
ALAMEDA POINT

Schematic Design
March 2014



1631 Telegraph Avenue
Oakland, California 94614

Introduction

This schematic design package is the basis for the wayfinding and signing program at Alameda Point. This wayfinding and signing program is meant to be an interim program that addresses the immediate needs of Alameda Point as a bridge to the ultimate reuse of the site in the new Alameda Point Waterfront Master Plan.

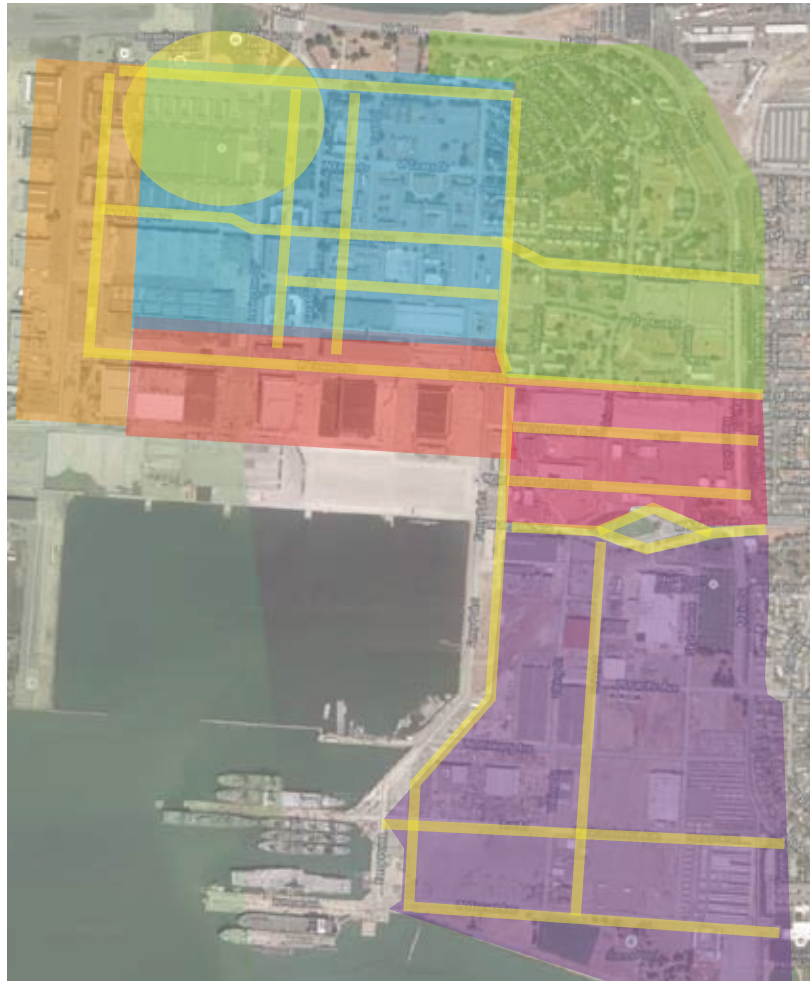
It is the intent of this program to facilitate a visitors experience in a welcoming and supportive nature as they navigate the current reuse of the existing facilities.

The program will make it possible to clean up the confusing signage that has grown over the years and replace it with an organized and comprehensible wayfinding program that will assist tenants in directing visitors to their destinations. This will be achieved by clearly identifying streets and addresses as well as creating landmark and neighborhood opportunities.

The design draws inspiration from early aviation history to the time of the United States Navel Air Station. We have drawn from this historic background and translated it into a contemporary signing and wayfinding program that reflects today's needs and future development.

Interim Signing and Wayfinding

Existing Street Names & Informal Nicknames



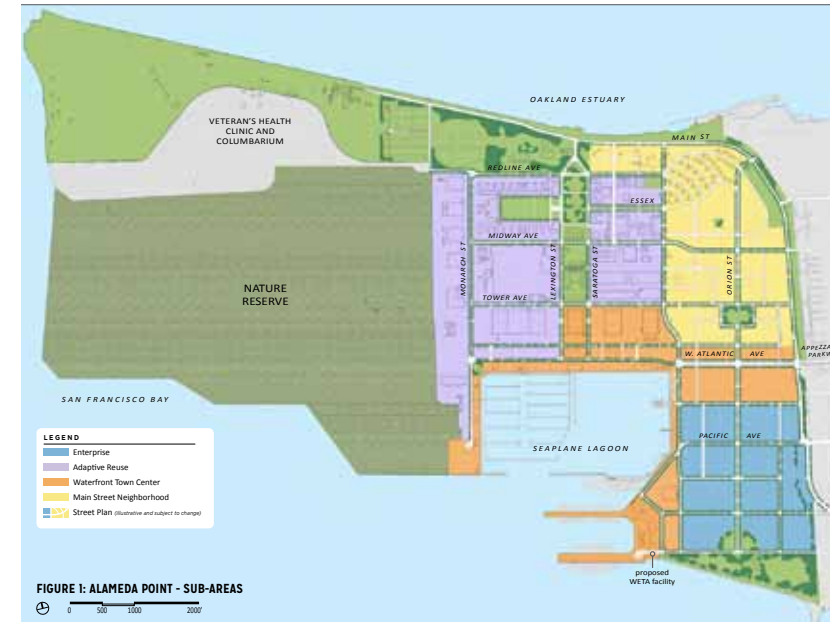
Formal Street Names and Addressing

- Identify primary and secondary streets.
- Strengthen street signs & building addresses.
- Add directional information at key decision points.

