

Everyday placemaking with unique
signage and lighting of the context and
for the future Downtown West.

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Lighting and Signage

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Overview

8.1 Lighting and Signage Goals

The lighting and signage approach for the Project develops and reinforces cohesive connections to Downtown San José and the surrounding neighborhoods. Lighting and signage enhance the experience of the public realm by enabling safe, easy, and attractive navigation around the streets, open spaces, infrastructure, and buildings of Downtown West.

Goals for lighting and signage include:

- Reinforce the connectivity and cohesiveness across Downtown West;
- Ensure safety, accessibility, legibility, and comfort at all times;
- Enhance and support the diverse sequence of experiences in the public realm;
- Reflect and embrace the character of the surrounding context and neighborhoods;
- Allow for expression of individual identity of building and public realm, tenants and programs that are well integrated.



OPEN SPACE LIGHTING



STREET LIGHTING



BUILDING SIGNAGE



OPEN SPACE WAYFINDING

FIGURE 8.1: Illustrative examples of lighting and signage in the public realm

8.2 Planning Context

In addition to the standards and guidelines of this DWDSG, the function and design of lighting and signage are informed by the following City regulatory documents: San José Municipal Code, the Diridon Station Area Plan, Downtown Design Guidelines and Standards, and the Riparian Corridor Policy Study.

With respect to terms and definitions used herein, unless a different definition is provided, the definitions of the San José Municipal Code apply. Where DWDSG is silent, the San José Municipal Code requirements control.

Project lighting and signage should meet the criteria of LEED ND, Riparian Corridor Policy Study, Riparian Corridor Protection and Bird-safe Design Policy 6-34, Valley Water User Manual: Guidelines and Standards for Land Uses Near Streams, San José Trail Network Toolkit, and Downtown Streetlight Guide.

For further guidance, reference may be made to the lighting and/or signage provisions of the applicable planning and policy documents identified herein:

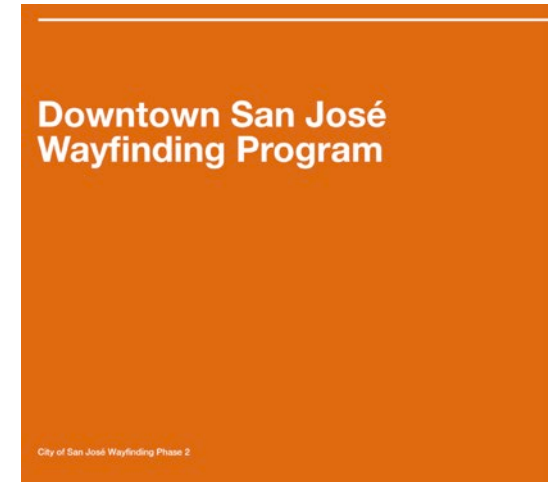
Regulatory Planning Context

- **San José Municipal Code.** Lighting and signage requirements are listed respectively in Title 20 and Title 23 of the San José Municipal Code. Under Title 20, all lighting or illumination must conform to any lighting policy adopted by the City Council. Title 23 on signage controls limits to signage type, placement, illumination, maximum allowable area, and frequency by applicable zones.
- **Diridon Station Area Plan.** The DSAP includes lighting and signage guidelines that emphasize setting a pedestrian-scaled wayfinding system and creating a sense of dynamism at night through use of lighting, including:
 - Primary public plazas;
 - Public open spaces;
 - Built forms;
 - Streetscapes.
- **Downtown Design Guidelines and Standards.** The Downtown Design Guidelines and Standards (DDG) includes references to safety, comfort, accessibility and enhancement on transit, pedestrian and bicycle gateways. Standards and guidelines for lighting and signage have been organized within the following sections:
 - Pedestrian level;
 - Podium level;
 - Skyline level;
 - Privately-owned public open space (POPOS) design;
 - Public art in private development.
- **Riparian Corridor Policy Study.** Approved by City Council in 1994 and revised in 1999, the Riparian Corridor Policy Study establishes policy guidelines to preserve riparian corridors and outline the way corridors should be treated in order to maintain consistency with the General Plans. Recommendations include:
 - Shielding lighting to avoid glare;
 - Proposing a larger setback for lighting within public recreation facilities;
 - Including informational and interpretive signage.
- **Riparian Corridor Protection and Bird-Safe Design Policy 6-34.** Approved by City Council in 2016, this document establishes policy guidelines for riparian protection and bird-safe design and include guidance for building materials and lighting. Recommendations include:
 - Reduction of light and glare impacts to riparian corridor;
 - Limits on lighting directed into riparian corridor;
 - Minimizing up-lighting and spotlights;
 - Limiting use of non-emergency lighting during migratory season.

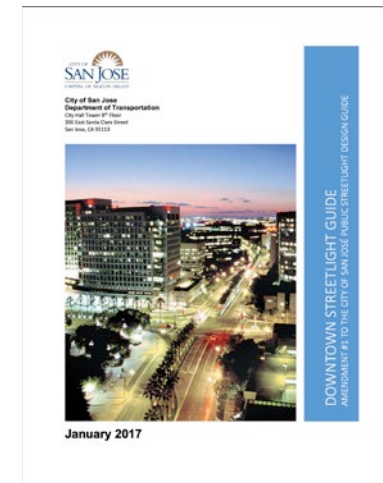
Other Planning Guidance

The following non-regulatory City documents provide additional guidance with respect to the function and design of lighting and signage in Downtown West:

- **San José Trail Network Toolkit.** The San José Trail Network Toolkit includes guidelines for safety, wayfinding and visual guidance. Guidelines have been positioned within the following categories:
 - Informational signs;
 - Guidance signs;
 - Regulatory Signs;
 - Warning signs;
 - Signage clutter;
 - Lighting;
 - Trail design details.
- **MTC Regional and Downtown San José Wayfinding Program.** The MTC Regional Mapping and Wayfinding Program, currently under planning, will be designed to improve the transit experience of residents and visitors by developing a cohesive regional transit information system. The Downtown Wayfinding Program is set to be released in 2021.
- **Downtown Streetlight Guide.** The Downtown Streetlight Guide was released in January 2017 and references light pollution, streetlighting, and controlling light comfort. Guidelines are relative to the following topics:
 - Lighting design principles;
 - Light levels;
 - Lighting calculations;
 - Lighting fixture schedule requirements;
 - Lighting fixture type requirements.



