
ALAMEDA POINT

Schematic Design
May 2014



SQUARE PEG DESIGN

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.

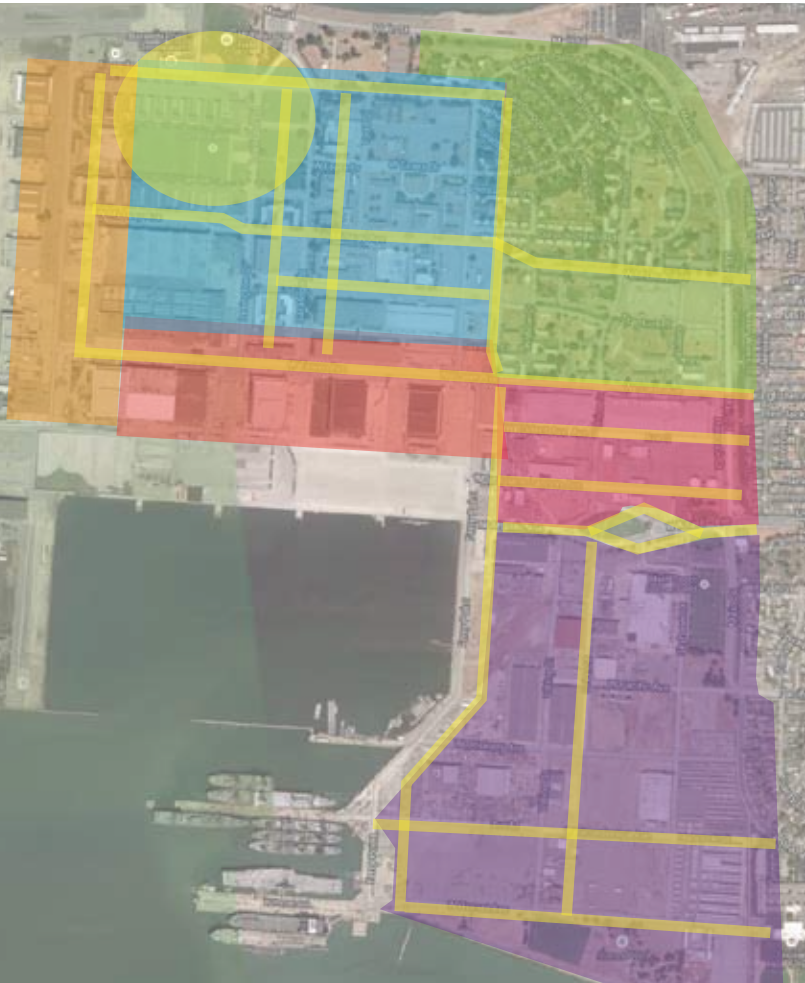
It is the intent of this program to facilitate a visitors experience in a welcoming and supportive nature as they navigate the current reuse of the existing facilities.

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 Naval 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



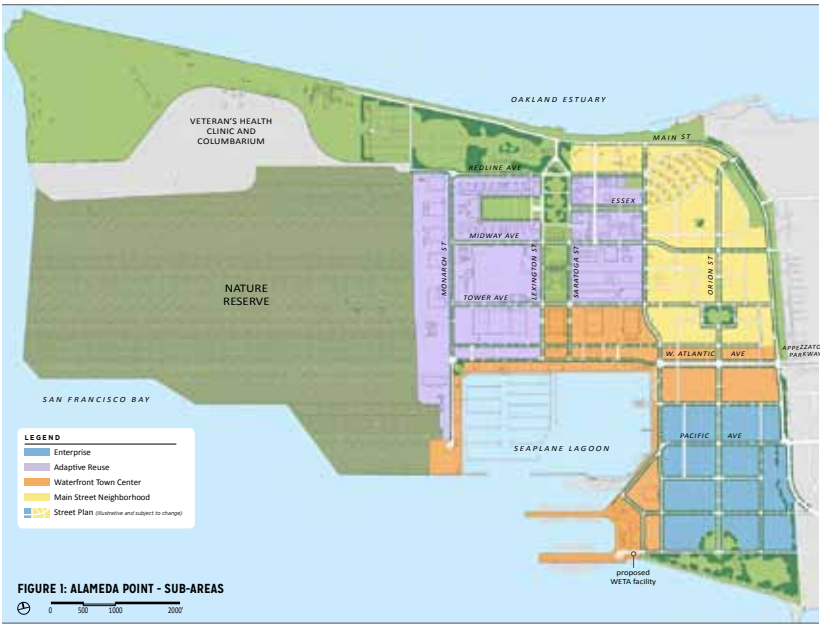
Formal Street Names and Addressing

- 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.....





