

Gilroy Campus Master Planning Taskforce Meeting Notes
January 14, 2021 – 1:00 pm to 2:30 pm
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
Carol Anderson, AKG
Julie Vogel, clearstory
Alan Kriegel, clearstory

1. Clearstory reviewed conceptual signage options for the following: Vehicular Gateway, Wayfinding, Pedestrian Gateway as well as the wayfinding approach.
2. Vehicular Gateway Signage:
 - a. Stone:
 - i. A true gateway should include a landscape wall feature that the sign would become a part of. This option uses natural rock which could be locally sourced and would be harmonious in the environment.
 - ii. This option would have a bend in it and be lit from the ground.
 - iii. This option may include a reader board.
 - iv. Concern that if the stone is tagged, graffiti may be challenging to remove; pressure washer or sand blaster would be required.
 - b. Concrete:
 - i. Has a more modern feel and is extremely durable.
 - ii. The design is timeless and has the gravitas and solidity of a higher education institution.
 - iii. Concern that mounting graphics to the concrete would make future changes to the logo and/or lettering difficult.
 - iv. This option may include a reader board.

- c. Corten:
 - i. Corten is a metal that rusts over time. This option is more architectural, expressive, and sculptural.
 - ii. There is concern from the taskforce that this material may become dated and that the initial investment will be more costly.
 - iii. Graffiti may be challenging to remove; pressure washer would be required.

After some discussion, it was agreed that a reader board would be too distracting, Santa Teresa is a busy road and traffic moves fast. A better location for the reader board may be on the inside of the campus in one of the plaza's, closer to the theater.

The following should be considered for the vehicular gateway signage:

- ❖ Not too trendy
- ❖ Look like it is part of the community
- ❖ Large sign due to its location
- ❖ Budget
- ❖ Maintenance (graffiti)
- ❖ More modest with less blank space to deter tagging

3. Wayfinding Signage

- a. Concrete Base:
 - i. Inspired by the topographic hillside nature of the campus
 - ii. Extremely durable concrete base.
 - iii. Clean, straight forward, contemporary.
 - iv. Sign system can be graphically refreshed in the future at a relatively low cost while reusing the existing bases.
- b. Post and Panel
 - i. Reflects the park-like quality of the campus.
 - ii. Provides a quieter visual presence.
 - iii. Most economical.
- c. Corten
 - i. Slender, thin blade of material.
 - ii. Relates to the rural open space environment of the campus.
- d. Metal w/Trees
 - i. Tree design etched into the metal of the sign.
 - ii. Signs would have a dark face.
 - iii. May not be a good option for graffiti.

Signs will be placed where there is ambient and other existing lighting. It was agreed that lighting the signs would be too commercial looking.

There was a discussion on the need for bilingual signs? There were several bilingual options discussed, including the option to only have select signs be bilingual or have a QR code on the signs that could access multiple languages. It was agreed that the College will provide a list of buildings where Spanish language signs will be adopted.

The interior signage designs should yield to the building architecture.

4. Pedestrian Gateway Signage: There would be a pillar on each side of Sycamore Lane
 - a. Option 1: Stone Pillars
 - b. Option 2: Boulders – Two concrete pillars with a boulder in front of each pillar
 - c. Option 3: Contemporary with lights on top of each pillar
 - d. Option 3b: Threshold – concrete on the ground between the two pillars can have writing (i.e., Sycamore Lane)
 - e. Option 4: Corten – not a set of pillars, only located on one side of Sycamore Lane

It was agreed that the theme should be the same from the Gateway to the inside pillars. The same style should be selected and used for all signage. It is also important to consider materials that won't fade from UV rays. Neutral colors perform the best.

The taskforce needs more time to think and review the options presented. A survey will be sent to the taskforce to vote on the options presented today.

5. Next meeting is February 16, 2021, 9:30 am – 11:00 am