DOWNTOWN WAYFINDING PROGRAM



DOWNTOWN STREETLIGHT GUIDE

FIGURE 8.2: Relevant planning document covers

Lighting

8.3 Context-Driven Lighting

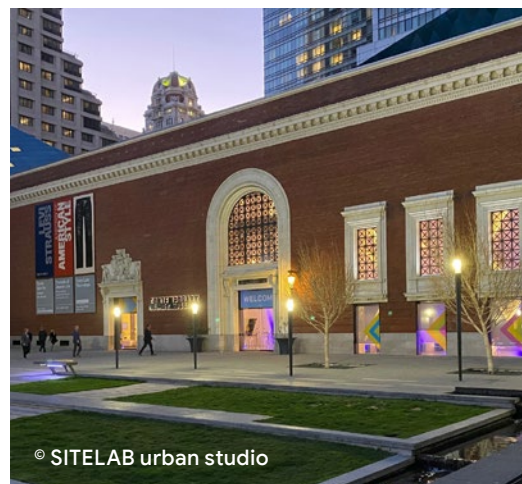
Lighting enriches the experience and sets the ambiance of place. This section focuses on context-sensitive approaches that celebrate the surroundings and history of Downtown San José. Site-specific considerations for lighting design include the components below, some of which are demonstrated in Figure 8.4.



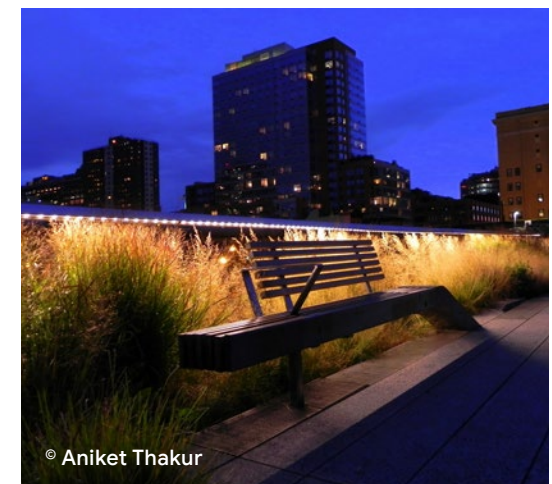
OPEN SPACE



MID-BLOCK PASSAGE



HISTORIC BUILDINGS



ECOLOGICAL ENHANCEMENT ZONES

FIGURE 8.3: Illustrative examples of context-driven lighting

Standards

- S8.3.1 Lighting in riparian setbacks.** Lighting within 50-foot setback at Los Gatos Creek and 30-foot setback at the Guadalupe River as defined in Section 4.7 shall meet lighting requirements of Riparian Corridor Policy Study and Riparian Corridor Protection and Bird-safe Design Policy 6-34.

Guidelines

- G8.3.1 Lighting on historic resources.** Lighting fixtures adjacent to historic resources such as historic buildings or artifacts is encouraged to be timeless in character to complement the building design features without creating a false sense of historicism.
- G8.3.2 Open space lighting system.** The primary lighting system in open space should be consistent, yet adaptable and flexible to support a variety of programmatic activity.
- G8.3.3 Open space lighting fixture.** Lighting fixtures are encouraged to be as subtle as possible and their colors chosen, to blend into the context and complement the open space design.
- G8.3.4 Open space lighting design.** The design of the lighting should be flexible to accommodate different heights, finishes, and directionalities of light to respond to open space design elements.
- G8.3.5 Open space lighting palette.** The lighting palette for open spaces is encouraged to incorporate accent, landmark, and custom lighting to highlight and celebrate specific features and to reinforce active ground floor, street life, and open space activities.
- G8.3.6 Lighting in ecological enhancement zones.** Lighting within ecological enhancement zones as defined in Section 4.7 is encouraged to minimize the disturbance to natural habitat, designed and sited to avoid light and glare, and be consistent with public safety considerations. Lighting is encouraged to be as low to the ground as possible and directed away from the creek and the riparian corridor. Light color spectrum in ecological enhancement zones may be yellow or green and should avoid red or bright white.
- G8.3.7 Public street lighting.** Unless otherwise noted, the lighting system for major public streets should follow San José Streetlight Design Guidelines to seamlessly connect Downtown West to the rest of the city fabric. Tone and lighting quality should be given special considerations to provide safe and inviting street environments.
- G8.3.8 Private street lighting.** Lighting in private streets is encouraged to be proportional in scale to ground-floor activities and well-lit to ensure security during nighttime.

- G8.3.9 Mid-block passages.** Lighting in mid-block passages is encouraged to be proportional in scale to ground-floor activities and create safe and inviting environments.

Contextual Considerations

Public art. Art is encouraged to be intentionally integrated in lighting to highlight the setting and celebrate the rich culture of San José. See Section 4.6.



FIGURE 8.4: Illustrative lighting zones within Downtown West

- 50-foot riparian setback along Los Gatos Creek
- 50- to 100- ecological enhancement zone along Los Gatos Creek
- 30-foot riparian setback along Guadalupe River

- Historic resources to remain
- Open space
- Private streets
- Mid-block passages

8.4 Project-Wide Lighting

Project lighting intent prioritizes safety and security with additional consideration for performance, comfort, atmosphere, character, energy reduction and light pollution reduction. Generally, lighting across the Project is scaled to the pedestrian level and to experiences in the public realm. A clear hierarchy of lighting types and levels helps integrate lighting seamlessly within streets, open spaces and buildings.

Standards

- S8.4.1 Lighting levels.** Lighting shall be provided in accordance with the Illumination Engineering Society of North America (IESNA) lighting guidelines and LEED ND Light Pollution Reduction Credit requirement. The Project shall be required to divide into model lighting ordinance lighting zones LZ0 to LZ4 based on the site-specific characteristics and using the definitions of lighting zones provided in IESNA and International Dark Sky Association Model Lighting Ordinance User Guide.
- S8.4.2 Lighting pollution, lighting trespass, and glare.** Lighting shall minimize glare, light trespass, and light pollution in areas adjacent to residential buildings along Los Gatos Creek and the Guadalupe River. Backlight, uplight and glare ratings of exterior fixtures shall meet the criteria established in the current California Green Building Code and in accordance with Riparian Corridor Policy Study.

