South 8th Street District: Cultural Strategies for Placemaking and Activation
Boise, Idaho

Capital City Development Corporation
December 2016
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Lighter, Quicker, cheaper

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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.

South 8th Street District: lighter, quicker, cheaper
Creative Crossings

South 8th Street District: lighter, quicker, cheaper
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.
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 events: 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 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

South 8th Street District: lighter, quicker, cheaper
**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.
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 local 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.
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, long-term

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

South 8th Street District: lighter, quicker, cheaper
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**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Priority Infrastructure - Resurfacing Simplot Alley</td>
<td>40,000</td>
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<tr>
<td>Priority Infrastructure - Crossing at 8th and River</td>
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<tr>
<td>Priority Infrastructure - Crossing at Fulton and Capitol</td>
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<td>Creative Crossings (15 x 5K)</td>
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<td>Alleys - Simplot Alley Overhead Infrastructure</td>
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<td>Alleys - Simplot Alley Art and Installations</td>
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<td>Alleys - Capitol Alley Art</td>
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<td>Festival - Fulton Street Overhead Infrastructure</td>
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<td>Festival - Fulton Street Paint</td>
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<td>Festival - 8th Street Overhead Infrastructure</td>
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<td>Landmark - Steel Truss Bridge Lighting</td>
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<td>Landmark - Library</td>
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<td>Landmark – 8th and Fulton</td>
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<td>Events Programming - Coordination</td>
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**Total** $430,000 - 700,000
Priority Projects and Timeline

1. Landmark - Steel Truss Bridge
   LED Lighting
   Timeline: early 2017
   Cost: 50,000

2. Intersection at Fulton and 8th Streets
   Creative Crossing
   Landmark – 8th and Fulton
   Overhead Infrastructure
   Fulton Street Paint
   Timeline: Spring 2017
   Cost: 5,000
   Cost: 50,000 - 100,000
   Cost: 10,000
   Cost: 10,000

3. Priority Infrastructures - Crossings
   8th and River
   Fulton and Capitol
   Timeline: Summer/Fall 2017
   Cost: 10,000
   Cost: 10,000

4. Simplot Alley
   Resurfacing (in addition to ACHD)
   Simplot Alley Overhead Infrastructure
   Small Scale Murals and Installations
   Timeline: 2018
   Cost: 40,000
   Cost: 20,000
   Cost: 20,000 - 50,000

5. Creative Crossings
   Multiple Intersections
   Timeline: 2017 - 2018
   Cost: 75,000

Total
   Cost: 300,000 - 380,000