

EASTVALE ENTRYWAY MASTER PLAN

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ACKNOWLEDGEMENTS

City Council

Mayor Ike Bootsma
Mayor Pro Tem Adam Rush
Jeff DeGrandpre
Kelly Howell
Ric Welch

Planning Commission

Chairman Bill Link
Vice Chairman Fred Valentine
Daryl Charlson
Karen Patel
Joseph Tessari

Eastvale Community Foundation

Sharyn Link
Kelly Howell

City Staff

Carol Jacobs, City Manager
Eric Norris, Planning
Loreli Cappel, Planning
Chris Manning Planning
Martti Eckert, Planning





MASTER PLAN CONTENTS

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1. INTRODUCTION

This Entryway Master Plan is a tool developed to guide the future location and design for the installation of community entryway monuments. Entryways can generally be defined as the points of entry into Eastvale and can be expected to carry the largest numbers of vehicles that enter and leave the city on a daily basis. These points of entry are envisioned as prime opportunities for the city to give individuals a positive first impression as they enter Eastvale and to provide a pleasant reminder of the community as they depart.

As a relatively new jurisdiction, the City of Eastvale seeks to establish a sense of place that identifies their community limits and develops a “look and feel” for the community through color, material, and style. The creation of clearly identifiable entries into a community, or “entry monuments,” is also an important part of the creation of local identity and civic pride. The importance of this issue is reflected in the following goal, policy, and action item from the Design Chapter of the Eastvale General Plan:

Goal DE-3: Promote the use of public art and entryway treatments into the city and its neighborhoods.

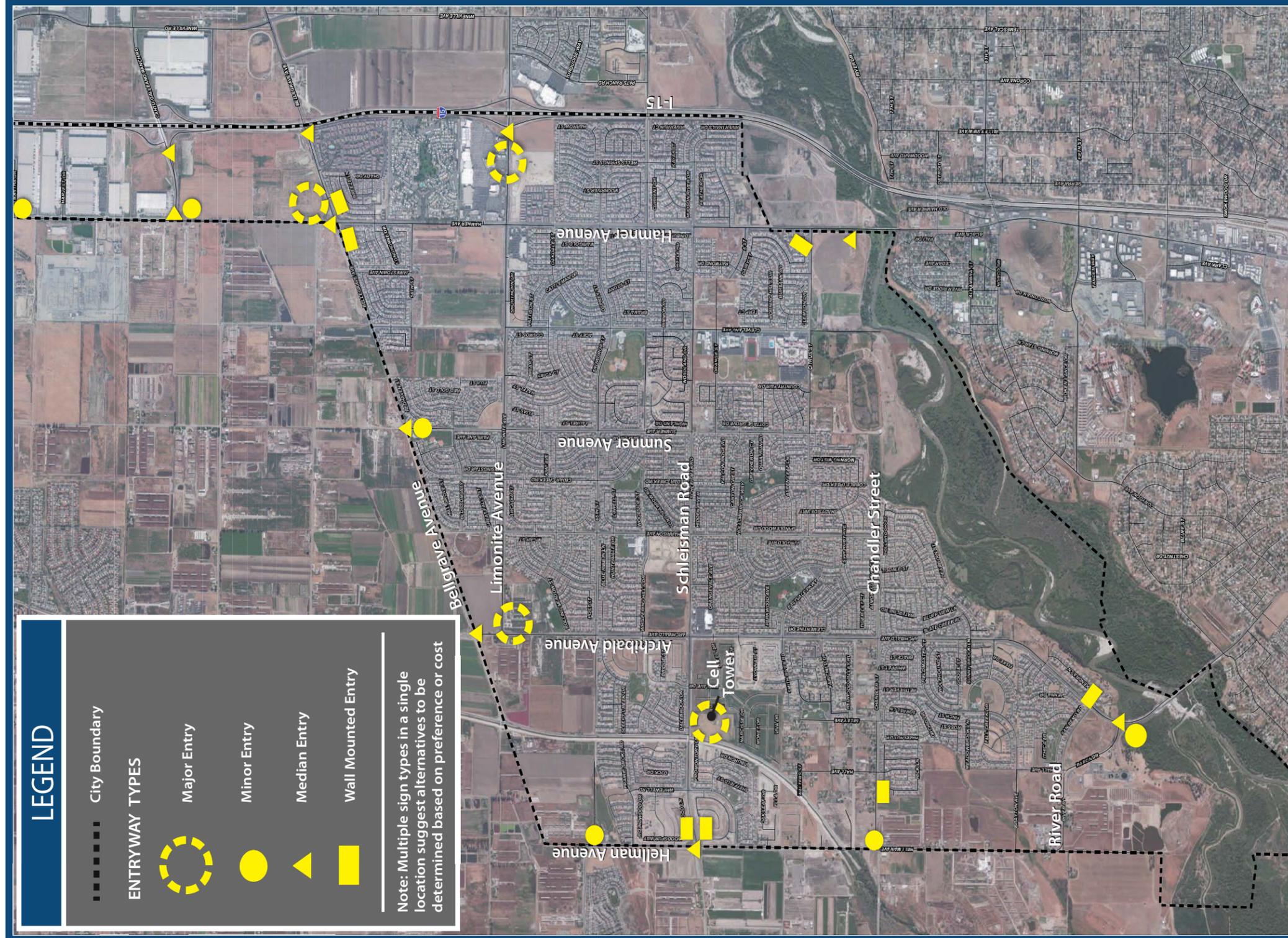
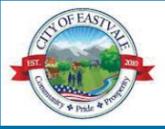
Policy DE-10: Entryways to the city should provide a clear sense of arrival and the tone for the overall design quality in Eastvale. The entry points shall be identified by the use of landscaping, trees, and/or architectural elements.

