

CEMENTING COMMUNITY

Project Description

The proposed signage system for the Del Rio Trail is inspired by the principles and aesthetics of eco-brutalist architecture. In line with the theme of urban renewal, the aim is to transform the abandoned infrastructure of the railroad into an inviting space for locals, visitors, and the community at large. The system utilizes the monumental simplicity and highly expressive forms of brutalist architecture to create visual intrigue along the trail and to foster public engagement and interaction. The trail is divided along the major through-roads into three sections (North, Central, and South), to give more identity to the trail, and to make one's location easily identifiable. Each section is replete with benches and corresponding parklets to accommodate a variety of community-oriented activities. The simple yet expressive nature of brutalist design in cohesion with the existing site and ecology will result in a striking signage system that enhances the path experience for all visitors.

Site Location Plan

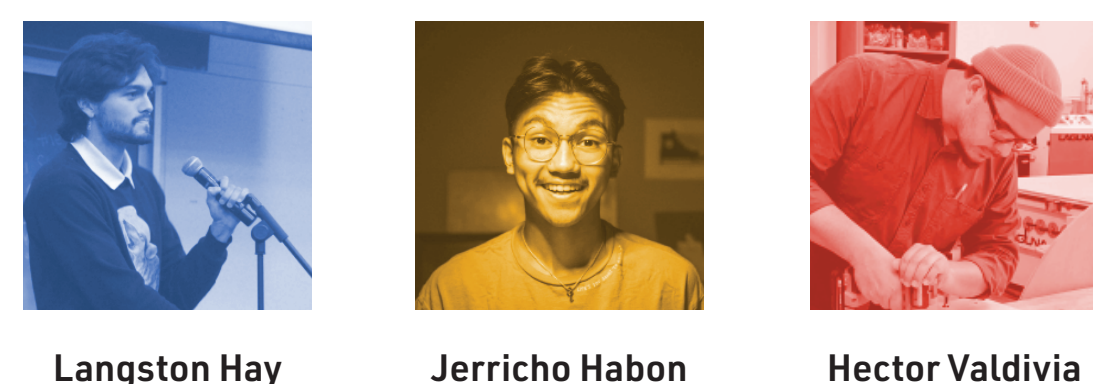


NORTH
North Parklet is the start of the trail, located right by the Sacramento Zoo, it meets with the Sacramento River Bike trail. Down the street of Sacramento City College, it is a notable point of entry for users of the trail. It is also home to an ADA centered section of the trail.

CENTRAL
Central Parklet is largely surrounded by residential areas as well as several schools. This space would experience a lot of traffic to get from Point A to Point B. We imagine a lot of families utilizing this part of the trail.

SOUTH
South Parklet is the end of the trail. It has several retail spaces nearby as well as a large sports complex adjacent to the Sacramento River. This will be a large entrance for those coming from the Sacramento River trail. Many bus stops are also close.

- ★ North Parklet
- ★ Central Parklet
- ★ South Parklet
- Identification/Information sign
- Orientation sign
- Directional sign
- Regulatory/Etiquette sign
- Recognition/Honorary sign
- Celebratory/Promotional sign
- Interpretive/Content sign



