

Welcome

Eden Area Signage Plan

Alameda Community Development Agency
Economic and Civic Development Department



ALAMEDA COUNTY
Community Development Agency

PGAdesign

LANDSCAPE ARCHITECTS

A good sign program can help:

- **Create a community identity:**
what do people think of when they think about their community?
- **Build a sense of place:**
signs say that you're entering or moving through a distinct place
- **Build community pride**
- **Well-designed signs set a positive tone and look:**
visually signals that this is a cared-for place
- **Direct visitors and shoppers to shopping districts:**
a boost for locally owned shops, restaurants and service businesses

Signage Types

	Gateways	Wayfinding
Purpose:	Community Identity	Give Directions
Design:	Freestanding Decorative Materials	Freestanding or Attachable Allows for more destinations to be added
Placement:	Prominent and attractive Location Near Community Border	High Traffic Street



Effective Signage: Important Points

- Family of signs has
 - Same shape and layout
 - Different logo and color
- High contrast colors
- 3" minimum text size
- Scale and size limits

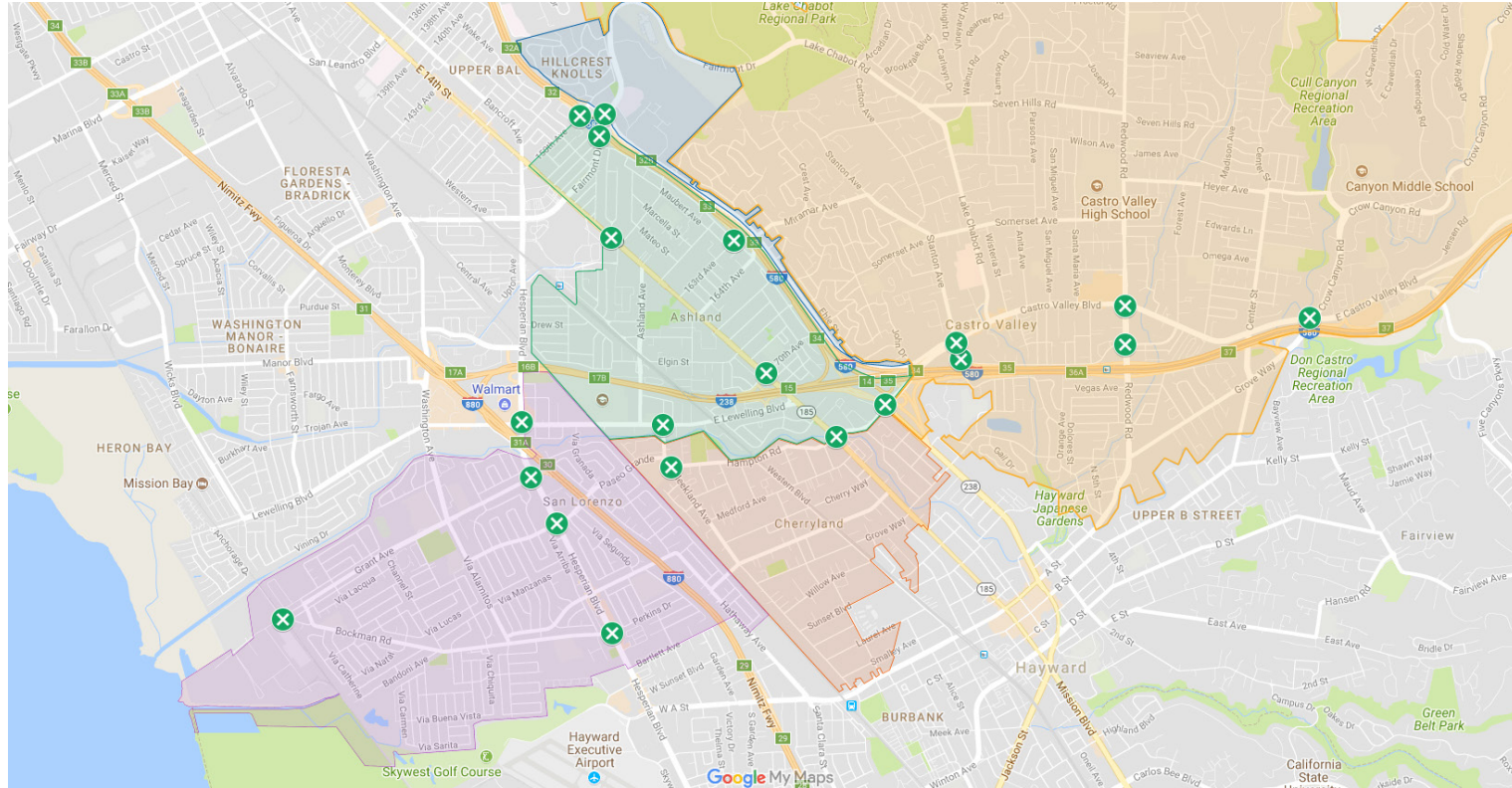
Analysis

PGAdesign and Alameda County staff toured the urban unincorporated areas of Ashland, Cherryland, Castro Valley and San Lorenzo.

PGAdesign identified the following destinations:

- Retail/Industrial Districts
- Freeway Access
- Existing County installed sign locations:
 - Castro Valley Streetscape Sign
 - Cherryland Gateway Sign
 - Grant Avenue Sign
 - Fairmont Terrace Signs
 - Hillcrest Knolls Signs

Mapping: Sign Locations



Case Studies: Downtown, Los Angeles



Case Studies: City of San Juan Capistrano



Case Studies: City of Pasadena



Case Studies: City of Pasadena



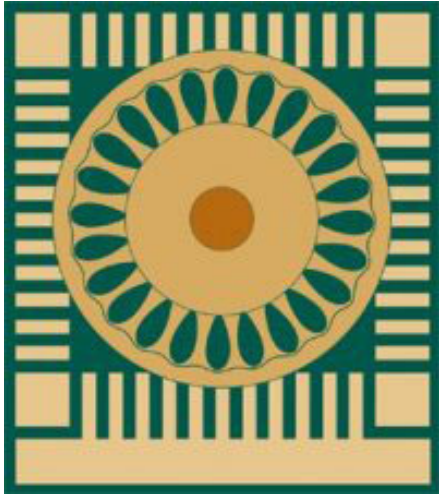
Case Studies: City of Emeryville



Case Studies: City of Folsom



Case Studies: Hayward



Case Studies: City of San Leandro



Community Identity:



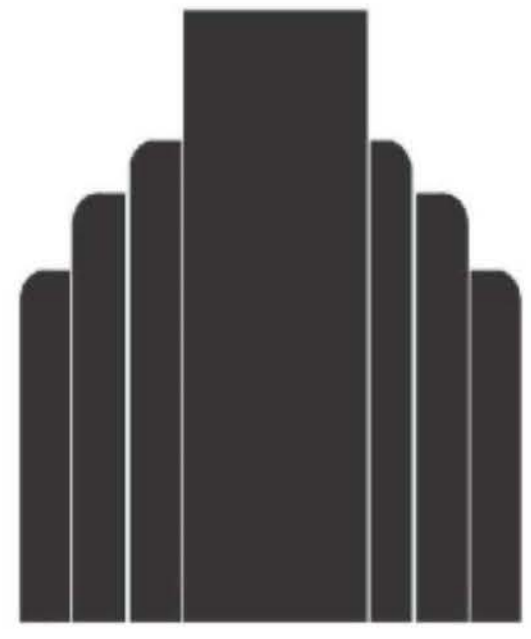
Signage Criteria

- County Facility
- Freeway
- Retail District / Industrial District
- Sign Consolidation