Action DE-10.1: Create and implement an Entryway Master Plan to identify the location of entry points, the design of entry statements, and their phasing and financing. The Entryway Master Plan should focus on major transportation corridors. The proposed designs and map addressed in this report will help the City fulfill its goal of improved community identity.

2. ENTRY LOCATIONS

The following exhibit shows the locations (about 15 in total) which are appropriate for designated entry monuments. The map shows multiple signs in some locations, primarily to provide flexibility in the type and location of the signs. These locations were selected to place signs where they will be most visible, on major roadways and in other “gateway” locations.





Entryway Master Plan
City of Eastvale

ENTRYWAY TYPE AND LOCATIONS MAP



3. ENTRYWAY SIGNAGE CONCEPTS

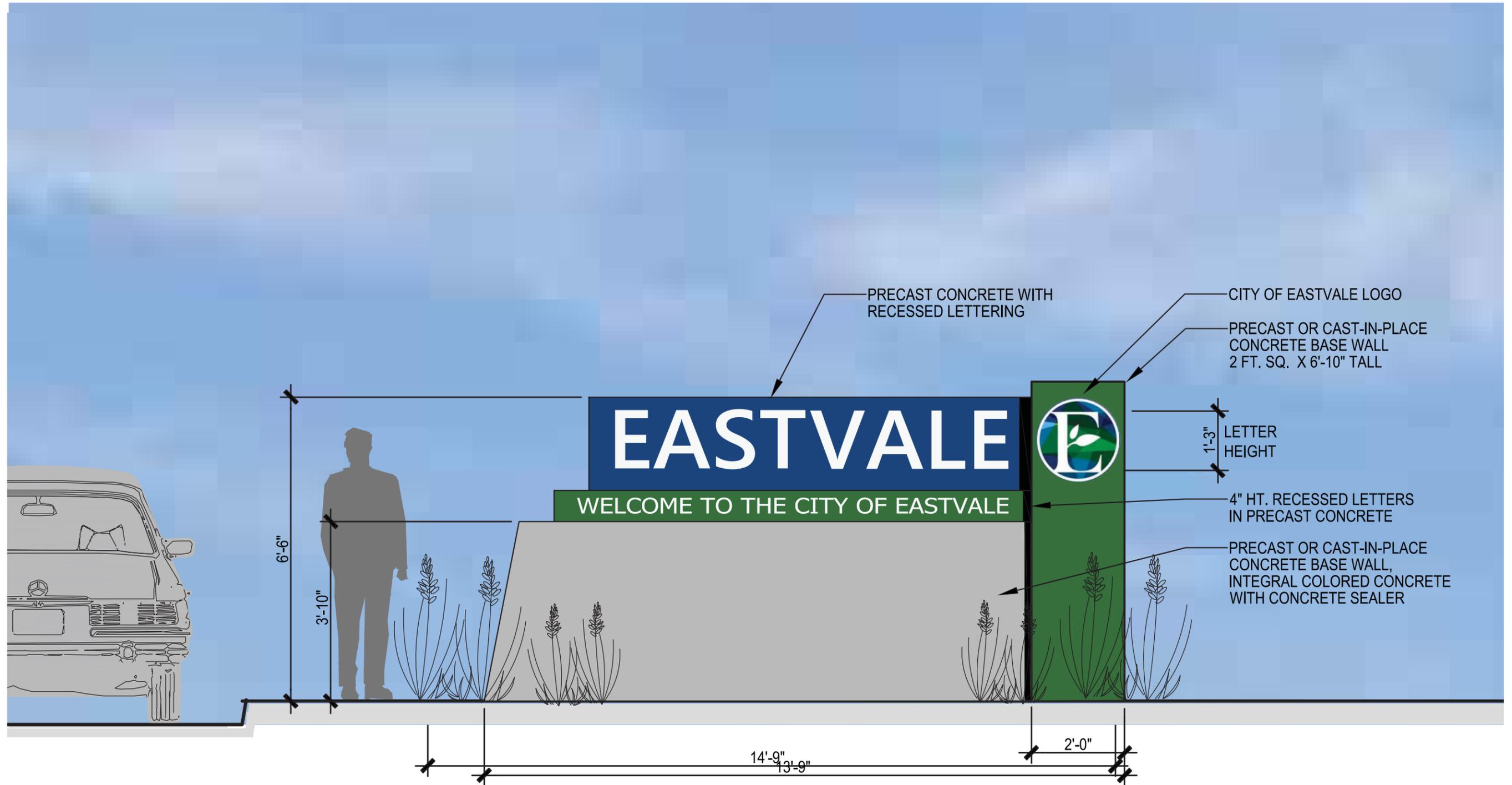
Shown below are designs for five types of entry monuments intended to provide a clean, modern appearance reminiscent of the newly constructed Community Center with respect to lettering, form, materials, and style. These concepts are established to show a more formal style of signage typically reflected in municipal gateways, incorporating the City-approved colors as used in the City’s logo. All concepts incorporate the City’s “E” logo as well as the City seal, include simple geometric shapes, and contain substantial massing in general, which will result in somewhat higher cost; however, the level of maintenance on the materials used will be lower. Minimizing maintenance and graffiti has been considered in the development of these concepts.

