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STATE OF DOWNTOWN

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A Note From Mayor Dave Bieter

DOWNTOWN BOISE: OUR CITY'S HEART



Boise is a city on the rise and downtown Boise is at the heart of what makes our city so fantastic. In my 11 years as mayor of my hometown, I have never been so excited about what its future holds. Everywhere one turns, the evidence of downtown Boise's economic resurgence is easily found.

Consider this: Over the past two years, more than 30 construction projects worth more than half a billion dollars have been completed or are in the pipeline in our city's center.

Those numbers represent an incredible investment in our downtown that speaks volumes about its health and future. The transformative projects behind those numbers are setting the stage for decades of opportunity that generations of Boiseans will enjoy.

City Center Plaza, the latest downtown project from our partners at the Gardner Co., is coming out of the ground now – literally. With its multi-modal transportation hub and convention facilities, the scope of this project should be measured not in square feet, but in the opportunities it will bring to our town. I am particularly excited about the foundation it lays for building a world-class public transportation network centered on our thriving downtown and worthy of our city's bright future.

A couple of blocks away, Jack's Urban Meeting Place will soon offer expansive classroom, creative, and performance space, and be paired with a second marquee project on same key parcel: the J.R. Simplot Co.'s new corporate headquarters. Not only are established companies investing in Boise's downtown, but we are seeing a growing number of startups choose downtown as well. That is a number that we aim to increase with our new center for entrepreneurs, Trailhead, which will help the next generation of entrepreneurs start their business right here in downtown Boise.

A number of new investments provide growing residential opportunities in our urban center – a trend that will take its vibrancy to a new level. Our goal of having 1,000 downtown residential units by 2020 will create new rhythms and energies outside of usual business and nightlife hours. Not only are we seeing new residential developments, but lately several hotels have shown significant interest in downtown. When you combine those investments and potential for growth with authentically Boise events such as Treefort Music Festival and our farmer's markets, it becomes clear why so many people are drawn to downtown Boise.

With everything that is happening, it's easy to see why I'm so excited about the future of downtown. This success is the result of hard and visionary work by generations of people who love our city as much as I do. Entrepreneurs, business owners, corporate partners, government and, of course, the Downtown Boise Association – they are all essential partners in our effort to build on yesterday's success to achieve tomorrow's vision. Boise truly is a city on the rise, and I thank all of you for your continued effort to make downtown Boise the center of the most livable city in the country.

LIV Boise aims to further the city's vision of making Boise the most livable city in the country. LIV stands for lasting, innovative and vibrant – the three qualities the city is hoping to create in Boise in order to make it a more livable city.

Here are three of LIV Boise's initiatives:

- **Redefine Downtown**, a new way to look at downtown Boise;
- **Connect Our Community**, efforts to make it easier to walk, bike and use transit across the city; and
- **Energize Our Neighborhoods**, an effort to revitalize neighborhoods throughout the city.

GRAND-OPENINGS, GROUNDBREAKINGS, AND WHAT'S AROUND THE CORNER DOWNTOWN



Kären Sander
*Executive Director,
Downtown Boise Association*

It is an exciting time in Downtown Boise. Our story is constantly evolving, with a changing

skyline, new business openings and many breathing new energy into the core of our city. The number of projects is impressive.

2014 was the year of grand openings and ground-breakings including the grand opening of The Owyhee, Trader Joe's, the groundbreaking of City Center Plaza, Main Street Station and the Boise Centre Expansion. The JUMP development, a community gathering and interactive center is well under way with the anticipated opening in early 2016, followed by the adjacent Simplot Headquarters.

Many new urban residential developments are planned, under construction or recently opened, including the One Nineteen at 10th and Grove St., The 951 at Front and

Park Boulevard, student housing in Lusk Neighborhood and The Afton at Eighth and River St. In addition there are more projects in the planning stages at Fifth and Myrtle, Fifth and Idaho, Idaho and 16th, Idaho and 14th. The City of Boise's goal of creating 1,000 housing units in downtown Boise by 2020 is well under way.

Improving circulation and access to business locations is in progress with one-way to two-way street conversions. Third and Fourth and 11th and 12th street conversions are complete with more conversions planned in 2015 and beyond. In addition, Ada County Highway District and stakeholders are evaluating a connected bike lane system with an emphasis on providing safe routes to and from the core. The Boise bike share program GreenBike launched this spring.

It is not often that cities have many new hotel announcements in a matter of days. The Inn at 500 Capitol, announced the plan for a \$25 million boutique hotel at the southeast

corner of Capitol Boulevard, and another 180-room hotel at the corner of Broad and Capitol was announced by Pennbridge Capital. And the Gardner Company entered into an MOU with the Greater Boise Auditorium District for Parcel B to explore the option for a potential hotel.

For the sixth year in a row, downtown retail openings exceeded closings with 32 openings in 2014, a net increase of 20. Downtown Class A office vacancy rose to 10 percent after the completion of Eighth & Main, before recovering to 7.8 percent at the end of 2014. (Source: Thornton Oliver Keller Market Watch)

There have also been wonderful re-uses of old warehouse spaces including CSHQA's Boise office, the upcoming new location of Georges Cycle on Front Street and, in early 2015, Trailhead (the new Creative Tech Center) opened in a formerly underused space at Eighth and Myrtle Streets. The CC Andersen building, the former home of Macy's, is proposed as the Athlos Charter School's new Boise training center, giving a vacant retail building a new life.

(l-r) The Owyhee, which offers a combination of downtown apartment living, a restaurant, bar, event space and office and retail space, had a grand opening in 2014. Photo by Teya Vitu. New hotels are in the works for downtown Boise. Above is a rendering of the Inn at 500 Capitol, a boutique hotel.



Over 773,000 parking visitors used the public parking garages in 2014, an increase of 3.5 percent over 2013. The Boise City year-end crime index shows a 3.3 percent decrease in crime overall for downtown Boise, continuing a positive 10-year trend.

Many community events added to the vibrancy of downtown including another successful Dine Out Downtown Boise Restaurant Week, the 28th Annual Alive After Five Summer Concert Series, the 28th Annual Twilight Criterium, the ever-popular tree lighting celebration that kicks off the holiday season and relative newcomer Treefort Music Festival.

The DBA in partnership with the Downtown Boise Neighborhood Association applied for and received funding from the City of Boise Neighborhood Reinvestment Program to wrap five more cabinet controller boxes. The program, in association with Ada County Highway District, Capital City Development Corporation and the City of Boise's Art & History Department, brings public art to the street level and decreases graffiti while enhancing the unique character of downtown. Sixty-six boxes have been completed in the downtown area with 21 more planned for 2015.

We welcome you to grow your ideas here, and to enjoy the vibrant shopping, dining and nightlife as you become a part of the vitality and energy of downtown Boise.



Left: The Marriott Residence Inn is proposed for the current Dunkley Music site. Image courtesy of Jared Smith. Below: JUMP is putting its finishing touches on its development, which will offer community gathering space and an interactive center, a park and a museum. Photo by Pete Grady Bottom: Plaza View High is an expansion of the City Center Plaza and the Boise Centre. Image courtesy of Gardner Company



2015 CONVENTION STATISTICS PROVIDED BY BOISE CENTRE

Patrick D. Rice, *Executive Director*

Convention and meeting business at Boise Centre continues to support the Treasure Valley economy and generates thousands of dollars in sales tax revenues. Out-of-town visitors attend events at Boise Centre and spend money at Boise hotels, retail establishments, area restaurants, transportation and recreation. In 2014, more than 200 events were held at Boise Centre, attracting more than 120,000 people to conventions, meetings, tradeshows, social functions and fundraisers. Last year, visitors to Boise Centre generated over \$18 million dollars in local economic impact.

With the improving economy, lodging properties within the Greater Boise Auditorium District are experiencing growth in both occupancy and rates. Hotel room tax collections during 2014 were at record levels, \$4.7 million or up 7.2 percent to prior year. Contributing to this were national, regional and state convention events and increased demand from corporate and leisure travel to the local area. Hotel occupancy was up 0.9 percent and average daily rate increased 4.4 percent from 2013.