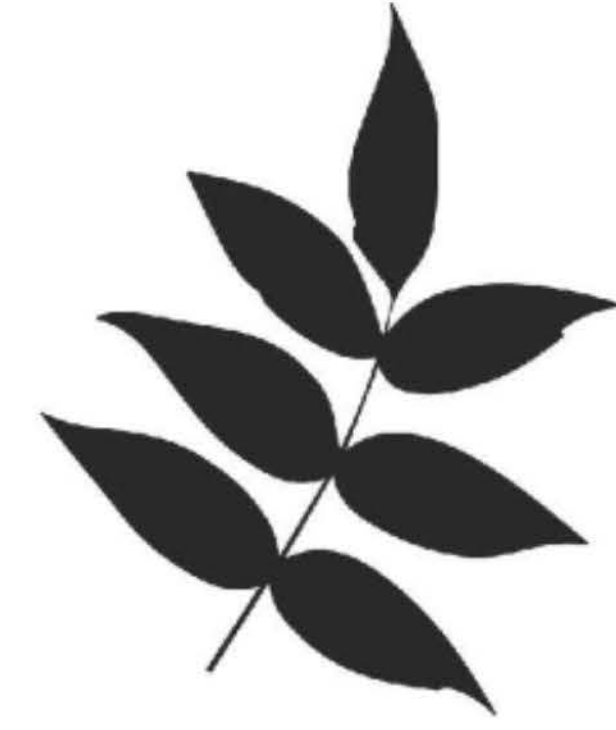
4 distinct but linked communities

ICON DESIGN OPTIONS

ICON



OR



CURRENT



INSPIRATION



San Lorenzo



Castro Valley



Cherryland



Ashland



Fairview

Cherryland Logo



Fairview Logo




WAYFINDING DESIGN OPTIONS


Option
1


 Ashland


 Freeway Entrance


 County Facility


 Castro Valley

 Freeway Entrance

 County Facility

 San Lorenzo


 Freeway Entrance


 County Facility


 Cherryland

 Freeway Entrance

 County Facility

 Fairview

 Freeway Entrance

 County Facility


Option
2


 Ashland


 Freeway Entrance


 County Facility

 Retail District


 Castro Valley

 Freeway Entrance


 County Facility

 Retail District

 San Lorenzo

 Freeway Entrance

 County Facility

 Retail District

 Cherryland

 Freeway Entrance

 County Facility


 Retail District

 Fairview


 Freeway Entrance

 County Facility

 Retail District

 Freeway Entrance

 Freeway Entrance

 Freeway Entrance

 Freeway Entrance

 Freeway Entrance

Option
3

 Ashland

 Freeway Entrance

 County Facility

 Retail District

 Castro Valley

 Freeway Entrance

