

# PUBLIC ART OPPORTUNITY- ARTISTIC STRATEGIES



**Mark Reigelman**

REIGELMAN, MARK. "PUBLIC ART OPPORTUNITY- ARTISTIC STRATEGIES." 2014. PPT. 10 SLIDES.





1955 - In St. James Park, San Jose, California



Water Scene, St. James Park, San Jose, Cal



1955 - San Jose, Cal  
At Kings Station

1955 - San Jose, Cal  
Kings Station



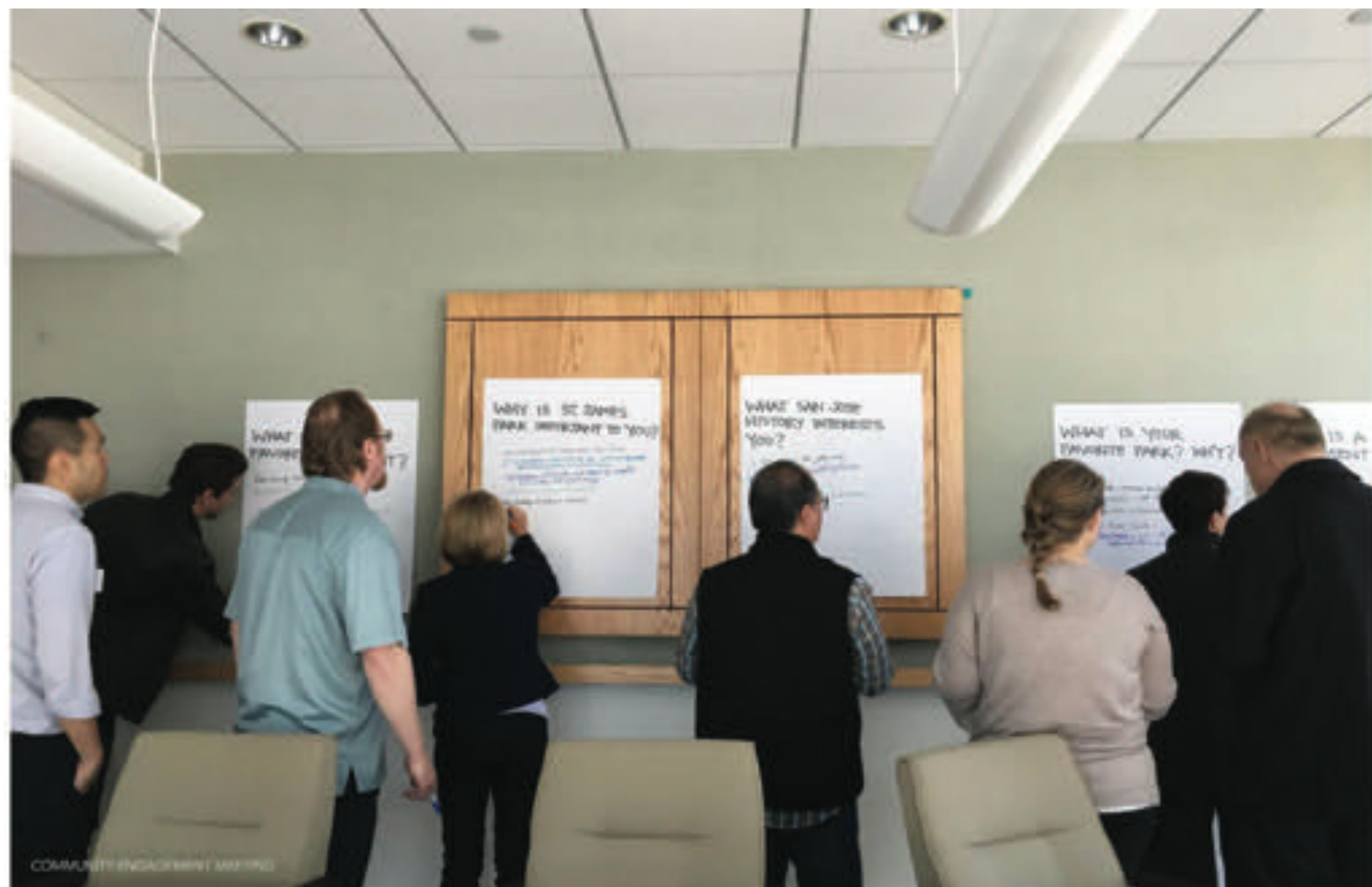
1955 - The Fountain, St. James Park, San Jose, California





**WHY IS ST. JAMES  
PARK IMPORTANT  
TO YOU ?**







WHAT SAN JOSE HISTORY INTERESTS YOU?	WHY IS ST. JAMES PARK IMPORTANT TO YOU?	WHAT IS YOUR FAVORITE PARK?	WHAT IS A MONUMENT?	WHAT IS YOUR FAVORITE MONUMENT?
<p>DIVERSITY, CULTURE, INNOVATION AND PEOPLE</p> <p>AGRICULTURE ROOTS TO TECHNOLOGY ROOTS</p> <p>MOOCENTURY (RA)</p> <p>THE SQUARE MOB LYNCHING IN S.J.P</p> <p>VENDSOME HOTEL</p> <p>IT IS IN THE PROCESS OF REFLECTING NEW COMMUNITIES - CHANGE, EMERGING FROM AN IDENTITY CRISIS</p> <p>IN S.J.P - LYNCHING IS OTHER GATHERING EVENTS</p> <p>S.J.P - LYNCHING AND AGRICULTURE OF THE AREA</p> <p>JAPANTOWN/HEILENVILLE (CHINATOWN)</p> <p>AGRICULTURE / TECH</p> <p>THE ABUNDANCE OF INNOVATION</p> <p>THE TRANSITION OF AN AGRICULTURAL DISTRICT TO THE HIGHTECH CAPITAL OF THE WORLD</p> <p>QUIRKY &amp; NERDY</p> <ul style="list-style-type: none"> <li>- PET ROCK</li> <li>- LEE'S SANDWICHES</li> <li>- EGGS</li> <li>- 1060S</li> </ul> <p>SOCIAL &amp; POLITICAL</p> <ul style="list-style-type: none"> <li>- FARM AND LABOR</li> <li>- LOW-RISE COMMUNITY / CULTURE</li> <li>- JAPANTOWN / CHINATOWN</li> </ul> <p>CONSTANT CHANGE, GOOD + BAD</p> <p>EXPANSION OF CITY</p>	<p>HEART OF DOWNTOWN SAN JOSE</p> <p>MOST HISTORIC</p> <p>THE URBAN FOREST THAT IT WAS</p> <p>MAJOR OPEN SPACE</p> <p>LIVE DOWNTOWN SJP AT CENTER AND SHOULD NOT BE WASTED AS IT IS TODAY - BUT ENJOYED BY ALL</p> <p>CENTER OF DTSJ AND ONLY PLAYGROUND IN DOWNTOWN CORE</p> <p>WOULD LIKE TO SEE MORE USE AND ATTENDANCE FROM PUBLIC DOWNTOWN'S MAJOR OPEN SPACE</p> <p>LIMITED PLACES FOR NEIGHBORHOOD KIDS TO PLAY. NEEDS TO BE SAFE</p> <p>BEST VTA STOP</p> <p>THE CHALLENGE OF MAKING IT INCLUSIVE</p> <p>ALL OF DTSJ IS TRANSITIONING RIGHT NOW - I WANT THE PARK TO TRANSITION ALONG WITH EVERYTHING AROUND - SO THAT IT BECOMES A RELEVANT PART OF THE DTSJ LANDSCAPE</p> <p>IT'S NOT, BUT IT SHOULD BE</p> <p>THE CENTER OF THE CITY - MOST HISTORIC CONTEXT/HISTORY OF ANY PARK IN S.J. ITS A GATEWAY TO MY NEIGHBORHOOD. AND A SOCIAL BAROMETER FOR DOWNTOWN'S HEALTH + VIBRANCY</p> <p>IT DEEPLY NEEDS TO DEMONSTRATE THE AGE IN WHICH WE LIVE - EMBRACE THE FUTURE</p> <p>THE LITTLE BIT OF GREEN SURROUNDED BY THE HARD/HISTORIC EDGES</p>	<p>THE HIGHLINE (CHELSEA, NY)</p> <p>UPDATES EXISTING ARCHITECTURE/SPACE</p> <p>PLACE DES VOGUES (PARIS)</p> <p>BITTENHOUSE SQUARE (PHILLY)</p> <p>ALL THE BEER GARDENS</p> <p>CENTRAL PARK (NYC)</p> <p>ALUM ROCK PARK (SAN JOSE)</p> <p>CLYDE WARREN PARK (DALLAS)</p> <p>GOVERNOR'S ISLAND (NYC)</p> <p>ART + ISLAND + FERRY + FUN</p> <p>SCULPTURE PARK (SEATTLE)</p> <p>PORTLAND ROSE GARDEN</p> <p>GOLDEN GATE PARK (SAN FRANCISCO)</p> <p>MEADOWS AND CULTURAL SPACES. ITS WHERE I SPENT MOST OF MY CHILDHOOD</p> <p>ROTARY PLAY GARDEN (SAN JOSE)</p> <p>PUBLIC ART THEME &amp; ACCESSIBLE TO ALL</p> <p>CHAMPS ELYSEES (PARIS)</p> <p>INTEGRATION OF AVENUE, PARKS, SHOPS AND MUSEUMS</p> <p>DETROIT RIVERFRONT</p> <p>MILLENNIUM PARK (CHICAGO)</p>	<p>A PLACE TO REFLECT, CONNECT, DEBATE AND TO FEEL PROUD/ANGRY (EMOTION)</p> <p>A PLACE TO INSPIRE FUTURE GENERATIONS FOR YEARS TO COME</p> <p>A SPECIAL PLACE, OBJECT OR EXPRESSION IN THE LANDSCAPE / SITE</p> <p>A PLACE OF REFLECTION, EDUCATION, KNOWLEDGE, SENSE OF PLACE AND HISTORY</p> <p>MEMORABLE PLACE</p> <p>REMINDER OF A PERSON OF SIGNIFICANCE OR HISTORICAL MARKER</p> <p>REMINDER OF HISTORICAL EVENT</p> <p>PHYSICAL REPRESENTATION OF SOMETHING / SOMEONE</p> <p>A TRIBUTE TO A PERSON OR EVENT THAT INSPIRES REFLECTION</p> <p>A MOMENT OF TIME CAPTURED</p> <p>AN INTERPRETATION OF HISTORY</p> <p>A REPRESENTATION OF AN IMPORTANT PERSON, PLACE OR IDEA</p> <p>AN IDEAL/PRINCIPLE UNIVERSAL TO ALL</p>	<p>ROBERT KENNEDY MONUMENT IN S.J.P</p> <p>THEODORE ROOSEVELT ISLAND - MONUMENT AND PARK</p> <p>EMPEL TOWER</p> <p>JAPANESE INTERNMENT MEMORIAL (DOWNTOWN S.J.)</p> <p>MAN OF FIRE (SAN ANTONIO)</p> <p>MCKINLEY STATUE IN S.J.P</p> <p>THE FOUNTAIN IN ITS NEXT BIRTH</p> <p>SAN FRANCISCO'S JAPANTOWN PEACE PLAZA</p> <p>VIETNAM MEMORIAL WALL</p> <p>WASHINGTON D.C LINCOLN JEFFERSON MEMORIAL (BEAUTIFUL AT NIGHT)</p> <p>BLACK STAR SALUTE AT S.J/SU</p> <p>MAPLE WASHINGTON</p> <p>KOREAN WAR (NEW YORK)</p> <p>LINCOLN MEMORIAL (DC)</p> <p>MLA MEMORIAL (DC)</p> <p>GUETZACATEL IN SAN JOSE</p> <p>SABE THE MUFFLER MAN IN SAN JOSE</p>



