

# **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 not occur at this time, but this information will be utilized when construction funds have been identified.

# Outline of Public Process

- Economic Development Forum - July 2017 & November 2017
- Electronic Survey on Design Preferences - August - November 2017
- Castro Valley Municipal Advisory Committee - September 2017
- 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 Municipal Advisory Committee - November 2017, March 2018 & Sept. 2018
- Unincorporated Services Committee - TBD
- Board of Supervisors for Plan Approval - TBD

# Eden Area Signage Design Options

**Option 1**

Ashland	Castro Valley	San Lorenzo	Cherryland	Fairview
↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance
→ County Facility	→ County Facility	→ County Facility	→ County Facility	→ County Facility

**Option 2**

Ashland	Castro Valley	San Lorenzo	Cherryland	Fairview
↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance
→ County Facility	→ County Facility	→ County Facility	→ County Facility	→ County Facility
↖ Retail District	↖ Retail District	↖ Retail District	↖ Retail District	↖ Retail District

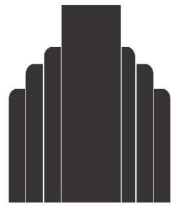
**Option 3**

Ashland	Castro Valley	San Lorenzo	Cherryland	Fairview
↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance	↑ Freeway Entrance
→ County Facility	→ County Facility	→ County Facility	→ County Facility	→ County Facility
↖ Retail District	↖ Retail District	↖ Retail District	↖ Retail District	↖ Retail District

## Eden Area Wide Results:

79% of voters preferred Option 3 Shape and Color

# Eden Area Signage Icon Results



## San Lorenzo

The Lorenzo Theater	83%
Other	17%



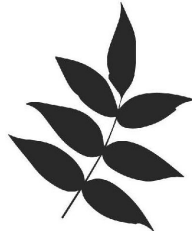
San Lorenzo Icon : Theater

## Ashland

Ash Leaf	71%
Other	29%



Ashland Icon : Ash Leaf

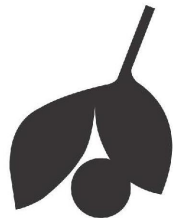


## Cherryland

Cherry Fruit	59%
Meek Mansion	39%
Other	2%



Cherryland Icon : Cherry Fruit



## Castro Valley

Other	51%
Hawk	49%



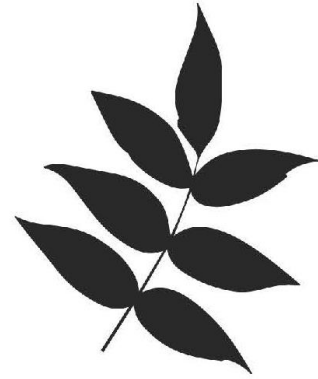
Castro Valley Icon : Still Deliberating

## Fairview

Rolling Hills & Water	?
Lone Tree	?
Great Horned Owl	?



Fairview Icon : Still Deliberating



# Ashland

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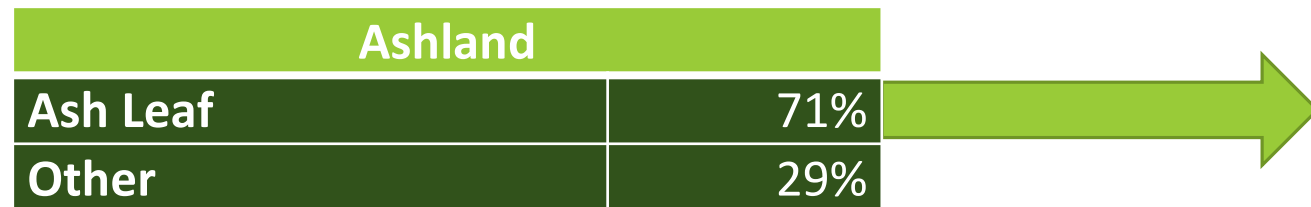
# Ashland:

**Presentation Group:** ECD Forum, Ashland Community Association

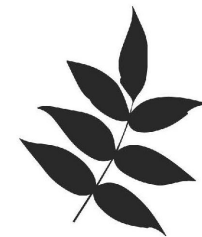
**Initial Visit/Survey Presentation:** Tue 10/17/2017

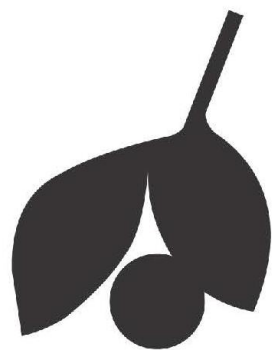
**Results:** Ashland Leaf received 71% support

**Follow Up Meeting w/Results:** Tue 6/19/18



Ashland Icon : Ash Leaf





# Cherryland

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# Cherryland:

**Presentation Group:** ECD Forum, Cherryland Community Association

**Initial Visit/Survey Presentation:** Tue 9/12/2017

**Results:** Cherry Fruit Icon received 59% support over the Meek Estate

**Follow Up Meeting w/Results:** TBD

**Comments:** TBD

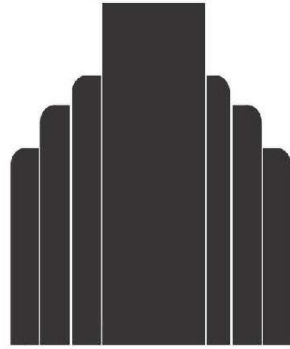
Cherryland	
Cherry Fruit	59%
Meek Mansion	39%
Other	2%



Cherryland Icon : Cherry Fruit







# San Lorenzo

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# San Lorenzo:

**Presentation Group:** ECD Forum, San Lorenzo Village Home Association

**Initial Visit/Survey Presentation:** Thu 8/17/2017

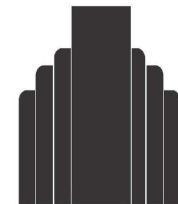
**Results:** San Lorenzo Theater received 83% support

**Follow Up Meeting w/Results:** TBD

San Lorenzo	
The Lorenzo Theater	83%
Other	17%



San Lorenzo Icon : Theater



# Castro Valley

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# Castro Valley:

**Presentation Group:** ECD Forum, CV MAC

**Initial Visit/Survey Presentation:** Mon 9/18/2017

**Results:** Castro Valley Hawk received 49% Support, with 50% preferring the “other” category, Lake Chabot imagery was suggested in the comments

**Follow Up Meeting w/Results:** TBD



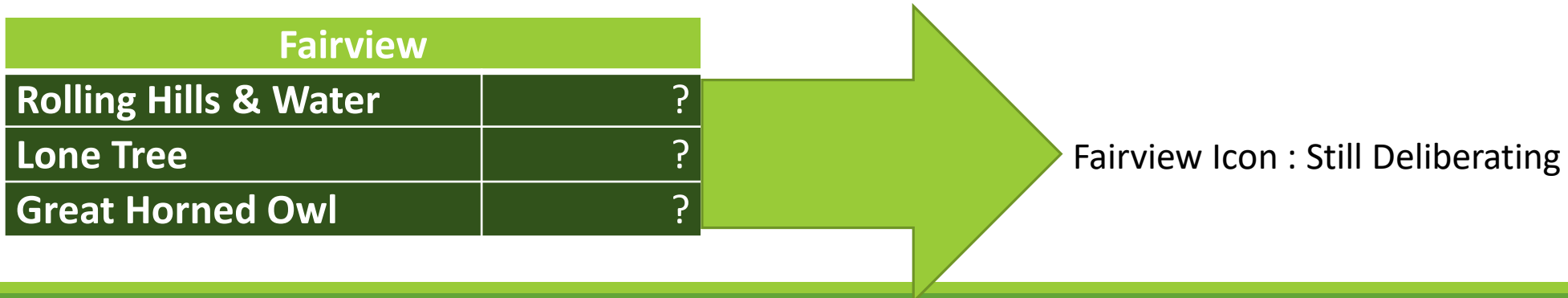
# Fairview

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# Fairview:

**Presentation Group:** ECD Forum, Fairview MAC

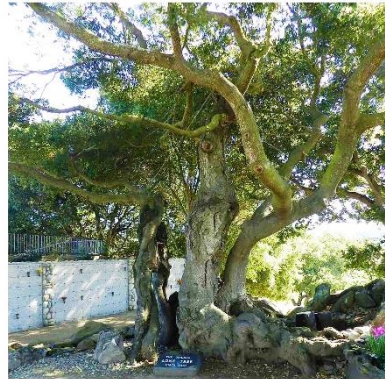
**Initial Visit/Survey Presentation:** 3/6/2018. Additional icon options being considered via final survey to occur from Sep-Nov 2018.



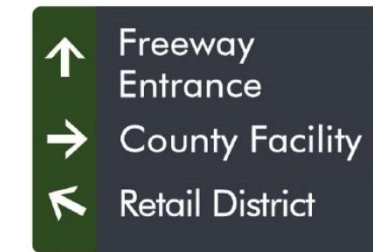
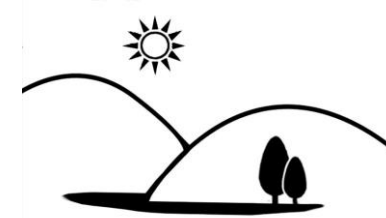
# Final Fairview Icon Options:



**Great Horned Owl:**  
Bay Area Wildlife/Sulphur  
Creek Nature Center



**Lone Tree:**  
Historic Lone Tree



**Hills and Water:**  
Hills & Don Castro Reservoir

# Fairview Icons Continued

**Final Survey:** September 24 - November 5

Online via Survey Monkey -  
Physical Ballots at HARD District Office

**Report Final Survey Results and Icon selection to Fairview MAC**

December 4, 2018

6:30-8:30 pm