



# LANDSCAPE AND SIGNAGE

JULY 13, 2010



GATES + ASSOCIATES



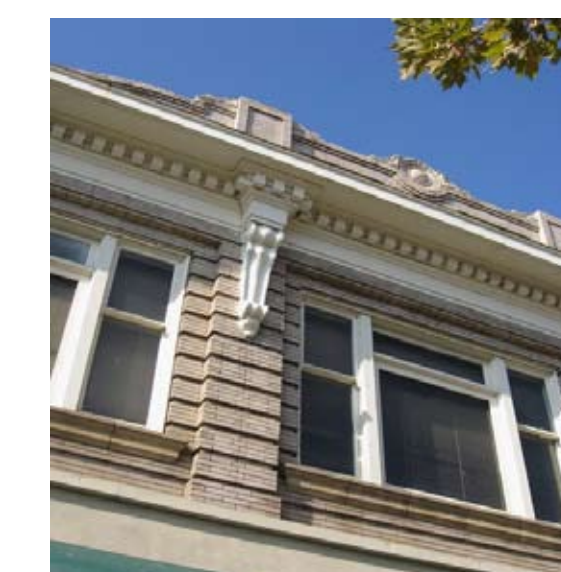
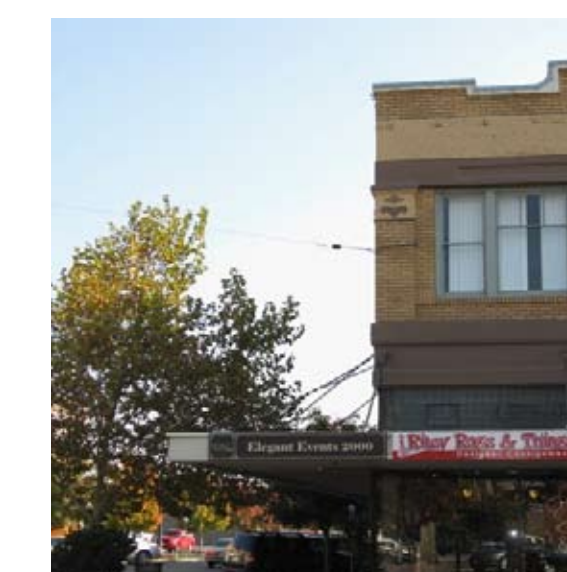


KEY INSPIRATIONAL IMAGES



TURLOCK AGRICULTURAL HISTORY

CENTRAL VALLEY FARM PATCHWORK AERIAL



TURLOCK HISTORIC FRUIT CRATE LABELS

TURLOCK HISTORIC ARCHITECTURE





## TREE OPTIONS



LAGERSTROEMICA 'NATCHEZ'  
CREPE MYRTLE



PLATANUS ACERFOLIA 'COLUMBIA'  
LONDON PLANE TREE



PISTACIA CHINENSIS  
CHINESE PISTACHE



PYRUS CALLERYANA  
ORNAMENTAL PEAR



OLEA 'SWAN HILL'  
SWAN HILL OLIVE TREE



SEQUOIA SEMPERVIRENS 'APTOS BLUE'  
REDWOOD



TILIA CORDATA  
LITTLE LEAF LINDEN

### Median Tree

Lagerstroemia 'Muskogee'  
Lagerstroemia 'Natchez'  
Olea 'Swan Hill'  
Pistache chinensis  
Pyrus calleryana 'Chanticleer'  
Sequoia sempervirens 'Aptos Blue'  
Tilia cordata

Purple Flowering Grape Myrtle  
White Flowering Grape Myrtle  
Olive Tree  
Chinese Pistache  
Ornamental Pear Tree  
Redwood  
Little Linden Leaf

### Intersection Accent Shrubs

Arctostaphylos spp.  
Calamagrostis 'Karl Foerster'  
Carex praegracilllis  
Carex spissa  
Carex testacea  
Ceanothus spp.  
Chondropetalum tectorum  
Diets grandiflora 'Varigata'  
Galvezia speciosa  
Helictotrichon sempervirens  
Lantana spp.  
Muhlenbergia rigens  
Penstemon heterophyllus 'Margarita Bop'  
Phormium 'Atrorpurpureum compactum'  
Rosa spp.  
Rosmarinus officinalis  
Salvia aplana 'Viki Romo'  
Salvia arundinacea  
Salvia chamaedryoides  
Salvia clevelandii  
Teucrium x lucidrys  
Tulbaghia violacea  
Verbena lilacina  
Zauscheria californica

Manzanita  
Feather Reed Grass  
California Field Sage  
San Diego Sedge  
Orange New Zealand Sage  
Wild Lilac  
Cape Rush  
Striped Fortnight Lily  
Island Snapdragon  
Blue oat Grass  
Lantana  
Deer Grass  
Beard Tongue  
New Zealand Flax  
Creeping Roses  
Rosemary  
California White Sage  
Pheasant's Tail Grass  
Germander Sage  
California Sage  
Germander  
Society Garlic  
Cedros Island Verbena  
California Fushia

## SHRUB/GROUNDCOVER OPTIONS



ARCTOSTAPHYLOS SPP.  
MANZANITA



CALAMAGROSTIS 'KARL FOERSTER'  
FEATHER REED GRASS



CAREX PRAEGRACILLIS  
CALIFORNIA FIELD SAGE



CAREX TESTACEA  
ORANGE NEW ZEALAND SEDGE



CEANOETHUS SPP.  
WILD LILAC



CHONDROPETALUM TECTORUM  
CAPE RUSH



DIETES GRANDIFLORA 'VARIGATA'  
STRIPED FORTNIGHT LILY



NO MOW FESCUE

### Freeway Off-Ramp

Tree:  
Lagerstroemia spp.  
Nerium oleander spp.  
Platanus x acerfolia 'Columbia'  
Quercus robur  
Salix lasiolepis

Crape Myrtle  
Oleander  
London Plane Tree  
English Oak  
Arroyo Willow

Shrubs/Groundcovers:  
Ceanothus spp.  
Garrya elliptica  
Leymus condensatus 'Canyon Prince'  
No Mow Fescue  
Phlomis fruticosa  
Ribes sanguineum  
Romneya coulteri  
Rosa spp.

Wild Lilac  
Silk Tassel Bush  
Lyme Grass  
No-Mow  
Jerusalem Sage  
Pink Winter Currant  
Matilija Poppy  
Creeping Rose



