



The Eden Area Signage Plan

Wayfinding and Gateway signage for: Ashland, Castro Valley, Cherryland, Fairview and San Lorenzo

Alameda County is developing the Eden Area Signage Plan to outline wayfinding and gateway signage for areas of urban unincorporated Alameda County, including: Ashland, Castro Valley, Cherryland, Fairview and San Lorenzo. Construction and installation of signage will occur in stages, as construction funds are identified.

Outline of Public Process

- Economic Development Forum - July 2017 & November 2017
- Electronic Survey on Design Preferences - August - November 2017
- Castro Valley MAC- September 2017, May 2019, March 2020, November 2020
- Cherryland Community Association – September 2017
- San Lorenzo Village Homes Association – September 2017
- Ashland Association – October 2017 & June 2018
- San Lorenzo First- October 2017
- Castro Valley Chamber of Commerce– November 2017,
- Fairview MAC– Nov. 2017, March 2018 & Sept. 2018, Feb. 2019, July 2021
- Eden MAC- June 2021
- **Unincorporated Services Committee - TBD**
- **Board of Supervisors for Plan Approval - TBD**



Freeway Entrance

County Facility

Retail District



Freeway Entrance

County Facility

Retail District



Freeway Entrance

County Facility

Retail District



Freeway Entrance

County Facility

Retail District



Freeway Entrance

County Facility

Retail District

Freeway Entrance

Freeway Entrance

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Freeway Entrance

Eden Area Wayfinding Signage

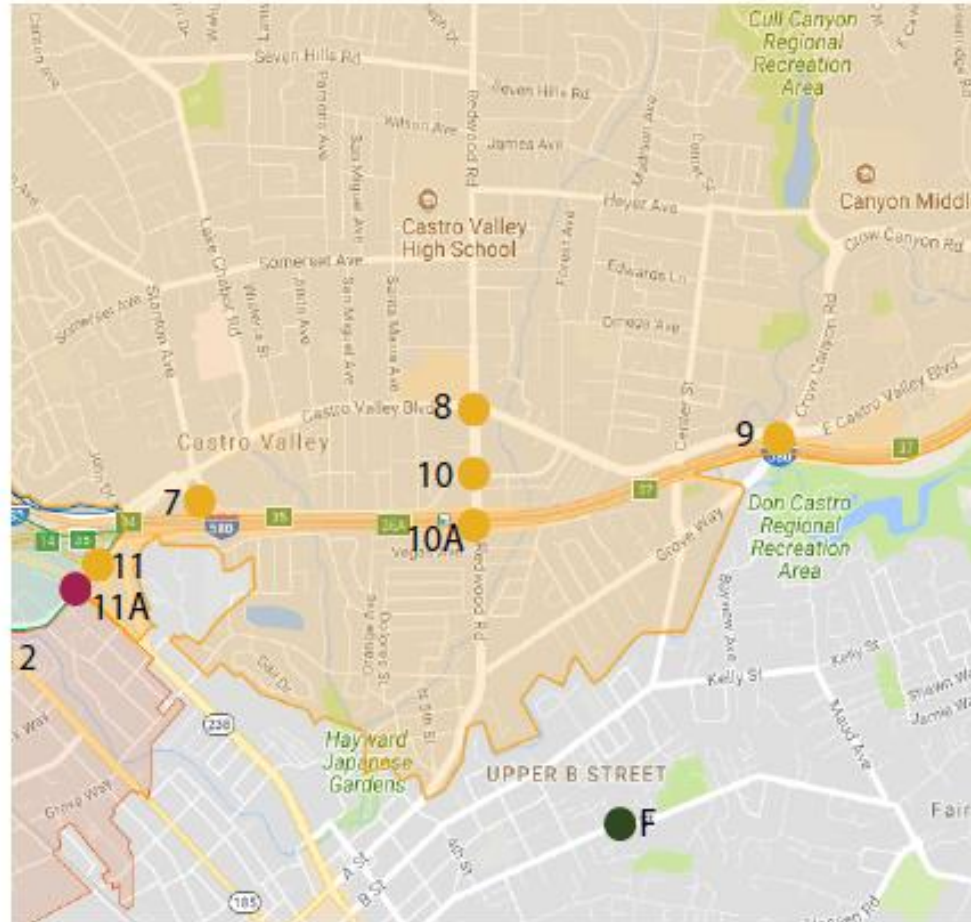


Galvanized Posts

Castro Valley Wayfinding Sign Locations



- Legend
- Castro Valley
 - Cherryland
 - Fairview



8

Strobridge Ave. and Stanton Ave.



Area Key

Sign Type: Wayfinding

Proposed Sign Location



8

Strobridge Ave. and Stanton Ave.



580 Freeway Exit - east view



580 Freeway Exit - west view

8

Redwood Rd. and Castro Valley Blvd.



Area Key

Sign Type: Wayfinding

Proposed Sign Location



Existing Highway Entrance Sign

8

Redwood Rd. and Castro Valley Blvd.



- ↖ Castro Valley Business District
- Castro Valley Library
- ↖ Castro Valley Medical District
- ↖ Lake Chabot



Redwood Rd. - north view

- ↑ FWY 580
- Castro Valley Business District
- ↖ Castro Valley Library
- Castro Valley Medical District
- Lake Chabot



Redwood Road - south view

8

Redwood Rd. and Castro Valley Blvd.



FWY 580
Castro Valley Library

Castro Valley Blvd. - east view



FWY 580
Castro Valley Business District
Castro Valley Medical District
Lake Chabot