Informal Landmarks, Nicknames and Zones

Use established landmarks such as the USS Hornet or introduce areas based on informal nicknames that add a layer of interest and detail to the imagery such as Hanger Row or Spirit Alley

Future Master Plan



District Naming

Creating neighborhood or district names based on Landmarks and/or Use such as Seaplane Lagoon (landmark) and Town Center (use). These could be reinforced with District Identification and area makers. This will also be reinforced with street names.

Orientation

Nomenclature Options

Street Names; Ferry Street, West Tower Avenue, West Midway Avenue.....









Zones; Hanger Row South, Hanger Row West, Ferry Point.....

Uses; USS Hornet, Sports Center, Sport Fields, Industrial.....



2014 Alameda Point Tenants

Legend

-  Primary Street
-  Primary Street
-  Vehicular Gateway
-  Street Name and Vehicular Directional
-  Street Name and Vehicular Directional
-  Vehicular Directory Map
-  Street Boundary Marker
-  Areas of Opportunity
-  Areas of Challenge

Company Name

Advanced Roofing Service
 Airclaims Inc.
 Aircraft Carrier Hornet Foundation
 Alameda Community Sailing Center
 Alameda Development Corp.
 Alameda Municipal Power
 Alameda Municipal Power
 Alameda National Wildlife Refuge
 Alameda Naval Air Museum (ANAM)
 Alameda Point Collaborative
 Alameda Point Storage
 Alameda Soccer Club
 Antiques By the Bay
 Antiques By the Bay
 Artemis Racing
 AT & T
 Bay Ship & Yacht Co.
 Bladium, Inc.
 Brix
 Chabot Space & Science Center
 Complete Coach Works DBA ABR
 Conmar, Inc.
 Container Storage, Inc.
 Container Storage, Inc.
 Del Monte
 Del Monte
 Delphi Productions
 Delphi Productions
 Dreyfuss Capital Partners
 Edge Innovations
 Environmental Management Services
 Event Productions
 Faction Brewing
 Friends of Alameda Theatre
 GFC Moving & Storage
 Google/Natel
 Google/Makani Power Inc
 Kai Concept
 MARAD
 MARAD
 MARAD
 MARAD
 Navigator Systems, Inc.
 Navigator Systems, Inc.
 NRC Environmental Services
 NRC Environmental Services
 NRC Environmental Services
 NRC Environmental Services
 NRC Environmental Services
 O'Kalani Outrigger Canoe Center
 Pacific Fine Foods
 Photon Composites Inc.
 Piedmont Youth Soccer Club Field
 Piedmont Youth Soccer Club Field
 Power Engineering
 Proximo
 Puglia Engineering
 Renovare International, Inc.
 Rockwall Wine Company, Inc.
 Rockwall Wine Company, Inc.
 Sacchi Enterprises
 SBA Communication Corporation
 St. George Spirits
 Sustainable Technologies
 Sustainable Technologies
 The Pacific Pinball Museum
 Turn Key Productions
 Volochem, Inc.
 Walashek Industrial & Marine
 West Coast Novelty
 Wonky Kitchen

