

CITY OF FREMONT

# Gateway Concept Plan

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CITYWIDE GATEWAY CONCEPT PLAN

*Prepared for the City of Fremont by*

BMS Design Group



The Office of Michael Manwaring

JANUARY 15, 2002

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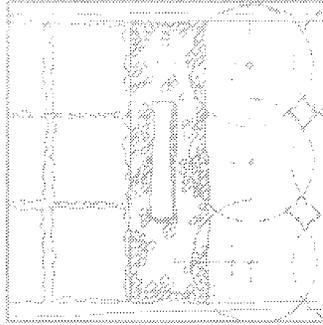
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# INTRODUCTION

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## Purpose of this Report

THIS GATEWAYS CONCEPT PLAN summarizes the City of Fremont's program to improve major gateways to the community in order to give the City added visibility and identity, and to develop a consistent and welcoming image at various entries to the city.

The plan was prepared with the participation of key City staff and a consultant team including BMS Design Group and the Office of Michael Manwaring.

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# Project Background

## LOCATION

The City of Fremont is in Silicon Valley, 30 miles south of Oakland, 15 miles north of San Jose, and 50 miles across the Bay from San Francisco.

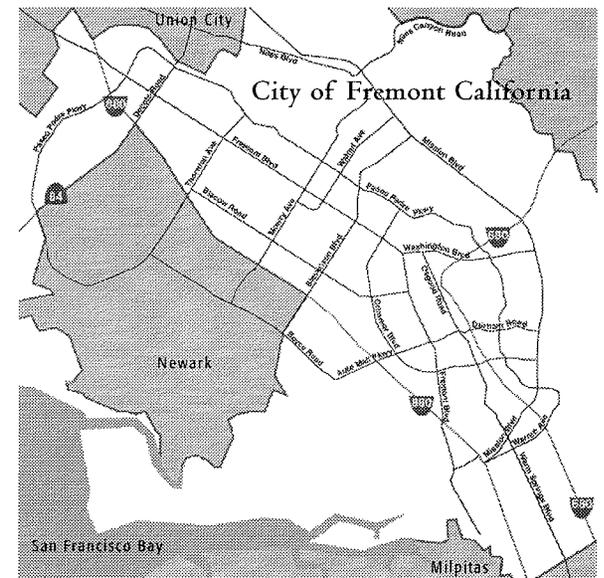
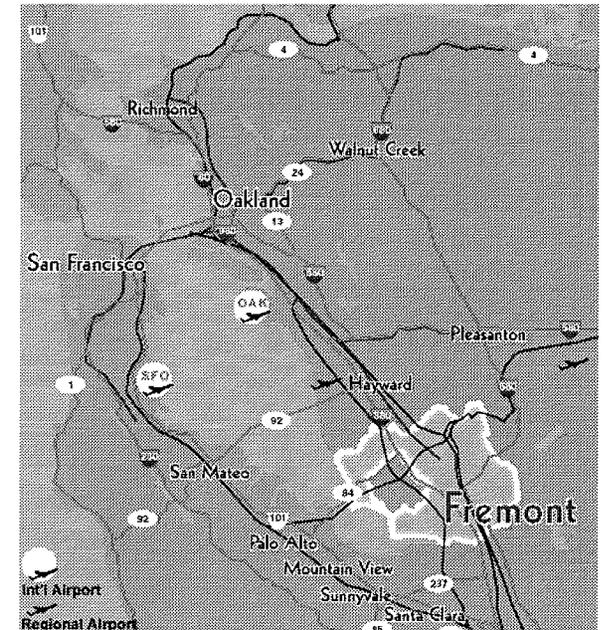
The City has approximately 200,000 residents spread over nearly 100 square miles. Incorporated in 1956, the City was originally composed of five separate smaller historic communities: Centerville, Niles, Mission San Jose, Irvington and Warm Springs.

The Spanish first settled the Fremont area with the establishment of Mission San Jose. In the mid-1840's John C. Fremont mapped a trail through Mission Pass to provide access for American settlers into the southeastern San Francisco Bay Area. In 1853 Washington Township was established, taking in the five historic communities.

Fremont has grown into a community of wide landscaped streets, 52 city parks, the San Francisco National Wildlife Refuge, Coyote Hills Regional Park, and the unique Adenwood Farm Historical Park. Fremont boasts a low crime rate and is recognized as an ethnically and culturally diverse family-oriented community.

Fremont's vibrant commercial/industrial sector is exemplified by the New United Motor Manufacturing Plant (NUMMI), a joint venture between General Motors and Toyota. As part of the world famous Silicon Valley, Fremont is also proud to be home to Lam Research, LSI Logic/Micronics Computers, Logitech, and HMT Technology, as well as many smaller but rapidly growing technology companies.

The City is bordered by Mission Peak and the East Bay Hills on the east and the San Francisco Bay on the west. Major freeways from north and south are interstate 680 along the foothills and Interstate 880 on the west. State Route 238 (Mission Boulevard) also runs north to south. State Route 84 runs through Niles Canyon, crosses Fremont westerly, and continues across the Dumbarton Bridge. Other east to west arteries include Stevenson Boulevard and Mowry Avenue, both of which pass through the Fremont Central Business District. Automall Parkway crosses 680 and 880 and continues westerly as the main access to the future Pacific Commons technology park and future 400-acre wetland restoration.



# Gateway Design Challenges

THE VAST AREA COVERED by Fremont compromises the City's ability to have a unified image at its borders. The city spreads over a very large area, and is accessed by a network of freeways, highways, and city streets, most of which continue through adjacent communities in the East Bay. The continuous fabric of urbanization throughout the East Bay and lack of topographic differentiation except at the far west (the Bay) and the far east (the foothills) makes distinguishing between the various communities a challenge.

In addition, much of the access to Fremont is via high speed roads, either freeways, highways or major arterial roadways, all of which are heavily traveled and have multiple travel lanes. Simply marking the edge of the city with typical city limit signs or small identity signs can be easily overlooked due to the speed of travel and driving concerns.

The Interstate freeways that cut through and provide primary access also impact the ability to develop an image for the City. Designed and maintained by Caltrans, these corridors are characterized by soundwalls and the minimal landscaping. However, Caltrans has recently implemented new plantings at several important gateway interchanges, namely Mowry Avenue, Stevenson Blvd. and Decoto Road which will, over time, somewhat improve the image of the City from the freeways.

Finally, the prevailing scale of development at the edges of the city – generally lower scale, industrial or commercial development, with large setbacks with parking often in the foreground – does not provide a strong defining architectural element to the gateways to further distinguish them.

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# Design Opportunities

WHILE THE CHALLENGE to devising memorable gateways to the City is substantial, Fremont offers a unique blend of characteristics that offers opportunities for design interpretation. A number of themes were discussed that could have applicability in the gateway concepts.

Among them were:

- History of Fremont
- New technology, Silicon Valley, industry
- Agricultural uses and imagery, orchards, grasses
- Cultural diversity
- Railroads in Fremont history

Among the elements that could be considered for inclusion in a gateway treatment and were explored in this process were:

- Signs
  - Lighting
  - Paving
  - Planting
  - Water features
  - Public art
  - Flagpoles
-

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## Gateway Locations

PRIOR TO THE INITIATION of this gateway study, city staff surveyed the many entries to the city and identified the most important among them for further study. A subset of the city's entries was analyzed to determine existing conditions and opportunities for improvement. Conditions assessed included soil, sidewalk, trees/plants, irrigation, open space for signage, ownership of land, apparent utilities, built features, presence of median, and general condition/appearance.

Fourteen entries into Fremont were identified to be studied as part of this planning effort. Due to logistical difficulty and potentially high costs, none of the entries identified are within the Caltrans right-of-way along either I-880 or I-680 freeways. Instead, the plan addresses areas immediately off the off-ramps of the freeways in addition to other entry locations.

A process of prioritizing the gateways for implementation was undertaken by staff. The priorities of high, medium and low provide a strategy for the timing of implementation.

Criteria for grouping the locations included:

- Cost appears to be reasonable pending further detailed analysis
- Location is prominent
- No need to acquire properties, easements or right-of-way
- No apparent conflict with up-coming public or private projects

Based on these criteria, the gateway locations, grouped by priority, are as follows:

### High Priority

Decoto Road/Route 84 east of I-880  
 Kato Road facing I-880 (northbound)  
 Mission Boulevard at northern City limit  
 Mowry Avenue east of I-880  
 Stevenson Boulevard east of I-880  
 Warm Springs Boulevard at southern City limit

### Medium Priority

Decoto Road at Paseo Padre Parkway  
 Fremont Boulevard (north) east of I-880  
 Niles Canyon Road 84 at Mission Boulevard  
 Paseo Padre Parkway N of Route 84 (in Northern Plains)

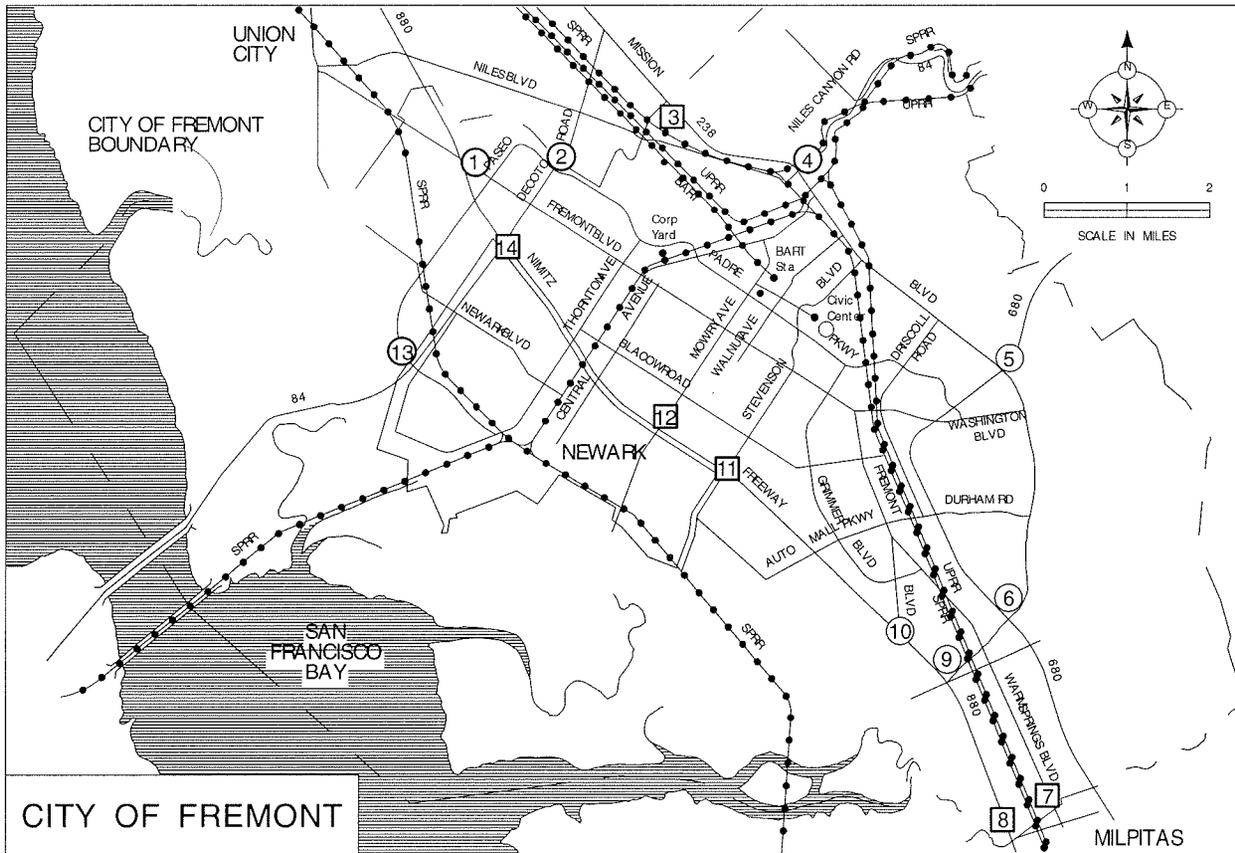
### Low Priority

Fremont Boulevard east of I-880  
 Mission Boulevard at I-680 (north)  
 Mission Boulevard at I-680 (south)  
 Mission Boulevard east of I-880

Gateway locations may shift in priority after adoption of the Plan. As implementation plans are developed and more detailed analysis is performed, staff may find that the above stated criteria or other considerations suggest a change in priority. The priorities are, therefore, considered flexible with the precise order of installation to be determined.

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# Gateway Concept Plan - Location Map



- ① FREMONT BLVD. (North) EAST OF I-880  
Medium Priority
- ② DECOTO RD. @ PASEO PADRE PARKWAY  
Medium Priority
- ③ MISSION BLVD. @ NORTHERN CITY LIMITS  
High Priority
- ④ NILES CANYON/ ROUTE 84 @ MISSION BLVD.  
Medium Priority
- ⑤ MISSION BLVD. @ I-680 (North)  
Low Priority
- ⑥ MISSION BLVD. @ I-680 (South)  
Low Priority
- ⑦ WARM SPRINGS BLVD. @ SOUTHERN CITY LIMITS  
High Priority
- ⑧ KATO ROAD FACING I-880 (Northbound)  
High Priority
- ⑨ MISSION BLVD. EAST OF I-880  
Low Priority
- ⑩ FREMONT BLVD. EAST OF I-880  
Low Priority
- ⑪ STEVENSON BLVD. EAST OF I-880  
High Priority
- ⑫ MOWRY BLVD. EAST OF I-880  
High Priority
- ⑬ PASEO PADRE PARKWAY NORTH OF ROUTE 84  
(in Northern Plains)  
Medium Priority
- ⑭ DECOTO ROAD/ROUTE 84 EAST OF I-880  
High Priority