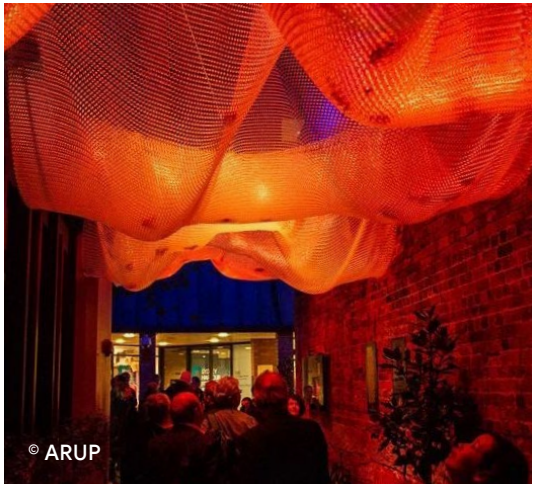
- S8.4.3 Uplighting.** Use of fixtures that produce upward lighting shall be limited to temporary event lighting. Uplighting for temporary events within 300-feet of the riparian corridor shall not be permitted.
- S8.4.4 Lighting placement.** Lighting shall not impede pedestrian and/or cyclist mobility through the site.
- S8.4.5 Concealed electrical elements.** Exposed electrical elements such as wires, conduits, junction boxes, transformers, ballasts, switches, and panels shall have vandal-proof enclosure and concealed conduits shall be used.
- Embed power sources and conduits into pathways to support temporary lighting fixtures, internet, audio/visual, and other installations.

Guidelines

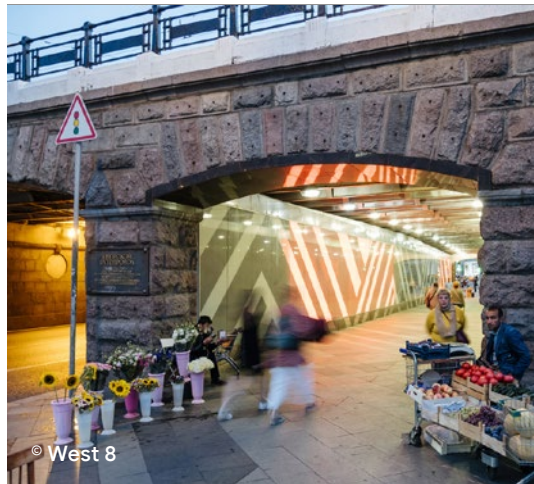
- G8.4.1 Lighting size, and placement.** The size, height, placement, and frequency of light fixtures is encouraged to relate to and prioritize pedestrians and cyclists on streets and passageways.
- G8.4.2 Lighting character.** Elaborate, overly ornamental forms, themes, or details that do not relate to context should be avoided. Lighting fixture type and level that set the tone for the character of the public realm may establish identities that are contextually related to the location and proposed uses as described in Section 8.3.
- G8.4.3 Lighting fixture scale.** The Project is encouraged to provide a collection of fixtures at varying scales that support programmatic needs.
- G8.4.4 Lighting distribution.** The Project's approach to lighting is encouraged to balance providing ample lighting where retail or nighttime uses are located, with lowered light levels near residential uses.



HUMAN-SCALE



PLAYFUL ELEMENTS OF SURPRISE



INTEGRATED WITH ART



DOMINANT BUILDING LIGHTING




NON-CONTEXTUAL LIGHTING



EXCESSIVE LIGHTING

FIGURE 8.5: Illustrative examples of compliant and non-compliant project-wide lighting applications

NOTE:  Denotes a non-compliant condition

8.5 Open Space Lighting

Standards

- S8.5.1 Prohibited lighting.** Flood lights shall be prohibited in open space. Uplighting and accent lighting for vegetation shall be prohibited in riparian setback and ecological enhancement zones
- S8.5.2 Los Gatos Creek Trail lighting.** All lighting located within riparian setback and ecological enhancement zones, shall follow the Riparian Corridor Policy Study standards and be directed downward and away from the water channel and riparian vegetation. Lighting shall be directed onto the trail for security, in accordance with the Riparian Corridor Policy Study and the Trail Network Toolkit. Design and construction related to trail lighting shall be consistent with the Santa Clara County Parks and Recreation Department's Interjurisdictional Trail Guidelines.

Guidelines

- G8.5.1 Accent lighting.** Accent lighting at focal points, viewpoints, art installations, and viewing pavilions outside riparian setback and ecological enhancement zones is encouraged to celebrate specific features. Accent lighting may incorporate opportunities for public art, technology, and collaborative interventions such as light sculptures, light etching, illuminated art signage, and projection or film.
- G8.5.2 Atmospheric lighting.** Where feasible, atmospheric lighting for trees, paths, passageways, gathering areas, and open spaces is encouraged. Atmospheric lighting should provide indirect illumination.
- G8.5.3 Lighting in open space near residential areas.** Lighting in open space adjacent to residential areas should be focused on safety for pedestrians and bicyclists on pathways, and on access to building entries. It should also avoid over-illuminating open spaces to limit impacts on wildlife.