In July, Directors of the Greater Boise Auditorium District broke ground on a convention center expansion of 40,000 square feet of additional meeting and event space. The expansion is being built as part of the City Center Plaza development directly across the Grove Plaza from the current Boise Centre. The two spaces will be interconnected via a concourse and project completion is estimated in July 2016. Expanding Boise Centre will increase the number and size of events we hold each year and generate greater economic impact for our community.

Since opening in 1990, Boise Centre has welcomed 4.3 million guests and generated over \$873 million in goods, services, jobs and sales taxes.



FROM THE DESK OF JOHN BRUNELLE, CCDC EXECUTIVE



By John Brunelle
*Executive Director,
Capital City Development Corporation*

Collaborate, create, develop, complete – four words that are always top of mind these days at

CCDC. Our growing and talented group of CCDC employees, combined with a highly engaged board of commissioners, is proactive and eager to collaborate with investors, developers, and public sector partners. Initiating new projects as an agency has been met with positive responses and strong interest in downtown development across multiple use types, particularly downtown housing.

In the River-Myrtle District, CCDC got the ball rolling with an RFP that resulted in a planned mixed-use 60-unit condominium housing project called “The Afton” at 620 S. Ninth St.

CCDC’s newest RFP, in our Westside District, triggered responses from leading developers offering mixed-use 40-unit apartment housing concepts at 1401 W. Idaho St. Combined with significant commitments to assist The Owyhee and The Roost, never before has our agency helped activate so many downtown housing projects to create growth and spur redevelopment in downtown Boise. Additionally, CCDC initiated and completed a downtown housing market analysis that will provide valuable information

to current and future housing developers and our community to encourage growth.

Addressing downtown’s expanding parking demands via structure parking is an important part of several of the projects. CCDC recently created and launched a comprehensive parking website focused on downtown options for the driving public. Check out www.boiseparking.com when you have a moment (and are not operating a motor vehicle). Our strategic planning for downtown parking is underway as well, and CCDC kicked it off by convening a roundtable of public and private stakeholders as an early conversation in the process. Again, our proactive posture will pay dividends for all downtown development when it comes



The Afton, located near downtown Boise, at Ninth and River, will have 67 condo units and some retail space. Image courtesy of Michael Hormaechea

to parking, mobility, and improving the transportation band in Boise.

Focus on downtown livability is a high priority for CCDC in 2015. Work with partners at the Downtown Boise Association, Ada County Highway District, City of Boise and the general public will result in improved pedestrian and biking infrastructure. The flawless re-direction of Eighth Street between Main and Bannock – the heart of downtown owned and operated by CCDC – was a major accomplishment for the agency and its partners. CCDC is partnering with the city’s Public Works professionals to enhance the geothermal system on Broad Street in the Central Addition, as city planners endeavor to establish the city’s first “LIV District” there. Our commitment to economic growth led to our role in launching Trailhead, Boise’s newest space for innovators and entrepreneurs. The agency is also supporting the expansion of Boise Centre, one of Boise’s key economic drivers.

Employees at CCDC are enthused to be in public service during this intense period of growth and exciting, high-quality development in our urban renewal districts. In fact, it would be a challenge for anyone to find an area of downtown Boise where CCDC and has not left its footprint over this past year. Streetscape beautification, parking garage improvements, more efficient traffic flow created by directional changes

and signage, alternative transportation facilitation, downtown housing and the permanent installation of public art are just a few of the many projects CCDC has played a pivotal role in both funding and executing.

We encourage you to join the partnership-oriented, Boise-centric leaders, developers, builders, local government agencies and investors who work every single day to make downtown Boise one of the most livable and vital urban renewal districts in the country.

Traffic has changed direction on Eighth Street in downtown Boise between Bannock and Main Streets. Image courtesy of CCDC



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CAROL COLETTA: LET THE CITY DECIDE WHAT TO DO



By Sharon Fisher

Special to Idaho Business Review

When Carol Coletta pays what she thinks is her first visit to Boise to give the State of Downtown keynote address, she's going to have a really personal interest in the place – an interest that ties closely into her research on cities: One of her professional colleagues is moving here with her family.

“They actually have no reason to move to Boise,” Coletta says. They chose to move here because of its reputation as being a good place to raise a family, being in a city yet being near nature, and centrally located between her husband's work as a consultant and her hometown of Chicago. “They're both consultants,” she says. “They could live anywhere.”

This exemplifies research Coletta has done, where she found that 64 percent of the most mobile people in our society – college-educated 25-34-year-olds – say they first choose the city they want to live in, then look for a job.

That demographic largely determine a city's success, Coletta says. “You need to develop, attract, and retain talent,” she advises. “It's not unusual for people to leave their city for education – it happens all over America.

**Carol Coletta, Photo by Gio Alma,
Gio Alma Inc.**

What is discouraging is if they don't come back, or you're not replacing them with other college-educated people."

In fact, cities are starting to consider factors like talent and higher education in their economic development agenda, she says. "You can develop talent, but if we can't keep it, we have a problem," she says. "We're doing the expensive part of the job, and some other city is reaping the bounty of our investment."

Coletta is vice president for community and national initiatives for the John S. and James L. Knight Foundation, where she runs a \$60 million portfolio of grants

made to communities to accelerate talent opportunity and engagement. (The foundation doesn't make grants to Boise because they were limited to communities with a Knight newspaper.)

How will Coletta spend her time here? "The thing I love to do is walk around or ride a bike around," she explains. "You can drive me around all day long but that tells me nothing. I need to have the flexibility of walking or riding a bike and seeing it at pedestrian level and the central city neighborhoods surrounding it. It gives me a good sense of what it's all about."

Coletta also likes talking to residents.

"Even the service personnel – the cab driver, the Uber driver, the hotel clerk," she says. "You get a really good sense of what the culture of the city is from those people. And I like to meet with groups of young talented people who are organized in some way."

That said, Coletta sees her role as descriptive, not prescriptive. "It's not for me to come and tell Boise what to do," she says. "It's not for me to write the prescription. I can tell you what's going on in the rest of the country, tell you about trends, and you can decide how Boise should situate on those trends."



"The thing I love to do is walk around or ride a bike around. You can drive me around all day long but that tells me nothing. I need to have the flexibility of walking or riding a bike and seeing it at pedestrian level and the central city neighborhoods surrounding it. It gives me a good sense of what it's all about."

TOURISM IN BOISE? IT'S EASY!



By Carrie Westergard
Executive director
Boise Convention & Visitors Bureau

Why it is so easy to promote tourism in an urban location such as Boise?

Whether seeking outdoor recreation, cultural events or unique dining, visitors to the City of Trees can easily find award-winning offerings in Boise.

Boise offers a rare blend of urban and an outdoors environment that is active and relaxing, family-friendly and unforgettable. The city boasts unique sites and attractions, unlimited recreation and diverse cultural offerings, all at the foot of the scenic Boise

Front. Boise also boasts Fortune 500 companies with national and international headquarters or divisions, sprawling high-tech campuses and a metropolitan university with a famous blue football field. This city's many visitors get to enjoy eclectic urban offerings.

Boise has plenty to offer anyone seeking cultural opportunities or experiences. Some of these offerings are the philharmonic orchestra, contemporary and classic theater companies, modern and ballet dance companies, choral and opera companies. Signature events include Treefort Music Fest, a 5-day event showcasing more than 400 musical performances in the spring, and Alive After Five, a summer concert series from June through August every Wednesday in downtown Boise, featuring live music, beverages, food vendors and free entertainment. Sporting events like the Ironman 70.3 and the Twilight Criterium transform city streets into competition arenas. Live music and sporting events attract visitors that stay overnight in our hotels and spend money in our downtown.



From bike races to the Boise Philharmonic to our beautiful parks, there are a variety of things to see and do in Boise. Photos courtesy of BCVB



Left: The Twilight Criterion brings throngs of spectators to downtown Boise every July. Below: Boise Nightlife means everything from comedy to fine dining to live music. Photos courtesy of BCBV

The dining options in Boise also suit many tastes. Visitors have choices, from elegant dining rooms to casual brew pubs; ethnic eateries to comfy coffee bars; trendy bistros to riverfront patios. Visitors can experience the flavors of the Northwest with wild game and fish, or enjoy a great steak and potato in a leisurely setting. Idaho's Snake River Valley is a designated American Viticultural Area, an important distinction that brands the southern portion of the state as America's next great wine region.