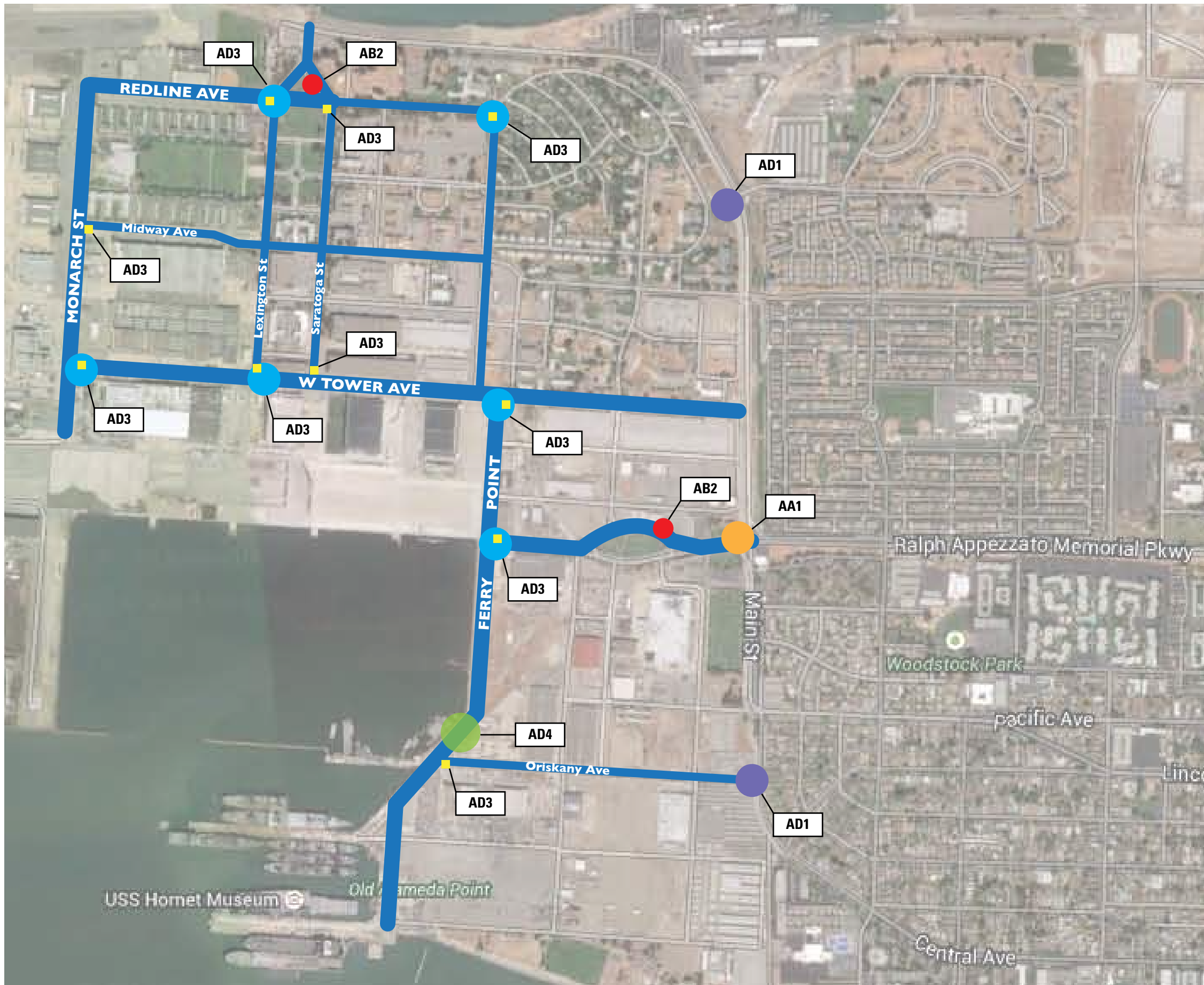
Bldg

612
 118
 Pier 3
 Encinal Ramp
 1
 62
 Lot
 Air Field
 77
 607
 Land
 Lot 22
 18
 20
 525
 12
 Cellular One Site
 292
 40
 25
 8
 24
 98
 338
 608
 9
 41
 39
 117
 29
 13
 7
 91
 22
 91
 170
 11
 19
 168
 168
 Pier 1
 2
 3
 14
 627
 15
 64
 68
 BOWTS
 Yard D-13
 Ramp 1
 42
 400
 424
 425
 166
 22
 67
 7
 25
 24
 170
 624
 21
 163
 414
 13
 459
 7
 517
 23
 119