© West 8

DOWNWARD LIGHTING ON PATHWAYS

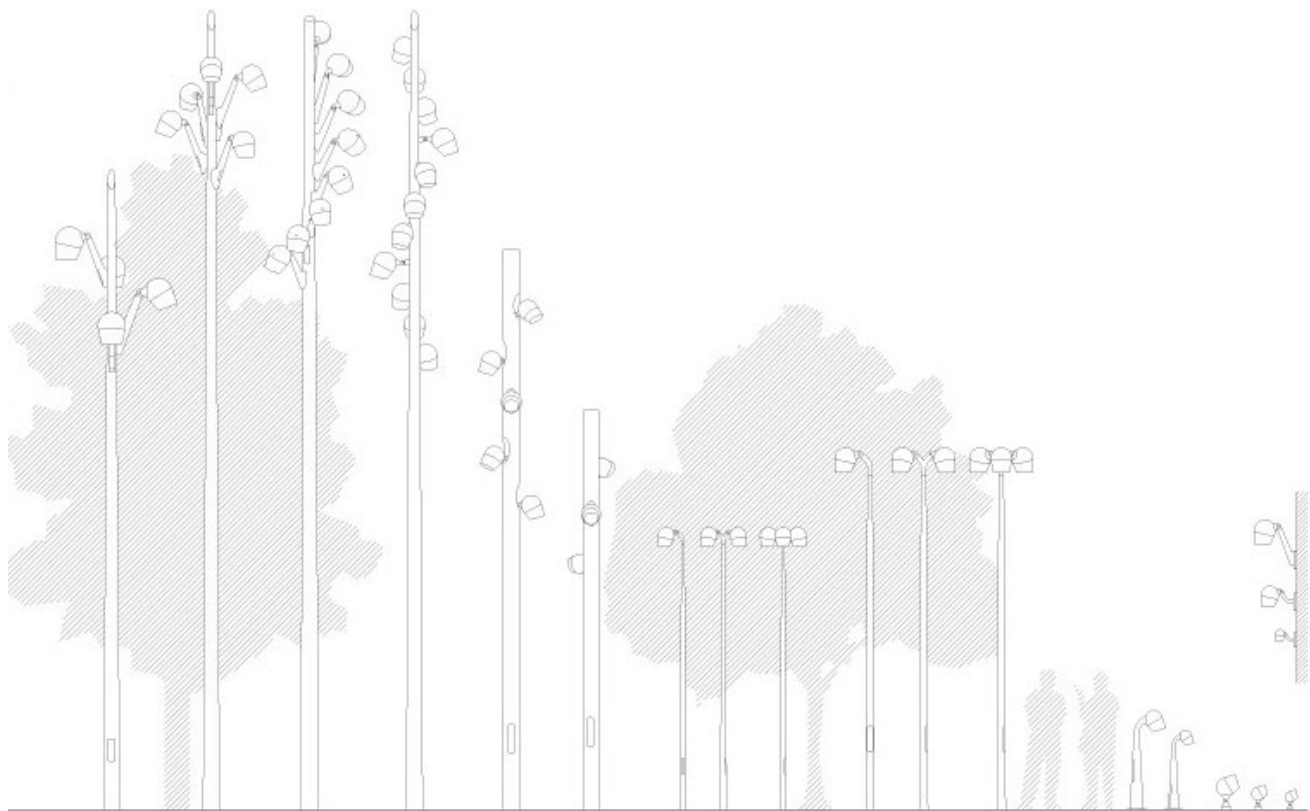


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PROHIBITED LIGHTS

FIGURE 8.6: Illustrative examples of compliant and non-compliant trail lighting and ecological enhancement lighting

EXAMPLE FIXTURE



EXAMPLE
FIXTURE COLORS
THAT BLEND INTO
THE LANDSCAPE



EXAMPLE
FIXTURES AND
APPLICATIONS

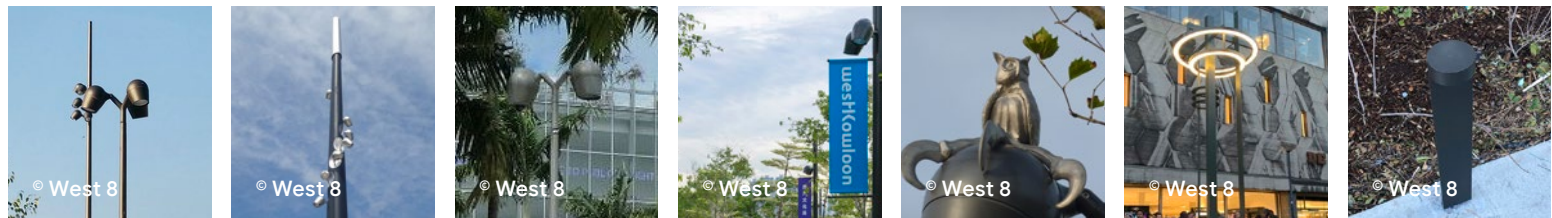


FIGURE 8.7: Illustrative examples of recommended lighting fixtures, color palette, and applications

8.6 Building Lighting

Using lighting in innovative and engaging ways in building designs is encouraged, with the goal of making Downtown West more attractive and secure, both during the day and at night. The following standards and guidelines apply to all new developments and existing buildings.

Standards

- S8.6.1 Building lighting standards.** Residential and office building lighting shall conform with applicable California Green Building Standards Code (Title 24) for energy efficiency and advanced controls.
- S8.6.2 Prohibited lighting.** Building lighting that blinks regularly and repeats flashes shall not be permitted, with the exception of FAA-regulated building lighting at rooftops.
- S8.6.3 Building lighting along the riparian corridor.** In accordance with Riparian Corridor Protection and Bird-safe Design Policy 6-34, new development shall use materials and lighting that are designed and constructed to reduce light and glare impacts to riparian corridors. See Section 5.15 for building bird-safe design and management.

- S8.6.4 Pedestrian and podium level lighting.** In accordance with DDG, all exterior lighting fixtures at pedestrian and podium level shall be oriented downward and “yield low light pollution and glare”. “Image-defining frontages within 300-feet of the centerline of the Guadalupe River and Los Gatos Creek facing the river or creek shall be prohibited from highlighting distinctive architectural features within the building at the podium and pedestrian level” (DDG Section 4.4.9.a).
- S8.6.5 Skyline level lighting.** Skyline level building lighting shall be bird-safe to reduce or “shield lighting visible to birds during migration season” (DDG Section 4.4.9.b).

