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Ideas + Action for a Better City

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Illuminating Downtown San Jose

Jennifer Easton, Public Art Director
City of San Jose

Downtown from the Air



How can we Create a **Dynamic and Interactive** Cityscape

NEA hypothesizes that successful creative placemaking interventions will have positive effects on one or more dimensions of community livability:

- Residents' attachment to communities
- Quality of life
- Local economic conditions
- Arts and cultural activity (specifically the infrastructure support for artists and arts organizations)

Design Charrette: February 3, 2012

- **Downtown Stakeholders**
- **Urban Designers and Architects**
- **Arts Professionals**
- **Lighting Designers**
- **LED manufacturer**
- **Solar company**

Key Principles

Focus Projects for Impact:

- ✓ San Pedro Square to HP Pavilion/Diridon Station Area
- ✓ Convention Center to SoFA

Project Types

- **Beacons - tops of buildings**
- **Gateways - entrances to Downtown**
- **Exploration/Wayfinding - enhancing the pedestrian experience – moving people throughout a place or from one place to another**
- **Opportunities for interaction**

What is the role and impact of public art?

- art as art
- art as change agent
- art as community voice (contemporary and historic)
- process as art

Early engagements: Airport Art & Technology

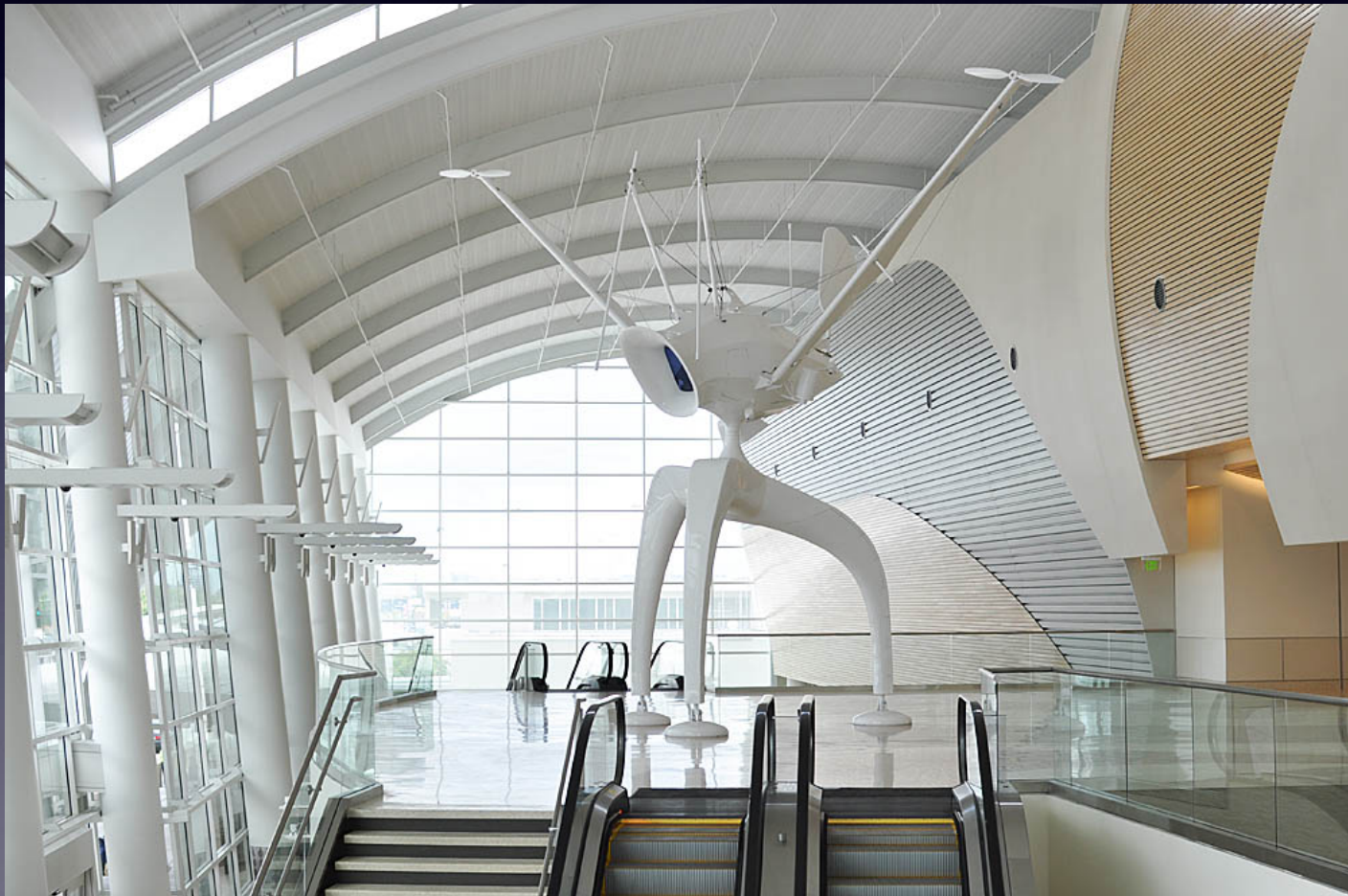


Ecloud, Ubersee



Space Observer

Bjorn Schulke



Idea Tree

Soo-in Yang



San Carlos Lantern Relay

Steve Durie & Bruce Gardner



Illuminating Downtown Interaction

Show Your Stripes, Jim Conti



408-287-0128

Enter a 3 number
combination

Press zero and hang

Illuminating Downtown Gateways

Sensing WATER, Dan Corson



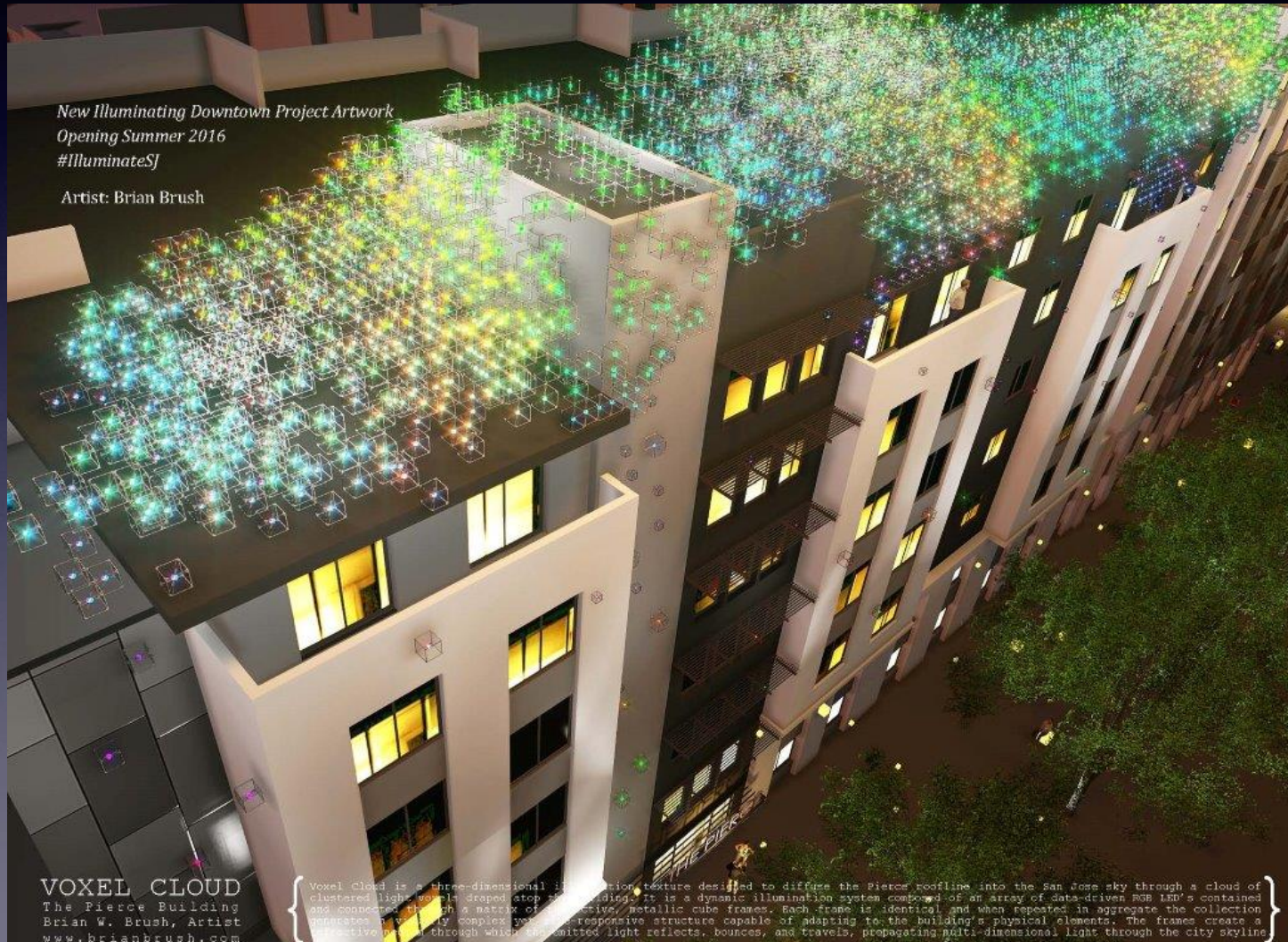
Illuminating Downtown Gateways

Sensing YOU, Dan Corson



Illuminating Downtown Beacon

Voxel Cloud, Brian Brush



Halo Effect

- 1 Market
- Sobrato Towers
- Ice Rink
- Underpasses
- Axis

Auzerais Gateway Project/ Underpass Beautification



Autumn Young, Children's Discovery Museum
Phil Hood, Delmas Park Neighborhood Association

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delmaspark.com, contact philhood@gmail.com

