



Sunnyvale

# Downtown Updated Gateway Design Vocabulary

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City Council

September 13, 2022

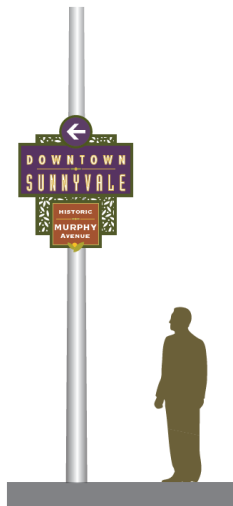
# Background

- **Downtown Specific Plan – Adopted 1993**
  - Considered Gateway Signs and other wayfinding elements
- **2005 Murphy Avenue Improvements were approved**
  - Included new Murphy Avenue Gateway Signs (built 2009)



# Background

- **2007 City Staff worked with a consultant on wayfinding signs**
  - City Council reviewed in 2007, no formal adoption
  - 2009 Recession began, project was put on hold



ELEVATION, Trail Blazer Directional



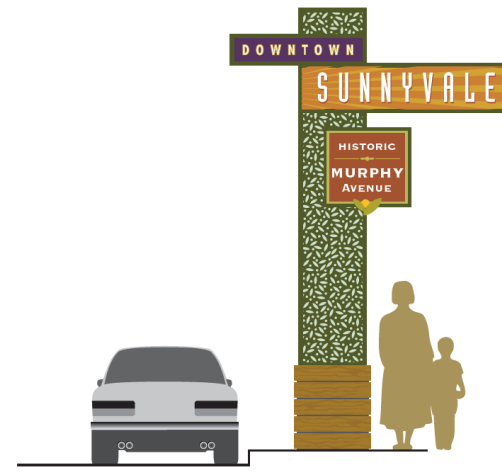
ELEVATION, Parking Identity, Freestanding



ELEVATION, District Identity, Freestanding



ELEVATION, Area Identity on City Light Standards



ELEVATION, Area Identity, Freestanding



END VIEW, Area Identity, Freestanding

## 2007 Wayfinding Vocabulary

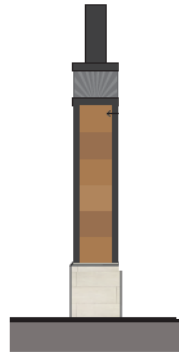


# Background

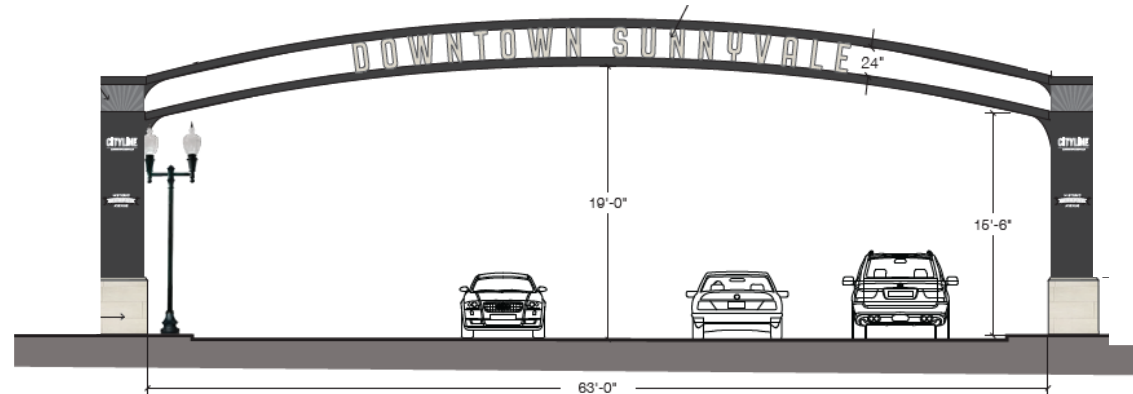
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- **Capitol Project 826800**
  - *Downtown Wayfinding and Gateways*
  - Funding for Fiscal Year 2024-25 and Fiscal Year 2025-26
    - Coordinated signs and gateway features in the downtown
- **STC Ventures LLC Submits Gateway Options April 2022**
  - Online survey conducted in April and May
  - Three options to select from