□ = HIGH PRIORITY

○ = MEDIUM PRIORITY

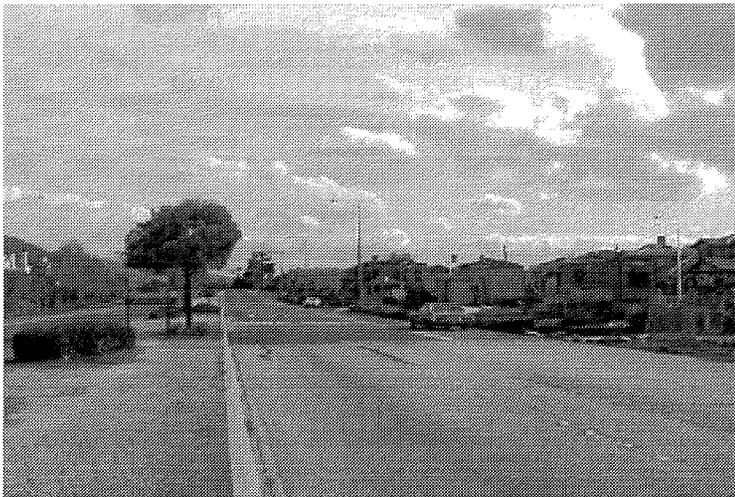
○ = LOW PRIORITY



2 Decoto Road looking to Paseo Padre Parkway



2 Decoto Road looking to Paseo Padre Parkway on Bridge



3 Mission Blvd looking SE



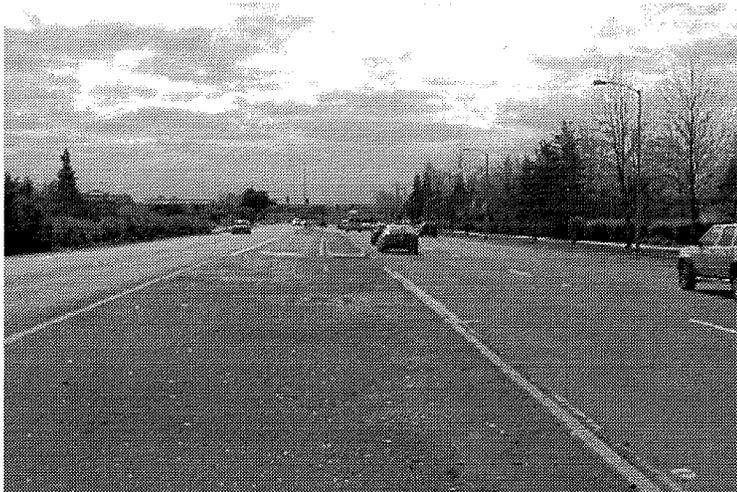
4 Niles Canyon Road looking SW to Mission Blvd



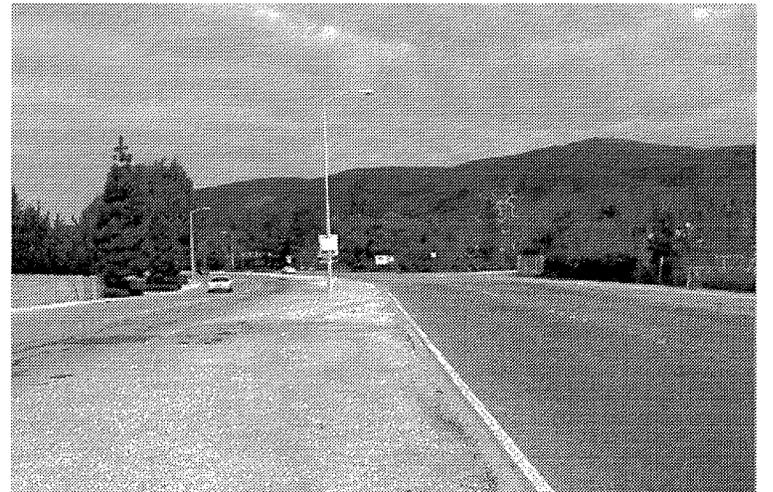
5 Mission North @ I-680 looking South



5 Mission Blvd @ I-680 looking North



6 Mission Blvd South @ I-680 looking South



6 Mission Blvd South @ I-680 looking North



9 Mission @ Warm Springs Blvd looking NE



10 Fremont Blvd @ I-880 looking North



11 Stevenson @ I-880 looking NE



12 Mowry @ I-880 looking NE



14 Decoto @ I-880 looking NE

## Related Projects

### CITY LIMIT SIGNS

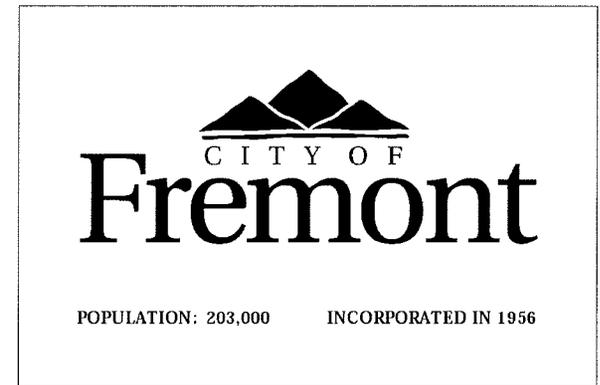
Related to these gateway treatments, Economic Development staff has been working with Maintenance and Recreation Services to design and install new city limit signs as part of the implementation strategy for the City's new logo approved by City Council. There are approximately 40 existing signs located throughout the City that will be replaced. The sign replacement process is expected to be completed in 2001.

### CITY LOGO

Also, Fremont unveiled its new City logo and marketing campaign: "There's More to Fremont!" at the State of the City Address in early 2001. The City's new image, developed over the past year in collaboration with City staff, community focus groups, and marketing consultants, more accurately profiles Fremont as the

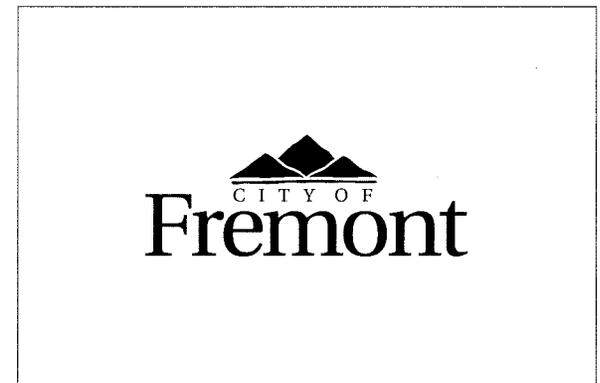
fourth-largest city in the Bay Area and a growing high-tech hub of Silicon Valley boasting 1,300 technology companies.

The new logo depicting Fremont's Mission Peak replaces the former "Five F's" logo that represented the historic districts of Centerville, Irvington, Mission San Jose, Niles, and Warm Springs. Today, the City is represented by a growing high-tech Silicon Valley community, while still embracing the historic character represented by the original five districts in addition to Ardenwood, the Central Business District and many other neighborhoods.



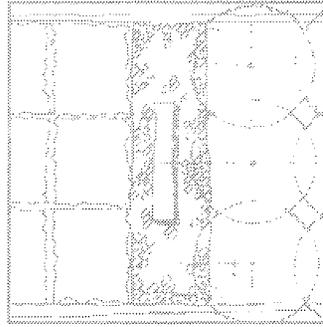
**city limit sign**

*Not designed by the Gateway Design Team*



**official city logo**

*Not designed by the Gateway Design Team*



## GATEWAY CONCEPTS

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# Design Philosophy

DESIGN FOR THE FREMONT GATEWAYS establishes a straightforward yet elegant design vocabulary that will be adaptable to a variety of configurations and speak to the diversity of Fremont residents, businesses and visitors. Since there are potentially fourteen locations where gateways will be installed, it is important that the design concept be adaptable to varying conditions.

Design solutions will promote a consistent and attractive image for Fremont's borders.

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# Key Elements

## KEY ELEMENTS OF THE DESIGN APPROACH INCLUDE:

**Simple:** The gateway concept is simple, making it easily recognizable and also adaptable to a variety of conditions.

**Elegant and timeless:** Fremont is a diverse and vital city that is changing and evolving; its gateways, like its overall image, should project a timelessness that will endure and remain current.

**Use of City logo elements:** The City is attempting to create a recognizable and unique image; elements of the recently adopted logo can be adapted to the gateway elements to ensure a consistent image throughout a variety of city materials and locations.

**Consistent design concept to make gateways identifiable:** Given the number and variety of locations for the gateways, the basic design concept must be clear enough to be discernable, and consistent enough to be noticeable under a variety of conditions.

**Respond to specific site locations:** The medians and sides of the roads at the fourteen sites vary; gateway elements must be adaptable to a variety of available sites.

**Easily visible:** The gateways vary enormously in their configuration and context; the gateway treatments must be legible and easily identified.

**Reasonable cost:** Since the City is so vast, and as many as fourteen gateways could be installed in this program, it is essential that the treatment be cost-effective, both in terms of initial capital costs as well as ongoing maintenance costs.

**Ease of maintenance:** Fremont City staff will be required to maintain all elements of the gateway treatments, therefore materials must be resilient and vandal-resistant and landscaping must not require frequent attention.

While a variety of elements were considered for the gateways, cost considerations as well as the desire for a timeless and straightforward concept, led to design concepts that rely on a simple monument sign and surrounding landscape.

Elements that will be included, therefore, are:

- Sign
- Lighting
- Paving
- Street trees
- Shrubs and Groundcovers

In the future, it would be possible to further differentiate the gateway sites with public art, banners, or other elements.

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# Sign

THE GATEWAY SIGN IS MEANT to communicate simplicity, elegance and civic pride. It will be located either in the median of the roadways, or in situations where there is inadequate width, in the street sidewalk/setback area.

The unique combination of natural materials, which contrast polished charcoal granite with rustic tan stone suggests the diverse character of Fremont. This combination of materials and textures allows the sign to take on different shapes and proportions, as dictated by varying site conditions, and still maintain a consistent and memorable character.

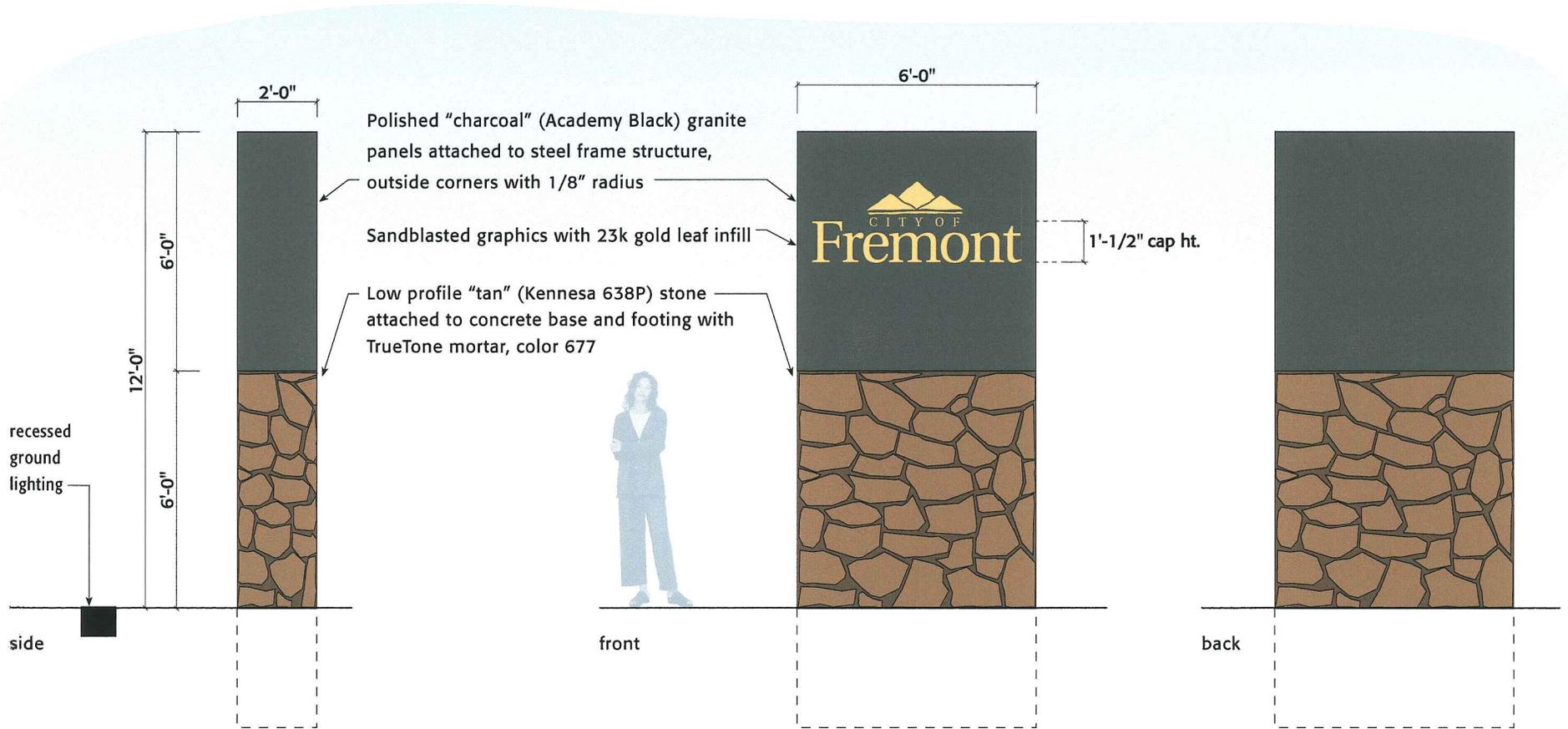
The word “Fremont”, as displayed in a simple roman typeface, communicates arrival and self-confidence. Deep etched lettering filled with gold leaf is classical as well as durable in that it does not fade or tarnish.

The monument sign consists of a rusticated tan stone base with a charcoal grey polished granite top. The word “Fremont” is carved into the granite and highlighted with gold leaf. The sign can be configured in varying heights and widths to fit a variety of site conditions. The sign will be lighted for nighttime viewing with vandal-resistant uplights.

Materials to be used were tested by Parks and Maintenance staff and held up well to vandalism and graffiti.

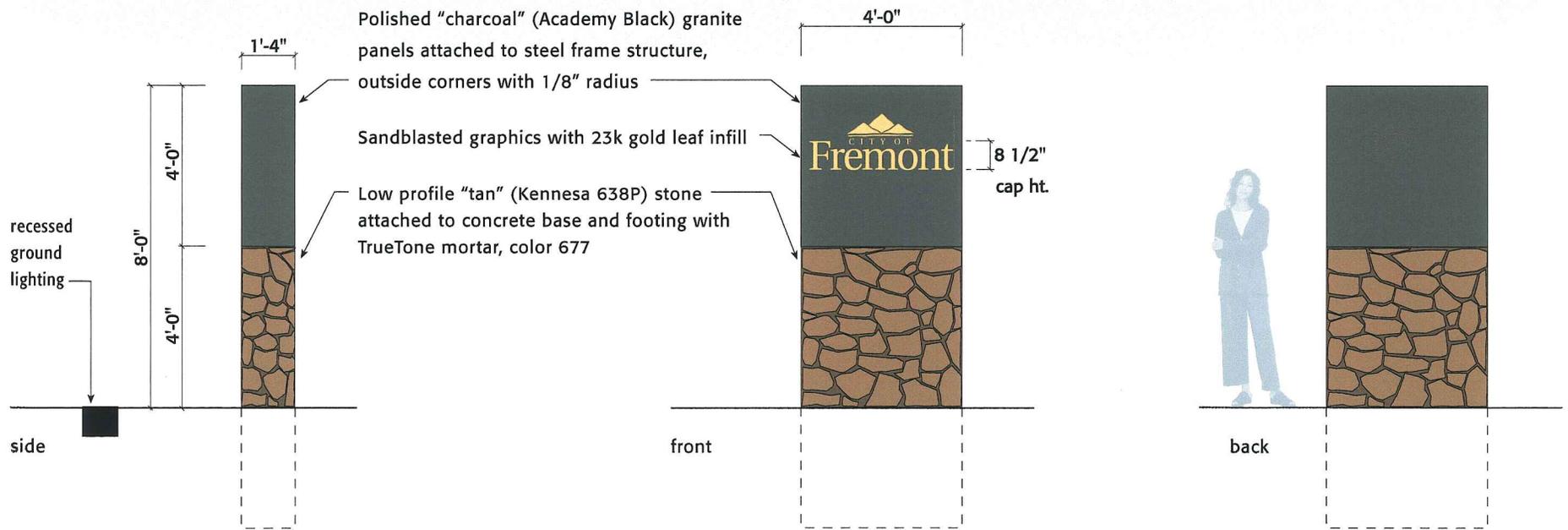
The diagrams that follow illustrate five variations on the sign configuration that can be chosen among depending on site constraints.