Starting Point: Auzerais Gateway Project

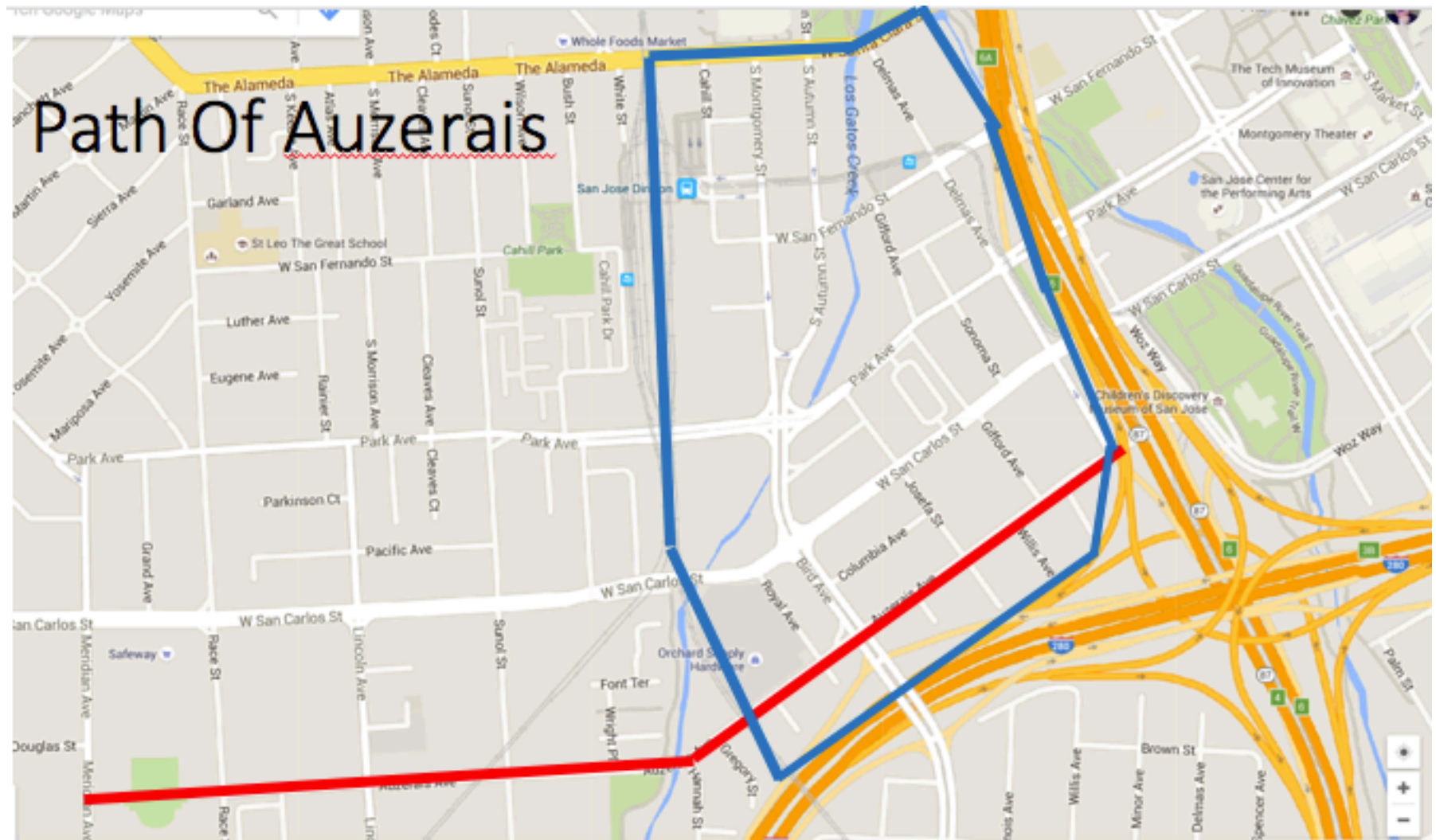
- **Delmas Park formed a neighborhood art committee—2014**
- **Two projects:**
 - Historic District, Auzerais Gateway
 - Purpose of the Project or Activity
 - The Auzerais Gateway is important
 - The Auzerais Project will provide visual interest to the 87/Auzerais underpass area through engaging art and visually interesting design that enhances this important gateway to downtown by:
 - Providing wayfinding information for drivers, commuters, cyclists, light rail passengers, and visitors to the museum, SAP Center and other attractions.
 - Providing visually exciting and informative art to what is now a forbidding streetscape.
 - Improving the overall (child) safety and utility of all the streets, paths, sidewalks, parking lots and train crossings within the area of the project.



