A Community Gateway for Barrio Logan

Cesar Chavez Parkway

Community Meeting 1
August 30, 2012

Caltrans

Unified Port of San Diego

SANDAG

ESTRADA Land Planning

GRAPHIC SOLUTIONS

Agenda

- Introductions
- Purpose of Project and Meeting
  - Overall schedule
- What is a Community Gateway Sign?
  - Examples of other places
    - What works, what does not.
    - Do the example Gateway signs depict the character of the community?
- Images of the Barrio and Project Context
  - What is special? What is unique?
- Breakout Session
  - Discuss what design character elements of the Barrio could be incorporated into the gateway.
  - Discuss what the overall character of the gateway sign should be.
- Breakout Groups report back to overall group
- Next Steps

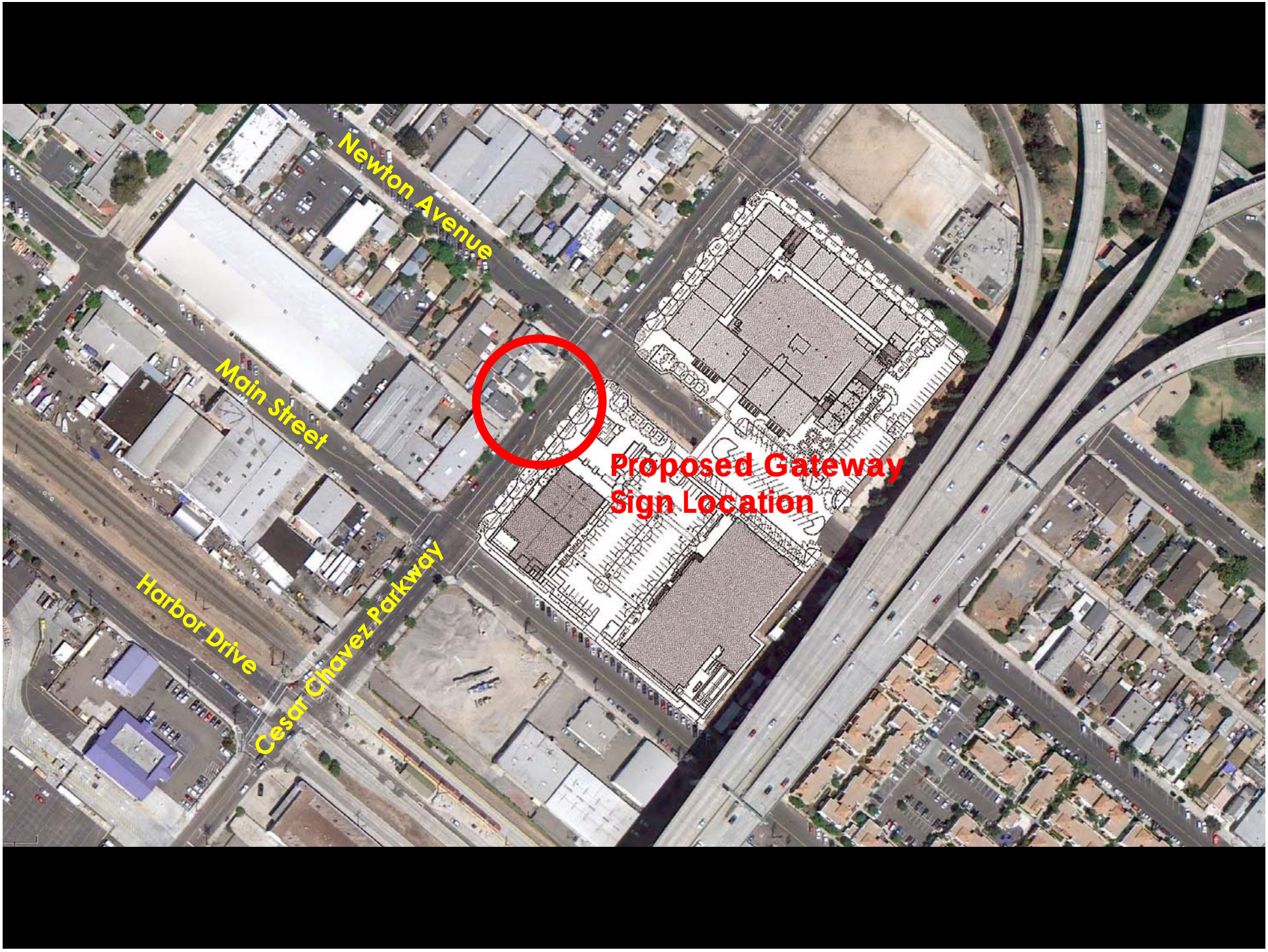
Introductions

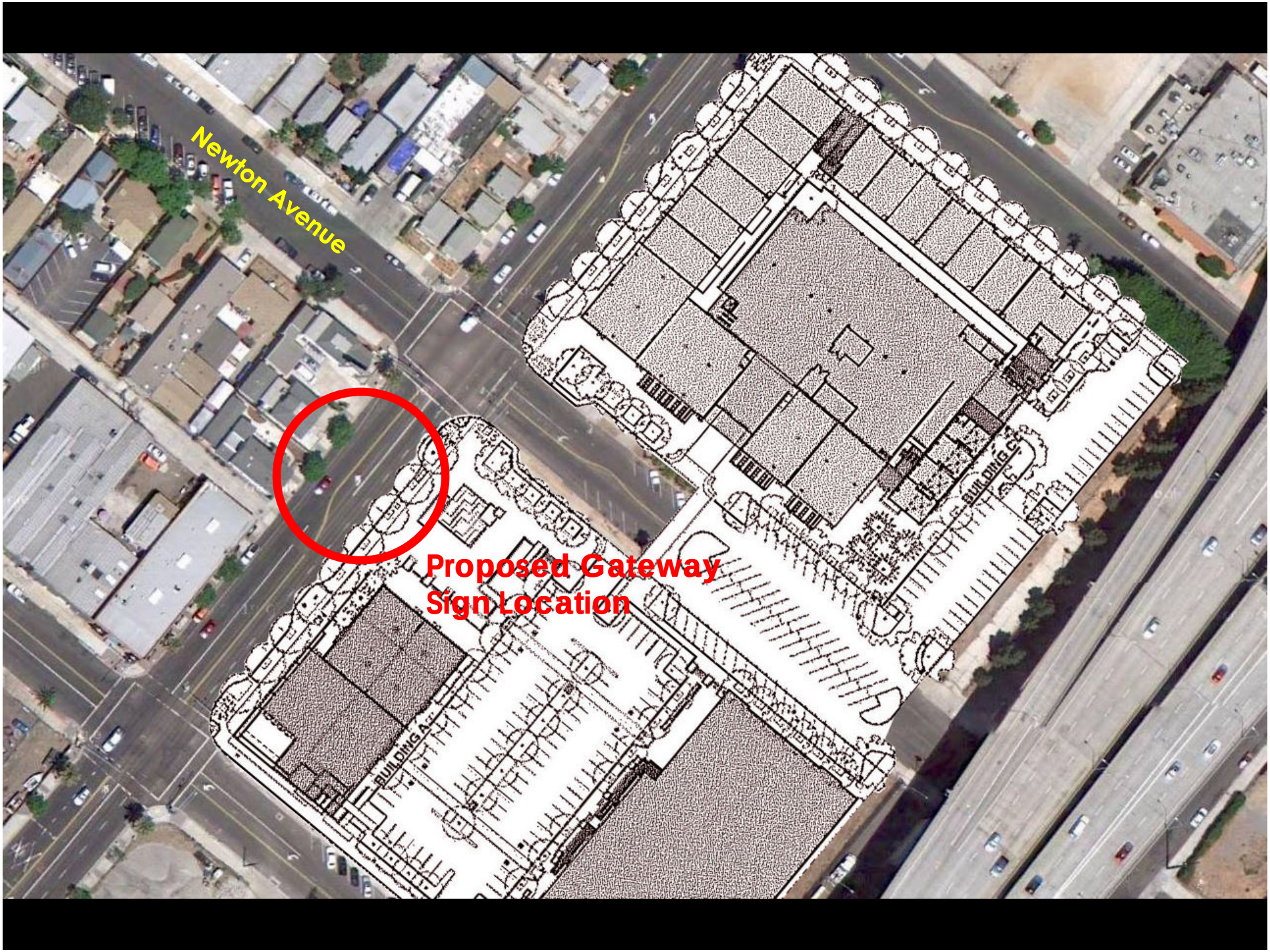
Purpose of Project and Meeting

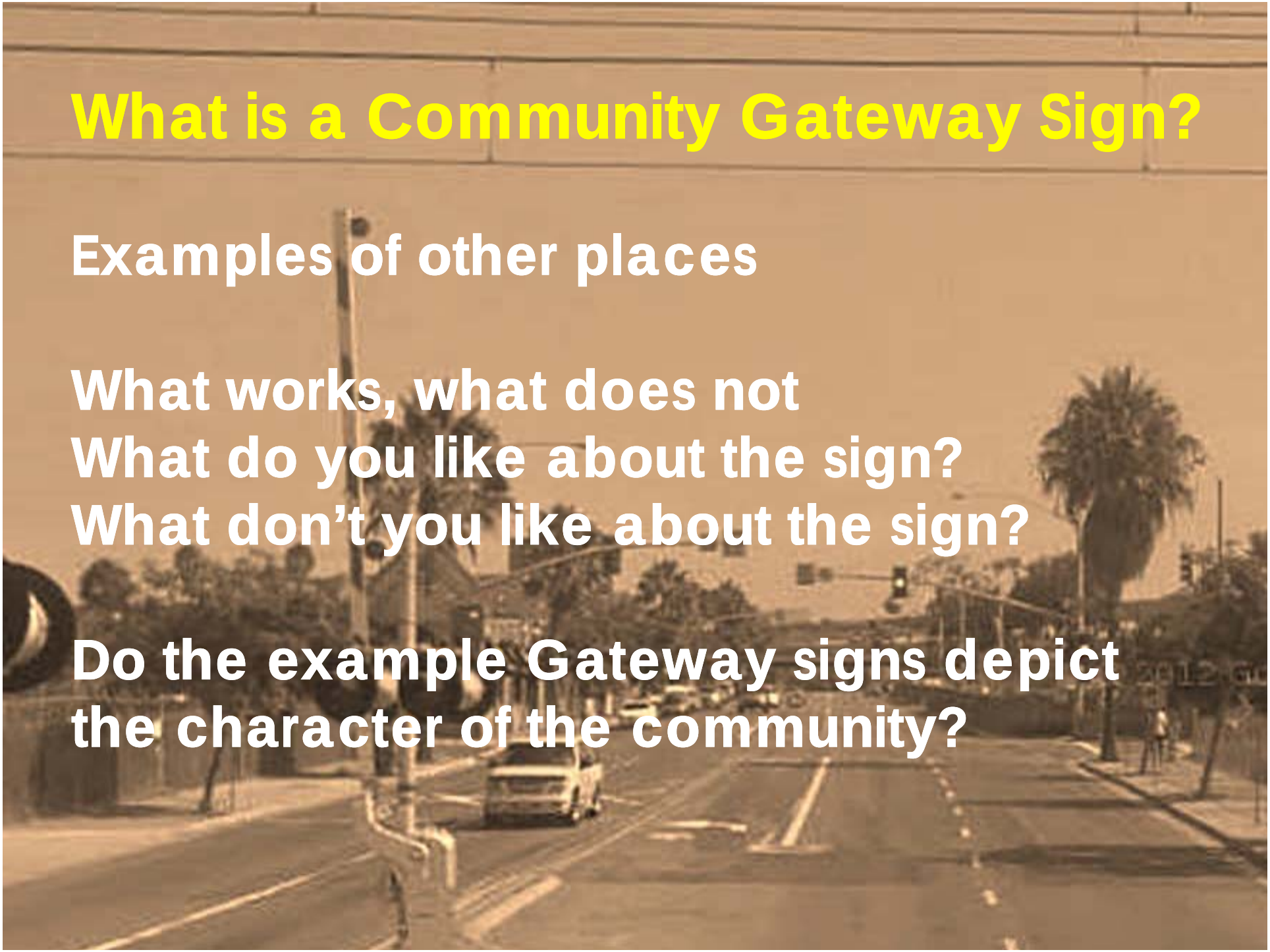
- Create Community Gateway Sign on Cesar Chavez Parkway
- Obtain Community Ideas for the Design of the Sign