# Option 1 - S. Mathilda Ave. & W. Washington Ave.



Side View



Mathilda Elevation



Lighting Study

## Option 1 - S. Mathilda Ave. & W. McKinley Ave.



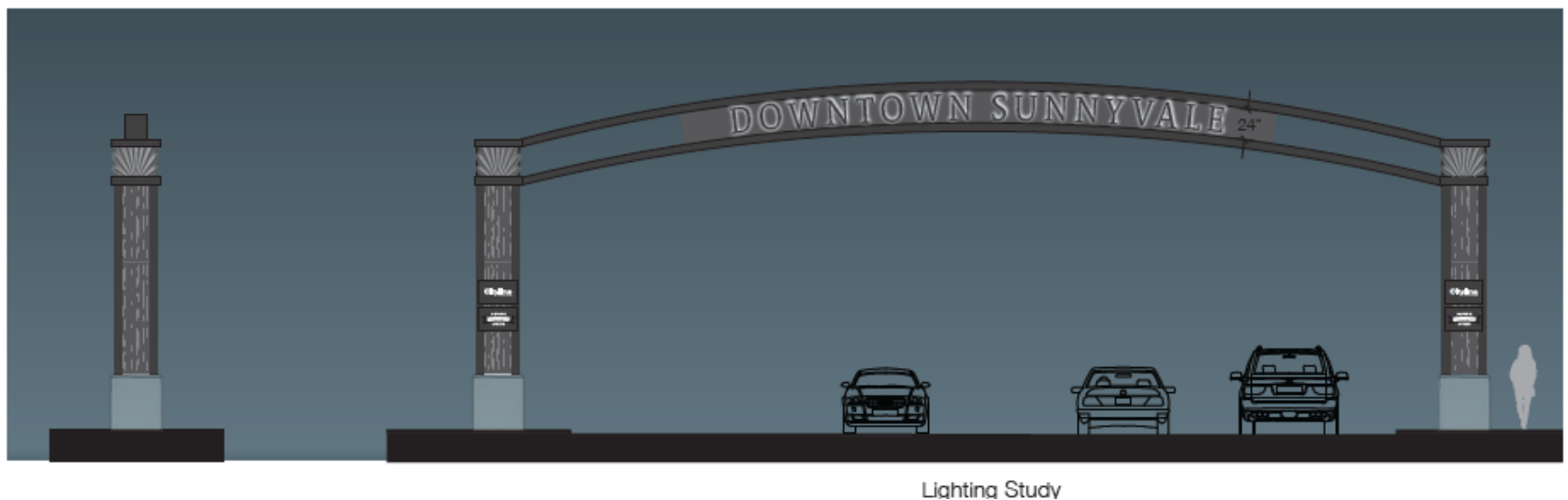
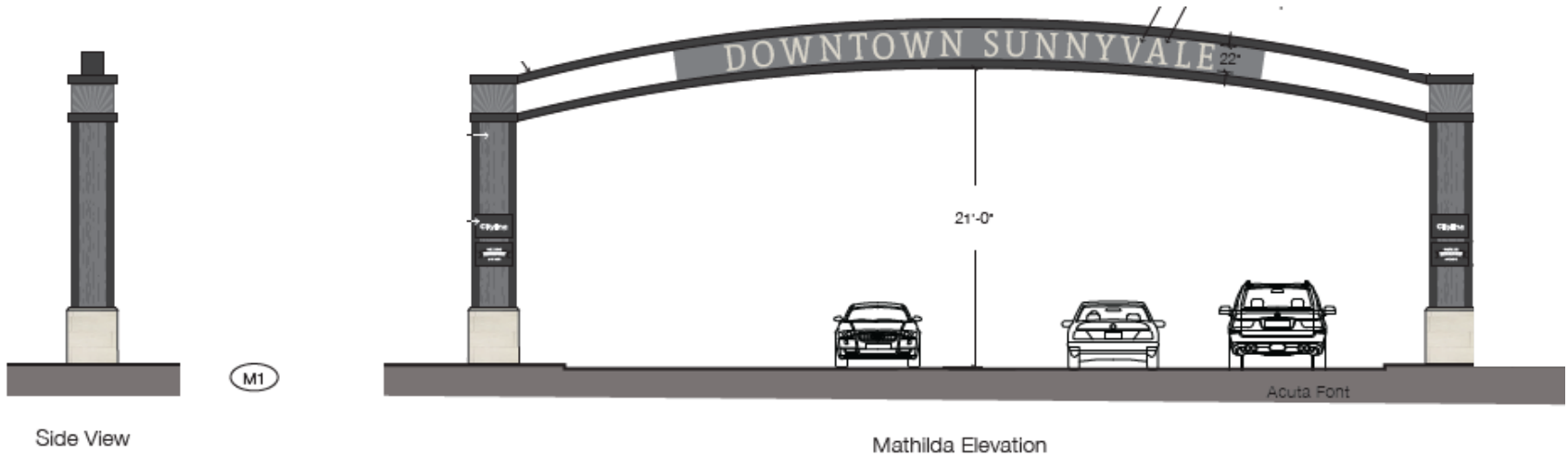
Note: No signage on East elevation.