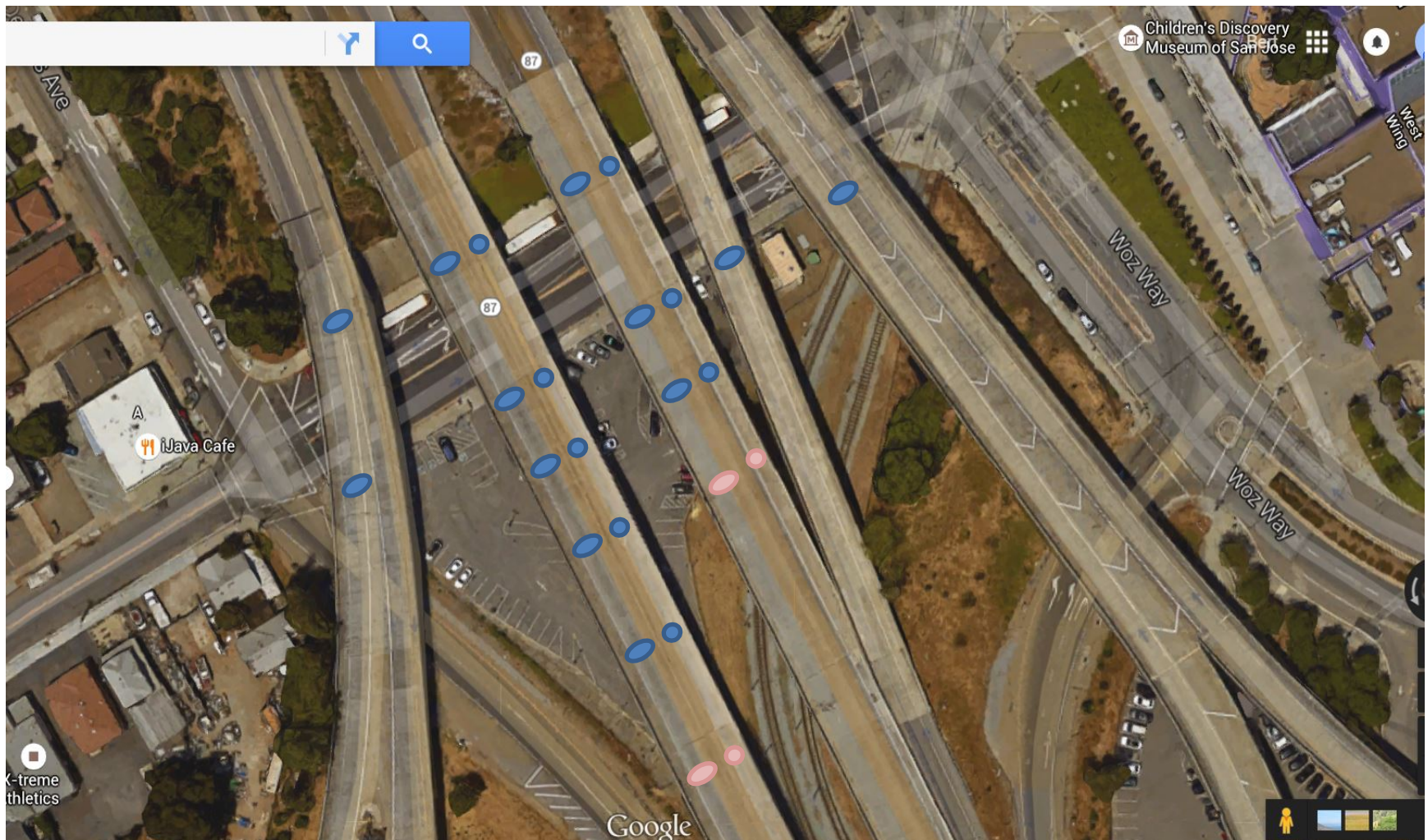
Parallel Paths: Children's Discovery Museum & The Neighborhood



Expand Your Horizons



Approximate Locations of Highway Supports



Blue - supports within project area. Pink - supports outside project area.

Current State Of The Auzerais Underpass Area

- The area is comprised of a wide street, a parking lot, cyclone fences, light rail tracks, several pedestrian crossings, a median and four large overhead freeway routes.
- It is bordered by the Children's Discovery Museum, Delmas Avenue, the north side of Auzerais Avenue, and the 87/Auzerais parking lot and light rail right-of-way. (200,000 square feet approximately)