GALVEZIA SPECIOSA  
INLAND SNAPDRAGON



HELICTOTRICHON SEMPERVIRENS  
BLUE OAT GRASS



HESPERALOE PARVIFLORA  
RED YUCCA



IRIS DOUGLASIANA 'PURPLE'  
IRIS



LEYMUS CONDENSATUS 'CANYON PRINCE'  
LYME GRASS



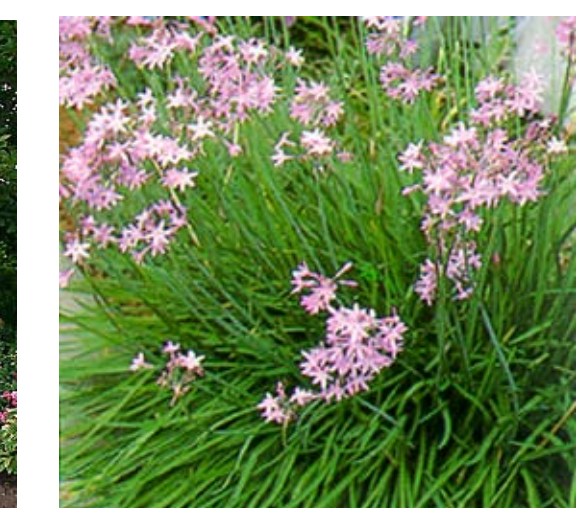
RIBES SANGUINEUM  
PINK WATER CURRANT



ROSA MEIDLAND 'WHITE'  
CREEPING ROSE



ROSA 'PINK FLOWER CARPET'  
CREEPING ROSE



TULBAGHIA VIOLACEA  
SOCIETY GARLIC





GOLDEN STATE BOULEVARD MEDIANS

Fancy Quality  
MELONS



TURLOCK, CALIFORNIA



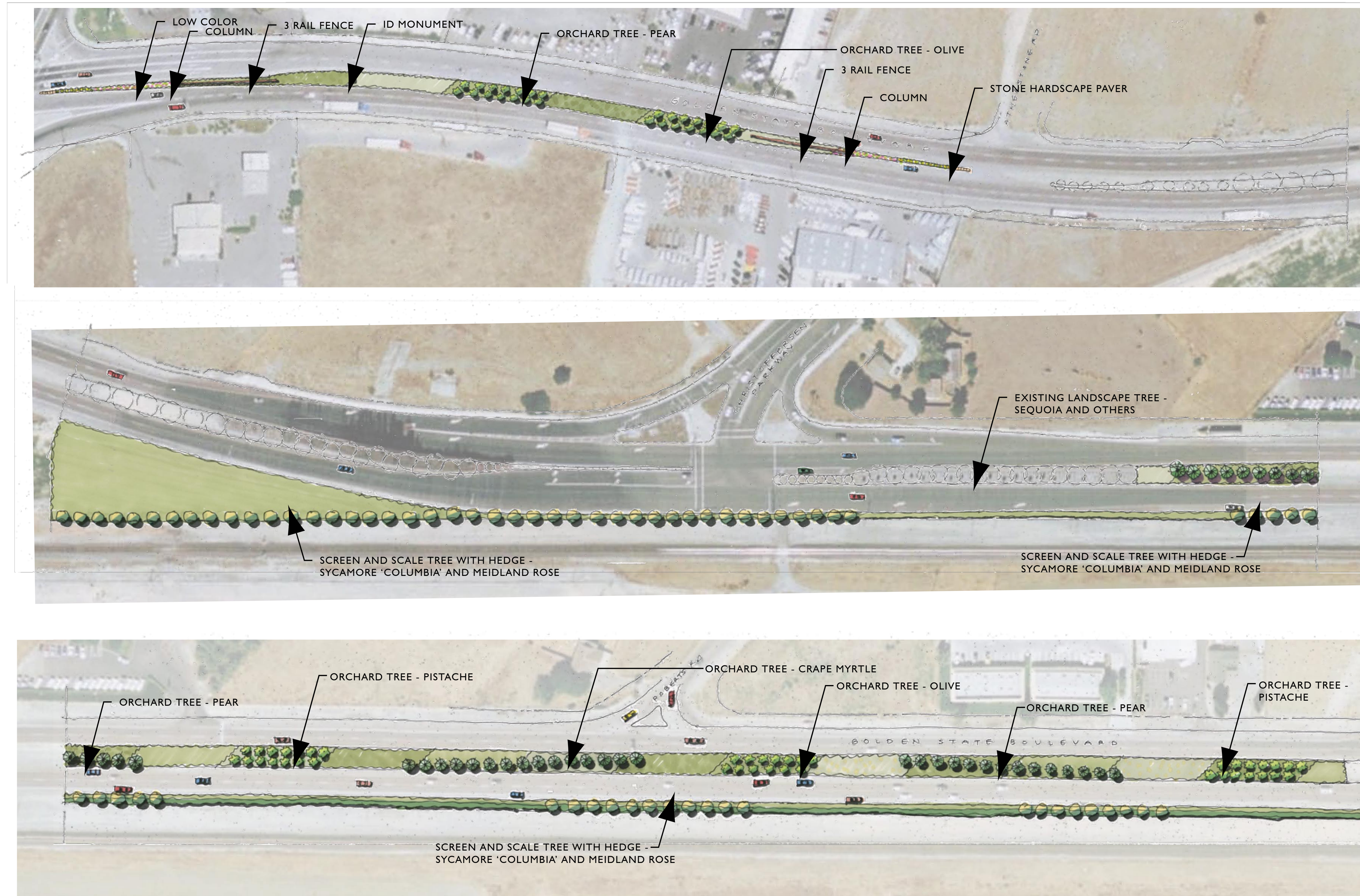
GOLDEN STATE - PHOTOSIMULATION

JUNE 2010



# GOLDEN STATE BOULEVARD MEDIANS

Farmy Quality  
MELONS



TURLOCK, CALIFORNIA

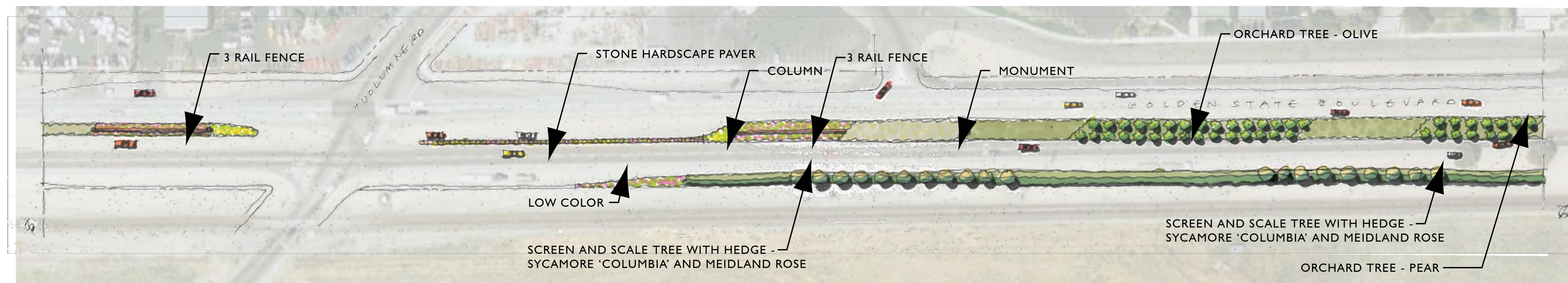
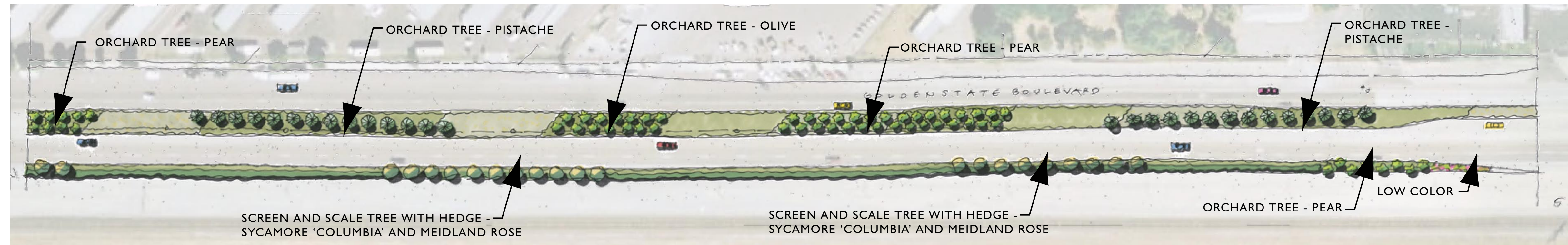
CALIFORNIA  
GOLDEN STATE - FROM TAYLOR ROAD TO ROBERTS ROAD  
CORNICIUM  
GRAPES

