

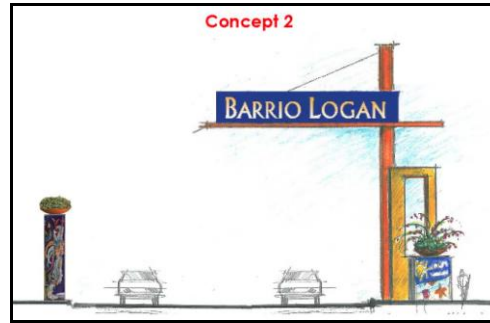
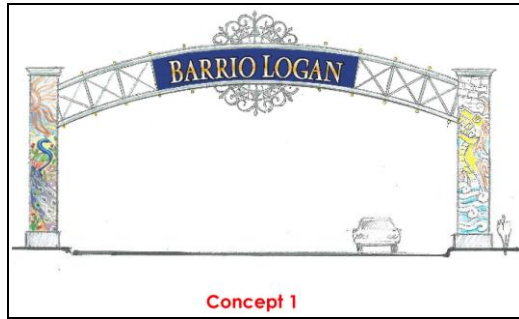
**TENTH AVENUE PORT ACCESS PROJECT  
NOTES FROM COMMUNITY MEETING**

**Meeting Date: Thursday, October 4, 2012**

**Notes Prepared: October 18, 2012**

AGENCY	Rita De La Fuente	Port of SD
ATTENDANCE:	Jerine Rosato	Port of SD
	Grace Tell	Port of SD
	Lara Gates	City of San Diego
	Marta	City of San Diego (District 8 rep)
	Jacqueline Appleton-Deane	Caltrans
	Oscar Cortes	Caltrans
	Mario Orso	Caltrans
	Andrea Hoff	SANDAG
	Louise Torio	SANDAG
	Vicki Estrada	Estrada Land Planning
	Artemisa Zuaza	Graphic Solutions
	Kirk Bradbury	QIC
COMMUNITY ATTENDANCE:	Approximately 50 Members of the Public	
LOCATION:	Woodbury School of Architecture 2212 Main St. San Diego, CA 92113	TIME: 5:30 p.m. to 7:00 p.m.
SUBJECT:	<b>Barrio Logan Community Gateway Sign 2<sup>nd</sup> Meeting with Community</b>	

<b>ITEMS DISCUSSED</b>
<b>1. Introductions</b>
<p>Vicki Estrada, Estrada Land Planning, provided opening remarks and background on the project and community outreach:</p> <p>The project is intended to construct an overhead Community Gateway sign. This is the second of three planned community meetings to gain consensus on the sign design.</p> <p>A PowerPoint presentation had been developed by Estrada Land Planning and was displayed at the meeting with narrative by Vicki.</p>
<b>2. Signs for Consideration</b>
<p>After the first community meeting (8/29/12) Estrada Land Planning considered the input that had been provided and developed multiple sign concepts for consideration by the community. The two strongest concepts were presented at this meeting and are shown below: Concept 1, Steel Arch; Concept 2, Asymmetrical Cantilever.</p>



### 3. Community Input

Community members were invited to provide comment about the sign concepts presented, or to provide any other relevant comments. The following verbal comments were provided by community members (and recorded informally by staff note taker):

- I want the sign to go across the entire street.
- Would both sign concepts be illuminated? Answer: Yes.
- What type of material is Concept 2 made of? Answer: Could be various materials, concrete or metal.
- I like the arch sign (Concept 1). It's more iconic and simpler.
  - Is more typical
  - Like the truss
    - Victorian/Mission style
    - But maybe too industrial
- I like arch but missing indigenous elements - Aztec.
- Consider the tail and head of lion/serpent along arch like previous sketch.
- I like the blue background on arch. Comment from Artemisa Zuaza, Graphic Solutions: the color is traditional, rich, deep.
- I like arch but may be too colonial or hacienda style.
- The steel arch does not represent the community, should be:
  - Masonry arch
  - Paint, changing murals
- I do not agree with previous comment (above). Does not need to be like Chicano Park. Should represent all of Barrio Logan/Logan Heights.
- Include Aztec shapes/styles.
- Agree does not need to be like Chicano Park, but include other elements like fishing- include

many elements.

