



**Des Moines Area Regional Transit Authority Art Shelter Program  
Guidelines & Requirements for Art Concept Development**



Des Moines Area Regional Transit Authority  
620 Cherry Street  
Des Moines, Iowa 50309  
[ridedart.com](http://ridedart.com)



# DART Art Shelter Program



## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

### Acknowledgements

The DART Art Shelter Program is made possible through the support and collaboration of its member communities, funders and regional partners.





# DART Art Shelter Program



## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

---

### Overview

The Des Moines Area Regional Transit Authority (DART) owns and operates buses, bus shelters, a garage and other properties (collectively referred to as "Transit Facilities") in conjunction with its regional transit system. DART believes it is in the public interest to integrate public art into certain designated transit facilities to enhance the experience of riding DART, attract ridership and support regional connectivity and mobility. Transit facilities designated for public art integration can bring community benefit by enlivening and enhancing streetscapes while serving as visual landmarks and moments of creative inspiration that reinforce a positive image of public transportation.

### About DART

DART operates a family of transportation services that enriches lives, connects communities and expands opportunities by providing more than 15,000 weekday rides and nearly 5 million rides annually to jobs, healthcare, education and a variety of essential destinations throughout Central Iowa.

As Iowa's only regional and largest transit agency, DART was created by local and state leaders in 2006 out of the former Des Moines Metropolitan Transit Authority. Re-organized under Chapter 28E of the Iowa Administrative Code, DART operates as a regional system serving 12 member communities in and around Polk County, including Altoona, Ankeny, Bondurant, Clive, Des Moines, Grimes, Johnston, Pleasant Hill, Urbandale, West Des Moines and Windsor Heights.

---

### Table of Contents

This document serves to address the goals, process and design specifications related to integrating original artistic concepts into the fabrication of DART bus shelters. Information addressed within this document include the following sections:

- [Program Vision, Goals & Locations](#)
- [Intent of Limitations](#)
- [Content Restrictions](#)
- [Public Art Process](#)
- [Specifications](#)
- [Appendices](#)

This document may be amended at any time by DART administrative staff or from action taken by the DART Board of Commissioners.



# DART Art Shelter Program



## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

### Vision

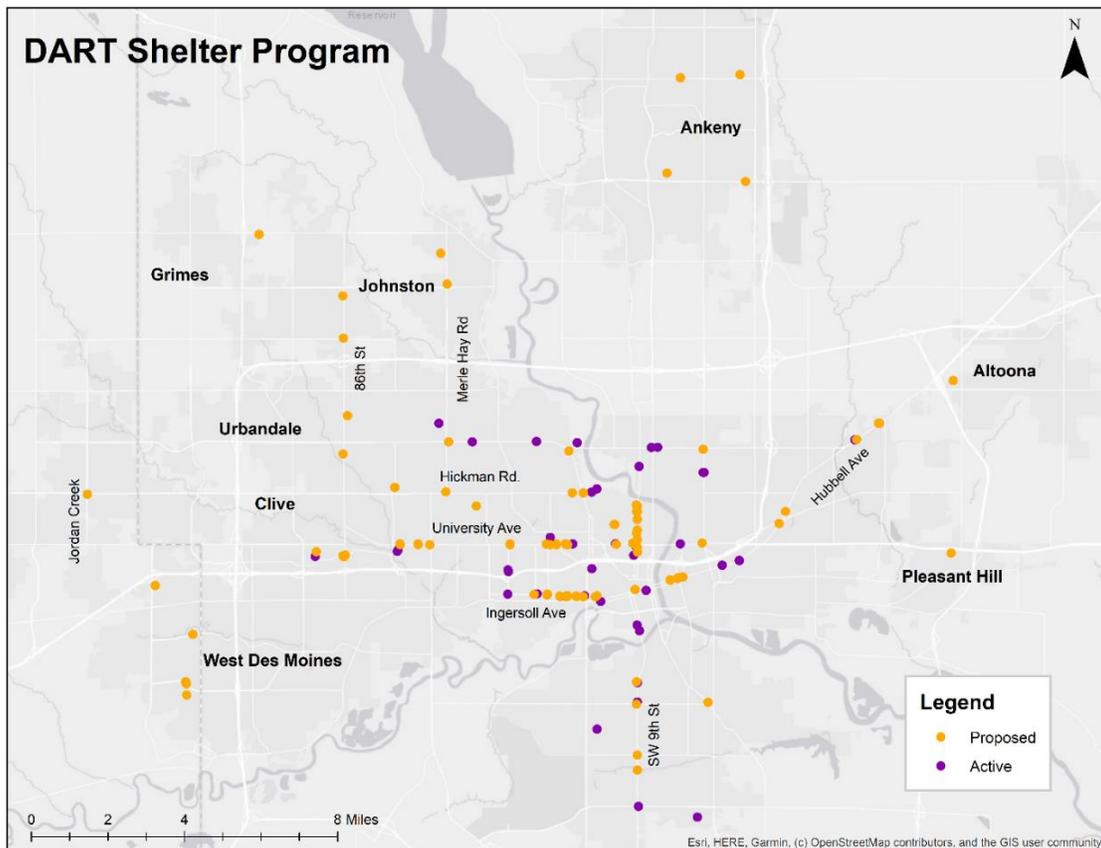
DART envisions a network of bus shelters that enhance the experience of using transit, enliven streetscapes and support regional connectivity by serving as visual landmarks and moments of creative inspiration while reinforcing a positive image of public transportation.

