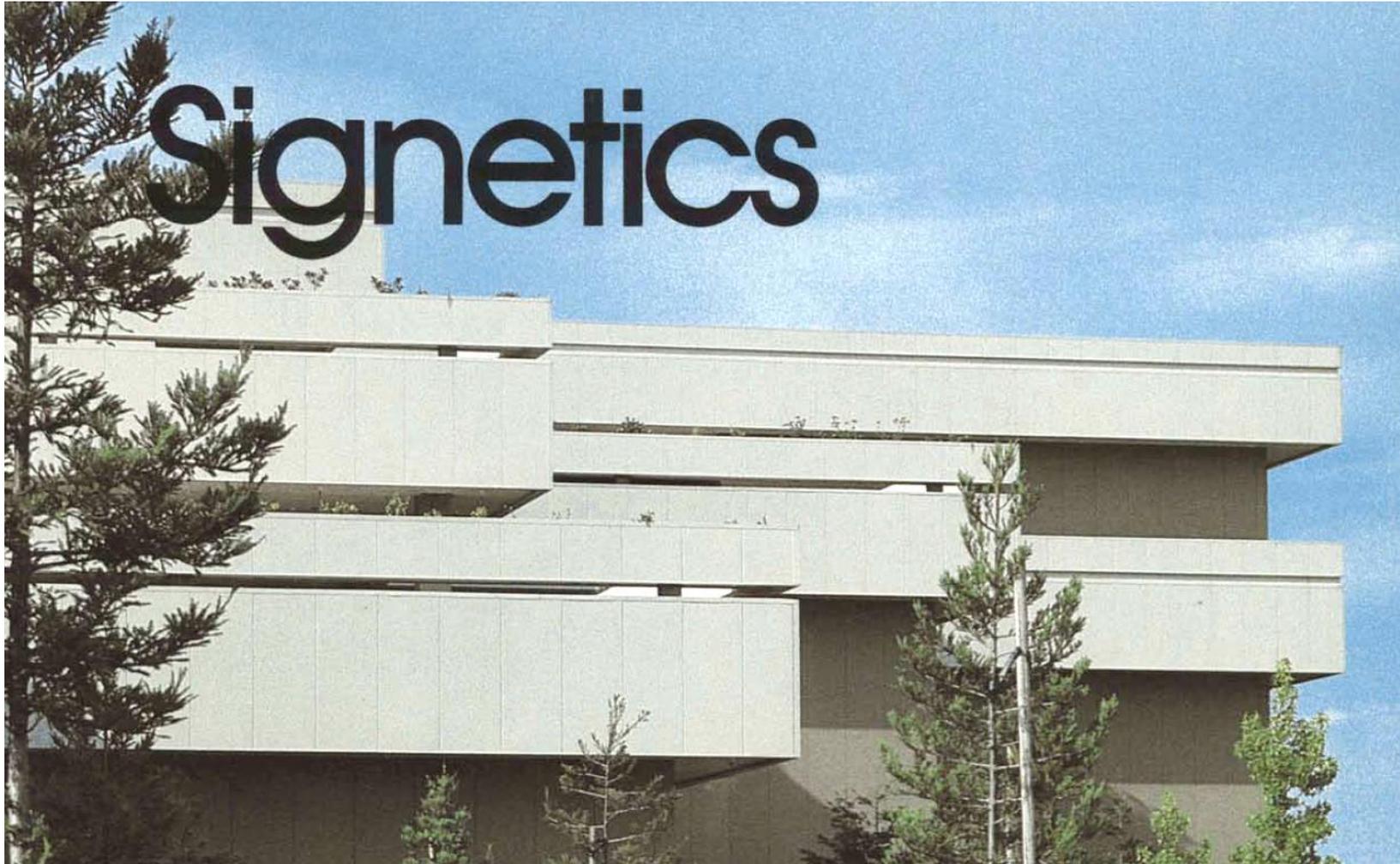
Video Games, Audio/Visual, and Computer Graphics

- Ampex Data Systems Corporation
- Atari
- Exidy, Inc.
- Parallax Graphics
- Ramtek Corporation
- Sente Technologies

Next Steps

- Virtual community meeting scheduled for June 20 at 6:30pm
- Project website
- Administrative Draft of the Heritage Resource Inventory Update Report
 - Historic context statement and significance themes
 - Associated property types
 - Evaluation criteria for significance and integrity
 - Preliminary list of associated properties
 - Reconnaissance survey of identified properties

Thank you!



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