

DOWNTOWN NEXT!

A PUBLIC ART FOCUS PLAN
FOR DOWNTOWN SAN JOSE

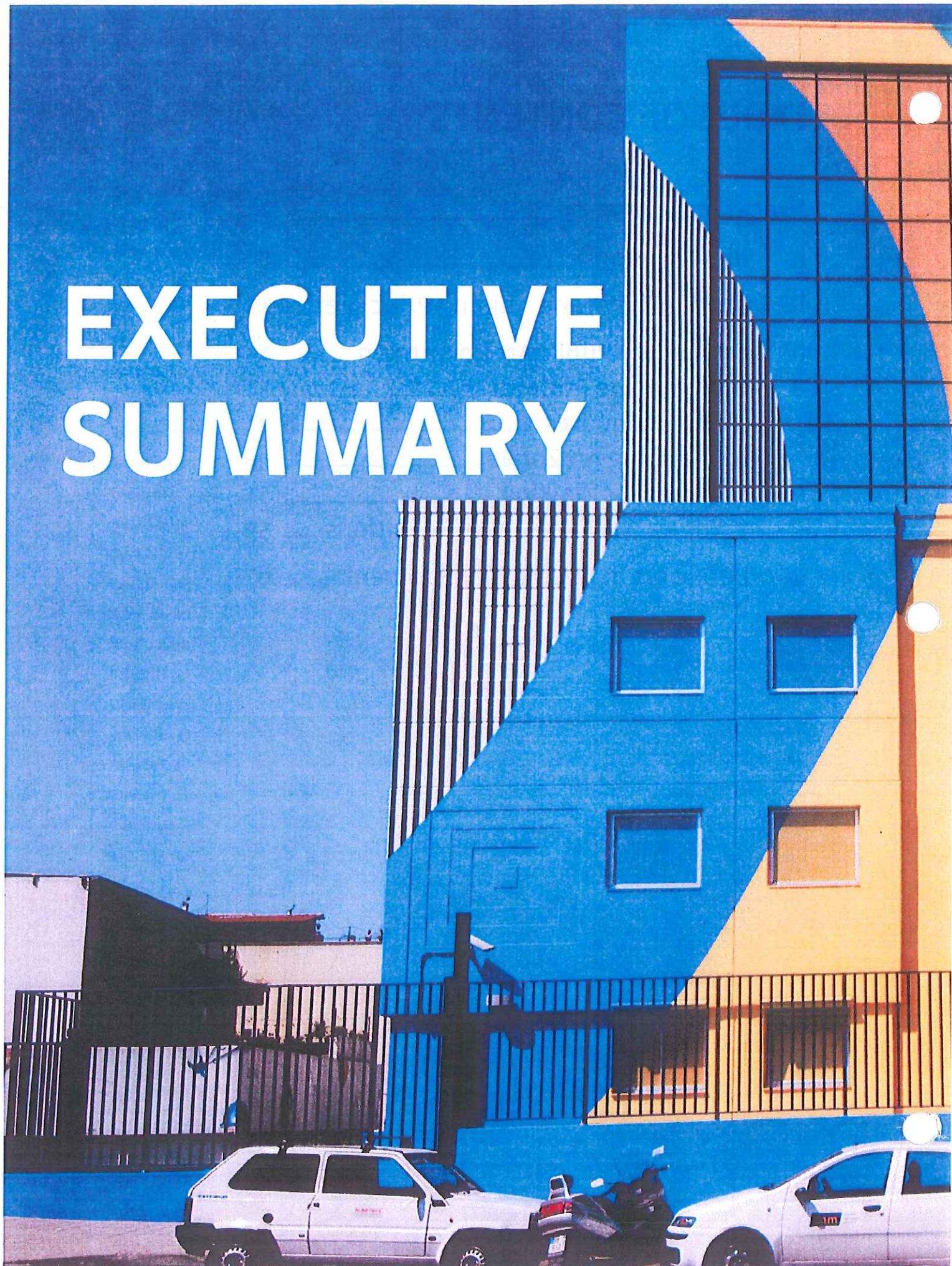
San Jose Office of Cultural Affairs
San Jose Redevelopment Agency

"Digital Kakejiku"
Akaira Hasegawa
San Jose, California
Photo courtesy of the City of San Jose Public Art Program

redevelopment
works
San Jose Redevelopment Agency

CITY OF
SAN JOSE
OFFICE OF CULTURAL AFFAIRS
8th Largest U.S. City

EXECUTIVE SUMMARY





A BOLD APPROACH TO PUBLIC ART DOWNTOWN

San Jose boasts an established and successful Public Art Program and one of the nation's largest and most diverse collections of public artworks.

Downtown Next!, San Jose's new public art plan, is a fresh approach to creating artworks that embrace the city's culture of innovation and enliven its urban landscape.

This plan is based on an innovative strategy: whenever it is legally possible, capital funds from the City of San Jose and the Redevelopment Agency, along with public art funds from private developers, will be pooled (the "Downtown Public Art Fund") and used to commission artworks that stand out for their creativity, visual resonance, and impact on the urban environment.

"Cerchi nell'acqua"
Daniel Buren
Ponticelli, Naples, 2004.
Photo © D.B-ADAGP

MOVING DOWNTOWN SAN JOSE FORWARD

Public art can change the way people see and experience downtown San Jose. *Downtown Next!* calls for exciting new public art projects that are catalytic, cohesive, and dynamic.

Important large-scale artworks can be a catalyst for positive change, helping to revitalize urban spaces in downtown San Jose and to create an identity for the area.

Engaging, human-scale artworks create compelling visual connections along streets, enliven urban squares (open spaces like Plaza de Cesar Chavez and Repertory Plaza) and help to make the downtown area feel more cohesive. Ever-changing, dynamic public artworks can add surprise and delight to the everyday.

Downtown Next! identifies locations for each of these types of artworks, grouping them: City Image Projects; Urban Squares; Changing Art Zones; Places for Walking; and Edges, Gateways and Transitions.

Frames for Public Art

The projects recommended in *Downtown Next!* are organized into a series of five “frames” that reflect different aspects of how downtown San Jose is experienced.

FRAME: CITY IMAGE PROJECTS

Immediately recognizable signature artworks will reflect downtown’s vital role in San Jose and the city’s position as the “Capital of Silicon Valley.” The following is a list of key projects and/or locations that will help achieve this goal.

Plaza de Cesar Chavez

The historic Plaza de Cesar Chavez should be enlivened by an artwork that matches the scale of the park and surrounding buildings. One of the lead ideas for this site is an artist-designed band shell. The plaza is home to special events and casual gatherings, and occupies an important location on the Market Street view corridor. The band shell, permanently located at the northern end of the plaza, would replace the current stage. Other sites within the park include the Park Street terminus and the pedestrian axis.

Discovery Meadow

Discovery Meadow, at San Carlos Street and Woz Way, will be anchored by a large-scale artwork that captures the spirit of and provides a backdrop for what could soon be downtown San Jose’s major permanent event space. This new landmark will create a highly visible downtown gateway—located where two transit lines converge, possibly seen from Guadalupe Parkway, and anchoring the west end of a revitalized San Carlos Street.

San Jose Climate Clock

The San Jose Climate Clock will be a monumental work of public art that incorporates the measurement and data management technologies produced in the Silicon Valley to help people understand climate change. This cross-disciplinary project brings together artists and scientists of diverse backgrounds.

San Jose McEnery Convention Center

The proposed expansion and updating of the San Jose McEnery Convention Center will be an important location for a large-scale, iconic artwork, as well as potential for integration of art into spaces and systems on the interior, exterior, and environs of the building.

Market/ Santa Clara Street BART Portal

Once BART construction is underway, the San Jose Public Arts Program will commission a dynamic artwork, perhaps integrated into the façades of new buildings and embracing innovative light, projection, and data-driven technologies.

Diridon Station Expansion

This proposed development will connect BART, Santa Clara Valley Transportation Authority bus and light rail service, Amtrak, Caltrain, ACE train, and a high-speed rail service. Because the station design has not yet begun, there is now an extraordinary opportunity to incorporate an important artwork integral to the development.

Almaden Boulevard/Park Avenue District

This area of big buildings, wide streets, and vast open spaces is ideal for a dramatic initiative that melds public art and urban infrastructure. The projects should consist of multiple elements that reflect ideas about the underlying structure of the city, such as pedestrian paths and plazas, the terrain, or a grid.

FRAME: URBAN SQUARES

The success of any downtown area can be measured by the liveliness of its open spaces. Downtown San Jose's urban squares include major activity centers such as Plaza de Cesar Chavez as well as smaller places like the Circle of Palms. These disparate areas are slowly emerging as a network of urban spaces throughout downtown San Jose—much like the piazzas of Venice or triangle parks along Broadway in New York. Permanent public artworks can be used to create a sense of connection as one moves from space to space downtown, and also to reinforce each square's unique visual identity.

FRAME: CHANGING ART ZONES

To enhance the feeling that something new and different is always happening downtown, opportunities should be developed to commission temporary, changing public art projects that will create a sense of excitement and discovery in downtown.

Downtown San Jose should be a place where locals and visitors can always find something new and engaging. Changing and temporary public art projects can contribute to the vitality that people enjoy downtown.

Temporary art installations can encourage cutting-edge artistic exploration and bring out the best of San Jose as a creative, innovative community. The Public Art Program will work with San Jose's diverse community of cultural organizations to create art zones for changing installations, and platforms for artwork and performance art that will allow the City to present and showcase the work of the artists and performers in public.

FRAME: PLACES FOR WALKING

The experience of walking in downtown San Jose should be filled with discovery and delight. Street-level public art can help to create this experience and strengthen the paths that connect important places downtown.

The Public Art Program will commission pedestrian-scaled artworks to foster a sense of connection between the various districts. Artists will create elements for upgraded streetscapes, work on teams to design new spaces.

FRAME: EDGES, GATEWAYS, AND TRANSITIONS

Downtown San Jose is ringed by freeways and large buildings and boulevards that create opportunities for artwork to establish a sense of entry and transition; places where public art can mark transitions in and out of the downtown area, or between different areas of the downtown.

Who Is Involved and How

San Jose's bold approach to public art downtown requires the expertise, creativity, and resources of many stakeholders.

Public Art Program and Redevelopment Agency

The Public Art Program and the Redevelopment Agency jointly sponsored *Downtown Next!* Each organization brings expertise in planning and managing public projects. The Office of Economic Development (parent agency to the Public Art Program), and the Planning, Parks, Public Works, and Transportation departments were also involved in shaping *Downtown Next!* and will help to ensure that its projects are properly integrated into the urban landscape.

Private Developers

Private developers, especially those whose projects are assisted by the Redevelopment Agency, are encouraged to play a leadership role. *Downtown Next!* shows how a commitment to public art that can support private investment goals as well as the success of downtown San Jose as a whole.

Cultural Partners

San Jose's diverse cultural organizations can help the Public Art Program develop curatorial strategies for changing art exhibitions, identify artists and, to the extent feasible, manage projects.