**AREAS OF INTEREST AND IMPORTANCE**

1. MONUMENT WALK, GROUND PLANE, SEATING, MONUMENT INVESTIGATION

2. SECONDARY PATHWAYS, GROUND PLANE, SEATING, LIGHTING, FENCING

3. PICNIC, GROUP SEATING

4. FOUNTAIN SHAPE AND EXPERIENCE

5. ENTRY, DESIGN WAYFINDING, SIGNAGE

1ST STREET

MCKINLEY MEADOW

PLAZA

FOUNTAIN

PLAYGROUND

CAFE

GREEN ROOM

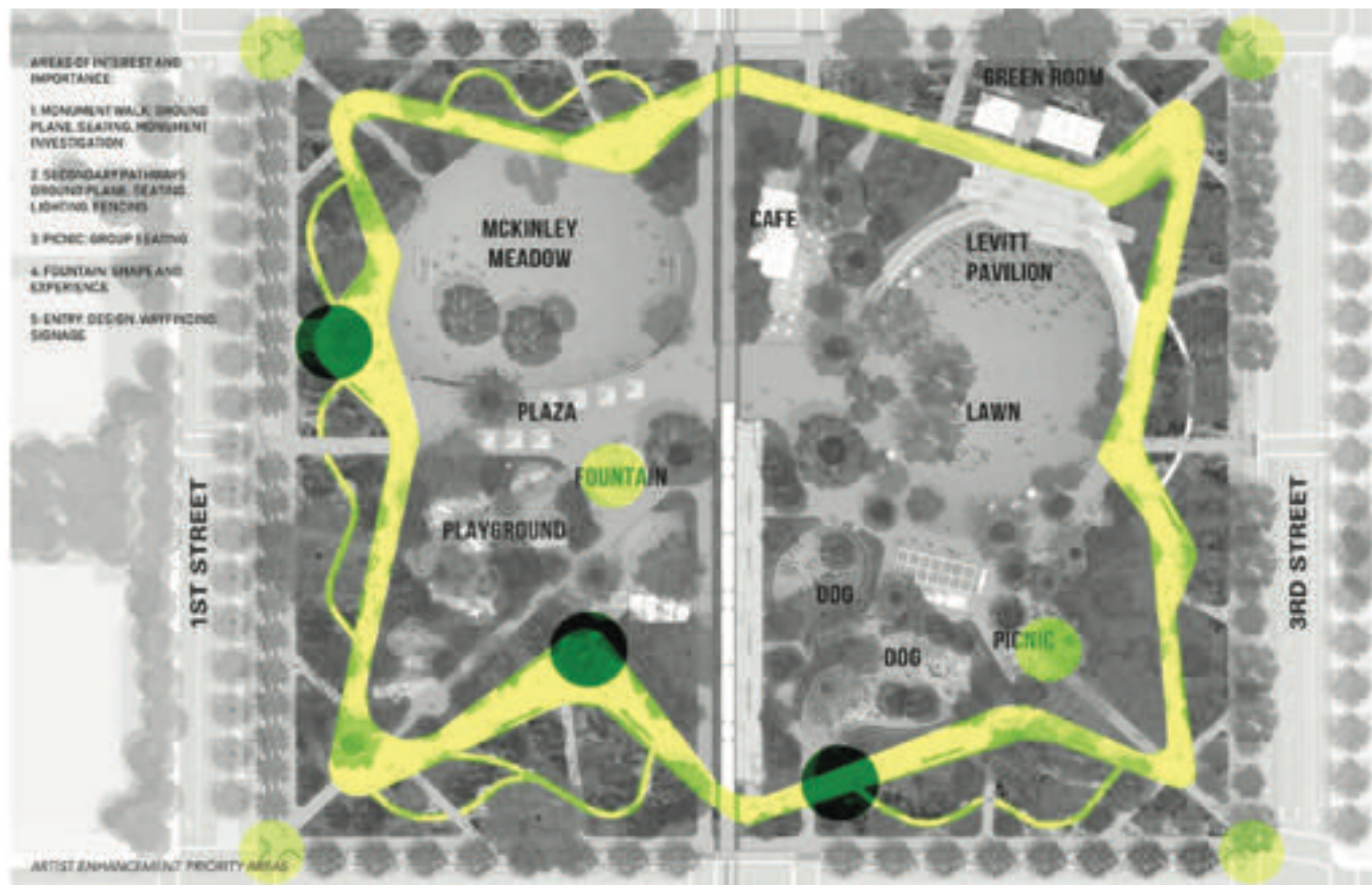
LEVITT PAVILION

LAWN

3RD STREET

PICNIC

ARTIST ENHANCEMENT PRIORITY AREAS





**1. BRING ST. JAMES TO THE PEOPLE:**  
OUTREACH & BRANDING

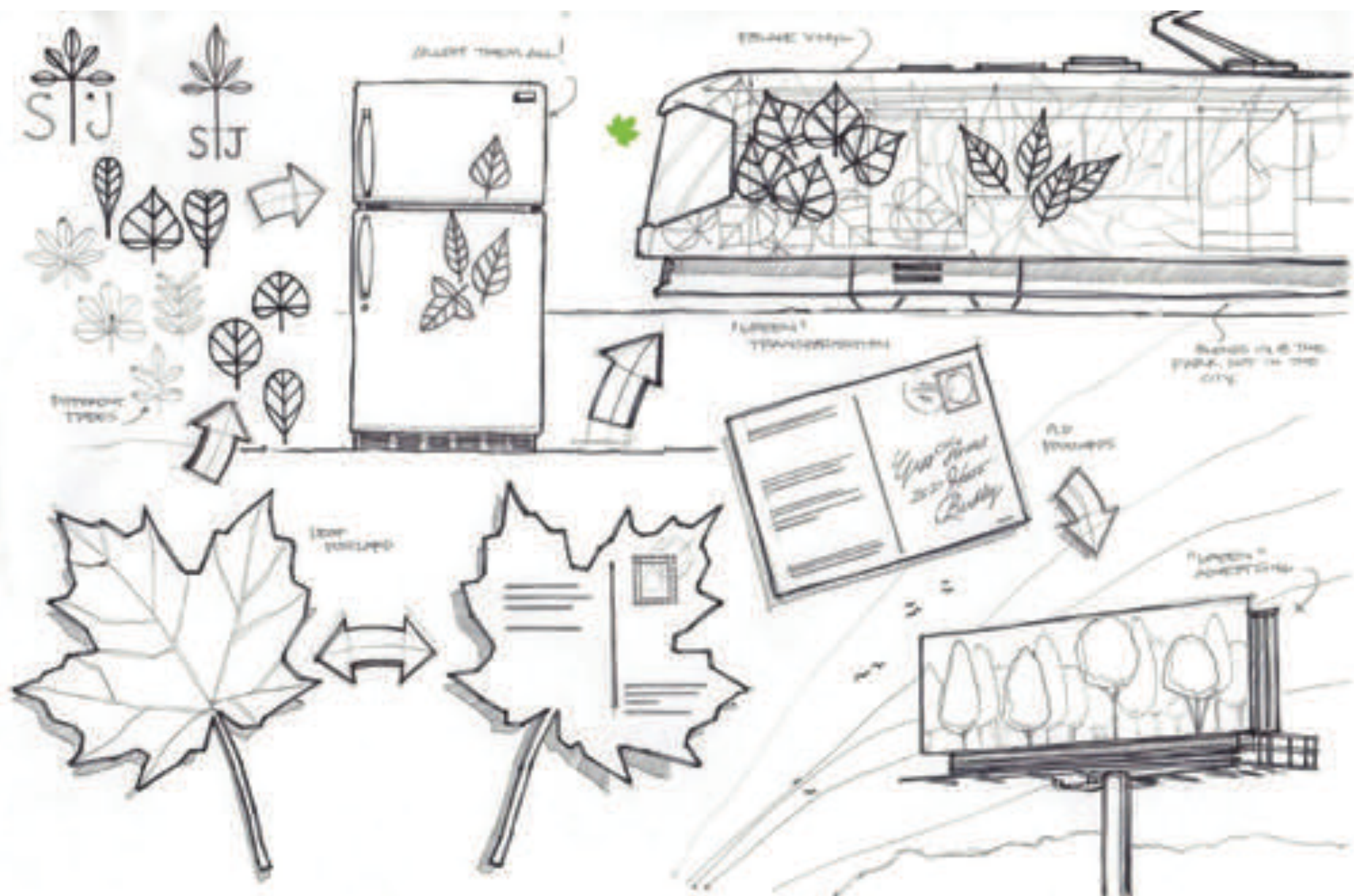
**2. BRING PEOPLE TO ST. JAMES:**  
LARGE & DYNAMIC EXPERIENCES

**3. KEEP PEOPLE INTERESTED IN ST. JAMES:**  
INTIMATE & INTEGRATED EXPERIENCES

**4. ST. JAMES CONNECTS:**  
WAYFINDING & SIGNAGE



# **1. BRING ST. JAMES TO THE PEOPLE:** OUTREACH & BRANDING



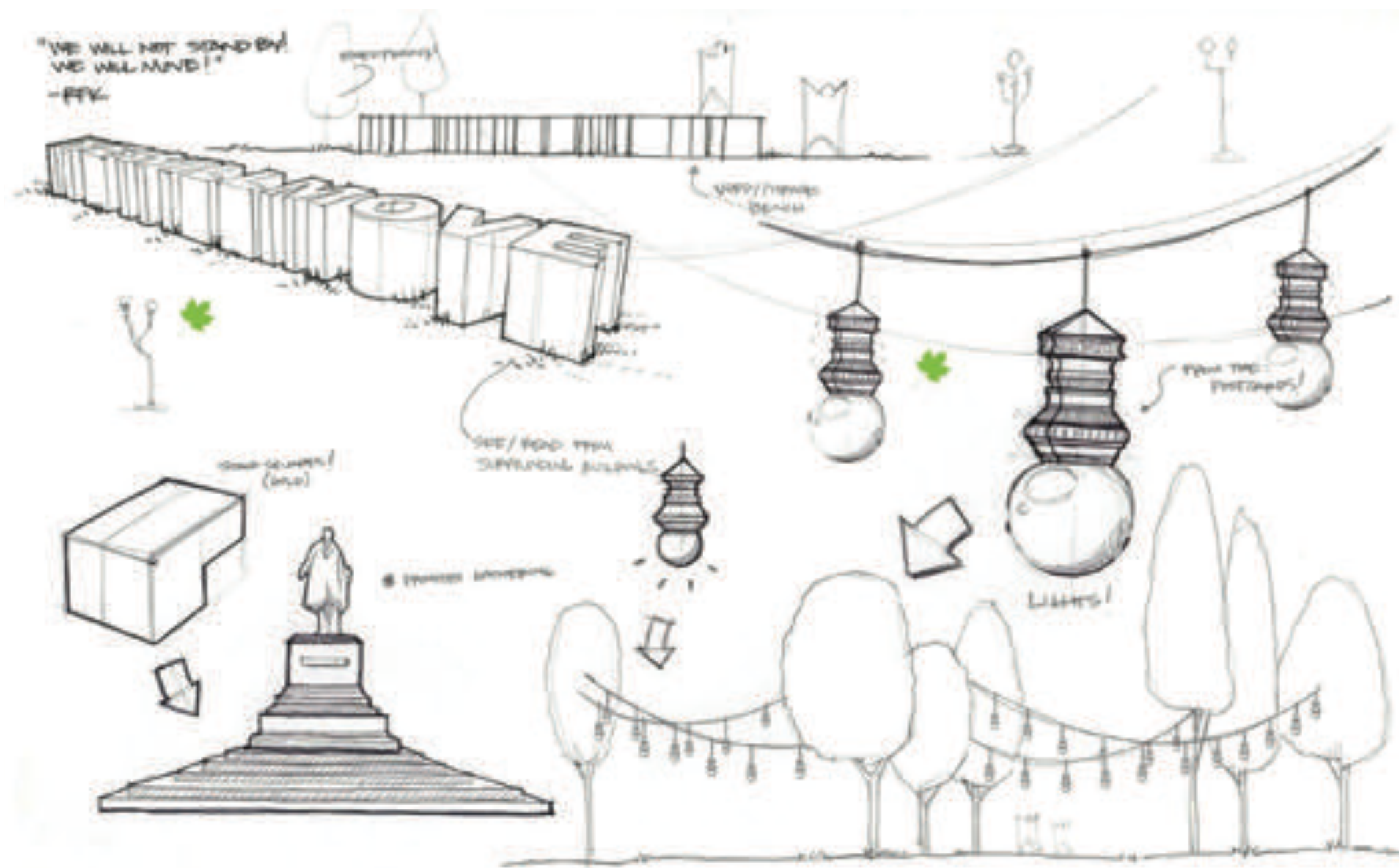


## **2. BRING PEOPLE TO ST. JAMES:** LARGE & DYNAMIC EXPERIENCES





-PTV-

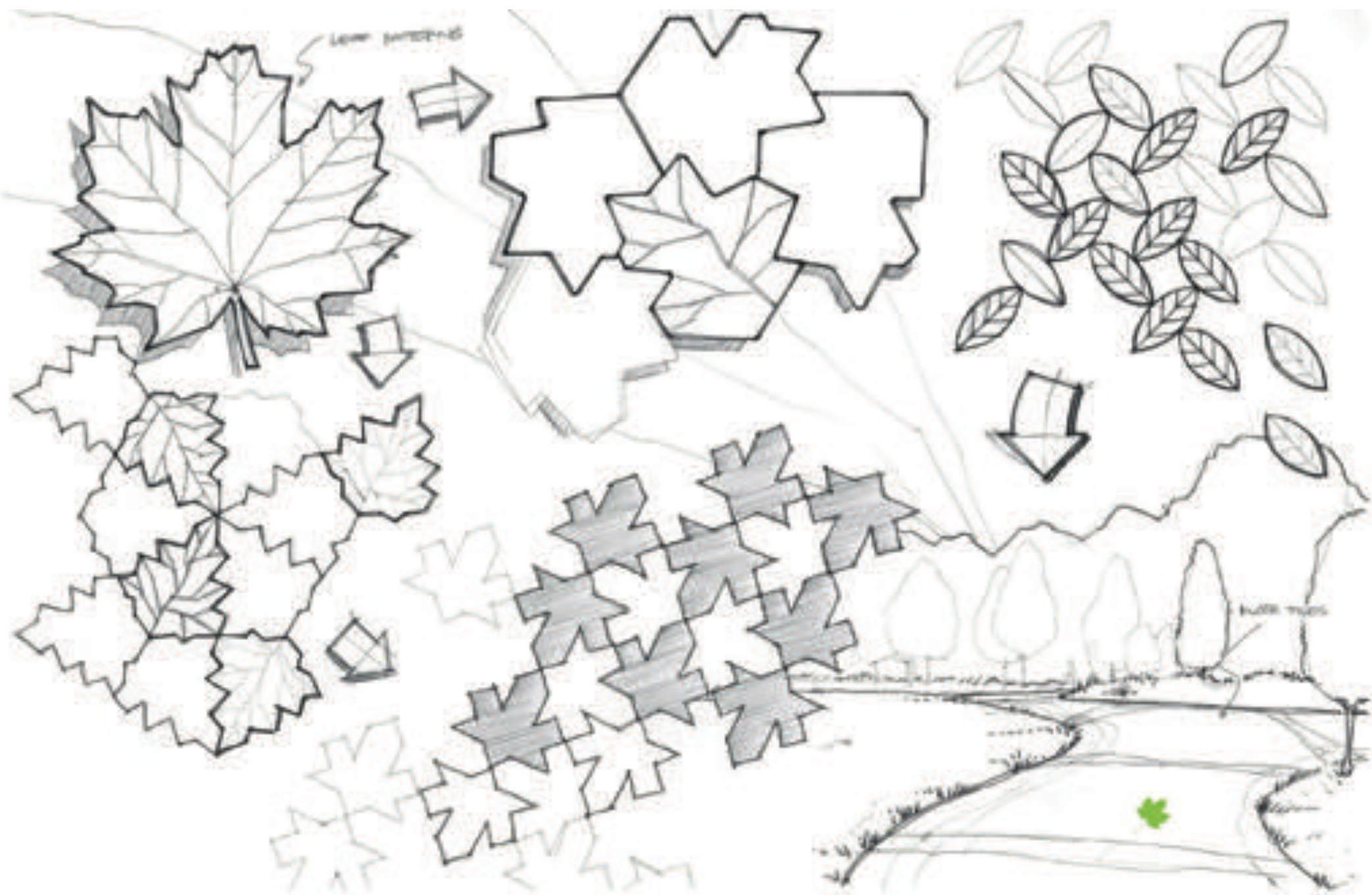


### **3. KEEP PEOPLE INTERESTED IN ST. JAMES:** INTIMATE & INTEGRATED EXPERIENCES



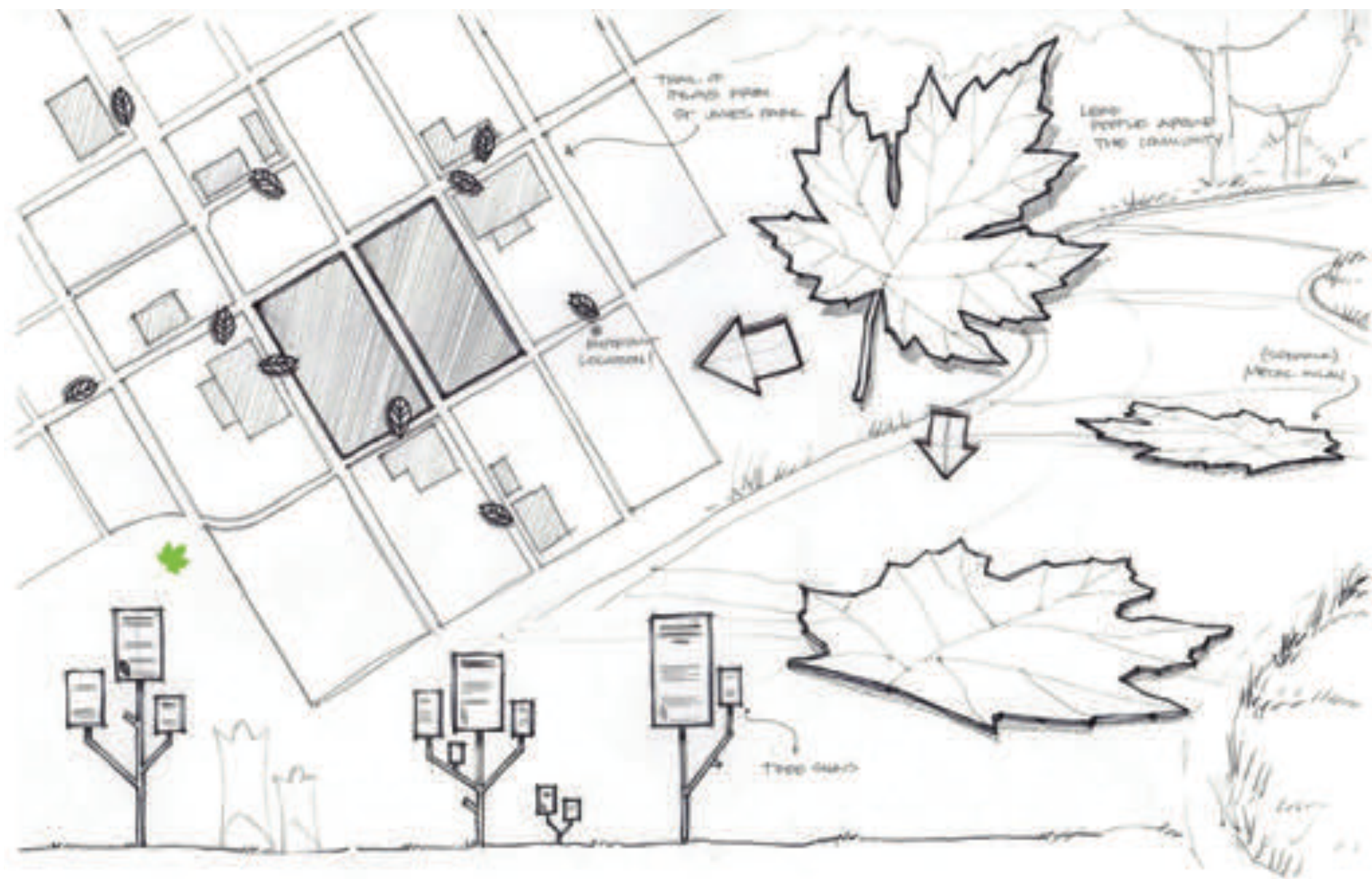