Mathilda  
(West)



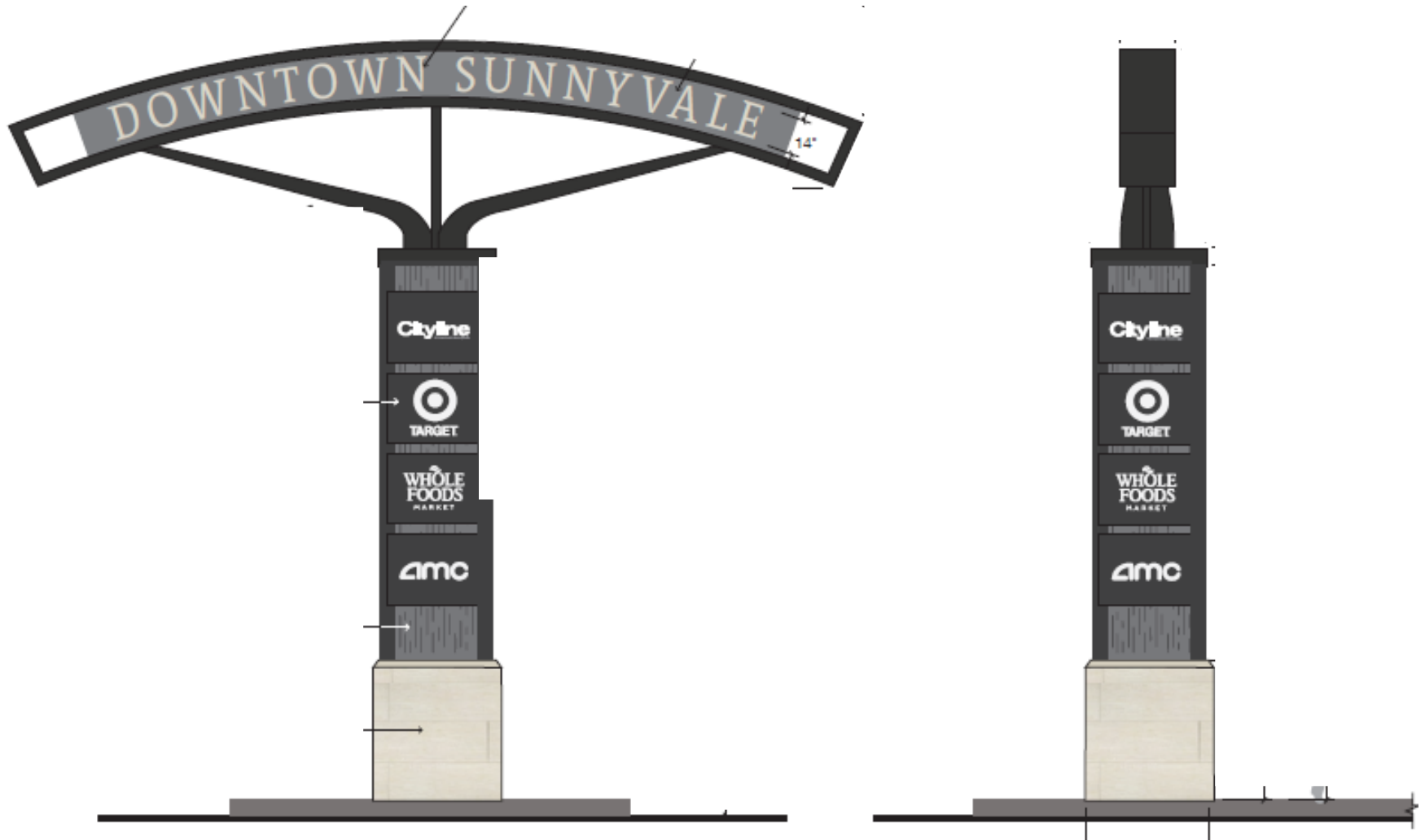
McKinley  
(North & South)

