“Art is not what you see, but what you make others see.”

- Edgar Degas
Contents

Preface 1 Thematic Principles 8-21
Overview of Area 2-5 Opportunities 22-31
Neighborhood Voice 6-7 Selected Sources 32-35

A Cultural Arts Plan for Boise’s 30th Street Neighborhood by Stephanie Inman, A BOISE CITY PERCENT-FOR-ART PROJECT, November 2012.

SPECIAL THANKS to two people who were immensely helpful with this document: Karen Bubb, thank you for your creative mind, knowledge about public art, and your vision. You can take any problem and turn it into an opportunity. And Kathleen Lacey, one of the most patient and positive people I’ve ever worked with, thank you for your wisdom, grace and respectful guidance. Boise City is so lucky to have you both on staff.

Thank you to the neighborhood committee members who provided feedback on surveys, attended meetings, and gave input on everything from street naming to brainstorming public art opportunities. Your passion for your neighborhood and its future is truly inspiring. Thank you.

www.boiseartsandhistory.org
THE INTENTION OF THIS CULTURAL ARTS PLAN FOR THE 30TH STREET NEIGHBORHOOD is to identify the potential for art in the area and reveal the neighborhood's unique character.

Putting this document together has been a dream job for me. Talking to residents and organizations, gathering imagery, brainstorming ways to engage the neighborhood, and putting together a wish list of art projects — it was messy and time consuming, and I loved every minute of it.

I feel so fortunate to live in a city that values public art and invests in its identity and future. I am grateful to play a part in it.

There is a diversity and creative energy in the 30th Street neighborhood, alive with history and possibilities and on the cusp of great change. Whitewater Park Boulevard will be completed in 2014, the first phase of the Boise River Park has been constructed, and Boise's largest park, Esther Simplot Park, is scheduled for development in 2013. The neighborhood has historically housed an eclectic mix of architecture and residents, which is now becoming even more culturally diverse with an influx of varied refugee populations.

The residents I worked with volunteered hours of their time and truly inspired me with their passion and involvement. I believe their grassroots efforts will help shape and connect their community. The neighborhood subcommittee (made of neighborhood representatives and city staff) came up with image branding (see page 6) that distinguishes this neighborhood as one ready to celebrate its own unique diversity within the city of Boise. Strong working class images with a simple and unpolished – yet bold – graphic style, inspired by WPA posters from the 30s and 40s, define the neighborhood voice. This work served as the base for expanding the document.

Inside you’ll find 8 different thematic principals identified for artists to respond to, ending with a “dream list” of 15 public art projects designed to connect and celebrate the 30th Street Area.

It is my goal that this document serves as a source book and road map for artists, and anyone involved in the future of this eclectic, diverse, and energetic neighborhood.

Stephanie Inman
November 2012
What is Public Art?
Public art describes artworks placed in public spaces and places where people go as part of their daily life.

Benefits of Public Art
Exposure to the arts helps expand our thinking and encourages dialogue and creativity. Beyond its enriching personal benefits, public art helps define a community’s identity and reveal the unique character of neighborhoods. Public art helps green spaces flourish, enhances roadways, pedestrian corridors, gateways, and community parks. A beautiful way to put it: a city with public art is a city that thinks, feels and grows.

Who is this plan for and who will use it?
Artists
Developers
Community groups
Park planners
Capital City Development Corp.
Boise City Dept. of Arts & History

BOISE’S FIRST Neighborhood Cultural Arts Plan
This Neighborhood Cultural Arts Plan for the 30th Street Area identifies specific opportunities for public art to contribute to the vibrant character of the area.

The changes occurring in the 30th Street Neighborhood will have a transforming impact, creating new patterns of activity and opportunities for community reinvestment. Whitewater Park Boulevard (or “The 30th Street Extension”) itself will be a new public space – for cyclists, pedestrians and vehicles and as a gateway to Esther Simplot Park.

Public Art contributes to Boise’s unique sense of place and engages residents in the design of our built environment. This document imagines the ways public art can be incorporated into the thread of this urban neighborhood poised for growth.

The goal of this document is to identify the potential for art in the area and reveal the unique character of the neighborhood.

Where is the 30th Street Neighborhood in Boise?
The 30th Street Neighborhood is defined by the new 30th Street Extension. This roadway will be a major gateway from State Street to Fairview Avenue. This Cultural Arts Plan considers the surrounding neighborhood as shown within the orange dotted line (at right). The new road will be named Whitewater Park Boulevard with 4 lanes and median landscaping, a 2-lane roundabout, and bike lanes. The old 30th Street will be named Whitewater Park Drive and will release 27th Street, which was not designed to handle the traffic load it carries currently. 27th Street will be striped as a 2-lane roadway with bike lanes and a center turn lane, creating a more close-knit neighborhood feel.
The 30th Street Neighborhood

UNIQUE & ECLECTIC IN BOISE:

The 30th Street Area may appear “undefined”; yet when looking into this area in depth, it is incredibly distinctive. Culturally diverse, the area is unique to Boise’s generally homogenous neighborhoods with a variety of people, architecture, and worship centers. The area is home to varied refugee populations, supports a bilingual program at Whitter Elementary while Jewish, Islamic, Russian, Greek, Christian, Catholic, Basque, and Spanish influences differentiate the area. It is a true multicultural area in Boise.

LOCATION & CHANGE

Its location is unique as well, next to the river and close to downtown. This location south of the North End has some referring to it as the “SONO neighborhood”. Two parks are in development: Esther Simplot Park and phase two of Boise River Park. The area will be an important gateway/connection to downtown with Whitewater Park Boulevard, these parks, potential commercial areas, and affordable housing.

