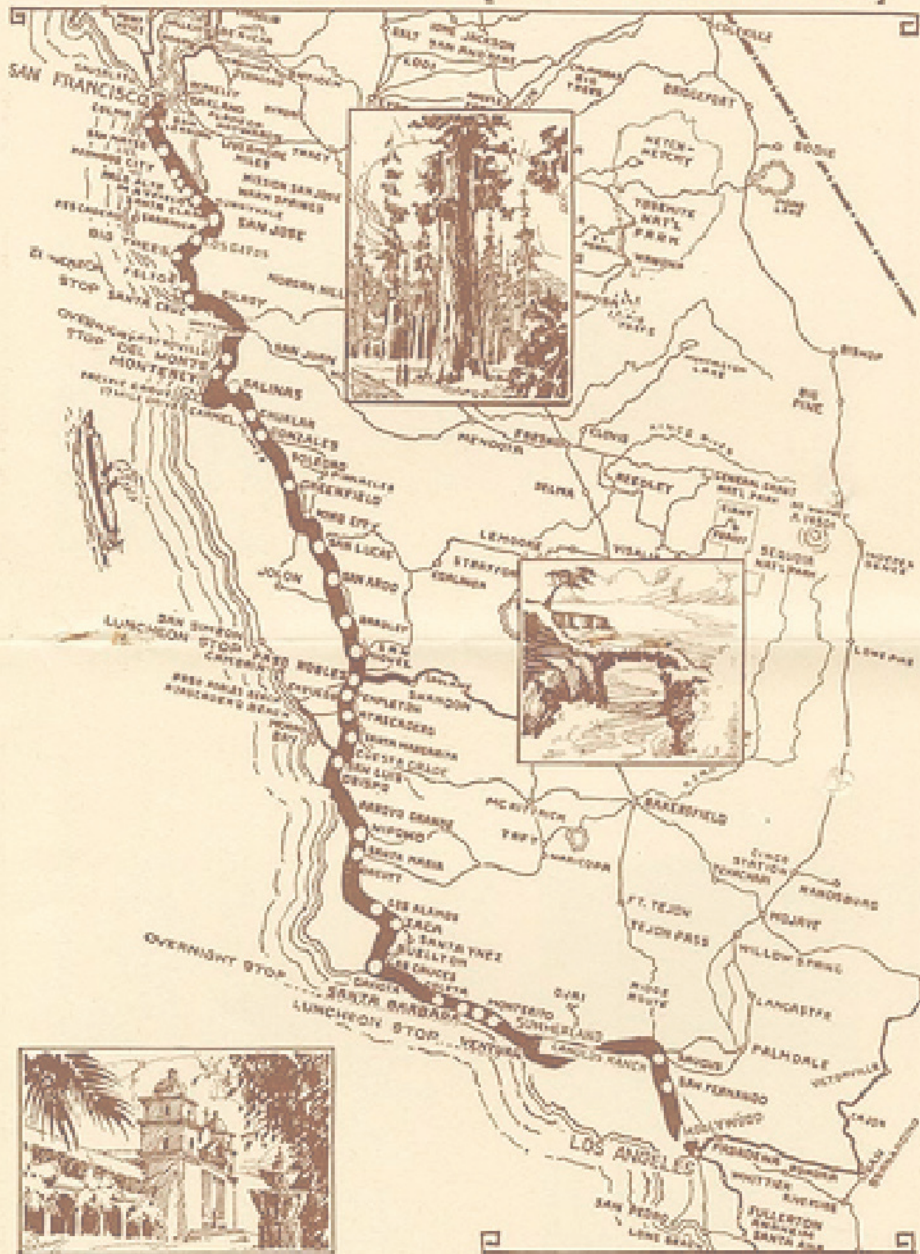


## ALONG EL CAMINO REAL [THE KING'S HIGHWAY]



# 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

#### TABLE OF CONTENTS

EXECUTIVE SUMMARY	II
INTRODUCTION	1
THE PLANNING PROCESS	2
LAND USE PLAN OVERVIEW	5
ANOMALIES	6
CONTEXT	9
Downtown Next! Public Art Focus Plan	
Diridon Station Area At The Crossroads	
THE ROLE OF ART	15
Making Diridon Memorable	
The Artist's Role	
ART APPROACH: AT THE CROSSROADS	19
IMPLEMENTATION RECOMMENDATIONS	32
POTENTIAL PROJECT LOCATIONS	40
CONCLUSION	44
APPENDICES	45
Land use Plan Details	
Anomalies	
Photo Credits	