Overall Schedule

- Start Construction mid 2013


Newton Avenue
Main Street
Harbor Drive
Cesar Chavez Parkway
Proposed Gateway
Sign Location


Newton Avenue
Proposed Gateway
Sign Location
BUILDING A
BUILDING C



What is a Community Gateway Sign?

Examples of other places

What works, what does not
What do you like about the sign?
What don't you like about the sign?

Do the example Gateway signs depict the character of the community?

Disneyland
PARK & HOTEL · ENTRANCE
OPEN EVERYDAY TODAY 9-12
COUNT BASIE TONITE
NEW HOTEL TOWER OPEN

Walt Disney World
Happiest Celebration On Earth

Knott's
BERRY FARM
PARKING
SHOPPING & DINING
PARKING
BUSES / RV'S
STRAIGHT AHEAD

WELCOME TO
OLD TOWN PARKER
O'Brien Park

MERION VILLAGE
HIGH
MITHOFF

TEMECULA
EST 1859

TEMECULA
EST. 1859

FRESNO
THE BEST LITTLE CITY IN THE U.S.A.
VAN NESS AVE
ENTRANCE

MODESTO
WATER WEALTH CONTENTMENT HEALTH

SANTA MONICA
YACHT HARBOR
SPORT FISHING
BOATING
cafes
10

DIXON
marathonpundit.blogspot.com

MONTEREY CANNING CO.