### Goals

- Enhance the rider experience
- Increase the visibility of public transportation
- Invest in a long-term, positive image of transit
- Reinforce regional connectivity of neighborhoods
- Enliven key transportation corridors through public art

### Locations

Locations identified for shelters include existing bus stops with high ridership as well as key transfer points and corridors throughout DART's 12 member communities in and around Polk County.





# DART Art Shelter Program



## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

---

### Intent of Limitations

While DART does not seek to limit artistic expression, reasonable limitations are needed to ensure that public art integrated into designated transit facilities is consistent with DART policies and local zoning regulations.

By placing reasonable limits on content displayed on bus shelters, DART's intention is to:

- maintain an image of professionalism and decorum;
  - maintain and portray an image of neutrality on political matters and other noncommercial issues that may be the subject of public debate and concern;
  - foster a safe and secure environment on or within DART bus shelters;
  - avoid subjecting its passengers and other members of the public to material that may discourage them from using regional transit services, and avoid any decrease in transit ridership;
  - avoid displaying content that is not suitable for minors; and
  - preserve and augment revenues by attracting and maintaining the patronage of passengers.
- 

### Content Restrictions

Artist designs for DART shelters must be respectful and appropriate for the area where they are located while offering a unique and defining statement for that location.

DART will not allow artwork that contains the following content in its bus shelters:

- Advertising. Content that endorses a commercial product, or includes words, symbols or trademarks that reference a non-governmental entity.
- Alcoholic Beverages
- Tobacco Products
- Content Affecting DART's Image or Operation. Content that threatens or adversely affects DART's public image; DART'S ability to operate its Transit Facilities; or DART'S ability to attract and maintain the patronage of passengers.
- Religious images. Images that promote or oppose any religion, religious practice, religious belief or lack of religious beliefs.