To recognize the various types of available locations for signs and to establish a hierarchy of entries, several types of entry designs are provided:

- A major entry sign, which would be located to the side of the roadway, either in the parkway or at an intersection.
- A secondary entry sign, similar in design and placement to the major entry, but smaller and intended to be used in locations with less vehicle traffic.
- A median entry sign, designed to be placed in the roadway median. This entry type will be used where space is not available for a typical major or minor entry monument.
- A wall-mounted entry sign, which can be placed on existing perimeter walls at some of the entries into the city.
- A directional/wayfinding sign, which can be placed at key intersections or along major roadways to help users navigate to key landmarks and locations.

The previous map of potential locations shows where each type would be located; at some entries, several types are shown to provide flexibility in siting and building the signs. Conceptual illustratives of the proposed designs are shown below.



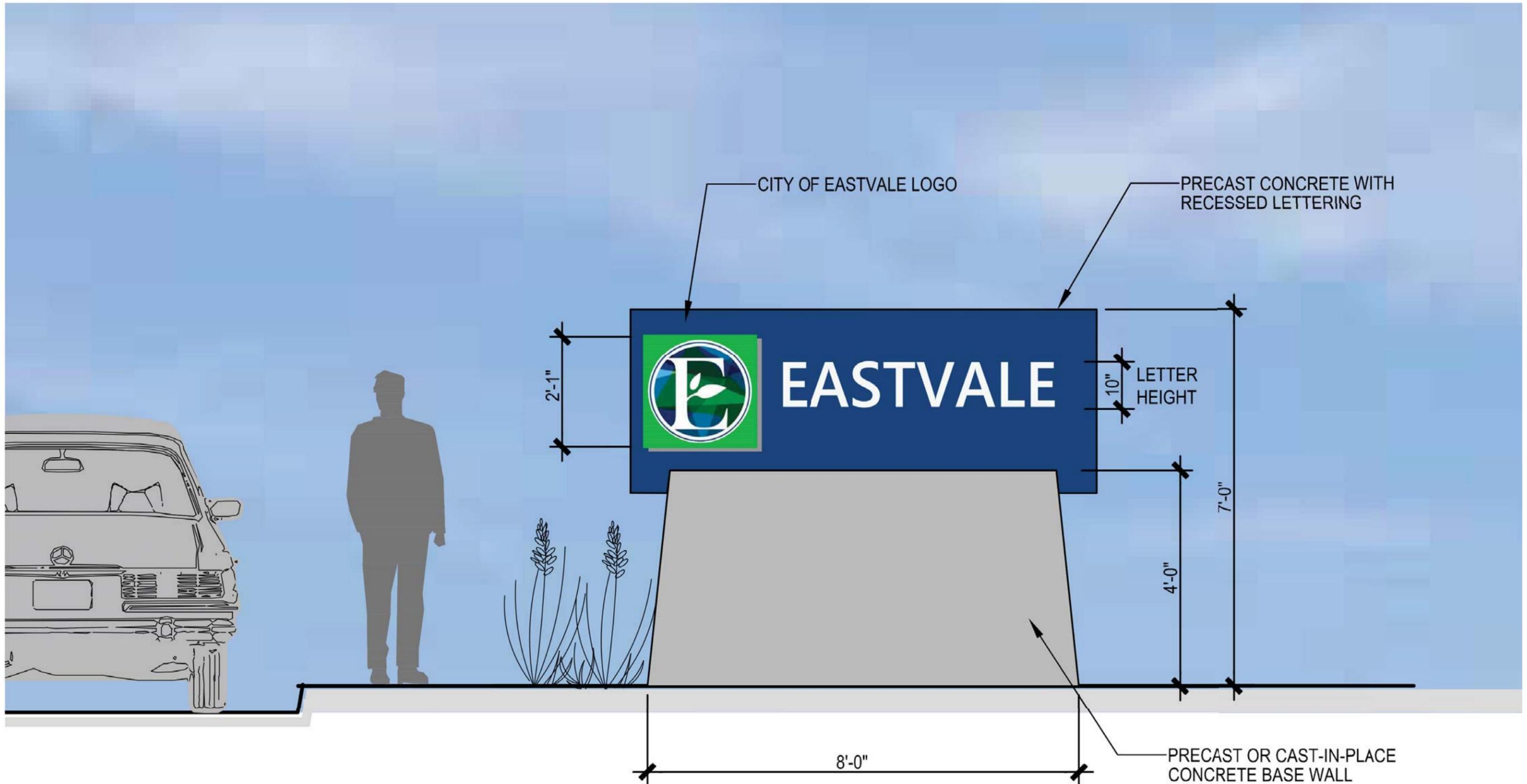


MAJOR ENTRY - WITH CITY LOGO

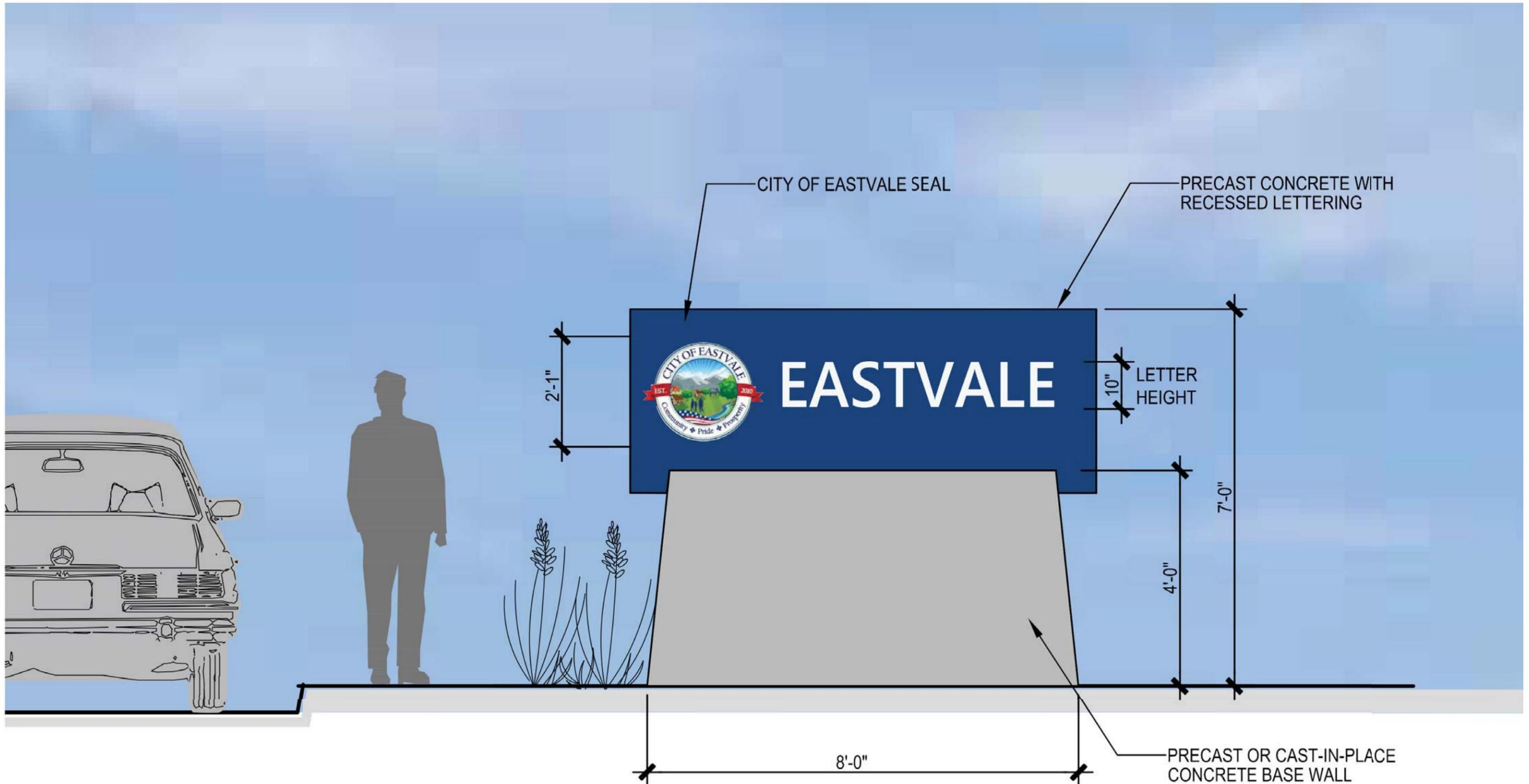


MAJOR ENTRY - WITH CITY SEAL



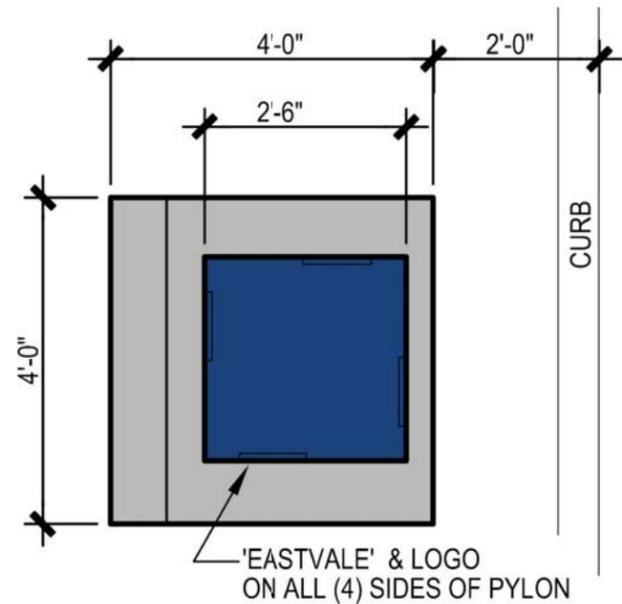


MINOR ENTRY - WITH CITY LOGO

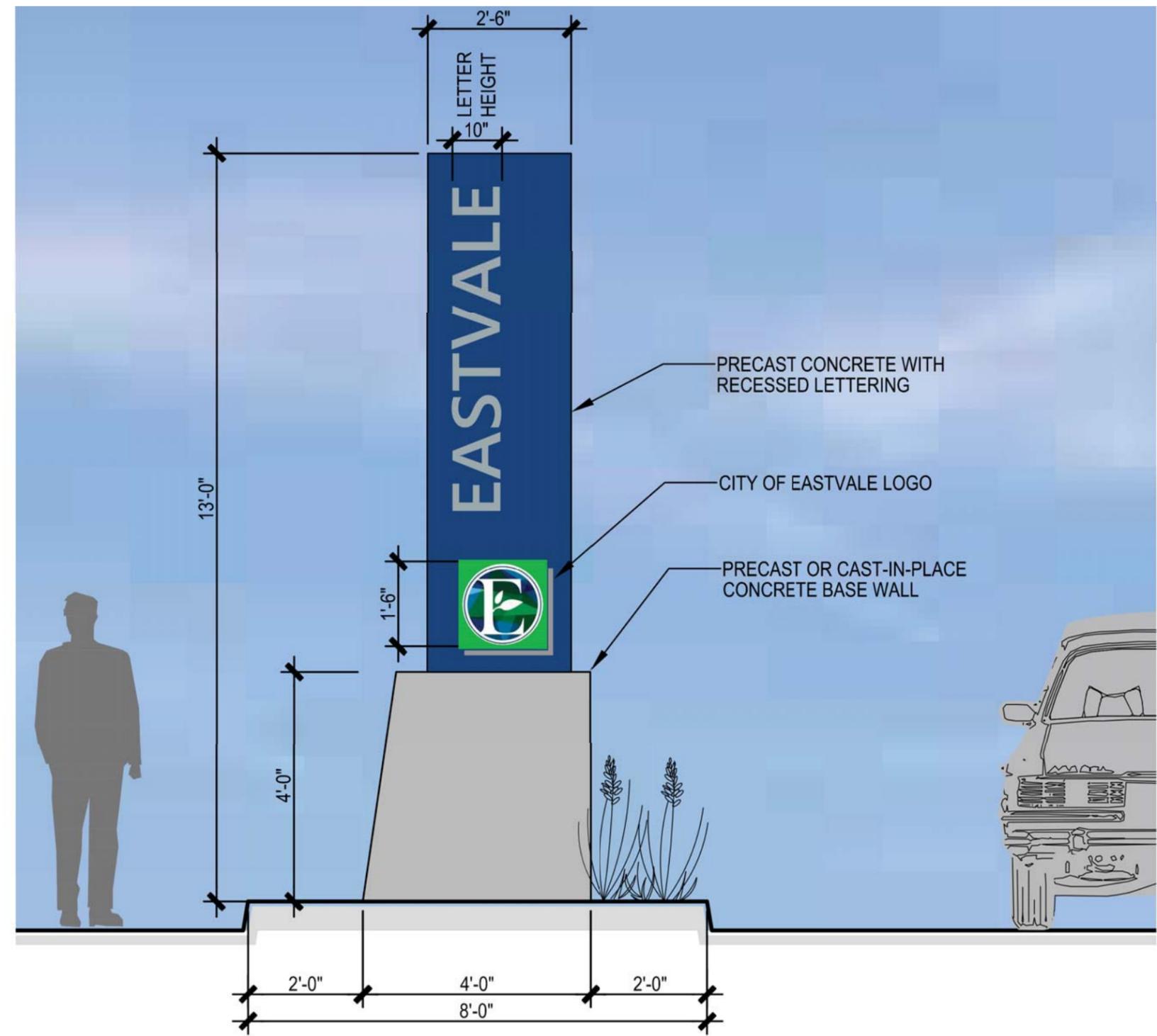


MINOR ENTRY - WITH CITY SEAL



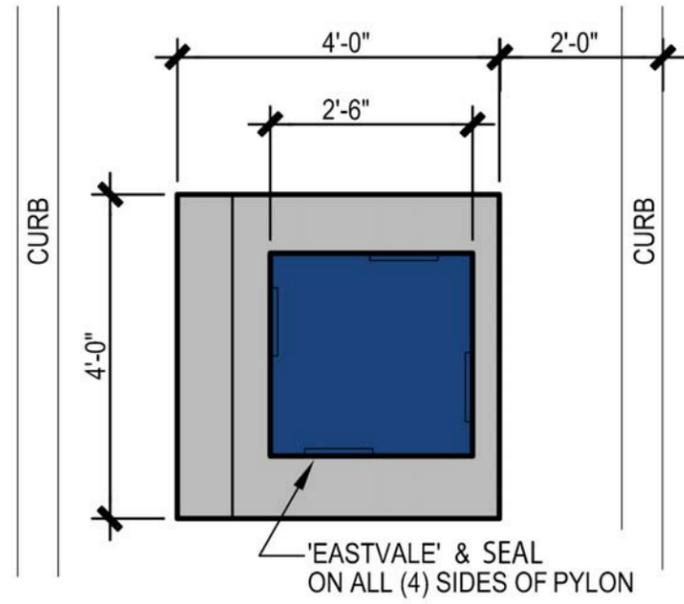


PLAN VIEW

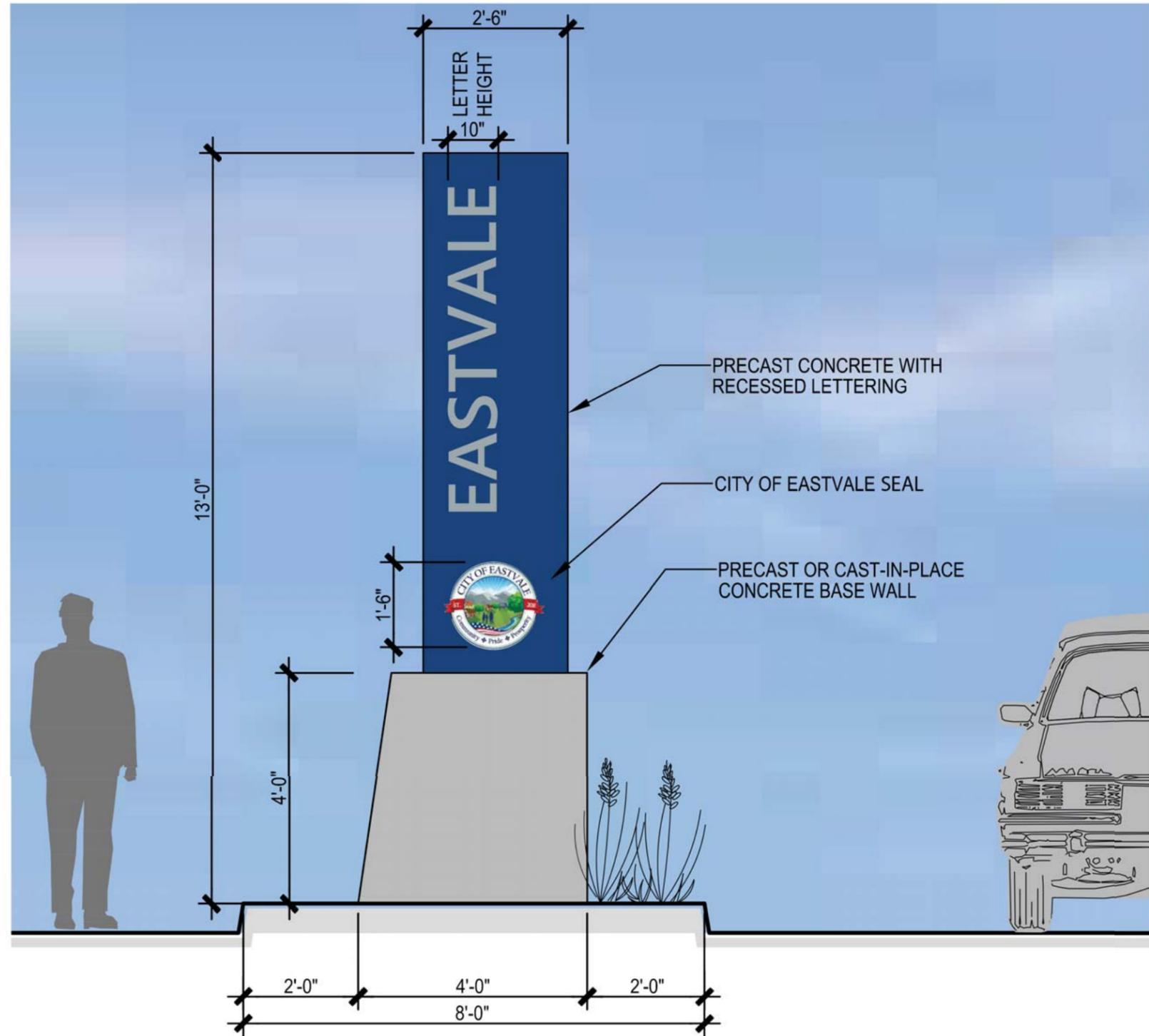


MEDIAN ENTRY - WITH CITY LOGO



