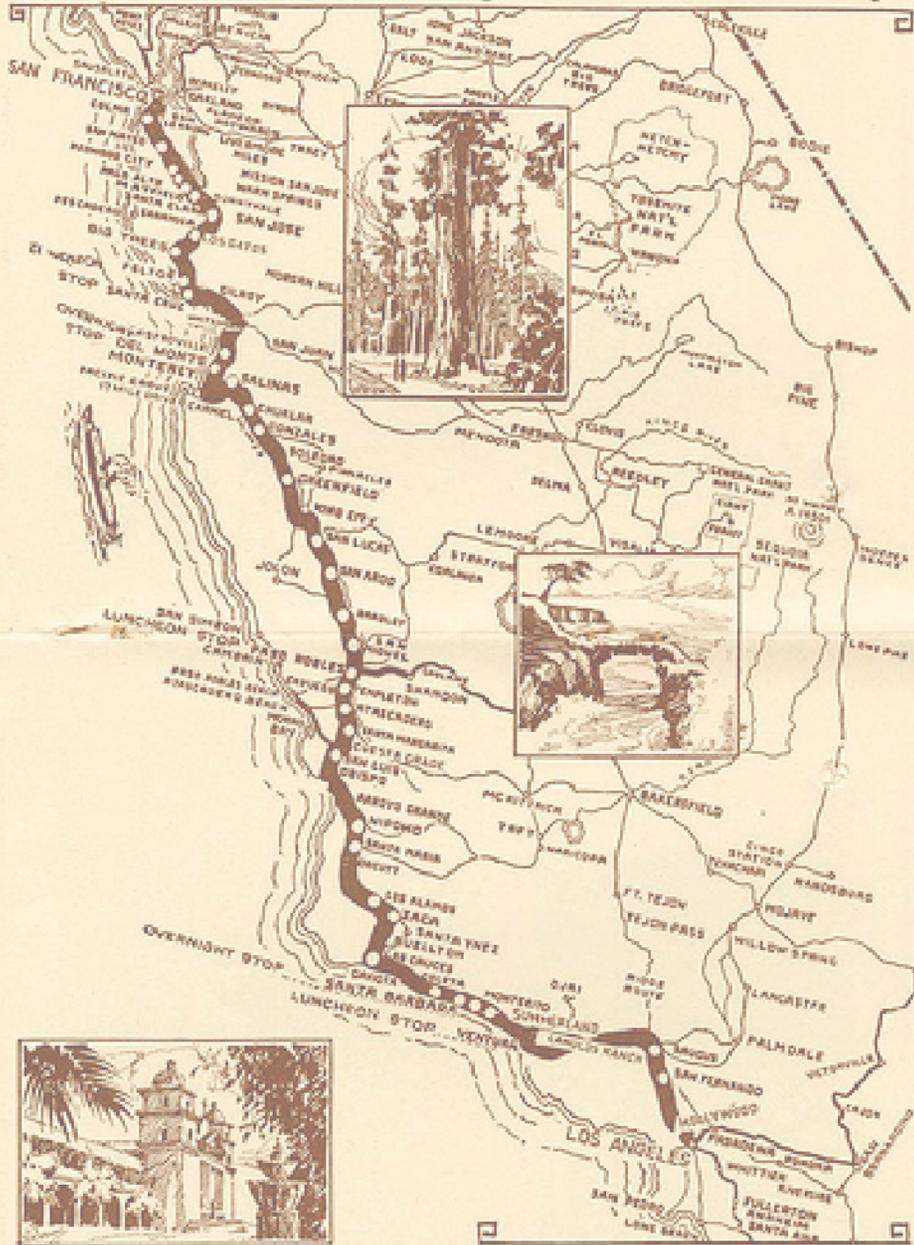


ALONG EL CAMINO REAL [THE KING'S HIGHWAY]



At the Crossroads DIRIDON STATION AREA ART MASTER PLAN

San Jose Office of Cultural Affairs
Public Art Program

prepared by
Sollod Studio llc
Corson Studio llc

NOVEMBER 2010



The San Jose Office of Cultural Affairs Public Art Program initiated the development of *At the Crossroads: Diridon Station Area Art Master Plan*, retaining Sollod Studio as the lead consultant working with Corson Studio. The Artist Team participated in and provided input into the Diridon Station Area Land Use Plan, led by Field Paoli Architects, who was retained by San Jose Department of Transportation.

This multi-agency effort included the involvement of all the transportation agencies at the local, regional and state levels and the San Jose Redevelopment Agency. Through a series of community workshops, the process engaged the public in articulating a vision for the area and identifying priorities. This report reflects that broad input.

The images included in this report are for illustration purposes and to provide inspiration. Photo credits are included at the end of this report.

At the Crossroads

DIRIDON STATION AREA

ART MASTER PLAN

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EXECUTIVE SUMMARY

The Diridon Station Area is at a crossroads. With the pending arrival of High Speed Rail (HSR) and Bay Area Rapid Transit (BART) and the much anticipated possibility of a new Major League baseball park, the Diridon area is on the verge of a transformation from a sleepy extension of downtown to a vital, dynamic downtown destination. This crossroads is both a physical and metaphorical one. The urban character will change in the coming years through the development of these important facilities as well as extensive commercial and residential infill. The area can manifest San Jose's reputation for technological innovation through architectural design and public art. The area's unique and historic features and its congenial natural environment will continue to contribute as defining elements of urban character. The anticipated development of the HSR, BART and the ballpark and infill development will be accompanied by improvements in the public realm, including streets, parks, and public art. How this is undertaken, whether the opportunity to create an iconic identity is seized, what kind of public spaces are created, how the community responds and embraces change, all will determine the kind of place it will become.



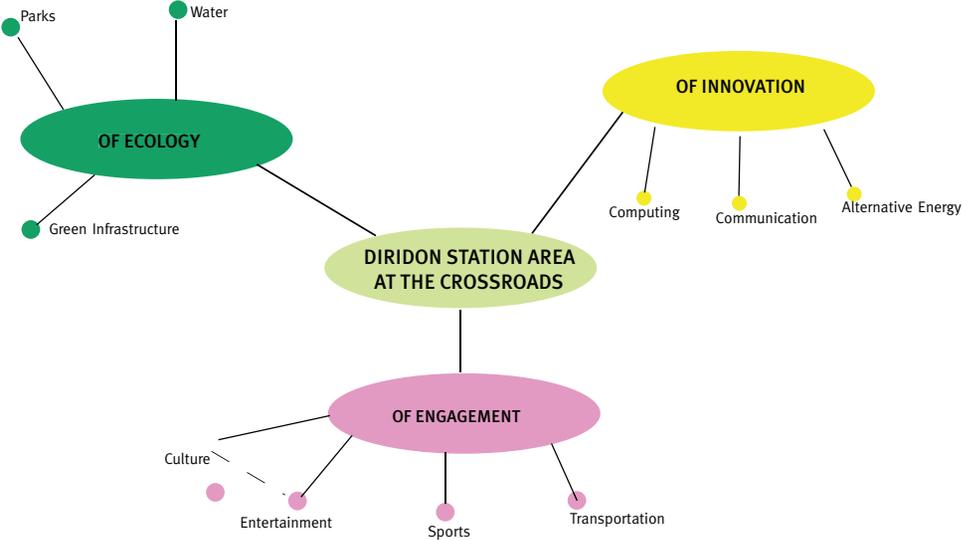
Art in the Diridon Station area will contribute to creating an exciting and enriching experience of place. Artworks integrated into major infrastructure will infuse vitality and identity while discrete large-scale permanent work will animate public spaces and become iconic landmarks. Temporary

works, festivals and special events centered largely in the station and ballpark areas will add energy and verve. Environmental art associated with improvements along Los Gatos Creek and the new park will create a serene place in this, otherwise, energetic locale. All will be informed by and demonstrate a sensitivity to principles of environmental sustainability.

Artists as visionaries and aestheticians will bring their ability to push the boundaries of artistic expression. They will produce ingenious works that enliven the public realm and engage people to think and explore in interesting and unexpected ways.

At the Crossroads: Diridon Station Area Art Master Plan articulates the context, framework, aesthetic direction and proposed implementation policies to achieve an energetic public realm, infused with art that is

engaging, enlivening and meaningful. It proposes a thematic approach to art that celebrates human engagement and embraces new technology, green infrastructure, and interactivity as cornerstones. The Plan identifies the immediate Diridon Station area as **The Crossroads of Engagement**, the naturalized and green spaces surrounding it and reaching into the neighborhoods as **The Crossroads of Ecology** and the office/commercial/ research area to the north as **The Crossroads of Innovation**. The art in each area is proposed to respond to these ideas, encouraging experimentation and reflecting environmentally sustainable values.



A public art initiative currently underway in the Diridon Station Area is the *Climate Clock Project*. It will be a landmark public artwork that serves to reinforce San Jose’s commitment to a green economy, culture and future. The critical decision was made to locate the *Climate Clock* within the Diridon Station Planning Area recognizing the future importance of this location as a significant nexus of land-based public transit for Northern California with the greatest potential for significant exposure of the *Climate Clock*, and thereby the greatest potential for realization of the Initiative’s mission. This project embodies the thematic approach described here. Three finalist artist teams are

developing proposals for the project. Artist selection is an anticipated to occur in 2012.

Diridon Station Area Art Master Plan builds upon the **Public Art Next Master Plan** and the **Downtown Next! Public Art Focus Plan**. It has been shaped by community participation, including public workshops, the Good Neighbor Committee, and a station area charette involving local and regional stakeholders. It has been developed in collaboration with the Land Use design team and the City of San José Office of Cultural Affairs Public Art Program.

The guiding principles articulated in these plans and forums are embraced and expanded upon. These include putting art in places with the most visual impact, providing a platform for artists to create new

and meaningful contributions to the city’s vitality, and encouraging participation by a broad range of public agencies and the private sector in commissioning art in public places.

At the Crossroads: Diridon Station Area Art Master Plan provides the City of San Jose with a framework for implementation and an aesthetic approach to integrating and placing art throughout the area. It includes proposed policies and protocols for working with other City agencies, public entities, nonprofit organizations and private developers.

The City's Public Art Program will administer the plan, often working in partnership with other public agencies, the private sector, nonprofit organizations and educational institutions.



SUMMARY OF KEY RECOMMENDATIONS

- Embrace the conceptual approach “**at the crossroads—of engagement, of innovation, of ecology**”—to guide artistic exploration in the Diridon Station Area.
- Prioritize the siting of the *Climate Clock* Project as early as possible in the build-out of the Diridon Station Area.
- Seize opportunities for artists to play a leadership role in creating dynamic places.
- Use strategic partnerships to increase resources for art acquisition and programming
- Engage the private sector in commissioning and presenting public art in publicly accessible places.
- Consider maintenance requirements for artworks when allocating resources for commissioning.
- Encourage inclusion of basic public utility infrastructure of power, water and data capability in public spaces to create a platform for a wide variety of art.



THE URBAN LANDSCAPE, AMONG ITS MANY ROLES, IS ALSO SOMETHING TO BE SEEN, TO BE REMEMBERED, AND TO DELIGHT IN...AS AN ARTIFICIAL WORLD, THE CITY SHOULD BE SO IN THE BEST SENSE; MADE BY ART, SHAPED FOR HUMAN PURPOSES.

KEVIN LYNCH

INTRODUCTION

At the Crossroads: Diridon Station Area Art Master Plan articulates a vision for art at the heart of the experience of the urban realm, defining the character of the community and engaging the public in their daily comings and goings. It provides a framework for giving the area a distinctive character as a unique part of downtown focused on entertainment and multimodal transportation, creating connectivity throughout the region.

The City of San José Office of Cultural Affairs Public Art Program initiated the plan in conjunction with the City's effort to develop a forward-thinking land use plan, capitalizing on the dramatic changes anticipated over the next decade. The high speed rail station, BART and a potential Major League Ballpark create an opportunity for the City to stimulate new commercial and residential development that adds vitality to the City.

The Public Art Program seized the opportunity to insure a lively and engaging public realm through the inclusion of innovative art. Over the course of a year, the Artist Team with Sollod Studio as lead consultant, working in conjunction with Corson Studio, brought an artistic vision to the effort. The plan assumes flexibility in implementation as new opportunities present themselves and conditions on the ground develop.

THE PLANNING PROCESS

The Artist Team began work in August 2009 with data collection and site analysis, meetings with the Land Use Consultant team and City staff, review of existing public art plans and policies and a wide variety of City planning documents affecting the Diridon Station Area. The site analysis included a pictorial inventory of existing public art in the area and of idiosyncratic elements – signs, murals, storefronts, the historic Diridon Station– that help define the area today.

The Artist Team participated in Public Workshop 1 in August 2009, making a presentation illustrating public artworks around the world evocative of possibilities for the Diridon Station area and engaged in and observed small group discussions. They met with representatives from other City departments and the San Jose Redevelopment Agency. The team prepared a preliminary report of their findings and provided input into the Land Use team's Data Analysis report.