## 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.

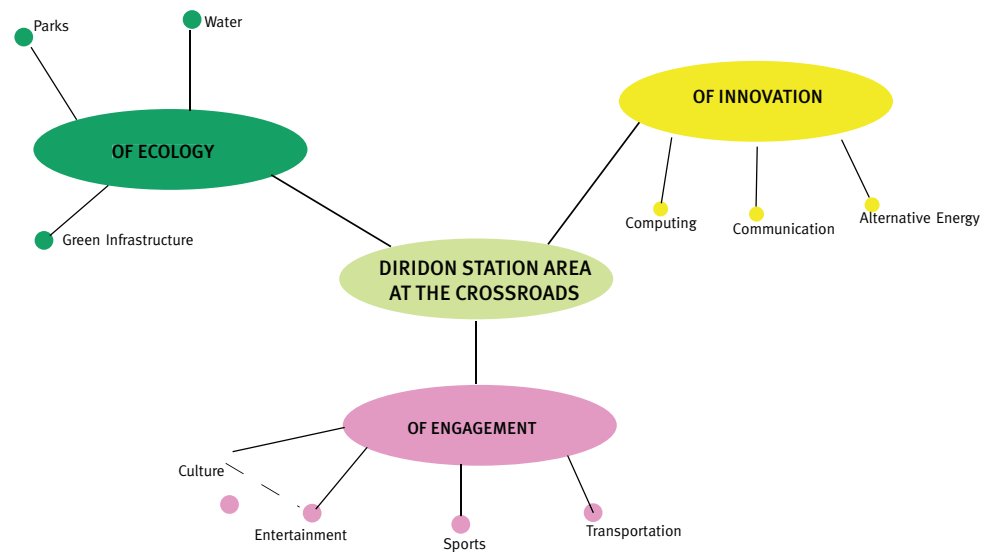
**At the Crossroads: Diridon Station Area Art Master Plan** articulates the context, framework, aesthetic direction and proposed implementation policies to achieve an energetic public realm, infused with art that is



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.

A photograph of a traditional floral carpet (alfombra) laid out on a cobblestone street. The carpet is a large, colorful, and intricate design made of flowers and greenery, featuring a central winding path. A crowd of people is gathered along the street, separated from the carpet by a rope barrier. Some people are standing and watching, while one person is bending over, possibly adjusting the carpet. The scene is outdoors, and the people are dressed in casual summer clothing.