Ethnic restaurants are plentiful and range from Mediterranean to Thai to the prominent Basque cuisine. The only Basque Museum and Cultural Center in North America, and one of only two in the world, is located here. The Basque Museum and Cultural Center was established in 1985 as a small museum in the historic Cyrus Jacobs-Uberuaga boarding house. This charming old boarding house served as "home away from home" to hundreds of Basque shepherders who found themselves living and working in the new world. The Basque Museum and Cultural Center has become one of Idaho's finest cultural institutions, interpreting the unique Basque Heritage for the public through a variety of educational programs, lectures and presentations, exhibits and classes in the Basque language, dance and music.





The Boise Art Museum – founded in 1937 – hosts visiting exhibitions and a permanent collection of visual art experiences. The museum also touts interpretive strategies, educational programming and a commitment to being a vital part of the cultural life of the community.

The modern evolution of the Old Idaho Territorial Penitentiary, just east of downtown, is an easy draw. The site is one of four former territorial prisons still in existence in the U.S., and housed many Wild West desperadoes in its time. Built in 1870, the imposing sandstone compound now includes a self-guided walking tour, transportation museum and one of the nation's largest collections of historic arms and military memorabilia.

The Old Pen is flanked by the Idaho Botanical Garden, which is lit for the holidays with more than 250,000 sparkling lights. Visitors are dazzled by the display of color and lights in the Garden, all artistically arranged and beautifully designed. In the summer season, garden visitors can enjoy outdoor shows at the Outlaw Field Concert Series, which features acts like the Barenaked Ladies, Michael Franti and Brandi Carlile during the long summer evenings.

Top to bottom:
You can ride your bicycle along the Boise Greenbelt, take in art at the Boise Art Museum or witness an art performance on the downtown streets. Next page: A walkable and bikeable downtown brings nighttime dining and entertainment just a few steps or pedals away. Photos courtesy of BCBV



Boise boasts a wide variety of lodging options, including Hotel 43, which has Boise-themed artwork by local artists throughout the property, as well as The Modern Hotel and Bar, a fun, re-animated former Travelodge downtown.

In a place with such easy access to the outdoors, recreation pursuits exist in perfect sync with city life. Step outside downtown in matter of minutes to ski, hike, bike and more. Walk or bike the 25-mile long riverside Greenbelt path, explore the Ridge to Rivers trails laced throughout the scenic foothills or visit one of the many interconnected parks throughout the city.

We are extremely fortunate to have such tremendous assets to enchant our visitors. Best of all, Boise offers unparalleled accessibility to everything the city has to offer, from the airport, lodging, dining, recreation, arts, meeting space and entertainment.

The statement we often hear from visitors upon immersion is, "I had no idea!" From that point forward, selling Boise just gets easier.



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NEED HELP FINDING YOUR WAY? LOOK FOR A SIGN

By **Carissa Wolf**

Special to Idaho Business Review

Pull out at the scenic overlook on Federal Way near Protest Street and mosey around a bit. Yes, get out of the car and look around.

You'll not only get a view of one of the city's most scenic vistas of Downtown Boise and the Foothills but you'll also find yourself steps away from one of the community's newest parks and a sign that reminds you you're not far from what's part of that vista.

The green sign marking a Federal Way bicycle path tells two wheeled commuters that a .8 mile or four minute bike ride separates Boise State University from that scenic overlook and Downtown Boise lies just a little bit further with a 1.8 mile or nine minute bike ride. It also gives commuters a taste of how a system that's in the work can help pedestrians navigate the cityscape.

That little sign and others like it are part of what's known as wayfinding systems and could have profound implications on city livability, pedestrian safety and downtown commerce. That's why plans are underway to implement a comprehensive wayfinding system designed to help people navigate Boise sans the car.

"It allows you to explore more naturally and get out of the car," says Idaho Smart Growth program coordinator Deanna Smith of wayfinding systems.

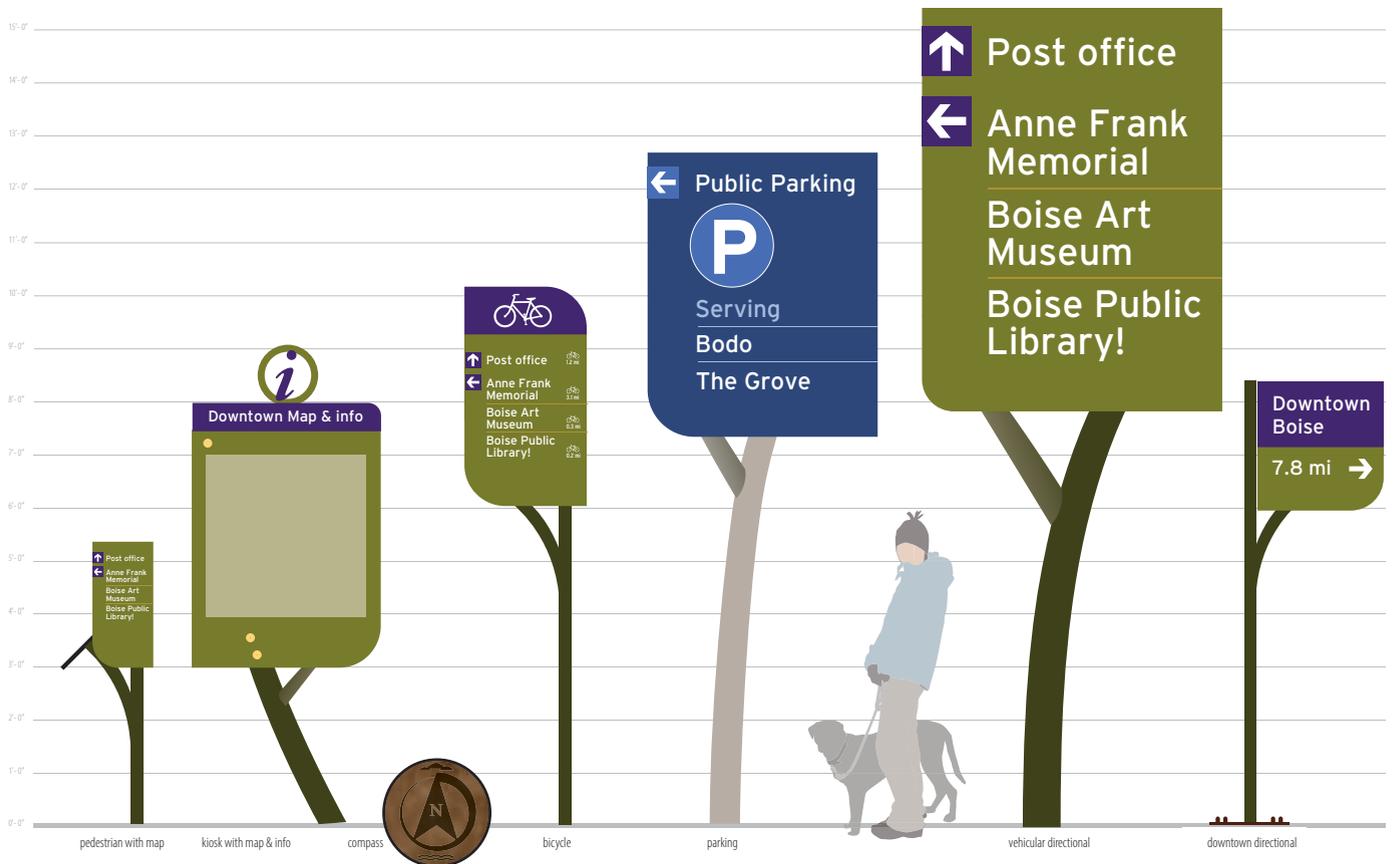
Wayfinding systems could encourage motorists to keep the car parked and wander or bit or ditch the car entirely. And they're designed to speak to both locals and city visitors.

