June 23, 2017
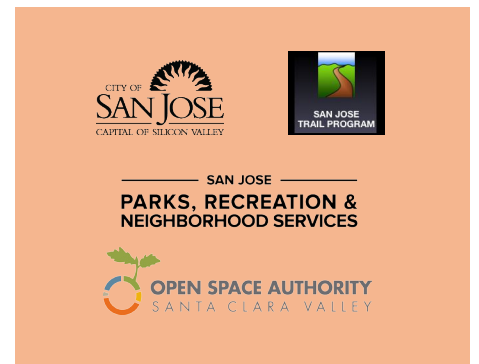
ALUM ROCK PARK

GATEWAY AND WAYFINDING STUDY

Do You Know Your Way to San José's Oldest Park?

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

SAN JOSE
TRAIL PROGRAM

SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES

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Stone bridge in park interior.

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The historic gazebo in the interior of Alum Rock Park.

EXECUTIVE SUMMARY

~ Alum Rock Park - 150 years old in 2022 ~

The park is San José's oldest park, and possibly the State's oldest civic park. With the park celebrating its sesquicentennial year in 2022, a completed study can support budgeting, design and construction work to ensure a memorable and iconic park site for the City of San José. This study was undertaken to identify improvements to the existing wayfinding system and entrance areas at Alum Rock Park.

The study aims to:

* Reinforce the park's character and history
* Enhance the park's visibility and brand
* Leverage adjoining lands to mitigate parking impacts

The study finds that the park's visibility and use has been constrained by access limitations; specifically, it lacks parking areas that visitors are knowledgeable about and can easily access. Existing wayfinding signage are fairly nondescript and are predominantly focused on vehicular modes of travel. Map applications provide imperfect information and park webpages are poorly organized with redundant information. The park entrances lack a strong visual statement, and do not have structures or signage to convey a sense of arrival or anticipation for visitors to a site of historical and cultural importance.

Recommendations include:

* Create a clear, concise, and comprehensive scope for gateway and wayfinding enhancements to guide development prior to 2022.

* Create an iconic logo for park brochures, website, and signage.

* Provide an entrance gateway structure at each entrance; utilize stone and wood materials to reflect the park's character and enhance its brand.

* Improve the park's webpage(s) and mapping information to make it easier for first time visitors to research and visit the park.

* Replace the existing signage to reflect the latest desired routes and incorporate more unique signage.

Image of the historical train that once brought visitors into Alum Rock Park.
Souce: De Anza College, California History Center

INTRODUCTION

Need for the Study

Alum Rock Park is a 740-acre regional park set in the Diablo Range foothills in eastern San José, California. Alum Rock Park has a rich history and is one of the oldest municipal parks in California, having been established in 1872.

Alum Rock Park is a popular destination for active and passive recreation. Hikers, walkers, bikers, and open space enthusiasts are drawn to the trails. Others visit for picnics, photography, viewing historical and geological points of interest, and find relaxation in a variety of settings. Access to the park today consists of a primary vehicular, bicycle, and pedestrian entrance at Penitencia Creek Road and a bicycle/pedestrian-only entrance at Alum Rock Avenue. The frequency of use has impacted neighborhoods in close proximity to the park entrances, largely due to high parking demands.

While parking is available within the interior of the park, a number of factors have led to an excess of cars parked within the surrounding neighborhoods:

- Closure of the Alum Rock Avenue entrance to vehicles has required visitors to detour to the Penitencia Creek Road entrance

- Daily-use fee for parking deters visitors from using the parking lots

- Lack of adequate informational signage leaves new visitors unaware of the presence of additional, interior parking lots

A recent partnership with the Santa Clara Valley Open Space Authority (OSA) has introduced a third entrance to the park via Sierra Road. The introduction and advertisement of this third parking area, as well as improvement of wayfinding to the park and adjustment of the parking fee program, is anticipated to mitigate many of the current parking challenges.

Figure 1 View from the Sierra Road parking area, looking down towards Alum Rock Park.

Project Goals and Objectives

This study seeks to identify improvements in wayfinding to Alum Rock Park to increase the park's visibility and accessibility and strengthen its identity through branding and signage. The primary goals of the study are:

1. Propose identity logo
2. Recommend gateways of varying scale
3. Recommend website enhancements
4. Define a wayfinding system for all modes from a subregional perspective.

Alum Rock Park offers a unique range of open spaces within an urban setting, yet seems little known, even to some long time South Bay residents. Filled with trails, wildlife, and historic sites, Alum Rock Park has been open to generations of users and can be a destination for a variety of future visitors. In anticipation of its upcoming sesquicentennial (150!) year anniversary, this study can lay the foundation for future actions to improve wayfinding to the park

Actions that support the primary goals of the study and propel Alum Rock Park into this new era include:

Create signage and entrance gateways that reflect the park's identity. Alum Rock Park is an expansive open space with a rich historical past. Much of the landscape and historic infrastructure resonates as a lasting impression of the park's character. The wayfinding signage, gateways, and branding should showcase the park's features and strengthen the identity of the park as a worthwhile destination.

Support multi-modal transportation options. The park is positioned in an optimal location for access via auto, bike, transit, and walking paths. Several recent development projects have introduced new trails and access points that feed directly into Alum Rock Park. Capitalizing on multi-modal access into the park invites a diverse audience of visitors and supports healthy travel alternatives.

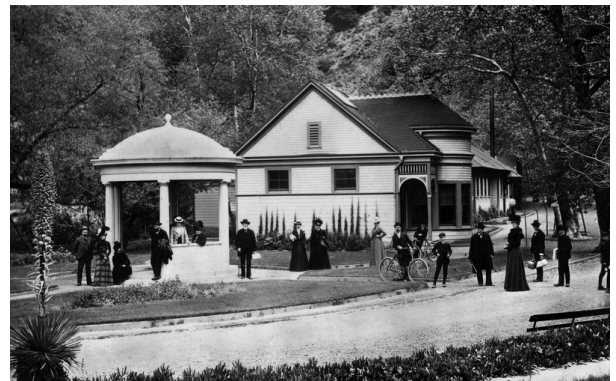**Figure 2** Parking area off of Sierra Road

Figure 3 Historic Alum Rock Park
Source: History San José

Figure 4 Historic Alum Rock Park
Source: History San José

Figure 5 Historic Alum Rock Park
Source: New Neighborhood Voice East San José

Figure 6 Historic Alum Rock Park
Source: Alum Rock Village

Acknowledge and communicate park history. Alum Rock Park is the oldest municipal park in California and has experienced many changes over the generations. Artifacts of the park's past can be found throughout the landscape where visitors are able to experience the rich history Alum Rock Park provides.

Note significance for City identity. Unlike other large cities, the city of San José does not yet have a major open space that is directly correlated to the identity of the city (ie. New York City and Central Park). Wayfinding and branding updates for Alum Rock Park lends the opportunity to position the park as the San José community's park.

One of the several grottoes found in the interior of the park. Many of the grottoes can be accessed by paved trails within the park.

PROCESS

What is Wayfinding?

Wayfinding is a system which helps simplify and clarify movement patterns of various distances and purposes. These patterns of movement include various modal types, such as auto, bike, foot, and transit, and span from individualized travel to city-wide navigation. Wayfinding can take the form of signage, landmarks, local vernacular, or pictograms, each utilizing qualities of the built and natural environment to better define a place or experience. Within a city, providing a wayfinding system enhances the urban brand by improving the legibility, navigation, understanding, and accessibility of the environment.

Approach

The following approach was taken to analyze the existing wayfinding system, identify deficiencies and opportunities, and develop the recommendations and costs noted in the subsequent chapters.

The process for creating a wayfinding plan for Alum Rock Park includes:

1. **Analyze existing conditions** in the context of how user experience can be improved. Alum Rock Park attracts visitors who use various modes of transportation to reach the park. Transportation modes include vehicular, active transportation (bike/pedestrian), and transit. Each mode type may perceive signage and wayfinding differently. Studying how the travel experience can be improved for each user group can help inform the appropriate improvements to implement at key transportation locations. Figure 8 illustrates the existing conditions study that records travel patterns for various mode types under current conditions.

Figure 7 Ranger booth near the primary vehicular entrance into Alum Rock Park on Penitencia Creek Road does not contribute to sense of place or anticipation.

2. **Identify graphic motifs** that could be utilized in park logo/branding campaign to enhance park identity. Graphic communication should be clear, relatable, and attractive. Creating a 'brand' for the park conveys an anticipated experience to potential new users, improves recognition, and helps strengthen its identity. Gateways with unique and memorable architecture may be incorporated as part of operational needs. The ranger station in Figure 7 could be incorporated as part of a gateway installation as occurs at entrances to Yosemite National Park.

3. **Provide recommended improvements** to park website. Most trips nowadays start with an internet search and end when the map app says 'arrived'. The website becomes an integral tool with which to introduce and educate potential visitors about the park's richness, encourage their curiosity and desire to visit, and provide

them with the information needed to make their visit enjoyable and worth repeating.

4. **Establish a preliminary budget** to allow for implementation. By identifying potential improvements and their costs, design and capital improvement, budgets can be established that will allow for future implementation of the wayfinding and branding work. The Park's attractions, including landscapes and views, can be represented as pictograms and used on signage to draw visitors to adjacent parking facilities, and used on wayfinding to inform visitors of the variety of destinations and experiences.
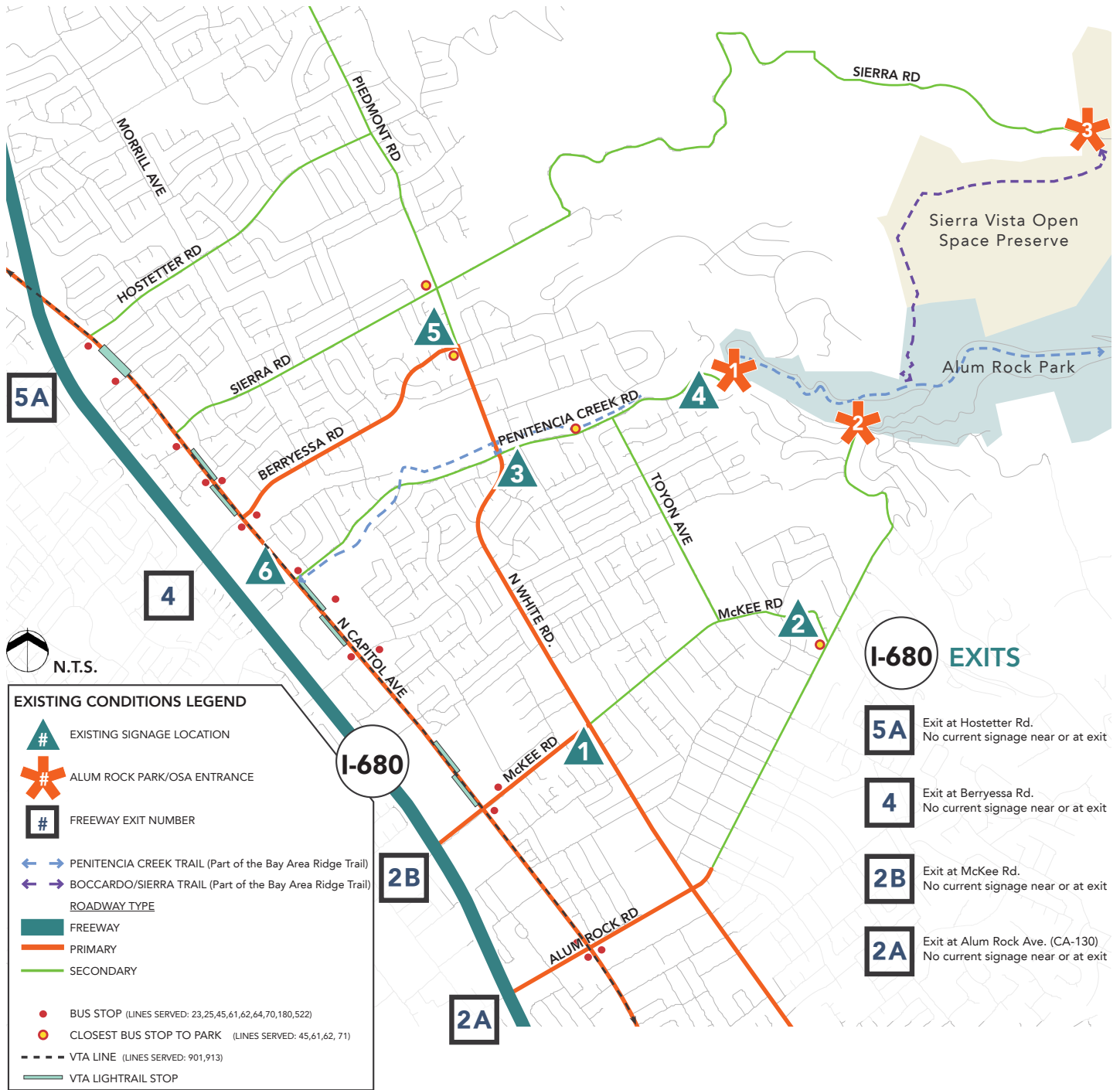
SIERRA RD

