

Welcome

Eden Area Signage Plan

Alameda Community Development Agency
Economic and Civic Development Department



ALAMEDA COUNTY
Community Development Agency

PGAdesign

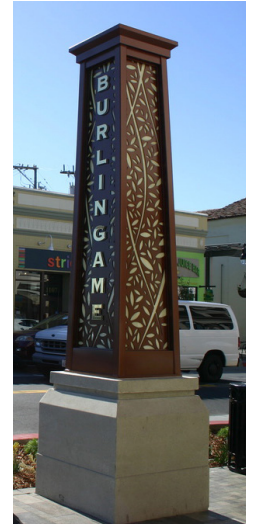
LANDSCAPE ARCHITECTS

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

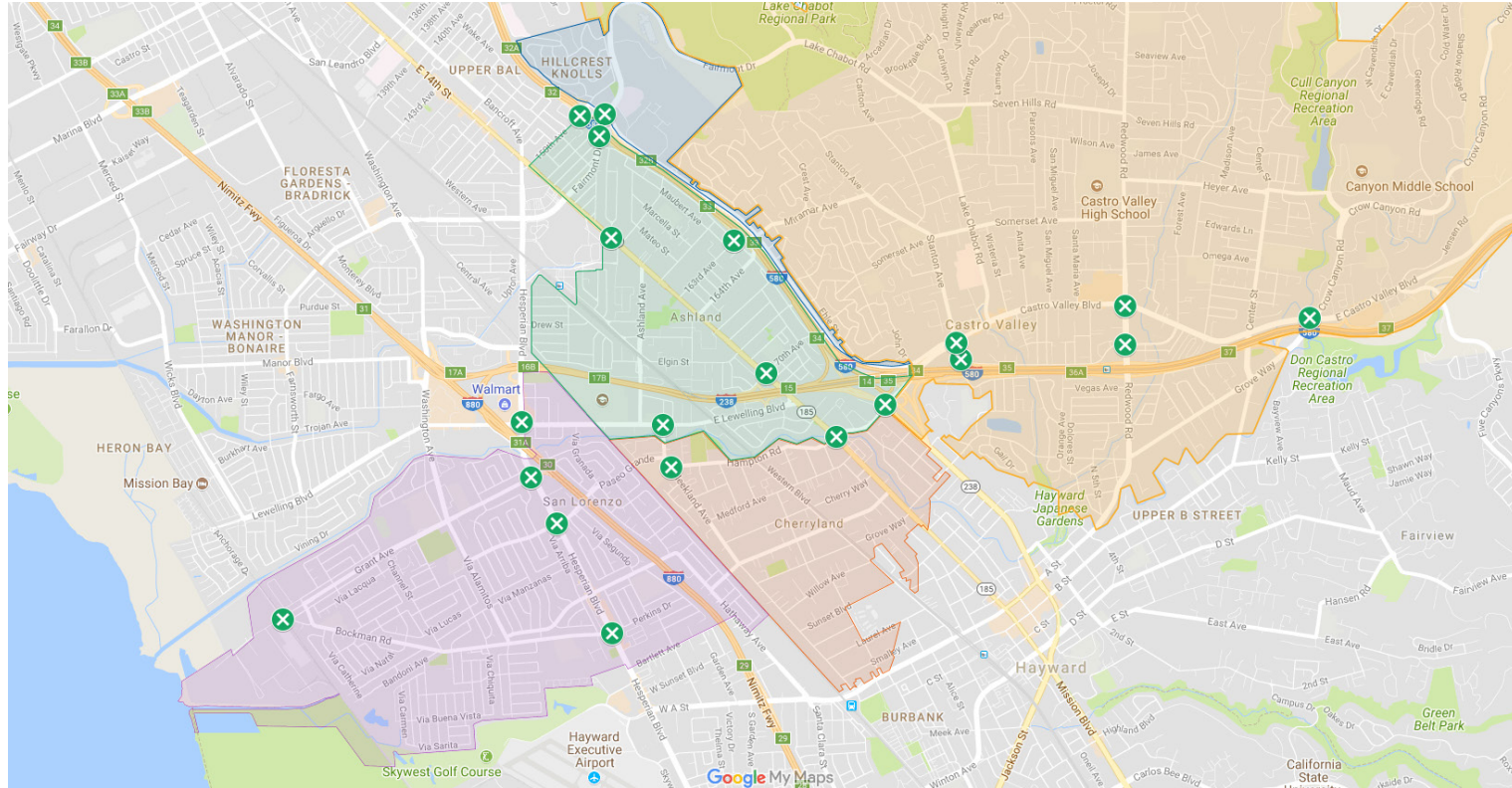
Analysis

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



✕ Proposed Sign Locations

Case Studies: Downtown, Los Angeles



Case Studies: City of San Juan Capistrano



Case Studies: City of Pasadena



Case Studies: City of Pasadena



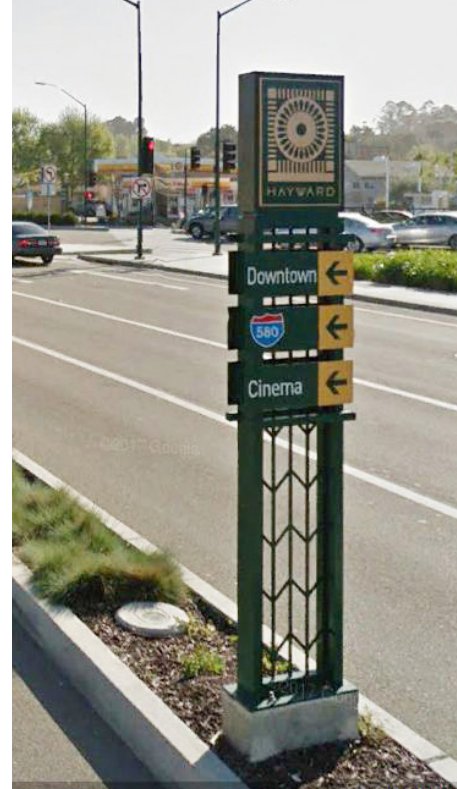
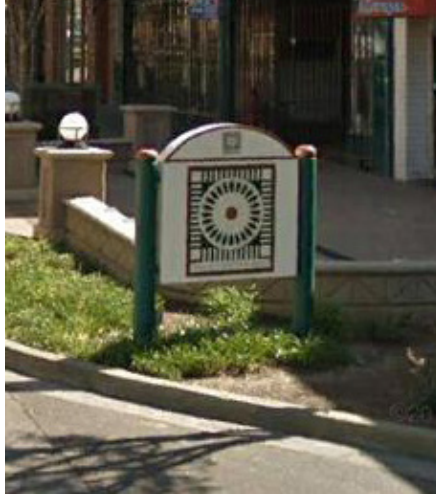
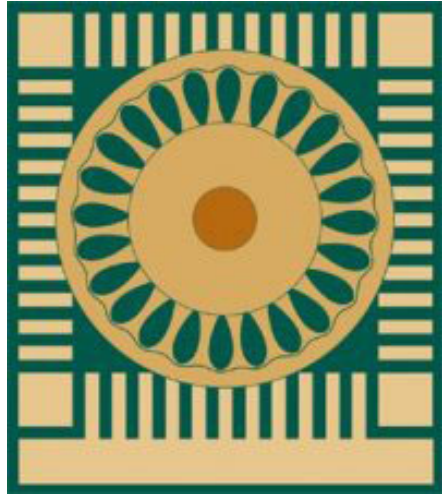
Case Studies: City of Emeryville



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

Design Prototype 1

 Castro Valley	 San Lorenzo	 Ashland	 Cherryland
 Freeway Entrance	 Freeway Entrance	 Freeway Entrance	 Freeway Entrance
 County Facility	 County Facility	 County Facility	 County Facility

Design Prototype 2

↑ Freeway Entrance

↑ Freeway Entrance

↑ Freeway Entrance

↑ Freeway Entrance


Ashland


San Lorenzo


Castro Valley


Cherryland

↑ Freeway Entrance
→ County Facility
↙ Retail District

↑ Freeway Entrance
→ County Facility
↙ Retail District

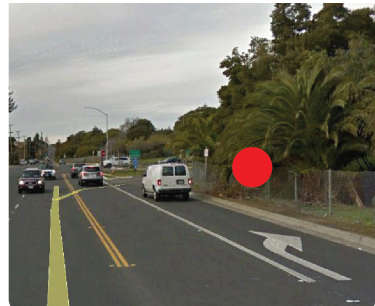
↑ Freeway Entrance
→ County Facility
↙ Retail District