"If you have well-crafted wayfinding, you have people say, 'Oh, I didn't know there was a restaurant (district) that I could walk to.'" Smith says, likening wayfinding systems

to a trail of crumbs that seamlessly leads commuters from one location to another. "It also helps people understand that things are pretty close and gets them out of their car."

"I look at it as a way of telling the story of what's here," Smith says.

An expanded wayfinding system that's been under development by the Capital City Development Corporation with cooperation from city agencies and organizations such as Smart Growth, the Downtown Boise Association, and Boise City Department of Arts and History is slated to help pedestrians navigate the cityscape by this fall. Plans are up for recommendation from the City Council in May. Once the CCDC Board has formerly adopted the sign design and plan, the City Council will be asked to approve the plan as an amendment to the city's comprehensive plan Blueprint Boise, CCDC Project Manager, Matt Edmond says.



1 family of signs
scale: 0.5" = 1'-0"

The environmental impact of wayfinding systems might seem obvious, but they're also designed with pedestrian safety and bottom lines in mind.

Boise's system would direct bike and foot commuters onto routes that keep them along pedestrian paths and out of high traffic areas. Know how to get from Boise to Eagle without going near the high traffic State Street corridor? A wayfinding system could mark your path and help you find your way.

Backers of the system also foresee an economic impact of Boise wayfinding. Communities that implemented similar system have found that once people get out of their car, they tend to spend more money. When people don't have to park a car and passing stores and restaurants becomes part of their commute, its easier to stop and buy that cup of coffee or peruse a boutique.

"Wayfinding has been found to help revitalize downtown areas around the country," Smith says. "The economic catalyst is to get people out of their car and keep exploring."



Plans are underway to implement a comprehensive wayfinding system designed to help people navigate Boise sans the car. IBR file photo

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URBAN RETAIL ENVIRONMENT STARTS TO EMERGE

By Dani Grigg

Special to Idaho Business Review

The national retail model is changing, and downtown Boise is following – just a few steps behind.

For the last few decades, shopping malls have been fading and downtowns have been brightening as urban living has grown more and more popular, especially among millennials.

“The urban lifestyle is starting to kick in in Boise,” says George Iliff, managing owner of commercial real estate firm Colliers Idaho. “We’re just on the very front end of that change in what our downtown looks like.”

Developers are showing interest in building hundreds of new downtown apartments and condos to go along with the hundreds of thousands of square feet of new commercial space springing up on the Boise skyline.

That’s good news for downtown shoppers.

“When you’ve got people living in an urban setting, retail follows rooftops – or in this case, condos and apartments,” says

Karen Sander, executive director of the Downtown Boise Association.

In 2014, 32 new businesses – most of them retail – opened in downtown Boise. Those contributed to the 75 net new businesses downtown has gained since 2008.

To this point, the biggest surge in new retailers has come from entertainment-oriented businesses, Iliff says. Coffee shops, restaurants and bars have done well.

Traditional shops, like clothing or home goods retailers, have been a bit of a soft spot for Boise’s city center. Lifestyle centers like The Village in Meridian have lured some away. Others, though, are looking for something different.

Shannon Marsiglia, owner of the home goods store Domestic Bliss, fell for the charm of downtown Boise when she moved here last year. She found the character in the city to be a good fit for her shabby chic and vintage findings, so she took over a 9th Street space left vacant when national retailer Lululemon moved to the Village.



Top to bottom: Domestic Bliss is a home goods store that recently moved in to downtown Boise. Photo courtesy of Domestic Bliss
You can find the eclectic and one-of-a-kind gifts at Dragonfly in downtown Boise. Photo by Jason Jacobsen
R Grey Jewelers offer art along with their jewelry designs. Photo courtesy of R Grey Jewelers



“The urban lifestyle is starting to kick in in Boise. We’re just on the very front end of that change in what our downtown looks like.”



Bodovino is a great place to meet your friends and have a sip or two of wine. Photo by Pete Grady

Domestic Bliss opened in November. Marsiglia said the store has had tons of drive-by and walk-by traffic, but it will take some more work to convert the passers into buyers.

One thing she thinks will help will be staying open late so people waiting for a dinner table or out with friends will have somewhere to go – another area where Boise has been behind the curve.

“Chances are somebody will stop in and be happy that we’re open, then tell their friends and come back when they have more time to shop,” she says.

Like most retailers, she’d like to see Boise’s public transportation catch up with that in similar-sized cities and offer more routes and extended hours. That would enable car-less shoppers to stay downtown longer.

Iliff says those changes will come. And as office and residential development continue downtown, it will be hard for other retailers to ignore the thousands of people at work and play. Instead of leaving for a lifestyle center, many will start to see the area as a two-store market.

“I think we’ll see national retailers continue to want to have [a downtown] presence,” he says. “I think as we get more and more downtown full-time residents, we’ll see more soft goods people come back.”

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WHAT'S NEW DOWNTOWN?

A Cupcake Paradise

813 W. Bannock

BANANA ink

280 N. Eighth St., Suite 100

Boise Art Glass & Firefusion Studio

1124 W. Front St.

Boise Brewing

521 W. Broad St.

Boise Escape

14th and Jefferson

Boise Fry Company

204 N. Capitol Blvd.

Chalice Tattoo Studio

928 W. Main St.

Chipotle

Capitol Boulevard & Front Street

Domestic Bliss

214 N. Ninth St.

Elevated Heel

928 W. Main St.

Grind Modern Burger

705 W. Fulton

Guru Donuts

204 N. Capitol Blvd.

Juniper

211 N. Eighth St.

Kindness

1109 W. Main St (The Owyhee)

LaNeige Bridal

1020 W. Main St., Suite 104

**Leaf Teahouse**

212 N. Ninth St.

Lilly Jane's Cupcakes

1020 W. Main St, Suite 111

Lit & Co. Candles

755 W. Broad St.

Main Street Deli

904 W. Main St.

Mode Lounge

800 W. Idaho Suite 120

Off The Wall

409 S. Eighth St.

Olivin

218 N. Ninth St.

On The Fly Deli

Eighth & Main

Panda Express

601 W. Front St.

Post Modern Brewers

705 W. Fulton

Renaissance Furniture Consign

906 W. Main

Ruth's Chris Steakhouse

800 W. Main St

Saint Lawrence Gridiron

705 W. Bannock

Snake River Tea

801 W. Main St., Suite 103

Sugarbums Intimates

168 N. Ninth

The Vintage Trunk

409 S. Eighth St.

Tiger Prop

850 W. Idaho

Trader Joes

300 S. Capitol

Whiskey Bar

509 Main St.

Wingtip Press

500 W. Idaho St.

Woodland Empire Ale Craft

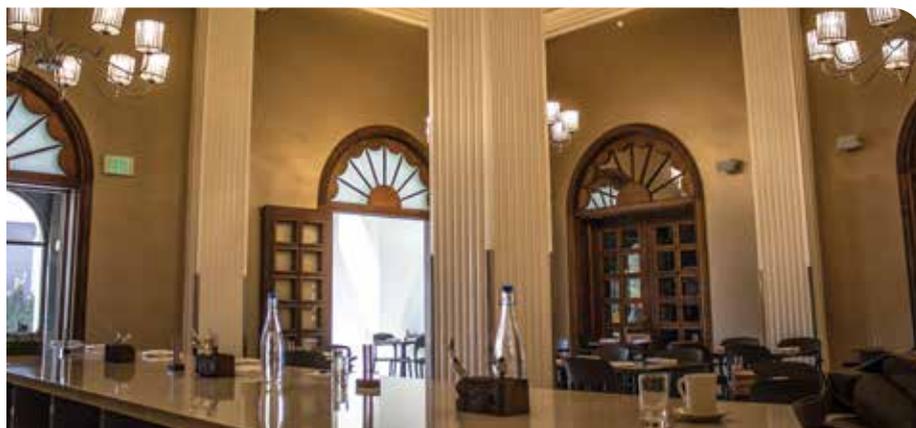
1114 W. Front St.

Ye Olde Sweet Shoppe

222 N. Ninth St.

Zenergy

800 W. Main St



Above: Kindness is a new restaurant in The Owyhee. Photo courtesy of Kindness Left: Juniper is one of the new kids in town, downtown. Photo by Pete Grady

NEW LOCATIONS

Flatbread Neapolitan Pizzeria
800 W. Main St.

