



## **South 8th Street District: Cultural Strategies for Placemaking and Activation**

Boise, Idaho

Capital City Development Corporation

December 2016

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## ***The Goals and Principles of the Plan***

- + To enhance and preserve neighborhood places
- + To activate the district through cultural programming
- + To provide greater visual and physical access to the district
- + To provide new landmarks and public areas
- + To provide a temporary testing ground for ideas
- + To foster partnerships among artists, agencies, organizations, and other stakeholders

## **Recommended Content and Themes for Artworks**

Artists are encouraged to engage the following:

- + The specific and localized history of the district
- + The cultural organizations within the district
- + The principle activities of district, such as, the production and dissemination of knowledge, dance, theater, education, technological development, nature, and recreation

## **Artist Opportunities**

Because of the range of project scales, timelines, and longevity, there are opportunities for wide range of artists, from new, local, to intermediate, regional, to national.

## **Administrators' Responsibilities**

The plan recommends establishing an agency administrator, or contracting a programming organizer on an event by event basis, for the execution of the proposed works. Several works are opportunities for the development of partnerships among agencies, local organizations and institutions, as well as stakeholders within the district.



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# Creative Crossings



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Saint Louis Symphony Crosswalk, St Louis, MO



Painted Intersection, Portland, OR



Painted Curb Extensions, Austin, TX

## Creative Crossings

### Sites

South 8th and Myrtle, Fulton, and River Streets  
 Capital Boulevard and Myrtle, Fulton, and River Streets  
 South 9th and Myrtle, Fulton, and River Streets  
 South 11th and Myrtle, Miller, and River Streets  
 Ash and Miller and River Streets

### Program

3-10 Year Rotations of Artistic Painting of Intersections

### Materials and Infrastructure

Non-solvent based paint and thermoplastic paint

### Budget

\$3,000.00 - \$10,000.00 each

### Timeline and Duration

Immediate to mid-term (See 3 Priority Infrastructures)  
 Non-solvent paints will last 1 - 3 years  
 Thermoplastic paint 4 - 8 years

### Administration

CCDC and Boise Department of Arts and History in coordination with  
 ACHD, ITD and local organizations, property, and business owners.

### Narrative

An artist designed collection of painted intersections and/or crosswalks for the South 8th Street neighborhood, The Creative Crossings project will contribute to the identity of the district. These intersections, will also facilitate pedestrian and bicycle visitors by providing inviting, fun and highly visible crossings.



# Simplot Alley



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Umbrella Sky, Agueda, Portugal



Small Wall Painting, Paris



The Belt, Detroit, MI

## Programming Simplot Alley

### Site

North-south alley between S. 8th and 9th Streets, from Broad Street to River Street.

### Program

Curated overhead temporary installations, small and medium scale murals, painted pavement, programmed events, especially theater, dance, and visual arts.

#### Temporary Installations

#### Small and Medium Scale Murals

#### Painted Pavement

#### Programmed Events

### Materials and Infrastructure

Overhead and accent lighting

Overhead wire and fasteners

Electrical supply at grade, in R.O.W.

### Budget

Overhead Infrastructure \$20,000.00

Small Scale Murals and Temporary Installations \$20,000.00 - \$50,000.00

Programming organizer - on event basis

### Timeline and Duration

Immediate to Mid-term

Duration of event: semi-permanent

### Administration

CCDC and Boise Department of Arts and History, in coordination with local organizations, property and business owners

### Narrative

Projects for Simplot Alley should be emphasize visibility and continuity with the pedestrian alley to north. Content could range from themed installations for specific events, and seasonal installations to referencing cultural programs with painted pavement patterns or small mural projects. Possible coordination opportunities for student, workshop or classroom opportunities with The Boise Public Library!, Boise Contemporary Theater, Esther Simplot Performing Arts Academy, Opera Idaho, Ballet Idaho, Boise Philharmonic, The Foothills School of Arts and Sciences.





## Landmark Project: Fulton & 8th Streets



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South Street Spring Festival, Philadelphia, PA



Oxford Street, London



Larimer Square, Denver, CO

## Landmark Art at 8th and Fulton Streets

### Site

Any of the four corners at the intersection of 8th and Fulton Streets. new construction or renovations of existing or new buildings, as well as incorporating into new festival infrastructure for both Fulton and 8th Streets, are all possible sites for a new large scale artwork.

### Program

The project should visually connect Broad and Myrtle intersections along 8th Street to Fulton and River Streets to the south. It should be understood as part of a series of landmarks: The trestle bridge, the landmark artwork at 8th and River as well as the Fulton site. A large-scale, high-visibility work will connect BoDo to the Library! and river areas, helping to draw interest and entice pedestrians toward the river from Broad and Myrtle Streets.

### High visibility

Day and night presence

festival and seasonal infrastructure

### Required infrastructure

Access to city power source

### Budget

\$50,000.00 - \$100,000.00

programming organizer - on event basis

### Timeline and Duration

Immediate. Longterm,

### Administration

CCDC and Boise City Arts and History in coordination with local organizations, property and business owners

### Narrative

The project should function as infrastructure for festivals and special occasions for both 8th and Fulton Streets as well as a landmark piece marking a pulse point of the South 8th Street District.