↑ Freeway Entrance
→ County Facility
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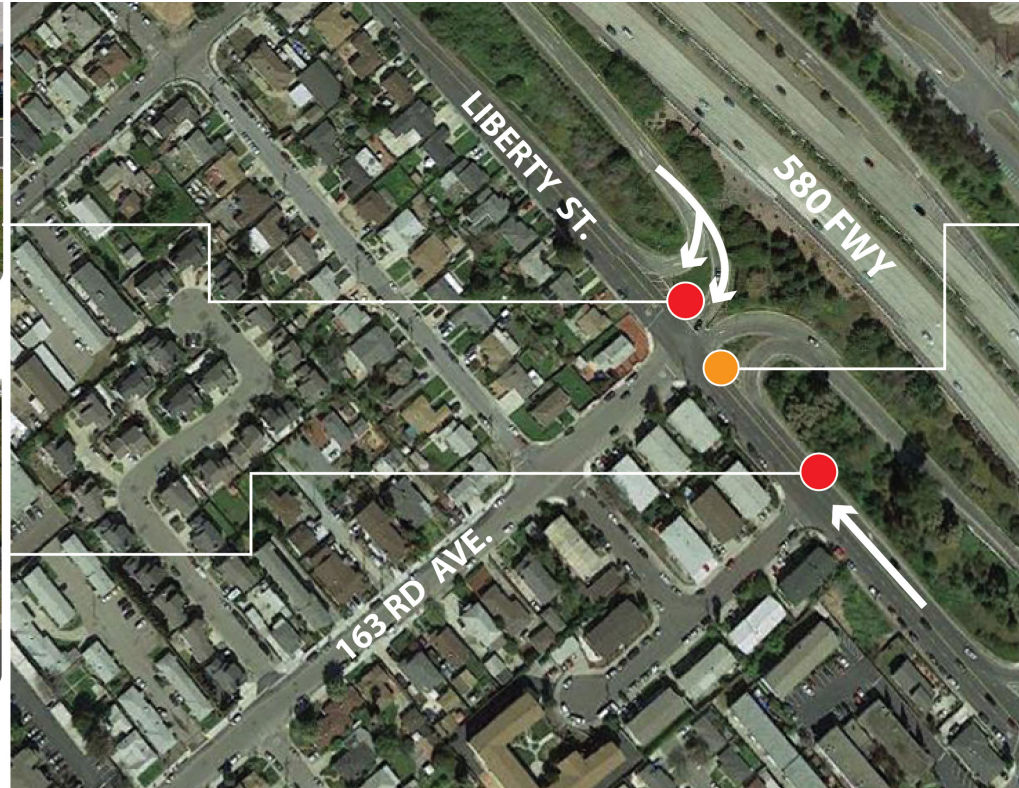
Sample Intersection: Liberty St. & 163rd Ave.



REACH Youth Center
E. 14th/Mission Retail District



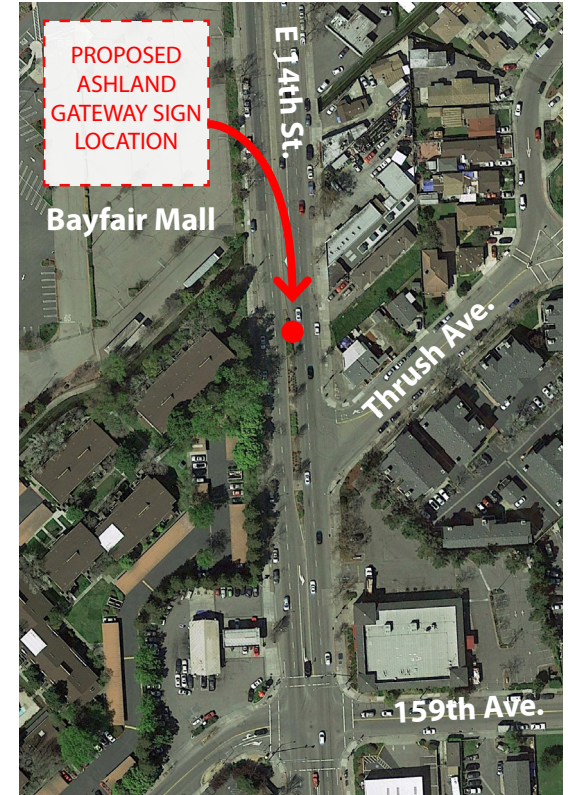
REACH Youth Center
E. 14th/Mission Retail District
580 East Fwy