Lisk Gallery, now Gallery Five18
518 Americana Blvd.

Boise Art Glass & Firefusion Studio
1124 W. Front St.

Tonic Hair & Skin Bar
707 W. Bannock St.

NEW NAMES

The Sixth Street Studio Tattoo Parlor is now
Spitshade Tattoo & Oddities, 211 S. Sixth St.

Tanzanite Salon is now Tonic Hair and Skin
Bar

BIKE SHARING COMES TO DOWNTOWN

By Chris Langrill

Special to Idaho Business Review

Photos by Lisa Jordan

All of us were taught at a young age to share with others.

That simple concept is the driving force behind the Boise GreenBike program, which launched in April.

The program launched with 114 bikes and 15 stations throughout downtown Boise, including two hubs at Boise State University.

Customers are required to have a credit card. For a pre-payment of \$4, they will be able to ride the bikes for an hour. There are also monthly memberships (\$15) and annual memberships (\$70) available (details can be found at boisegreenbike.com).

HOW TO FIND A BIKE

“There are three basic ways to access the system,” said Dave Fotsch, the director of Boise GreenBike. “There is the website, or you can download a smartphone app (available through the website), which is even a little better, because it uses the geo-positioning function in your phone to link to the bike that is closest to you. So you can reserve the bike using your phone, and then you have 10 minutes to pick it up.”

The rider will then enter a PIN code on the back of the bike that has been reserved.

“The third way to access the bikes is at the kiosks,” Fotsch said. “Ten of the 15 stations will have a kiosk, which is something the Boise City Council felt was very important. That’s basically just a transaction facility. It allows you to walk up, insert your credit card and become a member on the spot.”

After using the bike, riders can return it to any of the 15 hubs. If the bikes aren’t returned to a hub, there is an additional fee. Riders are responsible to any damage to the bikes while in their care. Helmets are strongly recommended, but not required.

Fotsch and his staff will always know where the bikes are because of their GPS system.



ABOUT THE BIKES

"The bike is styled after the Dutch bikes," Fotsch says, "and we all know the Dutch love their bikes. It has a step-through frame, and it has three speeds. Our basic service area is pretty flat, so that should be more than enough gear range for anybody doing ordinary riding." The bike doesn't have a chain. Instead, it uses a shaft drive, so riders don't have to worry about getting grease on their clothes.

"There is a basket in the front for carrying your purse or your briefcase. The locking unit is self-contained in the back, which is also the tracking computer. There's a solar panel that helps keep the battery to the computer charged. There is also a dynamo hub in the front that generates electricity and it lights the front and rear lights."

And while it is a pretty rugged bike, it is intended to fill a certain need – for urban biking.

"It's a pretty advanced technology," Fotsch says. "And it's a sturdy bike, but it's not the sort of bike you would take into the Foothills. In fact, please don't."



"It's a pretty advanced technology. And it's a sturdy bike, but it's not the sort of bike you would take into the Foothills."

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THE BUSINESS SIDE

Most of the start-up costs for Boise GreenBike were funded by a \$320,000 federal grant. Fotsch estimates the operating cost of the program, which is a service of Valley Regional Transit, will be approximately \$250,000.

After putting the past few years into launching the program, Fotsch is optimistic about its future.

"I have a pretty modest goal of 25,000 rides in the first year, and I think that's fully achievable," he says. "Salt Lake City started their system three years ago with 70 bikes, and I think in the first year they had 20,000 rides. We have more bikes and we also have a better bike culture here, so I think 25,000 is realistic.

"In my perfect world, I would like to try and grow the system by about 20 percent a year.

... Then we'll concentrate on reinvesting in the system, based on how we did after the first year."

Boise cyclist Alan Barta is hoping the program is a hit. And he's putting his money where his mouth is: He has signed up as a founding member for \$100 (which includes a helmet).

"I have traveled to other cities that have programs like this," says Barta, a longtime Boisean and an IT specialist who works for the Forest Service.

Barta says he has used a similar program while in Washington, D.C.

"It's such a nice thing to have that as a visitor," he says. "I really want the program to succeed, and I want to support it because I think it will be such a good thing for our community."

Fotsch says supporters include bicycle retailers in the Boise area.

"We have no intention of threatening bike shops," he says. "In fact, most cities that have adopted bike shares find that it helps to drive bike sales. A lot of people have bikes in their garage that they never ride. ... But here is an entry-level bike they can use on a short-term basis, and it gets them interested in bike riding again."

LOCATIONS OF THE BOISE GREENBIKE DOCKING STATIONS (See map on next page)

- Old Borah Post Office, Eighth and Bannock
- Boise Centre/Grove Plaza
- Treasure Valley Family YMCA, 11th and State Street
- Idaho Power, 13th and Main
- Boise State Interactive Learning Center, 2120 University Drive
- Boise State Student Union Building
- University of Idaho Water Center
- Ada County Courthouse
- Boise Co-op
- St. Luke's
- St. Luke's on Shoreline
- University of Idaho Law Center, 400 N. Fifth St.
- Trader Joe's
- 600 Fulton Street
- City Hall