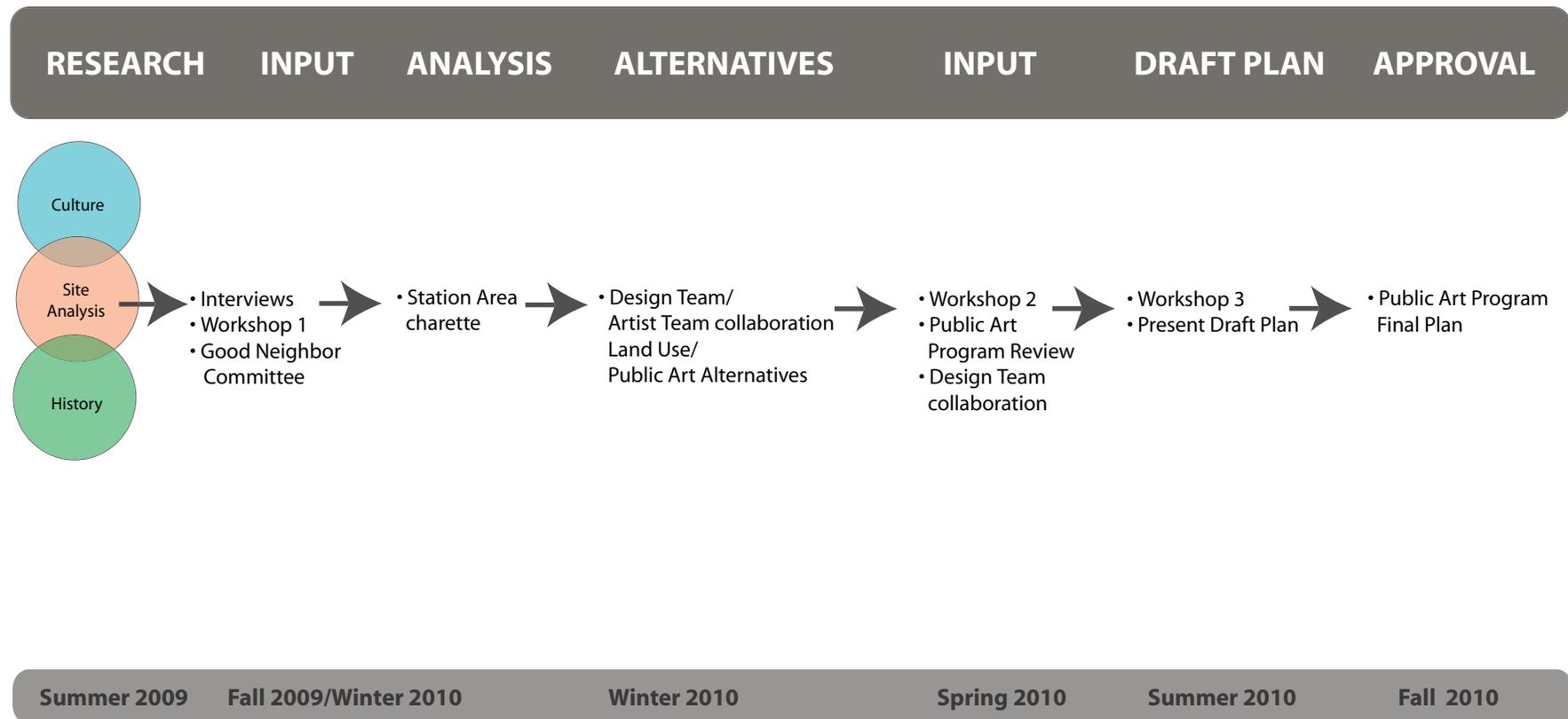
Outreach to the community continued over the course of the next twelve months and included participation in the Station Area Expansion Charette, Public Workshops 2 and 3, in March and August 2010, led by the Land Use Consultant team. In late January 2010, the Artist Team participated with the Land Use team in a charette led the *Climate Clock* project finalists. The charette was intended to familiarize the team with the project and to ensure that this important City initiative was kept in mind in developing the Art Master Plan. The Artist Team met with the Good Neighbor Committee to present ideas for how art could be incorporated in the station area and to hear from committee members about their hopes and concerns.

Prior to presenting a proposed framework for art integration at Workshop 2, the Artist Team worked with the Land Use team to develop three thematic alternative approaches to art that corresponded to the land use alternatives.

During Spring and Summer 2010, the Artist Team worked with the Land Use Consultant team to help shape the preferred alternative. This preferred alternative was presented to the Public Art Committee, City Staff stakeholder group and to the public at Workshop 3. Feedback from this session helped refine the final approach presented in this plan.



ART MASTER PLAN DEVELOPMENT PROCESS



Through community meetings and charettes, the Artist Team heard many recommendations about the role of art in the Diridon Station Area. The ideas that resonated with the largest numbers of people are described below. The language captures the essence of community members' comments.

Create an "International Gateway to Innovation"

- Showcase the innovation, diversity and fluidity that defines the technological advances originating in Silicon Valley. Cross cultural/ multicultural global gateway. Locals engaging internationals. Make the multicultural connection visible.

Enhance the River Walk:

- Make the river/trail system more of a community focus and destination and include food carts, retail, amenities and public art. Embrace the river and creek. Enhance the space with art and transform the trail network into an artistic experience.

Include Iconic Artwork

- Develop unique iconic artworks that can double as "way-finding"; integrate green thinking/architecture into visible locations; active day and night; quirky, dynamic, powerful, substantial.

Engage the Public with Interactive Artworks

- Develop works of art that interact with seasons, nature, people, wildlife; examples include "moving skins" of buildings, light, projections, water features, art gardens.

Create a Dynamic Environment with Temporary and Performance Works

- Include temporary art, festivals, and parades in the mix; include spaces in the Land Use Plan for outdoor performances; engage multi-cultural audiences; create food-centric art events.

Place Making is Important

- Strong desire for spaces that are beautiful, well composed and artfully considered. Interest in a bold contemporary sense of design; include art for art's sake as well as functional works.

Use Art Appropriate to the Scale and Character of Place

- Select visually "loud" and dynamic artworks for the ballpark or multimodal high-speed rail station area and more "quiet" artworks at a pedestrian scale for more intimate spaces.

Keep the Quirk

- Celebrate the unique, quirky anomalies of the neighborhood, including the idiosyncratic signage and mature trees. Use the opportunity of redevelopment to add another layer of unique features.

LAND USE PLAN OVERVIEW

The **Diridon Station Area Art Master Plan** was developed in concert with the Diridon Area Land Use Plan. Working in conjunction with the Land Use Plan consultant team, the Artist Team participated in design team working sessions, presentations and community workshops. The intention is for the Land Use Plan to be informed by the Art Master Plan and vice-versa so that the resulting documents provide guidance for implementation to future artists, designers and City staff.

The Land Use Plan designates areas around the station with different uses that would result in a different character. These are described in Appendix I: Land Use Plan Details.

It defines five top priorities:

- (1) creating a high-intensity urban district next to the multimodal station with taller buildings at the core. The area will accommodate mixed uses including commercial, office and entertainment-oriented development;
- (2) establishing and strengthening connectivity to surrounding districts and within the planning area including east-west connectivity across SR-87 and the rail corridor;
- (3) prioritizing pedestrian circulation and transit; creating a synergistic mix of land uses that include residential uses and neighborhood services along with entertainment, hotels, shopping restaurants and office;



(4) enhancing and expanding recreational opportunities and establishing an open space system integrated with Los Gatos Creek and Guadalupe River Park;

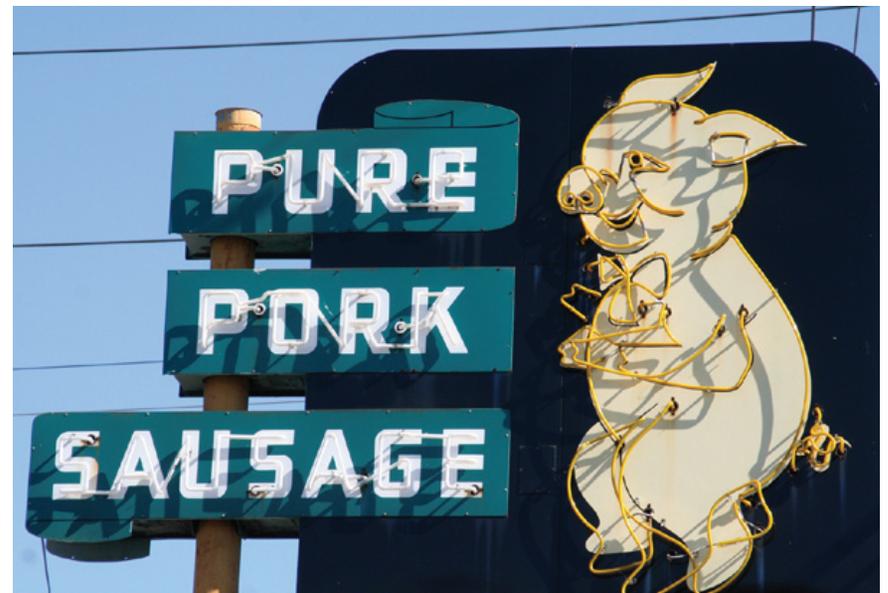
(5) using art to activate streets, parks, the HSR Station and privately owned publicly accessible spaces to engage visitors and residents and to humanize infrastructure and enliven the public right of way.

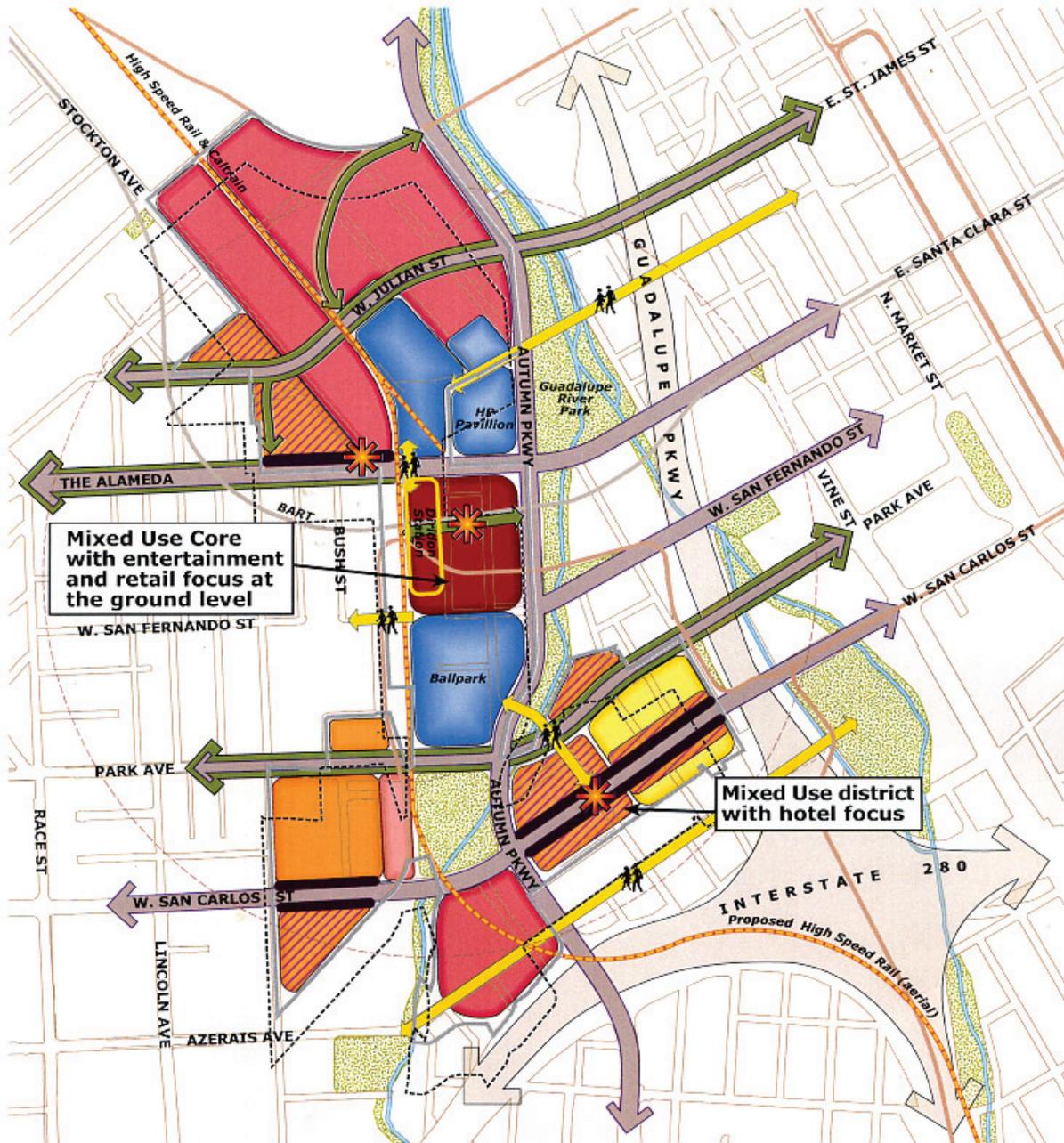
ANOMALIES

The Diridon Station Area includes a number of older buildings, signs, structures, and large old trees that lend a special character and to which people have an emotional attachment. A city is formed by layers of development over time. Remnants from the past add richness and texture to a place. It is important to remember that it is the layering that goes on in a place over time that makes it interesting. While these

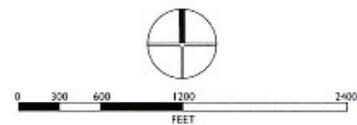
anomalies are not artworks, they are an important part of making Diridon a special place.