580 East
Entrance Sign

- Proposed Sign Location
- Existing Sign Location

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



Outline of Public Process

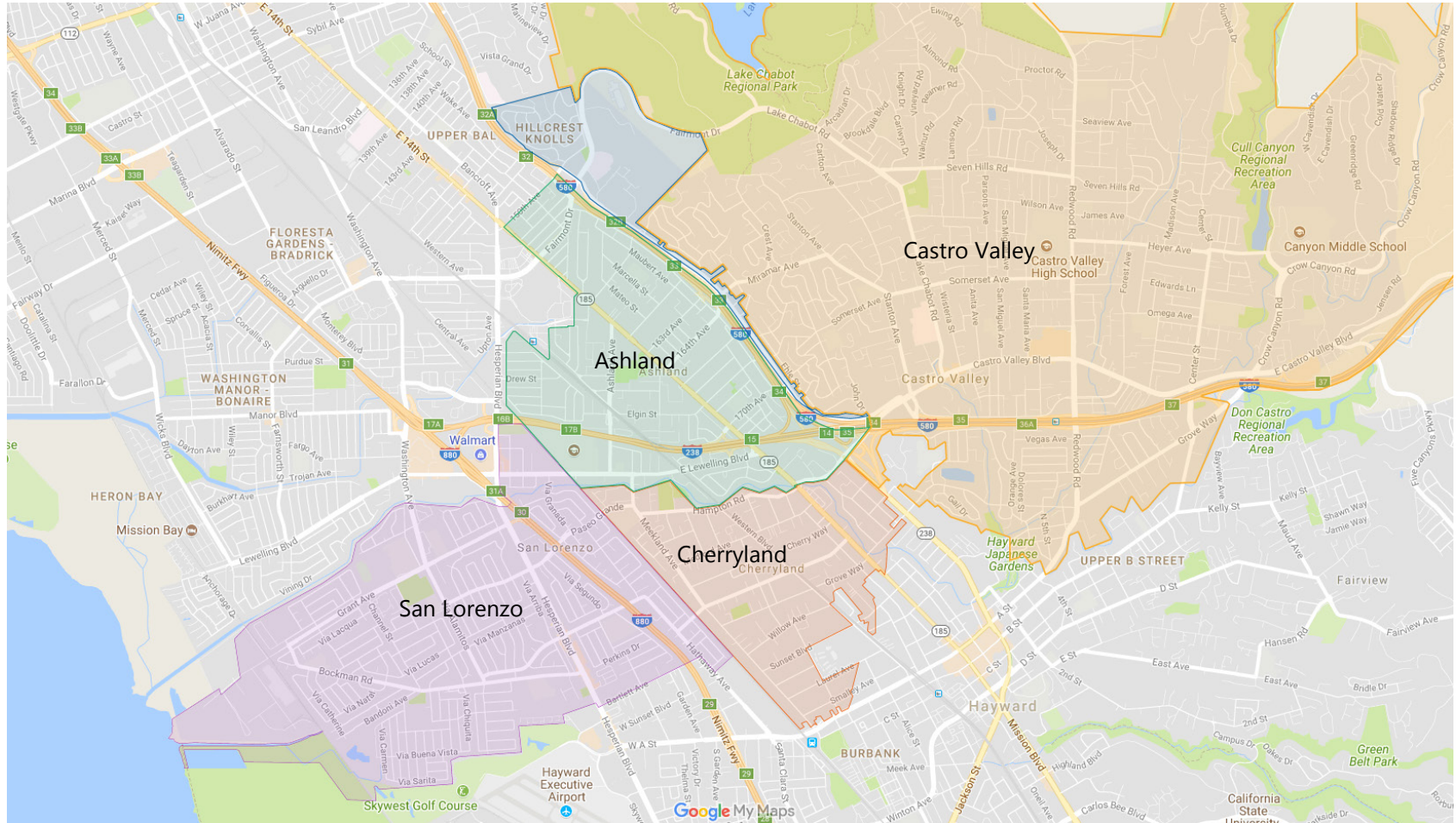
- Economic Development Forum (July 12)
- Electronic Survey on Design Preferences (August 1-October 1)
- Community Meetings:
 - Ashland Association
 - Castro Valley / Eden Area Chamber of Commerce
Economic Development Committee
 - Castro Valley Municipal Advisory Committee
 - Cherryland Community Association
 - San Lorenzo Village Homes Association
- Economic Development Forum (October 11)
- Unincorporated Services Committee
- Board of Supervisors for Plan Approval