Sierra Vista Open
Space Preserve

Alum Rock Park

PIEDMONT RD

MORRILL AVE

HOSTETTER RD

SIERRA RD

BERRYESSA RD

PENITENCIA CREEK RD.

TOYON AVE

N WHITE RD.

N CAPITOL AVE

McKEE RD

McKEE RD

N.T.S.

5A

5

4

1

2

3

6

4

I-680

2

2B

2A

1

ALUM ROCK RD

I-680 EXITS

5A Exit at Hostetter Rd.
No current signage near or at exit

4 Exit at Berryessa Rd.
No current signage near or at exit

2B Exit at McKee Rd.
No current signage near or at exit

2A Exit at Alum Rock Ave. (CA-130)
No current signage near or at exit

EXISTING CONDITIONS LEGEND

EXISTING SIGNAGE LOCATION

ALUM ROCK PARK/OSA ENTRANCE

FREEWAY EXIT NUMBER

PENITENCIA CREEK TRAIL (Part of the Bay Area Ridge Trail)

BOCCARDO/SIERRA TRAIL (Part of the Bay Area Ridge Trail)

ROADWAY TYPE

FREEWAY

PRIMARY

SECONDARY

BUS STOP (LINES SERVED: 23,25,45,61,62,64,70,180,522)

CLOSEST BUS STOP TO PARK (LINES SERVED: 45,61,62, 71)

VTA LINE (LINES SERVED: 901,913)

VTA LIGHTRAIL STOP

Figure 8 Existing conditions study of travel routes and mode types.

Visual attributes, like Eagle Rock, are known to regular visitors but may need to be identified for new or infrequent visitors. Small-scale and well-placed wayfinding signs can direct attention to these iconic views.

FINDINGS

To understand where improvements to the existing wayfinding system can be made, the existing wayfinding system was evaluated based on three factors, Appearance, Function, and Maintenance:

Appearance describes presentation, style, and identity.

Function refers to movement and making use of the wayfinding system.

Maintenance reviews the quality and lifespan of the products used.

Table 1 illustrates the evaluations of the three factors for the effectiveness of the existing signage and technology resources. The assessment looks at the deficiencies of the existing wayfinding programming and suggests where there are opportunities for improvement in the proposed system.

The area of east San José where Alum Rock Park is located does not currently have an impressionable wayfinding system. The park has a limited number of roadway signs that help direct visitors to the park and through one of the three possible entrances.

There are three entrance signs and seven roadway directional signs, today. Figure 9 shows each of the three gateway signs, which are different and share little similarities between each other. The signs lack a strong visual impact and do little to enhance or support the park 'brand' beyond providing purely directional information. Figure 10 shows each of the directional

Appearance

	Deficiency	Opportunities
Signage	The existing roadway signage is often hard to identify and hidden behind trees and other street elements.	Make signage visible through careful placement and unique design.
	The use of text without graphic depiction limits the audience to English-only language users.	Use pictorial language, coupled with text, for multi-lingual use and graphic interest.
	Sign placement and text size does not have the same level of legibility for all mode types.	Ensure wayfinding system is accessible and legible for all mode types (auto, bike, transit, foot). Sign height, graphic sizes, and information included should vary based on target mode.
	There is no unifying graphic or logo that connects the wayfinding system.	Create an easily-recognizable, unique graphic logo to help brand the park, unify wayfinding elements, and strengthen the park's identity.
	Signs do not have hierarchy. Gateways are small in scale and do not announce arrival and entry into the park area.	Make entrances into the park obvious and prominent. Proximity to park entrances should be reflected through sign scale and detail.
Technology	There are three (3) websites that provide varied and oftentimes redundant information about the park.	Synchronize or consolidate websites to offer consistent and targeted information about the park. A single main website could benefit from a more robust and focused effort, rather than it being spread over multiple sites.
	Not all links on the websites are mobile-compatible	Format websites to be mobile-friendly to deliver clear search results that can help visitors en route to the park.
	No logo or theme on the websites match maps or park materials.	Carry over branding efforts to include the website interface, as well as all linked documents.
	Park webpage is predominantly text-based. Images are of park but do not convey the park 'brand' well, particularly to potential first time visitors.	Utilize professional photos to better 'market' the park by capturing its spirit and character through a few key pieces of imagery.

Table 1 Existing Signage Assessment

Function

Signage	Deficiency	Opportunities
	Existing signage guides visitors to the vicinity of the park, without information about other alternative entrances or additional information about the park.	Provide signage that direct visitors to the park and beyond, into its interior. Each entrance provides different amenities. Information about each entrance and the routes between entrances should be provided.
	Signs do not provide more detailed information such as distance to the park or activities offered.	Create signs that deliver more information than solely the park name. Information could include park activities or distance to the park, even varying by mode type.
	Long intervals between sign locations makes it difficult to recognize the route to reach the park.	Locate signage at sufficient spacing to reinforce the route to reach the park. Signs should be placed at key decision making points where directional clarity is needed (i.e., windy neighborhoods, transit stops, intersections,).
Technology	Entering the park's name into Google maps leads you to the center of the park and not to one of the entrances.	Report address errors to mapping apps, such as Google maps. Apps should direct visitors to the main park entrance at Penitencia Road. and note the secondary entrance off Sierra Road.
	Public comments and responses on websites (ie. Yelp) and social media can point to new information deficiencies.	Review comments regularly and provide timely responses to help visitors navigate to and around the park in times of need.
	Holiday hours and parking information are outdated, inconsistent between websites, and difficult to find. URL is a forgetful series of numbers.	Format page to have clear hierarchy of information ('F' pattern design, grid-based layout). Minimize number of 'clicks' ('click-depth) needed to find information.
	Difficult to identify correct site to use.	Make the URL more intuitive (ie. sanjoseca.gov/ alumrockpark)

Maintenance

Signage	Deficiency	Opportunities
	Some gateway signs have been damaged due to poor location and visibility.	Place gateways signs in prominent locations and protect with curb or similar treatment.
Technology	Several maps and resources are not the most current versions or are shown under the wrong link title.	Maintain websites to include current and accurate information that reflect seasonal changes. Regularly check links to ensure they are active and unbroken.

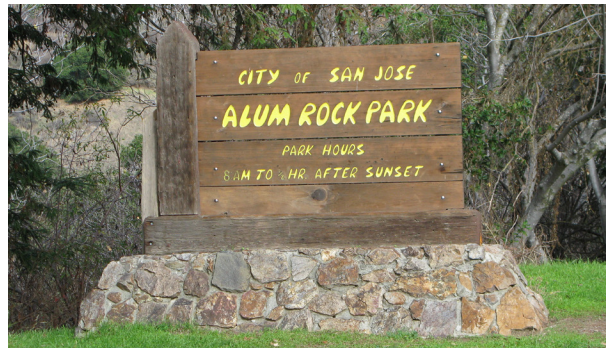Alum Rock Park Wayfinding and Gateway Study

Figure 9 Existing entrance signs.

signs, which are placed on medium volume streets near the park and include the park name, a green background, and reflective white type and border.

While signage is the most visible component of a wayfinding system, the visitor experience often starts at a computer or smart-phone. The location of Alum Rock Park in Silicon Valley, as well as the growing societal dependency on technology for navigation and research, places special emphasis on improving the park user – technology interface. Primary sources include the park's webpage(s), social media, and mapping apps. An internet search returns two primary webpages, with www.sanjoseca.gov as the homepage for both.

Figure 10 Existing directional signage.
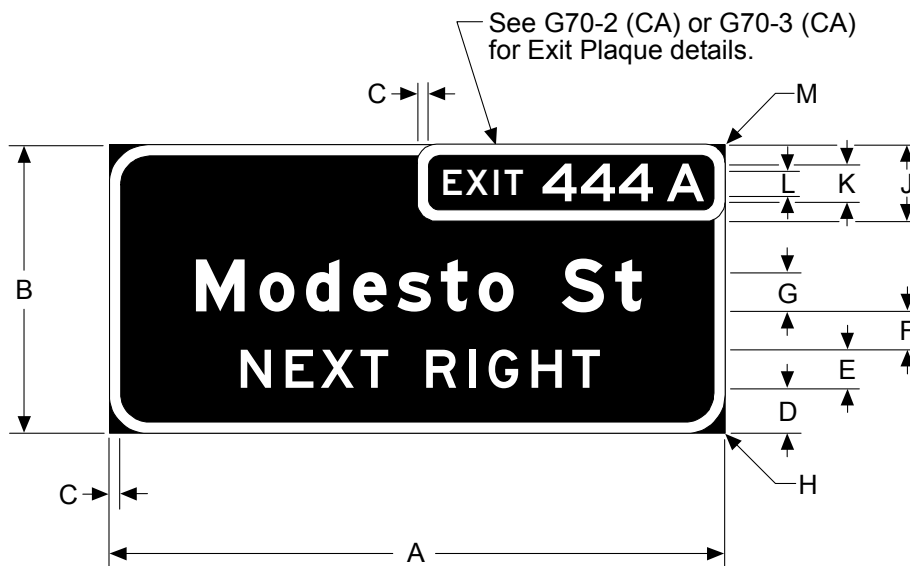
Figure 11 MUTCD guidelines for freeway signage.