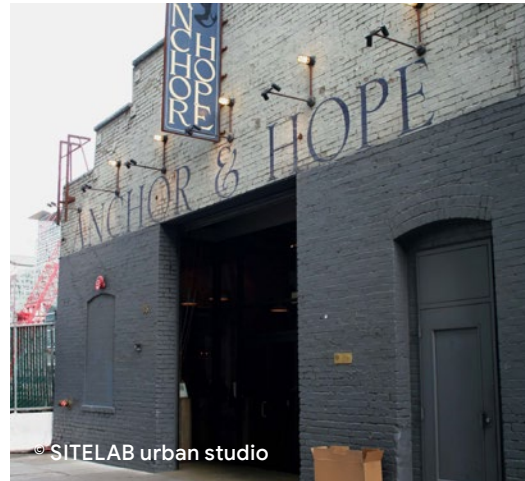
Guidelines

- G8.6.1 Accent lighting.** Accent lighting at focal points, art installations, building facades, and historic resources is encouraged. Accent lighting should incorporate opportunities for art and technology.
- G8.6.2 Building interior lighting.** Interior light should be angled to intersect opaque building interior surfaces and not exit out through the window. All interior luminaires may be blocked from being emitted through windows at night by drawing blinds, curtains, etc., over windows in lit spaces.

- G8.6.3 Glare reduction.** Lighting should not to illuminate or produce glare on adjacent properties.
- Adopt alternatives to bright, all-night, floor-wide lighting when interior lights would be visible from the exterior or exterior lights must be left on at night, including: Installing motion-sensitive lighting; Installing task lighting; Installing programmable timers.
- G8.6.4 Lighting for historic resources.** Lighting fixtures are encouraged to appear secondary to the architectural features of historic resources.



LIGHTING AFFIXED TO FACADE



LIGHTING ON HISTORIC RESOURCES



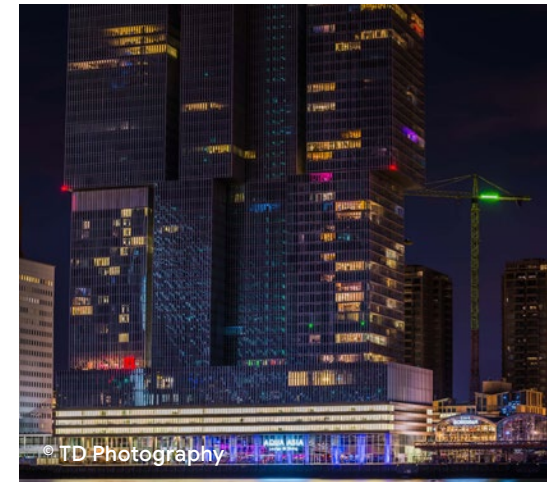
PEDESTRIAN LEVEL LIGHTING



BUILDING ENTRANCE LIGHTING



ACCENT LIGHTING



SKYLINE BUILDING LIGHTING

FIGURE 8.8: Illustrative examples of building lighting

8.7 Street Lighting

Street lighting maintains continuously lit corridors that ensure pedestrian safety and attractive experience. Generally, street lighting reflects the contextual character and type of use at its particular location, including roadway fixtures, pedestrian fixtures, and lighted bollards.

Standards

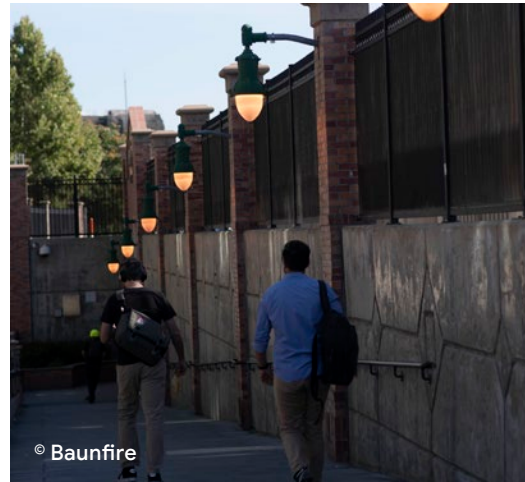
- S8.7.1 Street light typology.** On public streets, streetlight typology shall be in accordance with the Downtown San José Streetlight Guide to maintain continuity beyond the limits of Downtown West. Santa Clara Street is identified as an urban mixed street with combination of historic and contemporary fixtures throughout Downtown San José. An exception of Street Light Typology to include non-historic lighting shall be permitted on West Santa Clara Street between Los Gatos Creek and the Guadalupe River to maintain cohesion the Project.
- S8.7.2 Street lighting location.** All streetlight poles shall be located in the sidewalk furnishing zone. See Section 6.4 to coordinate street lighting location with other street elements such as planting, furnishing, bike buffer zones, and utilities.
- S8.7.3 Electrical conduits.** Sidewalks shall have trenches for electrical conduits.

Guidelines

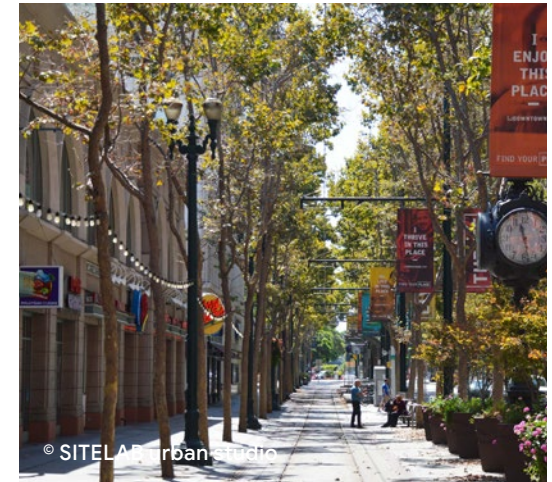
- G8.7.1 Street lighting trespass.** Lighting should be designed to illuminate the roadways and sidewalks while minimizing light trespass and sky-glow.
- G8.7.2 Mid-block passages.** Mid-block passages are encouraged to incorporate lighting as an art element to provide a safe, well-lit, and welcoming experience to encourage walking through.
- G8.7.3 Experiential lighting.** Street lighting plays a role in enhancing the experience of pedestrians and highlighting streetscape features. Design of experiential lighting is encouraged to add richness in the public realm.