Audience Personas

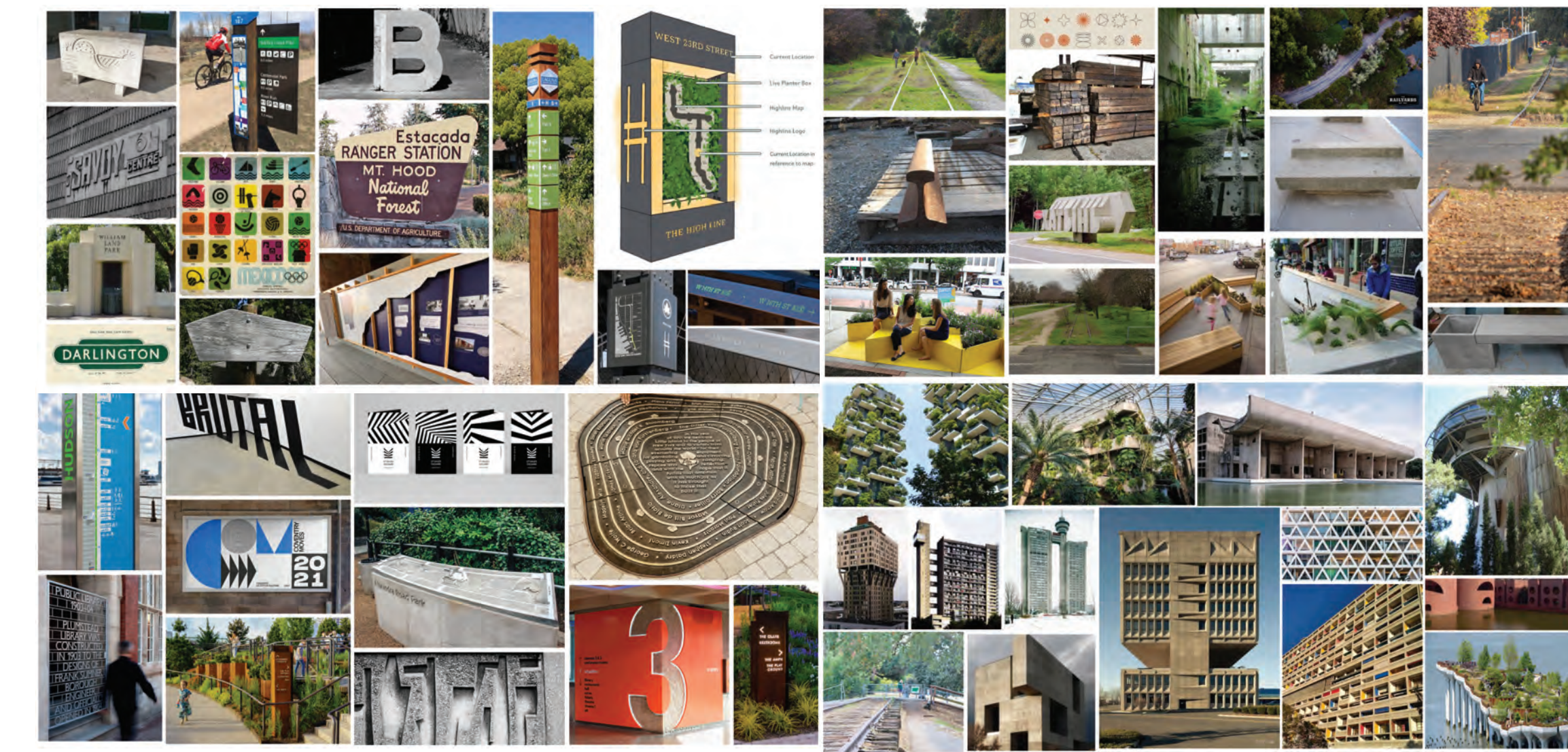
Arlene Bell
Arlene Bell is from a generation that experienced commuting by train. She is an older community member who can recall the biases from the steam engines that once traveled through the Del Rio Trail. They value good health, which is why they find the time to pass through the unchallenging trail in the early mornings and afternoons.

Vivian Hao
Vivian is a Community Studies student at Sacramento City College. Vivian utilizes the Del Rio Trail to break away from her studies and spend some time outside. Vivian often walks her dog Pookie down the trail to one of the nearby dog parks. The trail is in a convenient location for Vivian to bike down to local supermarket without having to ride on a large main road.

The Mendoza's
Raul Mendoza is the father of 3 children. His kids go to schools nearby, his oldest, Esmeralda goes to New Technology High School. She drops off her siblings Jorge and Margarita at Alica Binney Waldorf School just down the trail of their house. The kids use the Del Rio Trail every day to commute to and from school.

Diego Olvera
Diego is an outdoor adventurer who wears Birkenstocks and Patagonia gear, makes their own trail mix, and never leaves the house without their insulated water bottle covered in a curated selection of stickers of all the National parks they've visited. They appreciate the natural landscape and find creative ways to break from the hustle and bustle of work to go out for a walk.