**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 I 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.

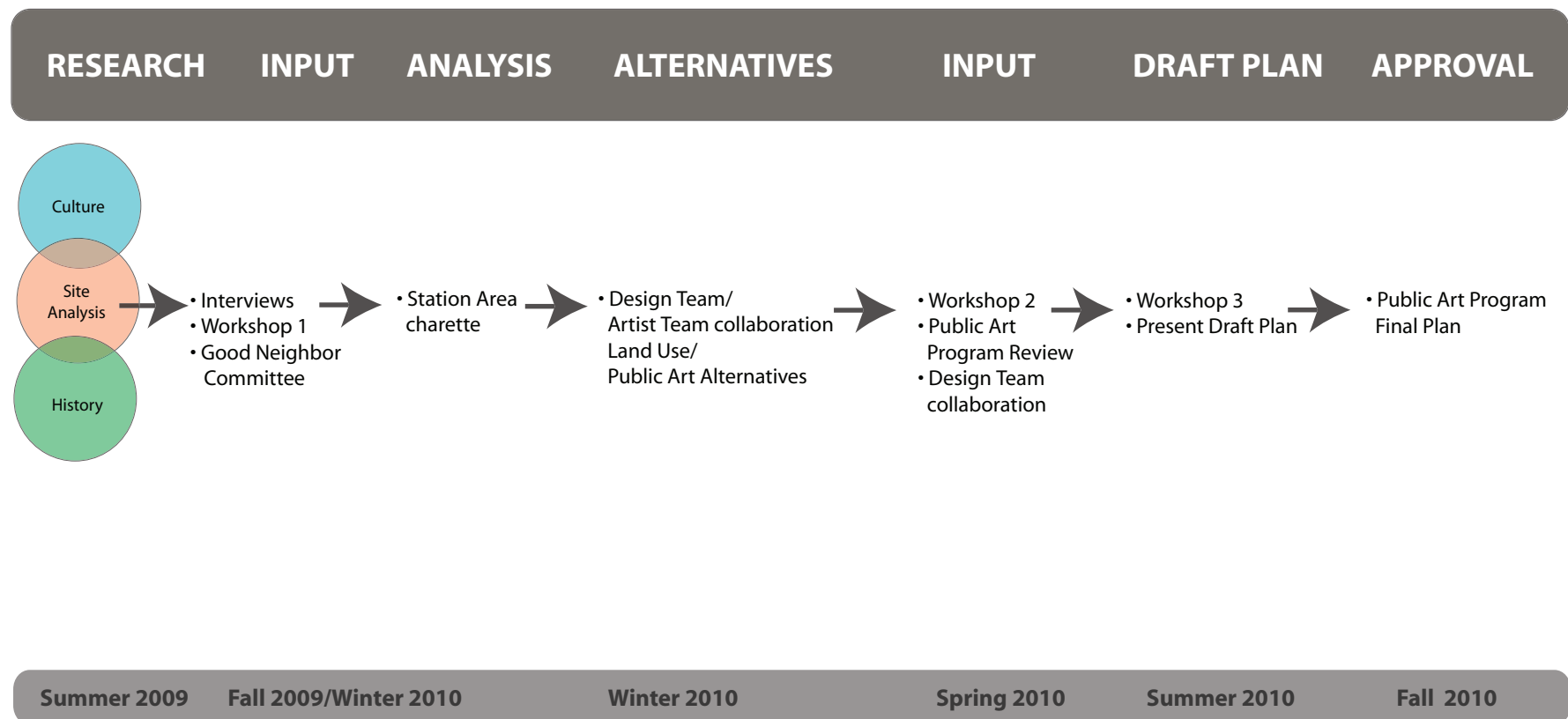
Prior to presenting a proposed framework for art integration at Workshop 2, the Artist Team worked with the Land Use team to develop three thematic alternative approaches to art that corresponded to the land use alternatives.