MAP OF BOISE GREENBIKE DOCKING STATIONS

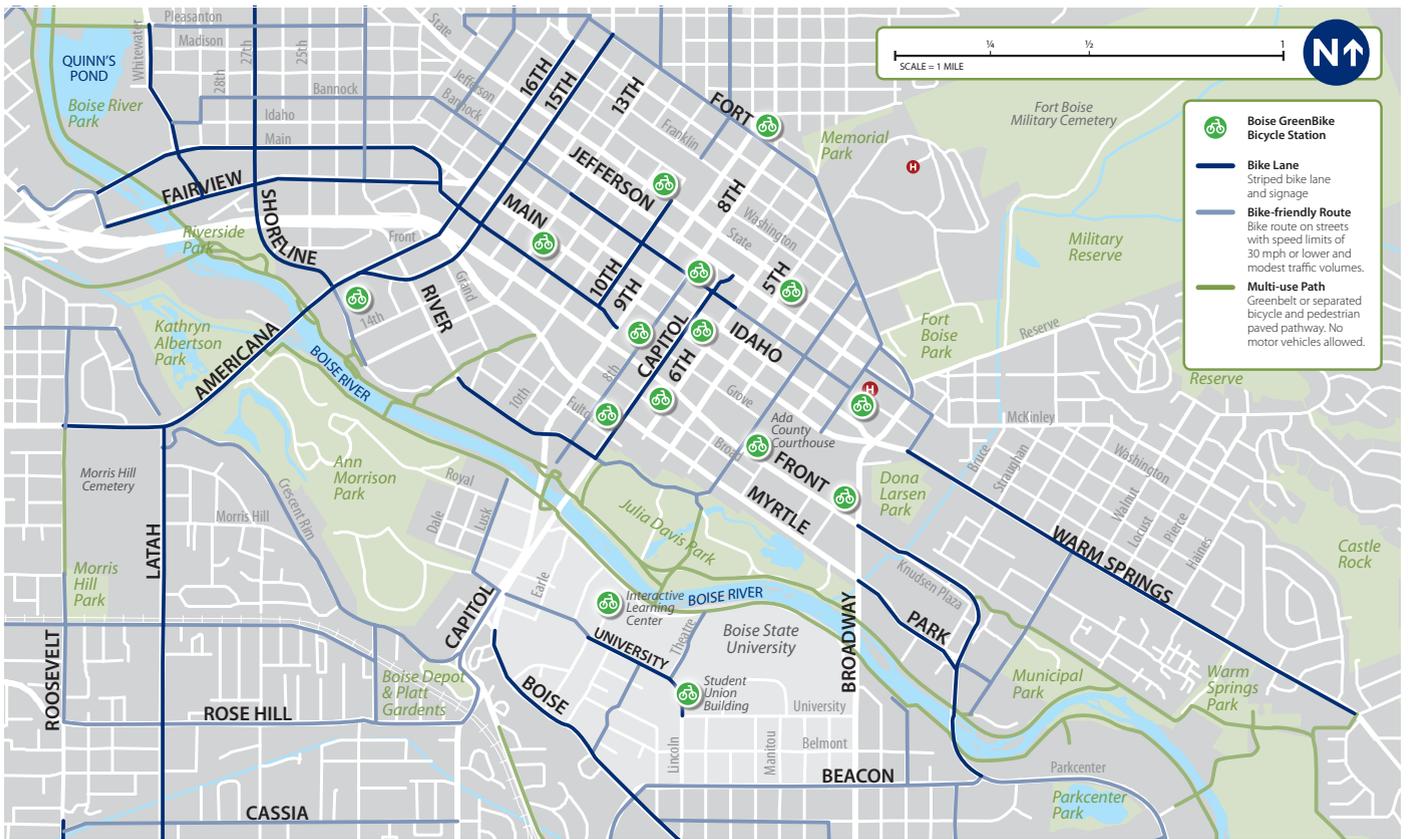


Image courtesy of Boise GreenBike

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NEW HOUSING COMES TO DOWNTOWN BOISE, AND MORE ON THE WAY

By Teya Vitu
Idaho Business Review

Last year saw several newcomers to downtown housing including The Owyhee. One Nineteen subscribes to a new school of downtown condominium living, one where you can park your car, store your canoe and occupy square footage deemed large for suburban apartments.

One Nineteen is the proposed condo project at Grove and 10th with the “coming soon” sign across from the Boise Farmers Market.

Developer Shane Felker wants to throw the downtown condo stereotype on its ear. Downtown living in many cities is synonymous with tight square footage, no parking or certainly far less spaces than living units. Storage space isn’t guaranteed.

But “you don’t have to sacrifice to live downtown,” Felker insisted.

One Nineteen will offer a design aesthetic common in Seattle, San Francisco and San Diego but new to Boise, said Felker, who

brought on the Boise architecture firm CSHQA to design the structure.

“We thought there might be an appetite for a more modern, urban product,” said Felker, chief executive of Sawtooth Development Group, based in Ketchum. “Historically, the design taste for Boise has been very traditional. We thought this might be a refreshing change.”

One Nineteen will deliver 10-foot ceilings (18 feet high on the penthouse level), floor-to-ceiling windows, open floor plans, polished concrete floors, “Euro-style hardwood cabinetry,” and contemporary fixtures, he said.

The project will have two levels of parking and four levels of condos with 26 units in all. Each condo on a level will have a different floor plan, ranging from long and narrow to nearer a square. Floor plans for most condos fall between 1,176 and 1,504 square feet with prices running from \$384,750 to \$516,000, according to the One Nineteen website launched Nov. 11. Shane Felker

The top floor penthouse has five condos

closer to 2,000 square feet with price points either side of \$800,000.

In the past, Felker said, downtown condos often served as second homes or “downtown crash pads.”

“We are designing residences for people to own and live downtown,” Felker said. “There are finally reasons you can live downtown. If we want to push the urban lifestyle, we have to make every facet of it very easy. Every unit has a parking space. Every unit has a huge storage unit where you can keep your skis, camping gear and boat.”

The sales office opened on site, 119 S. 10th St., in January to accept non-binding reservations.

“I believe we have the design, sizes and features that the public will be really excited about,” said Bryant Forrester, the Century 21 Magellan real estate agent representing One Nineteen.

One Nineteen also catches the attention of Karen Sander, executive director of the Downtown Boise Association.

“I love the diversity of their floor plans,”

Above: One Nineteen is a proposed condo project that broke ground April 2. Opposite page: The One Nineteen, designed by CSHQA Boise architecture firm, will have 10-foot ceilings, floor to ceiling windows, open floor plans, polished concrete floors and “Euro-style” hardwood cabinetry. Images by Sawtooth Development





Sander said. "I think the diversity of project will help bring a diversity to the buyers, too."

One Nineteen is Felker's first Boise project. Sawtooth built the University of St. Augustine for Health Sciences in Austin, Texas, and San Marcos, Calif., as well as other medical buildings, offices and single-family residences in the San Diego, Denver and Austin areas. Sawtooth developed the Strada Plaza in Ketchum. Ketchum

One Nineteen will overlook the Boise Farmers Market with four stories of condos atop a two-story garage.

Felker plans to start construction on One

Nineteen in January, with move-in dates eyeballed for the 2015 holiday season.

One Nineteen is a joint venture between Sawtooth and Prospect Medical Solutions of San Diego. It did not start as a 26-unit urban modern condo project.

Felker came to Boise in summer 2013 and started negotiating to buy the John Alden building at 10th and Main and the parking lot behind it. He gained ownership at the start of this year.

"Originally, we wanted to convert the John Alden building into residences, but the building required too many changes," he

said. "It was just not financially feasible. We nearly walked away from the deal until we realized the value of the property."

The developers shifted attention to the John Alden's parking lot, where One Nineteen will arise. Once One Nineteen construction is well underway, Felker does plan to renovate John Alden starting in mid-2015.

He anticipates street-level retail and three floors of offices.

"Colliers is bringing folks to the table," Felker said about the local commercial real estate firm, which has interested tenants.



NEW APARTMENTS: LA POINTE, WEST SHERWOOD AND RIVER EDGE

Drive across the Boise River on Ninth Street and look left; you'll see the Micron Business and Economics Building. Look right and you might get a glimpse of the place where nearly a thousand Boise State University students could be living one year from now.

Three student and multi-family apartment complexes, one next to the other, are under construction between La Pointe Street and Dale Street from the Boise River to Sherwood Street. They are called the La Pointe, West Sherwood and River Edge apartments – for now at least. La Pointe has already had a name change from Boise Heights.

"We haven't decided if we're done with the names," said Bruce Tibbett, assistant general manager at Topanga Management, the Fresno, Calif.,-based developer of La Pointe Apartments.

The new buildings are transforming the Lusk Street Neighborhood, once largely industrial with shops that included a trucking

terminal and bus maintenance facility.

A fourth multi-family housing project is in similar stages of construction a couple blocks to the south, behind the Marriott TownePlace Suites and near the foot of the Boise Depot. Lusk Place Apartments will add another 126 units with 369 beds.

All of the new buildings follow the new trends in student housing, where luxury elements come into play.

Gone are the barren dorm rooms and shared hallway bathrooms so dear to college graduates from the last half dozen years and before. These days, there's a bathroom for every bedroom.

"That started with the housing bubble," Tibbett said of the changes. "When the single-family housing market collapsed in 2007-08, multi-family housing was the place to go. A lot of developers looked into student housing: 'let's make that our niche.'"

The change is also an outgrowth of expectations found in many of this generation's students. Growing up in the suburbs in an era of relative affluence, many didn't have to share a bedroom.

But this lifestyle may not last once they graduate.

"Kids will have to downgrade when they get a job," Tibbett predicted.

The new student housing complexes may not even fill up entirely with students, said Dean Kennedy, Boise State's director of housing and residence life.

University Park Apartments, student housing owned by Boise State, is already in place nearby with 46 apartments and 97 bedrooms. The other four projects are not affiliated with Boise State, he said.

"The university district area definitely doesn't need any more student housing," Kennedy said. "I don't envision those entirely full of Boise State students for the next several years. We don't have enough students that would choose to live that close to campus and pay that price. I think they will be seeking non-students."

La Pointe, West Sherwood, River Edge and Lusk are all on a fast track. They broke ground earlier this year and students are expected to occupy the apartments for the 2015 fall semester.

Construction is farthest along at La Pointe, where wood framing is reaching the fourth and top level at this point. ESI Construction, the largest local general contractor, started

Construction is underway for the La Pointe, West Sherwood and River Edge apartments where nearly a thousand Boise State University students could be living as early as 2015/16. Above: The West Sherwood apartments construction site. Photo by Pete Grady Opposite page: The newly opened 951 apartments at Front, Park and Parkcenter include furnished corporate apartments with a mix of traditional, live/work space and street-level retail. Photo by Teya Vitu





construction in February, first clearing the site of a former trucking terminal.

Living quarters for all four projects are perched above ground-level parking. All four have concrete podiums set upon hundreds of columns, and the apartments will be set upon these podiums. The Lusk podium, for example, required about 2,200 cubic yards of concrete, the equivalent of 217 concrete trucks, according to McAlvain Construction, which is building the other three student housing complexes.

