



DIASPORA LANDSCAPE

BARRIO ALEGRE

URBAN DESIGN STUDY

Stephen Ramirez
UC Davis

culture

economy

history

migration

heritage

identity



DIASPORA LANDSCAPE

BARRIO ALEGRE

A Senior Project presented to the faculty of the Landscape Architecture program of the University of California, Davis. In fulfillment of the requirement for the degree of Bachelors of Science of Landscape Architecture.

ACCEPTED AND APPROVED BY:

Michael Rios, Faculty Committee Member

David Kyle, Committee Member

Kathy Tescher, Committee Member

Stephen Ramlrez, June 12th 2009



ABSTRACT

Diaspora Landscape addresses the need for cultural expression in the built environment and economic revitalization of the evolving Mexican American commercial district of Barrio Alegre in south Sacramento.

This project explores the history and development of the barrio and identifies underutilized public space that could potentially be used to simultaneously convey the Mexican American heritage of its inhabitants while also stimulating economic rejuvenation.

Public workshops, surveys, behavior mapping, suitability research, and historic information will all assist in developing design solutions for the 1,443 acre site.



DEDICATION

To my wife Monica, thank you for your love and support throughout my academic endeavors. Creating our future together is what motivates me to continue. I love you.

To my parents Rebecca and Jeff, thank you for instilling within me the tools necessary to succeed. It is your guidance that has brought me to this point in my life. I love you.

To my grandma Maria, my sisters Jessica and Sarah, and friends and family, thank you for everything.

This project represents the end of seven years of schooling. It is now time to focus on all those to whom this project is dedicated to.



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DEDICATION

Monica Ramirez

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I N T R O D U C T I O N

INTRODUCTION

EXECUTIVE SUMMARY

Since its conception in the 1950's, Barrio Alegre has been the most prominent Mexican American commercial district in Sacramento. Despite political, physical, and economic obstacles Barrio Alegre continues to be home to the majority of Sacramento's Mexican immigrants. With the current downfall of the US economy, Barrio Alegre's commercial district has suffered its most challenging economic situation yet.

The City and County of Sacramento have teamed up with the North Franklin Business District Association and the Sacramento Housing and Redevelopment Agency to devise an urban renewal plan to rejuvenate the economy of Barrio Alegre. These agencies are in the process of developing design solutions for the four-mile commercial district along the barrio's main corridor Franklin Boulevard.

As a landscape architect student and former resident of Barrio Alegre it is my desire to develop an alternative urban renewal plan that will not only spark economic revitalization but also reflect the history and culture of the barrio. With guidance from professors and site data from willing agencies extensive research, mapping, and community outreach have generated the following proposed designs.

SACRAMENTO

Sacramento is one of the most diverse and fastest growing cities in the nation. The city of Sacramento, located in northern California, has become home to many Diaspora communities from around the world. One of the largest developing Diaspora communities of Sacramento with an estimated 222,000 individuals is the Mexican Diaspora (2000 US Census Bureau).



1.01 Welcoming Sign

The Mexican Diaspora of Sacramento has been developing since the early 1900's. Hundreds of thousands of Mexican immigrants migrate to the United States every year, many of which make their way to the Mexican Diaspora communities of Sacramento. At the current rate it is predicted that by the year 2050, one out of every two individuals in California will be of Mexican descent (Lin, 2007).



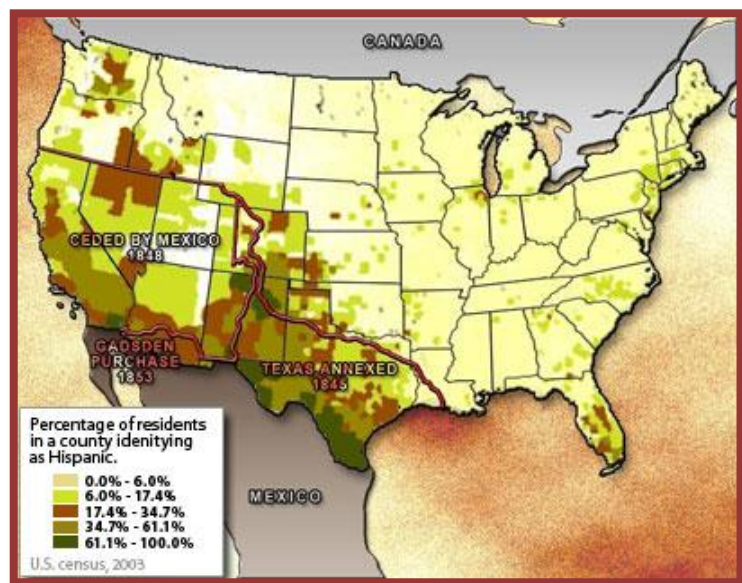
1.02 Sacramento Capital Building

DIASPORA

The term Diaspora refers to the migration or movement of any population sharing a common ethnic identity or culture that was either forced to leave or voluntarily left their place of origin. A reassembling or reuniting of the dispersed population in a common region creates a Diaspora community (en.wikibooks, 2009).

This Diaspora community is unique as it develops. The population

brings influences and values from its place of origin yet must also adapt to the new place of settlement. With time traditions from the place of origin are altered or are lost entirely, while new traditions evolve from this developing community of homogeneous immigrants. As a result a hybrid culture emerges that is a product of assimilation and past ties.



1.03 2003 US Map of Hispanics Residents

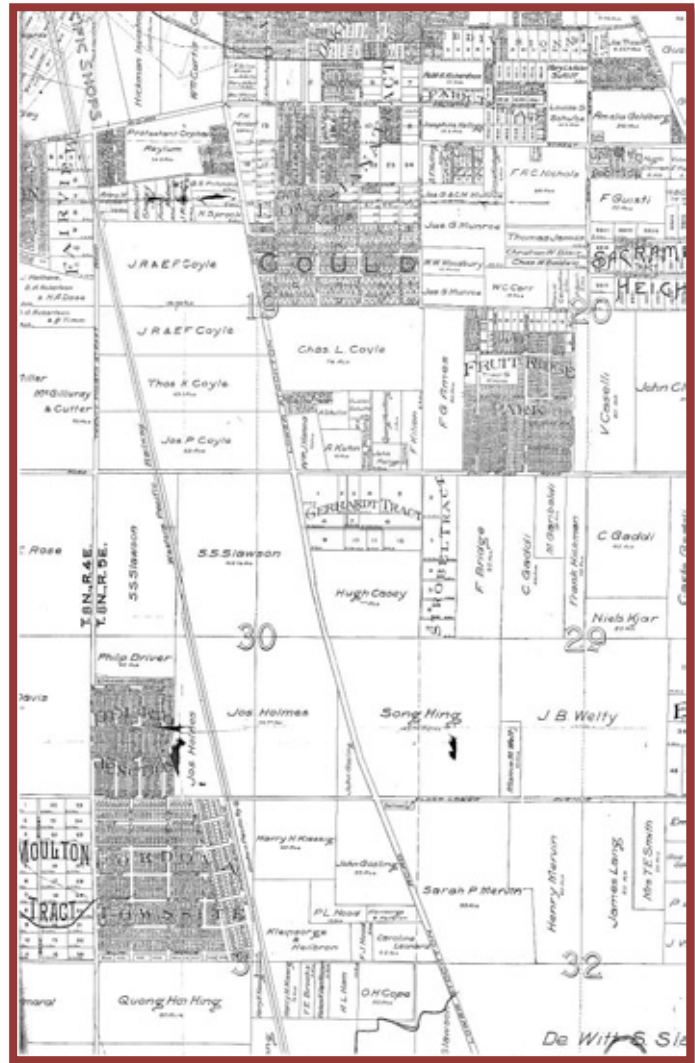
HISTORY OF FRANKLIN BOULEVARD

The following information has been provided by the Franklin Boulevard Urban Design Master Plan assembled by the Sacramento Housing and Redevelopment Agency and Carter & Burgess in January of 2001.

Franklin Boulevard has existed since the pre-nineteenth century. It can be found on historic maps as a wagon trail called Lower Stockton Road connecting Sacramento to the southern town of Franklin.

The construction of Highway 99, located just east of Franklin Boulevard, was completed in 1961. Although the highway would promote mobility and growth within the barrio, it had a profoundly negative impact on Franklin Boulevard’s commercial district.

Franklin Boulevard had served as a north/south thoroughfare from Sacramento to towns toward the south. The highway diverted the traffic flow that many



1.04 Map of South Sacramento in 1908

businesses along Franklin Boulevard benefitted from, toward Highway 99. The construction of Highway 99 had also severed the existing urban grid, leaving behind awkward fragments of what were once cohesive neighborhoods.

In 1984, the City of Sacramento designated Franklin Boulevard as a revitalization target area. A commercial district revitalization plan and assistance program was created to make Agency funds available for the revitalization target, Franklin Boulevard.

Efforts were made between 1985 and 1992, to make the streetscape of Franklin Boulevard more appealing and safe. All overhead utilities were placed underground and curbs, gutters, and sidewalks were constructed in the city portion north of Fruitridge Road and south of 12th Avenue.

During 1993, a potential setback to the revitalization plans of Franklin Boulevard arose when Campbell Soup announced they were planning to relocate outside of the Sacramento area. Campbell Soup declared its nearly fifty years old facilities to be inadequate for the demands of the food processing industry. The Campbell Soup facility would require extensive



1.05 Franklin Boulevard 1985



1.06 Franklin Boulevard 1997



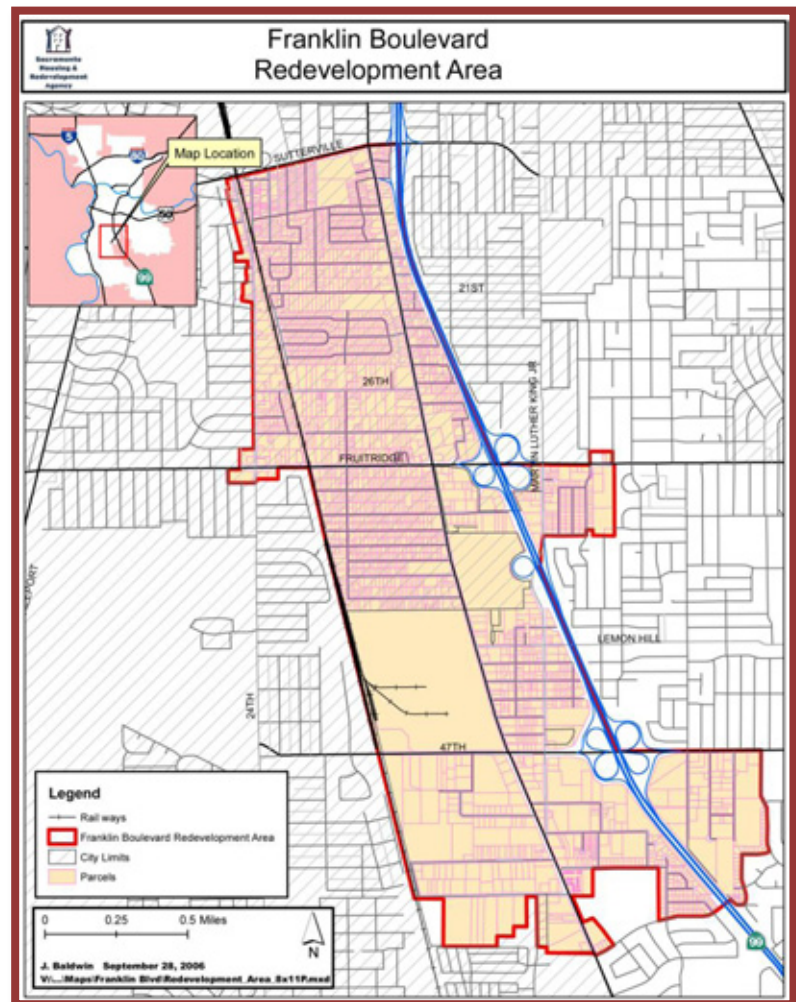
1.07 Campbell Soup Factory

reconstruction in order to stay located in Sacramento. This reconstruction would not be economically feasible without some sort of redevelopment assistance. In order to retain this large employer, governing bodies negotiated with Campbell Soup and offered redevelopment assistance package that included a redevelopment plan with a tax increment rebate contingent upon reinvestment in the facility.

The Franklin Boulevard Project Area was established in December of 1993. Since then the Agency has worked on a number of revitalization projects. The revitalization projects include commercial façade improvement rebates, neighborhood cleanup projects, code enforcement and the development and

preservation of single and multi-family housing.

In 2001, the Franklin Boulevard Urban Design Plan was constructed by the Sacramento Housing and Redevelopment Agency (SHRA) to further



1.08 Franklin Boulevard revitalization site

improve the districts vitality. The plan serves as a blueprint for which improvements will be made.

The Agency was awarded approximately \$3 million in federal funds to design and construct streetscape improvements in the southern county section along Franklin in 2002. Sidewalk improvements, landscape planters, street lights, and street trees would be included in the improvements.

In 2007, the first phases of improvement plan along Franklin Boulevard were completed. Improvements were made at Fruitridge Road, near 47th Avenue and Martin Luther King Jr. Boulevard.



1.09 Recent improvements along Franklin

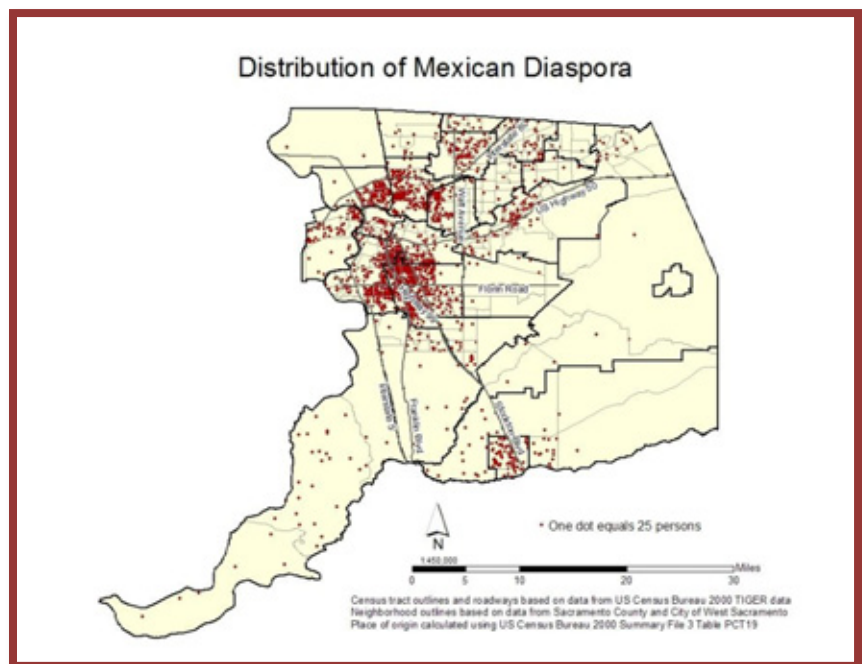


1.10 Improvements toward southern end of redevelopment site

SACRAMENTO BARRIOS

The following information has been assembled from the Sacramento Archives and Museum Collection Center from the Sacramento Ethnic Survey of 1983.

Within Sacramento County there is estimated to be 222,000 people of Mexican descent (2000 US Census Bureau). As Mexicans migrate to Sacramento, many are drawn to areas that better identify with their



Hispanic/Latino culture.

1.11 Sacramento County Mexican Dot Density Map

The gathering of Mexican immigrants and families to a common location creates Mexican communities, known as “Barrios”. The Sacramento area has seen the development of four major barrios in its time span. These four barrios have been known as the Lower Side Barrio (South Side Barrio), the Alkali

Flats Barrio, the Garden Land Barrio, and the largest, Barrio Alegre also known as the Franklin Barrio.

SOUTH SIDE BARRIO

The first recognized Mexican immigrant community in Sacramento formulated during 1910, just to the north of Franklin Boulevard. Due to the barrios location in south Sacramento, the barrio took on the name Lower Side Barrio or the South Side Barrio. South Side Barrio developed as a direct result of the Mexican revolution. Mexican immigrants from various regions of Mexico fled seeking economic opportunities and escape from the revolution which claimed one out of every eight lives in Mexico.

Ernesto Galarza and his family were among those who sought refuge in Sacramento's South Side Barrio during the Mexican revolution. South Side Barrio provided not only escape for families such as Ernesto's, but also economic opportunities in the transcontinental railroad, food packaging, mining, and agricultural industries. Ernesto



1.12 The Robert Emmert Callahan Memorial in South Side Park



1.13 La Iglesia de Nuestra Senora La Virgen de Guadalupe on 711 T Street in South Side Barrio

Galarza's personal diary records the barrio as the following:

For Mexicans the barrio was a colony of refugees. We came to know families from Chihuahua, Sonora, Jalisco and Durango. Some had come to the United States even before the (Mexican) revolution, living in Texas before migrating to California. Like ourselves, our Mexican neighbors had come this far moving step by step, working and waiting, as if they were feeling their way up a ladder...The colonia was like a sponge that was beginning to leak along the edges, squeezed between the levee, the railroad tracks, and the river front. But it wasn't squeezed dry, because it kept filling with newcomers who took in boarders...Crowded as it was, the colonia found a place for these Chicanos, the name by which we called an unskilled worker born in Mexico and just arrived in the U.S. The Chicanos were fond of identifying themselves by saying they had just arrived from "el mazico", by which they meant the homeland, the good, native earth. Although they spoke of "el mazico" as a homesick person, they didn't go back.