JUNE 2010



# GOLDEN STATE BOULEVARD MEDIANS

Farmy Quality  
MELONS



TURLOCK, CALIFORNIA

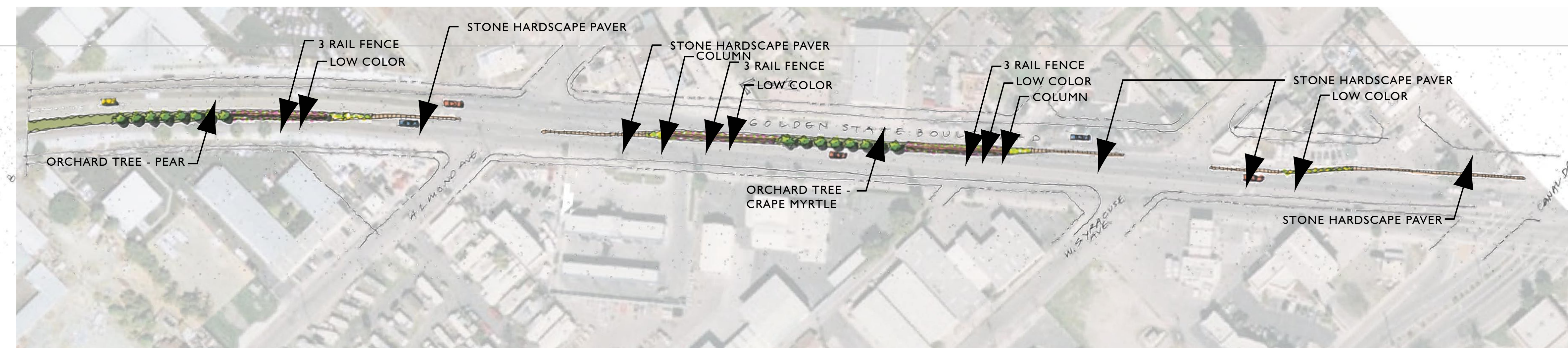
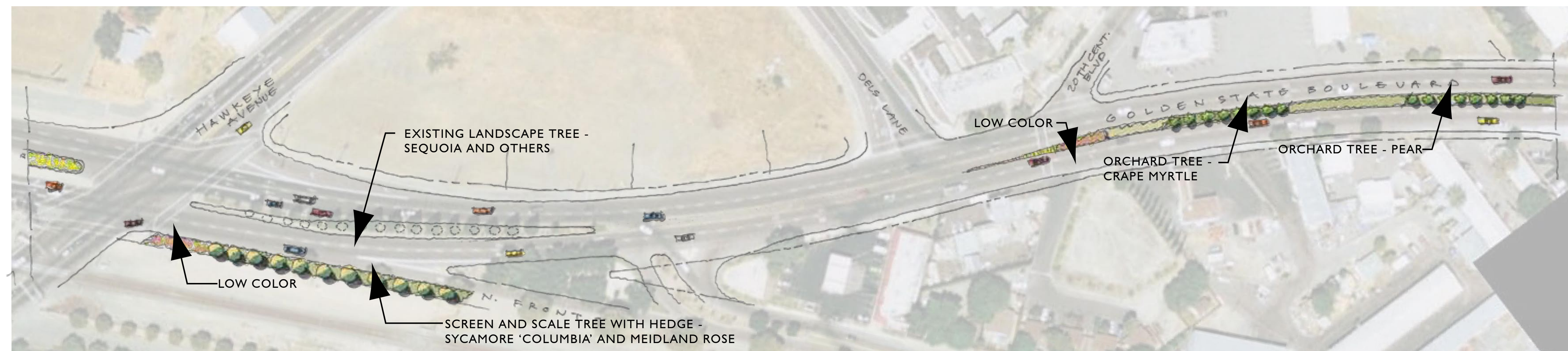
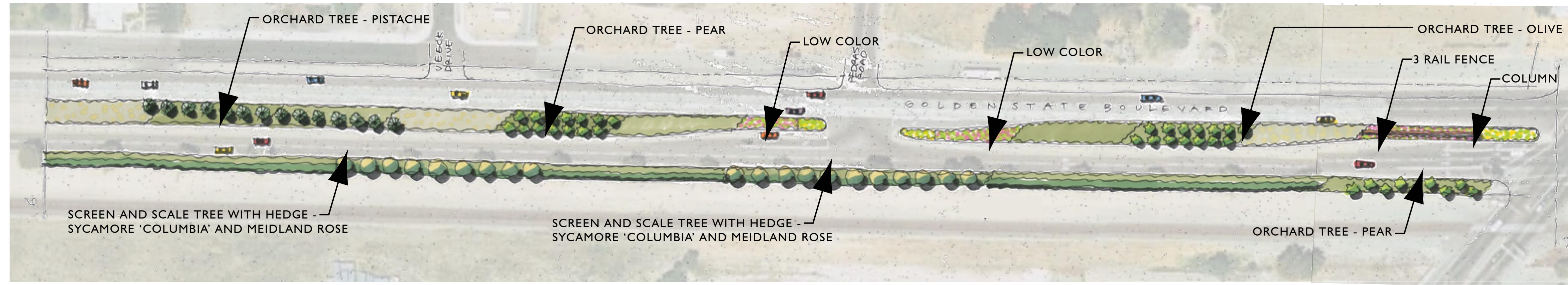
CALIFORNIA  
GOLDEN STATE - FROM MONTE VISTA TO TUOLUMNE RD.  
CORNICHON  
GRAPES