Civic Partners

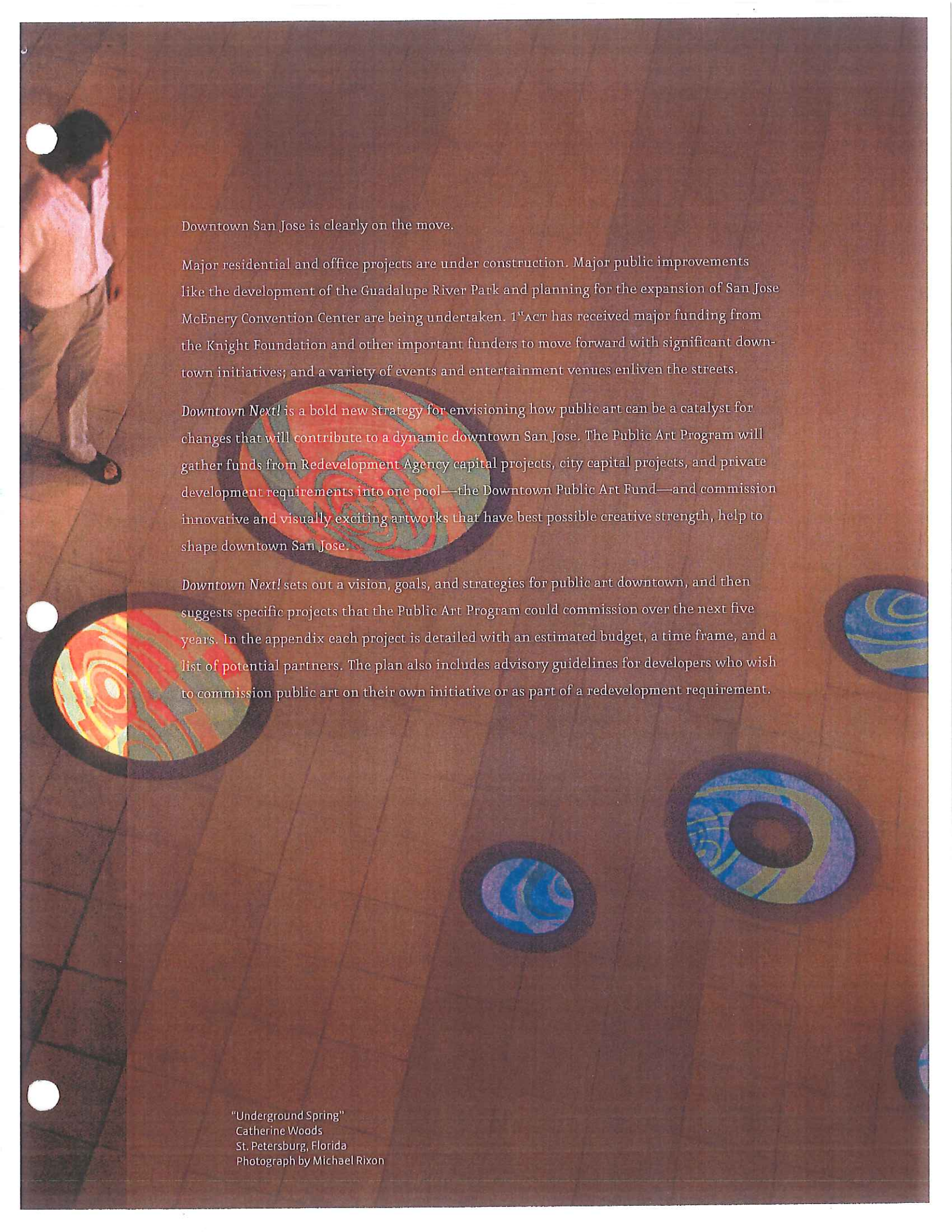
Civic organizations, such as 1stACT Silicon Valley, San Jose Convention and Visitors Bureau, and the Downtown Association can be key contributors of organizational support and outreach.

Local Businesses

Local businesses are encouraged to engage artists to create embellishments for façades, store windows and sidewalk café areas. They can also be key contributors to participation in festivals and other events geared towards drawing large audiences. Larger business, technology, art and design-oriented businesses can also be considered for key partnership in project development.



INTRODUCTION



Downtown San Jose is clearly on the move.

Major residential and office projects are under construction. Major public improvements like the development of the Guadalupe River Park and planning for the expansion of San Jose McEnery Convention Center are being undertaken. 1stACT has received major funding from the Knight Foundation and other important funders to move forward with significant downtown initiatives; and a variety of events and entertainment venues enliven the streets.

Downtown Next! is a bold new strategy for envisioning how public art can be a catalyst for changes that will contribute to a dynamic downtown San Jose. The Public Art Program will gather funds from Redevelopment Agency capital projects, city capital projects, and private development requirements into one pool—the Downtown Public Art Fund—and commission innovative and visually exciting artworks that have best possible creative strength, help to shape downtown San Jose.

Downtown Next! sets out a vision, goals, and strategies for public art downtown, and then suggests specific projects that the Public Art Program could commission over the next five years. In the appendix each project is detailed with an estimated budget, a time frame, and a list of potential partners. The plan also includes advisory guidelines for developers who wish to commission public art on their own initiative or as part of a redevelopment requirement.

"Underground Spring"
Catherine Woods
St. Petersburg, Florida
Photograph by Michael Rixon

The Planning Process

The *Downtown Next!* planning process follows from the *Public Art Next!* master plan for San Jose's Public Art Program, approved by the City Council on March 13, 2007. That plan established key principles that are carried forward in *Downtown Next!*.

- Public art should be located in places with the most visual impact, not necessarily in relation to every capital project.
- Funds generated for public art in special areas like downtown should be accumulated into one pool.
- Developed public art focus plans for significant locations in development or project types groups.

The *Downtown Next!* planning process took place from March through October 2007 and was led by consultants Brown and Keener Bressi, and Via Partnership, the firms that also completed *Public Art Next!*. The planning team conducted interviews, focus groups (included local artists, downtown residents, downtown businesses, downtown employees, and downtown event producers), and an afternoon charrette; assessed the existing collection; analyzed budget and planning documents; and prepared a visual analysis of the downtown area. The planning team met regularly with an advisory committee as well as a technical committee of city staff from different departments involved with planning, permitting, building, and managing downtown public spaces and private development. The draft plan was presented at publicly noticed Public Art Committee meetings.

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Stakeholder Engagement

Residents and workers are keenly interested in making downtown San Jose a great urban place, in the most traditional sense. During the interviews and focus groups they consistently asked these questions: How can downtown San Jose be more active? How can streets be busier? How can public spaces be more conducive to public life?

People who spend time downtown want public artworks that infuse their daily experience with surprise and delight, and that express San Jose's tradition of innovation and cutting-edge technology. They are particularly interested in creating signature artworks that become part of San Jose's image, as well as small-scale art projects that improve the pedestrian experience and reinforce connections throughout the downtown.

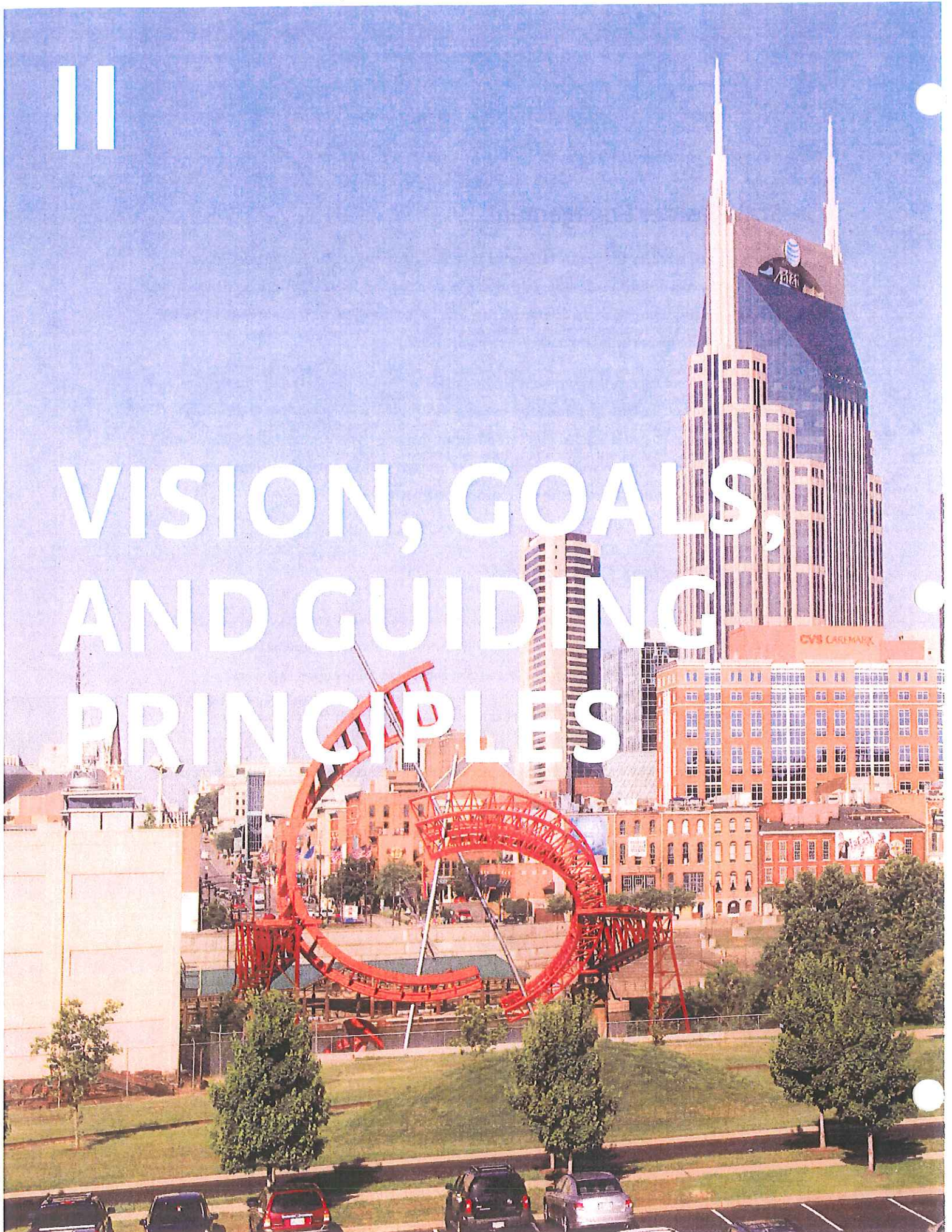
Urban Design Framework

The Redevelopment Agency's *Strategy 2000* and subsequent public streetscape and design studies articulate a strong design vision for urban planning, development, and public investment in downtown San Jose. The *Downtown Next!* plan builds upon this work.

Downtown Next! focuses on how public art can address urban design issues that emerged during the planning process, such as the need to reinforce the identity of the downtown area as well as specific areas, to improve downtown San Jose's cohesiveness, and to increase pedestrian activity.

II

VISION, GOALS, AND GUIDING PRINCIPLES





A VISION FOR PUBLIC ART IN DOWNTOWN SAN JOSE

Public art is key in creating a cohesive and dynamic visual character for downtown San Jose.

GOALS FOR DOWNTOWN PUBLIC ART

The Public Art Program will commission artworks that change the way people see and experience the downtown area. *Downtown Next!* will be a catalyst for attracting private development and creative partnerships to supplement the resources available through City and Redevelopment Agency capital funds. The goals are as follows.

- Commission bold new landmarks that create an identity for downtown San Jose.
- Commission smaller-scale artworks that make the downtown area feel cohesive and make compelling visual connections along lively streets.
- Commission art projects that are dynamic and ever-changing, that surprise and delight.
- Provide clear guidance to developers about how the public art they commission can reinforce the city's urban design, visual and public art goals.

"Ghost Ballet for the East Bank Machineworks"
Alice Aycock
Nashville, Tennessee
Photo courtesy of Alice Aycock

PRINCIPLES FOR COMMISSIONING PUBLIC ART

Several key principles should be applied consistently when making decisions about where, when, and what kind of public art to commission. These principles will ensure that the public art collection's impact is greater than the sum of its parts.

Public Art Integral to the Development of Great Urban Spaces

Creating successful public art in successful urban spaces requires ongoing coordination with the Redevelopment Agency and multiple City departments. The Public Art Program should take advantage of opportunities as they arise, prioritizing the use of its resources.

When an urban space is identified as a priority for the integration of public art; public art should be integrated into the design of the space. For new spaces, or ones being refurbished, artists should be commissioned at the same time as design professionals, encouraging a collaborative approach to the setting and scale of art.

Commission Public Art on a Grand Scale Across the Landscape

Two strategies can be used to commission large-scale public art projects: One is to "scale-up" by commissioning single projects with multiple elements spread over a large area; another is to "parallel-process" by commissioning several individual artworks from different artists with similar goals.

Duplicating visual approaches or commissioning projects that extend over large areas could create a sense of connection among various downtown districts, help people recognize important spaces, and enable artists to explore the convergence of art and urban spaces.

Cluster of Permanent and Temporary Works

To create a sense of both visual identity and on-going engagement, larger spaces can be considered for both permanent installations and as sites for changing art. For example, an urban square can include both a permanent artwork that anchors and identifies the space, and be designed to accommodate changing temporary artwork installations.

Commission Meaningful Artwork

Public art projects in downtown San Jose should become part of the civic vocabulary, bringing meaning to urban spaces, inspiring thought and dialogue, commemorating important people and events, and tackling the issues of the day. Artworks should be rooted in San Jose's unique character—its connection to the natural environment, its importance as a home to innovation, and its rich history and culture.