## **4. ST. JAMES MAKES INTRODUCTIONS:** WAYFINDING & SIGNAGE











**1. HISTORIC EDGE:** GARDEN FENCES

**3. MONUMENT WALK:** FLOOR PATTERN

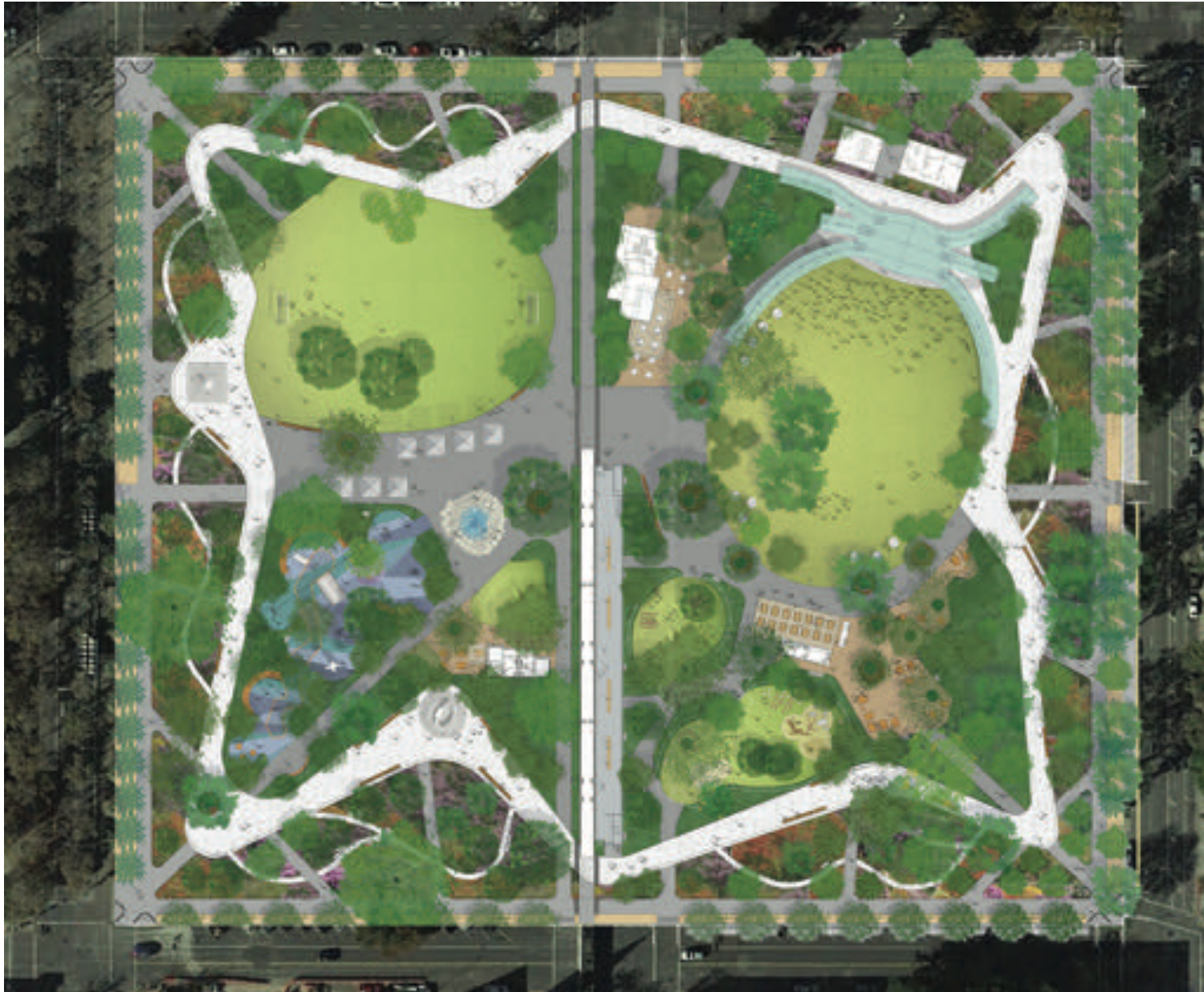
**2. CONTEMPORARY CORE:** TREE BENCHES

An aerial photograph of a city park, likely in Los Angeles given the architecture and palm trees. The park features a large, irregular green field in the center, surrounded by dense trees and landscaped paths. Several white, curved structures, possibly fountains or modern playground equipment, are scattered throughout the park area. The park is bordered by urban buildings, including a large, multi-story apartment complex on the right and various commercial and residential structures on the left and bottom. A road with cars is visible at the bottom of the frame. The overall scene is a mix of green space and urban development.

# PHASING OPTIONS



# PHASING - OPTION 1: PARK AND LEVITT PAVILION



- Shuts down the park and reopens with new culture and uses
- Demonstrates city confidence in public amenity, the future of downtown and civic ambition
- Most cost effective delivery of the project