- Could use tiles on columns for different cultures, like Little Italy
- Columns could be a timeline.
- The arch spanning the street is good.
  - Creates a town center
  - Iconic arching in many San Diego neighborhoods
  - Will become an international symbol (like Little Italy sign)
- Include 'San Diego' on sign.

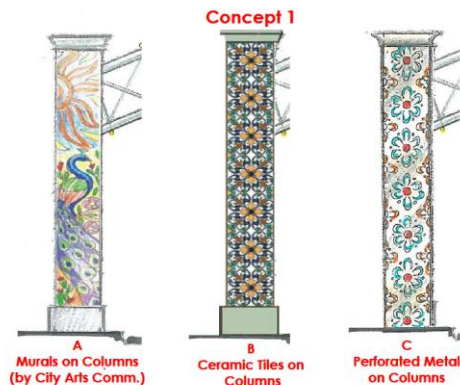
Observation by Vicki: "Nobody likes the 'modern sign' (Concept 2)" – No disagreement from attendees.

- Make entire sign a promenade area with sculptures.
  - Vicki "could be 3 or 4 columns that grow as approach the sign"
- Extension of Chicano Park is good.
  - Iron work center of Concept 1 is not indigenous
  - More Aztec shapes/flowers
- Could the sign be left unfinished? Answer by Mario Orso, Caltrans: the sign's objective is to deter trucks leaving the Port Marine Terminal from traversing the neighborhood by using a context sensitive solution, in this case an overhead Gateway sign. The project has tight schedule deadlines related to funding. One idea is to construct the main structure of the sign if consensus on all details cannot be reached and the community wants to proceed in determining details at some time in the near future so that funding is not jeopardized. Estrada, as the sign designer, could leave portions of the design unfinished as a 'canvas' to be completed later.
- I agree it is a good idea to include 'San Diego' in addition to Barrio Logan on the sign.
  - Don't like simple arch and cast iron
  - Like more decorated like the Gaslamp Sign (trailing ribbon)
- The arch is too simple.
  - The Circle in middle gets lost
- The medallion is not good.
  - Not unique
- Details can come later.
  - Second phase
- I like the arch.
  - Embodies the community like Chicano Park has done
  - Don't like medallion
- Artenisia Zuaza, Graphic Solutions: These are preliminary concepts. Wanted to identify shape.

Now we know two columns and arch we can refine the concept. The letters would glow from the back.

- How is the second phase funded? Mario Orso, Caltrans: The City would take lead on second phase. Lara Gates, City of San Diego: The City will see the project to completion. If the community wants art incorporated we will find funding. A representative from Council Alvarez's office is here tonight, Marta.
- Will the trees block the view of the sign? Answer by Vicki: Trees will not obstruct the view of sign.
- Can the sign be moved (built at different location)? Answer: The sign near the Mercado Plaza is desirable.
- How wide is the sign span? Answer: about 40'-50', and needs to be designed to carry a high wind load
- The columns are good for expression.
- Consider placing the letters on top arch and use arch area for expression.
- Consider placing the blue background all the way across. Community feedback: Blue all the way across will raise the sign's exposure to the wind making the sign more expensive and bulkier than otherwise.
- Why were the particular fonts chosen? Answer: appeared to be a traditional font.

Question to community: Are there any comments on the column variations for Concept 1?



- Columns could be similar to Little Italy sign and represent the community and tell a story: Fishing on west, families on east.
- I like perforated metal but am concerned with light maintenance
- I think it's best to build the structure now and figure out final details later
  - Leave tile, metal, or other blank canvas
- The columns material could be concrete block or steel.

#### 4. Closing

We will return to the community in about four to five weeks and discuss the sign concept further and hopefully reach consensus so that the project funding schedule is not jeopardized.

## 5. Photos from the Meeting