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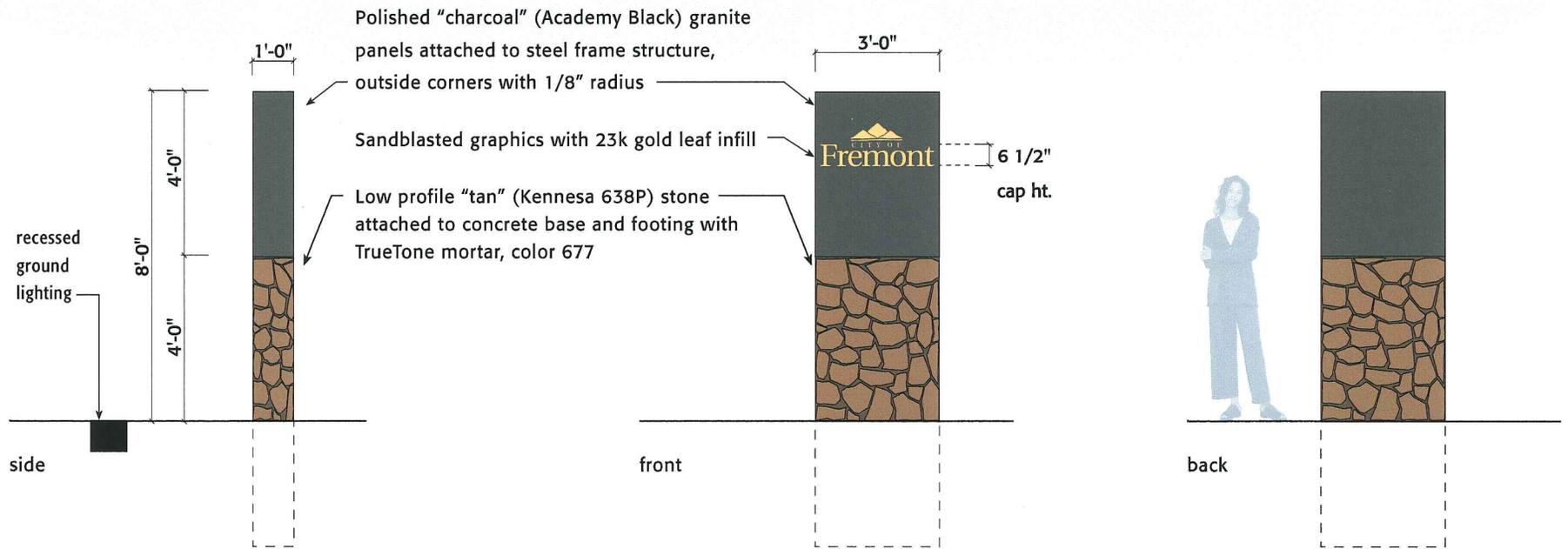
6' x 12' Vertical Sign

Scale: 1/4" = 1' - 0"



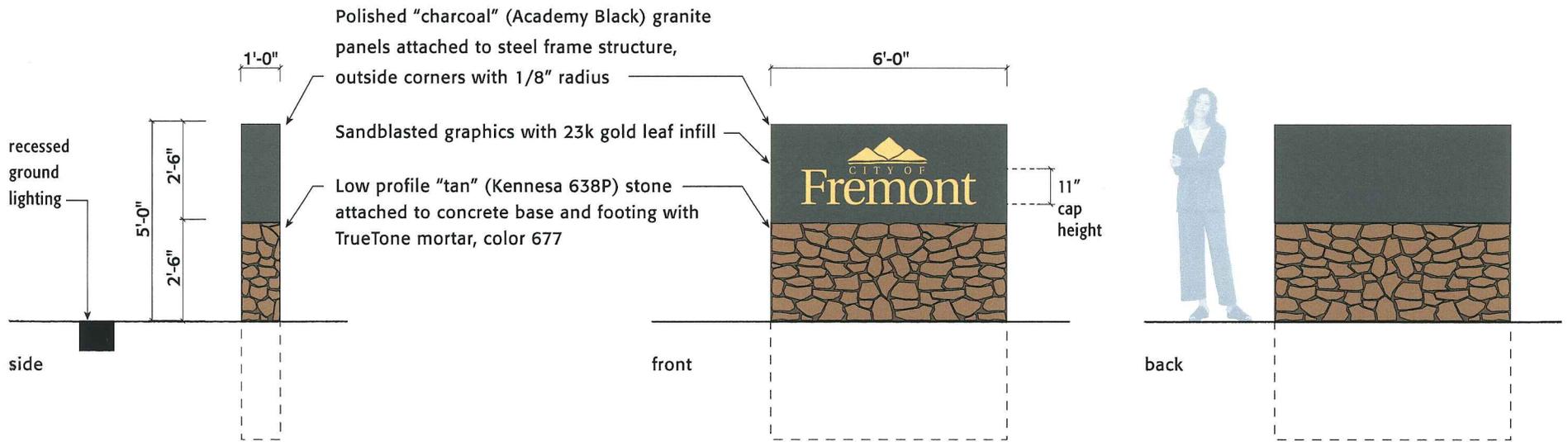
4' x 8' Vertical Sign

Scale: 1/4" = 1' - 0"



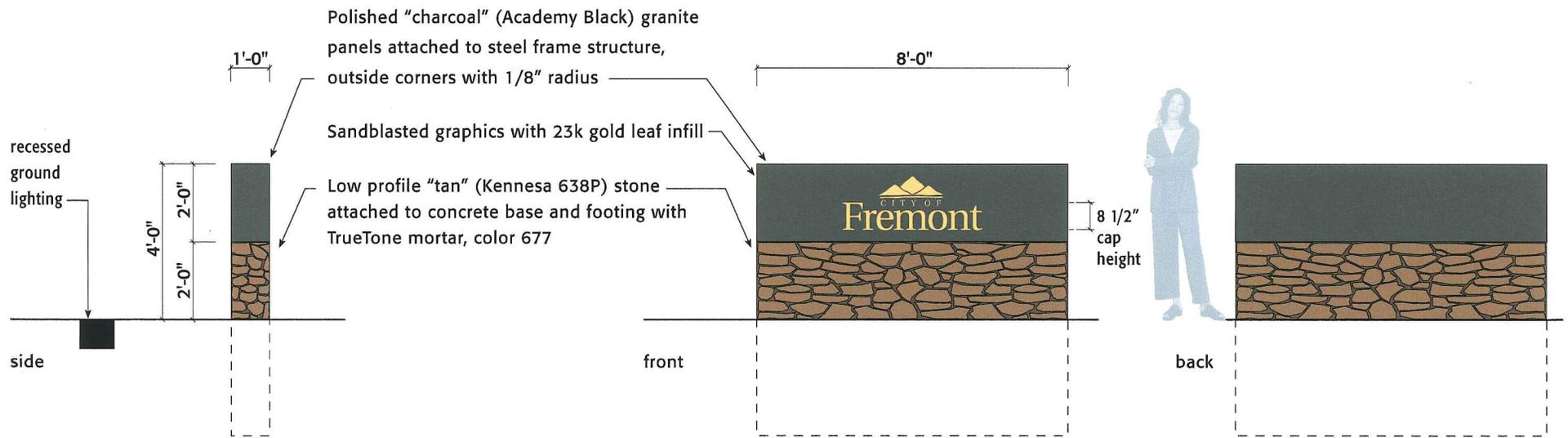
3' x 8' Vertical Sign

Scale: 1/4" = 1' - 0"



6' x 5' Horizontal Sign

Scale: 1/4" = 1' - 0"



8' x 4' Horizontal Sign

Scale: 1/4" = 1' - 0"

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# Landscaping

LANDSCAPING IS DESIGNED TO CREATE an appropriate setting for the monument signs and to announce arrival and transition through the intensity and pattern of plant materials. Landscaping will extend from one to three blocks along the street to allow motorists and pedestrians to move through the gateway elements, further signifying arrival and transition.

An important objective of the landscape design is to slow traffic entering the city at high speed arterials, or near freeway offramps, and to make people aware that they are transitioning into a defined community. The landscape elements can achieve this by increasing the visual complexity of the right-of-way, which compels drivers to proceed with more caution and take more notice of the environmental context.

Generally the landscaping relies on the use of trees as tall elements, and shrubs and/or groundcover as low elements to set up the gateway sign and contribute to the overall image. Trees will generally be used in both the side (right-of-way) and median areas whenever there is adequate plantable width. On the sides, the

trees will contribute to the sense of transition and threshold, and ultimately will create a partial canopy that will serve to narrow the perceived width of the street in contrast to the freeway and wide arterial context at or near most gateways. In the median, the trees will be used as a dramatic backdrop to the sign element, and to further narrow the perceived width of the street.

The landscaping elements will create visual complexity, as noted above, and will also provide a dramatic lead-up to and backdrop for the sign element described in the next chapter. Visual complexity can be accomplished in a number of ways, including the choice of materials and their pattern of application.

One way to increase complexity is to create alternating bands of two or more different forms, colors, or textures of plants with the banding set perpendicular to the direction of travel. Such banding will have the effect of a visual rumble strip on drivers. Another approach is to visually push or pull the driver's cone of vision across the right-of-way laterally with arcs or bands of

different plantings that are generally diagonal to the direction of travel. A final approach is to plant an extensive area with a grid or repeating pattern of plants that visually envelops the roadway and provides a continuous rhythm that might help slow traffic. This approach would be most effectively achieved with trees.

Shrubs and groundcover will be used primarily to provide a dramatic foreground to the sign. By working with color, height, and texture in the area preceding the sign, the eye will be drawn to this area, increasing the visibility of the sign in the vehicular context.

The following pages discuss landscape elements in more detail.

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# Trees

TREES ARE USED AS THE MOST OBVIOUS landscape element. Trees will be used in the medians and sides wherever adequate width exists. Wherever the right-of-way is narrow, the City should work with the adjoining property owners to coordinate plantings on their properties or to acquire easements that will allow additional plantings that will be consistent with and will enhance the gateway treatment.

Trees will be planted as densely as possible for a maximum effect. This massing of trees will provide a strong architectural or sculptural quality, further adding organization and clarity to the otherwise wide and ill-defined gateway locations. Where adequate width exists in median or on the sides to plant trees in pairs or more, this pattern will make it possible to evoke the historic orchards of the valley.

The trees are massed in groupings, paired wherever possible to create a dense canopy and repeating

pattern of trunks and crowns. When the usable median is narrow, selected tree species must have a narrow spread to avoid conflict with passing trucks. The tree species chosen for each gateway site must also be different from the existing trees in the vicinity so that they stand out and call attention to the gateway and the sign.

Tree selection is predicated on several design opportunities:

- Provide seasonal color or distinctive foliage
- Demonstrate a strong and memorable form and shape, and an appropriate backdrop to the sign element

Selection must also meet important functional and maintenance goals:

- Avoid conflict with the vehicular right-of-way and in particular passing trucks
- Not conflict with vehicular sight-lines
- Not uplift pavement
- Be resistant to pests and disease
- Easily maintainable

Examples of appropriate trees include the following:

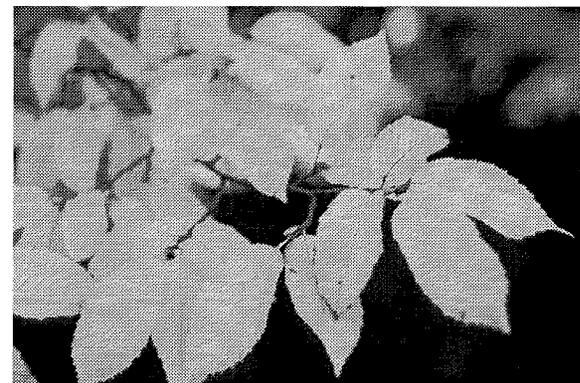
Botanical Name	Common Name
<i>Acer rubrum</i> 'Armstrong'	Armstrong Maple
<i>Carpinus betulus</i> 'festigiata'	European Hornbeam
<i>Crataegus phaenopyrum</i>	Washington Hawthorn
<i>Cupressus sempervirens</i> 'glauca'	Italian Cypress
<i>Malus</i> 'Snowdrift'	Crabapple
<i>Prunus cerasifera</i>	Purple-leaf Plum
<i>Prunus serrulata</i>	Flowering Cherry
<i>Pyrus calleryana</i>	Flowering Pear



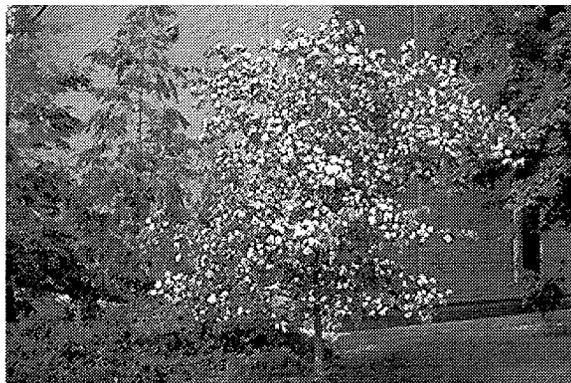
*Acer rubrum* 'Armstrong'



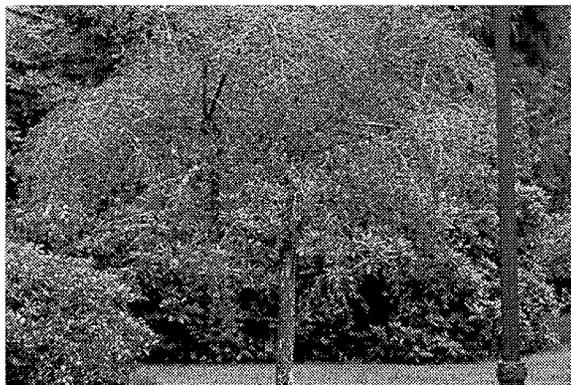
*Carpinus betulus* 'festigiata'