JUNE 2010



# GOLDEN STATE BOULEVARD MEDIANS

Farmy Quality  
MELONS



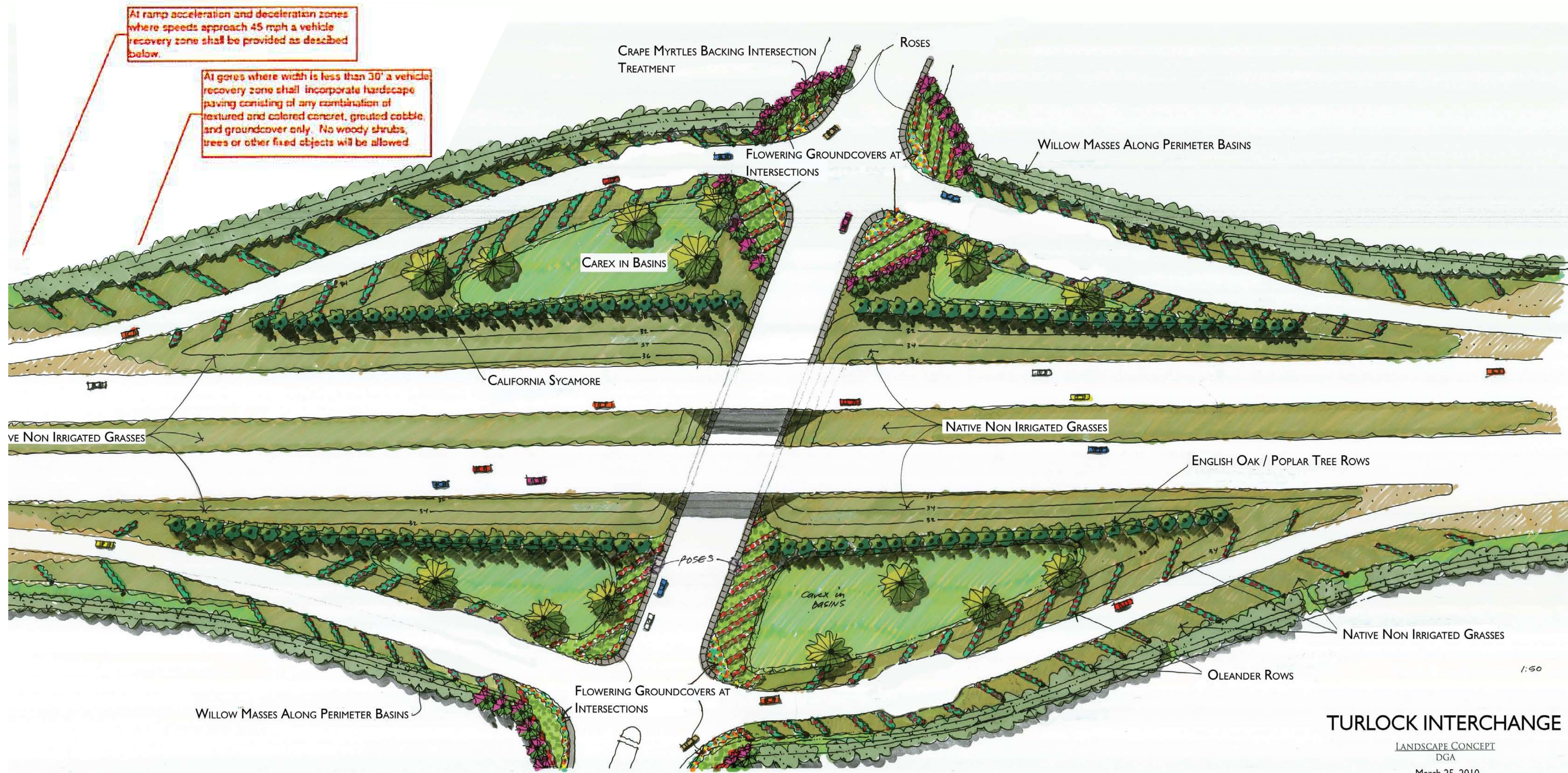
TURLOCK, CALIFORNIA

CALIFORNIA  
GOLDEN STATE - FROM VEECK DR. TO CANAL DR.  
JUNE 2010



# INTERCHANGE

Fancy Quality  
MELONS



## TURLOCK INTERCHANGE

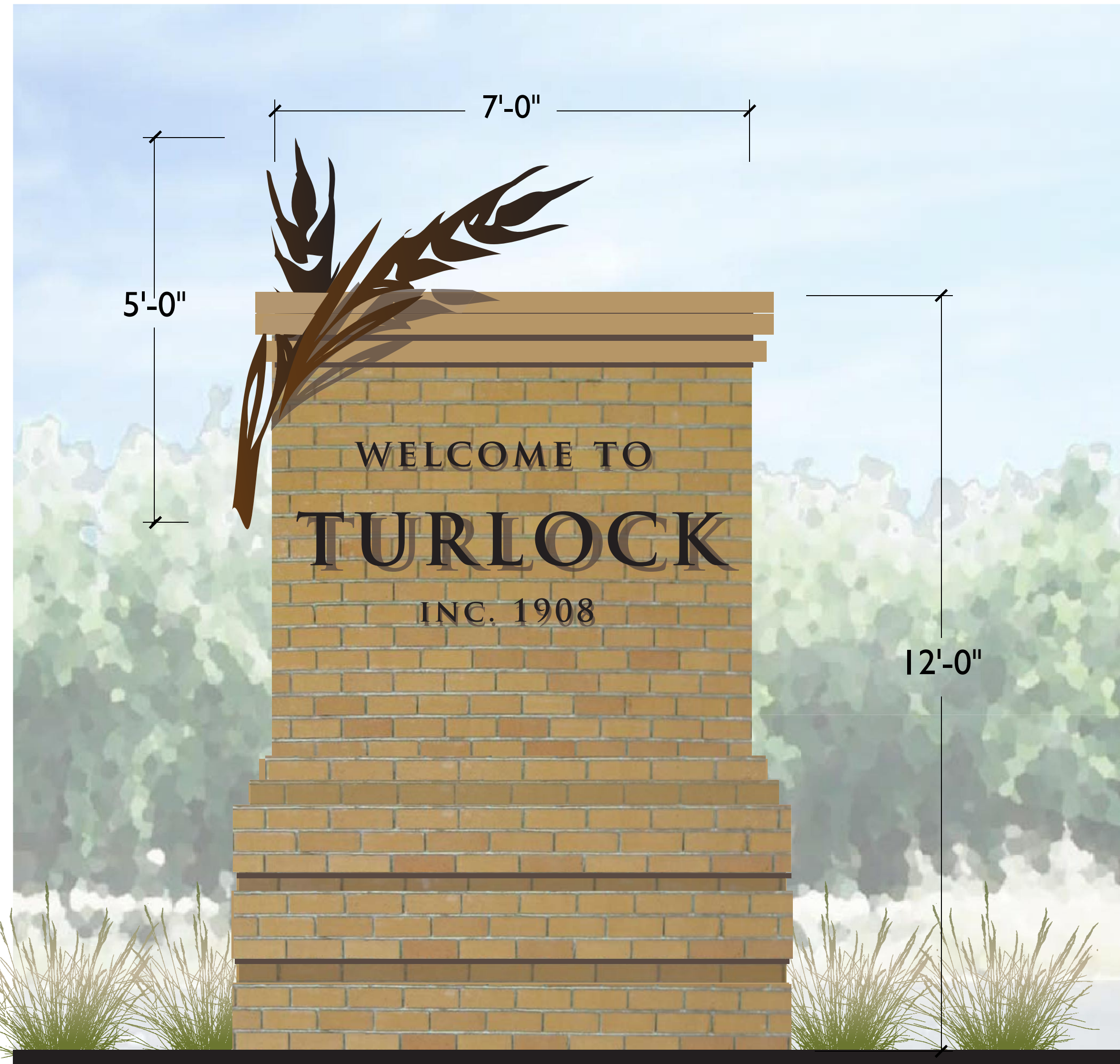
LANDSCAPE CONCEPT  
DGA  
March 25, 2010