# DART Art Shelter Program



## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

---

### Content Restrictions, cont.

- Disrespectful images. Content that is intended to be (or reasonably could be interpreted as being) disparaging, disreputable or disrespectful to persons, groups, businesses or organizations, including but not limited to content that portrays individuals as inferior, evil or contemptible because of their race, color, creed, gender, pregnancy, age, religion, ancestry, national origin, marital status, disability, affectional or sexual orientation, or any other characteristic protected under federal, state or local law.
- Obscene or Offensive Material. Content that contains obscene or offensive materials. "Obscene materials" for purposes of this Policy are material(s) that display information that, taken as a whole, appeals to the prurient interest in sex and depicts or describes, in a patently offensive manner, sexual conduct and which, taken as a whole, does not have serious literary, artistic, political, or scientific value, or otherwise qualifies as "obscene material" as that phrase is defined in the Iowa Code section 728.1(5). "Offensive materials" for purposes of this Policy means displays or information that would be offensive to a reasonably prudent person of average sensitivity in the community, including but not limited to content that contains derisive, distorted, immoral, profane or disreputable language or impressions.
- Unlawful Goods or Services. Content that depicts, promotes or reasonably appears to encourage the use or possession of unlawful or illegal goods or services.
- Unlawful Conduct. Content that: depicts, promotes or reasonably appears to encourage unlawful or illegal behavior or conduct, including but not limited to unlawful behavior of a violent or antisocial nature; is libelous or an infringement of copyright; is otherwise unlawful or illegal; or is likely to subject DART to liability.
- Depictions of Perceived Neglect. Content that uses images, symbols or styles that intentionally depict the transit facility as neglected, in decay or in need of repair.
- Firearms and Weapons. Content that contains images or depictions of firearms or other weapons, or the use of firearms or other weapons.

### Additional Local Zoning & Signage Limitations

- Art shelters and artistic content may be subject to local zoning ordinance or other regulation, and therefore may have additional restrictions placed on them pending notice for affected municipalities.
- Content should be consistent with local signage regulations. Artist concepts relying on text, words or images promoting a business or institution are likely to trigger review for compliance with local signage regulations and are therefore discouraged.



# DART Art Shelter Program



## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

---

### Public Art Process

Transit facilities designated for public art integration can bring community benefit by enlivening and enhancing streetscapes while serving as visual landmarks and moments of creative inspiration that reinforce a positive image of public transportation. These benefits accrue when the process undertaken to select and integrate an art concept into a transit facility is thoughtful, professional and inclusive of the community being served. DART affirms the following principles and best practices when undertaking a public art process:

- **Community engagement**
  - The artist selection process for a given art shelter project should be inclusive of the local community directly benefitting from installation of the resulting shelter.
- **Artistic quality**
  - Artists should be selected from a diverse, professional and highly qualified pool that may include artists from within and/or outside the state of Iowa with prior relevant experience in community-based, site-integrated public art.
- **Artist selection**
  - A stakeholder committee with relevant experience representing a cross section of the community should identify finalists from which to make their artist selection for a given shelter project, which may include a single or multiple shelter locations. DART encourages selection of a single artist or artist team for adjacent shelter locations to promote congruity within a single neighborhood or transit corridor.
- **Artist compensation**
  - Artists selected as finalists should be fairly compensated for their time creating a concept for consideration by a selection committee or to support final concept design.
- **Licensing & copyright**
  - Original artist concepts selected for fabrication in a DART shelter will be the intellectual property of the commissioned artist and licensed to DART for non-commercial promotional use.
- **Professionalism**
  - The artist selection process, whether facilitated by a municipal public art authority or private consultant, should be conducted with the highest degree of professionalism, adhere to accepted industry standards and avoid any conflicts of interest that risk the integrity of the public art process.



# DART Art Shelter Program



## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

---

### Approval

DART is committed to collaborating with its member governments, local public art authorities, artists and neighborhood stakeholders to achieve its vision for art shelters as a regional canvas for community expression that complements municipal public art master plans.

At minimum, final artist concepts selected for shelter fabrication will be subject to review and approval by the following entities:

- Selection committee of community stakeholders
- Relevant municipal public art authority
- DART administration

For shelter projects occurring within the City of Des Moines, artist concepts will be subject to review and recommendation by the [Greater Des Moines Public Art Foundation](#) per city ordinance No. 14,005 prior to approval by the Des Moines City Council. Local project stakeholders or sponsoring entities are encouraged to include representatives from the Greater Des Moines Public Art Foundation on the artist selection committee from the project's outset.

