



# THE GATEWAY MURAL

## North Bay Redevelopment Project Area

*A Beautification Project of the City of San Diego Redevelopment Agency*

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**WHAT:** The 5,000-square-foot Gateway Mural is a project of the City of San Diego Redevelopment Agency.

It was designed and installed in partnership with the Urban Corps of San Diego County to beautify the North Bay Redevelopment Project Area while celebrating the area's historical influences, prominent features, attractions, and people of the surrounding Midway and Old Town communities. The mural depicts images of the five branches of the military present in San Diego, the Old Town State Historic Park, the San Diego River, the Coronado Bridge (representing the nearby Caltrans District 11 office complex), and the Urban Corps, a local youth conservation corps.

Sam Duran, CEO of the Urban Corps, conceptualized the mural as a local beautification project that would remove blight and promote positive neighborhood characteristics through the enhancement of one of the main gateways into Old Town, Midway, and Point Loma for the benefit of businesses, residents, and visitors.

**WHERE:** The Gateway Mural is located on the underpass of Interstate 5 at the corner of Rosecrans and Jefferson streets.

**PROJECT BUDGET:** \$125,800 Total

- \$60,000 – Funding from the San Diego Redevelopment Agency
- \$65,800 – In-kind contribution for site preparation; portion of artist fees; and ongoing project maintenance by the Urban Corps

*"The Gateway Mural not only meets our immediate goals for revitalization, but also stands to create a sense of place and pride that will have a positive ripple effect throughout the community," said San Diego Mayor Jerry Sanders who also serves as Executive Director of the City's Redevelopment Agency.*

**ARTIST:** The mural artist, Sal Barajas, is perhaps best known for his original work at Chicano Park. Barajas worked closely with a team of youth Corpsmembers from the Urban Corps to complete the mural. The young people took turns rotating as the mural crew, assisting in the preparation and installation of the work and learning the basics of how a mural is painted while simultaneously being given the opportunity to earn a high school diploma at the Urban Corps Charter School.

*"The mural installation was a rewarding and memorable life experience for many of our Corpsmembers," says Sam Duran, CEO of the Urban Corps. "The young people gained tangible job skills and, most importantly, an enriched sense of community pride in having helped enhance the area with a permanent monument."*

