



**the village at market creek**

**ART** + design plan

draft october 2012



*"i would like to see art that gives the viewer a feel and understanding of the greatness of the people that make up this wonderful community."*

*- community participant*

**the village at market creek**  
ART+design plan

draft october 2012

*prepared by*

**MIG, Inc.**

*in cooperation with*

**Jacobs Center for Neighborhood Innovation  
City of San Diego Commission for Arts and Culture  
Bennett Peji Design**

*with support from*

**National Endowment for the Arts**



# acknowledgements

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## Jacobs Center for Neighborhood Innovation

Kristine Breese, Director of Strategic Partnerships  
Lisette Islas, Director of Community Organizing  
Marie Horn, Director of Communications  
Randy Pruitt, Diamond Management Inc. Construction Manager  
Annamarie Till, Community Building Program Manager  
Rahmo Abdi, Community Coordinator  
Martha Aguilar, Community Coordinator  
Easter Leasau, Community Coordinator  
Lefaua Leilua, Community Coordinator  
Mariana Martinez, Community Coordinator  
Lois Meza, Strategic Partnerships Executive Assistant

## City of San Diego

Jerry Sanders, Mayor  
Tony Young, Council President  
Kevin Faulconer, Council President Pro Tem  
Sherri Lightner, Councilmember  
Todd Gloria, Councilmember  
Carl DeMaio, Councilmember  
Lorie Zapf, Councilmember  
Marti Emerald, Councilmember  
David Alvarez, Councilmember

## City of San Diego Commission for Arts and Culture

Victoria Hamilton, Executive Director  
Dana Springs, Public Art Program Manager  
Nigel Brooks, Arts Management Specialist  
Linda Sokol, Executive Secretary

## Guide Team and Arts Stakeholders

Joseph Aongo  
Anamaria Cabato  
Darnysha Carter  
Rogelio Casas  
Vernon Franck  
Sergio Gonzalez  
Jessica Hanson York  
Julia Marciari-Alexander  
Ardelle Matthews  
Dr. Robert Matthews  
Victor Ochoa  
Sharletta Richardson  
Kiki Solia

## Consultant Team

### MIG

Mukul Malhotra, Principal  
Andy Pendoley, Project Manager  
Laura Shipman, Project Associate  
Ed Canalin, Art Director  
Susan Papps, Department Administrator

### Bennett Peji Design

Bennett Peji, Principal  
Lilia Peji, Designer, Architect  
Colette Kholle Redon, Designer, Architect  
Karen Arguelles, Designer  
Radha Kala, Designer  
Toan Tran, Researcher

## Artist Teams

### Wowhaus

Ene Osteraas-Constable

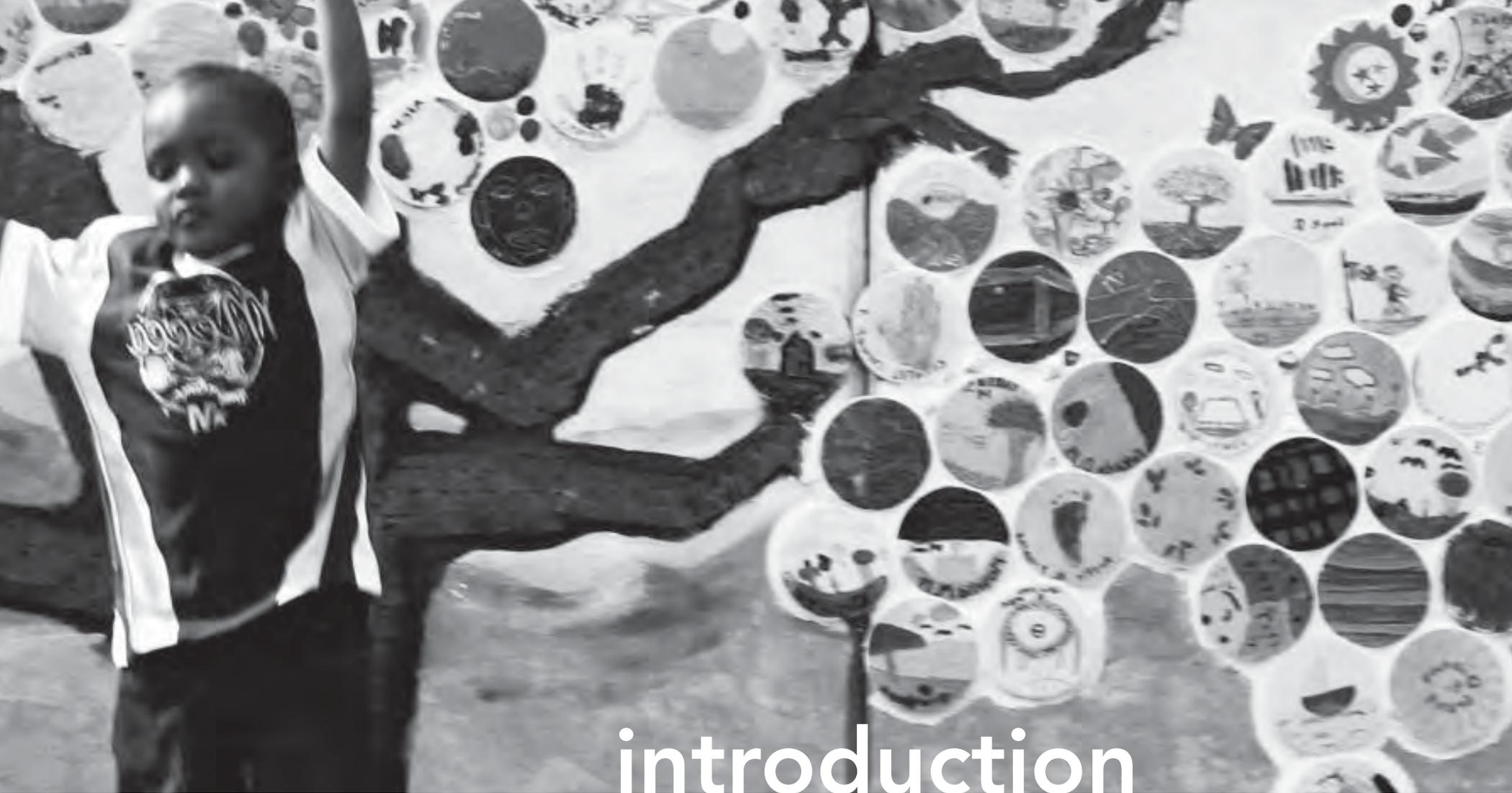
### Team X.L.

Xavier Leonard  
LeMar Slater  
June Clarke

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# introduction

## In this Chapter:

- Project Background and Purpose
- Planning Context
- History of Arts and Culture
- Planning Process
- Role of Artists
- Document Overview

ART+design plan



# introduction

**T**he Village at Market Creek is primed to grow into one of San Diego's most lively, multi-cultural arts destinations. Our community is proud of its unique cultural heritage and artistic traditions, and we want to be known as the place to go to for authentic arts and culture experiences. We aim to continue the art and design work that residents and community artists have



created over the last decade, and to innovate as we envision what public art in The Village can be now and in the future. With this Plan as a guide, our goal is to incorporate the arts into all future development within The Village to help build our community's economic strength and enhance its beauty and vitality.

## PROJECT BACKGROUND AND PURPOSE

The National Endowment for the Arts awarded the Jacobs Center for Neighborhood Innovation (JCNI) and the City of San Diego Commission for Arts and Culture an “Our Town” grant in 2011 to engage local residents, cultural leaders, artists, and regional arts leaders to actively collaborate in the development of the Art + Design Plan for The Village at Market Creek.

As part of the grant, JCNI and the San Diego Commission for Arts and Culture also selected two artist teams through a request for proposals process to provide insights and art concepts as examples of potential public art to incorporate into The Village.

The Plan includes the community’s vision, recommended opportunity sites for art in the public realm, art concepts, design guidelines for future private development, and a framework for implementation. This document is intended to be used as a guide for community members, artists, and developers as the area grows over the coming years, as well as a tool for attracting political and financial support to implement the arts and culture development recommendations included in the Art + Design Plan.



*The Village at Market Creek Planning Workshop*



*Market Creek Plaza and Amphitheater viewed over Chollas Creek*

## PLANNING CONTEXT

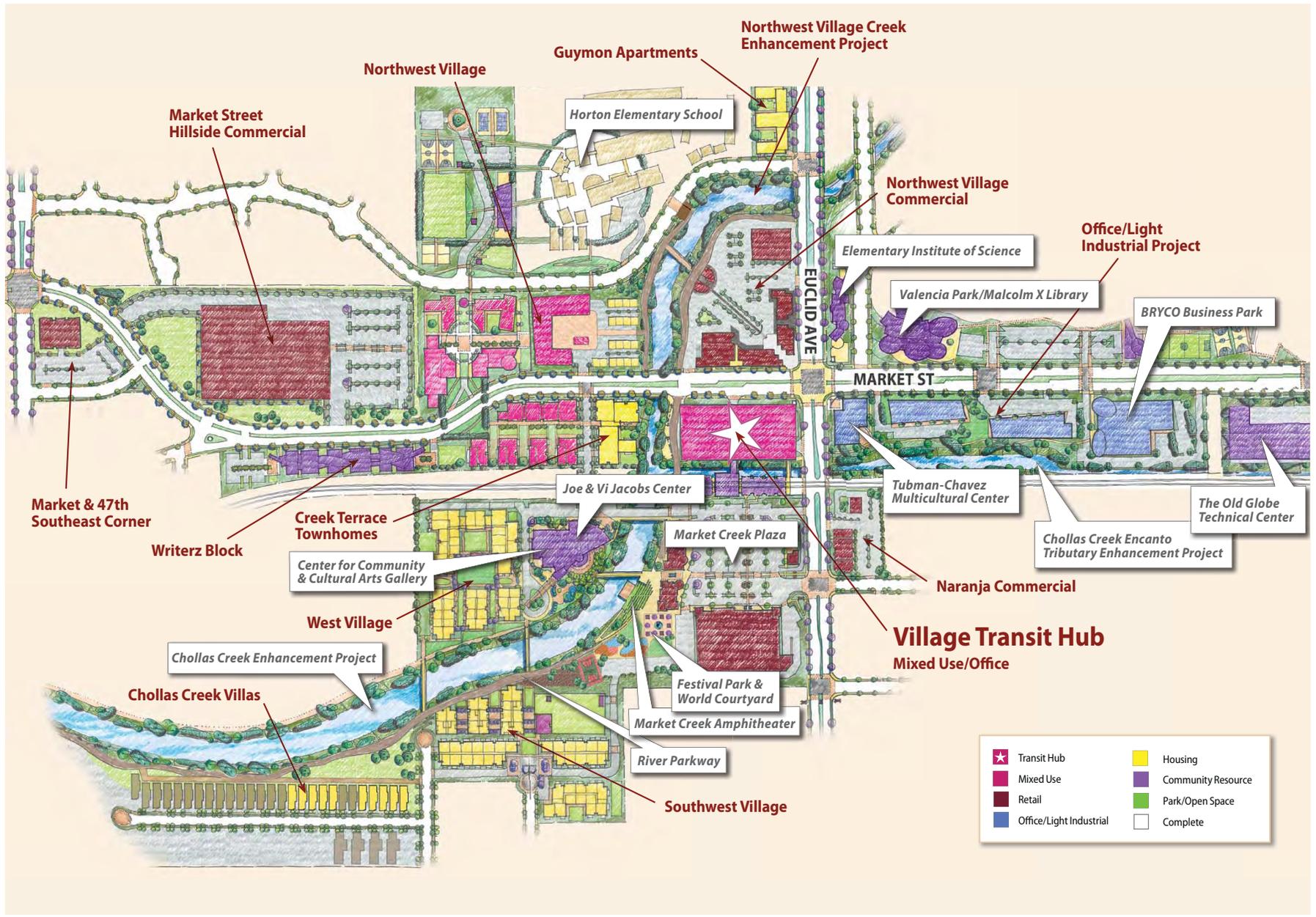
In 1997, JCNI began working with residents of southeastern San Diego to transform sixty unused and underutilized acres into The Village at Market Creek, a vibrant cultural and commercial center. Since then, the community has seen the successful development of the Market Creek Plaza (MCP) shopping center and performing arts and events amphitheater, as well as the Joe & Vi Jacobs Center, a community gathering, conference, and office space. Further plans for The Village include the building of affordable housing for residents as well as additional commercial developments to bring local and national tenants to the community.

Past and concurrent planning and development efforts initiated by JCNI include the construction of the Joe & Vi Jacobs Center and MCP; the design of Creek Terrace Townhomes, Family Health Center, and Northwest Commercial; Chollas Creek Enhancement Project; Festival Park and several other projects throughout The Village.

Past planning efforts conducted by the City of San Diego include the 1995 Market Street

Corridor Urban Design Study, 2003 Encanto Neighborhoods Pedestrian and Bicycle Network Plan, 2008 General Plan, Southeastern San Diego Community Plan that was updated and adopted by the City Council in 1987, and the Fifth Amendment to Central Imperial Redevelopment Plan that was approved in 2009.

Concurrent planning efforts conducted by the City include the update to the 1987 Southeastern San Diego Community Plan, which includes Land Use, Urban Design, Mobility, Recreation, Health, and Art elements, and the Euclid and Market Land Use and Mobility Plan. The recommendations outlined in these plans will help improve the street environment and encourage economic development in The Village community.



The Village at Market Creek Master Plan updated 2012

## HISTORY OF ARTS AND CULTURE

From the beginning, arts and culture has played a key role in the development of The Village. Bringing together community members of The Village as well as artists to shape both its look and character, the rich history of arts and culture can be experienced in many different ways, including:

### Buildings

Key buildings in the The Village have always been designed to integrate arts and culture. The traveling exhibits, cultural niches, indoor performance areas, and other art exhibits such as the Joe & Vi Jacobs Mosaic in the Joe & Vi Jacobs Center infuse art and culture in day to day experiences in an office environment. Similarly, artworks such as the Cross-Cultural Dome Art and Community Faces provide great opportunities to experience art in the various retail buildings of MCP.

