

# A1

Activation and Programming Plan (Public Space)

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### PUBLIC SPACE ACTIVATION AND PROGRAMMING PLAN

Protea Waterfront Development has formed an alliance with Community Arts Resources (CARS) to define a programmatic framework for the new Downtown San Diego waterfront district, Seaport. CARS will call upon its twenty-five plus years of cultural and community programming and extensive network of Southern California artists, presenters, cultural and community institutions and funders to dissect the multitude of programming opportunities that could come to life throughout the new district's public realm on a daily, weekly, monthly and seasonal basis. We will assess the cultural and community programming landscape throughout Downtown San Diego and the City at large to identify a calendar of events, festivals, markets, activities and daily uses that complement, rather than compete with, existing public spaces and performance/event venues in the area.

CARS will also explore programming strategies of successful parks and public spaces across the globe, identifying permanent uses, recurring activities, temporary events and public art programs that could translate throughout Seaport in an organic way. We will develop a programming model that allows different scales of programs to co-exist. These range from lower impact, community-focused activities that take place daily or weekly, to more resource-intensive, signature events that help to define Seaport on a national and international level.

To bring this multi-pronged model to life, we will identify strategic programming and funding partners across the San Diego region that see the exciting potential that exists with this new waterfront district.

#### **Programming Task:**

*Assess the public programming landscape throughout Downtown San Diego and the city at large, identifying new and synergistic opportunities for Seaport.*

*Explore and examine programming and marketing strategies of successful public parks and waterfront open spaces across the globe, to define and establish a relevant approach for Seaport.*

*Curate an annual calendar of events, festivals, markets, activities, programs and daily uses that complement existing Downtown public spaces and performance/event venues. Identify strategic programming and funding partners across the region that can help bring this calendar to life.*

With these partners, we will curate a schedule of programs that works 365 days of the year. This will bring a daily rhythm to the district that is inviting, inclusive, distinct, and fun for both locals and visitors alike.

The programming model will both activate the new district throughout the day, week, month and year, and assist in branding Seaport as an inclusively diverse and exciting place to be – a public destination that is as dynamic and unique as the city in which it lies.

Possible programming ideas for the four main Public Realm zones of Seaport include:

#### **1. PACIFIC PROMENADE**

- Passeggiata along the Promenade: weekly evening strolls along the waterfront – the place to see and be seen!
- Curated street performers staged along key segments of the Promenade.
- Picnic and Movie Night at Ruocco Park: utilize the mobile floating stage and create a casual evening hangout.
- Fitness and Wellness Circuit: Incorporate landscape and design elements along the promenade, such as a rubberized track and parkour course, to tap into a larger fitness loop and create an outdoor gym.
- Curated food and coffee carts featuring local vendors along the entire Promenade.

#### **2. PACIFIC PLACE AND PIAZZA**

- Weekly Sunset Concerts at Pacific Piazza: small scale live musical performances looking out over the Harbor.

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- Larger Laser/Hologram Shows at Pacific Piazza using floating mobile stage.
- Additional movable seating throughout to allow restaurants to spill out on to the Piazza.
- Local vendor kiosks throughout Piazza.
- Friday Night Happy Hour/Beer Garden for the after-work crowd
- Public Seasonal Holiday Celebrations: Christmas Tree Lighting and Menorah Lighting
- PCH Festival: Annual public festival celebrating the beauty and culture of the California coastline.

#### 3. KETTNER CONNECTION - The Big Bay Park Experience.

- Rather than heavily programming this zone, we will ensure that street and plaza infrastructure are designed to be physically flexible to host outdoor events and spillover educational programming from school to the north and the Odyssey San Diego Aquarium and Wellness Park to the south.
- Activity Center/"Outfitter" at Wellness Park: a central hub for checking out workout gear, locating a bike share center, and meeting up for classes in the park.

#### 4. DISTRICT CORE

- Monthly Night Markets/Food Fairs: an event to highlight fresh seafood and local chefs with open air marketplaces. A chefs' stage built into street façade architecture could host a chef-cooking demo to shoppers.
- Annual Holiday Market: Artisanal art and craft fair featuring San Diego's locally made goods, holiday food vendor carts, and performances.



#### Management, Maintenance, Security and Programming

Public spaces that thrive are well-organized institutions with empowered decision-makers behind every detail, from developing strategic partnerships and planning iconic civic events to managing cleaning and maintenance schedules to ensuring appropriate on-site security. In light of Seaport's symbolic importance and unique potential, the physical design alone cannot ensure the success of its public realm. Moreover, the new district's programmatic model is only as strong as its governance structure. Strategic management, reliable funding, marketing, maintenance and security are all critical elements in developing and presenting a successful series of programs, no matter the scope and scale of the activity or event.

Alongside the development of an innovative programming model, Protea Waterfront Development in alliance with Community Arts Resources (CARS) will explore a wide variety of governance and operational structures for Seaport's public realm. Our team will look to best practices in park and public space governance, management and operations. We will survey a handful of successful, highly programmed public spaces across the country to evaluate their management and staffing models and cull lessons learned and best practices from these established sites.

CARS, having gone through a similar research process to develop recommendations for the management of LA's Grand Park, are intimately familiar with the intricacies that exist among different public spaces and will work with our team to develop a governance structure and operational model that fit the unique characteristic and needs of this new San Diego public amenity, Seaport.