STREET LIGHTING



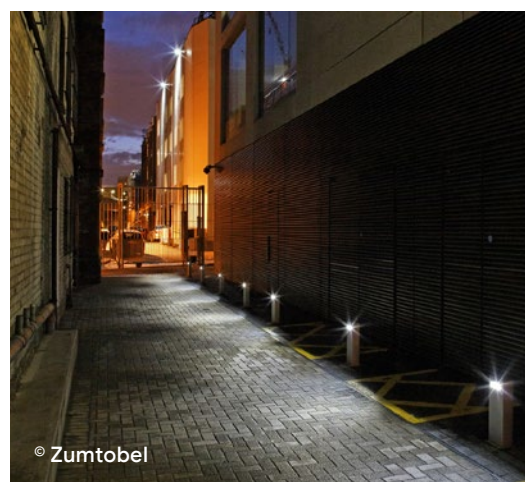
STREET LIGHTING



INTEGRATED LIGHTING



CONTEMPORARY LIGHTING



PEDESTRIAN LEVEL LIGHTING



EXPERIENTIAL LIGHTING

FIGURE 8.9: Illustrative examples of street lighting

Signage

8.8 Project-Wide Signage

Signage is an essential tool to ensure an engaging and legible experience in Downtown West. Signage throughout the Project is designed to reflect the creative character of the neighborhood and express the individual identities of the spaces and features within it.

Standards

- S8.8.1 Signage planning context.** All signage within Downtown West shall adhere to San José Municipal Code Title 23 unless otherwise specified. Downtown West shall comply with the provisions of Title 23, Part 2 “Downtown Sign Zone” of San José Municipal Code. The provisions include limitations to signage type, placement, illumination, maximum allowable area, and frequency.
- S8.8.2 Prohibited signage.** In addition to San José Municipal Code Title 23, wind signs, and revolving signs shall not be permitted in Downtown West.
- Wind signs are any sign composed of two or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze.
 - Revolving signs are any sign composed of multiple sides, mounted serially and fastened in such a manner as to rotate on a central axis in a consistent speed.

- S8.8.3 Permitted signage for accessory uses in primary parks.** Vending cart signs, retail pavilion signs, and programmable display kiosk signs shall be permitted for accessory uses located in primary parks. See Section 4.4 for definition of open space types.
- S8.8.4 Portable signage.** Portable signs, such as sandwich boards and valet parking signs, shall be permitted and limited to one per business. All portable signage shall be located within frontage or furnishing zones on sidewalks, or within open space fronting the business.
- S8.8.5 Concealed electrical elements.** Any electrical signage elements, such as wires, exposed conduits, junction boxes, transformers, ballasts, switches, and panels boxes, shall have vandal-proof enclosure and concealed conduits shall be used.
- S8.8.6 Existing signage to retain.** The iconic Stephen’s Meat Products sign shall be retained within the Project. See Section 5.17 for relocation controls.

Guidelines

- G8.8.1 Signage orientation.** Signage is encouraged to be primarily oriented towards the pedestrian and guide people through the public realm at the ground level.
- G8.8.2 Performance driven signage material.** Materials for signage are encouraged to prioritize performance, durability, quality, and sustainability. Where feasible, natural or raw materials, such as wood, stone or metal, should be used. Locally sourced materials are preferred.

Contextual Considerations

Signage identity. The design of signage is encouraged to be creative and convey the identity of Downtown West and the character areas, places and paths within it, as well as San José as a whole.

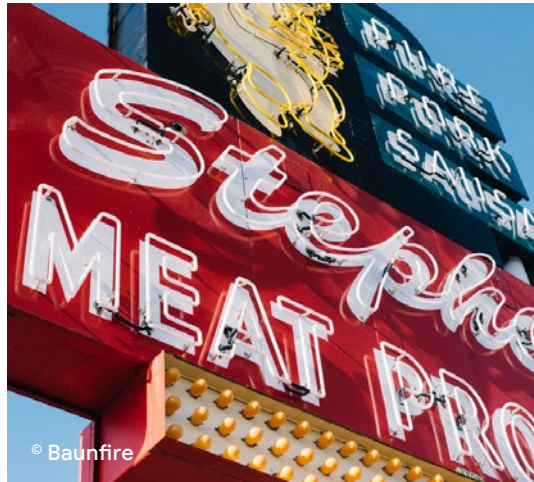
Historic signage. Existing signage within the Project that provide a richness and connection to the history of the site is encouraged to remain or to be relocated within the Project.



BUILDING SIGN



IDENTIFYING SIGN



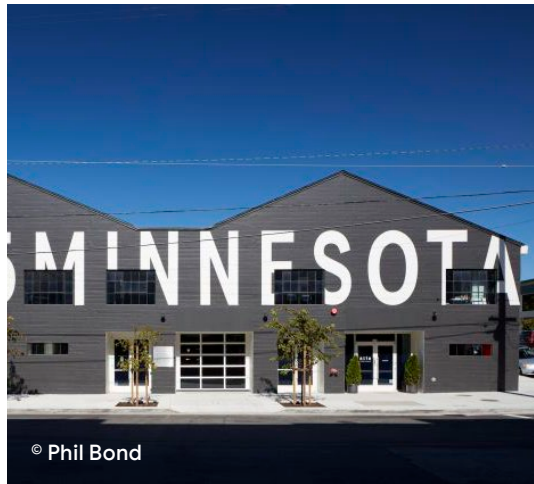
EXISTING SIGN



INTERPRETIVE SIGN



INTERACTIVE SIGN



SUPERGRAPHIC SIGN

FIGURE 8.10: Illustrative examples of signage

8.9 Building Signage

Exterior building signage within the Project is encouraged to be varied and distinct to support overall variety in Downtown West's public realm and reflect the creative and engaging nature of San José. Building Signage helps to highlight the identity of the business while enlivening the appearance of the streetscape and open space. Signage is a significant architectural or artistic feature within the overall building and should relate to the use, composition, scale, and design of the building and open space it fronts or faces.

Standards

S8.9.1 Temporary construction signage. Temporary signs for construction shall follow the Municipal Code; however, in order to encourage creative solutions, artistic and interpretive applications shall not be limited in area within the fencing of construction zones.

S8.9.2 Pedestrian wayfinding signage location and size. Pedestrian wayfinding signage shall be set back a minimum of 30 feet from a public street and shall not exceed seven square feet in sign area for each sign.

[Municipal Code 23.02.1045 – superseded]

S8.9.3 Temporary signage on buildings. Temporary signage on buildings where appropriate for messaging of cultural and entertainment, events and features shall be permitted. Provisions on the maximum area of temporary signs on buildings shall not exceed a maximum of 1000 square feet.