The La Pointe Apartments sit on 183 square columns that are 14 feet tall. These are 14-by-26-foot squared off columns, which provide more space for parking than round columns, said ESI senior project manager Jan-Erik Peterson.

A post-tensioned cast-in-place concrete podium was poured atop the columns. It's not just a concrete slab. The podium has 853 penetrations for all the utility lines.

"Placing that was a major challenge," Peterson said. "It was very challenging

coordinating all lines inside the slab."

ESI started the wood framing of apartment units in late July and about half the framing is done.

"We're up to the fourth floor in one section," Peterson said. "The next thing I'm looking to get into is roofing."

La Pointe will offer 336 beds in 130 apartments, most of them two-bedroom units with some three- and four-bedroom.

Michael Simmonds, the principal at ZGA Architects and Planners, described the La Pointe design as "contemporary, not flamboyant. Something timeless so it doesn't become dated" with a color scheme of "contemporary earthtones, not 1960s earthtones."

River Edge, West Sherwood and Lusk are all being built by McAlvain Construction, the third-largest local general contractor. USL Boise LLC owns River Edge and Atlanta-based Carter, one of the nation's leading real estate investment, development and advisory firms, is the developer behind West

Sherwood and Lusk.

River Edge will have four levels of apartments with 175 units and 622 beds. West Sherwood is slated for 110 units and 170 beds.

The 951

The newly opened 951 apartments at Front, Park and Parkcenter include furnished corporate apartments along with a mix of traditional apartments, live/work space and street-level retail.

Paragon Corporate Housing will maintain at least five furnished apartments at the 68-unit complex, and that number could at times be higher, spokeswoman Jenna Coddington said.

The Richland, Wash.-based Paragon also has offices in Boise, Salt Lake City and Portland. Paragon has supplied corporate housing in Boise since 2009.

"The 951 offers a modern, upscale location that is ideal for our guests," Paragon CEO John Crook said in a release.

ART, HISTORY AND CULTURE FROM A TO TREEFORT

By Terri Schorzman

*Director, Boise City Department of Arts
and History*

Art, history, and cultural programming continue to make Boise a place where people want to be. Public art, walking tours, and live music contribute to the lasting, innovative, and vibrant scene that is downtown Boise. These opportunities take place because of the dedication of partners in the public, private, and non-profit sectors. For example, during 2014 the City of Boise's Department of Arts & History (A&H) funded 20 organizations and individuals to create presentations and performances, and to document historic neighborhoods – the majority of which took place in and around downtown.

A&H also hosted the second and final year of the Sesqui-Shop (a popular hold-over from BOISE 150), and found that residents want a comfortable space where they can learn about – and participate in – the art, history, and general cultural life of their community. The Shop was a big draw for visitors as well, and our guest book has remarks from people worldwide who found that it showcased Boise in a meaningful and authentic way. In 2014 the Shop served over 10,000 guests, offered six exhibitions and 84 events with 52 community partners.

A&H dedicated several public art sculptures in the downtown core in 2014, most notably “Eco-Art on 8th” and wrapped 16 additional boxes with art. City leadership, Grove Hotel ownership, and CCDC agreed to renovate the aging River Sculpture on the Grove Hotel in 2014; the process will be completed in 2015. Construction on the Centre on the Grove required public art to be moved, including the Chinatown Viewers and Keepsies. The former will be replaced on site; the latter was relocated to Fort Boise Rec Center.

The 11th season of the popular Fettuccine Forum moved to City Hall Council Chambers



Treefort 2015! Treefort was named the City of Boise's cultural ambassador in 2014.
Photos by Jason Jacobsen



in October 2014 with presentations ranging from Boise's beer heritage, conspiracy theories, and human rights, to immigration patterns and preservation/conservation. Walking tours in Boise's downtown included a special A&H tour of Boise's fire history and Preservation Idaho's new summer weekly "Walk about Boise" tour. And tours of our city's growing public art collection remained coveted activities.

Finally, why do forts take over downtown every March since 2012? Fort Boise was the military installation that gave birth to Boise. One-hundred and forty-nine years later another fort emerged: Treefort Music Fest has become an explosive festival that is a powerful force for creativity and culture. TreeFort is on a trajectory, expanding to five days, 350+ bands and 17 venues, attracting thousands of new visitors to Boise from across the United States. The City of Boise named Treefort as the city's Cultural Ambassador in December 2014 to serve through 2015. Other forts – Storyfort, Kidfort, Hackfort, Filmfort – among others, embody the creative spirit of the fort movement. Enjoy!



The art scene in downtown Boise is alive and well. Photos courtesy of the Boise City Department of Arts and History

DOWNTOWN PARKING

CCDC WILL TAKE ANOTHER LOOK AT PARKING RATES

By **Brad Iverson-Long**
Idaho Business Review

Parking rates haven't changed since 2008 in the downtown Boise parking garages owned by the Capital City Development Corp., but CCDC is taking a look at its rate structure and its strategic plan starting in May. The new planning comes after an outside report last year found the downtown core will have a shortage of parking in 2017.

Building new garages to meet expected demand for parking downtown is a costly endeavor, roughly \$12 million for a 450-space garage, said Max Clark, CCDC's parking and facilities director.

CCDC in May will start two planning projects, which Clark categorized as "aggressive." The first will be a three-month project looking at its garages' rate structures.

The second, which will last six months, will look at steps outside of fee changes that CCDC or the city should take on parking. Clark said those could include changing zoning requirements for parking on downtown buildings, adjusting monthly permits for CCDC's garages, supporting public transit or partnering with privately owned parking companies.

Clark said downtown parking spots are a valuable commodity.

"What we can tell right now is, parking has become very important to people," he said. "People are willing to pay for it, and they want it."

Hourly rates now in place, including the free first hour, may remain to accommodate shoppers and businesses that cater to events and retail, Clark said.

Currently, CCDC owns and operates six downtown garages, also called the Downtown Public Parking System. Those garages are split, roughly 50-50, between short-term parking, which includes a free first hour of parking, and monthly parking, which can be bought only for individual garages. Clark said two of the garages, the Eastman Garage and Capitol Terrace, which are on neighboring blocks between Idaho and Main streets and next to Eighth Street, are full for monthly passes, while other garages still have up to 100 spots available.

A study done for CCDC and the city of Boise by parking consulting firm Carl Walker Inc. in early 2014 found the downtown core – an area bounded by Bannock and Myrtle streets on the north and south and

Fifth and 11th streets on the east and west and also the area that includes all of CCDC's garages – had 1,100 surplus on-street and off-street parking spaces. However, newer development projects, including the Eighth and Main tower, City Center Plaza and Jack's Urban Meeting Place, will result in a shortage of 970 spaces, based on future supply and demand.

Clark said the Carl Walker study encouraged CCDC to take another look at its parking rates, including examining both potential increases to the \$100 monthly pass and changes to what a monthly pass means.

While CCDC has a one-size-fits-all approach to parking passes, Clark said there are three cycles of parking downtown: daytime parking for people who work traditional business hours downtown, night-time parking for people who live or leisure downtown, and a midnight to 8 a.m. shift for late-night revelers and cleaners.

CCDC could start offering separate monthly passes for each group, which would then bill daytime pass holders who leave their cars in garages in the evenings or overnight, Clark said. CCDC's automated payment system, installed last year, offers more flexibility in handling different types of passes and also provides better security. For example, the system has an anti-passback measure, which prevents someone from entering a garage and then walking out and handing their pass to another person.

Clark said CCDC also will look at more flexible monthly passes, which could allow someone to choose between two garages,

or higher monthly rates for the more in-demand garage. A tiered rate structure would encourage price-conscious customers to pick a different garage, and then walk a few blocks to their destinations.

If CCDC opts to raise its rates, it wouldn't be the first local parking agency to do so. The Car Park raised rates on some of its lots last summer, citing higher demand and a waiting list. Monthly rates on those lots are now \$65, less than CCDC's rates.