Site Address


1450 Viking Street, Alameda, CA 94501
 51 W. Trident Avenue, Alameda, CA 94501
 1399 Ferry Point, Alameda, CA 94501
 Lot 1 Encinal Boat Ramp Recreational Area
 950 W. Mall Square Rm# 140A, Alameda, CA 94501
 400 W. Atlantic Avenue, Alameda, CA 94501
 400 W. Atlantic Avenue, Alameda, CA 94501
 2275 Monarch Street, Alameda, CA 94501
 2151 Ferry Point, Alameda, CA 94501
 677 W. Ranger Avenue, Alameda, CA 94501
 50 & 51 W. Oriskany Avenue, Alameda, CA 94501
 250 W. Hornet Avenue, Alameda, CA 94501
 2700 Saratoga Street, Alameda, CA 94501
 2701 Monarch Street, Alameda, CA 94501
 2751 Todd Street, Alameda, CA 94501
 1050 W. Tower Avenue, Alameda, CA 94501
 25 W. Pacific Avenue, Alameda, CA 94501
 1450 Ferry Point, Alameda, CA 94501
 800 W. Tower Avenue, Alameda, CA 94501
 1951 Monarch Street, Suite 200, Alameda, CA 94501
 2350 Saratoga Street, Alameda, CA 94501
 2301 Monarch Street, Suite 100, Alameda, CA 94501
 451 W. Seaplane Lagoon, Alameda, CA 94501
 51 W. Hornet Avenue, Alameda, CA 94501
 50 W. Hornet Avenue, Alameda, CA 94501
 707 W. Tower Avenue, Alameda, CA 94501
 650 W. Tower Avenue, Alameda, CA 94501
 950 W. Tower Avenue, Alameda, CA 94501
 2251 Orion Street, Alameda, CA 94501
 1701 W. Monarch Street, Alameda, CA 94501
 2100 Ferry Point, Suite 400, Alameda, CA 94501
 851 W. Midway Avenue, Suite 103, Alameda, CA 94501
 651 West Tower Avenue, Alameda, CA 94501
 2501 Monarch Street, Suite 100, Alameda, CA 94501
 651 W. Tower Avenue, Alameda, CA 94501
 1770 Viking Street, Alameda, CA 94501
 1190 W. Tower Avenue, Alameda, CA 94501
 2175 Monarch Street, Alameda, CA 94501
 1651 Viking Street Suite 3, Alameda, CA 94501
 1651 Viking Street, Alameda, CA 94501
 1599 Ferry Point, Alameda, CA 94501
 2550 Monarch Street, Alameda, CA 94501
 2651 Lexington Street, Alameda, CA 94501
 1800 Ferry Point, Alameda, CA 94501
 1800 Ferry Point, Alameda, CA 94501
 1605 Ferry Point, Suite 200, Alameda, CA 94501
 1651 Ferry Point, Alameda, CA 94501
 1610 Ferry Point, Alameda, CA 94501
 1451 Ferry Point, Alameda, CA 94501
 1750 Orion Street, Alameda, CA 94501
 Encinal Boat Ramp Recreation Area
 2480 Monarch Street, Alameda, CA 94501
 1150 W. Tower Avenue, Alameda, CA 94501
 2655 Lexington Street, Alameda, CA 94501
 2655 Lexington Street, Alameda, CA 94501
 1501 Viking Street, Alameda, CA 94501
 2501 Monarch Street, Suite 200, Alameda, CA 94501
 410 W. Seaplane Lagoon, Alameda, CA 94501
 51 W. Midway Avenue Rm 104C, Alameda, CA 94501
 1951 Monarch Street, Suite 300, Alameda, CA 94501
 2301 Monarch Street, Suite 200, Alameda, CA 94501
 1770 Viking Street, Alameda, CA 94501
 625 W. Ranger Avenue, Alameda, CA 94501
 2601 Monarch Street, Alameda, CA 94501
 1800 Orion Street, Suite 101, Alameda, CA 94501
 1820 Orion Street, Alameda, CA 94501
 2100 Ferry Point, Suite 100-300, Alameda, CA 94501
 101 W. Tower Avenue, Alameda, CA 94501
 851 W. Midway Avenue, Rm 208, Alameda, CA 94501
 150 Trident Avenue, Alameda, CA 94501
 2401 Monarch Street, Alameda, CA 94501
 151 W. Seaplane Lagoon, Alameda, CA 94501









Sign Type Key


-  Primary Street


-  Primary Street


-  AA1 Entry Statement (p. 6-7)

-  AD1 Street Boundary Marker (p. 8)

-  Street Name and
-  AD3 Vehicular Directional (p. 9-10)

-  AD4 USS Hornet Directional (p. 13)

-  AB1 Vehicular Directional at Destination (Locations as required) (p. 11)

-  AB2 Site Map (p. 14)

Site Images



Site Images



Existing Signage



Historical Images & Site References



CITY OF Alameda



Entry Scenario



AA1 – Entry Statement

Concept Rendering



AA1 – Entry Statement

Entry statement comprised of large Alameda Point Identity sign and flag poles on right hand side of entry drive and smaller, Welcome sign and flag poles on left hand side of entry.

Alameda Point sign constructed from horizontal marine grade plywood panels OR true corrugated metal panels fixed to vertical steel posts.

“Welcome” letters cut from marine grade plywood and painted. City of Alameda logo all digitally printed onto marine grade plywood panel. Both to be pin mounted off from sign panel face.

ALAMEDA POINT letters constructed from marine grade plywood, painted and pin mounted off from horizontal panels.

Left side Welcome sign and graphic elements constructed in similar fashion.

Groups of stock commercial grade flagpoles installed on both sides, quantity and position as shown, ranging in height from 25' - 45'.

