



The Placer One Art Initiative Master Plan **Executive Summary**

Commissioned by Taylor Builders
September 12, 2024

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Executive Summary

Placer One – the trailblazing 2,200-acre community Taylor Builders is developing – is founded on innovation and is coming to life through a partnership with Placer County, Sacramento State University, and Sierra College. Its thoughtful design prioritizes the environment, well-being, recreation, learning, and art and cultural opportunities.

Building on this commitment to art and its desire for art to be integral to the Placer One experience, Taylor Builders commissioned this public art and artistic infrastructure plan to provide a roadmap for how art can shape the community from the start. This plan takes advantage of the rare opportunity to integrate public art and artistic infrastructure into the planning stages of a new community. Considering

both permanent and temporary public art installations, artistic streetscape furnishings, and wayfinding, this plan provides a holistic approach to ensuring that art is both the backbone and the heart of the community.

This plan gives shape to the Placer One Art Initiative and will guide Taylor Builders' work commissioning and purchasing public art, artistic infrastructure, and wayfinding elements. Over time, the results of the Art Initiative's work will become a reason people choose Placer One as their home, business location, and/or destination. The plan is also meant to be a resource and source of inspiration for others contributing to the development of Placer One in the future as the community grows.

VISION

At the heart of Placer One's shared spaces will be a network of high quality public art and artistic infrastructure. Art will express and create meaningful connections between and among people and places, facilitating and promoting interaction, exploration, and community connection; enhancing quality of life for residents and visitors; and supporting the foundation of this unique, thoughtfully designed place.

GOALS



GOAL 1

Create a lively, energetic, creative, and engaging sense of place and identity that is unique to Placer One.



GOAL 2

Support Placer One's sense of community by promoting exploration of its shared spaces and interaction among people in these spaces.



GOAL 3

Celebrate Taylor Builders' passion for and commitment to the arts and placemaking, while paying homage to Eli Broad's legacy of supporting access to the arts and learning, by integrating art into everyday spaces and creating a series of publicly accessible art experiences in Placer One.



GOAL 4

Engage in meaningful partnerships with Sacramento State and Sierra College to create a strong, lively connection between the community and campus and to develop opportunities for students, faculty, and alumni to participate in public art projects.



GOAL 5

Promote and support local artists.



GOAL 6

Celebrate the culture and heritage of Placer County.

OPPORTUNITIES

The Placer One Art Initiative proposes four typologies of public art and artistic infrastructure projects to integrate public art into a variety of public places and ensure that art is a valued asset throughout the Placer One community.

LANDMARK PROJECTS

Landmark projects will mark entrances to Placer One and transitions between neighborhoods and different types of places within the community. They will be located at important crossroads and will serve as gateways, welcoming people and guiding residents and visitors through the community. Landmark projects are recommended for the Welcome Center, University Village Drive and Town Center Lane, and/or other key entrances. Also included in this category are smaller scale landmarks in the form of a series of artworks to be incorporated into the monument markers at entrances to the Villages.



*Gentle Breeze by Matthew Mazzotta, 2021
Boise, ID, photo by Gabe Border*



*Vessels by Nicole Kistler, Commissioned by
Seattle Public Utilities 1% for Art*

CONNECTOR PROJECTS

Connector projects will enhance people's experiences of the network of shared spaces that form the heart of Placer One – the paseos, parks, and sidewalks where the small, but important interactions of daily life happen. Connector projects will help people form meaningful connections to each other and Placer One. They may include projects such as a Transit Shelter Poster Art Program, small sculptural artworks along the paseos, and community workshops to decorate the Little Free Libraries.

PARKS PROJECTS

Parks projects will support the intended uses and themes of Placer One’s many parks, providing additional amenities to park users and creating distinctive elements that express the community’s commitment to art. They may include ping pong table painting, parkour course painting, perforated patterns for the overhead shade structures, banners for light poles, and a potential future sculptural water harvesting project.



Urban Rain by Jackie Brookner, 2008, Roosevelt Community Center, San Jose, CA, photo courtesy of The Estate of Jackie Brookner.



Placer One Trail Head Wayfinding Sign Rendering from the Placer One Wayfinding, By Graham Projects



Placer One Transit Shelter and Backed Bench Renderings from the Placer One Street Scope Furnishings, By Graham Projects

ARTISTIC STREETScape ELEMENTS

A set of recommended customized artistic streetscape furnishings can be used throughout Placer One’s public spaces. These elements creatively evoke Placer One’s brand and identity and, together with the public art, will serve to distinguish Placer One as a unique, creative community with a strong sense of place. These customized streetscape furnishings include benches, litter and recycling bins, bike racks, kiosks, Little Free Libraries, bird and insect hotels, and bus/transit shelters.

WAYFINDING

The Placer One wayfinding uses signage to orient, direct, and inform users across a range of spatial perception; from car drivers to people on bikes, to people walking. The palette of signs is designed to allow expansion and modification as needs change and new destinations emerge. Placer One’s visual wayfinding blends natural materials and textures with coated metal to create a contemporary aesthetic with a nod to the development area’s previous use as a ranch.

IMPLEMENTATION RECOMMENDATIONS

In addition to commissioning and purchasing artworks and artistic infrastructure as recommended above, Placer One will need to respond to new opportunities as they arise. The plan provides tools for evaluating future opportunities, as well as step-by-step processes for selecting artists and artworks and managing projects.