1.14 Dancing in South Side Park for Cinco de Mayo

...The Chicanos were fond of identifying themselves by saying they had just arrived from "el mazico", by which they meant the homeland, the good, native earth. Although they spoke of "el mazico" as a homesick person, they didn't go back...

The Mexican Revolution came to an end during the 1920's, however South Side Barrio continued to expand its borders as more immigrants arrived seeking economic opportunities in this thriving barrio.

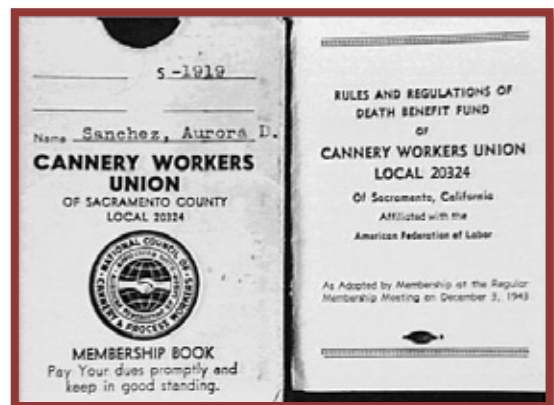
ALKALI FLATS BARRIO

The short lived Alkali Flats Barrio formed to the north of South Side Barrio during the 1940's. During this time nearly 2,000 Mexicans resided in Sacramento. The Alkali Flats Barrio, bordered by 5th and 20th street and I street and the railroad tracks, lasted for only a decade until government redevelopment agencies and real estate investors bought out the area from land owners with plans to urbanize the downtown Sacramento area.

The once thriving Alkali Flats barrio diminished as its population migrated from the area. The northern portion of the South Side Barrio's population was also forced to move as a result of the downtown Sacramento urban renewal. Some of those forced to relocate made their way north forming the Garden Land Barrio, while others migrated further south toward Franklin Boulevard



1.15 Jalisco Market in old Alkali Flats Barrio



1.16 Cannery Workers Union Handbook

creating Barrio Alegre, known today as the Franklin Barrio.

GARDEN LAND BARRIO

Garden Land formed in the North Sacramento off of Northgate Boulevard. Like Alkali Flats, Garden Land Barrio also developed in the 1940's, with the wave of Mexicans seeking employment opportunities along the river front, canneries, lumberyards and rice mills. With the loss of Alkali Flats in the 1950's, Garden Land Barrio grew and developed stronger in the North Sacramento region. Northern, outlying Mexican communities also contributed to the growth of Garden Land Barrio. Mexicans from Lincoln, Roseville, Woodland, and other northern surrounding areas migrated to the Garden Land Barrio for better employment prospects. These northern barrios socialized and worked closely with the Garden Land Barrio through employment with the Southern Pacific Railroad and the Roseville Ice Plant.



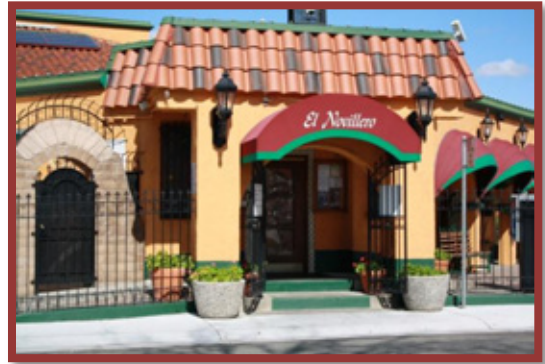
1.17 La Superior Market in Garden Land Barrio

BARRIO ALEGRE

Barrio Alegre emerged during the 1950's as a thriving Mexican American commercial district corridor that connected Sacramento to its southern neighbors. A mixture of commercial, residential, and industrial land comprised the Franklin Barrio.

The barrio was named Barrio Alegre after theatrical performer Lupe Franco's landmark Spanish theater, *Teatro Alegre*, literally translated "Happy Theater".

During the 1960's, the Franklin Barrio continued to grow and became heavily populated with immigrants from the Mexican states of Chihuahua and Durango. This wave of Mexican immigrants arrived as a result of the nearby development of the Campbell Soup Factory at Franklin Boulevard and 47th Avenue. As word spread of the factory from local families back to their relatives in Mexico, immigrants migrated to Sacramento seeking employment at Campbell Soup.



1.18 El Novillero in Barrio Alegre



1.19 La Hacienda Market in Barrio Alegre

TODAY

Today there are two major barrios that exist in the Sacramento area, the Garden Land Barrio in North Sacramento and Barrio Alegre, better known today as Franklin Barrio. Both of these barrios are home to most of the Mexicans and Latinos of Sacramento. The once thriving South Side Barrio began to diminish in the 1950's as urban renewal took over the downtown area. Now the South Side Barrio is located along the northern boundary of the still expanding Franklin Barrio.



1.20 Barrio Alegre

MEXICAN DIASPORA EVOLUTION OF SACRAMENTO



MIGRATION

Hundreds of thousands of Mexicans migrate each year to the United States. There are several factors involved in this desire to migrate to the United States that include economic, cultural, political, physical, and environmental reasons. These factors have developed waves of migration over time that create both a desire to obtain the benefits of living in the United States and leave behind the life that is presented in the nation of Mexico.



1.22 The US and Mexican Flags

ECONOMIC

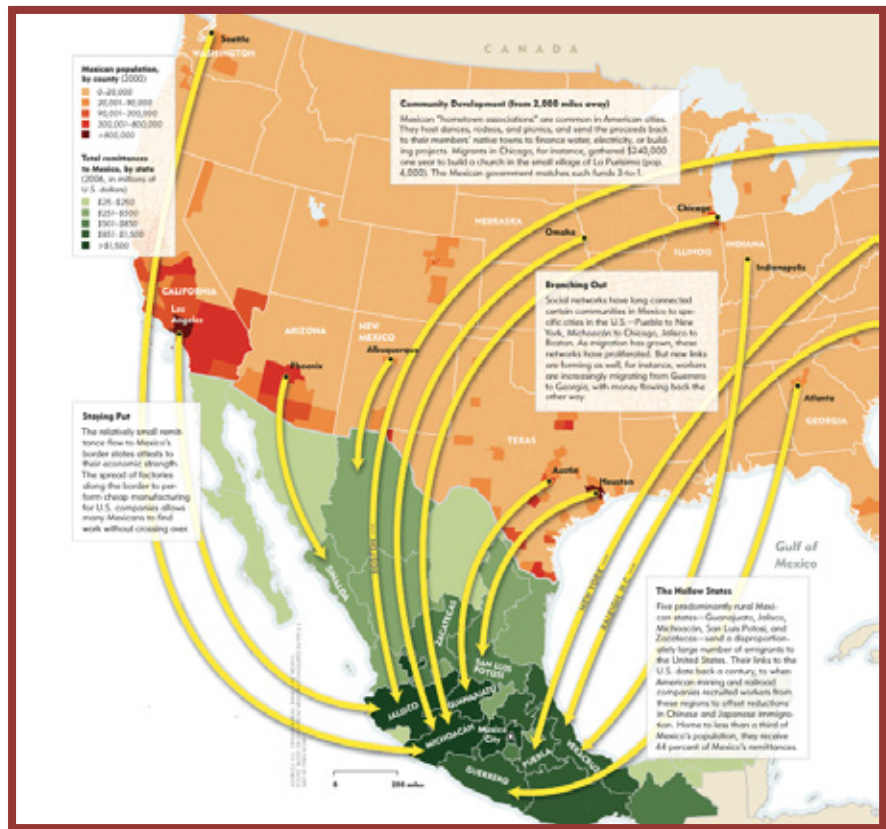
Job opportunities, higher wages, and greater monetary value of currency are just a few elements that make the economy of the United States preferable over that of Mexico. As the United States thrived in the early twentieth century, the people of Mexico sought after a portion of this success. The Mexican economy crumbled during the early 1900's and unemployment rose as a result of the Mexican

revolution. In the early 1900's, jobs for farming, mining, and railroad constructing were in high demand in the U.S. With open borders prior to 1924, all Mexican immigrants had to do to seize these opportunities was simply walk across. The states of California and Texas attracted many Mexican immigrants.

California was the largest producer of fruits and vegetables in the nation during the 1920's, and Texas was known as "Cotton King" for its incredible productions of cotton.

Job recruiters from the United States began seeking cheap labor near the borders of Mexico, encouraging migration for employment opportunities.

The Bracero Program brought over a large amount of immigrants during 1947 as well. As word of the successful United States economy spread, many Mexican immigrants acquired jobs in the United States and then sent money back to their families in Mexico.



1.23 State Remittances of Mexico

As this practice became more and more common, Mexico's economy became more and more dependent on that of the United States. When the Great Depression struck in the U.S. in 1929, and recession in the 1970's, the Mexican economy was struck even worse, sending more immigrants heading toward the U.S. both legally and illegally. The phrase was made "When the U.S. (economy) sneezed, Mexico caught a cold."

Remittances make up nearly three percent of the gross domestic product of Mexico.

Approximately eight hundred eighty six billion dollars were received by Mexico in 2006. Eight hundred forty two billion dollars, or ninety five percent of the total remittances, come directly from the U.S. Due to unbroken, historical ties, the central Mexican states of Guanajuato, Jalisco, Michoacán, Zacatecas, and San Luis Potosi acquire forty four percent of all the remittances.

CULTURAL

Culturally Mexicans relate greatly to the areas they are seen migrating to. These regions of migration were at one time parts of Mexico. The Annexation of Texas in 1845, the Treaty of Guadalupe Hidalgo in 1848, and the Gadsen

Purchase of 1853, all took portions of California, Arizona, New Mexico, Colorado, Utah, Nevada, and Texas from the nation of Mexico. Although the land was no longer Mexico, the people who resided there still considered themselves Mexican and maintained their Mexican cultural identity. As immigrants made their way to these parts of the U.S., it was as if they had never left Mexico (Truett, 2004).

POLITICAL

Political issues in Mexico contribute greatly as well to the desire to migrate. Drug trafficking, human enslavement and smuggling, the Juarez murders, and views of corruption within the government and authorities are just some political issues that Mexico faces. The United States consumes more than 60% of illegal drugs in the world and the majority of those drugs are transported through Mexico. As South America produces drugs and North America consumes them, Mexico finds itself caught in the world of drug trafficking bringing massive amounts of corruption with it. Not only are drugs smuggled into the U.S. by land, sea, air from Mexico, so are people. Mexicans trying to enter the United



1.24 The Juarez Murders

States illegally will often hire experienced guides known as “Coyotes”, to guide them safely across the border. These guides however, occasionally take advantage of unsuspecting immigrants and may rob, rape, murder, or sell into prostitution or slavery these immigrants that have hired them. In Juarez, young women are murdered regularly. The women in this area go missing, and are later found raped, murdered, and left dead in the desert of Juarez. The murders have not been identified despite the efforts of Juarez authorities, however many assume this is because the authorities are involved in the murders as well. This lack of trust towards the government, frequent murders, and smuggling of all types make Mexico a potentially dangerous place and spark ideas of migration in many citizens.

ENVIRONMENTAL

Environmental problems within Mexico may also contribute to a longing to migrate. The environment along the Mexican and U.S. border are extremely polluted. As N.A.F.T.A., and the U.S. Tariff Law of 1965, came into play, large corporations began creating factories and assembly shops along the border. These shops

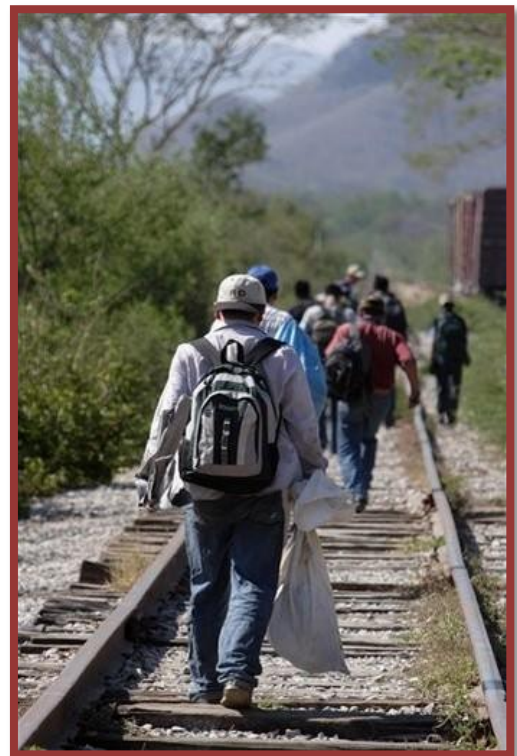
are known as *maquiladoras*. The maquiladoras were seen as ways a means of assisting the economy of Mexico through exports and providing job opportunities for citizens. These maquiladoras however, are often time not subject to environmental inspections. Many of these factories pollute the water, the air, and create massive landfills with no regard for their impact on the environment. Those who live near these maquiladoras often become sick, have birth defects, or even acquire cancer. Although many parts of Mexico's lands are well kept, these areas are not, and they just happen to be right next to the U.S., which may in the eyes of some immigrants be a contributing factor for migration.

PHYSICAL

The most obvious and greatest contributing factor to the mass migration between these two nations is their physical proximity. The United States and Mexico are neighboring nations that share similar lands and coasts. The physical makeup of Mexico is very similar to that of the U.S. Walls have been placed along some parts of the border to keep immigrants from migrating, and the desert in Texas is a huge physical obstacle for



1.25 Mexico City Air Pollution



1.26 Mexican Migrants

migration. Although these physical obstacles create problems for Mexican immigrants, these obstacles are not nearly as challenging as the obstacle that other immigrant groups face in crossing the ocean. It is the physical factor of proximity that makes Mexican immigrants able to easily access the United States.

CULTURE

HOLIDAYS

Mexican Americans throughout Sacramento celebrate many different holidays; however there are two major events most all Mexicans in the U.S. celebrate. Cinco de Mayo (May 5th) is a well known holiday commemorating the Mexican victory over the French army in 1862 at Puebla de Los Angeles. The second, Grito de Dolores, or Mexican Independence Day (September 16th) commemorates Mexican independence from Spain, led by Miguel Hidalgo.

In Sacramento, these holidays are celebrated by the Mexican communities typically in parks near Hispanic communities. South Side Park, Discovery Park, and William Land Park are popular locations for these celebrations.

Other holidays include Dia de la Bandera (February 24th), Dia de la Virgen de Guadalupe (December 12th), Dia de las Madres (May 12th), and Dia de los Muertos (November 12th).



1.27 Sacramento Celebration

RELIGION

Catholicism is the dominant religion among Mexican immigrants. Mexicans originally entered Catholic faith by means of the Spaniards, who taught it to the indigenous people of Mexico. In recent years the percentage of Mexicans who practice Catholicism have begun to decrease. Despite this decline, Catholicism still remains the dominant religion of the Mexican culture. In 1958, the Mexican immigrants of Sacramento constructed a great, religious cathedral at 3rd and O Street. Later the location of this main church was moved to the intersection of 7th and T Street. This church was known as *La Iglesia de Nuestra Senora la Virgen de Guadalupe*. This church brought Mexicans and Mexican-Americans of different areas together by means of the Catholic religion. Despite the incredible size of this Catholic Church, seating over seven hundred and fifty members, the large congregation overflowed the church structure. Members of the overflowing church, who were predominately Mexican, would on some occasions be forced to stand on sidewalks and spill into the streets just to here the



1.28 La Iglesia de Nuestra Senora La Virgen de Guadalupe on 711 T Street

speaker of this popular Catholic Church (Sac. Ethnic Survey, 1983).

SOCIAL ORGANIZATION

Social organization, identification, and classification of individual Mexicans and the Mexican community as a whole within American cities are complex issues. As generations from Mexican immigrants assimilate into the U.S. culture at what point do they begin to identify themselves as no longer Mexicans, but Mexican-Americans?

When Mexican immigrants or individuals of Mexican descent were asked whether they classify themselves as Hispanic or Latino, often they could not distinguish between the two. According to Dr. Jason Newman, a history professor at Cosumnes River College, the terms “Hispanic” and “Latino”, are two means of identification within this culture. The term “Hispanic”, historically originated as a reference to the people from the Roman province Hispania, or today’s modern day Spain and Portugal. The term “Hispanic” today, refers to those who trace their ancestry back to Spanish speaking America,

and Spain. The term “Hispanic”, is known to better define those who have a mixture of Spanish and Indigenous heritage. “Latino”, used interchangeably with “Hispanic”, is defined by some as a shortened term for “Latin America” or “Latin”. It is believed that this term “Latino”, more specifically identifies with the indigenous people of Latin American areas. Those who identify themselves as “Latinos” acknowledge their heritage with indigenous groups more so than with the Spaniards or people of Spanish speaking regions.