Before And After Initial Concepts



Dec-2014

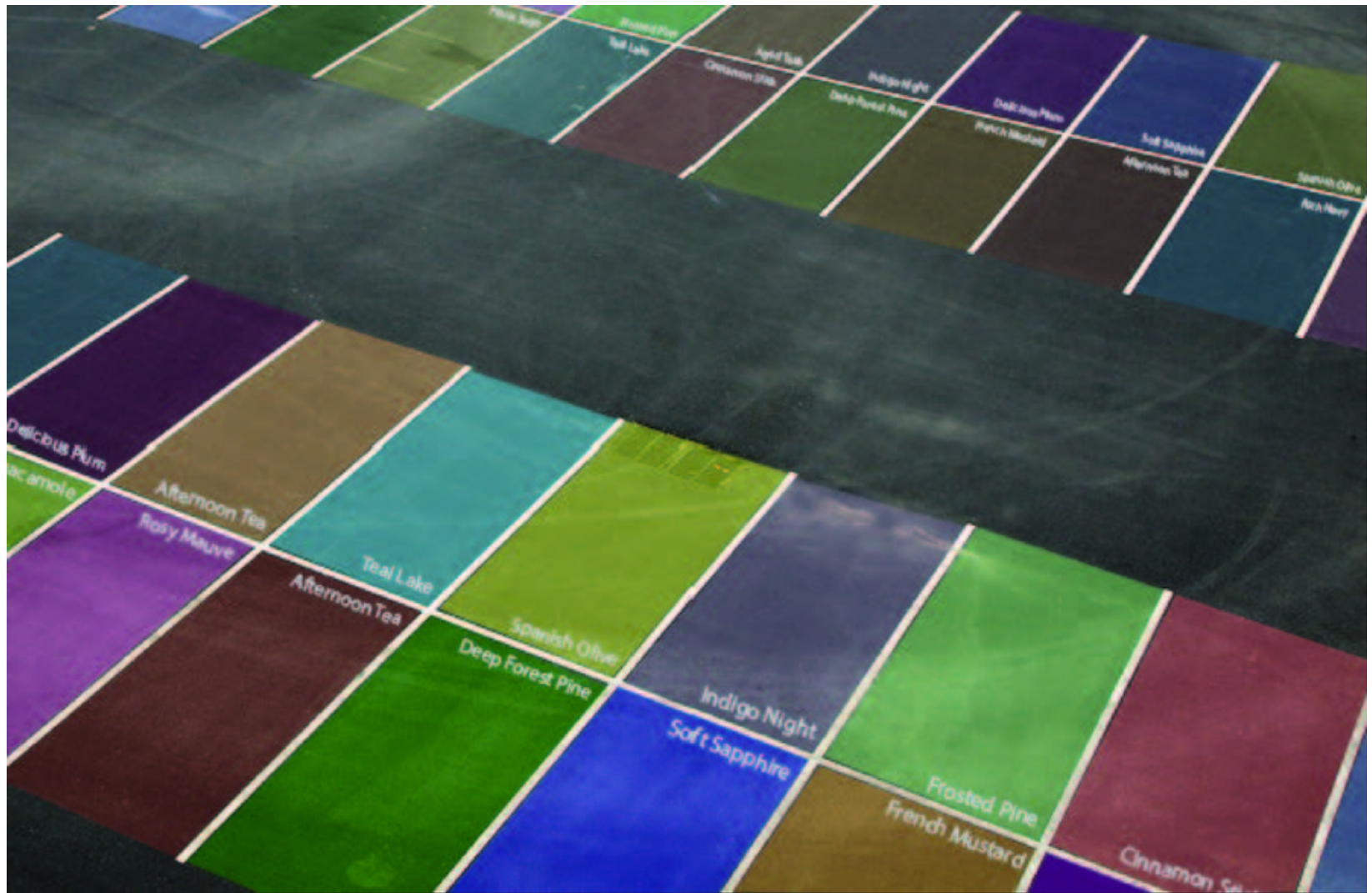
Delmas Park Neighborhood Association

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Underpass with Lights and Texture



Painted Parking Lot



“sensing YOU” by Dan Corson, San Jose



Underpass Program, Rockwall



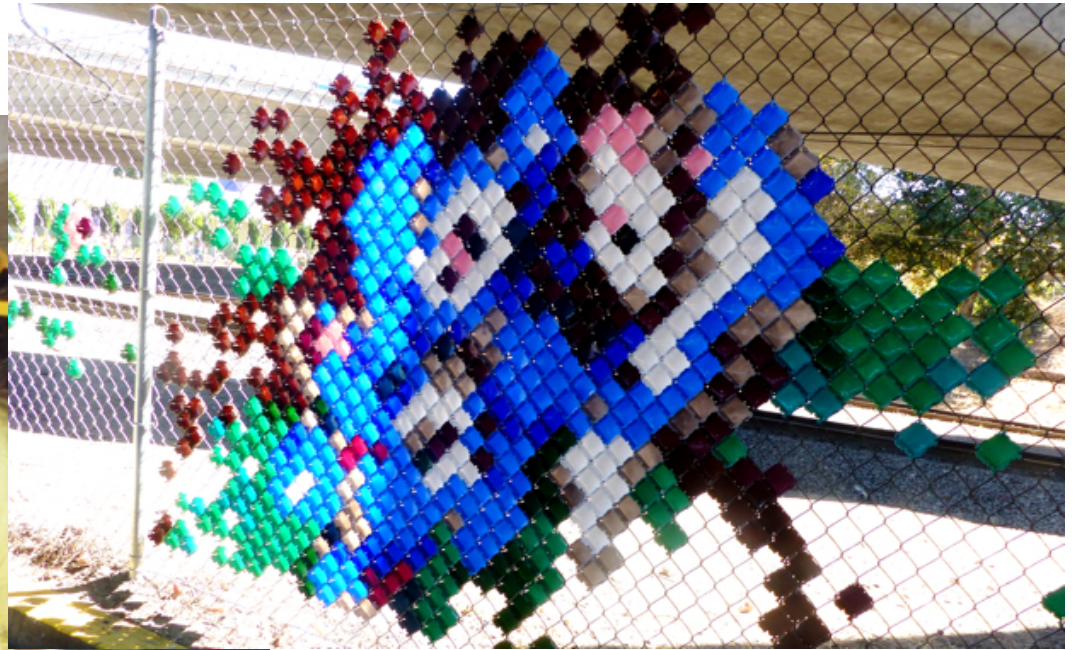
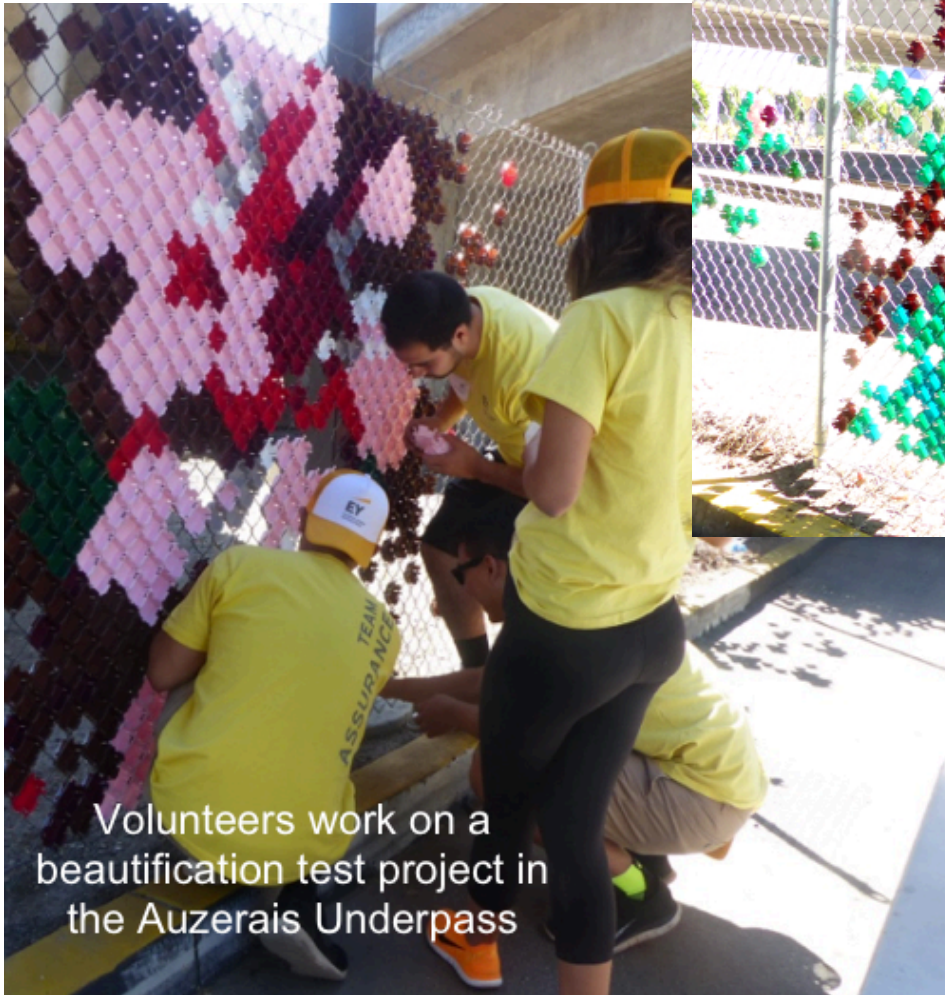
Programmed Underpass Activities, Hopscotch