### Open Spaces

Public and private open spaces have always been designed to holistically integrate arts and culture in The Village. Open spaces such as the MCP

Amphitheater, outdoor stage along the Joe & Vi Jacobs Center and 'The Yard' provide a myriad of opportunities to create and experience visual and performance arts. Major pedestrian pathways integrate local artists' works such as the Cultural Tapestry Walkways, Asphalt Art at the entrance of Joe & Vi Jacobs Center, and Coyote Tracks, thereby elevating the experience of pedestrians, be it residents or visitors. This experience is strengthened by the wealth of artworks in the area in and around MCP Amphitheater such as the Sempra Children's Art Wall and Dragonfly Dreams.

### Cultural Festivals

Every summer, The Village celebrates different cultures with art, music and food. Various built



"Coyote Tracks" Sculpture



Asphalt Art

and open spaces such as the Joe & Vi Jacobs Center and the MCP Amphitheater host events that showcase fine art displays and art and cultural workshops. The annual Arts and Cultural Fest in October also provides an opportunity for an International Market alongside community resource booths.

### Art and Cultural Programs and Institutions

Since its inception, The Village has strived to build partnerships with local arts institutions to create new programs and institutions that celebrate local artists and artistic expression unique to Southeastern San Diego. Key institutions include:

### Graff Center and Writerz Blok

In 2000, Writerz Blok was created to celebrate vibrant street art culture, transforming the way graffiti was perceived by art audiences. Writerz Blok started as Graff Center in 1999, an innovative youth arts program that allowed youth to express themselves, channelize their energy into unique artistic expressions and prevent vandalism and gang related graffiti. Since 2003, Writerz Blok has operated in a half acre facility offering more than 10,000 square feet of paintable walls, attracting more than 500 youth, artists, community members and visitors each month.

### Center for Community & Cultural Arts

Established in 2010 as a result of a series of focus groups meetings with local residents and artists, the Center for Community & Cultural Arts (CCCA), is a partnership between the Balboa Park cultural institutions and the residents, cultural groups and artists of Southeastern San Diego. Anchored by a multi-purpose gallery space in Joe & Vi Jacobs Center, CCCA is an arts organization that is both 'with and without walls'. It celebrates various arts disciplines including visual and performing arts. In addition, it addresses various needs of the local community, from learning to create art, to exhibiting and performing, while broadening the audience base of the Balboa Park cultural institutions.



African Batik Tile Walkway



CCCA Gallery Writerz Blok Exhibit



Writerz Blok Graffiti Art Park

## PLANNING PROCESS

The Village Art + Design Planning process has been driven by input from residents and community leaders, as well as local and regional arts professionals. The Plan is based on concepts outlined and affirmed by JCNI, the Guide Team, and community participants along each step of the process.

### Community Workshops

A series of six community workshops was conducted in the first half of 2012 to gather input on specific Plan elements. Each workshop had 50-100 participants contributing to the Plan development including many local artists and residents who brought creative and innovative perspectives to the workshop exercises.

**Community Workshop #1** included an overview of the project goals and framework; background on arts districts locally, nationally, and internationally; and small group discussions to explore the community's vision for the character, themes, and types of art forms to include in The Village.

**Community Workshop #2** focused on identifying locations for the arts throughout The Village through a tour of potential sites and a small group exercise in which participants placed modeling clay and found objects on their preferred locations for art as representations of potential art expressions. Through the small group and large group discussions that followed, preferred art opportunity sites were identified.

**Community Workshop #3** continued the exploration of preferred locations for art through walking tours to gain firsthand perspectives on the locations discussed in the previous workshop. Participants then revisited their maps in small groups to further pinpoint art opportunity sites and possible art forms to include in those locations.

**Community Workshop #4** explored the sensorial nature of the arts and potential temporary art opportunities in The Village.

**Community Workshops #5 and #6** focused on design guidelines for the buildings and open spaces that will surround and support the public art included in the Plan. The artists on the team also presented their process and concepts for feedback from community participants.

## Guide Team and Arts Stakeholders

Throughout the planning process, the Guide Team and arts stakeholders provided expertise and guidance on Plan development. Guide Team members met with the consultant team before each community workshop and other key milestones to shape content and refine concepts and recommendations. In addition, several Guide Team members served as facilitators for community workshops to help ensure the process was clear and participants were fully engaged.

## Development Team

To ensure that the design guidelines for private development could be implemented and aligned with The Village at Market Creek Master Plan, the project team met with JCNI and its development arm, Diamond Management Inc., to review the proposed guidelines and gather input.

## Art + Design Plan Adoption

The Art + Design Plan review process includes review and adoption of the Plan in concept by the Commission for Arts and Culture and presentation to the broader community.



*Community Workshop in the Center for Community & Cultural Arts*



*Community Workshop Walking Tours*



*Community Workshop Multi-sensory Materials*



Artist Xavier Leonard

## ROLE OF ARTISTS

The role of artists has been critical in the design and development of this Plan. Key areas where artists have contributed include:

### Guide Team Meetings

Local artists representing different fields including visual and performing arts were key members of the Guide Team. Their insights helped create, review and refine various Plan recommendations.

### Community Workshops

There was a concerted effort to integrate artists as participants, break-out group facilitators and presenters at the various workshops. This helped dramatically enrich and elevate the feedback received at the six different workshops

### Artist Focus Groups

At key milestones of the project, the consultant team met with Focus Groups made up solely of artists. The artists were a mix of artists who are local to the southeastern San Diego area as well as the larger San Diego region. The focus groups helped review and evaluate the various recommended themes, art forms, locations, and concepts proposed in this Plan.



Artist Ene Ostersaas-Constable

### Concurrent Artist Process:

A key effort that was held concurrently with this Plan process was to work with the following two artist groups:

**Ene Oстераas-Constable, Wowhaus:** Through vibrant community dialogue and collaboration with local artists and community members, the artist developed fresh perspectives and innovative artistic solutions to help make The Village a unique and memorable place. This effort was based on a strong foundation of neighborhood assessment which helped identify key community nodes and sites of special interest. Through meetings held at various forums such as Horton Elementary School, Elementary Institute of Science, Farmers Market, site of

future Health Center, and Art + Design Plan community workshops, the artist gained valuable insight that helped develop various concepts. Working with community artists at Writerz Blok, on a 30' long canvas, graffiti artists created a full scale "concept sketch". Key recommendations included locations for community gateways and creating a Neighborhood Artists' Collective that could potentially transform a vacant lot into a demonstration open studio and temporary art site.

**Team X.L.:** All of the investigations Team X.L. conducted in the community were aimed at gathering stories that would help them understand the participants' passions, concerns, fears, loves and strongly-held beliefs about

their neighborhoods. The information was gathered, mostly in the form of stories, by providing direct opportunities for writing about significant experiences, documenting reactions to interactive objects, or collecting responses to survey questions designed to elicit evocative mini-narratives.

Altogether, their community explorations included multiple walking investigations of the targeted development areas and the creek trails, five public workshops, and one community survey.

**The preliminary recommendations developed by the various artists were discussed at the final community workshop and appropriately incorporated in this Plan.**



Artist Ene Oстераas-Constable on site walk with EIS students



Writerz Blok "Concept Sketch" at Euclid Avenue Trolley Station



Team X.L. story-sharing/art making session

## DOCUMENT OVERVIEW

The following represents the organization of The Village at Market Creek Art + Design Plan and includes a short summary of each chapter.



### Chapter 1: Introduction

Provides the background and road map for the document by describing the process, purpose, and intent of the Art + Design Plan.



### Chapter 2: Community Vision

Outlines the framework for the future of The Village as an arts and culture destination.



### Chapter 3: Locations for Art

Identifies the specific opportunity sites in the public and private realms for the installation of public art, as well as possible art forms to consider in these locations.



### Chapter 4: Design Guidelines

Outlines the requirements for private realm development to create a built environment that surrounds and supports the public art envisioned in this Plan.



### Chapter 5: Implementation

Provides the recommended actions necessary to carry out the Plan components and achieve the community's vision.





# community vision

## ART+design plan

### In this Chapter:

Common Themes

Art Forms



## community vision

**R**esidents have led the vision and planning of the community throughout The Village at Market Creek development process. The Art + Design Plan is therefore based on a vision for the future shaped by the values and ideas of community participants. The visioning process identified the overarching common themes that artists should integrate into future public art projects. It also identified a range of potential art forms, including many that reach outside of conventional media to reflect the uniqueness of The Village community.

# 2



Themes expressed by community and stakeholder participants

## COMMON THEMES

Community members communicated several fundamental values that art in The Village should express. These values were synthesized into common themes that should guide the creation of all public art to ensure a sense of unity and beauty throughout The Village.

**Cultural:** The Village is a unique community with cultures from around the world represented by neighborhood residents. Each of these diverse cultures has a heritage that should be reflected and expressed through common art forms.

**Natural:** Chollas Creek is central to the history of the neighborhood and serves as the unifying element for current and future development. The

Village community takes pride in sustainability and awareness of the natural environment, and these values should be reflected in all public art.

**Traditional and Contemporary:** Many generations are represented in The Village and together there is a wealth of knowledge these generations can share about tradition and heritage as well as progressive ideas. This multi-generational exchange should be expressed through the arts.

**Inspirational:** Public art should not only be reflective of the community, but also inspire new creative ideas to help The Village grow into a beautiful, innovative, and unique center for arts and culture.



Community Visioning Workshop



## cultural

celebrating a unique cultural community



## natural

chollas creek as a symbol of natural history and a sustainable, caring revitalization process for the neighborhood



## traditional + contemporary

multi-generational experiences and expressions of beauty



## inspirational

an engaging arts district that inspires us every day to be creative and innovative

## ART FORMS

Through a brainstorming process community members and the project team compiled a collection of art forms that answer the question, "what is art?" These forms of art branch outside of traditional media and incorporate unconventional expressions of art such as sports, food, and story telling. The diagram below is not intended to limit potential public art concepts, but rather should be used as a starting point to inspire a broad view of the potential for the arts to reflect and enhance this community.





### Architecture

The creative design of buildings to reflect multi-cultural traditions and innovative forms



### Clothing

A temporal art form showcased in performances, ceremonies, and street fashion



### Crafts

Artisan works both traditional and contemporary from jewelry to functional items



### Digital Art

Art incorporating technology to create interactive and engaging experiences



### Environmental Art

The integration of natural materials and settings to create art



### Food

A temporal art form using taste as well as smell and sight to create unique culinary creations



### Graffiti Art

A form of street art that reflects contemporary styles, issues, and culture



### Multi-sensory Art

Art incorporating several senses to create multi-dimensional experiences



### Painting

A traditional art form that can be used in murals or more unconventional applications



### Performance

From music to dance a form of art that engages the audience



### Photography

Images that can be used at the scale of a mural or through digital representation



### Sculpture

A three-dimensional art form that can be used on any scale



### Sports

Art forms and venues inspired by sports themes



### Story Telling

Sharing of fiction and non-fiction stories orally or through literature



### Tattoos

An artistic expression of traditional and contemporary symbols worn on the body





# locations for art

## In this Chapter:

- Overarching Locations
- Preferred Locations
- New Residential and Commercial Developments
- Parks and Trails
- Pedestrian Paths
- Gateways
- Temporary Sites

ART+design plan

## locations for art

**T**he Village at Market Creek Master Plan creates a framework of development sites connected through a system of walking trails and pathways and organized around Chollas Creek as the unifying element in the neighborhood. Within this framework, several distinct types of opportunity sites for art and performing art were identified during the Art + Design Planning process. These categories include

new developments, parks and trails, pedestrian paths, gateways, and temporary sites. Building on the community vision, each of these locations is explored based on their assets and opportunities for improvement. Selected locations are outlined in this chapter as a guide for public art placement, in both the public and private realms, as a means to further enhance and connect The Village as a whole.

## OVERARCHING LOCATIONS

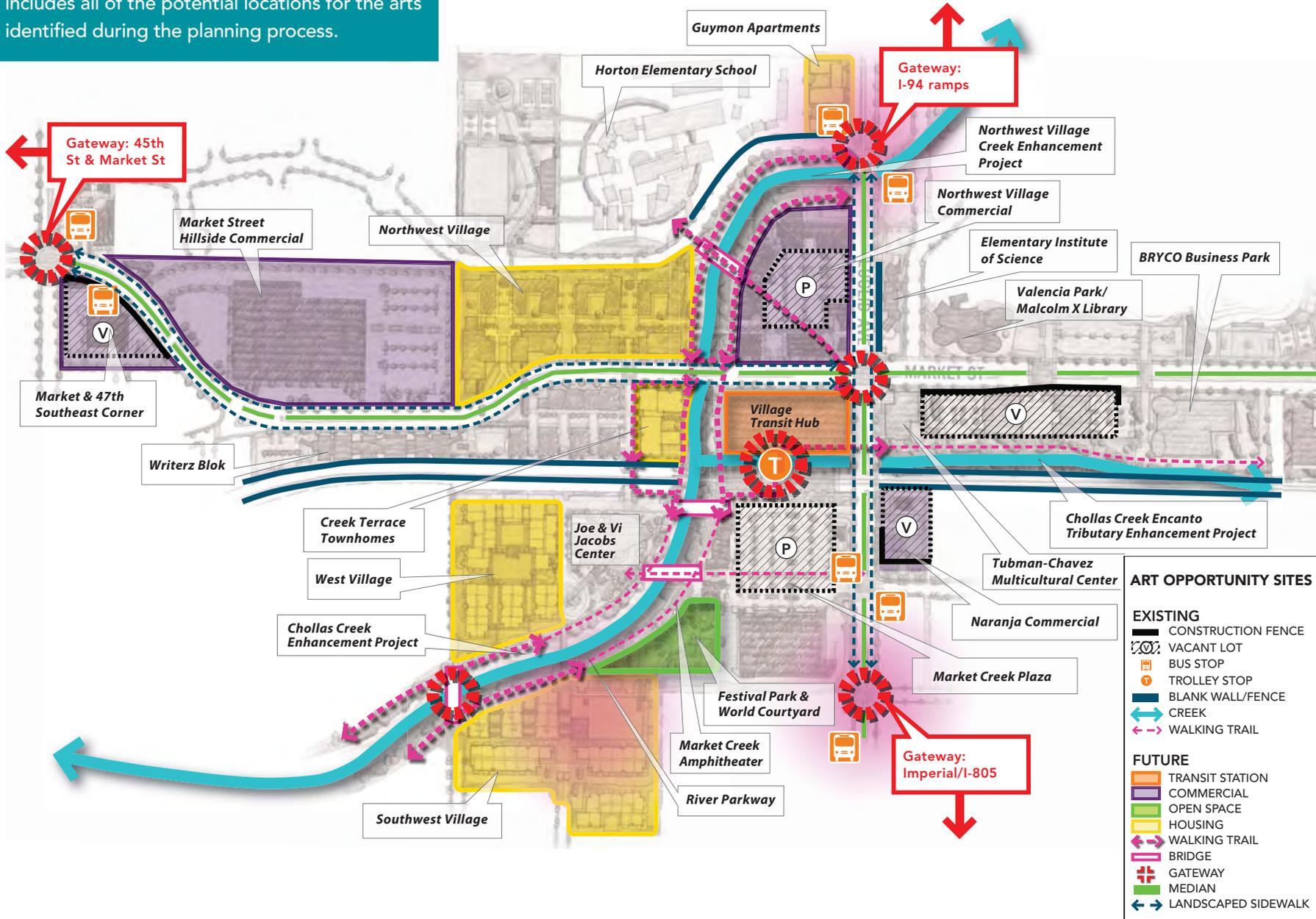
The art opportunity sites highlighted in this chapter are based on rigorous existing conditions analysis as well as community and JCNI staff input. These locations reflect the following criteria:

- **Network:** Locations should form a continuous network of public art that creates a well-connected arts district.
- **Visibility and Experience:** Art locations should respond to natural topography, speed of travel, and modes of transportation (walking, driving, trolley) as they affect how the art is viewed and experienced. In addition, high-visibility locations are less prone to vandalism and more easily maintained.
- **LEED-ND:** As a Leadership in Energy and Environmental Design for Neighborhood Development (LEED-ND) certified community, the placement of art should contribute to the respect for the natural environment as well as the promotion of walking, biking, and public transportation.
- **Land Ownership:** The parcels owned by JCNI allow for greater control over the implementation and maintenance of public art projects.
- **Economic Development:** The locations of art should be chosen to catalyze public and private investment.