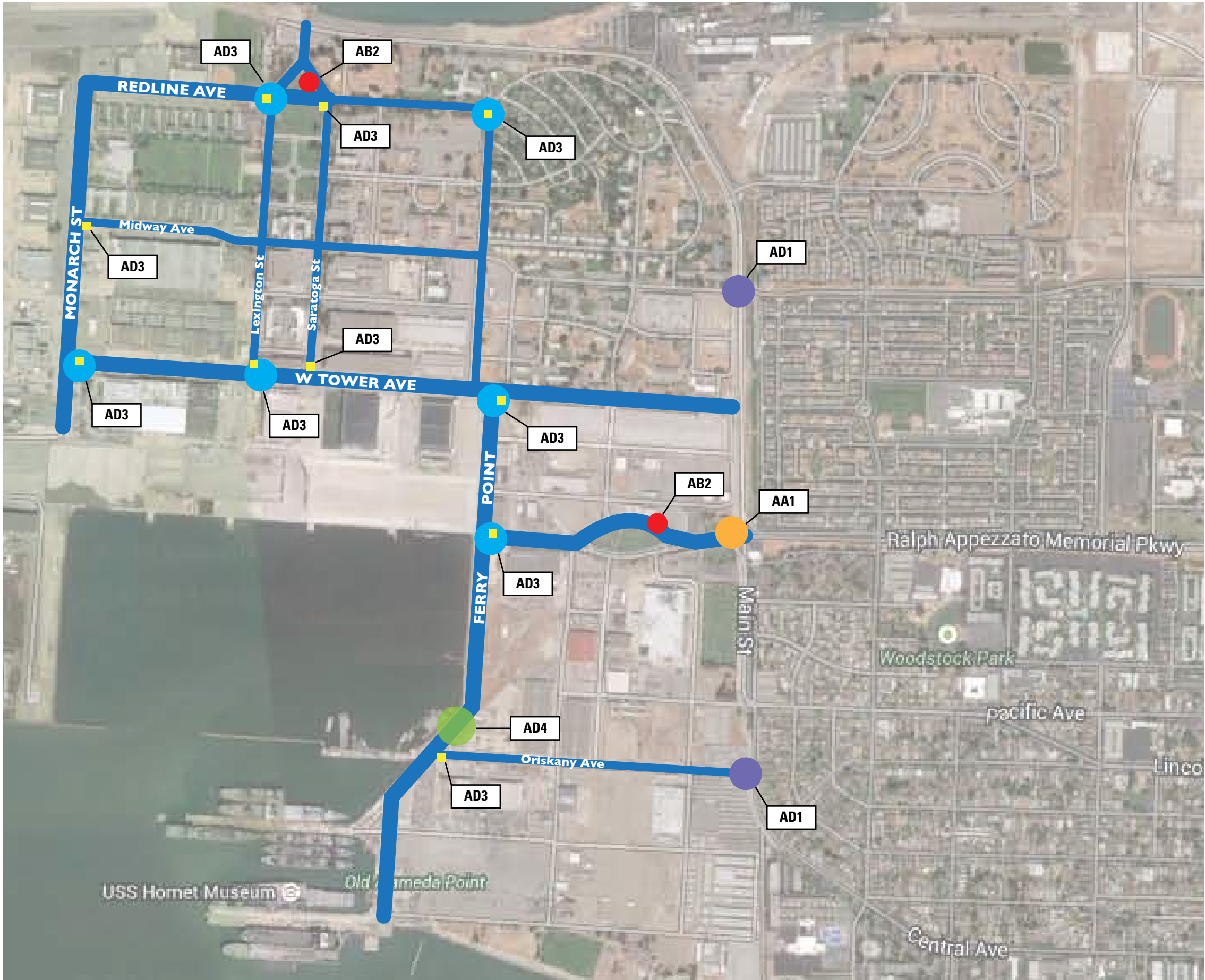
2014
Alameda Point
Tenants

Legend

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

Company Name	Bldg	Site Address
Advanced Roofing Service	612	1450 Viking Street, Alameda, CA 94501
Airclaims Inc.	118	51 W. Trident Avenue, Alameda, CA 94501
Aircraft Carrier Hornet Foundation	Pier 3	1399 Ferry Point, Alameda, CA 94501
Alameda Community Sailing Center	Encinal Ramp	Lot 1 Encinal Boat Ramp Recreational Area
Alameda Development Corp.	1	950 W. Mall Square Rm# 140A, Alameda, CA 94501
Alameda Municipal Power	62	400 W. Atlantic Avenue, Alameda, CA 94501
Alameda Municipal Power	Lot	400 W. Atlantic Avenue, Alameda, CA 94501
Alameda National Wildlife Refuge	Air Field	2275 Monarch Street, Alameda, CA 94501
Alameda Naval Air Museum (ANAM)	77	2151 Ferry Point, Alameda, CA 94501
Alameda Point Collaborative	607	677 W. Ranger Avenue, Alameda, CA 94501
Alameda Point Storage	Land	50 & 51 W. Oriskany Avenue, Alameda, CA 94501
Alameda Soccer Club	Lot 22	250 W. Hornet Avenue, Alameda, CA 94501
Antiques By the Bay	18	2700 Saratoga Street, Alameda, CA 94501
Antiques By the Bay	20	2701 Monarch Street, Alameda, CA 94501
Antiques By the Bay	525	2751 Todd Street, Alameda, CA 94501
Artemis Racing	12	1050 W. Tower Avenue, Alameda, CA 94501
AT & T	Cellular One Site	25 W. Pacific Avenue, Alameda, CA 94501
Bay Ship & Yacht Co.	292	1450 Ferry Point, Alameda, CA 94501
Bladium, Inc.	40	800 W. Tower Avenue, Alameda, CA 94501
Brix	25	1951 Monarch Street, Suite 200, Alameda, CA 94501
Chabot Space & Science Center	8	2350 Saratoga Street, Alameda, CA 94501
Complete Coach Works DBA ABR	24	2301 Monarch Street, Suite 100, Alameda, CA 94501
Conmar, Inc.	98	451 W. Seaplane Lagoon, Alameda, CA 94501
Container Storage, Inc.	338	51 W. Hornet Avenue, Alameda, CA 94501
Container Storage, Inc.	608	50 W Hornet Avenue, Alameda, CA 94501
Del Monte	9	707 W Tower Avenue, Alameda, CA 94501
Del Monte	41	650 W Tower Avenue, Alameda, CA 94501
Delphi Productions	39	950 W. Tower Avenue, Alameda, CA 94501
Delphi Productions	117	2251 Orion Street, Alameda, CA 94501
Dreyfuss Capital Partners	29	1701 W. Monarch Street, Alameda, CA 94501
Edge Innovations	13	2100 Ferry Point, Suite 400, Alameda, CA 94501
Environmental Management Services	7	851 W. Midway Avenue, Suite 103, Alameda, CA 94501
Event Productions	91	651 West Tower Avenue, Alameda, CA 94501
Faction Brewing	22	2501 Monarch Street, Suite 100, Alameda, CA 94501
Friends of Alameda Theatre	91	651 W. Tower Avenue, Alameda, CA 94501