Underpass Program, Farmers' Market



Volunteers Cleanup And Flowers On Fences Installation



Volunteers Cleanup And Flowers On Fences Installation





UP-LIGHTING Pedestrian Lights

- lights from ped lights or parking booth shine onto freeway
- may by-pass need to get Caltrans approval if light is not mounted on freeway?



THEMES

Projects

PLANS

Resources

Key Things We've Learned

- **Use Good Planning Practices**
 - Focus Area
 - Envisioning
 - Solutions Design
 - Identify Resources
 - Community Input
 - Final Plans and Implementation
- **Big is Beautiful, Small Is Beautiful**
 - A large gateway area like this may be made up of many small projects
 - Especially given city constraints the past few years neighborhoods may be thinking too small in their transformation projects
- **Partners are crucial**
 - Children's Discovery Museum is the key project partner and co-leader. They have a big stake in the success of two gateways to downtown—San Carlos and Auzerais. And, they have great ideas and skills.
 - Many people want to support these kinds of projects in many different ways. Jennifer Easton of City of San Jose Public Works is an invaluable ally.
 - Many private and public resources want neighborhoods to succeed.
 - If you don't ask, you don't get.

Appendix: Timeline

- **Timeline**
 - 2014-Developed neighborhood art committee
 - Developed neighborhood plan for multiple art projects
 - Spring 2015
 - Developed a high-level vision for a neighborhood cleanup and paint project
 - Determined what kind of support/sponsors and other resources would be needed
 - Summer 2015
 - Partnered with Children's Discovery Museum as a key project participant and supporter
 - Fall 2015
 - Created first demonstration project—Flowers on fences
 - Winter 2016
 - Held Design Gathering of neighbors, government, and supporters to examine current plans and brainstorm
 - Late Spring 2016
 - Final gateway plan complete
 - Summer Fall 2016
 - Phase I projects which can be started and completed in 2016
 - 2017
 - Phase 2 Projects which require longer permission or funding cycles

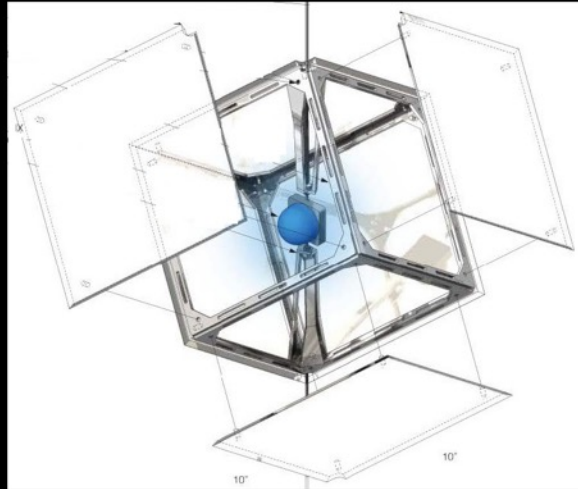
Appendix: People Make The Project Happen