As Mexicans continue to migrate to the U.S. their social organization also continues to grow more sophisticated. In 1928, the first Mexican social organization, “Madres Cristianas”, was formed in Sacramento. It was later changed to *Guadalupamas*. The group developed from Mexico’s indigenous people and Spanish culture. There are several groups such as *Guadalupamas*; one well remembered was *Centro Mexicano*. *Centro Mexicano* provided many Spanish speaking teachers for children to learn their native language, while also providing English teachers for adult migrants. The *Centro Mexicano* group contributed greatly to the Mexican community of the area in many other

ways as well. They constructed a library and cultural arts center, a social club, and a center for meetings. Mexican immigrants in Sacramento also developed their own business organizations. The Hispanic Chamber of commerce is the largest and most prominent business organization in the Sacramento area. The Hispanic Chamber of commerce donates million of dollars to a variety of community events and campaign fundraisers for local Chicano politicians.

In the 1940's, there emerged the United Cannery, Agriculture, Packing and Allied Workers of America or UCAPAWA group supporting the cannery workers of Sacramento. Some groups in the 1960's included Concilio, which provided health care and elderly services and the Sacramento Lower Rider Association, the Mexican American Education Association or MECHA, and the United Farm Workers. The 1970's and 1980's brought the United Cannery Workers group and the Chicano Organization of Political Action or COPA which provided fair and equal housing, and medical care and the Latin Association of Spanish Speaking American Journalists (Sac. Ethnic Survey 1983).

LANGUAGE

The Spanish language is one of the significantly distinguishing features of the Mexican culture.

The indigenous people of Mexico, who were taught Spanish by the Spaniards, have continued to use Spanish both in the home and public areas of the United States. From 1940 to 1950, a new form of language, “Calo” or “Spanglish”, which is composed of both the Spanish and English language, is popularly used by teenagers (Sac. Ethnic Survey, 1983).

MEDIA

Media organizations, such as newspapers, radio stations, and television programs greatly contribute to the Mexican-American culture.

Spanish newspapers were published in the Sacramento community in early 20th century. *El Noticiero del Norte* was the first Spanish and English language Newspaper in the Sacramento region. *El Noticiero del Norte* was distributed monthly in Sacramento and was started by Lupe Franco. Since the 1960's, a full time Spanish speaking station in the Sacramento area known

as KPIP or “Radio Capital”, stationed out of Roseville, has graced the air waves. This popular station has added to enrich the Mexican culture in northern California with its many Mexican Disc Jockeys. In 1971, Marty Mercado and John Villarreal co-founded the bilingual news and entertainment program called “Progreso.”

Another prominent Latino, North American new service is ALPHHA, who has existed since 1983. Music and Dance are also very important elements of Mexican culture. *Santo Nombre* was the first local Mexican marching band in Sacramento during the 1930’s. *Ballet del Sol* was the primary Hispanic Dance group in Sacramento during 1973. A group known as the *Centro de Artistas* or The center of Arts was a very active art group in the Sacramento community during the 1960’s. *Centro de Artistas* sought to collect and preserve exquisite art pieces depicting the proud Mexican horseman from early times.

Sacramento’s Mexican media has grown and now has several Spanish media outlets. Some of these outlets include: KUVS Univision 19, KCSO Telemundo 33, five local Spanish language radio stations, and one popular Spanish language newspaper, known as “El Hispano”. Musical bands, dance groups, and Centro de Artistas are



1.29 Popular Spanish Speaking Television Network

definitely elements that make up Mexican immigrant community of Sacramento (Sac. Ethnic Survey, 1983).

EDUCATION

According to the 2000, U.S. Census, the average household income for Latinos in the United States during 1999, was only \$33,676 annually. The average household income for non-Mexican/White households was \$44,687. And the national average income for the entire United States was \$41,994.

These numbers presented may be a direct result of the lack of education that many Mexicans in the United States acquire due to their difficulty to assimilate into American culture and English language. The Mexican immigrants of the United States as a whole often acquire much less schooling than that of other migrant groups in the United States. Obtaining higher levels of education is vital to the economic success of any migrant group.

Studies have shown that Mexican youth who immigrate to the U.S. between the age of 15 and 21 have high school completion rates of only 28



1.30 Mexican Education

percent. Those youth who arrive in the United States between the ages of 5 and 15 have a slightly better success rate at 40 percent. And children who arrive to the United States before the age of 5 as “near-native” students do much better with a 78 percent of completing high school. This study verifies that higher level of academic achievement is necessary to improve the economic status of Mexican Americans and assimilate them into the economic mainstream of the United States. Further studies reveal that the long-term economic prospects for people of Mexican descent is considerably brighter that of foreign-born immigrants. Second and Third generation Mexican Americans have a greater chance of being successful in the future.



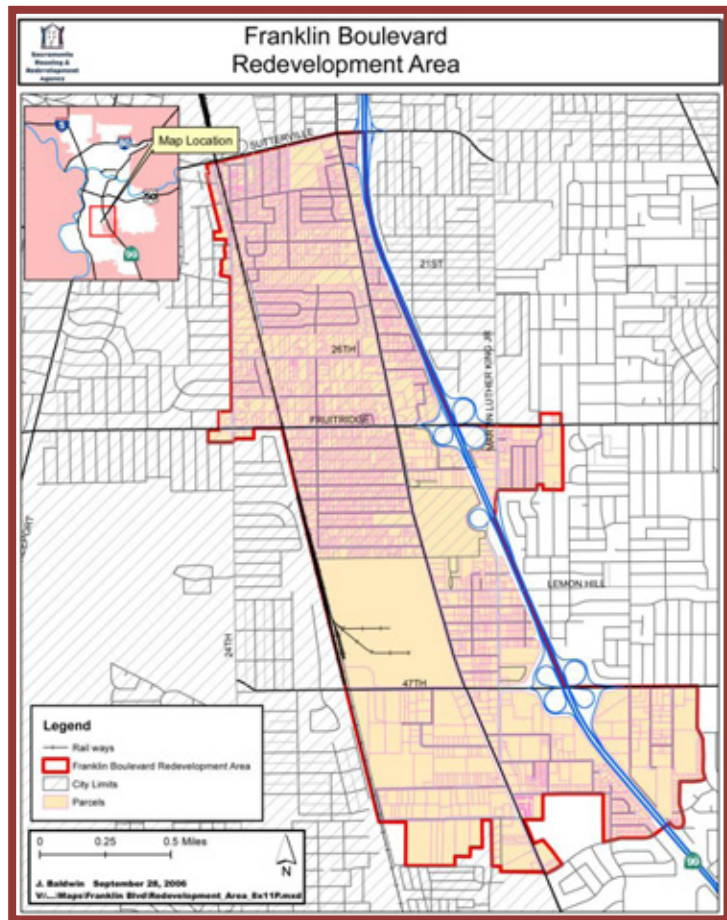
A N A L Y S I S

ANALYSIS

STUDY AREA CONDITIONS

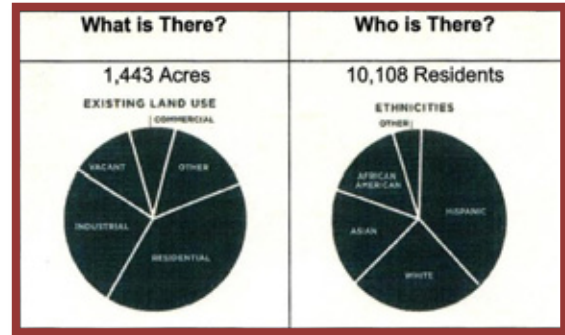
To develop the most effective design solution for the study area, evaluations of the existing conditions were performed. The evaluation included land use and circulation throughout the study area. Observations of these conditions along with historical research and public participation provide suitable criteria for design development.

The northern portion of the study area is located within the City of Sacramento boundaries, while the southern portion is a part of Sacramento County. Though this boundary line bisects the site into two parts, implementation of such a design plan would need to consider these jurisdictions as a joint district.



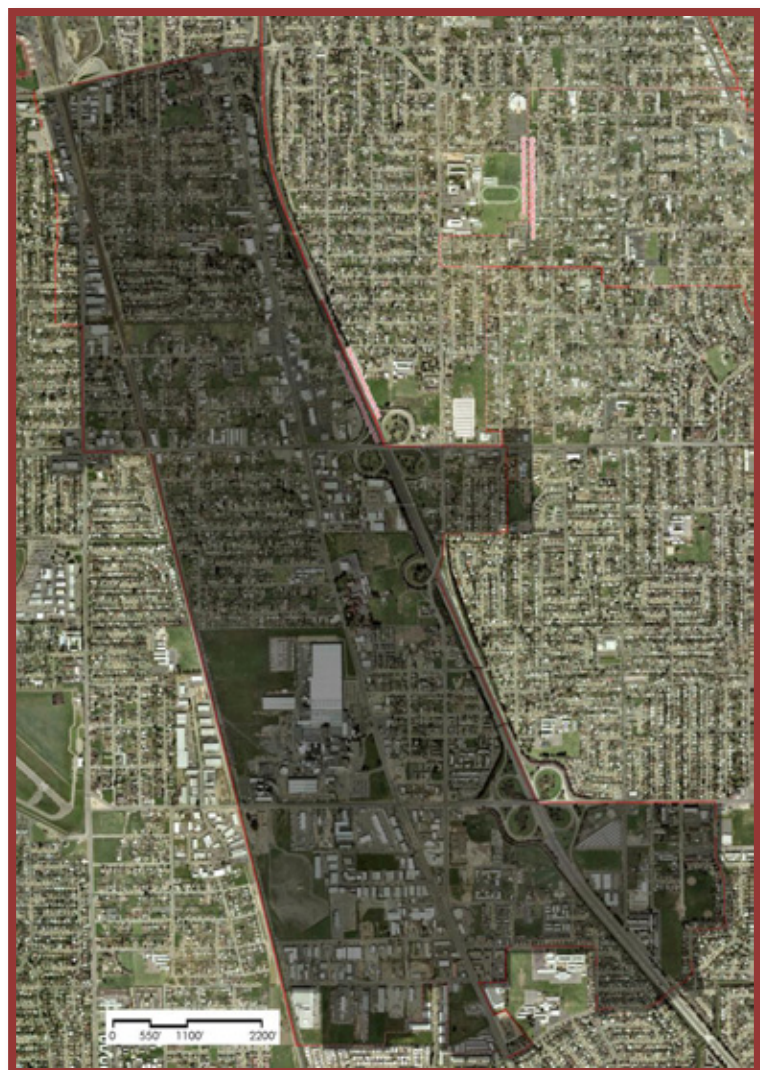
2.01 Franklin Boulevard Redevelopment Study Area

Within the study area there is a total of 1,443 acres of land. Most of this land is residential and possess 10,108 occupants, approximately a third of which are Hispanic.



2.02 Study Area Conditions

The site boundaries are defined by four main features. The eastern portion of the site is bordered by the 99 Highway which was built in 1961. The western border lies along the railroad tracks, where recently added light rail stations have been constructed. The northern boundary is defined by 12th street, which becomes Sutter Road to the east of the highway 99. And the southern boundary is defined by City boundaries and various areas of interest for redevelopment.



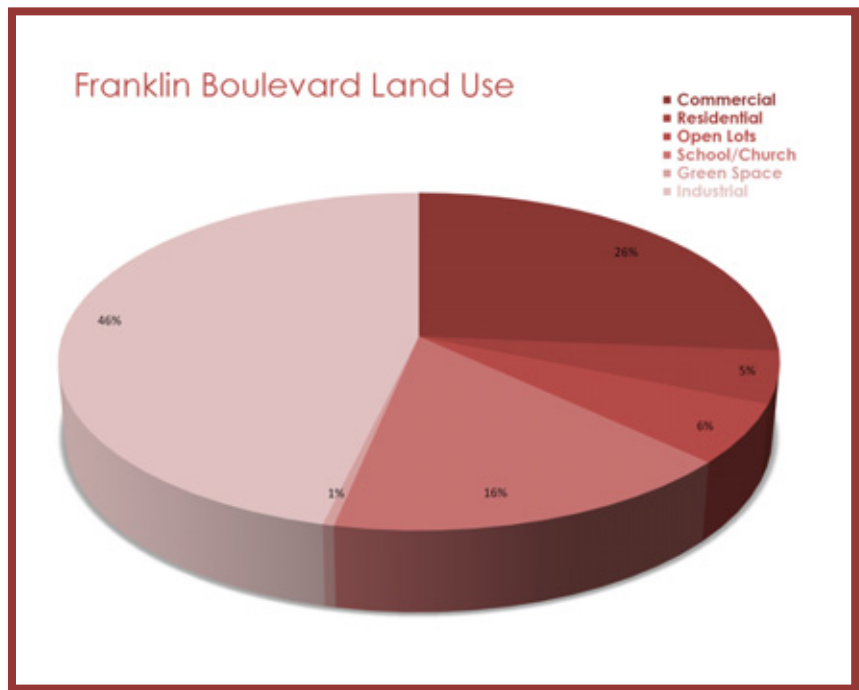
2.03 Redevelopment Study Area

Parking was not deemed an issue of concern for the site according to studies by FEHR & PEERS Associates, Inc 2001. Adequate parking exists on and off street.

LAND USE

The land use along Franklin Boulevard is a combination of industrial, commercial, residential, and civic/public space. The majority of the land along the main corridor of the district, or Franklin Boulevard, is industrial and commercial.

There is no open green space along the Franklin Boulevard corridor other than green space that can be found adjacent to schools within the study area. The study area also possesses less surface area committed to residential use than surface area of unoccupied or vacant lots.



2.04 Land Use Percentages along Franklin Boulevard

EXISTING LAND USE

FRANKLIN BOULEVARD



CIRCULATION

There are four modes of transportation along Franklin Boulevard: pedestrian, bicycle, automobile, and light rail. All modes of transportation should be taken into consideration within the design.

Traffic congestion is a concern along Franklin Boulevard during peak traffic hours. There are many areas that also do not have appropriate curbs, gutters, or sidewalks along the four lane arterial road. Providing alternative means of transportation will help relieve congestion and move the district away from automobile dependency. Beautification of roads and definite curbs and gutters are needed.

There are bike lanes along both sides of Franklin Boulevard south of Fruitridge Road. There are also bike lanes along Fruitridge Road and 47th Avenue on both sides from the light rail station to Franklin Boulevard. However north of Fruitridge Road there are no bike lanes at all.



2.06 Franklin Bike Lanes

Pedestrian traffic exists along Franklin Boulevard; however there are minimal features that support this mode of transportation. Throughout the study area there are no cross walks other than at main intersections. There are also several locations that do not have defined pedestrian paths or sidewalks.

There are two light rail stations within the study area. They are both located west of the site along main roads leading to Franklin Boulevard. These light rail stations provide an alternative means of transportation for commuters. Residential housing would be ideal within a quarter mile radius of stations. A quarter mile radius would make walking to and from the station very simple, and would again promote transportation other than automobile use.

Bus routes 63 and 67 run along Franklin Boulevard. Route 63 runs along the northern and southern portions of the study area and has twenty one stops along the corridor. Route 67 has 22 stops along Franklin all north of 47th Avenue with the exception of the southernmost stop which is just south of 47th Avenue.



