

NORTH EMBARCADERO VISIONARY PLAN
SCHEMATIC DESIGN
PUBLIC ART PROCESS

ADOPTED MAY 30, 2002 BY THE ALLIANCE STEERING COMMITTEE
AND UPDATED BY STAFF SPECIFIC TO JOINT POWERS AUTHORITY
SCHEMATIC DESIGN (08-05-03)

Public Art for the **North Embarcadero** will derive its inspiration from the project's commitment to the principles set forth in the Visionary Plan: the revitalization of San Diego's waterfront into a "grand, active public precinct"; re-establishment of its connection to the city and neighborhoods; and the creation of a variety of spaces to serve the needs and aspirations of a diverse community. It will pay homage to the past and provide the community with a source of pride, continuity, and communal vision for the future.

Artists will be selected to design, influence, and enhance various aspects of the infrastructure to seamlessly integrate art into the architectural and landscape design with both large and small gestures. Selected artists will assist in developing a public art plan, including potential sites for artworks/interventions as part of schematic design. The goal will be to create an experience, a destination, a spirit of place unique to the **San Diego** waterfront, reflecting its cosmopolitan and neighborhood qualities and taking advantage of its unsurpassed natural location.

BUDGET

Public art will be initially funded through a line item representing a percentage of the estimated project costs. The **North Embarcadero Alliance** partners will also explore a variety of funding sources for Public Art.

ART SELECTION PANEL

An Art Selection Panel (ASP) will be formed to assist the **North Embarcadero Alliance** in selecting appropriate artists to work as part of the design team. The ASP's ability to

fulfill this responsibility is dependent upon its knowledge of the San Diego community and of the arts, artists, the community, and art in public places.

The ASP will be composed of three representatives of each of the **North Embarcadero Alliance** partner agencies (City, Port and CCDC) and non-voting representatives from the design team.

ARTIST SELECTION

A call-for-artists will be advertised and/or distributed through a mailing and posted on the Internet. Artists will be asked to submit their qualifications through a resume, examples of their past work and experience. The call-for-artists will make clear the parameters of the art component through a thoroughly developed RFQ so that the selection process is not unduly burdened with ineligible applications. Eligible applicants will be reviewed by the ASP at a submittal review and analysis meeting. A short list of artists (no less than 6 and no more than 12) will be chosen and may be ranked by preference, should some be unable to participate. The Design Team will make the final choice(s) of one or two artists from the approved list. The selected artist(s) will work closely with the Design Team during Schematic Design in order to identify opportunities and integrate their ideas seamlessly into the overall project design.

RECOMMENDED CRITERIA AND METHODOLOGY

The public art plan will include a narrative, a diagrammatic site plan, will identify primary areas for artist involvement, and could include a recommended slate of artists. On completion of schematic design, the proposed public art plan will be reviewed by the ASP, which will have the opportunity to offer comments and suggestions. Final schematics will subsequently be presented to the **North Embarcadero Joint Powers Authority Board** for approval.

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