



Mural by Joachim Ixcalli

ARTS AND CULTURE 11

Introduction

By embracing public art and artists as vital to the creation of unique public places that provide physical, social, cultural and economic benefits, the community of North Park is setting a Citywide standard for a proactive, thoughtful and responsible approach to urban planning.

Rather than an afterthought or last-minute embellishment to a building project, public art can serve as an integral part of the architecture, landscape and urban design of a site. Incorporating public art into the fundamental aspects of planning elevates the quality of the urban environment and promotes a cohesive vision for the character of public places and neighborhoods throughout North Park. The preservation of historic and architecturally significant buildings is fundamental to the Community's artistic vision.

The North Park Community Plan redefines the relationship of art to urban space as an integral part of both the urban infrastructure and the natural environment. This plan seeks to make North Park's commitment to excellence in design, architecture and art readily apparent. By committing to a diversity of public artworks of undisputed quality and excellence as integral to the success of its comprehensive planning effort, North Park assumes a leadership role as a forward-looking, progressive neighborhood dedicated to defining a unique sense of place spaces, improving the quality of development through the inclusion of public art, and creating for its residents, business owners, artists, and visitors.

RELATIONSHIP TO THE GENERAL PLAN

The General Plan establishes over-riding policies and guidelines that guide all community plan policies. Several policies that apply to North Park Community Plan and the Arts and Cultural Element are in the General Plan. These policies are contained in Public Art and Cultural Amenities section of the Urban Design Element of the General Plan and cover public art policies related to community and citywide identity, public opportunities for collaboration for the development and public art process.

Community Vision for Arts and Culture :

"Arts, culture, and the humanities incorporated into the planning process as a guide for North Park's economic and social development ."



Ray street which as at the center of north park's art district, hosts gatherings of local and nationally known artists, galleries and art-related events and venues.



Public art can promote transit use as well as community pride.

Arts and Culture Element Goals:

The North Park Community Plan reconsiders the role public art can play in planning. It addresses potential intersections between public art, redevelopment, new development, streetscape, cultural arts, social services, recreational facilities, transit and public space.

1. *A defined and interconnected relationship between public art, other North Park goals, and funding mechanisms;*
2. *Creation of a broad range of artistic possibilities and efforts in North Park;*
3. *Recognition of artists as thoughtful contributors to the design of the environment; and*
4. *Interdisciplinary collaboration between artists and developers, designers, and architects.*
5. *Integration of arts and culture throughout North Park as a significant tool for reinforcing community identity, increasing public use and enjoyment of public facilities, making memorable spaces in the community, leveraging North Park's cultural assets for economic growth, and to communicate the community's unique cultural identity.*
6. *A sustainable cultural ecosystem.*
7. *Preservation of historic places and buildings as a feature of North Park's cultural identity.*

11.1 Public Art

Public art helps to transform space into a more welcoming and beautiful environment. It provides a healthy means of fostering art within a community and is a direct reflection of a community's values. North Park prides itself as a community that celebrates public art. It's business district - North Park Main Street is renowned not only for its local businesses, but as an arts and culture district as well. Its formation as part of the national Main Street program to preserve the community's historic business core, has been key to North Park's economic and arts renaissance. Continuing to grow North Park's arts and culture traditions will involve creating and building new partnerships, fostering and designing spaces and places for art to grow, spreading awareness, and recognizing and promoting North Park as a center for arts and culture.



Partnerships established between developers, businesses, artists, and the community can be most effective in gaining support for public art.



Weenosaurus Rex by Mark Paul Deren

POLICIES

- AC-1.1** Develop North Park’s cultural and creative workforce by supporting the full range of artists and arts and culture resources in North Park by developing strategies to retain artists and cultural workers in all visual and performing arts disciplines.
- AC-1.2** Build partnerships between the business community and the cultural sector.
- Link artists and arts organizations with prospective developers to create unique projects that tie together the commercial and arts and culture communities. Encourage sponsorship of individual and group presentations, exhibitions, performances, presentations, and special events such as festivals and cultural celebrations.
 - Gain support of local art organizations and programs to attract funding from alternative grant sources.
 - Encourage businesses to support and sponsor art in areas adjacent to their storefront and in the community.
- AC-1.3** Provide space for North Park’s cultural and creative sector.
- Develop mixed-use artist centers, affordable live/work housing, and a series of facilities that include quality exhibition space, teaching studios, shared work spaces, and meeting/lecture spaces.
 - Utilize vacant and/or underutilized storefronts and other non-residential buildings for temporary art exhibitions.
 - Encourage the provision of spaces for performances and art events in the neighborhood parks, transit stations, residential developments, public areas within private developments.
- AC-1.4** Cultivate arts education for all ages by supporting the efforts of the community’s arts education providers through in-school, after-school and lifelong learning opportunities.
- AC-1.5** Encourage a multi-faceted approach to public art by providing a range of public art opportunities that include artists’ participation in the design of civic spaces and private development; functional items such as street furnishings and way-finding elements; a collection of artworks by nationally and internationally renowned artists; temporary installations; artist residency programs; and projects specifically for local artists.
- AC-1.6** Expand awareness of North Park as a Center of Arts and Culture by strengthening marketing programs aimed at building participation in arts and culture for residents and visitors to attract new audiences and dollars in order to for arts, culture and tourism to flourish.
- AC-1.7** Introduce and encourage art, both public and private, in a manner respectful of North Park’s historic architecture and landscapes, and consistent with the Secretary of the Interior Standards of Historic Preservation.
- AC-1.8** Include public art or cultural amenities in each new development project and engage artists early in the project design process to achieve integration between art and architecture.
- AC-1.9** Recognize the contribution and importance of North Park’s historic architecture to the community’s unique character and artistic environment.
- AC-1.10** Recognize the positive economic impact of an arts-rich place-making environment in attracting businesses that provide high-paying jobs (ensure nexus with economic prosperity element). See the following study as reference:
- Arts and Economic Prosperity IV http://www.artsusa.org/pdf/information_services/research/services/economic_impact/aepiv/AEP4_NationalSummaryReport.pdf