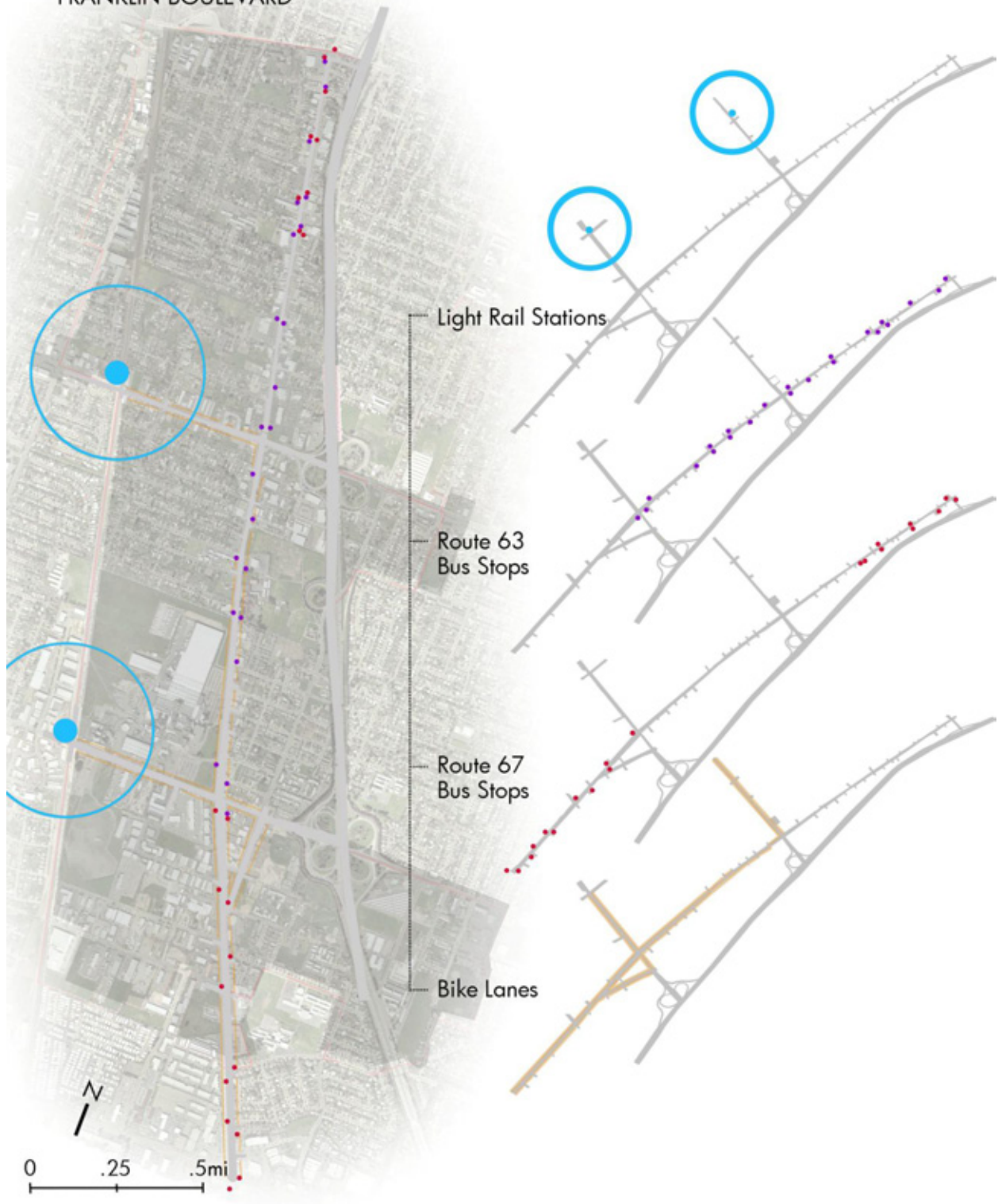
2.07 Sacramento Light Rail Station



2.08 Bus Stop

EXISTING CIRCULATION

FRANKLIN BOULEVARD



SHRA PUBLIC WORKSHOP

Working with the community to develop the best design solutions for the area is a vital part of the design process. The Sacramento Housing and Redevelopment Agency assembled two public workshops to gather input from the community in the beginning phases of improvement planning along Franklin Boulevard. The public workshops were held at St. Rose and St. Patrick Social Halls. Both Halls are located just south of Fruitridge Road along Franklin Boulevard.



2.10 SHRA Public Workshops

PUBLIC WORKSHOP #1 – September 13th, 2000

During the workshop participants were able to voice their opinions, concerns, and visions for the future of Franklin Boulevard. Project sponsors, consultant teams, and subcommittee volunteers had an opportunity to give brief introductions regarding the existing conditions of the corridor, which was followed by a group discussion. After

the discussion, the participants broke out into smaller focus groups, facilitated by professionals to explore different aspects of improvements. At the conclusion, participants regrouped to report their key issues and observations.



2.11 SHRA Public Workshop

PUBLIC WORKSHOP #2 – November 8th 2000

The second workshop was comprised of a brief overview of the first workshop and then presentation and discussion of a proposed draft for the study area. Some of the major design concepts included: creating three major districts along the study area, creating of a village center, introducing streetscape furnishing, creation of new parks, and streetscape redevelopment.

Following the presentation, the community was able to give feedback about the plans. An in-depth discussion was held regarding prioritizing improvements to be made.

BEHAVIOR MAPPING

Behavior mapping was conducted along the major intersections of the Franklin Boulevard Corridor. The behavior mappings would allow insight into the true heart of the barrio and where activity occurred throughout the day.

The behavior mapping was conducted at five different locations along the four mile Franklin Boulevard corridor. The cross streets were (from north to south): 12th Avenue, 21st Avenue, Fruitridge Road, 47th Avenue, and Florin Road. The intersections included in the behavior mapping were major intersections that were near Highway 99 onramps to the east, with the exception of 21st street which is the chosen location for the civic plaza.

The behavior mapping recorded a five minute period at each intersection. The mapping recorded different random time frames of the day at random days of the week. Behavior mapping was conducted a total of twenty minutes at each intersection. Any viewable foot traffic that took place during the observation time frame was



2.12 Behavior Mapping Locations

recorded and mapped, along with the assumed ethnicity and gender of the individual being recorded.

Identifying areas with high levels of foot traffic will help indicate which intersections are of high interest and importance to the community.

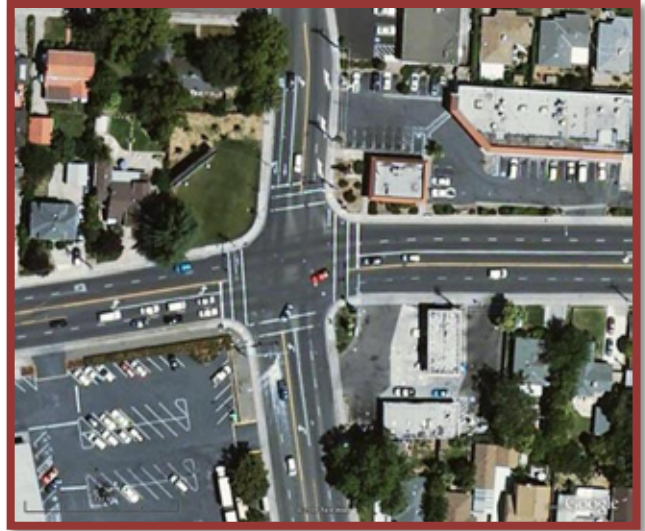
Recording the pedestrian foot traffic at different hours of the day will help display at what times particular areas are in use or not in use.

Recording the assumed ethnicities of individuals will help to identify the location of social central areas along Franklin Boulevard. Finally recording the gender of individuals will help to show whether particular areas are catered toward males or females, for whatever reason.

Also recording the gender may indicate issues of safety. Areas that may be under used by women could be locations where women feel unsafe, which indicates possible security problems with the location.

12TH AVENUE

The northern most intersection was the 12th Avenue. The northeast corner of the intersection contains a Yum Yum Donut shop along with several other little shops further away from the intersection. The southeast corner has shell gas station and several homes just further south. The southwest corner contains a grocery store called Mercado Loco, a recycling center, and a bus stop along the street. The northwest corner is an open lot of grass with a billboard advertisement adjacent to homes on both sides.



12th Avenue & Franklin Boulevard Intersection



2.14 Northeast Corner



2.15 Southwest Corner

21st AVENUE

21st Avenue located along Franklin Boulevard is the site for the proposed civic plaza. It is the only intersection that was observed that does not connect to the freeway. However, it is one of the few streets without a freeway connection that connects to the adjacent Oak Park community. This makes it an important connection point and is heavily traveled by parents and children of Oak Park to reach the Ethel Philips School to the west of the intersection. The northeast corner has a bus stop and a bike shop, as well as two new shops, a bridal dress shop and a salon. The southeast corner contains abandoned buildings that would be the location of the civic plaza. To the southwest there are a few shops that include Mora's Boots and La Hacienda Market. Red Plumbing is located on the northwest corner. Just behind Mora's Boots and La Hacienda Market is the Ethel Philips School which contains the only green space along the entire four mile corridor.



2.16 21ST Avenue & Franklin Boulevard



2.17 Southwest Corner



2.18 Southeast Corner - Future Location of Cultural Plaza

FRUITRIDGE ROAD

The Fruitridge Road and Franklin Boulevard intersection is one of the true commercial intersections with restaurants and shops on every corner. The north east corner has a fairly new Jim Boys Taco Fast-food shop along with Auto Zone, a vacant lot, and a strip of clothing shops, medical facilities, and a Ritmo Musica store. The southeast corner has a Valero Gas Station, Rick's Hacienda restaurant and new pedestrian friendly cross walk islands. To the southwest is Caballo Blanco restaurant, a floral shop, and a hair salon all with new sidewalks, landscaping and bike lanes. The northwest corner contains La Favorita Taqueria restaurant, Disco Sanchez Records store, a bus stop and several smaller shops along with a new pedestrian friendly island also.



2.19 Fruitridge Road & Franklin Boulevard



2.20 Fruitridge & Franklin Intersection from southeast corner

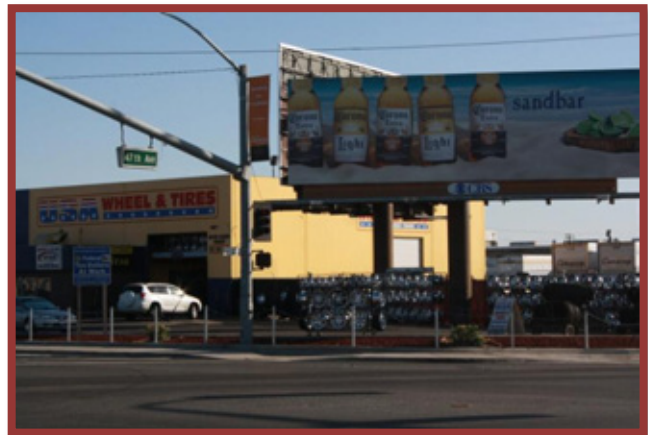
47th AVENUE

47th Avenue is the location of the Campbell Soup Factory on the northwest corner, which helped spark growth of the Mexican community in the area. The northeast corner has a gas station and liquor shop with an adjacent empty lot. The southeast corner has a NAPA Auto Parts Shop that takes up most of the corner. To the



2.21 47th Avenue & Franklin Intersection

southwest there is a vacant lot with a billboard and a USA Wheels and Tires Store and several other auto repair shops. All four corners have sidewalks and bike lanes.



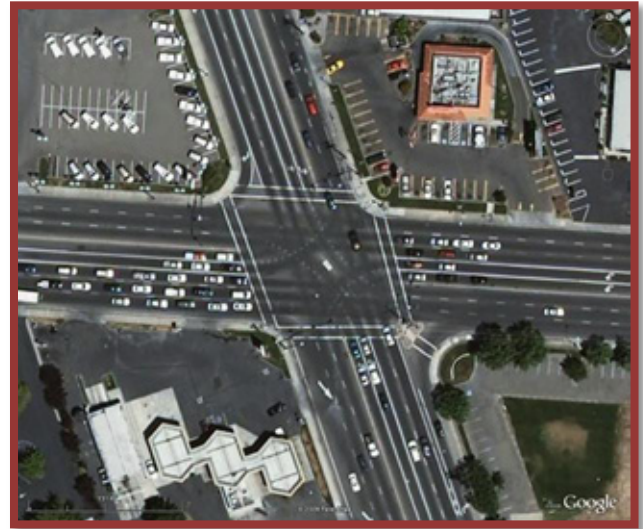
2.22 Southwest corner at 47th Avenue



2.23 Northwest Corner at 47th Avenue

FLORIN ROAD

A main intersection just south of the study site was Florin Road. Although the intersection is not included in the study area, behavior mapping was conducted to see if there were any connections or noticeable difference from the intersections within the study area boundaries. To the northeast corner is a Carl's Jr., a Pizza Hut and a bus stop. To the southeast a bus stop and a parking lot to the Southgate Plaza shopping area. To the southwest a Shell Gas station and a bus stop. The northwest corner is vacant parking lot that was once a car dealership.



Florin Road & Franklin Boulevard Intersection



2.25 Southeast Corner at Florin Road

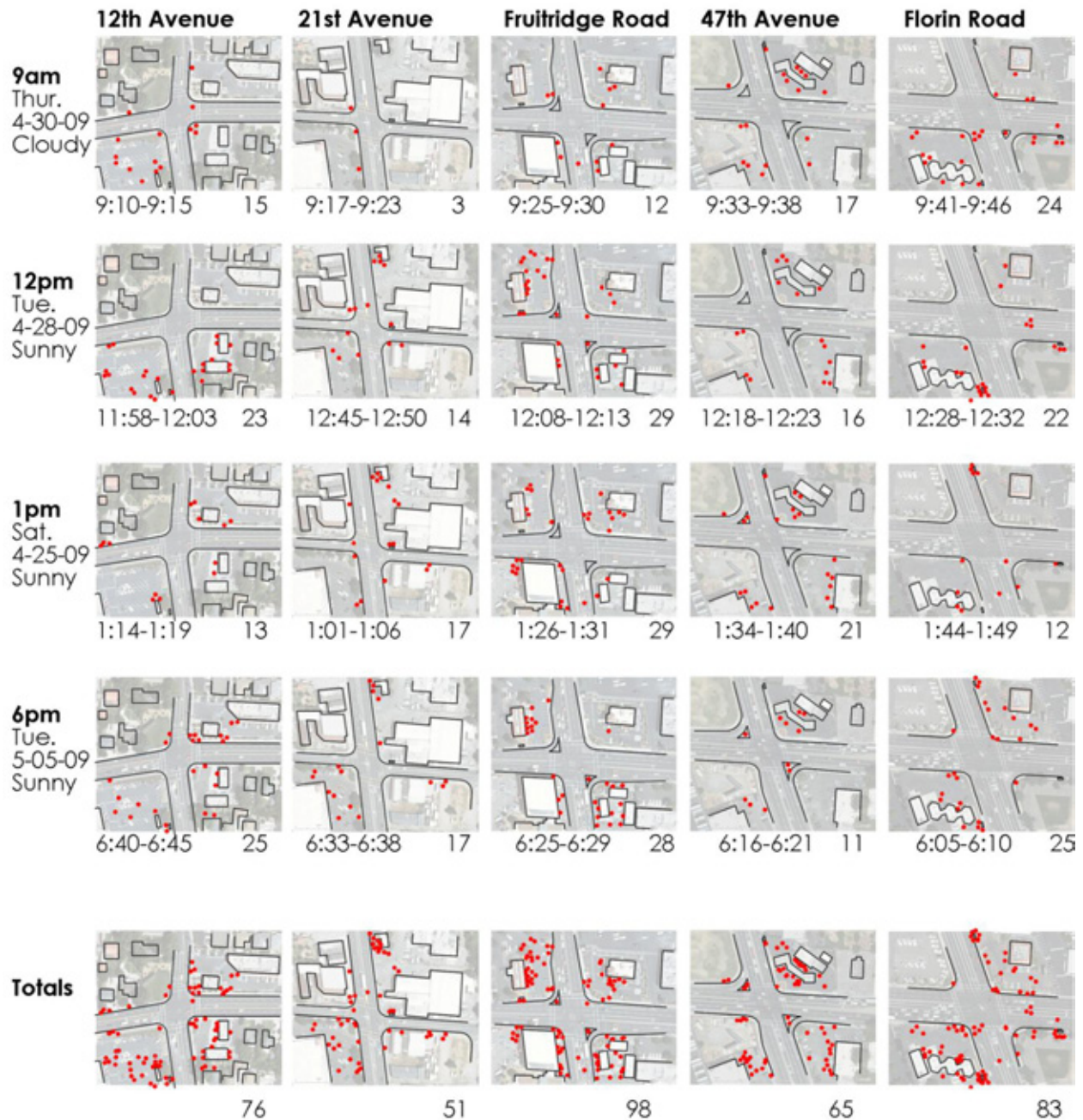


2.26 Southwest Corner at Florin Road

CONCLUSION

The findings revealed over a total twenty minute period which areas had the most pedestrian traffic and the gender and ethnicity of its users.

Franklin Boulevard Behavior Mapping



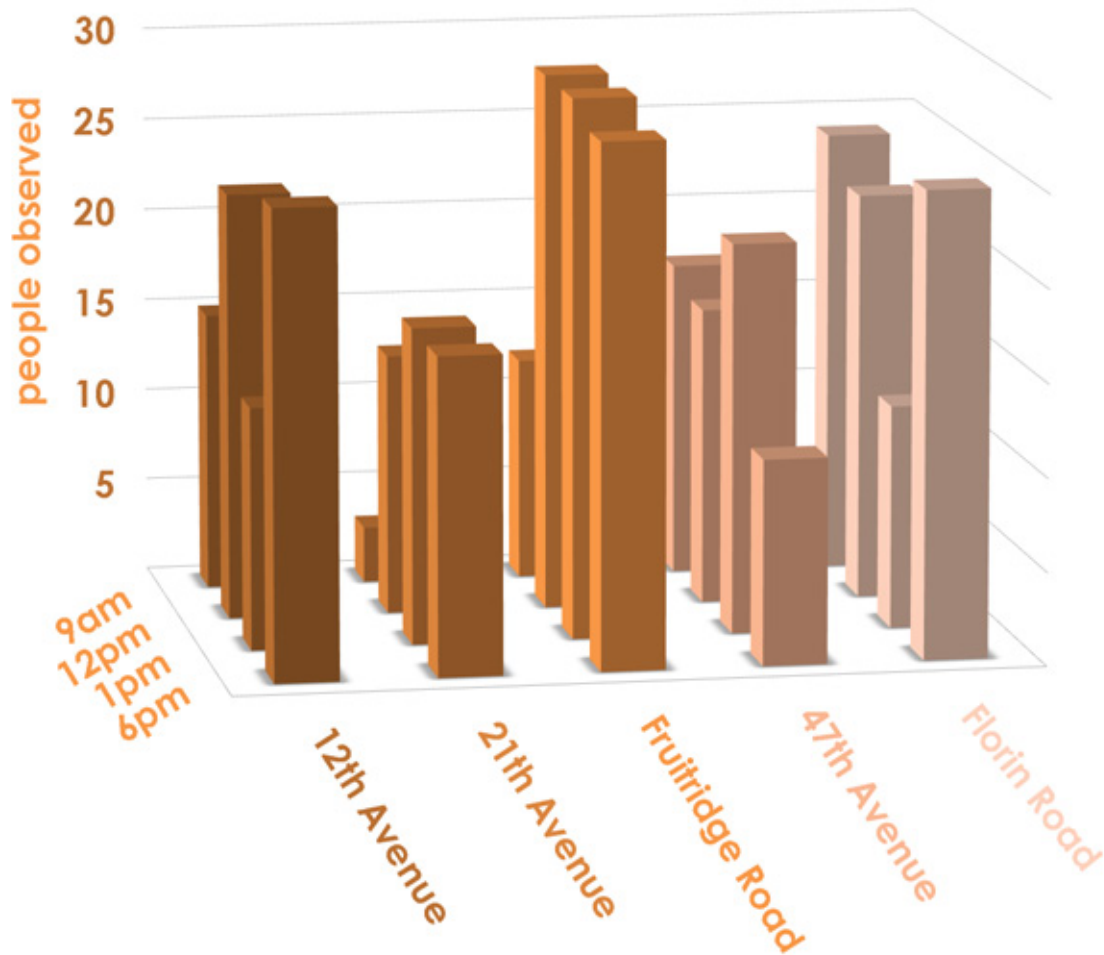
The most heavily used intersection by pedestrians was Fruitridge Road with ninety eight total recorded users in twenty minutes. Twelve pedestrians were recorded at nine in the morning twenty nine users at noon, twenty nine at one in the afternoon, and twenty eight at six in the evening. Of



the ninety eight pedestrian recorded seventy one were assumed to be of Mexican descent, indicating approximately 72% of its users throughout the day to be Mexican. Sixty four of the ninety eight individuals were male, or 65% of the pedestrians along Franklin and Fruitridge throughout the day were men.