Seek Partnerships

Many of the projects in *Downtown Next!* go beyond the scope of what the Public Art Program can accomplish by itself. The city has a rich and active cultural and civic community—and many organizations, institutions, and businesses that share the Public Art Program's vision for downtown San Jose.

Commission Projects on a Variety of Scales

Downtown Next! outlines projects of many sizes, from landmark artworks, to streetscape elements, to human-scaled art projects. The Public Art Program should strive to maintain a balance of projects of various scales.

Practical and Legal Considerations

Public art should always be responsive to environmental and safety issues, taking into consideration its traffic impacts, avoiding distraction to motorists, ambient lighting restrictions, maintenance and durability, First Amendment and other legal considerations.

Project Prioritization

The development of public art projects will depend on many factors, such as the timing of related civic capital projects and private development, and the availability of resources and partnerships. When considering these external factors, the Public Art Program, in collaboration with the Redevelopment Agency, will need to decide how to best focus its resources in downtown San Jose. These criteria should be used to prioritize commissions:

Does the project improve an existing public space?

Start by building on success. Public art resources should be focused first on places that people already use and enjoy.

Is the artwork part of a broader initiative?

Projects that can be commissioned in conjunction with a larger public or private initiative should be given priority. This strategy enables the artist to be involved in the larger thinking about the design of the project, and the resulting artwork will be integral to the overall enjoyment of the public space.

Does the project involve partnerships?

Public art resources should be directed to projects for which there is other support from private, philanthropic, or government sources.


Is the artwork innovative and exciting?

Priority should be given to projects that provide a platform for artists to create new and meaningful contributions.

A nighttime photograph of a park or urban space. Two trees in the middle ground are illuminated with blue light, casting a glow on the surrounding area. The ground in the foreground is covered with low-lying green plants, which are also illuminated with a green light. In the background, there are buildings and streetlights, some of which are blurred, suggesting a city setting. The overall atmosphere is modern and artistic.

III

FRAMES FOR PUBLIC ART DOWNTOWN



Public art in downtown San Jose should not only be dynamic and diverse, but it should also help to create unique urban spaces and make connections between areas within downtown.

The projects recommended in *Downtown Next!* are organized into a series of “frames” that reflect different aspects of how downtown San Jose is experienced. These frames help to clarify opportunities and goals for public art, and show how different recommendations are related—and these connections help to magnify the impact of each individual artwork.

City Image Projects Signature artworks or landmarks that visitors and residents will come to identify with San Jose’s image.

Urban Squares Formal urban spaces that serve as gathering places and anchors for various downtown districts.

Changing Art Zones Places where temporary art projects can create a sense of excitement and discovery.

Places for Walking Areas where human-scaled artworks can reinforce the pedestrian experience and foster a sense of connection between different areas.

Edges, Gateways, and Transitions Places where public art can mark transitions in and out of the downtown area, or between districts.

These frames are not discrete elements of the downtown landscape; they overlap and interact with each other. Some locations and artwork recommendations relate to several frames.

“Emerald Laser Lawn”
Dan Corson
Ft. Lauderdale, Florida
Photograph by Bill Sanders



"I see what you mean"
Lawrence Argent
Denver, Colorado
Photo by Jeffrey Beall

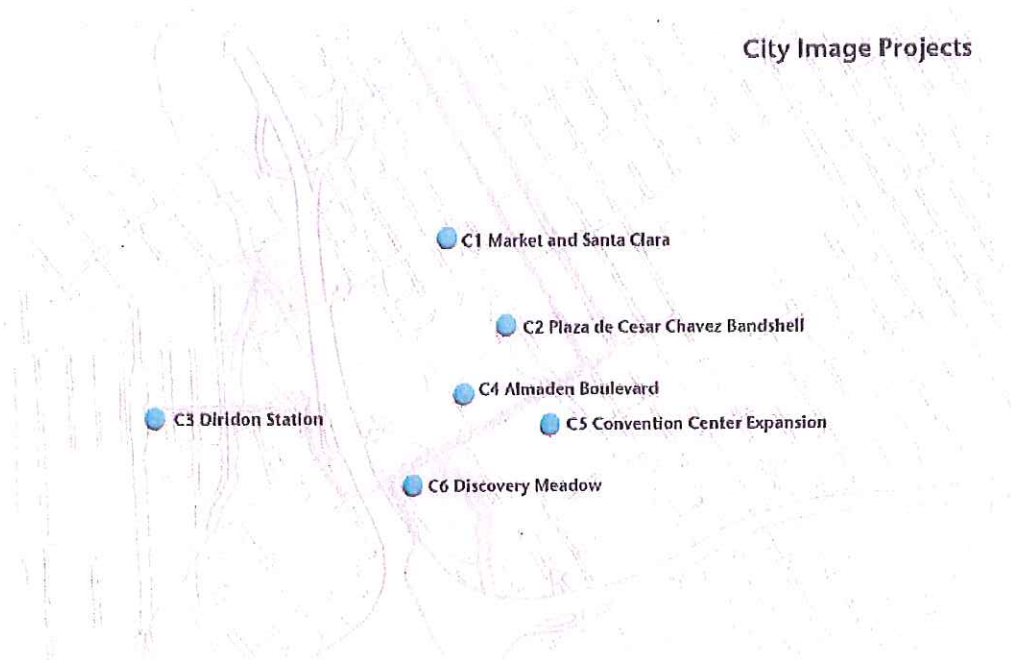
FRAME: CITY IMAGE PROJECTS

Downtown San Jose needs signature artworks that are destinations, landmarks that reflect the area's role as an urban magnet for a region of 2 million people and as the "Capital of Silicon Valley." City Image projects should reflect both the downtown area's evolving urbanism and San Jose's spirit of innovation. They should be fresh, unexpected, and immediately recognizable as iconic features.

The siting of such ambitious projects is critical. Locations must be recognizable as major civic spaces and must have existing public activities; the scale and proportion of the spaces must be able to accommodate major artworks; and the sites must be easily accessible, physically and visually.

Several locations are worthy of consideration: the Market/Santa Clara BART portal, Plaza de Cesar Chavez, Diridon Station, the Almaden Boulevard/Park Avenue District, Discovery Meadow, and the expanded San Jose McEnery Convention Center. The proposed San Jose Climate Clock is slated to be such a monumental artwork and may occupy in one of these locations or establish another site.

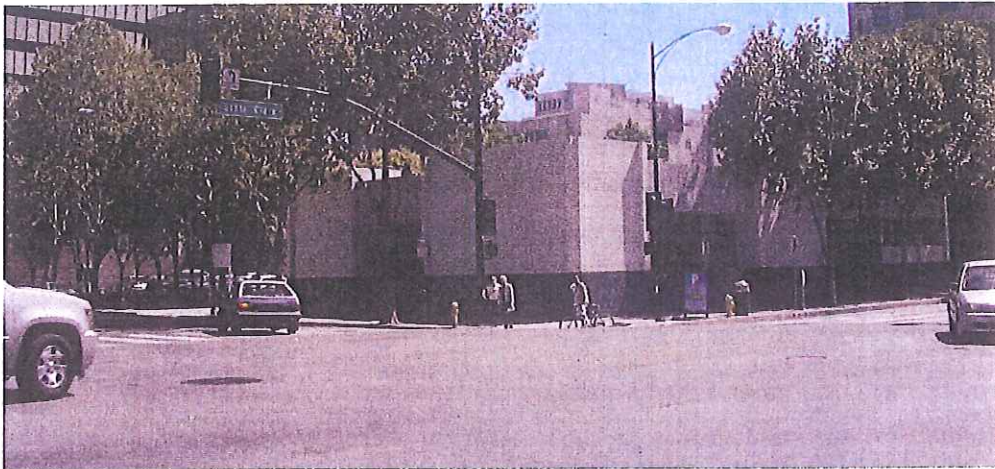
Because City Image projects can be complex, expensive, and take years to realize, the proposed sites could serve as interim locations for temporary art projects, allowing the Public Art Program to test ideas about character, scale, and siting of permanent artworks.



Market / Santa Clara BART Portal

After BART construction is complete, Market and Santa Clara Streets will become an important retail node, a major transportation connection, as well as the intersection of two of the most important corridors in the city.

A signature project could be integrated into the entrance portal of the BART station or into the façades of any new buildings. Innovative projection and light techniques could produce an artwork that appears to be suspended over the intersection.



Goals

Create a signature and innovative artwork that is immediately recognizable as an icon of the city.

Consider visual relationships and orientation along Santa Clara and Market streets, and between the surface level and BART concourses.

Consider scale, color, and form that gather in the space and its surroundings, and add visual energy to the setting.

Consider the experience of transition from underground to the street level, and from transit rider to pedestrian.

Consider the gateway experience of entering the city.

Reflect a recognizable aspect of the city's spirit and character.

Enhance the function of and activity in the area.

Plaza de Cesar Chavez

Plaza de Cesar Chavez is a central space in downtown San Jose; a major visual focal point and an important location for scheduled events and informal gatherings.

Two possible projects include a permanent band shell/stage for the northern end of the plaza, where the current stage exists, and a signature artwork elsewhere in the park.

Regardless of the approach, a City Image project in this location needs to consider visual relationships and circulation patterns throughout the park and the surrounding neighborhood. If possible, the project should be done in concert with other improvements to make the park more accessible to pedestrians and to better integrate it into the downtown area.

To see how well a permanent artwork would work in the plaza, the Public Art Program should commission temporary artworks while a longer-term City Image project is being organized.



Goals

Create a signature visual element that is immediately recognizable as an icon of the city.

Consider the visual relationship to "Figure Holding the Sun" currently sited in front of the SJMA, as well as the view corridors along Market Street and Park Avenue.

Consider scale, color, and form that gather in the space and its surroundings and add visual energy to the setting.

Reflect a recognizable aspect of the city's spirit and character, especially the sense of innovation that is associated with San Jose.

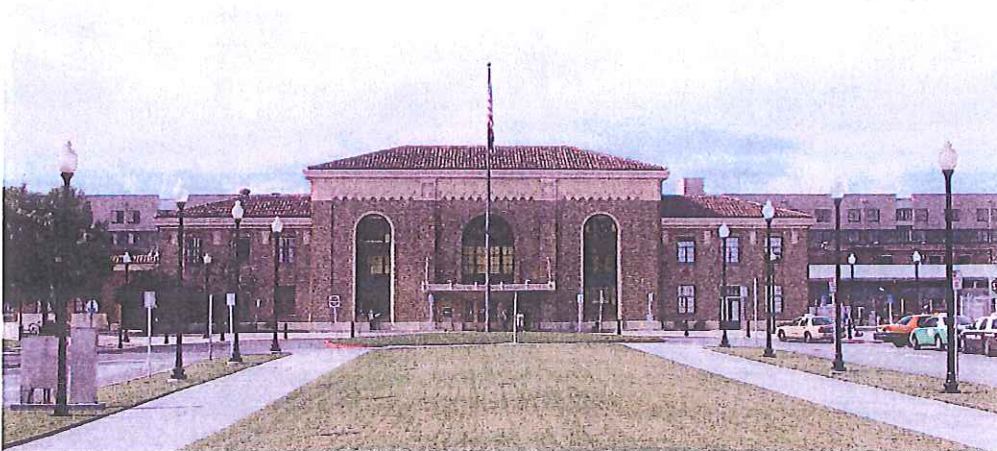
Take an innovative approach to the challenge of creating a large-scale public art project.

Enhance the function of and activity in the plaza.

Diridon Station

A grand new interagency transportation center is planned to accommodate BART as well as Amtrak, regional rail, and VTA bus and light rail lines that converge there now and, potentially, a stop on a high-speed rail line. Diridon Station will also be the hub of a new high-density mixed-use district. The City is the lead agency in planning this project in partnership with the Redevelopment Agency, Caltrans and VTA.

The new station building itself is a strong candidate for consideration as a City Image project. Possibilities include integrating artwork into the building design, including exterior elements and central areas within the station, such as transfer, ticketing, or waiting concourses. At the beginning of the design process, the City should engage an artist to help identify opportunities to integrate art into the design of this multi-modal station and its adjacent outdoor spaces.



Goals

Create a signature visual element that is immediately recognizable as a city landmark.

Take an innovative approach to the challenge of creating a large-scale public art project.

Consider scale, color, and form that gather in the space and its surroundings, and add visual energy to the setting.

Create a major entry marker to downtown.

Reflect the nature of the area as a place of arrival, connection, and departure for travelers and transit riders.