---

### Specifications

DART art shelters will incorporate 2-dimensional artwork into standard shelter construction through the glass panels used in the shelter structure. Artist concepts for glass panel art should comply with the requirements outlined in this document.

Artist designs must meet basic design criteria to monitor adherence to DART policies, levels of transparency and opacity to allow light to pass through and to ensure a safe, visible and transit-friendly structure that complements the overall streetscape.

### Scope

Glass panel art proposals should address all panels used in the shelter.

- Proposals that address a single panel, side panels or rear panels only will not be considered.

### Panel Size

See *Appendix A* for shelter types and panel dimensions. Panel size varies based on shelter type. Shelter type A, B, or C will be identified in the request for proposal. Glass panel thickness, width, and height is standard and not subject to modification. Only the printed interlayer is subject to customization.



# DART Art Shelter Program



## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

---

### Art Media

The composition for the artwork panels will be a 3/8-inch laminated glass panel, made of two Kind HS heat-strengthened clear glass lites with a digitally printed interlayer.

- Interlayer: The interlayer between glass panels will be a digitally printed frit that is baked on and sandwiched between the glass panels by the shelter manufacturer and is subject to the following printing limitations:
  - Printed area on each standard rectangular glass panel is limited to 48 x 84 inches
  - Printed area on angled panels is limited to a 78.5 x 44.813 inches and must start at the top 90-degree corner. See *Appendix A* for diagram.

### Visibility

All art concepts should incorporate the following minimum visibility standards to ensure public safety at the shelter locations. The goal is to limit visual concealment of persons or activities within and surrounding the shelter.

- **Transparency and Coverage:** The following requirements address opacity and transparency of imagery used in the panel.
  - No more than 50 percent of the artwork may be opaque. In other words, opaque media shall not cover more than 50 percent of the total glass panel area of the shelter.
  - No portion of opaque media should occur in continuous form where both vertical and horizontal dimensions exceed 24 inches.
  - For irregular forms, opaque areas cannot exceed the boundaries of a 24-inch square in more than one direction.
  - For continuous elements that exceed 24 by 24 inches, media should be translucent (partially see-through) or transparent (clear).
  - Translucent or clear elements will not be considered opaque and may be used without limitation in the panel artwork proposal.
  - See *Appendix B* for examples.

### Color Variance

Artist concepts may be subject to color variances during the glass fabrication process due to manufacturer limitations.



# DART Art Shelter Program



## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

---

### Submittal

Final submission should be a high-resolution vector file for use by DART and its contracted shelter manufacturer in communication with glass panel fabricators. Acceptable formats include .AI, .EPS, .PDF (.PDF files must be saved as a vector file). 720 DPI or 240 PPI at full scale is recommended. Each individual panel shall be submitted as a separate file.

- Final art concepts selected for fabrication will be submitted to [Substance Architecture](#), DART architect of record, to review for compliance with visibility criteria. Final submission to the manufacturer, [Brasco International](#), will be made by Substance.
- Artist(s) or their designated representative will be included in the shop drawing submittal review process and pre-fabrication proofing to verify execution of art concept and to review any revisions required by manufacturing, fabrication, or installation procedures. Sample proofs are available on a limited basis.

### Production & Installation

Art shelter fabrication takes approximately 16 weeks from sign-off to delivery. Installation is coordinated by DART in tandem with local authorities and/or property owners and is subject to seasonal weather conditions.