Diamond Parking, which manages a dozen lots in downtown Boise, has no plans to raise its rates, according to Boise City Manager Wally Placido. He said rate increases could happen for downtown parking because the city's population and demand for spaces are growing.

Most of CCDC's garages were built in the 1970s and '80s. Clark said adding new garages could be difficult, because CCDC's urban renewal districts don't have a 20-year time span to pay off bonds with tax increment financing. That's why CCDC could look for alternatives to new garages. In addition to efforts to encourage drivers of single-occupancy vehicles to consider alternatives to a daily commute downtown, that could also include adding private or other public parking garages and lots onto CCDC's system. Boise's City Hall, for example, has a small garage that goes mostly unused at night, which means it could be rented out to downtown residents, Clark said.

Map of downtown parking garages on page 32

Downtown parking spots are a valuable commodity. The CCDC is looking at its rate structure and may be coming up with a new strategic plan soon. Photo by Patrick Sweeney



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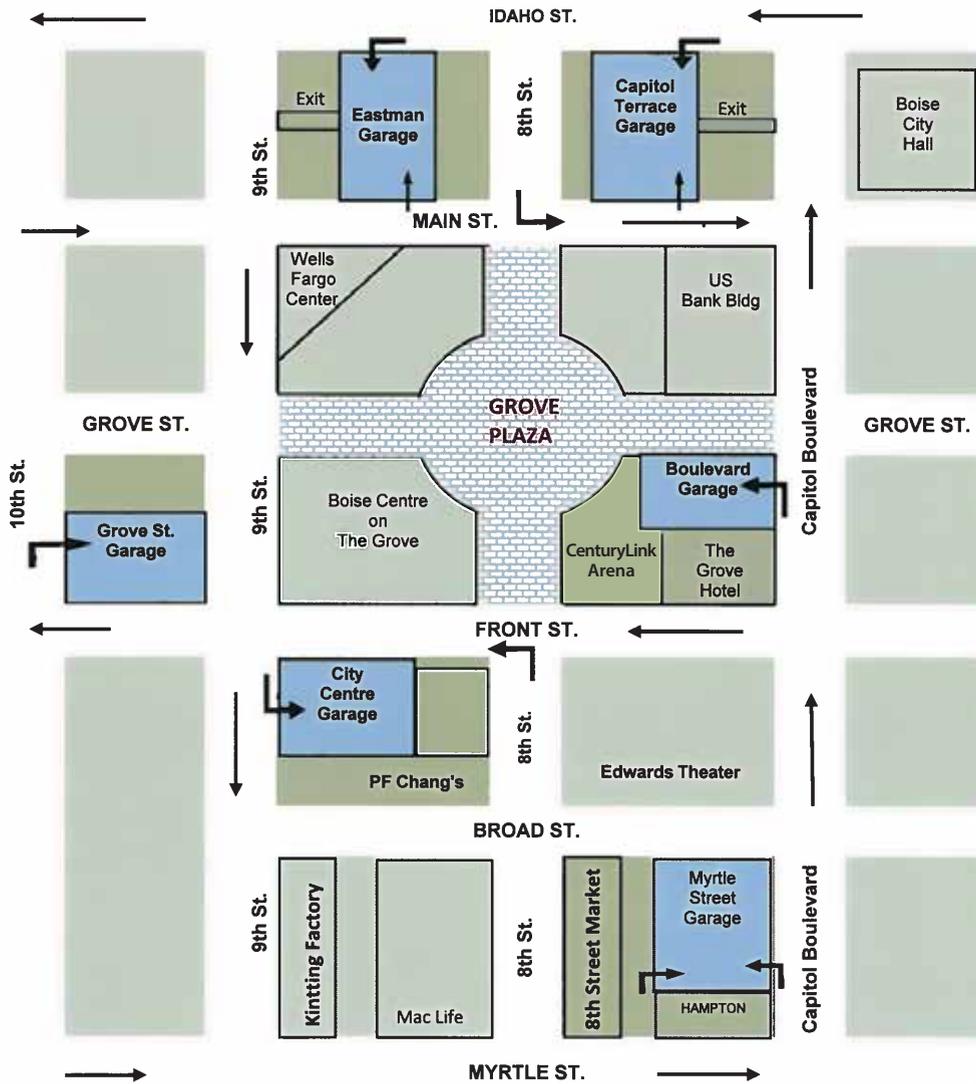
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Map of Garage Locations and Entrances



Map courtesy of CCDC

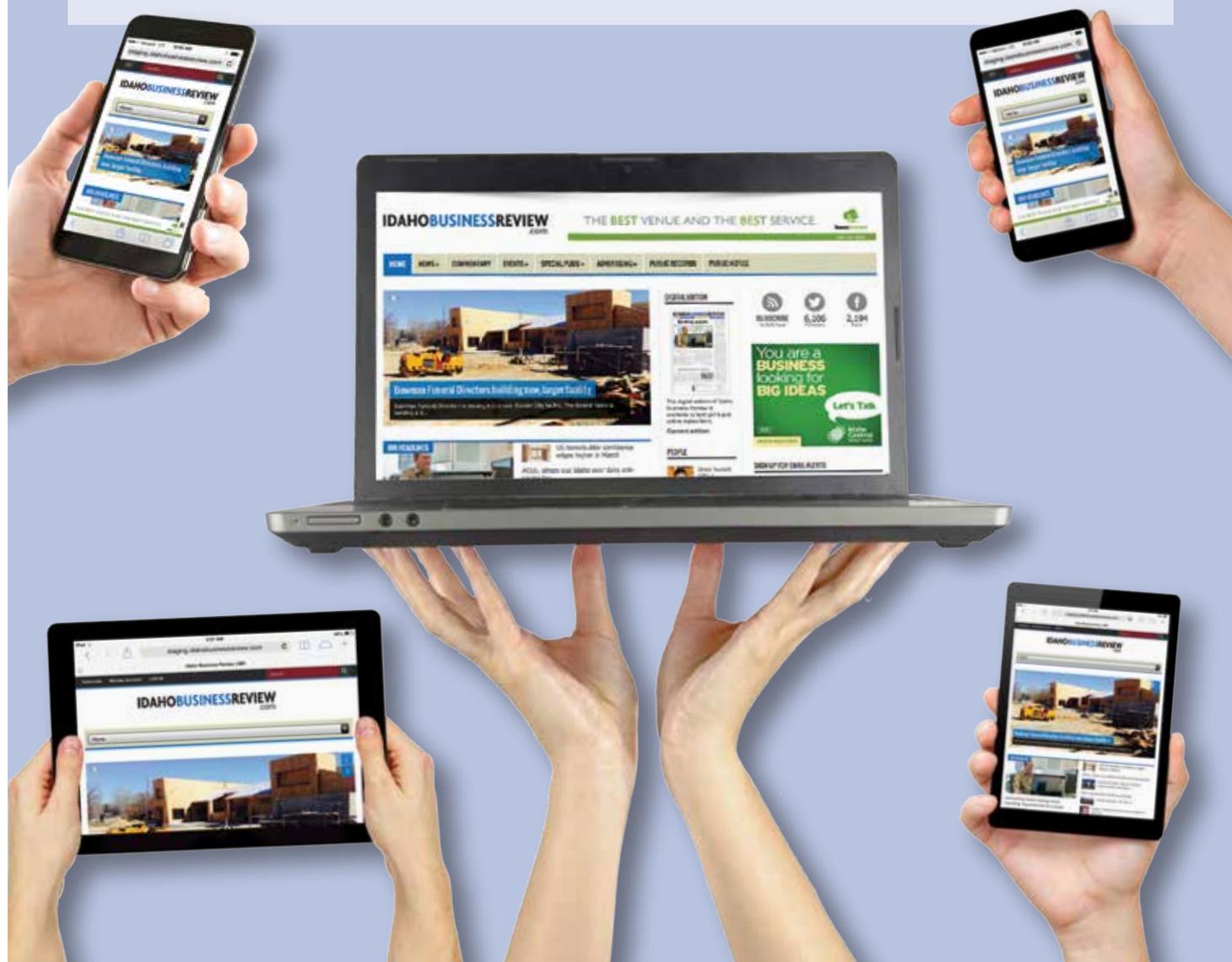


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