Enhance the function of and activity in the station.

Almaden Boulevard/Park Avenue

The area anchored by Almaden Boulevard and Park Avenue consists of large blocks and large, isolated buildings, including the San Jose McEnery Convention Center, the Center for Performing Arts, and Adobe Systems' headquarters. This area, considered to be the corporate and cultural center of downtown San Jose, is scaled to automobiles, not pedestrians—though major projects, such as the Convention Center expansion and new office buildings may change this.

A dramatic initiative melding public art and urban infrastructure could produce a unique project that strengthens the image of downtown San Jose and the city as a whole, transforms the sense of scale that people experience in the area, and makes walking more interesting and comfortable for visitors to Guadalupe River, cultural facilities, and the Convention Center.

The project should consist of multiple elements placed in a network throughout the area that call out aspects of the underlying structure, such as pedestrian paths, the terrain, or a grid. Elements could include small functional structures, lighting, canopies, and panels—anything bold, visual, and replicable over a large area. They could be placed in public areas such as parks and paseos, or negotiated onto privately-owned spaces like plazas and parking areas.

The same ideas could be pursued through temporary exhibitions while the permanent project is being developed.

Goals

Creating a large-scale, multi-element public art project.

Create a unique visual language that is found nowhere else downtown.

Create a visual sense of progression, connectivity, and scale that counters the long blocks and harsh building edges in this area.

Encourage pedestrian exploration throughout the area, particularly along streets and through paseos connecting major destinations such as the Guadalupe River Park and San Jose McEnery Convention Center.

Discovery Meadow / San Carlos Street and Woz Way

The intersection of San Carlos Street and Woz Way is an important gateway into downtown San Jose for light-rail riders and motorists arriving from the south and west. The northwest corner of Discovery Meadow is appropriate for a large-scale sculpture that would mark this entry and capture the spirit of this child- and event-oriented space.

Planning for this project should coordinate with the redesign of Discovery Meadow as a festival site.

Goals

Create a signature visual element that is immediately recognizable as a city landmark.

Consider scale, color, and form that gather in the space and its surroundings, and add visual energy to the setting.

Create a major entry marker to downtown, Discovery Meadow, and the Children's Discovery Museum for people arriving by transit or along San Carlos Street.

Reflect the nature of the area as a place for fun, learning, and discovery.

Relate to plans for artworks on the San Carlos Street corridor and Guadalupe River Park corridor.

Enhance the function of and activity in the area.

San Jose McEnery Convention Center

The San Jose McEnery Convention Center is planned for a major expansion and remodeling. Initial design studies will help frame decisions about the scope and timing of the public art.

An artist should be included in the design team for the Convention Center expansion, with the goal of integrating artwork into the building where appropriate. Depending on the final configuration of the Center, key opportunities will include the Market Street, Almaden Boulevard and San Carlos Street façades, and interior public spaces. The project could include permanent artworks or spaces for changing art.

An art collection is currently housed in the Convention Center, which should be reassessed when the new design is completed. Existing artworks can be moved within the new facility, relocated to other City-owned locations as legally permitted, or deaccessioned according to policy.

Goals for Permanent Art

Create a signature visual element that is immediately recognizable as an icon of the city.

Integrate artworks into the Convention Center expansion design.

Activate public spaces throughout the Convention Center.

Mark the entrances to the Convention Center and the circulation paths from the convention center to the rest of downtown.

Create artworks that relate to view corridors leading to the Convention Center, such as the bridge across Guadalupe River and the Almaden Walkway.

Reflect the nature of the Convention Center as a gathering place for people from all over the world, many of whom are involved with high-technology and research-oriented businesses.

Make the area an exciting destination, even when there is no convention.

Goals for Changing Art

Create opportunities for changing art inside the Convention Center.

Create spaces for performances to showcase local cultural institutions.

Goals for Existing Collection

Evaluate all existing artworks and relocate to suitable locations within the Convention Center or public spaces within other city properties.

San Jose Climate Clock

The San Jose Climate Clock is a global initiative and competition. The project will involve a consortium of organizations in San Jose, including the Public Art Program, San Jose State University and Montalvo Art Center, and will link them to similar initiatives in other cities around the world.

This major artwork will use information and measurement technologies to monitor changes in greenhouse gas levels and display climate change data to the public. It will be created by an artist-led team composed of artists, international and Silicon Valley engineers, and other creative professionals who are working with climate measurement and data visualization.

The City Image sites identified in this plan would be suitable for the siting of the San Jose Climate Clock, though the form of the final project will also influence its final installation location(s).

Goals

Create a signature visual element that is immediately recognizable as an icon of the city.

Bring attention to the issues of global climate change through an artwork that incorporates data and demonstrates the connection between human activity and the production of greenhouse gasses.

Consider the infrastructure possibilities represented throughout the downtown area, including the use of information technology infrastructure and networks.

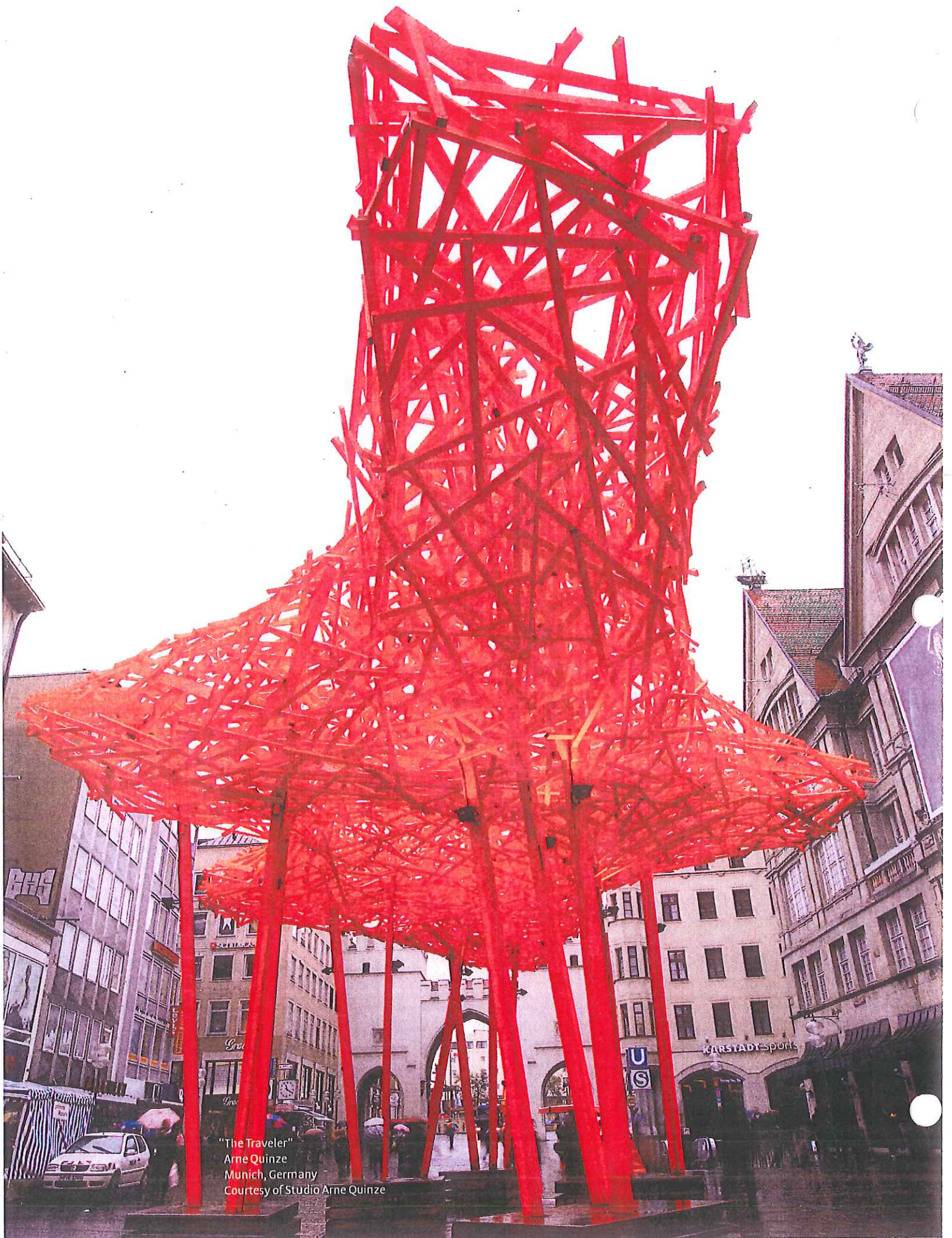
Draw on the technology of the exceptionally sensitive instruments, computers, and networks that are cornerstones of Silicon Valley's economy and culture.

Reinforce San Jose's and the region's commitment to a green economy, culture, and future.

Stimulate and challenge the international creative community.

Bring together artists, climatologists, psychologists, physicists, statisticians, linguists, anthropologists, programmers, network engineers, industrial designers, and others whose work touches on these issues.

Encourage the creation and installation of other Climate Clocks in communities and cities throughout the world.



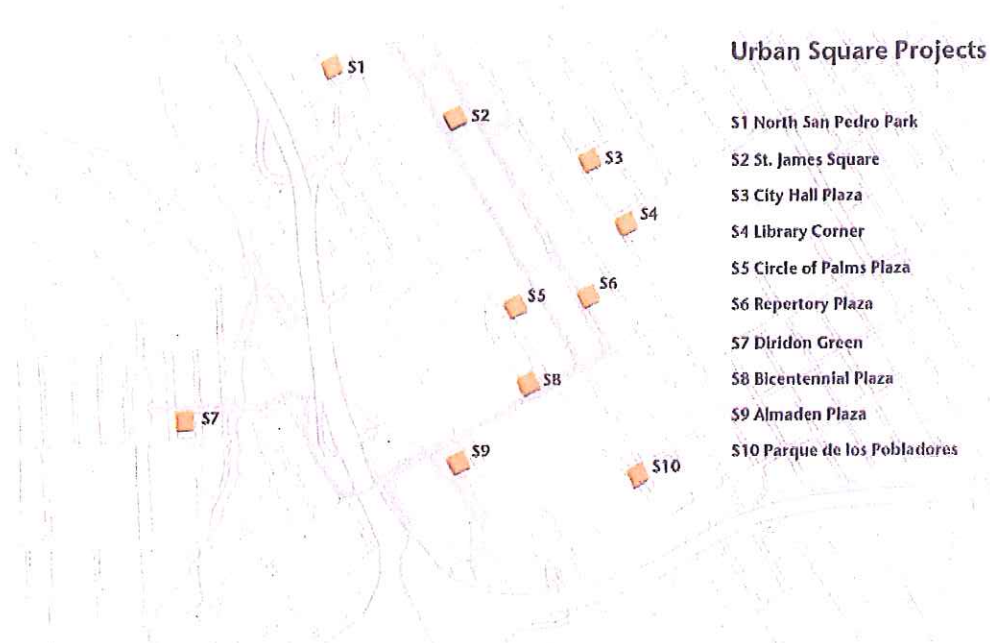
"The Traveler"
Arne Quinze
Munich, Germany
Courtesy of Studio Arne Quinze

FRAME: URBAN SQUARES

Downtown San Jose needs artworks to reinforce its emerging network of public spaces—its Urban Squares. These include major spaces like Plaza de Cesar Chavez and City Hall Plaza, as well as smaller places like Repertory Plaza, Circle of Palms, and the terrace in front of the Dr. Martin Luther King, Jr. Library. Still other spaces, such as Bicentennial Plaza and Almaden Walkway (the paseo north of Parkside Hall), have yet to come into their own. It is easy to imagine these squares evolving into a network of focal points downtown—much like Venice’s piazzas, Barcelona’s pocket parks, or the triangle parks along Broadway in New York.

Memorable public art can identify different downtown areas and contribute to the sense of connection that people experience as they move about downtown San Jose. Temporary artworks could offer new and surprising experiences each time an Urban Square is visited; people will gravitate to these areas for the engagement and stimulation.

Permanent artworks are most likely to be successful if they are commissioned carefully considering usage patterns; visual factors like color, enclosure, light, and scale; and amenities like seating, shade, and vendors. For some Urban Squares, art should be considered in the context of design studies that are under way. For others, new works could be commissioned in the spaces as they are now and combined with modest improvements such as greening, seating, and lighting. When new spaces are planned, artworks should be commissioned concurrently with their design.



