



# 10 ARTS AND CULTURE

Arts and culture play an important role in Encanto Neighborhoods in creating vibrant and meaningful spaces and providing an opportunity to express ideas about nature, community, history, current events, and culture in the built environment. In Encanto Neighborhoods, arts and culture are expressed in many forms across the community, including on the streets and sidewalks, as well as in parks, plazas, transit stations, and private spaces like homeowners' yards. The Arts and Culture element of this Plan supports the creation and maintenance of art in the public realm and cultural activities in Encanto Neighborhoods, to ensure that they continue to be integral and defining characteristics of the community.

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*The range of ethnicities, languages, and ages of community members is expressed in art, signage, businesses, housing types, and schools.*

## GOALS

1. A thriving cultural and arts center, enhancing the entertainment, education, and recreational opportunities for residents and visitors and increasing the role of arts as a major economic driver in the region.
2. An arts and entertainment district that promotes local artists and arts-supportive organizations that enrich and empower the community through expressions of culture, creativity and beauty.
3. A vibrant cultural character enhanced through public art that creates neighborhood identity and a cohesive sense of place while fostering community pride and beautifying neighborhoods.
4. A community which celebrates its heritage and cultural diversity through unique arts, food and music venues.

**TABLE 10-1: ARTS AND CULTURE TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS**

ARTS AND CULTURE TOPIC AREAS	LAND USE	MOBILITY	URBAN DESIGN	ECONOMIC PROSPERITY	RECREATION	HISTORIC PRESERVATION
Cultural Tourism	X		X	X		X
Public Art		X	X		X	

Other aspects of the Plan overlap with the Arts and Culture Element. Cultivating tourism based on arts and culture is an economic strategy discussed in the Economic Prosperity Element, and it also overlaps with the Historic Preservation Element. Public art is also an aspect of urban design, as discussed in the Urban Design Element, and the settings for public art as part of transit or streetscape projects and Chollas Creek improvements create connections with the Mobility and Recreation elements. See Table 10-1.

## 10.1 Cultural Character

Diversity is a defining attribute of the built environment in Encanto Neighborhoods. The range of ethnicities, languages, and ages of community members creates a sense of vitality that is expressed in art, signage, schools and other institutions, and the types of businesses and restaurants that can be found in the commercial areas. The evolution of development in the community over time allowed for varied and piecemeal development which is reflected in the variety of homes and building types found today. The creek, slopes and canyons, especially in the eastern portion, contribute to a sense of place with a rustic rural character despite the proximity to Downtown.

## 10.2 Public Art

Art plays an important part in bringing life and identity to streets and public spaces in parts of Encanto Neighborhoods. At Market Creek Plaza, two colorful tile walkways were created by community artists, and display cultural tapestries. Large portrait canvases featured on the Food 4 Less grocery store recognize and celebrate residents who are important to the community. The Sempra Children's Art Wall features a braided copper tree, with hand-painted tile leaves crafted by more than 1,000 local school children, as well as a life-size bronze sculpture of a child playing with a dragonfly. The Lincoln High School Walls of Excellence sculpture features the names of students who have attained academic achievement.

The 62nd Street Trolley Station includes a notable mural, entitled "Liquid Harmony." Over 400 feet long, the

mural is the work of local artists in collaboration with local students and is intended to illustrate the power and vitality of Chollas Creek and its endangered habitat and wildlife.

The Chollas Creek South Branch Implementation Program makes site-specific recommendations for creek restoration and public access enhancements, recognizing that art can play a role in making the creek a source of pride. There are numerous sites targeted for arts improvements.

## 10.3 Arts Programs and Facilities

The Plan envisions the Euclid Avenue and Market Street Village District as an arts and culture district that serves both the local community and visitors. The Joe & Vi Jacobs Center showcases a variety of revolving art exhibits, featuring both local and world-renowned artists. The Market Creek Plaza Amphitheater and Festival Park are brought to life with a variety of multi-cultural events with public art that embraces diversity and reflects community pride. Partnerships with community organizations have brought the performing arts to The Village at Market Creek's large outdoor amphitheater through events such as Jazz at the Creek, Family Art Day and Celebration at the Creek. Encanto Neighborhoods are also the home of the Samoan Community Council, which hosts several cultural events every year, including the annual Samoan Festival and Miss Tausala Pageant.