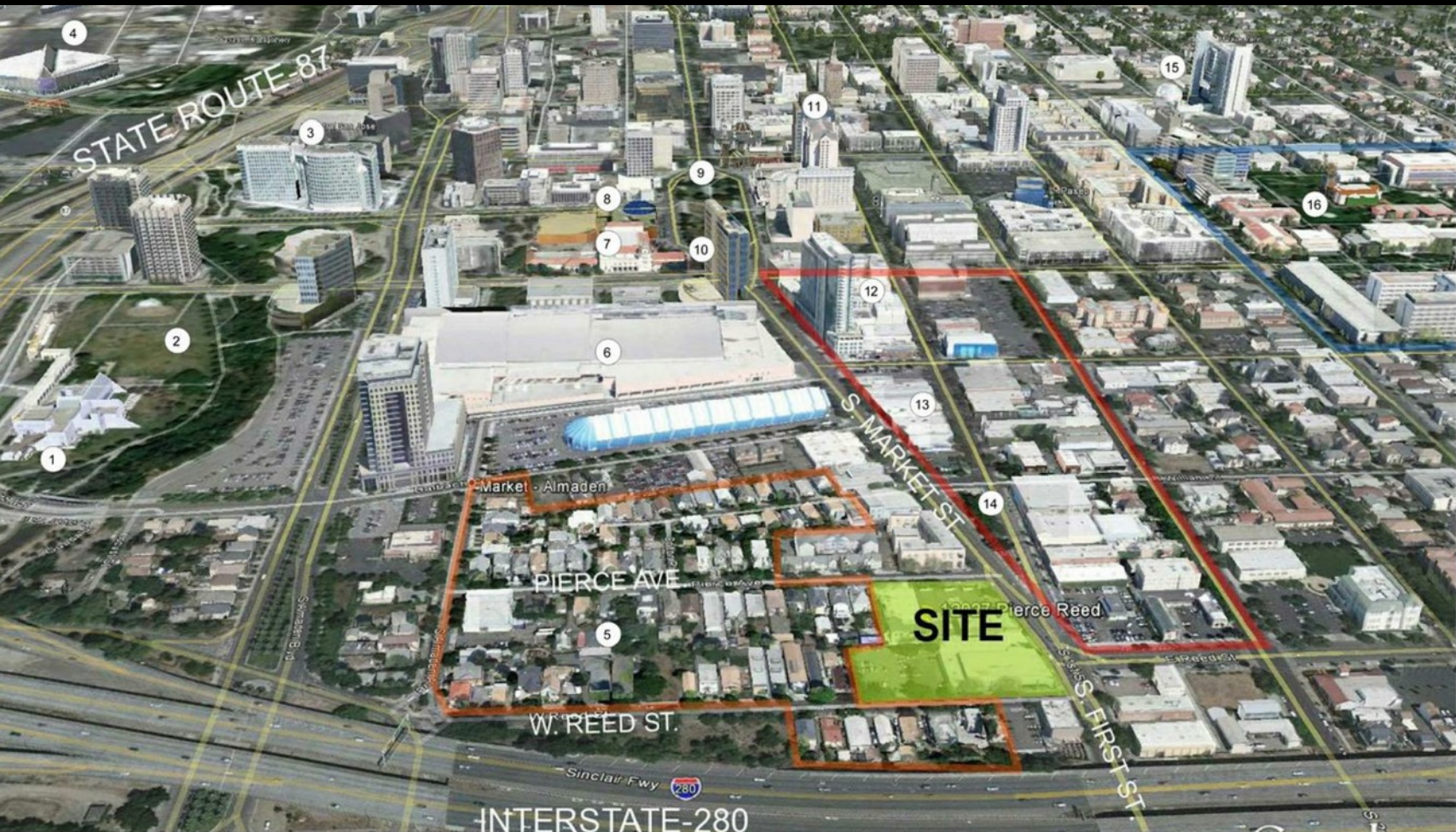
- **Art Committee of Delmas Park Neighborhood Association**
 - Marie Blanc (graphic designer)
 - Frank Bosche (board member)
 - Phil Hood (neighborhood communications director)
 - Dana Seeger (design director)
 - Sara Springer
 - Andrew Tubbs
 - Bert Weaver (neighborhood association president)
- **Children's Discovery Museum**
 - Autumn Young, Marketing
 - Marilee Jennings, Executive Director
- **Supporters and Partners**
 - City of San Jose D3 Office, Jennifer Easton (Public Art), Mayoral Gateway Program
 - VTA
 - D3 Council Office, Assembly Office, Mayor's Office
 - Adobe, Robson Homes, iJava, Orchard, Other Local Businesses
 - Artists

- **Phil Hood**
 - Delmas Park NA Board Member
 - philhood@gmail.com
- **Autumn Young**
 - Marketing Manager, Children's Discovery Museum
 - ayoung@cdm.org
- **More Documentation available at:**
 - <http://delmasparknac.yolasite.com/public-art.php>