BIENVENIDOS A
V. SOLA DE VEGA
CUNA DE LA
CHILENA

DOWNTOWN
1912
EL CAJON

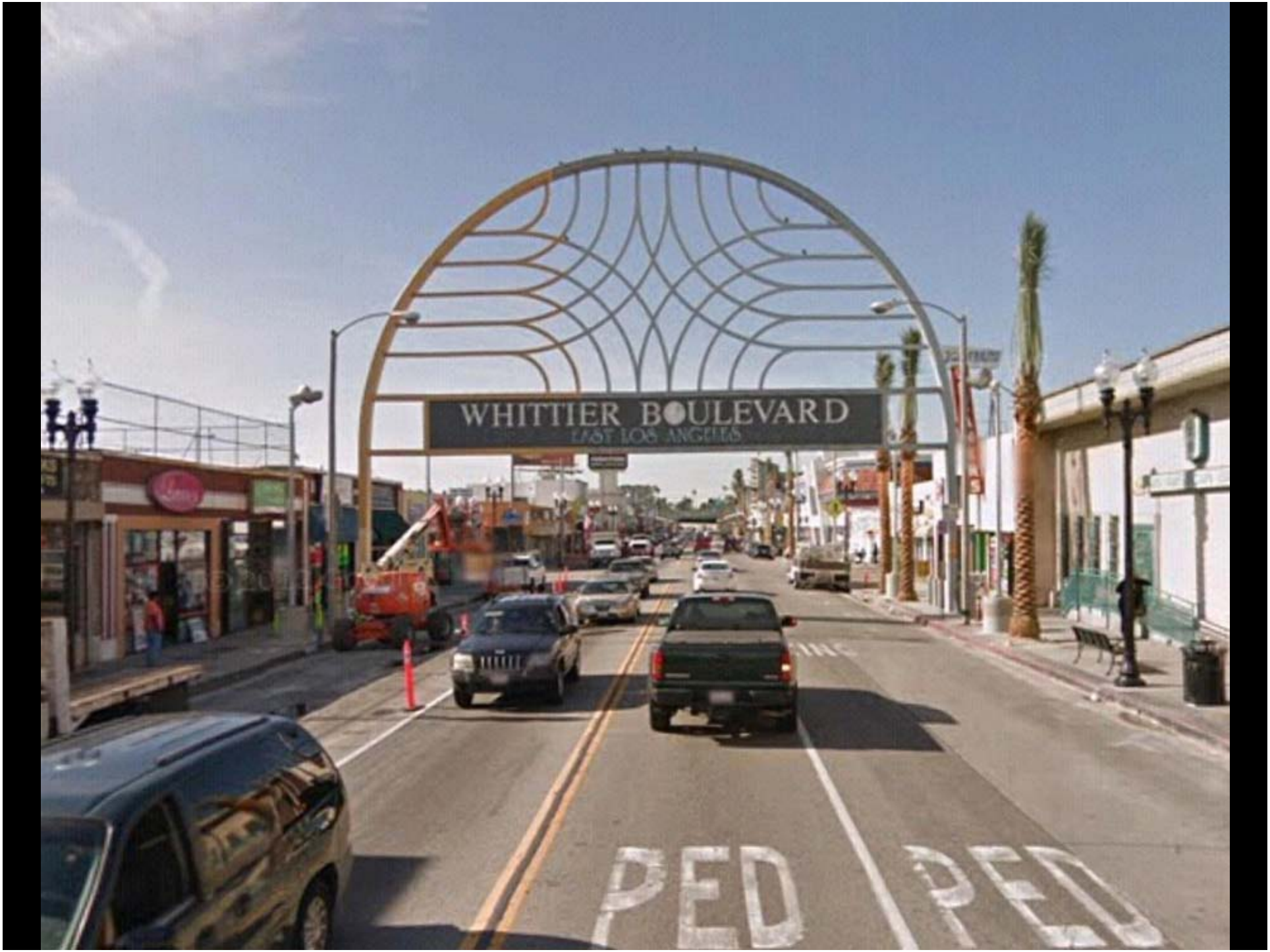
IMPERIAL BEACH

HUNTINGTON BEACH
SURF CITY USA

ENCINITAS
D Street
D Street

Gaslamp Quarter
HISTORIC HEART OF SAN DIEGO

CARMEL ARTS & DESIGN DISTRICT


WHITTIER BOULEVARD
EAST LOS ANGELES
PED
PED

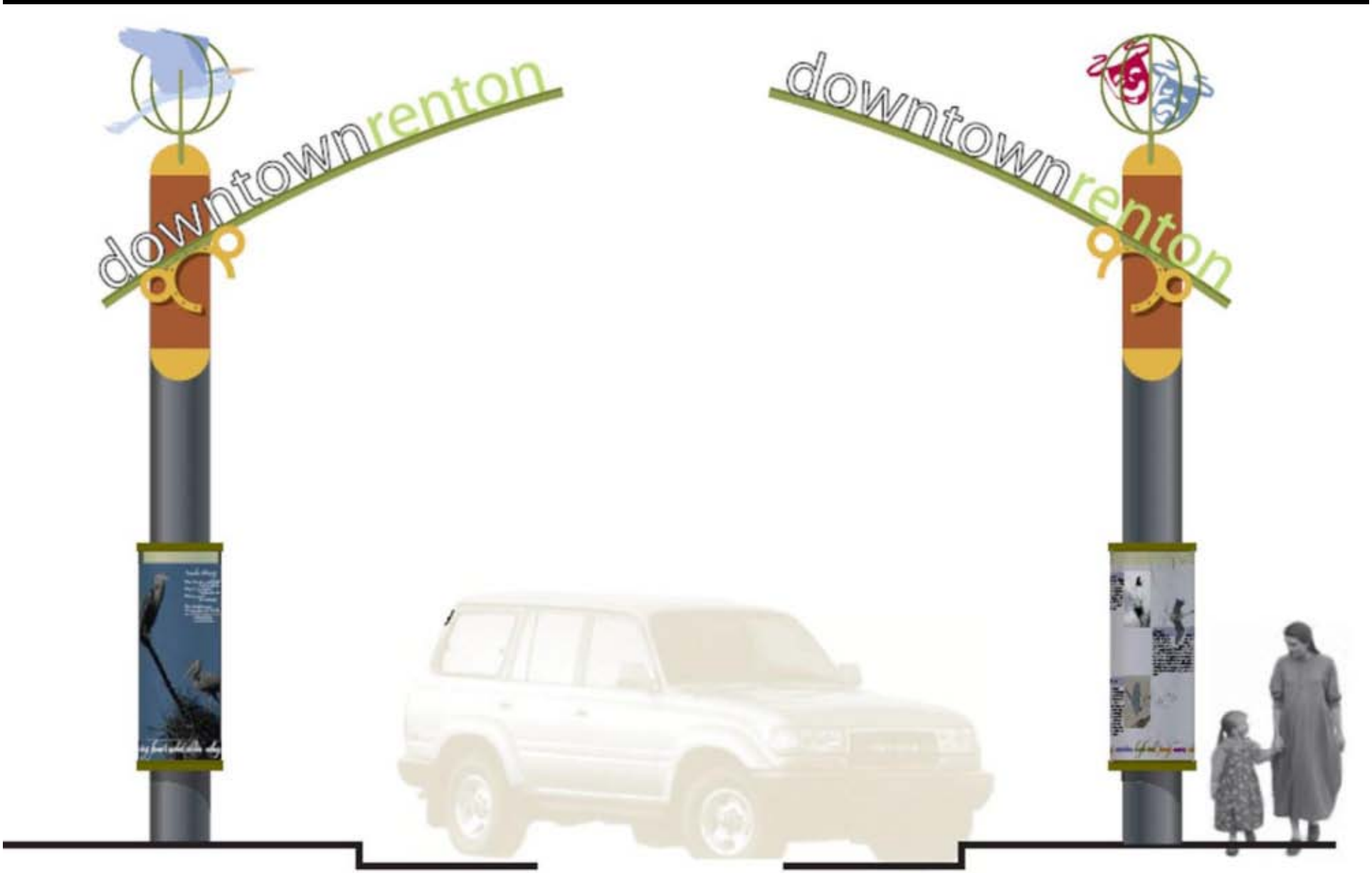
NORTH PARK

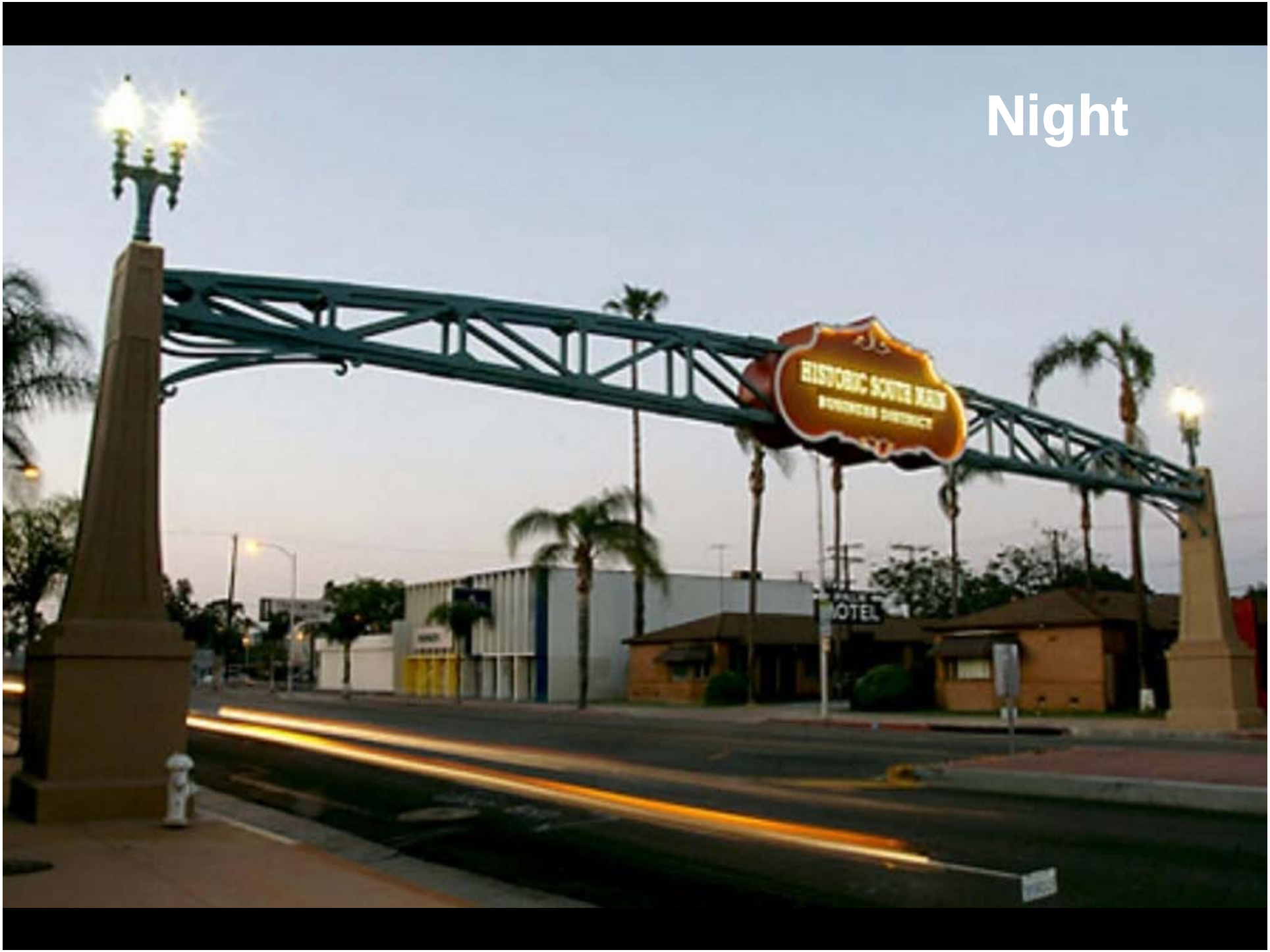
HILLCREST

LITTLE ITALY
SAN DIEGO

EL MONTE
END of the SANTA FE TRAIL
EL MONTE