The Artist Team believes that, as redevelopment occurs, it is important to retain as many of these as possible and to find ways, whenever possible, incorporate them into the new urban fabric. It may mean relocating some elements to other places, retaining or incorporating facades or even laying out streets in ways to accommodate old trees. There are many quirky elements in this area. **Appendix II** illustrates a selection of these in close proximity to the station area.





- Mixed Use (Station Area)
- Mixed Use
- Mixed Use Commercial
- Regional Commercial
- High Density Residential
- Medium Density Residential
- Park/Open Space
- Light Industrial
- Public/Quasi Public
- Retail Frontage
- Arterial Street
- Collector Street
- Green Street
- Green Connection
- Neighborhood/Activity Center
- Pedestrian Connection
- Station



Diridon Station First Draft Preferred Plan

July 13, 2010

**“WHAT THE WARMING WORLD NEEDS NOW IS ART,
SWEET ART. WE CAN REGISTER WHAT IS HAPPENING
WITH SATELLITES AND SCIENTIFIC INSTRUMENTS, BUT
CAN WE REGISTER IT IN OUR IMAGINATIONS, THE MOST
SENSITIVE OF ALL OUR DEVICES?”**

BILL MCKNIBBEN



CONTEXT

Downtown Next! Public Art Focus Plan

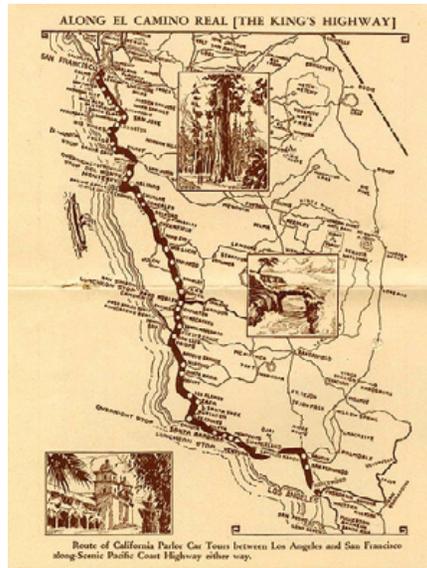
The Downtown Next! Public Art Focus Plan, adopted by the San Jose Arts Commission in 2007, identified the Diridon Station Area as an important priority for the inclusion of public art. It identified the station itself as a strong candidate for a major public art project and encouraged the City to involve artists early in the design of this multimodal station. Other priorities enumerated in the Plan included the streetscape along Santa Clara Street and Autumn Parkway as well as the underpasses below the Guadalupe Parkway. **At the Crossroads: Diridon Station Area Art Master Plan** builds upon this earlier effort, delving into deeper detail and articulating a specific vision for the area as a dynamic expansion of downtown San Jose.

Diridon Station Area At The Crossroads

The Diridon Station Area is at a crossroads. With the pending arrival of High Speed Rail (HSR) and Bay Area Rapid Transit (BART) and the much anticipated possibility of a new Major League baseball park, the Diridon Station Area is on the verge of a transformation from a sleepy extension of downtown to a vital, dynamic downtown destination.

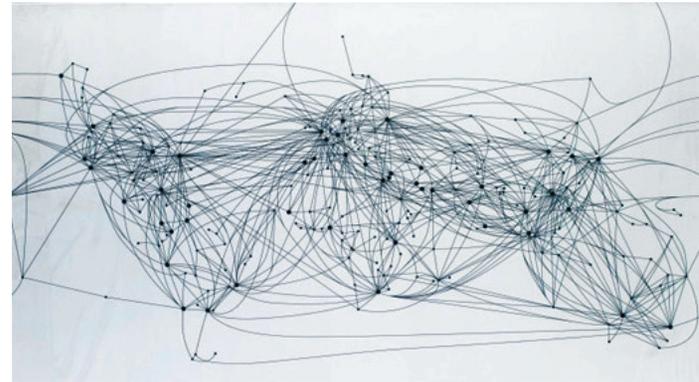
This crossroads is both physical and metaphorical. The area has the opportunity in its design and urban character to manifest San Jose's reputation for technological innovation. Its unique and historic features and the natural environment will continue to contribute as defining elements of urban character. The anticipated development of the HSR, BART and the ballpark will be complemented by extensive infill commercial, retail and residential development and by improvements in the public realm, including streets, parks, and public art.

How this is undertaken, whether the opportunity to create an iconic identity is seized, what kind of public spaces are created, how the community responds and embraces change all will determine the kind of place it will become.



Diridon Station stands astride the historic Camino Real, also known as the California Mission Trail. By 1823, it linked San Diego through 21 missions (including San Jose), each a day's ride away, north through San Francisco to Sonoma. Later through state highways, the same route was charted from San Francisco, through San Jose to the southern U.S. border. With the arrival of the HSR, El Camino Real is recreated, this time from San Francisco to Los Angeles. San Jose continues to play an important part in this linkage.

Historically a crossroads for commerce, the Diridon area reflects San Jose's history as an agricultural center when canneries abutted the old station and the railroad delivered foodstuffs to distant destinations. Today, the cannery has been converted to condominiums and the landmark Delmonte water tower has become a community icon. Idiosyncratic signs remain from long extinct businesses and mature trees provide a shady canopy.



THEN

VALLEY OF HEART'S DELIGHT

- emphasis on nature
- connected to the land for a livelihood
- connected to the nation through food exports
- handwork
- many cultures
- iconic symbols: orchards, canneries, Guadalupe River

NOW

SILICON VALLEY

- emphasis on technology
- connected to the land for recreation
- connected to the world through technological exports
- knowledge work
- many cultures
- iconic symbols: “the computing cloud”, Guadalupe River



WHAT DOES THE FUTURE HOLD? HOW DO WE INTERLACE THE PAST, PRESENT AND FUTURE?

Located at the confluence of the Guadalupe River and Los Gatos Creek, it is also an ecological crossroads. Today, the Guadalupe River and Trail System has become an important recreational destination and green ribbon defining the City. Plans for Los Gatos Creek will return it to an important city resource, both as a “green lung” and as an essential link in the trail system.

Today, San Jose and the Diridon Station Area stand at a 21st Century crossroads—that of the international network created by technology. As the gateway to Silicon Valley, San Jose is recognized internationally as a leader in computer and communication innovation and experimentation. People come from all over the world to make San Jose their home. Its reputation as an entrepreneurial center draws people with creative energy anxious to explore new ways of thinking and doing. This creates a rich mix of people who are eager to experience an active city life.



The City wishes to capitalize on this opportunity and create an iconic identity as a regional center that serves as an international platform for technological innovation. Each group involved in the planning discussions—the Good Neighbor Committee, city stakeholders and regional agencies—shared this vision in workshops and charettes. They want to see the new high speed rail station and the art that helps define it achieve an iconic status, in a way similar to the way Bilbao, Spain, became defined by Frank Gehry’s Guggenheim Museum and Santiago Calatrava’s airport design.

The City wants to create a denser, more heavily developed downtown with a strong entertainment, commercial and residential focus. Unlike San Francisco, San Jose has developed more as a typical western city where land use has been horizontal and low rise rather than dense and high-rise. Due in some measure to the flight path from the Norman Y Mineta Airport establishing a 130’ height limit, the Diridon Station Area and downtown San Jose will never become a dense canyon of urban office/residential towers.

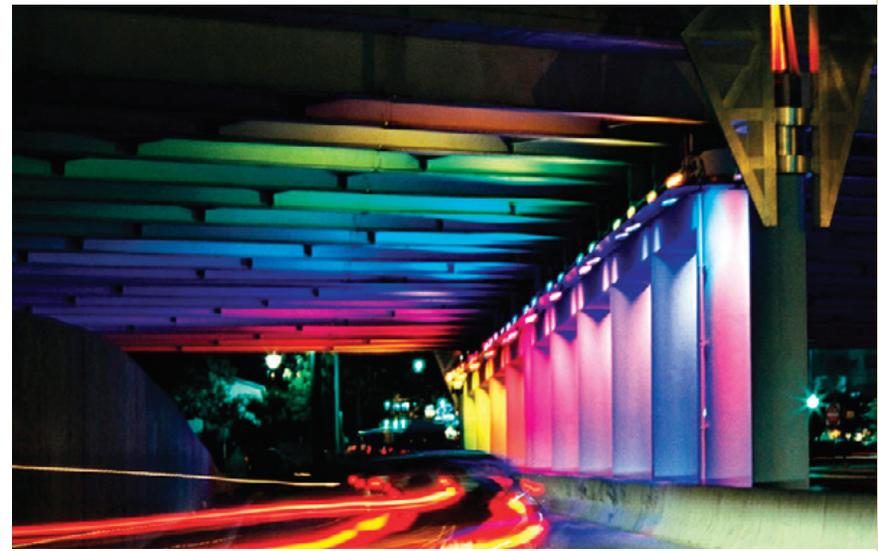


But, San Jose has the opportunity to create a different kind of urbanity—one that speaks more to a human scale. There are certainly grand and livable cities with modest skylines, including Paris, Boston and Washington, D.C.

San Jose has established aggressive and impressive goals relative to environmental sustainability, seeking ways for new technology and alternative energy sources to transform living patterns. This is an important part of defining San Jose as a 21st century city.

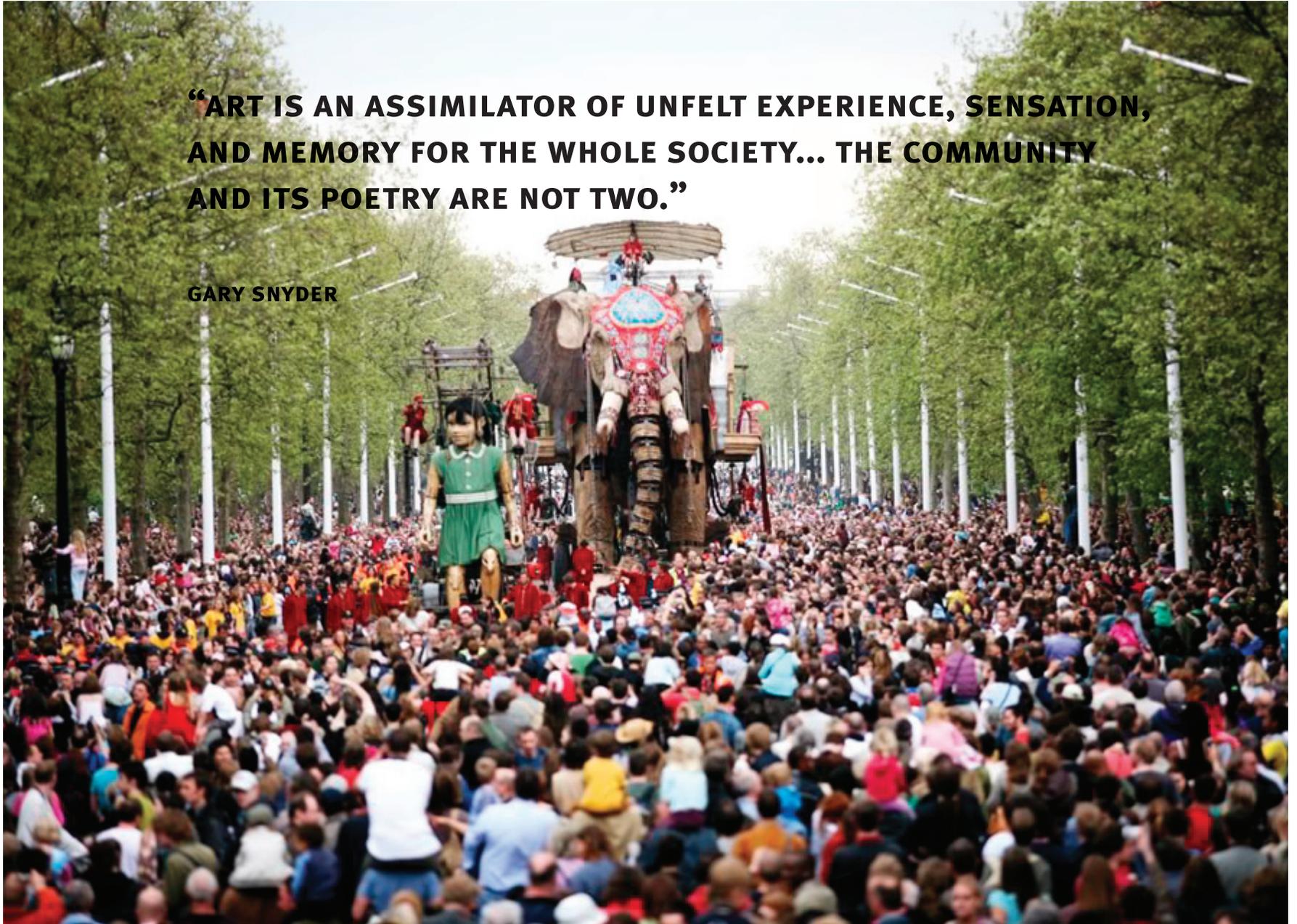
Creating this new iconic identity requires more than stellar architecture and cutting edge art. The Diridon Station Area must respond to a call for environmental sustainability, including retail and residential development, streetscapes and pedestrian corridors that encourage a walking habit and the sensitive restoration of Los Gatos Creek. Art has an essential role to play. Art integrated into the pedestrian environment and into infrastructure and natural systems can create serendipitous opportunities that supports

these goals. Art in infrastructure can make the walking experience one that people enjoy and embrace. It can help shift the relationship between people and place. Iconic artworks, carefully commissioned and sited, can build a strong sense of identity and instill neighborhood pride.