*Bird's-eye View of MCP and the Joe & Vi Jacobs Center*

**OVERARCHING LOCATIONS MAP:** This map includes all of the potential locations for the arts identified during the planning process.



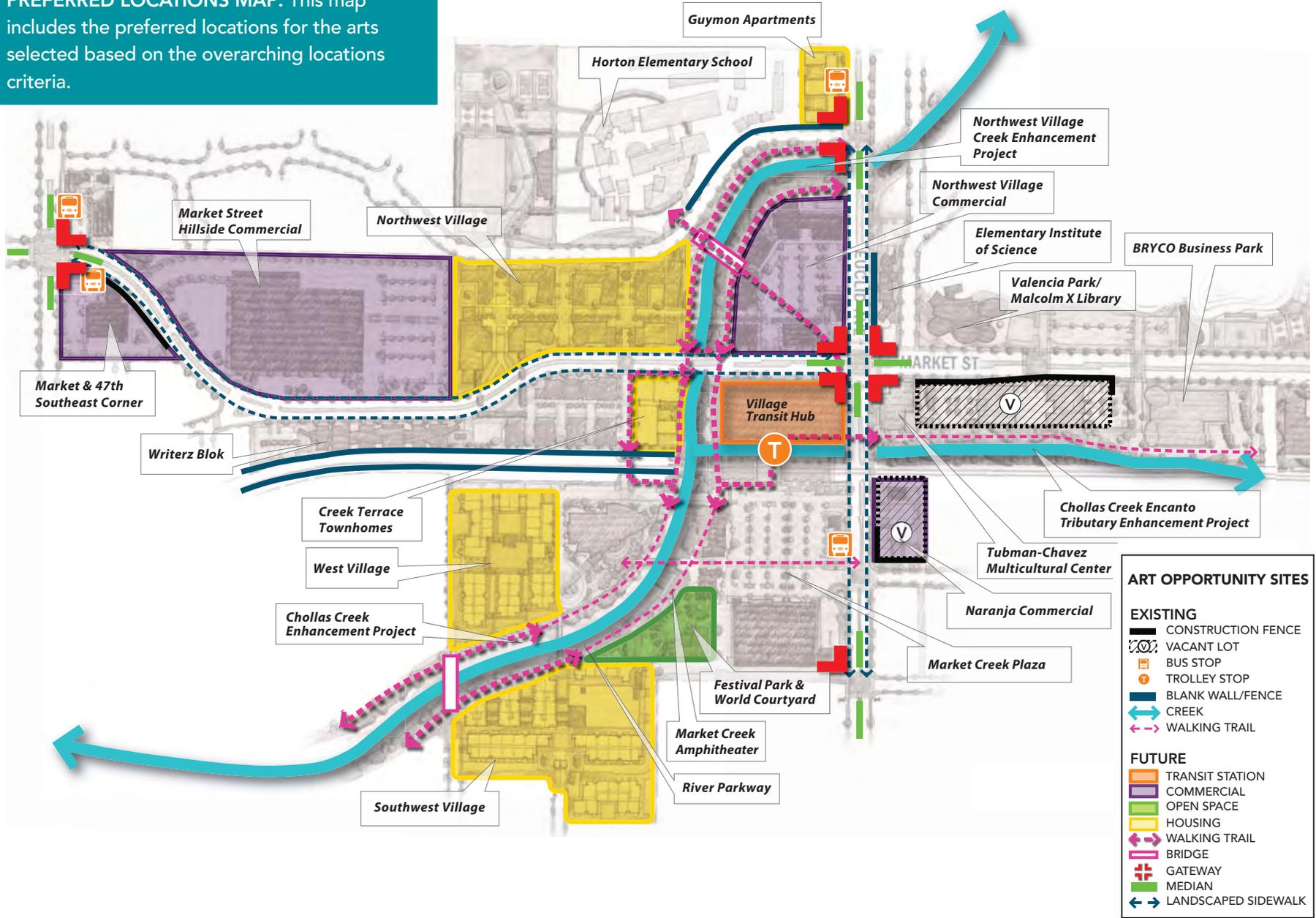
## PREFERRED LOCATIONS

Many of the potential opportunity sites identified on the map on the following page could become good locations for the arts, such as the gateways outside of the project's area. However, constraints of land ownership, the need to encourage private development, and implementation feasibility required further editing into preferred locations for art. These preferred locations were also repeatedly identified by community participants in the community workshop exercises.



*Panoramic View of The Village at Market Creek*

**PREFERRED LOCATIONS MAP:** This map includes the preferred locations for the arts selected based on the overarching locations criteria.



## NEW RESIDENTIAL AND COMMERCIAL DEVELOPMENTS

Through public art, new residential and commercial developments can enhance the experience for residents and patrons, while also contributing to the overall improvement and economic development of the neighborhood.

### Why Include Art in New Developments?

The integration of art into newly constructed buildings and open spaces has potential to beautify the neighborhood, increase the perception of safety on surrounding streets, and help residents feel like they are represented and truly have ownership of their neighborhood.

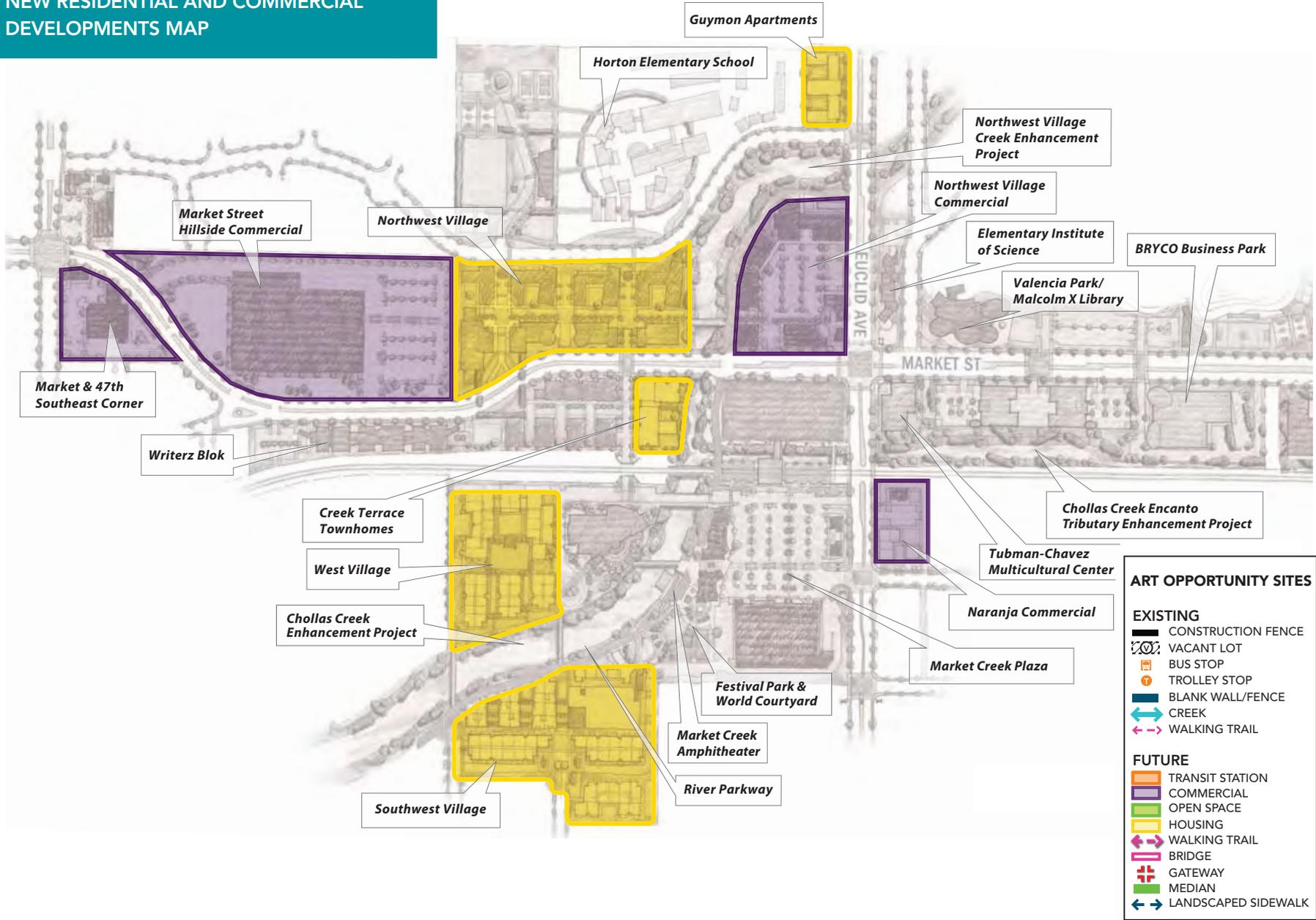


Artist Rendering of New Housing Development - Creek Terrace Townhomes



Artist Rendering of New Commercial Development - Northwest Commercial

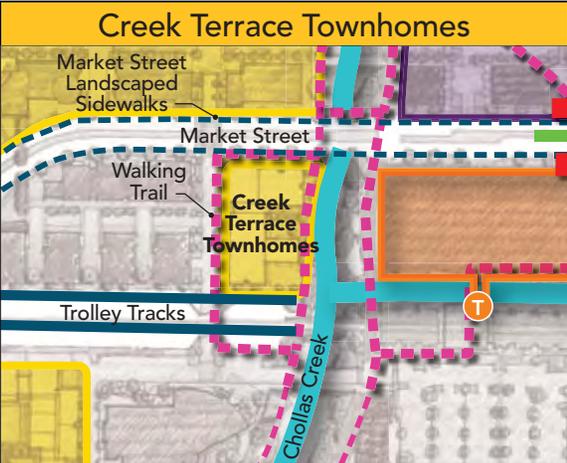
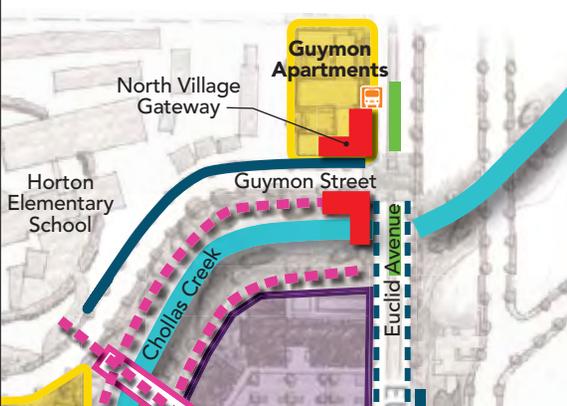
# NEW RESIDENTIAL AND COMMERCIAL DEVELOPMENTS MAP



## Guidelines for Locating Public Art in New Developments

To ensure that art forms are well-integrated into new buildings and open space design, public art should be considered from the conceptual design phase of all new development projects. The art chosen should respond to the surrounding context to create continuity throughout The Village community.