Qty. 1 as shown



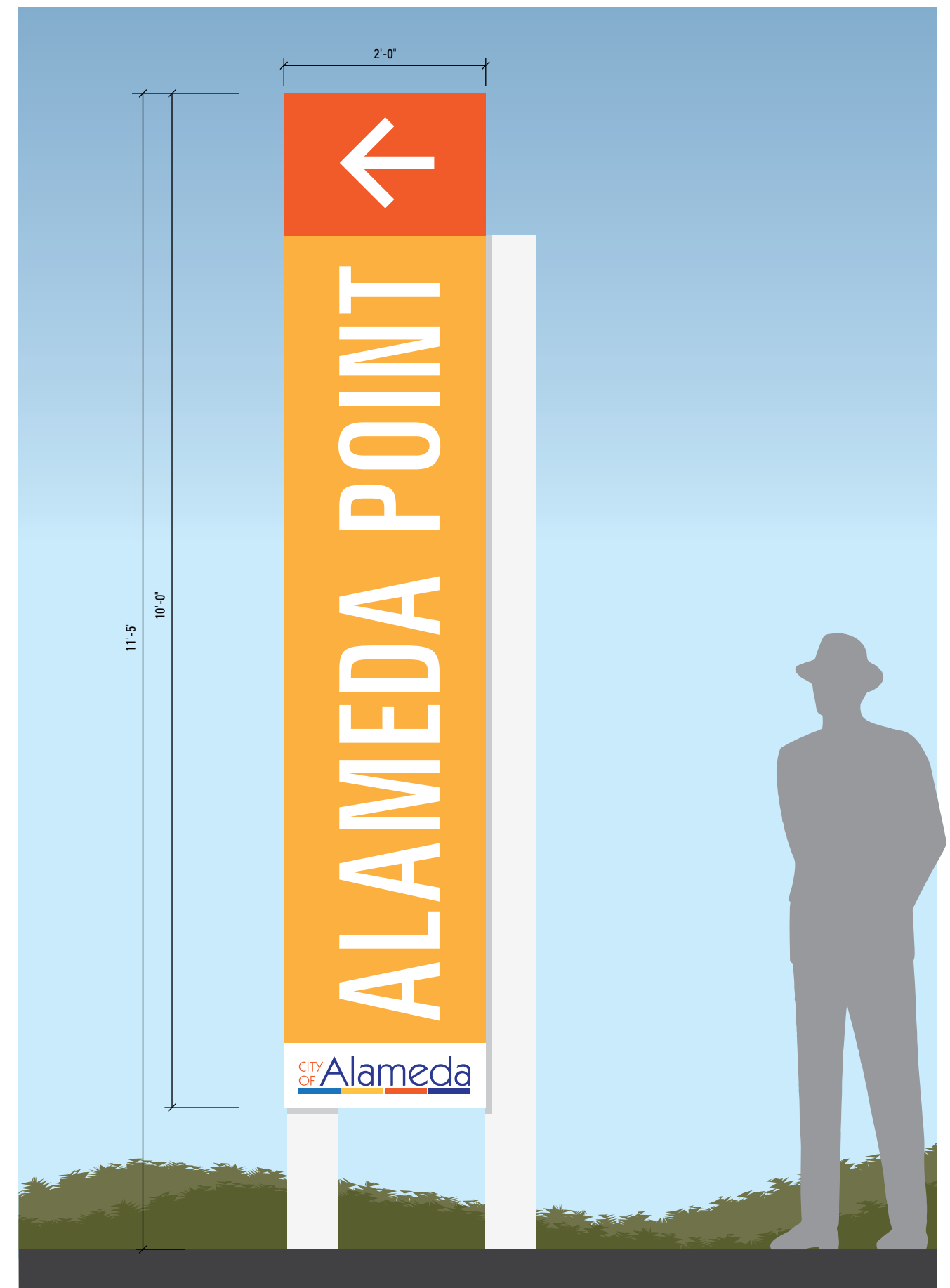
Left Elevation
Scale: 3/16" = 1'-0"

Right Elevation
Scale: 3/16" = 1'-0"

AD1 – Boundary Marker

Vertical wood sign panel with painted or digitally printed surface graphics. Mounted to painted 6x6 wood posts. Anchored in landscaping around project perimeter.