**“ART IS AN ASSIMILATOR OF UNFELT EXPERIENCE, SENSATION,
AND MEMORY FOR THE WHOLE SOCIETY... THE COMMUNITY
AND ITS POETRY ARE NOT TWO.”**

GARY SNYDER



THE ROLE OF ART

The Diridon Station Area constituency includes residents and business owners, commuters and office workers, entertainment and professional sports enthusiasts, visitors from the region, nation and the world, regional users of trails and parks, as well as those who pass through the area en route to other neighborhoods. Each of these groups has special interests and a varied level of commitment to the area. Those who are residents and business owners and those who are in the area regularly will have the greatest level of expectation, concern and commitment. Those who make the Diridon area part of their daily life have a keen interest in its liveliness and urbanity. Experiencing art is an important component of a vibrant civic realm. Those who are occasional visitors will have different expectations, though perhaps equally desirous of excitement and unusual experiences. The city has the opportunity to turn these occasional, purpose-driven visitors into regulars and into people who share their enthusiasm with others, helping to make it a regional destination.

The pedestrian experience and connectivity between Diridon and downtown east of Guadalupe Parkway and linking neighborhoods east and west will be especially important as many will be arriving here by bus, subway, light rail, and train. It will be essential to attracting people to live, work and play. Art can be the feature that provides distinction, delight, and energy to the pedestrian experience.

MAKE THE DIRIDON AREA MEMORABLE: IMBUE IT WITH MEANING



**MAKE THE
ORDINARY
EXTRAORDINARY**

**MAKE THE
INVISIBLE
VISIBLE**

**MAKE THE STATIC
ACTIVE**

**MAKE THE PAST PART OF THE
PRESENT**

**MAKE IT A PLACE ALL
EMBRACE**

Making Diridon Memorable

What makes a place memorable? In thinking about art in the Diridon Station Area, it is essential to build upon the unique qualities with which people already identify, such as the Guadalupe River and Los Gatos Creek, references to the past such as the Stephen's Meat Products sign, and the historic Diridon Station. Integrating art throughout the area in public spaces, public rights-of-way, plazas, parks, and the new high-speed rail station itself as well as imbuing infrastructure with a sense of character and design will play a large role. It will also be important to create iconic elements that function at a larger scale and which are of unusual character – elements that become associated in people's minds as emblematic of San Jose.

The Artist's Role

Artists as visionaries and aestheticians will bring their ability to push the boundaries of artistic expression to produce ingenious works that enliven the public realm and engage people to think and explore in new ways.

Artists should view this Art Master Plan as a starting point in their conceptualization of innovative artwork for the Diridon Station Area. Artists are encouraged to “push the envelope” and think about art in the public realm in new and expansive ways. Rather than being prescriptive, the Plan envisions an expansive approach within which artists may work. Since the plan will be implemented over many years, conditions on the ground will change, new opportunities will present themselves and new ways of working will be invented. Using the broad framework described in the plan, artists can, and will, help define the Diridon Station Area as a crossroads for innovation and ideas.

**“I THINK THAT THE BEST THINGS GET UNDER PEOPLE’S
SKIN, MAKE THEM REMEMBER THEM...ART IS JUST
THINGS IN THE WORLD...IT’S PEOPLE WHO HAVE THE
FEELINGS AND THE REACTIONS.”**

MARTIN CREED



ART APPROACH: AT THE CROSSROADS

The Art Master Plan follows the land uses described in the Land Use Plan, embracing a varied approach to art integration, responding to the concept of San José at the Crossroads. The Diridon Station Area itself is the crossroads for engagement, innovation and ecology.

Mission

The mission of the Diridon Area Art Program is to identify San José as a diverse global center for innovation and change.

The Diridon Station Area Art Master Plan celebrates San José as a Crossroads

- of engagement
- of innovation
- of ecology

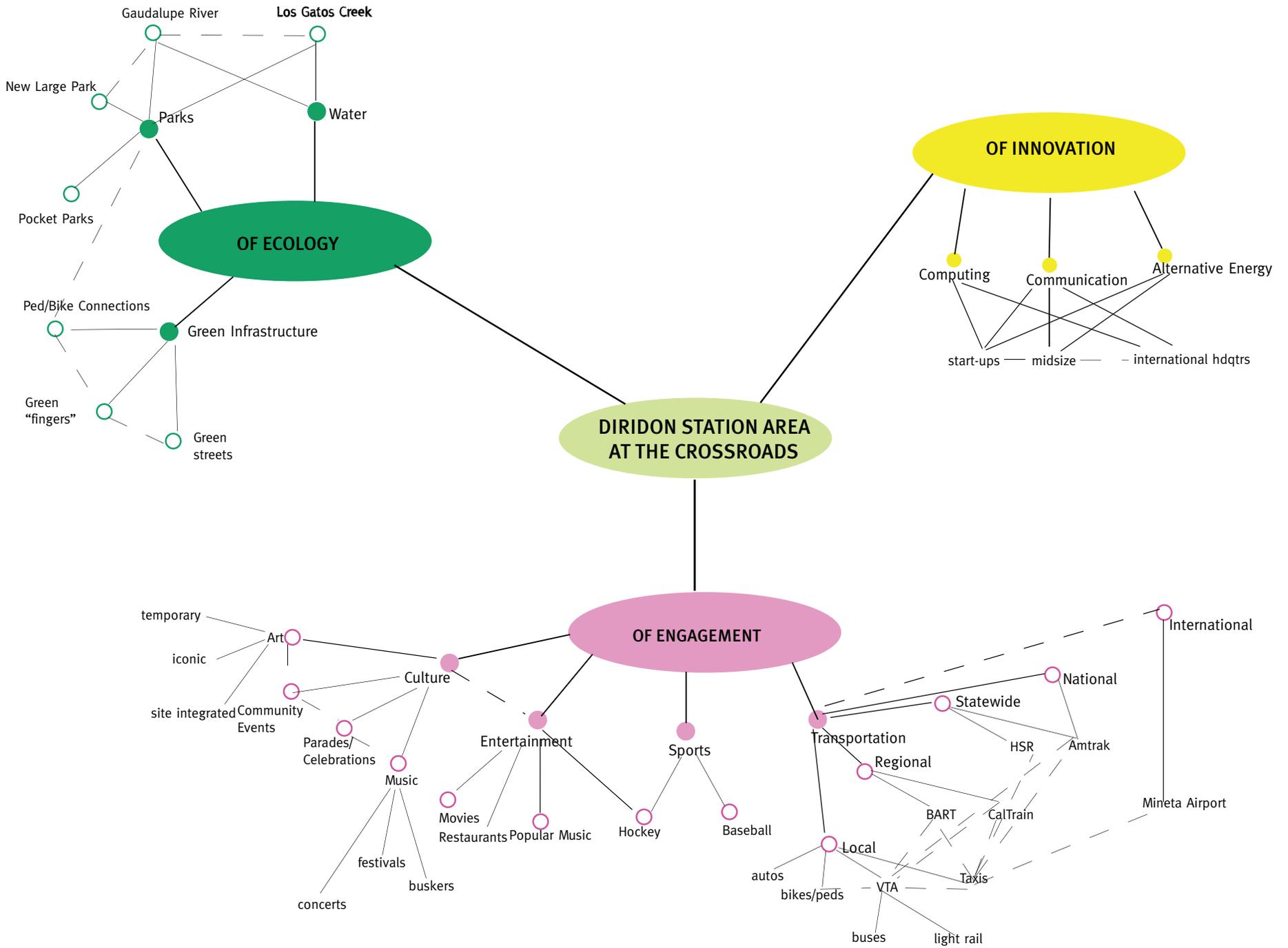
The Climate Clock Global Initiative

The Climate Clock will be a landmark public artwork that serves to reinforce San José's commitment to a green economy, culture and future.

The mission of the Climate Clock Global Initiative, founded in San José in 2007, is the development of landmark artworks nationally and internationally that demonstrate the direct connection between human activities and the production of greenhouse gasses. The aspiration of the Climate Clock Initiative is to offer 1) a platform for important thinking in the fields of science, technology and art contributing to the creation of public artworks and 2) the development of artworks that offer knowledge, perspective and experience compelling small and large behavioral changes leading to a healthier community and planet.

In 2008, with the intention of being the first implementation of a Climate Clock, a multi-sector partnership was formed between the City of San José, the San José Redevelopment Agency, San José State University, ZERo1: The Art and Technology Network, Montalvo Arts Center and corporate and community partners. Beginning in Silicon Valley, an innovative opportunity exists to educate the local and global community about climate change through this dynamic landmark. With a minimum of 100 years as its scope of operations, the Climate Clock will integrate Silicon Valley's measurement and data management technologies with artistic expression to form an iconic San José landmark, which will engage millions of individuals in thoughtful discussion around climate change.

The critical decision was made to locate the Climate Clock within the Diridon Station Planning Area recognizing the future importance of this location as a significant nexus of land-based public transit for Northern California with the greatest potential for significant exposure of the Climate Clock, and thereby the greatest potential for realization of the Initiative's mission.



This thematic approach creates a broad framework within which artists may work. It envisions art that takes many forms and may:

- use technology and/or comments upon it
- reveal natural systems or alternative energy use
- be celebratory, adding spectacle, whimsy, and a sense of play
- draw upon San Jose’s rich ethnic mix
- be interactive, creating opportunities for cross cultural communication and public engagement

Vision

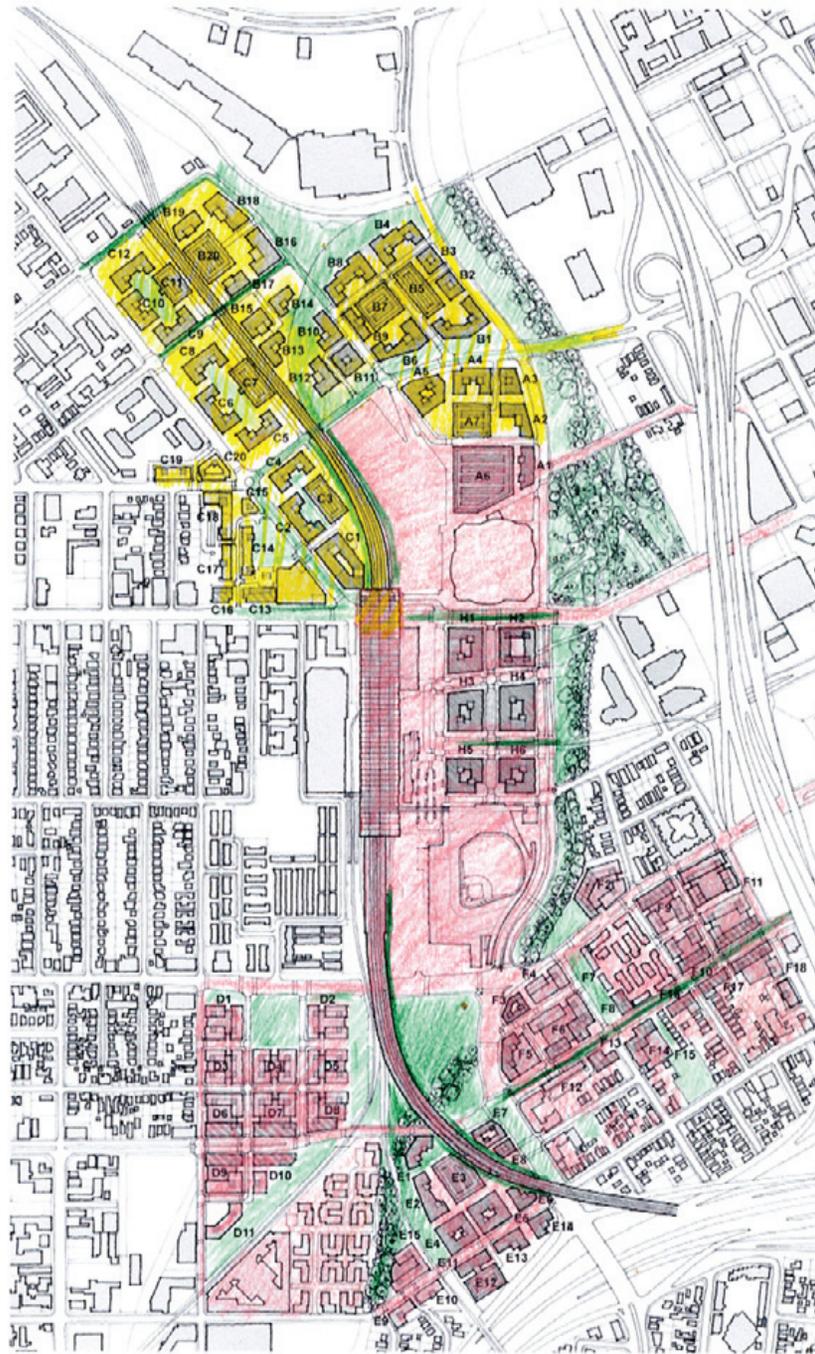
The long-term vision for the Diridon Station Area is to be a lively and engaging part of downtown defined by its dynamic and sustainable built and natural environments with a character that is manifest by art, architecture and an aesthetic approach to infrastructure that is integrated into its surroundings.

