



# City of Sunnyvale

## Agenda Item

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**24-0289**

**Agenda Date: 2/15/2024**

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### **2024 COUNCIL STUDY ISSUE**

#### **NUMBER**

DPW 24-11

**TITLE** Sunnyvale Gateway Program

#### **BACKGROUND**

**Lead Department:** Department of Public Works

**Support Departments:** Office of the City Manager  
Office of the City Attorney  
Community Development Department

**Sponsor(s):** Councilmembers: Melton, Klein, Cisneros, Srinivasan, Din, Sell, Mehlinger

**History:** 1 year ago: N/A  
2 years ago: N/A

#### **SCOPE OF THE STUDY**

##### **What precipitated this study?**

This study was proposed by City Council to establish a City-wide program to enhance key gateways into the City of Sunnyvale.

##### **What are the key elements of the study?**

This study would review gateways into Sunnyvale and establish a citywide program, including design standards, to enhance each key City thoroughfare near City limits. The study would evaluate constructing improvements in these areas that welcome roadway users (ped, bike, auto) to the City of Sunnyvale in a way that provides a unique identity and sense of place for each location.

The overall design concept could be to provide towers, fountains, beacons, gateposts, pylons, or signs that become focal points of the City.

The following gateway locations have been identified for study:

- Fremont Avenue (Los Altos - Priority);
- Wolfe (Cupertino);
- Sunnyvale-Saratoga (Cupertino);
- El Camino Real (ECR) (Mtn View)\*;
- ECR (Santa Clara)\*;
- Kifer (Santa Clara);
- Tasman (Santa Clara);
- Moffett Park Drive (Mtn View); and
- U.S. 101 on and off ramps on Fair Oaks and Mathilda (Caltrans).

\*Note: The Adopted Budget has a project for establishing an ECR Gateway Program (836420 - El Camino Real Sense of Place Plan). This study would include a review of the existing projects for overlap. Also, a Gateway Program at ECR may require coordination and agreement with Caltrans.

The scope of the study would include procurement of a consultant to review of each of the listed City entry points to identify potential gateway sign/feature locations and characteristics. The study would prioritize the gateways and create a framework and design guidelines for developing each specific location. This would include a review of any adopted Area Plans or Specific Plans or other established standards at each location so selected gateway features would match the identity and character of the area. Two to three concept alternatives would be prepared for each gateway location and a moderate amount of community outreach will be included in the study. Design and construction cost estimates will be prepared for each option.

Limited surveying and utility locating will be included in the study to confirm that the locations identified are feasible. Detailed surveys needed for construction documents would be included in future design contracts.

Upon completion of the study, design and construction budgets would be established and a Capital Improvement Project created. A Design Consultant would then be selected to complete the designs and prepare bidding and construction documents. Any agreements or permits with other agencies such as Caltrans, as well as new electrical services with PG&E, would be obtained and a construction contractor would be selected through a bid process.

**Estimated years to complete study: 2.5 years**

### **FISCAL IMPACT**

#### **Cost to Conduct Study**

Level of staff effort required (opportunity cost):	Moderate
Funding Required for Non-Budgeted Costs:	\$ 200,000
Funding Source:	Will seek budget supplement - General Fund

The cost associated with the Study would be for consultant services to perform the work as described under the Key Elements of the Study. A moderate amount of community outreach is planned for the Study, including two to three meetings (one meeting to discuss gateways in the northern half of the City and one for gateways in the southern half) and one online survey. City staff would work with the consultant throughout the process in development of the Study and preparation of options. Some costs may be offset by existing projects 826800 - Downtown Wayfinding and Gateways and 836420 - El Camino Real Sense of Place Plan that are funded in the FY 2023/24 Adopted Budget.

#### **Cost to Implement Study Results**

Unknown. Study would include assessment of potential costs, including capital and operating, as well as the potential for establishing or using existing fees (e.g., Sense of Place) for plan areas, or other revenue/savings opportunities. Some of the concepts proposed, such as fountains or beacons, would require higher ongoing operating and maintenance costs than other alternatives such as signs or gateposts.

**EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION**

Council-Approved Work Plan: No

Council Study Session: No

Reviewed by Boards/Commissions: N/A

**STAFF RECOMMENDATION**

Support. This policy issue merits discussion at the 2024 Study Issues Workshop.

Currently there are two parallel City projects related to gateways - on El Camino Real and for the Downtown area. City staff has reviewed plans for monument signage also in the Lawrence Station Area plan area. In addition, existing signage, or in some cases, small monuments indicating City limits are present along major thoroughfares. This study would provide a comprehensive review of the listed City entry points for existing, proposed and absent gateway features and would result in a program for Citywide implementation complete with installation guidelines.

Prepared by: Nate Scribner, Assistant City Engineer

Reviewed by: Chip Taylor, Director, Department of Public Works

Reviewed by: Sarah Johnson-Rios, Assistant City Manager

Approved by: Kent Steffens, City Manager