

Gilroy Campus Master Planning Taskforce Meeting Notes
December 15, 2020 – 10:00 am to 11:30 am
Zoom Conference Call

Present: Dr. Kathleen Rose, Superintendent/President
Michael Renzi, Vice President, Administrative Services
Denee Pescarmona, Vice President, Academic Affairs and Student Services
John Lawton-Haehl, Faculty
Doug Achterman, Faculty
Marla Dresch, Faculty
Shawn Mulcare, Media Services
Carina Cisneros, Interim Dean - Student Success and Equity, Special Programs
Debbie Santos, Faculty
Jeff Gopp, Director of Facilities Services

Absent: Candice Whitney, Director, Admissions and Records
Brent Boyd, Facilities & Maintenance
Randy Brown, Interim Dean of Student Learning and Student Success, Foundational Skills and Academic Support

Also Present: Rob Barthelman, Steinberg Hart
Benedetta Del Vecchio, Steinberg Hart
David Ewell, Steinberg Hart
Matt Kennedy, AKG
Carol Anderson, AKG
Julie Vogel, clearstory
Alan Kriegel, clearstory

1. John is stepping down as co-chair for the taskforce. John nominated Doug Achterman to replace him as faculty co-chair. Marla Dresch seconded the nomination. All approved the nomination and Doug will serve as the faculty co-chair beginning with the January 2021 meeting.
2. Julie Vogel and Alan Kriegel of clearstory reviewed the different types of signage that will be used on campus:
 - a. **Gateway Signage:** The desire is for the campus to have a stronger identity. The north entrance will become the main entrance to the campus when the LSRC bldg. is complete and should have ceremonial signage. The south entrance signage should be functional.

Current signs fade into the background and need to be closer to Santa Teresa. The land that is closest to Santa Teresa is county owned and the District will need to get rights from the County to place signage along the road.

Readerboards have two audiences: Student community and community outreach. Per Dr. Rose, since the north entrance will become the main gateway to campus once the LSRC is complete, a readerboard should be at this location. Jeff Gopp feels there should be readerboards at both the north and south entrances.

Carina feels that readerboards on campus would be more beneficial for purposes of outreach. WE are not limited on the number of readerboards and it is very possible to have them on campus as well as at the main entrances to campus.

- b. **Vehicular Signage:** The campus has narrow roads so vehicular signage can be modest in scale. The goal of vehicular signage is to direct campus visitors to the main parking lots. The primary campus destinations are:

- Adapted PE
- Cafeteria
- Cosmetology
- GECA (We will discuss this in a future meeting)
- Gym
- Library and Student Resource Center
- Security
- Theater
- Outdoor Classroom
- Deliveries/Warehouse

Dr. Rose would like to see “Athletic Complex” signage that would encompass the gym, pool, softball/baseball fields, golf course, etc.

Carina stated that Adapted PE signage is usually shown as “APE, Adapted PE”.

It is also important to note that better signage is needed for the location of the Personnel/HR building.

- c. **Pedestrian Signage:** There currently is not a lot of pedestrian signage on campus. The recommendation is to have three pedestrian gateways, two at the north end of campus and one on the south side. Dr. Rose would like to see a fourth pedestrian gateway between the HOB and CDC buildings by parking lot C.

Dr. Rose would like to see signage that directs students on how to leave campus without having to walk on the loop road.

It is important to note that signage should reinforce how we talk about the campus. You do not want to use signage to direct programs, rather signage could say “Fine Arts Complex” and then list the buildings that make up that complex. You do not want to list all the classes that are held in each building.

- d. **Building Identification:** It is important that buildings have clear signage identifying them. This is important to giving orientation when looking at a map. The existing exposed aggregate doesn’t allow for building identification on exterior walls.
- e. **Interpretive Signage:** Story telling signage noting a species, important locations (Mayock House, etc.), naming of trees. It would be nice if Sycamore Lane could be more iconic, bringing it the attention it deserves, for students and visitors to intuitively know when they are back on Campus. It should be a defining feature of the campus, highlighting our Centennial or our history.

Marla will email Rey Morales, Biology instructor, and ask him to help create a template that could be used in identifying species and trees.

Carina would like to see pieces of visual and public art that is created by the students (i.e., murals). John notes that any artwork should be reflective of the campus and not political or controversial in nature.

Dr. Rose would like to see the Gavilan Seal and the Gavilan Hawk incorporated into the signage. Carol will reach out to Jan Bernstein-Chargin for the seal and hawk images.

3. Next meeting topic: Wayfinding Cont.
4. Next meeting is January 14, 2021, 1:00 pm – 2:30 pm