Lookbook

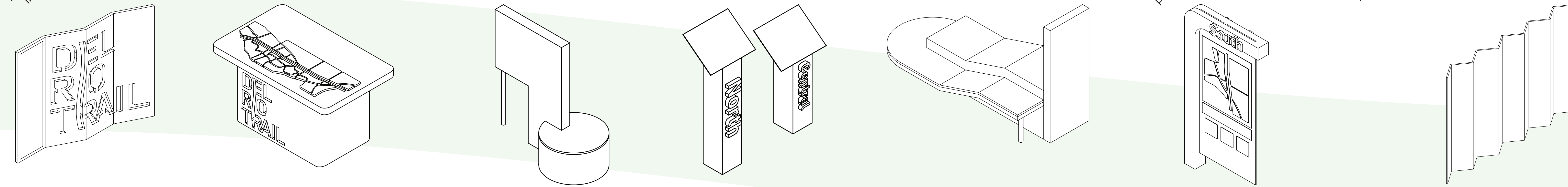
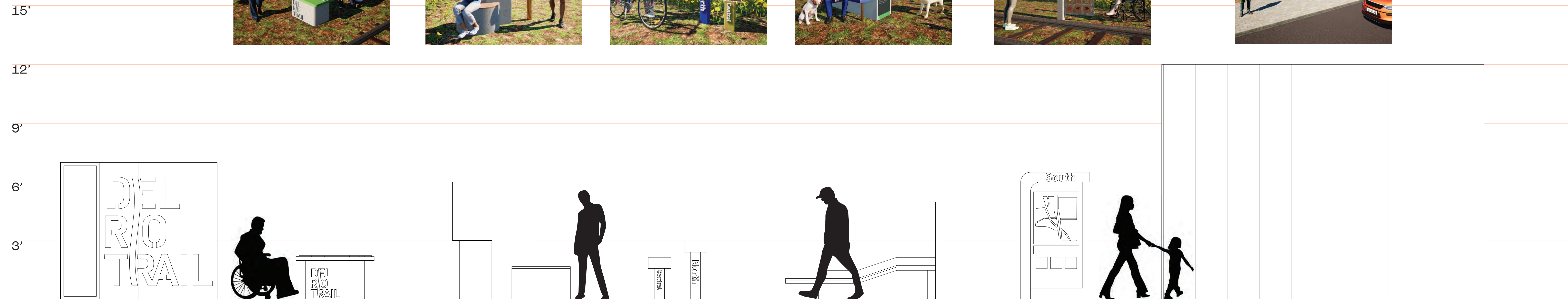


Why Parklets?

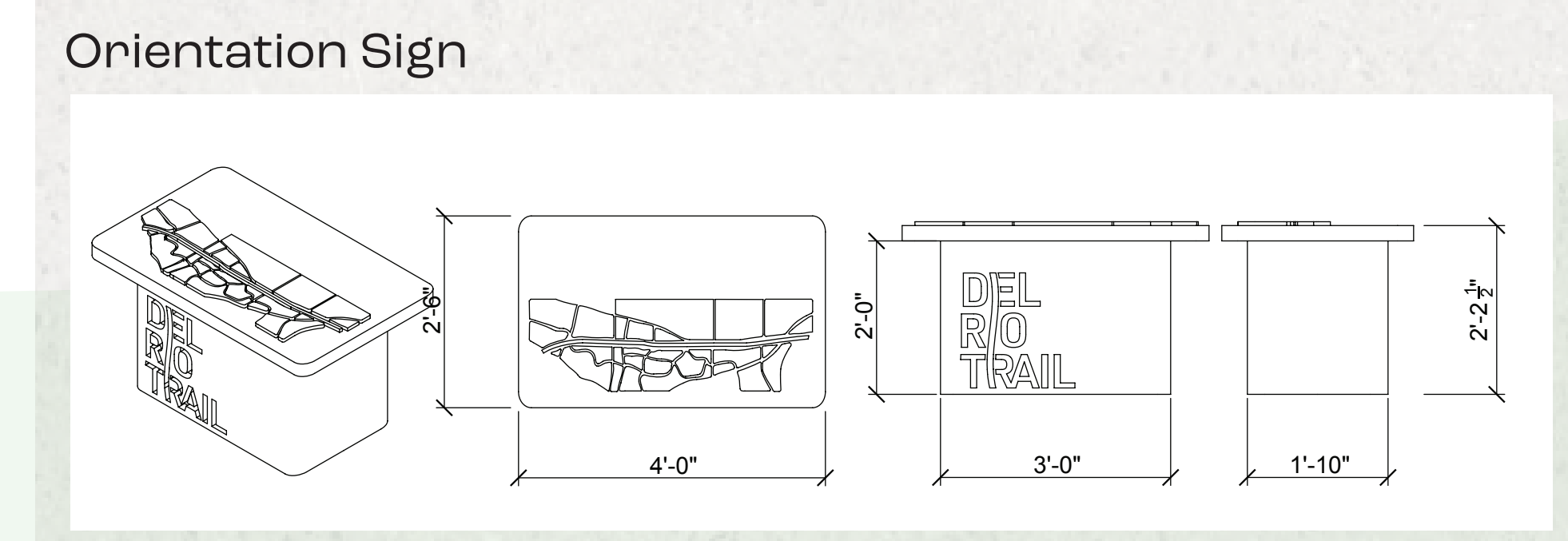


The parklets are intended to activate the space and foster communal use. They can be used as meet-up spots, picnic areas, or as rest stops for people walking, running, and biking the trail. They serve as landmarks that give identity to the trail, and invite a variety of forms of engagement and interaction.