Qty: 2



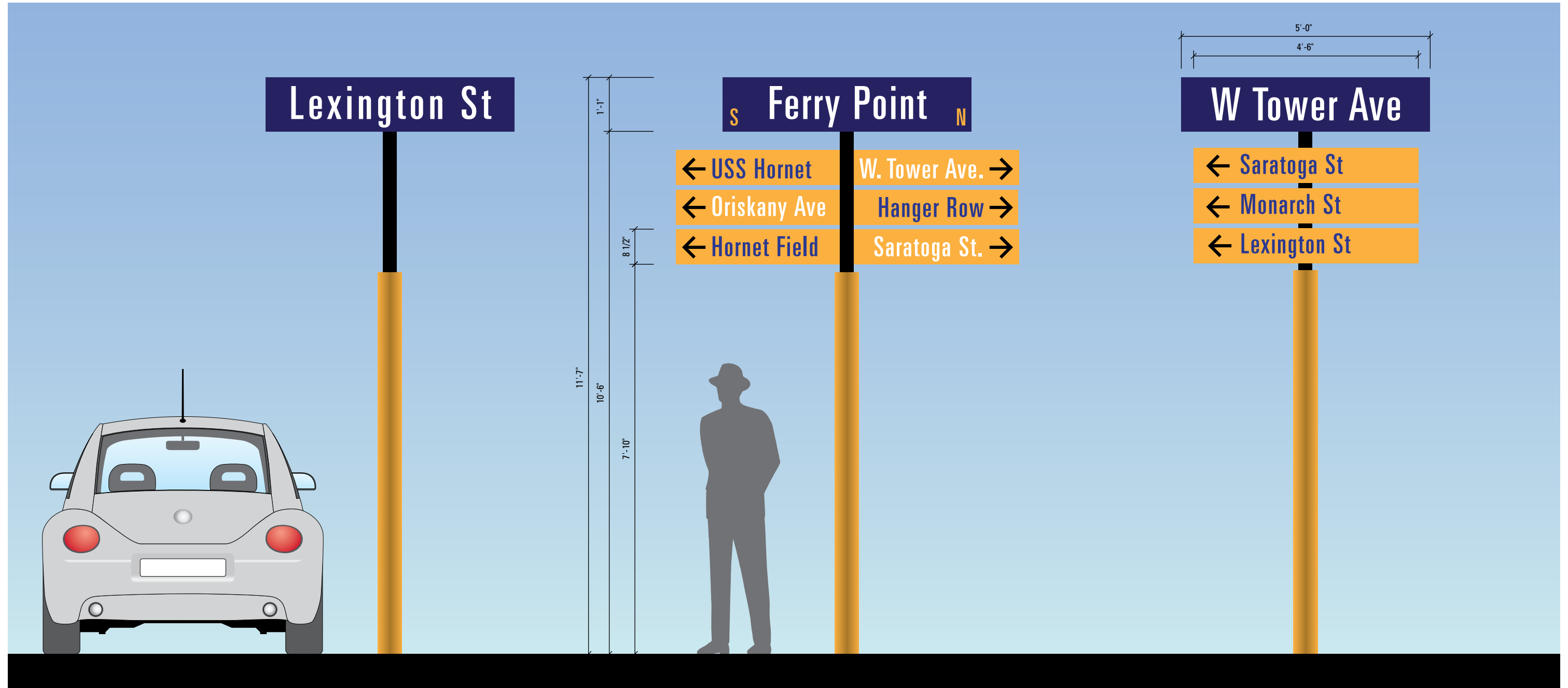
Base version without directions.
Scale: 3/4" = 1'-0"



AD3 – Street Name and Vehicular Directional

Street signs are constructed from stock 6" round aluminum tubes assembled and painted. Flat sign panels constructed from aluminum panels with paint finish and reflective vinyl copy.

Qty. 6-10, as needed



Base version without directions.
Scale: 1/2" = 1'-0"

Version with destinations in multiple directions.
Scale: 1/2" = 1'-0"

Version with multiple destinations in one directions.
Scale: 1/2" = 1'-0"



AD3 – Street Name and Vehicular Directional



Context Rendering



AB1 – Vehicular Directional at Destination

Street signs are constructed from stock 6" square painted aluminum tubes with wood sign panel suspended between via 2" support tubes. All graphics painted or digitally printed onto sign panel.