GFC Moving & Storage	170	1770 Viking Street, Alameda, CA 94501
Google/Natel	11	1190 W Tower Avenue, Alameda, CA 94501
Google/Makani Power Inc	19	2175 Monarch Street, Alameda, CA 94501
Kai Concept	168	1651 Viking Street Suite 3, Alameda, CA 94501
MARAD	168	1651 Viking Street, Alameda, CA 94501
MARAD	Pier 1	1599 Ferry Point, Alameda, CA 94501
MARAD	2	2550 Monarch Street, Alameda, CA 94501
MARAD	3	2651 Lexington Street, Alameda, CA 94501
Navigator Systems, Inc.	14	1800 Ferry Point, Alameda, CA 94501
Navigator Systems, Inc.	627	1800 Ferry Point, Alameda, CA 94501
NRC Enviromental Services	15	1605 Ferry Point, Suite 200, Alameda, CA 94501
NRC Environmental Services	64	1651 Ferry Point, Alameda, CA 94501
NRC Environmental Services	68	1610 Ferry Point, Alameda, CA 94501
NRC Environmental Services	BOWTS	1451 Ferry Point, Alameda, CA 94501
NRC Environmental Services	Yard D-13	1750 Orion Street, Alameda, CA 94501
O'Kalani Outrigger Canoe Center	Ramp 1	Encinal Boat Ramp Recreation Area
Pacific Fine Foods	42	2480 Monarch Street, Alameda, CA 94501
Photon Composites Inc.	400	1150 W Tower Avenue, Alameda, CA 94501
Piedmont Youth Soccer Club Field	424	2655 Lexington Street, Alameda, CA 94501
Piedmont Youth Soccer Club Field	425	2655 Lexington Street, Alameda, CA 94501
Power Engineering	166	1501 Viking Street, Alameda, CA 94501
Proximo	22	2501 Monarch Street, Suite 200, Alameda, CA 94501
Puglia Engineering	67	410 W. Seaplane Lagoon, Alameda, CA 94501
Renovare International, Inc.	7	51 W. Midway Avenue Rm 104C , Alameda, CA 94501
Rockwall Wine Company, Inc.	25	1951 Monarch Street, Suite 300, Alameda, CA 94501
Rockwall Wine Company, Inc.	24	2301 Monarch Street, Suite 200, Alameda, CA 94501
Sacchi Enterprises	170	1770 Viking Street, Alameda, CA 94501
SBA Communication Corporation	624	625 W. Ranger Avenue, Alameda, CA 94501
St. George Spirits	21	2601 Monarch Street, Alameda, CA 94501
Sustainable Technologies	163	1800 Orion Street, Suite 101, Alameda, CA 94501
Sustainable Technologies	414	1820 Orion Street, Alameda, CA 94501
The Pacific Pinball Museum	13	2100 Ferry Point, Suite 100-300, Alameda, CA 94501
Turn Key Productions	459	101 W Tower Avenue, Alameda, CA 94501
Volochem, Inc.	7	851 W. Midway Avenue, Rm 208, Alameda, CA 94501
Walashek Industrial & Marine	517	150 Trident Avenue, Alameda, CA 94501
West Coast Novelty	23	2401 Monarch Street, Alameda, CA 94501
Wonky Kitchen	119	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)
	USS Hornet
	AD4 Directional (p. 13)
	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