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

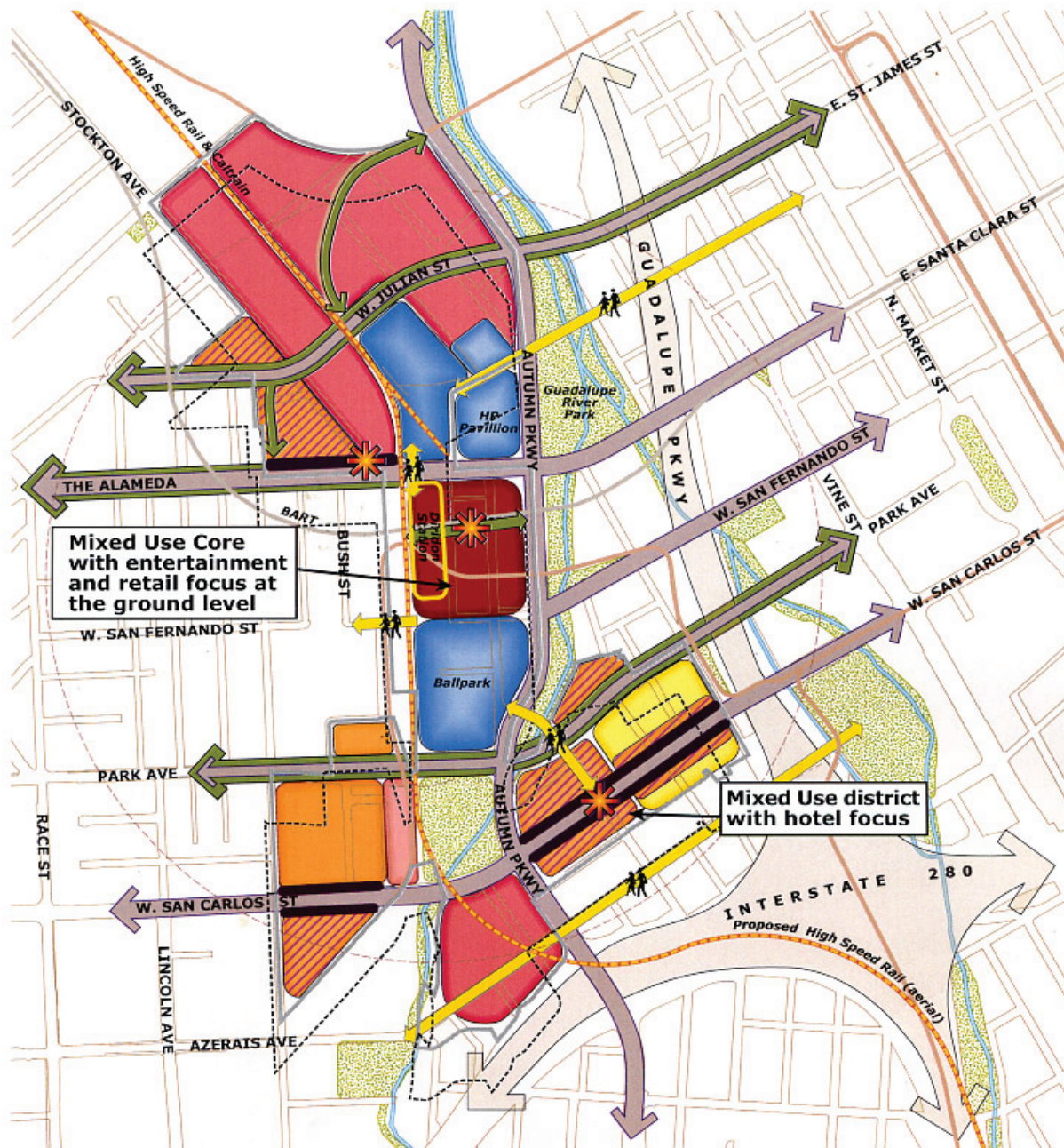
The Diridon Station Area includes a number of older buildings, signs, structures, and large old trees that lend a special character and to which people have an emotional attachment. A city is formed by layers of development over time. Remnants from the past add richness and texture to a place. It is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

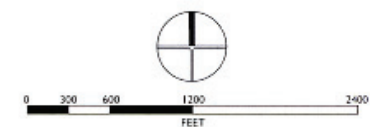
The Artist Team believes that, as redevelopment occurs, it is important to retain as many of these as possible and to find ways, whenever possible, incorporate them into the new urban fabric. It may mean relocating some elements to other places, retaining or incorporating facades or even laying out streets 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

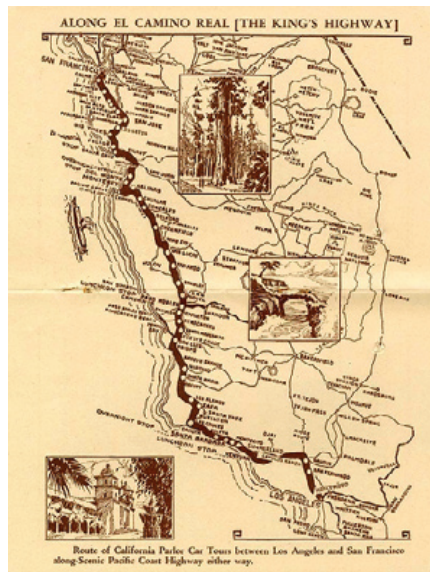
**The Downtown Next! Public Art Focus Plan**, adopted by the San Jose Arts Commission in 2007, identified the Diridon Station Area as an important priority for the inclusion of public art. It identified the station itself as a strong candidate for a major public art project and encouraged the City to 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.