Objectives

- Communicate the Station Area’s identity as a crossroads for engagement, ecology and innovation, encouraging interaction and embracing nature.
- Create a dynamic and engaging public realm.
- Involve the public, private and non-profit sectors in realizing the vision.
- Adopt an aesthetic approach to infrastructure and to revealing natural systems that support environmentally sustainable practices.
- Provide physical and virtual platforms for permanent works, temporary projects, festivals and special events.
- Cultivate innovation, risk-taking and leading edge artworks designed to engage the public, heighten artistic literacy, and inspire new ways to see and interact with the world.

Guiding Principles

- **Use art to create an iconic identity for the Diridon Station Area, particularly in concert with the architectural design of the high-speed rail station and its arrival/departure experience.**
- **Use art to express environmental considerations and reveal natural systems.**
- **Incorporate art that promotes cultural interaction and community engagement.**
- **Engage artists as collaborators with diverse disciplines and constituencies.**
- **Use art as a means of strengthening the connection to downtown and to surrounding neighborhoods.**
- **Integrate art into infrastructure, including streetscapes, underpasses, pedestrian bridges, and the columns and aerial guideway associated with the high-speed rail.**



At the Crossroads
Diridon Art Plan

Crossroads of Engagement



Crossroads of Innovation



Crossroads of Ecology



Framework

This section describes ways art may manifest itself in specific areas defined in the Land Use Plan. Included are permanently sited large-scale works, art integrated into architecture, art in major transportation corridors and infrastructure, land-based works associated with open space, parks, and trails, and idiosyncratic pedestrian-oriented works as well as opportunities and platforms for temporary works.

The Art Master Plan envisions three different zones in the Diridon Station area in which artwork is differentiated in aesthetic approach, influenced by the character of development and uses. This differentiation is not a hard distinction, however, and overlapping approaches are anticipated in some areas.

The **Crossroads of Engagement** defines the Central Zone (Transportation and Entertainment Hub). This area includes the high-speed rail station, its exterior entrance and associated transit-related facilities including the above grade access to BART, bus bays for VTA, the Diridon “Green” directly east of the station entrance, the proposed ballpark and environs, and the HP Pavilion. It includes the streetscapes along N. Autumn and Montgomery between Julian and Park, E. Santa Clara Street east of the I-87 underpass and the underpass connecting Santa Clara Street and the Alameda.

These outdoor spaces including the public right of way could be seen as a series of linked outdoor “rooms” that reflect excitement and drama, scaled for different purposes and methods of gathering. If there is a plaza associated with the HSR, it could be a great gathering place, hosting special events, festivals and fairs and having outdoor vendors and

buskers. It could include light/new media sculpture, water features, and sculptural pavilions to host events or exhibitions. The pedestrian area around the ballpark will be filled on game days and potentially deserted off-season. Creating a place that feels occupied and welcoming year-round is important here.

The Diridon Green was used as a location for temporary public art in 2010. Its open configuration makes it potentially an ideal location for temporary projects assuming that new landuses do not eliminate it.

Autumn Parkway and Montgomery from north of Julian to Park should reflect this excitement in its streetscape. The streetscape should clearly let the driver, pedestrian or bicyclist know that they are in a unique part of the city.

The station artwork should be of significant scale and dramatic ambition to contribute to the station’s iconic identity. There are many sites within the station that may be excellent ones in which to incorporate art. This is discussed in greater detail on page 36.

The **Crossroads of Innovation** defines the northern zone (Commercial/ Office Hub) which is envisioned as an employment district of commercial office and potentially research and development uses with a mixed-use residential/commercial area west of Stockton Avenue. Since most of the development in this area will be commercial, public investment will be in the public right-of-way. Many businesses, however, may be interested in commissioning artworks for their buildings or open spaces. They are encouraged to adopt an aesthetic approach that responds to the concept of San Jose as a **Crossroads of Innovation**.

The types of artwork in this area would vary from streetscape/pedestrian scale to significant works commissioned by the private sector for new commercial/retail developments. Building tops or entry plazas may be desirable locations for artwork in some commercial developments. Special artist-designed features such as dramatic lighting schemes, suspended artwork, or unique wall treatments would be appropriate for improving the underpass at I-87 and E. James, for example.



The **Crossroads of Ecology** defines parks and open spaces, “green streets and fingers” and natural features that link the entire Diridon Station Area. This zone includes the residential areas south of the proposed ball park and west of the rail yard along with Los Gatos Creek and Trail, Guadalupe River Park, the new park anticipated south of the station area, and other parks and open space west of the station. It also includes W. San Carlos Street from Lincoln to Vine. Park Avenue and W. Julian Street are both designated in the Land Use Plan as “green streets”, as well as streets designated in the Land Use plan as “green fingers”. The existing neighborhood, south of W. San Carlos Street is a mix of older, idiosyncratic homes, small businesses, and light industrial uses. Many of these buildings have quirky characteristics that communicates the authenticity of a place that has changed incrementally over time.

Guadalupe River Park, Los Gatos Creek, and the new park form a strong north-south green spine connecting the entire Diridon Station Area. The “green fingers” and “green streets” form strong east-west connections. This creates an urban oasis of calm within an otherwise highly energetic place. This area can be characterized as a **Crossroads of Ecology**.

The type of artworks envisioned in this area would typically be of pedestrian scale and of a more intimate character. Los Gatos Creek and the new park lend themselves to artworks that are highly integrated into the environment. As restored, Los Gatos Creek is an ideal location for a sequential artwork that strengthens public access and connection to the water. Artists can have a significant influence on the shape and character of Los Gatos Creek. Guadalupe Park already has permanent works in various locations. Its proximity to the station and HP Pavilion make it an ideal location for temporary ecologically-oriented art projects.

The *Climate Clock* project, depending upon its final form, may be suited to any of the artwork zones described above.





CROSSROADS OF ENGAGEMENT

- Conjure a spirit of excitement, engagement and anticipation.
- Create theatrical environments for drama/play/movement.
- Transform ordinary infrastructure into something extraordinary– streetscapes, pedestrian bridges, HSR piers and aerial guideways, underpasses.
- Use dynamic methods such as lighting, special paint treatments and/or suspended artwork to enhance underpass connections to downtown.
- Interlace the past and present by embracing quirkiness, anomalies, and historic remnants.
- Cultivate a spirit of neighborliness and embrace diverse cultures.
- Use temporary projects, programs, informal performances and events to engage the community, especially at the station entry plaza and ballpark.
- Collaborate with event producers to envision and implement platforms that can be shared.

OF ENGAGEMENT



Culture



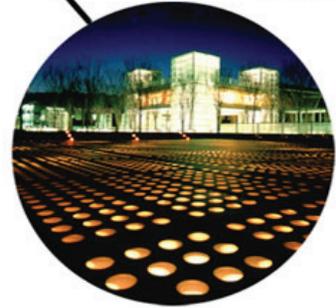
Transportation



Entertainment



Sports

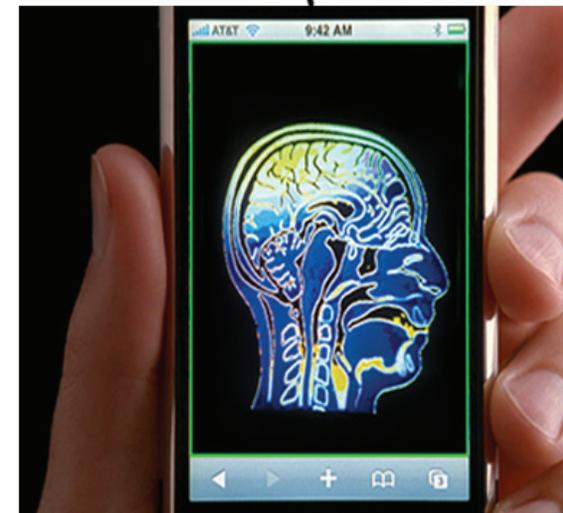


Gathering



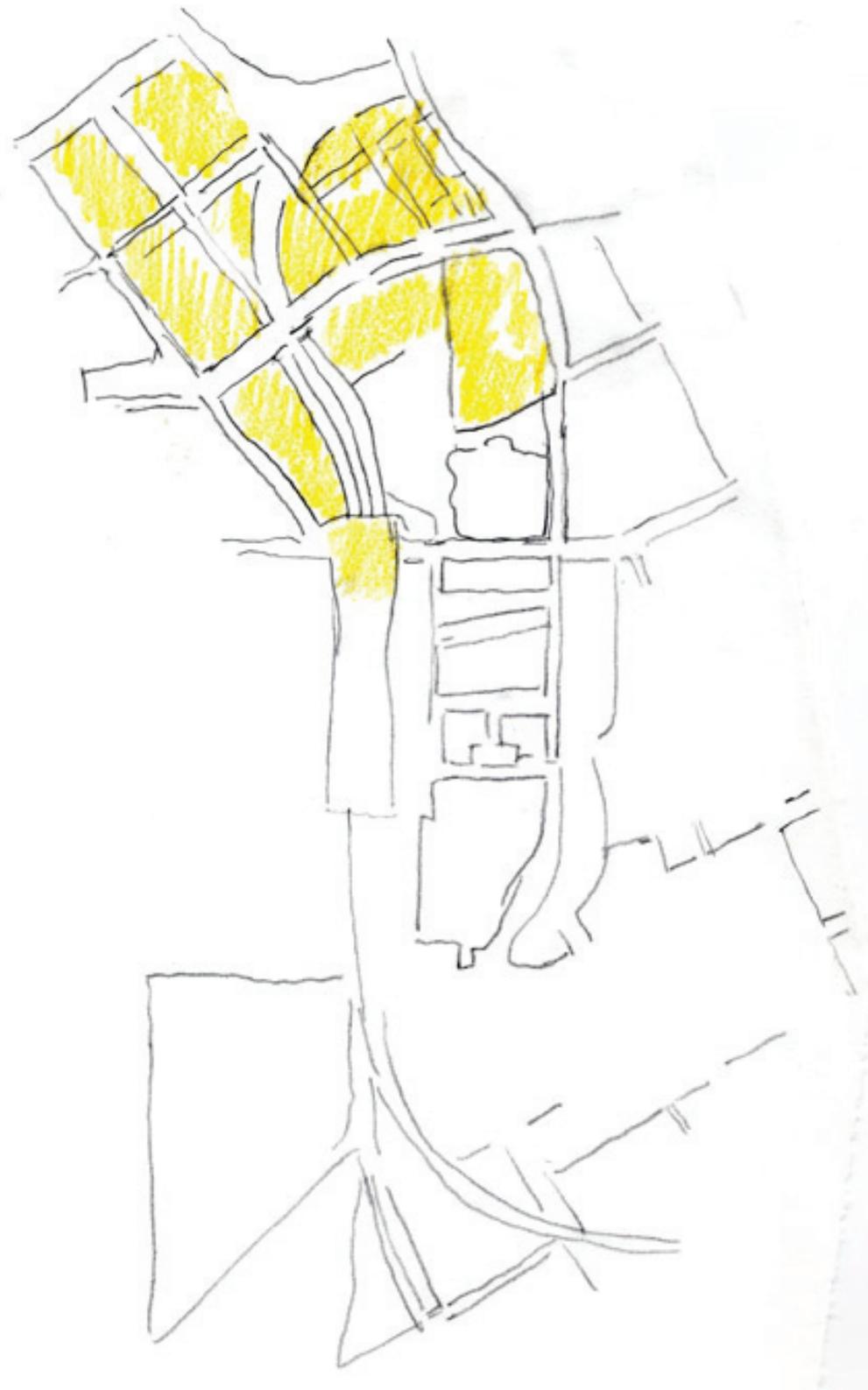


OF INNOVATION



CROSSROADS OF INNOVATION

- Celebrate San Jose as an incubator of new ideas and new ways to view and interact with the world.
- Foster artwork that exists both in the physical and virtual worlds that responds to or reframes the urban experience.
- Cultivate a spirit of experimentation through ephemeral or semi-permanent projects.
- Emphasize art that utilizes and/or comments upon technology.
- Expand the crossroads by engaging globally through the involvement of international artists.
- Demonstrate ecological innovation through unique artistic expressions of environmental sustainability.
- Embrace alternative energy sources for powering projects.