The second most frequently used intersection was Florin Road with eighty three users in a twenty minute period. Despite a shopping center and three bus stops, this location still did not achieve higher numbers than Fruitridge Road. There were twenty four users at nine in the morning, twenty two users at noon, twelve users at one in the afternoon, and twenty five users at six in the evening. Thirty four of the users observed were assumed to be of Mexican descent, indicating only 40% of the daily users to be of Mexican descent. Although 40% is nearly half, it is

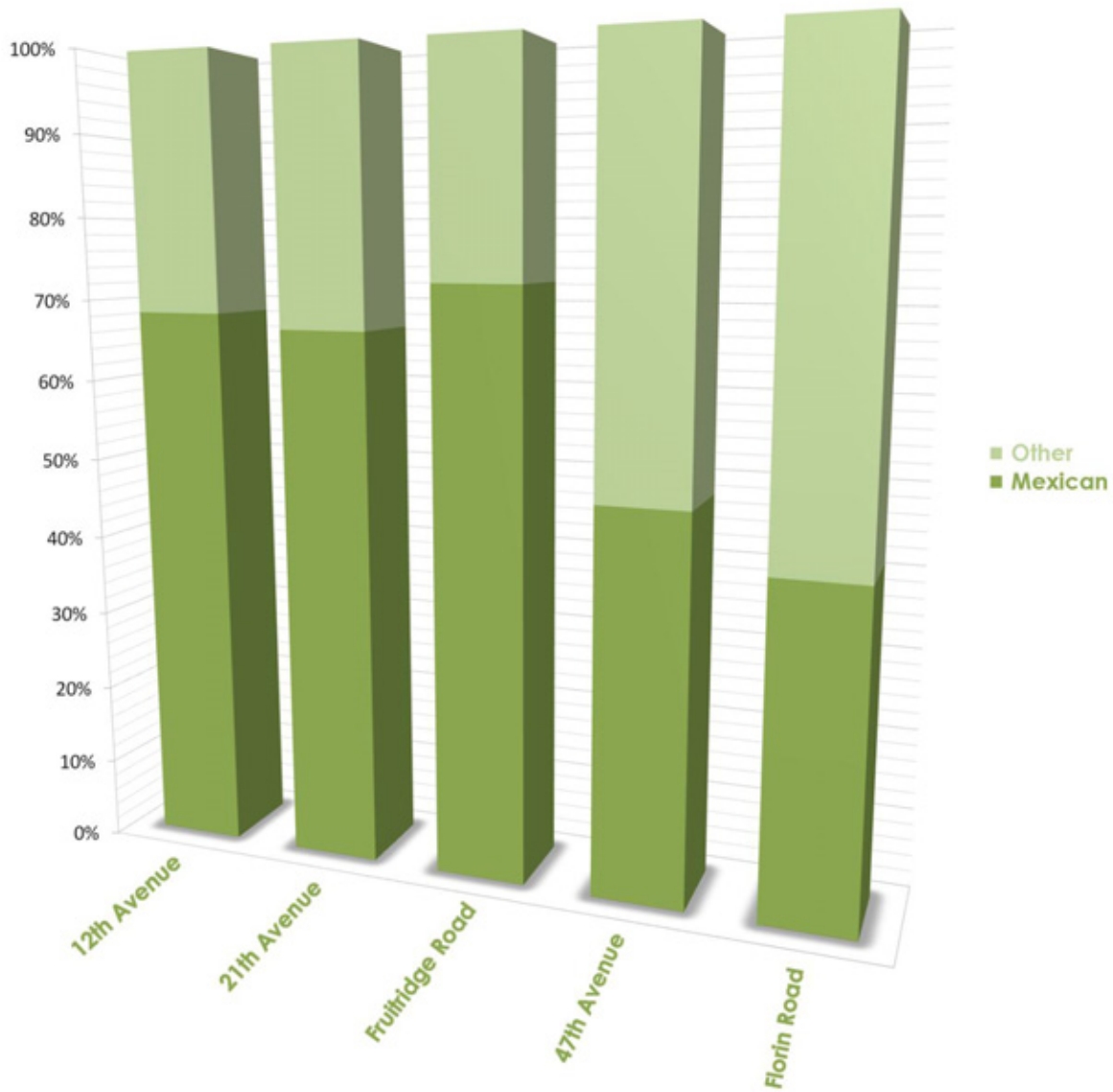
significantly lower than the 72% seen along Fruitridge Road. Forty eight of the observed pedestrian users were male, showing 58% of the users were men.



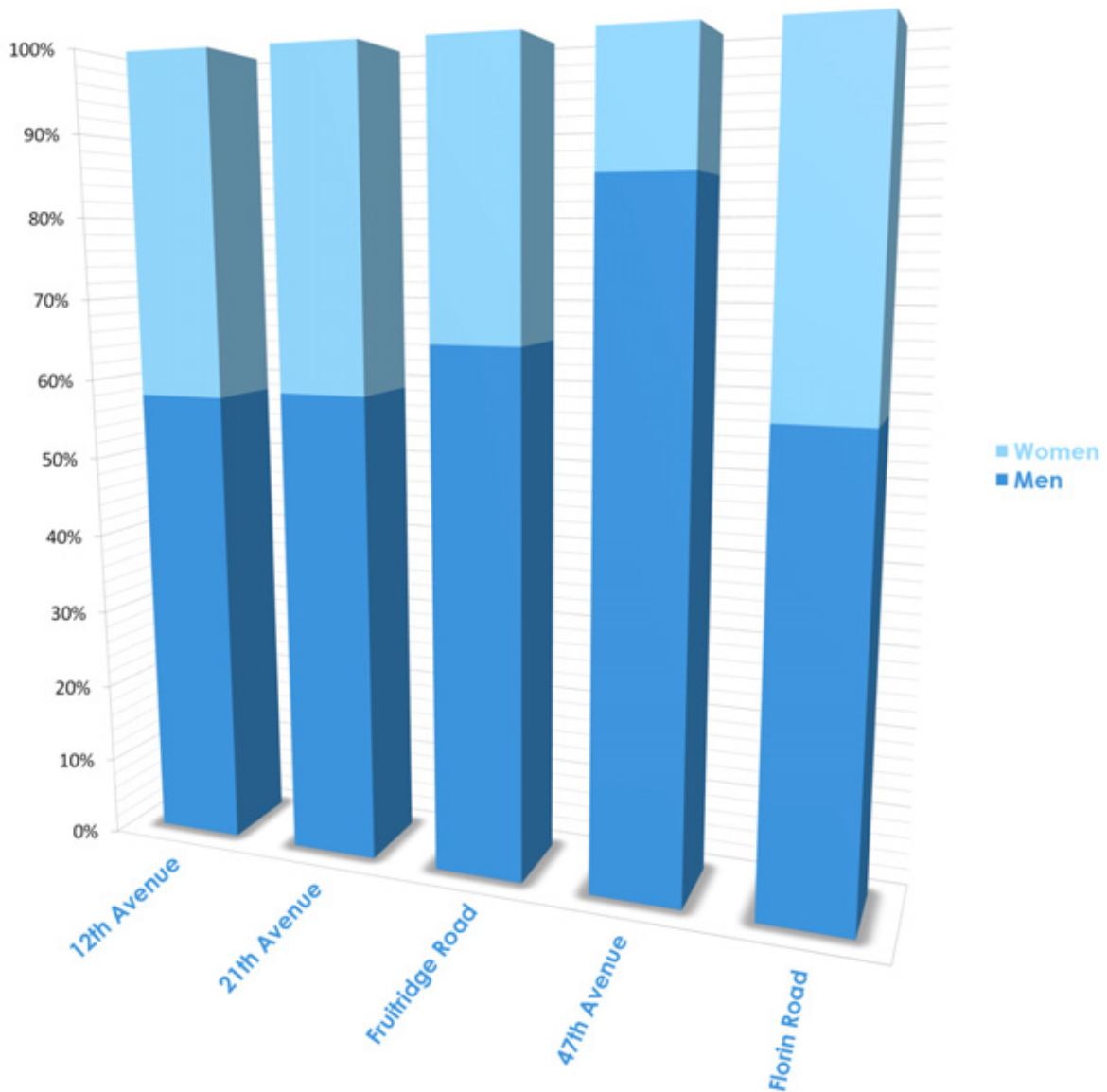
12th Avenue, the northern most intersection of all the observed locations had a total of seventy six users. Fifteen at nine in the morning, twenty three at noon, thirteen at one in the afternoon, and a peak at six in the evening with twenty five

recorded pedestrian users. Fifty two were assumed to be of Mexican descent, indicating 68% of the users to be Mexican. Forty four of the seventy six were male and thirty two were female, showing 58% of the users during the recorded time were men.

The main intersection with the least activity was



47th Avenue. 47th Avenue had a total of sixty five users over a twenty minute period. Seventeen users at nine in the morning, sixteen users at noon, twenty one users at one in the afternoon, and only eleven pedestrian users were observed



at six in the evening. Thirty one of the sixty five observed pedestrians were assumed to be Mexican, which indicates 47% of all users to be Mexican. Out of the sixty five total observed individuals, only ten were women and fifty five were men. These numbers indicate that throughout the day nearly 85% of the users along 47th Avenue are men. Like Florin, 47th Avenue was the only other major intersection to have fewer than 50% of its users assumed Mexican. These numbers would imply that the Mexican community begins to diminish as you move toward the southern portion of the Franklin corridor.

The proposed site for the civic plaza, 21st Avenue, had a total of fifty one recorded users. Only three pedestrians were recorded at nine in the morning, fourteen at noon, seventeen at one in the afternoon, and seventeen at six in the evening. Although fifty one is the lowest recorded number, no observations were performed at eight in the morning or at three in the afternoon which are peak pedestrian traffic hours for the Ethel Philips School, due to an inability to record during these hours. 21st Avenue is also the only location which was not considered a major intersection with freeway

access. Taking the following into consideration, the numbers for 21st Avenue displayed significant use. Thirty four of the fifty one observed individuals were assumed to be Mexican, which is 67%. Thirty of the observed individuals were men and twenty one were women, establishing 58% of the users during the recorded time to men.

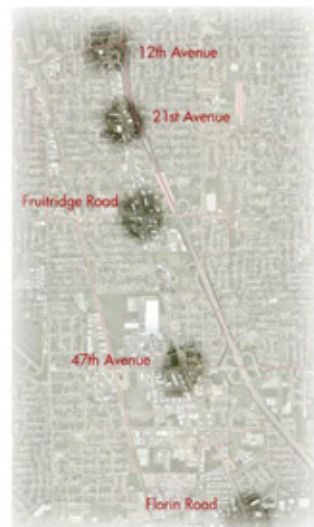
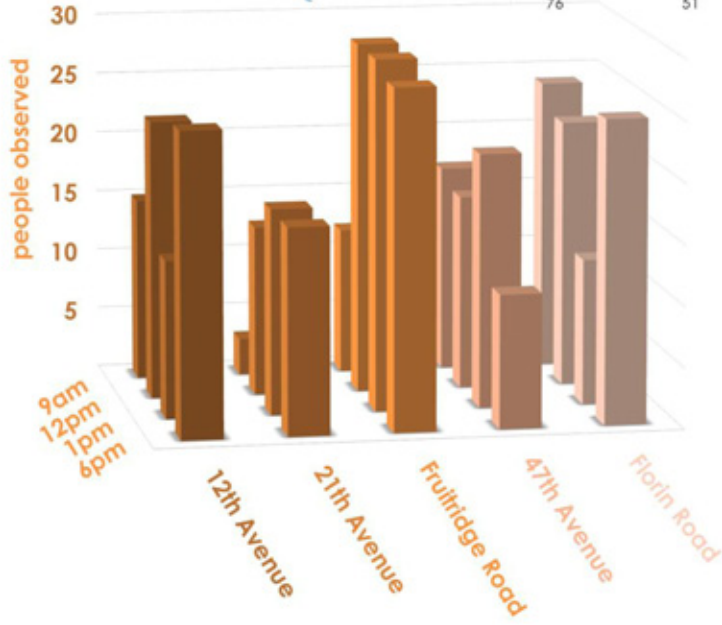
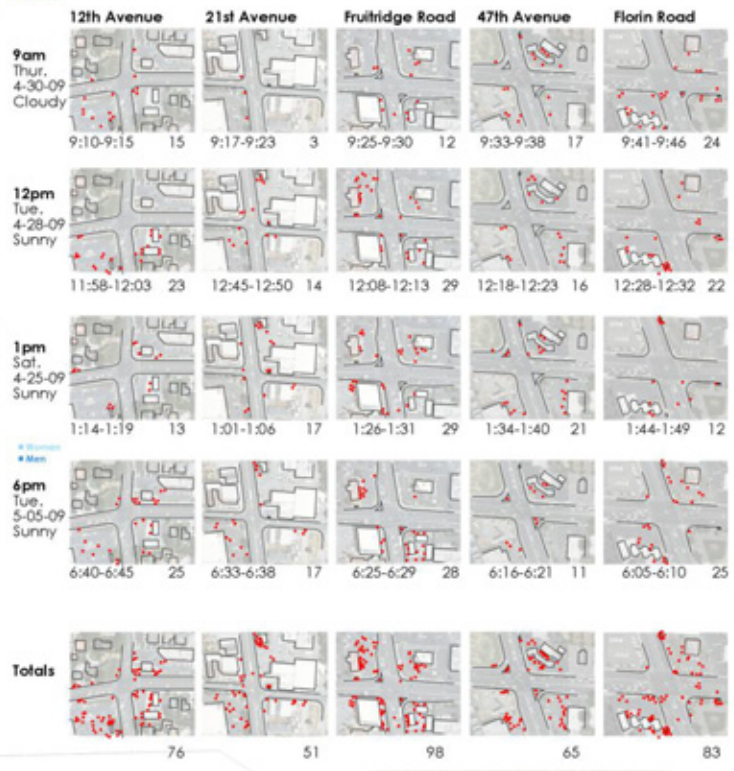
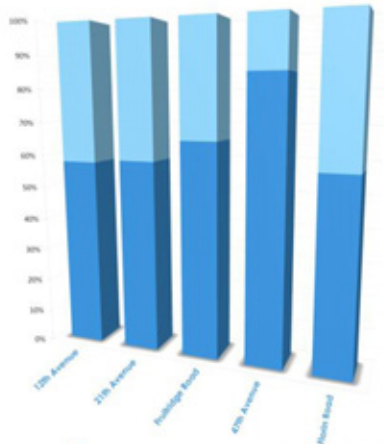
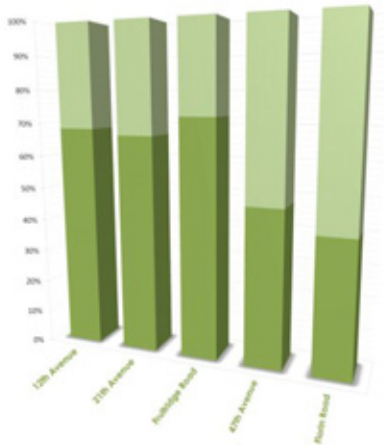
Overall the heart of the Mexican community is revealed between 12th Avenue and Fruitridge Boulevard. All three observed locations within the area had over 65% of pedestrian users assumed to be of Mexican descent. The numbers decline the further south you move along the corridor from Fruitridge Road.