Signage Regulations

The park's directional signs are spread across multiple neighborhoods, road systems, and jurisdictional limits. Understanding the regulatory constraints, the approval processes, and the code requirements for all sign types and locations will help streamline the implementation process.

Alum Rock Park includes local signage on surface streets in the adjoining neighborhoods leading towards the park, as well as freeway signs located on Interstate 680, which is the freeway providing the most direct access to the park from the region. The surface street locations for signage are within the jurisdiction of the City of San José, whereas the proposed signage on I-680 will be under the regulation and approval of the State of California Department of Transportation (CalTrans). The City's Department of Transportation is the approval body for placement,

appearance, and location of signage placed on local streets. It also oversees the removal of existing signage.

The process for signage placement on I-680 is governed by a state-mandated regulation that requires approval from CalTrans and adherence to guidelines outlined in Section 2M of FHWA'S MUTCD, shown in Figure 11. Section 2M states, "In urban areas, City Parks within 1 mile may be signed from conventional highways. Normally, City Parks will not be signed to or from metropolitan freeways." Alum Rock Park is located approximately 3 miles from I-680 and therefore would not be allowed to be signed from the freeway without special action taken by the City to permit an exception to this rule. The City could, perhaps in conjunction with the Open Space Authority, take legislative action to create a special park district or other designation to allow for an exemption.

Figure 12 Examples of an existing wayfinding system.
Source: The Riverwood Conservancy, San Francisco Recreation & Parks

Best Practices

The appearance of a wayfinding system can vary dramatically, with design styles impacting how signage is perceived, remembered, and used as an effective tool. The following lists specific best practices that the park wayfinding system should employ. Each of the best practices contributes to a successfully functioning wayfinding system.

Utilize common design cues: These include color, typography, logo, materials, and form of signage and other wayfinding features, such as Figure 12 shows.

Identify gateway areas: These are primary entrances into the park. They help inform visitors that they have arrived, and provide a transition from a single choice, "point A to point B" route that could be one of many transportation modes, to one where visitors will have multiple options for travel within the park, likely on foot or by bicycle.

Identify destination features: These are elements within the park that make it special and that warrant attention.

Address various forms of wayfinding: Long gone are the days when people got in their car and found their destination via a map and street signage. Successful wayfinding systems take into consideration elements such as social media, park website, mapping apps, GPS systems, and other technology-based features to improve and enrich the wayfinding system, as well as more traditional print-based media.

Design for constancy and change: By designing for both, features like entrance gateways that reflect the core elements of the park character and history can remain permanent, while elements like maps and information boards can be updated and replaced as required to reflect current programming and other needs.

The water and arching bridge are iconic features within Alum Rock Park, photo by Jean Dresden

RECOMMENDATIONS

A wayfinding plan for access to the park covers the area from I-680 to the border of the park and from Alum Rock Avenue to Hostetter Road, covering approximately 6.5 square miles. Navigation to the park includes metal roadway signs and entrance gateway structures. Navigation within the park, though it was not the focus of this study, should also be developed as part of a future phase.

In collaboration with the project Technical Advisory Committee, circulation to the park as well as the historical and architectural character of Alum Rock Park was discussed. Through those conversations, a few motifs were identified by the group as best representing the park's identity and history, and deemed appropriate to incorporate into the wayfinding system.

ALUM ROCK PARK
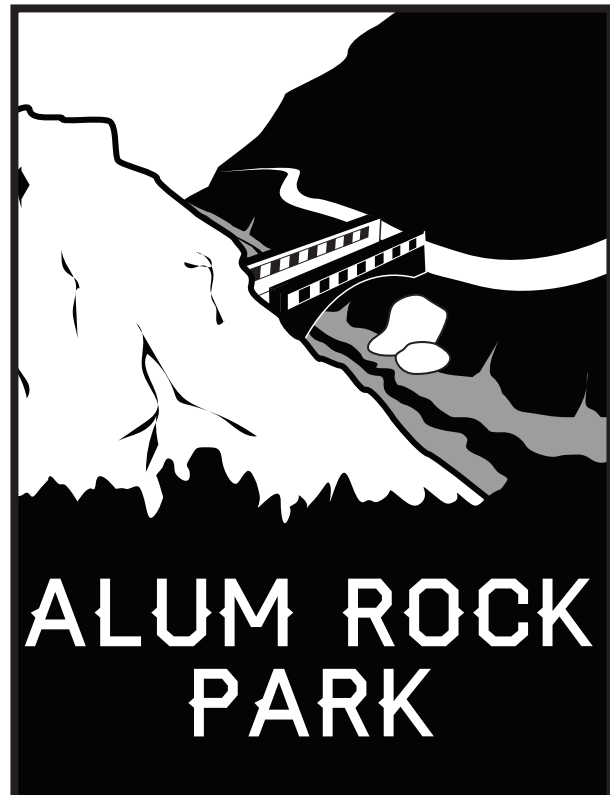
Logo 1 Motifs include the canyon, hiking trails, pedestrian bridge crossings, the rockface of Eagle Rock, and Penitencia Creek that runs through the park.
Figure 13 Proposed logo designs (continued to next page).

Logo 2 Motifs include the historic lamp posts, pedestrian and vehicular bridge crossings, the rockface of Eagle Rock, Penitencia Creek and natural vegetation that runs through the park.
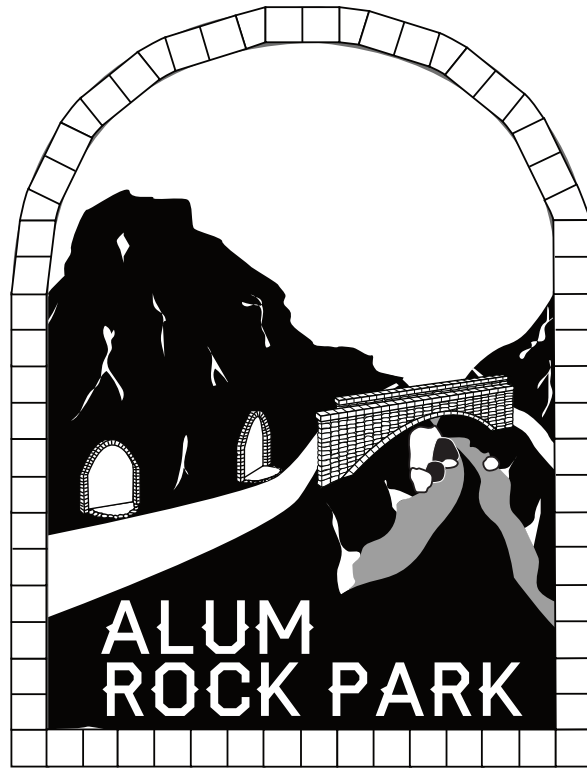
Logo 3 Motifs include hiking trails, pedestrian bridge crossings with masonry detail, the historic grottoes, and Penitencia Creek that runs through the park.

Logos

An initial focus of the team was to develop graphic 'logo' options. A logo is a graphic representation of an entity, and can be utilized to help 'brand' the park by providing a visual symbol that can be utilized consistently and repeated in various media including park informational brochures, its website, and wayfinding signage. The logo is intended to be universally understood and read through pictorial cues, which can help English and non-English speakers recognize Alum Rock Park.

The logo options each emphasize various aspects of the main park motifs, which are Alum Rock (the "peak" and park namesake), the local stones and stoneworks found in the park, Penitencia Creek, which runs through the park, and the wood lamp posts. Several options were developed, including one that was a variation of the Yosemite Family Camp logo. The logos noted in Figure 13 were preferred. Logo 1 is a representation of the canyon and valley in which the majority of the park's developed amenities lie. The image hints at the creek, stone bridges, and the hugely popular hiking trails. Logo 2 places the emphasis on 'Alum Rock' and the stone bridge while acknowledging the historical wood lamp post. Logo 3 places the emphasis on the unique stonework found throughout the park, which include the stone bridge and mineral springwater grottoes.

The logo, when used in conjunction with wayfinding components, can be the visual cues that help mark the navigation route, or can help emphasize the entrance and

WAYFINDING LEGEND

⬤ (red arrow)	SOUTH-BOUND PRIMARY ROUTE TO PARK
⬤ (blue arrow)	NORTH-BOUND PRIMARY ROUTE TO PARK
- - - (teal)	SECONDARY ROUTE TO PARK
◆ (green)	VEHICULAR RE-ROUTE TO PARKING
⬤⬤⬤	DIRECTIONAL SIGNAGE, WITH USE/ACTIVITY ICONS
P₁	VEHICULAR PARKING
E₁	ENTRANCE SIGN
	E1: Informational signs to interior parking lots and park destinations
	E2: Informational sign showing detour route and parking locations
◯ (purple dashed)	GATEWAY MARKER
◯ (orange dashed)	ENTRANCE MARKER
⬤ (yellow)	DECISION POINT
Alum Rock Park	OFFRAMP SIGNAGE
	ie. "ALUM ROCK PARK, RIGHT TURN"
⬤ (pink dotted)	ADVANCE EXIT SIGNAGE
	ie. "ALUM ROCK PARK, SINCE 1872, 5 MILES AHEAD"

Figure 14 Proposed signage locations. Map looks at decision point locations for potential signage placement and identifies the best most efficient and direct routes to move to and between park entrances.

arrival to the park when used in conjunction with the entrance gateways.

The logo designs will need further refinement in the future. The selected logo will require, as part of the final design, selection of Pantone colors and numbers (to ensure accurate color rendition across multiple types of media), accurate layout in a vector format (to allow for resizing without loss of resolution), and refinement of the typeface (for optimal legibility).

Directional Signage

Figure 14 shows a map with suggested signage locations and routes. At decision points, signs with the park's logo are recommended to help assist travelers reach one of the three entrances to Alum Rock Park. At each parking lot, provide signs that indicate a direction and destination identification signs like "Parking Lot B, 1/4 mile - gateway for log cabin, water temple, and scenic hikes" and "Parking Lot C,
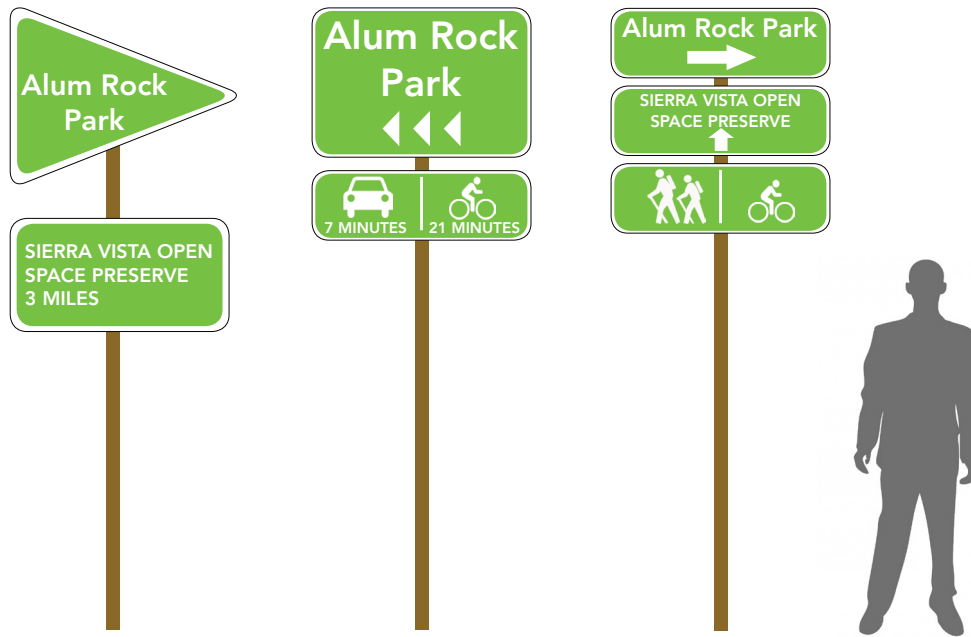
Figure 15 Signage at decision points. Sign contents include graphic icons to help communicate with multi-modal users, proximity to entrances, and specific points of interest within the park area.

