

# ART in BART: Revitalizing Existing Stations



# Integration



A coherent framework ties the system together

# WHY ART?



## Improved Customer Experience

## Increased Activity

## Enhanced Community Engagement

Enhances Place-making  
Improves Daily Customer Satisfaction / Experience  
Transforms Overall Station Ambiance  
Inspires Customer Pride and Ownership in Station  
Reduces Vandalism and Graffiti  
Stimulates Economic Revitalization  
Maximizes Real Estate Value  
Improves Cooperation with Municipalities  
Builds Public/Private Partnerships  
Leverages Public-Private Funding  
Expresses individual character of community while coordinated with cohesive system-wide vision



# ART in Transit



Moscow, Komsomolskaya Station

# ART in Transit



Kaohsiung Taiwan



# ART in Transit



Santiago, Chile

# ART in Transit



Jules Verne / Arts et Metiers Station, Paris

# ART in Transit



Times Square, New York



# ART in Transit



Los Angeles

# ART in Transit



Mariachi Plaza (LA Metro station)

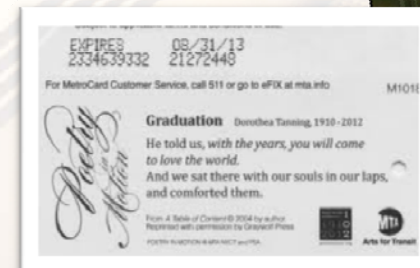
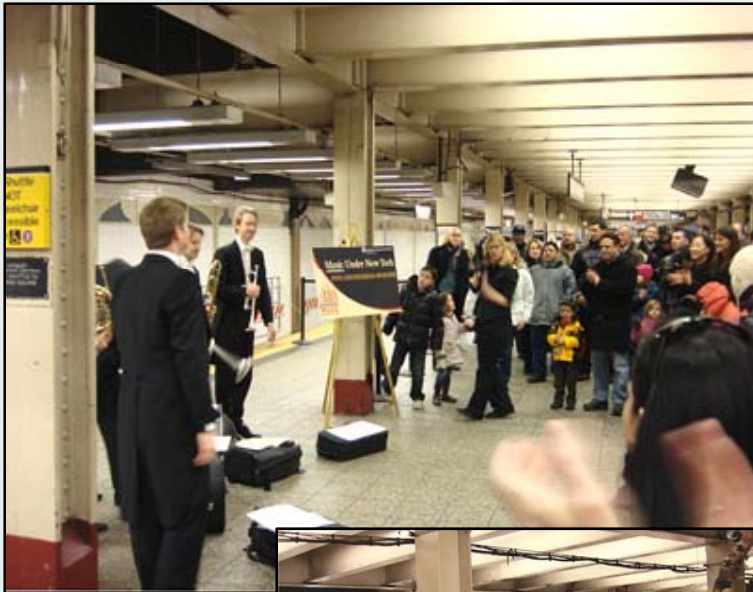


DART's Royal Lane Station



# ART in Transit

## Comes in All Forms...





# ART in Transit

## Different Shapes & Life Spans



Permanent, Semi-permanent, Rotational and Temporary

# ART in Transit



16<sup>th</sup> & Mission Station



Richmond Station



# Revitalizing Place



West Oakland BART

Paris Metro



# Revitalizing Place



19<sup>th</sup> Street BART

Munich, Germany

# ART in BART



## What is it?

**A comprehensive approach to station revitalization including art.**

## Currently:

- Opportunistic / response-based with isolated art placement.
- Not integrated with communities and partnership potential
- Lacks funding to leverage additional public–private funding.
- No ongoing Art Program to provide oversight, coordination and multi year planning

**COMMUNITY  
VISION**

**PARTNERSHIPS**

**LEVERAGE  
FUNDING**

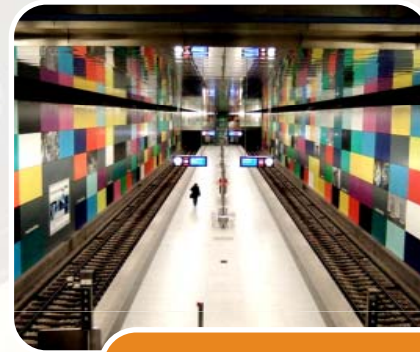
# Building a Cohesive System-wide Vision