*Carpinus betulus* fall color



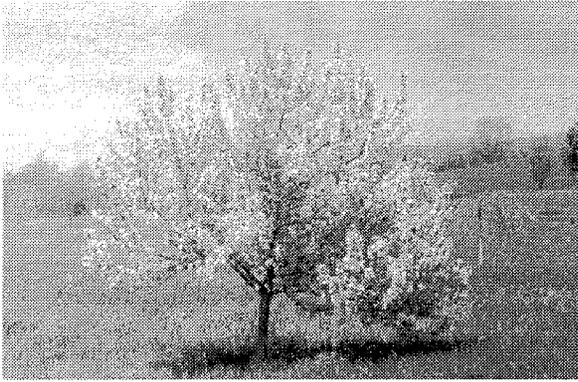
*Crataegus phaenopyrum*



*Crataegus phaenopyrum*



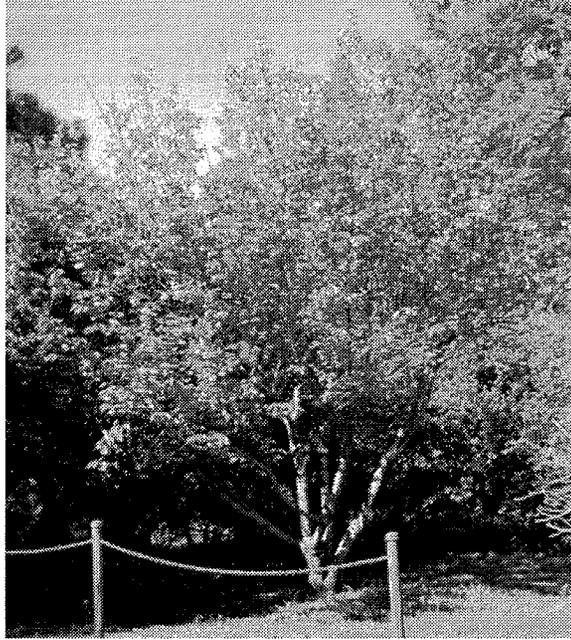
*Cupressus sempervirens*



*Malus 'snowdrift'*



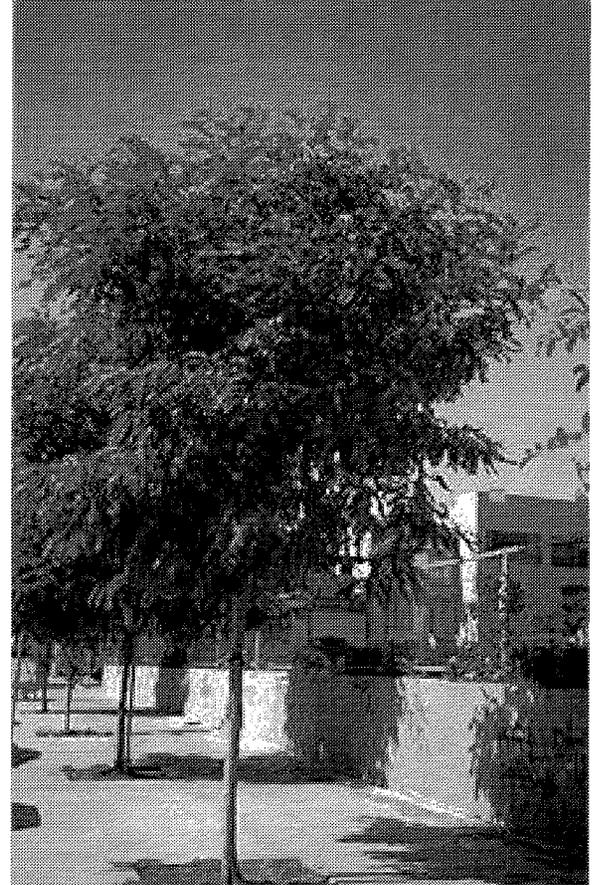
*Pyrus calleryana*



*Prunus serrulata*



*Pyrus calleryana*



*Robinia ambigua 'Idahoensis'*

## Shrubs and Groundcovers

IN MEDIAN AREAS shrubs or groundcovers and paving materials are used to complement other landscape elements and to further strengthen the gateway statement. These low scale elements are used in the median areas leading up to the gateway sign to assure that the sign will be visible and will have a dramatic and interesting setting.

### Banding Concept:

Small scale planting elements can be placed in a variety of configurations, but the general design intent is to provide an orderly, architectural organization of materials that has a sense of movement and transition. Thus plantings can be in bands or a grid, but would not be arranged in an informal way. Two or more shrub or groundcover species should be used for each location. Species with dramatically different physical characteristics should be juxtaposed to create contrast between the bands and cumulatively help the bands read as a strong alternating pattern. The physical characteristics of selected species should vary in color, form, or texture. For example, Fortnight Lily (*Dietes vegeta*) could be combined with Coyote Brush (*Baccharis pilularis*), where Fortnight Lily

would be a flowering foreground plant with vertical, architectural form while Coyote Brush would serve as a background plant with less dramatic color and a more prostrate form. Other combinations might include: Rosemary 'Tuscan Blue', an open vertical form with gazania ground cover; and *Cistus x purpureus* (Orchid rockrose), a rounded graygreen shrub combined with *Ceanothus griseus horizontalis* (California Lilac), a prostrate dark emerald green shrub.

Criteria for plant selection include:

- Low maintenance
- Heat and pollution resistant
- Flowering or with interesting color or texture
- Low water requirements

Candidate shrubs and groundcovers include:

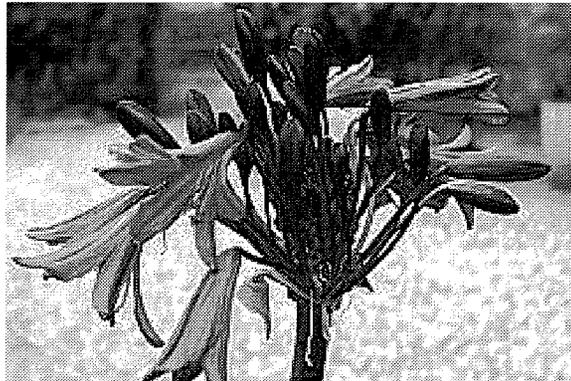
Botanical Name	Common Name
<i>Agapanthus spp.</i>	Lily of the Nile
<i>Arctostaphylos spp.</i>	Manzanita
<i>Artemisia californica</i>	California Sagebrush
<i>Baccharis pilularis</i> 'Twin Peaks'	Coyote Brush
<i>Ceanothus griseus horizontalis</i>	California Lilac
<i>Cistus spp.</i>	Rockrose
<i>Collistemon viminalis</i>	Little John
<i>Cotoneaster congesta</i> 'Likiang'	Likiang Cotoneaster
<i>Dietes vegeta</i>	Fortnight Lily
<i>Gazania species</i>	Gazania
<i>Hypericum calycinum</i>	Creeping St. John's Wart
<i>Juniperus chinensis</i> 'Parsonii'	Prostrate Juniper
<i>Juniperus virginiana</i> 'Silver Spreader'	Juniper
<i>Lantana montevidensis</i>	Lantana
<i>Liriope muscari</i> 'Big Blue'	Big Blue Lilyturf
<i>Pennisetum alopecuroides</i>	Fountain Grass
<i>Phormium tenax</i>	Flax
<i>Plumbago auriculata</i>	Cape Plumbago
<i>Punica granatum</i> 'Chico'	Dwarf Pomegranate
<i>Rosmarinus officinalis</i> 'Tuscan Blue'	Rosemary
<i>Salvia leucantha</i>	Mexican Bush Sage
<i>Sollya heterophylla</i>	Australian Bluebells
<i>Verbena tenuisecta</i>	Moss Verbena
<i>Vinca minor</i> 'Bowles'	Dwarf Periwinkle



*Agapanthus 'silverstreak'*



*Agapanthus 'snowcloud'*



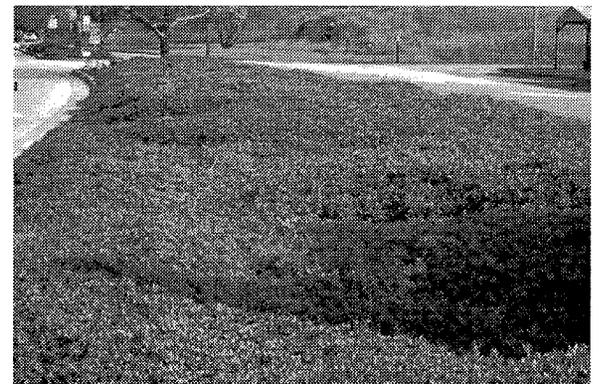
*Agapanthus 'stormcloud'*



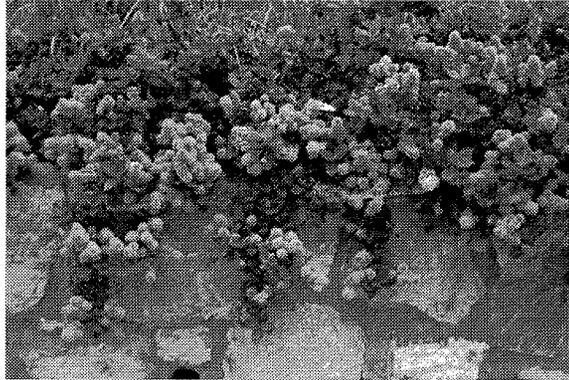
*Arctostaphylos Manzanita*



*Artemisia californica*



*Baccharis 'twin peaks'*



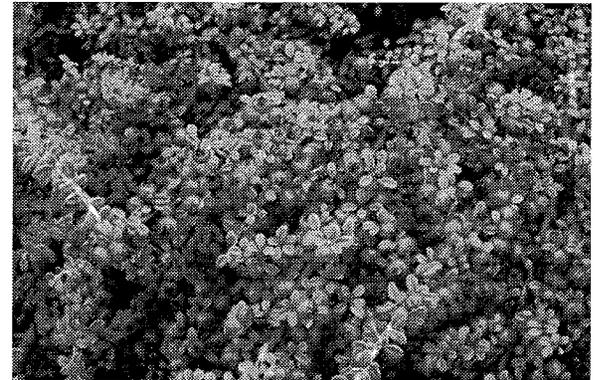
*Ceanothus griseus horizontalis*



*Cistus*



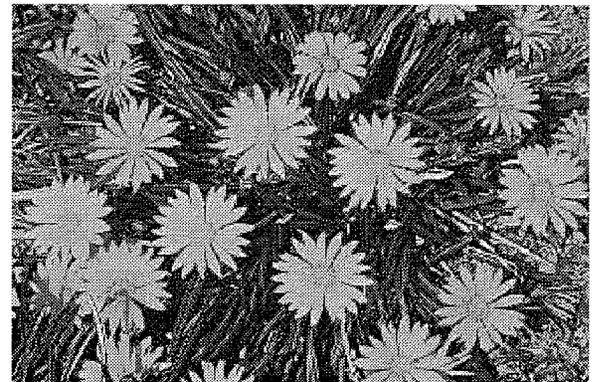
*Collistemon 'little john'*



*Cotoneaster congestus*



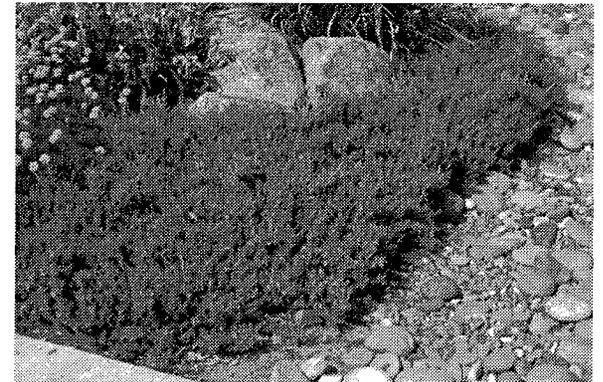
*Dietes vegeta*



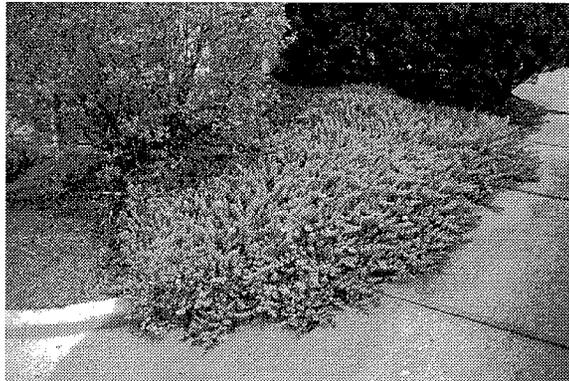
*Gazania yellow*



*Hypericum flower*



*Juniperus chinensis*



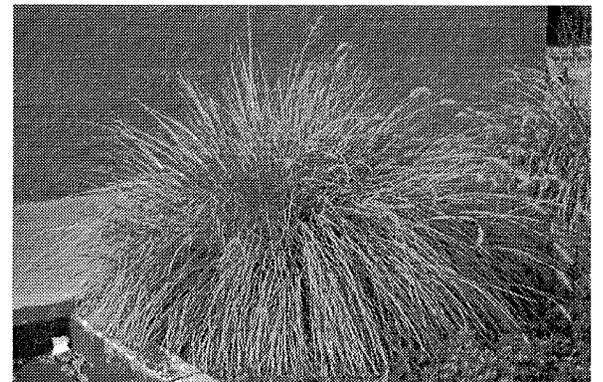
*Juniperus virginiana 'silver spreader'*



*Lantana*



*Liriope muscari*



*Pennisetum alopecuroides*



*Phormium green*



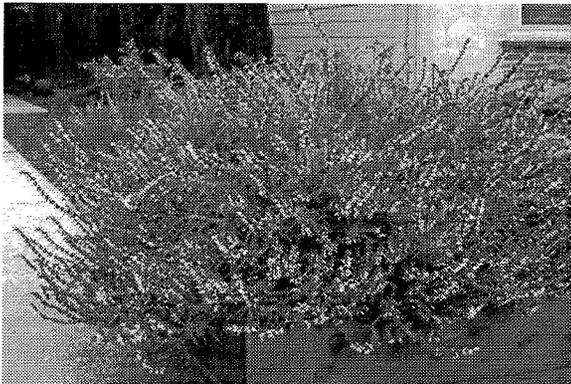
*Plumbago auriculata*



*Pulica granatum 'chico'*



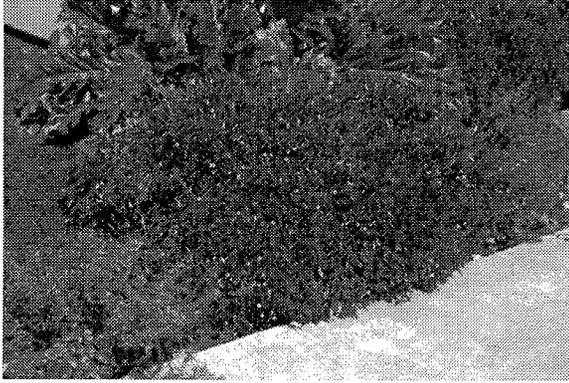
*Rosemarinus 'tuscan blue'*



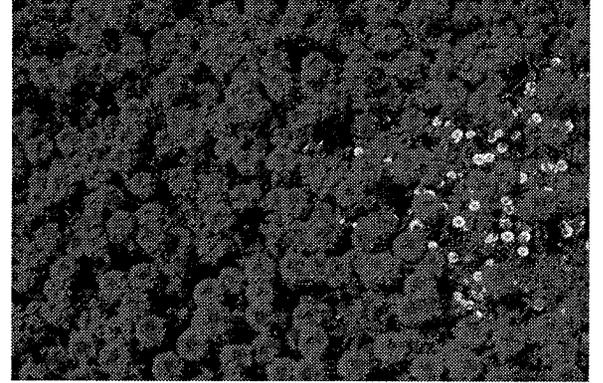
*Salvia leucantha*



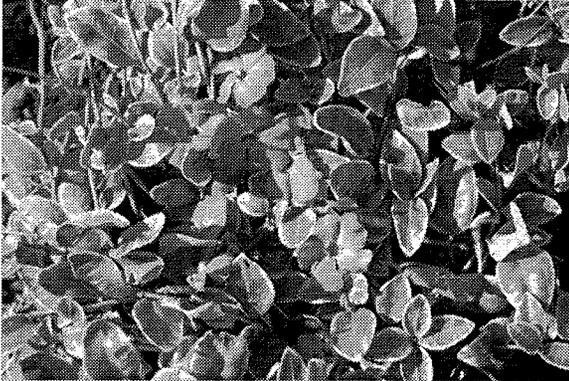
*Sollya heterophylla flowers*



*Sollya heterophylla*



*Verbena pulchella gracilior*



*Vinca minor variegata*

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# Paving

IN CERTAIN MEDIAN AREAS there will be insufficient width to allow planting. In these areas paving will be used to create the same banding concept as the plantings: regular, rhythmic patterns that convey a sense of movement and transition.