South San Francisco
THE BIRTHPLACE OF BIOTECHNOLOGY
SPONSORED BY Genentech


downtownrenton
downtownrenton


Night
HISTORIC SOUTH MAIN
OTEL

ENCINITAS
STOP

NO U TURN
DOWNTOWN
1912
EL CAJON

Gaslamp Quarter
HISTORIC HEART
OF SAN DIEGO
© Ron Niebrugge

THIRD AVENUE

DOWNTOWN
1912
EL CAJON

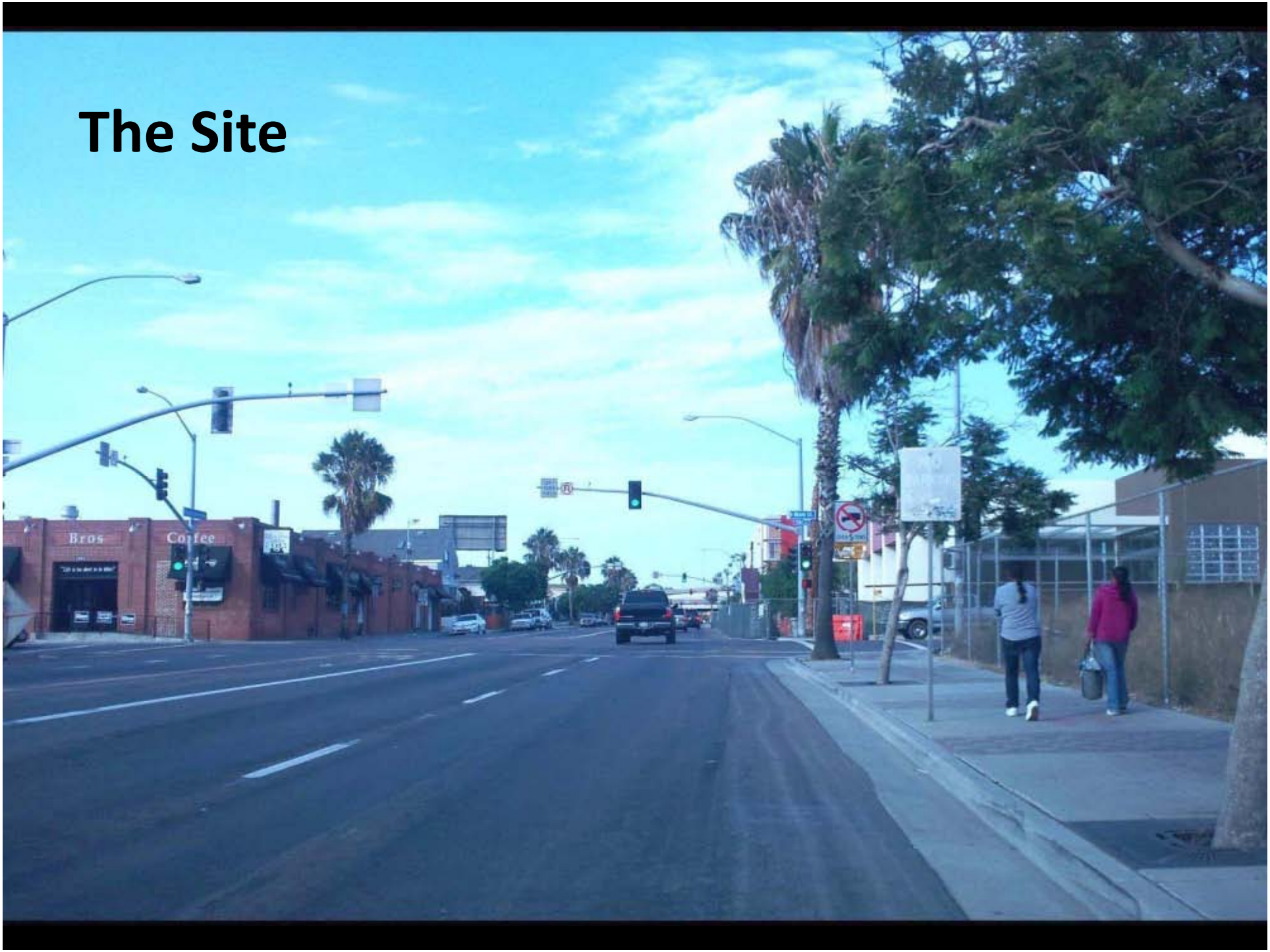
the
BOULEVARD

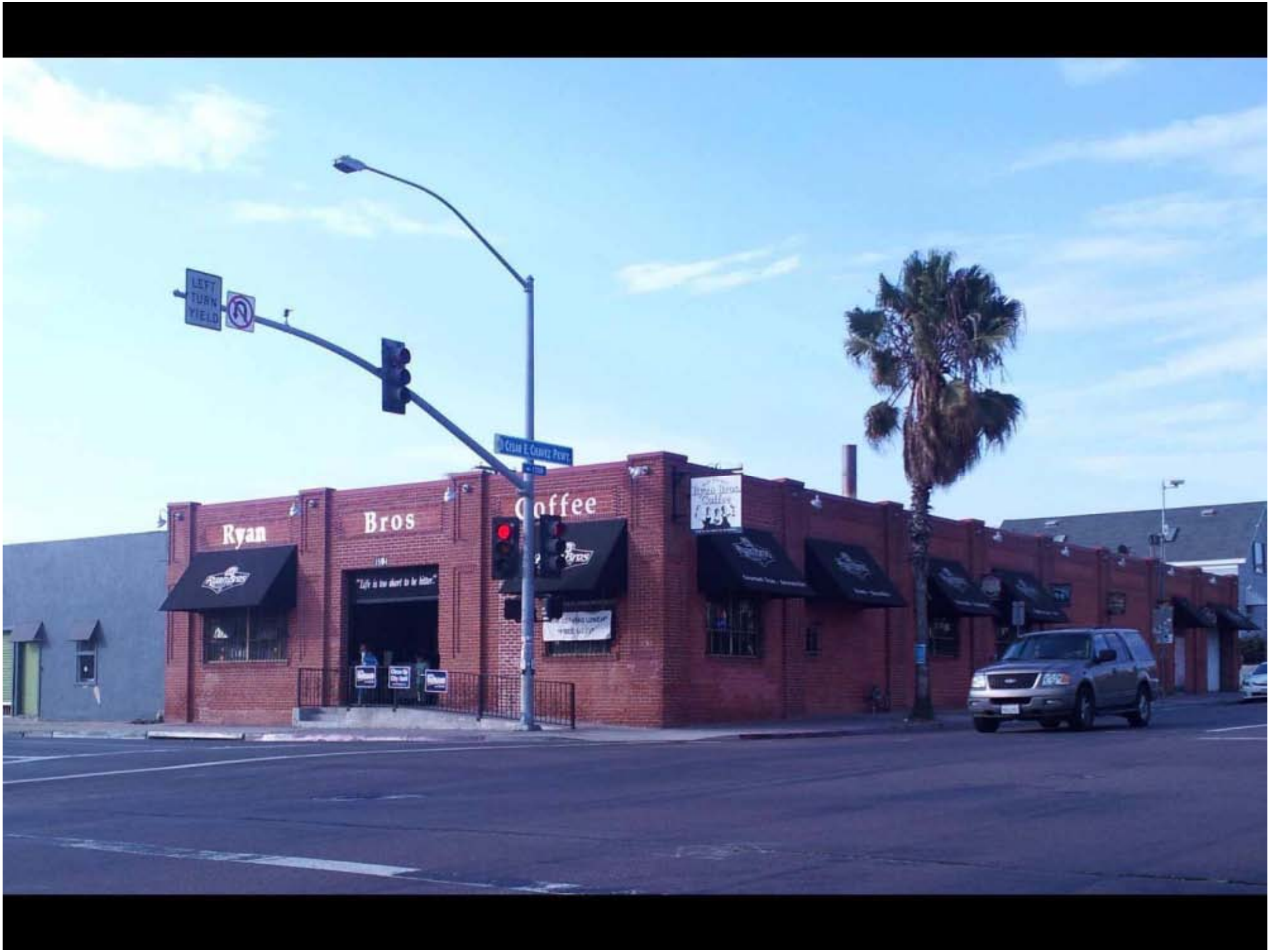
Images of the Barrio and Project Context

What is special?
What is unique?

What community elements can we incorporate into the design of the sign?

The Site




LEFT TURN YIELD
Ryan
Bros
Coffee

MAIN ST.
1900
LEFT
TURN
YIELD

LEFT
TURN
YIELD
NEWTON AV.
1900
001058
ROONEY & LICKEL
619-573-95

LEFT TURN YIELD
PCL

The Mercado del Barrio Project

The Mercado del Barrio Project

The Mercado del Barrio Project

Main St & Dewey St
Main St

CAFE MOTO
2619 National Avenue
SPEED
LIMIT
30

La Piñata
PARTY SUPPLY
232-2033
Cappuccino
Latte - Espresso
La Popular Tortilleria
MEXICAN FOOD TO GO
www.usps.com