North San Pedro Street Park

The North San Pedro Street housing project is a multi-block area in the vicinity of North San Pedro and West Julian streets. The redevelopment project will consist of three phases of housing built by multiple developers, and a new park that will be located between Julian and Bassett streets. Although public art was not originally required by the Redevelopment Agency, OCA should work with developers to integrate art as an important component of this new community space.

Goals

Involve artists in the overall design of the public space.

Create focal elements within green space.

Create a visual element that terminates the view down North San Pedro Street and becomes associated with the identity of this emerging neighborhood.

St. James Park

The St. James Park Master Plan identifies several opportunities for incorporating art projects or enhancements into the redesign of the park.

Because the park is likely to proceed directly from the existing master plan into construction documents, there may be little opportunity to integrate public art into the redesign; public art in this space will have to be added when opportunities arise. The Public Art Program should coordinate with the Department of Parks, Recreation, and Neighborhood Services and the Redevelopment Agency to accomplish this.

The park is nonetheless suitable for temporary artworks, perhaps in conjunction with exhibitions that run along the First Street and Second Street corridors, or with events that are occurring in the park.

As the residential community around the park grows, it will be a suitable place for a permanent art installation. An artist should work with the community stakeholders to develop a project that fits the character and function of the redesigned park.

Goals for Permanent Art

- Engage the surrounding community.
- Attract more members of the community to the park.
- Contribute to the overall aesthetic of the park.
- Be sensitive to the historic nature of the park and the surrounding area.

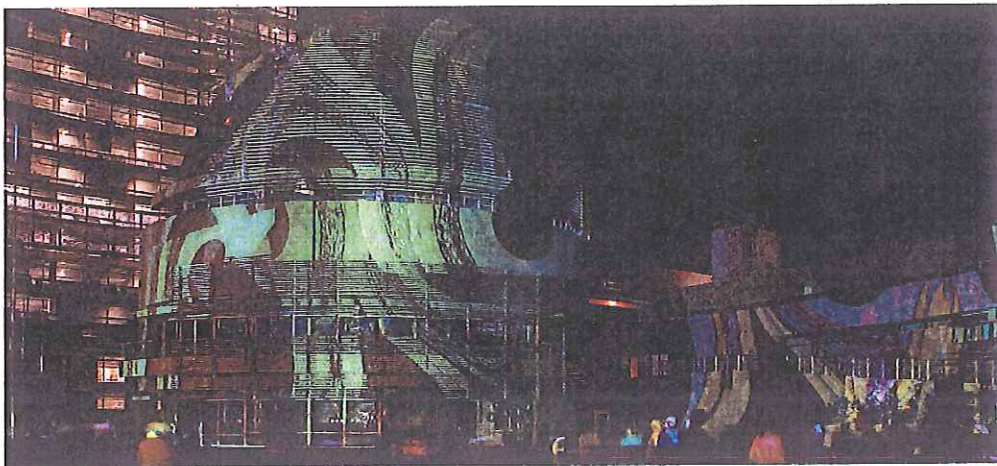
Goals for Changing Art

- Attract more community members to the park.
- Connect to other downtown activities and public art, particularly along the transit corridors.
- Relate to events in the park.
- Do not interfere with the function or use of the park.
- Create a "strong spot," an infrastructure for changing sculpture display that may include bases for installations, plug-ins for lighting and sound, or stages that can support display of three-dimensional work.

City Hall Plaza

San Jose City Hall is one of the city's most important civic landmarks. The striking structure, designed by Richard Meier Partners, consists of an iconic tower and rotunda, as well as a wing for the City Council Chambers. City Hall is home to two important new artworks: Andrew Leicester's *Parade of Floats* and Anna Valentina Murch and Douglas Hollis's *Water-scapes*. In addition, the rotunda is used as a surface for projected art.

City Hall Plaza is ideal for temporary installations or changing artworks. Temporary light pieces could continue be displayed on the rotunda itself (subject to legal considerations); along the stepped arcade, lobbies, and concourses; at the corner of Fourth and Santa Clara streets; and in the sitting area at the east side of the building.



Goals for Changing Art

Attract a wide range of residents and visitors to the plaza and City Hall.

Increase use of the plaza during times outside of normal business hours.

Create visual interest in the space that is visible from the street. Add color and scale without permanently altering the architectural and spatial vision for the plaza.

Create a "hot spot," a basic platforms for digital or media art, including power, data, video feeds, accommodation for projectors, and projection surfaces to support new media art, installations, and lighting for three-dimensional work.

Dr. Martin Luther King Jr. Library Corner

San Jose's new main library, jointly developed by the city and San Jose State University, is located at the intersection of Fourth and San Fernando streets. The public art—a series of permanent, integrated installations by artist Mel Chin entitled *Recoleciones*—is located indoors.

The Public Art Program should collaborate with the University, which owns the property, to commission a permanent work of art for the front entry plaza, or relocate an existing artwork there. The space could also be used for a rotating sculpture exhibition.



Goals for Permanent Art

Engage passersby as well as library users.

Serve as a visual focal point and reinforce the plaza as a gathering space.

Provide visual continuity in the series of artworks that front San Fernando Street between Second and Fifth streets.

Require minimal reconfiguration of the plaza.

Do not inhibit pedestrian traffic flow.

Goals for Changing Art

Same as above.

Create a "strong spot" that allow for display of three-dimensional work.

Circle of Palms

Circle of Palms, located between the San Jose Museum of Art and the Fairmont Hotel, is lined by outdoor dining spaces and hosts numerous events. In the winter, it is the location for an outdoor ice rink. Circle of Palms is home to Italo Scanga's Figure Holding the Sun. The Redevelopment Agency has initiated a study for redesigning the plaza.

Because Figure Holding the Sun is now strongly identified with its location, it should remain. An artist should be involved in any redesign, which could include using the plaza surface, nearby planters, and retaining walls as sites for temporary or permanent artworks—a sort of outdoor art gallery.



Goals for Permanent Art

Enhance the design through artist–landscape architect collaboration.

Provide a counterpoint to the successful sculpture in the space already.

Activate the paseo that leads to First Street.

Allow for continued flexible programming of the space.

Goals for Changing Art

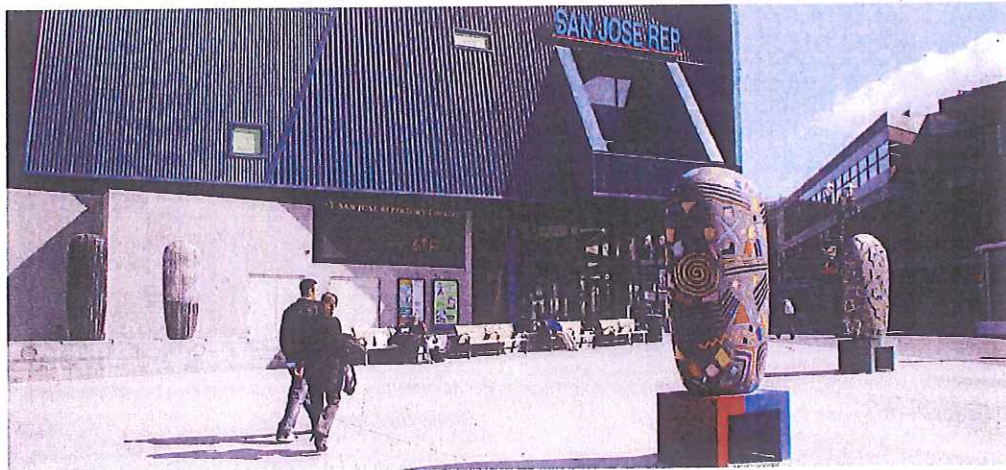
Create space for a curated “outdoor gallery” to be programmed by the San Jose Museum of Art or another partner.

Create a “hot spot” that will support new media art, installations, and lighting for three-dimensional work.

Repertory Plaza

Repertory Plaza is area surrounding the San Jose Repertory Theatre, located on Paseo de San Antonio between Second and Third Streets. The building and plaza were completed in 1997 and civic leaders are currently urging improvements. The western end of the plaza is home to *Convergence* by Jun Kaneko, and the east side is where *Oionos* by Douglas Hollis is installed.

The two public artworks at Repertory Plaza are strong, but their scale and siting are not ideal. If the plaza is redesigned, these artworks should be resited and new artworks that are more appropriate to the space could be commissioned.



Goals for Permanent Art

Focus on the western part of the plaza between the theater and Second Street.

Serve as a visual marker or a focal element that holds together the space of the plaza.

Create a strong visual link to Second Street.

Create a visual connection to the artworks along Paseo de San Antonio.

Allow for flexible programming.

Goals for Changing Art

Provide a “hot spot” and a “strong spot” for performance based or related artworks.

Connect the plaza to pedestrian activity on Paseo de San Antonio and Second Street.

Diridon Station Green

This open space, fronting historic Diridon Station, was created several years ago by VTA during construction of the Vasona high rail line. In the coming years the surrounding parking area is likely to see redevelopment for residential uses, and a new baseball stadium is proposed nearby. As the green becomes the heart of a vibrant community, the City should partner with VTA to commission a permanent public art project in the green. At the moment, the site is appropriate for the display of temporary artworks.



Goals for Permanent Art

Create a welcoming landmark for people using Diridon Station.

Serve as a visual focal point and strengthen the green as a positive space.

Consider the context of the site as a transition between a busy transportation facility and a residential neighborhood; the art might respond directly to the transportation nature of the place, or serve as a counterpoint.

Relate to other artworks commissioned for the station and the surrounding streets.

Goals for Changing Art

Serve as a visual focal point and strengthen the green as a positive space.

Provide regular commuters with a changing experience of downtown San Jose.

Engage people who live and work in the area.

Attract attention to this emerging area.

Create a "strong spot," to allow for display of three-dimensional work.

Bicentennial Plaza

Bicentennial Plaza, adjacent to the San Jose Civic Auditorium at the northwest corner of Market and San Carlos Streets, is a small, tree-shaded area. This modest space is dark and little-used, though it is directly on the path that connects the San Jose McEnergy Convention Center, the Tech Museum of Innovation, Plaza de Cesar Chavez, and the San Jose Museum of Art.

This space could be made more visible and more user-friendly, a convenient rest stop for people walking among downtown's major facilities. In that event it would be suitable for both permanent and temporary art; for example, it may be a good location for Jun Kaneko's *Convergence* if it were moved from Repertory Plaza.

Goals for Permanent Art

Create a visual element that marks the path from the Convention Center to Plaza de Cesar Chavez Plaza and the San Jose Museum of Art and Circle of Palms.

Create a visual element that establishes a focal point for the space.

Goals for Changing Art

Display two-dimensional art on the east-facing wall of the Civic Auditorium.

Use the square and sitting area for temporary exhibitions of three-dimensional work until a permanent project can be commissioned.

Almaden Boulevard Plaza Retrofit

Located near the southwest corner of Almaden Boulevard and San Carlos Street, this pleasant space lies along the path that connects the San Jose McEnery Convention Center to the Guadalupe River Park and Discovery Meadow. This privately owned space would be an ideal location for a new permanent artwork or for the temporary exhibition of art. The addition of a permanent artwork could be keyed to the development of the adjacent Boston Properties site, the expansion of San Jose McEnery Convention Center, or the completion of a new trail along the east bank of Guadalupe River.

Goals for Permanent Art

Serve as a focal point and strengthen the plaza as a positive space.

Create a visual element that marks the path from the Convention Center to Guadalupe River Park and Discovery Meadow.

Create a visual element that marks the space in relation to Almaden Boulevard, the Guadalupe River Park and Trail, and the general surroundings after the Convention Center expansion is completed.

Reflect the transition from the heavily used Convention Center to the serene landscape of the river and park corridor.

Relate to or provide a location for the City Image project for Almaden Boulevard.

Goals for Changing Art

Same as above.

Relate to any changing art programs established for the Guadalupe River Park, the Convention Center, or Discovery Meadow.

Parque de los Pobladores (Gore Park)

Parque de los Pobladores is a small, triangular park bounded by Market, First, and William Streets. It is home to *Commemoration of the Founding of the Pueblo San Jose de Guadalupe* by East Los Streetscapers. This park is currently being reviewed by the Redevelopment Agency for potential modification. Several new Redevelopment Agency–assisted and private projects are being planned on sites surrounding the square.

