

A Community Gateway for Barrio Logan

# Cesar Chavez Parkway

October 4, 2012



Review



**The Mercado del Barrio Project**



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# Colors

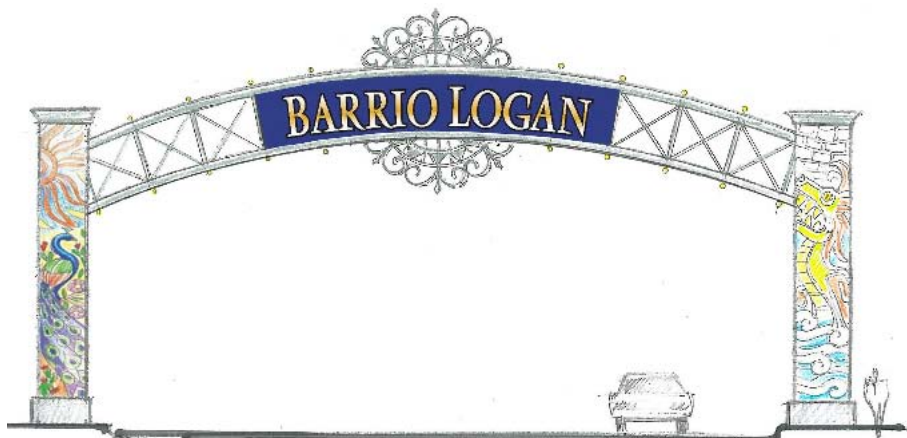


# Concepts



## 2 Basic Concepts





**Images on Columns**



**Ceramic Tiles on Columns**



**Perforated Metal on Columns**

Looking NE



CESAR E. CHAVEZ PARKWAY - EASTBOUND

COLUMNS: MITALS



Looking NE



F - EASTBOUND

COLUMNS: MITALS





Looking SW



© SAR E. CHURZ PHOTOGRAPHY - WESTBOUND

© CLAUDIO MORALES



2

Looking NE



© SAR E. CHURZ PHOTOGRAPHY - EASTBOUND

© CLAUDIO MORALES



5



Looking NE

COLUMN:  
PAINTED METAL PANELS



Looking SW



CESAR E. CHAVEZ PARKWAY WESTBOUND

COLUMBIA CERAMIC TILES

SCALE 0 10 20 30 40 50 60

6

Looking NE



CEMATE, CHAVEZ PARKWAY - EASTBOUND

COLUMNS: PERFORATED METAL



Looking NE

COLUMN:  
INTERNALLY ILLUMINATED BRUSHED STAINLESS  
STEEL PANELS WITH CUT-OUT SHAPES AND SMALL  
PIN-HOLE PERFORATIONS (FOR MEXICAN  
PERFORATED TIN LAMP LIGHTING EFFECT).  
CUT-OUT SHAPES BACKED WITH COLORED LENSES.