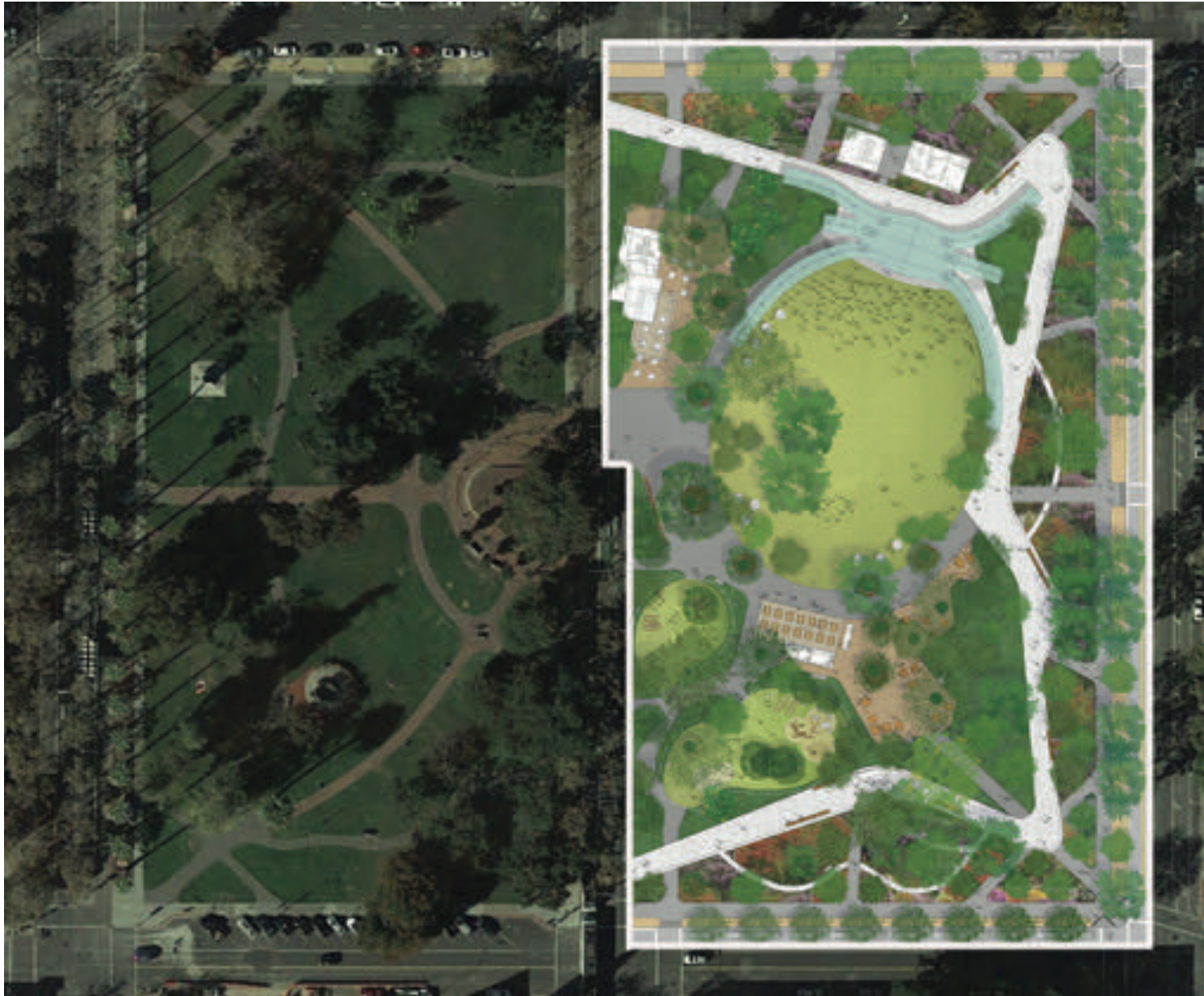
## OPTION 2: LEVITT PAVILION ONLY



- Significant new public amenity
- Episodic activation of park



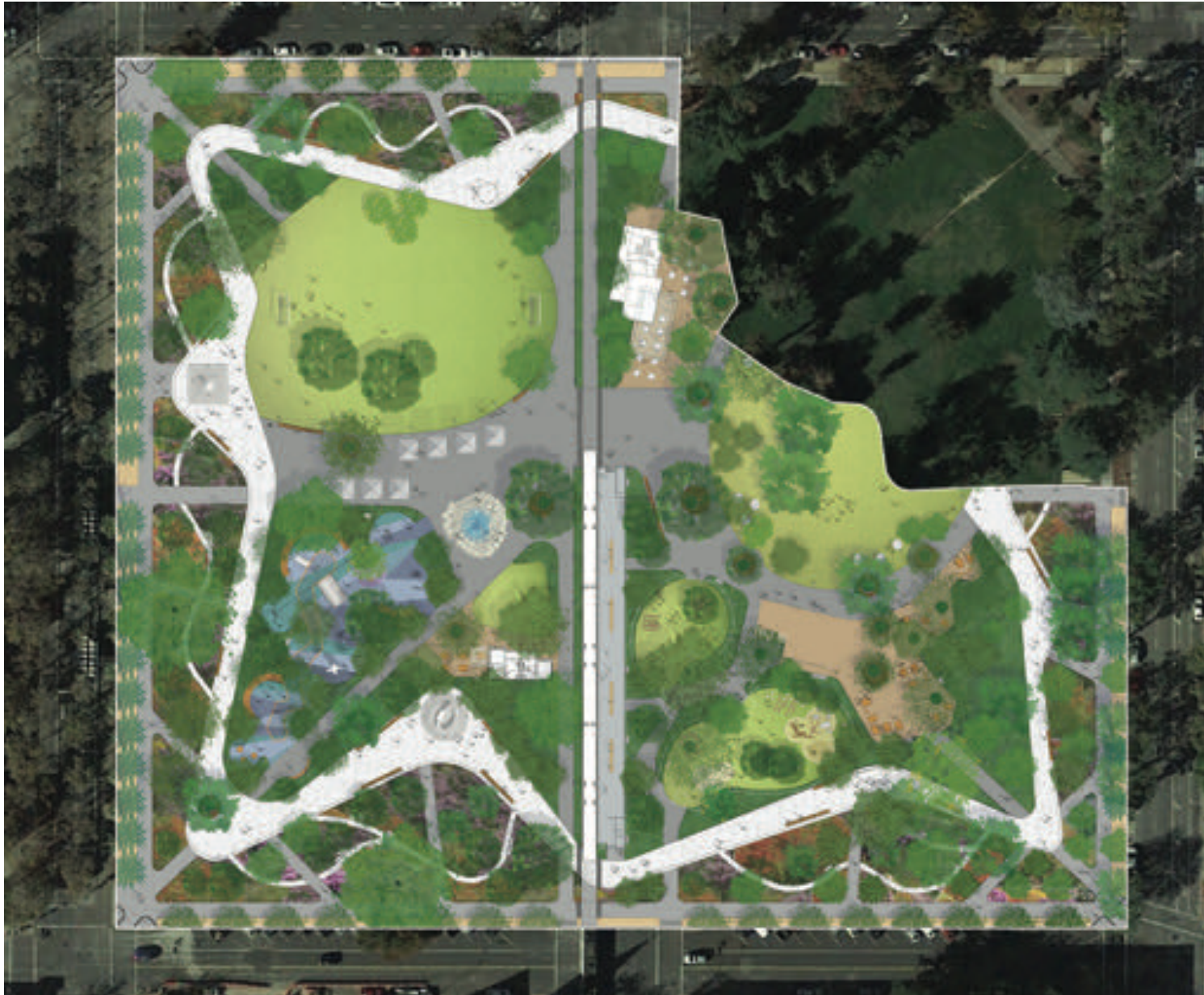
## OPTION 2A: LEVITT PAVILION HALF



- Significant new public amenity and setting the bar for future western half improvements
- Entire park could be closed with the western half used for staging construction of eastern half
- Includes some program for daily activation



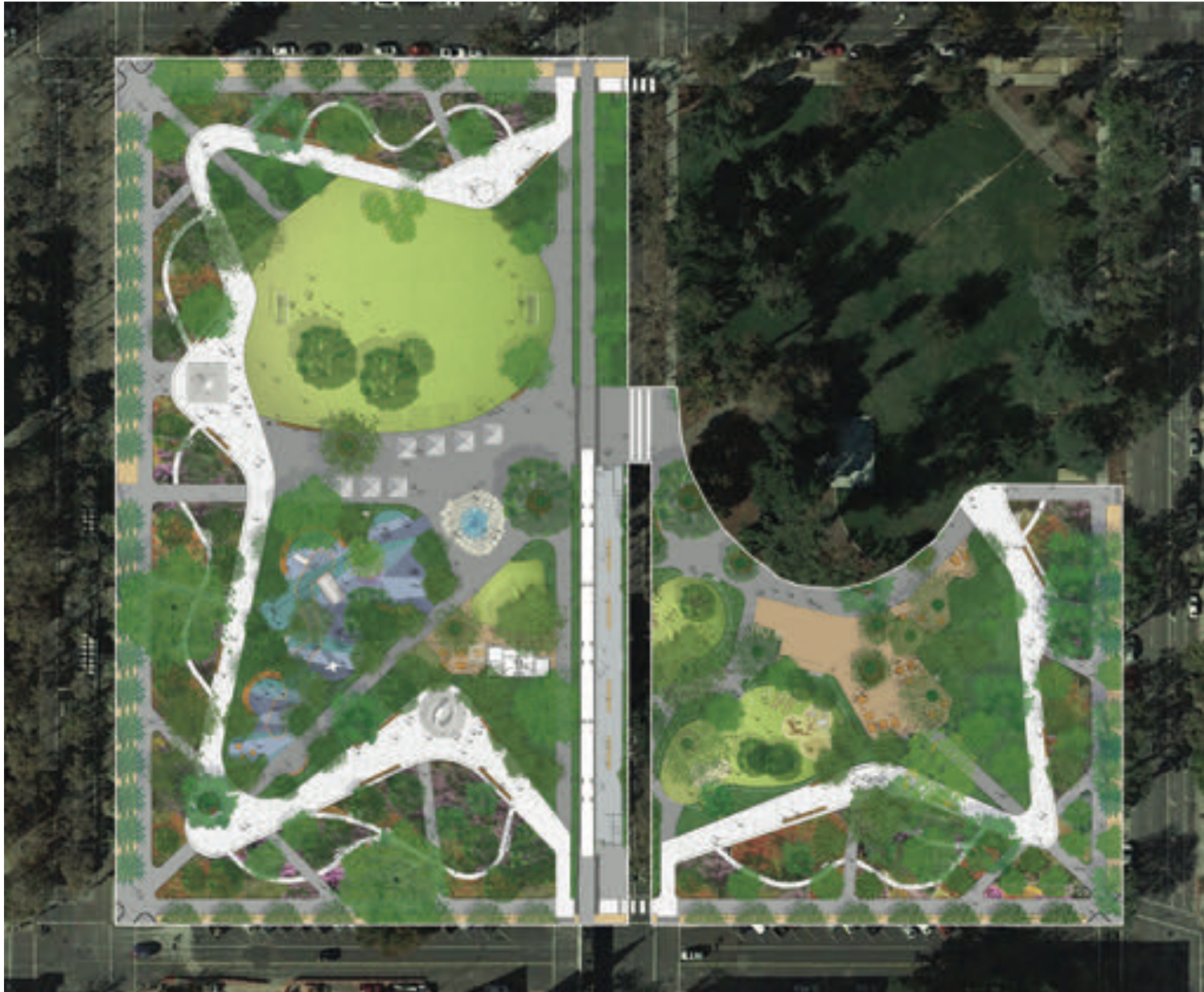
## OPTION 3: EVERYTHING BUT LEVITT PAVILION



- Introduce a new park and amenities after closing the entire park for construction
- New program uses for everyday activation



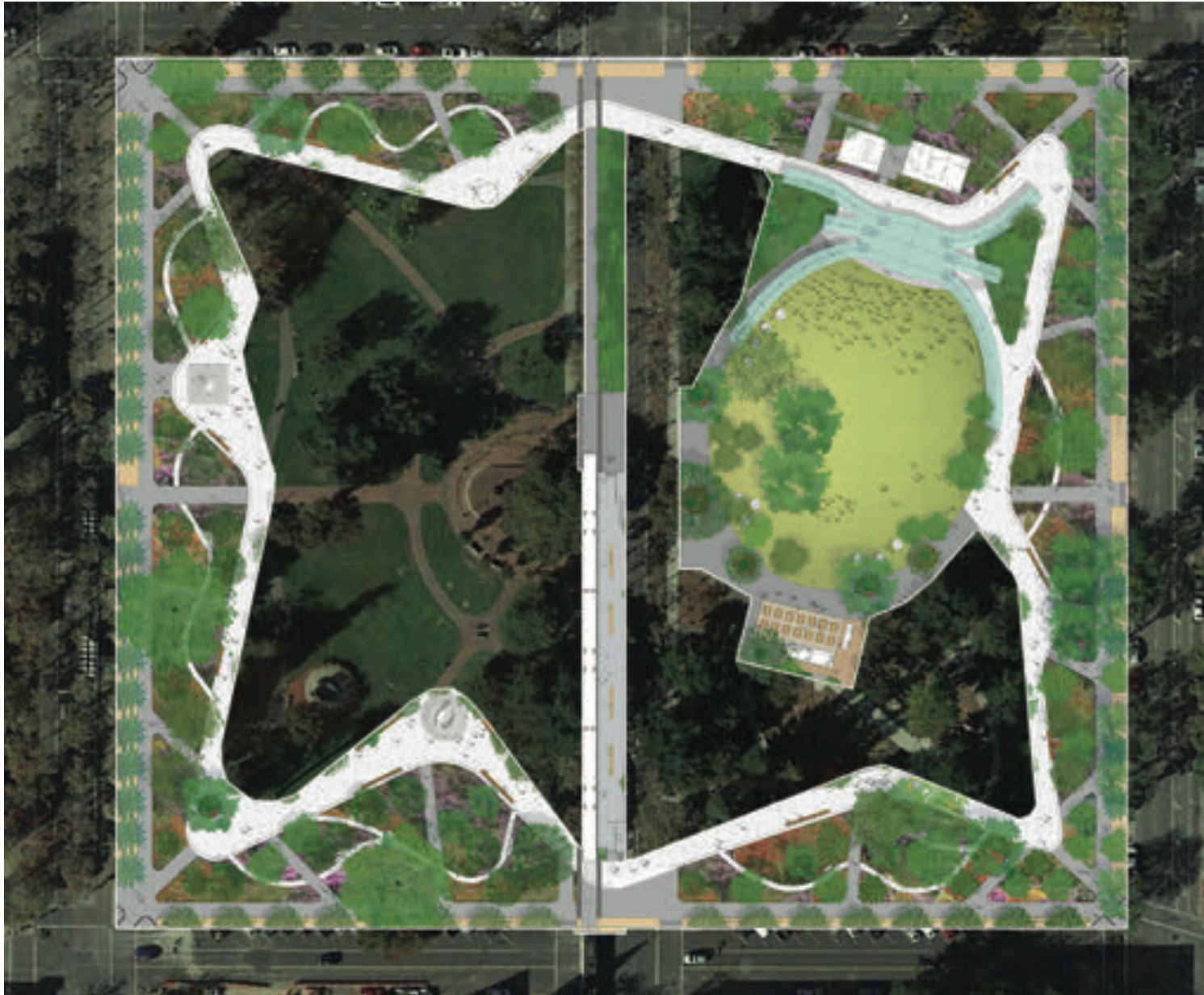
## OPTION 3A - EVERYTHING BUT LEVITT, AND 2ND ST & CAFE



- Introduce a new park and amenities after closing the entire park for construction
- New program uses for everyday activation