Castro Valley Blvd. - west view

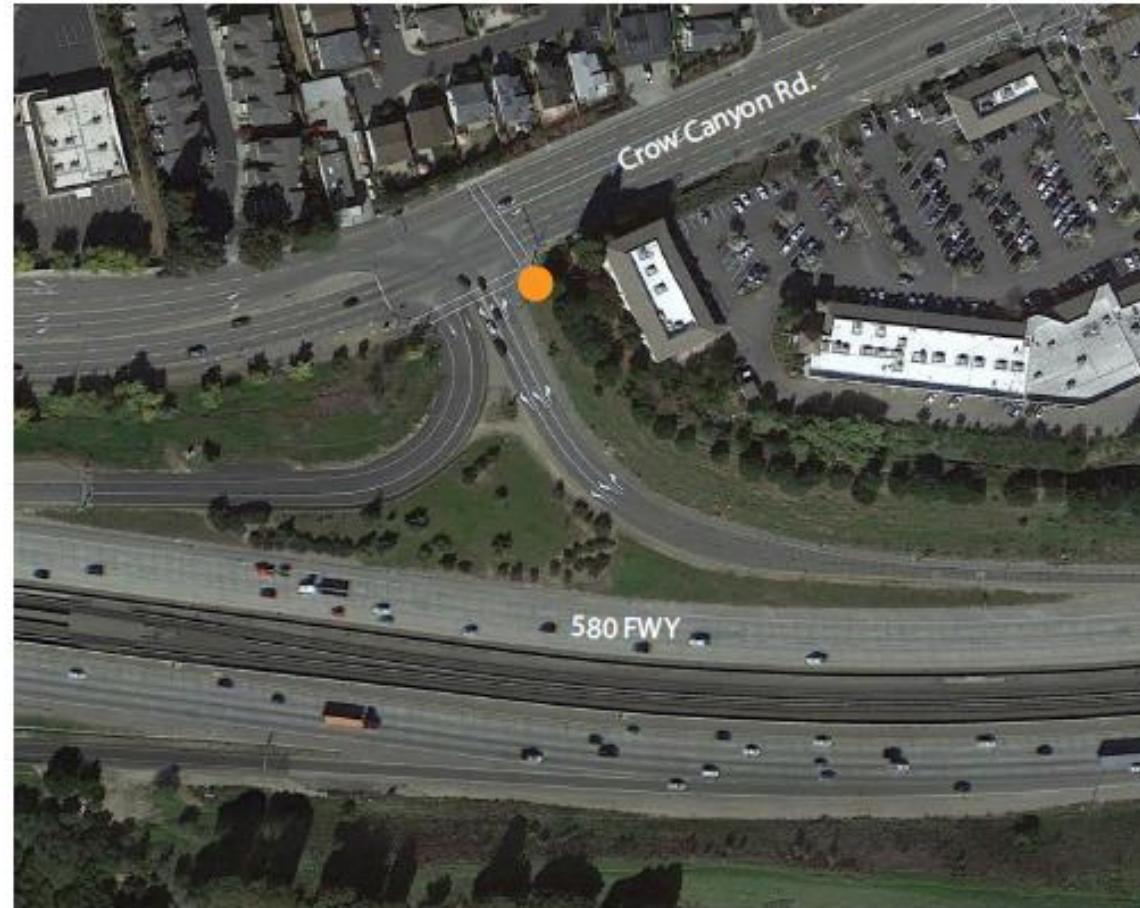
9 Crow Canyon Rd. and 580



Area Key

Sign Type: Wayfinding

Proposed Sign Location



9

Crow Canyon Rd. and 580



580 Freeway Exit

10 Redwood Rd. and Norbridge Ave.

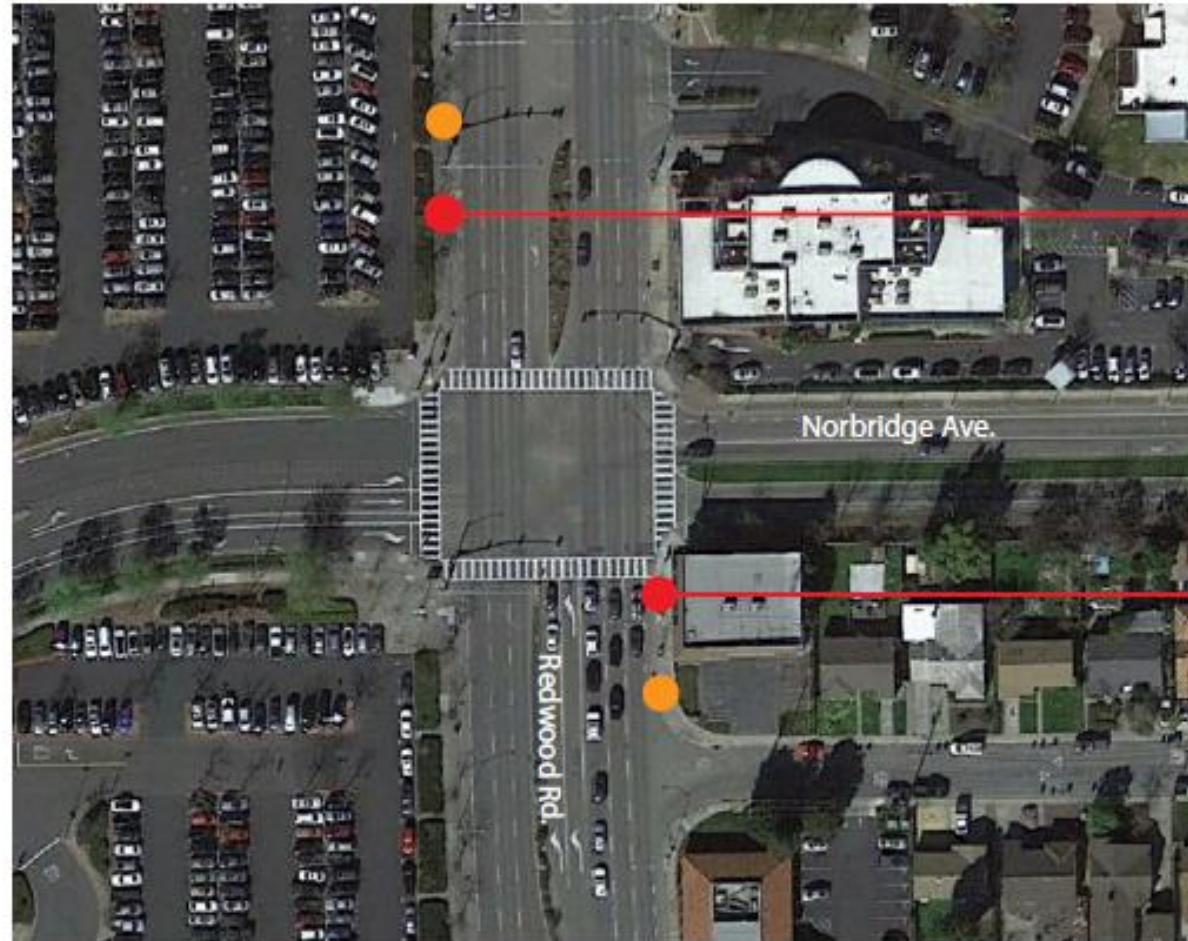


Area Key