The Voxel Cloud at the Pierce | Illumination Project

Brian Brush | City of San Jose | Steinberg





- 1. CHILDREN'S DISCOVERY MUSEUM
- 2. GUADALUPE RIVER PARK
- 3. ADOBE HQ
- 4. HP PAVILLION

- 5. MARKET-ALMADEN CONSERVATION AREA
- 6. CONVENTION CENTER
- 7. CIVIC AUDITORIUM
- 8. TECH MUSEUM

- 9. CHAVEZ PARK
- 10. MARRIOTT
- 11. FAIRMONT HOTEL
- 12. CALIFORNIA THEATRE

- 13. SOFA ARTS DISTRICT
- 14. GORE PARK
- 15. CITY HALL
- 16. SAN JOSE STATE UNIVERSITY



PIERCE AVENUE

S. MARKET STREET

S. 1ST STREET

W. REED STREET

View from Market & Pierce

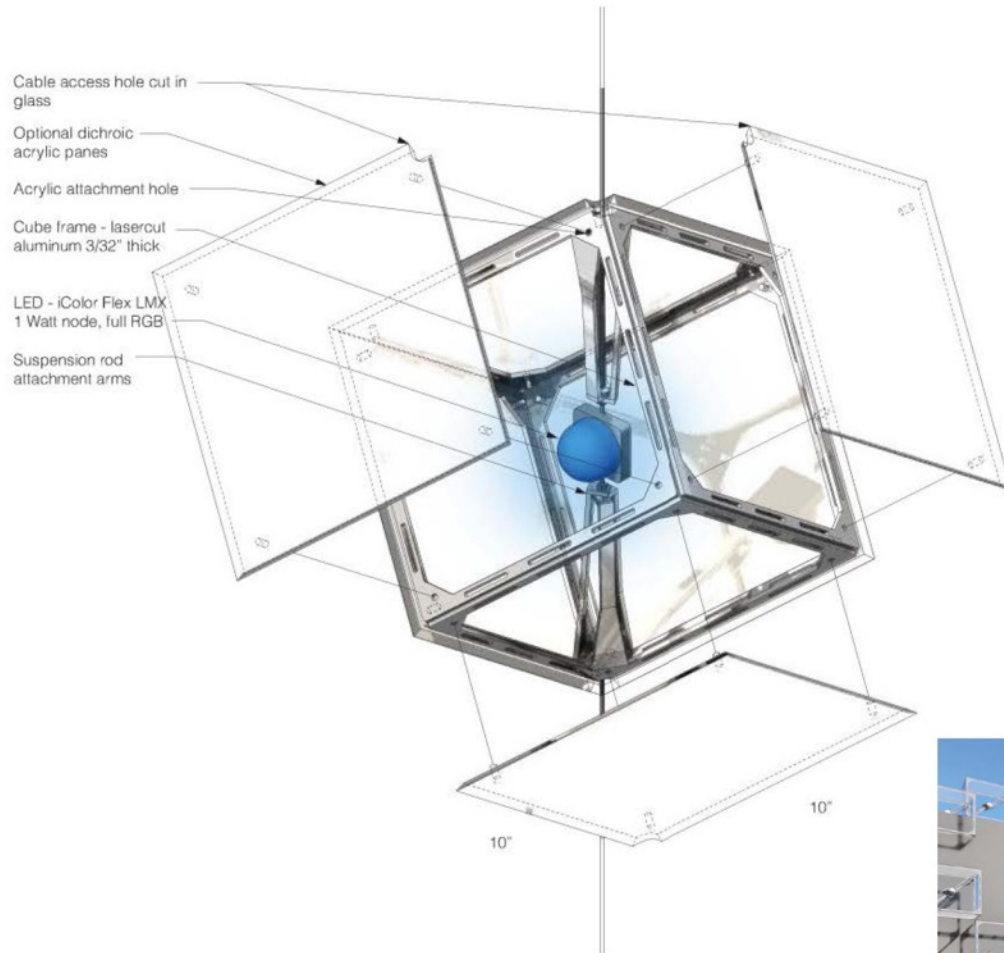


View from Market & Reed

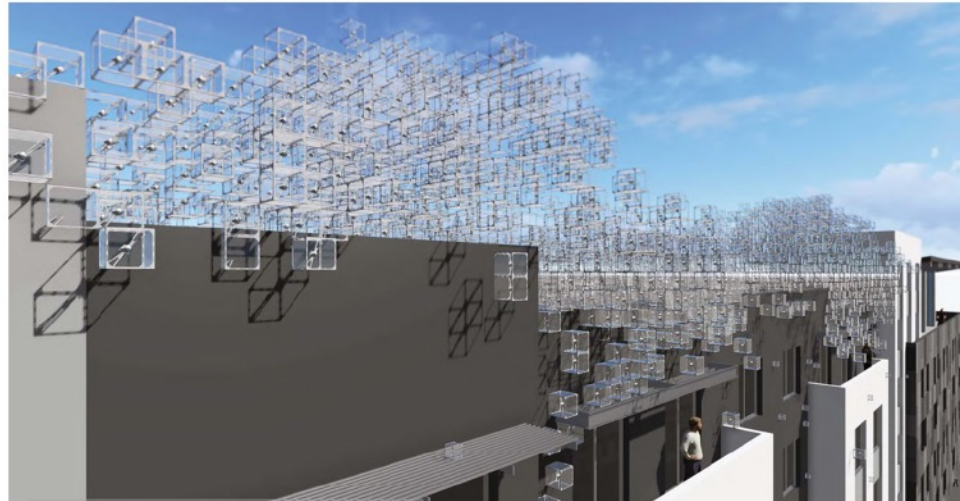


View from Reed Street





Voxel Cloud is a three-dimensional illumination texture designed to diffuse the Pierce roofline into the San Jose sky.



Day View



San Jose is the technology capital of the world and should be represented by works of art that identify it as such.



Night View

If there's one over-arching aesthetic goal of this project it would be to reveal the super-highway of light and information flowing under and through San Jose, emerging from the Pierce.

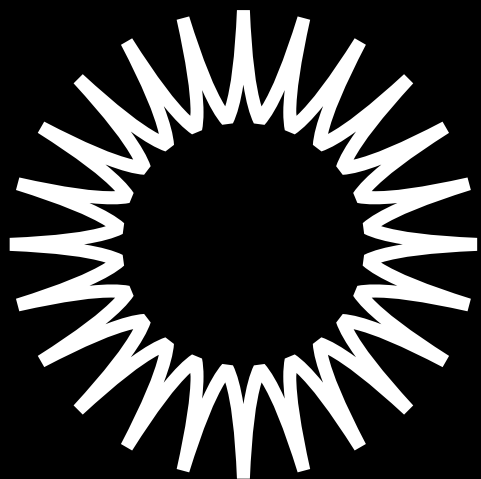


The form and structure of the Voxel Cloud manifests from a variety of natural and artificial systems.



The “cloud-watching” effect – where everyone sees something different in the shapes of clouds.

STEINBERG



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