Sign Vocabulary/ In Situ Renderings



Detailed View

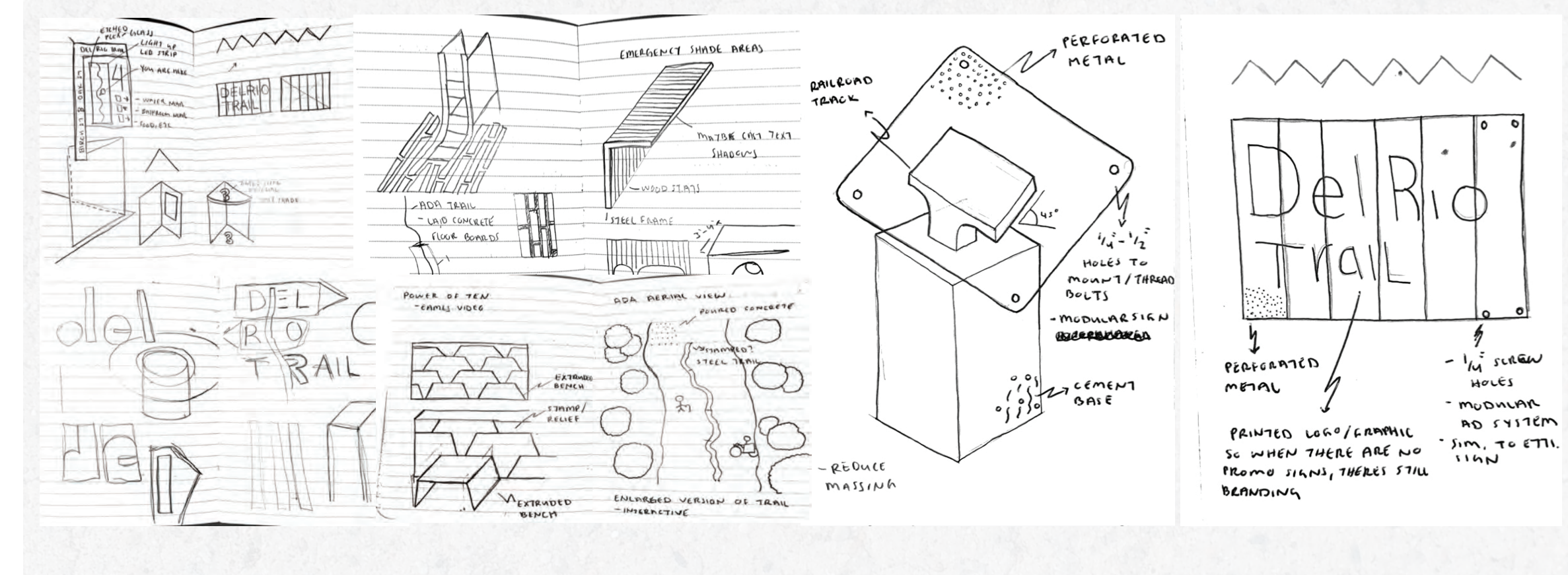


Site Evaluation



The Del Rio Trail is a 4.8 mile stretch weaving in and out of one of Sacramento's suburban areas. Home to a century-old railroad track. The railroad was vital for transporting cargo and citizens to and fro Sacramento.

Preliminary Sketches



Form and Palette

<p>DISPLAY URW DIN Demi</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</p>	<p>BODY Roc Grotesk Regular</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</p>		
<p>Del Rio Green #71C16E 360 C 41,0,43,24</p>	<p>Fruitridge Blue #6C8CC7 646 C 46,30,0,22</p>	<p>Freeport Gold #FEC233 1235 C 0,24,80,0</p>	<p>Florin Red #F15BAE 1785 C 0,62,68,5</p>
<p>Directional Arrows</p>	<p>Local Restaurants</p>	<p>Water Fountain</p>	<p>Restrooms</p>
	<p>Trash</p>	<p>No Smoking</p>	

Materials

Concrete
Repurposed Steel
Cedar Wood
Perforated Steel
Custom High Pressure Laminate

The material choices are guided by longevity, modularity, and sustainable construction. All signs and parklet features are composed of concrete, steel, and cedar wood, reusing material from the deconstructed parts of the railroad when available. Each sign also features a perforated steel surface to allow for a modular signage system. Custom high pressure laminate signs can be fastened onto the perforated steel, accommodating the changing needs of the community and the trail itself. This proves helpful in promoting up-to-date events, or reflecting changes in local landmarks and destinations, amongst other uses. Additionally, the concrete will be stained in portions to signify its section of the trail.