MULTICULTURAL

The 30th Street Area may appear “undefined”, yet when looking into this area in depth, it is incredibly distinctive. Culturally diverse, this area is unique to Boise’s generally homogenous neighborhoods with a variety of people, architecture, and worship centers. The area is home to varied refugee populations, supports a bilingual program at Whitter Elementary while Jewish, Islamic, Russian, Greek, Christian, Catholic, Basque, and Spanish influences differentiate the area. It is a true multicultural area in Boise.

HISTORY

Historian Tully Gerlach has raised historical interest in the area with his writings and popularized the term “West End”. West End is a historical term that defines the area in relation to the North End which was developed at the same time in the early 20th century. The West End is distinct from the North End – old advertisements claimed less regulation in the West End and larger building lots, plus a more affordable area in general. This led to an “architectural mash-up” of eclectic architecture and residents. It still maintains that unpolished, no frills, individualistic air. The area is historically diverse commercially as well. It was previously home to a gravel quarry and lumber mill and was farmed by settling families like Hester & Frank Davis. Fairview Park was the original site for the county fair. A streetcar transported residents downtown and to other sections of Boise.

Find out more about the area’s history on page 16.
The 30th Street Neighborhood’s brand tone (voice) is the personality expressed through visual art, as shown in the image board at left.

- The voice should convey:
  - Honesty & simplicity
  - Individualism
  - Diverse and eclectic style
  - A non-‘developer-type cookie cutter’ approach
  - Utilitarian appeal that is still beautiful
  - No frills, not fancy but more rooted / authentic
  - Purposefully unpolished

- The area has a more “working class flavor” than the “white collar” North End nearby.

Suggested Imagery:
- Strong images of the WPA posters from the 1930/40s
- Working class images with a strong, graphic style
- Clean graphics that are slightly imperfect
- An emphasis on solid, strong craftsmanship showing a handcrafted touch
- Graphic elements and public art using recycled elements, a variety of materials, and local resources would be favored
- Look for inspiration from the san serif typefaces of the 1930/40s

By celebrating what is unique about the area, we can create a more successful ‘voice’ (or brand), reinforce the pride the residents already feel, and give a sense of empowerment in developing a road map for future projects to complement this neighborhood identity. In addition to public art installations, this sense of identity can flow through to other area projects, like the construction of the historic walking trail, commercial district branding, and park way-finding for example.

COMMUNITY BRANDING:

“Our neighborhood has a very diverse population, mixed income, race, and education. It identifies with the working class.” – 30TH STREET RESIDENT

How is this neighborhood different from Boise’s North End?

“I bought in the area because I appreciate the uniqueness it offers. Veteran’s Park is more affordable, less pretentious, and more diverse.”

“One Word – DIVERSITY”

“Our area is more working class, with more lower income people, for one thing. The North and East Ends are less affordable and more gentrified. However, the 30th Street area is more diverse, and it does have the river and parklands nearby, which are its key feature.

After the park and parkway are finished, how would you like people to describe this neighborhood?

• Active • Connected
• Friendly • Diverse
• Bicycle Friendly • Safer
• Library • Socially Aware
• Refreshing • Healthy

“The cool, diverse neighborhood on the river and greenbelt.”
TOOLS FOR ARTISTS:
Thematic Principles for Public Art

Artwork for the 30th Street Area can respond to a variety of different thematic principles, or any combination of them.

EIGHT THEMATIC PRINCIPLES IDENTIFIED IN COLLABORATION WITH A NEIGHBORHOOD SUBCOMMITTEE ARE EXPANDED UPON IN THIS DOCUMENT.

Public artists should consider a variety of materials to celebrate the diversity of residents, and insist on sensitivity to various cultures and people. Public art projects in the 30th Street Neighborhood should grow thoughtfully and organically and involve input from local residents. In addition, an artist should consider a variety of points:

BE MINDFUL OF PARTICIPATION AND SCALE IN ARTWORK

• Who is the intended audience? How do pedestrian, bike and vehicle experiences differ when traveling from the park, greenbelt, or downtown?

• Will the artwork be viewed from a distance, up close, climbed on by children, and viewed from different angles and directions?

CELEBRATE DIFFERENT EXPERIENCES

• Sometimes art is best experienced as a shock to the system, and other times as a more subtle hint at what’s to come.

• Artists should consider texture variation, color, scent, vibration, sound, lighting, plantings, graphics, streetscapes, interactive experiences, and optical illusions in their design.

INCORPORATE FUNCTIONAL ART

• Seating, resting areas, bike racks, way-finding and signage, artwork integrated in picnic areas, kayak racks, sundial applications, recycling stations, mileage markers, drinking fountains – these are all examples of functional public art.

NEIGHBORHOOD VOICE

• Public spaces, community centers, and other artwork inside the parks and neighborhood all have opportunities to reflect the voice of the neighborhood (private donor recognition pieces in the Boise River Park and educational historical signage, for example).

1 Healthy, Active Lifestyle

Healthy, Active Lifestyle

WELL BEING
We lose of the significant benefits from physical activity. In addition to controlling weight and high blood pressure, physical exercise can also elevate the mood and reduce symptoms of depression and anxiety. Outdoor experiences like walking, running, and walking affect our physical and emotional well-being.

Today’s youth are not playing outdoors the way their parents once did. A recent survey found that young people between the ages of 8-18 spend more than 7½ hours a day on smart phones, computers, and watching television. That’s 53 hours a week!

How can we get kids outside? How can we encourage movement?