AA1 — Entry Statement
Concept Rendering





Entry statement comprised of large Alameda Point Identity sign and flag pole on right hand side of entry drive and smaller, Welcome sign with changable banner hardware and flag pole 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 aluminum laminate or sealed marine grade plywood and painted. City of Alameda logo all digitally printed onto aluminum laminate or 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.

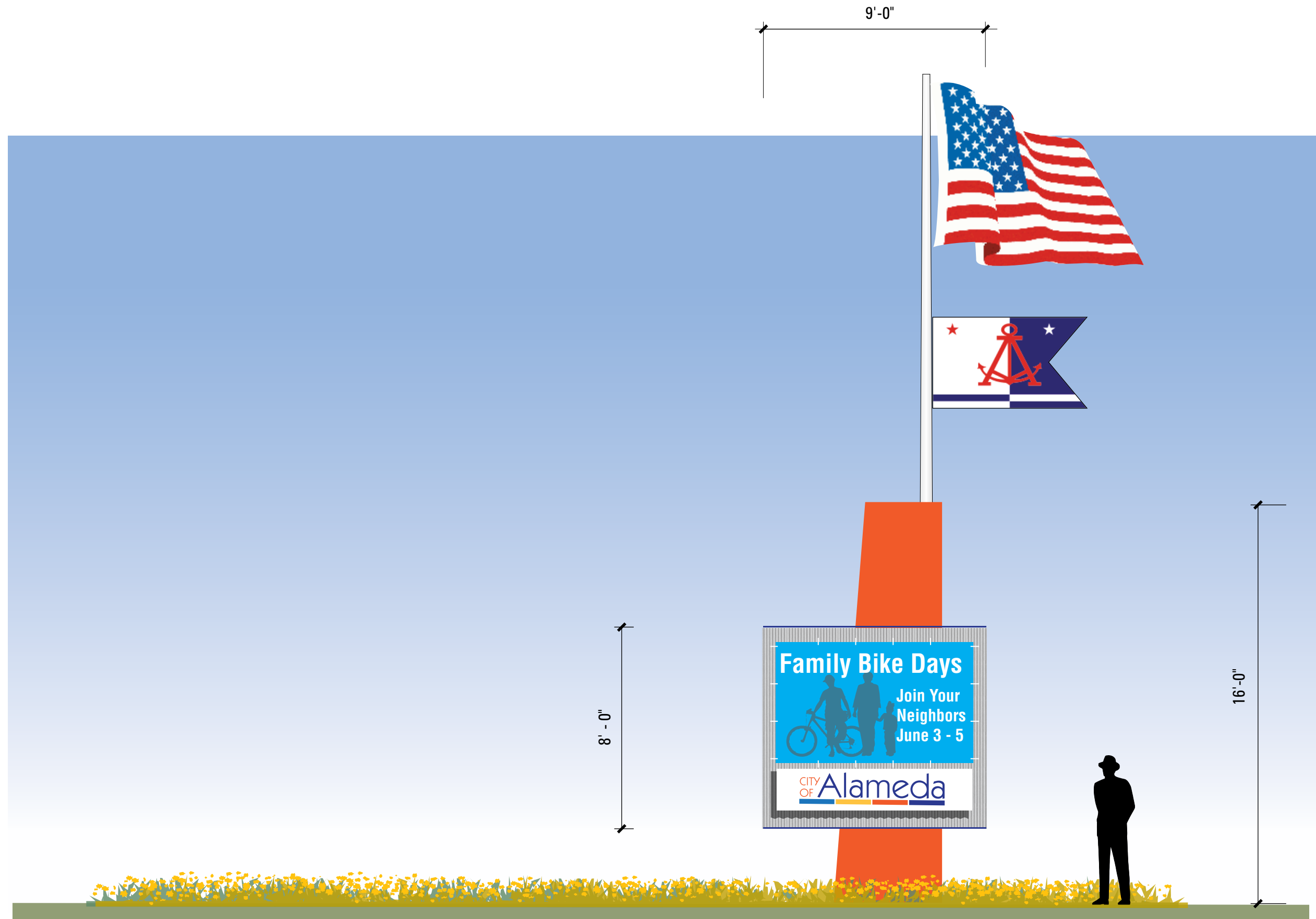
Commercial grade flagpoles installed on both sides, quantity and position as shown, 35' tall.