## Option 2 - S. Mathilda Ave. & W. Washington Ave.

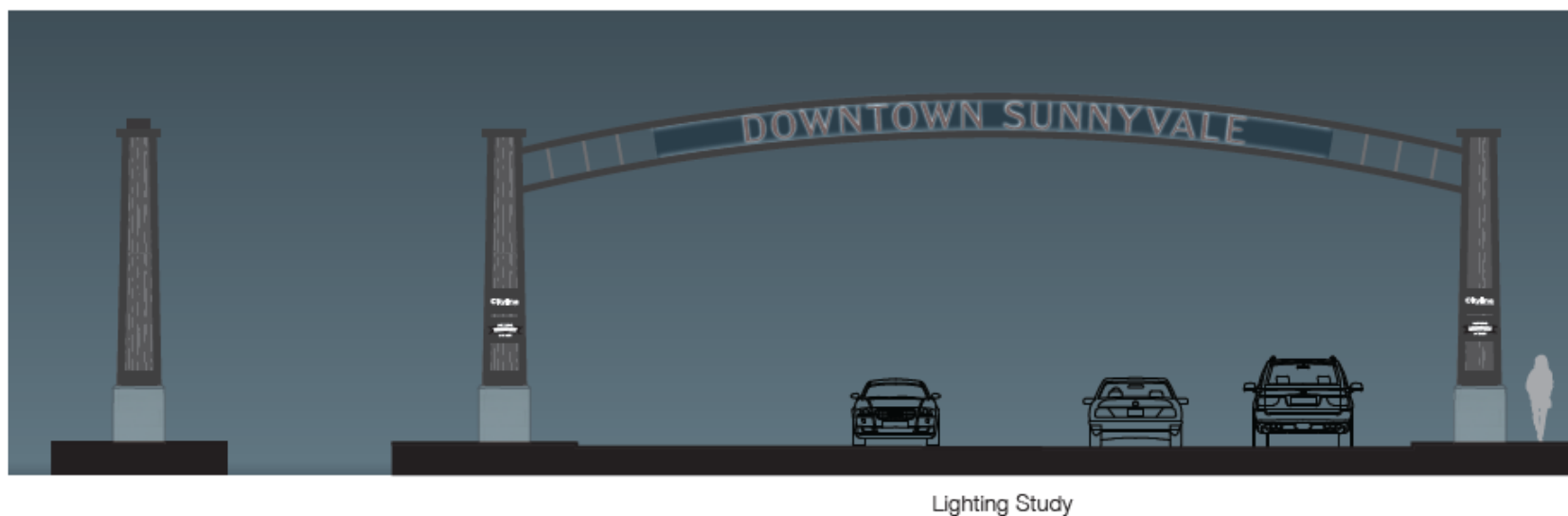
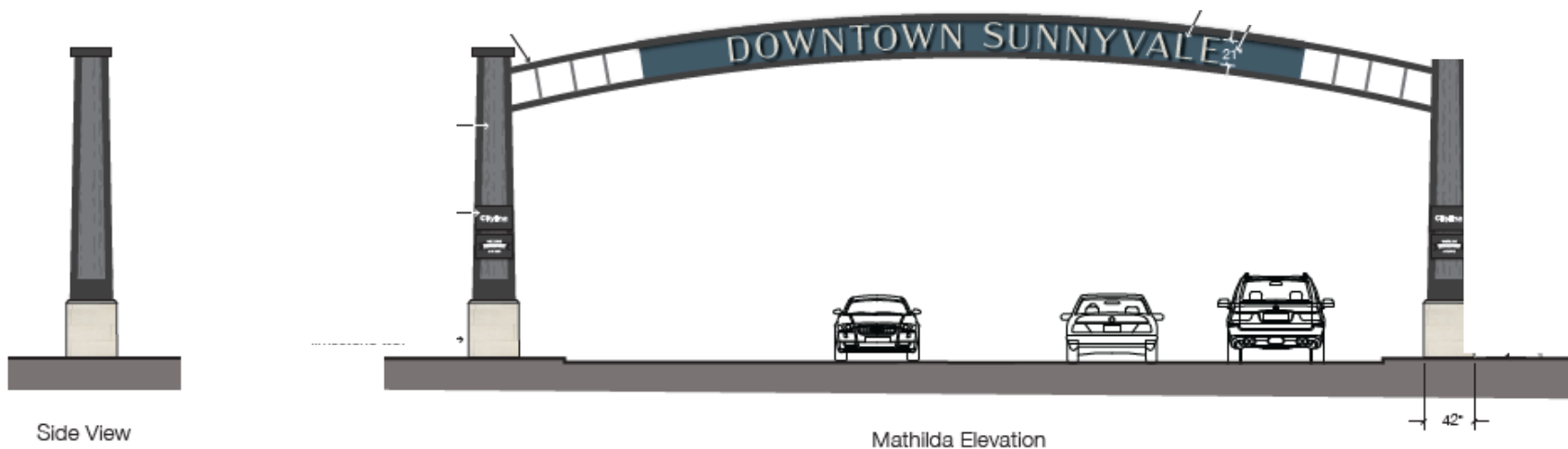