WALKING TRAILS
Nature trails and the greenbelt provide a place for people to experience a sense of community and create stronger neighborhood ties.

DESIGN FOR PEOPLE, NOT CARS
Heightened experience through art is one way to foster an active, healthy lifestyle. Maybe it’s an interactive musical sculpture that is triggered by bike movement or an activity led by Boise Fish & Game Department volunteers doing “kick samples” in the river to discover what aquatic insects live there. Projects with the arts community could focus on sustainability efforts while being active. These are just a few ideas to encourage healthy transportation, healthy people and a healthy planet.

NOT JUST A BOULEVARD
Whitewater Park Boulevard should not be viewed as just a transportation corridor, but as a way to link people and places with art encouraging movement.

AREA ACTIVITIES:
• Running
• Walking
• Biking / Commuting
• Rafting
• Parking / Pedestrian Roaming
• Kayaking
• Swimming
• Fishing
• Bird Watching
• Dog Walking
**Theme: Water**

**What do we do on land affects the water quality for all communities living downstream from us.**

The Boise River is a 102-mile tributary of the Snake River that originates in the Sawtooth Mountains area. It provides agricultural irrigation, hydropower, drinking water, wildlife habitat, and recreational opportunities to Boise and the Treasure Valley.

**DUMPING GROUND TURNED BLUES**

The Boise River’s founding story in late in the 20th century, the Boise River was viewed and used as an industrial waste and sewage removal system. By 1912, two slaughterhouses operated on the riverbank in the 30th Street area, and until system. By 1912, two slaughterhouses operated used as an industrial waste and sewage removal.

Unfortunately, our everyday actions pollute the Boise River and groundwater through stormwater runoff. Stormwater is rain from inspirational storms that does not immediately soak into the ground. Instead, stormwater flows across hard surfaces such as parking lots, streets, lawns and roofs and picks up pollutants, fertilizers, sediment, pet waste, cigarette butts, litter, oil and other pollutants. These pollutants are a water treatment plant. In fact, they are not. The sediment that flows into our storm drains, untreated or into our ground water. These materials can damage water quality and affect fish, wildlife, and recreational opportunities.

Today, naturally reproducing trout populations provide a public gathering place for outdoor opportunities to Boise and the Treasure Valley. This has successfully revitalized an area that has been neglected in recent years. Today, our everyday actions pollute the Boise River and groundwater through stormwater runoff. Stormwater is rain from inspirational storms that does not immediately soak into the ground. Instead, stormwater flows across hard surfaces such as parking lots, streets, lawns and roofs and picks up pollutants, fertilizers, sediment, pet waste, cigarette butts, litter, oil and other pollutants. These pollutants are a water treatment plant. In fact, they are not. The sediment that flows into our storm drains, untreated or into our ground water. These materials can damage water quality and affect fish, wildlife, and recreational opportunities.

**WATER QUALITY**

Water quality has been affected by urbanization growth and development by wastewater and stormwater discharges. Rural areas can also contribute to water quality problems. Agricultural operations generate sediment, pesticides, bacteria and nutrients (nitrogen and phosphorus) that have polluted ground and surface waters. These excess nutrients degrade ground and surface water quality in the watershed and in downstream waters.

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In the mid 1900s, efforts formed to protect the Boise River from the effects of urban sprawl. With a comprehensive plan for the Boise River, the city worked to protect and enhance the Boise River. In 1972, the Boise River was cleaned up to become the green and environmentally conscious waterway that we know today. This effort has helped prevent pollution within 25 feet of the river, provided a public gathering place for outdoor activities, and improved water quality.

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**RIVER CARE TIPS:**

- Pick up after your dog and properly dispose of pet waste. Pet waste is one of the largest contributors to water pollution. Pet waste from dogs and cats contains pathogens that can cause illness when they contaminate a waterway. Control your dog with a leash or in another dog-friendly area.
- Limit pesticide and fertilizer use. The average homeowner uses about 100 gallons of water per day. Boisean’s water usage quadruples during the summer months.
- Plant native plants. Native plants require less water and pesticides than non-native plants.
- Don’t pour old oils or pesticides down the drain – take them to a household hazardous waste collection site.
- Compost yard waste.
- Don’t litter. Littering affects the quality of water and can make waterways unsafe for pets and wildlife. Littering can also affect the quality of water and can make waterways unsafe for pets and wildlife.
- Look for water-related activities that hold vast social, cultural, and economic importance. It’s one way to know your water words.

**FOCUS ON THE FUTURE**

**The Boise River is a 102-mile tributary of the Snake River that originates in the Sawtooth Mountains area. It provides agricultural irrigation, hydropower, drinking water, wildlife habitat, and recreational opportunities to Boise and the Treasure Valley.**

**RIVER WORDS**

**Water quality**

- Sediment: Sediment is a natural component of rivers that can be deposited on the riverbed. Sediment is a natural part of the river’s ecosystem and helps to shape the river’s landscape.
- Nutrients: Nutrients are essential for the growth of plants and animals in the river. Nutrients include nitrogen and phosphorus, which are important for the health of aquatic life.
- Temperature: Temperature is a measure of the warmth or coldness of water. Temperature can affect the growth of plants and animals in the river.
- Watershed: A watershed is the area that drains into a river or stream. Watersheds can be rural or urban, and they can be large or small.
- Stream: A stream is a body of running water that flows in a channel. Streams can be small or large, and they can be temporary or permanent.
- River: A river is a body of running water that flows in a channel. Rivers can be large or small, and they can be temporary or permanent.
- Waterway: A waterway is a body of running water that flows in a channel. Waterways can be large or small, and they can be temporary or permanent.