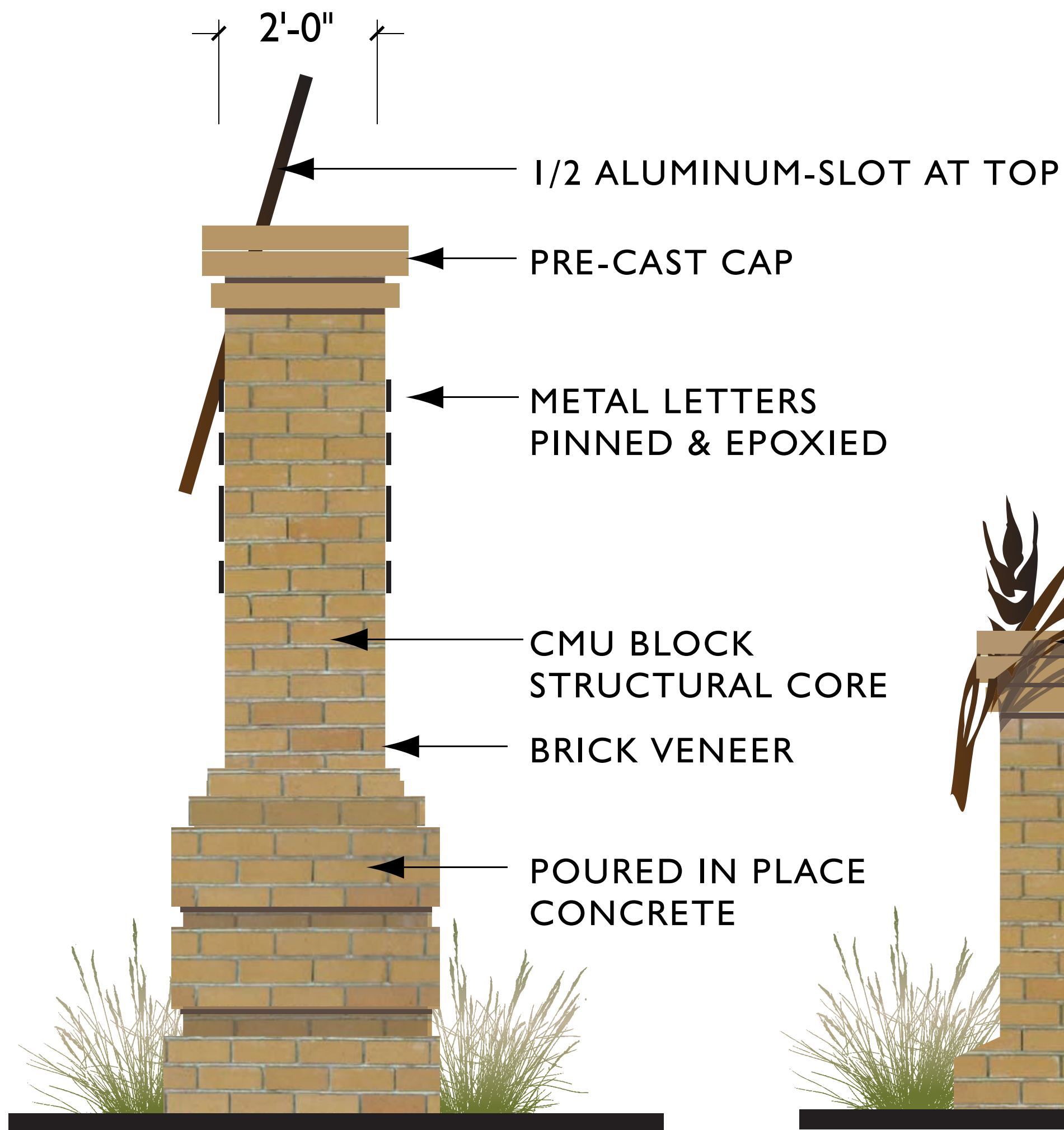
TURLOCK, CALIFORNIA

CALIFORNIA  
INTERCHANGE AT 99 & MONTEVISTA AVE.  
JUNE 2010

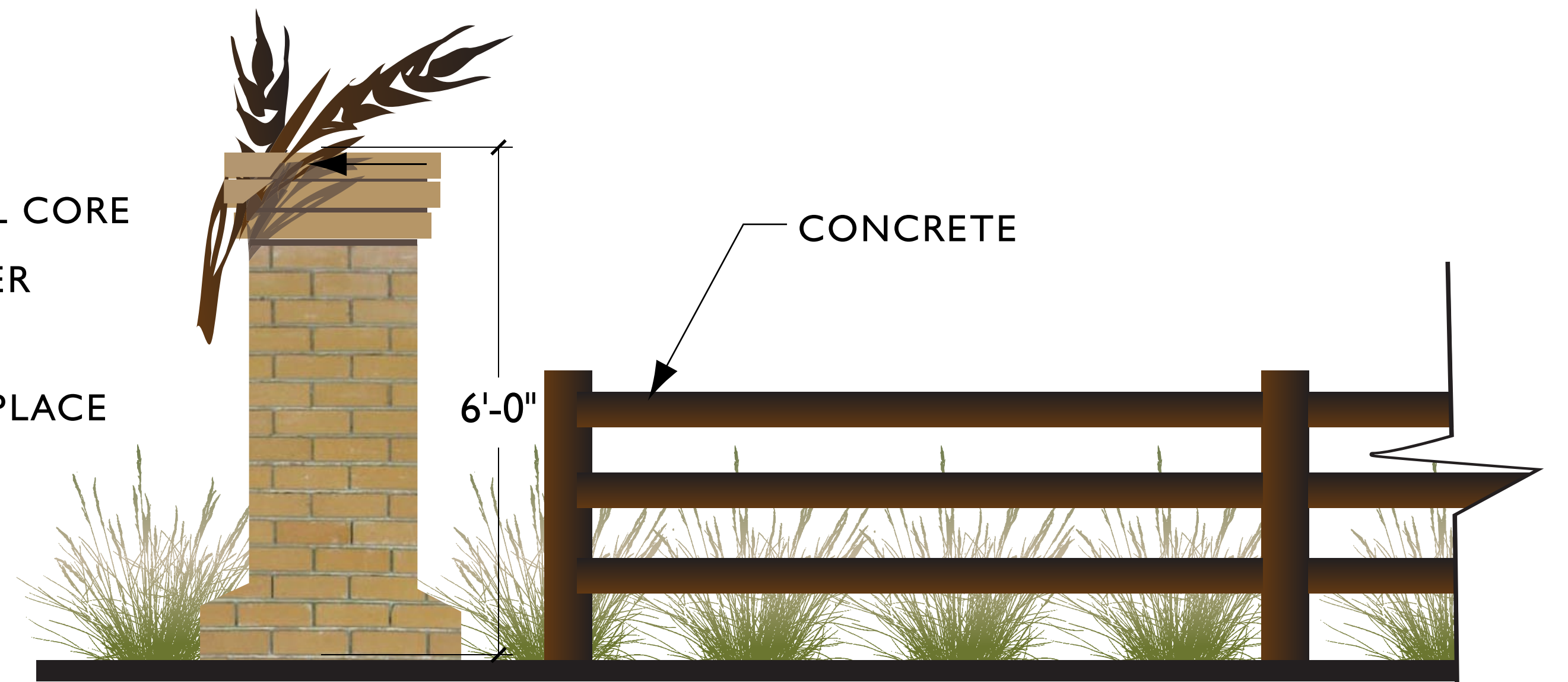




**A** I.D. MONUMENT  
FRONT VIEW  
DOUBLE SIDED SIGN

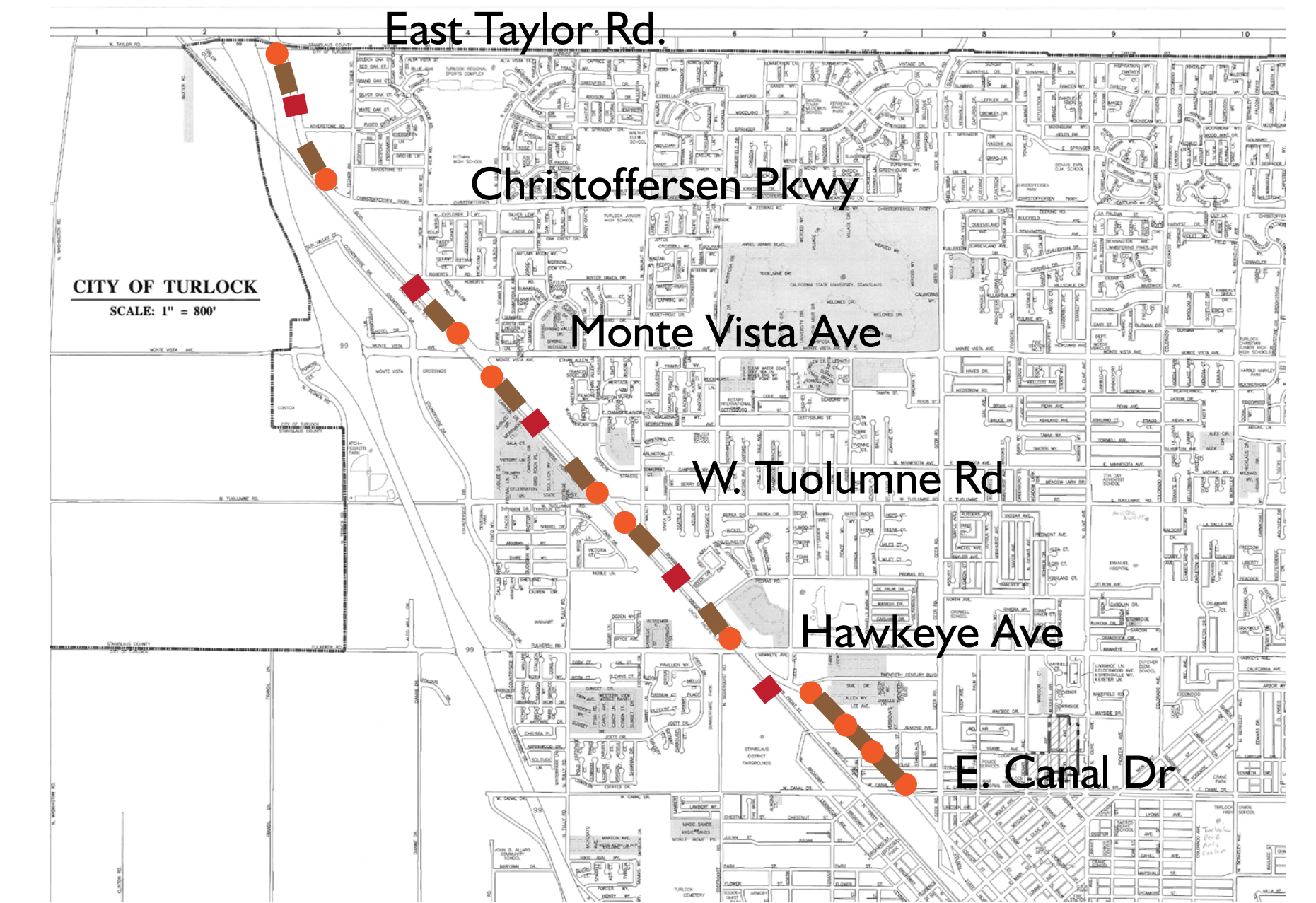