- New Residential Development**
- New Commercial Development**

Locations	Surrounding Influences	Public Art Guidelines
<p style="text-align: center;"><b>Creek Terrace Townhomes</b></p> 	<ul style="list-style-type: none"> <li>• Chollas Creek</li> <li>• Walking Trail</li> <li>• Trolley Tracks</li> <li>• Market Street Landscaped Sidewalks</li> </ul>	<ul style="list-style-type: none"> <li>• Include environmental art in open spaces along Chollas Creek</li> <li>• Provide visual and audio art along trails to create a multi-sensory story telling experience for pedestrians</li> <li>• Create public art on facades along the trolley tracks to be viewed by passengers entering The Village</li> <li>• Consider including public art in internal courtyards and pathways that are accessible to the public during daylight hours</li> </ul>
<p style="text-align: center;"><b>Guymon Apartments</b></p> 	<ul style="list-style-type: none"> <li>• North Village Gateway</li> <li>• Horton Elementary School</li> </ul>	<ul style="list-style-type: none"> <li>• Provide public art at the northwest corner of Euclid Avenue and Guymon Street as a gateway entry to The Village, a high-elevation and high-visibility location</li> <li>• Place public art geared toward youth along the Guymon Street edge of the parcel to connect to the school</li> <li>• Consider including public art in internal courtyards and pathways that are accessible to the public during daylight hours</li> </ul>

EXISTING	FUTURE
CONSTRUCTION FENCE	TRANSIT STATION
VACANT LOT	COMMERCIAL
BUS STOP	OPEN SPACE
TROLLEY STOP	HOUSING
BLANK WALL/FENCE	WALKING TRAIL
CREEK	BRIDGE
WALKING TRAIL	GATEWAY
	MEDIAN
	LANDSCAPED SIDEWALK

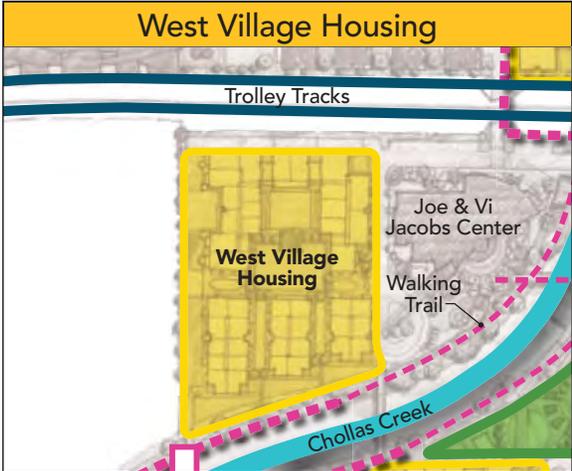
### Locations

### Surrounding Influences

### Public Art Guidelines

Locations	Surrounding Influences	Public Art Guidelines
<p><b>Northwest Village Housing</b></p>	<ul style="list-style-type: none"> <li>• Chollas Creek</li> <li>• Walking Trail</li> <li>• Horton Elementary School</li> <li>• Market Street Landscaped Sidewalks</li> </ul>	<ul style="list-style-type: none"> <li>• Include environmental art in open spaces along Chollas Creek</li> <li>• Provide visual and audio art along trails to create a multi-sensory story telling experience for pedestrians</li> <li>• Place public art geared toward youth along the Guymon Street edge of the parcel to connect to the school</li> <li>• Consider including public art in internal courtyards and pathways that are accessible to the public during daylight hours</li> </ul>
<p><b>Southwest Village Housing</b></p>	<ul style="list-style-type: none"> <li>• Chollas Creek</li> <li>• Walking Trail</li> <li>• Festival Park</li> <li>• High Elevation</li> </ul>	<ul style="list-style-type: none"> <li>• Provide large-scale public art on facades or in open spaces that can be viewed from afar because of the high-elevation and high-visibility location</li> <li>• Include environmental art in open spaces along Chollas Creek</li> <li>• Provide visual and audio art along trails to create a multi-sensory story telling experience for pedestrians</li> <li>• Create interactive art for children in open spaces near Festival Park</li> </ul>

- New Residential Development
- New Commercial Development

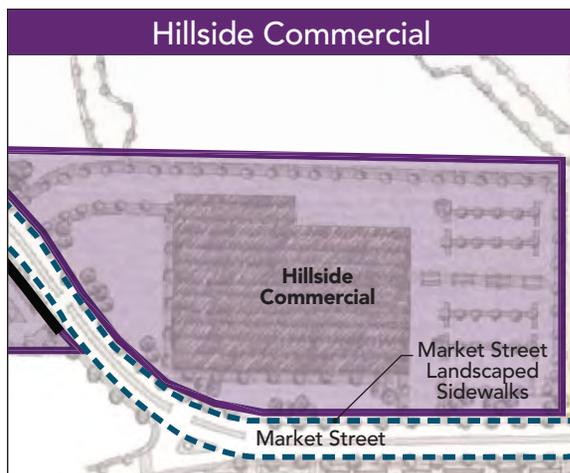
Locations	Surrounding Influences	Public Art Guidelines
 <p><b>West Village Housing</b></p> <p>Trolley Tracks</p> <p>West Village Housing</p> <p>Joe &amp; Vi Jacobs Center</p> <p>Walking Trail</p> <p>Chollas Creek</p>	<ul style="list-style-type: none"> <li>• Chollas Creek</li> <li>• Walking Trail</li> <li>• Trolley Tracks</li> <li>• Joe &amp; Vi Jacobs Center</li> </ul>	<ul style="list-style-type: none"> <li>• Include public art with cultural themes adjacent to the Joe &amp; Vi Jacobs Center</li> <li>• Include environmental art in open spaces along Chollas Creek</li> <li>• Provide visual and audio art along trails to create a multi-sensory story telling experience for pedestrians</li> <li>• Create public art on facades along the trolley tracks to be viewed by transit passengers entering The Village</li> <li>• Consider including public art in internal courtyards and pathways that are accessible to the public during daylight hours</li> </ul>
 <p><b>Northwest Village Commercial</b></p> <p>Chollas Creek</p> <p>Walking Trail</p> <p>Euclid Avenue Landscaped Sidewalks</p> <p>Northwest Village Commercial</p> <p>Euclid and Market Gateway</p> <p>Market Street Landscaped Sidewalks</p> <p>Market Street</p> <p>Euclid Avenue</p>	<ul style="list-style-type: none"> <li>• Euclid and Market Gateway</li> <li>• Chollas Creek</li> <li>• Walking Trail</li> <li>• Euclid Avenue and Market Street Landscaped Sidewalks</li> </ul>	<ul style="list-style-type: none"> <li>• Provide public art at the northwest corner of Euclid Avenue and Market Street as part of the primary Village center gateway</li> <li>• Include environmental art in open spaces along Chollas Creek</li> <li>• Provide visual and audio art along trails to create a multi-sensory story telling experience for pedestrians</li> </ul>

EXISTING	FUTURE
CONSTRUCTION FENCE	TRANSIT STATION
VACANT LOT	COMMERCIAL
BUS STOP	OPEN SPACE
TROLLEY STOP	HOUSING
BLANK WALL/FENCE	WALKING TRAIL
CREEK	BRIDGE
WALKING TRAIL	GATEWAY
	MEDIAN
	LANDSCAPED SIDEWALK

### Locations

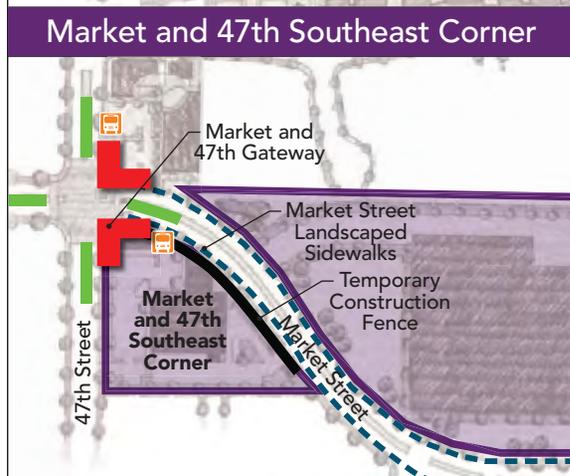
### Surrounding Influences

### Public Art Guidelines



- High Elevation
- Large Building Footprint
- Market Street Landscaped Sidewalks

- Provide large-scale public art on facades or in surrounding parking lots that can be viewed from afar because of the high-elevation and high-visibility location
- Utilize public art to make the large building more human-scaled through murals or other facade treatments



- Market and 47th Gateway
- Market Street Landscaped Sidewalks
- Temporary Construction Fence

- Provide public art at the southeast corner of Market and 47th Streets as a gateway entry to The Village
- Consider temporary art on construction fences

## Art Forms for New Developments

New developments can integrate art into their design, including patterns and motifs on facades, pathways, and parking lots; functional items such as lighting and shade structures using sculptural form; and spaces for outdoor galleries and storefront art studios.

### Projection Art:

A monthly community event could feature art or films projected on large buildings.



light sculptures



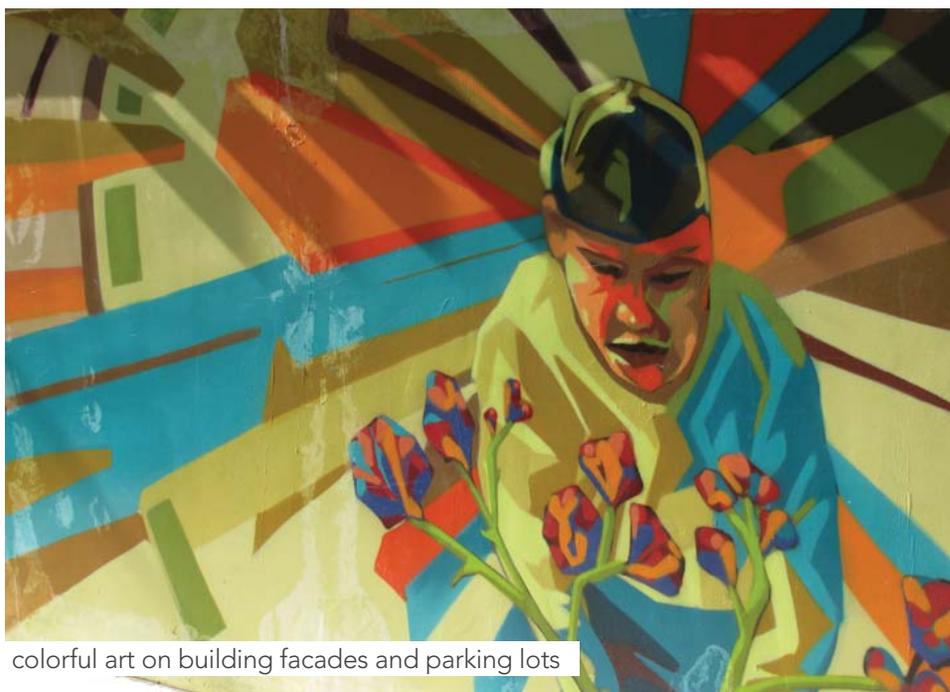
cultural symbols on facades, signage, surfaces



outdoor galleries / museums



storefront art studios



colorful art on building facades and parking lots



mosaics on building facades

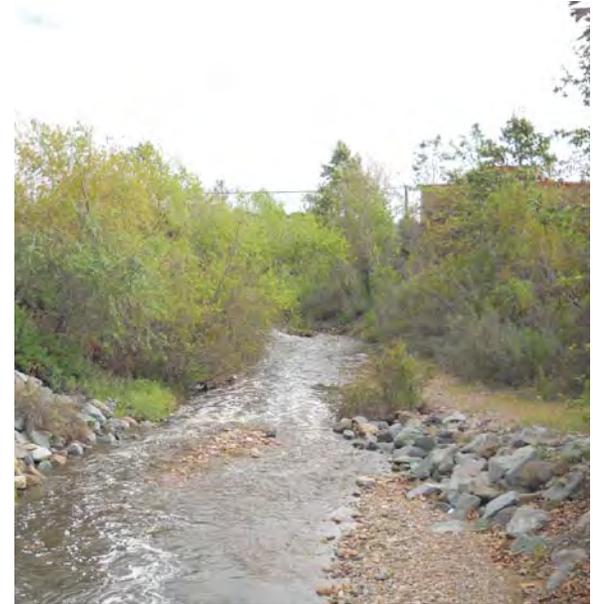
Note: Images are for inspiration and are not the exact art forms to be installed.

## PARKS AND TRAILS

Chollas Creek is the unifying element of The Village and its natural “Main Street.” It is planned as a unique pedestrian and bike-friendly environment that will contrast with the street environment. Several enhancement projects have brought life back to the areas along the creek and provided opportunities for pedestrians to enjoy this natural neighborhood asset. Festival Park is also an important open space in the community and is often used for celebrations and festivals. With future planned improvements to create continuous walking trails along the creek, as well as Festival Park improvements, these areas will be ideal settings for the community’s stories to be told through public art.

### Why Include Art in Parks and Along Trails?

The integration of art into the walking trails along Chollas Creek and in Festival Park has potential to engage and unify the community through focus on the natural environment; instill community pride; beautify the creek; connect to Horton Elementary; create playful and educational environments for children; provide spaces for gathering; increase sustainability awareness; and attract visitors to a unique natural and creative environment.

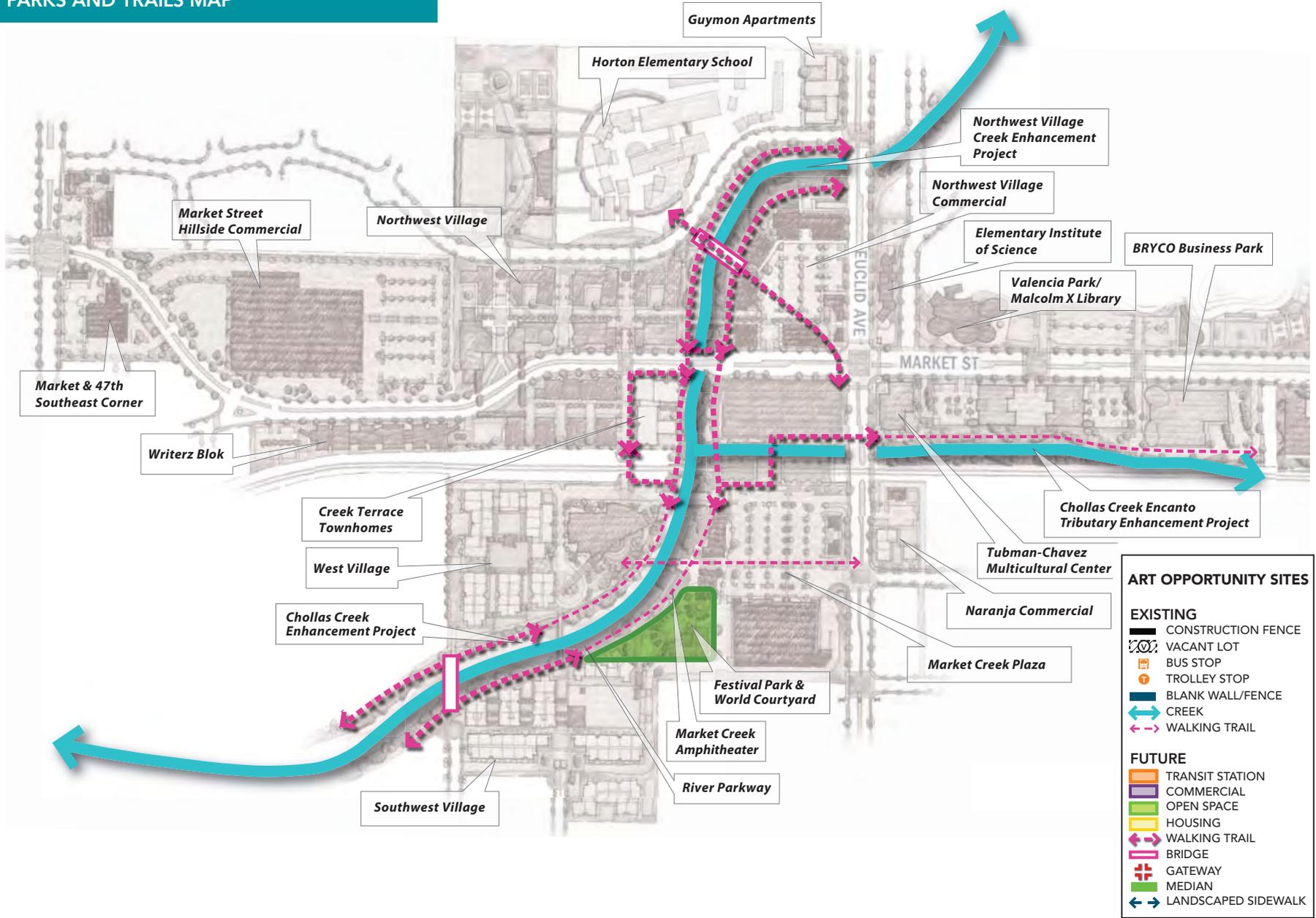


*Chollas Creek*



*Walking Trail*

PARKS AND TRAILS MAP



## Art Forms for Parks and Trails

Potential art forms to integrate into parks and trails include multi-sensory art to create a story telling experience; art utilizing recycled materials; art that reflects the natural context of Chollas Creek habitats and ecology; interactive art games for children; functional items such as benches, lighting and shade structures with sculptural forms; and performance art and art-making.