**WATER CARE TIPS:**

- Use water-wise landscaping – don’t plant water-nearly used less than 50 gallons of water per capita. The amount of water used per capita (per person) can vary widely depending on the country and region. In the United States, the average amount of water used per capita is about 80 gallons per day. In some developing countries, the average amount of water used per capita is less than 20 gallons per day. In some countries, the average amount of water used per capita is more than 100 gallons per day.
- Fix leaks and drips. Leaks and drips can waste a lot of water. Fixing leaks and drips can save a lot of water.
- Use water-efficient appliances. Water-efficient appliances can use less water than traditional appliances. Water-efficient appliances include dishwashers, washing machines, and toilets.
- Use water-efficient irrigation systems. Water-efficient irrigation systems can use less water than traditional irrigation systems. Water-efficient irrigation systems include sprinklers, drip irrigation, and soaker hoses.
- Use water-efficient landscaping. Water-efficient landscaping can use less water than traditional landscaping. Water-efficient landscaping includes using native plants, mulching, and avoiding the use of lawn grass.
- Use water-efficient fixtures. Water-efficient fixtures can use less water than traditional fixtures. Water-efficient fixtures include faucets, showerheads, and toilets.
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Multicultural Area

Thematic Principle:

Unique to Boise’s generally homogenous population, this neighborhood is diverse with an eclectic variety of architecture, people, and worship centers.

Architecture
You’ll find architectural variety in the area. The Greek and Byzantine architecture of Saints Constantine and Helen Greek Orthodox Church, the 50’s style of the First Congregational United Church of Christ, and the Bungalow residential style of the Pleasanton Addition exemplify the different architectural styles in the area. Less restrained than the typically architecturally-designed homes of the North End, some buildings in the 30th Street Area present a variety of styles in one building, or an “architectural mash-up”.

Worship Centers
The area used to be home to a Jewish synagogue, and Christian, Islamic, and Catholic religious influences are still strong in the area. Many worship centers host annual local festivals, like the Greek Food Festival. There are beautiful paintings of holy icons at St. Seraphim of Sarov Orthodox Church by Deacon Matthew D. Garrett of Boise. Inside St. Mary’s Catholic Church there are several commissioned art pieces (note the triptych behind the pulpit – The Adoration of the Christ Child by Tom Browning – and the carved grand entrance doors).

Ethnicity
Russian, Greek, Basque, Mexican and Spanish influences differentiate the area. The neighborhood is also home to various refugee populations from Africa, East Asia, and Central Europe. The Davis Street Apartments house several refugee families and the “Catch Them While They’re Young” program, which provides supervised after school activities for children in kindergarten through 6th grade living there. The Jordan Street Garden is an urban refugee community garden. Find out more in “Community Connections” on page 18.

Education
One of Boise’s two bilingual programs is located at Whittier Elementary. The school’s playground borders Whitewater Park Boulevard.

Cultural Organizations Locator Map
Schools, religious institutions, and cultural gathering places in the the 30th Street Neighborhood
**Thematic Principle:**

**Nature:**

Home to a variety of wildlife and native plants, the Boise River, and the ponds of Veterans Memorial Park and Bernadine Quinn Park, there are many reasons to respond to nature with public art in this neighborhood.

Responding to nature can be thought of at different scales – from the Boise River in relation to its mountain source, to a more individual encounter during a quiet moment along the river.

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**Mammals, Reptiles & Amphibians, Oh My!** Various species gather near water. You might find mammals like beaver, mule deer, elk, coyote, red fox, raccoon, striped skunk, mountain pocket gopher, ground squirrel, muskrat, deer mouse, porcupine, marmot, muskrat shrew. Native bats include hoary bat, little brown bat & big brown bat, Yuma myotis and pallid bat.

Native reptiles lurk nearby – the common garter snake, gopher snake, western rattlesnake, western skink, sagebrush lizard, and painted turtle. Native amphibians include the Boreal chorus frog, Pacific chorus frog, western toad, Woodhouse’s toad, and long-toed salamander, among others.

**Insects**

A variety of aquatic insects call the area home; mayflies, dragonflies, caddisflies, stoneflies, backswimmers, mosquitos, and midges.

Area terrestrial insects include various dragonflies patrolling the landscape, stink bugs, grasshoppers, katydids, crickets, weevils, hoppers, ants, ground beetles, and white & sulphur butterflies.

You’ll also see ladybird beetles, praying mantis, green lacewings, and earwigs.

**Birds**

The area is great for bird watching. Look for the Canada goose, wood duck, mallard, skimmer, American kestrel, American robin, western tanager, yellow warbler, Bullock’s oriole, black-chinned hummingbird, belted kingfisher, American crow, house wren, white-crowned sparrow, dark-eyed junco, Lazuli bunting – the list goes on and on.*

**Fish**

In the Boise River you’ll find native fish like mountain whitefish, spawner, redband trout, chiselmouth (and sucker fish and introduced fish like brown trout and stocked fish like steelhead). Look for perch, bass, and bluegills in warm water like Quinn’s Pond and in the future ponds at Esther Simplot Park.

**Plants**

Native trees and shrubs to the area include mountain alder, water birch, red-osier dogwood, rubber rabbitbrush, juniper, black cottonwood, and willow. American sycamore, boxelder, silver maple, catalpa, green ash and Oregon grape are examples of introduced trees and shrubs.

Grasses include native needlegrass, squawgrass, and common rush.

Introduced examples are stinkgrass, cheatgrass, Kentucky bluegrass and tall fescue.