Qty. 1 set as shown

28'-0"



Right Elevation, Scale: 1/4" = 1'-0"

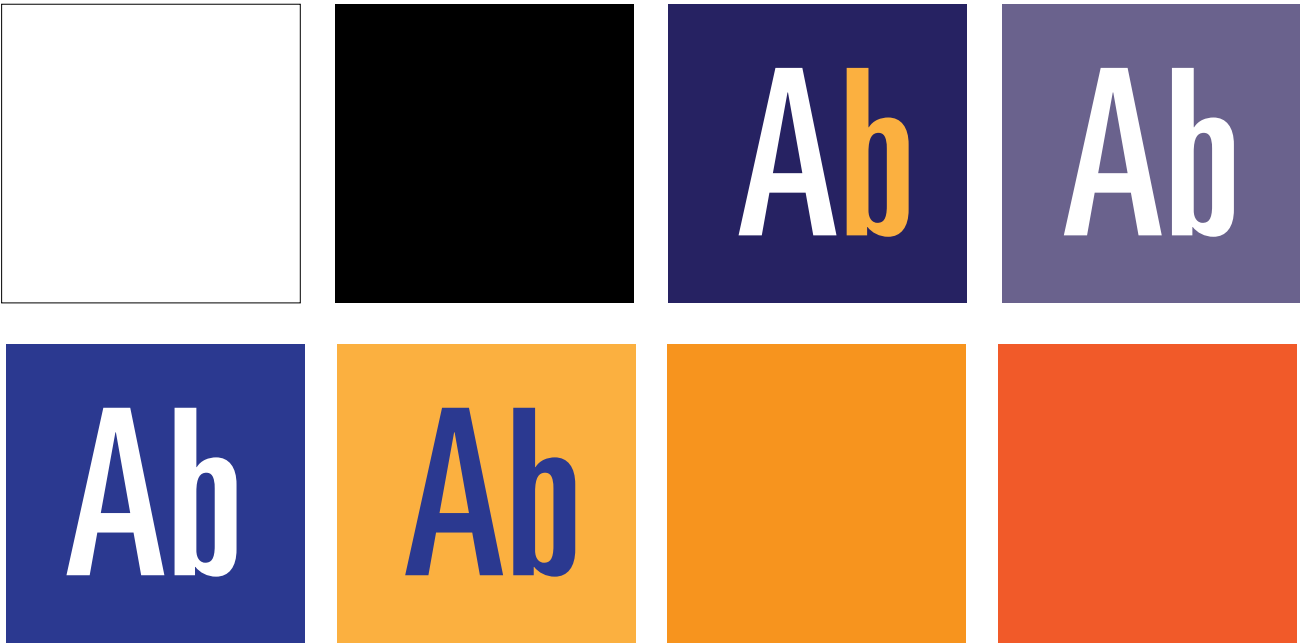


Left Elevation, Scale: 1/4" = 1'-0"