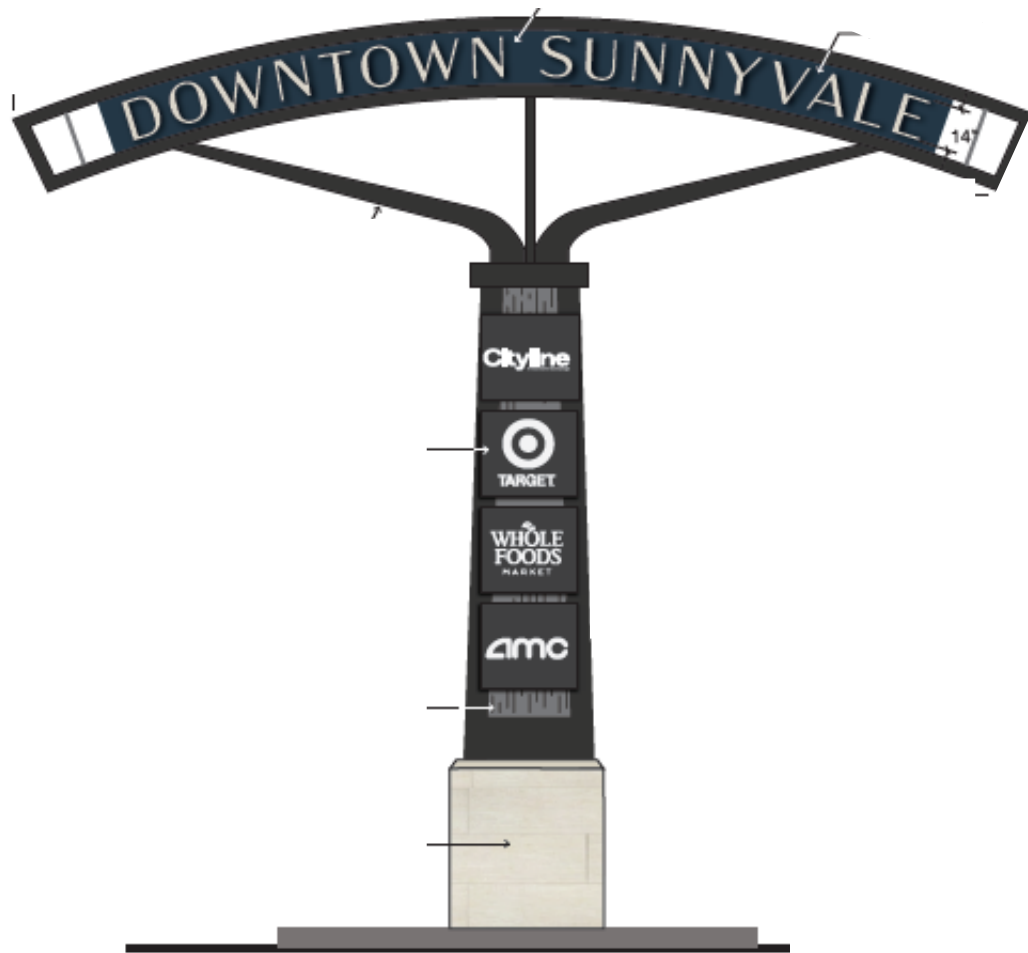
## Option 2 - S. Mathilda Ave. & W. McKinley Ave.



## Option 3 - S. Mathilda Ave. & W. Washington Ave.



## Option 3 - S. Mathilda Ave. & W. McKinley Ave.



Note: No signage on  
East elevation.

Mathilda  
(West)



McKinley  
(North & South)

# Survey Results

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- Option 3 was most preferred
  - ◆ Complementary with Murphy Avenue Gateways
  - ◆ Stone base
  - ◆ Sloped column element with lattice and back lighting
  - ◆ Complementary color palette
- Option 3 Design Vocabulary
  - ◆ Apply to Capital Project 826800
  - ◆ Wayfinding and Gateways
  - ◆ Creates consistent theme downtown

# Recommendation

## Alternatives

1. Design Vocabulary based on **Option 3** as a basis for future Downtown Gateway and Wayfinding sign designs.
2. Alternative 1 with modifications.
3. Design Vocabulary based on **Option 1 or 2** (with or without modifications) as a basis for future Downtown Gateway and Wayfinding sign designs.
4. Do not approve any of the presented options

## Staff Recommendation

**Alternative 1: Approve Option 3 Design Vocabulary, Apply to future Gateways and Wayfinding signs**