### Playful Bridges:

The pedestrian bridge across Chollas Creek near the elementary school offers a creative opportunity for interactivity.



art using recycled materials



audio or written art



art-making



sculptural benches



solar trees



mosaic games



water features



chalk art

Note: Images are for inspiration and are not the exact art forms to be installed.

## PEDESTRIAN PATHS

The existing pedestrian realm along several major streets in The Village, particularly along Euclid Avenue and Market Street, is uncomfortable and unattractive because of fast-moving traffic and poor street edges such as blank walls and fences. The Village at Market Creek Master Plan aims to create a sustainable and walkable community. One strategy to build on this goal is to enhance and enliven the pedestrian environment through the introduction of public art. The pedestrian paths, blank walls, and fences selected as preferred locations for the arts were chosen because they are in high visibility locations along Euclid and Market, along the trolley tracks, and along Guymon Street leading to Horton Elementary.

### Why Include Art along Pedestrian Paths?

The integration of art along pedestrian paths has potential to create a welcoming streetscape environment, increase the perception of safety by increasing foot-traffic, and engage and involve the public through provocative pieces that attract attention.

**A key element to ensuring the appreciation of art along pedestrian paths is by creating safe, comfortable and well-landscaped sidewalks. Shade-providing trees, street and pedestrian lighting, seating, etc. help create these improvements.**

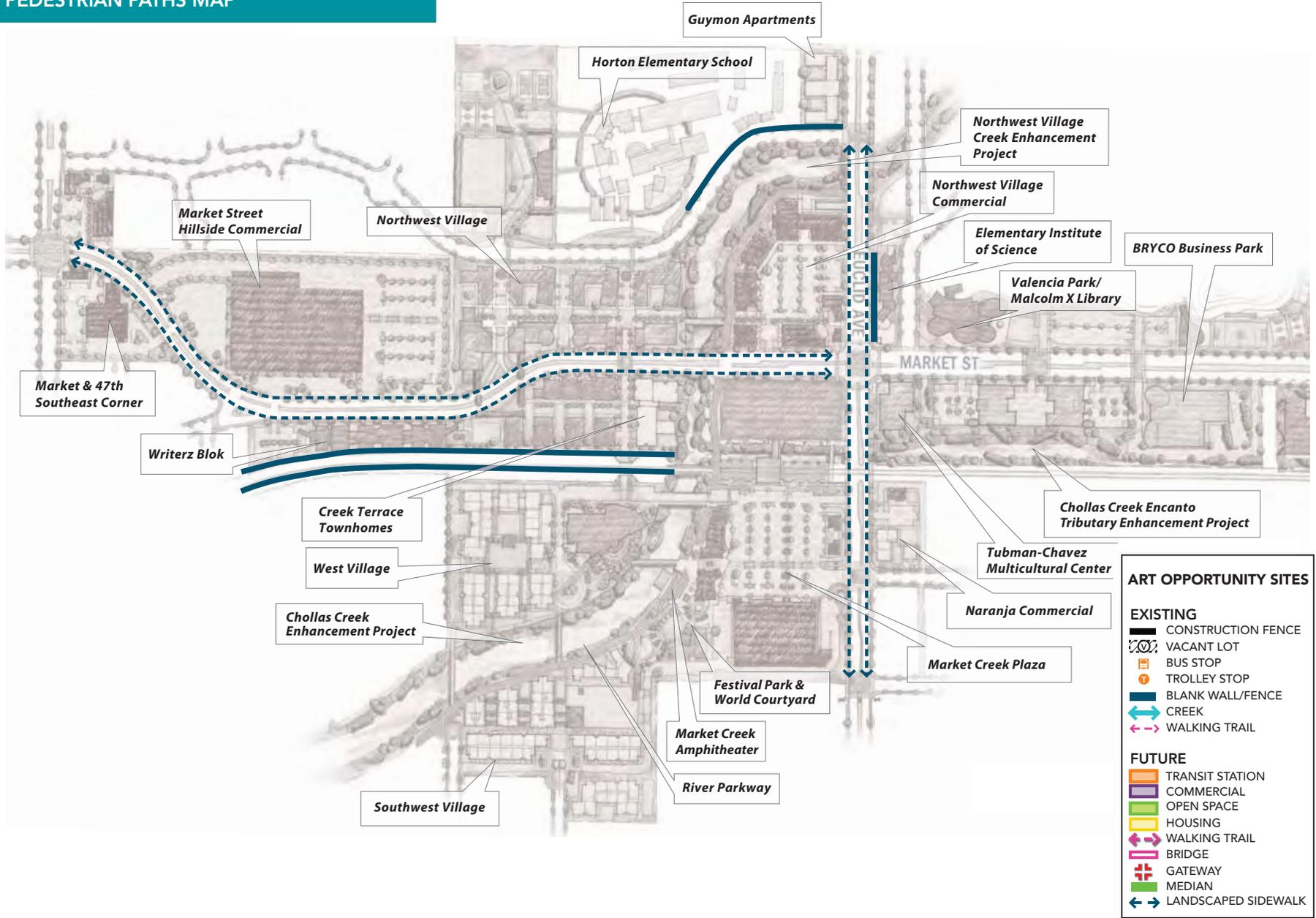


*Blank Wall along Euclid Avenue at Market Street*



*Sidewalk along Market Street*

PEDESTRIAN PATHS MAP



## Art Forms for Pedestrian Paths

Potential art forms to integrate into pedestrian paths include kinetic art (art that moves), video projections, graffiti art, streetscape and landscape design, crosswalks with painting or mosaics, colorful bus shelters, and audio art for story telling.

### Dynamic Walkways:

Water elements can enhance the environment and mitigate traffic noise.



Seating can also create lighting at night.



sculptural relief walls



streetscape and landscape design





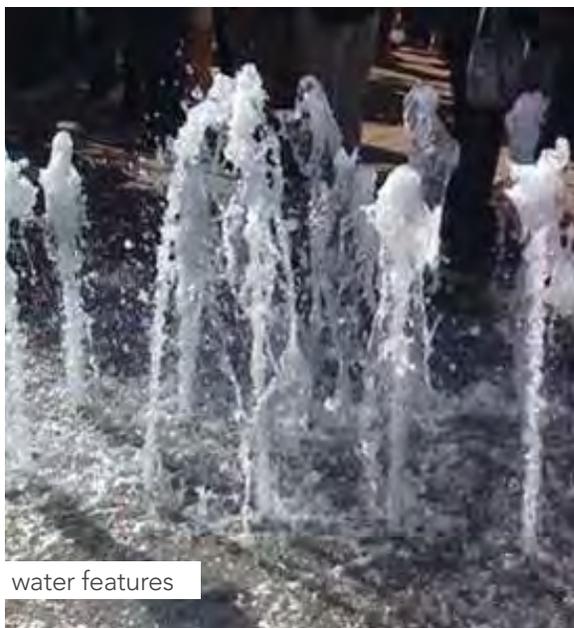
art on crosswalks



archways over trail heads



audio story telling



water features



graffiti art

Note: Images are for inspiration and are not the exact art forms to be installed.

## GATEWAYS

Currently there are no major markers to indicate entry and arrival into The Village. In order to bring awareness and structure to this unique district, several important gateway locations have been identified, including major intersections and the planned Village transit hub. These sites have high visibility due to heavy foot traffic as well as automobile traffic, making them key opportunity sites for public art.

### Why Include Art at Gateways?

The integration of public art at gateways has potential to help attract visitors, reflect the local community, provide information and history of The Village and surrounding neighborhoods, increase the perception of safety, and enhance the experience for visually and hearing impaired community members through multi-sensory art.



West Village Entry at Market Street and 47th Street



Trolley Station



Bus Stop at Guymon Street and Euclid Avenue

GATEWAYS MAP



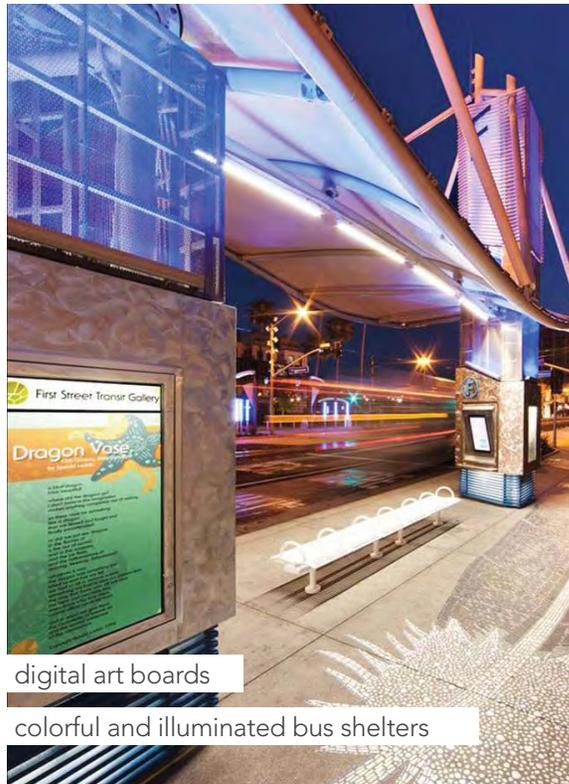
## Art Forms for Gateways

Art forms integrated into gateways can serve multiple functions, such as digital boards providing information as well as digital artwork; light sculptures and colorful lighting in bus transit stops serving both functional and inspirational purposes at night; and sculptural wayfinding signage providing information while reflecting cultural forms.



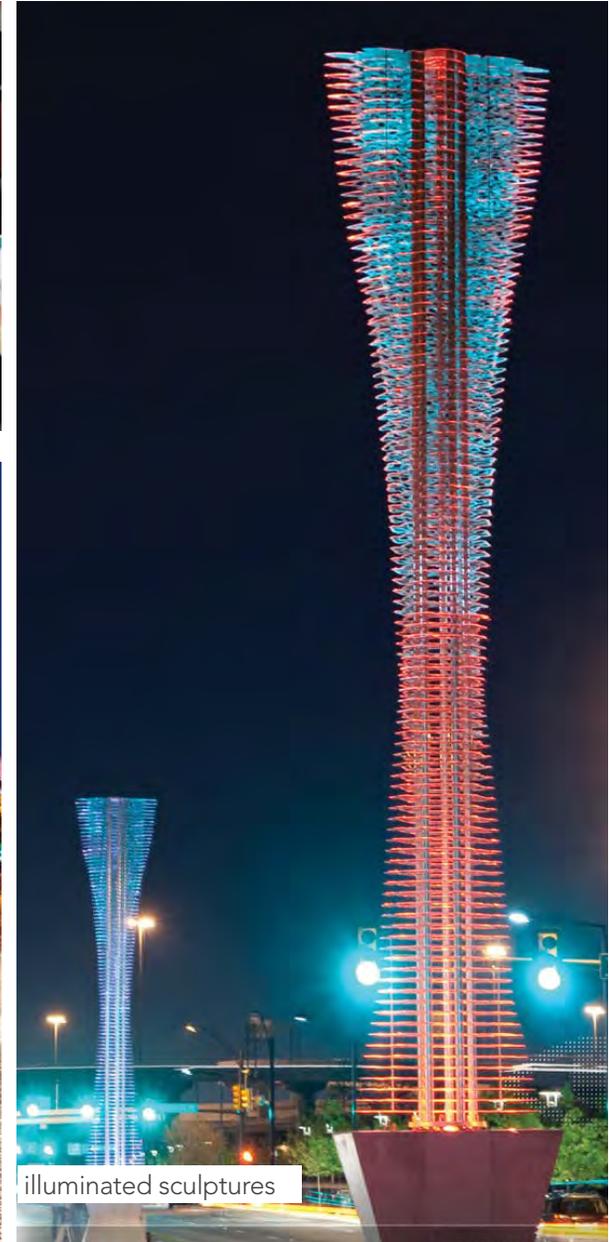
### Iconic Sculpture:

Visible from a distance, a large sculpture can help to identify major intersections and gateways.