This little park is a prime location for a gateway artwork, as it is an entrance to downtown San Jose, the South First Street (SoFA) District, and the Convention Center area. Because of its proximity to SoFA, it could also be a good spot for changing artworks or outdoor performances. During the development process, neighboring arts organizations should be asked for their input regarding temporary art installations and/or performances.



Goals for Permanent Art

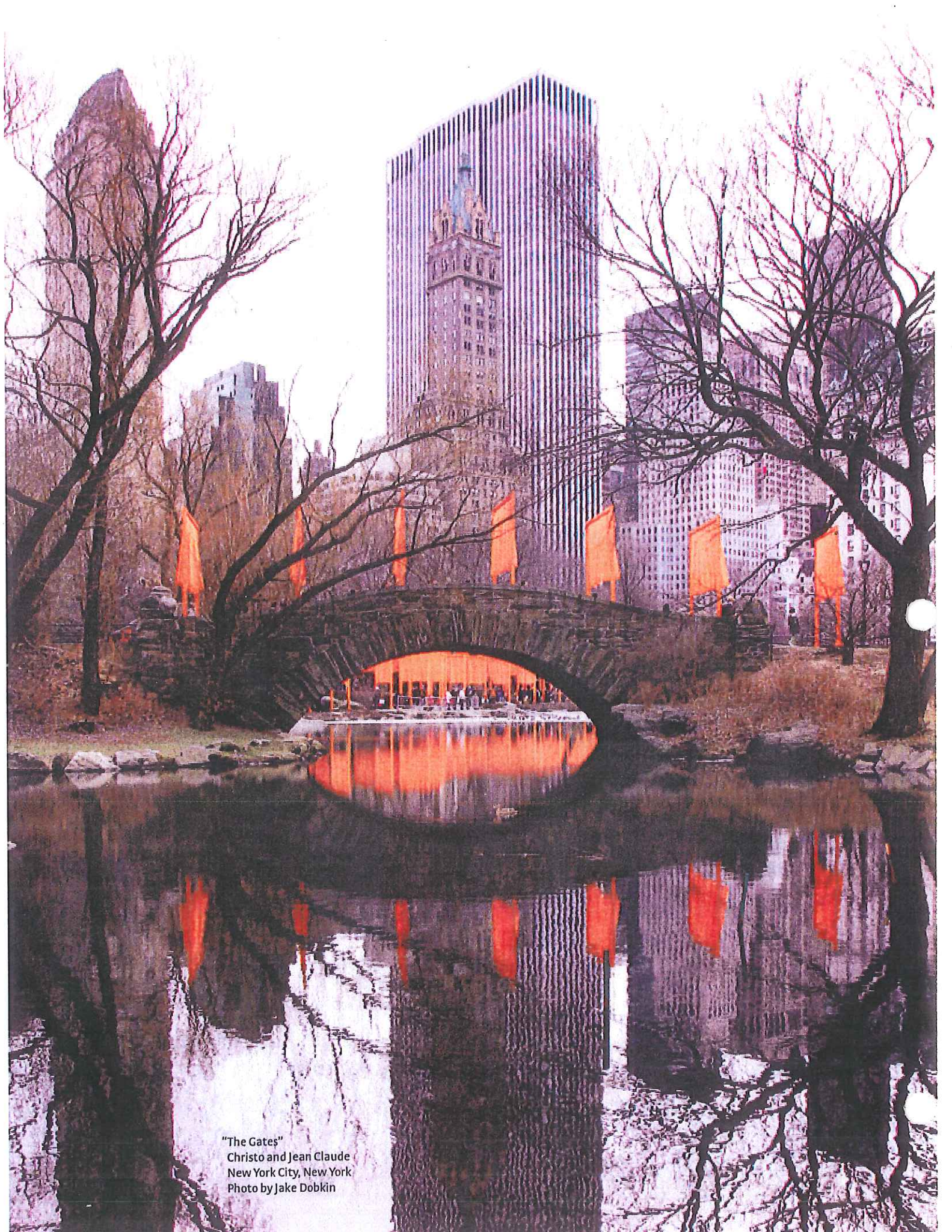
Create a visual gateway into downtown San Jose, SoFA, and the Convention Center area from the South Market Street approach.

Create or maintain usable park or plaza space.

Goals for Changing Art

Create platforms or spaces that can be programmed by the City or neighboring arts organizations, subject to legal considerations, with visual or performing art.

Activate the park in the evening, especially during special events.



"The Gates"
Christo and Jean Claude
New York City, New York
Photo by Jake Dobkin

FRAME: CHANGING ART ZONES

Downtown San Jose should be engaging and dynamic. It should be a place where locals can always find something new and interesting, a place that entices visitors to come back over and over again.

Temporary public art projects can be an important part of the excitement that people experience downtown. Changing artworks stimulate “buzz,” offer a sense of adventure and discovery, and allow for cutting-edge artistic explorations that aren’t always possible or practical in permanent artworks. The energy around the 2006 and 2008 01SJ Festivals of temporary, new media artwork proved how dynamic public art can energize an area and engage the community.

In short, changing art can bring out the best of downtown as a place, and the best of San Jose as a creative, innovative community.



There are four main approaches to consider: places, co-location strategies, platforms, and processes.

There should be places where changing art can regularly be found, where people know they will find something new and exciting. There should also be sites that have changing art only at special or unexpected times. Some of these changing art zones can be co-located in areas that include permanently-sited artwork.

The Public Art Program should team with the Redevelopment Agency and the Office of Economic Development to create a series of platforms for changing artworks, including "hot spots," a basic platform for digital or media art and "strong spots," places that are outfit with conventional supports for displaying sculpture. Artists could design movable infrastructure such as scaffolds and platforms.

The Public Art Program should develop curatorial processes to manage changing art installations either on its own or through partnerships with other organizations.

First Street/Second Street Corridor

The blocks of First and Second Streets between San Carlos and St. John Streets are strong art zone locations because they are full of pedestrian activity, connect with paseos and public spaces, and are lined with retail spaces. A potential resource is the set of unused fountain bases that could be reconfigured as pedestals for artworks, as seating areas, or other creative re-use. However, the area is constrained by lightrail lines and related infrastructure. The “Who’s on First What’s on Second” temporary artwork project will aid in determining whether this corridor can be used for changing art.

Goals

Enhance this busy pedestrian zone with changing art experiences.

Strengthen north-south pedestrian connections downtown by commissioning multiple projects in a linear space.

Reuse fountain bases as platforms for changing art.

Santa Clara Street/BART Temporary Projects

While BART is under construction by VTA, Santa Clara Street will be a work zone. Nonetheless, the area will be a good location to partner with VTA to commission changing art that explores themes such as the process and nature of construction, the transformation of places, and the impact of construction on the city’s culture and economy. Art projects involving technology such as telescopes and video feeds could engage passersby directly in the construction activity. Temporary projects should be ready for installation as work begins and should be changed out throughout the construction process.

Goals

Stimulate public interest and engagement in the BART construction process.

Turn the construction process into an asset that attracts people to the area.

Engage viewers in the process of rail transit construction, technology, and logistics.

Arena Green/Autumn Parkway and Guadalupe River Park

The segment of the Guadalupe River Park between Woz Way and San Fernando Street, where there is near-continuous street-level circulation along the park corridor, could be a place for curated changing sculptural displays—either artworks that are commissioned for the site, or on loan. The quiet, meandering walkways, lined by lush plantings and the river channel, provide diverse settings and interesting sightlines for locating sculpture and installations.

The areas for installing sculpture could expand as the park expands, ultimately connecting Discovery Meadow to Arena Green and Autumn Parkway. The Public Art Program should explore the practicality of creating a “strong spot” by installing platforms and infrastructure that will allow for temporary installations.

Goals

Create a quiet, naturalistic setting for the contemplation of artworks.

Reinforce the linear pedestrian connection along the Guadalupe River and into the Autumn Parkway corridor.

South First Street (SoFA)

South First Street between San Carlos and Reed Streets is a key location for changing art. The corridor should include “strong spots” that encourage nonprofit organizations in the area (as well as the Public Art Program) to use the street as an impromptu gallery for art of all types, from visual arts to performance. These spaces could be incorporated into the Redevelopment Agency-led streetscape plans for South First Street and into the renovation plans for Parque de los Pobladores.

Goals

Build a sense of continually changing activity in the district.

Bring the artistic activity of cultural institutions to the street.

Create a fine-grained pedestrian experience.

Create “strong spot” and “hot spot” infrastructure where possible.

Related Redevelopment Agency Capital Project

SoFA/First Street Streetscape Demonstration Project

CO-LOCATION STRATEGIES FOR CHANGING ART

An innovative way to reinforce the impact of public art downtown is to site permanent and temporary art projects together. Over time, visitors to downtown San Jose should come to recognize that when they find a major permanent artwork, they will find changing art nearby.

CHANGING ART IN CITY IMAGE PROJECT SITES

Some of the locations recommended for City Image projects are good locations for changing art projects, especially while long-term planning and fundraising are under way. The Public Art Program can use these temporary projects to test a site's suitability for permanent artworks, refine the goals for each permanent project, and signal to the public that change is coming.

Recommended Locations

Plaza de Cesar Chavez

Discovery Meadow at San Carlos Street and Woz Way

San Jose McEnery Convention Center

CHANGING ART IN URBAN SQUARES

Each space presents opportunities for changing art and for engaging artistic partnerships. The Public Art Program could play any number of roles, such as commissioning the artwork, assisting with the necessary platforms to install the art, or providing guidelines for changing exhibitions in these spaces.

Recommended Locations

St. James Park

Diridon Station Green

City Hall Plaza

Bicentennial Plaza

Dr. Martin Luther King Jr. Library Corner

Alamaden Boulevard Plaza Retrofit

Circle of Palms

Parque de los Pobladores

Repertory Plaza

PLATFORMS & PROCESSES FOR CHANGING ART

Community Information Kiosk

Downtown San Jose has a diverse mix of users—office workers, residents, students, people attending cultural events, club-goers, diners, shoppers, conventioners and others, engaging in many public activities, including community meetings, concerts, films, art exhibits, clean-up days, openings, and festivals.

Community Information Kiosks can get the word out about these many activities, and can help to build a sense of community. These artist-designed kiosks should be commissioned for a few key pedestrian-oriented locations, including SoFA, City Hall, Convention Center, Paseo de San Antonio, and near San Jose State University. Kiosks could also support artist-initiated approaches to community art. For example, a kiosk could be a place for an artist to collect information in the creation of a work; it could allow people to download a component for an interactive work onto a handheld device; or it could be home base for a performance-based piece. A kiosk could support artist-organized, community-activated projects that interface with text messages, photos, blog entries, or other user generated content.

While at present the existing sign ordinance prohibits this type of project, kiosks of this type should be considered in the context of ordinance revisions.

Goals

Build a sense of community.

Create opportunities for community-activated public art.

Create opportunities for new media art.

Create a new infrastructure that links downtown San Jose, visually and in terms of information flow.

Biennial Art Festival

01SJ: A Global Festival of Temporary Art on the Edge enlivened the streets of downtown San Jose when it was inaugurated in the summer of 2006. One of the highlights was Akira Hasegawa's *Digital Kakejiku*, a projection on the exterior of the City Hall rotunda that attracted viewers far into the night. This festival, which has become a biennial event in San Jose, demonstrates the ability of specially focused temporary art exhibitions to generate public excitement and engagement with both art and downtown as an entertainment destination.

The Public Art Program should help to organize an art festival to occur in the 01SJ's off years that is designed to reach a different audience. The new festival could be an initiative of the Public Art Program, or it could be organized by a separate entity and the Public Art Program would partner.

Goals

Attract visitors downtown and reach an expanded public art audience from the 01SJ Festival.

Strengthen San Jose's image as a cultural capital.

Brand and activate the center of Silicon Valley

Artist-Initiated Projects

In addition to commissioning artworks and arranging exhibitions for various downtown locations, from time to time the Public Art Program should issue open calls for temporary projects in downtown locations suggested by artists. These calls could be arranged around a theme, a type of media, or some other curatorial approach.

The Public Art Program could issue the calls itself or ask curators or cultural organizations to submit their own proposals for commissioning groups of temporary projects. The Public Art Program could work with cultural organizations in the city, or contract with them to manage calls entirely on their own, subject to City review and approval with the Public Art Program assisting with logistical support.

Goals

Create opportunities for artists to launch their own investigations about the relationship between public art and urban space downtown.



