Print Public invites resident artists to create place-based public art that engages neighbors and enlivens the San Pablo Ave. corridor.

For the program starting in 2015, Print Public seeks guidance to:
1) deeply root the work of resident artists in the concerns and interests of the local community
2) present public art creation as an opportunity for neighbors to build community identity and engage in local political processes

Print Public was conceived as a collaboration between Kala and the University of Berkeley’s Department of City & Regional Planning as an arts-integrated approach to urban planning and community activation.

Print Public 2.0 | GOALS

- Determine potential partners
- Reach a diverse audience
- Help promote a sense of place
- Locate vacant sites
- Measure project success
- Strengthen neighborhood identity
- Reach a diverse audience
- Help promote a sense of place
- Locate vacant sites
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- Strengthen neighborhood identity

**APPROACH**

We recommend that Print Public artists pursue a tactical urbanist approach to creative placemaking – an agile approach to community building through small-scale, experimental projects and interventions.

FOCUS AREA
San Pablo Avenue from Dwight to 57th Street, at the intersection of Berkeley, Emeryville, and Oakland.

Team: Mark Duralde / Zach Foote / Youwon Hwang / May Bartlett
Instructors: Nicola Szibbo / Justin Keaman / Sonia-Lynn Abenojar / Eric Anderson

Kala Art Institute, founded in 1974, helps artists sustain their creative work over time through its Artist-in-Residence and Fellowship Programs, and engages the community through exhibitions, public programs and education.
What is Creative Placemaking?

Many creative placemaking projects are larger scale, integrated development programs.

**Irrigate,** Saint Paul, MN  
**Actions:** Trained 600 artists in placemaking and collaboration, supported 120 placemaking projects along the Green Line during construction  
**Actors:** Springboard for the Arts, Twin Cities Local Initiatives Support Corporation, City of Saint Paul  
**Outcomes:** Not measured

**Gordon Square Arts District,** Cleveland, OH  
**Actions:** $30 million fundraised for renovation of two theaters and construction of a new theater; new streetscapes, signs, and parking  
**Actors:** Cleveland Public Theatre, Near West Theatre, Detroit Shoreway Community Development Organization  
**Outcomes:** 100,000 yearly arts events attendees, estimated more than 75 new businesses attracted

**Trimet Public Art Program,** Portland, OR  
**Actions:** $1.2 million from the recent Interstate MAX development’s $350 million fund devoted to public art, formation of autonomous ‘Arts Advisory Committee’  
**Actors:** TriMet (Portland public transit)  
**Outcomes:** After Trimit’s first public art program in the mid 90s, the Federal Transit Administration began encouraging regional transit agencies to include artists in all projects

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### Print Public 1.0 | HIGHLIGHTS

- **Communities’ Crossing**  
  Improvisational dancing and storytelling; interactive website examining ‘Klinkerville’ history.

- **Advice from my 80-year-old self**  
  Quotes from local residents displayed on murals.

- **Swan Songs**  
  Art installation incorporating culturally diverse songs collected from community members.

- **Points of Interest**  
  Print-based neighborhood scavenger hunt.

- **People Power**  
  Political banners based on historical and personal narratives.

- **Well, Being**  
  Group walk through a local garden focusing on mindfulness.

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In the first two years of Print Public, artists produced temporary, small-scale works and events.  
We believe Print Public could be better defined as a tactical urbanist arts program than a full-scale placemaking program.
What is Tactical Urbanism?

“The development of human settlements has always included, if not required, incremental and self-directed action aimed towards increasing social capital, commercial opportunity, and urban livability. In many developing cities and countries, this remains the only way forward.”

- Tactical Urbanism Guide

Embracing a tactical urbanist approach to placemaking will set Print Public apart from other public arts programs, and encourage its artists to explore projects that more directly experiment with the design of urban space.

Tactical Urbanist Placemaking

Open Streets
Actions: Streets are temporarily closed to car traffic and devoted to bicyclists and pedestrians
Actors: City departments, politicians, advocates, nonprofits

Guerilla Gardening
Actions: Residents garden on public or private land without permission
Actors: Activists, neighborhood advocates

Intersection Repair
Actions: Intersections are painted to create informal gathering spaces -- neighbors often further enhance the intersections
Actors: Neighbors, community organizations, home owners associations

Parklets
Actions: Street parking spaces are converted into small parks/gathering spaces
Actors: Advocates, city departments, community organizations

Source: Tactical Urbanism Guide
San Pablo Avenue has always been a **central traffic corridor**. As a result, there are few communal gathering places for residents in the surrounding area.