3/4 mile - gateway for mineral springs trail, historic grottos, and picnic areas." Location, distance, and destination to be verified and prioritized. Use of common activity icons on signage could convey hiking, biking, sight-seeing, history, views, etc.

Figure 15 illustrates how signage at these decision points may look and includes text and pictorial cues for directional aid. The use of activity icons are well-suited to the secondary sign beneath a common logo. A large-scale sign for the highway might read "Alum Rock park, Since 1872, 5 miles ahead." The secondary signs happen at and near exits and might read "Alum Rock c. 1872 and Sierra Vista Open Space, turn right." There are many interesting historical images of the park and small-scale interpretive signs could be deployed to enrich short hikes by seeing what once occurred in the park.

Gateways

The lack of an existing visual statement at each of the entrances into Alum Rock Park was identified as a missed opportunity for branding and wayfinding. Visual statements at the park's main entrance gateways can help provide a more dramatic sense of arrival and reinforce the character of the park. Penitencia Creek Road is the main park entrance. There is an opportunity to make it more bicycle and pedestrian friendly by integrating the new Penitencia Creek Trail into the gateway system and designing a gateway sign that is scaled for human use. A sign should be added to inform and direct visitors to the additional (free) interior parking lots. Alum Rock Avenue is a bicycle- and pedestrian-only entry point into the park. The County of Santa Clara has authored a report to alter the roadway to be more pedestrian and bicycle friendly. Any gateway improvements should be coordinated with that project. The existing
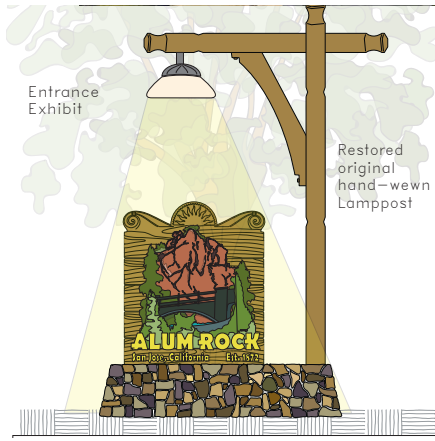
Gateway 1 Mock-up of signage design previously completed by City Park and Recreation staff.
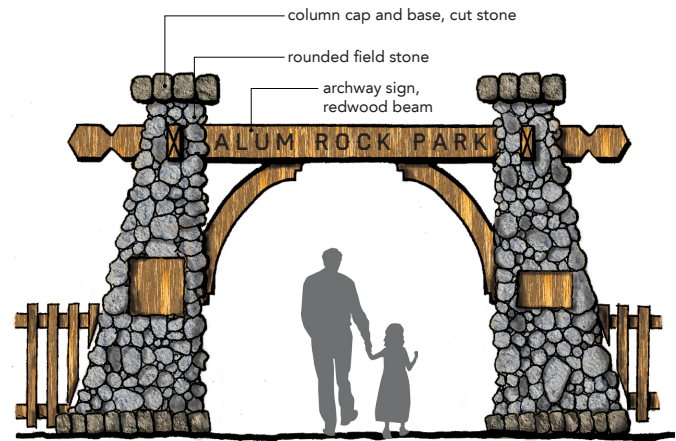
Gateway 2 The gateway design is inspired by the natural sandstone found throughout the park, as well as the wood details found on the historic lamp posts.
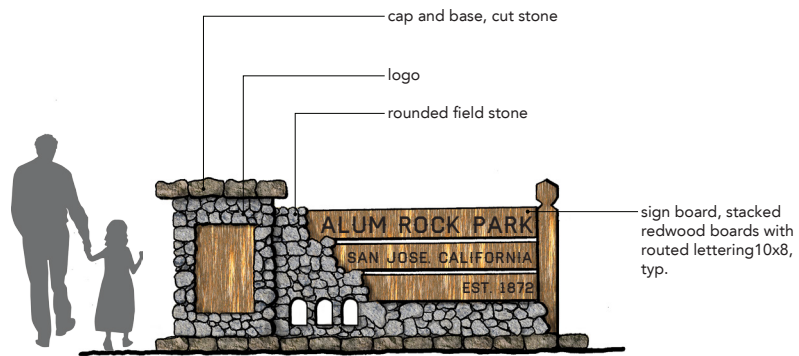
Gateway 3 The gateway also ties in sandstone and wood details, The addition of the window cut-outs can be found on many of the bridge crossings.

Figure 16 Proposed gateway designs.

detour sign is graphically ineffective and routes visitors on a long detour. It should be replaced with something more visible and intuitive to reflect the shorter detour through Toyon Road, Sierra Road, and on land owned by the Open Space Authority. The entrance at Sierra Road is the newest to the park and the furthest from the main roadway system. A gateway here would help visitors understand that it, too, provides access to Alum Rock Park. Several gateway concept options were developed that celebrate the park's identity and illustrates how the brand and logo of Alum Rock Park can be reflected in the signage for the park. They all incorporate stone and wood, to reflect and celebrate the rustic character, the historical wood lamp posts, and historical use of stone in the park. Figure 16 shows several of the gateway concepts that celebrate the park's identity and illustrates how the brand and motifs of Alum Rock Park can translate into signage for the park.

Website

The existing park webpages are shown with annotated notes in the Appendix. For a more detailed description of the website recommendations, see section IV Findings.

Figure 17 Images and features that recall the feeling and experience when one visits Alum Rock Park should be reflected in the logo and gateway design.

Design Critique

The City invited members of the Technical Advisory Committee to join in on a discussion about the direction of the study. Members of the Committee included long-term residents of San Jose, local history and interest groups, and active users of the park.

The meeting consisted of reviewing the process of creating the gateway and wayfinding study and developing the wayfinding plan and gateway and logo concepts. The group was asked to respond to the presented graphics and provide feedback on the concepts. It was asked of the Committee to consider specific questions when reviewing the concepts:

1. What does the park need?
2. What are the park's key assets?
3. What features are iconic to the park?

The following section outlines the responses that were provided:

Park Needs:
- Work with the Open Space Authority to expand Sierra Vista parking beyond 80 stalls

- Provide an improved visitor center and consider new location to establish park entry and draw people into the park.

- Trails are not well-marked; enhance signage but consider that limited signage preserves natural feel of the park

- Cell phone service for emergencies

- Park entrance is anticlimactic; have to travel too far to see the park's unique value/assets; think about making the park "anticipatory"

- Designate the entire park as a site of historical significance

- Consider diverse park user groups. Types of park users:

  - Day hikers who start early in the day

before park gates are open and park in the neighborhoods where parking is free – this group would be less willing to pay for a day permit for 1-2 hours of hiking.

- All-day visitors who drive into the middle of the park to find parking – this group would be more willing to pay for day permit because of all-day use.

- Persons with a variety of abilities/ interests. Hiking into the park core from one of the exterior entrances takes physical ableness. "Cool" park features are too far into the park to reach – this group may pay for parking if accessible features and parking spaces are available at the core of the park

- School groups and nature/history lovers could benefit from large group gathering spaces and opportunities for children to interact with the water, natural features, and history of the park.

Park Assets:
- Natural landscape – creek running through the park and the filtered sunlight through

the trees; wildlife

- Stone construction and arched bridges – stone grottoes and bridges

- Historical context and features – trestle remnants, light posts, the oldest regional park in California.

- Geology/archeology – seeing how rocks have shifted and a reminder of the close proximity to active faults; tribal and ranching history in the physical formation of rock canyon.

Iconography:
- Features that embody Alum Rock Park:
  - Trolleys/street car, arched bridges, grottoes, kids playing in the creek, group gatherings/celebrations, old cars, horses, trails, wildlife (egrets/ ducks/deer), running water, Water Template (gazebo), Eagle Rock, historic "1872"

- Most prominent features:
  - The creek with the arched bridge and wildlife
  - The Water Template
  - Eagle Rock (a prominent destination for many people)
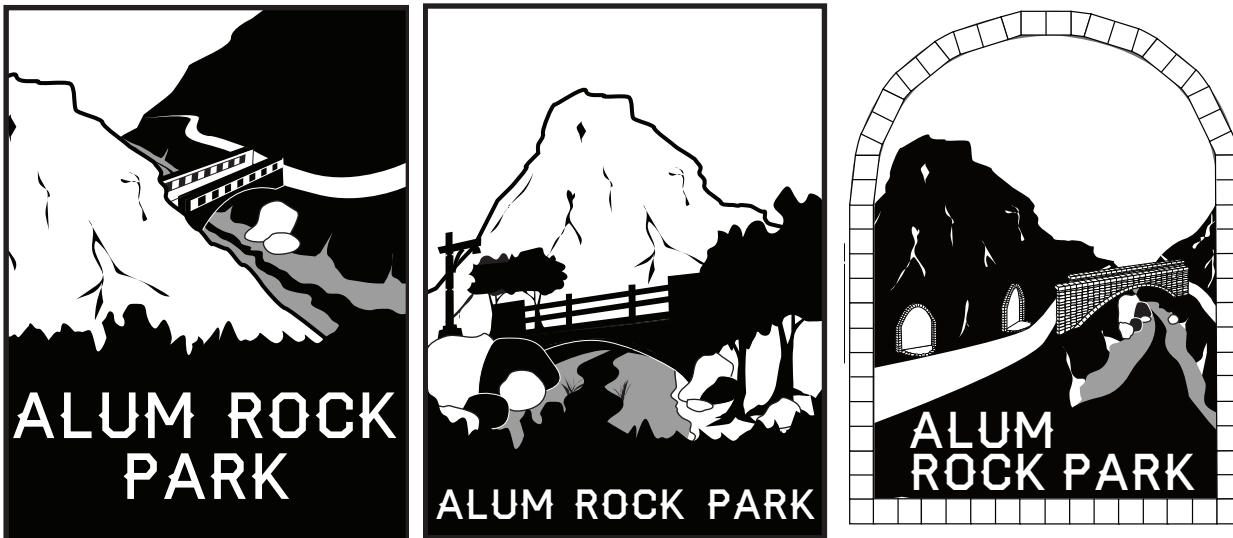
Logo A   **Logo B**   **Logo C**

Figure 13 Logo options

Comments on the logos and gateways shown in Figures 13 and 16 include:

Logo:
- Recall history since 1872, explain pre-historic and rancho era history (prior to 1872) and a recollection of major park events, draw visitors into the park.
  - Focus on an era at the park's peak time – WWI (streetcars from 1927), typeface should match.