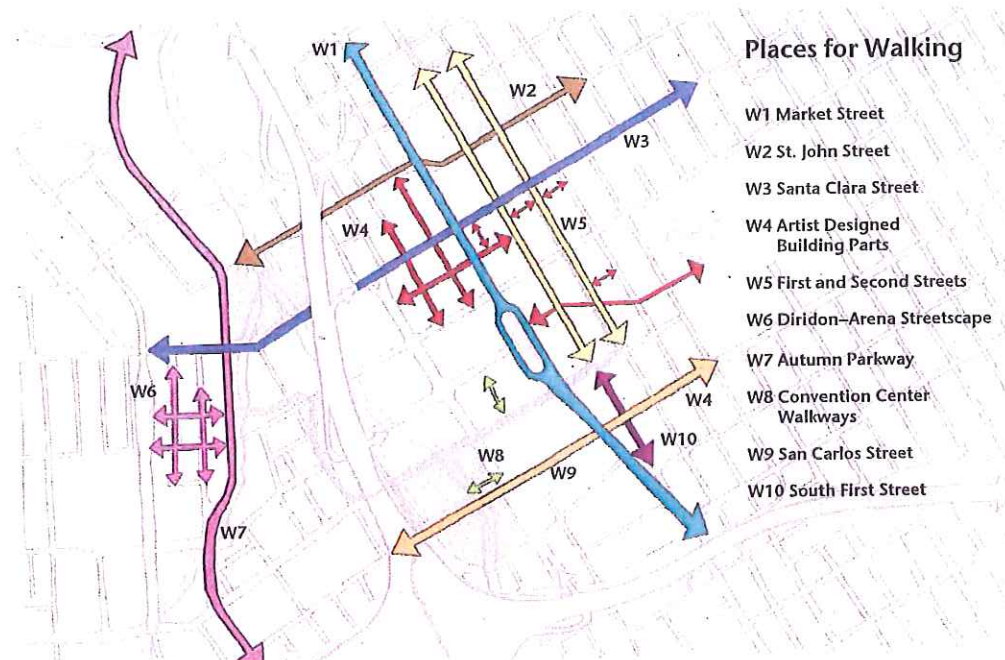
"Shade Structure"
Columns designed by Barbara Grygutis for shade structure by Smith Group, Architects
Estrella Mountain Community College, Avondale, AZ
Photo courtesy of Barbara Grygutis

FRAME: PLACES FOR WALKING

The experience of moving through downtown San Jose should be filled with discovery and delight, particularly at the pedestrian level. Public art can play a leading role in creating this experience.

San Jose's Public Art Program should develop a range of strategies for commissioning human-scaled artworks—from asking artists to create elements for redesigned streetscapes, to involving artists in public space design teams, to matching artists with building owners who seek to enhance their properties. Small-scale artworks can also be used to implement the 1stACT "Small Wonders" concept, a series of small scale interventions into the downtown that help to activate space and create opportunities for engagement.

Downtown San Jose is crisscrossed by evolving patterns of foot traffic, "desire lines" that trace common routes such from the light rail to San Jose State University and from the San Jose Convention Center to downtown restaurants. These routes reveal anchoring spaces, such as Bicentennial Park, that become important way stations in the journeys people make downtown.



Market Street Streetscape

Market Street is in a good position to reclaim its role as a ceremonial, civic, and retail street. The length of the street could be imagined as a processional space, moving from Parque de los Pobladores to the Coleman Street overpass, passing by important iconic focal points such as Plaza de Cesar Chavez and the future BART station at Santa Clara Street. The blocks between the plaza and BART could eventually emerge as a retail corridor.

Market Street through the downtown core is currently under consideration for public investment. However, careful public art investments in the streetscape or adjacent public spaces might encourage property owners upgrade their buildings and lease to retailers. Between Plaza de Cesar Chavez and Santa Clara Street, sculptural seating elements could be commissioned, sidewalk enhancements such as tile inlays might be justified, and, at some locations, smaller sculptures might be inserted to create visual interest in open spaces.

The next step would be to launch a planning phase to examine public art concepts and short-term implementation ideas in the context of other changes happening downtown.

Goals

Enhance Market Street as a civic and retail corridor.

Enliven the pedestrian environment, particularly between Plaza de Cesar Chavez and the Santa Clara Street BART station.

Strengthen the legibility of the downtown street pattern.

St. John Street Corridor

St. John Street is emerging as an important pedestrian connection. The corridor will eventually connect Fifth Street with St. James Park, the emerging North San Pedro Street residential district, Guadalupe River Park, Autumn Parkway, and Arena Green.

Currently, the Redevelopment Agency project is not funded. When this project moves into the design phase, streetscape-related public art should be considered for the corridor. Depending on the scope and budget, one consideration should be to incorporate an artist on the design team.

Goals

Enliven the pedestrian environment.

Link diverse areas of downtown.

Santa Clara Street Streetscape

Santa Clara Street will be excavated for BART construction in the future. For now, it is not an appropriate place for public art commissions, except for temporary projects related to BART reconstruction.

When Santa Clara Street is rebuilt, it will regain its status as a major civic and retail street, and potentially will be an important transit corridor itself. Public art can be an important part of Santa Clara Street's character, so an artist should be included on the design team when the street is redesigned.

Goals for Temporary Art

Enhance Santa Clara Street as a civic, retail, and transportation corridor.

Enliven the pedestrian environment.

Strengthen the legibility of the downtown street pattern for pedestrians, transit users, and drivers.

Goals for Permanent Art (After Redesign)

Enhance Santa Clara Street as a civic, retail, and transportation corridor.

Enliven the pedestrian environment.

Strengthen the legibility of the downtown street pattern for pedestrians, transit users, and drivers.

Artist-Designed Building Enhancements

Working through the Public Art Program, property owners and tenants should be encouraged to hire artists to make façade improvements and to design awnings, signage, café stanchions, tables, chairs, and building enhancements. The Public Art Program could promote an artist-made “kit of parts” approach, or collaborate with the Redevelopment Agency on its façade improvement program to match funds for certain enhancements if an artist is hired to create them.

Key places to focus on include the SoFA/First Street Streetscape Demonstration Project, Fountain Alley, Paseo de San Antonio, First and Second streets, and the blocks of the Historic Core immediately north and south of Santa Clara Street.

Goals

Enliven the pedestrian environment with artist-designed elements.

Create opportunities for emerging artists.

Redevelopment Agency Capital Projects

SoFA/First Street Demonstration Project

Fountain Alley

Small Wonders

Diridon Station/HP Arena Streetscape

The area where Santa Clara Street, Autumn Street, and Arena Green meet is an important focal point for public art projects. As this area redevelops, it is likely to become an active hub for pedestrian activity, particularly for commuters, employees of Adobe Systems, and visitors to Guadalupe River Park. Human-scale artworks should be integrated into the streetscape.

Goals

Reinforce pedestrian connections in the area, particularly east to the heart of downtown San Jose and south to the emerging Diridon Station area.

Create a cohesive, connected pedestrian environment along the Santa Clara Street corridor and between the Diridon Station and Arena Green areas.

Consider the context of major existing artworks in Arena Green and proposed projects for Adobe Systems, Diridon Station and the adjacent green, Guadalupe River Park, and the freeway underpass; create a smaller-scaled layer of visual interest.

San Carlos Street Streetscape

San Carlos Street is a key travel corridor, and it connects many important downtown resources, including San Jose State University, the SoFA, Plaza de Cesar Chavez, the Convention Center, and Discovery Meadow. The Redevelopment Agency is beginning to design for streetscape improvements on San Carlos Street, from Guadalupe Parkway to Fourth Street, that will help it emerge as an important pedestrian route as well. In the coming years, the street will likely see major development, including new residential buildings east of First Street, the expanded Convention Center, and the potential transformation of Discovery Meadow.

Some of the most important public art recommendations in this plan already touch on San Carlos Street, from the inclusion of artwork in the San Jose Convention Center project and at Discovery Meadow to the potential redesign of Bicentennial Plaza and creation of a new large-scale project that knits together the Almaden Boulevard/Park Avenue District.

The streetscape project offers an opportunity to take a comprehensive approach to public art along San Carlos Street. The Public Art Program should partner with the Redevelopment Agency to commission an artist to plan, design, and create permanent artworks in conjunction with the streetscape design team. The artist's involvement should include recommendations for how art can be linked to future development.

Goals

Create a visual vocabulary that can be used in multiple projects, rather than a standard element that is repeated along the corridor. Seek continuity and responsiveness to context.

Consider the context of important gateways that front San Carlos Street.

Consider the context of the areas through which San Carlos Street passes, in terms of activity and urban form. Also consider the context of the other artworks that are recommended along the corridor.

Consider the pace of movement of pedestrians and transit vehicles, and the interactions between them.

Suggest opportunities that can be implemented by developers and property owners who might wish to enhance their buildings (for example, the arcades along the north side of the street near the University).

Redevelopment Agency Capital Project

San Carlos Street Streetscape

South First Street/SoFA

The SoFA district is emerging as a destination for art, music, food, and nightlife.

The funkiness of the SoFA district is attributable, in part, to the nature of the businesses and activities in its retail spaces, the activity that spills from these spaces out onto the street, and the character of the buildings themselves. Currently, designers are preparing a Streetscape Demonstration Project that will make South First Street friendlier for pedestrians and arts activities.

The Public Art Program has commissioned mosaic inlays for the sidewalks of South First Street. Artist-designed enhancements to the buildings themselves should also be commissioned, to support the sense of scale along the street and to create a sense of exploration and discovery.

Any redesign should include spaces that nonprofit arts organizations in the area (as well as the Public Art Program) could use as impromptu galleries for art of all types, from visual arts to performance. While at present this type of project cannot be created due to the current ordinances, this type of project and the legal issues associated with this new use of the public right of way, should be considered in the context of ordinance revisions.

Goals for Permanent Art

Enliven the pedestrian environment with multiple, small-scale artist designed elements.

Create a distinctive identity for the South First Street district.

Create opportunities for emerging artists.

Goals for Temporary Art

Engage local arts nonprofits and artists.

Create a dynamic experience for people visiting the area.

Redevelopment Agency Capital Projects

SoFA/First Street Streetscape Demonstration Project

Small Wonders



"Eight Lost Animals"
Julian Opie, www.julianopie.com
Birmingham, England
Photo courtesy of Lisson Gallery London

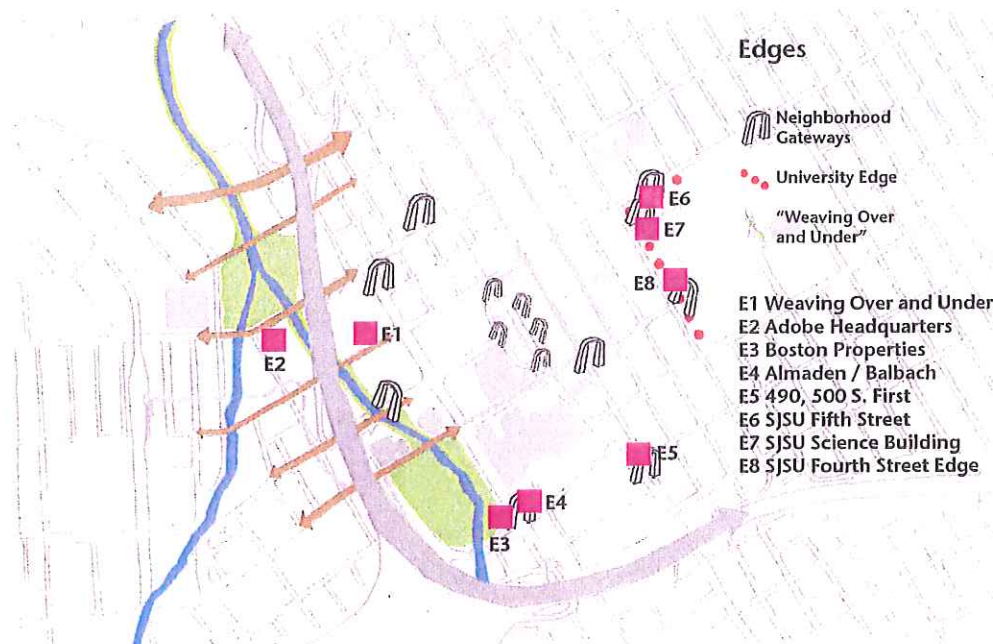
FRAME: EDGES, GATEWAYS, AND TRANSITIONS

Public artworks can mark important places of transition, such as from one downtown area to another or major entry points. These areas of transition could include the edges of downtown as well as other locations that mark movement from one place to another—such as passages under freeways, the San Jose State University campus edge, entries into special districts, or places where people leave their cars or transit and become pedestrians.