Develop  
System-wide  
Vision



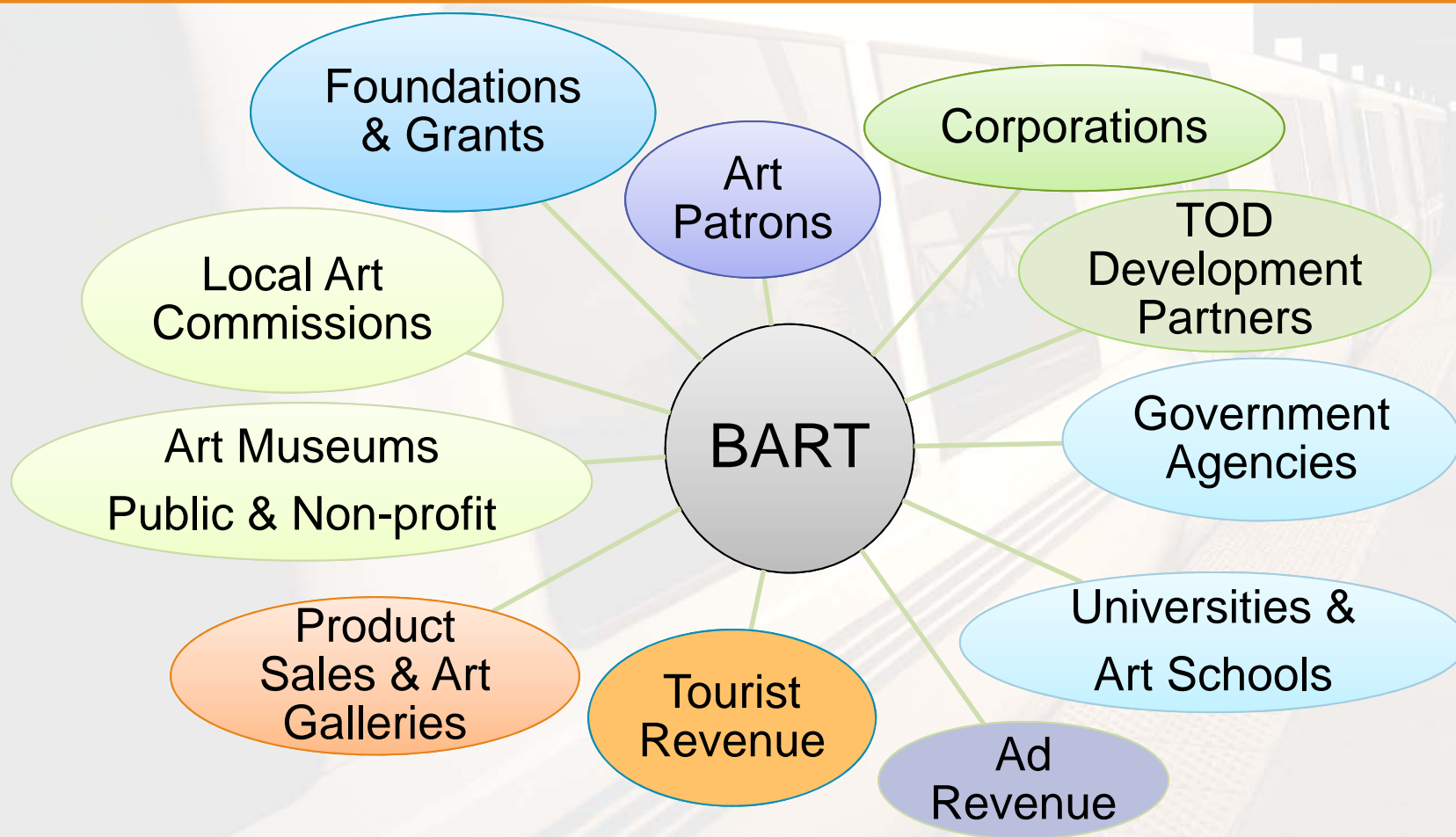
Build Public-  
Private  
Partnerships



Revitalize  
stations to  
reflect  
community



# Leveraging Additional Funds and Contributions



# ART in Transit



## Michigan Ave Station

Funded by:  
Michigan Council for the Arts,  
Community Foundation of  
Southeastern Michigan,  
Michigan Bell