- For the black and white logos (A,B,C) :
  - Include people (families, hiker) near the water or looking at the creek; going to the park is a multi-generational activity
  - Logo A - Distill the logo down to focus on the main features; the mountainous terrain is not a focus and should be less half dome-like. Move off to the side more to reduce focus.
  - Logo B - The logo is good because it shows more elements in the park; the lamp post humanizes it also

- Review more information about the park's history to include in the final design.

Gateways:
- Consider gateway near restrooms
- Consider gateway at Eagle parking lot – seems more like an entrance
- Gateway A - Scale down gateway at Alum Rock Ave. to make bike/ped only entrance obvious.

Design Critique

In future design efforts, it is encouraged for the design team to consider and incorporate the public's feedback. A Master Plan effort is suggested to create a holistic plan that includes wayfinding, gateways, branding, and strengthening the park user's experience.

Gateway A

column cap and base, cut stone

rounded field stone

archway sign, redwood beam

ALUM ROCK PARK

cap and base, cut stone

logo

rounded field stone

Gateway B

ALUM ROCK PARK
SAN JOSE, CALIFORNIA
EST. 1872

sign board, stacked redwood boards with routed lettering10x8, typ.

Gateway C

Entrance Exhibit

Restored original hand—wewn Lamppost
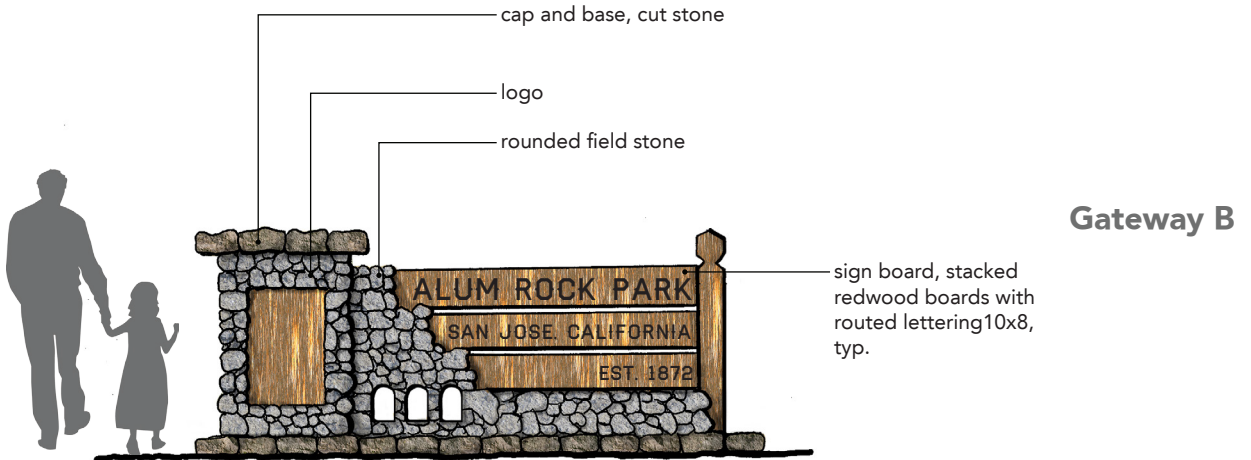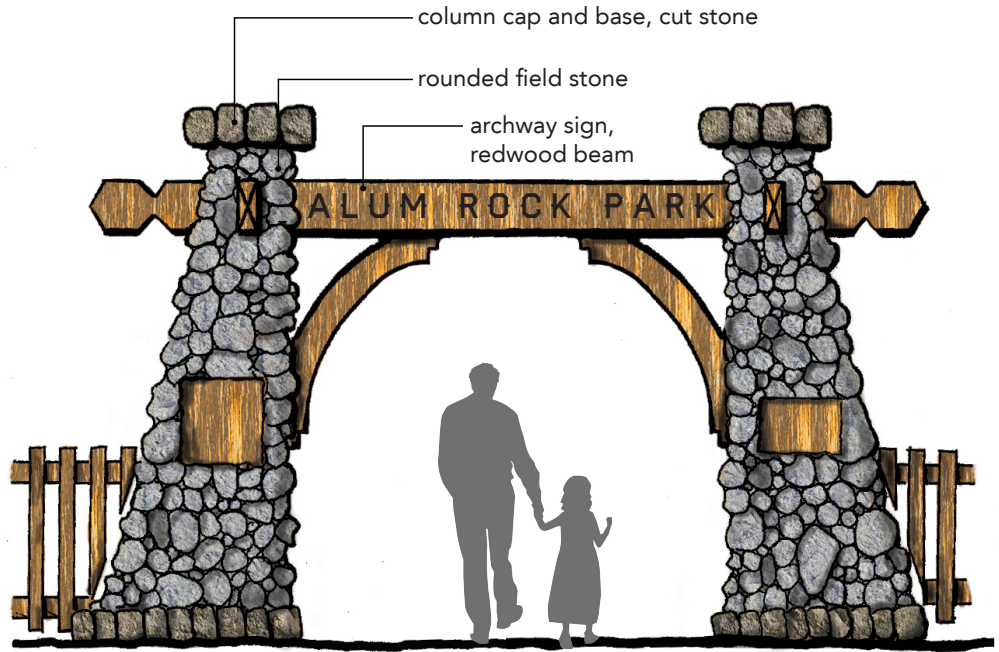
ALUM ROCK
San Jose, California   Est. 1872
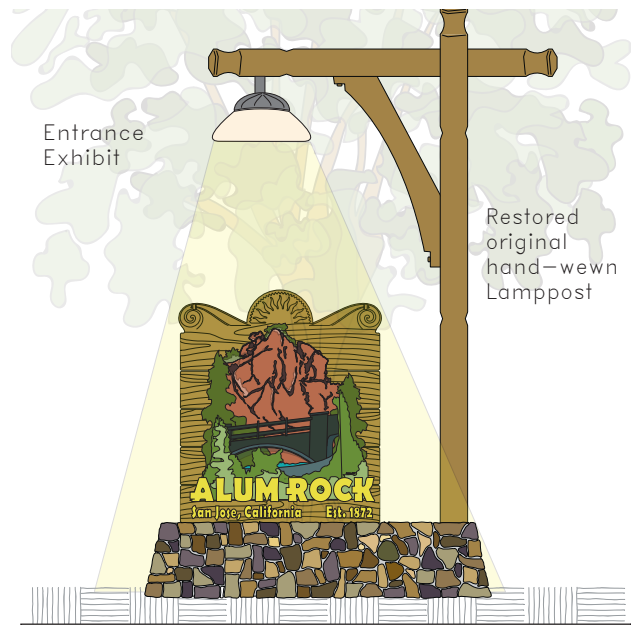
Figure 16 Gateway options

VI Recommendations

Alum Rock Park Wayfinding and Gateway Study

Alum Rock Park offers a variety of activities to visitors, including hiking, picnicking, and educational programming.

COSTS + NEXT STEPS

Cost Estimate

The approximate costs for implementing the wayfinding and entrance gateway signs are as follows, based on 2017 dollars:

Penitencia Creek Road Entrance	$71,000
Sierra Vista Open Space Preserve Entrance	$67,000
Alum Rock Avenue Entrance	$46,000
Contingencies	$55,000
Professional Services	$70,000
City Project Administration	$72,000
Estimated Project Total:	**$382,000**

A detailed cost estimate that outlines all assumed expenses can be reviewed in the Appendix.

Next Steps

Next steps would involve further refinement of the logo and entrance gateway designs. Professional services required for implementation include graphic design, topographic surveying, landscape architecture, geotechnical engineering, and structural engineering, to produce a set of construction documents suitable for public bidding. Legislative action would be required to enable park signs to be located on Interstate 680. An encroachment and sign permit would be required from CalTrans before construction could begin. City Staff would be responsible for making updates to the park webpage(s).

ACKNOWLEDGMENTS

Executive Committee

Angel Rios Jr., Director
Matt Cano, Assistant Director
Marybeth Harasz, Deputy Director
Neil Rufino, Acting Deputy Director, Recreation & Community Services Division
Justin Long, Deputy Director, Parks Division

City Staff

Danielle Bone-Hayslett, PRNS – Park District 6
Tala Fatolahzadeh, PW – CFAS
Chris Mastrodicasa, PW – CFAS
Joe Nguyen, PRNS – Park District 6
Alex Pearson, PRNS – Parks
Yves Zsutty, PRNS - Trails

Open Space Authority of Santa Clara Valley

Donna Plunkett

Consultant - Callander Associates

Mark Slichter, Principal
Marie Mai, Project Manager
Jana Schwartz, Designer/Graphics

APPENDIX

prepared on: 2/14/16
prepared by: JS
checked by: MM

Item #	Description	Qty	Unit	Cost	Item Total	Subtotal
	Penitencia Creek Road Entrance					
A	**Project Start-up**					
1.	Bonding and mobilization	Allow	6%	$3,588.00	$3,588.00	
2.	Construction staking	Allow	LS	$2,000.00	$2,000.00	
3.	Traffic control (local roads)	Allow	LS	$5,000.00	$5,000.00	
4.	Construction sign (local roads)	Allow	LS	$500.00	$500.00	
						$11,090.00
B	**Demolition**					
1.	Clear and grub	500	SF	$1.00	$500.00	
2.	Remove existing roadway sign	Allow	LS	$500.00	$500.00	
3.	Remove entry sign	Allow	LS	$1,000.00	$1,000.00	
4.	Miscellaneous removals	Allow	LS	$10,000.00	$10,000.00	
						$12,000.00
C	**Signage**					
1.	Directional sign	5	EA	$750.00	$3,750.00	
2.	Use/activity sign	5	EA	$750.00	$3,750.00	
3.	Entry gateway	Allow	LS	$25,000.00	$25,000.00	
4.	Paint existing sign post	3	EA	$100.00	$300.00	
5.	Freeway sign (with traffic control)	2	EA	$7,500.00	$15,000.00	
6.	Advance freeway sign (with traffic control)	0	EA	$7,500.00	$0.00	
						$47,800.00
	Penitencia Creek Road Entrance Subtotal					***$70,890.00***
	Sierra Vista Open Space Preserve Entrance					
A	**Project Start-up**					
1.	Bonding and mobilization	Allow	6%	$3,450.00	$3,450.00	
2.	Construction staking	Allow	LS	$2,000.00	$2,000.00	
3.	Traffic control (local roads)	Allow	LS	$4,000.00	$4,000.00	
4.	Construction sign (local roads)	Allow	LS	$500.00	$500.00	
						$9,950.00
B	**Demolition**					
1.	Clear and grub	500	SF	$1.00	$500.00	
2.	Remove existing roadway sign	Allow	LS	$0.00	$0.00	
3.	Remove entry sign	Allow	LS	$500.00	$500.00	
4.	Miscellaneous removals	Allow	LS	$1,000.00	$1,000.00	
						$2,000.00
C	**Signage**					
1.	Directional sign	16	EA	$750.00	$12,000.00	
2.	Use/activity sign	8	EA	$750.00	$6,000.00	
3.	Entry gateway	Allow	LS	$15,000.00	$15,000.00	
4.	Paint existing sign post	0	EA	$100.00	$0.00	
5.	Freeway sign (with traffic control)	2	EA	$7,500.00	$15,000.00	
6.	Advance freeway sign (with traffic control)	1	EA	$7,500.00	$7,500.00	
						$55,500.00