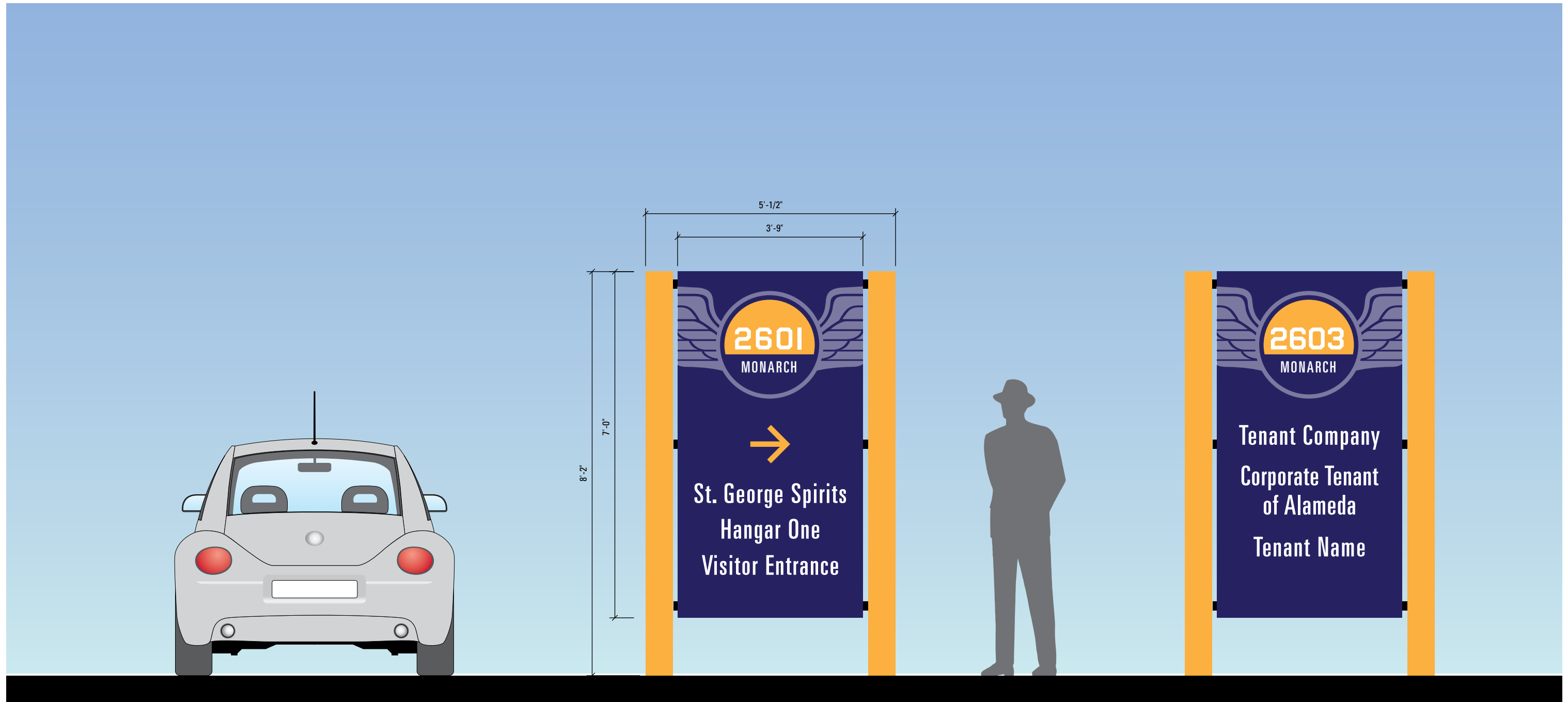
Qty. 4



North-south road color scheme.



East-west road color scheme.



Typical Front Elevation
Scale: 1/2" = 1'-0"

Multi-Tenant Scenario
Scale: 1/2" = 1'-0"



AA2 – Street Address Sign

Sign post constructed from pre-fabricated 6" round aluminum tubes and painted. Sign panel constructed from wood with painted or digitally printed graphics. Anchored into existing hardscape or landscape, as needed.

Qty: 10 (more as needed)



North-south road
color scheme.



East-west road
color scheme.



Front Elevation
Scale: 3/4" = 1'-0"



AD4 – USS Hornet Entry Approach Signage



Front Elevation
Scale: 3/4" = 1'-0"

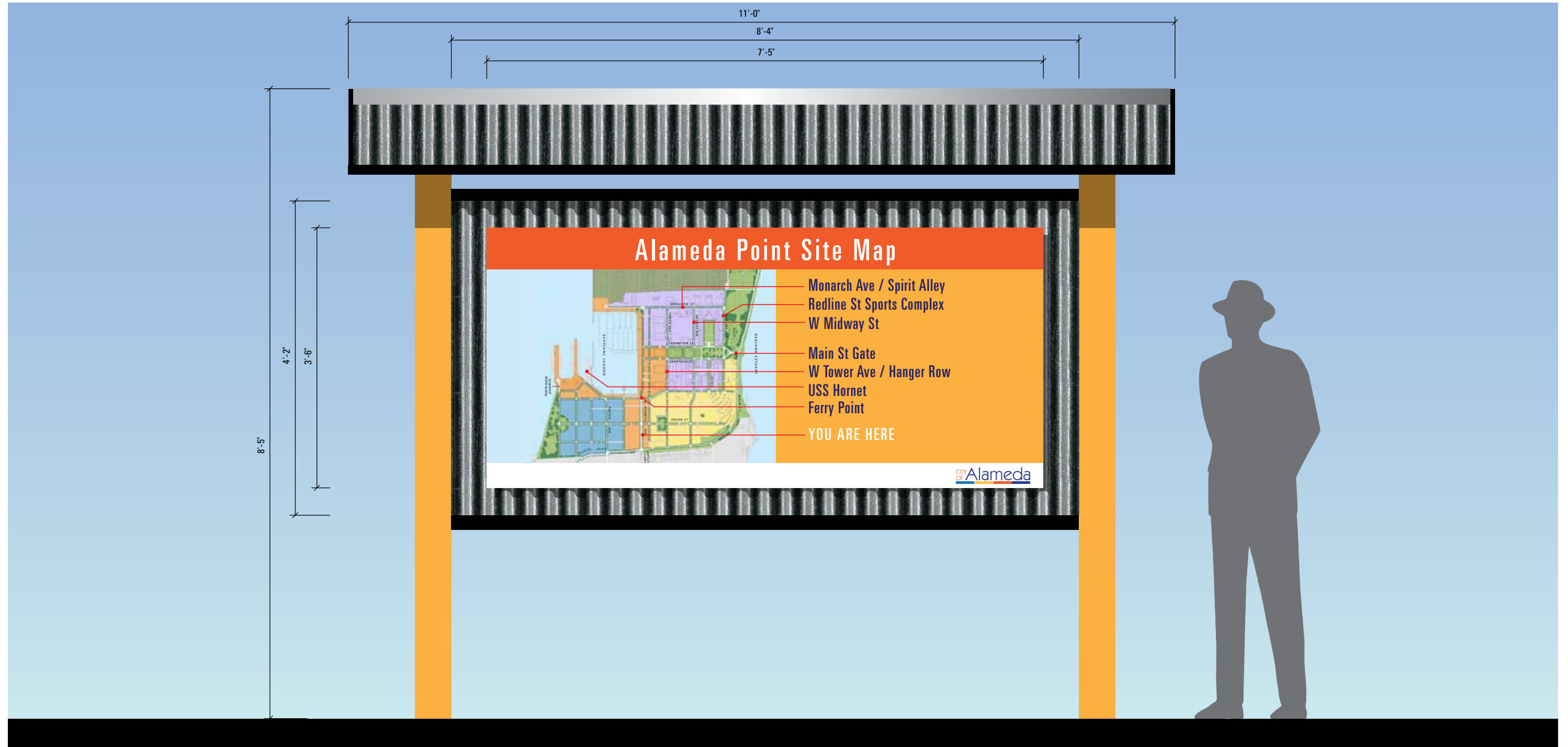
Wood panel cut to 4'-6" x 6'. Digitally printed vinyl graphics adhered to panel surface. Sign mounted to existing fence structure at optimal viewing height.