**A** I.D. MONUMENT  
SIDE VIEW  
DOUBLE SIDED SIGN



**B** COLUMN  
SIDE VIEW

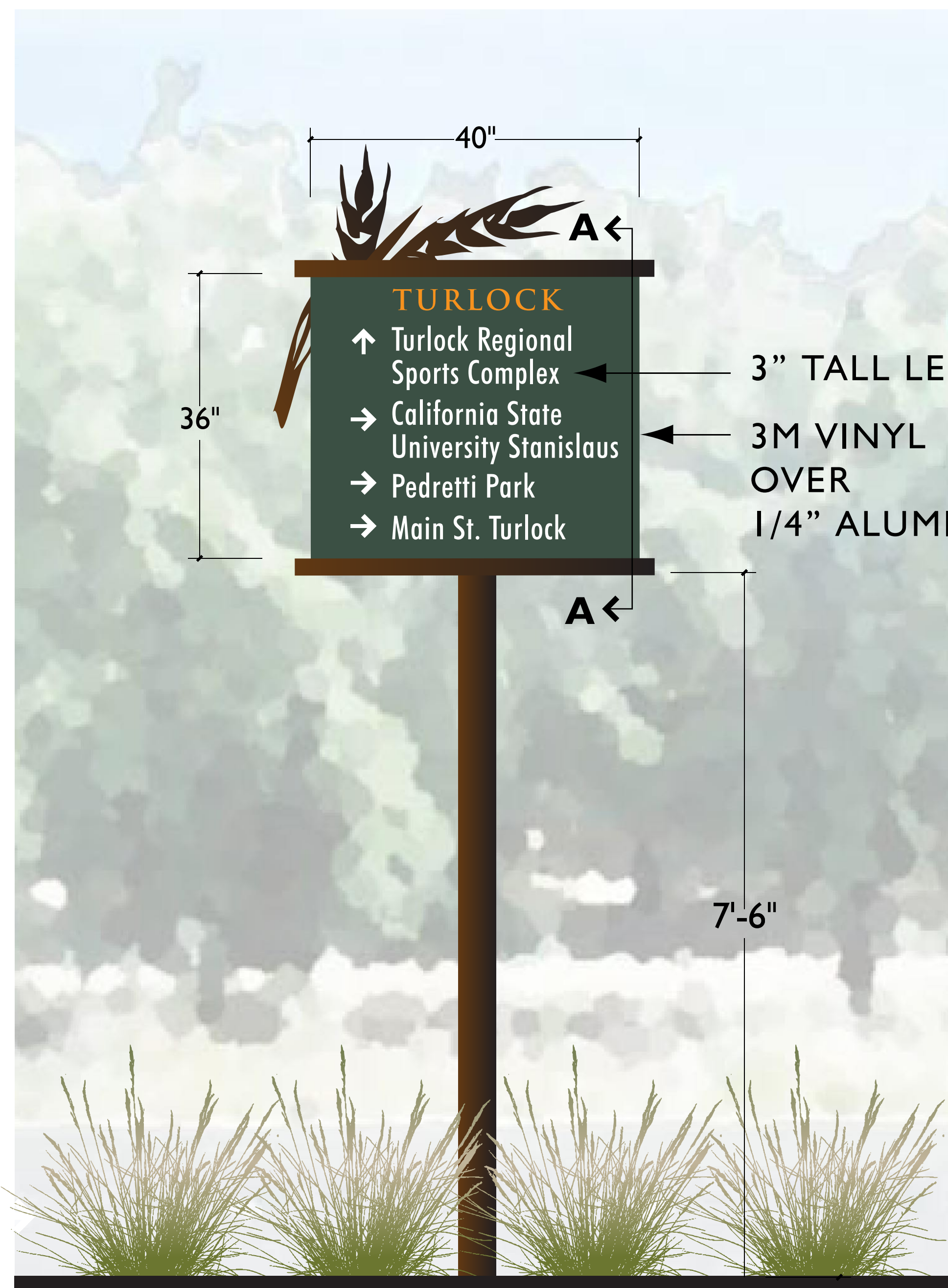
**C** FENCE  
SCALE: 3/4" = 1'-0"



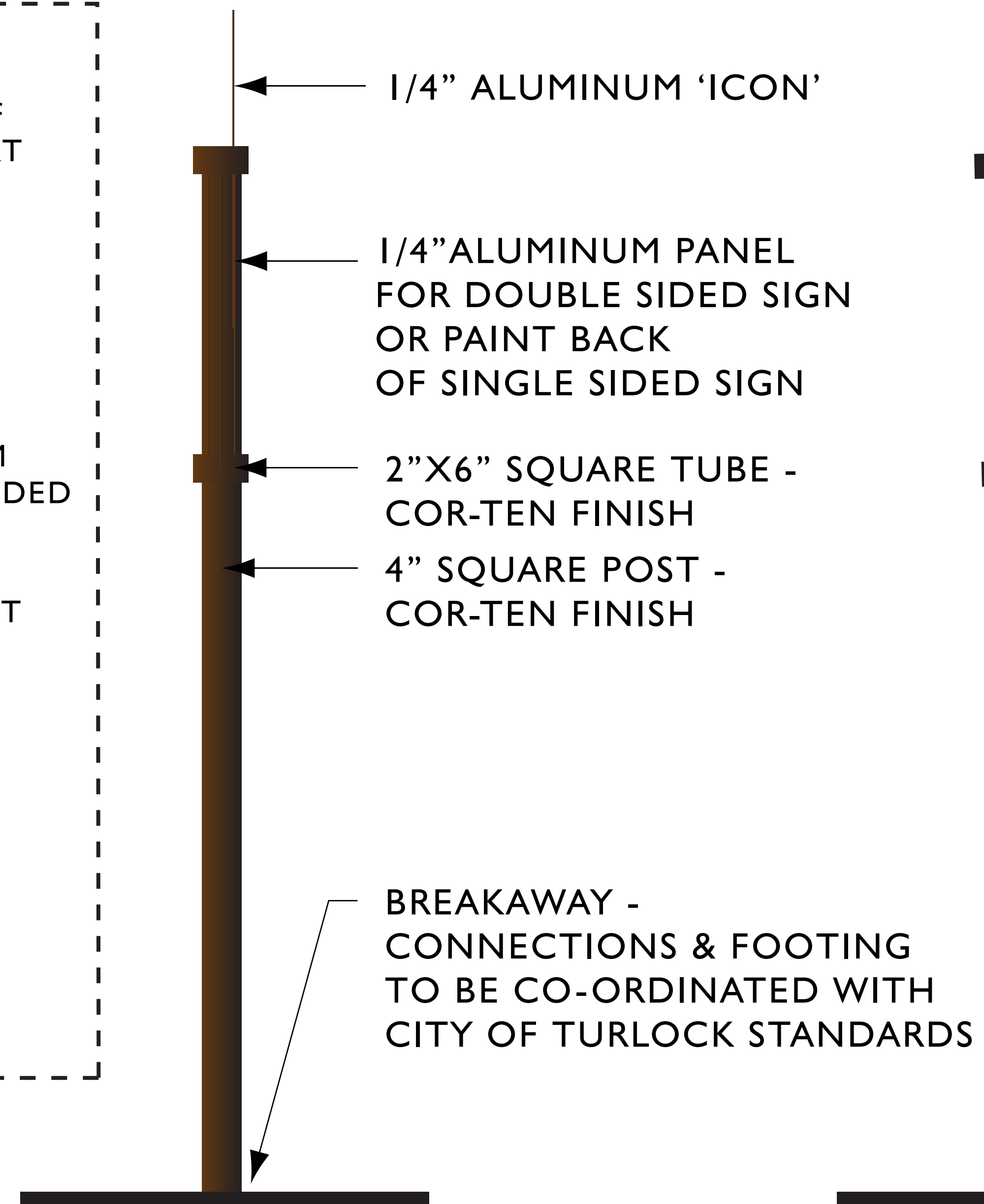
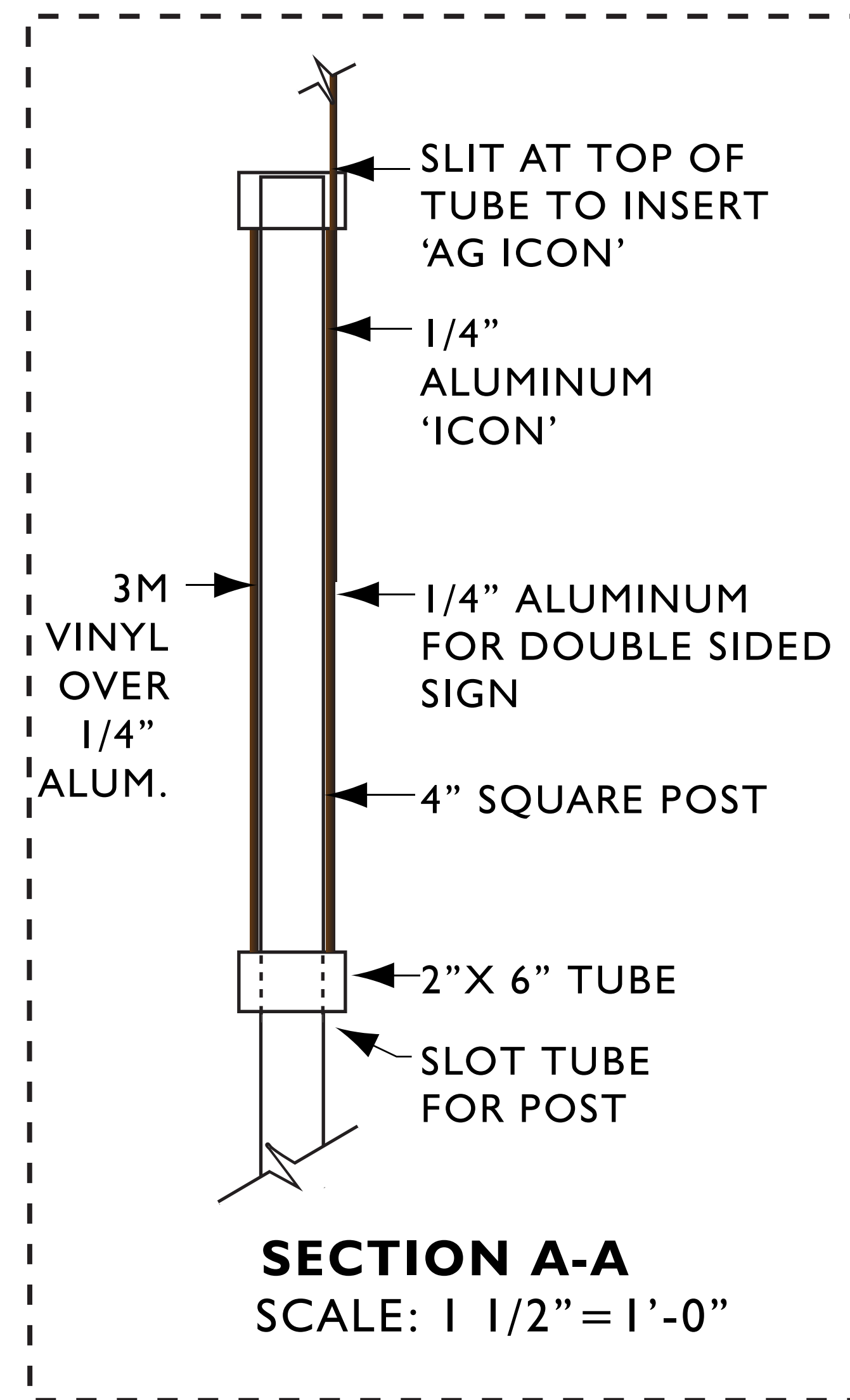
LOCATION MAP