Areas with denser commercial use, such as 12th Avenue, Fruitridge Road, and Florin Road, appeared to have more pedestrian activity.

All locations observed had a little over 50% of the users as men, with the exception of 47th Avenue with 85%. Regarding safety and security along the corridor, this may indicate that there are areas that need improvement. Areas that become deserted at night such as 47th Avenue could further emphasize this need.

Behavior Mapping

barrio alegre



INTERVIEW QUESTIONS

Interviews were conducted along Franklin Boulevard Friday, May 15, 2009. One on one interaction with individuals who live and experience Franklin Boulevard and its barrio every day can provide insight to the needs of the community. The objective of the interview was to identify the greatest areas of concern to the community, and to better understand the origins of the Diaspora community and how it may or may not identify itself as a whole.

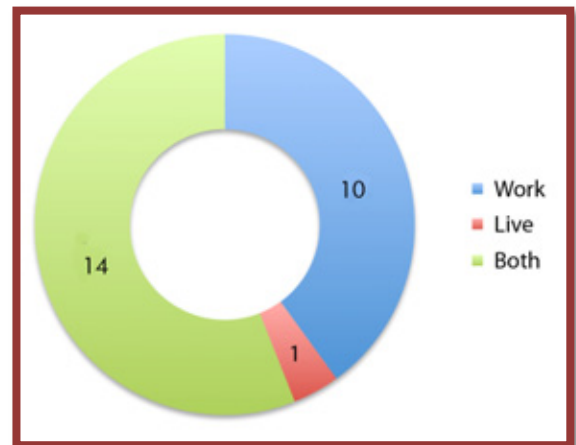
Eight questions were developed. The questions attempted to remain open ended to allow those interviewed to express an uninfluenced response to the questioned posed. The first four questions addressed the interviewee's opinion toward Franklin Boulevard as well as identifying the amount of interaction with the study area.

The last four questions addressed cultural identification of the individuals. It would determine how the interviewee identified themselves and their culture.

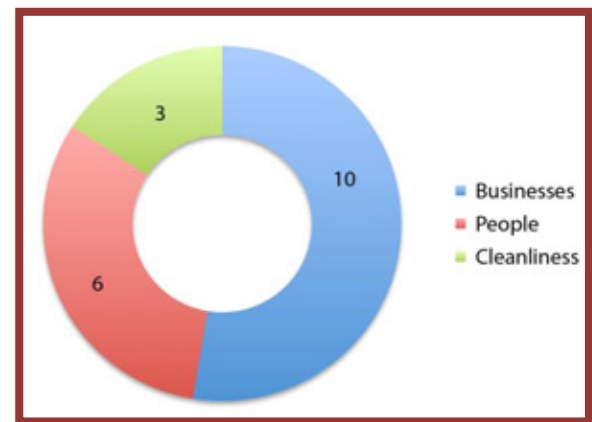
Twenty five individuals were interviewed along Franklin Boulevard between 11am and 2pm on May 22, 2009. Fifteen of the interviews were conducted in Spanish, and ten were in English. Every person involved in the interview process either worked or lived along Franklin and interacted with the barrio on a daily basis. Many of those interviewed did not complete the entire survey, explaining they could not think of answers for particular questions. Therefore the results were developed with fewer responses in some instances.

Question one was answered by every individual that participated in the interviews. Fourteen people worked along Franklin Boulevard, but did not live there. Ten people both lived and worked along Franklin, and only one individual lived along Franklin Boulevard, but did not work there. This identified the credibility of those interviewed.

The second question had three main responses among those interviewed. Ten of those interviewed said that they enjoyed the businesses that existed along the corridor, six mentioned their like for the people that were there, and three mentioned that they enjoyed the cleanliness and aesthetics of Franklin.

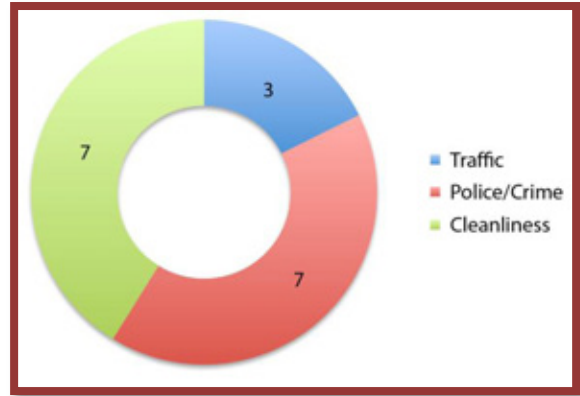


2.33 Question One



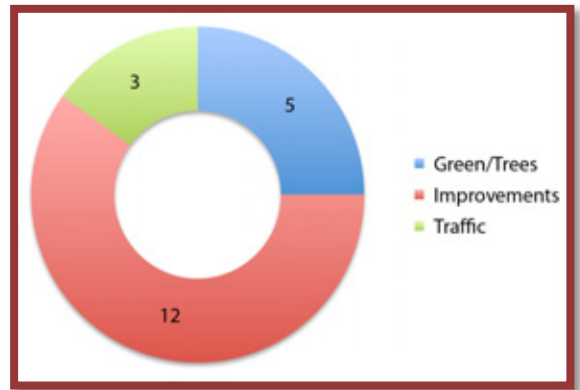
2.34 Question Two

Question three had even fewer responses. Three people said they did not enjoy traffic congestion that occurs on Franklin during peak traffic hours. Seven people complained about crime, robbery, police harassment, and the general security of the barrio. Lastly seven individuals said they did not enjoy the conditions and aesthetics of Franklin Boulevard.



2.35 Question Three

Question four, which addressed desired changes along Franklin, received a total of twenty responses. Of the twenty, twelve individuals said they would like to see general improvements and modernization occur along Franklin Boulevard, particularly those that would draw more visitors to the businesses and shops. Five individuals said they would like to see more trees and green space along Franklin Boulevard, and three said they would like to see improvements that would address Franklin’s traffic congestion.



2.36 Question Four

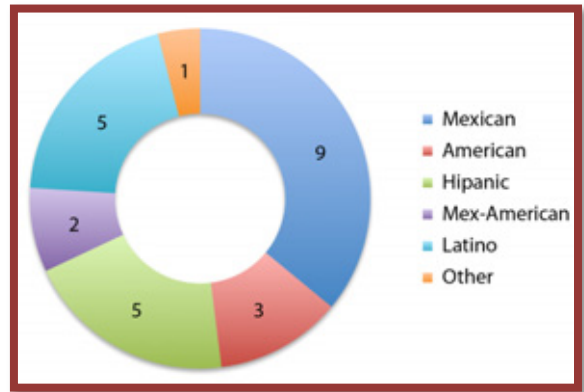
Question five, addressed the origin of Mexican individuals who lived along the corridor. The responses revealed a mixture of states that people came from in Mexico. The most popular among those interviewed was the state of Jalisco. Three people mentioned their families came from Michoacán. Two people said their family came



2.37 Question Five

from Nayarit, and two others said Oaxaca. There were nine other responses from individuals who said they were of Mexican origin that either did not specify their state of origin, or were the only one in the interview process from a particular state.

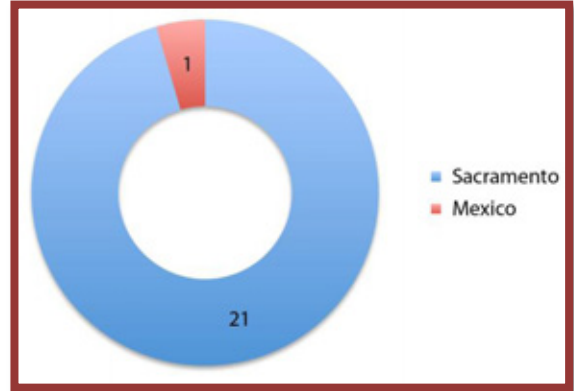
The sixth question addressed self identification with the Mexican culture. Individuals were asked which of the following classifications best fit them in their opinion: Mexican, American, Mexican-American, Chicano, Latino, Hispanic, or other. There were a total of twenty two responses from Mexican individuals. Nine said they classified themselves as Mexican, three as American, five said Hispanic, two said Mexican-American, five said Latino, one individual responded other, and none of those interviewed said the identified themselves as Chicano. This reveals different opinions and understandings of classifications of identity, regarding cultural identification.



2.38 Question Six

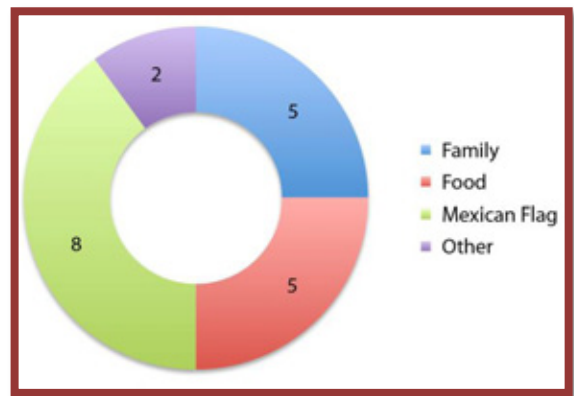
When asked, in question seven, where the individual considered home, the responses were astoundingly one sided. Twenty one out of twenty two people said they felt that Sacramento was home, regardless of their place of birth.

Only one individual said they still considered Mexico home. This may reveal acceptance and identity with the barrio. As these individuals identify Sacramento as their home, it reveals a sense of belonging. This sense of belonging to place is an element that can be harnessed to positively affect and improve a community.



2.39 Question Seven

The final question asked what symbol or element did the interviewer associate with their Mexican culture. Five individuals said tight-knit Mexican families, five people said Mexican food, and eight individuals said the eagle on the Mexican flag. Two responses were different, but were very valid answers. One person said the Catholic Church, which is the dominant religion in the Mexican culture. Another individual replied “California, California is Mexico, and California was Mexico”. This was a very fascinating response. Whether meant politically, or culturally, the individual felt such a great sense of ownership to California that they went so far as to identify their Mexican-American heritage with the North American state of California.



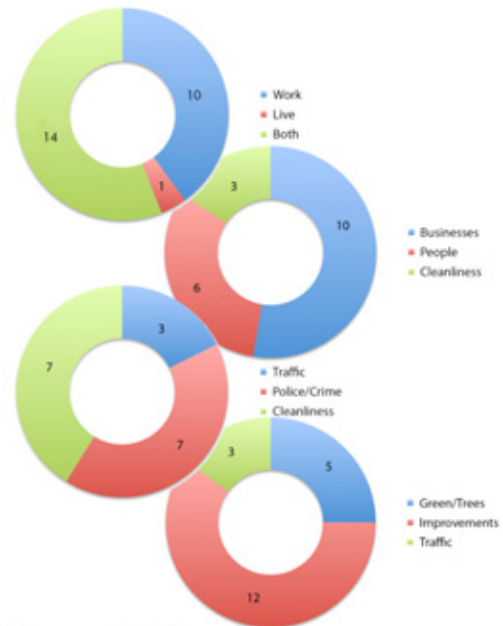
2.40 Question Eight

Survey Questions

diaspora landscape | **barrio alegre**

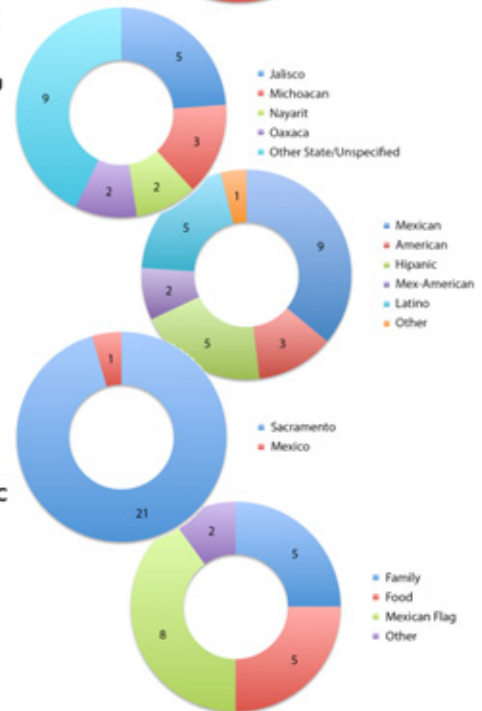
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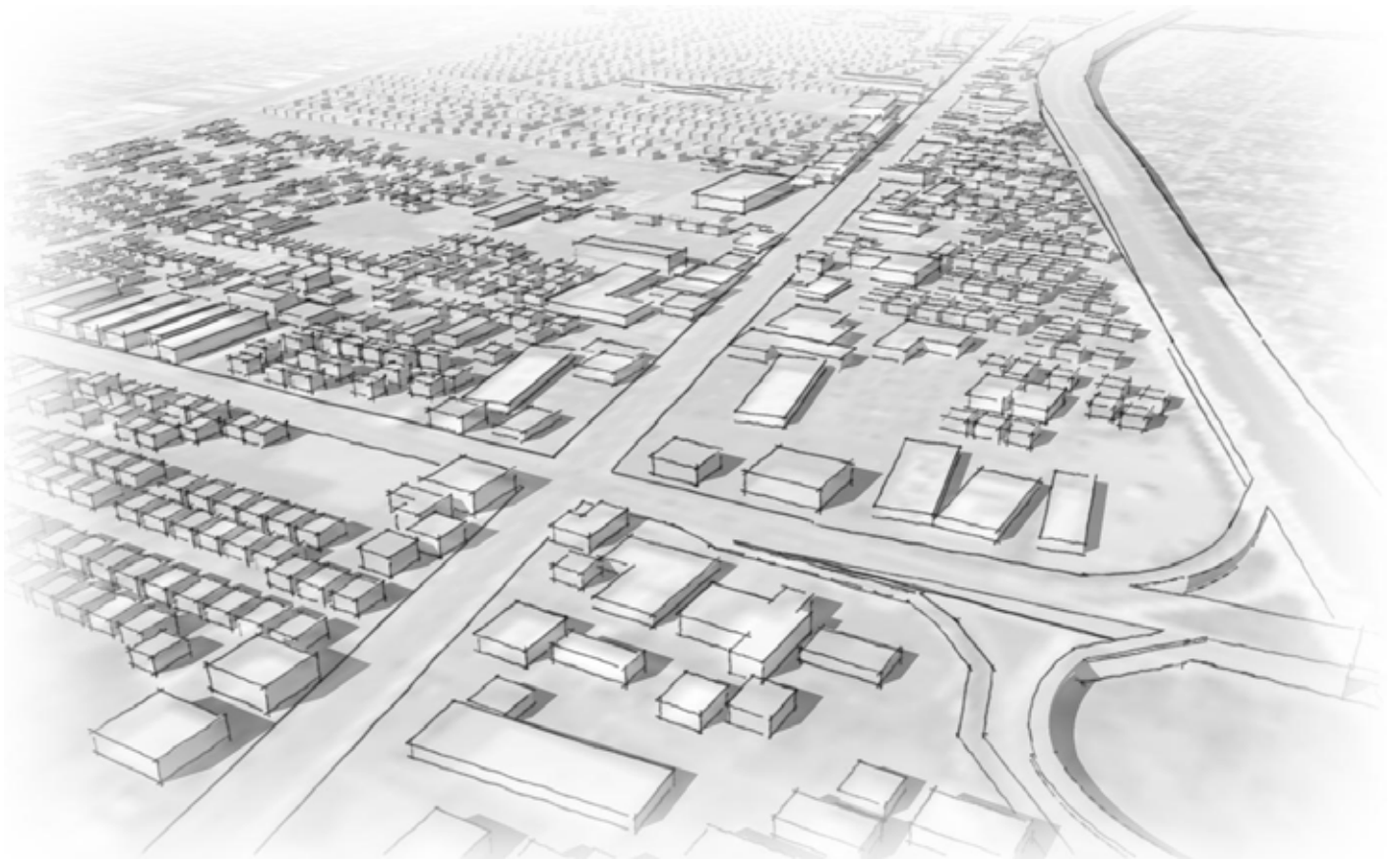
1. Do you (live, work, both) near Franklin Boulevard.
Usted vive o trabaja cercas de Franklin Blvd.
2. What do you like about Franklin Boulevard?
Que es lo que le gusta de Franklin Blvd.
3. What do you not like about Franklin Boulevard?
Que no le gusta de Franklin Blvd
4. What would you like to see change?
Hay algun cambio que le gustaria ver en la area.