AB2 – Site Map

Reinforced corrugated metal panel suspended between two 6" square painted aluminum posts via horizontal painted 2" square aluminum tubes. Sign panel constructed from wood with painted or digitally printed graphics. A-frame canopy mounted atop sign posts for protection; constructed from aluminum tube frame and corrugated metal panels.

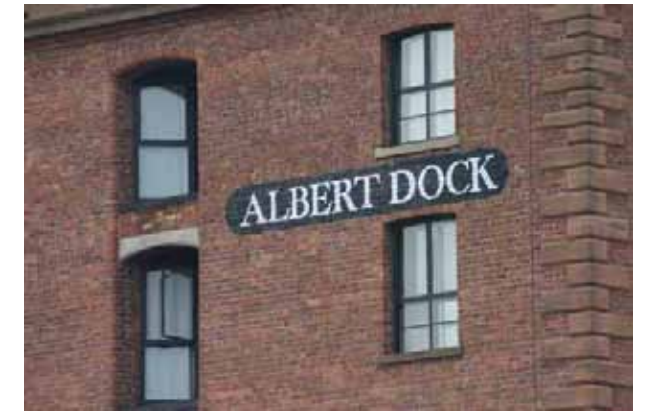
Qty. 2



Front Elevation
Scale: 3/4" = 1'-0"



Painted Building Graphics Reference Images



Building Graphics at Hangar Row

Large-format graphic painted directly onto building elevation surfaces. Graphics not to cover windows. Surface preparation by others. Painted graphics are concept examples only and specific designs and locations will be determined in concert with staff and budget. Estimated graphic area: 60'x 15' or 900 sq. ft.

Qty: 1



Context Image



Building Graphics — Spirit Alley Directional

Large-format graphic painted directly onto building elevation surfaces. Surface preparation by others. Painted graphics are concept examples only and specific designs and locations will be determined in concert with staff and budget. Estimated graphic area: 30'x 7' or 210 sq. ft.

Qty: 1



Context Image

Building Graphics — Spirit Alley Street ID

Large-format graphic painted directly onto building elevation surfaces as shown. Surface preparation by others. Painted graphics are concept examples only and specific designs and locations will be determined in concert with staff and budget. Estimated graphic area: 85'x20'.

Qty: 1



Context Image



Building Graphics — Sports Center Identity

Large-format building identity painted directly onto building elevation surfaces. Surface preparation by others. Painted graphics are concept examples only and specific designs and locations will be determined in concert with staff and budget. Estimated graphic area: 40'x 9' or 360sq. ft.

Qty: 1



Context Image



Building Graphics – Row Address Graphics

Address graphics painted directly on building elevation surface. Located on both sides of each hangar building on W. Tower Avenue and Monarch Street. Surface preparation by others. Painted graphics are concept examples only and specific designs and locations will be determined in concert with staff and budget. Estimated graphic dimensions: 30' x 20'.

Qty. 16



THANK YOU



SQUARE PEG DESIGN

1631 Telegraph Avenue
Oakland, California 94614