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



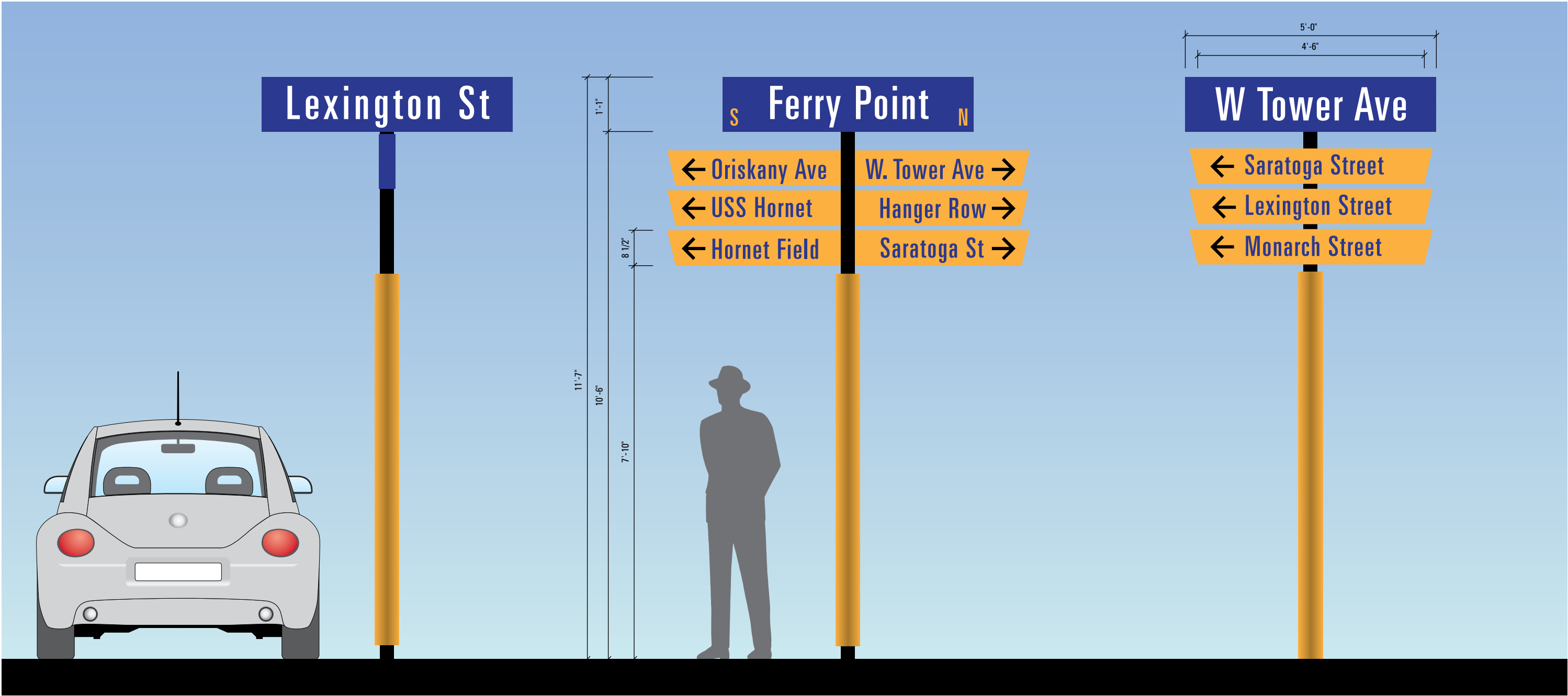
Base version without directions.
Scale: 3/4" = 1'-0"



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.

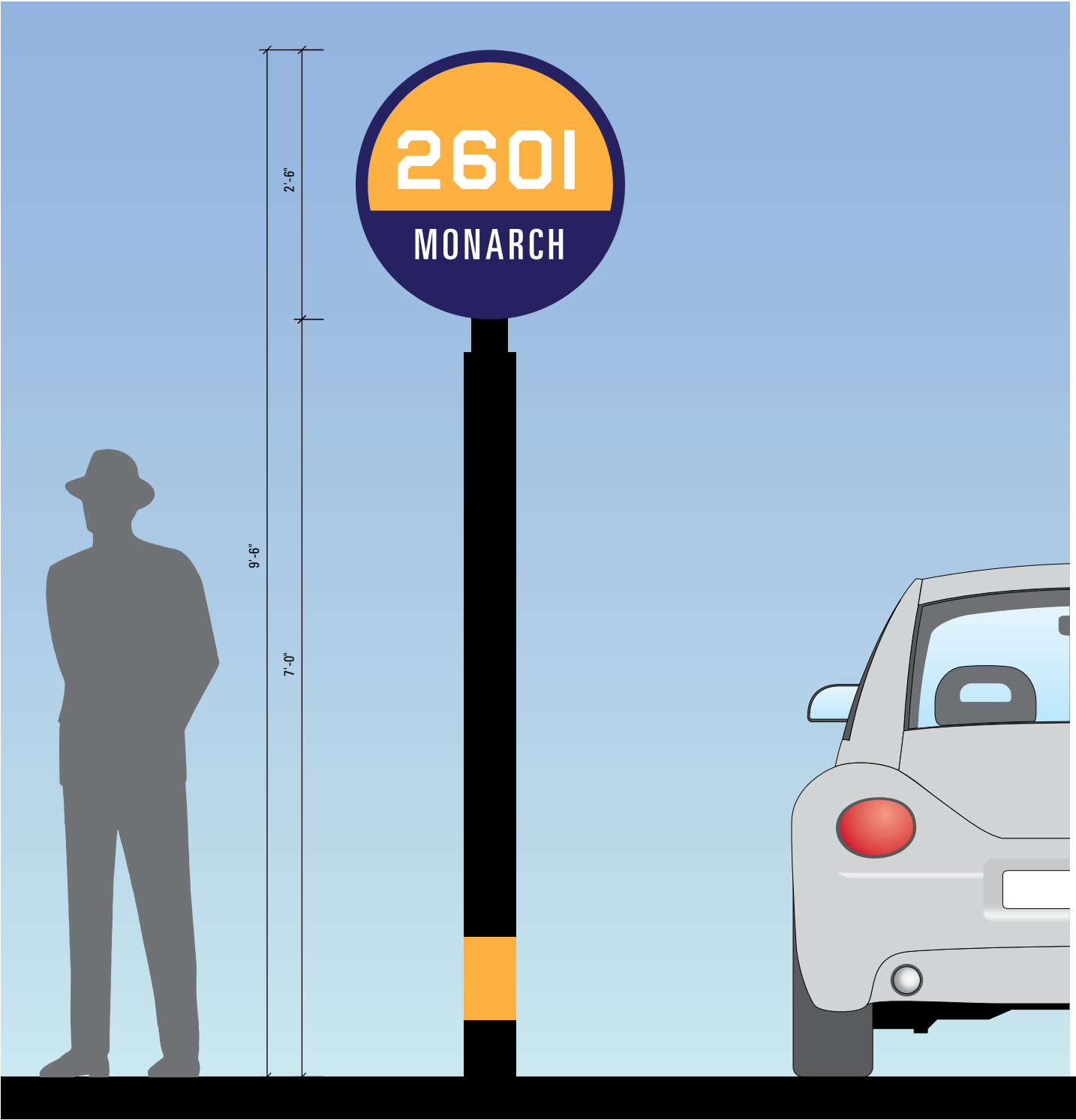
Qty: 10 (more as needed)