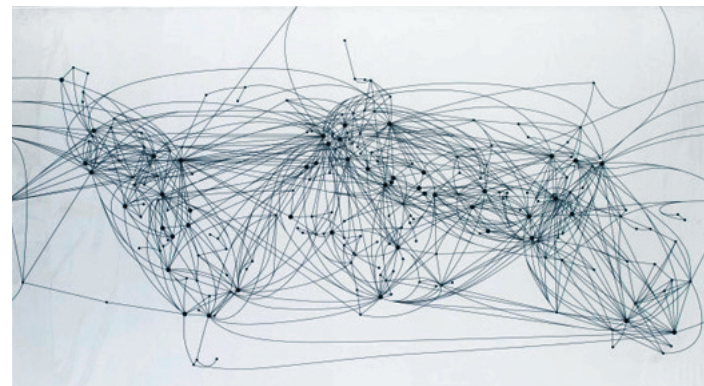
This crossroads is both physical and metaphorical. The area has the opportunity in its design and urban character to manifest San Jose's reputation for technological innovation. Its unique and historic features and the natural environment will continue to contribute as defining elements of urban character. 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***

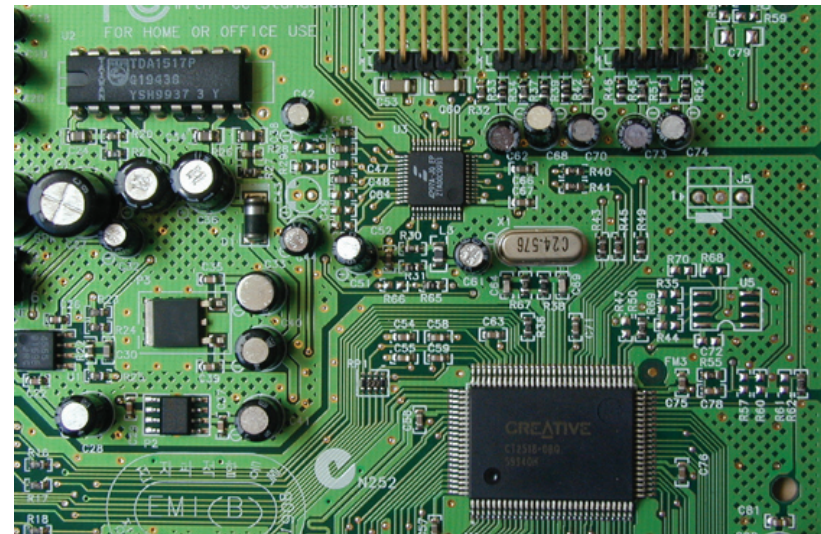
- emphasis on nature
- connected to the land for a livelihood
- connected to the nation through food exports
- handwork
- many cultures
- iconic symbols: orchards, canneries, Guadalupe River



## 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 21<sup>st</sup> 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 21<sup>st</sup> 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