### Definitions

- **“Opaque”** refers to all areas with less than 75 percent visible light transmittance (VLT). In general conditions, you are unable to see defined edges of an object placed 12 inches or more behind the panel.
  - **“Translucent”** refers to all areas with 75 to 90 percent visible light transmittance (VLT). In general conditions, you will see defined edges of an object or person located 12 inches or more behind the panel, but fine details may be obscured or viewed through layers of color or “frosted” white.
  - **“Clear”** includes areas with greater than 90 percent visible light transmittance (VLT) and with no additional tints, coatings, textures, or similar treatments to the glass panel. In general conditions, you will see all items behind the panel little to no distortion.
- 

### Contact

#### Jessica Terrill, AIA LEED AP

Architect  
Substance Architecture  
515-699-1645  
[jterill@substancearchitecture.com](mailto:jterill@substancearchitecture.com)

#### Matthew Harris

Business & Community Partnerships Manager  
Des Moines Area Regional Transit Authority  
515-246-2522  
[mharris@ridedart.com](mailto:mharris@ridedart.com)



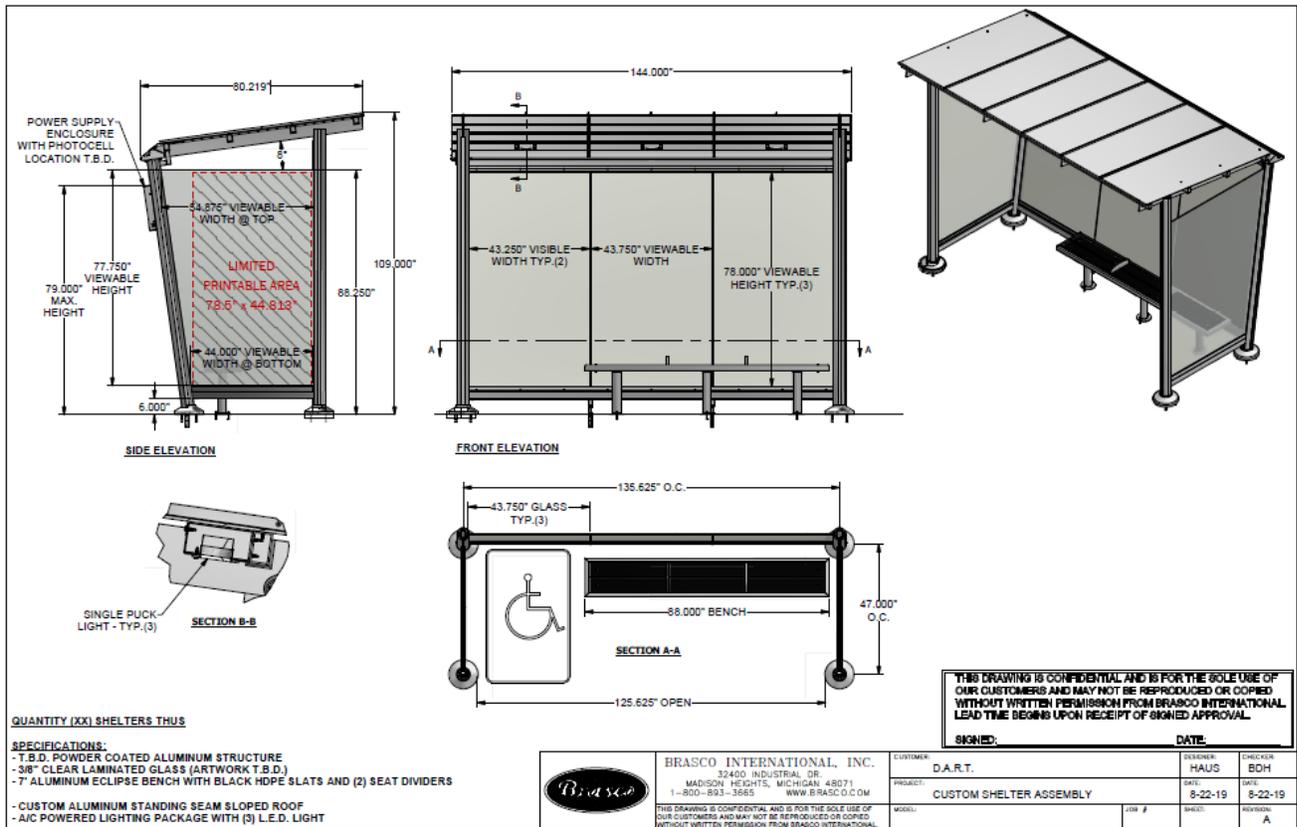