**Forbs (flowering plants)** in the area are common yarrow, dogbane, wild tansy, common mullein, the wild cucumber vine.

* A detailed list of native & introduced mammals, birds, plants, fishes and aquatic insects graciously compiled by Lynn Kinter of Idaho Fish & Game and are visitor ready and can be downloaded at the Boise Department of Arts & History.

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**Educational Art**

Be it artwork in the ground or incorporated into a bench or signage, demonstrating the stages of a mayfly could be an interesting way to incorporate educational art in the area. Idaho’s butterflies have four stages – egg, larva, pupa, adult, and mayflies go through three stages – egg, nymph, adult.

You could also find ladybird beetles, praying mantis, green lacewings, and earwigs.

BIRDS The area is great for bird watching. Look for the Canada goose, wood duck, mallard, skimmer, American kestrel, American robin, western tanager, yellow warbler, Bullock’s oriole, black-chinned hummingbird, belted kingfisher, American crow, house wren, white-crowned sparrow, dark-eyed junco, Lazuli bunting – the list goes on and on.*

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Residents took pride in their neighborhoods, forming neighborhood associations for beautification and upkeep. In 1912, the citizens of the Pleasanton Addition voted to annex themselves from the city and willingly paid the tax assessments necessary to lay sidewalks, water lines and sewer systems in their neighborhood. This epitomized the progressive spirit of the rising and civically engaged middle class of the early 20th century.

The Veterans Park Neighborhood Association encompasses a large area from Wylie/State/Taft east to State/19th/Idaho Streets. The original plan for Veterans Memorial Park encompasses its current location southwest to Main Street, along the riverbank. This plan named all of the adjacent neighborhoods (including the 30th Street Area) the Veterans Park Neighborhood. Although Veterans Memorial Park ended up being smaller than originally planned, the name for the surrounding neighborhoods stuck, and the neighborhood association (VPNA) was officially incorporated in 1991. Though many residents passionately identify their area as the Veterans Park Neighborhood, the name is actually based on an unfulfilled plan and is not accurate geographically or historically.

There is an opportunity to distinctly identify the 30th Street area whether it be the historical term, “The West End”, or another name that grows organically from the residents.

**THESIS:**

**History**

**BOISE OVERVIEW** Founded in 1863, Boise is located on the edge of a northern sagebrush desert and surrounded by foothills. The Boise River and several creeks give the city the feeling of an oasis. Early development followed a typical 19th century “walking city” until the streetcar system of 1891 allowed for residential development further from the center.

**DEVELOPMENT** Just after the turn of the century, Boise’s “West End” — a term historians use for the area south of State Street and north of Fairview that includes 21st through 32nd Streets — began to take shape. The westward development we see between Boise, Meridian and beyond began here. Affordable and efficient transit both drove and served growth. Farmland was turned into residential lots platted at 50’ widths and sold at comparable prices to the 25’ wide lots in Boise’s North and East Ends. This opened a new opportunity for people of “small means” to live on large lots in a suburban neighborhood.

**INDUSTRY** Unlike today, back in the early 1900s the lands near the Boise River were valued for their industrial uses more than for their natural beauty. Early residential area development was not at risk for regular flooding (despite being in the Broadway Terrace floodplain), and had fertile soil from natural gravel deposits. Yet despite the rural aspect and this easily developed land, the presence of industry undermined the suburban character. The Boise River and the main railroad spur line to its south were two major transportation routes that suited commercial development. In 1906 the Coast Lumber Co. established a finished carpentry mill east of the riverbank, which in 1926 served as a storage site for the Idaho Transportation Department. Until the 1960s, the riverbanks were outside the city limits,housing them from the few industrial restrictions in place. The Boise River was used as an industrial sewer and waste removal system. Slaughterhouses and later oil tank farms and a concrete plant used the river as a dumping ground. By the 1930s, the Quinn-Robbins company closed the slaughterhouses and excavated the rich gravel sources for decades.

**FARM FAMILIES** Early settlers Frank and Hester Davis (brother and sister-in-law to Tom Davis and his wife Julia, for whom the town park was named) kept a large farm where they planted fruit orchards, cultivated hay and raised sheep. Hester Davis called her house, and possibly the surrounding farm, “Pleasanton”. The home still stands today, located at 25th and State Streets. In 1908 Hester (then widowed) subdivided her land into the Pleasanton Addition.

The Davis family’s neighbors to the northwest were Norman S. and Elizabeth Hummel, also successful farmers who grew apples, prunes, wheat and alfalfa. Later widowed, Elizabeth Hummel sold the property in 1910. Today the Idaho Transportation Department campus occupies almost the entire “Hubbell Home Addition”.

**PROGRESSIVE NEIGHBORHOODS** Residents took pride in their neighborhoods, forming neighborhood associations for beautification and upkeep. In 1912, the citizens of the Pleasanton Addition voted to annex themselves from the city and willingly paid the tax assessments necessary to lay sidewalks, water lines and sewer systems in their neighborhood. This epitomized the progressive spirit of the rising and civically engaged middle class of the early 20th century.

**VPNA** The Veterans Park Neighborhood Association encompasses a large area from Wylie/State/Taft east to State/19th/Idaho Streets. The original plan for Veterans Memorial Park encompasses its current location southwest to Main Street, along the riverbank. This plan named all of the adjacent neighborhoods (including the 30th Street Area) the Veterans Park Neighborhood. Although Veterans Memorial Park ended up being smaller than originally planned, the name for the surrounding neighborhoods stuck, and the neighborhood association (VPNA) was officially incorporated in 1991. Though many residents passionately identify their area as the Veterans Park Neighborhood, the name is actually based on an unfulfilled plan and is not accurate geographically or historically.