Green Streets



Los Gatos Creek+
Guadalupe River



Green Infrastructure

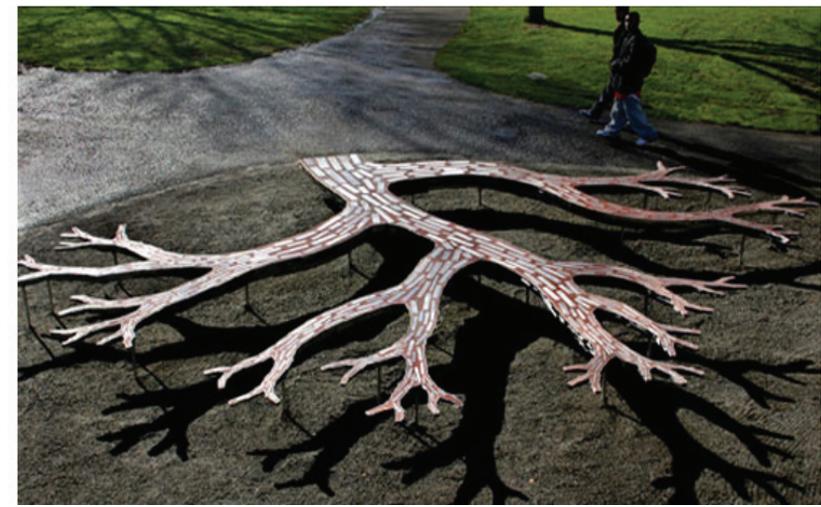


Riparian Zones



OF ECOLOGY

Parks



CROSSROADS OF ECOLOGY

- Explore natural phenomena, habitat, ecological evolution, conservation and climate change.
- Reveal environmental and functional systems such as storm water run-off and restoration of creek habitat.
- Create art that can be experienced at different scales and speeds.
- Respond to current environmental issues through art that may be ephemeral or dissolve back into nature.
- Use alternative energy sources to power art.
- Engage artists as “place shapers” in the landscape through earthworks or dynamic sculptural/painterly plantings.
- Introduce environmentally-oriented art that employs all the senses through analogue or new media such as smart phones or personal electronic readers.



IMPLEMENTATION RECOMMENDATIONS

As the agency charged with oversight of the City's Public Art Program, the Office of Cultural Affairs should assume a leadership role in implementing the recommendations of the Diridon Area Art Master Plan. This means ensuring the plan's goals, thematic direction, spirit and philosophy are realized as well as providing program management and coordination. To accomplish this, OCA will need to engage other City agencies, state and regional transportation agencies and the private sector actively and develop effective partnerships to maximize resources.

Utilizing the Diridon Area Art Master Plan as a roadmap, the Office of Cultural Affairs should work collaboratively with the Redevelopment Agency, other city, regional and state agencies, private developers and community members to forge partnerships that will help craft and define a new cohesive neighborhood. This plan describes strategies for determining the aesthetic approach to artwork for specific areas.

EMBRACE THE CONCEPTUAL APPROACH “AT THE CROSSROADS—OF ENGAGEMENT, OF INNOVATION, OF ECOLOGY”—TO GUIDE ARTISTIC EXPLORATION IN THE DIRIDON STATION AREA.

By adopting a coherent thematic approach, the art at the Diridon Station Area will create a distinctive personality and identity for this very important part of downtown.

PRIORITIZE THE SITING OF THE CLIMATE CLOCK PROJECT AS EARLY AS POSSIBLE IN THE BUILD-OUT OF THE DIRIDON STATION AREA.

An important City initiative, this artwork will set the tone for what it to come. OCA should work with other public agencies and the private sector to ensure the successful integration of the project.

USE STRATEGIC PARTNERSHIPS TO INCREASE RESOURCES FOR ART ACQUISITION AND PROGRAMMING

1. Create an Art Overlay District for the “Crossroads of Engagement” including the High Speed Rail Station, Ballpark, HP Pavilion and Mixed-Use Commercial and Entertainment Projects.

A Joint Powers Board may be created to govern the HSR Station development. If so, it will be a combined body with representatives of the State of California, City of San Jose, and the private sector. Multiple public agencies, including the VTA and BART will have involvement in the station, since their facilities will be co-located. If the ballpark goes forward, it will be a public-private partnership with the City owning the land and the facility and with the team itself privately owned. There will also be the opportunities for commercial development in this zone. The City has significant interest in this area's urban design and art as well as architectural design of all facilities, plazas, streetscapes, and public areas.

To maximize the impact of art in this zone, an Art Overlay District should be created that requires a minimum of one percent of capital construction costs for all projects be allocated for the acquisition and integration of art. Additional funds should be allocated for artist involvement in design teams for public spaces for all facilities and for streetscapes, plazas and transportation infrastructure. These funds should be included in the design team consultant budgets. Finally, a maintenance and operations budget should be established and set aside from the percent for art allocation for administering the program and ensuring that all commissioned artwork is properly maintained.

The land in this area owned by the San Jose Redevelopment Agency is illustrated in the diagram below. Assuming the ballpark is assisted by the Agency in its development, current policies of an allocation of up to 1% of capital, design and construction costs for Agency-assisted private development projects would be allocated for artwork, or .6% if the funds are paid into a pool managed by the City's Public Art Program for



Agency owned
 PG&E/Joint Powers
 Offer extended

future public art programming. For projects entirely undertaken by the Redevelopment Agency, a two percent allocation is required.

A similar policy to the Redevelopment Agency's public art requirement should be adopted by the City for private developers in the Art Overlay District. The terms and conditions for how these funds would be expended should be handled in the same manner as the current policies and procedures of the San Jose Redevelopment Agency. This would apply to major capital improvements of existing commercial facilities in the zone as well as new commercial or office construction. These same requirements for private developers should extend to the ballpark and the HSR authority.

2. Create an Art and Design Oversight Committee to ensure high quality design of the HSR Station.

The OCA should create and manage an Art and Design Review Oversight Committee made up of individuals knowledgeable about art, architecture and urban design and may include representatives from the Joint Powers Authority, BART, VTA, the Redevelopment Agency and commercial interests. The committee's charge should be to ensure design excellence, guide the implementation of the Art Master Plan, and be an advocate for strong civic-oriented design. (See page 43 for additional detail.)

3. Work collaboratively with other City Agencies to maximize effectiveness of art integration.

The OCA already has working relationships with Parks, Recreation and Neighborhood Services, and the City's Department of Transportation. The opportunities to work with both agencies will be significant. Los Gatos Creek will be redeveloped and bike and pedestrian trails connecting it to Guadalupe Park are slated for development. A new park at the Fire Department's Training Center is anticipated. Streetscapes, underpasses, and bike/pedestrian ways throughout the area will be improved.

These projects represent significant opportunities for artists to be involved in infrastructure as design team members so that their impact goes beyond what might be achieved through the commissioning of a specific artwork. It is essential that the OCA be involved in the development of requests for qualifications for design teams for these projects to insure that artists are included at the outset rather than added to teams after the critical thinking about place has already occurred.

The Office of Cultural Affairs should work with the City's Department of Transportation in the development of design guidelines for the high-speed rail system as it affects the City's urban character. Advocating for special attention to the design of piers and aerial guideways is especially important. If a Joint Powers Board is created to oversee the development of the multimodal station, the OCA should advocate for artists' involvement in the design both as design team members and as artists creating work specifically for the station with special attention to art in infrastructure.

4. Look for opportunities to partner with nonprofit and educational institutions to produce temporary projects

The Public Art Program regularly collaborates with nonprofit arts and educational institutions to undertake temporary and permanent projects. It should continue to pursue these partnerships and others, perhaps providing city parks, plazas and other facilities as venues for temporary, innovative, and experimental projects. The Diridon Green, the entry area of the HSR Station and parks in the area are potential locations. Combining resources with these entities can result in projects that could not be accomplished by OCA or the nonprofits alone.

5. Engage the private sector in commissioning and presenting public art in publicly accessible places.

San Jose already partners with the private sector in commissioning public art in projects supported by the Redevelopment Agency. The development of the Diridon Station Area represents an opportunity to extend that engagement beyond redevelopment projects and engage the private sector more aggressively in contributing to the dynamism of the City. Public art and cultural resources foster economic development, revitalize urban areas and improve the overall business climate by creating a more desirable community within which to live and work. Well conceived and executed works of art enhance the actual value of a development project, create greater interest in leased space within the development project, promote cultural tourism and make a lasting and visible contribution to the community. The experience of public art and cultural resources makes the public areas of buildings and their grounds more welcoming. It promotes the general health and welfare of its citizens by making the City more livable, and visually and aesthetically pleasing.

To ensure that public art and cultural resources are present and sustained throughout the community, private development projects in the City of San Jose should be required to include an element of public art or cultural facilities or, alternatively, contribute to a City fund for public art and cultural resources.

A number of cities around the nation have implemented public art programs involving the private sector. The City of Santa Monica's program is a model that could be adapted to San Jose. Santa Monica utilizes a public art incentive kit distributed to potential developers as part of their initial orientation with the City's planning project manager. This kit lays out codes, funding mandates, recommendations and successful examples of the

inclusion of art and /or enhanced urban design experiences nationwide and internationally. Some private developments trigger the public art mandate, other smaller projects do not.

SET ASIDE AND POOL FUNDS FOR FUTURE ARTWORK MAINTENANCE FROM THE RESPECTIVE FUNDING SOURCES.

When a funding source is identified for specific projects, OCA should determine how, whether and what amount of maintenance funds should be set aside for future needs. Maintenance funds for projects in a particular area (e.g. HSR Station) might be pooled to allow the greatest administrative flexibility and to insure that funds can be expended expeditiously. As a routine practice, documentation and maintenance instructions for each commissioned project should be required of the artist.

ENCOURAGE INCLUSION OF BASIC PUBLIC UTILITY INFRASTRUCTURE OF POWER, WATER AND DATA CAPABILITY IN PUBLIC SPACES TO CREATE A PLATFORM FOR A WIDE VARIETY OF ART.

Maximizing opportunities for art requires that their needs be considered as infrastructure is created. This is a more cost efficient and effective way of fostering permanent, temporary art installations and performances which add to the vitality of daily urban life. For example, creating a data-rich environment in the Diridon Station Area extending to parks and open space will enable the use of smart phones and digital media for art projects. Incorporating access to power and water will support future permanent, temporary installations or performance. Designing public plazas with the ability to receive, produce or present artwork will make it easier to sponsor festivals and performances.

SEIZE OPPORTUNITIES FOR ARTISTS TO PLAY A LEADERSHIP ROLE IN CREATING DYNAMIC PLACES.

1. Engage artists on Master Planning and Design teams for significant projects including the High Speed Rail Station and adjacent public spaces, streetscapes and underpasses, parks, pedestrian bridges and trails.

Artists can make an important contribution to the overall character of the Diridon area, including the multimodal station, ballpark, streetscapes, and parks. In order to do this, they need to be involved in conceptual design.

- Artists can play an essential role in changing the City and helping to make manifest values and ideals.
- Artists working in collaboration with scientists, engineers, city planners, sociologists, historians, architects, community activists and others can find ways to communicate that cross disciplines and reach a larger public.
- Artists engaged in infrastructure projects can help integrate these large-scale efforts into the urban fabric.
- Artists creating environmentally based works can help address issues of habitat and sustainable practices.

As the Diridon Station Area develops, artists should be involved in the design of especially complex and far-reaching projects, including the station and ballpark, major parks and infrastructure. It will be desirable to develop an art master plan, perhaps by the design team artist, specifically for the multimodal station, including the high-speed rail station itself, ballpark and associated functions of both.

The role of the artist on the design team includes framing the overall design vision and influencing the overall project design. This includes consideration of the project site and programmatic requirements,

community and cultural context, identifying locations for artwork(s), level of integration, type of project and appropriate budget recommendations. Some of these projects will be highly integrated projects where an artist becomes a member of the architectural, urban planning or engineer's design team and develops the actual artwork. Other projects will be more "stand alone" in nature, supported by the close coordination of the design team.