# DART Art Shelter Program

## Guidelines & Requirements for Art Concept Development

Updated: 07.24.20

### Appendix A: Shelter Types & Dimensions

#### SHELTER TYPE A





# DART Art Shelter Program

## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

### Appendix A: Shelter Types & Dimensions

#### SHELTER TYPE B

**QUANTITY (XX) SHELTERS THUS**

**SPECIFICATIONS:**

- T, B, D, POWDER COATED ALUMINUM STRUCTURE
- 3/8" CLEAR LAMINATED GLASS (ARTWORK T, B, D.)
- 88" ECLIPSE STYLE BENCH WITH (2) DIVIDERS
- ALUMINUM STANDING SEAM SLOPED ROOF
- A/C POWERED LIGHTING PACKAGE WITH (3) L.E.D. LIGHTS

**SECTION A-A**

**THIS DRAWING IS CONFIDENTIAL AND IS FOR THE SOLE USE OF OUR CUSTOMERS AND MAY NOT BE REPRODUCED OR COPIED WITHOUT WRITTEN PERMISSION FROM BRASCO INTERNATIONAL. INFO WILL BE DELETED UPON RECEIPT OF SIGNED APPROVAL.**

	BRASCO INTERNATIONAL, INC. 34400 INDUSTRIAL DR. MADISON HEIGHTS, MICHIGAN 48071 1-800-853-0665 WWW.BRASCO.COM	CUSTOMER:	D, A, R, T.	LEADER:	HAUS	DRAWER:	BDH
		PROJECT:	CUSTOM SHELTER ASSEMBLY	DATE:	8-22-19	DATE:	8-22-19
THIS DRAWING IS CONFIDENTIAL AND IS FOR THE SOLE USE OF OUR CUSTOMERS AND MAY NOT BE REPRODUCED OR COPIED WITHOUT WRITTEN PERMISSION FROM BRASCO INTERNATIONAL.		MODEL:		JOB #		SHEET:	REVISION A