 County Facility

 Retail District

 San Lorenzo

 Freeway Entrance

 County Facility

 Retail District

 Cherryland

 Freeway Entrance

 County Facility

 Retail District

 Fairview

 Freeway Entrance

 County Facility

 Retail District

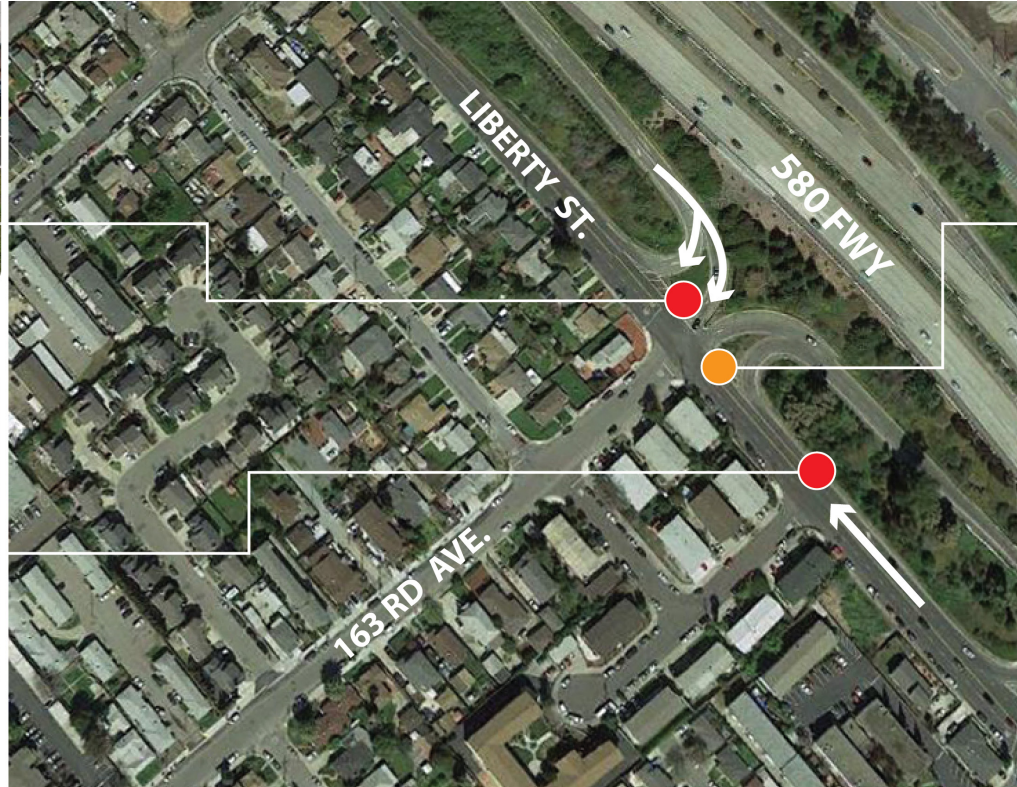
Sample Intersection: Liberty St. & 163rd Ave.



REACH Youth Center
E. 14th/Mission Retail District



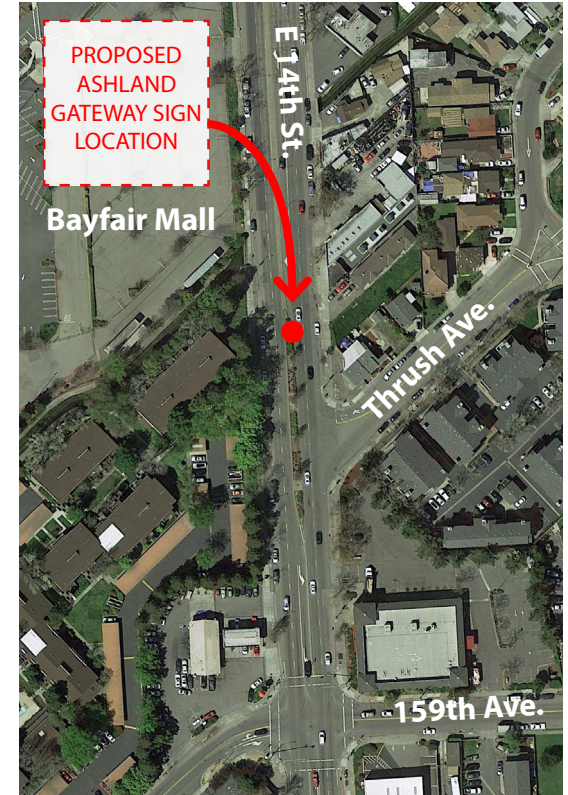
REACH Youth Center
E. 14th/Mission Retail District
580 East Fwy



580 East
Entrance Sign

- Proposed Sign Location
- Existing Sign Location

Ashland Gateway: E. 14th St. & Thrush Ave.



Outline of Public Process

- Economic Development Forum
- Electronic Survey on Design Preferences
- Community Meetings:
 - Ashland Association
 - Castro Valley / Eden Area Chamber of Commerce
 - Economic Development Committee
 - Castro Valley Municipal Advisory Committee
 - Cherryland Community Association
 - San Lorenzo Village Homes Association
- Economic Development Forum
- **Unincorporated Services Committee**
- **Board of Supervisors for Plan Approval**

Questions / Feedback