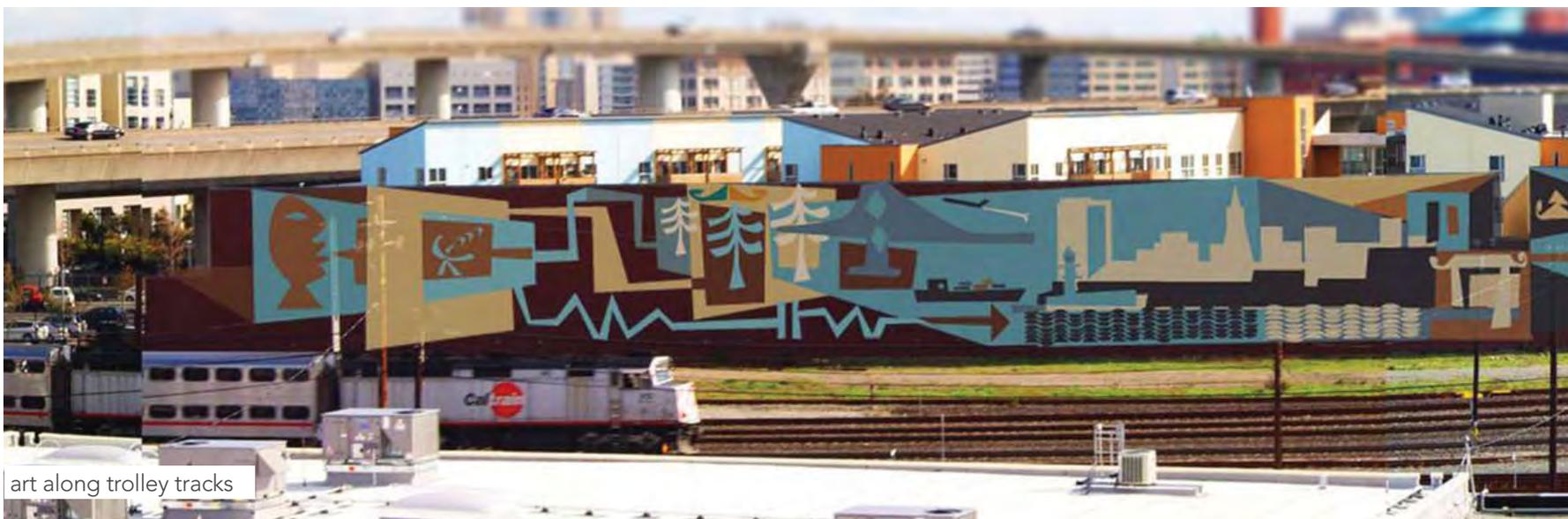


digital art boards

colorful and illuminated bus shelters



illuminated sculptures



art along trolley tracks



sculptures in medians



sculptural signage



artistic transit stations

*Note: Images are for inspiration and are not the exact art forms to be installed.*

## TEMPORARY SITES

The full build-out of The Village at Market Creek Master Plan will take many years to complete. In the interim, vacant lots, parking lots, and construction fences are ideal locations for temporary art installations and events to gather momentum and beautify the community as developments are taking shape. The vacant lots selected as preferred locations for the arts are located along Market Street and Euclid Avenue, the primary streets in The Village.

### Why Include Art in Temporary Sites?

Temporary public art has potential to highlight the vibrancy of The Village and showcase local artists; create flexibility through art that can be relocated as The Village changes; increase the perception of safety by activating vacant sites; be implemented in a shorter time frame and at a lower cost than permanent pieces; and help raise funding for permanent artwork by increasing awareness of The Village as an arts community.

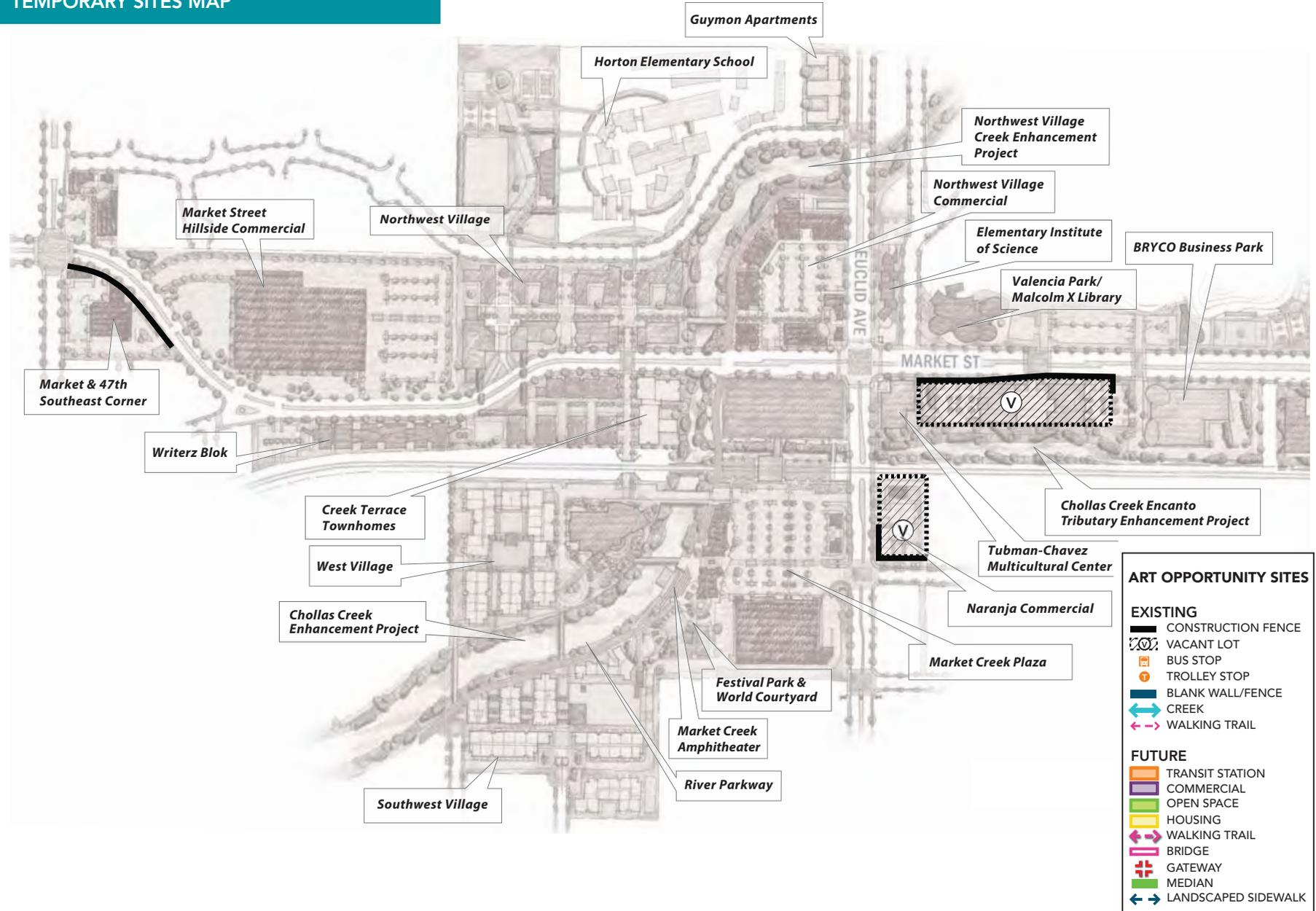


*Fence and Vacant lot at Market Street East of Euclid Avenue*



*Vacant Lot and Future Site of Hillside Commercial*

TEMPORARY SITES MAP



## Art Forms for Temporary Sites

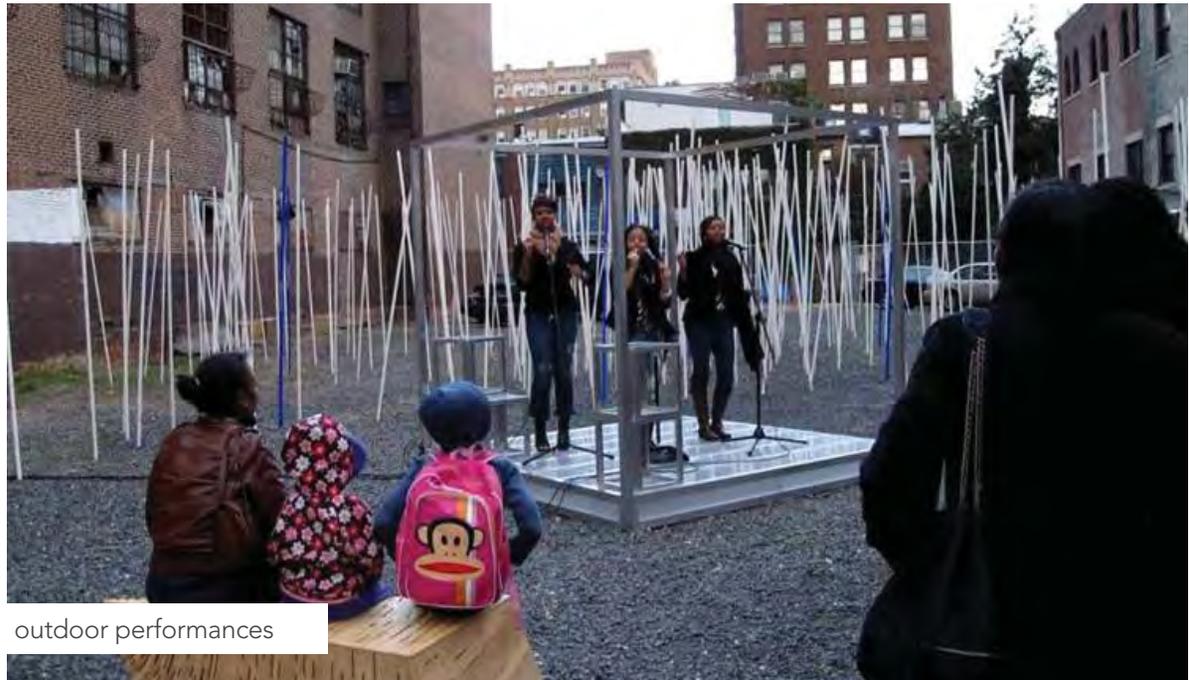
Temporary art forms can include a range of interventions including art woven into fences, digital art in vacant storefronts, graffiti art, video projections, temporary performance spaces, art fairs, and art studios in vacant buildings. Temporary sites create the greatest flexibility for creativity at low cost and high levels of innovative public engagement.

### Low Cost/High Impact:

Inexpensive materials such as cut paper, chalk, balloons, etc. can be used to create temporary art installations requiring minimal resources and time.



art woven into fences



outdoor performances



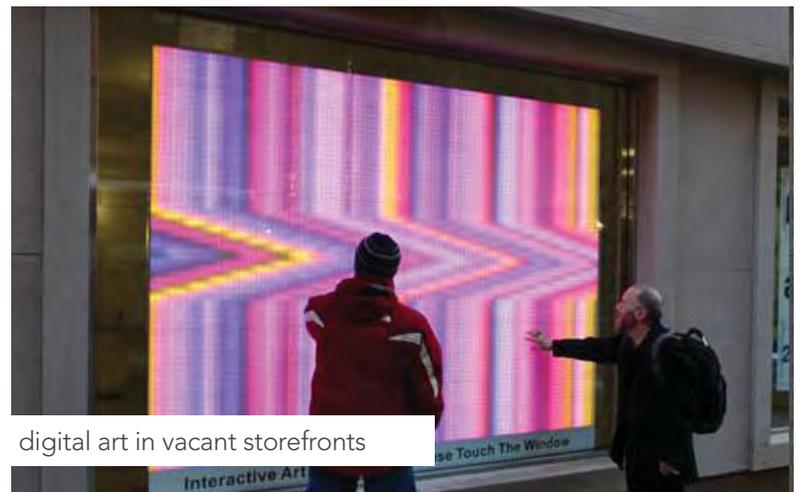
temporary art installations



temporary studio spaces and classes



video projections



digital art in vacant storefronts

Note: Images are for inspiration and are not the exact art forms to be installed.





# design guidelines

## In this Chapter:

- Overarching Criteria
- Color
- Shape
- Material/Texture
- Nature/Environment
- Culture
- Public Art

4

## design guidelines

**T**he Village at Market Creek is envisioned as a bustling residential, commercial, and cultural district built upon the extraordinary multi-cultural strength and entrepreneurial spirit of the surrounding neighborhoods. The design of the built environment should contribute to this vision through identifiable buildings and open spaces that respect the cultural and physical context and help to ensure the sustainability of the community into the future. These guidelines aim to highlight prominent buildings on the skyline balanced against a



fabric of subtle and sensitively-designed new development. Shapes, colors and materials should be carefully considered in the design of each building to determine how they work together to form a whole community. Through the framework of guidelines outlined in this chapter The Village can become a complex environment of sights, scents, sounds, and textures that surround and support the unique public art pieces integrated throughout the district.

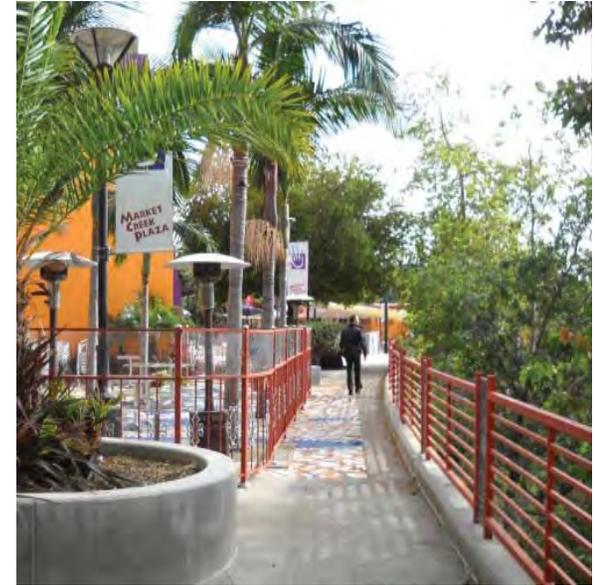
## OVERARCHING CRITERIA

A set of overarching criteria should guide the design of all new developments within The Village. These criteria provide the framework for the design guidelines on the following pages.



### Identifiable

Enhance the uniqueness of The Village by providing iconic and recognizable forms.



### Contextual

Respond to the cultural, environmental, and physical characteristics of the community.



## Multi-functional

Create design elements that accommodate more than one purpose.



## Sensorial

Design elements that cater to multiple senses.