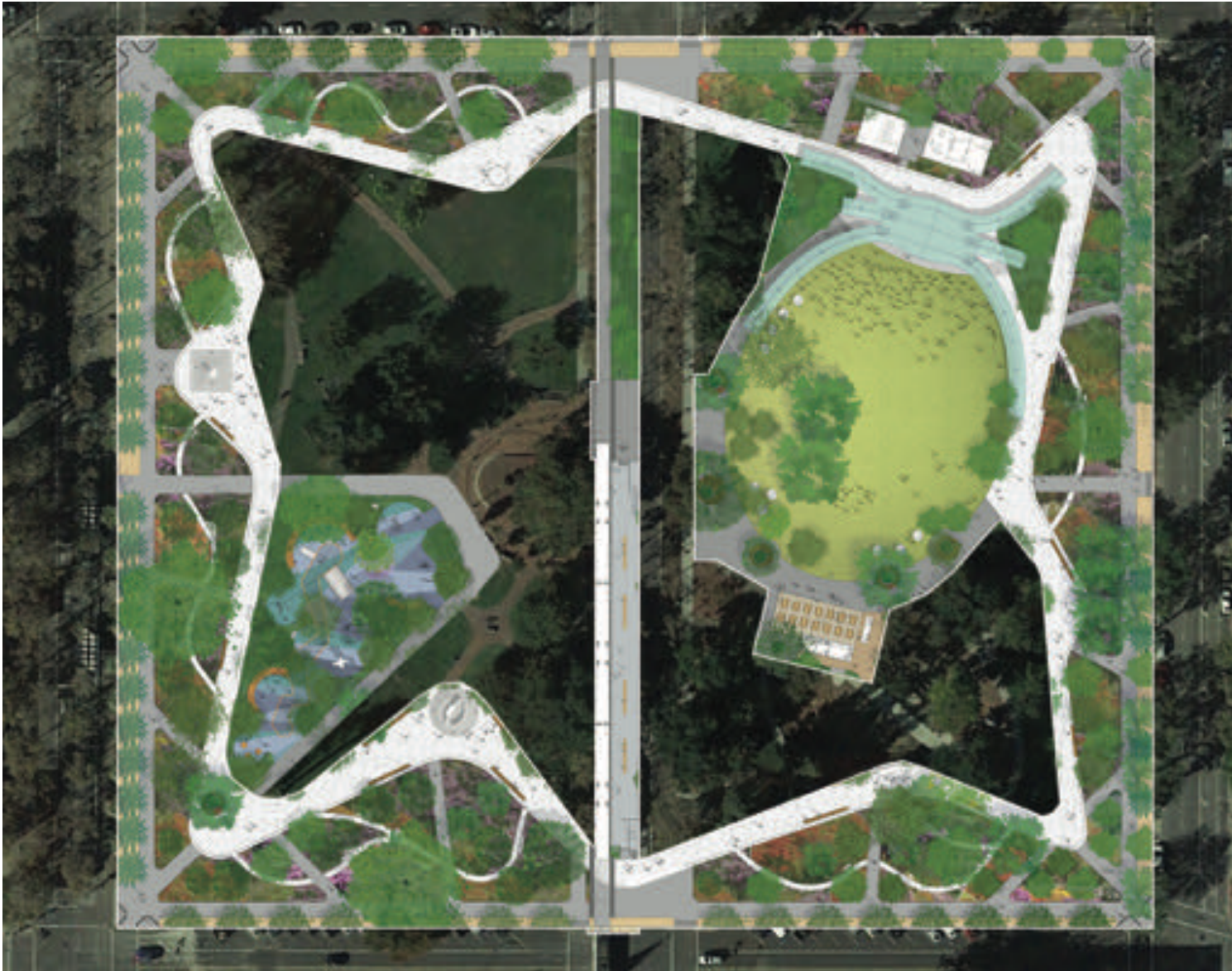
## OPTION 4: LEVITT PAVILION PLUS



- Significant new public amenities
- Connecting the 2 halves of the park, and revitalizing the identity of the park



## OPTION 4A: LEVITT PAVILION PLUS & PLAYGROUND



- Significant new public amenities
- Connecting the 2 halves of the park, and revitalizing the identity of the park
- Playground provides daily use activation in the park



A row of tall palm trees in a city park with a modern building in the background.

## **NEXT STEPS**

**25% DESIGN**

**DEC - JUNE 2018**

**CITY COUNCIL  
PHASING PLAN & COST ESTIMATE**

**JUNE 2018**



# SCHEDULE



## St. James Park Activation & Redevelopment Anticipated Project Schedule 02/23/2018

2017

2018

Post Decision 1 - 2019

Post Decision 2 -

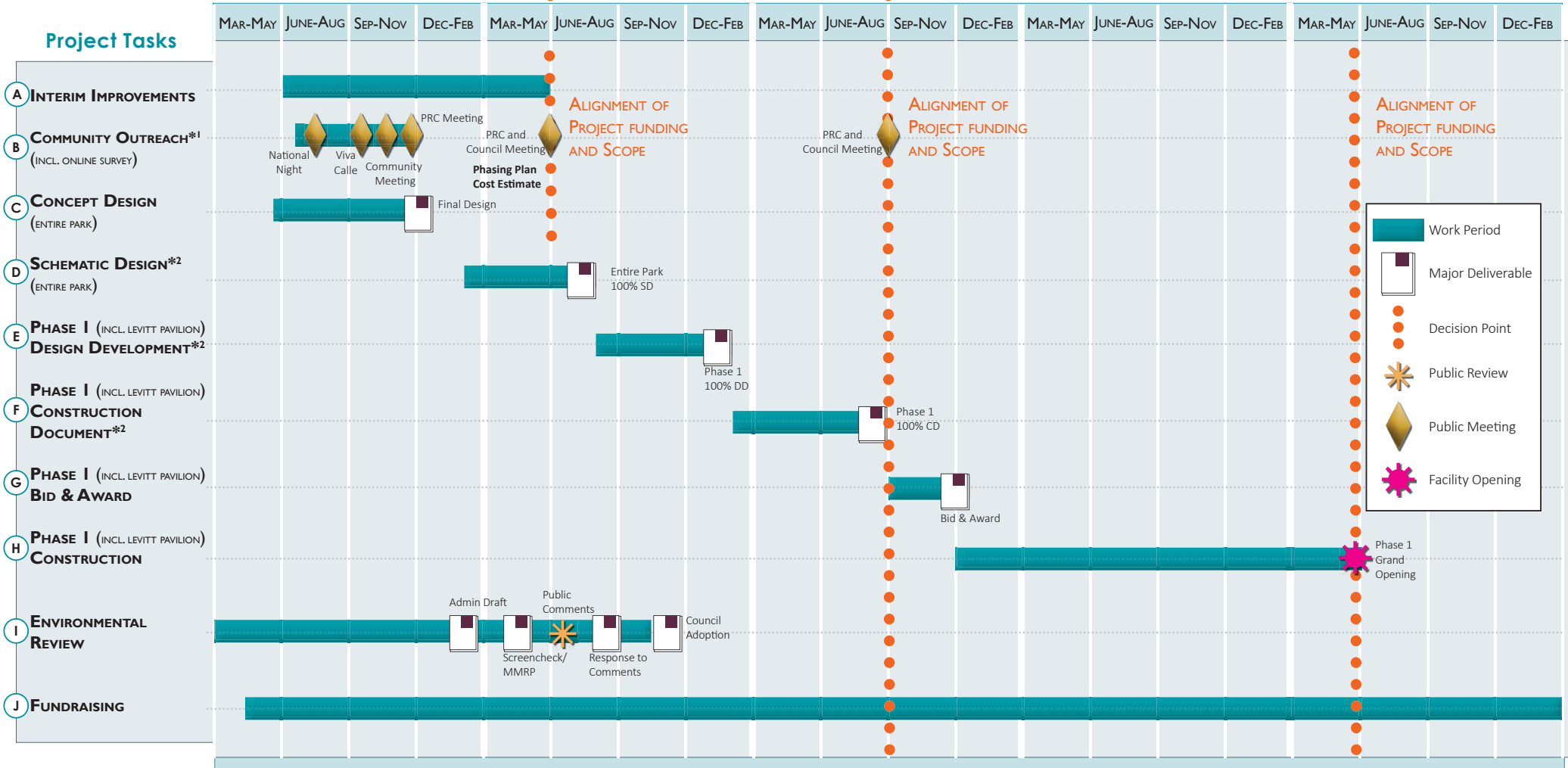
Post Decision 3 -

On spending of  
St. James Park Reserve (\$2.49M)

Construction Phase for  
Phase I ±2 Years

Completion of Design Phase for  
Phase II

### Project Tasks



1. Plan two intercept meetings at the Park in conjunction w/ park activation events - National Night Out (8/1) & Viva Calle (9/17) - to solicit community input on the proposed park features, one formal community meeting to present the draft refined concept plan and solicit additional community input, and present the draft final concept plan to Parks & Recreation Commission.
2. Schematic Design--30% of the Design Phase; Design Development--65% of the Design Phase; Construction Documents--100% of the Design Phase.
3. Monthly update to St. James Park Advisory Committee and detailed session prior to community meeting.
4. Work with Friends of Levitt Pavilion San Jose Board on the design of Levitt Pavilion.

# 25% DESIGN PLAN (IN PROGRESS)





# APPENDIX

# EXISTING TREES

## Existing Trees (248)

### Species

London Plane Tree (53), Chinese Hackberry (38), Heritage California Fan Palm (21), English Elm (13), Coastal Redwood (13), Heritage Bur Oak (2), Various Specimen Trees