16073CostEstimate

1 of 3

Estimate of Probable Construction Costs
prepared for the   **Alum Rock Park Entrance Study**
City of San José   **Wayfinding Plan**

prepared on: 2/14/16
prepared by: JS
checked by: MM

Item #	Description	Qty	Unit	Cost	Item Total	Subtotal
	Sierra Vista Open Space Preserve Entrance Subtotal					**_$67,450.00_**
	Alum Rock Avenue Entrance					
A	**Project Start-up**					
1.	Bonding and mobilization	Allow	6%	$2,295.00	$2,295.00	
2.	Construction staking	Allow	LS	$2,000.00	$2,000.00	
3.	Traffic control (local roads)	Allow	LS	$3,000.00	$3,000.00	
4.	Construction sign (local roads)	Allow	LS	$500.00	$500.00	
						$7,800.00
B	**Demolition**					
1.	Clear and grub	2,000	SF	$1.00	$2,000.00	
2.	Remove existing roadway sign	Allow	LS	$500.00	$500.00	
3.	Remove entry sign	Allow	LS	$1,000.00	$1,000.00	
4.	Miscellaneous removals	Allow	LS	$10,000.00	$10,000.00	
						$13,500.00
C	**Signage**					
1.	Directional sign	3	EA	$750.00	$2,250.00	
2.	Use/activity sign	0	EA	$750.00	$0.00	
3.	Entry gateway	Allow	LS	$15,000.00	$15,000.00	
4.	Paint existing sign post	0	EA	$100.00	$0.00	
5.	Freeway sign (with traffic control)	0	EA	$7,500.00	$0.00	
6.	Advance freeway sign (with traffic control)	1	EA	$7,500.00	$7,500.00	
						$24,750.00
	Alum Rock Entrance Subtotal					**_$46,050.00_**
D	**SUBTOTAL CONSTRUCTION COSTS**					**$184,390.00**
E	**Contingency**					
1.	Design / level of estimate contingency	Allow	20%	$36,878.00	$36,878.00	
2.	Construction contingency	Allow	10%	$18,439.00	$18,439.00	
						$55,320.00
F	**TOTAL CONSTRUCTION COSTS**					**$239,710.00**
G	**Professional Services**					
1.	Logo design	Allow	3%	$7,500.00	$7,500.00	
2.	Topographic survey	Allow	6%	$15,000.00	$15,000.00	
3.	Landscape architecture	Allow	8%	$20,000.00	$20,000.00	
4.	Geotechnical engineering	Allow	6%	$15,000.00	$15,000.00	
5.	Structural engineering	Allow	2%	$5,000.00	$5,000.00	
6.	Permitting	Allow	3%	$7,500.00	$7,500.00	
						$70,000.00

16073CostEstimate

prepared on: 2/14/16
prepared by: JS
checked by: MM

Item #	Description	Qty	Unit	Cost	Item Total	Subtotal
H	**City Project Administration**	Allow	30%	$71,913.00	$71,913.00	
						$71,913.00
I	**PROJECT TOTAL**					**$381,623.00**
	Based on drawing entitled "Wayfinding Plan," dated 2/14/17.					
	The above items, amounts, quantities, and related information are based on Callander Associates' judgment at this level of					
	document preparation and is offered only as reference data. Callander Associates has no control over construction quantities, costs					
	and related factors affecting costs, and advises the client that significant variation may occur between this estimate of probable					
	construction costs and actual construction prices.					

Website Annotations

Home > Facilities **1**

Facilities — Feature Overview
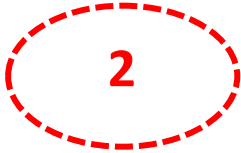
View all facilities

Alum Rock Park **2**

ALUM ROCK PARK
City of San José
Dedicated 1872

AR_main entrance1.JPG

Other Link — Alum Rock Park Rules & Regulations **4**

Related Resources **6**
- Alum Rock Map
- Alum Rock Brochure
- Alum Rock Rules and Regulations **4**
- Alum Rock Picnic Area Fees
- Hiking Map **5**
- Trail Report

View Community Brochures

For park closures, updates and notices please follow the links below:

- News and Announcements (Holiday closures, visiting hour changes)
- Emergency and Alerts (Fire hazard closures, weather related alerts)
- Exciting news!! Alum Rock Park now offers FREE parking at the Eagle Rock & Rustic Lands parking Lots (in addition to the Penitencia Creek Road Entrance lot) through September 30, 2016. The Alum Rock Visitor Center & Youth Science Institute parking lots will cost $6.00 per vehicle for daily parking or a Regional Parks Annual Parking Pass is required. The Holiday parking rate for all Alum Rock parking lots will be $10.00 per vehicle. For additional information, please call 408-259-5477.

**No dogs / pets allowed inside Alum Rock Park.

**All Alum Rock Park visitors are _required_ to park in the parking lot and not on surface streets outside the park.

3

Alum Rock Park

Sources: Esri,... esri

Get Directions

Alum Rock Park
15350 Penitencia Creek Rd.
San Jose, CA 95127

Hours

M - F	8:00 AM	—	6:00 PM
Sat	8:00 AM	—	6:00 PM
Sun	8:00 AM	—	6:00 PM
Other	Closing time is one half hour after sunset. 6:00 PM is subject to change depending on the season.		

Rating

★★★★★

5 average based on 3 votes

RECOMMENDATIONS:

1. Designate a park home page

2. Provide park 'marketing' description and photo at top of page

3. Update Google location

4. Show Rules and Regs once. Update Rules and Regs flyer to reflect parking fee status and additional Sierra Vista access

5. Open up all links as new tabs

6. Update park map and add joint Sierra Vista / Alum Rock Park map

FIRST SEARCH RESULT: HTTPS:WWW.SANJOSECA.GOV FACILITIES FACILITY DETAILS 176

Callander Associates Landscape Architecture · CITY OF SAN JOSE CAPITAL OF SILICON VALLEY · OPEN SPACE AUTHORITY SANTA CLARA VALLEY · SAN JOSE PARKS, RECREATION & NEIGHBORHOOD SERVICES

website enhancements

2 ALUM ROCK TRAIL MAP

3 NO Dogs or Pets / Fireworks / Smoking / Amplified Sound

To avoid ticks, rattlesnakes and poison oak
STAY ON TRAILS
and DO NOT cut switchbacks
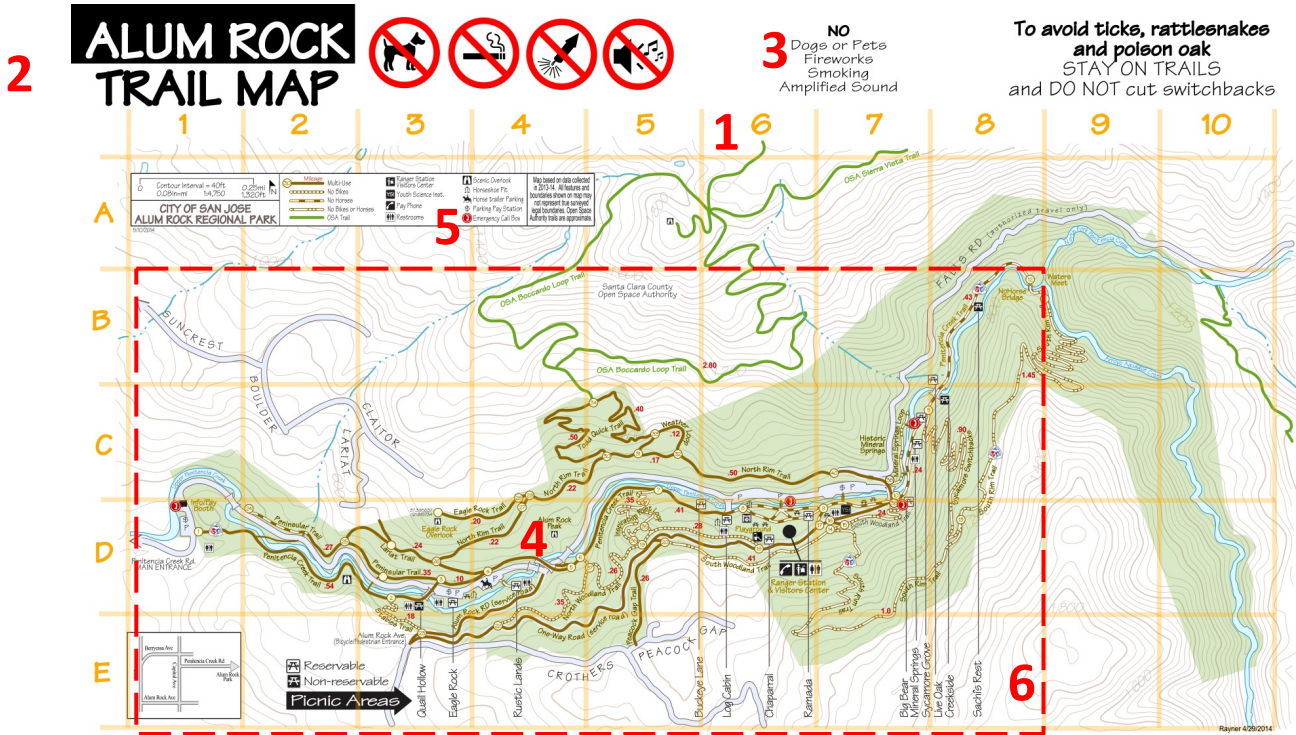
RECOMMENDATIONS:

1. Add Sierra Vista Open Space Preserve parking and connection

2. Add park logo

3. Reduce size of warning symbols. Utilize either words or symbols.

4. Use color coded trails in lieu of harder-to-read linetypes

5. Enlarge legend and map symbols

6. Revise map to become key map focused on park facilities

ALUM ROCK PARK MAP LINK: CA-SANJOSE.CIVICPLUS.COMDOCUMENTCENTERVIEW8561

Callander Associates Landscape Architecture

CITY OF SAN JOSE CAPITAL OF SILICON VALLEY

OPEN SPACE AUTHORITY SANTA CLARA VALLEY

SAN JOSE PARKS, RECREATION & NEIGHBORHOOD SERVICES

website enhancements

RECOMMENDATIONS:

1. Main City webpage does not list Alum Rock as a primary "Outdoor Fun" or "Places to Go" location for visitors

2. Note link as park's main webpage

3. Eliminate multiple links to Penitencia Creek Trail

4. Helpful map

5. Add information about Sierra Vista parking lot / park entrance option. Provide separate maps to each parking area

6. Warnings should be in red text

7. Keep text the same color for consistency

SECOND SEARCH RESULT: HTTP:WWW.SANJOSECA.GOV ? NID 2819

website enhancements

RECOMMENDATIONS:

1. Link back to park's main page in lieu of repeating hiking map links

2. Consolidate parking and directions information

Via E-Mail Only

November 10, 2016

Meeting Summary
Alum Rock Park Entrance Study
RE: **Project Kick-off Meeting / Site Tour**
Date of Meeting: Monday, November 7, 2016, 9:00 am – 12:00 pm
5 pages

