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Mayor Gloria, City Councilmembers and Community Leaders Flip the Switch on New Convoy District Gateway Sign

NEW NEIGHBORHOOD SIGN WELCOMES VISITORS TO SAN DIEGO'S PAN-ASIAN CULTURAL DISTRICT

SAN DIEGO – A new gateway sign to mark the Convoy District on Convoy Street was lit for the first time tonight during a celebration attended by Mayor Todd Gloria, City Councilmember Kent Lee, former Councilmember Chris Cate and several community leaders. The sign is one facet of a multi-year plan to revitalize the district, which was designated as a Pan-Asian Cultural District in 2020 in tandem with an update to the Kearny Mesa Community Plan.

“This gateway sign for the Convoy District is not only a symbol of community identity and pride, but also represents the City’s desire to officially recognize and properly promote this vibrant and distinctive cultural district,” said Mayor Todd Gloria. “I’m grateful to the area’s business leaders, residents, and the Asian Business Association Foundation for all their work marshalling the resources to make this gateway sign project successful and for all they do to make the Convoy Pan Asian Cultural District a wonderful San Diego destination for all of us.”

The vertical sign stands 30 feet high, lights up at nighttime and features patterns and designs that honor Asian American Native Hawaiian Pacific Islander communities. It is intended to mark the district as a cultural destination, similar to those in other City neighborhoods with landmark signs such as North Park, Hillcrest and Little Italy. The sign is located in the median on the 4600 block of Convoy Street, between Dagget Street and Engineer Road.

Since the 1990s, the City has seen the rise of Pan-Asian businesses and cultural influences along the Convoy Street area, including businesses on Clairemont Mesa Boulevard, Mercury Street and Balboa Avenue. From a group of core family businesses, a thriving cultural district has developed into a regional destination. In recognition of this, six freeway signs, installed on Interstate 805 north and south, were unveiled in 2022 to direct visitors to the district.

"When you see this sign, you'll notice it isn't like many other community gateways in our city. It's pointing straight to the sky, symbolizing how San Diego's Asian American and Pacific Islander community is always reaching for greater heights," said Councilmember Kent Lee, who represents the Convoy corridor and City Council District 6. "The Convoy District was built by immigrants, refugees, families and entrepreneurs who believe in San Diego, and their achievements have created a community so special that it warrants the installation of this official landmark -- and with this project, the Convoy Pan-Asian Cultural and Business Innovation District will continue to flourish as a nationally-renowned hub of culinary, economic and cultural activity."

The Convoy Gateway sign has long been a part of the vision to enhance the Convoy District, and the City's FY23 adopted budget included funding for the sign, which was followed by an agreement put in place with the Asian Business Association Foundation (ABAF). The agreement included \$986,000 for the design and construction of the sign, a process which was coordinated by ABAF who engaged community stakeholders in the process.

"The Convoy District welcomes thousands of visitors every day, serving as a vibrant cultural and economic hub in our city," said Asian Business Association San Diego President and CEO Jason Paguio. "We're proud that Convoy now has a neighborhood sign, joining the ranks of San Diego's unique and celebrated communities as we continue to grow and develop. Welcome to Convoy!"

The Kearny Mesa Community Plan, approved in 2020, calls for various enhancements to the district, including the addition of the sign, more pedestrian-friendly streets and access to mobility options, and increased housing and recreational opportunities.



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