There is an opportunity to distinctly identify the 30th Street area whether it be the historical term, “The West End”, or another name that grows organically from the residents.
COMMUNITY FOCUS: Jordan Street Garden
www.jordanstreetgarden.org

The Jordan Street Garden was founded in 2009 by members of the VPNA, a group of professional people who are refugees from various countries including African, Eastern European, Bhutanese, and Syrian families, and a children’s garden, which is open to the public. The garden serves as a gathering place for around 100 refugee families, and has a children’s garden, where a privately-owned, vacant lot was converted into a community garden.

It is located at 30th and Jordan, near the two rocks apartments where many refugees live. The garden serves as a social, educational, and recreational space for families and kids, who are able to walk to the garden from home. The garden serves as a gathering place in the neighborhood and a community center, and is an example of where people that live in the Veterans Park area. Find out more at vpnaboise.org.

There are many opportunities to artists involved with this community garden:

• Native plant garden
• Educational/sustainability
• Recycling materials from construction
• River cleanup
• Storm water drainage
• Education/sustainability & Conservation
• Landscaping
• Monitoring water height
• River elevation & context (local artists, local materials)
• Healthy transportation (biking, carpooling, walking) means cleaner air, and lower demand for natural resources and energy

Environmental Education & Sustainability

protect An awareness of the environment through art can help conserve and protect our resources.

Environmental stewardship

Artworks that respect the environment is not just an object plopped down in the landscape. Art can connect people to the landscape and engage them in something bigger than themselves.

Awareness & Sensitivity

Consider our regional ecology, “high desert meets foothills,” and what ways we can celebrate and protect our environment.

The thematic principle of environmental education & sustainability grows out of the need to: reprinted with permission

Photo by James Halfacre
Benjamin Lavender.

Dandelions by Roadsworth, 2006, metal sculpture mounted on a parking lot.

Tiny Deer Roam Exhibit, New York City
Tap Root, a reclaimed community garden, art along trails, volunteering, and cooperative temporary art.

Porous Parkway

Think of Whitewater Park Boulevard as a porous ribbon, not a barrier. Try to connect people and place with art on either side of the boulevard. Integrating art from the 30th Street neighborhood to the new parks, river and beyond is a great way to strengthen and connect the community.

Community Center

The Veterans Park Neighborhood Association (VPNA) is an active organization formed to preserve and enhance the quality of life in the Veterans Park area. Find out more at vpnaboise.org.

There are opportunities to establish new relationships between different parts of the neighborhood and create new patterns of activity and spots for community reinvestment.

Community connections

cooperate Encourage residents to connect with each other through the community garden, art along trails, volunteering, and cooperative temporary art.

Thematic principle:

Community connections

Encourage residents to connect with each other through the community garden, art along trails, volunteering, and cooperative temporary art.

Trails as connections

Gathering places, viewing places, resting places, places to purchase produce from the Jordan Street Garden – there are many opportunities to create a stronger sense of connection throughout the neighborhood.

The Historical Interpretive Walking Trail is one example in the works.
This 55 acre “water park” is devoted to a sense of adventure.

Esther Simplot Park

The closest whitewater used to be almost an hour’s drive from Boise. Now Boise has its own river recreation park to provide a high quality “park and play” experience close to the developing communities. Improvements have easily improved and safer vantage points.

The Boise River Park’s first phase was completed in 2012 and replaced the Thomas Mill diversion with a structure that includes wave shaper technology. This allows for modification of the size and shape of two separate waves that includes a split wave to provide a safe and enjoyable environment for all ages. The Boise River Park is designed to provide safer vantage points.

Special attention has been made to provide protection of the existing banks from erosion and the integration of nature and park users with in stream structures. Access points and trail design matched to the river and riparian zones around them. Shown are the 22.5-mile long bicycle and pedestrian path. It is a main access point for Boise River, Esther Simplot Park and Bernardine Quinn Riverside Park. The greenbelt provides a great place for smaller residing.

Bernardine Quinn Riverside Park

This park is an undeveloped park dominated by 22.5-acre pond. Adjacent to the Greenbelt, the park is currently enjoyed by residents, and will be a favorite place for triangulators with its warm waters. A waterway is planned to connect the Bernardine Quinn pond and the two ponds at the Bernardine Quinn Riverside Park. The ponds will provide access to downtown, and spectators have vastly improved and during the off season.

There are many opportunities for public art to unite Boise’s park system is often referred to as the ribbon of jewels. The Boise River Greenbelt provides the uniting ribbon that links these jewels honoring some of Boise’s patron ladies.

The 30th Street neighborhood is the lucky home of three parks including Boise River Park and Esther Simplot Park. Existing Bernardine Quinn Riverside Park is slated for improvements as well and will connect to Esther Simplot Park’s ponds with a waterway.

Nearby Neighborhood Parks

The greenbelt links these jewels honoring some of Boise’s patron ladies.

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Specific Public Art Opportunities

A list of 15 potential projects is a starting point meant to stimulate creativity and discussion for neighborhood public art.

ENGAGEMENT This document encourages a participatory process, not just placing objects in a landscape. Artists, park designers, and architects are encouraged to work with the neighborhood to reflect the cultural values, attitudes and beliefs of the residents.

Participation and collaboration with the residents could include artist selection, the gathering of materials, hands-on involvement creating murals and mosaics, and temporary projects in construction areas and in the parks that involve intense bursts of community creation.