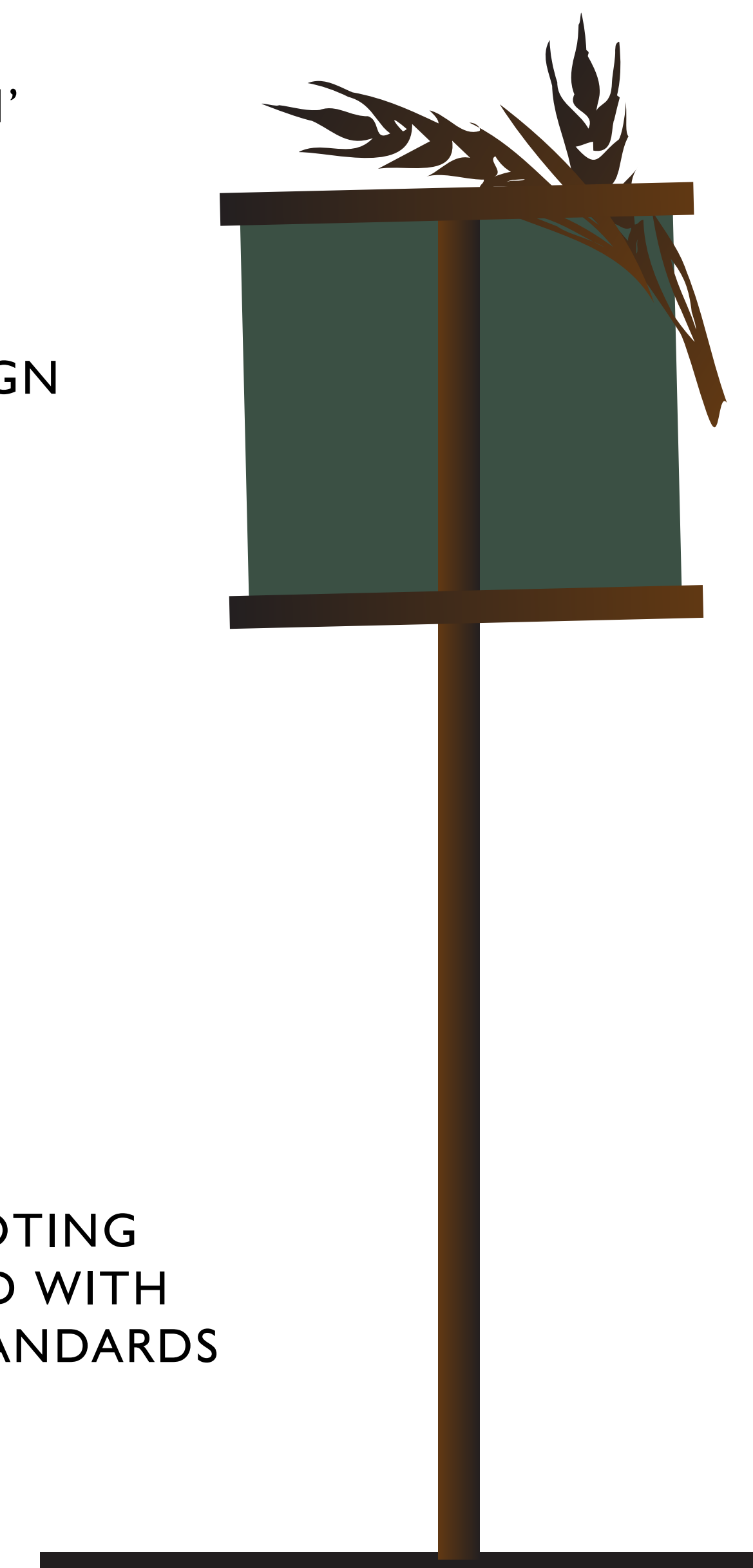




**FRONT VIEW**  
SCALE: 1" = 1'-0"



**SIDE VIEW**  
SINGLE SIDED OR DOUBLE SIDED



**BACK VIEW**  
SINGLE SIDED SIGN







WHEAT



PEACH



GRAPE



APRICOT



**TURLOCK**

- ↑ Turlock Regional Sports Complex
- California State University Stanislaus
- Pedretti Park
- Main St. Turlock



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# SIGNAGE & WAYFINDING



- TURLOCK**
- ↑ Turlock Regional Sports Complex
  - California State University Stanislaus
  - Pedretti Park
  - Main St. Turlock

- TURLOCK**
- ↑ Main St. Turlock
  - ↑ Chamber Of Commerce
  - ↑ Visitors Center
  - ↑ City Hall
  - ↑ Carnegie Arts Center

- TURLOCK**
- ↑ Main St. Turlock
  - ↑ Medic Alert
  - ↑ Emanuel Medical Center
  - ↑ California State University Stanislaus