Design Team Projects

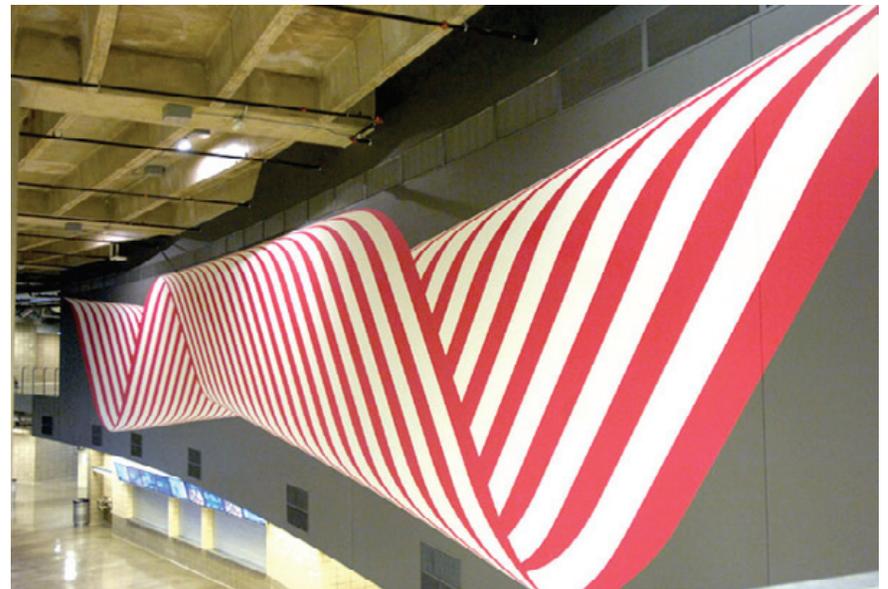
High Speed Rail and Multimodal Station Area

The station and surrounding functions require a design team approach in which artists are included as a fully vested member. The artists' roles include:

- participating in overall station and urban design
- influencing different aspects of the building and support uses
- identifying priorities for integrating art into the infrastructure
- designing the iconic.

The station and attendant functions will require the work of multiple artists for different aspects of the project. If additional artists are to be engaged for specific projects, the design team artists should participate in artist selection, perhaps playing a quasi-curatorial role such as developing shortlists for invitational competitions. The artwork for both the high-speed rail facilities and the ballpark should reflect a significant level of sophistication. The ballpark artwork should rise above sports metaphors to play a significant role in advancing the overall aesthetic of the area.

(See page 42 for more details.)





Open Space/Parks and Los Gatos Creek

Artists should be included as members of the design team for Los Gatos Creek and the new park as well as members of design teams for the streetscapes for the “green streets” and “green fingers”. They can influence the design of landforms and create opportunities for sequential artworks, enhancement of creek and trail edges and wayfinding.

Infrastructure/Streetscape/Underpasses

If a pedestrian bridge is built to connect the Cahill neighborhood to the east side of the tracks, an artist should either be engaged as the design lead or as a member of the design team. Other infrastructure design team opportunities include the streetscape along Santa Clara Street and



Autumn Parkway as well as the underpasses of I-87 connecting the Diridon Station Area to downtown.

2. Involve artists in thinking holistically about infrastructure and neighborhood identity

One way to bring visual cohesion to a neighborhood is to unify the infrastructure that makes up that community and look at it in terms of a cohesive aesthetic. Hiring an artist or artist team to look at cross-discipline infrastructure systems would be a good way to bring a higher level of design and artistic intelligence to standard urban design challenges.

Another approach is for the contracting public agency such as Transportation and Public Works to require that Requests for Qualifications for streetscape design teams include an artist or artist team. In this instance, the OCA would provide assistance to the agency in drafting the RFQ and would participate on the selection panel for the entire team. On a small scale, examples of these infrastructure projects might include the following: cell phone towers, utility poles, utility vaults, signal boxes, and the like. On a large scale, assuming the HSR is operating on an elevated track, the piers and aerial guideway will be significant structures in the



environment. Bringing an artist's perspective to this scale of infrastructure can make the difference between something the community embraces and something the community disdains.

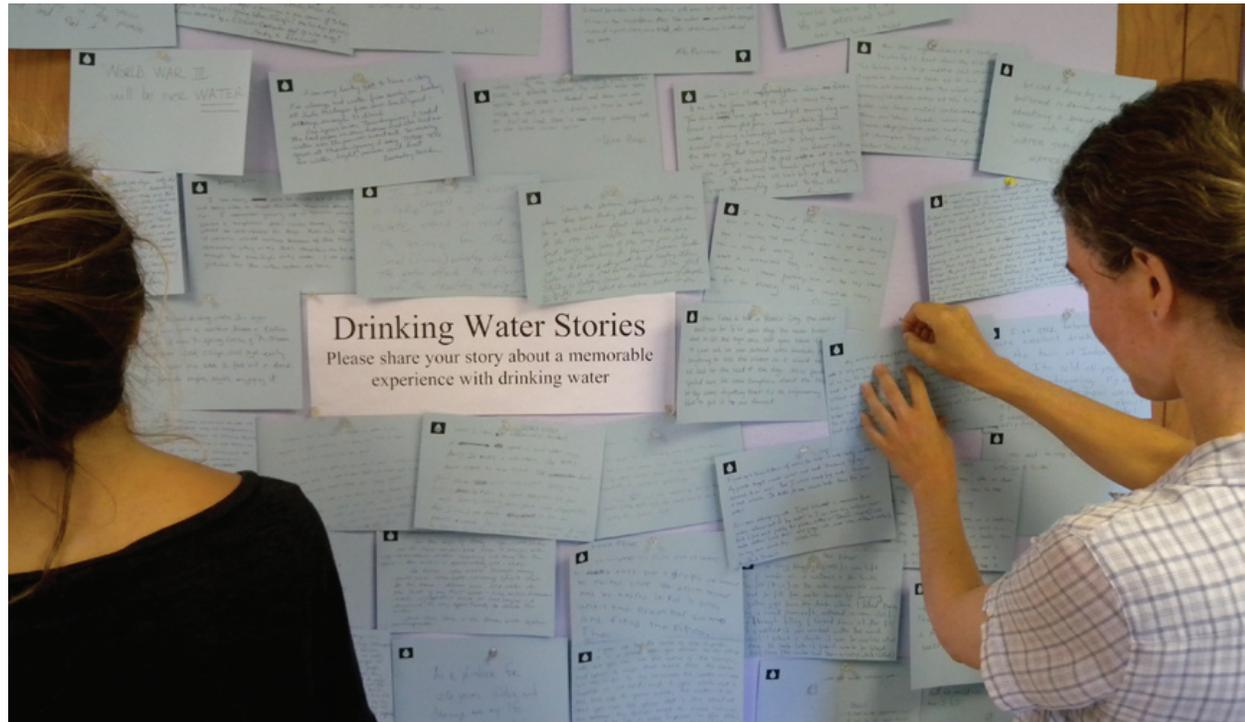
3. Include artists of diverse disciplines such music, sound, electronic media, movement, spoken word, and technologically-based art in addition to visual artists to achieve innovative approaches to art in the public realm.



Today, artists are crossing disciplines and experimenting with new media. It is now common for an artist to explore a wide range of expression incorporating sound, video or movement along with sculpture to create whole environments. Public art programs need to expand their notion of

what can be accomplished in the public realm to make room for these far ranging experiments. This may imply looking at new or different policies relative to an artwork's permanence. It may also mean broadening outreach to engage artists who have not previously seen the public realm as an appropriate venue.

By providing artists opportunities to create work that is semi-permanent, temporary or virtual, OCA can provide the citizen's of San Jose a rich and varied experience, transforming and energizing the public realm.



POTENTIAL PROJECT LOCATIONS

The **Downtown Next! Public Art Focus Plan** articulates a typology for artworks as “frames” that describe how different aspects of downtown can be experienced. **The Downtown Next! Public Art Focus Plan** identifies these as follows:

City Image Projects. Signature artworks or landmarks that visitors and residents will come to identify with San Jose’s image.

Urban Squares. Formal urban spaces that serve as gathering places and anchors for various downtown districts.

Changing Art Zones. Places where temporary art projects can create a sense of excitement and discovery.

Places for Walking. Areas where human-scaled artworks can reinforce the pedestrian experience and foster a sense of connection between different areas.

Edges, Gateways, and Transitions. Places where public art can mark transitions in and out of the downtown area, or between districts.

These frames are not discrete elements of the downtown landscape; they overlap and interact with each other. Some locations and artwork recommendations relate to several frames.

This Plan uses these frames to categorize potential projects for the Diridon Station Area; however because no specific project sites are identified at this time, locations are identified as priority possibilities.

There is one project that has been identified by the City as potentially being located in this area– The Climate Clock. While no design currently exists, three Artist Teams have been selected as finalists to develop project proposals.

| POTENTIAL PROJECTS | CROSSROADS OF ENGAGEMENT | CROSSROADS OF ECOLOGY | CROSSROADS OF INNOVATION |
|------------------------------|---|--|---|
| CITY IMAGE | <ul style="list-style-type: none"> •HSR Entry Sequence •New HP Pavillion Parking Garage •Climate Clock | <ul style="list-style-type: none"> •Los Gatos Creek Trail • Climate Clock | <ul style="list-style-type: none"> • Climate Clock |
| URBAN SQUARES | <ul style="list-style-type: none"> •possible plaza in front of HSR • Ballpark Promenade | <ul style="list-style-type: none"> • New Park at Fire Department’s Training Center | |
| CHANGING ART ZONES | <ul style="list-style-type: none"> • Diridon Green • Plaza entry for HSR • Neighborhood Activity Center on W. San Carlos | <ul style="list-style-type: none"> •Guadalupe Park • Virtual projects through phone or pda | <ul style="list-style-type: none"> •Virtual projects |
| PLACES FOR WALKING | <ul style="list-style-type: none"> • Ballpark Promenade | <ul style="list-style-type: none"> •Los Gatos Creek Trail • “Green Fingers” | <ul style="list-style-type: none"> • “Green Fingers” • “Green Streets” |
| EDGES, GATEWAYS, TRANSITIONS | <ul style="list-style-type: none"> • W. San Fernando St from Autumn to Vine • Ped/bike overpass connecting Cahill to the east side of the station and connecting from HP to HSR •Ped/bike connection to Ballpark | <ul style="list-style-type: none"> •“Green Streets”: Park Avenue; W. Julien; W. San Carlos from Lincoln to Vine | <ul style="list-style-type: none"> •E. Santa Clara St from Alameda underpass to I-87 underpass |





Specific Potential Projects

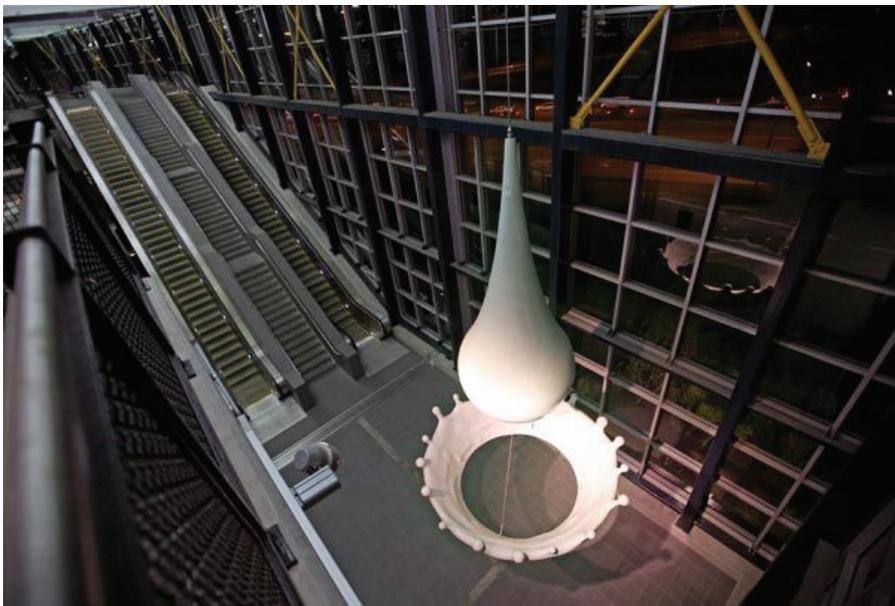
Identified below are public art opportunities known at this time. With the redevelopment of the area, it is likely there will be more locations that are appropriate for public art. In addition to these projects, BART is including artists in the development of their station.

Multi-modal Diridon Station

The opportunity for iconic place-making and significant artistic contribution is most clearly centered around the multimodal station, the adjacent plazas, and common landscape spaces. This very busy transit hub adjacent to significant entertainment and sporting complexes will draw lots of pedestrian traffic through the area and will become the defining character for the neighborhood. The community has identified this as the most logical location for siting a significant discrete identifier for the Diridon area.

Potential art opportunities include architectural dynamic “skins” of the building, emergent green technologies such as photovoltaic glazing, a signature pedestrian bridge, water features, landscape-based artworks, temporary performance opportunities and a significant iconic sculpture. Other logical artwork locations within the HSR station itself include the HSR entry, mezzanine, ticketing, waiting platforms and meetings areas as well as common areas like retail courtyards.

The Office of Cultural Affairs should work with the City’s Department of Transportation in the development of design guidelines for the high-speed rail system as it affects the City’s urban character. Advocating for special attention to the design piers and aerial guideways is especially important.



Proposed Major League Ballpark

Major League ballparks and football stadiums around the nation have increasingly incorporated public art as an important part of their civic identity as community gathering places. A number of these facilities have commissioned artists of national reknown to create unique artworks.

The ballpark will have significant opportunities for incorporating art, including the surrounding streetscape, entry areas, and public concourses.