Part 2

5. What ethnicity are you?
If Mexican, from what Mexican state did your family originate from?
De que raza es usted? Si es Mexicano, de que parte es su familia
6. Do you consider yourself Mexican, American, Mexican American, Latino, Hispanic, Chicano, Other?
Usted se considera: Mexicano/a, Americano/a, Mexicano/a-Americano/a, Latino, Hispano, Chicano o otro?
7. What place do you call home?
Donde llamaría usted su hogar? (donde se siente más cómodo)
8. What symbol or element do you feel represents your ethnic heritage?
Que símbolo siente usted que representa a usted y su origen de su raza





D E S I G N

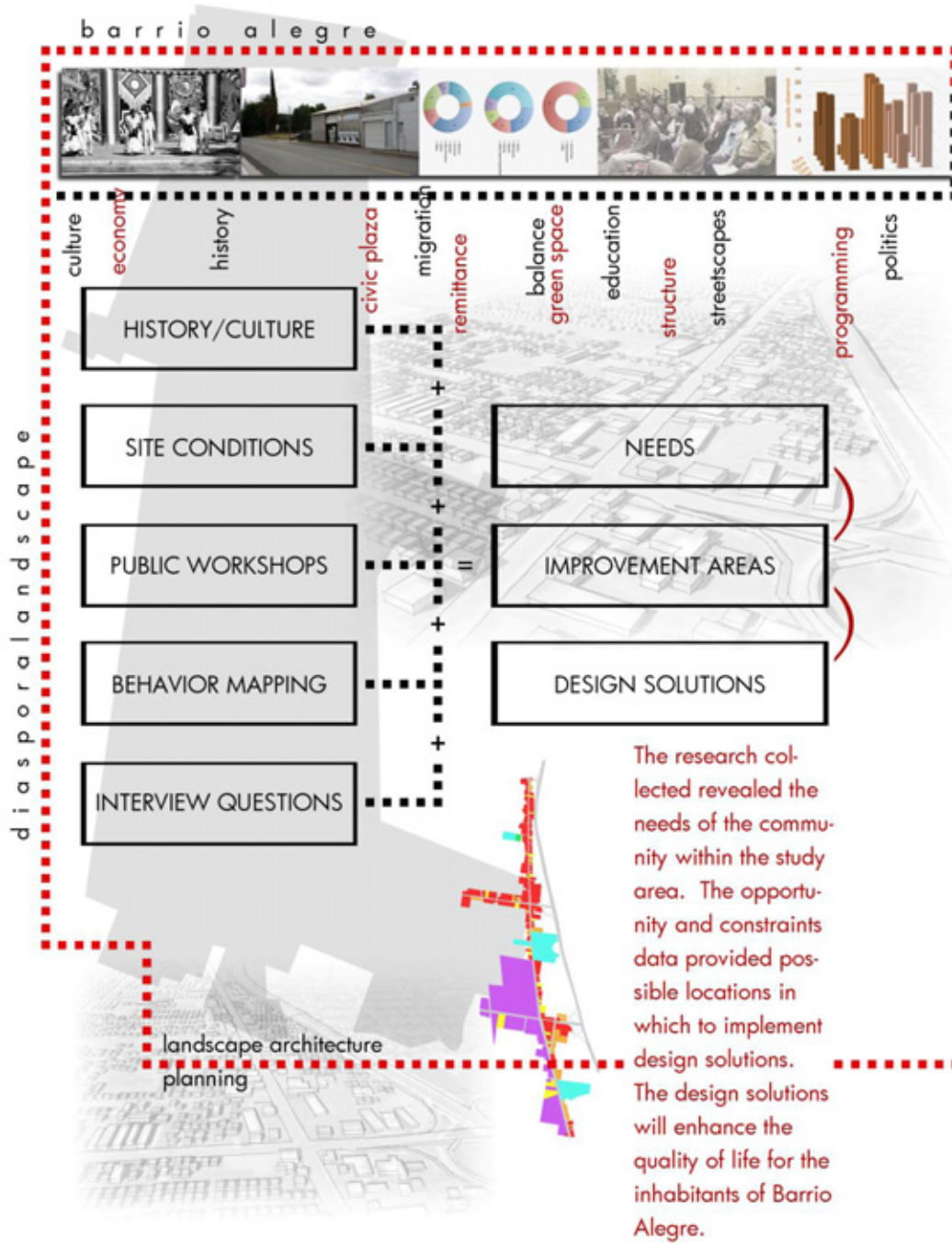
DESIGN

VISION STATEMENT

The Barrio Alegre urban design plan is intended to guide growth and public improvements along Franklin Boulevard and throughout the study area.

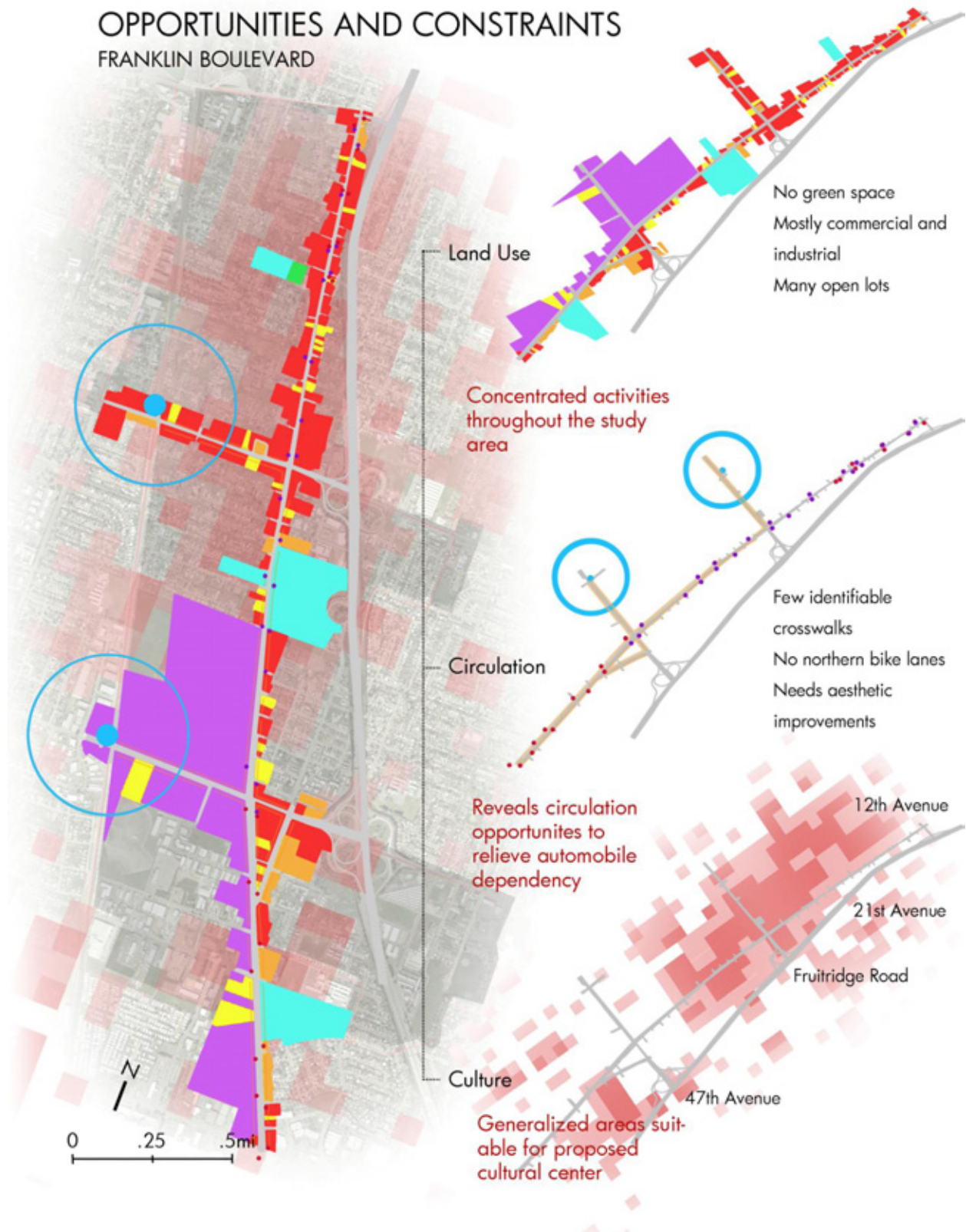
The design plan recognizes the importance of the Mexican based culture in the Diaspora community and provides a culturally based strategy that promotes economic growth, transportation choices, streetscape improvements and green space for the Barrio Alegre area.

The research collected reveals the needs of the community within the study area. The opportunity and constraints data provides possible locations in which to implement design solutions. The design solutions will enhance the quality of life for the inhabitants of Barrio Alegre.



OPPORTUNITIES AND CONSTRAINTS

FRANKLIN BOULEVARD

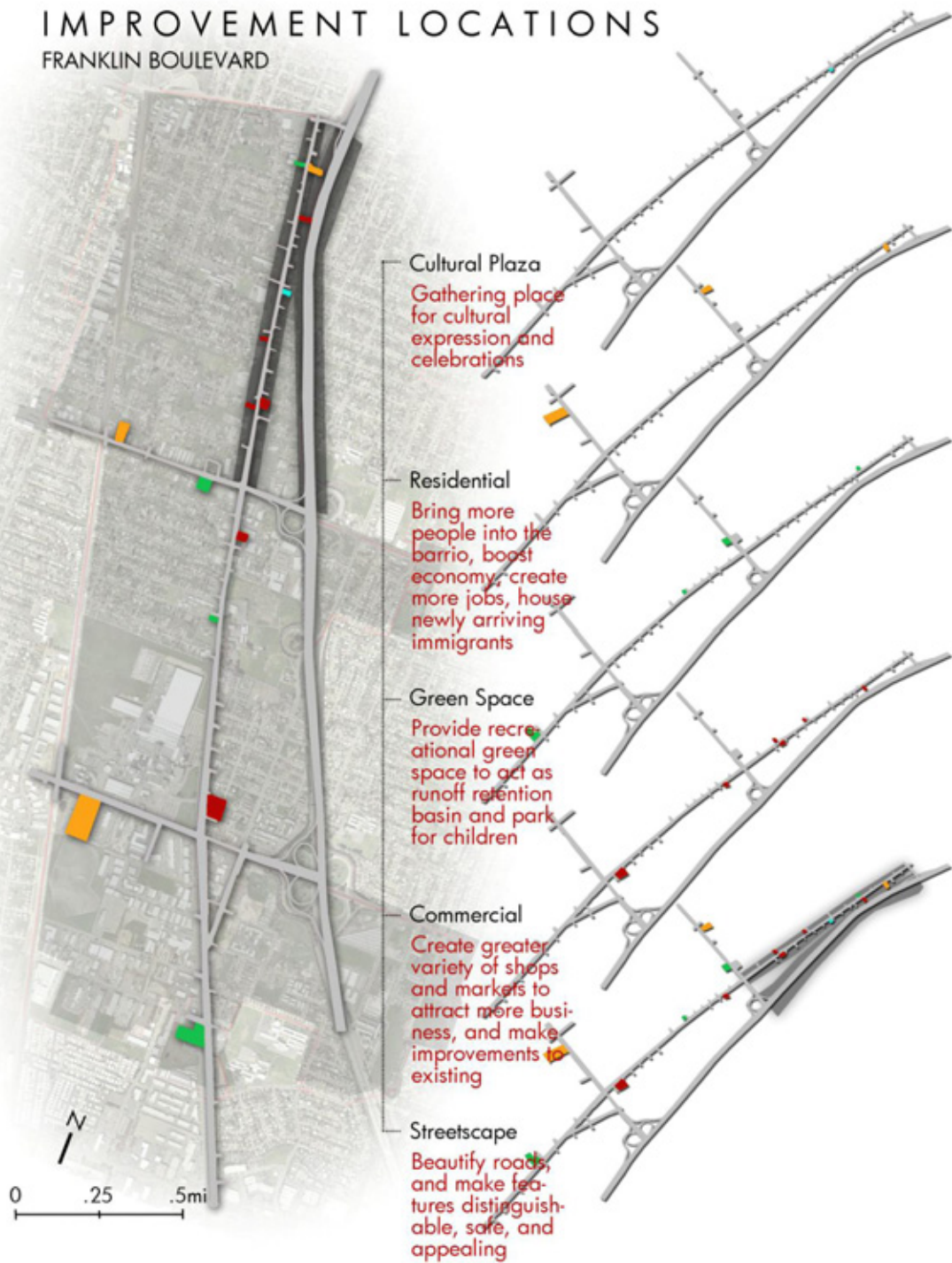


DESIGN GOALS

1. Identify and portray the barrio's historic *Mexican Diaspora culture* in the built environment by means of landscape architecture and design.
2. Promote economic growth through green space development, architectural improvements and affordable housing on *unoccupied lots and existing buildings*.
3. Reduce automobile dependency by *ensuring safe, convenient and aesthetically pleasing bicycle and pedestrian access* throughout the site.

IMPROVEMENT LOCATIONS

FRANKLIN BOULEVARD



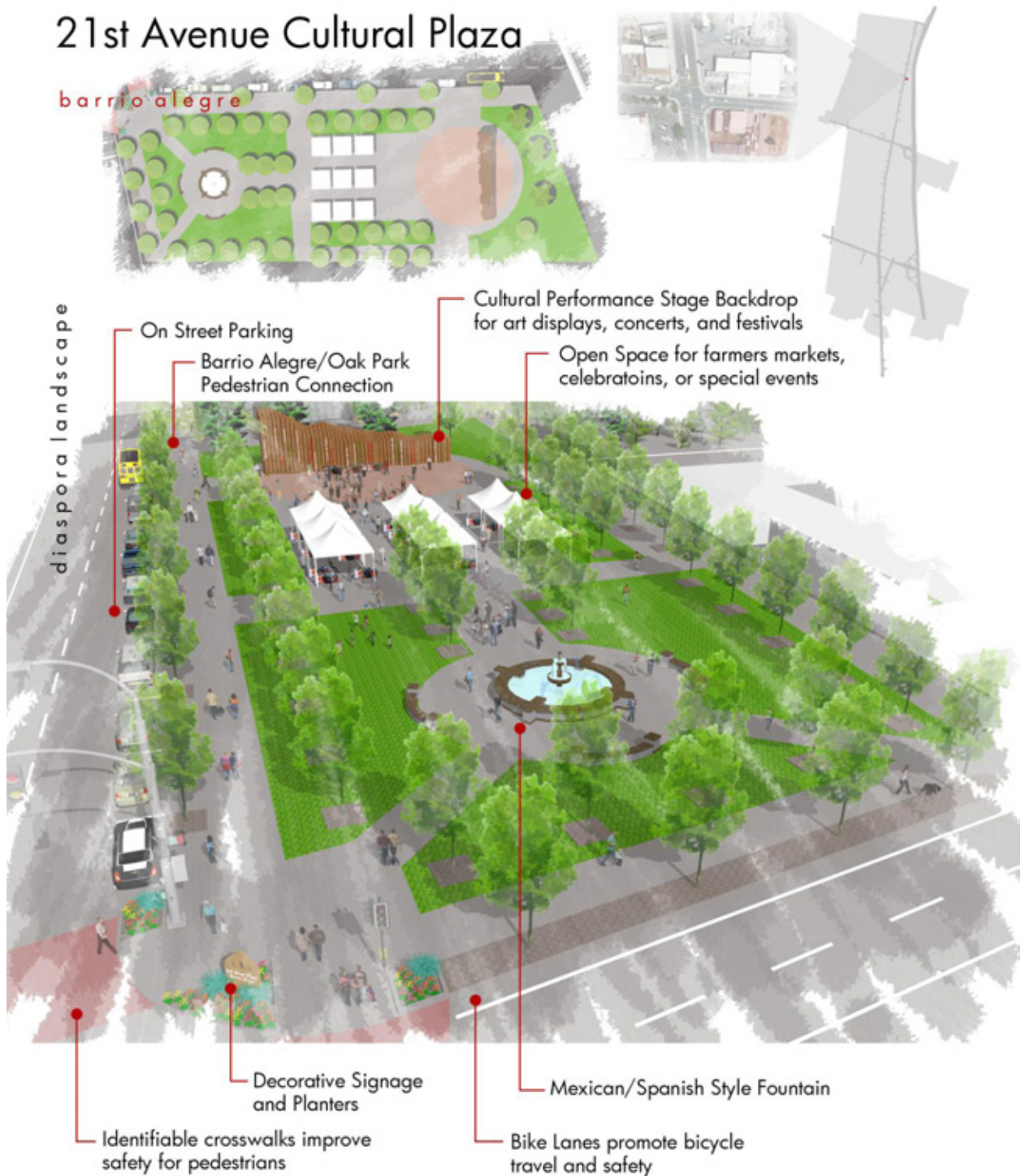
ILLUSTRATIVE DESIGNS

The final designs have been chosen from all research and analysis performed on the Barrio Alegre site. They will meet the design goals and align with the vision for the site.

1. 21st Avenue Cultural Plaza – includes artistic cultural performance backdrop representing the Mexican Diaspora growth of Sacramento, open space for farmers market and special events, Mexican/Spanish fountain, and street improvements.
2. Affordable Housing – promotes population growth; stimulate economy, strategically located to relieve automobile dependency.
3. Parks – available retention basin for runoff water, allows recreational space and play areas for children.
4. Commercial Improvements – creates appealing building facades and retail shop variety.
5. Streetscape – provides clean well distinguished bike lanes, parking, signage as well as integrating cultural values into designs.