In recent years there has been a shift to **higher priced rental housing developments**, presenting both a challenge and an opportunity to **connect new and old communities**.
Community Snapshot (data from 4 Census Tracts)

<table>
<thead>
<tr>
<th>Census Tract A (4233)</th>
<th>Census Tract B (4220)</th>
<th>Census Tract C (4240.02)</th>
<th>Census Tract D (4008)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td><strong>Race</strong></td>
<td><strong>Median Income by Race</strong></td>
<td></td>
</tr>
<tr>
<td>Under 18 Years</td>
<td>Under 18 Years</td>
<td>Under 18 Years</td>
<td>Under 18 Years</td>
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<td>18 to 34 Years</td>
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<td>35 to 54 Years</td>
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<td>55 to 74 Years</td>
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<td>75 Years and over</td>
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</tbody>
</table>

Census tracts A and D, which have seen more development in recent years, have less racial and income diversity than census tracts B and C.
A Shifting Community

Rental prices and median income in the area have increased significantly in the last decade.

While total population and renter rates have remained relatively level, rent as a percentage of income has not increased substantially.

This suggests that lower income renters have moved away from the area as wealthier renters have moved in.

Future Development

New developments like The Higby will likely cause a shift away from family households, which currently account for 66% of households in the area.

The Higby
98 unit mixed-use housing development
SE Corner of San Pablo and Ashby
80% of units are 1-2 bedroom
20% of units are 3 bedroom
A Word From the Community

I have opinions regarding my neighborhood that aren’t being heard:

- Strongly agree: 6%
- Agree: 29%
- Neutral: 41%
- Strongly disagree: 24%

I feel that I interact with my neighbors:

- Less than average: 22%
- Average: 28%
- More than average: 50%

I feel that I know my neighbors:

- Yes: 17%
- No: 28%
- Not sure: 55%

I have been a resident of this area for:

- Less than 1 year: 13%
- 1-5 years: 16%
- 5-10 years: 16%
- 10-20 years: 16%
- More than 20 years: 10%
- I am a visitor to the area: 37%

The most important amenities in the area to me are:

- San Pablo Park
- Churches
- Trees
- Local art and galleries
- Unique businesses
- Diverse people

I hope people visiting this neighborhood for the first time will notice the:

- Gardens and greenspace
- Variety of authentic grocers
- Quiet neighborhoods
- Local art and galleries
- Unique businesses
- Diverse people

I would enjoy doing the following activity:

- Paint
- Read
- Listen
- Lead an activity
- Dance
- Run

Team: Mark Duralde / Zach Foote / Youwon Hwang / May Bartlett
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UC Berkeley [In]City 2015
Transforming vacant lots into vibrant community sites will give people a place to gather and lead to a stronger pedestrian presence on the street.
Whether it’s a business, nonprofit, or arts organization, each one has a unique clientele that can be reached through tactical urbanist placemaking projects.
Framework for Tactical Placemaking

TACTICAL PLACEMAKING

URBAN DESIGN

COMMUNITY PARTICIPATION

SUSTAINABILITY

NEIGHBORHOOD IDENTITY

How might this look?

Yard Tour
Walking tour of area homes and businesses displaying Print Public artwork.
- ‘Reclaimed Setbacks’ – use lawn space for installations and gardening
- Increase interactions and give residents the power to create a sense of place

Rotating “Print Public Plaza”
Artists design a temporary, ‘mobile’ plaza to activate various vacant sites.
- Bring life to dead space by giving residents a place to interact
- Gauge demographics and participation site-by-site for Print Public 3.0

Under Construction
Fences around construction sites used as canvas space.
- Calm traffic on San Pablo Avenue
- Create relationships with developers
- Soften hardscape and build neighborhood identity

Bring Art to Schools
Introduce over 500 local children to art.
- Allow a diverse group of students to creatively express themselves
- Cover graffitied walls
- Beautify space near busy bus stops

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UC Berkeley [In]City 2015
Evaluating Success

What to measure:

- Number of Kala newsletter signups
- Website hits
- Number of news and social media posts
- Number of people in attendance
- Determine peak hours
- User behavior and duration (how many people are participating vs. observing, passing through vs. stopping)
- Differences in reception – conduct similar projects in multiple areas
- Demographic info from attendees
- Number of business partners
- Increased revenue for businesses
- Number of jobs created

How to measure:

- Intercept Surveys
- Participant Counts
- Web Analytics
- Video Recording
- Art that Represents or Gathers Data

How might this look?

“Cities by Numbers” at Venice Biennale Art Exhibition

- Approaching city/community data through art
- Visually represented population densities through tower sculptures
- Potential to gather input and data through art exhibits

Using a Unique Instagram for Print Public:

- Promote user hashtags (#PrintRepublic, #SanPabloAve...)
- Display tagged feed on video wall in Kala Art Institute
- Interact directly, quickly gauge response

- 3000 Twitter followers for Kala
  Average engagement per post = 1

- 650 Instagram followers for Kala
  Average engagement per post = 20

Tactical Urbanism Resources