North-south road color scheme.



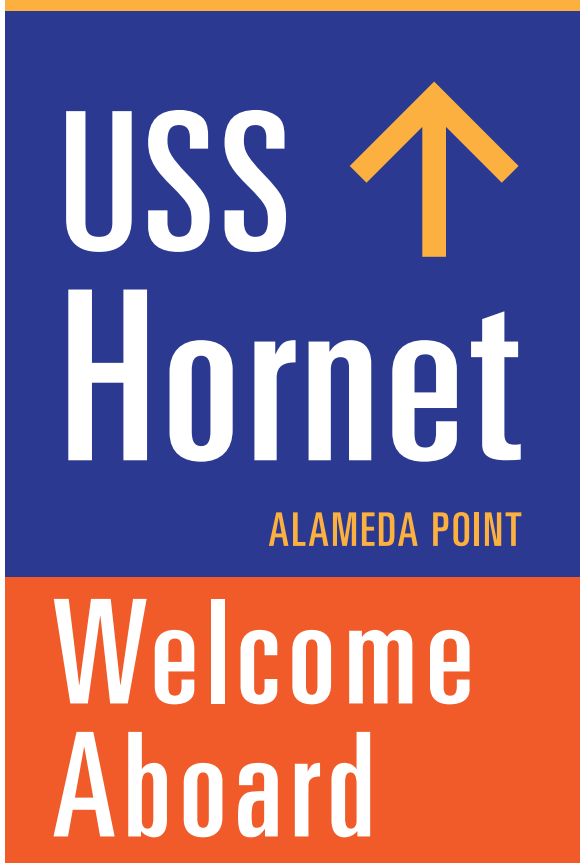
East-west road color scheme.



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



AD4 — USS Hornet
Entry Approach Signage



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

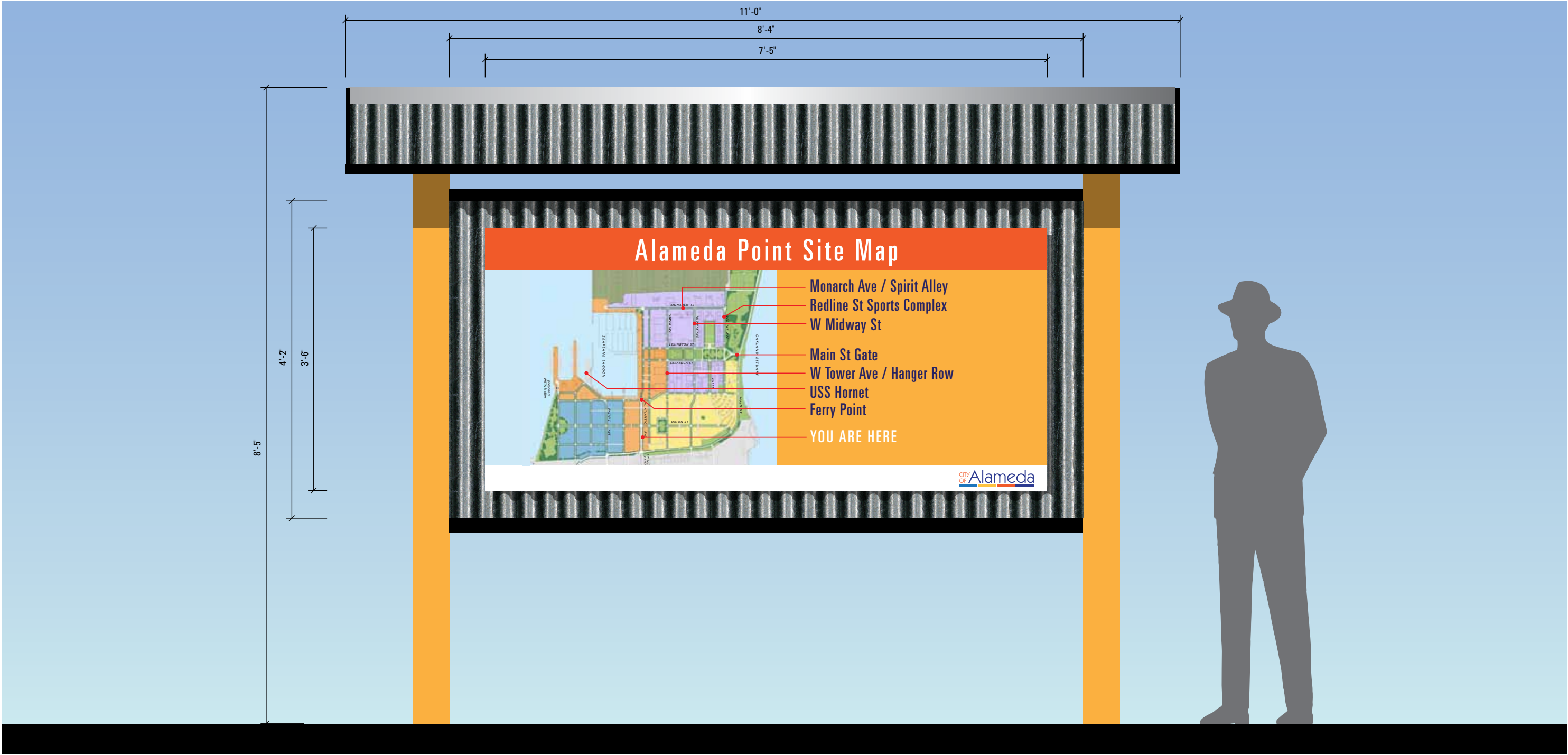
Aluminum laminate or sealed marine grade plywood cut to 4'x 6'. Paint finish wit reflective vinyl graphics.
Sign mounted to existing fence struc-
ture at optimal viewing height.



