



CASE STUDY

Hollister Hills State Vehicular Recreation Area

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Hollister, CA

Designers: Richard Munoz, State Park Interpreter I

The State of California's Off-Highway Motor Vehicle Recreation (OHMVR) Program provides accessibility to off-highway vehicle recreation for everyone from hikers to bird watchers. Since its debut in 1971, this program has become the largest and most successful of its type in the U.S.

Hollister Hills State Vehicular Recreation Area (SVRA) offers recreation for motorcyclists, ATV riders, picnickers, and campers in the Gabilan Mountains just an hour's drive from San Jose. A recently installed signage and exhibit panel project helps visitors to the park better navigate trails and learn more about the unique history and geographic features of this rugged off-road destination.

State Park Interpreter, Richard Munoz, designed and managed the project and chose iZone Imaging's Custom High Pressure Laminate (CHPL) as his preferred material. He said, "iZone's CHPL was the product of choice because of the flexibility it allows in the design, the ability for dynamic design through custom shapes and sizes of panels, all while maintaining high image quality."

The signs were a variety of shapes and sizes including a large panel contour cut to the shape of a bear. Interpretive panels were designed to tell the story of the park's history and additional insight about the mountainous terrain. Directional signage includes map panels and trail markers.

Because the three-phase project would take several months to complete, meeting Munoz's expectations consistently would be a huge impact on the project's success. Thanks to familiarity in government project process and procedures, iZone understands budget concerns and time limitations. "Due to timing and budget constraints, this project needed to be completed in phases. With limitations in purchasing amounts and timelines per our budget constraints we were able to meet all timelines and budgetary limitations to complete the project according to our timeline and budget," said the State Parks Interpreter.

"The durability, longevity, high-quality and graffiti resistance of CHPL met and exceeded the objectives and requirements of this project. ... The quality, technology and sustainability practices of iZone were the 'icing on the cake.' We didn't set out to find the product we needed from a company with high environmental and sustainable practices. But when we found the company that created the product we needed with responsible core values, we knew this was the company we would use for this project and for future projects."