21st Avenue Cultural Plaza

barrio alegre



21st Avenue Performance Stage

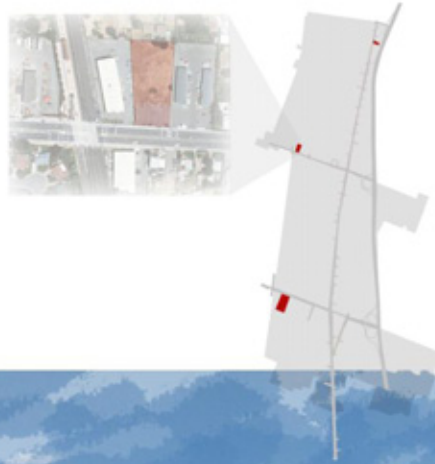
barrio alegre



The performance stage is a unique element unlike any other. The panels that comprise the backdrop form the shape that represents the growth of the Mexican population of the Sacramento barrios from their conception in 1910 until the present. Written on the wall are the names of people, businesses, and organizations that have contributed to the success of the Sacramento barrios. The names are written in red, white, and green, the colors of the Mexican flag.

Affordable Housing

barrio alegre



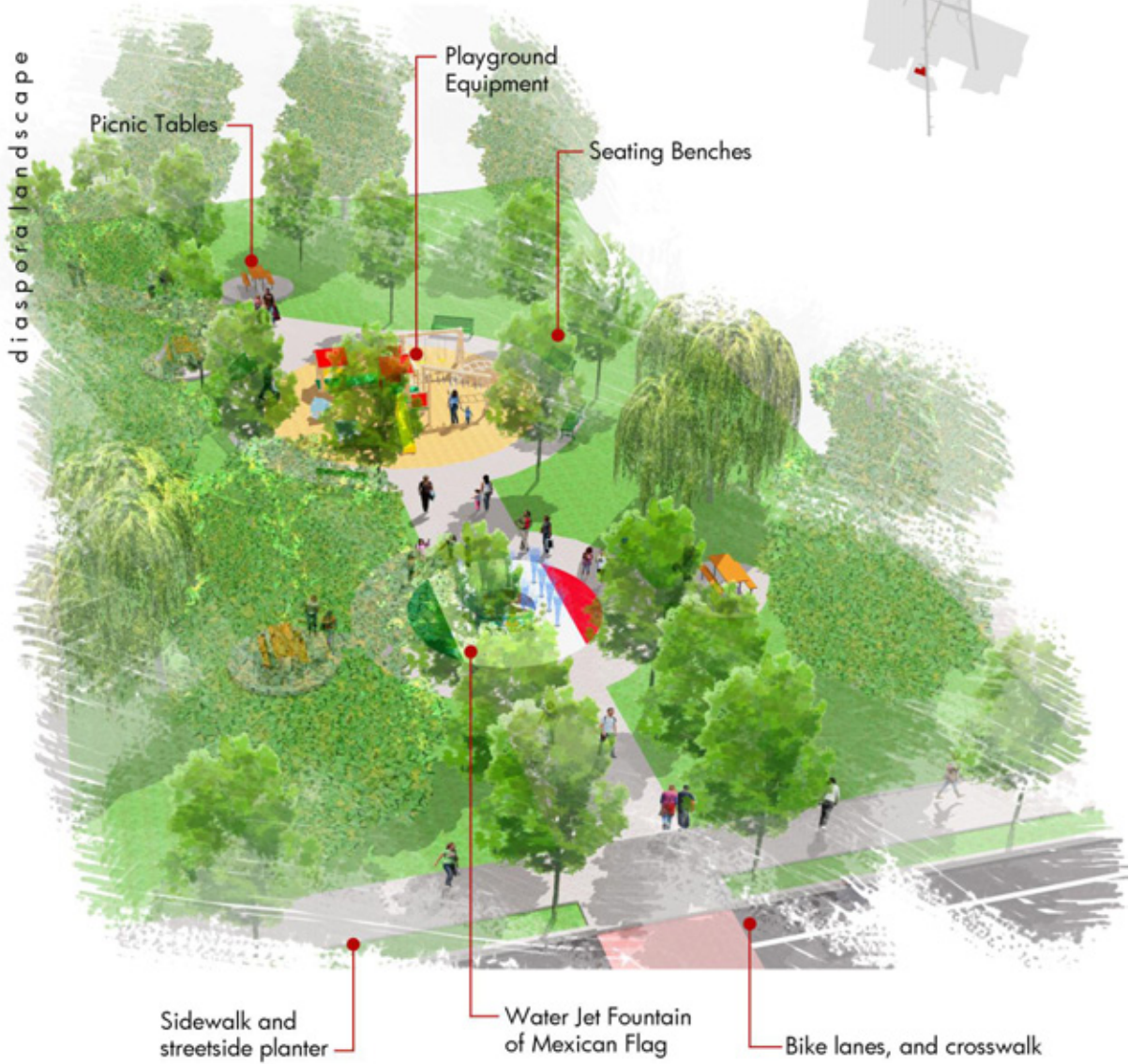
Providing affordable housing for the barrio will strengthen the district in many ways. It will provide an alternative housing type to the area which is mostly single family housing. Two of the three chosen sites are within walking distance of light rail stations relieving automobile dependency. People will occupy units and bring more revenues to the business district as well as create more jobs. Additional housing will benefit the barrio and allow further development of this continually growing Sacramento Mexican Diaspora group.

Barrio Alegre Park

barrio alegre



diaspora landscape



Sidewalk and streetside planter

Water Jet Fountain of Mexican Flag

Bike lanes, and crosswalk

Commercial Development

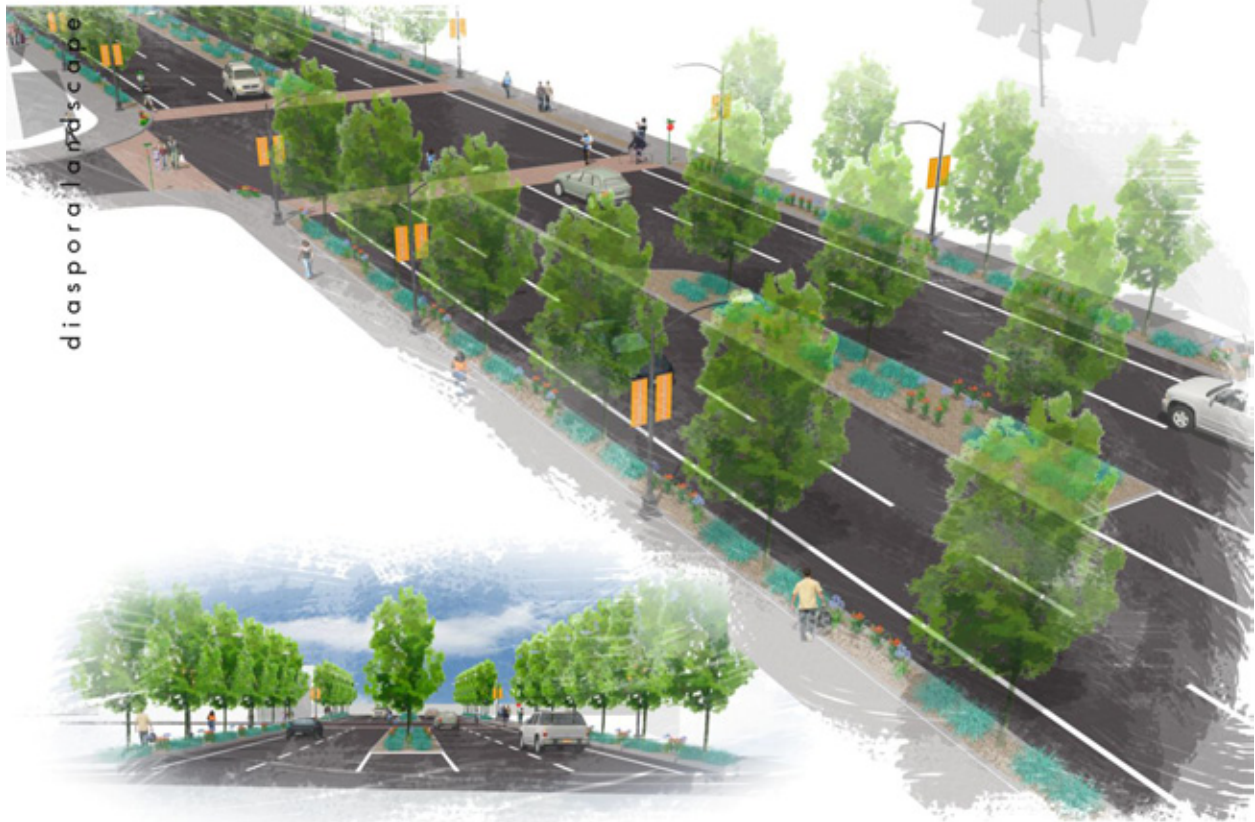
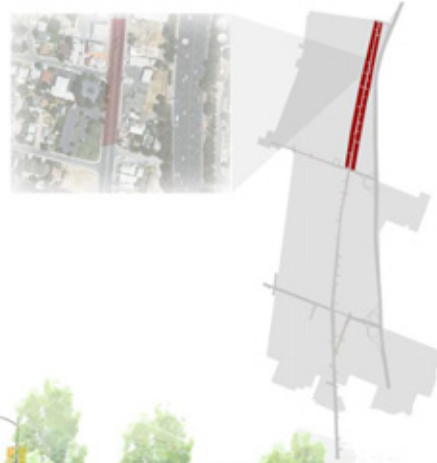
barrio alegre



Commercial/retail land uses along Franklin Boulevard shall be distributed throughout the site to encourage visibility, walkability, and provide connectivity to other pedestrian oriented locations. Commercial development will encourage the growth of employment opportunities throughout Barrio Alegre. All retail development will adopt latin/urban design features with multi-level buildings fronting Franklin Boulevard.

Streetscape Enhancements

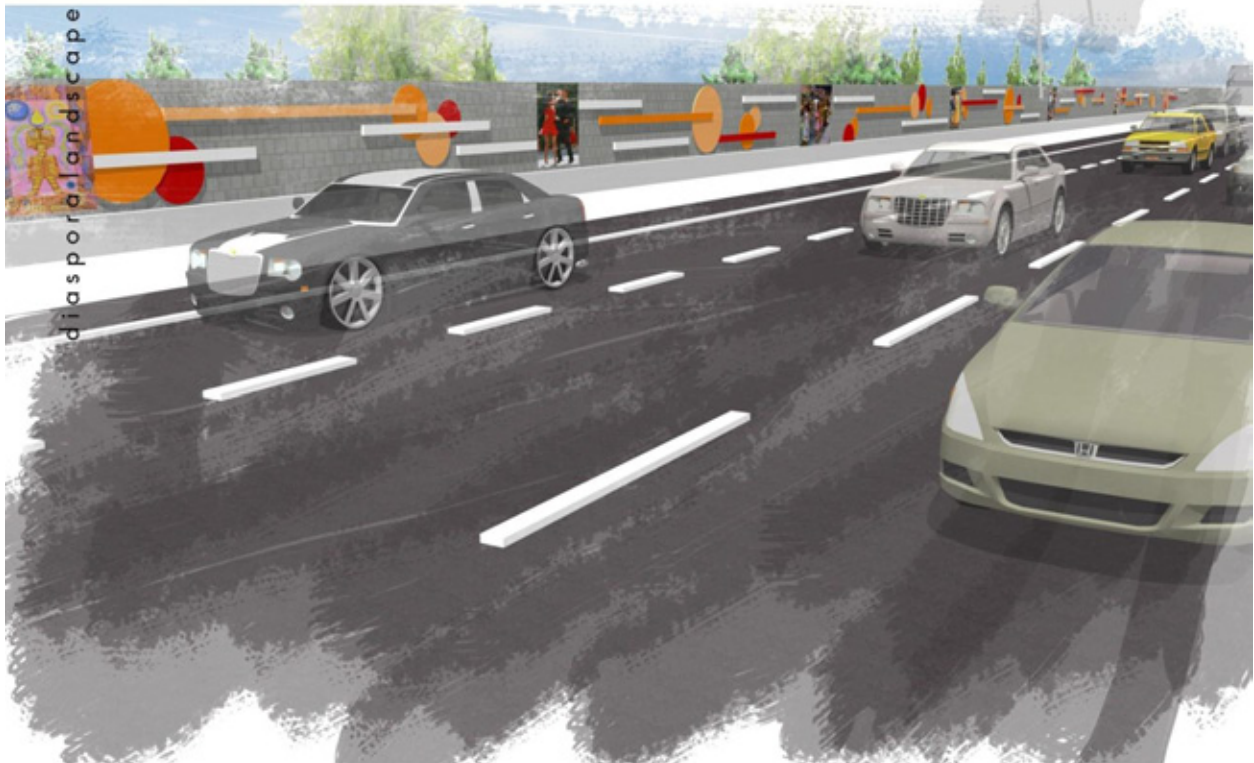
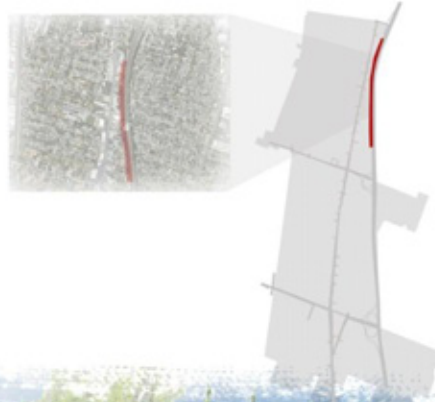
barrio alegre



Streetscape enhancements along Franklin Boulevard will promote safe and pleasant pedestrian and bicycle traveling experiences. Medians, trees, planters, signage, lighting, banners, bike lanes, and on street parking have been included to make streetscape features more appealing, distinguishable, and safe.

Highway 99 Mexican Art

barrio alegre



Thousands of people pass Barrio Alegre everyday on Highway 99 without knowing it exists. Taking advantage of this available opportunity could attract more people to the district. Decorating the wall near the Fruitridge exit will provide aesthetics, allow local Chicano artists to showcase work, and inform commuters of the nearby Mexican business district and community.



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<http://media.www.statehornet.com/media/storage/paper1146/news/2001/09/01/News/Mural.Gets.New.Life-2419545.shtml>

<http://www.socialpc.com/SocialIssues/Gangs.html>



A P P E N D I X

UC Davis - Franklin Boulevard Redevelopment Survey

NOVILLERO

Part 1

1. Do you (live, work, both) near Franklin Boulevard?

yes

2. What do you like about Franklin Boulevard?

CLOSE KNIT FAMILY BUSINESS'S

3. What do you not like about Franklin Boulevard?

N/A

4. What would you like to see change?

TRAFFIC LIGHT - 18th + Franklin

Part 2

5. What ethnicity are you?

If Mexican, from what Mexican state did your family originate from?

mexican - Guadaluajara

6. Do you consider yourself Mexican, American, Mexican-American, Latino, Hispanic, Chicano, Other?

7. What place do you call home?

Sacramento

8. What symbol or element do you feel represents your ethnic heritage?

The Eagle

UC Davis - Franklin Boulevard Redevelopment Survey

Primera Parte

1. Usted vive o trabaja cercas de Franklin Blvd?

Si

2. Que es lo que le gusta de Franklin Blvd?

Que tiene bastantes tiendas de todo tipo y necesidades.

3. Que no le gusta de Franklin Blvd?

El peligro de Robos que hay en la zona

4. Hay algun cambio que le gustaria ver en la area?

Más areas verdes

Segunda Parte

5. De que raza es usted?

Si es Mexicano, de que parte es su familia?

Mexicano

6. Usted se considera: Mexicano/a, Americano/a, Mexicano/a-
Americano/a, Latino/a, Hispano/a, Chicano/a o otro?

Latino

7. Donde llamaria usted su hogar? (donde se siente mas comodo)

Estados Unidos

8. Que simbolo siente usted que representa a usted y su origen de su
raza?

El aguila.

UC Davis - Franklin Boulevard Redevelopment Survey

Part 1

1. Do you (live, work, both) near Franklin Boulevard?

Both

2. What do you like about Franklin Boulevard?

Its history and selection of businesses

3. What do you not like about Franklin Boulevard?

The monthly raid by police on Franklin Blvd.

4. What would you like to see change?

more cosmetic changes to some of the older buildings

Part 2

5. What ethnicity are you? Mexican

If Mexican, from what Mexican state did your family originate from?

California

6. Do you consider yourself Mexican, American, Mexican-American, Latino, Hispanic, Chicano, Other?

Mexican-American

7. What place do you call home?

Sacramento

8. What symbol or element do you feel represents your ethnic heritage?

The culture in a whole

UC Davis - Franklin Boulevard Redevelopment Survey

Primera Parte

1. Usted vive o trabaja cerca de Franklin Blvd?

Trabajo

2. Que es lo que le gusta de Franklin Blvd?

La gente hispana

3. Que no le gusta de Franklin Blvd?

La Sociedad

4. Hay algun cambio que le gustaria ver en la area?

Más vista

Segunda Parte

5. De que raza es usted?

Si es Mexicano, de que parte es su familia?

Michoacán (México)

6. Usted se considera: Mexicano/a, Americano/a, Mexicano/a-
Americano/a, Latino/a, Hispano/a, Chicano/a o otro?

Hispano

7. Donde llamaria usted su hogar? (donde se siente mas comodo)

En este momento Sacramento

8. Que simbolo siente usted que representa a usted y su origen de su
raza?

El águila