

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

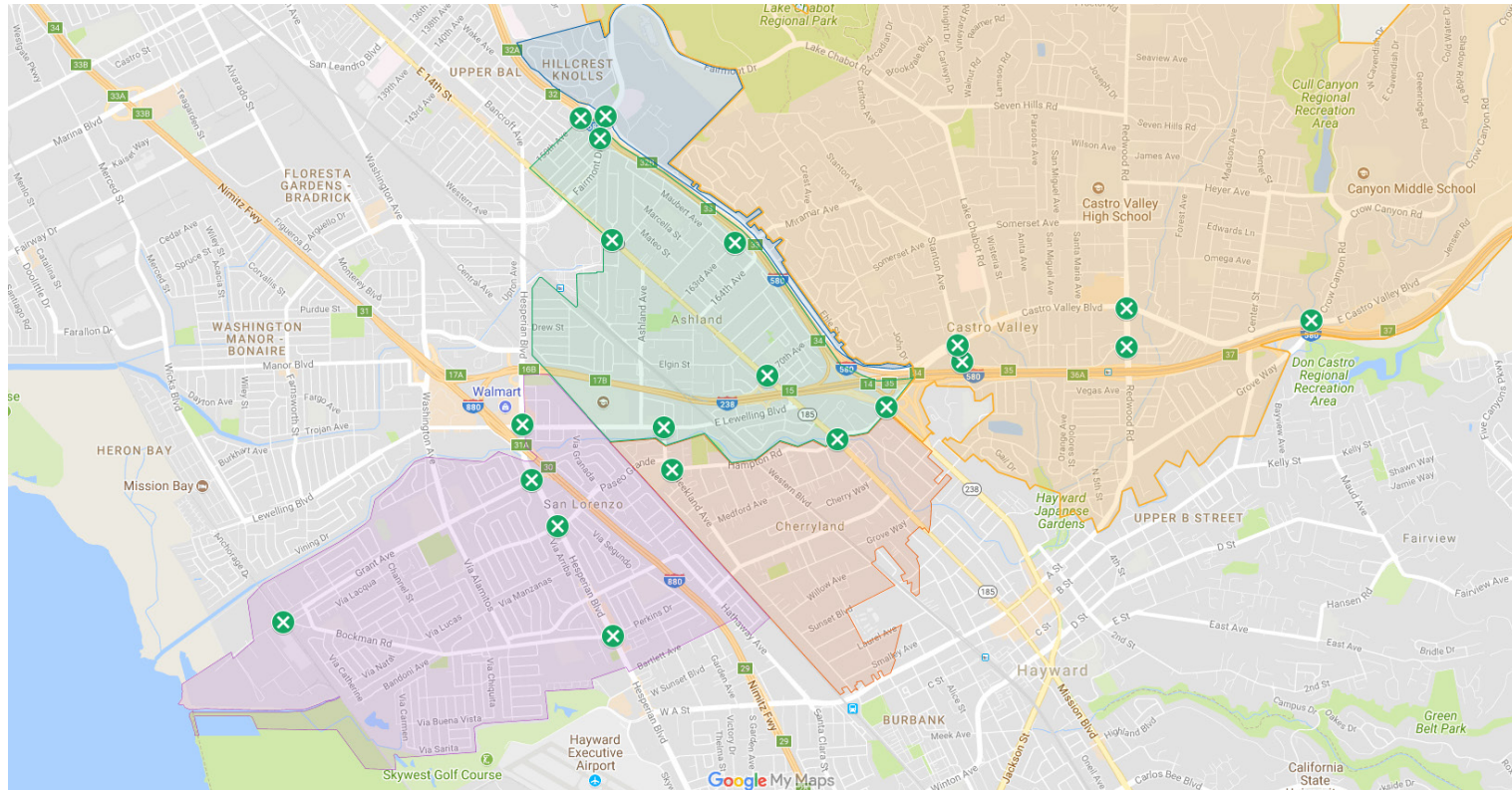
Analysis

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

PGAdesign identified the following destinations:

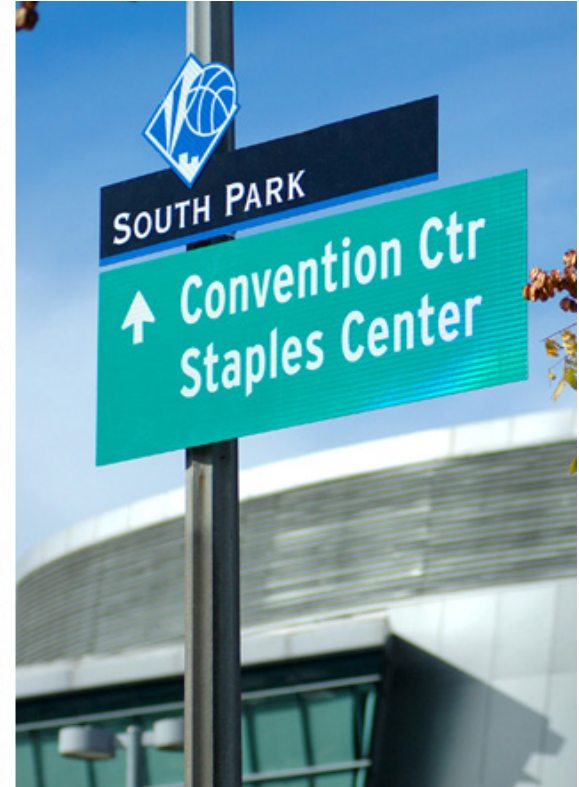
- Retail/Industrial Districts
- Freeway Access
- Existing County installed sign locations:
 - Castro Valley Streetscape Sign
 - Cherryland Gateway Sign
 - Grant Avenue Sign
 - Fairmont Terrace Signs
 - Hillcrest Knolls Signs

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



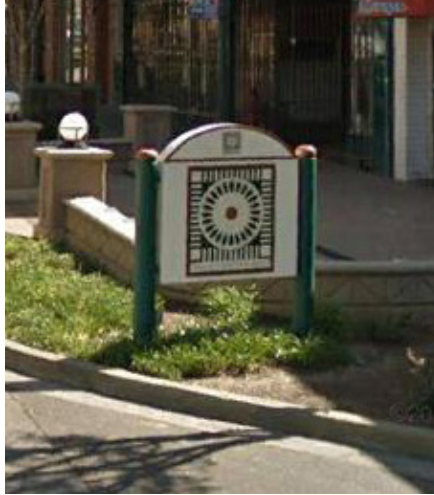
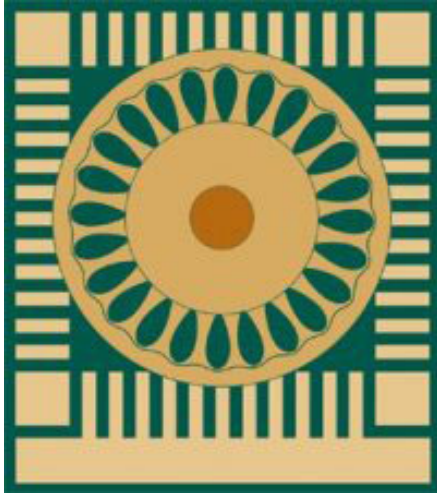
Case Studies: City of Emeryville



Case Studies: City of Folsom



Case Studies: Hayward



Case Studies: City of San Leandro



Community Identity:



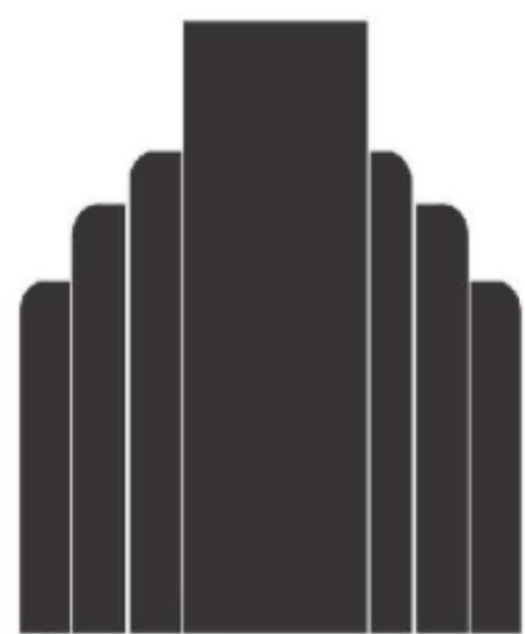
Signage Criteria

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

4 distinct but linked communities

ICON DESIGN OPTIONS

ICON



OR



CURRENT



INSPIRATION



San Lorenzo



Castro Valley



Cherryland



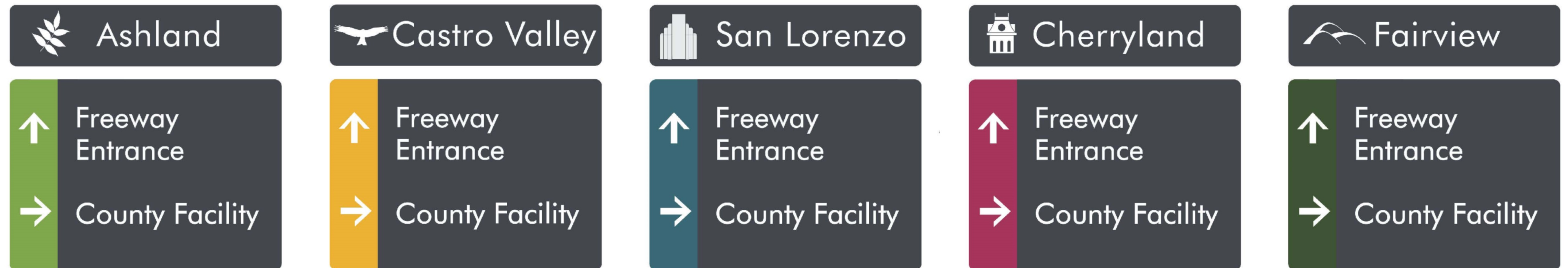
Ashland



Fairview

WAYFINDING DESIGN OPTIONS

Option
1



Option
2



Option
3



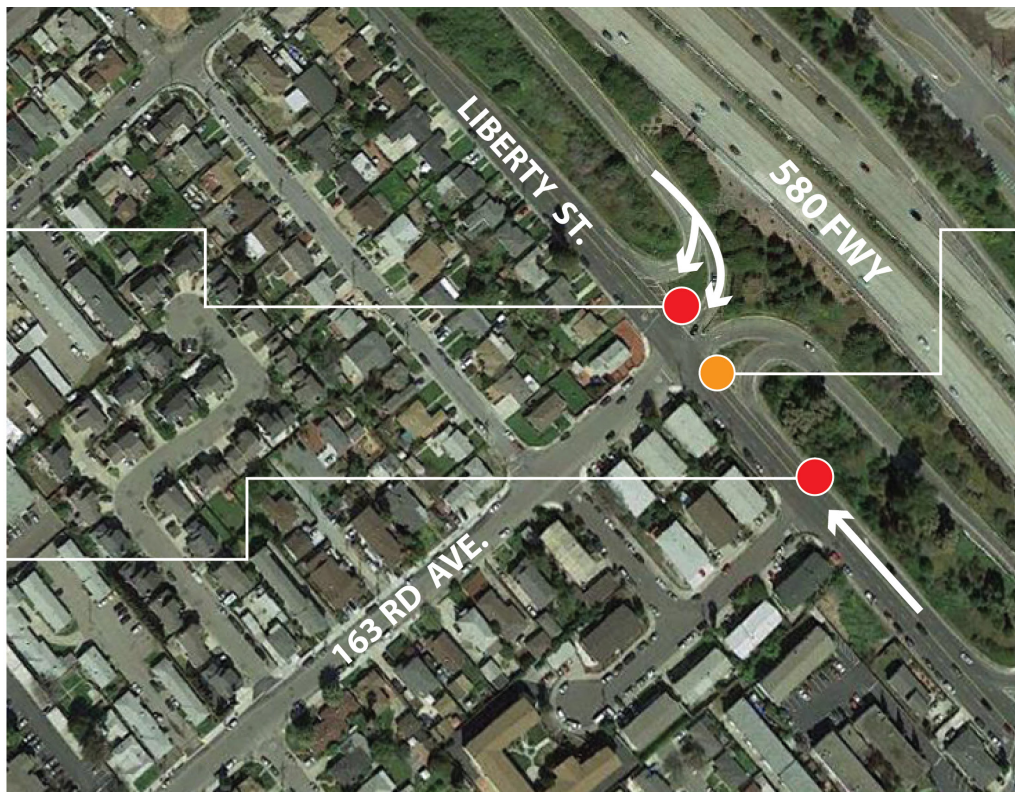
Sample Intersection: Liberty St. & 163rd Ave.



REACH Youth Center
E. 14th/Mission Retail District



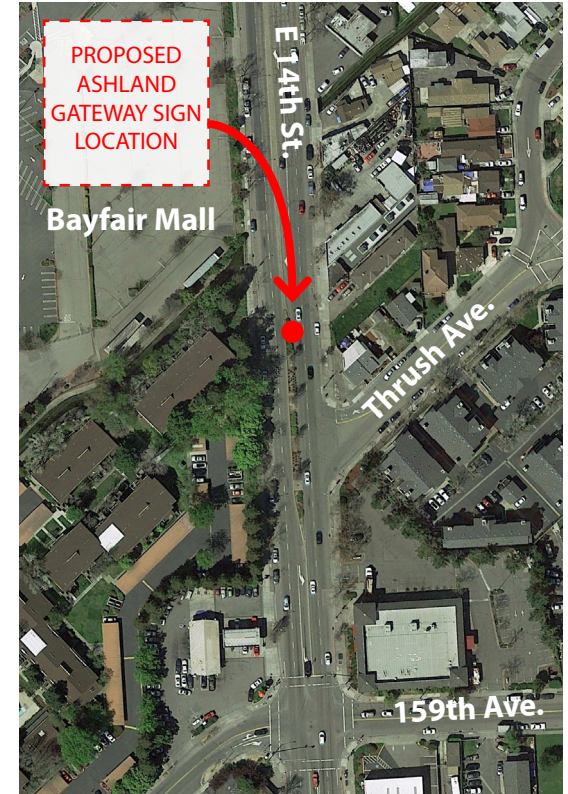
REACH Youth Center
E. 14th/Mission Retail District
580 East Fwy



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

Questions / Feedback