



Mural by Joachim Ixcalli

ARTS AND CULTURE

11.1 PUBLIC ART

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INTRODUCTION

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

Incorporating public art and cultural programming 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. 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. In addition, the preservation of historic, and architecturally significant buildings, is fundamental to the Community's vision.

The North Park Community Plan redefines the relationship of art to urban space as an integral part of 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 artists and 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.



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.

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."

RELATIONSHIP TO THE GENERAL PLAN

Policies that apply to the North Park community, and this Arts and Culture Element, relate to, and are consistent with the Public Art and Cultural Amenities section of the Urban Design Element of the General Plan. In conjunction with the City of San Diego Commission for Arts and Culture's Public Art Master Plan and the City's overall Public Art Programs, these policies cover public art and cultural amenities, community and citywide identity, public spaces, developmental quality, and public participation.



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



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

Arts and Culture Element Goals:

The North Park Community Plan considers the role that public art and artists can play in planning. It addresses potential intersections between public culture and art, redevelopment, new development, streetscape, history, social services, recreational facilities, transit and public space.

1. Presentation of a broad range and high quality of cultural expressions for North Park;
2. Recognition and support of artists as essential contributors to the design of the environment and the identity of place.
3. Facilitation of interdisciplinary collaboration among artists, the public, developers, designers, and architects.
4. Establishment of partnerships between the public and private sectors.
5. Integration of public art and cultural programming throughout North Park as a significant tool for reinforcing community identity, increasing public use and enjoyment of public facilities, creating memorable places in the community, leveraging North Park's cultural assets for economic growth, and as a tool for celebrating the community's unique cultural identity.
6. A sustainable cultural ecosystem supported by a diversity of funding sources.
7. Preservation of historic places and buildings as a feature of North Park's cultural identity.

11.1 PUBLIC ART

North Park prides itself as a community that supports and celebrates public art and culture, commits to its growth through building new partnerships, fosters artists and art-making, creates awareness, and promotes North Park as a cultural tourism destination.

POLICIES

- AC-1.1** Develop and retain North Park's cultural and creative workforce by supporting artists and cultural resources.
- AC-1.2** Build partnerships among arts and culture, municipal, and private sectors.
- a. Encourage collaboration between artists, arts organizations, and prospective developers.
 - b. Encourage sponsorship of individual and group arts and culture presentations, exhibitions, performances, and special events, such as festivals and cultural celebrations.
 - c. Promote collaboration among local and regional artists and arts organizations to increase opportunities for funding from a variety of sources.
 - d. Encourage businesses to hire artists to enhance their property through storefront improvements, landscaping, and site development.



Weenosaurus Rex by Mark Paul Deren

- AC-1.3** Provide space for North Park's cultural and creative sector.
- Develop affordable live/work housing and facilities that include quality exhibition space, teaching studios, shared work spaces, and meeting/lecture spaces.
 - Use vacant and underutilized storefronts and other non-residential buildings for temporary art installations
 - Provide spaces for arts and cultural performances, as well as events and festivals in neighborhood parks, transit hubs, and other public areas.
- AC-1.4** Support the efforts of the community's arts and culture education providers through in-school, after-school and lifelong learning opportunities.
- AC-1.5** Encourage a multi-faceted approach to public art and culture by providing a range of opportunities that include artists' participation in the design of civic spaces and private development; functional items such as street furnishings and way-finding elements; commissioned artworks by nationally and internationally renowned artists; temporary installations; artist residency programs; and projects specifically for local artists.
- AC-1.6** To ensure the highest standards of art and artist participation, encourage developers to engage and consult professional expertise on national best practices in implementing projects.
- AC-1.7** Promote North Park as a Center of Arts and Culture by strengthening marketing programs; increasing participation in arts and culture for residents and visitors; and attracting new audiences and dollars to help arts, culture, and tourism flourish.
- AC-1.8** Recognize the contribution, and importance, of North Park's historic architecture to the community's unique character.

- AC-1.9** Include public art and cultural amenities in municipal and private development projects, and engage artists early in the project design.
- AC-1.10** Recognize the positive economic impact of a rich arts environment to attract new businesses and customers.

Public Works Projects – 2% for Art

Council Policy 900-11 outlines a process for including public art in selected Capital Improvement Program (CIP) projects. The Public Art Program is to be funded by two percent of the budget for all eligible CIP projects over \$250,000. Artists are to be involved in the early stages of project design so that they may become an integral part of the design process.

Private Development – 1% for Art

The Municipal Code (Chapter 2, Article 6, Division 7) requires certain private developers to set aside one percent of their project budgets for art and cultural enhancement. The ordinance applies to eligible private commercial and industrial developments with a total building permit valuation equal to or in excess of \$5 million dollars. This requirement may be satisfied by the financing of cultural and artistic facilities and/or on-site artwork. Private developers also have the option to pay a one half percent in-lieu fee. In-lieu fees are used for artistic enrichment of the City's public spaces.