Sign Type: Wayfinding

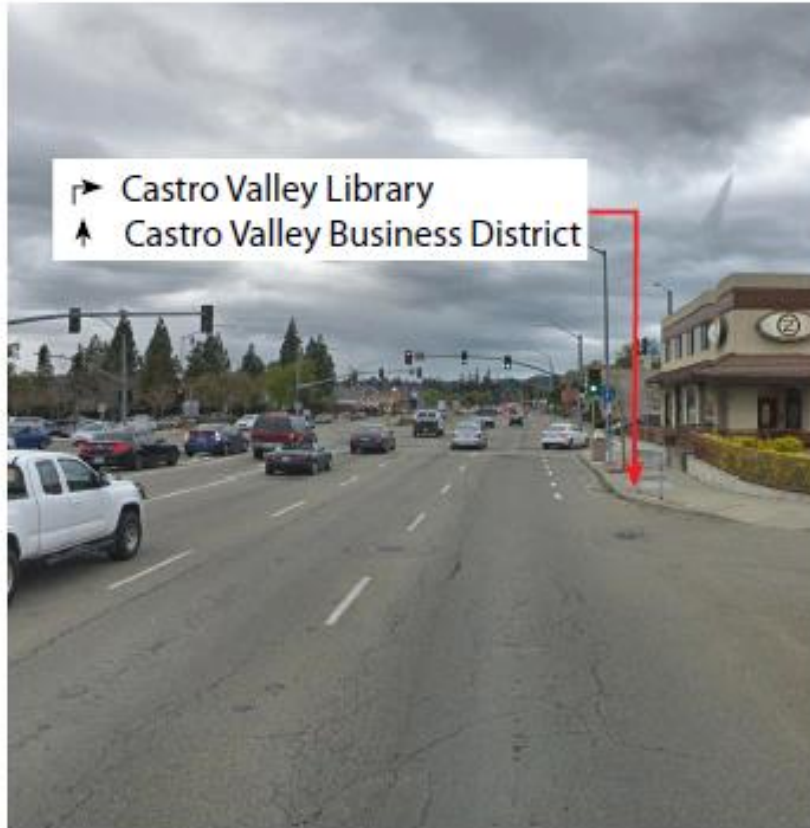
● Proposed Sign Location

● Existing Sign Location



Existing Library Signs

10 Redwood Rd. and Norbridge Ave.



➤ Castro Valley Library
⬆ Castro Valley Business District

Redwood Rd. - south view



← Castro Valley Library