Attendees:

City of San Jose:
Danielle Bone-Hayslett, PRNS - Park District 6, danielle.hayslett@sanjoseca.gov
Tala Fatolahzadeh, PW - CFAS, tala.fatolahzadeh@sanjoseca.gov
Chris Mastrodicasa, PW - CFAS, chris.mastrodicasa@sanjoseca.gov
Joe Nguyen, PRNS – Park District 6, joe.nguyen@sanjoseca.gov
Alex Pearson, PRNS - Parks, alex.pearson@sanjoseca.gov
Mark Rayner, PRNS - CIP, mark.rayner@sanjoseca.gov
Yves Zsutty, PRNS - Trails, yves.zsutty@sanjoseca.gov

Santa Clara Valley Open Space Authority:
Rachel Santos (RS), rsantos@openspaceauthority.org

Consultant:
Marie Mai (CA), mmai@callanderassociates.com
Mark Slichter (CA), mslichter@callanderassociates.com

A meeting was held to kick-off the project, introduce members of the Technical Advisory Committee to each other, tour the site, and discuss initial thoughts about existing park wayfinding deficiencies and how they might be improved. Alum Rock Park is the City's oldest park, and possibly the State's oldest civic park, having been established in 1872. With its 150th anniversary coming in 2022, this project seeks to improve wayfinding to the park to address parking issues, provide recommendations on gateway designs to better announce the park's entrances and depict a park identity, and provide budget figures for potential future improvements to enhance the park. The following information was discussed and/or decided upon in our meeting.

item	*person and date to follow up*

Stop 1: Sierra Vista Open Space Preserve, 5341 Sierra Rd

1. The preserve is about 1600 acres in size. The Santa Clara Valley Open Space Authority (OSA) opened the parking lot and staging area in 2014 and has plans to develop a second, 'mirror-image' parking area across the street, pending funding availability.

item	person and date to follow up

2. The preserve provides access to Alum Rock Park (Park) via the Boccardo Trail. The existing lot could serve visitors to both the preserve and the park.

3. The lot is full on the weekend, oftentimes with overflow vehicles parked on the side of the road. Visits to the preserve appear to be increasing as more people become aware of it. The majority of visitors appear to be hikers and mountain bicyclists. There does not appear to be much equestrian use.

4. OSA has plans to open an additional two miles of trail next year, and may install a vault toilet at the trailhead in the future.

5. OSA is supportive and interested in cross-promotion of the Sierra Vista Preserve and Alum Rock Park, including the potential for a park gateway element at the trailhead. The Bay Area Ridge Trail also cuts through the area.   CA to evaluate by 11/28

6. Placemaking motif include a reference to the Ohlone Indians, which are a big part of the area's history.   CA to evaluate by 11/28

Stop 2: Alum Rock Park, 15295 Penitencia Creek Rd

1. This trailhead parking lot is currently considered the main entrance to the park. It frequently gets full and has resulted in overflow parking spilling into nearby neighborhood streets and impacting residents. This has been exacerbated when the lot charged a fee for parking. The fee has since been removed.

2. There are additional parking lots more interior to the park. The City instituted a pilot program making the Eagle Rock and Rustic Lands lots free during the summer months (June to September). This program saw a reduction in the amount of overflow parking in the neighborhood. The City is considering making the free parking permanent.

3. The park's scale and history indicates that it should be considered a City treasure and gem, but the entrances to the park do not (but should) reflect that sentiment. There should be a sense of anticipation as one approaches the park's entrances.

item	*person and date to follow up*

4. A new park entry sign/gateway monument is desired to reflect the character and significance of the park better than the existing 'tombstone' concrete sign. The sign could be located near the restroom/trailhead area. — CA by 11/28

5. The circulation through the lot is problematic. The raised islands constrain circulation. About a dozen residents utilize the lot and park entrance road to access their properties, so the gate has a keycode allowing them free access.

6. Fire and large truck access must be accommodated through the lot. The existing roundabout island and park sign has been hit by vehicles multiple times and is slated for removal.

7. A sign or monument near Dorel Drive (possibly where the mailboxes were slated to be located) is desired to build anticipation to the park entry and reinforce wayfinding to the park. — CA by 11/28

8. Most park users are hikers and mountain bikers. The Penitencia Creek Trail is the park's most popular trail.

9. Consider adding/including a sign to inform visitors of and direct visitors to the additional (free) interior parking lots. — CA by 11/28

10. Consider having information on the readerboard to interpret the park's history. Considering it is the main park entrance, the park history and uniqueness is not currently obvious to a first-time visitor.

11. Residents would like the parking lot to be expanded. The City plans to improve the last stretch of roadway through right-of-way-acquisition and is evaluating the parking lot design in a separate effort to improve its circulation. The through aisle on the east side requires visitors to cross a vehicular aisle to get to the trailhead.

item	person and date to follow up

Stop 3: Alum Rock Park, interior

1. Golden eagles have been sighted at Eagle Rock.

2. City may replace the restroom at the Eagle Rock parking lot.

3. The log cabin is a replacement of a replica. It is a City historical landmark but not otherwise historically significant.

4. The Youth Science Institute (YSI) building used to house park caretakers, but is currently leased out to the YSI for their programs.

5. Local stone used in the lampposts and bridges is mostly sandstone. The stone features and pedestrian bridge should be evaluated as park motifs. Historic park materials are primarily stone. Wood elements are limited to the lampposts, which were handhewn.   CA by 11/28

6. Alum Rock was misnamed since the local stone did not actually contain any alum.

7. The park contains stone grottos that used to release piped mineral spring water with the park considered to be a health destination.

Stop 4: Alum Rock Park, 16210 Alum Rock Avenue

1. Websites (non-City) still reference this location as the main park entrance. Parking in the neighborhood is an issue.

2. Visitors frequently call the park ranger office needing help getting to the Penitencia Creek Rd location. The existing detour sign is graphically ineffective and routes visitors on a long detour. It should be replaced with something more visible and intuitive, perhaps indicating the distance or drive time to the other entrance.   CA by 11/28

3. Roadway signs should help redirect visitors to the Penitencia Creek Rd parking lot.   CA by 11/28

item	*person and date to follow up*
4. This location should have a gateway monument but read as a secondary (hiking/biking only) entrance.	CA by 11/28
5. Crothers Road and the gravel road on the north leading to the stables are County roads. The County has completed a study evaluating parking options along Alum Rock Avenue but the identified parking area is located about 300' away near the Mt. Hamilton Road turnoff. The study includes a cul-de-sac at this location.	
6. Consider using National Park Services sign standards (i.e. brown color, similar/same font).	CA by 11/28
7. Consider adding a park map since none are provided.	CA by 11/28
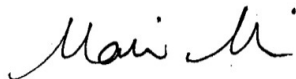
Schedule

1. A meeting to review draft wayfinding plan and park identity motifs will be held in two weeks.

-END-

The information above is Callander Associates' understanding of items discussed and decisions reached at the meeting. Callander Associates is proceeding with the project based on this understanding. If you have any questions, additions, or corrections to this memo, please contact this office in writing within three days.

Submitted by:

Marie Mai, Callander Associates

cc: All attendees

Callander Associates
Landscape Architecture

Via E-Mail Only

December 6, 2016

Meeting Summary
Alum Rock Park Entrance Study
RE: Meeting #1
Date of Meeting: Monday, November 28, 2016, 11:00 am – 12:30 pm
4 pages

Attendees:

City of San José:
Danielle Bone-Hayslett, PRNS - Park District 6, danielle.hayslett@sanjoseca.gov
Tala Fatolahzadeh, PW - CFAS, tala.fatolahzadeh@sanjoseca.gov
Chris Mastrodicasa, PW - CFAS, chris.mastrodicasa@sanjoseca.gov
Joe Nguyen, PRNS – Park District 6, joe.nguyen@sanjoseca.gov
Alex Pearson, PRNS - Parks, alex.pearson@sanjoseca.gov
Yves Zsutty, PRNS - Trails, yves.zsutty@sanjoseca.gov

Santa Clara Valley Open Space Authority:
Rachel Santos (RS), rsantos@openspaceauthority.org

Consultant:
Marie Mai (CA), mmai@callanderassociates.com
Mark Slichter (CA), mslichter@callanderassociates.com

A meeting was held to (1) discuss the motifs that should be used to represent the Park's identity and (2) obtain the TAC's input on a draft wayfinding plan. Marie suggested that the park's identity can be reflected in a logo comprised of various motifs that highlight the main unique features of the park. The logo could be used in the park wayfinding and entrance signs as well as in various media brochures. Logos can be a good way of establishing a brand identity by communicating the type or quality of 'services' that visitors can expect. The wayfinding plan recommendations will be utilized to develop conceptual level budget estimates for implementation of the park wayfinding signs and monuments. The following information was discussed and/or decided upon in our meeting.

---

item   *person and date to follow up*

Park Logo / Branding

1. The best logos tend to be: simple, legible, adaptable/flexible (to scale up or down, to be used in different media), and identifiable/unique (so that they are memorable). Logos usually contain both a name and an image/icon that tries to creatively interpret the name or brand to be portrayed.

item	*person and date to follow up*
2. Attendees responded positively to the logos that utilized negative space in a creative way by 'layering' images that were discoverable depending on whether the positive or negative space was viewed.	
3. The logo should capture the Park's history and be more classic in style than trendy (which quickly becomes dated). It should feel less modern and more rustic.	CA by 12/12
4. 'Alum Rock' should figure dominantly in the logo; the park bridge(s) and stonework should also be included as they are features unique to the park and integral with its history. A nod toward the present/future goals of the park could be incorporation of wildlife imagery to reflect ongoing conservation and 'return to nature' efforts.	CA by 12/12
5. Other existing logos that some attendees liked include those from San Jose's Family Camp and Golden Gate National Recreation Area.	CA by 12/12

Wayfinding Plan

1. The Penitencia Creek Trail and Bay Area Ridge Trails should be added as access/connection 'points'.	CA by 12/12
2. Caltrans signage requirements do not allow City parks to be noticed from the freeway unless they are located within 1 mile of the exit. Happy Hollow Park and Zoo has an exit on southbound 101 near Story Road (but that park is within 1 mile of the freeway).	
3. A park would have to be at a County-wide or more regional-serving level for Caltrans to approve freeway signs for it. Project (report) recommendations should note additional work by staff to take steps as necessary (such as drafting special legislation for to allow park guide signs on Interstate 680 for both Alum Rock Park and the Sierra Vista Open Space Preserve (OSP). The Open Space Authority (OSA) may collaborate with the City to pursue.	CA by January
4. Freeway guide signs should be 1 to 2 miles in advance of (or prior to) the exits.	CA by 12/12
5. Plan should show the interior parking lots near Penitencia Creek Road to defuse potential concerns from the neighborhood about parking.	CA by 12/12

item	*person and date to follow up*
6. The wayfinding signs could be co-branded throughout, or be limited to specific segments. A kiosk could show both parks together, but distinctly. Alum Rock could be more dominant, with Sierra Vista OSP secondary. Look at Muir Woods/Mount Tamalpais parks as a potential precedent.	CA by 12/12
7. Provide a sign at the covered bridge near the gore point to announce that the park (Penitencia) entry is ahead.	CA by 12/12
8. Report should include a recommendation to re-evaluate the circulation through the Penitencia Creek parking lot to eliminate the need for pedestrians to cross the main vehicular drive to reach the trailhead from the lot.	CA by January
9. Park entry sign at Penitencia Creek site should be located in the existing circle, at the gated area, or other location closer to the trailhead and in a more open space.	CA by 12/12
10. A suggestion was made to incorporate an archway entrance at the Penitencia Creek location, but there is a concern it would look inauthentic compared to the existing stone bridges.	
11. The parking at Alum Rock Avenue/Mt. Hamilton Road was proposed by the County to address bicyclists wishing to cycle to Mt. Hamilton. Park users could conceivably use it too.	
12. Report should note include updates to the detour sign at the Alum Rock Park entrance to reflect the shorter detour through Toyon, since the detour traffic volume has decreased and a shorter route may encourage visitors to go through with the detour.	CA by January
13. The City's DOT should review the project.	CM to notify Jim Bitner by 12/2
14. Report should include recommendation to contact and update the Google, Yahoo, and other popular search engines to reflect the correct main entry point at Penitencia Creek Road.	CA by January
15. Report should note the planned expansion of the Sierra Vista OSP parking lot as there may be an opportunity to jointly develop it and incorporate park identity features like stone detailing on signs, gates, etc.	CA by January

