PUBLIC TRANSPORTATION BENEFITS

In the US, public transportation is a crucial part of the solution to the nation’s economic, energy, and environmental challenges, helping to bring about a better quality of life.

Benefits of public transportation:

- Personal mobility and freedom for people from every walk of life to enhance individual opportunities.
- Options to get to work, attend school, visit friends, or go to a doctor’s office.
- Access to job opportunities for millions of Americans.

Economic benefits of public transportation:

- Main Street Station will increase economic activity in downtown Boise.
- Economic activity equals increased income tax and sales tax revenue that is redistributed throughout the state.

Growing use of public transportation in the Treasure Valley:

- In fiscal year 2018, Valley Regional Transit (VRT) provided 1.46 million trips in the Treasure Valley, a 34 percent increase from 2005.
- Intercounty bus service between Ada County and Canyon County has grown by 106 percent since 2006, its first full year of operation.

SITE CONTEXT MAP

Downtown Boise, Idaho

The Grove

N. 8th Street

VRT pedestrian entrance

US Bank Plaza

The Egyptian

Capital Boulevard


guiding principles for artists

Think scale and user experience. Consider artwork viewed from a distance and up close. Ask how pedestrians, bike, and bus experiences differ.

Design functional art, incorporate water fountains, bike racks, recycling stations, bus stops, bus route maps, wayfinding, seating, etc., into art installations.

Include temporary art installations that will add vibrancy to the streetscape.

Look at opportunities to educate the public with art installations. The history and future of transit can be addressed here.

Consider all surfaces. Ceilings, floors, walls, waiting areas, ramps, escalators, columns, stairs, elevators, connections to other areas of the Greenbelt Guidance. The Grove and greater downtown should be considered. Even buses themselves can be a canvas, inside or out.

Mix up materials. Evaluate mosaic, paint, glass, metal, bronze, steel, tile, vinyl, ceramic, high pressure laminate, and the list goes on. Artists are encouraged to play with texture, variation, sound, lighting, color, material, optical illusion, graphics, and interactive experiences, while keeping the station user-friendly, safe, and inviting.

Be aware of temperature variations. While the upper and lower spaces of the terminal are mostly enclosed, they are not separated from the temperature fluctuations and humidity of the outdoors. The bus ramps are open air, allowing outdoor temperatures and conditions to affect the station’s interior throughout the year. UV rays are not a concern for indoor installations.

Let’s celebrate the vibrant, unique energy of Boise!

INSPIRING EXAMPLES

- Model: Future Liquid Celulose by Jeff Pelletier, Senior 12
- Temporary Painting by unknown, Seattle: WA: Living & Outdoors. This is an interactive way to make the ordinary even more special.
- The Art of Found Objects, Portland 16: Photo to Sculpture, Mixed Media: Steel, Wood, and Clay Masterpieces. Taking found objects and turning them into art forms: adding gesso to this object.

PUBLIC ART STATION CENTER

Public Art: Where should it go and who should it look like in the new downtown Boise transit center?
Art woven into the fabric of everyday life can make the transit experience stimulating and elevate the ordinary to unusual and beautiful.

**ART PLAN GOALS**

- Enhance the VRT rider experience
- Encourage a friendly and engaging environment that adds to the vitality of downtown Boise
- Infuse a joyful spirit
- Bring art to the public and provide access to art for all
- Keep the transit area bright and safe
- Reflect the community voice
- Reinforce functionality and wayfinding

**PUBLIC ART**

Public Art describes artworks placed in public spaces and locations frequented on a daily basis. Boise can take on a wide range of forms: install sculptures, mural, integrated architecture, or landscape art. Boise's community art, digital media, and even public performances of festivals. Size, scale, and permanence can vary.

This plan encourages a creative work created in collaboration with the community, reflecting the culture and values of Boise it is created for.

**RECOMMENDED PROJECTS + ART INSTALLATIONS**

Projects are listed in order of priority in three phases. Italic dollar amounts are for estimation purposes.