Climate Clock

One significant project the city is committed to developing is the *Climate Clock*. This artwork is intended to map and translate humans interaction with the environment over a multi-century timeline. The concept behind the project and significance of Silicone Valley as a driving force of much of the world's technology makes this location an excellent opportunity.

Depending upon the nature of the selected work, the new high-speed rail station itself might be the appropriate location for this significant artwork. The *Climate Clock* should be an iconic work for the City, while communicating the issue of climate change. It could be environmentally-based or of a more urban character. Consequently, it could become a significant work defining the new park, a sequential work along



Los Gatos Creek or a more urban work that defines the plaza in front of the high-speed rail station.

Underpasses

The Guadalupe Freeway is both a physical and psychological divider, separating two downtown hubs. Freeway underpasses are by their very nature significant thresholds of transition and connectors that should

be utilized for their intrinsic attributes and contained environments rather than ignored, resulting in a “no-man’s land” .

These interstitial areas provide the opportunity for a host of large-scale temporary and permanent projects that can both celebrate the linkages of two neighborhoods and become an “installation canvas” for the city. The ability to clad, paint, suspend and attach projects to structures allows for a wide range of opportunities. Due to their intrinsic dark nature, they also become a natural canvas for light-based and projected artwork at night. Art can therefore transform these “underbelly” areas into positive “gateways” that demarcate neighborhoods– turning a wasted space into a neighborhood asset.

Where the Guadalupe River passes under the freeway, there exists some interesting opportunities to engage the water and the hard wall surfaces with a variety of media. These areas are easily viewable from both pedestrian underpass walking areas and river front trails and would certainly go a long way toward humanizing the river experience.

New Park at the Fire Department Training Center and Los Gatos Creek

These two significant open spaces represent important opportunities for artists to function as “place shapers”, bringing their creativity to the overall design of these green spaces, and to influence the topography, program and focus of the park. Earthworks and significant mass plantings can transform an area with color, pattern and dramatic seasonal transitions.

CONCLUSION

Art in the Diridon Station Area will help forge a new dynamic neighborhood for San Jose, defining and infusing the neighborhood with vital “essence and identity” while fostering the spirit of innovation and environmental stewardship. The artwork will make this a landmark destination that reinforces San Jose’s identity as a center for innovation. Artists working as visionaries and collaborators will apply their talents helping to sculpt and define the public realm, inspiring us and helping us dream.

At the Crossroads: Diridon Station Area Art Master Plan envisions an expansive approach to art. The plan will be implemented over many years. During this time conditions on the ground will change; new opportunities will present themselves; and, new ways of working will be invented. Using the broad framework described in the Plan, artists can and will help define the Diridon Station Area as a crossroads for innovation and ideas.

APPENDICES
APPENDIX I: LAND USE PLAN DETAILS
APPENDIX II: ANOMALIES
APPENDIX III: PHOTO CREDITS

APPENDIX I

Land Use Plan Details

Overall Land Use Goals

- Establish the multimodal station and surrounding area as a local, citywide, and regional destination where residents and visitors alike can live, work, and play.
- Foster a vibrant public realm throughout the Station area that supports pedestrian activity and integrates public spaces into development with new plazas, parks, and public spaces.
- Reflect the Silicon Valley spirit of innovation and San José’s rich history of transformation and progress through iconic, world-class architecture and distinctive civic spaces.
- Use art as a defining feature to create a strong sense of place for the Diridon area, and an identifier for San José as the center of Silicon Valley.

The Land Use Plan primary project objectives:

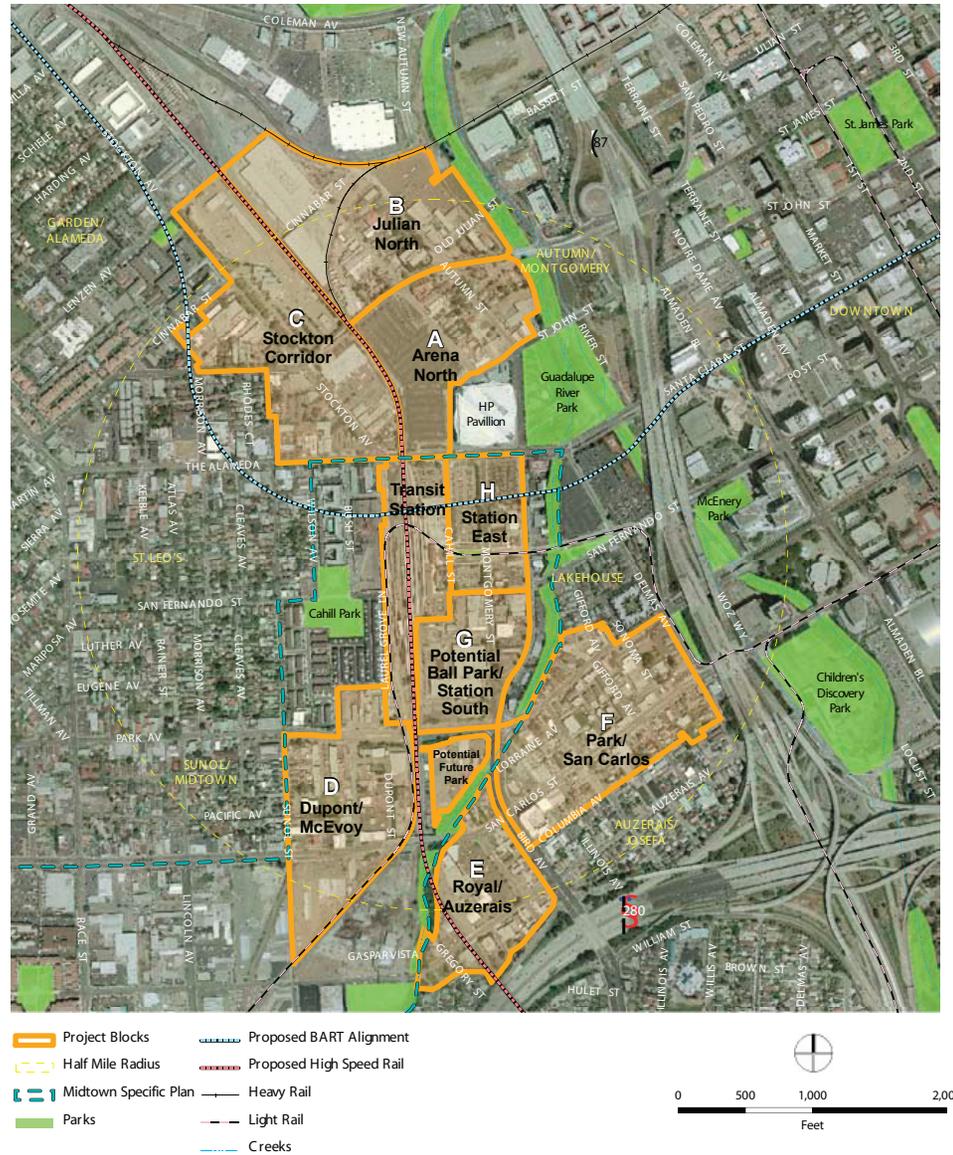
- Establish a land use plan and policy framework that will guide future development and redevelopment toward land uses that support transit ridership and economic development and create a world-class cultural destination; improving motorized, non-motorized, and transit connectivity between the station site and existing adjacent commercial and residential areas.
- Develop and implement urban design standards that promote walkable, livable, and business supportive environments within the Diridon Station area.
- Provide a variety of commercial and mixed-use development opportunities, ranging from large-scale corporate or institutional sites to incremental infill development zones.
- Create a highly active and lively pedestrian and bicycle friendly environment with excellent connectivity to downtown destinations and regional transit.
- Expand Diridon Station to create a well-integrated center of architectural and functional significance.
- Enhance the existing neighborhood and adding high-density residential-commercial mixed-use development.
- Prepare a program-level environmental clearance document which anticipates the maximum possible build out to facilitate subsequent project-level environmental reviews, possible changes to existing policy/regulatory documents, capital improvement projects, and private development proposals.
- Educate and inform the public about the area planning process and transit-oriented development (TOD) concepts.

Description of Area Uses

North of The Alameda and west of Autumn Street (excluding the HP Pavilion) is envisioned as an employment district of commercial office and potentially research and development uses with a mixed-use residential/commercial area west of Stockton Avenue. The central area including the Diridon Station and HSR Station and developable land to the east of the station is envisioned as a mixed use core with an entertainment and retail focus on the street level. With the potential addition of a Major League ballpark to the south and HP Pavilion to north of the station area, this area has the greatest opportunity to become an exciting and dynamic civic center with plazas and gathering places associated with the public facilities.

South of Park Avenue and flanking W. San Carlos Street to the Guadalupe Parkway the Land Use Plan envisions a primarily high and medium density residential focus with a mixed-use district of hotels and offices across from the proposed ballpark. These uses would complement the ballpark functions and provide retail-oriented uses serving the residential community. These medium and high density residential areas would provide a transition between the central entertainment focused area and the existing low-density residential area to the southeast. All of these areas are linked through a series of parks, “green” arterials and smaller “green” streets. This green infrastructure creates a primarily north-south linear spine of continuity.

DIRIDON STATION AREA IN CONTEXT



SELECTED ANOMALIES: DIRIDON STATION AREA

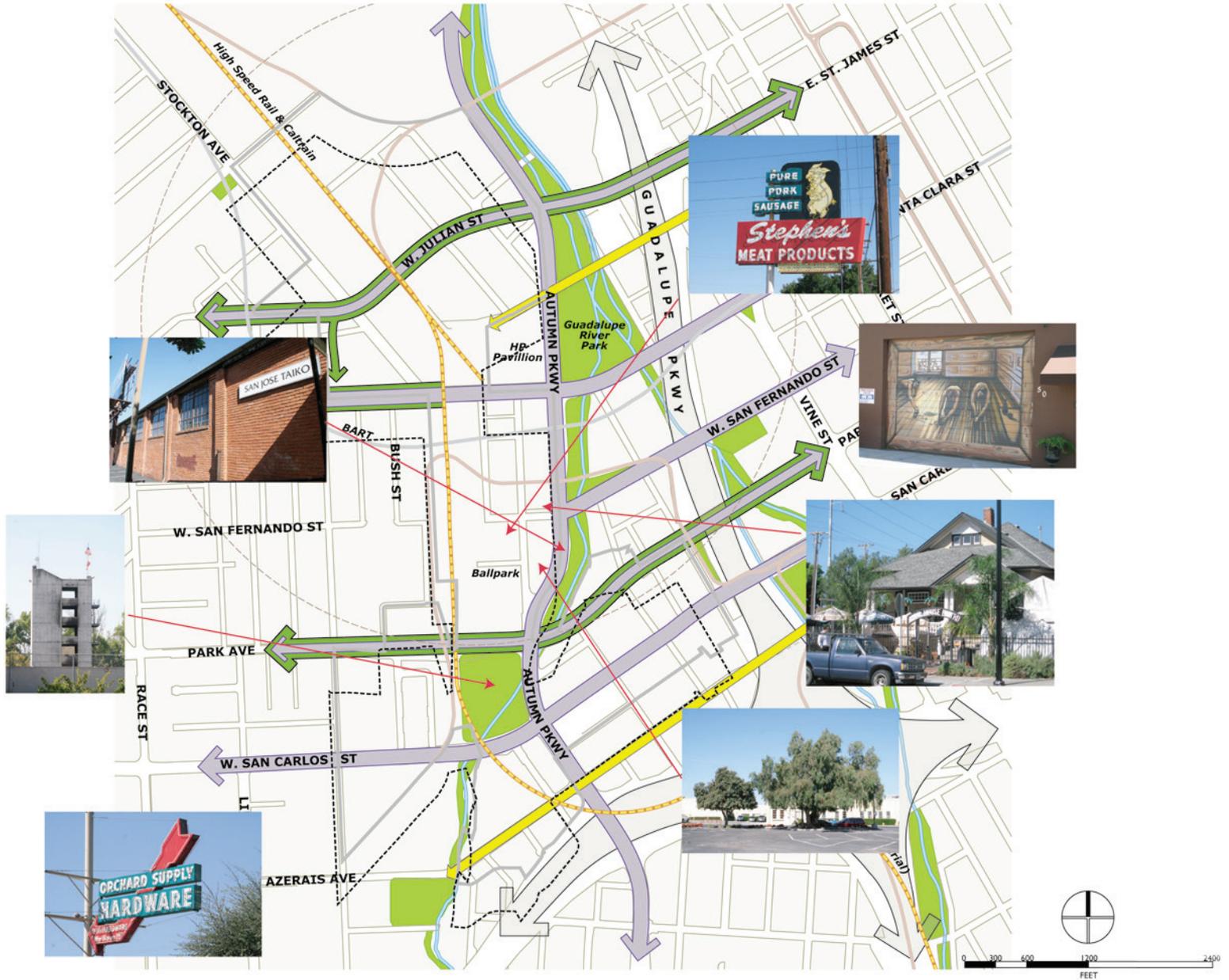


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Public workshop #3 participants

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