- TURLOCK**
- ↑ Turlock Regional Sports Complex
  - California State University Stanislaus
  - Pedretti Park
  - Main St. Turlock



TURLOCK, CALIFORNIA

CALIFORNIA  
CORNICION  
GRAPES

WAYFINDING PANEL BACKGROUND

JUNE 2010



SIGNAGE & WAYFINDING



**PANTONE 350C**



**PANTONE 350C  
90%**



**PANTONE 350C  
80%**

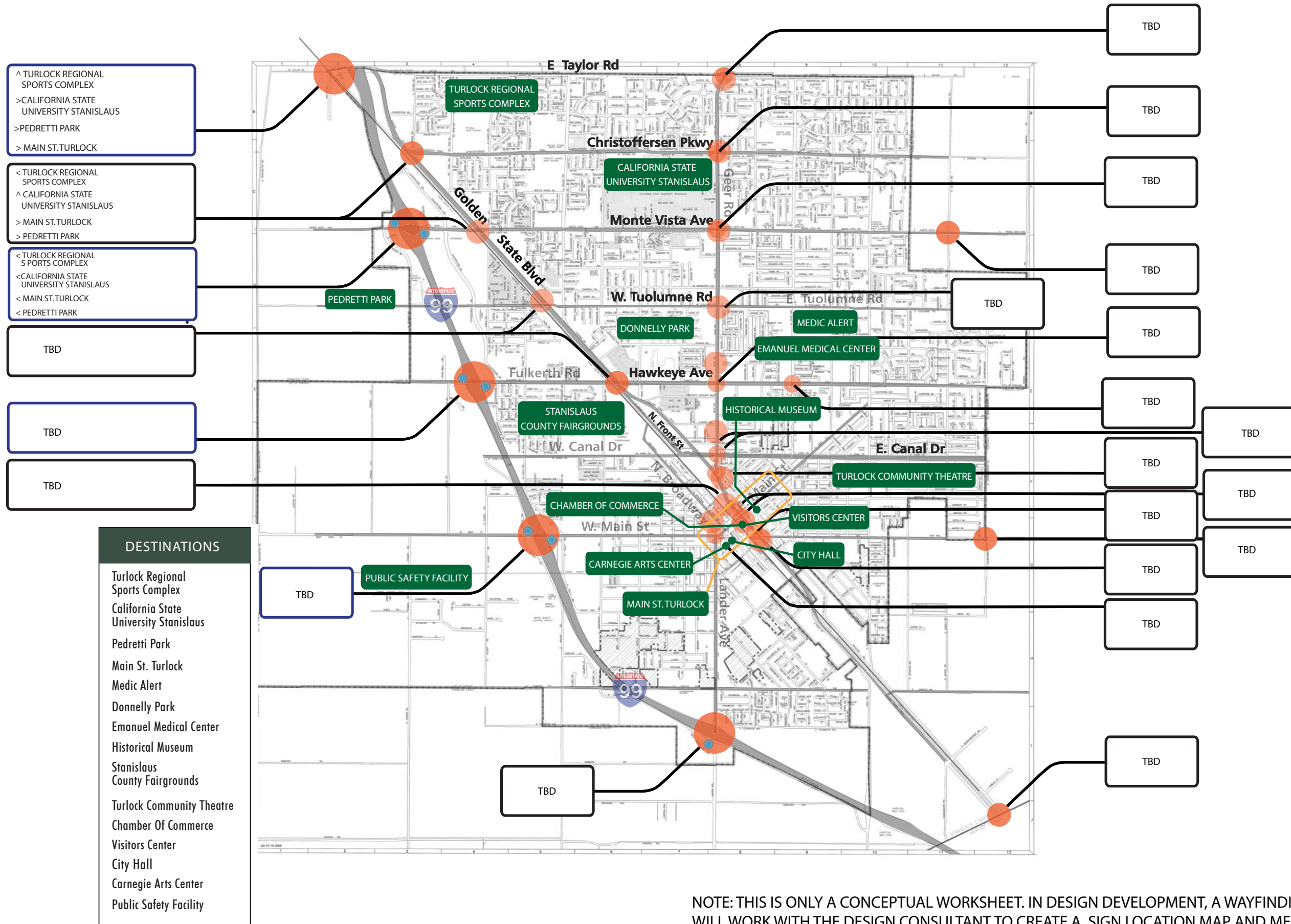


TURLOCK, CALIFORNIA



WAYFINDING  
JUNE 2010






- DESTINATIONS**
- Turlock Regional Sports Complex
  - California State University Stanislaus
  - Pedretti Park
  - Main St. Turlock
  - Medic Alert
  - Donnelly Park
  - Emanuel Medical Center
  - Historical Museum
  - Stanislaus County Fairgrounds
  - Turlock Community Theatre
  - Chamber Of Commerce
  - Visitors Center
  - City Hall
  - Carnegie Arts Center
  - Public Safety Facility

NOTE: THIS IS ONLY A CONCEPTUAL WORKSHEET. IN DESIGN DEVELOPMENT, A WAYFINDING COMMITTEE WILL WORK WITH THE DESIGN CONSULTANT TO CREATE A SIGN LOCATION MAP AND MESSAGE SCHEDULE.



# SIGNAGE & WAYFINDING





1898 Park Road  
Benicia, CA 94510  
707-747-0400  
707-747-9275 Fx  
www.ColumnConcepts.com  
columnconcepts@pacbell.net

### Estimate

DATE	REP	ESTIMATE #
7/6/2009	MB	E90221

**FAX TO:**

Gates & Associates  
2671 Crow Canyon Rd  
San Ramon, CA 94553  
Ana Dominguez  
925-736-8176 Fax: 925-736-8184

WAGE BASE - Unless otherwise noted, all quotes are based on Standard Wage format with NO Prevailing Wage, Mandatory PLA, and/or WRAP/OCIP/SIP impact.

P.O. NO.	TERMS	LEAD TIME	FOB	PROJECT
	Other			Turlock, Monument - E90221

ITEM	QTY	DESCRIPTION	COST	Total
<b>CITY OF TURLOCK</b>				
Preliminar...		PRELIMINARY QUOTE: The following pricing is for use in budgeting only. Structural engineering, detailed specifications, actual finishes and current market material prices may impact final pricing and lead-time.		
Monument...	1	<b>CITY IDENTITY MONUMENTATION</b> 8'-0" x 12'-0" Double sided monument with precast top trim. Brick veneer on entire monument and 3-tier brick base. Engineering included. As per drawings provided by customer.  Delivery and Installation to Turlock, CA. Must have sufficient access to site of delivery or an additional charge will incur.  NOT INCLUDED: Permits, USA Inspection, Landscaping, Lighting, Electrical Supply, Plumbing, Final Grade.  ADD OPTION 1 or 2 for Letters & Logos (tax included): 1) \$3,647.77 - 1/4" Aluminum, dark bronze anodized (2 sides) 2) \$1,341.29 - 1/4" Laser Cut Acrylic, bronze color (2 sides)  WELCOME TO - 6 Inch THE CITY OF - 4 Inch TURLOCK - 9 Inch INC. 1908 - 4 Inch LOGO - 33" x 12"	12,200.00	12,200.00T
		Sales Tax Applied - Stanislaus County	8.375%	1,021.75
Thank you for your business.			<b>Total</b>	<b>\$13,221.75</b>

Production will begin when the SIGNED ESTIMATE, PO, & DOWN PAYMENT are received. Any charges must be submitted in writing and signed-off by CCI. Estimate is valid for 30 days.

NOT INCLUDED unless noted in Estimate: Footings, City & County fees, permits, surveys, soils testing, electrical, engineering, plumbing & damage to undisclosed utilities.

20% Restocking fee will be charged if order is cancelled.

**SIGNATURE REQUIRED TO START PRODUCTION**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### ESTIMATE OF PROBABLE COST

- CITY IDENTITY MONUMENTS - EACH \$17,500
- WAYFINDING SIGN - EACH \$3,000



TURLOCK, CALIFORNIA



ESTIMATE OF PROBABLE COST  
JUNE 2010