### Health

1. Bad - 12
2. Poor - 48
3. Fair - 142
4. Good - 24
5. Best - 22



# TREE APPROACH

## Concept Design



Best Health, Specimen Tree



Poor Health Tree

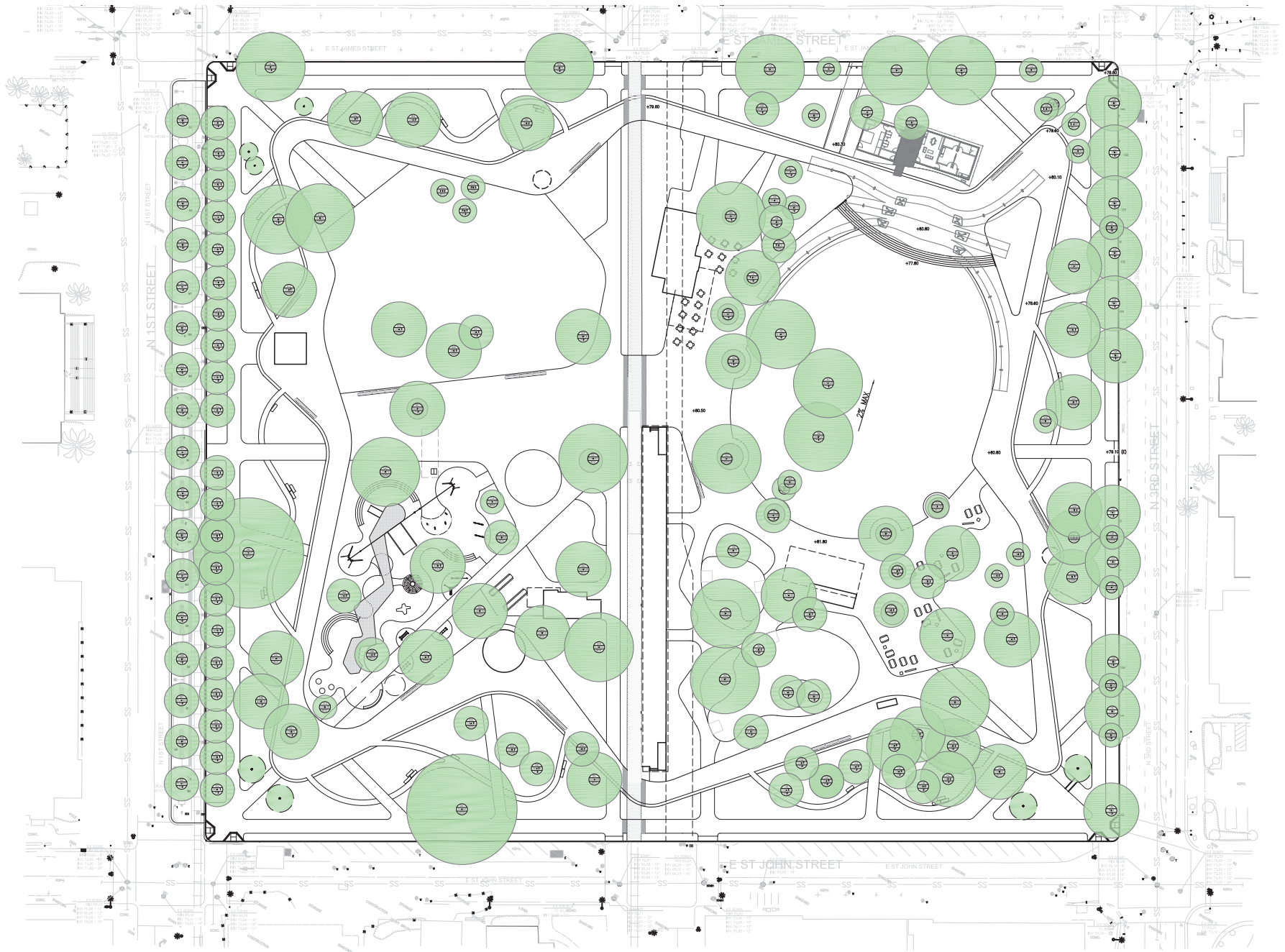


# T R E E   A P P R O A C H

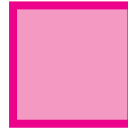
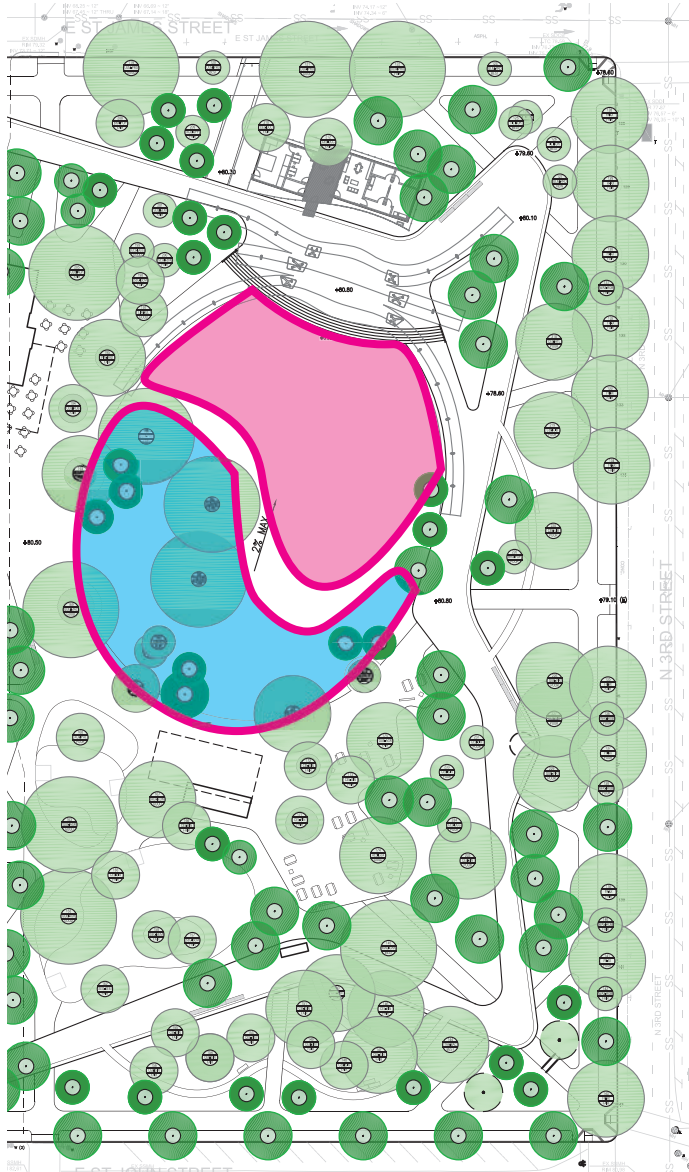




# TREES TO REMAIN



# TREES IN THE LAWN



## ACTIVE AUDIENCE



Levitt Pavilion, Pasadena



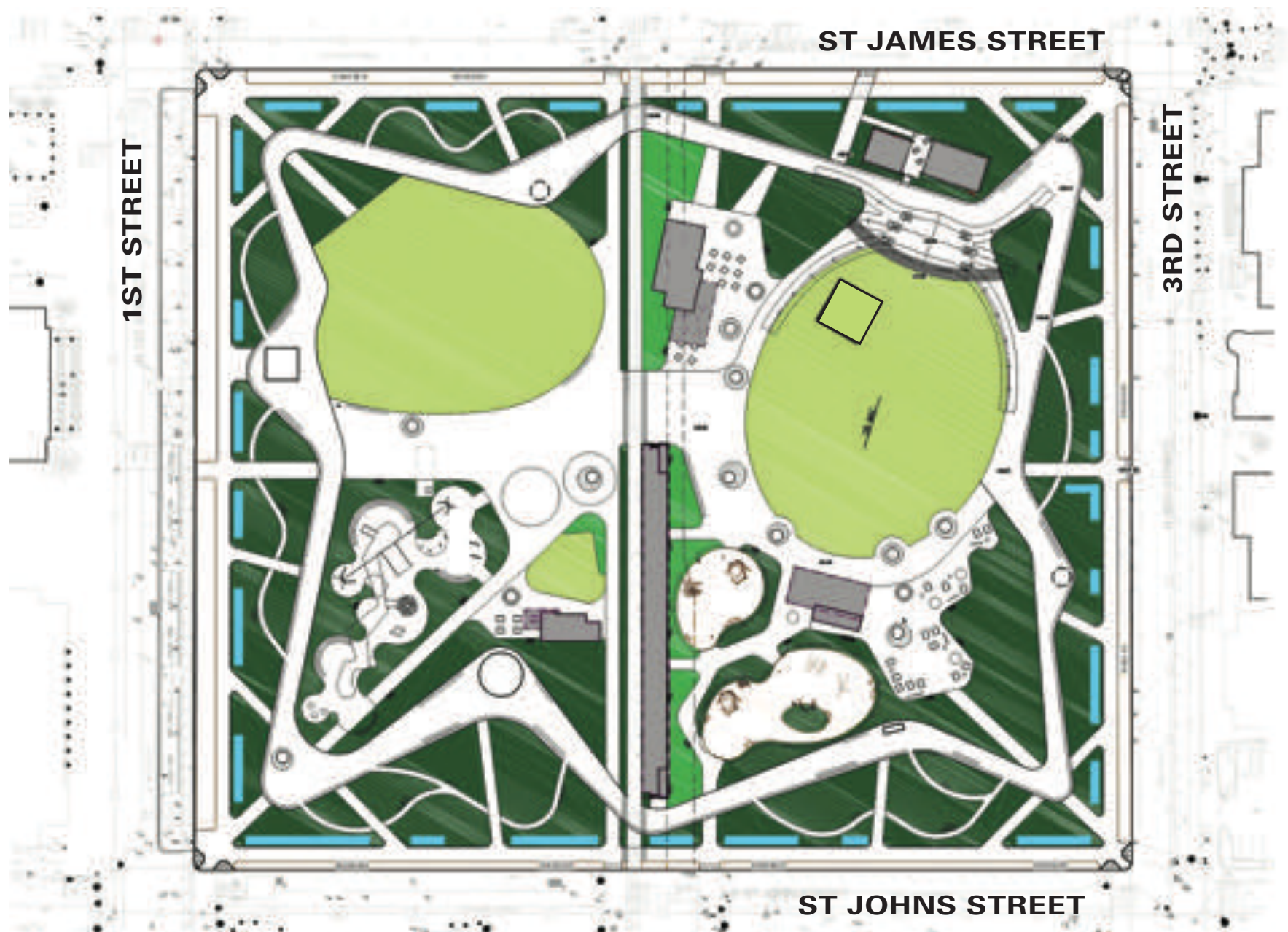
## PASSIVE AUDIENCE



Stern Grove, San Francisco



# STORMWATER TREATMENT



- Conservation Landscaping
- Lawn
- Raingarden (Bio-retention Area)
- Self-Retaining Area
- Impervious Paving

