

# Public Art & Branding



## Creating a Sense of Place™ through public art and branding in transit shelters

Bus shelters are part of the fabric of communities across the nation. They are highly visible structures found from large urban downtowns to small town main streets. Bus shelters can be seen in affluent communities, cultural centers, and diverse residential neighborhoods.

While bus shelters serve a vital purpose in supporting bus riding passengers with safety, comfort, and information, and are the critical entry point for passengers starting their journeys on public transit, bus shelters serve another important role in creating a true Sense of Place™ while reflecting the character of the community in which they reside. For many cities and towns, that character is best reflected with art.

*"I knew going into this art project that the scale of the reproductions would have great impact for our community in unexpected places," commented Amanda McClure, Quinlan Visual Arts Center Executive Director, Gainesville, GA. "What I was not prepared for was how luminous the work turned out to be using the glass medium produced by Tolar. The way the light reacts to these pieces really makes them shine. In short, the bus shelters are stunning, and now we have a public art gallery through out our city."*

The use of public art in bus shelters often helps to deliver critical messages looking to get in front of a wide audience, from artistically expressing local messaging to stating one's opinion on global affairs, the self-expression of art is perfectly exhibited through public bus shelters. It's also a great way to gather a community and create a sense of ownership over their public space.

Branding, like public art, serves a valuable purpose at bus stops as well. Incorporating a transit agency logo and service branding helps to assure passengers they are in the right place as they take comfort in knowing their bus will be arriving soon - with the help of real-time passenger information of course.

*"Tolar's ability to deliver a shelter and totem display that works seamlessly with our branding is a real testament to their experience, flexibility and ingenuity," said David Wright, Gary Public Transportation Corporation's Planning and Marketing Manager from Gary, IN. "Throughout the design and manufacturing process they continued to reinforce that the BRT elements should create a cohesive sense of place for our passengers. I truly think we achieved that."*

**"Working on public art and city and agency branded transit bus shelter projects has become a hallmark of Tolar Manufacturing. We understand how to balance design with fabrication, ensuring our clients achieve their vision in a durably built, aesthetically pleasing shelter that reflects the character of their community."**

Scott Williams,  
Tolar Manufacturing Company  
Business Development Manager

**ON THE STREETS ACROSS AMERICA**

(size and design examples)



**SIGNATURE CUSTOM SANTA ANA, CA**

Papel Picado themed shelters bring culture and color to Santa Ana.

Bringing the delicate intricacies of popular "papel picado" Mexican folk art to life, these 41 custom-built 14-ft to 27-ft shelters include rugged steel structures enhanced with colorful acrylic roof panels, perforated benches, and vividly colored wall elements.



**BUS RAPID TRANSIT JACKSONVILLE, FL**

Highly branded shelters in various configurations help distinguish the First Coast Flyer BRT service for passengers.

These 24-ft x 7-ft Gull Wing BRT custom branded shelters provide shade, LED illumination, and 10-ft back-to-back media display kiosks with 32-in digital displays for high volumes of passengers.

**SIERRA MEMPHIS, TN**

Bus shelter embraces musical legacy.

The result of a public art competition, this 13-ft Sierra style shelter is located in the historic Soulsville neighborhood, standing in front of the legendary Stax Records. It includes an 8-ft perforated metal bench, shade-producing low peak roof, and bright yellow, neighborhood-identifying branding that includes iconic rectangles reminiscent of equalizer sound bars so important in the music industry.



**SIGNATURE CUSTOM AUSTIN, TX**

Capital Metro uses MetroArt to bring attention to public transit

Celebrating the culture and heritage of the communities of Central Texas, 125 Signature series, 12-foot bus shelters were fabricated for Capital Metro with the intent of delivering uniquely attractive, functional street furniture. The perforated metal wall panels portray the art as intended by the artist while continuing to serve an important weather protecting purpose.



**BUS RAPID TRANSIT DEL AMO, CA**

Oversized 3-D branding improves the rider experience for daily travelers.

Two, 30-ft high-capacity shelters feature high visibility name location and service type branding, plentiful seating, low-draw LED illuminated media displays kiosk, under-roof security lighting, and real-time information signs.



**SIGNATURE ORION DES MOINES, IA**

Adding vibrant public art builds community.

This 12-ft advertising shelter featuring LED illumination, angled flat roof, angled rear wall and full end wall is part of a series of shelters specifically designed to house artwork provided by local artists. The custom art glass is protected with UV-resistant technology as the shelters bring vibrance and life to the communities they serve.

**SIGNATURE CUSTOM SMARTPLACE™ SAN BERNARDINO, CA**

Easily identifiable full-color agency logo branding assists passengers to locate stops.

These 17-ft shelters incorporate perforated metal rear wall displays with full-color, high profile agency logo. Shelters also include information/map display and solar powered real-time information.



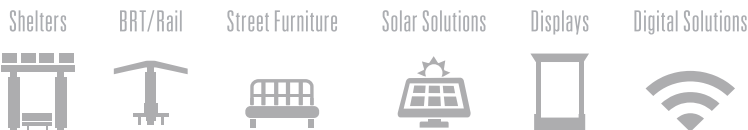
**SIERRA LOW PEAK DIAMOND BAR, CA**

City branding creates Sense of Place™.

This 17-ft shelter beautifully represents the city with the Sense of Place™ created from large and bright city branding baked directly into the perforated mission-style metal rear panel. These city shelters also sport aluminum roof panels with two UL-listed solar lights systems providing dusk-to-dawn LED illumination, 8-ft expanded metal bench with back, and an expanded metal trash receptacle.



These styles are representative of product options within this series. Scan the QR code or visit [www.tolarmfg.com](http://www.tolarmfg.com) for additional ideas, options and specifications.



**SIERRA DOME ROOF GAINESVILLE, GA**

15 bus shelters receive artistic make-over.

Fifteen bus shelters previously built by Tolar Manufacturing, now showcase the work of local artists. Using digital printing technology, the art was reproduced in exacting detail onto 44-in x 79-in custom glass panels, then installed on-site onto the backs of each shelter. The luminous artistic results will last for years to come.