[Municipal Code 23.04.610 – superseded]

S8.9.4 Roof sign placement. The maximum height of a roof sign affixed above a building shall be 10 feet from the eave line of the building to which it is affixed.

Guidelines

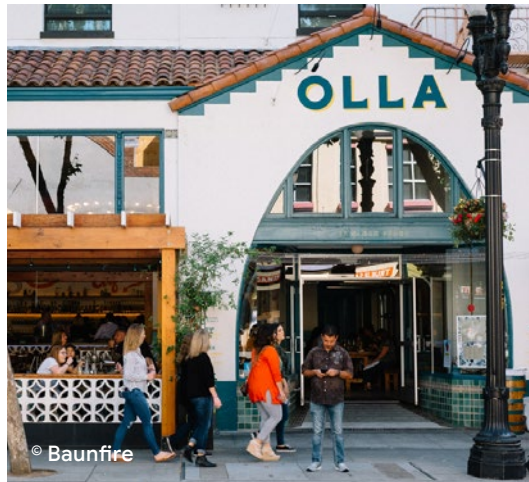
G8.9.1 Signs on new buildings. All signage on new buildings is encouraged to use appropriate, high-quality materials and finishes for all elements, including text and exposed surfaces relating to the building.

G8.9.2 Temporary signage on historic resources. Signage on, near, or for historic resources is encouraged to be minimal and prioritize the preeminence of the building itself over signage, and signage should appear secondary to building features.

G8.9.3 Skyline signage. Skyline signage should be limited to no more than one per building. For clusters of buildings occupied by the same company, only the most appropriate building, based on visibility and sightlines, may feature skyline signage.

G8.9.4 Pedestrian level use signage placement. In mixed-use buildings, location of the signage for ground-floor uses should be restricted to the height easily visible from pedestrian level.

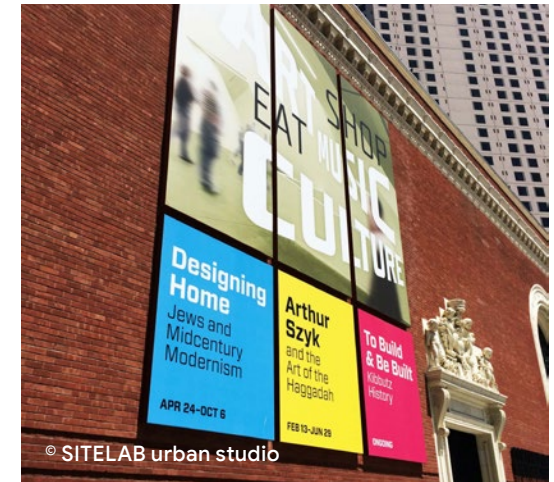
G8.9.5 Parking signage. Parking signs leading to underground parking should be clear, and appropriately scaled and located.



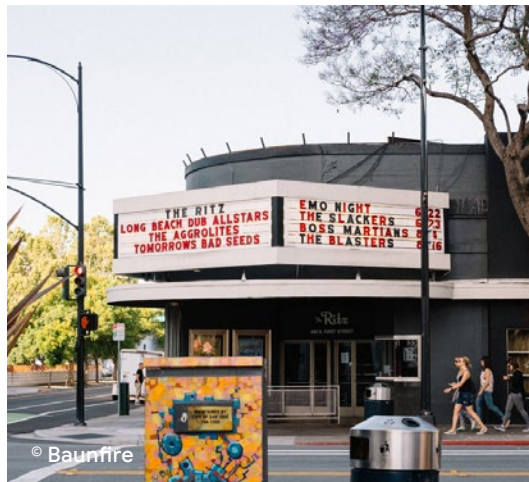
FLAT MOUNTED SIGN



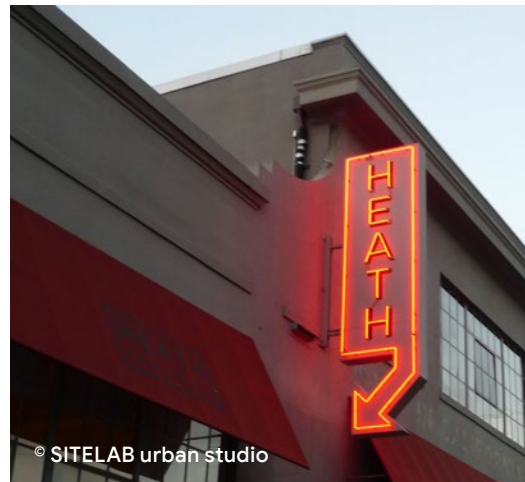
BUSINESS SIGN



TEMPORARY EVENT SIGN



PROJECTING SIGN



VERTICAL PROJECTING SIGN



TEMPORARY CONSTRUCTION SIGN

FIGURE 8.11: Illustrative examples of building signage

8.10 Wayfinding and Interpretive Signage

Downtown West is at the nexus where regional and local transportation and natural systems converge in Downtown San José. With an emphasis on enhanced public realm experiences and investment in bicycle and transit infrastructure, the Downtown West's wayfinding system aligns with the City's efforts to create a cohesive design and organization prioritizing pedestrian and active mobility networks as well as accessibility.

The wayfinding system provides essential visual and tactical tools to direct and orient to the wider context. This is particularly significant around the station, as a major arrival point to Downtown San José. The system helps people navigate the city, highlight nearest transit options and amenities, and encourage discovery and exploration.

Non-verbal wayfinding elements such as, public art, environmental graphics, interpretive and other placemaking pieces can be equally helpful in allowing people to navigate and understand the context.

Standards

S8.10.1 City-wide wayfinding system.

The wayfinding system within Downtown West shall coordinate with city-wide wayfinding systems to ensure a seamless journey for users moving between Downtown West and surrounding areas. This shall be done by developing a common set of neighborhood, park, open space and other area names and boundaries to be coordinated with those used within the MTC Regional Mapping and the Downtown San José Wayfinding System (currently under study) in the following aspects:

- Hierarchy of information;
- Orientation and scale of mapping;
- Approach and rationale for signage placement.

S8.10.2 Signage for Los Gatos Creek trail.