CHAVEZ PARKWAY - EASTBOUND

Looking SW



CESAR E. CHAVEZ PARKWAY - WESTBOUND

COLUMNS: PERFORATED METAL

SCALE



10

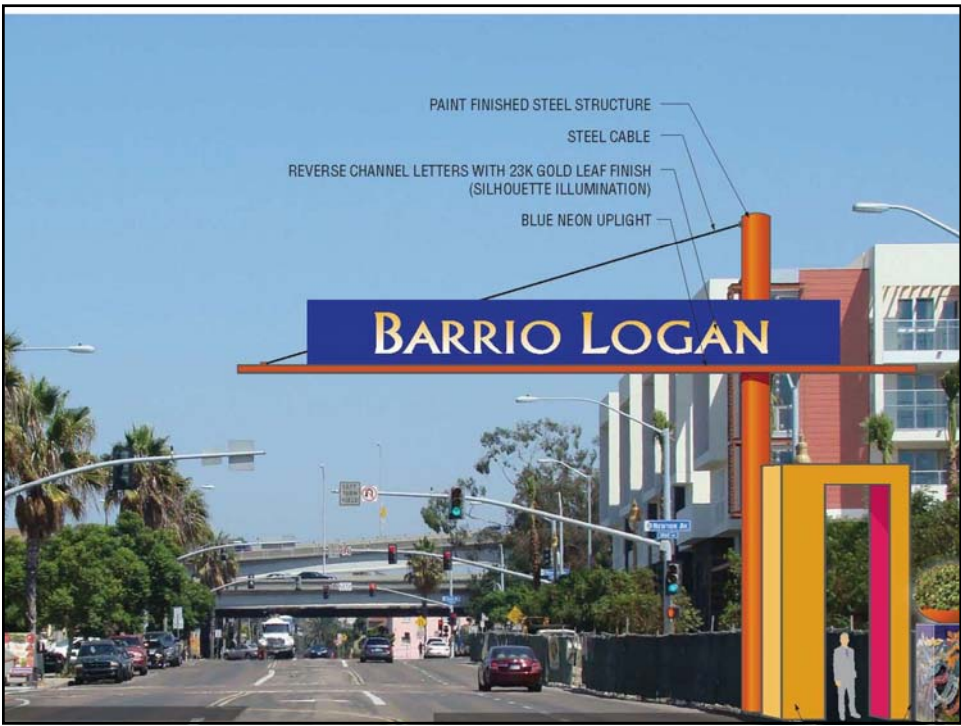




Looking NE



CEASAR E. CHAVEZ PARKWAY - EAST BOUND





Looking SW



CEASAR E. CHAVEZ PARKWAY - WESTBOUND

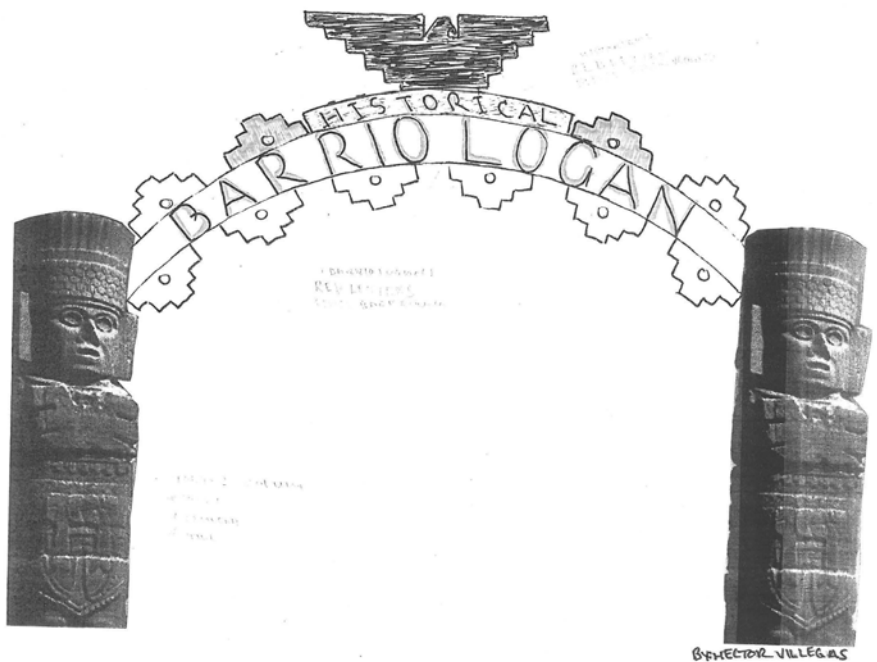


## 2 Basic Concepts









8/30/12  
 Familia Chavez  
 Opinion

- My opinion is that more Geometric form will be good.
- More Traditional
- They should incorporate elements of community character
- Personas que cuando la gente lo vea se sienta que llega a un lugar donde se siente que la Union hace la Fuerza.
- Que sea un lugar centro de Atencion y llamativo pocas palabras y mas ilustracion. (Ejemplo Familiar) con color y diseños de diversas culturas
- Que se lea 2 lados.



"All the way to the Bay"

Imagery - more images than words

Lots of color  
make a statement.