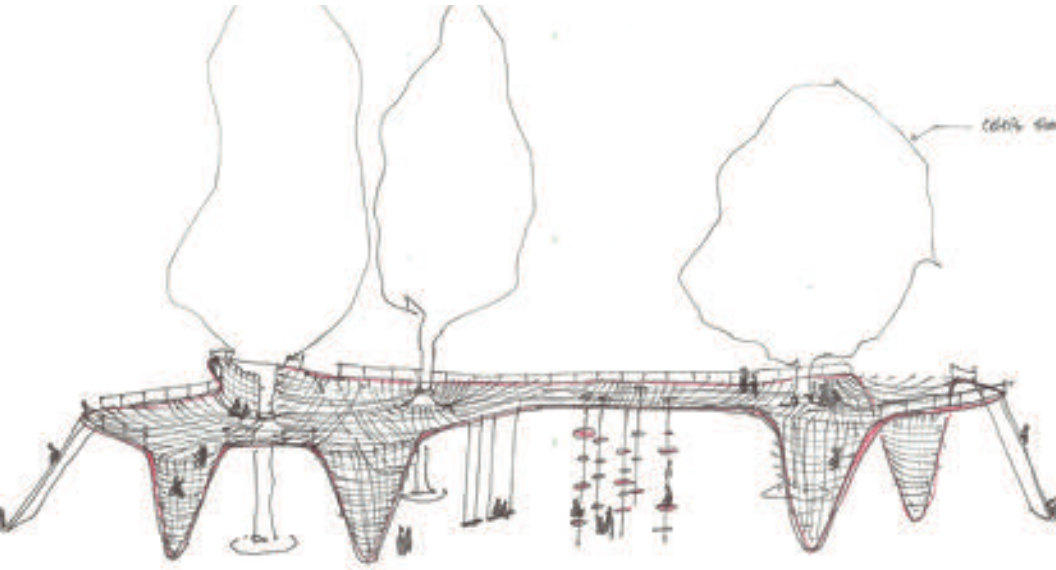


# PLAYGROUND





# PLAY STRUCTURE





# DOCENT CLASSROOM

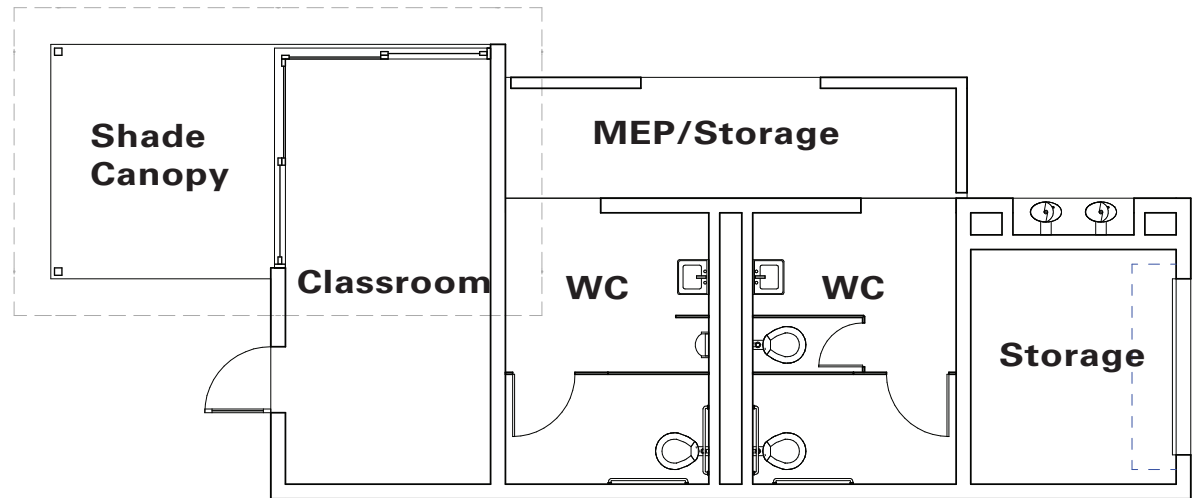
## MATERIALS



Board Formed Concrete with Vines

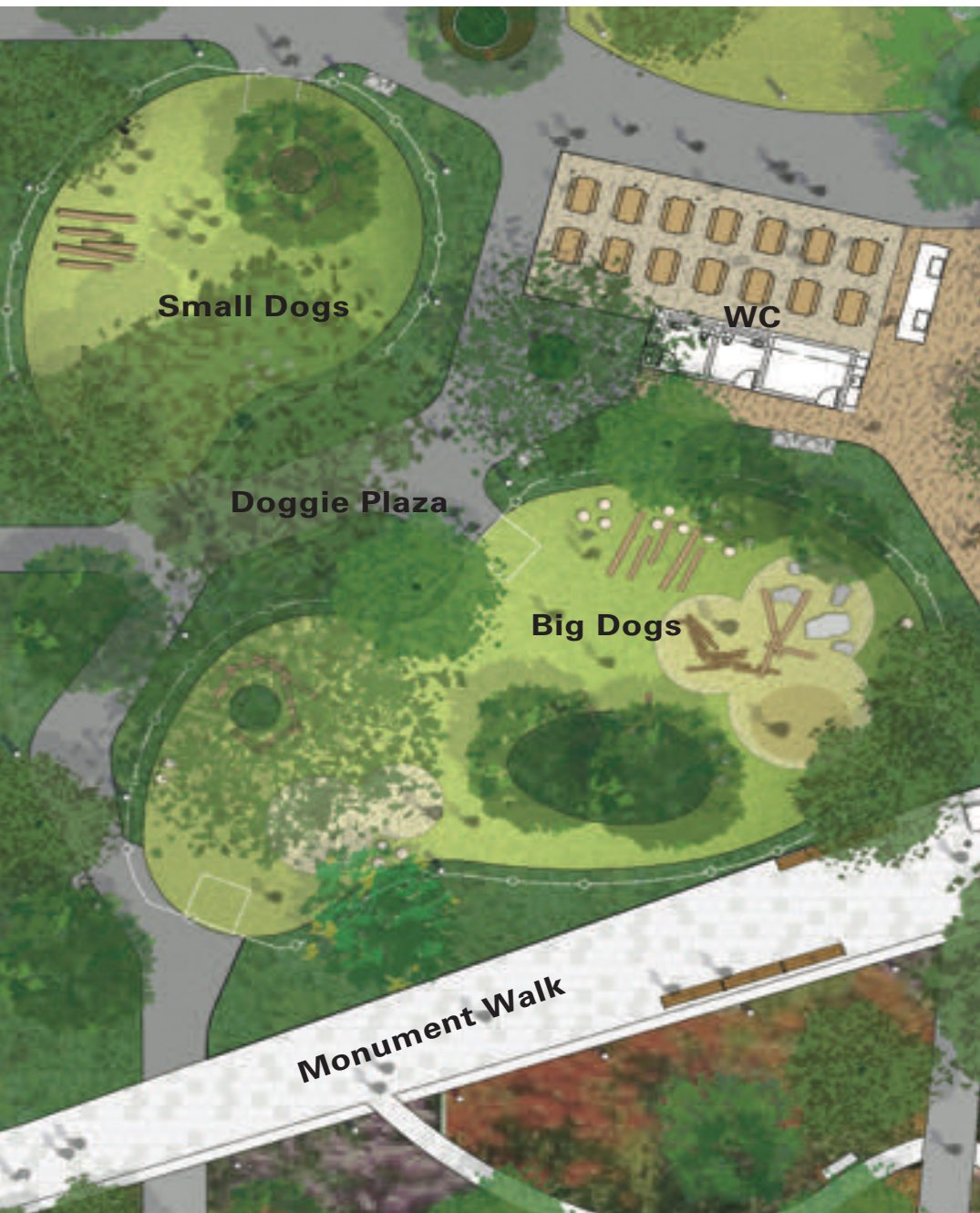


Horizontal Wood Slat Siding



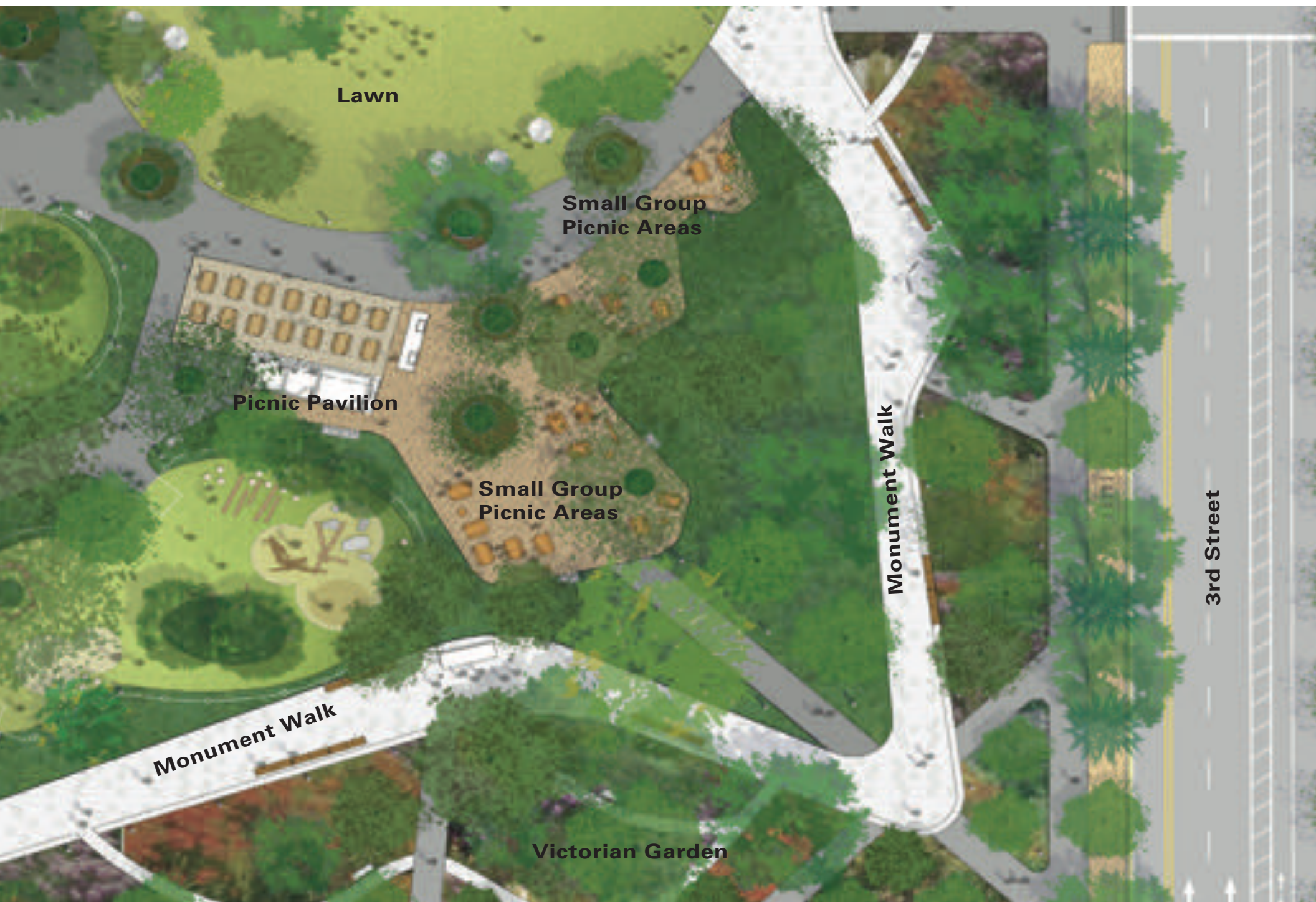


# DOG PARK





# PICNIC GROVE



Lawn

Small Group  
Picnic Areas

Picnic Pavilion

Small Group  
Picnic Areas

Monument Walk

Monument Walk

Victorian Garden

3rd Street



# PICNIC PAVILION

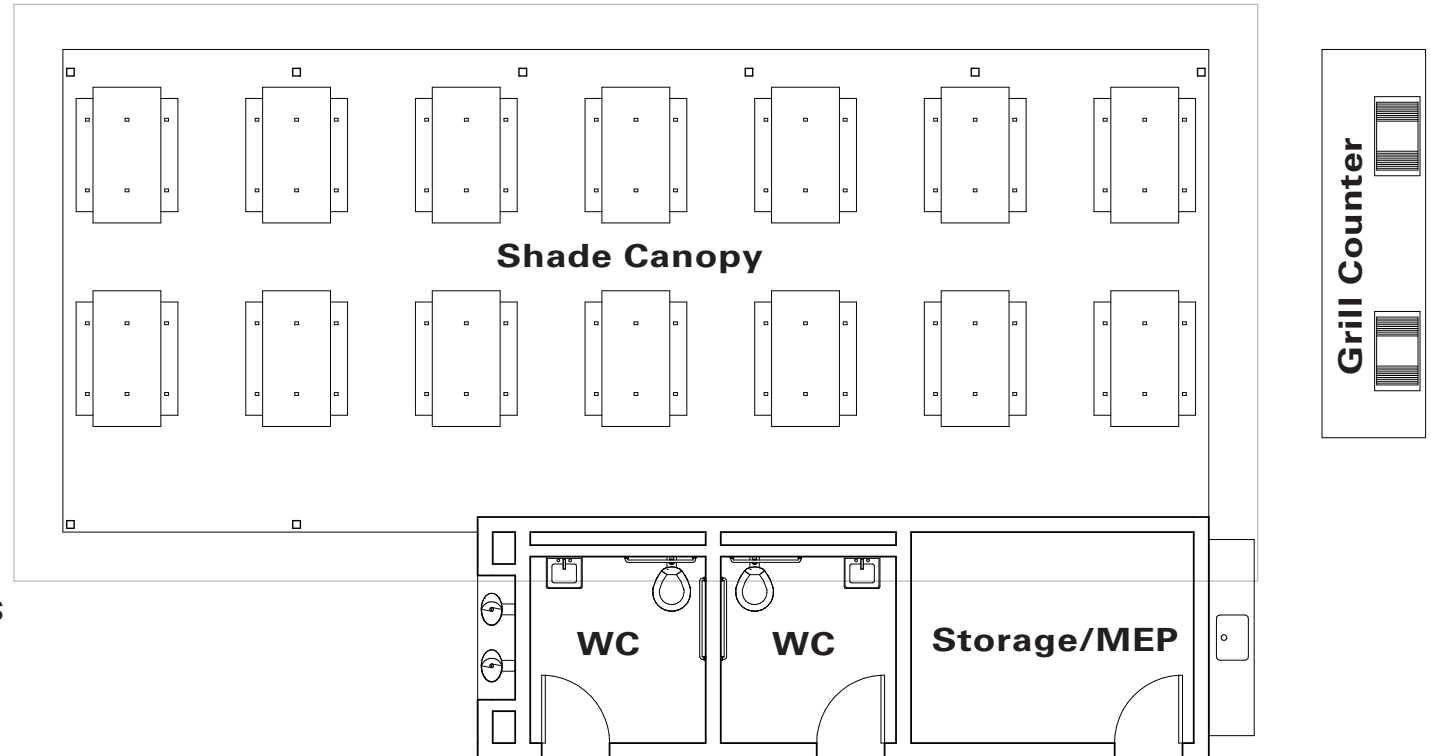
## MATERIALS



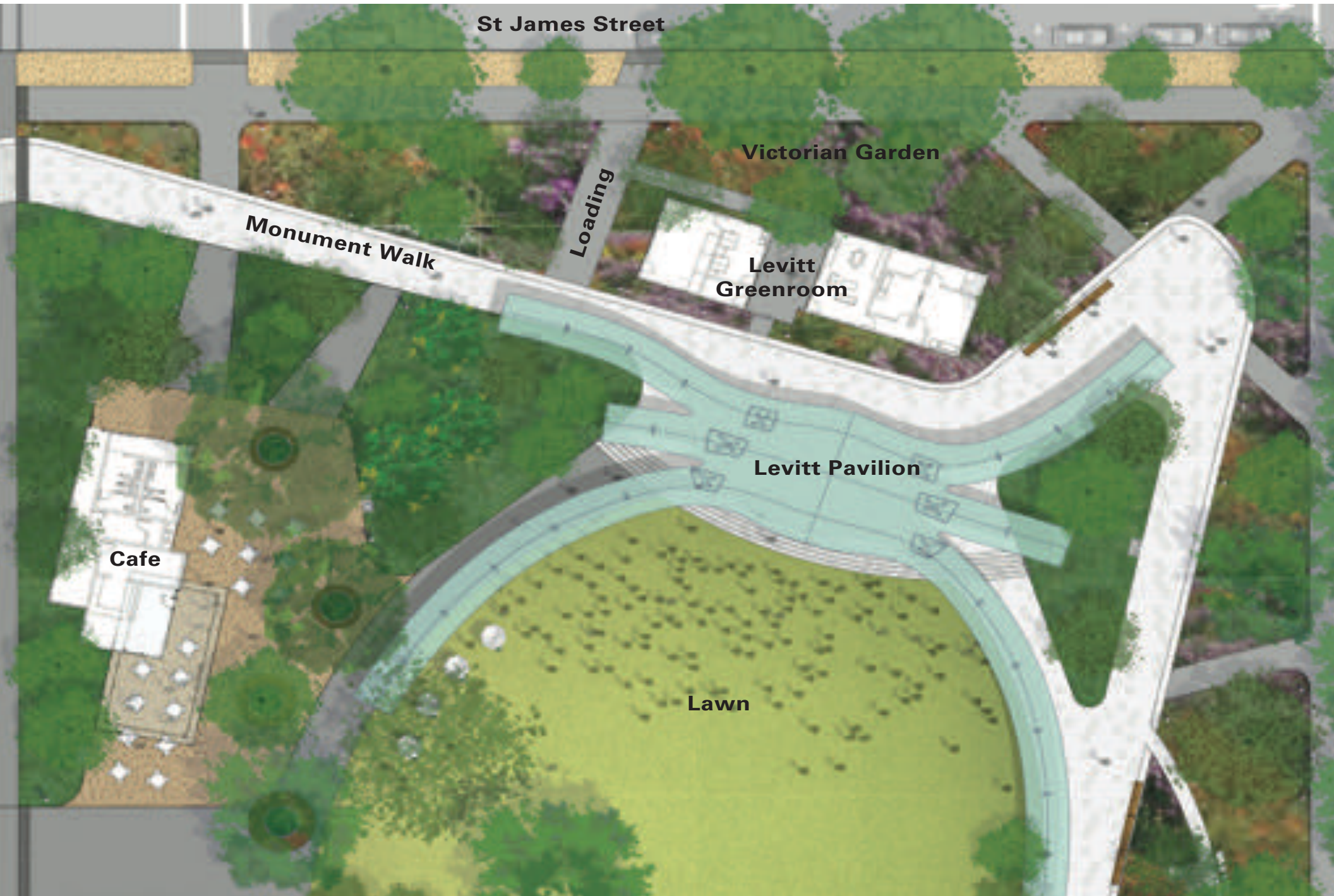
Board Formed Concrete with Vines



Horizontal Wood Slat Siding



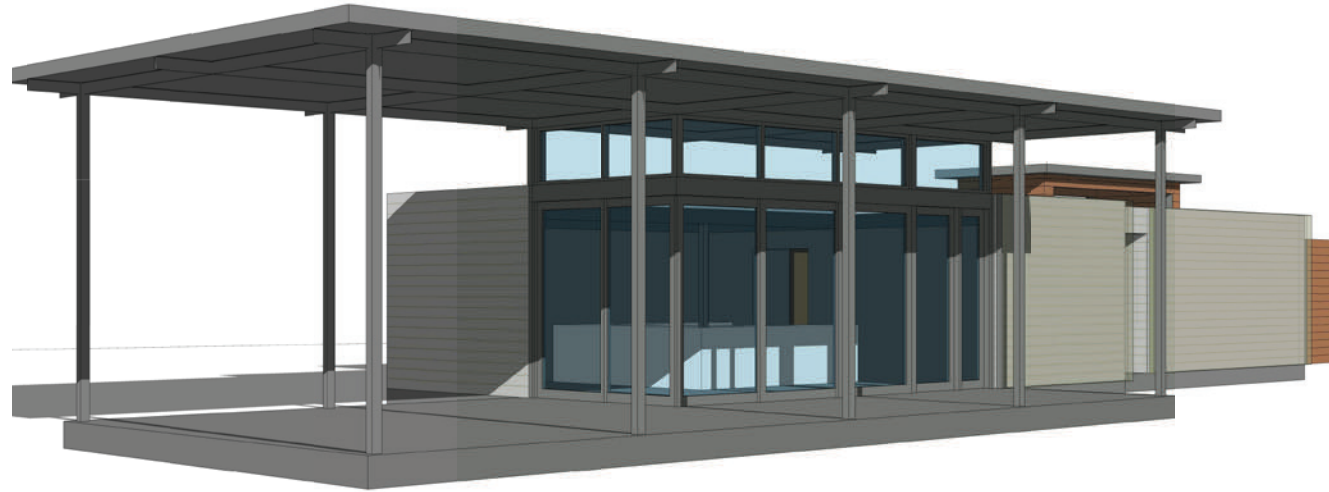
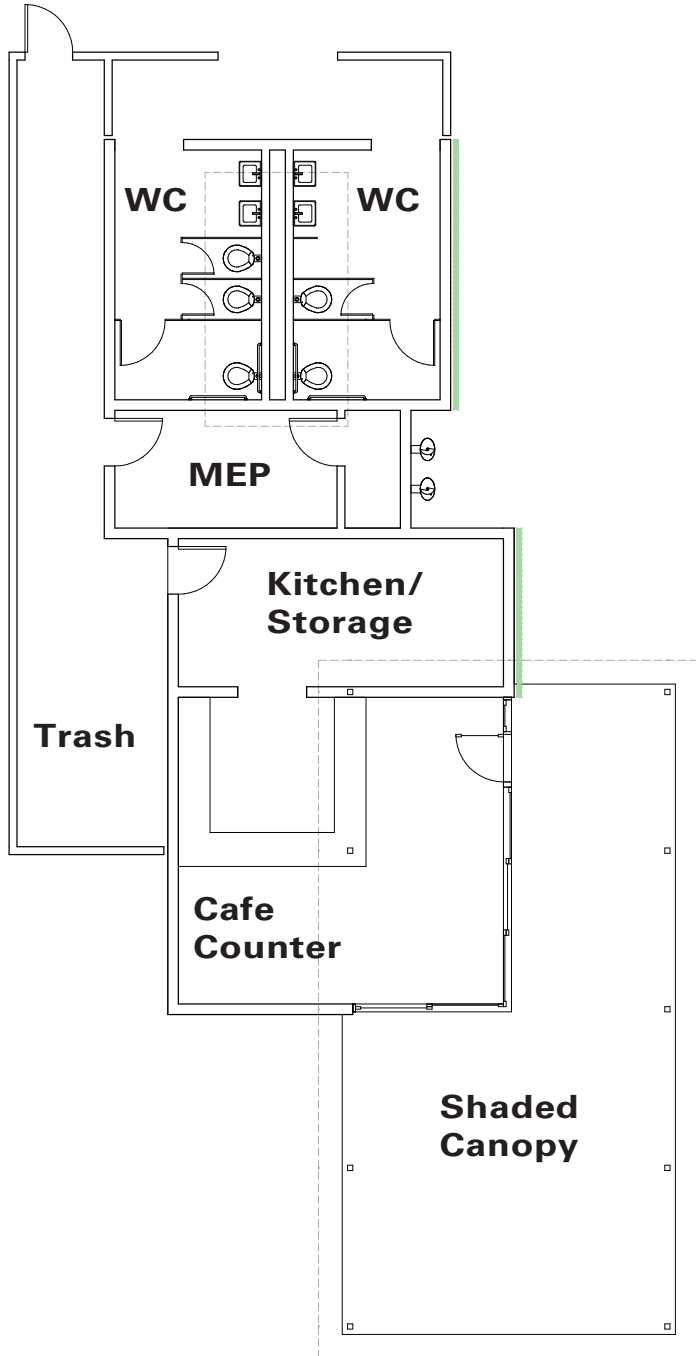
# LEVITT PAVILION & GREENROOM







# THE CAFE



## MATERIALS



Board Formed Concrete with Vines

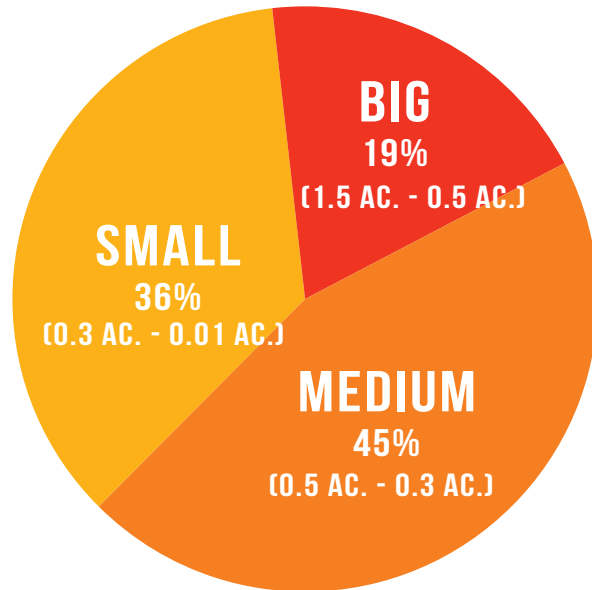


Horizontal Wood Slat Siding



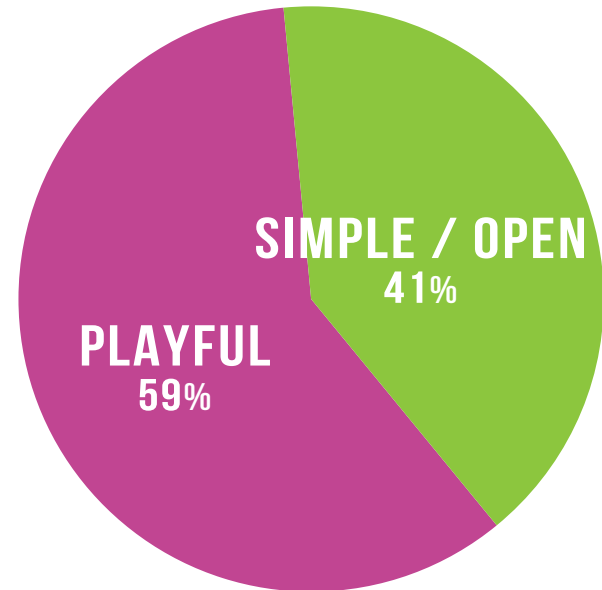
# DOG PARK FEEDBACK

## WHAT IS THE RIGHT SIZE?



Proposal of Dog park at St. James park: 0.16 acres