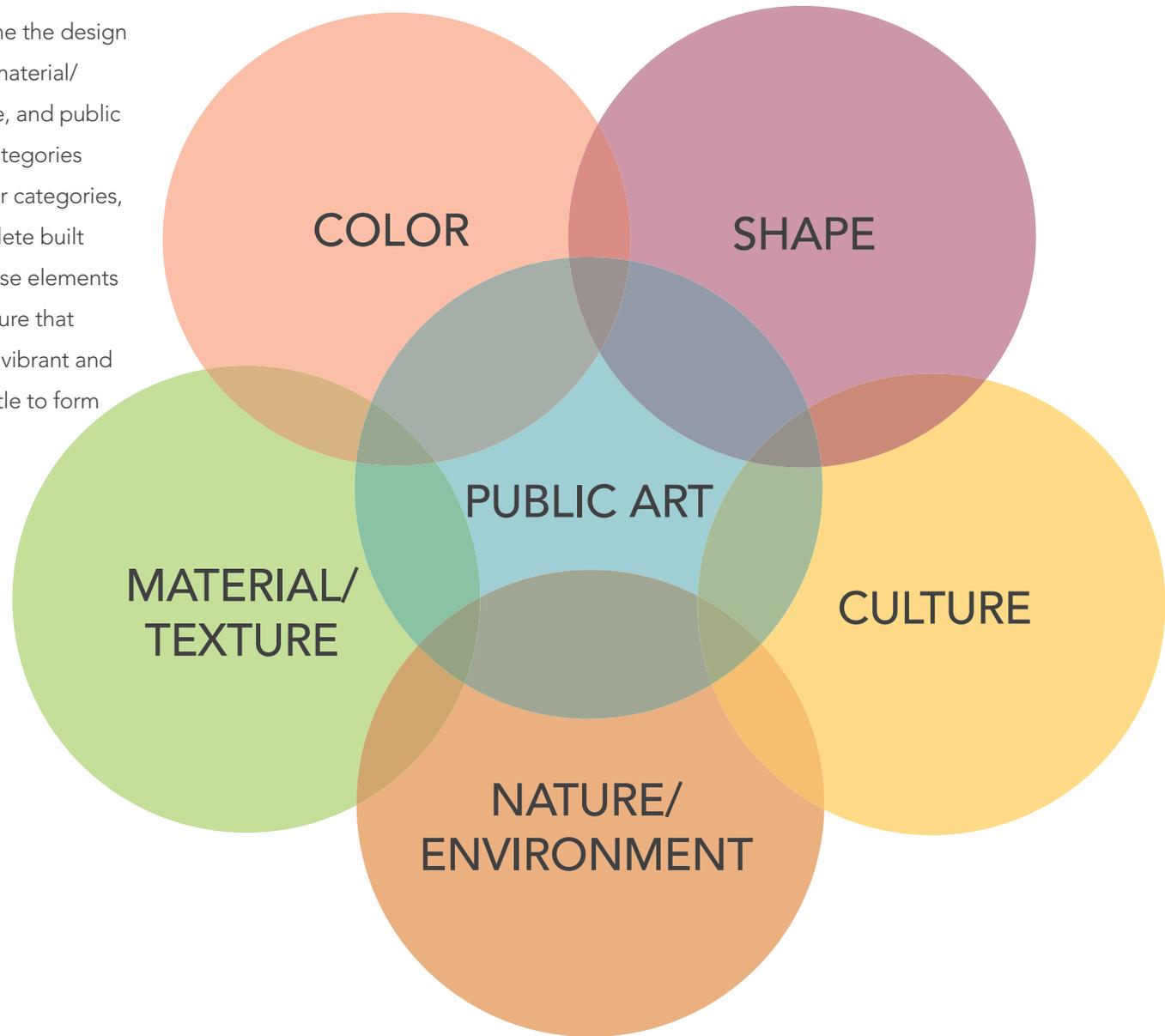


## Sustainable

Address the environmental, social, and economic needs of the community.

## Guidelines Categories

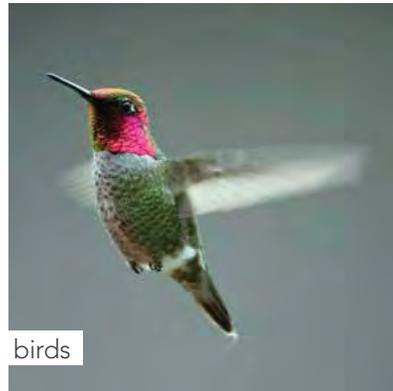
Six categories were chosen to outline the design guidelines, including color, shape, material/texture, nature/environment, culture, and public art. Many guidelines within these categories overlap and reference those in other categories, and together they inform the complete built environment that is envisioned. These elements should be carefully balanced to ensure that important community buildings are vibrant and distinctive while others are more subtle to form the fabric of the community.



## Multi-sensory Design

Most art forms and elements of the built environment are primarily visual. The design of The Village should distinguish this community and reflect its unique culture and environment by incorporating multiple senses in the design of new developments. The design of The Village environment should create both planned as well as serendipitous multi-sensory experiences. Multi-sensory components can include:

- **Sounds:** birds, instruments, water features, chimes, clocks, music, etc.
- **Smells:** Flowers, food, plants, herbs, fruit trees, incense, etc.
- **Touch:** Tiles, benches, found objects, door knobs, paving materials, textured walls, etc.
- **Taste:** Fruit trees, herbs, food, etc.



birds



fruit trees



flowers



tiles



instruments



paving textures



herbs

## A. COLOR

The Village community is expressive and colorful, and the built environment should reflect this vibrancy. However, every building does not need to have the same level of color variation. Some buildings can be more subtle in order to allow prominent community buildings to stand out with colorful schemes.

### A-1 Color and Diversity

Maintain a variety of colors to reflect community diversity, while balancing vibrant colors on prominent buildings and subtle colors on others.



*(See also E-1: Culture and Diversity)*

### A-2 Color and Land Use

Create color palettes that distinguish land uses so that non-commercial development such as houses have subtle colors.



### A-3 Color and Accent

Use colors to highlight important corners, and building entries.



*(See also B-3 Shape and Accent, and C-1 Material and Accent)*

### A-4 Color and Size

Vary colors to make large buildings human scale.



*(See also B-4 Shape and Size, and C-2 Material and Size)*

### A-5 Color and Climate

Use light paint and planting colors that respond to the climate where possible, especially on roofs.



## B. SHAPE

Similar to color, distinctive shapes have helped to create The Village's unique identity. In future development the variety of identifiable shapes should be carefully considered in the design of each building to determine how they work together to form a whole community. Some buildings should have a more subtle form to allow the prominent shapes of major buildings to be highlighted on the skyline.

### B-1 Shape and Skyline

Design walls and roofs to reflect how the building is viewed/experienced and to create a dynamic skyline.



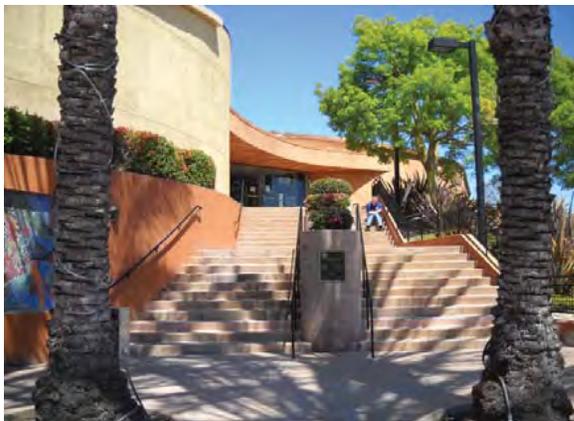
### B-2 Shape and Context

Ensure building facades reflect their natural (creek, parks, etc.) and man-made (streets, buildings, etc.) surroundings.



### B-3 Shape and Accent

Integrate iconic shapes to highlight important corners, and building entries.



*(See also A-3 Color and Accent, and C-1 Material and Accent)*

### B-4 Shape and Size

Vary shapes to make large buildings human scale.



*(See also A-4 Color and Size, and C-2 Material and Size)*

### B-5 Shape and Climate

Use elements that are shaped to respond to the climate (such as cooling towers, colonnades, etc.).



*(See also D-2 Nature and Climate)*

## C. MATERIAL/TEXTURE

Building materials and textures bring both a visual and tactile dimension to the built environment. In addition, landscape and planting palettes are critical to the public experience of the built and open space environments, and should be carefully integrated into the design of new developments. Color and sustainability are also important components of material selection and should be considered as outlined in the section A and D guidelines.

### C-1 Material and Accent

Use distinct materials to highlight important corners, and building entries.



*(See also A-3 Color and Accent, and B-3 Shape and Accent)*

### C-2 Material and Size

Vary materials and integrate landscaping to make large buildings human scale.



*(See also A-4 Color and Size, and B-4 Shape and Size)*

### C-3 Material and Climate

Use materials (such as cool tiles, vertical solar panels, etc.) that respond to the climate and keep buildings cool.



*(See also D-2 Nature and Climate)*

### C-4 Material and Energy

Integrate materials (such as solar panels on roofs and vertical facades) that generate energy.



*(See also D-3 Nature and Energy)*

### C-5 Material and Landscaping

Locate landscaping at pedestrian level to enhance the streetscape for the public.



## D. NATURE/ENVIRONMENT

Respect for the natural environment is central to many of the beliefs and values of The Village community therefore the following guidelines for environmental sustainability should be incorporated into all future development. In addition, The Village is planned as a Leadership in Energy and Environmental Design for Neighborhood Development (LEED-ND) rated community. All new developments are required to meet the LEED-ND criteria.

### D-1 Nature and Chollas Creek

Ensure the design and programming of buildings and open space fronting the creek creates a natural “main street” village environment.



### D-2 Nature and Climate

Articulate walls and orient openings to naturally cool buildings.



*(See also B-5 Shape and Climate, and C-3 Material and Climate)*

### D-3 Nature and Energy

Incorporate building and open space elements that use sun and wind to generate energy.



(See also C-4 Material and Energy)

### D-4 Nature and Preservation

Incorporate planting that preserves the natural environment.



### D-5 Nature and Sustainability

Integrate technology and natural and man-made materials to create sustainable environments.



## E. CULTURE

The neighborhoods of southeastern San Diego are among the most culturally-diverse communities in the nation. From its beginning, The Village at Market Creek has embraced this cultural diversity and integrated it into the form of the community. This celebration of cultural forms should be continued in the design of all new developments in The Village.

### E-1 Culture and Diversity

Reflect cultural diversity and sensitivity in the overall layout of buildings and open spaces.



*(See also A-1 Color and Diversity)*

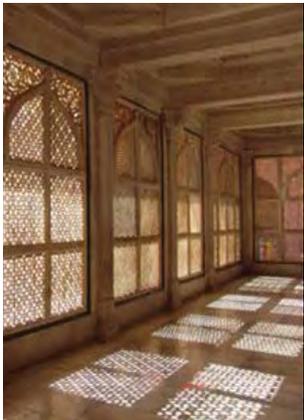
### E-2 Culture and Symbol

Incorporate common cultural symbols and motifs to celebrate community heritage.



### E-3 Culture and Common Form

Reflect design concepts that are common amongst different cultures but are not identifiable with any specific culture (such as courtyards and screens).



### E-4 Culture and Programming

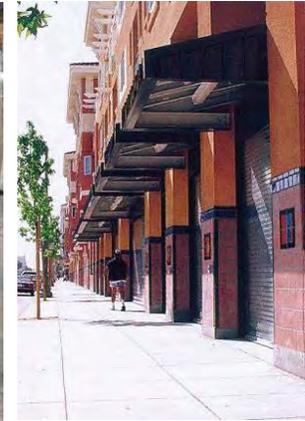
Program buildings and open spaces to provide temporary and permanent opportunities to express cultural diversity.



(See also F-1 Public Art and Programming)

### E-5 Culture and Commerce

Provide opportunities for cultural commerce.



## F. PUBLIC ART

The arts are vital to the unique character of The Village. The built environment should support this creativity by physically integrating art into buildings and open spaces, as well as spaces for arts events and programming to take place.

### F-1 Public Art and Programming

Program buildings and open spaces to provide temporary and permanent opportunities for artistic expression.



*(See also E-4 Culture and Programming)*

### F-2 Public Art and Urban Furniture

Incorporate art in shade, seating, surface, and lighting elements to activate parking lots and open spaces.



### F-3 Public Art and Facade

Provide public art on large blank facades to humanize commercial buildings.



### F-4 Public Art and Trolley Tracks

Incorporate art along the trolley tracks—on building facades and open spaces—to create a welcoming gateway for transit riders.



### F-5 Public Art and Interactivity

Create interactive, kinetic, and multi-sensory art to engage the public and provide both educational and inspirational experiences.





Arts & Culture Fest

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# implementation

## ART+design plan

### In this Chapter:

- Implementation Strategy
- Phasing
- Priority Locations for Art
- Recommendations



# implementation

**T**he Art + Design Plan is a road map for the integration of unique artistic expression and cultural features into the built environment of The Village at Market Creek. The arts are a key component of any vibrant and economically sustainable community and the following chapter outlines the implementation steps and partnerships necessary to realize the Plan vision. Economic conditions and development priorities may affect the phasing of art projects in the coming years;



however, the framework outlined allows for this flexibility while indicating the fundamental components necessary for a healthy arts district. Overall the implementation strategy recognizes The Village’s history of local artist and arts organization involvement in development thus far and outlines the process to build upon this foundation to create a truly forward-thinking and inclusive community.

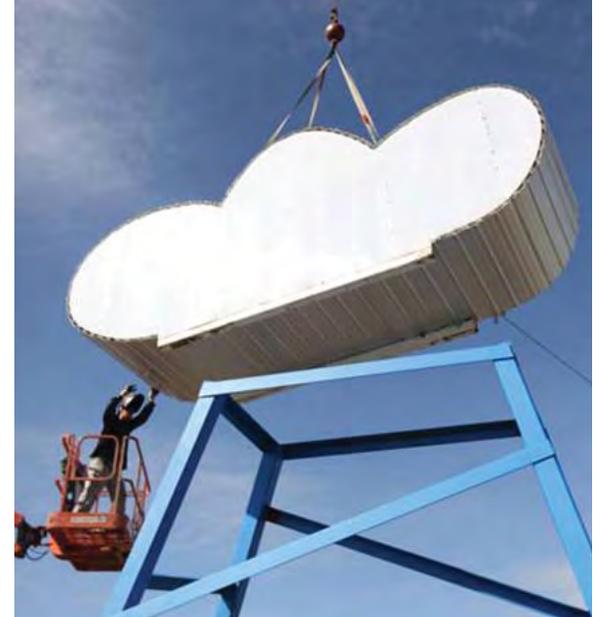
## IMPLEMENTATION STRATEGY

The Art + Design Plan implementation strategy includes recommendations to help:

- Express the unique identity of The Village.
- Celebrate The Village's unique character, history, and diversity through the creation and presentation of a broad range of public art projects.
- Promote The Village's economic vitality by using public art as recognizable visual markers and experiences that inspire cultural tourists to visit The Village at Market Creek.
- Support community participation in the public art process.
- Provide support systems for local artists who engage with The Village's Public Art Program.
- Integrate The Village's public art objectives and urban design objectives to enliven The Village's public spaces.
- Preserve the value and integrity of The Village's artworks by allocating sufficient resources for maintenance and conservation.
- Implement building and open space design guidelines that ensure that new development in The Village provides the right environment to appreciate art and celebrate neighborhood identity.