Cost Estimate:

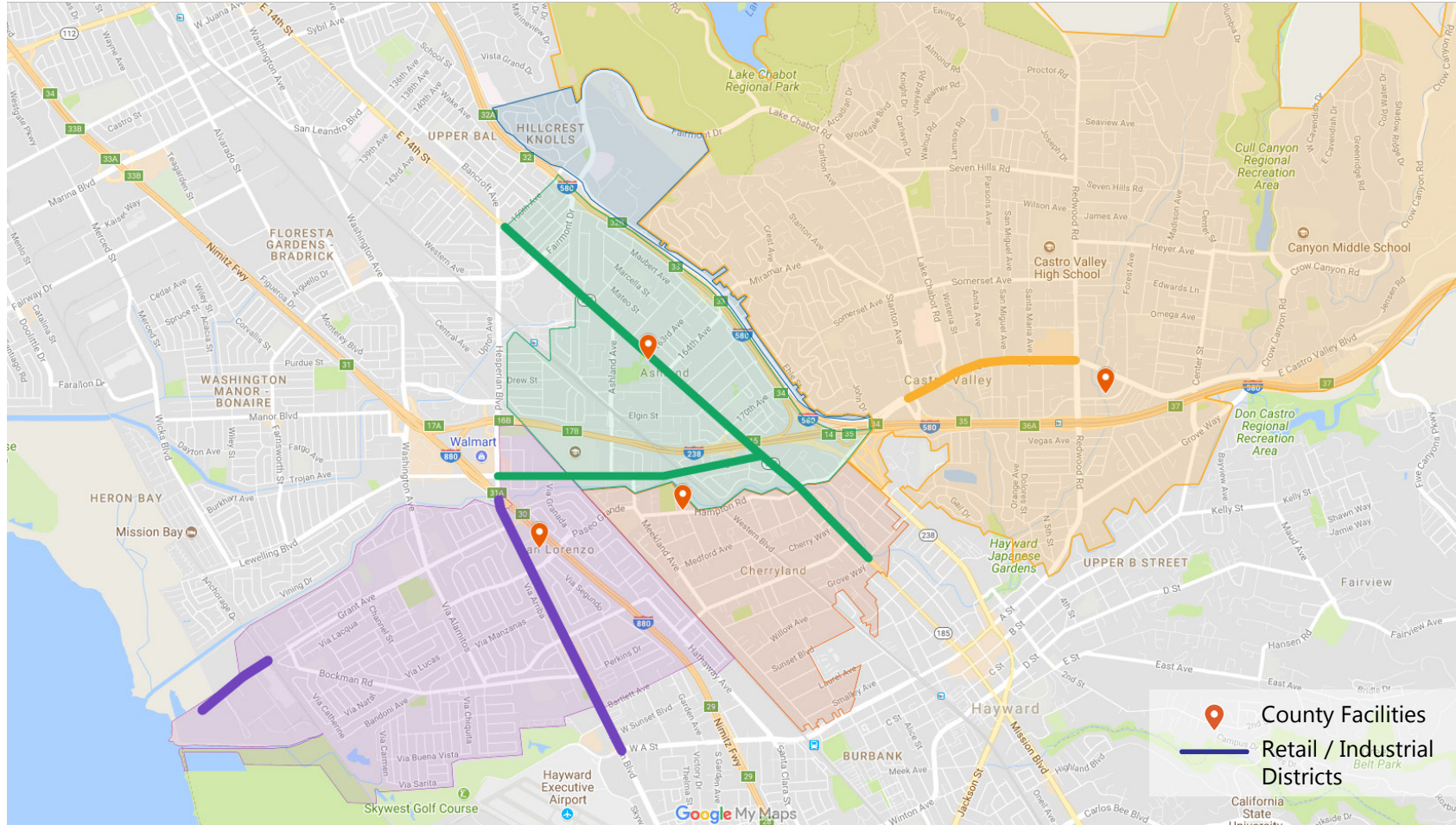
NO.	Spec Section/Description	Quantity	Unit	Price	Total
DIVISION I					
GENERAL REQUIREMENTS					
1	general conditions/ supervision	1	LS	5,000 \$	5,000
2	utility check	38	Ea.	10 \$	380
DIVISION II					
SITE PREPARATION					
4	demolition	39	Ea. Site.	80 \$	3,120
5	off hauling	76	CF	10 \$	760
6	concrete work	76	CF	20 \$	1,520
7	sign printing	38	Ea.	150 \$	5,700
8	sign post	38	Ea.	30 \$	1,140
9	sign hardware	76	Ea.	2 \$	152
10	mount and install sign	38	Ea.	50 \$	1,900
11	mulch	2	CY	50 \$	100
12	Gateway Sign	1	LS	15000 \$	15,000
Summary					
13	Subtotal			\$	34,772
14	20% Contingency			\$	6,954
15	TOTAL			\$	41,726