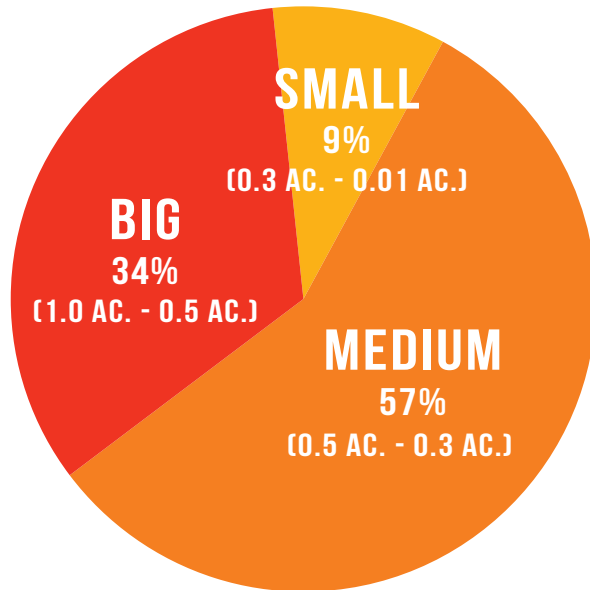
## DOG PARK CHARACTER OPTIONS



- **DOUBLE GATE ENTRANCES AND EXITS** ARE IMPORTANT (62.5%)
- **SEPARATION BETWEEN SMALL DOG AND BIG DOG** IS IMPORTANT (56%)
- **WATER PLAY FOR DOGS** IS **NOT** IMPORTANT (68.5%)

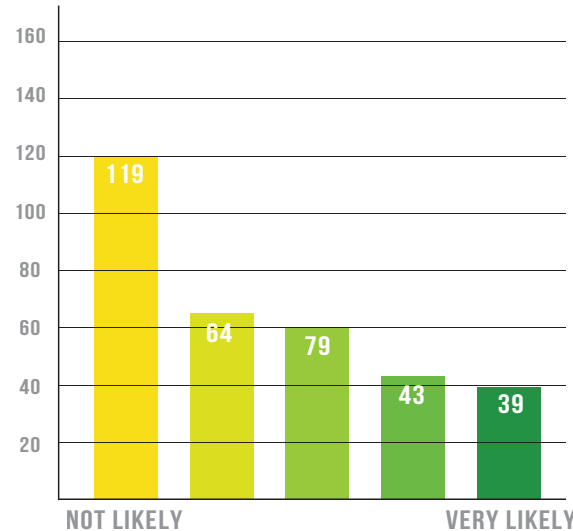
# PICNIC GROVE FEEDBACK

## WHAT IS THE RIGHT SIZE?

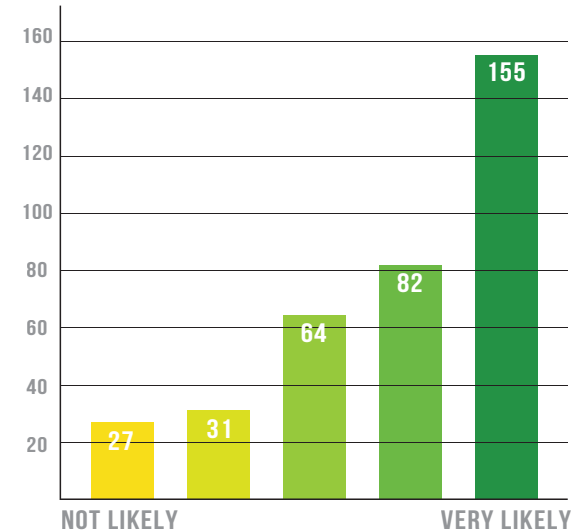


Proposal of picnic grove at St. James park: 0.29 acres

## HOW LIKELY ARE YOU TO RENT OUT THE GROUP PICNIC PAVILION?



## HOW LIKELY ARE YOU TO WATCH A CONCERT AT THE LEVITT PAVILION FROM THE PICNIC GROVE?



- **BATHROOM** IS IMPORTANT (86.5%)
- **TRELLIS / SHADE STRUCTURE** IS IMPORTANT (85%)
- **SINK WATER FOUNTAIN** IS IMPORTANT (69.5%)
- **SEPARATED SMALL PICNIC AREAS** IS IMPORTANT (57.5%)
- **RESERVED AREAS** ARE IMPORTANT (54%)
- **PREPARATION COUNTERS** ARE NOT IMPORTANT (66%)
- **BBQ GRILLS** ARE NOT IMPORTANT (53.5%)



# TREE APPROACH

# HISTORIC SIGHT-LINES