REALIZATION The “dream list” of projects and the author’s sketches are to serve as starting points for discussion. The list is in no particular order and no funding has been specifically earmarked.

FUNDING These projects could be funded by Boise City, public and private contributions, and by community initiatives. Boise has a “Percent-for-Arts” ordinance, committing up to 1.4% of eligible municipal capital projects for public art.

CELEBRATE Reflect the neighborhood’s values and unique locations and let’s put the 30th Street Neighborhood “on the map” for public art!

OPPORTUNITIES There are opportunities to involve artists in the design of functional elements like seating, mileage markers, drinking fountains (for dogs too!), bike racks, kayak racks, signage, etc.

Suggested Locations

1 – Roundabout
2 – Whittier Elementary Wall
3 – Artist in Residence
4 – Scavenger Hunt Art
5 – Marker at Pleasanton & 30th
6 – Bike Experience
7 – Park Wayfinding
8 – Community Gardens Identification
9 – Temporary Public Art
10 – Marker at 27th & Stewart
11 – Marker at 27th & Pleasanton
12 – Gateway at 30th & State
13 – Gateway at 30th & Fairview/Main
14 – Moments (along the greenbelt and in the neighborhood)
15 – Neighborhood Identity
Roundabout

Boise’s first Roundabout will be located at Stewart & 30th, the main entrance to Esther Simplot Park.

FOCAL POINT As the main entrance to Boise’s largest city park, this is arguably the most important location to strongly represent the neighborhood ‘voice’ and set the tone for the park.

COMMUNITY This piece has a unique opportunity to set a precedent for future art in city roundabouts, and to create a bit of drama and a grander sense of entry to ESP.

SAFETY Art should be interesting enough for vehicles to slow down, but provide visibility for traffic in any direction. It should not be an inviting ‘play structure’ for children, or a distraction to drivers.

Budget Estimate: $40,000 - $100,000

Whittier Wall

Whitewater Park Boulevard will run directly behind Whittier Elementary School.

SAFETY Worries over a busy 4 lane boulevard behind an elementary school could be turned into an opportunity to stimulate neighborhood creativity and connection.

COMMUNITY Artists should consider involving students and residents in the design and construction of this new wall to foster a stronger connection to the school in the neighborhood.

Budget Estimate: $20,000+

IDEA: A sculptural interpretation of a variety of giant metal feathers of birds found in the area (quail, hawk, osprey, heron) slows Roundabout traffic and speaks to the diversity of residents.

Inspiration Example: Basque dancers in downtown Boise, photo courtesy Greg Stahl

Inspiration Example: Roundabout Art Example: Luminaria by Angel Rodríguez-Díaz, San Antonio, Texas

Inspiration Example: Roundabout Art Example: Orb 1 by Brandon Zebold, Bend, Oregon

Inspiration Example: Roundabout Art Example: Roundabout Art at the Jardines de Bellavista

Roundabout Art Example: Orb 1 by Brandon Zebold, Bend, Oregon

Roundabout Art Example: Art in Residence: Textile art, dance & puppetry workshops are just a few ideas to inspire neighborhood interaction with local artists.

Budget Estimate: $120 per day per artist

Roundabout Art Example: Sculpture Park Roundabout Art & More beautiful and soothing La Jolla, CA

Roundabout Art Example: Roundabout Art Example: Roundabout Art at the City of Bayside

Roundabout Art Example: Roundabout Art Example: Roundabout Art at the City of Bayside

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OPPORTUNITIES FOR NEIGHBORHOOD PUBLIC ART
OPPORTUNITIES FOR NEIGHBORHOOD PUBLIC ART

Scavenger Hunt
Connect the neighborhood with a fun educational component for all ages.

EDUCATE One idea: Find 10 ‘art insects’ throughout the parks and neighborhood. With one large sign or paper, make keepsake rubbings from each insect found. Learn what these insects eat, how they live, and where they can be found in the natural environment.

CONNECTION Place art on the pavements inside the parks and the surrounding areas to tie the neighborhood to the park/greenbelt/river and brings activity and interest, sparking conversation about nature.

CHANGE IT UP Artists can vary materials (brass relief inset in a tree trunk, canvas stone, glossy surface on concrete) and symbols (leaves, trees, rocks, benches) and visibility (hidden under a bench, right in the open). Educational information about each insect could be found on site, or linked from the VPNA website.

Budget Estimate: $5,000 - $20,000

Marker at Pleasanton & 30th
Mark the main pedestrian entrance to the greenbelt, Esther Simplot Park & Boise River Park.

WAYFINDING This marker could hint at what is coming up along the greenbelt and further down the river – paddlers and kayakers. New to town? Locals could say, “Just walk past the giant red paddle”. Or giant frog. Or tie dye heron. Or giant purple turnip. Just kidding. Well, only sorta.

REFERENCE THE PAST Garden City’s Chinden Boulevard is just over the river. What if the marker referenced the beautiful Chinese Gardens from the 1920s that gave Chinden Boulevard its name?

SAFETY A traffic signal will be placed just for pedestrians, but artwork could highlight this pedestrian pathway in order to further slow traffic.

Budget Estimate: $20,000

Bike Experience
Celebrate cycling with an experience just for those on their bikes.

MOMENTS Unique experiences while biking along the Boise River Park Boulevard could include roadside texture changes, color changes, fragrant plantings, even a sound garden.

TREAD ON ME Roadway texture changes like subtle bumps mimicking fish bubbles, fossils in concrete, or fallen leaves scattered by nearby cottonwood trees are a few thoughts of inspiration.

ACTIVITY Enhancing the cycling experience is one way to encourage residents to be active and healthy and use the new bike lanes.