Most of these projects should be pursued in conjunction with other opportunities that arise. For example, public art could be incorporated into planned public and private development projects.

One opportunity for a special initiative is the Guadalupe River/Parkway corridor, where an interdisciplinary team could create art projects that address the complex layering of river, park, urban space, and freeway.

Often recommendations for edges, gateways and transitions reinforce other frames established in this plan demonstrating the flexibility of both types of opportunities.



“Weaving Over and Under” the Guadalupe Corridor

The parallel paths of the Guadalupe River Park and Guadalupe Parkway present strong edges to downtown San Jose. The surface streets, parklands, river, and freeway create a complex, three-dimensional braid of movement, infrastructure, and space with a complex property ownership and structure.

The entire Guadalupe Corridor should be addressed by an artist team charged with inventing a comprehensive, multifaceted system of interventions that address the experience of weaving over and under the freeway and the river. The core study area should focus on Woz Way to the confluence with Los Gatos Creek; the extended study area should stretch from the Interstate 280–Highway 87 interchange to Guadalupe River Gardens.

Goals

Create innovative, coordinated approaches to art projects that explore the layers of river, park, surface streets, parkland, flood infrastructure, and viaducts that interact in this area.

Bring the green of the Guadalupe River Park to the surface streets.

Highlight thresholds into the downtown core area.

Engage the multiple uses of the Guadalupe River corridor through downtown San Jose.

EDGE AND TRANSITION OPPORTUNITIES RELATED TO CITY IMAGE PROJECT SITES

The following City Image projects could address edge and transition opportunities.

Market/Santa Clara BART Portal

This intersection will be an important gateway for BART riders arriving in San Jose at the Santa Clara Street station. Riders move through an underground station, pass through a portal, and emerge onto the sidewalks of this busy intersection. Artworks could create an immediate sense of arrival in a unique and energetic place.

Diridon Station

This station will be a gateway for rail travelers using Amtrak, commuter trains, BART, and the proposed high-speed rail service. Artworks proposed for this location should recognize their role in shaping visitors' experience of the city.

Discovery Meadow/San Carlos Street and Woz Way

The intersection of San Carlos Street and Woz Way is an important gateway for transit riders and motorists arriving from the west. The northwest corner of Discovery Meadow is a good location for a large-scale sculpture that could capture the spirit of this child- and event-oriented space. Such a landmark would be easily visible from the freeway.

EDGES AND TRANSITIONS RELATED TO PRIVATE DEVELOPMENT SITES

Adobe Headquarters Expansion

Adobe Systems is planning to build a new office complex at the southeast corner of Santa Clara Street and Delmas Street. This is a private project with no Redevelopment Agency involvement and no public art requirement. However, Adobe will likely continue its substantial contribution to public art by commissioning new artworks.

Goals for Privately Commissioned Public Art

Commission a significant artwork that serves as a gateway to downtown for people arriving from the west along Santa Clara Street, especially at the focal point where Santa Clara bends at Delmas Street.

Create an artwork that engages people using the Arena Green or visiting the HP Arena.

Boston Properties Development

Boston Properties is proposing to develop a site at the northwest corner of Almaden Boulevard and Woz Way as an office site. The project will have a Redevelopment Agency public art requirement. The site is a gateway to downtown and to the Almaden Boulevard corporate/cultural district from the south. Elsewhere, this plan recommends that Boston Properties' public art requirement be used to retrofit a plaza at an earlier phase of this project.

Goals for Privately Commissioned Public Art

Commission an artwork that serves as a gateway to downtown San Jose from the south.

Almaden Boulevard–Balbach Street

The office building at the northeast corner of Almaden Boulevard and Balbach Street (“Sobrato Building”), across the street from the proposed Boston Properties development, is seeking a major tenant. Though there is no Redevelopment Agency public art requirement, the future occupant should be encouraged to commission public art.

Goal for Privately Commissioned Public Art

Commission an artwork that serves as a gateway to downtown San Jose and to the Almaden Boulevard corporate/cultural district from the south.

EDGES AND TRANSITIONS RELATED TO SAN JOSE STATE UNIVERSITY

As San Jose State University redevelops its campus, there will be opportunities to encourage movement and visual interaction between the downtown area and campus. These projects could be pursued in partnership with the University.

Fifth Street Gateway

San Jose State University's plan calls for demolishing the theater at Fifth and San Fernando streets and creating a new entrance to the campus there. The Public Art Program should encourage the University to commission art for the Fifth Street entry when it is being planned.

Goals

Reinforce connectivity and movement
between the campus and downtown San Jose.

Reinforce the evolving progression of art
along San Fernando Street.

Science Building Gateway

San Jose State University's plan calls for replacing the science building on Fourth Street adjacent to the Dr. Martin Luther King Jr. Library. When the science building is reconstructed and the entrance to Fourth Street between the library and the science building is improved, a smaller-scale entry artwork can be commissioned for this space. Another possibility would be to integrate an artwork into the façade.

Goals

Reinforce connectivity and movement
between the campus and downtown San Jose.

Fourth Street Edge

The campus edge at Fourth Street could be a quiet, comfortable place for students and area residents to gather and relax in simple seating areas. Such improvements could be designed by an artist or include artist-designed elements.



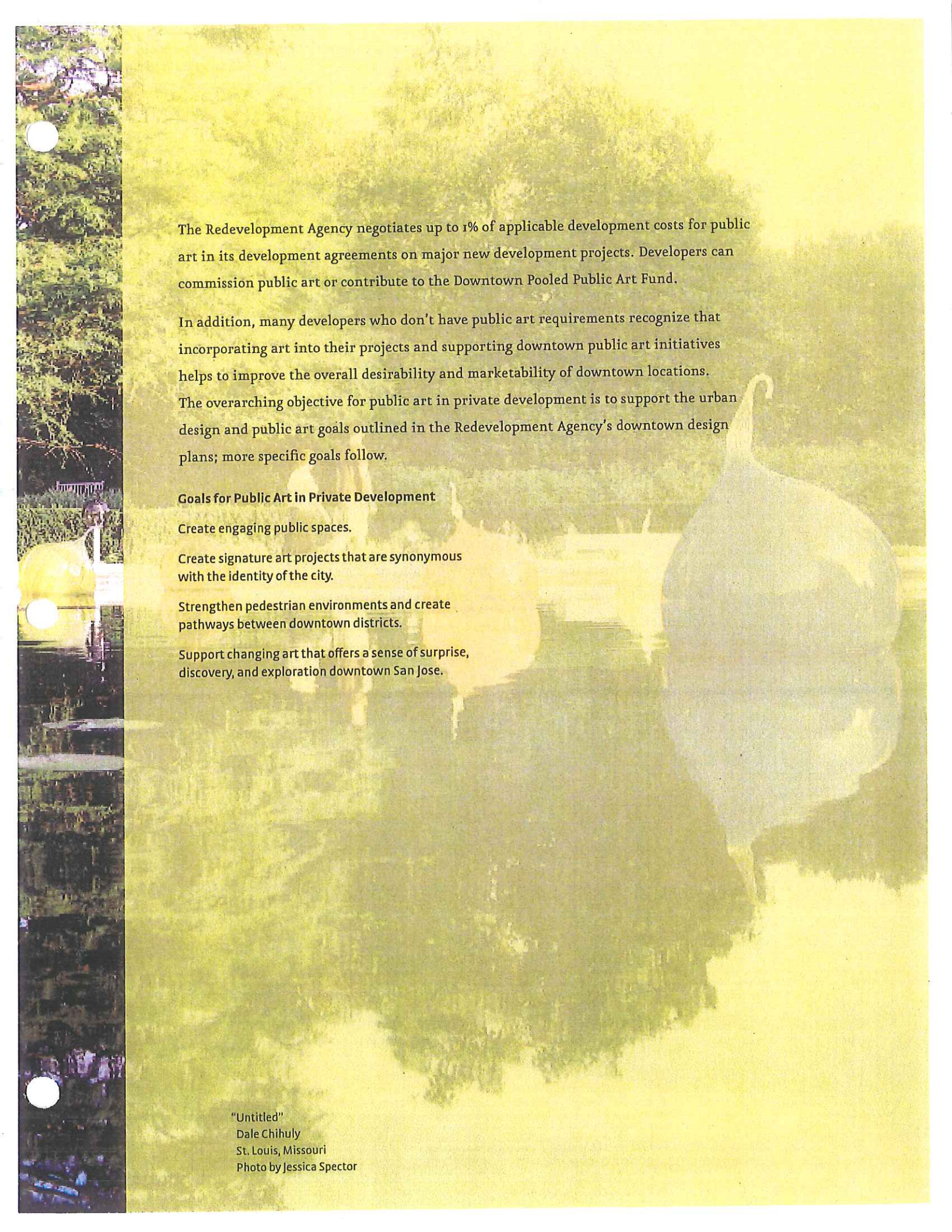
Goals

Reinforce connectivity and movement between the campus and downtown San Jose.

A photograph of a park scene. In the foreground, a large, glowing yellow, teardrop-shaped sculpture sits in a pond, its reflection visible in the water. The background is filled with lush green trees and foliage. The overall scene is brightly lit, suggesting a sunny day.

IV

**PUBLIC ART
IN PRIVATE
DEVELOPMENT**



The Redevelopment Agency negotiates up to 1% of applicable development costs for public art in its development agreements on major new development projects. Developers can commission public art or contribute to the Downtown Pooled Public Art Fund.

In addition, many developers who don't have public art requirements recognize that incorporating art into their projects and supporting downtown public art initiatives helps to improve the overall desirability and marketability of downtown locations. The overarching objective for public art in private development is to support the urban design and public art goals outlined in the Redevelopment Agency's downtown design plans; more specific goals follow.

Goals for Public Art in Private Development

Create engaging public spaces.

Create signature art projects that are synonymous with the identity of the city.

Strengthen pedestrian environments and create pathways between downtown districts.

Support changing art that offers a sense of surprise, discovery, and exploration downtown San Jose.

"Untitled"
Dale Chihuly
St. Louis, Missouri
Photo by Jessica Spector

Strategies for Public Art in Private Development

The Downtown Public Art Fund

One way developers can support these goals is by making a payment to the Downtown Pooled Public Art Fund. Money paid into that fund will be used at the discretion of the Public Art Program in the following ways:

- Fund the commissioning of public art projects that are synonymous with the identity of the city. Those projects are generally City Image projects that require a large amount of resources from many entities.
- Fund Urban Squares and Places to Walk, art projects that strengthen public places and walking environments in the general vicinity of the development project.
- Fund an endowment that would support Changing Art Zones for public art projects that offer a sense of surprise and reward exploration downtown.

General Recommendations

Private developers could also commission public art on their own. These are some of the general opportunities and guidelines for such undertakings.

OPPORTUNITIES

Building tops. Building heights in downtown San Jose are constrained by regulations that protect the flight path to San Jose Mineta International Airport, which makes developing a distinctive skyline a difficult task. Artworks can be integrated into the tops of buildings to help create a skyline with visual presence. This strategy is especially appropriate for “identity sites” as called out in the Redevelopment Agency’s Downtown San Jose Design Guidelines.

Public pedestrian environments. One of the most important goals for downtown San Jose is to create a walkable environment on every street. Art projects that engage the public at sidewalk level are especially desirable. The priority should be on orienting artworks towards public streets and thoroughfares.

GUIDELINES

Consider art that is integrated into architectural and landscape design. Most of the public art currently in downtown San Jose consists of independent projects sited in public spaces. Developers should explore means of engaging artists that diversify the types of artworks downtown and to increase their visual impact. Artists should be involved early in the design process.

Consider key site lines. The Downtown San Jose Design Guidelines indicate key sight lines and view corridors. Artists, design teams, and developers should consider these when deciding how to integrate artworks into a specific site.

Consider area character. The Downtown San Jose Design Guidelines indicate several downtown areas that warrant special design considerations. Artists and design teams should take these considerations into account when developing artistic concepts.

Public art must be visible to the public. Public art should be clearly visible from ground-level public spaces, such as streets and squares. Public art in lobbies, portes cocheres, or other semi-private spaces should be discouraged.