⬆ FWY 580
⬆ BART

Redwood Rd. - north view

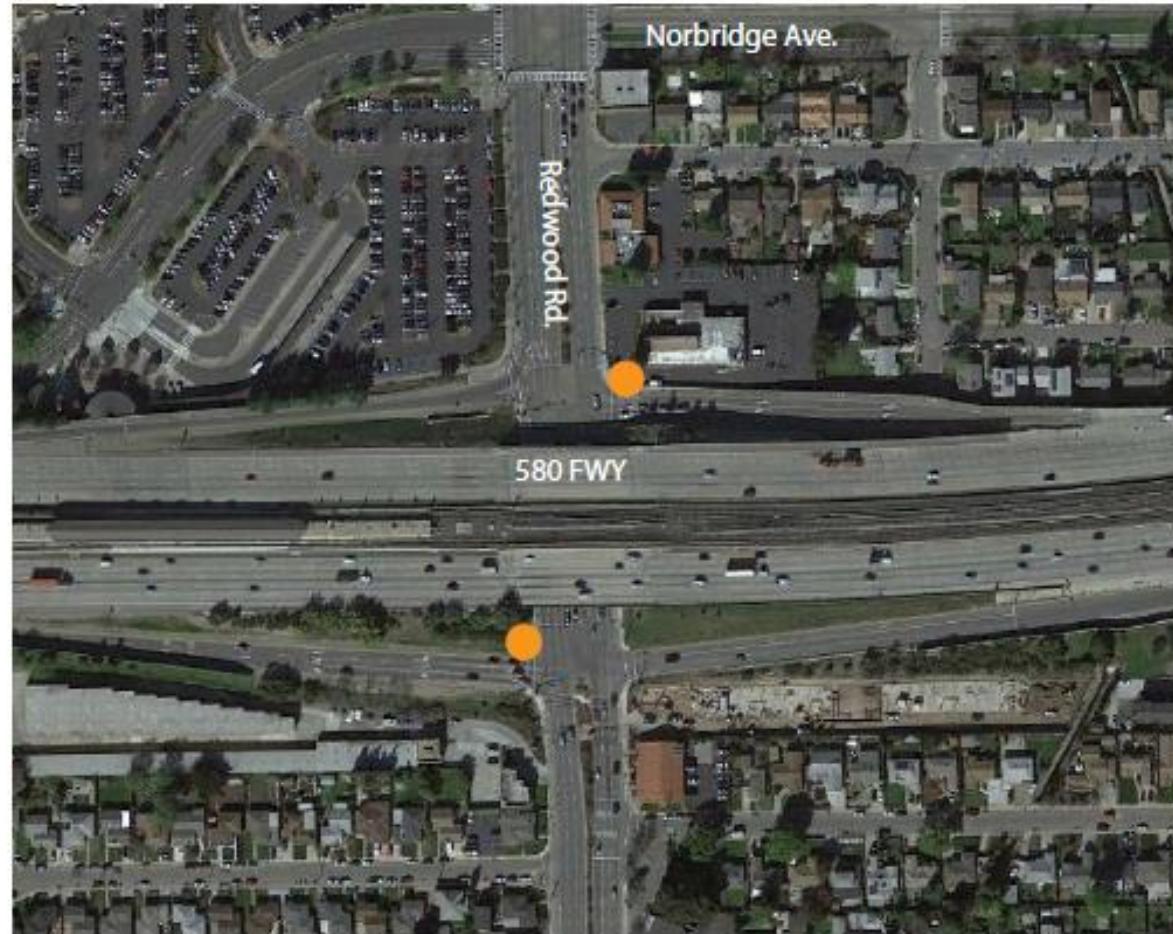
● 10A Redwood Rd. and 580



Area Key

Sign Type: Wayfinding

● Proposed Sign Location



● 10A Redwood Rd. and 580



580 Fwy Exit - east view



580 Fwy Exit - west view

11 Foothill Blvd. and Mattox Rd.



Area Key

Sign Type: Wayfinding

● Proposed Sign Location



11 Foothill Blvd. and Mattox Rd.



580/238 Fwy Exit - west view



Mattox Rd. - northeast view

Questions / Feedback

Action Item & Next Steps:

- Request CV MAC to review and comment on presentation.
- Approve signage locations and content.