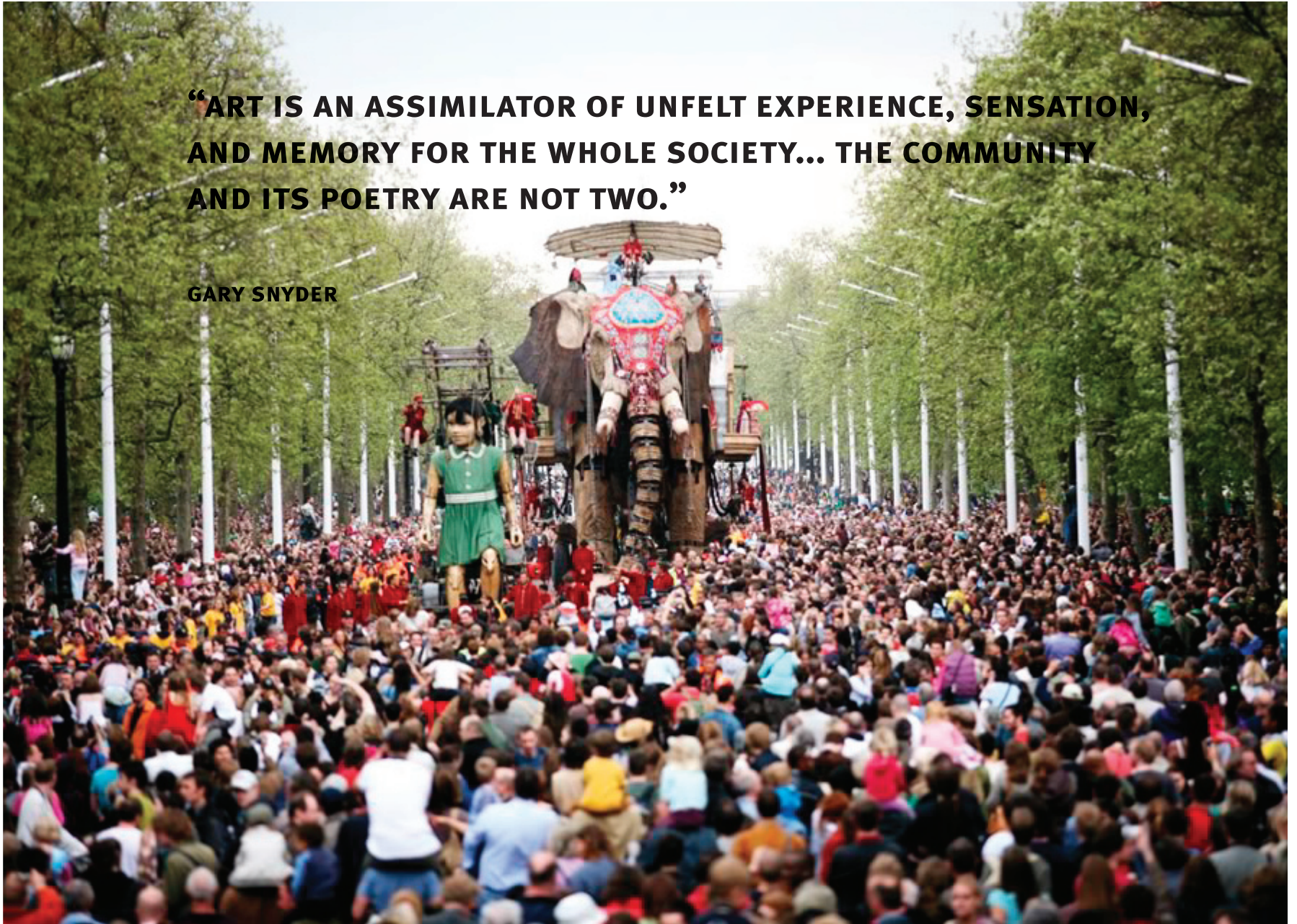
these goals. Art in infrastructure can make the walking experience one that people enjoy and embrace. It can help shift the relationship between people and place. Iconic artworks, carefully commissioned and sited, can build a strong sense of identity and instill neighborhood pride.





