

"If the ARTs be the root of EAST VILLAGE, play on."

The ARTs, central in our daily living and anchor our humanity, evoke our emotions and senses through various means of expressions. Art touches upon various systems of lines, shapes, and forms, found in urban context of industrial surfaces with spray-painted graffiti arts, and in exclusive high art exhibitions in museums and galleries. While two-dimensional arts are appreciated in drawings, paintings, literature, and prints; three-dimensional arts such as sculptures and installation breath life onto the surface; and fourth dimensional arts celebrate film, music, and architecture along with time. The NEW ART DISTRICT, while situated on a former industrial warehouse district for local artists, is anchored by the new multi-generational, European-scale sustainable development that breath life into East Village. The NEW ART DISTRICT in East Village proposes the creation of over 1,500 new jobs and strives to be a catalyst that attracts all generations and backgrounds to live, shop, and work. The project is unified by a central art park, and subdivided by four art-themed sub districts, each with its own art-themed pocket park: Jackson Pollock, Andy Warhol, Normal Rockwell, and Georgia O'Keefe. American art is the linkage across the site in addition to cross generational and cultural celebration.

EAST VILLAGE, SAN DIEGO

ART ATTRACTIONS

- Around existing substation: Monolith stone pieces are used and set vertical to serve as large-scale canvases for local artists to exhibit/paint/print art work.
- Along Jackson Pollock Promonade: outdoor sculptural garden along the 'riverwalk' canal. Printed artwork displayed on the surface of local retail store walls. - In main Art District Central Park: Sculpture and outdoor exhibition spaces for community and local artists.
- At Art Galleria: Outdoor performance arts and gathering spaces, sculptural display, outdoor movie screen for advertisements visible from the freeway and artwork display.
- At Norman Rockwell Park: Local artists work dedicated to Veteran's and the Marines in San Diego.
- All park plazas hard pavings have the patterns of art.



ART SUB-DISTRICTS

Pedestrian and bike friendly.

canal and meandering park..

- Four to six story mixed use low to with neighborhood retail stores such

and wine bars at ground level. - The promenade encourages outdoor activities along the artificial - New mix-used development

development that comprises of residental and gound floor retail

occupants ranging from single and veterans as a multi-genera- that is shielded by tall art mural tional and cultural neighborhood. walls.

- The Art Galleria is an icon that - Located at the heart of the anchors East Village in both retail project. and community exhibition spaces.

- The Galleria comprises of multiple retail and event spaces: professionals, students, family, - Situated across local sub-station exhibition and event halls, small - Locally owned small retail busicinema and stage theater, fashion nesses. show rooms, botique retails, art galleries, a bookstore, restaurants, - Open and green spaces and

cafes, and medium size retail

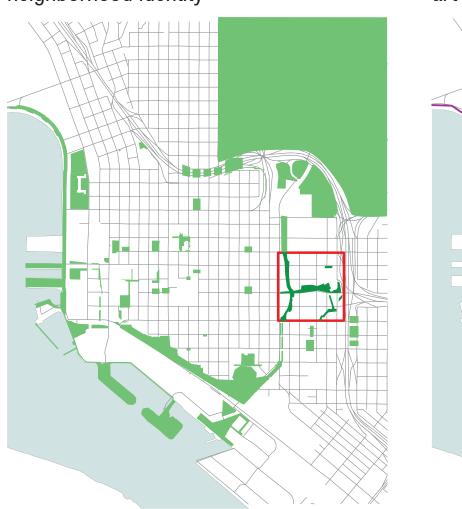
 Surrounded by traffic calming cobblestones and framed.

breathtaking terminating vista on the Art Galleria.

existing art related areas local art galleries & muesums art & culture link

neighborhood identity

fault line & landscape





proposed parkings



view east toward Art Galleria





FUTURE PROPOSAL

Expand East Village Art District neighborhood West and South toward Gas Lamp District and Marina. Extend Trolley line and Street car route proposal in addition to bicycle lane from Balboa Park toward Marina.
Connect Art District with a pedestrian bridge across freeway to neighborhood East of I-5

Pedestrian friendly. Future trolley route proposal. LEED ND certification. green roofs, solar panels, permeable pavements and material recycled on

- Water harvested in the canal for greenway irrigation during dry season.