FUNCTION Tie in bike racks and resting areas to public art.

Budget Estimate: $10,000 - $30,000

Park Wayfinding
Connect the neighborhood to the parks and guide the pedestrian or kayaker to Boise River Park.

WAYFINDING From Whitewater Park Boulevard at Pleasanton to Boise River Park is chalk down the greenbelt. Help people find their way with artistic bollards, plus the crosswalk on Whitewater Park Boulevard.

REPETITION Repeat color, forms and symbols in one direction of the greenbelt path (perhaps a kayak on one side, and a leaf going the reverse direction) to create a rhythm of experience and a directional pull.

ECHO Consider a relationship from the Garden City pedestrian bridge over the Boise River to the pedestrian crosswalk on Whitewater Park Boulevard. How can art connect and bring about a conversation between the two?

Budget Estimate: $20,000
Identify Jordan Street Garden

Celebrate this urban refugee garden that bridges cultural barriers.

**ASSET**
A strong visual marker could formally recognize the importance of this neighborhood asset. This could translate to a traditional logo on a sign, a painted mural on garden storage shed, a custom bench for resting, temporary canopies for CSA pickup, artistic toppers for rain barrels or heavy bollards to stop vehicles from driving into the garden.

**COMMUNITY**
From an abandoned lot of weeds and trash to a beautiful garden feeding people in need, this garden is also a gathering place. It is within walking distance to the Davis Park Apartment that house several gardening refugee families.

**LANDMARK**
A visual element for each of Boise’s 10 community gardens could start with the Jordan Street Garden.

**Budget Estimate:** $3,000 - $10,000

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**Temporary Public Art Installation**

Bring together the community to create something wonderful.

**BEAUTY**
Construction of the extension will impact residents considerably. Consider ways to enliven the construction area with art on construction barriers and fences, and with temporary banners and colorful flags. Collective bursts of energy can turn a mundane eye sore into a visual asset. Artists can also be involved in designing special events (such as ribbon cutting, ground breaking, races, festivals and exhibitions).

**WORKSHOPS**
An artist in residence opportunity could be specifically to create playful temporary art installations in the parks - for example building giant tug boats near Quinn’s Pond or creating small community fairy villages for children along the diversion channel in Esther Simplot Park, or racing leaf boats on the river.

**Budget Estimate:** $120 - $3,000

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**Marker at 27th & Stewart**

Signal entry to Esther Simplot Park beyond with a transition that builds the drama of passage.

**POINT OF REFERENCE**
Maybe a rippled bronze triglyph wall treatment or a bold trout trying to find his way up the river – mark the connection to the river beyond.

**COMMUNITY**
Hint at what’s to come with playful elements like round bulging fish eyes in the sidewalk or tadpoles that emerge into frogs the closer you get to the parks.

**ART ECHO**
This marker could echo the public art in the roundabout with material, scale and texture.

**Budget Estimate:** $20,000+

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**Marker at 27th & Pleasanton**

Continue the pedestrian emphasis of Pleasant Street with an art celebration at eye level.

**WALK THIS WAY**
A straight line to the greenbelt, Idaho River Sports, the parks and the river is a few blocks down Pleasant Street from 27th Street.

**REPEAT**
A series of repeating elements could begin here and appear again at Whitewater Park Boulevard and then again on the other side of the river in Garden City.

**BEAUTY**
The rhythmic pattern could be informative and beautiful.

**Budget Estimate:** $20,000+

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Inspiration Example: Wooden public art installation by Arne Quinze, Brussels, Belgium
COMMUNITY There is an opportunity to distinctly identify the 30th Street Area with its own name. It should grow organically from the residents.

DISTRICT The name might recognize the recreational uses nearby, honor the past or be something else entirely. Some name considerations:
- The West End
- SONO (South of the North End)
- Multicultural District
- Whitewater District
- River District

Budget Estimate: varies

OPPORTUNITIES FOR NEIGHBORHOOD PUBLIC ART

Gateway at WPB & State Street

Visually prominent landmarks make memorable markers for the neighborhood.

HISTORY A unique opportunity for commemorating history in the neighborhood could start at State Street. One direction down Whitewater Park Boulevard could honor the past, the other direction could reference the future through its art treatment.

FUNCTION Consider incorporating a clock tower, sun dial or treatment that aligns with shadowlines from the sun’s angles throughout the day.

Budget Estimate: $20,000 - $60,000

Gateway at WPB & Fairview / Main

Think of this gateway treatment as an invitation to the neighborhood.

ECHO The gateway at State Street should also speak to the gateway at Fairview/Main.

GLAD YOU’RE HERE Make it welcoming and friendly and set the tone for the neighborhood ahead.

Budget Estimate: $20,000

Moments along the greenbelt & neighborhood

Moments along the way, changes in walking textures, kinetic structures or sound installations can add surprise and discovery.

TAKE A LOAD OFF Resting spots like seating, shade and water can be incorporated “moments”.

SMALL SCALE A small and public surprise can carry impact. Perhaps a series of pebbles start with an egg, nymph, mayfly — then that mayfly in a trout’s belly.

BEAUTY Scattered leaves of nearby native cottonwood trees or other ways to celebrate little details all year long.

Budget Estimate: varies

Moments along the greenbelt & neighborhood

Odiorne Park entrance - ambient sound/leaves

Strengthen Local Area Identity

Once the neighborhood is named by its residents, signage and art can strengthen that placemaking.

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DISTRICT The name might recognize the recreational uses nearby, honor the past or be something else entirely.

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Budget Estimate: varies