The Common Ground Theater is one of the longest surviving African American theatre companies in the United States. Its Arts Academy offers instruction in theatre arts, including the national African American



At Market Creek Plaza, colorful tile walkways were created by community artists (top). "Liquid Harmony" (middle) at the 62nd Street Trolley station, evokes Chollas Creek, while public art is part of Chollas Creek restoration work (bottom).

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The Market Creek Plaza Amphitheater and Festival Park are brought to life with a variety of multi-cultural events (top and middle). Writerz Block offers opportunity for positive self-expression (bottom).

Read-In, the Shakespeare Festival and Shakespeare Sonnet celebration, and Readers Theatre works focusing on African American writers.

Lincoln High School has a robust arts program, including theatre, dance, choral music, instrumental music, band, and multimedia classes. The Performing Arts Center houses a state of the art theater along with a black box venue and classrooms for visual and performing arts classes. A community partnership with the Old Globe, San Diego’s prestigious regional theater, gives students and the community the opportunity to see first-rate theater in their own community.

The Valencia Park/Malcolm X Branch Library and Performing Arts Center provides many free resources and events for the community. Near Encanto Neighborhoods are the San Diego School of Creative and Performing Arts and the Educational Cultural Complex, which provide arts education and visual and performing arts events.

### Cultural Tourism Opportunities

The abundance of arts and culture in Encanto Neighborhoods presents an opportunity to bolster economic prosperity in the community through cultural tourism. The concentration of arts and culture facilities in the Euclid and Market Village District, in particular, supports the creation of an arts and culture district in this area, which can draw cultural tourism to the community.

As a central part of Encanto Neighborhoods’ identity, multi-cultural music, dance, and food enrich the public realm for both residents and visitors with celebrations of the community’s history and culture through

festivals and performances. Examples of multi-cultural events that take place in the community include the San Diego Praise Fest, the Writerz Block Style-A-Thon, and the Filipino-American Arts and Culture Festival.

### Policies

- P-AC-1:** Pursue art installations that are diverse in content, media, and siting; help to create and reinforce the uniqueness of Encanto Neighborhoods; and reflect the array of regional, cultural, and environmental influences.
- P-AC-2:** Include public art or cultural amenities in new development projects. Engage artists early in the project design process to achieve integration between art and architecture.
- P-AC-3:** Strengthen Encanto Neighborhoods’ identity as a local cultural and arts center through the use of art in public spaces such as trolley stations, sidewalks, streets, parks, and building lobbies.
- P-AC-4:** Promote cultural tourism in Encanto Neighborhoods to attract visitors interested in cultural events.
- P-AC-5:** Support the diversity of history, culture, climate, environment, and people through inclusive arts and cultural offerings accessible to non-English speaking residents, seniors, and visually and hearing impaired populations.
- P-AC-6:** Utilize vacant and/or underutilized storefronts and other non-residential buildings for temporary art exhibitions.
- P-AC-7:** Encourage the provision of spaces for performances and art events in neighborhood parks, community centers, schools, transit stations, residential developments, and

public areas within private developments.

- P-AC-8:** Continue efforts to create meaningful, memorable, and culturally-significant public spaces in Encanto Neighborhoods that are integrated with public art.
- P-AC-9:** Emphasize public art installations on Market Street, Imperial Avenue, Euclid Avenue and 47th Street, and at major intersections.
- P-AC-10:** Involve artists in the design of gateway elements proposed for Euclid Avenue.
- P-AC-11:** Encourage the continuation and expansion of cultural arts events and programs, such as those at Market Creek Plaza and the Malcolm X Library, as well as seminars, workshops, concerts, and community cultural festivals.
- P-AC-12:** Explore opportunities to accommodate current or emerging cultural arts programs within existing facilities and work with community groups for sharing of performance and exhibit space and consider the potential for new facilities.
- P-AC-13:** Support the efforts of non-profit, private, and community organizations to apply for public and private grants and promote donations to support art, cultural, and literary activities.



*The Plan supports diverse art installations and performances, art in new development, and art in public spaces and on public buildings.*

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