Colorado Courtyard, Pasadena, CA



Parklet, Spokane, WA



Timpuyog Festival, Kiamba, Philippines

## **Festival Programming Fulton Street**

### **Site**

*Fulton Street from Capitol Boulevard to S. 9th Street*

### **Program**

*Street and Sidewalk Festivals*

**Pop-up Theater and Performance Stage**

**Fulton Street Food Truck Rally**

**Pop-up Parklets and Vendors**

### **Materials and Infrastructure**

*Overhead lighting, banners, canopies*

*City power sources*

*Temporary stage and seating*

*Temporary Street Paint*

### **Budget**

*\$10,000.00 overhead infrastructure*

*\$10,000.00 street and intersection paint*

*Programming organizer - on event basis*

### **Timeline and Duration**

*Midterm 5 - 10 years*

### **Administration**

*CCDC and Boise Department of Arts and History*

*in coordination with local organizations, property*

*and business owners*

### **Narrative**

*Festival events - programming themes should coordinate with locals businesses and institutions: chalk art with Foothills School, outdoor cinema with Flicks, outdoor theater with Boise Contemporary Theater, a Flea Market event with Renewal, et cetera.*





Chalk Art Festival, Denver, CO



Kids' Chalk Art Festival, Fair Oaks, CA



Nomad Cinema, London

## Temporary Cultural Programming for South 8th Street

### Site

South 8th Street from Myrtle to Anne Frank Memorial

### Program

Annual Street Festivals

- 8th Street Flea Market**
- 8th Street Children's Chalk Art Festival**
- National "Parking Day"**
- Outdoor Cinema Festival**
- Outdoor Theater Festival**

### Materials and Infrastructure

Overhead lighting, banners, canopies  
 City power sources  
 Temporary markings for stalls and/or artworks  
 Screen or wall preparation for projection

### Budget

\$15,000.00 - overhead infrastructure  
 \$5,000.00 - \$10,000.00 per event  
 Programming organizer - on event basis

### Timeline and Duration

Immediate  
 repeating, longterm

### Administration

Boise Department of Arts and History, CCDC,  
 in coordination with local organizations, property  
 and business owners

### Narrative

Festival events - programming themes should coordinate with locals businesses  
 and institutions: chalk art with Foothills School, outdoor cinema with Flicks, outdoor  
 theater with Boise Contemporary Theater, a Flea Market event with Renewal, et cetera.





## Landmark Project: 9th Street Steel Bridge

9th St Truss Bridge

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Old Northern Avenue Bridge, Boston, MA



Bay Bridge, San Francisco, CA



The Garden Bridge, Shanghai

## Lighting the 9th Street Truss Bridge

### Site

9th Street Pedestrian Bridge

### Program

Adjustable and programmable lighting for seasonal and special occasions

#### Seasonal Displays

#### Commemorative Occasions

#### Landmark Lighting

#### Festival Lighting

### Materials and Infrastructure

Programmable LED lighting system

City power sources

### Budget

\$50,000.00

### Timeline and Duration

Immediate

Long-term

### Administration

CCDC and Boise Parks and Recreation Department  
in coordination with local organizations, property  
and business owners

### Narrative

A programmable lighting system for the 9th Street pedestrian bridge will contribute to the safety and landmark visibility of this historic structure. Lighting design should address visibility from multiple points, especially the southern end of Capitol Boulevard and north from 8th and Myrtle. Setting and colors should address seasonal and holiday events as well as specific commemorative occasions.

### Budget Summary

|  |           |           |
|--|-----------|-----------|
| Priority Infrastructure - Resurfacing Simplot Alley      | 40,000    |           |
| Priority Infrastructure - Crossing at 8th and River      | 10,000    |           |
| Priority Infrastructure - Crossing at Fulton and Capitol | 10,000    |           |
| Creative Crossings (15 x 5K)                             | 75,000    |           |
| Alleys - Simplot Alley Overhead Infrastructure           | 20,000    |           |
| Alleys - Simplot Alley Art and Installations             | 20,000    | - 50,000  |
| Alleys - Capitol Alley Art                               | 30,000    |           |
| Festival - Fulton Street Overhead Infrastructure         | 10,000    |           |
| Festival - Fulton Street Paint                           | 10,000    |           |
| Festival - 8th Street Overhead Infrastructure            | 15,000    |           |
| Landmark - Steel Truss Bridge Lighting                   | 50,000    |           |
| Landmark - Library                                       | 50,000    | - 200,000 |
| Landmark - 8th and Fulton                                | 50,000    | - 100,000 |
| Events Programming - Coordination                        | 40,000    | - 80,000  |
| Total  | \$430,000 | - 700,000 |



## Priority Projects and Timeline

|   |  |                          |
|---|--|--------------------------|
| 1. Landmark - Steel Truss Bridge          |  |                          |
| LED Lighting                              |  | 50,000                   |
| <i>Timeline: early 2017</i>               |  |                          |
| 2. Intersection at Fulton and 8th Streets |  |                          |
| Creative Crossing                         |  | 5,000                    |
| Landmark – 8th and Fulton                 |  | 50,000 - 100,000         |
| Overhead Infrastructure                   |  | 10,000                   |
| Fulton Street Paint                       |  | 10,000                   |
| <i>Timeline: Spring 2017</i>              |  |                          |
| 3. Priority Infrastructures - Crossings   |  |                          |
| 8th and River                             |  | 10,000                   |
| Fulton and Capitol                        |  | 10,000                   |
| <i>Timeline: Summer/Fall 2017</i>         |  |                          |
| 4. Simplot Alley                          |  |                          |
| Resurfacing (in addition to ACHD)         |  | 40,000                   |
| Simplot Alley Overhead Infrastructure     |  | 20,000                   |
| Small Scale Murals and Installations      |  | 20,000 - 50,000          |
| <i>Timeline: 2018</i>                     |  |                          |
| 5. Creative Crossings                     |  |                          |
| Multiple Intersections                    |  | 75,000                   |
| <i>Timeline: 2017 - 2018</i>              |  |                          |
| <i>Total</i>                              |  | <i>300,000 - 380,000</i> |