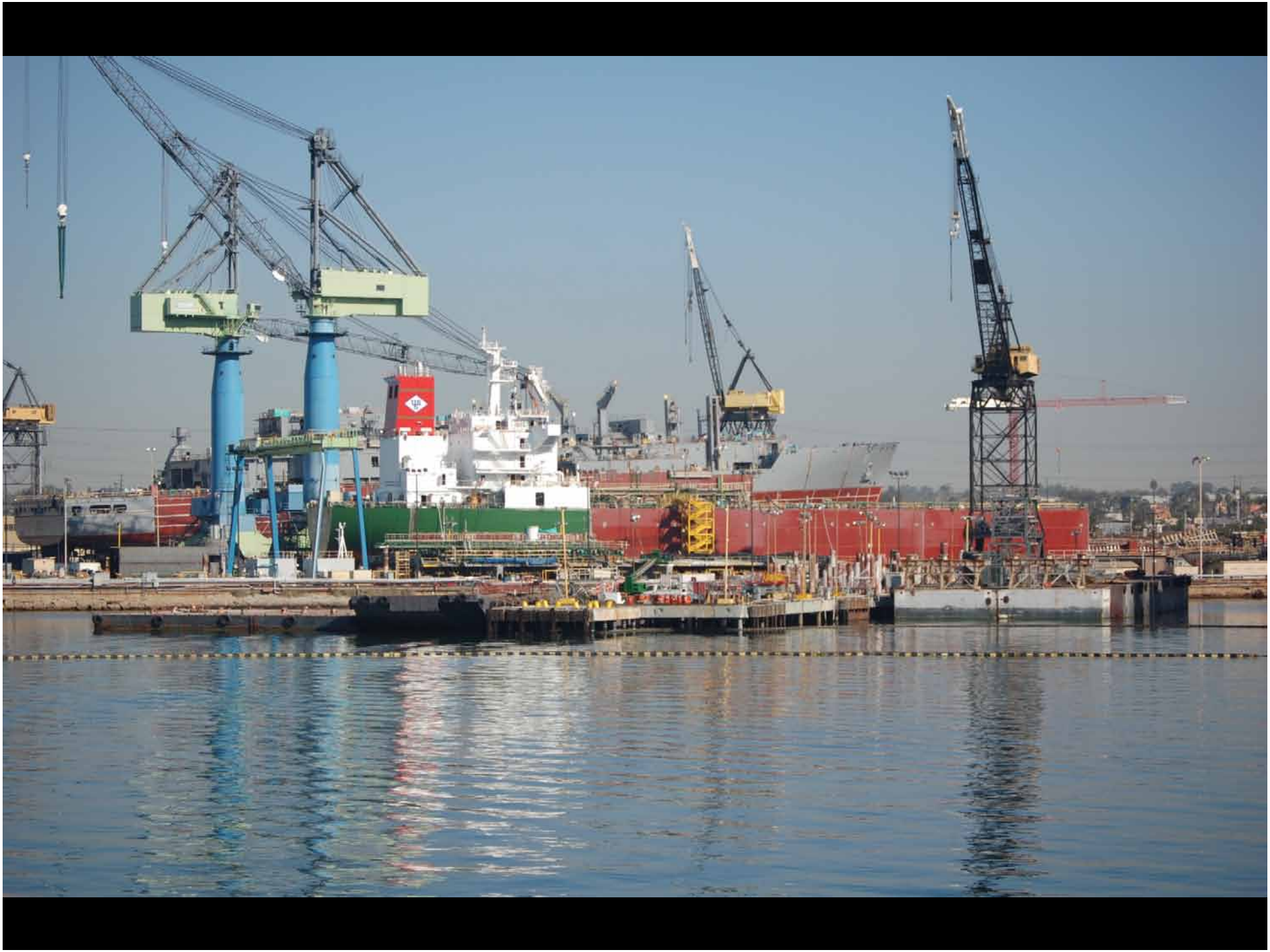
Logan
ST CHURCH

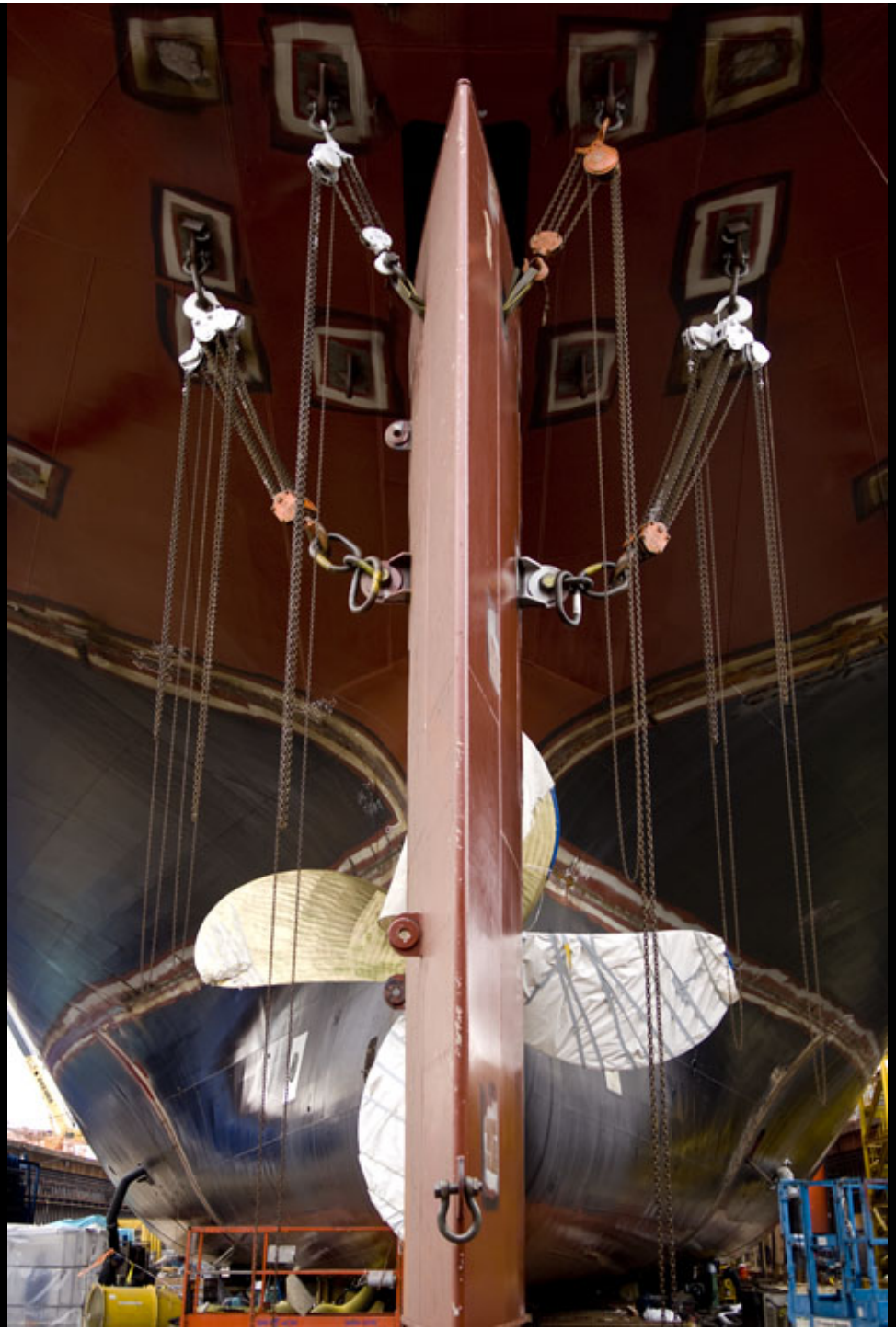
CESAR E. CHAVEZ PKWY.
1000

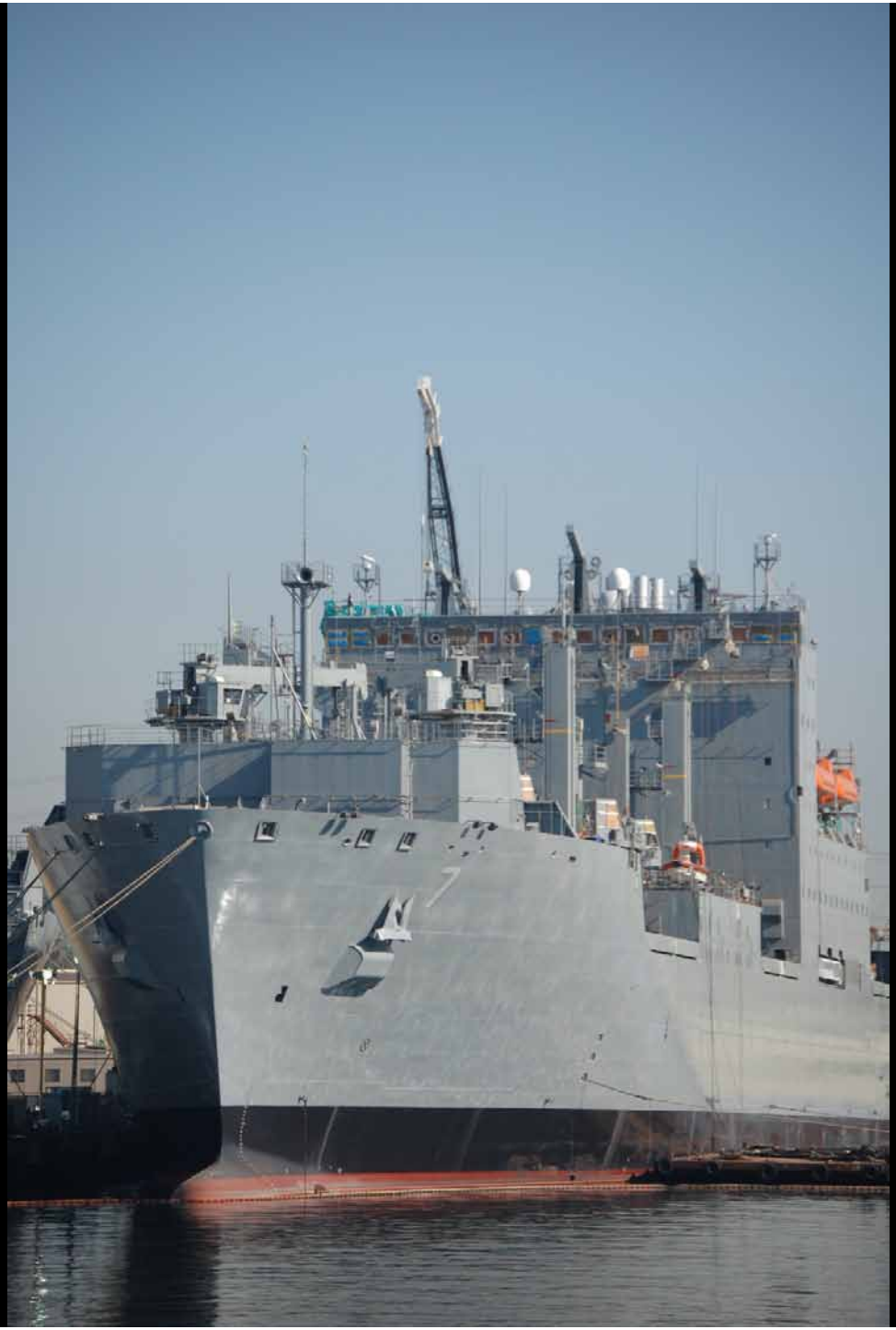
DO NOT
ENTER
WRONG
WAY
LEASE
ONE WAY

NEW MEXICO

NOT RESPONSIBLE FOR
DAMAGE, OR ANY VA
LEFT IN VEHICLES ON P
NO RESPONSABLES P
DANOS O OBJETOS D
EN EL VEHICULO DE
ESTA PROPIED







LIQUOR
SKY WAY LIQUOR
SKYWAY MARKET
WELDING SUPPLIES
FFLERS
7 AUTO
REPAIR
619-702-4532

SERGIO'S AUTO ELECTRIC
SERGIO'S OFFICE
Find your Happy Place
93

1212
TOYOTA CAMRY
2SKZ512

2644

FOR SALE
JUAN MARTINEZ
619-804-7751
PANADERIA
"LA MEJOR"