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.

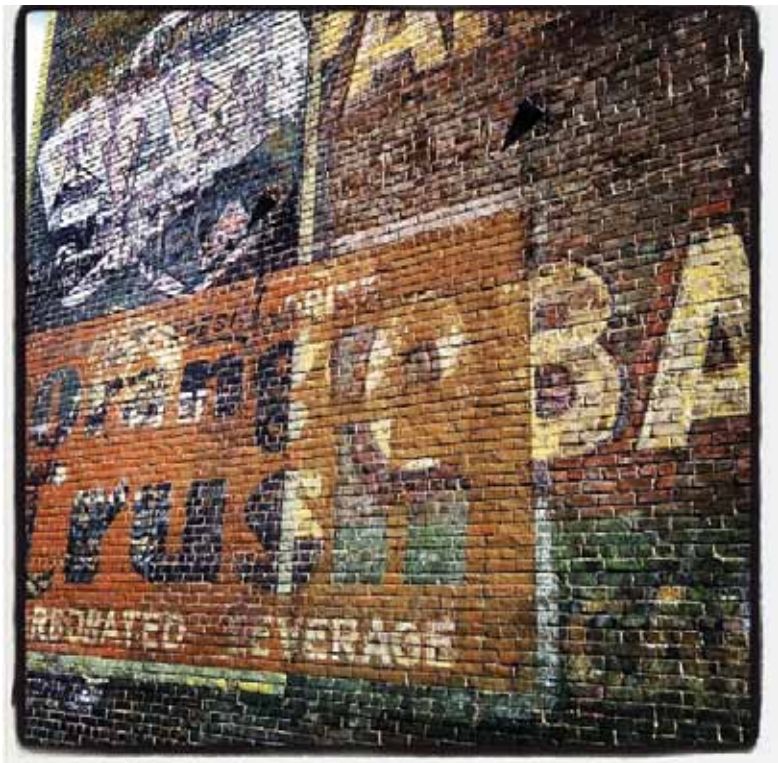
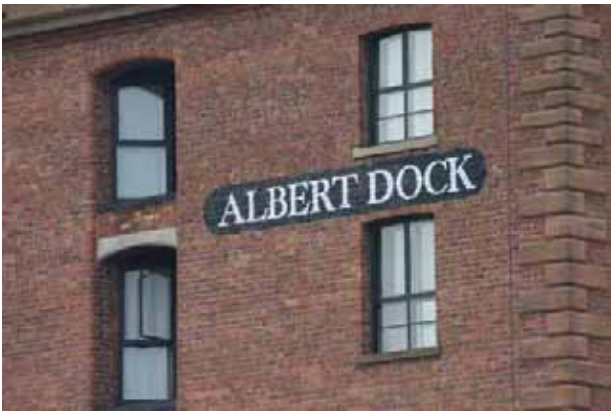
Qty. 2



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
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