# DART Art Shelter Program

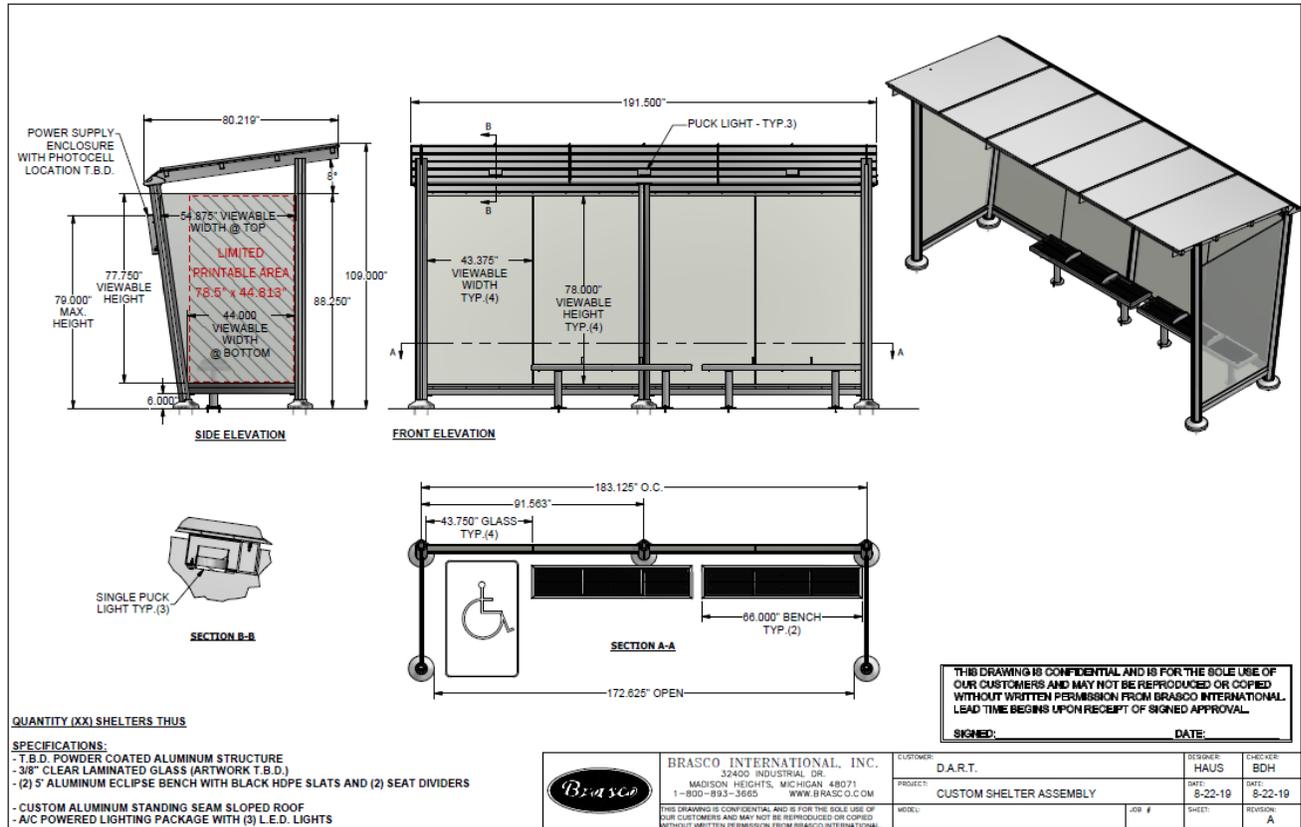


## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

### Appendix A: Shelter Types & Dimensions

#### SHELTER TYPE C





# DART Art Shelter Program



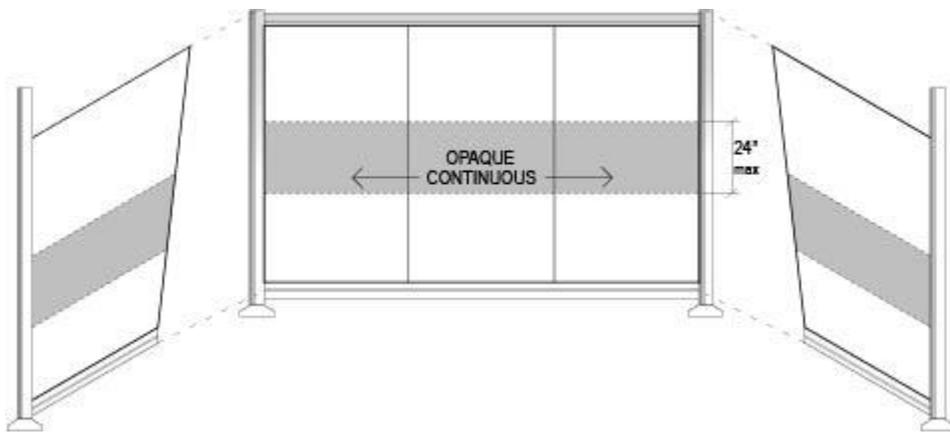
## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

### Appendix B: Visibility Examples

#### EXAMPLE 1

An opaque horizontal band may continue across all panels, if it is 24 inches or less in height.