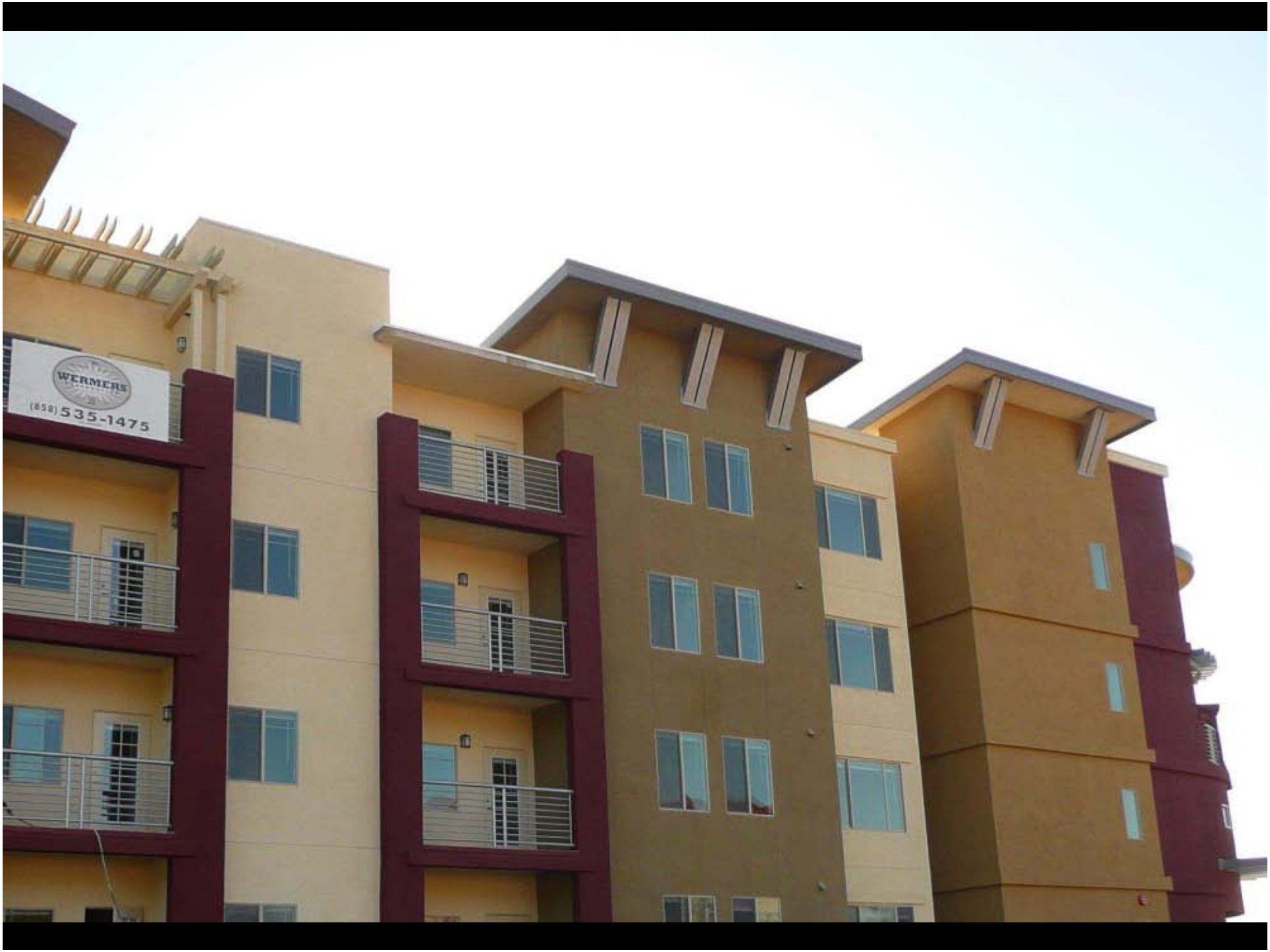
San Diego History Center
19389

EL 7 MARES
RESTAURANT
(619) 234-3474
OPEN
MISION DI
2230
3

unido jamas sera vencido

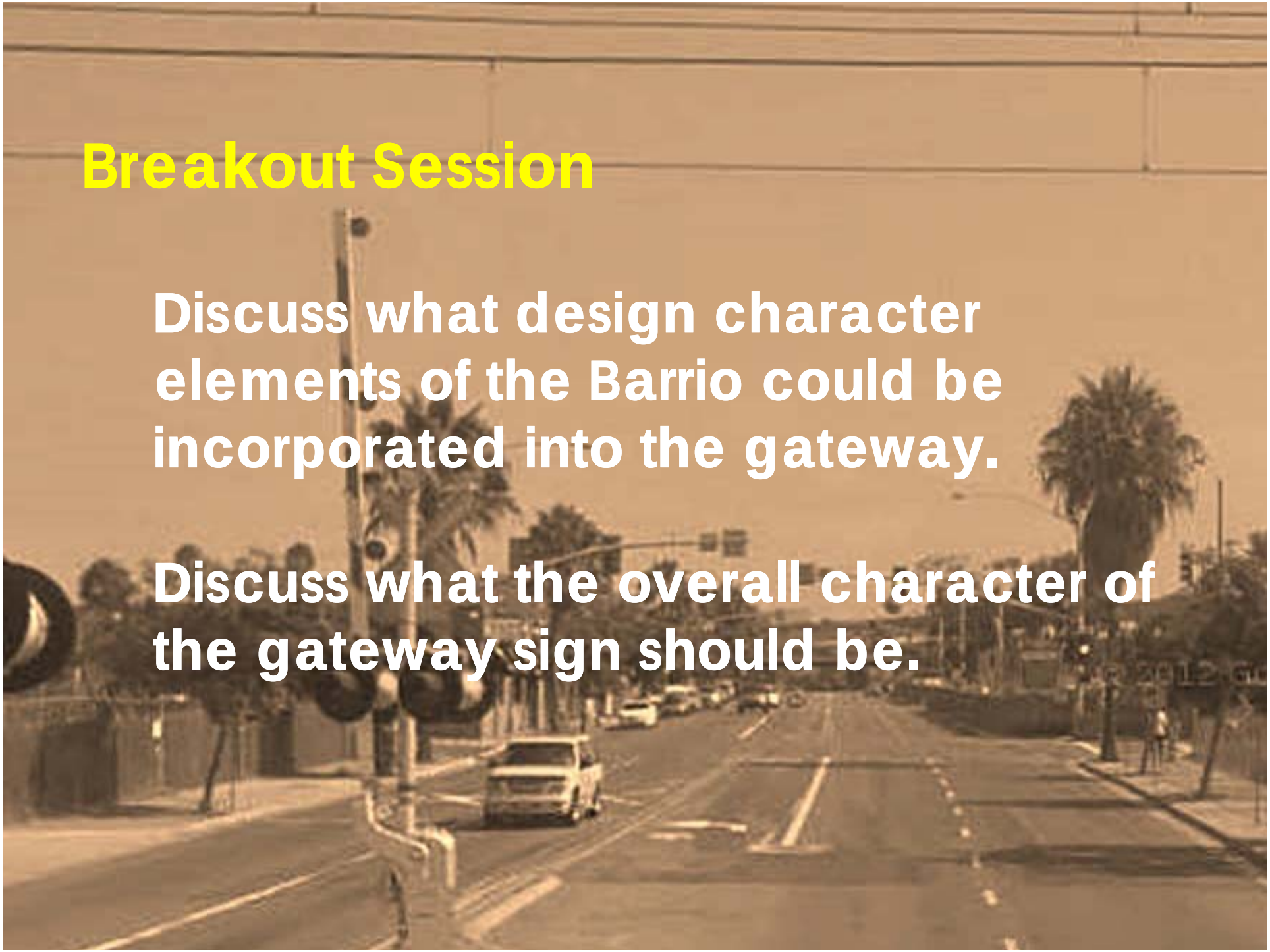
CHICANO PINTO UNION

Kippys
2006
creative


WERMERS
(858) 535-1475

951-961

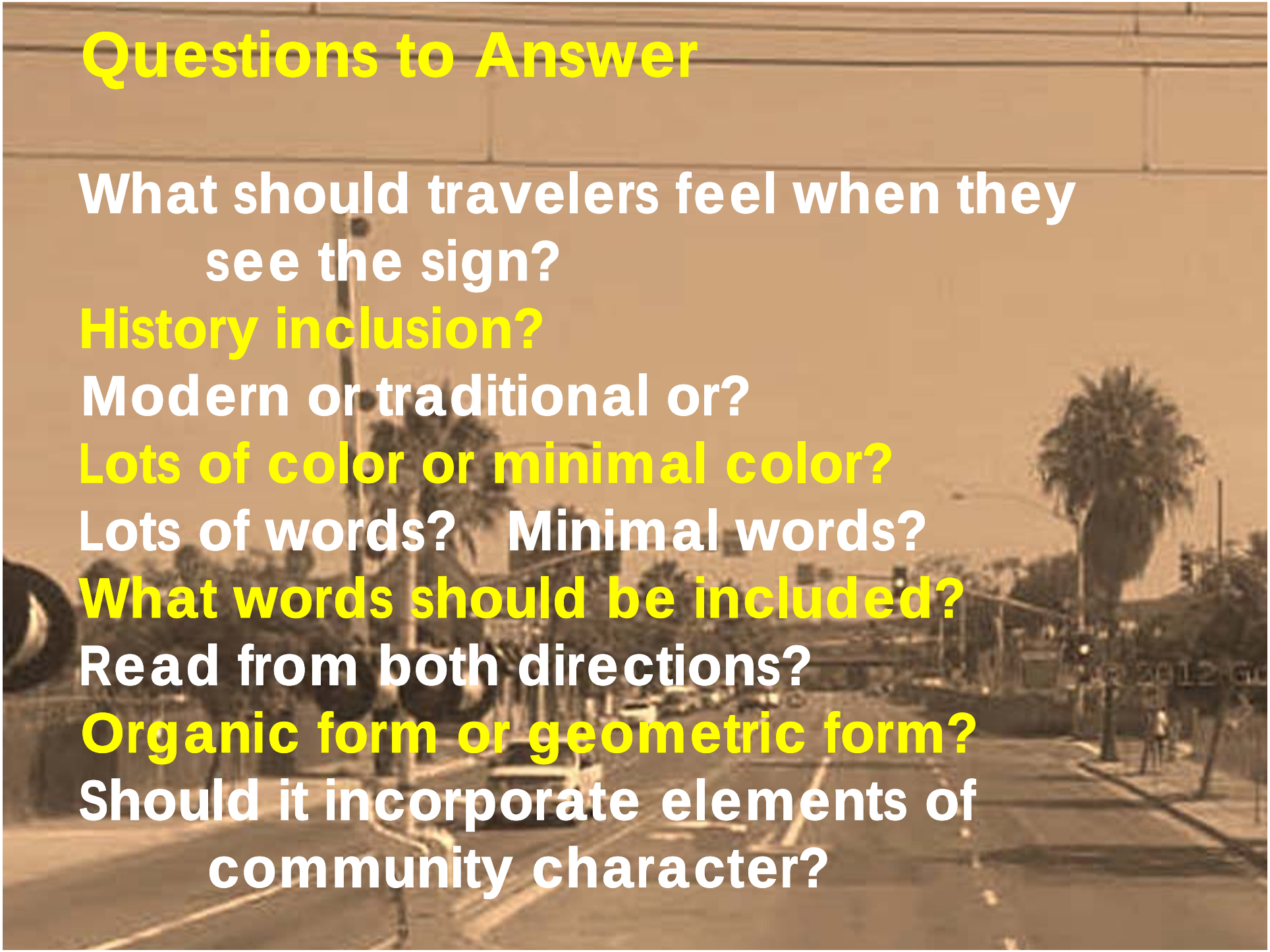
Logan Heights
Family Health Center



Breakout Session

Discuss what design character elements of the Barrio could be incorporated into the gateway.

Discuss what the overall character of the gateway sign should be.



Questions to Answer

What should travelers feel when they see the sign?

History inclusion?

Modern or traditional or?

Lots of color or minimal color?

Lots of words? Minimal words?

What words should be included?

Read from both directions?

Organic form or geometric form?

Should it incorporate elements of community character?

Breakout Groups report back to overall group

Next Steps