maritime culture  
- teaching kids

deter trucks

The Barrio is more than  
Just what sign is - goes  
all the way to Bay

See the sun come  
up & the sun go  
down on Barrio Logan

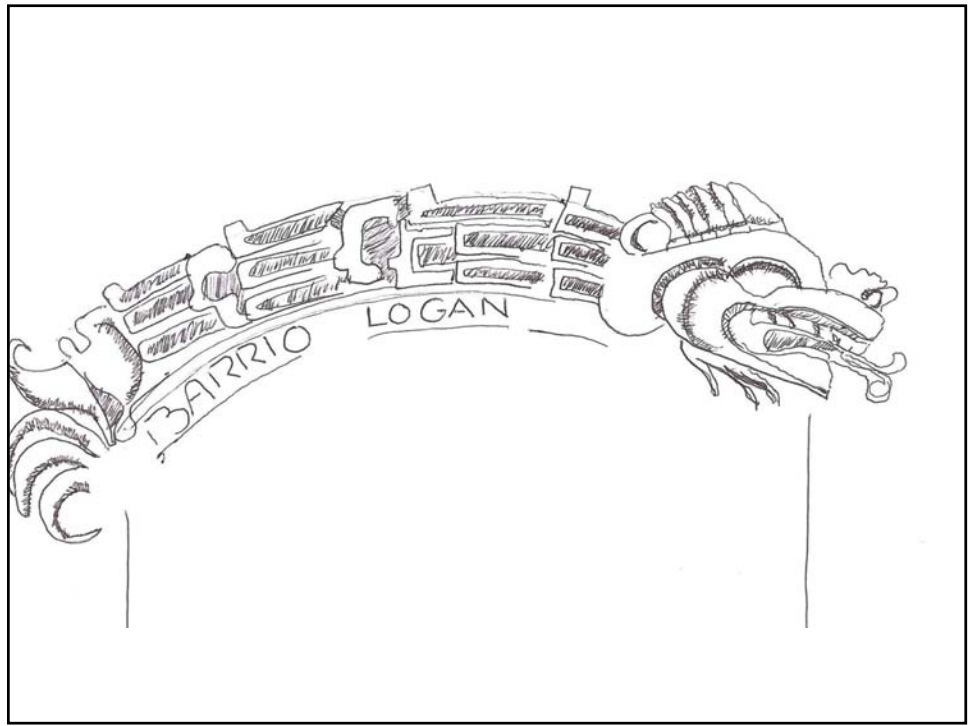
More organic forms -  
don't want industrial image -  
we have enough of that  
already.

Amk  
no  
guts

Should not be  
a "gate way" but  
the center

Inclusive.

don't want to give impression  
that the Barrio starts at this  
location.



① WELCOME  
Sense of Community

② HISTORY  
Yes ✓

③ MODERN OR TRADITIONAL  
Impassional  
Fully  
Inclusivity

④ COLOR  
"unusual" color  
Bright, vibrant  
pure


WORDS

CESAR CHAVEZ PARK  
~~BARRIO LOGAN~~  
THE BARRIO

SYMBOLS

INDUSTRY  
BOY  
NAVY  
IMMIGRATION  
PREBA'S MURALS  
CELEBRATION - PAPER  
CURTAINS  
CHICANO PARK  
COTTAGES  
CAR CULTURE  
MUSIC - NORTEÑO

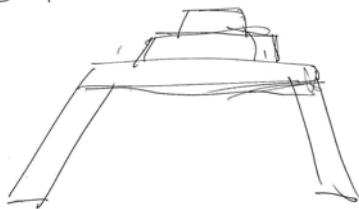
Read from both directions? Organic form or geometric form? Should it incorporate elements of community character?

- 
- Welcome Feeling, Bi-lingual  
Community of
  - Should say Barrio Logan
  - Maybe pick something from mural
  - Maybe columns for later art
  - Something that represents the many cultures  
Chicana, hispanic different hispanic  
cultures
  - It should include Bienvenidos/Welcome  
to Barrio Logan Community  
Bilingual
  - Should read from both directions
  - Arch form, pyramid form
  - It should reflect the murals, represent  
different groups and age gaps, old  
people, kids, history of the community
  - It should have flowers, Mexican bride colors

The sign should highlight the history of B.L. and should be very colorful.

≠ We think that it should be very much like the murals around Chicano Park. In fact, One large mural with the words BARRIO LOGAN incorporated into its design. ~~would~~ It could have an Aztec inspired design, ≠ sort of like the stage in Chicano Park. A lot of the great art ~~is~~ in the murals would ~~stand~~ ~~alone~~ make a strong statement. It should be readable from both sides with different ≠ artwork on each side. Bi-lingual.

WHAT IS THE NAME  
BARRIO LOGAN  
LOGAN HEIGHTS  
SHOULD THERE BE TWO SIGNS  
WHEN IS 8<sup>TH</sup> AVE GOING TO OPEN



HISTORY OF WATERFRONT  
READ FROM BOTH SIDES  
VERY COLORFUL (BRIGHT)  
NITE LITES  
MEXICAN ARCHITECT  
OTHER ETHNIC GROUPS ?  
SHOW HISTORY FROM OLD TO NEW  
ZUMARRAS [FISH] FRIUIT

A ship. A mural with community  
essence images,

Travelers should feel that this community  
is a safe, decent one with family and cultural  
values. Values with latin, Mexican, hispanic background  
Traditional - minimal words

Barrio Logan Heights

Bilingual

Readable on both sides







ART / INDIGENOUS CULTURE  
FAMILIA Y CULTURA  
COLOUR (LOTS)

STRENGTH  
SHOULD STAND OUT  
FIELD WORKERS (HONORING)  
YOUTH & KIDS (REPRESENTATION)

AS ARTISTS ITS HARD TO SHOW YOU WITH WORDS ONLY!

# Numbers + Letters

## CATS

Colors - Red, Orange, yellow, purple, blue, white



Chicago PARK imagery / colors