## PHASING

The following page outlines common steps to consider for the implementation of public art in The Village. It is desirable to have a balance of temporary and permanent artworks — art that can be completed relatively quickly balanced with art to plan for that will take more funding and time to accomplish. Note that art forms that require building permits, traffic control, architectural integration, and permission from property owners may take as long as other art forms regardless of size and scope.





## Key Steps in the Public Art Development Process

- **Step 1: Form a Working Group to Champion and Monitor the Project.** This group will define the scope of the project, assist in developing a work plan, timeline and budget, assist with selecting artists and reviewing art proposals.
- **Step 2: Assign a Professional Project Manager to Coordinate the Working Group and Oversee the Implementation of the Project.** This person will manage artist contracts, coordinate the work of volunteers, manage the finances and insurance, get permits, oversee the fabrication and installation of the artwork, and keep all informed.
- **Step 3: Secure Needed Funds.** Fundraising efforts will include grant applications to federal, state, and local sources, as well as requests to private donors.
- **Step 4: Get Official Permission to Install Artwork in Public Realm, When Required.** Research what specific permissions, if any, will be needed and the requirements, timeline and costs involved in obtaining authorization to install artwork.
- **Step 5: Develop an Implementation and Funding Plan for Artwork Maintenance.** Develop a long-term plan for maintaining the artwork to prevent deterioration. A maintenance plan for a mural is typically 10 years; for other artworks, consider 15 to 20 years. This should be factored into both the initial and maintenance funding.
- **Step 6: Find the Artist/Artists.** Create and send out a Call for Artists and conduct a fair and competitive artist selection process.
- **Step 7: Work with the Artists and Reviewing Bodies.** Write a detailed agreement, contract with the artist, and work with the artist all the way through to the installation of the artwork. As the artwork design is being developed, the Project Manager will guide the project through the appropriate reviewing bodies for approval. At this stage, the Project Manager will also be acquiring any necessary permits.
- **Step 8: Build the Project.** Each different type of artwork and location will have different fabrication and installation requirements.
- **Step 9: Celebrate Accomplishment and Dedicate the Artwork.**
- **Step 10: Begin Implementing Maintenance of the Artwork on a Regular Schedule.**

## PRIORITY LOCATIONS FOR ART

Five priority locations for art were chosen based on existing site conditions, concurrent planning and development projects, need for economic development, as well as community preferences. Though these are key locations for the installation of public art in early phases, future development plans and funding sources may influence the timing of public art implementation.

The successful implementation of the priority locations will need to take into account improvements to the surrounding areas.

Desireable open spaces such as comfortable trails and streetscape environments along Market Street and Euclid Avenue are critical to the successful appreciation of not just individual works of art but The Village as a unique arts district. This comprehensive approach to neighborhood improvements will in turn enhance opportunities for investment and economic development. Most importantly, implementation of these improvements will require partnerships with and support from local government.

### North Creek Trail

The walking trail along Chollas Creek adjacent to the Northwest Village Commercial development is anticipated to be completed in the near term. The holistic integration of public art along this trail is key to creating a unique natural main street along the creek as an amenity for locals and destination for visitors. Specific art opportunities could include stand-alone trail heads at Euclid Avenue and Market Street, rest areas along the trails for the appreciation of art, sculptural seating, or colorful paving and surfaces.

### Health Center Gateway

The southeast corner of 47th Street and Market Street has been identified in the Family Health Center development plans as a location for public art. This is an important site to mark entry into The Village and reflect the community identity. Specific art opportunities could include a stand alone sculpture or archway, illuminated art, or art integrated into the building facade.

### Market and Euclid Gateway

The most prominent intersection in The Village is located at Market Street and Euclid Avenue. Identifiable public artwork at this location is

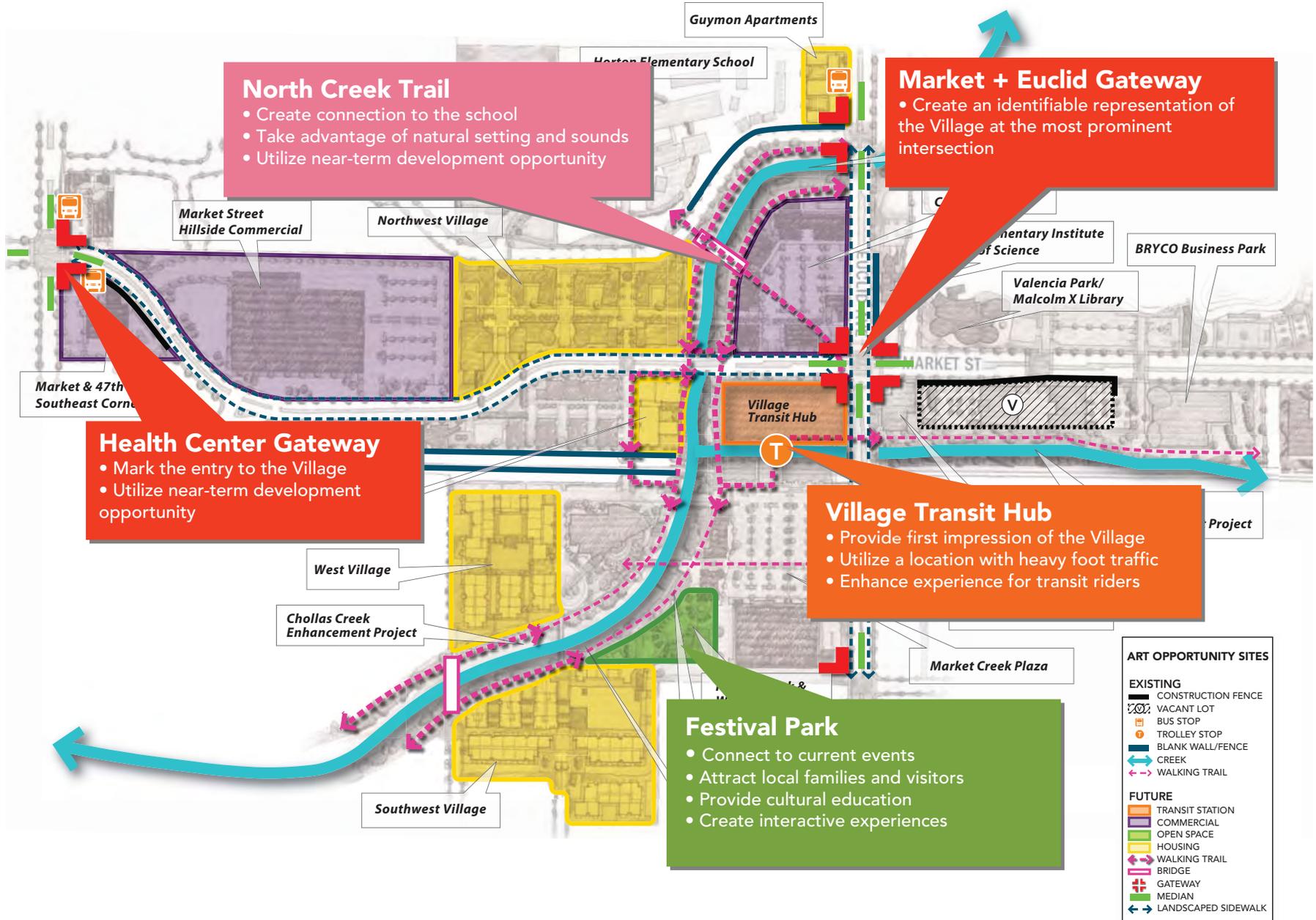
key to indicating arrival into the heart of this unique community. Specific art opportunities could include stand alone gateway sculptures, art integrated into existing and future building facades, or art along the median or sidewalk of Euclid and/or Market.

### Village Transit Hub

For transit users The Village Transit Hub is the first impression and gateway into The Village. With heavy ridership and foot traffic, this location is crucial to celebrating the community image and providing information about The Village arts district. Specific art opportunities could include sculptural transit shelters, art integrated into building corners and walls, digital art boards, or temporary art in the bus terminal parking lot.

### Festival Park

The primary open space for The Village community is Festival Park. Improvements to this park are under development and provide a near-term opportunity for the location of public art at the site of major community events and programs. Specific art opportunities could include stand-alone art forms, mosaics, sculptural seating and shade structures, or interactive play elements.



## RECOMMENDATIONS

The Village at Market Creek is a part of the broader San Diego arts community and should align with the City's arts goals and policies. The following set of recommendations are therefore primarily based on the overall framework laid out by the City of San Diego's Public Art Master Plan developed by the City of San Diego Commission for Arts and Culture and adopted by the Mayor and City Council in 2004.

### Celebrating The Village at Market Creek: Community Identity and Pride

1. Create and present artworks that are visually distinctive, authentic to the community, and become associated with the identity of The Village.
2. Ensure that The Village incorporates public art into its framework, development strategies, and plans.
3. On artist selection panels, include people who both reflect the community's diverse population and have in-depth education in and experience with arts production and arts presentation.
4. Emphasize the relationship between the local, national and international heritage represented in The Village.
5. Build on the existing art, arts organizations, and arts facilities in the village such as CCCA, Writerz Blok, and the MCP amphitheater.

### Creating a Community of Support

1. Establish relationships and partnerships with individuals, organizations such as CCCA, businesses, and government agencies—within and outside The Village—to increase knowledge of and support for The Village at Market Creek Art + Design Plan.
2. Offer a program of education and outreach on public art, directed to the general public and to the numerous special constituencies affected by the program. These include local artists and design professionals, schools, neighborhoods, private and non-profit interests, and public sector officials.
3. Create a balance of temporary and permanent artworks. Also target a balance of things that can get done relatively quickly with things that need extensive planning, more funding, and a large lead time to accomplish.
4. Develop a multi-platform publicity program for arts in The Village. Consider including maps to the individual artworks, videos and audio recordings.
5. Formulate a specific publicity plan for each new artwork to introduce and educate the public about the project.
6. Develop strategic alliances with the media to better promote The Village at Market Creek and its public art offerings.
7. Ensure accessibility of artworks to all members of the public.

## Supporting Artists

1. Establish policies that produce a balance of high profile projects by local, regional, national and international artists, focusing on artistic excellence.
2. Seek to include artists who specialize in a diverse array of media, content, and style, when commissioning artwork.
3. Research and engage in practices that yield the best quality results from artists.
4. As resources allow, offer trainings, mentorship opportunities, and other services to aid local artists' ability to compete in the public art field following the model of the CCCA Learning Partnership.
5. Engage artists experienced in public art and public art administrators to help developers, architects, general contractors, and other development professionals work effectively with artists during the creative process.
6. Ensure that contracts with artists are fair and ethical. Pay artists for their work, including the development of ideas, as ideas are their work products.
7. Establish a Village-wide approach to art and artists that ensures collaboration with the local community and invites the spirit of discovery, exploration, and experimentation.

## Public Art Program Funding

1. Ensure all new developments in The Village adhere to the City of San Diego public art requirements, which mandate a set-aside for public art enhancement.
2. Public art funds established through new developments in The Village shall be used solely for the creation of new public art in The Village. The resulting public art project will be subject to the artist selection and artwork development processes established by JCNI.
3. Every art project shall include a line item for one year of artwork maintenance and a line item reflecting 10% of the total art project budget, to be used for project administration.
4. Work with individuals, groups, organizations, and public agencies to seek grants from private and public donors.
5. Create an "Adopt-An-Artwork" program whereby local businesses and families can sponsor the ongoing maintenance of individual artworks.

## Managing the Program: Process and Administration

1. Ensure that public art projects are scheduled, to the extent practicable, to accommodate artists' involvement at the earliest stages of design with the intention of making the artist an integral part of the project design team. This is usually best accomplished by the immediate selection of the artist after the project architect is selected.
2. Require 20% of the public art funds be reserved in a segregated account within the Public Art Fund for program administration and community participation, artist selection processes, community outreach and publicity, project documentation, children's education, art programs, and other appropriate related purposes.
3. Ensure that 10% of the public art budget is set aside in a separate pooled, interest-bearing account within the Public Art Fund for collections management and the preservation and maintenance of the public art collection, to the extent permitted by law and funding source restrictions.
4. Provide oversight for the routine maintenance of public artworks, which should be performed in accordance with maintenance guidelines provided by the project artist.

## Managing The Village Artworks

1. Designate at least one full-time professional administrator to oversee and coordinate the public art program within The Village and to monitor the maintenance of each artwork sited in The Village.
2. Establish criteria with which to evaluate artists and artworks.
3. Establish a process through which every proposed artwork, including proposed donations of artwork, is evaluated.
4. Ensure that each artwork is created and installed after the artist has entered into a contract that specifies who owns the artwork, who owns the copyrights, who has licenses to the copyrights, and who is responsible for maintaining the artworks.
5. Establish a process, with evaluation criteria, for removing artworks from exhibit in The Village.
6. Ensure coordination between the public art requirements established by the City of San Diego for property owned or controlled by the City of San Diego.

## Creating Partnerships with City Agencies

1. Aim to enhance the overall environment for all The Village users by leveraging planned public investment in streetscape improvements to align with Art + Design Plan recommendations for not just art, but also building and open space improvements.
2. Explore partnerships between JCNI and the City to improve the edges along Chollas Creek to fulfill the vision of creating a natural “main street.”
3. Enhance economic development through the combination of public realm improvements and new private development to attract businesses and investment.
4. Comply with the City’s General Plan, relevant community plans, Chollas Creek Enhancement Program and the Public Art Master Plan.
5. Collaborate with the City of San Diego Commission for Arts and Culture to ensure that private developments in The Village which are designated as eligible for public art under the City’s art in private development ordinance receive information about the specific guidelines for artwork in The Village.



800 HEARST AVENUE | BERKELEY, CA 94710

510-845-7549 | [WWW.MIGCOM.COM](http://WWW.MIGCOM.COM)