FUNDING

Art will be funded through marketing-related revenue generated by home sales. As Placer One nears build-out, an alternate source of funding for additional artwork and ongoing programming will need to be sought, and responsibility for programming and funding will need to transition to another entity. The local Community Facilities District (CFD) can be used to fund maintenance and conservation of the artworks located in public areas in an ongoing capacity.

STAFFING

Taylor Builders intends to work with Blue Line Arts or another non-profit arts group to fund a part-time position that is dedicated to managing community-based public art projects and programming for Placer One, as well as overseeing maintenance and conservation of the collection. In addition, Taylor Builders may hire a public art consultant to identify artists or artworks for larger scale projects, manage these projects, and provide recommendations for programming. A public art consultant can also work with staff at Blue Line Arts or another non-profit arts group to support the Art Initiative, as a whole.

PARTNERSHIPS AND STRATEGIC RELATIONSHIPS

The Art Initiative should form strong partnerships and strategic relationships to help support its work. Partnerships can take many forms including financial partnerships to help share the cost of projects and broaden funding opportunities and administrative partnerships that can bring expertise managing projects and share the administrative workload.

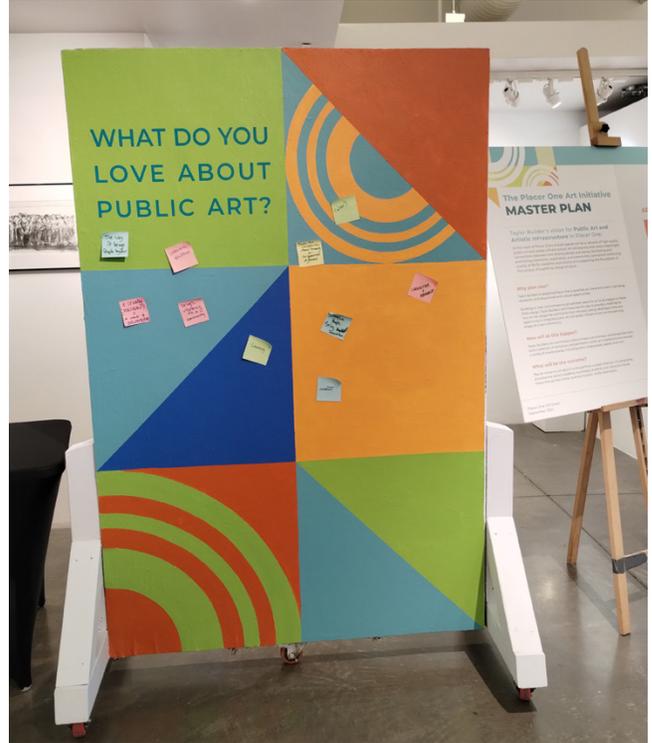
Taylor Builders should continue to build on its strategic relationships with organizations, such as Blue Line Arts and local educational institutions, to access their networks of artists and work together to further support the arts ecosystem in the region by creating opportunities for artists. Taylor Builders should also foster relationships with other developers and builders in the Placer One project to encourage them to be a partner in the vision of this plan and to create more opportunities for artists and commission projects.

COMMUNICATIONS AND ENGAGEMENT STRATEGIES

An effective communications strategy that clearly conveys Taylor Builders’ public art and artistic infrastructure vision and mission will be key to the success of the Art Initiative. The plan recommends key strategies for engaging with current and future residents and developers who may have an interest in investing in public art. Included are specific tools to use for Art Initiative-wide communications, as well as project specific communications, focusing on sharing that public art is an essential element of life in Placer One and raising awareness about Taylor Builders’ work to design a unique and creative community.

COLLECTION MANAGEMENT

As the Placer One Art collection grows, the Art Initiative will need to keep accurate and current records about each artwork and maintain and conserve artworks to ensure they remain community assets. The plan provides best practices regarding routine maintenance and conservation, as well as recommendations for how to handle deaccessioning artwork, when needed.



*“What do You Love About Public Art?”
Community engagement mural for Placer One stakeholder event, 2024, By Graham Projects*



*“We Lift Each Other Up By”
Interactive art at Sacramento State University*



ANTICIPATING FUTURE NEEDS

As the community grows, the Art Initiative will grow with it. The plan provides guidance on evaluating gifts and loans of artwork that may be offered to the community in the future, as well as factors to consider if community members propose monuments or memorials for public spaces in Placer One.

Finally, the Plan recommends that special consideration be given to planning for public art and artistic infrastructure in the Town Center and in future parks throughout Placer One. Before the design of the Town Center begins, Taylor Builders should consider hiring a public art consultant to develop an area specific plan that will identify the best locations and opportunities for publicly accessible art and artistic infrastructure and public art programming in the Town Center. As part of this planning effort, Taylor Builders can encourage future builders and businesses to support and participate in the growth of the Art Initiative. A Town Center area specific plan should contemplate developing design guidelines that include requirements for publicly accessible art in spaces that are publicly owned as well as privately owned. Similarly, early in the design process for future parks in Placer One, Taylor Builders should hire a public art consultant to work as a part of the design team to identify the best public art opportunities in each park.



*Naomi van Doren, 2023, Emeryville
Art in Public Places Program
Photo courtesy of Amber Evans*



*Seasonal Turn by Graham Coreil-Allen, Graham
Projects, 2021, Baltimore, MD
Photo by Graham Coreil-Allen*

CONCLUSION

Through the Placer One Art Initiative, Taylor Builders is setting a new precedent for master planned communities. They are raising the bar by including art and artists in the beginning phases of design to ensure that art is at the heart of the community. This Plan provides a blueprint for engaging artists to create a community that, over time, will become a destination for live, work, play and education that is uniquely Placer One.