Questions / Feedback

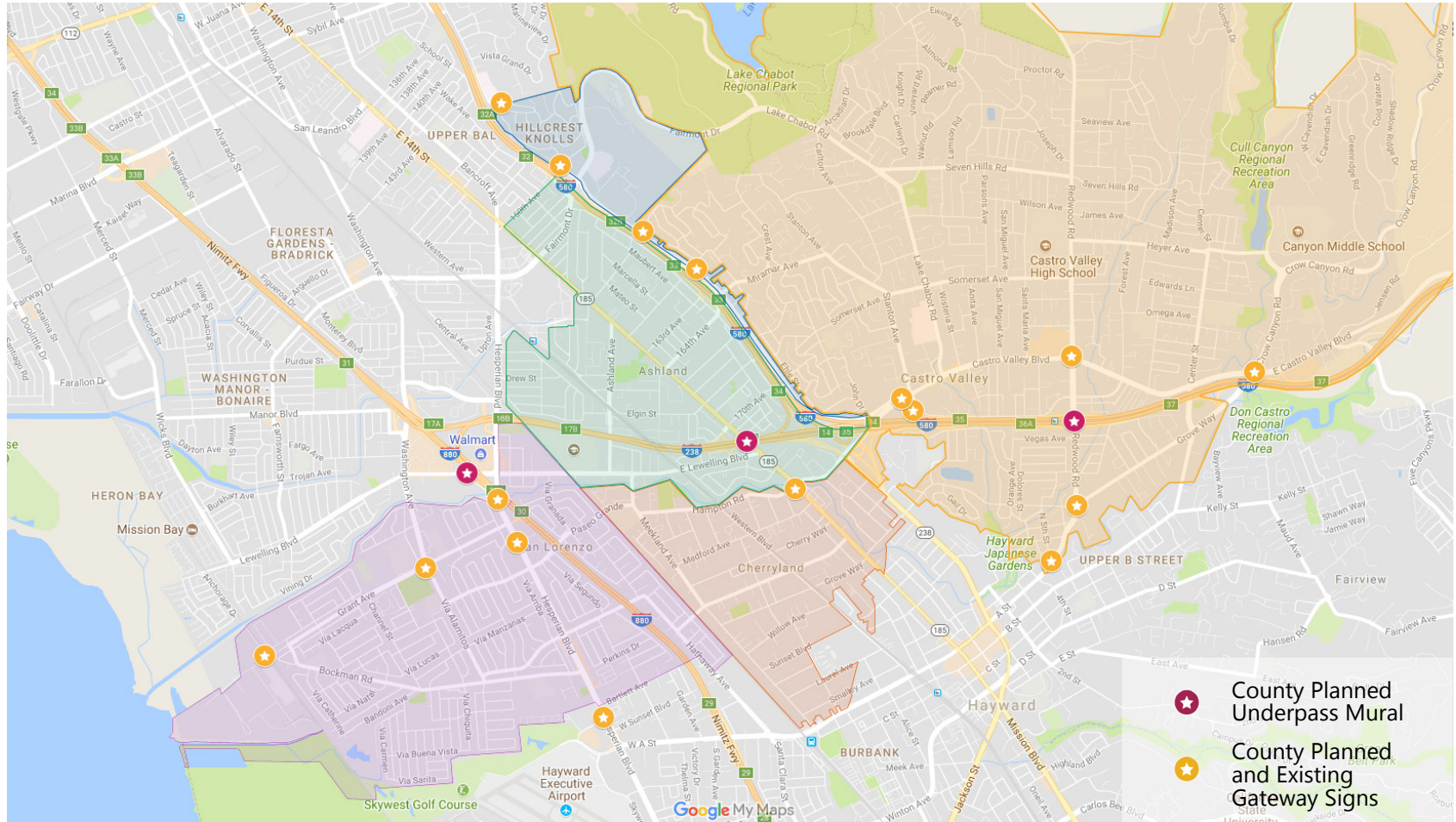
Mapping: Boundaries



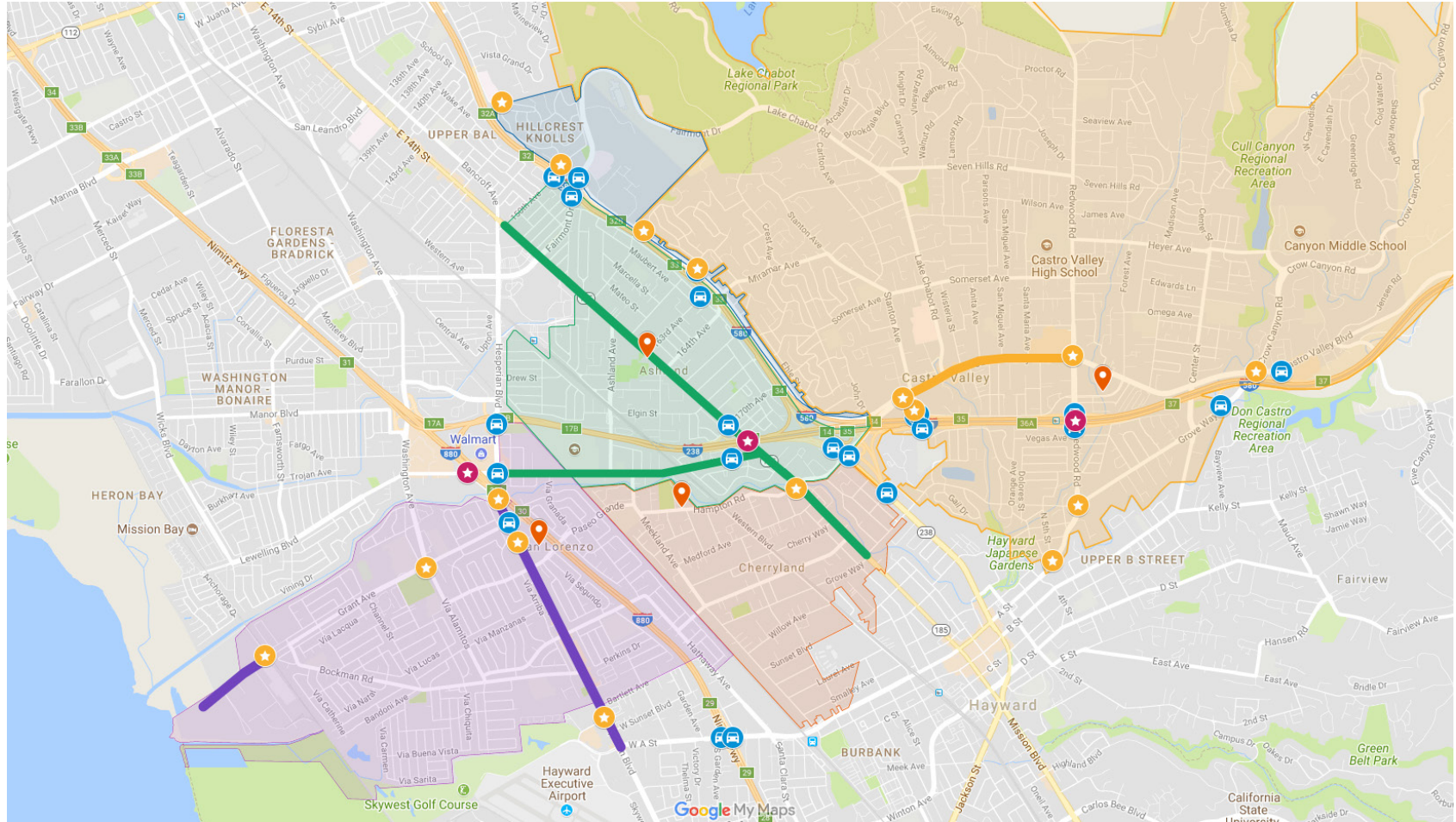
Mapping: Landmarks and Retail / Industrial Districts



Mapping: County Sign Projects



Mapping: All Layers



Mapping: Signage Locations