# DART Art Shelter Program

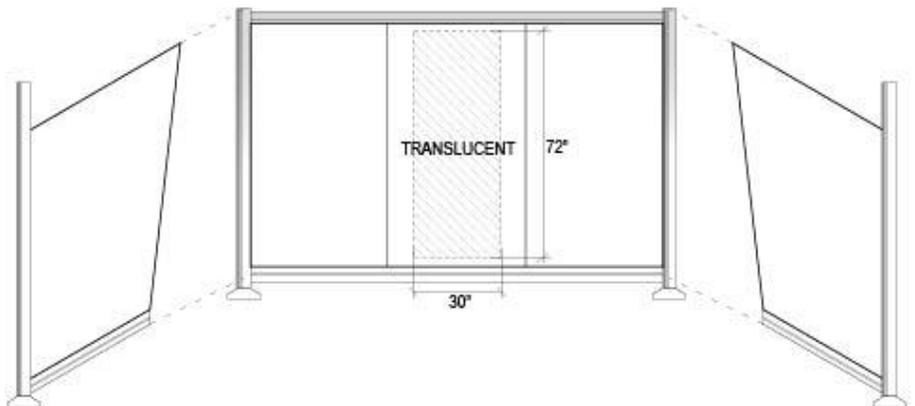
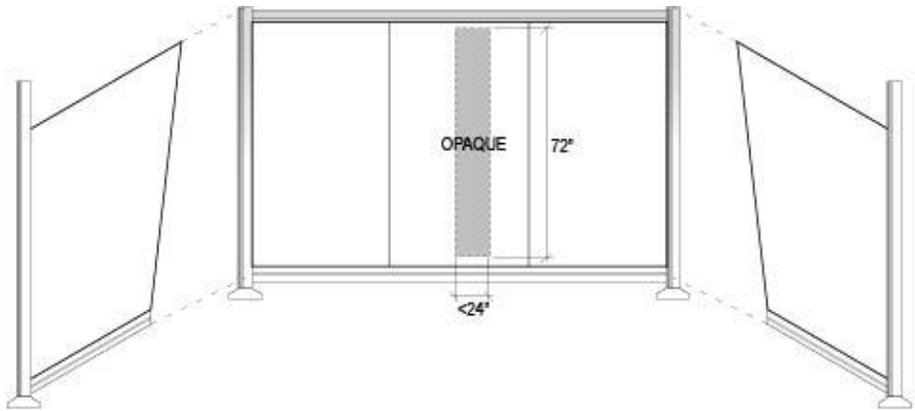
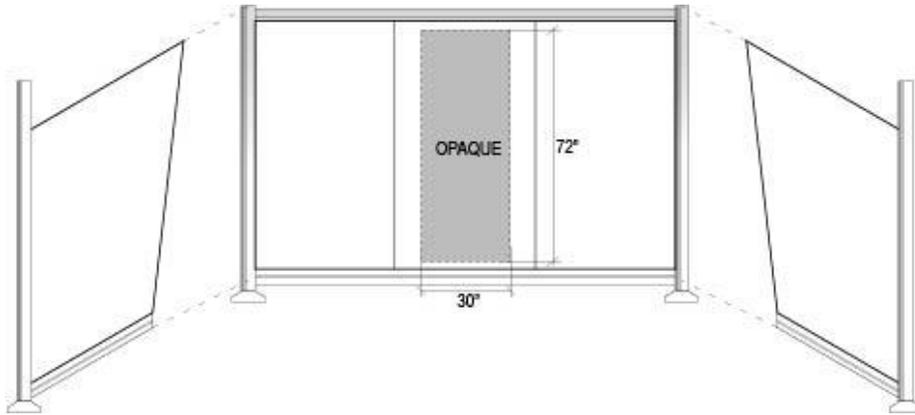


## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

### EXAMPLE 2

A figure measuring 30 inches wide by 72 inches high exceeds limits for opaque area. It cannot be opaque, or its boundaries must be modified so opaque portions do not exceed 24 inches in either height or width.





# DART Art Shelter Program



## Guidelines & Requirements for Art Concept Development

Updated: 07.28.20

### EXAMPLE 3

Opaque areas may be irregular in shape but must comprise 50% or less of the composition and follow the guidelines for size limitations.