**PHASE ONE** To be completed upon building move-in date

1. **STAIRWAY WALL INSTALLATION** Reflects the past and future of transportation and sets the tone for the entire facility. $25,000 - sandblasted mural / $40,000 structural wall
2. **T4 TRANSPORTATION COLLAGE** Toy and model cars, buses, bikes, trains, planes, etc., collage to read “Keep Moving People”. $15,000
3. **MARKERS 6 AWNINGS** Tiled wayfinding with greenshadow and related awnings and lighting that cast shadows, $50,000 flooring sheets / $7,000 awnings
4. **ARTFUL BRANDINGS** VRT logo composed of unusual materials, including scrap bus parts, $500 - $5,000 each, 4 locations
5. **INTERPRETIVE HISTORY PANELS** Honor the history of Boise's interurban and streetcar system with an interpretive display, $30,000
6. **MURAL SERIES** Large scale, annually rotating series, subject matter: Petroglyphs of bus riders, details of Boise leaves, underwater photographs of the Boise River, STUCO
7. **ENTRY DRAMA** A signature welcoming feature that could be a hanging installation or applied to the glass, $15,000
8. **SUSPENDED INSTALLATION** Grand scale installation that adds color, texture, and drama to the ceiling at the base of the stairs. Consider kinetic and/or technology-based interactive installations, $10,000

**PHASE TWO** Installations intended for after construction

1. **WAITING ROOM INSTALLATION** Walls, ceiling, or floor sculptures / panoramas are accessible. This room is a blank canvas for art. $8,000
2. **ENTRY EXPERIENCE** Installations that convey, “you have arrived. One option: The words “Bus” rendered sculpturally on a lightbox, $10,000
3. **UNIQUE SEATING** Incorporate playful seating to select areas, $4,000
4. **RAMP MURAL** Playful graffiti-styled mural, $4,000

**PHASE THREE** Installations intended for after construction

1. **HANGING INSTALLATION** Delight the public with an element of surprise (glass blown spacers, or people surfing on a giant native tree leaf for example), $15,000
2. **ELEVATOR ENTRY WALL** Appliqued artwork could relate to $13, a hanging installation, $3,000
3. **LOW ART** Just for kids to experience, at a fitting scale, $4,000
4. **HIGH SURPRISE** A tucked-away detail to contrast with other large scale installations, $4,000 - $20,000
5. **SAFE JOURNEYS** “Have a great trip” inspired illustrative treatment, $4,000
6. **GRID SYSTEM** Brackets, bars, and/or grids to affix banners, sculptures, lighting and/or installations to, bikes on a wall is an example, $4,000
7. **BIKE LANE RIBBON** Art continues inside to the bike thorough and beyond, $8,000
8. **BACK ATCHA** A reference to the Grove so the two places talk back and forth, this could be a telescope or reflecting landscape river patterns for example, $4,000
9. **ART ON GLASS** Tie in departure and arrival to art on the bus, $9,000
10. **END PANEL ART** Large vertical photographs to mark the space, $4,000

**FUNDING** Funds have not been specifically allocated for projects yet. Possible funding sources are VRT, CCOC, Boise City, community initiatives, and other public and private sponsors.

**KEY** Project dots relate to the organizing color palette

- LOWER LEVEL orange dot
- TRANSITION LEVEL purple dot
- UPPER LEVEL blue dot

**ORGANIZING THEMES**

**TRANSPORTATION**

The theme of transportation includes anything that transports and moves people: buses, trains, cars, bikes, unicycles, bicycles, trains, maglev corrects, trikes, different transportation methods.

**ORGANIZING COLOR PALETTE**

Taking a cue from VRT’s logo, the organizing colors of the transit center blend from dark red to orange, then to purple and blue. This concept is concentrated energy in the lower level with the swirling of buses and possible oranges and reds. This motion then expands into the city as it rises by blending to purples and finally blue as lobby/ground floor level.

**CONTEXT**

VRT’s Main Street Station is part of downtown Boise’s City Center Plaza, a project that includes office, restaurant, meeting rooms, parking space, and an expansion of Boise Centre, Boise’s convention venue.

VRT’s Main Street Station will provide a central hub for buses, bicyclists, pedestrians, and other modes of public transportation. The underground transportation center will include convenient access to meet up with wrapping and surrounding riders, parking, and secure bicycles, access shuttles, and taxis, purchase bus passes and obtain information about public transportation services.

This hub will accommodate future growth of the ValleyTide system and changing trends of new generations, which may include additional bus lines, bus rapid transit, and rail service.