Paving materials may include:

- River rock
- Granite pavers
- Concrete unit pavers

Avoid the use of stamped concrete.

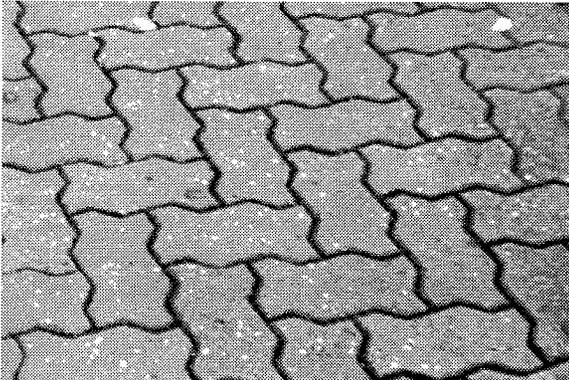
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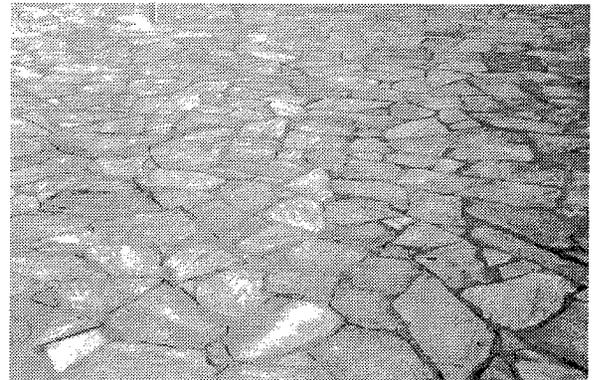
**paving cobbles**



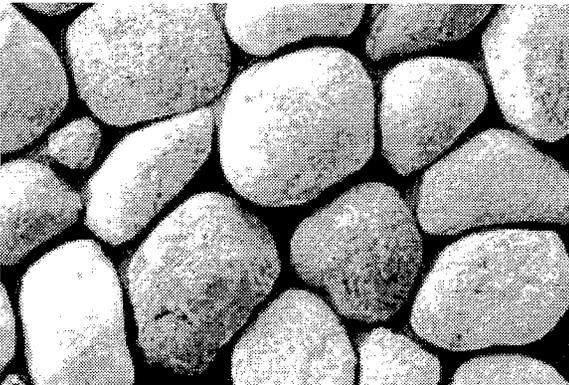
**paving stones**



**interlocking pavers**



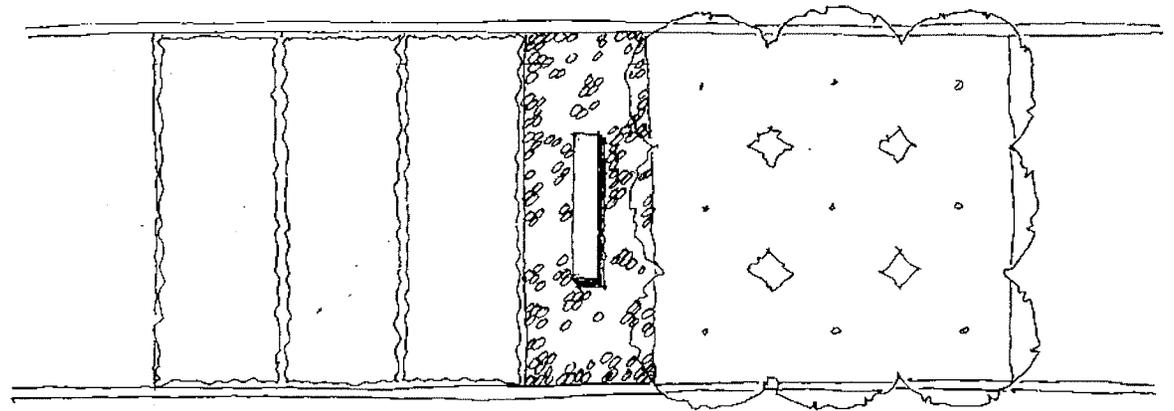
**flagstone**



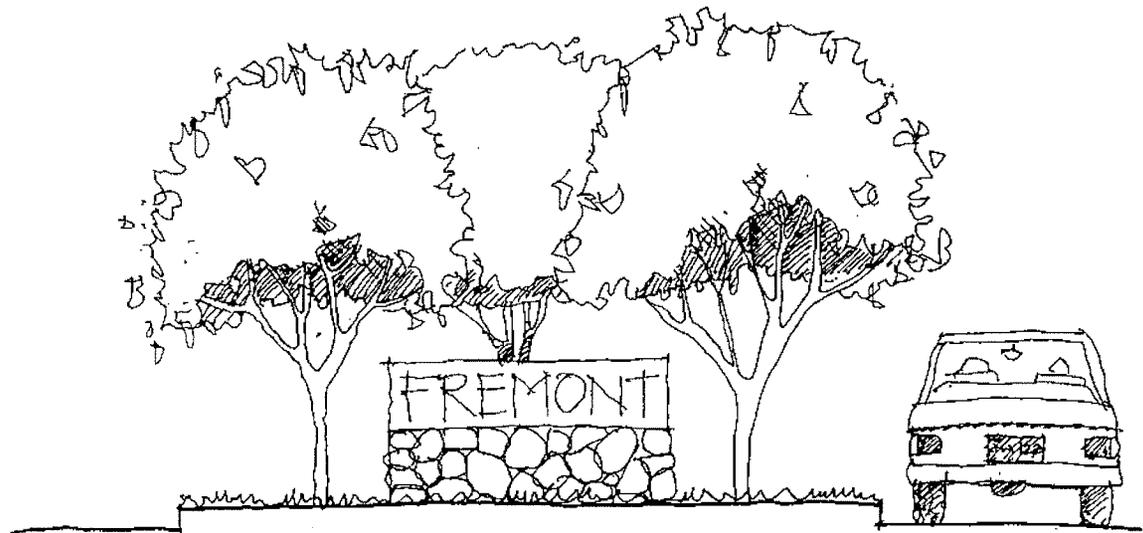
**river rock**

## Prototype Landscape Layouts

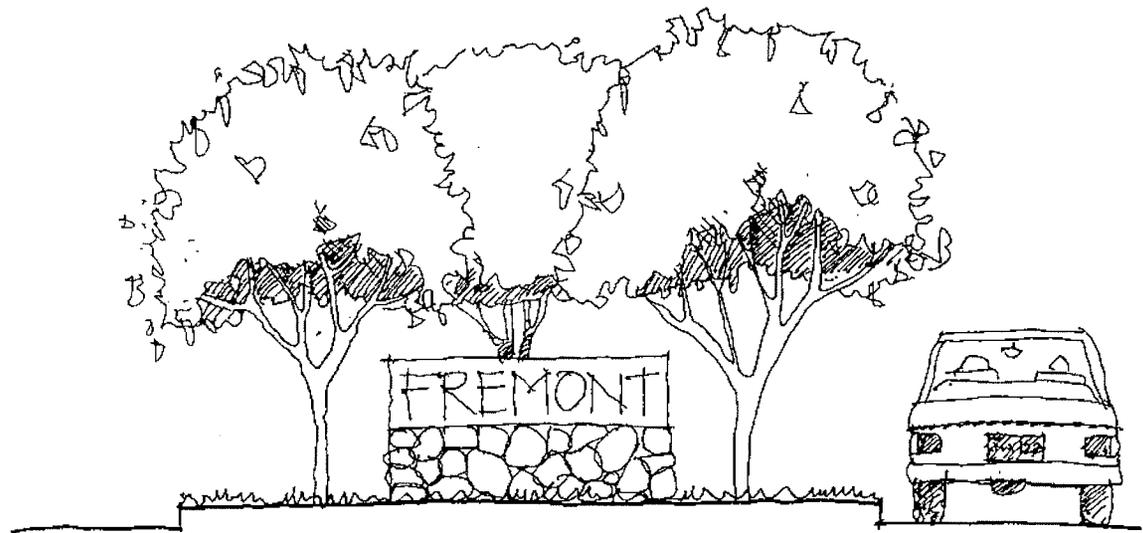
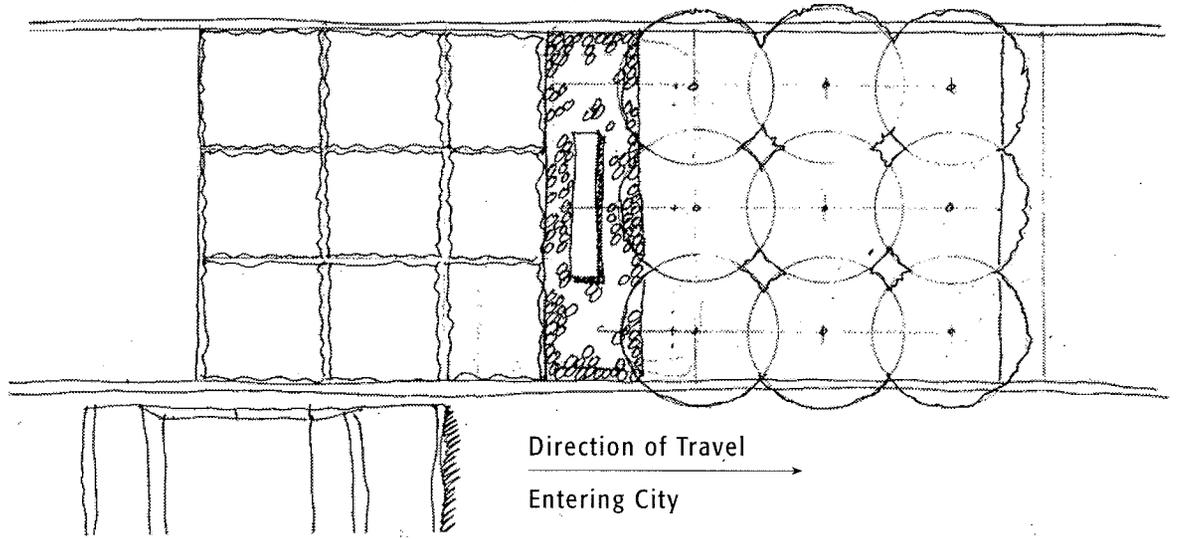
THE DIAGRAMS THAT FOLLOW illustrate ways that the landscape design concept can be varied, depending on site conditions, that will result in similar general treatments but allow some variety in specific plant and other materials.