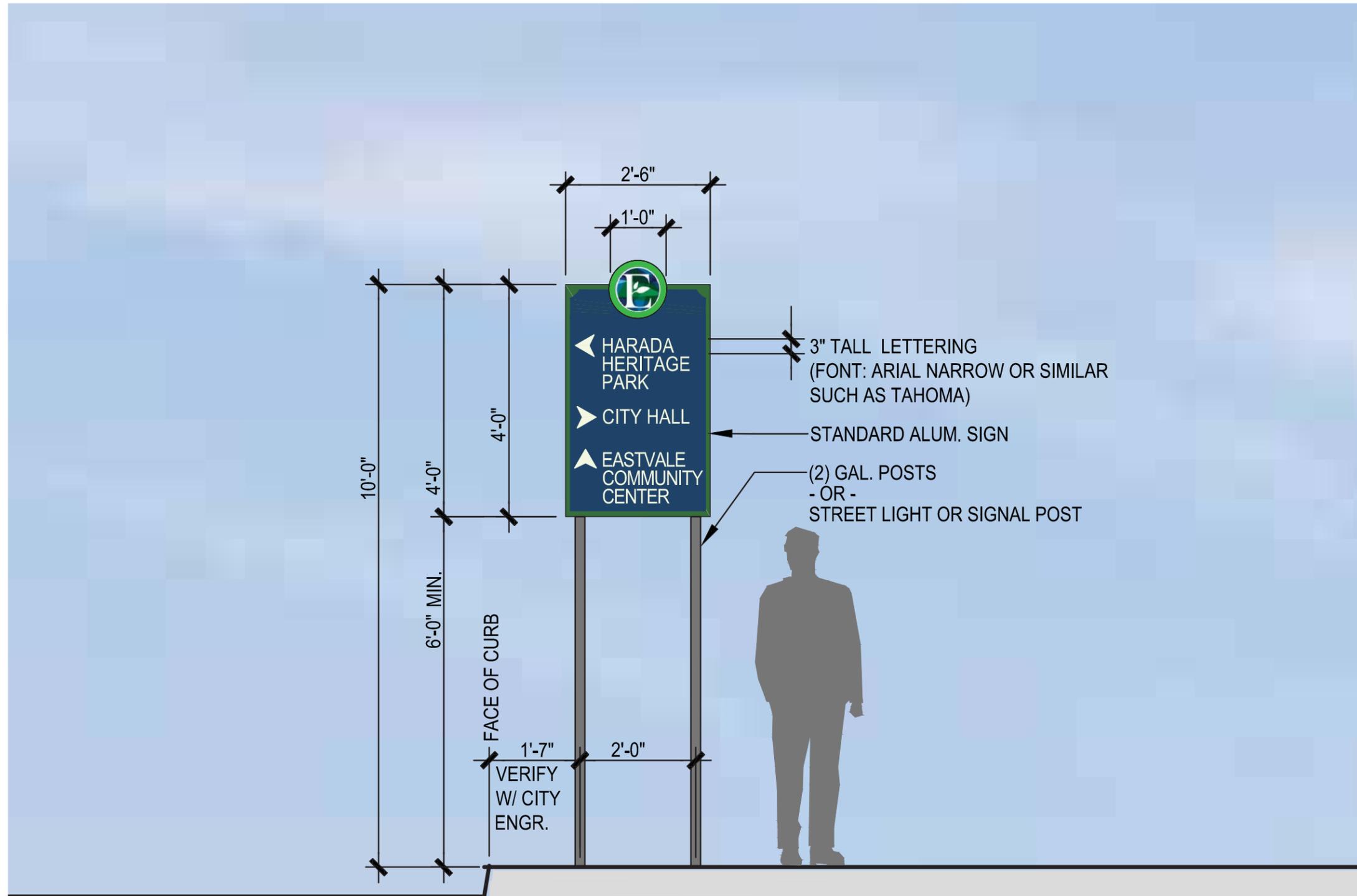


PLAN VIEW

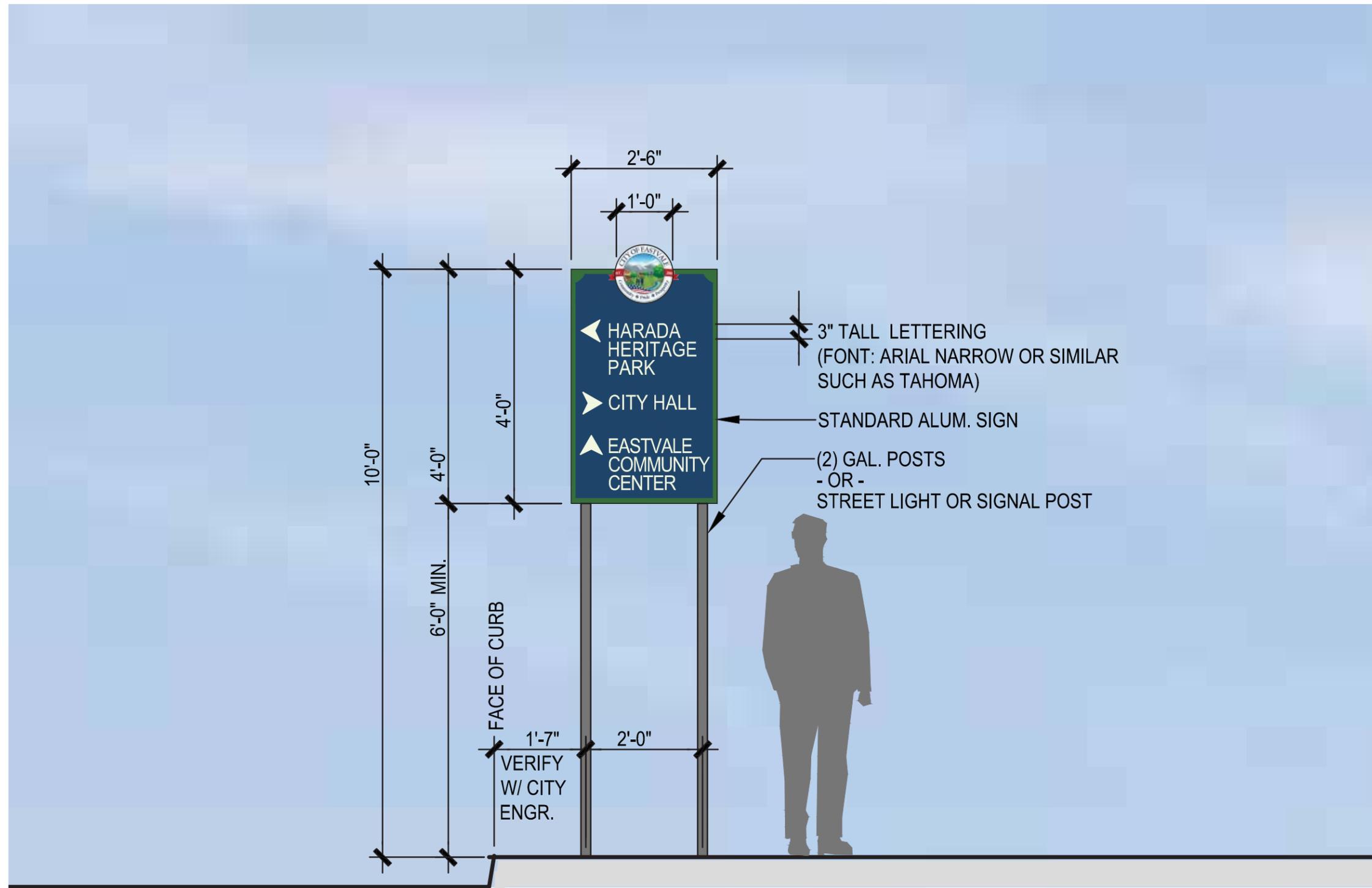


MEDIAN ENTRY - WITH CITY SEAL





DIRECTIONAL/WAYFINDING SIGN WITH CITY LOGO



DIRECTIONAL/WAYFINDING SIGN - WITH CITY SEAL





4. IMPLEMENTATION

Project Cost

Very preliminary estimates are in the range of \$20,000 to \$30,000 for the largest signs. Once a design is selected by the City Council, the City can seek competitive bids for the signs; based on the results of the bids, the final designs may be adjusted to fit within budget constraints. This could be accomplished by selecting different (less expensive) materials, reducing the size of the signs, or changing the final design slightly.

Master Plan Implementation

The construction of the entries can occur in several ways. Entries will likely be built one at a time as funding allows or development occurs.

- The Eastvale Community Foundation has pledged to raise funds to construct entry monuments.
- Development that takes place at the locations of proposed entry monuments can be required to include the entries in the public infrastructure built as part of the development (roads, water/sewer, landscaping, etc.).
- The City can budget funds to construct entries.
- Other private groups can sponsor the construction of entries.

The next steps toward implementing this Entryway Master Plan are to initiate a competitive bid process for construction-level design, manufacturing, and installation of the monuments, select a contractor, and refine these concepts based on input from the selected firm.