**“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 Jose as a diverse global center for innovation and change.**

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

- of engagement
- of innovation
- of ecology

### The Climate Clock Global Initiative

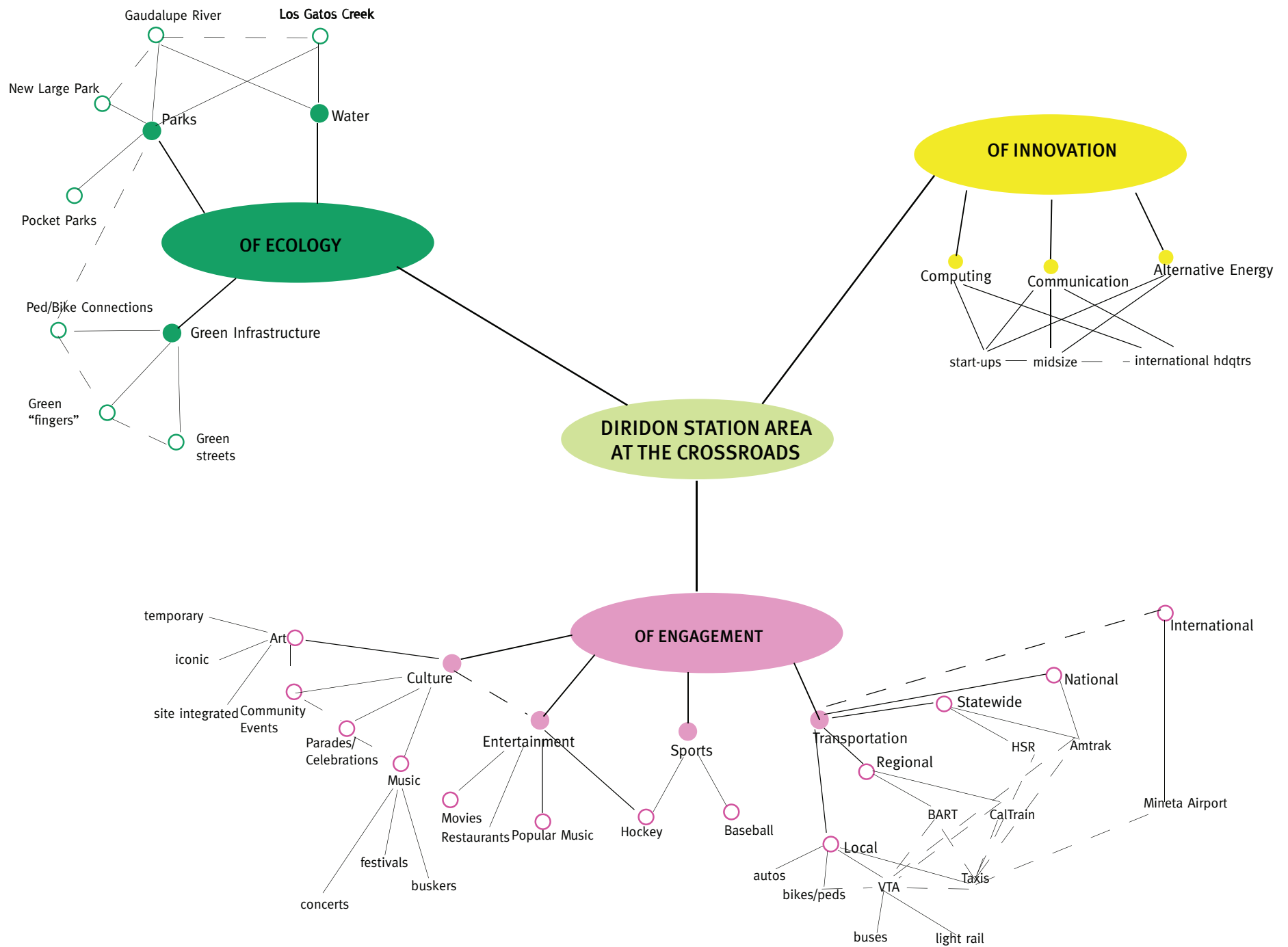
The Climate Clock will be a landmark public artwork that serves to reinforce San Jose's commitment to a green economy, culture and future.

The mission of the Climate Clock Global Initiative, founded in San Jose 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 Jose Redevelopment Agency, San José State University, ZER01: 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