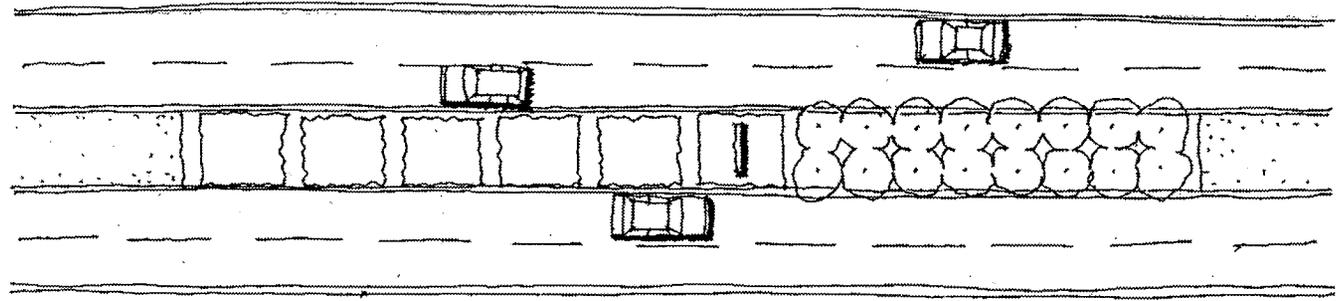
Direction of Travel  
→  
Entering City



Prototype Landscape Layout 1

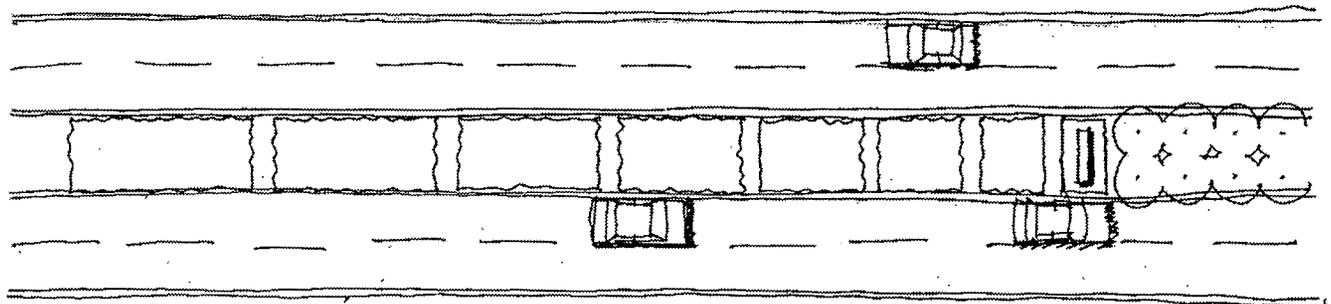


Prototype Landscape Layout 2



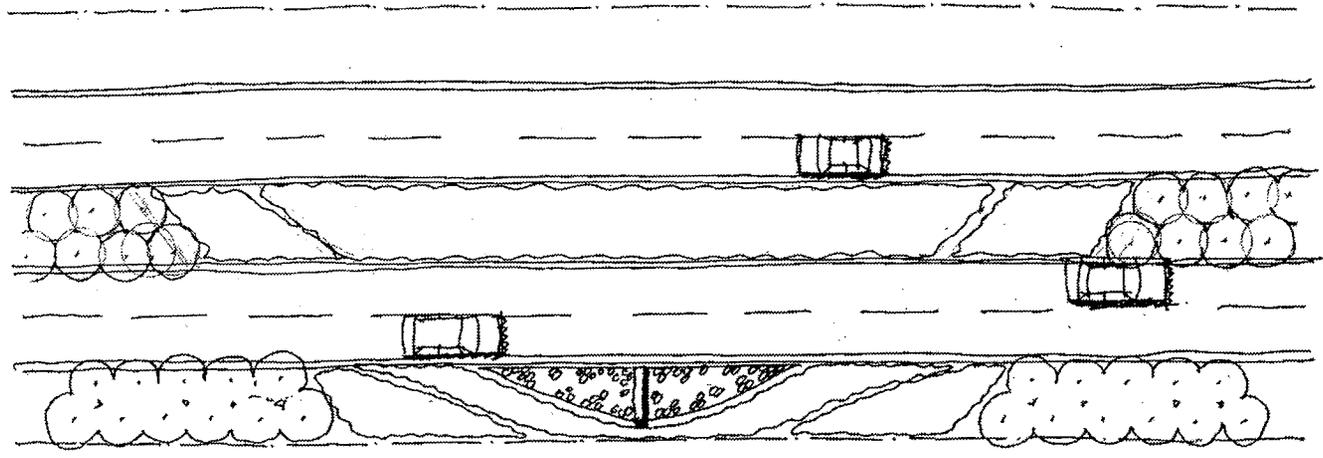
Direction of Travel  
→  
Entering City

Plan 1



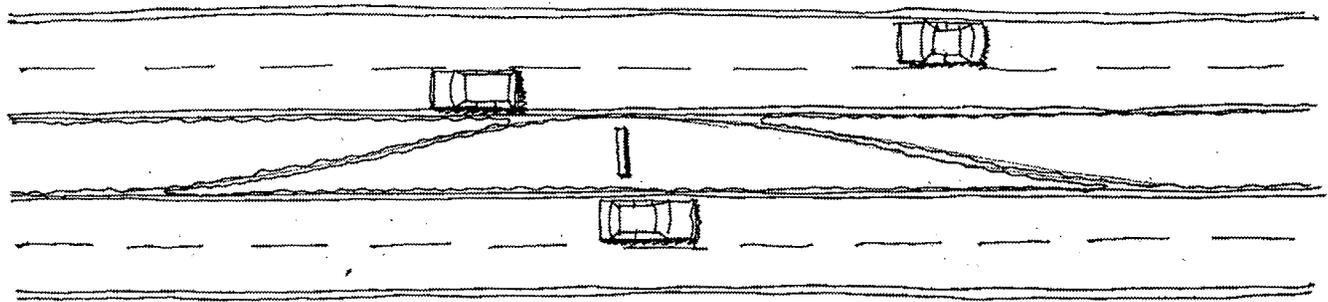
Direction of Travel  
→  
Entering City

Plan 2



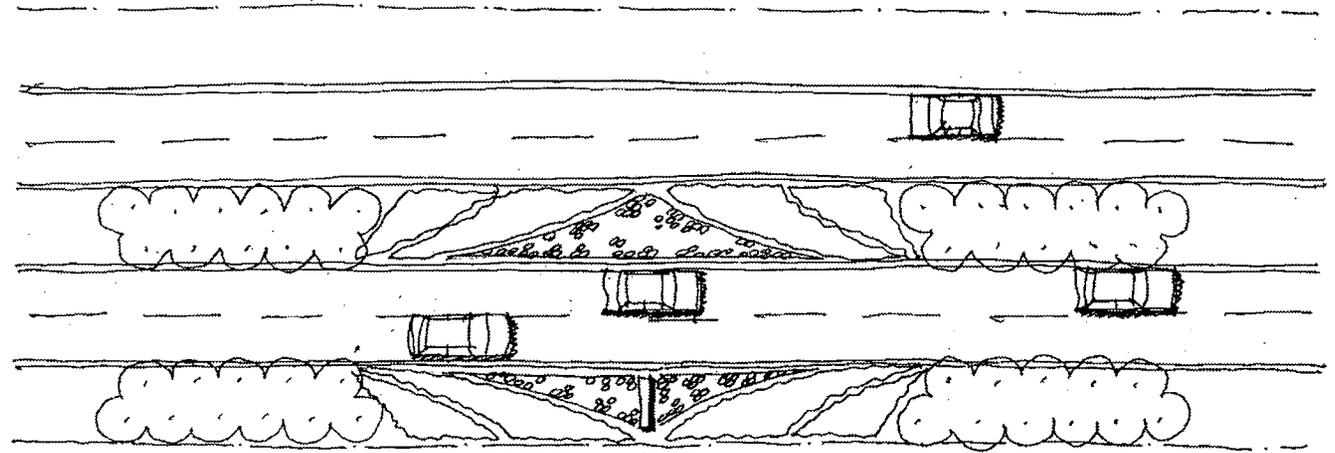
Direction of Travel  
→  
Entering City

Plan 3



Direction of Travel  
→  
Entering City

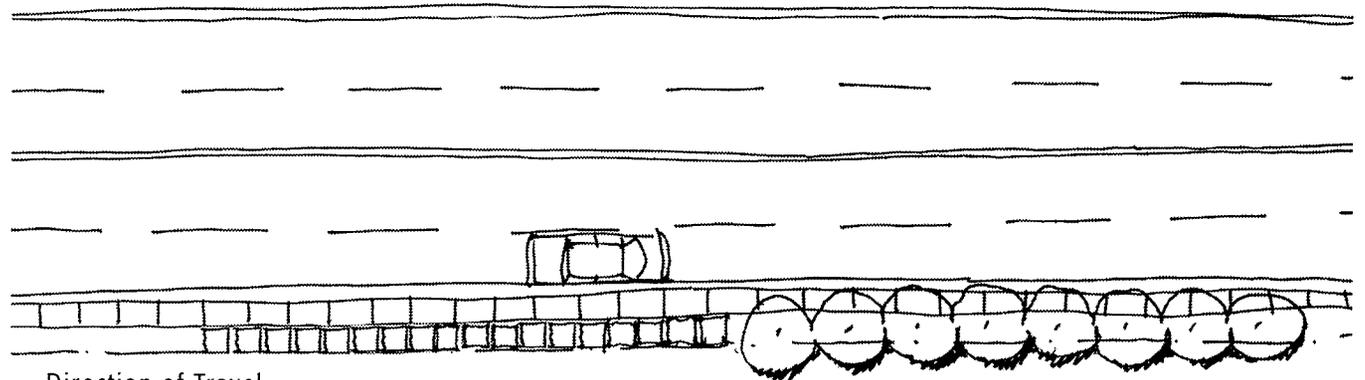
Plan 4



Direction of Travel →

Plan 5

Entering City



Direction of Travel →

Plan 6

Entering City

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# Prototype Gateway Designs

TWO GATEWAYS WERE SELECTED for detailed concept design to test application of the design concepts and to develop order-of-magnitude cost estimates. The two gateways were Decoto Road east of I-880 and Mowry Avenue east of I-880.

## DECOTO ROAD

The Decoto Road gateway consists of a single median approximately 1,000 feet long and 10-foot wide sidewalk area rights-of-way on either side.

The gateway design highlights the sign location with a patterned ground plane landscape of grasses and flowering perennials leading up to the sign. Immediately following the five foot tall and six foot wide sign are four rows of formally arranged trees. At night the sign will be up-lighted.

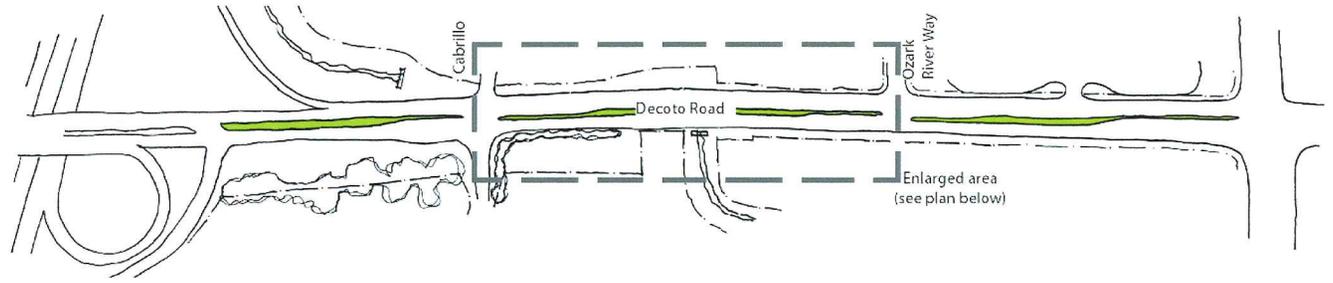
The contrast between the low foreground planting in advance of the sign and the forest of trees following the sign will be distinctive and will help draw attention to the sign element, but will not be unduly complicated or distracting.

Trees will be of medium size with a high canopy and a formal shape.

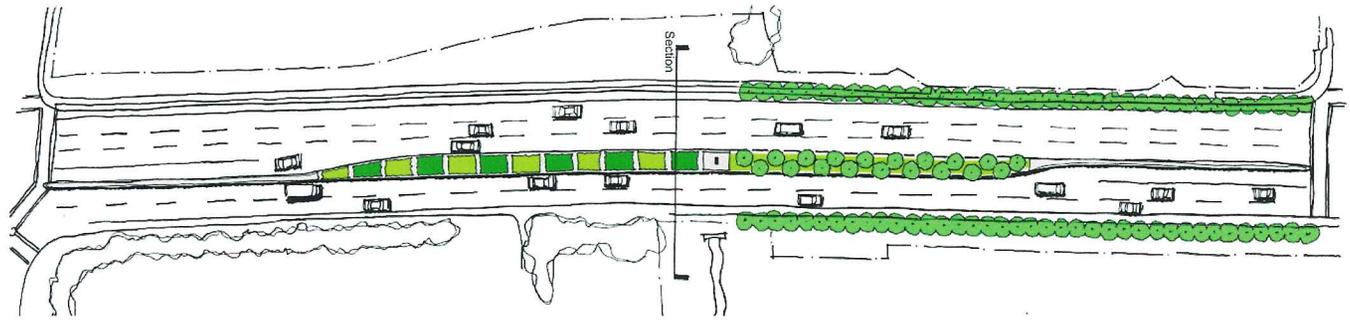
## MOWRY AVENUE

The existing site area consists of an approximately 1,000 foot long median recently landscaped by Caltrans with flowering trees and perennial groundcover. Caltrans right-of-way occupies both sides of the roadway that slopes steeply away from the street curb. The proposal for this gateway is limited to placing an 8-foot tall by 4-foot wide sign in the existing landscaped median. The sign will be located directly before the existing row of trees and will have night lighting. The placement is intended to have the same general pattern as the Decoto condition, but since there is only one row of trees, the overall effect will necessarily be somewhat less dramatic. However, the tall, narrow shape of the sign will be dramatic and will add interest and definition to this location.

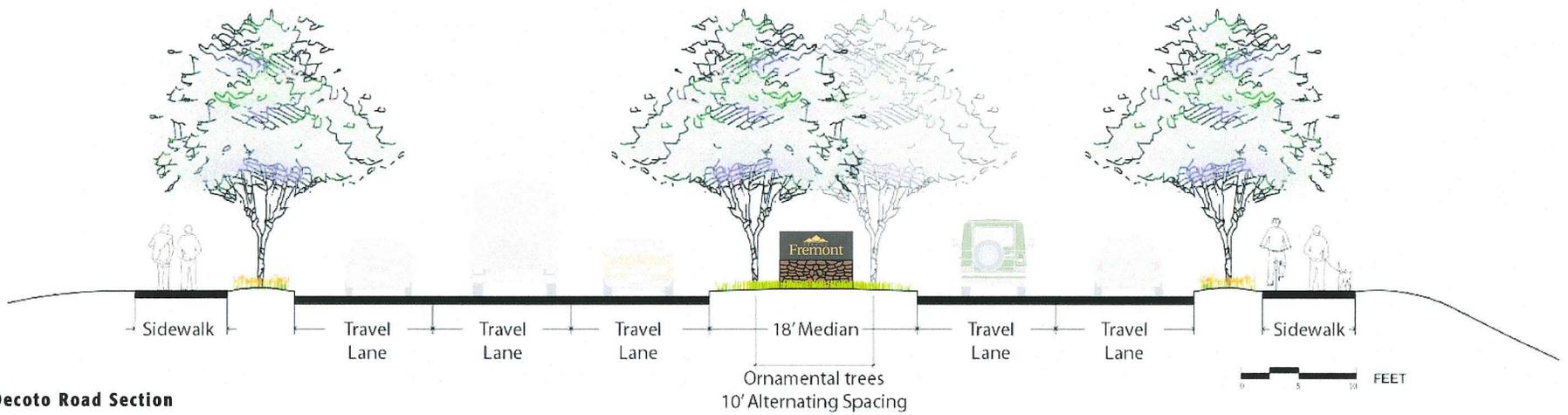
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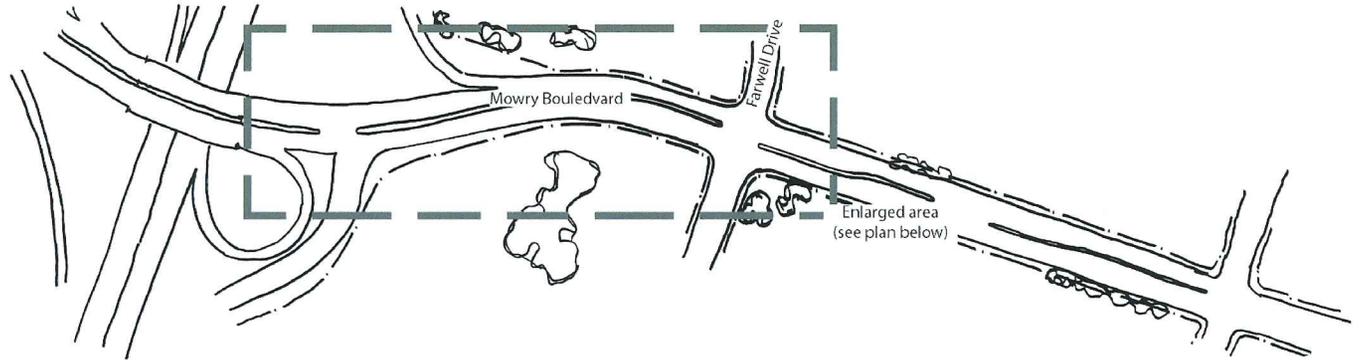
**Decoto Road Context**