VIII Appendix   Alum Rock Park Wayfinding and Gateway Study

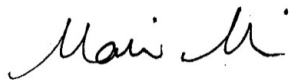| *item*	*person and date to follow up*

Next Steps

1. Team will meet in two weeks to review conceptual logo and signage options.

2. Additional input on the logo, project plans and image boards should be provided no later than Friday 12/2.

-END-

The information above is Callander Associates' understanding of items discussed and decisions reached at the meeting. Callander Associates is proceeding with the project based on this understanding. If you have any questions, additions, or corrections to this memo, please contact this office in writing within three days.

Submitted by:

Marie Mai, Callander Associates

cc: All attendees

![Callander Associates Landscape Architecture - 40 Years]

Via E-Mail Only

December 13, 2016

Meeting Summary
Alum Rock Park Entrance Study
RE: Meeting #2
Date of Meeting: Monday, December 12, 2016, 9:00 am – 10:00 am
3 pages

Attendees:

> *City of San José:*
> Danielle Bone-Hayslett, PRNS - Park District 6, danielle.hayslett@sanjoseca.gov
> Tala Fatolahzadeh, PW - CFAS, tala.fatolahzadeh@sanjoseca.gov
> Chris Mastrodicasa, PW - CFAS, chris.mastrodicasa@sanjoseca.gov
> Joe Nguyen, PRNS – Park District 6, joe.nguyen@sanjoseca.gov
> Alex Pearson, PRNS - Parks, alex.pearson@sanjoseca.gov
> Yves Zsutty, PRNS - Trails, yves.zsutty@sanjoseca.gov
>
> *Consultant*:
> Marie Mai (CA), mmai@callanderassociates.com
> Mark Slichter (CA), mslichter@callanderassociates.com

A meeting was held to review the park logo and entry monument signage concepts, as well as website suggestions and cost estimate. The following information was discussed and/or decided upon in our meeting.

item	person and date to follow up

Park Logo

1. Logo sets A and B combined with the park name had a negative resemblance to the Taco Bell logo. Input included: make it less symmetrical, Alum Rock shape is too peaked, and incorporate text into logo.

2. Logo option D (Family Camp style) was well received. Suggested changes included: have an intricate version for large signs and a stripped down version (replace bicyclist and lamppost with something else) for shirts and small scale applications, simplify the silhouettes to increase legibility/reproducibility, and use a common typeface for ease of reproduction and to allow broader,   CA by January

Meeting Summary
Alum Rock Park Entrance Study
RE: **Meeting #2**
Date of Meeting: Monday, December 12, 2016, 9:00 am – 10:00 am
Page 2 of 3

item	person and date to follow up
more 'free' use of the logos. Style should take inspiration from the custom typeface created by Mark Raynor. This option will be refined as one of the preferred logos.	
3. Logo options E and F (GGNRA style) were well received, option G slightly less so. Suggested changes to option F included: consider adding lamppost, replace reeds with broadleaf plants, and utilize a thinner linetype for the peak. These options will be refined as one of the preferred logos.	CA by January

Entry Gateways

1. Eliminate City logo from sign options (it will likely be updated).	CA by January
2. Utilize working lamppost in option B, possibly solar. Incorporate stainless steel fissures into peak. Consider eliminating lamppost element completely (being careful to avoid 'poop' appearance of standalone peak).	CA by January
3. Make option C pedestrian (not vehicular) scale since entry drive will need to accommodate trucks and beam height won't be high enough.	CA by January
4. Options shown have a big footprint; include Mark's design as a smaller footprint option.	CA in draft report
5. Alum Rock 'peak' silhouette should be the same across various sign graphics.	CA in draft report

Website Suggestions

1. Consolidate or reformat trail map if emergency service requirements can be adequately addressed.	CA to note in draft report
2. There was a general consensus that incorporating a good 'marketing' image in lieu of the plain park sign photo was a good idea.	CA to note in draft report
3. This wayfinding and branding effort will require updates to the website to, at a minimum, incorporate the Sierra Vista Open Space Preserve parking entrance.	CA to note in draft report
4. Staff to work with Executive Committee to get suggested website changes incorporated. Website layout follows a strict but unexciting format template so changes may be difficult to incorporate. It's possible that the Executive Committee may propose other standards.	YZ by January

item	*person and date to follow up*
5. City website takes too many 'clicks' to get to Alum Rock Park and Family Park 'homepage'. It would be better if there was a unique URL that staff could direct visitors to instead of the current random mix of numbers and letters, however, there is currently a requirement that all information 'pass through' the City webpage.	CA to note in draft report

Wayfinding Plan

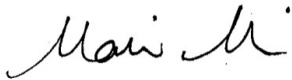|	
1. Freeway signs for parks should be brown in color.	CA by January

Next Steps

1. Concept options, concept refinements and website suggestions will be incorporated into a draft report, to be reviewed in a final meeting, likely in January.

2. Final report is anticipated to be completed by February.

-END-

The information above is Callander Associates' understanding of items discussed and decisions reached at the meeting. Callander Associates is proceeding with the project based on this understanding. If you have any questions, additions, or corrections to this memo, please contact this office in writing within three days.

Submitted by:

Marie Mai, Callander Associates

cc: All attendees

Callander Associates
Landscape Architecture

Via Email Only

June 5, 2017

Meeting Summary
Design Input Committee Meeting

RE: **Alum Rock Park Entrance Study**
Date: June 1, 2017
Time: 11:30 p.m. to 1:30 p.m.

Attendees:	**City of San José:**	Yves Zsutty (YZ), yves.zsutty@sanjoseca.gov
		Chris Mastrodicasa (CM), chris.mastrodicasa@sanjoseca.gov
		Tala Fatolahzadeh (TF), tala.fatolahzadeh@sanjoseca.gov
		Danielle Bone-Hayslett (DH), danielle.hayslett@sanjoseca.gov
		Joe Nguyen (JN), joe.nguyen@sanjoseca.gov
	Design Input Committee:	Sharon Root (SR), onthegooo@gmail.com
		Janet Houde (JH), jrhoude@yahoo.com
		Liz Chell (LC), lizchell@yahoo.com
		Kathleen Rose (KR), kathy@malibu66.com
		Jean Dresden (JD), jeanann2@aol.com
		Brian Grayson (BG), brian@preservation.org
	Callander Associates (CA):	Marie Mai (CA), mmai@callanderassociates.com
		Jana Schwartz (CA), jschwartz@callanderassociates.com

The purpose of this meeting was to review the entrance study research and concepts. Comments from the Committee and City staff will be incorporated into the report document. Items noted below were discussed and/or decided upon in our meeting.

Item

Park Needs

1. Work with Open Space Authority to expand parking beyond 80 spots
2. Provide an improved visitor center and consider new location to establish park entry and draw people into the park.
3. Trails are not well-marked; enhance signage but consider that limited signage preserves natural feel of the park

4. Cell phone service for emergencies

5. Park entrance is anticlimactic; have to travel too far to see the park's unique value/assets; think about making the park "anticipatory"

6. Designate the entire park as a site of historic significance – help get signage through CalTrans requirements

7. Consider diverse park user group. Types of park users:
   - Day hikers who start early in the day before park gates are open and park in the neighborhoods where parking is free – this group would be less willing to pay for a day permit for 1-2 hours of hiking.
   - All-day visitors who drive into the middle of the park to find parking and a picnic area – this group would be more willing to pay for day permit because of all-day use.
   - Persons with a variety of abilities/interests. Hiking into the park core from one of the exterior entrances takes physical ableness. "Cool" park features are too far into the park to reach – this group may pay for parking if accessible features and parking spaces are available at the core of the park
   - School groups and nature/history lovers. Large group gathering spaces and opportunities for children to interact with the water, natural features, and history of the park.

Park Assets

1. Natural landscape – natural fencing, water running through the park and having children laughing as they play; the filtered sunlight through the trees; animals seen in the park

2. Stone construction and arched bridges – stone grottos and bridges

3. Historical context and features – trestle remnants, light posts, the oldest regional park in California.

4. Geology/archeology – seeing how rocks have shifted and a reminder of the close proximity to active faults; tribal and ranching history in the physical formation of rock canyon.

Iconology
1. Features that embody Alum Rock Park:
   - Trolleys/street car, arched bridges, grottos, kids playing in the creek, group gatherings/celebrations, old cars, horses, trails, wildlife (egrets/ducks/deer), running water, Water Template (gazebo), Eagle Rock, historic "1872"
2. Most prominent features:
   - The creek with the arched bridge and wildlife
   - The Water Template
   - Eagle Rock (a prominent destination for many people)

Gateways/Wayfinding
3. What should be accomplished?
   - Recall history since 1872, explain pre-historic and rancho era history (prior to 1872) and a recollection of major park events, draw visitors into the park.
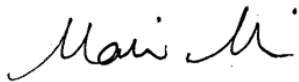4. Reactions to Gateways
   - Include gateway near restrooms

- Include gateway at Eagle parking – seems more like an entrance
- Scale down gateway at Alum Rock Ave. to make bike/ped only entrance obvious

5. Reactions to logo
   - Family Camp logo looks like a ranger patch and uses a font from the wrong era
     i. Focus on an era at the park's peak time – WWI (streetcars from 1927), typeface should match.
6. Include people (families, hiker) near the water or looking at the creek; going to the park is a multi-generational activity
7. Distill the logo down to focus on the main features; the mountainous terrain is not a focus and should be less half dome-like. Move off to the side more to reduce focus
8. The fist logo is good because it shows more elements in the park; the lamp post humanizes it also
9. Woodwork logo is too washed out with not enough contrast, but rock forms in this logo are more representative of the park.
10. Review Mercury news story from ~20 years ago to get more information about park history

-END-

The information above is Callander Associates' understanding of items discussed and decisions reached at the meeting. Callander Associates is proceeding with the project based on this understanding.

Submitted by:

Marie Mai, Callander Associates

cc: All attendees