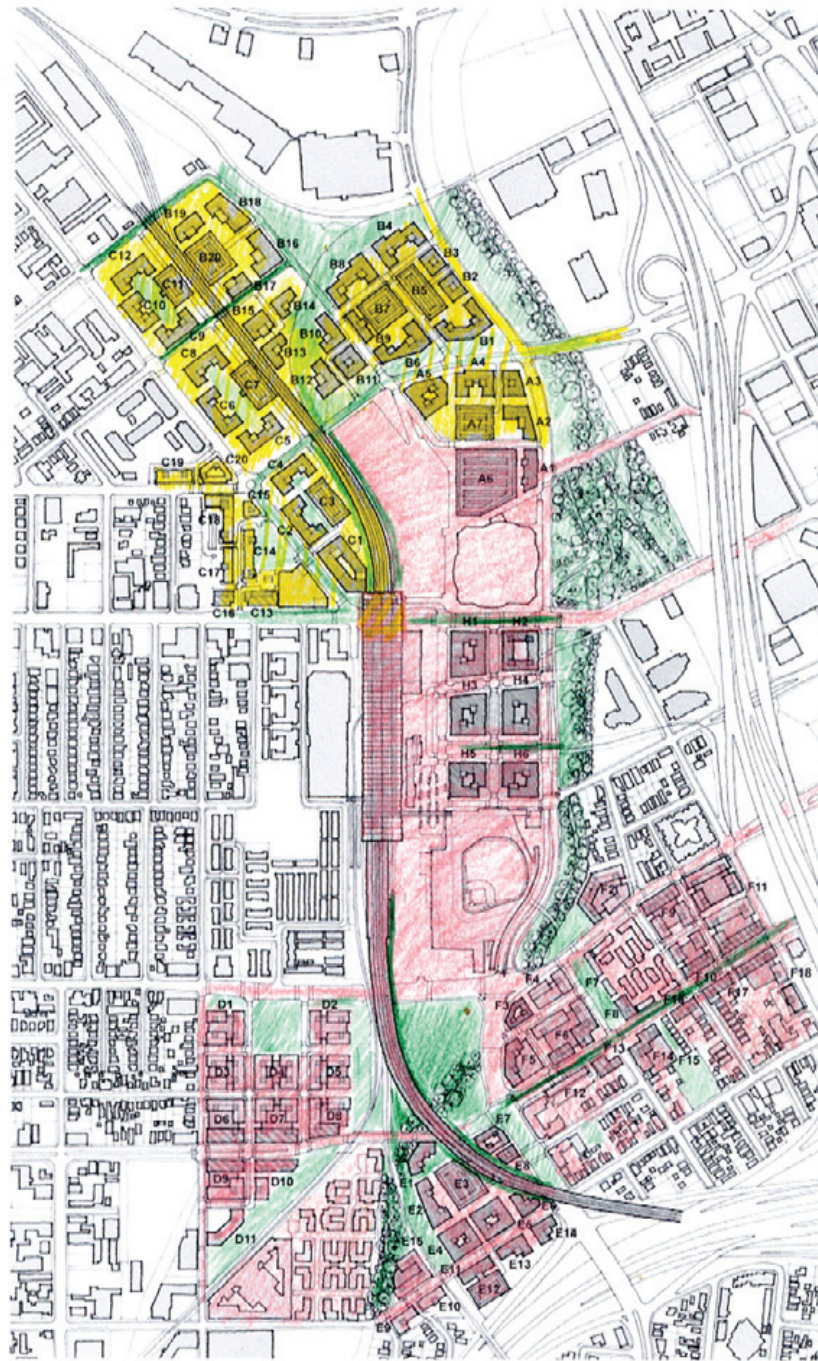
The long-term vision for the Diridon Station Area is to be a lively and engaging part of downtown defined by its dynamic and sustainable built and natural environments with a character that is manifest by art, architecture and an aesthetic approach to infrastructure that is integrated into its surroundings.

## 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.

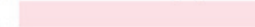
### Guiding Principles

- 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.

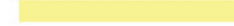


At the Crossroads  
Diridon Art Plan

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. It’s 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



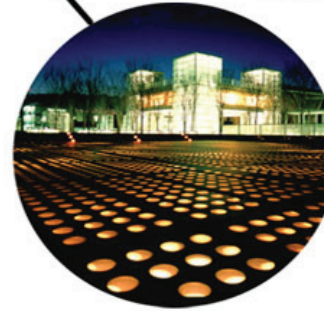
Transportation



Entertainment



Sports



Gathering





# OF INNOVATION