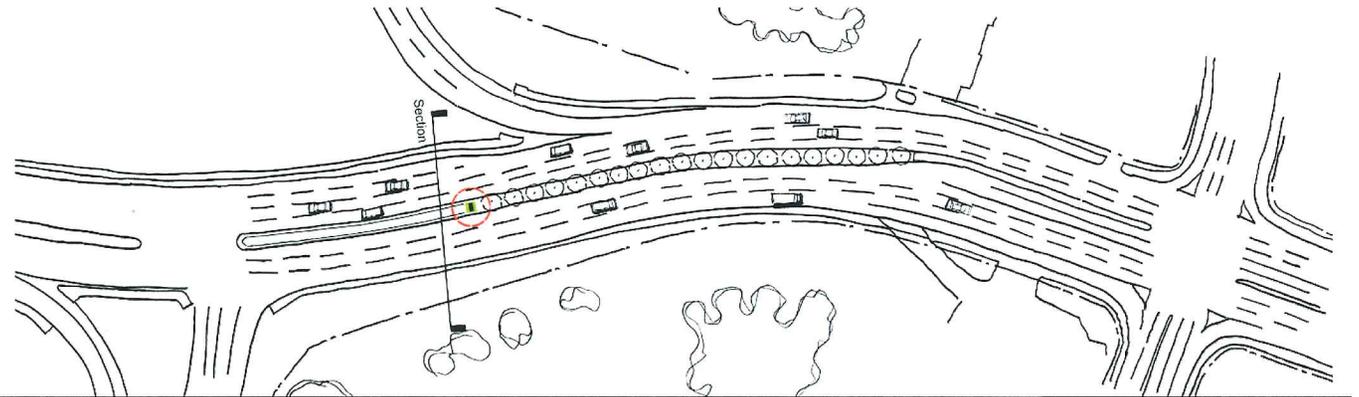
**Decoto Road Plan**



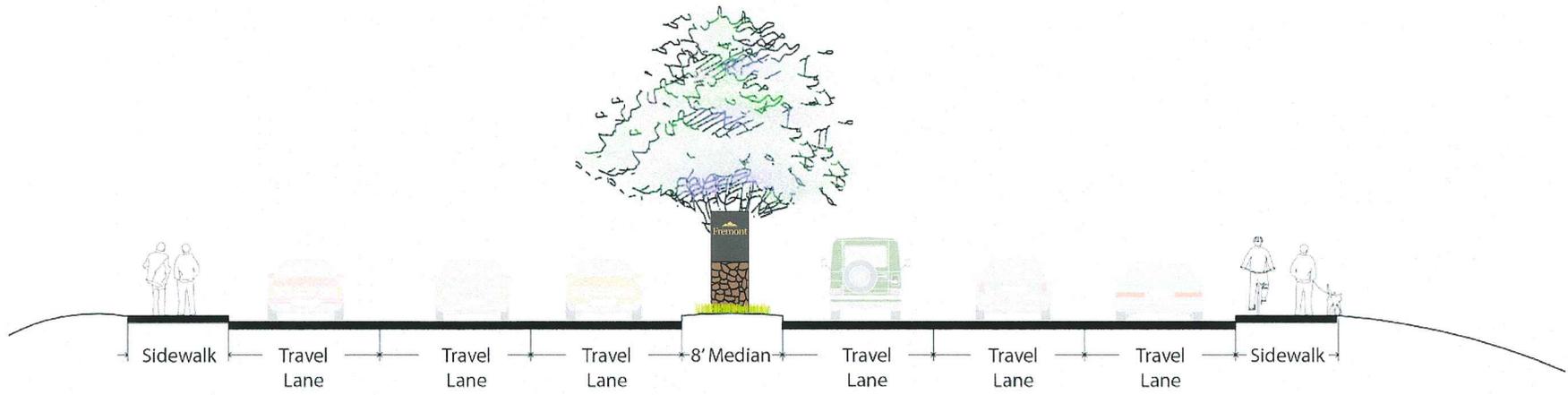
**Decoto Road Section**



**Mowry Avenue Context**



**Mowry Avenue Plan**



**Mowry Avenue Section**

## Gateway Concept Studies for Other Locations

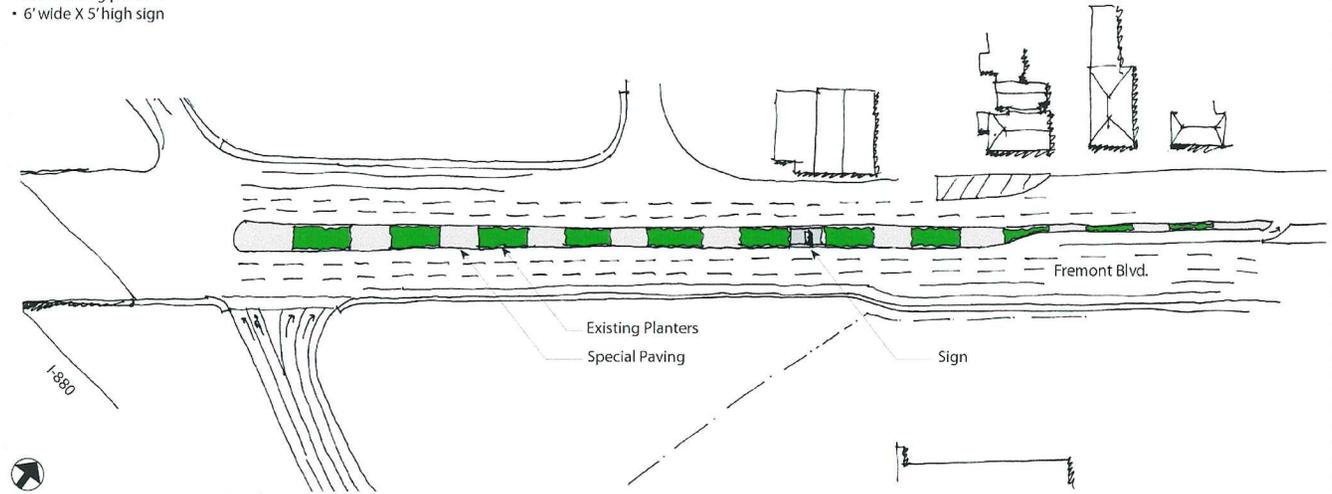
FOLLOWING ARE PRELIMINARY DESIGN CONCEPTS for other gateways which illustrate the application of design concepts in a variety of settings.

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**Fremont Blvd. N, east of I-880**

**Banding Concept**

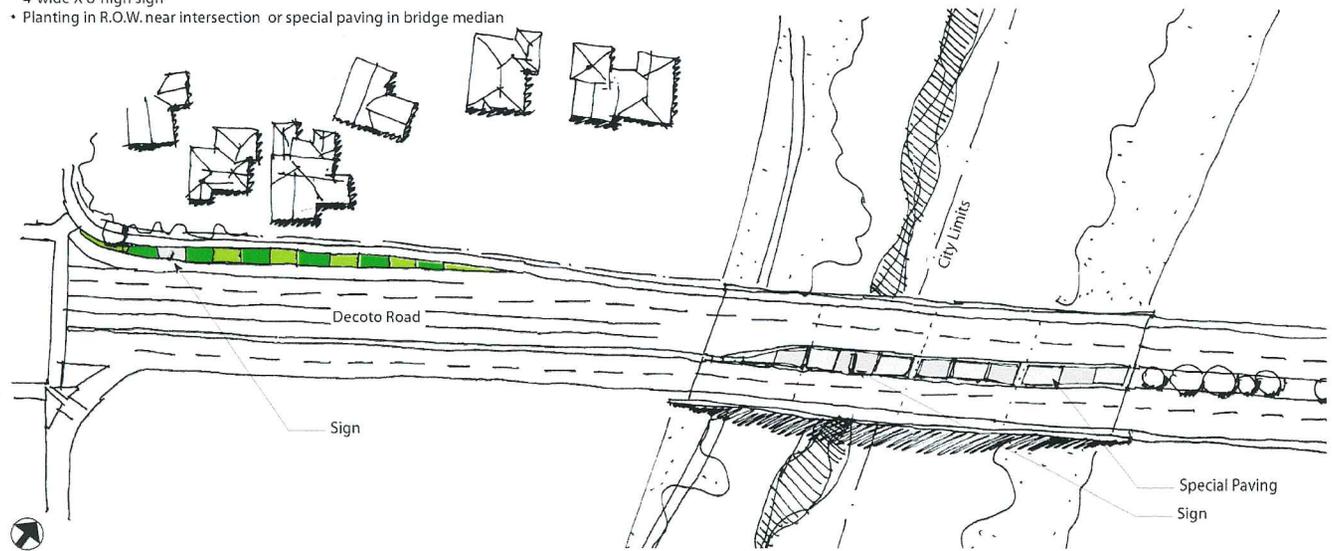
- Banding concept
- Use existing planters
- 6' wide X 5' high sign



**Decoto Road @ Paseo Padre Parkway**

**Banding Concept**

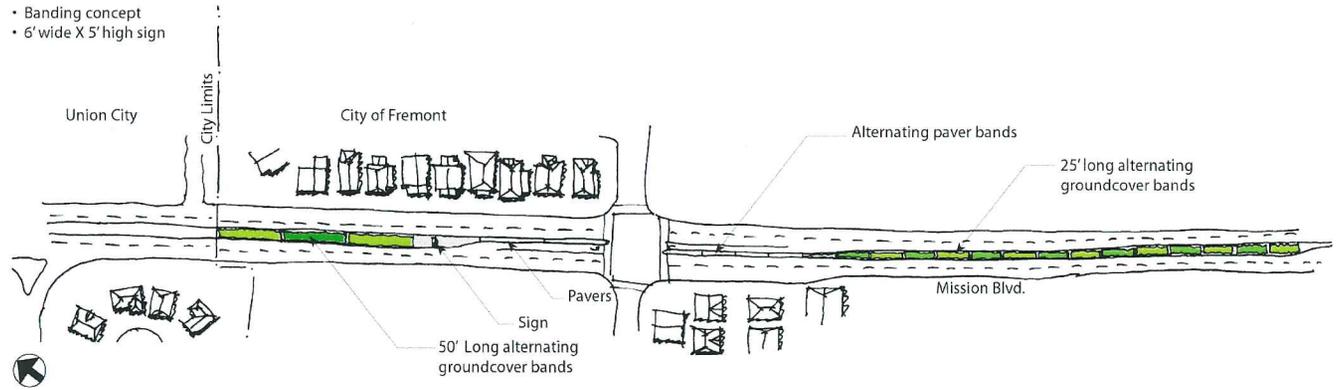
- Banding concept
- 4' wide X 8' high sign
- Planting in R.O.W. near intersection or special paving in bridge median



**Mission Blvd. at Northern City Limits**

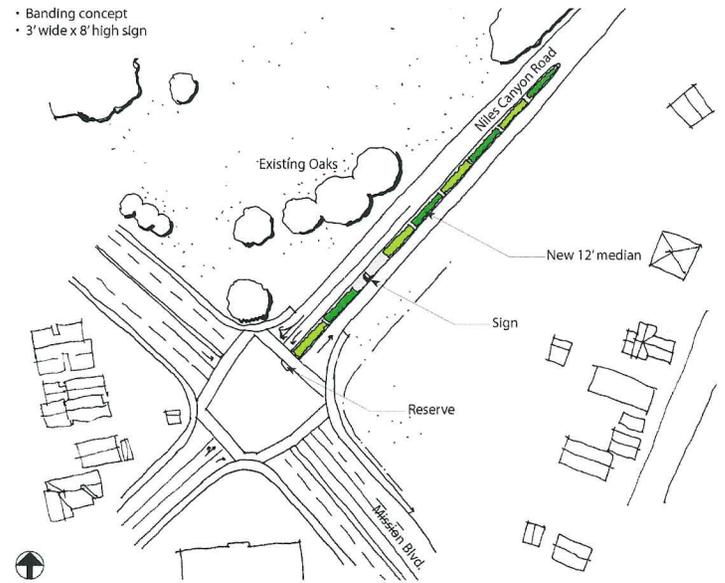
**Banding Concept**

- Banding concept
- 6' wide X 5' high sign



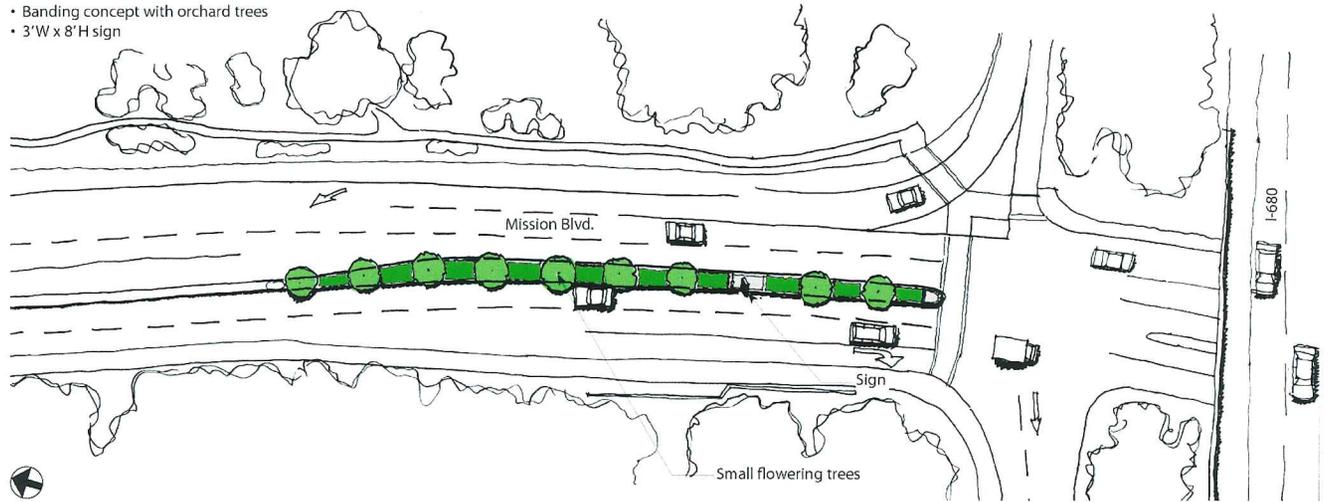
**Niles Canyon Route 84 at Mission Blvd**