## Financial District

Funded by:  
Kohler Art Center, National  
Endowment for the Arts,  
MichCon Foundation, Garnett  
Foundation, Turner  
Construction

## Fort / Cass Station

Funded by:  
The Skillman Foundation, Philip  
Graham Fund, Knight  
Foundation, City of Detroit,  
Detroit People Mover Art  
Commission



Detroit

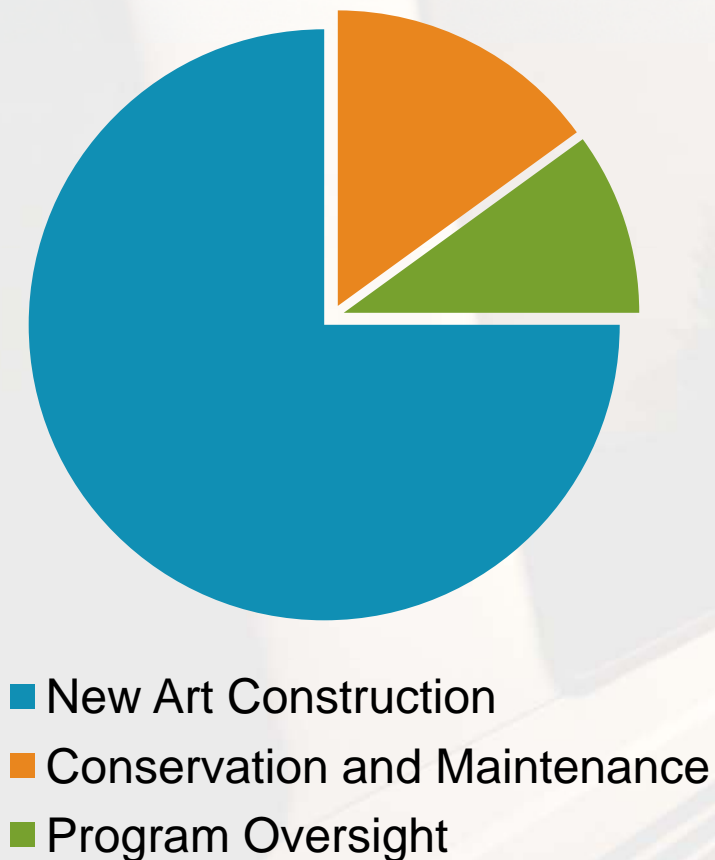
# ART Program Funding



- A consistent and regular stream of funding is essential to the ongoing success of an art program.
- Many transit agencies across the country and large metropolitan cities allocate 1 - 2% of capital construction project budgets for art.



# Art in BART Budget Overview



- System-wide vision
- Funding to enhance and leverage additional resources
- Art installations in stations
- Integrating with Station Plan renovations



- Regular conservation and maintenance of existing pieces
- Conservation analysis of new and exiting art



- Multiyear and advanced planning for art
- Art policies and standard documents
- Coordination with capital projects and other departments
- Community partnering and response
- Grant writing

# Moving Forward the Art Policy Emerges



## To Be Addressed/Considered:

- Inclusion of art components into capital projects and station rehabilitation
- The role of private sponsors and funding partners
- On-going administration of the Art Program
- Identify secure and on-going funding for art
- Developing partnerships and relationships with local art Commissions and City Programs

# Next Steps



## **Building a Comprehensive Art Program for BART**

- Develop System-wide Vision and Policy Framework
- Partner with other Transit Agencies, Local Art Commissions, and City Art programs
- Gather Recommendations from Art Experts, Art Conservators, and Stakeholders
- Catalogue, Inventory , & Recognition of Existing ART

## **Future Discussions with the BART Board on:**

- Guiding Principles
- Policy Decisions
- Program Funding Plan



# ART in BART Questions



A coherent framework ties the system together while letting individual stations placemake and shine