Signage within and adjacent to Los Gatos Creek Trail shall be consistent with Trail Signage Guidelines by the City of San José Trail Program. Refer to the document for design and installation of signs used at public access areas that are part of development projects along Los Gatos Creek.

S8.10.3 Signage location for Los Gatos

Creek trail. Trail signs shall be positioned 10 feet back from the beginning of the trail. Alternatively, the sign may be affixed to a bridge structure at a trail undercrossing, in accordance with the Trail Signage Guideline of the City of San José Trail Program.

Guidelines

G8.10.1 Interpretive signage. Within public open spaces, the Project is encouraged to incorporate interpretive elements communicating historical, ecological and other special features. Examples of such interpretive elements include, but are not limited to, ground inlays, etched pavements, murals, signage panels, and art and play features as shown in Figure 8.12.

G8.10.2 Non-verbal wayfinding. The placement of non-verbal wayfinding interventions such as public art, environmental graphics and placemaking pieces should be reviewed and implemented as part of a wayfinding strategy for Downtown West. Landmarks and visually distinctive features in the environment are also encouraged to be highlighted and featured on mapping and directional signage, to reinforce them as reference points.

G8.10.3 Threshold or gateway signage. Wayfinding signage is also encouraged to be placed in the form of gateway signage and/or landmarks such as public art to mark strategic thresholds to establish neighborhoods, parks, open spaces and trails.

Contextual Considerations

Trail signage. Trail signage is encouraged to incorporate the theme specific to the trail in accordance with the City of San José Trail Network Toolkit.

Los Gatos Creek Trail's design themes are:

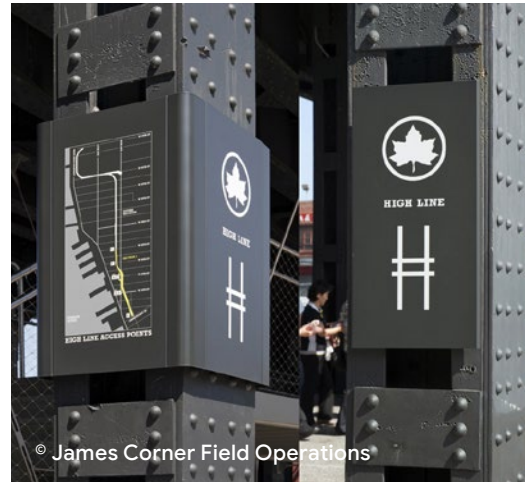
- Water tower icon;
- Arts and crafts architecture and rail stations theme;
- Use of columns and low walls;
- Cobble-covered walls and column gateway features.

The Guadalupe River Trail's design themes are:

- Egret icon;
- Compass theme;
- Colored concrete, seat walls, and decorative fence forms and materials;
- A large-scale compass graphic, seat wall with a fracture fin, and perforated stainless steel fence with fish icon gateway features.



FREESTANDING WAYFINDING



WAYFINDING ON INFRASTRUCTURE



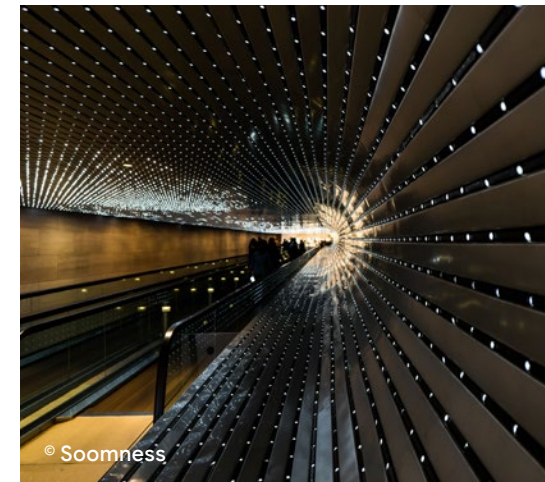
BUILDING INTEGRATED WAYFINDING



TEMPORARY INTERPRETIVE SIGN



INSET INTERPRETIVE SIGN

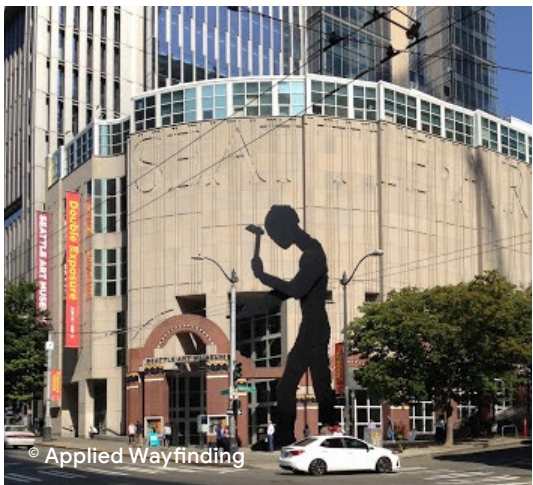


INTERACTIVE WAYFINDING

FIGURE 8.12: Illustrative examples of compliant and non-compliant wayfinding and interpretive elements



ENTRANCE SIGNAGE



LANDMARKS AS REFERENCE



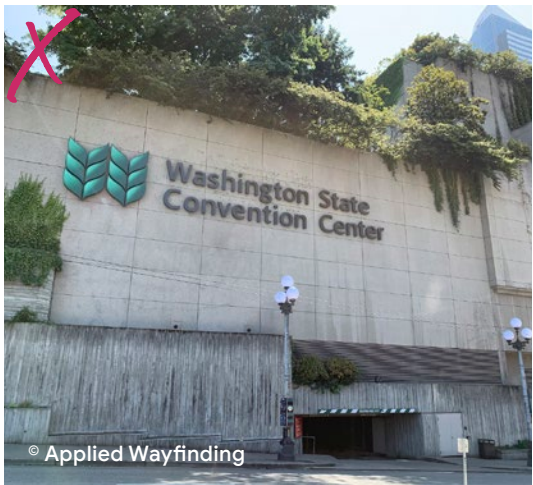
SCULPTURAL INTERPRETIVE SIGNAGE



COMPETING SIGNAGE



UNCOORDINATED SIGNAGE SYSTEMS



OVERSIZED BUILDING BRANDING