- Banding concept
- 3' wide x 8' high sign



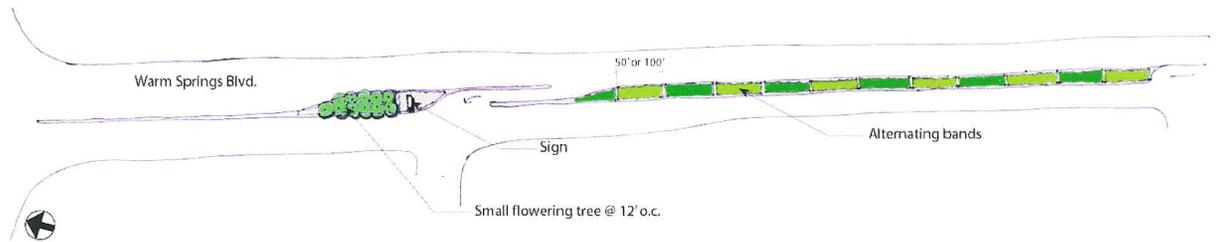
**Mission Blvd North @ I-680**

- Banding concept with orchard trees
- 3'W x 8'H sign

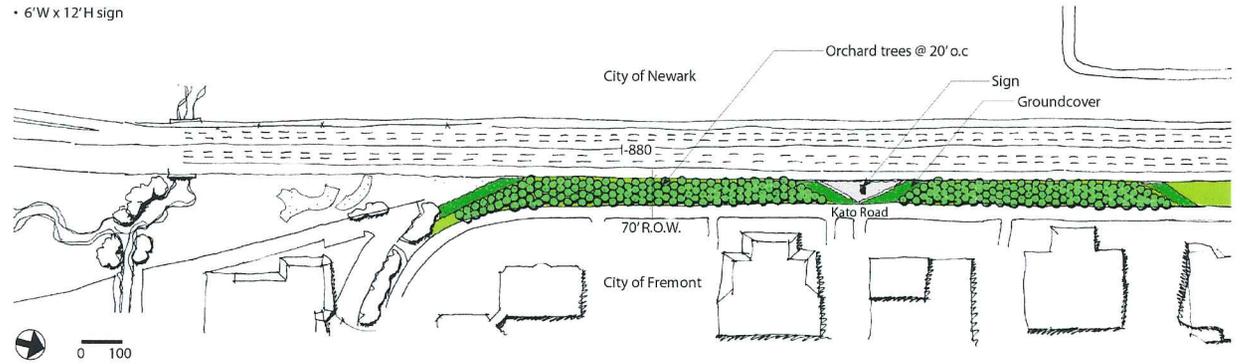


**Warm Springs Blvd @ Southern City Limits**

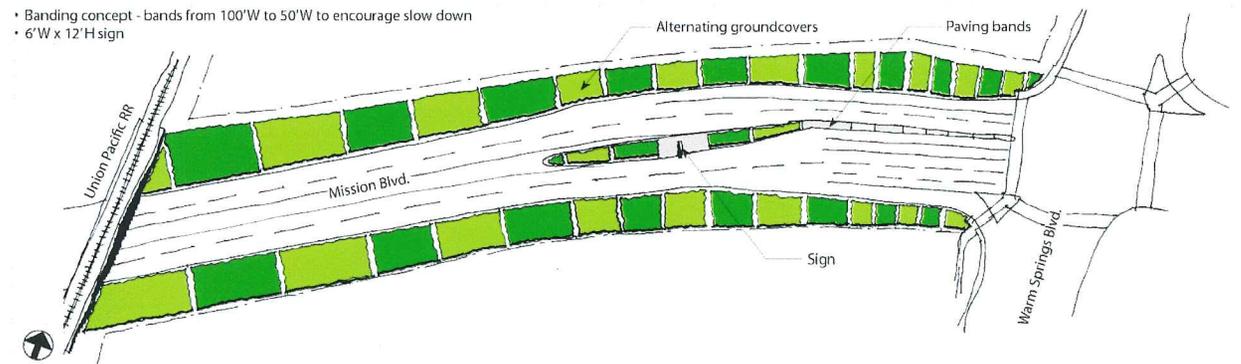
- Banding concept with orchard fragment
- 6' wide X 5' high sign



**Kato Road Facing I-880  
Orchard Concept**



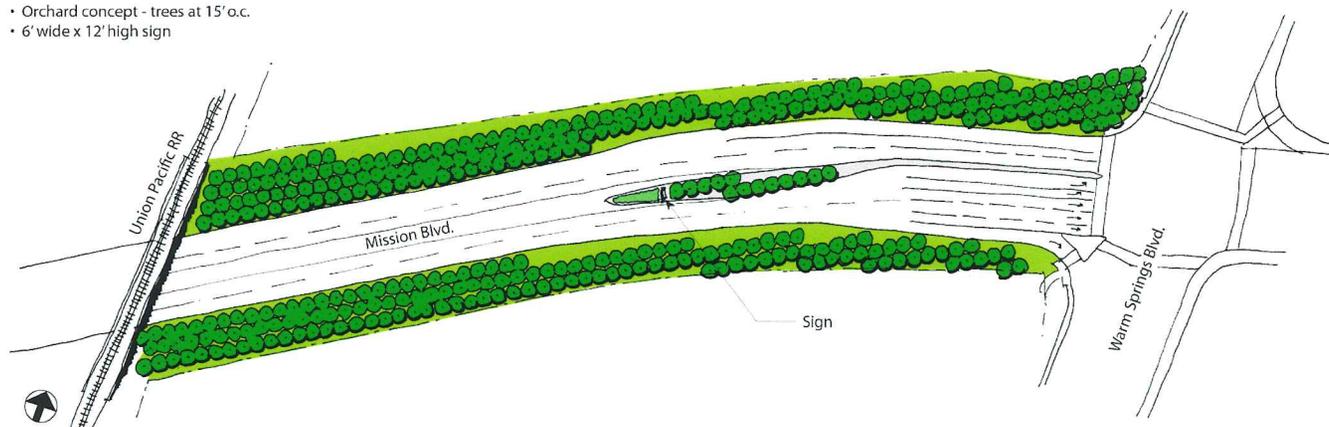
**Mission Blvd E of I-880  
Banding Concept**



**Mission Blvd E of I-880**

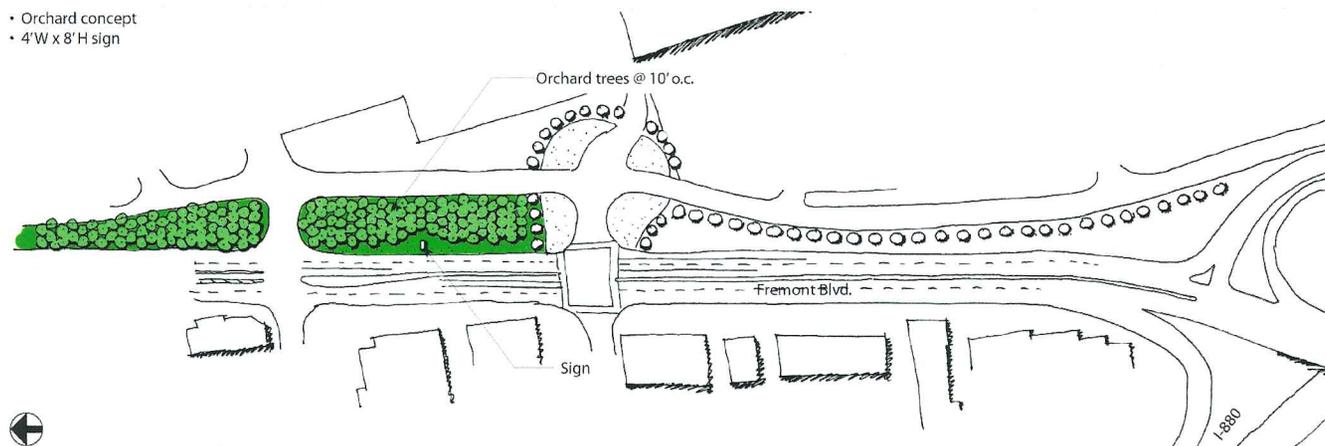
**Orchard Concept**

- Orchard concept - trees at 15' o.c.
- 6' wide x 12' high sign



**Fremont Blvd E of I-880**

- Orchard concept
- 4'W x 8' H sign



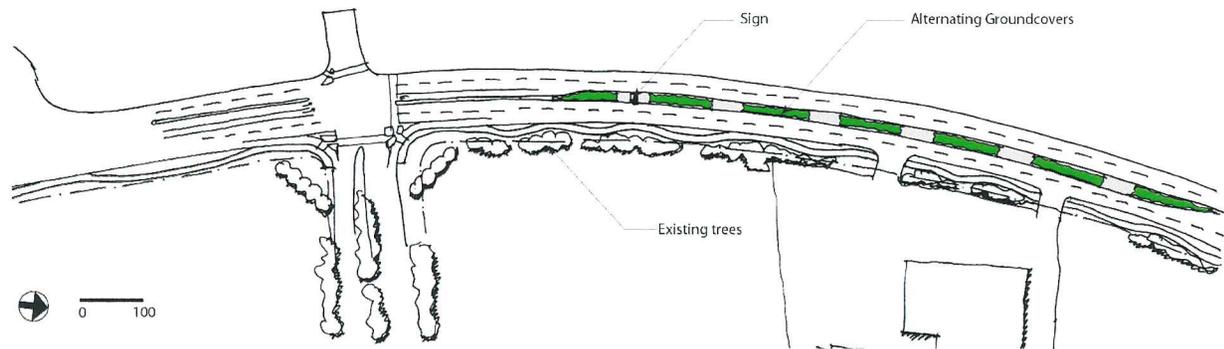
**Stevenson Blvd East of I-880**  
**Banding Concept**

- Banding concept - decreasing band length
- 6'W x 5'H sign



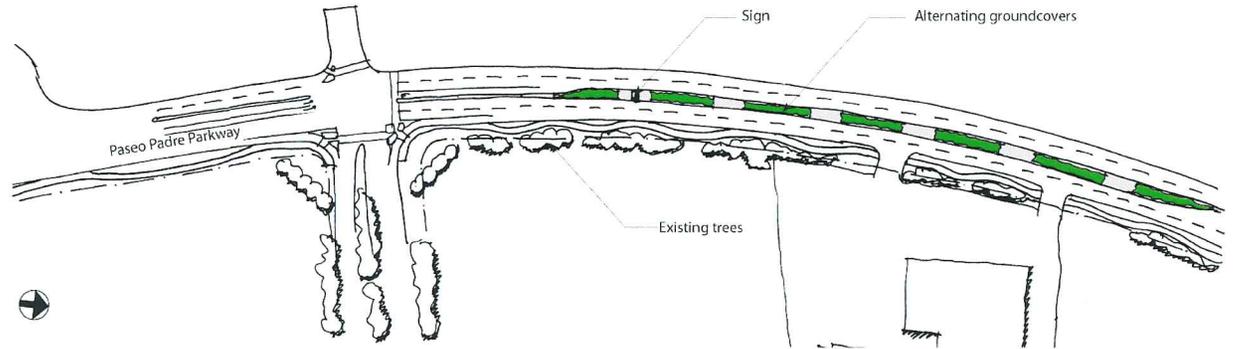
**Mowry Blvd E of I-880**

- Median priority
- 6'W x 5'H sign



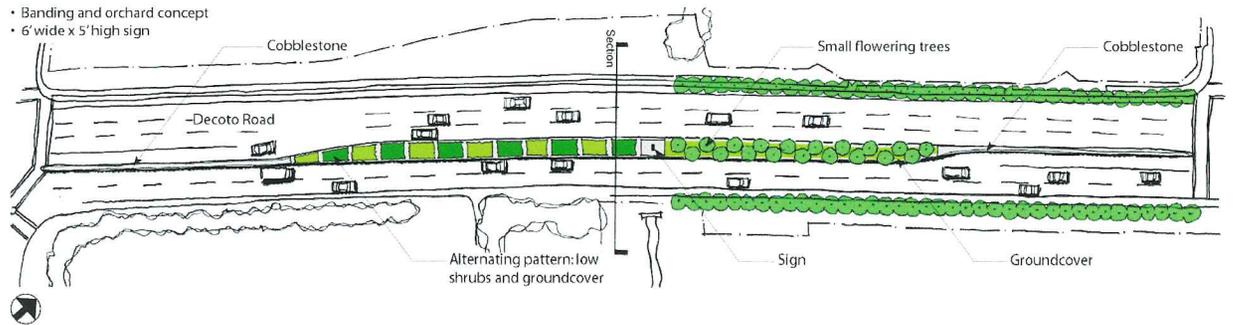
**Paseo Padre Parkway North of Route 84**  
**Banding Concept**

- Banding concept - use existing planters
- 6'W x 5'H sign



**Decoto Road Route 84 E of I-880**

- Banding and orchard concept
- 6' wide x 5' high sign



## Costs

COST ESTIMATES WERE PREPARED for the two prototype gateways described above. These two represent the extremes of conditions: Example #1 (Decoto) has a wide median and significant planted areas, Example #2 (Mowry) has minimal areas available for treatment.

Costs can be expected to vary depending on the following conditions:

- Size of area available in the right-of-way for gateway treatment
- Existing quality of landscape usable as gateway elements
- Condition of existing road, median, curb and utilities
- Existence of infrastructure such as drainage, irrigation and power

As noted, the gateway at Decoto is a large-scale entry with no existing irrigation or power and therefore will have a cost in the range of \$350,000\*. The Mowry gateway consists of a narrow median with existing, attractive landscaping and will consequently have a cost in the neighborhood of \$130,000\* to implement.

\* Estimated at the time of Gateway Concept Plan Adoption, January 2002.

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# Cost

## Cost Example Number 1

### *Gateway Sign, Landscaping and Cobble*

#### Decoto Road

#### Sign construction and installation

• Traffic control	\$ 5,000
• Excavate planting area	32,000
• Install cobble	34,400
• Soil preparation	4,000
• Mulch	6,000
• Planting	2,400
• Groundcover	6,800
• Trees	23,750
• Irrigation	32,000
• Sleeves and backflow	5,000
• Irrigation backflow preventor	3,000
• Controller(s)	5,000
• Sign lighting	2,600
• Electrical, across street	3,000
• Electrical, back of curb	400
• Sign fabrication	26,880
• Supplemental/unforeseen work	28,835
• Design costs (15% construction)	33,160
• Construction Management (10% construction)	22,106
• County water district permit fee	20,000

Overall project subtotal 296,331

Contingency (20%) 59,266

**Estimated Grand Total \$355,597**

#### Additional costs/fees to consider

• Design Consultant (10% construction total)			
• Environmental studies			
• Community engagement (5% construction total)			
• Recreation Commission			
• Planning Commission			
• Historical Architectural Review Board			
• Utility Agency permit fees			
• Building permit fees			
• Specialized consultant services			
	Geotechnical	Electrical	Construction testing
	Environmental	Structural	
• Land Acquisition			
	Appraisal	Real property staff	Other
	Acquisition cost	Eminent Domain	

# Cost

## Cost Example Number 2

### *Gateway Sign and Cobble*

### Mowry Avenue

#### Construction and installation

• Traffic control	\$ 5,000
• Excavation paving	800
• Install cobble	34,400
• Sign lighting	2,600
• Electrical, across street	4,500
• Electrical, back of curb	80
• Sign Fabrication	27,790
• Supplemental/unforeseen work	11,276
• Design costs (15% construction)	12,967
• Construction Management (10% construction)	8,645
Overall project subtotal	\$108,057
Contingency (20%)	21,611
<b>Estimated Grand Total</b>	<b>\$129,668</b>

#### Additional costs/fees to consider

• Design Consultant (10% construction total)			
• Environmental studies			
• Community engagement (5% construction total)			
• Recreation Commission			
• Planning Commission			
• Historical Architectural Review Board			
• Utility Agency permit fees			
• Building permit fees			
• Specialized consultant services			
	Geotechnical	Electrical	Construction testing
	Environmental	Structural	
• Land Acquisition			
	Appraisal	Real property staff	Other
	Acquisition cost	Eminent Domain	